

RADIO

ANNUAL

TELEVISION

YEARBOOK

1961

COLOR

the most rewarding
field in television



The Most Trusted Name
in Television



DENNIS JAMES

Representatives:

WILLIAM MORRIS AGENCY

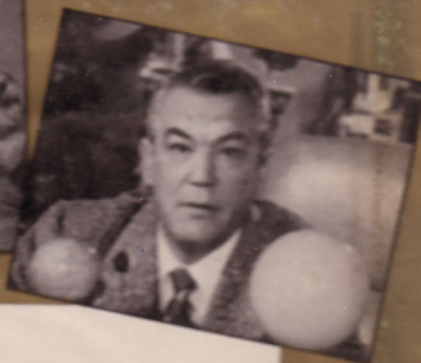
BUSINESS!

for you!

A CONTINUING
SUPPLY OF NEW
PROGRAMMING

... for local sponsors
and stations

... for regional and
spot advertisers



ZIV-UA BRINGS YOU . . .

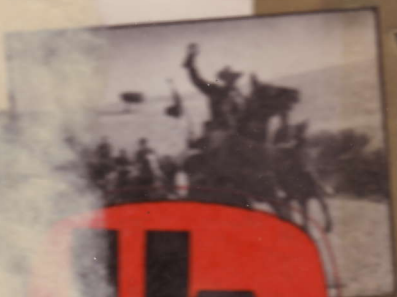
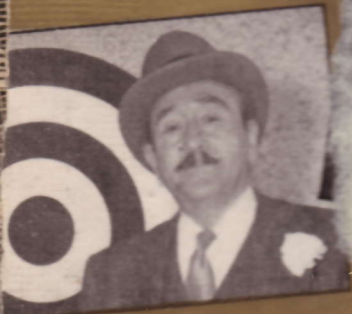
MEMORABLE SERIES:

Highway Patrol • Men of Annapolis • Science Fiction Theatre • Lock Up • Mackenzie's Raiders • Sea Hunt • Harbor Command • Dr. Christian • Bold Venture • This Man Dawson • Case of the Dangerous Robin • Tombstone Territory • Miami Undercover and many more.

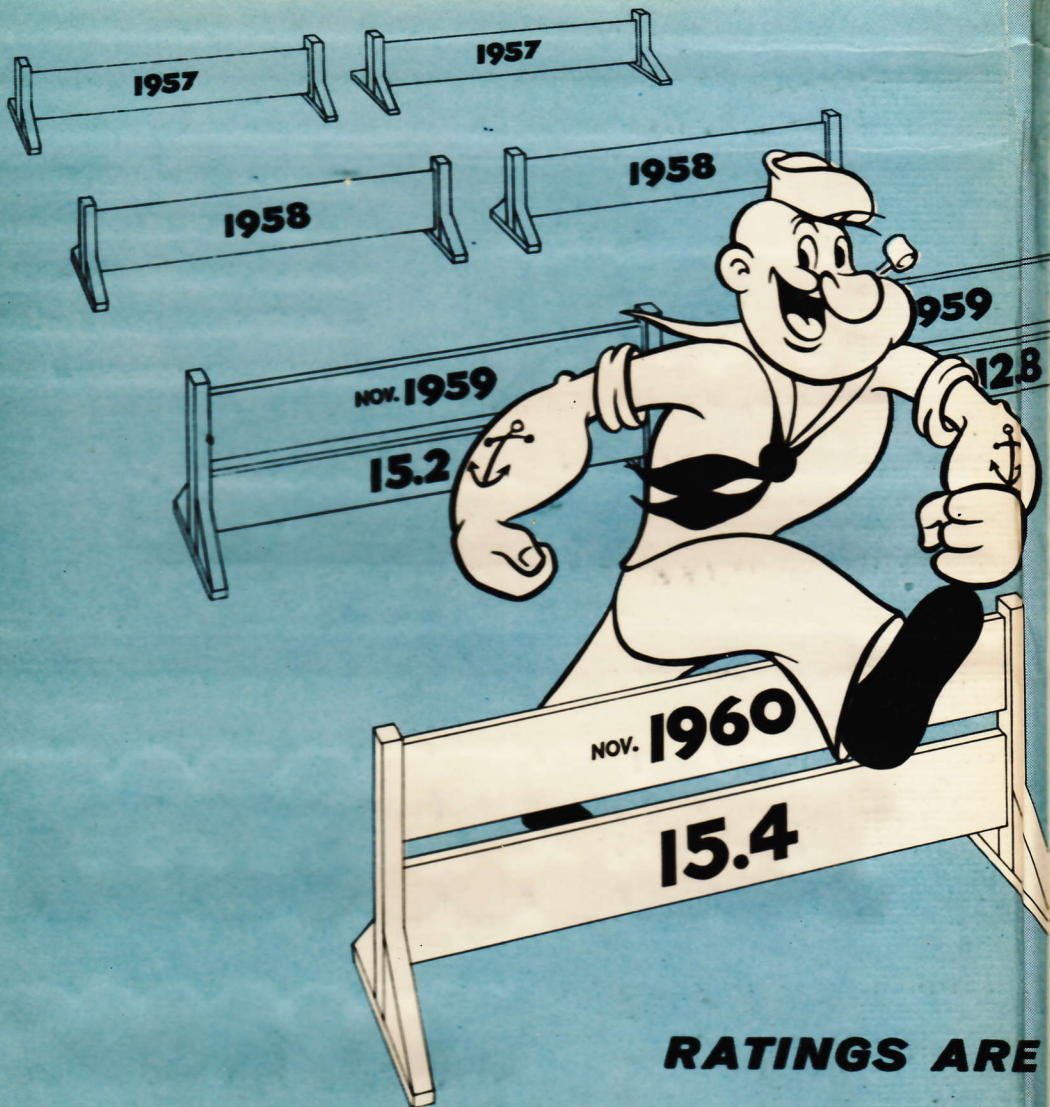
OUTSTANDING STARS:

