

TELEVISION

MAGAZINE

Peter

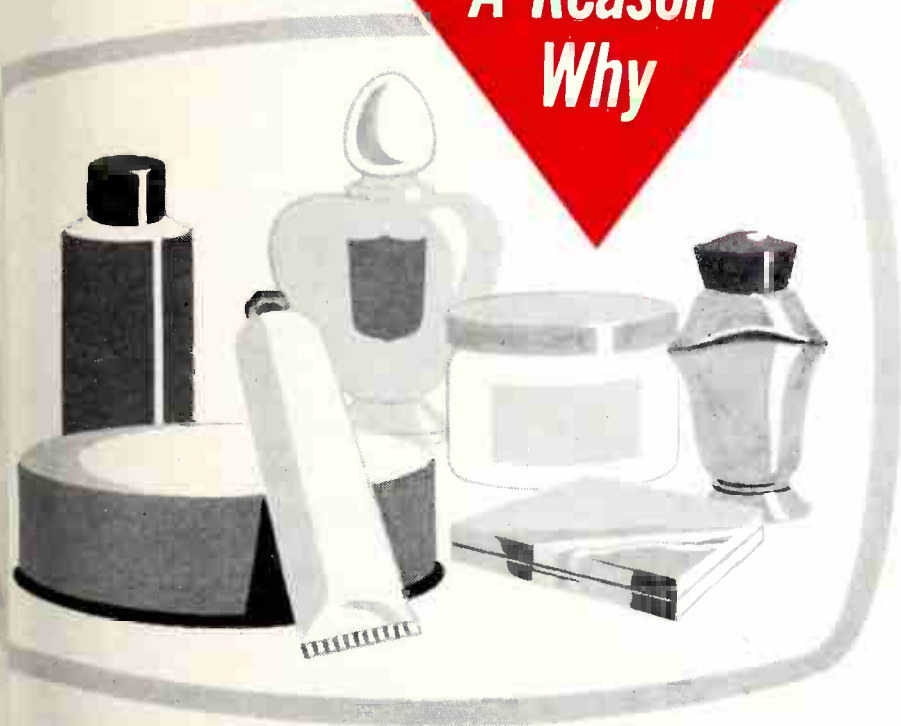
1957

The TV Markets as of August 1, 1957
— exclusive definition of coverage
areas, with county-by-county data for
sets, population, families, retail sales



U.S. TV homes by counties, as of August
1, presented alphabetically by states...
TV Markets vs. Standard Markets... All
data compiled by Television Magazine

*There Must Be
A Reason
Why*



Indiana University

AUG 31 1957

Library

**Millions and
Millions
of Dollars**

were *invested*
in Spot TV advertising
by leading COSMETIC
manufacturers during 1956.

Cosmetic advertisers know Spot TV advertising dollars are working dollars. They produce many more sales dollars by reaching milady when she's most receptive to your message. Cosmetic advertisers know Petry represented stations do an excellent selling job for them, reaching 1/3 of all TV homes.

Television Division

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

New York Chicago Atlanta Boston Detroit Los Angeles San Francisco St. Louis

On Friday, July 5th, against nation-wide competition, WRCV-TV became the first local station in the country, television or radio, ever to win the educational profession's highest honor, the National Education Association's School Bell Award.

Chosen for its documentary series, *Progress*, WRCV-TV joins such other winners of this highly-prized award as *The Saturday Evening Post*, *The Reader's Digest*, *Changing Times*, *The Kiplinger Magazine*, *Look Magazine*, *The NBC Television Network* and *The American Broadcasting Company*.

Progress is presented by WRCV-TV with the co-operation of the Pennsylvania State Education Association and the New Jersey Education Association. Experimenters

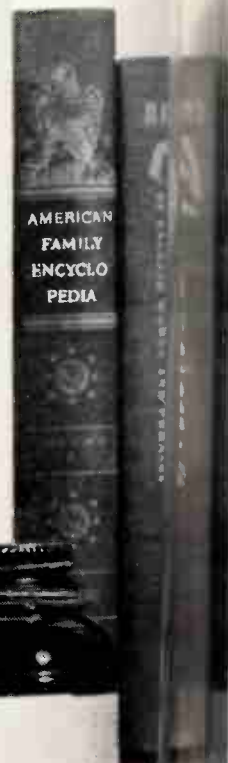
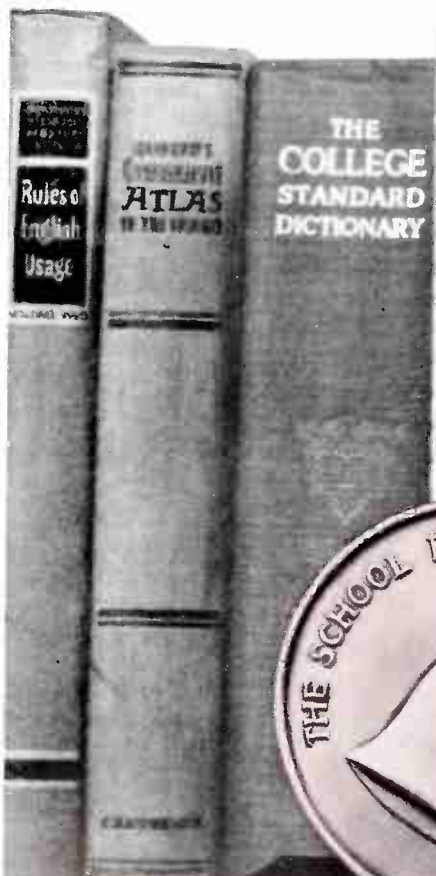
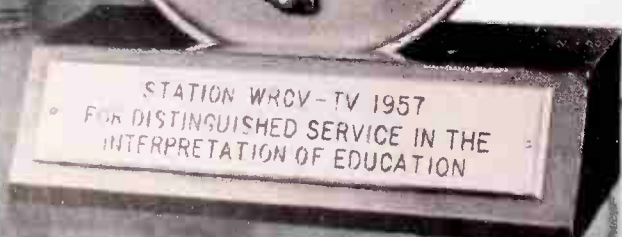
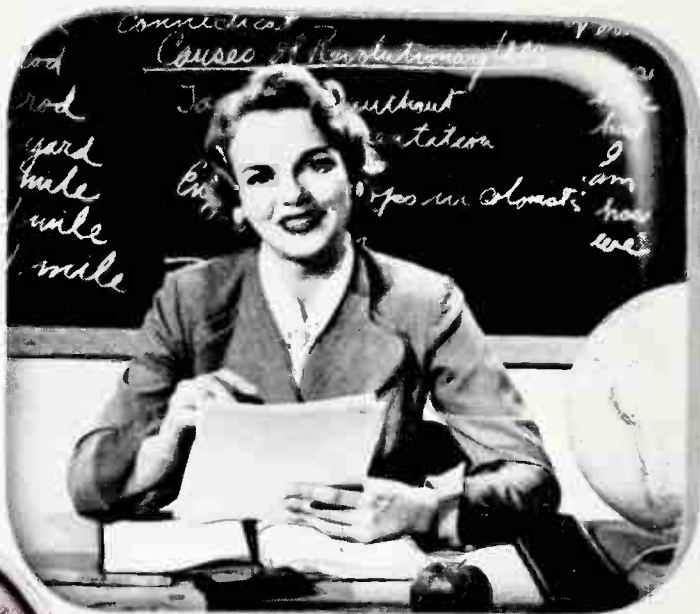
and trailblazer in developing effective new formats, it itself with current problems of education. In the Fall *Progress* became the first local educational program in the United States to be presented in *color* on a weekly basis.

WRCV-TV views the School Bell Award not only as a distinguished mark of achievement, but as an incentive, a challenge and a constant reminder of greater goals that lie ahead. Deeply aware of the responsibility of the broadcaster, the station pledges itself to continue to search out new ways of fostering fuller community awareness of achievements unheralded and problems unsolved.

WRCV-TV
NBC TELEVISION
PHILADELPHIA

A CLASS BY ITSELF!

WRCV-TV



KRNT-TV's NEW DES MOINES ARB SCORE

MULTI-WEEKLY FIRSTS | st. | st. | st. | st. | 2nd | st. | st. | st. | st. | st. | 9 out of 10 FIRSTS

ONCE-A-WEEK FIRSTS | st. | st. | st. | st. | st. | st. | 2nd | 2nd | 2nd | st. | 7 out of 10 FIRSTS

Another
KRNT-TV
SMASH
HIT!



TOP TEN MULTI-WEEKLY

| | | Average Rating |
|------|-------------------------------------|----------------|
| * 1. | Russ Van Dyke News..... 10:00 P.M. | 37.7 |
| * 2. | Al Coupee Sports..... 10:20 P.M. | 27.0 |
| * 3. | Paul Rhoades News..... 6:00 P.M. | 14.8 |
| * 4. | Guiding Light..... 10:45 A.M. | 13.7 |
| 5. | Jack Shelley News..... 10:00 P.M. | 13.4 |
| * 6. | As the World Turns..... 11:30 A.M. | 13.4 |
| * 7. | Search for Tomorrow..... 10:30 A.M. | 12.5 |
| * 8. | Don Soliday News..... 12:30 P.M. | 12.4 |
| * 9. | Bill Riley..... 12:00 Noon | 11.8 |
| *10. | Love of Life..... 10:15 A.M. | 10.8 |

TOP TEN ONCE-A-WEEK

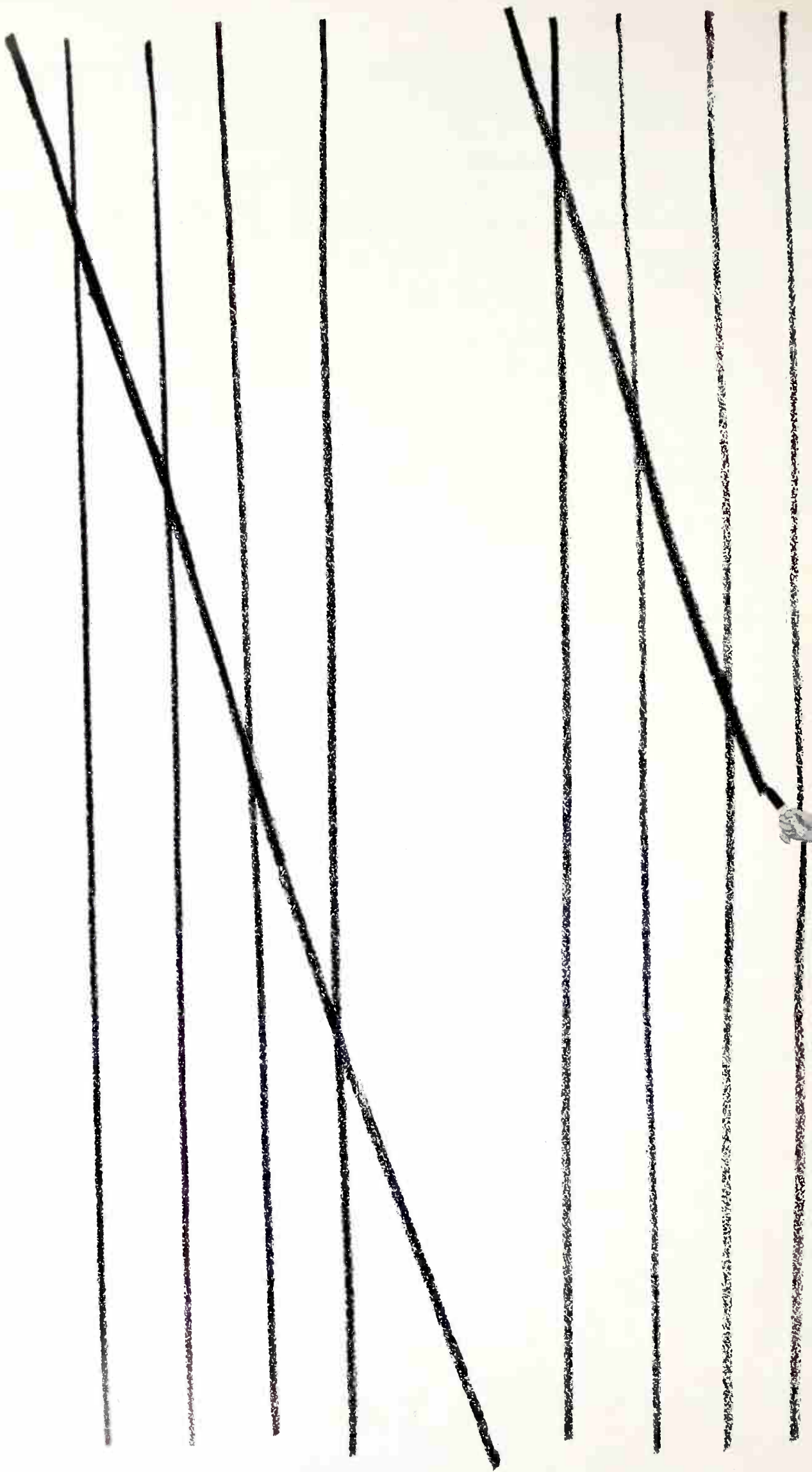
| | | Average Rating |
|------|------------------------|----------------|
| * 1. | Gunslike..... | 40.0 |
| * 2. | Ed Sullivan..... | 35.5 |
| * 3. | To Tell The Truth..... | 35.4 |
| * 4. | The Lineup..... | 34.0 |
| * 5. | Climax..... | 31.8 |
| * 6. | What's My Line..... | 31.5 |
| 7. | Lawrence Welk..... | 28.8 |
| 8. | Panic..... | 28.5 |
| 9. | Wells Fargo..... | 28.2 |
| *10. | I Love Lucy..... | 28.0 |

*KRNT-TV

A COWLES OPERATION

KRNT-TV

Full Power Channel 8 In Iowa



U V



Annual Report

As television's most rewarding season came to an end, two events clearly summarized the scope of CBS Television's contribution to this young and growing medium.

The final Nielsen report of the October-May season found CBS Television broadcasting all of the 10 most popular programs. The final honors of the year – the two Robert E. Sherwood Awards for network programs “dealing with freedom and justice” – were both given to CBS Television.

This achievement climaxed a season which saw intense network competition for a nationwide television audience that reached a new peak of over 40 million families.

It was a season which found the average family spending even more time watching television than the year before. And because most of this time was spent looking at CBS Television, the network consistently maintained a position of leadership throughout the year:

It gathered the largest audience for a single entertainment program in the history of television.

It won a total of 122 programming awards for entertainment and public service programs.

It had a monthly average of 8 of the 10 most popular nighttime programs and 7 of the 10 most popular daytime programs.

It delivered 25 per cent larger average nighttime audiences and 30 per cent larger average daytime audiences than its closest competitor.

It earned a 20 per cent larger investment from advertisers than the second leading network.

Television brought more Americans the entertainment they enjoyed most and the information necessary for a clear understanding of the issues of our time. And it offered American business its most effective advertising medium.

CBS TELEVISION

14th year of publication

TELEVISION MAGAZINE

MARKET BOOK • VOLUME XIV, NO. 8 • AUGUST

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7 YEAR MEDIA STUDY

THE TOP 50—How the Advertisers have allocated expenditures in each year 1950 to 1956 will be analyzed in TELEVISION MAGAZINE's Report in September. Unpublished elsewhere, estimates for space, time a production in newspapers, magazine network radio and TV inclusion and program costs. Highlights: "General Food trait of a TV Giant"—a study of the multi-faceted relationship of TV . . . Max Ule, senior Kenyon & Eckhardt, discussing coming era of scientific measurement . . . Radio Study: "Radio's relative Audience—New Key finding," by the Leo Burnett

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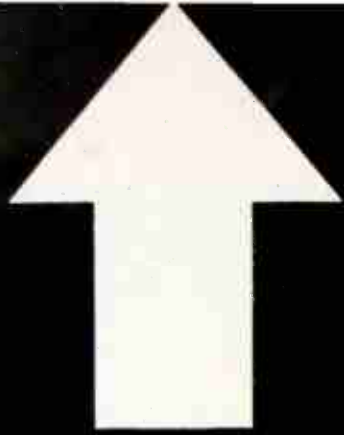




**We're
well
received
in
Flint**

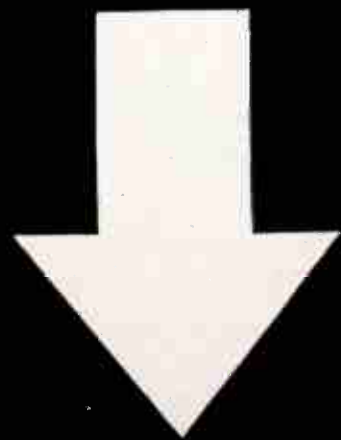
WJIM-TV

Represented by Peters, Griffin, Woodward, Inc.



NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.

the average audience rating of each
the other two networks decreased.



AND 6-11 P.M., SUN.-SAT.; OCT.-DEC., 1956 VS. APRIL-JUNE 1, 1957.

August, 1957

The dimensions of TV continue to expand, even though most major markets have been at the saturation level of set ownership for several years. As of August 1, national circulation had gone up to 40,706,746 homes. Despite the still-existing geographic and economic gaps in the distribution of the country's sets, approximately 82% of U.S. homes have TV. One year ago, national penetration was at about 77%. While the number of total U.S. families has gone up about 1.8% since 1956, the number of TV homes has increased by approximately 8%.

Serving these set-owners now are 467 stations. A year ago, the number of commercial stations operating in the U.S. and its possessions was 447. Allowing for stations which have gone off the air as well as those coming on, there has been a net gain of 20 outlets.

TV MARKETS

JULY 1, 1957

| | |
|-----------------------------|-----|
| 1-channel markets | 142 |
| 2-channel markets | 65 |
| 3-channel markets | 39 |
| 4 (or more)-channel markets | 18 |

| | |
|--|-----|
| Total Markets | 264 |
| Commercial Stations U.S. & possessions | 467 |

| | |
|--------------------------------|------------|
| Number of U.S. TV homes | 40,100,000 |
| % of U.S. homes owning TV sets | 81.9% |

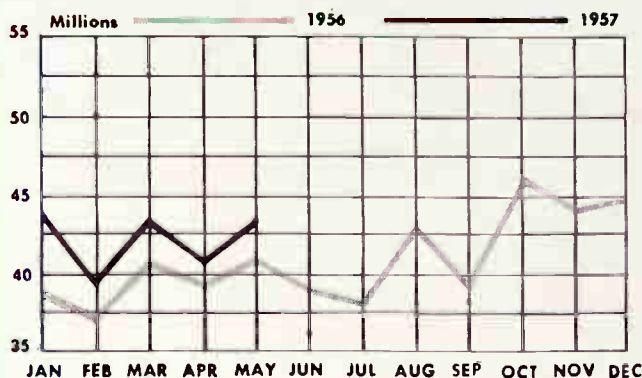
Source: TELEVISION MAGAZINE

TV RECEIVERS

| | April '57 | April '56 |
|--------------|-----------|-----------|
| Production | 361,246 | 549,632 |
| Retail Sales | 337,965 | 347,630 |

Source: RETMA

TV NETWORK BILLINGS



| April '57 | | |
|--------------|---------------------|----------------|
| ABC | \$ 6,667,427 | \$ 3,777 |
| CBS | 19,385,098 | 8,950 |
| NBC | 15,154,388 | 6,594 |
| Total | \$41,206,913 | \$9,401 |

| May '57 | | |
|--------------|---------------------|----------------|
| ABC | \$ 7,258,807 | \$ 9,127 |
| CBS | 20,331,441 | 0 |
| NBC | 15,878,585 | 0 |
| Total | \$43,468,833 | \$9,447 |

TV VIEWING WEEKDAY-DAYTIME SETS-IN-USE FOR APRIL

| Hour | FOR SPOT BUYERS: % Sets-in-use by Local Time | | | FOR NETWORK: % Sets-in-use |
|-------|--|-------------------|-------------------|----------------------------|
| | Eastern Time Zone | Central Time Zone | Pacific Time Zone | Total U.S. |
| 7 AM | 6.9 | 9.3 | 2.3 | 3.5 |
| 8 AM | 15.1 | 15.7 | 3.5 | 10.7 |
| 9 AM | 12.2 | 13.3 | 8.4 | 11.5 |
| 10 AM | 13.8 | 17.1 | 6.7 | 11.9 |
| 11 AM | 18.3 | 17.2 | 8.4 | 15.6 |
| NOON | 23.9 | 20.0 | 15.2 | 19.2 |
| 1 PM | 14.8 | 14.4 | 15.4 | 15.5 |
| 2 PM | 12.3 | 13.5 | 7.2 | 12.6 |
| 3 PM | 15.4 | 20.4 | 6.3 | 14.8 |
| 4 PM | 24.5 | 20.8 | 10.7 | 21.9 |

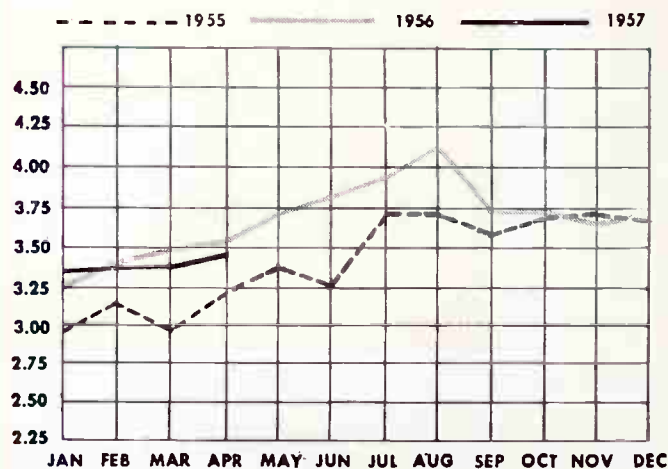
Source: ARB, 1957

TV VIEWING WEEKDAY-NIGHTTIME SETS-IN-USE FOR APRIL

| Hour | FOR SPOT BUYERS: % Sets-in-use by Local Time | | | FOR NETWORK: % Sets-in-use |
|----------|--|-------------------|-------------------|----------------------------|
| | Eastern Time Zone | Central Time Zone | Pacific Time Zone | Total U.S. |
| 5 PM | 32.5 | 29.5 | 25.3 | 24.7 |
| 6 PM | 34.8 | 37.4 | 36.1 | 29.4 |
| 7 PM | 46.0 | 58.0 | 60.2 | 38.7 |
| 8 PM | 69.0 | 62.9 | 65.8 | 58.9 |
| 9 PM | 68.8 | 59.2 | 62.7 | 62.3 |
| 10 PM | 57.5 | 40.9 | 45.8 | 59.8 |
| 11 PM | 30.2 | 14.9 | 15.6 | 39.2 |
| MIDNIGHT | 10.2 | 4.1 | 4.9 | 19.6 |

Source: ARB, 1957

TV NETWORK COST PER THOUSAND



April 1957 index: This graph traces the c-p-m per commercial representative network. Based on all sponsored cast 9:30-10 p.m., N.Y. the ARB rating week, a continuing yardstick performance of nighttime dex is obtained by dividing total costs of the program by the total number of homes these shows, then dividing the number of commercial minutes. Source: TELEVISION MAGAZINE

W

PST

TV



WE'RE OPENING THE DOOR
TO SOUTHEAST FLORIDA'S
\$2,000,000,000 MARKET



we're on the air!

TEN'S ON TOP — Right! On top of 1,453,800 people,
representing 581,520 families.



TEN'S ON TOP — Right! On top of 32,428 retail stores,
employing 72,269 workers with a payroll of \$165,482,000.

TEN'S ON TOP — Right! On top of more than 1800 manufacturing
plants turning out products from milady's chemise to monsieur's carport.

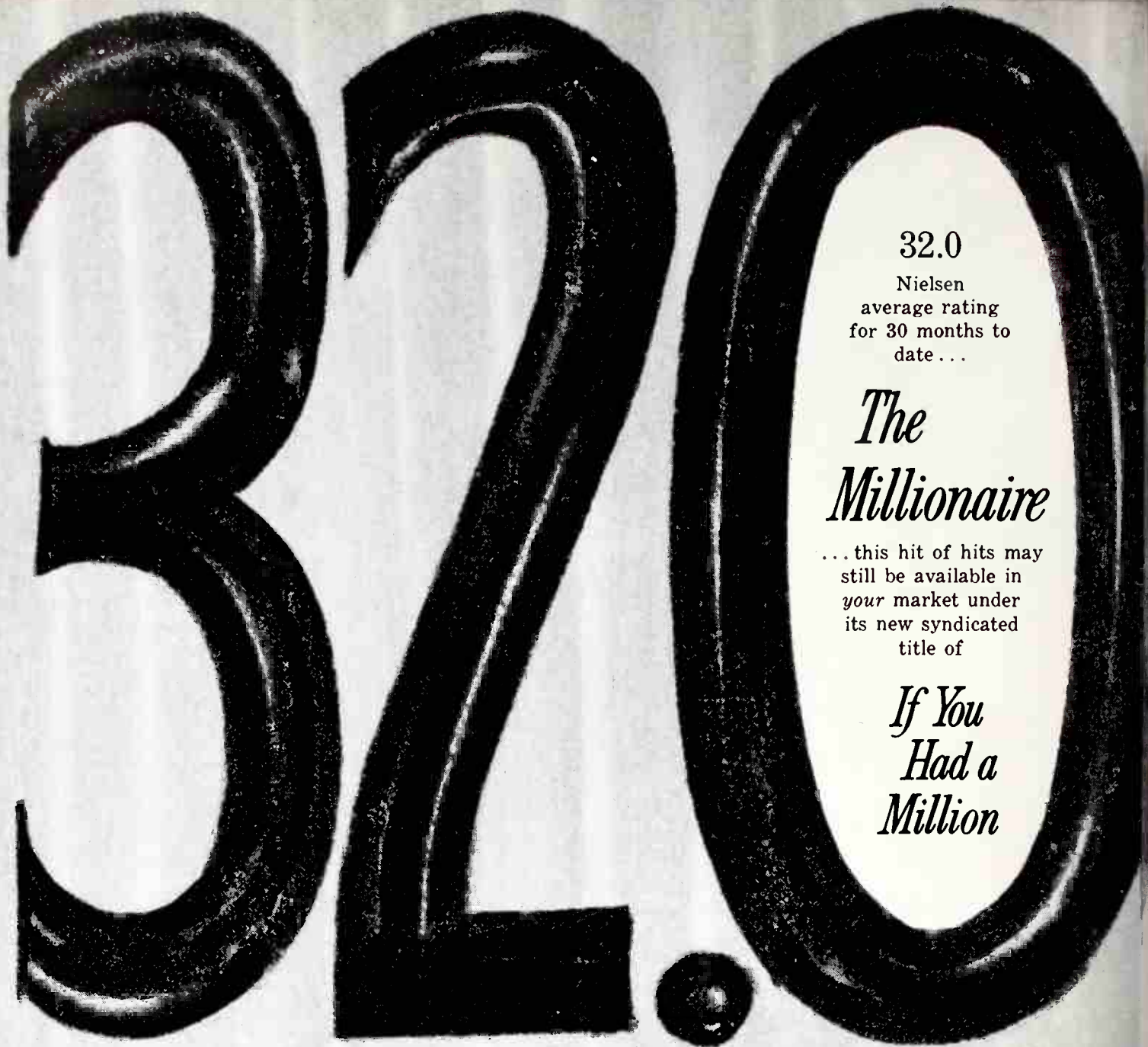
TEN'S ON TOP — Right! On top of more than 3 1/2 million
tourists who visit Southeast Florida and Miami every year
(more than 75 per cent of whom view TV during their stay)



WPST TV



ABC NETWORK. REPRESENTED NATIONALLY BY H-R TELEVISION, INC.



32.0

Nielsen
average rating
for 30 months to
date . . .

*The
Millionaire*

. . . this hit of hits may
still be available in
your market under
its new syndicated
title of

*If You
Had a
Million*

If You Had a Million

. . . has tripled its sponsor list in a few short weeks! . . .

is the only new syndicated availability with a rating record in the "golden 30's" . . .

has beaten its nearest competitor for 30 months on the network, with an average 33% bigger audience! . . .

in recently released Nielsen roundup for 1956, it ranked No. 1 among all dramatic series (as THE MILLIONAIRE)!

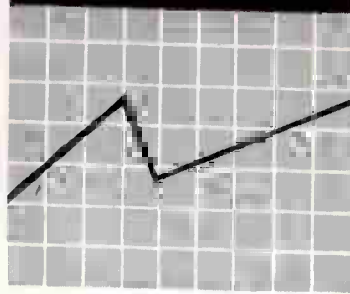
There is no mystery about why this program has been "top 10" for so long - Suppose someone handed *you* a million dollars! . . .

*39 ultra-dramatic
half hours on film
immediately available
thru your MCA TV
Film Syndication
representative*

mca tv

598 Madison Avenue, New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

report on spot



TV soap, cleanser and related advertisers use spot TV in 14 major markets

listed below are the soaps, cleansers, detergents, deodorizers, disinfectants and household cleansers which were advertised on spot TV during a representative week in the first quarter of 1957, as reported

by Broadcast Advertisers Reports Inc. BAR tape-records all telecasting in 14 major markets on a regular basis for seven-day periods. The schedules shown represent the TV activity of the various brands in

the markets during the recording week. They are taken from the recently published BAR report, "A National Guide to Non-Network Television Advertisers by Product Categories."

B BRAND POWDERED SOAPS

| | |
|--------------------------------------|------------|
| A. ECAN FAMILY SOAP PRODUCTS | |
| Chicago | 20 spots |
| CALITE SOAP | |
| Los Angeles | 1 program |
| San Francisco | 7 spots |
| DEW TOILET BAR | |
| Chicago | 17 spots |
| Detroit | 37 spots |
| Milwaukee | 15 spots |
| Minneapolis | 24 spots |
| D. LAUNDRY PRODUCTS | |
| Baltimore | 3 spots |
| Boston | 4 spots |
| Kansas City | 10 spots |
| Milwaukee | 8 spots |
| New York | 9 spots |
| Philadelphia | 3 spots |
| Washington | 3 spots |
| F. PANTH SOAP PRODUCTS | |
| Baltimore | 5 spots |
| Minneapolis | 3 programs |
| Philadelphia | 5 programs |
| H. SOAP PRODUCTS | |
| Detroit | 4 spots |
| Washington | 10 spots |
| K. LAUNDRY PRODUCTS | |
| Baltimore | 7 spots |
| Washington | 4 spots |
| L. SOAP | |
| Kansas City | 5 spots |
| M. SOAP PRODUCTS | |
| Detroit | 2 spots |
| N. HEART SOAP | |
| San Francisco | 6 spots |
| O. MULE TEAM BORAX AND BORAXO | |
| Baltimore | 1 program |
| Chicago | 1 program |
| Detroit | 1 program |
| Los Angeles | 1 program |
| Miami | 1 program |
| Minneapolis | 1 program |
| New York | 1 program |
| Philadelphia | 1 program |
| Washington | 1 program |

VEL BEAUTY BAR SOAP

| | |
|------------------------------------|-----------|
| Kansas City | 11 spots |
| WHITE KING LAUNDRY PRODUCTS | |
| Los Angeles | 1 spot |
| San Francisco | 1 program |
| WRISLEY SOAP | |
| San Francisco | 12 spots |
| ZEST SOAP | |
| Miami | 22 spots |
| San Francisco | 1 spot |

BLEACH AND STARCH

| | |
|--------------------------------|----------|
| CLOROX BLEACH | |
| Atlanta | 5 spots |
| Baltimore | 10 spots |
| Boston | 10 spots |
| Chicago | 13 spots |
| Detroit | 6 spots |
| Miami | 4 spots |
| New York | 20 spots |
| Philadelphia | 2 spots |
| San Francisco | 12 spots |
| DAZZLE LAUNDRY PRODUCTS | |
| Baltimore | 10 spots |
| FAULTLESS STARCH | |
| Atlanta | 1 spot |
| HILEX BLEACH | |
| Minneapolis | 1 spot |
| HOOD LAUNDRY PRODUCTS | |
| Miami | 1 spot |
| Philadelphia | 10 spots |
| MAG BLEACH | |
| Milwaukee | 12 spots |
| MILANI BLEACH | |
| Miami | 2 spots |
| PERMA STARCH | |
| San Francisco | 6 spots |
| SNOWY BLEACH | |
| Detroit | 3 spots |
| Los Angeles | 6 spots |
| New York | 12 spots |
| Philadelphia | 7 spots |
| San Francisco | 7 spots |
| ZIPPY LIQUID STARCH | |
| Philadelphia | 12 spots |
| Washington | 10 spots |

CLEANSERS

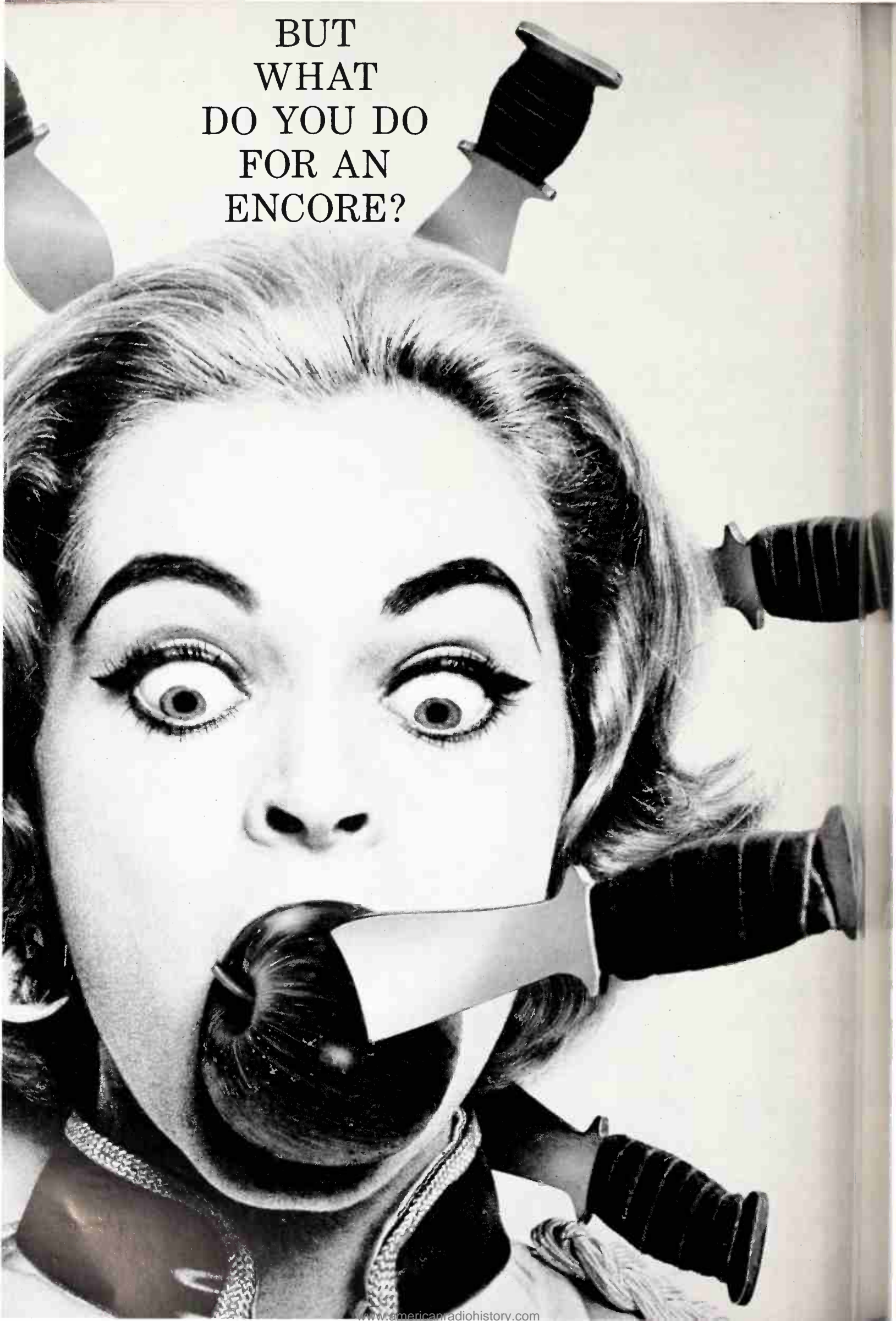
| | |
|----------------------------------|-----------|
| AJAX CLEANSER | |
| Los Angeles | 2 spots |
| Milwaukee | 1 spot |
| New York | 1 spot |
| BON AMI CLEANSER | |
| Atlanta | 14 spots |
| Minneapolis | 10 spots |
| New York | 17 spots |
| San Francisco | 12 spots |
| COMET CLEANSER | |
| Atlanta | 4 spots |
| Baltimore | 13 spots |
| Boston | 9 spots |
| Chicago | 13 spots |
| Detroit | 9 spots |
| Los Angeles | 13 spots |
| Milwaukee | 4 spots |
| Minneapolis | 4 spots |
| New York | 5 spots |
| Philadelphia | 12 spots |
| San Francisco | 3 spots |
| Washington | 13 spots |
| KITCHEN KLENSER | |
| Chicago | 10 spots |
| TES-TED CHEMICAL PRODUCTS | |
| Atlanta | 1 program |

DEODORIZERS AND DISINFECTANTS

| | |
|------------------------------------|---------|
| BREATH-O-PINE DISINFECTANT | |
| Boston | 1 spot |
| New York | 3 spots |
| Washington | 1 spot |
| DAZY AIR FRESHENER | |
| Baltimore | 4 spots |
| Washington | 7 spots |
| DRI-ZIT DEODORIZING POWDER | |
| Los Angeles | 1 spot |
| San Francisco | 1 spot |
| FLORIENT AEROSOL | |
| Los Angeles | 1 spot |
| Milwaukee | 1 spot |
| New York | 1 spot |
| HERBREE GARDEN DISINFECTANT | |
| New York | 4 spots |

To page 17

BUT
WHAT
DO YOU DO
FOR AN
ENCORE?



In show business, it's considered one of the tougher propositions. How, for instance, do you follow
a series like "The Silent Service?" Very simple. You produce "Boots and Saddles — the Story of
the Fifth Cavalry." It's set in the 1870's, when Indians and Yankees played for keeps instead of
spinnants. It won't solve a single world problem. It will entertain.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



Date at 8 . . .

in New York, Dallas, Denver—and points west

WANT PRIME TIME from coast to coast?
With film, it's easy! Scheduling is a breeze.
No star worries—no dangers of "slips" or
fluffs, either. What's more, you can rehearse

to your heart's content, film your show,
edit and pre-test for maximum effective-
ness. Yes, you make time and save money
. . . when you **USE EASTMAN FILM.**

For complete information write to Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. GERMAN, Inc.**

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

Shoot it IN COLOR . . . You'll be glad you did!

REPORT ON SPOT *From page 13*

PINE SOL DISINFECTANT

| | |
|---------------|----------|
| Atlanta | 5 spots |
| Boston | 12 spots |
| Kansas City | 10 spots |
| Los Angeles | 10 spots |
| Miami | 12 spots |
| Minneapolis | 10 spots |
| Philadelphia | 13 spots |
| San Francisco | 6 spots |

PROMPT DISINFECTANT

| | |
|----------|----------|
| New York | 10 spots |
|----------|----------|

RED CAP PRODUCTS

| | |
|--------|----------|
| Boston | 23 spots |
|--------|----------|

SWEET-AIRE DEODORANT

| | |
|--------------|--------|
| Philadelphia | 1 spot |
|--------------|--------|

WHITE CAP DISINFECTANT

| | |
|--------------|---------|
| Philadelphia | 4 spots |
|--------------|---------|

WIZARD DEODORIZER

| | |
|-------------|--------|
| Los Angeles | 1 spot |
|-------------|--------|

DETERGENTS

AD DETERGENT

| | |
|---------------|---------|
| Chicago | 4 spots |
| Los Angeles | 1 spot |
| New York | 2 spots |
| Philadelphia | 2 spots |
| San Francisco | 7 spots |

ALL DETERGENT

| | |
|----------|----------|
| New York | 12 spots |
|----------|----------|

CHEER DETERGENT

| | |
|------------|-----------|
| Detroit | 1 program |
| Washington | 10 spots |

DASH DETERGENT

| | |
|---------------|---------|
| Detroit | 8 spots |
| Miami | 5 spots |
| New York | 8 spots |
| Philadelphia | 9 spots |
| San Francisco | 8 spots |

FAB DETERGENT

| | |
|-------------|---------|
| Los Angeles | 2 spots |
| Miami | 3 spots |

GAY DETERGENT

| | |
|---------|--------|
| Detroit | 1 spot |
|---------|--------|

GLIM DETERGENT

| | |
|--------------|----------|
| Atlanta | 6 spots |
| Los Angeles | 2 spots |
| Miami | 9 spots |
| New York | 14 spots |
| Philadelphia | 6 spots |

LESTOIL DETERGENT

| | |
|--------------|----------|
| Boston | 39 spots |
| New York | 51 spots |
| Philadelphia | 20 spots |

OXYDOL DETERGENT

| | |
|---------|---------|
| Detroit | 5 spots |
|---------|---------|

TEXIZE PRODUCTS

| | |
|---------|-----------|
| Atlanta | 1 program |
| | 2 spots |

TIDE DETERGENT

| | |
|---------------|----------|
| Boston | 11 spots |
| Miami | 5 spots |
| San Francisco | 6 spots |

VEL DETERGENT

| | |
|-------------|--------|
| Los Angeles | 1 spot |
|-------------|--------|

WISK DETERGENT

| | |
|-------------|----------|
| Boston | 6 spots |
| Chicago | 10 spots |
| Detroit | 5 spots |
| Kansas City | 5 spots |
| Milwaukee | 5 spots |
| Minneapolis | 6 spots |

WOOLENE DETERGENT

| | |
|---------------|---------|
| San Francisco | 6 spots |
|---------------|---------|

HOUSEHOLD CLEANERS

BARCOLENE PRODUCTS

| | |
|--------|---------|
| Boston | 3 spots |
|--------|---------|

DRANO LYE

| | |
|-----------|---------|
| Atlanta | 6 spots |
| Baltimore | 5 spots |
| Boston | 6 spots |
| Chicago | 7 spots |
| Detroit | 6 spots |

| | |
|---------------|---------|
| Kansas City | 6 spots |
| Los Angeles | 9 spots |
| Milwaukee | 8 spots |
| Minneapolis | 4 spots |
| New York | 7 spots |
| Philadelphia | 7 spots |
| San Francisco | 2 spots |
| Washington | 9 spots |

EASY OFF OVEN CLEANER

| | |
|---------------|--------|
| Los Angeles | 1 spot |
| San Francisco | 1 spot |

ENERGINE PRODUCTS

| | |
|---------------|---------|
| Atlanta | 2 spots |
| Boston | 3 spots |
| Chicago | 4 spots |
| Kansas City | 5 spots |
| Los Angeles | 8 spots |
| Miami | 1 spot |
| Milwaukee | 7 spots |
| Minneapolis | 4 spots |
| New York | 5 spots |
| Philadelphia | 4 spots |
| San Francisco | 6 spots |
| Washington | 5 spots |

GLAMORENE RUG & UPHOLSTERY CLEANER

| | |
|---------------|------------|
| Atlanta | 10 spots |
| Boston | 9 spots |
| Detroit | 35 spots |
| Los Angeles | 1 spot |
| Milwaukee | 1 spot |
| Minneapolis | 25 spots |
| New York | 2 programs |
| | 20 spots |
| San Francisco | 40 spots |
| Washington | 1 spot |

GLASS WAX CLEANER

| | |
|---------------|----------|
| Chicago | 1 spot |
| Detroit | 3 spots |
| Los Angeles | 6 spots |
| New York | 12 spots |
| Philadelphia | 5 spots |
| San Francisco | 6 spots |

MIRROW COFFEE PERK CLEANER

| | |
|------------|--------|
| Washington | 1 spot |
|------------|--------|

M-O-LENE CLEANER

| | |
|---------------|---------|
| Milwaukee | 2 spots |
| San Francisco | 8 spots |

OAKITE CLEANER

| | |
|---------------|----------|
| San Francisco | 13 spots |
|---------------|----------|

OVEN MAGIC STAIN REMOVER

| | |
|-------------|--------|
| Los Angeles | 1 spot |
|-------------|--------|

OVEN SPRITE OVEN CLEANER

| | |
|---------------|---------|
| San Francisco | 5 spots |
|---------------|---------|

SANI-FLUSH

| | |
|-------------|--------|
| Los Angeles | 1 spot |
|-------------|--------|

SNO-BOL CLEANERS

| | |
|----------|---------|
| New York | 9 spots |
|----------|---------|

SOIL-OFF PAINT CLEANER

| | |
|---------------|----------|
| Los Angeles | 1 spot |
| San Francisco | 12 spots |

SPIC & SPAN CLEANER

| | |
|---------------|-----------|
| Atlanta | 4 spots |
| Boston | 4 spots |
| Detroit | 1 program |
| San Francisco | 8 spots |

WINDEX GLASS CLEANER

| | |
|---------------|---------|
| Atlanta | 4 spots |
| Baltimore | 4 spots |
| Boston | 4 spots |
| Chicago | 4 spots |
| Detroit | 3 spots |
| Kansas City | 3 spots |
| Los Angeles | 4 spots |
| Milwaukee | 4 spots |
| Minneapolis | 8 spots |
| New York | 4 spots |
| Philadelphia | 6 spots |
| San Francisco | 5 spots |
| Washington | 4 spots |

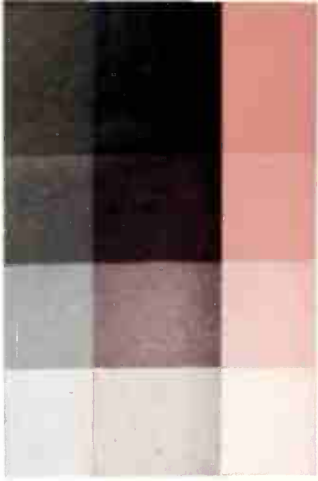
MISCELLANEOUS

BUG-GETA SPRAY MATERIALS

| | |
|---------------|--------|
| San Francisco | 1 spot |
|---------------|--------|

LEVER BROTHERS COMPANY

| | |
|---------|-----------|
| Detroit | 1 program |
|---------|-----------|



Color Letter

AS OF AUGUST . . .

NBC will continue its steady color programming with 64 hours scheduled in tint this month. These include 22 hours of *Matinee* and 22 hours of *Club 60*. A comparison with winter scheduling shows 54½ hours of colorcasting for NBC in January, 1957. . . . Latest statistics show 39 stations are equipped to originate local live color, 92 stations are able to handle color film, and 93 can telecast color slides. There are 263 stations equipped to transmit network color.

NETWORK COLOR PLANS FOR FALL

For the coming season, NBC has so far set 10 hours of daytime color via *Club 60* and *Matinee*, plus three and one-half hours at night, for a total of 13½ hours per week. The evening lineup includes *Twenty-One*, *Fisher-Gobel*, *Kraft* and *Perry Como*. There is also a barrage of specials being planned, including a 90-minute travelogue, "Assignment: Southeast Asia," with James Michener.

CBS plans to continue *Red Skelton's* weekly half-hour in tint and one hour once a month of *Shower of Stars*. Several 90-minute specials are on the agenda. Already set is the first in a series of 10 specials for DuPont, "Crescendo." A musical starring Rex Harrison, it's scheduled for September 29. Presently in the making is the Lowell Thomas series of adventure films which will be sponsored by Delco Batteries, a General Motors division.

HOW LONG DOES PROCESSING TAKE?

The speed with which color film can now be handled is illustrated by this timetable, prepared by Consolidated Film Laboratories. It represents the lab's estimate of the average time required for processing a three-reel, 35mm subject running approximately one-half hour:

| | A Roll Printing | A and B Roll Printing |
|--|----------------------|--------------------------|
| 35mm Eastman Color | | |
| 1. Developing Picture and Dailies | 24 hours | |
| 2. Titles, Opticals, Effects, Etc. | 2 weeks | |
| 3. First Trial Composite Print | 5 days | 7 days |
| 4. Separation Positives | 3 days | 3 days |
| 5. Release Prints | 15 prints per day | 10 prints per day |
| 16mm Eastman Color | | |
| 1. Manufacture of 16mm Internegative | 4 days | 6 days |
| 2. First Trial Composite Print | 4 days | |
| 3. Release Prints | 30 prints per day | |
| Eastman Color Positive Prints From Kodachrome | | |
| 1. Manufacture of 16mm Internegative from Original Kodachrome | 2 days | 3 days |
| 2. First Trial Composite Print | 3 days | |
| 3. Manufacture of Release Prints | 30 prints per day | |

STATION ROUNDUP

A \$250,000 RCA mobile unit will equip WLW-T, Cincinnati to originate live local color programs from the roving "studio-on-wheels." The unit

To page 22

NEW! ZIV'S SPECIALTY SERIES



NOVELTY



SERIES...

ZIV'S BRILLIANT NEW SHOW . . . A LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

"HARBOR BORO" COMMAND

**DANGER!
THRILLS!
ACTION!**

Based on actual
experiences of
America's Harbor
Police, Coast Guard
Units, Port
Authorities!



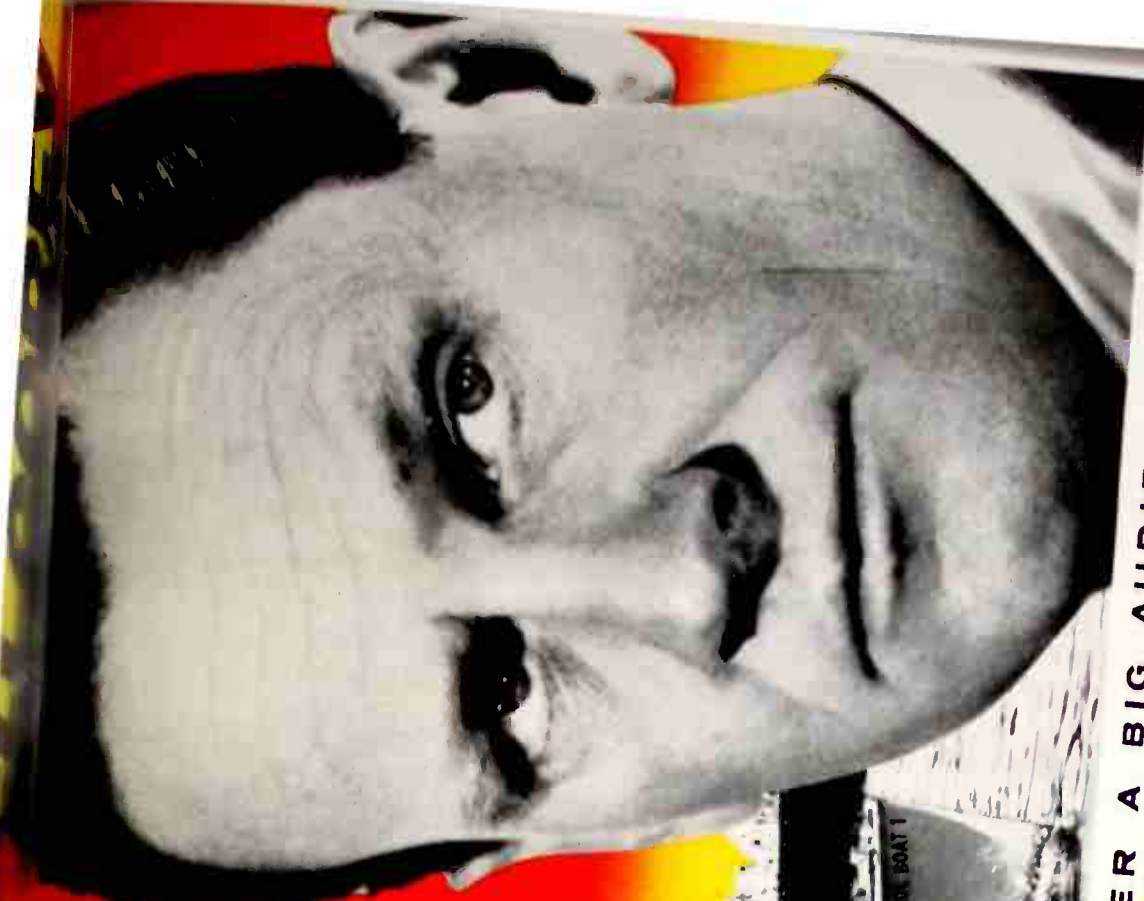
with an exciting Hollywood star

WENDELL COREY

SMASHING TO NEW CABLE NETWORKS:

Already bought by:

- HAMM'S BEER — New York City
- MILES LABORATORIES — Phoenix
- BLUE CROSS in Buffalo — Pittsburgh
- KBAK-TV — Bakersfield, Calif. — Salt Lake City
- KBOI-TV — Boise — San Francisco
- WNAC-TV — Boston — Tacoma
- KTTV — Los Angeles — Jacksonville
- WTVJ-TV — Miami — Stockton, Calif.
- KTVX-TV — Tulsa-Muskogee — Philadelphia
- — Dothan, Ala.



SHOW MANSHIP THAT WILL DELIVER A BIG AUDIENCE FAST!

**FILMED ON LOCATIONS
NEW AND
FRESH
TO TV...**



ABOARD ocean liners, police boats, tramp steamers, fire boats.



ALOFT in Port Authority Helicopters and Coast Guard Planes.



AT SEA with the fishing fleets, Coast Guard Cutters, pleasure craft.



ON SHORE in warehouses, U. S. Customs Offices, Oceanography Labs.

WHICH TV STATION Dominated SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

| RANK | PROGRAM | WSBT-TV | STATION "A" | STATION "B" |
|------|--------------------|---------|-------------|-------------|
| 1. | I Love Lucy | 57.5 | | |
| 2. | I've Got A Secret | 44.5 | | |
| 3. | Red Skelton Show | 43.1 | | |
| 4. | Perry Como Show | | 43.0 | |
| 5. | G. E. Theatre | 41.7 | | |
| 6. | Hitchcock Presents | 40.9 | | |
| 7. | Playhouse 90 | 40.5 | | |
| 8. | December Bride | 39.6 | | |
| 9. | Gunsmoke | 39.0 | | |
| 10. | \$64,000 Question | 39.0 | | |
| 11. | Climax | 36.9 | | |
| 12. | Lassie | 36.4 | | |
| 13. | The Millionaire | 35.2 | | |
| 14. | Brave Eagle | 33.5 | | |
| 15. | Zane Grey Theatre | 32.5 | | |
| 16. | Your Hit Parade | | 32.5 | |
| 17. | Jack Benny | 31.7 | | |
| 18. | Ed Sullivan | 31.4 | | |
| 19. | The Lineup | 30.3 | | |
| 20. | Loretta Young | | 29.7 | |
| 21. | Burns and Allen | 29.5 | | |
| 22. | Bob Cummings | 29.1 | | |
| 23. | People Are Funny | | 28.9 | |
| 24. | What's My Line | 28.5 | | |
| 25. | To Tell The Truth | 28.5 | | |

Latest ARB Rating — April 21 thru April 27

WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it. Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV

SOUTH BEND, IND.
CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

COLOR LETTER From page 18

carries three RCA live color cameras that can be operated from the van. Program then relayed to the stationmitter via cable or broadcast wave equipment. The Crosley claims to be the country's first independent broadcaster to originate color from a moving unit.

WRCV-TV, Philadelphia affiliate NBC, recently debuted five new hour color programs. All have service formats. With these additions, WRCV-TV totals 11 hours weekly local color.

COLOR FACILITIES EXPANDING

One of the factors that has retarded the rate at which stations have been equipping themselves for local colorcasting has been the lack of studio space. As more and more stations get new or expanded studios, expect more of the new facilities to allow for live-color television. WRC-TV, Washington, and WNCN-TV, Charlotte, N. C., have both installed complete color facilities in new studios just starting construction. "Elevision City" in Charlotte should be completed in the spring of 1967.

NEW COLOR PROCESS

Industry eyes will be on Johnstown, Pa., where a new monochrome color film process will be demonstrated over facilities of W. J. Devoted by Bryg Inc., the electronic system is designed to take a shot in black-and-white and transfer it in color. Processing time: one hour.

GENERAL MOTORS SPECIAL

In line with the current trend among major corporations to celebrate important occasions with a special broadcast, General Motors plans to celebrate its 50th anniversary year with a two-hour color musical over the New York and Hollywood, talent on both coasts. The Standard Oil Co. (N.J.) also recently announced its intention of celebrating its 75th anniversary with a 15-minute color TV show this fall.

LOCAL MOVIE ADVERTISERS

One group of local advertisers to be likely candidates for local TV — the movie theatres. Information from color films can be used in plugs at relatively low production cost. Probably the first of such motions was the use of a film in color for Stanley Kramer's "Hombre" and the "Passion" shown on Los Angeles to promote the film's opening.

COMING THIS FALL FROM MGM-TV

THE THIN MAN

STARRING

PETER LAWFORD · PHYLLIS KIRK

AND ASTA

SOLD
TO

COLGATE-PALMOLIVE
NBC-TV NETWORK
HALF HOUR, FRIDAY NIGHTS
9:30 P.M. E.S.T.
STARTING FALL OF 1957

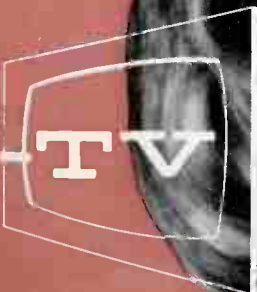


More BIG MGM-TV series are
in preparation for production
at the fabulous M-G-M
Beverly Hills City Studios

"THE WEST PASSAGE"
"THE FEMININE TOUCH"
"THE BILLY BOYS"
"THE ONLY YOUNG ONCE"
"THE DYE, MR. CHIPS"

Produced by
MGM Studios,
Beverly Hills, California

For more information
write to
MGM-TV's great
marketing opportunity
write or phone
Mr. "Bud" Barry,
President,
MGM-TV, 36
Madison Avenue,
New York City 17,
New York 17, N.Y.
Phone: MU-2-0000



MGM-TV
A Division of
MGM Studios, Inc.
Incorporated

Are you getting your share of the fabulous S. Florida market

... where your advertising results in the lowest cost per sales.



* The average Greater Miamian spends more at retail than the average consumer in any other of the nation's major markets.



2

* In dollar volume the Miami area advanced from 25th to 21st place among the 44 major areas, displacing Denver, Atlanta, Indianapolis & Providence



* Since World War II retail dollar volume in Dade County has increased over the top 43 other major markets in rate of growth.



BASIC AFFILIATE

We're biased, of course, toward WTVJ. The May AR report shows that WTVJ leads in 70.3% of the total quarter-hour ratings firsts. This reflects the complete community acceptance which WTVJ has gained during the past 8½ years in telecasting to the entire 15-county South Florida area.

* U. S. Chamber of Commerce, June 1957.

**WHEN YOU KNOW THE FACTS, YOU
MUST CONSIDER MIAMI IN YOUR
SCHEDULE.**

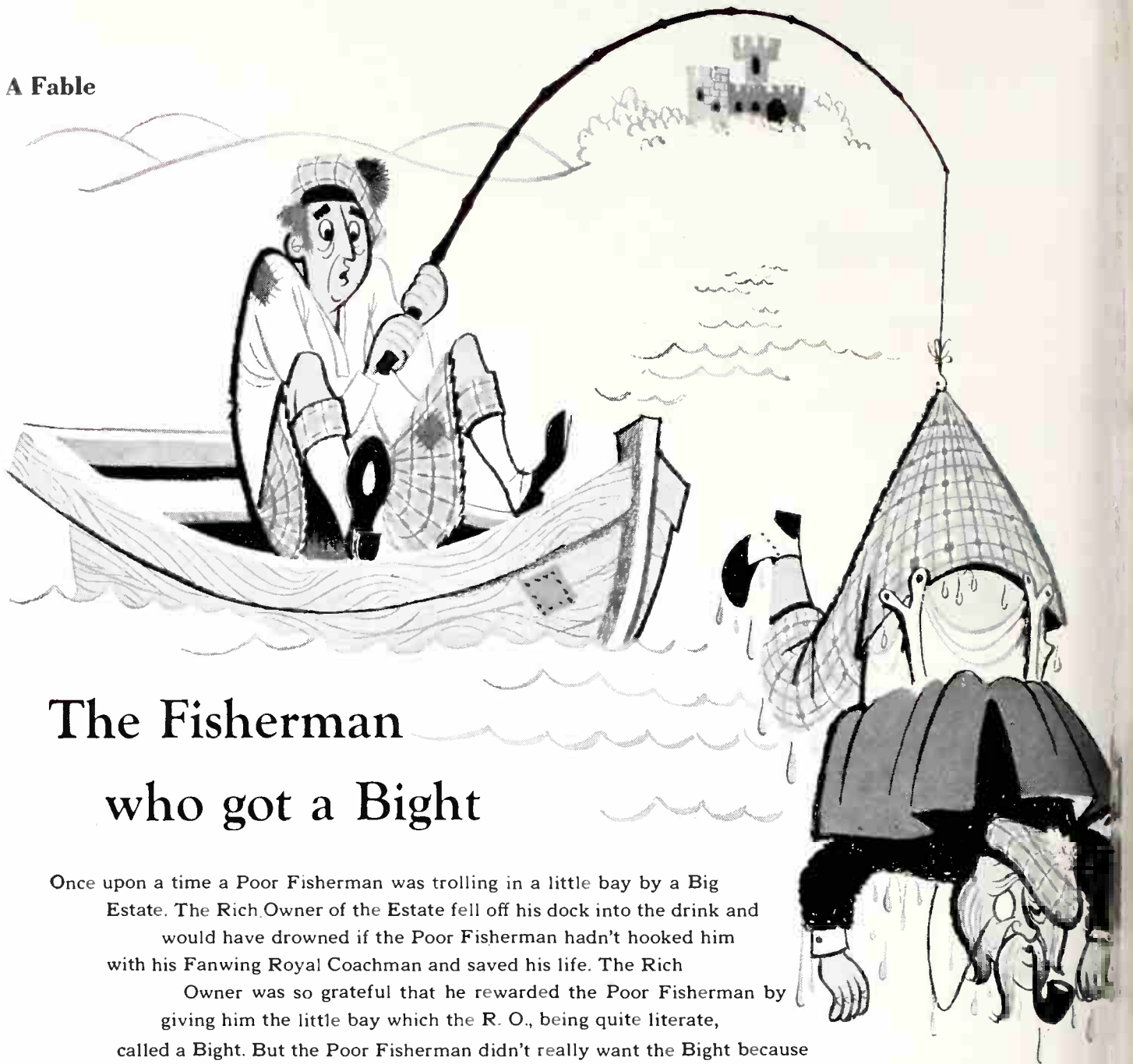
Greater Miami has
top-notch media facilities to
sell your product . . .
outstanding TV stations (welcome
Miami's newest, WPST-TV)
good radio stations and
3 great daily
newspapers

Get all your market data from your
Peters, Griffin, Woodward Colonel.
You'll find you cannot afford to
overlook fabulous South Florida!

**FLORIDA'S FIRST
TELEVISION STATION**



A Fable



The Fisherman who got a Bight

Once upon a time a Poor Fisherman was trolling in a little bay by a Big Estate. The Rich Owner of the Estate fell off his dock into the drink and would have drowned if the Poor Fisherman hadn't hooked him with his Fanwing Royal Coachman and saved his life. The Rich Owner was so grateful that he rewarded the Poor Fisherman by giving him the little bay which the R. O., being quite literate, called a Bight. But the Poor Fisherman didn't really want the Bight because the Rich Owner was the only thing he'd ever caught in it. So he wanted to sell it. Not very bright about Bights, he just assumed the People would know he had a Bight for sale and that the Bight was a beaut. So he didn't tell them. And they didn't learn about it. And the Poor Fisherman is still paying taxes on his Bight. And if you think he was Poor before, you should see him now!

Moral: Don't hide your Bight under a bushel. Advertise! And when you do, remember Radio. 98% of the People have Radios through which you can hawk your wares. And those same People spend over 17 hours weekly listening like crazy. (Two thirds of them listen at night, by the way.)

**THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT
NATIONAL SPOT RADIO**

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

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

RADIO WRAP-UP

A monthly review of events in network and national spot radio

GOING DEALER SUPPORT

Network advertisers anxious to get dealers and distributors to tie in with their radio campaigns are getting help from NBC's sales planning department. The network prepares a kit for each affiliate; the station in turn goes out to sell time to the dealers in its market. General Motors, in conjunction with its own use of radio, was able to get distributors in 78 cities to spend money on local supporting spots. Princeton Knitting Mills lined up department stores in 88 cities for promotions of winter-coats made from its fabrics. From through mid-September, this campaign was designed to sell store buyers as well as consumers. As part of an overall effort to lure textile and apparel manufacturers into radio, NBC has also worked out tie-in drives with J. J. Waverly Fabrics and the American Institute of Men's Dressing Wear.

TESTING NIGHTTIME EFFECTIVENESS

Radio's potential was demonstrated in the latest tests by the Radio Advertising Bureau's series of tests designed to show radio's pull by running commercials for a product not available in the market tested. After a one-week drive in Baltimore, consisting of several 15-minute spots in evening hours only, Pulse surveyors found that one out of every eight people queried had heard of Laura Scudder Potato Chips, a brand sold only on the East Coast. Better than three-quarters of those who had heard the brand name could recall at least one copy point from the commercials.

COUNTRY MUSIC BOOM

Along with two other trends—the rise of specialized radio stations and the boom in hillbilly music—radio stations which specialize in country and western programming are beginning to attract the attention of national advertisers. According to one rep, Charles Bernard handles country-music stations exclusively, General Motors, Ford, Tintair and Robert Hall have been among those recently adding country outlets in such key areas as Los Angeles and Denver.

LOOKING AROUND THE COUNTRY

Waukee: Miller Brewing has instituted a special telephone service as a promotional boost to its co-sponsorship

To page 31

TOP TEN DAYTIME WEEKDAY SPONSORED NETWORK RADIO PROGRAMS NIELSEN, MAY 1957 (SECOND REPORT)

| Program | Homes Reached |
|---------------------------------|---------------|
| 1. Young Dr. Malone—(CBS)—Lever | 1,733,000 |
| 2. Helen Trent—(CBS)—Hearst | 1,733,000 |
| 3. Road of Life—(CBS)—Hearst | 1,685,000 |
| 4. Ma Perkins—(CBS)—Lipton | 1,685,000 |
| 5. Ma Perkins—(CBS)—Scott | 1,685,000 |
| 6. Helen Trent—(CBS)—Grolier | 1,685,000 |
| 7. Young Dr. Malone—(CBS)—Scott | 1,637,000 |
| 8. Helen Trent—(CBS)—Scott | 1,637,000 |
| 9. Helen Trent—(CBS)—Lever | 1,637,000 |
| 10. Ma Perkins—(CBS)—Lever | 1,637,000 |

TOP FIVE NIGHTTIME SPONSORED NETWORK RADIO PROGRAMS NIELSEN, MAY 1957 (SECOND REPORT)

| Program | Homes Reached |
|---------------------------------------|---------------|
| 1. Gunsmoke—(CBS)—Gen. Foods | 1,059,000 |
| 2. FBI in Peace and War—(CBS)—Pontiac | 963,000 |
| 3. Our Miss Brooks—(CBS)—Gen. Foods | 915,000 |
| 4. Gunsmoke—(CBS)—Pontiac | 915,000 |
| 5. Our Miss Brooks—(CBS)—Lorillard | 915,000 |

TOP THREE NIGHTTIME MULTI-WEEKLY SPONSORED NETWORK RADIO PROGRAMS NIELSEN, MAY 1957 (SECOND REPORT)

| Program | Homes Reached |
|---|---------------|
| 1. News of the World—(NBC)—Participating | 1,204,000 |
| 2. One Man's Family—(NBC)—Quaker Oats, Ex-Lax | 1,156,000 |
| 3. Lowell Thomas—(CBS)—Gen. Motors | 1,107,000 |

RADIO SETS-IN-USE (IN HOME ONLY) NIELSEN, APRIL 1957

| Hour* | % Radio Homes Using Radio |
|------------|---------------------------|
| 6-7 a.m. | 5.6 |
| 7-8 a.m. | 13.8 |
| 8-9 a.m. | 17.5 |
| 9-10 a.m. | 15.9 |
| 10-11 a.m. | 16.4 |
| 11-12 noon | 14.5 |
| 12-1 p.m. | 15.3 |
| 1-2 p.m. | 15.2 |
| 2-3 p.m. | 12.1 |
| 3-4 p.m. | 11.6 |
| 4-5 p.m. | 11.3 |
| 5-6 p.m. | 11.9 |
| 6-7 p.m. | 12.4 |
| 7-8 p.m. | 10.5 |
| 8-9 p.m. | 8.1 |
| 9-10 p.m. | 7.5 |
| 10-11 p.m. | 6.4 |
| 11-12 mid. | 5.3 |

*Mon.-Fri. average before 6 p.m.;
Sun.-Sat. 6 p.m. and after.

Remember how fast

FLACENIA
C. K. MENDEL

1/2 1 2 3 4
INTERVAL IN DAYS

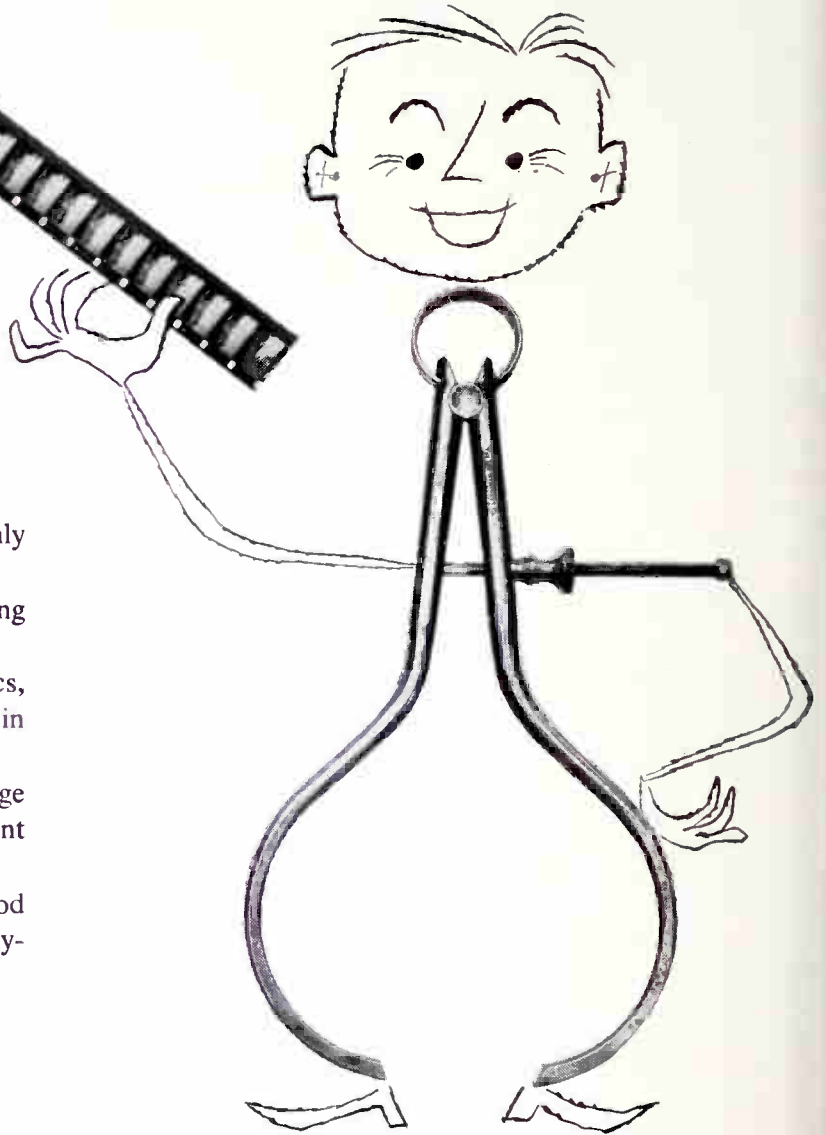
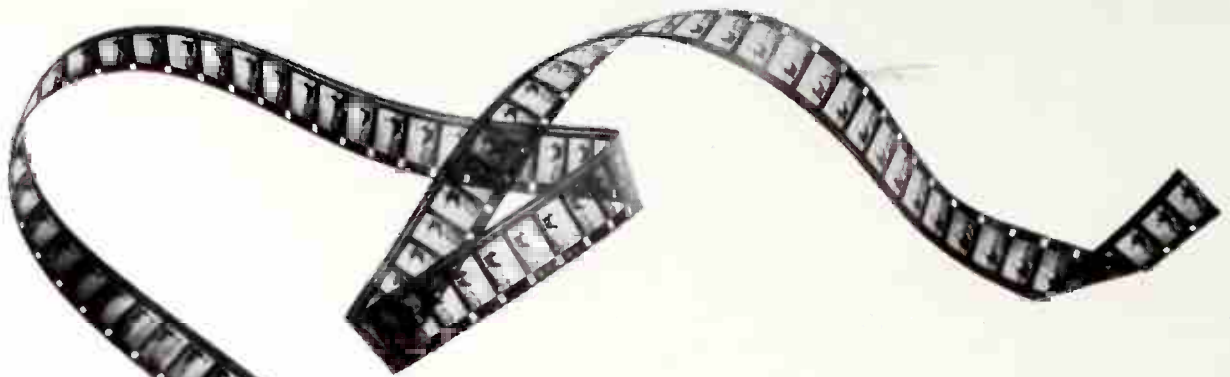
From Poffenberger, "PSYCHOLOGY 100"



She'll forget what you say before she can buy what you sell. Everybody knows the solution: *many messages a week to the same prospect* – millions at a time. Through CBS Radio daytime drama today you can reach 6.4 million different listeners every week...with *3.2 commercial-minute impressions per listener*... for as little as \$10,000. And you talk to an attentive audience, because they pay attention to daytime drama – or they don't tune in. Nowhere today – magazines, newspapers, television – can you buy this *working frequency* with the efficiency of CBS Radio daytime dramatic serials.

THE CBS RADIO NETWORK

That's why Lipton Tea uses CBS Radio daytime drama all year long... and why Salada Tea has been on for 20 weeks in 1957 so far... and why Pan-American Coffee Bureau, for a big summer campaign, has come here too.



ACCURACY

— in film processing, in film printing, is highly important.

In a film laboratory, accuracy is vital in a surprising number of things.

Accuracy in engineering, in chemistry, in optics, in mechanics, in electronics, in operations, in teamwork.

All these things work together to your advantage — to reproduce, accurately, everything that went into your production.

This goes for sound, for color, for all that a good film needs to put over its message in TV, or anywhere else.

you'll see



and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York

A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision

the Braves baseball broadcast. Fans phoning the wery for ball scores also get a brief pitch for Miller r. . . Catalina: Newest twist to the practice of broad- ting d.j. shows from public places is added by KBIG, ch is running a daily remote from the decks of an rsion boat going between Los Angeles and Catalina. Buffalo: WBEN has originated its own six-week cam- in support of mental health. . . Salt Lake City: has added another item to news-weather-traffic serv- -reports on radioactive fallout in the area. . . Cin- ati: WLW is enlivening its station-identification an- cements with bits of local history, philosophy and or. . . California: Tying in with the importance of auto audience, several stations located in the San uin Valley are offering themselves as the 99 Group, ag their name from Route 99 which connects their e cities.

WORK RADIO EXPENDITURES TO BE PUBLISHED

imates of what the top 50 national advertisers spent network radio during 1956 will be available, for the time, in the September issue of TELEVISION MAGA- The data will be part of a Special Report, "Seven Media Study," which will trace the portions of ad- viding budgets spent for programming and produc- as well as space and time in newspapers, magazines, work TV and network radio. Miles Laboratories led the B g:0 in percentage of total budget going to network A investing 20% of its outlay in the medium. Alto- hr, 29 companies of the top 50 used network radio n 56.

STATISTICS

anger Activity Reports are gaining a lot of atten- from their findings that, for the first time in recent ear nearly as many people listened to radio as watched n the week of June 23-29, Sindlinger also reported t:5.3% of all hours spent with radio in that week e devoted to listening in autos. . . Nine out of 10 h wives in metropolitan areas spend more than 16 a reach week with radio, according to a study done by P s for RAB. More than three out of four are tuned e any given weekday. Popular music is the most e listened-to type of programming; daytime serials e news shows rank second and third.

DESIGNERS FOR LATERAL PROGRAMMING

Testinghouse radio stations' revitalized nighttime h: u known as lateral programming because of its e as-the-board structure, has attracted several adver- r. Among the first to buy were Texaco and American o, who took long-range schedules, and Time which a two-week splurge incorporating one-hour seg- tion WBZ in Boston, KYW in Cleveland and WOW in t Vayne.

VIATIONAL SPOT BUSINESS

d 26-week drive to pave the way for its new Edsel t: l in July. Copy for the Edsel itself will begin in nber. . . Plymouth's spot radio campaign will e on approximately 100 markets, using weekend r and weekday driving time. . . Colgate has launched e w spot drives. Its campaign for Super Suds is

aimed at southwestern markets, using afternoon periods. For Brisk, its schedule calls for eight weeks of satura- tion around the country.

Pharmaco is getting an announcement drive going in 150 markets. Minute announcements, with 40 seconds devoted to its Feen-A-Mint brand and 20 seconds to Chooz, are scheduled for 29 weeks in some areas, 33 in others. . . Chemway Corp. has chosen spot radio satura- tion as its medium for launching a new Lady Esther product. The drive started in July. . . Best Foods started a saturation push for its mayonnaise in July, using two- to-three week flights of minute announcements.

Pointing up how creative buying can make the most of radio's flexibility are two approaches used by General Electric. Its current electric fan advertising is placed from Bridgeport headquarters on a day-to-day basis. When the thermometer hit the upper 80's, ordered sta- tions were given the go-ahead to run announcements between 7-9 a.m. and 4-6 p.m. . . Come fall, another GE division will be concentrating on a group of "good music" stations to introduce a new AM-FM receiver. An eight-week drive will start in seven markets during September.

Amoco is setting up its own network to carry Washing- ton Redskins' football games to southwestern markets this fall. . . Richfield Oil has set up a six-month drive to launch Boron, a new premium gas. Saturation schedules will be used on 20 stations in three cities.

NEW BUSINESS ON THE NETWORKS

Even as negotiations for the sale of the Mutual network to the Roberts group were under way, orders for new and renewal business were coming in. Among July pur- chasers were Beltone, Equitable Life and Sleep-Eze.

Time Inc. for *Life* magazine has started one-third spon- sorship of NBC's new program strip, *Speaking of Life*, which runs Monday-Friday at 7:45 p.m. The program launched on July 29 is a joint effort, with *Life* contrib- uting to the editorial content of the show.

The first flurries of fall buying indicate a definitely upward trend for 1957-58. Ecko Products, in its first use of network radio, will have a 13-week ride on segments of four ABC daytime vehicles, starting September 30. . . Grove Labs will launch a 26-week drive on *Monitor* starting September 30, using announcements and pro- gram segments. . . Lined up for September on *Arthur Godfrey Time*, CBS, are Seeman Brothers and Angostura- Wupperman.

In the hyper-active automotive field, General Motors' truck division has made its network radio debut with a one-month saturation campaign during August. It is using a four-network lineup to reach small merchants and farmers, and if results warrant, might expand its radio use for 1958. . . Chrysler is winding up a 10-week drive launched in mid-June on CBS, which employed five-minute segments of four shows. . . Pontiac's answer to the radio barrages laid down by its competitors is an effort to tie up all open *Monitor* spots on three weekends in fall.

Big summer buys still in effect are General Mills' CBS spread on six shows, which started a 13-week term in June, and Liggett & Myers' eight-week buy which will continue on Mutual until August 25. END

OVALTINE

LESTOIL

STERLING DRUG

BEECHNUT BABY FOODS

AVON COSMETICS

CONTINENTAL BAKING

BROWN & WILLIAMSON

AMERICAN HOME PRODUCTS

BRYLCREEM

AMERICAN TOBACCO CO.

NESTLE CO.

PHILLIP MORRIS

COLGATE

NORGE CO.

M & M CANDY

PROCTOR & GAMBLE

GROCERY STORE PRODUCTS

WRIGLEY GUM

AMERICAN CHICLE

MINUTE MAID

CARTER PRODUCTS

HAZEL BISHOP

BUITONI CO.

ROBERT HALL

QUAKER OATS

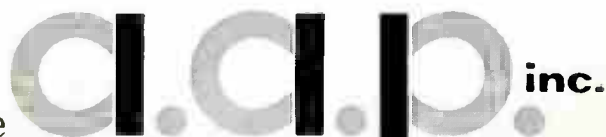
COCOA MARSH

ring any bell in Boston and raise an a.a.p. sponsor

most impressive directory, and every name a major advertiser on WBZ-TV's "Boston Movietime," showing Warner Bros. features.

More and more of today's most important national and regional advertisers are finding Warner Bros. features the way to higher ratings and greater sales. This list does not include all the sponsors . . . and, of course, it covers only one station. The same story is being repeated coast to coast: New York, Buffalo, Miami, Chicago, Milwaukee, Columbus, Cincinnati, St. Louis, Kansas City, Wichita, Oklahoma City, Dallas-Ft. Worth, Tulsa, Denver, Salt Lake City, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego and in many more cities.

The same kind of "blue chip" advertiser will be buying in Baltimore, Washington, D.C., Minneapolis, New Orleans and other recently opened a.a.p. markets. For programming appeal and sales power, hop aboard the Warner Bros. handwagon. Get full details today. Call or wire



Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

ninth year of public service

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

"Dedication to Public Service" has characterized the operation of WGAL-TV since its first telecast in March 1949. A welcome opportunity to reaffirm its pledge to serve its wide viewing area occurred early this year, when the new WGAL-TV building was formally opened. This building, with its latest modern equipment and complete color facilities, affords WGAL-TV an even greater opportunity for presenting public service to its countless viewers and the numerous communities which combine to form America's 10th TV Market.

STEINMAN STATION • Clair McCollough, Pres.



316,000 WATTS

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



A MONTHLY FEATURE

BY NORMAN E. CASH

President, Television Bureau of Advertising

THE NUMBER 1 NATIONAL MEDIUM

National advertiser is expected to invest over \$1 billion in TV in 1957

TELEVISION MAGAZINE'S 1957 Market Book goes to press, the TV industry can review the past year with pride in its accomplishments. For the second year, the national advertiser has made TV his first choice of media, as evidenced by his investment in television. In 1956, TV billings from the national advertiser reached \$954,700,000, and it is predicted that his investment will exceed \$1.05 billion in 1957—an increase of close to 10%.

The TVB recently reported to the Public Utilities Advertising Association at its Cleveland convention, industry after industry is turning to television in all its forms—national, regional and local. BAR reports, for example, show utilities using local television in 15 out of 17 measured cities, telephone companies using it in 7 out of 17, and even newspapers using local TV in 6 out of 17 cities.

It is interesting to note in a recent report of the movement in major media by the top 100 national advertisers that TV was the number one choice of 45 advertisers, ranging from an advertising commitment of \$8,000 on the part of Bulova Watch to an investment of \$3.2 million for Gulf Oil.

Increasingly used as a direct sales tool

Manufacturing companies, more and more, are relying on television not only as an advertising force but as a selling tool as well. A recent meeting of the American Management Association reported that among 64 companies, the total marketing expenses range from 1% to 35% of sales income dollar. The biggest item on the marketing budget was for direct selling, which takes up as much money as goes into advertising and promotion.

Direct selling costs equal 72% of the total marketing budget and promotion 18%. More forward-thinking companies are relying heavily on TV as their salesman, rather than as just their advertising medium, for two

reasons: first, the shortage of capable selling personnel; and secondly, the proven effectiveness of TV to move products.

In surveying its remarkable growth, TV can bow in particular to two major contributors: the program director and the TV engineer.

On programming, contrary to what competitive media would like us to believe, the American public continues to enjoy television in larger and larger numbers. We now find the average TV home spending 5 hours and 36 minutes a day with its TV sets.

Breakdown of programs in a major market

A recent analysis of the different types of TV programs available in a major market shows that an average day's offering includes: children's programs (over 14 hours); drama (including Westerns, situation comedy, suspense and adventure, 19 hours); quiz and audience-participation (7 hours); music (popular and dance, 3.5 hours); and news (over 6 hours).

The average week studied offered over 18 hours of sports, and on the Sunday of that week 12 hours were devoted to religious programs. The viewer also had a broad choice of feature films, interview documentaries, foreign language telecasts, and farm-agricultural programs.

As to the engineer—improved facilities and additional stations have brought 7,700,000 new TV homes into being in the last two years. A. C. Nielson reports that the new TV-homes are found largely in the C and D counties, where 53%, or 4,044,000, have been brought under the powerful signal of our facilities. The South, alone, added 35% of these 7,700,000 homes.

The significance of this tremendous growth pattern, as we close the gap to completely blanket America with the TV selling-machine, is not lost to the advertiser. He knows—whether he is local, regional or national—that TV can be found wherever he needs it. END





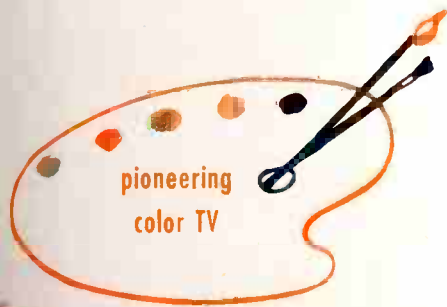
Point well taken

As in purebred pointers, championship traits are transmitted within a great television-station family.

Each station of the WKY Television System excels in programming, production, and public service. Each station offers the same experienced management that has won the confidence of America's leading advertisers since 1921.

In television advertising, it pays to choose a championship line.

THE WKY TELEVISION SYSTEM, INC.



WKY-TV Oklahoma City

WKY Radio Oklahoma City

WSFA-TV Montgomery

WTVT Tampa-St. Petersburg

Represented by the Katz Agency



NEW SPEAKERS

OF THE HOUSE
between 6 and 9 PM
in the nation's Capital!



In Washington, between the hours of 6 and 9 PM, the majority of all radios tuned in are tuned to WRC. During this time period, WRC wins a 31.3% share of audience... a 25% advantage over the second station!

Principally responsible for this handsome evening margin are WRC's local personalities. Leading off are newscasters Bill Sprague and Bryson Rash with greater audiences in their respective time periods than all other stations combined. Sportscaster Jim Simpson, who follows, has more than twice the audience of any competitor, and popular disc jockey Al Ross very nearly matches this record!

In Washington's 17-radio-station market, authority of this sort means quick buying response from listeners. Have WRC Radio speak for you in the nation's Capital.

WRC·980

WASHINGTON, D. C. SOLD BY  SPOT SALES

NSI Report—Washington, D. C., Area—May, 1957



A MONTHLY FEATURE

BY KEVIN B. SWEENEY

President, Radio Advertising Bureau

“WHY WE CHOSE RADIO”

Five prominent advertisers explain their use of important radio campaigns

Now is the time for summer vacations, and this month you get a vacation from me. For slightly more than one page, you'll hear directly from a few prominent advertisers who have purchased some of the more important radio campaigns of the past and present 13-year periods.

In their own words, tape recorded for the Radio Advertising Bureau and edited for the highlights, here are the reasons their companies are spending much more in 1957 than (1) they have in history, or (2) they have in recent years:

John Morrissey, Advertising Manager, Stephen F. Sherman & Son, Inc.

In 1956, our agency, N. W. Ayer & Son, suggested spot radio in several markets. Prior to this, our advertising budget had been concentrated in mass magazine and spot TV.

These markets were chosen for a continuous 39-week advertising campaign and one market was selected for a concentration of spots preceding peak candy seasons, such as Christmas and Valentine's Day. It was agreed that 30-second spots should be used, and a tuneful jingle was written to add remembrance value to our slogan.

Tests are still being conducted, and initial results seem to indicate that spot radio is an extremely effective medium for Whitman's. Sales increases in all district cities are higher than the national average, and the reaction of our own salesmen and the retail trade is excellent.

The initial results are so satisfactory that in 1958, for the first time in Whitman's history, a substantial portion of our entire advertising budget will be allocated to radio.

Dallas Morris, Vice-President, Lambert & Feasley.

While back we made a switch in Listerine's media

schedule. We decided, more on common sense and logic than on any statistical soul searching, to make an important investment in the medium which had never figured very largely in Listerine's picture—spot radio. And in deciding to use this medium, we decided on the importance of being important; so when we took the plunge in spot radio we did it at the rate of \$2.5 million per year—which, we think, is at least approaching importance.

“We are all very happy to report that the response we have been getting from the sales force, and from the trade as well, indicates that this was a smart investment. In buying spot radio we got at the consumer frequently, we got at the consumer at a time when he or she was about ready to go to market, and we got at the consumer with inescapable impact.

“We went into the top 75 markets, employing approximately 190 stations, with a schedule that ranged from 25 spots a week in the smallest to 150 in the largest.

“Listerine's advertising seemed to be a natural for radio, and apparently the advertising has worked. Now, I'm not going so far as to say that we can attribute Listerine's present success to radio, but I can say this: Listerine Antiseptic sales reached an all-time high at the same period in which we were using spot radio.”

John Keithy, Domestic Advertising Director, Trans World Airlines, Inc.

“Five years ago TWA spent virtually nothing in radio. Today radio accounts for at least 18% of TWA's commissionable advertising. This represents a steady increase since 1952. We've gone up approximately 10% in most years, taking a very heavy jump from 1954 to 1955. We would expect and hope that we'd be a heavier advertiser than ever in radio in 1958.

“We use spot radio, originally, to cure sick flight segments; we jumped into one town or / To next page

SWEENEY *Continued*

another because specific flights needed help. It became obvious in a very short time that we were getting an immediate response from spot radio, and that perhaps we were not using our dollars to their best advantage by dropping out of radio after the sickness had been cured.

"Inevitably, we decided to divert enough money from other media and to set aside new money to run 52-week schedules. If spot radio could cure a critical problem in two weeks, it seemed to follow quite logically that it could do us some amount of good over 52 weeks.

"TWA is currently advertising in about twelve markets in spot radio. These markets, by and large, are the top twelve revenue-producing cities on TWA's domestic system.

Programs emphasize local appeal

"Creatively, we are using an interview technique which employs the services of local personalities. We feel this is very important, because we are able to use the local nature of spot radio to familiarize people with TWA in a local atmosphere.

"In some cases we use national figures, but these national personalities are so well known that we feel we lose very little when they are identified locally in an interview with a local personality.

"We seem to be in a period of changing markets. The populations have moved out from the metropolitan centers, and the old, traditional media have not necessarily moved with them.

"Radio has not changed its coverage in the last twenty years, geographically. But the population has moved out to meet radio so that now, with the same mileage radius, radio is now covering many, many more people, and filling in a gap that would be a serious one if we were to rely upon traditional media.

