

# Television Age

Are stations satisfied with rating services? **PAGE 25**

How do advertiser, agency executives describe tv? **PAGE 34**

Pennsylvania, Maryland, D.C. offer rich market **PAGE 63**



## SPECIALIST IN SPOTS

Impression! All-important to hundreds of alert national advertisers who are spotting their TV dollars on these great stations.

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

*Television Division*

### Edward Petry & Co., Inc.

*The Original Station Representative*

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



# 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

# Television Age

## 25 RATE FOR RATINGS

*\$3 million stations pay for audience measurement only part of rating-service revenue*

## 30 THE GOLDEN TOUCH

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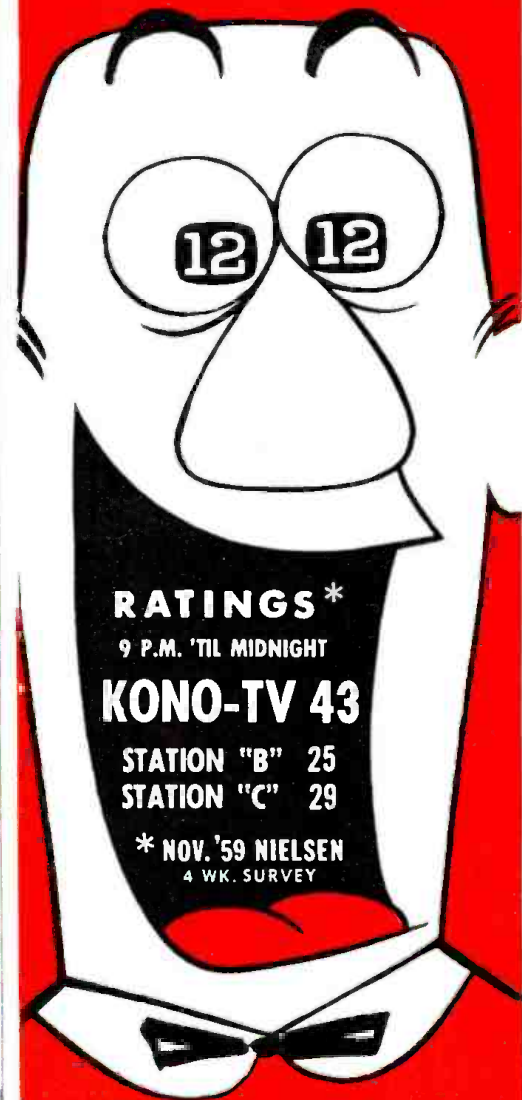
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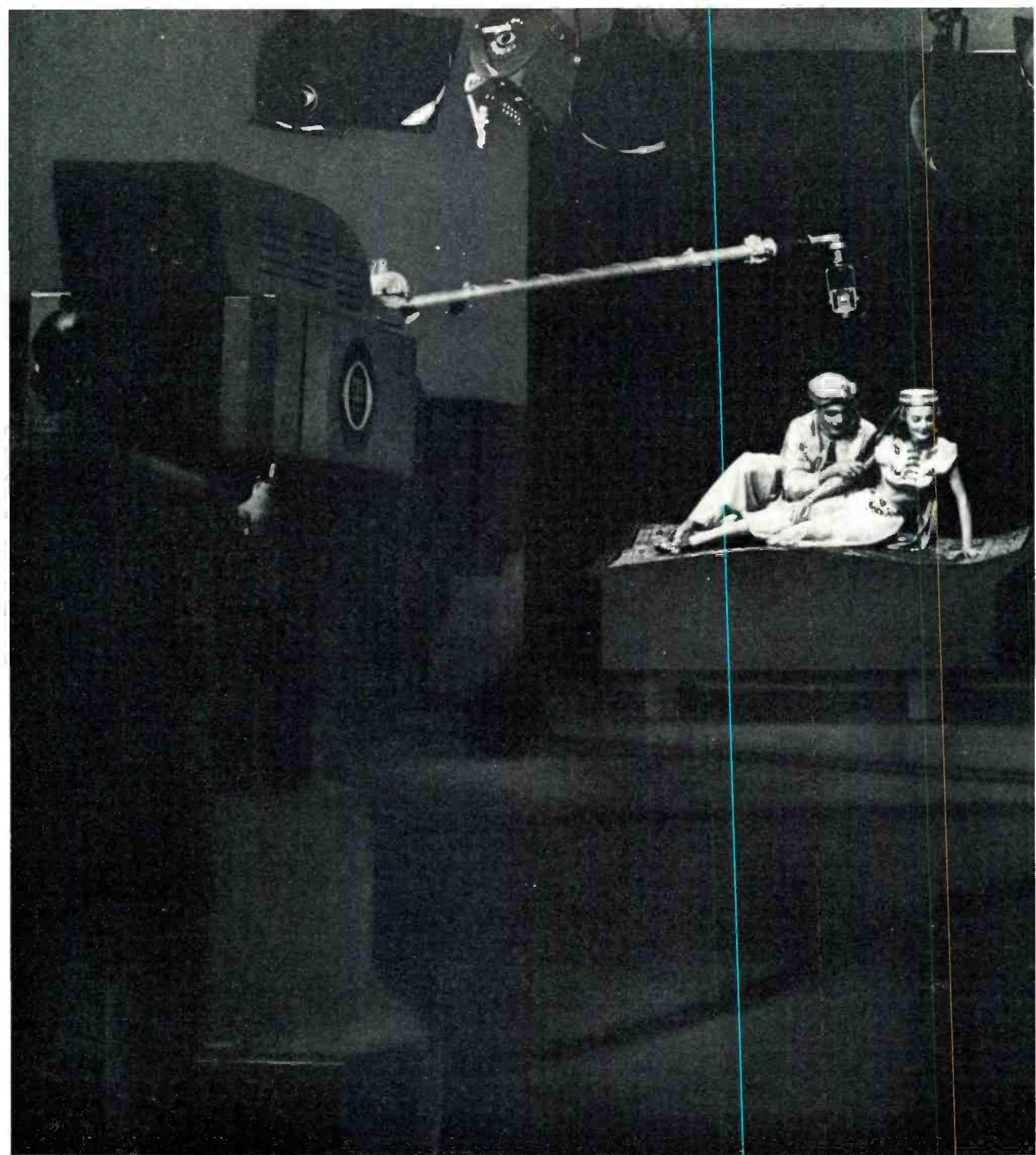


THE HAPPIEST  
TIME-BUYERS  
HAVE SCHEDULES ON\*

San Antonio's

Channel  
**K 12**  
**KONO**  
**TV**

ABC Television in San Antonio...  
the Greatest Unduplicated Live  
Coverage in South Texas!  
Represented by  
**THE KATZ AGENCY**



# How magnetic is your video tape?

You may never want to televise a flying carpet trip to the Taj Mahal. But whether you are producing a simple 20-second taped commercial or a complex 90-minute drama, you can rely on the facilities, engineers and technicians of CBS Television Production Sales to do the job with imagination and economy.

Back in 1956 we were the first to put video tape on the air, and ever since we have been striving to add to its inherent versatility and value. So far this effort has produced devices like VideoScene, which created the illusion you see above, and the Tape Transfer Process, which reproduces tape images on film with exacting fidelity. And indeed our video tape installations



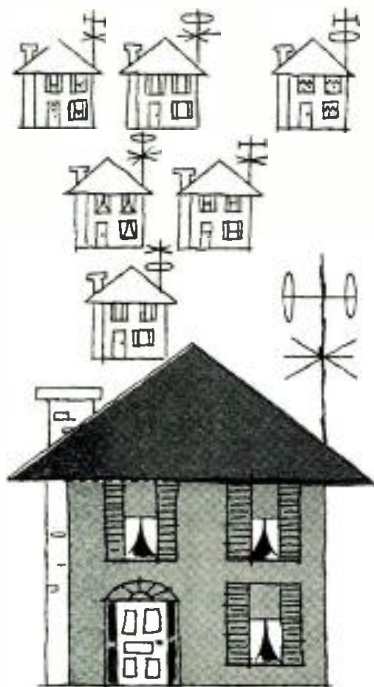
in New York and Television City, Hollywood, are notable for having solved a wide variety of production problems.

Among the facilities embraced by CBS Television Production Sales are mobile tape units that have met the most demanding assignments—from on-the-spot news events to automobile road-test commercials; ample television studio space on both coasts, and two Production Centers housing a complete range of production departments. Here you will find accomplished art and lighting directors, costume designers, set decorators and make-up artists; a vast assortment of stock scenery; two storehouses filled with props of every description; fully equipped carpentry,

electrical and paint shops; a plastic vacuum machine to mold featherweight sets and props; a sorcerer's collection of snow, rain, fire, explosive special effects; along with a stock of Zoom Keyers, Super Wipes, special lenses and projected effects that will add scope and excitement to your productions.

Anyone with a video tape recorder can put pictures on tape. The trick is to do it skillfully all the way down the line. In essence, this is why some of the nation's leading advertisers now use our facilities to produce their programs and commercials.

**CBS TELEVISION PRODUCTION SALES ©**



**946,863**  
TV households

**1,057,725**  
households

**3,749,960**  
people

**\$6.8 BILLION**  
annual income

**\$3.8 BILLION**  
annual retail sales

**AMERICA'S**  
**10<sup>th</sup>**  
**TV MARKET**



## Letter from the Publisher

### Audience Ratings

In 1959 tv stations spent an estimated \$3 million for regularly scheduled audience-rating services (see story, page 25).

The average station bought two services and spent nearly \$6,000 to have its programs rated for the benefit of advertisers, agencies and other possible purchasers of television time.

With program ratings such a necessary part of the tv sale, it is not surprising that investment in them is nearly universal. What is surprising, it seems to us, is that so many of these customers are dissatisfied.

The TV AGE survey indicates that more than 70 per cent of all stations are unhappy in one way or another with ratings. Since the survey was answered by well over one-fourth of all stations, it is fair to assume that this percentage is accurate.

### Comment from Stations

Several experienced broadcasters called attention to the practice of scheduling blockbuster programming during survey week. Edgar T. Bell, general manager of KWTW Oklahoma City, says: "I'm fed up with . . . stations doing everything possible to 'hypo' ratings during rating weeks—then hibernating (as far as promotion is concerned) until the next one comes along."

Several managers called attention to the difference in results. "Major inconsistencies, not only between different research companies, but also within each individual report, tend to cast doubt on the reliability of both sample size and method of obtaining information," says Stan Cohen, director of program research at WDSU-TV New Orleans. "Despite the protestations of the research companies that their reports cannot be compared with one another, they really should be comparable, since all are striving toward the one absolute truth."

### Industry-Supported Method

In defense of ratings, Walter Purcell, promotion manager of WNDU-TV South Bend, says: "It is more the way research is used that is bad, than the research itself." Sentiment for a "single industry-supported method" was expressed by Rex Howell, president of KREX-TV Grand Junction. He was seconded by several other managers.

Altogether, the climate seems to be more than seasonably chilly for the rating services. The majority of customers, the survey indicates, are not happy. While it may not follow that the customer is always right, at least he is the source of a sizable chunk of research income, and it behooves the services to look again to their customer relations.

The researchers, like many another big business, are suffering from an unfavorable corporate image. If their systems and their samples are producing the true picture of tv viewing, the researchers have failed in large measure to sell this fact to the stations.

If, as we believe, the research services are honest and their systems of measurement are for the most part accurate, it is time for them to inaugurate a massive campaign of education and promotion of the services they are selling.

Cordially,

*S. J. Paul*

# Television Age

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## Flexing Our UHF Muscles In Michiana

In the counties in proximity to South Bend, there never has been any question of complete UHF dominance. Rating reports continually give total "outside" South Bend viewing at only 2 to 6 rating points. In the fringe areas, we were told by N.C.S. #3 that there were some areas where UHF sets only accounted for a small segment of TV set sales.

In the last ten days, I've been in contact with two of the largest TV distributors in this area. Both cover ten to fifteen counties in Northern Indiana and Southern Michigan. I got the following comment on UHF set sales from Mr. Ray Jeffers, President of West Michigan Electric Company, the RCA distributor. "During the last two years, a close look at our total TV set sales indicates that we have been selling about 81.5% UHF or multi-channel sets and 18.5% VHF sets in our whole distributing area."

This was particularly happying to me. County by county set sales weren't available—just totals. Since West Michigan Electric covers several counties in its distribution area which do not fall into our own TV coverage area, and these several counties are heavy VHF users, they would naturally inflate the percentage of VHF sets that West Michigan sells. In our own coverage area then, the UHF sales should be even higher.

This was brought out in the next visit I had with the Westinghouse distributor, the McCaffery Company of South Bend. All the ten counties the McCaffery Company sells in are within our coverage area. Jim McCaffery, Sales Manager for the outlet, gave me this quote: "Our TV set sales are now running about 95% multi-channel to 5% VHF. Eighteen months ago, for instance, LaPorte County was virtually all VHF in set sales, and no dealer wanted any part of selling multi-channel receivers. Now the situation is completely reversed, and VHF has become almost a non-entity."

Needless to say, I could listen to comments like these all day. They give credence to the UHF coverage story that we have been telling all along. In the Southern Michigan-Northern Indiana area, UHF has created an island market—a mighty big island, at that.

Bring on N.C.S. #4. The sooner, the better.

Tom Hamilton

### WNDU-TV

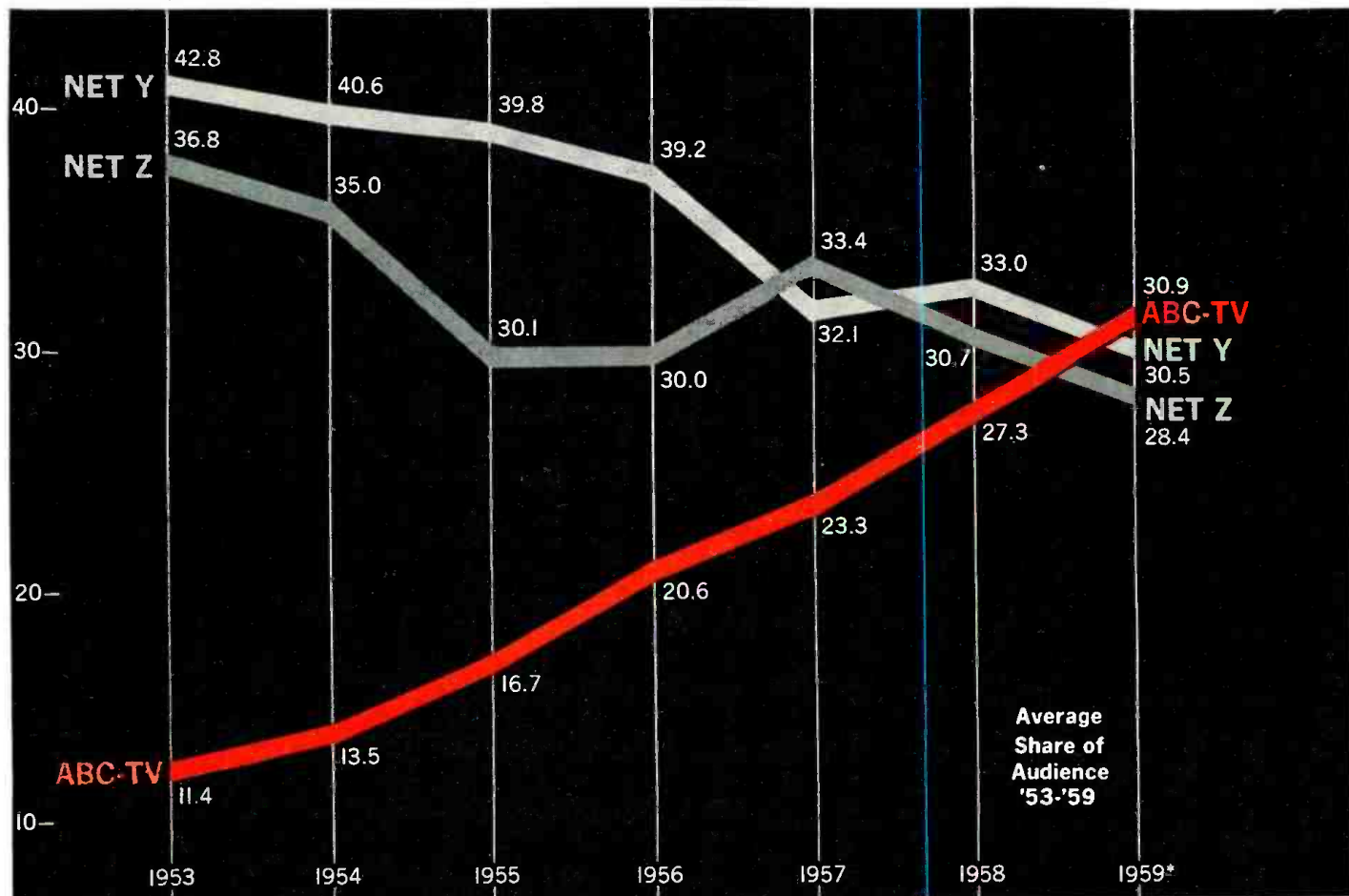
South Bend, Indiana

Represented by Venard, Rintoul and McConnell

January 25, 1960, Television Age 7

# *This is cultural democracy in action:*

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50s)



SOURCE: \*SUNDAY-SATURDAY 8-10:30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. \*NIELSEN 24 MARKETS, DEC. I 1959.



In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience<sup>†</sup> over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.\* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties*.

***ABC TELEVISION***

# *buy St. Louis 'a la card\**

*\*KTVI rate card  
your lowest  
cost per thousand  
TV buy  
in St. Louis*

ON THE SCENE as St. Louis steps forward  
with the multi-million dollar Mill Creek  
Valley Redevelopment Project.

**KTVI 2**  
CHANNEL  
ST. LOUIS



Represented  
nationally by



**Du Pont's Spring Splash**

Expansion is the word fitting the spring promotion on Dacron by E. I. du Pont de Nemours & Co., Inc., with both the market list and the amount of time purchased per market increased over previous campaigns. The company will buy five five-minute live "featurette" programs to run in a week's time in 40 markets, with a single department store in each area supplying display merchandise and tying in with local promotion. The miniature fashion shows will run mostly in daytime homemakers' programs. Starting dates are up to the local stores, but virtually all schedules run during March-April. Trow Elliman is the timebuyer at BBDO, New York.

**Viewers Watch Public-Service Shows, Too**

Public-service programs have a reasonably sizable audience, and part of that audience wants more of that programming, according to a special Pulse survey commissioned by this magazine. A high proportion (82.5 per cent) of those who want to see more public-service shows would like to see them during prime evening hours, the survey also indicates. Full details will be published in the February 8th issue of TELEVISION AGE.

**Lights Spotting Heavily**

General Electric's lamp division kicked off a major spot campaign the middle of the month in just over 100 markets, with a three-week flight of minutes reaching an estimated 91.5 per cent of all U. S. tv homes. A similar four-week drive on GE bulbs will run next September. Between 30 and 90 announcements per week go in each market at present. Animated films featuring the near-sighted Mr. Magoo get across the sales message. BBDO's Cleveland office handled the placements; Dick McGinnis and Dick Owen are the account contacts.

**Magazine Format for CBS-TV?**

In one of the most significant developments in American tv since its inception, CBS-TV reportedly is readying plans to shift to a magazine format one night a week beginning next season. Selected for the experiment is the Friday prime-time period of 7:30-10:30, which would be devoted exclusively to prestige programming. Advertisers would be completely divorced from program control, and spots would be placed at random during the three-hour period, with no sponsor guaranteed any specific time slotting.

**Barter Still Big**

Feb. 22 is the starting date for spring schedules on Exquisite Form bras and Silf-Skin girdles in the top 50 markets, with Regal Advertising, Inc., New York, setting on a 100-per-cent barter basis. The account will use 13 weeks of filmed minutes and, for the first time, prime-time IDs. I. Rokeach & Sons, Inc., an Exquisite Form, Inc.,

division which tested tv very lightly last year for its Perfection wines, plans to hit a number of upstate New York markets in March. Cash buys will be made where no barter arrangements are in effect. Account executive Irv Adelsberg is the contact.

**The New Consumer: More, More, More**

All this futuristic year-end talk about the sizzling, soaring and solvent Sixties has prompted the Public Relations Board to do a little prognosticating on its own. In a profile of the new consumer (who will be "buying, building and babying for the first time"), a PBR panel found she will have few economic fears, control her debts better, and want more of everything. These wants, it was found, will be molded by television and the "shelter" magazines. As a shopper, PBR says, the new consumer will be more quality-conscious and more astute in her ability to recognize a good value.

**Trendex Sets March For New Data**

Trendex, Inc., will issue its first combined report (covering both ratings and qualitative information) in March. The research company has expanded its Television Program Popularity Report to include such qualitative data as program reaction and composition of television households. The regular ratings report will continue to be issued monthly, and the additional information will be included on a bi-monthly basis. Trendex has also expanded its base for multi-market ratings: from a group of 25 to a group of 30 markets.

**Soapmaker Branches Out**

Diversifying into the food field, B. T. Babbitt Co. has acquired a new product called Honegar, a honey-vinegar mixture used as a salad dressing, food flavoring, etc., and with reported healthful properties. Reports elsewhere of an immediate spot campaign were premature, a company spokesman noted. The product is in limited production, and the agency, Brown & Butcher, Inc., has made no films, although a grocery chain in a single market was reportedly running live spots on its own local tv program. Account executive Walter Wright said basic copy themes are being prepared, and while the product might have somewhat limited appeal, some tv should be used eventually.

**More Set Sales Seen**

A demand for individual sets as well as new styling will help boom tv-set sales at the beginning of the medium's second decade, in the opinion of Herbert Riegelman, general manager of General Electric's television-receiver department. He expects set sales to reach 6.4 million this year, as compared with 5.8 million in 1959. He pointed out that saturation is now close to 88 per cent.

Completely automated telecasting operations—the first in the industry—were inaugurated in Cincinnati by WKRC-TV at the start of the New Year. The system combines the most advanced knowledge of modern science and engineering, and the skills of men and machinery, to mark a giant step forward in mass communication.

The new operations promise great strides forward in telecasting . . . elimination of visual and audio error by controlled operations, elimination of "lost" air by precision timing, greater use of skilled craftsmen's abilities, relegating routine operation to electronically controlled machinery and equipment, and superior fidelity in reproduction of sound and picture.

Automation . . . the latest milestone in Taft achievements, demonstrates again the enormous growth and vitality of the Taft enterprises, their broadcasting leadership in five important markets, and constant progress in the still growing industry.

Traffic Director, on electric Flexowriter, types pertinent information onto operations tape.



Punched tape is fed into "tape readers" which first stores information in master control data storage and processing area, and then actuates electronically timed and coded equipment into any switching operation desired.



## WKRC-TV WORLD'S FIRST COMPLETELY AUTOMATED

WKRC-TV operations, as well as the completely modernized facilities of WKRC-Radio and WKRC-FM, are housed in a 45,000 square foot, two-floor building, sitting beneath its 523 foot tower atop one of Cincinnati's famous hills . . . overlooking a spectacular view of the busy downtown metropolis, the Ohio River and adjacent industrial towns nestled in Kentucky hills. It is the new home of the Taft Broadcasting Company, a \$2,000,000 structure housing the Home Office of Taft properties and the Cincinnati-owned facilities, WKRC-TV, FM, and WKRC-Radio, the pioneer station of the 13 Taft outlets.

Engineer at master control remote camera, controls movements of cameras in studio on another floor.



# ANOTHER PROGRESS STORY

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.



Radio and Television Stations Sales Representatives: The Katz Agency, Inc., \*The Young Television Corp.



## TELEVISION STATION

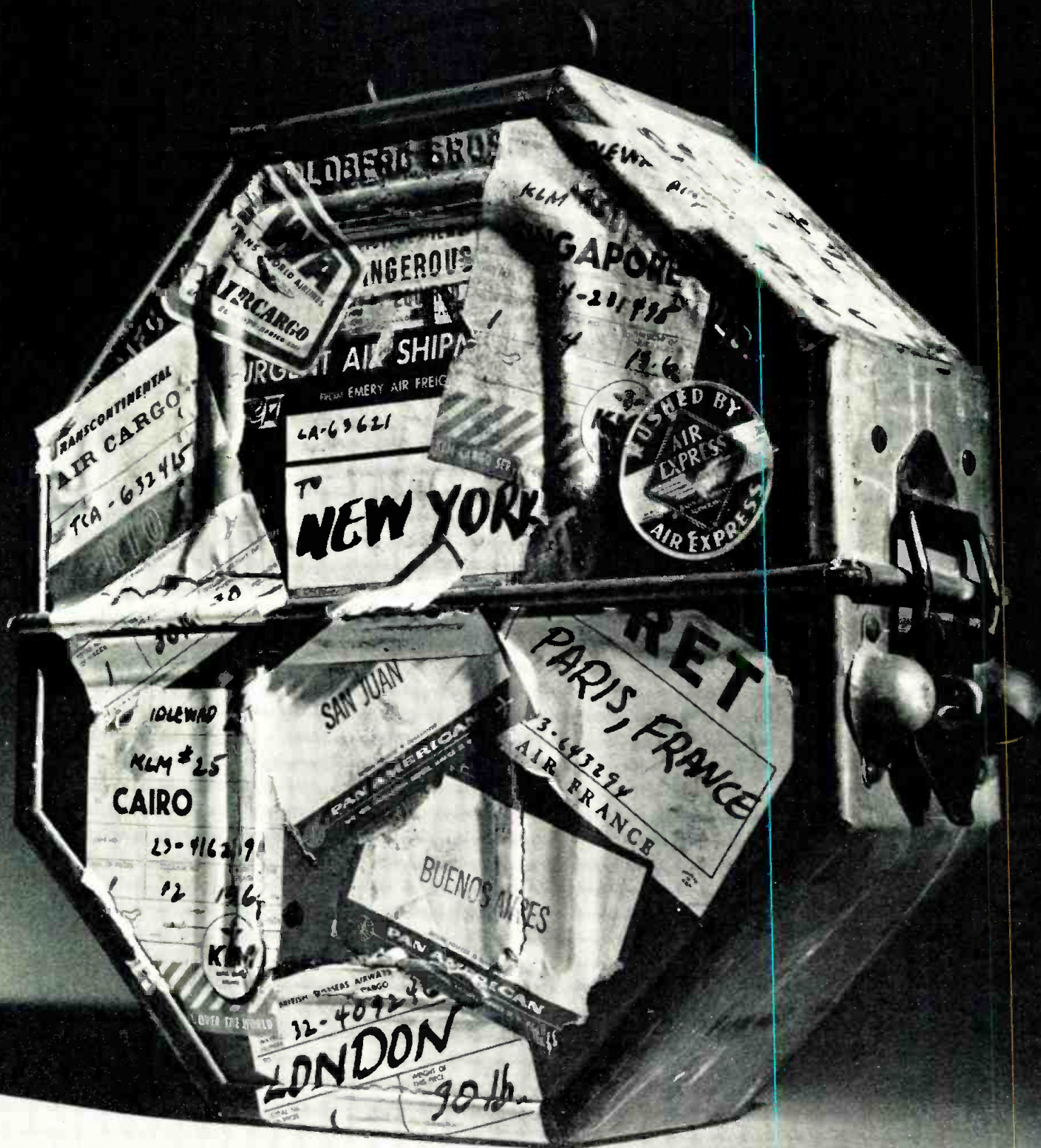
On-the-air operation shows announcer facing manless cameras in studio. Before automation, operation required at least three persons in studio with announcer.

BY **WKRC**

CINCINNATI



# The show that goes everywhere is



# made on film

Yes, that's right! If you were producing just for this country's marketing areas, it wouldn't matter too much! But you never are . . . the economies of production and distribution demand a show that can go anywhere—be welcome everywhere! A show that can be pre-tested in Johnstown . . . shown in Gloversville without straining the facilities of any group or station. A show that can extract residuals in London or Rio, or Rome or Paris! In other words, a show that's made on film! For further information, give us a call:

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

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

Midwest Division  
130 East Randolph Drive  
Chicago 1, Ill.

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

or

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

# 444 Letters to the Editor

## Tv's Future

. . . . very much interested in your estimates on the possible growth of television billings in the Sixties ("Tv Future Bright," TV AGE, Jan. 11, 1960). I am inclined to believe, however, that your forecast of spot and network billings of \$3.420 billions by 1970 errs on the side of conservatism. . . .

JOHN J. DICKSON  
*Dickson & Associates*  
Chicago

## Commercial Listing

. . . . as producers of music for radio and tv commercials and films, we would like to be listed in your next directory of firms producing commercials for television . . . the listing should read:

BIEVER & STEIN PRODUCTIONS  
550 Fifth Ave., New York 36, N. Y.  
Plaza 7-6454  
Curtis Biever; Lou Stein

Creation and production of musical commercials, tv and film theme and background music.

CURTIS BIEVER  
*President*  
*Biever & Stein Prods.*  
New York City

## Success Stories

. . . . forward one copy of Volume I on Tv Success Stories . . . are the individual product groups available separately in reprint or folder form?

C. A. BRIAN SCHARF  
*Scharf Broadcast Sales, Ltd.*  
Vancouver 5, B. C.

Note: There are 47 different groups of Product Group Success Stories available in reprint form. See order form, page 52.

## Reluctant advertisers

Your article on the use of television by the Montgomery Ward & Co. store in Houston ("Two for one tv," TV AGE, Jan. 11, 1960) is just what I need to help convince one or two reluctant advertisers in my city. . . .

MARVIN SYKES  
*Sykes and Sullivan*  
San Francisco

## Network Billing Analysis

From January through October 1959 daytime network television billings have increased 23.1 per cent, the Television Bureau of Advertising reports in its latest study of the medium. The Monday-through-Friday increase was 22.5 per cent, while the Saturday and Sunday gain was 26.7 per cent.

Nighttime television for the same period increased only 5.6 per cent. Total daytime network billings for the January-through-October period came to \$167 million, as compared with \$135 million for the same period in 1958. Daytime billings in October were \$19 million, up four per cent over the \$18 million in the same month in 1958.

Nighttime totals for the January-through-October period were \$343 million, as compared with \$325 million a year ago. Nighttime billings for October were \$40 million, up 16.8 per cent over the \$34 million in 1958.

Top 15 network brand advertisers in October were: Anacin, \$905,809; Gillette, \$812,023; Dristan, \$732,251; Ford cars, \$629,623; Winston cigarettes, \$618,155; Prestone, \$580,715; Chevrolet cars, \$515,589; L&M filter cigarettes, \$492,896; Phillies cigars, \$478,467; Tide, \$463,621; Kent cigarettes, \$445,518; Pall Mall cigarettes, \$430,927; Gleem toothpaste, \$412,301; Bayer aspirin, \$405,697, and Colgate dental cream, \$401,932.

Among the category increases which show the most impressive gains for the January-through-October period of network billings are: agriculture and farming implements, up from \$51,347 in 1958 to \$1,497,287 this year; confectionery and soft drinks, up from \$1,919,793 to \$2,633,477; drugs and remedies, from \$45,109,009 to \$60,017,763; gasoline, lubricants and other fuels from \$2,247,878 to \$7,088,387; insurance, from \$5,861,761 to \$8,477,567, and smoking materials, from \$49,290,702 to \$62,484,911.

# YOU KNOW WHERE YOU'RE

## STORER STATIONS

### TELEVISION

Detroit  
**WJBK-TV**

Cleveland  
**WJW-TV**

Toledo  
**WSPD-TV**

Atlanta  
**WAGA-TV**

Milwaukee  
**WITI-TV**

### RADIO

Philadelphia  
**WIBG**

Detroit  
**WJBK**

Cleveland  
**WJW**

Los Angeles  
**KPOP**

Wheeling  
**WWVA**

Toledo  
**WSPD**

Miami  
**WGBS**





# GOING WITH STORER

The fastest route between your product and the cash register is the non-stop service between a Storer station and its buying audience. Storer pilots you to increased sales and bigger profits through maximum audiences.

Storer strength and acceptance in the nation's markets are the results of many years of community leadership, dedication to continuing public service, fine programming, and ethical practices. This is why — always — you know where you're going with Storer.

## Storer Broadcasting Company

National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940  
230 N. Michigan Ave., Chicago, FRanklin 2-6498



Atop their "mobile unit" (a transplanted New York taxicab), Martin Hoade (right) and Cameraman Joe Vadala prepare to shoot famed King Solomon's mines in Negev Desert.

**'FOR TOUGH, ON-THE-SPOT SHOOTING LIKE THIS...**

**GIVE ME DU PONT 'SUPERIOR' 2 AND 4''**

*"When you're filming live-action documentaries, as we are here, retakes are usually impossible," reports Martin Hoade, Director of NBC's two half-hour films, "People of the Book" and "Land of the Book." "That's why we chose DuPont Superior® 2 and Superior® 4. These versatile films give us the best combination of speed, latitude, and visual accuracy we've found."*

Produced by NBC Public Affairs Division, "People of the Book" and "Land of the Book" present an intense, revealing study of the troubled Holy Land. "This was

a tough assignment," says Mr. Hoade. "Shooting under every condition imaginable, from the broiling sun of the Negev Desert to the Amphitheatre of Hebrew University, we had to be sure of getting results the first time. Du Pont 'Superior' 2 and 'Superior' 4 met all our requirements."

"Superior" 2 and "Superior" 4 are just two of the fine DuPont films for every motion picture need. These films—and technical data on them—are available through the Du Pont Photo Products sales offices listed below.



**BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY**

Atlanta 18, Ga., 1737 Ellsworth Ind. Dr. N. W.; Waltham 54, Mass., 45-4th Ave. (Boston); Chicago 46, Ill., 4560 Touhy Ave., Edgebrook Sta.; Cleveland 16, Ohio, 70575 Center Ridge Road; Dallas 7, Texas, 1628 Oak Lawn Ave.; Los Angeles 38, Calif., 7051 Santa Monica Blvd.; New York 11 N. Y., 248 W. 18th St.; Wynnewood, Pa., 308 E. Lancaster Ave. (Phila.); Export, Nemours Bldg., Wilmington 98, Del. In Canada: Du Pont of Canada Limited, Toronto.

**Detroit station tries dual-tv programming . . . page 19**

**Is McCann setting new agency pattern? . . . . page 19**

**Automatic tv step nearer in Cincinnati . . . . page 22**

## Two Shows at Once

A programming experiment which, if successful, might easily become popular is being tried by WXYZ-TV Detroit.

The ABC owned-and-operated outlet is running a daily weekday schedule of dual television by which two programs are shown on the same screen at the same time. The WXYZ-TV show, *Funeus*, is expected to appeal to two different audiences.

Differing from ordinary split-screen techniques, the program is possible through reducing the raster of the vidicon tube used in the television film pick-up camera so that the full image appears in just one-quarter of a normal-size receiver screen.

The other three-quarters of the screen is used to present news, the weather and time. The one-quarter



film segment presents a cartoon program for the children.

The *Funeus* program appears from 7 to 7:30 a.m. It was sold before it went on the air to Awrey Bakeries of Detroit for a 39-week period. Zimmer, Keller & Calvert is the agency.

John F. Pival, vice president and station manager, who first proposed the innovation, says: "Should this experiment prove a success, we'll consider expanding this dual-tv technique to other time periods. We look on dual tv as another tool to explore new ways and means of presenting family entertainment."

## Set-up for Sixties

McCann-Erickson, Inc., world's second largest advertising agency, with an estimated \$265 million in billings, has taken another step in a planned



MR. HEALY



MR. CLYNE



MR. FOOTE



MR. FOLEY

program of specialization.

Two new divisions were formed — McCann-Erickson Advertising (U.S.A.) and the McCann-Marschalk Co., according to the announcement by Marion Harper Jr., board chairman of the parent company. Other divisions of the company are McCann-Erickson Corp., (International) and the recently announced Communications Affiliates, Inc.

"In these four divisions," Mr. Harper said, "we believe we have a pattern of organization that parallels and anticipates the marketing needs of progressive business and meets the requirements of the agency of the Sixties."

The changes were made in recognition of current practice of having separate marketing functions performed by specialized, semi-autonomous components. It is intended as a departure from the traditional agency structure

in which services other than advertising are performed by subordinate departments of the agency.

This elevation of subordinate departments into independent or nearly independent organizations eliminates the problems of "second class citizens" in the opinion of Mr. Harper. It gives a person who excels in such things as finance, publicity, or planning an

opportunity to be top man in his own field and his own organization rather than serve in a subsidiary capacity under the traditional agency plan in which all departments serve those controlling the advertising function.

McCann-Erickson Adv. (U.S.A.) will be the only major agency organized with this businesslike conception in the opinion of Mr. Harper.

Robert E. Healy is chairman of McCann-Erickson Advertising (U.S.A.) and C. Terence Clyne vice chairman, with Emerson Foote president.

This division is further divided into two regions. The eastern region has offices in New York, Atlanta, Detroit and Houston. Paul Foley is the eastern-region executive vice president. The western region has offices in Chicago, Los Angeles and San Francisco, with Phipps L. Rasmussen as executive vice president.

McCann-Erickson Advertising



MR. RASMUSSEN



MR. WATSON



MR. MEULENDYKE



MR. MCKEACHIE

# THE PROOF IS IN

## NEW YORK YORK CONFIDENTIAL



**JANUARY '59**

**ALBANY-TROY  
SCHENECTADY**

**32.6** <sup>ARB</sup> Rating

**55.9%** Share

3-station market

**Outrates:**  
Naked City  
Lawman  
Zane Grey  
Rifleman  
Rescue 8

**FEBRUARY '59**

**NEW YORK CITY**

**14.3** <sup>ARB (Arbitron)</sup> Rating

**21.3%** Share

2nd in 7-station market

**Outrates:**  
MacKenzie's Raiders  
Jefferson Drum  
Dial 999  
Harbor Command  
Lawman

## CURRENT SMASH RATINGS

**MAY '59**

**ORLANDO**

**20.6** <sup>ARB</sup> Rating

**35.4%** Share

3-station market

**Outrates:**  
Lawless Years  
MacKenzie's Raiders  
M-Squad  
D.A.'s Man  
Walter Winchell File

**AUGUST '59**

**GREENSBORO  
WINSTON-SALEM**

**31.5** <sup>ARB</sup> Rating

**77.0%** Share

2-station market  
No. 1 syndicated show

**Outrates:**  
Sea Hunt  
Restless Gun  
Rifleman  
MacKenzie's Raiders  
Wyatt Earp

**SEPTEMBER '59**

**SEATTLE**

**23.0** <sup>ARB</sup> Rating

**43.1%** Share

4-station market

**Outrates:**  
Naked City  
M-Squad  
Father Knows Best  
U.S. Marshal  
Meet McGraw

**OCTOBER '59**

**CHARLOTTE**

**25.5** <sup>Pulse</sup> Rating

**53.1%** Share

2-station market

**Outrates:**  
Highway Patrol  
Sea Hunt  
Peter Gunn  
The Vikings  
Manhunt

# FIRST RUN

in some markets, **NEW YORK CONFIDENTIAL** and **CANNONBALL** are now available through Arrow Productions—realistically priced to meet your needs. Wire or phone today.

