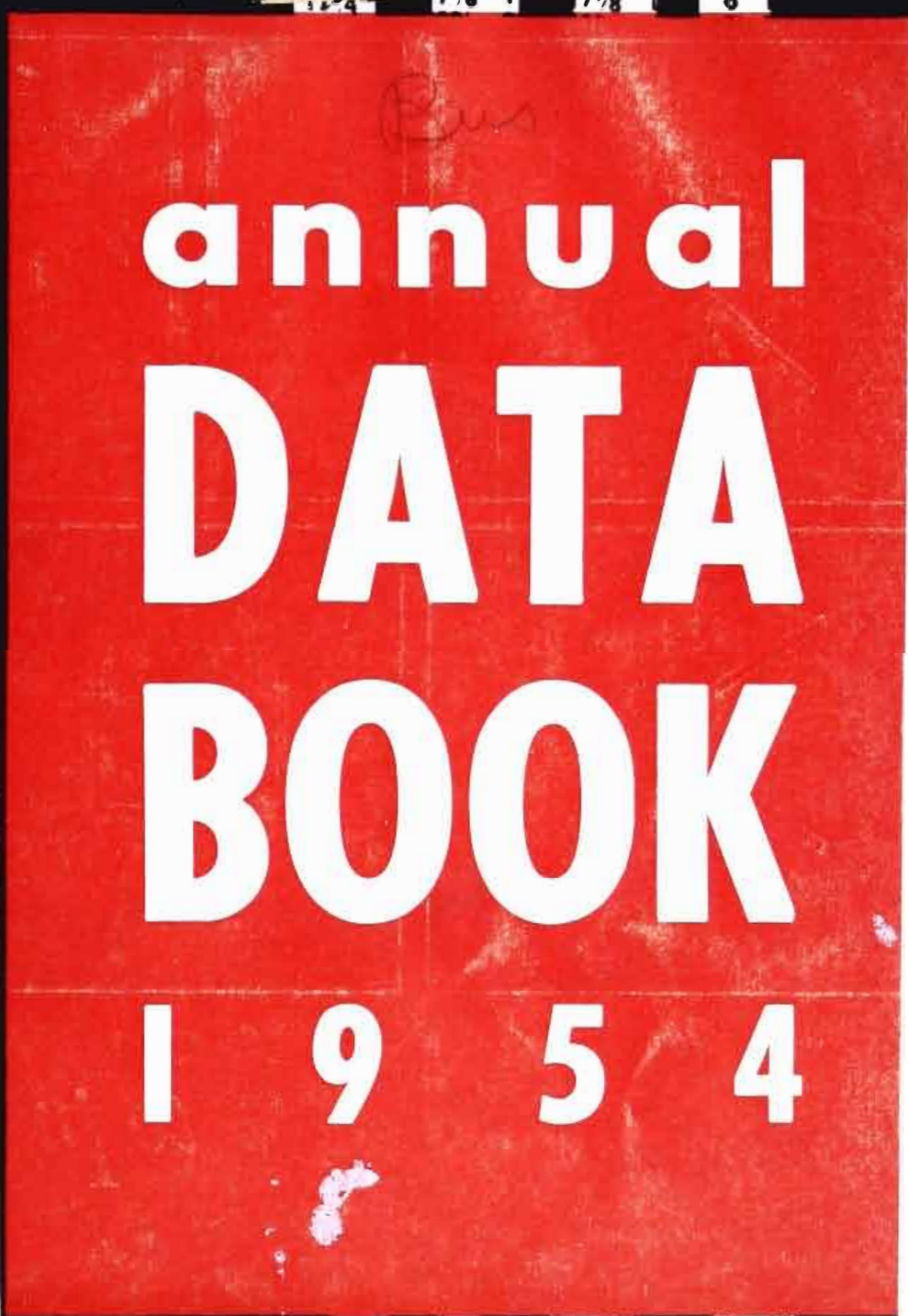


# Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

TENTH YEAR OF PUBLICATION

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3 1/4	D	63	527 7/8	1/2
10 1/2	D	315 5/8	153 3/8	1/4
10 3/8	D	153 3/8	293 3/4	1/4
23 3/4	D	19 1/8	63 3/4	3/8
55 5/8	D	12 1/4	99 3/8	1/4
11 1/2	D	22 1/2	243 3/8	...
53 3/8	D	36 1/2	307 3/8	...
41 1/2	D	16 1/8	63 3/4	...
21 1/4	D	21 1/2	16 1/2	...
9 1/2	D	6 1/2	197 3/8	1
7 1/2	D	12 1/2	243 3/8	1
83 3/4	D	11	33	2
5	D	52 1/2	407 3/8	3
23 3/4	D	64 3/4	347 3/8	3
10	D	48 1/8	13 1/8	1
10 1/4	D	53 3/4	31 1/4	2
5	D	26 1/4	12	...
73 3/4	D	25	48	3
11 1/4	D	57 3/8	133 3/4	1
10	D	195 3/8	233 3/8	1
37 3/8	D	28	107	6
10	D	33 1/4	435 3/8	3
31 1/4	D	17 1/2	243 3/4	1
7 1/4	D	22 1/2	123 3/4	...
67 3/8	D	111 1/2	111 1/2	9
1	du	115 3/8	1193 3/4	10
9	du	13 1/4	30 3/8	2
5 1/4	D	20 1/4	52 1/2	4
7 1/2	D	103 3/4	105 3/8	...
9 1/8	D	17 1/2	233 3/4	1
7 1/2	E	10 1/4	283 3/8	2
105 3/8	E	13 1/2	19 1/4	1
37 3/8	E	116	15 1/2	4
85 3/8	E	35	523 3/4	...
15 3/8	E	11 1/4	48 1/2	3
6 1/4	E	79	255 3/8	1
63 3/4	E	55 3/8	25	2
10 1/8	E	16 1/2	175 3/8	1
2 1/2	E	100	57	3
9 1/2	E	16 1/2	2 1/4	...
1 1/2	E	205 3/8	373 3/4	2
3 1/4	E	1 1/4	13	1
10 1/2	E	6 1/4	335 3/8	2
2	E	20 1/4	60 1/2	4
10	E	10	373 3/8	3
3 1/2	E	86 1/4	18 1/2	1
93 3/4	E	21	14	...
10 1/8	E	43 1/4	26 1/4	2
8 1/8	E	8 1/2	99	8
103 3/8	E	22 3/4	247 3/8	7

COUNTY BY COUNTY COVERAGE • PROGRAM COSTS • SET CIRCULATION

ADVERTISERS' EXPENDITURES • MARKET STATISTICS • RATES

THE BASIC REFERENCE SOURCE FOR TELEVISION ADVERTISING DATA

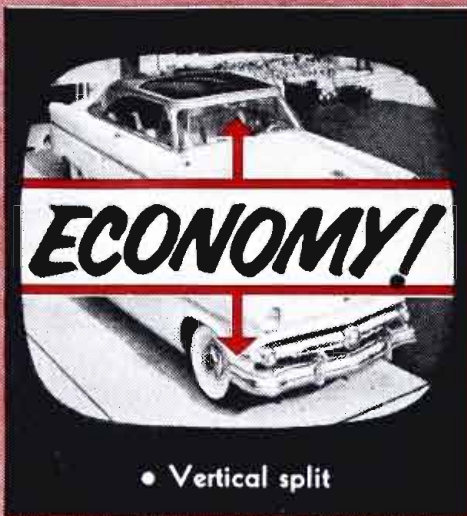
\$3.00 A COPY

10 3/4	D	83 3/4	1	+ 1/4
10 3/8	D	227 3/8	11	- 1/4
23 3/4	D	9 1/2	1	- 1/4
55 5/8	D	34 1/2	1	+ 1/4
11 1/2	D	16 1/8	1	+ 1/4
53 3/8	D	60 3/4	3	+ 1/4
41 1/2	D	283 3/4	21	+ 3/4
21 1/4	D	11	1	+ 1/2
9 1/2	D	223 3/4	11	+ 1/8
7 1/2	D	163 3/4	1	+ 1/8
83 3/4	D	19	1	...
5	D	343 3/8	2	- 1/8
23 3/4	D	18	1	...
10	D	73 3/4	2	+ 1/8
37 3/8	D	273 3/8	3	+ 1/2
10	D	48	1	...
31 1/4	D	297 3/8	1	+ 1/8
7 1/4	D	173 3/4	1	...

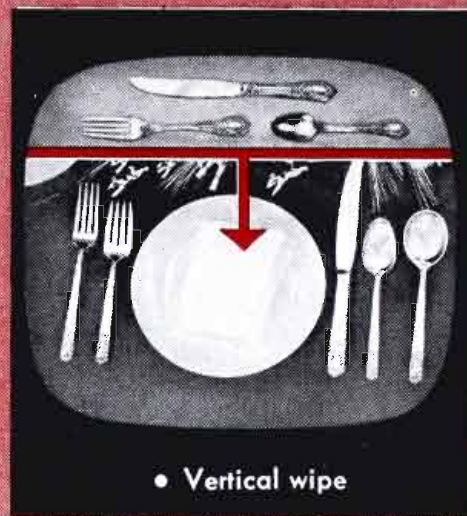
38 1/2	2	9	1/2	98 1/2	20	96
233 3/4	4	2	3/4	233 3/4	40	23
17 1/2	2	4	1/2	47 1/2	1	47
93 3/8	8	3	1/4	93 3/8	4	9
21 1/2	4	3	3/8	22 1/2	29	31
31 1/4	1	11	4	113 1/4	10	113
11 1/2	1	4	8	413	8	41
1	1	4	4	41 1/2	2	41
37 3/8	1	1	8	53 1/2	15	52
57 3/8	1	1	2	157 1/2	1	15
61 1/4	1	4	2	46 1/2	23	45
107 3/4	1	2	8	205 3/4	22	20
14	7	7	74	6	73	
81 3/8	1	1	8	18 1/4	6	18
63 3/4	1	1	4	163 3/4	2	16
103 3/4	2	2	4	203 3/4	1	20
5 3/8	8	8	6	7	5	
85 3/8	2	2	29 1/2	22	29	
11	7	7	723 3/4	19	71	
31 1/2	1	2	13 1/2	15	13	
2	4	4	42	9	41	
83 3/4	10	4	108 3/4	20	108	
103 3/4	2	8	203 3/4	13	20	



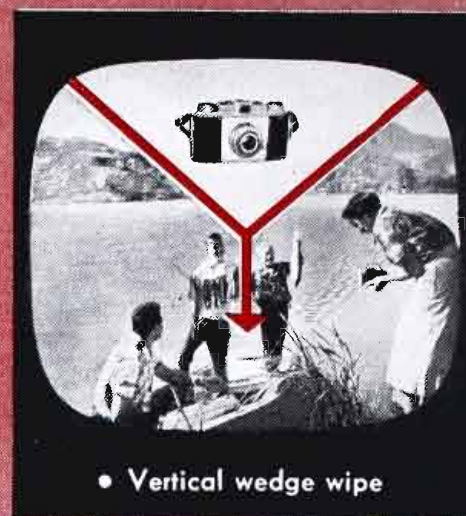
• Horizontal wipe



• Vertical split



• Vertical wipe



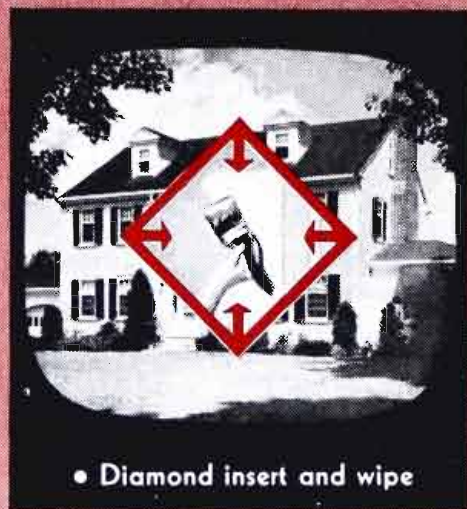
• Vertical wedge wipe



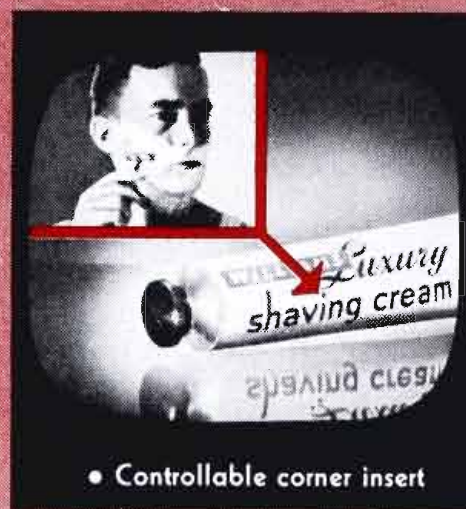
• Diagonal wipe



• Horizontal split



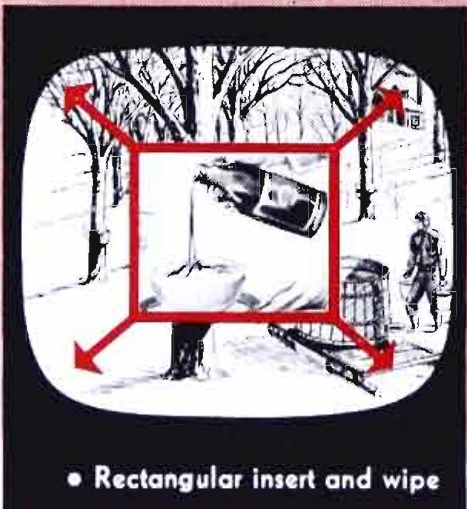
• Diamond insert and wipe



• Controllable corner insert



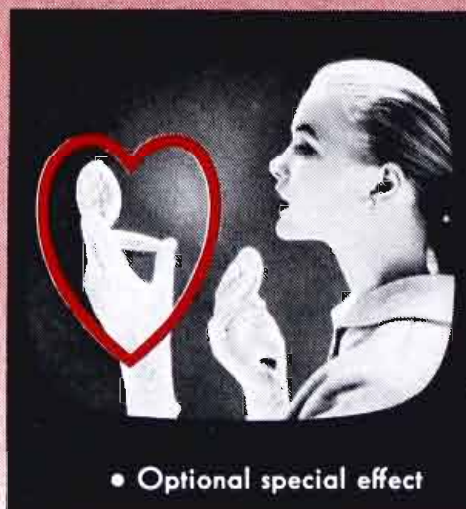
• Horizontal wedge wipe



• Rectangular insert and wipe



• Controllable corner insert



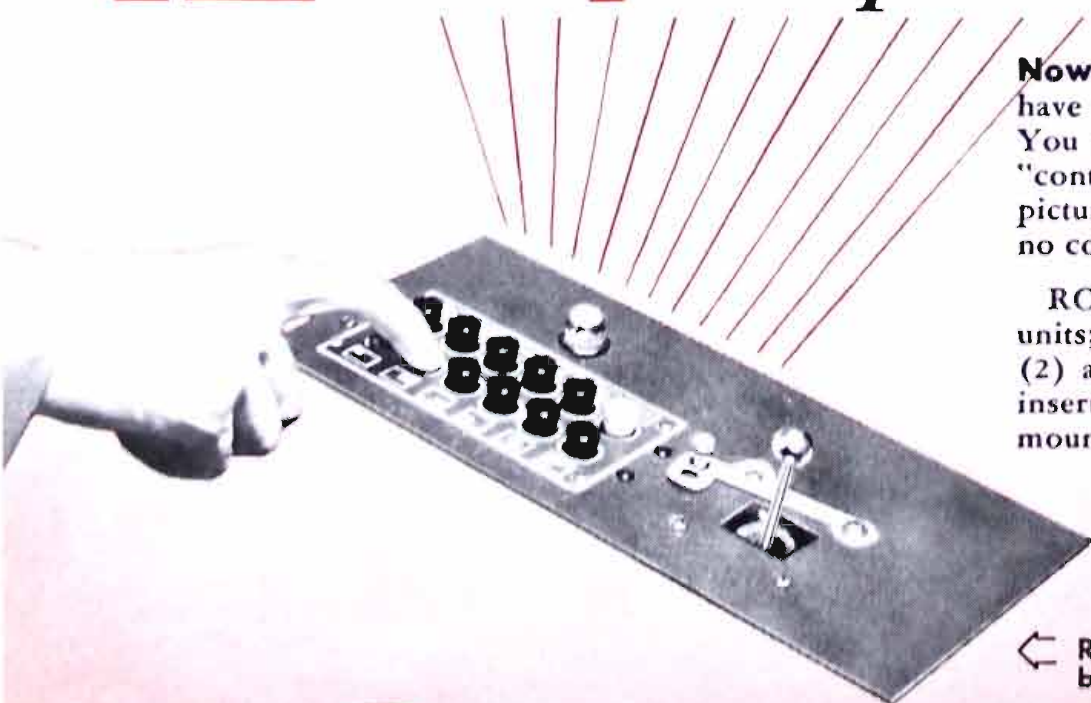
• Optional special effect

# 12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

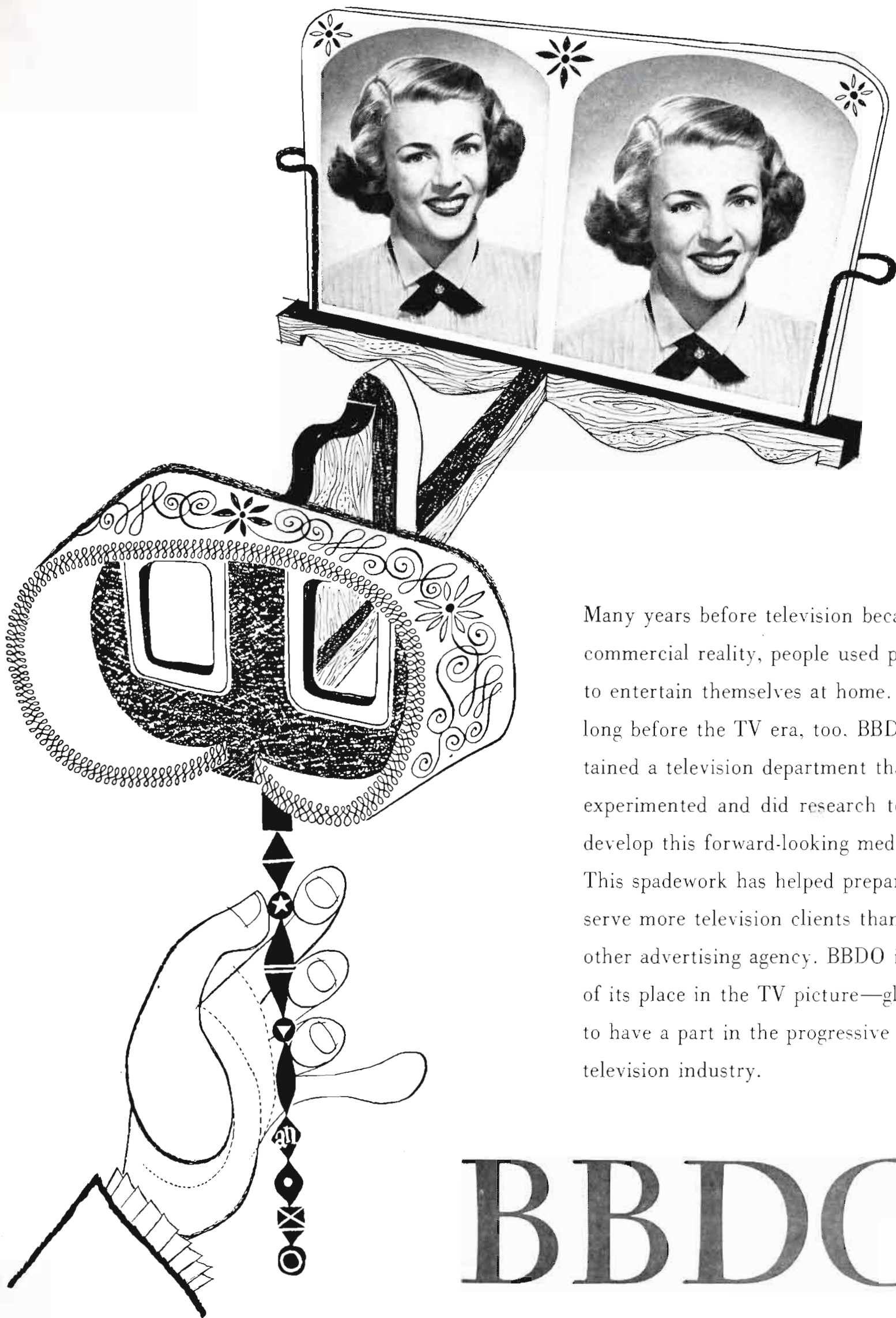
For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



← RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT  
CAMDEN, N.J.



Many years before television became a commercial reality, people used pictures to entertain themselves at home. And long before the TV era, too, BBDO maintained a television department that experimented and did research to help develop this forward-looking medium. This spadework has helped prepare us to serve more television clients than any other advertising agency. BBDO is proud of its place in the TV picture—glad to have a part in the progressive television industry.

# BBDO

Batten, Barton, Durstine & Osborn, *Inc.*  
*Advertising*

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH  
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS



**Stop!**

**CUT IT OFF!**

**We're Overloaded!**

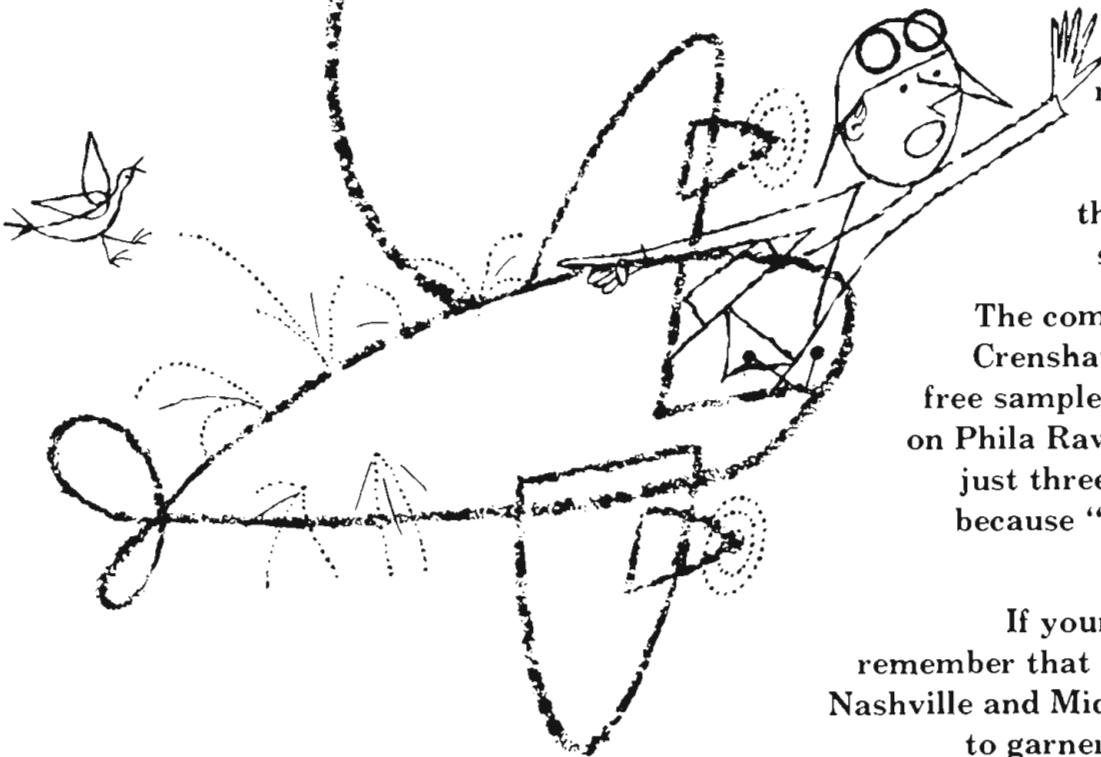
Just three one-minute spots on WSM-TV supplied enough sales leads to last for weeks to come!

Here's the story chronologically

To get So-Ten Meat Tenderizer into new markets, the So-Ten Company of Memphis decided to invite people to write in for free samples, fill such requests promptly, then have its salesmen follow-up by visiting stores in towns from which requests came.

The company, through its advertising agency Getz Crenshaw of Memphis, decided further to make its free sample offer in one-minute spot announcements on Phila Rawlings' "Kitchen Kollege" program. After just three airings, they had to call a temporary halt because "our salesmen can't keep up . . . requests have come from 80 towns so far!"

If your sales force can use a mid-flight refueling, remember that WSM-TV has been airborne longest in the Nashville and Middle Tennessee market — and has the gear to garner loads of leads. Contact Irving Waugh or any Petry Man for details!



**WSM-TV** Channel 4  
Nashville

# TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume XI, Number 3, March, 1954

## annual data book

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**prime  
profit  
market**

WLEV-TV, in the heart of the rich Lehigh Valley, reaches a consistently prosperous industrial and farm market area—

**1,047,110**

people who spend

**\$1,037,542,000**

annually in retail sales. For bigger sales . . . buy WLEV-TV. Top time available now. Write!

A Steinman Station

Represented by

**MEEKER TV,**

Incorporated

New York  
Chicago

Los Angeles  
San Francisco



# SHOW AND SALES

In these two words you'll find the crux of NBC Television's program philosophy. In application, it means that the subject of the program, whether it's news or a musical revue, should be created with pace and glamour, with all the showmanlike trappings that can be used. But also it should be designed to be an efficient selling vehicle which will make maximum use of television's special selling talents.

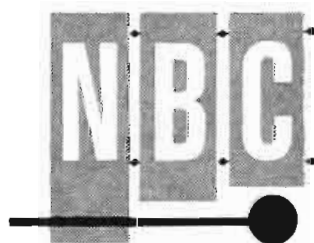
*To see how this policy is working,  
let's look at the record: —————▶*

# MANSHIP

# MANSHIP

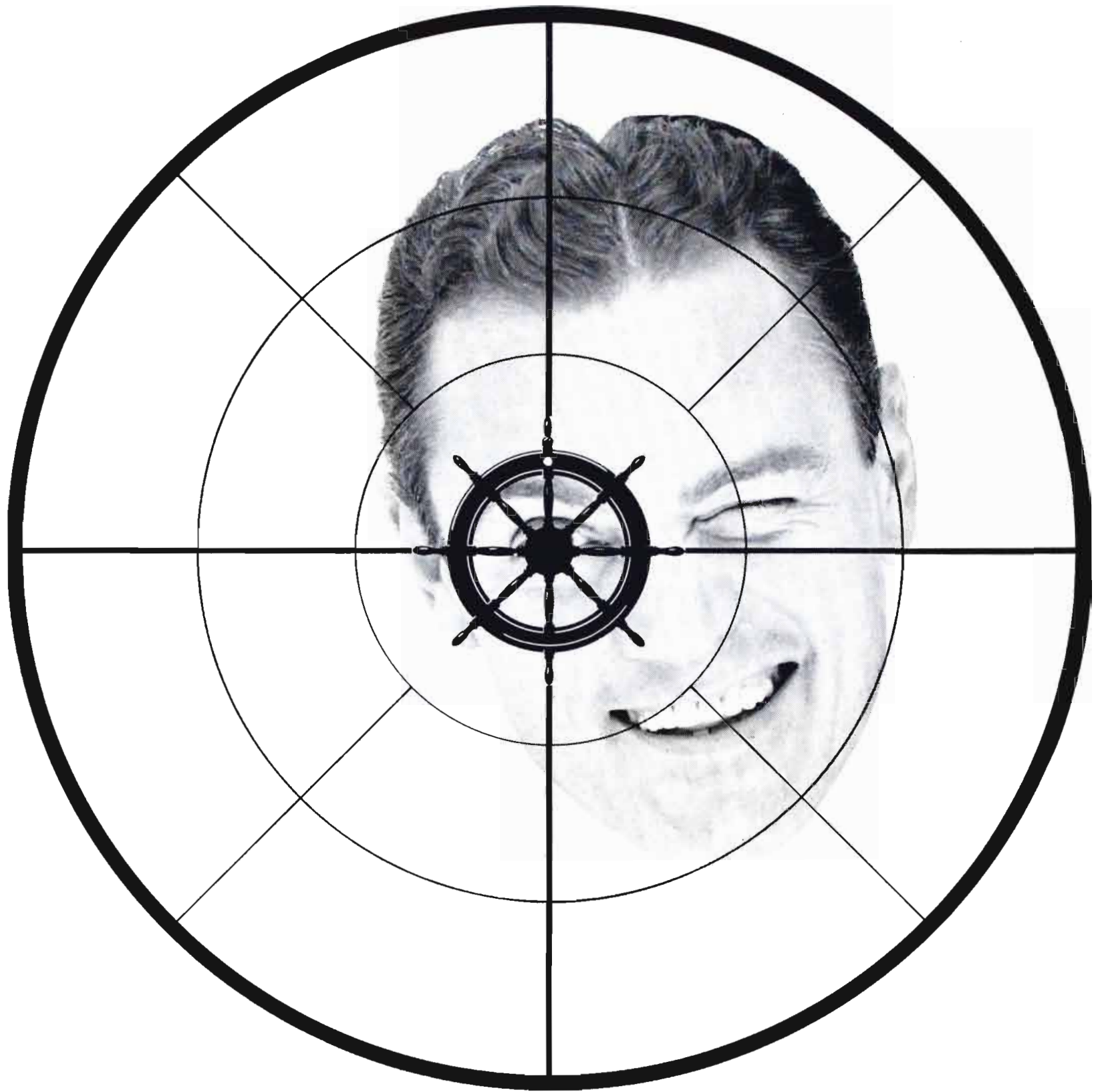
**Today**  
**Home**  
**Your Show of Shows**  
**Philco-Goodyear**  
**Television Playhouse**  
**Colgate Comedy Hour**  
**Life of Riley**  
**Dragnet**  
**Ding Dong School**  
**Howdy Doody**  
**The Pinky Lee Show**  
**NBC Opera Theatre**  
**The Dennis Day Show**  
**I Married Joan**  
**Robert Montgomery Presents**  
**Zoo Parade**  
**Kukla, Fran and Ollie**  
**Mister Peepers**  
**Hallmark Hall of Fame**

*Last year 125 advertisers  
found NBC Television's  
showmanship and its  
salesmanship eminently  
suited to their needs.  
It can work efficiently  
for you too.*



# TELEVISION

*a service of Radio Corporation of America*



**ON-TARGET TELEVISION**



**KUDNER AGENCY, INC.**

NEW YORK DETROIT WASHINGTON SAN FRANCISCO



# TELEVISION MAGAZINE'S ANNUAL DATA BOOK 1954

The vital statistics of television advertising . . . program and  
time costs . . . advertising expenditures . . . county by county  
coverage . . . set circulation . . . market statistics . . . rates

FOR television, 1953 was again the year of rising curves and galloping gains. But, as was expected, the figures were increasing at a decreasing rate.

Despite the flood of new stations, the imminence of color, and a raft of unsolved problems, television during 1953 achieved a great degree of stability.

Network billings were on the rise, but the \$227,585,656 gross total represented a smaller jump over the 1952 mark than was scored in previous years.

Network gross cost per thousand circulation was down four per cent in 1953. But this is not so great as the 12 per cent drop during 1952.

Total TV circulation was headed past 27,000,000 by the end of 1953, a gain of about one third over the previous year. Percentage gains in preceding years had been as great or greater.

As of April 1 there will be approximately 370 stations on the air in 220 markets. When 1953 began, there were 129 outlets operating

in 78 markets. By the end of the year, the count stood at 352 stations, 209 markets.

In the 1952 and 1953 editions of the Data Book, readers will find information on markets and advertiser expenditures that parallel the features in the current edition. The growth of the television medium during these years is clearly illustrated by a comparison of these reports.

#### Advertisers

Network and national spot investments continue their upward spiral. Rorabaugh Reports list 2,153 spot advertisers for the last quarter of 1953. During the fourth quarter of 1952, there were 1,346. These numbers of course do not reflect the greatly increased dollar expenditures made by many of the individual companies.

On the network side, there were over 270 advertisers using the webs during 1953. Their gross time expenditures amounted to \$227,-

586,656. Their program expenditures added many more millions to the tab. Despite higher time and production charges, cost per thousand homes per commercial minute, continuing its downward climb, dropped 22 per cent for daytime network programs and three per cent for all once-a-week evening network shows.

Procter and Gamble was again the heaviest spender in network TV. Measuring time plus program money, the ten largest network advertisers in 1953 (charted in this section) had larger budgets than the 1952 toppers. Notable is the rise of General Motors, not in 1951's top ten, from seventh place in 1952 to fourth place in the latest count.

Further proof of television's increased share of media appropriations—in 1953 gross network time made up 21.4 per cent of time and space expenditures in PIB-measured media (network radio and TV, newspaper supplements and  
*(Continued on page 11)*

#### Top Ten Network Advertisers—Gross Time and Production Expenditures

1953		1952		1951	
Procter & Gamble	\$21,300,000	Procter & Gamble	\$20,574,000	Procter & Gamble	\$12,205,000
Colgate-Palmolive	16,260,000	Colgate-Palmolive	12,464,000	General Foods	12,111,000
R. J. Reynolds	13,275,500	General Foods	11,870,500	R. J. Reynolds	7,586,000
General Motors	12,880,000	R. J. Reynolds	11,481,000	Colgate-Palmolive	6,831,000
American Tobacco	12,246,500	Lever Bros.	11,130,500	Ford Motor	6,752,000
General Foods	11,432,000	American Tobacco	10,693,000	American Tobacco	6,371,000
Gillette	11,000,000	General Motors	9,044,000	Liggett & Myers	5,942,000
Liggett & Myers	10,777,000	Liggett & Myers	7,402,500	Lever Bros.	4,974,000
Lever Bros.	10,763,000	Gillette	7,286,000*	P. Lorillard	4,784,000
General Electric	8,958,000	Ford Motor	7,091,000	General Mills	4,087,000

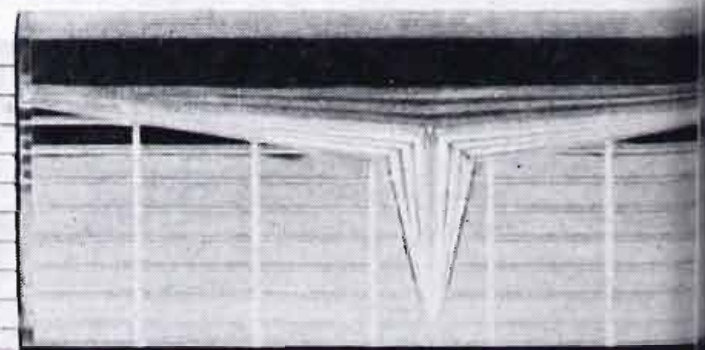
Source: Time, PIB; production expenditures, TELEVISION Magazine.

\* Incomplete

**are you selling**

**a 10-inch idea...**

**on a 21-inch screen?**





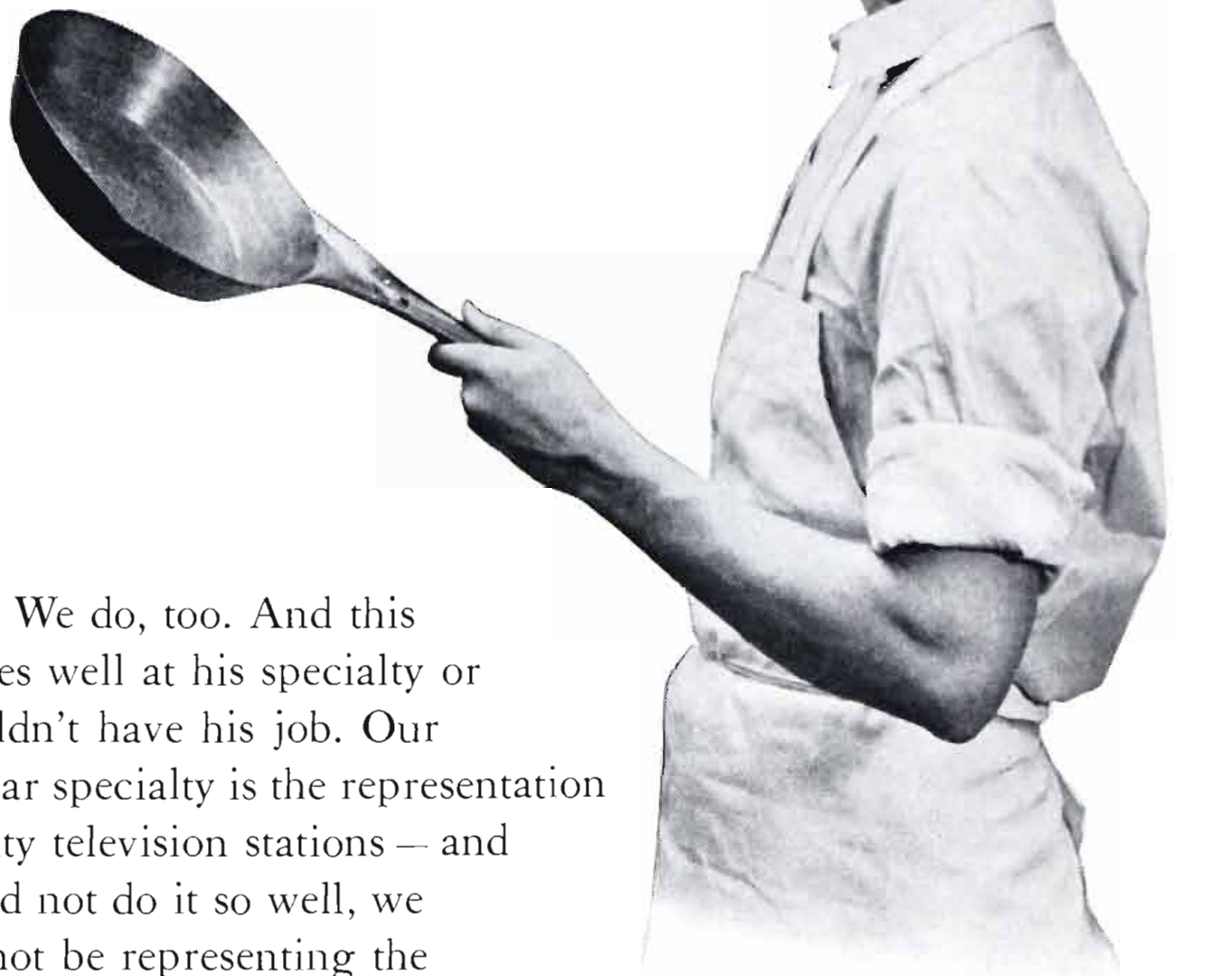
TV moves fast.

Are your commercials giving you the jump on competition—or are they lagging a couple of years behind? Think it over. Could be your sales curve is caught in a creative backwater.

**McCANN-ERICKSON, Inc.**  
*Advertising*

New York • Boston • Cleveland • Detroit  
Chicago • Cincinnati • San Francisco  
Los Angeles • Hollywood • Portland and  
offices throughout the world

*everyone has  
something he does best..*



*You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.*

## **Harrington, Richter and Parsons, Inc.**

*New York  
Chicago  
San Francisco*

*the only representative devoted only to television*

<i>WAAM</i>	<i>Baltimore</i>
<i>WBEN-TV</i>	<i>Buffalo</i>
<i>WFMY-TV</i>	<i>Greensboro</i>
<i>WDAF-TV</i>	<i>Kansas City</i>
<i>WHAS-TV</i>	<i>Louisville</i>
<i>WTMJ-TV</i>	<i>Milwaukee</i>
<i>WMTW</i>	<i>Mt. Washington</i>

**ANNUAL REPORT**

(Continued from page 7)

magazines). In 1952, TV took 18.8 per cent of the total.

In the Advertisers Expenditure Section of the Data Book, complete time and program production expenditures for each network advertiser are spelled out in detail—program used, products advertised, agency placing the business, network, number of stations, gross time costs, total program costs, number of telecasts in the year.

26 Top Spot TV Advertisers		
Rorabaugh Report—4th Quarter 1953		
	No. of Schedules	*No. of Markets
Procter & Gamble	30	431
Brown & Williamson	7	255
Toni	17	200
Colgate-Palmolive	18	178
Miles Laboratories	5	119
Best Foods	7	119
Bulova Watch	1	114
General Foods	16	110
National Biscuit	3	110
American Chicle	6	105
Standard Brands	5	101
National Carbon	2	87
Pacquin	3	85
R. J. Reynolds	3	82
Alliance Manufacturing	3	82
E. I. Du Pont	2	78
Ford Dealers	2	75
Chevrolet	1	73
General Mills	11	72
Whitehall Pharmal	5	70
Vitamin Corp. of America	6	68
Anahist	1	65
De Soto	1	63
Ballard & Ballard	1	62
Kellogg	1	62
Williamson Candy	1	62

\*Total of all markets in all schedules. E. g., one schedule is placed in 20 markets, another in 40; it counts as 2 schedules, 60 markets.

**Programs**

Although the sharp rise in the number of alternate week sponsorships and the trend toward the magazine type of insertion made it possible for advertisers to stretch their TV dollars, production costs in general kept rising.

Pricetags on some of the old established shows went up. *Colgate Comedy Hour*, once in the \$50,000 bracket, went up to \$75,000. *Armstrong Circle Theatre* jumped from \$11,500 to \$17,000; *Suspense*, from \$12,500 to \$15,500.

There were other programs that upped their costs one or two thousand dollars: *The Web*, *Big Story*, *Beat the Clock*.

Situation comedies, with few exceptions, come in for \$25,000-30,000. Mysteries, once grouped into the \$10,000-15,000 range, are now frequently \$20,000 or higher. Some of the half hour dramatic shows reached up past \$30,000; formerly, they held close to \$20,000 for live and \$25,000 for film.

The television markets continued to expand—in number, in size, in circulation. Increased power and higher towers spelled greater coverage for dozens of outlets.

The growth of circulation in the post-thaw markets and of conversion in UHF areas, while conditioned by number and kinds of stations reaching the same area and amount of network programming, showed remarkable strides. After two months on the air, Fort Wayne, Parkersburg and Waco found over 80 per cent of the TV homes in their respective areas UHF-equipped.

After four months of service, about 50 per cent of Milwaukee's TV homes could receive UHF.

TELEVISION Magazine's exclusive Full Market Coverage Report in this book defines the "duplicated" coverage area for each TV market and lists each county reached via that market. Essential market data—population, families, retail, food and drug sales, and Effective Buying Income—are correlated for each TV market.

The Full Coverage Areas include counties receiving signals from more than one market. These statistics differ considerably from network figures, which report unduplicated circulation for network coverage, whereas TELEVISION Magazine's Circulation estimates are prepared for spot buying.

The circulation figures reported with the Status Map in this issue are in many cases the result of re-examination made possible by the new CBS-Nielsen study.

For a detailed explanation of how TELEVISION Magazine compiles these figures, see the Status Map.

**Where Billings Come From**

A nation-wide survey of TV on the local level made especially for the Data Book shows that food products, auto and appliance dealers are the largest local advertisers.

Local billings contribute as much as 35 per cent of total income for stations in markets with 500,000-1,000,000 sets. In the 25,000-50,000 bracket, local billings

average as high as 56 per cent. Network billings in the largest markets make up 25 per cent or more of the total take.

In the 25,000-50,000 markets, the figure is 15 per cent. National spot makes its largest contribution to markets in the 100,000-200,000 set bracket—45 per cent.

**Rates**

The analysis of the relationship between circulation and rates appearing in the Data Book indicates the increase in time costs for the larger markets has kept pace with the increase in circulation.

As of January 1, 1954, there were 88 markets with 50,000 or more sets. Average Class A hour rate for those with over 1,000,000 sets is \$1,940 as compared to \$1,575 in 1953. For those with 50,000-100,000 sets the January Class A hour averaged \$295 versus \$368 for the pre-freeze markets of that size in 1953.

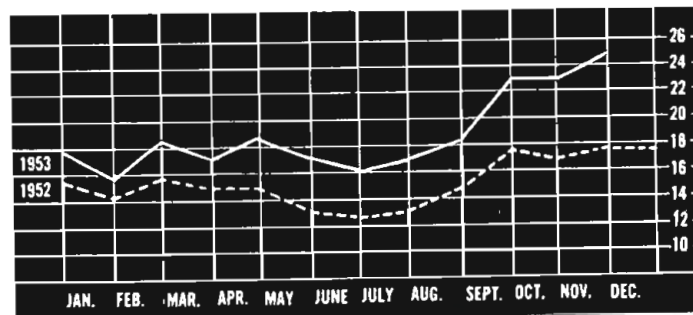
The circulation and rates study is intended as an index to future rate patterns.

The Spot Rate Estimator is a ready reference to the current highest Class A time cost in each TV market for time segments ranging from ID's to hours.

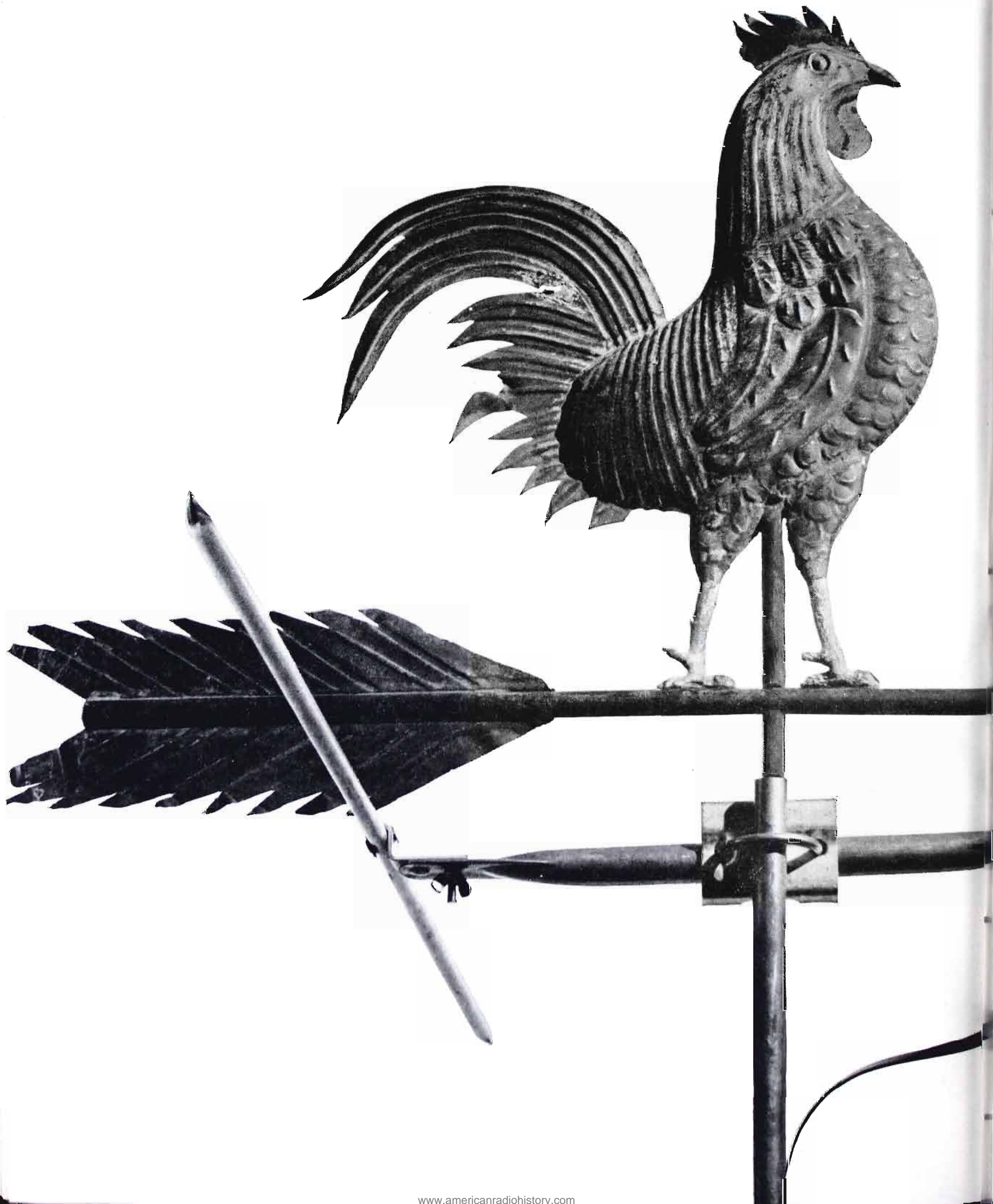
**Credits**

Special thanks for cooperation in supplying essential data go to: N. W. Ayer, BBD&O, Ted Bates, Benton & Bowles, Biow, Compton, Dancer-Fitzgerald-Sample, William Esty, Foote, Cone & Belding, Kenyon & Eckhardt, Lennen & Newell, McCann-Erickson, Sherman & Marquette, J. Walter Thompson, Young & Rubicam, the networks, stations, station representatives, research services and trade associations.

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	For 1953	For 1952
ABC	\$ 21,110,680	\$ 18,353,003
CBS	97,466,809	69,058,548
DuM	12,374,360	10,140,656
NBC	96,633,807	83,242,573
	<b>\$227,585,656</b>	<b>\$180,794,780</b>



# THE MORNING SHOW

7 to 9 am

Monday through Friday

No other program in network television will match this show in flexibility and economy.

It will open network television to budgets of all sizes, fit every sales calendar.

It will cover markets with almost 80% of all television homes – *at an over-all price (time and talent) that's the lowest in all television.*

It will be available in 20 segments per day – daily, weekly, monthly, or as a single insertion.

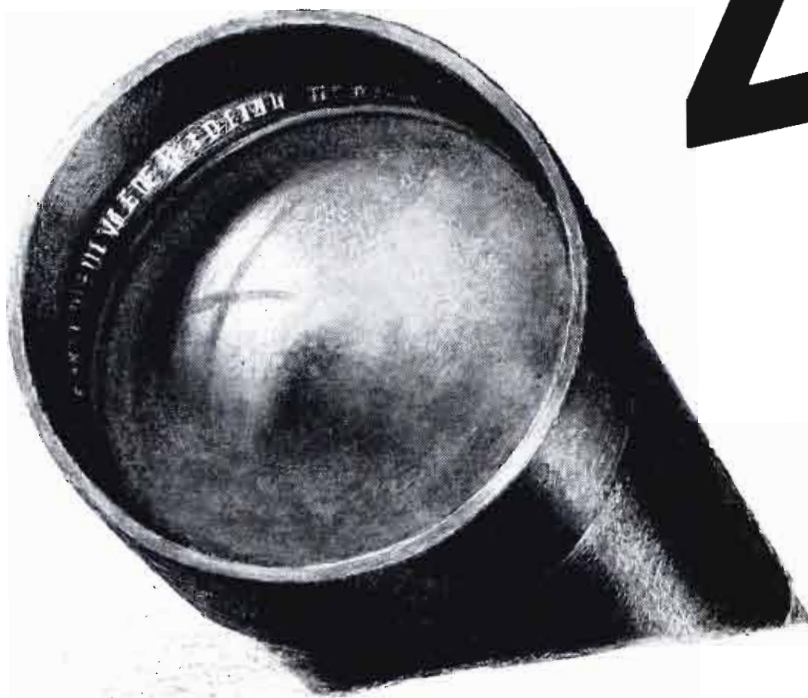
With all these advantages, a sponsor will have the easy, powerful lift of personalized selling. Walter Cronkite, host, will present news of your product – and, with Charles Collingwood, the news of the world...and of sports, plays, books, and movies...with the forecast of the weather, the exact time, popular music.

So get an early start on “The Morning Show” – and watch your sales curve rise and shine.

## CBS TELEVISION



# Du Mont Zooms Up!



AVERAGE RATING ALL  
NETWORK QUARTER HOURS **17.7\***

1954...**208** STATION  
AFFILIATES

1950-53...**57%** AVERAGE ANNUAL  
INCREASE IN BILLINGS

SINCE THE END of the freeze the Du Mont Television Network has *tripled in size!* It now has 208 stations...and still continues to grow!

Leading this rise, in March 1954, Bishop Sheen's outstanding "Life Is Worth Living" program became the first network series to be scheduled over 169 stations. Du Mont's "Dollar A Second" program and weekly Professional Football broadcasts also topped 100 stations... setting another clearance record. Even this record was broken by the Professional Football Championship Game of December 27th with 131 live stations... the largest *live* clearance in network television history.

In its 57% average annual rise in billings since 1950... in its network growth... and in the creation of top programs... the rising success of the Du Mont Television Network reflects new pleasure for its public, new profits for its advertisers.

\* Source: Nielsen, Second Report for November, 1953.

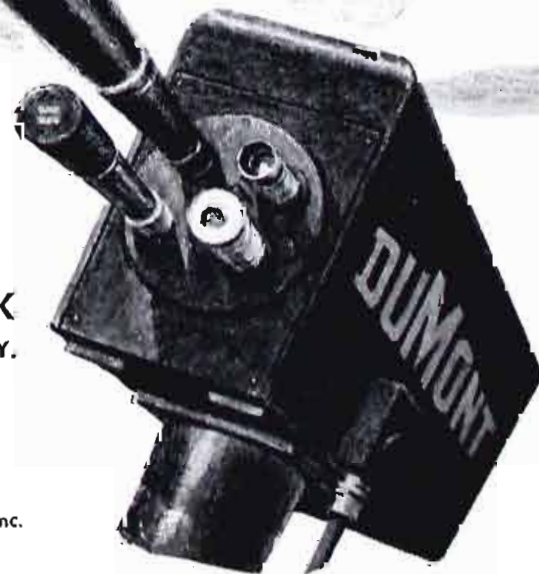
## DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.  
MUrray Hill 8-2600

435 N. Michigan Ave., Chicago 11, Ill.  
MO 4-6262

A Division of The Allen B. Du Mont Laboratories, Inc.





# PRODUCTION COSTS

Presenting advertisers' program expenditures per telecast for network shows on during 1953; figures include agency commission but not cost of time or commercial

OVER 270 advertisers used network television during 1953. Some of them spent as much for program production as they did for time. Some bought hour shows for \$32,000; others invested that much in half hour vehicles. Many bought segments of network "magazines", paying program costs of \$235 for six minutes of *Today* or \$985 for a segment of *Ding Dong School*.

The costs on these pages represent TELEVISION Magazine's exclusive estimates of *what the advertiser paid* for his program. Agency commission is included; cost of producing commercials is not.

This study covers all programs which were regularly scheduled on the networks during 1953 and which were still on at the time this book went to press. The advertiser and networks listed are those

who were last connected with the program during 1953.

In all cases, these figures were double-checked with the agency or advertiser involved.

Comprehensive production cost reports in previous editions of the Data Book present comparable figures for 1951 and 1952.

More detailed information on individual companies is presented in the Advertiser Expenditure section of this book, which lists products advertised, total annual time and program costs, number of stations used, number of telecasts and agency placing the business.

**KEY:** F—film; A—alternating sponsor; S—shares sponsorship with other advertisers; R—regional sponsor only.

Program	Network	Advertiser	Per Telecast Program Cost
All Star Revue/Your Show of Shows, S	NBC	Armour	\$30,000
		R C A	30,000
		(per 1/2 hours) Participation	10,000
Art Linkletter's House Party, S (per 1/4 hours)	CBS	Green Giant	4,000
		Kellogg	4,000
		Lever Bros.	4,000
		Pillsbury	4,000
Arthur Godfrey & Friends, S&A (per 1/2 hours)	CBS	General Motors	27,500
		Pillsbury	27,500
		Toni	27,500
Arthur Godfrey's Talent Scouts	CBS	Thos. J. Lipton	26,000
Arthur Godfrey Time, S (per 1/4 hours)	CBS	Multi-sponsor	3,500
Arthur Murray Party	NBC	Consolidated Chemical	16,000
Barker Bill's Cartoons, F	CBS	General Mills	2,300
		Sylvania	10,000
Beat the Clock	CBS	Colgate-Palmolive	3,500
Big Payoff	NBC	American Cig. & Cig.	18,500
Big Story, A	NBC	Simoniz	18,500
Big Top	CBS	National Dairy	14,500
Big Town, F	CBS	Lever Bros.	20,000
Blue Ribbon Bouts	CBS	Pabst	16,000
Bob Crosby, S (per 1/4 hours)	CBS	American Dairy	2,000
Bob Hope	NBC	Englander Co.	2,000
		General Mills	2,000
		Tappan Stove	2,000
		General Foods	75,000
		Jergens	2,000
Bride & Groom	NBC	Jergens	2,000
Broadway to Hollywood	DuM	Tide Water Oil	2,500
Burns & Allen, F,A	CBS	Carnation	32,000
Camel News Caravan	NBC	Goodrich	32,000
		R. J. Reynolds	3,750
CBS News, S (per 1/4 hours)	CBS	American Cig. & Cig.	5,500
Captain Video	DuM	Oldsmobile	5,500
Cavalcade of America, F	ABC	Johnson's Candy	5,000
Cavalcade of Sports	ABC	DuPont	32,000
Chance of a Lifetime	NBC	Gillette	40,000
	DuM	P. Lorillard	8,000

Program	Network	Advertiser	Per Telecast Program Cost
Chronoscope	CBS	Longines	4,000
Circle Theatre	NBC	Armstrong Cork	17,000
Coke Time	NBC	Coca Cola	10,000
Col. Humphrey Flack, S	DuM	American Chiclé	7,500
		Du Mont	7,500
Comeback Story	ABC	Sealy Mattress	10,000
Comedy Hour	NBC	Colgate Palmolive	75,000
Danger	CBS	Block Drug	15,000
		Pontiac Motors	26,500
Dave Garroway	NBC	R C A	30,000
Dennis Day	NBC	Chevrolet Motors	12,000
Dinah Shore	NBC	General Mills	985
Ding Dong School, S (per 1/2 hours)	NBC	Minnesota Mining	985
		Scott Paper	985
		Wine Corp.	10,000
		Campbell Soup	3,300
Dollar a Second	DuM	Helene Curtis	3,800
Double or Nothing	CBS	Carter	3,800
Down You Go, S	DuM	Liggett & Myers	32,000
Dragnet, F	NBC	Liggett & Myers	32,000
Ethel & Albert	NBC	Sunbeam	15,000
Faith For Today	ABC	7th Day Adventists	2,500
Fireside Theatre, F	NBC	Procter & Gamble	25,000
Ford Theatre, F	NBC	Ford Motor Co.	27,500
Four-Star Playhouse, F	CBS	Singer	27,500
Fred Waring	CBS	General Electric	30,000
Garry Moore, S (per 1/4 hours)	CBS	Multi-sponsor	2,400
Gene Autry, F,R	CBS	Wrigley	10,000
George Jessel, A	ABC	B.B. Pen	15,000
		Gemex	15,000
Greatest Fights, F	NBC	Chesebrough	5,000
Guiding Light	CBS	Procter & Gamble	1,900



Program	Network	Advertiser	Per Telecast Program Cost
Hall of Fame	NBC	Hallmark	25,000
Hawkins Falls	NBC	Wesson Oil	1,750
Hour of Decision	ABC	Billy Graham	5,000
Howdy Doody, S (per 1/4 hours)	NBC	Multi-sponsor	1,600
I'll Buy That	CBS	Seeman Bros.	2,400
I Love Lucy, F	CBS	Philip Morris	40,000
I Married Joan, F	NBC	General Electric	33,300
Inspector Mark Saber, F	ABC	Sterling Drug	22,000
I've Got a Secret, F	CBS	R. J. Reynolds	11,000
Jack Benny, F	CBS	American Tobacco	50,000
Jackie Gleason, S (1/3 sponsorship)	CBS	Nestle Co.	22,000
Jamie	ABC	Schick	22,000
Jane Froman	ABC	Sheaffer Pen	22,000
John Daly & News, S (1/2 sponsorship)	ABC	Ecko Products	14,000
Judge For Yourself	CBS	General Electric	10,400
Juvenile Jury	ABC	Realemon	500
	ABC	Whitehall Pharmacal	500
	NBC	P. Lorillard	30,000
	CBS	Serutan	10,000
Kate Smith Hour, S (per 1/4 hours)	NBC	Multi-sponsor	3,500
Kraft TV Theatre	ABC	Kraft Foods	18,000
	NBC	Kraft Foods	20,000
Leave It to the Girls	ABC	Ex-Lax	6,000
Letter to Loretta, F	NBC	Procter & Gamble	33,000
Life Begins at 80	DuM	Serutan	6,000
Life Is Worth Living	DuM	Admiral	16,000
Life of Riley	NBC	Gulf Oil	28,000
Life with Father	CBS	S. C. Johnson	30,000
Lone Ranger, F	ABC	General Mills	25,000
	CBS	General Mills	25,000
Love of Life	CBS	American Home Prod.	1,900
Lux Video Theatre	CBS	Lever Bros.	30,000
Make Room for Daddy, A	ABC	American Tobacco	24,000
	ABC	Dodge	24,000
Mama	CBS	General Foods	18,500
Man Against Crime, F	DuM	R. J. Reynolds	20,000
	NBC	R. J. Reynolds	20,000
Man Behind the Badge	CBS	Bristol-Myers	13,500
Martin Kane	NBC	U. S. Tobacco	18,000
Medallion Theatre	CBS	Chrysler Corp.	25,000
Meet Mr. McNutley	CBS	General Electric	35,000
Meet the Press	NBC	Revere	6,000
Meet Your Congress	DuM	Benrus	2,000
Milton Berle	NBC	Buick	75,000
Mirror Theatre	CBS	Revlon	25,000
Motorola Theatre	ABC	Motorola	32,000
Mr. Peepers	NBC	Reynolds Metals	22,000
Mr. and Mrs. North, F,A	NBC	Revlon	21,000
	NBC	Congoleum Nairn	21,000
My Favorite Husband, A	CBS	International Silver	25,000
	CBS	Simmons	25,000
My Friend Irma	CBS	Brown & Williamson	27,500
My Little Margie, F	NBC	Scott Paper	25,000
Name That Tune, A	NBC	Block Drug	15,000
	NBC	Speidel	15,000
Name's the Same, A	ABC	American Chicle	7,500
	ABC	C. A. Swanson	7,500
Omnibus (per 1/4 sponsorship)	CBS	Participation	15,000
On the Line with Considine	NBC	Mutual of Omaha	3,500
On Your Account	NBC	Procter & Gamble	2,000
Original Amateur Hour	NBC	Pet Milk	16,000
Our Miss Brooks	CBS	General Foods	31,000
Ozzie & Harriet, F,A	ABC	Hotpoint	30,000
	ABC	Lambert	30,000
Pantomime Quiz	DuM	Benson & Hedges	9,500
Paul Dixon Show, S (per 10 minutes)	DuM	Participation	400
Paul Whiteman TV Teen Club	ABC	Sweets Co.	15,000
Pepsi Cola Playhouse, F	ABC	Pepsi-Cola	17,500
Perry Como	CBS	Liggett & Myers	8,200
Person to Person, R	CBS	American Oil	16,900
	CBS	Hamm Brewing	5,600
Peter Potter	ABC	Hazel Bishop	10,000

Program	Network	Advertiser	Per Telecast Program Cost
Philip Morris Playhouse	CBS	Philip Morris	18,500
Place the Face, A	CBS	Carter Products	16,500
	CBS	Toni	16,500
The Plainclothesman, S (co-sponsorship)	DuM	Carter Products	3,750
Pride of the Family, A	ABC	Larus Bros.	3,750
	ABC	Armour	17,000
	ABC	Bristol-Myers	17,000
Private Secretary, F	CBS	American Tobacco	28,000
Quick as a Fflash	ABC	Thor	9,000
Red Buttons	CBS	General Foods	22,500
Red Skelton	CBS	Serutan	32,500
Robert Montgomery Presents, A	NBC	American Tobacco	33,000
	NBC	S. C. Johnson	33,000
Rocky King, S (co-sponsorship)	DuM	American Chicle	4,500
Rod Brown, Rocket Ranger	CBS	Jacques Kreisler	4,500
Roy Rogers, F	CBS	General Foods	7,500
	NBC	General Foods	21,000
Saturday Night Fights	ABC	Bayuk Cigars	17,500
Schlitz Playhouse of Stars, F	CBS	Schlitz	35,000
Search for Tomorrow	CBS	Procter & Gamble	1,900
See It Now	CBS	Aluminum Co.	23,000
Sky King, F	ABC	Derby Foods	20,000
Smilin' Ed McConnell, F	ABC	Brown Shoe	6,000
Space Patrol, A	ABC	Ralston-Purina	7,500
	ABC	Nestle	7,500
Sports Showcase	DuM	American Home Prod.	1,500
Sports Spot	CBS	General Cigar	3,500
Strike It Rich	CBS	Colgate-Palmolive	1,500
Stu Erwin, F	ABC	General Mills	13,500
Studio One	CBS	Westinahouse	40,000
Sunday News Special	CBS	Norwich Pharmacal	2,500
Super Circus, S (per 1/2 hours)	ABC	Kellogg	8,000
Suspense	ABC	Mars	8,000
	CBS	Electric Autolite	15,500
This Is Show Business, A	CBS	Carter Products	16,000
	CBS	Schick	16,000
This is Your Life	NBC	Hazel Bishop	12,500
Toast of the Town	CBS	Lincoln-Mercury	35,000
Today, S (per 6 minutes)	NBC	Participation	235
Tom Corbett, Space Cadet	DuM	International Shoe	9,000
Tootsie Hippodrome	ABC	Sweets Co.	6,000
Topper, F	CBS	R. J. Reynolds	31,000
Treasury Men in Action	NBC	Borden Co.	18,000
TV Playhouse, A	NBC	Goodyear	32,500
	NBC	Philco	32,500
TV Soundstage	NBC	Campbell's Soup	17,500
Twenty Questions, S (per 1/4 hours)	DuM	Bauer & Black	3,500
Two for the Money	CBS	P. Lorillard	17,500
U. S. Steel Hour	ABC	U. S. Steel	35,000
Valiant Lady	CBS	General Mills	2,000
Voice of Firestone	NBC	Firestone	22,000
Winchell & Mahoney, A	ABC	Carter Products	17,500
	ABC	Gruen Watch	17,500
The Web	CBS	P. Lorillard	13,000
Welcome Travelers, S (per 1/4 hours)	NBC	Procter & Gamble	1,500
What's My Line, A	CBS	Jules Montenier	17,000
	CBS	Remington Rand	17,000
What's the Story	DuM	DuMont Labs	3,000
Where's Raymond, F, A	ABC	Sherwin-Williams	28,000
	ABC	American Cig. & Cig.	28,000
You Are There, A	CBS	Electric Companies	22,500
	CBS	Prudential	22,500
You Asked For It	ABC	Good Foods—Rosefield Pkg.	7,500
You Bet Your Life, F	NBC	DeSoto-Plymouth	25,000
Your Hit Parade, A	NBC	American Tobacco	35,000
	NBC	Crosley	35,000
Your Show of Shows/All Star Revue, S	NBC	Armour	30,000
	NBC	R. C. A.	30,000
	NBC	(per 1/2 hours)	
	NBC	Participation (per 10 minutes)	10,000
Zoo Parade	NBC	Quaker Oats	9,000

# IT'S IMPORTANT!

Yes, these VHF channels are important . . . They mean that two experienced, pioneer television stations, on the air for more than four years, have an established audience in two big buying markets with ready access to Channels 6 and 8. And . . . most important, is the fact that EVERY television set is ready to receive your advertising message on . . .