"It is our hope that radio will become more and more important in TWA's advertising picture. Next year I would expect that we would be at least 10% over this year in budget, and perhaps more.

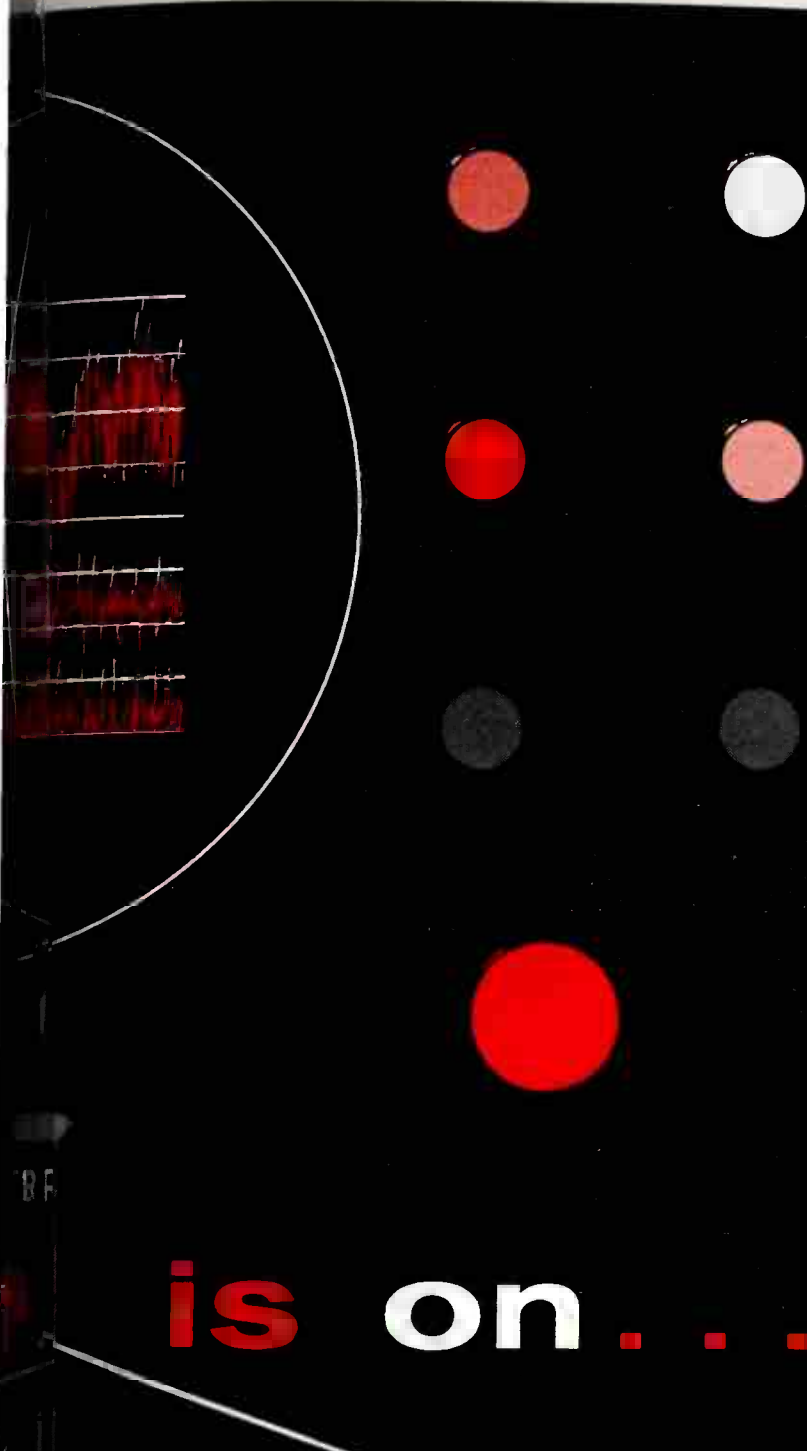
"Generally speaking, our reason for wanting to make an investment in radio is that we feel it is the all-pervasive medium which is with its audience day in and day out.

"And since airlines are becoming more and more a mass market business, it is certainly appropriate for airlines to look more and more at a mass market medium that can perform so efficiently." END

The switch

Some of the Nation's leading advertisers who have made their buy on WLW-I!

- Angel Flake
- Ayds
- B C Remedy
- Butterfield P
- Colonial Stor
- Dream Whip
- Fall City Be
- Fisher Chees
- Folger's Coff
- Instant Fel
- Instant Max
- Jello
- Kahn's Wier
- Kools



is on . . .

Puffin Biscuits
Saraka
Serta Mattress
Sheer Magic
Slenderama
Stokely-Van Camp
Swans Down Cake Mix
Tetley Tea
Vel
Vermont Maid Syrup
Viceroy
Wiedemann Beer
Wilson Milk
Wonder Bread

Stand By! WLW-I . . . live-wire new member of the famous Crosley Group is ready to throw the switch and go on the air in Indianapolis! And, already, many sponsors have signed up on WLW-I for these good reasons:

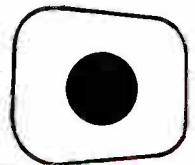
WLW-I Top Programs — Full ABC Network affiliation with the finest programs. PLUS Crosley originating programs like the one-and-only Ruth Lyons 50-50 Club and the famous "Midwestern Hayride," both televised in COLOR!

WLW-I Top Audience — Top programs mean top audience. So WLW-I will be packing in a full house of TV audience to really bring home the business for sponsors — like the other Crosley Stations.

WLW-I Top Promotion — Crosley's exclusive promotion department is turning on the current all over to cover the trade fronts with mighty unmatched merchandising — tying in products, programs, personalities.

So it's no wonder a long list of sponsors has already signed up on WLW-I in Indianapolis. Get **your** products on WLW-I . . . NOW! For your best buy . . . best buy WLW-I!

*newest member
of the famous
Crosley Group*



WLW-I

indianapolis

MAXIMUM POWER / MAXIMUM TOWER

channel 13

Full ABC Network Affiliation

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco • Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of **Arco**

Second Honeymoon!

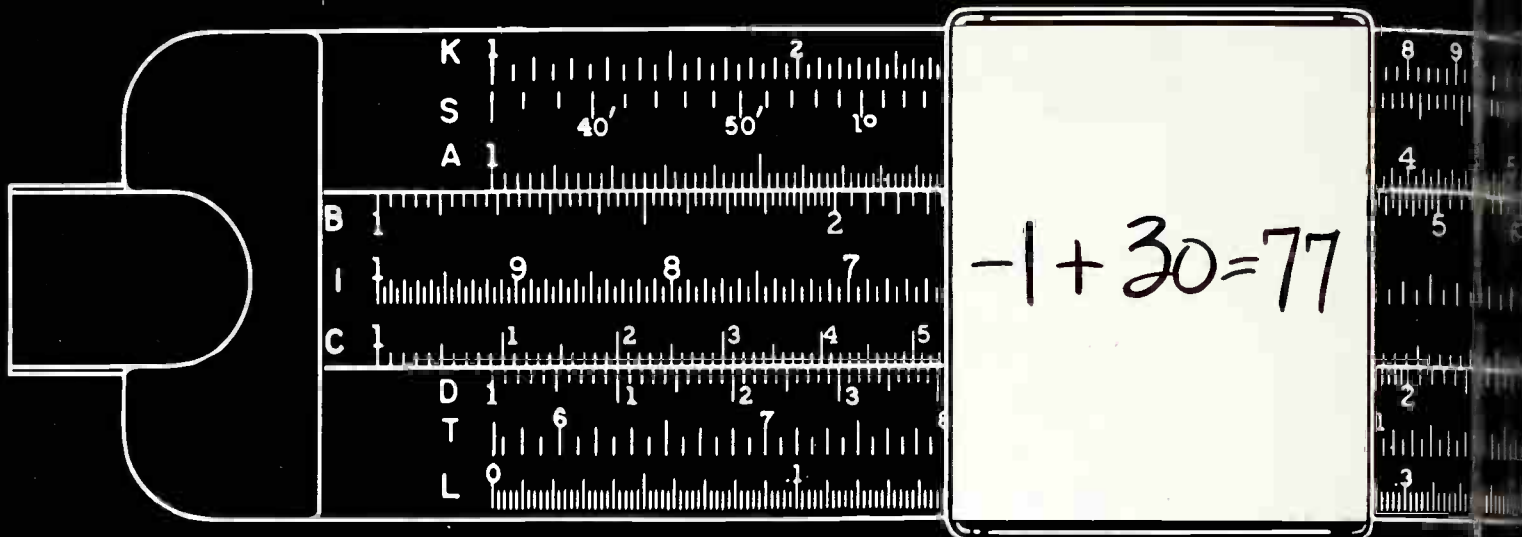


Better than ever, those scrap-happy HONEYMOONERS, Jackie Gleason and Audrey Meadows with Art Carney, are now available on a syndicated basis. "The perfect mating of script and cast"...THE HONEYMOONERS is marital mayhem at its funniest. Throughout its run** on the CBS Television Network THE HONEYMOONERS was one of television's top-rated programs, with a 28.5 Nielsen average audience rating and a 45.2 share of audience—putting this half-hour series in the top spot in its time period. With 39 hilarious half-hours for sale, THE HONEYMOONERS will keep audiences roaring and cash registers ringing, with each episode in the life and strife of Ralph and Alice Kramden. Just call CBS Television Film Sales for complete details.

CBS TELEVISION FILM SALES, INC. 

"... the best film programs for all stations"

Sales IN THE CAROLINAS power



A HARBINGER OF GOOD NEWS FOR YOU!

There's good news for you in the NCS #2 report on actual viewing of Southeastern TV families.

-1 + 30 = 77 may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS #2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

Here's your good news:

- A population increase in WBTV's coverage area of 49.8% for a new total of 3,821,700 potential customers.*
- A 43.3% increase in Effective Buying Income brings the new total to \$4,258,069,000.*
- A retail sales increase of 45.2% giving a new total of \$3,028,602,000.*

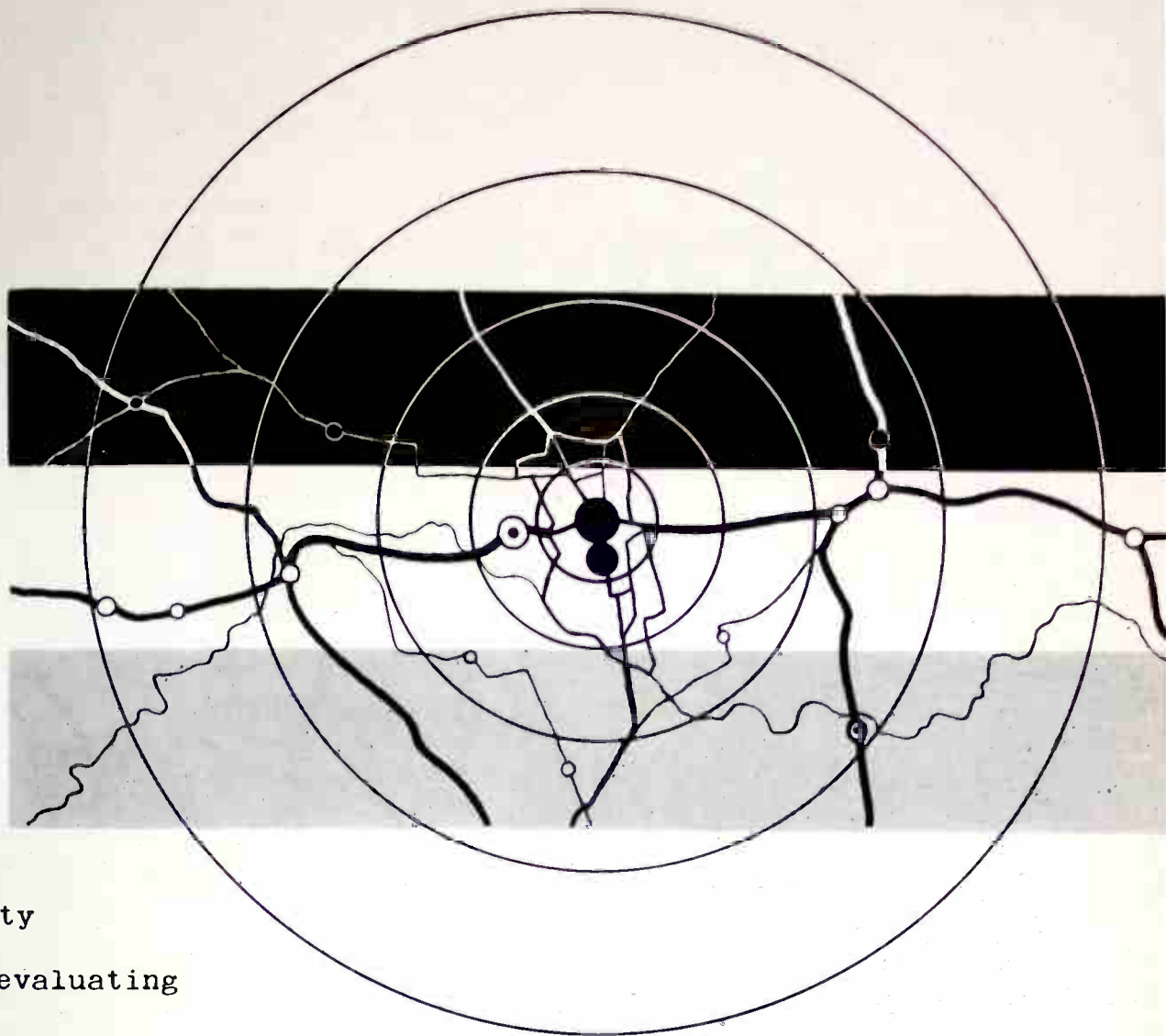
WBTV's dominant position overpowers the Carolinas' second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate -1 + 30 = 77 into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast's top television station.

*1956 "Survey of Buying Power"



JEFFERSON STANDARD BROADCASTING COMPANY



County-by-county

essential in evaluating

TV-market coverage

MARKET BOOK 1957

This Market Book, TELEVISION MAGAZINE's exclusive estimates of circulation and TV market data are presented in four ways:

TV Homes By Counties—a directory of the counties and their counties, giving the number of families as of January, 1957 from *Sales Management*, and the number of TV homes as of August 1. The county circulation figures are compiled exclusively by TELEVISION MAGAZINE.

Division Markets—definition of each market's coverage by counties, with the number of VHF homes as of August 1 and the population, families and retail sales for each county and for the total market. The coverage area of each of the 257 markets has been defined as of August 1. The market data has been correlated to these areas.

Division Markets vs. Standard Markets—a comparison of the population, families and retail sales included in the full coverage area of each TV market with the corresponding data for each standard metropolitan area. The figures illustrate the importance of the TV area

as a concept in marketing. They also provide a convenient summary of the TV market-data totals.

- **Receiver Circulation**—the regular monthly compilation of set count, penetration, stations and affiliations. An explanation of how TELEVISION MAGAZINE computes circulation appears on page 91, and a description of market-definition procedures is on page 46.

These are the raw materials needed in making TV-market decisions. The Market Book provides the base for projecting ratings, analyzing coverage, planning schedules and correlating sales or distribution with TV areas.

The market definitions are based largely on re-evaluations of market areas in accordance with the second Nielsen coverage study and the ARB A-Z project. Receiver-circulation estimates are based on projections of the ARF-Census findings, updated to August 1. TELEVISION MAGAZINE is the only source for updated circulation estimates on a continuing basis.

The data in the Market Book is copyrighted and may not be reproduced without permission.

HOW COVERAGE IS DEFINED

Terms used by Television Magazine's Research
Department in analyzing markets

The coverage area of a TV market is determined by TELEVISION MAGAZINE's research department through careful study of engineering contours and viewing factors.

Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception. Other factors, however, may well rule out any incidence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in the service area must all be weighed. The influence of these factors is reflected in the Nielsen coverage study, the ARB A-Z study and, in some cases, the regular reports of the various rating services. The Nielsen data in particular has become the backbone of estimating coverage and re-evaluating markets.

When the NCS No. 2 was released this past winter, it was apparent that any cut-off plan rigidly applied could not provide an accurate picture of station coverage.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%, based on Nielsen's weekly viewing factor. Normally, a county will be credited to a market if one quarter of the TV homes in

that county claim to view that station at least once a week.

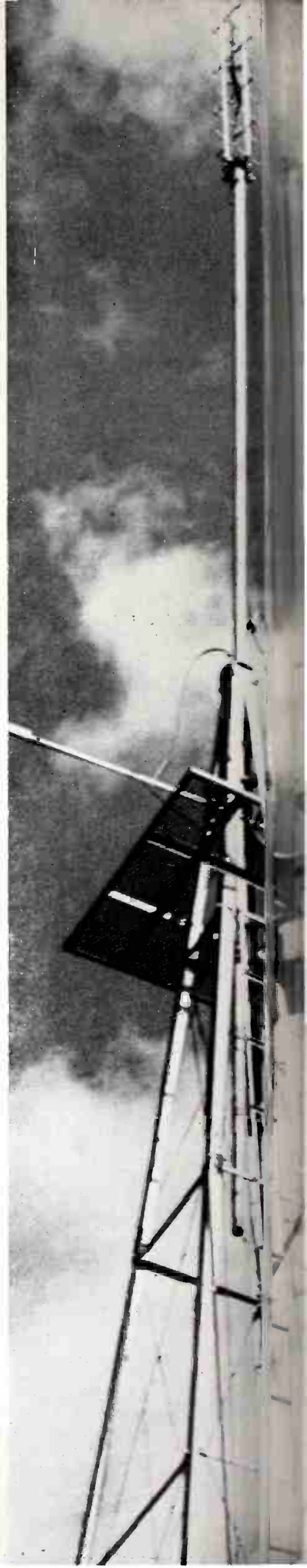
Because of the launching of new stations and the continual changes in power, antenna and affiliation, coverage is constantly changing. The TELEVISION MAGAZINE research department continuously studies these changes and revises its market data accordingly.

Because so many engineering terms and measurements are used in everyday work by stations and advertising agencies, there is a good deal of confusion about the meaning of power increases in relation to antenna height, the difference between Grade A and Grade B signals and so forth. The following explanations and charts should help clear up some misunderstandings.

Antenna height and power boosts

Coverage can be extended by increasing either power or antenna height. Unless an increase in power is considerable, it can mean very little in terms of increased coverage—for example, the charts in this article show that a tenfold increase in power will roughly double a station's coverage area. (However, the quality of the picture in fringe areas would be improved.)

Increased antenna height more directly increases coverage. For ex-



le, a low VHF channel with an effective radiated power of 100 kilowatts can extend its Grade B contour from 50 to 70 miles by increasing antenna height from 300 to 1,000

veral height measurements often indicated, such as above ground above sea level. However, the used for coverage purposes the height of the antenna above average terrain.

Effective Radiated Power (ERP)
This is the end result of the combination of power and antenna gain. For example, a 5-kilowatt transmitter may produce an ERP of 20 kilowatts because the antenna concentrates the power in a horizontal direction.

Grade A and B service
These are estimates of signal coverage required by the FCC from television station applicants. All measurements of signal strength are considered

in terms of the strength of the signal at the location of a receiver. The only signal, however, that must be achieved by the station is, according to the FCC, "a specified minimum signal over the entire principal community to be served."

The Grade A contour is the line at which the required signal strength can be measured in 70% of the locations at least 90% of the time. For Channels 2-6, the required strength is 2.5 mv/m; for Channels 7-13, 3.55 mv/m; and for Channels 14-83, 5 mv/m.

It can be seen that the lower the channel the lower the signal strength requirements are. Conversely, the higher the frequency or channel, the greater the effective radiated power needed to provide equivalent service.

Grade B service is exactly what it sounds like. Required strength for Channels 2-6 is .22 mv/m; for Channels 7-13, .63 mv/m; and for Channels 14-83, 1.6 mv/m.

It should be noted that while

Grade A service is generally required in urban areas to provide a clear and reliable picture in spite of electronic interference, Grade B service is generally satisfactory in rural localities.

Basically TELEVISION MAGAZINE uses a Grade B contour in defining markets, but extends this whenever available research material provides clear evidence of viewing beyond this line.

Millivolts per meter (mv/m)

A millivolt per meter is 1/1,000th of a volt per meter. This is a basic measurement of the field strength of a signal. .22 mv/m, one of the measurements required by the FCC, means .00022 volts per meter.

"Dbu"

This stands for decibels above a standard reference level and is another measurement of signal strength which also is sometimes used in contour definition. END

ENGINEERING PROJECTION OF COVERAGE PREPARED BY CBS-TV ENGINEERING

GRADE A COVERAGE

VHF CHANNELS 2-6 GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | |
|----------------|---|-------|-------|--------|
| | 1 KW | 10 KW | 50 KW | 100 KW |
| 300 FT. | 7 | 12 | 18 | 21 |
| 500 FT. | 9 | 16 | 23 | 27 |
| 700 FT. | 11 | 19 | 27 | 31 |
| 1000 FT. | 13 | 23 | 32 | 37 |
| 2000 FT. | 19 | 34 | 46 | 50 |
| 5000 FT. | 32 | 55 | 70 | 77 |

VHF CHANNELS 7-13 GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | | | |
|----------------|---|-------|-------|--------|--------|--------|
| | 1 KW | 10 KW | 50 KW | 100 KW | 200 KW | 316 KW |
| 300 FT. | 7 | 12.5 | 18.5 | 21 | 25 | 28 |
| 500 FT. | 9 | 16.5 | 24 | 28 | 32 | 35 |
| 700 FT. | 11 | 20 | 29 | 34 | 37 | 40 |
| 1000 FT. | 13.5 | 25 | 36 | 40 | 43 | 46 |
| 2000 FT. | 21 | 40 | 50 | 54 | 59 | 61 |
| 5000 FT. | 32 | 62 | 76 | 82 | 88 | 91 |

UHF CHANNELS 14-83 GRADE A SERVICE CONTOURS (74db 5 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | | | | |
|----------------|---|-------|-------|--------|--------|--------|---------|
| | 1 KW | 10 KW | 50 KW | 100 KW | 200 KW | 316 KW | 1000 KW |
| 300 FT. | 5 | 9 | 13 | 15 | 18 | 20 | 26 |
| 500 FT. | 6.5 | 11.5 | 17 | 20 | 23 | 25 | 32 |
| 700 FT. | 8 | 13.5 | 20 | 23 | 27 | 30 | 37 |
| 1000 FT. | 9 | 16.5 | 24 | 28 | 32 | 35 | 43 |
| 2000 FT. | 13 | 24 | 35 | 41 | 46 | 49 | 57 |
| 5000 FT. | 21 | 41 | 57 | 64 | 70 | 75 | 85 |

GRADE B COVERAGE

VHF CHANNELS 2-6 GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | |
|----------------|---|-------|-------|--------|
| | 1 KW | 10 KW | 50 KW | 100 KW |
| 300 FT. | 22 | 35 | 46 | 50 |
| 500 FT. | 28 | 43 | 52 | 57 |
| 700 FT. | 33 | 47 | 58 | 63 |
| 1000 FT. | 39 | 54 | 65 | 70 |
| 2000 FT. | 52 | 69 | 81 | 86 |
| 5000 FT. | 79 | 100 | 113 | 118 |

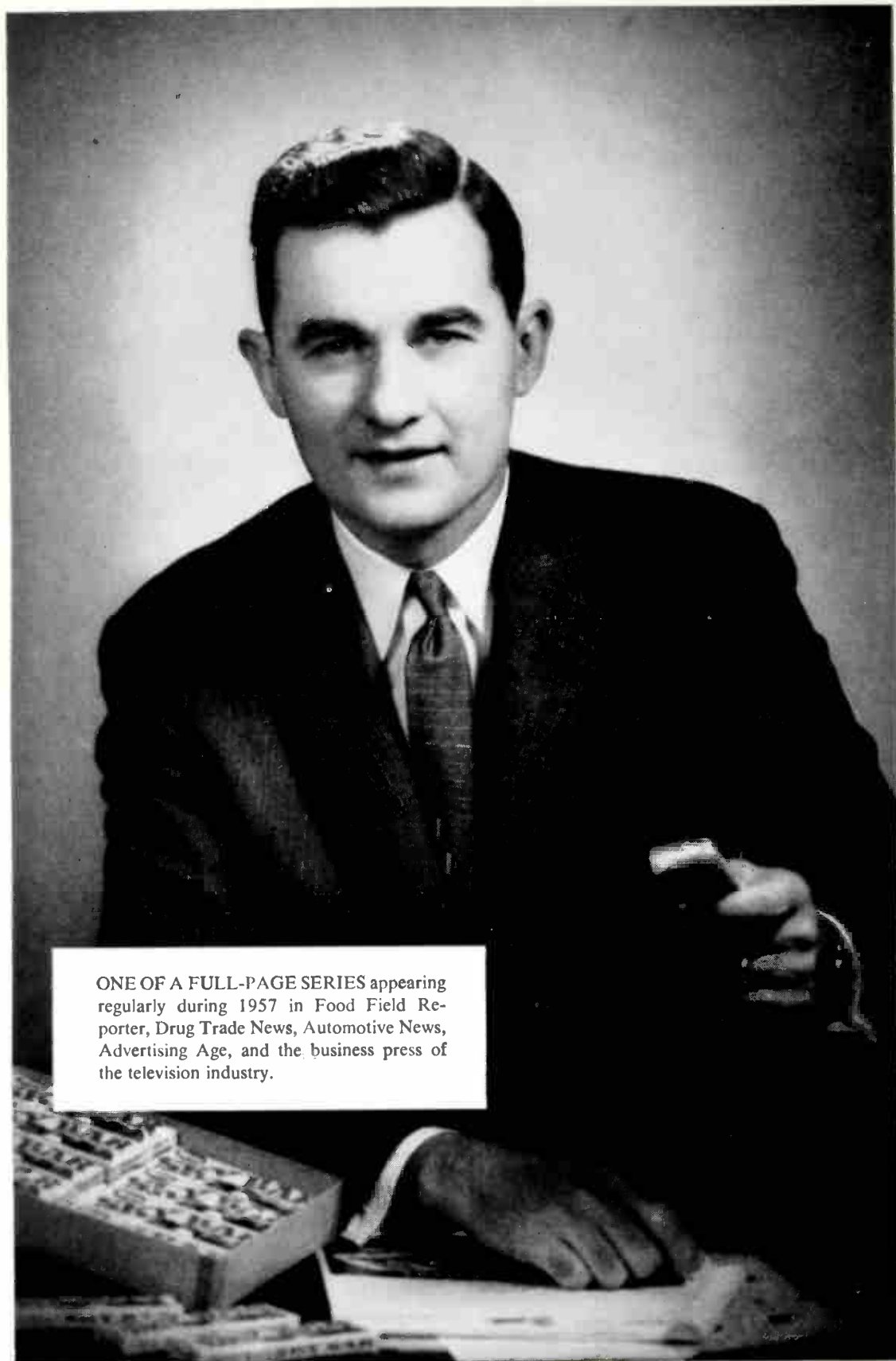
VHF CHANNELS 7-13 GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | | | |
|----------------|---|-------|-------|--------|--------|--------|
| | 1 KW | 10 KW | 50 KW | 100 KW | 200 KW | 316 KW |
| 300 FT. | 17 | 28 | 37 | 40 | 43 | 45 |
| 500 FT. | 22 | 35 | 43 | 46 | 49 | 52 |
| 700 FT. | 27 | 40 | 48 | 50 | 54 | 57 |
| 1000 FT. | 33 | 46 | 54 | 57 | 61 | 63 |
| 2000 FT. | 47 | 61 | 70 | 74 | 77 | 80 |
| 5000 FT. | 73 | 91 | 102 | 106 | 107 | 113 |

UHF CHANNELS 14-83 GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

| Antenna Height | Distance (Miles) for Effective Radiated Power | | | | | | |
|----------------|---|-------|-------|--------|--------|--------|---------|
| | 1 KW | 10 KW | 50 KW | 100 KW | 200 KW | 316 KW | 1000 KW |
| 300 FT. | 9 | 15 | 22 | 26 | 29 | 31 | 40 |
| 500 FT. | 11.5 | 20 | 28 | 32 | 37 | 40 | 47 |
| 700 FT. | 13.5 | 23 | 33 | 37 | 41 | 45 | 52 |
| 1000 FT. | 16.5 | 28 | 39 | 43 | 47 | 50 | 59 |
| 2000 FT. | 24 | 41 | 52 | 57 | 62 | 65 | 74 |
| 5000 FT. | 41 | 64 | 79 | 85 | 90 | 95 | 105 |

"In Sky Bar promotion, we find Spot-TV means Terrific Value"



says Proctor A. Coffin,
Advertising Manager of
New England Confectionery
Company, Cambridge, Mass.

*When did TV begin to impress you as
"terrific value" medium, Mr. Coffin?*

About four years ago. We have been the most important candy advertiser since the 1950s. This is the first time an advertising medium has produced such dramatic results. Within a few months we released our first spot campaign for Sky Bar, the sales response was far greater than we had hoped.

What type of commercials do you prefer?

Naturally we like dramatic presentations. Our advertising agency, C. J. LaRoche & Co., found that a particular story was well suited to an animated commercial. Using good animation, we retained the interest of our key children.

Do you do test advertising?

Yes, in a reasonably isolated market. We tested locally in Binghamton. In 1955 we used the spot method technique in a test campaign on WNBC-TV, Binghamton, featuring our items, the Bolster Bar. Binghamton sales increased more than five-fold. The increase in Elmira was even greater. This convinced us that our Bolster Bar was well suited to spot television advertising.

What about the current season?

We've been using Spot-TV with heavy results in most markets east of Chicago. For efficient distribution, the spot-method enables us to use budgets closely aligned with market potential.

What about trade reaction?

Dealers recognize TV as a natural medium for their products. Candy is certainly one of the most important. Counter-position and customer-education are vital to us. Wholesalers and retailers give us immediate attention to products advertised on TV. We have been getting more trade breaks along these lines than ever before. I repeat, TV means Terrific Value.

ONE OF A FULL-PAGE SERIES appearing regularly during 1957 in Food Field Reporter, Drug Trade News, Automotive News, Advertising Age, and the business press of the television industry.

PROCTOR A. COFFIN, Advertising Manager, New England Confectionery Company

For sales building availabilities on these major-market stations... Call

BLAIR-TV

- | | | | | | | |
|---------------------|------------------------|-----------------|------------------------------|--------------------|--------------------|--------------------------|
| WTVR—Richmond | WBNS-TV—Columbus | WBKB—Chicago | WFIL-TV—Philadelphia | WPRO-TV—Providence | WEWS—Cleveland | KGO-TV—San Francisco |
| WDSU-TV—New Orleans | KING-TV—Seattle-Tacoma | WXYZ-TV—Detroit | KVOO-TV—Tulsa | WIIC—Pittsburgh | WCPO-TV—Cincinnati | KFJZ-TV—Dallas-Ft. Worth |
| WOW-TV—Omaha | KTTV—Los Angeles | KFRE-TV—Fresno | WFLA-TV—Tampa-St. Petersburg | WNBF-TV—Binghamton | WMCT—Memphis | KGW-TV—Portland |

- OFFICES: NEW YORK * CHICAGO * BOSTON * DETROIT * ST. LOUIS * JACKSONVILLE * DALLAS * LOS ANGELES * SAN FRANCISCO
 Templeton 8-5800 Superior 7-5590 Hubbard 2-3163 Wood'rd 1-6030 Chestnut 1-5688 Elgin 6-5570 Riverside 4228 Dunkirk 1-3811 YUkon 2-7068

TELEVISION MARKETS VS. STANDARD MARKETS

Coverage goes far beyond the limits of standard metropolitan areas; this Television Magazine study stresses the need for revising marketing concepts

Because TV's coverage generally includes several trading areas, the TV market is a unique development in sales and advertising.

The extent of the difference between TV markets and standard metropolitan county areas is strikingly illustrated in the following comparisons, worked out by TELEVISION MAGAZINE's Research Department from the "Survey of Buying Power," through the cooperation of *Radio Management*.

These differences occur in major as well as minor markets. For example, the San Francisco TV market includes over 500,000 families, representing over two billion dollars in retail sales, outside the standard market area.

Where no data appears in the standard-metropolitan-area column, the city was not large enough to be ranked on a standard-area basis. "DI" indicates that the data on the TV area is inadequate for comparison.


| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALES (Jan. 1957) | |
|------------------------------|-------------------------|------------------|---------------------------|------------------|-----------------------------|------------------|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
| Albany, Tex. | 103,000 | 23,800 | 346,900 | 81,600 | \$366,250,000 | \$97,017,000 |
| Albany, Okla. | 127,100 | — | 443,000 | — | 361,269,000 | — |
| Albany, Okla. | DI | DI | DI | DI | DI | DI |
| Albany, Ohio | 197,600† | 145,200 | 667,600† | 484,000 | 890,881,000† | 657,394,000 |
| Albany, Georgia | 112,300 | — | 478,100 | — | 319,404,000 | — |
| Albany, Tennessee-Troy, N.C. | 550,500 | 176,400 | 1,818,900 | 561,900 | 2,155,419,000 | 703,729,000 |
| Albany, N.M. | 128,900 | 61,400 | 503,500 | 218,800 | 565,563,000 | 290,276,000 |
| Albany, La. | 133,800 | 29,100 | 509,600 | 107,800 | 376,174,000 | 93,660,000 |
| Albany, Pa. | 412,800 | 39,700 | 1,479,200 | 135,400 | 1,365,638,000 | 134,793,000 |
| Albany, Tex. | 136,800 | 43,600 | 467,800 | 139,800 | 566,667,000 | 191,472,000 |
| Albany, Ala. | 385,400 | — | 1,235,100 | — | 1,496,657,000 | — |
| Albany, Alaska | DI | DI | DI | DI | DI | DI |
| Albany, S.C. | 118,100† | — | 461,700† | — | 322,018,000† | — |
| Albany, Mich. | 111,600 | 42,600 | 399,000 | 159,800 | 472,269,000 | 187,574,000 |
| Albany, Okla. | 101,300 | — | 340,300 | — | 348,708,000 | — |
| Albany, N.C. | 525,700 | 35,900 | 2,063,700 | 134,000 | 1,633,191,000 | 144,528,000 |
| Albany, Pa. | 820,300 | 241,400 | 3,133,200 | 843,700 | 2,899,908,000 | 1,178,805,000 |
| Albany, Ga. | 242,200 | 71,000 | 961,400 | 265,800 | 643,271,000 | 212,832,000 |
| Albany, Minn. | 173,100 | — | 599,000 | — | 697,320,000 | — |
| Albany, Ill. | 206,800 | 51,400 | 753,500 | 193,800 | 743,393,000 | 207,720,000 |

† conflicting research data, this market has not been re-evaluated pending further study.

| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALE (Jan. 1957) | |
|---------------------------------|-------------------------|----------------------|---------------------------|----------------------|----------------------------|------------------|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
| Bakersfield, Cal. | 191,500 | 79,900 | 637,100 | 268,900 | \$820,714,000 | \$343,000 |
| Baltimore, Md. | 771,300 | 432,900 | 2,752,000 | 1,533,900 | 3,092,631,000 | 1,797,000 |
| Bangor, Me. | 131,600 | 29,700 | 477,500 | 110,700 | 515,813,000 | 138,000 |
| Baton Rouge, La. | 378,100 | 61,400 | 1,448,000 | 220,500 | 1,171,792,000 | 238,000 |
| Bay City-Saginaw, Mich. | 342,900 | 28,700 ¹ | 1,191,600 | 100,300 ¹ | 1,382,368,000 | 113,000 |
| | | 52,000 ² | | 180,300 ² | | 206,000 |
| Beaumont, Tex. | 196,700 | 67,200 ³ | 699,500 | 229,500 ³ | 700,587,000 | 277,000 |
| Bellingham, Wash. | 102,500 | 24,100 | 312,600 | 72,200 | 312,535,000 | 55,000 |
| Bethlehem-Allentown-Easton, Pa. | 131,000 | 131,000 | 451,900 | 451,900 | 537,157,000 | 537,000 |
| Big Spring, Tex. | 35,600 | — | 128,100 | — | 152,547,000 | — |
| Billings, Mont. | 66,400 | 23,200 | 212,200 | 70,700 | 261,879,000 | 103,000 |
| Binghamton, N.Y. | 386,700 | 60,400 | 1,304,900 | 201,800 | 1,419,046,000 | 235,000 |
| Birmingham, Ala. | 584,800 | 174,200 | 2,242,600 | 615,600 | 1,645,741,000 | 596,000 |
| Bismarck, N.D. | 82,100 | — | 311,300 | — | 382,987,000 | — |
| Bloomington, Ind. | 831,100 | — | 2,676,600 | — | 3,038,972,000 | — |
| Bluefield, W. Va. | 236,400 | — | 1,003,600 | — | 615,326,000 | — |
| Boise, Ida. | 96,200 | 42,800 | 314,800 | 140,300 | 370,617,000 | 172,000 |
| Boston, Mass. | 1,498,400 | 863,200 | 5,122,900 | 2,991,600 | 6,284,668,000 | 3,864,000 |
| Bridgeport, Conn. | 487,500 | 174,600 ⁴ | 1,691,500 | 595,900 ⁴ | 2,288,177,000 | 880,000 |
| Bristol, Va.-Tenn. | 403,800 | 58,900 ⁵ | 1,713,600 | 230,800 ⁵ | 1,035,072,000 | 207,000 |
| Bryan, Tex. | 45,700 | — | 166,700 | — | 151,574,000 | — |
| Buffalo, N.Y. | 674,700 | 372,500 | 2,301,500 | 1,264,300 | 2,562,933,000 | 1,501,000 |
| Burlington, Vt. | 185,400 | 17,800 | 661,100 | 67,000 | 740,209,000 | 80,000 |
| Butte, Mont. | 55,800 | 25,700 ⁶ | 168,300 | 75,900 ⁶ | 196,851,000 | 87,000 |
| Cadillac, Mich. | 220,200 | — | 762,300 | — | 860,171,000 | — |
| Cape Girardeau, Mo. | 318,200 | — | 1,068,100 | — | 863,794,000 | — |
| Carlsbad, N.M. | 49,700 | — | 177,100 | — | 220,760,000 | — |
| Carthage-Watertown, N.Y. | 99,800 | 26,600 ⁷ | 348,200 | 87,000 ⁷ | 356,972,000 | 107,000 |
| Casper, Wyo. | 20,400 | — | 64,000 | — | 97,383,000 | — |
| Cedar Rapids-Waterloo, Iowa | 398,000 | 37,400 ⁸ | 1,312,100 | 116,900 ⁸ | 1,543,829,000 | 173,000 |
| | | 34,800 ⁹ | | 114,400 ⁹ | | 144,000 |

1. Bay City only.
2. Saginaw only.
3. Standard Metropolitan County Area listed as Beaumont-Port Arthur.
4. Standard Metropolitan County Area listed as Bridgeport-Stamford-Norwalk.
5. Standard Metropolitan County Area listed as Bristol-Johnson City-Kingsport, Va., Tenn.

6. Standard Metropolitan County Area listed as Butte-Anaconda.
7. Watertown only.
8. Cedar Rapids only.
9. Waterloo only.



A NEW WORLD MARKET PLACE IS A TELEVISION MARKET


10th NATIONAL MARKET
WCYB-TV delivers Bristol, Virginia-Tennessee, Kingsport, Tennessee and Johnson City, Tennessee.
(Sales Management, May 10, 1957)

12th SOUTHERN MARKET
WCYB-TV ranks in the upper fifth of 64 Southern markets.
(TV Magazine, January 1, 1957)

DOUBLE CONSUMER VIEWING
WCYB-TV lights tv tubes in twice as many homes as the other station in the market.

ADD IT UP!
WCYB-TV's continuous merchandising and promotion program accounts for dominance in the market.

THE X FACTOR
Availability? Other facts? Ask Weed Television Corporation, national rep for WCYB-TV.



market places

OLD WORLD MARKET PLACE

| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALES (Jan. 1957) | |
|---------------------------------------|-------------------------|--|---------------------------|--|-----------------------------|--|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
| Champaign, Ill. | 480,100 | 33,200 ¹⁰ | 1,551,500 | 125,400 ¹⁰ | \$1,799,616,000 | \$131,806,000 ¹⁰ |
| Charleston, S.C. | 294,200 | 53,000 | 1,250,300 | 194,000 | 877,497,000 | 182,974,000 |
| Charleston-Huntington, W. Va. | 575,900 | 87,600 ¹¹ 73,000 ¹² | 2,274,300 | 326,700 ¹¹ 262,900 ¹² | 1,644,278,000 | 330,900,000 ¹¹ 262,376,000 ¹² |
| Charlotte, N.C. | 855,700 | 63,300 | 3,430,700 | 235,900 | 2,938,592,000 | 338,652,000 |
| Chattanooga, Tenn. | 207,600 | 80,200 | 786,500 | 279,300 | 626,297,000 | 308,499,000 |
| Cheyenne, Wyo. | 109,800 | 17,000 | 392,500 | 59,800 | 447,801,000 | 68,004,000 |
| Chicago, Ill. | 2,318,100 | 1,897,800 | 7,583,300 | 6,183,000 | 10,194,760,000 | 8,524,669,000 |
| Chico, Cal. | 127,000 | — | 396,800 | — | 546,841,000 | — |
| Cincinnati, Ohio | 712,200 | 328,500 | 2,369,500 | 1,036,700 | 2,632,106,000 | 1,331,119,000 |
| Cleveland, Ohio | 1,290,500 | 501,700 | 4,344,900 | 1,666,000 | 5,812,258,000 | 2,388,956,000 |
| Albuquerque, N.M. | 30,800 | — | 108,600 | — | 139,135,000 | — |
| Colorado Springs-Pueblo, Col. | 113,900 | 37,100 ¹³ 30,500 ¹⁴ | 382,700 | 113,300 ¹³ 107,400 ¹⁴ | 403,757,000 | 172,443,000 ¹³ 114,425,000 ¹⁴ |
| Columbia-Jefferson City, Mo. | 169,200 | — | 537,700 | — | 514,243,000 | — |
| Columbia, S.C. | 284,500 | 44,100 | 1,175,600 | 173,600 | 826,193,000 | 186,322,000 |
| Columbus, Ga. | 276,100 | 51,700 | 1,119,600 | 234,100 | 784,830,000 | 177,481,000 |
| Columbus, Miss. | 124,600 | — | 496,600 | — | 290,104,000 | — |
| Columbus, Ohio | 481,800 | 184,700 | 1,623,900 | 621,900 | 1,992,403,000 | 865,049,000 |
| Corpus Christi, Tex. | 137,900 | 66,600 | 526,400 | 249,700 | 527,342,000 | 253,228,000 |
| Dallas-Fort Worth, Tex. | 764,600 | 252,800 ¹⁵ 162,900 ¹⁶ | 2,533,600 | 823,900 ¹⁵ 535,000 ¹⁶ | 3,006,926,000 | 1,243,122,000 ¹⁵ 643,138,000 ¹⁶ |
| Dayton, Ill. | 88,500 | 29,200 | 298,400 | 91,500 | 334,398,000 | 113,141,000 |
| Davenport, Iowa- Rock Island, Ill. | 444,900 | 80,500 ¹⁷ | 1,441,900 | 262,200 ¹⁷ | 1,730,661,000 | 331,491,000 ¹⁷ |
| Dayton, Ohio | 487,900 | 158,800 | 1,636,900 | 537,600 | 2,059,619,000 | 741,111,000 |
| Dayton Beach, Fla. | 101,800 | 31,400 | 336,100 | 96,300 | 399,850,000 | 134,831,000 |
| Decatur, Ala. | 39,900† | — | 158,900† | — | 109,174,000† | — |
| Decatur, Ill. | 199,800 | 36,000 | 647,400 | 112,600 | 776,554,000 | 155,957,000 |
| Denver, Colo. | 377,800 | 239,000 | 1,220,100 | 756,400 | 1,583,195,000 | 1,042,393,000 |
| Des Moines, Iowa | 322,800 | 82,200 | 1,028,600 | 253,700 | 1,230,549,000 | 349,756,000 |

Standard Metropolitan County Area listed as Champaign-Urbana.
 † Clayton only.
 † Huntington only. Standard Metropolitan County Area listed as Huntington-
 Asheville.
 † Colorado Springs only.
 14. Pueblo only.
 15. Dallas only.
 16. Fort Worth only.
 17. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline.

...in conflicting research data, this market has not been re-evaluated pending further study.

In every field, there's one
 basic reference source—
 in television, it's
TELEVISION MAGAZINE

Now in its 14th year of publication

| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALES (Jan. 1957) | |
|-------------------------------------|-------------------------|--|---------------------------|--|-----------------------------|-------------------------------|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
| Detroit, Mich.-Windsor, Can. | 1,559,200 | 1,039,700 ¹⁸ | 5,394,600 | 3,625,900 ¹⁸ | \$6,899,035,000 | \$4,758,600,000 ¹⁸ |
| Dickinson, N.D. | 53,500 | — | 198,200 | — | 192,263,000 | — |
| Dothan, Ala. | 125,600 | — | 507,200 | — | 343,446,000 | — |
| Duluth, Minn.-Superior, Wis. | 209,700 | 82,100 | 708,500 | 267,200 | 727,683,000 | 307,100,000 |
| Durham-Raleigh, N.C. | 486,400 | 29,500 ¹⁹ 39,300 ²⁰ | 2,054,100 | 113,800 ¹⁹ 159,900 ²⁰ | 1,866,454,000 | 125,400,000 202,300,000 |
| Easton-Bethlehem- Allentown, Pa. | 131,000 | 131,000 | 451,900 | 451,900 | 537,157,000 | 537,100,000 |
| Eau Claire, Wis. | 148,000 | 29,300 | 521,500 | 104,300 | 527,818,000 | 115,600,000 |
| El Dorado, Ark. | 62,700 | — | 230,100 | — | 166,796,000 | — |
| Elkhart-South Bend, Ind. | 216,300 | 29,900 ²¹ 72,900 ²² | 705,500 | 95,500 ²¹ 245,100 ²² | 819,041,000 | 125,300,000 273,000,000 |
| El Paso, Tex.-Juarez, Mex. | 108,700 | 70,900 ²³ | 440,000 | 292,800 ²³ | 419,153,000 | 284,900,000 |
| Enid—(See Oklahoma City) | | | | | | |
| Erie, Pa. | 95,200 | 68,700 | 322,200 | 236,100 | 409,962,000 | 277,800,000 |
| Eugene, Ore. | 146,600 | 49,400 | 468,700 | 157,400 | 507,259,000 | 182,500,000 |
| Eureka, Cal. | 60,200 | — | 186,600 | — | 266,397,000 | — |
| Evansville, Ind.- Henderson, Ky. | 288,600 | 66,900 ²⁴ | 969,200 | 215,900 ²⁴ | 862,465,000 | 230,100,000 |
| Fairbanks, Alaska | DI | DI | DI | DI | DI | DI |
| Fargo, N.D. | 205,200 | 19,200 | 757,300 | 68,000 | 853,469,000 | 103,900,000 |
| Fayetteville, N.C. | 27,600† | 27,600 | 134,600† | 134,600 | 126,130,000† | 126,100,000 |
| Florence, S.C. | 293,100 | — | 1,284,400 | — | 931,474,000 | — |
| Ft. Dodge, Iowa | 46,000 | — | 151,200 | — | 182,526,000 | — |
| Ft. Myers, Fla. | 28,500 | — | 97,200 | — | 140,774,000 | — |
| Ft. Smith, Ark. | 99,700 | 21,000 | 345,500 | 67,700 | 269,772,000 | 95,200,000 |
| Ft. Wayne, Ind. | 236,000 | 65,200 | 770,700 | 210,100 | 937,571,000 | 276,100,000 |
| Ft. Worth-Dallas, Tex. | 764,600 | 162,900 ²⁵ 252,800 ²⁶ | 2,533,600 | 535,000 ²⁵ 823,900 ²⁶ | 3,006,926,000 | 643,100,000 1,243,100,000 |

18. Detroit only.
19. Durham only.
20. Raleigh only.
21. Elkhart only.
22. South Bend only.

23. El Paso only.
24. Evansville only.
25. Ft. Worth only.
26. Dallas only.

†Due to conflicting research data, this market has not been re-evaluated pending further study.

TV market studies to order

- How many unduplicated homes does your spot schedule cover?
- How much duplication in your line-up?
- How do the TV markets rank by families, by retail sales?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

Now TELEVISION MAGAZINE's Research Department can help you answer these questions.

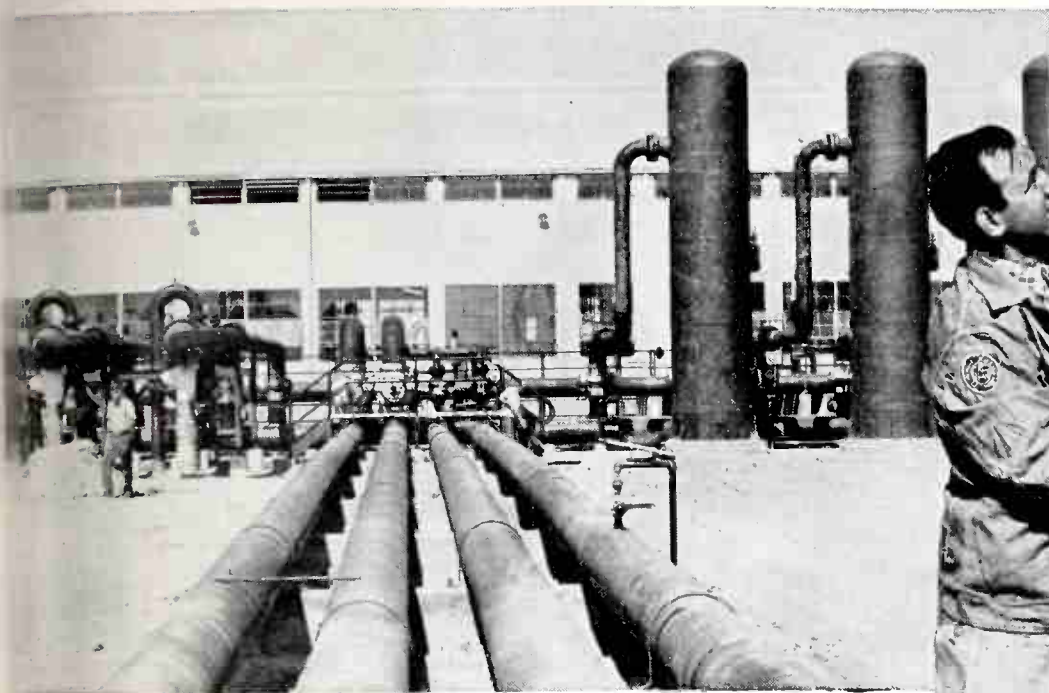
Because all the data in the Market Book are on IBM cards, we can fill requests for individual breakdowns of coverage and circulation. Write to Research Manager, TELEVISION MAGAZINE, 600 Madison Avenue, New York 22, N. Y.

MODERN GAS SERVICE

and **WWJ-TV**

... both built by

BELIEVABILITY



(Above) Michigan Consolidated Gas Company's Six Lakes Compressor Station. "Scrubbing tanks" purify natural gas used by 835,000 customers in over 100 communities for heating, cooking, refrigerating, water heating, air conditioning and other conveniences.



(Right) Receiving natural gas by pipeline from southwestern states, Michigan Gas stores it underground in depleted wells converted for the purpose.

Today's natural gas service is the result of faith in the fuel's dependability, efficiency, and economy.

Southeastern Michigan's high regard for WWJ-TV is the result of the station's traditional leadership and quality standards. People here dial Channel 4 with complete confidence that they will see the finest of television, always.

Seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.



| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALES (Jan. 1957) | |
|---------------------------------|-------------------------|---|---------------------------|--|-----------------------------|--|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Sta Met a |
| Fresno-Tulare, Cal. | 259,100 | 99,300 ²⁷ | 858,400 | 325,500 ²⁷ | \$1,106,227,000 | \$438,000 ²⁷ |
| Galveston-Houston, Tex. | 675,900 | 36,500 ²⁸ 339,100 ²⁹ | 2,335,300 | 123,300 ²⁸ 1,134,100 ²⁹ | 2,654,697,000 | 138,000 ²⁸ 1,409,500 ²⁹ |
| Grand Forks, N.D. | 46,700 | — | 175,300 | — | 189,614,000 | — |
| Grand Junction, Colo. | 34,700 | — | 116,300 | — | 152,063,000 | — |
| Grand Rapids, Mich. | 513,400 | 100,900 | 1,717,900 | 330,300 | 1,991,532,000 | 444,900 |
| Great Bend, Kan. | 156,100 | — | 506,600 | — | 592,463,000 | — |
| Great Falls, Mont. | 73,500 | 21,100 | 230,100 | 64,000 | 310,863,000 | 92,400 |
| Green Bay, Wis. | 470,100 | 29,900 | 1,643,400 | 109,300 | 1,792,707,000 | 145,100 |
| Greensboro, N.C. | 560,700 | 58,000 ³⁰ | 2,268,800 | 220,400 ³⁰ | 2,160,975,000 | 327,700 |
| Greenville-Spartanburg, S.C. | 469,500 | 54,500 ³¹ 41,900 ³² | 1,851,600 | 198,100 ³¹ 160,400 ³² | 1,436,632,000 | 202,700 ³¹ 121,300 ³² |
| Greenville-Washington, N.C. | 350,700 | — | 1,526,800 | — | 1,262,157,000 | — |
| Hannibal, Mo.-Quincy, Ill. | 212,200 | 21,800 ³³ | 656,200 | 68,200 ³³ | 640,659,000 | 71,800 ³³ |
| Harlingen-Weslaco, Tex. | 132,400 | 88,200 ³⁴ | 561,800 | 372,200 ³⁴ | 371,784,000 | 232,900 ³⁴ |
| Harrisburg, Ill. | 92,300 | — | 282,000 | — | 256,155,000 | — |
| Harrisburg, Pa. | 195,300 [†] | 95,700 | 660,600 [†] | 323,000 | 776,006,000 [†] | 388,500 [†] |
| Harrisonburg, Va. | 118,700 | — | 466,500 | — | 441,199,000 | — |

27. Fresno only.
 28. Galveston only.
 29. Houston only.
 30. Standard Metropolitan County Area listed as Greensboro-High Point.


31. Greenville only.
 32. Spartanburg only.
 33. Quincy only.
 34. Standard Metropolitan County Area listed as Brownsville-Harlingen.

†Due to conflicting research data, this market has not been re-evaluated pending further study.

TV in Fresno—
 the big inland California
 market means

KMJ-TV • TTV

• Basic NBC-TV affiliate
 • Best local programs



Paul H. Raymer Co., National Representative

FAMILIES
(Jan. 1957)

POPULATION
(Jan. 1957)

RETAIL SALES
(Jan. 1957)

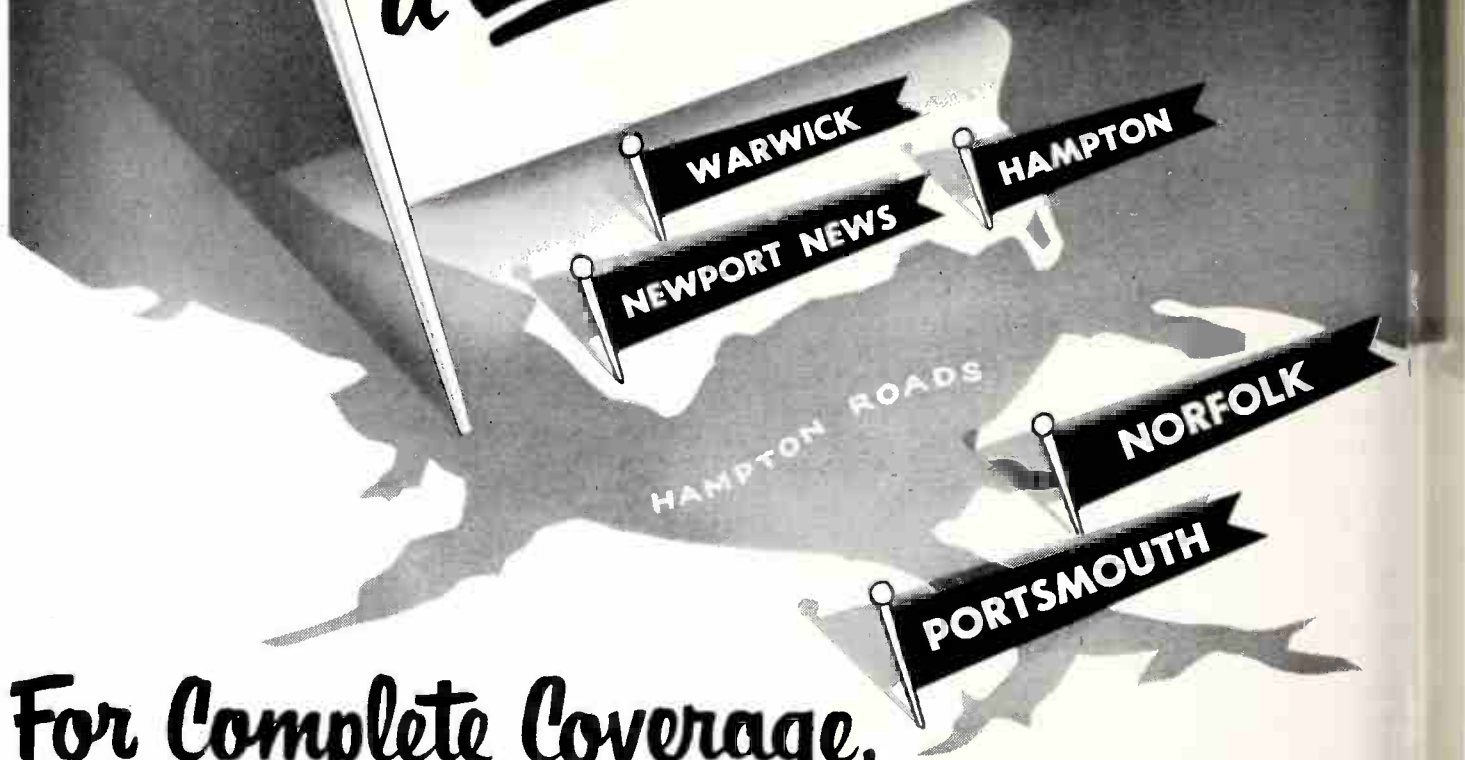
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
|-------------------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------|-----------------------------|
| Hartford-New Britain, Conn. | 409,300 | 181,800 | 1,410,800 | 625,600 | \$1,820,629,000 | \$877,258,000 |
| Hastings, Neb. | 160,800 | — | 511,100 | — | 550,552,000 | — |
| Hattiesburg, Miss. | 139,700 | — | 538,800 | — | 386,102,000 | — |
| Hickerson, Ky. | — | — | — | — | — | — |
| Hicksville, Ind. | 288,600 | 66,900 ³⁵ | 969,200 | 215,900 ³⁵ | 862,465,000 | 230,181,000 ³⁵ |
| Hickson-Las Vegas, Nev. | 37,400 | 37,400 ³⁶ | 118,200 | 118,200 ³⁶ | 166,467,000 | 166,467,000 ³⁶ |
| Hialeah, T.H. | DI | DI | DI | DI | DI | DI |
| Hickson-Galveston, Tex. | 675,900 | 339,100 ³⁷ | 2,335,300 | 1,134,100 ³⁷ | 2,654,697,000 | 1,409,543,000 ³⁷ |
| | | 36,500 ³⁸ | | 123,300 ³⁸ | | 138,096,000 ³⁸ |
| Hickson-Charleston, Va. | 575,900 | 73,000 ³⁹ | 2,274,300 | 262,900 ³⁹ | 1,644,278,000 | 262,376,000 ³⁹ |
| | | 87,600 ⁴⁰ | | 326,700 ⁴⁰ | | 330,900,000 ⁴⁰ |
| Hickson-Wichita, Kan. | 335,100 | 19,300 ⁴¹ | 1,052,300 | 59,200 ⁴¹ | 1,248,408,000 | 72,936,000 ⁴¹ |
| | | 103,100 ⁴² | | 313,700 ⁴² | | 406,760,000 ⁴² |
| Hickson Falls, Ida. | 69,000 | — | 257,100 | — | 290,351,000 | — |
| Hicksonapolis, Ind. | 856,400 | 197,500 | 2,757,500 | 624,900 | 3,137,891,000 | 911,459,000 |
| Hickson, Miss. | 379,300 | 44,900 | 1,452,800 | 163,700 | 1,040,097,000 | 183,056,000 |
| Hickson, Tenn. | 139,400 | — | 503,400 | — | 334,297,000 | — |
| Hicksonville, Fla. | 402,800 | 115,500 | 1,511,300 | 409,400 | 1,562,278,000 | 533,422,000 |
| Hickson City-Columbia, S.C. | 169,200 | — | 537,700 | — | 514,243,000 | — |
| Hickson City, Tenn. | 223,200 | 58,900 ⁴³ | 931,400 | 230,800 ⁴³ | 540,926,000 | 207,162,000 ⁴³ |
| Hicksontown, Pa. | 1,187,300 | 79,000 | 4,187,600 | 293,400 | 4,269,122,000 | 250,168,000 |
| Hickson, Mo.-Pittsburg, Kan. | 213,000 | 37,700 ⁴⁴ | 661,800 | 112,500 ⁴⁴ | 622,129,000 | 127,968,000 ⁴⁴ |
| Hickson, Alaska | DI | DI | DI | DI | DI | DI |
| Hickson, Mich. | 731,300 | 45,800 | 2,436,100 | 152,900 | 2,829,395,000 | 193,103,000 |
| Hickson City, Ma. | 667,100 | 319,900 | 2,057,800 | 972,400 | 2,473,581,000 | 1,370,978,000 |
| Hickson, Neb. | 174,400 | — | 564,000 | — | 629,136,000 | — |
| Hickson Falls, Ore. | 31,200 | — | 97,800 | — | 132,947,000 | — |
| Hicksonville, Tenn. | 373,000 | 98,200 | 1,480,100 | 363,700 | 1,036,708,000 | 376,362,000 |
| Hickson, Wis. | 178,100 | 21,300 | 624,600 | 73,900 | 627,034,000 | 96,063,000 |
| Hicksonette, Ind. | 64,900† | 23,900 | 213,500† | 85,000 | 236,073,000† | 91,858,000 |
| Hicksonette, La. | 178,500 | — | 685,700 | — | 528,553,000 | — |
| Hickson Charles, La. | 190,800 | 34,900 | 683,300 | 123,600 | 656,342,000 | 131,840,000 |
| Hicksonster, Pa. | 631,700 | 69,500 | 2,206,300 | 242,500 | 2,432,294,000 | 298,780,000 |
| Hickson, Mich. | 493,600 | 61,400 | 1,684,000 | 208,400 | 1,967,402,000 | 286,163,000 |
| Hickson, Tex. | 14,900 | 14,900 | 66,500 | 66,500 | 50,371,000 | 50,371,000 |
| Hickson Vegas-Henderson, Nev. | 37,400 | 37,400 ⁴⁵ | 118,200 | 118,200 ⁴⁵ | 166,467,000 | 166,467,000 ⁴⁵ |
| Hickson, Okla. | 80,900 | 20,500 | 275,800 | 74,000 | 267,290,000 | 72,863,000 |
| Hickson, Pa. | DI | 24,100 | DI | 83,600 | DI | 98,544,000 |
| Hickson, Ky. | 104,900† | 34,500 | 379,700† | 120,100 | 307,175,000† | 138,586,000 |
| Hickson Ohio | 70,500† | 29,900 | 236,800† | 99,300 | 286,722,000† | 133,040,000 |
| Hickson, Neb. | 240,600 | 44,900 | 766,400 | 141,100 | 860,343,000 | 167,323,000 |
| Hickson Rock-Pine Bluff, Ark. | 399,600 | 72,800 ⁴⁶ | 1,438,800 | 242,300 ⁴⁶ | 1,110,455,000 | 259,490,000 ⁴⁶ |
| Hickson Angeles, Cal. | 2,710,800 | 2,019,700 ⁴⁷ | 8,021,700 | 5,850,200 ⁴⁷ | 11,047,771,000 | 8,485,175,000 ⁴⁷ |
| Hicksonville, Ky. | 616,100 | 207,800 | 2,154,600 | 690,600 | 1,981,311,000 | 802,712,000 |
| Hicksonck, Tex. | 170,400 | 45,600 | 609,700 | 162,300 | 719,720,000 | 186,159,000 |
| Hicksonk, Tex. | 99,700 | — | 361,600 | — | 303,724,000 | — |
| Hicksonburg, Va. | 243,200 | 21,600 | 999,400 | 81,900 | 828,055,000 | 97,568,000 |
| Hickson, Ga. | 162,700 | 46,200 | 640,500 | 163,400 | 467,516,000 | 173,901,000 |
| Hickson, Wis. | 321,200 | 53,600 | 1,086,400 | 189,600 | 1,329,229,000 | 250,680,000 |
| Hicksonmester, N.H. | 1,057,600 | 48,500 | 3,632,900 | 162,200 | 4,015,897,000 | 206,702,000 |

† Ennsville only.
 † Las Vegas only.
 † Hickson only.
 † Hickson only.
 † Hickson only. Standard Metropolitan County Area listed as Huntington-Aland.
 † Hickson only.
 † Hickson only.

42. Wichita only.
 43. Standard Metropolitan County Area listed as Bristol-Johnson City-Kingsport, Va., Tenn.
 44. Joplin only.
 45. Las Vegas only.
 46. Little Rock-North Little Rock only.
 47. Standard Metropolitan County Area listed as Los Angeles-Long Beach.

† conflicting research data, this market has not been re-evaluated pending further study.

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Norfolk, Va.
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channel **10**

*ABC Affiliate
316,000 Watts
1,050 Ft. Tower*

FAMILIES
(Jan. 1957)

POPULATION
(Jan. 1957)

RETAIL SALES
(Jan. 1957)

| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
|--|-------------------|------------------|-------------------|------------------|-------------------|------------------|
|--|-------------------|------------------|-------------------|------------------|-------------------|------------------|

| | | | | | | |
|-----------------------------|----------------------|-------------------------|----------------------|--------------------------|--------------------------|------------------------------|
| Arnette, Wis. | 240,400 | — | 843,800 | — | \$917,967,000 | — |
| Arquette, Mich. | 50,600 | — | 175,700 | — | 174,940,000 | — |
| ason City, Iowa | 232,200 | 15,500 | 792,800 | 49,600 | 964,873,000 | \$73,072,000 |
| ayaguez, P.R. | DI | DI | DI | DI | DI | DI |
| edford, Ore. | 56,600 | — | 173,500 | — | 228,466,000 | — |
| mpphis, Tenn. | 730,600 | 156,000 | 2,709,500 | 547,400 | 2,180,014,000 | 692,889,000 |
| ridian, Miss. | 160,100 | — | 620,700 | — | 390,816,000 | — |
| mi-Ft. Lauderdale, Fla. | 407,700 | 235,900 ⁴⁸ | 1,329,000 | 765,600 ⁴⁸ | 2,214,814,000 | 1,376,960,000 ⁴⁸ |
| | | 63,800 ⁴⁹ | | 206,300 ⁴⁹ | | 336,481,000 ⁴⁹ |
| land-Odessa, Tex. | 105,000 | 14,100 ⁵⁰ | 370,400 | 46,500 ⁵⁰ | 488,523,000 | 82,311,000 ⁵⁰ |
| | | 22,700 ⁵¹ | | 77,300 ⁵¹ | | 104,954,000 ⁵¹ |
| waukee, Wis. | 619,500 | 326,400 | 2,090,600 | 1,100,300 | 2,611,464,000 | 1,451,481,000 |
| neapolis-St. Paul, Minn. | 866,400 | 391,400 | 3,000,200 | 1,295,900 | 3,492,643,000 | 1,672,761,000 |
| ot, N.D. | 50,400 | — | 181,500 | — | 192,710,000 | — |
| soula, Mont. | 74,500 | — | 225,100 | — | 266,536,000 | — |
| bble, Ala. | 321,400 | 75,400 | 1,229,400 | 272,400 | 1,062,923,000 | 271,029,000 |
| arroe, La. | 240,600 | 25,200 ⁵² | 892,700 | 87,300 ⁵² | 683,303,000 | 102,222,000 ⁵² |
| atgomery, Ala. | 231,000 | 44,600 | 915,100 | 159,000 | 640,603,000 | 176,821,000 |
| acie, Ind. | 112,100 | 33,800 | 358,000 | 108,100 | 386,282,000 | 115,162,000 |
| okee, Okla. | 295,000 | — | 988,500 | — | 983,898,000 | — |
| hville, Tenn. | 564,800 | 102,800 | 2,058,900 | 362,900 | 1,549,238,000 | 447,177,000 |
| Britain-Hartford, Conn. | 409,300 | 181,800 | 1,410,800 | 625,600 | 1,820,629,000 | 877,258,000 |
| ay Haven, Conn. | 966,100 | 180,300 ⁵³ | 3,337,100 | 611,900 ⁵³ | 4,406,335,000 | 842,299,000 ⁵³ |
| Orleans, La. | 570,700 | 237,700 | 2,086,700 | 813,700 | 1,929,833,000 | 885,619,000 |
| York, N.Y. | 5,202,500 | 4,408,900 ⁵⁴ | 17,110,100 | 14,406,100 ⁵⁴ | 21,207,749,000 | 17,498,328,000 ⁵⁴ |
| olk, Va. | 386,400 | 148,300 ⁵⁵ | 1,514,900 | 540,400 ⁵⁵ | 1,399,667,000 | 560,312,000 ⁵⁵ |
| ill, W. Va. | 162,600 | — | 672,400 | — | 444,999,000 | — |
| essa-Midland, Tex. | 105,000 | 22,700 ⁵⁶ | 370,400 | 77,300 ⁵⁶ | 488,523,000 | 104,954,000 ⁵⁶ |
| | | 14,100 ⁵⁷ | | 46,500 ⁵⁷ | | 82,311,000 ⁵⁷ |
| ahoma City, Okla. | 484,400 | 127,900 ⁵⁸ | 1,603,300 | 400,000 ⁵⁸ | 1,706,194,000 | 531,761,000 ⁵⁸ |
| | | 15,800 ⁵⁹ | | 50,900 ⁵⁹ | | 78,846,000 ⁵⁹ |
| asha, Neb. | 448,000 | 125,400 | 1,447,300 | 411,800 | 1,646,042,000 | 511,693,000 |
| ando, Fla. | 252,600 | 59,900 | 853,800 | 196,100 | 1,044,028,000 | 265,293,000 |
| umwa, Iowa | 210,300 | — | 651,000 | — | 659,852,000 | — |
| ucah, Ky. | 115,200 | 24,700 | 386,400 | 77,700 | 280,719,000 | 68,138,000 |
| ama City, Fla. | 41,800 | — | 162,100 | — | 136,048,000 | — |
| etersburg, W. Va. | 35,600 [†] | — | 117,900 [†] | — | 127,055,000 [†] | — |
| macola, Fla. | 281,400 | 41,600 | 1,106,200 | 156,100 | 917,304,000 | 168,712,000 |
| ria, Ill. | 165,900 [†] | 85,100 | 533,100 [†] | 274,500 | 639,317,000 [†] | 355,701,000 |
| rsburg-Richmond, Va. | 337,400 | 23,100 ⁶⁰ | 1,360,200 | 98,000 ⁶⁰ | 1,289,155,000 | 102,913,000 ⁶⁰ |
| | | 101,800 ⁶¹ | | 370,100 ⁶¹ | | 446,262,000 ⁶¹ |
| adelphia, Pa. | 1,969,100 | 1,210,300 ⁶² | 6,822,800 | 4,211,100 ⁶² | 8,129,150,000 | 4,839,015,000 ⁶² |
| enix-Mesa, Ariz. | 212,900 | 151,100 ⁶³ | 771,200 | 520,900 ⁶³ | 841,659,000 | 583,344,000 ⁶³ |
| Bluff-Little Rock, Ark. | 399,600 | 72,800 ⁶⁴ | 1,438,800 | 242,300 ⁶⁴ | 1,110,455,000 | 259,490,000 ⁶⁴ |
| sburg, Kan.-Joplin, Mo. | 213,000 | 37,700 ⁶⁵ | 661,800 | 112,500 ⁶⁵ | 622,129,000 | 127,968,000 ⁶⁵ |
| sburgh, Pa. | 1,369,800 | 676,300 | 4,828,100 | 2,355,600 | 5,074,407,000 | 2,617,236,000 |
| tsburgh, N.Y. | 133,900 | — | 492,700 | — | 513,356,000 | — |
| nd Spring, Me. | 358,500 | — | 1,257,600 | — | 1,429,936,000 | — |
| land, Me. | 241,100 | 50,500 | 831,500 | 171,300 | 976,261,000 | 232,559,000 |
| land, Ore. | 552,400 | 273,900 | 1,696,000 | 811,900 | 1,982,662,000 | 1,013,646,000 |
| que Isle, Me. | 39,700 | — | 152,700 | — | 138,702,000 | — |
| idence, R.I. | 817,100 | 207,900 ⁶⁶ | 2,773,900 | 696,700 ⁶⁶ | 3,107,350,000 | 809,162,000 ⁶⁶ |
| olo-Colorado Springs, Colo. | 113,900 | 30,500 ⁶⁷ | 382,700 | 107,400 ⁶⁷ | 403,757,000 | 114,425,000 ⁶⁷ |
| | | 37,100 ⁶⁸ | | 113,300 ⁶⁸ | | 172,443,000 ⁶⁸ |

48. Miami only.
49. Ft. Lauderdale only.
50. Midland only.
51. Odessa only.
52. Standard Metropolitan County Area listed as Monroe-West-Monroe.
53. Standard Metropolitan County Area listed as New Haven-Waterbury.
54. Standard Metropolitan County Area listed as New York-N.E. New Jersey.
55. Standard Metropolitan County Area listed as Norfolk-Portsmouth.
56. Odessa only.
57. Midland only.
58. Oklahoma City only.

59. Enid only.
60. Standard Metropolitan County Area listed as Petersburg-Hopewell.
61. Richmond only.
62. Includes Camden, N. J.
63. Phoenix only.
64. Little Rock-North Little Rock only.
65. Joplin only.
66. Standard Metropolitan County Area listed as Providence-Pawtucket.
67. Pueblo only.
68. Colorado Springs only.

to conflicting research data, this market has not been re-evaluated pending further study.

| | FAMILIES (Jan. 1957) | | POPULATION (Jan. 1957) | | RETAIL SALES (Jan. 1957) | |
|---|-------------------------|---|---------------------------|--|-----------------------------|------------------------------|
| | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area | Television Market | Stand. Met. Area |
| Quincy, Ill.-Hannibal, Mo. | 212,200 | 21,800 ⁶⁹ | 656,200 | 68,200 ⁶⁹ | \$640,659,000 | \$71,874,000 |
| Raleigh-Durham, N.C. | 486,400 | 39,300 ⁷⁰ 29,500 ⁷¹ | 2,054,100 | 159,900 ⁷⁰ 113,800 ⁷¹ | 1,866,454,000 | 202,399,000 125,429,000 |
| Rapid City, S.D. | 43,200 | 18,300 | 147,800 | 58,500 | 158,854,000 | 74,856,000 |
| Redding, Cal. | 82,200 | — | 219,200 | — | 326,184,000 | — |
| Reno, Nev. | 70,000 | 23,800 | 220,000 | 72,200 | 345,256,000 | 136,083,000 |
| Richmond-Petersburg, Va. | 337,400 | 101,800 ⁷² 23,100 ⁷³ | 1,360,200 | 370,100 ⁷² 98,000 ⁷³ | 1,289,155,000 | 446,267,000 102,913,000 |
| Roanoke, Va. | 436,700 | 39,700 | 1,759,200 | 144,900 | 1,554,643,000 | 176,439,000 |
| Rochester, Minn. | 126,700 | — | 442,900 | — | 476,091,000 | — |
| Rochester, N.Y. | 329,900 | 169,100 | 1,097,300 | 545,900 | 1,347,095,000 | 680,497,000 |
| Rockford, Ill. | 245,000 | 57,300 | 806,800 | 181,100 | 1,030,963,000 | 255,494,000 |
| Rock Island, Ill.- Davenport, Iowa | 444,900 | 80,500 ⁷⁴ | 1,441,900 | 262,200 ⁷⁴ | 1,730,661,000 | 331,491,000 |
| Rome, Ga. | 159,500 | — | 614,200 | — | 422,876,000 | — |
| Roswell, N.M. | 78,000 | — | 281,000 | — | 332,614,000 | — |
| Sacramento, Cal. | 425,800 | 128,200 | 1,369,000 | 409,500 | 19,819,231,000 | 586,330,000 |
| Saginaw-Bay City, Mich. | 342,900 | 52,000 ⁷⁵ 28,700 ⁷⁶ | 1,191,600 | 180,300 ⁷⁵ 100,300 ⁷⁶ | 1,382,368,000 | 206,491,000 113,220,000 |
| St. Joseph, Mo. | 244,000 | 32,500 | 762,200 | 102,700 | 774,410,000 | 114,497,000 |
| St. Louis, Mo. | 904,300 | 595,300 | 2,929,100 | 1,932,800 | 3,214,067,000 | 2,288,574,000 |
| St. Petersburg-Tampa, Fla. | 398,300 | 186,400 | 1,311,300 | 586,700 | 1,686,624,000 | 786,140,000 |
| Salinas-Monterey, Cal. | 167,400 | — | 529,100 | — | 677,846,000 | — |
| Salisbury, Md. | 59,500† | — | 199,600† | — | 260,349,000† | — |
| Salt Lake City, Utah | 251,300 | 95,800 | 909,800 | 329,800 | 994,285,000 | 442,761,000 |
| San Angelo, Tex. | 38,200 | 21,600 | 132,200 | 74,600 | 153,061,000 | 89,060,000 |
| San Antonio, Tex. | 374,000 | 156,500 | 1,432,000 | 594,200 | 1,426,846,000 | 612,350,000 |
| San Diego, Cal.-Tijuana, Mex. | 306,600 | 288,100 ⁷⁷ | 944,700 | 875,700 ⁷⁷ | 1,104,090,000 | 1,002,460,000 |
| San Francisco, Cal. | 1,423,900 | 885,400 ⁷⁸ | 4,398,200 | 2,671,600 ⁷⁸ | 5,777,829,000 | 3,536,960,000 |
| San Jose, Cal. | 233,400 | 150,800 | 750,500 | 490,100 | 945,435,000 | 634,800,000 |
| San Juan, P.R. | DI | DI | DI | DI | DI | DI |
| San Luis Obispo, Cal. (See Salinas-Monterey) | | | | | | |
| Santa Barbara, Cal. | 56,900 | 36,200 | 173,400 | 111,400 | 240,200,000 | 157,860,000 |
| Savannah, Ga. | 151,400 | 48,500 | 577,800 | 165,000 | 495,182,000 | 178,610,000 |
| Schenectady-Albany-Troy, N. Y. | 550,500 | 176,400 | 1,818,900 | 561,900 | 2,155,419,000 | 703,720,000 |
| Scranton-Wilkes-Barre, Pa. | 299,200 | 73,200 ⁷⁹ 105,200 ⁸⁰ | 1,050,800 | 253,600 ⁷⁹ 374,900 ⁸⁰ | 974,552,000 | 241,170,000 332,240,000 |
| Seattle-Tacoma, Wash. | 568,100 | 265,700 ⁸¹ 92,000 ⁸² | 1,730,800 | 782,100 ⁸¹ 308,300 ⁸² | 2,125,707,000 | 1,129,830,000 321,280,000 |
| Sedalia, Mo. | 38,100 | — | 114,400 | — | 104,847,000 | — |
| Shreveport, La. | 322,400 | 73,900 | 1,150,800 | 256,000 | 1,018,449,000 | 288,800,000 |
| Sioux City, Iowa | 303,000 | 36,300 | 1,023,400 | 115,300 | 1,150,571,000 | 154,500,000 |
| Sioux Falls, S. D. | 274,300 | 26,000 | 946,800 | 84,000 | 994,609,000 | 106,450,000 |
| South Bend-Elkhart, Ind. | 216,300 | 72,900 ⁸³ 29,900 ⁸⁴ | 705,500 | 245,100 ⁸³ 95,500 ⁸⁴ | 819,041,000 | 273,010,000 125,340,000 |
| Spartanburg-Greenville, S. C. | 469,500 | 41,900 ⁸⁵ 54,500 ⁸⁶ | 1,851,600 | 160,400 ⁸⁵ 198,100 ⁸⁶ | 1,436,632,000 | 121,300,000 202,710,000 |
| Spokane, Wash. | 314,000 | 87,500 | 1,001,800 | 267,800 | 1,171,331,000 | 338,210,000 |
| Springfield, Ill. | 107,100† | 45,400 | 339,500† | 140,000 | 410,802,000† | 195,710,000 |
| Springfield-Holyoke, Mass. | 218,100† | 140,200 ⁸⁷ | 754,500† | 486,000 ⁸⁷ | 920,755,000† | 602,010,000 |
| Springfield, Mo. | 127,100 | 39,600 | 404,200 | 119,500 | 377,748,000 | 133,310,000 |
| Stuebenville, Ohio | 1,140,000 | 103,300 ⁸⁸ | 3,989,000 | 358,700 ⁸⁸ | 4,225,230,000 | 405,200,000 |

69. Quincy only.

70. Raleigh only.

71. Durham only.

72. Richmond only.

73. Standard Metropolitan County Area listed as Petersburg-Hopewell.

74. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline.

75. Saginaw only.

76. Bay City only.

77. San Diego only.

78. Standard Metropolitan County Area listed as San Francisco-Oakland.

79. Scranton only.

80. Wilkes-Barre only; listed as Wilkes-Barre-Hazleton.

81. Seattle only.

82. Tacoma only.

83. South Bend only.

84. Elkhart only.

85. Spartanburg only.

86. Greenville only.

87. Includes Hampshire County, Mass.

88. Standard Metropolitan County Area listed as Wheeling-Stuebenville.

†Due to conflicting research data, this market has not been re-evaluated pending further study.

883,700 PROSPECTIVE CUSTOMERS ARE

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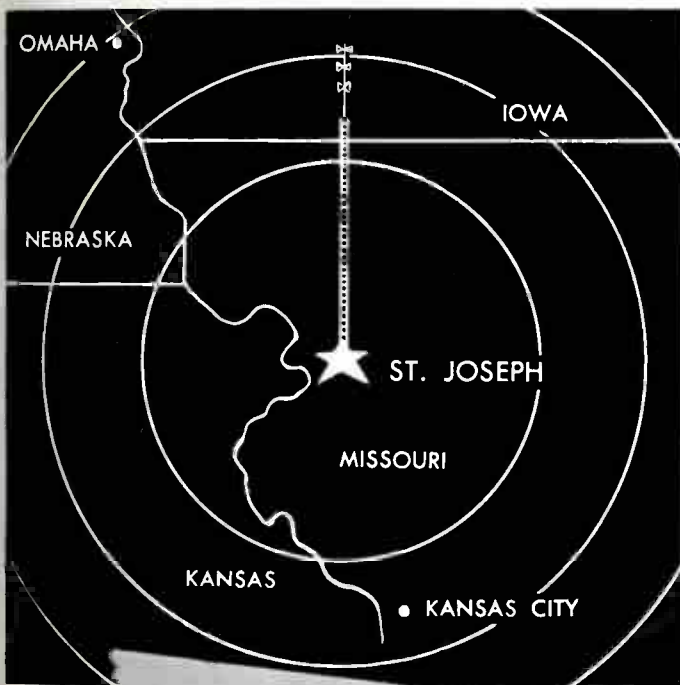


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MISSING THE BIG ST. JOSEPH MARKET

37 County coverage area in
one of Nation's Leading Markets

NOW TELECASTING ON FULL POWER 100,000 WATTS



CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV

ST. JOSEPH, MISSOURI
A KENYON BROWN STATION



Blair Television Associates, Rep.



Your advertising gets **HOME**

**in these
4 key markets**

**SYRACUSE
OMAHA
KANSAS CITY
PHOENIX**

*because Meredith stations are
"One of the Family"*

MEREDITH RADIO and TELEVISION STATIONS

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA

KCMO
WHEN
KPHO
WOW

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

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

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

TELEVISION MAGAZINE
SPECIAL REPORT NO. 12

U.S.
TV
HOMES
BY
COUNTIES

Presented for each U.S. county are the number of TV homes

as of August 1, 1957 and the number of families as of January 1

—a Television Magazine exclusive. Estimates of

TV homes are based on projections of ARF-Census data, prepared by the

Research Department of Television Magazine; family

data from Sales Management's "Survey of Buying Power." This report

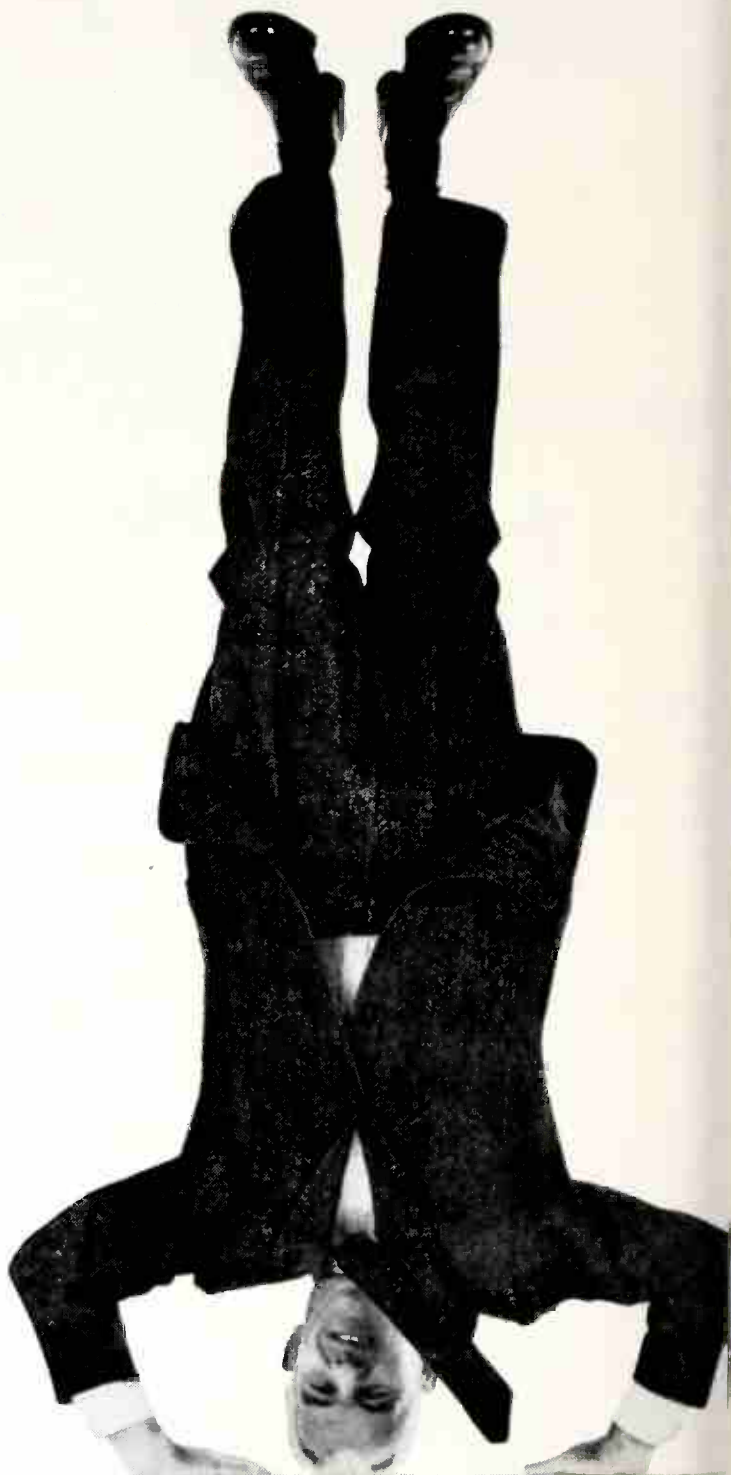
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HOW DO YOU GET ATTENTION FOR YOURSELF?

This method might work — at least temporarily. But if yours is a quality television station, proud of a distinguished local record . . . if it has developed an individuality respected in your market — this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition — demands *specialized* representation.

Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the *best* job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a *limited* number of quality stations . . . restricts itself to television *only* . . . and tailor-makes a plan of *specialized* representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here *know* (and are *known*).