# THE PERFORMANCE!

**MARCH '59**

**JACKSONVILLE**

**30.7** ARB Rating

**54.0%** Share

2-station market

**Outrates:**

Sea Hunt  
Highway Patrol  
Rescue 8  
26 Men  
Richard Diamond

**APRIL '59**

**DETROIT**

**18.8** ARB Rating

**40.1%** Share

4-station market

**Outrates:**

Highway Patrol  
Rawhide  
Union Pacific  
The Texan  
Rough Riders

**JUNE '59**

**TULSA**

**28.1** ARB Rating

**56.5%** Share

3-station market

**Outrates:**

Restless Gun  
Highway Patrol  
Mike Hammer  
Tombstone Territory  
Whirlybirds

**JULY '59**

**NEW ORLEANS**

**15.9** ARB Rating

**53.0%** Share

3-station market

**Outrates:**

Naked City  
77 Sunset Strip  
Wyatt Earp  
Tombstone Territory  
Whirlybirds

## HIGHBALLING INTO 2<sup>nd</sup> YEAR!

**NOVEMBER '59**

**PHILADELPHIA**

**22.4** ARB Rating

**57.4%** Share

3-station market

**Outrates:**

Colt .45  
Lockup  
Philip Marlowe  
Death Valley Days  
Richard Diamond

# CANNONBALL



## ARROW PRODUCTIONS

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100

(U.S.A.) will employ 1,200 persons in seven offices and will have annual billings estimated at \$170 million, placing it among the world's five largest agencies.

The McCann-Marschalk Co., formerly Marschalk & Pratt, will be a "traditional" agency in that it will have self-contained departments. It will specialize in "growth" companies and have six offices in this country and four abroad. Stuart Watson is board chairman, S. L. Meulendyke vice chairman, William E. McKeachie president and Harry C. Marschalk honorary chairman. Offices in the U.S. are in New York, Atlanta, Cleveland, Boston, Miami and Portland, Ore. International offices are in Frankfurt, West Germany; Monterey, Mexico; Paris, France, and Sao Paulo, Brazil. McCann-Marschalk will employ 396 persons and have billings estimated at \$30 million.

Both divisions will draw on the newly created M-E Productions, Inc., for television and radio services. M-E Productions will have C. Terence Clyne as president and Thomas P. Losee as executive vice president.

This unit will concentrate its efforts on television and radio programming for network or through syndication. Spot television and radio buying as well as commercial production for both media will continue to be handled by the media department of the agency (McCann-Erickson Adv. (U.S.A.), or McCann-Marschalk Co.) handling the client involved.

Mr. Harper explains McCann-Erickson Advertising (U.S.A.) as a "pure" advertising agency which will handle advertising itself. "This enables advertising professionals to concentrate on their own specialty without becoming entangled in the technicalities of communications outside their immediate area," he pointed out. "At the same time, research, sales communication, and public relations have been taken out of advertising's shadow and given their rightful place in marketing strategy."

Decision as to division of accounts between the two principal divisions will be made by the management team at McCann-Erickson, Inc.

## Automatic Television

Another step toward television station automation has just been perfected at WKRC-TV Cincinnati in a cooperative effort by William Hanser, Taft Broadcasting engineering vice president and the RCA Systems Engineering Group.

The new automated system, which is being watched with interest not only by station owners and operators but by advertisers and agencies as well, was just put into operation in the new WKRC-TV \$2-million building.

The automated system incorporates certain existing components, along with a completely new system of interlocking controls and relays.

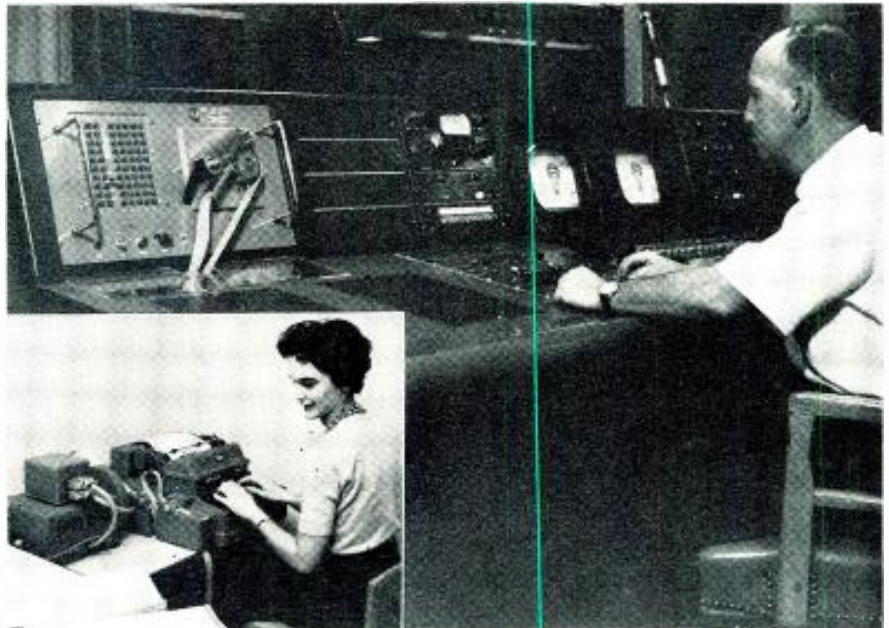
The starting point in the operation is a Flexowriter, which simultaneously types a program schedule, punches a tape record of the schedule for re-use the same day of the following week, and punches a second operations tape which records only the vital operational details—time of event, length of event, plus audio source and video source.

When fed through a tape reader in the master control room, this operations tape supplies this data to a "univac" type of control unit. The control unit stores the vital information and, at the given time, actuates a complicated system of relays which perform all station switching operations automatically. Included in the equipment under the control are eight film projectors, four slide projectors, two audio tape machines, two turntables, two studio mikes and two booth mikes.

Another spectacular component of the system is the use of two remote-control studio cameras. Capable of 130-degree horizontal movement, 15-degree vertical tilt and a constant focus, zoom-type lens action, both cameras are controlled by a single operator from the master control room located several hundred feet away from the studios.

The potential advantages to station operators, viewers and advertisers are many. The factor of human error involved in manual switching is prac-

*(Continued on page 88)*



*In inset, the WKRC-TV traffic director punches the original tapes on a Flexowriter, preparing the automation tape with all information pertinent to a total day's operation. Above at left, the tape reader feeds information into the data processing and storage section of the equipment, which in turn performs all switching operations. Equipment actuated includes film projectors, slide projectors, audio tape machines, audio turntables, live remote cameras and microphones in announcers' booths. At right, an engineer in the master control room controls movements of cameras in remote studios. Monitor shows the actual picture being picked up by cameras in these studios.*

# Business barometer

Billings for national spot dropped away in November after reaching a sharp peak in October.

Drop for national spot in November was 2.6 per cent under October. But November 1959 was still 11.6 per cent ahead of the spot billings for the same month in 1958.

The decline for national spot came after two months of sizable gains for this division of the medium. In September spot was up 19.3 per cent over August, while in October the gain was an additional 29 per cent over September, the Business Barometer survey shows.

Both gains are easily followed on the chart on this page.

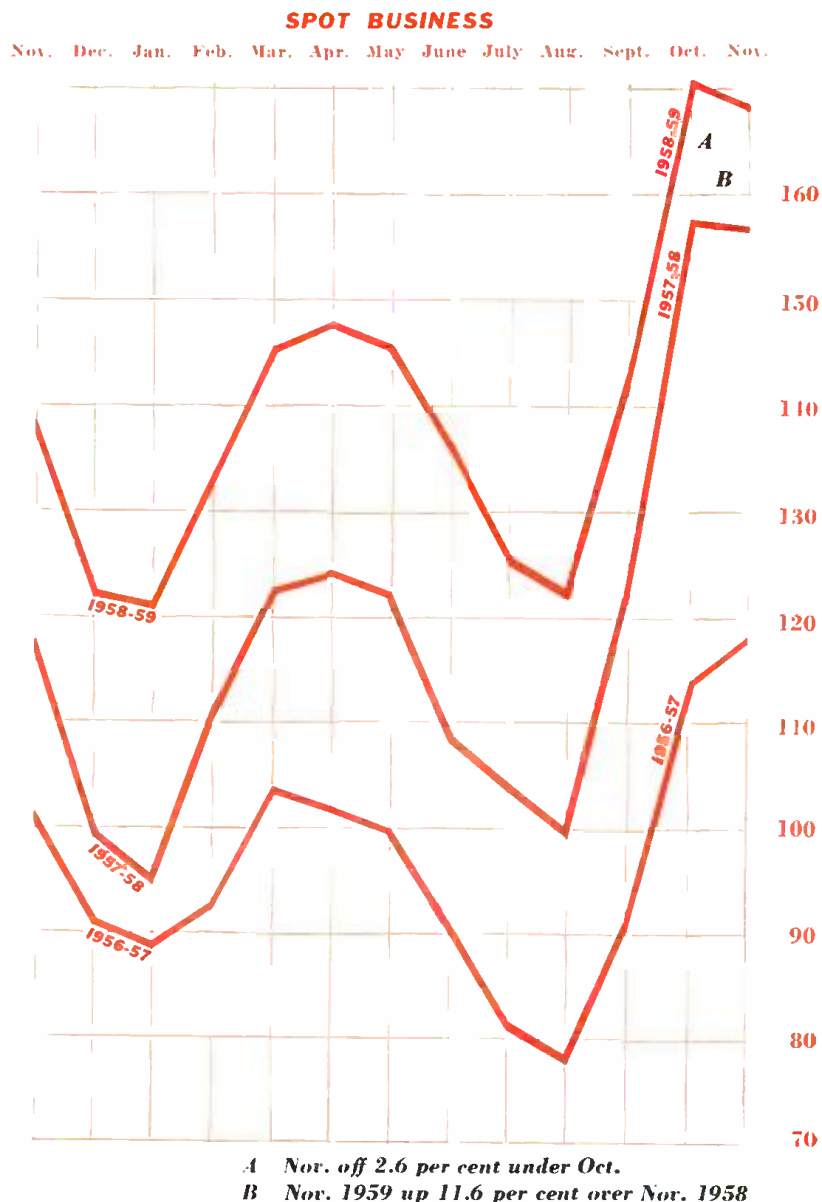
National spot has stayed ahead of billings last year consistently, according to the reports.

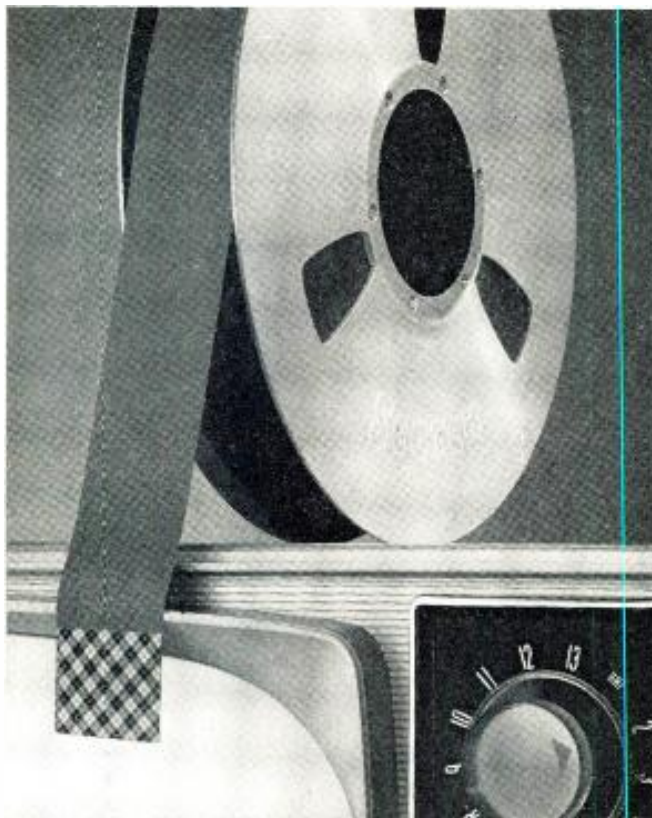
In January 1959 spot was 26 per cent ahead of the same month in 1958. In February it was 22.4 per cent ahead, March, 23 per cent; April, 23.6 per cent; May, 23.1 per cent; June, 27 per cent; July, 21.5 per cent; August, 22.7 per cent; September, 18.9 per cent; October, 14.2 per cent, and November, 11.6 per cent.

It will be noticed that the spot increase month by month over the same periods in 1958 was less at the end of the year than it was at the beginning. This was due in part to the heavy spot billings reported toward the end of 1958 rather than to any weakness in spot billings toward the end of 1959.

In September 1958, for example, billings were up in this category 22.5 per cent over those in August, while in October they were up an additional 35.5 per cent over those in September.

Altogether 1959 has been a very good year for this division of television billings.





# WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY   
... WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.



# Television Age

JANUARY 25, 1960



## What price ratings?

**T**elevision stations spent an estimated \$3 million on audience research in 1959, or approximately 30 per cent of the total invested by tv interests in audience measurements that year.

If a mythical average station can be visualized, it would be found that it uses two separate research companies, pays approximately \$5,761 per year for those services, and is convinced that audience measurements are inadequate.

These conclusions are based on returns from stations of a special TELEVISION AGE survey which sought to establish average payments made by varying-size stations for audience research in 1959, and to measure, so to speak,

attitudes toward research services in general. From the returned questionnaires, and from industry sources, this magazine was then able to establish a grand dollar total for investments made in tv audience research in 1959: \$10 million.

This figure includes all local services (purchased by agencies, advertisers and syndicators, as well as stations) and all regularly scheduled national services (purchased by networks, advertisers, agencies and packagers). It necessarily excludes special projects commissioned by advertisers and networks during the year, since it is difficult to establish the number and scope of

***Average Costs to Stations for Rating Services***

<i>Station Class A hourly rate</i>	<i>Number research firms used</i>	<i>considered adequate</i>	<i>considered inadequate</i>	<i>Amount spent per station</i>
<b>UNDER \$250</b>	<b>1</b>	<b>20%</b>	<b>80%</b>	<b>\$2,024</b>
<b>\$251-\$500</b>	<b>2</b>	<b>28%</b>	<b>72%</b>	<b>\$3,412</b>
<b>\$501-\$900</b>	<b>2</b>	<b>23%</b>	<b>77%</b>	<b>\$5,464</b>
<b>\$901-\$1,500</b>	<b>2.5</b>	<b>38%</b>	<b>62%</b>	<b>\$10,596</b>
<b>\$1,501 Up</b>	<b>2.5</b>	<b>30%</b>	<b>70%</b>	<b>\$14,759</b>
<b>Average Station</b>	<b>2</b>	<b>27%</b>	<b>73%</b>	<b>\$5,761</b>

such specials. However, it is reasonable to assume that an additional several million dollars was invested in these studies.

The survey, however, is related to station expenditures only. More than 28 per cent of the 522 operating outlets in the nation supplied dollar figures for investments made in audience research in 1959. These reports came from stations of all sizes in almost every section of the country. From these returns an average per-station expenditure was established, as well as an average by rate classification.

### **Many Vote "Inadequate"**

In addition, an average station disposition toward audience research was arrived at, and it cannot be called especially friendly. In brief: 73 per cent of the station executives polled felt that present audience measurements were inadequate, while the remaining 27 per cent thought they were adequate in varying degrees. Almost every respondent expressed himself on this subject, some at great length. Judging from some of the opinions delivered, the research companies can only take comfort from Tennyson's "he makes no friend who never made a foe." Somewhere, they must have a lot of friends.

In fairness to the research firms, it should be pointed out that no survey of customers of any service is likely to lead to an all-out endorsement of that service. It should also be noted that in this survey reactions vary with the size of the stations: the highest rate of complaint came from outlets in the lowest bracket (class A hourly rate of \$250 or under), while the lowest rate of complaint came from stations in the upper middle bracket (class A hourly rate of \$901-\$1,500).

Some other distinctions in attitudes should also be made. Stations in small markets seem to question the size of the sample more often than stations in larger markets, which are more likely to question disparities in reports. Since stations in small markets on the average use only one research service, the question of disparity does not arise as it does in the larger markets, where two or more services are

used; on the other hand a small market may justify use of a small sample (statistically and economically) in the eyes of research firms, whereas a large market may get more intensive coverage.

Other objections were raised in the survey, not all of them related to research companies ("In general, I would say it is more the way research is used that is bad—rather than the research itself," says Walter Purcell, promotion manager of WNDU-TV South Bend). Some of these objections: not enough qualitative information; reports delayed beyond point of usefulness; infrequency of surveys.

Strangely enough, few stations complained of costs, and several went so far as to suggest that they were ready and willing to pay more, if it meant a better service. Edgar T. Bell, general manager of KWTU Oklahoma City, says his station "stands ready at any time to meet its pro-rata share of expense if the industry should establish a rating service based along the lines of the Audit Bureau of Circulation. We would prefer to pay \$10,000-\$12,000 more per year for a service of this sort, if the industry would accept and work out such a plan."

### **Need Comparable Data**

As far as Mr. Bell is concerned, "it just doesn't make sense for the industry to have a half-dozen or more rating services, and none of them come up with comparable data. . . . I'm fed up with the present method; stations doing everything possible to 'hypo' ratings during rating weeks—then hibernating (as far as promotion is concerned) until the next one comes along. I dislike selling time in the fall with figures based on spring and summer ratings. No other medium sells on circulation figures that are as outdated as radio and television. Everyone knows that one 'blockbuster' program can change the complete rating of a station on any one night. . . . If we are going to be honest in this industry, let's eliminate conflicting and confusing audience ratings—and get the facts straight."

Not all of those who felt that present audience research is inadequate

criticized the rating services. "It's inadequate, but it's about as much as can possibly be achieved in measuring such an intangible," says Walter M. Windsor, general manager of KCMC-TV Texarkana.

"We realize the lack of precedence in television audience research," says Don B. Curran, promotion manager of KTVI St. Louis, "and we share the pride the research organizations must have in the progress they have made and are making. We must assert, as I am sure they themselves agree, that there is still a lot to be desired."

Predictably, those who gave present audience-measurement systems a vote of confidence elected not to be as articulate as the critics. Ewing C. Kelly, president and general manager of KCRA-TV Sacramento, noted simply that present audience research was adequate because it was accepted by agency timebuyers. Others said it was adequate for the time being, or that it was the best that could be expected.

Since the questionnaire which was sent to stations asked merely for a brief comment on why a broadcaster thought present research was adequate or inadequate, some of the negative comments were terse and negative to an extreme. "Would like to see all services discontinued," says George F. Hartford, vice president and general manager of WTOP-TV Washington. "Inadequate sampling. Unreliable techniques. Gives no idea of the quality aspect of audience. Would like to see present systems dropped altogether," says Lawrence M. Carino, manager of WWL-TV New Orleans.

### **Points in Question**

John F. Hurlbut, promotion manager of WFBM-TV Indianapolis, chose to qualify his answer ("adequate, but could be improved"). He raises three points.

"I quarrel with A.C. Nielsen's 'fixed' sample. . . . I quarrel with ARB's practice in the new report of publishing an indicative one-week rating beside a four-week rating based on a much larger sample. In the first report of the series, ARB did not show the one-week rating as indicative, at least in our report.

"I have no quarrel with the theory of probability sampling, provided that station operators and advertisers or their agencies interpret the figures as they should be interpreted in the light of this theory. The trouble occurs when both stations and advertisers look at the ratings as if they were the result of a 100-per-cent census. And I am afraid that we station people are just as guilty for perpetrating this absolute interpretation as are our customers. . . ."

The question of disparity in rating reports was tackled by Stan Cohen, director of program research for WDSU-TV New Orleans. "Major inconsistencies, not only between different research companies, but also within each individual report, tend to cast doubt on the reliability of both sample size and method of obtaining information.

### *All Seek Same Thing*

"All tv research organizations owe their existence to our need for one basic type of information: the true distribution of audience among television shows. Despite the protestations of the research companies that their reports cannot be compared with one another, they really should be comparable, since all are striving toward the one absolute truth."

In Mr. Cohen's opinion, "the ideal method would be a combination of an electronic system, such as Arbitron, which would supply quantitative data, supported by an in-home diary to provide qualitative audience information. Then this system should be extended to a sample size of many thousands, rather than the few hundred which are now surveyed."

Several other station executives suggested the establishment of some kind of uniform service which would be accepted by everyone. "The crying need in our industry," says John Cohan, president of KSBW-TV Salinas, "is for one recognized service set up

by our own industry and approved by research directors in advance—a la the Audit Bureau of Circulation."

Rex Howell, president of KREX-TV Grand Junction, Colo., is convinced "we have only succeeded in researching ourselves to death. We need a single, industry-supported method." Bob Mulhall, general manager of WOI-TV Des Moines, after criticizing sample size, projection of metro ratings to determine area strength and tardiness of reports, thinks there are only two avenues open to him now: "Either cancel out entirely, or insist that the rating services conduct each year two comprehensive ratings rather than four inferior ones."

A glance at the chart on page 26 shows that the amount paid per station for audience research in 1959 climbs somewhat in proportion to rates. In the under-\$250 class a hourly rate category, the average station spent \$2,021, and used only one research service. In this group, as was noted above, lies the highest percentage of negative attitudes toward present audience measurement. Of those respondents, 80 per cent said research today is inadequate, and 20 per cent said it was adequate.

In what may be called the lower-middle-class bracket (\$251-\$500) affirmative attitudes toward audience research climb considerably. Approximately 28 per cent found it adequate, while 72 per cent labeled present research inadequate. In this category there was a climb of almost \$1,400 over the lower group in average station expenditures for research in 1959: the average is \$3,112. Two research firms are used by the average station.

Negative attitudes toward research efficiency rose again in the middle bracket where the class A hourly rate is from \$501-\$900. Of those stations, 77 per cent said current audience research is inadequate, while 23 per cent endorsed it. The average station in

this group used two research companies in 1959 and invested \$5,164 for their services in that year.

In the upper-middle-class bracket (\$901-\$1,500) the yearly expenditure of the average station amounted to \$10,596, almost doubling that of the preceding category. Negative attitudes in this group, however, were the lowest of all: 62 per cent inadequate, 38 per cent adequate. The average station here used 2.5 research companies in 1959.

Affirmative attitudes toward present audience research dropped slightly in the upper category (\$1,500 and up), with 30 per cent of the respondents finding it adequate, 70 per cent saying it was inadequate. Average expenditure per station climbed to \$14,759, almost 70 per cent over the preceding group, and the average number of research firms employed was 2.5.

### *\$3 Million Spent*

By adding the dollar figures supplied by responding stations and then dividing it by that number, the average expenditure per station in 1959—\$5,761—was arrived at. This figure, multiplied by the number of stations on the air today, means that \$3,007,242 was invested by stations in audience research in 1959.

Attitudes, and especially opinions expressed in the survey, lack statistical certainty, since it wasn't this magazine's purpose to categorize complaints, or even to seek them. The survey, like many others, should be taken only as an indication of the current local situation. Perhaps it should be noted that no respondent questioned the principle of sampling, although many questioned the size of the sample in their individual markets. Researchers will answer that a sample, after all, is a scale model of a subject: it is not its size that counts, but its exactness. It appears as though this debate (size versus precision) will continue well into the future.



### **Television research services use variety of methods to get their answers**

**S**ince television-audience research is often under attack, even from elements in the industry, as the lead article indicates, it seems suitable to offer a description of the methods of the major companies engaged in a continual attempt to measure the viewing vagaries of millions of people. The Television Bureau of Advertising has done just that with the publication of *Summary: Research Services*, which is an outline of the more important features of the regular ratings services, and of their special services. The descriptions which follow are taken from that report.

An equally important section of this summary is a glossary of terms, which at least defines, if it doesn't translate, the peculiar patois of researchers. Also included is a chart of monthly schedules of local market reports for 1960 and a list of other television research firms, most of them engaged in qualitative studies.

There are five major research companies measuring the television audience: American Research Bureau, A. C. Nielsen Co., The Pulse, Inc.,

Trendex, Inc., and Videodex, Inc. These companies utilize one or more of three basic methods which can be roughly described as the diary, personal-interview and mechanical systems.

The diary approach, used by ARB, Videodex and in certain areas by Nielsen, makes use of a standard form on which information related to tv viewing is recorded by one or more members of a household. There are differences from service to service in kind of information required, as well as the length of time the diaries are kept and the nature of the population cross-section used.

#### **Personal Interview**

The personal-interview approach used in varying ways by Pulse and Trendex, consists of two basic techniques: telephone interview and the in-home interview. The coincidental type of telephone interview is most often employed (where the respondent is questioned on whether anyone was viewing at the time the telephone rang, as well as related questions). Trendex uses the telephone-interview

technique. The at-home personal interview, generally associated with Pulse, covers viewing on the part of individual household members during a specific block of time within the preceding 24 hours.

An electronic device attached to the tv set is the common technique for measuring audiences with the mechanical systems. It automatically records, either in a central office or in the home, when the set is on and the channel to which it is tuned. Nielsen uses its Audimeter for its national ratings, and ARB's Arbitron is used for certain local situations. ARB expects to start a national service using this mechanical system in September of this year.

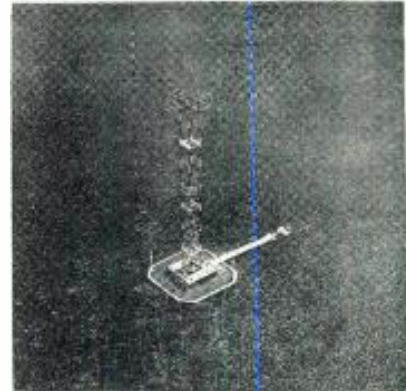
Although each of the rating services makes use of one or more of these three basic approaches, differences in definitions, geographic boundaries, time periods covered and populations sampled necessarily bring about disparities in conclusions. TvB makes the point that each service may be said to measure different aspects of audience and audi-

*(Continued on page 84)*

**The CBS radio network's advertising effectiveness is proven by the fact that it is the only radio network which has been awarded the highest honor in the advertising world - the Gold Medal Award for Advertising Effectiveness.**

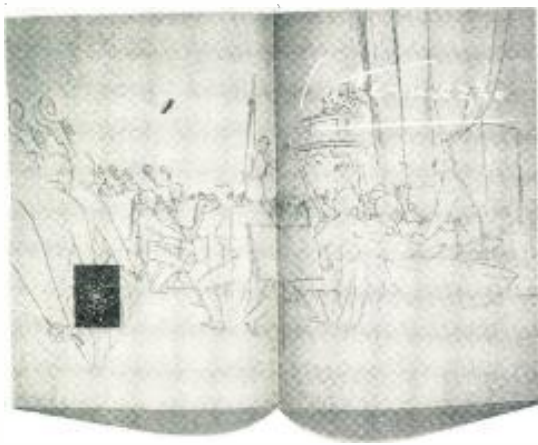


**THE CBS RADIO NETWORK'S ADVERTISING EFFECTIVENESS IS PROVEN BY THE FACT THAT IT IS THE ONLY RADIO NETWORK WHICH HAS BEEN AWARDED THE HIGHEST HONOR IN THE ADVERTISING WORLD - THE GOLD MEDAL AWARD FOR ADVERTISING EFFECTIVENESS.**



**1940 HONORABLE LISTENERS**

**ADVERTISING** - The CBS radio network is the only radio network which has been awarded the highest honor in the advertising world - the Gold Medal Award for Advertising Effectiveness.



The high quality of CBS advertising for its radio network in the early '40s was instrumental in bracketing CBS and NBC as an advertising buy, even though CBS was second both in total audiences and high-rated programs during those pre-video years.



# The Golden touch

Creator of CBS "eye" left many monuments to better advertising



Several years ago *Fortune* magazine stated that "few firms have been awarded as many accolades for advertising art as CBS." The accuracy of the statement still holds today, and the man largely responsible for making it possible was William Golden, creative director of sales promotion and advertising for the CBS Television network.

When Bill Golden died of a heart attack on Oct. 23 last at the far too young age of 48, an irreparable sense of loss coursed through the related fields of advertising and graphic arts. One of the country's most gifted and widely honored art directors, Mr. Golden was acknowledged as a leader of his profession by his colleagues as

## Giant in a hurry



**H**urry is the name of the game in the production of a weekly radio show. In a studio where the clock ticks at a rate of 60 seconds a minute, the time is of the essence. The men who work in this place are men who are used to being in a hurry. They are men who are used to being in a hurry. They are men who are used to being in a hurry. They are men who are used to being in a hurry. They are men who are used to being in a hurry.

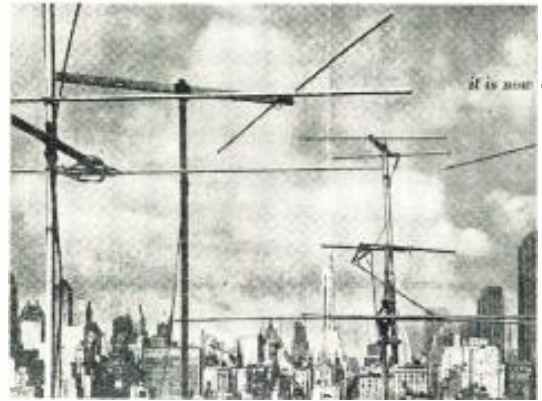
CHRISTIANITY



The show host while giving his television set, 1950, to a viewer, showed his...  
Markward often volunteers, says, 'you'



Throughout this's broadcast, an... of... he says they have made...  
he says they have made... to be...



it is now tomorrow...

CHRISTIANITY

You ought to be in pictures



The advent of television necessitated convincing advertisers of its value, even though the cost was extremely high in comparison with older media. The problem of color versus black-and-white also complicated the situation. A book using Ludwig Bemelman's drawings (top) highlighted the attempt to have CBS's mechanical system adopted as the standard of color broadcasting.

well as throughout the broadcasting and advertising industries.

Bill Golden began learning his trade by studying photoengraving and commercial design at a vocational school in New York City, his birthplace. He furthered his studies at a trade school in Los Angeles, worked for two years in a litho plant and an engraving plant, did ads for everything from fertilizer to underwear for the Los Angeles *Examiner's* promotion department, and, moving east again, did a similar stint for the New York *Journal-American*.

The upper rungs of the ladder hove into sight when Mr. Golden went to work for Condé Nast Publications in "the magic shop of the legendary

Turk," Condé Nast art director Dr. M. F. Agha. Of this "finishing school" and its fabled headmaster, Bill Golden once wrote:

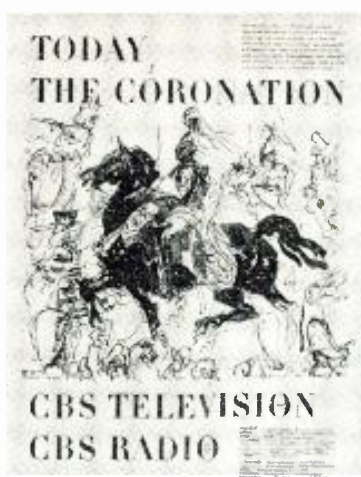
"Dr. Agha tries to have some fun with his contributors and colleagues in a nice pedagogic way. He never quite lets them believe they know what they are doing . . . He wants something that is not merely good or different or interesting, but something *he* will like. There is something wistful about this, since I am sure he never really expects to see it, but it forces the people who work for him to try constantly to surpass themselves.

"They are depressed and imbued with a sense of guilt, convinced that

they are too stupid to produce something that Agha will like. They suspect that they are lacking in some gift, some magic that Agha has persuaded them is the first requisite of a good designer. Agha's demands seem so simple. Make something legible, present it logically and make it look somehow luxurious . . . in a way that he will like.

"So they devise not merely *one* version of how they think a page should look, but 10 or 20 or 40. When Agha finally examines these painfully prepared sheets of paper, he is overcome with a sense of futility and unbearable boredom, generally (playfully) choosing the version the artist likes least. He will further confuse the art-

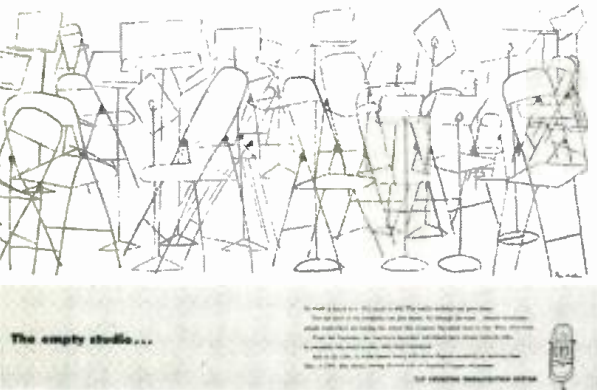
Perhaps the greatest contribution made by Bill Golden to his field was the introduction of fine art in advertising through the use of the talents of such top artists as Ben Shahn, Feliks Topolski, Joseph Hirsch, John Groth, Paul Strand, René Bouché, Jean Pages, Ludwig Bemelmans, David Stone Martin, Jacob Landau and various others.



**JACK BENNY**  
7:30 P.M. CHANNEL 2 CBS TELEVISION'S



Judith Anderson, Home Comedy, Virginia Lindley and special guest Fay La Gallienne star in Thornton Wilder's famous story of a group of travelers whose lives were linked in the disaster of  
**The Bridge of San Luis Rey**  
Also starring Rita Combs, Joan Kentner, Thelma Lee, Peter Cochran and Steve Hall on the Dr. Phil's Show on the Mountain, Tuesday, January 21, 9:58 P.M. EST, 1960, on CBS Television. Sponsored by S.C.I. Co. (S.C.I. Securities & Company)



ist by justifying his selection with the same exposition with which yesterday he proved to him that the principles of such a layout were absurd.

"This method may to some short-sighted people seem cruel and unjustified, but I submit that the artist who is suspicious of his own work is more likely to look for new forms of expression than one who is self-satisfied."

This is the kind of schooling that either makes or breaks people. As Fritz Eichenberg, illustrator, lithographer, engraver and teacher, once expressed it. Bill Golden came through *summa cum laude*.

During his association with Condé Nast Mr. Golden worked specifically

on *House and Garden*. In 1937 he joined the Columbia Broadcasting System. In 1942 he married Miss Cipe Pineles, an equally gifted art director whom he had met at Condé Nast. Three years later he was appointed CBS art director. In 1942, after working briefly with the Office of War Information, he entered the Army in the Adjutant General's office. He served, with the rank of captain, as art director of the Army's training manuals in this country and later with the education and information division in Europe. At war's end he resumed work at CBS, becoming creative director of advertising and sales promotion for the television network in 1952.

Through his specific efforts in

broadcasting Bill Golden gave the entire field of print advertising an appearance, identity and point of view that have been widely emulated. Pioneering developments in advertising art and design over the past quarter of a century owe as much to his qualities of imagination and innovation as they do to any single individual.

He was one of the first art directors to engage the talents of some of the nation's most distinguished artists in the preparation of advertising material, establishing thereby new esthetic standards for the entire profession. He was active in stimulating and encouraging young talent, and helped train many of the younger art directors who have since gained rec-





TARGET

A NEW SATURDAY  
MORNING LINE-UP  
BEGINS TODAY ON  
CBS CHANNEL 2



8-9 Captain Kangaroo



10-11 Reader's Digest



10-11 Moby Dick



11-12 I Love Lucy



12-13 Linea D'oro



12-13 Top Gun



The sign  
of good  
television

When you see the CBS eye logo on television, you know you are watching good television. The CBS eye logo is a symbol of quality and excellence. It is a mark of distinction that has been recognized by millions of viewers around the world. The CBS eye logo is a symbol of good television. It is a mark of distinction that has been recognized by millions of viewers around the world. The CBS eye logo is a symbol of good television. It is a mark of distinction that has been recognized by millions of viewers around the world.



*The famous CBS "eye"—conceived originally for on-the-air use as a symbol in motion, adaptable for countless advertising and promotional uses, so distinctive that within a short time after its introduction it became one of the best-known trademarks and emblems in the world, and certainly the most lasting testimonial to the artistic imagination and creativeness of Bill Golden.*

ognition both in the various divisions of CBS and in the advertising business.

The creative output of Mr. Golden and his staff was constantly addressed to the advertising man: "We have to catch and hold the interest of the most sophisticated audience in the country—the guy who has seen everything is our customer. We try to win his respect and attention in an area he knows a great deal about—*printed* advertising."

What he did, Bill Golden was wont to insist with admirable modesty, had absolutely nothing to do with art. He tried to satisfy the advertiser first, to extract the best possible interpretation out of a piece of sometimes very

unexciting copy so that it made sense.

He held to the conviction that an art director who apologetically turns out "corny" stuff, explaining that his clients won't accept quality, is downright dishonest. Such a man, Mr. Golden claimed, just doesn't have what it takes—and tries to find an excuse for his shortcomings.

Probably the most outstanding of Bill Golden's contributions to CBS promotion was his creation of the CBS-TV "eye," now one of the most familiar trademarks in American life. This "service mark," as the lawyers refer to it, was conceived primarily for on-the-air use as a symbol in motion. Today it is used by the network in a variety of ways. It appears on

studio marquees, trucks, mobile units, cameras, theatre curtains, rate cards, press releases, hooklets and in the advertising of affiliated stations.

"Hardly a month goes by," Mr. Golden wrote in *Print*, the graphic design magazine, last spring, "without someone suggesting a new use for it. But we try to avoid forcing it where it doesn't belong, and even in printed advertising it is omitted whenever it conflicts with the rest of the design. . . . It is used so often that sometimes it seems like a Frankenstein to me, but I am grateful that it is such a versatile thing that there seems to be no end to the number of ways it can be used without losing its identity." (Continued on page 46)

# RCA Rack-Mounted "Fits In" where

NO DOORS TO OPEN  
NO PANELS TO SLIDE  
NO GYMNASTICS IN SERVICING  
The RCA TV Tape Recorder is  
the ultimate in accessibility  
and space-conserving design.



# TV Tape Equipment other designs "Stick Out"!

Any station can find rack room for the RCA TV Tape Recorder. Its rack-mounted design fits in anywhere. It adapts inconspicuously and unobtrusively . . . along one wall, across a corner . . . or into a mobile unit where all space is at a premium.