... **KOTV Channel 6** TULSA

... **KFMB-TV Channel 8** SAN DIEGO



represented by

**Edward Petry & Co., Inc.**

NEW YORK - CHICAGO - LOS ANGELES - DETROIT - ST. LOUIS - SAN FRANCISCO - DALLAS

**KOTV • Channel 6**

WRATHER-ALVAREZ, INC.

TULSA, OKLAHOMA

**KFMB-TV • Channel 8**

WRATHER-ALVAREZ BROADCASTING, INC.

SAN DIEGO, CALIF.

# COST PER THOUSAND ANALYSIS

Four gauges of declining c-p-m: time and program cost per thousand homes per commercial minute by type of program; time and program cost per thousand homes by time segment and duration; gross cost per thousand network circulation; cost per thousand homes on a group of 14 "veteran" shows.

## C-P-M Homes Per Commercial Minute Trend

All Evening Once-a-week and Weekday Daytime Sponsored Network Shows, Time plus Program Costs. Base: Nov.-Dec. 1952; Nov. 1953 Nielsen

	# Pgms.	1952 Cost/M Homes/ Comm. Min.	# Pgms.	1953 Cost/M Homes/ Comm. Min.
<b>Evening Once-a-week Programs (6 PM and After)</b>				
General Drama	19	3.84	22	3.66
Mystery	19	3.71	15	3.23
Situation Comedy	17	3.50	31	3.83
Variety	23	3.56	31	3.51
Quiz & Audience Participation	20	3.61	25	4.40
Music	6	6.24	4	3.66
Sports	3	2.43	6	2.79
Miscellaneous	15	4.83	17	4.67
<b>EVENING AVERAGE</b>	<b>122</b>	<b>3.89</b>	<b>151</b>	<b>3.79</b>
<b>Daytime Programs (M-F 9 AM-6 PM)</b>				
General Variety	23	2.53	28	2.03
Quiz, Give Away, Audience Participation	12	2.42	11	1.68
Children	8	1.46	10	1.39
Daytime Serials	4	1.86	7	1.61
Music	-	-	2	2.44
<b>DAYTIME AVERAGE</b>	<b>47</b>	<b>2.26</b>	<b>58</b>	<b>1.75</b>

## Special Nielsen Study by Time, Duration and Type

Base: September-October 1953 Cost per Thousand Homes, Time plus Program Costs

### By Time Segment

	Minutes	# Programs Studied	CPM Homes
Weekday daytime	15	13	\$ 5.29
	30	8	5.83
All Evenings	15	12	5.44
	30	99	7.81
	60	10	9.22

### By Program Type

<b>Weekday daytime</b>			
Quiz, Variety, Musical & Audience Partic.	15	7	6.07
	30	6	5.70
Adult Serial	15	4	3.98
<b>All evenings</b>			
General Drama	30	14	8.65
	60	4	8.96
Mystery Drama	30	14	6.11
Situation Comedy	30	25	8.26
Variety	30	16	7.68
	60	4	9.30
Quiz & Aud. Partic.	30	18	6.90
Musical	30	3	10.36
News	15	4	4.76
<b>Daytime &amp; Evening</b>			
Children's	30	13	8.92

## NBC's Basic C-P-M Gross Circulation Down 51% Since 1949

	No. of NBC-TV Basic Stations	Total TV Homes in These Areas	Gross Class "A" 30 Min. Cost	C-P-M Circulation	Net* Class "A" 30 Min. Cost	C-P-M Circulation
1/1949	10	717,000	\$ 2,040	\$2.89	\$ 1,785	\$2.49
1/1950	22	3,000,000	6,495	2.17	5,683	1.89
1/1951	35	8,169,000	14,760	1.81	12,915	1.58
1/1952	39	13,448,000	22,710	1.69	19,871	1.48
1/1953	49**	18,752,000	27,675	1.48	23,247	1.24
1/1954	51**	22,642,000	32,220	1.42	27,065	1.20

\* Including minimum discounts on a 52-week basis

\*\* Includes both WBAP-TV Ft. Worth and WFAA-TV Dallas at a combination rate

## Special Nielsen Study on 14 "Veteran" Shows

Base: November-December 1951, 1952, 1953 Cost Per Thousand Homes, Time plus Program Costs

1951 average	\$8.27
1952 average	7.35
1953 average	7.23

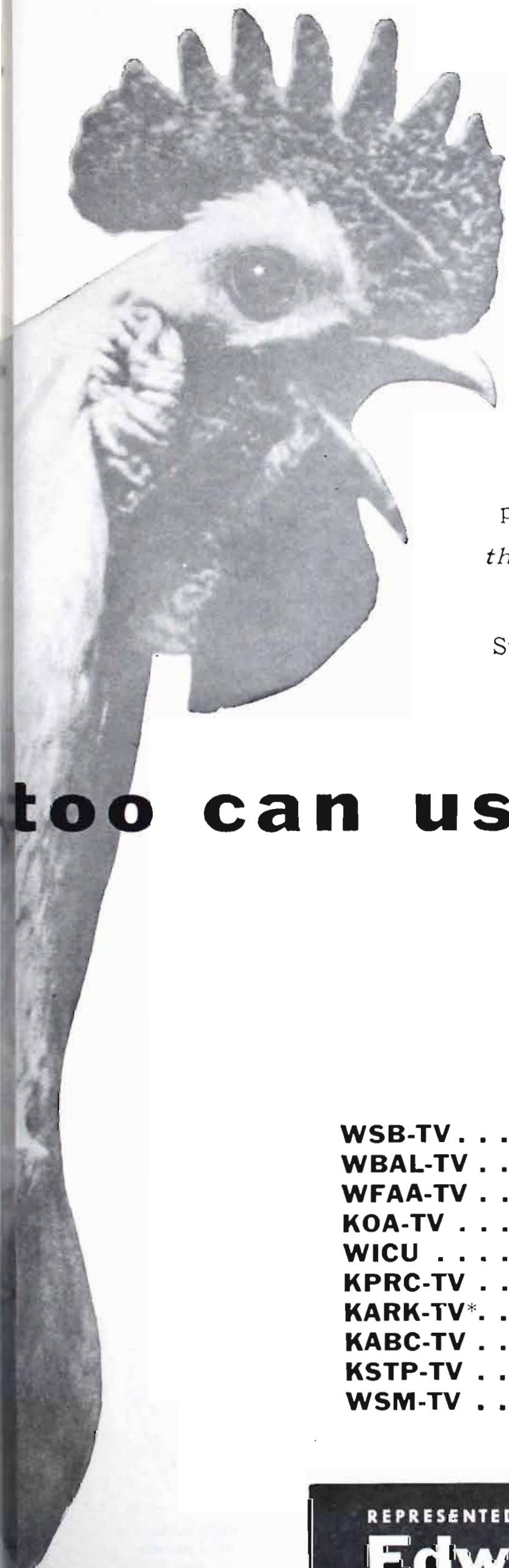
Each of the shows in this group of 14 has been telecast for at least three seasons. Selected to represent different levels of audience size and cost, these evening network programs are: *Big Town*, *Comedy Hour*, *Fireside Theatre*, *Lone Ranger*, *Lux Video Theatre*, *Martin Kane*, *Milton Berle*, *Rocky King*, *Strike It Rich*, *Studio One*, *Toast of the Town*, *TV Playhouse*.

In 1952, the average cost per thousand homes for this group came down 11 per cent from 1951. In 1953, the descent continued, but the drop was not sharp. Average cost per thousand homes was 1.6 per cent below the 1952 mark.



**here's NEWS ...you**





Local TV newscasts are just about the most consistently  
listened to programs in any market.

They rate right up there with the best of the network  
programs. But what gets them their audience . . . *and holds  
that audience . . .* is not only the national and international  
news, important as it is. It's the news of the fire on South  
Street . . . the fact that little Mary Jones has been found in  
MacComb's swamp after being missing for five hours  
. . . *the human interest items that happen right in  
the listener's own back yard.*

## too can use!

There's no better way of selling a product than  
by the sponsorship of a local newscast. It has a regular  
audience day in and day out. It's a receptive  
audience . . . and it's a buying audience.

<b>WSB-TV . . . . . Atlanta</b>	<b>WABC-TV . . . . . New York</b>
<b>WBAL-TV . . . . . Baltimore</b>	<b>WTAR-TV . . . . . Norfolk</b>
<b>WFAA-TV . . . . . Dallas</b>	<b>KMTV . . . . . Omaha</b>
<b>KOA-TV . . . . . Denver</b>	<b>WTVH-TV . . . . . Peoria</b>
<b>WICU . . . . . Erie</b>	<b>WENS . . . . . Pittsburgh</b>
<b>KPRC-TV . . . . . Houston</b>	<b>WOAI-TV . . . . . San Antonio</b>
<b>KARK-TV* . . . . . Little Rock</b>	<b>KFMB-TV . . . . . San Diego</b>
<b>KABC-TV . . . . . Los Angeles</b>	<b>KGO-TV . . . . . San Francisco</b>
<b>KSTP-TV . . . . . M'p'l's-St. Paul</b>	<b>KOTV . . . . . Tulsa</b>
<b>WSM-TV . . . . . Nashville</b>	<b>KEDD . . . . . Wichita</b>

*\*In operation on or about April 15*

REPRESENTED BY

**Edward Petry & Co., Inc.**

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

# THE PEOPLE'S CHOICE!



...Year after Year  
it's WBAP-TV!

The favorite because of:

★ CLEAR PICTURES ★

★ STRONG SIGNALS ★

★ HIGH HOOPERS ★

★ BETTER PROGRAMMING

★ FINER FACILITIES ★

...and the set count in the great  
Fort Worth-Dallas area now...

368,580

## WBAP-TV



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER  
Chairman

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, Inc. - National Representatives



# ADVERTISER EXPENDITURES

Total 1953 program and time costs by product and show for network advertisers—a TELEVISION Magazine exclusive.

**ADMIRAL CORP.**, Admiral household appliances, ALL STAR FOOTBALL GAME, Erwin, Wasey, DuM, 84, \$145,995, NA, 1; GOLDEN GLOVES, Erwin, Wasey, DuM, 54, \$142,627, NA, 3; LIFE IS WORTH LIVING, Erwin, Wasey, DuM, 167, \$985,734, \$496,000, 31.

**ADOLPH'S FOOD PRODUCTS**, Adolph's Meat Tenderizer, SATURDAY NIGHT REVUE, Erwin, Wasey, NBC, 52, \$50,000 time & program, 4; YOUR SHOW OF SHOWS—ALL STAR REVUE, Erwin, Wasey, NBC, 69, \$65,565, \$70,000, 7; TODAY, Erwin, Wasey, NBC, 43, \$18,525, \$1,410, 6.

**ALLIS-CHALMERS MANUFACTURING CO.**, Allis-Chalmers tractors & power equipment, International Livestock Exposition, Bert S. Gittins Adv., NBC, 96, \$33,215, NA, 1.

**ALUMINUM COMPANY OF AMERICA**, Alcoa aluminum, SEE IT NOW, Fuller & Smith & Ross, CBS, 34, \$742,303, \$920,000, 39; YOUTH TAKES A STAND, Fuller & Smith & Ross, CBS, 20, \$69,626, \$18,500, 5.

**AMANA SOCIETY**, home freezer, KATE SMITH SHOW, Maury, Lee & Marshall, NBC, 87, \$185,390, \$56,000, 16.

**FRED W. AMEND CO.**, Chuckles candy & spice drops, HAIL THE CHAMP, Henri, Hurst & McDonald, ABC, 19, \$85,955, \$50,400, 12.

**AMERICAN CHICLE CO.**, Clorets chlorophyll gum, DATE WITH JUDY, DF&S, ABC, 66, \$1,085,261, \$390,000, 39; COL. HUMPHREY FLACK, DF&S, DuM, 54, \$181,450, \$195,000, 13; ROCKY KING, DETECTIVE, DF&S, DuM, 64, \$689,180, \$234,000, 52; TWENTY QUESTIONS, DF&S, DuM, 25, \$96,078, \$45,500, 13. Chewing gum, THE NAME'S THE SAME, SSC&B, ABC, 57, \$75,780, \$22,500, 3.

**AMERICAN DAIRY ASS'N.**, milk & milk products, BOB CROSBY SHOW, Campbell-Mithun, CBS, 48, \$227,606, \$58,000, 29.

**AMERICAN FEDERATION OF LABOR**, American Federation of Labor, BOTH SIDES, Furman & Feiner, ABC, 9, \$104,670, NA, 12; HOW IS CONGRESS DOING, Furman & Feiner, ABC, 9, \$9,270, NA, 1.

**AMERICAN HAIR AND FELT CO.**, rug cushion, carpet cushion, TODAY, Grant, NBC, 49, \$44,613, \$3,055, 13.

**AMERICAN HOME PRODUCTS CORP.**, Anacin, Bisodol, Kolynos, Hill's Cold Tablets, JOHN DALY AND THE NEWS, Biow, ABC, 23, \$150,595, \$25,500, 56; LOVE OF LIFE, Biow, CBS, 81, \$2,800,105, \$494,000, 260. Anacin Tablets, YOUR SHOW OF SHOWS—ALL STAR REVUE, John F. Murray, NBC, 72, \$22,085, \$40,000, 2. Autobrite car polish, JACK BRICKHOUSE, Geyer, DuM, 24, \$203,325, \$78,000, 52.

**AMERICAN MACHINE & FOUNDRY CO.**, all products, OMNIBUS, Fletcher D. Richards, CBS, 75, \$446,856, \$429,000, 31.

**AMERICAN MAIZE-PRODUCTS CO.**, Amazo instant dessert, TODAY, K&E, NBC, 32, \$93,249, \$10,810, 46.

**AMERICAN METAL SPECIALTIES CORP.**, toys, HOWDY DOODY, Lavenston Bureau of Adv., NBC, 57, \$81,351, \$7,825, 5.

**AMERICAN SAFETY RAZOR CORP.**, Ascot Lighters, TODAY, McCann-Erickson, NBC, 18, \$30,498, \$5,640, 24.

**AMERICAN TOBACCO CO.**, Lucky Strike Cigarettes, BIFF BAKER, USA, BBDO, CBS, 45, \$257,331, \$260,000, 13; MAKE ROOM FOR DADDY, BBDO, ABC, 85, \$204,305, \$168,000, 7; THIS IS SHOW BUSINESS, BBDO, CBS, 65, \$84,150, \$48,000, 3; JACK BENNY, BBDO, CBS, 121, \$331,489, \$500,000, 10; PRIVATE SECRETARY, BBDO, CBS, 121, \$818,377, \$728,000, 26; YOUR PLAY-TIME, BBDO, CBS, 103, \$428,590, NA, 13; YOUR LUCKY STRIKE THEATRE, BBDO, NBC, 104, \$1,452,015, \$825,000, 25; YOUR HIT PARADE, BBDO, NBC, 130, \$287,325, \$280,000, 8. Pall Mall Cigarettes, DOORWAY TO DANGER, SSC&B, ABC, 40, \$78,370, \$50,000, 5; WHERE'S RAYMOND, SSC&B, ABC, 55, \$154,630, \$196,000, 7; CBS NEWS, SSC&B, CBS, 40, \$1,272,974, \$577,500, 105; THE BIG STORY, SSC&B, NBC, 64, \$657,180, \$444,000, 24; DOORWAY TO DANGER, SSC&B, NBC, 63, \$118,470, \$40,000, 4. Tobacco products, YOUR HIT PARADE, BBDO, NBC, 92, \$748,440, \$840,000, 24; PRIVATE SECRETARY, BBDO, NBC, 99, \$396,315, rerun, 12.

**ANSON, INC.**, men's jewelry, TODAY, Grey, NBC, 48, \$85,205, \$6,815, 29.

**CHARLES ANTELL, INC.**, Fastabs, TODAY, Television Advertising Assoc., NBC, 33, \$10,261, \$940, 4. Fastabs & Formula No. 9 Hair Preparation, LIVE LIKE

A MILLIONAIRE, Television Advertising Assoc., ABC, 37, \$93,489, \$45,000, 6; WHAT'S YOUR BID, Television Advertising Assoc., ABC, 33, \$162,912, \$58,500, 9. Hair products, WHAT'S YOUR BID, Television Advertising Assoc., DuM, 11, \$70,551, \$58,500, 9.

**ARMOUR & CO.**, Dial deodorant soap, TODAY, FC&B, NBC, 38, \$401,226, \$45,120, 192. Dial deodorant soap, Dial shampoo, PRIDE OF THE FAMILY, FC&B, ABC, 27, \$97,254, \$102,000, 6; YOUR SHOW OF SHOWS—ALL STAR REVUE, FC&B, NBC, 59, \$248,325, \$240,000, 8.

**ARMSTRONG CORK CO.**, all products, ARMSTRONG CIRCLE THEATRE, BBDO, NBC, 63, \$994,830, \$646,000, 38.

**ASSOCIATED PRODUCTS, INC.**, 5-Day deodorant pads, Kaywoodie pipes, BREAK THE BANK, Grey, NBC, 59, \$336,312, \$93,500, 11.

**ATLANTIC REFINING CO.**, Atlantic gasoline & oil, SUNDAY PRO FOOTBALL, Ayer, DuM, 29, \$179,145, NA, 23; SATURDAY PRO FOOTBALL, Ayer, DuM, 12, \$10,475, NA, 3.

**AVCO MANUFACTURING CORP.**, Bendix major appliances, SATURDAY NIGHT REVUE, Earle Ludgin, NBC, 57, \$162,500 time & program, 13; TODAY, Earle Ludgin, NBC, 41, \$37,980, \$3,055, 13. Crosley TV sets, TODAY, BBDO, NBC, 37, \$8,280, \$705, 3. Crosley major appliances, WHAT'S MY NAME, B&B & BBDO, NBC, 74, \$423,600, \$259,000, 14; NAME THAT TUNE, B&B & BBDO, NBC, 75, \$163,935, \$75,000, 5; YOUR HIT PARADE, BBDO, NBC, 134, \$297,696, \$280,000, 8.

**BAYUK CIGARS, INC.**, Phillies cigars, SATURDAY NIGHT FIGHTS, Ellington, ABC, 18, \$477,560, \$591,500, 49.

**B-B PEN CO.**, B-B Rol-Rite pens, GEORGE JESSEL SHOW, Hilton & Riggio, ABC, 73, \$155,685, \$120,000, 8.

**THE BEACON CO.**, Beacon floor wax, ALL STAR REVUE, Allied Adv., NBC, 62, \$34,733, \$40,000, 2; MY SON JEEP, 46, \$27,210, NA, 1. Beacon floor wax & wax remover, TODAY, Allied Adv., NBC, 35, \$15,057, \$1,410, 6.

**BEATRICE FOODS CO.**, La Choy sauce, TODAY, FC&B, NBC, 48, \$61,445, \$4,230, 18.

**BELL AIRCRAFT CORP.**, Bell Aircraft Corp., engineering employment, TODAY, Comstock, NBC, 17, \$3,180, \$470, 2.

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**BELTONE HEARING AID CO.**, Beltone hearing aid, KATE SMITH SHOW, Olian & Bronner, NBC, 51, \$9,935, \$3,500, 1.

**BENRUS WATCH CO., INC.**, Benrus watches, MEET YOUR CONGRESS, C&P, DuM, 2, \$29,880, \$24,000, 12; TODAY, C&P, NBC, 48, \$7,144, \$470, 2. Watches, clocks, YOUR SHOW OF SHOWS, C&P, NBC, 58, \$196,135, \$220,000, 22; SATURDAY NIGHT REVUE, C&P, NBC, 56, \$162,500, time & program, 13. Benrus watches & watch bands, YOUR SHOW OF SHOWS—ALL STAR REVUE, C&P, NBC, 72, \$157,005, \$150,000, 15.

**BENSON & HEDGES**, Parliament Cigarettes, PANTOMIME QUIZ, B&B, DuM, 15, \$66,720, \$104,500, 11.

**BEST FOODS, INC.**, Shinola, Rit, GARRY MOORE SHOW, Ludgin, CBS, 56, \$419,-343, \$100,800, 42.

**HAZEL BISHOP, INC.**, cosmetics, BLIND DATE, Raymond Spector, DuM, 59, \$171,328, \$56,000, 14; CANDID CAMERA, Raymond Spector, NBC, 41-62, \$198,048, NA, 8; THIS IS YOUR LIFE, Raymond Spector, NBC, 74, \$1,-629,561, \$700,000, 56. Lipstick & Complexion Glow rouge, JUKE BOX JURY, Raymond Spector, ABC, 44, \$54,-488, \$30,000, 3; PETER POTTER SHOW, Raymond Spector, ABC, 44, \$249,107, \$100,000, 10.

**BLOCK DRUG CO., INC.**, Amm-i-dent tooth paste & Pycopay toothbrush, DANGER, C&P, CBS, 59, \$1,232,760, \$765,-000, 51. Amm-i-dent tooth paste & tooth powder, NAME THAT TUNE, C&P, NBC, 49, \$223,140, \$120,000, 8. Block Drug Co., Inc., drug products, KATE SMITH SHOW, C&P, NBC, 59, \$194,-630, \$66,500, 19.

**THE BORDEN CO.**, Borden's instant coffee & other products, TREASURY MEN IN ACTION, Y&R, NBC, 44, \$893,963, \$792,000, 44. Borden's instant coffee, HAWKINS FALLS, DCS&S, NBC, 45, \$112,590, \$21,000, 12; KATE SMITH HOUR, DCS&S, NBC, 50, \$42,080, \$14,-000, 4.

**BORG-WARNER CORP.**, Norge electrical appliances, GARRY MOORE SHOW, JWT, CBS, 91, \$199,778, \$40,800, 17.

**BOURJOIS, INC.**, Bourjois perfume & cosmetics, YOUR SHOW OF SHOWS, FC&B, NBC, 72, \$35,235, \$30,000, 3.

**BREWING CORPORATION OF AMERICA**, Carling's Black Label Beer, SUNDAY PRO FOOTBALL, Lang, Fisher & Stashower, DuM, 9, \$73,134, NA, 12. Carling's Red Cap Ale, SATURDAY PRO FOOTBALL, Lang, Fisher & Stashower, DuM, 5, \$2,925, NA, 1.

**BRISTOL-MYERS CO.**, Ipana tooth paste, JACKIE GLEASON SHOW, DCS&S, CBS, 54, \$232,874, \$360,000, 18. Ipana tooth paste, Sol Hepatico, Mum, Ammen, BREAK THE BANK, DCS&S, CBS, 51, \$133,462, \$42,500, 5; TIME TO SMILE, DCS&S, CBS, 54, \$556,802, \$600,000, 20, ARTHUR MURRAY PARTY, DCS&S,

CBS, 56, \$432,615, \$240,000, 15; MAN BEHIND THE BADGE, DCS&S, CBS, 50, \$422,389, \$162,000, 12. Ipana tooth paste, Vitalis Hair Creme, PRIDE OF THE FAMILY, Y&R, ABC, 26, \$113,394, \$119,000, 7. Vitalis Hair Tonic, YOUR SHOW OF SHOWS, Y&R, NBC, 58, \$58,085, \$60,000, 6.

**BROWN SHOE CO., INC.**, Buster Brown shoes, SMILIN' ED MC CONNELL, Burnett, ABC, 38, \$206,534, \$114,000, 19; SMILIN' ED MC CONNELL, Burnett, CBS, 40, \$167,757, \$90,000, 15.

**BROWN & HALEY CANDY CO.**, candy bars, TODAY, Honig-Cooper, NBC, 49, \$10,998, \$705, 3.

**BROWN & WILLIAMSON TOBACCO CORP.**, Kool Cigarettes, MY FRIEND IRMA, Ted Bates, CBS, 83, \$388,311, \$357,500, 13. Viceroy Cigarettes, ORCHID AWARD, Ted Bates, ABC, 28, \$283,380, \$448,000, 32.

**BURTON-DIXIE CORP.**, products, REMEMBER THESE THINGS, Turner, ABC, 9, \$35,040, \$12,000, 12; PAUL HARVEY, NEWS, Turner, ABC, 9, \$58,-930, \$50,000, 20.

**BYMART-TINTAIR, INC.**, Tintair hair coloring, THERE'S ONE IN EVERY FAMILY, R&R, CBS, 23, \$8,127, \$1,775, 5; TODAY, R&R, NBC, 42, \$31,195, \$2,-585, 11.

**CAMPBELL SOUP CO.**, Campbell's Soups, DOUBLE OR NOTHING, Ward Wheelock, CBS, 51, \$2,040,405, \$514,800, 156; THE ALDRICH FAMILY, Ward Wheelock, NBC, 41, \$521,940, \$440,000, 22; DOUBLE OR NOTHING, Ward Wheelock, NBC, 41, \$122,706, \$17,500, 5; TV SOUNDSTAGE, Ward Wheelock, NBC, 59, \$662,607, \$437,500, 25.

**CAPITAL AIRLINES**, Capital Airlines-Passenger, TODAY, Lewis Erwin Ryan, NBC, 49, \$132,149, \$9,165, 39.

**CARNATION CO.**, evaporated milk, BURNS AND ALLEN, Erwin, Wasey, CBS, 92, \$896,625, \$864,000, 27.

**CARTER PRODUCTS, INC.**, Arrid, Rise shaving cream & other products, CITY HOSPITAL, SSC&B, CBS, 50, \$521,919, \$273,000, 21; ANYONE CAN WIN, SSC&B, CBS, 75, \$136,290, \$42,500, 5; THIS IS SHOW BUSINESS, SSC&B, CBS, 105, \$229,920, \$128,000, 8; I'VE GOT A SECRET, SSC&B, CBS, 52, \$313,170, \$84,000, 12; PLACE THE FACE, SSC&B, CBS, 53, \$145,830, \$99,000, 6. Carter's Little Liver Pills, Arrid, THERE'S ONE IN EVERY FAMILY, Ted Bates, CBS, 16, \$12,839, \$3,905, 11. Carter's Little Liver Pills, Arrid, Nair, Rise, WALTER WINCHELL, SSC&B, ABC, 30, \$69,-080, \$105,000, 6. Carter's Little Liver Pills, Arrid, Rise, Seaway laxative, DOWN YOU GO, Ted Bates, DuM, 26, \$458,-628, \$225,000, 30; DREW PEARSON, Ted Bates, DuM, 6, \$35,450, \$44,000, 11. Carter's Little Liver Pills, Arrid, Rise, Nair, PLAINCLOTHESMAN, Ted Bates, DuM, 25, \$281,451, \$138,750, 37.

**CAT'S PAW RUBBER CO., INC.**, Cat's Paw rubber heels, GARRY MOORE SHOW, Levyne, CBS, 71, \$186,101, \$40,800, 17; QUIZ KIDS, Levyne, CBS, 68, \$276,-081, \$45,000, 9. Cat's Paw rubber heels and soles, YOUR SHOW OF SHOWS—ALL STAR REVUE, Levyne, NBC, 50, \$75,420, \$240,000, 8.

**CHESEBROUGH MANUFACTURING CO.**, Vaseline Cream hair tonic, GREATEST FIGHTS OF THE CENTURY, Cayton, NBC, 20, \$464,920, \$250,000, 50.

**CHESTER FORD DEALERS ASS'N**, Ford Passenger Cars, PRO FOOTBALL, JWT, DuM, 8, \$15,306, NA, 6.

**CHEVROLET DEALERS ASS'N**, Chevrolet passenger cars, CHEVROLET SHOWROOM, Campbell-Ewald, ABC, 2, \$34,-500, NA, 6.

**CHEVROLET DEALERS OF PITTSBURGH**, Chevrolet Passenger Cars, PRO FOOTBALL, Ketchum, MacLeod & Grove, DuM, 4, \$18,764, NA, 6. Chevrolet Passenger Cars & Services, BASKETBALL, Ketchum, MacLeod & Grove, DuM, 2, \$3,620, NA, 1.

**CHRYSLER CORP.**, Chrysler, De Soto, Dodge & Plymouth passenger cars, CHRYSLER MEDALLION THEATRE, BBDO, CBS, 131, \$928,341, \$625,000, 25. De Soto passenger cars, parts & services, YOU BET YOUR LIFE, BBDO, NBC, 134, \$1,910,421, \$1,205,000, 53. Plymouth passenger cars, PLYMOUTH PLAYHOUSE, Ayer, ABC, 34, \$79,350, \$165,000, 10.

**CLINTON FOODS, INC.**, Snow Crop frozen foods, ARTHUR GODFREY TIME, Maxon, CBS, 33, \$674,100, \$367,500, 105.

**COCA-COLA CO.**, Coca-Cola, COKE TIME, D'Arcy, NBC, 89, \$1,605,808, \$710,000, 71.

**COLGATE-PALMOLIVE CO.**, Colgate dental cream, HOWDY DOODY, Ted Bates, NBC, 57, \$673,533, \$79,815, 51. Colgate dental cream, Vel, Super Suds, Fab, Ajax, Palmolive Soap, STRIKE IT RICH, Esty, CBS, 63, \$2,775,229, \$274,500, 183. Colgate Chlorophyll Tooth Paste, Veto, Colgate Shaving Cream, Halo Shampoo, Colgate Tooth Paste, MR. & MRS. NORTH, Sherman & Marquette, CBS, 50, \$867,948, \$819,-000, 39. Palmolive Shave Cream, Veto, Lustre Creme Shampoo, STRIKE IT RICH, Esty, CBS, 85, \$1,430,865, \$416,000, 52. Palmolive Soap, Halo Shampoo, Colgate Dental Cream, Ajax, COLGATE COMEDY HOUR, Ted Bates, NBC, 110, \$2,147,200, \$2,775,000, 37; THE BIG PAYOFF, Esty, NBC, 95, \$897,625, \$195,000, 15. All products, THE BIG PAYOFF, Esty, NBC, 61, \$546,642, \$129,500, 37. Fab, Colgate Chlorophyll Tooth Paste, Cashmere Bouquet Soap, Cashmere Bouquet Lotion, THE BIG PAYOFF, Esty, CBS, 62, \$1,815,403, \$416,-500, 119.

**COLUMBIA BROADCASTING SYSTEM, INC.**, Columbia record players, THERE'S

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ONE IN EVERY FAMILY, McCann-Erickson, CBS, 23, \$13,596, \$3,195, 9.

**COMMERCIAL SOLVENTS CORP.**, Peak & Norway Anti-Freeze, RED BARBER, Fuller & Smith & Ross, CBS, 24, \$93,049, \$45,500, 13.

**CONGOLEUM-NAIRN, INC.**, Gold Seal Floors & Congowall, TODAY, McCann-Erickson, NBC, 36, \$64,712, \$5,875, 25.

**CONSOLIDATED COSMETICS, INC.**, Lanolin Plus hand lotion, ARTHUR GODFREY TIME, BBDO, CBS, 33, \$362,438, \$182,000, 52. Lanolin Plus preparations, KATE SMITH HOUR, BBDO, NBC, 68, \$74,365, \$24,500, 7; TODAY, BBDO, NBC, 45, \$57,228, \$4,230, 18.

**CONSOLIDATED ROYAL CHEMICAL CORP.**, Liquinet, Krank's Shave Kreem, ARTHUR MURRAY PARTY, DF&S, NBC, 57, \$181,102, \$176,000, 11.

**CONTINENTAL BAKING CO.**, Wonder Bread, Hostess Cake, HOWDY DOODY, Ted Bates, NBC, 45, \$665,187, \$81,380, 52.

**CONVERTED RICE, INC.**, Uncle Ben's converted rice, GARRY MOORE SHOW, Leo Burnett, CBS, 51, \$164,524, \$38,400, 16.

**CORN PRODUCTS REFINING CO.**, Linit Starch, KATE SMITH HOUR, C. L. Miller, NBC, 52, \$80,190, \$28,000, 8.

**COWLES MAGAZINES, INC.**, Look, TODAY, McCann-Erickson, NBC, 48, \$11,275, \$940, 4.

**CROSSE & BLACKWELL CO.**, Crosse & Blackwell canned date & nut bread, TODAY, VanSant, Dugdale, NBC, 32, \$9,992, \$940, 4.

**CROWELL-COLLIER PUBLISHING CO.**, Collier's magazine, TODAY, Kudner, NBC, 48, \$50,864, \$3,760, 16.

**HELENE CURTIS INDUSTRIES, INC.**, Helene Curtis Spray Net, DOWN YOU GO, R&R, DuM, 28, \$321,074, \$165,000, 22.

**CURTIS PUBLISHING CO.**, Saturday Evening Post magazine, KEEP POSTED, BBDO, DuM, 18, \$159,723, \$45,500, 13. Saturday Evening Post; Ladies' Home Journal, TODAY, BBDO, NBC, 49, \$16,007, \$1,175, 5.

**DOESKIN PRODUCTS, INC.**, paper products, KATE SMITH HOUR, Grey, NBC, 57, \$315,815, \$115,500, 33.

**DOUGHBOY INDUSTRIES, INC.**, Doughboy Playmates, GARRY MOORE SHOW, BBDO, CBS, 52, \$27,292, \$72,000, 3. TODAY, BBDO, NBC, 27, \$9,393, \$1,410, 6.

**DOW CHEMICAL CO.**, Saran-Wrap, KATE SMITH HOUR, MacManus, John & Adams, NBC, 51, \$62,730, \$21,000, 6; TODAY, MacManus, John & Adams, NBC, 49, \$73,355, \$4,700, 20; YOUR SHOW OF SHOWS, MacManus, John & Adams, NBC, 51, \$10,100, \$10,000, 1.

**DRUGGIST SUPPLY CORP.**, miscellaneous toilet goods, TODAY, R&R, NBC, 49, \$57,529, \$3,760, 16.

**DUFFY-MOTT CO., INC.**, Duffy-Mott apple products, Sunsweet prune juice (Pacific Coast), JAMIE, Y&R, ABC, 22, \$100,155, \$98,000, 7.

**ALLAN B. DUMONT LABS, INC.**, TV sets, COLONEL HUMPHREY FLACK, Campbell-Ewald, DuM, 54, \$100,450, \$135,000, 9; WHAT'S THE STORY, Campbell-Ewald, DuM, 2, \$109,890, \$162,000, 54.

**DUOFOLD, INC.**, Duofold underwearer, TODAY, Moser & Cotins, NBC, 42, \$11,832, \$940, 4.

**DU PONT DE NEMOURS, E. I., & CO., INC.**, institutional, CAVALCADE OF AMERICA, BBD&O, ABC, 27, \$222,795, \$448,000, 14; CAVALCADE OF AMERICA, BBD&O, NBC, 26, \$225,555, \$325,000, 13. Zerone & Zerex Anti-Freeze, TODAY, BBDO, NBC, 46, \$16,940, \$1,175, 5.

**EASTCO, INC.**, Cleorasil medication, THERE'S ONE IN EVERY FAMILY, R&R, CBS, 17, \$10,542, \$2,840, 8; TODAY, R&R, NBC, 20, \$109,698, \$11,280, 48.

**EKCO PRODUCTS CO.**, Ekcoware cooking utensils & flint cutlery, GEORGE JESSEL SHOW, DF&S, ABC, 62, \$91,540, \$45,000, 6; JAMIE, DF&S, ABC, 20, \$80,100, \$84,000, 6; QUICK AS A FLASH, DF&S, ABC, 29, \$78,030, NA, 5; THE COMEBACK STORY, DF&S, ABC, 44, \$114,990, \$60,000, 6; WELCOME TRAVELERS, DF&S, NBC, 56, \$125,515, \$19,500, 13.

**ELECTRIC AUTO-LITE CO.**, spark plugs, batteries, automobile accessories, SUSPENSE, C&P, 37, \$1,158,276, \$780,500, 51; AUTOMOBILE SHOW, C&P, CBS, 35, \$22,347, NA, 1.

**ELECTRIC COS. ADVERTISING PROGRAM**, Electric Light & Power Companies, YOU ARE THERE, Ayer, CBS, 61, \$502,334, \$450,000, 20.

**EMERSON DRUG CO.**, Bromo-Seltzer, TODAY, Lennen & Newell, NBC, 46, \$165,816, \$12,455, 53.

**EX-LAX, INC.**, Ex-Lax laxative & Jests antacid tablets, LEAVE IT TO THE GIRLS, Warwick & Legler, ABC, 15, \$167,460, \$78,000, 13.

**MAX FACTOR & CO.**, face powder, ALL STAR REVUE, Y&R, NBC, 72, \$11,655, \$10,000, 1.

**FALSTAFF BREWING CORP.**, Falstaff Beer, GAME OF THE WEEK, DF&S, ABC, 20, \$149,575, NA, 17. Falstaff Beer & Ale, OPENING GAME, 1953 BASEBALL SEASON, DF&S, ABC, 15, \$8,320, NA, 1.

**FEDDERS-QUIGAN CORP.**, Fedders room air conditioners—home, TODAY, BBDO, NBC, 49, \$10,790, \$705, 3.

**FIRESTONE TIRE & RUBBER CO.**, tires, tubes, batteries, VOICE OF FIRESTONE, Sweeney & James, NBC, 66, \$1,571,610,

\$1,144,000, 52.

**FLORIDA CITRUS COMMISSION**, Florida Citrus Commission, all products, HAPPY'S PARTY, JWT, DuM, 4, \$22,725, \$84,500, 13; TODAY, JWT, NBC, 48, \$201,630, \$14,570, 62.

**FOOD SPECIALTIES, INC.**, Appian Way pizza pie mix, TODAY, Chambers & Wiswell, NBC, 18, \$19,929, \$2,585, 11.

**FORD MOTOR CO.**, automobiles, trucks, parts & services, FORD THEATRE, JWT, NBC, 120, \$1,538,304, \$1,457,500, 53. Institutional, FORD 50TH ANNIVERSARY PROGRAM, K&E, CBS & NBC, 56 (CBS), 59 (NBC), \$193,690, \$400,000, 1. Lincoln & Mercury passenger cars, TOAST OF THE TOWN, K&E, CBS, 108, \$2,568,280, \$1,820,000, 52.

**FRAM CORP.**, Fram oil filters, VACATIONLAND AMERICA, VanSant, Dugdale, NBC, 49, \$216,690, NA, 13.

**GARDEN RESEARCH LABS.**, RX-15 plant food, MIRACLE GARDEN, Hubert Hoge, ABC, 11, \$4,303, NA, 1.

**GEMEX CO.**, watch bands, GEORGE JESSEL SHOW, BBD&O, ABC, 40, \$85,570, \$120,000, 8. STORK CLUB, BBD&O, CBS, 13, \$77,175, \$49,000, 7.

**GENERAL CIGAR CO.**, Robert Burns Cigars, HERMAN HICKMAN SHOW, Donahue & Coe, NBC, 25, \$144,410, \$45,500, 13. White Owl Cigars, SPORTS SPOT, Y&R, CBS, 36, \$645,578, \$178,500, 51.

**GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS**, religious talks, FAITH FOR TODAY, Western Advertising, ABC, 13, \$271,287, \$130,000, 52.

**GENERAL ELECTRIC CO.**, G. E. electrical appliances, FRED WARING SHOW, BBDO, CBS, 71, \$845,584, \$900,000, 30; G. E. THEATRE, BBDO, CBS, 71, \$642,089, NA, 22; I MARRIED JOAN, Y&R, NBC, 104, \$1,736,661, \$1,731,600, 52. G. E. lamps, JANE FROMAN SHOW, BBDO, CBS, 41, \$542,901, \$457,600, 44; SUMMERTIME, U. S. A., BBDO, CBS, 32, \$108,664, \$60,000, 8. G. E. TV sets, radios & small appliances, MEET MR. McNUTLEY, Maxon, CBS, 41, \$309,059, \$560,000, 16. Telechron electric clocks, TODAY, Maxon, NBC, 49, \$73,878, \$4,935, 21; NEW YEAR'S EVE IN TIMES SQUARE, Maxon, NBC, 53, \$9,890, NA, 1. Hotpoint major appliances, ADVENTURES OF OZZIE AND HARRIET, Maxon, ABC, 42, \$367,656, \$600,000, 20. G. E. Exposure Meter, TODAY, Foster & Davies, NBC, 48, \$7,272, \$470, 2.

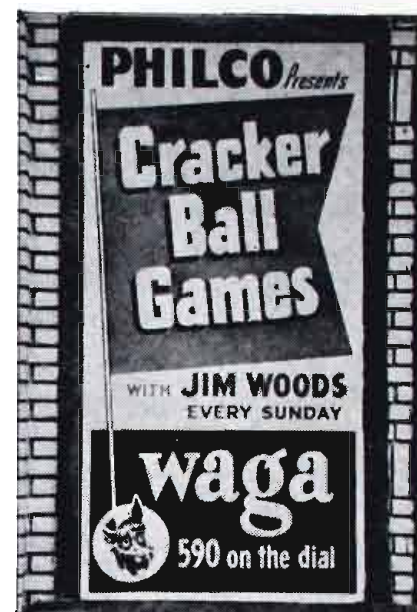
**GENERAL FOODS CORP.**, Instant Maxwell House Coffee, Gaines dog food, RED BUTTONS, B&B, CBS, 125, \$1,293,692, \$877,500, 39; MASQUERADE PARTY, B&B, CBS, 106, \$489,844, \$130,000, 13. Maxwell House Coffee, Minute Rice, MAMA, B&B, CBS, 38, \$1,019,700, \$814,000, 44; PANTOMIME QUIZ, B&B, CBS, 37, \$188,172, \$76,000, 8. Minute Rice, Jell-o gelatin, BOB HOPE SHOW, Y&R, NBC, 94, \$180,355,

Key: Listing for each company in following order—product advertised, program, agency, network, number of stations used as of last telecast, total gross time cost (PIB), total program cost (TELEVISION Magazine), number of telecasts during year. NA: not available. If agencies changed during year, most recent one listed.

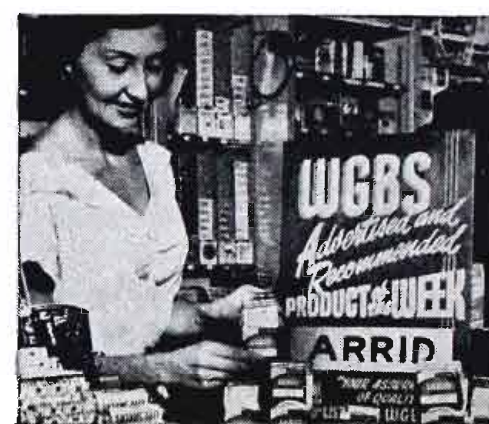
# STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

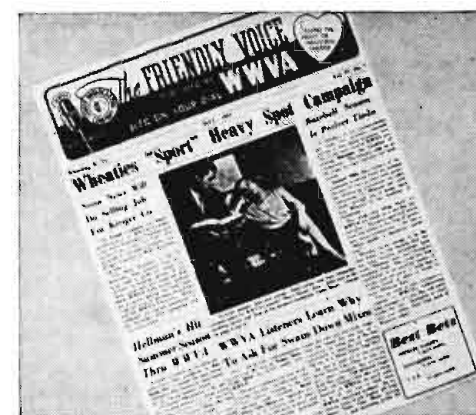
Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.



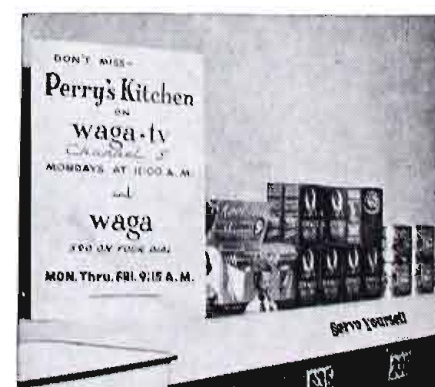
THREE SHEET POSTERS



COUNTER DISPLAYS



TRADE BULLETINS



POINT OF PURCHASE DISPLAYS



**CONSUMER SURVEYS**



**POSTERS**



**WINDOW DISPLAYS**



**STOCK CHECKING**

**ADDITIONAL MERCHANDISING SERVICES**

**INCLUDE THE FOLLOWING: \***

- Personal calls on retailers, wholesalers, etc.
- Truck signs
- Distribution checkups
- Product exploitation
- Publicity
- Mailings to retailers, jobbers, brokers, wholesalers etc.
- Newspaper advertisements
- On-the-air promotions
- Sales meetings for dealers, jobbers, distributor salesmen
- Car cards
- Client follow-up reports
- Promotion consultation service
- Window streamers
- House organs
- Sales bulletins
- Illuminated billboards
- Ads in drug and grocery publications
- Personal appearances by station personalities
- Easel displays
- Use of products on give-away shows
- Booths at fairs
- Sampling
- Airplane towing

\* For further details contact your nearest Storer office



**STORER BROADCASTING COMPANY**

<b>WSPD-TV</b> Toledo, Ohio	<b>WJBK-TV</b> Detroit, Mich.	<b>WAGA-TV</b> Atlanta, Ga.	<b>KGBS-TV</b> San Antonio, Texas	<b>WBRC-TV</b> Birmingham, Ala.		
<b>WSPD</b> Toledo, Ohio	<b>WJBK</b> Detroit, Mich.	<b>WAGA</b> Atlanta, Ga.	<b>KGBS</b> San Antonio, Texas	<b>WBRC</b> Birmingham, Ala.	<b>WWVA</b> Wheeling, W. Va.	<b>WGBS</b> Miami, Fla.

**NATIONAL SALES HEADQUARTERS:**

**TOM HARKER, V. P.,** National Sales Director      **BOB WOOD,** Midwest National Sales Mgr.  
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

\$225,000, 3. Sanka Coffee, Instant Sanka Coffee, Swansdown, OUR MISS BROOKS, Y&R, CBS, 49, \$834,867, \$1,178,000, 38; FOOTLIGHTS THEATRE, Y&R, CBS, 39, \$287,811, \$78,000, 13. Post Toasties corn flakes, Sugar Crisp, Grape-Nuts flakes, ROY ROGERS, B&B, NBC, 53, \$1,150,779, \$1,092,000, 52. Post's cereals, CAPTAIN VIDEO, B&B, DuM, 24, \$882,860, \$390,000, 78. Post's Corn-Fetti, Post's Sugar Crisp, ROD BROWN ROCKET RANGER, Y&R, CBS, 33, \$146,073, \$97,500, 13.

**GENERAL MILLS, INC.**, Betty Crocker cake mixes, TODAY, BBDO, NBC, 49, \$116,217, \$7,990, 34. Bisquick, Crust-quick, Cake Mix, BRIDE & GROOM, Knox Reeves, CBS, 47, \$1,485,165, \$326,000, 163; VALIANT LADY, Knox Reeves, CBS, 47, \$318,855, \$70,000, 35. Cheerios, THE STU ERWIN SHOW, DF&S, ABC, 58, \$1,508,433, \$702,000, 52. Cheerios, Wheaties, Kix, LONE RANGER, DF&S, CBS, 31, \$207,434, \$725,000, 29. General Mills, Inc., cereals and cake mixes, DING DONG SCHOOL, Tatham-Laird, NBC, 48, \$510,076, \$42,355, 43. Sugar Jets cereal, BARKER BILL'S CARTOONS, Esty, CBS, 18, \$67,862, \$27,600, 12; THE STU ERWIN SHOW, Esty, ABC, 3, \$24,375, rerun, 54. Wheaties, LONE RANGER, DF&S, ABC, 50, \$1,264,722, \$1,325,000, 53. O-Cel-O Sponges, TODAY, Comstock, NBC, 49, \$44,334, \$3,055, 13.

**GENERAL MOTORS CORP.**, Buick passenger cars, BUICK CIRCUS HOUR, Kudner, NBC, 65, \$293,850, \$270,000, 6; BUICK-BERLE SHOW, Kudner, NBC, 121, \$557,535, \$675,000, 9; TODAY, Kudner, NBC, 40, \$12,368, \$1,175, 5. Chevrolet passenger cars, trucks, parts & services, DINAH SHORE SHOW, Campbell-Ewald, NBC, 61, \$1,348,010, \$948,000, 79. General Motors Corp. general promotion, GENERAL MOTORS MOTORAMA OF 1953, Kudner, CBS, 37, \$35,945, NA, 1; INAUGURATION DAY CEREMONIES, Kudner, NBC, 59, \$118,218, NA, 1; QUEEN ELIZABETH CORONATION, Kudner, NBC, 66, \$189,890, NA, 1; TODAY, Kudner, NBC, 40, \$42,394, \$3,760, 16. General Motors passenger cars & other products, NCAA FOOTBALL GAMES, Kudner, NBC, 78, \$3,000,000 time and program, 13. Institutional, FISHER BODY CRAFTSMEN'S GUILD SCHOLARSHIP AWARDS DINNER, Kudner, NBC, 44, \$26,280, NA, 1. Oldsmobile passenger cars, CBS NEWS, D.P. Brother, CBS, 41, \$1,920,378, \$858,000, 156; OLDSMOBILE PRESS BOX PREVIEW, D.P. Brother, NBC, 81, \$155,521, NA, 13. Pontiac passenger cars, YOUR PONTIAC SCOREBOARD, MacManus, John & Adams, NBC, 75, \$145,545, NA, 12; TODAY, MacManus, John & Adams, NBC, 49, \$23,775, \$1,880, 8. Pontiac passenger cars, parts & services, DAVE GARROWAY SHOW, MacManus, John & Adams, NBC, 87, \$418,110, \$344,500, 13. Frigidaire Division, all products, ARTHUR GODFREY TIME, FC&B, CBS, 45, \$892,647, \$97,500, 105.

**GERBER PRODUCTS CO.**, Gerber's baby foods, KATE SMITH HOUR, D'Arcy, NBC, 72, \$395,932, \$133,000, 38; BREAK THE BANK, D'Arcy, NBC, 65, \$111,663, NA, 15.

**A. C. GILBERT CO.**, electric trains, TODAY, Erwin, Wasey, NBC, 49, \$42,922, \$2,820, 12.

**GILLETTE CO.**, Gillette razors, KENTUCKY DERBY, Maxon, CBS, 75, \$26,930, NA, 1. Gillette razors & blades, ALL STAR BASEBALL GAME, Maxon, NBC, 84, \$206,294, NA, 1; ORANGE BOWL FOOTBALL GAME, Maxon, CBS, 39, \$46,462, NA, 1; ROSE BOWL FOOTBALL GAME, Maxon, NBC, 68, \$145,027, NA, 1. Razor blades, TOP STAKE HORSE RACES, Maxon, NBC, 57, \$259,575, NA, 10. Razors & blades, WORLD SERIES, Maxon, NBC, 117, \$913,612, NA, 6. Safety razors, blades, shaving cream, CAVALCADE OF SPORTS, Maxon, NBC, 94, \$1,858,735, \$1,680,000†, 42; SPORTS REEL, Maxon, NBC, 68, \$271,635, \$58,500, 9; CHRISTMAS WITH THE STARS, Maxon, NBC, 102, \$45,897, NA, 1. Toni Permanent Wave, ARTHUR GODFREY TIME, Weiss & Geller, CBS, 41, \$280,761, \$154,000, 44. Prom Permanent Wave, White Rain shampoo, RACKET SQUAD, Leo Burnett, CBS, 101, \$431,654, \$260,000, 13; CITY HOSPITAL, Leo Burnett, CBS, 101, \$73,624, \$26,000, 2; PLACE THE FACE, Leo Burnett, CBS, 94, \$370,182, \$181,500, 11. Toni Permanent Wave, BREAKFAST CLUB, Tatham-Laird, ABC, 40, \$7,024, NA, 1; BLIND DATE, Weiss & Geller, DuM, 60, \$249,485, \$68,000, 17; ARTHUR GODFREY & HIS FRIENDS, Weiss & Geller, CBS, 106, \$913,704, \$715,000, 26. Prom Permanent Wave, White Rain Lotion Shampoo, BRIDE & GROOM, Leo Burnett, CBS, 43, \$138,531, \$40,000, 20; VALIANT LADY, Leo Burnett, CBS, 46, \$169,386, \$48,000, 24. Toni Permanent Wave & other products, PLACE THE FACE, Weiss & Geller, NBC, 36, \$186,000, \$132,000, 8. Toni Permanent Wave & Spin Curler, KATE SMITH SHOW, Weiss & Geller, NBC, 61, \$9,990, \$3,500, 1.

**THE GLIDDEN CO.**, paint & paint products, KATE SMITH SHOW, Meldrum & Fewsmith, NBC, 60, \$136,655, \$45,500, 13.

**GOEBEL BREWING CO.**, Goebel Beer, PRO FOOTBALL, BSF&D, DuM, 4, \$22,825, NA, 2.

**GOODALL-SANFORD, INC.**, Palm Beach suits, PALM BEACH GOLF TOURNAMENT, R&R, DuM, 12, \$25,650, NA, 1.

**GOOD FOODS, INC.**, Skippy peanut butter, YOU ASKED FOR IT, Guild, Bascom & Bonfigli, ABC, 5,\* \$131,520, \$61,176, 52. \* See: Rosefield Packing

**B. F. GOODRICH CO.**, tires & tubes, BURNS & ALLEN, BBDO, CBS, 81, \$848,997, \$832,000, 26.

**GOODYEAR TIRE & RUBBER CO.**, tires & Neolite soles, GOODYEAR TELEVISION

PLAYHOUSE, Y&R, NBC, 93, \$1,450,235, \$845,000, 26.

**BILLY GRAHAM EVANGELISTIC ASS'N**, HOUR OF DECISION, Walter F. Bennett, ABC, 16, \$330,535, \$260,000, 52.

**GREEN GIANT CO.**, Green Giant peas, Del Maiz cream style corn, Niblets Mexicorn, Niblets corn, ART LINKLETTER'S HOUSE PARTY, Leo Burnett, CBS, 35, \$367,000, \$212,000, 53.

**GREYHOUND CORP.**, Greyhound Bus-line-passenger, OMNIBUS, Beaumont & Hohman, CBS, 75, \$451,519, \$429,000, 33.

**GRIFFIN MFG. CO.**, Griffin shoe polish, YOUR SHOW OF SHOWS, Birmingham, Castleman & Pierce, NBC, 58, \$196,135, \$217,800, 22. SATURDAY NIGHT REVUE, Birmingham, Castleman & Pierce, NBC, 53, \$162,500 time & program, 13. YOUR SHOW OF SHOWS—ALL STAR REVUE, Birmingham, Castleman & Pierce, NBC, 72, \$124,735, \$120,000, 12.

**GRUEN WATCH CO.**, watches & other products, WALTER WINCHELL, McCann-Erickson, ABC, 28, \$412,714, \$665,000, 38.

**GULF OIL CORP.**, gasoline, oil, lubricants, tires, insecticides, THE LIFE OF RILEY, Y&R, NBC, 95, \$979,937, \$1,148,000, 41; FIRST PERSON, Y&R, NBC, 75, \$269,485, NA, 11.

**HALL BROS. INC.**, Hallmark greeting cards, HALLMARK THEATRE, FC&B, NBC, 36, \$501,705, \$286,000, 26; HALLMARK HALL OF FAME, FC&B, NBC, 46, \$457,925, \$300,000, 12; HAMLET, FC&B, NBC, 48, \$92,900, NA, 1.

**HAMM, THEODORE, BREWING CO.**, Hamm's beer, PERSON TO PERSON, Campbell-Mithun, CBS, 7, \$41,721, \$292,500, 13.

**HANDMACHER-VOGEL, INC.**, Handmacher suits and coats—women, QUEEN ELIZABETH CORONATION, Morey, Humm & Johnstone, ABC, 14, \$10,773, NA, 1.

**HARRY & DAVID**, Harry & David food products, TODAY, Guild, Bascom & Bonfigli, NBC, 32, \$4,995, \$235, 1.

**HATHAWAY MFG. CO.**, Hathaway curtains, TODAY, Fletcher D. Richards, NBC, 48, \$37,807, \$2,585, 11.

**HAWAIIAN PINEAPPLE CO., LTD.**, Dole pineapple products, TODAY, Ayer, NBC, 46, \$83,662, \$6,345, 27.

**HAWLEY & HOOPS, INC.**, M & M's candy, CANDY CARNIVAL, Esty, CBS, 43, \$281,042, \$98,800, 26.

**THE HOOVER CO.**, steam iron, electric cleaners, GARRY MOORE SHOW, Leo Burnett, CBS, 52, \$186,910, \$48,000, 20. Vacuum cleaners, TODAY, Leo Burnett, NBC, 43, \$17,345, \$1,410, 6.

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# SARRA

teams of Visual Experts will always strive to produce the best that advertising knowledge and professional know-how make possible . . .

JANUARY 30, 1954

THE BILLBOARD

## SECOND ANNUAL TV FILM SERVICE AWARDS

### Sponsors & Producers of TV Film Commercials

1. Which advertiser's TV film commercial, regardless of method used, do you regard as the most imaginative and original in concept and treatment?

1st PLACE	2d PLACE	3d PLACE
Bardahl Oil (152 points)	Lucky Strike Cigarettes* (131 points)	S.O.S. Magic Pads (123 points)

2. Which advertiser's TV film commercial, regardless of method used, do you regard as the best all-around commercial of 1953?

1st PLACE	2d PLACE	3d PLACE
Bardahl Oil (185 points)	Gillette Blades (146 points)	Lucky Strike Cigarettes* (139 points)

3. Which producer of TV film commercials did the highest quality job in 1953, regardless of type of commercial?

1st PLACE	2d PLACE	3d PLACE
Sarra, Inc. (138 points)	Shamus Culhane (121 points)	Kling Studios (114 points)

4. Which producer of TV film commercials did the speediest job in 1953, regardless of type of commercial?

1st PLACE	2d PLACE	3d PLACE
Sarra, Inc. (164 points)	National Screen Service (139 points)	Caravel Films (102 points)

\* Conga Commercial

. . . and remember, your commercial is only as good as it appears on the TV home screen. Insure perfection with Vide-O-Riginals® . . . quality-controlled prints made in Sarra's own photographic laboratory exclusively for Sarra Productions. Each is custom made to guarantee maximum fidelity whether you order one or one hundred.

®Registered



NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

**INDUSTRIAL DEVELOPMENT ENGINEERS ASS'N**, Remote control TV tuner, TODAY, Burton Browne, NBC, 47, \$10,524, \$705, 3.

**INTERNATIONAL CELLUCOTTON PRODUCTS CO.**, Kleenex tissue, ARTHUR GODFREY TIME, FC&B, CBS, 42, \$428,763, \$182,000, 52; TODAY, FC&B, NBC, 39, \$181,732, \$15,275, 65.

**INTERNATIONAL SHOE CO.**, Red Goose shoes, KIDS AND CO., D'Arcy, DuM, 23, \$120,535, \$63,000, 18; SPACE CADET, D'Arcy, DuM, 27, \$87,961, \$81,000, 9; HOWDY DOODY, Henri, Hurst & MacDonald, NBC, 52, \$229,390, \$28,170, 18.

**INTERNATIONAL SILVER CO.**, International sterling silver, TODAY, Y&R, NBC, 43, \$27,178, \$2,115, 9. International sterling silver & 1847 Rogers Bros. silverplate, MY FAVORITE HUSBAND, Y&R, CBS, 41, \$177,816, \$200,000, 8.

**IRONRITE, INC.**, ironing machines, HOLLYWOOD SCREEN TEST, BFS&D, ABC, 13, \$232,773, \$140,000, 20.

**JARMAN-WILLIAMSON CO., INC.**, Bag Boy golf cart, TODAY, Joseph R. Gerber Co., NBC, 16, \$1,071, \$235, 1.

**JAY BROILER CO.**, Roto-Broil "400" Rotisserie, RIVIERA SHOW, Product Services, DuM, 6, \$27,621, NA, 13.

**JERCLAYDON, INC.**, Glamorene carpet cleaner, TODAY, R&R, NBC, 33, \$36,151, \$3,055, 13.

**THE ANDREW JERGENS CO.**, Jergens' lotion & face cream, IT'S NEWS TO ME, Robert W. Orr, CBS, 20, \$205,080, \$149,500, 13. Jergens' lotion & other products, BRIDE & GROOM, Robert W. Orr, NBC, 42, \$110,985, \$26,000, 13.

**JOHNSON & JOHNSON**, Band-Aid, surgical dressings & baby products, ALL STAR REVUE, Y&R, NBC, 65, \$267,063, \$300,000, 15; YOUR SHOW OF SHOWS—ALL STAR REVUE, Y&R, NBC, 51, \$79,635, \$90,000, 9.

**S. C. JOHNSON & SON, INC.**, Johnson's Glo-Coat, Car-Plate & Car-Nu, ROBERT MONTGOMERY PRESENTS, Needham, Louis & Brorby, NBC, 97, \$1,498,130, \$858,000, 26. Johnson's waxes & polishes, THE NAME'S THE SAME, Needham, Louis & Brorby, ABC, 42, \$545,185, \$172,500, 23; SATURDAY NIGHT FIGHTS, Needham, Louis & Brorby, ABC, 27, \$131,060, \$113,750, 13; LIFE WITH FATHER, Needham, Louis & Brorby, CBS, 56, \$134,580, \$180,000, 6.