**HARRINGTON,
RIGHTER
& PARSONS, Inc.**

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C Albany **WABT** Birmingham **WBEN-TV** Buffalo
WJRT Flint **WFMY-TV** Greensboro/Winston-Salem
WTPA Harrisburg **WTIC-TV** Hartford **WDAF-TV** Kansas City
WHAS-TV Louisville **WTMJ-TV** Milwaukee **WMTW** Mt. Washington
WRVA-TV Richmond **WSYR-TV** Syracuse

U. S. TV HOMES BY COUNTIES

Directory of the 3,071 counties, with family totals as of January 1, 1957
and estimates of TV homes updated to August 1, 1957
by Television Magazine from ARF-Census data

| | Jan. '57 Families | Aug. '57 TV Homes | | Jan. '57 Families | Aug. '57 TV Homes | | Jan. '57 Families | Aug. '57 TV Homes | | Jan. '57 Families | Aug. '57 TV Homes |
|----------------|----------------------|----------------------|-------------|----------------------|----------------------|-----------------|----------------------|----------------------|--------------|----------------------|----------------------|
| ALABAMA | | | | | | | | | | | |
| | | | Greene | 3,400 | 2,515 | Washington | 3,400 | 1,266 | Calhoun | 1,500 | 570 |
| | | | Hale | 4,500 | 3,152 | Wilcox | 4,600 | 2,942 | Carroll | 3,400 | 1,315 |
| | 4,000 | 2,213 | Henry | 3,700 | 1,726 | Winston | 3,900 | 2,375 | Chicot | 5,500 | 3,699 |
| | 11,800 | 10,915 | Houston | 13,500 | 8,441 | Total | 816,600 | 561,187 | Clark | 5,700 | 3,363 |
| | 6,400 | 4,317 | Jackson | 8,600 | 3,844 | | | | Clay | 6,000 | 2,475 |
| | 3,800 | 2,235 | Jefferson | 174,200 | 161,135 | ARIZONA | | | | | |
| | 6,800 | 4,986 | Lamar | 3,500 | 1,874 | Apache | 5,900 | 1,324 | Cleburne | 2,300 | 730 |
| | 3,500 | 1,959 | Lauderdale | 15,400 | 6,719 | Cochise | 13,100 | 5,677 | Cleveland | 1,800 | 927 |
| | 6,400 | 2,877 | Lawrence | 6,100 | 3,473 | Coconino | 8,000 | 2,954 | Columbia | 6,800 | 3,264 |
| | 23,500 | 14,996 | Lee | 11,200 | 4,927 | Gila | 8,000 | 4,166 | Conway | 3,800 | 1,667 |
| | 9,500 | 5,277 | Limestone | 8,300 | 3,342 | Graham | 3,300 | 1,937 | Craighead | 13,600 | 8,415 |
| | 3,700 | 2,047 | Lowndes | 3,500 | 1,918 | Greenlee | 3,800 | 2,602 | Crawford | 6,100 | 2,246 |
| | 6,400 | 3,225 | Macon | 6,700 | 3,302 | Maricopa | 151,100 | 139,767 | Crittenden | 13,600 | 8,187 |
| | 4,100 | 1,716 | Madison | 22,000 | 12,600 | Mohave | 2,300 | 537 | Cross | 5,900 | 2,874 |
| | 6,200 | 2,715 | Marengo | 6,700 | 5,757 | Navajo | 7,700 | 1,616 | Dallas | 3,000 | 1,551 |
| | 3,000 | 1,503 | Marion | 6,400 | 2,705 | Pima | 65,300 | 60,402 | Desha | 6,300 | 2,569 |
| | 2,700 | 2,042 | Marshall | 11,600 | 5,789 | Pinal | 15,100 | 13,660 | Drew | 3,900 | 2,785 |
| | 7,100 | 2,134 | Mobile | 75,400 | 51,442 | Santa Cruz | 2,800 | 1,220 | Faulkner | 5,700 | 2,678 |
| | 11,000 | 3,529 | Monroe | 5,300 | 2,783 | Yavapai | 7,200 | 2,148 | Franklin | 2,700 | 766 |
| | 4,400 | 1,462 | Montgomery | 44,600 | 41,255 | Yuma | 12,600 | 8,073 | Fulton | 1,800 | 980 |
| | 2,500 | 1,272 | Morgan | 14,500 | 8,105 | Total | 306,200 | 246,083 | Garland | 16,100 | 11,860 |
| | 9,000 | 3,767 | Perry | 4,000 | 3,700 | | | | Grant | 2,300 | 1,055 |
| | 4,400 | 2,244 | Pickens | 5,000 | 2,394 | ARKANSAS | | | | | |
| | 11,000 | 10,175 | Pike | 7,200 | 4,087 | Arkansas | 6,800 | 3,780 | Greene | 6,900 | 2,717 |
| | 4,700 | 2,147 | Randolph | 4,900 | 2,683 | Ashley | 5,300 | 2,599 | Hempstead | 5,400 | 2,250 |
| | 14,000 | 7,182 | Russell | 10,800 | 6,036 | Baxter | 2,300 | 833 | Hot Spring | 7,100 | 3,266 |
| | 11,100 | 4,119 | Saint Clair | 6,300 | 5,267 | Benton | 10,800 | 2,948 | Howard | 2,600 | 1,601 |
| | 7,200 | 3,255 | Shelby | 7,600 | 6,184 | Boone | 4,100 | 1,584 | Independence | 5,400 | 2,292 |
| | 7,400 | 3,727 | Sumter | 5,100 | 3,595 | Bradley | 3,500 | 1,212 | Izard | 1,700 | 536 |
| | 28,000 | 15,886 | Talladega | 16,500 | 9,849 | | | | Jackson | 7,100 | 3,410 |
| | 4,300 | 3,021 | Tallapoosa | 8,800 | 5,025 | Arkansas | 6,800 | 3,780 | Jefferson | 23,900 | 18,095 |
| | 6,000 | 3,239 | Tuscaloosa | 24,300 | 22,477 | Ashley | 5,300 | 2,599 | Johnson | 3,900 | 2,545 |
| | 5,900 | 2,169 | Walker | 15,300 | 14,152 | Benton | 10,800 | 2,948 | Lafayette | 3,100 | 1,012 |
| | | | | | | Boone | 4,100 | 1,584 | Lawrence | 4,600 | 2,307 |
| | | | | | | Bradley | 3,500 | 1,212 | Lee | 6,300 | 3,670 |

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| Families | | TV Homes | | Families | | TV Homes | | Families | | TV Homes | | | | | | | | | | | | | |
|---------------------------|--|----------|--|----------|--|-------------------|--|----------------|--|----------------|--|--------------|--|------------------|--|------------------|--|-----------------|--|---------|--|---------|--|
| Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | | | | | | | | | | | | | |
| ARKANSAS continued | | | | Stone | | 1,400 | | 529 | | Los Angeles | | 1,868,100 | | 1,713,114 | | | | | | | | | |
| Lincoln | | 3,100 | | 1,973 | | Union | | 15,800 | | 11,557 | | Madera | | 11,000 | | 9,212 | | | | | | | |
| Little River | | 2,700 | | 1,484 | | Van Buren | | 2,000 | | 876 | | Marin | | 36,700 | | 33,947 | | | | | | | |
| Logan | | 4,200 | | 1,783 | | Washington | | 15,200 | | 8,102 | | Mariposa | | 1,300 | | 741 | | | | | | | |
| Lonoke | | 6,200 | | 3,334 | | White | | 9,700 | | 5,164 | | Mendocino | | 17,900 | | 8,525 | | | | | | | |
| Madison | | 2,400 | | 1,283 | | Woodruff | | 3,900 | | 3,607 | | Merced | | 25,100 | | 19,322 | | | | | | | |
| Marion | | 1,600 | | 958 | | Yell | | 3,200 | | 925 | | Modoc | | 3,100 | | 1,065 | | | | | | | |
| Miller | | 10,600 | | 9,144 | | Total | | 506,400 | | 318,814 | | Mono | | 800 | | 740 | | | | | | | |
| Mississippi | | 18,200 | | 11,928 | | CALIFORNIA | | | | Monterey | | 51,800 | | 45,926 | | Napa | | 17,900 | | 8,702 | | | |
| Monroe | | 4,900 | | 3,720 | | Alameda | | 293,300 | | 261,669 | | Nevada | | 6,400 | | 4,248 | | Orange | | 151,600 | | 123,253 | |
| Montgomery | | 1,300 | | 1,025 | | Alpine | | 100 | | 92 | | Placer | | 14,500 | | 9,669 | | Plumas | | 3,800 | | 2,343 | |
| Nevada | | 3,200 | | 1,830 | | Amador | | 2,600 | | 1,783 | | Riverside | | 83,400 | | 57,825 | | Sacramento | | 128,200 | | 118,585 | |
| Newton | | 1,500 | | 958 | | Butte | | 23,400 | | 16,286 | | San Benito | | 4,400 | | 2,505 | | San Bernardino | | 137,200 | | 126,144 | |
| Ouachita | | 11,200 | | 5,703 | | Calaveras | | 3,000 | | 1,930 | | San Diego | | 288,100 | | 266,492 | | San Francisco | | 287,800 | | 266,215 | |
| Perry | | 1,000 | | 922 | | Colusa | | 3,600 | | 2,415 | | San Joaquin | | 69,700 | | 60,142 | | San Luis Obispo | | 20,700 | | 13,749 | |
| Phillips | | 12,700 | | 7,387 | | Contra Costa | | 104,600 | | 86,507 | | Santa Clara | | 150,800 | | 138,059 | | Shasta | | 15,700 | | 5,714 | |
| Pike | | 2,100 | | 835 | | Del Norte | | 5,700 | | 3,750 | | Santa Cruz | | 26,400 | | 20,909 | | Sierra | | 700 | | 570 | |
| Poinsett | | 7,200 | | 4,841 | | Eldorado | | 5,700 | | 3,471 | | Siskiyou | | 9,700 | | 3,533 | | Solano | | 40,300 | | 29,499 | |
| Polk | | 3,500 | | 2,081 | | Fresno | | 99,300 | | 84,637 | | Sonoma | | 44,900 | | 44,900 | | Stanislaus | | 44,900 | | 44,900 | |
| Pope | | 5,300 | | 2,285 | | Glenn | | 4,900 | | 2,776 | | Surfer | | 9,500 | | 9,500 | | Tehama | | 6,400 | | 6,400 | |
| Prairie | | 3,100 | | 2,130 | | Humboldt | | 31,500 | | 25,626 | | Trinity | | 2,500 | | 2,500 | | Tulare | | 43,600 | | 43,600 | |
| Pulaski | | 72,800 | | 67,340 | | Imperial | | 18,500 | | 10,211 | | Tuolumne | | 5,200 | | 5,200 | | Ventura | | 47,800 | | 47,800 | |
| Randolph | | 3,100 | | 1,545 | | Inyo | | 4,400 | | 1,342 | | Yolo | | 16,900 | | 16,900 | | Yuba | | 9,900 | | 9,900 | |
| St. Francis | | 8,700 | | 5,186 | | Kern | | 79,900 | | 69,609 | | Total | | 4,566,800 | | 4,566,800 | | COLORADO | | | | | |
| Saline | | 7,000 | | 4,330 | | Kings | | 13,900 | | 12,857 | | Adams | | 19,300 | | 19,300 | | Alamosa | | 2,800 | | 2,800 | |
| Scott | | 1,700 | | 834 | | Lake | | 3,900 | | 2,427 | | Arapahoe | | 24,600 | | 24,600 | | Archuleta | | 600 | | 600 | |
| Searcy | | 2,400 | | 962 | | Lassen | | 4,900 | | 1,296 | | Baca | | 2,600 | | 2,600 | | Bent | | 2,200 | | 2,200 | |
| Sebastian | | 21,000 | | 19,425 | | Boulder | | 16,700 | | 16,700 | | Clear Creek | | 1,200 | | 1,200 | | Conejos | | 2,400 | | 2,400 | |
| Sevier | | 2,100 | | 1,535 | | Chaffee | | 2,200 | | 2,200 | | Costilla | | 1,200 | | 1,200 | | Crowley | | 1,400 | | 1,400 | |
| Sharp | | 1,800 | | 660 | | Cheyenne | | 1,100 | | 1,100 | | Custer | | 500 | | 500 | | Delta | | 5,600 | | 5,600 | |

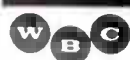
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What happens when you talk

1 You find that the San Francisco-Oakland metropolitan area alone is the nation's 7th market. (1957 Sales Management Survey of Buying Power)

2 You discover that KPIX has been the top station to sign-off, Sunday through Saturday, even last sixteen months. (ARB Reports)



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO — BOSTON, WBZ + WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX
 TELEVISION — BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX
 KPIX REPRESENTED BY THE KATZ AGENCY, INC.

| Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 |
|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------------|----------------------|----------------------|
| 167,400 | 143,101 | Ouray | 600 | 356 | Windham | 20,900 | 19,332 |
| 600 | 207 | Park | 500 | 255 | Total | 675,900 | 624,727 |
| 1,100 | 478 | Phillips | 1,300 | 389 | DELAWARE | | |
| 1,200 | 692 | Plitkin | 500 | 169 | Kent | 15,500 | 11,665 |
| 1,100 | 523 | Prowers | 5,200 | 2,563 | New Castle | 77,100 | 70,625 |
| 37,100 | 24,428 | Pueblo | 30,500 | 22,269 | Sussex | 23,100 | 21,367 |
| 5,400 | 2,719 | Rio Blanco | 1,900 | 400 | Total | 115,700 | 103,657 |
| 3,800 | 750 | Rio Grande | 3,200 | 1,225 | DISTRICT OF COLUMBIA | | |
| 200 | 185 | Routt | 2,600 | 835 | Dist. of Col. | 254,700 | 209,990 |
| 1,100 | 324 | SaguaChe | 1,400 | 477 | Total | 254,700 | 209,990 |
| 1,700 | 550 | San Juan | 400 | 120 | FLORIDA | | |
| 100 | 48 | San Miguel | 700 | 447 | Alachua | 16,100 | 7,951 |
| 2,900 | 834 | Sedgwick | 1,500 | 757 | Baker | 1,300 | 949 |
| 700 | 242 | Summit | 400 | 195 | Bay | 15,800 | 8,373 |
| 27,700 | 25,622 | Teller | 600 | 224 | Bradford | 2,700 | 2,060 |
| 900 | 277 | Washington | 2,400 | 1,986 | Brevard | 15,900 | 12,311 |
| 2,900 | 1,020 | Weld | 21,000 | 19,425 | Broward | 63,800 | 51,843 |
| 1,800 | 646 | Yuma | 3,300 | 717 | Calhoun | 1,900 | 995 |
| 4,600 | 619 | Total | 493,200 | 359,113 | Charlotte | 1,900 | 1,575 |
| 15,400 | 10,248 | CONNECTICUT | | | Citrus | 1,600 | 544 |
| 7,900 | 3,155 | Fairfield | 174,600 | 161,505 | Clay | 4,800 | 2,991 |
| 1,900 | 1,435 | Hartford | 181,800 | 167,686 | Collier | 3,700 | 2,617 |
| 5,500 | 3,031 | Litchfield | 33,600 | 31,080 | Columbia | 5,300 | 2,335 |
| 14,600 | 9,495 | Middlesex | 21,300 | 19,702 | | | |
| 200 | 110 | New Haven | 180,300 | 166,777 | | | |
| 1,800 | 475 | New London | 48,400 | 44,770 | | | |
| 3,000 | 865 | Tolland | 15,000 | 13,875 | | | |
| 4,600 | 1,209 | | | | | | |
| 5,600 | 3,417 | | | | | | |
| 8,000 | 4,461 | | | | | | |
| | | Dade | 235,900 | 216,309 | | | |
| | | De Soto | 2,300 | 1,166 | | | |
| | | Dixie | 900 | 505 | | | |
| | | Duval | 115,500 | 93,454 | | | |
| | | Escambia | 41,600 | 35,987 | | | |
| | | Flagler | 1,200 | 1,110 | | | |
| | | Franklin | 1,500 | 268 | | | |
| | | Gadsden | 7,900 | 4,006 | | | |
| | | Gilchrist | 600 | 286 | | | |
| | | Glades | 700 | 563 | | | |
| | | Gulf | 2,700 | 1,986 | | | |
| | | Hamilton | 2,200 | 1,866 | | | |
| | | Hardee | 3,300 | 1,582 | | | |
| | | Hendry | 1,800 | 829 | | | |
| | | Hernando | 2,300 | 815 | | | |
| | | Highlands | 4,700 | 3,194 | | | |
| | | Hillsborough | 100,200 | 92,685 | | | |
| | | Holmes | 2,800 | 1,601 | | | |
| | | Indian River | 4,700 | 2,226 | | | |
| | | Jackson | 8,400 | 2,665 | | | |
| | | Jefferson | 2,400 | 1,179 | | | |
| | | Lafayette | 700 | 510 | | | |
| | | Lake | 13,200 | 7,346 | | | |
| | | Lee | 10,100 | 5,816 | | | |
| | | Leon | 15,300 | 7,722 | | | |
| | | Levy | 2,700 | 1,426 | | | |
| | | Liberty | 700 | 275 | | | |
| | | Madison | 3,300 | 2,176 | | | |
| | | Manatee | 14,300 | 9,616 | | | |
| | | Marion | 12,900 | 6,114 | | | |

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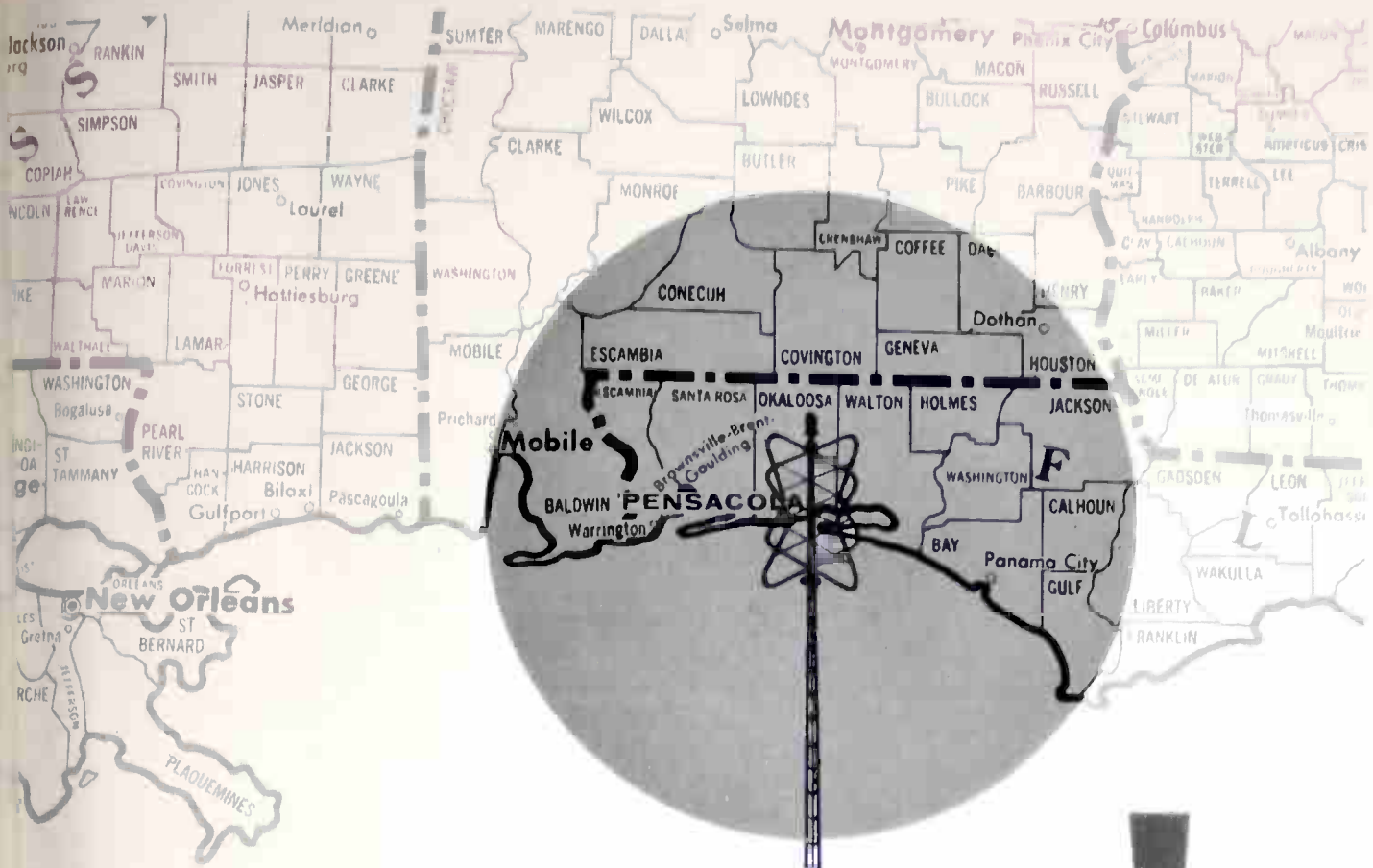
close look?



quickly see that KPIX's roster of personalities is a outstanding one—personalities with proven selling like Del Courtney, Faye Stewart, Sandy Spillman, fortune, and Deputy Dave.

4 You'll be convinced that KPIX has the production and merchandising "knowmanship" it takes to realize maximum returns from your television expenditures in Northern California.

SAN FRANCISCO KPIX 5



THIS IS IT!

LOWEST COST PER 1,000

THIRTY EIGHT COUNTY
 COVERAGE ALONG THE GULF
 COAST

TELEVISION MAGAZINE
 REPORTS TOTAL SET COUNT
 OF 168,294

GEORGE P. HOLLINGBERY
 NATIONAL SALES REPRESENTATIVE

WEAR TV

CHANNEL 3

ABC AND CBS PROGRAMS

PENSACOLA, FLORIDA

SPECIAL REPORTS STILL AVAILABLE

2. TV AS A COMMUNICATIONS FORCE

A graphic portfolio of TV's efforts to broaden the viewer's horizons.

3. THE TV RATE STRUCTURE

How it works, how it is changing on the network and local levels.

4. COLOR TV

What is happening with programming, receivers, costs, advertiser use, facilities, audience.

5. COVERAGE

Interpreting Nielsen's second coverage study . . . how this data is used by TELEVISION MAGAZINE.

6. COST PER THOUSAND

Trends in network c-p-m . . . Spot patterns . . . The efficiency record of 17 key advertisers.

7. STANDARD MARKETS VS. TV MARKETS

Comparison of families, population and EBI data of TV coverage areas with standard metro areas.

8. NETWORK TRENDS

Analyzing the changing patterns of advertiser use and programming.

10. TV'S NEW DIMENSIONS

Prepared by the A. C. Nielsen Co. exclusively for TELEVISION MAGAZINE.

11. THE OUTLOOK FOR FILM

What advertisers can expect in programming, audience, costs, buying patterns.

12. U. S. TV HOMES BY COUNTIES

Circulation for each U.S. county as of August 1 with state and national totals.

THESE SPECIAL REPORTS APPEARED IN THE MOST RECENT ISSUES OF TELEVISION MAGAZINE. EXTRA COPIES ARE STILL AVAILABLE AT 25¢ EACH; BULK RATES ON REQUEST.

PLEASE SEND ME SPECIAL REPORT NUMBER:

2 3 4 5 6 7 8 10 11 12

ENCLOSED IS \$

NAME

COMPANY

ADDRESS

CITY

ZONE.....STATE.....

Families
Jan. '57

TV Homes
Aug. '57

Families
Jan. '57

GEORGIA continued

| | | |
|--------------|----------------|----------------|
| Pierce | 2,400 | 1,213 |
| Pike | 1,800 | 1,117 |
| Polk | 7,900 | 7,307 |
| Pulaski | 2,000 | 1,069 |
| Putnam | 1,600 | 842 |
| Quitman | 700 | 617 |
| Rabun | 1,700 | 1,044 |
| Randolph | 2,900 | 1,708 |
| Richmond | 43,900 | 40,607 |
| Rockdale | 2,200 | 1,979 |
| Schley | 800 | 734 |
| Screven | 4,100 | 2,613 |
| Seminole | 1,900 | 494 |
| Spalding | 8,700 | 8,047 |
| Stephens | 4,800 | 2,521 |
| Siewart | 2,100 | 1,761 |
| Sumter | 6,200 | 3,161 |
| Talbot | 1,800 | 1,132 |
| Taliaferro | 900 | 650 |
| Tattnall | 3,400 | 2,119 |
| Taylor | 2,100 | 1,100 |
| Telfair | 2,700 | 1,235 |
| Terrell | 3,000 | 1,417 |
| Thomas | 9,200 | 7,195 |
| Tift | 6,400 | 2,587 |
| Toombs | 4,200 | 2,270 |
| Towns | 1,000 | 428 |
| Treutlen | 1,400 | 592 |
| Troup | 14,200 | 8,480 |
| Turner | 2,500 | 1,045 |
| Twiggs | 1,700 | 758 |
| Union | 1,700 | 855 |
| Upson | 6,800 | 3,422 |
| Walker | 11,600 | 6,598 |
| Walton | 4,900 | 3,552 |
| Ware | 9,000 | 5,035 |
| Warren | 2,000 | 1,555 |
| Washington | 4,700 | 1,700 |
| Wayne | 3,500 | 1,187 |
| Webster | 800 | 740 |
| Wheeler | 1,400 | 731 |
| White | 1,400 | 616 |
| Whitfield | 10,200 | 9,408 |
| Wilcox | 2,200 | 1,282 |
| Wilkes | 2,700 | 1,468 |
| Wilkinson | 2,200 | 942 |
| Worth | 4,200 | 1,971 |
| Total | 979,400 | 710,212 |

| | |
|--------------|----------------|
| Kootenai | 8,600 |
| Latah | 6,800 |
| Lemhi | 1,800 |
| Lewis | 1,200 |
| Lincoln | 1,100 |
| Madison | 2,400 |
| Minidoka | 2,300 |
| Nez Perce | 7,400 |
| Oneida | 900 |
| Owyhee | 1,700 |
| Payette | 3,700 |
| Power | 800 |
| Shoshone | 6,700 |
| Teton | 700 |
| Twin Falls | 13,700 |
| Valley | 1,200 |
| Washington | 2,500 |
| Total | 180,900 |

ILLINOIS

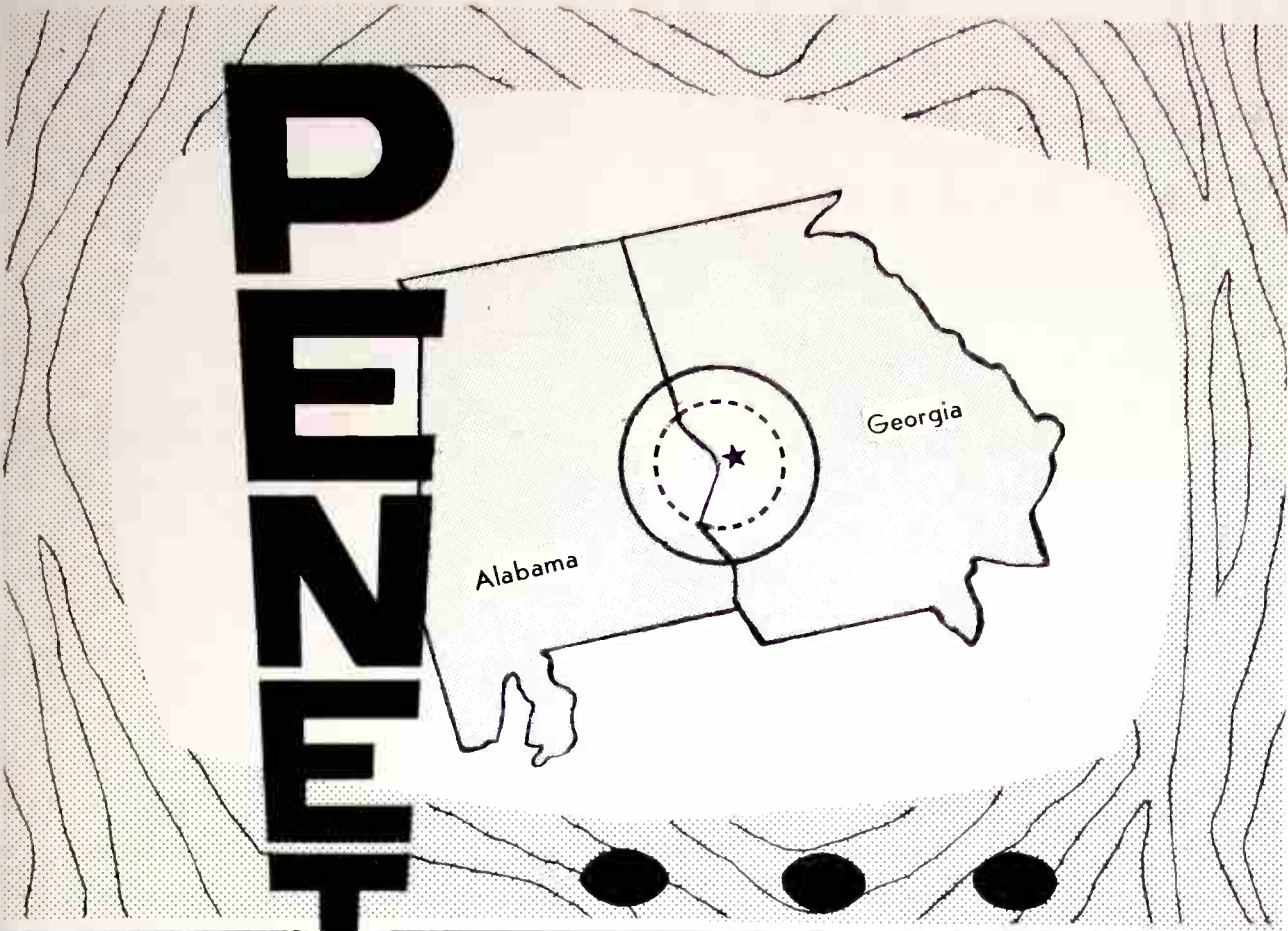
| | |
|------------|-----------|
| Adams | 21,800 |
| Alexander | 7,200 |
| Bond | 4,400 |
| Boone | 5,500 |
| Brown | 2,100 |
| Bureau | 12,000 |
| Calhoun | 1,700 |
| Carrroll | 6,500 |
| Cass | 4,300 |
| Champaign | 33,200 |
| Christian | 12,400 |
| Clark | 5,600 |
| Clay | 5,300 |
| Clinton | 6,400 |
| Coles | 13,500 |
| Cook | 1,523,400 |
| Crawford | 6,800 |
| Cumberland | 3,000 |
| De Kalb | 12,900 |
| De Witt | 5,200 |
| Douglas | 5,200 |
| Du Page | 72,600 |
| Edgar | 7,600 |
| Edwards | 2,600 |
| Effingham | 6,300 |
| Fayette | 6,600 |
| Ford | 5,000 |
| Franklin | 16,200 |
| Fulton | 14,600 |
| Gallatin | 2,600 |
| Greene | 5,700 |
| Grundy | 6,900 |
| Hamilton | 3,600 |
| Hancock | 8,200 |
| Hardin | 2,100 |
| Henderson | 2,500 |
| Henry | 15,900 |
| Iroquois | 10,300 |
| Jackson | 11,900 |
| Jasper | 3,500 |
| Jefferson | 11,700 |
| Jersey | 4,800 |
| Jo Daviess | 6,700 |
| Johnson | 2,200 |
| Kane | 49,900 |
| Kankakee | 21,500 |
| Kendall | 3,700 |
| Knox | 18,100 |
| Lake | 71,500 |
| La Salle | 32,200 |
| Lawrence | 6,300 |
| Lee | 10,200 |
| Livingston | 10,800 |
| Logan | 8,800 |
| McDonough | 9,200 |
| McHenry | 18,000 |
| McLean | 26,000 |
| Macon | 36,000 |

IDAHO

| | | |
|------------|--------|--------|
| Ada | 25,300 | 21,757 |
| Adams | 900 | 447 |
| Bannock | 12,600 | 6,907 |
| Bear Lake | 1,800 | 1,051 |
| Benewah | 1,400 | 1,295 |
| Bingham | 6,800 | 4,255 |
| Blaine | 1,400 | 660 |
| Boise | 600 | 373 |
| Bonner | 4,400 | 3,145 |
| Bonneville | 10,300 | 7,568 |
| Boundary | 1,600 | 1,383 |
| Butte | 800 | 328 |
| Camas | 300 | 195 |
| Canyon | 17,500 | 10,528 |
| Caribou | 2,100 | 1,035 |
| Cassia | 3,900 | 2,007 |
| Clark | 200 | 162 |
| Clearwater | 2,100 | 1,685 |
| Custer | 900 | 260 |
| Elmore | 3,100 | 2,643 |
| Franklin | 2,400 | 1,133 |
| Fremont | 2,300 | 1,725 |
| Gem | 2,400 | 1,294 |
| Gooding | 3,200 | 2,630 |
| Idaho | 3,100 | 1,147 |
| Jefferson | 2,600 | 2,405 |
| Jerome | 3,400 | 2,840 |

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P E N E T R A T I O N



INTO THE 26 COUNTY COLUMBUS, GA. TRADE AREA

Unparalleled penetration plus viewer preference makes WRBL-TV the outstanding advertising media buy in this billion* dollar market.

WRBL-TV . . . 25% or better penetration of 22 counties

STATION B . . . 25% or better of only 3 counties

LOCAL NEWSPAPER . . . 25% or better of only 5 counties

SPRING 1956 NCS

**WRBL-TV leads ALL TV stations
combined in 94.3% of all
quarter hours**

FOR PENETRATION—PLUS TOP TUNE-IN

* NCS No. 2 Coverage Area



Call Hollingbery
for details of
the Columbus,
Georgia 11-county
area Telepulse,
May 1957

| Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | |
|---------------------------|------------------|-------------------|-------------|-------------------|---------|-------------------|------------------|-------------------|---------------|-------------------|-------|-------------------|--|
| ILLINOIS continued | | | | Fayette | 7,900 | 7,307 | Wells | 6,200 | 5,735 | Mahaska | 7,600 | | |
| Macoupin | 13,600 | 12,580 | Floyd | 15,900 | 14,594 | White | 5,900 | 3,933 | Marion | 7,300 | | | |
| Madison | 66,400 | 55,045 | Fountain | 5,800 | 5,323 | Whitley | 6,400 | 5,920 | Marshall | 11,600 | | | |
| Marion | 13,700 | 12,065 | Franklin | 4,600 | 4,255 | Total | 1,344,400 | 1,140,121 | Mills | 3,300 | | | |
| Marshall | 3,900 | 3,340 | Fulton | 5,300 | 4,296 | IOWA | | | | | | | |
| Mason | 4,900 | 3,656 | Gibson | 9,600 | 7,032 | Adair | 3,800 | 3,310 | Mitchell | 4,000 | | | |
| Massac | 4,700 | 2,452 | Grant | 20,800 | 19,240 | Adams | 2,600 | 1,885 | Monona | 4,800 | | | |
| Menard | 2,700 | 1,712 | Greene | 8,900 | 8,232 | Allamakee | 4,500 | 3,530 | Monroe | 3,000 | | | |
| Mercer | 5,200 | 4,511 | Hamilton | 9,800 | 9,065 | Appanoose | 6,100 | 3,447 | Montgomery | 5,100 | | | |
| Monroe | 4,000 | 3,571 | Hancock | 7,200 | 6,208 | Audubon | 3,400 | 3,145 | Muscatine | 10,700 | | | |
| Montgomery | 10,200 | 6,877 | Harrison | 5,200 | 4,221 | Benton | 7,000 | 6,475 | Obrien | 5,900 | | | |
| Morgan | 9,900 | 6,991 | Hendricks | 12,600 | 11,123 | Black Hawk | 34,800 | 32,190 | Osceola | 2,900 | | | |
| Moultrie | 3,900 | 2,926 | Henry | 14,900 | 10,575 | Boone | 8,000 | 7,250 | Page | 7,100 | | | |
| Ogle | 10,700 | 6,939 | Howard | 19,000 | 17,575 | Bremer | 5,600 | 4,725 | Palo Alto | 4,100 | | | |
| Peoria | 57,800 | 51,119 | Huntington | 10,500 | 8,299 | Buchanan | 5,900 | 5,457 | Plymouth | 7,100 | | | |
| Perry | 6,300 | 5,466 | Jackson | 8,900 | 5,904 | Buena Vista | 7,000 | 5,902 | Pocahontas | 4,400 | | | |
| Piatt | 4,100 | 3,282 | Jasper | 5,400 | 4,280 | Butler | 5,300 | 4,902 | Polk | 82,200 | | | |
| Pike | 6,600 | 5,503 | Jay | 7,500 | 4,865 | Calhoun | 5,200 | 3,121 | Pottawattamie | 21,500 | | | |
| Pope | 1,500 | 1,192 | Jefferson | 6,400 | 5,920 | Carroll | 6,400 | 5,920 | Poweshiek | 5,600 | | | |
| Pulaski | 4,400 | 3,045 | Jennings | 4,100 | 3,793 | Cass | 6,100 | 5,584 | Ringgold | 2,900 | | | |
| Putnam | 1,200 | 1,110 | Johnson | 11,100 | 10,056 | Cedar | 5,500 | 4,874 | Sac | 5,300 | | | |
| Randolph | 8,200 | 7,300 | Knox | 13,900 | 12,858 | Cerro Gordo | 15,500 | 13,835 | Scott | 35,200 | | | |
| Richland | 6,200 | 2,955 | Kosciusko | 11,100 | 7,239 | Cherokee | 5,100 | 4,717 | Shelby | 4,400 | | | |
| Rock Island | 45,300 | 41,687 | Lagrange | 4,400 | 2,875 | Chickasaw | 4,300 | 3,636 | Sioux | 7,100 | | | |
| St. Clair | 70,000 | 62,274 | Lake | 134,600 | 124,505 | Clarke | 3,000 | 1,834 | Story | 13,300 | | | |
| Saline | 10,500 | 6,795 | La Porte | 26,800 | 24,790 | Clay | 6,100 | 3,740 | Tama | 6,700 | | | |
| Sangamon | 45,400 | 41,995 | Lawrence | 10,900 | 10,082 | Clayton | 6,300 | 3,653 | Taylor | 3,800 | | | |
| Schuyler | 3,000 | 2,775 | Madison | 36,900 | 33,404 | Clinton | 16,400 | 14,879 | Union | 5,600 | | | |
| Scott | 2,100 | 1,942 | Marion | 197,500 | 174,205 | Crawford | 5,400 | 4,995 | Van Buren | 3,500 | | | |
| Shelby | 7,500 | 6,937 | Marshall | 10,000 | 7,790 | Dallas | 7,600 | 6,925 | Wapello | 15,000 | | | |
| Stark | 2,600 | 1,743 | Martin | 3,100 | 1,971 | Davis | 2,900 | 2,682 | Warren | 5,300 | | | |
| Stephenson | 14,200 | 13,135 | Miami | 9,500 | 6,728 | Decatur | 3,600 | 2,347 | Washington | 6,200 | | | |
| Tazewell | 27,300 | 25,252 | Monroe | 14,700 | 13,597 | Delaware | 5,000 | 4,625 | Wayne | 3,700 | | | |
| Union | 5,300 | 2,866 | Montgomery | 10,100 | 8,573 | Des Moines | 14,500 | 12,560 | Webster | 13,700 | | | |
| Vermilion | 28,200 | 21,170 | Morgan | 10,300 | 9,132 | Dickinson | 3,900 | 2,661 | Winnebago | 3,800 | | | |
| Wabash | 4,600 | 3,240 | Newton | 3,400 | 2,970 | Dubuque | 20,500 | 18,962 | Winneshiek | 6,400 | | | |
| Warren | 8,000 | 7,400 | Noble | 8,100 | 7,492 | Emmet | 4,200 | 3,366 | Woodbury | 36,300 | | | |
| Washington | 4,400 | 3,104 | Ohio | 1,200 | 1,110 | Fayette | 7,900 | 5,094 | Worth | 3,200 | | | |
| Wayne | 7,600 | 4,858 | Orange | 4,900 | 3,094 | Floyd | 7,000 | 6,475 | Wright | 6,200 | | | |
| White | 6,500 | 2,671 | Owen | 3,500 | 3,237 | Franklin | 5,000 | 4,186 | Total | 826,100 | | | |
| Whiteside | 16,600 | 14,720 | Parke | 4,700 | 3,500 | Fremont | 3,300 | 2,989 | KANSAS | | | | |
| Will | 45,800 | 39,916 | Perry | 5,000 | 3,003 | Greene | 4,700 | 4,347 | Allen | 5,500 | | | |
| Williamson | 16,400 | 12,088 | Pike | 4,400 | 2,556 | Grundy | 4,200 | 3,085 | Anderson | 3,100 | | | |
| Winnebago | 57,300 | 45,106 | Porter | 13,900 | 12,573 | Guthrie | 4,200 | 3,885 | Atchison | 6,400 | | | |
| Woodford | 6,700 | 4,590 | Posey | 6,000 | 5,550 | Hamilton | 6,200 | 5,235 | Barber | 3,100 | | | |
| Total | 2,937,100 | 2,561,681 | Pulaski | 3,900 | 3,599 | Hancock | 4,200 | 3,238 | Barton | 10,600 | | | |
| INDIANA | | | | Randolph | 9,000 | 7,552 | Hardin | 7,300 | 6,508 | Bourbon | 6,000 | | |
| Adams | 6,700 | 5,035 | Ripley | 5,900 | 5,457 | Harrison | 5,400 | 4,995 | Brown | 5,000 | | | |
| Allen | 65,200 | 55,145 | Rush | 6,100 | 5,642 | Henry | 5,500 | 4,536 | Butler | 12,200 | | | |
| Bartholomew | 13,500 | 11,729 | St. Joseph | 72,900 | 67,147 | Howard | 3,800 | 2,976 | Chase | 1,600 | | | |
| Benton | 3,200 | 2,517 | Scott | 4,400 | 4,048 | Humboldt | 3,900 | 2,381 | Chautauqua | 2,200 | | | |
| Blackford | 4,100 | 2,477 | Shelby | 9,700 | 8,972 | Ida | 3,200 | 2,960 | Cherokee | 7,900 | | | |
| Boone | 8,300 | 7,677 | Spencer | 3,700 | 2,164 | Iowa | 4,700 | 3,305 | Cheyenne | 1,500 | | | |
| Brown | 1,500 | 981 | Starke | 5,300 | 3,933 | Jackson | 5,500 | 4,621 | Clark | 1,100 | | | |
| Carroll | 5,200 | 3,812 | Steuben | 4,900 | 3,073 | Jasper | 10,000 | 9,250 | Clay | 3,700 | | | |
| Cass | 12,200 | 11,285 | Sullivan | 6,100 | 5,642 | Jefferson | 5,500 | 3,264 | Cloud | 5,000 | | | |
| Clark | 17,500 | 16,097 | Switzerland | 2,000 | 1,850 | Johnson | 13,200 | 9,647 | Coffey | 2,600 | | | |
| Clay | 8,000 | 4,782 | Tippecanoe | 23,900 | 17,988 | Jones | 5,600 | 4,702 | Comanche | 1,200 | | | |
| Clinton | 10,100 | 8,872 | Tipton | 4,700 | 3,458 | Keokuk | 5,400 | 4,120 | Cowley | 12,000 | | | |
| Crawford | 2,600 | 1,537 | Union | 1,600 | 1,480 | Kossuth | 7,600 | 4,851 | Crawford | 14,100 | | | |
| Daviess | 8,200 | 5,358 | Vanderburgh | 56,900 | 40,760 | Lee | 13,300 | 8,002 | Decatur | 2,200 | | | |
| Dearborn | 7,900 | 7,307 | Vermillion | 6,300 | 5,456 | Linn | 37,400 | 34,595 | Dickinson | 7,500 | | | |
| Decatur | 5,600 | 5,180 | Vigo | 34,900 | 30,957 | Louisa | 3,200 | 2,960 | Doniphan | 3,300 | | | |
| Dekalb | 8,600 | 7,955 | Wabash | 9,600 | 6,012 | Lucas | 3,500 | 2,372 | Douglas | 9,700 | | | |
| Delaware | 33,800 | 30,504 | Warren | 2,500 | 2,175 | Lyon | 4,100 | 3,792 | Edwards | 1,900 | | | |
| Dubois | 6,900 | 4,073 | Warrick | 71,000 | 3,993 | Madison | 4,000 | 3,700 | Elk | 2,000 | | | |
| Elkhart | 29,900 | 19,500 | Washington | 5,000 | 3,580 | | | | Ellis | 5,200 | | | |
| | | | Wayne | 23,400 | 17,632 | | | | | | | | |

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FOR CURRENT SET ESTIMATES SEE

THE CIRCULATION REPORT

IN EACH ISSUE

| | Families Jan. '57 | TV Homes Aug. '57 | | Families Jan. '57 | TV Homes Aug. '57 | | Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 | | | |
|---------|----------------------|----------------------|-----------------|----------------------|----------------------|------------------|----------------------|----------------------|----------------------|----------------------|----------------|--|--|
| Worth | 2,800 | 1,504 | KENTUCKY | Marshall | 5,600 | 1,825 | Morehouse | 9,200 | 3,532 | | | | |
| Fey | 4,300 | 2,343 | Adair | 3,600 | 1,849 | Martin | 1,800 | 1,665 | Natchitoches | 9,300 | 5,985 | | |
| F | 6,100 | 3,016 | Allen | 3,900 | 1,599 | Mason | 5,600 | 5,180 | Orleans | 189,500 | 175,287 | | |
| F, klin | 6,600 | 5,521 | Anderson | 2,100 | 1,517 | Meade | 2,200 | 1,736 | Ouachita | 25,200 | 17,385 | | |
| G Y | 1,000 | 465 | Ballard | 4,900 | 2,101 | Menifee | 1,000 | 285 | Plaquemines | 3,700 | 3,422 | | |
| G z | 1,500 | 1,085 | Barren | 8,200 | 4,457 | Mercer | 4,700 | 2,195 | Pointe Coupee | 5,200 | 1,884 | | |
| am | 1,400 | 580 | Bath | 2,400 | 1,980 | Mercalfe | 2,400 | 860 | Rapides | 29,100 | 19,395 | | |
| t | 1,300 | 723 | Bell | 8,400 | 4,051 | Monroe | 3,100 | 1,398 | Red River | 2,700 | 2,314 | | |
| G | 600 | 285 | Boone | 5,200 | 4,810 | Montgomery | 2,800 | 1,101 | Richland | 6,400 | 4,430 | | |
| ley | 3,900 | 3,175 | Bourbon | 5,100 | 4,207 | Morgan | 2,900 | 1,319 | Sabine | 5,100 | 2,719 | | |
| nwood | 800 | 275 | Boyd | 15,300 | 14,152 | Muhlenberg | 7,500 | 3,365 | St. Bernard | 3,700 | 3,422 | | |
| lton | 3,100 | 2,020 | Boyle | 5,400 | 2,990 | Nelson | 4,900 | 4,533 | St. Charles | 3,500 | 2,240 | | |
| y | 7,500 | 6,421 | Bracken | 3,000 | 2,775 | Nicholas | 2,100 | 1,163 | St. Helena | 2,400 | 1,233 | | |
| ell | 700 | 215 | Breathitt | 3,500 | 2,115 | Ohio | 5,000 | 2,102 | St. James | 3,400 | 2,342 | | |
| eman | 900 | 832 | Breckinridge | 3,700 | 2,990 | Oldham | 3,300 | 1,673 | St. John Baptist | 3,500 | 2,778 | | |
| on | 3,400 | 2,648 | Bullitt | 4,000 | 3,700 | Owen | 2,500 | 1,642 | St. Landry | 20,300 | 8,842 | | |
| erson | 3,600 | 2,248 | Butler | 2,200 | 1,113 | Owsley | 1,400 | 332 | St. Martin | 6,100 | 4,162 | | |
| ell | 2,900 | 2,066 | Caldwell | 4,300 | 1,780 | Pendleton | 3,000 | 2,656 | St. Mary | 10,300 | 5,576 | | |
| on | 38,000 | 35,150 | Calloway | 6,300 | 1,928 | Perry | 7,700 | 3,368 | St. Tammany | 8,200 | 4,888 | | |
| e Y | 900 | 239 | Campbell | 27,400 | 25,345 | Pike | 15,200 | 7,150 | Tangipahoa | 15,800 | 14,615 | | |
| in | 3,400 | 2,431 | Carlisle | 1,800 | 673 | Powell | 1,600 | 463 | Tensas | 3,200 | 2,402 | | |
| ia | 1,400 | 803 | Carroll | 2,600 | 2,405 | Pulaski | 9,100 | 3,785 | Terrebonne | 11,900 | 10,416 | | |
| l'e | 9,700 | 7,132 | Carter | 4,900 | 4,532 | Robertson | 700 | 585 | Union | 4,700 | 1,995 | | |
| al | 1,000 | 295 | Casey | 3,300 | 1,460 | Rockcastle | 3,300 | 963 | Vermilion | 10,100 | 4,771 | | |
| nworth | 10,000 | 9,210 | Christian | 12,800 | 11,840 | Rowan | 2,800 | 1,265 | Vernon | 6,000 | 2,755 | | |
| n | 2,000 | 1,443 | Clark | 2,300 | 2,127 | Russell | 2,900 | 1,657 | Washington | 11,000 | 7,181 | | |
| ir | 3,000 | 2,200 | Clay | 3,000 | 1,277 | Scott | 4,400 | 3,453 | Webster | 10,300 | 6,411 | | |
| os | 1,200 | 424 | Clinton | 2,500 | 687 | Shelby | 5,700 | 5,052 | W. Baton Rouge | 3,300 | 2,131 | | |
| ys | 7,800 | 4,298 | Crittenden | 3,700 | 1,116 | Simpson | 3,400 | 2,767 | West Carroll | 3,700 | 2,979 | | |
| erson | 7,500 | 5,910 | Cumberland | 5,600 | 1,691 | Spencer | 1,400 | 1,236 | West Feliciana | 1,600 | 746 | | |
| an | 5,200 | 4,061 | Daviess | 18,100 | 9,914 | Taylor | 4,200 | 1,870 | Winn | 4,300 | 3,269 | | |
| all | 5,600 | 3,575 | Edmonson | 1,800 | 1,195 | Todd | 3,200 | 2,369 | Total | 824,800 | 609,744 | | |
| ey | 1,500 | 1,062 | Elliott | 1,600 | 1,155 | Trigg | 1,900 | 1,179 | | | | | |
| ill | 5,700 | 4,125 | Estill | 3,200 | 602 | Trimble | 1,700 | 1,572 | MAINE | | | | |
| ill | 3,000 | 1,142 | Fayette | 34,500 | 29,325 | Union | 4,600 | 1,765 | Androscoggin | 24,200 | 22,385 | | |
| omery | 16,600 | 10,852 | Fleming | 2,600 | 1,556 | Warren | 13,300 | 7,892 | Aroostook | 23,900 | 21,079 | | |
| on | 2,500 | 2,291 | Floyd | 8,600 | 5,645 | Washington | 2,800 | 1,900 | Cumberland | 50,500 | 41,547 | | |
| on | 900 | 132 | Franklin | 7,800 | 5,438 | Wayne | 3,900 | 1,078 | Franklin | 5,500 | 5,087 | | |
| oma | 4,100 | 3,792 | Fulton | 3,200 | 1,549 | Webster | 5,100 | 2,443 | Hancock | 10,000 | 7,567 | | |
| o | 6,700 | 3,650 | Gallatin | 1,100 | 1,017 | Whitley | 5,800 | 2,479 | Kennebec | 23,100 | 21,367 | | |
| o | 1,900 | 978 | Garrard | 3,100 | 2,331 | Wolfe | 1,500 | 433 | Knox | 8,200 | 7,110 | | |
| o | 2,800 | 1,077 | Grant | 3,200 | 2,960 | Woodford | 3,100 | 2,746 | Lincoln | 5,100 | 4,717 | | |
| o | 4,400 | 3,518 | Graves | 11,300 | 3,751 | Total | 831,600 | 584,293 | Oxford | 11,600 | 10,730 | | |
| o | 2,600 | 1,373 | Grayson | 4,500 | 2,336 | | | | Penobscot | 29,700 | 25,362 | | |
| o | 2,400 | 1,877 | Green | 2,500 | 1,122 | LOUISIANA | | | Piscataquis | 4,900 | 4,532 | | |
| o | 2,500 | 2,012 | Greenup | 6,600 | 6,105 | Acadia | 12,900 | 6,895 | Sagadahoc | 6,000 | 5,550 | | |
| o | 3,600 | 1,730 | Hancock | 1,500 | 1,387 | Allen | 5,400 | 2,670 | Somerset | 10,900 | 8,799 | | |
| o | 3,700 | 1,958 | Hardin | 14,200 | 10,272 | Ascension | 6,100 | 2,840 | Waldo | 6,000 | 5,550 | | |
| o | 4,000 | 2,370 | Harlan | 15,000 | 12,256 | Assumption | 4,000 | 1,671 | Washington | 9,400 | 8,075 | | |
| o | 1,600 | 844 | Harrison | 5,000 | 3,435 | Avoyelles | 10,400 | 3,621 | York | 27,100 | 25,067 | | |
| o | 19,300 | 17,852 | Hart | 3,600 | 1,775 | Beauregard | 5,600 | 3,026 | Total | 256,100 | 224,524 | | |
| o | 3,600 | 2,878 | Henderson | 10,000 | 7,583 | Bienville | 4,400 | 1,768 | | | | | |
| o | 4,900 | 3,340 | Henry | 3,300 | 2,984 | Bossier | 13,000 | 11,986 | MARYLAND | | | | |
| o | 6,900 | 3,046 | Hickman | 2,100 | 1,450 | Caddo | 60,900 | 56,332 | Allegany | 27,200 | 15,956 | | |
| o | 3,300 | 1,864 | Hopkins | 12,000 | 6,862 | Calcasieu | 34,900 | 22,462 | Anne Arundel | 40,800 | 37,740 | | |
| o | 2,200 | 1,273 | Jackson | 2,500 | 844 | Caldwell | 2,700 | 1,344 | Baltimore | 392,100 | 314,425 | | |
| o | 4,000 | 2,773 | Jefferson | 174,400 | 161,320 | Cameron | 1,300 | 803 | Calvert | 3,300 | 2,499 | | |
| o | 13,300 | 8,839 | Jessamine | 4,200 | 3,051 | Catahoula | 2,700 | 1,540 | Caroline | 5,500 | 4,452 | | |
| o | 1,300 | 653 | Johnson | 4,300 | 2,792 | Claiborne | 6,200 | 3,013 | Carroll | 11,800 | 10,915 | | |
| o | 103,100 | 95,367 | Kenton | 38,900 | 34,011 | Concordia | 3,700 | 1,406 | Cecil | 10,200 | 8,025 | | |
| o | 3,700 | 1,170 | Knott | 3,000 | 1,543 | De Soto | 5,800 | 4,972 | Charles | 6,400 | 5,711 | | |
| o | 41,900 | 38,757 | Knox | 5,900 | 2,422 | E. Baton Rouge | 61,400 | 45,829 | Dorchester | 8,200 | 7,585 | | |
| o | 1,100 | 782 | Larue | 2,800 | 1,468 | East Carroll | 3,900 | 2,686 | Frederick | 19,200 | 17,760 | | |
| o | 2,100 | 1,103 | Laurel | 6,000 | 1,888 | East Feliciana | 3,400 | 1,108 | Garrett | 5,200 | 2,253 | | |
| o | 2,700 | 1,661 | Lawrence | 3,600 | 2,649 | Evangeline | 8,900 | 3,442 | Harford | 17,500 | 13,904 | | |
| o | 2,600 | 2,243 | Lee | 1,800 | 879 | Franklin | 7,100 | 3,605 | Howard | 6,900 | 6,382 | | |
| o | 500 | 140 | Leslie | 2,900 | 1,012 | Grant | 3,400 | 2,605 | Kent | 4,000 | 3,209 | | |
| o | 1,100 | 283 | Letcher | 6,300 | 2,512 | Iberia | 11,300 | 7,050 | Montgomery | 83,400 | 68,778 | | |
| o | 8,900 | 5,605 | Lewis | 2,800 | 2,005 | Iberville | 7,100 | 4,058 | Prince George | 84,900 | 72,109 | | |
| o | 2,300 | 710 | Lincoln | 4,800 | 1,989 | Jackson | 3,600 | 2,308 | Queen Annes | 4,200 | 3,495 | | |
| o | 1,500 | 830 | Livingston | 2,000 | 1,110 | Jefferson | 44,500 | 41,162 | St. Marys | 8,700 | 8,047 | | |
| o | 2,200 | 1,167 | Logan | 6,100 | 5,432 | Jeff Davis | 7,400 | 4,199 | Somerset | 5,900 | 2,179 | | |
| o | 700 | 390 | Lyon | 1,700 | 1,479 | Lafayette | 18,200 | 13,709 | Talbot | 6,100 | 4,783 | | |
| o | 4,000 | 2,605 | McCracken | 24,700 | 15,358 | Lafourche | 11,300 | 8,585 | Washington | 24,400 | 16,396 | | |
| o | 800 | 259 | McCreary | 2,600 | 1,754 | La Salle | 3,800 | 2,181 | Wicomico | 12,800 | 11,840 | | |
| o | 5,000 | 3,934 | McLean | 2,900 | 1,487 | Lincoln | 6,800 | 3,516 | Worcester | 7,600 | 2,875 | | |
| o | 2,000 | 1,292 | Madison | 9,000 | 2,289 | Livingston | 5,600 | 3,418 | Total | 796,300 | 641,318 | | |
| o | 61,200 | 56,610 | Magoffin | 1,900 | 1,299 | Madison | 4,400 | 2,427 | | | | | |
| o | 669,000 | 513,455 | Marion | 3,600 | 1,928 | | | | | | | | |

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Unburied treasure for every sponsor . . . WCCO television's "Magic Island." The three highest-rated children's shows in Twin City history! Each show at least equals the rating of all competing stations combined.* All have audiences from 1/3 to 2 1/2 times greater than the closest competitive program. Participations available . . . see Peters, Griffin and Woodward.

*May ARB Metropolitan and Outer Area Ratings

WCCO television MINNEAPOLIS ST. PAUL **Channel 4**
CBS TELEVISION IN THE NORTHWEST

COMMODORE CAPPY
with Bugs Bunny Cartoons
4:30-5:00 P.M.

AXEL AND HIS DOG
Our Gang Comedies and Cartoons
5:00-5:30 P.M.

POPEYE'S CLUB HOUSE
with Mel Jass
5:30-5:55 P.M.

| Families | | TV Homes | | Families | | TV Homes | | Families | | TV Homes | |
|---------------------------|------------------|------------------|--|-----------------|----------------|----------------|--|----------------------|------------------|----------------|--------|
| Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | |
| MISSOURI continued | | | | MONTANA | | | | | | | |
| Gasconade | 4,300 | 2,201 | | Beaverhead | 2,400 | 1,088 | | Colfax | 3,300 | 2,449 | |
| Gentry | 3,300 | 1,900 | | Big Horn | 2,300 | 478 | | Cuming | 3,700 | 3,133 | |
| Greene | 39,600 | 36,630 | | Blaine | 2,500 | 1,166 | | Custer | 5,600 | 3,369 | |
| Grundy | 4,400 | 2,900 | | Broadwater | 800 | 355 | | Dakota | 3,400 | 3,129 | |
| Harrison | 4,300 | 3,436 | | Carbon | 3,000 | 1,325 | | Dawes | 2,700 | 1,182 | |
| Henry | 6,600 | 4,753 | | Carter | 600 | 78 | | Dawson | 6,600 | 4,895 | |
| Hickory | 1,800 | 1,665 | | Cascade | 21,100 | 13,519 | | Deuel | 1,000 | 690 | |
| Holt | 3,000 | 1,645 | | Chouteau | 2,300 | 1,612 | | Dixon | 2,800 | 2,392 | |
| Howard | 3,500 | 2,728 | | Custer | 4,200 | 684 | | Dodge | 9,500 | 8,657 | |
| Howell | 6,500 | 3,233 | | Daniels | 900 | 146 | | Douglas | 97,200 | 85,917 | |
| Iron | 2,400 | 998 | | Dawson | 3,000 | 553 | | Dundy | 1,200 | 761 | |
| Jackson | 200,200 | 181,066 | | Deer Lodge | 5,400 | 1,822 | | Fillmore | 3,000 | 1,695 | |
| Jasper | 28,600 | 24,497 | | Fallon | 1,000 | 179 | | Franklin | 2,100 | 1,833 | |
| Jefferson | 18,200 | 12,131 | | Fergus | 4,600 | 1,675 | | Frontier | 1,400 | 720 | |
| Johnson | 8,500 | 4,881 | | Flathead | 11,100 | 4,827 | | Furnas | 3,200 | 2,960 | |
| Knox | 2,800 | 1,690 | | Gallatin | 7,800 | 2,226 | | Gage | 8,100 | 6,883 | |
| Laclede | 5,800 | 4,248 | | Garfield | 700 | 159 | | Garden | 1,000 | 733 | |
| Lafayette | 8,700 | 5,472 | | Glacier | 3,200 | 1,503 | | Garfield | 800 | 288 | |
| Lawrence | 8,000 | 4,125 | | Golden Valley | 400 | 104 | | Gosper | 800 | 740 | |
| Lewis | 3,700 | 2,313 | | Granite | 900 | 404 | | Grant | 200 | 41 | |
| Lincoln | 5,500 | 3,628 | | Hill | 5,200 | 2,179 | | Greeley | 1,600 | 1,050 | |
| Linn | 6,800 | 3,358 | | Jefferson | 1,000 | 184 | | Hall | 11,900 | 9,541 | |
| Livingston | 5,300 | 3,262 | | Judith Basin | 900 | 270 | | Hamilton | 2,900 | 2,011 | |
| McDonald | 4,200 | 3,646 | | Lake | 3,500 | 1,506 | | Harlan | 1,800 | 1,407 | |
| Macon | 7,700 | 4,461 | | Lewis and Clark | 9,100 | 3,028 | | Hayes | 600 | 555 | |
| Madison | 2,700 | 1,732 | | Liberty | 600 | 325 | | Hitchcock | 1,700 | 1,047 | |
| Marion | 2,000 | 1,390 | | Lincoln | 3,500 | 935 | | Holt | 4,200 | 1,689 | |
| Marion | 10,100 | 9,342 | | McCone | 1,100 | 459 | | Hooker | 300 | 130 | |
| Mercer | 1,900 | 1,757 | | Madison | 1,900 | 268 | | Howard | 2,200 | 1,398 | |
| Miller | 4,400 | 2,252 | | Meagher | 800 | 378 | | Jefferson | 4,100 | 3,346 | |
| Mississippi | 5,600 | 4,177 | | Mineral | 800 | 215 | | Johnson | 2,100 | 1,642 | |
| Moniteau | 3,400 | 2,558 | | Missoula | 13,400 | 8,905 | | Kearney | 2,000 | 1,647 | |
| Monroe | 3,000 | 2,775 | | Mussellshell | 1,800 | 523 | | Keith | 2,500 | 2,312 | |
| Montgomery | 3,400 | 2,884 | | Park | 4,300 | 2,822 | | Keya Paha | 400 | 260 | |
| Morgan | 2,700 | 2,497 | | Petroleum | 300 | 126 | | Kimball | 1,300 | 468 | |
| New Madrid | 9,500 | 7,819 | | Phillips | 1,800 | 435 | | Knox | 4,200 | 2,557 | |
| Newton | 9,100 | 6,073 | | Pondera | 1,800 | 1,121 | | Lancaster | 44,900 | 41,205 | |
| Nodaway | 7,500 | 5,162 | | Powder River | 800 | 207 | | Lincoln | 9,100 | 5,328 | |
| Oregon | 2,900 | 1,502 | | Powell | 1,900 | 738 | | Logan | 400 | 82 | |
| Osage | 3,300 | 1,803 | | Prairie | 800 | 169 | | Loup | 400 | 186 | |
| Ozark | 2,100 | 1,317 | | Ravalli | 3,900 | 1,006 | | McPherson | 200 | 96 | |
| Pemiscot | 11,700 | 8,216 | | Richland | 2,900 | 945 | | Madison | 7,800 | 7,215 | |
| Perry | 3,300 | 3,052 | | Roosevelt | 3,000 | 797 | | Merrick | 2,700 | 1,154 | |
| Petris | 12,600 | 8,887 | | Rosebud | 1,800 | 838 | | Morrill | 2,200 | 2,008 | |
| Phelps | 7,100 | 4,714 | | Sanders | 2,300 | 1,238 | | Nance | 1,800 | 1,030 | |
| Pike | 6,100 | 3,963 | | Sheridan | 1,800 | 331 | | Nemaha | 3,500 | 2,445 | |
| Platte | 5,300 | 4,902 | | Silver Bow | 20,300 | 17,114 | | Nuckolls | 2,900 | 2,531 | |
| Polk | 4,900 | 3,971 | | Stillwater | 1,800 | 859 | | Otoe | 5,300 | 4,625 | |
| Pulaski | 2,400 | 1,867 | | Sweet Grass | 1,000 | 834 | | Pawnee | 2,000 | 1,624 | |
| Putnam | 2,800 | 2,318 | | Teton | 2,200 | 1,363 | | Perkins | 1,300 | 1,191 | |
| Ralls | 2,800 | 1,895 | | Toole | 2,400 | 465 | | Phelps | 3,300 | 2,195 | |
| Randolph | 8,500 | 4,290 | | Treasure | 400 | 98 | | Pierce | 2,700 | 1,338 | |
| Ray | 6,300 | 4,462 | | Valley | 3,400 | 638 | | Platte | 6,300 | 5,827 | |
| Reynolds | 1,700 | 807 | | Wheatland | 1,000 | 575 | | Polk | 2,600 | 2,029 | |
| Ripley | 2,900 | 1,504 | | Wibaux | 400 | 42 | | Redwillow | 4,300 | 2,114 | |
| St. Charles | 10,500 | 8,119 | | Yellowstone | 23,200 | 15,008 | | Richardson | 4,800 | 3,945 | |
| St. Clair | 3,100 | 2,867 | | Total | 205,300 | 100,847 | | Rock | 900 | 473 | |
| St. Francois | 11,300 | 7,087 | | NEBRASKA | | | | Saline | 4,500 | 2,746 | |
| St. Louis | 448,400 | 389,380 | | Adams | 9,500 | 7,461 | | Sarpy | 6,700 | 5,906 | |
| Ste. Genevieve | 3,000 | 2,454 | | Antelope | 3,300 | 2,840 | | Saunders | 5,500 | 5,088 | |
| Saline | 8,500 | 6,699 | | Arthur | 200 | 110 | | Scotts Bluff | 10,700 | 7,460 | |
| Schuyler | 1,500 | 1,160 | | Banner | 400 | 325 | | Seward | 4,100 | 2,736 | |
| Scotland | 2,700 | 1,658 | | Blaine | 200 | 84 | | Sheridan | 2,800 | 1,316 | |
| Scott | 9,100 | 7,538 | | Boone | 3,000 | 1,514 | | Sherman | 1,800 | 825 | |
| Shannon | 1,800 | 720 | | Box Butte | 3,700 | 1,718 | | Sioux | 900 | 419 | |
| Shelby | 3,500 | 2,204 | | Boyd | 1,500 | 419 | | Stanton | 1,800 | 1,471 | |
| Stoddard | 9,400 | 6,957 | | Brown | 1,400 | 767 | | Thayer | 3,200 | 2,470 | |
| Stone | 2,700 | 1,515 | | Buffalo | 8,200 | 5,536 | | Thomas | 400 | 193 | |
| Sullivan | 3,300 | 2,751 | | Burt | 3,300 | 2,941 | | Thurston | 2,500 | 2,008 | |
| Taney | 2,700 | 1,665 | | Butler | 3,700 | 3,208 | | Valley | 2,200 | 1,701 | |
| Texas | 5,100 | 2,416 | | Cass | 5,500 | 4,742 | | Washington | 3,600 | 3,258 | |
| Vernon | 6,800 | 4,928 | | Cedar | 3,600 | 3,330 | | Wayne | 2,900 | 2,682 | |
| Warren | 2,200 | 2,035 | | Chase | 1,500 | 930 | | Webster | 2,300 | 2,117 | |
| Washington | 3,800 | 2,311 | | Cherry | 3,000 | 1,002 | | Wheeler | 300 | 226 | |
| Wayne | 2,400 | 2,220 | | Cheyenne | 4,900 | 3,474 | | York | 4,600 | 3,802 | |
| Webster | 4,300 | 3,736 | | Clay | 3,100 | 1,776 | | Total | 431,600 | 340,741 | |
| Worth | 1,600 | 876 | | | | | | NEVADA | | | |
| Wright | 4,300 | 2,585 | | | | | | Churchill | 1,800 | 267 | |
| Total | 1,338,400 | 1,065,413 | | | | | | | | | |
| | | | | | | | | Clark | 37,400 | | 021 |
| | | | | | | | | Douglas | 500 | | 178 |
| | | | | | | | | Elko | 3,900 | | 113 |
| | | | | | | | | Esmeralda | 200 | | 32 |
| | | | | | | | | Eureka | 300 | | 72 |
| | | | | | | | | Humboldt | 1,300 | | 186 |
| | | | | | | | | Lander | 400 | | 96 |
| | | | | | | | | Lincoln | 900 | | 286 |
| | | | | | | | | Lyon | 900 | | 45 |
| | | | | | | | | Mineral | 2,500 | | 65 |
| | | | | | | | | Nye | 900 | | 30 |
| | | | | | | | | Ormsby | 1,200 | | 55 |
| | | | | | | | | Pershing | 1,100 | | 8 |
| | | | | | | | | Storey | 200 | | 10 |
| | | | | | | | | Washoe | 23,800 | | 166 |
| | | | | | | | | White Pine | 4,100 | | 32 |
| | | | | | | | | Total | 81,400 | | 128 |
| | | | | | | | | NEW HAMPSHIRE | | | |
| | | | | | | | | Belknap | 8,300 | | 377 |
| | | | | | | | | Carroll | 4,900 | | 532 |
| | | | | | | | | Cheshire | 12,300 | | 377 |
| | | | | | | | | Coos | 10,300 | | 1043 |
| | | | | | | | | Grafton | 13,100 | | 227 |
| | | | | | | | | Hillsboro | 48,500 | | 862 |
| | | | | | | | | Merrimack | 18,500 | | 112 |
| | | | | | | | | Rockingham | 23,800 | | 15 |
| | | | | | | | | Strafford | 15,000 | | 75 |
| | | | | | | | | Sullivan | 8,400 | | 770 |
| | | | | | | | | Total | 163,100 | | 1,890 |
| | | | | | | | | NEW JERSEY | | | |
| | | | | | | | | Atlantic | 44,800 | | 440 |
| | | | | | | | | Bergen | 216,300 | | 207 |
| | | | | | | | | Burlington | 41,900 | | 591 |
| | | | | | | | | Camden | 99,600 | | 546 |
| | | | | | | | | Cape May | 13,800 | | 765 |
| | | | | | | | | Cumberland | 30,700 | | 107 |
| | | | | | | | | Essex | 292,800 | | 178 |
| | | | | | | | | Gloucester | 32,800 | | 340 |
| | | | | | | | | Hudson | 193,400 | | 1,991 |
| | | | | | | | | Hunterdon | 14,500 | | 940 |
| | | | | | | | | Mercer | 70,500 | | 212 |
| | | | | | | | | Middlesex | 97,000 | | 725 |
| | | | | | | | | Monmouth | 84,900 | | 532 |
| | | | | | | | | Morris | 58,200 | | 835 |
| | | | | | | | | Ocean | 23,500 | | 728 |
| | | | | | | | | Passaic | 113,900 | | 1,357 |
| | | | | | | | | Salem | 16,800 | | 540 |
| | | | | | | | | Somerset | 34,100 | | 542 |
| | | | | | | | | Sussex | 11,600 | | 502 |
| | | | | | | | | Union | 137,500 | | 1,187 |
| | | | | | | | | Warren | 18,200 | | 526 |
| | | | | | | | | Total | 1,646,800 | | 11,361 |
| | | | | | | | | NEW MEXICO | | | |
| | | | | | | | | Bernalillo | 61,400 | | 205 |
| | | | | | | | | Catron | 500 | | 297 |
| | | | | | | | | Chaves | 14,600 | | 320 |
| | | | | | | | | Colfax | 3,500 | | 283 |
| | | | | | | | | Curry | 7,900 | | 1126 |
| | | | | | | | | De Baca | 800 | | 491 |
| | | | | | | | | Dona Ana | 11,400 | | 248 |
| | | | | | | | | Eddy | 13,800 | | 15 |
| | | | | | | | | Grant | 5,500 | | 1051 |
| | | | | | | | | Guadalupe | 1,300 | | 786 |
| | | | | | | | | Harding | 300 | | 68 |
| | | | | | | | | Hidalgo | 1,400 | | 056 |
| | | | | | | | | Lea | 16,700 | | 301 |
| | | | | | | | | Lincoln | 2,100 | | 095 |
| | | | | | | | | Los Alamos | 3,500 | | 020 |
| | | | | | | | | Luna | 2,700 | | 320 |
| | | | | | | | | McKinley | 7,500 | | 472 |
| | | | | | | | | Mora | 1,500 | | 787 |
| | | | | | | | | Otero | 7,400 | | 859 |
| | | | | | | | | Quay | 3,500 | | 375 |

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Families Jan. '57 TV Homes Aug. '57

NORTH CAROLINA

| Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 |
|-------------------|-------------------|-------------------|-------------------|
| Alamance | 20,900 | 19,332 | |
| Alexander | 3,500 | 3,237 | |
| Alleghany | 2,100 | 1,479 | |
| Anson | 6,000 | 3,298 | |
| Ashe | 5,000 | 2,608 | |
| Avery | 3,100 | 1,855 | |
| Beaufort | 9,000 | 8,325 | |
| Bertie | 5,900 | 4,957 | |
| Bladen | 6,600 | 3,407 | |
| Brunswick | 4,500 | 3,295 | |
| Buncombe | 35,900 | 21,139 | |
| Burke | 11,600 | 7,130 | |
| Cabarrus | 17,400 | 16,095 | |
| Caldwell | 11,200 | 6,709 | |
| Camden | 1,400 | 1,185 | |
| Carteret | 6,800 | 3,981 | |
| Caswell | 4,300 | 3,168 | |
| Catawba | 18,000 | 16,650 | |
| Chatham | 6,100 | 3,212 | |
| Cherokee | 4,200 | 990 | |
| Chowan | 2,900 | 2,282 | |
| Clay | 1,300 | 565 | |
| Cleveland | 16,500 | 9,972 | |
| Columbus | 12,000 | 3,439 | |
| Craven | 13,800 | 8,627 | |
| Cumberland | 27,600 | 10,191 | |
| Currituck | 1,800 | 1,545 | |
| Dare | 1,300 | 796 | |
| Davidson | 17,900 | 16,557 | |
| Davie | 3,900 | 2,926 | |
| Duplin | 9,600 | 3,409 | |
| Durham | 29,500 | 25,477 | |
| Edgecombe | 11,800 | 8,873 | |
| Forsyth | 48,000 | 44,400 | |
| Franklin | 7,000 | 2,552 | |
| Gaston | 31,800 | 20,227 | |
| Gates | 2,300 | 1,366 | |
| Graham | 1,700 | 608 | |
| Granville | 6,800 | 3,349 | |
| Greene | 3,600 | 2,525 | |
| Guilford | 58,000 | 53,650 | |
| Halifax | 13,100 | 7,742 | |
| Harnett | 12,700 | 3,226 | |
| Haywood | 10,100 | 5,194 | |
| Henderson | 9,300 | 4,067 | |
| Hertford | 4,800 | 2,920 | |
| Hoke | 3,300 | 1,303 | |
| Hyde | 1,400 | 974 | |
| Iredell | 15,500 | 11,311 | |
| Jackson | 4,300 | 1,841 | |
| Johnston | 15,700 | 8,051 | |
| Jones | 2,500 | 2,005 | |
| Lee | 6,400 | 3,642 | |
| Lenoir | 11,500 | 5,858 | |
| Lincoln | 6,900 | 4,125 | |
| McDowell | 6,700 | 3,502 | |
| Macon | 3,900 | 2,676 | |
| Madison | 4,300 | 1,990 | |
| Martin | 6,100 | 3,938 | |
| Mecklenberg | 63,300 | 56,697 | |
| Mitchell | 3,400 | 1,885 | |
| Montgomery | 4,300 | 2,592 | |
| Moore | 8,200 | 3,936 | |
| Nash | 14,300 | 9,214 | |
| New Hanover | 20,800 | 11,711 | |
| Northampton | 5,900 | 5,116 | |
| Onslow | 11,000 | 5,967 | |
| Orange | 8,900 | 7,738 | |
| Pamlico | 2,500 | 2,132 | |
| Pasquotank | 7,200 | 5,250 | |
| Pender | 4,300 | 2,662 | |
| Perquimans | 2,500 | 1,678 | |
| Person | 5,400 | 3,067 | |
| Pitt | 14,800 | 13,690 | |
| Polk | 3,000 | 2,504 | |
| Randolph | 13,900 | 12,857 | |
| Richmond | 10,100 | 8,112 | |
| Robeson | 20,400 | 12,291 | |

NEW YORK

| | | |
|--------|-----------|-----------|
| Albany | 82,300 | 72,897 |
| Albany | 13,500 | 9,990 |
| Albany | 454,600 | 420,505 |
| Albany | 60,400 | 52,345 |
| Albany | 24,400 | 21,378 |
| Albany | 21,500 | 19,647 |
| Albany | 47,600 | 44,030 |
| Albany | 29,700 | 27,472 |
| Albany | 12,400 | 11,470 |
| Albany | 14,400 | 13,320 |
| Albany | 14,000 | 12,944 |
| Albany | 11,800 | 10,915 |
| Albany | 13,900 | 11,771 |
| Albany | 38,200 | 35,335 |
| Albany | 308,300 | 280,289 |
| Albany | 10,400 | 7,911 |
| Albany | 12,600 | 9,397 |
| Albany | 17,600 | 16,280 |
| Albany | 14,600 | 13,505 |
| Albany | 8,900 | 8,232 |
| Albany | 1,300 | 1,202 |
| Albany | 19,400 | 17,945 |
| Albany | 26,600 | 23,064 |
| Albany | 847,300 | 783,752 |
| Albany | 6,400 | 5,711 |
| Albany | 10,900 | 9,766 |
| Albany | 14,700 | 13,597 |
| Albany | 169,100 | 156,417 |
| Albany | 19,100 | 17,667 |
| Albany | 344,400 | 298,522 |
| Albany | 628,800 | 539,568 |
| Albany | 64,200 | 58,473 |
| Albany | 69,100 | 63,917 |
| Albany | 114,300 | 104,227 |
| Albany | 18,100 | 15,665 |
| Albany | 49,900 | 42,444 |
| Albany | 9,600 | 8,880 |
| Albany | 23,900 | 22,107 |
| Albany | 17,000 | 15,725 |
| Albany | 6,400 | 5,920 |
| Albany | 554,500 | 496,758 |
| Albany | 42,800 | 39,590 |
| Albany | 59,800 | 53,751 |
| Albany | 26,900 | 24,802 |
| Albany | 30,300 | 19,986 |
| Albany | 24,700 | 22,847 |
| Albany | 51,300 | 45,771 |
| Albany | 7,300 | 6,752 |
| Albany | 4,700 | 4,347 |
| Albany | 7,000 | 6,475 |
| Albany | 28,400 | 26,270 |
| Albany | 132,600 | 117,137 |
| Albany | 13,300 | 12,302 |
| Albany | 9,800 | 9,065 |
| Albany | 19,100 | 17,419 |
| Albany | 31,700 | 29,195 |
| Albany | 12,800 | 11,256 |
| Albany | 13,700 | 12,672 |
| Albany | 17,500 | 15,727 |
| Albany | 216,800 | 200,540 |
| Albany | 9,100 | 8,417 |
| Albany | 5,900 | 5,457 |
| Albany | 4,991,600 | 4,490,738 |

Any way you measure it !



is the BEST BUY in central and Eastern North Carolina

★ ★ ★

*Population served—1,749,100
Covering 30 N. C. and Va. Counties.
18% more than station "A"
217% more than station "B"

**Share of Audience—
WRAL-TV leads in morning viewing Sun. through Fri.
WRAL-TV leads in afternoon viewing Sun. through Fri.
WRAL-TV leads in evening viewing Sun. through Sat.

*Retail Sales—Over \$1.5 billion in 1956
13% more than station "A"
213% more than station "B"

★ ★ ★

Yes, any way you measure it, for complete coverage of Raleigh-Durham, Fayetteville and eastern North Carolina —

WRAL-TV is your BEST BUY!

N B C

* Grade "B" contour—SRDS, June 1957
** ARB, June 1957

WRAL-TV
CHANNEL 5
RALEIGH, N. C.

Represented by H-R

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wfmy-tv dominates North Carolina's **INTERURBIA**

The Largest Metropolitan Market
In the Two Carolinas

**GREENSBORO-HIGH POINT-
WINSTON-SALEM**
(3 Stations)
Greensboro-High Point—Gulford County—Map
Location F-3
Winston-Salem—Forsyth County—Map Location
See SICDS consumer market map and data
ning of the State.

GREENSBORO
WINSTON-SALEM
HIGH POINT

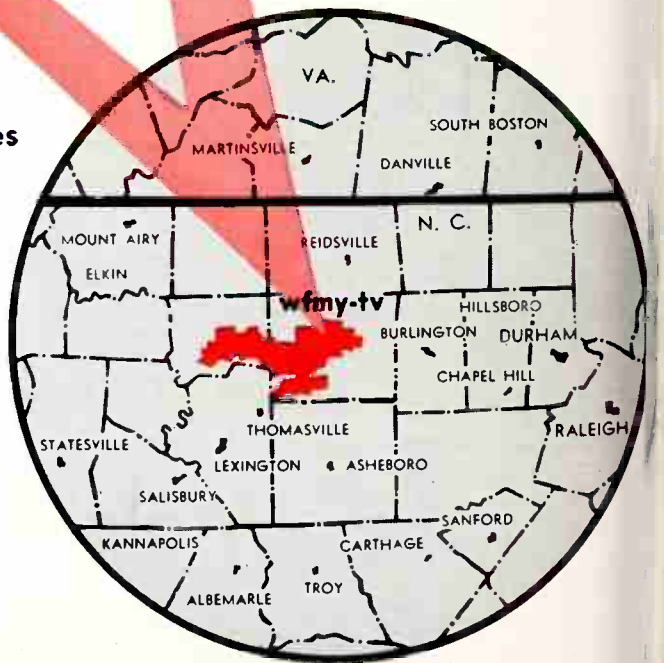
Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. See your H R P man today:

- ✓ 50 Prosperous Counties
- ✓ 2.1 Million Population
- ✓ \$2.7 Billion Market
- ✓ \$2.1 Billion Retail Sales

BASIC  SINCE 1949

wfmy-tv
Channel 2

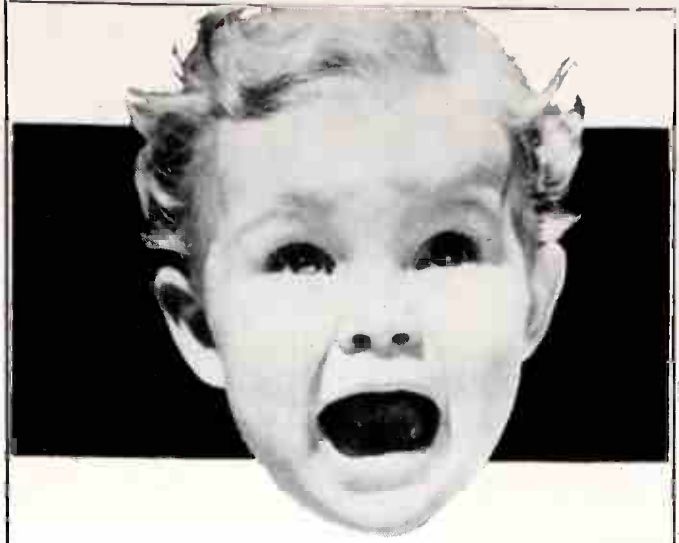
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta



| Families | | TV Homes | |
|---------------------------------|-----------|----------|--|
| Jan. '57 | | Aug. '57 | |
| NORTH CAROLINA continued | | | |
| Ashe | 17,900 | 16,557 | |
| Beaufort | 21,800 | 20,165 | |
| Bladen | 11,400 | 7,443 | |
| Chatham | 11,500 | 5,844 | |
| Crawford | 6,200 | 3,045 | |
| Dalrymple | 10,800 | 9,990 | |
| Edgecombe | 4,800 | 3,479 | |
| Forsyth | 11,800 | 10,288 | |
| Gaston | 2,300 | 819 | |
| Guilford | 3,800 | 1,505 | |
| Hertford | 1,200 | 884 | |
| Johnston | 10,700 | 5,840 | |
| Lincoln | 7,800 | 5,255 | |
| Madison | 39,300 | 25,299 | |
| Mecklenburg | 4,900 | 2,505 | |
| Mitchell | 3,000 | 1,284 | |
| Montgomery | 4,100 | 2,481 | |
| Northampton | 15,900 | 9,420 | |
| Onslow | 10,900 | 6,389 | |
| Orange | 13,000 | 7,351 | |
| Rockingham | 5,600 | 3,706 | |
| Swain | 3,500 | 2,011 | |
| Wake | 1,077,500 | 750,412 | |
| Total | | | |

| Families | | TV Homes | |
|---------------------------------|----------------|----------------|--|
| Jan. '57 | | Aug. '57 | |
| NORTH CAROLINA continued | | | |
| Morton | 5,400 | 4,361 | |
| Mountrail | 2,500 | 610 | |
| Nelson | 1,700 | 1,539 | |
| Oliver | 500 | 194 | |
| Pembina | 3,500 | 3,015 | |
| Pierce | 2,000 | 1,415 | |
| Ramsey | 3,300 | 1,549 | |
| Ransom | 2,100 | 1,343 | |
| Renville | 1,500 | 710 | |
| Richland | 5,600 | 3,175 | |
| Rolette | 2,300 | 1,466 | |
| Sargent | 1,800 | 1,665 | |
| Sheridan | 1,200 | 789 | |
| Sioux | 600 | 555 | |
| Slope | 500 | 193 | |
| Stark | 4,000 | 1,922 | |
| Steele | 1,200 | 1,110 | |
| Stutsman | 6,700 | 5,473 | |
| Towner | 1,300 | 849 | |
| Traill | 2,900 | 2,667 | |
| Walsh | 4,600 | 3,097 | |
| Ward | 11,700 | 8,170 | |
| Wells | 2,600 | 1,860 | |
| Williams | 8,700 | 3,373 | |
| Total | 170,600 | 117,347 | |

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you mean IT'S NOT A ONE-STATION MARKET?

No, it's not a one-station market. There are other TV stations in Eastern North Carolina, even though: Jan. '57 **ARB** says **WNCT** has **All 15 Top Shows** plus dominance of 140 night-time ¼ hours (and daytime dominance, too.) **NIELSEN** says **WNCT** is viewed daily by over 40% more families than any other station.

But honest, WNCT is not the only TV station in Eastern N. C. It's just that all those reliable sources keep making it look that way.



A. Hartwell Campbell, Gen'l Mgr., Represented Nationally by HOLLINGBERRY

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MARKET BOOK

are available at \$2.50

It's your move...
 to the **TOPS** in
 Cleveland Television

WJW-TV
 CHANNEL 8



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND
 the nation's 5th market
 in total retail sales*

GREATER CLEVELAND
 the nation's 6th market
 in net effective
 buying income*

GREATER CLEVELAND
 the nation's 7th market
 in population...
 and still growing!*



More productive local program-
 ming on WJW-TV. Top feature
 films for participating sponsors,
 including 20th Century-Fox,
 Columbia and Selznick groups.



WJW-TV

*Represented Nationally by the
 Katz Agency*



A BASIC AFFILIATE OF THE
 CBS TELEVISION NETWORK

* Sales Management, May 10, 1956

| | Families Jan. '57 | TV Homes Aug. '57 | Families Jan. '57 | TV Homes Aug. '57 |
|--|----------------------|----------------------|----------------------|----------------------|
|--|----------------------|----------------------|----------------------|----------------------|

| | | | | |
|-----------|-----------|-----------|--------------|----------------|
| continued | | | | |
| e | 20,000 | 18,500 | Comanche | 20,500 |
| ey | 11,600 | 8,924 | Cotton | 3,100 |
| on | 262,200 | 227,296 | Craig | 4,200 |
| ck | 17,000 | 14,885 | Creek | 12,400 |
| on | 9,300 | 8,602 | Custer | 5,600 |
| on | 5,800 | 5,365 | Delaware | 2,900 |
| nd | 7,000 | 6,475 | Dewey | 2,000 |
| ig | 9,600 | 8,196 | Ellis | 2,700 |
| s | 6,700 | 5,198 | Garfield | 15,800 |
| n | 5,500 | 4,568 | Garvin | 9,600 |
| on | 13,100 | 12,117 | Grady | 9,400 |
| on | 8,600 | 7,508 | Grant | 2,500 |
| on | 28,200 | 24,036 | Greer | 2,600 |
| ice | 11,800 | 10,915 | Harmon | 2,000 |
| | 34,000 | 25,115 | Harper | 1,400 |
| | 14,900 | 13,487 | Haskell | 2,800 |
| | 24,000 | 22,200 | Hughes | 4,600 |
| | 10,700 | 9,897 | Jackson | 7,600 |
| | 56,300 | 48,088 | Jefferson | 2,700 |
| | 142,100 | 119,315 | Johnston | 2,400 |
| | 6,500 | 5,521 | Kay | 15,800 |
| | 80,300 | 72,977 | Kingfisher | 3,200 |
| | 17,500 | 16,187 | Kiowa | 4,700 |
| | 14,000 | 12,788 | Latimer | 2,000 |
| | 7,000 | 6,475 | Le Flore | 7,700 |
| | 8,800 | 8,140 | Lincoln | 5,800 |
| | 21,200 | 19,610 | Logan | 5,900 |
| | 4,500 | 4,162 | Love | 1,700 |
| | 138,800 | 128,390 | McClain | 4,500 |
| | 4,100 | 3,792 | McCurain | 5,600 |
| | 5,400 | 4,995 | McIntosh | 3,500 |
| | 24,400 | 18,219 | Major | 3,000 |
| | 3,500 | 3,237 | Marshall | 1,900 |
| | 10,000 | 9,250 | Mayes | 4,900 |
| | 4,700 | 4,347 | Murray | 3,100 |
| | 8,500 | 7,800 | Muskogee | 16,000 |
| | 8,000 | 7,400 | Noble | 3,000 |
| | 7,000 | 6,475 | Nowata | 3,500 |
| | 20,000 | 17,309 | Okfuskee | 3,900 |
| | 9,000 | 8,223 | Oklahoma | 127,900 |
| | 7,700 | 6,225 | Okmulgee | 11,400 |
| | 30,900 | 26,779 | Osage | 11,300 |
| | 16,800 | 15,540 | Ottawa | 8,800 |
| | 15,900 | 14,707 | Pawnee | 4,100 |
| | 31,300 | 28,479 | Payne | 11,500 |
| | 17,200 | 14,855 | Pittsburg | 9,700 |
| | 9,000 | 8,325 | Pontotoc | 9,000 |
| | 93,000 | 82,238 | Pottawatomie | 13,600 |
| | 145,200 | 127,536 | Pushmataha | 2,800 |
| | 51,400 | 43,955 | Roger Mills | 1,800 |
| | 23,000 | 18,865 | Rogers | 5,300 |
| | 6,700 | 5,653 | Seminole | 11,500 |
| | 9,200 | 8,510 | Sequoyah | 4,200 |
| | 2,800 | 2,590 | Stephens | 10,900 |
| | 14,200 | 12,846 | Texas | 3,600 |
| | 14,400 | 13,320 | Tillman | 4,600 |
| | 18,400 | 16,263 | Tulsa | 102,700 |
| | 9,000 | 7,583 | Wagoner | 4,000 |
| | 18,900 | 17,482 | Washington | 11,900 |
| | 6,500 | 5,154 | Washita | 4,600 |
| | 2,705,000 | 2,403,956 | Woods | 3,900 |
| | | | Woodward | 3,300 |
| | | | Total | 676,900 |

| OKLAHOMA | | OREGON | | |
|----------|--------|--------|------------|--------|
| | 3,200 | 1,945 | Baker | 5,100 |
| | 2,900 | 1,753 | Benton | 10,300 |
| | 3,200 | 2,960 | Clackamas | 32,100 |
| | 2,100 | 895 | Clatsop | 10,500 |
| | 6,200 | 4,494 | Columbia | 7,000 |
| | 3,900 | 2,797 | Coos | 19,900 |
| | 7,100 | 6,567 | Crock | 2,500 |
| | 8,200 | 6,855 | Curry | 5,100 |
| | 7,100 | 6,397 | Deschutes | 6,500 |
| | 13,300 | 8,423 | Douglas | 23,300 |
| | 3,300 | 2,163 | Gilliam | 1,200 |
| | 4,000 | 962 | Grant | 2,800 |
| | 1,300 | 476 | Harney | 2,200 |
| | 10,700 | 9,897 | Hood River | 4,200 |
| | 1,500 | 1,065 | | |

These top agencies rely on TELEVISION MAGAZINE's Receiver Circulation Report:

McCANN-ERICKSON

"We find TELEVISION MAGAZINE's circulation data extremely useful . . . it's essential information."