Without protruding doors or panels to open up and take up space, the RCA TV Tape Recorder is conveniently operated from the front and easily serviced from the rear. Your film room can become your tape room with a maximum of accessibility and a minimum of alteration. Your mobile unit can be used as a tape unit with all essential camera and control equipment included in it.

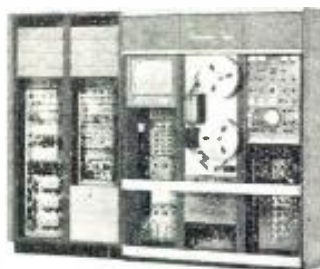
Any way you look at RCA TV Tape equipment, it's apparent that the "kind of space" the RCA Recorder requires keeps the "user cost" down to a minimum. Many regard this as the most important "plus" in a host of other fine features, including superb picture quality and operating simplicity. You'll find it well worth your while to consider carefully *all* the reasons why RCA TV Tape equipment is best for your requirements.

*Don't settle for less than the best. See your RCA representative. Or write to RCA, Dept. CE-278, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.*

## Why You Get The Best When You "TAPE IT RCA"

### 21 Outstanding RCA Features

1. Centralized control panel including metering of audio, video, control track and master erase heads.
2. Better than 36 db video signal-to-noise at wide bandwidth video.
3. Quadrature delay lines, record and playback.
4. Built-in picture monitor and oscilloscope with push-button selection of signals.
5. Continuously variable winding speed.
6. Foot-switch on reel brakes for easy tape threading.
7. Air lubricated tape guides.
8. Space-saving rack-mounted design.
9. Four channel video equalizer.
10. FM deviation meter.
11. Coarse and fine adjustment of control track phase with full 4-track range.
12. Simultaneous playback of program audio and control track during record.
13. Playback tape speed control for synchronization of two or more machines.
14. Tape footage indicator.
15. Complete cue channel facilities.
16. Calibrated control for measuring remaining video head life.
17. Automatic control of shoe positioning for protection against skewing in pictures.
18. Balanced shoe adjustment for protection against scallops in pictures.
19. Provisions for accurate tape splicing.
20. Master erase head.
21. Precision reel hubs for long bearing life.



*In-line arrangement—allows maximum accessibility for maintenance and operation.*



*Corner arrangement—ideal for restricted areas. Assures excellent accessibility.*



*Mobile unit arrangement—accommodating cameras and tape equipment in one place.*



Tmk(s)®

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

# Film Report

## FILM STRIKE

Membership of the Writers Guild of America has voted by an overwhelming 95 per cent to strike all production, both theatrical and telefilm, at the major studios, thereby forcing a showdown on several key issues. These are:

1. A formula by which writers would get approximately 2.5 per cent of the gross of post-'48 pictures released to television, the total take by all guilds and unions not to exceed 15 per cent.

2. A percentage of the net profit of income derived from foreign sale of tv films.

3. At least a 10-per-cent increase in minimums, with elimination of distinction between low-budget and high-budget productions.

4. Re-run payments and ownership of material in perpetuity. (Re-run payments now cease after six runs. To date, writers have collected more than \$10 million in re-run payments.)

The WGA was apparently prepared for a protracted strike, with a strike fund of \$250,000 available. The walk-out began Jan. 16.

Negotiations with the Alliance of Tv Film Producers and the networks, meanwhile, continue. In the area of

live tv the key demands are:

1. Minimums to be raised to a parity with film (this because of the expected rush to tv tape production).

2. Minimums for contract writers to be \$300 per week.

3. A percentage of gross of tele-tapes sold in foreign markets.

4. Pension and group annuity, with the networks contributing 10 per cent of writers' pay.

They are, by all means, the stiffest demands ever made by the WGA, and

presage similar tough negotiations with the other two guilds, SAG and Directors Guild of America, beginning in March and April. Many industry executives feel, as a result, that a complete shutdown of production for at least several weeks late in spring would not be surprising.

SAG and AFTRA, meanwhile, are nearing a decision on a possible merger, the Cole report on the problems and feasibility of same having been completed and being now under

## FILM SUCCESS . . . . . *Garrett Freightlines, Inc.*

It isn't often that an advertiser gets an opportunity to bankroll a program seemingly tailor-made to his specifications. The Garrett Freightline sponsorship of Independent Television Corp.'s *Cannonball* can be likened to Dristan discovering Isolde, or Dan Dee finding Beatrice. It was a natural.

The trucking company began sponsoring the saga of truck drivers at the end of last September, and, according to advertising manager Ted E. Bistline, its investment has paid off on two levels: in new business and in strengthening an employe-relations campaign. The program originates from KSL-TV Salt Lake City and is microwaved over a seven-station hook-up (the Skyline Network) to various markets in Idaho and Montana. KSL-TV telecasts *Cannonball* on Monday nights, 9:30-10 p.m., Mountain Standard Time.

"*Cannonball* has helped to promote new business in introducing our company to the public and showing them by television where we go and how we get there," Mr. Bistline explains. "It has also served as part of our employe-relations campaign. We can't help but feel that there is always a certain amount of pride when an employe can realize his company is sponsoring this type of show.

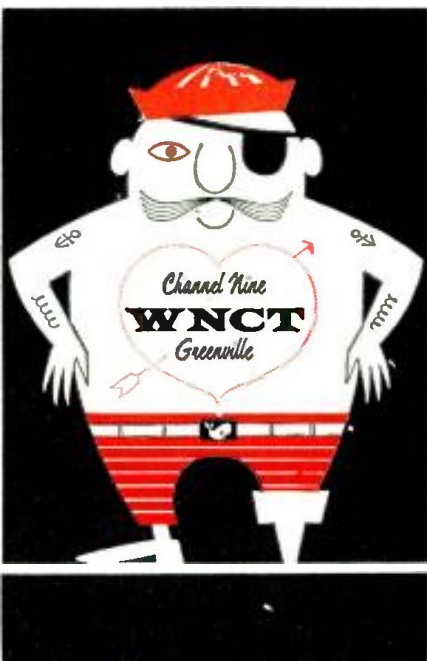
"We have had some calls from people who want to do business with us because of the program. These calls are few and far between, but it has happened, and if we can reach these



people and get them thinking of our company when they want transportation, we then feel this show will pay off."

Garrett's commercials emphasize the themes of service and safety, since the sponsor feels these two items are the most important of all it has to sell. Care of equipment, observance of special regulations and speed control are some of the things that are brought to the public's attention. Originating from KSL-TV, Garrett's market spread encompasses the following: KBOI-TV Boise; KID-TV Idaho Falls; KLIX-TV Twin Falls, Idaho; KXLF-TV Butte; KFBB-TV Great Falls, Mont. and KOOK-TV Billings, Mont.

Filed in Canada by Normandic Productions, Ltd., the ITC adventure series is currently seen in 105 markets. Paul Birch stars as Mike "Cannonball" Malone, and William Campbell portrays his partner, Jerry Austin. Robert Maxwell is producer.



study. Reportedly, the general tenor of the report recommends a federation of the two unions rather than a complete merger.

### SALES . . .

*Tales of the Vikings*, distributed by United Artists Television, has been sold in more than 105 markets. Recent station sales include the following: KERO-TV Bakersfield; KTRK-TV Houston; WCIA-TV Champaign; KUTV Salt Lake City; KONA-TV Honolulu; CHCT Calgary; WAGA-TV Atlanta; WGN-TV Chicago, and WXYZ-TV Detroit. The adventure series, UA-TV's initial syndication entry, will be followed by another property within a matter of weeks.

The Studebaker Dealers' Advertising Association has picked up Independent Television Corp.'s *Four Just Men* for New York City, Syracuse, Albany, Binghamton, Watertown and Plattsburg. The deal represents the first tv program investment made by SDAA, and brings to 151 the number of markets in which the program has been sold. According to ITC, it raises the auto-industry sponsorship list of *Four Just Men* to nearly 40 per cent of total sales.

Jayark Films Corp.'s feature-film package, which includes new properties, was sold in 51 markets during the month of December. Markets include New York City, St. Louis, Los Angeles, Chicago, Philadelphia, Windsor-Detroit, Sacramento and San Diego. Some of the new titles include *Cloak and Dagger*, *My Girl Tisa* and *Pursued*. . . CBS Newsfilm has signed up three more subscribers: ZBM-TV Hamilton, Bermuda, WFLA-TV Tampa and KNOE-TV Monroe. . . Crosby/Brown Productions has sold *You Asked For It* in more than 12 markets. Recent buyers include WNBQ Chicago and CKLW Detroit.

### STOCKS . . .

Television income of Walt Disney Studios slumped \$310,043 during the 1959 fiscal year, contributing to a drop in net profit of \$165,000, despite a rise in the gross from \$48 million in 1958 to \$58 million in 1959. Net profit was \$3,400,228, equal to \$2.15 per share, as against \$2.51 for

## Advertising Directory of SELLING COMMERCIALS

The American Tobacco Co. • BBDU



GIFFORD-KIM PRODUCTIONS, INC., New York

CBS-TV



FINE ARTS PRODUCTIONS, Hollywood

Bardahl Oil Co. • MMH&H



RAY PATIN PRODUCTIONS, Hollywood

Coca Cola • McCann-Erickson



MPO TELEVISION FILMS INC., New York

Bissell • Clinton E. Frank



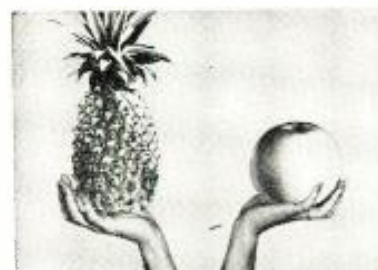
TELEVISION COMMERCIALS, INC., Hollywood

Ford Motor Company • J. Walter Thompson



PLAYHOUSE PICTURES, Hollywood

California Packing Corp. • McCann-Erickson



TV CARTOON PRODUCTIONS, San Francisco

General Cigars • Young & Rubicam



GRAY-O'REILLY STUDIOS, INC., New York

# Advertising Directory of SELLING COMMERCIALS

General Motors • McCann-Erickson, Inc.



KLAEGER FILM PRODUCTIONS, INC., New York

King Sano Cigarettes • C. J. La Roche



FARKAS FILMS, INC., New York

Goodyear Airfoam Mattress • Kudner Agency, Inc.



WONDSEL, CARLISLE & DUNPHY, New York

L&M Cigarettes • D-F-S



PELICAN FILMS, INC., New York

H-O Mills • SSC&B



HFH PRODUCTIONS, New York

Max Factor



TELEPIX CORP., Hollywood

Hudson Vitamin Products, Inc. • Pace Adv., Inc.



NATIONAL SCREEN SERVICE CORP., New York

Nabisco • Kenyon & Eckhart



BILL STURM STUDIOS, INC., New York

the previous fiscal year.

Stock issue of \$300,000 is being offered to the public by Herts-Lion Productions to finance production of a new series, *The Victim*, based on the files of the Los Angeles coroner's office, and already set for syndication by Official Films.

Filmaster Productions has taken a long-term lease on Shamrock Studios in Winterpark, Fla., using the facilities for the production primarily of commercials and business films. Robert E. Kearney, newly named vice president of the company, will head the operation.

## PROGRAMS . . .

It is hard to say what the network programming trend will be next season in view of abnormal Congressional interest in program balance in this election year, but it appears as though CBS Films is convinced it will be situation, or family, comedy. The distributor has signed producer-director Ralph Levy (*The Jack Benny Show*) to produce another family comedy designed for network sale. Based on an idea created by Robert F. Lewine, vice president, CBS Films, the pilot will be produced next month. The comedy writing team of Dick Conway and Roland MacLane has been signed to write the script. . . . Earlier, CBS Films signed Jess Oppenheimer (*I Love Lucy*) to produce a comedy series tentatively titled *Angel*, which is also aimed for network sale. The pilot is now in production at Desilu Studios.

CBS Films' *Rogue for Hire*, to go into syndication, is now in production at California Studios. Jerome Thor portrays Michael Rogue, an airborne trouble shooter. Philip N. Krasne, president of California Studios, is producer.

The networks, of course, continue to lead activity in program preparation for next season. ABC-TV has given the go-ahead to Hanna-Barbera Productions to produce *The Flagstones*, a half-hour animated situation comedy, intended for early nighttime scheduling. The same network has contracted with producer William Goetz for two hour-long filmed specials based on Biblical subjects.

# Advertising Directory of SELLING COMMERCIALS

NBC-TV is preparing an MGM-TV series for comic Mort Sahl, based on columnist Art Buchwald's Paris experiences; also being financed is an hour-long pilot of *Michael Shayne*, detective drama being produced by Four Star. . . . CBS-TV has ordered a pilot of *Mountain Man*, western created by James Gunn.

In other production news, Jerry Stagg, together with writers Phil Shuken and John L. Greene, has signed to produce two comedy pilots for Paramount TV; Jack Webb is filming a comedy, *Calvin and Clyde*, partially financed by ABC-TV; another comedy, *Miss Caviar*, is in preparation at Screen Gems; Al Simon has scheduled the *Joe Domino* adventure series; Bischoff-Diamond is piloting *K-9 Corps*, dealing with canine crime detectors, and Insight, Inc., is working on a documentary travel series, *Expedition*.

Fredric Stoessel, Inc., is readying a new half-hour children's teleseries for the market-by-market route. Titled *Mr. Krackerjacket*, the first two episodes have already been filmed. Doug Anderson portrays a retired magician and puppeteer. . . . Filmaster Productions has resumed production of Video International Productions' *Hannibal Cobb*, a five-minute series which is expected to have at least 189 episodes.

Bernard L. Schubert, Inc., is offering a new package of English-produced feature films to television. All of post-1955 vintage and some never released theatrically in this country, they feature stars such as Diana Dors, Zaehary Scott, Glynis Johns and Peggy Cummins.

## RATINGS PLUS SALES

MCA TV's library of Paramount features has been sold to five additional stations. This sales announcement was accompanied by a study of ratings of those features in 15 top markets which indicates that the features received a better than 50-percent share of audience in each city measured.

New contracts for the features were signed with the following: WMT-TV Cedar Rapids; KHOU-TV Houston; KTUL-TV Tulsa; WHO-TV Des Moines,

Nabisco • McCann-Erickson



RAY FAVATA PROD./Goulding-Elliott-Graham

Sinclair Refining Co. • GMM&B, Inc.



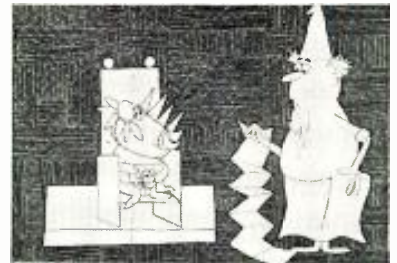
WILBUR STREECH PRODUCTIONS, New York

Pacquins • William Esty Co., Inc.



KLAEGER FILM PRODUCTIONS, INC., New York

Standard Brands, Ltd. • MacLaren Adv., Ltd.



ELEKTRA FILM PRODUCTIONS, INC., New York

R. G. Dunn • Maxons, Inc.



ANIMATION, INC., Hollywood

Success Wax • Torobin Advertising, Ltd.



BANDELIER FILMS, Albuquerque

Rival Dog Food • Guild, Bascom & Bonfigli, Inc.



PANTOMIME PICTURES, INC., Hollywood

Universal CIT Credit Corp. • F&S&R



JAMES LOVE PRODUCTIONS, New York

# Advertising Directory of TV SERVICES

## TV FILM TRAFFIC SERVICES

### BEKINS FILM SERVICES

Distribution—Inspection—Grading & Cleaning—Repairing & Rejuvenation—Scratch Removal—Protective Treatment—Editing—Commercial Insertions—Storage  
1025 N. Highland Ave., Hollywood 38, Calif.  
HOLLYWOOD 9-8181

### BONDED T. V. FILM SERVICE

630 Ninth Ave., New York 36, N. Y.  
JUdson 6-1030  
Chicago: 1301 S. Wabash, WA 2-1629  
L.A.: 8290 Santa Monica Blvd., OL 4-7575  
The nation's largest total film service for post-production needs  
SPEED • SAFETY • SATISFACTION

### EAST-WEST DISTRIBUTORS, INC.

630 NINTH AVENUE  
NEW YORK 36, NEW YORK  
FILM CENTER BUILDING  
JUDSON 2-4727

### SPONSORS FILM SERVICE, INC.

421 West 54th Street, New York 19, N. Y.  
Columbus 5-0373  
Traffic Service, Print Procurement, Lab Expediting Of TV Spots And Shows. TV Spot Integration And Insertion. Inspection And Storage. Refrigerated Storage For Color Negatives.

## ANIMALS AND ANIMAL DRAWN VEHICLES

### CHATEAU THEATRICAL ANIMALS

608 West 48th Street, New York, N. Y.  
Circle 6-0520  
"FROM A FLEA TO AN ELEPHANT—  
FROM A GOAT CART TO A STAGECOACH"  
Our animals have never failed to perform  
Our handlers are competent  
Our stock is immaculate

## HAULING & WAREHOUSING

### WALTON HAULING & WAREHOUSE CORP.

609-11 West 46th St., New York 19, N. Y.  
Circle 6-8685-6-7-8  
THEATRICAL HAULERS  
for  
Television, Radio  
& Legitimate Theaters

## FILM EQUIPMENT

### CAMERA EQUIPMENT CO., INC.

315 West 43rd Street, New York 36, N. Y.  
JUdson 6-1420

### RENTALS—SALES—SERVICE

Motion picture and television equipment  
. . . lighting equipment . . . generators  
. . . film editing equipment . . . processing equipment.

### S. O. S. CINEMA SUPPLY CORP.

New York City: 602 West 52nd Street, PLaze 7-0440  
Hollywood, Calif.: 6331 Hollywood Blvd., HO 7-2124

### SALES • RENTALS • SERVICE

The world's largest source for film production equipment: Animation, Producing, Lighting, Processing, Recording, Projection, etc.

Send for our huge 34th year Catalog on your letterhead to Dept. N.

## LIGHTING

### CHARLES ROSS, INC.

333 West 52nd Street, New York 19, N. Y.  
Circle 6-5470

LIGHTING, GRIP EQUIPMENT,  
PROPS AND GENERATORS  
For Motion Pictures and Television  
SALES • SERVICE • RENTALS

## OPTICAL EFFECTS AND ANIMATION

### VIDEART INC.

480 Lexington Ave., New York 17, N. Y.  
MUrray Hill 2-2363-4

Joe Zuckerman, Pres.  
Optical Effects—Titles  
Complete Animation Facilities  
Animation Consultants

## INSURANCE

### JEROME J. COHEN, INC.

(Jerry & Ron)  
225 West 34th St., New York 1, N. Y.  
CH 4-3127-8  
RARE AND UNUSUAL COVERAGES  
OUR SPECIALTY

## SCREENING ROOMS

### PREVIEW THEATRES, INC.

1600 Broadway, New York 19, N. Y.  
Circle 6-0865  
President . . . . . William B. Gullette  
16mm, 35mm; magnetic or optical; all interlock combinations. Editing equipment and facilities. Film storage vaults. All facilities available 24 hours a day.

and KDAL-TV Duluth-Superior.

Some of the ARB ratings reported by MCA TV: *Dear Ruth*, 73.9-per-cent share in New York; *Wake Island*, 68.4-per-cent share, Detroit; *Sealed Verdict*, 64.4-per-cent share, Milwaukee, and *Road to Singapore*, 60.0-per-cent share Cincinnati.

## COMMERCIAL CUES . . .

Two new staff directors have joined Robert Lawrence Productions. They are Ken Marthey, formerly an agency producer of tv commercials for McCann-Erickson and Benton & Bowles, and Bob McCahon, who was most recently with Filmways, Inc. Mr. Marthey has been a producer, director and photographer of hundreds of filmed television commercials and industrial films and documentaries over the past 15 years. Mr. McCahon, who has also directed hundreds of filmed commercials, is a 10-year veteran of the legitimate theatre.

Robert Lawrence Animation, subsidiary of Robert Lawrence Produc-

## COLLECTION AGENCIES

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tions, has appointed Louise N. Stone director of sales. In her new post Miss Stone creates and directs a sales program for the animation firm. She has held key production posts with network and local television programs for the past eight years. Since 1956 Miss Stone was production supervisor for Mort Green and Green-Foster Productions.

Frank R. Stephan has been named vice president in charge of Detroit operations for Van Praag Productions, Inc. The appointment was described as the first of a series of major moves to broaden the scope of the firm's tv and industrial film production and consulting services in the Detroit area. Mr. Stephan has served with Benton & Bowles, Kenyon & Eckhardt and various industrial concerns. He has been a writer, account executive and automotive-dealer advertising field representative.

#### PERSONNEL . . .

Stanley Dudelson, for the past two years midwest area sales manager of Screen Gems, has been appointed syndication sales manager of the company. Mr. Dudelson, whose new posi-



MR. DUDELSON

tion was last held by Robert Seidelman, director of syndication, now supervises a corps of 34 syndication salesmen, including six area sales managers. He entered the tv film field in 1952 as central division sales manager for Hygo Television Films, which was absorbed by Screen Gems in 1957. Prior to 1952, Mr. Dudelson was in motion-picture distribution.

Sidney Kramer has been elected vice president in charge of foreign sales for National Telefilm Associates. Prior to joining NTA a year ago as director of foreign distribution, Mr.

Kramer served as foreign sales manager of RKO Radio Pictures. He was affiliated with RKO for 29 years. . . . Walter E. Branson has been appointed a vice president of TV Stations, Inc. The appointment, according to Herb Jacobs, president of the station-owned film-buying organization, allows it to extend into the overseas distribution field for the first time. Mr. Branson had been head of world-wide distribution for RKO Radio Pictures, Inc.

TCF-TV has signed Hal Kanter to produce two comedy series, *Down Home*, starring Pat Buttram, and another, as yet untitled, featuring Italian star Luciana Paluzzi. Also signed to a three-year pact were writer Max Shulman and director Rod Amateau; first property on which they will function is *Split Level*, a domestic comedy.

#### TAPE . . .

Mobile Video Tapes of Hollywood has been signed by NBC-TV for the tape recording of the pilot of a projected five-times-a-week strip series, *Here's Hollywood*, interview program being produced by Jess Oppenheimer. MVT is also taping the Bing Crosby golf tournament, which will be aired on ABC-TV, and has just completed a series of spots for S&H Green Stamps. . . . National Videotape Service is currently working on a series of 13 one-minute commercials for three Johnson & Johnson products—Glo-Coat, Stride and Pride. NVS uses the facilities of KCOP Los Angeles for its tape productions.

#### NEW MUSIC HOUSE

A new musical commercial firm, Madison Avenue Sounds, Inc., has been established by Willis H. Schaefer, formerly of Music Makers, Inc. Mr. Schaefer serves as president and creative director. Charles B. Trantum, Inc., is responsible for sales and sales promotion of the new company. Madison Avenue Sounds has already completed jingles for U. S. Steel and Sterling Salt. It is located at 603 Madison Ave., New York 22, N. Y.

#### ELEKTRA FILM PRODUCTIONS, INC.

Completed: Longine-Wittnauer Co. (show

opening), direct; California Oil Co. (cars), JWT; American Telephone & Telegraph Co. (show opening), Ayer: Sperry & Hutchinson Co. (S&H Green stamps), SSC&B; Socony-Mobil Co. (Mobilheat), Compton; Standard Oil Co. of N. J. (institutionals), McCann-Erickson: Bristol-Myers Co. (Vitalis), DCS&S; American Tobacco Co. (show opening), BBDO: Boyle-Midway Co. (Wizard), JWT: Jantzen, Inc. (commercial feature), Hockaday; Buick Motor Div. GM (cars), McCann-Erickson; American Motors Co. (Rambler), GMM&B; General Motors Corp. (show opening), McLaren; Campbell Soup Co. (soup), BBDO; General Electric Co. (show opening), BBDO; Nestle Co. (Quik), McCann-Erickson; B. F. Goodrich Co. (show opening), BBDO. In Production: Clairol, Inc. (industrial feature), direct; Imperial Oil Ltd. (gasoline), McLaren; General Mills Co. (Kix),

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**YOU CAN'T MISS**

with the  
**"BIG CHEESE"** in Wisconsin  
Not only 3/4 million people  
but 2 million cows.

**WEAU-TV**  
EAU CLAIRE, WISCONSIN

D-F-S; National Biscuit Co. (cookies), McCann-Erickson; American Safety Razor Co. (Gem razors), K&E; Quaker Oats Co. (Puss-in-Boots), Spitzer & Mills; General Mills Co. (show opening), BBDO; Shulton, Inc. (Desert Flower), Wesley; Fawcett Publications, Inc. (True Magazine), direct; Johnson & Johnson (Band-Aid), Y&R; Yellow Pages, Canada (directory), Spitzer & Mills.

### RAY FAVATA PRODUCTIONS, INC.

Completed: Hygrade Food Products (frankfurters), JWT, Ltd; National Association Insurance Agents (insurance), Doremus; Piel Bros. Brewing Co. (beer, Fresh Air fund), Y&R; National Biscuit Co. (Milbrook bread), McCann-Erickson. In Production: National Biscuit Co. (Milbrook bread), McCann-Erickson; Piel Bros. Brewing Co. (beer), Y&R; U. S. Census Bureau (1960 census), Meldrum & Fawcett.

### GRAY & O'REILLY

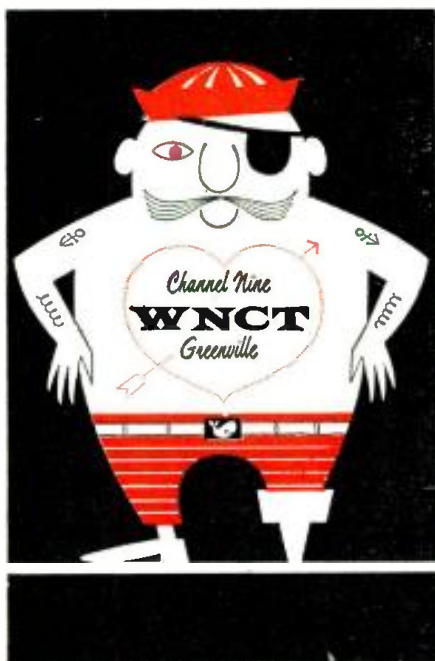
Completed: Seabrook Farms Co. (frozen foods), Smith-Greenland; National Steel Co. (steel), Jay Bonafield; Kiwi Co. (shoe polish), Cohen-Dowd-Aleshire. In Production: General Cigar Co. (Robert Burns, White Owl), Y&R; Drug Research Corp. (Regimen tablets), KHCC&A.

### KEITZ & HERNDON

Completed: Campbell-Taggart Assoc. Bakeries, Inc. (Contour bread, Rainbo-Colonial bread), Bel-Art. In Production: Land O' Pines (milk), Wm. Finn; Ideal Bakeries (bread), Wm. Finn; Centex Construction Co., Glenn; Lone Star Gas Co. (gas dryers), EWR&R; Dr. Pepper Co. (Dr. Pepper), Grant.

### KLAEGER FILM PRODUCTIONS, INC.

Completed: General Electric Co. (clock radio), Maxon; Lionel Corp. (trains), Grey; Standard Brands, Inc. (Burgerbits), Bates; Texas Co. (Texaco), C&W; Buick



Motor Div. GM (cars), McCann-Erickson; Colgate-Palmolive Co. (Ajax), McCann-Erickson; Whitehall Laboratories (Don-dril), Tatham-Laird; Lever Bros. Co. (Air-

wick), FC&B.

In Production: R. J. Reynolds Tobacco Co. (Salem), Esty; E. I. du Pont de Nemours (Continued on page 88)

## Pulse Top 20 Syndicated Shows for November

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Rendezvous—1/2 Hour	CBS	18.4	69	78	15	62
2	Mike Hammer	MCA	16.6	82	89	16	23
3	Sea Hunt	Ziv	16.0	82	93	16	27
4	Death Valley Days	U. S. Borax	14.5	75	84	15	58
5	American Civil War	Westinghouse	13.2	78	83	15	49
6	Phil Silvers	CBS	12.6	72	76	19	67
7	Bold Venture	Ziv	12.5	76	85	15	35
8	Four Just Men	ITC	12.1	74	79	16	53
8	Lock-Up	Ziv	12.1	84	89	14	25
8	U. S. Marshal	NTA	12.1	73	83	16	41
11	Shotgun Slade	MCA	12.0	79	83	3	41
12	N. Y. Confidential	ITC	11.9	79	91	14	27
13	Popeye	UAA	11.7	22	29	14	103
14	Huckleberry Hound	Screen Gems	10.9	61	68	15	85
15	Border Patrol	CBS	10.8	82	91	16	23
16	Badge 714	CNP	10.7	78	89	17	46
16	Highway Patrol	Ziv	10.7	79	89	17	27
18	This Man Dawson	Ziv	10.6	73	82	17	55
19	Man Without A Gun	NTA	10.3	75	83	17	48
19	Quick Draw McGraw	Screen Gems	10.3	54	59	14	93

## Pulse Top 10 Drama Shows for November

1	Rendezvous—1/2 Hour	CBS	18.4	69	78	15	62
2	Lock-Up	Ziv	12.1	84	89	14	25
3	Grand Jury	NTA	9.4	86	89	7	4
4	Cannonball	ITC	8.9	78	87	13	15
5	Hour of Stars	NTA	7.4	17	88	13	42
6	Divorce Court	Guild	7.3	83	97	9	11
7	Star Performance	Official	7.2	65	73	15	47
8	Walter Winchell	NTA	6.7	76	85	14	28
9	Jeff's Collie	ITC	6.0	49	61	15	82
10	West Point	Ziv	5.7	73	81	15	55

## Pulse Top 10 Adventure Shows for November

1	Sea Hunt	Ziv	16.0	82	93	16	27
2	Bold Venture	Ziv	12.5	76	85	15	35
3	Four Just Men	ITC	12.1	74	79	16	53
4	Border Patrol	CBS	10.8	82	91	16	23
5	Highway Patrol	Ziv	10.7	79	89	17	27
6	This Man Dawson	Ziv	10.6	73	82	17	55
7	Rescue 8	Screen Gems	10.2	75	87	15	39
8	Whirlybirds	CBS	9.8	65	71	15	89
9	Gray Ghost	CBS	9.0	63	68	17	72
10	State Trooper	MCA	8.8	76	82	15	39

# Wall Street Report



**ALLIED IN THE FIELD.** One of the latest investment entries in the tv-electronics field was made recently when Allied Radio Corp. common was offered to the public at a price of \$18 per share.

Allied is unique in that it is capitalizing on the amateur interest in the tv-electronics area. It is the largest firm in the field of distributing electronic parts and high-fidelity components. It also designs and assembles electronic equipment in kit form for the hobby and do-it-yourself trade.

Allied carries over 40,000 items for this trade, including hi-fi components, technical products and miscellaneous equipment. Allied also distributes tape recorders and other electronic communications equipment. In many instances, Allied has developed its own brand products, sold under the trade name of "Knight." These products, along with the amateur hobby kits, account for about 25 per cent of Allied's total volume, which hit just below \$30 million in 1959.

For the hobby trade, Allied engineers, designs and assembles equipment in kit form for customers who want to build their own radio and hi-fi units or who wish to test, maintain or tinker with their own tv sets. Included in these amateur kits are such items as oscilloscopes, voltmeters, tube checkers and transmitters. These amateur kits, of course, are paralleled by Allied's industrial kits sold to professional radio and tv repair and service dealers.

**MAIL-ORDER VOLUME.** The unusual aspect of Allied's operation in this field is that at least half of its volume is accounted for by mail orders from over 350,000 customers ranging from the ham operators to the servicemen, electronic experimenters and the like. Allied's catalogs run to 110 pages, and more than one million copies are distributed to potential clients annually.

A second catalog for industrial clients, 520 pages, goes to over 10,000

industrial and institutional clients. The industrial catalog accounts for about 25 per cent of Allied's volume. The final 25 per cent stems from sales of the six retail outlets operated by Allied in the Chicago area and the replacement parts and test instruments sold by outside salesmen to radio and tv service dealers.

While Allied dominates this mail-order amateur field, it has competition ranging from Newark Electric in Chicago to Lafayette Radio in New York and Radio Shack in Boston. However, Allied's competition is also strong at the local level.

Allied was a privately held company until late last year, when approximately one-third of the family-held stock was sold to the public through White Weld & Co. at \$15 per share. The price bounced up to \$18 per share and has held around that level. This is based on estimated earnings for 1960 of \$1.25 per share on the 1,020,000 shares outstanding. Here's a table of Allied's performance in the last four years:

	Sales	Profits	Per share
1959	\$29.6 million	\$1.1 million	\$1.13
1958	\$27 "	\$834,000	.82
1957	\$23.5 "	\$887,000	.87
1956	\$20.1 "	\$638,000	.63

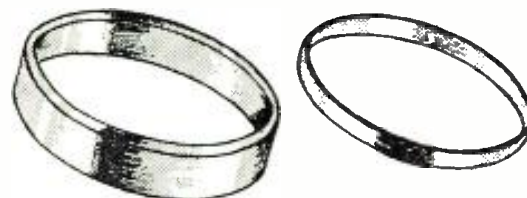
**FINANCIAL POSITION.** Allied is in a strong financial position, since it has no long-term debt or senior securities outstanding. Of its total volume, 18 per cent is done on an installment basis, with the average age of the

receivables at 10 months and a service cost running at about 10 per cent. The company turns its inventory over approximately four times a year.

In 1958 Allied's sales increased, but profits slipped. The profit drop reflected not only some of the poor results of the 1957-58 recession but also the costs involved in launching a heavy advertising program to push sales of the Knight Kits for the hobby trade. Finally, Allied cut prices on its inventories of monophonic equipment to move the stock and make room for stereo equipment.

The company declared a quarterly dividend of eight cents per share immediately after it became publicly owned. On this basis, an annual divi-

## THE PERFECT MARRIAGE



THE PERFECT MARRIAGE between buyer and seller is performed by Blackburn & Company. By selecting the property that best fits a buyers wants, and a sellers needs, Blackburn & Company performs a successful transaction every time.

**Blackburn & Company**

Incorporated

**RADIO - TV - NEWSPAPER BROKERS**

WASHINGTON

— ATLANTA

— CHICAGO

— BEVERLY HILLS

dend of 32 cents might be anticipated. However, since it has made a practice of conserving cash, it is likely that in the future any policy of increasing dividends will be through declaration of stock dividends. In November Allied paid a two-per-cent stock dividend.

At present, Allied is selling at approximately 14 times earnings, which is a relatively low price-earnings ratio, especially for a company so closely related to the dynamic electronics industry.

### Golden (Continued from page 33)

Bill Golden's contributions to the field of design and typography have been internationally recognized through exhibitions of his work in Stockholm, Munich and Switzerland, as well as throughout the United States. He was twice chosen as one of the "10 best" art directors by the National Society of Art Directors, and over the past decade he received the prime awards of various Art Directors Clubs throughout the country.

He was a member of the board of directors of the American Institute of Graphic Arts, and as chairman of its "Design and Printing for Commerce" exhibition he inaugurated the "50 Advertisements of the Year" show.

In 1958 a collection of graphic art material which he created was made



*Johnston F. Northrop has been appointed administrative vice president and treasurer of the Corinthian Broadcasting Corp., it has been announced by C. Wrede Petersmeyer, president. Mr. Northrop was also appointed treasurer of KOTV, Inc., Gulf Television Corp., Great Western Broadcasting Corp. and Indiana Broadcasting Corp., licensees of KOTV Tulsa, KHOU-TV Houston, KXTV Sacramento, WANE-TV-AM Fort Wayne and WISH-TV-AM Indianapolis. He has been assistant to the president of Corinthian since January 1957 and before that was assistant to John Hay Whitney.*

available to the White Museum of Art at Cornell University for exhibition in connection with the 12th Festival of Contemporary Arts. Last June he participated by invitation in the ninth International Design Conference in Aspen, Colo., as one of a group of

outstanding world authorities in the field of visual art.

The man who achieved these distinctions in an all too brief span of years was as much a practical realist as he was a fine artist. Part of his philosophy of art in its relation to advertising was expressed at a forum sponsored last April by the Type Directors Club of New York.

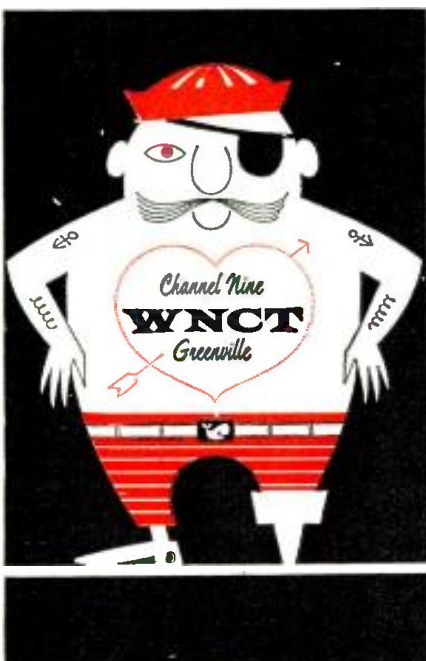
"The immature *avant-garde* designer," said Bill Golden, "seems bitter about the mainstream of American advertising. He hates the 'hard sell' and avoids clients who interfere with his freedom. He believes that the role of business should be one of patron of the arts, and insists that his craft is art.

"I do not argue for the return to any form of traditionalism. I do argue for a sense of responsibility on the part of the designer, and a rational understanding of his function.

"I think he should avoid designing for designers.

"I suggest that the word 'design' be considered as a verb, in the sense that we design something to be communicated to someone.

"Perhaps it would help to clear the air a little if we were conscious that advertising and printing cost a great deal of money. If a designer could pretend that the money to be spent to reproduce his designs were his own, I suspect he would subject himself to far more rigid disciplines."



### Television Sells Books

Sale of books has been stimulated by television, in the opinion of Norman E. Cash, president of the Television Bureau of Advertising. Speaking before the New York Textbook Publishers group, the television executive said that four forms of televised education are at work today. He mentioned:

In-school tv.

Educational tv aired by non-commercial stations.

Educational programs on commercial stations, such as *Continental Classroom* and *Sunrise Semester*.

The subtle, indirect form of education through all types of entertainment programs.

All of these make a market for textbooks, in the opinion of Mr. Cash. Both commercial and non-commercial broadcasts create demands for textbooks, and from the entertainment programs there is "opportunity for new business from old customers."

"The textbook and television are both here to stay," Mr. Cash added. "Television has changed and will continue to change your business, but you can put yourself in the driver's seat."