**WALTER H. JOHNSON CANDY CO.**, Power House candy bars, ROOTIE KAZOOTIE, Franklin Bruck, ABC, 44, \$245,956, \$80,000, 20.

**KAISER MOTORS CORP.**, Aero Willys passenger cars, QUEEN ELIZABETH CORONATION, Ewell & Thurber, CBS, 75, \$60,645, NA, 1. Aero Willys passenger cars, Willys station wagon & jeep, WILLYS THEATRE, Ewell & Thurber, CBS, 86, \$222,699, NA, 7. Kaiser-Frazer passenger cars, TODAY, Wein-

traub, NBC, 35, \$140,078, \$12,220, 52. Willys Motors, Inc., general promotion, INAUGURAL BALL, Ewell & Thurber, ABC, 9, \$7,850, NA, 1; INAUGURATION DAY CEREMONIES, Ewell & Thurber, ABC, 13, \$19,422, NA, 1. Willys passenger cars, OMNIBUS, Ewell & Thurber, CBS, 55, \$210,331, \$234,000, 18; TODAY, Ewell & Thurber, NBC, 40, \$27,024, \$2,350, 10.

**KELLOGG CO.**, all products, ART LINK-LETTER'S HOUSE PARTY, Leo Burnett, CBS, 37, \$583,801, \$412,000, 103. Kellogg's cereals, except Shredded Wheat & All Bran, ARTHUR GODFREY TIME, Leo Burnett, CBS, 33, \$127,505, \$70,000, 20. Kellogg's Corn Flakes, Pep & other cereals, SUPER CIRCUS, Leo Burnett, ABC, 41, \$1,048,712, \$832,000, 52. Rice Krispies, Kellogg's cereals, HOWDY DOODY, Leo Burnett, NBC, 47, \$1,236,296, \$159,630, 102. Gro-Pup Dog Food, GARY MOORE SHOW, Leo Burnett, CBS, 56, \$397,612, \$124,800, 52.

**THE KENDALL CO.**, Curads plastic bandages, TWENTY QUESTIONS, Leo Burnett, DuM, 34, \$744,116, \$178,500, 51.

**KIPLINGER WASHINGTON AGENCY, INC.**, Changing Times magazine, TODAY, Albert Frank-Guenther Law, NBC, 39, \$7,458, \$705, 3.

**KNOMARK MANUFACTURING CO.**, Esquire shoe polish, ARTHUR GODFREY TIME, Emil Mogul, CBS, 37, \$293,409, \$126,000, 36; KATE SMITH SHOW, Emil Mogul, NBC, 63, \$102,215, \$35,000, 10.

**JACQUES KREISLER MFG. CORP.**, watch bands, ROCKY KING, DETECTIVE, FC&B, DuM, 64, \$164,693, \$58,500, 13. Watch bands & men's jewelry, TALES OF TOMORROW, Hirshon-Garfield, ABC, 28, \$172,655, \$115,500, 11.

**LADY ESTHER, LTD.**, Lady Esther creams, BONINO, Biow, NBC, 50, \$211,785, \$122,500, 7.

**THE LAMBERT CO.**, Listerine Antiseptic, Listerine Tooth Paste & Tooth Powder, Propyl-lac-tic Tooth Brush, ADVENTURES OF OZZIE & HARRIET, Lambert & Feasley, ABC, 40, \$404,903, \$660,000, 22; SUMMER THEATRE, Lambert & Feasley, ABC, 28, \$87,579, NA, 5.

**LANDERS, FRARY & CLARK**, Universal electrical appliances, KATE SMITH HOUR, Grey, NBC, 57, \$108,350, \$35,000, 10.

**LARUS & BROTHER CO., INC.**, Edgeworth & Holiday Tobacco & Holiday Cigarettes, THE PLAINCLOTHESMAN, Warwick & Legler, DuM, 25, \$523,028, \$243,750, 52.

**THOMAS LEEMING & CO., INC.**, Ben Gay analgesique & Pacquin's hand lotion, JACKIE GLEASON SHOW, Esty, CBS, 37, \$143,076, \$240,000, 12.

**JAMES LEES & SONS CO.**, carpets & rugs, KATE SMITH HOUR, D'Arcy, NBC, 51, \$314,065, \$119,000, 34.

**LEHN & FINK PRODUCTS CORP.**, Lysol disinfectant, Hinds honey & almond cream, Etiquette, YOUR SHOW OF SHOWS, Lennen & Newell, NBC, 54, \$291,630, \$326,700, 11.

**LEVER BROTHERS CO.**, Good Luck margarine & other products, TODAY, Hewitt, Ogilvy & JWT, NBC, 49, \$28,968, \$1,880, 8. Lipton's tea, Lipton's soups, ARTHUR GODFREY'S TALENT SCOUTS, Y&R, CBS, 62, \$778,722, \$884,000. Lipton's tea, Lipton's soups, Frostee ice cream mix, ARTHUR GODFREY'S TALENT SCOUTS, Y&R, CBS, 58, \$473,301, \$468,000, 18. Lux soap flakes and liquid Lux, TODAY, JWT, NBC, 49, \$14,484, \$940, 4. Rinso, Shadow Wave, Chlorodent, BIG TOWN, McCann-Erickson, CBS, 49, \$925,375, \$880,000, 44. Rinso, Spry, BIG TOWN, McCann-Erickson, CBS, 56, \$204,259, \$180,000, 9. Surf, ART LINKLETTER'S HOUSE PARTY, BBDO, CBS, 46, \$941,722, \$620,000, 155. Surf & other products, HAWKINS FALLS, Ayer, NBC, 35, \$538,838, \$106,750, 61. Lux soap & flakes, LUX VIDEO THEATRE, JWT, CBS, 61, \$1,040,803, \$1,590,000, 53. Pepsodent tooth paste, ARTHUR GODFREY TIME, McCann-Erickson, CBS, 39, \$612,281, \$367,500, 105. Shadow Wave, SATURDAY NIGHT REVUE, McCann-Erickson, NBC, \$50,000 time & program, 4.

**LEWIS-HOWE CO.**, Tums tablets, YOUR SHOW OF SHOWS—ALL STAR REVUE, DF&S, NBC, 52, \$76,410, \$80,000, 8; SEASON'S GREETINGS, DF&S, NBC, 89, \$63,055, NA, 1; KATE SMITH HOUR, DF&S, NBC, 51, \$23,563, NA, 1.

**LIBERTY MUTUAL INSURANCE CO.**, Liberty Mutual Fire Insurance, TODAY, BBD&O, NBC, 41, \$38,032, \$3,055, 13.

**LIGGETT & MYERS TOBACCO CO.**, Chesterfield cigarettes, ARTHUR GODFREY & HIS FRIENDS, Cunningham & Walsh, CBS, 92, \$1,728,447, \$1,430,000, 52; ARTHUR GODFREY TIME, Cunningham & Walsh, CBS, 36, \$298,026, \$154,000, 44; PERRY COMO SHOW, Cunningham & Walsh, CBS, 39, \$1,919,659, \$1,082,400, 132; TV'S TOP TUNES, Cunningham & Walsh, CBS, 34, \$303,527, NA, 24; STORK CLUB, Cunningham & Walsh, CBS, 14, \$232,665, \$205,200, 19; DRAGNET, Cunningham & Walsh, NBC, 85, \$1,726,920, \$1,696,000, 53.

**LIONEL CORP.**, Lionel Trains, ALL ABOARD, Buchanan, CBS, 37, \$15,038, \$6,000, 2.

**LOEW'S, INC.**, "The Band Wagon", PAUL DIXON SHOW, Donahue & Cae, DuM, 14, \$11,428, \$1,200, 3.

**LONGINES-WITTNAUER WATCH CO., INC.**, Longines & Wittnauer watches, CHRISTMAS FESTIVAL, Victor Bennett, CBS, 103, \$44,856, NA, 1; LONGINES CHRONOSCOPE, Victor Bennett, CBS, 13, \$401,395, \$198,000, 132; THANKS-GIVING FESTIVAL, 93, \$47,340, NA, 1.

**P. LORILLARD CO.**, Embassy cigarettes, CLUB EMBASSY, Lennen & Newell, NBC,

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# A Phone for Every 2 Persons —That's Louisville's Average

Louisvillians must like to talk to each other.

The city has 172,267 telephones in service. That's almost one phone to every two Louisvillians.

There are more than 49,000 rural phones in Kentucky, a gain of some 300 per cent since 1946.

R. S. Watson, district manager for Southern Bell Telephone and Telegraph Company, reported these figures yesterday.

The nation observed the installation of its 50,000,000th phone in the White House. The phone is black, trimmed in gold. The seal is in the middle of the gold-plated dial and is surrounded by 48 gold stars around its base.

The United States has one telephone for every three persons, while the rest of the world is one for every 65 persons.

rest of the world is one for every 65 persons.

Kentucky has 491,395 phones, or about one for every six persons. Of these, 374,050 are operated by Southern Bell and the rest by 102 independent telephone companies.

Watson said that since 1945 "Southern Bell telephones through the state have more than doubled, reflecting a great surge of business, industrial, and agricultural activity."

Hygiene Conference Opens  
600 management executives, physicians, engineers, toxicologists, and industrial hygienists gathered today for the 18th annual Industrial Hygiene Foundation meeting.

## CROSSWORD PUZZLE

*All the data isn't in the data books!*

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ASK NBC SPOT SALES, FOR THE REST OF THE DATA!

# WAVE WAVE-TV IN LOUISVILLE

67, \$331,983, \$132,000, 24. Kent cigarettes, THE WEB, Y&R, CBS, 86, \$1,511,533, \$676,000, 52. Old Gold cigarettes, CHANCE OF A LIFETIME, Lennen & Newell, ABC, 52, \$779,146, \$280,000, 35; CHANCE OF A LIFETIME, Lennen & Newell, DuM, 22, \$194,943, \$128,000, 16; TWO FOR THE MONEY, Lennen & Newell, CBS, 93, \$612,906, \$320,000, 20; TWO FOR THE MONEY, Lennen & Newell, NBC, 90, \$905,117, \$512,000, 32; JUDGE FOR YOURSELF, Lennen & Newell, NBC, 95, \$705,819, \$600,000, 20.

**LUDEN'S, INC.**, Luden's cough drops, KATE SMITH HOUR, Mathes, NBC, 53, \$39,370, \$28,000, 8. Fifth Avenue candy bar & Luden's cough drops, HOWDY DOODY, Mathes, NBC, 52, \$260,632, \$32,865, 21.

**M & R DIETETIC LABS, INC.**, Pream, TODAY, B&B, NBC, 47, \$133,129, \$9,635, 41.

**MAGIC CHEF, INC.**, gas ranges, TODAY, Krupnick & Assoc., NBC, 48, \$20,563, \$1,410, 6.

**MARS, INC.**, candy, SUPER CIRCUS, Leo Burnett, ABC, 47, \$795,682, \$624,000, 39.

**C. H. MASLAND & SONS**, Masland rugs, TODAY, Anderson & Cairns, NBC, 39, \$34,158, \$2,820, 12; GARRY MOORE, Anderson & Cairns, CBS, 51, \$121,452, \$31,200, 13. Masland rugs & carpets, sportsman's clothes, GARRY MOORE, Anderson & Cairns, CBS, 46, \$154,602, \$43,200, 18.

**MATHIESON CHEMICAL CORP.**, Squibb tooth paste & brush, aspirin & shaving cream, TODAY, Cunningham & Walsh, NBC, 47, \$192,152, \$14,335, 61.

**MILLER BREWING CO.**, Miller High Life Beer, SUNDAY PRO FOOTBALL, Mathisson, DuM, 134, \$270,678, NA, 12; SATURDAY PRO FOOTBALL, Mathisson, DuM, 3, \$14,875, NA, 4; BACKBONE OF AMERICA, Mathisson, NBC, 153, \$76,000, NA, 1.

**MINNESOTA MINING & MANUFACTURING CO.**, Scotch Brand Tape, DING DONG SCHOOL, BBDO, NBC, 35, \$51,640, \$4,925, 5. Scotch Brand wrapping ribbon, TODAY, BBDO, NBC, 49, \$32,165, \$2,115, 9.

**MINUTE MAID CORP.**, frozen lemonade, GABBY HAYES, Bates, NBC, 27, \$82,271, \$12,100, 11. Frozen orange juice, KATE SMITH SHOW, Bates, NBC, 58, \$224,240, \$80,500, 23.

**MOBILE HOMES MANUFACTURERS ASS'N**, general promotion, TODAY, JWT, NBC, 44, \$119,533, \$9,165, 39.

**JULES MONTENIER, INC.**, Stopette spray deodorant, Poof, Finesse shampoo, WHAT'S MY LINE, Earle Ludgin, CBS, 47, \$1,174,359, \$382,500, 45.

**MONTOMOWER DISTRIBUTING CO.**, lawn mower, TODAY, Stevens, Inc., NBC, 43, \$6,113, \$470, 2.

**JOHN MORRELL & CO.**, Red Heart Dog Food, TODAY, Ayer, NBC, 45, \$112,025, \$9,165, 39.

**PHILIP MORRIS & CO.**, Dunhill Cigarettes, MY HERO, Biow, NBC, 54, \$821,520, \$713,000, 31; SAMMY KAYE SHOW, Biow, NBC, 54, \$144,660, \$42,500, 5; BONINO, Hewitt Ogilvy, NBC, 50, \$258,360, \$157,500, 9. Philip Morris Cigarettes, I LOVE LUCY, Biow, CBS, 106, \$1,351,467, \$1,520,000, 38; RACKET SQUAD, Biow, CBS, 102, \$482,061, \$260,000, 13; MY LITTLE MARGIE, Biow, CBS, 51, \$762,786, \$775,000, 31; PENTAGON, USA, Biow, CBS, 42, \$157,332, \$102,000, 6; PHILIP MORRIS PLAYHOUSE, Biow, CBS, 38, \$310,608, \$259,000, 14.

**MORTON PACKING CO.**, Morton's frozen meat & fruit pies, TODAY, Ted Bates, NBC, 48, \$67,834, \$5,170, 22.

**MOTOR PRODUCTS CORP.**, Deepfreeze home freezers & other Deepfreeze products, GARRY MOORE SHOW, Roche, Williams & Cleary, CBS, 58, \$265,779, \$62,400, 26.

**MOTOROLA, INC.**, Motorola TV & radio sets, MOTOROLA TV THEATRE, R&R, ABC, 100, \$152,619, \$96,000, 3.

**MURINE CO., INC.**, Murine eye wash, TODAY, BBD&O, NBC, 49, \$50,607, \$3,525, 15.

**ARTHUR MURRAY**, Arthur Murray School of Dancing, ARTHUR MURRAY PARTY, R&R, DuM, 7, \$100,758, \$263,500, 17.

**MUTUAL BENEFIT, HEALTH & ACCIDENT ASS'N**, insurance, ON THE LINE WITH BOB CONSIDINE, Bozell & Jacobs, NBC, 56, \$617,192, \$175,000, 50; ARTHUR GODFREY TIME, Bozell & Jacobs, CBS, 35, \$185,864, \$91,000, 26.

**NASH-KELVINATOR CORP.**, Kelvinator major appliances, WELCOME TRAVELERS, Geyer, NBC, 48, \$102,175, \$18,000, 12. Nash passenger cars, TODAY, Geyer, NBC, 39, \$8,775, \$705, 3.

**NATIONAL BISCUIT CO.**, all products, ARTHUR GODFREY TIME, McCann-Erickson, CBS, 31, \$140,740, \$70,000, 20.

**NATIONAL CRANBERRY ASS'N**, Ocean Spray cranberry sauce, TODAY, BBDO, NBC, 49, \$10,810, \$705, 3.

**NATIONAL DAIRY PRODUCTS CORP.**, all products, KRAFT TV THEATRE, JWT, NBC, 61, \$2,316,455, \$1,020,000, 51. Kraft Cheese, KRAFT TV THEATRE, JWT, ABC, 32, \$292,775, \$216,000, 12. Sealtest Dairy Products, THE BIG TOP, Ayer, CBS, 61, \$1,151,459, \$728,000, 52; THE BIG TOP CHRISTMAS SHOW, Ayer, CBS, 68, \$29,260, NA, 1.

**THE NESTLE CO., INC.**, Nescafe, THE JACKIE GLEASON SHOW, Sherman & Marquette, CBS, 87, \$469,503, \$660,000, 30; THE LARRY STORCH SHOW, Sherman & Marquette, CBS, 68, \$146,

900, NA, 10. Nestle's Instant Coffee, Tea & Cocoa, KATE SMITH SHOW, Sherman & Marquette, NBC, 57, \$214,420, \$77,000, 22.

**NORWICH PHARMACAL CO.**, all products, SUNDAY NEWS SPECIAL, B&B, CBS, 25, \$237,305, \$130,000, 52.

**OWENS-CORNING FIBERGLAS CORP.**, Owens-Corning Fiberglas, ARTHUR GODFREY TIME, Fuller & Smith & Ross, CBS, 31, \$475,108, \$238,000, 68.

**PABST BREWING CO.**, Pabst Blue Ribbon beer & ale, BLUE RIBBON BOUTS, Warwick & Legler, CBS, 85, \$2,309,896, \$832,000, 52.

**PACIFIC MILLS**, Pacific sheets & pillow cases, GARRY MOORE SHOW, JWT, CBS, 57, \$42,196, \$9,600, 4.

**PACKARD MOTOR CAR CO.**, Packard passenger cars, INAUGURAL BALL, Maxon, CBS, 58, \$31,183, NA, 1; INAUGURATION DAY CEREMONIES, Maxon, CBS, 40, \$63,541, NA, 1; REBOUND, Maxon, DuM, 13, \$17,280, \$54,000, 3.

**PAPER-MATE CO., INC.**, Paper-Mate pens, TODAY, Erwin, Wasey, NBC, 18, \$3,197, \$470, 2.

**PARKER BROS., INC.**, Parker games, KATE SMITH HOUR, Northeastern Adv. Agency, NBC, 36, \$16,780, \$7,000, 2.

**PARKER PEN CO.**, Parker pens, OMNIBUS, JWT, CBS, 74, \$18,214, \$15,000, 1; MAN OF THE YEAR, JWT, NBC, 140, \$74,585, NA, 1. Parker pens & pencils, WECLOME TRAVELERS, JWT, NBC, 57, \$20,550, \$3,000, 2.

**PEARSON PHARMACAL CO.**, Ennds Deodorant Tablets, Eyegene, HOLLYWOOD OPENING NIGHT, Harry B. Cohen, NBC, 43, \$274,008, \$210,000, 12; EYE WITNESS, Harry B. Cohen, NBC, 31, \$61,842, NA, 3.

**PEPSI-COLA CO.**, Pepsi-Cola, PEPSI-COLA PLAYHOUSE, Biow, ABC, 47, \$233,865, \$227,500, 13; SHORT SHORT DRAMA, Biow, NBC, 27, \$325,630, \$290,000, 29.

**PET MILK CO.**, Pet evaporated milk, TED MACK ORIGINAL AMATEUR HOUR, Gardner, NBC, 97, \$1,191,741, \$576,000, 36; ALL STAR REVUE, Gardner, NBC, 65, \$267,315, \$320,000, 16.

**PHILCO CORP.**, Philco products, COTTON BOWL FOOTBALL GAME, Hutchins, NBC, 24, \$32,869, NA, 1. Radios, TV sets & appliances, BREAKFAST CLUB, Hutchins, ABC, 44, \$15,204, NA, 1. Radios, TV sets & refrigerators, PHILCO TV PLAYHOUSE, Hutchins, NBC, 94, \$1,429,620, \$845,000, 26.

**PILLSBURY MILLS, INC.**, Ballard Oven-Ready Biscuits, GARRY MOORE SHOW, Campbell-Mithun, CBS, 53, \$292,083, \$122,400, 51. Duff's mixes, GARRY MOORE SHOW, Ted Bates, CBS, 44, \$87,276, \$38,400, 16. Pillsbury's Best

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Flour & mixes, ART LINKLETTER'S HOUSE PARTY, Leo Burnett, CBS, 39, \$1,055,296, \$828,000, 207; ARTHUR GODFREY & HIS FRIENDS, Leo Burnett, CBS, 86, \$823,524, \$715,000, 26; ARTHUR GODFREY TIME, Leo Burnett, CBS, 37, \$1,111,734, \$696,500, 199.

**PINNACLE ORCHARDS**, gift packages, TODAY, Carvel Nelson & Powell, NBC, 32, \$2,498, \$235, 1.

**POLAROID CORP.**, Polaroid Land Camera, TODAY, BBD&O, NBC, 49, \$186,157, \$14,570, 62.

**PRINCE GARDNER CO., INC.**, leather accessories—men and women, TODAY, Grey, NBC, 49, \$43,452, \$2,820, 12.

**PROCTER & GAMBLE CO.**, Cheer, Camay Soap, PAUL WINCHELL SHOW, Y&R, NBC, 86, \$580,050, \$450,000, 18. Dreft & Oxydol, BEULAH, DF&S, ABC, 38, \$763,773, \$570,000, 38. Duz soap, GARRY MOORE SHOW, Compton, CBS, 49, \$285,174, \$117,600, 49. Ivory, Crisco, Duz, THE GUIDING LIGHT, Compton, CBS, 61, \$1,919,783, \$492,100, 259; FIRESIDE THEATRE, Compton, NBC, 71, \$1,375,290, \$1,100,000, 44; NOTHING BUT THE BEST, Compton, NBC, 62, \$253,080, NA, 8. Ivory Flakes, ROCKY KING, Compton, DuM, 31, \$213,093, \$117,000, 26. Ivory Snow, WELCOME TRAVELERS, B&B, NBC, 69, \$49,351, \$7,500, 5. Oxydol, Dreft, Prell, Ivory Snow, Tide, KATE SMITH SHOW, DF&S, NBC, 104, \$508,265, \$227,500, 65. Tide, ON YOUR ACCOUNT, B&B, NBC, 104, \$1,154,097, \$158,000, 79. Oxydol, WELCOME TRAVELERS, DF&S, NBC, 69, \$21,411, \$4,500, 3. Oxydol, Dreft, Prell & Ivory Snow, WELCOME TRAVELERS, DF&S, NBC, 69, \$1,640,870, \$348,000, 116. Spic & Span, Joy, SEARCH FOR TOMORROW, Biow, CBS, 70, \$2,040,830, \$492,100, 259. Tide, NOTHING BUT THE BEST, B&B, NBC, 77, \$123,757, NA, 4; LETTER TO LORETTA, B&B, NBC, 116, \$535,256, \$495,000, 15; ON YOUR ACCOUNT, B&B, NBC, 97, \$71,817, \$9,000, 9; RED SKELTON, Russel Seeds, NBC, 66, \$757,230, \$950,000, 25. Tide, Camay, Drene, THOSE TWO, B&B, NBC, 56, \$869,300, \$171,500, 49. Camay, Cheer, THE DOCTOR, B&B, NBC, 55, \$693,375, \$468,000, 26. Ivory bar soap, KATE SMITH SHOW, DF&S, NBC, 65, \$87,445, \$38,500, 11. Lilt home permanent, JACKIE GLEASON SHOW, Biow, CBS, 53, \$70,990, \$150,000, 5; WELCOME TRAVELERS, DF&S, NBC, 60, \$292,701, \$48,000, 32. Prell shampoo & Ivory Snow, WELCOME TRAVELERS, B&B, NBC, 61, \$482,123, \$97,500, 65.

**PRUDENTIAL INSURANCE CO. OF AMERICA**, Life insurance, YOU ARE THERE, Calkins & Holden, Carlock, McClintan & Smith, CBS, 98, \$315,123, \$202,500, 9; YOUR SHOW OF SHOWS, Calkins & Holden, Carlock, McClintan & Smith, NBC, 63, \$295,680, \$326,700, 11.

**PUREX CORP., LTD.**, Purex Dry Bleach, GARRY MOORE SHOW, FC&B, CBS, 60,

\$283,639, \$62,400, 26; JACKIE GLEASON SHOW, FC&B, CBS, 59, \$29,337, \$40,000, 2; LARRY STORCH SHOW, FC&B, CBS, 61, \$134,990, NA, 9; KATE SMITH HOUR, FC&B, NBC, 53, \$34,440, \$12,250, 7.

**QUAKER OATS CO.**, Quaker Oats products, GABBY HAYES SHOW, Sherman & Marquette, NBC, 34, \$901,786, \$106,700, 97. Ken-L-Ration Dog Food, ZOO PARADE, Needham, Louis & Brorby, NBC, 53, \$735,450, \$252,000, 28.

**QUALITY IMPORTERS, INC.**, Welch's Wine, DOTTIE MACK SHOW, Monroe Greenthal, DuM, 15, \$58,015, \$18,000, 9; ON YOUR WAY, Monroe Greenthal, DuM, 14, \$171,151, \$85,000, 17.

**RADIO CORP. OF AMERICA**, All products, RCA VICTOR SHOW, JWT, NBC, 118, \$1,137,792, \$1,170,000, 39; THE GOLDBERGS, JWT, NBC, 105, \$418,242, NA, 13. RCA Victor products, ACADEMY AWARD CEREMONIES, JWT, NBC, 62, \$73,532, NA, 1; KUKLA, FRAN & OLLIE, JWT, NBC, 52, \$297,735, \$38,500, 11; YOUR SHOW OF SHOWS, JWT, NBC, 59, \$248,370, \$240,000, 8.

**RALSTON PURINA CO.**, Wheat Chex & Rice Chex, SPACE PATROL, Gardner, ABC, 50, \$607,083, \$390,000, 52.

**REALEMON-PURITAN CO.**, Realemon Brand lemon juice & other products, JOHN DALY & THE NEWS, Schwimmer & Scott, ABC, 23, \$31,170, \$5,000, 10.

**REARDON CO.**, Dramex paints, TODAY, Krupnick & Assoc., NBC, 46, \$41,012, \$2,820, 12.

**REMINGTON RAND, INC.**, Remington electric shavers, OMNIBUS, Leeford A.A., CBS, 55, \$210,330, \$270,000, 15; PENTAGON USA, Y&R, CBS, 38, \$46,104, \$34,000, 2; WHAT'S MY LINE, Y&R, CBS, 49, \$207,204, \$59,500, 7; NAME THAT TUNE, Y&R, NBC, 49, \$28,905, \$15,000, 1.

**REVERE COPPER & BRASS, INC.**, copper, brass & steel products, MEET THE PRESS, St. George & Keyes, NBC, 20, \$660,285, \$276,000, 46.

**REVLON PRODUCTS CORP.**, all products, JANE FROMAN'S USA CANTEEN, Weintraub, CBS, 27, \$153,840, \$135,200, 13; REVLON MIRROR THEATRE, Weintraub, CBS, 29, \$215,814, \$325,000, 13. Revlon lipstick, REVLON THEATRE, Weintraub, NBC, 70, \$368,475, \$275,000, 11.

**REYMER BROS. INC.**, Reymer's Blend Lemon Drink, LASH OF THE WEST, Ketchum, MacLeod & Grove, ABC, 8, \$23,693, \$33,150, 13.

**REYNOLDS METALS CO.**, aluminum & aluminum products, MR. PEEPERS, Russel Seeds, NBC, 58, \$1,231,545, \$968,000, 44.

**R. J. REYNOLDS TOBACCO CO.**, Camel cigarettes, MAN AGAINST CRIME, Esty, CBS, 55, \$971,946, \$760,000, 38. MAN AGAINST CRIME, Esty, DuM, 7, \$54,

450, \$240,000, 12; CAMEL NEWS CARAVAN, Esty, NBC, 80, \$5,261,860, \$978,750, 261; TOPPER, Esty, CBS, 79, \$374,976, \$403,000, 13. Camel cigarettes & Cavalier cigarettes, MAN AGAINST CRIME, Esty, NBC, 43, \$196,470, \$240,000, 12. Camel cigarettes & other tobacco products, YOUR SHOW OF SHOWS, Esty, NBC, 71, \$649,470, \$653,400, 22. Cavalier cigarettes, I'VE GOT A SECRET, Esty, CBS, 98, \$872,784, \$297,000, 27; MY FRIEND IRMA, Esty, CBS, 73, \$671,382, \$650,000, 26.

**RIVER BRAND RICE MILLS, INC.**, River Brand Rice, PAUL DIXON SHOW, Donahue & Coe, DuM, 12, \$51,808, \$9,600, 24.

**THE ROBERTS CO.**, Smoothedge rug gripper, TODAY, Neale Adv. Assoc., NBC, 45, \$3,373, \$235, 1.

**ROSEFIELD PACKING CO.**, Skippy Peanut Butter, YOU ASKED FOR IT, Guild Bascom & Bonfigli, ABC, 34, \$817,130, \$354,824, 52.

\*See Good Foods

**SCHENLEY INDUSTRIES, INC.**, Blatz Pilsener Beer, AMOS 'N' ANDY, Weintraub, CBS, 48, \$299,157, \$480,000, 12.

**SCHICK, INC.**, electric shaver, BELMONT STAKES, Kudner, CBS, 57, \$21,780, NA, 1; CRIME SYNDICATED, Kudner, CBS, 56, \$313,074, \$189,000, 14; THIS IS SHOW BUSINESS, Kudner, CBS, 107, \$211,911, \$128,000, 8; JACKIE GLEASON SHOW, Kudner, CBS, 90, \$595,715, \$800,000, 40; OMNIBUS, Kudner, CBS, 73, \$54,604, \$90,000, 6; PREAKNESS, Kudner, CBS, 70, \$25,031, NA, 1. Electric shaver & shaving accessories, ARLINGTON CLASSIC, Kudner, CBS, 70, \$23,524, NA, 1.

**JOSEPH SCHLITZ BREWING CO.**, beer & ale, SCHLITZ PLAYHOUSE OF STARS, Lennen & Newell, CBS, 74, \$1,380,228, \$1,820,000, 52.

**SCHOLL MANUFACTURING CO., INC.**, Dr. Scholl's corn plasters, PAUL DIXON SHOW, Donahue & Coe, DuM, 9, \$29,806, \$6,000, 15.

**SCOTT PAPER CO.**, wax paper, Scotties tissues, OMNIBUS, JWT, CBS, 72, \$443,259, \$429,000, 31. Towels, wax paper, Scotties, Scotkins, SCOTT MUSIC HALL, JWT, NBC, 49, \$369,693, \$357,000, 17; MY LITTLE MARGIE, JWT, NBC, 78, \$495,396, \$450,000, 18. Towels, kitchen use, DING DONG SCHOOL, JWT, NBC, 46, \$209,879, \$16,745, 17.

**WILLIAM S. SCULL CO.**, Boscol Coffee, PRO FOOTBALL, Lamb & Keen, DuM, 8, \$19,681, NA, 8.

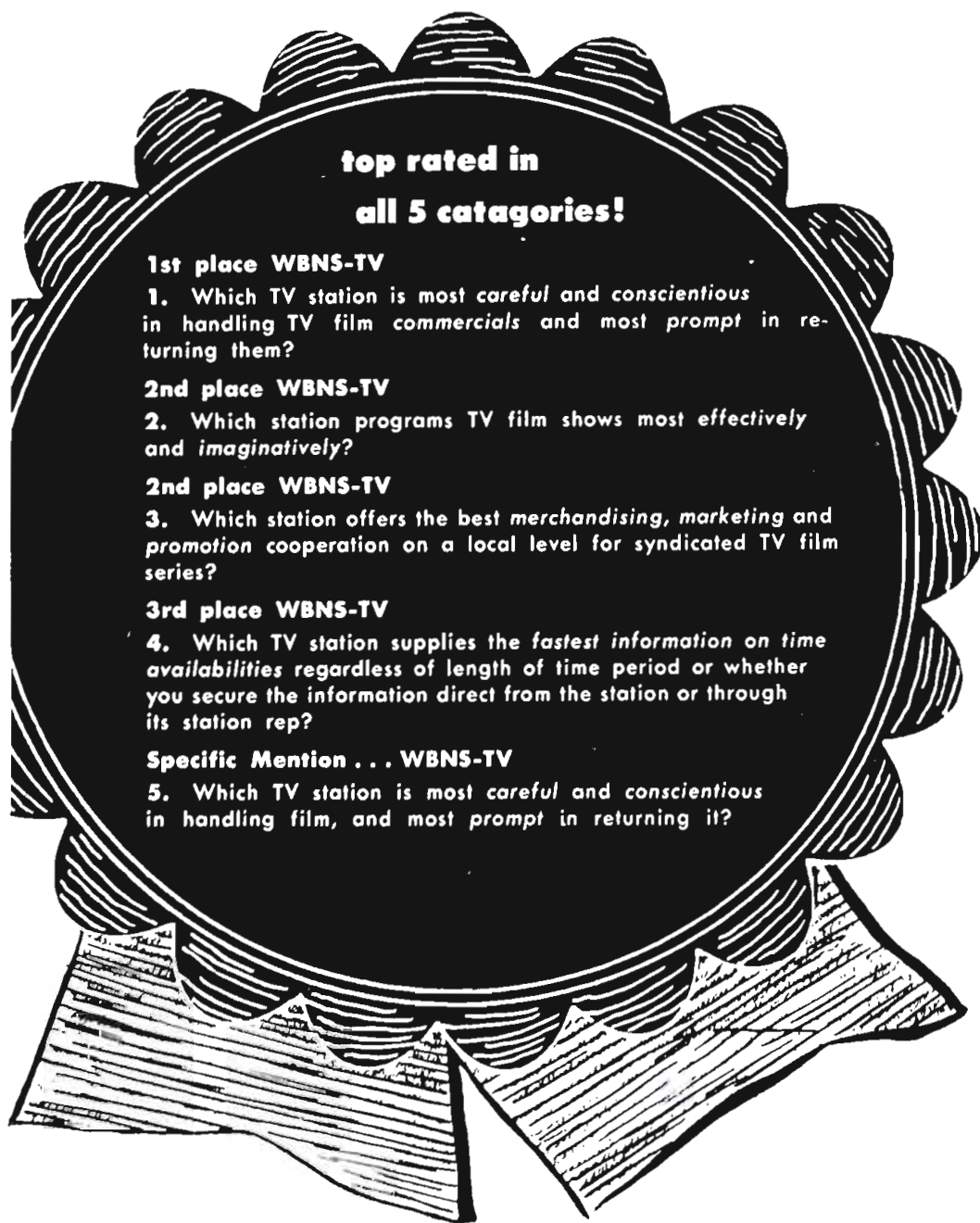
**SEALY, INC.**, mattresses, THE COMEBACK STORY, Olian & Bronner, ABC, 51, \$139,215, \$70,000, 7; BALANCE YOUR BUDGET, Olian & Bronner, CBS, 36, \$200,733, \$67,500, 9.

**SEEMAN BROTHERS, INC.**, Air-Wick, Nylast, I'LL BUY THAT, Weintraub, CBS, 70, \$59,264, \$12,000, 5. Air-Wick, Nylast, 20/20 Eye Glass Cleaners,

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**WBNS-TV** *columbus, ohio*  
*"the best liked*  
*TV station of them all"*\*

**according to Billboard's second  
 annual TV film service poll**



**top rated in  
 all 5 categories!**

**1st place WBNS-TV**

1. Which TV station is most careful and conscientious in handling TV film commercials and most prompt in returning them?

**2nd place WBNS-TV**

2. Which station programs TV film shows most effectively and imaginatively?

**2nd place WBNS-TV**

3. Which station offers the best merchandising, marketing and promotion cooperation on a local level for syndicated TV film series?

**3rd place WBNS-TV**

4. Which TV station supplies the fastest information on time availabilities regardless of length of time period or whether you secure the information direct from the station or through its station rep?

**Specific Mention . . . WBNS-TV**

5. Which TV station is most careful and conscientious in handling film, and most prompt in returning it?

Our thanks to Billboard, distributors, producers, sponsors and agencies for their show of confidence . . . an honor we accept as a responsibility.

\*Billboard, January 30, 1954.



**WBNS-TV**

**COLUMBUS, OHIO • CHANNEL 10**

**CBS-TV NETWORK** — Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.  
**REPRESENTED BY BLAIR TV**

I'LL BUY THAT, Weintraub, CBS, 70, \$274,152, \$57,600, 24; GARRY MOORE, Weintraub, CBS, 70, \$23,069, \$4,800, 2.

**SEE'S CANDY SHOPS, INC.**, candy, PRE-ROSEBOWL PARADE PICKUP, NA, NBC, 3, \$1,170, NA, 1.

**SERUTAN CO.**, Geritol, RED SKELTON, Edward Kletter, CBS, 48, \$383,730, \$487,500, 15; JUVENILE JURY, Edward Kletter, CBS, 33, \$143,689, \$150,000, 15; THERE'S ONE IN EVERY FAMILY, Edward Kletter, CBS, 20, \$1,362, \$355, 1. Geritol & R.D.X. reducing tablets, JUVENILE JURY, Edward Kletter, NBC, 23, \$215,595, \$130,000, 13. Serutan, LIFE BEGINS AT 80, Edward Kletter, DuM, 36, \$1,084,863, \$312,000, 52; WISDOM OF THE AGES, Edward Kletter, DuM, 17, \$280,670, \$91,000, 26.

**W. A. SHEAFFER PEN CO.**, Sheaffer's pens, JACKIE GLEASON SHOW, Russel Seeds, CBS, 88, \$320,757, \$380,000, 19; LARRY STORCH SHOW, Russel Seeds, CBS, 60, \$148,758, NA, 10.

**THE SHERWIN-WILLIAMS CO.**, Super Kem-Tone & Kem-Glo paints, WHERE'S RAYMOND, Fuller & Smith & Ross, ABC, 67, \$144,120, \$168,000, 6.

**SHWAYDER BROTHERS, INC.**, luggage & folding furniture, YOUR SHOW OF SHOWS—ALL STAR REVUE, Grey, NBC, 51, \$142,200, \$150,000, 15.

**SIMMONS CO.**, Beautyrest Mattress, Hide-A-Bed Sofa, IT'S NEWS TO ME, Y&R, CBS, 26, \$289,065, \$184,000, 16; MY FAVORITE HUSBAND, Y&R, CBS, 41, \$166,911, \$200,000, 8.

**SIMONIZ CO., INC.**, Simoniz household polish & other products, KATE SMITH HOUR, SSC&B, NBC, 55, \$345,105, \$122,500, 35; THE BIG STORY, SSC&B, NBC, 58, \$564,675, \$370,000, 20; DOORWAY TO DANGER, SSC&B, NBC, 60, \$117,165, \$40,000, 4.

**SINGER MFG. CO.**, sewing machines, FOUR STAR PLAYHOUSE, Y&R, CBS, 84, \$998,673, \$935,000, 34.

**SMITH BROTHERS, INC.**, Smith Brothers cough drops, TODAY, SSC&B, NBC, 49, \$40,464, \$2,820, 12.

**SMITH, KLINE & FRENCH LABS.**, Smith, Kline & French Labs., medical supplies, MARCH OF MEDICINE, Doremus-Eshleman, NBC, 72, \$105,402, NA, 3.

**S.O.S. CO.**, S.O.S. Cleaner, YOUR SHOW OF SHOWS, McCann-Erickson, NBC, 57, \$140,520, \$160,000, 16; SATURDAY NIGHT REVUE, McCann-Erickson, NBC, 54, \$162,500 time & program, 13; YOUR SHOW OF SHOWS—ALL STAR REVUE, McCann-Erickson, NBC, 70, \$124,555, \$120,000, 12. Scouring Pads, TODAY, McCann-Erickson, NBC, 49, \$43,452, \$2,820, 12; HAWKINS FALLS,

Key: Listing for each company in following order—product advertised, program, agency, network, number of stations used as of last telecast, total gross time cost (PIB), total program cost (TELEVISION Magazine), number of telecasts during year. NA: not available. If agencies changed during year, most recent one is listed.

McCann-Erickson, NBC, 47, \$288,430, \$55,000, 32.

**SPEIDEL CORP.**, Speidel watch bands, MAKE ROOM FOR DADDY, SSC&B, ABC, 107, \$207,680, \$168,000, 7; WHAT'S MY NAME, SSC&B, NBC, 66, \$361,005, \$222,000, 12; NAME THAT TUNE, SSC&B, NBC, 69, \$376,050, \$180,000, 12.

**SPRING COTTON MILLS**, Springmaid sheets, TODAY, Erwin, Wasey, NBC, 48, \$30,877, \$2,115, 9.

**STANDARD BRANDS, INC.**, Chase & Sanborn Coffee, TODAY, Compton, NBC, 48, \$233,898, \$18,330, 78. Royal Gelatin Dessert & Puddings, HOWDY DOODY, Ted Bates, NBC, 61, \$951,882, \$111,115, 71. Royal Gelatin Dessert & Puddings, Blue Bonnet Margarine, HOWDY DOODY, Ted Bates, NBC, 61, \$327,921, \$46,950, 15.

**STANDARD OIL CO. OF INDIANA**, Amoco gasoline, PERSON TO PERSON, Joseph Katz, CBS, 23, \$118,065, \$292,500, 13; YEARS OF CRISIS, Joseph Katz, CBS, 26, \$23,250, NA, 1; INAUGURAL BALL, Joseph Katz, DuM, 17, \$24,827, NA, 1. Standard Red Crown gasoline & Motorlube motor oil, PRO FOOTBALL, McCann-Erickson, ABC, 9, \$92,346, NA, 12.

**STANDARD PACKAGING CORP.**, Cellophane bags & other products, TODAY, C. Wendel Muench, NBC, 49, \$44,970, \$3,055, 13.

**STAR-KIST FOODS, INC.**, Star-Kist Tuna, ARTHUR GODFREY TIME, Rhoades & Davis, CBS, 33, \$695,786, \$364,000, 104.

**STERLING DRUG, INC.**, Bayer aspirin tablets, Phillip's Milk of Magnesia, Phillip's tooth paste, INSPECTOR MARK SABER, DF&S, ABC, 18, \$525,120, \$858,000, 39.

**STOKELY-VAN CAMP, INC.**, Van Camp's baked beans & other products, GARRY MOORE SHOW, Calkins & Holden, Carlock, McClinton & Smith, CBS, 64, \$275,057, \$62,400, 26.

**STUDEBAKER CORP.**, passenger cars, ALL STAR REVUE, Roche, Williams & Cleary, NBC, 65, \$71,902, \$80,000, 4.

**SUNBEAM CORP.**, electrical appliances, ETHEL & ALBERT, Perrin-Paus, NBC, 87, \$725,193, \$325,000, 25; WINDOW ON WASHINGTON, Perrin-Paus, NBC, 16, \$200,060, NA, 26.

**SUNKIST GROWERS, INC.**, frozen orangeade & lemonade, SUPER CIRCUS, FC&B, ABC, 44, \$284,788, \$208,000, 13.

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**PEERLESS** is happy  
to salute all of the winners of  
**BILLBOARD'S TV Service  
Awards . . . and focus the spot-  
light on the winners in the fol-  
lowing category.**

#### DISTRIBUTORS OF TV FILM SERIES

Which distributor of TV film series offered film in the  
**best condition** during 1953?

1st Place	2d Place	3d Place
Ziv TV Programs (191 points)	NBC Film Division (84 points)	Guild Films, Inc. (62 points)

These awards went to distributors who use PEERLESS Treatment. It is gratifying to have such confirmation that Peerless-treated prints are always in good condition.



A few of the many TV shows  
on Film that are Peerless-treated:

All Star Theatre	Mike Malloy
Big Town	Mr. and Mrs. North
Cisco Kid	Mr. District Attorney
Crusader Rabbit	Omnibus
Dennis Day	Patches
Drew Pearson	Public Prosecutor
Favorite Story	Ramar
Front Page Detective	Story Theatre
Heart of the City	Superman
Hopalong Cassidy	The Falcon
I Led Three Lives	The Unexpected
I Married Joan	The Visitor
Joe Palooka	This is Hawaii
Letter to Loretta	This is The Life
Liberace	Times Square Playhouse
Life With Elizabeth	Topper
Lux Video Playhouse	You Bet Your Life

For many of these shows, we ship to the first air date  
and service the prints between air dates.

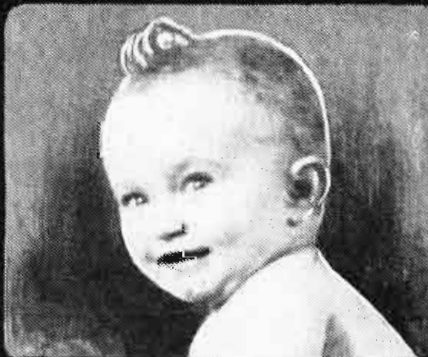
**PEERLESS**  
**FILM PROCESSING CORPORATION**  
165 WEST 46th STREET, NEW YORK 36, N. Y.  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

**IF YOU  
MUST HAVE  
QUALITY**

**IN COMMERCIALS  
INDUSTRIAL  
EDUCATIONAL  
FILMS**

**FAST!  
SENSITIVE!  
MADE FOR ACTION!**

Weston tungsten rating—225  
ASA tungsten rating—300



**ORIGINALLY  
DESIGNED  
FOR TV**

New faster processing  
8 and 16MM and sound

**GOLD SEAL SPECIAL**



**KIN-O-LUX Inc.**  
135 WEST 40TH ST., NEW YORK, N. Y.

**C. A. SWANSON & SONS**, canned & frozen poultry, margarine, **THE NAME'S THE SAME**, Tatham-Laird, ABC, 57, \$631,813, \$195,000, 26.

**SWEETS CO. OF AMERICA**, Tootsie Rolls, **PAUL WHITEMAN TV TEEN CLUB**, Moselle & Eisen, ABC, 19, \$573,744, \$495,000, 33. Tootsie Rolls & other products, **TOOTSIE HIPPODROME**, Moselle & Eisen, ABC, 47, \$483,599, \$264,000, 44.

**SWIFT & CO.**, Allsweet Oleomargarine, **GARRY MOORE SHOW**, JWT, CBS, 64, \$55,366, \$12,000, 5. Peter Pan Peanut Butter, peanut products, Derby canned meats, **SKY KING**, Needham, Louis & Brorby, ABC, 20, \$399,663, \$680,000, 34. Swift's Shortening, **GARRY MOORE SHOW**, JWT, CBS, 65, \$195,142, \$43,200, 18. **Pard Dog Food**, **KUKLA, FRAN & OLLIE**, JWT, NBC, 52, \$45,311, \$7,000, 2.

**SYLVANIA ELECTRIC PRODUCTS, INC.**, Sylvania electrical products, **BEAT THE CLOCK**, C&P, CBS, 61, \$1,363,848, \$520,000, 52.

**TAPPAN STOVE CO.**, stoves, **BOB CROSBY SHOW**, Ketchum, MacLeod & Grove, CBS, 36, \$86,288, \$24,000, 12.

**TEA COUNCIL**, tea, **TODAY**, Leo Burnett, NBC, 43, \$64,659, \$4,935, 21.

**TECHNICAL TAPE CORP.**, institutional, **HAPPY THANKSGIVING**, Franklin Bruck, ABC, 19, \$8,475, NA, 1.

**TETLEY TEA CO.**, Tetley tea, **TODAY**, Geyer, NBC, 32, \$33,832, \$3,290, 14.

**TEXAS CO.**, Texaco Gas, Oil, Grease, **TEXACO STAR THEATRE**, Kudner, NBC, 64, \$858,100, \$1,062,000, 18.

**THOR CORP.**, washing machines, **QUICK AS A FLASH**, Henri, Hurst, & McDonald, ABC, 30, \$309,566, \$189,000, 21.

**TIDE WATER ASSOCIATION OIL CO.**, Tydol gasoline & other products, **BROADWAY TO HOLLYWOOD**, Lennen & Newell, DuM, 13, \$305,700, \$1,325,000, 53.

**UNITED FRUIT CO.**, bananas, **TODAY**, Wendell P. Colton, NBC, 44, \$6,183, \$470, 2.

**U. S. RUBBER CO.**, Keds, Koylon foam mattress, Royal tires, **TODAY**, Fletcher D. Richards, NBC, 48, \$142,296, \$10,340, 44. U. S. Royal Tires, cars, **TODAY**, Fletcher D. Richards, NBC, 45, \$89,824, \$6,580, 28.

**U. S. STEEL CORP.**, institutional, **THE UNITED STATES STEEL HOUR**, BBD&O, ABC, 97, \$242,720, \$175,000, 5.

**U. S. TIME CORP.**, Timex watches, **EASTER PARADE**, Hirshon-Garfield, CBS, 28, \$15,315, NA, 1.

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**ONE MORE REASON WHY  
NO SCHEDULE IS COMPLETE  
WITHOUT EL PASO!**

(From the El Paso Times)

**EP Spending Jumped  
12 Per Cent In 1953**

Austin. (AP) — Texans spent 4 per cent more money last year than in 1952, the University of Texas said Friday. The figure was based on bank withdrawals in the 20 largest cities. Debits totalled \$66.9 billion in 1953, compared to \$64.4 billion in 1952.

Houston led the increase, up 18 per cent. Dallas and El Paso each recorded 12 per cent gains.

**KROD-TV**  
CHANNEL 4 • EL PASO, TEXAS

**CBS..DUMONT..ABC**

**YOU'LL SELL MORE  
ON CHANNEL 4**

KROD-TV is affiliated with  
KROD-600-CBS-5000 watts  
and the El Paso Times

The BRANHAM Co., National  
Representative

Voted the  
number one source for  
television information  
among  
national advertisers

**TELEVISION**

The Business

Magazine

of the Industry

10th Year of Publication

**U. S. TOBACCO CO.**, Model, Old Briar, Dill's Best, Tweed Tobacco, Sano, Encore Cigarettes, MARTIN KANE, Kudner, NBC, 68, \$1,594,980, \$900,000, 50.

**VICK CHEMICAL CO.**, Vicks Vaporub, TODAY, BBDO, NBC, 38, \$13,018, \$1,175, 5.

**VITAMIN CORPORATION OF AMERICA**, Rybutol, Juvenal, PAUL DIXON SHOW, Kastor, Farrell, Chesley & Clifford, DuM, 12, \$96,715, \$18,800, 47.

**THE WANDER CO.**, Ovaltine, TODAY, Tatham-Laird, NBC, 49, \$150,840, \$10,575, 45.

**A. C. WEBER & CO.**, Pfaff sewing machines, THIS IS MY MELODY, Bozell & Jacobs, ABC, 5, \$10,230, \$3,500, 1.

**WELCH GRAPE JUICE CO.**, Welch's Grape Juice & other products, HOWDY DOODY, K&E, NBC, 56, \$331,991, \$40,690, 26.

**WESTINGHOUSE ELECTRIC CORP.**, all products, STUDIO ONE, McCann-Erickson, CBS, 72, \$1,901,643, \$1,480,000, 37; STUDIO ONE SUMMER THEATRE, McCann-Erickson, CBS, 66, \$704,012, NA, 14. Electrical appliances, BETTY FURNESS SHOW, McCann-Erickson, CBS, 49, \$220,800, \$65,000, 26; FREEDOM RINGS, McCann-Erickson, CBS, 36, \$570,705, \$380,000, 52. Major appliances, SATURDAY PRO FOOTBALL, Ketchum, MacLeod & Grove, DuM, 32, \$357,288, NA, 9; SUNDAY PRO FOOTBALL, Ketchum, MacLeod & Grove, DuM, 67, \$704,858, NA, 18.

**WINE CORP. OF AMERICA**, Mogen David Wine, BILL CULLEN SHOW, Weiss & Geller, CBS, 41, \$95,667, NA, 13. DOLLAR A SECOND, Weiss & Geller, DuM, 116, \$463,207, \$150,000, 15. FIGHT OF THE WEEK, Weiss & Geller, DuM, 35, \$57,780, \$72,000, 9. WHERE WAS I, Weiss & Geller, DuM, 35, \$231,933, \$119,000, 17.

**F. W. WOOLWORTH CO.**, general merchandise, TOURNAMENT OF ROSES PARADE, Lynn Baker, NBC, 57, \$23,175, NA, 1.

**WILLIAM WRIGLEY CO.**, chewing gum, GENE AUTRY, R&R, CBS, 11, \$606,195, \$530,000, 53.

**YOUNG PEOPLE'S CHURCH OF THE AIR**, institutional, YOUTH ON THE MARCH, J.M. Camp, DuM, 7, \$134,151, \$57,500, 23.

**ZIPPO MANUFACTURING CO.**, Zippo lighters, YOUR SHOW OF SHOWS, Geyer, NBC, 72, \$23,350, \$20,000, 2.

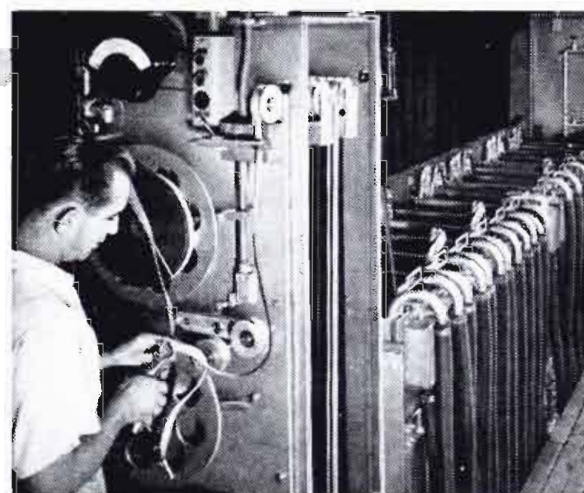
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# Precision Prints

**YOUR PRODUCTIONS  
BEST REPRESENTATIVE**

## CLOSE CHECK ON PROCESSING

Picture and sound results are held to the closest limits by automatic temperature regulation, spray development, electronically filtered and humidity controlled air in the drying cabinets, circulating filtered baths, Thymatrol motor drive, film waxing and others. The exacting requirements of sound track development are met in PRECISION'S special developing machinery.



## YOUR ASSURANCE OF BETTER 16mm PRINTS

**16 Years Research and Specialization** in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

**Individual Attention** is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

**Our Advanced Methods** and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

**Newest Facilities** in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive Maurer-designed equipment — your guarantee that only the *best* is yours at Precision!

*Precision Film Laboratories — a division of J. A. Maurer, Inc., has 16 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.*





## IT'S THE PEOPLE WHO COUNT . . . . .

. . . and you can count on the people at WDSU-TV whose combined radio, television and theatre backgrounds provide New Orleans with the finest in local television entertainment. Typical are the eight members of the WDSU-TV production staff pictured here in a meeting in one of the station's conference rooms. Their combined network, station, agency and theatre work in key production centers throughout the country totals over 79 years of valuable programming and production experience. It's the skill and know-how of people like these plus the finest of facilities that makes Louisiana's first television station one of the nation's best.





**WDSU-TV**  
*Channel 6*  
NEW ORLEANS

*when it comes to placing your  
television programs, remember*

***you can do  
better\* with Spot...  
much better.\****

- \* Free choice of markets.
- \* No "must" stations or minimum group requirements.
- \* Wholehearted station cooperation.
- \* Better picture quality than kinescopes.
- \* Savings in time costs—enough to cover film prints, their distribution and other costs.

*full details from any Katz representative.*

**THE KATZ AGENCY, INC.** *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

# THE TELEVISION MARKETS

Defining the total coverage of 208 television markets in terms of counties reached, population, sales, income—a TELEVISION Magazine exclusive.

**B**ASIC to any estimate of set circulation or market data for specific TV areas is the definition of a station's coverage. The concept of TV coverage departs drastically from traditional concepts of retail markets or standard metropolitan county areas.

Many television markets include several trading areas within their coverage. For example, the TV station in Greensboro, N. C., also covers the trading areas of Winston-Salem, Durham and several lesser markets. The Greensboro TV market is obviously much larger than that which would be found in the usual metropolitan listing.

The second factor in consideration of coverage is its constant change. The coverage in the following listings is as of March, 1954. Changes in power, antenna, channel, network affiliation and programming, and the constant addition of new stations alter conditions and require constant revision.

As a result of these changes TELEVISION Magazine's Research Department is continuously re-examining markets and studying all available data.

The counties listed are for the station with the maximum range in a market. Counties have been included generally if they are within the engineering contour of Grade B 0.1 MV/M (Channels 2-6), 0.2 MV/M (Channels 7-13), 0.5 MV/M (Channels 14-83).

There are though important exceptions. Studies of some stations reveal that counties outside their signal contour should be included in their area. For example, Hamilton County, Tennessee has been included in both Atlanta and Rome coverage. Although the county is beyond their channels 2-6 Grade B 0.1 MV/M contour, surveys in this county show viewing of stations in these markets.

Counties have been also included beyond the Grade B contour where there have been regular shipments of sets and no other stations are nearby.

It is impossible to define coverage in terms of signal contour alone. Evidence of viewing must be taken into account.

For example, Providence and Boston are within signal range of each other. Yet we have not included either city in the coverage of the other. No appreciable cross-viewing has been found by the research services.

Our Agency Circulation Committee also reasoned that an advertiser would not buy Boston with the objective of covering Providence, or vice versa.

On the other hand, the situation of Kalamazoo and Grand Rapids is different. Each has only one station; the markets are sufficiently close to receive excellent reception of the other. The incidence of crossviewing is considerable, as borne out by the research services.

An advertiser might conceivably buy only one city and still be able to reach a substantial part of the other city's television market. Therefore, our coverage for these markets includes both cities.

Another problem occurs when new stations crop up in fringe areas of old markets. The tendency might be for the new station to take over the audience of the old markets. This has not necessarily proven to be the case. Audience studies show that this depends on network and local programming and other factors. Each situation must be treated separately.

TELEVISION Magazine findings for the markets differ considerably from network projections which justifiably reduce the coverage by eliminating duplicated signal areas. For the spot or local adver-

tiser who wants to know how many people he can reach in a market, unduplicated coverage does not provide the full answer.

The coverage areas listed in this issue have been set up by compiling and crosschecking all available documentation—engineering contours, RETMA shipments, research surveys and rating reports in overlapping areas (as evidence of crossviewing), as well as agency, network and station studies.

Listed for each market are:

- 1) population
- 2) number of families
- 3) retail sales
- 4) food sales
- 5) drug sales
- 6) effective buying income
- 7) counties in coverage area

The market statistics are based on the May 10, 1953 edition of *Sales Management's Survey of Buying Power* (Copyright, 1953, Sales Management Survey of Buying Power; further reproduction not licensed).

Just as there is no foolproof method of estimating set circulation, there is no foolproof method of estimating coverage. Undoubtedly discrepancies will be uncovered, questions will arise. The Research Department of TELEVISION Magazine will welcome any additional data.

TELEVISION Magazine's set circulation figures are in general use by most agencies and advertisers. A full explanation of the method for computing circulation appears on page 89. The method is based on four points:

- 1) start of station operation
- 2) U. S. Census, April, 1950
- 3) Nielsen, May 23, 1952
- 4) CBS-Nielsen, November, 1953.



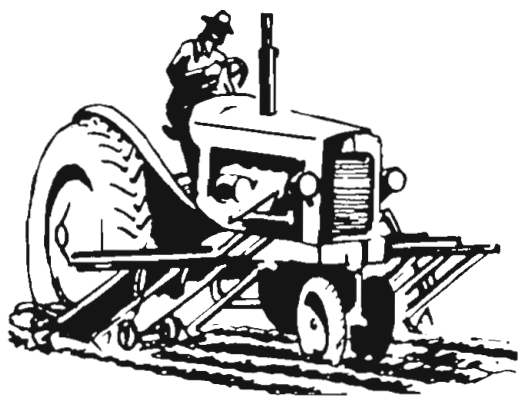
Check this -  
it's the  
story-board on  
Abilene, Texas

CLIENT Manufacturing, Inc.

PROGRAM  
FORMAT  
SPOT

VIDEO

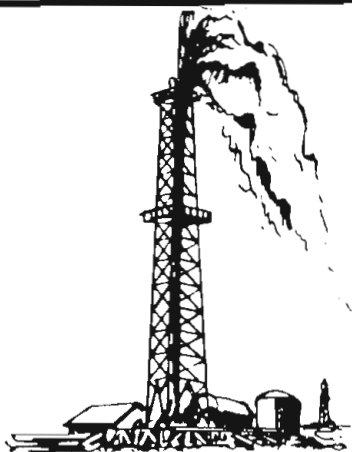
AUDIO



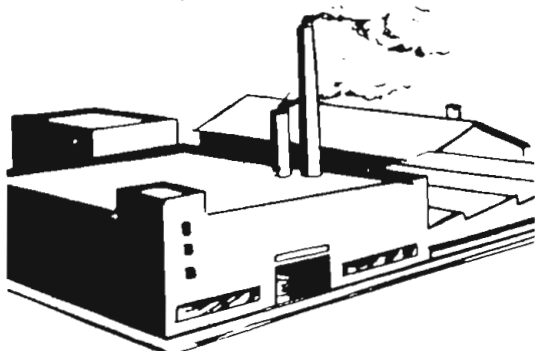
Mulling over a Texas campaign?  
Then here are a few highly mullable facts.  
Abilene, Texas is the key city of an  
18-county area where farm income puts  
red blood in a vigorous economy.



Ranching is another thriving sector  
in Abilene's bright business picture.  
West Texas beef feeds the nation.



And to an already lively economy, the  
Midas touch has been added. Fingers of  
steel unlock underground oil treasures.  
Industry and distribution are here too.  
They keep West Texas' economy well balanced.  
Buying power has risen steadily;  
now it's close to \$200 million a year.



The best way to tap this Texas bonanza  
is to put your product on the only  
television station in the area. Call our  
national rep, John E. Pearson Company.

# THE TELEVISION MARKETS

## COUNTY BY COUNTY BREAKDOWN

### ABILENE, Tex.

Population	251,900
Families	75,500
Retail Sales	\$277,163,000
Food Sales	\$62,901,000
Drug Sales	\$9,442,000
E.B.I.	\$319,768,000

Brown, Callahan, Coke (50%), Coleman, Eastland, Fisher, Haskell, Jones, Nolan, Runnels, Shackelford, Stephens, Stonewall (50%), Taylor, Throckmorton (50%)

### AKRON, Ohio

Population	925,000
Families	268,500
Retail Sales	\$1,001,257,000
Food Sales	\$257,260,000
Drug Sales	\$24,928,000
E.B.I.	\$1,604,402,000

Geauga, Medina, Portage, Stark, Summit, Wayne

### ALBANY-SCHENECTADY-TROY, N. Y.

Population	1,316,900
Families	403,200
Retail Sales	\$1,590,067,000
Food Sales	\$419,426,000
Drug Sales	\$31,627,000
E.B.I.	\$2,017,230,000

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

VERMONT: Bennington, Rutland;

MASSACHUSETTS: Berkshire

### ALBUQUERQUE, N. M.

Population	412,300
Families	103,700
Retail Sales	\$320,647,000
Food Sales	\$70,934,000
Drug Sales	\$11,279,000
E.B.I.	\$498,029,000

Bernalillo, Catron, Guadalupe, Lincoln (50%), Los Alamos, McKinley, Mora Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taas, Torrance, Valencia

### ALTOONA, Pa.

Population	1,288,900
Families	357,700
Retail Sales	\$1,135,949,000
Food Sales	\$317,385,000
Drug Sales	\$23,624,000
E.B.I.	\$1,502,479,000

PENNSYLVANIA: Armstrong (50%), Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Cumberland, Elk, Franklin, Fulton, Huntington, Indiana, Jefferson, Juniata, Mifflin, Perry (33%), Somerset;

MARYLAND: Allegany

### AMARILLO, Tex.

Population	296,200
Families	86,200
Retail Sales	\$404,826,000
Food Sales	\$83,601,000
Drug Sales	\$14,198,000
E.B.I.	\$498,045,000

TEXAS: Armstrong, Briscoe, Carson, Castro, Collingsworth, Dallam, Deaf Smith, Donley, Hall, Hansford, Hartley, Hemphill,

Hutchinson, Moore, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler; NEW MEXICO: Curry, Quay

### AMES, Iowa

Population	814,000
Families	254,900
Retail Sales	\$949,095,000
Food Sales	\$186,319,000
Drug Sales	\$23,178,000
E.B.I.	\$1,167,999,000

Adair, Boone, Butler, Calhoun, Carroll, Clarke, Dallas, Franklin, Greene, Grundy, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Polk, Poweshiek, Story, Tama, Union, Warren, Webster, Wright

### ANDERSON, S. C.

Population	392,700
Families	102,400
Retail Sales	\$294,050,000
Food Sales	\$70,961,000
Drug Sales	\$8,643,000
E.B.I.	\$462,472,000

SOUTH CAROLINA: Abbeville (50%), Anderson, Greenville (75%), Greenwood (50%), Laurens (25%), Oconee, Pickens;

GEORGIA: Elbert, Franklin (50%), Hart, Stephens (50%)

### ANN ARBOR, Mich.

Population	355,600
Families	98,600
Retail Sales	\$375,642,000
Food Sales	\$100,093,000
Drug Sales	\$14,141,000
E.B.I.	\$544,126,000

Jackson (10%), Lenawee (75%), Livingston (50%), Monroe (25%), Oakland (25%), Washtenaw

### ASBURY PARK, N. J.

Population	382,600
Families	114,200
Retail Sales	\$501,742,000
Food Sales	\$145,298,000
Drug Sales	\$12,765,000
E.B.I.	\$606,896,000

Middlesex (25%), Monmouth, Ocean

### ASHEVILLE, N. C.

Population	336,300
Families	86,000
Retail Sales	\$230,950,000
Food Sales	\$52,508,000
Drug Sales	\$7,866,000
E.B.I.	\$341,681,000

Buncombe, Haywood, Henderson, McDowell, Madison, Polk, Rutherford, Transylvania, Yancey

### ASHTABULA, Ohio

Population	297,400
Families	87,100
Retail Sales	\$310,795,000
Food Sales	\$83,470,000
Drug Sales	\$7,007,000
E.B.I.	\$493,973,000

OHIO: Ashtabula, Geauga (50%), Lake, Trumbull (25%); PENNSYLVANIA: Crawford (25%), Erie (25%)

# ON THE AIR!



## ALBANY SCHENECTADY TROY

*New York State's  
Billion Dollar Market*

## WTRI CAPTURES THE AUDIENCE!

### PROGRAMMING

Star studded line-up of top rated CBS network shows!