FOOTE, CONE & BELDING

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For stations, the importance of these agencies' acceptance of TELEVISION MAGAZINE as the standard source for vital TV data cannot be overestimated. This acceptance insures readership throughout the month.

TELEVISION MAGAZINE is the publication that advertising men MUST read when they're making market decisions and buying TV time and programs.

Our Circulation Report is one of several exclusive features that guarantee readership of the magazine—and of your advertising—among the people you want most to reach.

Put TELEVISION MAGAZINE to work for you. It gets your sales message to your prime prospects at the very time that they are seeking TV information.

| Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | |
|-------------------------|----------------|-------------------|--|-----------------------|------------------|-------------------|--|-------------------|----------------|-------------------|-------|-------------------|---------|-------|
| OREGON continued | | | | | | | | | | | | | | |
| Jackson | 22,400 | 12,747 | | Schuylkill | 54,500 | 46,426 | | Bon Homme | 2,400 | 1,509 | | Claiborne | 5,500 | |
| Jefferson | 2,000 | 1,276 | | Snyder | 6,300 | 5,827 | | Brookings | 5,200 | 4,427 | | Clay | 1,800 | |
| Josephine | 10,500 | 5,497 | | Somerset | 21,800 | 19,004 | | Brown | 10,400 | 7,930 | | Cocke | 5,300 | |
| Klamath | 14,000 | 8,030 | | Sullivan | 1,500 | 1,387 | | Brule | 1,700 | 895 | | Coffee | 7,400 | |
| Lake | 2,200 | 411 | | Susquehanna | 8,400 | 7,647 | | Buffalo | 400 | 275 | | Crockett | 4,900 | |
| Lane | 49,400 | 45,695 | | Tioga | 10,500 | 9,712 | | Butte | 2,400 | 1,432 | | Cumberland | 4,600 | |
| Lincoln | 8,400 | 5,669 | | Union | 6,000 | 5,550 | | Campbell | 900 | 317 | | Davidson | 102,800 | |
| Linn | 19,300 | 9,279 | | Venango | 18,400 | 14,606 | | Charles Mix | 4,800 | 2,391 | | Decatur | 2,200 | |
| Malheur | 6,600 | 3,554 | | Warren | 11,800 | 10,915 | | Clark | 2,500 | 2,312 | | De Kalb | 2,600 | |
| Marion | 32,600 | 19,017 | | Washington | 63,100 | 57,131 | | Clay | 3,600 | 3,330 | | Dickson | 5,100 | |
| Morrow | 1,400 | 550 | | Wayne | 7,600 | 6,741 | | Codington | 6,100 | 4,723 | | Dyer | 8,300 | |
| Multnomah | 187,800 | 166,442 | | Westmoreland | 92,900 | 85,419 | | Corson | 1,400 | 579 | | Fayette | 6,100 | |
| Polk | 7,000 | 4,197 | | Wyoming | 4,800 | 4,061 | | Custer | 1,600 | 542 | | Fentress | 3,300 | |
| Sherman | 700 | 515 | | York | 64,400 | 59,570 | | Davison | 5,500 | 3,407 | | Franklin | 6,200 | |
| Tillamook | 6,700 | 3,755 | | Total | 3,189,800 | 2,888,734 | | Day | 3,300 | 3,052 | | Gibson | 14,700 | |
| Umatilla | 13,900 | 6,058 | | RHODE ISLAND | | | | Deuel | 1,600 | 1,473 | | Giles | 6,800 | |
| Union | 5,900 | 3,219 | | Bristol | 8,800 | 8,140 | | Dewey | 1,100 | 646 | | Grainger | 2,900 | |
| Wallowa | 2,100 | 1,570 | | Kent | 24,900 | 23,032 | | Douglas | 1,200 | 322 | | Greene | 11,100 | |
| Wasco | 9,600 | 4,864 | | Newport | 18,000 | 16,650 | | Edmunds | 1,800 | 762 | | Grundy | 2,900 | |
| Washington | 25,200 | 23,310 | | Providence | 174,200 | 161,135 | | Fall River | 3,300 | 1,884 | | Hamblen | 7,600 | |
| Wheeler | 1,100 | 355 | | Washington | 15,300 | 14,152 | | Faulk | 1,300 | 998 | | Hamilton | 68,600 | |
| Yamhill | 9,700 | 4,045 | | Total | 241,200 | 223,109 | | Grant | 2,700 | 2,497 | | Hancock | 1,900 | |
| Total | 571,200 | 410,980 | | SOUTH CAROLINA | | | | Gregory | 2,400 | 998 | | Hardeman | 4,900 | |
| PENNSYLVANIA | | | | Abbeville | 5,600 | 3,405 | | Haakon | 700 | 195 | | Hardin | 4,300 | |
| Adams | 12,800 | 11,840 | | Aiken | 27,100 | 18,682 | | Hamlin | 2,000 | 1,420 | | Hawkins | 7,500 | |
| Allegheny | 463,400 | 428,645 | | Allendale | 3,500 | 1,465 | | Hand | 1,800 | 1,586 | | Haywood | 6,400 | |
| Armstrong | 22,600 | 20,905 | | Anderson | 23,900 | 15,734 | | Hanson | 1,300 | 800 | | Henderson | 3,900 | |
| Beaver | 56,900 | 48,467 | | Bamberg | 4,000 | 2,523 | | Harding | 600 | 405 | | Henry | 6,500 | |
| Bedford | 11,000 | 10,175 | | Barnwell | 7,500 | 3,902 | | Hughes | 3,200 | 1,336 | | Hickman | 3,100 | |
| Berks | 77,300 | 71,441 | | Beaufort | 6,900 | 3,705 | | Hutchinson | 3,200 | 2,522 | | Houston | 1,200 | |
| Blair | 39,700 | 36,723 | | Berkeley | 7,000 | 4,225 | | Hyde | 700 | 592 | | Humphreys | 2,800 | |
| Bradford | 15,400 | 14,245 | | Calhoun | 3,300 | 1,400 | | Jackson | 500 | 193 | | Jackson | 2,600 | |
| Bucks | 75,700 | 63,135 | | Charleston | 53,000 | 48,870 | | Jerauld | 1,100 | 440 | | Jefferson | 4,900 | |
| Butler | 28,200 | 26,085 | | Cherokee | 9,600 | 6,534 | | Jones | 700 | 429 | | Johnson | 2,700 | |
| Cambria | 57,200 | 52,910 | | Chester | 7,900 | 4,732 | | Kingsbury | 2,800 | 1,469 | | Knox | 67,000 | |
| Cameron | 1,900 | 1,196 | | Chesterfield | 8,100 | 4,451 | | Lake | 2,900 | 2,126 | | Lake | 3,000 | |
| Carbon | 15,300 | 14,044 | | Clarendon | 6,600 | 4,351 | | Lawrence | 5,800 | 2,549 | | Lauderdale | 6,500 | |
| Centre | 16,600 | 15,355 | | Colleton | 7,200 | 6,563 | | Lincoln | 3,700 | 2,918 | | Lawrence | 7,000 | |
| Chester | 47,700 | 42,449 | | Darlington | 12,400 | 7,752 | | Lyman | 1,100 | 511 | | Lewis | 1,500 | |
| Clarion | 10,400 | 9,620 | | Dillon | 6,700 | 3,450 | | McCook | 2,400 | 2,105 | | Lincoln | 6,700 | |
| Clearfield | 22,700 | 20,997 | | Dorchester | 5,600 | 3,395 | | McPherson | 1,700 | 643 | | Loudon | 6,400 | |
| Clinton | 10,800 | 9,990 | | Edgefield | 3,700 | 2,143 | | Marshall | 2,100 | 1,159 | | McMinn | 8,900 | |
| Columbia | 15,600 | 12,486 | | Fairfield | 4,800 | 2,621 | | Meade | 3,200 | 1,571 | | McNairy | 5,700 | |
| Crawford | 23,600 | 21,830 | | Florence | 20,500 | 14,338 | | Mellette | 800 | 457 | | Macon | 3,500 | |
| Cumberland | 32,000 | 29,600 | | Georgetown | 8,000 | 4,383 | | Miner | 1,700 | 1,155 | | Madison | 17,700 | |
| Dauphin | 63,700 | 54,827 | | Greenville | 54,500 | 40,873 | | Minnehaha | 26,000 | 24,050 | | Marion | 5,000 | |
| Delaware | 146,700 | 134,832 | | Greenwood | 12,700 | 8,440 | | Moody | 2,500 | 2,219 | | Marshall | 5,100 | |
| Elk | 9,600 | 8,288 | | Hampton | 4,400 | 3,249 | | Pennington | 18,300 | 12,534 | | Maury | 12,000 | |
| Erie | 68,700 | 63,400 | | Horry | 15,300 | 3,879 | | Perkins | 1,800 | 649 | | Meigs | 1,300 | |
| Fayette | 50,900 | 47,082 | | Jasper | 2,600 | 1,566 | | Potter | 1,300 | 543 | | Monroe | 5,600 | |
| Forest | 1,200 | 1,110 | | Kershaw | 7,500 | 4,211 | | Roberts | 3,500 | 2,632 | | Montgomery | 12,400 | |
| Franklin | 21,600 | 19,980 | | Lancaster | 9,000 | 5,462 | | Sanborn | 1,400 | 1,237 | | Moore | 1,100 | |
| Fulton | 2,600 | 2,405 | | Laurens | 11,700 | 4,275 | | Shannon | 1,100 | 598 | | Morgan | 3,200 | |
| Greene | 12,200 | 11,285 | | Lee | 4,700 | 3,531 | | Spink | 3,300 | 1,888 | | Obion | 7,700 | |
| Huntingdon | 11,100 | 10,267 | | Lexington | 12,800 | 7,920 | | Stanley | 400 | 173 | | Overton | 4,000 | |
| Indiana | 20,600 | 19,055 | | McCormick | 2,100 | 1,605 | | Sully | 800 | 429 | | Perry | 1,500 | |
| Jefferson | 13,700 | 12,672 | | Marion | 7,900 | 4,876 | | Todd | 1,000 | 616 | | Pickett | 1,000 | |
| Juniaata | 4,200 | 3,885 | | Marlboro | 7,100 | 4,891 | | Tripp | 2,400 | 1,067 | | Polk | 3,100 | |
| Lackawanna | 73,200 | 67,710 | | Newberry | 8,200 | 4,644 | | Turner | 3,200 | 2,879 | | Putnam | 8,200 | |
| Lancaster | 69,500 | 63,856 | | Oconee | 9,400 | 4,596 | | Union | 3,100 | 2,847 | | Rhea | 3,900 | |
| Lawrence | 31,000 | 28,675 | | Orangeburg | 16,500 | 10,068 | | Walworth | 2,200 | 975 | | Roane | 8,500 | |
| Lebanon | 24,100 | 22,292 | | Pickens | 10,300 | 5,603 | | Washabaugh | 200 | 68 | | Robertson | 7,500 | |
| Lehigh | 59,100 | 54,667 | | Richland | 44,100 | 40,792 | | Yankton | 4,800 | 2,972 | | Rutherford | 11,400 | |
| Luzerne | 105,200 | 97,310 | | Saluda | 3,700 | 2,585 | | Ziebach | 700 | 348 | | Scott | 4,000 | |
| Lycoming | 31,300 | 28,952 | | Spartanburg | 41,900 | 23,639 | | Total | 198,400 | 136,408 | | Sequatchie | 1,300 | |
| McKean | 16,300 | 13,427 | | Sumter | 14,700 | 8,626 | | TENNESSEE | | | | Sevier | 5,500 | |
| Mercer | 31,700 | 29,322 | | Union | 7,600 | 4,106 | | Anderson | 15,400 | 8,839 | | Shelby | 156,000 | |
| Mifflin | 12,100 | 11,192 | | Williamsburg | 9,100 | 6,145 | | Bedford | 6,700 | 4,515 | | Smith | 3,500 | |
| Monroe | 10,500 | 9,712 | | York | 21,100 | 13,887 | | Benton | 2,800 | 1,115 | | Stewart | 1,900 | |
| Montgomery | 127,900 | 105,724 | | Total | 581,800 | 388,093 | | Bledsoe | 1,700 | 1,400 | | Sullivan | 29,500 | |
| Montour | 3,600 | 3,059 | | SOUTH DAKOTA | | | | Blount | 15,800 | 14,615 | | Sumner | 8,800 | |
| Northampton | 53,700 | 49,672 | | Aurora | 1,300 | 565 | | Bradley | 8,900 | 5,999 | | Tipton | 7,500 | |
| Northumberland | 32,500 | 25,448 | | Beadle | 6,700 | 3,437 | | Campbell | 8,200 | 4,702 | | Trousdale | 1,400 | |
| Perry | 6,900 | 6,382 | | Bennett | 800 | 400 | | Cannon | 2,000 | 1,333 | | Unicoi | 3,900 | |
| Philadelphia | 638,000 | 579,197 | | | | | | Carrroll | 7,500 | 3,795 | | Union | 1,900 | |
| Pike | 3,000 | 2,660 | | | | | | Carter | 11,200 | 6,202 | | Van Buren | 800 | |
| Potter | 4,600 | 4,255 | | | | | | Cheatham | 2,000 | 1,397 | | Warren | 6,400 | |
| | | | | | | | | Chester | 2,500 | 1,106 | | Washington | 16,100 | |
| | | | | | | | | | | Wayne | 3,300 | | Weakley | 7,000 |

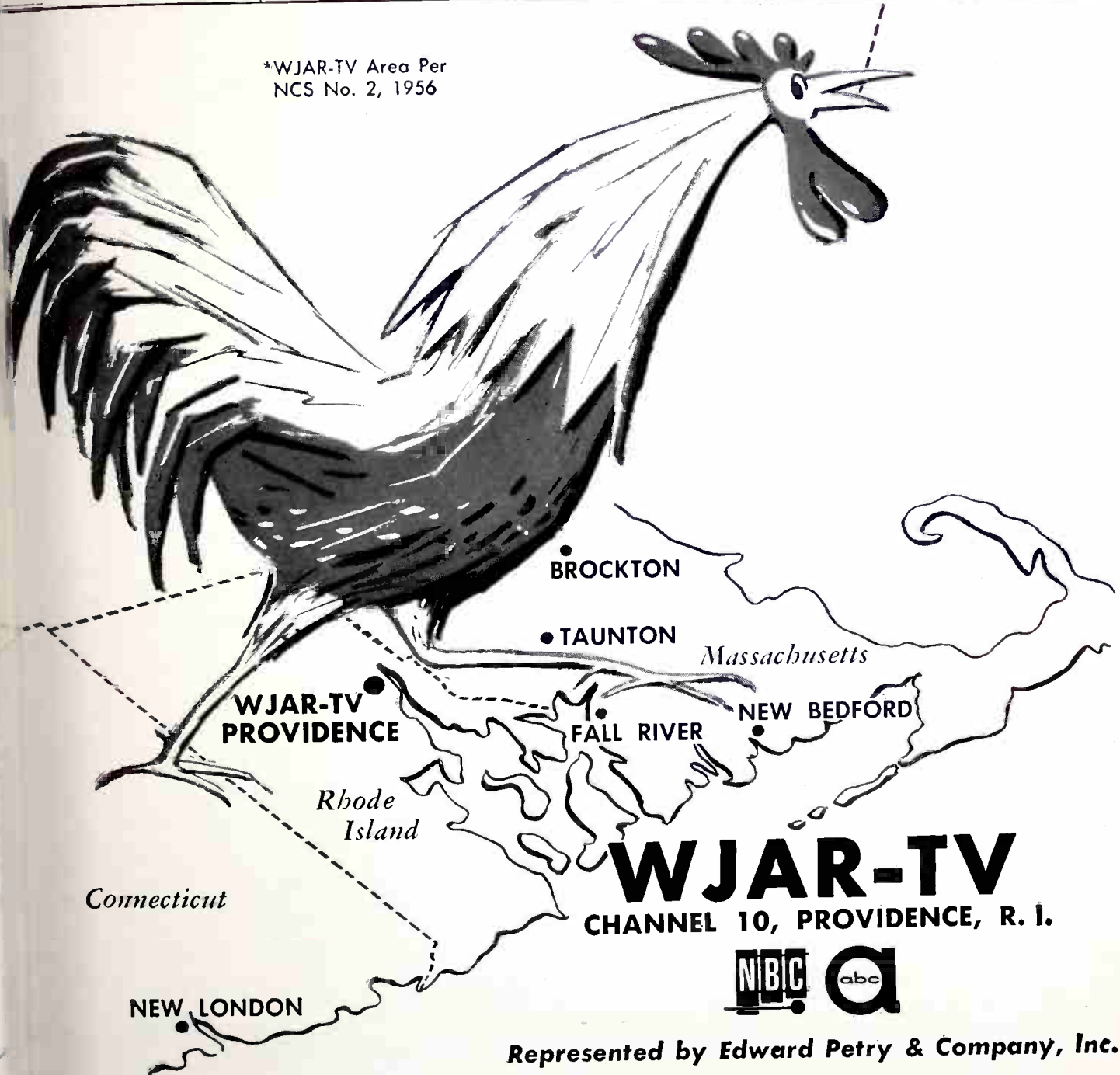
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You Can't Sell 'Em If You Don't Reach 'Em and **WJAR-TV** Reaches More Of 'Em in The Providence Market

SUMMARY DATA *

| CALL LETTERS | TELEVISION HOMES | MONTHLY COVERAGE | WEEKLY COVERAGE |
|------------------|------------------|------------------|-----------------|
| WJAR-TV | 1,186,410 | 593,890 | 539,130 |
| STATION B | 706,140 | 448,390 | 430,370 |

*WJAR-TV Area Per
NCS No. 2, 1956



| Families | | TV Homes | | Families | | TV Homes | | Families | | TV Homes | |
|----------------------------|----------------|----------------|------------|----------|---------|---------------|---------|----------|-----------------|------------------|--|
| Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | | Jan. '57 | | Aug. '57 | |
| TENNESSEE continued | | | | | | | | | | | |
| White | 4,000 | 1,453 | Falls | 6,700 | 2,984 | Lynn | 2,800 | 2,042 | Val Verde | 4,400 | |
| Williamson | 5,800 | 5,365 | Fannin | 7,600 | 2,632 | McCulloch | 3,100 | 1,876 | Van Zandt | 5,400 | |
| Wilson | 7,600 | 4,194 | Fayette | 5,900 | 3,175 | McLennan | 41,500 | 38,387 | Victoria | 10,300 | |
| Total | 930,700 | 633,804 | Fisher | 2,500 | 1,812 | McMullen | 500 | 275 | Walker | 4,200 | |
| TEXAS | | | | | | | | | | | |
| Anderson | 8,300 | 4,206 | Floyd | 3,000 | 2,762 | Madison | 1,800 | 940 | Waller | 3,000 | |
| Andrews | 3,000 | 2,075 | Foard | 1,100 | 750 | Marion | 2,300 | 2,127 | Ward | 4,500 | |
| Angelina | 11,400 | 7,388 | Fort Bend | 7,300 | 6,752 | Martin | 1,400 | 1,191 | Washington | 5,100 | |
| Aransas | 1,200 | 469 | Franklin | 1,400 | 710 | Mason | 1,500 | 417 | Webb | 14,900 | |
| Archer | 1,800 | 980 | Freestone | 3,700 | 1,658 | Matagorda | 7,100 | 3,406 | Wharton | 9,900 | |
| Armstrong | 500 | 462 | Frio | 2,700 | 2,006 | Maverick | 3,100 | 1,190 | Wheeler | 2,400 | |
| Atascosa | 4,700 | 3,500 | Gaines | 2,400 | 2,220 | Medina | 4,600 | 2,938 | Wichita | 34,000 | |
| Austin | 4,000 | 3,098 | Galveston | 36,500 | 33,762 | Menard | 1,100 | 181 | Wilbarger | 5,900 | |
| Bailey | 2,200 | 1,840 | Garza | 1,800 | 1,643 | Midland | 14,100 | 13,042 | Willacy | 6,200 | |
| Bandera | 1,200 | 1,049 | Gillespie | 3,100 | 1,143 | Milam | 5,600 | 5,083 | Williamson | 10,200 | |
| Bascom | 5,000 | 3,304 | Glasscock | 200 | 108 | Mills | 1,500 | 1,387 | Wilson | 3,200 | |
| Baylor | 1,900 | 1,617 | Goliad | 1,300 | 1,067 | Mitchell | 4,100 | 3,792 | Winkler | 4,100 | |
| Bee | 5,800 | 2,553 | Gonzales | 5,200 | 3,624 | Montague | 4,600 | 3,863 | Wise | 4,300 | |
| Bell | 25,200 | 20,058 | Gray | 7,600 | 4,188 | Montgomery | 7,100 | 4,712 | Wood | 5,100 | |
| Bexar | 156,500 | 130,695 | Grayson | 22,900 | 18,883 | Moore | 7,200 | 5,243 | Yoakum | 1,100 | |
| Blanco | 1,200 | 1,048 | Gregg | 22,200 | 15,158 | Morris | 2,500 | 1,369 | Young | 4,600 | |
| Borden | 200 | 185 | Grimes | 3,600 | 2,264 | Motley | 1,000 | 510 | Zapata | 1,000 | |
| Bosque | 3,000 | 1,580 | Guadalupe | 7,100 | 4,825 | Nacogdoches | 8,100 | 4,092 | Zavala | 2,700 | |
| Bowie | 20,400 | 12,794 | Hale | 9,800 | 8,712 | Navarro | 10,600 | 9,805 | Total | 2,594,700 | |
| Brazoria | 17,300 | 16,002 | Hall | 2,800 | 1,531 | Newton | 2,400 | 1,442 | UTAH | | |
| Brazos | 12,500 | 6,890 | Hamilton | 2,900 | 1,473 | Nolan | 6,000 | 4,247 | Beaver | 1,300 | |
| Brewster | 1,900 | 731 | Hansford | 1,200 | 1,110 | Nueces | 66,600 | 61,605 | Box Elder | 6,300 | |
| Briscoe | 900 | 448 | Hardeman | 3,000 | 1,554 | Ochiltree | 2,200 | 727 | Cache | 10,400 | |
| Brooks | 2,900 | 1,846 | Hardin | 5,700 | 4,342 | Oldham | 400 | 269 | Carbon | 7,700 | |
| Brown | 8,800 | 2,907 | Harris | 339,100 | 313,667 | Orange | 16,500 | 13,809 | Daggett | 100 | |
| Burleson | 3,000 | 1,379 | Harrison | 13,500 | 8,183 | Palo Pinto | 6,000 | 5,550 | Duchesne | 2,100 | |
| Burnet | 2,800 | 2,237 | Hartley | 500 | 462 | Panola | 4,300 | 2,108 | Emery | 1,400 | |
| Caldwell | 4,700 | 3,924 | Haskell | 3,500 | 2,540 | Parker | 7,700 | 6,411 | Garfield | 900 | |
| Calhoun | 3,100 | 1,725 | Hays | 5,000 | 4,050 | Parmer | 1,700 | 1,488 | Grand | 500 | |
| Callahan | 2,300 | 1,196 | Hemphill | 1,300 | 523 | Peccs | 2,800 | 1,614 | Iron | 2,900 | |
| Cameron | 41,800 | 22,931 | Henderson | 5,500 | 3,149 | Polk | 3,800 | 3,230 | Juab | 1,500 | |
| Camp | 2,400 | 1,111 | Hidalgo | 46,400 | 27,092 | Potter | 37,000 | 33,430 | Kane | 600 | |
| Carson | 1,800 | 1,632 | Hill | 8,300 | 7,677 | Presidio | 1,500 | 596 | Millard | 2,500 | |
| Cass | 6,100 | 3,342 | Hockley | 7,600 | 6,533 | Rains | 700 | 647 | Morgan | 600 | |
| Castro | 1,500 | 1,115 | Hood | 1,300 | 1,003 | Randall | 6,600 | 5,012 | Piute | 500 | |
| Chambers | 2,200 | 2,035 | Hopkins | 6,200 | 2,775 | Reagan | 900 | 679 | Rich | 500 | |
| Cherokee | 9,600 | 5,435 | Houston | 5,300 | 2,921 | Real | 700 | 300 | Salt Lake | 95,800 | |
| Childress | 3,200 | 979 | Howard | 9,100 | 7,050 | Red River | 5,200 | 2,123 | San Juan | 1,100 | |
| Clay | 2,400 | 1,859 | Hudspeth | 1,200 | 720 | Reeves | 4,500 | 2,532 | Sanpete | 3,900 | |
| Cochran | 1,800 | 1,580 | Hunt | 12,600 | 8,860 | Refugio | 2,600 | 794 | Sevier | 3,300 | |
| Coke | 1,200 | 1,110 | Hurricane | 10,200 | 9,113 | Roberts | 300 | 199 | Summit | 1,800 | |
| Coleman | 3,700 | 2,661 | Irion | 400 | 370 | Robertson | 4,800 | 3,556 | Tooele | 5,500 | |
| Collin | 13,200 | 12,210 | Jack | 2,000 | 1,669 | Rockwall | 1,400 | 1,126 | Uintah | 2,800 | |
| Collingsworth | 2,200 | 721 | Jackson | 3,600 | 2,103 | Rusk | 12,100 | 7,747 | Utah | 26,100 | |
| Colorado | 5,000 | 4,322 | Jasper | 5,300 | 3,383 | Sabine | 1,800 | 1,273 | Wasatch | 1,300 | |
| Comal | 6,000 | 4,962 | Jeff Davis | 500 | 462 | San Augustine | 1,800 | 1,129 | Washington | 2,900 | |
| Comanche | 3,800 | 2,056 | Jefferson | 67,200 | 62,160 | San Jacinto | 1,600 | 1,063 | Wayne | 300 | |
| Concho | 1,400 | 692 | Jim Hogg | 1,200 | 546 | San Patricio | 9,800 | 6,104 | Weber | 29,700 | |
| Cooke | 7,400 | 6,823 | Jim Wells | 8,000 | 3,354 | San Saba | 2,300 | 674 | Total | 225,300 | |
| Coryell | 4,300 | 3,978 | Johnson | 11,500 | 9,802 | Schleicher | 700 | 164 | VERMONT | | |
| Cottle | 1,400 | 563 | Jones | 6,300 | 4,429 | Scurry | 9,400 | 8,695 | Addison | 4,900 | |
| Crane | 1,500 | 1,160 | Karnes | 3,900 | 1,788 | Shackelford | 1,100 | 946 | Bennington | 7,400 | |
| Crockett | 1,200 | 608 | Kaufman | 7,300 | 4,773 | Shelby | 5,600 | 3,315 | Caledonia | 6,800 | |
| Crosby | 2,500 | 2,233 | Kendall | 1,600 | 1,129 | Sherman | 700 | 595 | Chittenden | 17,800 | |
| Culberson | 500 | 270 | Kenedy | 100 | 53 | Smith | 24,100 | 16,534 | Essex | 1,700 | |
| Dallam | 2,400 | 1,873 | Kent | 500 | 250 | Scmervell | 800 | 511 | Franklin | 7,900 | |
| Dallas | 252,800 | 221,101 | Kerr | 4,600 | 1,600 | Starr | 3,100 | 1,523 | Grand Isle | 800 | |
| Dawson | 6,000 | 4,185 | Kimble | 1,200 | 820 | Stephens | 3,400 | 2,662 | Lamoille | 2,800 | |
| Deaf Smith | 3,300 | 1,369 | King | 200 | 64 | Sterling | 400 | 249 | Orange | 4,500 | |
| Delta | 1,900 | 1,215 | Kinney | 500 | 243 | Stonewall | 900 | 719 | Orleans | 5,500 | |
| Denton | 12,400 | 11,470 | Kleberg | 6,800 | 2,150 | Sutton | 1,000 | 531 | Rutland | 12,700 | |
| De Witt | 6,200 | 3,545 | Knox | 2,600 | 1,390 | Swisher | 2,400 | 2,118 | Washington | 12,100 | |
| Dickens | 1,700 | 981 | Lamar | 13,000 | 3,822 | Tarrant | 162,900 | 135,622 | Windham | 8,100 | |
| Dimmit | 2,400 | 749 | Lamb | 5,900 | 5,092 | Taylor | 23,800 | 19,383 | Windsor | 12,200 | |
| Donley | 1,500 | 882 | Lampasas | 2,900 | 2,683 | Terrill | 900 | 416 | Total | 105,200 | |
| Duval | 3,200 | 1,724 | La Salle | 1,900 | 736 | Terry | 4,600 | 2,565 | VIRGINIA | | |
| Eastland | 6,700 | 3,050 | Lavaca | 5,500 | 2,902 | Throckmorton | 900 | 508 | Accomack | 10,100 | |
| Ector | 22,700 | 16,504 | Lee | 2,400 | 2,045 | Titus | 4,600 | 1,777 | Albemarle | 14,100 | |
| Edwards | 800 | 144 | Leon | 2,700 | 1,490 | Tcm Green | 21,600 | 12,724 | Alleghany | 7,700 | |
| Ellis | 12,500 | 8,503 | Liberty | 7,800 | 7,215 | Travis | 51,400 | 47,545 | | | |
| El Paso | 70,900 | 60,256 | Limestone | 5,800 | 2,791 | Trinity | 2,400 | 1,266 | | | |
| Erath | 5,000 | 3,679 | Lipscomb | 1,100 | 605 | Tyler | 2,900 | 1,866 | | | |
| | | | Live Oak | 2,000 | 972 | Upshur | 4,900 | 2,395 | | | |
| | | | Llano | 1,700 | 1,064 | Upton | 1,600 | 906 | | | |
| | | | Loving | 100 | 87 | Uvalde | 4,800 | 2,119 | | | |
| | | | Lubbock | 45,600 | 36,266 | | | | | | |

TV homes, © TELEVISION MAGAZINE, Families © 1957, Sales Management Survey of Buying Power; further reproduction not licensed.

DICTIONARY OF SYNONYMS FOR WSM-TV



Cock of the Walk Ask the local advertisers. They'll tell you that a combination of better production, more talent, better engineering, more comprehensive news and sports coverage and more live programming makes WSM-TV clearly Nashville's number one Television Station. Hi Bramham or any Petry man can supply facts and figures.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

HI BRAMHAM, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.

FIRST AGAIN

in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering every *single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

*Out of a weekly total of 490 quarter hours
when 2 or more stations were on the air:*

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice President

National Representatives: **Select Station Representatives** in New York; **For Joe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas

| Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | |
|-------------------|--------|-------------------|---------|-------------------|-------------------|-------------------|----------------|----------------------|----------------|-------------------|--|
| VIA continued | | | | | | | | | | | |
| 1,700 | 1,054 | James City | 2,700 | 2,098 | Surry | 1,500 | 1,311 | Spokane | 87,500 | 80,937 | |
| 4,300 | 2,835 | King and Queen | 1,400 | 1,136 | Sussex | 2,800 | 1,564 | Stevens | 6,300 | 3,846 | |
| 1,900 | 1,438 | King George | 1,800 | 1,092 | Tazewell | 11,700 | 4,699 | Thurston | 16,100 | 12,130 | |
| 73,600 | 65,262 | King William | 1,900 | 1,261 | Warren | 4,500 | 3,708 | Wahkiakum | 1,000 | 446 | |
| 18,000 | 7,575 | Lancaster | 2,200 | 1,817 | Washington | 13,300 | 5,316 | Walla Walla | 12,800 | 6,092 | |
| 1,500 | 615 | Lee | 8,000 | 4,377 | Westmoreland | 2,800 | 1,586 | Whatcom | 24,100 | 15,476 | |
| 7,400 | 4,053 | Loudoun | 5,100 | 4,675 | Wise | 13,700 | 6,230 | Whitman | 9,200 | 4,907 | |
| 1,400 | 605 | Louisa | 3,000 | 2,564 | Wythe | 5,800 | 2,826 | Yakima | 47,200 | 42,091 | |
| 3,900 | 3,607 | Lunenburg | 3,400 | 1,425 | York | 4,200 | 3,338 | Total | 859,300 | 679,110 | |
| 4,200 | 1,901 | Madison | 2,100 | 1,387 | Total | 952,500 | 714,547 | | | | |
| 8,100 | 3,373 | Mathews | 1,600 | 1,314 | WASHINGTON | | | | | | |
| 2,500 | 2,021 | Mecklenburg | 8,100 | 4,416 | Adams | 3,000 | 2,775 | WEST VIRGINIA | | | |
| 21,600 | 13,613 | Middlesex | 1,900 | 1,373 | Asotin | 4,100 | 2,736 | Barbour | 4,600 | 2,235 | |
| 2,600 | 2,090 | Montgomery | 10,600 | 9,805 | Benton | 20,800 | 12,240 | Berkeley | 8,100 | 5,293 | |
| 6,800 | 3,390 | Nansemond | 10,100 | 6,616 | Chelan | 14,100 | 8,057 | Boone | 7,700 | 4,332 | |
| 3,100 | 2,867 | Nelson | 3,200 | 2,409 | Clallam | 9,600 | 7,831 | Braxton | 3,700 | 1,259 | |
| 900 | 832 | New Kent | 1,000 | 710 | Clark | 28,800 | 25,346 | Brooke | 6,900 | 6,382 | |
| 12,600 | 8,385 | Newport News | 48,300 | 44,677 | Columbia | 1,500 | 872 | Cabell | 34,300 | 31,438 | |
| 1,800 | 1,344 | Norfolk | 132,200 | 122,285 | Cowlitz | 18,800 | 9,416 | Calhoun | 2,100 | 1,287 | |
| 700 | 552 | Northampton | 4,500 | 3,105 | Douglas | 4,000 | 1,378 | Clay | 3,300 | 1,600 | |
| 3,300 | 2,245 | Northumberland | 2,400 | 2,111 | Ferry | 1,100 | 831 | Doddridge | 2,100 | 754 | |
| 1,600 | 942 | Nottoway | 4,400 | 2,568 | Franklin | 7,300 | 4,541 | Fayette | 20,300 | 12,061 | |
| 5,200 | 2,623 | Orange | 3,200 | 2,446 | Garfield | 900 | 531 | Gilmer | 2,000 | 768 | |
| 14,000 | 12,950 | Page | 3,800 | 2,452 | Grant | 13,200 | 9,599 | Grant | 2,200 | 1,186 | |
| 1,400 | 924 | Patrick | 3,600 | 1,878 | Grays Harbor | 19,400 | 11,368 | Greenbrier | 9,300 | 5,726 | |
| 45,200 | 31,734 | Pittsylvania | 27,500 | 17,908 | Island | 4,200 | 3,097 | Hampshire | 3,000 | 2,785 | |
| 5,400 | 3,644 | Powhatan | 1,200 | 1,110 | Jefferson | 2,600 | 2,405 | Hancock | 9,000 | 7,996 | |
| 2,700 | 998 | Prince Edward | 3,700 | 1,918 | King | 265,700 | 222,440 | Hardy | 2,200 | 903 | |
| 1,600 | 978 | Prince George | 9,100 | 8,226 | Kitsap | 29,100 | 22,481 | Harrison | 22,700 | 10,538 | |
| 5,700 | 3,124 | Princess Anne | 16,100 | 14,892 | Klickitat | 4,200 | 2,277 | Jackson | 3,500 | 1,605 | |
| 9,600 | 8,849 | Prince William | 5,200 | 4,810 | Lewis | 14,700 | 7,871 | Jefferson | 4,400 | 4,070 | |
| 5,100 | 3,108 | Pulaski | 7,600 | 6,574 | Lincoln | 3,500 | 2,472 | Kanawha | 67,300 | 58,818 | |
| 2,900 | 2,397 | Rappahannock | 1,400 | 682 | Mason | 4,900 | 3,540 | Lewis | 4,600 | 2,233 | |
| 1,700 | 1,485 | Richmond | 1,400 | 919 | Okanogan | 9,000 | 6,768 | Lincoln | 4,800 | 3,840 | |
| 5,600 | 2,758 | Roanoke | 39,700 | 36,722 | Pacific | 5,800 | 3,422 | Logan | 18,000 | 11,379 | |
| 1,100 | 821 | Rockbridge | 7,200 | 3,307 | Pend Oreille | 2,600 | 1,265 | McDowell | 20,800 | 11,656 | |
| 3,900 | 2,840 | Rockingham | 12,600 | 8,570 | Pierce | 92,000 | 78,897 | Marion | 19,800 | 13,870 | |
| 9,200 | 5,164 | Russell | 6,100 | 1,832 | San Juan | 1,200 | 1,110 | Marshall | 9,100 | 8,417 | |
| 5,600 | 3,815 | Scott | 6,500 | 3,663 | Skagit | 15,000 | 10,338 | Mason | 6,100 | 4,674 | |
| 89,200 | 80,064 | Shenandoah | 5,600 | 2,880 | Smyth | 1,200 | 1,110 | Mercer | 18,700 | 9,870 | |
| 12,800 | 7,853 | Southampton | 6,300 | 3,499 | Spotsylvania | 6,500 | 4,345 | Mineral | 5,700 | 5,272 | |
| 800 | 348 | Stafford | 3,200 | 2,387 | Stafford | 3,200 | 2,387 | Mingo | 11,100 | 7,041 | |
| 3,500 | 1,714 | | | | | | | Monongalia | 16,100 | 14,892 | |
| | | | | | | | | Monroe | 3,000 | 1,665 | |

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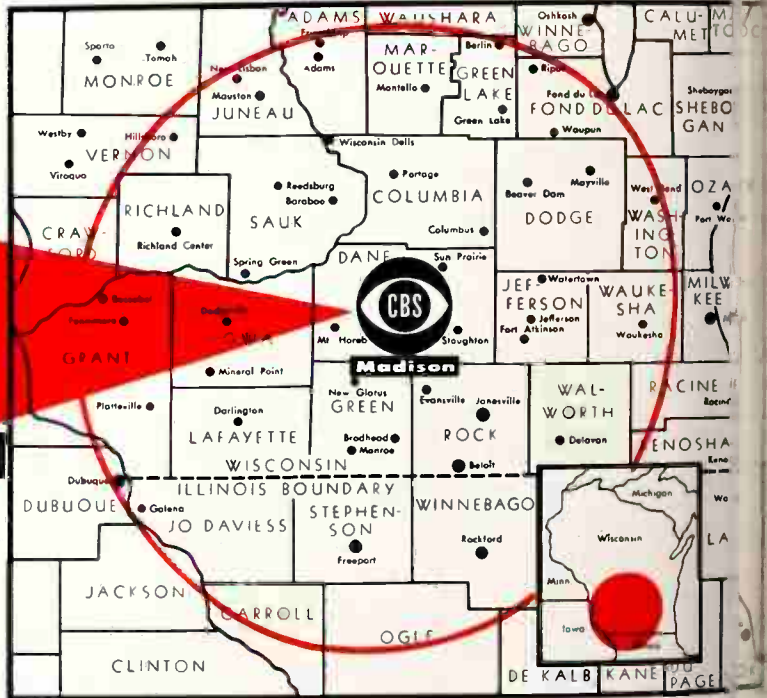
In every field, there's one
 basic reference source—
 in television, it's
TELEVISION MAGAZINE

| Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | TV Homes Aug. '57 | | Families Jan. '57 | | |
|--------------------------------|----------------|-------------------|-------------|-------------------|--------|-------------------|--------|-------------------|------------------|----------------------|--|-------------------|--------|-------------------|
| WEST VIRGINIA continued | | | | Marquette | | 2,700 | | 1,642 | | WYOMING | | | | |
| Morgan | 2,200 | 2,035 | Erown | 29,900 | 23,122 | Buffalo | 4,300 | 3,698 | Albany | | | | 6,800 | |
| Nicholas | 6,600 | 3,652 | Burnett | 2,900 | 1,409 | Calumet | 5,500 | 5,087 | Big Horn | | | | 3,700 | |
| Ohio | 23,300 | 21,552 | Calumet | 5,500 | 5,087 | Chippewa | 11,900 | 6,973 | Campbell | | | | 1,400 | |
| Pendleton | 2,000 | 932 | Clark | 9,000 | 6,851 | Clinton | 10,700 | 8,797 | Carbon | | | | 5,100 | |
| Pleasants | 1,600 | 987 | Columbia | 10,700 | 8,797 | Crawford | 4,900 | 3,420 | Converse | | | | 1,700 | |
| Pocahontas | 2,800 | 1,210 | Dane | 53,600 | 45,690 | Dodge | 17,300 | 16,002 | Crook | | | | 1,200 | |
| Preston | 7,600 | 4,235 | Dodge | 17,300 | 16,002 | Door | 6,500 | 5,412 | Fremont | | | | 6,100 | |
| Putnam | 5,100 | 4,085 | Douglas | 14,100 | 9,056 | Dunn | 7,700 | 5,086 | Goshen | | | | 3,700 | |
| Raleigh | 23,400 | 14,530 | Eau Claire | 17,400 | 16,195 | Florence | 1,000 | 583 | Hot Springs | | | | 1,800 | |
| Randolph | 7,200 | 2,271 | Fond Du Lac | 20,600 | 19,055 | Forest | 2,300 | 1,190 | Johnson | | | | 1,400 | |
| Ritchie | 2,900 | 978 | Grant | 12,500 | 8,104 | Green | 7,500 | 5,731 | Laramie | | | | 17,000 | |
| Roane | 3,800 | 1,737 | Green Lake | 4,600 | 3,440 | Iowa | 5,600 | 3,321 | Lincoln | | | | 2,300 | |
| Summers | 4,300 | 2,062 | Iron | 2,500 | 2,312 | Jackson | 4,800 | 4,440 | Natrona | | | | 13,600 | |
| Taylor | 4,400 | 3,276 | Jefferson | 13,500 | 12,487 | Kenosha | 25,600 | 22,947 | Niobrara | | | | 1,200 | |
| Tucker | 2,300 | 792 | Juneau | 5,400 | 2,510 | Kewaunee | 4,700 | 3,747 | Park | | | | 6,000 | |
| Tyler | 2,500 | 1,807 | Kenosha | 25,600 | 22,947 | La Crosse | 21,300 | 15,052 | Platte | | | | 2,400 | |
| Upshur | 4,900 | 2,971 | Kewaunee | 4,700 | 3,747 | Lafayette | 5,200 | 4,810 | Sheridan | | | | 6,200 | |
| Wayne | 8,500 | 5,334 | La Crosse | 21,300 | 15,052 | Langlade | 6,000 | 3,208 | Sublette | | | | 900 | |
| Webster | 4,000 | 1,539 | Lafayette | 5,200 | 4,810 | Lincoln | 6,500 | 4,987 | Sweetwater | | | | 6,500 | |
| Wetzel | 4,700 | 3,313 | Langlade | 6,000 | 3,208 | Manitowoc | 20,500 | 17,462 | Teion | | | | 800 | |
| Wirt | 1,200 | 710 | Lincoln | 6,500 | 4,987 | Marathon | 23,100 | 19,502 | Uinta | | | | 1,700 | |
| Wood | 21,200 | 12,089 | Marathon | 23,100 | 19,502 | Marinette | 10,400 | 7,304 | Washakie | | | | 2,100 | |
| Wycming | 9,100 | 5,551 | Marinette | 10,400 | 7,304 | Marquette | 2,700 | 1,642 | Weston | | | | 2,200 | |
| Total | 512,103 | 353,493 | | | | | | | Yellowstone Park | | | | 100 | |
| WISCONSIN | | | | Marquette | | 2,700 | | 1,642 | | Total | | | | 95.900 |
| Adams | 2,500 | 1,354 | Marquette | 2,700 | 1,642 | Washington | 10,900 | 9,853 | | | | | | |
| Ashland | 5,500 | 3,906 | Buffalo | 4,300 | 3,698 | Waubesa | 10,500 | 9,212 | | | | | | |
| Barron | 10,700 | 7,824 | Clinton | 10,700 | 8,797 | Waushara | 4,200 | 3,190 | | | | | | |
| Bayfield | 3,800 | 2,370 | Dane | 53,600 | 45,690 | Winnebago | 30,000 | 23,860 | | | | | | |
| | | | | Total | | 1,082,400 | | 901,544 | | | | | | |
| | | | | | | | | | | UNITED STATES | | | | |
| | | | | | | | | | | Total | | | | 49,478,900 |

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Reprints of TELEVISION MAGAZINE Special Report No. 12 are available at 25c each. Bulk rates on request.

**Reaching Over
35,000 TV Sets
in WISCONSIN
IOWA and
ILLINOIS!**



WISC-TV Channel 3 VHF offers you a rich area market! It includes the cream of America's Dairyland, the home of the University of Wisconsin, Wisconsin's Capital City of Madison, a northern section of agricultural Illinois. It is an area of diversified industry—a leading medical center.

WISC-TV
CHANNEL 3 VHF
MADISON, WISCONSIN

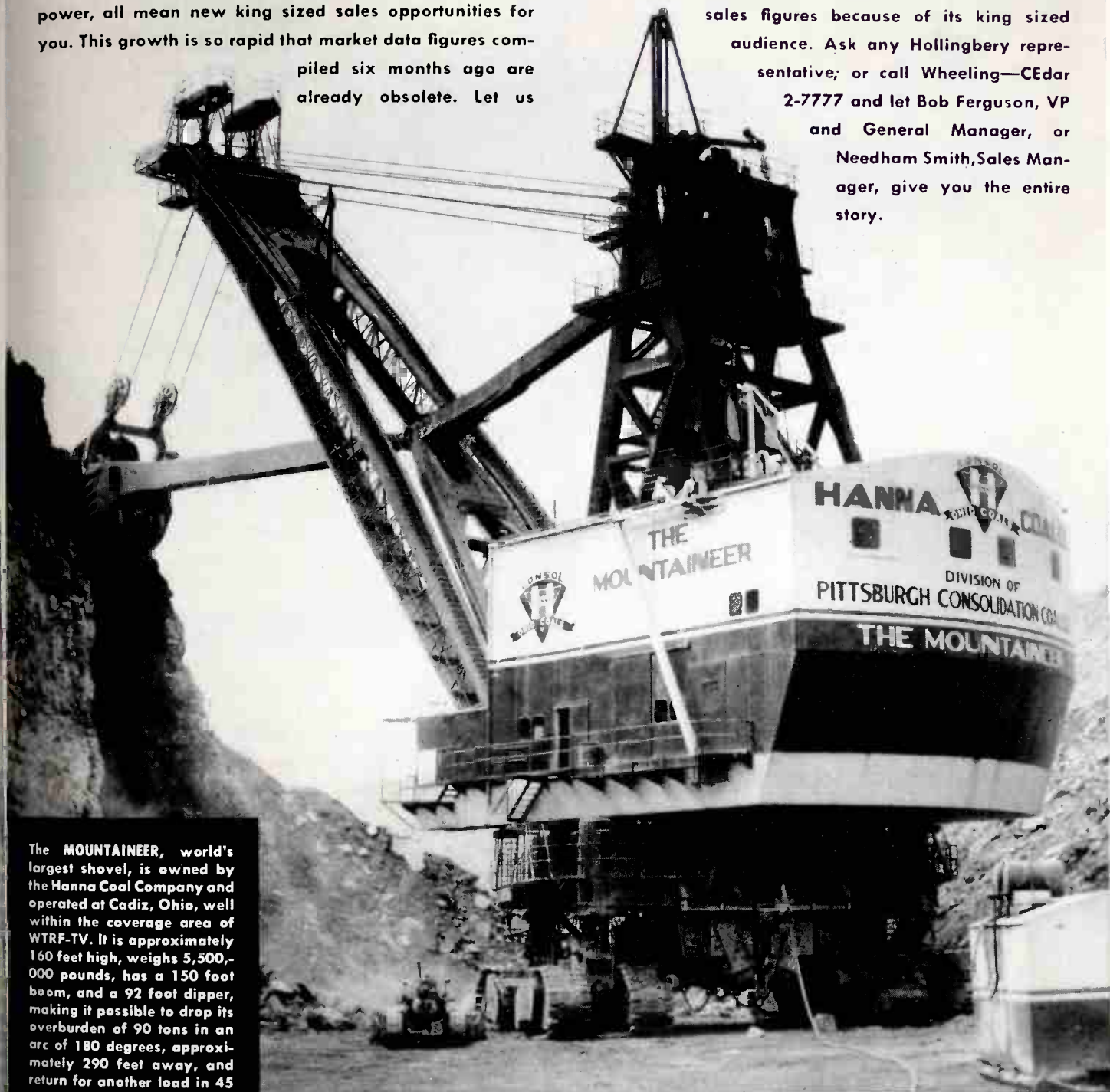
Represented Nationally by
**PETERS, GRIFFIN,
WOODWARD, INC.**

Everything is KING SIZED

in the rapidly expanding **WHEELING MARKET**

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us

show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative; or call Wheeling—CEDar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.



The MOUNTAINEER, world's largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER'S size with the average bulldozer alongside it; almost like comparing WTRF-TV's audience with its next nearest competitor.

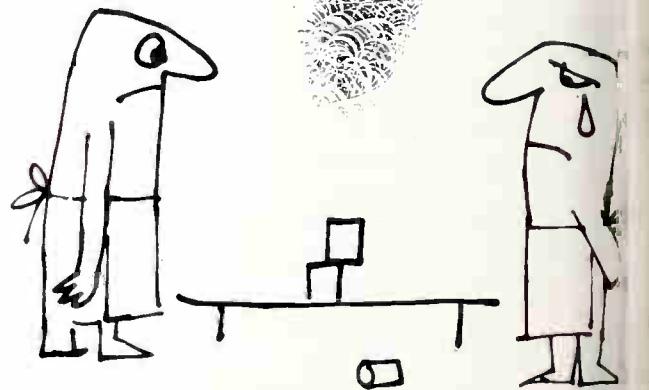
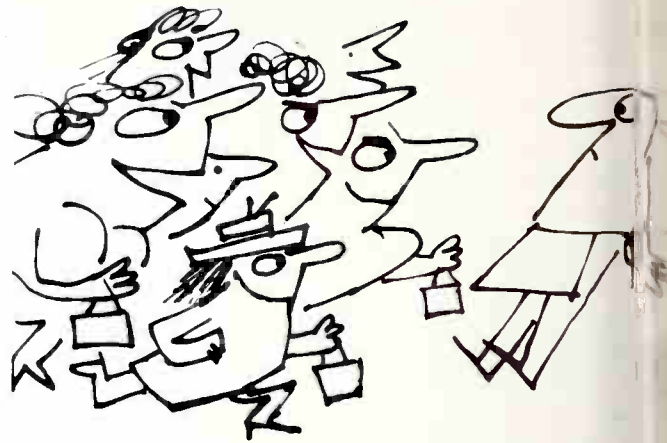
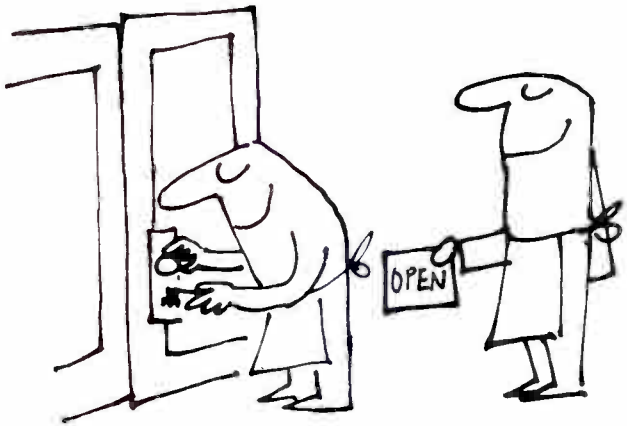
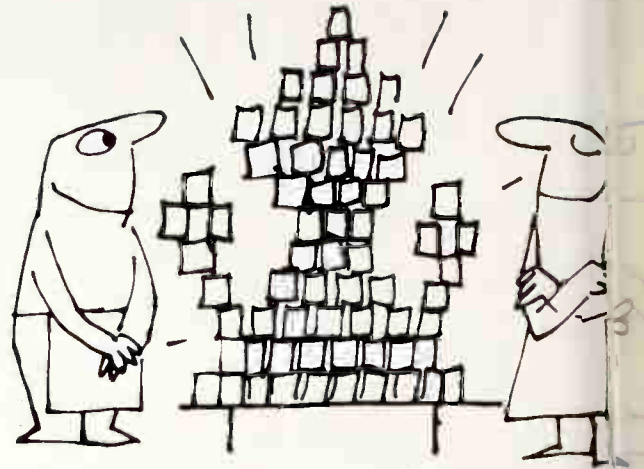
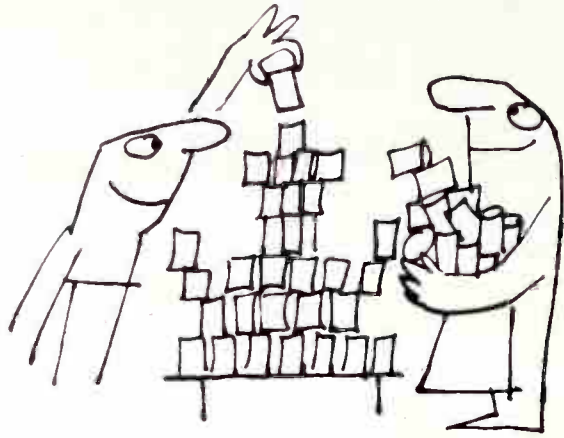
"a station worth watching"

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!

wtrf-tv
7
CHANNEL

We're selling more food in hungry San Diego



92% more than in 1950 for a 1956 total of \$229,630,000. More than is sold in Denver, New Haven, Indianapolis or New Orleans.*

San Diego has more people making more, spending more and watching Channel 8 more than ever before!

*Sales Management 1957.

www.americanradiohistory.com

KFMB  **TV**
WRATHER-ALVAREZ BROADCASTING, INC. Represented by Edward Pet...
SAN DIEGO

Television Magazine's Exclusive **RECEIVER**
CIRCULATION
REPORT FOR AUGUST

Independent estimates of TV set count for all markets, based on
our research department's projections for each U.S. county

Set count estimates which appear in this section are based on TELEVISION MAGAZINE's projections of the "National Survey of Television Sets in U.S. Households" for June 1955 and March 1956, two reports made by the Bureau of Census for the Advertising Research Foundation. In addition, totals for the four census regions were adjusted by the August 1956 ARF report.

TELEVISION MAGAZINE recently completed a re-evaluation of the coverage definition of each television market in the country. The backbone of these coverage estimates is TELEVISION MAGAZINE's interpretation of the Nielsen Coverage Service No. 2, where it has been made available. TELEVISION MAGAZINE utilizes a flexible cut-off of 25% based on a weekly viewing factor. (A special report with a full explanation of this plan is available on request.)

In some of the UHF markets it has been impossible to relate the available data. These markets are being handled by TELEVISION MAGAZINE's Research Department and new figures will be reported as soon as a sound estimate can be made.

In comparison of the ARF county figures of March 1, 1956 and those of TELEVISION MAGAZINE of the same date, there shows a difference of less than 1%. TELEVISION MAGAZINE's March 1 estimates were based on projections of the previous ARF study of June 1955. This study correlated NBC's and TELEVISION MAGAZINE's estimates with census data to arrive at nationwide county-by-county figures. In order to enable its Research Department to arrive at updated figures for television markets, TELEVISION MAGAZINE will continue to project the figures on a county-by-county basis every month.

The sets credited to each market are those covered by the station with the maximum coverage in that market. It must be remembered that the statistics for each market are based on the coverage of one station only. Figures for other stations in the market will vary according to channel, power, tower height, etc.

In many areas, individual markets have been combined in a dual-market listing. This has been done wherever there is almost complete duplication of coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, TELEVISION MAGAZINE's Research Department is continuously re-examining markets and revising set counts accordingly.

A 92.5% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., 93.5% in Providence) but the available evidence shows that penetration drops off outside the metropolitan area itself and that 92.5% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF outlets refer to VHF only. ▶

The Only TV STATION to win FOUR MAJOR AWARDS In One National PROMOTION CONTEST

1

FIRST in the nation for promotion of network programs.

1

FIRST in the nation for promotion of syndicated film programs.

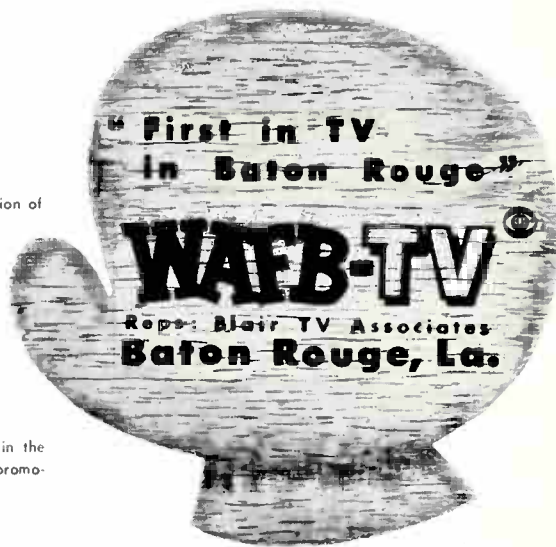
1

FIRST in Louisiana and third in the nation for general audience promotion.

2

SECOND in the nation for promotion of local live programs.

BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION



WAFB-TV is tops in other merchandising contests . . . with 8 major awards in 8 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night-time shows, 8 out of 10 top morning shows and 16 out of 25 top week-day strips.

"First in TV in Baton Rouge"

CIRCULATION AS OF AUGUST TOTAL U.S. TV HOMES

Unlike other published set counts, these are station nor network estimates. They are compiled and may not be reproduced without permission. Listed below are all stations on air July 1, 1957.

Market & Stations—% Penetration

| | |
|--|--------|
| ABILENE, Tex.—68.0 KRBC-TV (N) | 70.83 |
| ADA, Okla.—63.6 KTEN (A,C,N) | 100.00 |
| AGANA, Guam KUAM-TV (C,N) | |
| AKRON, Ohio—40.6 WAKR-TV† (A) | 90.00 |
| ALBANY, Ga.—58.2 WALB-TV (A,N) | 65.00 |
| ALBANY-SCHENECTADY-TROY, N.Y.—90.1 WCDA-TV†*** (C); WTRI† (A); WRGB (N) (WCDA-TV, Albany, N.Y. operates satellite; WCDB-TV, Hagaman, N.Y.) | 96.10 |
| ALBUQUERQUE, N.M.—59.2 KGGM-TV (C); KOAT-TV (A); KOB-TV (N) (This market is in the process of being evaluated.) | 76.30 |
| ALEXANDRIA, La.—53.3 KALB-TV (A,C,N) | 71.33 |
| ALTOONA, Pa.—91.5 WFBG-TV (A,C,N) | 97.75 |
| AMARILLO, Tex.—64.5 KFDA-TV (A,C); KGNC-TV (N) | 88.20 |
| AMES, Iowa—83.1 WOI-TV (A) | 96.42 |
| ANCHORAGE, Alaska—75.2 KENI-TV (A,N); KTVA (C) | 100.00 |
| ANDERSON, S.C.—75.2 WAIM-TV† (A,C) | 88.07 |
| ANN ARBOR, Mich.—18.9 WPAG-TV† | 21.12 |
| ARDMORE, Okla.—76.0 KVSQ-TV (N) | 77.00 |
| ASHEVILLE, N.C.—60.9 WISE-TV† (C,N); WLOS-TV (A) | 80.37 |
| ATLANTA, Ga.—71.0 WAGA-TV (C); WLW-A (A); WSB-TV (N) | 82.96 |
| AUGUSTA, Ga.—64.6 WJBF-TV (A,N); WRDW-TV (C) | 96.11 |
| AUSTIN, Tex.—78.3 KMMT (A) | 92.02 |
| AUSTIN, Tex.—77.6 KTBC-TV (A,C,N) | 92.42 |
| BAKERSFIELD, Cal.—85.4 KBAK-TV† (A,C); KERO-TV (N) | 93.59 |
| BALTIMORE, Md.—83.4 WAAM (A); WBAL-TV (N) WMAR-TV (C) | 72.25 |
| BANGOR, Me.—87.0 WABI-TV (A,N); W-TWO (C) | 43.13 |
| BATON ROUGE, La.—61.1 WAFB-TV† (C); WBRZ (A,N) | 14.82 |
| BAY CITY-SAGINAW, Mich.—88.2 WNEM-TV (A,N); WKXN-TV† (A,C) (Includes Flint) | 31.04 |
| BEAUMONT, Tex.—75.8 KFDM-TV (A,C) | 87.34 |
| | 02.43 |
| | 82.77 |
| | 49.10 |

| Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes |
|---|-----------|--|---------------------|--|--------------------|
| BINGHAM, Wash.—80.6 OS-TV (C) | 82,622 | BRISTOL, Va.-Tenn.—54.3 WCYB-TV (A,N) | 219,260 | CHARLESTON-HUNTINGTON, W.Va.—69.6 WCHS-TV (C); WHTN-TV (A,N); WSAZ-TV (N) | 400,785 |
| LEHEM-AlLENTOWN-EASTON, Pa.—51.2 EV-TV† (N); WGLV† (A) | †67,036 | BRYAN, Tex.—65.1 KBTX-TV (A,C) | 29,770 | CHARLOTTE, N.C.—67.9 WBTV (A,C); WSOC-TV (N) | 580,632 |
| SPRING, Tex.—82.6 DY-TV (C) | 29,393 | BUFFALO, N.Y.—83.0 WBEN-TV (C); WBUF-TV† (N) WGR-TV (A) | 560,130 †180,121 | CHATTANOOGA, Tenn.—64.0 WDEF-TV (A,C); WRGP-TV (N) | 132,866 |
| INGS, Mont.—49.9 OK-TV (A,C) | 33,149 | BURLINGTON, Vt.—82.8 WCAX-TV (C) | *153,509 | CHEYENNE, Wyo.—58.5 KFBC-TV (A,C,N) (Operates satellite KSTF, Scottsbluff, Neb.) | **64,245 |
| HAMTON, N.Y.—90.9 BF-TV (A,C,N) | 351,671 | BUTTE, Mont.—53.9 KXLF-TV (A,N) | 30,049 | CHICAGO, Ill.—90.3 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N) | 2,092,937 |
| INGHAM, Ala.—69.4 BT (A,N); WBRC-TV (C) | 405,621 | CADILLAC, Mich.—85.1 WWTV (A,C) | 187,482 | CHICO, Cal.—59.5 KHSL-TV (A,C) | 75,624 |
| ARCK, N.D.—59.0 MB-TV (C); KFVR-TV (A,N) | 48,428 | CAPE GIRARDEAU, Mo.—64.8 KFVS-TV (C,N) | 206,180 | CINCINNATI, Ohio—84.5 WCPO-TV (A); WKRC-TV (C); WLW-TV (N) | 601,464 |
| INGTON, Ind.—82.5 TV (N) (Includes Indianapolis, Ind.) For ranking purposes, consider this market as Birmingham-Indianapolis) | 685,251 | CARLSBAD, N.M.—59.5 KAVE-TV (C) | 29,555 | CLEVELAND, Ohio—89.0 WEWS (A); KYW-TV (N); WJW-TV (C) | 1,149,114 |
| FIELD, W. Va.—55.6 IS-TV (N) | 131,369 | CARTHAGE-WATERTOWN, N.Y.—80.4 WCNY-TV (A,C) | *80,265 | CLOVIS, N.M.—55.4 KICA-TV (C) | 17,076 |
| IDA, Ida.—64.0 TV (C); KIDO-TV (A,N) | 61,554 | CASPER, Wyo.—55.6 KTWO (A,N) | 11,345 | COLORADO SPRINGS-PUEBLO, Colo.—59.9 KKTU (A,C); KRDO-TV (N); KCSJ-TV (N) | 68,263 |
| CON, Mass.—91.3 Z-TV (N); WNAC-TV (A,C) | 1,368,507 | CEDAR RAPIDS-WATERLOO, Iowa—83.3 KCRG-TV (A); WMT-TV (C); KWWL-TV (N) | 331,512 | COLUMBIA-JEFFERSON CITY, Mo.—66.1 KOMU-TV (A,N); KRCG-TV (A,C) | 111,893 |
| REPORT, Conn.—13.2 CC-TV† (A) | †64,585 | CHAMPAIGN, Ill.—77.0 WCIA (C,N) | 369,572 | COLUMBIA, S.C.—66.5 WIS-TV (A,N); WNOK-TV† (C) | 189,123 †42,456 |

Is this your MARKET Book?

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WMT-TV
CBS Television for Eastern Iowa
Mail Address: Cedar Rapids
National Reps: The Katz Agency

*Neither ARB, Nielsen, nor Pulse. We read it somewhere.

| Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes |
|---|--------------------|---|----------------------|--|----------|
| COLUMBUS, Ga.—61.0 WTVM† (N); WRBL-TV (A,C) | 168,541 †63,223 | DECATUR, Ill.—75.5 WTVF† (A) | †150,787 | EAU CLAIRE, Wis.—72.0 WEAU-TV (A,N) | |
| COLUMBUS, Miss.—58.3 WCBI-TV (C,N) | 72,617 | DENVER, Colo.—79.0 KBTV (A); KLZ-TV (C); KOA-TV (N); KTVR | 298,582 | EL DORADO, Ark.—53.5 KRBB (N) | |
| COLUMBUS, Ohio—89.6 WBNS-TV (C); WLW-C (N); WTVN (A) | 431,810 | DES MOINES, Iowa—83.8 KRNT-TV (C); WHO-TV (N) | 270,406 | ELKHART, Ind.—(See South Bend, Ind.) | |
| CORPUS CHRISTI, Tex.—68.9 KRIS-TV (A,N); KSIJ-TV (C) KVDO-TV† (A) | 94,989 †69,991 | DETROIT, Mich.—WINDSOR, Can.—89.0 WJBK-TV (C); WWJ-TV (N); WXYZ (A); CKLW-TV | 1,387,214 | EL PASO, Tex.—JUAREZ, Mex.—76.9 KILT-TV (A); KRQD-TV (C); KTSM-TV (N); XEJ-TV | |
| DALLAS-FT. WORTH, Tex.—76.8 KRLD-TV (C); WFAA-TV (A,N); KFJZ-TV; WBAP-TV (A,N) | 587,174 | DICKINSON, N.D.—47.3 KDIX-TV (C) | 25,301 | ENID, Okla.—(See Oklahoma City) | |
| DANVILLE, Ill.—71.1 WDAN-TV† (A) | †62,956 | DOTHAN, Ala.—48.6 WTVY (A,C) | 61,099 | ERIE, Pa.—92.3 WICU (A,N); WSEE-TV† (A,C) | |
| DAVENPORT, Iowa—ROCK ISLAND, Ill.—85.5 WOC-TV (N); WHBF-TV (A,C) | 380,331 | DULUTH, Minn.—SUPERIOR, Wis.—70.5 KDAL-TV (A,C); WDSM-TV (N) | 147,876 | EUGENE, Ore.—67.0 KVAL-TV (N) (Operates satellite KPIC-TV, Roseburg, C) | |
| DAYTON, Ohio—89.5 WHIO-TV (C); WLW-D (A,N) | 436,615 | DURHAM-RALEIGH, N.C.—66.1 WTVD (A); WNAO-TV† (A,C); WRAL-TV (N) | 321,392 •†113,122 | EUREKA, Cal.—64.8 KIEM-TV (A,C,N) | |
| DAYTONA BEACH, Fla.—53.8 WESH-TV | 54,786 | EASTON-BETHLEHEM-ALLENTOWN, Pa.—51.2 WGLV† (A); WLEV-TV† (N) | †67,036 | EVANSVILLE, Ind.—HENDERSON, Ky.—65.1 WFIE-TV† (N); WTVW (A); WEHT† (C) | |
| DECATUR, Ala.—77.4 WMSL-TV† (C,N) | •†30,906 | | | FAIRBANKS, Alaska KFAR-TV (A,N); KTVF (C) | |

In using this data, remember—

- TELEVISION MAGAZINE's circulation estimates are the only ones published anywhere which update the ARF-Census data on a county-by-county basis.
- All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the most powerful station in the market. In mixed markets, the coverage is that of the powerful VHF outlet.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.
- A 92.5% ceiling has been established as the most logical theoretical cutoff on penetration.
- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing. Data for unduplicated coverage of a specific lineup of stations can be obtained, however, by using this section in conjunction with the TV Homes by Counties section.
- "DI" indicates that data is incomplete.
- Circulation and market definition are compiled by TELEVISION MAGAZINE's research department. This exclusive data may not be reproduced without permission.

ALSO SEE "HOW COVERAGE IS DEFINED," PAGE 46



It's Here!

... with an extra BONUS for YOU. Our new maximum power and 1,000 foot tower is erected ... delivering you a market of 107,981 TV SETS.*

*New Television Magazine set count figures.

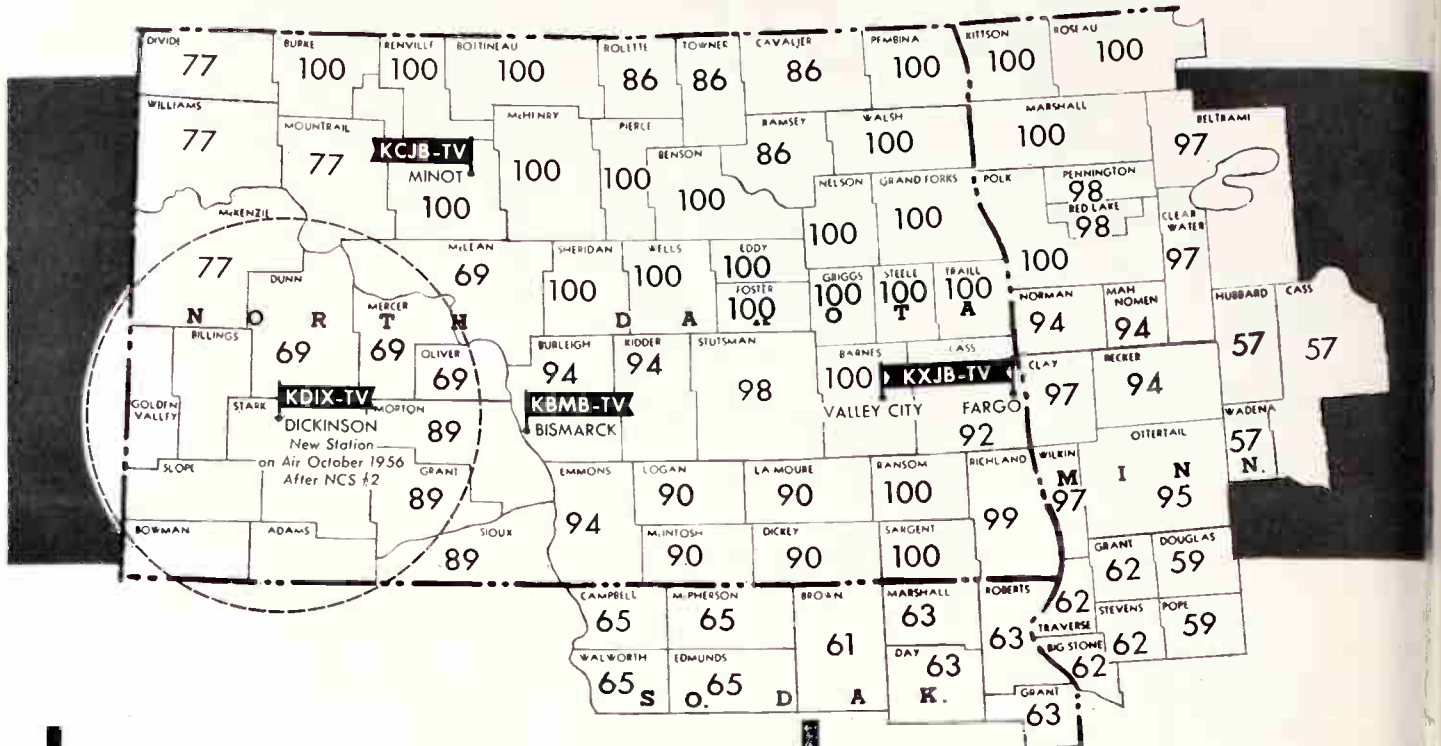
THE BIG CHEESE IN WISCONSIN IS ...

WEAU-TV

EAU CLAIRE, WISCONSIN

WHICH STATION ARE YOU BUYING IN NORTH DAKOTA?

Here is how the MARKET MAKER STATIONS of the North Dakota Broadcasting Company dominate the state in audience and coverage.



This map shows
PERCENTAGE OF HOMES IN EVERY COUNTY VIEWING THE MARKET MAKER STATIONS WEEKLY
 NIELSEN'S NCS STUDY #2, Summer 1956

LET'S FACE FACTS! North Dakota's population is spread out all over the state. Not even one city contains 10% of the state's total population. 74% of North Dakota's families live in rural areas.

That's why TV coverage is so important in North Dakota. That's the reason for the North Dakota Broadcasting Company with its 4 stations to cover the state.

The Market Makers reach every television viewer in the state and then some: every county in North Dakota, plus 22 counties in Western Minnesota, and 9 in South Dakota.

The map above was compiled from Nielsen's Coverage Study #2, (1956). In a total of 70 counties, the Market Maker stations delivered from 57 to 100% of the homes weekly. KDIX was not on the air when this study was made. But now that it's in full operation, every North Dakota county is covered by the Market Makers!

You reach 257,467 families when you buy your Market Maker stations: (figures from Television Magazine's set count in August 1957.) No other combination of stations can deliver this entire audience to you. One call buys them all on the Market Maker stations of the North Dakota Broadcasting Company.

| station | channel | TV homes |
|----------------|---------------------------------|----------------|
| KXJB-TV | 4 VALLEY CITY & FARGO | 155,610 |
| KCJB-TV | 13 MINOT | 28,128 |
| KBMB-TV | 12 BISMARCK | 48,428 |
| KDIX-TV | 2 DICKINSON | 25,301 |
| | TOTAL | 257,467 |

*Source: Television Magazine, August 1957

REGIONAL SALES OFFICE: **BILL HURLEY**, 300 Roanoke Bldg., Minneapolis. FEderal 5-1341

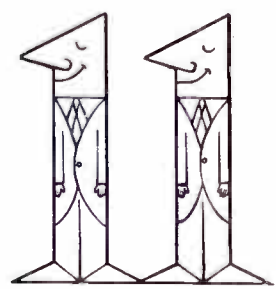
STATION REPRESENTATIVES: **KDIX-TV: Hal Holman Co.**

KCJB-TV; KBMB-TV; KXJB-TV: Weed Television Co.

| City & Stations—% Penetration | TV Homes |
|---|---------------------|
| ANDOVER, N.D.—69.1 KAY-TV (A,N) also Valley City, N.D.) | 141,873 |
| ASHEVILLE, N.C.—79.0 WB-TV† (A,C,N) | †21,830 |
| CHARLOTTE, S.C.—54.6 WTV (A,C,N) | 160,120 |
| CHICAGO, Iowa—47.7 WTV (N) | †21,927 |
| DADEBURG, Fla.—(See Miami, Fla.) | |
| DECATUR, Fla.—60.8 WK-TV (A,C) | 17,342 |
| DECATUR, Ark.—55.3 KAT-TV† (A,N); KNAV-TV (C) | 55,106 †32,491 |
| ELLETTSVILLE, Ind.—81.8 WNE-TV† (A,C); WKJG-TV† (N) | †193,107 |
| FORT WORTH-DALLAS, Tex.—76.8 WTVT; WBAP-TV (A,N); WTVT-TV (C); WFAA-TV (A,N) | 587,174 |
| FRESNO-TULARE, Cal.—83.2 KFTV-TV (C); KJEO-TV† (A); KFTV-TV† (N); KVVGT | 215,684 †160,335 |
| HOUSTON-HOUSTON, Tex.—83.0 KFTV-TV (C); KPRC-TV*** (N); KTRK-TV (A) Lufkin, Tex. optional satellite of KPRC-TV. Houston, Tex.) | 561,050 |
| GRAND FORKS, N.D.—69.3 KFTV-TV (N) | 32,347 |
| GRAND JUNCTION, Colo.—44.2 KFTV-TV (A,C,N) | 15,332 |
| GRAND RAPIDS, Mich.—87.2 WOD-TV (A,N) (Ranking purposes, consider this market Grand Rapids-Kalamazoo.) | 447,901 |
| GRAND BEND, Kan.—66.8 KFTV-TV (N) | 104,200 |
| GRAND FALLS, Mont.—47.7 KFTV-TV (A,C,N) | 35,034 |
| GRAND BAY, Wis.—78.4 WY-TV (C); WFRV-TV (A,C) Marinette) | 368,327 |
| GREENSBORO, N.C.—73.0 WY-TV (A,C) | 409,201 |
| GREENVILLE-SPARTANBURG, S.C.—61.9 WY-TV (N); WSPA-TV (C) | 290,729 |
| GREENVILLE-WASHINGTON, N.C.—59.2 WY-TV (A,C); WITN (N) | 207,634 |
| HAMBURG, Mo.—QUINCY, Ill.—74.4 WY-TV (C); WGEM-TV (A,N) | 157,874 |
| HAMILTON-WESLACO, Tex.—53.2 KFTV-TV (A,C); KRGV-TV (N) | 70,395 |
| HAMBURG, Ill.—42.6 WY-TV† (A,N) | †39,347 |
| HAMBURG, Pa.—89.1 WY-TV† (C); WTPA† (A) | †174,136 |
| HAMBURG, Va.—62.4 WY-TV (A,C,N) | 74,033 |
| HARTFORD-NEW BRITAIN, Conn.—75.7 WY-TV† (C); WNBC† (N) | †309,765 |
| HARTFORD, Neb.—66.6 WY-TV (N) | 107,138 |
| HARTFORD, Miss.—59.3 WY-TV (A,N) | 82,820 |

*This clear-cut lead in
share of audience
plus lowest cost-per-1000
.. two of many sound
reasons for buying*

KFJZ-TV



Channel

for the Dallas-Fort Worth market

**Latest* ARB Ratings
Combined Dallas-Fort Worth
Share of Audience
9 P.M. to Midnight, Monday
through Sunday**

KFJZ-TV 29.2%
Station A 27.3
Station B 27.1
Station C 16.6

*June 1-7

Represented by **BLAIR-TV**

Please
send me
**TELEVISION
MAGAZINE**
every month

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group Rates } \$3.00 each for ten or more Bill Co.
 } \$3.50 each for five to nine Bill Me

Add 50c per year for Canada
Add \$1.00 per year for foreign subscription

Name.....
Company.....
Address.....
City..... Zone..... State.....
 Send to Home
Address.....

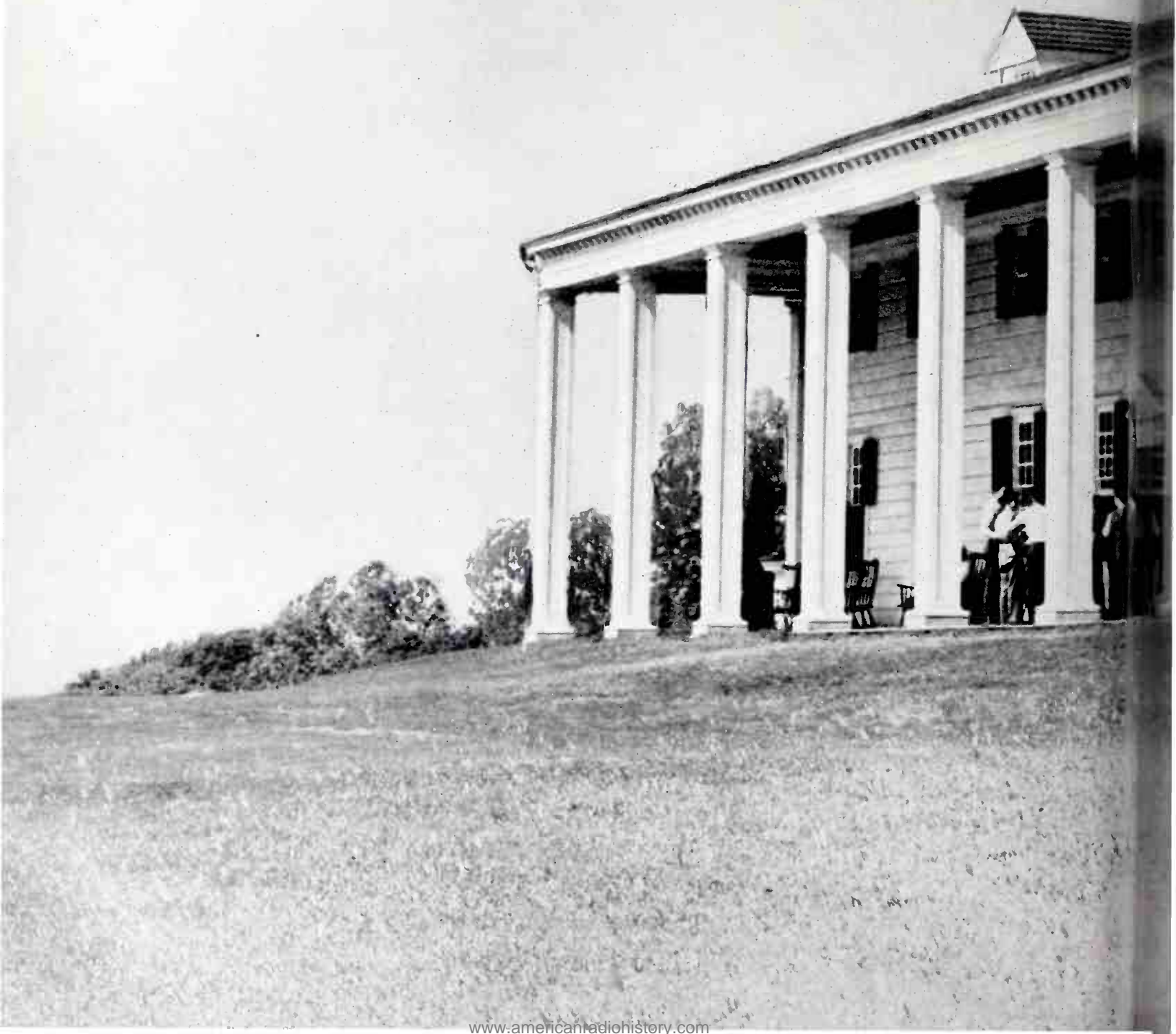
PUBLISHED BY FREDERICK KUGEL COMPANY • 600 MADISON AVE., NEW YORK 22, N. Y.

Famous on the local scene

It was the leadership and inspiration of George Washington that changed
Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that
has given national prominence to the Storer stations.

A Storer station is a *local* station.



...t known throughout the nation.



STORER BROADCASTING COMPANY



WSPD-TV
Toledo, Ohio

WSPD
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJW
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WJBK
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WAGA
Atlanta, Ga.

WIBG
Philadelphia, Pa.

WVUE
Wilmington, Del.

WVVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NEW YORK — 625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO — 230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO — 111 Sutter Street, San Francisco, Sutter 1-8689

| Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes | Market & Stations—% Penetration | TV Homes |
|--|---------------------|---|--------------------|--|------------------|
| HENDERSON, Ky.-EVANSVILLE, Ind.—65.1 WEHT-TV† (C); WFIE-TV† (N); WTVW (A) | 187,754 †106,339 | JEFFERSON CITY-COLUMBIA, Mo.—66.1 KRCG-TV (C); KOMU-TV (A,N) | 111,893 | LAFAYETTE, La.—55.3 KLFY-TV (C) | 40,651 |
| HENDERSON-LAS VEGAS, Nev.—64.2 KLRJ-TV (A,N); KLAS-TV (C); KSHO-TV | 24,021 | JOHNSON CITY, Tenn.—51.1 WJHL-TV (A,C) | 114,000 | LAKE CHARLES, La.—71.2 KPLC-TV (A,N); KTAG-TV† (C) | 13,009 12,234 |
| HONOLULU, T.H.—78.3 KGMB-TV (C); KONA-TV (N); KULA-TV (A) (KGMB-TV operates satellites KHBC-TV, Hilo and KMAU-TV, Wailuku. KONA-TV operates satellite KMVI-TV, Wailuku) | **106,475 | JOHNSTOWN, Pa.—90.6 WARD-TV† (A,C); WJAC-TV (N) (Circulation shown includes Pittsburgh, Pa.) | 1,075,553- †† | LANCASTER, Pa.—87.1 WGAL-TV (C,N) | 1,813 |
| HOUSTON-GALVESTON, Tex.—83.0 KPRC-TV*** (N); KTRK-TV (A); KGUL-TV (C) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.) | 561,050 | JOPLIN, Mo.-PITTSBURG, Kan.—65.4 KODE (A,C); KOAM-TV (A,N) | 139,399 | LANSING, Mich.—86.7 WJIM-TV (A,C,N) (Includes Flint) | 12,944 |
| HUNTINGTON-CHARLESTON, W.Va.—69.6 WHTN-TV (A,N); WSAZ-TV (N); WCHS-TV (C) | 400,785 | JUNEAU, Alaska KINY-TV (C) | †† | LAREDO, Tex.—53.1 KHAD-TV (A,C,N) | 7,944 |
| HUTCHINSON-WICHITA, Kan.—75.2 KTVH (C); KAKE-TV (A); KARD-TV (N) (This market is in the process of being re-evaluated.) | 252,038 | KALAMAZOO, Mich.—87.2 WKZO-TV (A,C) (For ranking purposes, consider this market Kalamazoo-Grand Rapids.) | 637,607 | LAS VEGAS-HENDERSON, Nev.—64.2 KLAS-TV (C); KSHO-TV; KLRJ-TV (A,N) | 1,472 |
| IDAHO FALLS, Ida.—62.6 KID-TV (A,C,N) | 43,216 | KANSAS CITY, Mo.—82.3 KCMO-TV (C); KMBC-TV (A); WDAF-TV (N) | 548,696 | LAWTON, Okla.—75.5 KSWO-TV (A) | 11,000 |
| INDIANAPOLIS, Ind.—83.3 WFBN-TV (N); WISH-TV (C) (See also Bloomington, Ind.) (For ranking purposes, consider this market Indianapolis-Bloomington.) | 713,717 | KEARNEY, Neb.—64.6 KHOL-TV (A,C) (Operates satellite KHPL-TV, Hayes Center, Neb.) | **112,582 | LEBANON, Pa. WLBR-TV† (C) | 1,000 |
| JACKSON, Miss.—58.1 WJTV (A,C); WLBT (N) | 220,308 | KLAMATH FALLS, Ore.—44.1 KOTI (A,C,N) (Optional satellite of KBES-TV, Medford, Ore.) | 13,758 | LEXINGTON, Ky.—37.0 WLEX-TV† (A,N) | 9,800 |
| JACKSON, Tenn.—51.5 WDXI-TV (C) | 71,732 | KNOXVILLE, Tenn.—60.9 WATE-TV (N); WBIR-TV (C); WTVK-TV† (A) | 227,166 †79,460 | LIMA, Ohio—73.5 WIMA-TV† (A,C,N) | 10,691 |
| JACKSONVILLE, Fla.—58.2 WJHP-TV† (A,N); WMBR-TV (A,C) | 234,588 †75,242 | LA CROSSE, Wis.—68.4 WKBT (A,C,N) | 121,750 | LINCOLN, Neb.—76.1 KOLN-TV (A,C) | 3,000 |
| | | LAFAYETTE, Ind.—87.4 WFAM-TV† (C) | •†56,771 | LITTLE ROCK-PINE BLUFF, Ark.—63.5 KARK-TV (N); KTHV (C); KATV (A) | 3,897 |
| | | | | LOS ANGELES, Cal.—90.1 KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV | 1,1662 |
| | | | | LOUISVILLE, Ky.—74.6 WAVE-TV (A,N); WHAS-TV (C) | 9,612 |
| | | | | LUBBOCK, Tex.—73.0 KCBD-TV (A,N); KDUB-TV (C) | 1,480 |
| | | | | LUFKIN, Tex.—60.5 KTRE-TV (N) (Optional satellite of KPRC-TV, Houston, | 1,026 |
| | | | | LYNCHBURG, Va.—63.6 WLVA-TV (A) | 4,676 |
| | | | | MACON, Ga.—53.1 WMAZ-TV (A,C) | 5,329 |
| | | | | MADISON, Wis.—84.0 WIS-TV (C); WKOW-TV† (A); WMTV† (N) | 9,817 8,378 |
| | | | | MANCHESTER, N.H.—90.7 WMUR-TV (A) (Circulation shown does not include Mass., where station has sizable audience.) | 9,525 |
| | | | | MARINETTE, Wis.—79.2 WMBV-TV (N) (Covers Green Bay) | 1,025 |
| | | | | MARQUETTE, Mich.—83.0 WDMJ-TV (C) | 1,992 |
| | | | | MASON CITY, Iowa—77.4 KGLO-TV (C) | 9,750 |
| | | | | MAYAGUEZ, P.R. WORA-TV (C) | 11 |
| | | | | MEDFORD, Ore.—52.7 KBES-TV (A,C,N) | 9,887 |
| | | | | MEMPHIS, Tenn.—58.8 WHBQ-TV (A); WMCT (N); WREC-TV (C) | 9,293 |
| | | | | MERIDIAN, Miss.—58.4 WTOK-TV (A,C,N) | 1,350 |
| | | | | MIAMI-FT. LAUDERDALE, Fla.—86.7 WCKT (N); WITV† (A); WTVJ (C) | 3,478 6,283 |
| | | | | MIDLAND-ODESSA, Tex.—70.4 KMID-TV (A,N); KOSA-TV (C) | 3,911 |

advertisers with rapidly changing market-by-market problems are



as a basic advertising medium

Alan C. Garratt, Advertising Manager of the ACC Division ("PALL MALL" and "HIT PARADE" cigarettes) of the American Tobacco Company, puts it this way: "Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Spot Radio and Television, we have cracked the country, market by market. The stations represented by NBC Spot Sales played a big part in the promotion of our new brand."



Buy the LEADERSHIP station in Honolulu—KONA • 2

Jackson, Mississippi

the SOUTH'S FASTEST
GROWING TV MARKET!

now
220,000
TV homes!

Average family income, Jackson
area, is now \$5735.00!