Lloyd Bridges • Brod Crawford • Macdonald Carey • Lee Bowman • Richard Carlson • Keith Andes • Dane Clark • Adolphe Menjou • Rick Jason • Pat Conway • Barry Sullivan and many more.

ZIV-UA will continue to offer top quality, top star, top rated programming you can count on!



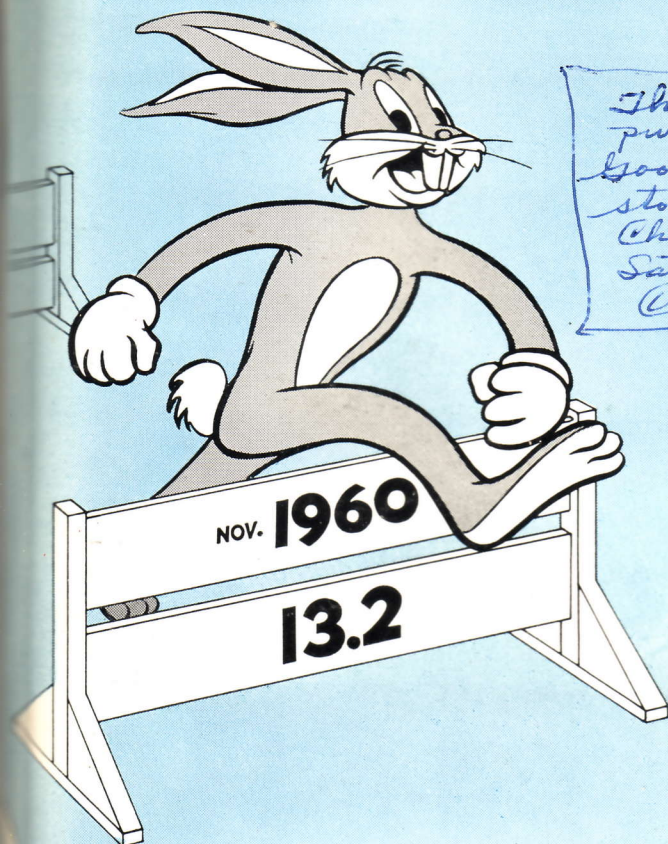
ZIV-UNITED ARTISTS, INC.
438 MADISON AVENUE
NEW YORK 22, N.Y.



RATINGS ARE

UAA's Popeye and Warner
Popeye scored a Nov.
This outstanding result*
or competition. No
cartoon

U.A.A.



*This book was
purchased from the
Goodwill Industries
store at 5308 N. Clark St
Chicago, Ill. this day
Saturday Jan. 9, 1971 by
Clarence R. Bartels*

AFTER 4 YEARS, STILL JUMPING

Warner Bros. cartoons, after four years on the air, are rating higher this year than last. The 1960 ARB average of 15.4 in 122 markets. Warner Bros. cartoons scored a solid 13.2. This includes all markets for which ratings are available, regardless of station, time period or program. Under that stations, almost without exception, have been renewing these profitable programs. Be sure you stay on this winning team. Call or wire.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800

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

DALLAS 1511 Bryan St., RI 7-8553

LOS ANGELES 1041 N. Formosa Ave., HO 7-5111

* tabulation of individual market ratings available on request.