### POWER

Highest powered UHF station in area with 368 kw at the maximum!

### COVERAGE

Direct Line-of-Sight contact from tower to entire area.

*See Your  
HEADLEY-REED Man  
for Prime Availabilities*

*Moves more goods off  
dealers shelves than does  
any other Atlanta TV outlet  
because WSB-TV is*



## **The Southeast's truly great AREA station**

When a time buyer selects WSB-TV he picks up a highly profitable bonus audience for his advertiser. Programming on low channel 2 with 100,000 watts from a 1062 ft. tower, WSB-TV delivers far more than the immediate Atlanta area alone. This station's impact throughout Georgia and its remarkable strength in Georgia's important secondary markets is a plus value of outstanding worth to sponsors. This total WSB-TV audience cannot be equalled by any other Georgia station. Ask Petry for availabilities.



*Channel 2 with 100,000  
watts from 1062 ft. tower.  
Georgia's only  
full NBC service.*

AFFILIATED WITH THE ATLANTA JOURNAL AND CONSTITUTION

**ATLANTA, Ga.**

Population	2,738,100
Families	727,000
Retail Sales	\$2,210,367,000
Food Sales	\$504,523,000
Drug Sales	\$66,849,000
E.B.I.	\$3,162,037,000

GEORGIA: Baldwin, Banks, Barrow, Bartow, Bibb, Butts, Carroll, Catoosa, Chattooga, Cherokee, Clarke, Clayton, Cobb, Columbia, Coweta, Crawford, Dade, Dawson, De Kalb, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Glascock, Gordon, Greene, Gwinnett, Habersham, Hall, Hancock, Haralson, Harris, Hart, Heard, Henry, Houston, Jackson, Jasper, Jefferson, Jones, Lamar, Laurens, Lincoln, Lumpkin, Macon, Madison, Marion, Meriwether, Monroe, Morgan, Murray, Muscogee, Newton, Oconee, Oglethorpe, Paulding, Peach, Pickens, Pike, Polk, Putnam, Rockdale, Spalding, Stephens, Talbot, Taliaferro, Taylor, Troup, Union, Upson, Walker, Walton, Warren, Washington, White, Whitfield, Wilkes, Wilkinson;

ALABAMA: Chambers, Cherokee, Cleburne, De Kalb, Randolph;  
SOUTH CAROLINA: Anderson;  
NORTH CAROLINA: Cherokee, Clay, Macon;  
TENNESSEE: Hamilton

**ATLANTIC CITY, N. J.**

Population	210,000
Families	65,000
Retail Sales	\$308,639,000
Food Sales	\$83,377,000
Drug Sales	\$8,738,000
E.B.I.	\$286,205,000

Atlantic, Burlington (10%), Cape May, Cumberland (10%), Ocean (10%)

**AUGUSTA, Ga.**

Population	775,600
Families	194,900
Retail Sales	\$445,775,000
Food Sales	\$114,406,000
Drug Sales	\$13,348,000
E.B.I.	\$658,805,000

GEORGIA: Bullock, Burke, Columbia, Elbert, Emanuel, Glascock, Greene, Hancock, Jefferson, Jenkins, Johnson, Lincoln, McDuffie, Oglethorpe, Richmond, Screven, Taliaferro, Warren, Washington, Wilkes;  
SOUTH CAROLINA: Abbeville, Aiken, Allendale, Bamberg, Barnwell, Edgefield, Greenwood, Hampton, Laurens (25%), Lexington (25%), McCormick, Newberry, Orangeburg, Saluda

**AUSTIN, Minn.**

Population	361,200
Families	104,900
Retail Sales	\$419,270,000
Food Sales	\$78,784,000
Drug Sales	\$9,810,000
E.B.I.	\$471,244,000

MINNESOTA: Dodge, Faribault, Fillmore, Freeborn, Mower, Olmsted, Steele, Waseca;  
IOWA: Cerro Gordo, Chickasaw (50%), Floyd, Hancock (50%), Howard, Mitchell, Winnebago, Worth

**AUSTIN, Tex.**

Population	657,400
Families	179,300
Retail Sales	\$620,372,000
Food Sales	\$146,475,000
Drug Sales	\$18,677,000
E.B.I.	\$686,329,000

Austin, Bastrop, Bell, Blanca, Brazos, Burleson, Burnet, Caldwell, Colorado, Comal, Fayette, Gillespie, Gonzales, Guadalupe, Hays, Kendall, Lavaca, Lee, Milam, Robertson, Travis, Washington, Williamson

**BAKERSFIELD, Calif.**

Population	545,800
Families	161,500
Retail Sales	\$614,144,000
Food Sales	\$154,964,000
Drug Sales	\$13,770,000
E.B.I.	\$872,346,000

Fresno (25%), Kern, Kings, Tulare

**BALTIMORE, Md.**

Population	2,683,400
Families	747,900
Retail Sales	\$2,617,311,000
Food Sales	\$684,863,000
Drug Sales	\$76,809,000
E.B.I.	\$3,956,802,000

MARYLAND: Anne Arundel, Baltimore, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Montgomery, Prince Georges, Queen Annes, Talbot, Washington, Wicomico;  
DELAWARE: Kent, Sussex;  
PENNSYLVANIA: Adams, York

**BANGOR, Maine**

Population	368,500
Families	102,000
Retail Sales	\$334,156,000
Food Sales	\$99,447,000
Drug Sales	\$7,675,000
E.B.I.	\$432,690,000

Hancock, Kennebec, Knox, Lincoln, Penobscot, Piscataquis, Somerset (50%), Waldo, Washington

**BATON ROUGE, La.**

Population	326,100
Families	85,100
Retail Sales	\$231,246,000
Food Sales	\$51,934,000
Drug Sales	\$7,773,000
E.B.I.	\$426,478,000

Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, West Feliciana

**BATTLE CREEK, Mich.**

Population	393,600
Families	118,700
Retail Sales	\$444,065,000
Food Sales	\$112,877,000
Drug Sales	\$16,537,000
E.B.I.	\$574,033,000

Barry, Branch (50%), Calhoun, Eaton, Hillsdale (25%), Jackson (25%), Kalamazoo, St. Joseph (25%)

**BELLINGHAM, Wash.**

Population	126,900
Families	41,400
Retail Sales	\$140,884,000
Food Sales	\$33,598,000
Drug Sales	\$3,114,000
E.B.I.	\$175,302,000

Island, San Juan, Skagit (50%), Snohomish (20%), Whatcom

**BETHLEHEM-ALLENTOWN-EASTON, Pa.**

Population	807,100
Families	231,200
Retail Sales	\$855,616,000
Food Sales	\$235,398,000
Drug Sales	\$17,219,000
E.B.I.	\$1,298,453,000

PENNSYLVANIA: Bucks, Carbon (75%), Lehigh, Monroe (75%), Northampton;  
NEW JERSEY: Hunterdon, Morris (50%), Warren

**BILLINGS, Mont.**

Population	97,500
Families	31,700
Retail Sales	\$114,867,000
Food Sales	\$22,873,000
Drug Sales	\$3,197,000
E.B.I.	\$161,525,000

Big Horn, Carbon, Golden Valley, Musselshell, Stillwater, Treasure, Wheatland, Yellowstone

Maryland's Most Honored

Television Station

**WAAM 13**  
**CHANNEL 13**

The George Foster Peabody Award  
To  
"The Johns Hopkins Science Review"

Produced at WAAM in co-operation with  
The Johns Hopkins University for the Du  
Mont Television Network, twice honored by  
the Peabody Committee for "Excellence in  
television."



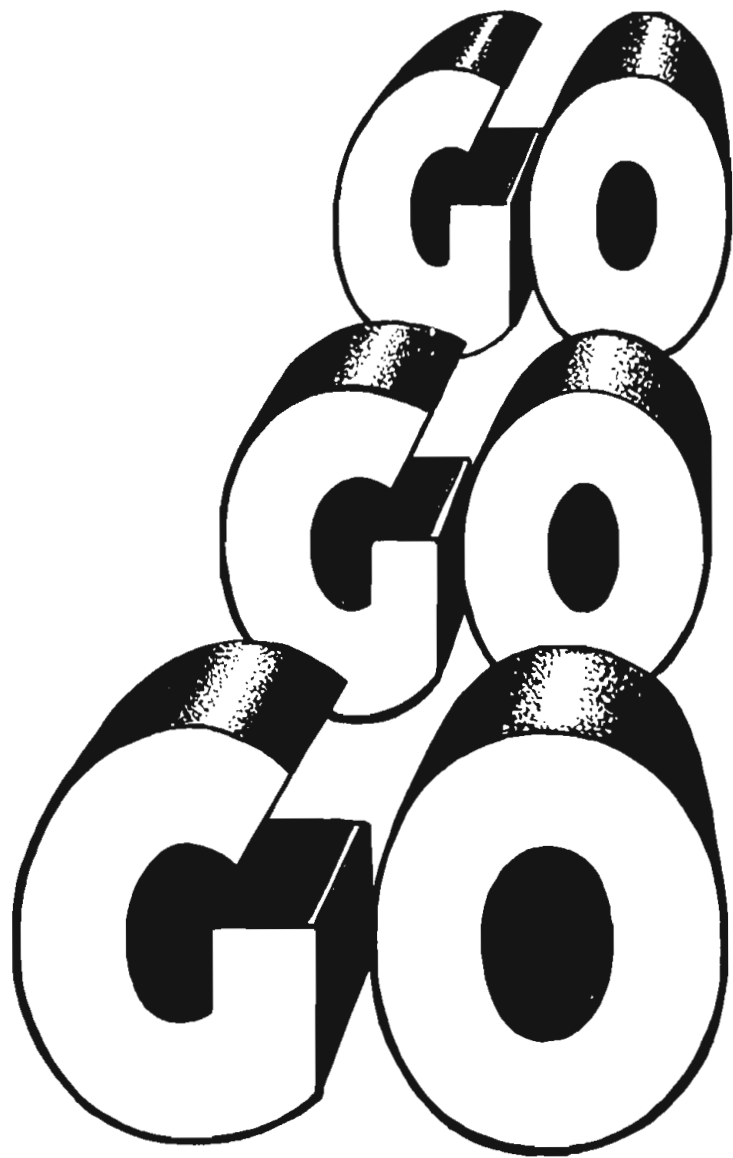
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To  
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WAAM's fearless commentator, world-famous newspaperman, essayist, biographer, and historian. Another example of WAAM's use of community materials to build nationally respected programs.

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**CHANNEL 13**TELEVISION HILL  
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**316,000 WATTS**

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**50,000 WATTS** **680** ON THE DIAL

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Ask the Man from **H-R** REPRESENTATIVES, INC.

**THE YANKEE NETWORK**

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.



**BINGHAMTON, N. Y.**

Population	1,413,000
Families	408,700
Retail Sales	\$1,475,592,000
Food Sales	\$392,856,000
Drug Sales	\$30,198,000
E.B.I.	\$1,945,240,000

NEW YORK: Broome, Chemug, Chenango, Cortland, Delaware, Otsego, Schuyler, Sullivan, Tioga, Tompkins;  
 PENNSYLVANIA: Bradford, Lackawanna, Luzerne, Susquehanna, Sullivan, Tioga  
 Wayne, Wyoming

**BIRMINGHAM, Ala.**

Population	1,936,000
Families	508,400
Retail Sales	\$1,409,568,000
Food Sales	\$372,629,000
Drug Sales	\$38,280,000
E.B.I.	\$1,986,952,000

ALABAMA: Bibb, Blount, Calhoun, Chambers, Cherokee, Chilton, Clay, Cleburne, Coosa, Cullman, Dallas, DeKalb, Etowah, Fayette, Franklin, Hale, Jackson, Jefferson, Lamar, Lawrence, Lee, Marion, Marshall, Montgomery, Morgan, Perry, Randolph, St. Clair, Shelby, Talladega, Tallapoosa, Tuscaloosa, Walker, Winston;  
 MISSISSIPPI: Itawamba

**BISMARCK, N. D.**

Population	117,000
Families	29,900
Retail Sales	\$125,860,000
Food Sales	\$23,018,000
Drug Sales	\$2,901,000
E.B.I.	\$150,987,000

Burleigh, Emmons, Grant, Kidder, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Sheridan, Sioux

**BLOOMINGTON, Ill.**

Population	212,900
Families	65,100
Retail Sales	\$228,615,000
Food Sales	\$50,164,000
Drug Sales	\$4,821,000
E.B.I.	\$329,791,000

De Witt, Livingston, Logan (50%), McLean, Piatt (25%), Tazewell (50%), Woodford

**BLOOMINGTON, Ind.**

Population	1,866,200
Families	577,400
Retail Sales	\$1,966,491,000
Food Sales	\$436,813,000
Drug Sales	\$67,271,000
E.B.I.	\$2,848,236,000

INDIANA: Bartholomew, Boone, Brown, Carroll, Clay, Clinton, Daviess, Decatur, Dubois, Fountain, Greene, Hamilton, Hancock, Hendricks, Howard, Jackson, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Martin, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Pike, Putnam, Rush, Scott, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Warren, Washington;  
 ILLINOIS: Clark, Crawford, Edgar, Lawrence

**BOISE-MERIDIAN, Idaho**

Population	274,800
Families	82,700
Retail Sales	\$328,620,000
Food Sales	\$60,882,000
Drug Sales	\$7,868,000
E.B.I.	\$331,329,000

IDAHO: Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Gooding, Owyhee, Payette, Twin Falls, Washington;  
 OREGON: Baker, Malheur

**BOSTON, Mass.**

Population	4,783,700
Families	1,380,400
Retail Sales	\$5,141,005,000
Food Sales	\$1,492,154,000
Drug Sales	\$154,263,000
E.B.I.	\$7,485,029,000

MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;  
 MAINE: Cumberland, York;  
 NEW HAMPSHIRE: Cheshire, Hillsboro, Merrimack, Rockingham, Strafford

**BRIDGEPORT, Conn.**

Population	1,385,000
Families	396,800
Retail Sales	\$1,731,547,000
Food Sales	\$498,377,000
Drug Sales	\$49,839,000
E.B.I.	\$2,661,686,000

CONNECTICUT: Fairfield, New Haven;  
 NEW YORK: Suffolk

**BUFFALO, N. Y.**

Population	1,615,400
Families	474,300
Retail Sales	\$1,854,376,000
Food Sales	\$476,526,000
Drug Sales	\$49,056,000
E.B.I.	\$2,659,895,000

NEW YORK: Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagara, Orleans, Wyoming;  
 PENNSYLVANIA: McKean (50%), Warren

getting bigger  
every day

LATEST TELEVISION  
MAGAZINE SET COUNT . . .

269,880

RECEIVERS  
IN THE

WNBF-TV  
MARKET

the only

VHF station

servicing

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and

Northern Pennsylvania

WNBF-TV

Channel 12

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*America's RICHEST Secondary Market*

*A BUTTE of a Test Market!*

**NOW HAS**

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**KXLF - TV6**

*with*

*A BUTTE of a Rate (\$100 Hr.  
for time and facilities.)*

*A BUTTE of a Buy (20% Savings  
with other XL Stations.)*

*A BUTTE of a Network (NBC-DuMont)*

**MONTANA'S FIRST!**

*on the air August 14, 1953.*

The **XL** Stations

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SEATTLE, WASHINGTON  
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MUTUAL 2377

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114 New Montgomery St.  
EXhibit 2-8011

HOLLYWOOD 38, CALIF.  
4181 Hollywood Blvd.  
Hollywood 9-5408

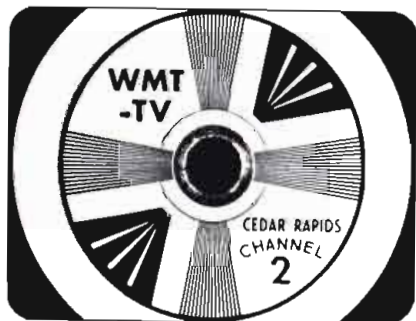


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NEW YORK 17, N. Y.  
107 Madison Avenue  
Murray Hill 3-5030

CHICAGO 5, ILLINOIS  
140 North Michigan  
Audover 3-5771



More TV installers watch this test pattern in Eastern Iowa than in NYC, Chicago and Pago Pago combined!

National Rep: The Katz Agency  
CBS and DuMont Affiliate  
Mail address: Cedar Rapids

**WMT-TV**  
CHANNEL 2  
100,000 WATTS

**BUTTE, Mont.**

Population	127,200
Families	41,700
Retail Sales	\$133,213,000
Food Sales	\$33,634,000
Drug Sales	\$2,753,000
E.B.I.	\$208,367,000

Beaverhead, Broadwater, Deer Lodge, Gallatin, Jefferson, Madison, Powell, Ravalli, Silver Bow

**CADILLAC, Mich.**

Population	310,500
Families	90,500
Retail Sales	\$301,178,000
Food Sales	\$84,286,000
Drug Sales	\$8,955,000
E.B.I.	\$302,379,000

Antrim, Arenac, Benzie, Charlevoix, Clare, Crawford, Gladwin, Grand Traverse, Isabella, Kalkaska, Lake, Leelanau, Manistee, Mason, Mecosta, Missaukee, Newaygo, Oceana, Ogemaw, Osceola, Oscoda, Otsego, Roscommon, Wexford

**CEDAR RAPIDS, Iowa**

Population	849,200
Families	251,800
Retail Sales	\$949,909,000
Food Sales	\$177,434,000
Drug Sales	\$21,962,000
E.B.I.	\$1,119,622,000

IOWA: Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Clayton, Davis, Delaware, Dubuque, Fayette, Grundy, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Mahaska, Monroe, Muscatine, Poweshiek, Tama, Wapello, Washington;  
ILLINOIS: Jo Daviess;  
WISCONSIN: Grant

**CHAMBERSBURG, Pa.**

Population	262,000
Families	73,500
Retail Sales	\$246,127,000
Food Sales	\$60,294,000
Drug Sales	\$5,367,000
E.B.I.	\$312,826,000

PENNSYLVANIA: Adams, Cumberland (50%), Franklin, Fulton, Huntingdon (50%);  
MARYLAND: Frederick (25%), Washington (50%)

**CHAMPAIGN, Ill.**

Population	1,060,800
Families	328,000
Retail Sales	\$1,133,873,000
Food Sales	\$248,858,000
Drug Sales	\$30,564,000
E.B.I.	\$1,491,979,000

ILLINOIS: Champaign, Clark, Coles, Crawford, Cumberland, De Witt, Douglas, Edgar, Effingham, Iroquois, Jasper, Livingston, Macon, McLean, Moultrie, Piatt, Shelby, Vermilion;  
INDIANA: Benton, Clay, Fountain, Montgomery, Newton, Parke, Putnam, Sullivan, Tippecanoe, Vermillion, Vigo, Warren

**CHARLESTON, S. C.**

Population	634,400
Families	160,100
Retail Sales	\$431,153,000
Food Sales	\$113,092,000
Drug Sales	\$12,875,000
E.B.I.	\$627,076,000

SOUTH CAROLINA: Bamberg, Beaufort, Berkeley, Charleston, Clarendon, Colleton, Dorchester, Georgetown, Hampton, Jasper, Orangeburg (50%), Williamsburg;  
GEORGIA: Chatham

**CHARLESTON, W. Va.**

Population	743,800
Families	185,700
Retail Sales	\$351,307,000
Food Sales	\$134,985,000
Drug Sales	\$11,356,000
E.B.I.	\$876,794,000

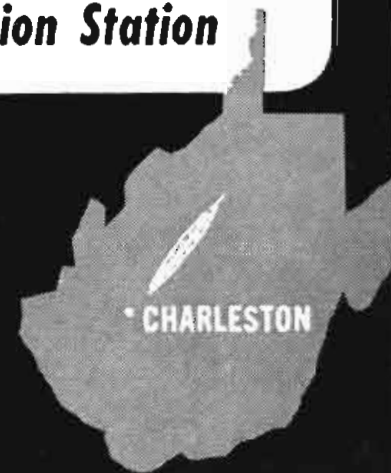
Boone, Braxton, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, McDowell, Nicholas, Putnam, Raleigh, Roane, Webster

**ONE . . .**

and only **ONE** television station effectively covers **CHARLESTON, West Virginia!**

**WKNA-TV**

**Charleston's OWN Television Station**



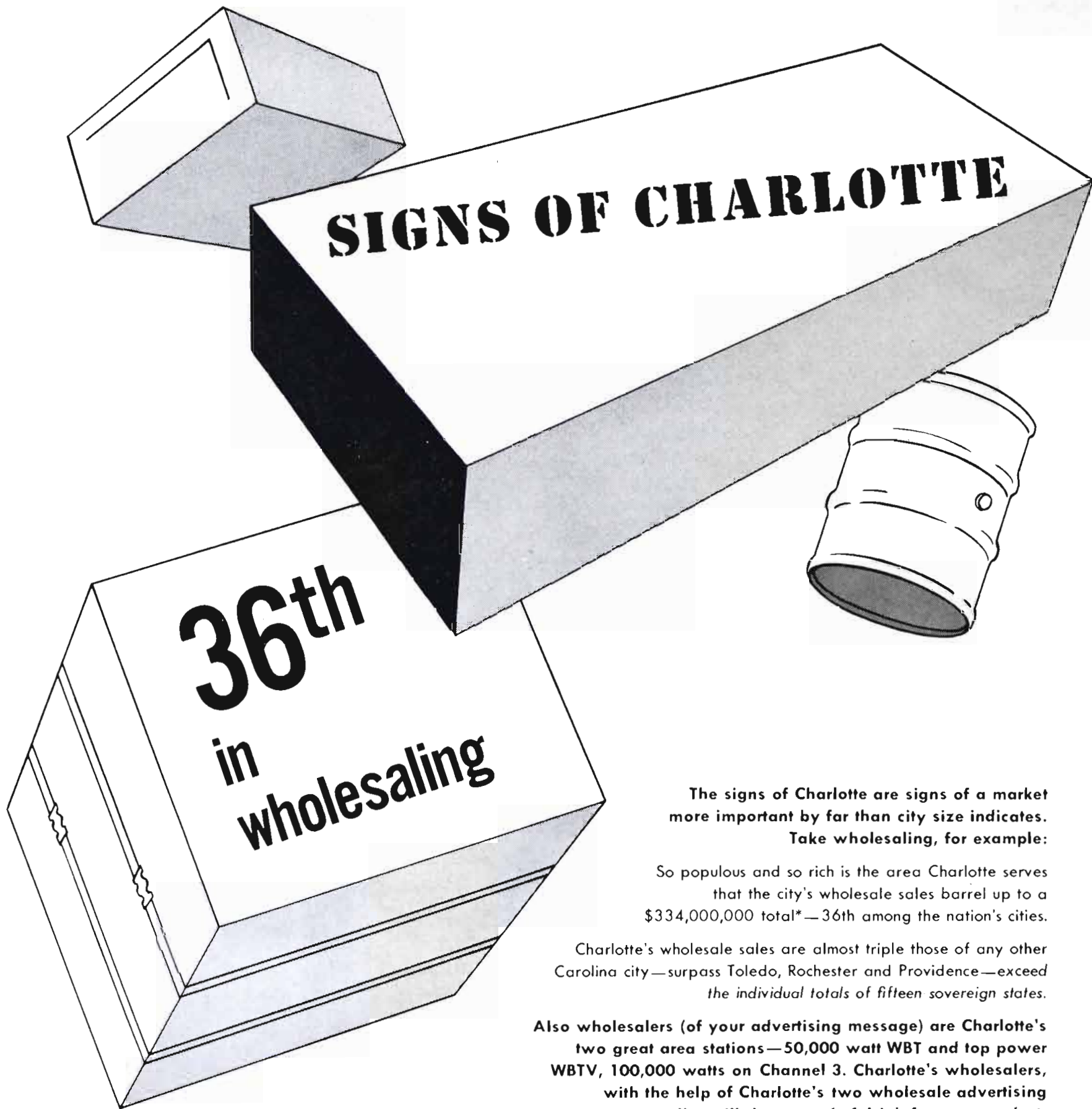
No matter how you try, you can't cover West Virginia's first market with any television but Charleston's OWN station! Only WKNA-TV has the "power" to do it . . . with strong signal, three network tie-ins and choice local programming "slanted" to and for the Charleston market. Get the facts today on how easy it is for you to share in over \$620,000,000 a year this market has to spend.

*\*Based on actual survey made by a leading radio engineering firm. (name sent on request)*

**WKNA-TV**  
the personality station



Programming from the ABC • DUMONT and CBS TELEVISION NETWORKS  
Joe L. Smith, Jr. Incorporated  
Represented nationally by WEED TELEVISION



The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a \$334,000,000 total\*—36th among the nation's cities.

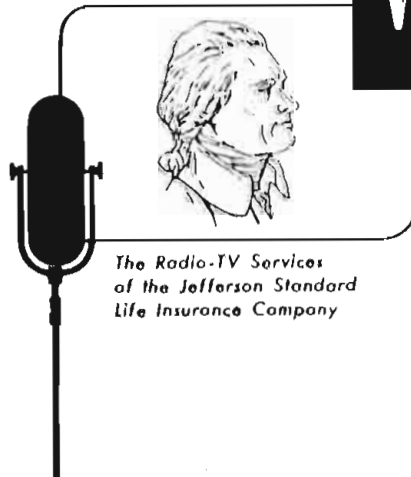
Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—exceed the individual totals of fifteen sovereign states.

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTB, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

\*"Merchant Wholesalers" only—Sales Management, 1953

*Coverage to Match the Market*

Represented Nationally by CBS Radio and Television Spot Sales



The Radio-TV Services of the Jefferson Standard Life Insurance Company

**CHARLOTTE, N. C.**

Population	3,035,000
Families	761,300
Retail Sales	\$2,235,791,000
Food Sales	\$529,568,000
Drug Sales	\$62,982,000
E.B.I.	\$3,409,298,000

NORTH CAROLINA: Alexander, Anson, Ashe, Avery, Buncombe, Burke, Cobarrus, Caldwell, Catawba, Cleveland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Iredell, Lincoln, McDowell, Mecklenburg, Mitchell, Montgomery, Moore, Palk, Randolph, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanly, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey;

SOUTH CAROLINA: Cherokee, Chester, Chesterfield, Darlington, Dillon, Fairfield, Greenville, Greenwood, Kershaw, Lancaster, Laurens, Lee, Lexington, Marlboro, Newberry, Pickens, Richland, Spartanburg, Sumter, Union, York

**CHICAGO, Ill.**

Population	7,436,200
Families	2,257,400
Retail Sales	\$9,254,015,000
Food Sales	\$2,082,565,000
Drug Sales	\$266,406,000
E.B.I.	\$14,171,901,000

ILLINOIS: Boone, Cook, De Kalb, Du Page, Ford, Grundy, Iroquois, Kane, Kendall, Kankakee, Lake, La Salle, Lee, Livingston, McHenry, McLean, Ogle, Vermilion, Will, Winnebago;

MICHIGAN: Berrien, Van Buren;

INDIANA: Benton, Carroll, Cass, Fulton, Jasper, Kosciusko, Lake, La Porte, Marshall, Newton, Porter, Pulaski, St. Joseph, Starke, White;

WISCONSIN: Kenosha, Racine, Walworth

**CHICO, Calif.**

Population	212,000
Families	69,000
Retail Sales	\$259,553,000
Food Sales	\$67,488,000
Drug Sales	\$6,262,000
E.B.I.	\$314,633,000

Butte, Colusa, Glenn, Nevada, Plumas, Sierra, Sutter, Tehama, Yuba

**CINCINNATI, Ohio**

Population	2,095,200
Families	501,200
Retail Sales	\$1,682,599,000
Food Sales	\$439,781,000
Drug Sales	\$47,233,000
E.B.I.	\$2,530,559,000

OHIO: Adams, Brown, Butler, Clermont, Clinton, Fayette, Greene, Hamilton, Highland, Preble, Warren;

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

KENTUCKY: Boone, Bourbon, Bracken, Campbell, Carroll, Gallatin, Grant, Harrison, Henry, Kenton, Mason, Nicholas, Owen, Pendleton, Robertson, Scott, Trimble

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**W**ITH each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

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In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Awards, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

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**S.O.S. OFFERS ATTRACTIVE PACKAGE DEALS on Film Taking  
and Editing Layouts for New TV Stations. WRITE FOR FULL DETAILS**

# WEWS

*now in its seventh year,  
now reaches more than  
a million\* television homes*

## CHANNEL 5, CLEVELAND

\* See this issue of Television Magazine, Pg. 89.

*Represented by the Branham Company, affiliated  
with CBS-TV, Scripps-Howard Radio, Inc.*

**CLEVELAND, Ohio**

Population	3,936,100
Families	1,157,300
Retail Sales	\$4,418,651,000
Food Sales	\$1,171,019,000
Drug Sales	\$122,586,000
E.B.I.	\$7,014,755,000

OHIO: Ashland, Ashtabula, Carroll, Columbiana, Coshocton, Crawford, Cuyahoga, Erie, Geauga, Harrison, Holmes, Huron, Jefferson (33%), Lake, Lorain, Mahoning, Medina, Ottawa, Portage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot;

PENNSYLVANIA: Lawrence (50%), Mercer (50%), Crawford (20%)

**COLORADO SPRINGS, Colo.**

Population	202,500
Families	60,700
Retail Sales	\$210,564,000
Food Sales	\$46,980,000
Drug Sales	\$7,622,000
E.B.I.	\$273,502,000

Crowley, Douglas, Elbert, El Paso, Lincoln, Pueblo

**COLUMBIA, Mo.**

Population	397,300
Families	123,700
Retail Sales	\$343,187,000
Food Sales	\$70,188,000
Drug Sales	\$9,738,000
E.B.I.	\$412,247,000

Audrain, Boone, Callaway, Chariton, Cole, Cooper, Franklin (25%), Gasconade, Howard, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pike (25%), Pettis, Ralls (50%), Randolph, Saline, Shelby (50%), Warren (50%)

**COLUMBIA, S. C.**

Population	702,500
Families	169,000
Retail Sales	\$446,705,000
Food Sales	\$110,731,000
Drug Sales	\$13,370,000
E.B.I.	\$676,939,000

Aiken (50%), Bamberg, Barnwell, Calhoun, Chester, Clarendon, Edgefield, Fairfield, Kershaw, Lancaster, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter, Union

**COLUMBUS, Ga.**

Population	516,800
Families	129,200
Retail Sales	\$315,660,000
Food Sales	\$88,787,000
Drug Sales	\$9,356,000
E.B.I.	\$492,231,000

GEORGIA: Chattahoochee, Harris, Macon, Marion, Meriwether, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson (50%), Webster; ALABAMA: Barbour, Chambers, Lee, Macon (50%), Russell

**COLUMBUS, Ohio**

Population	1,477,100
Families	436,700
Retail Sales	\$1,516,843,000
Food Sales	\$354,268,000
Drug Sales	\$41,172,000
E.B.I.	\$2,229,727,000

Champaign, Clark, Clinton, Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene, Hardin, Hocking, Knox, Licking, Logan, Madison, Marion, Morgan, Morrow, Muskingum, Perry, Pike, Pickaway, Ross, Union, Vinton

*In Columbus, Ohio*

the switch is to

**6**

Yes, you get more when you switch to

**WTVN, ch. 6**

The new ownership and management offer you . . .

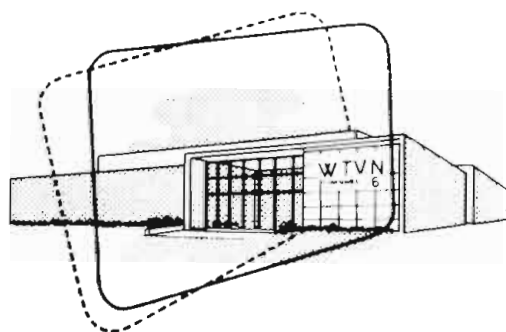
1. TOP AVAILABILITIES
2. IMPROVED PROGRAMMING
3. STRONGER SIGNAL
4. OUTSTANDING PERSONNEL
5. SUPERIOR ENGINEERING

AT LESS COST  
PER THOUSAND . . .

we'll prove it if you'll contact  
KATZ AGENCY or

**WTVN**

Owned and Operated by RADIO, CINCINNATI



*"... we have decided that your method for computing circulation should produce the soundest available figures at this time; accordingly we have decided to adopt them as a standard for now."*

N. W. AYER & SON, INC.

*"... we have been using your circulation figures extensively since they seem to have been compiled with a great deal of effort and care . . ."*

FOOTE, CONE & BELDING

*"... your market coverage circulation estimates and the county by county listings have filled a real need for unbiased coverage data on the nation's television markets . . . thanks for helping us furnish our radio-TV buyers with the facts they need in evaluating today's television market."*

KENYON & ECKHARDT, INC.

*"... what you are doing is intelligent and as likely to yield good results as any method we can think of . . . glad you're doing the job and we know it will help settle for us many an otherwise un-settleable issue!"*

THE BIOW COMPANY

Advertise in the publication that agencies and advertisers depend on for vital television information.

**TELEVISION**

The Business Magazine  
of the Industry

Tenth Year of Publication

**AUDIO:**

# MORE people...

WFAA-TV's nine-county TV market is Texas' largest — 1,371,800 people. With 322,500\* TV-equipped homes, WFAA-TV is your entree into 3 out of 4 of the market's 426,400 households.

\*WFAA-TV Research Dept., March 1, 1954

# ...with MORE money

The WFAA-TV market controls more than 19% of Texas' spendable income, after taxes, with a total of \$2,225,410,000. Average is \$5219 per household.

# to buy MORE...

Comes the clincher — 20% of Texas' retail sales are made in the WFAA-TV market! In 1953 retail sales for the market hit an all-time high of \$1,852,473,000.

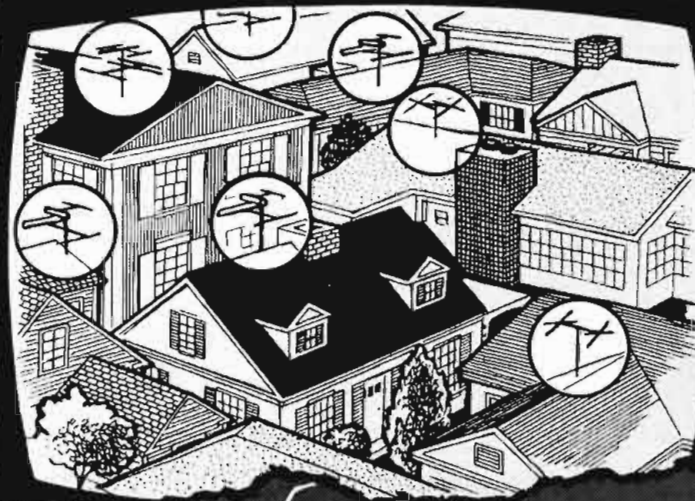
**PER HOUSEHOLD AVERAGES:**

	WFAA-TV MARKET	TEXAS	% OVER TEXAS	U.S.	% OVER U.S.
Retail Sales . . .	\$4344	\$3752	+15.8	\$3677	+18.1
Food Sales . . . .	839	824	+ 1.8	828	+ 1.3
Drug Sales . . . .	130	114	+15.9	102	+27.4
Genl. Mdse., Appl.	1034	628	+64.6	635	+62.8
Household Furn.	217	199	+ 9.0	200	+ 8.5
Automotive Sales	952	895	+ 6.4	725	+31.3

SRDS: Consumer Markets, 1954

# ...make DALLAS-Ft.Worth the richest market in all Texas!

322,500 sets in WFAA-TV's market provide easy access to purchasers' purses — just ask a Petry man!



Channel **8**

**WFAA-TV**  
DALLAS  
NBC • ABC • DUMONT

RALPH NIMMONS, Sta. Mgr. • EDW. PETRY & CO., Natl. Rep. • TELEVISION SERVICE OF THE DALLAS MORNING NEWS



**DALLAS-FT. WORTH, Tex.**

Population	2,051,600
Families	616,200
Retail Sales	\$2,331,055,030
Food Sales	\$511,586,000
Drug Sales	\$75,352,000
E.B.I.	\$2,975,543,000

TEXAS: Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Limestone, McLennan, Montague, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Tarrant, Van Zandt, Wise;  
OKLAHOMA: Bryan, Marshall

**DANVILLE, Ill.**

Population	266,800
Families	80,300
Retail Sales	\$277,380,000
Food Sales	\$60,251,000
Drug Sales	\$8,696,000
E.B.I.	\$372,592,000

ILLINOIS: Champaign (75%), Douglas (25%), Edgar (50%), Iroquois (50%), Vermilion;  
INDIANA: Benton (50%), Fountain, Parke (50%), Vermilion, Warren

**DAVENPORT, Iowa-ROCK ISLAND, Ill.**

Population	1,396,200
Families	430,900
Retail Sales	\$1,631,293,000
Food Sales	\$357,804,000
Drug Sales	\$39,520,000
E.B.I.	\$2,179,036,000

IOWA: Buchanan, Cedar, Clinton, Des Moines, Dubuque, Henry, Jackson, Jefferson, Johnson, Jones, Keokuk, Lee, Louisa, Muscantine, Scott, Washington;  
ILLINOIS: Bureau, Carroll, Fulton, Hancock, Henderson, Henry, Jo Daviess, Knox, La Salle, Lee, McDonough, Mercer, Peoria, Rock Island, Stark, Warren, Whiteside

**DAYTON, Ohio**

Population	1,342,000
Families	399,500
Retail Sales	\$1,498,162,000
Food Sales	\$352,342,000
Drug Sales	\$41,393,000
E.B.I.	\$2,137,073,000

OHIO: Allen, Auglaize, Brown, Champaign, Clark, Clinton, Darke, Fayette, Greene, Highland, Logan, Madison, Mercer, Miami, Montgomery, Preble, Shelby, Van Wert, Warren;  
INDIANA: Fayette, Franklin, Jay, Randolph, Union, Wayne

**DECATUR, Ill.**

Population	558,500
Families	171,100
Retail Sales	\$635,495,000
Food Sales	\$136,166,000
Drug Sales	\$16,902,000
E.B.I.	\$843,525,000

Champaign, Christian, Cales, Cumberland, DeWitt, Douglas, Logan, Macon, Moultrie, Piatt, Sangamon, Shelby

**DENVER, Colo.**

Population	1,015,200
Families	313,900
Retail Sales	\$1,211,441,000
Food Sales	\$252,349,000
Drug Sales	\$46,753,000
E.B.I.	\$1,605,785,000

COLORADO: Adams, Arapahoe, Boulder, Clear Creek, Denver, Douglas, Elbert, El Paso, Gilpin, Grand, Jefferson, Lake, Larimer, Logan, Morgan, Phillips, Washington, Weld, Yuma;  
WYOMING: Laramie

**DES MOINES, Iowa**

Population	315,200
Families	100,500
Retail Sales	\$401,925,000
Food Sales	\$79,580,000
Drug Sales	\$11,578,000
E.B.I.	\$506,640,000

Dallas, Jasper (50%), Madison, Marion (50%), Polk, Warren

In every industry  
there's ONE basic  
reference source—  
in television,  
it's TELEVISION Magazine  
Now in tenth year of publication

**KOA-TV**

**Denver's Choice Channel**



**SERVING A FAST-GROWING 1¼ BILLION DOLLAR MARKET**

Business is GOOD in Denver and the rich 11-county area blanketed by KOA-TV. Most of Colorado's 131,000 population increase since 1950 (the nation's sixth most rapidly-growing state) is in the Denver area. Rich uranium and oil developments in the KOA-TV area are making Denver the nation's "resources capital"...creating a home and business building boom unrivaled in any other major market. KOA-TV delivers nearly 200,000 TV homes—57.9% of Colorado's entire population with 64.3% of the state's spendable income accounting for 61.6% of the state's retail sales.

OPERATING AT FULL POWER—100,000 WATTS  
TOWER ON LOOKOUT MOUNTAIN

**CALL PETRY**

Population	866,400
Households	268,500
Spendable Income	\$1,364,367,000
Retail Sales	\$1,164,798,000

**KOA-TV 4**  
NBC in DENVER



companions in progress

**WWJ-TV** and **NBC**

**WWJ-TV celebrates** its 7th Anniversary this month.

**Beginning in 1947**, and for almost two years, WWJ-TV was Michigan's *only* television station, the pioneer in building programming concepts and the desire for set ownership.

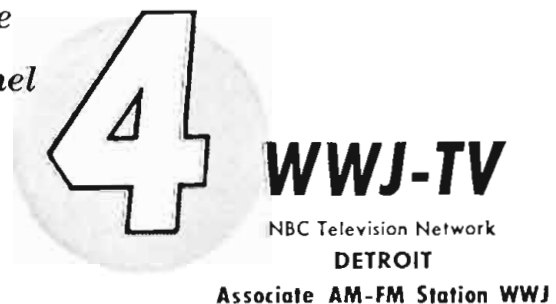
**Affiliation with NBC-Television** in January 1949 gave to Michigan viewers their first network programs. Ever since, audiences have welcomed WWJ-TV's local programs and the outstanding products of NBC showmanship, side by side.

**WWJ-TV is proud** to be part of television's expansion and development in the great Michigan market, and is equally proud of an abiding association with television's greatest leader and pioneer . . . **NBC**

**At the start of its eighth year**, WWJ-TV, Michigan's First Television Station, salutes the National Broadcasting Company . . . a stellar companion in progress.

*In Detroit . . .*

*You Sell More  
on channel*



**DETROIT, Mich.**

Population	5,132,600
Families	1,467,300
Retail Sales	\$6,000,491,000
Food Sales	\$1,439,268,000
Drug Sales	\$221,111,000
E.B.I.	\$8,676,037,000

MICHIGAN: Bay, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saginaw, St. Clair, Sanilac, Tuscola, Washtenaw, Wayne;  
OHIO: Henry (50%), Lucas, Ottawa, Sandusky (50%), Wood (50%)

**DULUTH, Minn.**

Population	331,300
Families	99,500
Retail Sales	\$335,776,000
Food Sales	\$90,646,000
Drug Sales	\$8,389,000
E.B.I.	\$424,386,000

MINNESOTA: Carlton, Lake, Pine (50%), St. Louis;  
WISCONSIN: Bayfield, Burnett (50%), Douglas, Washburn

**EAU CLAIRE, Wis.**

Population	304,700
Families	85,600
Retail Sales	\$307,330,000
Food Sales	\$57,309,000
Drug Sales	\$6,304,000
E.B.I.	\$343,271,000

Barron, Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Pepin, Pierce (25%), Rusk, St. Croix (25%), Taylor, Trempealeau

**ELMIRA, N. Y.**

Population	415,700
Families	122,000
Retail Sales	\$444,970,000
Food Sales	\$115,138,000
Drug Sales	\$8,695,000
E.B.I.	\$683,229,000

NEW YORK: Chemung, Schuyler, Seneca (50%), Steuben, Tioga, Tompkins, Yates;  
PENNSYLVANIA: Bradford, Tioga

**EL PASO, Tex.**

Population	326,600
Families	80,600
Retail Sales	\$300,474,000
Food Sales	\$67,726,000
Drug Sales	\$10,351,000
E.B.I.	\$450,194,000

TEXAS: El Paso, Hudspeth,  
NEW MEXICO: Dona Ana, Grant, Luna, Otero, Sierra

**ERIE, Pa.**

Population	766,700
Families	226,400
Retail Sales	\$864,397,000
Food Sales	\$227,389,000
Drug Sales	\$18,215,000
E.B.I.	\$1,112,640,000

PENNSYLVANIA: Clarion, Crawford, Elk, Erie, Forest, McKean, Venango, Warren;  
OHIO: Ashtabula;  
NEW YORK: Chautauque

**EUREKA, Calif.**

Population	98,400
Families	32,000
Retail Sales	\$127,963,000
Food Sales	\$33,622,000
Drug Sales	\$2,689,000
E.B.I.	\$168,985,000

Del Norte, Humboldt, Siskiyou (25%), Trinity

**EVANSVILLE, Ind.-HENDERSON, Ky.**

Population	663,500
Families	198,800
Retail Sales	\$587,739,000
Food Sales	\$138,521,000
Drug Sales	\$15,811,000
E.B.I.	\$802,102,000

KENTUCKY: Caldwell, Crittenden (50%),

Daviess, Hancock, Henderson, Hopkins, McLean, Muhlenberg, Ohio, Union, Webster;  
ILLINOIS: Edwards, Gallatin, Hamilton (50%), Lawrence (50%), Wabash, Wayne (50%), White;  
INDIANA: Daviess (25%), Dubois, Gibson, Knox (25%), Perry, Pike, Posey, Spencer, Vanderburg, Warrick

**FARGO, N. D.**

Population	222,000
Families	60,600
Retail Sales	\$261,063,000
Food Sales	\$46,528,000
Drug Sales	\$5,501,000
E.B.I.	\$273,831,000

NORTH DAKOTA: Cass, Ransom (50%), Richmond, Trail;  
MINNESOTA: Becker, Clay, Norman, Otter Tail, Wilkin

**FLINT, Mich.**

Population	1,299,100
Families	370,500
Retail Sales	\$1,301,718,000
Food Sales	\$348,981,000
Drug Sales	\$41,682,000
E.B.I.	\$2,086,139,000

Bay (50%), Clinton (50%), Genesee, Lapeer, Livingston, Macomb (25%), Oakland, Saint Clair, Saginaw, Sanilac, Shiawassee, Tuscola

**FORT DODGE, Iowa**

Population	164,000
Families	50,400
Retail Sales	\$180,820,000
Food Sales	\$34,455,000
Drug Sales	\$3,917,000
E.B.I.	\$237,890,000

Boone (50%), Calhoun, Greene (50%), Hamilton, Humboldt, Kossuth (50%), Pocahontas, Webster, Wright

**FORT SMITH, Ark.**

Population	196,500
Families	55,800
Retail Sales	\$150,463,000
Food Sales	\$29,927,000
Drug Sales	\$4,201,000
E.B.I.	\$176,490,000

ARKANSAS: Crawford, Franklin (50%), Logan, Scott, Sebastian, Washington (25%);  
OKLAHOMA: Adair (25%), Cherokee, Haskell, Le Flore (50%), Sequoyah (50%)

**FORT WAYNE, Ind.**

Population	714,000
Families	219,400
Retail Sales	\$776,089,000
Food Sales	\$175,420,000
Drug Sales	\$19,871,000
E.B.I.	\$1,080,900,000

INDIANA: Adams, Allen, Blackford, DeKalb, Grant, Huntington, Jay, Kosciusko, Lagrange, Miami, Noble, Steuben, Wabash, Wells, Whitley;  
OHIO: Defiance, Mercer, Paulding, Van Wert, Williams;  
MICHIGAN: Branch (25%), St. Joseph (25%)

**FORT WORTH—See Dallas-Fort Worth****FRESNO, Calif.**

Population	668,900
Families	198,600
Retail Sales	\$766,437,000
Food Sales	\$187,878,000
Drug Sales	\$19,286,000
E.B.I.	\$994,402,000

Fresno, Kern (10%), Kings, Madera, Mariposa, Merced, Tulare

**GALVESTON—See Houston-Galveston****FIRST**WITH TELEVISION  
IN THE TWIN PORTS**FIRST****IN AUDIENCE**

There are now over 34,000 sets in the WFTV market, representing a 46% saturation.

**FIRST****IN COVERAGE**

100% of the sets in this vast Duluth Superior market are equipped to receive UHF. The nearest TV station is 160 miles distant.

**FIRST****IN FACILITIES**

Very shortly WFTV will move to NEW studio-offices with the most complete and most modern telecasting facilities in the Upper-Midwest.

**FIRST****IN SALES**

With greater coverage and the best facilities, YOU will surely receive more sales.

**WFTV****DULUTH-SUPERIOR**

JAMES C. COLE, Mgr.  
HOTEL DULUTH  
DULUTH, MINN.

Represented by

ADAM YOUNG  
TELEVISION, INC.

# SUPERCHARGED...WITH T

Champion of the people,  
defender of truth, guard-  
ian of our fundamental  
rights to life, liberty and  
the pursuit of happiness.



## THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR *DRAMA, ACTION, REALISM!*

Every action scene is authentic, staged in real honest-to-goodness locations . . . inside a real crime laboratory, a real detective bureau, a real communications center, a real interrogation room, a real courtroom, even real fire ruins when the script demands.

With Mr. D. A. you get superior entertainment . . . superior selling power. Every attention-arresting half-hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

READY NOW IN

ZIV-COLOR

BRILLIANT, COMPATIBLE!

**SELLING POWER!**

TV'S Behind-The-Scenes Drama of Our Law Enforcers in Action!

# MR. DISTRICT ATTORNEY

CARRING HOLLYWOOD'S **DAVID BRIAN** HE LOOKS, HE ACTS, HE IS MR. D. A.

Each Half-Hour a Complete Story  
TECHNICAL SUPERVISION THROUGH THE  
COOPERATION OF THE LOS ANGELES  
LAW ENFORCEMENT AGENCIES



ZIV TELEVISION PROGRAMS  
1529 MADISON ROAD, CINCINNATI  
NEW YORK

**In WNCT-land, there are more families  
than in the state of DELAWARE  
or IDAHO or MONTANA or NEVADA  
or NEW HAMPSHIRE  
or NEW MEXICO  
or NORTH DAKOTA or SOUTH DAKOTA or UTAH  
or VERMONT or WYOMING**

**WNCT Television\***  
**100,000 watts**  
**Channel 9**  
**CBS, NBC, ABC, DuMONT**  
**Greenville, North Carolina**

**\*Contact John E. Pearson Television, Inc.**

**GRAND RAPIDS, Mich.**

Population	1,601,100
Families	473,700
Retail Sales	\$1,757,602,000
Food Sales	\$460,831,000
Drug Sales	\$61,804,000
E.B.I.	\$2,276,844,000

Allegan, Barry, Berrien (10%), Branch (10%), Calhoun, Cass (10%), Clare, Clinton, Eaton, Gratiot, Ingham, Ionia, Isabella, Jackson (25%), Kalamazoo, Kent, Lake, Mason, Mecosta, Midland, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, Soginaw (33%), St. Joseph (25%), Shiawassee, Van Buren

**GREEN BAY, Wis.**

Population	862,000
Families	243,500
Retail Sales	\$933,522,000
Food Sales	\$203,030,000
Drug Sales	\$19,181,000
E.B.I.	\$1,198,137,000

Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Langlade, Manitowoc, Marathon, Marinette, Oconto, Outagamie, Portage, Shawano, Sheboygan, Waupaca, Waushara, Winnebago

**GREENSBORO, N. C.**

Population	1,755,200
Families	438,000
Retail Sales	\$1,370,239,000
Food Sales	\$301,321,000
Drug Sales	\$39,250,000
E.B.I.	\$2,033,978,000

NORTH CAROLINA: Alamance, Alleghany, Cabarrus, Caswell, Chatham, Davie, Davidson, Durham, Forsyth, Granville, Guilford, Harnett, Hoke, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wake, Wilkes, Wilson, Yadkin; VIRGINIA: Halifax, Henry, Patrick, Pittsylvania

**GREENVILLE, N. C.**

Population	957,700
Families	216,100
Retail Sales	\$576,061,000
Food Sales	\$130,268,000
Drug Sales	\$14,859,000
E.B.I.	\$738,229,000

Beaufort, Bertie, Cartaret, Chowan, Craven, Duplin, Edgecombe, Franklin (50%), Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pitt, Sampson, Warren, Washington, Wayne, Wilson

**GREENVILLE, S. C.**

Population	1,575,800
Families	459,700
Retail Sales	\$1,056,196,000
Food Sales	\$261,683,000
Drug Sales	\$30,810,000
E.B.I.	\$1,575,800,000

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Saluda, Spartanburg, Union, York; GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln (50%), Madison, Oglethorpe (50%), Rabun, Stephens, Towns, White, Wilkes (50%); NORTH CAROLINA: Buncombe, Burke, Cherokee, Clay, Cleveland, Gaston (50%), Graham, Haywood, Henderson, Jackson, Lincoln (50%), McDowell, Macon, Madison, Palk, Rutherford, Swain, Transylvania, Yancey

**HANNIBAL, Mo.-QUINCY, Ill.**

Population	505,400
Families	165,700
Retail Sales	\$525,710,000
Food Sales	\$118,890,000
Drug Sales	\$12,395,000
E.B.I.	\$599,335,000

MISSOURI: Adair, Audrain, Clark, Knox, Lewis,

Lincoln, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph (25%), Scotland, Shelby; ILLINOIS: Adams, Brown, Calhoun, Cass, Fulton (25%), Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott; IOWA: Des Moines (25%), Lee, Van Buren (50%)

**HARLINGEN, Texas-MATAMOROS, Mexico**

Population	381,100
Families	89,300
Retail Sales	\$302,526,000
Food Sales	\$75,780,000
Drug Sales	\$8,692,000
E.B.I.	\$344,388,000

Brooks, Cameron, Hidalgo, Jim Hogg, Kenedy, Starr, Willacy, Zapata

**HARRISBURG, Ill.**

Population	203,600
Families	66,600
Retail Sales	\$161,564,000
Food Sales	\$42,214,000
Drug Sales	\$3,887,000
E.B.I.	\$212,889,000

ILLINOIS: Franklin, Gallatin, Hamilton, Hardin, Johnson, Pope, Saline, White, Williamson; KENTUCKY: Crittenden (25%), Livingston (50%), Union (33%)

**HARRISBURG, Pa.**

Population	764,000
Families	220,200
Retail Sales	\$775,737,000
Food Sales	\$188,505,000
Drug Sales	\$18,930,000
E.B.I.	\$1,083,465,000

Adams (50%), Berks (10%), Cumberland, Dauphin, Juniata, Lancaster (25%), Lebanon, Mifflin, Northumberland (50%), Perry, Schuylkill (25%), Snyder, York (25%)

**HARRISONBURG, Va.**

Population	567,200
Families	144,000
Retail Sales	\$409,057,000
Food Sales	\$92,587,000
Drug Sales	\$11,962,000
E.B.I.	\$554,304,000

VIRGINIA: Albemarle, Augusta, Bath, Clarke, Culpeper, Fluvanna, Frederick, Greene, Highland, Louisa, Madison, Nelson, Orange, Page, Rappahannock, Rockbridge, Rockingham, Shenandoah, Warren; WEST VIRGINIA: Barbour, Berkeley, Grant, Hampshire, Hardy, Mineral, Pendleton, Pocahontas, Randolph, Tucker; MARYLAND: Garrett

**HOLYOKE-SPRINGFIELD, Mass.**

Population	712,200
Families	203,800
Retail Sales	\$792,179,000
Food Sales	\$210,164,000
Drug Sales	\$24,264,000
E.B.I.	\$1,180,856,000

MASSACHUSETTS: Franklin, Hampden, Hampshire; CONNECTICUT: Hartford (25%), Tolland

**HONOLULU, Hawaii**

Population	424,200
Families	109,300
Retail Sales	\$399,890,000
Food Sales	\$135,153,000
Drug Sales	\$12,548,000
E.B.I.	\$613,529,000

Honolulu, Kauai, Maui

**HOUSTON-GALVESTON, Texas**

Population	1,790,500
Families	515,900
Retail Sales	\$2,036,409,000
Food Sales	\$501,848,000
Drug Sales	\$62,098,000
E.B.I.	\$2,930,013,000

Austin, Brazoria, Brazos, Burleson, Calhoun,

Chambers, Colorado, Fort Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Jefferson, Liberty, Matagorda, Montgomery, Newton, Orange, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton

**HUNTINGTON, W. Va.**

Population	2,094,600
Families	536,700
Retail Sales	\$1,451,797,000
Food Sales	\$365,344,000
Drug Sales	\$33,039,000
E.B.I.	\$2,303,575,000

WEST VIRGINIA: Bobbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Konawha, Lincoln, Logan, Mason, McDowell, Mercer, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Randolph, Roane, Upshur, Wayne, Webster, Wirt, Wood, Wyoming; KENTUCKY: Bath, Boyd, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan, Pike, Rowan; OHIO: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Ross, Scioto, Vinton, Washington

**HUTCHINSON, Kans.**

Population	891,100
Families	285,600
Retail Sales	\$1,069,851,000
Food Sales	\$214,267,000
Drug Sales	\$31,524,000
E.B.I.	\$1,388,322,000

Barber, Barton, Butler, Chase, Chautauquo, Clark, Clay, Cloud, Comanche, Cowley, Dickinson, Edwards, Elk, Ellis, Ellsworth, Ford, Geary, Greenwood, Harper, Harvey, Kingman, Kiowa, Lincoln, Lyon, Marion, McPherson, Mitchell, Morris, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rush, Russell, Saline, Sedgwick, Stafford, Sumner

**IDAHO FALLS, Idaho**

Population	102,800
Families	30,000
Retail Sales	\$134,221,000
Food Sales	\$26,434,000
Drug Sales	\$3,228,000
E.B.I.	\$141,382,000

Bannock (50%), Bingham, Bonneville, Butte, Clark, Fremont, Jefferson, Madison, Power (50%)

**INDIANAPOLIS, Ind.**

Population	1,967,900
Families	603,600
Retail Sales	\$2,002,373,000
Food Sales	\$469,679,000
Drug Sales	\$72,301,000
E.B.I.	\$2,112,195,000

Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Decatur, Delaware, Fayette, Fountain, Franklin, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Huntington, Jay, Jackson, Jennings, Johnson, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Rush, Shelby, Tippecanoe, Tipton, Wabash, Warren, Wayne, Wells, White

**JACKSON, Miss.**

Population	492,100
Families	128,600
Retail Sales	\$311,974,000
Food Sales	\$67,838,000
Drug Sales	\$8,590,000
E.B.I.	\$450,159,000

Claiborne, Copiah, Covington, Hinds, Jefferson Davis, Lawrence, Leake, Lincoln, Madison, Rankin, Scott, Sharkey (50%), Simpson, Smith, Warren, Yazoo

*In southwestern Pennsylvania*

*where the buying power is high*

*get 3-market coverage*

*Johnstown, Pittsburgh and Altoona*

*with just one buy*

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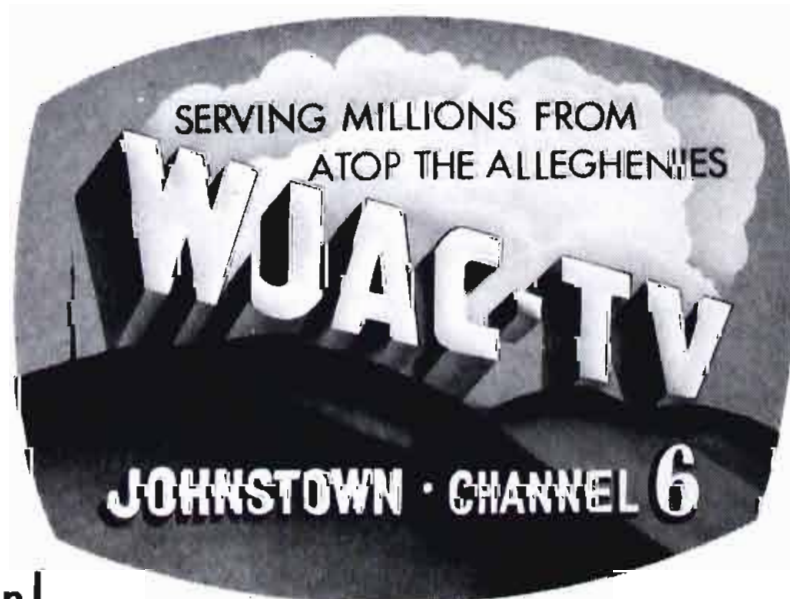
**1st in JOHNSTOWN**  
(a 2-station market)

**2nd in PITTSBURGH**  
(a 4-station market)

**1st in ALTOONA**  
(a 2-station market)

If you literally want to "shout your message from the mountain top" to the buying-minded families of southwestern Pennsylvania, make sure WJAC-TV is on your schedule. A solid signal . . . plus a real sense of showmanship in program scheduling has made WJAC-TV a top favorite.

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that covers 3*



Get full details from your KATZ man!