# TELEVISION AGE **SPOT** REPORT

a review of  
current activity  
in national  
spot tv

**A**s worrisome as triple spotting is the double standard, said H. P. Lasker, Crosley Broadcasting Corp. vice president in charge of sales, at a recent meeting of the Radio-Tv Executives Society. The topic for discussion was "How many commercials make too many," with the resulting speeches centering on multiple spotting in network breaks, local-show breaks and participation programs.

Mr. Lasker's examples of the difficulties of establishing a firm policy on multiple spotting included that of an agency which demanded a "no-triple-spotting" contract from one station in a three-station market, but objected to asking for a similar agreement from the other outlets. The reason given was that the agency wished "to reserve its right" to triple-spot on the other stations if necessary.

Again, an agency will buy a minute of time, said the Crosley executive, and split it into three 20-second announcements for different products (toothpaste, soap, detergent) made by a single client. "If a station runs three 20's back-to-back for an automobile, a cereal and a cosmetic from three different companies, it's accused of faulty operation."

Citing the Ruth Lyons' homemaker show as one in which numerous products are advertised in rapid sequence without loss of audience, and with excellent sales results, Mr. Lasker urged the broadcasting industry to research further such matters as the

assumed "decline in effectiveness" of multiple-spotted announcements, viewer reaction to them, etc.

Subsequently, William "Pete" Matthews, vice president and director of media relations and planning at Y&R, suggested that 60-second breaks between network shows would give more opportunity to advertisers and agencies on several counts, and that most network programs would lose little by the subtraction of 30 seconds.

Seconding Mr. Lasker's opinions, he stated the industry is obligated to conduct commercial research in new areas, and until the results are in, "too many" commercials are evident when they intrude on the dramatic effect or mood of a program, when they insult viewer intelligence, when they re-

peat untruths or make extravagant product claims, when they come so fast that all blend into one and—most importantly—when they chase advertisers out of the medium.

\* \* \*

In addition to the "double standard" policies cited above, another instance of agency-station friction was noted recently by one indignant media man. For a large-budget advertiser, his agency approached a station to purchase several spots weekly on alternate weeks in a kid-show strip. The station refused, stating it would rather sell the open time to a single advertiser each week than to two clients.

"There was no objection to the product," said the agency man. "As a matter of fact, we've used the station before and spent quite a lot of money on it. This alone, we thought, would give us favorable consideration. We have similar alternate-week buys running now in other areas with no problems. While the station may be able to sell another advertiser for each week, we asked for the available time first and thought we were entitled to it. Naturally, we have to consider the station's attitude in future buying."

## AMERICAN OIL CO. (Joseph Katz Co., N. Y.)

The word is that this client is considering buys of news/weather/sports shows in selected markets in states where AMOCO has complete distribution. Announcement schedules might be used if programs



*Associate media director Bern Kaner supervises a General Foods product group at Benton & Bowles which includes Gaines Meal, Post Cereals, Instant Maxwell House and Yuban coffees.*

### Vote for Humor

If you want to appeal to the teen-age market, better make your commercials humorous or feature the star of your show, according to a nationwide survey just completed.

Undertaken by *Teen Magazine*, the survey was conducted by Dr. Shoi Balaban Dickinson. It shows 30.9 per cent of teen-

agers like humorous commercials best; 22.4 per cent, star commercials; 20.3 per cent, cartoons; 17.2 per cent, musical; 7.6 per cent, chart and diagram, and 4.4 per cent, announcers.

Commenting on the results, Dr. Dickinson said the humorous commercials most often hold attention.

are unavailable. At press time, several plans were in the works, but nothing definite set. Associate media director Robert Rowell is the contact.

### AMERICAN SHEEP PRODUCER'S COUNCIL

(Potts-Woodbury, Inc., Kansas City)

This organization has set schedules in selected top markets to start late this month. Daytime minutes in homemaking programs will run through June, but on a one-spot-per-month frequency, to promote greater use of lamb in meals. Tv-radio director Bill Brewer is the contact.

### ANAHIST CO., INC.

(Ted Bates & Co., Inc., N. Y.)

Reports printed elsewhere that ANAHIST was buying heavily as the new year began were "pretty far-fetched," according to an agency man on the account. Most of the product schedules set last September were 26-week periods, and new budgets for the first quarter of '60 are now in effect—meaning slight reductions took place in some markets and some additions were made in others. A concerted buying effort won't occur normally until next fall. Chet Slaybaugh is the timebuyer.

Combining the best of  
Northern Indiana Broadcasting

**WKJG-TV and WKJG Radio**

FORT WAYNE

and

**WSJV-TV and WTRC Radio**

SOUTH BEND-ELKHART

Announce the appointment of

**THE BRANHAM COMPANY**

as National Sales Representative

John F. Dille, Jr.—President

WKJG-TV

Edward G. Thoms—Vice Pres. &  
Gen'l Mgr.

Carleton B. Evans—Sales Manager

WSJV-TV

Paul C. Brines—Vice Pres. &  
Gen'l Mgr.

Vincent Dovie—Sales Manager

A Part of Every  
Community Project\*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that *must* be reflected in audience response to advertising carried.

\* Five full ½ hours of local public service programming each week.

**WTHI-TV**  
CHANNEL 10 CBS · ABC  
**TERRE HAUTE**  
INDIANA

Represented Nationally by Bolling Co.



*Victor A. Bennett Co., New York agency handling Longines-Wittnauer, among other accounts, will shortly open an office in San Francisco. To head up the west-coast operation, M. M. Craig Spitz was selected from more than 100 applicants. He has an 18-year agency background with JWT, Grant, McCann-Erickson and most recently as a partner in Allen, De St. Maurice & Spitz.*

#### **ASTRON CHEMICAL-PHARMACEUTICAL CO.**

*(Rothstein, Simmons, Pascoe & Davis, Inc., N. Y.)*

INSTANTLY, a new nasal decongestant product, began schedules in Boston a few weeks ago and then started on three New York stations. Hartford is to be added next, with all of New England and upstate New York covered eventually as distribution spreads. Primarily filmed minutes with some 20's are set in late-night and other non-prime time slots for 10-13 weeks initially. Account executive Howard Pascoe is the contact.

#### **BEECH NUT-LIFE SAVERS, INC.**

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

Following a practice used throughout the past year, this company's line of baby foods has renewed its schedules in a dozen markets where its network shows are not cleared or extra weight is needed. Filmed minutes, primarily daytime, start late this month for 13 weeks. Marie Fitzpatrick is the timebuyer.

#### **BEKINS VAN & STORAGE CO.**

*(C. J. LaRoche & Co., Hollywood)*

The moving firm has announced a \$1-million budget for tv spot this year, with the program probably similar to that used in '59 when night minutes and 1D's started in early March in Los Angeles. San Francisco, Oakland, San Diego, Sacramento, Fresno, Phoenix, Tucson, Salt Lake City, Denver, Houston, Dallas, Albuquerque and Kansas City. Other southern and western markets may be used, but the states of Washington, Oregon and Idaho reportedly will buy radio only. Strong frequencies run 26-36 weeks. Ruth Fredericks is the timebuyer.

## ***The Buyer Talks About . . .***

### **BUYING IN 1960**

Most buyers no doubt already realize that they've got another big year ahead. Spot expenditures will continue to rise, and more and more companies will undoubtedly continue to diversify their advertising buying and include spot. However, buying in the medium is also likely to increase in complexity, and buyers' problems can be expected to follow a rising curve, too.

It looks like another year of the seller's market. Station schedules are tight. Most of the big companies with highly competitive products will continue the present trend toward long schedules to maintain hard-to-come-by spots in prime time.

Fifty-two-week buys are by no means uncommon and are on the increase. This offers several advantages to the seller of repeat items besides the mere maintenance of franchise spots. Many stations are now issuing consecutive-week discounts rather than frequency discounts, and if a campaign breaks off and then re-enters, the discount has to be re-earned.

It also looks as if syndicated-program buys are on the rise, as opposed to both spot and network purchases. A program in a 7-7:30 p.m. or 10:30-11 p.m. spot gives the advertiser a chance for the same type of sponsor identification offered by a network show without the necessity for a long-term network commitment and with the opportunity to pick specific stations and markets. The buyer's responsibility in syndicated programming is a considerable one, as there should be a constant effort to improve time periods and increase effectiveness even after the entire schedule is firmed.

Spot will, unfortunately, continue to be a problem for advertisers who insist on minute copy but do not want to make the commitment to a syndicator often required by a syndicated-program buy. The stations, of course, program participating shows in order to accommodate advertisers with minute copy, but the problem for buyers is not resolved by the type of programming sometimes offered. The buyers' dilemma in trying to find enough minutes in good time periods will remain without a solution in 1960.

Another interesting tack that is appearing in the spot market is an increasing tendency on the part of advertisers to look with favor on daytime buys. Clients are at last beginning to realize that for certain selected products the daytime audience offers a reasonably large market at very low cost. Also, for advertisers who are unable to get the frequency of spots they want in prime time on sold-out stations, daytime offers a chance to get good, if not always spectacular, results for a low expenditure.

Spot buying will also be influenced in 1960 by the variety of buys now available on the networks. Participating shows, spot carriers, and scatter plans are all designed to eat into spot-television budgets. Buyers will still find, however, that for advertisers who want selected markets and measurable audience, with known composition, spot will continue to provide the best opportunities.



JANUARY						
S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## Miss January

When temperatures soar in the middle of winter, you can credit it to Miss January of KOCO-TV.

If you wish your sales to soar with the temperature, buy Oklahoma's largest coverage . . . buy the station with an imagination!

**KOCO-TV**  
 **5**  
**OKLAHOMA CITY**  
**CHARLIE KEYS, GEN. MGR.**

**BLAIR TELEVISION ASSOCIATES.**



MR. GROOME      MR. HEATH      MR. BALLARD      MR. BRYAN      MR. KAVANAGH

*Ted Bates & Co., Inc., president Rudolph Montgelas announced the appointments of five new vice presidents, four of whom are account executives on Colgate-Palmolive and one on Standard Brands. William R. Groome, who works on Standard Brands products, joined the agency in 1954 from Diamond Match Co.; Edward P. Heath moved to Bates in 1957 from Monsanto Chemical Co.; William L. Ballard left John W. Shaw, Inc., Chicago, for Bates last year; Brantz M. Bryan was associated with Erwin Wasey Co. before moving to the agency in 1957, and James R. Kavanagh has been with Bates since 1950.*

### BRISTOL-MYERS CO.

*(Ogilvy, Benson & Mather, Inc., N. Y.)*

It was noted here last Nov. 16 that BAN would kick off a major campaign early this year in about 50 major-and-minor "problem" markets where additional support is needed for the network schedules. Light schedules of fringe minutes are starting this month for 10-13 weeks in many areas. Pete Berla and Henry Cleff are the timebuyers.

### CARNATION CO.

*(EWR&R, Los Angeles)*

For its FRISKIES dog and cat food, this company is starting next month a spot tv campaign covering markets accounting

for "80 per cent of all retail food sales." The first cat-food spot runs Feb. 1, with the dog-food schedules starting a few weeks later. Media director Al Meyer is the contact.

### Benrus Loves Specials

"Our concentration on television specials in the past year was a primary factor in a seven-per-cent increase of our jeweled-lever watches over the preceding year," says Harvey Bond, advertising manager of the Benrus Watch Co.

In 1959 Benrus sponsored six specials at widely spaced intervals which represented an investment of approximately \$1.8 million. This year, according to Mr. Bond, Benrus will invest at least \$2 million in specials, which will include two hour-long Jack Benny specials over CBS-TV during the first few months of the year.

The company prefers television specials to other forms of tv advertising and to other media, Mr. Bond explains. Reasoning is simple: with a prestige item (offering a three-year unconditional guarantee), a prestige advertising vehicle is essential. A full schedule of 1960 Benrus specials has not as yet been completed, but it is expected to more than equal last year's.



*Raymond J. Schroeder has been named vice president in charge of engineering for the May Broadcasting Co., including KMTV Omaha, KMA Shenandoah and KFAB-AM-FM Omaha, as well as the Muzak division of KFAB. Announcement was made by Owen W. Saddler, executive vice president of the company. Mr. Schroeder has been chief engineer of the television station.*



## News Scoop

*Doctor's News Conference* on KTVU San Francisco-Oakland ended 1959 in a blaze of front-page publicity Dec. 29 when it was revealed on the program that Stanford University School of Medicine doctors had successfully transplanted a canine heart—and the dog survived the operation.

The announcement was a clean scoop over all other media, and front-page stories blossomed the next day, many using quotes taken from the station's public-service series.

The program has been on KTVU since the station went on the air in March 1958, gaining considerable audience favor. Produced in cooperation with Bay Area medical associations, the telecast is in prime time (8-8:30 p.m.) and often beats network competition.

Topics taboo on many other programs have been discussed, including abortion, birth control and how to tell a child the facts of life, among others.

## Agency Changes

The shifting of some \$7 million in billings reportedly was involved in a number of changes at Joseph E. Seagram & Sons, Inc., with the company taking its Lord Calvert and other brands from Cohen, Dowd & Aleshire. DCS&S got the Carstairs business to add to its other Seagram labels. Warwick & Legler won back the Kessler brand it lost to Young & Rubicam early

last spring and also added Gallagher & Burton from CD&A. Presentations by several agencies are being made for the Lord Calvert and Myers' Rum lines.

Seagram's pharmaceutical subsidiary, Pharma-Craft Co., also moved its Ting foot preparation from Cohen, Dowd & Aleshire, and its Fresh deodorants and Coldene cold products from JWT in a \$2-million billing switch. Daniel & Charles, Inc., got Ting and an unidentified new product. The Coldene line was solicited by various agencies, but a decision had not been reached by press time.

Bulova Watch Co. named SSC&B for its radio-phonograph advertising to avoid product conflicts with other clients of McCann-Erickson, which retains Bulova's watch lines.

North Adv., Inc., Chicago, takes over April 1 on Regal beer, a product of American Brewing Co. Walker Saussy Adv., New Orleans, now has the account.

Rainbow Crafts, Inc., which has reportedly spent \$250,000 annually in recent years primarily for spot schedules on its Play-Doh and Wood-Doh children's products, named Erwin Wasey, Ruthrauff & Ryan, Chicago, to replace Farson, Huff & Northlich, Cincinnati, as its agency.

McCann-Erickson, Chicago, added \$500,000 in billings with the acquisition of the Encyclopedia Britannica account previously at Dancer-Fitzgerald-Sample.

Spatini Co., Philadelphia maker of spaghetti sauces and a spot advertiser in eastern markets, named Weightman, Inc., to replace Elkman Co. on its account.

Compton Adv., Inc., added \$1 million in billings by acquiring the Curtiss-Wright Corp. account which has been handled by Adams & Keyes, Inc., for 14 years.

Landers, Frary & Clark, infrequent spot user for its Universal cordless electric shaver and line of appliances shifted its account from Gould & Tiemey, Inc., to Grant Adv.

## TV EQUIPMENT FOR SALE

### D-I-S-C-O-U-N-T

#### BRAND NEW — SIEMENS-MNF

- 5 Transmitters—1/025 kw
- 5 Transmitters—0.25/0.25 kw
- 4 Receiving and Control equipment

#### USED — DUMONT

- 4 Multiscanner Units with cables and controls for 16mm projection

WRITE FOR SPECIFICATIONS

BOX TA 480

Television Age

**THE TOP  
STATION  
IN WESTERN  
NEW ENGLAND**

**WWLP  
CHANNEL  
22  
NBC**

**SPRINGFIELD, MASS**

**TOP RATINGS\***

**TOP COVERAGE\***

**TOP MERCHANDISING\***

**PLUS  
BONUS COVERAGE**

**WRLP channel 32  
BRATTLEBORO, VT.  
GREENFIELD, MASS., KEENE, N.H.**

**\* G.P. HOLLINGBERY HAS DETAILS**

Want facts to prove

## TELEVISION BRINGS CUSTOMERS?



Then what you need is a set of the TELEVISION AGE Product Group Success Stories. Nearly every type of advertiser is included in this series of authentic case histories of television advertisers. Each product group includes from a dozen to 75 detailed descriptions of the television campaigns and the successful results obtained by advertisers in that category. Product group stories available in reprint form are listed on the order blank below.

### Reader's Service

## Television Age 444 Madison Avenue, New York 22, N. Y.

Please send me reprints (25c each, 20c in lots totalling 10 or more) of the Product Group Success Stories checked:

No.	Number of copies	No.	Number of copies
33. Auto Dealers	_____	45. Home Building & Real Estate	_____
44. Bakeries	_____	21. Insurance Companies	_____
42. Banks & Savings Institutions	_____	8. Jewelry Stores & Manufacturers	_____
26. Beer & Ale	_____	23. Men's Clothing Stores	_____
36. Candy & Confectionery Stores	_____	29. Moving & Storage	_____
22. Coffee Distributors	_____	38. Newspapers & Magazines	_____
31. Cosmetics & Beauty Preparation	_____	9. Nurseries, Seed & Feed	_____
24. Cough & Cold Remedies	_____	35. Pet Food & Pet Shops	_____
41. Dairies & Dairy Products	_____	40. Pre-fab Housing	_____
27. Department Stores	_____	28. Restaurants & Cafeterias	_____
14. Drugs & Remedies	_____	16. Shoe Stores & Manufacturers	_____
43. Drug Stores	_____	11. Soft Drink Distributors	_____
4. Dry Cleaners & Laundries	_____	13. Sporting Goods & Toys	_____
18. Electric Power Companies	_____	20. Telephone Companies	_____
25. Electrical Appliances	_____	30. Television & Radio Receivers	_____
17. Farm Implements & Machinery	_____	39. Theatres	_____
46. Furniture & Home Furnishings	_____	37. Tires & Auto Accessories	_____
19. Gas Companies	_____	12. Travel, Hotels & Resorts	_____
47. Gasoline & Oil	_____	32. Weight Control	_____
5. Groceries & Supermarkets	_____	34. Women's Specialty Shops	_____
10. Hardware & Building Supplies	_____		

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

I enclose payment  Bill me

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

### CITIES SERVICE CO.

(Ellington & Co., N. Y.)

This gas-oil firm, with stations in 38 states (excluding the west-coast area), figures to be fairly light in tv throughout 1960. It will be using infrequent spot campaigns—one of which runs for a few days in mid-February in primarily midwest markets—and will keep its news-programs buys in Miami, Shreveport and similar "headquarters" cities going. A company spokesman noted that the Texaco buy of NBC-TV's *Huntley-Brinkley Report* hurt a number of competing firms that formerly had local news shows before or after the network program. Dan Kane is the buying contact.

### COLUMBIA RIVER PACKERS ASSN.

(Richard K. Manoff, Inc., N. Y.)

As happened last year, the great percentage of the BUMBLE BEE tuna budget will go into spot tv in 1960 rather than the newspapers-with-tv-support used in previous years. Day and fringe-night minutes and 20's start early next month in the first of an eventual total of about 30 markets, up about five over the ones used in '59. Placements run until just before Lent, then return after a hiatus, usually for a 30-week total. The '59 markets included Albany, Baltimore, Bangor, Beaumont-Port Arthur, Boston, Cleveland, Hartford, Houston, Jacksonville, Miami, Orlando, New York, Philadelphia, Phoenix, Portland (Ore.), Portland (Me.), Providence, Rochester, St. Louis, Scranton, Seattle, Spokane, Tampa-St. Petersburg, Tucson and Washington. D. C. Media director Stan Newman is the contact.

### COMMERCIAL SOLVENTS CORP.

(Fuller & Smith & Ross, Inc., N. Y.)

As noted here Dec. 14, this maker of HI-D and other fertilizer and feed products planned a spring campaign which is now set to start the first of next month in about half-a-dozen major farm markets. Minutes in and around farm programs will run for 13 weeks. Bernie Rasmussen is the buying contact.



Joseph R. Wallace, vice president of Harold Cabot & Co., Boston, has been elected a director by the board of directors. Mr. Wallace has been with the Cabot agency since 1950 and was elected a vice president in 1952. Before joining the agency he was with the market research department of Lever Bros.

**T**he idea of an all-media buyer at a large agency has been advanced as more mythical than realistic, with the point sometimes made that persons bearing that title usually *buy* in only one medium while *supervising* the purchase of other media.

A direct refutation to that theory, however, is John Nuccio, senior buyer on Parliament cigarettes at Benton & Bowles, Inc. "At any given time," he says. "I not only might be involved in broadcast buying, but in print, outdoor or even skywriting. I've bought—and buy—they all."

What then of the oft-heard argument that broadcast buying is so complicated and time-consuming no one man can handle both it and other media? Mr. Nuccio admits he does not do *all* of Parliament's placing himself. Two buyers work with him on the account, preparing a specific plan to cover each market and then splitting the buying activity suitably.

"There's no doubt that the ability



to work in tv, radio, print and all forms of advertising helps to provide a unified approach to specific problems," he says. "The buyer knows the advantages, disadvantages and potentialities of each medium. He therefore can balance one against the other in drawing up a plan to achieve a certain objective."

Mr. Nuccio has been with B&B for seven years, on Parliament for more than a year. Previously he worked on Conoco, Studebaker and Post cereals

as primarily a print buyer.

"I came here from BBDO," he said, "as an outdoor specialist. When this agency set up its dual-training program, I taught the rudiments of outdoor buying to the print and broadcast men and vice versa. In the years I bought on Maxwell House and Post, I traveled all over the country picking up a strong marketing background."

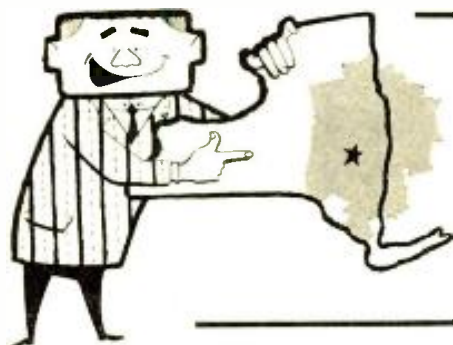
Parliament, he points out, looks for good fringe time while doing its share to keep the network picture tight. The brand is currently using *Douglas Edwards and the News*, *Loretta Young Show*, *Perry Mason* and *Rauhide*. "The two last-named shows are among the most efficient buys in tv," says the man who helps buy them.

When not concerned with locating efficient network buys or good spot time, Mr. Nuccio enjoys family life with his wife and two daughters in New Rochelle and infrequently—"and usually unsuccessfully," he says—goes deer hunting.

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# WRGB IS TOPS

---



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

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

---

Represented Nationally by NBC Spot Sales  
NBC Affiliate . . . . Channel Six  
Albany . . . Schenectady . . . and Troy

---

**parade  
to  
spot**



Television spot will spurt 23 per cent to \$424 million in 1959 — a height from where it will be in position to bid for industry leadership while TV network time sales will rise seven per cent to \$454 million, according to estimates by authoritative sources.

Why the unprecedented swing to spot? For one thing, it provides essential multiple sales impressions and valuable cumulative audience patterns, at attractive costs.

The procession to H-R has been even more spectacular. Since its first year of operation in 1950 H-R has expanded eighteen-fold — more than seven times the rate of growth of the spot medium it serves.

The reason? Outstanding salesmanship, among others. **HR** Television, Inc. Representatives

**DOROTHY GRAY, LTD.**

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

In an arrangement described as "part co-op and part national," this cosmetic firm has set a schedule in Los Angeles for its SATURA cream. The placement of minutes will kick off next month for six to eight weeks with a local drug chain getting credit in the minute spots, it's understood. Dorothy Gray has used only co-op over the past several years, and this activity is somewhat in the nature of a test. Reason for the single-market schedule is that a special-size package is available in L.A. only. Jay Schoenfeld is the timebuyer.

**E. F. DREW & CO.**

(Donahue & Coe, Inc., N. Y.)

This company's TRI-NUT margarine continues to place expanded campaigns each spring and fall. The latest starts the first of next month in about 20 markets throughout New England, Ohio and eastern areas with distribution. Filmed minutes and 20's run in day and night slots for about 15 weeks. Len Tronick is the timebuyer.

**J. A. FOLGER & CO.**

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

Spring activity is on for this company's coffee in its regular eastern and midwest markets, with day minutes and night 20's and 10's starting late this month for



Named a vice president of Lennen & Newell, Inc., Henry M. Caldera joined the agency in 1953 as research account supervisor and served since April 1955 as research department manager.

six-to-nine weeks. Frank Martin and Al Randall are the timebuyers.

**GOLDEN PRESS, INC.**

(Wexton Co., Inc., N. Y.)

This company's campaign on its GOLDEN BOOK ENCYCLOPEDIA continues to gather steam and is moving late this month into new markets in the west, northeast and southern areas not previously covered. Brief placements of minutes, 20's and 10's run in prime slots where available, and in non-prime periods as well. Parents, rather than children, are aimed for. Test results on the GOLDEN RECORD LIBRARY were good, and future activity is planned. Jean Boyd is the contact.

**GRAVYMASTER CO.**

(Samuel Croot Co., Inc., N. Y.)

A fairly new product from the maker of GRAVY MASTER, which uses tv in scattered markets, is an instant gravy called READY GRAVY. It was tested last year in Providence and briefly in New York, and now is using a single New York station in an expanded campaign. Distribution is being set up throughout New England and elsewhere, with schedules to follow eventually. Mrs. Dolores La Falce is the timebuyer.

**HELENE CURTIS INDUSTRIES, INC.**

(Edward H. Weiss Co., Chicago)

A new product from this company is reportedly about to enter selected test markets. TENDER TOUCH, a bath oil, will be using filmed minutes. Meanwhile, ENDEN shampoo follows its usual policy and starts schedules about issue date in 20-25 markets. The placements will run about five weeks. Nora Weintraub is the timebuyer.

**IDEAL TOY CORP.**

(Grey Adv. Agency, N. Y.)

Coming quickly back on the air after the big Christmas drive, Ideal began six weeks of kid-show minutes early this month on a single New York station, then added a second one at press time. New items are



**FROM SUCCESSVILLE . . .**  
*musical commercials that guarantee the happiest results—created for you by—*

*Phil Davis* musical enterprises, inc.

59 EAST 54 STREET  
 NEW YORK 22, N. Y.  
 MURRAY HILL 8-3950

being tested, and if results are good, the toys and tv schedules will move speedily into other areas. Joan Stark is the timebuyer.

### JIFFY PRODUCTS

(Jerome O'Leary Adv. Agency, Boston)

This liquid mending product—JIFFY SEW—has used spot in the past in Chicago and Cincinnati, among other top markets, and currently is running a trans-Canada campaign with English-French commercials. A return to U. S. markets this spring should take place. Media director Louise Doherty is the contact.

### KAYSER-ROTH CO., INC.

(Daniel & Charles, Inc., N. Y.)

For its SUPP-HOSE, this firm is back again in about the same 21 markets used last fall. Schedules of daytime minutes and prime 20's start Feb. 1 for as long as 13 weeks, depending on the market. Media director Bernice Gutmann is the contact.

### LEVER BROS. CO.

(SSC&B, New York)

At press time, a two-week campaign was planned to start for BREEZE about the middle of the month in scattered markets. The campaign was evidently a quick decision and the number of areas used would depend on how much budget was allowed. Day and late-night filmed minutes in moderate frequencies would run. Jeanne Sullivan is the timebuyer.

### LAMOUR HAIR PRODUCTS, INC.

(Direct)

This maker of LAMOUR COLOR COMB, CURL PADS and other hair products runs infrequent campaigns in some 20-30 markets at various times of the year. Currently on in New York, Chicago, Los Angeles and southern areas, Lamour uses filmed minutes in day and late-night periods. President Charles Lamour notes several new products are in introductory stages, and that schedules are placed through "two or three agencies."

### Ziv Appointments

Three Ziv vice presidents have been elevated to new positions, and six other executives have been elected to vice-presidential posts by the company's board of directors.

The three vice presidents awarded new titles are: M. J. Rifkin, named executive vice president in charge of sales; Maurice Unger, appointed executive vice president in charge of production, and Robert W. Friedheim, named administrative vice president.



MR. FRIEDHEIM



MR. UNGER



MR. RIFKIN

The six newly elected vice presidents are: Joseph W. Bailey, in charge of eastern production; Edward J. Broman, regional sales; Len Firestone, syndication sales; Frank Reel, in charge of legal affairs; James Shaw, national and regional sales, and Pierre Weis, general manager of Economee, Ziv's re-run division.

The promotions were described by John Simm, president, as "individual acknowledgments of the company's accelerated growth and expansion."

Executive sales vice president Rifkin joined Ziv in 1939 as radio division sales manager, moved to television in 1949 as sales manager and was named a vice president in 1953. Executive production vice president Unger joined Ziv in 1950 as west-coast manager and was later elected vice president in charge of west-coast operations. Administrative vice president Friedheim joined Ziv in 1950 as business manager in the New York office, and was later named vice president in charge of business affairs.

## BUY THE TOP STATION IN THE BOISE MARKET

HUB OF  
EXPANDING  
BOISELAND . . .  
DOORWAY TO  
THE NATION'S  
MOST  
SPECTACULAR  
SCENIC AREA



# KBOI-TV

CBS-CHANNEL 2  
BOISE, IDAHO

National Representatives  
PETERS, GRIFFIN, WOODWARD, INC.

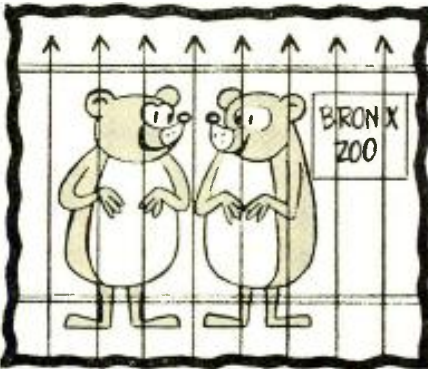
# Far - Reaching !



They're advertising  
for bear skins?



Run for your life!



Even WCSH-TV  
can't reach us here.

Seriously, advertising on SIX does have a "far-reaching effect." Quality of operation and superiority of coverage are behind our success. Your Weed TV man now has SIX straight years of surveys that prove it.

## WCSH-TV

# 6

NBC for  
PORTLAND



**MAINE BROADCASTING SYSTEM**

WCSH-TV 6, Portland WLBZ-TV 2, Bangor  
WCSH Radio, Portland  
WLBZ Radio, Bangor WRDO Radio, Augusta



MR. JACKSON

MR. MATHEWS

MR. NEALL

MR. SIMON

Four executives at Ross Roy, Inc., Detroit, who recently added the title of vice president to their names were James B. Jackson, William H. Mathews, Joseph R. Neall and Edward Simon. Mr. Jackson is merchandising account supervisor on the Chrysler and Plymouth-Valiant-DeSoto accounts. Mr. Mathews is supervisor on the Dodge and Chrysler general sales office merchandising accounts. Mr. Neall is the agency's over-all copy chief. Mr. Simon heads the Ross Roy marketing group and is responsible for both media and research.

## Rep Report

Robert E. Stuart, the first sales executive hired by Clarke Brown Co. after its inception in 1954, returned to the representative firm as manager of the New Orleans office. He left last August for a sales position with CBS-TV Film Sales, rejoining Clarke Brown to replace John Hicks, who moved to a station-executive position in Dallas.

Changes occurring in several departments of Avery-Knodel, Inc., found John F. Wade, former director of tv research, being named director of tv-radio research and assuming duties formerly held by Frederick Neuberth, who became director of special services. Harold Altura, previously with several ad agencies, joined the sales promotion department.

The New York office of CBS-TV Spot Sales added Alan Schroeder and Al Di-Giovanni as account executives. Mr. Schroeder has been assistant sales manager of WBBM-TV Chicago since 1953. Mr. Di-Giovanni has been an account executive with WBSH-TV New York and previously was with SSC&B, both CBS and NBC spot sales and Dumont. Also announced was the appointment of William Hohmann as director of sales promotion and research, replacing W. Thomas Dawson, who became vice president in charge of advertising and promotion for CBS Radio. Mr. Hohmann has been director of promotion and advertising for WBBM-TV Chicago.

Ed Filion, vice president and general sales manager of the Meeker Co., was named vice president of west-coast operations and shifted from New York to San Francisco. Replacing him in the east is Charles E. Standard, formerly eastern sales manager. Robert L. Dudley, New York account executive, was raised to the new post of director of station relations and sales development. Also in New York, John B. Dalton, formerly a salesman for WOR-TV and NBC-TV, and John C. Kriete, previously with Gilman, Nicoll & Ruthman and Grey Adv., joined the representative firm's sales staff.

## MAIDEN FORM BRASSIERE CO.

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

The spring campaign last year for this company started early in February in 20-30 markets, but the word for 1960 is that the drive won't start so soon. Day and night minutes and 20's will probably be used again, with more complete information on markets and starting dates appearing here next issue. Inez Aimee is the buying contact.



Nearly 1/4 of Oregon's  
buying families watch

## KVAL-TV

## KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

**KVAL-TV Eugene**  
NBC Affiliate Channel

# 13

**KPIC-TV Roseburg • Channel 4**  
Satellite

**MANCHESTER BISCUIT CO.**  
(George H. Hartman Co., Chicago)

Last week was the starting date for schedules of ID's on this company's line of crackers, cookies, etc., in Eau Claire, Duluth, Des Moines and Great Falls, Mont. Between five and 15 announcements per week will run for 26 weeks. Voice-over-slide spots are used. Jean Seaman is the timebuyer.

**McKESSON & ROBBINS, INC.**  
(Dancer-Fitzgerald-Sample, Inc., N. Y.)

As it did last spring and fall, KESSAMIN reducing aid will hit top markets across the country next month with about four weeks of day minutes and 20's. Past procedure was to run two weeks, take a brief break and then return for two weeks. Dorothy Medanic is the timebuyer.

**MYSTIC ADHESIVE PRODUCTS CO.**  
(George H. Hartman Co., Chicago)  
The top 22 markets and a few smaller

test areas will start six-to-20-week schedules the last week in February on MYSTIC TAPE. Between five and 20 spots per week will run, depending on the market. Jean Seaman is the timebuyer.

**NAT'L. FEDERATION OF COFFEE GROWERS OF COLOMBIA**  
(Doyle Dane Bernbach, Inc., N. Y.)

The anticipated spot campaign for this new account began this month in New York only, although about nine other markets will receive print schedules. Colombian coffee—no particular brand mentioned—is being promoted in filmed minutes and 20's in evening time on WRCA-TV, WCBS-TV and WXTA-TV, with the initial schedules to run until May. A fall return is planned. Otis Hutchins is the timebuyer.

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

DECAF, which ran fall schedules for about eight weeks through last November in some 50 selected markets, is returning to many of them the end of this month

**Personals**

DOROTHY B. STAFF, formerly media director of Buchanan & Co., and most recently with Lennen & Newell, was named media director of Grant Adv., Inc., Hollywood.

C. BRUCE HARDY joined Meldrum & Fewsmith, Inc., Cleveland, as associate media director. He served since



MR. HARDY

1944 at the Cleveland office of McCann-Erickson, Inc., and was that agency's media director and assistant director of marketing services.

At the John Murray Adv. Agency, Inc., RONALD M. GREINER became media executive, coming to the New York agency from the Borden Co., where he was assistant national ad manager on print media.

Reportedly due to a reduction of operations in the San Francisco office of J. Walter Thompson, media director FRANCES AUSTIN left her post, with future plans unannounced.

At Benton & Bowles, Inc., New York, STAN ROSENFELD, previously as-

sistant buyer on S. C. Johnson, was raised to buyer of both broadcast and print media on the account. MERRILL GRANT, who was the Johnson buyer, moved to the agency's new Shulton and Columbia Records accounts.

McCann-Erickson, Inc., New York, added JOHN CURRAN as timebuyer on Liggett & Myers and LARRY BERSHON as buyer on Nabisco. Mr. Curran was formerly on Isodine at Reach, McClinton; Mr. Bershon worked on P&G's Crest toothpaste and Prell at Benton & Bowles.

SUSAN HALLBERG is the new media director at Don Kemper Co., Inc., New York, replacing ADNA KARNES, who left to join Muzak Corp. She'll be handling the buying on Planter's peanut butter and cooking oils, among other accounts.

In Cincinnati, ANN SMITH was named media director of Farson, Huff



MISS SMITH

& Northlich, Inc. She previously was tv-radio director for the Ralph H. Jones Co.

You cover ALL this  
**\$739,000,000**  
South Georgia and Northwest  
Florida market only on

**WALB-TV**  
CH. 10—ALBANY, GA.

The only primary NBC  
outlet between Atlanta  
and the Gulf!



- New 1,000 foot tower, 316,000 watts power
- Grade "B" area includes Albany, Thomasville, Valdosta, Moultrie, Ga. — Tallahassee, Fla.
- Over \$739,000,000 income . . . 750,000 people, 126,200 TV homes
- The only hometown station serving Albany, South Georgia's only metropolitan market!