Reach this expanding industrial,
farm, oil and gas market with
television...two great stations—

W L B T
NBC·ABC
channel **3**
Hollingbery

W J T V
CBS
channel **12**
Katz



**BETTER
THAN
EVER!**

**12
WISN-TV**

**HIGH
RATINGS
(ARB)**

**LOW COST
PER M**

**Effective
Merchandising**

**Wide Coverage
In Wisconsin**

**MILWAUKEE
America's
14th Market**

- 362,400 families
 - \$2,248,671,000 effective buying income
 - \$1,451,481,000 total retail sales
-
- Plus coverage of 418,000 additional families beyond the metropolitan area

John B. Soell, Station Manager
Represented by Edward Petry & Co.



| Market & Stations—% Penetration | TV Homes |
|--|------------------------|
| MILWAUKEE, WIS.—90.0 WISN-TV (A); WITI-TV; WUJ-TV (N); WXIX† (C) | 557,299 †254,268 |
| MINNEAPOLIS-ST. PAUL, Minn.—79.5 KSTP-TV (N); WCCO-TV (C); WTCN-TV (A) | 689,007 |
| MONTEBELT, N.D.—55.8 KJ-TV (A,C,N) | 28,128 |
| MISSOULA, Mont.—55.5 KBO-TV (A,C) | 41,355 |
| MOBILE, Ala.—62.2 WVA-TV (A,N); WKRG-TV (C) | 199,883 |
| MOBILE, Ala.—58.5 KJTV-TV (A,C,N) | 140,727 |
| MONTGOMERY, Ala.—58.8 KOV-TV† (C); WSFA-TV (N) | 135,930 †73,046 |
| MUNCIE, Ind.—77.9 WVC-TV† (A,C,N) | †87,309 |
| MUSKOGEE, Okla.—78.2 KX (A) (Includes Tulsa, Okla.) | 230,744 |
| NASHVILLE, Tenn.—61.2 WVC-TV (C); WSIX-TV (A); WSM-TV (N) | 345,692 |
| NEW BRITAIN-HARTFORD, Conn.—75.7 WIC† (N); WHCT† (C) | †309,765 |
| NEW HAVEN, Conn.—91.5 WIC-TV (A) | 884,086 |
| NEW ORLEANS, La.—75.3 WU-TV (A,C,N); WJMR-TV† (A,C) | 429,591 †133,387 |
| NEW YORK, N.Y.—90.6 WVC-TV (A); WABD; WATV; WIS-TV (C); WOR-TV; WPIX; WRCA-TV (N) | 4,715,340 |
| NOVA, Va.—81.2 WIR-TV (A,C); WTOV-TV†; WVC-TV† (N) | 313,299 •†163,002 |
| NOVA, W. Va.—55.0 WLY-TV (A) | 89,494 |
| ODessa-MIDLAND, Tex.—70.4 KKA-TV (C); KMID-TV (A,N) | 73,911 |
| OKLAHOMA CITY, Okla.—77.5 KOV (C); WKY-TV (N); KGEO (Enid) (A) | 375,237 |
| OMAHA, Neb.—83.5 KIV (A,N); WOW-TV (C) | 374,184 |
| ORLANDO, Fla.—63.9 WTO-TV (A,C,N) | 161,397 |
| OTTAWA, Iowa—70.9 KID (C,N) | 149,073 |
| PADUCAH, Ky.—52.6 WDO-TV (N) | 60,650 |
| PANAMA CITY, Fla.—45.1 WPM-TV (A,C,N) | 18,869 |
| PATRICKSBURG, W. Va.—41.9 WPT-TV† (A,C,N) | •†37,582 |
| PENNSYLVANIA, Fla.—59.8 WPR-TV (A,C) | 168,294 |
| PEORIA, Ill.—83.8 WPC-TV† (N); WTVH-TV† (A,C) | •†185,390 |
| PETERSBURG, Va.—72.3 WPS-TV (N) (Includes Richmond, Va.) (For ranking purposes, consider this market Petersburg-Richmond.) | 243,778 |
| PHILADELPHIA, Pa.—90.0 WUP-TV (C); WFIL-TV (A); WPTZ-TV (N) (For ranking purposes, consider this market Philadelphia-Wilmington.) | 1,771,471 |
| PHOENIX-MESA, Ariz.—80.5 WPH-TV (C); KPHO-TV; KPNV-TV (A); KVAR (N) | 171,394 |
| PITTSBURGH-LITTLE ROCK, Ark.—63.5 WPK-TV (A); KARK-TV (N); KTHV (C) | 253,897 |
| PIUMBERG, Kan.—JOPLIN, Mo.—65.4 WPA-TV (A,N); KODE-TV (A,C) | 139,399 |
| PITTSBURGH, Pa.—80.1 WPTZ-TV (A,C); WENS† (A,C,N) | 1,219,413 •†334,322 |

| Market & Stations—% Penetration | TV Homes |
|--|-----------------------|
| PLATTSBURG, N.Y.—83.0 WPTZ (A,N) | 108,676 |
| POLAND SPRING, Me.—86.8 WMTW (A,C); (Mt. Washington, N.H.) | *311,109 |
| PORTLAND, Me.—86.4 WCSH-TV (N); WGAN-TV (C) | 208,396 |
| PORTLAND, Ore.—75.2 KGW-TV (A); KLOR-TV; KOIN-TV (C); KPTV (N) | 415,365 |
| PRESQUE ISLE, Me.—86.7 WAGM-TV (C) | 34,410 |
| PROVIDENCE, R.I.—92.1 WJAR-TV (A,N); WPRO-TV (C) | 752,635 |
| PUEBLO-COLORADO SPRINGS, Colo.—59.9 KCSJ-TV (N); KKTU (A,C); KRDO-TV (N) | 68,263 |
| QUINCY, Ill.-HANNIBAL, Mo.—74.4 WGEM-TV (A,N); KHQA-TV (C) | 157,874 |
| RALEIGH-DURHAM, N.C.—66.1 WNAO-TV† (A,C); WRAL-TV (N); WTVD (A) | 321,392 •†113,122 |
| RAPID CITY, S.D.—57.2 KOTA-TV (A,C,N) | 24,695 |
| REDDING, Cal.—48.1 KVIP (N) | 39,562 |
| RENO, Nev.—62.3 KOLO-TV (A,C,N) | 43,610 |
| RICHMOND, Va.—72.3 WRVA-TV (C); WTVR (A); WXEX-TV (N) (Petersburg, Va.) (For ranking purposes, consider this market Richmond-Petersburg.) | 243,778 |
| ROANOKE, Va.—69.5 WDBJ-TV (C); WSLS-TV (A,N) | 303,598 |
| ROCHESTER, Minn.—81.4 KROC-TV (N) | 103,120 |
| ROCHESTER, N.Y.—91.1 WROC-TV (A,N); WHEC-TV (A,C); WVET-TV (A,C) | *300,563 |
| ROCKFORD, Ill.—82.3 WREX-TV (A,C); WTVO† (N) | 201,650 †127,886 |
| ROCK ISLAND, Ill.-DAVENPORT, Iowa—85.5 WHBF-TV (A,C); WOC-TV (N) | 380,331 |
| ROME, Ga.—68.0 WROM-TV | 108,430 |
| ROSWELL, N.M.—56.9 KSWV-TV (A,C,N) | 44,384 |
| SACRAMENTO, Cal.—78.0 KBET-TV (C); KCRA-TV (N) | 331,995 |
| SAGINAW-BAY CITY, Mich.—88.2 WKNX-TV† (A,C); WNEM-TV (A,N) (Includes Flint) | 302,435 †82,371 |
| ST. JOSEPH, Mo.—78.4 KFEQ-TV (C) | 191,271 |
| ST. LOUIS, Mo.—81.9 KSD-TV (N); KTVI (A,C); KWK-TV (C) | 740,789 |
| ST. PETERSBURG-TAMPA, Fla.—77.8 WSUN-TV† (A); WFLA-TV (N); WTVT (C) | 309,873 •†172,965 |
| SALINAS-MONTEREY, Cal.—78.9 KSBW-TV (A,C,N) (Includes circulation of optional satellite KSBY. San Luis Obispo.) | 131,995 |
| SALISBURY, Md.—71.3 WBOC-TV† (A,C) | •†42,461 |
| SALT LAKE CITY, Utah—81.2 KSL-TV (C); KTVU (N); KUTV (A) | 204,078 |
| SAN ANGELO, Tex.—59.4 KCTV (A,C,N) | 22,721 |
| SAN ANTONIO, Tex.—66.3 KCOR-TV†; KENS-TV (C); KONO (A); WOAI-TV (N) | 251,768 †† |
| SAN DIEGO, Cal.-TIJUANA, Mex.—90.2 KFMB-TV (C); KFSD-TV (N); XETV (A) | 276,703 |
| SAN FRANCISCO, Cal.—85.6 KGO-TV (A); KPIX (C); KRON-TV (N); KSAN-TV† | 1,218,967 †209,662 |

In Sacramento

Have You Switched To KCRA-TV Yet?

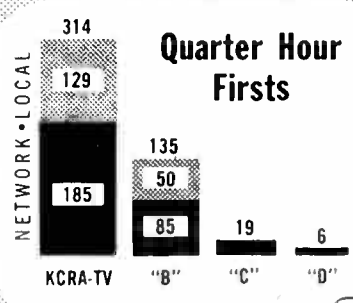
The Audience Has!

ARB* Share of Audience

49.7% Sign-on to Sign-off Sunday to Saturday

| | Mon.-Fri. 6 p.m. | Sun.-Sat. 6 p.m. | Average Share of Audience |
|----------------|------------------|------------------|---------------------------|
| KCRA-TV | 65.8% | 43.4% | 49.7% |
| "B" | 21.1% | 38.2% | 34.5% |
| "C" | 29.8% | 7.7% | 9.3% |
| "D" | 10.2% | 10.2% | 10.2% |

Sacramento shows its loyalty to KCRA-TV by giving it 8 of the top 10 syndicated programs, 13 of the top 20 shows and more local quarter-hour "firsts" than the other three stations get from network programming combined:



Ask Petry about The Highest Rated NBC Station in the West

*ARB, Sacramento, May, 1957



KCRA-TV CLEAR

SACRAMENTO, CALIFORNIA

Serving 31 Northern California and Nevada Counties

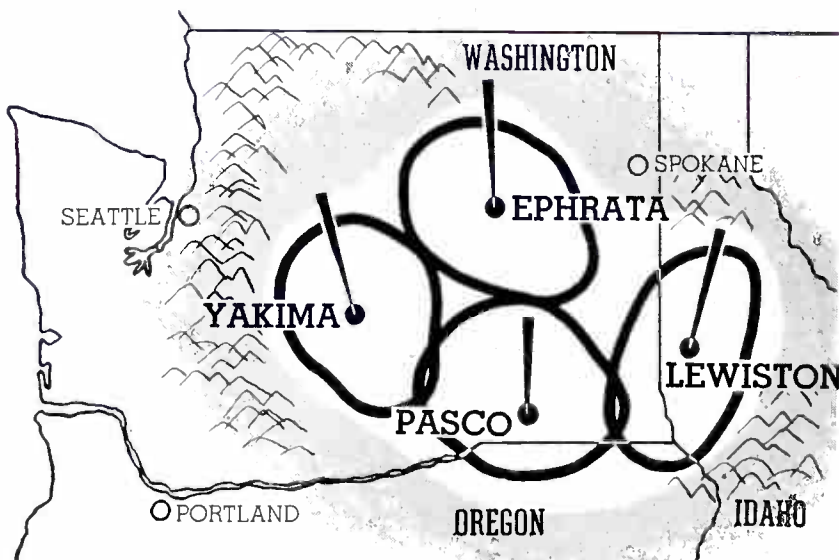
3 CHANNEL



Now FOUR- means MORE EXCLUSIVE COVERAGE!

Now, Cascade Television expands its gigantic exclusive coverage area to the heart of the rich Columbia Basin with the addition of KBAS-TV, Moses Lake-Ephrata. With this huge four-station satellite network, Cascade now delivers single station domina-

tion and saturation throughout Central Washington and Idaho plus important population centers in North Central Oregon. It means with one buy, you get the entire heart of the Pacific Northwest . . . **the biggest single TV buy in the West.**



Now One of the Top 75 Markets

POPULATION 563,875
(Urban 278,000, Rural 285,875)
EFFECT. BUYING INCOME \$981,563,000
RETAIL SALES 657,655,000

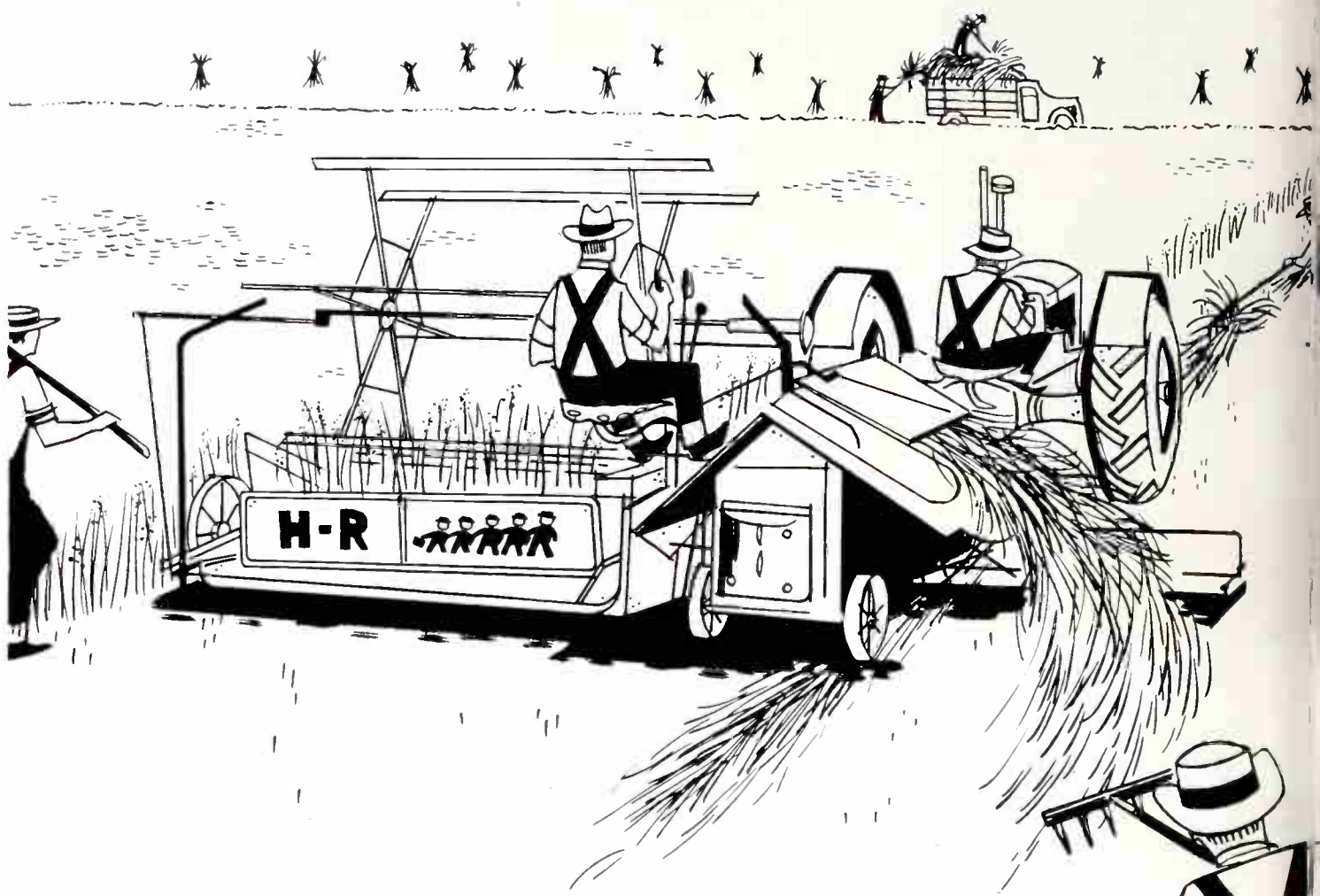
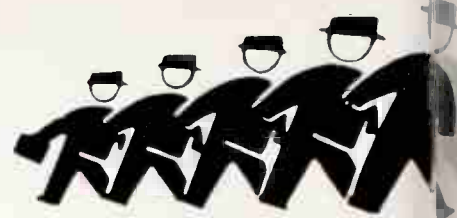
GEN. MERCHANDISE 60,135,000
AUTOMOTIVE 116,239,000
DRUGS 22,603,000

Source: 1957 Survey of Buying Power

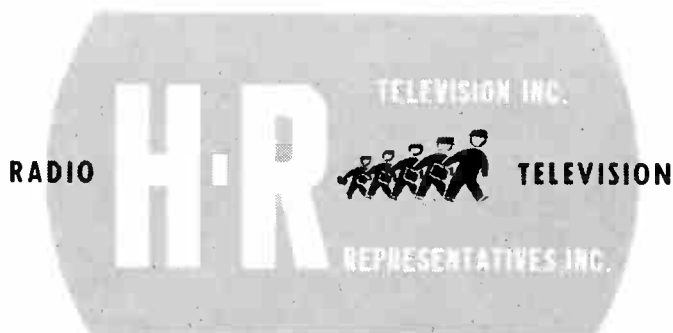
Cascade Broadcasting Co.

NATIONAL REPRESENTATIVE: WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President



The selling policies we instituted as a group of Working Partners when H-R was started have been maintained throughout the years. They have enabled us to *harvest* a continual volume of orders for our stations and to *reap* the rewards of friendship (and respect) of those we serve, both stations and buyers of time. The H-R partners are still working partners; the H-R staff is a sales seasoned group of professionals. So the policy we established when we started is still our policy today *"we always send a man to do a man's job."*

380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 RAndolph 6-6431

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HOllywood 2-6453

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5837

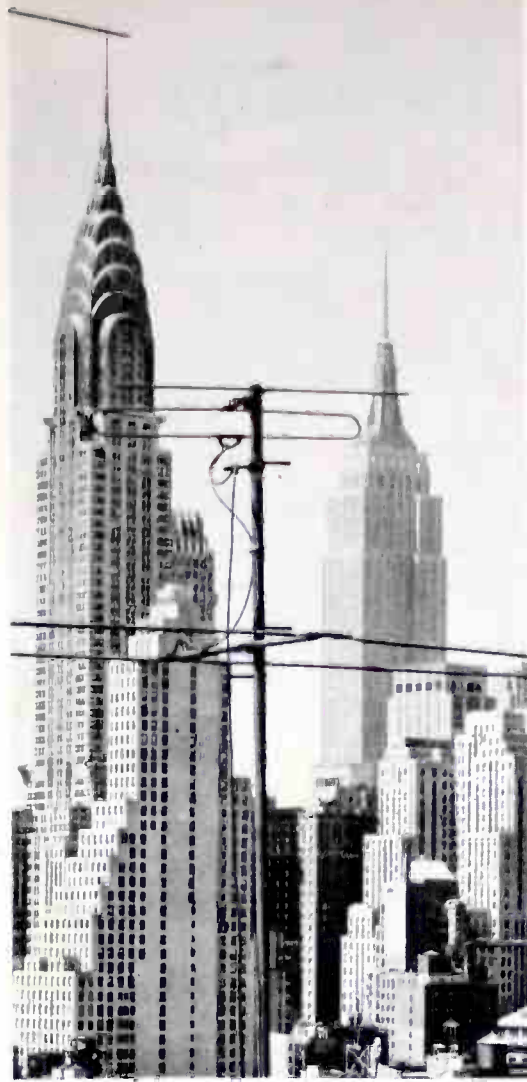
416 Rio Grande Bldg.
 Dallas, Texas
 RIVERSIDE 2-5148

101 Marietta Street
 Atlanta, Georgia
 JACkson 3-7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JACkson 8-1601

910 Royal Street
 Canal 3917
 New Orleans, La.

529 Pan American Bank
 Bldg
 Miami, Florida
 FRANKlin 3-7753



County-
by-county
circulation
as of August 1 . . .
market data
for
257 markets

TELEVISION MARKETS

TELEVISION MAGAZINE's Market Book is the only independent source of circulation, population, families and retail sales data correlated with the coverage area of every TV market, county by county. These are the tools essential for evaluating TV advertising in terms of specific market coverage, enabling the advertiser to relate his investment in TV to distribution and sales patterns.

Reported for each market are the total number of TV homes which can be reached via that market as of August 1, 1957. These are the only data published anywhere which give the set count, county by county, on a current basis.

If a county is covered from more than one market, its population and population, etc., are credited to each market covering it. County coverage is that of the most powerful station in each market. In mixed markets, the coverage is that of the most powerful VHF outlet. For a full explanation, see "How Coverage Is Defined," page 46.

In many areas, individual markets have been combined in a dual-market listing wherever there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.

These estimates are unlike network circulation figures, which are unduplicated. By using the "TV Homes by Counties" section with the "TV Markets" section, unduplicated data can be obtained.

Penetration has been kept to a theoretical ceiling of 92.5% for all markets. Higher penetration in metropolitan areas is shown by many rating services, but the available evidence indicates that penetration drops off outside the metropolitan area itself and that 92.5% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets.

All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF. "DI" indicates that data is incomplete, pending further study.

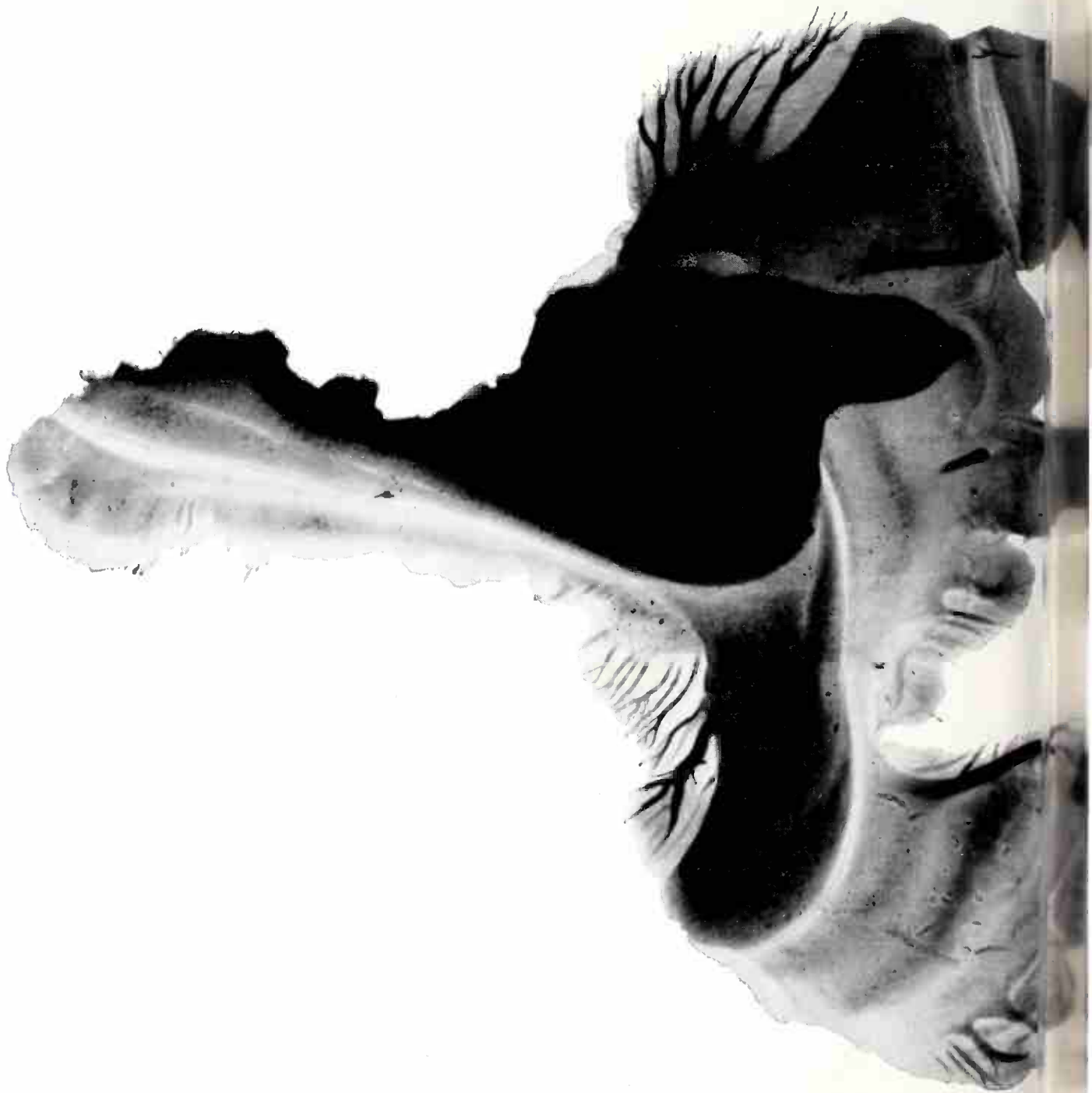
In UHF markets, an asterisk indicates markets held pending further research data.

Population, families and retail sales are from *Sales Management's* "Survey of Buying Power," as of January 1957. TV market definition and circulation are computed by TELEVISION MAGAZINE. This data is copyrighted and may not be reproduced without permission of the publisher.

Test *your* personality

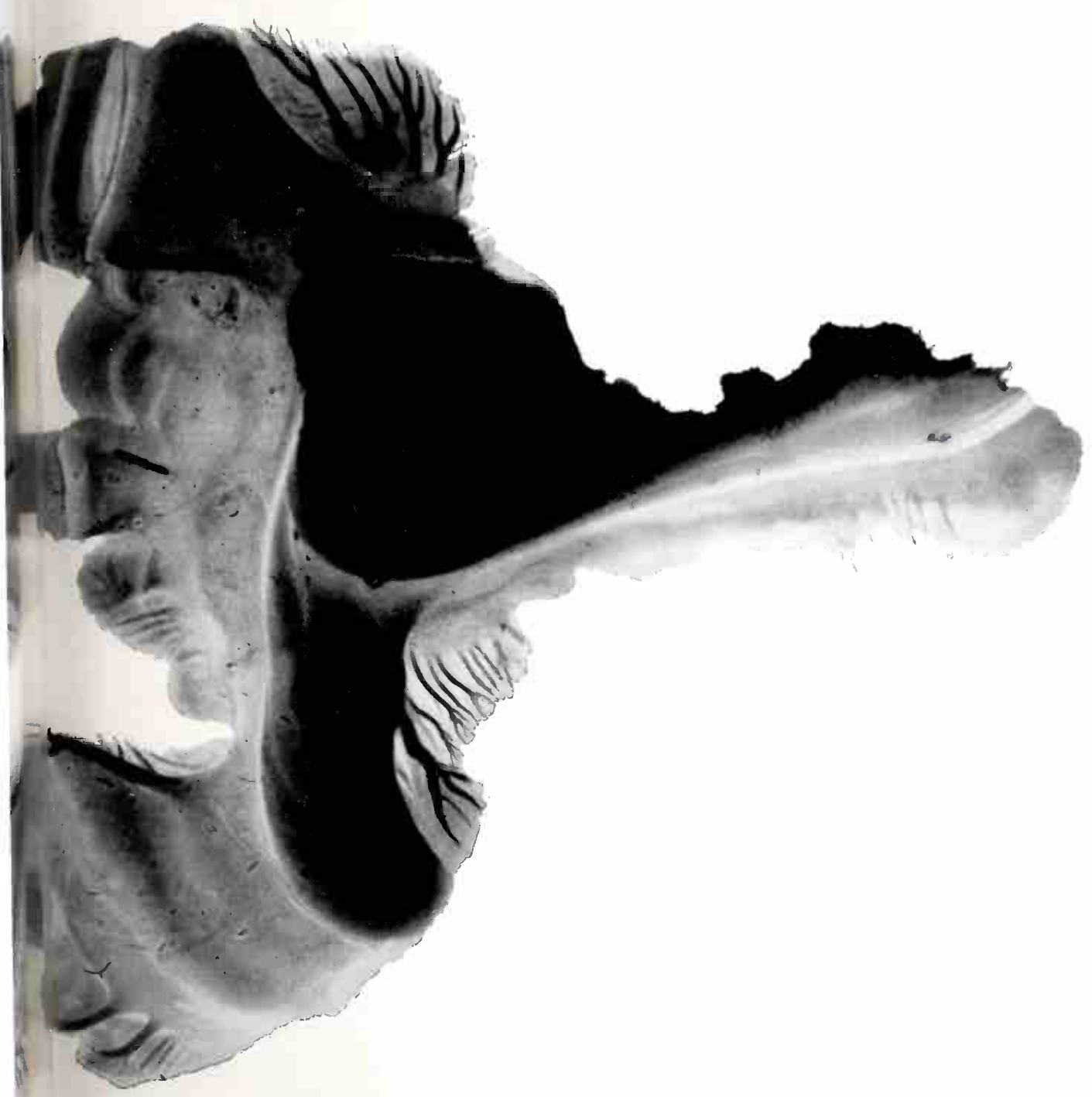
Psychologists say the ink blot (Rorschach) test below helps determine the nature of a personality. It gauges imagination, charm, persuasiveness and the like. But every businessman knows another way to appraise his sales personalities—in terms of his sales dollars. (Turn page sideways)

The two hundred creative personalities at the fourteen major-market stations represented by CBS Radio Spot Sales pass *both* tests with flying colors. As recording stars, former show

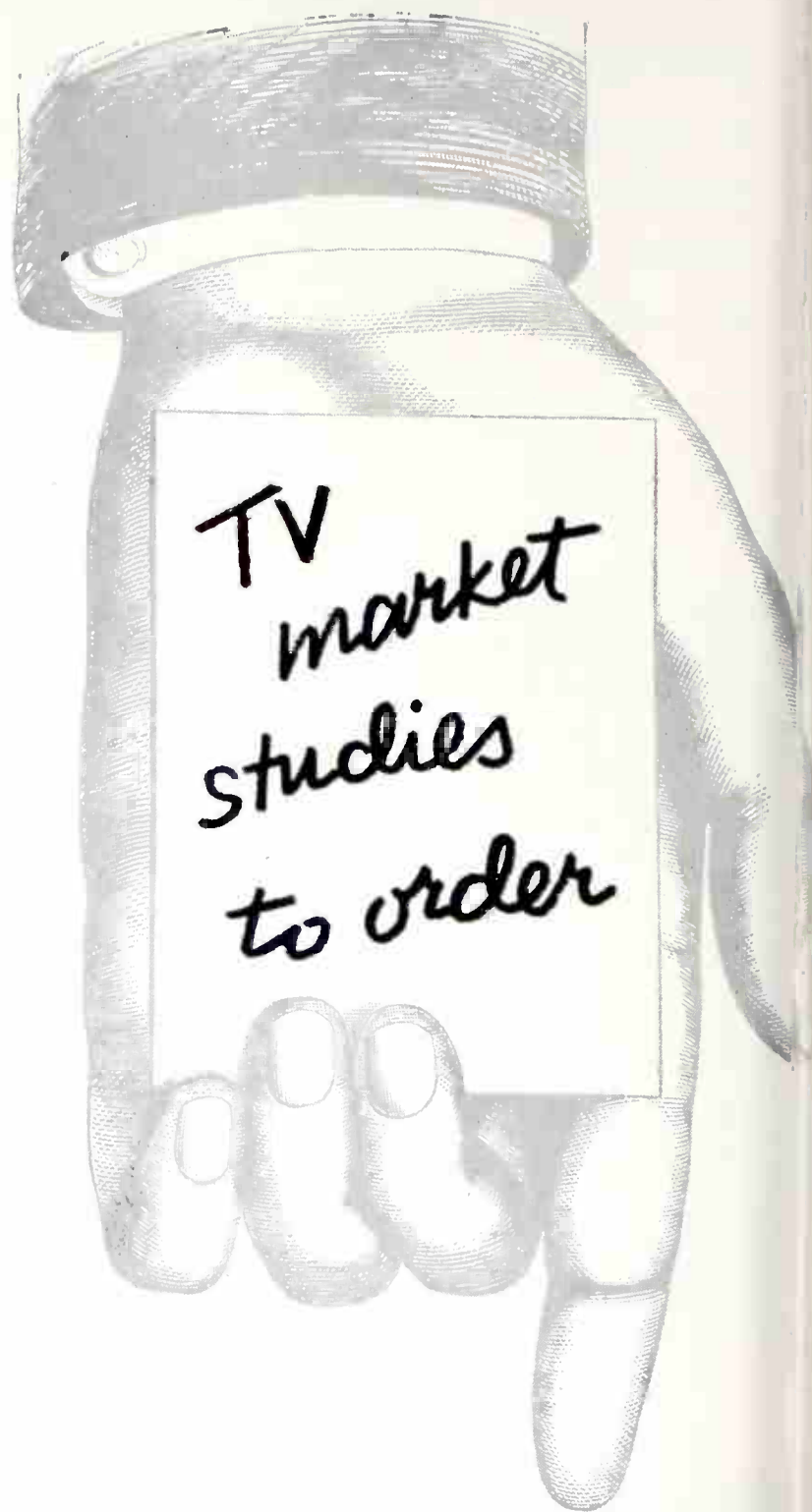


newspaper columnists, world travelers and farm managers (there's even a circus barker among them)—they attract large and faithful audiences. When they talk — people listen. When they sell — people buy. Put their selling instincts to the test on *your* product.

CBS Radio Spot Sales represents the following stations: WJZB, New York · WJBM, Chicago · KNX, Los Angeles · WCAU, Philadelphia · WCCO, Minneapolis-St. Paul · WJZL, Boston · KMOX, St. Louis · KOBZ, San Francisco · WJZT, Charlotte · WRVA, Richmond · WTOP, Washington · KSL, Salt Lake City · WMBR, Jacksonville · KATL, Portland, Oregon · Columbia Pacific Radio Network and Columbia New England Radio Network. **CBS RADIO SPOT SALES**



** Are you business-oriented? If so, you are sure to see a dollar sign when the illustration is viewed this way.*



- How many unduplicated homes does your spot schedule cover?
- How much duplication in your line-up?
- How do the TV markets rank by families?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

Now TELEVISION MAGAZINE's Research Department can help answer these questions. Because all the data in the 1957 Market Book is on IBM cards, we can fill requests for individual breakdowns of coverage and circulation.

Write to Research Manager,

Television Magazine, 600 Madison Avenue, New York 22, N.Y.

TELEVISION MARKETS

| | VHF Stns | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------|-------------|--------------|--------------|---------------------|
| BELLEVILLE, TEXAS | | | | |
| ... | 2,907 | 28.1 | 8.8 | \$27,582 |
| ... | 1,196 | 7.9 | 2.3 | 6,897 |
| ... | 1,110 | 4.1 | 1.2 | 4,821 |
| ... | 2,661 | 12.0 | 3.7 | 12,213 |
| ... | 2,056 | 12.6 | 3.8 | 10,553 |
| ... | 692 | 4.5 | 1.4 | 4,263 |
| ... | 3,050 | 20.5 | 6.7 | 23,204 |
| ... | 1,812 | 9.3 | 2.5 | 6,225 |
| ... | 2,540 | 12.7 | 3.5 | 9,734 |
| ... | 4,429 | 20.7 | 6.3 | 22,032 |
| ... | 1,876 | 10.7 | 3.1 | 10,402 |
| ... | 181 | 3.9 | 1.1 | 4,169 |
| ... | 2,583 | 14.5 | 4.1 | 11,499 |
| ... | 4,247 | 19.9 | 6.0 | 23,245 |
| ... | 3,284 | 15.3 | 4.4 | 19,340 |
| ... | 8,695 | 32.1 | 9.4 | 28,048 |
| ... | 946 | 4.1 | 1.1 | 4,950 |
| ... | 2,662 | 10.8 | 3.4 | 13,053 |
| ... | 719 | 3.5 | .9 | 2,834 |
| ... | 19,383 | 81.6 | 23.8 | 97,017 |
| ... | 508 | 3.4 | .9 | 2,183 |
| ... | 2,494 | 14.7 | 4.6 | 21,986 |
| ... | 70,031 | 346.9 | 103.0 | \$366,250 |

| | VHF Stns | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|-------------|--------------|--------------|---------------------|
| OKLAHOMA | | | | |
| ... | 2,960 | 12.1 | 3.2 | \$5,266 |
| ... | 6,567 | 24.4 | 7.1 | 23,396 |
| ... | 8,423 | 42.6 | 13.3 | 54,292 |
| ... | 962 | 14.5 | 4.0 | 9,120 |
| ... | 1,065 | 6.3 | 1.5 | 3,465 |
| ... | 6,273 | 33.4 | 9.6 | 26,619 |
| ... | 783 | 11.4 | 2.8 | 5,094 |
| ... | 2,442 | 15.8 | 4.6 | 11,826 |
| ... | 1,794 | 9.3 | 2.4 | 4,553 |
| ... | 1,090 | 7.5 | 2.0 | 2,697 |
| ... | 1,240 | 6.8 | 1.7 | 3,633 |
| ... | 3,273 | 15.7 | 4.5 | 8,803 |
| ... | 1,813 | 13.5 | 3.5 | 7,574 |
| ... | 1,107 | 6.4 | 1.9 | 5,246 |
| ... | 2,358 | 10.2 | 3.1 | 11,768 |
| ... | 2,003 | 14.2 | 3.9 | 8,109 |
| ... | 7,109 | 38.4 | 11.4 | 31,639 |
| ... | 6,241 | 34.1 | 9.7 | 29,652 |
| ... | 6,916 | 30.0 | 9.0 | 32,110 |
| ... | 7,540 | 45.4 | 13.6 | 44,626 |
| ... | 585 | 10.1 | 2.8 | 5,263 |
| ... | 8,302 | 40.9 | 11.5 | 26,468 |
| ... | 80,846 | 443.0 | 127.1 | \$361,269 |

| | VHF Stns | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|-------------|--------------|--------------|---------------------|
| OHIO* | | | | |
| ... | | 46.3 | 14.0 | \$58,827 |
| ... | UHF | | | |
| ... | DI | 71.9 | 20.0 | 95,992 |
| ... | on county | 484.0 | 145.2 | 657,394 |
| ... | basis | 65.4 | 18.4 | 78,668 |
| ... | †80,380 | 667.6 | 197.6 | \$890,881 |

| | VHF Stns | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|-------------|--------------|--------------|---------------------|
| GEORGIA | | | | |
| ... | 779 | 5.2 | 1.1 | \$902 |
| ... | 769 | 16.1 | 3.7 | 9,840 |
| ... | 865 | 8.0 | 2.0 | 3,976 |
| ... | 1,203 | 43.5 | 1.6 | 1,321 |
| ... | 803 | 5.0 | 1.3 | 1,875 |
| ... | 5,610 | 36.2 | 9.2 | 29,761 |
| ... | 980 | 11.6 | 2.9 | 8,485 |
| ... | 2,821 | 17.3 | 4.7 | 13,255 |
| ... | 3,284 | 28.2 | 7.6 | 18,623 |
| ... | 1,897 | 12.5 | 3.1 | 4,896 |
| ... | 13,312 | 57.2 | 15.8 | 70,880 |
| ... | 2,378 | 16.3 | 4.0 | 7,272 |
| ... | 2,690 | 18.1 | 4.6 | 13,404 |
| ... | 600 | 5.8 | 1.4 | 868 |
| ... | 1,056 | 6.3 | 1.4 | 2,399 |

| | VHF Stns | Pop. (00) | Fam. (00) | Ref. Sales (000) |
|--------------|---------------|--------------|--------------|---------------------|
| Miller | 912 | 8.2 | 2.0 | 3,863 |
| Mitchell | 2,014 | 21.6 | 5.2 | 13,722 |
| Qulman | 617 | 2.9 | .7 | 258 |
| Randolph | 1,708 | 11.9 | 2.9 | 6,666 |
| Schley | 734 | 3.3 | .8 | 1,916 |
| Seminole | 494 | 7.6 | 1.9 | 5,783 |
| Stewart | 1,761 | 8.3 | 2.1 | 4,318 |
| Summer | 3,161 | 23.1 | 6.2 | 17,961 |
| Terrell | 1,417 | 12.5 | 3.0 | 10,424 |
| Thomas | 7,195 | 34.3 | 9.2 | 31,650 |
| Tift | 2,587 | 24.9 | 6.4 | 21,106 |
| Turner | 1,045 | 10.3 | 2.5 | 6,823 |
| Webster | 740 | 4.1 | .8 | 406 |
| Worth | 1,971 | 17.8 | 4.2 | 6,751 |
| Total | 65,403 | 478.1 | 112.3 | \$319,404 |

| ALBANY-SCHENECTADY-TROY, NEW YORK | | | | |
|--|--------|-------|------|-----------|
| Massachusetts: | | | | |
| Berkshire | 36,890 | 138.6 | 41.6 | \$171,135 |
| Franklin | 16,095 | 55.5 | 17.4 | 58,266 |

| New Hampshire: | | | | |
|-----------------------|-------|------|-----|--------|
| Sullivan | 7,770 | 27.8 | 8.4 | 29,075 |

| New York: | | | | |
|------------------|--------|-------|------|---------|
| Albany | 72,897 | 259.5 | 82.3 | 359,113 |
| Columbia | 12,944 | 45.2 | 14.0 | 51,978 |
| Delaware | 11,771 | 46.3 | 13.9 | 51,602 |
| Dutchess | 35,335 | 144.3 | 38.2 | 177,944 |
| Fulton | 16,280 | 53.0 | 17.6 | 56,110 |
| Greene | 8,232 | 29.2 | 8.9 | 40,683 |
| Hamilton | 1,202 | 4.1 | 1.3 | 5,280 |
| Herkimer | 17,945 | 62.6 | 19.4 | 66,206 |
| Montgomery | 17,667 | 61.0 | 19.1 | 65,132 |
| Otsego | 15,725 | 54.0 | 17.0 | 67,939 |
| Rensselaer | 39,590 | 140.8 | 42.8 | 152,015 |
| Saratoga | 22,847 | 82.2 | 24.7 | 75,948 |
| Schenectady | 45,771 | 161.6 | 51.3 | 192,601 |
| Schoharie | 6,752 | 24.2 | 7.3 | 26,586 |
| Ulster | 29,195 | 101.1 | 31.7 | 117,941 |
| Warren | 11,256 | 41.2 | 12.8 | 72,109 |
| Washington | 12,672 | 47.2 | 13.7 | 41,146 |

| Vermont: | | | | |
|-----------------|----------------|----------------|--------------|--------------------|
| Addison | 4,226 | 19.5 | 4.9 | 17,038 |
| Bennington | 6,845 | 24.3 | 7.4 | 30,599 |
| Chittenden | 16,465 | 67.0 | 17.8 | 80,549 |
| Rutland | 10,180 | 44.0 | 12.7 | 54,516 |
| Washington | 10,836 | 43.5 | 12.1 | 45,774 |
| Windsor | 8,718 | 41.2 | 12.2 | 48,134 |
| Total | 495,106 | 1,818.9 | 550.5 | \$2,155,419 |

| ALBUQUERQUE, NEW MEXICO† | | | | |
|---------------------------------|-----|------|-----|---------|
| Colorado: | | | | |
| Dolores | 207 | 2.1 | .6 | \$1,380 |
| La Plata | 619 | 16.6 | 4.6 | 24,508 |
| Montezuma | 865 | 10.2 | 3.0 | 16,013 |
| San Juan | 120 | 1.5 | .4 | 569 |

| New Mexico: | | | | |
|--------------------|---------------|--------------|--------------|------------------|
| Bernalillo | 47,005 | 218.8 | 61.4 | 290,276 |
| Catron | 297 | 2.3 | .5 | 1,835 |
| Guadalupe | 586 | 5.7 | 1.3 | 8,189 |
| Los Alamos | 2,020 | 12.9 | 3.5 | 12,210 |
| McKinley | 3,472 | 35.4 | 7.5 | 29,188 |
| Mora | 787 | 5.8 | 1.5 | 1,652 |
| Rio Arriba | 2,543 | 26.0 | 5.9 | 15,725 |
| Sandoval | 1,016 | 11.7 | 2.4 | 2,542 |
| San Juan | 4,862 | 39.7 | 9.3 | 46,619 |
| San Miguel | 1,466 | 22.0 | 5.0 | 13,124 |
| Santa Fe | 4,905 | 39.5 | 10.2 | 51,401 |
| Socorro | 829 | 9.4 | 2.3 | 8,765 |
| Taos | 1,334 | 14.4 | 3.0 | 11,167 |
| Torrance | 740 | 6.0 | 1.4 | 7,164 |
| Valencia | 2,636 | 23.5 | 5.1 | 23,236 |
| Total | 76,009 | 503.5 | 128.9 | \$565,563 |

†This market is in the process of being re-evaluated.

| ALEXANDRIA, LOUISIANA | | | | |
|------------------------------|-------|------|-----|----------|
| Louisiana: | | | | |
| Allen | 2,670 | 19.9 | 5.4 | \$15,391 |

| | VHF Stns | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|-------------|--------------|--------------|---------------------|
| Avoyelles | 3,621 | 38.3 | 10.4 | 20,097 |
| Breauxgard | 3,026 | 20.5 | 5.6 | 16,583 |
| Caldwell | 1,344 | 10.0 | 2.7 | 4,865 |
| Catahoula | 1,540 | 11.0 | 2.7 | 8,314 |
| Concordia | 1,406 | 14.0 | 3.7 | 12,021 |
| Evangeline | 3,442 | 33.2 | 8.9 | 14,009 |
| Grant | 2,605 | 13.5 | 3.4 | 5,422 |
| Jackson | 2,308 | 14.6 | 3.6 | 23,771 |
| La Salle | 2,181 | 13.7 | 3.8 | 9,716 |
| Natchitoches | 5,985 | 37.0 | 9.3 | 18,241 |
| Rapides | 19,395 | 107.8 | 29.1 | 93,660 |
| Sabine | 2,719 | 19.9 | 5.1 | 11,065 |
| St. Landry | 8,842 | 85.1 | 20.3 | 58,187 |
| Vernon | 2,755 | 21.1 | 6.0 | 18,471 |
| Winn | 3,269 | 15.9 | 4.3 | 9,163 |

| Mississippi: | | | | |
|---------------------|---------------|--------------|--------------|------------------|
| Adams | 4,224 | 34.1 | 9.5 | 37,198 |
| Total | 71,332 | 509.6 | 133.8 | \$376,174 |

ALTOONA, PENNSYLVANIA

| Maryland: | | | | |
|------------------|-------|------|-----|----------|
| Allegheny (20%) | 3,191 | 19.0 | 5.4 | \$17,533 |

| Pennsylvania: | | | | |
|----------------------|--------|-------|------|---------|
| Bedford | 10,175 | 39.6 | 11.0 | 46,337 |
| Blair | 36,723 | 135.4 | 39.7 | 134,793 |
| Cambria | 52,910 | 214.4 | 57.2 | 187,787 |
| Cameron | 1,196 | 7.0 | 1.9 | 8,855 |
| Centre | 15,355 | 66.1 | 16.6 | 61,850 |
| Clarion | 9,620 | 37.4 | 10.4 | 33,940 |
| Clearfield | 20,997 | 80.7 | 22.7 | 71,051 |

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"GEE! Now there's a detergent!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales

with **WGN-TV** Channel 9 Chicago

**Lowest Cost
Per 1000***

ON

KFDA-TV

Channel 10

(250,000 WATTS)

AMARILLO, TEXAS

**NO. 1 MARKET FOR RETAIL
SALES PER HOUSEHOLD**

OVER 94% OF THE

**CBS NETWORK
LINEUP BOTH DAY & NIGHT**

**Plus ABC and
Top Rated Local
NEWS - WEATHER
& SPORT REMOTES**

Hollywood's Very Best
FEATURE FILMS:
MGM LIBRARY
SCREEN GEMS
SELZNICK'S TNT
ASSOCIATED ARTISTS

**NOW REPRESENTED
NATIONALLY BY**

BLAIR

Television

ASSOCIATES, INC.

*ARB—Ask Any BLAIR Man!

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------------|----------------|----------------|--------------|---------------------|
| ALTOONA, PA. continued | | | | |
| Clinton | 9,990 | 38.0 | 10.8 | 34,244 |
| Cumberland (20%) | 5,920 | 21.9 | 6.4 | 22,516 |
| Elk | 8,288 | 34.9 | 9.6 | 32,682 |
| Forest (20%) | 222 | .9 | .2 | 783 |
| Franklin | 19,980 | 75.9 | 21.6 | 92,998 |
| Fulton | 2,405 | 9.7 | 2.6 | 8,382 |
| Huntingdon | 10,267 | 39.9 | 11.1 | 29,618 |
| Indiana | 19,055 | 74.7 | 20.6 | 61,321 |
| Jefferson | 12,672 | 47.0 | 13.7 | 42,901 |
| Juniata | 3,885 | 14.7 | 4.2 | 11,991 |
| Lycoming | 28,952 | 103.4 | 31.3 | 108,771 |
| Mifflin | 11,192 | 42.3 | 12.1 | 39,188 |
| Montour (20%) | 612 | 3.3 | .7 | 2,235 |
| Perry | 6,382 | 24.3 | 6.9 | 18,735 |
| Potter | 4,255 | 15.9 | 4.6 | 16,083 |
| Snyder | 5,827 | 23.6 | 6.3 | 21,785 |
| Somerset | 19,004 | 79.0 | 21.8 | 62,381 |
| Union | 5,550 | 24.7 | 6.0 | 18,068 |
| Westmoreland (50%) | 42,710 | 165.1 | 46.5 | 152,740 |
| West Virginia: | | | | |
| Hampshire | 2,785 | 11.9 | 3.0 | 7,317 |
| Mineral | 5,272 | 20.8 | 5.7 | 14,490 |
| Morgan | 2,035 | 7.7 | 2.2 | 4,263 |
| Total | 377,427 | 1,479.2 | 412.8 | 51,365,638 |

AMARILLO, TEXAS

| | | | | |
|--------------------|---------------|--------------|--------------|------------------|
| Kansas: | | | | |
| Grant | 580 | 4.7 | 1.4 | \$6,411 |
| Hamilton | 275 | 3.0 | .8 | 4,265 |
| Haskell | 215 | 2.7 | .7 | 2,800 |
| Kearny | 239 | 2.9 | .9 | 2,083 |
| Morton | 132 | 3.0 | .9 | 4,398 |
| Seward | 1,170 | 12.4 | 3.7 | 20,944 |
| Stanton | 140 | 1.8 | .5 | 1,696 |
| Stevens | 283 | 4.2 | 1.1 | 5,179 |
| New Mexico: | | | | |
| Colfax | 1,283 | 13.5 | 3.5 | 13,475 |
| Curry | 3,126 | 26.2 | 7.9 | 29,436 |
| Harding | 68 | 1.8 | .3 | 1,238 |
| Quay | 1,375 | 12.2 | 3.5 | 15,520 |
| Union | 295 | 5.9 | 1.7 | 8,100 |
| Oklahoma: | | | | |
| Beaver | 895 | 7.0 | 2.1 | 3,891 |
| Cimarron | 476 | 4.7 | 1.3 | 3,978 |
| Texas | 817 | 12.8 | 3.6 | 14,144 |
| Texas: | | | | |
| Armstrong | 462 | 1.9 | .5 | 1,508 |
| Briscoe | 448 | 3.6 | .9 | 2,445 |
| Carson | 1,632 | 6.4 | 1.8 | 6,263 |
| Castro | 1,115 | 5.6 | 1.5 | 8,084 |
| Childress | 979 | 10.7 | 3.2 | 9,529 |
| Collingsworth | 721 | 8.1 | 2.2 | 8,467 |
| Dallam | 1,873 | 7.8 | 2.4 | 9,074 |
| Deaf Smith | 1,369 | 11.6 | 3.3 | 19,149 |
| Donley | 882 | 5.3 | 1.5 | 5,319 |
| Gray | 4,188 | 24.7 | 7.6 | 36,918 |
| Hall | 1,531 | 10.3 | 2.8 | 6,549 |
| Hansford | 1,110 | 4.7 | 1.2 | 5,897 |
| Hartley | 462 | 1.6 | .5 | 1,239 |
| Hemphill | 523 | 4.2 | 1.3 | 4,121 |
| Hutchinson | 9,113 | 35.7 | 10.2 | 37,392 |
| Lipscomb | 605 | 3.7 | 1.1 | 3,840 |
| Moore | 5,243 | 26.7 | 7.2 | 15,903 |
| Ochiltree | 727 | 7.8 | 2.2 | 16,280 |
| Oldham | 269 | 1.6 | .4 | 2,194 |
| Parmer | 1,488 | 6.0 | 1.7 | 9,632 |
| Potter | 33,430 | 117.6 | 37.0 | 175,917 |
| Randall | 5,012 | 22.2 | 6.6 | 15,555 |
| Roberts | 199 | 1.0 | .3 | 1,881 |
| Sherman | 595 | 2.4 | .7 | 3,107 |
| Swisher | 2,118 | 8.8 | 2.4 | 12,955 |
| Wheeler | 745 | 9.0 | 2.4 | 9,891 |
| Total | 88,208 | 467.8 | 136.8 | \$566,667 |

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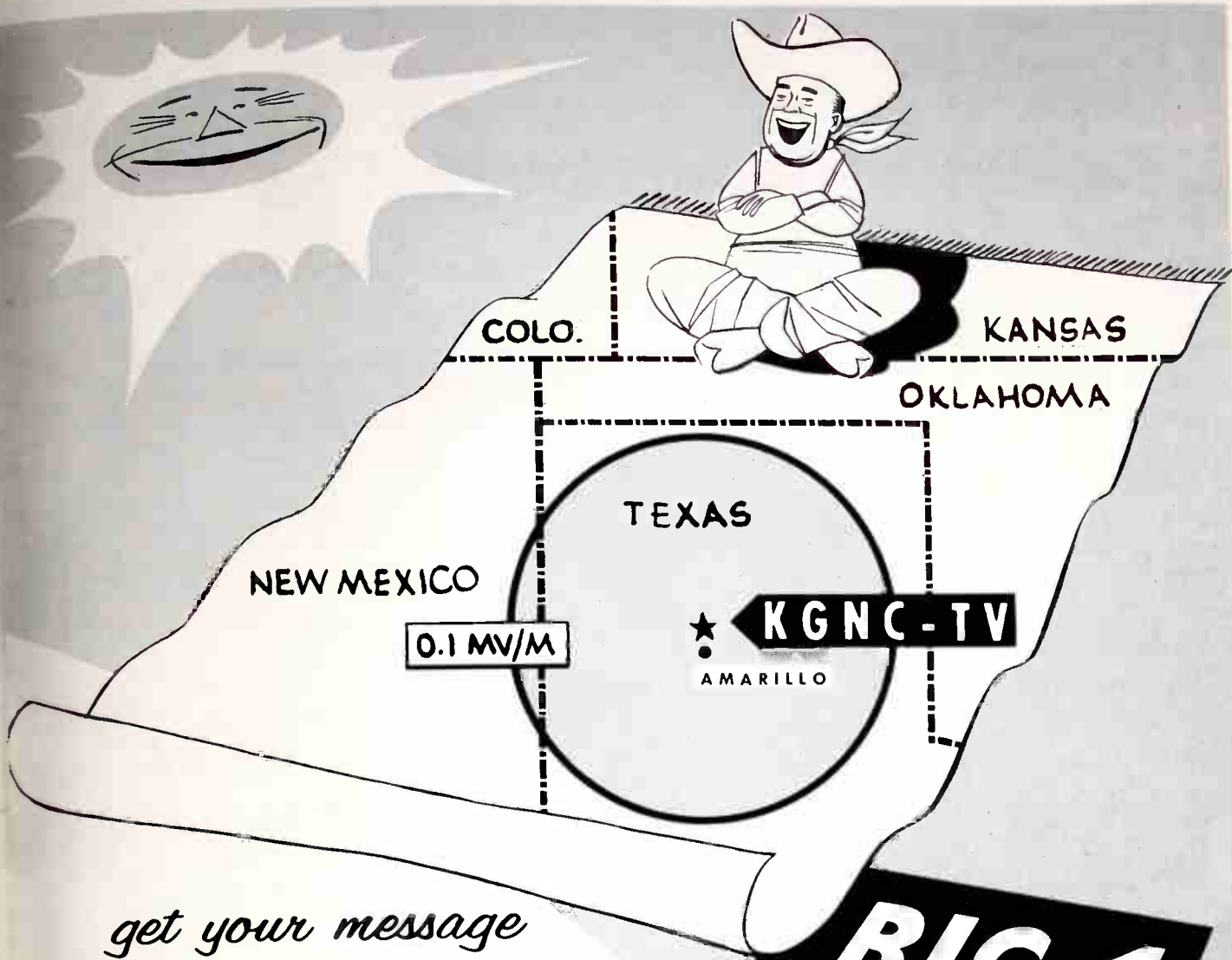
Now!
J. Carrol Naish
The **NEW** adventures of
CHARLIE CHAN

Brand-new half-hour TV series
Excitement—thrills and chills
of Hollywood and exotic
European locations captured on
film. Veteran character actor
J. Carrol Naish, makes Charlie
Chan live and breathe. Jam
Hong is the Number One Son
Beloved by millions, who've
paid out their dollars to mate
their cleverness with Earl De
Biggers' most famous detective
Wire or phone collect today
reserve your market before
some other quick-thinking
advertiser snaps it up.



Hurry! Markets are
being reserved
today! Wire or
phone for private
screening!

Television Programs of America,
488 Madison Ave., N. Y. 22 • PLaza 5-1111



*get your message
on the magic*
**GOLDEN
SPREAD**
*where great things
are happening*

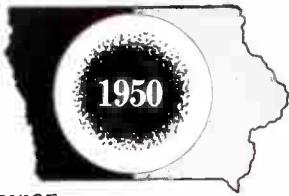
**BIG 4
IS THE
BIG
BUY**

KGNC-TV is a station of specialists.
 Our weatherman is a graduate meteorologist
 who does nothing but weather forecasts.
 Our sports man is exactly that — and one of
 the best. Our news men are specialists in news.
 That is their sole job. We maintain a
 complete farm department in connection
 with radio with two full-time men assigned
 to do nothing but handle farm news
 and programming.
 You can't go wrong when you buy Big 4!

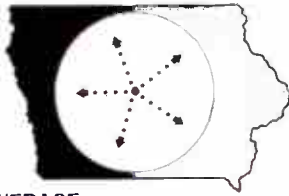
KGNC-TV
Channel 4
 AMARILLO, TEXAS

C O N T A C T A N Y K A T Z M A N !

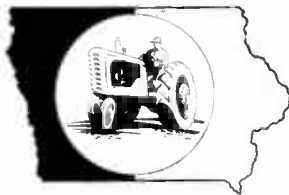
First in



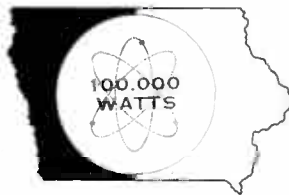
SERVICE



COVERAGE



FARM COVERAGE



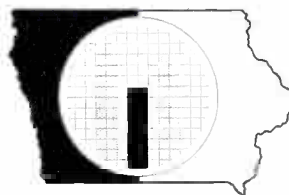
FULL POWER



EDUCATION



PUBLIC SERVICE

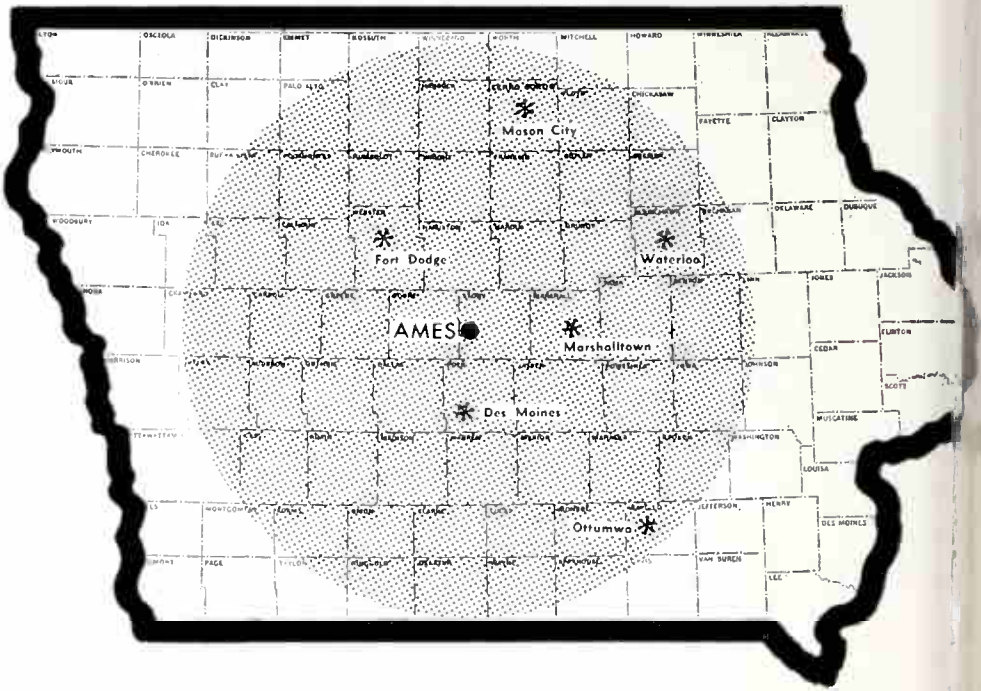


ECONOMY



AWARDS

central **IOWA** likes
channel **5** (Ames-Des Moines) best



NOTES ON CENTRAL IOWA

The American Research Bureau survey of Central Iowa, June, 1957, lists WOI-TV with 5 of the top 10 network programs.

Television Magazine gives WOI-TV well over 40,000 more homes than the competing stations in the Des Moines market.

Success Breeds Success! Why not join the successful advertisers who are already on Channel 5?

REPRESENTED NATIONALLY BY WEED TELEVISION

WOI-TV, channel 5

AMES - DES MOINES, IOWA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------|----------------|----------------|--------------|--------------------|
| IOWA | | | | |
| | 3,310 | 11.4 | 3.8 | \$10,103 |
| | 1,885 | 8.0 | 2.6 | 6,748 |
| | 3,447 | 18.3 | 6.1 | 14,365 |
| | 3,145 | 11.6 | 3.4 | 12,823 |
| | 7,250 | 26.4 | 8.0 | 29,561 |
| | 4,725 | 18.8 | 5.6 | 23,081 |
| | 5,902 | 22.0 | 7.0 | 29,194 |
| | 4,902 | 17.2 | 5.3 | 19,708 |
| | 3,121 | 16.4 | 5.2 | 15,681 |
| | 5,920 | 22.4 | 6.4 | 31,101 |
| | 5,584 | 18.3 | 6.1 | 26,954 |
| | 13,835 | 49.6 | 15.5 | 73,072 |
| | 3,636 | 14.7 | 4.3 | 18,570 |
| | 1,834 | 8.9 | 3.0 | 9,589 |
| | 3,740 | 19.9 | 6.1 | 26,694 |
| | 4,995 | 18.7 | 5.4 | 19,147 |
| | 6,925 | 22.8 | 7.6 | 27,660 |
| | 2,347 | 11.7 | 3.6 | 7,885 |
| | 2,661 | 12.8 | 3.9 | 14,502 |
| | 3,366 | 14.2 | 4.2 | 18,270 |
| | 6,475 | 22.6 | 7.0 | 22,954 |
| | 4,186 | 16.1 | 5.0 | 19,724 |
| | 4,347 | 14.8 | 4.7 | 18,119 |
| | 3,085 | 13.2 | 4.2 | 17,440 |
| | 3,885 | 13.9 | 4.2 | 13,056 |
| | 5,235 | 19.2 | 6.2 | 27,318 |
| | 3,238 | 14.6 | 4.2 | 16,861 |
| | 6,508 | 21.7 | 7.3 | 31,794 |
| | 2,381 | 12.6 | 3.9 | 17,117 |
| | 9,250 | 31.8 | 10.0 | 39,708 |
| | 4,851 | 26.6 | 7.6 | 28,290 |
| | 2,372 | 10.9 | 3.5 | 11,229 |
| | 3,700 | 12.3 | 4.0 | 14,711 |
| | 5,165 | 23.5 | 7.6 | 28,938 |
| | 6,629 | 24.7 | 7.3 | 21,984 |
| | 10,538 | 37.4 | 11.6 | 52,020 |
| | 1,658 | 10.4 | 3.0 | 10,638 |
| | 2,098 | 13.9 | 4.1 | 17,064 |
| | 2,315 | 14.7 | 4.4 | 15,298 |
| | 76,035 | 253.7 | 82.2 | 349,756 |
| | 3,476 | 19.3 | 5.6 | 19,261 |
| | 2,682 | 8.8 | 2.9 | 5,603 |
| | 3,368 | 16.8 | 5.3 | 20,512 |
| | 4,009 | 15.1 | 4.4 | 14,409 |
| | 12,182 | 46.8 | 13.3 | 57,629 |
| | 5,067 | 21.0 | 6.7 | 22,992 |
| | 2,557 | 11.6 | 3.8 | 6,783 |
| | 4,015 | 17.0 | 5.6 | 15,190 |
| | 4,264 | 17.2 | 5.3 | 15,221 |
| | 2,252 | 11.0 | 3.7 | 8,640 |
| | 12,672 | 45.1 | 13.7 | 63,099 |
| | 2,662 | 13.0 | 3.8 | 15,274 |
| | 4,736 | 19.7 | 6.2 | 23,317 |
| | 320,423 | 1,235.1 | 385.4 | \$1,496,657 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------|-----------------|----------------|--------------|------------------|
| SOUTH CAROLINA* | | | | |
| | UHF | 17.0 | 4.4 | \$12,604 |
| | DI | 12.6 | 3.2 | 8,868 |
| | on county basis | 13.1 | 3.2 | 8,809 |
| | | 2.8 | .7 | 1,301 |
| | | 10.9 | 2.6 | 2,789 |
| | (50%) | 4.3 | 1.1 | 888 |
| | | 18.4 | 4.8 | 13,789 |
| | | 5.6 | 1.4 | 3,956 |
| | | 22.3 | 5.6 | 12,429 |
| | | 90.8 | 23.9 | 76,903 |
| | | 47.9 | 12.7 | 36,559 |
| | | 48.3 | 11.7 | 26,977 |
| | | 9.1 | 2.1 | 4,280 |
| | | 40.5 | 10.3 | 28,713 |
| | (50%) | 80.2 | 21.0 | 60,688 |
| | | 188,870 | 463.7 | \$322,018 |

*Conflicting research data, this market has not been reevaluated pending further study.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------|-----------------|--------------|--------------|------------------|
| ANN ARBOR, MICHIGAN | | | | |
| Michigan: | | | | |
| Lenawee (75%) | UHF | 56.3 | 16.7 | \$61,238 |
| Livingston (50%) | DI | 15.7 | 4.6 | 18,274 |
| Monroe (25%) | on county basis | 22.7 | 6.5 | 21,357 |
| Oakland (25%) | basis | 144.5 | 41.2 | 183,826 |
| Washtenaw | | 159.8 | 42.6 | 187,574 |
| Total | 121,123 | 399.0 | 111.6 | \$472,269 |

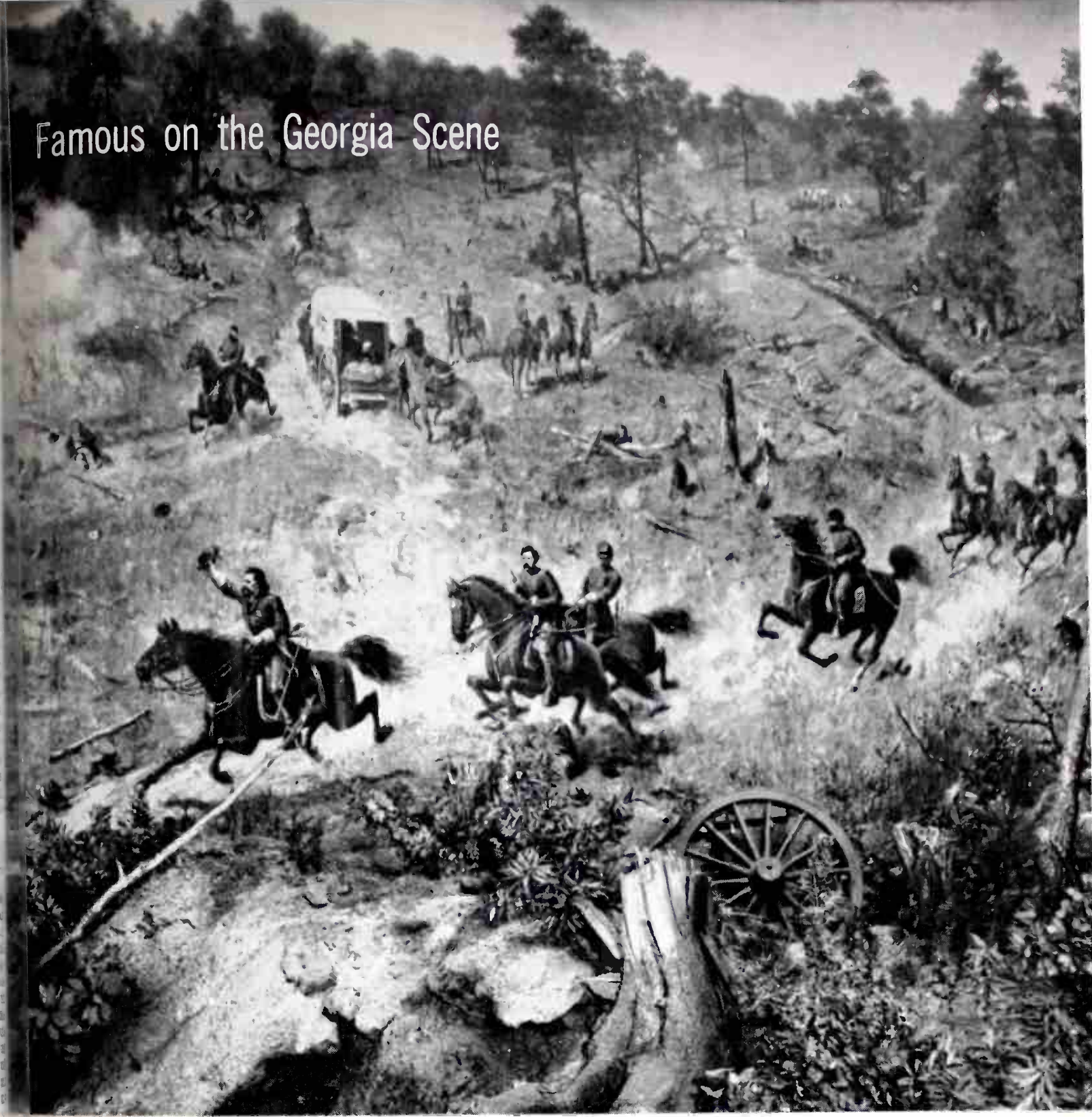
| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------|---------------|--------------|--------------|------------------|
| ARDMORE, OKLAHOMA | | | | |
| Oklahoma: | | | | |
| Atoka | 2,960 | 12.1 | 3.2 | \$5,266 |
| Bryan | 6,567 | 24.4 | 7.1 | 23,396 |
| Carter | 8,423 | 42.6 | 13.3 | 54,292 |
| Coal | 1,065 | 6.3 | 1.5 | 3,465 |
| Garvin | 6,273 | 33.4 | 9.6 | 26,619 |
| Jefferson | 1,758 | 9.3 | 2.7 | 8,467 |
| Johnston | 1,794 | 9.3 | 2.4 | 4,553 |
| Love | 1,240 | 6.8 | 1.7 | 3,633 |
| Marshall | 1,107 | 6.4 | 1.9 | 5,246 |
| Murray | 2,358 | 10.2 | 3.1 | 11,768 |
| Pontotoc | 6,916 | 30.0 | 9.0 | 32,110 |
| Stephens | 6,998 | 36.0 | 10.9 | 42,859 |
| Texas: | | | | |
| Cooke | 6,823 | 25.2 | 7.4 | 29,632 |
| Grayson | 18,883 | 73.6 | 22.9 | 77,086 |
| Montague | 3,863 | 14.7 | 4.6 | 20,316 |
| Total | 77,028 | 340.3 | 101.3 | \$348,708 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------------|----------|-----------|-----------|------------------|
| ASHEVILLE, NORTH CAROLINA | | | | |
| Georgia: | | | | |
| Banks | 1,387 | 5.9 | 1.5 | \$473 |
| Clarke | 6,616 | 41.4 | 11.0 | 49,274 |
| Elbert | 2,572 | 17.0 | 4.4 | 12,604 |
| Franklin | 1,977 | 12.6 | 3.2 | 8,868 |
| Habersham | 2,750 | 16.8 | 4.2 | 16,010 |
| Hart | 2,127 | 13.1 | 3.2 | 8,809 |
| Madison | 1,960 | 10.9 | 2.6 | 2,789 |
| Rabun | 1,044 | 7.1 | 1.7 | 4,462 |
| Stephens | 2,521 | 18.4 | 4.8 | 13,789 |
| Kentucky: | | | | |
| Bell | 4,051 | 36.0 | 8.4 | 23,755 |
| North Carolina: | | | | |
| Alexander | 3,237 | 14.8 | 3.5 | 11,653 |
| Buncombe | 21,139 | 134.0 | 35.9 | 144,528 |
| Burke | 7,130 | 49.7 | 11.6 | 28,769 |
| Caldwell | 6,709 | 47.4 | 11.2 | 32,588 |
| Catawba | 16,650 | 68.8 | 18.0 | 80,218 |
| Cleveland | 9,972 | 67.8 | 16.5 | 49,170 |
| Gaston | 20,227 | 125.5 | 31.8 | 107,644 |
| Haywood | 5,194 | 39.8 | 10.1 | 32,334 |
| Henderson | 4,067 | 33.5 | 9.3 | 34,365 |
| Jackson | 1,841 | 18.8 | 4.3 | 12,069 |
| Lincoln | 4,125 | 28.2 | 6.9 | 19,175 |
| McDowell | 3,502 | 27.4 | 6.7 | 19,851 |
| Macon | 2,676 | 16.4 | 3.9 | 12,729 |
| Madison | 1,990 | 19.3 | 4.3 | 7,213 |
| Polk | 2,504 | 11.5 | 3.0 | 5,875 |
| Rutherford | 7,443 | 45.3 | 11.4 | 38,469 |
| Transylvania | 1,505 | 16.6 | 3.8 | 12,243 |
| Yancey | 2,011 | 15.6 | 3.5 | 4,787 |
| South Carolina: | | | | |
| Abbeville | 3,405 | 22.3 | 5.6 | 12,429 |
| Anderson | 15,734 | 90.8 | 23.9 | 76,903 |
| Cherokee | 6,534 | 39.6 | 9.6 | 19,902 |
| Chester | 4,732 | 32.1 | 7.9 | 19,523 |
| Greenville | 40,873 | 198.1 | 54.5 | 202,751 |
| Greenwood | 8,440 | 47.9 | 12.7 | 36,559 |
| Laurens | 4,275 | 48.3 | 11.7 | 26,977 |
| McCormick | 1,605 | 9.1 | 2.1 | 4,280 |
| Newberry | 4,644 | 31.9 | 8.2 | 21,718 |
| Oconee | 4,596 | 39.9 | 9.4 | 22,445 |
| Pickens | 5,603 | 40.5 | 10.3 | 28,713 |
| Spartanburg | 23,639 | 160.4 | 41.9 | 121,375 |
| Union | 4,106 | 30.8 | 7.6 | 19,507 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------|----------------|----------------|--------------|--------------------|
| YORK, MICHIGAN | | | | |
| | 13,887 | 86.9 | 21.1 | 53,350 |
| Tennessee: | | | | |
| Greene | 5,642 | 42.3 | 11.1 | 24,656 |
| Hawkins | 2,298 | 31.1 | 7.5 | 10,801 |
| Jefferson | 2,141 | 18.9 | 4.9 | 11,660 |
| Sevier | 3,155 | 22.1 | 5.5 | 16,831 |
| Sullivan | 16,091 | 111.1 | 29.5 | 108,298 |
| Total | 320,327 | 2,063.7 | 525.7 | \$1,633,191 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------|----------|-----------|-----------|------------------|
| ATLANTA, GEORGIA | | | | |
| Alabama: | | | | |
| Chambers | 5,277 | 36.3 | 9.5 | \$14,735 |
| Cherokee | 2,047 | 15.2 | 3.7 | 7,192 |
| Clay | 1,503 | 12.1 | 3.0 | 7,177 |
| Cleburne | 2,042 | 11.0 | 2.7 | 5,654 |
| Coosa | 1,272 | 10.3 | 2.5 | 2,739 |
| De Kalb | 4,119 | 43.2 | 11.1 | 23,162 |
| Randolph | 2,683 | 19.9 | 4.9 | 9,805 |
| Georgia: | | | | |
| Atkinson | 940 | 7.1 | 1.7 | 2,676 |
| Baker | 779 | 5.2 | 1.1 | 902 |
| Baldwin | 2,753 | 35.0 | 5.5 | 15,541 |
| Banks | 1,387 | 5.9 | 1.5 | 473 |
| Barrow | 2,135 | 12.8 | 3.4 | 13,086 |
| Bartow | 6,475 | 27.5 | 7.0 | 18,508 |
| Ben Hill | 1,532 | 14.2 | 3.8 | 12,396 |
| Berrien | 1,563 | 12.8 | 3.0 | 13,327 |
| Bibb | 22,877 | 135.1 | 38.9 | 146,121 |
| Bleckley | 1,218 | 8.3 | 2.1 | 5,944 |
| Butts | 1,536 | 8.8 | 2.2 | 5,579 |
| Calhoun | 865 | 8.0 | 2.0 | 3,976 |
| Carroll | 7,737 | 32.2 | 8.6 | 24,606 |
| Catoosa | 2,955 | 16.9 | 4.4 | 7,918 |
| Chattahoochee | 1,203 | 43.5 | 1.6 | 1,321 |
| Chattooga | 4,385 | 21.7 | 5.4 | 14,036 |
| Cherokee | 4,041 | 20.6 | 5.2 | 22,445 |
| Clarke | 6,616 | 41.4 | 11.0 | 49,274 |
| Clay | 803 | 5.0 | 1.3 | 1,875 |
| Clayton | 7,215 | 29.7 | 7.8 | 11,530 |
| Cobb | 20,471 | 91.3 | 24.8 | 79,080 |
| Coffee | 3,363 | 26.2 | 6.0 | 16,327 |
| Coweta | 4,784 | 28.7 | 7.7 | 19,149 |
| Crawford | 602 | 5.3 | 1.2 | 1,972 |
| Crisp | 2,821 | 17.3 | 4.7 | 13,255 |
| Dade | 1,146 | 8.5 | 1.7 | 2,740 |
| Dawson | 647 | 3.0 | .7 | 2,141 |
| De Kalb | 47,743 | 183.6 | 53.7 | 127,051 |
| Dodge | 2,100 | 15.7 | 3.9 | 8,823 |
| Dooley | 1,897 | 12.5 | 3.1 | 4,896 |
| Douglas | 2,725 | 12.6 | 3.1 | 8,056 |
| Elbert | 2,572 | 17.0 | 4.4 | 12,604 |
| Fannin | 1,482 | 14.5 | 3.5 | 7,972 |
| Fayette | 1,757 | 7.7 | 1.9 | 4,165 |
| Floyd | 12,914 | 67.3 | 18.0 | 45,270 |
| Forsyth | 2,129 | 10.7 | 2.7 | 11,333 |
| Franklin | 1,977 | 12.6 | 3.2 | 8,868 |
| Fulton | 137,497 | 539.1 | 155.1 | 961,144 |
| Gilmer | 2,127 | 9.4 | 2.3 | 5,624 |
| Gordon | 3,385 | 18.2 | 4.7 | 14,770 |
| Greene | 1,230 | 11.8 | 2.9 | 6,415 |
| Gwinnett | 5,167 | 32.6 | 8.5 | 30,701 |
| Habersham | 2,750 | 16.8 | 4.2 | 16,010 |
| Hall | 10,915 | 44.4 | 11.8 | 72,277 |
| Hancock | 1,110 | 9.4 | 2.1 | 4,395 |
| Haralson | 3,333 | 14.6 | 3.7 | 10,097 |
| Harris | 1,382 | 10.8 | 2.7 | 5,424 |
| Hart | 2,127 | 13.1 | 3.2 | 8,809 |
| Heard | 1,381 | 6.1 | 1.5 | 1,859 |
| Henry | 3,515 | 15.7 | 3.8 | 6,898 |
| Houston | 4,219 | 28.3 | 7.3 | 27,780 |
| Irwin | 1,359 | 10.7 | 2.3 | 4,195 |
| Jackson | 3,013 | 17.5 | 4.4 | 14,790 |
| Jasper | 1,139 | 6.6 | 1.6 | 3,485 |
| Jeff Davis | 1,088 | 9.4 | 2.4 | 8,486 |
| Johnson | 1,154 | 8.6 | 2.3 | 4,168 |
| Jones | 729 | 6.6 | 1.6 | 2,632 |
| Lamar | 1,931 | 9.5 | 2.4 | 7,252 |
| Laurens | 4,513 | 30.5 | 7.7 | 24,294 |
| Lee | 600 | 5.8 | 1.4 | 868 |

Famous on the Georgia Scene



THE CYCLORAMA of the Battle of Atlanta is viewed each year by thousands of visitors to Georgia's capital city. Also famous on the Georgia scene is WAGA-TV, Atlanta's leading television station. WAGA-TV reaches more people with more spendable income in Georgia's richest markets than either of Atlanta's other stations. You get more viewers, too, as ARB and Pulse ratings prove month after month.



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KTBC-TV

AUSTIN, TEXAS

Really

delivers this rich
CENTRAL TEXAS
market!



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| | | | |
|--------------------|-----------------|--|---------------|
| Population | 854,100 | Gen. Merchandise Sales | \$ 83,196,000 |
| Households | 236,900 | Apparel Sales | \$ 43,570,000 |
| Retail Sales | \$ 842,850,000 | Furn., Hshld., Radio Sales | \$ 35,409,000 |
| EBI | \$1,077,996,000 | Automotive Sales | \$171,897,000 |
| Food Sales | \$ 184,760,000 | Gasoline Station Sales | \$ 69,987,000 |
| Drug Sales | \$ 26,366,000 | Lumber, Bldg. Materials, Hardware Sales | \$ 81,303,000 |

* Television Homes (Television Magazine) . . . 162,021

Source: Sales Management,
May 10, 1957

KTBC Radio, 5000 watts (ls), with personalized local programming and the best of CBS, adds 22 additional counties both day and night yet rates are based on Austin's immediate trade area. KTBC-TV and KTBC Radio = the "out coveringest" combination available for Central Texas.

Represented Nationally by
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KTBC
590 RADIO CBS CHANNEL 7
CBS Radio Network CBS, NBC, ABC
AUSTIN, TEXAS

| VHF Sets (00) | | | | Pop. (00) | | | | Fam. (00) | | | | Ret. Sales (000) | | | | | | | |
|--------------------------------|---------|---------|-----------|-----------------|--|--|--|-------------|--|--|--|------------------|--|--|--|-------------------|--|--|--|
| TEXAS, TEXAS, continued | | | | | | | | | | | | | | | | | | | |
| 20,058 | 99.7 | 25.2 | 82,696 | | | | | | | | | | | | | | | | |
| 1,048 | 3.8 | 1.2 | 4,731 | | | | | | | | | | | | | | | | |
| 6,890 | 46.4 | 12.5 | 42,098 | | | | | | | | | | | | | | | | |
| 1,379 | 10.7 | 3.0 | 7,735 | | | | | | | | | | | | | | | | |
| 2,237 | 9.5 | 2.8 | 7,308 | | | | | | | | | | | | | | | | |
| 3,924 | 17.2 | 4.7 | 19,837 | | | | | | | | | | | | | | | | |
| 4,322 | 16.9 | 5.0 | 21,699 | | | | | | | | | | | | | | | | |
| 4,962 | 21.2 | 6.0 | 21,737 | | | | | | | | | | | | | | | | |
| 692 | 4.5 | 1.4 | 4,263 | | | | | | | | | | | | | | | | |
| 3,978 | 14.2 | 4.3 | 14,873 | | | | | | | | | | | | | | | | |
| 3,545 | 21.2 | 6.2 | 24,644 | | | | | | | | | | | | | | | | |
| 3,175 | 20.1 | 5.9 | 19,290 | | | | | | | | | | | | | | | | |
| 3,624 | 19.9 | 5.2 | 25,156 | | | | | | | | | | | | | | | | |
| 8,649 | 25.8 | 7.1 | 25,017 | | | | | | | | | | | | | | | | |
| 4,050 | 20.5 | 5.0 | 17,190 | | | | | | | | | | | | | | | | |
| 2,683 | 9.5 | 2.9 | 11,279 | | | | | | | | | | | | | | | | |
| 2,902 | 19.1 | 5.5 | 17,881 | | | | | | | | | | | | | | | | |
| 2,045 | 8.9 | 2.4 | 6,973 | | | | | | | | | | | | | | | | |
| 1,064 | 5.1 | 1.7 | 6,330 | | | | | | | | | | | | | | | | |
| 1,012 | 10.7 | 3.1 | 10,402 | | | | | | | | | | | | | | | | |
| 417 | 4.6 | 1.5 | 3,591 | | | | | | | | | | | | | | | | |
| 181 | 3.9 | 1.1 | 4,169 | | | | | | | | | | | | | | | | |
| 5,083 | 19.0 | 5.6 | 21,627 | | | | | | | | | | | | | | | | |
| 1,387 | 5.0 | 1.5 | 5,804 | | | | | | | | | | | | | | | | |
| 3,556 | 17.6 | 4.8 | 16,146 | | | | | | | | | | | | | | | | |
| 674 | 7.7 | 2.3 | 7,288 | | | | | | | | | | | | | | | | |
| 47,545 | 193.8 | 51.4 | 207,720 | | | | | | | | | | | | | | | | |
| 3,638 | 17.5 | 5.1 | 16,565 | | | | | | | | | | | | | | | | |
| 9,087 | 35.5 | 10.2 | 34,470 | | | | | | | | | | | | | | | | |
| 1,812 | 13.2 | 3.2 | 8,994 | | | | | | | | | | | | | | | | |
| 162,021 | 753.5 | 206.8 | 743,393 | | | | | | | | | | | | | | | | |
| FIELD, CALIFORNIA | | | | | | | | | | | | | | | | | | | |
| 42,319 | 162.7 | 49.7 | \$219,329 | | | | | | | | | | | | | | | | |
| 1,342 | 13.1 | 4.4 | 21,988 | | | | | | | | | | | | | | | | |
| 69,609 | 268.9 | 79.9 | 343,932 | | | | | | | | | | | | | | | | |
| 12,857 | 47.2 | 13.9 | 58,194 | | | | | | | | | | | | | | | | |
| 37,470 | 145.2 | 43.6 | 177,271 | | | | | | | | | | | | | | | | |
| 163,597 | 637.1 | 191.5 | \$820,714 | | | | | | | | | | | | | | | | |
| MARYLAND, MARYLAND | | | | | | | | | | | | | | | | | | | |
| 21,367 | 75.5 | 23.1 | \$101,809 | | | | | | | | | | | | | | | | |
| MARYLAND, continued | | | | | | | | | | | | | | | | | | | |
| Maryland: | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Anne Arundel | 37,740 | 161.9 | 40.8 | 136,575 | | | | | | | | | | | | | | | |
| Baltimore | 314,425 | 1,372.0 | 392.1 | 1,661,392 | | | | | | | | | | | | | | | |
| Caroline | 4,452 | 18.9 | 5.5 | 24,746 | | | | | | | | | | | | | | | |
| Chesapeake | 10,915 | 46.5 | 11.8 | 55,712 | | | | | | | | | | | | | | | |
| Cecil | 8,025 | 40.0 | 10.2 | 32,790 | | | | | | | | | | | | | | | |
| Dorchester | 7,585 | 28.7 | 8.2 | 29,343 | | | | | | | | | | | | | | | |
| Frederick | 17,760 | 72.1 | 19.2 | 68,153 | | | | | | | | | | | | | | | |
| Harford | 13,904 | 66.7 | 17.5 | 69,329 | | | | | | | | | | | | | | | |
| Howard | 6,382 | 27.4 | 6.9 | 20,695 | | | | | | | | | | | | | | | |
| Kent | 3,209 | 14.1 | 4.0 | 16,545 | | | | | | | | | | | | | | | |
| Prince George | 72,109 | 320.6 | 84.9 | 259,436 | | | | | | | | | | | | | | | |
| Queen Annes | 3,495 | 14.8 | 4.2 | 12,141 | | | | | | | | | | | | | | | |
| Somerset | 2,179 | 20.8 | 5.9 | 16,379 | | | | | | | | | | | | | | | |
| Talbot | 4,783 | 20.2 | 6.1 | 35,164 | | | | | | | | | | | | | | | |
| Wicomico | 11,840 | 43.1 | 12.8 | 72,607 | | | | | | | | | | | | | | | |
| Worcester | 2,875 | 25.5 | 7.6 | 40,924 | | | | | | | | | | | | | | | |
| Pennsylvania: | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Adams | 11,840 | 46.1 | 12.8 | 45,469 | | | | | | | | | | | | | | | |
| Franklin | 19,980 | 75.9 | 21.6 | 92,998 | | | | | | | | | | | | | | | |
| York | 59,570 | 215.0 | 64.4 | 258,228 | | | | | | | | | | | | | | | |
| Virginia: | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Clarke | 1,344 | 7.3 | 1.8 | 8,756 | | | | | | | | | | | | | | | |
| Fauquier | 3,644 | 21.7 | 5.4 | 18,354 | | | | | | | | | | | | | | | |
| Warren | 3,708 | 17.2 | 4.5 | 15,086 | | | | | | | | | | | | | | | |
| Total | 643,131 | 2,752.0 | 771.3 | \$3,092,631 | | | | | | | | | | | | | | | |
| BANGOR, MAINE | | | | | | | | | | | | | | | | | | | |
| Aroostook | 21,079 | 99.3 | 23.9 | \$87,022 | | | | | | | | | | | | | | | |
| Franklin | 5,087 | 19.9 | 5.5 | 15,631 | | | | | | | | | | | | | | | |
| Hancock | 7,567 | 34.2 | 10.0 | 34,292 | | | | | | | | | | | | | | | |
| Kennebec | 21,367 | 82.7 | 23.1 | 102,894 | | | | | | | | | | | | | | | |
| Knox | 7,110 | 26.0 | 8.2 | 34,408 | | | | | | | | | | | | | | | |
| Penobscot | 25,362 | 110.7 | 29.7 | 138,692 | | | | | | | | | | | | | | | |
| Piscataquis | 4,532 | 16.1 | 4.9 | 16,529 | | | | | | | | | | | | | | | |
| Somerset | 8,799 | 37.3 | 10.9 | 35,151 | | | | | | | | | | | | | | | |
| Waldo | 5,550 | 19.9 | 6.0 | 19,351 | | | | | | | | | | | | | | | |
| Washington | 8,075 | 31.4 | 9.4 | 31,843 | | | | | | | | | | | | | | | |
| Total | 114,528 | 477.5 | 131.6 | \$515,813 | | | | | | | | | | | | | | | |
| BATON ROUGE, LOUISIANA | | | | | | | | | | | | | | | | | | | |
| Louisiana: | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Acadia | 6,895 | 48.7 | 12.9 | \$36,495 | | | | | | | | | | | | | | | |
| Allen | 2,670 | 19.9 | 5.4 | 15,391 | | | | | | | | | | | | | | | |
| Ascension | 2,840 | 23.2 | 6.1 | 17,424 | | | | | | | | | | | | | | | |
| Assumption | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Assumption | 1,671 | 16.4 | 4.0 | 7,122 | | | | | | | | | | | | | | | |
| Avoyelles | 3,621 | 38.3 | 10.4 | 20,097 | | | | | | | | | | | | | | | |
| Benewald | 3,026 | 20.5 | 5.6 | 16,583 | | | | | | | | | | | | | | | |
| Cameron | 803 | 5.2 | 1.3 | 4,748 | | | | | | | | | | | | | | | |
| Catahoula | 1,540 | 11.0 | 2.7 | 8,314 | | | | | | | | | | | | | | | |
| Concordia | 1,406 | 14.0 | 3.7 | 12,021 | | | | | | | | | | | | | | | |
| E. Baton Rouge | 45,829 | 220.5 | 61.4 | 238,241 | | | | | | | | | | | | | | | |
| E. Feliciana | 1,108 | 19.7 | 3.4 | 5,071 | | | | | | | | | | | | | | | |
| Evangeline | 3,442 | 33.2 | 8.9 | 14,009 | | | | | | | | | | | | | | | |
| Iberia | 7,050 | 43.2 | 11.3 | 44,119 | | | | | | | | | | | | | | | |
| Iberville | 4,058 | 26.1 | 7.1 | 13,213 | | | | | | | | | | | | | | | |
| Jeff Davis | 4,199 | 27.9 | 7.4 | 26,939 | | | | | | | | | | | | | | | |
| Lafayette | 13,709 | 68.8 | 18.2 | 76,808 | | | | | | | | | | | | | | | |
| Lafourche | 8,585 | 45.8 | 11.3 | 42,427 | | | | | | | | | | | | | | | |
| Livingston | 3,418 | 21.5 | 5.6 | 11,895 | | | | | | | | | | | | | | | |
| Pointe Coupee | 1,884 | 20.8 | 5.2 | 8,726 | | | | | | | | | | | | | | | |
| Rapides | 19,395 | 107.8 | 29.1 | 93,660 | | | | | | | | | | | | | | | |
| St. Charles | 2,240 | 13.7 | 3.5 | 7,674 | | | | | | | | | | | | | | | |
| St. Helena | 1,233 | 9.4 | 2.4 | 1,742 | | | | | | | | | | | | | | | |
| St. James | 2,342 | 14.9 | 3.4 | 10,059 | | | | | | | | | | | | | | | |
| St. John Baptist | 2,778 | 14.6 | 3.5 | 5,676 | | | | | | | | | | | | | | | |
| St. Landry | 8,842 | 85.1 | 20.3 | 58,187 | | | | | | | | | | | | | | | |
| St. Martin | 4,162 | 26.3 | 6.1 | 12,907 | | | | | | | | | | | | | | | |
| St. Mary | 5,576 | 39.2 | 10.3 | 42,821 | | | | | | | | | | | | | | | |
| St. Tammany | 4,888 | 29.3 | 8.2 | 25,373 | | | | | | | | | | | | | | | |
| Tangipahoa | 14,615 | 58.4 | 15.8 | 49,378 | | | | | | | | | | | | | | | |
| Terrebonne | 10,416 | 49.0 | 11.9 | 50,392 | | | | | | | | | | | | | | | |
| Vermilion | 4,771 | 36.9 | 10.1 | 29,120 | | | | | | | | | | | | | | | |
| Washington | 7,181 | 41.2 | 11.0 | 31,427 | | | | | | | | | | | | | | | |
| W. Baton Rouge | 2,131 | 12.1 | 3.3 | 4,925 | | | | | | | | | | | | | | | |
| W. Feliciana | 746 | 9.3 | 1.6 | 2,683 | | | | | | | | | | | | | | | |
| MISSISSIPPI | | | | | | | | | | | | | | | | | | | |
| Adams | 4,224 | 34.1 | 9.5 | 37,198 | | | | | | | | | | | | | | | |
| Amite | 1,391 | 16.9 | 4.2 | 7,830 | | | | | | | | | | | | | | | |
| Claiborne | 1,645 | 10.7 | 2.6 | 6,477 | | | | | | | | | | | | | | | |
| Franklin | 2,032 | 9.7 | 2.5 | 4,082 | | | | | | | | | | | | | | | |
| Jefferson | 2,075 | 9.5 | 2.5 | 4,630 | | | | | | | | | | | | | | | |
| Lamar | 1,091 | 13.0 | 3.3 | 4,300 | | | | | | | | | | | | | | | |
| Marion | 2,584 | 22.2 | 5.8 | 16,524 | | | | | | | | | | | | | | | |
| Pike | 3,839 | 33.7 | 9.1 | 30,983 | | | | | | | | | | | | | | | |
| Walthall | 1,775 | 13.5 | 3.2 | 8,187 | | | | | | | | | | | | | | | |
| Wilkinson | 1,288 | 12.8 | 3.0 | 5,914 | | | | | | | | | | | | | | | |
| Total | 231,014 | 1,448.0 | 378.1 | \$1,171,792 | | | | | | | | | | | | | | | |
| MICHIGAN, MICHIGAN | | | | | | | | | | | | | | | | | | | |
| Michigan: | | | | VHF Sets | | | | Pop. | | | | Fam. | | | | Ret. Sales | | | |
| Alcona | 925 | 5.8 | 1.0 | \$5,372 | | | | | | | | | | | | | | | |
| Alpena | 6,196 | 23.5 | 6.7 | 28,534 | | | | | | | | | | | | | | | |

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Moving gold in British Columbia and Northwest Washington through maximum power and a half-mile tower high atop Mt. Constitution. We're loaded with top CBS programming and Hollywood film features by Warner Bros., 20th Century Fox, Columbia and United Artists.