**JACKSONVILLE, Fla.**

Population	1,067,500
Families	297,400
Retail Sales	\$976,441,000
Food Sales	\$253,349,000
Drug Sales	\$34,974,000
E.B.I.	\$1,177,951,000

FLORIDA: Alachua, Baker, Bradford, Brevard, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Hernando, Lafayette, Lake, Levy, Marion, Nassau, Orange, Putnam, St. Johns, Seminole, Suwannee, Union, Valusia;  
 GEORGIA: Brantley, Camden, Charlton, Clinch, Echols, Glynn, Pierce, Ware, Wayne

**JOHNSON CITY, Tenn.**

Population	893,800
Families	219,800
Retail Sales	\$556,601,000
Food Sales	\$144,258,000
Drug Sales	\$15,802,000
E.B.I.	\$843,856,000

TENNESSEE: Carter, Cocke, Grainger (50%), Greene, Hamblen, Hancock, Hawkins, Jefferson (50%), Johnson, Sullivan, Unicoi, Washington;  
 VIRGINIA: Lee, Russell (50%), Scott, Washington (75%), Wise (75%);  
 NORTH CAROLINA: Ashe, Avery, Buncombe, Burke, Caldwell, Madison, McDowell, Mitchell, Watauga, Yancey

**JOHNSTOWN, Pa.**

Population	1,845,800
Families	510,300
Retail Sales	\$1,663,043,000
Food Sales	\$467,426,000
Drug Sales	\$34,424,000
E.B.I.	\$2,298,839,000

PENNSYLVANIA: Armstrong, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Elk, Fayette, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Mifflin, Somerset, Westmoreland;  
 MARYLAND: Allegany, Garrett

**KALAMAZOO, Mich.**

Population	1,680,400
Families	504,800
Retail Sales	\$1,921,127,000
Food Sales	\$470,686,000
Drug Sales	\$65,862,000
E.B.I.	\$2,279,162,000

MICHIGAN: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ionia, Jackson, Kalamazoo, Kent, Ottawa, St. Joseph, Van Buren;  
 INDIANA: De Kalb, Elkhart, Kosciusko, Lagrange, Marshall, Noble, St. Joseph, Steuben

**KANSAS CITY, Mo.**

Population	1,735,200
Families	562,200
Retail Sales	\$2,024,526,000
Food Sales	\$407,382,000
Drug Sales	\$87,719,000
E.B.I.	\$2,629,541,000

MISSOURI: Andrew, Barton, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Cedar, Chariton, Clay, Clinton, Daviess, DeKalb, Gentry, Grundy, Henry, Holt, Jackson, Johnson, Lafayette, Livingston, Nodaway, Pettis, Platte, Ray, St. Clair, Saline, Vernon;  
 KANSAS: Anderson, Atchison, Bourbon, Brown, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Miami, Osage, Shawnee, Wyandotte

**KEARNEY, Neb.**

Population	193,200
Families	61,900
Retail Sales	\$237,835,000
Food Sales	\$48,210,000
Drug Sales	\$5,812,000
E.B.I.	\$245,375,000

Buffalo, Clay, Custer, Dawson, Franklin, Frontier, Furnas, Gosper, Hall, Hamilton, Harlan, Howard, Kearney, Nuckolls, Phelps, Sherman, Webster

**KNOXVILLE, Tenn.**

Population	1,196,500
Families	296,700
Retail Sales	\$718,975,000
Food Sales	\$181,770,000
Drug Sales	\$20,525,000
E.B.I.	\$1,077,214,000

TENNESSEE: Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Polk, Rhea, Roane, Scott, Sevier, Union;  
 NORTH CAROLINA: Cherokee, Clay, Graham, Haywood, Jackson, Macon, Madison, Swain;  
 KENTUCKY: Bell, Harlan, Knox, McCreary, Whitley;  
 VIRGINIA: Lee

**LAFAYETTE, Ind.**

Population	239,200
Families	73,000
Retail Sales	\$237,822,000
Food Sales	\$52,313,000
Drug Sales	\$7,413,000
E.B.I.	\$337,802,000

Benton, Boone, Carroll, Clinton, Fountain, Montgomery, Tippecanoe, Warren, White

**LAKE CHARLES, La.**

Population	173,900
Families	47,600
Retail Sales	\$146,184,000
Food Sales	\$34,272,000
Drug Sales	\$3,281,000
E.B.I.	\$232,342,000

Allen, Beauregard, Calcasieu, Cameron, Jefferson Davis

**LANCASTER, Pa.**

Population	1,095,200
Families	318,800
Retail Sales	\$1,177,933,000
Food Sales	\$274,853,000
Drug Sales	\$25,981,000
E. B. I.	\$1,742,987,000

Adams, Berks, Cumberland, Dauphin, Lancaster, Lebanon, Schuylkill, York

**LANSING, Mich.**

Population	1,378,500
Families	396,600
Retail Sales	\$1,514,407,000
Food Sales	\$392,904,000
Drug Sales	\$52,788,000
E.B.I.	\$2,075,500,000

Barry, Calhoun, Clinton, Eaton, Genesee, Gratiot, Ingham, Ionia, Isabella, Jackson, Livingston, Midland, Montcalm, Saginaw, Shiawassee, Washtenaw

**LAS VEGAS, Nev.**

Population	60,900
Families	19,100
Retail Sales	\$80,176,000
Food Sales	\$17,288,000
Drug Sales	\$2,794,000
E.B.I.	\$115,940,000

Clark

**LAWTON, Okla.**

Population	291,900
Families	82,800
Retail Sales	\$313,038,000
Food Sales	\$67,002,000
Drug Sales	\$10,130,000
E.B.I.	\$346,184,000

OKLAHOMA: Caddo (75%), Comanche, Cotton, Grady (75%), Jackson (25%), Jefferson (75%), Kiowa, Stephens, Tillman;  
 TEXAS: Clay (33%), Wichita (75%)

**LEBANON, Pa.**

Population	1,153,900
Families	320,000
Retail Sales	\$1,136,163,000
Food Sales	\$275,229,000
Drug Sales	\$23,905,000
E.B.I.	\$1,702,275,000

Berks, Cumberland (50%), Dauphin (50%), Lancaster, Lebanon, Northumberland (50%), Perry (25%), Schuylkill (75%), Snyder (25%), York (75%)



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# WKLO-TV ch 21 LOUISVILLE

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## VENARD, INC.

# WKLO-TV ABC Du MONT

### LIMA, Ohio

Population	325,800
Families	98,600
Retail Sales	\$373,359,000
Food Sales	\$84,881,000
Drug Sales	\$7,371,000
E.B.I.	\$448,833,000

Allen, Auglaize, Hancock, Hardin, Logan, Mercer, Putnam, Shelby (50%), Van Wert

### LINCOLN, Neb.

Population	295,700
Families	94,400
Retail Sales	\$316,784,000
Food Sales	\$60,337,000
Drug Sales	\$9,802,000
E.B.I.	\$411,992,000

Butler, Cass, Fillmore, Gage, Jefferson, Johnson, Lancaster, Otoe, Polk, Saline, Saunders, Seward, York

### LITTLE ROCK, Ark.

Population	555,600
Families	158,400
Retail Sales	\$451,732,000
Food Sales	\$94,951,000
Drug Sales	\$13,977,000
E.B.I.	\$666,800,000

Cleburne, Conway, Faulkner, Garland, Grant, Hot Spring, Jefferson, Lonoke, Perry, Pope, Prairie, Pulaski, Saline, Van Buren, White

### LONGVIEW, Tex.

Population	309,300
Families	87,400
Retail Sales	\$301,076,000
Food Sales	\$64,184,000
Drug Sales	\$8,597,000
E.B.I.	\$341,457,000

Camp, Gregg, Harrison, Marion, Panola, Rusk, Smith, Upshur, Wood

### LOS ANGELES, Calif.

Population	5,793,100
Families	1,944,900
Retail Sales	\$7,060,072,000
Food Sales	\$1,714,025,000
Drug Sales	\$239,699,000
E.B.I.	\$10,465,750,000

Kern, Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, Ventura

### LOUISVILLE, Ky.

Population	1,800,900
Families	511,800
Retail Sales	\$1,543,009,000
Food Sales	\$364,564,000
Drug Sales	\$51,555,000
E.B.I.	\$2,152,165,000

KENTUCKY: Adair, Anderson, Barren, Bourbon, Boyle, Breckinridge, Bullitt, Butler, Carroll, Casey, Clark, Daviess (33%), Edmonson, Fayette, Franklin, Gallatin, Garrard, Grant, Grayson, Green, Hancock, Hardin, Hart, Henry, Jefferson, Jessamine, Larue, Lincoln, Marion, Meade, Mercer, Metcalfe, Montgomery, Muhlenberg, Nelson, Ohio, Oldham, Owen, Scott, Shelby, Spencer, Taylor, Trimble, Warren, Washington, Woodford;  
INDIANA: Bartholomew, Clark, Crawford, Daviess, Decatur, Dubois, Floyd, Harrison, Jackson, Jefferson, Jennings, Lawrence, Martin, Orange, Perry, Pike, Ripley, Scott, Spencer, Switzerland, Warrick (50%), Washington

### LUBBOCK, Tex.

Population	322,100
Families	88,800
Retail Sales	\$424,168,000
Food Sales	\$84,795,000
Drug Sales	\$14,744,000
E.B.I.	\$506,967,000

Bailey, Borden, Briscoe, Castro, Cochran, Crosby, Dawson, Dickens, Floyd, Garza, Hale, Hockley, Kent, Lamb, Lubbock, Lynn, Motley, Swisher, Terry, Yoakum

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CBS TELEVISION & DUMONT

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Five years' experience, plus the pick of top network and film shows, plus our outstanding locally produced shows, combine to assure a greater audience in Memphis and the Mid-South.

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### first TV Station

WMC WMCF WMCT

## CHANNEL 5

## Now 100,000 watts

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Also affiliated with  
ABC and DUMONT

Owned and operated by  
The Commercial Appeal

National Representatives  
The Branham Co.



### LYNCHBURG, Va.

Population	814,200
Families	197,700
Retail Sales	\$584,618,000
Food Sales	\$128,120,000
Drug Sales	\$17,532,000
E.B.I.	\$824,055,000

VIRGINIA: Albemarle, Alleghany, Amelia, Amherst, Appomattox, Augusta, Bath, Bedford, Buckingham, Campbell, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Goochland, Greene, Halifax, Henry, Highland, Lunenburg, Mecklenburg, Nelson, Nottoway, Pittsylvania, Powhatan, Prince Edward, Rockbridge, Rockingham;  
WEST VIRGINIA: Greenbrier (50%), Monroe (50%), Pocahontas

### MACON, Ga.

Population	354,900
Families	90,200
Retail Sales	\$220,422,000
Food Sales	\$59,179,000
Drug Sales	\$6,753,000
E.B.I.	\$342,902,000

Baldwin, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Greene, Hancock, Houston, Jasper (50%), Jones, Lamar (50%), Macon (50%), Monroe, Peach, Putnam (50%), Taylor (25%), Twiggs, Upson (50%), Wilkinson

### MADISON, Wis.

Population	422,600
Families	123,200
Retail Sales	\$504,678,000
Food Sales	\$108,947,000
Drug Sales	\$14,217,000
E.B.I.	\$627,004,000

Columbia, Dane, Dodge (50%), Greene, Iowa (50%), Jefferson, Lafayette (25%), Rock (75%), Sauk (75%)

### MEDFORD, Ore.

Population	240,200
Families	76,700
Retail Sales	\$301,925,000
Food Sales	\$76,339,000
Drug Sales	\$7,749,000
E.B.I.	\$337,514,000

OREGON: Douglas, Jackson, Josephine, Klamath;  
CALIFORNIA: Del Norte, Siskiyou

### MEMPHIS, Tenn.

Population	1,875,100
Families	502,500
Retail Sales	\$1,427,123,000
Food Sales	\$316,285,000
Drug Sales	\$38,050,000
E. B. I.	\$1,617,662,000

TENNESSEE: Carroll, Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Lake, Lauderdale, McNairy, Madison, Obion, Shelby, Tipton, Weakley;  
ARKANSAS: Craighead, Crittenden, Cross, Greene, Lee, Mississippi, Phillips, Poinsett, St. Francis;  
MISSISSIPPI: Alcorn, Benton, Coahoma, De Soto, Lafayette, Leflore, Marshall, Panola, Pontotoc, Prentiss, Quitman, Tallahatchie, Tate, Tippah, Tishomingo, Tunica, Union, Yalobusha;  
MISSOURI: New Madrid, Pemiscot

### MERIDIAN, Miss.

Population	448,100
Families	114,400
Retail Sales	\$239,376,000
Food Sales	\$51,253,000
Drug Sales	\$6,588,000
E.B.I.	\$311,558,000

MISSISSIPPI: Clarke, Covington, Jasper, Jones, Kemper, Lauderdale, Leake (50%), Neshoba, Newton, Noxubee, Scott, Smith (50%), Wayne (50%), Winston;  
ALABAMA: Choctaw, Clarke, Green, Marengo, Sumter

### MIAMI-FT. LAUDERDALE, Fla.

Population	913,700
Families	278,100
Retail Sales	\$1,147,968,000
Food Sales	\$243,591,000
Drug Sales	\$51,146,000
E. B. I.	\$1,331,725,000

Broward, Collier, Dade, Hendry, Lee, Monroe, Palm Beach

### MIDLAND, Texas

Population	202,300
Families	57,300
Retail Sales	\$229,090,000
Food Sales	\$54,104,000
Drug Sales	\$7,906,000
E.B.I.	\$382,552,000

Andrews, Borden (50%), Crane, Dawson, Ector, Gaines, Glasscock, Howard, Martin, Midland, Reagan, Upton, Ward, Winkler

### MILWAUKEE, Wis.

Population	2,565,100
Families	743,300
Retail Sales	\$2,954,011,000
Food Sales	\$791,347,000
Drug Sales	\$97,747,000
E.B.I.	\$4,195,012,000

WISCONSIN: Brown, Calumet, Columbia, Dane, Dodge, Fond du Lac, Green Lake, Jefferson, Kenosha, Kewaunee, Manitowoc, Marquette, Milwaukee, Outagamie, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waupaca, Winnebago;  
ILLINOIS: Boone, Lake, McHenry

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**MINNEAPOLIS-ST. PAUL, Minn.**

Population	2,365,400
Families	678,900
Retail Sales	\$2,730,001,000
Food Sales	\$555,598,000
Drug Sales	\$73,054,000
E.B.I.	\$3,240,149,000

MINNESOTA: Aitkin, Anoka, Benton, Blue Earth, Brown, Carver, Chisago, Dakota, Dodge, Faribault, Freeborn, Goodhue, Hennepin, Isanti, Kanabec, Kandiyohi, Le Sueur, McLeod, Martin, Meeker, Mille Lacs, Mower, Nicollet, Olmsted, Pine, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Swift, Wabasha, Waseca, Washington, Watonwan, Wright; WISCONSIN: Barron, Buffalo, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Rock, St. Croix, Sawyer, Trempealeau; IOWA: Kossuth, Winnebago, Worth

**MINOT, N. D.**

Population	121,200
Families	33,100
Retail Sales	\$132,337,000
Food Sales	\$25,755,000
Drug Sales	\$3,390,000
E.B.I.	\$161,106,000

Bottineau, Burke, McHenry, McLean, Mountrail, Pierce, Renville, Rolette, Sheridan, Ward

**MOBILE, Ala.**

Population	665,800
Families	177,200
Retail Sales	\$515,824,000
Food Sales	\$134,291,000
Drug Sales	\$18,619,000
E.B.I.	\$780,838,000

ALABAMA: Baldwin, Clarke (50%), Escambia, Mobile, Monroe (50%), Washington; FLORIDA: Escambia; MISSISSIPPI: Forrest, George, Greene, Harrison (50%), Jackson, Perry, Stone

**MONROE, La.**

Population	569,700
Families	152,100
Retail Sales	\$377,332,000
Food Sales	\$86,406,000
Drug Sales	\$11,991,000
E.B.I.	\$480,000,000

LOUISIANA: Bienville, Caldwell, Catahoula, Clairborne, Concordia, East Carroll, Franklin, Grant, Jackson, La Salle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Red River, Richland, Tensas, Union, Webster (50%), West Carroll, Winn; ARKANSAS: Ashley, Chicot (50%), Union

**MONTGOMERY, Ala.**

Population	394,900
Families	101,800
Retail Sales	\$262,418,000
Food Sales	\$66,405,000
Drug Sales	\$7,513,000
E.B.I.	\$328,911,000

Autauga, Bullock, Chilton (50%), Coosa (50%), Crenshaw, Dallas, Elmore, Lowndes, Macon, Montgomery, Pike, Tallapoosa (50%)

**MUNCIE, Ind.**

Population	489,500
Families	150,700
Retail Sales	\$496,182,000
Food Sales	\$114,616,000
Drug Sales	\$15,013,000
E.B.I.	\$765,479,000

Blackford, Delaware, Grant, Hamilton (50%), Hancock (50%), Henry, Jay, Madison, Randolph, Tipton (50%), Wayne

**NASHVILLE, Tenn.**

Population	1,383,300
Families	376,900

Retail Sales	\$969,610,000
Food Sales	\$227,762,000
Drug Sales	\$27,272,000
E.B.I.	\$1,198,219,000

TENNESSEE: Bedford, Benton, Bledsoe, Cannon, Carroll, Cheatham, Clay, Coffee, Davidson, DeKalb, Dickson, Giles, Grundy, Hardin, Henderson, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marion, Marshall, Maury, Montgomery, Moore, Overton, Putnam, Robertson, Rutherford, Sequatchie, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Weakley, White, Williamson, Wilson; KENTUCKY: Allen, Barren, Calloway, Christian, Logan, Metcalfe, Monroe, Muhlenberg, Simpson, Todd, Warren

**NEW BRITAIN-HARTFORD, Conn.**

Population	1,159,700
Families	333,800
Retail Sales	\$1,435,332
Food Sales	\$382,467,000
Drug Sales	\$44,459,000
E.B.I.	\$2,263,129,000

CONNECTICUT: Hartford, Litchfield (50%), Middlesex, New Haven (50%), New London (25%), Tolland, Windham (25%); MASSACHUSETTS: Hampden (25%)

**NEW CASTLE, Pa.**

Population	418,800
Families	118,100
Retail Sales	\$425,498,000
Food Sales	\$119,610,000
Drug Sales	\$9,981,000
E.B.I.	\$679,467,000

PENNSYLVANIA: Beaver, Butler, Lawrence, Mercer; OHIO: Columbiana (25%), Mahoning, Trumbull (15%)

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# **316,000 WATTS**

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MPLS.-ST. PAUL

**11**  
CHANNEL

**WMIN-TV**  
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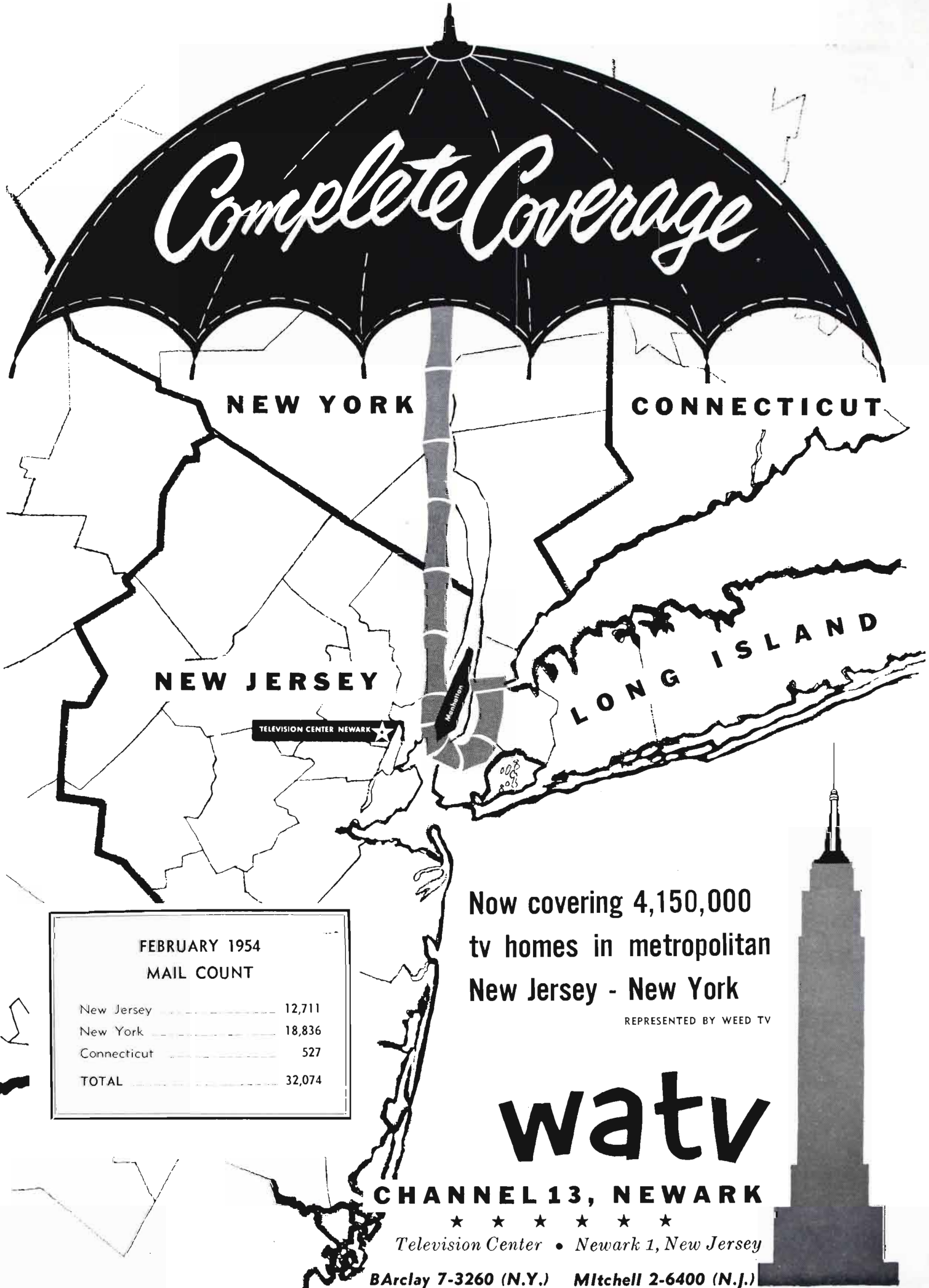
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New Jersey	12,711
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Connecticut	527
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**NEW HAVEN, Conn.**

Population	2,696,300
Families	774,200
Retail Sales	\$3,324,706,000
Food Sales	\$926,295,000
Drug Sales	\$99,716,000
E.B.I.	\$5,100,921,000

CONNECTICUT: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland;  
 MASSACHUSETTS: Hampden;  
 NEW YORK: Suffolk

**NEW ORLEANS, La.**

Population	1,438,000
Families	397,300
Retail Sales	\$1,196,555,000
Food Sales	\$273,709
Drug Sales	\$43,334,000
E.B.I.	\$1,895,415,000

LOUISIANA: Ascension, Assumption, East Baton Rouge, Iberia, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John Baptist, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington;  
 MISSISSIPPI: Hancock, Lamar, Marion, Pearl River, Walthall

**NEW YORK, N. Y.**

Population	15,447,800
Families	4,659,200
Retail Sales	\$18,370,933,000
Food Sales	\$5,249,637,000
Drug Sales	\$452,875,000
E.B.I.	\$28,768,354,000

NEW YORK: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Westchester;  
 CONNECTICUT: Fairfield, New Haven;  
 NEW JERSEY: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren

**NORFOLK-NEWPORT NEWS, Va.**

Population	1,405,700
Families	352,800
Retail Sales	\$1,124,814,000
Food Sales	\$285,329,000
Drug Sales	\$32,230,000
E.B.I.	\$1,574,411,000

VIRGINIA: Accomack, Dinwiddie, Essex, Gloucester, Greensville, Isle of Wight, James City, King and Queen, King William, Lancaster, Mathews, Nansemond, New Kent, Newport News, Norfolk, Northampton, Northumberland, Prince George, Princess Anne, Richmond, Southampton, Surry, Sussex, York;  
 NORTH CAROLINA: Beaufort, Bertie, Camden, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington

**OKLAHOMA CITY, Okla.**

Population	1,316,800
Families	395,600
Retail Sales	\$1,292,331,000
Food Sales	\$279,679,000
Drug Sales	\$45,811,000
E.B.I.	\$1,610,233,000

Alfalfa, Blaine, Bryan, Caddo, Canadian, Carter, Cleveland, Coal, Comanche, Cotton, Creek, Custer, Dewey, Garfield, Garvin, Grady, Grant, Hughes, Jackson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Major, McClain, Murray, Noble, Okfuskee, Oklahoma, Pawnee, Payne, Pontotoc, Pottawatomie, Seminole, Stephens, Tillman, Washita

**OMAHA, Neb.**

Population	959,200
Families	294,900
Retail Sales	\$1,122,603,000
Food Sales	\$217,072,000
Drug Sales	\$32,032,000
E.B.I.	\$1,400,022,000

NEBRASKA: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Gage, Johnson, Lancaster, Nemaha, Otoe, Pawnee, Richardson, Sarpy, Saunders, Seward, Stanton, Thurston, Washington;  
 IOWA: Adams, Audubon, Carroll, Cass, Crawford, Fremont, Harrison, Mills, Monona, Montgomery, Page, Pottawattamie, Shelby, Taylor;  
 MISSOURI: Atchison

**OSHKOSH-APPLETON, Wis.**

Population	343,600
Families	97,900
Retail Sales	\$394,671,000
Food Sales	\$86,544,000
Drug Sales	\$8,793,000
E.B.I.	\$503,333,000

Brown (25%), Calumet, Fond du Lac, Green Lake (50%), Manitowoc (25%), Outagamie, Waupaca (50%), Waushara (50%), Winnebago

**PANAMA CITY, Fla.**

Population	158,800
Families	40,300
Retail Sales	\$96,856,000
Food Sales	\$26,567,000
Drug Sales	\$3,088,000
E.B.I.	\$123,702,000

Bay, Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Walton, Washington

**PARKERSBURG, W. Va.**

Population	265,300
Families	76,900
Retail Sales	\$185,614,000
Food Sales	\$45,827,000
Drug Sales	\$4,439,000
E.B.I.	\$262,431,000

WEST VIRGINIA: Calhoun (50%), Jackson, Mason (25%), Pleasants, Ritchie, Roane (50%), Tyler (50%), Wirt, Wood;  
 OHIO: Athens, Meigs, Monroe (50%), Morgan, Noble (75%), Washington

**PENSACOLA, Fla.**

Population	310,100
Families	79,700
Retail Sales	\$213,069,000
Food Sales	\$57,925,000
Drug Sales	\$6,650,000
E.B.I.	\$300,454,000

FLORIDA: Escambia, Okaloosa, Santa Rosa, Walton;  
 ALABAMA: Baldwin, Covington, Escambia

**PEORIA, Ill.**

Population	626,800
Families	195,100
Retail Sales	\$703,526,000
Food Sales	\$164,480,000
Drug Sales	\$16,486,000
E.B.I.	\$1,027,280,000

Bureau (50%), De Witt (50%), Fulton, Henry (50%), Knox, La Salle (25%), Livingston (50%), Logan, McLean (75%), Marshall, Mason, Menard, Peoria, Putnam, Stark, Tazewell, Warren (50%), Woodford

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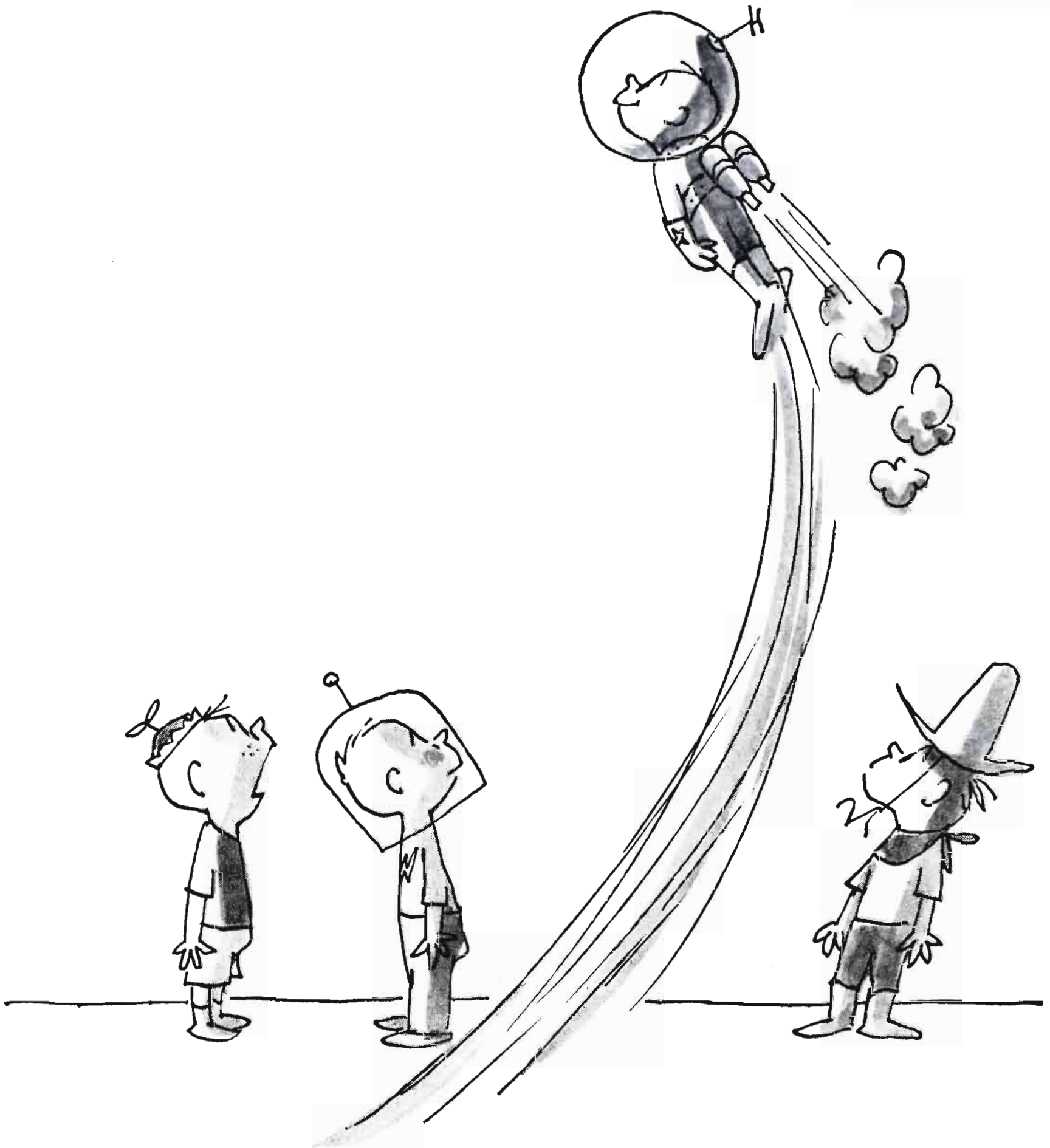
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Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales



**PHILADELPHIA, Pa.**

Population	6,284,400
Families	1,794,500
Retail Sales	\$6,992,899,000
Food Sales	\$1,812,976,000
Drug Sales	\$172,917,000
E.B.I.	\$10,636,794,000

PENNSYLVANIA: Berks, Bucks, Chester, Delaware, Lancaster, Lehigh, Montgomery, Northampton, Philadelphia;

DELAWARE: New Castle;

NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset;

MARYLAND: Cecil

**PHOENIX, Ariz.**

Population	475,600
Families	135,000
Retail Sales	\$517,932,000
Food Sales	\$115,351,000
Drug Sales	\$18,363,000
E.B.I.	\$702,149,000

Gila, Maricopa, Pinal (75%), Yavapai

**PINE BLUFF, Ark.**

Population	697,300
Families	196,000
Retail Sales	\$550,181,000
Food Sales	\$119,896,000
Drug Sales	\$16,531,000
E.B.I.	\$777,108,000

Arkansas, Bradley, Calhoun, Clark, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Jefferson, Lincoln, Lonoke, Monroe, Ouachita (50%), Perry, Prairie, Pulaski, Saline, White

**PITTSBURG, Kan.**

Population	470,600
Families	154,500
Retail Sales	\$422,472,000
Food Sales	\$98,979,000
Drug Sales	\$12,339,000
E.B.I.	\$499,399,000

KANSAS: Allen, Bourbon, Cherokee, Crawford, Labette, Linn (50%), Montgomery, Neosho, Wilson;

OKLAHOMA: Craig, Delaware (25%), Nowata (25%), Ottawa;

MISSOURI: Barry (25%), Barton, Cedar (25%), Dade (75%), Jasper, Lawrence (75%), McDonald, Newton, Vernon

**PITTSBURGH, Pa.**

Population	3,969,900
Families	1,120,500
Retail Sales	\$4,154,349,000
Food Sales	\$1,171,215,000
Drug Sales	\$102,387,000
E.B.I.	\$6,192,999,000

PENNSYLVANIA: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Venango, Washington, Westmoreland;

OHIO: Belmont, Carroll, Columbiana, Harrison, Jefferson, Mahoning;

WEST VIRGINIA: Brooke, Hancock, Marshall, Monongalia, Ohio, Preston

**PORTLAND-LEWISTON, Maine**

Population	687,400
Families	199,500
Retail Sales	\$685,814,000
Food Sales	\$215,739,000
Drug Sales	\$17,271,000
E.B.I.	\$932,060,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York;

NEW HAMPSHIRE: Belknap, Carroll, Rockingham (50%), Strafford

**PORTLAND, Ore.**

Population	1,231,400
Families	400,500
Retail Sales	\$1,481,373,000
Food Sales	\$350,956,000
Drug Sales	\$32,598,000
E.B.I.	\$1,955,699,000

OREGON: Benton, Clackamas, Clatsop, Columbia, Hood River, Jefferson, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Wasco, Washington, Yamhill;

WASHINGTON: Clark, Cowlitz, Pacific, Skamania, Wahkiakum

**PRINCETON, Ind.**

Population	499,600
Families	154,700
Retail Sales	\$496,841,000
Food Sales	\$111,891,000
Drug Sales	\$13,161,000
E.B.I.	\$704,503,600

INDIANA: Daviess, Dubois (50%), Gibson, Knox, Pike, Posey, Spencer (50%), Vanderburg, Warrick;

KENTUCKY: Henderson;

ILLINOIS: Crawford, Edwards, Lawrence, Richland, Wabash, Wayne (50%), White

**PROVIDENCE, R. I.**

Population	2,635,400
Families	800,900
Retail Sales	\$2,709,237,000
Food Sales	\$796,197,000
Drug Sales	\$83,142,000
E.B.I.	\$4,112,281,000

RHODE ISLAND: Bristol, Kent, Newport, Providence, Washington;

CONNECTICUT: New London, Windham;

MASSACHUSETTS: Barnstable, Bristol, Dukes, Norfolk, Plymouth, Worcester

**PUEBLO, Colo.**

Population	242,800
Families	72,700
Retail Sales	\$242,079,000
Food Sales	\$55,998,000
Drug Sales	\$8,359,000
E.B.I.	\$319,770,000

Crowley, Custer, El Paso, Fremont (50%), Huerfano, Las Animas (25%), Otero, Pueblo

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\* Source: *TELEVISION Magazine*

**RALEIGH, N. C.**

Population	473,200
Families	113,600
Retail Sales	\$378,481,000
Food Sales	\$76,197,000
Drug Sales	\$12,002,000
E.B.I.	\$518,670,000

Chatham (50%), Durham, Franklin, Granville (50%), Harnett, Johnston, Lee (50%), Nash (25%), Orange (50%), Wake

**READING, Pa.**

Population	1,618,800
Families	461,600
Retail Sales	\$1,690,524,000
Food Sales	\$413,484,000
Drug Sales	\$36,397,000
E.B.I.	\$2,531,131,000

Berks, Dauphin, Lancaster, Lebanon, Lehigh, Luzerne, Montgomery (25%), Northumberland (50%), Schuylkill (50%)

**RENO, Nev.**

Population	78,200
Families	25,200
Retail Sales	\$111,646,000
Food Sales	\$21,305,000
Drug Sales	\$6,866,000
E.B.I.	\$148,684,000

NEVADA: Douglas, Lyons, Ormsby, Storey, Washoe;  
CALIFORNIA: Nevada (25%), Placer (10%)

**RICHMOND, Va.**

Population	1,015,900
Families	253,800
Retail Sales	\$827,365,000
Food Sales	\$190,039,000
Drug Sales	\$24,971,000
E.B.I.	\$1,218,915,000

Albemarle, Amelia, Appomattox, Brunswick, Buckingham, Caroline, Charlotte, Chesterfield, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Powhatan, Prince Edward, Prince George, Richmond, Southampton, Spotsylvania, Sussex, Warwick, Westmoreland, York

**ROANOKE, Va.**

Population	1,641,200
Families	402,500
Retail Sales	\$1,182,403,000
Food Sales	\$272,506,000
Drug Sales	\$33,033,000
E.B.I.	\$1,754,081,000

VIRGINIA: Albemarle, Alleghany, Amherst, Appomattox, Bath, Bedford, Bland, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Grayson, Halifax, Henry, Highland, Lunenburg, Mecklenburg, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe;  
NORTH CAROLINA: Caswell, Rockingham, Stokes, Surry;  
WEST VIRGINIA: Fayette, Greenbrier, Mercer, Monroe, Nicholas, Pocahontas, Raleigh, Summers, Webster

**ROCHESTER, Minn.**

Population	443,300
Families	125,100
Retail Sales	\$468,365,000
Food Sales	\$90,764,000
Drug Sales	\$10,369,000
E.B.I.	\$512,255,000

MINNESOTA: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Waseca, Winona;  
WISCONSIN: Buffalo, Pepin;  
IOWA: Allamakee, Howard, Mitchell, Winneshiek, Worth

**ROCHESTER, N. Y.**

Population	1,005,500
Families	300,100
Retail Sales	\$1,141,921,000
Food Sales	\$288,652,000
Drug Sales	\$28,579,000
E.B.I.	\$1,621,311,000

Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates

**ROCKFORD, Ill.**

Population	940,900
Families	283,200
Retail Sales	\$1,136,725,000
Food Sales	\$264,092,000
Drug Sales	\$29,958,000
E.B.I.	\$1,532,985

ILLINOIS: Boone, Carroll, DeKalb, Jo Daviess, La Salle, Lee, McHenry, Ogle, Stephenson, Whiteside, Winnebago;  
WISCONSIN: Dane, Green (50%), Lafayette, Rock, Walworth (50%)

**ROME, Ga.**

Population	818,100
Families	217,300
Retail Sales	\$598,245,000
Food Sales	\$145,859,000
Drug Sales	\$17,254,000
E.B.I.	\$868,411,000

GEORGIA: Bartow, Carroll (50%), Catoosa, Chattooga, Cherokee, Cobb (50%), Dade, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker, Whitefield;  
TENNESSEE: Bradley, Hamilton;  
ALABAMA: Calhoun (50%), Cherokee, Cleburne, DeKalb, Etowah (25%), Jackson

**ROSWELL, N. M.**

Population	157,900
Families	43,800
Retail Sales	\$166,021,000
Food Sales	\$35,454,000
Drug Sales	\$5,675,000
E.B.I.	\$255,920,000

Chaves, De Baca, Eddy, Lea, Lincoln, Otero (50%), Roosevelt (50%)

**SACRAMENTO, Calif.**

Population	785,100
Families	240,200
Retail Sales	\$884,732,000
Food Sales	\$228,337,000
Drug Sales	\$24,549,000
E.B.I.	\$1,346,611,000

Amador, El Dorado, Placer (50%), Sacramento, San Joaquin, Solano, Sutter, Yolo

**SAGINAW, Mich.**

Population	698,300
Families	200,500
Retail Sales	\$755,633,000
Food Sales	\$196,759,000
Drug Sales	\$25,340,000
E.B.I.	\$1,094,693,000

Arenac, Bay, Genesee, Gladwin, Gratiot (50%), Huron (50%), Midland, Saginaw, Shiawassee (50%), Tuscola

**ST. JOSEPH, Mo.**

Population	378,100
Families	121,000
Retail Sales	\$365,544,000
Food Sales	\$78,203,000
Drug Sales	\$12,403,000
E.B.I.	\$446,139,000

MISSOURI: Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Grundy (50%), Harrison, Holt, Livingston (50%), Nodaway, Platte (50%), Worth;  
KANSAS: Atchison, Brown, Doniphan, Jackson, Jefferson, Leavenworth (50%);  
NEBRASKA: Nemaha (50%), Richardson;  
IOWA: Page (50%), Taylor (50%)

**ST. LOUIS, Mo.**

Population	3,083,800
Families	939,200
Retail Sales	\$2,990,179,000
Food Sales	\$727,178,000
Drug Sales	\$89,496,000
E.B.I.	\$4,754,300,000

MISSOURI: Audrain, Bollinger, Boone, Callaway, Cape Girardeau, Cole, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Miller, Montgomery, Perry, Phelps, Pike, Ralls, Reynolds, St. Charles, St. Francois, St. Louis, Ste. Genevieve, Warren, Washington;  
ILLINOIS: Bond, Calhoun, Cass, Christian, Clinton, Effingham, Fayette, Franklin, Greene, Jackson, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Morgan, Perry, Pike, Randolph, Sangamon, Shelby, Scott, St. Clair, Union, Washington, Williamson

**ST. PETERSBURG, Fla.**

Population	707,500
Families	217,200
Retail Sales	\$703,485,000
Food Sales	\$165,596,000
Drug Sales	\$23,698,000
E.B.I.	\$858,670,000

Hillsborough, Manatee, Pasco, Pinellas, Polk, Sarasota

**SALINAS-MONTEREY, Calif.**

Population	237,700
Families	75,300
Retail Sales	\$269,451,000
Food Sales	\$69,597,000
Drug Sales	\$7,086,000
E.B.I.	\$356,309,000

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**SALT LAKE CITY, Utah**

Population	753,800
Families	207,900
Retail Sales	\$792,772,000
Food Sales	\$167,898,000
Drug Sales	\$25,413,000
E.B.I.	\$1,013,728,000

UTAH: Box Elder, Cache, Carbon, Davis, Duchesne, Emery, Juab, Millard, Morgan, Rich, Salt Lake, Sanpete, Sevier, Summit, Tooele, Utah, Wasatch, Weber;  
 IDAHO: Bear Lake, Cassia, Franklin, Oneida;  
 NEVADA: Elko, White Pine;  
 WYOMING: Lincoln, Uinta

**SAN ANGELO, Tex.**

Population	117,900
Families	34,300
Retail Sales	\$129,802,000
Food Sales	\$27,719,000
Drug Sales	\$3,946,000
E.B.I.	\$156,741,000

Coke, Concho, Irion, Menard (50%),  
 Runnels, Schleicher, Sterling, Tom Green

**SAN ANTONIO, Tex.**

Population	1,392,800
Families	366,200
Retail Sales	\$1,346,910,000

Food Sales	\$316,897,000
Drug Sales	\$43,069,000
E.B.I.	\$1,674,186,000

Atascosa, Bandera, Bastrop, Bee, Bexar, Blanco, Caldwell, Comal, DeWitt, Duval, Fayette, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Jim Wells, Karnes, Kendall, Kerr, LaSalle, Lavaca, Live Oak, McMullen, Medina, Nueces, Refugio, San Patricio, Travis, Uvalde, Victoria, Wilson

**SAN DIEGO, Calif.-TIJUANA, Mex.**

Population	868,200
Families	279,700
Retail Sales	\$942,673,000
Food Sales	\$228,801,000
Drug Sales	\$29,619,000
E.B.I.	\$1,324,868,000

Imperial, Orange (50%), San Diego

**SAN FRANCISCO, Calif.**

Population	4,027,600
Families	1,289,300
Retail Sales	\$4,784,866,000
Food Sales	\$1,207,842,000
Drug Sales	\$134,693,000
E.B.I.	\$7,271,026,000

Alameda, Contra Costa, El Dorado, Glenn, Lake, Marin, Merced, Monterey, Napa, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Stanislaus, Solano, Sonoma, Yolo

**SAN LUIS OBISPO, Calif.**

Population	435,300
Families	131,800
Retail Sales	\$523,483,000
Food Sales	\$126,328,000
Drug Sales	\$12,922,000
E.B.I.	\$708,306,000

Fresno (15%), Kern (60%), Kings, Monterey (50%), San Luis Obispo, Santa Barbara (50%)

**SANTA BARBARA, Calif.**

Population	485,300
Families	147,900
Retail Sales	\$576,104,000
Food Sales	\$142,550,000
Drug Sales	\$14,400,000
E.B.I.	\$828,804,000

Kern, San Luis Obispo, Santa Barbara, Ventura (50%)

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### KTNT-TV AREA Quick Facts and Figures

#### Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%

TOTAL (1,250,000) 100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

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WEED TELEVISION

#### SEATTLE-TACOMA, Wash.

Population	1,583,900
Families	524,900
Retail Sales	\$1,760,554,000
Food Sales	\$428,682,000
Drug Sales	\$47,518,000
E.B.I.	\$2,744,395,000

Clallam, Gray's Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom

#### SHREVEPORT, La.

Population	419,600
Families	115,800
Retail Sales	\$374,405,000
Food Sales	\$87,095,000
Drug Sales	\$12,186,000
E.B.I.	\$485,473,000

LOUISIANA: Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, Webster;  
ARKANSAS: Lafayette (20%), Miller (20%);  
TEXAS: Harrison, Marion (50%), Panola

#### SIoux CITY, Iowa

Population	531,100
Families	159,500
Retail Sales	\$632,823,000
Food Sales	\$115,366,000
Drug Sales	\$15,271,000
E.B.I.	\$736,602,000

IOWA: Buena Vista, Cherokee, Clay, Crawford, Harrison, Ida, Monona, O'Brien, Plymouth, Sac, Sioux, Woodbury;  
NEBRASKA: Burt, Cedar, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Pierce, Stanton, Thurston, Wayne;  
SOUTH DAKOTA: Clay, Lincoln, Yankton, Union

#### SIoux FALLS, S. D.

Population	603,900
Families	175,300
Retail Sales	\$686,843,000
Food Sales	\$120,259,000
Drug Sales	\$14,728,000
E.B.I.	\$817,750,000

SOUTH DAKOTA: Bon Homme, Brookings, Clay, Davison, Deuel, Douglas, Hamlin, Hanson, Hutchinson, Kingsbury, Lake, Lincoln, McCook, Miner, Minnehaha, Moody, Sanborn, Turner, Union, Yankton;  
IOWA: Cherokee (75%), Clay, Dickinson, Lyon, O'Brien, Osceola, Plymouth, Sioux;  
NEBRASKA: Cedar, Dakota, Dixon;  
MINNESOTA: Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Yellow Medicine

#### SOUTH BEND, Ind.

Population	627,800
Families	189,700
Retail Sales	\$745,331,000
Food Sales	\$174,554,000
Drug Sales	\$21,840,000
E.B.I.	\$1,069,050,000

INDIANA: Elkhart, Kosciusko, La Porte, Marshall, St. Joseph, Starke;  
MICHIGAN: Cass, Berrien

#### SPOKANE, Wash.

Population	524,700
Families	163,400
Retail Sales	\$582,349,000
Food Sales	\$129,424,000
Drug Sales	\$16,861,000
E.B.I.	\$805,205,000

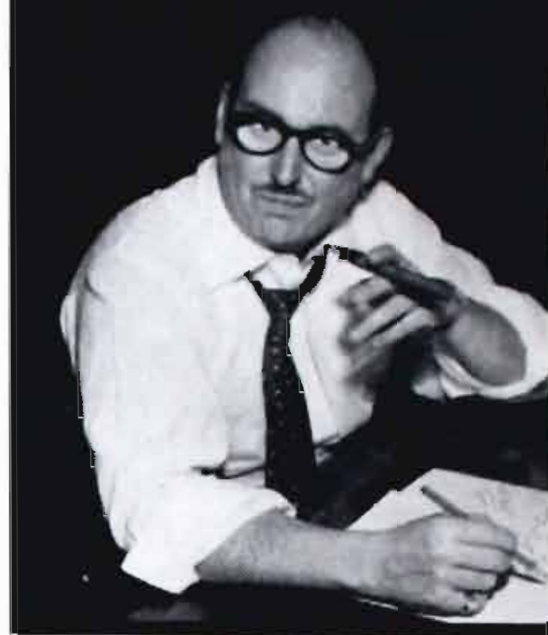
WASHINGTON: Adams, Douglas, Ferry, Franklin, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Whitman;  
IDAHO: Benewah, Bonner, Boundary, Clearwater, Kootenai, Latah, Nez Perce, Shoshone

#### SPRINGFIELD, Ill.

Population	349,800
Families	109,700
Retail Sales	\$413,324,000
Food Sales	\$89,923,000
Drug Sales	\$10,901,000
E.B.I.	\$534,238,000

Cass, Christian, Logan, Macon (50%), Macoupin (25%), Mason, Menard, Montgomery (25%), Morgan, Sangamon

I'M JOE FLOYD...



I CAN SELL THE  
DAYLIGHTS OUT OF  
YOUR PRODUCT!

... and the rest of my staff at  
KELO (radio and TV) Sioux  
Falls are terrific sales closers  
too. True, we have an edge  
over the boys in other parts.  
We're right in the heart of the  
4-States 'money belt', where  
folks have the most dollars to  
spend... and spend at  
the drop of a hint.

Like to get your share?

Just write, wire or phone...  
and I'll do a Superman to your  
office within a day.

WINNER  
of Billboard's  
TV Merchandising  
Award

# KELO

and Radio

Channel 11 - Sioux Falls, S. D.

JOE FLOYD, President

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

**SPRINGFIELD, Mo.**

Population	436,400
Families	140,200
Retail Sales	\$399,462,000
Food Sales	\$72,062,000
Drug Sales	\$11,695,000
E.B.I.	\$411,758,000

Barry, Cedar, Christian, Dade, Dallas, Douglas, Greene, Hickory, Jasper, Lawrence, Laclede, McDonald, Newton, Ozark, Polk, Stone, Taney, Webster, Wright

**STEBENVILLE, Ohio**

Population	2,025,000
Families	576,300
Retail Sales	\$1,906,773,000
Food Sales	\$531,629,000
Drug Sales	\$44,648,000
E.B.I.	\$3,079,992,000

OHIO: Belmont, Carroll, Columbiana, Coshocton (50%), Guernsey, Harrison, Holmes (50%), Jefferson, Mahoning, Monroe, Noble, Stark, Tuscarawas, Wayne (25%);

PENNSYLVANIA: Beaver, Butler, Greene, Lawrence, Washington;

WEST VIRGINIA: Brooke, Hancock, Marion, Marshall, Monongalia, Ohio, Tyler, Wetzel

**STOCKTON, Calif.**

Population	1,033,500
Families	317,300
Retail Sales	\$1,180,817,000
Food Sales	\$298,130,000
Drug Sales	\$31,952,000
E.B.I.	\$1,659,536,000

Amador, Calaveras, Contra Costa (25%), Eldorado, Merced (50%), Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter (25%), Yolo

**SYRACUSE, N. Y.**

Population	1,363,700
Families	400,300
Retail Sales	\$1,518,867,000
Food Sales	\$398,339,000
Drug Sales	\$33,817,000
E.B.I.	\$1,994,372,000

Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondago, Ontario, Oswego, Otsego, Schuyler, Seneca, Tioga, Tompkins, Wayne, Yates

**TEMPLE-WACO, Tex.**

Population	567,500
Families	161,200
Retail Sales	\$504,367,000
Food Sales	\$127,399,000
Drug Sales	\$15,306,000
E.B.I.	\$570,889,000

Bell, Bosque, Brazos, Burleson, Burnet (50%), Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Lee, Leon, Limestone, McLennan, Milam, Navarro, Robertson, Williamson

**TEXARKANA, Tex.**

Population	633,100
Families	179,200
Retail Sales	\$523,141,000
Food Sales	\$123,217,000
Drug Sales	\$16,499,000
E.B.I.	\$675,498,000

TEXAS: Bowie, Camp, Cass, Marion, Morris, Red River, Titus;

OKLAHOMA: McCurtain (25%);

LOUISIANA: Bossier, Caddo, Webster (50%);

ARKANSAS: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Pike, Sevier, Clark (50%), Montgomery, Ouachita, Polk

**TOLEDO, Ohio**

Population	1,164,800
Families	350,100
Retail Sales	\$1,296,420,000
Food Sales	\$319,350,000
Drug Sales	\$35,019,000
E.B.I.	\$1,872,394,000

OHIO: Crawford, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Huron, Lucas, Ottawa, Paulding, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot;

MICHIGAN: Lenawee, Monroe;

INDIANA: De Kalb, Steuben

**TOPEKA, Kansas**

Population	231,900
Families	73,500
Retail Sales	\$231,070,000
Food Sales	\$51,400,000
Drug Sales	\$7,170,000
E.B.I.	\$337,318,000

Atchison (75%), Douglas, Franklin (50%), Jackson, Jefferson, Lyon (50%), Osage, Pottawatomie, Shawnee, Wabaunsee

**TUCSON, Ariz.**

Population	227,900
Families	64,500
Retail Sales	\$250,442,000
Food Sales	\$60,666,000
Drug Sales	\$11,392,000
E.B.I.	\$343,190,000

Cochise, Pima, Pinal (25%), Santa Cruz

**TULSA, Okla.**

Population	1,062,000
Families	324,500
Retail Sales	\$951,571,000
Food Sales	\$224,987,000
Drug Sales	\$31,425,000
E.B.I.	\$1,311,401,000

OKLAHOMA: Craig, Creek, Delaware, Haskell, Kay, Lincoln, McIntosh, Mayes, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Payne, Pittsburg, Rogers, Tulsa, Wagoner, Washington;

KANSAS: Chautauqua, Cowley, Labette, Montgomery, Neosho;

MISSOURI: Newton

**TYLER, Tex.**

Population	473,700
Families	135,500
Retail Sales	\$413,956,000
Food Sales	\$97,121,000
Drug Sales	\$12,316,000
E.B.I.	\$471,493,000

Anderson, Camp, Cherokee, Franklin, Freestone (50%), Gregg, Harrison (50%), Henderson, Hopkins, Houston, Marion (50%), Morris (50%), Nacogdoches (50%), Navarro (50%), Panola (50%), Rains, Rusk, Smith, Titus, Upshur, Van Zandt

**UTICA, N. Y.**

Population	766,100
Families	229,400
Retail Sales	\$854,412,000
Food Sales	\$222,660,000
Drug Sales	\$17,439,000
E.B.I.	\$1,083,506,000

NEW YORK: Chenango, Cortland, Delaware, Fulton, Hamilton, Herkimer, Jefferson, Lewis, Madison, Montgomery, Oneida, Otsego, Schoharie

**WASHINGTON, D. C.**

Population	2,246,700
Families	614,000
Retail Sales	\$2,467,650,000
Food Sales	\$592,161,000
Drug Sales	\$98,943,000
E.B.I.	\$3,745,979,000

DISTRICT OF COLUMBIA;

MARYLAND: Anne Arundel, Calvert, Charles, Dorchester, Frederick, Howard, Montgomery, Prince Georges, St. Marys, Talbot;

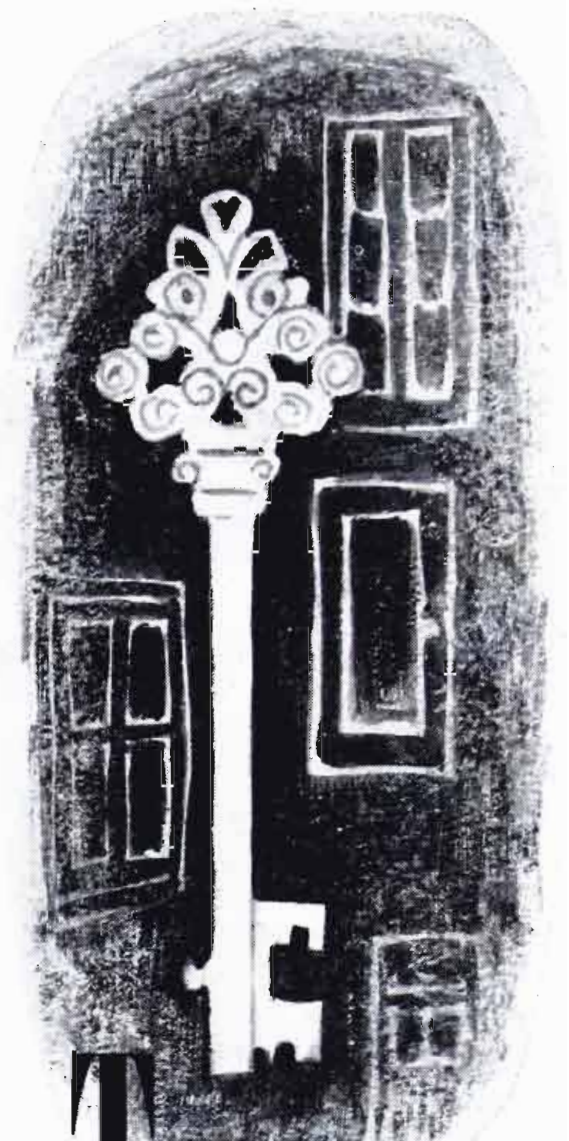
VIRGINIA: Arlington, Caroline, Clarke, Culpeper, Fairfax, Fauquier, Frederick, King George, Loudoun, Madison, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland;

WEST VIRGINIA: Berkeley, Jefferson

**WATERBURY, Conn.**

Population	680,800
Families	197,600
Retail Sales	\$845,092,000
Food Sales	\$228,118,000
Drug Sales	\$25,670,000
E.B.I.	\$1,346,400,000

Hartford (50%), Litchfield, Middlesex (25%), New Haven (50%)



This is no  
ordinary key...

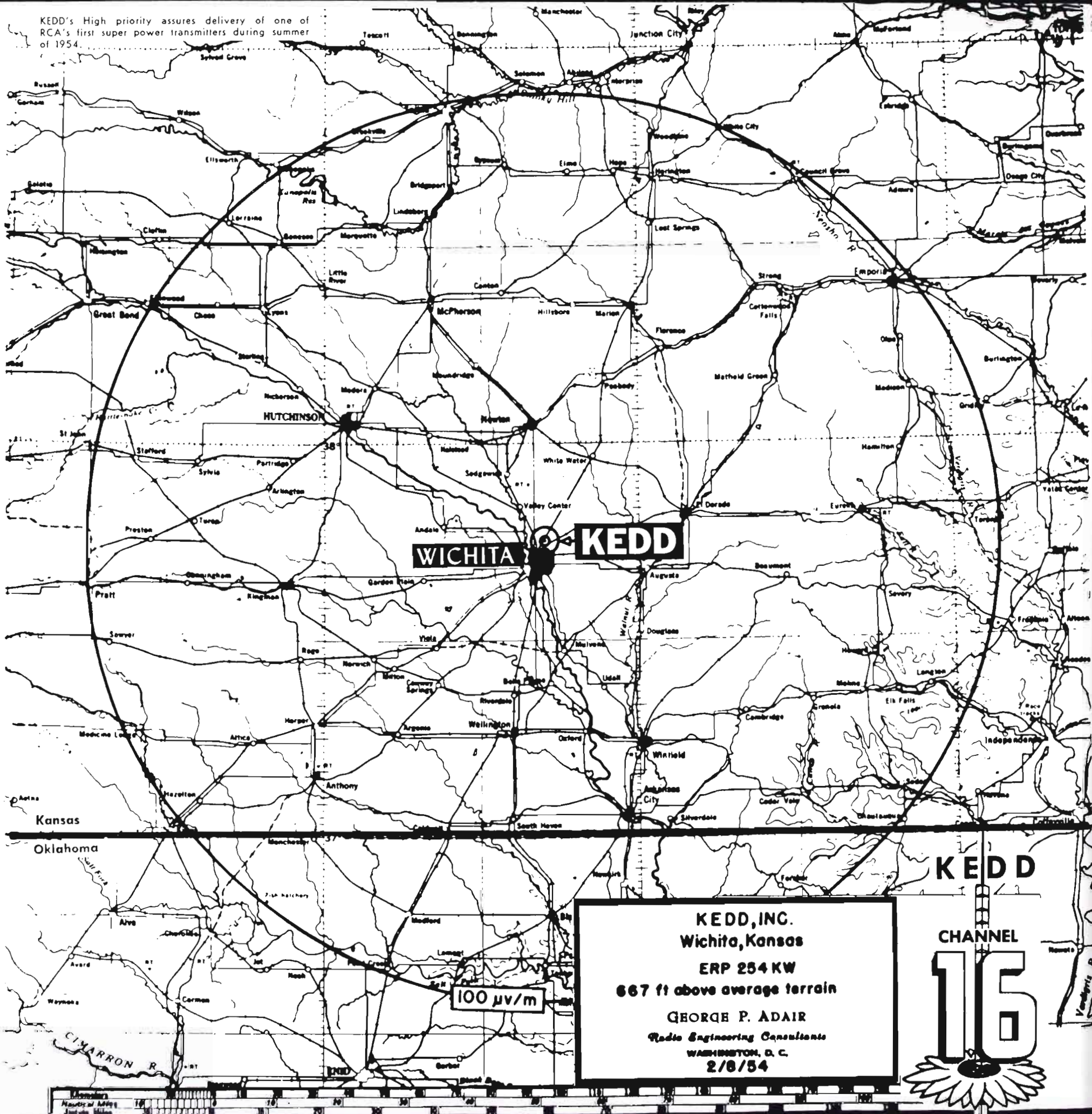
Housebreakers and thieves would love it—there's hardly a door in upstate New York it doesn't unlock. First forged in 1948, it was the key to a world of wonder, conceived with infinite craft. Today, at just the gleam of it, doors everywhere open hospitably wide. It's the favorite nighttime intruder (daytime, too) of 2¼ million people.

**W·H·E·N  
TELEVISION**

**CHANNEL 8  
SYRACUSE, NEW YORK**

# Coming Soon! TO **KEDD** WICHITA 254,000 WATTS • HIGHEST POWER *in* KANSAS

KEDD's High priority assures delivery of one of RCA's first super power transmitters during summer of 1954.





**WATERLOO, Iowa**

Population	537,300
Families	164,300
Retail Sales	\$631,368,000
Food Sales	\$118,139,000
Drug Sales	\$14,871,000
E.B.I.	\$781,684,000

Benton, Blackhawk, Bremer, Buchanan, Butler, Cerro Gordo, Chickasaw, Clayton, Delaware, Fayette, Floyd, Franklin (50%), Grundy, Hardin (50%), Linn, Marshall (50%), Tama, Winneshiek

**WEST PALM BEACH, Fla.**

Population	168,500
Families	51,600
Retail Sales	\$205,407,000
Food Sales	\$47,268,000
Drug Sales	\$6,420,000
E.B.I.	\$199,507,000

Glades, Martin, Okeechobee, Palm Beach, Saint Lucie

**WHEELING, W. Va.**

Population	1,319,600
Families	377,600
Retail Sales	\$1,126,461,000
Food Sales	\$316,693,000
Drug Sales	\$26,321,000
E.B.I.	\$1,757,705,000

WEST VIRGINIA: Brooke, Doddridge, Hancock, Harrison (50%), Marion, Marshall, Monongalia, Ohio, Pleasants, Ritchie, Tyler, Wetzel;

OHIO: Belmont, Carroll, Columbiana, Coshocton (25%), Guernsey, Harrison, Jefferson, Monroe, Noble, Tuscarawas, Washington (50%);

PENNSYLVANIA: Greene, Fayette (25%), Washington

**WICHITA, Kansas**

Population	425,500
Families	137,900
Retail Sales	\$503,035,000
Food Sales	\$99,360,000
Drug Sales	\$15,213,000
E.B.I.	\$730,612,000

Butler, Cowley, Harvey, Kingman (50%), Marion (25%), Reno (50%), Sedgwick, Sumner

**WICHITA FALLS, Tex.**

Population	470,000
Families	135,600
Retail Sales	\$504,558,000
Food Sales	\$112,251,000
Drug Sales	\$16,061,000
E.B.I.	\$582,515,000

TEXAS: Archer, Baylor, Childress, Clay, Cottle, Foard, Hardeman, Haskell, Jack, Knox, Montague, Stephens, Throckmorton, Wichita, Wilbarger, Young;

OKLAHOMA: Carter, Comanche, Cotton, Harmon, Jackson, Jefferson, Love, Stephens, Tillman

**WILKES-BARRE—SCRANTON, Pa.**

Population	943,000
Families	266,400
Retail Sales	\$878,605,000
Food Sales	\$247,276,000
Drug Sales	\$17,255,000
E.B.I.	\$1,250,254,000

PENNSYLVANIA: Bradford (67%), Carbon, Columbia, Lackawanna, Luzerne, Monroe, Montour, Pike (50%), Sullivan, Susquehanna, Wayne, Wyoming;

NEW YORK: Broome (10%), Tioga (25%)

**WILMINGTON, Del.**

Population	628,900
Families	175,900
Retail Sales	\$652,441,000
Food Sales	\$167,733,000
Drug Sales	\$17,677,000
E.B.I.	\$1,074,094,000

DELAWARE: Kent, New Castle, MARYLAND: Cecil; NEW JERSEY: Gloucester (33%), Salem; PENNSYLVANIA: Chester (33%), Delaware (40%)

**WINSTON-SALEM, N. C.**

Population	898,300
Families	230,800
Retail Sales	\$697,794,000
Food Sales	\$155,481,000
Drug Sales	\$18,835,000
E.B.I.	\$1,069,835,000

NORTH CAROLINA: Davidson, Davie, Forsyth, Guilford, Iredell, Randolph, Rockingham, Rowan, Stokes, Surry, Wilkes (50%), Yadkin; VIRGINIA: Carroll, Henry, Patrick

**WORCESTER, Mass.**

Population	1,218,300
Families	349,300
Retail Sales	\$1,264,710,000
Food Sales	\$368,251,000
Drug Sales	\$35,999,000
E.B.I.	\$1,920,941,000

MASSACHUSETTS: Bristol (10%), Franklin (25%), Hampden (25%), Hampshire (33%), Middlesex (20%), Norfolk (25%), Worcester; CONNECTICUT: Windham; NEW HAMPSHIRE: Hillsboro (25%); RHODE ISLAND: Providence (10%)

**YAKIMA, Wash.**

Population	171,200
Families	52,300
Retail Sales	\$186,961,000
Food Sales	\$44,679,000
Drug Sales	\$5,433,000
E.B.I.	\$255,926,000

Benton (25%), Kittitas (50%), Yakima

**YORK, Pa.**

Population	419,400
Families	121,700
Retail Sales	\$450,384,000
Food Sales	\$106,438,000
Drug Sales	\$9,066,000
E.B.I.	\$656,928,000

Adams (50%), Cumberland (10%), Dauphin (25%), Lancaster (50%), Lebanon (10%), York

**YOUNGSTOWN, Ohio**

Population	1,174,200
Families	335,000
Retail Sales	\$1,211,844,000
Food Sales	\$322,783,000
Drug Sales	\$27,642,000
E.B.I.	\$1,969,617,000

OHIO: Carroll, Columbiana, Mahoning, Portage, Stark, Trumbull; PENNSYLVANIA: Crawford (50%), Lawrence, Mercer

**YUMA, Ariz.**

Population	94,900
Families	25,800
Retail Sales	\$129,804,000
Food Sales	\$30,373,000
Drug Sales	\$3,590,000
E.B.I.	\$144,855,000

ARIZONA: Yuma; CALIFORNIA: Imperial

**ZANESVILLE, Ohio**

Population	247,600
Families	74,800
Retail Sales	\$216,267,000
Food Sales	\$54,282,000
Drug Sales	\$5,386,000
E.B.I.	\$304,978,000

Coshocton, Fairfield (25%), Guernsey, Hocking (25%), Licking (50%), Morgan, Muskingum, Noble (50%), Perry

# WORCESTER TV REPORT:

## WORCESTER TV FACTS



32nd market of the nation. One of New England's largest distributing centers . . . 6,384 retail stores in Worcester County Covered by WWOR-TV . . . Channel 14!