**WALB-TV**

ALBANY, GA.  
CHANNEL 10



Raymond E. Carow, General Manager  
Represented nationally by:  
Venard, Rintoul & McConnell, Inc.  
In the South by James S. Ayers Co.  
One Rate Card

# ARB City-by-City Ratings November, 1959

## ATLANTA

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Whirlybirds (CBS) WSB-TV Wed. 7 .....32.0
2. Mackenzie's Raiders (Ziv) WSB-TV Tue. 7 26.6
3. Death Valley Days (U.S. Borax) WSB-TV Mon. 7 .....25.6
4. Sea Hunt (Ziv) WSB-TV Fri. 7 .....25.6
4. Lone Ranger (Lone Ranger, Inc.) WSB-TV Thu. 7 .....24.5
5. Popeye (UAA) WSB-TV M-F 5 .....24.3
6. Huckleberry Hound (Screen Gems) WSB-TV Thu. 6 .....24.2
7. U.S. Marshal (NTA) WAGA-TV Sat. 10:30 ..22.2
8. Superman (Flamingo) WSB-TV Mon. 7 .....19.7
9. Our Gang (Interstate) WSB-TV Wed. 6 .....19.2
10. Special Agent 7 (MCA) WSB-TV Thu. 7:30 16.5
11. Not For Hire\* (CNP) WAGA-TV Sat. 9 .....15.8
12. Quick Draw McGraw (Screen Gems) WSB-TV Tue. 6 .....14.8
13. Bugs Bunny (UAA) WAGA-TV M-F 6:30 ..13.4
14. Rescue 8 (Screen Gems) WSB-TV Thu. 10:30 13.0
14. Adventures of Jim Bowie (ABC) WSB-TV Fri. 6 .....13.0

#### TOP FEATURE FILMS

1. Armchair Playhouse\* WSB-TV Sun. 2-4 ....15.6
2. Armchair Playhouse\* WSB-TV Sat. 2:30-6 ..13.6
3. Early Show WAGA-TV Tue. 5-6:30 ..... 9.5
4. Early Show WAGA-TV Thu. 5-6:30 ..... 9.3
5. Early Show WAGA-TV Mon. 5-6:30 ..... 8.4
5. Early Show WAGA-TV Wed. 5-6:30 ..... 8.4

#### TOP NETWORK SHOWS

1. Wagon Train WSB-TV .....55.3
2. Gunsmoke WAGA-TV .....37.7
3. The Rifleman WLW-A .....35.8
4. The Price Is Right WSB-TV .....35.7
5. Laramie WSB-TV .....35.0
6. 77 Sunset Strip WLW-A .....33.9
7. Maverick WLW-A .....33.7
7. Lawman WLW-A .....33.7
8. The Real McCoys WLW-A .....32.9
9. Wyatt Earp WLW-A .....32.7

## FRESNO

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv) KMJ-TV Mon., Fri. 7 ..28.8
2. Sea Hunt (Ziv) KFRE-TV Sat. 7 .....28.0
3. Shotgun Slade\* (MCA) KJEO Thu. 7 .....24.5
4. Colonel Flack (CBS) KJEO Tue. 7 .....24.1
5. Huckleberry Hound (Screen Gems) KJEO Thu. 6 .....20.9
6. Whirlybirds (CBS) KJEO Thu. 6 .....20.8
7. Lock-up (Ziv) KMJ-TV Thu. 7:30 .....20.7
8. Rescue 8 (Screen Gems) KJEO Tue. 6:30 ..20.0
9. Mackenzie's Raiders (Ziv) KFRE-TV Sat. 6:30 .....19.7
10. Star Performance\* (Official) KMJ-TV Wed. 7 ..19.5
11. Death Valley Days (U. S. Borax) KFRE-TV Wed. 6:30 .....19.1
12. State Trooper (MCA) KFRE-TV Sat. 10:30 ..18.9
13. Quick Draw McGraw (Screen Gems) KJEO Mon. 6 .....18.4
14. Superman (Flamingo) KJEO Tue. 6 .....17.1
15. San Francisco Beat (CBS) KMJ-TV Tue., Fri. 6:15 .....16.8

#### TOP FEATURE FILMS

1. Academy Award Theatre KJEO Sun. 5:30-7 ..20.2
2. Request Movie KJEO Fri. 6-7:30 .....18.8
3. Early Movie KMJ-TV Sun. 6-7 .....16.1
4. Hopalong Cassidy Feature KJEO Wed. 6-7 ..10.6
5. Big Movie KJEO Sat. 6-7:15 ..... 8.1

#### TOP NETWORK SHOWS

1. Wagon Train KMJ-TV .....46.2
2. 77 Sunset Strip KJEO .....38.3
3. Father Knows Best KFRE-TV .....37.2
4. Perry Mason KFRE-TV .....34.6
5. The Real McCoys KJEO .....34.1
6. Maverick KJEO .....33.6
7. Lawman KJEO .....32.8
8. The Rifleman KJEO .....32.1
9. Gunsmoke KFRE-TV .....32.0
10. Wyatt Earp KJEO .....31.1

## BAKERSFIELD

### 3-Station Report (one-week rating)

#### TOP SYNDICATED FILMS

1. U. S. Marshal (NTA) KERO-TV Mon. 7:30 ..29.4
2. State Trooper (MCA) KERO-TV Mon. 9:30 ..25.5
3. Manhunt (Screen Gems) KERO-TV Tue. 9 ..22.9
4. Sea Hunt (Ziv) KERO-TV Tue. 8:30 .....21.3
5. Rescue 8 (Screen Gems) KERO-TV Wed. 8:30 ..19.6
5. Four Just Men (ITC) KERO-TV Sun. 8 .....19.6
6. Tales of the Texas Rangers (Screen Gems) KERO-TV Thu. 6:30 .....17.6
6. Colonel Flack (CBS) KERO-TV Thu. 7:30 ..17.6
7. Huckleberry Hound (Screen Gems) KBAK-TV Wed. 6:30 .....17.0
8. Brave Stallion (ITC) KERO-TV Wed. 6:30 ..16.3
9. Jeff's Collie (ITC) KERO-TV Tue. 6:30 ..16.0
10. Stories of the Century (H-TV) KBAK-TV Wed. 7 .....14.7
11. All Star Theatre (Screen Gems) KERO-TV Sat. 6 .....13.1
11. Science Fiction Theatre (Ziv) KBAK-TV Tue. 7 .....13.1
12. This Man Dawson (Ziv) KERO-TV Fri. 8 ..12.8

#### TOP FEATURE FILMS

1. Andy Hardy Theatre KERO-TV Sun. 4:30-6:30 .....18.1
2. Shirley Temple Feature KLYD Sun. 5-6:30 ..14.8
3. John Wayne Theatre KBAK-TV Thu. 6:30-8 ..14.2
4. Nitecap Theatre KLYD Fri. 10:30-12:15 a.m. 8.9
5. Wilshire-Brundage Theatre KERO-TV Fri. 10-11:45 ..... 6.0

#### TOP NETWORK SHOWS

1. Wagon Train KERO-TV .....45.1
2. Laramie KERO-TV .....33.2
2. Riverboat KERO-TV .....33.2
3. Bob Hope KERO-TV .....31.1
4. Bachelor Father KERO-TV .....28.8
5. Ronanza KERO-TV .....27.6
6. Bat Masterson KERO-TV .....27.5
7. Ernie Ford KERO-TV .....25.8
8. The Deputy KERO-TV .....25.5
8. The Texan KBAK-TV .....25.5

## HARTFORD

### 4-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. How To Marry a Millionaire (NTA) WTIC-TV Sat. 7 .....23.8
2. San Francisco Beat (CBS) WTIC-TV Sun. 7 20.2
3. This Man Dawson (Ziv) WTIC-TV Tue. 7 ..15.8
4. This Is Alice\* (NTA) WTIC-TV Mon. 7 ..13.9
5. Death Valley Days (U.S. Borax) WNHC-TV Sat. 7 .....13.5
5. Rescue 8 (Screen Gems) WNHC-TV Sun. 6:30 13.5
6. Four Just Men (ITC) WTIC-TV Thu. 7:30 13.2
7. Annie Oakley (CBS) WNHC-TV Sat. 6:30 ..12.3
8. Popeye (NAA) WNHC-TV M-F 5 .....11.2
9. Medic (CNP) WNHC-TV Tue. 10:30 .....11.1
10. Lawless Years (CNP) WNBO Thu. 10:30 ..10.5
11. Dial 999\* (Ziv) WTIC-TV Fri. 7 .....10.4
12. Huckleberry Hound (Screen Gems) WNHC-TV Thu. 6 ..... 9.9
13. Flash Gordon (Guild) WTIC-TV Sat. 11 a.m. 9.2
13. Phil Silvers (CBS) WNHC-TV Tue. 7 ..... 9.2

#### TOP FEATURE FILMS

1. After Dinner Movie WTIC-TV Wed. 7-9 .....21.5
2. Big 3 Theatre WTIC-TV Tue. 5-6:15 .....13.1
3. Big 3 Theatre WTIC-TV Wed. 5-6:15 .....11.1
4. Big 3 Theatre WTIC-TV Mon. 5-6:15 .....10.8
4. Big 3 Theatre WTIC-TV Thu. 5-6:15 .....10.8

#### TOP NETWORK SHOWS

1. Gunsmoke WTIC-TV .....36.2
2. Father Knows Best WTIC-TV .....33.9
3. Danny Thomas WTIC-TV .....33.6
4. Perry Mason WTIC-TV .....32.5
5. Iave Gun. Will Travel WTIC-TV .....30.7
6. Ed Sullivan WTIC-TV .....28.1
7. GE Theatre WTIC-TV .....26.8
8. George Gobel\* WTIC-TV .....26.7
9. Red Skelton\* WTIC-TV .....26.4
10. Bob Hope\* WNHC-TV .....26.3

## BOSTON

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Border Patrol (CBS) WBZ-TV Wed. 7 ....18.7
2. Whirlybirds (CBS) WBZ-TV Mon. 7 .....18.1
3. Death Valley Days (U.S. Borax) WBZ-TV Fri. 7 .....17.5
4. State Trooper (MCA) WNAC-TV Thu. 7 .....16.4
5. Rendezvous (CBS) WBZ-TV Sun. 10:30 ....15.3
6. Huckleberry Hound (Screen Gems) WNAC-TV Thu. 6:30 .....15.1
7. Mike Hammer (MCA) WNAC-TV Sat. 7 ....14.9
8. The Honeymooners (CBS) WNAC-TV Thu. 7:30 .....14.4
9. Bozo The Clown (Jayark) WBZ-TV M-F 5 ..14.2
9. Sea Hunt (Ziv) WHDH-TV Tue. 10:30 ....14.2
10. Shotgun Slade\* (MCA) WBZ-TV Tue. 7 ....13.6
11. U.S. Marshal (NTA) WNAC-TV Sat. 10:30 ..13.4
12. Highway Patrol\* (Ziv) WBZ-TV Sat. 7 ....13.3
13. Popeye (UAA) WBZ-TV Sun. 6:30 .....12.4
14. Ph. l Silvers (CBS) WBZ-TV Tue. 10:30 ..12.3
14. American Civil War (Westinghouse) WBZ-TV Tue. 7:30 .....12.3

#### TOP FEATURE FILMS

1. Show of the Week\* WNAC-TV Sat. 4:30-6 ..14.5
2. Cinema 7\* WNAC-TV Sun. 5-6:30 .....12.3
3. Command Performance WBZ-TV Sun. 12-5 ..10.7
4. Boston Movietime WBZ-TV Wed. 5-6:45 .... 9.4
5. Boston Movietime WBZ-TV Tue. 5-6:45 .... 9.0

#### TOP NETWORK SHOWS

1. Wagon Train\* WBZ-TV .....39.7
2. 77 Sunset Strip WHDH-TV .....37.0
3. Perry Mason\* WNAC-TV .....36.1
4. Maverick WHDH-TV .....32.8
5. The Price Is Right WBZ-TV .....32.7
6. Perry Como\* WBZ-TV .....31.5
7. Welk's Dancing Party WHDH-TV .....30.0
8. Red Skelton\* WNAC-TV .....28.6
9. Loretta Young Presents WBZ-TV .....28.3
10. Bob Hope\* WBZ-TV .....27.9

## KANSAS CITY

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WDAF-TV Thu. 6:30 .....30.9
2. Mike Hammer (MCA) KCMO-TV Sat. 9:30 ..28.1
3. Bold Venture (Ziv) WDAF-TV Thu. 9:30 ..27.8
4. Huckleberry Hound (Screen Gems) KMBC-TV Thu. 6 .....26.7
5. Whirlybirds (CBS) KCMO-TV Sun. 10 .....21.6
6. Superman (Flamingo) KMBC-TV Mon. 6 .....20.5
7. Quick Draw McGraw (Screen Gems) KMBC-TV Wed. 6 .....19.7
8. Death Valley Days (U.S. Borax) KCMO-TV Fri. 10 .....17.8
9. State Trooper (MCA) WDAF-TV Tue. 9:30 17.4
10. Cisco Kid\* (Ziv) KMBC-TV Tue. 6 .....16.6
11. Annie Oakley (CBS) KMBC-TV Fri. 6 .....15.6
12. 26 Men (ABC) KMBC-TV Tue. 9:30 .....14.3
13. Mackenzie's Raiders\* (Ziv) KCMO-TV Wed. 10 .....14.2
14. Tugboat Annie (ITC) WDAF-TV Sun. 5:30 13.7
15. Rescue 8 (Screen Gems) WDAF-TV Mon. 7 ..13.3

#### TOP FEATURE FILMS

1. Million Dollar Movie KCMO-TV Sat. 10-12:15 a.m. ....16.3
2. Million Dollar Movie KCMO-TV Sun. 3:45-6 12.9
3. Shock Theatre KMBC-TV Sat. 9:30-10:45 ..11.6
4. Gold Award Theatre KCMO-TV Fri. 10:30-1:15 a.m. .... 9.6
5. Gold Award Theatre KCMO-TV Sat. 1-3:45 .. 9.2

#### TOP NETWORK SHOWS

1. Gunsmoke KCMO-TV .....44.2
2. Wagon Train WDAF-TV .....40.0
3. The Real McCoys KMBC-TV .....34.7
4. Danny Thomas KCMO-TV .....33.7
5. The Rifleman WMBC-TV .....33.5
6. Ernie Ford WDAF-TV .....33.0
7. Red Skelton\* KCMO-TV .....32.2
8. 77 Sunset Strip KMBC-TV .....32.1
9. Maverick KMBC-TV .....31.1
10. Father Knows Best KCMO-TV .....30.4
10. Steve Allen\* WDAF-TV .....30.4



# ARB City-by-City Ratings November, 1959

## BUFFALO

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WKBW-TV Fri. 10:30 .....27.5
2. Whirlbirds (CBS) WBBN-TV Tue. 7:30 ...23.1
3. Grand Jury (NTA) WBBN-TV Sat. 10:30 ...22.0
4. Mike Hammer (MCA) WKBW-TV Sat. 7 ...21.9
5. State Trooper (MCA) WBBN-TV Thu. 7 ...20.5
5. Three Stooges (Screen Gems) WGR-TV M, Tu, Th 5 .....20.5
6. Sergeant Preston of the Yukon (ITC) WKBW-TV Sun. 6 .....20.1
7. Huckleberry Hound (Screen Gems) WGR-TV Thu. 5:30 .....19.0
8. Rescue 8 (Screen Gems) WGR-TV Fri. 7 ...18.2
9. Border Patrol (CBS) WKBW-TV Thu. 10:30 ...17.6
10. Bold Venture (Ziv) WGR-TV Tue. 10:30 ...17.5
11. Superman (Flamingo) WGR-TV Mon. 5:30 ...17.0
12. Quick Draw McGraw (Screen Gems) WGR-TV Tue. 5:30 .....16.9
12. Four Just Men (ITC) WGR-TV Sat. 10:30 ...16.9
13. Frontier (Victory Program Sales) WKBW-TV Sun. 6:30 .....16.7

#### TOP FEATURE FILMS

1. Early Show WKBW-TV Mon. 6-7:15 .....15.8
2. First Run Playhouse WKBW-TV Fri. 11:15-12:30 a.m. ....14.6
3. Early Show WKBW-TV Tue. 6-7:15 .....14.3
4. Early Show WKBW-TV Wed. 6-7:15 .....13.9
5. Early Show WKBW-TV Thu. 6-7:15 .....13.8

#### TOP NETWORK SHOWS

1. Gunsmoke WBBN-TV .....42.2
2. Wagon Train WGR-TV .....37.7
3. Red Skelton\* WBBN-TV .....36.9
4. Perry Mason\* WBBN-TV .....36.3
5. 77 Sunset Strip WKBW-TV .....33.0
6. Louis Jourdan\* WGR-TV .....29.6
7. Danny Thomas WBBN-TV .....29.5
8. Have Gun, Will Travel WBBN-TV .....29.1
9. Bachelor Father WGR-TV .....28.9
10. The Untouchables WKBW-TV .....28.1

## PROVIDENCE

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Duffy's Tavern\* (Guild) WJAR-TV Tue. 7 ...16.8
2. Whirlbirds (CBS) WPRO-TV Tue. 7 .....16.5
3. Bhotgun Slade\* (MCA) WJAR-TV Tue. 10:30 16.1
4. Lock-up (Ziv) WJAR-TV Wed. 7 .....16.0
5. Sea Hunt (Ziv) WPRO-TV Sat. 7 .....15.7
6. People's Court (Guild) WIDH-TV Thu. 10:30 15.4
7. Death Valley Days (U. S. Borax) WJAR-TV Mon. 5 .....15.0
8. Harbor Command (Ziv) WPRO-TV Sat. 5:30 14.8
9. Annie Oakley\* (CBS) WJAR-TV Fri. 7 ...14.7
10. Border Patrol (CBS) WPRO-TV Thu. 7 ...14.6
11. U.S. Marshal (NTA) WPRO-TV Sat. 10:30 ...13.8
12. Flight (CNP) WPRO-TV Fri. 7 .....13.7
13. Superman (Flamingo) WPRO-TV Mon. 5 ...12.9
14. Popeye (UAA) WPRO-TV Sat. 9 a.m. ....12.9
15. This Man Dawson (Ziv) WJAR-TV Thu. 7 ...11.8

#### TOP FEATURE FILMS

1. Feature Film\* WPRO-TV Mon. 7:30-8:30 ...18.0
2. Early Show WJAR-TV Tue. 5-6:15 .....10.4
3. Early Show WJAR-TV Wed. 5-6:30 ..... 9.7
4. Big Show WJAR-TV Sat. 10:45-12:15 a.m. 9.3
5. Million Dollar Movie WJAR-TV Sun. 2:30-4 .. 8.9

#### TOP NETWORK SHOWS

1. Wagon Train WJAR-TV .....35.5
2. The Price Is Right WJAR-TV .....33.9
3. Bob Hope\* WJAR-TV .....33.1
4. Louis Jourdan\* WJAR-TV .....32.4
4. Gunsmoke WPRO-TV .....32.4
5. Red Skelton\* WPRO-TV .....32.2
6. Danny Thomas WPRO-TV .....31.7
7. Ed Sullivan WPRO-TV .....31.6
8. Perry Como\* WJAR-TV .....31.2
9. Perry Mason\* WPRO-TV .....30.8

## CHICAGO

### 4-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WNBQ Sun. 9:30 .....24.4
2. Huckleberry Hound (Screen Gems) WGN-TV Wed. 7:30 .....20.2
3. Mike Hammer (MCA) WGN-TV Thu. 9:30 ...15.2
4. Lawless Years (CNP) WNBQ Thu. 9:30 ...13.3
5. Death Valley Days (U. S. Borax) WGN-TV Tue. 9:30 .....12.6
6. Grand Jury\* (NTA) WNBQ Tue. 9:30 .....12.1
7. Superman (Flamingo) WGN-TV Tue. 6 ...11.8
8. Roy Rogers\* (Roy Rogers Synd.) WNBQ Sat. 5:30 .....10.9
9. Annie Oakley (CBS) WGN-TV Wed. 6 ...10.4
10. Bugs Bunny (UAA) WGN-TV M-F 6:30 ...10.3
10. Quick Draw McGraw (Screen Gems) WGN-TV Thu. 6 .....10.3
11. Popeye (UAA) WBBM-TV Sat. 11:30 a.m. ... 9.9
12. Cisco Kid (Ziv) WGN-TV Mon. 6 ..... 9.7
12. New York Confidential (ITC) WGN-TV Wed. 9:30 ..... 9.7
13. Whirlbirds (CBS) WGN-TV Thu. 9 ..... 9.1

#### TOP FEATURE FILMS

1. Best of CBS WBBM-TV Sat. 10-12:45 a.m. .24.1
2. Evening Performance WBBM-TV Sun. 10:15-12 mid. ....12.1
3. Evening Performance WBBM-TV Thu. 10:15-12 mid. ....10.4
4. Movietime, USA WKBQ Fri. 10-11:45 ... 9.4
5. Pic For A Sunday Afternoon\* WBBM-TV Sun. 12:30-2 ..... 9.0

#### TOP NETWORK SHOWS

1. Gunsmoke WBBM-TV .....37.7
2. Red Skelton\* WBBM-TV .....36.2
3. Wagon Train WNBQ .....35.9
4. What's My Line WBBM-TV .....35.8
5. 77 Sunset Strip WBBM-TV .....31.9
6. Louis Jourdan\* WNBQ .....31.4
7. Markham WBBM-TV .....30.3
8. Loretta Young Presents WNBQ .....29.1
9. Danny Thomas WBBM-TV .....27.6
10. Have Gun, Will Travel WBBM-TV .....27.1

## WILKES BARRE-SCRANTON

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Flight (CNP) WNEP-TV Sun. 6 .....25.0
2. U.S. Marshal (NTA) WBBE-TV Tue. 7 .....24.9
3. State Trooper (MCA) WBBE-TV Fri. 7 ...23.3
4. Not For Hire (CNP) WDAU-TV Sat. 10:30 22.9
5. Sea Hunt (Ziv) WBBE-TV Thu. 7 .....22.3
6. 26 Men (ABC) WNEP-TV Sun. 6:30 .....22.4
7. Huckleberry Hound (Screen Gems) WNEP-TV Thu. 6:30 .....21.4
8. Rescue 8 (Screen Gems) WBBE-TV Mon. 7 ...21.3
9. Life of Riley (CNP) WNEP-TV M-F 6 ...21.1
10. Quick Draw McGraw (Screen Gems) WNEP-TV Tue. 6:30 .....17.7
11. Superman (Flamingo) WNEP-TV Wed. 6:30 17.3
11. Cannonball (ITC) WBBE-TV Wed. 7 .....17.3
12. Death Valley Days (U.S. Borax) WDAU-TV Sat. 7 .....16.4
13. Jeff's Collie\* (ITC) WNEP-TV Fri. 6:30 ...16.2
14. Mike Hammer (MCA) WDAU-TV Tue. 7:30 15.4

#### TOP FEATURE FILMS

1. Roy Rogers Feature WDAU-TV Sat. 9-10 a.m. 11.2
2. 3 O'Clock Theatre WNEP-TV Sun. 3-4:30 ...10.4
3. Big Movie WNEP-TV Sat. 11-1 a.m. .... 9.1
4. Early Show WDAU-TV Tue. 5-6 ..... 9.0
5. Early Show WDAU-TV Wed. 5-6 ..... 8.1

#### TOP NETWORK SHOWS

1. Wagon Train WBBE-TV .....40.7
2. 77 Sunset Strip WNEP-TV .....36.1
3. The Rifleman WNEP-TV .....35.1
4. Louis Jourdan\* WBBE-TV .....34.7
5. Bob Hope\* WBBE-TV .....32.9
5. Red Skelton\* WDAU-TV .....32.9
6. Maverick WNEP-TV .....31.9
7. The Real McCoys WNEP-TV .....31.4
8. Gunsmoke WDAU-TV .....31.2
9. Wyatt Earp WNEP-TV .....30.8

## CLEVELAND

### 3-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. U. S. Marshal (NTA) WEWS Fri. 10:30 ...24.5
2. Lock-up (Ziv) KYW-TV Sun. 10:30 .....19.5
3. Three Stooges (Screen Gems) WEWS M-F 5:30 .....18.3
4. Mike Hammer\* (MCA) WEWS Mon. 10:30 ...17.8
5. Bold Venture (Ziv) KYW-TV Sat. 10:30 ...17.4
6. Grand Jury (NTA) WJW-TV Sat. 10:30 ...17.0
7. Decoy\* (Off-lal) KYW-TV Sat. 7 .....16.9
8. Quick Draw McGraw (Screen Gems) KYW-TV Tue. 5 .....15.8
9. Popeye (UAA) KYW-TV M, W, F 5 .....15.7
10. Phil Silvers (CBS) KYW-TV Thu. 10:30 ...15.4
11. Huckleberry Hound (Screen Gems) KYW-TV Thu. 5 .....15.2
12. Death Valley Days (U. S. Borax) WJW-TV Sat. 7 .....14.7
13. Sea Hunt (Ziv) WJW-TV Tue. 7:30 .....13.8
14. William Tell (NTA) KYW-TV Wed. 7 .....13.7
14. Popeye (UAA) KYW-TV Sat. 5:30 .....13.7

#### TOP FEATURE FILMS

1. Early Show KYW-TV Sat. 6-7 .....15.4
2. Masterpiece Theatre WJW-TV Sun. 6-7:30 ...14.4
3. Best of Hollywood KYW-TV Sat. 11:15-1:15 a.m. .... 9.7
4. Early Show KYW-TV Wed. 5:30-7 ..... 8.5
5. Afternoon Movie WJW-TV Sun. 1-2:30 ... 8.1

#### TOP NETWORK SHOWS

1. Wagon Train KYW-TV .....41.2
2. The Real McCoys WEWS .....36.3
2. 77 Sunset Strip WEWS .....36.3
3. Maverick WEWS .....35.7
4. Perry Mason WJW-TV .....33.3
5. Gunsmoke WJW-TV .....32.6
6. Lawman WEWS .....32.5
7. The Rifleman WEWS .....32.2
7. Louis Jourdan KYW-TV .....32.2
8. Wyatt Earp WEWS .....32.0

## SYRACUSE

### 2-Station Report (four-week ratings)

#### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WSYR-TV Wed. 7 .....31.7
2. U.S. Marshal (NTA) WSYR-TV Fri. 7 .....28.0
3. Cannonball (ITC) WSYR-TV Tue. 7 .....27.8
4. Popeye (UAA) WSYR-TV M, F 5 .....26.6
5. Quick Draw McGraw (Screen Gems) WSYR-TV Tue. 5 .....26.5
6. Death Valley Days (U.S. Borax) WBBE-TV Sat. 10:30 .....25.4
7. Popeye (UAA) WSYR-TV Wed. 6 .....25.1
8. Superman (Flamingo) WSYR-TV Wed. 5 ...24.7
9. Huckleberry Hound (Screen Gems) WSYR-TV Thu. 5 .....24.4
10. Three Stooges (Screen Gems) WSYR-TV Tue. 6 21.7
10. Manhunt (Screen Gems) WSYR-TV Thu. 10:30 21.7
11. Bold Venture (Ziv) WSYR-TV Mon. 7 .....21.1
12. Lock-up (Ziv) WSYR-TV Thu. 7 .....20.5
13. Border Patrol (CBS) WBBE-TV Sat. 7 .....18.7
14. Popeye (UAA) WSYR-TV Sat. 8:30 .....17.8

#### TOP FEATURE FILMS

1. Sunday Movietime WSYR-TV Sun. 5:30-7 ...26.1
2. Saturday Cinema WSYR-TV Sat. 5:30-7:30 ...21.0
3. Movie of the Week WSYR-TV Sun. 10:30-1 a.m. ....13.9
4. Film Festival\* WSYR-TV Sat. 4-5 .....10.6
5. Hollywood Showcase WSYR-TV Sun. 10:30-12:15 a.m. ....10.0

#### TOP NETWORK SHOWS

1. Perry Mason\* WBBE-TV .....42.1
2. Ed Sullivan WBBE-TV .....41.9
3. Red Skelton\* WBBE-TV .....39.6
4. Wagon Train WSYR-TV .....39.3
5. Gunsmoke WBBE-TV .....39.1
6. Perry Como\* WSYR-TV .....38.1
6. Have Gun, Will Travel WBBE-TV .....38.1
7. Bob Hope\* WSYR-TV .....34.9
7. Goodbye Theatre\* WSYR-TV .....34.9
8. Father Knows Best WBBE-TV .....34.7

# HARD HITTING That Paul Bunyan

He cleared paths  
by driving stumps  
underground!



## Paul Bunyan Television

Packs A Real Wallop Too!

We clear stumbling blocks from  
selling paths with straight-from-  
the-shoulder impact.

### Opening the Northland

332,700 people 85,740 receivers  
25 northern Michigan counties  
and Canada

### To Your Product



**WPBN-TV**

ch. 7 Traverse City



**WTOM-TV**

ch. 4 Cheboygan

### Contact

Venard, Rintoul & McConnell, Inc.

## Paul Bunyan Networks

Radio too? Natch!

5 stations! 298,400 listeners!



MR. BANKART

MR. HAINES

MR. HEGGEN

President Barton A. Cummings of Compton Adv., Inc., announced the appointments of Henry R. Bankart, Henry A. Haines and Willard J. Heggen as senior vice presidents. All three were formerly vice presidents and directors. Mr. Heggen has served the agency since 1944, Mr. Bankart since 1945 and Mr. Haines since 1953.

for another eight weeks of night minutes and 20's. Jane Podester is the timebuyer.

### PENICK & FORD, R. B. Davis Div.

(Samuel Croot Co., N. Y.)

At press time, this company was setting plans for a campaign to kick off in March on its SWEL frosting. If past activity is followed, daytime minutes should go in women's programs for about eight weeks in a dozen major markets. Dolores La Falce is the timebuyer.

### PEPPERIDGE FARM, INC.

(Ogilvy, Benson & Mather, Inc., N. Y.)

New activity was reported for this firm's bread and rolls, with filmed minutes and 20's in both day and late-night slots set for the usual six-week campaign. A slight expansion of the market list seems under way. Media supervisor Ann Janowicz is the contact.

### PETER PAN FOUNDATIONS, INC.

(Ben Sackheim, Inc., N. Y.)

While this firm set a co-sponsorship of *Who Do You Trust* on ABC-TV, it's

### Agency Activity

Robert S. Howell, a production supervisor with Compton Adv., Inc., Los Angeles, for the past four years, was named vice president and manager of tv-radio programming and production.

Phil Eakins joined Robert Stevens & Associates, Albuquerque, as a tv-radio programming specialist. His background includes stints with CBS Radio and as an announcer, writer, and account manager at various stations and agencies.

Richard Mercer and Harold Longman, tv-radio copy supervisors at BBDO, New York, were appointed vice presidents.

Richard T. Williams, director of tv-radio for J. Gordon Manchester, Inc., Washington, D. C., was named an account executive for the agency.

also allocated a spot budget to cover about five major markets. The 12-week schedules of mostly minutes will begin in late spring or early summer, after the network drive kicks off in March. Dick Goldsmith is the timebuyer.

### PROCTER & GAMBLE CO.

(Compton Adv. Agency, Inc., N. Y.)

Having introduced its DUNCAN HINES Deluxe cake mixes in practically all U. S. markets, P&G starts new schedules in about 20 at issue date. Filmed minutes



## THE LAUREL AND HARDY SHOW

Gets Top Ratings On  
WCBS-TV, New York

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



### GOVERNOR TELEVISION

375 Park Avenue, N.Y.C.  
PLaza 3-6216

in day and night slots, along with some prime 20's, run for the remainder of the contract year. Doug McMullen is the timebuyer.

**PROCTER & GAMBLE CO.**  
(Dancer-Fitzgerald-Sample, Inc., N. Y.)

A new product from P&G is reportedly entering test markets the end of the month on schedules that will run through the contract year. Light placements of filmed minutes in day and late-night slots will promote PUFFS, a facial tissue. Jim Hunter and Steve Everett are the buying contacts.

**SILVER-K-CORP.**  
(Jerome O'Leary Adv. Agency, Boston)

A new hair product, OLD HOLLAND beer shampoo, begins schedules in Boston at the first of February and intends to expand rapidly into other New England markets. Filmed minutes and 20's will

be used in the introduction. Media director Louise Doherty is the contact.

**E. R. SQUIBB & SONS,**  
Olin Mathieson Chemical Corp.  
(Donahue & Coe, Inc., N. Y.)

Starting about issue date, this pharmaceutical company kicks off its first major spot campaign for VIGRAN multi-formula vitamin capsules. It's used some announcements on *Small World*, but began testing the product in spot last September in Atlanta, Portland (Ore.), Providence, Omaha and Phoenix. Schedules will continue in those cities and start in New York, Philadelphia, Baltimore, Washington, Cleveland, Columbus, Toledo and Chicago. About 13 weeks of minutes and 20's will run in day and night slots in flights over 16-20 weeks. Frequencies vary, with New York getting 20 spots weekly among three stations—WRCA-TV, WCIS-TV and WOR-TV. Filmed spots note the product is also available in a children's chewable form and with mineral additives. Len Tronick is the timebuyer.

**Buyer's Check List—**

**New Stations**

KKSA-TV Lloydminster, Alta., channel 2, expects to begin operations this June. Station has ordered a Canadian GE transmitter. It has a third of its construction completed, and will use a 605-foot Micro tower. Sales representative has not as yet been chosen, nor has base hour been established.

KDSJ-TV Lead, S. D., channel 5, went on the air Jan. 15 as a satellite of KRSD-TV Rapid City. Station also carries NBC-TV programs beamed by the parent outlet. KDSJ-TV has video power of 25 kw, with antenna height 222 feet above ground. It is sold both in combination with KRSD-TV and alone. When sold in combination, its rates are 50 per cent of the parent's (\$150

base hour), and when sold alone, its rates are 75 per cent of that station's. Owners of both outlets are Eli, John and Harry Daniels. National sales representative is the Meeker Co.

KORN-TV Mitchell, S. D., channel 5, expects to go on the air early this year. Studio-transmitter house has almost been completed, and a 5 kw Gates transmitter has been ordered. A 500-foot utility tower is now ready, and will have an RCA antenna. R. V. Eppel is owner, president and general manager. M. A. Johnson will be commercial manager. Network affiliation has not been set, nor has national sales representative been chosen.

**Station Changes**

KXII-TV Ardmore-Sherman-Denison, Okla., channel 12, last month increased power from 11 kw to 214 kw. Tower height was increased to 1,032 feet.

KXLF-TV Butte, Mont., channel 4, resumed operations last month after a 30-day suspension caused by a severe fire at its transmitter base.

**New Representatives**

K-VUE-TV Sacramento, channel 40, which expects to go on the air in the near future, has appointed Gill-Perna, Inc. as national sales representative.

WKJG-TV Fort Wayne, Ind., has appointed the Branham Co. as national sales representative, effective immediately.

WSJV-TV South Bend, Ind., has appointed the Branham Co. as national sales representative, effective immediately.

**TOP MAN**  
on the Totem Pole



Rank	Program	Rating	Station
1.	I've Got a Secret	53.6	WREX-TV
2.	The Millionaire	53.1	WREX-TV
3.	Program X	52.2	Sta. B
4.	Jack Benny	50.2	WREX-TV
5.	G. E. Theater	49.8	WREX-TV
6.	Father Knows Best	49.4	WREX-TV
7.	Gunsmoke	48.8	WREX-TV
8.	Lawrence Welk	46.9	WREX-TV
9.	Danny Thomas	46.5	WREX-TV
10.	Person to Person	46.3	WREX-TV
11.	State Trooper	45.2	WREX-TV
12.	The Lineup	45.2	WREX-TV
13.	Lassie	44.8	WREX-TV
14.	Playhouse 90	44.5	WREX-TV
15.	Red Skelton	44.4	WREX-TV
16.	Program X	44.4	Sta. B
17.	Have Gun, Will Travel	43.5	WREX-TV
18.	Bing Crosby	43.2	WREX-TV
19.	December Bride	42.7	WREX-TV
20.	What's My Line	41.2	WREX-TV
21.	Name That Tune	41.2	WREX-TV
22.	Disney Presents	40.2	WREX-TV
23.	Ed Sullivan	40.2	WREX-TV
24.	U. S. Marshal	39.9	WREX-TV
25.	Pat Boone	39.5	WREX-TV

METROPOLITAN ROCKFORD ARB—  
FEB. 9—MAR. 8, 1959  
Demonstrating AGAIN WREX-TV's Audience Leadership



**STATION NETWORK and PERSONAL REPRESENTATIVE**

*Elisabeth M. Beckjorden*

**KELO-TV, Sioux Falls, S. D.**  
**KROC-TV, Rochester, Minn.**  
**WIMA-TV, Lima, Ohio**  
**WPBN-TV, Traverse City, Mich.**

235 East 46th St., New York 17, N. Y.  
PLaza 5-4262

**6,000,000 eyes  
ears—listen/watch  
Green Bay's  
Channel 5**

And over 160,000 little eyes/ears—listen/watched and wrote in for Channel 5's "Santa Claus Coloring Book." As Soren Munkhof, G.M. said, "The original printing of 5,000 was done over my protest . . . now 40,000 books and several thousand dollars later I'm still protesting. Our remarkable INCREASE in mail response is 'TOO MUCH.' But, we like it and it dramatically proves the effectiveness of Green Bay's quality station."

**TOO MUCH INCREASE**



Another sure proof of the best cost per million  
**wfrv green bay 5**  
highest tower — maximum power.



## YOU CAN'T TOP THIS ARB!

KTRE-TV, Lufkin, Texas, latest ARB reveals a 98.5% share of audience Monday through Sunday.

The Lufkin-Nacogdoches Market is yours completely wrapped up when you buy KTRE-TV—your direct route to 65,000 tv families.

This is a vital market in East Texas.

**KTRE-TV**

Lufkin, Texas  
Channel 9



**RICHMAN LEWIN**

Vice President & General Manager

Represented by

Venard, Rintoul & McConnell, Inc.  
Southwest: Clyde Melville Co., Dallas



Fuller & Smith & Ross, Inc., acquired a fully staffed Los Angeles office as 1960 began in a merger with Stromberger, LaVene, McKenzie in that city. Signers of the agreement in F&S&R's Cleveland office were (seated) Charles M. Skade, senior vice president, administration, F&S&R, and (standing, l. to r.) Don McKenzie, Edward Ruppe and Norval LaVene. Mr. Ruppe is secretary of F&S&R, while Mr. McKenzie and Mr. LaVene are newly elected vice presidents of the merged agency.

### S.S.S. CO.

(Marschalk & Pratt, Atlanta)

The maker of SSS TONIC was reported as currently buying tv, although it continues to use radio as well, setting day and late-night minutes and 20's in top southern markets. Warren Stewart is the buying contact.

### STREITMANN BISCUIT CO.

(Ralph H. Jones Co., Cincinnati)

A number of southern and southeastern markets began schedules the middle of this month for this company's cookies and crackers. Filmed minutes in daytime slots will continue for about 21 weeks. Lyle Allen is the buying contact.

### STUDEBAKER DEALERS' ADV. ASSOCIATION

(D'Arcy Adv. Co., Inc., N. Y.)

Early this month the New York zone of this 17-zone operation bought *Four Just Men* in New York, Syracuse, Albany, Binghamton, Watertown and Plattsburgh, with New Haven also expected to be added. The Denver zone bought *This Week In Sports*, a ¼-hour show, to start Feb. 15 in Albuquerque, Billings, Butte, Casper, Cheyenne, Colorado Springs, Denver, Great Falls, Pueblo, Salt Lake City, Clovis, Grand Junction, Idaho Falls, Twin Falls and Roswell. Presentations to dealers in other zones are being made, with Boston and Philadelphia starting shows Feb. 1, and Washington and San Francisco among other areas to set similar buys soon. Efforts are being made to line up top areas all over the country. Steve Mudge and John Ball are the agency contacts, but local dealers must be sold first.

### SWIFT & CO.

(Dancer-Fitzgerald-Sample, Inc., Chicago)

Although PARD CRUNCHERS dog food

was looking into half-hour program buys in top markets, the account is staying in spot for the time being. About 45 markets are getting five to 25 filmed minutes per week, depending on the market. Barbara Loomis is the timebuyer.