The nuggets we're bringing out of this area are 1,000,000 Canadian viewers in Vancouver and Victoria and 300,000 high-income Americans.

Assays show our Mother-Lode produces up to 60% of the audience in this four-station market.

So let us put power into your message... power that will dig deep into the rich vein of ore that winds throughout the great Canadian-Northwest Washington territory.



Studios in Bellingham, Washington

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---|-----------------|----------------|--------------|--------------------|-----------------------------|----------------|----------------|--------------|------------------|
| BAY CITY-SAGINAW, MICH. continued | | | | | BIG SPRING, TEXAS | | | | |
| Arenac | 2,590 | 10.0 | 2.8 | 10,237 | Texas: | | | | |
| Bay | 26,547 | 100.3 | 28.7 | 113,223 | Andrews | 2,075 | 10.4 | 3.0 | |
| Clare | 3,354 | 11.9 | 3.5 | 14,325 | Borden | 185 | 1.1 | .2 | |
| Clinton | 9,155 | 34.8 | 9.8 | 26,613 | Dawson | 4,185 | 22.5 | 6.0 | |
| Crawford | 1,110 | 4.1 | 1.2 | 5,384 | Gaines | 2,220 | 9.0 | 2.4 | |
| Genesee | 84,399 | 342.5 | 100.9 | 453,255 | Howard | 7,050 | 32.8 | 9.1 | |
| Gladwin | 2,312 | 9.1 | 2.5 | 9,854 | Martin | 1,191 | 5.7 | 1.4 | |
| Gratiot | 9,084 | 34.8 | 10.2 | 39,012 | Mitchell | 3,792 | 14.5 | 4.1 | |
| Huron | 8,602 | 33.9 | 9.3 | 36,988 | Scurry | 8,695 | 32.1 | 9.4 | |
| Iosco | 3,607 | 12.8 | 3.9 | 17,505 | Total | 29,393 | 128.1 | 35.6 | |
| Isabella | 7,221 | 30.3 | 8.2 | 31,271 | BILLINGS, MONTANA | | | | |
| Lapeer | 9,897 | 42.2 | 10.7 | 36,891 | Montana: | | | | |
| Midland | 9,432 | 42.7 | 11.9 | 49,189 | Big Horn | 478 | 8.7 | 2.3 | |
| Montmorency | 1,110 | 4.5 | 1.2 | 5,608 | Carbon | 1,325 | 9.6 | 3.0 | |
| Ogemaw | 1,717 | 9.7 | 2.7 | 9,994 | Golden Valley | 104 | 1.4 | .4 | |
| Oscoda | 925 | 3.7 | 1.0 | 3,604 | Musselshell | 523 | 5.3 | 1.8 | |
| Otsego | 1,030 | 6.4 | 1.7 | 9,985 | Park | 2,822 | 13.1 | 4.3 | |
| Presque Isle | 2,682 | 11.8 | 2.9 | 10,585 | Petroleum | 126 | .9 | .3 | |
| Roscommon | 2,173 | 8.0 | 2.6 | 11,147 | Rosebud | 838 | 6.4 | 1.8 | |
| Saginaw | 48,100 | 180.3 | 52.0 | 206,497 | Stillwater | 859 | 5.6 | 1.8 | |
| Sanilac | 8,602 | 31.6 | 9.3 | 30,179 | Sweet Grass | 834 | 3.3 | 1.0 | |
| St. Clair | 26,876 | 105.3 | 31.4 | 118,788 | Treasure | 98 | 1.4 | .4 | |
| Shiawassee | 13,967 | 50.0 | 15.1 | 60,754 | Wheatland | 575 | 3.0 | 1.0 | |
| Tuscola | 10,822 | 41.6 | 11.7 | 37,574 | Yellowstone | 15,008 | 70.7 | 23.2 | |
| Total | 302,435 | 1,191.6 | 342.9 | \$1,382,368 | Wyoming: | | | | |
| BEAUMONT, TEXAS | | | | | Big Horn | 915 | 13.2 | 3.7 | |
| Louisiana: | | | | | Campbell | 376 | 4.2 | 1.4 | |
| Allen | 2,670 | 19.9 | 5.4 | \$15,391 | Crook | 328 | 4.1 | 1.2 | |
| Beauregard | 3,026 | 20.5 | 5.6 | 16,583 | Johnson | 669 | 4.7 | 1.4 | |
| Calcasieu | 22,462 | 123.6 | 34.9 | 131,840 | Park | 2,915 | 19.2 | 6.0 | |
| Cameron | 803 | 5.2 | 1.3 | 4,748 | Sheridan | 2,866 | 19.4 | 6.2 | |
| Jeff Davis | 4,199 | 27.9 | 7.4 | 26,939 | Teton | 449 | 2.6 | .8 | |
| Sabine | 2,719 | 19.9 | 5.1 | 11,065 | Washakie | 514 | 7.8 | 2.1 | |
| Vernon | 2,755 | 21.1 | 6.0 | 18,471 | Weston | 493 | 7.2 | 2.2 | |
| Texas: | | | | | Yellowstone Park | 34 | .4 | .1 | |
| Angelina | 7,388 | 39.1 | 11.4 | 33,038 | Total | 33,149 | 212.2 | 66.4 | |
| Chambers | 2,035 | 7.9 | 2.2 | 6,342 | BINGHAMTON, NEW YORK | | | | |
| Hardin | 4,342 | 20.7 | 5.7 | 17,335 | New York: | | | | |
| Jasper | 3,383 | 20.7 | 5.3 | 17,402 | Broome | 52,345 | 201.8 | 60.4 | |
| Jefferson | 62,160 | 229.5 | 67.2 | 277,746 | Cayuga (50%) | 9,824 | 36.4 | 10.8 | |
| Liberty | 7,215 | 27.9 | 7.8 | 37,241 | Chemung | 27,472 | 96.4 | 29.7 | |
| Newton | 1,442 | 9.5 | 2.4 | 5,866 | Chenango | 11,470 | 41.2 | 12.4 | |
| Orange | 13,809 | 59.4 | 16.5 | 45,193 | Cortland | 10,915 | 39.3 | 11.8 | |
| Polk | 3,230 | 13.8 | 3.8 | 11,412 | Delaware | 11,771 | 46.3 | 13.9 | |
| Sabine | 1,273 | 7.3 | 1.8 | 5,474 | Madison (50%) | 6,799 | 25.7 | 7.4 | |
| San Jacinto | 1,063 | 6.3 | 1.6 | 1,343 | Otsego | 15,725 | 54.0 | 17.0 | |
| Trinity | 1,266 | 8.2 | 2.4 | 7,478 | Schuyler | 4,347 | 15.3 | 4.7 | |
| Tyler | 1,866 | 11.1 | 2.9 | 9,680 | Seneca (50%) | 3,238 | 13.6 | 3.5 | |
| Total | 149,106 | 699.5 | 196.7 | \$700,587 | Steuben (50%) | 13,135 | 48.0 | 14.2 | |
| BELLINGHAM, WASHINGTON | | | | | Sullivan | 12,302 | 42.8 | 13.3 | |
| Washington: | | | | | Tioga | 9,065 | 32.1 | 9.8 | |
| Clallam | 7,831 | 29.8 | 9.6 | \$34,508 | Tompkins | 17,419 | 69.9 | 19.1 | |
| Island | 3,097 | 13.7 | 4.2 | 9,371 | Yates (50%) | 2,729 | 9.4 | 3.0 | |
| Jefferson | 2,405 | 8.8 | 2.6 | 8,222 | Pennsylvania | | | | |
| San Juan | 1,110 | 3.2 | 1.2 | 2,316 | Bradford | 14,245 | 52.0 | 15.4 | |
| Skagit | 10,338 | 47.3 | 15.0 | 63,851 | Lackawanna | 67,710 | 253.6 | 73.2 | |
| Snohomish | 42,365 | 137.6 | 45.8 | 138,849 | Lycoming | 28,952 | 103.4 | 31.3 | |
| Whatcom | 15,476 | 72.2 | 24.1 | 55,418 | Pike | 2,660 | 8.9 | 3.0 | |
| Total | 82,622 | 312.6 | 102.5 | \$312,535 | Sullivan | 1,387 | 5.6 | 1.5 | |
| BETHLEHEM-ALLENTOWN-EASTON, PENNSYLVANIA | | | | | Susquehanna | 7,647 | 30.1 | 8.4 | |
| New Jersey: | | | | | Tioga | 9,712 | 35.7 | 10.2 | |
| Warren | UHF | 59.7 | 18.2 | \$61,028 | Wayne | 6,741 | 26.9 | 7.0 | |
| | DI | | | | Wyoming | 4,061 | 16.5 | 4.1 | |
| Pennsylvania: | | | | | Total | 351,671 | 1,304.9 | 386.7 | |
| Lehigh (10%) | on county basis | 204.3 | 59.1 | 263,513 | BIRMINGHAM, ALABAMA | | | | |
| Northampton | basis | 187.9 | 53.7 | 212,616 | Alabama: | | | | |
| Total | | †67,036 | 451.9 | \$537,157 | Autauga | 2,213 | 16.4 | 4.4 | |
| | | | | | Bibb | 2,235 | 15.6 | 3.1 | |
| | | | | | Blount | 4,986 | 26.7 | 6.4 | |

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------|----------|-----------|-----------|------------------|
| BOSTON, MASS. | | | | |
| Connecticut: | | | | |
| Windham | 19,332 | 69.4 | 20.9 | \$82,208 |
| Maine: | | | | |
| York | 25,067 | 92.4 | 27.1 | 99,442 |
| Massachusetts: | | | | |
| Barnstable | 16,002 | 53.0 | 17.3 | 96,910 |
| Bristol | 109,283 | 396.0 | 119.9 | 410,829 |
| Dukes | 1,635 | 5.7 | 1.8 | 12,537 |
| Essex | 155,307 | 550.8 | 167.9 | 601,748 |
| Franklin | 16,095 | 55.5 | 17.4 | 58,266 |
| Middlesex | 288,317 | 1,144.8 | 323.0 | 1,253,145 |
| Nantucket | 1,017 | 3.6 | 1.1 | 7,689 |
| Norfolk | 120,712 | 457.5 | 130.5 | 465,240 |
| Plymouth | 60,450 | 218.5 | 67.0 | 252,450 |
| Suffolk | 223,665 | 838.5 | 241.8 | 1,544,499 |
| Worcester | 156,325 | 581.5 | 169.0 | 636,221 |
| New Hampshire: | | | | |
| Belknap | 7,677 | 27.9 | 8.3 | 35,656 |
| Carroll | 4,532 | 16.1 | 4.9 | 20,649 |
| Cheshire | 11,377 | 41.0 | 12.3 | 40,109 |
| Hillsboro | 44,862 | 162.2 | 48.5 | 206,702 |
| Merrimack | 17,112 | 65.4 | 18.5 | 72,804 |
| Rockingham | 22,015 | 77.9 | 23.8 | 96,785 |
| Strafford | 13,875 | 53.5 | 15.0 | 60,475 |
| Sullivan | 7,770 | 27.8 | 8.4 | 29,075 |
| Rhode Island: | | | | |
| Bristol | 8,140 | 31.2 | 8.8 | 24,885 |
| Kent | 23,032 | 83.8 | 24.9 | 88,395 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|------------------|----------------|----------------|--------------------|
| Vermont: | | | | |
| Windham | 6,190 | 27.7 | 8.1 | 39,815 |
| Windsor | 8,718 | 41.2 | 12.2 | 48,134 |
| Total | 1,368,507 | 5,122.9 | 1,498.4 | \$6,284,668 |

BRIDGEPORT, CONNECTICUT

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------|-----------------|----------------|--------------|--------------------|
| Connecticut: | | | | |
| Fairfield | UHF | 595.9 | 174.6 | \$880,917 |
| New Haven | DI | 611.9 | 180.3 | 842,299 |
| on county basis | | | | |
| New York: | | | | |
| Suffolk | | 483.7 | 132.6 | 564,961 |
| Total | 1,64,585 | 1,691.5 | 487.5 | \$2,288,177 |

BRISTOL, VIRGINIA-TENNESSEE

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------|----------|-----------|-----------|------------------|
| Kentucky: | | | | |
| Bell | 4,051 | 36.0 | 8.4 | \$23,755 |
| Floyd | 5,645 | 39.4 | 8.6 | 16,627 |
| Knott | 1,543 | 15.2 | 3.0 | 2,325 |
| Leslie | 1,012 | 15.0 | 2.9 | 2,340 |
| Letcher | 2,512 | 28.4 | 6.3 | 12,585 |
| Perry | 3,368 | 35.4 | 7.7 | 19,953 |
| Pike | 7,150 | 67.5 | 15.2 | 27,507 |
| North Carolina: | | | | |
| Alexander | 3,237 | 14.8 | 3.5 | 11,653 |
| Alleghany | 1,479 | 7.8 | 2.1 | 4,297 |
| Ashe | 2,608 | 21.5 | 5.0 | 6,935 |
| Avery | 1,855 | 12.9 | 3.1 | 3,733 |
| Burke | 7,130 | 49.7 | 11.6 | 28,769 |
| Caldwell | 6,709 | 47.4 | 11.2 | 32,588 |
| McDowell | 3,502 | 27.4 | 6.7 | 19,851 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|----------|----------|-----------|-----------|
| Madison | 1,990 | 19.3 | 4.3 |
| Mitchell | 1,885 | 14.4 | 3.4 |
| Surry | 10,288 | 47.6 | 11.8 |
| Watauga | 2,481 | 18.1 | 4.1 |
| Wilkes | 6,389 | 46.1 | 10.9 |
| Yancey | 2,011 | 15.6 | 3.5 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|-------------------|----------|-----------|-----------|
| Tennessee: | | | |
| Carter | 6,202 | 45.1 | 11.2 |
| Claiborne | 2,981 | 23.5 | 5.5 |
| Cocke | 3,006 | 21.4 | 5.3 |
| Grainger | 1,187 | 12.3 | 2.9 |
| Greene | 5,642 | 42.3 | 11.1 |
| Hamblen | 2,578 | 28.7 | 7.6 |
| Hancock | 1,022 | 7.6 | 1.9 |
| Hawkins | 2,298 | 31.1 | 7.5 |
| Johnson | 1,388 | 11.4 | 2.7 |
| Sullivan | 16,091 | 111.1 | 29.5 |
| Unicoi | 2,081 | 16.0 | 3.9 |
| Washington | 10,406 | 63.1 | 16.1 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|------------------|----------|-----------|-----------|
| Virginia: | | | |
| Bland | 605 | 6.2 | 1.4 |
| Buchanan | 3,373 | 40.7 | 8.1 |
| Carroll | 3,390 | 27.8 | 6.8 |
| Dickenson | 2,623 | 25.1 | 5.2 |
| Giles | 3,108 | 21.8 | 5.1 |
| Grayson | 2,758 | 21.7 | 5.6 |
| Lee | 4,377 | 36.1 | 8.0 |
| Pulaski | 6,574 | 30.1 | 7.6 |
| Russell | 1,832 | 27.2 | 6.1 |
| Scott | 3,663 | 26.8 | 6.5 |
| Smyth | 3,358 | 31.6 | 7.2 |
| Tazewell | 4,699 | 51.2 | 11.7 |
| Washington | 5,316 | 56.6 | 13.3 |
| Wise | 6,230 | 59.5 | 13.7 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|-----------------------|----------------|----------------|--------------|
| West Virginia: | | | |
| Logan | 11,379 | 78.3 | 18.0 |
| McDowell | 11,656 | 90.9 | 20.8 |
| Mingo | 7,041 | 48.1 | 11.1 |
| Wyoming | 5,551 | 40.8 | 9.1 |
| Total | 219,260 | 1,713.6 | 403.8 |

advertisers with rapidly changing market-by-market problems are



as a basic advertising medium

Alan C. Garratt, Advertising Manager of the ACC Division ("PALL MALL" and "HIT PARADE" cigarettes) of the American Tobacco Company, puts it this way: "Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Spot Radio and Television, we have cracked the country, market by market. The stations represented by NBC Spot Sales played a big part in the promotion of our new brand."



Buy the LEADERSHIP station in Buffalo--WBUF • 17

BRYAN, TEXAS

| | VHF Sets | Pop. (00) | Fam. (00) |
|---------------|---------------|--------------|-------------|
| Texas: | | | |
| Brazos | 6,890 | 46.4 | 12.5 |
| Burleson | 1,379 | 10.7 | 3.0 |
| Grimes | 2,264 | 12.0 | 3.6 |
| Lee | 2,045 | 8.9 | 2.4 |
| Leon | 1,490 | 9.6 | 2.7 |
| Madison | 940 | 6.2 | 1.8 |
| Milam | 5,083 | 19.0 | 5.6 |
| Robertson | 3,556 | 17.6 | 4.8 |
| Walker | 2,485 | 18.8 | 4.2 |
| Washington | 3,638 | 17.5 | 5.1 |
| Total | 29,770 | 166.7 | 45.7 |

BUFFALO, NEW YORK

| | VHF Sets | Pop. (00) | Fam. (00) |
|------------------|----------|-----------|-----------|
| New York: | | | |
| Allegany | 9,990 | 45.8 | 13.5 |
| Cattaraugus | 21,378 | 81.7 | 24.4 |
| Chautauqua | 44,030 | 146.8 | 47.6 |
| Erie | 280,289 | 1,046.6 | 308.3 |
| Genesee | 13,505 | 50.1 | 14.6 |
| Livingston | 9,766 | 40.2 | 10.9 |
| Niagara | 58,473 | 217.7 | 64.2 |
| Orleans | 8,880 | 31.0 | 9.6 |
| Steuben | 26,270 | 96.0 | 28.4 |
| Wyoming | 8,417 | 32.7 | 9.1 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|----------------------|----------|-----------|-----------|
| Pennsylvania: | | | |
| Cameron | 1,196 | 214.4 | 57.2 |
| Crawford | 21,830 | 80.2 | 23.6 |
| Elk | 8,288 | 34.9 | 9.6 |

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------|----------------|--------------|--------------------|------------------|--------------|----------------|--------------|--------------|-----------------------|---------------|--------------|-------------|------------------|------------------|
| 15,850 | 59.0 | 17.2 | 69,455 | Franklin | 9,397 | 45.5 | 12.6 | 52,311 | BUTTE, MONTANA | | | | | |
| 1,110 | 4.4 | 1.2 | 3,915 | Warren | 11,256 | 41.2 | 12.8 | 72,109 | Montana: | | | | | |
| 13,427 | 53.8 | 16.3 | 54,394 | Washington | 12,672 | 47.2 | 13.7 | 41,146 | Beaverhead | 1,088 | 6.0 | 2.4 | \$10,041 | |
| 4,088 | 15.9 | 4.6 | 16,083 | Vermont: | | | | | Broadwater | 355 | 2.5 | .8 | 2,616 | |
| 2,428 | 8.9 | 2.6 | 7,878 | Addison | 4,226 | 19.5 | 4.9 | 17,038 | Deer Lodge | 1,822 | 19.4 | 5.4 | 16,570 | |
| 10,915 | 41.4 | 11.8 | 56,001 | Caledonia | 3,971 | 22.9 | 6.8 | 26,041 | Gallatin | 2,226 | 24.6 | 7.8 | 28,599 | |
| 560,297 | 2,301.5 | 674.7 | \$2,562,933 | Chittenden | 16,465 | 67.0 | 17.8 | 80,549 | Granite | 404 | 2.7 | .9 | 5,450 | |
| INGTON, VERMONT | | | | | Essex | 1,572 | 5.7 | 1.7 | 3,559 | Jefferson | 184 | 3.9 | 1.0 | 3,457 |
| Hampshire: | | | | | Franklin | 6,390 | 29.2 | 7.9 | 29,629 | Lewis & Clark | 3,028 | 27.0 | 9.1 | 33,396 |
| 7,043 | 36.8 | 10.3 | \$39,962 | Grand Isle | 740 | 3.2 | .8 | 2,076 | Madison | 268 | 6.1 | 1.9 | 4,783 | |
| 9,227 | 46.7 | 13.1 | 57,447 | Lamoille | 2,566 | 11.0 | 2.8 | 13,085 | Park | 2,822 | 13.1 | 4.3 | 13,880 | |
| 7,770 | 27.8 | 8.4 | 29,075 | Orange | 4,162 | 16.1 | 4.5 | 15,806 | Powell | 738 | 6.5 | 1.9 | 7,205 | |
| New York: | | | | | Orleans | 5,087 | 20.1 | 5.5 | 22,794 | Silver Bow | 17,114 | 56.5 | 20.3 | 70,854 |
| 13,320 | 56.7 | 14.4 | 53,474 | Rutland | 10,180 | 44.0 | 12.7 | 54,516 | Total | 30,049 | 168.3 | 55.8 | \$196,851 | |
| 7,911 | 35.8 | 10.4 | 35,684 | Washington | 10,836 | 43.5 | 12.1 | 45,774 | | | | | | |
| | | | | | Windsor | 8,718 | 41.2 | 12.2 | 48,134 | | | | | |
| | | | | | Total | 153,509 | 661.1 | 185.4 | \$740,209 | | | | | |

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MR. TELECASTER, YOU COULD BE TELLING YOUR STORY HERE

Just as you are looking at this page to check the county definition and data on your market, most of the people on your sales-prospect list are doing the same thing.

While their attention is focused on getting the data that helps decide whether or not you get on the list, you could be using this space to amplify the basic statistics, to tell why your station is the key to your area.

You can do this every month in TELEVISION MAGAZINE. . . Reserve space in the monthly Circulation Report. Reach your prospects while they are thinking about your market. Phone Bob Lewis at PLaza 3-9944 in New York and ask about the Circulation Package Plan.

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MANY TIMES.....
AND NOW WE'RE
PROVED RIGHT BY

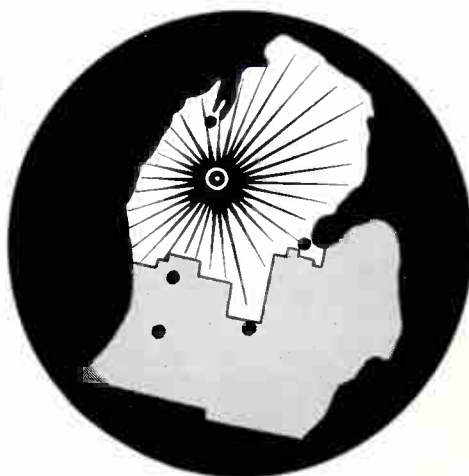
PULSE AREA SURVEY

MAY 6-13, 1957

IN THESE 25 COUNTIES

WWTV
Channel 13
Cadillac, Michigan

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.



**IN
168
QUARTER HOURS
SURVEYED
DAILY-6 P.M. TO SIGN-OFF
WWTV
LED IN
152**

- ANTRIM
- BENZIE
- CHARLEVOIX
- CLARE
- CRAWFORD
- EMMET
- GLADWIN
- GRAND TRAVERSE
- GRATIOT
- ISABELLA
- KALKASKA
- LAKE
- LEELANAU
- MANISTEE
- MASON
- MECOSTA
- MIDLAND
- MISSAUKEE
- MONTCALM
- NEWAYGO
- OCEANA
- OSCEOLA
- OTSEGO
- ROSCOMMON
- WEXFORD

GENE ELLERMAN, V.P.—GEN. MGR.
CADILLAC, MICHIGAN • PROSPECT 5-3478

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------|----------------|--------------|--------------|---------------------|
| LAC, MICHIGAN | | | | |
| Ann Arbor | 925 | 5.8 | 1.0 | \$5,372 |
| East Lansing | 6,196 | 23.5 | 6.7 | 28,534 |
| Flint | 1,051 | 11.1 | 3.3 | 8,735 |
| Grand Rapids | 2,590 | 10.0 | 2.8 | 10,237 |
| Lansing | 26,547 | 100.3 | 28.7 | 113,223 |
| Marquette | 1,500 | 8.1 | 2.4 | 8,812 |
| Mount Pleasant | 2,079 | 13.7 | 3.9 | 15,928 |
| Port Huron | 3,422 | 12.9 | 3.7 | 16,812 |
| St. Ignace | 3,354 | 11.9 | 3.5 | 14,325 |
| Tawas | 1,110 | 4.1 | 1.2 | 5,384 |
| Traverse City | 3,754 | 16.9 | 4.8 | 24,318 |
| Westland | 2,312 | 9.1 | 2.5 | 9,854 |
| Ypsilanti | 5,976 | 32.3 | 8.7 | 53,126 |
| Total | 9,084 | 34.8 | 10.2 | 39,012 |
| Adrian | 3,607 | 12.8 | 3.9 | 17,505 |
| Albion | 7,221 | 30.3 | 8.2 | 31,271 |
| Algonquin | 775 | 4.3 | 1.2 | 3,771 |
| Alto | 1,030 | 5.2 | 1.6 | 3,903 |
| Ann Arbor | 2,312 | 9.0 | 2.5 | 5,883 |
| Ann Arbor | 5,439 | 20.8 | 6.4 | 19,424 |
| Ann Arbor | 5,502 | 20.9 | 6.5 | 25,152 |
| Ann Arbor | 5,180 | 18.2 | 5.6 | 16,908 |
| Ann Arbor | 9,432 | 42.7 | 11.9 | 49,189 |
| Ann Arbor | 1,279 | 7.7 | 2.1 | 6,332 |
| Ann Arbor | 9,805 | 33.7 | 10.6 | 39,635 |
| Ann Arbor | 1,110 | 4.5 | 1.2 | 5,608 |
| Ann Arbor | 38,471 | 142.5 | 42.3 | 166,096 |
| Ann Arbor | 6,021 | 23.1 | 6.8 | 19,875 |
| Ann Arbor | 4,412 | 17.8 | 5.1 | 16,283 |
| Ann Arbor | 1,717 | 9.7 | 2.7 | 9,994 |
| Ann Arbor | 3,792 | 14.9 | 4.1 | 13,017 |
| Ann Arbor | 925 | 3.7 | 1.0 | 3,604 |
| Ann Arbor | 1,030 | 6.4 | 1.7 | 9,985 |
| Ann Arbor | 2,682 | 11.8 | 2.9 | 10,585 |
| Ann Arbor | 2,173 | 8.0 | 2.6 | 11,147 |
| Ann Arbor | 3,657 | 19.8 | 5.9 | 21,332 |
| Total | 187,472 | 762.3 | 220.2 | \$860,171 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------|-------------|--------------|--------------|---------------------|
| APLARDEAU, MISSOURI | | | | |
| Alton | 4,738 | 22.2 | 7.2 | \$19,558 |
| Alton | 9,792 | 47.9 | 16.2 | 35,274 |
| Alton | 1,795 | 8.9 | 2.6 | 7,916 |
| Alton | 2,867 | 11.2 | 3.6 | 8,215 |
| Alton | 1,825 | 7.3 | 2.1 | 3,349 |
| Alton | 10,816 | 37.8 | 11.9 | 42,259 |
| Alton | 6,361 | 35.8 | 11.7 | 35,251 |
| Alton | 1,714 | 7.4 | 2.2 | 6,046 |
| Alton | 2,452 | 14.4 | 4.7 | 13,248 |
| Alton | 5,466 | 20.3 | 6.3 | 13,061 |
| Alton | 1,192 | 4.8 | 1.5 | 3,197 |
| Alton | 3,045 | 14.4 | 4.4 | 5,011 |
| Alton | 7,300 | 29.5 | 8.2 | 24,458 |
| Alton | 6,795 | 31.6 | 10.5 | 30,186 |
| Alton | 2,866 | 19.1 | 5.3 | 13,464 |
| Alton | 3,104 | 13.5 | 4.4 | 18,178 |
| Alton | 2,671 | 20.2 | 6.5 | 23,459 |
| Alton | 12,088 | 48.2 | 16.4 | 41,372 |
| Alton | 2,101 | 15.4 | 4.9 | 6,037 |
| Alton | 1,780 | 14.1 | 4.3 | 10,533 |
| Alton | 1,928 | 20.8 | 6.3 | 19,375 |
| Alton | 673 | 6.1 | 1.8 | 5,516 |
| Alton | 1,116 | 18.3 | 3.7 | 7,643 |
| Alton | 1,549 | 11.1 | 3.2 | 13,098 |
| Alton | 3,751 | 35.4 | 11.3 | 25,923 |
| Alton | 1,450 | 6.8 | 2.1 | 4,600 |
| Alton | 1,110 | 7.1 | 2.0 | 2,918 |
| Alton | 1,479 | 6.6 | 1.7 | 2,603 |
| Alton | 15,358 | 77.7 | 24.7 | 68,138 |
| Alton | 1,825 | 18.4 | 5.6 | 13,339 |
| Alton | 1,179 | 7.6 | 1.9 | 4,787 |

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Antenna Height: 990 Ft. Above Average Terrain

POPULATION:

Class A Contour 331,587
Class B Contour 676,095
100 Micro-V per M Contour . . 1,078,856

Channel
12

Cape Girardeau,
Missouri



206,180 SETS

KFVS-TV

THE BIG COVERAGE STATION

KFVS-TV FIVE STATE AREA (MILLIONAREA)

Represented By HEADLEY-REED

| VHF | | | | VHF | | | | VHF | | | | | | |
|---------------------------------|-----------|-----------|------------------|----------|-------------|-----------|------------------|---------|-----------|--------------|------------------|------|--------|--------|
| Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | | |
| CAROLINA, NORTH CAROLINA | | | | Davie | 2,926 | 15.6 | 3.9 | 11,240 | Polk | 2,504 | 11.5 | 3.0 | 5,875 | |
| Carolina: | | | | Forsyth | 44,400 | 176.1 | 48.0 | 199,685 | Richmond | 8,112 | 40.4 | 10.1 | 30,796 | |
| Der | 3,237 | 14.8 | 3.5 | \$11,653 | Gaston | 20,227 | 125.5 | 31.8 | 107,644 | Robeson | 12,291 | 95.0 | 20.4 | 61,549 |
| any | 1,479 | 7.8 | 2.1 | 4,297 | Haywood | 5,194 | 39.8 | 10.1 | 32,334 | Rowan | 20,165 | 80.9 | 21.8 | 80,398 |
| | 3,298 | 25.6 | 6.0 | 12,581 | Henderson | 4,067 | 33.5 | 9.3 | 34,365 | Rutherford | 7,443 | 45.3 | 11.4 | 38,469 |
| | 2,608 | 21.5 | 5.0 | 6,935 | Hoke | 1,303 | 15.9 | 3.3 | 9,031 | Scotland | 3,045 | 27.4 | 6.2 | 18,398 |
| | 1,855 | 12.9 | 3.1 | 3,733 | Iredell | 11,311 | 60.1 | 15.5 | 55,556 | Stanly | 9,990 | 40.4 | 10.8 | 36,756 |
| ibe | 21,139 | 134.0 | 35.9 | 144,528 | Jackson | 1,841 | 18.8 | 4.3 | 12,069 | Surry | 10,288 | 47.6 | 11.8 | 48,317 |
| | 7,130 | 49.7 | 11.6 | 28,769 | Lincoln | 4,125 | 28.2 | 6.9 | 19,175 | Transylvania | 1,505 | 16.6 | 3.8 | 12,243 |
| | 16,095 | 67.0 | 17.4 | 69,780 | McDowell | 3,502 | 27.4 | 6.7 | 19,851 | Union | 5,840 | 44.2 | 10.7 | 32,048 |
| is | 6,709 | 47.4 | 11.2 | 32,588 | Mecon | 2,676 | 16.4 | 3.9 | 12,729 | Watauga | 2,481 | 18.1 | 4.1 | 11,774 |
| ll | 16,650 | 68.8 | 18.0 | 80,218 | Madison | 1,990 | 19.3 | 4.3 | 7,213 | Wilkes | 6,389 | 46.1 | 10.9 | 35,441 |
| nd | 9,972 | 67.8 | 16.5 | 49,170 | Mecklenberg | 56,697 | 235.9 | 63.3 | 338,652 | Yadkin | 3,706 | 22.9 | 5.6 | 14,834 |
| land | 10,191 | 134.6 | 27.6 | 126,130 | Mitchell | 1,885 | 14.4 | 3.4 | 13,132 | Yancey | 2,011 | 15.6 | 3.5 | 4,787 |
| rn | 16,557 | 68.3 | 17.9 | 67,794 | Montgomery | 2,592 | 17.7 | 4.3 | 12,863 | | | | | |
| | | | | | Moore | 3,936 | 33.2 | 8.2 | 35,914 | | | | | |

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Mr. Telecaster!

HOW MANY HALF HOURS HAVE YOU SOLD TO ANOTHER TELEVISION STATION?

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allows flexible spending
- ▶ **PROGRAMMING THE BEST OF NBC-ABC**
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- ▶ **3½ BILLION DOLLAR MARKET**
- ▶ **2½ MILLION POPULATION CONCEN-
TRATION**
- ▶ **FULLY EQUIPPED . . . AND STAFFED . . .**
to handle any sales campaign. Already selected
as a National test station by 1 advertiser.
(Name on request)
- ▶ **BEST TECHNICAL FACILITIES . . . LATEST
EQUIPMENT**
Highest tower-Maximum power-Located 18 miles
closer to greatest populated area
- ▶ **ADVERTISING AND PROMOTION . . .**
Newspapers, Magazines, Billboards, Buses, letters
to trade
- ▶ **EXCLUSIVE IN-STORE MERCHANDISING**
in largest chain Super Markets
- ▶ **AVAILABILITIES IN 14 MILLION DOLLAR
WARNER BROTHERS MOVIE PACKAGE . . .**
plus POPEYE CARTOONS and other local features

HIGHEST TOWER

TOP POWER

REPRESENTED BY

**H-R Representatives
Nationally**

**F-J Representatives
Atlanta**

WSOC

**Channel 9 • Television
CHARLOTTE, N. C.**

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|----------------|----------------|--------------|--------------------|
| CAROLINA, N.C. continued | | | | |
| Carolina: | | | | |
| Alexander | 6,534 | 39.6 | 9.6 | 19,902 |
| Ashe | 4,732 | 32.1 | 7.9 | 19,523 |
| Beaufort | 4,451 | 35.8 | 8.1 | 19,948 |
| Bladen | 7,752 | 52.2 | 12.4 | 34,890 |
| Chatham | 3,450 | 31.0 | 6.7 | 19,188 |
| Columbus | 2,143 | 15.8 | 3.7 | 15,358 |
| Dare | 2,621 | 20.6 | 4.8 | 9,545 |
| Davidson | 14,338 | 86.1 | 20.5 | 74,831 |
| Edgecombe | 40,873 | 198.1 | 54.5 | 202,751 |
| Forsyth | 8,440 | 47.9 | 12.7 | 36,559 |
| Gaston | 4,211 | 31.5 | 7.5 | 22,649 |
| Granville | 5,462 | 38.6 | 9.0 | 26,152 |
| Guilford | 4,275 | 48.3 | 11.7 | 26,977 |
| Hertford | 3,531 | 22.3 | 4.7 | 10,949 |
| Johnston | 7,920 | 49.5 | 12.8 | 36,674 |
| Lincoln | 4,876 | 34.9 | 7.9 | 23,080 |
| Martin | 4,891 | 29.9 | 7.1 | 17,579 |
| Mecklenburg | 4,644 | 31.9 | 8.2 | 21,718 |
| Montgomery | 2,585 | 15.2 | 3.7 | 6,250 |
| New Hanover | 23,639 | 160.4 | 41.9 | 121,375 |
| Onslow | 8,626 | 64.0 | 14.7 | 45,228 |
| Orange | 4,106 | 30.8 | 7.6 | 19,507 |
| Wayne | 13,887 | 86.9 | 21.1 | 53,350 |
| Tennessee: | | | | |
| Anderson (33%) | 458 | 3.8 | .9 | 1,140 |
| Benton (33%) | 5,310 | 36.7 | 9.7 | 35,738 |
| Chattanooga | 2,081 | 16.0 | 3.9 | 7,748 |
| Clarksville (33%) | 3,434 | 20.8 | 5.3 | 18,669 |
| Total | 580,632 | 3,430.7 | 855.7 | \$2,938,592 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------|----------------|--------------|--------------|------------------|
| CANTON, TENNESSEE | | | | |
| Adams | 4,119 | 43.2 | 11.1 | \$23,162 |
| Anderson | 3,844 | 35.3 | 8.6 | 16,630 |
| Georgia: | | | | |
| Chatham | 2,955 | 16.9 | 4.4 | 7,918 |
| Cherokee | 4,385 | 21.7 | 5.4 | 14,036 |
| Dade | 1,146 | 8.5 | 1.7 | 2,740 |
| DeKalb | 12,914 | 67.3 | 18.0 | 45,270 |
| Douglas | 2,127 | 9.4 | 2.3 | 5,624 |
| Evans | 3,385 | 18.2 | 4.7 | 14,770 |
| Franklin | 1,711 | 10.5 | 2.5 | 4,653 |
| Gwinnett | 6,598 | 42.6 | 11.6 | 23,973 |
| Henry | 9,408 | 38.8 | 10.2 | 36,052 |
| North Carolina: | | | | |
| Cherokee | 990 | 18.2 | 4.2 | 12,775 |
| Columbus | 565 | 5.9 | 1.3 | 3,571 |
| Guilford | 608 | 7.3 | 1.7 | 2,865 |
| Swain | 819 | 9.1 | 2.3 | 7,626 |
| Tennessee: | | | | |
| Bledsoe | 1,400 | 8.4 | 1.7 | 2,778 |
| Bryan | 5,999 | 33.7 | 8.9 | 29,886 |
| Hickman | 45,873 | 236.7 | 68.6 | 284,526 |
| Madison | 4,668 | 34.0 | 8.9 | 15,355 |
| Marion | 3,204 | 21.0 | 5.0 | 13,632 |
| Meigs | 861 | 6.0 | 1.3 | 1,181 |
| Moore | 3,740 | 23.1 | 5.6 | 13,806 |
| Putnam | 2,279 | 12.6 | 3.1 | 5,171 |
| Randolph | 1,705 | 15.1 | 3.9 | 10,740 |
| Roane | 5,747 | 32.8 | 8.5 | 24,028 |
| Sevier | 1,076 | 6.2 | 1.3 | 2,833 |
| Van Buren | 740 | 4.0 | .8 | 696 |
| Total | 132,866 | 786.5 | 207.6 | \$626,297 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------|----------|-----------|-----------|------------------|
| CASPER, WYOMING | | | | |
| Albany | 692 | 4.4 | 1.2 | \$3,047 |
| Glenn | 324 | 3.5 | 1.1 | 6,234 |
| Johnson | 242 | 1.9 | .7 | 1,605 |
| Laramie | 10,248 | 49.2 | 15.4 | 51,185 |
| Lincoln | 3,031 | 19.0 | 5.5 | 26,093 |
| Smith | 195 | 1.2 | .4 | 1,063 |
| Wheat | 1,986 | 8.1 | 2.4 | 5,751 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------|---------------|--------------|--------------|------------------|
| Nebraska: | | | | |
| Banner | 325 | 1.5 | .4 | 17 |
| Box Butte | 1,718 | 12.8 | 3.7 | 17,470 |
| Cheyenne | 3,474 | 16.4 | 4.9 | 21,395 |
| Dawes | 1,182 | 9.1 | 2.7 | 11,322 |
| Deuel | 690 | 3.4 | 1.0 | 5,406 |
| Garden | 733 | 3.4 | 1.0 | 3,784 |
| Kimball | 468 | 4.7 | 1.3 | 7,318 |
| Morrill | 2,008 | 7.8 | 2.2 | 7,651 |
| Scotts Bluff | 7,460 | 35.9 | 10.7 | 48,292 |
| Sheridan | 1,316 | 9.5 | 2.8 | 12,011 |
| Sioux | 419 | 30.1 | .9 | 618 |
| Wyoming: | | | | |
| Albany | 2,185 | 22.7 | 6.8 | 24,596 |
| Carbon | 4,213 | 16.9 | 5.1 | 20,632 |
| Converse | 991 | 5.6 | 1.7 | 7,251 |
| Goshen | 1,261 | 12.7 | 3.7 | 13,038 |
| Laramie | 11,627 | 59.8 | 17.0 | 68,004 |
| Natrona | 6,141 | 41.5 | 13.6 | 69,500 |
| Niobrara | 727 | 3.8 | 1.2 | 4,343 |
| Platte | 589 | 7.6 | 2.4 | 10,175 |
| Total | 64,245 | 392.5 | 109.8 | \$447,801 |
| CHICAGO, ILLINOIS | | | | |
| Illinois: | | | | |
| Boone | 4,917 | 18.1 | 5.5 | \$20,114 |
| Bureau | 11,100 | 37.6 | 12.0 | 37,124 |
| Cook | 1,387,073 | 4,881.8 | 1,523.4 | 7,034,321 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| De Kalb | 11,932 | 43.2 | 12.9 | 65,690 |
| DuPage | 66,667 | 248.8 | 72.6 | 219,580 |
| Ford | 4,052 | 15.9 | 5.0 | 18,571 |
| Grundy | 5,810 | 23.2 | 6.9 | 21,726 |
| Iroquois | 6,574 | 32.6 | 10.3 | 35,898 |
| Kane | 46,505 | 168.3 | 49.9 | 245,274 |
| Kankakee | 18,521 | 84.2 | 21.5 | 99,114 |
| Kendall | 3,310 | 12.2 | 3.7 | 12,528 |
| Lake | 67,539 | 259.0 | 71.5 | 295,077 |
| La Salle | 20,246 | 103.3 | 32.2 | 135,164 |
| Livingston | 6,779 | 36.1 | 10.8 | 42,465 |
| McHenry | 16,650 | 58.2 | 18.0 | 92,348 |
| Will | 39,916 | 158.1 | 45.8 | 182,595 |
| Indiana: | | | | |
| Benton | 2,517 | 10.9 | 3.2 | 14,475 |
| Carrroll | 3,812 | 16.5 | 5.2 | 19,390 |
| Fulton | 4,296 | 16.8 | 5.3 | 19,111 |
| Jasper | 4,280 | 18.8 | 5.4 | 21,601 |
| Lake | 124,505 | 467.0 | 134.6 | 547,822 |
| La Porte | 24,790 | 89.9 | 26.8 | 105,449 |
| Marshall | 7,790 | 32.5 | 10.0 | 34,166 |
| Newton | 2,970 | 11.2 | 3.4 | 12,700 |
| Porter | 12,573 | 48.7 | 13.9 | 45,527 |
| Pulaski | 3,599 | 13.3 | 3.9 | 15,417 |
| St. Joseph | 67,147 | 245.1 | 72.9 | 273,087 |
| Starke | 3,933 | 17.9 | 5.3 | 20,307 |
| White | 3,933 | 18.4 | 5.9 | 24,834 |
| Michigan: | | | | |
| Berrien | 39,315 | 140.9 | 43.5 | 170,970 |

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An agency that believes "good advertising has to have a bite in it" is

SOLD ON SPOT

as a basic advertising medium



LEN MATTHEWS and TOM WRIGHT of THE LEO BURNETT CO.
 (Vice President in Charge of Media, and Media Manager, respectively) state the case this way: "The Leo Burnett Company was founded in 1935, and has been recommending Spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett have used, or are using, **NBC SPOT SALES** Spot broadcasting."

Buy the LEADERSHIP stations in Chicago—WMAQ & WNBQ • 5



"GEE! Let's try that toothpaste!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago



William Barker, Assistant Media Director Needham, Louis and Brorby, Inc., Chicago, Ill.

"In my opinion, the combination of rates with market information will greatly simplify the media-buying function*.

"I also wish to express my pleasure with the inclusion of a map of each state, which is a great help in giving a clear concept of the relative geographical location of markets and population centers."

*Market maps and data every month in Standard Rate's Newspaper. Spot Radio and Spot TV Books.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------|------------------|----------------|----------------|---------------------|
| CHICAGO, ILL. continued | | | | |
| Wisconsin: | | | | |
| Kenosha | 22,947 | 84.6 | 25.6 | 96,719 |
| Racine | 33,342 | 122.3 | 36.5 | 149,276 |
| Walworth | 13,597 | 47.9 | 14.7 | 66,320 |
| Total | 2,092,137 | 7,583.3 | 2,318.1 | \$10,194,760 |

CHICO, CALIFORNIA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------|---------------|--------------|--------------|------------------|
| California: | | | | |
| Butte | 16,286 | 68.2 | 23.4 | \$106,113 |
| Colusa | 2,415 | 11.7 | 3.6 | 17,678 |
| Glenn | 2,776 | 16.1 | 4.9 | 22,461 |
| Lake | 2,427 | 11.1 | 3.9 | 16,299 |
| Lassen | 1,296 | 15.7 | 4.9 | 18,839 |
| Nevada | 4,248 | 18.2 | 6.4 | 28,647 |
| Placer | 9,669 | 48.1 | 14.5 | 61,707 |
| Plumas | 2,343 | 11.9 | 3.8 | 13,443 |
| Shasta | 5,714 | 48.1 | 15.7 | 78,726 |
| Sierra | 570 | 2.4 | .7 | 1,752 |
| Sutter | 5,834 | 30.8 | 9.5 | 24,823 |
| Tehama | 4,471 | 19.7 | 6.4 | 26,314 |
| Trinity | 2,312 | 6.8 | 2.5 | 4,337 |
| Yolo | 9,972 | 55.6 | 16.9 | 65,642 |
| Yuba | 5,291 | 32.4 | 9.9 | 60,060 |
| Total | 75,624 | 396.8 | 127.0 | \$546,841 |

CINCINNATI, OHIO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------|-----------|-----------|------------------|
| Indiana: | | | | |
| Dearborn | 7,307 | 26.9 | 7.9 | \$23,172 |
| Decatur | 5,180 | 18.9 | 5.6 | 23,007 |
| Fayette | 7,307 | 26.9 | 7.9 | 26,172 |
| Franklin | 4,255 | 17.3 | 4.6 | 10,268 |
| Jefferson | 5,920 | 23.1 | 6.4 | 28,570 |
| Jennings | 3,793 | 16.2 | 4.1 | 12,157 |
| Ohio | 1,110 | 4.3 | 1.2 | 2,421 |
| Ripley | 5,457 | 19.4 | 5.9 | 22,857 |
| Rush | 5,642 | 20.4 | 6.1 | 21,911 |
| Scott | 4,048 | 14.3 | 4.4 | 12,605 |
| Switzerland | 1,850 | 6.7 | 2.0 | 3,961 |
| Union | 1,480 | 5.7 | 1.6 | 6,870 |
| Wayne | 17,632 | 77.5 | 23.4 | 88,582 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Kentucky: | | | | |
| Bath | 1,980 | 9.2 | 2.4 | 4,009 |
| Boone | 4,810 | 18.5 | 5.2 | 10,373 |
| Bourbon | 4,207 | 17.6 | 5.1 | 16,158 |
| Boyle | 2,990 | 20.9 | 5.4 | 18,957 |
| Bracken | 2,775 | 9.5 | 3.0 | 5,237 |
| Campbell | 25,345 | 88.5 | 27.4 | 73,939 |
| Carroll | 2,405 | 8.6 | 2.6 | 7,920 |
| Clark | 2,127 | 8.9 | 2.3 | 3,679 |
| Estill | 602 | 12.8 | 3.2 | 5,735 |
| Fayette | 29,325 | 120.1 | 34.5 | 138,586 |
| Fleming | 1,556 | 9.0 | 2.6 | 7,035 |
| Franklin | 5,438 | 26.3 | 7.8 | 29,025 |
| Gallatin | 1,017 | 3.7 | 1.1 | 4,533 |
| Garrard | 3,051 | 11.2 | 3.1 | 5,966 |
| Grant | 2,960 | 10.5 | 3.2 | 6,781 |
| Harrison | 3,435 | 15.9 | 5.0 | 12,840 |
| Henry | 2,984 | 11.0 | 3.3 | 7,195 |
| Jessamine | 2,331 | 14.5 | 4.2 | 8,677 |
| Kenton | 34,011 | 124.4 | 38.9 | 112,989 |
| Lewis | 2,005 | 11.8 | 2.8 | 5,370 |
| Madison | 2,289 | 32.7 | 9.0 | 24,930 |
| Mason | 5,180 | 19.5 | 5.6 | 18,851 |
| Menifee | 285 | 4.4 | 1.0 | 601 |
| Mercer | 2,195 | 15.7 | 4.7 | 11,149 |
| Montgomery | 1,101 | 13.0 | 2.8 | 13,925 |
| Nicholas | 1,163 | 6.7 | 2.1 | 3,567 |
| Oldham | 1,673 | 14.2 | 3.3 | 7,018 |
| Owen | 1,642 | 8.5 | 2.5 | 4,333 |
| Pendleton | 2,656 | 9.7 | 3.0 | 5,732 |
| Powell | 463 | 6.6 | 1.6 | 1,695 |
| Robertson | 585 | 2.7 | .7 | 500 |
| Rowan | 1,265 | 11.4 | 2.8 | 8,580 |
| Scott | 3,453 | 15.6 | 4.4 | 10,115 |
| Shelby | 5,052 | 19.8 | 5.7 | 16,265 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|------------------|
| Trimble | 1,572 | 5.9 | 1.7 | 2,172 |
| Woodford | 2,746 | 10.7 | 3.1 | 8,611 |
| Ohio: | | | | |
| Adams | 6,197 | 21.9 | 6.7 | 26,019 |
| Brown | 5,998 | 23.7 | 7.3 | 9,469 |
| Butler | 43,172 | 170.5 | 48.9 | 18,840 |
| Clermont | 12,090 | 47.9 | 13.8 | 54,400 |
| Clinton | 7,876 | 28.0 | 8.6 | 35,400 |
| Darke | 11,415 | 45.0 | 13.7 | 72,400 |
| Greene | 18,500 | 69.7 | 20.0 | 74,400 |
| Hamilton | 227,296 | 823.8 | 262.2 | 4,400 |
| Highland | 8,196 | 30.8 | 9.6 | 3,400 |
| Preble | 8,223 | 30.7 | 9.0 | 15,400 |
| Warren | 12,846 | 49.9 | 14.2 | 2,400 |
| Total | 601,364 | 2,369.5 | 712.2 | \$1,312,000 |

CLEVELAND, OHIO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Ohio: | | | | |
| Ashland | 10,134 | 36.1 | 11.3 | 3,500 |
| Ashtabula | 24,512 | 86.1 | 26.9 | 2,100 |
| Carroll | 4,869 | 20.4 | 5.9 | 5,700 |
| Columbiana | 30,155 | 108.0 | 32.6 | 19,000 |
| Coshocton | 8,982 | 35.0 | 11.0 | 5,900 |
| Crawford | 12,105 | 41.9 | 13.2 | 1,000 |
| Cuyahoga | 425,264 | 1,551.0 | 467.7 | 1,800 |
| Erie | 16,150 | 58.8 | 18.0 | 3,400 |
| Geauga | 7,862 | 31.6 | 8.5 | 2,400 |
| Harrison | 5,365 | 19.5 | 5.8 | 5,600 |
| Holmes | 4,568 | 20.5 | 5.5 | 3,800 |
| Huron | 12,117 | 43.8 | 13.1 | 0,200 |
| Lake | 25,115 | 115.0 | 34.0 | 1,000 |
| Lorain | 48,088 | 194.0 | 56.3 | 15,700 |
| Mahoning | 72,977 | 286.1 | 80.3 | 2,400 |
| Medina | 12,788 | 46.3 | 14.0 | 8,800 |
| Ottawa | 9,250 | 33.2 | 10.0 | 8,800 |
| Portage | 17,309 | 71.9 | 20.0 | 3,900 |
| Richland | 26,779 | 104.4 | 30.9 | 4,700 |
| Sandusky | 14,707 | 48.8 | 15.9 | 2,100 |
| Seneca | 14,855 | 58.4 | 17.2 | 6,400 |
| Stark | 82,238 | 316.8 | 93.0 | 2,700 |
| Summit | 127,536 | 484.0 | 145.2 | 7,300 |
| Trumbull | 43,955 | 179.3 | 51.4 | 7,500 |
| Tuscarawas | 18,865 | 75.5 | 23.0 | 2,000 |
| Wayne | 16,263 | 65.4 | 18.4 | 8,600 |
| Wyandot | 5,154 | 21.7 | 6.5 | 4,300 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------|------------------|----------------|----------------|------------------|
| Pennsylvania: | | | | |
| Crawford | 21,830 | 80.2 | 23.6 | 1,000 |
| Mercer | 29,322 | 111.2 | 31.7 | 4,150 |
| Total | 1,149,114 | 4,344.9 | 1,290.5 | \$2,225,000 |

CLOVIS, NEW MEXICO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------|----------|-----------|-----------|------------------|
| New Mexico: | | | | |
| Curry | 3,126 | 26.2 | 7.9 | 9,400 |
| Quay | 1,375 | 12.2 | 3.5 | 5,500 |
| Roosevelt | 1,671 | 17.3 | 4.8 | 3,400 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|---------------|--------------|-------------|------------------|
| Texas: | | | | |
| Bailey | 1,840 | 8.3 | 2.2 | 2,700 |
| Castro | 1,115 | 5.6 | 1.5 | 8,000 |
| Deaf Smith | 1,369 | 11.6 | 3.3 | 9,100 |
| Lamb | 5,092 | 21.4 | 5.9 | 7,100 |
| Parmer | 1,488 | 6.0 | 1.7 | 9,600 |
| Total | 17,076 | 108.6 | 30.8 | 9,180 |

COLORADO SPRINGS-PUEBLO, COLORADO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Colorado: | | | | |
| Baca | 1,296 | 8.7 | 2.6 | 4,500 |
| Bent | 446 | 8.8 | 2.2 | 4,300 |
| Cheyenne | 459 | 3.4 | 1.1 | 2,100 |
| Costilla | 709 | 5.9 | 1.2 | 1,000 |
| Crowley | 739 | 5.4 | 1.4 | 2,600 |
| Custer | 452 | 1.5 | .5 | 800 |
| Douglas | 478 | 3.5 | 1.1 | 3,800 |
| Elbert | 523 | 4.3 | 1.1 | 1,600 |
| El Paso | 24,428 | 113.3 | 37.1 | 2,400 |

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- **PHILLIP MORRIS**

"Your TV set count is one of the standards."

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- **ANAHIST**

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| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | | |
|---|----------------|----------------|------------------|------------------------------|------------------------------|---------------|------------------|--------------------------------|----------------|--------------------------------|------------------|--------------|--------------|---------|
| COLORADO SPRINGS-PUEBLO, COLO. continued | | | | COLUMBUS, GEORGIA | | | | COLUMBUS, OHIO | | | | | | |
| Fremont | 2,719 | 18.5 | 5.4 | 16,651 | Alabama: | | | | Ohio: | | | | | |
| Huerfano | 834 | 9.9 | 2.9 | 6,549 | Barbour | 4,317 | 25.7 | 6.4 | \$14,962 | Athens | 11,562 | 46.3 | 12.5 | |
| Kiowa | 277 | 3.0 | .9 | 2,750 | Bullock | 1,959 | 14.7 | 3.5 | 6,071 | Champaign | 8,140 | 28.8 | 8.8 | |
| Kit Carson | 1,020 | 9.7 | 2.9 | 7,519 | Chambers | 5,277 | 36.3 | 9.5 | 14,735 | Clark | 34,172 | 124.1 | 37.7 | |
| Las Animas | 3,155 | 28.4 | 7.9 | 17,302 | Dale | 2,147 | 18.6 | 4.7 | 11,504 | Crawford | 12,105 | 41.9 | 13.2 | |
| Lincoln | 1,435 | 6.1 | 1.9 | 6,613 | Elmore | 3,255 | 29.1 | 7.2 | 14,120 | Delaware | 8,507 | 32.7 | 9.2 | |
| Otero | 4,461 | 27.1 | 8.0 | 24,128 | Geneva | 2,169 | 22.7 | 5.9 | 16,171 | Fairfield | 15,875 | 56.9 | 17.2 | |
| Prowers | 2,563 | 17.8 | 5.2 | 13,831 | Henry | 1,726 | 16.3 | 3.7 | 11,017 | Fayette | 6,453 | 24.6 | 7.7 | |
| Pueblo | 22,269 | 107.4 | 30.5 | 114,425 | Houston | 8,441 | 50.4 | 13.5 | 49,727 | Franklin | 166,946 | 621.9 | 184.7 | |
| Total | 68,263 | 382.7 | 113.9 | \$403,757 | Lee | 4,927 | 47.5 | 11.2 | 29,106 | Hardin | 8,602 | 30.7 | 9.3 | |
| COLUMBIA-JEFFERSON CITY, MISSOURI | | | | Georgia: | | | | CORPUS CHRISTI, TEXAS | | | | | | |
| Missouri: | | | | Alabama: | | | | Texas: | | | | | | |
| Audrain | 5,133 | 28.8 | 9.4 | \$31,843 | Baker | 779 | 5.2 | 1.1 | 902 | Aransas | 469 | 4.1 | 1.2 | |
| Boone | 10,407 | 47.1 | 13.2 | 45,933 | Calhoun | 865 | 8.0 | 2.0 | 3,976 | Bee | 2,553 | 22.5 | 5.8 | |
| Callaway | 3,689 | 24.4 | 6.5 | 15,463 | Chattahoochee | 1,203 | 43.5 | 1.6 | 1,321 | Brooks | 1,846 | 11.2 | 2.9 | |
| Camden | 1,895 | 7.4 | 2.2 | 7,339 | Clay | 803 | 5.0 | 1.3 | 1,875 | Calhoun | 1,725 | 10.9 | 3.1 | |
| Carroll | 2,863 | 15.0 | 5.0 | 13,051 | Colquitt | 5,610 | 36.2 | 9.2 | 29,761 | De Witt | 3,545 | 21.2 | 6.2 | |
| Chariton | 2,015 | 14.2 | 4.7 | 11,911 | Crawford | 602 | 5.3 | 1.2 | 1,972 | Duval | 1,724 | 13.9 | 3.2 | |
| Cole | 7,450 | 38.0 | 10.4 | 45,293 | Decatur | 3,284 | 28.2 | 7.6 | 18,623 | Goliad | 1,067 | 5.2 | 1.3 | |
| Cooper | 2,820 | 16.1 | 5.1 | 12,903 | Dougherty | 13,312 | 57.2 | 15.8 | 70,880 | Jackson | 2,103 | 13.2 | 3.6 | |
| Dent | 2,284 | 10.4 | 3.2 | 9,934 | Early | 2,378 | 16.3 | 4.0 | 7,272 | Jim Wells | 3,354 | 33.2 | 8.0 | |
| Gasconade | 2,201 | 13.7 | 4.3 | 12,484 | Grady | 2,690 | 18.1 | 4.6 | 13,404 | Karnes | 1,788 | 16.1 | 3.9 | |
| Howard | 2,728 | 11.2 | 3.5 | 7,422 | Harris | 1,382 | 10.8 | 2.7 | 5,424 | Kenedy | 53 | .6 | .1 | |
| Laclede | 4,248 | 19.1 | 5.8 | 21,332 | Lee | 600 | 5.8 | 1.4 | 868 | Kleberg | 2,150 | 27.1 | 6.8 | |
| Lincoln | 3,628 | 15.4 | 5.5 | 14,894 | Macon | 1,917 | 12.8 | 3.1 | 6,424 | Live Oak | 972 | 7.9 | 2.0 | |
| Linn | 3,358 | 19.4 | 6.8 | 17,610 | Marion | 1,056 | 6.3 | 1.4 | 2,399 | McMullen | 275 | 1.6 | .5 | |
| Macon | 4,461 | 22.3 | 7.7 | 14,921 | Miller | 912 | 8.2 | 2.0 | 3,863 | Nueces | 61,605 | 249.7 | 66.6 | |
| Maries | 1,390 | 6.7 | 2.0 | 3,726 | Mitchell | 2,014 | 21.6 | 5.2 | 13,722 | Refugio | 794 | 9.6 | 2.6 | |
| Miller | 2,252 | 14.2 | 4.4 | 12,126 | Muscogee | 34,825 | 147.3 | 39.3 | 158,936 | San Patricio | 6,104 | 40.7 | 9.8 | |
| Moniteau | 2,558 | 10.3 | 3.4 | 8,401 | Peach | 1,394 | 11.8 | 3.0 | 9,853 | Victoria | 2,862 | 37.7 | 10.3 | |
| Monroe | 2,775 | 9.1 | 3.0 | 9,550 | Quitman | 617 | 2.9 | .7 | 258 | Total | 94,989 | 526.4 | 137.9 | |
| Montgomery | 2,884 | 10.2 | 3.4 | 10,879 | Randolph | 1,708 | 11.9 | 2.9 | 6,666 | COLUMBUS, MISSISSIPPI | | | | |
| Morgan | 2,497 | 8.5 | 2.7 | 9,022 | Schley | 734 | 3.3 | .8 | 1,916 | Alabama: | | | | |
| Osage | 1,803 | 12.4 | 3.3 | 7,290 | Seminole | 494 | 7.6 | 1.9 | 5,783 | Fayette | 3,021 | 17.3 | 4.3 | \$9,398 |
| Pettis | 8,887 | 36.6 | 12.6 | 40,200 | Stewart | 1,761 | 8.3 | 2.1 | 4,318 | Greene | 2,515 | 14.1 | 3.4 | 6,711 |
| Phelps | 4,714 | 24.2 | 7.1 | 26,221 | Sumter | 3,161 | 23.1 | 6.2 | 17,961 | Lamar | 1,874 | 14.0 | 3.5 | 7,317 |
| Pike | 3,963 | 17.6 | 6.1 | 17,311 | Talbot | 1,132 | 7.2 | 1.8 | 2,286 | Pickens | 2,394 | 21.5 | 5.0 | 11,755 |
| Pulaski | 1,867 | 7.9 | 2.4 | 16,198 | Taylor | 1,100 | 8.2 | 2.1 | 5,351 | Sumter | 3,597 | 21.6 | 5.1 | 7,545 |
| Ralls | 1,895 | 9.5 | 2.8 | 4,009 | Terrell | 1,417 | 12.5 | 3.0 | 10,424 | Tuscaloosa | 22,477 | 101.9 | 24.3 | 67,898 |
| Randolph | 4,290 | 24.3 | 8.5 | 25,645 | Thomas | 7,195 | 34.3 | 9.2 | 31,650 | Winston | 2,375 | 16.0 | 3.9 | 8,492 |
| Saline | 6,699 | 27.6 | 8.5 | 25,661 | Tift | 2,587 | 24.9 | 6.4 | 21,106 | Mississippi: | | | | |
| Shelby | 2,204 | 9.3 | 3.5 | 8,652 | Troup | 8,480 | 52.4 | 14.2 | 46,846 | Calhoun | 800 | 15.0 | 3.8 | 7,049 |
| Warren | 2,035 | 6.8 | 2.2 | 7,019 | Turner | 1,045 | 10.3 | 2.5 | 6,823 | Chickasaw | 1,464 | 16.3 | 4.1 | 8,015 |
| Total | 111,893 | 537.7 | 169.2 | \$514,243 | Upson | 3,422 | 25.9 | 6.8 | 16,797 | Choctaw | 758 | 8.9 | 2.3 | 2,872 |
| COLUMBIA, SOUTH CAROLINA | | | | CORPUS CHRISTI, TEXAS | | | | DALLAS-FT. WORTH, TEXAS | | | | | | |
| South Carolina: | | | | Texas: | | | | Oklahoma: | | | | | | |
| Aiken | 18,682 | 101.4 | 27.1 | \$52,419 | Aransas | 469 | 4.1 | 1.2 | 5,996 | Bryan | 6,567 | 24.4 | 7.1 | 23,894 |
| Allendale | 1,465 | 15.5 | 3.5 | 7,759 | Bee | 2,553 | 22.5 | 5.8 | 18,001 | Carter | 8,423 | 42.6 | 13.3 | 54,899 |
| Bamberg | 2,523 | 16.8 | 4.0 | 12,061 | Brooks | 1,846 | 11.2 | 2.9 | 6,597 | Choctaw | 962 | 14.5 | 4.0 | 9,150 |
| Barnwell | 3,902 | 30.7 | 7.5 | 13,854 | Calhoun | 1,725 | 10.9 | 3.1 | 11,600 | Love | 1,240 | 6.8 | 1.7 | 3,697 |
| Calhoun | 1,400 | 14.1 | 3.3 | 6,703 | De Witt | 3,545 | 21.2 | 6.2 | 24,600 | Marshall | 1,107 | 6.4 | 1.9 | 5,246 |
| Chester | 4,732 | 32.1 | 7.9 | 19,523 | Duval | 1,724 | 13.9 | 3.2 | 7,800 | Pushmataha | 585 | 10.1 | 2.8 | 5,200 |
| Chesterfield | 4,451 | 35.8 | 8.1 | 19,948 | Goliad | 1,067 | 5.2 | 1.3 | 3,700 | Texas: | | | | |
| Clarendon | 4,351 | 32.3 | 6.6 | 14,153 | Jackson | 2,103 | 13.2 | 3.6 | 11,600 | Anderson | 4,206 | 28.7 | 8.3 | 23,894 |
| Golleton | 6,563 | 28.7 | 7.2 | 17,482 | Jim Wells | 3,354 | 33.2 | 8.0 | 27,800 | Bosque | 1,580 | 9.6 | 3.0 | 10,842 |
| Darlington | 7,752 | 52.2 | 12.4 | 34,890 | Karnes | 1,788 | 16.1 | 3.9 | 15,600 | Brown | 2,907 | 28.1 | 8.8 | 27,580 |
| Dorchester | 3,395 | 23.8 | 5.6 | 15,770 | Kenedy | 53 | .6 | .1 | 700 | Callahan | 1,196 | 7.9 | 2.3 | 6,000 |
| Edgefield | 2,143 | 15.8 | 3.7 | 15,358 | Kleberg | 2,150 | 27.1 | 6.8 | 11,000 | Camp | 1,111 | 7.9 | 2.4 | 7,800 |
| Fairfield | 2,621 | 20.6 | 4.8 | 9,545 | Live Oak | 972 | 7.9 | 2.0 | 5,500 | Cherokee | 5,435 | 36.1 | 9.6 | 18,250 |
| Florence | 14,338 | 86.1 | 20.5 | 74,831 | McMullen | 275 | 1.6 | .5 | 900 | Clay | 1,859 | 8.0 | 2.4 | 8,250 |
| Greenwood | 8,440 | 47.9 | 12.7 | 36,559 | Nueces | 61,605 | 249.7 | 66.6 | 253,200 | Collin | 12,210 | 43.7 | 13.2 | 34,019 |
| Kershaw | 4,211 | 31.5 | 7.5 | 22,649 | Refugio | 794 | 9.6 | 2.6 | 11,000 | Comanche | 2,056 | 12.6 | 3.8 | 10,653 |
| Lancaster | 5,462 | 38.6 | 9.0 | 26,152 | San Patricio | 6,104 | 40.7 | 9.8 | 36,600 | Cooke | 6,823 | 25.2 | 7.4 | 29,432 |
| Laurens | 4,275 | 48.3 | 11.7 | 26,977 | Victoria | 2,862 | 37.7 | 10.3 | 59,000 | Dallas | 221,101 | 823.9 | 252.8 | 248,000 |
| Lee | 3,531 | 22.3 | 4.7 | 10,949 | Total | 94,989 | 526.4 | 137.9 | 627,300 | Delta | 1,215 | 6.5 | 1.9 | 4,600 |
| Lexington | 7,920 | 49.5 | 12.8 | 36,674 | COLUMBUS, MISSISSIPPI | | | | Denton | 11,470 | 45.0 | 12.4 | 44,000 | |
| Newberry | 4,644 | 31.9 | 8.2 | 21,718 | Alabama: | | | | Eastland | 3,050 | 20.5 | 6.7 | 23,000 | |
| Orangeburg | 10,068 | 70.8 | 16.5 | 49,010 | Fayette | 3,021 | 17.3 | 4.3 | 9,398 | Ellis | 8,503 | 43.0 | 12.5 | 36,800 |
| Richland | 40,792 | 173.6 | 44.1 | 186,322 | Greene | 2,515 | 14.1 | 3.4 | 6,711 | DALLAS-FT. WORTH, TEXAS | | | | |
| Saluda | 2,585 | 15.2 | 3.7 | 6,250 | Lamar | 1,874 | 14.0 | 3.5 | 7,317 | Oklahoma: | | | | |
| Sumter | 8,626 | 64.0 | 14.7 | 45,228 | Pickens | 2,394 | 21.5 | 5.0 | 11,755 | Bryan | 6,567 | 24.4 | 7.1 | 23,894 |
| Union | 4,106 | 30.8 | 7.6 | 19,507 | Sumter | 3,597 | 21.6 | 5.1 | 7,545 | Carter | 8,423 | 42.6 | 13.3 | 54,899 |
| Williamsburg | 6,145 | 45.3 | 9.1 | 23,902 | Tuscaloosa | 22,477 | 101.9 | 24.3 | 67,898 | Choctaw | 962 | 14.5 | 4.0 | 9,150 |
| Total | 189,123 | 1,175.6 | 284.5 | \$826,193 | Winston | 2,375 | 16.0 | 3.9 | 8,492 | Love | 1,240 | 6.8 | 1.7 | 3,697 |
| COLUMBIA, SOUTH CAROLINA | | | | CORPUS CHRISTI, TEXAS | | | | DALLAS-FT. WORTH, TEXAS | | | | | | |
| South Carolina: | | | | Texas: | | | | Oklahoma: | | | | | | |
| Aiken | 18,682 | 101.4 | 27.1 | \$52,419 | Aransas | 469 | 4.1 | 1.2 | 5,996 | Bryan | 6,567 | 24.4 | 7.1 | 23,894 |
| Allendale | 1,465 | 15.5 | 3.5 | 7,759 | Bee | 2,553 | 22.5 | 5.8 | 18,001 | Carter | 8,423 | 42.6 | 13.3 | 54,899 |
| Bamberg | 2,523 | 16.8 | 4.0 | 12,061 | Brooks | 1,846 | 11.2 | 2.9 | 6,597 | Choctaw | 962 | 14.5 | 4.0 | 9,150 |
| Barnwell | 3,902 | 30.7 | 7.5 | 13,854 | Calhoun | 1,725 | 10.9 | 3.1 | 11,600 | Love | 1,240 | 6.8 | 1.7 | 3,697 |
| Calhoun | 1,400 | 14.1 | 3.3 | 6,703 | De Witt | 3,545 | 21.2 | 6.2 | 24,600 | Marshall | 1,107 | 6.4 | 1.9 | 5,246 |
| Chester | 4,732 | 32.1 | 7.9 | 19,523 | Duval | 1,724 | 13.9 | 3.2 | 7,800 | Pushmataha | 585 | 10.1 | 2.8 | 5,200 |
| Chesterfield | 4,451 | 35.8 | 8.1 | 19,948 | Goliad | 1,067 | 5.2 | 1.3 | 3,700 | Texas: | | | | |
| Clarendon | 4,351 | 32.3 | 6.6 | 14,153 | Jackson | 2,103 | 13.2 | 3.6 | 11,600 | Anderson | 4,206 | 28.7 | 8.3 | 23,894 |
| Golleton | 6,563 | 28.7 | 7.2 | 17,482 | Jim Wells | 3,354 | 33.2 | 8.0 | 27,800 | Bosque | 1,580 | 9.6 | 3.0 | 10,842 |
| Darlington | 7,752 | 52.2 | 12.4 | 34,890 | Karnes | 1,788 | 16.1 | 3.9 | 15,600 | Brown | 2,907 | | | |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|----------|-----------|-----------|------------------|
| | 3,679 | 15.9 | 5.0 | 18,791 |
| | 2,984 | 23.5 | 6.7 | 19,301 |
| | 2,632 | 24.8 | 7.6 | 18,287 |
| | 710 | 4.7 | 1.4 | 3,456 |
| | 1,658 | 12.7 | 3.7 | 10,280 |
| | 18,883 | 73.6 | 22.9 | 77,086 |
| | 1,473 | 9.3 | 2.9 | 7,979 |
| | 3,149 | 18.9 | 5.5 | 18,882 |
| | 7,677 | 27.0 | 8.3 | 22,593 |
| | 1,003 | 4.5 | 1.3 | 6,840 |
| | 2,775 | 20.4 | 6.2 | 22,395 |
| | 2,921 | 18.9 | 5.3 | 16,690 |
| | 8,860 | 41.2 | 12.6 | 41,017 |
| | 1,669 | 6.3 | 2.0 | 6,745 |
| | 9,802 | 36.8 | 11.5 | 26,856 |
| | 4,773 | 27.3 | 7.3 | 30,315 |
| | 3,822 | 43.2 | 13.0 | 33,824 |
| | 1,490 | 9.6 | 2.7 | 6,799 |
| | 2,791 | 20.1 | 5.8 | 16,753 |
| | 940 | 6.2 | 1.8 | 9,594 |
| | 3,863 | 14.7 | 4.6 | 20,316 |
| | 9,805 | 34.8 | 10.6 | 32,679 |
| | 5,550 | 18.3 | 6.0 | 23,302 |
| | 6,411 | 24.4 | 7.7 | 20,797 |
| | 647 | 2.8 | .7 | 1,442 |
| | 2,123 | 18.0 | 5.2 | 10,590 |
| | 1,126 | 5.2 | 1.4 | 7,015 |
| | 946 | 4.1 | 1.1 | 4,950 |
| | 16,534 | 83.2 | 24.1 | 91,233 |
| | 511 | 2.4 | .8 | 1,676 |
| | 2,662 | 10.8 | 3.4 | 13,053 |
| | 135,622 | 535.0 | 162.9 | 643,138 |
| | 1,777 | 16.2 | 4.6 | 17,073 |
| | 2,395 | 17.8 | 4.9 | 13,528 |
| | 4,375 | 17.8 | 5.4 | 16,505 |
| | 3,370 | 14.3 | 4.3 | 14,076 |
| | 2,160 | 17.4 | 5.1 | 19,829 |
| | 587,174 | 2,533.6 | 764.6 | \$3,006,926 |

SPRINGFIELD, ILLINOIS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-----------|----------|-----------|-----------|------------------|-----------|
| Illinois: | | | | | |
| Campaign | UHF | 125.4 | 33.2 | \$131,806 | |
| Dallas | DI | 16.7 | 5.2 | 22,678 | |
| on county | | 23.2 | 7.6 | 22,597 | |
| basis | | 15.9 | 5.0 | 18,571 | |
| million | | 91.5 | 29.2 | 113,141 | |
| Indiana: | | | | | |
| Main | | 17.6 | 5.8 | 21,345 | |
| Wain | | 8.1 | 2.5 | 4,260 | |
| T | | 162.956 | 298.4 | 88.5 | \$334,398 |

SPRINGFIELD, IOWA—ROCK ISLAND, ILLINOIS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Illinois: | | | | |
| Bu | 11,100 | 37.6 | 12.0 | \$37,124 |
| Cl | 4,742 | 19.9 | 6.5 | 21,679 |
| F | 11,754 | 43.4 | 14.6 | 45,111 |
| H | 5,968 | 24.9 | 8.2 | 23,027 |
| H | 2,312 | 8.1 | 2.5 | 5,164 |
| H | 14,707 | 48.8 | 15.9 | 56,448 |
| J | 6,179 | 21.8 | 6.7 | 23,305 |
| K | 16,742 | 55.5 | 18.1 | 74,613 |
| L | 7,072 | 37.4 | 10.2 | 36,183 |
| A | 8,075 | 28.7 | 9.2 | 40,365 |
| A | 3,340 | 12.5 | 3.9 | 12,398 |
| A | 4,511 | 16.7 | 5.2 | 13,486 |
| C | 6,939 | 33.7 | 10.7 | 39,044 |
| P | 1,110 | 3.9 | 1.2 | 2,459 |
| R | 41,687 | 147.4 | 45.3 | 166,416 |
| S | 1,743 | 8.4 | 2.6 | 6,716 |
| S | 13,135 | 44.3 | 14.2 | 58,276 |
| V | 7,400 | 25.4 | 8.0 | 24,699 |
| V | 14,720 | 52.7 | 16.6 | 64,963 |
| V | 4,590 | 22.0 | 6.7 | 29,911 |
| I | | | | |
| C | 4,874 | 18.7 | 5.5 | 21,768 |
| C | 14,879 | 53.1 | 16.4 | 74,746 |
| C | 2,682 | 9.1 | 2.9 | 7,228 |
| A | 12,560 | 45.2 | 14.5 | 53,459 |
| A | 18,962 | 76.6 | 20.5 | 87,484 |
| A | 4,536 | 18.8 | 5.5 | 21,157 |
| A | 3,305 | 15.0 | 4.7 | 18,004 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------|----------|-----------|-----------|------------------|
| Jackson | 4,621 | 18.4 | 5.5 | 23,236 |
| Jefferson | 3,264 | 17.1 | 5.5 | 18,566 |
| Johnson | 9,647 | 49.6 | 13.2 | 55,323 |
| Jones | 4,702 | 18.8 | 5.6 | 22,468 |
| Keokuk | 4,120 | 16.6 | 5.4 | 16,112 |
| Linn | 34,595 | 116.9 | 37.4 | 173,611 |
| Louisa | 2,960 | 10.5 | 3.2 | 10,431 |
| Muscatine | 9,549 | 34.2 | 10.7 | 44,377 |
| Scott | 30,789 | 114.8 | 35.2 | 165,075 |
| Van Buren | 2,284 | 10.3 | 3.5 | 9,445 |
| Washington | 5,531 | 19.0 | 6.2 | 26,865 |
| Wisconsin: | | | | |
| Grant | 8,104 | 43.3 | 12.5 | 42,605 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Green | 5,731 | 24.7 | 7.5 | 40,730 |
| Lafayette | 4,810 | 18.1 | 5.2 | 16,584 |
| Total | 380,331 | 1,441.9 | 444.9 | \$1,730,661 |

DAYTON, OHIO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Indiana: | | | | |
| Blackford | 2,477 | 34.1 | 4.1 | \$15,001 |
| Fayette | 7,307 | 26.9 | 7.9 | 26,172 |
| Franklin | 4,255 | 17.3 | 4.6 | 10,268 |
| Jay | 4,865 | 23.3 | 7.5 | 22,567 |
| Randolph | 7,552 | 27.7 | 9.0 | 29,417 |
| Union | 1,480 | 5.7 | 1.6 | 6,870 |
| Wayne | 17,632 | 77.5 | 23.4 | 88,582 |

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**Dallas Texans
LOVE THAT
Channel**

**4
KRLD-TV**

In Dallas, where 4 stations compete,

KRLD-TV

HAS THE MOST VIEWERS IN ALL BUT ONE TIME SEGMENT

throughout the entire week!

MONDAY TO FRIDAY

KRLD-TV's audience is the greatest in all 5 time segments, 7 a.m. to 12 noon; 12 noon to 6 p.m.; 6 p.m. to 10 p.m.; 10 p.m. to 12 midnight; 6 p.m. to 12 midnight.

SATURDAY

KRLD-TV's audience is the greatest in all 5 time segments.

SUNDAY

KRLD-TV's audience is the greatest in 4 out of 5 time segments. From 12 noon to 6 p.m. audience leadership is shared with one other station.