566,300 pop. — Worcester County classed as one of nation's leading wage earner sections! . . . \$5,396. yearly per family! . . . Tremendous industrial expansion! Covered by WWOR-TV . . . Channel 14!



\$623,722,000. retail sales for Worcester County 1953 . . . Cited by Federal Reserve Bank of Boston as New England's most stable market! . . . Covered by WWOR-TV . . . Channel 14!

**SPECIAL TV FACT BULLETIN**

Attention: TV Time buyers!  
Outside radio and newspaper circulation virtually non-existent in Worcester County! Boston TV stations now hold only a fraction of extensive Channel 14 audience!

# WWOR-TV

# CHANNEL 14

# YOU

CAN BE

# FIRST

IN YOUR TV MARKET!

**PREMIERE A  
NEW MOTION  
PICTURE EVERY  
WEEK**

YOUR VIEWERS SEE THEM EVEN BEFORE THEATRE AUDIENCES!

**HERE IS SHOWMANSHIP** that proves leadership—builds prestige—affords outstanding opportunity for promotion. In Vitapix Feature Theatre you have the *first*, the *only* feature-length motion pictures ever produced *for* TV. You run them before theatres anywhere.

**AVAILABLE FOR APRIL 1st RELEASE**—Among leading stars are Jeffrey Lynn, Lee Bowman, Akim Tamiroff . . . scripts by top writers . . . produced by Burt Balaban and Princess Pictures, Inc.

**MOTION PICTURES MADE FOR TV**—Hollywood said it couldn't be done—*but* Vitapix did it. Reviews proved Vitapix was right. Only Vitapix—a company owned by 40 leading United States television stations—could deliver a series with all the drama, entertainment, promotion and SALES value contained in—

**VITAPIX FEATURE THEATRE**  
Write, wire or phone collect TODAY!

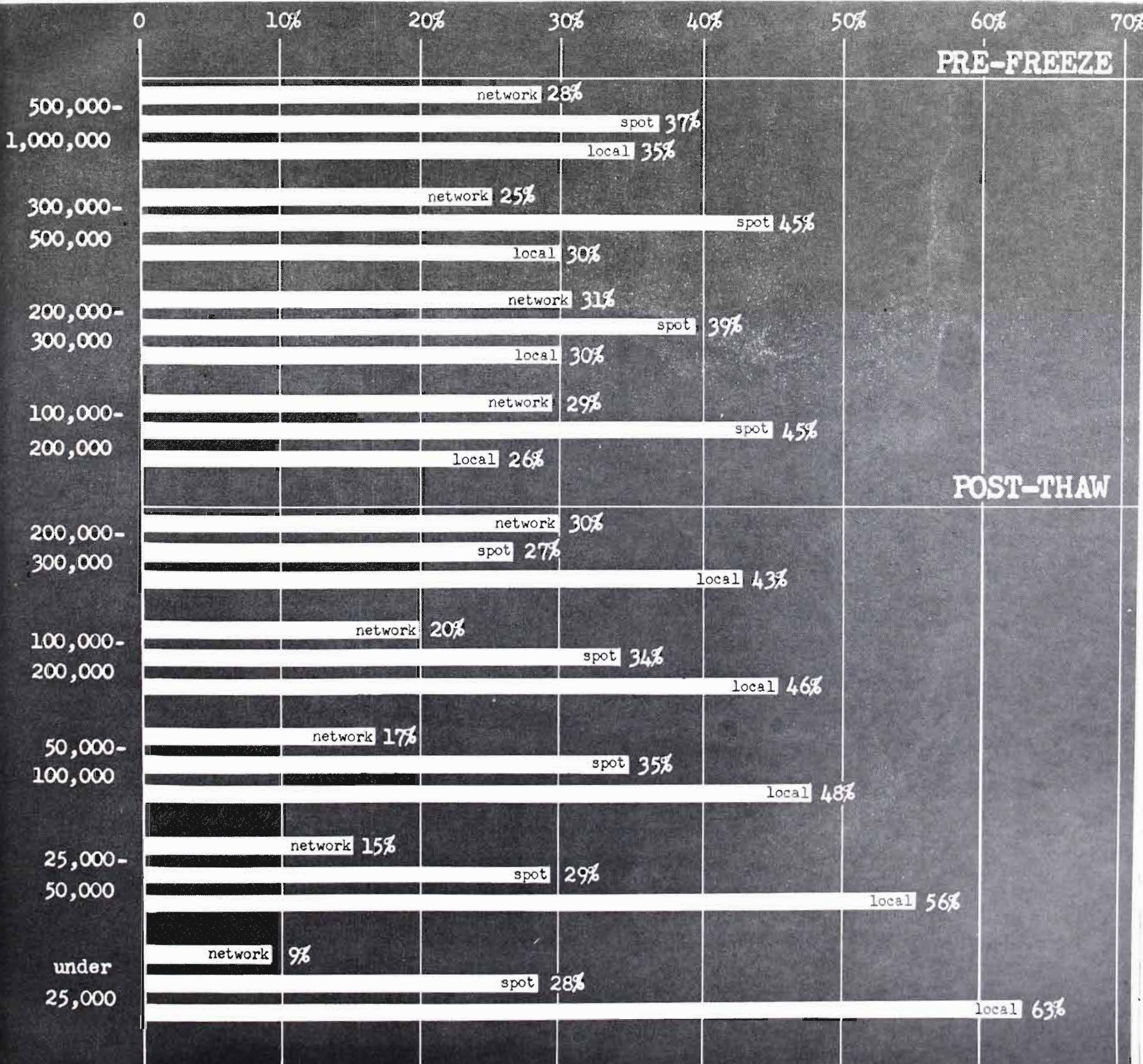
Watch  
**VITAPIX**

*The STATION-OWNED  
Producers and Distributors of TV Films*  
**VITAPIX CORPORATION:**  
New York: 509 Madison Ave., Plaza 8-3013  
Chicago: 30 N. La Salle St., AN 3-2950  
Los Angeles: 8949 Sunset Blvd., CR 1-7191  
New Orleans: 3190 De Saix Blvd., Valley 1837

# SOURCES OF BILLINGS

What share of station billings comes from the networks—from national spot advertisers—from local accounts? Charted below are the results of a nation-wide survey made by TELEVISION Magazine. Based on reports from 200 stations, including all types of operations and markets, the percentages on the chart represent the share of billings averaged in each market-size category. Markets are grouped according to set circulation as of January 1, 1954. Since the billings picture in newer markets differs considerably from that of the pre-freeze stations, the two groups have been analyzed separately. For detailed comment on local business, see the Local Advertising section.

CIRCULATION PER CENT OF STATION BILLINGS





FIRST.....MPTV  
 FIRST.....MPTV  
 FIRST.....MPTV  
 FIRST.....MPTV  
 FIRST.....MPTV

**BY A MARGIN OF NEARLY 3-1...**

TV stations throughout the nation have voted MPTV #1 distributor of feature films! The results of Billboard's Second Annual TV Film Service Awards show Motion Pictures for Television:

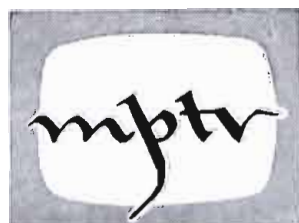
- 1<sup>ST</sup>** ... Best Sales Assistance!
- 1<sup>ST</sup>** ... Best Merchandising and Promotion Assistance!
- 1<sup>ST</sup>** ... Best Labeling and Film Leaders!
- 1<sup>ST</sup>** ... Film in Best Condition!
- 1<sup>ST</sup>** ... Fred Yardley (MPTV) Salesman Who Gives Best Service!

And 178 "new stations" already have bought MPTV Feature Films as their first choice for attracting and pleasing their viewers and advertisers.

We wish to thank all the TV stations who have accorded us these honors . . . and at the same time pledge ourselves to continue the same high degree of service throughout all the coming years!

- **E. H. Ezzes, Gen'l Mgr.**  
655 Madison Avenue  
New York 21, N. Y.  
TEmpleton 8-2000
- **Fred Yardley**  
216 Tremont Street  
Boston 16, Mass.  
HAncock 6-0897
- **Dick Feiner**  
155 E. Ohio Street  
Chicago 11, Ill.  
WHitehall 3-2600
- **Mary Lowe**  
2211 Woodward Ave.  
Detroit 1, Mich.  
Woodward 1-2560
- **Irv Feld**  
3905 Travis St.  
Dallas 5, Texas  
Logan 2628
- **John Cole**  
9100 Sunset Blvd.  
Los Angeles 46, Calif.  
Crestview 1-8101
- **Alex Metcalfe**  
MPTV (Canada) Ltd.  
277 Victoria St.  
Toronto, Canada  
Empire 8-8621

MOTION PICTURES  
 655 Madison Avenue, N. Y. 21, N. Y.



FOR TELEVISION, INC.  
 Feature Film Division

# REPORT ON LOCAL TV ADVERTISING

A Television Magazine survey of advertiser use on the local level reveals breweries, food products, appliance and auto dealers are TV's top local customer in markets of all sizes. Detailed survey of 12 markets gives billings breakdown into national spot, network and local categories.

A nation-wide survey of local TV advertising conducted by TELEVISION Magazine reveals that while local revenue is the backbone of the small market station, it also contributes a hefty share to the coffers of the big city outlets.

The percentage of business coming from hometown advertisers varies, as would be expected, with the size of the market. It averages as high as 60 per cent for areas with fewer than 50,000 sets; but even for some stations in the ten markets with the highest set counts, the local money hits as high as thirty per cent of station billings.

Regardless of market size, many of the same categories of business show up among the station's best customers.

Appliance and auto dealers, breweries, banks, food products and food stores, bakeries and dairies, department, jewelry and furniture stores are most frequently reported as "the largest local account." Less prominent, but important advertisers on many stations, are utilities, gas stations, drug chains and soft drink bottlers.

In the top ten markets, each with more than half a million sets, the largest local accounts are food products, breweries, appliance and TV retailers, and auto dealers.

In markets with receiver circulation in the 200-500,000 bracket, local billings average 27 per cent of the stations' total. The heaviest spenders include the same types of companies that are the big bankrollers in the top ten markets, plus bakeries and banks.

Hometown TV budgets make up an average of 40 per cent of the station's take in markets where circulation is between 100,000- and 200,000. In this and in lower brackets, retailers are a major source of revenue. The top local spenders in these markets are: appliance and set dealers, food products, breweries, and food stores.

In areas with fewer than 100,000 sets, retailers are increasingly important. Biggest TV customers are furniture, department and food stores, auto and appliance dealers, as well as breweries and banks.

Local billings increase to 47 per cent for stations in the 50-100,000 range and to 59 per cent of total billings for the outlets where circulation is lower than 50,000.

The following rundown of specific advertisers is a guide to the type of TV used by various advertisers and the amount of money involved.

**AUGUSTA:** Half of WJBF-TV's billings are local. Largest single local advertiser is a bank, which pays \$12,000 annually for time and \$4,000 for program costs. Banks make up the largest category of local advertisers. Food products rank as second largest category, with appliance and set dealers third.

**BLOOMINGTON:** WTTV's billings are 25 per cent network, 40 per cent national spot, and 35 per cent local. In the latter category, a food company spends about \$50,000 a year for the time and \$20,000 for program costs. Automobile dealers and appliance and set dealers, as groups, equal this

amount. Other large local sponsors are jewelers, banks, dairies and bakeries.

**COLUMBIA, S. C.:** Almost one-quarter of WIS-TV's local billings come from bakeries. A bread account is the largest single advertiser, buying \$10,000 worth of time yearly. Banks account for nine per cent of the hometown billings, followed by utilities (seven per cent) and soft drink bottlers (six per cent).

**LAS VEGAS:** KLAS-TV reports appliance and set dealers as its leading clients. A group of set retailers is spending \$250 weekly for time and \$120 for program costs. Ranking after them are automobile dealers, banks and breweries. Next come department stores, real estate firms, and dairies. Three-quarters of KLAS-TV's billings are local.

**MUNCIE:** A bakery spends \$20,000 a year for time with WLBC-TV, plus \$4,000 production costs for a news program. Following this, top advertisers are breweries (15 per cent of local billings), banks (10 per cent), appliance and set dealers (eight per cent), and automobile dealers (seven per cent). Local programming (50 per cent of the total) accounts for 60 per cent of the station's billings.

**ROCKFORD:** Half the billings of WREX-TV are local, and appliance dealers are the top local spenders. Their time costs run to \$40,000 annually, and program costs are an additional \$25,000. Following them are automobile dealers, with breweries third largest.

(Continued on page 115)

# STATIONS ON AIR SINCE THAW AS OF MARCH 1

Market	Station	Channel	Market	Station	Channel	Market	Station	Channel
Abilene, Texas	KRBC-TV	9	Galveston, Texas	KGUL-TV	11	Pine Bluff, Ark.	KATV	7
Adams, Mass.	WMGT	74	Green Bay, Wis.	WBAY-TV	22	Pittsburg, Kans.	KOAM-TV	7
Akron, Ohio	WAKR-TV	49	Greenville, N. C.	WNCT	9	Pittsburgh, Pa.	WENS	16
Albany, N. Y.	WROW-TV	41	Greenville, S. C.	WGVL	23		WKJF-TV	53
Albuquerque, N. M.	KGGM-TV	13		WFBC-TV	4	Portland, Maine	WCSH-TV	6
	KOAT-TV	7	Hannibal, Mo.	KHQA-TV	7		WPMT	53
Altoona, Pa.	WFBG-TV	10	Harlingen, Texas	KGBS-TV	4	Portland, Ore.	KOIN-TV	6
Amarillo, Texas	KFDA-TV	10	Harrisburg, Ill.	WSIL-TV	22		KPTV	27
	KGNC-TV	4	Harrisburg, Pa.	WHP-TV	55	Princeton, Ind.	WRAY-TV	52
Anchorage, Alaska	KFIA	2		WTPA	71	Pueblo, Colo.	KCSJ-TV	5
	KTVA	11	Harrisonburg, Va.	WSVA-TV	3		KDZA-TV	3
Anderson, S. C.	WAIM-TV	40	Henderson, Ky.	WEHT	50	Quincy, Ill.	WGEM-TV	10
Ann Arbor, Mich.	WPAG-TV	20	Holyoke, Mass.	WHYN-TV	55	Raleigh, N. C.	WNAO-TV	28
Appleton, Wisc.	WNAM-TV	42	Honolulu, T. H.	KGMB-TV	9	Reading, Pa.	WEEU-TV	33
Asbury Park, N. J.	WRTV	58		KONA	11		WHUM-TV	61
Asheville, N. C.	WISE-TV	62	Houston, Texas	KNUZ-TV	39	Reno, Nevada	KZTV	8
Ashtabula, Ohio	WICA-TV	15	Hutchinson, Kans.	KTVH	12	Roanoke, Va.	WLSL-TV	10
Atlantic City, N. J.	WFPG-TV	46	Idaho Falls, Ida.	KID-TV	3	Rochester, Minn.	KROC-TV	10
Augusta, Ga.	WJBF-TV	6	Jackson, Miss.	WLBT	3	Rochester, N. Y.	WHEC-TV	10
	WRDW-TV	12		WJTV	25		WVET-TV	10
Austin, Minn.	KMMT	6	Jacksonville, Fla.	WJHP-TV	36	Rockford, Ill.	WTVO	39
Austin, Texas	KTBC-TV	7	Johnson City, Tenn.	WJHL-TV	11		WREX-TV	13
Bakersfield, Cal.	KBAK-TV	29	Johnstown, Pa.	WARD-TV	56	Rome, Ga.	WROM-TV	9
	KERO-TV	10	Kansas City, Mo.	KMBC-TV	9	Roswell, N. M.	KSWs-TV	8
Bangor, Maine	WABI-TV	5		WHB-TV	9	Sacramento, Calif.	KCCC-TV	40
Baton Rouge, La.	WAFB-TV	28	Knoxville, Tenn.	KCMO-TV	5	Saginaw, Mich.	WKNX-TV	57
Battle Creek, Mich.	WBKZ-TV	64		WATE-TV	6	St. Joseph, Mo.	KFEQ-TV	2
Boy City, Mich.	WNEM-TV	5	Lafayette, Ind.	WTSK-TV	26	St. Louis, Mo.	KSTM-TV	36
Bellingham, Wash.	KVOS-TV	12	Lake Charles, La.	WFAM-TV	59		WTVI	54
Bethlehem- Allentown, Po.	WLEV-TV	51	Lansing, Mich.	KTAG-TV	25	St. Petersburg, Fla.	WSUN-TV	38
Billings, Mont.	KOOK-TV	2	Las Vegas, Nev.	WILS-TV	54	Salinas-Monterey, Calif.		
Bismarck, N. D.	KFYR-TV	5	Lawton, Okla.	KLAS-TV	8		KMBY-TV	8
Bloomington, Ill.	WBLN-TV	15	Lebanon, Pa.	KSWO-TV	7		KSBW-TV	8
Boise, Idaho	KIDO-TV	7	Lewiston, Maine	WLBR-TV	15	San Angelo, Texas	KTXL-TV	8
Boston, Mass.	WTAO-TV	56	Lima, Ohio	WLAM-TV	17	San Diego, Calif.	KFSD-TV	10
Bridgeport, Conn.	WICC-TV	43	Lincoln, Neb.	WLOK-TV	73	San Luis Obispo, Calif.	KVEC-TV	6
Buffalo, N. Y.	WBUF-TV	17		KFOR-TV	10	Santa Barbara, Calif.	KEY-TV	3
Butte, Mont.	KOPR-TV	4	Little Rock, Ark.	KOLN-TV	12	Savannah, Ga.	WTOC-TV	11
	KXLF-TV	6	Longview, Texas	KRTV	17	Scranton, Pa.	WARM-TV	16
Cadillac, Mich.	WWTW	13	Louisville, Ky.	KTVE	32		WARM-TV	16
Cedar Rapids, Iowa	WMT-TV	2	Lubbock, Texas	WKLO	21		WGBI-TV	22
	KCRI-TV	9		KCBD-TV	11		WTVU	73
Chambersburg, Pa.	WCHA	46	Lynchburg, Va.	KDUB-TV	13	Seattle, Wash.	KOMO-TV	4
Champaign, Ill.	WCIA	3	Macon, Ga.	WLVA-TV	13	Shreveport, La.	KSLA	12
Charleston, S. C.	WCSC-TV	5		WETV	47	Sioux Falls, S. D.	KELO-TV	11
Charleston, W. Va.	WKNA-TV	49	Madison, Wis.	WMAZ-TV	13	South Bend, Ind.	WSBT-TV	34
Charlotte, N. C.	WAYS-TV	36		WKOW-TV	27	Spokane, Wash.	KHQ-TV	36
Cheyenne, Wyo.	KFBC-TV	5	Medford, Ore.	WMTV	33		KXLY-TV	4
Chico, Calif.	KHSL-TV	12	Memphis, Tenn.	KBES-TV	5	Springfield, Ill.	WICS	20
Colorado Springs, Colo.	KKTV	11	Meridian, Idaho	WHBQ-TV	13	Springfield, Mass.	WWLP	61
	KRDO-TV	13	Meridian, Miss.	KBOI-TV	2	Springfield, Mo.	KTTS-TV	10
Columbia, Mo.	KOMU-TV	8	Midland, Texas	WTOK-TV	11		KYTV	3
Columbia, S. C.	WCOS-TV	25	Milwaukee, Wis.	KMID-TV	2	Steubenville, Ohio	WSTV	9
	WIS-TV	10		WCAN-TV	25	Stockton, Calif.	KTVU	36
	WJOK-TV	67		WOKY-TV	19	Superior, Wisc.	WDSM-TV	6
Columbus, Ga.	WDAK-TV	28	Minneapolis- St. Paul, Minn.	WMIN-TV	11	Tacoma, Wash.	KTNT-TV	11
	WRBL-TV	4		WTCN-TV	11		KMO-TV	13
Danville, Ill.	WDAN-TV	24	Minot, N. D.	KCJB-TV	13	Temple, Texas	KCNV-TV	6
Danville, Va.	WBTM-TV	24	Mobile, Ala.	WALA-TV	10	Texarkana, Texas	KCMC-TV	6
Dayton, Ohio	WIFE	22		WKAB-TV	48	Topeka, Kansas	WIBW-TV	13
Decatur, Ill.	WTVP	17	Monroe, La.	KFAZ-TV	43	Troy, N. Y.	WTRI	35
Denver, Colo.	KBTW	9		KNOE-TV	8	Tucson, Ariz.	KOPO-TV	13
	KFEL-TV	2	Montgomery, Ala.	WCOV-TV	20		KVOA-TV	4
	KLZ-TV	7	Muncie, Ind.	WLBC-TV	49	Tulare, Calif.	KVVG	27
	KOA-TV	4	Nashville, Tenn.	WSIX-TV	8	Tyler, Texas	KETX-TV	19
Des Moines, Iowa	KGTW	17	New Britain- Hartford, Conn.	WKNB-TV	30	Waco, Texas	KANG-TV	34
Durham, N. C.	WFTV	38	New Castle, Pa.	WKST-TV	45	Waterbury, Conn.	WATR-TV	53
Easton, Penn.	WGTV	37	New Orleans, La.	WJMR-TV	61	Waterloo, Iowa	KWWL-TV	7
Easton, Wis.	WLAJ-TV	13	Newport News, Va.	WACH-TV	33	West Palm Beach, Fla.	WIRK-TV	21
Elmira, N. Y.	WJET	18	Norfolk, Va.	WTOV-TV	27	Wheeling, W. Va.	WTRF-TV	7
	WTVI	24		WVIC-TV	15	Wichita, Kansas	KEDD	16
El Paso, Texas	KROD-TV	4		WVET-TV	15	Wichita Falls, Texas	KFDX-TV	3
	KTSM-TV	9	Oklahoma City, Okla.	KMPT	19		KWFT-TV	6
Evreka, Calif.	KIEM-TV	3		KTVQ	25	Wilkes-Barre, Pa.	WBRE-TV	28
Evansville, Ind.	WVIE-TV	62		KWTV	9		WILK-TV	34
Fargo, N. D.	WDAY-TV	6	Oshkosh, Wis.	WQSH-TV	48	Winston-Salem, N. C.	WSJS-TV	12
Festus, Mo.	KACY-TV	14	Panama City, Fla.	WJDM-TV	7		WTOR-TV	26
Flint, Mich.	WTAC-TV	16	Parkersburg, W. Va.	WTAP-TV	15	Worcester, Mass.	WWOR-TV	14
Fl. Dodge, Iowa	WDTV	21	Pensacola, Fla.	WEAR-TV	3	Yakima, Wash.	KIMA-TV	23
Fl. Lauderdale, Fla.	WFTL-TV	23		WPAF-TV	15	York, Pa.	WNOV-TV	49
	WTTW	17		WEEK-TV	43		WSBA-TV	43
Fl. Smith, Ark.	KFSX-TV	22	Peoria, Ill.	WTVH-TV	19	Youngstown, Ohio	WFMJ-TV	73
Fl. Wayne, Ind.	WKUG-TV	25		KOCL-TV	10		WKBN-TV	27
Fresno, Calif.	KJHD-TV	33	Phoenix, Ariz.	KOY-TV	10	Yuma, Ariz.	KIVA-TV	11
	KJRO	47		KTYL-TV	12	Zanesville, Ohio	WHIZ-TV	50
	KMJ-TV	24						

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**GOVERNMENT & INDUSTRIAL DIVISION, PHILADELPHIA 44, PA.**

# SPOT RATE

Designed to give a quick approximation of the cost of a spot campaign, the Estimator presents the highest one time rate for the various time segments in every market that had a TV station on the air as of January 1, 1954. Frequency and other discounts, which might bring an advertiser's actual costs to half the gross charges, are not included, nor are special participation rates. The markets are listed in order of set circulation on January 1, 1954.

Using the Estimator, the buyer finds, for example, that a half hour period in the ten markets with the highest circulation totals \$11,940. The cost for a one minute spot in these ten markets amounts to \$4,045. For the top 20, the cost is \$5,655. A single ID in the top 20 totals \$2,713.

What will \$5,000 buy? This sum could cover a minute spot in the 15 biggest markets or a 15 minute segment in the top four.

## Rates and Circulation

While market characteristics, relative strength and other factors affect time rates, set circulation remains the determining element.

Individual stations may vary from the pattern, but there is enough relation between groups of stations with similar levels of circulation to give advertisers and stations some idea of what might be expected in the future.

Shown below are the highest one-time hour rates in specific markets based on TELEVISION Magazine's circulation estimates as of January 1, 1954.

For an individual market listing, check the Spot Rate Estimator.

Market Size by Set Circulation	*Average 1954 Hour Cost	High	Range	Low
50,000-100,000 (20 markets, 1954)	\$ 295	\$ 450		\$ 200
100,000-150,000 (9 markets, 1954)	450	700		300
150,000-200,000 (15 markets, 1954)	567	800		400
200,000-250,000 (11 markets, 1954)	614	750		400
250,000-300,000 (8 markets, 1954)	692	600		750
300,000-400,000 (9 markets, 1954)	821	1,100		700
400,000-500,000 (4 markets, 1954)	812	1,050		400
500,000-1,000,000 (7 markets, 1954)	1,136	1,000		1,300
1,000,000-2,000,000 (5 markets, 1954)	1,940	2,200		1,700

\* As of January 1, 1954, there were 88 markets with 50,000 or more sets

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
New York	\$565	\$1095	\$1095	\$1375	\$2200	\$3300	\$5500
Chicago	250	500	500	600	880	1320	2200
Los Angeles	225	450	450	500	800	1200	2000
Philadelphia	200	400	400	500	800	1200	2000
Boston	180	360	360	450	720	1080	1800
Detroit	140	350	350	425	680	1020	1700
Cleveland	150	300	300	325	520	780	1300
San Francisco	120	240	220	300	480	720	1200
Pittsburgh	80	165	190	300	480	720	1200
Baltimore	87	180	180	225	400	600	1000
St. Louis	87	175	175	265	400	600	1000
Washington	85	195	195	181	500	750	1250
Providence	80	160	160	250	400	600	1000
Milwaukee	72	180	180	262	420	630	1050
New Haven	80	160	160	200	320	480	800
Cincinnati	50	140	150	255	340	600	1000
Steubenville	40	80	80	100	160	240	400
Minneapolis-St. Paul	110	220	220	297	440	660	1100
Buffalo	32	140	140	200	320	480	800
Indianapolis	80	150	150	200	320	480	800
Atlanta	65	120	130	200	320	480	800
Columbus, Ohio	60	120	120	234	312	468	780
Kansas City	86	172	172	215	344	516	860
Kalamazoo	67	135	135	187	280	420	700
Dallas-Ft. Worth	80	160	160	240	320	480	800
Charlotte	87	175	175	225	300	450	750
Dayton	50	140	140	175	270	450	750
Albany-Schenectady-Troy	62	125	125	156	250	375	625
Seattle-Tacoma	70	150	150	175	280	420	700
Johnstown	50	110	110	150	240	360	600
Toledo	75	150	150	187	300	450	750
Syracuse	60	130	132	165	264	396	660
Houston-Galveston	60	120	140	210	280	420	700
Louisville	75	150	150	187	300	450	750
Lancaster	75	150	150	225	300	450	750
Davenport-Rock Island	50	100	100	125	200	300	500
Grand Rapids	55	110	110	150	240	360	600
Lansing	70	130	130	175	280	420	700
Bloomington, Ind.	60	120	120	150	240	360	600
Memphis	62	140	140	175	280	420	700
Rochester, N. Y.	40	120	120	180	240	360	600
Huntington	60	120	120	150	240	360	600
San Diego-Tijuana	60	120	120	130	216	360	600
Norfolk-Newport News	56	140	140	175	280	420	700
Altoona	40	80	90	120	160	240	400
Greensboro	50	100	100	150	200	300	500
Omaha	70	140	140	175	280	420	700
Birmingham	75	150	150	180	240	360	600
Ames	50	100	100	125	200	300	500
New Orleans	55	110	130	180	240	360	600
Richmond	60	120	120	219	281	375	625
Wheeling	40	80	80	100	160	240	400
Miami-Ft. Lauderdale	80	160	92	214	320	480	800
Nashville	45	90	100	125	200	300	500
Binghamton	50	100	100	125	200	300	500
Oklahoma City	75	150	150	150	300	450	750
San Antonio	55	110	110	180	240	360	600
Wilmington	50	100	100	144	230	345	575
Denver	50	100	100	125	200	300	500
Utica-Rome	25	75	75	106	170	255	425
Erie	70	140	140	210	280	420	700
Tulsa	60	120	120	150	240	360	600
Reading	30	60	60	75	120	180	300
Portland, Ore.	50	100	100	150	200	320	500
Salt Lake City	62	125	125	165	220	330	550
Jacksonville	50	110	110	124	220	330	550
Lebanon	16	30	30	35	60	90	150
Winston-Salem	40	80	80	100	160	240	400



# ESTIMATOR

The Estimator can be used for a quick view of time costs. As every buyer realizes, rates are constantly in flux.

Comparing the 1954 Estimator with the figures published in the 1953 Data Book indicates that increased rates have been paralleled by increased circulation. The number of sets in the top ten markets has gone up 32.4 per cent; the basic rate has gone up a similar amount, leaving gross cost per thousand unchanged for these markets. For a detailed study of

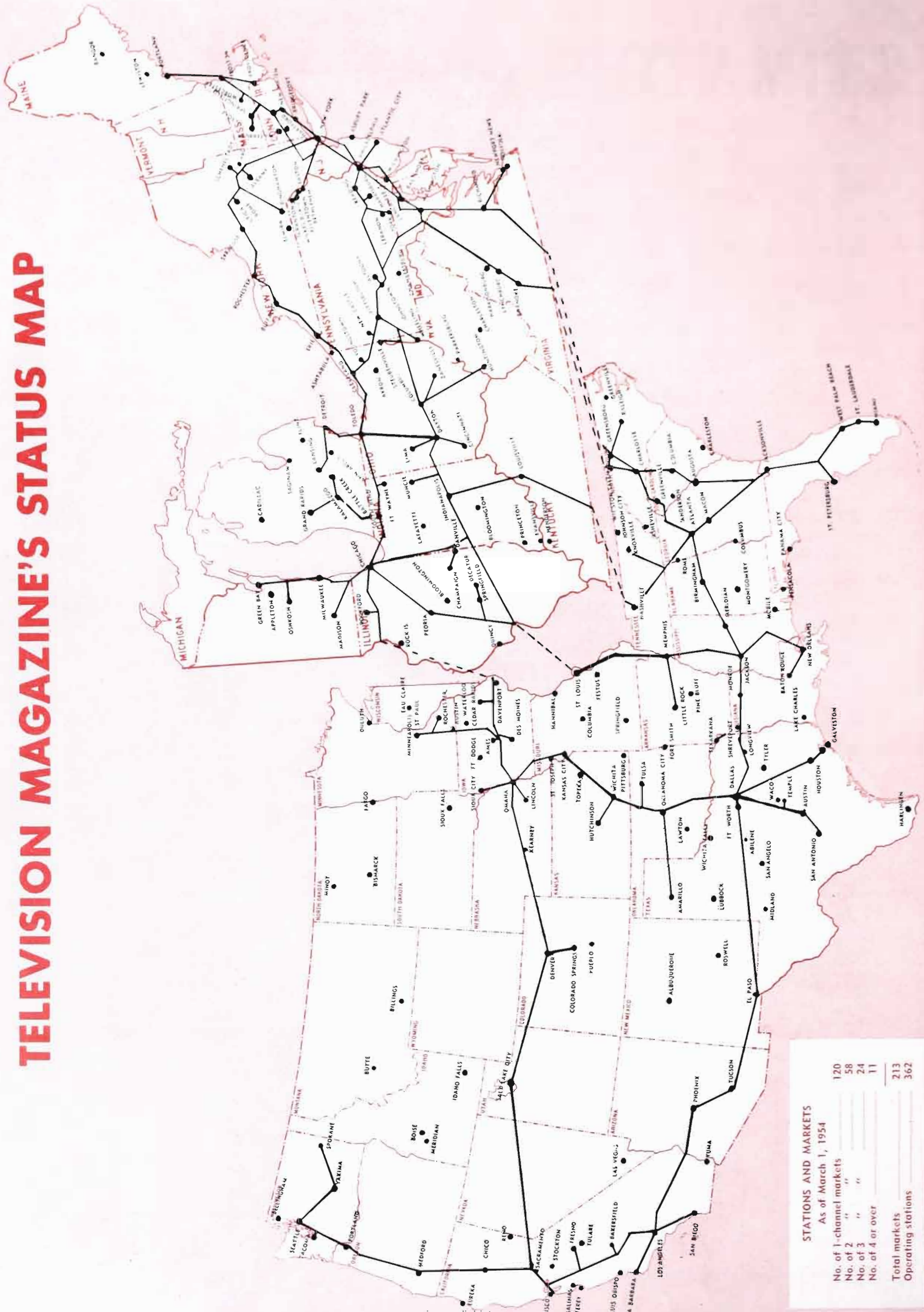
the relationship between these factors, see the box on facing page on Rates and Circulation, and the Cost Per Thousand report.

Note: A number of stations, including the five NBC o & o outlets, have a special time classification, AA, covering most of the hours generally considered as Class A. To provide uniform figures, we have used here the highest rate obtaining in each market, regardless of its official designation.

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Scranton-Wilkes Barre	30	60	60	75	120	180	300
Greenville, S. C.	32	65	65	81	130	195	325
Youngstown	30	60	60	90	120	180	300
Champaign	35	70	70	87	140	210	350
New Britain-Hartford	35	70	70	96	140	210	350
Rockford	30	60	60	75	120	180	300
Cedar Rapids	30	60	60	75	120	180	300
New Castle	15	30	30	40	80	120	200
Roanoke	40	80	80	100	160	240	400
Peoria	30	60	60	75	120	180	300
South Bend	30	60	60	75	120	180	300
Green Bay	25	50	50	75	120	180	300
Holyoke-Springfield	25	50	50	62	100	150	250
Waterbury	20	30	40	52	80	120	200
Harrisburg, Pa.	25	50	50	75	120	168	300
Phoenix	45	90	90	113	180	270	450
Santa Barbara	30	60	60	75	120	180	300
Sioux City	26	52	52	65	104	156	260
Lynchburg	25	50	50	62	100	150	250
Fresno-Tulare	30	60	60	75	120	180	300
York	20	30	37	55	90	125	200
Austin, Tex.	30	60	60	72	120	180	300
Bakersfield	20	40	40	62	100	150	250
Spokane	30	60	60	90	120	180	300
Hutchinson	40	80	80	100	160	240	400
Saginaw	25	50	50	62	100	150	250
St. Joseph	30	60	60	90	120	180	300
Macon	20	40	40	50	80	120	200
San Luis Obispo	15	30	37	50	80	120	200
Muncie	20	40	40	60	80	120	200
Lincoln, Neb.	17	35	35	50	80	120	200
St. Petersburg	17	34	34	50	80	120	200
Honolulu	20	40	40	50	80	120	200
Rome, Ga.	15	25	25	38	60	90	150
Hannibal-Quincy	25	40	40	62	100	150	250
Johnson City	20	40	40	50	80	120	200
Sioux Falls	15	30	30	40	60	90	150
Harrisonburg	15	30	30	40	80	120	200
Mobile	30	60	60	75	120	180	300
El Paso	25	50	50	60	100	150	250
Flint	20	40	40	55	80	120	200
Bridgeport	20	40	40	53	80	120	200
Amarillo	20	40	40	50	80	120	200
Akron	25	50	50	65	100	150	250
Lubbock	15	30	30	50	100	150	250
Wichita	30	60	60	75	120	180	300
Temple-Waco	20	40	40	50	80	120	200
Zanesville	15	30	30	37	60	90	150
Decatur, Ill.	20	40	40	60	80	120	200
Charleston, S. C.	20	40	40	50	80	120	200
Pittsburg, Kans.	20	40	40	50	80	120	200
Lafayette	20	40	40	60	80	120	200
Knoxville	52	50	50	62	100	150	250
Topeka	30	60	60	90	120	180	300
Austin, Minn.	18	30	30	40	60	90	150
Raleigh	20	40	40	50	80	120	200
Columbia, S. C.	35	70	70	87	140	210	350
Springfield, Mo.	20	40	40	60	80	120	200
Waterloo	30	60	60	75	120	180	300
Lawton	10	20	20	30	60	90	150
Albuquerque	18	28	42	67	100	150	250
Bangor	20	40	40	50	80	120	200
Columbus, Ga.	25	40	40	60	80	120	200
Pine Bluff	30	60	60	75	120	180	300
Rochester, Minn.	15	30	30	40	60	90	150
Greenville, N. C.	10	30	30	40	80	120	300
Fort Wayne	25	50	50	62	100	150	250

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Bethlehem-Allentown-Easton	20	40	40	60	80	120	200
Columbia, Mo.	20	40	40	50	80	120	200
Atlantic City	15	20	20	30	60	90	150
Baton Rouge	20	40	40	50	80	120	200
Sacramento	30	60	60	75	120	180	300
Madison	20	40	40	60	80	120	200
Elmira	15	30	30	42	60	90	150
Lima	15	30	30	37	60	90	150
Eau Claire	15	30	30	36	60	90	150
Tucson	20	40	40	50	80	120	200
Little Rock	52	50	50	60	100	150	250
Tyler	10	20	30	40	80	120	200
Texarkana	20	40	40	48	80	120	200
Salinas-Monterey	20	40	40	50	80	120	200
Pueblo	15	30	30	40	60	90	150
Jackson, Miss.	20	40	40	50	80	120	200
Colorado Springs	20	35	35	45	60	90	150
Chico	15	22	30	50	80	120	200
Monroe	20	40	40	60	80	120	200
Duluth	20	40	40	50	80	120	200
Lewiston-Portland	25	50	50	62	100	150	250
Evansville-Henderson	20	40	40	50	80	120	200
Montgomery	20	40	40	60	80	120	200
Asheville	15	30	30	45	60	90	150
Oshkosh-Appleton	15	30	30	37	60	90	150
Springfield, Ill.	20	40	40	54	80	120	200
Des Moines	20	40	40	54	80	120	200
Abilene	9	18	18	30	60	90	150
Harrisburg, Ill.	15	25	35	40	50	80	150
Fargo	20	40	40	50	80	120	200
Bloomington, Ill.	20	40	40	60	80	120	200
Harlingen-Matamoros	15	30	30	40	80	120	200
Boise-Meridian	15	30	30	37	60	90	150
Augusta, Ga.	20	40	40	50	80	120	200
Bellingham	9	18	18	27	36	54	90
Battle Creek	15	34	34	50	80	120	200
Longview	15	18	30	45	60	90	150
Ann Arbor	15	30	30	45	60	90	150
Ashtabula	15	20	30	40	80	120	200
Princeton	25	50	50	60	100	150	250
Chambersburg	12	24	24	32	48	72	120
Danville	12	25	25	42	60	90	150
Ft. Smith	15	17	20	30	60	90	150
Meridian, Miss.	20	40	40	50	80	120	200
Yakima	15	20	25	38	60	90	150
Kearney	15	30	30	50	80	120	200
Charleston, W. Va.	21	42	42	50	80	120	200
San Angelo	15	22	30	50	80	120	200
Medford	15	25	30	38	60	90	150
Roswell	10	15	20	37	60	90	150
Lake Charles	12	25	25	41	60	90	150
Pensacola	15	30	30	50	80	120	200
Parkersburg	12	25	25	35	60	90	150
Butte	15	30	30	45	60	90	150
Las Vegas	15	25	30	38	60	90	150
Reno	22	26	30	45	90	135	225
West Palm Beach	15	25	25	38	60	90	150
Midland	20	40	40	50	80	120	200
Eureka	15	25	30	38	60	90	150
Minot	15	22	30	45	60	90	150
Billings	15	30	30	45	60	90	150
Yuma	20	40	40	50	80	120	200
Panama City	10	21	21	35	56	84	140
Fort Dodge	15	22	22	37	60	90	150
Anchorage	15	22	30	38	60	90	150
Idaho Falls	12	25	25	30	60	90	150
Bismarck	15	22	30	45	60	90	150

# TELEVISION MAGAZINE'S STATUS MAP



**STATIONS AND MARKETS**  
As of March 1, 1954

No. of 1-channel markets	120
No. of 2 " "	58
No. of 3 " "	24
No. of 4 or over	11
Total markets	213
Operating stations	362

# March Circulation Report

## HOW TELEVISION MAGAZINE COMPILES RECEIVER CIRCULATION

The circulation estimates below have been adjusted for most markets according to the new Nielsen study released by CBS.

These are SPOT circulation figures—the total number of TV homes that can be reached in each market. If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it.

These figures are the result of long-term, continuing study by TELEVISION Magazine's Research Department. They are neither network nor station estimates.

The circulation given for each market is that of the station with the most powerful range. Figures for individual stations will vary depending on channel, antenna location and height, power, etc.

The percentage of families owning television sets in each area (penetration) is listed directly after each market. Network affiliations are listed after each station. Where one network is listed twice for a specific market, in most cases this covers the situation where stations have a "spill over" affiliation only.

### METHOD

TELEVISION Magazine first began reporting circulation back in 1950. There were no Nielsen studies then and therefore estimates were based largely on RETMA (Radio-Electronics-Television Manufacturers Association) shipments. When the Nielsen data and CBS projection became available last year, a new system of computation was worked out, which enabled estimates to be made for all pre-freeze markets. With the release of the November Nielsen esti-

mates, projections are now based on the following points:

1. Start of station operation
2. U. S. Census, April 1950
3. Nielsen, May 23, 1952
4. CBS-Nielsen Study, November 1953.

For post-thaw markets that have been on the air a sufficient length of time, projection curves have also been applied. However, to those new markets that have been on for only a short period, the Nielsen data can only be a guide-post and RETMA shipments are the base.

### UHF

The most difficult task is to report accurately on the rate of conversion of VHF sets to UHF. The research services have made a number of surveys and, while these are not fully projectable, they do give some indication of conversion rates in a number of markets.

### DEFINING MARKET COVERAGE

Using all available data—the research services, engineering contours, RETMA shipments, rating reports in overlapping areas as evidence of cross-viewing—TELEVISION Magazine has defined the Total Coverage Area for each TV market. There is a continuous re-examination of market definition in view of power and antenna height increases and the introduction of new stations.

These statistics may not be reproduced in any form whatsoever without written permission.

CIRCULATION AS OF MARCH 1ST		CIRCULATION AS OF MARCH 1ST		CIRCULATION AS OF MARCH 1ST		CIRCULATION AS OF MARCH 1ST	
Total U. S.: 28,808,856		AUSTIN, Texas—37.9	67,955	CEDAR RAPIDS, Iowa—44.6	112,410	DAYTON, Ohio	349,020
Stations which signed on during February are not listed below.		KTBC-TV (A, C, D, N)		KCRI-TV (A); WMT-TV (C, D)		WHIO-TV (A, C, D);	†33,506
ABILENE, Texas—40.1	30,316	BAKERSFIELD, Calif.	77,036	CHAMBERSBURG, Pa.—24.3	†17,844	WIFET (A, D); WLW-D (N)	
KRBC-TV (A, D, N)		KBAK-TV† (D);	†33,000	WCHA-TV† (C, D)		DECATUR, Ill.—32.9	†56,412
AKRON, Ohio—14.2	†38,080	KERO-TV (A, C, N)		CHAMPAIGN, Ill.—43.5	142,820	WTVP† (A, C, D)	
WAKR-TV† (A)		BALTIMORE, Md.—89.5	676,262	WCIA (C, D, N)		DENVER, Colo.—63.7	200,250
ALBANY-SCHENECTADY-TROY, N. Y.	310,867	WAAM (A, D); WBAL-TV (N);		CHARLESTON, S. C.—36.0	57,600	KBTU (A); KFEL-TV (D);	
WROW-TV† (A, D);	†26,361	WMAR-TV (C)		WCSC-TV (A, C, D, N)		KLZ-TV (C); KOA-TV (N)	
WRGB (A, C, D, N)		BANGOR, Maine—36.5	37,230	CHARLESTON, W. Va.—19.7	†36,593	DES MOINES, Iowa—20.9	†20,994
ALBUQUERQUE, N. M.—34.5	35,782	WABI-TV (A, C, D, N)		WKNA-TV† (A, D)		KGTV† (A)	
KGGM-TV (C); KOAT-TV (A, D);		BAYON ROUGE, La.—32.0	†27,232	CHARLOTTE, N. C.—50.7	386,670	DETROIT, Mich.—87.1	1,277,991
KOB-TV (D, N)		WAFB-TV† (A, C, D, N)		WAYS-TV† (N);	††	WJBK-TV (C, D); WWJ-TV (N);	
ALTOONA, Pa.—67.6	241,805	BATTLE CREEK, Mich.—10.9	†12,971	WBTU (A, C, D, N)		WXYZ-TV (A)	
WFBG-TV (A, N)		WBKZ-TV† (A)		CHICAGO, Ill.—80.7	1,821,722	DULUTH, Minn.—28.8	†28,620
AMARILLO, Texas—54.1	46,634	BELLINGHAM, Wash.—43.1	17,850	WBBM-TV (C); WBKB (A);		WFTV† (A, D)	
KFDA-TV (A, C); KGNC-TV (D, N)		KVOS-TV (D)		WGN-TV (D); WNBQ (N)		EASTON-BETHLEHEM-	
AMES, Iowa	177,000	BETHLEHEM-ALLENTOWN-		CHICO, Calif.—35.4	24,473	ALLENTOWN, Pa.—13.0	†30,016
WOI-TV (A, C, D, N)		EASTON, Pa.—13.0	†30,016	KHSL-TV (C, D, N)		WGLV† (A, D); WLEV-TV† (N)	
ANCHORAGE, Alaska	3,500	WLEV-TV† (N); WGLV† (A, D)		CINCINNATI, Ohio—85.3	430,168	EAU CLAIRE, Wis.—35.4	30,300
KFIA (A, C); KTVA (D, N)		BILLINGS, Mont.—20.4	6,473	WCPO-TV (A, D); WKRC-TV (C);		WEAU-TV (A, N)	
ANDERSON, S. C.—21.0	†21,455	KOOK-TV (C, D)		WLW-T (N)		ELMIRA, N. Y.—23.5	†28,722
WAIM-TV† (C)		BINGHAMTON, N. Y.—66.0	269,880	CLEVELAND, Ohio—88.3	1,022,140	WECT† (N); WTVE† (A, C, D)	
ANN ARBOR, Mich.—11.9	†11,736	WNBTV (A, C, D, N)		WEWS (C); WNBK (N);		EL PASO, Texas—61.4	49,460
WPAQ-TV† (D)		BIRMINGHAM, Ala.—48.2	245,080	WXEL (A, D)		KROD-TV (A, C, D); KTSM-TV (N)	
APPLETON-OSHKOSH, Wis.—25.7	†25,122	WABT (A, C, D); WBRC-TV (N)		COLORADO SPRINGS, Colo.—50.9	30,921	ERIE, Pa.—68.7	155,610
WNAM-TV†; WOSH-TV† (A)		BISMARCK, N. D.—16.0	4,776	KKTV (A, C, D)*; KRDO-TV (N)		WICU (A, C, D, N)	
ASBURY PARK, N. J.	††	KFYR-TV (C, D, N)		COLUMBIA, Mo.—28.7	37,680	EUREKA, Calif.—34.9	11,170
WRTV†		BLOOMINGTON, Ill.—35.6	†23,200	KOMU-TV (A, C, D, N)		KIEM-TV (C, N)	
ASHEVILLE, N. C.—21.3	†18,343	WBLN-TV†		COLUMBIA, S. C.	62,290	EVANSVILLE, Ind.-HENDERSON,	
WISE-TV† (A, C, D)		BLOOMINGTON, Ind.—72.8	420,180	WCOS-TV† (A, D); WIS-TV (N);	†46,718	Ky.—21.0	†41,670
ASHTABULA, Ohio—17.7	†15,412	WTTV (A, C, D, N)		WNOK-TV† (C, D)		WFIE-TV† (A, D, N);	
WICA-TV†		BOISE-MERIDIAN, Idaho—25.2	20,824	COLUMBUS, Ga.	44,180	WEHT† (C)	
ATLANTA, Ga.—51.7	381,029	KIDO-TV (A, C, D, N);		WDAK-TV† (A, C, D, N);	†27,861	FARGO, N. D.—37.3	22,580
WAGA-TV (C, D); WLW-A (A);		KBOI-TV (C)		WRBL-TV (C)		WDAY-TV (A, C, D)	
WSB-TV (N)		BOSTON, Mass.—86.6	1,195,426	COLUMBUS, Ohio—85.9	373,000	FLINT, Mich.—16.3	†60,258
ATLANTIC CITY, N. J.	†25,000	WBZ-TV (D, N);	†84,200	WBNS-TV (C); WLW-C (N);		WTAC-TV† (A)	
WFPG-TV† (A, C, D, N)		WBNA-TV (A, C); WTAO-TV† (A, D)		WTVN (A, D)		FT. DODGE, Iowa—10.8	†5,445
AUGUSTA, Ga.—25.3	50,479	BRIDGEPORT, Conn.—91.3	†37,050	DALLAS-FT. WORTH, Tex.—59.8	368,580	KOTV†	
WJBF-TV (A, D, N)		WICC-TV† (A, D)		KRLD-TV (C); WFAA-TV (A, D, N);		FT. SMITH, Ark.—20.6	†11,520
AUSTIN, Minn.—41.5	43,538	BUFFALO, N. Y.	409,380	WBAP-TV (A, N)		KFSA-TV† (A, D, N)	
KMMT (A, C, D)		WBEN-TV (A, C, D, N);	†24,206	DANVILLE, Ill.—16.4	†13,148	FT. WAYNE, Ind.—16.0	†35,000
		WBUF-TV† (A, C, D, N)		WDAN-TV† (A)		WKJG-TV† (A, C, D, N)	
		BUTTE, Montana—26.9	111,200	DAYTON, Ohio—59.8	249,710	FT. WORTH-DALLAS, Tex.—59.8	368,580
		KOPR-TV (A, C); KXLF-TV (N)		III.—58.0		WBAF-TV (A, N); KRLD-TV (C);	
		CADILLAC, Mich.—29.8	27,008	WOC-TV (N); WHBF-TV (A, C, D)		WFAA-TV (A, D, N)	
		WVTV† (A, C, D)					

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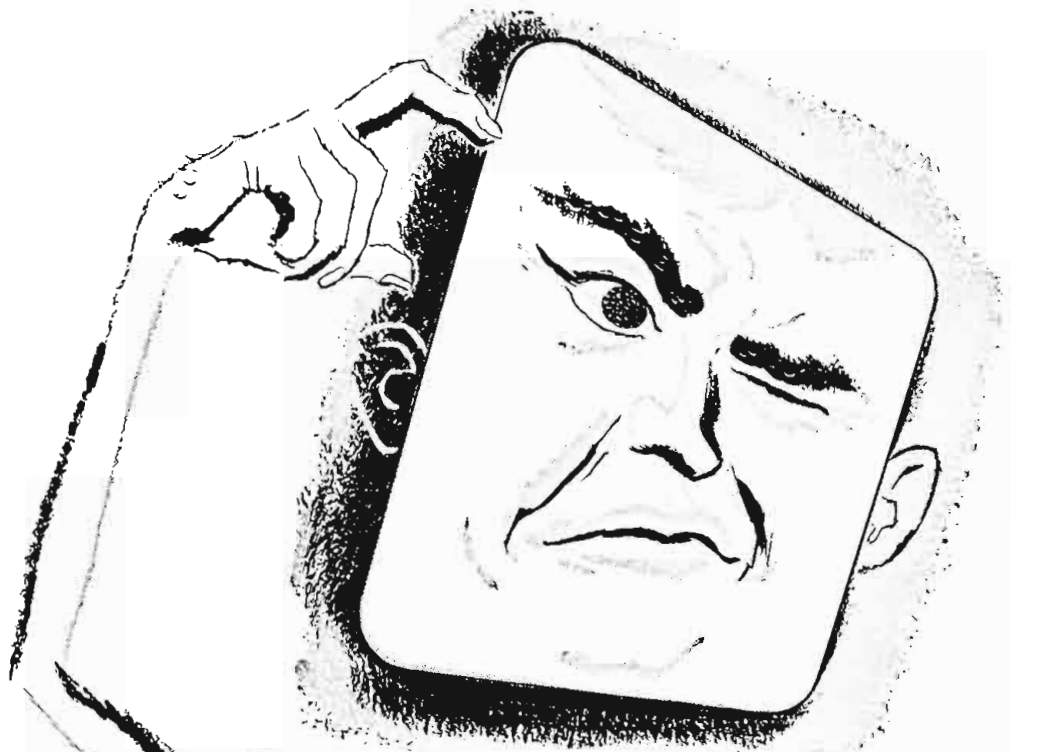
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FRESNO-TULARE, Calif.—48.0	195,340	LONGVIEW, Tex.—17.0	114,880	PHOENIX, Ariz.—67.1	90,585	SIoux FALLS, S. D.—33.2	58,230
KJEO (A); KMJ-TV (C, N);		KTVET (C, D)		KOOL-TV (A); KOY-TV (A);		KELO-TV (A, C, N)	
KVVG-TV (D)		LOS ANGELES, Calif.—88.6	1,723,181	KPHO-TV (C, D); KTYL-TV (D, N)	28,500	SOUTH BEND, Ind.—47.5	190,195
GALVESTON-HOUSTON, Tex.	330,930	KABC-TV (A); KCOP-TV (A, N);		PINE BLUFF, Ark.—14.5	45,123	WSBT-TV (A, C, D, N)	64,830
KGUL-TV (A, C, D)	142,183	KNBH (N); KNXT (C); KTLA;		KATV (A, C)	868,388	SPOKANE, Wash.—39.7	131,645
KNUZ-TV (D); KPRC-TV (A, N)	331,116	KTTV (D)	312,198	PITTSBURGH, Kansas—29.2	1155,285	KHQ-TV (A, N); KXLY-TV (C, D)	
GRAND RAPIDS, Mich.—69.9	111,490	LOUISVILLE, Ky.	135,583	KOAM-TV (A, C, D, N)		SPRINGFIELD, Ill.—28.8	
WOOD-TV (A, C, D, N)	219,438	WAVE-TV (A, D, N)	43,980	PITTSBURGH, Pa.		WICST (A, C, D, N)	
GREEN BAY, Wis.—45.8	46,610	WHAS-TV (C); WKLO (A, D)	80,590	WDTV (A, C, D, N)		SPRINGFIELD-HOLYOKE,	
WBAY-TV (A, C, D)	179,080	LUBBOCK, Tex.—49.5	68,970	WENST (A, C); WKJF-TV (N)	78,803	Mass.—51.4	1104,849
GREENSBORO, N. C.—50.1	143,912	KCBD-TV (A, N); KDUB-TV (C, D)	15,253	PORTLAND-LEWISTON, Me.	128,788	WVLT (A, N); WHYN-TV (C, D)	
WFMY-TV (A, C, D)	74,520	LYNCHBURG, Va.—40.8	35,272	WCSH-TV (N); WPMT (A, C, D)		SPRINGFIELD, Mo.—30.4	42,640
GREENVILLE, N. C.—21.6	11,140	WLVA-TV (A, C, D)	243,210	WLAM-TV (A, C, D)		KTTT-TV (C, D); KYTV (A, N)	
WNCT (A, C, D, N)	20,824	MACON, Ga.	17,250	PORTLAND, Ore.—40.6	111,668	STEBENVILLE, Ohio—70.2	404,440
GREENVILLE, S. C.	51,940	WETV (A, N); WMAZ-TV (C, D)	8,065	KOIN-TV (C); KPTV (A, D, N)		WSTV-TV (C)	
WFBC-TV (N); WGVLT (A, D)	11,140	MADISON, Wis.—28.6	538,149	PRINCETON, Ind.—22.7	135,140	STOCKTON, Calif.—9.5	130,000
HANNIBAL, Mo.—QUINCY,	243,210	WKOW-TV (C); WMTV (A, D, N)	191,581	WRAV-TV	671,955	KTVU	336,690
Ill.—44.5	17,250	MEDFORD, Ore.—14.5	452,826	PROVIDENCE, R. I.—83.9	32,133	SYRACUSE, N. Y.—84.1	317,564
KHQA-TV (C, D); WGEM-TV (A, N)	185,215	MEMPHIS, Tenn.—48.4	11,140	WJAR-TV (A, D, N)	74,520	WHEN-TV (A, C, D); WSyr-TV (N)	
HARLINGEN, Tex.—MATAMOROS,	145,766	WHBO-TV (A, C)	231,770	PUEBLO, Colo.—44.2	54,450	TACOMA-SEATTLE, Wash.—60.5	56,660
Mexico—31.3	11,140	WMCT (A, C, D, N)	135,564	KCSJ-TV (N); KDZA-TV	113,500	KMO-TV; KTNT-TV (C, D);	115,045
KGBT-TV (A, C); XELD-TV (A, C, D, N)	112,296	MERIDIAN-BOISE, Idaho—25.2	11,668	QUINCY, Ill.—HANNIBAL,		KING-TV (A); KOMO-TV (N)	25,840
HARRISBURG, Ill.—20.5	197,854	KBOI-TV (C); KIDO-TV (C, D, N)	166,747	Mo.—44.5	74,520	TEMPLE-WACO, Tex.	56,660
WSIL-TV	51,940	MERIDIAN, Miss.—23.0	164,170	WGEM-TV (A, N); KHQA-TV (C, D)	135,564	KGEN-TV (N); KANG-TV (A, D)	115,045
HARRISBURG, Pa.—44.5	141,670	WTOK-TV (A, C, D, N)	54,450	RALEIGH, N. C.—31.3	113,500	TEXARKANA, Tex.—14.4	25,840
WHP-TV (C); WTPA (N)	11,668	MIAMI-FT. LAUDERDALE, Fla.	166,747	WNOA-TV (A, C, D, N)	113,500	KCMC-TV (A, C, D)	280,080
HARRISONBURG, Va.—36.1	8,065	WTVJ (A, C, D, N)	164,170	READING, Pa.	11,668	TOLEDO, Ohio—80.1	41,610
WSVA-TV (A, C, D, N)	11,668	WFTL-TV (N); WITV (A, D)	164,170	WEEU-TV (A, N); WHUM-TV (C)	11,668	WSPD-TV (A, C, D, N)	22,960
HENDERSON, Ky.—EVANSVILLE,	166,747	MIDLAND, Tex.—14.1	164,170	RENO, Nev.—46.3	11,668	TOPEKA, Kansas—56.6	41,610
Ind.—21.0	166,747	KMID-TV (A, D, N)	164,170	KZTV (A, C, D)	11,668	WIBW-TV (A, C, D)	22,960
WEHT (C); WFIE-TV (A, D, N)	166,747	MILWAUKEE, Wis.	538,149	RICHMOND, Va.—65.7	11,668	TUCSON, Ariz.—35.6	22,960
HOLYOKE-SPRINGFIELD,	166,747	WCAN-TV (C)	191,581	WTVR (A, C, D, N)	11,668	KOPO-TV (C, D); KVOA-TV (A, N)	195,340
Mass.—51.4	166,747	WOKY-TV (A, D); WTMJ-TV (A, D, N)	452,826	ROANOKE, Va.—41.7	11,668	TULARE-FRESNO, Calif.—48.0	195,340
WHYN-TV (C, D); WWLP (A, N)	166,747	MINNEAPOLIS-ST. PAUL,	452,826	WLSL-TV (A, N)	11,668	KVVG (D); KJEO (A);	
HONOLULU, T. H.	47,256	Minn.—66.7	452,826	ROCHESTER, Minn.—43.5	54,450	KMJ-TV (C, N)	162,545
KGMB-TV (A, C); KONA (D, N)	330,930	KSTP-TV (N); WCCO-TV (C, D);	17,250	KROC-TV (D, N)	231,770	TULSA, Okla.—50.0	162,545
HOUSTON-GALVESTON, Tex.	142,183	WMIN-TV (A, D); WTCN-TV (A, D)	5,370	ROCHESTER, N. Y.—82.5	231,770	KOTV (A, C, D, N)	162,545
KNUZ-TV (D); KPRC-TV (A, N);	294,111	MINOT, N. D.—16.2	63,280	WHAM-TV (A, C, D, N);	231,770	TYLER, Tex.—16.9	162,545
KGUL-TV (A, C, D)	100,860	KCJB-TV (A, C, D)	17,708	WHEC-TV (A, C); WVET-TV (A, C)	156,140	KETX-TV (D, N)	164,938
HUNTINGTON, W. Va.—54.8	8,278	MOBILE, Ala.	17,792	ROCKFORD, Ill.	150,472	UTICA-ROME, N. Y.—71.9	164,938
WSAZ-TV (A, C, D, N)	100,860	WALA-TV (A, C, N);	156,085	WREX-TV (A, C); WTV (D, N)	249,710	WKTV (A, C, D, N)	56,660
HUTCHINSON, Kansas—35.3	8,278	WKAB-TV (D)	193,349	ROCK IS., Ill.—DAVENPORT,	94,380	WACO-TEMPLE, Tex.	56,660
KTVH (C, D)	419,502	MONROE, La.	17,792	la.—58.0	11,607	KANG-TV (A, D); KCEN-TV (N)	115,045
IDAHO FALLS, Idaho—27.6	36,620	KFAZ-TV	17,792	ROCHESTER, Minn.—43.5	11,607	WASHINGTON D. C.—87.7	537,163
KID-TV (A, C, D, N)	129,277	KNOE-TV (A, C, D, N)	17,792	KROC-TV (D, N)	11,607	WMAL-TV (A); WNBW (N);	
INDIANAPOLIS, Ind.—69.5	120,142	MONTGOMERY, Ala.—18.2	156,085	ROCHESTER, N. Y.—82.5	11,607	WTOP-TV (C); WTTG (D)	177,240
WFBM-TV (A, C, D, N)	193,349	WCOV-TV (A, C, D, N)	193,349	WHAM-TV (A, C, D, N);	11,607	WATERBURY, Conn.	177,240
JACKSON, Miss.	75,206	MUNCIE, Ind.—37.2	193,349	WHEC-TV (A, C); WVET-TV (A, C)	11,607	WATR-TV (A, D)	177,240
JACKSONVILLE, Fla.	341,400	WLBCTV (A, C, D, N)	193,349	ROCKFORD, Ill.	11,607	WATERLOO, Iowa—50.2	51,430
WJHP-TV (A, D, N);	117,236	NASHVILLE, Tenn.—51.3	193,349	WREX-TV (A, C); WTV (D, N)	11,607	KWWL-TV (D, N)	19,751
WJTB-TV (A, C, D, N)	348,912	WSIX-TV (A, C, D)	193,349	ST. JOSEPH, Mo.—57.4	11,607	WEST PALM BEACH, Fla.—18.9	19,751
WJHL-TV (A, C, D, N)	362,420	WSM-TV (A, C, D, N)	193,349	KFEQ-TV (C, D)	11,607	WIRK-TV (A)	229,690
JOHNSTOWN, Pa.	159,034	NEW BRITAIN-HARTFORD,	193,349	ST. LOUIS, Mo.	562,086	WHEELING, W. Va.—60.8	229,690
WARD-TV (A, C, D);	10,161	Conn.—26.5	193,349	KACY-TV (A, C); KSD-TV (C, N);	117,998	WTRF-TV (A, C, N)	160,330
WJAC-TV (A, C, D, N)	10,161	WKNB-TV (C)	193,349	KSTM-TV (A); WTV (D)	117,998	WICHITA, Kansas—43.7	160,330
KALAMAZOO, Mich.—69.0	10,161	NEW CASTLE, Pa.	193,349	ST. PETERSBURG, Fla.—31.2	167,764	WICHITA FALLS, Tex.—44.1	59,800
WKZO-TV (A, C, D, N)	348,912	WKST-TV (D)	193,349	WSUN-TV (A, C, D, N)	167,764	KFDX-TV (A, N); KWFT-TV (C, D)	115,045
KANSAS CITY, Mo.	362,420	NEW HAVEN, Conn.—82.0	193,349	SALINAS-MONTEREY, Calif.—50.5	38,027	WILKES-BARRE-SCRANTON,	
KCMO-TV (A, D); KMBC-TV (C)	159,034	WNHC-TV (A, C, D, N)	193,349	KMBY-TV (A, C, D, N);	38,027	Pa.—47.7	1126,975
WDAF-TV (N); WHB-TV (C)	10,161	NEW ORLEANS, La.	240,763	KSBW-TV (A, C, D, N)	127,651	WBRE-TV (C, N); WILK-TV (A, D);	
KEARNEY, Neb.—10.9	10,161	WDSU-TV (A, C, D, N);	141,418	SALT LAKE CITY, Utah—61.4	127,651	WGBI-TV (C); WTVU	
KHOL-TV (C, D)	70,970	WJMR-TV (A, C, D)	141,418	KDYL-TV (N); KSL-TV (A, C, D)	10,187	WILMINGTON, Del.—90.2	159,587
KNOXVILLE, Tenn.	10,161	NEW YORK, N. Y.—90.3	4,195,690	SAN ANGELO, Tex.—29.7	10,187	WDEL (D, N)	
WATE-TV (A, N);	10,161	WABC-TV (A, N); WABD (D);	4,195,690	KTXL-TV (C, D, N)	187,128	WINSTON-SALEM, N. C.	125,324
WTSK-TV (C, D)	10,161	WATV; WCBS-TV (C);	4,195,690	SAN ANTONIO, Tex.—51.1	187,128	WSJS-TV (N); WTOB-TV (A, D)	131,331
LAFAYETTE, Ind.—49.0	10,161	WNBT (N); WOR-TV; WPIX	4,195,690	KGBS-TV (A, C, D); WOAI-TV (N)	187,128	WORCESTER, Mass.	11
WFAM-TV (D)	10,161	NORFOLK-NEWPORT NEWS, Va.	216,972	SAN DIEGO, Calif.—TIJUANA,	220,403	WWOR-TV (A, D)	16,475
LAKE CHARLES, La.—16.6	17,920	WTAR-TV (A, C, D);	180,141	Mexico—78.8	220,403	YAKIMA, Wash.—31.5	16,475
KTAG-TV (A, C, D)	17,920	WTOV-TV (A, D);	180,141	KFMB-TV (A, C); KFSD-TV (N); XETV	879,303	YORK, Pa.—52.9	164,338
LANCASTER, Pa.—69.0	266,133	WVEC-TV (N); WACH-TV	206,660	SAN FRANCISCO, Calif.—68.2	879,303	WNOW-TV (D); WSBA-TV (A)	110,027
WGAL-TV (A, C, D, N)	272,464	OKLAHOMA CITY, Okla.	142,341	KGO-TV (A); KPIX (C, D);	69,150	YOUNGSTOWN, Ohio—32.8	110,027
LANSING, Mich.	132,941	KMPT (D); KTVQ (A);	142,341	KRON-TV (N)	83,400	WFMJ-TV (N); WKBN-TV (A, C, D)	10,062
WILS-TV (A);	132,941	KWTV (C); WKY-TV (A, N)	207,314	SAN LUIS OBISPO, Calif.—52.5	83,400	YUMA, Ariz.—39.0	10,062
WJIM-TV (A, C, D, N)	7,410	OMAHA, Neb.—70.3	207,314	KVEC-TV (D)	83,400	KIVA-TV	135,000
LAS VEGAS, Nev.—38.8	46,400	KMTV (A, C); WOW-TV (D, N)	125,122	SANTA BARBARA, Calif.—56.4	83,400	ZANESVILLE, Ohio	135,000
KLAS-TV (A, C, D)	46,400	OSHKOSH-APPLETON, Wis.—25.7	125,122	KEY-T (A, C, D, N)	310,867	WHIZ-TV (A, C, D, N)	
LAWTON, Okla.—56.0	46,400	WOSH-TV (A); WNAM-TV	5,600	SCHENECTADY-ALBANY-TROY,	126,361		
KSWO-TV	127,462	PANAMA CITY, Fla.—14.9	5,600	N. Y.	126,361		
LEBANON, Pa.—39.8	127,462	WJDM-TV (A, N)	11,564	WRBG (A, C, D, N);	126,361		
WLBR-TV	78,803	PARKERSBURG, W. Va.—14.5	11,564	WROW-TV (A, D)	126,361		
LEWISTON-PORTLAND, Me.	128,788	WTAP-TV (A, D)	11,564	SCRANTON-WILKES-BARRE,	126,975		
WLAM-TV (A, C, D);	128,788	PENSACOLA, Fla.	18,650	Pa.—47.7	126,975		
WCSH-TV (N); WPMT (A, C, D)	128,788	WEAR-TV (A);	18,286	WGBI-TV (C); WTVU	126,975		
LIMA, Ohio—23.3	128,788	WPFA-TV (C, D)	190,778	WBRE-TV (C, N); WILK-TV (A, D)	126,975		
WLOK-TV (C, N)	57,630	PEORIA, Ill.—46.5	190,778	SEATTLE-TACOMA, Wash.—60.5	317,564		
LINCOLN, Neb.—61.0	25,226	WEEK-TV (D, N);	1,609,667	KING-TV (A); KOMO-TV (N);	23,860		
KFOR-TV (A); KOLN-TV (D)	25,226	WTVH-TV (A, C)	1,609,667	KMO-TV; KTNT-TV (C, D)	88,790		
LITTLE ROCK, Ark.—15.9	25,226	PHILADELPHIA, Pa.—89.7	1,609,667	SHREVEPORT, La.—19.0	88,790		
KRTV (C, D)	25,226	WCAU-TV (C);	1,609,667	KSLA (A, C, D, N)	88,790		
		WFIL-TV (A, D); WPTZ (N)		SIoux CITY, Iowa—55.7	88,790		

† UHF circulation.  
 †† Because of incomplete data, UHF circulation is not reported for all markets.  
 ††† VHF-UHF.  
 \* Colorado Springs area only. Signal, however, covers Pueblo.  
 \*\* Johnstown area only. Does not include Pittsburgh, where station has sizable share of audience.

in every field there is one basic reference source  
 in television it's . . . .