### TAYLOR-REED CORP.

(Hicks & Greist, Inc., N. Y.)

Although there are indications COCOA-MARSH is contemplating a move out to the west coast in the near future, for the immediate present it's staying with its markets elsewhere in the country. The product moves in and out of various top markets—reportedly spending about \$100,000 monthly—for live minutes in kid shows. Mort Reiner is the timebuying contact.



Bozell & Jacobs, Inc., announced the appointment of Clair Gross as a vice president. Mr. Gross heads the tv-radio media department and has been with the agency five years, working previously with various broadcasting stations.

JANUARY 25, 1960

# Television Age

Changing Television Markets: Delaware, D. C., Maryland, Pennsylvania



AMERICA'S 10<sup>th</sup>  
TV MARKET

# WGAL-TV

Channel 8

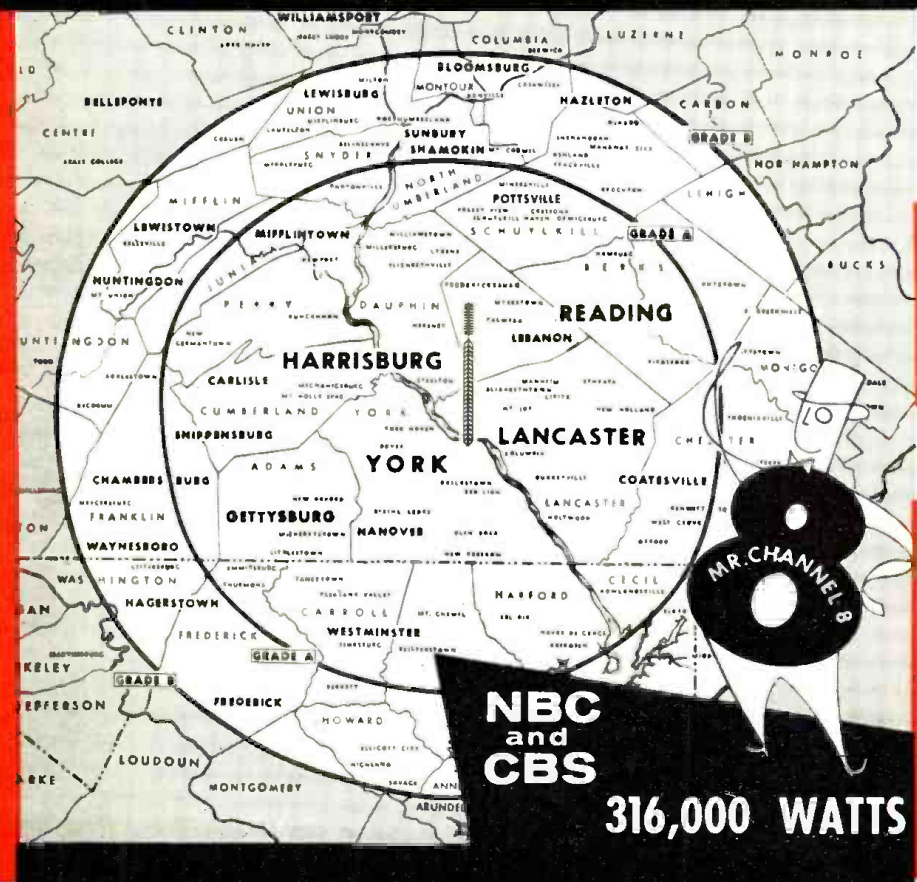
LANCASTER, PA.  
NBC and CBS

946,863 TV households

STEINMAN STATION  
Clair McCollough, Pres.

Representative:

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



# WNEP-TV

## SCRANTON—WILKES-BARRE

*Now—first in Pennsylvania's third largest market with highest quarter-hour ratings.*

*16% more homes reached than the second station.*

*18% more than the third.*

Station Share of Sets-In-Use*	
<b>WNEP-TV</b>	<b>35.4</b>
Station X	29.1
Station Y	26.3
Other	9.2

\*9 AM to 12 Midnight, Sunday through Saturday, Four-Week Summary, ARB, Nov. 1959.

**ABC • CHANNEL 16 • SCRANTON-WILKES-BARRE**

*Represented by*



*The Original Station Representative*



**A TRANSCONTINENT STATION**

WGR-TV, Buffalo, N. Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Pa.  
WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-AM, KFMB-FM, San Diego, Calif. • WROC-FM, Rochester, N. Y.

*One of a series:  
Changing Television Markets*



*Seaboard group offers advertisers one of richest television markets*

**O**NE OF THE richest of America's television markets is along the eastern seaboard below New York and New Jersey and above the Virginias.

Containing, as it does, four of the nation's first 15 cities, its total retail sales come to nearly 10 per cent of the national total.

The states of Maryland, Pennsylvania and Delaware and the District of Columbia offer within their comparatively small total area a population concentration of nearly 16 million people and a diversity of interests, climate and topography which is unusual even in America.

With an area of only 58,036 square miles, less

than that of many single states, this east-central complex offers its population the seashore and the mountains, big cities and rich farmlands. The heavy industries, like steel making and coal mining, contrast with space-age research and atomic and electronic gadget buildings.

With a heavy concentration of 28 powerful television stations and an exceptionally high home ownership of receivers, the market is ideal for television advertisers and, as a result, has a record of high tv billings in nearly every metropolitan area.

Philadelphia, Baltimore, Washington and Pittsburgh all rank within the top 15 cities in

the nation from a population standpoint. There are 13 stations among them, an adequate opportunity for every advertiser to take advantage of the electronic medium's eye-and-ear appeal in selling their products.

The area is an historic one, with deep roots in the nation's beginnings. Delaware was the first of the original 13 states. Pennsylvania was the second, while Maryland was seventh. The District of Columbia, of course, was set up to become the Federal seat of Government, with land taken from the founding states of Virginia and Maryland, and the site of the capital city was chosen by President Washington himself.

### Seat for Capital

That selection was in October 1790. The original landowners were persuaded by the President to sell their land to the government at \$66 an acre. On Sept. 18, 1793, the cornerstone of the north wing of the Capitol was laid by General Washington. By 1799 the Senate wing of the Capitol had been roofed, and the walls of the President's house were up. On June 3, 1800, President John Adams moved to Washington from the temporary capital in Philadelphia.

In 1800 the District, which contains only 69 square miles and the boundaries of which coincide with those of the city of Washington, had a population of 14,093. Fifty years later this number had more than tripled to 51,687, and by 1900 had been multiplied by five to total 278,708. In 1950 the census showed 802,178 people in the District. The present population is estimated at 824,800.

The Washington metropolitan area spreads into the states of Maryland and Virginia and is variously estimated up to a trading area of 10 million. The metropolitan area proper is estimated at over two million.

With its huge Government investment, Washington is considered a depression-proof city. In recent years it has become a center for many national organizations, including scientific and other groups. Smaller industries are active in the metropolitan area, and more than half of the in-

come comes from sources outside of the Government.

Delaware, smallest state next to Rhode Island, took its name from that of the governor of Virginia, Lord de la Warre, who never saw the area. The first temporary settlement was by the Dutch and then by the Swedes, who in 1638 established New Sweden with Ft. Christana, where Wilmington is now located. In 1655 the Swedes were defeated by the Dutch, who in turn surrendered to the British in 1674. William Penn became proprietor in 1682. From 1704 the Delaware counties held a separate assembly in New Castle.

Delaware has a large fishing fleet which takes menhaden, herring and rock as well as oysters, clams, crabs and lobsters. There are thriving farms, with the broiler-chicken industry producing the major income. Wilmington contains over half the

Maryland has a fertile farming area with beautiful rolling fields where fox hunting is a major sport. Known as "horse country," the state is famous for its racing and steeplechases. Chesapeake Bay has many kinds of fish as well as bountiful supplies of oysters, crabs and terrapin.

The state produces tobacco, sweet potatoes, tomatoes, melons and truck vegetables as well as wheat, corn, poultry and livestock. The dairy industry is the largest revenue producer.

Baltimore is an important port and industrial center. Its can industry produces 2½ billion cans yearly. It has the largest steel-making plant in Bethlehem Steel, with plants of American Smelting & Refining, Olin Mathieson Chemical and others.

Maryland and its biggest city, Baltimore, have advanced rapidly the past few years due to new highway and rebuilding programs. Opening of the

### DELAWARE MARKET DATA BY COUNTIES

Counties	Population	Effective Buying Income			Total Retail Sales (\$000)	Food (\$000)	Automotive (\$000)	Drugs (\$000)
		Dollars (\$000)	Per Capita	Per Family				
Kent .....	65.9	117,107	1,777	6,036	83,052	13,203	17,568	1,938
New Castle .....	294.3	707,054	2,402	8,427	425,177	97,878	54,182	14,512
Sussex .....	80.8	131,339	1,625	5,296	105,360	18,874	17,322	2,513

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state's population and is headquarters for E. I. du Pont de Nemours, which represents an investment of more than \$2.2 billion and has 89,000 employees. While Delaware has no television station at present, the area is served by nearby stations in Pennsylvania and Maryland.

Limited by its small area, Delaware's growth has not been as spectacular as some larger states, with 64,000 as early as 1800 and 318,000 in 1950. During the past few years the growth has been particularly rapid, with the present population estimated at 441,000. Buying power is about \$1 billion.

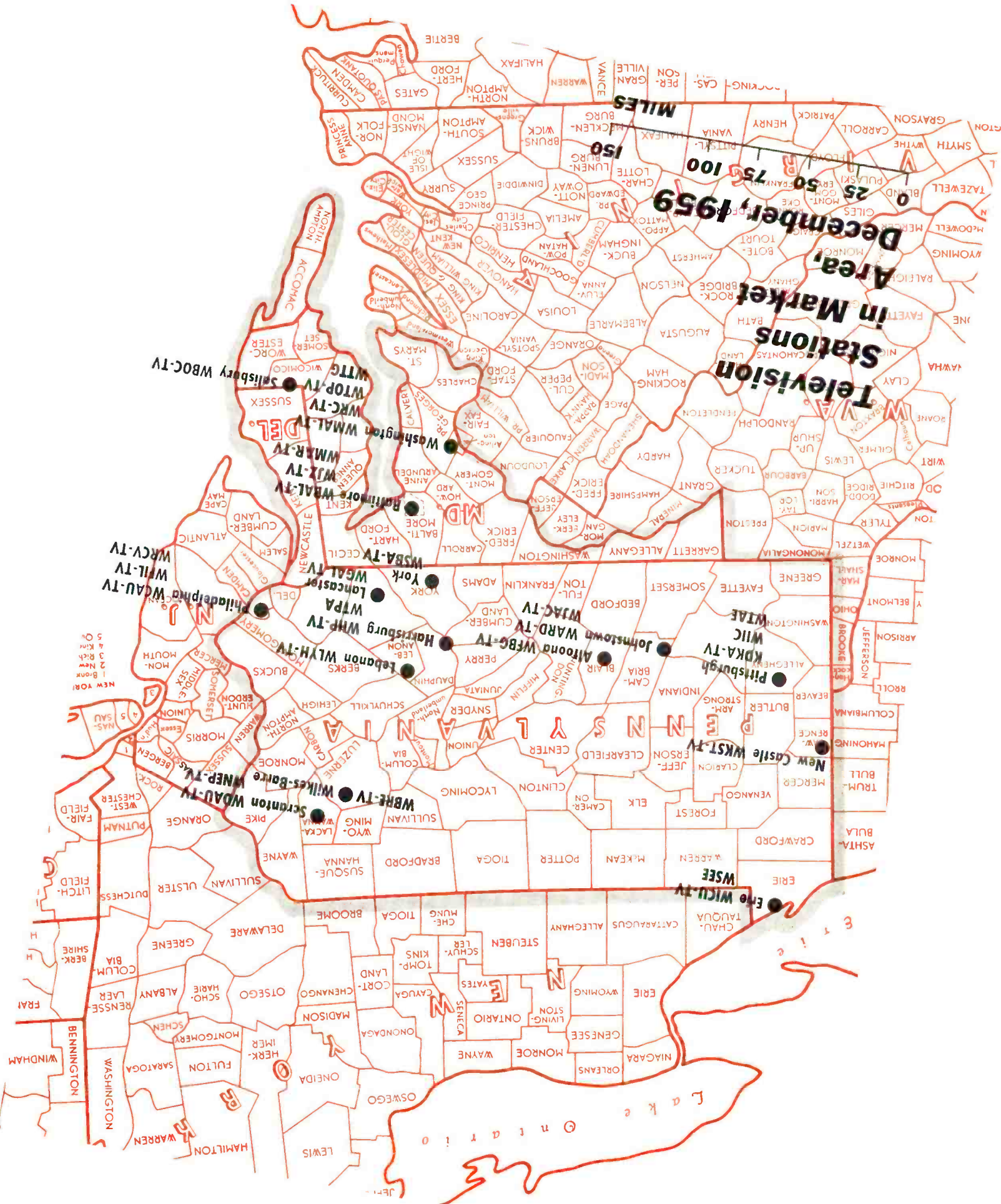
Maryland, first settled in 1634, guaranteed religious freedom in 1649. By 1800 the state had 341,000 people. In 1850 it had grown to 583,000, in 1900 to 1,188,044 and in 1950 to 2,343,001. Present population is estimated at 3,043,900, while estimated buying power is about \$5.5 billion.

Chesapeake Bay Bridge in 1952 linked the Delmarva Peninsula to the mainland. Building of a twin-tube tunnel under the bay has linked U.S. 1 and U.S. 40, major highway between Philadelphia and Washington, and done much to unsnarl both city and cross-country traffic. At present, a huge rebuilding plan is under way in downtown Baltimore and a belt highway around the city is being constructed.

Pennsylvania is one of the great manufacturing and mining states. It produces nearly one-third of the nation's steel, leads the nation in knitted goods and textiles produced from synthetic fibers. Annual bituminous coal output is about 100 billion tons, with anthracite more than 30 billion tons. The state produces coke, petroleum, iron ore, pig iron, steel for rails and structural purposes, lime, cement and slate.

Pennsylvania is rich agriculturally, with important crops of corn, oats,





wheat, cigar leaf tobacco, rye, potatoes, buckwheat, apples, peaches and grapes.

The state was formed from land granted to William Penn by Charles II of England to pay a debt the king owed his father. Penn made a treaty with the Indians and called the land Pennsylvania (Penn's woods) for his father. In 1800 the state had a population of 602,000, which by 1850 had grown to 2,311,876. In 1900 the population had nearly tripled to 6,300,000, and in 1950 the total had reached 10,498,012. Present population is estimated at 11,295,300. Effective buying power of the state is estimated at \$20.3 billion.

Principal cities are Philadelphia and Pittsburgh, with other large cities scattered throughout the state. Philadelphia has the busiest harbor in the Delaware system. In recent years a redevelopment of the downtown area has included many new buildings and parks as well as new thoroughfares and bridges.

### Pittsburgh Center

Pittsburgh is the center of the mining and steel industry. Its anti-smoke campaign and rebuilding of the downtown section since the end of the war has been a model for cities throughout the nation attempting similar projects. Federal, state, municipal and private bodies have cooperated in the successful campaign.

Each of these states has powerful television stations equipped to serve a wide audience area. There are four stations in the District of Columbia, four in Maryland, 20 in Pennsylvania.

Following, in alphabetical order by states and cities, are the television markets included in this important area.

Washington, the nation's capital city, covers an area spreading beyond the District of Columbia into both Maryland and Virginia. While Government is the big business in this bustling complex, industry has its share in the economy as well. Washington is a national center for associations, professional and corporation offices, wholesale distribution and manufacturing and research and development.

Washington estimates its metropolitan marketing area at 10.6 million, the Washington-Baltimore metropolitan area at 3.75 million and the Washington metropolitan area at 2.06 million. The District of Columbia has a population of 824,000.

Washington has four television stations: WMAL-TV, channel 7; WRC-TV, channel 4; WTOP-TV, channel 9, and WTTG, channel 5.

WMAL-TV, 4461 Connecticut Ave., is owned by Evening Star Newspapers. Frederick S. Houwink is general manager, Neal J. Edwards tv sales manager, and H-R Television national representatives. The station went on the air Oct. 3, 1947, and telecasts with 316 kw power. It is an affiliate of ABC-TV. WMAL-TV claims many firsts and many network originations, including its coverage of the Army-McCarthy hearings, which its cameras carried to the nation for 264 hours.

"The Washington area is one of the fastest-growing markets in the nation," Mr. Edwards points out. "The area has increased in population by three times since 1930, a growth rate greater than that of any other metropolitan area among the 10 largest in the United States. This growth pattern is a continuing one, and advertisers are increasingly aware that television is the best medium to reach this expanding market. As a result, WMAL-TV, both locally and nationally, is experiencing the greatest year in its history."

WRC-TV, 4001 Nebraska Ave., is owned by the National Broadcasting Co. Carleton D. Smith is vice president and general manager, and William E. Coyle is director of television sales, advertising and public relations. The station is an NBC-TV affiliate and is represented by NBC spot Sales. It went on the air June 27, 1947, and telecasts with 100 kw power.

"By 1965 the Washington metropolitan area is expected to increase by 352,000 persons, or almost 15 per cent more than the present population of

2,410,000," says Mr. Smith. "The largest single industry is, of course, the Federal Government, which accounts for 45 per cent of the area payroll. It is important to note, however, that in recent years some 115 firms engaged in scientific research have established in the area, adding some 15,000 employes.

"Television," Mr. Smith adds, "will play an important and exciting role in the immediate future of this area. As a sales medium we have grown steadily. The growing number of color sets in use and our corresponding programming in color will enable us to add new vitality and vigor to retail sales."

WTOP-TV, 40th and Brandywine Sts., is owned by the Washington Post Co. The station went on the air Jan. 16, 1949, as the property of General Teleradio with the call letters WOTC-TV. In July 1950 the company was purchased (55%) by the Washington Post and CBS, Inc. Later the Post company bought out the CBS interest.

Philip L. Graham is president of the Washington Post Co., John S. Hayes president of the Washington Post Broadcasting Division; George F. Hartford is vice president and general manager, and Robert A. J. Bordley general sales manager. The station is represented by CBS Television Spot Sales and is a CBS-TV affiliate. Power is 316 kw.

### 10-year Growth

"If the past is prologue to the future," says Mr. Hartford, "it would be well to reflect on the growth of the Washington metropolitan area in the past 10 years. In 1950 the population here was 1,412,300. Today the figure is two million plus, a 38-per-cent increase. Family incomes grew from \$5,421 to \$7,779, an increase of 44 per cent.

"The television industry, too, saw rapid growth in the 10-year span. One fact will illustrate this: in 1949 there were 73,700 television sets in Wash-

### DISTRICT OF COLUMBIA MARKET DATA

Counties	Population	Effective Buying Income Net Dollars (\$000)	Per Capita	Per Family	Total Retail Sales (\$000)	Food (\$000)	Auto-motive (\$000)	Drugs (\$000)
Dist. of Columbia	824,000	1,808,340	2,192	7,472	1,832,143	265,464	203,068	64,476

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## *District of Columbia Agencies Handling Tv*

ington: today there are 324,600. More people spend more time watching television in Washington today than ever before. Having seen some projections on the rate of growth for the population, retail sales, shopping centers, etc., as prepared by conservative statisticians, I predict that the next 10 years will see even greater increases in the rate of growth for the Washington area.

WTTG, 12th and Pennsylvania, was the first tv station in Washington, going on the air May 19, 1945, as W3XWT, an experimental station for DuMont Laboratories. On Nov. 29, 1946, call letters were changed to WTTG, and the station operated as a part of the DuMont Television Network until the latter was dissolved. The station is owned by Metropolitan Broadcasting Co., which includes John W. Kluge, chairman and president (14.35%), and numerous others. John McCardle, is vice president and general manager, Ernie Tannen local sales manager, and Peter Whipple sales traffic manager.

As an independent, WTTG has built up its local and film programming at the same time it has expanded its studio facilities. The station telecasts with 100 kw power and is represented nationally by Peters, Griffin, Woodward.

"Many vital factors have contributed to the present status of the Greater Washington area as one of America's leading markets," says Mr. McCardle. "Some of these factors, such as the growth of suburban areas, are common to most urban centers. But, in addition to this kind of growth, only the nation's capital can boast another unique source of economic development. Through the expansion of governmental functions, the number of people employed in the Greater Washington area by Federal agencies has greatly increased in recent years. And this trend will continue, according to economists, as Government becomes more complex.

"WTTG in recognition of these factors has endeavored to program for its audience. Our daily schedule boasts more live production hours than any other Washington station, plus programs designed to have special appeal

Admasters Adv., 3422 Connecticut Ave.  
 Ads, Inc., 1406 G St., N.W.  
 Advertising Services, 1640 Wisconsin Ave.  
 Allied Business Consultants, 805 East Capitol St.  
 Bozell & Jacobs, 501 Sheraton Bldg.  
 Earle Palmer Brown Assoc., 1523 L St., N.W.  
 Campbell-Ewald Co., 1625 Eye St., N.W.  
 Davis Harrison Simmonds, 817 14th St., N.W.  
 Charles M. de Lozier, 1435 Wisconsin Ave., N.W.  
 R. L. Dombrower Co., Woodward Bldg.  
 Dwyer Assoc., 2025 I St., N.W.  
 Robert J. Enders, 1001 Connecticut Ave., N.W.  
 Epstein Adv., 1737 F St., N.W.  
 Courtland D. Ferguson, National Press Bldg.  
 Fletcher Richards, Calkins & Holden, 1737 DeSales St., N.W.  
 French & Preston, 1625 Eye St., N.W.  
 Robert M. Gamble Jr., 1025 Connecticut Ave.  
 Harwood, Martin Adv., 2519 Connecticut Ave.  
 Paul Lynn Heller, 1111 17th St., N.W.  
 Dave Herman Assoc., 1319 F St., N.W.  
 Hill & Knowlton, 100 16th St., N.W.  
 Ernest S. Johnston, 151 H St., S.E.  
 Kal. Erlich & Merrick Adv., 2141 Wisconsin Ave., N.W.  
 Henry J. Kaufman & Assoc., 1419 H

St., N.W.  
 Koster Adv., 1244 19th St.  
 Kronstadt Adv., 711 14th St., N.W.  
 Kudner Agency, Sheraton Bldg.  
 Larrabee Assoc. Adv., 1215 19th St.  
 Emmanuel Levine Assoc., 1812 N St., N.W.  
 Allan Jack Lewis, Inc., 1028 Connecticut Ave., N.W.  
 Jessc Loeb Adv., Southern Bldg.  
 Harry Arthur Lyles Adv., 1108 Kingswood Drive.  
 J. Gordon Manchester Adv., 1726 Pennsylvania Ave., N.W.  
 Harwood Martin Adv., 2519 Connecticut Ave., N.W.  
 Mellor & Wallace, 942 Washington Bldg.  
 Mobberley & Assoc., 2025 I St., N.W.  
 Moulton Adv., 4912 Quebec St.  
 Wm. D. Murdock Adv., 851 Warner Bldg.  
 S. Gunnar Myrbeck & Co., 1636 Connecticut Ave.  
 Earl C. Noyes Adv., Washington Bldg.  
 Raider Adv., 1200 18th St., N.W.  
 Robertson, Potter Co., 1524 K St.  
 Eller G. Roller & Assoc., 1028 Connecticut Ave.  
 Schaler, Butler & Assoc., 1028 Connecticut Ave.  
 Stamler, Brooks & Soghigian, 200 P St., N.W.  
 J. Walter Thompson Co., 1737 DeSales St., N.W.  
 M. Belmont Ver Standig, 1107 19th St.  
 Wilbur-Cianguio, Beekman & Packard, 1739 Connecticut Ave., N.W.

to both the great number of better-informed adults who live here and the great number of children of all age groups."

Baltimore, historic Maryland port on the Chesapeake, is one of the nation's important industrial centers as well. Its central-seaboard location has stood it in good stead for more than 250 years. Total volume of cargo averages around 46 million net tons a year. Metropolitan Baltimore has some 1,900 manufacturing establishments, and payrolls exceed \$1 billion annually. The two largest industries are the Bethlehem Steel Co.'s Sparrows Point operation and the Martin Co.'s

extensive facilities at Middle River. The Bethlehem plant is the largest steel-producing installation in the world.

Population of the Baltimore metropolitan area is estimated at about 1.7 million, while effective buying income is nearly \$3 billion.

Television stations in the city are WBAL-TV, channel 11; WJZ-TV, channel 13, and WMAR-TV, channel 2.

WBAL-TV, 2610 N. Charles St., is owned by the Hearst Corp. The station went on the air March 11, 1948, and telecasts with 316 kw power. It is an NBC-TV affiliate and is represented nationally by Edward Petry & Co.

Charles B. McCabe is vice president and executive director, D. L. Provost vice president and general manager, Brent O. Gunts station manager, Willis K. Friert sales manager and assistant station manager, and Freeman W. Cardall business manager.

WJZ-TV, Television Hill, is owned by the Westinghouse Broadcasting Co. The station went on the air Nov. 2, 1948, as WAAM, with Ben and Herman Cohen of Baltimore as the majority stockholders. Westinghouse bought the property in August 1957, and the call letters were changed to WJZ-TV. Since then the station has specialized in local and public-service programming. The station is an ABC-TV affiliate.

Donald McGannon is president of WBC, John L. McClay is general manager, and the station is represented nationally by Television Advertising Representatives. WJZ-TV telecasts with 316 kw power.

Enthusiastic about the area, general manager McClay says, "As one of the fastest-growing metropolitan areas in the United States with a consistently

and unusually high percentage of tv set ownership, Baltimore is a prime tv market. Television's coming of age, marked by station editorials and other deep involvements in community affairs, marks the seizure of a great opportunity. It will become more and more true in Baltimore that tv is the basic medium of information, entertainment and community motivation."

WMAR-TV, Sun Square, is owned by the A. S. Abell Co., the same ownership as the Baltimore Sunpapers. The station went on the air Oct. 27, 1947, the second affiliate of the CBS-TV network. It claims a large number of national and state firsts, including being the first television station in the country to deliver a larger audience than any radio station in its home city.

The station telecasts with 100 kw power. It is represented nationally by the Katz Agency. E. K. Jett is vice president and general manager, Donald P. Campbell administrative assistant, and Ernest Lang sales manager.

Mr. Campbell points to Baltimore's growth record with pride. "In the three-year period from 1956 to 1958 Baltimore acquired 59 new plants, and 479 existing plants expanded their capacity," he recalls. "As a seaport, Baltimore is third in U.S. foreign-trade tonnage . . . the plans for rebuilding 22 acres of downtown Baltimore are in a finalizing state . . . growth in population is at the rate of about 35,000 per year." Access roads and throughways to make the devel-

opment of downtown Baltimore a reality are going through on schedule. with the \$120-million harbor tunnel already in use, the \$70-million Jones Falls Expressway now building, and a 35-mile beltway around the city practically completed.

"Television's place in the future of an area where the foregoing is only a scattering of the real facts can hardly be a matter of conjecture." Mr. Campbell sums up. "Our confidence in tv, the greatest medium in the world for entertaining, educating and selling, is best evinced by the completion (August 1959) of our new million-dollar tower and transmitter building. It's the only one of its kind in the world, housing three tv stations on a triangular platform."

Salisbury, biggest city in the Eastern Shore area and trading center for much of the Del.-Md.-Va. peninsula, is in Wicomico County. Surrounded by a predominantly agricultural and vacation area, Salisbury has a population estimated at about 60,000, with 75,000 in the county. Buying income is around \$75 million.

The television station in Salisbury is WBOC-TV, channel 16, located at Radio-TV Park in Salisbury. The station went on the air July 15, 1954. It is owned by Peninsula Broadcasting Co., John W. Downing, president (12.3%); W. Lee Allen, vice president (9.9%); Charles J. Truit, vice president and general manager (2.5%); I. L. Benjamin, treasurer (11.6%), and others.

The station telecasts with 15.5 kw



THE BALTIMORE TELEVISION AUDIENCE SURVEY PERIOD:

OCTOBER 25-NOVEMBER 21, 1959  
MAJOR WEEK: NOVEMBER 8-14

ARB, NOV. '59 Station Audience Circulation

	WMAR-TV	Station A	Station B
	805,100	688,800	726,500
••	536,500	464,100	469,800

\*TV Home Potential . . . All TV-owning families which report "able to receive picture clear enough for viewing."

\*\*Net Weekly Circulation . . . number of TV families reached at least once during the week.

**WMAR-TV, CHANNEL 2**  
SUNPAPERS TELEVISION  
BALTIMORE 3, MARYLAND  
CONTACT YOUR KATZ REP. TODAY

MARYLAND MARKET DATA BY COUNTIES

Counties	Population	Effective Buying Income			Total Retail Sales (\$000)	Food (\$000)	Automotive (\$000)	Drugs (\$000)
		Net Dollars (\$000)	Per Capita	Per Family				
Allegany	95.0	137,351	1,446	5,050	104,484	31,157	14,511	3,164
Anne Arundel	186.2	304,189	1,634	6,486	159,234	36,496	18,954	6,299
Baltimore	1,440.4	2,660,326	1,847	6,462	1,640,698	403,082	216,400	71,400
Calvert	15.1	17,629	1,167	4,897	10,792	2,444	1,713	35
Caroline	19.2	26,329	1,371	4,702	19,451	4,584	6,087	523
Carroll	56.1	75,721	1,350	5,295	45,832	10,374	8,339	1,064
Cecil	46.1	64,848	1,407	5,496	38,253	8,089	7,050	550
Charles	30.8	39,145	1,271	5,513	29,659	8,723	4,360	617
Dorchester	28.8	38,516	1,337	4,697	28,177	7,702	6,345	194
Frederick	69.3	103,031	1,487	5,600	79,118	18,158	12,450	1,837
Howard	19.2	21,957	1,144	4,672	19,451	4,584	6,087	523
Hartford	70.2	116,091	1,654	6,309	70,021	17,653	14,498	2,179
Howard	30.4	45,019	1,481	5,847	24,033	3,411	7,182	682
Kent	15.6	22,692	1,455	5,157	18,079	4,252	3,150	326
Montgomery	310.1	785,331	2,533	9,068	347,897	96,069	60,044	14,039
Prince Georges	352.3	681,443	1,934	7,304	320,587	119,913	55,898	16,115
Queen Annes	15.1	18,716	1,239	4,353	12,322	2,738	562	265
St. Marys	40.5	59,423	1,467	6,830	25,993	6,678	3,217	320
Somerset	20.0	25,457	1,273	4,466	16,881	5,419	1,659	456
Talbot	20.2	29,263	1,449	4,797	34,272	6,862	4,938	1,256
Washington	89.1	144,585	1,623	5,692	127,753	29,041	23,658	3,614
Wicomico	48.7	77,499	1,591	5,345	73,873	15,335	13,519	1,930
Worcester	23.5	32,910	1,291	4,447	40,093	7,318	8,170	1,053

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## *Maryland Advertising Agencies Handling Tv Accounts*

### **Baltimore**

Alexander Adv., 6000 Baltimore National Pike  
 Alfred Adv., 2213 St. Paul St.  
 Applestein, Levinstein & Colnick Adv., 342 North Charles St.  
 Arion Co., 616 Lake Drive.  
 George Avis Adv., 2104 North Charles St.  
 Flo Ayres Adv., 121½ West Read St.  
 Azrael Adv., 913 North Charles St.  
 Birnbaum-Wolff & Co., 1010 Mondawmin Concourse.  
 Bozell & Jacobs, 2110 North Charles St.  
 Bralms-Gerber Adv., 416 East 25th St.  
 Brave & Robinson Adv., 339 East 25th St.  
 H. W. Buddemeier Co., 916 North Charles St.  
 Stanley L. Cahn Co., 1 East 24th St.  
 Cahn, Miller & Strouse, 510 St. Paul Place.  
 Clinton D. Carr & Co., 2505 North Charles St.  
 Maurice Chessler Co., 608 Keyser Bldg.  
 Colley Associates, 18 W. Lexington St.  
 W. B. Doner & Co., 2225 North Charles St.  
 Eastern Adv., 428 South Highland Ave.  
 Horace J. Elias Adv., 6307 Western Run Drive.  
 Ralph Elsmo & Assoc., 2502 North Calvert St.  
 Emery Adv. Corp., 1201 St. Paul St.  
 Foster & Green, 16 East Chase St.  
 Gabriel Adv., 1900 Maryland Ave.  
 Richard M. Galvin Assoc., 317 East 25th St.

I. A. Goldman & Co., 10 E. Fayette St.  
 Robert Goodman Adv., 12 West Read St.  
 Edward Hanrahan Co., 913 Morton St.  
 Harrison-Pitt, 202 East 25th St.  
 Wm. A. Hatch, 817 North Charles St.  
 Hobbin Assoc., 308 Old Town Bank Bldg.  
 Carroll Jones Adv., 648 West Lexington St.  
 Kapplin & Holen Adv., 411 East 25th St.  
 Frank Katz Adv., 817 St. Paul St.  
 Joseph Katz Co., Standard Oil Bldg.  
 Marx Kaufman Adv., 111 North Charles St.  
 Keary Adv., 1927 St. Paul St.  
 Kuff & Feldstein, 233 East 25th St.  
 David Lampe Adv., 2421 Maryland Ave.  
 C. Telfair Leimbach Jr., 3120 St. Paul St.  
 S. A. Levyne Adv., 343 St. Paul St.  
 Mahool Adv., 914 North Charles St.  
 Moses Adv., Munsey Bldg.  
 Bernard Nachlas Adv., 1010 Mondawmin Concourse.  
 Newhoff-Blumberg Adv., 529 North Charles St.  
 Nyburg Adv., 914 North Charles St.  
 Harry J. Patz Co., 16 West Madison St.  
 Ralph Powers Adv., 4006 Annelan Rd.  
 Edward Prager Adv., 1001 North Calvert St.  
 Rieger & Wollman Adv., 169 St. Paul St.  
 Robbins Adv., 2441 North Calvert St.

Rogers & Collins, 2317 Maryland Ave.  
 Roman Adv., 810 North Calvert St.  
 Rosenbush Adv., 100 North Eutaw St.  
 S&W Adv., 211 West Franklin St.  
 Gilbert Sandler Adv., 338 East 25th St.  
 Schnitker Adv., 317 East 25th St.  
 Schecter & Levin Adv., Old Town Bank Bldg.  
 Paul Silver Adv., 106 Old Town Bank Bldg.  
 Mrs. Naomi Duff Smith, 12 West Read St.  
 Speed & Co., 204 North Liberty St.  
 Strakes Adv., 2938 Greenmount Ave.  
 Ray Thompson & Assoc., 5344 Reisterstown Rd.  
 Peter Torrieri Adv., 2120 Maryland Ave.  
 Trivas-Mitchell Adv., 523 North Charles St.  
 VanSant, Dugdale & Co., 15 East Fayette St.  
 Paul Venze Assoc., Charles & 25th St.  
 Louise Waite Adv., 21 East Centre St.  
 Waltjen Assoc., 2103 North Charles St.  
 Welch, Mirabile & Co., 13 West 25th St.  
 Joseph A. Wilner Co., 130 West Hamilton St.  
**Brooklandville**  
 George Ross Adv., Falls Rd.  
**Silver Spring**  
 Kopeland Assoc., 8505 Dixon Ave.  
**Towson**  
 Paul Brown Adv., Reckord Bldg.  
 Franz Adv., Box 6822.  
 Ogden Adv., 412 Delaware Ave.

visual power and carries both ABC-TV and CBS-TV programs. It is represented by Headley-Reed Tv.

"WBOC-TV is the only station serving the market, and unquestionably its impact upon the populace is tremendous," says Mr. Downing. "We feel that the station has contributed at least its normal share to the continued growth of the Salisbury retail trade by attracting more customers from within its 42-mile primary trade radius."

Altoona is a thriving industrial and

trading center in the heart of the Pennsylvania coal-mining and steel-producing area. Population of the metropolitan area is estimated at more than 135,000, with buying income around \$210 million.

Television station in Altoona is WFBC-TV, channel 10, located in Commerce Park. It is owned by Triangle Publications, Inc., Radio & Television Division, which also operates WFIL-TV-AM-FM Philadelphia, WLYH-TV Lebanon, WNBF-TV-AM-FM Binghamton, N. Y., WNHC-TV-AM-FM New Haven

and KFRE-TV Fresno. Walter H. Anenberg is president, and Roger W. Clipp vice president for the Radio & Television Division.

WFBC-TV went on the air March 1, 1953, as a property of the Walter F. Gable Co. and was purchased on Feb. 20, 1956, by its present owners. The station operates with 316 kw. It carries CBS-TV and ABC-TV programs, with Frank Palmer as general manager, and Robert Miller as sales manager. John M. Snyder is station manager. WFBC-TV is represented na-

# Source Book of TV Success Stories Volume Two

Over 400 case histories from every size market, demonstrating tv's ability to sell!

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Manufacturers

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Electrical Appliances

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Department Stores

Restaurants and  
Cafeterias

Moving and Storage

Television and  
Radio Receivers

**ONLY \$3.00 PER COPY**

## Television Age

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

tionally by Blair Tv. In 1958 the station moved to its new facilities in Commerce Park.

Speaking of the future of the area, Mr. Palmer affirms a strong faith in its prospects: "We are making ourselves active partners in that future by attempting in every way to improve our broadcast facilities and to advance the public interest."

Erie, Pennsylvania's lake port, is a busy shipping center which promises to be even busier with the advent of the St. Lawrence Seaway.

The Erie metropolitan area includes a population of about 240,000, and its recent growth has been rapid. Effective buying power is estimated at \$444 million.

Television stations in Erie are WICU-TV, channel 12, located at 3514 State St. and WSEE, channel 35, 1220 Peach St. A pioneer station, WICU-TV went on the air March 15, 1949. Ownership is by Edward Lamp, president-treasurer, and members of his family.

WICU-TV telecasts with 136 kw power. It carries both NBC-TV and ABC-TV programs. Ben McLaughlin is vice president and general manager, and Robert Lunquist sales manager. Blair Tv Associates represent the station in the United States, and Andy McDermott in Canada.

Both Mr. Lamb and his executives have great faith in the future of the area. "With a strong stand editorially," Mr. McLaughlin points out, "WICU-TV has become a force for good in the Tri-State area. We must take our place as the leader for betterment of the communities we serve."

WSEE is owned by Great Lakes Television, with Jacob A. Young, chairman (11.6%); George J. Mead, vice president (16.6%); A. R. Minadeo, vice president (15.3%); John J. Mead Jr. (13%), and a number of smaller stockholders. The station went on the air April 25, 1954, and operates with 137.5 kw power. It carries CBS-TV and ABC-TV programs. Donald Boyce is station manager. It is represented nationally by Young Television Corp.