SOURCE:
Metropolitan Dollos Telepulse
Report — April, 1957

**KRLD-TV
MAXIMUM
POWER**

CHANNEL 4 DALLAS



| Setts (00) (00) (000) | | | | Setts (00) (00) (000) | | | | VHF Pop. Fam. Ret. Sales | | | | | | | | |
|--|----------------|----------------|--------------|-----------------------|---|-----------------|--------------|--------------------------|------------------|-------------------------|------------------|----------------|--------------|--------------------|--|--|
| VHF | Pop. | Fam. | Ret. Sales | VHF | Pop. | Fam. | Ret. Sales | Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | | | | |
| AYTON, OHIO continued | | | | | | | | | | | | | | | | |
| Adair | 27,657 | 99.3 | 29.9 | 133,040 | Cass | DI | 13.7 | 4.3 | 14,923 | Nebraska: | | | | | | |
| Albany | 9,435 | 34.1 | 10.2 | 41,840 | Champaign | on county | 125.4 | 33.2 | 131,806 | Cheyenne | 3,474 | 16.4 | 4.9 | 21,395 | | |
| Alma | 43,172 | 170.5 | 48.9 | 218,182 | Christian | basis | 38.3 | 12.4 | 44,565 | Deuel | 690 | 3.4 | 1.0 | 5,406 | | |
| Amherst | 8,140 | 28.8 | 8.8 | 31,367 | Coles | | 42.2 | 13.5 | 54,851 | Garden | 733 | 3.4 | 1.0 | 3,784 | | |
| Ashtabula | 34,172 | 124.1 | 37.7 | 166,335 | De Witt | | 15.6 | 5.2 | 20,818 | Wyoming: | | | | | | |
| Aurora | 12,090 | 47.9 | 13.8 | 54,787 | Douglas | | 16.7 | 5.2 | 22,678 | Albany | 2,185 | 22.7 | 6.8 | 24,596 | | |
| Barberton | 7,876 | 28.0 | 8.6 | 35,033 | Edgar | | 23.2 | 7.6 | 22,597 | Carbon | 3,813 | 16.9 | 5.1 | 20,632 | | |
| Bellefontaine | 11,415 | 45.0 | 13.7 | 52,154 | Logan | | 32.7 | 8.8 | 29,655 | Laramie | 11,627 | 59.8 | 17.0 | 68,004 | | |
| Bethesda | 6,453 | 24.6 | 7.7 | 32,702 | Macon | | 112.6 | 36.0 | 155,957 | Natrona | 3,341 | 41.5 | 13.6 | 69,500 | | |
| Beverly | 18,500 | 69.7 | 20.0 | 74,026 | Mason | | 14.8 | 4.9 | 19,083 | Total | 298,582 | 1,220.1 | 377.8 | \$1,583,195 | | |
| Birmingham | 8,196 | 30.8 | 9.6 | 34,480 | Menard | | 8.7 | 2.7 | 8,003 | DES MOINES, IOWA | | | | | | |
| Blythe | 9,897 | 33.6 | 10.7 | 46,680 | Moultrie | | 12.7 | 3.9 | 13,840 | Iowa: | | | | | | |
| Bonanza | 8,140 | 31.5 | 8.8 | 39,924 | Piatt | | 12.9 | 4.1 | 12,633 | Adair | 3,310 | 11.4 | 3.8 | \$10,103 | | |
| Bowling Green | 19,610 | 68.0 | 21.2 | 89,318 | Sangamon | | 140.0 | 45.4 | 195,726 | Adams | 1,885 | 8.0 | 2.6 | 6,748 | | |
| Camden | 128,390 | 467.9 | 138.8 | 667,085 | Schuyler | | 8.7 | 3.0 | 6,700 | Appanoose | 3,447 | 18.3 | 6.1 | 14,365 | | |
| Chillicothe | 8,223 | 30.7 | 9.0 | 25,877 | Shelby | | 23.0 | 7.5 | 15,829 | Boone | 7,250 | 26.4 | 8.0 | 29,561 | | |
| Clinton | 8,325 | 31.7 | 9.0 | 35,940 | Total | †150,787 | 647.4 | 199.8 | \$776,554 | Buena Vista | 5,902 | 22.0 | 7.0 | 29,194 | | |
| Concord | 8,510 | 29.0 | 9.2 | 29,864 | DENVER, COLORADO | | | | | | | | | | | |
| Corning | 12,846 | 49.9 | 14.2 | 52,108 | Colorado: | | | | | | | | | | | |
| Total | 436,615 | 1,636.9 | 487.9 | \$2,059,619 | Adams | 17,275 | 73.5 | 19.3 | \$57,798 | Calhoun | 3,121 | 16.4 | 5.2 | 15,681 | | |
| ATONA BEACH, FLORIDA | | | | | | | | | | | | | | | | |
| Adair | 12,311 | 49.1 | 15.9 | \$67,292 | Arapahoe | 22,755 | 81.7 | 24.6 | 98,227 | Carroll | 5,920 | 22.4 | 6.4 | 31,101 | | |
| Albany | 1,110 | 4.2 | 1.2 | 3,578 | Archuleta | 366 | 2.5 | .6 | 3,077 | Clarke | 1,834 | 8.9 | 3.0 | 9,589 | | |
| Alma | 7,346 | 45.1 | 13.2 | 52,973 | Boulder | 15,447 | 55.4 | 16.7 | 68,264 | Crawford | 4,995 | 18.7 | 5.4 | 19,147 | | |
| Amherst | 6,114 | 45.4 | 12.9 | 54,569 | Chaffee | 1,244 | 6.7 | 2.2 | 9,971 | Dallas | 6,925 | 22.8 | 7.6 | 27,660 | | |
| Aurora | 4,470 | 29.7 | 8.2 | 32,642 | Cheyenne | 459 | 3.4 | 1.1 | 2,133 | Davis | 2,682 | 9.1 | 2.9 | 7,228 | | |
| Birmingham | 6,389 | 30.9 | 8.9 | 25,884 | Clear Creek | 615 | 3.8 | 1.2 | 4,948 | Decatur | 2,347 | 11.7 | 3.6 | 7,885 | | |
| Blythe | 4,761 | 35.4 | 10.1 | 28,081 | Denver | 143,101 | 510.2 | 167.4 | 794,597 | Emmet | 3,366 | 14.2 | 4.2 | 18,270 | | |
| Bonanza | 12,285 | 96.3 | 31.4 | 134,831 | Douglas | 478 | 3.5 | 1.1 | 3,866 | Franklin | 4,186 | 16.1 | 5.0 | 19,724 | | |
| Total | 54,786 | 336.1 | 101.8 | \$399,850 | Eagle | 692 | 4.4 | 1.2 | 3,047 | Greene | 4,347 | 14.8 | 4.7 | 18,119 | | |
| ATUR, ALABAMA* | | | | | | | | | | | | | | | | |
| Adair | | 46.9 | 11.0 | \$33,892 | Elbert | 523 | 4.3 | 1.1 | 1,644 | Guthrie | 3,885 | 13.9 | 4.2 | 13,056 | | |
| Albany | UHF | 25.4 | 6.1 | 8,625 | Gilpin | 185 | .8 | .2 | 1,018 | Hamilton | 5,735 | 19.2 | 6.2 | 27,318 | | |
| Alma | DI | 33.9 | 8.3 | 20,582 | Grand | 324 | 3.5 | 1.1 | 6,234 | Hardin | 6,508 | 21.7 | 7.3 | 31,794 | | |
| Aurora | on county | 52.7 | 14.5 | 46,075 | Jackson | 242 | 1.9 | .7 | 1,605 | Humboldt | 2,381 | 12.6 | 3.9 | 17,117 | | |
| Birmingham | basis | 16.0 | 3.9 | 8,492 | Jefferson | 25,622 | 91.0 | 27.7 | 91,771 | Jasper | 9,250 | 31.8 | 10.0 | 39,708 | | |
| Total | †30,906 | 158.9 | 39.9 | \$109,174 | Kiowa | 277 | 3.0 | .9 | 2,750 | Kossuth | 4,851 | 26.6 | 7.6 | 28,290 | | |
| * Due to conflicting research data, this market has not been re-evaluated pending further study. | | | | | | | | | | | | | | | | |
| ATUR, ILLINOIS | | | | | | | | | | | | | | | | |
| Adair | UHF | 6.2 | 2.1 | \$6,890 | Larimer | 10,248 | 49.2 | 15.4 | 51,185 | Lucas | 2,372 | 10.9 | 3.5 | 11,229 | | |
| Albany | | | | | Lincoln | 1,435 | 6.1 | 1.9 | 6,613 | Madison | 3,700 | 12.3 | 4.0 | 14,711 | | |
| Alma | | | | | Logan | 3,031 | 19.0 | 5.5 | 26,093 | Mahaska | 5,165 | 23.5 | 7.6 | 28,938 | | |
| Aurora | | | | | Moffat | 475 | 6.1 | 1.8 | 9,451 | Marion | 6,629 | 24.7 | 7.3 | 21,984 | | |
| Birmingham | | | | | Morgan | 3,417 | 19.5 | 5.6 | 26,120 | Marshall | 10,538 | 37.4 | 11.6 | 52,020 | | |
| Blythe | | | | | Park | 255 | 1.6 | .5 | 1,695 | Monroe | 1,658 | 10.4 | 3.0 | 10,638 | | |
| Bonanza | | | | | Sedgwick | 757 | 5.2 | 1.5 | 6,201 | Palo Alto | 2,098 | 13.9 | 4.1 | 17,064 | | |
| Camden | | | | | Summit | 195 | 1.2 | .4 | 1,063 | Pocahontas | 2,315 | 14.7 | 4.4 | 15,298 | | |
| Clinton | | | | | Teller | 224 | 1.9 | .6 | 1,921 | Polk | 76,035 | 253.7 | 82.2 | 349,756 | | |
| Concord | | | | | Washington | 1,986 | 8.1 | 2.4 | 5,751 | Poweshiek | 3,476 | 19.3 | 5.6 | 19,261 | | |
| Corning | | | | | Weld | 19,425 | 73.1 | 21.0 | 66,430 | Ringgold | 2,682 | 8.8 | 2.9 | 5,603 | | |
| Decatur | | | | | STATION 2 | | | | | | | | | | | |
| DeKalb | | | | | Station of the Stars | | | | | | | | | | | |
| DeKalb | | | | | KTVR CHANNEL 2 | | | | | | | | | | | |
| DeKalb | | | | | 550 Lincoln St. Denver, Colorado | | | | | | | | | | | |

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CHANNEL 2

550 Lincoln St.
Denver, Colorado

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|----------------|----------------|--------------|--------------------|
| DES MOINES, IOWA continued | | | | |
| Wapello | 13,565 | 46.8 | 15.0 | 51,998 |
| Warren | 4,264 | 17.2 | 5.3 | 15,221 |
| Wayne | 2,252 | 11.0 | 3.7 | 8,640 |
| Webster | 12,672 | 45.1 | 13.7 | 63,099 |
| Wright | 4,736 | 19.7 | 6.2 | 23,317 |
| Total | 270,406 | 1,028.6 | 322.8 | \$1,230,549 |
| DETROIT, MICHIGAN-WINDSOR, CANADA | | | | |
| Michigan: | | | | |
| Genesee | 84,399 | 342.5 | 100.9 | \$453,255 |
| Huron | 8,602 | 33.9 | 9.3 | 36,988 |
| Jackson | 33,300 | 123.1 | 36.0 | 150,250 |
| Lapeer | 9,897 | 42.2 | 10.7 | 36,891 |
| Lenawee | 20,627 | 75.0 | 22.3 | 81,650 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Livingston | 8,510 | 31.4 | 9.2 | 36,548 |
| Macomb | 64,203 | 270.6 | 74.5 | 306,137 |
| Monroe | 22,574 | 90.9 | 25.8 | 85,428 |
| Oakland | 144,098 | 577.8 | 164.6 | 735,302 |
| St. Clair | 26,876 | 105.3 | 31.4 | 118,788 |
| Sanilac | 8,602 | 31.6 | 9.3 | 30,179 |
| Shiawassee | 13,967 | 50.0 | 15.1 | 60,754 |
| Tuscola | 10,822 | 41.6 | 11.7 | 37,574 |
| Washtenaw | 39,405 | 159.8 | 42.6 | 187,574 |
| Wayne | 723,016 | 2,777.5 | 800.6 | 3,717,193 |
| Ohio: | | | | |
| Fulton | 7,562 | 28.0 | 8.3 | 38,702 |
| Lucas | 119,315 | 466.1 | 142.1 | 610,891 |
| Ottawa | 9,250 | 33.2 | 10.0 | 38,800 |
| Sandusky | 14,707 | 48.8 | 15.9 | 72,114 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|------------------|----------------|----------------|--------------------|
| Wood | 17,482 | 65.3 | 18.9 | 64,011 |
| Total | 1,387,214 | 5,394.6 | 1,559.2 | \$9,990,000 |

| DICKINSON, NORTH DAKOTA | | | | |
|--------------------------------|---------------|--------------|-------------|--|
| Montana: | | | | |
| Carter | 78 | 2.3 | .6 | |
| Dawson | 553 | 9.7 | 3.0 | |
| Fallon | 179 | 3.5 | 1.0 | |
| Prairie | 169 | 2.4 | .8 | |
| Richland | 945 | 10.3 | 2.9 | |
| Wibaux | 42 | 1.8 | .4 | |
| North Dakota: | | | | |
| Adams | 640 | 4.4 | 1.2 | |
| Billings | 207 | 2.2 | .5 | |
| Bowman | 315 | 3.9 | 1.0 | |
| Dunn | 1,480 | 6.4 | 1.6 | |
| Golden Valley | 324 | 2.8 | .9 | |
| Grant | 1,480 | 6.4 | 1.6 | |
| Hettinger | 705 | 6.9 | 1.8 | |
| McHenry | 1,775 | 11.2 | 2.9 | |
| McLean | 2,616 | 19.7 | 5.2 | |
| Mercer | 952 | 7.8 | 2.1 | |
| Morton | 4,361 | 21.3 | 5.4 | |
| Mountrail | 610 | 8.7 | 2.5 | |
| Oliver | 194 | 2.6 | .5 | |
| Sioux | 555 | 2.8 | .6 | |
| Slope | 193 | 2.3 | .5 | |
| Stark | 1,922 | 15.6 | 4.0 | |
| Williams | 3,373 | 28.8 | 8.7 | |
| South Dakota: | | | | |
| Corson | 579 | 6.0 | 1.4 | |
| Harding | 405 | 1.8 | .6 | |
| Perkins | 649 | 6.6 | 1.8 | |
| Total | 25,301 | 198.2 | 53.5 | |

| DOTHAN, ALABAMA | | | | |
|------------------------|---------------|--------------|--------------|--|
| Alabama: | | | | |
| Barbour | 4,317 | 25.7 | 6.4 | |
| Coffee | 2,134 | 28.3 | 7.1 | |
| Covington | 3,767 | 36.8 | 9.0 | |
| Crenshaw | 2,244 | 17.5 | 4.4 | |
| Dale | 2,147 | 18.6 | 4.7 | |
| Geneva | 2,169 | 22.7 | 5.9 | |
| Henry | 1,726 | 16.3 | 3.7 | |
| Houston | 8,441 | 50.4 | 13.5 | |
| Pike | 4,087 | 27.8 | 7.2 | |
| Florida: | | | | |
| Calhoun | 995 | 7.3 | 1.9 | |
| Gadsden | 4,006 | 39.5 | 7.9 | |
| Gulf | 1,986 | 9.9 | 2.7 | |
| Holmes | 1,601 | 12.0 | 2.8 | |
| Jackson | 2,665 | 35.2 | 8.4 | |
| Walton | 995 | 14.9 | 3.8 | |
| Washington | 1,275 | 11.3 | 2.9 | |
| Georgia: | | | | |
| Baker | 779 | 5.2 | 1.1 | |
| Calhoun | 865 | 8.0 | 2.0 | |
| Clay | 803 | 5.0 | 1.3 | |
| Decatur | 3,284 | 28.2 | 7.6 | |
| Early | 2,378 | 16.3 | 4.0 | |
| Grady | 2,690 | 18.1 | 4.6 | |
| Miller | 912 | 8.2 | 2.0 | |
| Mitchell | 2,014 | 21.6 | 5.2 | |
| Quitman | 617 | 2.9 | .7 | |
| Randolph | 1,708 | 11.9 | 2.9 | |
| Seminole | 494 | 7.6 | 1.9 | |
| Total | 61,099 | 507.2 | 125.6 | |

| DULUTH, MINNESOTA-SUPERIOR, WISCONSIN | | | | |
|--|-------|------|------|--|
| Michigan: | | | | |
| Gogebic | 4,442 | 26.2 | 8.0 | |
| Houghton | 7,552 | 36.1 | 10.9 | |
| Ontonagon | 2,287 | 10.1 | 2.9 | |

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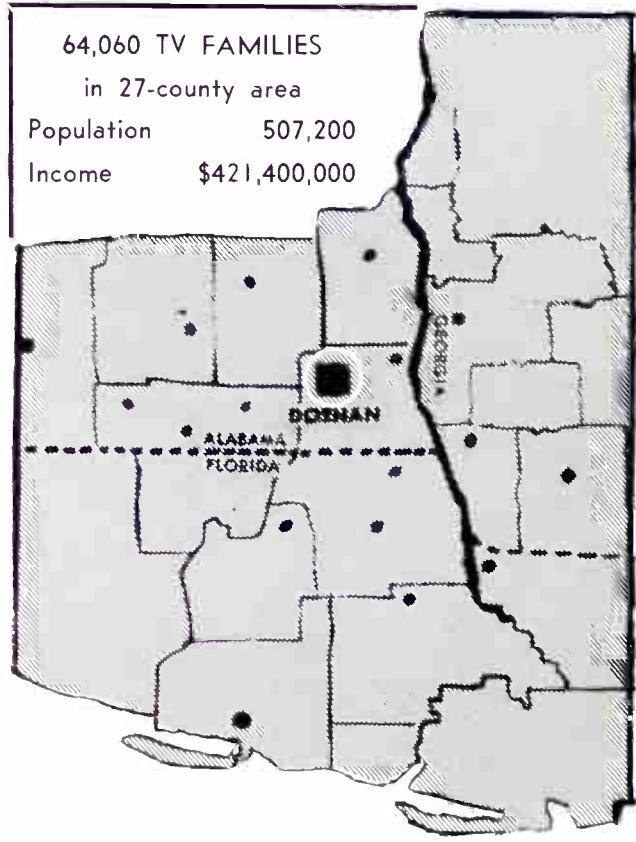
Advertise Regularly on WTVY

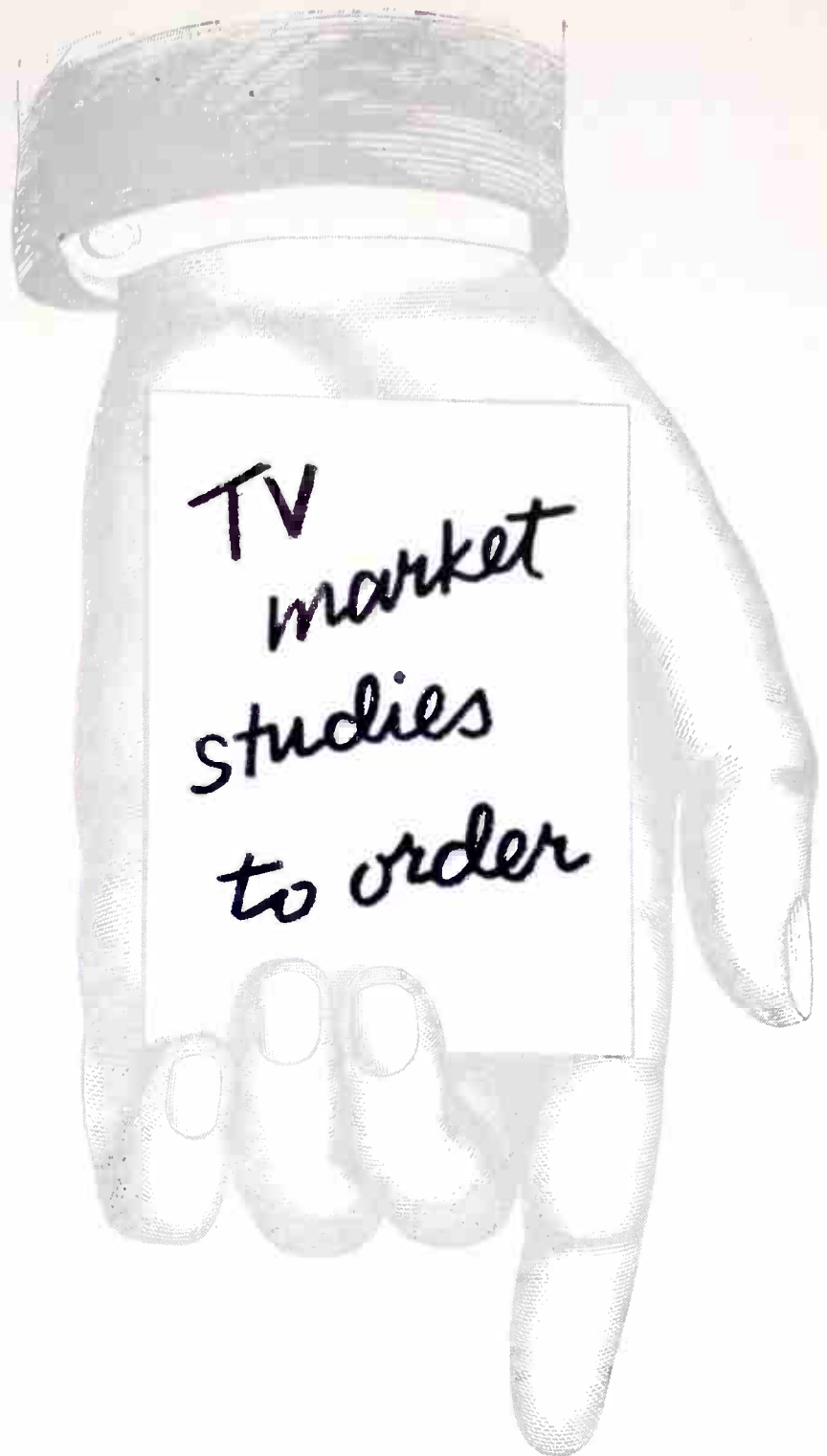
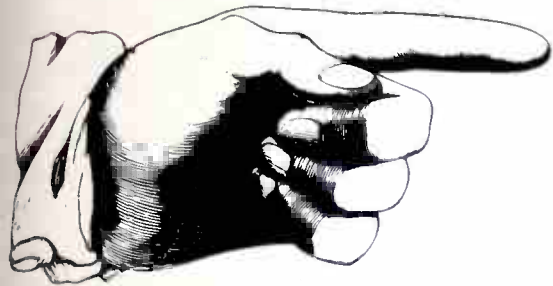
CHANNEL 9
Dothan, Ala.

Covers the Wiregrass



F. E. Busby, Executive Vice President
Represented by:
Young Television Corp., Nationally
Clarke Brown, Southeast





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K D A L - T V Channel **3**
D U L U T H , M I N N E S O T A

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---|----------|-----------|-----------|------------------|
| LUTHER, MINN.-SUPERIOR, WIS. continued | | | | |
| Minnesota: | | | | |
| Aitkin | 2,783 | 12.2 | 3.6 | 10,082 |
| Cass | 2,941 | 24.8 | 7.0 | 25,015 |
| Hibbing | 3,899 | 25.2 | 6.7 | 24,432 |
| Iron | 2,121 | 18.8 | 5.2 | 13,887 |
| Koochiching | 975 | 9.6 | 2.6 | 7,576 |
| Lake | 757 | 3.9 | 1.2 | 4,435 |
| Lawson | 4,824 | 31.1 | 9.4 | 34,012 |
| Mahnomen | 1,298 | 11.2 | 3.2 | 9,531 |
| Marquette | 10,082 | 37.9 | 10.9 | 37,080 |
| Noblesville | 1,827 | 8.3 | 2.4 | 6,663 |
| Ontonagon | 1,912 | 16.9 | 4.9 | 17,777 |
| Ozaukee | 3,056 | 13.6 | 4.5 | 11,793 |
| Plymouth | 530 | 4.3 | 1.2 | 4,231 |
| St. Louis | 4,019 | 16.8 | 4.7 | 14,507 |
| Washington | 63,445 | 220.3 | 68.0 | 260,069 |
| Winona | 1,410 | 13.7 | 3.7 | 18,945 |
| Wisconsin: | | | | |
| Ashland | 3,906 | 19.5 | 5.5 | 20,881 |
| Bayfield | 2,370 | 12.9 | 3.8 | 7,381 |
| Brown | 1,409 | 9.6 | 2.9 | 6,419 |
| Chippewa | 9,056 | 46.9 | 14.1 | 47,059 |
| Clark | 2,312 | 8.1 | 2.5 | 7,892 |
| Crawford | 3,902 | 15.5 | 4.6 | 14,387 |
| Dane | 2,148 | 16.3 | 4.5 | 11,903 |
| Dodge | 1,274 | 9.8 | 2.9 | 10,000 |
| Dunn | 2,599 | 17.8 | 4.7 | 13,410 |
| Eau Claire | 1,740 | 11.1 | 3.2 | 13,811 |
| Grant | 147,876 | 708.5 | 209.7 | \$727,683 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------------|----------|-----------|-----------|------------------|
| RAMBLE, NORTH CAROLINA | | | | |
| North Carolina: | | | | |
| Ashe | 19,332 | 80.3 | 20.9 | \$80,445 |
| Beaufort | 3,407 | 30.1 | 6.6 | 19,072 |
| Bladen | 3,168 | 20.5 | 4.3 | 6,287 |
| Brunswick | 3,212 | 24.9 | 6.1 | 26,484 |
| Chatham | 10,191 | 134.6 | 27.6 | 126,130 |
| Columbus | 3,409 | 41.1 | 9.6 | 22,215 |
| Currituck | 25,477 | 113.8 | 29.5 | 125,429 |
| Franklin | 2,552 | 30.7 | 7.0 | 13,486 |
| Gaston | 3,349 | 32.6 | 6.8 | 20,605 |
| Jones | 2,525 | 17.8 | 3.6 | 6,287 |

For current TV set estimates,
see

THE CIRCULATION REPORT

updated monthly

Exclusively compiled by

TELEVISION MAGAZINE

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Gulfport | 53,650 | 220.4 | 58.0 | 327,763 |
| Halfway | 7,742 | 60.6 | 13.1 | 46,887 |
| Hannibal | 3,226 | 54.6 | 12.7 | 37,768 |
| Hoke | 1,303 | 15.9 | 3.3 | 9,031 |
| Johnston | 8,051 | 65.5 | 15.7 | 43,442 |
| Lee | 3,642 | 27.1 | 6.4 | 30,611 |
| Lenoir | 5,858 | 49.2 | 11.5 | 52,836 |
| Montgomery | 2,592 | 17.7 | 4.3 | 12,863 |
| Moore | 3,936 | 33.2 | 8.2 | 35,914 |
| Nash | 9,214 | 62.6 | 14.3 | 55,785 |
| Northampton | 5,116 | 28.2 | 5.9 | 8,355 |
| Orange | 7,738 | 39.7 | 8.9 | 27,797 |
| Person | 3,067 | 24.0 | 5.4 | 20,172 |
| Randolph | 12,857 | 53.6 | 13.9 | 52,237 |
| Robeson | 12,291 | 95.0 | 20.4 | 61,549 |
| Rockingham | 16,557 | 69.4 | 17.9 | 55,234 |
| Sampson | 5,844 | 50.6 | 11.5 | 27,479 |
| Vance | 5,255 | 32.9 | 7.8 | 28,564 |
| Wake | 25,299 | 159.9 | 39.3 | 202,399 |
| Warren | 2,505 | 23.7 | 4.9 | 8,972 |
| Wayne | 9,420 | 68.2 | 15.9 | 64,757 |
| Wilson | 7,351 | 55.3 | 13.0 | 52,507 |
| Virginia: | | | | |
| Brunswick | 1,901 | 20.4 | 4.2 | 11,062 |
| Charlotte | 2,867 | 13.6 | 3.1 | 5,729 |
| Halifax | 5,164 | 40.4 | 9.2 | 25,223 |
| Mecklenburg | 4,416 | 35.0 | 8.1 | 29,412 |
| Pittsylvania | 17,908 | 111.0 | 27.5 | 85,636 |
| Total | 321,392 | 2,054.1 | 486.4 | \$1,866,454 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------------|----------|-----------|-----------|------------------|
| EAU CLAIRE, WISCONSIN | | | | |
| Minnesota: | | | | |
| Wabasha | 3,925 | 18.0 | 5.1 | \$17,673 |
| Winona | 7,149 | 40.5 | 11.6 | 41,258 |
| Wisconsin: | | | | |
| Barron | 7,824 | 36.6 | 10.7 | 39,251 |
| Buffalo | 3,698 | 15.2 | 4.3 | 10,875 |
| Chippewa | 6,973 | 45.0 | 11.9 | 51,778 |
| Clark | 6,851 | 32.0 | 9.0 | 24,225 |
| Dunn | 5,086 | 27.5 | 7.7 | 26,307 |
| Eau Claire | 16,195 | 59.3 | 17.4 | 63,866 |
| Jackson | 4,440 | 16.2 | 4.8 | 14,549 |
| Pepin | 1,599 | 7.5 | 2.1 | 9,142 |
| Pierce | 4,981 | 21.6 | 6.2 | 25,723 |
| Polk | 6,845 | 24.5 | 7.4 | 25,985 |
| Price | 3,902 | 15.5 | 4.6 | 14,387 |
| Rusk | 2,148 | 16.3 | 4.5 | 11,903 |
| St. Croix | 6,809 | 27.3 | 7.8 | 27,586 |
| Sawyer | 1,274 | 9.8 | 2.9 | 10,000 |
| Taylor | 2,599 | 17.8 | 4.7 | 13,410 |
| Trempealeau | 4,711 | 24.3 | 6.8 | 22,913 |
| Washburn | 1,740 | 11.1 | 3.2 | 13,811 |
| Wood | 9,232 | 55.5 | 15.3 | 63,176 |
| Total | 107,981 | 521.5 | 148.0 | \$527,818 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------|----------|-----------|-----------|------------------|
| EL DORADO, ARKANSAS | | | | |
| Arkansas: | | | | |
| Bradley | 1,212 | 13.2 | 3.5 | \$12,189 |
| Calhoun | 570 | 5.9 | 1.5 | 2,720 |
| Cleveland | 927 | 6.6 | 1.8 | 2,124 |
| Columbia | 3,264 | 24.6 | 6.8 | 19,673 |
| Ouachita | 5,703 | 40.2 | 11.2 | 22,734 |
| Union | 11,557 | 54.0 | 15.8 | 52,286 |
| Louisiana: | | | | |
| Bienville | 1,768 | 17.0 | 4.4 | 7,833 |
| Claiborne | 3,013 | 23.2 | 6.2 | 14,999 |
| Lincoln | 3,516 | 26.7 | 6.8 | 22,681 |
| Union | 1,995 | 18.7 | 4.7 | 9,557 |
| Total | 33,525 | 230.1 | 62.7 | \$166,796 |

ELKHART, IND.—See South Bend-Elkhart

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Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

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Holly Shively, Head Time Buyer
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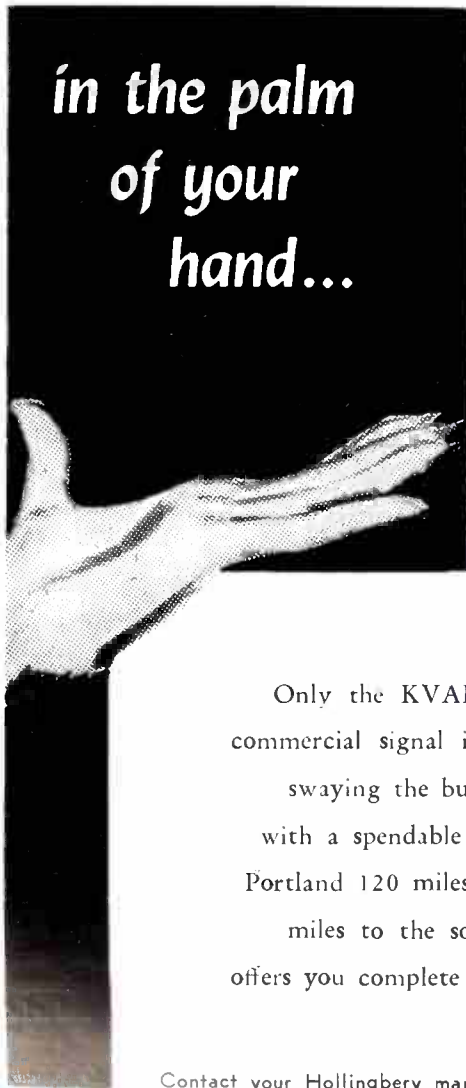
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*Market maps and data every month in Standard Rate's Newspaper, Spot Radio and Spot TV Books.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------------|---------------|--------------|--------------|------------------|
| EL PASO, TEXAS-JUAREZ, MEXICO | | | | |
| New Mexico: | | | | |
| Dona Ana | 9,248 | 46.2 | 11.4 | \$32,935 |
| Grant | 2,051 | 20.4 | 5.5 | 20,232 |
| Hidalgo | 1,056 | 5.8 | 1.4 | 5,454 |
| Lincoln | 1,095 | 8.3 | 2.1 | 9,692 |
| Luna | 1,320 | 10.1 | 2.7 | 13,610 |
| Otero | 4,859 | 28.8 | 7.4 | 27,257 |
| Sierra | 912 | 4.9 | 1.7 | 6,615 |
| Texas: | | | | |
| Brewster | 731 | 7.5 | 1.9 | 5,890 |
| Culberson | 270 | 1.7 | .5 | 3,992 |
| El Paso | 60,256 | 292.8 | 70.9 | 284,996 |
| Hudspeth | 720 | 5.4 | 1.2 | 2,466 |
| Jeff Davis | 462 | 2.2 | .5 | 560 |
| Presidio | 596 | 5.9 | 1.5 | 5,454 |
| Total | 83,576 | 440.0 | 108.7 | \$419,153 |
| ENID, OKLA.—See Oklahoma City | | | | |
| ERIE, PENNSYLVANIA | | | | |
| Ohio: | | | | |
| Ashtabula | 24,512 | 86.1 | 26.5 | \$132,141 |
| Pennsylvania: | | | | |
| Erie | 63,400 | 236.1 | 68.7 | 277,821 |
| Total | 87,912 | 322.2 | 95.2 | \$409,962 |
| EUGENE, OREGON | | | | |
| Oregon: | | | | |
| Benton | 5,492 | 36.2 | 10.3 | \$30,058 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|---------------|--------------|--------------|------------------|
| Coos | 7,365 | 59.7 | 19.9 | 65,345 |
| Crook | 1,604 | 9.1 | 2.5 | 12,498 |
| Deschutes | 3,216 | 20.0 | 6.5 | 29,179 |
| Douglas | 15,752 | 76.3 | 23.3 | 81,220 |
| Lane | 45,695 | 157.4 | 49.4 | 182,523 |
| Lincoln | 5,669 | 24.5 | 8.4 | 28,408 |
| Linn | 9,279 | 63.0 | 19.3 | 59,064 |
| Polk | 4,197 | 22.5 | 7.0 | 18,964 |
| Total | 98,269 | 468.7 | 146.6 | \$507,259 |
| EUREKA, CALIFORNIA | | | | |
| California: | | | | |
| Del Norte | 3,750 | 17.4 | 5.7 | \$25,619 |
| Humboldt | 25,626 | 96.9 | 31.5 | 162,684 |
| Mendocino | 8,525 | 57.8 | 17.9 | 66,410 |
| Oregon: | | | | |
| Curry | 1,079 | 14.5 | 5.1 | 11,684 |
| Total | 98,269 | 468.7 | 146.6 | \$507,259 |
| EVANSVILLE, INDIANA-HENDERSON, KENTUCKY | | | | |
| Illinois: | | | | |
| Edwards | 1,426 | 8.6 | 2.6 | \$10,408 |
| Gallatin | 1,795 | 8.9 | 2.6 | 7,916 |
| Hamilton | 2,867 | 11.2 | 3.6 | 8,215 |
| Hardin | 1,825 | 7.3 | 2.1 | 3,349 |
| Lawrence | 4,596 | 19.8 | 6.3 | 23,052 |
| Massac | 2,452 | 14.4 | 4.7 | 13,248 |
| Pope | 1,192 | 4.8 | 1.5 | 3,197 |
| Richland | 2,955 | 18.3 | 6.2 | 19,363 |
| Saline | 6,795 | 31.6 | 10.5 | 30,186 |
| Wabash | 3,240 | 14.8 | 4.6 | 15,512 |
| Indiana: | | | | |
| Crawford | 1,537 | 9.1 | 2.6 | 6,605 |
| Daviess | 5,358 | 27.7 | 8.2 | 23,371 |
| Dubois | 4,073 | 25.1 | 6.9 | 18,336 |
| Gibson | 7,032 | 30.7 | 9.6 | 27,757 |
| Knox | 12,858 | 44.3 | 13.9 | 51,744 |
| Marrin | 1,971 | 10.7 | 3.1 | 8,114 |
| Perry | 3,003 | 17.5 | 5.0 | 12,114 |
| Pike | 2,556 | 14.0 | 4.4 | 10,214 |
| Posey | 5,550 | 19.8 | 6.0 | 22,114 |
| Spencer | 2,164 | 13.1 | 3.7 | 8,614 |
| Vanderburgh | 40,760 | 182.9 | 56.9 | 162,684 |
| Warrick | 3,993 | 23.4 | 7.1 | 15,114 |
| Kentucky: | | | | |
| Breckinridge | 2,990 | 13.2 | 3.7 | 11,614 |
| Caldwell | 1,780 | 14.1 | 4.3 | 7,114 |
| Christian | 11,840 | 50.8 | 12.8 | 45,114 |
| Crittenden | 1,116 | 18.3 | 3.7 | 4,614 |
| Daviess | 9,914 | 64.1 | 18.1 | 35,114 |
| Hancock | 1,387 | 4.9 | 1.5 | 5,614 |
| Henderson | 7,583 | 33.0 | 10.0 | 27,114 |
| Hopkins | 6,862 | 40.5 | 12.0 | 24,114 |
| Livingston | 1,110 | 7.1 | 2.0 | 4,114 |
| Lyon | 1,479 | 6.6 | 1.7 | 5,614 |
| McLean | 1,487 | 10.4 | 2.9 | 5,614 |
| Marshall | 1,825 | 18.4 | 5.6 | 6,614 |
| Muhlenberg | 3,365 | 27.9 | 7.5 | 12,614 |
| Ohio | 2,102 | 17.8 | 5.0 | 7,614 |
| Trigg | 1,179 | 7.6 | 1.9 | 4,614 |
| Union | 1,765 | 16.8 | 4.6 | 6,614 |

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of your
hand...*

The Northwest's 5th largest market!

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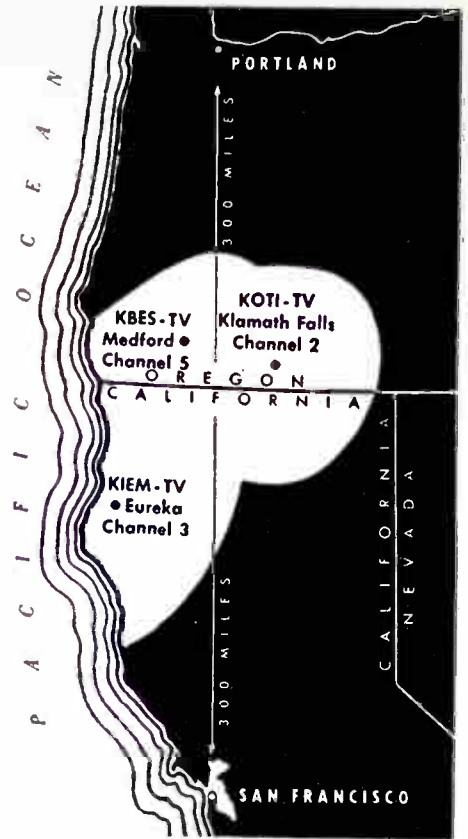
KVAL-TV

EUGENE - CHANNEL 1

KPIC-TV

ROSEBURG - CHANNEL

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations . . .

. . . BRIDGE THE GAP between San Francisco and Portland with EXCLUSIVE VHF Coverage on Channel 2, 3 and 5.

KOTI CHANNEL 2
Klamath Falls, Ore.

KIEM CHANNEL 3
Eureka, Calif.

KBES CHANNEL 5
Medford, Ore.

CBS
NBC
ABC

Three markets — one billing

MARKET FACTS

POPULATION 356,330
 FAMILIES 115,760
 TV FAMILIES 88,106
 RETAIL SALES \$487,971,000
 CONSUMER SPEND-
 ABLE INCOME \$615,366,000

for CALIF.-ORE. TV TRIO

call Don Telford, Mgr.

Phone Eureka, Hillside 3-3123 TWX EK18

or ask **BLAIR Television ASSOCIATES INC.** national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

Western 2,443 15.8 5.1 9,553
 Total 187,754 969.2 288.6 \$862,465

WYOMING, NORTH DAKOTA

Minnesota:
 Baker 5,388 24.1 6.6 \$21,570
 Bremer 2,941 24.8 7.0 25,015
 DeWitt 1,716 9.0 2.5 9,401
 Stone 2,121 18.8 5.2 13,887
 ...
 Total 160,120 1,284.4 293.1 \$931,474

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

Moore 3,936 33.2 8.2 35,914
 New Hanover 11,711 74.6 20.8 92,005
 Pender 2,662 18.6 4.3 5,274
 Richmond 8,112 40.4 10.1 30,796
 Robeson 12,291 95.0 20.4 61,549
 Sampson 5,844 50.6 11.5 27,479
 Scotland 3,045 27.4 6.2 18,398
 Union 5,840 44.2 10.7 32,048

South Carolina:

Calhoun 1,400 14.1 3.3 6,703
 Chesterfield 4,451 35.8 8.1 19,948
 Clarendon 4,351 32.3 6.6 14,153
 Darlington 7,752 52.2 12.4 34,890
 Dillon 3,450 31.0 6.7 19,188
 Florence 14,338 86.1 20.5 74,831
 Georgetown 4,383 34.5 8.0 25,220
 Horry 3,879 68.8 15.3 50,885
 Kershaw 4,211 31.5 7.5 22,649
 Lancaster 5,462 38.6 9.0 26,152
 Lee 3,531 22.3 4.7 10,949
 Marion 4,876 34.9 7.9 23,080
 Marlboro 4,891 29.9 7.1 17,579
 Sumter 8,626 64.0 14.7 45,228
 Williamsburg 6,145 45.3 9.1 23,902
 Total 160,120 1,284.4 293.1 \$931,474

FORT DODGE, IOWA

Iowa:
 Calhoun UHF 16.4 5.2 \$15,681
 Franklin DI 16.1 5.0 19,724
 Humboldt on county 12.6 3.9 17,117
 Kossuth basis 26.6 7.6 28,290
 Pocahontas 14.7 4.4 15,298
 Webster 45.1 13.7 63,099
 Wright 19.7 6.2 23,317
 Total †21,927 151.2 46.0 \$182,526

FORT LAUDERDALE, FLA.—See Miami.

FORT MYERS, FLORIDA

Florida:
 Charlotte 1,575 5.6 1.9 \$6,962
 Collier 2,617 11.9 3.7 16,093
 De Soto 1,166 9.1 2.3 9,043
 Glades 563 2.8 .7 1,538
 Hardee 1,582 12.0 3.3 11,989
 Hendry 829 6.8 1.8 10,776
 Highlands 3,194 15.8 4.7 21,538
 Lee 5,816 33.2 10.1 62,835
 Total 17,342 97.2 28.5 \$140,774

FORT SMITH, ARKANSAS

Arkansas:
 Benton 948 34.7 10.8 \$28,379
 Boone 1,584 13.7 4.1 12,902
 Carroll 1,315 10.5 3.4 6,624
 Crawford 2,246 21.0 6.1 10,757
 Franklin 766 9.9 2.7 5,388
 Johnson 2,545 13.4 3.9 7,892
 Logan 1,783 15.7 4.2 9,532
 Madison 1,283 9.6 2.4 3,458
 Montgomery 1,025 4.9 1.3 1,645
 Newton 958 6.1 1.5 485
 Polk 2,081 11.9 3.5 8,519
 Scott 834 6.0 1.7 4,295
 Sebastian 19,425 67.7 21.0 95,214
 Washington 8,102 52.0 15.2 43,273

Oklahoma:

Adair 1,945 12.5 3.2 5,979
 Haskell 783 11.4 2.8 5,094
 Le Flore 3,053 27.7 7.7 14,584
 Sequoyah 2,430 16.8 4.2 5,752
 Total 55,106 345.5 99.7 \$269,772

FORT WAYNE, INDIANA

Indiana:
 Adams UHF 23.2 6.7 \$21,868

WETTERVILLE, NORTH CAROLINA*

North Carolina:
 Cumberland UHF 134.6 27.6 \$126,130
 DI
 on county
 basis
 †21,830 134.6 27.6 \$126,130

*Due to conflicting research data, this market has not been re-evaluated pending further study.

WYNNBERG, SOUTH CAROLINA

South Carolina:
 Marion 3,298 25.6 6.0 \$12,581
 Marion 3,407 30.1 6.6 19,072
 Marion 3,295 20.4 4.5 8,498
 Marion 3,439 52.5 12.0 37,342
 Marion 10,191 134.6 27.6 126,130
 Marion 1,303 15.9 3.3 9,031

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ARB's new TOTAL

| Time | Program | Station | Total Homes Reached |
|-----------|--------------------|---------|---------------------|
| 8:00 P.M. | SIR LANCELOT | WAAA | 504,00 |
| | WIRE SERVICE | WBBB | 663,00 |
| | BURNS AND ALLEN | WCCC | 497,00 |
| | BEST OF THE MOVIES | WDDD | 200,00 |
| | SETS IN USE | | |

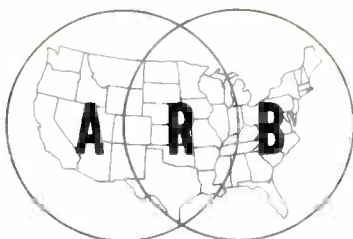
Time period

Program name

Station

Total homes reached

THE SERVICE is designed to present this audience measurement data in the final form in which it will be used in day to day buying and selling... **TOTAL HOMES REACHED.** This eliminates the necessity of mixing such variables as program ratings, station coverage data and television set count, thus, saving valuable time and avoiding the hazards which are inherent in such a procedure.



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NEW YORK
WASHINGTON, D.C.
LOS ANGELES

AREA REPORTS

| en | Women | Children | Viewers Per Set | Metro. Area Rating |
|----|-------|----------|-----------------|--------------------|
| 5 | 35 | 30 | 2.2 | 15.3 |
| 7 | 35 | 28 | 2.0 | 20.6 |
| 3 | 57 | 20 | 1.9 | 17.8 |
| 2 | 48 | 30 | 2.3 | 10.3 |
| | ● | ● | ● | 64.0 |

Percent of men
in audience

Percent of women
in audience

Percent of children
in audience

Viewers per set

Metropolitan area rating
(for comparison purposes)

BUREAU, INC.

venue. MURRAY HILL 7-3787

Press Building NATIONAL 8-0822

field Ave., Monterey Park CUMBERLAND 3-3149

WKJG-TV



*He's Proud
as a Peacock
About His New
TV Ratings!*

WKJG-TV

**Fort Wayne's
FIRST STATION**

LEADS WITH
14* OF THE
25 TOP-RATED
ONCE-A-WEEK SHOWS

ALL 12* OF THE
TOP-RATED
SPOT FILM SHOWS

ALL 10* OF THE
TOP-RATED
MULTI-WEEKLY SHOWS

WKJG-TV LEADS
IN 268 QUARTER-HOURS**
TO 180 FOR
STATION B.

*Telepulse Report April 1-7, 1957

**From Sign-On to Midnight



| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------------------|-----------|-----------------|----------------|------------------|-----------|-----------|-----------|------------------|
| FORT WAYNE, IND. continued | | | | | | | | |
| Allen | DI | 210.1 | 65.2 | 276,199 | | | | |
| Dekalb | on county | 27.7 | 8.6 | 27,620 | | | | |
| Huntington | basis | 32.9 | 10.5 | 36,190 | | | | |
| Kosciusko | | 35.0 | 11.1 | 47,779 | | | | |
| Lagrange | | 16.0 | 4.4 | 12,467 | | | | |
| Miami | | 29.4 | 9.5 | 32,570 | | | | |
| Noble | | 26.9 | 8.1 | 31,362 | | | | |
| Steuben | | 16.2 | 4.9 | 19,961 | | | | |
| Wabash | | 31.0 | 9.6 | 34,571 | | | | |
| Wells | | 19.8 | 6.2 | 24,182 | | | | |
| Whitley | | 20.0 | 6.4 | 20,403 | | | | |
| Ohio: | | | | | | | | |
| Allen | | 99.3 | 29.9 | 133,040 | | | | |
| Defiance | | 28.4 | 8.5 | 43,171 | | | | |
| Henry | | 23.1 | 7.0 | 33,284 | | | | |
| Mercer | | 31.5 | 8.8 | 39,924 | | | | |
| Paulding | | 15.6 | 4.7 | 15,036 | | | | |
| Putnam | | 27.3 | 7.7 | 27,018 | | | | |
| Van Wert | | 29.0 | 9.2 | 29,864 | | | | |
| Williams | | 28.3 | 9.0 | 31,062 | | | | |
| Total | | 1193,107 | 770.7 | 1236.0 | | | | \$937,571 |
| FT. WORTH-DALLAS, TEXAS | | | | | | | | |
| Oklahoma: | | | | | | | | |
| Bryan | | 6,567 | 24.4 | 7.1 | \$23,396 | | | |
| Carter | | 8,423 | 42.6 | 13.3 | 54,292 | | | |
| Choctaw | | 962 | 14.5 | 4.0 | 9,120 | | | |
| Love | | 1,240 | 6.8 | 1.7 | 3,633 | | | |
| Marshall | | 1,107 | 6.4 | 1.9 | 5,246 | | | |
| Pushmataha | | 585 | 10.1 | 2.8 | 5,263 | | | |
| Texas: | | | | | | | | |
| Anderson | | 4,206 | 28.7 | 8.3 | 23,894 | | | |
| Bosque | | 1,580 | 9.6 | 3.0 | 10,742 | | | |
| Brown | | 2,907 | 28.1 | 8.8 | 27,582 | | | |
| Callahan | | 1,196 | 7.9 | 2.3 | 6,897 | | | |
| Camp | | 1,111 | 7.9 | 2.4 | 7,172 | | | |
| Cherokee | | 5,435 | 36.1 | 9.6 | 28,013 | | | |
| Clay | | 1,859 | 8.0 | 2.4 | 8,256 | | | |
| Collin | | 12,210 | 43.7 | 13.2 | 34,919 | | | |
| Comanche | | 2,056 | 12.6 | 3.8 | 10,553 | | | |
| Cooke | | 6,823 | 25.2 | 7.4 | 29,632 | | | |
| Dallas | | 221,101 | 823.9 | 252.8 | 1,243,122 | | | |
| Delta | | 1,215 | 6.5 | 1.9 | 4,567 | | | |
| Denton | | 11,470 | 45.0 | 12.4 | 44,842 | | | |
| Eastland | | 3,050 | 20.5 | 6.7 | 23,204 | | | |
| Ellis | | 8,503 | 43.0 | 12.5 | 36,896 | | | |
| Erath | | 3,679 | 15.9 | 5.0 | 18,791 | | | |
| Falls | | 2,984 | 23.5 | 6.7 | 19,301 | | | |
| Fannin | | 2,632 | 24.8 | 7.6 | 18,287 | | | |
| Franklin | | 710 | 4.7 | 1.4 | 3,456 | | | |
| Freestone | | 1,658 | 12.7 | 3.7 | 10,280 | | | |
| Grayson | | 18,883 | 73.6 | 22.9 | 77,086 | | | |
| Hamilton | | 1,473 | 9.3 | 2.9 | 7,979 | | | |
| Henderson | | 3,149 | 18.9 | 5.5 | 18,882 | | | |
| Hill | | 7,677 | 27.0 | 8.3 | 22,593 | | | |
| Hood | | 1,003 | 4.5 | 1.3 | 6,840 | | | |
| Hopkins | | 2,775 | 20.4 | 6.2 | 22,395 | | | |
| Houston | | 2,921 | 18.9 | 5.3 | 16,690 | | | |
| Hunt | | 8,860 | 41.2 | 12.6 | 41,017 | | | |
| Jack | | 1,669 | 6.3 | 2.0 | 6,745 | | | |
| Johnson | | 9,802 | 36.8 | 11.5 | 26,856 | | | |
| Kaufman | | 4,773 | 27.3 | 7.3 | 30,315 | | | |
| Lamar | | 3,822 | 43.2 | 13.0 | 33,824 | | | |
| Leon | | 1,490 | 9.6 | 2.7 | 6,799 | | | |
| Limestone | | 2,791 | 20.1 | 5.8 | 16,753 | | | |
| Madison | | 940 | 6.2 | 1.8 | 9,594 | | | |
| Montague | | 3,863 | 14.7 | 4.6 | 20,316 | | | |
| Navarro | | 9,805 | 34.8 | 10.6 | 32,679 | | | |
| Palo Pinto | | 5,550 | 18.3 | 6.0 | 23,302 | | | |
| Parker | | 6,411 | 24.4 | 7.7 | 20,797 | | | |
| Rains | | 647 | 2.8 | .7 | 1,442 | | | |
| Red River | | 2,123 | 18.0 | 5.2 | 10,590 | | | |
| Rockwall | | 1,126 | 5.2 | 1.4 | 7,015 | | | |
| Shackelford | | 946 | 4.1 | 1.1 | 4,950 | | | |
| Smith | | 16,534 | 83.2 | 24.1 | 91,233 | | | |
| Somervell | | 511 | 2.4 | .8 | 1,676 | | | |
| Stephens | | 2,662 | 10.8 | 3.4 | 13,053 | | | |
| Tarrant | | 135,622 | 535.0 | 162.9 | | | | |
| Titus | | 1,777 | 16.2 | 4.6 | | | | |
| Upshur | | 2,395 | 17.8 | 4.9 | | | | |
| Van Zandt | | 4,375 | 17.8 | 5.4 | | | | |
| Wise | | 3,370 | 14.3 | 4.3 | | | | |
| Wood | | 2,160 | 17.4 | 5.1 | | | | |
| Total | | 587,174 | 2,533.6 | 764.6 | | | | |
| FRESNO-TULARE, CALIFORNIA | | | | | | | | |
| California: | | | | | | | | |
| Fresno | | 84,637 | 325.5 | 99.3 | | | | |
| Kern (25%) | | 17,402 | 67.2 | 20.0 | | | | |
| Kings | | 12,857 | 47.2 | 13.9 | | | | |
| Madera | | 9,212 | 38.3 | 11.0 | | | | |
| Mariposa | | 741 | 4.3 | 1.3 | | | | |
| Merced | | 19,322 | 85.3 | 25.1 | | | | |
| Stanislaus | | 34,043 | 145.4 | 44.9 | | | | |
| Tulare | | 37,470 | 145.2 | 43.6 | | | | |
| Total | | 215,684 | 858.4 | 259.1 | | | | |
| GALVESTON-HOUSTON, TEXAS | | | | | | | | |
| Texas: | | | | | | | | |
| Angelina | | 7,388 | 39.1 | 11.4 | \$31,111 | | | |
| Aransas | | 469 | 4.1 | 1.2 | | | | |
| Austin | | 3,098 | 13.2 | 4.0 | | | | |
| Bastrop | | 3,304 | 17.6 | 5.0 | | | | |
| Bee | | 2,553 | 22.5 | 5.8 | | | | |
| Brazoria | | 16,002 | 64.4 | 17.3 | | | | |
| Brazos | | 6,890 | 46.4 | 12.5 | | | | |
| Burleson | | 1,379 | 10.7 | 3.0 | | | | |
| Calhoun | | 1,725 | 10.9 | 3.1 | | | | |
| Chambers | | 2,035 | 7.9 | 2.2 | | | | |
| Colorado | | 4,322 | 16.9 | 5.0 | | | | |
| De Witt | | 3,545 | 21.2 | 6.2 | | | | |
| Fayette | | 3,175 | 20.1 | 5.9 | | | | |
| Fort Bend | | 6,752 | 29.3 | 7.3 | | | | |
| Freestone | | 1,658 | 12.7 | 3.7 | | | | |
| Galveston | | 33,762 | 123.3 | 36.5 | | | | |
| Goliad | | 1,067 | 5.2 | 1.3 | | | | |
| Grimes | | 2,264 | 12.0 | 3.6 | | | | |
| Hardin | | 4,342 | 20.7 | 5.7 | | | | |
| Harris | | 313,667 | 1,134.1 | 339.1 | | | | |
| Houston | | 2,921 | 18.9 | 5.3 | | | | |
| Jackson | | 2,103 | 13.2 | 3.6 | | | | |
| Jasper | | 3,383 | 20.7 | 5.3 | | | | |
| Jefferson | | 62,160 | 229.5 | 67.2 | | | | |
| Karnes | | 1,788 | 16.1 | 3.9 | | | | |
| Lavaca | | 2,902 | 19.1 | 5.5 | | | | |
| Lee | | 2,045 | 8.9 | 2.4 | | | | |
| Leon | | 1,490 | 9.6 | 2.7 | | | | |
| Liberty | | 7,215 | 27.9 | 7.8 | | | | |
| Madison | | 940 | 6.2 | 1.8 | | | | |
| Matagorda | | 3,406 | 25.0 | 7.1 | | | | |
| Montgomery | | 4,712 | 24.2 | 7.1 | | | | |
| Nacogdoches | | 4,092 | 29.6 | 8.1 | | | | |
| Newton | | 1,442 | 9.5 | 2.4 | | | | |
| Orange | | 13,809 | 59.4 | 16.5 | | | | |
| Polk | | 3,230 | 13.8 | 3.8 | | | | |
| Refugio | | 794 | 9.6 | 2.6 | | | | |
| Sabine | | 1,273 | 7.3 | 1.8 | | | | |
| San Augustine | | 1,129 | 7.0 | 1.8 | | | | |
| San Jacinto | | 1,063 | 6.3 | 1.6 | | | | |
| Trinity | | 1,266 | 8.2 | 2.4 | | | | |
| Tyler | | 1,866 | 11.1 | 2.9 | | | | |
| Victoria | | 2,862 | 37.7 | 10.3 | | | | |
| Walker | | 2,485 | 18.8 | 4.2 | | | | |
| Waller | | 1,888 | 11.9 | 3.0 | | | | |
| Washington | | 3,638 | 17.5 | 5.1 | | | | |
| Wharton | | 5,751 | 36.0 | 9.9 | | | | |
| Total | | 561,050 | 2,335.3 | 675.9 | | | | |
| GRAND FORKS, NORTH DAKOTA | | | | | | | | |
| Minnesota: | | | | | | | | |
| Kittson | | 1,850 | 8.9 | 2.5 | | | | |
| Marshall | | 2,541 | 15.3 | 4.1 | | | | |

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------|---------------|--------------|-------------|------------------|
| Wilmington | 2,217 | 13.1 | 3.6 | 16,304 |
| W. Lake | 5,963 | 37.8 | 10.5 | 38,471 |
| W. Lake | 1,015 | 6.3 | 1.5 | 6,030 |
| W. Lake | 2,777 | 14.5 | 3.8 | 11,204 |
| W. Dakota: | | | | |
| W. Dakota: | 9,872 | 46.0 | 12.6 | 63,175 |
| W. Dakota: | 3,015 | 13.2 | 3.5 | 11,319 |
| W. Dakota: | 3,097 | 20.2 | 4.6 | 20,414 |
| W. Dakota: | 32,347 | 175.3 | 46.7 | \$189,614 |

GRAND JUNCTION, COLORADO

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|---------------|--------------|-------------|------------------|
| Colorado: | | | | |
| Colorado: | 2,014 | 18.2 | 5.6 | \$15,052 |
| Colorado: | 207 | 2.1 | .6 | 1,380 |
| Colorado: | 619 | 16.6 | 4.6 | 24,508 |
| Colorado: | 9,495 | 47.8 | 14.6 | 73,831 |
| Colorado: | 865 | 10.2 | 3.0 | 16,013 |
| Colorado: | 1,209 | 15.8 | 4.6 | 17,189 |
| Colorado: | 356 | 1.6 | .6 | 1,578 |
| Colorado: | 120 | 1.5 | .4 | 569 |
| Colorado: | 447 | 2.5 | .7 | 1,943 |
| Colorado: | 15,332 | 116.3 | 34.7 | \$152,063 |

GRAND RAPIDS, MICHIGAN

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------------|----------------|--------------|--------------------|
| Michigan: | | | | |
| Michigan: | 14,430 | 52.0 | 15.6 | \$45,738 |
| Michigan: | 8,510 | 29.7 | 9.2 | 27,251 |
| Michigan: | 6,515 | 34.4 | 10.1 | 35,171 |
| Michigan: | 35,542 | 142.3 | 41.7 | 154,637 |
| Michigan: | 8,728 | 34.0 | 10.7 | 24,092 |
| Michigan: | 3,354 | 11.9 | 3.5 | 14,325 |
| Michigan: | 9,155 | 34.8 | 9.8 | 26,613 |
| Michigan: | 12,672 | 45.1 | 13.7 | 36,997 |
| Michigan: | 2,312 | 9.1 | 2.5 | 9,854 |
| Michigan: | 9,084 | 34.8 | 10.2 | 39,012 |
| Michigan: | 53,187 | 208.4 | 61.4 | 286,163 |
| Michigan: | 10,545 | 40.2 | 11.4 | 40,126 |
| Michigan: | 7,221 | 30.3 | 8.2 | 31,271 |
| Michigan: | 40,891 | 152.9 | 45.8 | 193,103 |
| Michigan: | 86,961 | 330.3 | 100.9 | 444,979 |
| Michigan: | 1,030 | 5.2 | 1.6 | 3,903 |
| Michigan: | 5,439 | 20.8 | 6.4 | 19,424 |
| Michigan: | 5,502 | 20.9 | 6.5 | 25,152 |
| Michigan: | 5,180 | 18.2 | 5.6 | 16,908 |
| Michigan: | 9,432 | 42.7 | 11.9 | 49,189 |
| Michigan: | 9,805 | 33.7 | 10.6 | 39,635 |
| Michigan: | 38,471 | 142.5 | 42.3 | 166,096 |
| Michigan: | 6,021 | 23.1 | 6.8 | 19,875 |
| Michigan: | 4,412 | 17.8 | 5.1 | 16,283 |
| Michigan: | 3,792 | 14.9 | 4.1 | 13,017 |
| Michigan: | 23,495 | 86.1 | 25.4 | 96,344 |
| Michigan: | 10,539 | 38.3 | 12.4 | 48,386 |
| Michigan: | 12,019 | 43.7 | 14.1 | 46,656 |
| Michigan: | 3,657 | 19.8 | 5.9 | 21,332 |
| Michigan: | 447,901 | 1,717.9 | 513.4 | \$1,991,532 |

WYANDOTT, KANSAS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------|----------|-----------|-----------|------------------|
| Kansas: | | | | |
| Kansas: | 1,821 | 9.5 | 3.1 | \$11,944 |
| Kansas: | 9,805 | 34.2 | 10.6 | 46,196 |
| Kansas: | 606 | 3.6 | 1.1 | 3,138 |
| Kansas: | 2,903 | 15.4 | 5.0 | 17,958 |
| Kansas: | 840 | 3.6 | 1.2 | 5,920 |
| Kansas: | 1,562 | 6.1 | 2.2 | 10,202 |
| Kansas: | 1,757 | 5.8 | 1.9 | 11,202 |
| Kansas: | 4,239 | 20.4 | 5.2 | 25,906 |
| Kansas: | 1,504 | 9.3 | 2.8 | 8,322 |
| Kansas: | 2,343 | 14.8 | 4.3 | 23,596 |
| Kansas: | 3,016 | 19.1 | 6.1 | 30,792 |
| Kansas: | 465 | 4.4 | 1.0 | 2,957 |
| Kansas: | 1,085 | 5.6 | 1.5 | 4,719 |
| Kansas: | 580 | 4.7 | 1.4 | 6,411 |
| Kansas: | 723 | 4.9 | 1.3 | 3,491 |
| Kansas: | 215 | 2.7 | .7 | 2,800 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Hodgeman | 832 | 3.4 | .9 | 2,642 |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 |
| Kearny | 239 | 2.9 | .9 | 2,083 |
| Kiowa | 803 | 4.8 | 1.4 | 5,165 |
| Lane | 295 | 3.3 | 1.0 | 3,393 |
| Lincoln | 1,443 | 6.6 | 2.0 | 5,174 |
| Logan | 424 | 4.3 | 1.2 | 4,721 |
| McPherson | 5,910 | 23.4 | 7.5 | 23,267 |
| Meade | 1,062 | 5.1 | 1.5 | 4,563 |
| Mitchell | 1,142 | 9.5 | 3.0 | 14,813 |
| Ness | 978 | 6.1 | 1.9 | 4,703 |
| Norton | 1,077 | 9.2 | 2.8 | 9,603 |
| Osborne | 1,373 | 8.4 | 2.6 | 6,123 |
| Ottawa | 1,877 | 7.0 | 2.4 | 5,611 |
| Pawnee | 2,012 | 10.1 | 2.5 | 10,145 |
| Phillips | 1,730 | 10.6 | 3.6 | 9,851 |
| Pratt | 2,370 | 12.8 | 4.0 | 20,031 |
| Rawlins | 844 | 5.7 | 1.6 | 4,406 |
| Reno | 17,852 | 59.2 | 19.3 | 72,936 |
| Rice | 3,340 | 14.9 | 4.9 | 13,472 |
| Rooks | 1,864 | 10.7 | 3.3 | 12,013 |
| Rush | 1,273 | 7.1 | 2.2 | 6,721 |
| Russell | 2,773 | 13.2 | 4.0 | 15,100 |
| Saline | 8,839 | 41.1 | 13.3 | 63,112 |
| Scott | 663 | 5.0 | 1.3 | 7,219 |
| Seward | 1,170 | 12.4 | 3.7 | 20,944 |
| Sheridan | 782 | 4.5 | 1.1 | 3,812 |
| Smith | 1,661 | 8.2 | 2.7 | 6,268 |
| Stafford | 2,243 | 8.7 | 2.6 | 7,665 |
| Thomas | 710 | 7.5 | 2.3 | 11,361 |
| Trego | 830 | 5.2 | 1.5 | 5,567 |
| Wichita | 259 | 2.7 | .8 | 2,907 |
| Total | 104,200 | 506.6 | 156.1 | \$592,463 |

GREAT FALLS, MONTANA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|---------------|--------------|-------------|------------------|
| Montana: | | | | |
| Blaine | 1,166 | 8.2 | 2.5 | \$9,767 |
| Broadwater | 355 | 2.5 | .8 | 2,616 |
| Cascade | 13,519 | 64.0 | 21.1 | 92,481 |
| Chouteau | 1,612 | 6.9 | 2.3 | 10,807 |
| Fergus | 1,675 | 13.9 | 4.6 | 18,558 |
| Gallatin | 2,226 | 24.6 | 7.8 | 28,599 |
| Glacier | 1,503 | 11.1 | 3.2 | 14,157 |
| Hill | 2,179 | 16.4 | 5.2 | 29,819 |
| Jefferson | 184 | 3.9 | 1.0 | 3,457 |
| Judith Basin | 270 | 3.3 | .9 | 2,260 |
| Lewis & Clark | 3,028 | 27.0 | 9.1 | 33,396 |
| Liberty | 325 | 2.7 | .6 | 4,101 |
| Madison | 268 | 6.1 | 1.9 | 4,783 |
| Meagher | 378 | 2.1 | .8 | 2,080 |
| Park | 2,822 | 13.1 | 4.3 | 13,880 |
| Pondera | 1,121 | 6.3 | 1.8 | 12,273 |
| Teton | 1,363 | 7.1 | 2.2 | 9,514 |
| Toole | 465 | 7.9 | 2.4 | 13,791 |
| Wheatland | 575 | 3.0 | 1.0 | 4,524 |
| Total | 35,034 | 230.1 | 73.5 | \$310,863 |

GREEN BAY, WISCONSIN

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------|-----------|-----------|------------------|
| Michigan: | | | | |
| Alger | 1,864 | 9.4 | 2.7 | \$8,757 |
| Baraga | 2,067 | 7.8 | 2.3 | 4,974 |
| Benzie | 1,500 | 8.1 | 2.4 | 8,812 |
| Charlevoix | 2,079 | 13.7 | 3.9 | 15,928 |
| Cheboygan | 3,422 | 12.9 | 3.7 | 16,812 |
| Delta | 8,275 | 32.3 | 9.4 | 38,451 |
| Dickinson | 4,093 | 23.7 | 7.4 | 25,489 |
| Emmet | 3,754 | 16.9 | 4.8 | 24,318 |
| Grand Traverse | 5,976 | 32.3 | 8.7 | 53,126 |
| Houghton | 7,552 | 36.1 | 10.9 | 37,631 |
| Iron | 4,977 | 18.1 | 5.5 | 16,684 |
| Keweenaw | 620 | 2.3 | .7 | 1,257 |
| Leelanau | 2,312 | 9.0 | 2.5 | 5,883 |
| Luce | 1,410 | 8.1 | 1.6 | 6,238 |
| Manistee | 5,439 | 20.8 | 6.4 | 19,424 |
| Marquette | 13,125 | 52.7 | 15.0 | 50,792 |
| Mason | 5,502 | 20.9 | 6.5 | 25,152 |

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is to
13



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show them
every day



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family
of stars



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greatest
shows...
network
or local...



are a
pleasant part
of their
families





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HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingsbery Co.
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CHANNEL 5
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GREEN BAY Wisconsin

★
 Soren H. Munkhof
 Exec. V.P. & Gen. Mgr.

HEADLEY-REED TV
 Nat'l. Rep.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------------|----------------|----------------|--------------|-------------------|
| GREEN BAY, WIS. continued | | | | |
| Menominee | 5,097 | 27.4 | 7.9 | 21,866 |
| Oceana | 4,412 | 17.8 | 5.1 | 16,283 |
| Schoolcraft | 2,102 | 8.9 | 2.5 | 10,156 |
| Wexford | 3,657 | 19.8 | 5.9 | 21,332 |
| Wisconsin: | | | | |
| Adams | 1,354 | 8.0 | 2.5 | 5,939 |
| Brown | 23,122 | 109.3 | 29.9 | 145,128 |
| Calumet | 5,087 | 20.0 | 5.5 | 15,774 |
| Clark | 6,851 | 32.0 | 9.0 | 24,225 |
| Columbia | 8,797 | 35.3 | 10.7 | 48,360 |
| Dodge | 16,002 | 60.8 | 17.3 | 54,898 |
| Door | 5,412 | 21.7 | 6.5 | 27,801 |
| Florence | 583 | 3.7 | 1.0 | 2,392 |
| Fond Du Lac | 19,055 | 72.2 | 20.6 | 84,094 |
| Forest | 1,190 | 8.6 | 2.3 | 7,082 |
| Green Lake | 3,440 | 15.5 | 4.6 | 19,883 |
| Juneau | 2,510 | 18.9 | 5.4 | 20,321 |
| Kewaunee | 3,747 | 17.9 | 4.7 | 14,402 |
| Langlade | 3,208 | 21.8 | 6.0 | 20,901 |
| Lincoln | 4,987 | 22.4 | 6.5 | 24,066 |
| Manitowoc | 17,462 | 70.6 | 20.5 | 77,861 |
| Marathon | 19,502 | 84.4 | 23.1 | 81,271 |
| Marinette | 3,704 | 35.9 | 10.4 | 36,475 |
| Marquette | 1,642 | 9.3 | 2.7 | 8,609 |
| Oconto | 5,952 | 25.8 | 7.9 | 22,067 |
| Oneida | 3,727 | 21.8 | 6.6 | 30,136 |
| Outagamie | 20,510 | 90.6 | 25.2 | 110,530 |
| Ozaukee | 6,841 | 26.6 | 7.6 | 33,043 |
| Portage | 6,081 | 36.3 | 9.5 | 32,533 |
| Shawano | 7,154 | 35.7 | 9.6 | 30,156 |
| Sheboygan | 23,587 | 84.4 | 25.5 | 95,103 |
| Vilas | 2,238 | 10.0 | 2.9 | 13,845 |
| Washington | 9,853 | 38.2 | 10.9 | 43,020 |
| Waupaca | 9,212 | 35.9 | 10.5 | 38,381 |
| Waushara | 3,190 | 13.9 | 4.2 | 15,564 |
| Winnebago | 23,860 | 101.4 | 30.0 | 116,306 |
| Wood | 9,232 | 55.5 | 15.3 | 63,176 |
| Total | 360,327 | 1,643.4 | 470.1 | 51,792,707 |

GREENSBORO, NORTH CAROLINA

| North Carolina: | | | | |
|------------------------|--------|-------|------|---------|
| Alamance | 19,332 | 80.3 | 20.9 | 580,445 |
| Cabarrus | 16,095 | 67.0 | 17.4 | 69,780 |
| Caswell | 3,168 | 20.5 | 4.3 | 6,287 |
| Chatham | 3,212 | 24.9 | 6.1 | 26,484 |
| Cumberland | 10,191 | 134.6 | 27.6 | 126,130 |
| Davidson | 16,557 | 68.3 | 17.9 | 67,794 |
| Davie | 2,926 | 15.6 | 3.9 | 11,240 |
| Durham | 25,477 | 113.8 | 29.5 | 125,429 |
| Forsyth | 44,400 | 176.1 | 48.0 | 199,685 |
| Franklin | 2,552 | 30.7 | 7.0 | 13,486 |
| Granville | 3,349 | 32.6 | 6.8 | 20,605 |
| Guilford | 53,650 | 220.4 | 58.0 | 327,763 |
| Harnett | 3,226 | 54.6 | 12.7 | 37,768 |
| Hoke | 1,303 | 15.9 | 3.3 | 9,031 |
| Iredell | 11,311 | 60.1 | 15.5 | 55,556 |
| Lee | 3,642 | 27.1 | 6.4 | 30,641 |
| Montgomery | 2,592 | 17.7 | 4.3 | 12,863 |
| Moore | 3,936 | 33.2 | 8.2 | 35,914 |
| Orange | 7,738 | 39.7 | 8.9 | 27,797 |
| Person | 3,067 | 24.0 | 5.4 | 20,172 |
| Randolph | 12,857 | 53.6 | 13.9 | 52,237 |
| Rockingham | 16,557 | 69.4 | 17.9 | 55,234 |
| Rowan | 20,165 | 80.9 | 21.8 | 80,398 |
| Scotland | 3,045 | 27.4 | 6.2 | 18,398 |
| Stanly | 9,990 | 40.4 | 10.8 | 36,756 |
| Stokes | 3,479 | 20.2 | 4.8 | 9,021 |
| Surry | 10,288 | 47.6 | 11.8 | 48,317 |
| Vance | 5,255 | 32.9 | 7.8 | 28,564 |
| Wake | 25,299 | 159.9 | 39.3 | 202,399 |
| Warren | 2,505 | 23.7 | 4.9 | 8,972 |
| Yadkin | 3,706 | 22.9 | 5.6 | 14,834 |

| Virginia: | | | | |
|------------------|-------|------|-----|--------|
| Bedford | 4,053 | 29.7 | 7.4 | 17,819 |
| Bland | 605 | 6.2 | 1.4 | 2,672 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|------------------|
| Carroll | 3,390 | 27.8 | 6.8 | 22,280 |
| Floyd | 998 | 11.5 | 2.7 | 5,100 |
| Franklin | 3,124 | 24.8 | 5.7 | 13,400 |
| Grayson | 2,758 | 21.7 | 5.6 | 10,500 |
| Halifax | 5,164 | 40.4 | 9.2 | 23,200 |
| Henry | 7,853 | 53.3 | 12.8 | 47,600 |
| Mecklenburg | 4,416 | 35.0 | 8.1 | 21,000 |
| Patrick | 1,878 | 15.6 | 3.6 | 7,000 |
| Pittsylvania | 17,908 | 111.0 | 27.5 | 71,000 |
| Smyth | 3,358 | 31.6 | 7.2 | 13,000 |
| Wythe | 2,826 | 24.2 | 5.8 | 11,000 |
| Total | 409,201 | 2,268.8 | 560.7 | 1,714,000 |

GREENVILLE-SPARTANBURG, SOUTH CAROLINA

| Georgia: | | | | |
|-----------------|-------|------|-----|--------|
| Banks | 1,387 | 5.9 | 1.5 | 5,000 |
| Elbert | 2,572 | 17.0 | 4.4 | 10,000 |
| Franklin | 1,977 | 12.6 | 3.2 | 7,000 |
| Habersham | 2,750 | 16.8 | 4.2 | 10,000 |
| Hart | 2,127 | 13.1 | 3.2 | 8,000 |
| Lincoln | 756 | 5.6 | 1.3 | 3,000 |
| Madison | 1,960 | 10.9 | 2.6 | 7,000 |
| Oglethorpe | 982 | 8.6 | 2.1 | 3,000 |
| Rabun | 1,044 | 7.1 | 1.7 | 4,000 |
| Stephens | 2,521 | 18.4 | 4.8 | 10,000 |
| Taliaferro | 650 | 3.9 | .9 | 3,000 |
| Towns | 428 | 4.1 | 1.0 | 1,500 |
| White | 616 | 5.7 | 1.4 | 2,500 |
| Wilkes | 1,468 | 11.1 | 2.7 | 6,000 |

| North Carolina: | | | | |
|------------------------|--------|-------|------|---------|
| Buncombe | 21,139 | 134.0 | 35.9 | 144,000 |
| Burke | 7,130 | 49.7 | 11.6 | 28,000 |
| Caldwell | 6,709 | 47.4 | 11.2 | 32,000 |
| Catawba | 16,650 | 68.8 | 18.0 | 80,000 |
| Clay | 565 | 5.9 | 1.3 | 3,000 |
| Cleveland | 9,972 | 67.8 | 16.5 | 49,000 |
| Gaston | 20,227 | 125.5 | 31.8 | 107,000 |
| Haywood | 5,194 | 39.8 | 10.1 | 32,000 |
| Henderson | 4,067 | 33.5 | 9.3 | 37,000 |
| Jackson | 1,841 | 18.8 | 4.3 | 12,000 |
| Lincoln | 4,125 | 28.2 | 6.9 | 19,000 |
| McDowell | 3,502 | 27.4 | 6.7 | 15,000 |
| Macon | 2,676 | 16.4 | 3.9 | 12,000 |
| Madison | 1,990 | 19.3 | 4.3 | 10,000 |
| Polk | 2,504 | 11.5 | 3.0 | 11,000 |
| Rutherford | 7,443 | 45.3 | 11.4 | 35,000 |
| Swain | 819 | 9.1 | 2.3 | 7,000 |
| Transylvania | 1,505 | 16.6 | 3.8 | 12,000 |
| Yancey | 2,011 | 15.6 | 3.5 | 10,000 |

| South Carolina: | | | | |
|------------------------|----------------|----------------|--------------|------------------|
| Abbeville | 3,405 | 22.3 | 5.6 | 12,000 |
| Anderson | 15,734 | 90.8 | 23.9 | 76,000 |
| Cherokee | 6,534 | 39.6 | 9.6 | 19,000 |
| Chester | 4,732 | 32.1 | 7.9 | 19,000 |
| Edgefield | 2,143 | 15.8 | 3.7 | 15,000 |
| Fairfield | 2,621 | 20.6 | 4.8 | 9,500 |
| Greenville | 40,873 | 198.1 | 54.5 | 202,000 |
| Greenwood | 8,440 | 47.9 | 12.7 | 36,000 |
| Laurens | 4,275 | 48.3 | 11.7 | 26,900 |
| McCormick | 1,605 | 9.1 | 2.1 | 4,000 |
| Newberry | 4,644 | 31.9 | 8.2 | 21,700 |
| Oconee | 4,596 | 39.9 | 9.4 | 22,500 |
| Pickens | 5,603 | 40.5 | 10.3 | 28,000 |
| Saluda | 2,585 | 15.2 | 3.7 | 6,000 |
| Spartanburg | 23,639 | 160.4 | 41.9 | 121,000 |
| Union | 4,106 | 30.8 | 7.6 | 19,000 |
| York | 13,887 | 86.9 | 21.1 | 53,000 |
| Total | 290,729 | 1,851.6 | 469.5 | 1,436,000 |

GREENVILLE-WASHINGTON, NORTH CAROLINA

| North Carolina: | | | | |
|------------------------|-------|------|-----|---------|
| Beaufort | 8,325 | 37.0 | 9.0 | 330,000 |
| Bertie | 4,957 | 26.5 | 5.9 | 12,000 |
| Bladen | 3,407 | 30.1 | 6.6 | 19,000 |
| Brunswick | 3,295 | 20.4 | 4.5 | 14,000 |

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| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------------|--------------|--------------------|
| 3,981 | 26.6 | 6.8 | 22,561 |
| 2,282 | 12.7 | 2.9 | 9,428 |
| 8,627 | 58.8 | 13.8 | 49,524 |
| 10,191 | 134.6 | 27.6 | 126,130 |
| 796 | 5.3 | 1.3 | 7,535 |
| 3,409 | 41.1 | 9.6 | 22,215 |
| 8,873 | 52.5 | 11.8 | 50,858 |
| 2,552 | 30.7 | 7.0 | 13,486 |
| 1,366 | 9.6 | 2.3 | 3,820 |
| 2,525 | 17.8 | 3.6 | 6,287 |
| 7,742 | 60.6 | 13.1 | 46,887 |
| 3,226 | 54.6 | 12.7 | 37,768 |
| 2,920 | 22.0 | 4.8 | 18,016 |
| 974 | 5.9 | 1.4 | 1,663 |
| 8,051 | 65.5 | 15.7 | 43,442 |
| 2,005 | 10.6 | 2.5 | 3,381 |
| 5,858 | 49.2 | 11.5 | 52,836 |
| 3,938 | 28.7 | 6.1 | 18,280 |
| 9,214 | 62.6 | 14.3 | 55,785 |
| 11,711 | 74.6 | 20.8 | 92,005 |
| 5,116 | 28.2 | 5.9 | 8,355 |
| 5,967 | 56.9 | 11.0 | 36,764 |
| 2,132 | 10.4 | 2.5 | 3,236 |
| 2,662 | 18.6 | 4.3 | 5,274 |
| 13,690 | 65.6 | 14.8 | 59,822 |
| 5,844 | 50.6 | 11.5 | 27,479 |
| 884 | 5.1 | 1.2 | 2,273 |
| 5,255 | 32.9 | 7.8 | 28,564 |
| 25,299 | 159.9 | 39.3 | 202,399 |
| 2,505 | 23.7 | 4.9 | 8,972 |
| 1,284 | 13.4 | 3.0 | 9,853 |
| 9,420 | 68.2 | 15.9 | 64,757 |
| 7,351 | 55.3 | 13.0 | 52,507 |
| 207,634 | 1,526.8 | 350.7 | \$1,262,157 |

MISSOURI-QUINCY, ILLINOIS

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------|-----------|-----------|------------------|
| 20,165 | 68.2 | 21.8 | \$71,874 |
| 1,712 | 6.2 | 2.1 | 6,890 |
| 1,506 | 6.0 | 1.7 | 4,913 |
| 3,650 | 13.7 | 4.3 | 14,923 |
| 11,754 | 43.4 | 14.6 | 45,111 |
| 4,700 | 17.6 | 5.7 | 16,557 |
| 5,968 | 24.9 | 8.2 | 23,027 |
| 4,266 | 16.0 | 4.8 | 14,275 |
| 8,075 | 28.7 | 9.2 | 40,365 |
| 6,991 | 35.3 | 9.9 | 45,888 |
| 5,503 | 20.0 | 6.6 | 17,424 |
| 2,775 | 8.7 | 3.0 | 6,700 |
| 1,942 | 6.4 | 2.1 | 6,178 |
| 2,682 | 9.1 | 2.9 | 7,228 |
| 8,002 | 43.6 | 13.3 | 45,205 |
| 2,284 | 10.3 | 3.5 | 9,445 |
| 3,240 | 20.2 | 6.7 | 17,844 |
| 5,133 | 28.8 | 9.4 | 31,843 |
| 3,689 | 24.4 | 6.5 | 15,463 |
| 1,742 | 8.8 | 2.8 | 6,798 |
| 2,728 | 11.2 | 3.5 | 7,422 |
| 1,690 | 7.9 | 2.8 | 5,171 |
| 2,313 | 11.3 | 3.7 | 8,916 |
| 3,628 | 15.4 | 5.5 | 14,894 |
| 4,461 | 22.3 | 7.7 | 14,921 |
| 9,342 | 30.5 | 10.1 | 33,158 |
| 2,775 | 9.1 | 3.0 | 9,550 |
| 2,884 | 10.2 | 3.4 | 10,879 |
| 3,963 | 17.6 | 6.1 | 17,311 |
| 2,318 | 8.3 | 2.8 | 5,645 |
| 1,895 | 9.5 | 2.8 | 4,009 |
| 4,290 | 24.3 | 8.5 | 25,645 |
| 1,160 | 4.5 | 1.5 | 6,904 |
| 1,658 | 7.6 | 2.7 | 5,769 |
| 2,204 | 9.3 | 3.5 | 8,652 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|--------------|----------------|--------------|------------------|------------------|
| Sullivan | 2,751 | 10.1 | 3.3 | 6,843 |
| Warren | 2,035 | 6.8 | 2.2 | 7,019 |
| Total | 157,874 | 656.2 | 212.2 | \$640,659 |

HARLINGEN-WESLACO, TEXAS

| Texas: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|---------------|--------------|--------------|------------------|
| Brooks | 1,846 | 11.2 | 2.9 | \$6,573 |
| Cameron | 22,931 | 171.0 | 41.8 | 114,956 |
| Hidalgo | 27,092 | 201.2 | 46.4 | 118,014 |
| Jim Hogg | 546 | 4.9 | 1.2 | 3,853 |
| Jim Wells | 3,354 | 33.2 | 8.0 | 27,939 |
| Kenedy | 53 | .6 | .1 | 75 |
| Kleberg | 2,150 | 27.1 | 6.8 | 27,506 |
| Starr | 1,523 | 15.0 | 3.1 | 7,122 |
| Webb | 7,919 | 66.5 | 14.9 | 50,371 |
| Willacy | 2,529 | 26.2 | 6.2 | 14,433 |
| Zapata | 452 | 4.9 | 1.0 | 942 |
| Total | 70,395 | 561.8 | 132.4 | \$371,784 |

HARRISBURG, ILLINOIS

| Illinois: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|-----------------|--------------|-------------|------------------|
| Clay | UHF | 16.7 | 5.3 | \$15,535 |
| Franklin | DI | 47.9 | 16.2 | 35,274 |
| Gallatin | on county basis | 8.9 | 2.6 | 7,916 |
| Hamilton | | 11.2 | 3.6 | 8,215 |
| Jackson | | 37.8 | 11.9 | 42,259 |
| Jefferson | | 35.8 | 11.7 | 35,251 |
| Saline | | 31.6 | 10.5 | 30,186 |
| Wayne | | 23.7 | 7.6 | 16,688 |
| White | | 20.2 | 6.5 | 23,459 |
| Williamson | | 48.2 | 16.4 | 41,372 |
| Total | †39,347 | 282.0 | 92.3 | \$256,155 |

HARRISBURG, PENNSYLVANIA*

| Pennsylvania: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|-----------------|--------------|--------------|------------------|
| Cumberland | UHF | 109.5 | 32.0 | \$112,582 |
| Dauphin | DI | 213.5 | 63.7 | 275,926 |
| Juniata | on county basis | 14.7 | 4.2 | 11,991 |
| Lebanon | | 83.6 | 24.1 | 98,544 |
| Perry | | 24.3 | 6.9 | 18,735 |
| York | | 215.0 | 64.4 | 258,228 |
| Total | †174,136 | 660.6 | 195.3 | \$776,006 |

*Due to conflicting research data, this market has not been re-evaluated pending further study.

HARRISONBURG, VIRGINIA

| Virginia: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------|---------------|--------------|--------------|------------------|
| Albemarle | 5,774 | 56.0 | 14.1 | \$63,070 |
| Augusta | 7,575 | 72.0 | 18.0 | 68,598 |
| Clarke | 1,344 | 7.3 | 1.8 | 8,756 |
| Culpeper | 2,245 | 13.6 | 3.3 | 15,224 |
| Fauquier | 3,644 | 21.7 | 5.4 | 18,354 |
| Frederick | 8,849 | 34.8 | 9.6 | 48,669 |
| Greene | 821 | 4.6 | 1.1 | 2,454 |
| Madison | 1,387 | 8.5 | 2.1 | 2,846 |
| Nelson | 2,409 | 13.5 | 3.2 | 4,562 |
| Orange | 2,446 | 13.0 | 3.2 | 12,692 |
| Page | 2,452 | 15.2 | 3.8 | 9,336 |
| Rappahannock | 682 | 5.8 | 1.4 | 2,549 |
| Rockbridge | 3,307 | 29.6 | 7.2 | 20,440 |
| Rockingham | 8,570 | 49.0 | 12.6 | 69,261 |
| Shenandoah | 2,880 | 21.2 | 5.6 | 19,536 |
| Warren | 3,708 | 17.2 | 4.5 | 15,086 |
| West Virginia: | | | | |
| Grant | 1,186 | 8.0 | 2.2 | 5,873 |
| Hampshire | 2,785 | 11.9 | 3.0 | 7,317 |
| Hardy | 903 | 8.8 | 2.2 | 8,265 |
| Jefferson | 4,070 | 16.5 | 4.4 | 15,566 |
| Mineral | 5,272 | 20.8 | 5.7 | 14,490 |
| Pendleton | 932 | 8.4 | 2.0 | 3,838 |
| Tucker | 792 | 9.1 | 2.3 | 4,417 |
| Total | 74,033 | 466.5 | 118.7 | \$441,199 |

... and set count is only part of the story

PHILLIP MORRIS

"Your TV set count is one of the standards."

ANAHIST

"TELEVISION Magazine's circulation data extremely useful..."

PABST

"Your figures are used to correlate TV coverage in distribution areas."

MAXON

"We have found the best, complete, most expeditious source is TELEVISION Magazine."

The reliance upon TELEVISION MAGAZINE as the source for vital statistical data is heavily underscored by the comments above.

TELEVISION MAGAZINE is the publication advertising men must use when they're making market decisions. Our circulation reports are essential to their sound planning.

Important, exclusive departments

But set count is only half the TELEVISION readership story. Exclusive departments such as our Continuing Brand Study . . . Special Reports . . . Radio Study and others guarantee readership by the people you most want to reach.

And feature articles like "The Television Commercial," "The Struggle for the Top," and "Videotape: the Revolution is Now" bring agency and advertiser readers back to each issue again and again.