# TELEVISION MAGAZINE



## the **A-K** family of TV stations...

Bakersfield	KERO-TV
Duluth-Superior	KDAL-TV
Erie	WSEE
Kalamazoo- Grand Rapids	WKZO-TV
Knoxville	WROL-TV
Lincoln, Nebraska	KOLN-TV
Lubbock	KDUB-TV
Macon, Georgia	WMAZ-TV
New York	WABD
Oklahoma City	KWTV
Phoenix	KTYL-TV
Pine Bluff-Little Rock	KATV
Portland, Maine	WGAN-TV
Portland, Oregon	KOIN-TV
Pueblo	KCSJ-TV
Quincy, Illinois	WGEM-TV
Raleigh-Durham	WNAO-TV
Roanoke	WSLS-TV
Rock Island-Davenport	WHBF-TV
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Wilkes-Barre-Scranton	WILK-TV

“this Television  
is a  
complicated  
business...”

Now, there's the understatement of the year!  
Putting a TV station on the air these days  
requires everything from an MIT graduate to  
an Arabian fortuneteller!

But, above all, it requires a station  
representative fully aware of the complexities  
of engineering, programming and *selling*  
a TV station.

Avery-Knodel has been representing  
TV stations from the beginning of commercial  
television. This representation has extended  
far beyond the usual limits into counsel  
on studio construction, purchase of equipment,  
selection of station personnel and  
establishment of commercial policy . . . and,  
above all, day-in and day-out selling.

These are important reasons why some of  
America's most alert TV station  
operators have joined hands with . . .

**AVERY-KNODEL**  
I N C O R P O R A T E D

NEW YORK • CHICAGO • ATLANTA  
SAN FRANCISCO • LOS ANGELES • DALLAS

**VARIETY**  
**"excellent"**  
 Direction by Roy Kellino paced the story neatly, and production under the Meridian Films banner, was the best thing...

**VARIETY**  
**"skillfully handled"**  
 All in all, it's a skillfully-handled telepic. Joan Caulfield is outstanding in the lead and Roy Kellino directs cohesively developing the right intonation...

**VARIETY**  
**"sensitive"**  
 Ted Post's helming is sensitive and he plays the intricate emotions skillfully. Mounting tension is well developed in the Mona Kent telepic...

**VARIETY**  
**"banner series"**  
 This promises to be one of the banner series of the season. Polished production by Meridian Pictures is notable, and the stellar work of Sally Forrest...

**VARIETY**  
**"top grade"**  
 A top-grade cast headed by Jackie Cooper, and the outstanding direction of Ted Post, form the blend of ingredients which make for a top-grade telepic. Cooper's...

**VARIETY**  
**"first class"**  
 William Self sets up proper values, and both camera work and art direction are first class. With Helmut Dantine as producer...

→ **a network-proven series**  
**you can now buy for local sponsorship**  
**... first run in over 150 markets!**



Joan Caulfield

Jackie Cooper

Peggy Ann Garner

John Ireland

You can't buy reviews like these, but you can buy the show that won them... 52 films from the current *Schlitz Playhouse of Stars* series, sparkling with big box-office names, with stories by such "greats" as Somerset Maugham, F. Scott Fitzgerald. A prestige program with proven audience appeal... here's a unique investment for smart TV advertisers!

**LOOK AT THESE LOCAL RATINGS:**

Boston.....	32.8	St. Louis.....	41.5
Dayton.....	30.5	Chicago.....	25.2
Minneapolis.....	29.5	Seattle.....	46.0

Rating source: Telepulse, Dec. 1952

**ABC FILM SYNDICATION**

**IN NEW YORK:** DON L. KEARNEY, 7 WEST 66TH STREET, SU 7-5000  
**IN CHICAGO:** JOHN BURNS, 20 NORTH WACKER DRIVE, ANDOVER 3-0800  
**IN LOS ANGELES:** BILL CLARK, ABC TELEVISION CENTER, NORMANDY 3-3311

# SYNDICATED FILM — 37 SHOW STUDY

Presented here is a summary of TELEVISION Magazine's Film Buying Guide, giving rating and competition in selected market.

<b>Abbott and Costello</b>	<b>BALTIMORE</b>	<b>WMAR-TV—Sat 6:30</b> 10.8 WBAL-TV 15.3 Football 15.3 WAAM 3.2 Film Playhouse 3.2 October Videodex	<b>BOSTON</b>	<b>WNAC-TV—Sat 6:00</b> 9.8 WBZ-TV 17.0 Football 17.0	<b>CHICAGO</b>	<b>WBKB—Sun 5:00</b> 7.4 WBBM-TV 10.6 Omnibus 10.6 WNBQ 4.2 Meet the Press 4.2	<b>LOS ANGELES</b>	<b>KTTV—Wed 7:30</b> 12.2 KNXT 19.9 Blue Ribbon Bouts 19.9 KLAC-TV 18.8 Liberace 18.8	<b>WASHINGTON</b>	<b>WNBW—Mon 10:30</b> 14.5 WTOP-TV 33.7 Studio One 33.7 WTTG 5.1 Boxing 5.1
	<b>Amos 'N' Andy</b>	<b>BOSTON</b>	<b>WBZ-TV—Tu 11:15</b> 13.0 WNAC-TV 13.5 What's My Line 13.5 November Telepulse	<b>CHICAGO</b>	<b>WBBM-TV—Sun 2:30</b> 6.8 WBKB 5.8 Hank McCune 5.8 WNBQ 3.4 Excursion 3.4	<b>NEW YORK</b>	<b>WCBS-TV—Sun 2:00</b> 6.0 WABD 13.2 Football 13.2 WPIX 2.0 Double Feature Theatre 2.0	<b>SAN ANTONIO</b>	<b>WOAI-TV—Mon 9:30</b> 23.0 KEYL-TV 35.3 Studio One 35.3	<b>SEATTLE</b>
<b>Badge 714 (re-run of Dragnet)</b>	<b>BOSTON</b>	<b>WNAC-TV—Sat 2:00</b> 13.5 WBZ-TV 10.5 Press Box Review; Football 10.5 November Telepulse	<b>DETROIT</b>	<b>WWJ-TV—Sun 7:00</b> 11.8 WXYZ-TV 19.3 You Asked for It 19.3 WJBK-TV 4.5 Meet UAW-CIO 4.5	<b>LOS ANGELES</b>	<b>KTTV—Sat 7:30</b> 7.5 KNBH 8.0 Ethel & Albert 8.0 KNXT 6.5 Mirror Theatre 6.5	<b>SAN FRANCISCO</b>	<b>KPIX—Wed 9:00</b> 23.3 KRON-TV 21.3 Kraft TV Theatre 21.3 KGO-TV 12.8 Liberace 12.8	<b>WASHINGTON</b>	<b>WNBW—Wed 7:00</b> 10.2 WTTG 8.8 Captain Video; Marge & Jeff 8.8 WTOP-TV 5.8 Mark Evans 5.8
<b>Boston Blackie</b>	<b>BALTIMORE</b>	<b>WBAL-TV—Wed 10:30</b> 12.5 WMAR-TV 15.5 Blue Ribbon Bouts 15.5 WAAM 12.3 Wrestling 12.3 September Videodex	<b>CHICAGO</b>	<b>WGN-TV—Th 9:30</b> 14.2 WBBM-TV 13.9 City Hospital 13.9 WNBQ 10.5 Foreign Intrigue 10.5	<b>DALLAS-FT. WORTH</b>	<b>WBAP-TV—Wed 9:00</b> 10.3 KRLD-TV 10.1 March of Time 10.1 WFAA-TV 3.9 Public Prosecutor; Champ. Baseball 3.9	<b>LOS ANGELES</b>	<b>KNBH—Sat 8:00</b> 15.2 KNXT 14.6 Larry Storch Show 14.6 KTLA 12.0 Spade Cooley 12.0	<b>WASHINGTON</b>	<b>WTOP-TV—Tu 8:30</b> 14.7 WNBW 16.2 Break the Bank 16.2 WTTG 7.5 The Music Show 7.5
<b>China Smith</b>	<b>CLEVELAND</b>	<b>WNBK—Th 10:30</b> 11.7 WEWS 12.8 Favorite Story 12.8 WXEL 7.4 Fable For Summer Night 7.4 September Videodex	<b>DETROIT</b>	<b>WXYZ-TV—Th 8:00</b> 9.4 WWJ-TV 39.3 Dragnet 39.3 WJBK-TV 11.3 Lux Video Theatre 11.3	<b>LOS ANGELES</b>	<b>KECA-TV—Fri 8:30</b> 4.4 KNXT 14.1 4-Star Playhouse 14.1 KTLA 11.0 Lawrence Welk's Music 11.0	<b>NEW YORK</b>	<b>WABC-TV—Sun 6:30</b> 1.4 WNBT 7.0 Roy Rogers 7.0 WCBS-TV 5.5 You Are There 5.5	<b>SAN FRANCISCO</b>	<b>KGO-TV—Fri 9:00</b> 10.6 KRON-TV 18.5 Soundstage 18.5 KPIX 6.5 Candy Theatre 6.5
<b>Captured (re-run of Gangbusters)</b>	<b>BALTIMORE</b>	<b>WAAM—Th 10:30</b> 6.3 WMAR-TV 12.0 Amateur Hour 12.0 WBAL-TV 11.5 Death Valley Days 11.5 November Telepulse	<b>DETROIT</b>	<b>WWJ-TV—Sat 11:00</b> 8.8 WJBK-TV 9.5 Gasinator Theatre 9.5 WXYZ-TV 7.3 Feature Film 7.3	<b>LOS ANGELES</b>	<b>KTTV—Sat 8:30</b> 4.9 KNXT 21.8 Jackie Gleason 21.8 KTLA 10.4 Spade Cooley 10.4	<b>NEW YORK</b>	<b>WOR-TV—Wed 10:00</b> 3.9 WNBT 26.7 This is Your Life 26.7 WCBS-TV 15.2 Boxing 15.2	<b>SAN FRANCISCO</b>	<b>KRON-TV—Tu 10:30</b> 10.0 KPIX 11.0 News; Public Prosecutor 11.0 KGO-TV 9.3 Chevron Theatre 9.3
<b>The Cisco Kid</b>	<b>ATLANTA</b>	<b>WAGA-TV—Sat 7:00</b> 16.3 WSB-TV 12.3 Paul Winchell 12.3 WLW-A 5.0 TV Teen Club 5.0 December Telepulse	<b>BALTIMORE</b>	<b>WBAL-TV—Tu 7:00</b> 16.0 WMAR-TV 7.0 7 O'Clock Final; WMAR-TV Presents 7.0 WAAM 4.8 Movie Time; John Daly News 4.8	<b>BOSTON</b>	<b>WNAC-TV—Th 6:30</b> 9.5 WBZ-TV 3.5 Sue Bennett Show; Machine Workers 3.5	<b>CHICAGO</b>	<b>WBKB—Sun 5:00</b> 16.6 WBBM-TV 9.8 Omnibus 9.8 WNBQ 8.2 Meet The Press 8.2	<b>COLUMBUS</b>	<b>WBNS-TV—Fri 7:00</b> 21.0 WTVN 10.0 Captain Video; News 10.0 WLW-C 8.5 TV Soundstage 8.5

# RAMAR of the jungle

*starring Jon Hall*



It's the *only* show of its kind in all television! No chance of sponsor *mis*-identification with RAMAR, because there's no other show like it on the TV screens.

It's a show for children – with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

**All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.**



*for station operators...*

## THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch . . . stations like to run . . . advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than \$100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!





## YOUR\* STAR SHOWCASE



with your host, *Mr. Edward Arnold*

Here's a successful, *tested* program — that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR\* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be *the* showcase for your product.

\*Advertiser or brand name

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coming soon.

## THE ADVENTURES OF ELLERY QUEEN

starring *Hugh Marlowe*



A brand new half-hour series with a tradition of outstanding success — in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years. Now, with Hugh Marlowe in the title role, an exciting telecast series of new adventures are being filmed in Hollywood for May release.

Reserve your markets now. It's like putting money in the bank.

**FILM BUYING  
GUIDE**

City Detective	ATLANTA	<b>WSB-TV—Sat 10:30</b> 11.3	WLW-A Wrestling 9.4 WAGA-TV Dancing Party 1.6 September Videodex	BUFFALO	<b>WBEN-TV—Th 10:30</b> 22.4	CLEVELAND	<b>WNBK—Wed 10:30</b> 11.3 WXEL IBC Boxing 15.6 WEWS Koolvent Theatre 7.1	LOS ANGELES	<b>KNBH—Mon 10:30</b> 9.2 KNXT News 6.5 KLAC-TV Feature Film 3.4	SAN FRANCISCO	<b>KRON-TV—Fri 10:00</b> 16.2 KGO-TV Film 7.1 KPIX News; Music 6.3
	Cowboy G-Men	BOSTON	<b>WBZ-TV—Sun 2:00</b> 10.5	WNAC-TV Football 18.3 December Telepulse	CINCINNATI	<b>WCPO-TV—Sun 1:30</b> 15.3	COLUMBUS	<b>WBNS-TV—Sat 6:30</b> 19.5	DALLAS-FT. WORTH*	<b>KRLD-TV—Sun 1:30</b> 10.3	DETROIT
Craig Kennedy Criminologist		DALLAS-FT. WORTH	<b>WBAP-TV—Th 9:30</b> 11.6	KRLD-TV Into the Night 7.4 WFAA-TV Religion in American Life 6.9 August Videodex	LOS ANGELES	<b>KHJ-TV—Mon 7:30</b> 10.1	PHILADELPHIA	<b>WCAU-TV—Th 7:00</b> 14.4			
	Crown Theatre	CHICAGO	<b>WBKB—Tu 10:00</b> 13.0	WNBQ Weatherman; J. Angell, News 10.7 WGN-TV 4 Leaf Clover Theatre 10.3 October Videodex	LOS ANGELES	<b>KTTV—Tu 8:00</b> 13.4	PITTSBURGH	<b>WDTV—Fri 9:30</b> 33.1	SAN ANTONIO	<b>KEYL—Th 9:30</b> 11.8	SAN FRANCISCO
Dangerous Assignment		CHICAGO	<b>WBKB—Fri 9:30</b> 7.4	WBBM-TV Favorite Story 16.9 WGN-TV Down You Go 13.5 September Videodex	DALLAS-FT. WORTH	<b>WFAA-TV—Wed 9:30</b> 6.3	LOS ANGELES	<b>KNBH—Tu 10:30</b> 12.2	NEW YORK	<b>WOR-TV—Sat 9:00</b> 4.5	SAN FRANCISCO
	Douglas Fairbanks Presents	DETROIT	<b>WWJ-TV—Wed 7:00</b> 15.9	WJBK-TV Carpet Theatre 17.2 WXYZ-TV Theatre 6.2 October Videodex	LOS ANGELES	<b>KNBH—Th 7:00</b> 11.1	SAN ANTONIO	<b>KEYL—Th 10:00</b> 14.1	SAN FRANCISCO	<b>KRON-TV—Sat 8:00</b> 16.3	WASHINGTON
Favorite Story		ATLANTA	<b>WAGA-TV—Tu 7:00</b> 14.2	WLW-A Swingbillies; Marge & Jeff 8.3 WSB-TV Successful Gardening; Sunshine Boys 7.3 October Videodex	CHICAGO	<b>WBBM-TV—Fri 9:30</b> 15.2	DALLAS-FT. WORTH	<b>WBAP-TV—Fri 9:00</b> 15.1	LOS ANGELES	<b>KTTV—Wed 8:00</b> 9.6	PHILADELPHIA
	Famous Playhouse	BALTIMORE	<b>WMAR-TV—Mon 11:30</b> 16.1	WAAM Nocturne Movies 6.2 WBAL-TV News, Weather, Sports; Picture Playhouse 3.5 October Videodex	KALAMAZOO-GR. RAPIDS	<b>WKZO-TV—Tu 7:00</b> 13.0	LOS ANGELES	<b>KTTV—Tu 7:30</b> 12.8	LOS ANGELES	<b>KECA-TV—Tu 9:30</b> 4.9	SAN FRANCISCO
Fearless Fosdick		ATLANTA	<b>WAGA-TV—Fri 4:30</b> 4.7	WSB-TV Howdy Doody 8.0 WLW-A Circle 8 Ranch 6.4 August Videodex	DALLAS-FT. WORTH	<b>WBAP-TV—Mon 6:30</b> 8.2	MILWAUKEE	<b>WTMJ-TV—Sat 12:30</b> 9.8			
	Foreign Intrigue	CLEVELAND	<b>WEWS—Sun 10:00</b> 23.0	WNBK Letter to Loretta 21.3 WXEL Jeweler's Showcase 6.0 December Telepulse	BIRMINGHAM	<b>WBRC-TV—Th 9:30</b> 20.0	LOS ANGELES	<b>KNXT—Th 10:30</b> 15.4	PHILADELPHIA	<b>WCAU-TV—Th 10:30</b> 11.4	

Front Page Detective	DAYTON	LOS ANGELES	NEW YORK	SAN ANTONIO	WASHINGTON
	<b>WLW-D—Sun 10:00</b> 8.8 WHIO-TV News; Feature Film 8.5 September Videodex	<b>KTTV—Sun 9:00</b> 6.2 KNXT Toast of the Town 21.4 KNBH TV Theatre 18.2	<b>WABD—Fri 7:30</b> 6.1 WNBT Coke Time; News 11.1 WCBS-TV News; Perry Como 9.9	<b>WOAI-TV—Sun 9:00</b> 13.9 KEYL News 10.7	<b>WTOP-TV—Sun 7:00</b> 6.2 WMAL-TV You Asked For It 15.6 WNBW Winchell-Mahoney 14.7
Gene Autry Show	BALTIMORE	BIRMINGHAM	LOS ANGELES	PHILADELPHIA	WASHINGTON
	<b>WMAR-TV—Tu 8:00</b> 18.0 WBAL-TV Milton Berle 34.5 WAAM Bishop Sheen 8.3 December Telepulse	<b>WABT—Mon 6:00</b> 27.5 WBRC-TV Happy Hal Burns 11.0	<b>KNXT—Sun 5:30</b> 11.5 KTLA Make Believe Stars 8.4 KNBH Man of the Year 7.7	<b>WCAU-TV—Tu 8:00</b> 11.8 WPTZ Milton Berle 30.2 WFIL-TV Bishop Sheen 16.6	<b>WTOP-TV—Tu 8:00</b> 13.0 WNBW Milton Berle 32.2 WTTG Bishop Sheen 11.8
Heart of the City (re-run of Big Town)	BOSTON	CINCINNATI	DETROIT	LOS ANGELES	SAN FRANCISCO
	<b>WBZ-TV—Th 11:15</b> 8.0 WNAC-TV Dealers' Theatre 9.5 November Telepulse	<b>WKRC-TV—Wed 9:00</b> 20.0 WLW-TV Kraft TV Theatre 22.5 WCPO-TV Strike It Rich 18.8	<b>WXYZ-TV—Wed 7:00</b> 10.0 WJBK-TV Carpet Theatre 13.8 WWJ-TV Douglas Fairbanks 8.8	<b>KTTV—Fri 10:30</b> 5.9 KLAC-TV Wrestling 7.9 KNXT 10:30 News 5.2	<b>KRON-TV—Mon 10:30</b> 13.5 KPIX News; Don Regan 11.0 KGO-TV Payless Theatre 3.3
Hollywood Off-Beat	CINCINNATI	COLUMBUS	LOS ANGELES	SAN ANTONIO	
	<b>WKRC-TV—Wed 8:00</b> 11.3 WLW-T Kraft TV Theatre 20.1 WCPO-TV Strike It Rich 18.8 September Videodex	<b>WBNS-TV—Sun 8:30</b> 16.5 WLW-C TV Playhouse 28.2 WTVN The Plainclothesman 14.6	<b>KTTV—Wed 8:30</b> 11.7 KNXT Man Against Crime 17.4 KTLA Frosty Frolics 12.4	<b>KEYL—Fri 9:00</b> 14.3 WOAI-TV Hollywood Theatre 12.7	
Hopalong Cassidy	ATLANTA	LOS ANGELES	NEW YORK	SALT LAKE CITY	WASHINGTON
	<b>WSB-TV—Fri 6:00</b> 14.3 WAGA-TV News; Wranglers; Weather 9.5 WLW-A Captain Video; Swingbillies 7.3 December Telepulse	<b>KTTV—Wed 7:00</b> 9.4 KNXT Boxing 18.7 KECA-TV Sky King 4.2	<b>WNBT—Sat 6:30</b> 17.2 WCBS-TV News Summary; Sports—Red Barber 7.4 WABD Football 4.3	<b>KDYL-TV—Fri 6:30</b> 31.0 KSL-TV Twenty Questions 13.3	<b>WNBW—Fri 7:00</b> 13.4 WTOP-TV Mark Evans Show 6.8 WTTG Captain Video; Movie Quick Quiz 6.8
I Led Three Lives	CLEVELAND	DALLAS-FT. WORTH	DETROIT	NEW YORK	SAN FRANCISCO
	<b>WEWS—Fri 10:30</b> 17.4 WNBK Greatest Fights; Short 16.1 WXEL Down You Go 7.4 October Videodex	<b>WFAA-TV—Sun 9:00</b> 13.0 KRLD-TV The Web 16.3 WBAP-TV Letter to Loretta 15.3	<b>WJBK-TV—Th 10:30</b> 13.2 WXYZ-TV Black Spider 6.8 WWJ-TV Michigan Outdoors 6.6	<b>WNBT—Sun 10:30</b> 11.3 WCBS-TV What's My Line 23.9 WATV Bowling 3.7	<b>KRON-TV—Th 10:30</b> 16.5 KGO-TV Football Film 9.8 KPIX News; Little Theatre 7.7
Invitation Playhouse	LOS ANGELES	MINNEAPOLIS-ST. PAUL	NEW YORK	ST. LOUIS	
	<b>KLAC-TV—Wed 7:00</b> 6.0 KNXT Blue Ribbon Bouts 16.0 KTTV Hopalong Cassidy 15.7 August Videodex	<b>WCCO-TV—Fri 9:30</b> 11.1 KSTP-TV Rocky King 12.6	<b>WNBT—Th 7:15</b> 4.2 WABD Captain Video 6.0 WCBS-TV Early Show 4.5	<b>KSD-TV—Sun 4:30</b> 13.1	
John Kieran's Kaleidoscope	BOSTON	MILWAUKEE	PHILADELPHIA	SAN FRANCISCO	
	<b>WNAC-TV—Sun 6:45</b> 11.6 WBZ-TV Playhouse 14.9 August Videodex	<b>WTMJ-TV—Sun 4:45</b> 17.2	<b>WPTZ—Sun 6:45</b> 8.2 WCAU-TV Adventure 6.9 WFIL-TV Little Theatre 6.6	<b>KRON-TV—Wed 7:30</b> 13.6 KPIX Blue Ribbon Bouts 32.2 KGO-TV Date With Judy 9.0	
Johnny Mack Brown	CINCINNATI	CLEVELAND	COLUMBUS		
	<b>WCOP-TV—Sun noon</b> 9.5 WLW-T Starmaker Revue; Floral Magic; City Farm Extra 4.8 WKRC-TV Facts Forum; U.C. in the Home 1.9 December Telepulse	<b>WNBK—Sat 6:30</b> 13.5 WXEL Football 16.3 WEWS Catholic Schools; Sports—Red Barber 6.5	<b>WBNS-TV—Fri 6:00</b> 12.8 WTVN Early Home Theatre 6.8 WLW-C Comedy Carnival; News & Sports 6.3		
Lash of the West	BOSTON	CINCINNATI	CLEVELAND	COLUMBUS	
	<b>WNAC-TV—Sat 9:45 am</b> 2.6 WBZ-TV No programming August Videodex	<b>WCPO-TV—Sat 12:30</b> 2.0 WKRC-TV Circle 12 Ranch 6.7 WLW-T Western Film 4.3	<b>WXEL—Sat 10:15</b> 1.2 WNBK Red Wagon 2.9 WEWS Cabbages & Queens 2.7	<b>WTVN—Sat 9:45</b> 0.8 WLW-C Breakfast Party 1.6	

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The National Safety Council has given one of its top honors to the Clark Equipment Co. of Battle Creek, Michigan, for producing a unique, driver-training film entitled "Safety Saves." Designed to explain safe driving practices to operators of fork-lift trucks, the film is based on the dangerous driving habits of a "villain" called Willie the Cowboy. Willie's show-off driving leads him from one narrow escape to another. But he pays no heed, until he finally learns his lesson . . . too late.

Engaged in manufacturing material-handling equipment, the Clark Co. has long recognized the great value of films for explaining the proper operation of this machinery. Clark dealers all over the world can choose from over 15 different titles. Many of these films were made "right on the spot," showing Clark equipment in active use by

Clark's customers. Special lighting was often impossible, so the extreme versatility of a high-speed film, such as Du Pont "Superior" 3, was especially helpful. That's why every foot of "Safety Saves" was shot on this fast film.

Try out the exceptional speed of Du Pont "Superior" 3. Its A.S.A. incandescent rating of 100 permits splendid results under the trickiest conditions of interior lighting . . . captures shots impossible with slower emulsions. It has a daylight rating of 125 . . . wide latitude . . .

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	<p><b>COLUMBUS</b></p> <p><b>WLW-C—Fri 8:30 12.7</b> WBNS-TV Hollywood Theatre 16.6 WTVN Half Hour Theatre 14.3 September Videodex</p>	<p><b>DETROIT</b></p> <p><b>WWJ-TV—Th 9:30 14.0</b> WJBK-TV Your TV Theatre 16.0 WXYZ-TV Motor City Fights 10.4</p>	<p><b>KALAMAZOO-GR. RAPIDS</b></p> <p><b>WKZO-TV—Wed 8:30 16.5</b> WOOD-TV Douglas Fairbanks 12.4</p>	<p><b>LOS ANGELES</b></p> <p><b>KECA-TV—Tu 8:30 7.6</b> KNXT The Web 14.3 KTTV Terry &amp; Pirates 12.5</p>	<p><b>PHILADELPHIA</b></p> <p><b>WPTZ—Tu 10:30 11.3</b> WFIL-TV P.A.L. Fights 9.1 WCAU-TV Youth Takes a Stand 4.7</p>
	<p><b>ATLANTA</b></p> <p><b>WSB-TV—Fri 7:00 15.3</b> WAGA-TV Cowboy G-Men 12.8 WLW-A Swingbillies; John Daly News 5.8 December Telepulse</p>	<p><b>BIRMINGHAM</b></p> <p><b>WABT—Sat 6:00 25.8</b> WBRC-TV Mr. Wizard 10.3</p>	<p><b>CHICAGO</b></p> <p><b>WBKB—Sun 2:00 12.0</b> WBBM-TV Favorite Story 8.2 WGN-TV Theatre of Romance 3.6</p>	<p><b>DETROIT</b></p> <p><b>WXYZ-TV—Fri 6:30 13.0</b> WJBK-TV Telenews Ace; Sports, Weather WWJ-TV Time Off For Sports; Man About Town 5.8</p>	<p><b>BOSTON</b></p> <p><b>WBZ-TV—Sat noon 9.8</b> WNAC-TV Big Top 12.0</p>
	<p><b>BOSTON</b></p> <p><b>WBZ-TV—Sun 7:00 25.8</b> WNAC-TV Life With Father 13.0 December Telepulse</p>	<p><b>CLEVELAND</b></p> <p><b>WEWS—Sun 7:00 23.3</b> WNBK Paul Winchell 15.3 WXEL You Asked For It 7.3</p>	<p><b>DETROIT</b></p> <p><b>WXYZ-TV—Fri 7:00 14.3</b> WJBK-TV Detroit This Week; Out of the Huddle 6.3 WWJ-TV Art Linkletter; Special Delivery 5.8</p>	<p><b>LOS ANGELES</b></p> <p><b>KNXT—Tu 7:00 9.7</b> KTTV Ramar of the Jungle 6.9 KNBH Big Break 5.5</p>	
	<p><b>ATLANTA</b></p> <p><b>WAGA-TV—Sun 10:00 9.4</b> WSB-TV Summer Theatre 9.6 WLW-A News; Chas Antell 2.6 August Videodex</p>	<p><b>LOS ANGELES</b></p> <p><b>KECA-TV—Th 7:00 4.9</b> KNXT Pantomime Quiz 9.7 KTTV Pet Exchange 7.6</p>	<p><b>PITTSBURGH</b></p> <p><b>WDTV—Sun 7:30 40.7</b></p>		
	<p><b>BOSTON</b></p> <p><b>WNAC-TV—Fri 10:30 16.0</b> WBZ-TV Greatest Fights; Saturday Kickoff 14.3 October Videodex</p>	<p><b>CHICAGO</b></p> <p><b>WGN-TV—Wed 9:00 6.0</b> WBBM-TV Blue Ribbon Bouts 19.0 WNBQ This is Your Life 18.5</p>	<p><b>CINCINNATI</b></p> <p><b>WLW-T—Fri 9:30 10.7</b> WKRC-TV Our Miss Brooks 22.7 WCPO-TV Comeback 4.0</p>	<p><b>DAYTON</b></p> <p><b>WLW-D—Fri 9:30 10.2</b> WHIO-TV Our Miss Brooks 30.2</p>	<p><b>LOS ANGELES</b></p> <p><b>KLAC-TV—Wed 8:30 11.2</b> KNXT Godfrey &amp; Friends 27.6 KNBH My Little Margie 16.2</p>
	<p><b>LOS ANGELES</b></p> <p><b>KECA-TV—Sun 8:30 3.2</b> KNBH The Big Payoff 15.0 KTTV Voice of Victory 7.3 September Videodex</p>	<p><b>MINNEAPOLIS</b></p> <p><b>WCCO-TV—Th 8:30 16.4</b> KSTP-TV Life Begins at 80 10.4</p>	<p><b>SAN ANTONIO</b></p> <p><b>KEYL—Th 9:30 11.3</b> WOAI-TV Yesterday's Newsreel; Stranger Than Fiction 11.6</p>	<p><b>TOLEDO</b></p> <p><b>WSPD-TV—Th 10:30 17.0</b></p>	
	<p><b>BIRMINGHAM</b></p> <p><b>WBRC-TV—Sat 10:00 4.0</b> WAFM-TV Chance of a Lifetime 12.0 August Videodex</p>	<p><b>BOSTON</b></p> <p><b>WNAC-TV—Sun 6:30 12.0</b> WBZ-TV Playhouse 14.7</p>	<p><b>DALLAS-FT. WORTH</b></p> <p><b>KRLD-TV—Fri 9:00 10.4</b> WBAP-TV Favorite Story 12.3 WFAA-TV The Goldbergs 7.2</p>	<p><b>PHILADELPHIA</b></p> <p><b>WPTZ—Fri 11:00 5.3</b> WCAU-TV News &amp; Weather 6.8 WFIL-TV News &amp; Weather 4.5</p>	
	<p><b>BOSTON</b></p> <p><b>WBZ-TV—Fri 11:15 10.3</b> WNAC-TV Name's the Same 13.0 November Telepulse</p>	<p><b>CHICAGO</b></p> <p><b>WNBQ—Sun 9:30 11.6</b> WBBM-TV What's My Line 30.8 WGN-TV Ethel Barrymore 7.6</p>	<p><b>DETROIT</b></p> <p><b>WWJ-TV—Sun 6:30 10.8</b> WXYZ-TV Boston Blackie 19.0 WJBK-TV You Are There 9.8</p>	<p><b>SAN FRANCISCO</b></p> <p><b>KRON-TV—Mon 7:00 15.8</b> KPIX Studio One 29.5 KGO-TV Sky King 7.8</p>	<p><b>WASHINGTON</b></p> <p><b>WNBW—Mon 7:00 6.2</b> WTTG Captain Video; Movie Quick Quiz 10.4 WTOP-TV Mark Evans 7.2</p>
	<p><b>DAYTON</b></p> <p><b>WLW-D—Mon 7:00 7.5</b> WHIO-TV Walter Winchell; Orchid Award 19.5 November Telepulse</p>	<p><b>LOS ANGELES</b></p> <p><b>KNBH—Mon 7:00 4.2</b> KNXT Studio One 21.9 KECA-TV The Cisco Kid 10.7</p>	<p><b>SEATTLE</b></p> <p><b>KTNT-TV—Tu 8:00 14.0</b> KING-TV Favorite Story 33.0 KMO-TV Milton Berle 7.8</p>		
	<p><b>CLEVELAND</b></p> <p><b>WXEL—Th 10:30 7.3</b> WEWS Favorite Story 21.8 WNBK Into the Night 10.8 November Telepulse</p>	<p><b>DETROIT</b></p> <p><b>WWJ-TV—Tu 10:30 9.8</b> WJBK-TV Favorite Story 16.0 WXYZ-TV Name's the Same 14.5</p>	<p><b>MINNEAPOLIS-ST. PAUL</b></p> <p><b>WCCO-TV—Mon. 10:00 16.8</b> KSTP-TV News, Weather, Sports 18.3 WTCN-TV Three Star Final 5.3</p>	<p><b>SAN FRANCISCO</b></p> <p><b>KRON-TV—Sun 4:30 8.0</b> KPIX Football 28.3 KGO-TV Frank Leahy 5.5</p>	

# TV Audience Characteristics

## Sets in Use By Hours

Time	% Sets in Use	Time	% Sets in Use
6:00 AM	.1	3:00	21.0
7:00	1.8	4:00	25.5
8:00	4.9	5:00	33.8
9:00	8.3	6:00	39.7
10:00	14.0	7:00	46.9
11:00	16.8	8:00	59.3
12:00	18.7	9:00	60.9
1:00 PM	18.8	10:00	54.4
2:00	19.1	11:00	36.9

(Copyright 1953 A. C. Nielsen)

## Audience Composition by time periods

### Women viewers per set by time periods

Sunday	Monday-Friday	Saturday
Morning	.82	.60
Afternoon	1.07	.89
Evening	1.15	1.10

### Men viewers per set by time periods

Sunday	Monday-Friday	Saturday
Morning	.75	.51
Afternoon	.93	.75
Evening	.98	.95

### Children (12 and under) viewing by time periods

Sunday	Monday-Friday	Saturday
Morning	1.05	1.00
Afternoon	.60	.85
Evening	.47	.71

### Teen-agers viewing by time periods

Sunday	Monday-Friday	Saturday
Morning	.21	.22
Afternoon	.28	.23
Evening	.22	.26

Source: National Videodex; December, 1953. Morning: 9:00 AM-noon; Afternoon: noon-6:00 PM; Evening: 6:00-11:30 PM.

## Where does the TV audience live?

Despite high saturation, the characteristics of TV owners are different from those of the U. S. population as a whole. Income, geographic distribution and occupation vary from the national pattern. From National Consumers Panel, Market Research Corporation of America, July 1953.

The northeast section of the U. S. has the highest concentration of set owners; the south, the lowest. While a large proportion of set owners are in the big cities, almost one out of every four farms have TV.

City Size	% of All TV Families in U. S.	% of Each Group Who Are TV Owners
Farm	6.5	23.4
Under 2,500	8.6	26.1
2,500 to 50,000	9.5	30.6
50,000 to 500,000	23.8	51.2
500,000 and Over	51.6	78.0
	100.0	

## Geographic Area

Northeast	40.2	69.1
South	12.7	30.1
North Central	30.8	49.7
Mountain & Southwest	6.3	30.6
Pacific	10.0	46.7
	100.0	

## What is the economic background of the TV audience?

Set owners are better off economically than the population as a whole. Families in the lowest economic group own the fewest sets.

Economic Class	% of All TV Families in U. S.	% of Each Group Who Are TV Owners
A (High)	30.1	58.3
B	27.9	55.4
C	25.8	49.9
D (Low)	16.2	31.8
	100.0	

## Education

Grammar School	42.8	43.0
High School	44.7	57.0
College	12.5	48.4
	100.0	

## Occupation

Laborer & Operator	24.5	53.6
Prof. & Executive	21.5	54.9
Clerical, Sales, Service	18.2	52.4
Crafts, Skilled Labor	20.2	61.1
Farmer	4.8	20.3
Unclassified	10.8	28.9
	100.0	

## The TV Family

Two out of three TV families have children under 20. TV families are larger than average.

Family Size	% of All TV Families in U. S.	% of Each Group Who Are TV Owners
1 & 2 Members	27.3	37.8
3 Members	25.5	51.8
4 & 5 Members	35.3	58.3
6 Members & Over	11.9	52.9
	100.0	

## Age of Housewife

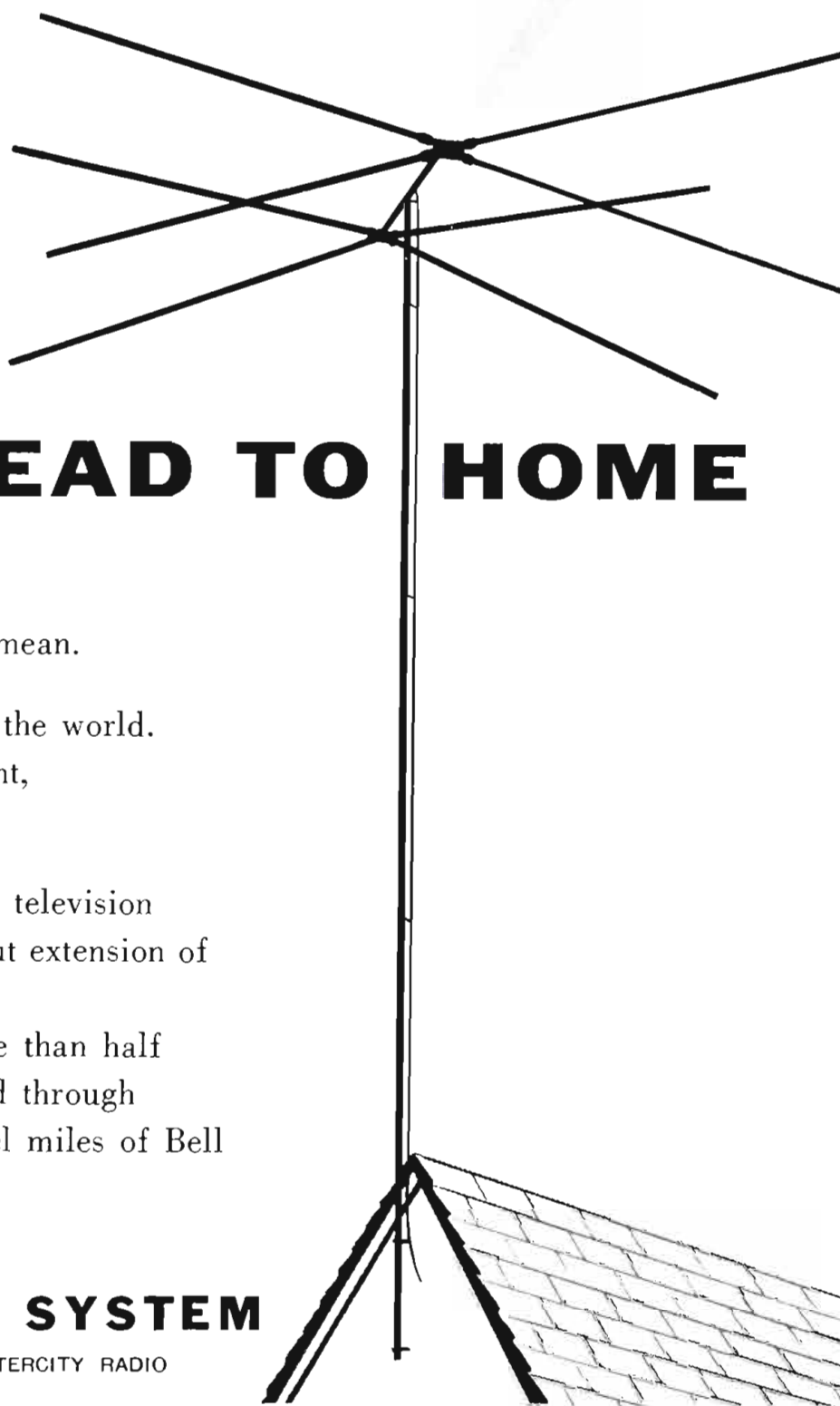
Under 35 Years	41.7	57.5
35 Thru 44 Years	26.8	60.3
45 Years & Over	31.5	40.0
	100.0	

## Presence of Children

5 Years & Under	27.3	58.0
6 Thru 12 Years	39.6	58.2
13 Thru 20	26.4	51.1
No Children	36.6	39.2

Source: National Consumers Panel, Market Research Corp. of America





# ALL ROADS LEAD TO HOME

The "roads" that television travels, we mean.

Today the American home is unique in the world. Television keeps it rich with entertainment, information and new ideas.

The broadband transmission "roads" of television are complex, and expensive to build. But extension of facilities is going ahead in stride with industry requirements. Right now, more than half the nation's population could be reached through stations connected by the 50,000 channel miles of Bell System television network.



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## Expenditures in Magazines, Newspaper Sections, Network Radio and Television for 1953

Figures are for gross time and space  
Compiled by Publishers Information Bureau

COMPANY	Total Expenditures	Magazines			Newspaper Sections	Network Radio	Network Television
		General	Farm	Total			
Procter & Gamble Co.	\$37,522,507	\$6,386,478	\$500,697	\$6,887,175	\$1,503,340	\$14,341,931	\$14,790,061
General Motors Corp.	30,383,839	16,697,808	1,775,735	18,473,543	1,451,155	2,591,513	7,867,628
Colgate Palmolive Co.	26,234,679	4,765,826	139,117	4,904,943	4,560,570	5,614,721	11,154,445
General Foods Corp.	23,263,148	7,506,004	561,636	8,067,640	1,930,616	6,790,739	6,474,153
Lever Brothers Co.	19,157,473	3,435,268	82,800	3,518,068	5,046,065	4,999,197	5,594,143
American Tobacco Co.	15,767,207	4,282,163	147,600	4,429,763	1,610,216	2,437,267	7,289,961
R. J. Reynolds Tobacco Co.	15,608,275	2,476,616	344,260	2,820,876	477,785	3,256,276	9,053,338
General Electric Co.	15,267,241	8,340,237	547,750	8,887,987	175,105	1,560,495	4,643,654
General Mills, Inc.	14,868,092	3,535,823	206,141	3,741,964	950,700	4,627,955	5,547,473
Gillette Co.	13,785,167	635,212	57,100	692,312	685,233	5,803,114	6,604,508
Chrysler Corp.	13,063,183	7,350,013	577,628	7,927,641	1,223,745	905,005	3,006,792
Liggett & Myers Tobacco Co.	12,389,843	1,806,585		1,806,585		4,374,014	6,209,244
Ford Motor Co.	12,261,603	5,967,592	389,428	6,357,020	1,403,540	200,769	4,300,274
P. Lorillard Co.	10,954,284	2,422,828		2,422,828	538,022	2,952,387	5,041,047
Campbell Soup Co.	10,572,912	3,867,542		3,867,542	1,052,020	2,305,692	3,347,658
American Home Products Corp.	9,505,887	1,487,635	192,681	1,680,316	255,984	4,393,477	3,176,110
Sterling Drug, Inc.	9,404,918	1,381,268	154,659	1,535,927	1,388,569	5,955,302	525,120
National Dairy Products Corp.	8,911,001	2,511,662	128,593	2,640,255	1,483,415	997,382	3,789,949
Miles Labs, Inc.	8,472,097	763,995	25,916	789,911	231,582	7,450,604	
Pillsbury Mills, Inc.	7,885,170	1,942,156	35,970	1,978,126	289,815	2,247,316	3,369,913
Swift & Co.	7,829,083	2,686,847	227,424	2,914,271	828,888	3,390,442	695,482
Philip Morris & Co., Ltd., Inc.	7,205,826	943,794		943,794		1,939,738	4,288,794
Kellogg Co.	6,702,082	1,388,831	162,185	1,551,016	378,925	1,378,215	3,393,926
Westinghouse Electric Corp.	6,597,293	1,732,139	10,300	1,742,439	395,548		4,459,306
Distillers Corp., Seagrams, Ltd.	6,571,227	6,571,227		6,571,227			
Goodyear Tire & Rubber Co.	6,357,239	4,124,250	403,070	4,527,320	46,000	333,684	1,450,235
Quaker Oats Co.	6,104,220	1,711,922	281,138	1,993,060	939,020	1,534,904	1,637,236
Philco Corp.	5,861,707	2,046,338	88,750	2,135,088	136,000	2,112,926	1,477,693
Bristol Myers Co.	5,676,862	2,254,651	136,193	2,390,844	970,382	466,015	1,849,621
S. C. Johnson & Son, Inc.	5,630,108	933,459		933,459	276,460	2,111,234	2,308,955
Radio Corp. of America	5,301,228	2,179,248	35,530	2,214,778	49,833	860,946	2,175,671
Kaiser Motors Corp.	4,883,138	1,360,279	179,225	1,539,504	390,750	2,264,835	688,049
American Telephone & Telegraph Co.	4,782,911	3,632,169	333,530	3,965,699		817,212	
The Coca Cola Co.	4,403,090	1,935,909	130,200	2,066,109		731,173	1,605,808
Standard Brands, Inc.	4,389,316	1,753,830	91,737	1,845,567	1,030,048		1,513,701
Armour & Co.	4,385,385	2,138,417	44,740	2,183,157	451,174	1,004,249	746,805
Firestone Tire & Rubber Co.	4,144,914	1,667,186	160,475	1,827,661		745,643	1,571,610
Schenley Industries, Inc.	4,136,969	3,811,417		3,811,417	26,395		299,157
International Cellucotton Products	4,055,837	1,804,400		1,804,400	956,120	684,822	610,495
E. I. Du Pont de Nemours & Co.	4,005,625	3,217,190	154,941	3,372,131	7,269	160,935	465,290
National Distillers Products Corp.	3,898,657	3,863,123	35,534	3,898,657			
Avco Manufacturing Corp.	3,884,877	2,329,892	324,851	2,654,743	168,003	6,020	1,056,111
Johnson & Johnson	3,675,162	2,747,465	183,897	2,931,362	397,102		346,698
The Texas Co.	3,674,352	2,317,259	183,950	2,501,209		315,043	858,100
Scott Paper Co.	3,650,449	1,864,470		1,864,470	267,752		1,518,227
Rexall Drug, Inc.	3,429,254	1,662,013	212,825	1,874,838		1,497,701	96,715
Eastman Kodak Co.	3,248,052	3,101,432		3,101,432	146,620		
Nash-Kelvinator Corp.	3,215,886	2,695,306	78,020	2,773,326	331,610		110,950
The Andrew Jergens Co.	3,211,073	1,843,446	85,350	1,928,796	597,243	368,969	316,065
Admiral Corp.	3,070,498	1,371,948	42,910	1,414,858	177,590	203,694	1,274,356
Manhattan Shop Co., Inc.	3,027,669	331,811		331,811	135,201	2,560,657	
Carter Products, Inc.	2,988,359				8,875	774,907	2,204,577
Sylvania Electric Products, Inc.	2,872,895	720,416	11,000	731,416	694,913	82,718	1,363,848
Block Drug Co., Inc.	2,828,870	178,054	57,050	235,104	771,956	171,280	1,650,530
Pabst Brewing Co.	2,810,932	484,036		484,036		17,000	2,309,896
The Borden Co.	2,696,509	1,575,084	35,802	1,610,886		36,990	1,048,633
Corn Products Refining Co.	2,669,872	1,399,617	112,688	1,512,305	837,602	239,775	80,190
William Wrigley, Jr., Co.	2,666,997	454,063		454,063		1,606,739	606,195
Joseph Schlitz Brewing Co.	2,651,739	1,271,511		1,271,511			1,380,228
The Electric Auto Lite Co.	2,646,503	622,123	116,760	738,883	28,250	698,747	1,180,623
Armstrong Cork Co.	2,645,442	1,301,328	42,500	1,343,828		306,784	994,830
Pet Milk Co.	2,643,785					1,184,729	1,459,056
Serutan Co.	2,606,096					254,795	2,109,909
The B. F. Goodrich Co.	2,560,475	1,434,475	242,266	1,676,741	241,392	34,737	848,997
National Biscuit Co.	2,492,123	1,219,120	33,928	1,253,048	283,862	814,473	140,740
California Packing Corp.	2,459,410	1,994,575		1,994,575	450,165	14,670	
U. S. Steel Corp.	2,423,495	1,302,654	305,229	1,607,883		572,892	242,720
The Nestle Co., Inc.	2,416,949	671,362	19,925	691,287	546,428	348,411	830,823
Hazel Bishop, Inc.	2,379,920	32,614		32,614		44,774	2,302,532
Aluminum Co. of America	2,317,156	1,365,127	140,100	1,505,227			811,929
Pepsi Cola Co.	2,313,116	800,116		800,116	953,505		559,495
Ralston-Purina Co.	2,267,443	640,856	59,500	700,356	104,020	855,984	607,083
The Lambert Co.	2,225,158	1,111,097	41,275	1,152,372	72,755	507,549	492,482
Carnation Co.	2,207,916	684,713	65,310	750,023		561,268	896,625
American Chicle Co.	2,202,739	74,990		74,990			2,127,749
Reynolds Metals Co.	2,197,747	458,764	88,879	547,643		418,559	1,231,545
Cluett Peabody & Co., Inc.	2,185,401	2,175,624		2,175,624	9,777		
Cannon Mills Co.	2,085,065	1,649,649	66,050	1,715,699		369,366	
Prudential Insurance Co. of America	2,019,671				562,730	846,138	610,803
Gulf Oil Corp.	1,996,518	408,865	36,000	444,865		302,231	1,249,422
Borg-Warner Corp.	1,964,908	1,590,331	174,799	1,765,130			199,778
Doubleday & Co., Inc.	1,960,417	924,518		924,518	1,023,616	12,283	
Helene Curtis Industries, Inc.	1,938,536	936,204		936,204	681,258		321,074
U. S. Rubber Co.	1,930,191	1,576,656	114,505	1,691,161	6,910		232,120
Jules Montenier, Inc.	1,910,216	224,365		224,365	163,990	356,502	1,174,359
Union Carbide & Carbon Corp.	1,882,349	1,636,319	62,004	1,698,323	184,026		
Hall Brothers, Inc.	1,849,106	159,528		159,528		637,048	1,052,530
Hiram Walker-Gooderham & Worts, Ltd.	1,836,919	1,818,157		1,818,157	18,762		
Green Glant Co.	1,835,085	865,667		865,667	292,545	309,873	367,000
Chesebrough Manufacturing Co.	1,825,910	512,952		512,952		848,038	464,920
Simoniz Co.	1,790,528	706,566		706,566	57,015		1,026,945
The S. O. S. Co.	1,789,504	822,398	65,599	887,997	36,385	118,500	746,622
Hunt Foods, Inc.	1,783,425	1,396,825		1,396,825	386,600		
Studebaker Corp.	1,777,204	1,343,512	361,790	1,705,302			71,902
Socony-Vacuum Oil Co., Inc.	1,755,662	1,435,555	124,495	1,560,050		195,612	
Packard Motor Car Co.	1,744,178	1,159,552		1,159,552		472,622	112,004
Schiek, Inc.	1,740,275	469,505		469,505		25,131	1,245,639
U. S. Tobacco Co.	1,730,409	135,429		135,429			1,594,980
Mutual Benefit Health & Accident Ass'n.	1,723,128	5,150	10,850	16,000	352,935	551,137	803,056
International Shoe Co.	1,721,466	1,216,640	45,591	1,262,231		21,349	437,886



## **FIRST CHOICE** with **Sponsor and Station . . .**

**With more and more money** invested in film, advertisers are demanding better and better projection—insisting upon maximum quality at the tube—*quickest possible reaction to selling messages.* As a result, they favor stations using the Eastman 16mm. Projector, Model 250.

**Six reasons why the EASTMAN 16MM. TELEVISION PROJECTOR, Model 250, rates A-1 with everyone . . .**

- 1. Variable Transformer** permits raising or lowering level of illumination to accommodate material used. Tungsten light source—protected by standby lamp.
- 2. Increased Signal Strength:** Optical system allows use of high red and infrared absorbing filter. Assures clearer pictures, greater signal strength.
- 3. Still-Frame Projection:** With unwanted radiation removed, and separate drive for shutter, single frame of film can be left indefinitely in gate.
- 4. Refined Sound System with low flutter and distortion** gives optimum results for either emulsion position.
- 5. Projection Optics:** An  $f/1.5$  optical system corrected for the 12:1 magnification required by television provides truly high resolution.
- 6. Lower Maintenance.** Heavy-duty mechanism designed for long life, trouble-free operation, minimizes repairs. Model 250 is available for prompt delivery.

For further information address:  
Motion Picture Film Department  
**Eastman Kodak Company**  
Rochester 4, N. Y.

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

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, California

**Midwest Division**  
137 North Wabash Avenue  
Chicago 2, Illinois

# THE RATING SERVICES

**AMERICAN RESEARCH BUREAU, INC.**, publishes national ARB Rating Service monthly, at National Press Bldg., Washington 4, National 8-0822, James W. Seiler, director.

**SAMPLE SIZE:** 2200 for National; 300-500 each city; all markets covered, using systematic probability sample including every county within 150 miles of TV signal. Results projectable to entire U. S. television viewing audience.

**TECHNIQUE:** diary measurement; covers entire telecast day, during the first seven days of each month (second week of month is used when holiday falls in first). Service published in last week of month surveyed. Supplementary service issued for second week of month, covering alternate week shows. Separate, single performance ratings supplied for multi-weekly shows. Audience composition reported by individual program monthly.

Costs: for national report: (1) networks, \$900 monthly; (2) agencies, \$175 for those with fewer than three network shows; \$250 for those with three to seven network shows; \$400 for those with seven to fifteen network shows; \$500 for those with more than fifteen network shows. For package including 60 individual metropolitan area reports, \$450 to agencies; station and network rates on request.

West Coast office located at 234 S. Garfield, Monterey Park, Calif., and New York office at 551 5th Ave. ARB also handles various special assignments.

**C. E. HOOPER, INC.**, publishes monthly Broadcast Audience Measurement at 10 E. 40th St., New York 16, LExington 2-3000, C. E. Hooper, president.

**SAMPLE SIZE:** 15,440 telephone samples; 400 diaries in largest markets, 200-300 in smaller ones.

**TECHNIQUE:** Telephone duplex-coincidental samples are developed to establish level of TV sets in use and to serve as "correction" factors for viewer diaries also kept during survey week. Reports cover all telecast quarter hours from sign-on to sign-off, Sunday through Saturday.

Typically, surveys cover first week of the month; reports are published from 19 days to six weeks after survey. Reports show sets in use, ratings and share of audience in TV homes, TV penetration and UHF penetration.

Audience composition, cumulative audience and popularity by types of network programs are furnished to advertisers and agencies for major regions; also by individual cities, on order. UHF set surveys and station coverage studies are also made.

Cost: (1) flat rate to stations, (2) sliding scales to agencies, based on number of network shows.

Hooperatings are published on more than 50 major markets; 273 full reports scheduled for the 1953-54 season.

**A. C. NIELSEN CO.** publishes Nielsen Television Index bi-weekly at 2101 Howard St., Chicago 45, HOLlycourt 5-4400, A. C. Nielsen, president.

**SAMPLE SIZE:** 700+ (grows with set ownership); all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U. S. television viewing audience.

**TECHNIQUE:** automatic, electronic "Audimeter" measurement; covers entire telecast day, with all 4 weeks of each month surveyed. Two separate reports, covering first and second two week periods, respectively, issued for each month. Report published 3 weeks after last day of individual period surveyed. Two or more performances of same show within two week period are averaged to get show's

rating. Audience characteristics reported, by individual program, every two months. Cost of service varies.

Additional services include audience analysis data; separate week ratings; simultaneous ratings; cost-per-thousands; cumulative audiences; market divisions; minute-by-minute audiences; average audiences; number of telecasts received; frequency and duration of viewing; 9-city multi-network area ratings, etc.

Plan for publishing local reports under consideration.