Harrisburg, capital of Pennsylvania, has an ideally diversified economy. Roughly one-quarter of its pay-

rolls come from industry, one-quarter from Government workers, one-quarter from railroad, transportation and service, and the remaining quarter from other sources. The only central city in a metropolitan area which includes Cumberland and Dauphin counties, it is a trading center for a much larger area. Harrisburg's metropolitan area has a population of around 340,000 and effective buying income of over \$600 million. There are two television stations: WHP-TV, channel 55, and WTPA, channel 27.

WHP-TV, located at 216 Locust St., is owned by Telegraph Press (69.6%); E. J. Stackpole, president-treasurer (2.13%), and others. The station went on the air April 1, 1953, with 228 kw. Power was increased in 1957 to 1,000 kw.

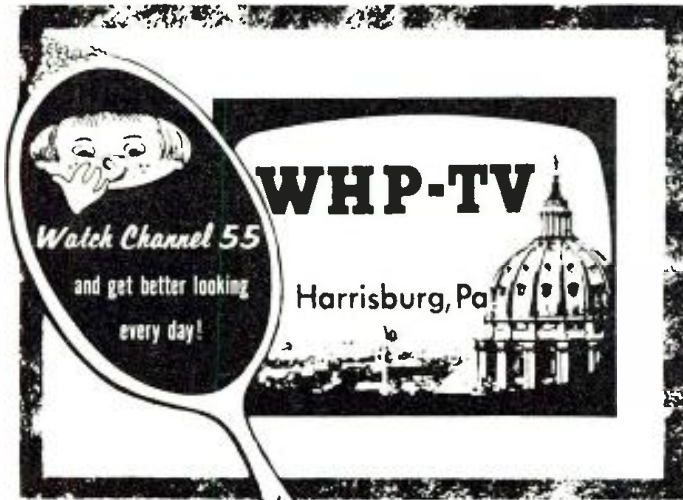
Cecil M. Sansbury is general manager. George Gottschalk sales and promotion manager, and the station is represented nationally by the Bolling Co. WHP-TV is a CBS-TV affiliate carrying some NBC-TV programs.

## Perfect Location

Mr. Sansbury feels the area is ideally situated. "The tomorrow of the Greater Harrisburg area holds great promise," he says. "With a sound, expanding economy, based on diversified industry, tremendous wholesale distribution activities, permanent military installations, agriculture as practiced by the Pennsylvania Dutch; plus the natural advantages coming from being the center of commonwealth government, Harrisburg will continue to expand, to prosper. Television's role will become increasingly important because it is the only medium in mass communications capable of tying together as a single market all of the smaller communities which make up the Greater Harrisburg area. Most of these smaller communities have successful radio stations, and many have daily newspapers, but they look to larger adjacent cities for part, if not all, of their television programming. Harrisburg, being the hub of the "Heart of Pennsylvania" historically as well as economically will lead the way."

WTPA, 3235 Hoffman St., is owned by the *Patriot News*, a Newhouse

Not one service, but three - with the same acceptance, the same **IMAGE CREATED** by years of Integrity, Quality, Service



**TV - 1953**

1,000,000 Watts  
CBS—NBC



**Radio-1924**

5000 Watts  
CBS



**FM - 1946**

1.55 KW  
"The Golden Sound"

newspaper. The station went on the air June 20, 1953, on channel 71. In June 1957 the channel was changed to 27, and in August power was increased to 500 kw. In March 1958 this was again increased to 1,000 kw.

WTPA's general manager is Donald D. Wear, and Allen P. Solada is sales manager. The station is represented nationally by Harrington, Righter & Parsons. It carries ABC-TV and NBC-TV programs.

The station is proud of its record of public service and claims the distinction of being the only station in the nation which has been awarded a resolution of commendation for this service by the general assembly.

Mr. Wear says: "with an enviable record of community accomplishments, WTPA looks forward to playing an even greater role in the expanding affairs of life in central Pennsylvania. The metropolitan Harrisburg area, the heart of distribution, with the highest per-capita income in Pennsylvania, and its burgeoning industrial and economic life, will be a constant challenge to provide not only top-flight entertainment but also educational and informational programs of a top rank. This region is growing more rapidly than any other area in the Keystone State. WTPA intends to keep pace."

Johnstown, steel-manufacturing center, is located in a rich mining area. New industry has been increasing here, as in many other Pennsylvania cities. Several manufacturers in the needle trades make their headquarters here, including the Bali Bra Mfg. Co., Bestform Foundations and the Cay Artley dress-manufacturing company. Population of the Johnstown metropolitan area is just under 300,000, with buying income of about \$410 million. The city has two television stations, WARD-TV, channel 56, and WJAC-TV, channel 6.

WARD-TV, in the Porch Building, is owned by Walter M. Thomas, president-treasurer (17.24%); Dr. George D. Gartland, vice president (17.24%); Margaret E. Gartland (51.72%); Clarence B. Hammerle (6.89%), and George D. Gartland Sr. (6.89%). The station went on the air Oct. 15, 1953.

William D. Confer is manager, and the station is represented nationally

by Weed Television Corp. and carries CBS-TV and ABC-TV programs. It operates with 178 kw maximum power.

WJAC-TV, 329 Main St., is owned by the Johnstown Tribune Publishing Co. Walter W. Krebs is president, Alvin D. Schrott executive vice president and general manager, and John H. Hepburn sales manager. The station is represented nationally by Harrington, Righter & Parsons. NBC-TV and ABC-TV programs are carried.

WJAC-TV went on the air Sept. 15, 1949. It operates with 70.8 kw power. The station was the first in America to be fully converted to network color programming and added a live color camera in May 1955.

### *Future Bright*

Speaking of the area, Mr. Hepburn points out that the station covers western Pennsylvania. "This area," he says, "is recognized for its industrial expansions and agricultural advancements. It is our opinion the industrial future will go only forward, thus taking agriculture by the hand. Television's effect on a busy and populated area has been good. So with this prosperous and advancing area, we are very proud to be a factor in setting the pace. Television viewers are the best-informed people in the world on current events, the newest in styles, the most advanced mechanical achievements and competitive prices, and they enjoy the best entertainment. It is my opinion the future of our area is good . . . television's place in this future is great."

Lancaster, in the heart of the Pennsylvania Dutch country, is a rich farming area in the southeast part of the state. Lancaster County is considered the richest agricultural community in Pennsylvania, with crops and livestock values totaling over \$122 million in 1958.

Population of the Lancaster metropolitan area is estimated at 243,000, while buying income is placed at nearly \$500 million.

Television station in Lancaster is WGAL-TV, channel 8, 8 West King St. The station is owned by the Steinman brothers, who publish the *Lancaster New Era* and *Intelligencer-Journal*.

Clair R. McCollough is president and general manager, with J. Robert Gulick assistant general manager in charge of sales, and Harold E. Miller station manager. The station is represented nationally by the Meeker Co. WGAL-TV went on the air March 18, 1949, and telecasts with 316 kw power.

"WGAL-TV, one of America's pioneer television stations, is experiencing audience success through balanced network and local programming, plus special emphasis on regional news service, educational, religious and cultural programs," says Mr. McCollough.

"Television in the WGAL-TV marketing area is not limited by outdated market concepts which use city boundary lines and so-called standard metropolitan area definitions. The area is a composite of many separate civic units which are reached effectively by the station and used profitably by national and regional advertisers. Advertisers and timebuyers alike recognize the tv facility as a modern, efficient sales vehicle reaching nearly one million television homes which enables them to market products profitably at the lowest cost per thousand of any of today's mass communication mediums."

In central Pennsylvania Lebanon is an important marketing and industrial center with a high income and employment level. The metropolitan area has a population estimated at 95,000, while income is around \$145 million annually.

Television station in Lebanon is WLYH-TV, channel 15, located at Television Hill. The station is owned by Triangle Publications (see WFBC-TV Altoona), which bought the facility in 1957 and returned it to the air under the present call letters. As WLBR-TV, the station first began telecasting in October 1953 as the property of Lebanon Television Corp., but it went off the air during the following year.

WLYH-TV operates under authorized power of 130 kw and is an ABC-TV affiliate. Joe Zimmerman is general manager, and the station is represented nationally by Blair Television Associates.

"The counties at the hub of the cen-



tral Pennsylvania area rank at the top among Pennsylvania counties in spendable income with an average of more than \$2,000 per individual," Mr. Zimmerman points out. "Similarly, the jobless figure for these counties is among the lowest in the state. There is every indication that the future of the area will be prosperous and progressive, with television playing a leading part in the distribution of goods to a populace with a continually increasing ability to spend."

New Castle, near the Ohio boundary north of Pittsburgh and just across the state line from Youngstown, is becoming more important as a metropolitan area. Population is estimated at 106,000, with effective buying power of \$190 million.

Television station in New Castle is WKST-TV, channel 33, with studios in both New Castle and Youngstown. The station went on the air April 4, 1953, as a New Castle outlet but left the air in January 1955 pending an FCC action on petition to move its transmitter to Youngstown, where it is now located. Telecasting was resumed in October 1957 and has continued since.

S. W. Townsend is president and general manager of the station, and Robert C. Harnack is sales manager. The station transmits ABC-TV programs with authorized power of 209 kw. Weed Television is national representative.

Philadelphia, one of the great cities of the nation, has a current population estimated at 2.2 million and a metropolitan area population of 4.5 million. An important part of the eastern complex of major metropolitan areas, its industries include electrical machinery, chemicals, petroleum refining, textiles and apparel, printing and publishing and transportation equipment.

Citizens of Greater Philadelphia are said to enjoy a purchasing power which is 19 per cent greater than for the nation as a whole. With the emphasis on employment in the metal trades growing, earnings of workers are increasing yearly.

Pennsylvania's biggest city has three television stations: WCAU-TV, channel 10; WFIL-TV, channel 6, and

WRCV-TV, channel 3.

WCAU-TV, City and Monument Aves., is a CBS-TV owned-and-operated outlet; in fact, the station was the first affiliate of the network.

In 1939 the Levy brothers, owners of WCAU, had applied to the FCC for a tv construction permit. When the Levys sold the radio property in 1946 to the *Philadelphia Record* the television application went with it and again when the *Philadelphia Bulletin* purchased the *Record* in 1947. WCAU-TV's first test pattern was transmitted March 1, 1948, and regular schedules began May 23, 1948. CBS purchased the properties Sept. 1, 1958.

WCAU-TV telecasts with 316 kw power from an antenna 979 feet above the ground. John A. Schneider is vice

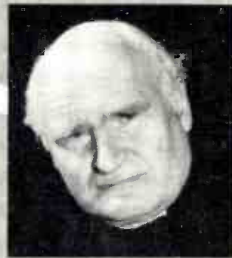
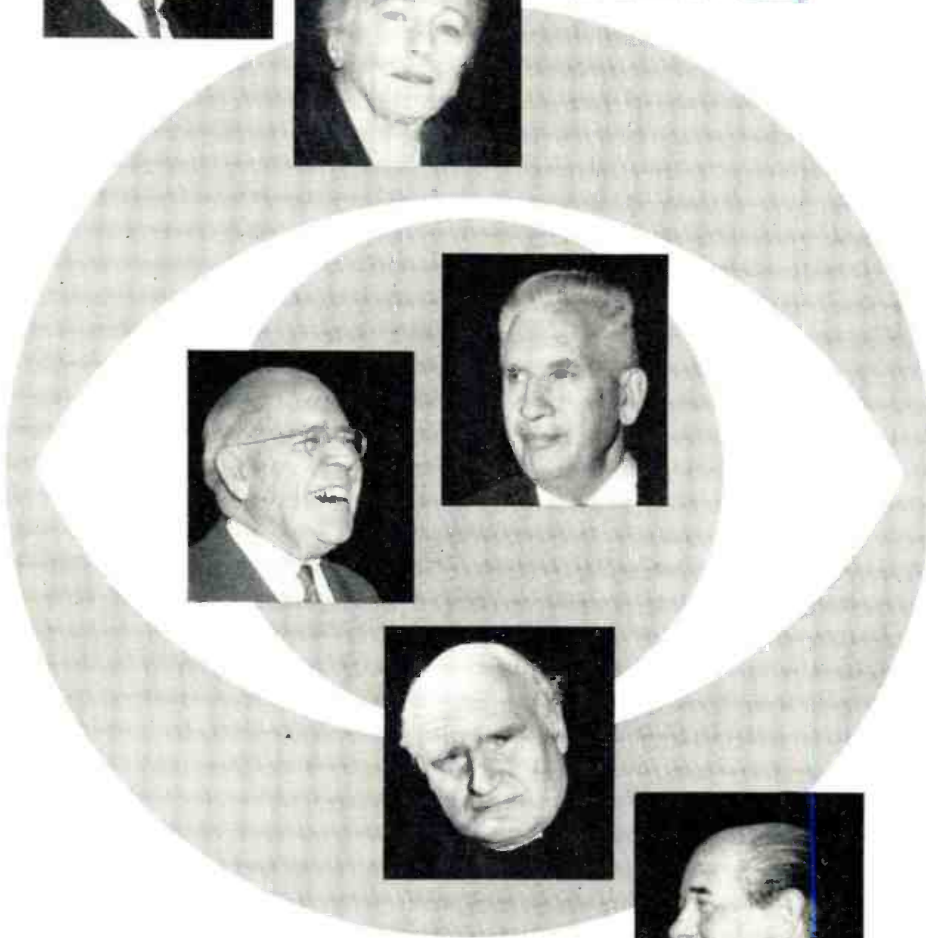
president and general manager, James E. Conley general sales manager, and Robert N. Pryor director of promotion and information services. It is represented by CBS Television Spot Sales.

"The Philadelphia television market continues to be a market on the move," Mr. Schneider points out. "Using 1952 as a base, we find some very interesting statistics on its health, growth and prosperity. In 1952 there were 1,671,900 homes and 1,125,000 tv homes in the channel 10 market. As of September 1959 there were 2,041,100 homes and 1,896,700 tv homes in this 29-county market in four states—13 per cent more tv homes today than there were total homes seven years ago.

### PENNSYLVANIA MARKET DATA BY COUNTIES

Counties	Population	Effective Buying Income Net Dollars (\$000)	Per Capita	Per Family	Total Retail Sales (\$000)	Food (\$000)	Auto-motive (\$000)	Drugs (\$000)
Adams	35.9	67,834	1,478	5,341	45,416	8,984	9,693	1,164
Allegheny	1,647.7	3,193,363	1,938	6,699	2,021,207	588,333	306,534	70,777
Armstrong	78.8	120,417	1,528	5,376	63,622	18,750	11,436	1,698
Beaver	203.6	374,475	1,839	6,558	201,339	59,163	35,323	6,130
Bedford	38.6	47,510	1,231	4,440	51,794	9,583	9,673	617
Berks	271.7	529,320	1,948	6,539	301,688	80,404	52,700	6,802
Blair	136.5	209,880	1,538	5,247	138,094	40,371	24,434	3,467
Bradford	31.9	78,550	1,513	5,101	51,295	12,341	13,147	1,109
Bucks	289.2	545,651	1,887	6,389	280,605	76,383	51,190	7,474
Butler	100.0	156,873	1,569	5,623	109,431	26,150	21,474	2,756
Cambria	213.0	311,771	1,464	5,479	201,468	54,016	33,540	3,977
Cameron	7.0	12,292	1,756	6,469	9,278	2,659	1,354	177
Carlisle	52.7	81,223	1,511	5,451	44,846	14,242	8,515	926
Centre	65.7	104,547	1,591	6,336	62,927	16,432	11,435	2,135
Chester	199.6	369,235	1,850	7,060	210,439	50,403	37,192	6,123
Clarion	36.8	49,162	1,336	4,820	33,003	8,348	9,401	709
Clearfield	78.1	107,301	1,374	4,877	71,073	19,612	12,662	1,545
Clinton	38.1	57,622	1,512	5,335	34,702	10,263	6,383	839
Columbia	51.9	77,667	1,496	5,043	50,654	15,281	8,718	1,506
Crawford	78.9	130,331	1,652	5,618	78,092	20,388	14,385	1,575
Cumberland	114.0	206,047	1,807	6,188	117,710	30,864	25,323	3,123
Dauphin	222.7	414,007	1,859	6,226	282,420	56,662	52,599	9,854
Delaware	542.7	1,211,423	2,232	7,856	532,190	162,827	85,966	19,406
Elk	31.3	53,646	1,564	5,707	36,012	13,404	6,185	1,010
Erie	239.0	444,040	1,858	6,389	269,045	69,089	51,462	7,067
Fayette	180.2	256,249	1,422	5,135	145,071	43,559	20,615	4,206
Forest	4.2	4,991	1,188	4,537	4,192	875	1,445	73
Franklin	77.8	116,102	1,492	5,230	98,671	21,442	22,512	2,313
Fulton	9.4	10,414	1,108	4,166	9,526	1,552	1,300	77
Greene	44.1	63,223	1,434	5,269	26,706	7,296	5,608	636
Huntingdon	39.0	51,310	1,316	4,751	29,068	8,608	5,349	525
Indiana	73.2	102,914	1,406	5,095	59,767	16,868	11,319	1,370
Jefferson	46.2	65,591	1,420	4,859	42,506	12,685	9,266	943
Junata	14.3	18,383	1,286	4,596	11,454	2,229	3,254	61
Lackawanna	251.4	387,184	1,540	5,340	241,690	70,385	34,226	6,320
Lancaster	243.4	486,552	1,999	6,971	296,338	64,914	55,231	6,407
Lawrence	106.5	189,522	1,780	6,133	106,372	31,586	17,176	2,996
Lebanon	84.7	141,417	1,670	5,796	101,120	24,813	26,027	1,941
Lehigh	205.2	389,977	1,900	6,576	288,121	61,693	43,701	6,921
Luzerne	367.4	556,601	1,515	5,399	331,510	97,012	50,614	7,484
Lycoming	103.5	171,033	1,652	5,464	103,303	27,107	18,111	2,451
McKean	52.3	90,044	1,722	5,663	52,655	15,777	10,940	1,846
Mercer	117.4	217,140	1,850	6,482	128,887	35,598	25,013	3,715
Mifflin	40.7	59,293	1,457	5,111	37,940	9,792	6,613	1,211
Monroe	34.9	59,981	1,719	5,823	45,552	11,026	7,161	1,202
Montgomery	482.9	1,089,735	2,257	8,169	589,472	154,132	109,442	18,927
Montour	15.9	17,890	1,125	5,111	11,749	3,551	2,973	377
Northampton	189.7	350,255	1,846	6,462	216,077	62,858	30,505	6,797
Northumberland	109.2	156,415	1,432	4,919	103,915	28,696	17,582	3,282
Perry	22.9	33,056	1,443	5,086	18,784	5,523	3,219	473
Philadelphia	2,207.2	4,257,967	1,929	6,592	2,721,322	627,734	337,054	85,115
Pike	8.8	13,413	1,528	4,481	8,083	1,600	620	81
Potter	15.3	21,659	1,416	4,813	15,657	3,361	4,000	300
Schuylkill	188.0	272,236	1,448	5,127	153,604	44,921	28,099	3,796
Snyder	22.3	28,013	1,256	4,669	22,966	4,767	5,158	310
Somerset	76.9	99,998	1,300	4,717	60,026	15,857	11,356	1,313
Sullivan	5.4	6,679	1,237	4,453	3,632	1,399	98	24
Susquehanna	29.2	40,695	1,394	5,024	26,562	9,373	4,540	410
Tioga	35.3	50,567	1,432	4,862	30,840	7,182	6,580	723
Union	24.6	33,295	1,353	5,643	18,865	5,350	4,058	396
Venango	65.4	91,235	1,395	4,905	56,098	18,109	8,253	1,466
Warren	42.2	64,602	1,531	5,384	56,032	10,350	6,514	1,028
Washington	222.1	358,245	1,620	5,668	213,198	62,846	40,180	5,275
Wayne	25.3	34,814	1,376	4,903	23,531	6,348	3,591	541
Westmoreland	337.6	533,752	1,581	5,618	311,164	96,457	53,205	8,257
Wyoming	15.9	22,278	1,401	4,843	19,741	4,351	3,889	470
York	220.0	388,148	1,764	5,890	259,754	55,858	46,606	4,871

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# ***In the public eye***

You see practically *everybody* who is *anybody* on Philadelphia's Channel 10. Within the past year, CBS Owned WCAU-TV has introduced Philadelphians to some of the most famous, most brilliant figures of our time. Clement Attlee, Pearl Buck, the Archbishop of York, Henry Cabot Lodge, Dean Acheson, Eugene Ormandy (not to mention Pennsylvania's Governor David L. Lawrence and Philadelphia's Mayor Richardson Dilworth) – these are just a few of the “whos who” that have discussed what's what in world affairs, politics, religion and the arts on such *locally-produced* community service programs as “Eye on Philadelphia,” “Caucus” and “Crisis in Education.”

That these important people chose to appear on WCAU-TV is tribute to the station's unique stature in the community. In truth, Philadelphians looking for the best of everything – information and entertainment – keep their eye on **WCAU-TV**

*Pictured at left, reading down: Dean Acheson; Sam Levenson; Ambassador Henry Cabot Lodge; Pearl Buck; Senator Paul Douglas; Governor David L. Lawrence; Archbishop of York: The Most Rev. and Rt. Hon. A. M. Ramsey; Eugene Ormandy; Mayor Richardson Dilworth; Lord Attlee.*

"While the total number of homes has increased 22 per cent, which is a sizable increase, the total tv homes have increased 69 per cent. The effective buying income, or spendable income, has increased 41 per cent. We cannot help believing that that the advent of television as the major advertising medium, as evidenced by the increase in television homes, has played an extremely vital role in increasing the buying power 41 per cent over the last seven years. Families spend more and buy more than they did seven years ago."

WFIL-TV, 46th and Market, is the key station of the Radio & Television Division of Triangle Publications (see WFBC-TV Altoona). It went on the air Sept. 13, 1947, and on that date began the nation's first daily local tv newsreel.

Roger W. Clipp is general manager, George A. Koehler station manager, and Kenneth W. Stowman sales manager. The station is represented by Blair-Tv. It telecasts with 74 kw power from an antenna 1,111 feet above the ground.

"The area covered by WFIL-TV, the nation's third largest market, is one of the world's most dynamic industrial complexes," Mr. Koehler points out. "Philadelphia's port and international airport, along with rail transportation and modern high-speed turnpike systems, contribute to the steady growth in new business and industry. Philadelphia's television stations have been participating in that growth from the very beginning."

WRCV-TV, 1619 Walnut St., has been owned by the National Broadcasting Co. since Jan. 22, 1956. Its present call letters were adopted on Feb. 13 of that year as a tribute to RCA Victor and its parent company, RCA, one of the pioneer electronics giants, whose home is in the Philadelphia area.

Second oldest tv station in the nation, WRCV-TV began operations as experimental station W3XE in June 1932 under the ownership of the Philco Corp. It was the first station in Philadelphia to begin commercial operations, being one of five licenses granted in September 1941, when it began operation as WPTZ. In 1953 it

was bought by Westinghouse Broadcasting Co., which sold it to NBC in 1956. The station has a great list of firsts for television and has been the origination point for many network programs.

One of the original NBC-TV affiliates, WRCV-TV telecasts with 100 kw power from an antenna 1,110 feet above ground. Raymond W. Welpott is vice president and general manager, and Ted Walworth sales director. The station is represented by NBC Spot Sales.

### **Expanding Future**

"The Philadelphia area's future is one of constant increase and expansion," says Mr. Welpott. "Population, income, industrial and retail growth is showing a progressive upward movement. By 1970 it is predicted that the Philadelphia market area will have a population of over six million.

"Television should become the leading advertising medium of this area, because of its overwhelming coverage. I firmly believe that the next decade will see tv occupying an even greater percentage of advertising budgets than ever before.

Pennsylvania's second city, Pittsburgh, is called the steel center of the world. Founded just over 200 years ago and named for William Pitt, Pittsburgh has grown to be a symbol of industrial activity throughout the nation. At the end of World War II the city fathers decided something must be done about the heavy smog which hung over the city, the constant threat of floods and some of the outdated buildings which dotted the downtown area. Now, only 14 years later, smoke-abatement ordinances have lifted the heavy pall of smoke, and completion of eight major flood-control projects has reduced flood crests by more than 10 feet.

Pittsburgh's metropolitan area is estimated at 2,410,000, with effective buying income of about \$4.5 billion. Television stations in Pittsburgh include KDKA-TV, channel 2; WIIC, channel 11, and WTAE, channel 4.

KDKA-TV, 1 Gateway Center, is owned by the Westinghouse Broadcasting Co. As WDTV, owned by the Allen B. DuMont Laboratories, the station went on the air on channel 3

Jan. 11, 1949. It was purchased by Westinghouse Dec. 3, 1954, having switched to channel 2 in 1952. Until September 1957 it was the only station in the Pittsburgh area.

Following a policy of vigorous public-service programming, KDKA-TV is a CBS-TV affiliate operating with 100 kw power. Harold C. Lund is vice president of WBC for Pittsburgh, Jerome R. (Tad) Reeves is general manager, and Henry V. Green Jr. sales manager. It is represented nationally by Television Advertising Representatives.

"Pittsburgh's bicentennial called the attention of the world not only to the city's birthday but to the remarkable renaissance of this area," says Mr. Reeves. Advertisers know tv's effectiveness, and even the recent steel strike could hardly dent tv's power in Pittsburgh. Television here will continue to grow, remaining the dominant medium in this area."

WIIC, 341 Rising Main Ave., is owned by P-G Publishing Co., publisher of the *Pittsburgh Post-Gazette* (50%); H. Kenneth Brennen and members of the family (50%). Mr. Brennen is president, Oscar M. Schloss is chairman of the board, and Robert A. Mortensen executive vice president and general manager. Roger D. Rice is sales manager, and Blair Tv is national representative.

The station telecasts with 316 kw power. It is an NBC-TV affiliate. WIIC went on the air Sept. 1, 1957. Its fine studio facilities make possible an outstanding schedule of live programs.

"The future of television in the Pittsburgh area should be tremendous," says Mr. Mortensen. "The unprecedented redevelopment and expansion program now going on in Pittsburgh has been proclaimed throughout the world, and along with this is the tremendous amount of effort which is being exerted to bring new and varied industries into the area so that Pittsburgh will, within the next few years, lose its identity as a one-industry city. With this industrial and economic growth, television's future should be a happy one."

WTAE, 400 Ardmore Blvd., is owned by WCAE, Inc. (Hearst Publishing

Co.) (50%), and Earl F. Reed and Irwin D. Wolf, Jr., voting trustees for a group of stockholders (50%). Mr. Reed is president, Leonard Kapner executive vice president, Franklin C. Snyder vice president and general manager, Irvin D. Wolf, Jr. vice president. Lee W. Eckles secretary, and James Hornly treasurer. Hearst publishes the *Pittsburgh Sun-Telegraph* and operates WBAL-TV Baltimore and WISN-TV Milwaukee.

Alan Trench is sales manager of the ABC-TV affiliate. The Katz agency represents the station nationally.

WTAE went on the air Sept. 14, 1958, and points to a fine record in public-service programming. It telecasts with 100 kw power from a tower 1,062 feet above the ground.

Mr. Snyder is an enthusiastic booster of the Pittsburgh market. "The much-publicized growth and rebirth of practically all facets of the

Pittsburgh market in the past 10 years are basically an objective and true picture of this area," he says. "This growth should continue on an increased acceleration in the immediate years to come. A sound, diversified economic base, combined with strong, local political cooperation and an interested population, will provide the necessary motivation. Television should continue to be an important factor in influencing Pittsburgh's

### ***Philadelphia Advertising Agencies Handling Tv Accounts***

Adv. Assoc. of Philadelphia. 524 East Roosevelt Blvd.  
 Aitkin-Kynett Co.. Girard Trust Bldg.  
 Arndt Preston Chapin Lamb & Keen, 160 North 15th St.  
 N. W. Ayer & Son, West Washington Sq.  
 Babcock, Romer, Carberry & Murray, 1405 Locust St.  
 Ball Assoc., 845 N. Broadway.  
 Bauer & Tripp. 1528 Walnut St.  
 Walter F. Bennett & Co., 1634 Spruce St.  
 M. Russell Berger, 1700 Walnut St.  
 Chas. Blum Adv., 541 Locust Ave.  
 Braun & Miller Adv., 1212 Chestnut  
 Breig Assoc., 1715 Walnut St.  
 Harry P. Bridge Co., 1201 Chestnut  
 Brooks & London, 1920 Chestnut St.  
 Buckley Organization, Philadelphia Ntl. Bank Bldg.  
 Solis S. Cantor, 1831 Chestnut St.  
 Walter S. Chittick Co., 1212 Chestnut St.  
 Clements Co.. Hord Bldg.  
 J. Cunningham Cox. 5 East Montgomery Ave.  
 Cox & Tanz Co., 333 South 21st St.  
 Norman Danoff Adv., 1920 Chestnut  
 B. K. Davis & Brother Adv., 1616 Walnut St.  
 Dittman & Kane, Inc., Lewis Tower Bldg., 225 South 15th St.  
 W. B. Doner & Co.. Lewis Tower Bldg., 225 South 15th St.  
 Doremus-Eshleman Co., 1616 Walnut St.  
 Ecoff & James, 121 South Broad St.  
 Eldridge Co.. 1017 Packard Bldg.  
 Elkman Co., Suburban Station Bldg.  
 H. Arthur Engleman, Washington House.  
 Erwin Wasey, Ruthrauff & Ryan, 3 Penn Center.

John B. Ferguson Jr. Adv., Fox Bldg.  
 Fien & Schwerin, Professional Bldg.  
 Richard A. Foley. 1528 Walnut St.  
 Fox & Mackenzie. 1214 Locust St.  
 Albert Frank-Guenther Law, Packard Bldg., 15th & Chestnut.  
 Leonard M. Goldsmith Adv., 10 South 18th St.  
 Gray & Rogers, 12 South 12th St.  
 Ernest W. Greenfield, Inc., 2203 Spruce St.  
 Gresh & Kramer, 1717 Sansom St.  
 Horace L. Gross Adv., 1519 Spruce  
 John B. Haines Adv., 1218 Chestnut  
 John T. Hall & Co., 1512 Walnut St.  
 Ralph Hart Adv., 21st & Sansom  
 Harvey & Thomas. 3 Penn Center Plaza.  
 Norman P. Hewitt Adv., Commercial Trust Bldg.  
 Hopson Adv., Commercial Trust Bldg.  
 Ivey Adv., Suburban Station Bldg.  
 Wilfred A. Jacobi Adv., 111 South 21st St.  
 Wm. Jenkins Adv., 112 S. 16th St.  
 Benjamin Katz Agency, 1820 Spruce  
 Lee Keeler. Fox Theatre Bldg.  
 C. F. Kern Adv., Girard Trust Bldg.  
 Philip Kleain Adv., Penn Square Bldg.  
 Nat M. Kolker Adv., 1920 Chestnut St.  
 J. M. Korn & Co., 1528 Walnut St.  
 Thomas J. LaBrun & Assoc., Bankers Securities Bldg.  
 Lavenson Bureau of Adv., 12 South 12th St.  
 Al Paul Lefton, 1617 Pennsylvania  
 H. Lesseraux Adv., 1518 Walnut St.  
 Lewis & Gilman Inc., Transportation Bldg., 17th & Market Sts.  
 Paul Locke Adv., 1716 Spruce St.

R. E. Lovekin Corp., 200 North 15th  
 W. B. MacKenney & Shontz, Keene Road.  
 Marketing & Adv., Assoc., Penn Square Bldg.  
 Albert F. Mathason, 12 South 12th  
 Harris D. McKinney Adv., 12 South 12th St.  
 Michner Co., 6 Penn Center Plaza.  
 George Moll Adv., Security-Penna. Co. Bldg.  
 Willard G. Myers Adv., 12 South 12th St.  
 Maurie H. Orodener Adv., 1015 Western Saving Fund Bldg.  
 Petrick & Stephenson. Inc., 1405 Locust St.  
 Lee Ramsdell & Co., Architects Bldg.  
 Readinger Corp., 7616 City Line  
 Reed Warren Adv., 1516 Summer St.  
 Renner, Inc., 1530 Lombard St.  
 Robinson, Adleman & Montgomery, 2016 Walnut St.  
 Edward Robinston Agency, 1920 Chestnut St.  
 Rolley & Reynolds, 2016 Sansom St.  
 Shaw & Schreiber, 1420 Walnut St.  
 Silver Adv., 1612 Locust St.  
 Sommers, Davis Co., 136 South 17th  
 Strauss Assoc., 1831 Chestnut St.  
 Thomas R. Sundheim Adv., 1541 Sansom St.  
 Samuel Taubman & Co., 1831 Chestnut St.  
 Tracy-Locke Co., Suburban Station Bldg.  
 The Roland Ullman Org., 1015 Chestnut St.  
 Weightman, Inc., 1619 Chestnut St.  
 Wermen & Schnorr, 1616 Walnut St.  
 Wilbur, Ciangio, Beckman & Packard. 12 South 12th St.  
 David Zilman Adv., 1015 Chestnut  
 S. E. Zubrow Co., 1410 Walnut St.

future. Perhaps most important, the three-way competitive tv situation, new to Pittsburgh in the last year, will provide a stimulant that the market has not known before."

Scranton and Wilkes-Barre are neighboring cities, often linked as a television market. Center of a rich coal-mining area, the cities have recently become industrialized, largely because of the success of public support for new industries and the natural resources which built the areas originally.

Scranton has added more than 30 new plants during the past 10 years and Wilkes-Barre an even larger number.

Scranton has a metropolitan-area population of 251,000 and buying income estimated at nearly \$400 million. Wilkes-Barre's population is nearly 370,000 and income about \$560 million. Television stations in the two cities include WBRE-TV, channel 28; WDAU-TV, channel 22, and WNEP-TV, channel 16.

WBRE-TV, 62 South Franklin, Wilkes-Barre, is owned by Louis G. Baltimore, president and treasurer (64.4%), David M. Baltimore, vice president and general manager, and family (35.6%). Franklin D. Soslett is station manager and Ernest Lewis general sales manager.

WBRE-TV went on the air Jan. 1, 1953, and on Jan. 1, 1955, it became the first uhf station with 1,000 kw power. Pointing with pride to a number of firsts, the station is now expanding its facilities. An NBC-TV affiliate, the station is represented nationally by Headley-Reed Tv.

WDAU-TV, 1000 Wyoming Ave., Scranton, is owned by Scranton Broadcasters, 100-per-cent owned by heirs of Frank Megargee, including 72 per cent to Mrs. M. E. Megargee and family. The station went on the air June 7, 1953, and telecasts with 1,000 kw maximum power. Vance L. Eckersley is vice president and general manager and Francis H. Conway general sales manager. The CBS-TV affiliate is represented nationally by H-R Television.

WNEP-TV, 333 Madison Ave., Scranton, and 11 West Union St., Wilkes-Barre, is owned by Transcontinent

Television Corp. (60%), Wyoming Valley Broadcasting Co. (20%), and Union Broadcasting (20%). The station went on the air Feb. 9, 1954. Merger of WARM-TV Scranton, channel 16, and WILK-TV Wilkes-Barre, channel 34, was approved by the FCC Feb. 12, 1958. Thomas P. Shelburne is executive vice president and general manager, Malcolm W. Dale sales manager, and the station is represented nationally by Edward Petry & Co. An ABC-TV affiliate, the station telecasts with 1700 kw power.

York is a diversified industrial center in the Pennsylvania Dutch coun-

try. Estimated population is 220,000 and buying income nearly \$400 million. Television station in York is WSBA-TV, channel 43.

Located at 53 North Duke St., WSBA-TV is owned by the Susquehanna Broadcasting Co., with 80 per cent of the stock owned by the estate of Louis J. Appell. Louis J. Appell Jr. is president, Robert M. Stough sales manager, and the station is represented nationally by Jack Masla & Co. WSBA-TV went on the air Dec. 22, 1952, and telecasts ABC-TV and NBC-TV programs with 132 kw power.

### Other Pennsylvania Tv Agencies

#### Allentown

Mackes & Taylor, Inc., 739 Hamilton St.

Ritter-Lieberman, 1242 Turner St.

#### Harrisburg

J. F. Buck Assoc., 444 Crestview Ct. Harrington, Walker & Strickland, 1500 North Second St.

Hood, Light & Geise, 320 North Second St.

Kastor, Hilton, Chesley, Clifford & Atherton, Blackstone Bldg.

Michener & O'Connor, 1007 North Front St.

W. J. Miller & Sons, 112 North Second St.

George E. Shelley Agency, State Theatre Bldg.

John P. Weidenhamer & Assoc., 1735 Park St.

#### Lancaster

Andes Adv., 2461 Lititz Pike.

Foltz-Wessinger, 120 North Shippen

Godfrey Agency, 437 West Orange

William B. Kamp Co., 3141 Columbia Ave.

Howard York Adv., P.O. Box 1305.

#### Pittsburgh

Bachman, Kelly & Trautman, 600 Grant St.

BBDO, Grant Bldg.

Bond & Starr, Gateway Park Penthouse.

G. Norman Burk, 532 Oliver Bldg. Cabbot & Coffman, Clark Bldg.

Cavanaugh Morris Adv., 2994 West Liberty Ave.

W. Craig Chambers, Inc., 513 Second J. Edward Connelly Agency, 335

Fifth Ave.

Mitchell B. De Groot Adv., Union Trust Bldg.

Denhart-George Adv., Park Bldg.

Erwin Wasey, Ruthrauff & Ryan, H. K. Porter Bldg.

Feldman & Kahn Adv., 709 Liberty Fortune, Coffman, Fingeret. 919

Jones Law Bldg.

Friedman & Rich Adv., Union Trust Bldg.

Fuller & Smith & Ross, 211 Oliver Goldman & Shoop, Penn-Sheraton

J. Grant Co., Carlton House Hotel.

Albert P. Hill Co., Two Gateway Center.

Ketchum, MacLeod & Grover, 411 Seventh Ave.

Lando Adv., Carlton House Hotel.

Vic Maitland & Assoc., Two Gateway Center.

Marc and Co., 919 Jones Law Bldg. Marsteller, Rickard, Gebhardt &

Reed, Oliver Bldg.

Price & Price, Carlton House Hotel.

Jay Reich Adv., Frick Bldg.

Reuter & Bragdon, One Gateway Center.

Smith & Armbruster, One Gateway Center.