**THE PULSE, INC.**, publishes City TelePulses monthly, at 15 West 46th St., New York 36, JUdson 6-3316, Dr. Sydney Roslow, director.

**SAMPLE SIZE:** (1) in one station markets, 100 per ¼ hour daily; (2) in multi-station markets, 250 per ¼ hour daily; (3) in New York City area, varies from 300 to 1,000 by days and hour of the week.

Monthly coverage of 23 markets, using modified area sample technique, based on U.S. census metropolitan county areas. Fifty-five additional markets surveyed one to ten times annually. Results projectable to all TV homes in cities surveyed.

**TECHNIQUE:** personal interview, roster recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except weeks with holidays when second week of month is used.

City TelePulses, issued during first week of month following survey, rate single performances of multi-week shows. Report shows audience composition by hourly periods.

Cost of service varies with number of markets bought. Additional services include monthly Multi-Market TelePulse, which is a weighted average report for network shows in the same 23 mar-

kets, as well as the Network Popularity TelePulse, which measures the popularity of telecasts in 10 markets with three or more stations.

**TRENDEX, INC.**, publishes Trendex TV Program Popularity Report monthly, at 347 Madison Ave., New York 17, MUrray Hill 4-4328, E. G. Hynes, Jr., president, R. B. Rogers, executive vice-president.

**SAMPLE SIZE:** Approximately 600 homes per 1/2 hour program. Ten cities with 3 or more stations are covered in this popularity report, using random telephone calls within non-toll areas of each city. Results are projectable to all TV telephone homes in the 10 cities.

**TECHNIQUE:** Telephone coincidental measurement covers telecasts from 8 am to 11 pm and survey is conducted during the first seven days of each month. Second week of each month is surveyed for alternate week shows. Reports issued on 15th of month surveyed, giving separate data for each performance of multi-weekly shows. Audience composition, by program, reported every February, June and October. Sponsor identification, by programs, every April, September and December.

Cost: \$75 a month per show telecast by agency or advertiser, with a maximum of \$450; \$30 a month for advertisers or agencies without TV shows.

Additional services include special projects on broad, flexible basis, permitting studies of individual programs with reports available within 24 hours of telecast.

**VIDEODEX, INC.**, publishes Network Videodex monthly, at 342 Madison Ave., New York 17, MUrray Hill 7-8837, Allan Jay, president.

**SAMPLE SIZE:** 9,200; all markets covered, using probability sample based on television receiver warranty cards supplied by manufacturers and/or distributors. Covers full telecasting area of each market and is projectable to entire U. S. television viewing audience.

**TECHNIQUE:** diary measurement; covers entire telecasting day, with the first seven days of each month measured. Earliest first seven days of month not subject to holiday bias used when necessary.

Videodex published at the end of the third week of month measured and gives separate single performance ratings for multi-

## Which Service Rates Which Markets

Listed below are the markets currently covered by the four rating services which issue local reports. Rating reports vary in frequency from one to 12 yearly, and each service uses a different numerical and geographical sample. (Key—A: American Research Bureau; H: C. E. Hooper, Inc.; P: The Pulse, Inc.; V: Videodex, Inc. V\* indicates markets in which Videodex conducts a quarterly survey on requested programs. Nielsen currently issues a New York local report only.)

Albany-Troy-Schenectady	A,H,P,V*	Lubbock	P,V*
Albuquerque	P,V*	Macon	P
Atlanta	A,H,P,V	Memphis	A,H,P,V*
Baltimore	A,H,P,V	Miami	A,H,P,V*
Birmingham	A,H,P,V	Milwaukee	A,H,P,V
Binghamton	V*	Minneapolis-St. Paul	A,H,P,V
Bloomington	V*	Nashville	A,P,V*
Boise	P	New Haven	H,P,V*
Boston	A,H,P,V	New London	P
Buffalo	A,H,P,V	New Orleans	A,H,P,V*
Butte	P	New York	A,H,P,V
Charlotte	A,H,P,V	Norfolk-Newport News	A,H,P,V*
Chattanooga	P	Oklahoma City	A,H,P,V*
Chicago	A,H,P,V	Omaha	A,H,P,V*
Cincinnati	A,H,P,V	Philadelphia	A,H,P,V
Cleveland	A,H,P,V	Phoenix	A,P,V*
Columbia, S.C.	A,P	Pittsburgh	A,H,P,V
Columbus, Ga.	P	Portland, Ore.	A,H,P,V*
Columbus, Ohio	A,H,P,V	Providence	A,H,P,V*
Dallas-Ft. Worth	A,H,P,V	Richmond	A,P,V*
Davenport-Rock Island	A,H,P,V*	Rochester, N.Y.	A,H,P,V*
Dayton	A,H,P,V	Sacramento	A
Denver	A,H,P,V*	St. Louis	A,H,P,V
Detroit	A,H,P,V	Salt Lake City	A,H,P,V*
El Paso	P,V*	San Antonio	A,H,P,V
Erie	P,V*	San Diego	A,H,P,V*
Fresno	P	San Francisco	A,H,P,V
Grand Rapids-Kalamazoo	A,H,P,V	Scranton-Wilkes Barre	P
Greensboro	P,V*	Seattle-Tacoma	A,H,P,V*
Harrisburg	A,P	Spokane	A,P
Hartford-New Britain	A	Springfield, Mass.	P
Houston	A,H,P,V*	Syracuse	A,H,P,V*
Huntington	H	Toledo	A,H,P,V
Indianapolis	A,H,P,V*	Tucson	P
Jackson, Miss.	P	Tulsa	A,H,P,V*
Jacksonville	A,P,V*	Utica	V*
Johnstown	A,V*	Washington	A,H,P,V
Kansas City	A,H,P,V*	Wheeling	P
Lancaster	V*	Wichita	P
Lansing	P	Wilmington, Del.	A,H,V*
Lincoln	V*	Winston-Salem	A
Little Rock	P	Worcester	P
Los Angeles	A,H,P,V	Youngstown	A,H,P
Louisville	A,H,P,V*		

weekly shows. Audience composition reported by individual program monthly. Cost of service varies.

Additional services include: Individual City Videodex, 27 cities published monthly, and monthly Multi-City Videodex, covering individual network programs in 25 cities. Quarterly reports are published for 38 additional cities. Also, quarterly reports on audience com-

position, opinion of commercial and opinion of program as a whole, plus special tabulations including cumulative audience characteristic data from IBM cards.

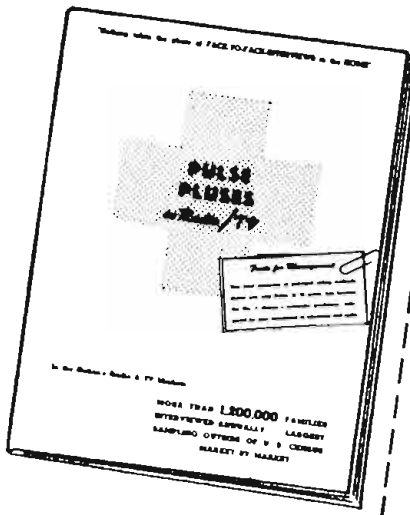
A time period audience composition, time zone sets in use and audience composition and a station line-up report are also produced, reflecting the confirmed clearances from corrected program logs, market by market.

*In the Nation's Television & Radio Markets*

- Akron
- Albany
- Albuquerque
- Allentown
- Atlanta
- Augusta
- Bakersfield
- Baltimore
- Bangor
- Battle Creek
- Beaumont-Pt. Arthur
- Billings
- Birmingham
- Boston
- Brunswick, Ga.
- Buffalo
- Canton
- Charlotte
- Chattanooga
- Chicago
- Cincinnati
- Cleveland
- Columbia
- Columbus, Ga.
- Columbus, Ohio
- Concord
- Dallas
- Dayton
- Denver
- Detroit
- Erie
- Flint
- Fort Worth
- Fresno
- Grand Rapids
- Greenville
- Hartford
- Houston
- Indianapolis
- Jackson, Miss.
- Jacksonville
- Kalamazoo
- Kansas City
- Lancaster
- Lansing
- Lawrence, Mass.
- Los Angeles
- Louisville
- Memphis
- Miami
- Milwaukee
- Minneapolis-St. Paul
- Mobile
- Montevideo
- Nashville
- New Haven
- New Jersey
- New London
- New Orleans
- New York
- Norfolk
- Omaha
- Orlando
- Philadelphia
- Phoenix
- Pittsburgh
- Port Huron
- Portland, Ore.
- Providence
- Quad Cities
- Reading
- Richmond
- Rochester
- Rochester
- Salt Lake City
- San Antonio
- San Bernardino
- San Diego
- San Francisco-Oakland
- Savannah
- Scranton
- Seattle
- Sioux Falls
- Spokane
- Springfield, Mass.
- St. Louis
- Syracuse
- Tacoma
- Toledo
- Trenton
- Tuba
- Utica-Rome
- Vicksburg
- Washington, D. C.
- Waterbury
- Wilkes-Barre
- Wilmington
- Winston-Salem
- Worcester
- York



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# STATION REPRESENTATIVES

\* CP; Station not on air as of February 1, 1954

## ALL-CANADA RADIO FACILITIES LTD.

**Toronto:** 129 Adelaide St. W. Empire 3-2632. Mgr.: Reo Thompson  
**Calgary:** Taylor, Pearson & Carson Bldg. Tel.: 2-7591. Mgr.: J. E. Cavanaugh  
**Montreal (2):** Windsor Hotel. University 6-8146. Mgr.: John Cameron  
**Vancouver:** 198 W. Hastings St. Tatlow 7461. Mgr.: J. E. Baldwin  
**Winnipeg:** 706 Electric Railway Chambers. Tel.: 926-861. Mgr.: M. V. Chesnut

**Stations:** \*Calgary TV, Calgary; \*CHCH-TV, Hamilton; CFPL-TV, London; \*CKCK-TV, Regina; \*CHSJ-TV, St. John; CKSO-TV, Sudbury; \*CJCB-TV, Sydney; \*CKLW-TV, Windsor

## AVERY-KNODEL, INC.

President: Lewis H. Avery  
 Vice President: J. W. Knodel  
 TV Sales Manager: Arthur H. Sherin, Jr.

**New York (20):** 608 Fifth Ave. Judson 6-5536  
**Atlanta (3):** 41 Marietta St. N.W. Cypress 7545. Mgr.: Charles C. Coleman, Jr.  
**Chicago (11):** 75 E. Wacker Drive. Andover 3-4710. Mgr.: J. W. Knodel  
**Dallas (1):** 1915 Elm St. Sterling 1558. Mgr.: Clyde B. Melville  
**Los Angeles (48):** 6399 Wilshire Blvd. Webster 3-9583. Mgr.: Edwin Cohn  
**San Francisco (4):** 235 Montgomery St. Yukon 2-3877. Mgr.: David H. Sandeberg

**Stations:** KERO-TV, Bakersfield; \*KDAL-TV, Duluth; \*WSEE, Erie; WKZO-TV, Kalamazoo; WATE-TV, Knoxville; KDUB-TV, Lubbock; WABD, New York; KWTW, Oklahoma City; KTYL-TV, Phoenix; KATV, Pine Bluff; WGAN-TV, Portland, Maine; KOJN-TV, Portland, Oregon; KCSJ-TV, Pueblo; WGEM-TV, Quincy; WNAO-TV, Raleigh; WSLS-TV, Roanoke; WHBF-TV, Rock Island; WSTV-TV, Steubenville; WILK-TV, Wilkes-Barre

## BERTHA BANNAN

President: Bertha Bannan  
**Boston:** 717 Little Bldg. Hubbard 2-4370-4419. Bertha Bannan; Paul Tiemer, Wm. A. Creed  
**Stations:** WWLP-TV, Springfield; WATR-TV, Waterbury

## BLAIR-TV INC.

President: William H. Weldon  
**New York (17):** 150 E. 43rd St. Murray Hill 2-5644. Sales Mgr.: Jack Denninger  
**Boston (16):** Statler Office Bldg., 20 Providence St. Hubbard 2-3163. Mgr.: Bruce Pattysan  
**Chicago (11):** 520 N. Michigan Ave. Superior 7-5580. Mgr.: Jack Davis  
**Dallas (2):** Rio Grande National Bldg. Riverside 4228. Mgr.: Clarke Brown  
**Detroit (26):** 524 Book Bldg. Woodward 1-6030. Mgr.: Charles Fritz  
**Jacksonville (2):** 1402 Barnett Bank Bldg. Jacksonville 6-5770. Mgr.: Harry Cummings  
**Los Angeles (28):** 6331 Hollywood Blvd. Hollywood 9-1156. Mgr.: Frank Moreland  
**St. Louis (1):** 1037 Paul Brown Bldg. Chestnut 5688. Mgr.: Richard Quigley  
**San Francisco (4):** 3010 Russ Bldg. Yukon 2-7068. Mgr.: Lindsey Spight  
**Stations:** KFYR-TV, Bismarck; KIDO-TV, Boise; WBKB, Chicago; WBNS-TV, Columbus, Ohio; KFEL-TV, Denver; WXYZ-TV, Detroit; KJEM-TV, Eureka; WHB-TV, Kansas City; KTTV, Los Angeles;

KBES-TV, Medford; WHBQ-TV, Memphis; WTCN-TV, Minneapolis; WDSU-TV, New Orleans; WOW-TV, Omaha; \*WDBO-TV, Orlando; KOOL-TV and KOY-TV, Phoenix; \*WPRO-TV, Providence; WTVR, Richmond; KDYL-TV, Salt Lake City; WGBI-TV, Scranton; KING-TV, Seattle; WTTG, Washington; KWFT-TV, Wichita Falls

## THE BOLLING CO. INC.

President: George W. Bolling  
 V. P. in charge of TV: Richard Swift  
**New York (17):** 480 Lexington Ave. Plaza 9-8150  
**Boston (16):** 80 Baylston St. Hubbard 2-0346. Mgr.: Richard Koenig  
**Chicago (11):** 435 N. Michigan Ave. Whitehall 3-2040. Mgr.: John D. Stebbins  
**Los Angeles (5):** 2978 Wilshire Blvd. Dunkirk 8-8158. Mgr.: George W. Bolling III  
**San Francisco (3):** 5 Third St. Garfield 1-6740. Mgr.: John T. Coy  
**Stations:** WROW-TV, Albany; WISE-TV, Asheville; WNBK-TV, Binghamton; WAYS-TV, Charlotte; \*WCOG-TV, Greensboro; WHP-TV, Harrisburg; WKNB-TV, Hartford-New Britain; WJMR-TV, New Orleans; KMPT, Oklahoma City; WHEC-TV and WVET-TV, Rochester, N. Y.; \*WTHI-TV, Terre Haute; \*KCEB, Tulsa

## THE BRANHAM CO.

President: Eugene F. Corcoran  
 Exec. V. P. in charge of TV: Joseph F. Timlin  
 Vice President: C. B. Peterson  
 Vice President: L. S. Greenberg  
**New York (17):** 230 Park Ave. Murray Hill 6-1860  
**Atlanta (31):** Rhodes Haverly Bldg. Walnut 3025. Mgr.: H. L. Ralls  
**Charlotte (2):** 2001 Liberty Life Bldg. Tel. 2-8839. Mgr.: Bertram C. Finch  
**Chicago (1):** 360 N. Michigan Ave. Central 6-5726. Mgr.: Dudley D. Brewer  
**Dallas (3):** 1005 Fidelity Union Life Bldg. Riverside 4884. Mgr.: George Harding  
**Detroit (2):** 7-236 General Motors Bldg. Trinity 1-0440. Mgr.: Fred A. Weber  
**Los Angeles (48):** 6399 Wilshire Blvd. Webster 1-1551. Mgr.: Norman E. Noyes  
**Memphis (3):** 1028 Sterick Bldg. Tel. 8-2344. Mgr.: Sidney L. Nichols  
**St. Louis (1):** Title Guaranty Bldg., 706 Chestnut St. Chestnut 6192. Mgr.: J. E. Nicholson  
**San Francisco (3):** 703 Market St. Yukon 2-1582. Mgr.: James M. Lowman  
**Stations:** KOB-TV, Albuquerque; KFDA-TV, Amarillo; WCPO-TV, Cincinnati; WEWS, Cleveland; KRLD-TV, Dallas-Ft. Worth; KROD-TV, El Paso; KJEO-TV, Fresno; WHYN-TV, Holyoke-Springfield; WMCT, Memphis; KMO-TV, Tacoma

## BURN-SMITH COMPANY, INC.

President: John A. Toothill  
 V. P.: C. Stanley Bailey  
**New York (36):** 19 W. 44th St. Murray Hill 2-3124  
**Chicago (11):** 307 N. Michigan Ave. Central 6-4437. Mgr.: John A. Toothill  
**Los Angeles (15):** 672 S. Latayette Park Place. Dunkirk 2-3200. Pacific Coast Mgr.: Harlan G. Oakes  
**San Francisco (4):** 235 Montgomery St. Yukon 6-5819. Mgr.: Norman Cunningham  
**Stations:** \*WALB-TV, Albany, Ga.; WALM-TV, Anderson-Greenville; \*WDXI-TV, Jackson, Tenn.; \*WMRF-TV, Lewistown, Pa.; WBOC-TV, Salisbury

## CANADIAN BROADCASTING CORP.

**Toronto:** 354 Jarvis St. Midway 5481. Com. Mgr.: W. E. Powell  
**Montreal:** Radio Canada Bldg. University 6-2571. Com. Mgr.: M. Valiquette  
**Stations:** \*CBHT, Halifax; CBFT, Montreal; CBMT, Montreal; CBOT, Ottawa; CBLT, Toronto; CBUT, Vancouver; \*CBWT, Winnipeg

## CBS TELEVISION SPOT SALES

Gen. Sales Mgr.: Sam Cook Digges

**New York** (22): 495 Madison Ave. Plaza 1-2345. Eastern Sales Mgr.: Clark B. George  
**Atlanta** (5): 800 Peachtree Bldg., N.E. Etgin 0727. Mgr.: H. H. Holtshouser  
**Chicago** (11): 410 N. Michigan Ave. Whitehall 4-6000. Midwestern Sales Mgr.: Edward A. Larkin  
**Detroit** (2): 902 Fisher Bldg. Trinity 2-5500. Mgr.: Warren Abrams  
**Los Angeles** (28): 1313 N. Vine St. Hollywood 9-1212. Mgr.: J. Richardson Loughrin  
**San Francisco** (5): Palace Hotel. Yukon 2-7000. Mgr.: MacLean Chandler  
**Stations:** WABT, Birmingham; WBTB, Charlotte; WBBM-TV, Chicago; KGUL-TV, Galveston-Houston; WMBR-TV, Jacksonville; KNXT, Los Angeles; WCBS-TV, New York; WCAU-TV, Philadelphia; KSL-TV, Salt Lake City; WTOP-TV, Washington; CBS Television Pacific Network

## GEORGE W. CLARK, INC.

President: George W. Clark

**New York** (36): 11 W. 42nd St. Oxford 5-2090. Mgr.: David A. Harris  
**Chicago** (11): 333 N. Michigan Ave. Central 6-2884. G. W. Clark  
**Los Angeles:** 111 N. La Cienega Blvd. Crestview 5-2022. Mgr.: Lee O'Connell  
**Minneapolis:** Room 517, Northwest Bank Bldg. Atlantic 3374  
**San Francisco:** 233 Sansome St. Yukon 6-2396. Mgr.: Wm. Ayres  
**Stations:** WNAM-TV, Appleton; \*KCOA, Corona; WTVP, Decatur, Ill.; \*WMGB-TV, Marinette

## THOMAS F. CLARK CO., INC.

President: Thomas F. Clark

**New York** (22): 1 E. 54th St. Eldorado 5-5666  
**Atlanta:** William-Oliver Bldg. Lamar 7088. Mgr.: Harry J. Cannon  
**Chicago:** 35 E. Wacker Dr. State 2-1663. Mgr.: Paul Elsberry  
**Detroit:** 3049 E. Grand Blvd. Trinity 1-8981. Mgr.: Paul Pequignot  
**Stations:** \*WCHV-TV, Charlottesville; \*WMSL-TV, Decatur, Ala.; \*WCRS-TV, Greenwood

## DONALD COOKE INC.

President: Donald Cooke

**New York** (17): 331 Madison Ave. Murray Hill 2-7270  
**Chicago** (1): 228 N. LaSalle St. State 2-5096. Mgr.: Fred R. Jones  
**Detroit** (26): Penobscot Bldg. Woodward 2-3080. Mgr.: Charles J. Sheppard  
**Los Angeles** (36): 111 N. La Cienega Blvd. Crestview 5-2022. Mgr.: Lee F. O'Connell  
**San Francisco** (4): 233 Sansome St. Yukon 6-2981. Mgr.: William Ayres  
**Stations:** \*WCMB-TV, Harrisburg, Pa.; \*WBBF-TV, Rochester, N. Y.; WKTY, Utica

## EVERETT-MCKINNEY, INC.

President: Max M. Everett  
Executive V. P.: Powell Ensign

**New York:** 40 E. 49th St. Plaza 9-3747. Eastern Sales Mgr.: Robert S. Mandeville  
**Chicago** (11): 400 N. Michigan Ave. Superior 7-9052. Mgr.: Robert Meskill

**Los Angeles** (36): 111 N. La Cienega Blvd. Crestview 5-2022. Mgr.: Lee F. O'Connell  
**San Francisco** (4): 233 Sansome St. Yukon 6-2981. Mgr.: William Ayres  
**Stations:** WPAG-TV, Ann Arbor; WTAO-TV, Boston; WDAN-TV, Danville, Ill.; WECT, Elmira; KSWO-TV, Lawton; WLAM-TV and WPMT, Lewiston-Portland, Maine; WKST-TV, New Castle; \*WEOK-TV, Poughkeepsie; WHEC-TV, Rochester, N. Y.; WTVU, Scranton; \*WRAK-TV, Williamsport

## FORJOE & CO., INC.

President: Joseph Bloom

**New York** (19): 29 W. 57th St. Plaza 5-8501. Mgr.: Joseph A. Ruggiero  
**Atlanta** (3): 502 Mortgage Guarantee Bldg. Alpine 7841. Mgr.: Clayton Cosse  
**Chicago** (11): Tribune Tower, 435 N. Michigan Ave. Delaware 7-1874. Mgr.: Tom Cinquina  
**Los Angeles** (17): 1127 Wilshire Blvd. Madison 6-8329. Mgr.: Lawrence Krasner  
**San Francisco** (5): 593 Market St. Sutter 1-7569. Mgr.: Zonabelle Samsen  
**Stations:** KBAK-TV, Bakersfield; \*WITH-TV, Baltimore; KVOS-TV, Bellingham; WCHA-TV, Chambersburg; \*WCIN-TV, Cincinnati; WTVE, Elmira; KVVG, Fresno; KNUZ-TV, Houston; \*WIBM-TV, Jackson, Mich.; KTVE, Longview; \*WLOU-TV, Louisville; WKAB-TV, Mobile; \*WCND-TV, New Orleans; WTOV-TV, Norfolk; WTAP-TV, Parkersburg; \*WTTM-TV, Trenton; KOPO-TV, Tucson; KIVA-TV, Yuma

## FREE & PETERS, INC.

President: H. Preston Peters  
Executive V. P.: Russel Woodward  
V. P. and Director of TV: Lloyd Griffin

**New York** (22): 444 Madison Ave. Plaza 1-2700. Eastern TV Sales Mgr.: John W. Brooke  
**Atlanta** (3): Glenn Bldg. Main 5667. Mgr.: William J. Stubbs  
**Chicago** (1): 230 N. Michigan Ave. Franklin 2-6373. V. P. and Midwest Mgr.: John A. Cary. Midwest TV Sales Mgr.: George F. Stanton  
**Detroit** (26): Penobscot Bldg. Woodward 1-4255. Mgr.: Lon A. King. V. P. and Detroit Area Mgr.: William W. Bryan  
**Ft. Worth** (2): 406 W. 7th St. Fortune 3349. Mgr.: Dean Milburn  
**Los Angeles** (28): 6331 Hollywood Blvd. Hollywood 9-2151. Mgr.: John A. Serrao. V. P. and West Coast Mgr.: Hal W. Hoag  
**San Francisco** (4): Russ Bldg. Sutter 1-3798. Mgr.: Richard Rothlin  
**Stations:** KBOI, Boise-Meridian; WBZ-TV, Boston; WCSC-TV, Charleston, S. C.; WIS-TV, Columbia, S. C.; WOC-TV, Davenport; KBTB, Denver; \*WHO-TV, Des Moines; WDSM-TV, Duluth; WDAY-TV, Fargo; WBAP-TV, Ft. Worth-Dallas; KGMB-TV, Honolulu; KMBC-TV, Kansas City; WTVJ, Miami; WCCO-TV, Minneapolis-St. Paul; WPIX, New York; WPTZ, Philadelphia; KRON-TV, San Francisco

## GILL-PERNA, INC.

President: Helen Gill  
Exec. V.P.: John J. Perna, Jr.

**New York** (6): 654 Madison Ave. Templeton 8-4740  
**Chicago** (11): 75 E. Wacker Dr. Central 6-2420. Mgr.: Richard B. Colburn  
**Los Angeles:** 2330 W. Third St. Dunkirk 7-4388. Mgr.: Robert W. Walker  
**San Francisco:** 57 Post St. Sutter 1-5568. Mgr.: Rogers Parratt  
**Stations:** WICA-TV, Ashtabula; KID-TV, Idaho Falls; \*KQVO-TV, Missoula; WKNX-TV, Saginaw

## W. S. GRANT CO., INC.

President: William S. Grant

**New York:** 33 W. 42nd St. Bryant 9-1374. Mgr.: Jack Davis  
**Chicago:** 612 N. Michigan Ave. Superior 7-8177. Mgr.: Burt Sears



**Los Angeles:** 1127 Sunset Blvd. Madison 9-2653  
**San Francisco:** 703 Market St. Exbrook 2-6685. Gen. Mgr.: W. S. Grant  
**Stations:** KHSL-TV, Chico; KVEC-TV, San Luis Obispo; KIVA, Yuma

#### HARRINGTON, RIGHTER & PARSONS, INC.

President: John E. Harrington, Jr.  
V.P.: Volney Righter  
V.P.: James O. Parsons

**New York** (17): 347 Madison Ave. Lexington 2-1741. Mgr.: John E. Harrington, Jr.  
**Chicago** (11): Tribune Tower. Whitehall 4-0074. Mgr.: Carroll Layman  
**San Francisco** (4): 235 Montgomery St. Sutter 1-4125. Mgr.: Frank Dougherty  
**Stations:** WAAM, Baltimore; WBEN-TV, Buffalo; WDAF-TV, Kansas City; WFMY-TV, Greensboro; WHAS-TV, Louisville; WTMJ-TV, Milwaukee; \*WMTW-TV, Mt. Washington

#### HEADLEY-REED TV

President: Frank W. Miller  
V.P. in charge of Station Relations: W. B. Faber  
V.P. in charge of Sales: Sterling B. Beeson

**New York** (17): 420 Lexington Ave. Murray Hill 5-8701  
**Atlanta** (3): Palmer Bldg. Cypress 4311. Mgr.: E. W. Sweatman, Jr.  
**Chicago** (1): 230 N. Michigan Ave. Franklin 2-4686. V.P.-Mgr.: John H. Wrath  
**Los Angeles** (28): Taft Bldg. Hillside 7738. Mgr.: Clark Barnes  
**New Orleans:** 720 Carondelet Bldg. Canal 7311. Mgr.: William Ellwell  
**Philadelphia:** 1216 Lincoln Liberty Bldg. Locust 4-0678. Mgr.: Robert S. Dome  
**San Francisco:** 300 Montgomery St. Yukon 6-1265. Mgr.: Ralph W. Mitchell  
**Stations:** \*WRDW-TV, Augusta, Ga.; \*WBCK-TV, Battle Creek; \*WNEM-TV, Bay City, Mich.; KOOK-TV, Billings; WCOS-TV, Columbia, S. C.; WDAK-TV, Columbus, Ga.; WIFE, Dayton; WGLV, Easton; \*WJPB-TV, Fairmont; \*KFBB-TV, Great Falls; WTPA, Harrisburg; WETV, Macon; WKOW-TV, Madison, Wis.; WTOK-TV, Meridian, Miss.; WALA-TV, Mobile; \*WSFA-TV, Montgomery; WQSH-TV, Oshkosh; WEEK-TV, Peoria; WEEU-TV, Reading; KFEQ-TV, St. Joseph; WSYR-TV, Syracuse; \*WTRI, Troy; KWWL-TV, Waterloo; WBRE-TV, Wilkes-Barre; WSJS-TV, Winston-Salem; WFMJ-TV, Youngstown

#### GEORGE P. HOLLINGBERRY CO.

President: George P. Hollingbery  
Exec. V. P.: F. Edward Spencer  
V. P. TV Sales: John I. Peterson

**New York** (36): 500 Fifth Ave. Bryant 9-3960  
**Atlanta** (3): 223 Peachtree St. Lamar 5710. Mgr.: Richard N. Hunter  
**Chicago** (1): 307 N. Michigan Ave. Dearborn 2-6060. George P. Hollingbery  
**Los Angeles** (13): 411 W. 5th St. Madison 6-3633. Mgr.: Harry Wise  
**San Francisco** (4): 625 Market St. Douglas 2-7192. Mgr.: George Lindman  
**Stations:** KOAT-TV, Albuquerque; WJBF-TV, Augusta, Ga.; WABI-TV, Bangor; \*KTVI, Boise; KOPR-TV, Butte; WCIA, Champaign; \*KFBC-TV, Cheyenne; WGN-TV, Chicago; KKTV, Colorado Springs; WRBL-TV, Columbus, Ga.; \*WBTM-TV, Danville; WHIQ-TV, Dayton; KGTV, Des Moines; WWJ-TV, Detroit; WEAU-TV, Eau Claire; KTSM-TV, El Paso; \*KVAL-TV, Eugene; \*KIFT, Idaho Falls; WLBT, Jackson, Miss.; WLVA-TV, Lynchburg; WSIX-TV, Nashville; WJDM-TV, Panama City; WEAR-TV, Pensacola; \*KWIK-TV, Pocatello; WHAM-TV, Rochester, N. Y.; KSBW-TV and KMBY-TV, Salinas-Monterey; \*KUTV, Salt Lake City; KEY-TV, Santa Barbara; \*WARM-TV, Scranton; KOMO-TV, Seattle; WWLP, Springfield, Mass.; KYTV, Springfield, Mo.; KTVU, Stockton; KCEN-TV, Temple-Waco; \*KLIX-TV, Twin Falls; WTRF-TV, Wheeling; \*WAAB-TV, Worcester; WNOW-TV, York

#### H-R TELEVISION, INC.

President: Frank M. Headley  
V. P.: Frank Pellegrin

**New York:** 380 Madison Ave. Oxford 7-3120. Paul Weeks  
**Chicago:** 35 E. Wacker Drive. Randolph 6-6431. Mgr.: Dwight S. Reed  
**Los Angeles:** Equitable Bldg. Hollywood 7-1480. Mgr.: Harold Lindley  
**San Francisco:** 155 Montgomery St. Yukon 2-5701. Mgr.: John T. Bradley  
**Stations:** WFBG-TV, Altoona; WNAC-TV, Boston; WBUF-TV, Buffalo; KCRI-TV, Cedar Rapids; KOMU-TV, Columbia, Mo.; WGVL-TV, Greenville, S. C.; WJIM-TV, Lansing; WLOK-TV, Lima; KHJ-TV, Los Angeles; WOKY-TV, Milwaukee; WMIN-TV, Minneapolis-St. Paul; KNOE-TV, Monroe; WOR-TV, New York (for West Coast only); KTVQ, Oklahoma City; WHUM-TV, Reading; WREX-TV, Rockford; KSTM-TV, St. Louis; \*WSJV-TV, South Bend-Elkhart; KTVH, Hutchinson; WTOB-TV, Winston-Salem

#### INTER-AMERICAN PUBLICATIONS INC.

President: Angel Ramos

**New York** (17): 41 E. 42nd St. Murray Hill 2-0884  
**Stations:** \*WKAQ-TV, San Juan, P.R.

#### THE KATZ AGENCY, INC.

President: Eugene Katz  
TV Director: Edward Codel

**New York** (22): 488 Madison Ave. Plaza 9-4460. Sales Manager-TV: Scott Donahue  
**Atlanta** (3): 22 Marietta St. Alpine 1637. Mgr.: Keith Byerly  
**Chicago** (1): 307 N. Michigan Ave. Central 6-7343. Mgr.: Gerald H. Gunst  
**Dallas** (1): 2006 Bryan St. Riverside 4036. Mgr.: David Rutledge  
**Detroit** (26): Penobscot Bldg. Woodward 3-8420. Mgr.: Ralph Bateman  
**Kansas City** (6): Bryant Bldg. Victor 7095. Mgr.: Thomas J. Flanagan, Jr.  
**Los Angeles** (14): 530 W. Sixth St. Tucker 8167. Mgr.: Richard Hasbrook  
**San Francisco** (4): 956 Russ Bldg. Sutter 1-7434. Mgr.: Stanley J. Reulman  
**Stations:** KGNC-TV, Amarillo; WAGA-TV, Atlanta; WMAR-TV, Baltimore; WMT-TV, Cedar Rapids; WKRC-TV, Cincinnati; WXEL, Cleveland; WTVN, Columbus, Ohio; KLZ-TV, Denver; WJBK-TV, Detroit; WOOD-TV, Grand Rapids; WSAZ-TV, Huntington; WFBM-TV, Indianapolis; WJTV, Jackson, Miss.; WJAC-TV, Johnston; KCMO-TV, Kansas City; KCOP, Los Angeles; WNHC-TV, New Haven; WKY-TV, Oklahoma City; WFIL-TV, Philadelphia; KPHO-TV, Phoenix; KOAM-TV, Pittsburg, Kans.; KGBS-TV, San Antonio; KFSD-TV, San Diego; KPIX, San Francisco; WTOG-TV, Savannah; KVTU, Sioux City; KHQ-TV, Spokane; WHEN, Syracuse; WSPD-TV, Toledo; WMAL-TV, Washington

#### JOSEPH HERSHEY MCGILLVRA, INC.

President: Joseph H. McGillvra

**New York** (17): 366 Madison Ave. Murray Hill 2-8755  
**Chicago** (1): 185 N. Wabash Ave. State 2-5282. Mgr.: Judd Spurling  
**Los Angeles** (36): 111 N. La Cienega Blvd. Bradshaw 2-4727. Mgr.: Lee F. O'Connell  
**San Francisco** (4): 233 Sansome St. Yukon 6-2981. Mgr.: William Ayres  
**Stations:** WBLN-TV, Bloomington, Ill.; KRDO-TV, Colorado Springs; KDZA-TV, Pueblo; \*KSAN-TV, San Francisco

#### MEEKER TV, INC.

President: Robert D. C. Meeker

**New York** (17): 521 Fifth Ave. Murray Hill 2-2170. Eastern Sales Mgr.: Louis J. F. Moore  
**Chicago** (11): 333 N. Michigan Ave. Central 6-1742. Midwest Mgr.: Carl F. J. Jewett  
**Lancaster:** 8 W. King St. Tel. 5251. Mgr.: Robert Dreher  
**Los Angeles** (28): 6381 Hollywood Blvd. Hollywood 9-5408. Mgr.: Tracy Moore

**San Francisco** (4): 339 Russ Bldg. Yukon 6-4940. West Coast Mgr.: Don Pontius

**Stations:** WLEV-TV, Bethlehem-Allentown-Easton; WTTV, Bloomington, Ind.; \*KBID-TV, Fresno; WEHT, Henderson; KHOL-TV, Holdrege; \*WKNY-TV, Kingston; WGAL-TV, Lancaster; WMTV, Madison, Wis.; KROC-TV, Rochester, Minn.; KSWs-TV, Roswell; WDEL-TV, Wilmington, Del.

#### NBC SPOT SALES—TELEVISION

Director: Thomas B. McFadden  
National TV Sales Mgr.: John Reber

**New York** (20): 30 Rockefeller Plaza. Circle 7-8300. Eastern TV Sales Mgr.: Luellen P. Stearns

**Atlanta:** (Bomar Lowrance & Assoc.) 770 Spring St. NW. Elgin 5891. Mgr.: Freeman Jones

**Charlotte:** (Bomar Lowrance & Assoc.) 1527 Elizabeth Ave. Tel. 6-6581. Mgr.: Bomar Lowrance

**Chicago** (54): Merchandise Mart. Superior 7-8300. Central Division TV Sales Mgr.: John Mulholland

**Cleveland** (14): 815 Superior Ave. NE. Cherry 1-0942. Mgr.: John C. Treacy

**Los Angeles** (28): Sunset and Vine. Hollywood 9-6161. Western Division TV Sales Mgr.: Walter Davison

**San Francisco** (2): Taylor and O'Farrell Sts. Tel. Greystone 4-7800. Mgr.: George Fuerst

**Stations:** WNBQ, Chicago; WNBK, Cleveland; KONA, Honolulu; KNBH, Los Angeles; WAVE-TV, Louisville; WNBT, New York; KPTV, Portland, Ore.; KSD-TV, St. Louis; WRGB, Schenectady-Albany-Troy; WNBW, Washington

#### JOHN E. PEARSON TELEVISION INC.

President: John E. Pearson

**New York** (17): 250 Park Ave. Plaza 1-3366. Mgr.: Russ Walker

**Chicago:** 333 N. Michigan Ave. State 2-7494. Mgr.: Frank Reed

**Dallas:** Fidelity Union Life Bldg., 1511 Bryan St. Prospect 3723. Mgr.: Robert Boird

**Los Angeles** (57): 2330 W. Third St. Dunkirk 7-4388. Mgr.: Robert W. Walker

**Minneapolis:** Northwestern Bank Bldg. Lincoln 5689-5680. Mgr.: James Bowden

**San Francisco** (4): 57 Post St. Sutter 1-5568. Mgr.: Rogers Parratt

**Stations:** KRBC-TV, Abilene; WFPG-TV, Atlantic City; KMMT, Austin, Minn.; \*KFVS-TV, Cape Girardeau; \*KQTV, Ft. Dodge; KFSA-TV, Ft. Smith; \*WNCT, Greenville, N. C.; KGBT-TV, Harlingen; WJHL-TV, Johnson City; WTSK-TV, Knoxville; WLBR-TV, Lebanon; \*WLAP, Lexington; KRTV, Little Rock; \*KCBD, Lubbock; \*KFAZ-TV, Monroe; \*WTVM, Muskegon-Grand Rapids; KZTV, Reno; \*WSCW-TV, Saginaw; \*KDRO-TV, Sedalia; \*KETX-TV, Tyler; KANG-TV, Waco; WHIZ-TV, Zanesville

#### JOHN H. PERRY ASSOCIATES

General Manager: William K. Dorman

**New York:** 19 W. 44th St. Murrey Hill 7-5047

**Atlanta** (3): Mortgage Guarantee Bldg. Alpine 5084. Mgr.: Thomas H. Atkinson, Jr.

**Chicago** (3): 122 S. Michigan Ave. Harrison 7-8085. Mgr.: F. W. Thurman

**Detroit** (2): General Motors Bldg. Trinity 5-1803. Mgr.: John F. Cole

**Los Angeles** (5): 2978 Wilshire Blvd. Dunkirk 8-8158. Mgr.: V. E. Atkinson

**Philadelphia** (7): 12 S. 12th St. Walnut 2-3555. Mgr.: Robt. Hitchings

**San Francisco** (3): 5 Third St. Garfield 1-6740. Mgr.: Geo. D. Close

**Stations:** WJHP-TV, Jacksonville

#### EDWARD PETRY & CO., INC.

President: Edward Petry  
Exec. V. P.: Edward E. Wyszow  
V. P. TV: Henry Ringgold

**New York** (22): 488 Madison Ave. Murray Hill 8-0200

**Chicago** (11): 400 N. Michigan Ave. Whitehall 4-0011. Mgr.: Louis A. Smith

**Dallas** (1): Life of America Bldg. Prospect 7-3593. Mgr.: Richard Drummy

**Detroit** (2): General Motors Bldg. Trinity 5-1035. Mgr.: Franklin W. Walker

**Los Angeles** (14): 523 W. 6th St. Michigan 9227. Mgr.: Wm. Larimer

**San Francisco** (4): Russ Bldg. Yukon 2-3631. Mgr.: Edw. L. Smith

**St. Louis:** 915 Olive St. Chestnut 7191. Mgr.: Richard W. Hughes

**Stations:** WSB-TV, Atlanta; WBAL-TV, Baltimore; WFAA-TV, Dallas; KOA-TV, Denver; WICU, Erie; KPRC-TV, Houston; KABC-TV, Los Angeles; KARK-TV, Little Rock; \*WMAC-TV, Massillon; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WABC-TV, New York; WTAR-TV, Norfolk; KMTV, Omaha; WTVH-TV, Peoria; WENS, Pittsburgh; WOAI-TV, San Antonio; KFMB-TV, San Diego; KGO-TV, San Francisco; KOTV, Tulsa; KEDD, Wichita

#### WILLIAM G. RAMBEAU CO., INC.

President: William G. Rambeau  
Vice President: James A. Wethington

**New York** (17): 347 Madison Ave. Murray Hill 6-5940

**Chicago** (1): 333 N. Michigan Ave. Andover 3-5566. Mgr.: Boyd W. Lawlor

**Los Angeles** (28): 1746 N. Los Palmas Ave. Hillside 0388. Mgr.: Jack Porter

**Minneapolis:** 625 Second Ave. Lincoln 7017. Mgr.: Vivion Bulmer

**San Francisco** (5): 607 Market St. Garfield 1-0426. Mgr.: Roy Soderlind

**Stations:** \*KFWM-TV, Joplin; WFAM-TV, Lafayette, Ind.; \*KLFY-TV, Lafayette, La.; WVEC-TV, Norfolk; \*WOSA-TV, Wausau

#### PAUL H. RAYMER CO., INC.

President: Paul H. Raymer  
TV Sales Mgr.: Ralph E. McKinnie

**New York** (22): 444 Madison Ave. Plaza 9-5570. Exec. V. P.: F. C. Brokaw

**Atlanta** (3): Glenn Bldg. Cypress 5304. Mgr.: G. C. Packard. Arch. B. Ragan

**Chicago** (11): 435 N. Michigan Ave. Superior 7-4473. Mgr.: G. C. Packard

**Dallas** (1): 1024 Life of America Bldg. Riverside 5663. Mgr.: Robert E. Stuart

**Detroit** (26): 2949 Penobscot Bldg. Woodward 3-0764. Mgr.: R. B. Rains

**Los Angeles** (28): 1680 Vine St. Hollywood 2-2376. Mgr.: John D. Gale

**San Francisco** (4): 2613 Russ Bldg. Douglas 2-8909. Mgr.: Ray Rhodes

**Stations:** KTBC-TV, Austin, Tex.; WBRC-TV, Birmingham; WNOK-TV, Columbia, S. C.; WTAC-TV, Flint; WKJG-TV, Ft. Wayne; KMJ-TV, Fresno; WKBH-TV, La Crosse; KFOR-TV, Lincoln; KTLA-TV, Los Angeles; \*WNET, Providence; KACY-TV, St. Louis; KSLA-TV, Shreveport; KELO-TV, Sioux Falls; WSBT-TV, South Bend; KVOA-TV, Tucson; \*KRGV-TV, Weslaco; KFDX-TV, Wichita Falls; WWOR-TV, Worcester; WKBN-TV, Youngstown

#### VENARD, INC.

President: Lloyd George Venard

**New York** (22): 444 Madison Ave. Murrey Hill 8-1088

**Atlanta** (3): 310 Glenn Bldg. Alpine 3080. Mgr.: James S. Ayers

**Boston** (16): 419 Boylston St. Commonwealth 6-0718. Mgr.: Louis J. Borgatti

**Chicago:** 35 E. Wacker Drive. State 2-5260. Mgr.: Howard Myers

**Los Angeles:** 2978 Wilshire Blvd. Dunkirk 8-4151. Mgr.: A. O. Dillenbeck

**San Francisco:** Mills Bldg. Garfield 1-7950. Mgr.: Duncan A. Scott

**Stations:** \*WERE-TV, Cleveland; WFIE-TV, Evansville; \*WJTN-TV, Jamestown; WILS-TV, Lansing; WKLO-TV, Louisville; WITV, Miami; KMID-TV, Midland; WCOV-TV, Montgomery; KTXL-TV, San Angelo; KCMC-TV, Texarkana

## THE WALKER REPRESENTATION CO., INC.

President: J. Wythe Walker

**New York** (17): 347 Madison Ave. Murray Hill 3-5830

**Atlanta:** Mortgage Guarantee Bldg. Alpine 5084. Mgr.: Tom Atkinson

**Chicago** (1): 360 N. Michigan Ave. Andover 3-5771. Mgr.: Ralph C. Kelley

**Kansas City:** 1012 Baltimore St. Victor 992. Mgr.: Morrie Temple

**Los Angeles** (5): 672 S. Lafayette Park Place. Fairfax 3200. Mgr.: Harlan Oakes

**Minneapolis:** Northwest Bank Bldg. Geneva 9631. Mgr.: Orville Lawson

**San Francisco** (4) Russ Bldg. Yukon 6-5820. Mgr.: Norm Cunningham

**Stations:** \*WMGT, Adams; KXLF-TV, Butte; WSIL-TV, Harrisburg; WLBC-TV, Muncie; \*WTEV, New Bedford; WRAY-TV, Princeton KXLY-TV, Spokane

## WEED TELEVISION

President: Joseph J. Weed

Mgr. TV: Peter James

**New York** (22): 501 Madison Ave. Plaza 1-2780

**Atlanta** (3): 501 Glenn Bldg., 120 Marietta St. NW. Cypress 4081. Mgr.: George R. Sweoringer, Jr.

**Boston:** Statler Bldg. Hubbard 2-5677. Mgr.: Robert Reardon

**Chicago:** Civic Opera Bldg., 20 N. Wacker Drive. Randolph 6-9668. Mgr.: Clay H. Rosland

**Detroit:** 1707 Book Bldg. Woodward 1-2685. Mgr.: Bernard P. Pearse

**Los Angeles** (28): 6331 Hollywood Blvd. Hollywood 4-8611 or 4-2066. Mgr.: Lincoln P. Simonds

**San Francisco:** 625 Market St. Douglas 2-1451. Mgr.: Donald Staley

**Stations:** WAKR-TV, Akron; KGGM-TV, Albuquerque; \*WQCY-TV, Allentown; WOI-TV, Ames; WBKZ-TV, Battle Creek; WWTW, Cadillac; WKNA-TV, Charleston, W. Va.; WFTL-TV, Ft. Lauderdale; WINK-TV, Ft. Myers; WBAY-TV, Green Bay; WFBC-TV, Greenville, S. C.; KHQA-TV, Hannibal-Quincy; WSLI-TV, Jackson, Miss.; WARD-TV, Johnstown; KLAS-TV, Las Vegas; \*WIMA-TV, Lima; KOLN-TV, Lincoln; \*WMUR-TV, Manchester; \*KGLO-TV, Mason City; KCJB-TV, Minot; WATV, New York; WKJF-TV, Pittsburgh; WCSH-TV, Portland, Maine; WJAR-TV, Providence; WTVO, Rockford; WROM-TV, Rome, Ga.; KCCC-TV, Sacramento; WTVI, St. Louis; XETV, San Diego; KTTS-TV, Springfield, Mo.; KTNT-TV, Tacoma; WSUN-TV, St. Petersburg; \*WWNY-TV, Watertown; WIRK-TV, West Palm Beach; \*WMFD-TV, Wilmington, N. C.; KIMA-TV, Yakima

## ADAM YOUNG TELEVISION CORP.

President: Adam Young, Jr.

**New York** (16): 22 E. 40th St. Murray Hill 9-0006

**Boston** (16): Statler Office Bldg. Hubbard 2-6117. Mgr.: Nona Kirby

**Chicago** (2): 55 E. Washington St. Andover 3-5448. Mgr.: William Reilly

**Los Angeles** (28): 6331 Hollywood Blvd. Hollywood 9-0965. Mgr.: William Wallace

**St. Louis:** 7 N. Seventh St. Maine 5020. Mgr.: Jack Hetherington

**Stations:** WAFB-TV, Baton Rouge; WICC-TV, Bridgeport; XELD-TV, Brownsville-Harlingen; \*CKLW-TV, Detroit; WFTV, Duluth; KTAG, Lake Charles; \*KETV, Little Rock; \*WCKG, New Orleans; WPFA-TV, Pensacola; \*KCTV, Sioux City; WICS, Springfield, Ill.; WSBA-TV, York. Foreign stations: \*CHCH, Hamilton, Ont.; \*CJBR-TV, Rimouski, Que.; \*CFQC-TV, Saskatoon, Sask.; CMTV, Havana; XHTV, Mexico City

# THE NETWORKS

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**OWNED STATIONS:** WABC-TV, New York; WBKB, Chicago;

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Clarke A. Snyder, Director, Station Relations  
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**OWNED STATIONS:** WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WCCO-TV, Minneapolis (owns 47%); WTOP-TV, Washington (owns 45%)

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Harold C. Lund, General Manager, WDTV

Werner Michel, Executive Producer  
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**OWNED STATIONS:** WABD, New York; WDTV, Pittsburgh; WTTG, Washington

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Hamilton Shea, General Manager, WNBT  
Edward Stanley, Manager of Public Service Programs  
Davidson Taylor, Director of Public Affairs  
John K. Williams, Manager of Western Sales Division  
Lloyd E. Yoder, General Manager, WNBK

**OWNED STATIONS:** WNBT, New York; WNBQ, Chicago; WNBK, Cleveland; KNBH, Los Angeles; WNBW, Washington

LOCAL ADVERTISING

(Continued from page 83)

**ROME, Ga.:** WROM-TV's billings break down as 45 per cent national spot, 55 per cent local. Food products top the hometown list, with a flour mill spending \$1,000 a month for time and \$125 for program costs. Next come department stores (12 per cent of local billings), followed by automobile dealers, food stores, and jewelers (10 per cent each). Dairies make up eight per cent, with bakeries and soft drink bottlers accounting for five per cent each.

**SAN DIEGO:** XETV carries no network programming. Its billings are 25 per cent national spot, 75 per cent local. A San Diego jeweler is the biggest local advertiser, with time costs ranging from \$2,500 to \$3,500 monthly. As a group, however, jewelers are topped by department stores. Following these two are appliance and set dealers.

**SAN LUIS OBISPO:** KVEC-TV's billings are five per cent network, 15 per cent national spot, and 80 per cent local. In the latter category, automobile dealers make up 10 per cent, and one of them is also the largest single account, spending \$1,200 monthly for time and \$400 for program costs. Next are appliance and set dealers, furniture and department stores.

**SCHENECTADY:** Soft drink bottlers, food product advertisers, and automobile dealers are the top three types of account with WRGB. An automotive advertiser is the largest single client, paying \$75,000 yearly for time. In all, local billings are 34 per cent of the total.

**SYRACUSE:** WSYR-TV's billings are 35 per cent network, 35 per cent national spot, and 30 per cent local. Biggest local accounts are breweries, spending \$8,800 a month for time and \$800 for program costs. Ranking next are soft drink bottlers, appliance and set dealers, and food products.

**WORCESTER:** WWOR-TV's breakdown is 80 per cent local, 10 per cent network, and 10 per cent national spot billings. Top account locally is in the food products category, with the advertiser spending \$15,000 yearly for time. Banks make up 11 per cent of all local billings, followed by soft drink bottlers (10 per cent), bakeries (nine per cent), and food stores (eight per cent).



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- ★ SERTA MATTRESS
- ★ FORD DEALERS
- ★ UNION PACIFIC RAILROAD
- ★ BREAST O'CHICKEN TUNA
- ★ MANISCHEWITZ WINE
- ★ BLATZ BEER
- ★ PABST BLUE RIBBON BEER
- ★ OHIO OIL CO.
- ★ And Many Others

# STATION DIRECTORY

Alphabetical listing by station call letters

KABC-TV KACY-TV KANG-TV KATV KBAK-TV KBES-TV KBID-TV KBOI-TV KBTB KCBT-TV KCCB-TV KCCC-TV KCEN-TV KCJB-TV KCMC-TV KCMO-TV KCOP KCRI-TV KCSJ-TV KDUB-TV KDYL-TV KDZA-TV KEDD KELO-TV KERO-TV KETX-TV KEY-T KFAZ KFDA-TV KFDX-TV KFEL-TV KFEQ-TV KFIA KFMB-TV KFOR-TV KFSA-TV KFSD-TV KFYR-TV KGBS-TV KGBT-TV KGGM-TV KGMV-TV KGNC-TV KGO-TV KGTV KGUL-TV KHJ-TV KHOL-TV KHSL-TV KHQ-TV KHQA-TV KID-TV KIDO-TV KIEM-TV KIMA-TV KING-TV KIVA-TV KJEO-TV KKTV	Los Angeles, Calif. Festus, Mo. Waco, Tex. Pine Bluff, Ark. Bakersfield, Calif. Medford, Ore. Fresno, Calif. Meridian, Idaho Denver, Colo. Lubbock, Tex. Sacramento, Calif. Temple, Texas Minot, N. D. Texarkana, Tex. Kansas City, Mo. Los Angeles, Calif. Cedar Rapids, Iowa Pueblo, Colo. Lubbock, Tex. Salt Lake City, Utah Pueblo, Colo. Wichita, Kan. Sioux Falls, S. D. Bakersfield, Calif. Tyler, Tex. Santa Barbara, Calif. Monroe, La. Amarillo, Tex. Wichita Falls, Tex. Denver, Colo. St. Joseph, Mo. Anchorage, Alaska San Diego, Calif. Lincoln, Neb. Fort Smith, Ark. San Diego, Calif. Bismarck, N. D. San Antonio, Texas Harlingen, Tex. Albuquerque, N. M. Honolulu, Hawaii Amarillo, Tex. San Francisco, Calif. Des Moines, Iowa Galveston, Tex. Los Angeles, Calif. Kearney, Neb. Chico, Calif. Spokane, Wash. Hannibal, Mo. Idaho Falls, Idaho Boise, Idaho Eureka, Calif. Yakima, Wash. Seattle, Wash. Yuma, Ariz. Fresno, Calif. Colorado Springs, Colo.	KRBC-TV KRDO-TV  KRLD-TV KROC-TV KROD-TV KRON-TV KRTV KSBW-TV KSD-TV KSLA KSL-TV KSTM-TV KSTP-TV KSWO-TV KSWI-TV KTAG-TV KTBC-TV KTLA KTNT-TV KTSN-TV KTTS-TV KTTV KTVA KTVE KTVH KTVQ KTVU KTVU KTXL-TV KTYL-TV KVEC-TV  KVOA-TV KVOS-TV KVTV KVVG KWFT-TV KWTW KWWL-TV KXLF-TV KXLY-TV KYTV KZTV WAAM WABC-TV WABD WABI-TV WABT WACH-TV WAFB-TV WAGA-TV WAIM-TV WAKR-TV WALA-TV WARD-TV WARM-TV WATE-TV WATR-TV WATV WAVE-TV WAYS-TV WBAL-TV WBAP-TV WBAY-TV WBBM-TV WBEN-TV WBKB WBKZ-TV WBLN-TV WBNS-TV WBRC-TV WBRE-TV WBTV WBTW-TV WBZ-TV WCAN-TV WCAU-TV WCBS-TV WCCO-TV WCHA-TV WCIA WCOS-TV WCOV-TV WCPO-TV WCSC-TV WCSH-TV WDAF-TV WDAK-TV WDAN-TV WDAY-TV WDEL-TV WDSM-TV	Abilene, Tex. Colorado Springs, Colo. Dallas, Tex. Rochester, Minn. El Paso, Tex. San Francisco, Calif. Little Rock, Ark. Salinas, Calif. St. Louis, Mo. Shreveport, La. Salt Lake City, Utah St. Louis, Mo. St. Paul, Minn. Lawton, Okla. Roswell, N. M. Lake Charles, La. Austin, Tex. Los Angeles, Calif. Tacoma, Wash. El Paso, Tex. Springfield, Mo. Los Angeles, Calif. Anchorage, Alaska Longview, Tex. Hutchinson, Kans. Oklahoma City, Okla. Stockton, Calif. San Angelo, Tex. Phoenix, Ariz. San Luis Obispo, Calif. Tucson, Ariz. Bellingham, Wash. Sioux City, Iowa Tulare, Calif. Wichita Falls, Tex. Oklahoma City, Okla. Waterloo, Iowa Butte, Mont. Spokane, Wash. Springfield, Mo. Reno, Nev. Baltimore, Md. New York, N. Y. New York, N. Y. Bangor, Me. Birmingham, Ala. Newport News, Va. Baton Rouge, La. Atlanta, Ga. Anderson, S. C. Akron, Ohio Mobile, Ala. Johnstown, Pa. Scranton, Pa. Knoxville, Tenn. Waterbury, Conn. Newark, N. J. Louisville, Ky. Charlotte, N. C. Baltimore, Md. Fort Worth, Tex. Green Bay, Wis. Chicago, Ill. Buffalo, N. Y. Chicago, Ill. Battle Creek, Mich. Bloomington, Ill. Columbus, Ohio Birmingham, Ala. Wilkes-Barre, Pa. Danville, Va. Charlotte, N. C. Buffalo, N. Y. Boston, Mass. Milwaukee, Wis. Philadelphia, Pa. New York, N. Y. Minneapolis, Minn. Chambersburg, Pa. Champaign, Ill. Columbia, S. C. Montgomery, Ala. Cincinnati, Ohio Charleston, S. C. Portland, Maine Kansas City, Mo. Columbus, Ga. Danville, Ill. Fargo, N. D. Wilmington, Del. Superior, Wis.	WDSU-TV WDTV WEAR-TV WEAU-TV WECT WEEK-TV WEEU-TV WEHT WENS WEWS WFAA-TV WFAM-TV WFBC-TV WFBG-TV WFBM-TV WFIE WFIL-TV WFMJ-TV WFMV-TV WFPG-TV WFTL-TV WFTV WGAL-TV WGBI-TV WGEM-TV WGLV WGN-TV WGVL WHAM-TV WHAS-TV WHB-TV WHBF-TV WHBQ-TV WHEC-TV WHEN-TV WHIO-TV WHIZ-TV WHP-TV WHUM-TV WHYN-TV WIBW-TV WICA-TV WICC-TV WICS-TV WICU WIFE WILK-TV WILS-TV WIRK-TV  WIS-TV WISE-TV WITV WJAC-TV WJAR-TV WJBF-TV WJBK-TV WJDM-TV WJHL-TV WJHP WJIM-TV WJMR-TV WJTV WKAB-TV WKBN-TV WKJG-TV WKJF-TV WKLO-TV WKNA-TV WKNB-TV WKNX-TV WKOW-TV WKRC-TV WKST-TV WKTU WKY-TV WKZO-TV WLAM-TV WLBC-TV WLBR-TV WLBZ-TV WLEB-TV WLEV-TV WLOK-TV WLVA-TV WLW-A WLW-C WLW-D WLW-T WMAL-TV WMAR-TV WMAZ-TV WMBR-TV	New Orleans, La. Pittsburgh, Pa. Pensacola, Fla. Eau Claire, Wis. Elmira, N. Y. Peoria, Ill. Reading, Pa. Henderson, Ky. Pittsburgh, Pa. Cleveland, Ohio Dallas, Tex. Lafayette, Ind. Greenville, S. C. Altoona, Pa. Indianapolis, Ind. Evansville, Ind. Philadelphia, Pa. Youngstown, Ohio Greensboro, N. C. Atlantic City, N. J. Fort Lauderdale, Fla. Duluth, Minn. Lancaster, Pa. Scranton, Pa. Quincy, Ill. Easton, Pa. Chicago, Ill. Greenville, S. C. Rochester, N. Y. Louisville, Ky. Kansas City, Mo. Rock Island, Ill. Memphis, Tenn. Rochester, N. Y. Syracuse, N. Y. Dayton, Ohio Zanesville, Ohio Harrisburg, Pa. Reading, Pa. Springfield, Mass. Topeka, Kans. Ashtabula, Ohio Bridgeport, Conn. Springfield, Ill. Erie, Pa. Dayton, Ohio Wilkes-Barre, Pa. Lansing, Mich. West Palm Beach, Fla. Columbia, S. C. Asheville, N. C. Ft. Lauderdale, Fla. Johnstown, Pa. Providence, R. I. Augusta, Ga. Detroit, Mich. Panama City, Fla. Johnson City, Tenn. Jacksonville, Fla. Lansing, Mich. New Orleans, La. Jackson, Miss. Mobile, Ala. Youngstown, Ohio Fort Wayne, Ind. Pittsburgh, Pa. Louisville, Ky. Charleston, W. Va. New Britain, Conn. Saginaw, Mich. Madison, Wis. Cincinnati, Ohio New Castle, Pa. Utica, N. Y. Oklahoma City, Okla. Kalamazoo, Mich. Lewiston, Me. Muncie, Ind. Lebanon, Pa. Jackson, Miss. Bethlehem, Pa. Lima, Ohio Lynchburg, Va. Atlanta, Ga. Columbus, Ohio Dayton, Ohio Cincinnati, Ohio Washington, D. C. Baltimore, Md. Macon, Ga. Jacksonville, Fla.	WMCT WMGT WMIN-TV WMT-TV WMTV WNAC-TV WNAM-TV WNAO-TV WNBF-TV WNBK WNBQ WNBT WNBW WNCT WNEM-TV WNEX-TV WNHC-TV WNOK-TV WNOW-TV WOAI-TV WOC-TV WOI-TV WOKY-TV WOOD-TV WOR-TV WOSH-TV WOW-TV WPAG-TV WPFA-TV WPXI WPMT-TV WPTZ WRAY-TV WRBL-TV WRDW-TV WREX-TV WRGB WROM-TV WROW-TV WRTV WSAZ-TV WSB-TV WSBA-TV WSBT-TV WSIL-TV WSIX-TV WSJS-TV WSLS-TV WSM-TV WSPD-TV WSTV WSUN-TV WSVA-TV WSYR-TV WTAC-TV WTAO-TV WTAP WTAR-TV WTCN-TV WTMJ-TV WTOB-TV  WTOC-TV WTOK-TV WTOP-TV WTOV-TV WTPA WTRF-TV WTRI WTSK-TV WTTG WTTV WTVE WTVH-TV WTVI WTVJ WTVN WTVQ WTVR WTVU WVEC-TV WVET-TV WWJ-TV WWLP WWOR-TV WWTU WXEL WXYZ-TV XELD-TV XETV	Memphis, Tenn. Adams, Mass. Minneapolis, Minn. Cedar Rapids, Iowa Madison, Wis. Boston, Mass. Appleton, Wis. Raleigh, N. C. Binghamton, N. Y. Cleveland, Ohio Chicago, Ill. New York, N. Y. Washington, D. C. Greenville, N. C. Bay City, Mich. Macon, Ga. New Haven, Conn. Columbia, S. C. York, Pa. San Antonio, Tex. Davenport, Iowa Ames, Iowa Milwaukee, Wis. Grand Rapids, Mich. New York, N. Y. Oshkosh, Wis. Omaha, Neb. Ann Arbor, Mich. Pensacola, Fla. New York, N. Y. Portland, Me. Philadelphia, Pa. Princeton, Ind. Columbus, Ga. Augusta, Ga. Rockford, Ill. Schenectady, N. Y. Rome, Ga. Albany, N. Y. Asbury Park, N. J. Huntington, W. Va. Atlanta, Ga. York, Pa. South Bend, Ind. Harrisburg, Ill. Nashville, Tenn. Winston-Salem, N. C. Roanoke, Va. Nashville, Tenn. Toledo, Ohio Steubenville, Ohio St. Petersburg, Fla. Harrisonburg, Va. Syracuse, N. Y. Flint, Mich. Boston, Mass. Parkersburg, W. Va. Norfolk, Va. Minneapolis, Minn. Milwaukee, Wis. Winston-Salem, N. C.  Savannah, Ga. Meridian, Miss. Washington, D. C. Norfolk, Va. Harrisburg, Pa. 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