Smith, Taylor & Jenkins, 223 Fourth Milton K. Sussman & Assoc., 1216

Empire Bldg.

Sykes Adv., 617 William Penn Place.

Tandy Adv. Agency, Investment Bldg.

Wasser, Kay & Phillips, 1231 Banks-ville Rd.

John R. C. Williams Adv., Investment Bldg.

Chas. E. Yost Adv., Keystone Bldg.



what is your main interest

# STATISTICS

---

or product-purchasing

# PEOPLE ?

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

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

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

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

IN PITTSBURGH . . .

# Take TAE and See

GOOD TELEVISION PRACTICES AT WORK

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**



REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH



## Quotes (Continued from page 35)

dynamic and static media. A dynamic medium is one in which the recipient has to make an effort to escape exposure to the commercial message. A static medium is one in which he has to make an effort to obtain exposure to the message. Tv and radio, of course, are dynamic media. The newspaper medium is a static medium . . ."

Another vote for television comes from Lloyd Whitebrook, executive vice president, Kastor, Hilton, Chesley, Clifford & Atherton. "There's no doubt in our minds," he says, "that even with the increased competition, television—and we don't mean to insult other media—gives the greatest advertising impact, when it's properly used."

Television's contribution to national prosperity is emphasized by Warner Shelly, president, N. W. Ayer, who says: "Among the greatest contributions that television has made so far is the way it has stimulated ideas. Coming into commercial use soon after World War II, it helped to spark a big advance in the national economy. It spurred other types of media into improving in the services they offer to the public and to advertisers."

### Sparked Sales

This view is shared by Ted Bergmann, president, Parkson Advertising, who believes "television is responsible for a marketing revolution in the United States. From 1947 to 1957, consumer sales in this country rose from \$165 billion to \$284 billion . . . We all enjoy an era of the greatest prosperity this country has ever known. Is it just coincidence that during this same period television swept the country and increased its coverage from less than 50,000 to 43 million homes?"

And another testimonial is that of Larry Deckinger, vice president and media director, Grey Advertising, who avers: "Television as a new and enormous advertising medium has played a major role in increasing our wants, thus helping to raise the standard and the level of American



*Howard Berk has been named director of information services for CBS Television Stations and CBS Television Spot Sales, succeeding Charles J. Oppenheim. A member of the CBS-TV stations division information services department since its formation in April 1958, Mr. Berk has been director of publicity for the CBS-TV o&o's and CBS-TV Spot Sales since last January.*

living."

The effectiveness of tv in building corporate image is vouched for by a number of advertisers. "Television is the best medium we've found to give the public a broad concept of what Armstrong stands for," says Clifford J. Backstrand, president, Armstrong Cork.

John J. Oakson, director of advertising for another company much interested in its image, Hallmark Cards, offers: ". . . It is this ability to effect a sympathetic relationship between programming and product that especially attracts us to television."

The efficiency of television from a cost standpoint is the subject of a number of advertiser comments. Clifford S. Samuelson, advertising director, grocery products, General Mills, says: "One of the phenomena of television has been the actual improvement in cost efficiency of this medium during these years of increasing costs."

He is supported by Robert S. Wheeler, national advertising and sales promotion manager, Boyle-Midway division, American Home Products Co., who believes: "The size of a television audience on a network and spot basis such as was used by us for Black Flag insecticide makes the use of television a very

economical selling medium."

Remco Toys' agency is Webb Associates. Its president, M. A. Weiss, adds his support to the argument for tv cost efficiency. He says: "For many of our clients, television provides greater sales for each dollar expended than any other advertising medium we have used. . . and we've used them all."

Since tv first became practical every merchandising executive has recognized its superiority as a means of demonstration of a product. Advertising executives continue to comment on its possibilities in this direction.

"Tv is the backbone of Schick's advertising program because it lends itself to demonstrations so vital to sales," says Kenneth C. Gifford, president and board chairman of that company.

### Getting Results

"What better way to show our product?" asks John Camp, product advertising manager, cheese division, Kraft Foods Co. "We have always been big in tv, and we have been having good results."

This view is summed up by Boone Gross, president, Gillette Co., with "television is far and away the greatest advertising medium if you have anything to demonstrate. In the late '40s, when we introduced our super-speed razor, we found sudden, definite lifts in sales in the various markets as we added tv. And it's been the same way with our new adjustable razor . . ."

Television's impact on salesmen, brokers, retailers and distributors has been the subject of considerable comment from advertising and agency executives alike.

"Not only is television making the name of our company known, but it is also making the names of our agents known," says Carroll Shanks,

**LET US BE YOUR  
NEW YORK OFFICE**

24-hour, 7 days a week, service  
specializing in tv and radio industry.

**PLAZA 9-3400**

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

president of Prudential Insurance Co.

A food-product sales manager, Floyd James, of Heublein, Inc., adds his comment: "Needless to say, we're sold on television. Most food buyers won't buy until they have consumer demand. Tv has created this initial consumer demand for Maypo cereal faster than any other advertising we have used."

Sales results from sponsorship of the sight-and-sound medium are generally recognized. Atherton W. Hobler, chairman of the executive committee of Benton & Bowles, says: "Television has affected advertising in a basic way. One of the ways in which it has done so well is making new products and developing them and getting them across to the public faster than anything I have ever known. It makes a terrific contribution in speeding up the time period in which you can win success."

Warner-Lambert president of the family-products division, John Hewitt, says: "The fact is that since 1952 we have not had an advertising man-

ager at Anahist—or a sales manager . . . In October 1952 we gave the Ted Bates agency a very small appropriation—under a million dollars—and said: 'Shoot the works.' They did, on spot television. And the thing took off. Since then our business has increased 15 times."

Pete Everson, advertising manager, Corning Glass, says: "Testing tv against all media proved that tv was the thing that was working for us . . . Our first efforts were with cooperative newspaper advertising and Sunday supplements. But the story needed more dramatic emphasis."

### Sold New Brand

Sales results were testified to by Max Barry, advertising manager of California Oil Co., who states: "We attribute the success of our change-over from the Calso to the Chevron brand name to our heavy use of tv. We know we wouldn't have achieved the results we did in today's advertising competition without television."

In the automobile field, Ray J. Mauer, vice president and creative director, Geyer, Morey, Madden & Ballard, says: "After the commercials had run for five consecutive Fridays, an exploratory survey was made among Rambler dealers in 10 cities. Thirty-eight per cent of these dealers reported that people visiting their showrooms referred to these commercials. Over half of all dealers interviewed felt that the commercials had directly produced showroom traffic which would not have occurred otherwise."

And from W. D. Moore, director of advertising and sales promotion for Dodge: "We are completely sold on the value of the tv medium for the selling of automobiles. Our dealers too . . . are 100 per cent in agreement. Only through television can we show the public a picture of our car, in action, and with the intimacy of the human voice."

Altogether, the vote of confidence in television among the people who know it best and use it most is overwhelming. The picture ahead seems to be a bright one, with television continuing to get a bigger and bigger share of advertising totals. A state-

ment by Al Hollender, executive vice president of Grey Advertising, seems to sum this up. He says: "The new season shapes up good! Real good! Far superior to the last. This could be television's brightest year (1960). And, properly harnessed, the best for sales effectiveness."

### Research (Continued from page 29)

ence size, and so no one service can be considered "right." Each has its own advantages.

The following is a brief digest of the summary of services published by TvB. This digest covers only in broad outline the methods and approaches of the major rating companies. In no sense is it an evaluation of any one of them.

### American Research Bureau

ARB employs a viewing diary to gather information for national and local ratings, and a mechanical system (Arbitron) in certain local situations. Selected on a probability basis from a cross-section of telephone homes, diaries are mailed to those homes that accept. Two subsequent telephone calls are used for instruction and general follow-through. Diaries are kept for one week, and a new sampling of homes is taken each survey period. ARB is now changing many of its procedures, some of which are included in the following description of its national, local and multi-market methods.

ARB's national ratings are based upon a sample of approximately 1,650 completed diaries, filled out for a sample week within the month (actual week taken varies from month to month). In order to secure information on alternate week programs, alternate sponsorships or programs with significantly different station lineups, completed diaries from a sample of 550 different homes are taken on the week preceding the regular rating week. In the revised diary, provision is made for more qualitative viewer information.

ARB will issue two types of national report. The pocketpiece will

**HOTEL**  
*New Weston*  
**MADISON AT 50TH**  
*English Lounge*  
Meeting place  
of show business

*So close at hand*  
*So very good*

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

**HOTEL**  
*Berkshire*  
**MADISON AT 52ND**  
Famous dining in the Berkshire Restaurant and Bar Lounge

HOTEL IK

appear 10 times a year, with a comprehensive report scheduled to cover March and November of each year. In addition, ARB's mechanical system will be initiated on a national level this fall.

On a local level, the number of completed diaries containing such information varies from market to market (with the exception of New York, which has the mechanical system). An attempt is made to have a minimum of 300 diaries for a metropolitan area, and a varying number in the outside area, depending upon station coverage and tv home concentration. A 200-diary minimum sample is utilized in the small markets.

Diaries are distributed over a four-week period. In the larger markets 150 are taken in one week, and 50 each in the other three weeks for the metro portion. These metro ratings are reported on a one-week and four-week (average) basis. Actual week of the "one week" sample varies from month to month. In small markets, diaries are distributed equally over the four weeks, and only four-week average ratings are reported. Local ratings reports are issued from two to 10 times annually, depending on market size.

ARB also provides rating data for a multi-market area in which each network is represented and programs are transmitted simultaneously in the large markets. In addition, ARB plans to introduce a nationwide county-by-county coverage/circulation study in 1960.

### **A. C. Nielsen Co.:**

Nielsen maintains a nationwide panel of nearly 1,100 tv homes equipped with Audimeters, used primarily for the national rating service. The panel was set up to conform as nearly as possible to a probability sample. Local market rating information comes basically from viewing diaries (Audilogs) maintained by households selected originally from probability listings.

In the top 50 markets a timing device (Recordimeter) also is used to measure hours of set usage in conjunction with the diary. This recording device is not used in the

smaller markets, where diaries are placed by mail. Nielsen also uses a national panel of diary homes matched to the Audimeter panel, to provide information on audience composition. The Recordimeter also is used with this panel.

Nielsen supplies national data in several different reports. The NTI pocketpiece is issued for each two-week period in the year. A more complete analysis of audience data is found in the bi-monthly complete reports, which also summarize pocketpiece data on each sponsored network program. A separate report, summarizing cost-per-thousand commercial minutes data, is issued bi-monthly. The National Television Audience Composition Report is issued in January, July, October and November, and is based upon two weeks of diary keeping. Half the panel reports one week, and the other half, the other week.

On a local level, the number of homes used by Nielsen varies with market size. The average is approximately 400 homes, running from 220 in the small market to 880 in the largest market. Audimeter homes found in the top 50 markets (and their data) are included in the homes totals. Survey period is four weeks, and one-fourth of the diary panel participates each week. All data are reported as four-week averages. In



*Robert S. Schultis, assistant commercial manager for WDSU-TV New Orleans, has been appointed sales manager, it has been announced by A. Louis Read, executive vice president and general manager. Mr. Schultis has been with the station since 1953 and with the sales staff since 1957.*

the larger markets bi-monthly reports also are issued.

In addition, Nielsen is currently using an "instantaneous" Audimeter in the New York metro area on a trial basis. The company also issues multi-market ratings 50 times a year. These are based on 24 markets in which the three networks telecast their programs simultaneously. Circulation studies, such as NCS No. 3, are also issued. Next nationwide coverage study is scheduled for fall 1960-spring 1961.

### **The Pulse, Inc.:**

Pulse's at-home interviews are done in three waves of interviewing (different homes) to secure information on the full day. The interviewer employs references to activities appropriate to the time period being covered as an aid to respondents to determine periods of viewing. Homes in which interviewing is to be done are selected on an area probability basis. Sampling points (80 to 100) are utilized for each survey area, each point (or cluster) being used for two days.

Pulse does not issue regular nationwide ratings. Locally, sample size for rating reports varies from market to market. Individual evening and Saturday and Sunday ratings in the larger markets are based upon 300 to 400 interviews. Small-market minimum is 200. Monday-through-Friday daytime ratings are five-day averages and are based upon 1,000 homes. Interviews are distributed over a four-week period, and each report covers the metro area.

Pulse issues multi-market ratings monthly. The reports cover 22 markets, and the data is for a four-week period. There are two such monthly reports: Network Program Report and Spot Film Programs report.

The Network Program Report includes individual network program ratings for each market and an overall average rating which is weighted by population. Special qualitative audience data are also included. The Spot Film Programs report includes ratings for quarter-hour, half-hour and hour films, individually by mar-

ket and for the 22 markets. Audience information also appears.

### **Trendex, Inc.:**

Trendex used the telephone personal-interview technique. Households are selected at random from telephone directories. Incompleted calls are considered to be viewing television in the same proportion as is found with the rest of the sample and are used in the computation of the proportion of sets-in-use. However, homes from which there is no answer after six telephone rings are regarded as non-viewing homes, and, after appropriate adjustment for television ownership, are included in the base of total television homes. Interviewing generally covers metropolitan areas and is conducted between 8 a.m. and 11 p.m.

Trendex does not issue regular local or nationwide ratings. Its multi-market ratings are based on a group of 25 in each of which all three networks telecast their programs simultaneously. For evening programs and all of Saturday and Sunday, the audience data are based upon 500 calls per quarter-hour; 1,500 calls per half-hour done over the course of five days are used for the daytime multi-weekly programs. Results for these are in terms of the average day.

Two separate reports are issued: a monthly Television Popularity Report (pocketpiece) and a bi-monthly Television Advertisers Report. Trendex also has a subsidiary organization, Qualitative Research, Inc., which carries out special studies on programs and commercials.

### **Videodex, Inc.:**

Videodex uses a diary system. Households are recruited by mail from listings of tv homes derived from manufacturer warranty cards and installation and service equipment. Diary homes report as part of a panel for seven consecutive survey periods (one week per month), the first of which is regarded as a dry run. Replacements are made for those whose seven-month cycle is completed, or who otherwise drop out.

On a national level, several reports are issued on information secured



*Robert E. Draughon has been appointed sales promotion manager of the Griffin Broadcast Group. It has been announced by James C. Leake, president. Stations include KTUL-TV-AM Tulsa and KATV Little Rock. Mr. Draughon succeeds Charles E. Larkins. He has been with the Griffin stations since 1956.*

from the 9,200 member panel. The Network Tv Ratings Report is issued monthly and also contains data for syndicated films shown in 20 or more markets. A separate audience-composition report is issued quarterly and can be ordered on a monthly basis. Other reports include network program schedules, homes using tv by time zones and characteristics of viewing households.

Local reports are based upon 250-600 diaries depending upon market size. Larger market reports are issued monthly, and smaller market reports appear three to four times a year. Diary homes are spread evenly over the individual reporting weeks in the period, and all information is for the effective coverage area. Videodex multi-market ratings for network programs include information on 29 markets. Syndicated films also are included.

All of the research firms listed above supply, in addition, various kinds of special tabulations and studies.

There are also numerous organizations which supply tv information in areas other than audience measurement. Names and addresses of these, as listed by TvB, follow:

### **Qualitative Research**

Gallup & Robinson, Inc., Princeton, N. J.

The Psychological Corp., 304 E. 45th St., N. Y. 17, N. Y.

Qualitative Research, Inc., 535 Fifth Ave., N. Y. 17, N. Y.

Schwerin Research Corp., 270 Madison Ave., N. Y. 16, N. Y.

Daniel Starch & Staff, Boston Post Road and Beach Ave., Mamaroneck, N. Y.

TV-Q (Home Testing Institute), 90 Main St., Port Washington, N. Y.

### **Monitoring Services**

Broadcast Advertisers Reports, 750 Third Ave., N. Y. 17, N. Y.

Marie C. Longstreet, 239-8 Linden Blvd., Elmont, N. Y.

National Television Monitor Co., Inc., 601 Madison Ave., N. Y. 22, N. Y.

Storyboard Reports, 4930 Broadway, N. Y., N. Y.

U. S. Tele-Service, Inc., 369 Lexington Ave., N. Y. 17, N. Y.

### **Miscellaneous**

A. Sindlinger & Co., Ridley Park, Pa.

Television Personal Interviews, Inc., 421 Madison Ave., N. Y., N. Y.

Broadcast Advertisers Reports, 750 Third Ave., N. Y. 17, N. Y.

Leading National Advertisers-Broadcast Advertisers Reports, 750 Third Ave., N. Y. 17, N. Y.

N. C. Rorabaugh Co., Inc., 347 Madison Ave., N. Y., N. Y.

### **Promotion Break**

Timebuyers in nine eastern states recently received a promotion kit advising them to "take five" for a coffee break. The package consisted of samples of instant coffee, cream, tea bags, sugar and paper cups.

Mailing the novel publicity packs was WCSC-TV Charleston, S. C., which transmits on channel 5. Naturally. Charles S. Cady, the station's national sales manager, hopes the 1,000 recipients get in the habit of "taking five" when they buy the southern market.



Harry Burke is vice president and general manager of WRGP-TV Chattanooga with purchase of the station by the Friendly Group from Helen and Ramon Patterson, who were its principal owners. Mr. Burke was formerly with KODE-TV Joplin. Friendly Group stations include WSTV-TV Steubenville, KODE-TV Joplin, WBOY-TV Clarksburg and seven radio stations. Jack N. Berkman is president, John J. Laux executive vice president, and Fred Weber vice president in charge of network program sales.

### Picture for Michigan

If you seek a profitable peninsula, then the answer would seem to lie in Western Michigan.

Those first six words are the title of a new and comprehensive Western Michigan market study recently released by Avery-Knodel, Inc., as a guide for those national advertisers and timebuyers who have purchased television time in Detroit and are interested in the rest of the Wolverine State.

The report, being widely distributed by the station representative firm among advertisers and agencies in behalf of two of Avery-Knodel's nationally represented tv stations, WKZO-TV Kalamazoo-Grand Rapids and wwtv Cadillac-Traverse City, features a number of facts and figures about Western Michigan's current consumer spendable income, retail sales, food sales, etc., and predicts, based on the 1958-59 economic picture, great continued expansion in the future for the area covered.

In the 53 counties of the "profitable peninsula" consumer spendable income has reached nearly \$4.2 billion, greater than 28 states, according

to the Avery-Knodel study. The region's retail sales, at nearly \$3 billion, are reputedly greater than 30 states.

The western part of Michigan, with its diversification of industry and agriculture, is economically stable, the report states, adding that it is year-round stability, with the employment fluctuations in Detroit felt hardly at all in the western peninsula.

The 53 counties in Western Michigan, plus the central and northern lower part of the state, constitute 63 per cent of the Michigan total of 84. According to the study, television coverage of this area also takes in five more counties, located not in Michigan but in Northern Indiana—Elkhart, LaGrange, Steuben, Noble and DeKalb.

The importance of the "profitable peninsula" is underscored, declares the study, by what great changes basic transportation has wrought in the market because of the opening of the St. Lawrence Seaway and its attendant putting of many of Western Michigan's cities on a direct sea lane with European ports.

In the so-called "southern tier" of the peninsula consumer spendable income of \$3.3 billion is greater than 21 states, retail sales of \$2.3 billion are larger than 22 states, and food sales of \$570 million are also greater than 22 states.

The "northern tier" of the area has a consumer spendable income of \$971 million that is greater than seven states, along with a retail-sales tabulation of \$809 million and food sales of \$231 million. This part of the peninsula has an area of 25,296 square miles that take in 36 counties and 27 cities with close to a million in population.

One of the key cities of the northern peninsula is Sault Ste. Marie, where are located the Soo locks, one of the world's busiest waterways. Sault Ste. Marie, which will grow even stronger as a marine city with the further development of the St. Lawrence Seaway, shows an effective buying income of \$31 million, an effective buying income per household of \$5,231 and food sales of over \$8 million.



Nearly 1/4 of Oregon's buying families watch

**KVAL-TV**  
**KPIC-TV**

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

**KVAL-TV Eugene** **13**  
NBC Affiliate Channel  
**KPIC-TV Roseburg • Channel 4**  
Satellite



You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole. If your signal lasts longer than two weeks, go to your physician. Give him the chance to give you the chance of a lifetime.

AMERICAN CANCER SOCIETY 

## Film (Continued from page 44)

& Co., Inc. (various products), BBD&O; Norex Laboratories, Inc. (Amitone), Grey; Pacquin, Inc. (cosmetics), Esty; Greyhound Corp. (bus), Grey; U. S. Rubber Co. (tires), FRC&H; Pontiac Div. GM (cars), MJ&A; Ideal Toy Co. (toys), Grey; Colgate-Palmolive Co. (Vel), L&N; Chesebrough-Pond's, Inc. (Vicks), Morse; Standard Brands, Inc. (Burgerbits), Bates; Food Mfrs., Inc. (A-1 candy), Bates; Nestle Co., Inc. (Nescafe), Esty; Colgate-Palmolive Co. (Ad), L&N.

## NATIONAL SCREEN SERVICE CORP.

Completed: Hudson Vitamin Products Corp. (vitamins), Pace.  
In Production: P. Ballantine & Sons (beer), Esty; Pontiac Motors Div. GM (cars), MacManus, John & Adams; B. C. Remedy Co. (headache remedy), C. Knox Massey; British Petroleum (oil & gasoline), Collyer.

## FRED NILES PRODUCTIONS

Completed: Texize Chemical Co. (Texize cleaner), Henderson; Dayless Mfg. Co., Inc. (rubber floor mops), direct; Montgomery, Ward & Co. (outboard motors, rotary tillers, mowers, washers), direct; M. K. Goetz Brewing Co. (beer), John W. Shaw; Langendorf United Bakeries, Inc. (Holsum bread), Rogers & Smith; Sugardale Provision Co. (meats), Lang, Fisher & Stashower; Omar, Inc. (bread), Bozell & Jacobs.

In Production: International Milling Co. (Robin Hood flour), H. W. Kastor; International Shoe Co. (Amigo shoes), Krupnick; Neuhoff Packing Co. (Valleydale & Frosty Morn meats), Noble-Dury.

## PINTOFF PRODUCTIONS

Completed: Radio Corp. of America (tv sets), K&E; Ward Baking Co. (Tip Top bread, Lucky cakes), Grey; Dixie Cup Div. of American Can Co. (cups), Hicks & Greist; Ford Motor Co. (dealers), JWT; Schutter Candy Co. (Bit-O-Honey), Grey; Proctor Electric Co. (appliances), Weiss & Geller; United Artists (*Happy Anniversary*), Fields Production-United Artists; Aluminum Co. of America (aluminum), F&S&R; Texas Co. (Texaco gasoline), C&W.

In Production: Kings Wine Co. (wine), Wermen & Schorr; Stahl-Meyer Co. (Ferris meat products), Hicks & Greist; American Cancer Society (promotionals), direct; U. S. Dept. of Defense (promotionals), FRC&H; Isodine Pharmacal Co. (Isodine), Reach, McClinton; General Electric Co., Y&R; S. A. Schonbrunn & Co., Inc. (Savarin coffee), FC&B; Stewart-Warner Corp. (Alemite auto accessories), MacFarland, Aveyard; Nestle Co., Inc. (Zip), McCann-Erickson; Ward Baking Co. (Tip Top Lucky cakes), Grey.

## WILBUR STREECH PRODUCTIONS, INC.

Completed: Sinclair Refining Co. (institutional), GMM&B; Golden Press, Inc. (Golden Record library, encyclopedia), Wexton; TV Bureau of Advertising (institutional), Wexton; Theon Co. (Lashbrite eye make-up), Joseph Reiss; Carter Products, Inc. (Colonaid), KHCC&A; Quaker Oats Co. (Aunt Jemima pancake mix, breakfast cereal), Spitzer & Mills.  
In Production: Sinclair Refining Co. (no-

freeze gas), GMM&B; Geo. W. Helme Co. (snuff), KHCC&A; O'Keefe Brewing Co. (ale), Foster; H. Goodman & Son (Wet-&-Set Hair curler), Joseph Reiss; National Trust Co. (bank institutional), Rabko; Golden Press, Inc. (encyclopedia), Wexton; Carlsberg Brewing Co. (Beer Et's only), Wexton.

## TELEPIX

Completed: Knott's Berry Farm (entertainment), Hall-Mitchell; Mattel, Inc. (toys), Carson-Roberts; Max Factor & Co. (cosmetics), direct; Coast Federal Savings Bank (savings & loan), Gumpertz, Bentley & Dolan; Sonny Boy Inc. (fruit drinks), direct; Red Devil Fireworks (fireworks), Glenn; Beaute Vues Corp. (Nutri Tonic hair lotions), Hixon & Jorgensen.

In Production: American Snuff Co. (Garrett Snuff), Simon & Gwynn; Bull of the Woods (chewing tobacco), Simon & Gwynn; Hot Shot (bug bomb), Simon & Gwynn; Auto. Club of S. Calif. (membership), direct; American Auto Assn. (services), direct.

## WONDSEL, CARLISLE & DUNPHY

Completed: National Biscuit Co. (Dromedary), Bates; General Electric Co. (steam iron), Y&R; Cott Bottling Co. (soda), John C. Dowd; Sterling Drug, Inc. (Fizrin), Compton; Remington-Rand Div. of Sperry Rand Corp. (Princess Shaver), Y&R; Sun Oil Co. (Sunoco), Esty; P. Lorillard Co. (Kent cigarettes), Robert Otto; Nestle Co. (Quik), McCann-Erickson; Rootes Motors, Inc. (Hillman), EWR&R; Lever Bros. Co. (Lucky Whip), OB&M; Johnson & Johnson (Glade), B&B; General Electric Co. (floor polisher), Y&R; General Foods Corp. (Tang), Y&R.

In Production: Nestle Co. (Quik), McCann-Erickson; American Home Products, Inc. (spaghetti, Beef-Aroni), Y&R; Bristol-Myers Co. (Bufferin), Y&R; Goodyear Rubber Co. (mattress), Kudner; Silver-K Corp. (Old Holland beer shampoo), Jerome O'Leary.

## News (Continued from page 22)

tically eliminated. Both audio and video sources air simultaneously, affording coordinated start of sound and picture regardless of source. Video and audio levels are maintained electronically. The upcoming film announcement, slide or program opening, etc. is previewed in master control as a double-check on scheduling.

Furthermore, the savings in manpower are considerable. Engineering personnel is reduced by an estimated 35-40 per cent. Production personnel is relieved of operational duties and can concentrate on preparation and rehearsal time.

## Tpr Demonstration

"It does not require any chemical processing, is erasable, and can be re-used. You can get color images with this system almost as easily as black-and-white ones, and you can record electrical signals at bandwidths that are well in excess of video bandwidths. To read out the information requires a very simple modification of standard projection equipment. The cost of recording information in this way should be quite low."

"In the development of thermoplastic recording, we have a relatively simple and inexpensive device which, in its military applications, will give us more for our defense dollar."

These two quotes, the first from Dr. William E. Glenn, scientist with the General Electric Research Labora-

tory, and the second from Dr. G. L. Haller, vice president and general manager of the Defense Electronics Division of GE, indicate that the new recording process (see TELEVISION AGE, Jan. 11) might be more economical than present systems. The quotes were as specific as GE executives were willing to get about such matters as cost and commercial practicability at the company's recent demonstration of thermoplastic recording (which is said to have the potential of combining the processing speed and versatility of magnetic recording and the storage capacity of photography "and will offer some advantages over both of these recording systems.")

According to Dr. Guy Suits, vice president and director of research for GE, tpr "can already concentrate 100 times as much information in a given space as can magnetic recording."

However, commercial development of the new process seems a long way off. GE has some experimental models now, and expects to be able to supply the military with them by the end of the year. "Quite a bit of time" might elapse after that before the system is ready for the market.

In essence, the GE demonstration was an exhibit of a scientific discovery (Dr. Glenn's) rather than an introduction of a commercial reality. "The tv recordings must be improved to be commercially acceptable," observed H. A. Strickland Jr., vice president and general manager of GE's Industrial Electronics Division.

# In the picture



C. J. LaRoche & Co., Inc., has announced the appointment of **Len Carey** as executive vice president. Mr. Carey resigned from BBDO at the end of '59, following 13 years with that agency as an officer and director. Born in 1915 and a graduate of the University of Arizona, he was with the Howard Deems Advertising Agency, Long Beach, Calif., from 1934 to 1936, at which time he bought out Deems and headed Len Carey & Associates until 1942, when he sold the agency to enter the Marine Corps. Discharged with the rank of major in 1945 after service in the South Pacific, Mr. Carey went with the Lockwood-Shackelford Agency in Los Angeles as an account executive; after a year there he joined BBDO. He has written short stories for leading magazines, is a delegate of the American Kennel Club and is licensed to judge all working dogs, airedales and fox terriers at dog shows.

**Lawrence H. Rogers II** has been appointed vice president in charge of operations for the Taft Broadcasting Co., it has been announced by Hulbert Taft Jr., president of the company. Mr. Rogers, who will be in supervisory charge of all five Taft tv stations and four radio outlets, has been responsible for the management of West Virginia's first tv station, WSAZ-TV Huntington, since its original permit in 1948, and since 1955 has been president of the corporation which operates WSAZ-TV-AM, as well as president of the Kanawha Valley Broadcasting Co., owner of WKAZ Radio in Charleston, W. Va. Mr. Rogers is a member of the Television Information Committee, one of the founders and former chairman of the board of directors of the Television Bureau of Advertising and a member and former vice chairman of the NBC Television Affiliates Board, among other industry activities.



**Robert L. Hutton Jr.** (l.), promotion director for television, and **Louis A. Smith** (r.), midwest sales manager for television, have been named vice presidents of Edward Petry & Co., Inc. Mr. Hutton joined Petry in 1950 as manager of tv promotion and research. Prior to that he had been promotion director of the *Woman's Home Companion*, following similar service with WCCO Minneapolis and WRCA New York. Mr. Smith went with Petry in 1951 as tv sales manager of the Chicago office. His earlier association in the broadcasting field was with WOR Radio and WOR-TV New York, as midwest sales manager for both.

**Alfred R. Schneider** has been appointed vice president in charge of administration for the ABC Television network, it has been announced by Oliver Treyz, ABC-TV president. Mr. Schneider, former assistant to the president of CBS-TV, was a member of the American Broadcasting-Paramount Theatres, Inc., legal department from 1952 to 1954, and was promoted to assistant director, business affairs for ABC-TV. In 1955 he went to the CBS Television network as assistant to the director of business affairs, and was elevated to the position of executive assistant to the CBS-TV president three years later. Mr. Schneider is a graduate of Hamilton College, class of 1949, and of Harvard Law School, 1952. He served during World War II as a non-commissioned officer with the 403rd Troop Carrier Group, Pacific Air Command. He, his wife and their two children reside in New Rochelle, N. Y.



**Matthew J. Culligan**, executive vice president in charge of the NBC Radio network, is joining McCann-Erickson, Inc., it has been announced by Marion Harper Jr., president and chairman of the board of the agency. Mr. Culligan has been appointed a general corporate executive in charge of the company's advanced-projects division. He has also been elected to the board of directors. Mr. Culligan has headed the radio network and been a member of the executive council at NBC since 1956, during which period he was responsible for a number of innovations in radio broadcasting. Before going with NBC he was executive vice president of John Sutherland Productions, a motion-picture producing company. He joined NBC in August 1952 and during the next four years served as sales manager of the participating-programs department and as NBC-TV national sales manager.

## IT'S A PLAIN AND FANCY FACT



that Rochester, Minnesota is the fastest growing metropolitan area in Minnesota.

It is also a fact that the Rochester, Minnesota area has a consumer spendable income of \$886 million.

And what is even more to the point is that you can tap this lush market with KROC-TV that delivers 70% sign-on to sign-off share of audience.

Join the parade of smart advertisers who are using KROC-TV.

The Meeker fellows will be glad to oblige.



# KROC-TV

CHANNEL 10

Rochester, Minnesota

National Representative:

The Meeker Co., Inc.

Minneapolis: Harry S. Hyett Co.

Network Representative: Elisabeth Beckjorden

THE LIGHTER SIDE

# In camera

*What's in a name?* The subcommittee of the House of Representatives, of which Rep. Oren Harris (D., Ark.) is chairman, has hired a staff secretary named Paola and pronounced payola.

Mrs. Elizabeth G. Paola, of Bethesda, Md., began working for the Harris subcommittee during the recent holiday season on a temporary basis. But once the holiday was over, the subcommittee took her on full time.

\* \* \*

*The Westmore Factor:* Our story-telling third-grade teacher, who reported in our last issue with one for the birds as delivered by one of her pupils, is back again with another that came out in her class.

She was discussing with her third-graders the difference between real and made-up stories. The students were engaged in the subject in quite a lively manner, offering opinions without restraint. Just as soon as one of the charges made a point another would counter with an opposite view. But the juvenile open-end discussion came to an abrupt close when one little girl piped up with a comment that no one, including the teacher, could refute.

"I know for sure," the little girl said. "that all stories on tv are made up. Because everytime the show is over it says on the screen, 'make up by. . .'"

\* \* \*

*The spirit of '76:* James L. King, who lives at the Oregon Hotel in Seattle, is 76 years old but is still as spirited as a fire cracker.

For a long time he had felt that his neighbor's tv set was on too loud. He complained. It did no good, the set still kept on blasting. So one night Mr. King stepped into the hall and blasted four shots from his revolver through the door of his neighbor's room.

The neighbor turned off his tv pronto and just as pronto turned in Mr. King.

After Mr. King told his story to the

judge he was charged with disorderly conduct and posted a \$50 bond.

We always make it a policy never to comment while a case before a court is being adjudicated. However, it is our feeling that if Mr. King had a true sense of justice he would have used a silencer on his gun.

\* \* \*

*While Mr. King was unnerved because of loud tv.* John L. McNally of Canterbury, England, got into something of a fret because his tv made no sound at all. And no sight either.

Mr. McNally tolerated his tv set acting up bloody awful for over two years. The set would go dark when his wife tried to watch in the afternoon. And a little later, when the kids tried to get their fair share of western culture, the screen would black out, and tears fell all over the McNally living room. It was the same sad story at night: Mr. McNally kept losing his favorite program right in the middle.

Mr. McNally, a civilized man—that is, British—brooded. He decided that it all was unfair. He entered the shop in which he had bought the set with a 21-pound sledge hammer and smashed every television receiver in sight.

"McNally went into the shop a very angry man," his lawyer told the judge. "He brooded himself into a tizzy."

"I am satisfied that what you did was under great provocation and in circumstances which might make a man angry. You were justified in being cross," said the judge.

And then the judge sentenced Mr. McNally to six months in jail.

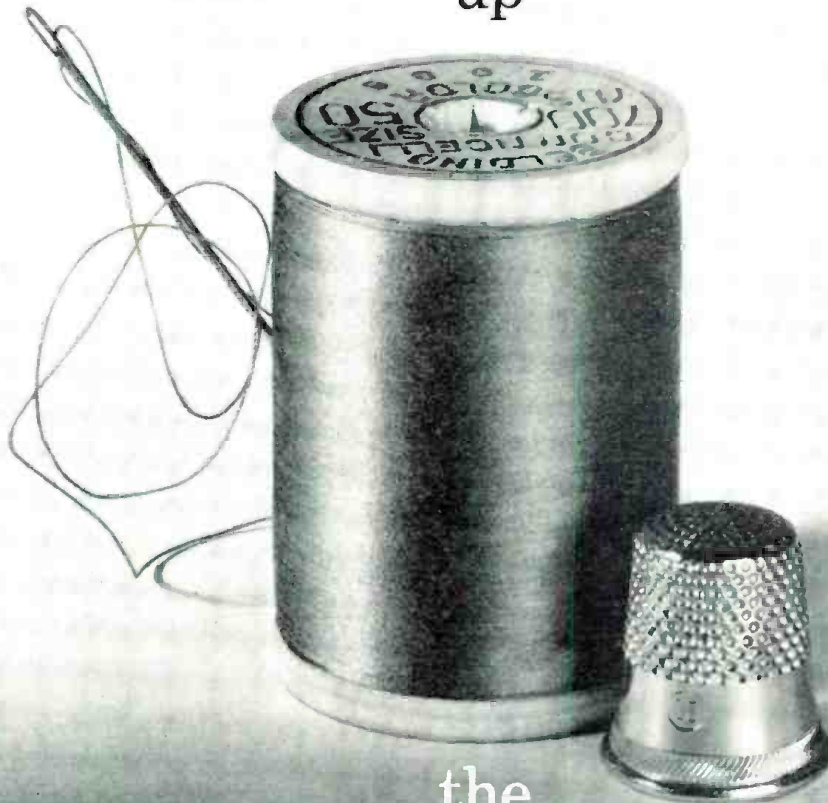
\* \* \*

That Remington-typewriter heiress who fled to Paris recently with a former chauffeur twice her age and married to boot was quoted by UPI as saying she could have "anything in the world—cars, furs, anything . . . but all I want is Andrei." However, the news service further stated that the 18-year-old girl, "cooped up in an apartment which did not have television, was reported to be getting restive."



# WJAR-TV

sews  
up



the  
feature film audience  
in Providence

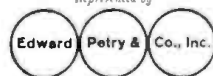
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Shirley Temple, Danny Kaye,  
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in the market! Station personality,  
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New England viewers! Not 2, but 7  
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All on the station that pioneered  
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KCRA-TV is the station most people watch, most often.

*KCRA-TV has the largest share of audience according to every ARB and NSI published since airdate, September 1955.*

## **Extra Coverage**

Consistently, KCRA-TV delivers more "homes reached" per rating point.

*KCRA-TV offers extra "reach" available on the Valley's only low-band VHF channel.*

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On KCRA-TV, you associate with top caliber national and local advertisers. KCRA-TV carries more local and national business than any other Valley station.

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## **Retail Trade Acceptance**

KCRA-TV advertisers have recognition by the retail trade that their advertising support is on the leading station. KCRA-TV has carefully built its reputation with the management of the key retailers in the Sacramento Valley over the past 15 years. Retailers know and respect the advertising power and policies of KCRA-TV.

*More retail TV advertising is carried by KCRA-TV than the other stations combined.*

## **Rigid Quality Control**

KCRA-TV offers the finest facilities available, serviced and operated by qualified, experienced people.

*KCRA-TV facilities are without equal in the Sacramento Valley.*

## **Leading Personalities**

KCRA-TV has the best known, most influential air "names" in the area. They add their weight to your sales message whenever desired.

*KCRA-TV local programming beats all competition, network and local.*

*These are some of the many reasons for the figures you see in the current NSI and ARB reports.*



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