It's set count, plus departments, plus features that explain why TELEVISION MAGAZINE is having the biggest year in its 14-year history.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|-----------|-----------------|----------------|-------------------|
| HARTFORD-NEW BRITAIN, CONNECTICUT | | | | |
| Connecticut: | | | | |
| Hartford | UHF | 625.6 | 181.8 | \$877,258 |
| Litchfield | DI | 111.6 | 33.6 | 144,655 |
| Middlesex | on county | 75.5 | 21.3 | 97,275 |
| Tolland | basis | 56.6 | 15.0 | 41,141 |
| Massachusetts: | | | | |
| Franklin | | 55.5 | 17.4 | 58,266 |
| Hampden | | 398.1 | 117.1 | 514,770 |
| Hampshire | | 87.9 | 23.1 | 87,264 |
| Total | | †209,765 | 1,410.8 | 51,820,629 |

HASTINGS, NEBRASKA

| | | | | | |
|------------------|--|-------|------|-----|----------|
| Kansas: | | | | | |
| Clay | | 2,446 | 10.9 | 3.7 | \$13,884 |
| Cloud | | 2,903 | 15.4 | 5.0 | 17,958 |
| Decatur | | 1,562 | 6.1 | 2.2 | 5,255 |
| Graham | | 1,085 | 5.6 | 1.5 | 4,719 |
| Jewell | | 2,066 | 8.9 | 2.9 | 4,595 |
| Mitchell | | 1,142 | 9.5 | 3.0 | 14,813 |
| Morton | | 132 | 3.0 | .9 | 4,398 |
| Osborne | | 1,373 | 8.4 | 2.6 | 6,123 |
| Phillips | | 1,730 | 10.6 | 3.6 | 9,851 |
| Republic | | 2,878 | 10.5 | 3.6 | 8,359 |
| Rooks | | 1,864 | 10.7 | 3.3 | 12,013 |
| Sheridan | | 782 | 4.5 | 1.1 | 3,812 |
| Smith | | 1,661 | 8.2 | 2.7 | 6,268 |
| Washington | | 2,605 | 12.5 | 4.0 | 6,761 |
| Nebraska: | | | | | |
| Adams | | 7,461 | 32.4 | 9.5 | 40,697 |
| Blaine | | 84 | 1.0 | .2 | 1,746 |
| Boone | | 1,514 | 10.2 | 3.0 | 9,008 |
| Boyd | | 419 | 4.7 | 1.5 | 5,732 |
| Brown | | 767 | 4.7 | 1.4 | 5,062 |
| Buffalo | | 5,536 | 25.9 | 8.2 | 33,201 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Cherry | 1,002 | 9.5 | 3.0 | 11,252 |
| Clay | 1,776 | 9.1 | 3.1 | 7,560 |
| Custer | 3,369 | 18.0 | 5.6 | 16,440 |
| Dawson | 4,895 | 20.5 | 6.6 | 28,140 |
| Fillmore | 1,695 | 8.9 | 3.0 | 10,803 |
| Franklin | 1,833 | 6.5 | 2.1 | 6,012 |
| Furnas | 2,960 | 9.2 | 3.2 | 11,579 |
| Garfield | 288 | 2.9 | .8 | 3,620 |
| Gosper | 740 | 2.5 | .8 | 998 |
| Greeley | 1,050 | 5.7 | 1.6 | 5,336 |
| Hall | 9,541 | 38.0 | 11.9 | 47,432 |
| Hamilton | 2,011 | 8.7 | 2.9 | 9,556 |
| Harlan | 14,07 | 5.7 | 1.8 | 3,720 |
| Holt | 1,689 | 14.8 | 4.2 | 13,218 |
| Howard | 1,398 | 6.7 | 2.2 | 6,226 |
| Jefferson | 3,346 | 12.7 | 4.1 | 14,193 |
| Kearney | 1,647 | 6.3 | 2.0 | 5,577 |
| Keya Paha | 260 | 2.1 | .4 | 869 |
| Loup | 186 | 1.4 | .4 | 421 |
| Merrick | 1,154 | 8.2 | 2.7 | 9,969 |
| Nance | 1,030 | 6.3 | 1.8 | 5,064 |
| Nuckolls | 2,531 | 10.0 | 2.9 | 10,215 |
| Phelps | 2,195 | 10.3 | 3.3 | 19,317 |
| Polk | 2,029 | 8.0 | 2.6 | 8,402 |
| Rock | 473 | 2.9 | .9 | 3,376 |
| Saline | 2,746 | 13.2 | 4.5 | 15,557 |
| Seward | 2,736 | 13.1 | 4.1 | 13,211 |
| Sherman | 825 | 6.5 | 1.8 | 4,871 |
| Thayer | 2,470 | 9.8 | 3.2 | 9,591 |
| Valley | 1,701 | 7.2 | 2.2 | 7,573 |
| Webster | 2,117 | 6.8 | 2.3 | 8,066 |
| Wheeler | 226 | 1.5 | .3 | 557 |
| York | 3,802 | 14.4 | 4.6 | 17,576 |
| Total | 107,138 | 511.1 | 160.8 | \$550,552 |

HATTIESBURG, MISSISSIPPI

| | | | | |
|-----------------|-------|------|-----|---------|
| Alabama: | | | | |
| Washington | 1,266 | 15.0 | 3.4 | \$5,562 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------|---------------|--------------|--------------|------------------|
| Louisiana: | | | | |
| Washington | 7,181 | 41.2 | 11.0 | 427 |
| Mississippi: | | | | |
| Covington | 1,414 | 14.7 | 3.4 | 790 |
| Forrest | 4,406 | 49.9 | 14.3 | 511 |
| George | 1,048 | 10.6 | 2.6 | 781 |
| Greene | 1,285 | 7.2 | 1.8 | 561 |
| Hancock | 2,238 | 11.1 | 2.9 | 411 |
| Harrison | 15,945 | 112.9 | 29.5 | 1,011 |
| Jackson | 10,452 | 41.2 | 11.3 | 1,807 |
| Jasper | 3,792 | 17.8 | 4.1 | 1,511 |
| Jeff Davis | 2,429 | 14.7 | 3.5 | 1,077 |
| Jones | 10,544 | 63.2 | 17.1 | 1,561 |
| Lamar | 1,091 | 13.0 | 3.3 | 1,311 |
| Lawrence | 1,603 | 11.1 | 2.7 | 1,111 |
| Marion | 2,584 | 22.2 | 5.8 | 1,111 |
| Pearl River | 3,758 | 20.6 | 5.5 | 1,111 |
| Perry | 1,213 | 8.5 | 2.1 | 1,111 |
| Simpson | 3,258 | 20.3 | 5.1 | 1,111 |
| Smith | 2,328 | 14.4 | 3.5 | 1,111 |
| Walthall | 1,775 | 13.5 | 3.2 | 1,111 |
| Wayne | 3,210 | 15.7 | 3.6 | 1,111 |
| Total | 82,820 | 538.8 | 139.7 | \$1,108 |

HENDERSON, KENTUCKY-EVANSVILLE, INDIANA

| | | | | |
|------------------|-------|------|------|-------|
| Illinois: | | | | |
| Edwards | 1,426 | 8.6 | 2.6 | 1,408 |
| Gallatin | 1,795 | 8.9 | 2.6 | 1,918 |
| Hamilton | 2,867 | 11.2 | 3.6 | 3,215 |
| Hardin | 1,825 | 7.3 | 2.1 | 1,348 |
| Lawrence | 4,596 | 19.8 | 6.3 | 3,058 |
| Massac | 2,452 | 14.4 | 4.7 | 1,348 |
| Pope | 1,192 | 4.8 | 1.5 | 1,197 |
| Richland | 2,955 | 18.3 | 6.2 | 1,363 |
| Saline | 6,795 | 31.6 | 10.5 | 3,111 |
| Wabash | 3,240 | 14.8 | 4.6 | 5,519 |
| Wayne | 4,858 | 23.7 | 7.6 | 6,688 |
| White | 2,671 | 20.2 | 6.5 | 3,459 |

| | | | | |
|-----------------|--------|-------|------|--------|
| Indiana: | | | | |
| Crawford | 1,537 | 9.1 | 2.6 | 5,602 |
| Daviess | 5,358 | 27.7 | 8.2 | 2,379 |
| Dubois | 4,073 | 25.1 | 6.9 | 0,358 |
| Gibson | 7,032 | 30.7 | 9.6 | 9,938 |
| Knox | 12,858 | 44.3 | 13.9 | 4,741 |
| Martin | 1,971 | 10.7 | 3.1 | 8,842 |
| Perry | 3,003 | 17.5 | 5.0 | 6,918 |
| Pike | 2,556 | 14.0 | 4.4 | 0,768 |
| Posey | 5,550 | 19.8 | 6.0 | 14,839 |
| Spencer | 2,164 | 13.1 | 3.7 | 1,125 |
| Vanderburgh | 40,760 | 182.9 | 56.9 | 15,679 |
| Warrick | 3,993 | 23.4 | 7.1 | 14,685 |

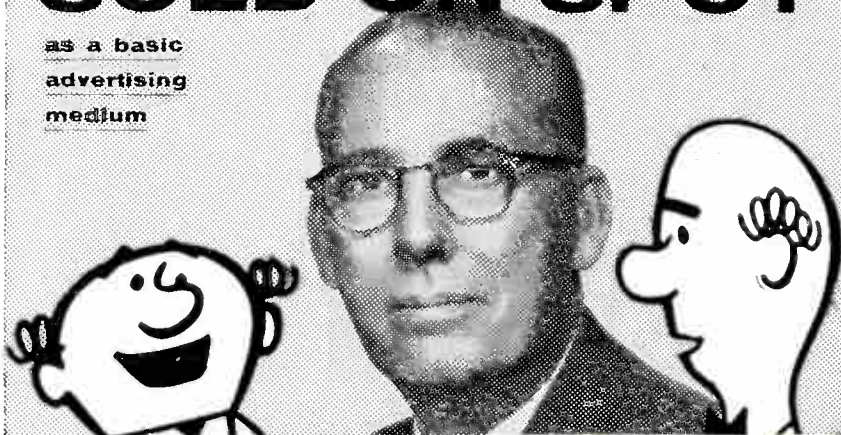
| | | | | |
|------------------|----------------|--------------|--------------|---------------|
| Kentucky: | | | | |
| Breckinridge | 2,990 | 13.2 | 3.7 | 5,962 |
| Caldwell | 1,780 | 14.1 | 4.3 | 0,583 |
| Christian | 11,840 | 50.8 | 12.8 | 3,031 |
| Crittenden | 1,116 | 18.3 | 3.7 | 7,062 |
| Daviess | 9,914 | 64.1 | 18.1 | 2,031 |
| Hancock | 1,387 | 4.9 | 1.5 | 2,466 |
| Henderson | 7,583 | 33.0 | 10.0 | 14,804 |
| Hopkins | 6,862 | 40.5 | 12.0 | 19,924 |
| Livingston | 1,110 | 7.1 | 2.0 | 2,948 |
| Lyon | 1,479 | 6.6 | 1.7 | 2,467 |
| McLean | 1,487 | 10.4 | 2.9 | 5,014 |
| Marshall | 1,825 | 18.4 | 5.6 | 1,389 |
| Muhlenberg | 3,365 | 27.9 | 7.5 | 17,681 |
| Ohio | 2,102 | 17.8 | 5.0 | 7,68 |
| Trigg | 1,179 | 7.6 | 1.9 | 4,787 |
| Union | 1,765 | 16.8 | 4.6 | 13,457 |
| Webster | 2,443 | 15.8 | 5.1 | 9,363 |
| Total | 187,754 | 969.2 | 288.6 | 52,466 |

HENDERSON, NEV.—See Las Vegas-Henderson

Advertisers aiming to establish a strong new product personality are

SOLD ON SPOT

as a basic advertising medium



HENRY J. MUESSEN, President and Chairman of the Board of Piel Bros., puts it this way: "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audiences, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y&R and Spot Radio and Television."



Buy the LEADERSHIP station in Hartford-New Britain—WNBC • 30

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VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

COV. IN GALVESTON, TEXAS

| | | | |
|---------|---------|-------|-----------|
| 7,383 | 39.1 | 11.4 | \$33,038 |
| 469 | 4.1 | 1.2 | 5,968 |
| 3,098 | 13.2 | 4.0 | 14,288 |
| 3,304 | 17.6 | 5.0 | 11,592 |
| 2,553 | 22.5 | 5.8 | 18,021 |
| 16,002 | 64.4 | 17.3 | 70,305 |
| 6,890 | 46.4 | 12.5 | 42,098 |
| 1,379 | 10.7 | 3.0 | 7,735 |
| 1,725 | 10.9 | 3.1 | 11,608 |
| 2,035 | 7.9 | 2.2 | 6,342 |
| 4,322 | 16.9 | 5.0 | 21,699 |
| 3,545 | 21.2 | 6.2 | 24,644 |
| 3,175 | 20.1 | 5.9 | 19,290 |
| 6,752 | 29.3 | 7.3 | 38,891 |
| 1,658 | 12.7 | 3.7 | 10,280 |
| 33,762 | 123.3 | 36.5 | 138,096 |
| 1,067 | 5.2 | 1.3 | 3,701 |
| 2,264 | 12.0 | 3.6 | 11,817 |
| 4,342 | 20.7 | 5.7 | 17,335 |
| 313,667 | 1,134.1 | 339.1 | 1,409,543 |
| 2,921 | 18.9 | 5.3 | 16,690 |
| 2,103 | 13.2 | 3.6 | 14,652 |
| 3,383 | 20.7 | 5.3 | 17,402 |
| 62,160 | 229.5 | 67.2 | 277,746 |
| 1,788 | 16.1 | 3.9 | 13,106 |
| 2,902 | 19.1 | 5.5 | 17,881 |
| 2,045 | 8.9 | 2.4 | 6,973 |
| 1,490 | 9.6 | 2.7 | 6,799 |
| 7,215 | 27.9 | 7.8 | 37,241 |
| 940 | 6.2 | 1.8 | 9,594 |
| 3,406 | 25.0 | 7.1 | 27,834 |
| 4,712 | 24.2 | 7.1 | 21,566 |

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | | |
|---------------|----------------|----------------|--------------|--------------------|
| Nacogdoches | 4,092 | 29.6 | 8.1 | 24,609 |
| Newton | 1,442 | 9.5 | 2.4 | 5,866 |
| Orange | 13,809 | 59.4 | 16.5 | 45,193 |
| Polk | 3,230 | 13.8 | 3.8 | 11,412 |
| Refugio | 794 | 9.6 | 2.6 | 11,058 |
| Sabine | 1,273 | 7.3 | 1.8 | 5,474 |
| San Augustine | 1,129 | 7.0 | 1.8 | 6,573 |
| San Jacinto | 1,063 | 6.3 | 1.6 | 1,343 |
| Trinity | 1,266 | 8.2 | 2.4 | 7,478 |
| Tyler | 1,866 | 11.1 | 2.9 | 9,680 |
| Victoria | 2,862 | 37.7 | 10.3 | 59,376 |
| Walker | 2,485 | 18.8 | 4.2 | 12,220 |
| Waller | 1,883 | 11.9 | 3.0 | 12,192 |
| Washington | 3,638 | 17.5 | 5.1 | 16,565 |
| Wharton | 5,751 | 36.0 | 9.9 | 41,883 |
| Total | 561,050 | 2,335.3 | 675.9 | \$2,654,697 |

HUNTINGTON-CHARLESTON, WEST VIRGINIA

| | | | | |
|------------------|--------|------|------|----------|
| Kentucky: | | | | |
| Boyd | 14,152 | 55.7 | 15.3 | \$57,332 |
| Breathitt | 2,115 | 17.7 | 3.5 | 5,949 |
| Carter | 4,532 | 20.5 | 4.9 | 10,159 |
| Elliott | 1,155 | 7.8 | 1.6 | 1,247 |
| Estill | 602 | 12.8 | 3.2 | 5,735 |
| Fleming | 1,556 | 9.0 | 2.6 | 7,035 |
| Floyd | 5,645 | 39.4 | 8.6 | 16,627 |
| Greenup | 6,105 | 26.5 | 6.6 | 8,180 |
| Johnson | 2,792 | 17.9 | 4.3 | 11,469 |
| Knott | 1,543 | 15.2 | 3.0 | 2,325 |
| Lawrence | 2,649 | 14.5 | 3.6 | 5,601 |
| Lee | 879 | 7.5 | 1.8 | 3,434 |
| Letcher | 2,512 | 28.4 | 6.3 | 12,585 |
| Lewis | 2,005 | 11.8 | 2.8 | 5,370 |

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | | |
|-----------------------|--------|-------|------|---------|
| Magoffin | 1,299 | 9.2 | 1.9 | 2,046 |
| Martin | 1,665 | 8.5 | 1.8 | 1,837 |
| Menifee | 285 | 4.4 | 1.0 | 601 |
| Morgan | 1,319 | 11.8 | 2.9 | 5,353 |
| Perry | 3,368 | 35.4 | 7.7 | 19,953 |
| Pike | 7,150 | 67.5 | 15.2 | 27,507 |
| Powell | 463 | 6.6 | 1.6 | 1,695 |
| Rowan | 1,265 | 11.4 | 2.8 | 8,580 |
| Wolfe | 433 | 6.5 | 1.5 | 1,279 |
| Ohio: | | | | |
| Athens | 11,562 | 46.3 | 12.5 | 42,066 |
| Gallia | 5,325 | 25.4 | 6.7 | 15,990 |
| Hocking | 5,198 | 23.6 | 6.7 | 21,351 |
| Jackson | 7,508 | 30.8 | 8.6 | 29,122 |
| Lawrence | 13,487 | 52.9 | 14.9 | 43,798 |
| Meigs | 6,475 | 23.8 | 7.0 | 20,634 |
| Pike | 6,475 | 25.8 | 7.0 | 17,580 |
| Scioto | 28,479 | 107.1 | 31.3 | 93,653 |
| Vinton | 2,590 | 11.2 | 2.8 | 6,690 |
| Washington | 13,320 | 46.9 | 14.4 | 50,623 |
| Virginia: | | | | |
| Buchanan | 3,373 | 40.7 | 8.1 | 14,114 |
| Dickenson | 2,623 | 25.1 | 5.2 | 7,543 |
| Russell | 1,832 | 27.2 | 6.1 | 7,445 |
| Wise | 6,230 | 59.5 | 13.7 | 30,326 |
| West Virginia: | | | | |
| Barbour | 2,235 | 18.4 | 4.6 | 8,008 |
| Boone | 4,332 | 34.0 | 7.7 | 19,000 |
| Braxton | 1,259 | 15.3 | 3.7 | 9,429 |
| Cabell | 31,438 | 113.2 | 34.3 | 147,580 |
| Calhoun | 1,287 | 8.6 | 2.1 | 3,038 |
| Clay | 1,600 | 14.1 | 3.3 | 4,078 |
| Doddridge | 754 | 8.1 | 2.1 | 3,615 |

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- How many unduplicated homes does your spot schedule cover?
- How much duplication in your line-up?
- How do the TV markets rank by families?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

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Because all the data in the Market Book are on IBM cards, we can fill requests for individual breakdowns of coverage and circulation.

Write to Research Manager,
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H. H. Curnutt

HYDE PARK DAIRY

HOPPY RIDES AGAIN
 on KTVH
 for the 4th
**STRAIGHT
 YEAR...**

Hyde Park Dairies, local sponsor,
 has just signed for the
 Hopalong Cassidy Show for the
 4th straight year on KTVH...
 proof positive that this exclusive
 CBS-TV station for Central
 Kansas sells... sells... sells!

To Cover Kansas... Buy KTVH
 Now FULL POWER!



KTVH
 HUTCHINSON
 KANSAS

CBS Basic — Howard O. Peterson, Gen. Mgr.
 Represented Nationally by H-R Television, Inc.



"GEE! That's some
 rug cleaner!"

Commercials on WGN-TV have
 a way of getting results—because
 WGN-TV programming keeps
 folks wide-awake, interested—
and watching. For proof, let our
 specialists fill you in on some sur-
 prising WGN-TV case histories
 and discuss your sales problems.

Put "GEE!" in your Chicago sales
 with **WGN-TV** Channel 9
 Chicago

VHF Pop. Fam. Ret. Sales
 Sets (00) (00) (000)

HUNTINGTON-CHARLESTON, W. VA. continued

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Fayette | 12,061 | 82.5 | 20.3 | 48,745 |
| Gilmer | 768 | 8.1 | 2.0 | 3,077 |
| Greenbrier | 5,726 | 37.2 | 9.3 | 32,523 |
| Jackson | 1,605 | 14.0 | 3.5 | 10,906 |
| Kanawha | 58,818 | 244.2 | 67.3 | 282,155 |
| Lewis | 2,233 | 18.9 | 4.6 | 12,681 |
| Lincoln | 3,840 | 21.0 | 4.8 | 8,463 |
| Logan | 11,379 | 78.3 | 18.0 | 52,817 |
| McDowell | 11,656 | 90.9 | 20.8 | 56,139 |
| Mason | 4,674 | 23.0 | 6.1 | 13,724 |
| Mingo | 7,041 | 48.1 | 11.1 | 35,101 |
| Monroe | 1,665 | 12.3 | 3.0 | 5,826 |
| Nicholas | 3,652 | 27.9 | 6.6 | 17,513 |
| Pocahontas | 1,210 | 11.2 | 2.8 | 8,198 |
| Putnam | 4,085 | 20.8 | 5.1 | 9,677 |
| Raleigh | 14,530 | 95.2 | 23.4 | 64,594 |
| Ritchie | 978 | 10.7 | 2.9 | 6,001 |
| Roane | 1,737 | 16.3 | 3.8 | 8,303 |
| Summers | 2,062 | 17.3 | 4.3 | 9,869 |
| Upshur | 2,971 | 18.5 | 4.9 | 13,423 |
| Wayne | 5,334 | 41.1 | 8.5 | 13,666 |
| Webster | 1,539 | 16.6 | 4.0 | 8,501 |
| Wirt | 710 | 4.4 | 1.2 | 1,366 |
| Wood | 12,089 | 71.0 | 21.2 | 76,432 |
| Wyoming | 5,551 | 40.8 | 9.1 | 26,996 |
| Total | 400,785 | 2,274.3 | 575.9 | \$1,644,278 |

HUTCHINSON-WICHITA, KANSAS†

| | | | | |
|----------------|--------|------|------|---------|
| Kansas: | | | | |
| Barber | 1,821 | 9.5 | 3.1 | 511,944 |
| Barton | 9,805 | 34.2 | 10.6 | 46,196 |
| Butler | 8,007 | 37.3 | 12.2 | 45,580 |
| Chase | 1,181 | 4.8 | 1.6 | 3,426 |
| Clark | 606 | 3.6 | 1.1 | 3,138 |
| Clay | 2,446 | 10.9 | 3.7 | 13,884 |
| Cloud | 2,903 | 15.4 | 5.0 | 17,958 |
| Comanche | 840 | 3.6 | 1.2 | 2,820 |
| Cowley | 8,112 | 36.8 | 12.0 | 46,485 |
| Decatur | 1,562 | 6.1 | 2.2 | 5,255 |
| Dickinson | 3,855 | 22.7 | 7.5 | 22,092 |
| Edwards | 1,757 | 5.8 | 1.9 | 6,172 |
| Ellis | 4,239 | 20.4 | 5.2 | 25,906 |
| Ellsworth | 1,504 | 9.3 | 2.8 | 8,322 |
| Finney | 2,343 | 14.8 | 4.3 | 23,596 |
| Ford | 3,016 | 19.1 | 6.1 | 30,792 |
| Geary | 2,795 | 20.2 | 6.6 | 28,299 |
| Gove | 465 | 4.4 | 1.0 | 2,957 |
| Graham | 1,085 | 5.6 | 1.5 | 4,719 |
| Grant | 580 | 4.7 | 1.4 | 6,411 |
| Gray | 723 | 4.9 | 1.3 | 3,491 |
| Harper | 2,020 | 10.2 | 3.1 | 11,073 |
| Harvey | 6,421 | 24.3 | 7.5 | 28,369 |
| Haskell | 215 | 2.7 | .7 | 2,800 |
| Hodgeman | 832 | 3.4 | .9 | 2,642 |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 |
| Kearny | 239 | 2.9 | .9 | 2,083 |
| Kingman | 2,431 | 11.1 | 3.4 | 8,953 |
| Kiowa | 803 | 4.8 | 1.4 | 5,165 |
| Lane | 295 | 3.3 | 1.0 | 3,393 |
| Lincoln | 1,443 | 6.6 | 2.0 | 5,174 |
| McPherson | 5,910 | 23.4 | 7.5 | 23,267 |
| Marion | 4,061 | 16.3 | 5.2 | 15,330 |
| Meade | 1,062 | 5.1 | 1.5 | 4,563 |
| Mitchell | 1,142 | 9.5 | 3.0 | 14,813 |
| Morris | 2,291 | 8.1 | 2.5 | 7,336 |
| Ness | 978 | 6.1 | 1.9 | 4,703 |
| Norton | 1,077 | 9.2 | 2.8 | 9,603 |
| Osborne | 1,373 | 8.4 | 2.6 | 6,123 |
| Ottawa | 1,877 | 7.0 | 2.4 | 5,611 |
| Pawnee | 2,012 | 10.1 | 2.5 | 10,145 |
| Phillips | 1,730 | 10.6 | 3.6 | 9,851 |
| Pratt | 2,370 | 12.8 | 4.0 | 20,031 |
| Reno | 17,852 | 59.2 | 19.3 | 72,936 |
| Republic | 2,878 | 10.5 | 3.6 | 8,359 |
| Rice | 3,340 | 14.9 | 4.9 | 13,472 |
| Rooks | 1,864 | 10.7 | 3.3 | 12,013 |
| Rush | 1,273 | 7.1 | 2.2 | 6,721 |

VHF Pop. Fam. Ret. Sales
 Sets (00) (00) (000)

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Russell | 2,773 | 13.2 | 4.0 | |
| Saline | 8,839 | 41.1 | 13.3 | 100 |
| Scott | 663 | 5.0 | 1.3 | 111 |
| Sedgwick | 95,367 | 313.7 | 103.1 | 210 |
| Seward | 1,170 | 12.4 | 3.7 | 4,760 |
| Sheridan | 782 | 4.5 | 1.1 | 1,944 |
| Smith | 1,661 | 8.2 | 2.7 | 812 |
| Stafford | 2,243 | 8.7 | 2.6 | 268 |
| Sumner | 5,605 | 26.5 | 8.9 | 665 |
| Trego | 830 | 5.2 | 1.5 | 637 |
| Washington | 2,605 | 12.5 | 4.0 | 567 |
| Total | 252,038 | 1,052.3 | 335.1 | \$1,400,000 |

†This market is in the process of being re-evaluated.

IDAHO FALLS, IDAHO

| | | | | |
|---------------|-------|------|------|-----|
| Idaho: | | | | |
| Bannock | 6,907 | 45.1 | 12.6 | 988 |
| Bear Lake | 1,051 | 6.5 | 1.8 | 80 |
| Bingham | 4,255 | 27.7 | 6.8 | 951 |
| Blaine | 660 | 5.0 | 1.4 | 940 |
| Bonneville | 7,568 | 35.9 | 10.3 | 120 |
| Butte | 328 | 3.2 | .8 | 84 |
| Camas | 195 | 1.5 | .3 | 44 |
| Caribou | 1,035 | 7.6 | 2.1 | 331 |
| Cassia | 2,007 | 14.5 | 3.9 | 345 |
| Clark | 162 | .9 | .2 | 812 |
| Custer | 260 | 3.1 | .9 | 647 |
| Franklin | 1,133 | 9.6 | 2.4 | 350 |
| Fremont | 1,725 | 8.5 | 2.3 | 100 |
| Gooding | 2,630 | 11.3 | 3.2 | 134 |
| Jefferson | 2,405 | 11.0 | 2.6 | 376 |
| Jerome | 2,840 | 13.0 | 3.4 | 896 |
| Lemhi | 900 | 5.9 | 1.8 | 680 |
| Lincoln | 921 | 3.9 | 1.1 | 360 |
| Madison | 1,785 | 9.4 | 2.4 | 557 |
| Minidoka | 1,118 | 9.1 | 2.3 | 282 |
| Oneida | 509 | 3.7 | .9 | 273 |
| Powai | 651 | 3.3 | .8 | 691 |
| Teton | 472 | 2.8 | .7 | 159 |

Wyoming:

| | | | | |
|--------------|---------------|--------------|-------------|----------------|
| Lincoln | 1,089 | 8.0 | 2.3 | 299 |
| Uinta | 610 | 6.6 | 1.7 | 051 |
| Total | 43,216 | 257.1 | 69.0 | \$2,351 |

INDIANAPOLIS, INDIANA

| | | | | |
|------------------|--------|------|------|-------|
| Illinois: | | | | |
| Clark | 3,516 | 17.0 | 5.6 | 531 |
| Clay | 2,305 | 16.7 | 5.3 | 535 |
| Crawford | 4,673 | 20.5 | 6.8 | 540 |
| Cumberland | 2,330 | 9.6 | 3.0 | 295 |
| Douglas | 3,903 | 16.7 | 5.2 | 678 |
| Edgar | 4,938 | 23.2 | 7.6 | 597 |
| Edwards | 1,426 | 8.6 | 2.6 | 408 |
| Jasper | 2,691 | 11.3 | 3.5 | 643 |
| Lawrence | 4,596 | 19.8 | 6.3 | 052 |
| Richland | 2,955 | 18.3 | 6.2 | 363 |
| Vermilion | 21,170 | 91.5 | 29.2 | 1,141 |
| Wabash | 3,240 | 14.8 | 4.6 | 512 |
| Wayne | 4,858 | 23.7 | 7.6 | 688 |

Indiana:

| | | | | |
|-------------|--------|-------|------|-------|
| Bartholomew | 11,729 | 44.4 | 13.5 | 829 |
| Benton | 2,517 | 10.9 | 3.2 | 475 |
| Blackford | 2,477 | 13.4 | 4.1 | 001 |
| Boone | 7,677 | 25.8 | 8.3 | 004 |
| Brown | 981 | 5.5 | 1.5 | 607 |
| Carroll | 3,812 | 16.5 | 5.2 | 390 |
| Cass | 11,285 | 41.0 | 12.2 | 861 |
| Clay | 4,782 | 24.2 | 8.0 | 231 |
| Clinton | 8,872 | 31.2 | 10.1 | 907 |
| Daviess | 5,358 | 27.7 | 8.2 | 371 |
| Decatur | 5,180 | 18.9 | 5.6 | 1007 |
| Delaware | 30,504 | 108.1 | 33.8 | 1,162 |

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DAYTIME

WSAZ-TV

**DELIVERS 1000 HOMES
BETWEEN 9 AND 5 PM
FOR \$1.31**

The Second Station's Cost per Thousand Homes is \$1.96
50% Higher

The Third Station's Cost per Thousand Homes is \$8.49
584% Higher

AND ANY TIME

**WSAZ-TV delivers
total homes than
HUNTINGTON-CHARLES**

COM BINED

Source: June, 1957 ARB

All figures based on 260-time frequency



NIGHTTIME

WSAZ-TV

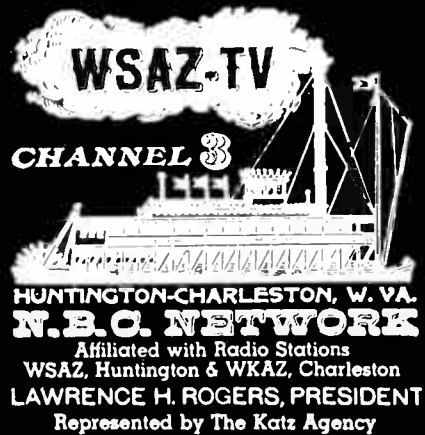
**DELIVERS 1000 HOMES
BETWEEN 7:30 AND 10:30 PM
FOR \$1.30**

The Second Station's Cost per Thousand Homes is \$2.00
84% Higher

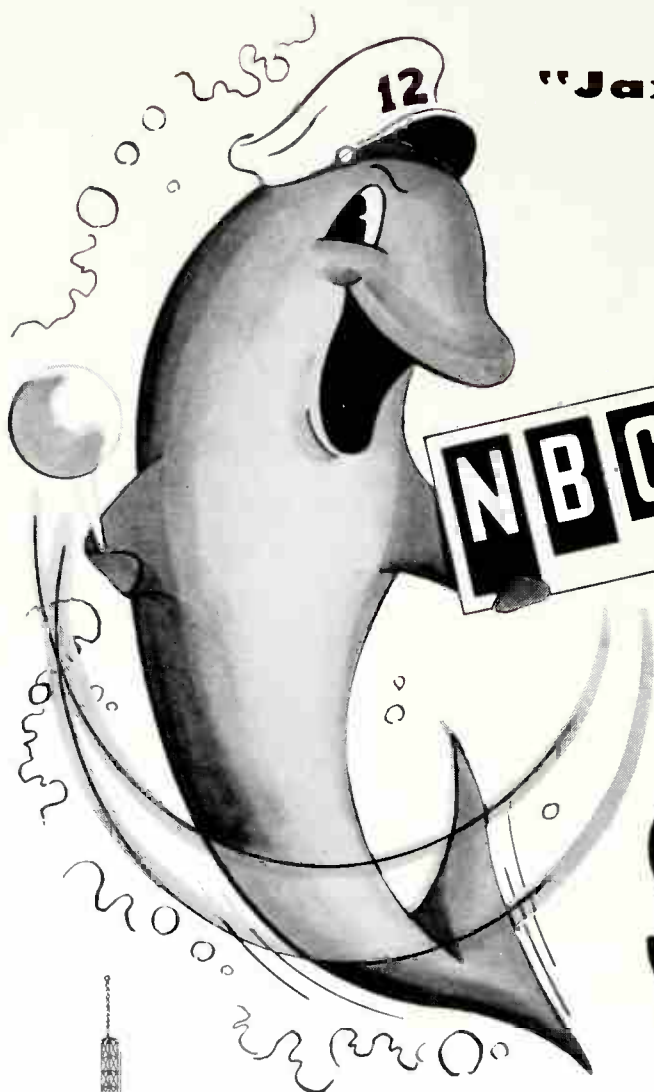
The Third Station's Cost per Thousand Homes is \$5.95
317% Higher

AND ANY TIME

**ONE-THIRD more
both other
TON stations**



NOW CALL YOUR KATZ MAN!



"Jaxie" proudly announces . . .

WFGA-TV

Jacksonville, Fla.

Becomes Basic

NBC

SEPT. 1st

For A Service Area of 64
Florida - Georgia Counties

| | |
|--------------|---------------------|
| TV Sets | 234,588 (1) |
| Population | 1,511,300 (2) |
| Buying Power | \$1,785,944,000 (2) |
| Retail Sales | \$1,562,627,800 (2) |

(1) Television Magazine, August, 1957

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



FLORIDA'S COLORFUL STATION!

INDIANAPOLIS, IND. continued

Fayetteville
Floyd
Franklin
Gallatin
Greene
Hamilton
Harrison
Hendricks
Huntington
Jackson
Madison
Marion
Morgan
Munich
Newton
Owen
Perry
Randolph
Shelby
Union
Vanderburgh
Vigo
Washington
Wayne
Warrick
Wells

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Indianapolis | 7,307 | 26.9 | 7.9 | 26,172 |
| Fayetteville | 5,323 | 17.6 | 5.8 | 21,345 |
| Floyd | 4,255 | 17.3 | 4.6 | 10,268 |
| Franklin | 4,296 | 16.8 | 5.3 | 19,111 |
| Gallatin | 19,240 | 68.1 | 20.8 | 70,397 |
| Greene | 8,232 | 26.7 | 8.9 | 25,101 |
| Hamilton | 9,065 | 31.1 | 9.8 | 28,963 |
| Harrison | 6,208 | 22.3 | 7.2 | 25,168 |
| Hendricks | 11,123 | 41.9 | 12.6 | 26,451 |
| Huntington | 10,575 | 50.1 | 14.9 | 51,665 |
| Jackson | 17,575 | 61.4 | 19.0 | 70,932 |
| Madison | 8,299 | 32.9 | 10.5 | 36,190 |
| Marion | 5,904 | 29.4 | 8.9 | 31,304 |
| Morgan | 4,280 | 18.8 | 5.4 | 21,601 |
| Munich | 4,865 | 23.3 | 7.5 | 22,567 |
| Newton | 3,793 | 16.2 | 4.1 | 12,157 |
| Owen | 10,056 | 36.3 | 11.1 | 32,860 |
| Perry | 12,858 | 44.3 | 13.9 | 44,741 |
| Randolph | 10,082 | 35.6 | 10.9 | 36,696 |
| Shelby | 33,404 | 117.4 | 36.9 | 133,738 |
| Union | 174,205 | 624.9 | 197.5 | 911,459 |
| Vanderburgh | 7,790 | 32.5 | 10.0 | 34,166 |
| Vigo | 1,971 | 10.7 | 3.1 | 8,842 |
| Washington | 6,728 | 29.4 | 9.5 | 32,570 |
| Wayne | 13,597 | 55.9 | 14.7 | 53,246 |
| Warrick | 8,573 | 31.4 | 10.1 | 40,637 |
| Wells | 9,132 | 33.6 | 10.3 | 25,324 |
| Wells | 2,970 | 11.2 | 3.4 | 12,700 |
| Wells | 3,237 | 11.3 | 3.5 | 8,360 |
| Wells | 3,500 | 15.0 | 4.7 | 11,773 |
| Wells | 5,143 | 23.7 | 6.8 | 24,539 |
| Wells | 7,552 | 27.7 | 9.0 | 29,417 |
| Wells | 5,457 | 19.4 | 5.9 | 22,857 |
| Wells | 5,642 | 20.4 | 6.1 | 21,911 |
| Wells | 8,972 | 30.6 | 9.7 | 32,971 |
| Wells | 5,642 | 18.5 | 6.1 | 16,796 |
| Wells | 17,988 | 85.0 | 23.9 | 91,858 |
| Wells | 3,458 | 16.0 | 4.7 | 12,347 |
| Wells | 1,480 | 5.7 | 1.6 | 6,870 |
| Wells | 5,456 | 18.9 | 6.3 | 17,256 |
| Wells | 30,957 | 107.0 | 34.9 | 124,490 |
| Wells | 6,012 | 31.0 | 9.6 | 34,571 |
| Wells | 2,175 | 8.1 | 2.5 | 4,260 |
| Wells | 17,632 | 77.5 | 23.4 | 88,582 |
| Wells | 3,933 | 18.4 | 5.9 | 24,834 |
| Total | 713,717 | 2,757.5 | 856.4 | \$3,137,891 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Kemper | 2,203 | 13.2 | 3.0 | 3,470 |
| Lamar | 1,091 | 13.0 | 3.3 | 4,300 |
| Lauderdale | 15,376 | 66.0 | 19.5 | 66,556 |
| Lawrence | 1,603 | 11.1 | 2.7 | 5,136 |
| Leake | 1,866 | 19.2 | 4.8 | 8,006 |
| Leflore | 3,340 | 48.9 | 12.8 | 44,331 |
| Lincoln | 4,083 | 27.2 | 7.3 | 21,233 |
| Madison | 4,802 | 29.8 | 7.1 | 16,638 |
| Marion | 2,584 | 22.2 | 5.8 | 16,524 |
| Montgomery | 1,879 | 13.5 | 3.5 | 8,285 |
| Neshoba | 3,320 | 22.6 | 5.9 | 9,474 |
| Newton | 2,934 | 20.6 | 5.2 | 12,075 |
| Noxubee | 1,928 | 17.7 | 4.1 | 7,963 |
| Okfuskee | 2,827 | 25.3 | 6.2 | 12,761 |
| Pike | 3,839 | 33.7 | 9.1 | 30,983 |
| Rankin | 3,707 | 27.7 | 5.8 | 9,575 |
| Scott | 1,943 | 19.7 | 4.9 | 20,799 |
| Sharkey | 1,415 | 11.2 | 2.7 | 7,959 |
| Simpson | 3,258 | 20.3 | 5.1 | 11,354 |
| Smith | 2,328 | 14.4 | 3.5 | 4,210 |
| Sunflower | 3,233 | 56.8 | 13.8 | 26,739 |
| Walthall | 1,775 | 13.5 | 3.2 | 8,187 |
| Warren | 8,202 | 41.5 | 13.1 | 41,565 |
| Washington | 12,218 | 70.6 | 20.0 | 63,006 |
| Webster | 1,534 | 10.8 | 2.8 | 8,802 |
| Wilkinson | 1,288 | 12.8 | 3.0 | 5,914 |
| Winston | 2,697 | 20.6 | 5.1 | 11,103 |
| Yazoo | 6,440 | 33.7 | 8.5 | 19,494 |
| Total | 220,308 | 1,452.8 | 379.3 | \$1,040,097 |

JACKSON, TENNESSEE

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------|---------------|--------------|--------------|------------------|
| Kentucky: | | | | |
| Ballard | 2,101 | 15.4 | 4.9 | \$6,037 |
| Carlisle | 673 | 6.1 | 1.8 | 5,516 |
| Fulton | 1,549 | 11.1 | 3.2 | 13,098 |
| Hickman | 1,450 | 6.8 | 2.1 | 4,600 |
| Mississippi: | | | | |
| Alcorn | 3,096 | 26.2 | 7.4 | 22,364 |
| Tishomingo | 2,484 | 13.2 | 3.5 | 6,917 |
| Tennessee: | | | | |
| Benton | 1,115 | 10.2 | 2.8 | 6,617 |
| Carroll | 3,795 | 26.1 | 7.5 | 16,614 |
| Chester | 1,106 | 10.1 | 2.5 | 5,696 |
| Crockett | 2,592 | 18.1 | 4.9 | 6,922 |
| Decatur | 1,385 | 8.2 | 2.2 | 3,896 |
| Dyer | 6,026 | 29.4 | 8.3 | 26,223 |
| Gibson | 8,043 | 50.1 | 14.7 | 36,122 |
| Hardeman | 2,476 | 21.9 | 4.9 | 9,033 |
| Hardin | 2,509 | 17.0 | 4.3 | 9,518 |
| Haywood | 3,052 | 26.3 | 6.4 | 12,155 |
| Henderson | 1,714 | 14.7 | 3.9 | 8,325 |
| Henry | 3,127 | 21.6 | 6.5 | 16,704 |
| Lake | 1,383 | 11.8 | 3.0 | 7,173 |
| Lauderdale | 3,875 | 24.9 | 6.5 | 13,444 |
| McNairy | 1,964 | 22.1 | 5.7 | 11,172 |
| Madison | 8,398 | 62.1 | 17.7 | 53,634 |
| Obion | 4,361 | 26.0 | 7.7 | 20,234 |
| Weakley | 3,458 | 24.0 | 7.0 | 12,283 |
| Total | 71,732 | 503.4 | 139.4 | \$334,297 |

JACKSONVILLE, FLORIDA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------|-----------|-----------|------------------|
| Florida: | | | | |
| Alachua | 7,951 | 64.2 | 16.1 | \$67,643 |
| Baker | 949 | 6.2 | 1.3 | 4,371 |
| Bradford | 2,060 | 11.1 | 2.7 | 7,697 |
| Citrus | 544 | 6.0 | 1.6 | 6,550 |
| Clay | 2,991 | 20.4 | 4.8 | 8,900 |
| Columbia | 2,335 | 20.6 | 5.3 | 16,707 |
| Dixie | 505 | 3.9 | .9 | 3,494 |
| Duval | 83,454 | 409.4 | 115.5 | 533,422 |
| Flagler | 1,110 | 4.2 | 1.2 | 3,578 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gadsden | 4,006 | 39.5 | 7.9 | 24,840 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------|----------|-----------|-----------|------------------|
| Gilchrist | 286 | 2.7 | .6 | 2,736 |
| Hamilton | 1,866 | 9.0 | 2.2 | 5,462 |
| Hernando | 815 | 8.1 | 2.3 | 8,907 |
| Jefferson | 1,179 | 9.6 | 2.4 | 5,356 |
| Lafayette | 510 | 3.2 | .7 | 2,142 |
| Lake | 7,346 | 45.1 | 13.2 | 52,973 |
| Leon | 7,722 | 62.6 | 15.3 | 77,605 |
| Levy | 1,426 | 10.1 | 2.7 | 10,397 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Madison | 2,166 | 14.1 | 3.3 | 9,640 |
| Marion | 6,114 | 45.4 | 12.9 | 54,569 |
| Nassau | 2,230 | 15.6 | 3.8 | 12,703 |
| Putnam | 4,470 | 29.7 | 8.2 | 32,642 |
| St. John's | 6,389 | 30.9 | 8.9 | 25,884 |
| Seminole | 4,761 | 35.4 | 10.1 | 28,081 |
| Suwannee | 2,878 | 16.0 | 4.0 | 13,743 |
| Taylor | 2,521 | 13.5 | 3.6 | 9,959 |
| Union | 689 | 7.9 | .9 | 2,399 |
| Volusia | 12,285 | 96.3 | 31.4 | 134,831 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |

Georgia:

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Appling | 1,381 | 13.2 | 3.0 | 10,488 |
| Atkinson | 940 | 7.1 | 1.7 | 2,676 |
| Bacon | 1,457 | 8.7 | 2.2 | 7,825 |
| Ben Hill | 1,532 | 14.2 | 3.8 | 12,396 |
| Berrien | 1,563 | 12.8 | 3.0 | 13,327 |
| Brantley | 502 | 6.4 | 1.5 | 2,522 |
| Brooks | 769 | 16.1 | 3.7 | 9,840 |
| Bryan | 1,081 | 6.1 | 1.4 | 5,604 |
| Camden | 1,525 | 8.4 | 2.3 | 4,557 |
| Candler | 676 | 7.1 | 1.8 | 5,975 |
| Charlton | 626 | 4.5 | 1.1 | 4,264 |
| Clinch | 760 | 5.8 | 1.5 | 4,133 |
| Coffee | 3,363 | 26.2 | 6.0 | 16,327 |
| Colquitt | 5,610 | 36.2 | 9.2 | 29,761 |
| Cook | 980 | 11.6 | 2.9 | 8,485 |
| Echols | 208 | 2.4 | .5 | 168 |
| Evans | 753 | 5.9 | 1.5 | 8,062 |
| Glynn | 5,388 | 34.7 | 9.6 | 41,601 |
| Irwin | 1,359 | 10.7 | 2.3 | 4,195 |
| Jeff Davis | 1,088 | 9.4 | 2.4 | 8,486 |
| Lanier | 933 | 4.9 | 1.3 | 3,138 |
| Liberty | 1,041 | 8.9 | 2.2 | 7,081 |
| Long | 270 | 3.7 | .9 | 1,528 |
| Lowndes | 5,976 | 45.4 | 12.3 | 48,637 |
| McIntosh | 1,285 | 6.4 | 1.6 | 3,087 |
| Pierce | 1,213 | 10.1 | 2.4 | 7,163 |
| Tattnall | 2,119 | 14.5 | 3.4 | 9,104 |
| Telfair | 1,235 | 11.3 | 2.7 | 7,830 |
| Thomas | 7,195 | 34.3 | 9.2 | 31,650 |
| Toombs | 2,270 | 17.2 | 4.2 | 15,400 |
| Ware | 5,035 | 34.1 | 9.0 | 36,394 |
| Wayne | 1,187 | 14.2 | 3.5 | 14,453 |
| Wheeler | 731 | 5.9 | 1.4 | 1,046 |
| Total | 234,588 | 1,511.3 | 402.8 | \$1,562,278 |

JEFFERSON CITY-COLUMBIA, MISSOURI

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Missouri: | | | | |
| Audrain | 5,133 | 28.8 | 9.4 | \$31,843 |
| Boone | 10,407 | 47.1 | 13.2 | 45,933 |
| Callaway | 3,689 | 24.4 | 6.5 | 15,463 |
| Camden | 1,895 | 7.4 | 2.2 | 7,339 |
| Carroll | 2,863 | 15.0 | 5.0 | 13,051 |
| Chariton | 2,015 | 14.2 | 4.7 | 11,911 |
| Cole | 7,450 | 38.0 | 10.4 | 45,293 |
| Cooper | 2,820 | 16.1 | 5.1 | 12,903 |
| Dent | 2,284 | 10.4 | 3.2 | 9,934 |
| Gasconade | 2,201 | 13.7 | 4.3 | 12,484 |
| Howard | 2,728 | 11.2 | 3.5 | 7,422 |
| Laclede | 4,248 | 19.1 | 5.8 | 21,332 |
| Lincoln | 3,628 | 15.4 | 5.5 | 14,894 |
| Linn | 3,358 | 19.4 | 6.8 | 17,610 |
| Macon | 4,461 | 22.3 | 7.7 | 14,921 |
| Maries | 1,390 | 6.7 | 2.0 | 3,726 |
| Miller | 2,252 | 14.2 | 4.4 | 12,126 |
| Moniteau | 2,558 | 10.3 | 3.4 | 8,401 |
| Monroe | 2,775 | 9.1 | 3.0 | 9,550 |
| Montgomery | 2,884 | 10.2 | 3.4 | 10,879 |

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---|----------------|--------------|--------------|------------------|
| JEFFERSON CITY-COLUMBIA, MO. continued | | | | |
| Morgan | 2,497 | 8.5 | 2.7 | 9,022 |
| Osage | 1,803 | 12.4 | 3.3 | 7,290 |
| Pettis | 8,887 | 36.6 | 12.6 | 40,200 |
| Phelps | 4,714 | 24.2 | 7.1 | 26,221 |
| Pike | 3,963 | 17.6 | 6.1 | 17,311 |
| Pulaski | 1,867 | 7.9 | 2.4 | 16,198 |
| Rails | 1,895 | 9.5 | 2.8 | 4,009 |
| Randolph | 4,290 | 24.3 | 8.5 | 25,645 |
| Saline | 6,699 | 27.6 | 8.5 | 25,661 |
| Shelby | 2,204 | 9.3 | 3.5 | 8,652 |
| Warren | 2,035 | 6.8 | 2.2 | 7,019 |
| Total | 111,893 | 537.7 | 169.2 | \$514,243 |

| JOHNSON CITY, TENNESSEE | | | | |
|--------------------------------|--------|------|------|----------|
| Kentucky: | | | | |
| Harlan | 12,256 | 64.0 | 15.0 | \$31,488 |
| Knott | 1,543 | 15.2 | 3.0 | 2,325 |
| Letcher | 2,512 | 28.4 | 6.3 | 12,585 |
| Perry | 3,368 | 35.4 | 7.7 | 19,953 |

| | | | | |
|-------------------|-------|------|------|--------|
| Tennessee: | | | | |
| Carter | 6,202 | 45.1 | 11.2 | 24,696 |
| Claiborne | 2,981 | 23.5 | 5.5 | 6,220 |
| Cocke | 3,006 | 21.4 | 5.3 | 10,865 |
| Grainger | 1,187 | 12.3 | 2.9 | 3,167 |
| Greene | 5,642 | 42.3 | 11.1 | 24,656 |
| Hamblen | 2,578 | 28.7 | 7.6 | 33,133 |
| Hancock | 1,022 | 7.6 | 1.9 | 1,335 |
| Hawkins | 2,298 | 31.1 | 7.5 | 10,801 |
| Jefferson | 2,141 | 18.9 | 4.9 | 11,660 |
| Johnson | 1,388 | 11.4 | 2.7 | 3,456 |
| Sevier | 3,155 | 22.1 | 5.5 | 16,831 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------------|--------------|--------------|------------------|
| Sullivan | 16,091 | 111.1 | 29.5 | 108,298 |
| Unicoi | 2,081 | 16.0 | 3.9 | 7,748 |
| Union | 613 | 8.5 | 1.9 | 3,218 |
| Washington | 10,406 | 63.1 | 16.1 | 56,574 |
| Virginia: | | | | |
| Buchanan | 3,373 | 40.7 | 8.1 | 14,114 |
| Dickenson | 2,623 | 25.1 | 5.2 | 7,543 |
| Grayson | 2,758 | 21.7 | 5.6 | 9,418 |
| Lee | 4,377 | 36.1 | 8.0 | 10,064 |
| Russell | 1,832 | 27.2 | 6.1 | 7,445 |
| Scott | 3,663 | 26.8 | 6.5 | 12,854 |
| Smyth | 3,358 | 31.6 | 7.2 | 22,063 |
| Washington | 5,316 | 56.6 | 13.3 | 42,290 |
| Wise | 6,230 | 59.5 | 13.7 | 30,326 |
| Total | 114,000 | 931.4 | 223.2 | \$540,926 |

| JOHNSTOWN, PENNSYLVANIA | | | | |
|--------------------------------|--------|------|------|----------|
| Maryland: | | | | |
| Allegany | 15,956 | 94.9 | 27.2 | \$87,666 |
| Garrett | 2,253 | 21.3 | 5.2 | 15,034 |

| | | | | |
|----------------------|---------|---------|-------|-----------|
| Pennsylvania: | | | | |
| Allegheny | 428,645 | 1,601.7 | 463.4 | 1,912,094 |
| Armstrong | 22,304 | 79.5 | 22.6 | 64,492 |
| Beaver | 48,467 | 203.1 | 56.9 | 190,269 |
| Bedford | 10,175 | 39.6 | 11.0 | 46,337 |
| Blair | 36,723 | 135.4 | 39.7 | 134,793 |
| Butler | 26,085 | 100.8 | 28.2 | 104,482 |
| Cambria | 52,910 | 214.4 | 57.2 | 187,787 |
| Cameron | 1,196 | 7.0 | 1.9 | 8,855 |
| Centre | 15,355 | 66.1 | 16.6 | 61,850 |
| Clarion | 9,620 | 37.4 | 10.4 | 33,940 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. (0) |
|-----------------------|------------------|----------------|----------------|---------------|
| Clearfield | 20,997 | 80.7 | 22.7 | 7 51 |
| Clinton | 9,990 | 38.0 | 10.8 | 3 44 |
| Crawford | 21,830 | 80.2 | 23.6 | 8 36 |
| Elk | 8,288 | 34.9 | 9.6 | 3 32 |
| Fayette | 47,082 | 183.9 | 50.9 | 14 76 |
| Forest | 1,110 | 4.4 | 1.2 | 15 |
| Fulton | 2,405 | 9.7 | 2.6 | 5 31 |
| Greene | 11,285 | 44.6 | 12.2 | 2 18 |
| Huntingdon | 10,267 | 39.9 | 11.1 | 4 3 |
| Indiana | 19,055 | 74.7 | 20.6 | 1 24 |
| Jefferson | 12,672 | 47.0 | 13.7 | 1 24 |
| McKean | 13,427 | 53.8 | 16.3 | 1 24 |
| Mifflin | 11,192 | 42.3 | 12.1 | 1 24 |
| Potter | 4,255 | 15.9 | 4.6 | 1 24 |
| Somerset | 19,004 | 79.0 | 21.8 | 1 24 |
| Venango | 14,606 | 64.7 | 18.4 | 1 24 |
| Warren | 10,915 | 41.4 | 11.8 | 1 24 |
| Washington | 57,131 | 220.6 | 63.1 | 2 30 |
| Westmoreland | 85,419 | 330.2 | 92.9 | 3 36 |
| West Virginia: | | | | |
| Hampshire | 2,785 | 11.9 | 3.0 | 17 |
| Mineral | 5,272 | 20.8 | 5.7 | 90 |
| Monongalia | 14,892 | 60.1 | 16.1 | 116 |
| Morgan | 2,035 | 7.7 | 2.2 | 63 |
| Total | 1,075,603 | 4,187.6 | 1,187.3 | 54,422 |

| JOPLIN, MISSOURI-PITTSBURG, KANSAS | | | | |
|---|-------|------|------|------|
| Arkansas: | | | | |
| Benton | 2,948 | 34.7 | 10.8 | 5 09 |
| Carroll | 1,315 | 10.5 | 3.4 | 24 |
| Washington | 8,102 | 52.0 | 15.2 | 2 |

| | | | | |
|----------------|--------|------|------|------|
| Kansas: | | | | |
| Allen | 4,096 | 16.9 | 5.5 | 6 |
| Anderson | 2,241 | 9.9 | 3.1 | 15 |
| Bourbon | 3,170 | 17.2 | 6.0 | 10 |
| Cherokee | 5,416 | 24.2 | 7.9 | 1034 |
| Coffey | 1,319 | 8.8 | 2.6 | 410 |
| Crawford | 9,654 | 40.8 | 14.1 | 1430 |
| Labette | 7,132 | 29.7 | 9.7 | 1077 |
| Montgomery | 10,852 | 48.2 | 16.6 | 1070 |
| Neosho | 3,650 | 20.7 | 6.7 | 1054 |
| Wilson | 3,934 | 14.7 | 5.0 | 1032 |
| Woodson | 1,292 | 5.9 | 2.0 | 103 |

| | | | | |
|------------------|--------|------|------|------|
| Missouri: | | | | |
| Barry | 3,951 | 22.2 | 6.8 | 1021 |
| Barton | 2,052 | 11.9 | 4.1 | 1028 |
| Bates | 3,420 | 17.0 | 6.1 | 1061 |
| Cedar | 2,811 | 10.2 | 3.5 | 1000 |
| Dade | 1,718 | 9.1 | 2.9 | 1019 |
| Jasper | 24,497 | 83.1 | 28.6 | 1026 |
| Lawrence | 4,125 | 24.3 | 8.0 | 1027 |
| McDonald | 3,646 | 14.2 | 4.2 | 1024 |
| Newton | 6,073 | 29.4 | 9.1 | 1042 |
| Vernon | 4,928 | 22.3 | 6.8 | 1012 |

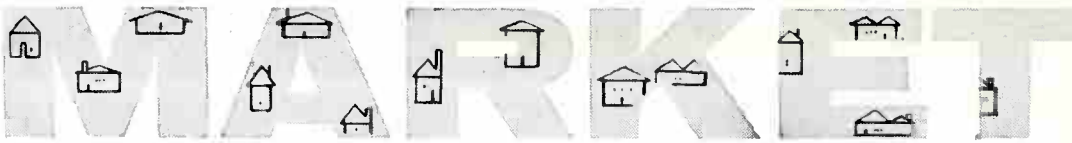
| | | | | |
|------------------|----------------|--------------|--------------|---------------|
| Oklahoma: | | | | |
| Craig | 2,856 | 16.2 | 4.2 | 10158 |
| Delaware | 2,156 | 10.4 | 2.9 | 1034 |
| Mayer | 3,273 | 17.3 | 4.9 | 1016 |
| Nowata | 3,155 | 11.7 | 3.5 | 1023 |
| Ottawa | 5,617 | 28.3 | 8.8 | 10148 |
| Total | 139,399 | 661.8 | 213.0 | 50,129 |

| KALAMAZOO, MICHIGAN | | | | |
|----------------------------|--------|-------|------|-------|
| Indiana: | | | | |
| De Kalb | 7,955 | 27.7 | 8.6 | 10520 |
| Elkhart | 19,500 | 95.5 | 29.9 | 10462 |
| Lagrange | 2,875 | 16.0 | 4.4 | 10467 |
| Noble | 7,492 | 26.9 | 8.1 | 1062 |
| St. Joseph | 67,147 | 245.1 | 72.9 | 10087 |
| Steuben | 3,073 | 16.2 | 4.9 | 1061 |
| Whitley | 5,920 | 20.0 | 6.4 | 1003 |

| | | | | |
|------------------|--------|------|------|------|
| Michigan: | | | | |
| Allegan | 14,430 | 52.0 | 15.6 | 1038 |
| Barry | 8,510 | 29.7 | 9.2 | 1051 |

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a great new Joplin



created for you by
KODE-TV

139,399 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

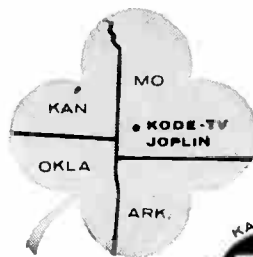
*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA

*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA

*NOW COVERS 139,399 TV HOMES IN JOPLIN MARKET — AN ALL-TIME HIGH

*Television Magazine Set Count, August, 1957

You'll have more luck with **KODE-TV-JOPLIN, MO.**



Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL



316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis



A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville
WPAR, Parkersburg • WBOY, WBOY-TV, Clarksburg • WPIT, Pittsburgh

You could call it
**"CLOBBERING THE
 COMPETITION"**

BOX SCORE

JOHNSTOWN-ALTOONA TV MARKET

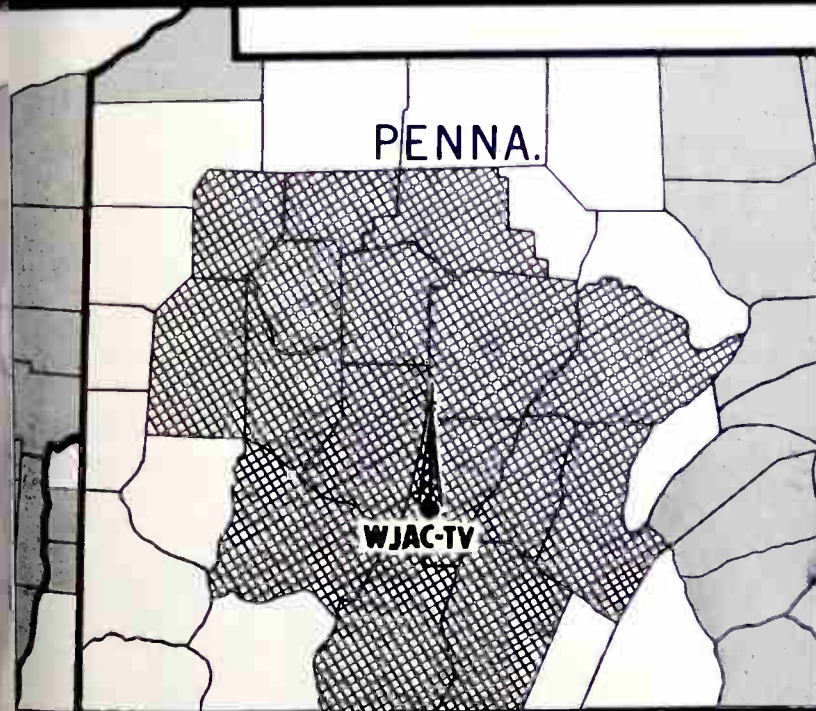
WJAC-TV leads in 105 periods
 Station "B" leads in 7 periods

TOP 25 NIGHT-TIME SHOWS

WJAC-TV has 24
 Station "B" has 1

ARB Study • November, 1956

WJAC-TV
WJAC-TV overwhelmingly dominates its home territory...
 and in 20 counties of its 41 county coverage
WJAC-TV serves 80 to 100% of TV homes

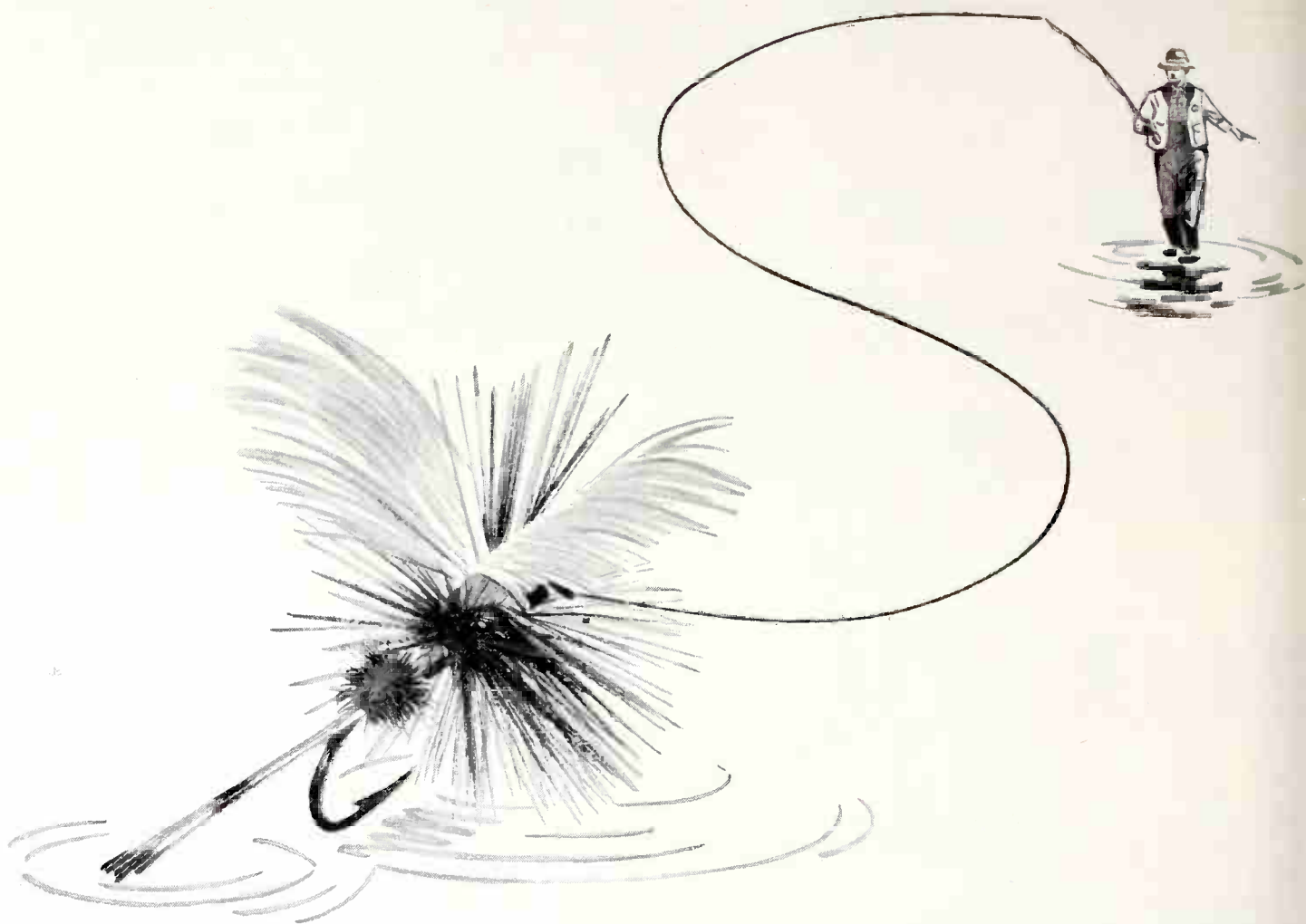


■ 80 to 100% □ 20 to 80%

Get all the facts from your KATZ man!

Here is Pennsylvania's 3rd TV Market . . .
 with over a million TV homes . . . and
 WJAC-TV is the key to this rich and re-
 sponsive area. On its own "home grounds"
 WJAC-TV is far out front . . . and, at the
 same time, over this wide 41-county area,
 more than half a million viewer homes fol-
 low WJAC-TV three or more days a week.
 It's the efficient, effective, economical way
 to cover Southwestern Pennsylvania.





YOU MIGHT CAST A TROUT FLY 194 FEET*—

BUT . . . YOU NEED WKZO-TV

**AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO**

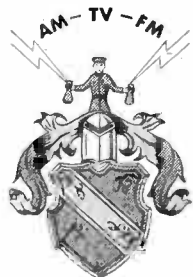
**TO "MAKE THEM BITE"
IN KALAMAZOO-GRAND RAPIDS!**

| TIME PERIODS | Number of Quarter Hours with Higher Ratings | |
|---|---|-----------|
| | WKZO-TV | Station B |
| MONDAY THRU FRIDAY 8:00 a.m. to 6:00 p.m. 6:00 p.m. to 11:00 p.m. | 143 94 | 57 6 |
| SATURDAY 8:00 a.m. to 11:00 p.m. | 50 | 10 |
| SUNDAY 9:00 a.m. to 11:00 p.m. | 40 | 16 |

Take a look at those March 1957 ARB figures at the left. WKZO-TV is first in 327 out of 416 quarter hours—*78.6% of the time!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasts on Channel 3 with 100,000 watts from a 1000' tower. Serves one of America's top-20 TV markets—*over 600,000 television homes in Western Michigan and Northern Indiana.*

NOTE: Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).



The Fetzer Stations

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

Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

**Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representative

**Jack Crossfield, San Francisco, California holds this world's record.*

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

ZOO, MICH. continued

| | | | |
|----------------|----------------|--------------|--------------------|
| 39,315 | 140.9 | 43.5 | 170,970 |
| 6,515 | 34.4 | 10.1 | 35,171 |
| 35,542 | 142.3 | 41.7 | 154,637 |
| 8,728 | 34.0 | 10.7 | 24,092 |
| 3,354 | 11.9 | 3.5 | 14,325 |
| 9,155 | 34.8 | 9.8 | 26,613 |
| 12,672 | 45.1 | 13.7 | 36,997 |
| 2,312 | 9.1 | 2.5 | 9,854 |
| 9,084 | 34.8 | 10.2 | 39,012 |
| 7,690 | 40.1 | 12.3 | 35,572 |
| 53,187 | 208.4 | 61.4 | 286,163 |
| 10,545 | 40.2 | 11.4 | 40,126 |
| 7,221 | 30.3 | 8.2 | 31,271 |
| 33,300 | 123.1 | 36.0 | 150,250 |
| 40,891 | 152.9 | 45.8 | 193,103 |
| 86,961 | 330.3 | 100.9 | 444,979 |
| 1,030 | 5.2 | 1.6 | 3,903 |
| 5,502 | 20.9 | 6.5 | 25,152 |
| 5,180 | 18.2 | 5.6 | 16,908 |
| 9,805 | 33.7 | 10.6 | 39,635 |
| 38,471 | 142.5 | 42.3 | 166,096 |
| 6,021 | 23.1 | 6.8 | 19,875 |
| 4,412 | 17.8 | 5.1 | 16,283 |
| 3,792 | 14.9 | 4.1 | 13,017 |
| 23,495 | 86.1 | 25.4 | 96,344 |
| 10,539 | 38.3 | 12.4 | 48,386 |
| 13,967 | 50.0 | 15.1 | 60,754 |
| 12,019 | 43.7 | 14.1 | 46,656 |
| 637,607 | 2,436.1 | 731.3 | \$2,829,395 |

CITY, MISSOURI

| | | | |
|-------|------|-----|----------|
| 4,096 | 16.9 | 5.5 | \$16,856 |
|-------|------|-----|----------|

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | | |
|--------------|--------|-------|------|---------|
| Anderson | 2,241 | 9.9 | 3.1 | 7,915 |
| Aichison | 5,835 | 20.9 | 6.4 | 19,094 |
| Bourbon | 3,170 | 17.2 | 6.0 | 17,310 |
| Brown | 3,066 | 14.6 | 5.0 | 12,607 |
| Coffey | 1,319 | 8.8 | 2.6 | 8,410 |
| Doniphan | 3,052 | 11.0 | 3.3 | 6,120 |
| Douglas | 6,566 | 33.7 | 9.7 | 40,050 |
| Franklin | 5,521 | 20.3 | 6.6 | 21,996 |
| Jackson | 2,648 | 10.4 | 3.4 | 9,075 |
| Jefferson | 2,248 | 11.2 | 3.6 | 8,858 |
| Johnson | 35,150 | 119.8 | 38.0 | 84,366 |
| Leavenworth | 9,210 | 36.4 | 10.0 | 29,826 |
| Linn | 2,200 | 8.8 | 3.0 | 9,219 |
| Lyon | 4,298 | 24.6 | 7.8 | 31,153 |
| Marshall | 3,575 | 17.3 | 5.6 | 17,203 |
| Miami | 4,125 | 18.8 | 5.7 | 18,083 |
| Nemaha | 3,792 | 13.7 | 4.1 | 12,870 |
| Osage | 3,518 | 13.3 | 4.4 | 12,257 |
| Pottawatomie | 1,958 | 12.1 | 3.7 | 14,366 |
| Riley | 3,046 | 28.0 | 6.9 | 40,569 |
| Shawnee | 38,757 | 128.5 | 41.9 | 165,385 |
| Wabaunsee | 1,167 | 6.7 | 2.2 | 5,099 |
| Woodson | 1,292 | 5.9 | 2.0 | 5,103 |
| Wyandotte | 56,610 | 196.4 | 61.2 | 171,216 |

Missouri:

| | | | | |
|----------|--------|-------|------|---------|
| Andrew | 2,568 | 11.3 | 3.8 | 7,876 |
| Atchison | 1,821 | 10.9 | 3.3 | 10,449 |
| Bates | 3,420 | 17.0 | 6.1 | 14,461 |
| Benton | 2,443 | 9.3 | 2.8 | 6,756 |
| Buchanan | 28,851 | 102.7 | 32.5 | 114,492 |
| Caldwell | 2,430 | 9.5 | 3.4 | 8,647 |
| Carroll | 2,863 | 15.0 | 5.0 | 13,051 |
| Cass | 4,127 | 19.5 | 6.5 | 20,950 |
| Chariton | 2,015 | 14.2 | 4.7 | 11,911 |

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | | |
|------------|---------|-------|-------|---------|
| Clay | 18,624 | 63.0 | 20.5 | 126,428 |
| Clinton | 3,515 | 11.2 | 3.8 | 16,938 |
| Daviess | 2,503 | 10.8 | 3.6 | 7,150 |
| De Kalb | 2,164 | 7.6 | 2.6 | 5,857 |
| Gentry | 1,900 | 10.1 | 3.3 | 9,001 |
| Grundy | 2,900 | 12.8 | 4.4 | 14,981 |
| Harrison | 3,436 | 13.2 | 4.3 | 15,103 |
| Henry | 4,753 | 19.2 | 6.6 | 19,498 |
| Hickory | 1,665 | 5.2 | 1.8 | 2,439 |
| Holt | 1,645 | 9.7 | 3.0 | 9,146 |
| Jackson | 181,066 | 593.2 | 200.2 | 988,968 |
| Johnson | 4,881 | 26.3 | 8.5 | 18,614 |
| Lafayette | 5,472 | 27.2 | 8.7 | 23,944 |
| Linn | 3,358 | 19.4 | 6.8 | 17,610 |
| Livingston | 3,262 | 16.4 | 5.3 | 20,534 |
| Mercer | 1,757 | 5.4 | 1.9 | 5,043 |
| Nodaway | 5,162 | 24.0 | 7.5 | 20,602 |
| Pettis | 8,887 | 36.6 | 12.6 | 40,200 |
| Platte | 4,902 | 17.5 | 5.3 | 22,608 |
| Ray | 4,462 | 18.2 | 6.3 | 11,951 |
| St. Clair | 2,867 | 9.2 | 3.1 | 5,628 |
| Saline | 6,699 | 27.6 | 8.5 | 25,661 |
| Vernon | 4,928 | 22.3 | 6.8 | 17,812 |
| Worth | 876 | 4.9 | 1.6 | 3,815 |

Nebraska:

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Nemaha | 2,445 | 11.5 | 3.5 | 9,702 |
| Pawnee | 1,624 | 5.8 | 2.0 | 3,747 |
| Richardson | 3,945 | 14.9 | 4.8 | 17,002 |
| Total | 548,696 | 2,057.8 | 667.1 | \$2,473,581 |

KEARNEY, NEBRASKA

Colorado:

| | | | | |
|----------|-----|-----|-----|---------|
| Phillips | 389 | 5.0 | 1.3 | \$6,518 |
|----------|-----|-----|-----|---------|

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KHOL-TV Sells Nebraska's Second Big Market!

Your Most Effective Way to Reach
and Sell 184,830 Families with an
\$830,032,000 Buying Income

Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and northern Kansas . . . served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree—KHOL-TV—the economical way to sell Nebraska! Contact Meeker TV today.

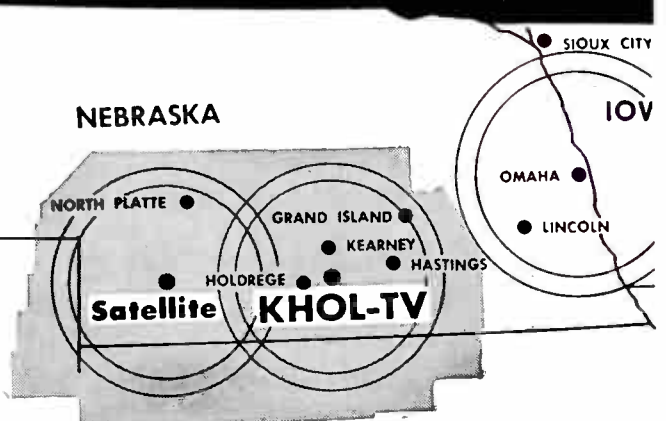
Represented Nationally by MEEKER TV, Inc.

CBS
ABC

KHOL-TV CHANNEL **13**

KEARNEY, NEBRASKA

Satellite Station Channel 6, Hayes Center, Neb.



LATEST FACTS*

About Rich Market Area Served and Sold by KHOL-TV and Satellite

| | |
|-------------------------|---------------|
| Effective Buying Income | \$830,032,000 |
| Number of Families | 184,830 |
| Population | 583,800 |
| Total Retail Sales | \$680,494,000 |
| TV Set Count | 126,000 |

*Compiled from Standard Rate and Data

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------|----------|-----------|-----------|------------------|
| KEARNEY, NEB. continued | | | | |
| Sedgwick | 757 | 5.2 | 1.5 | 6,201 |
| Yuma | 717 | 10.8 | 3.3 | 9,231 |
| Kansas: | | | | |
| Cheyenne | 882 | 4.9 | 1.5 | 4,026 |
| Cloud | 2,903 | 15.4 | 5.0 | 17,958 |
| Decatur | 1,562 | 6.1 | 2.2 | 5,255 |
| Gove | 465 | 4.4 | 1.0 | 2,957 |
| Graham | 1,085 | 5.6 | 1.5 | 4,719 |
| Greeley | 285 | 2.1 | .6 | 2,027 |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 |
| Logan | 424 | 4.3 | 1.2 | 4,721 |
| Mitchell | 1,142 | 9.5 | 3.0 | 14,813 |
| Norton | 1,077 | 9.2 | 2.8 | 9,603 |
| Osborne | 1,373 | 8.4 | 2.6 | 6,123 |
| Phillips | 1,730 | 10.6 | 3.6 | 9,851 |
| Rawlins | 844 | 5.7 | 1.6 | 4,406 |
| Rooks | 1,864 | 10.7 | 3.3 | 12,013 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Sheridan | 782 | 4.5 | 1.1 | 3,812 |
| Sherman | 1,103 | 6.9 | 2.1 | 7,548 |
| Smith | 1,661 | 8.2 | 2.7 | 6,268 |
| Thomas | 710 | 7.5 | 2.3 | 11,361 |
| Trego | 830 | 5.2 | 1.5 | 5,567 |
| Wallace | 390 | 2.4 | .7 | 1,924 |
| Wichita | 259 | 2.7 | .8 | 2,907 |
| Nebraska: | | | | |
| Adams | 7,461 | 32.4 | 9.5 | 40,697 |
| Arthur | 110 | .7 | .2 | 350 |
| Blaine | 84 | 1.0 | .2 | 1,746 |
| Buffalo | 5,536 | 25.9 | 8.2 | 33,201 |
| Chase | 930 | 4.6 | 1.5 | 5,506 |
| Cherry | 1,002 | 9.5 | 3.0 | 11,252 |
| Cheyenne | 3,474 | 16.4 | 4.9 | 21,395 |
| Clay | 1,776 | 9.1 | 3.1 | 7,560 |
| Custer | 3,369 | 18.0 | 5.6 | 16,440 |
| Dawson | 4,895 | 20.5 | 6.6 | 28,140 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Deuel | 690 | 3.4 | 1.0 | 106 |
| Dundy | 761 | 4.1 | 1.2 | 196 |
| Fillmore | 1,695 | 8.9 | 3.0 | 303 |
| Franklin | 1,833 | 6.5 | 2.1 | 312 |
| Frontier | 720 | 5.1 | 1.4 | 304 |
| Furnas | 2,960 | 9.2 | 3.2 | 779 |
| Garden | 733 | 3.4 | 1.0 | 164 |
| Garfield | 288 | 2.9 | .8 | 92 |
| Gosper | 740 | 2.5 | .8 | 298 |
| Grant | 41 | 1.1 | .2 | 33 |
| Greeley | 1,050 | 5.7 | 1.6 | 92 |
| Hall | 9,541 | 38.0 | 11.9 | 48 |
| Hamilton | 2,011 | 8.7 | 2.9 | 54 |
| Harlan | 1,407 | 5.7 | 1.8 | |
| Hayes | 555 | 2.1 | .6 | |
| Hitchcock | 1,047 | 5.6 | 1.7 | |
| Hooker | 130 | 1.1 | .3 | |
| Howard | 1,398 | 6.7 | 2.2 | |
| Kearney | 1,647 | 6.3 | 2.0 | |
| Keith | 2,312 | 7.8 | 2.5 | 90 |
| Lincoln | 5,328 | 29.9 | 9.1 | 98 |
| Logan | 82 | 1.3 | .4 | 832 |
| Loup | 186 | 1.4 | .4 | 421 |
| McPherson | 96 | .7 | .2 | 108 |
| Nuckolls | 2,531 | 10.0 | 2.9 | 315 |
| Perkins | 1,191 | 4.3 | 1.3 | 417 |
| Phelps | 2,195 | 10.3 | 3.3 | 317 |
| Polk | 2,029 | 8.0 | 2.6 | 402 |
| Redwillow | 2,114 | 13.6 | 4.3 | 612 |
| Sherman | 825 | 6.5 | 1.8 | 871 |
| Thayer | 2,470 | 9.8 | 3.2 | 591 |
| Thomas | 193 | 1.2 | .4 | 857 |
| Valley | 1,701 | 7.2 | 2.2 | 573 |
| Webster | 2,117 | 6.8 | 2.3 | 366 |
| Wheeler | 226 | 1.5 | .3 | 557 |
| York | 3,802 | 14.4 | 4.6 | 876 |
| Total | 112,582 | 564.0 | 174.4 | 8,013 |

BMI For Service in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

Let BMI give you the TV Music Story today

Call or write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KLAMATH FALLS, OREGON

| California: | | | | |
|--------------------|---------------|-------------|-------------|---------------|
| Modoc | 1,065 | 10.1 | 3.1 | 8001 |
| Siskiyou | 3,533 | 29.2 | 9.7 | 9457 |
| Oregon: | | | | |
| Harney | 719 | 7.1 | 2.2 | 247 |
| Klamath | 8,030 | 44.4 | 14.0 | 8970 |
| Lake | 411 | 7.0 | 2.2 | 171 |
| Total | 13,758 | 97.8 | 31.2 | 21,947 |

KNOXVILLE, TENNESSEE

| Kentucky: | | | | |
|------------------------|--------|------|------|------|
| Bell | 4,051 | 36.0 | 8.4 | 8755 |
| Clay | 1,277 | 10.4 | 3.0 | 8707 |
| Clinton | 687 | 10.4 | 2.5 | 8599 |
| Harlan | 12,256 | 64.0 | 15.0 | 1488 |
| Jackson | 844 | 10.5 | 2.5 | 657 |
| Knox | 2,422 | 24.6 | 5.9 | 8567 |
| Laurel | 1,888 | 24.1 | 6.0 | 647 |
| Leslie | 1,012 | 15.0 | 2.9 | 1340 |
| McCreary | 1,754 | 11.8 | 2.6 | 195 |
| Owsley | 332 | 6.0 | 1.4 | 945 |
| Pulaski | 3,785 | 34.5 | 9.1 | 8355 |
| Rockcastle | 963 | 13.8 | 3.3 | 203 |
| Wayne | 1,078 | 16.4 | 3.9 | 335 |
| Whitley | 2,479 | 23.3 | 5.8 | 1723 |
| North Carolina: | | | | |
| Cherokee | 990 | 18.2 | 4.2 | 1775 |
| Clay | 565 | 5.9 | 1.3 | 1571 |
| Graham | 608 | 7.3 | 1.7 | 865 |
| Swain | 819 | 9.1 | 2.3 | 426 |
| Tennessee: | | | | |
| Anderson | 8,839 | 59.3 | 15.4 | 3601 |
| Blount | 14,615 | 61.9 | 15.8 | 1961 |
| Bradley | 5,999 | 33.7 | 8.9 | 1886 |
| Campbell | 4,702 | 35.0 | 8.2 | 1295 |
| Claiborne | 2,981 | 23.5 | 5.5 | 1220 |
| Cocke | 3,006 | 21.4 | 5.3 | 1220 |
| Cumberland | 2,285 | 20.2 | 4.6 | 1481 |

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WATE-TV'S
COVERAGE AREA includes

1,595,900 * POPULATION
+
2,885,815 ** BUYING
TOURISTS

WHO,
IN 1956
VISITED THE

Great Smoky Mountains Nat'l Park

HOW FIRST CAN YOU GET?

NOV. 1956 PULSE SAID IT...

MARCH 1957 ARB SAID IT...

WATE-TV
HAS MORE VIEWERS
THAN ALL OTHER
STATIONS COMBINED

(FIGURES INDICATE THE SMOKIES WILL
BE THE MOST VISITED PARK IN THE
NATION AGAIN THIS YEAR.)

NEW TELEVISION
MAGAZINE FIGURES REVEAL

227,166 TV SETS

(Applying cut-off point of 25% based on
weekly viewing factor.)

*** WATE-TV reaches 80% of the TV homes in 59 Counties

WATE-TV CHANNEL **6**
POWER MARKET OF THE SOUTH
Knoxville, Tennessee
NBC

Affiliated with WATE RADIO 5000 Watts, 620 Kc.
Represented Nationally by AVERY-KNODEL, INC.

* Sales Management 1957 Survey of Buying
Power and 1956 Nielsen Coverage Service
** 9th Annual Survey, Knoxville Tourist Bureau
*** 1956 Nielsen Coverage Service

EVERYTHING THEY WANT!...

Not In Terms of Extra
Cars, Of Course—Dates
With Sophia Loren,
European Holidays or
Bigger Bank Balances!

On Television!

**CBS Network
Shows Are Great
Favorites — And In
"The Coulee Region"
Of Wisconsin, Iowa
And Minnesota, The
"Exclusive" Source Is**

WKBT

Plus Top-Rated Programs
From Both **NBC** and **ABC**

WKBT

(250,000 Watts)

Serving 151,500 TV Homes

CHANNEL **8** LA CROSSE, WIS.

CBS - NBC - ABC

Represented by:

H-R TELEVISION, INC.

&

HARRY HYETT, Minneapolis

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | |
|---|----------------|----------------|--------------|---------------------|--------------------------------|----------------|----------------|--------------|--|
| KNOXVILLE, TENN. continued | | | | | | | | | |
| Fentress | 1,799 | 15.1 | 3.3 | 5,327 | Allen | 2,670 | 19.9 | 5.4 | |
| Grainger | 1,187 | 12.3 | 2.9 | 3,167 | Assumption | 1,671 | 16.4 | 4.0 | |
| Greene | 5,642 | 42.3 | 11.1 | 24,656 | Avoyelles | 3,621 | 38.3 | 10.4 | |
| Hamblen | 2,578 | 28.7 | 7.6 | 33,133 | Beauregard | 3,026 | 20.5 | 5.6 | |
| Hancock | 1,022 | 7.6 | 1.9 | 1,335 | Cameron | 803 | 5.2 | 1.3 | |
| Hawkins | 2,298 | 31.1 | 7.5 | 10,801 | Evangeline | 3,442 | 33.2 | 8.9 | |
| Jefferson | 2,141 | 18.9 | 4.9 | 11,660 | Iberia | 7,050 | 43.2 | 11.3 | |
| Knox | 61,975 | 242.5 | 67.0 | 273,808 | Iberville | 4,058 | 26.1 | 7.1 | |
| Loudon | 3,963 | 24.6 | 6.4 | 16,335 | Jeff Davis | 4,199 | 27.9 | 7.4 | |
| McMinn | 4,668 | 34.0 | 8.9 | 15,355 | Lafayette | 13,709 | 68.8 | 18.2 | |
| Meigs | 861 | 6.0 | 1.3 | 1,181 | Pointe Coupee | 1,884 | 20.8 | 5.2 | |
| Monroe | 3,740 | 23.1 | 5.6 | 13,806 | Rapides | 19,395 | 107.8 | 29.1 | |
| Morgan | 1,230 | 15.2 | 3.2 | 2,753 | St. Landry | 8,842 | 85.1 | 20.3 | |
| Pickett | 504 | 4.4 | 1.0 | 1,200 | St. Martin | 4,162 | 26.3 | 6.1 | |
| Polk | 2,279 | 12.6 | 3.1 | 5,171 | St. Mary | 5,576 | 39.2 | 10.3 | |
| Rhea | 1,705 | 15.1 | 3.9 | 10,740 | Vermilion | 4,771 | 36.9 | 10.1 | |
| Roane | 5,747 | 32.8 | 8.5 | 24,028 | W. Baton Rouge | 2,131 | 12.1 | 3.3 | |
| Scott | 1,751 | 18.1 | 4.0 | 6,951 | W. Feliciana | 746 | 9.3 | 1.6 | |
| Sevier | 3,155 | 22.1 | 5.5 | 16,831 | Total | 98,651 | 685.7 | 178.5 | |
| Sullivan | 16,091 | 111.1 | 29.5 | 108,298 | LAKE CHARLES, LOUISIANA | | | | |
| Unicoi | 2,081 | 16.0 | 3.9 | 7,748 | Louisiana: | | | | |
| Union | 613 | 8.5 | 1.9 | 3,218 | Acadia | 6,895 | 48.7 | 12.9 | |
| Washington | 10,406 | 63.1 | 16.1 | 56,574 | Allen | 2,670 | 19.9 | 5.4 | |
| White | 1,453 | 15.7 | 4.0 | 7,652 | Beauregard | 3,026 | 20.5 | 5.6 | |
| Virginia: | | | | | Calcasieu | 22,462 | 123.6 | 34.9 | |
| Lee | 4,377 | 36.1 | 8.0 | 10,064 | Cameron | 803 | 5.2 | 1.3 | |
| Scott | 3,663 | 26.8 | 6.5 | 12,854 | Evangeline | 3,442 | 33.2 | 8.9 | |
| Total | 227,166 | 1,480.1 | 373.0 | \$1,036,708 | Jeff Davis | 4,199 | 27.9 | 7.4 | |
| LA CROSSE, WISCONSIN | | | | | Sabine | 2,719 | 19.9 | 5.1 | |
| Iowa: | | | | | Vermilion | 4,771 | 36.9 | 10.1 | |
| Allamakee | 3,530 | 15.6 | 4.5 | \$16,666 | Vernon | 2,755 | 21.1 | 6.0 | |
| Clayton | 3,653 | 20.9 | 6.3 | 21,980 | Texas: | | | | |
| Fayette | 5,094 | 27.0 | 7.9 | 31,778 | Jasper | 3,383 | 20.7 | 5.3 | |
| Howard | 2,976 | 13.3 | 3.8 | 12,166 | Jefferson | 62,160 | 229.5 | 67.2 | |
| Winneshiek | 5,448 | 22.2 | 6.4 | 18,748 | Newton | 1,442 | 9.5 | 2.4 | |
| Minnesota: | | | | | Orange | 13,809 | 59.4 | 16.5 | |
| Fillmore | 4,561 | 24.3 | 7.2 | 24,094 | Sabine | 1,273 | 7.3 | 1.8 | |
| Houston | 2,368 | 14.4 | 4.1 | 12,186 | Total | 135,809 | 683.3 | 190.8 | |
| Winona | 7,149 | 40.5 | 11.6 | 41,258 | LANCASTER, PENNSYLVANIA | | | | |
| Wisconsin: | | | | | Maryland: | | | | |
| Adams | 1,354 | 8.0 | 2.5 | 5,939 | Carroll | 10,915 | 46.5 | 11.8 | |
| Buffalo | 3,698 | 15.2 | 4.3 | 10,875 | Frederick | 17,760 | 72.1 | 19.2 | |
| Clark | 6,851 | 32.0 | 9.0 | 24,225 | Harford (20%) | 2,780 | 13.3 | 3.5 | |
| Crawford | 3,420 | 18.1 | 4.9 | 13,774 | Washington | 16,396 | 85.5 | 24.4 | |
| Grant | 8,104 | 43.3 | 12.5 | 42,605 | Pennsylvania: | | | | |
| Iowa | 3,321 | 19.6 | 5.6 | 16,854 | Adams | 11,840 | 46.1 | 12.8 | |
| Jackson | 4,440 | 16.2 | 4.8 | 14,549 | Berks | 71,441 | 260.4 | 77.3 | |
| Juneau | 2,510 | 18.9 | 5.4 | 20,321 | Centre (20%) | 3,070 | 13.2 | 3.3 | |
| La Crosse | 15,052 | 73.9 | 21.3 | 96,063 | Chester | 42,449 | 182.0 | 47.7 | |
| Monroe | 6,024 | 33.3 | 8.8 | 30,634 | Cumberland | 29,600 | 109.5 | 32.0 | |
| Richland | 3,146 | 19.8 | 5.4 | 20,555 | Dauphin | 54,827 | 213.5 | 63.7 | |
| Sauk | 11,100 | 41.2 | 12.0 | 44,847 | Franklin | 19,980 | 75.9 | 21.6 | |
| Trempealeau | 4,711 | 24.3 | 6.8 | 22,913 | Fulton | 2,405 | 9.7 | 2.6 | |
| Vernon | 4,008 | 27.1 | 7.7 | 20,828 | Juniata | 3,885 | 14.7 | 4.2 | |
| Wood | 9,232 | 55.5 | 15.3 | 63,176 | Lancaster | 63,856 | 242.5 | 69.5 | |
| Total | 121,750 | 624.6 | 178.1 | \$627,034 | Lebanon | 22,292 | 83.6 | 24.1 | |
| LAFAYETTE, INDIANA* | | | | | Lycoming | 27,409 | 103.4 | 31.3 | |
| Indiana: | | | | | Mifflin | 11,192 | 42.3 | 12.1 | |
| Benton | UHF | 10.9 | 3.2 | \$14,475 | Northumberland | 25,448 | 111.7 | 32.5 | |
| Boone | DI | 25.8 | 8.3 | 26,004 | Perry | 6,382 | 24.3 | 6.9 | |
| Carroll | on county | 16.5 | 5.2 | 19,390 | Schuylkill | 46,426 | 192.8 | 54.5 | |
| Clinton | basis | 31.2 | 10.1 | 33,907 | Snyder | 5,827 | 24.7 | 6.0 | |
| Fountain | | 17.6 | 5.8 | 21,345 | Union | 5,550 | 24.7 | 6.0 | |
| Montgomery | | 31.4 | 10.1 | 40,637 | York | 59,570 | 215.0 | 64.4 | |
| Tippecanoe | | 85.0 | 23.9 | 91,858 | Total | 561,300 | 2,206.3 | 631.7 | |
| Warren | | 8.1 | 2.5 | 4,260 | LANSING, MICHIGAN | | | | |
| White | | 18.4 | 5.9 | 24,834 | Michigan: | | | | |
| Total | †56,771 | 244.9 | 75.0 | \$276,710 | Alcona | 925 | 5.8 | 1.0 | |
| *Due to conflicting research data, this market has not been re-evaluated pending further study. | | | | | Barry | 8,510 | 29.7 | 9.2 | |
| LAFAYETTE, LOUISIANA | | | | | Bay | 26,547 | 100.3 | 28.7 | |
| Louisiana: | | | | | Branch | 6,515 | 34.4 | 10.1 | |
| Acadia | 6,895 | 48.7 | 12.9 | \$36,495 | Calhoun | 35,542 | 142.3 | 41.7 | |
| | | | | | Clare | 3,354 | 11.9 | 3.5 | |
| | | | | | Clinton | 9,155 | 34.8 | 9.8 | |
| | | | | | Eaton | 12,672 | 45.1 | 13.7 | |
| | | | | | Genesee | 84,399 | 342.5 | 100.9 | |

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| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------------|--------------|--------------------|
| 2,312 | 9.1 | 2.5 | 9,854 |
| 9,084 | 34.8 | 10.2 | 39,012 |
| 7,690 | 40.1 | 12.3 | 35,572 |
| 53,187 | 208.4 | 61.4 | 286,163 |
| 10,545 | 40.2 | 11.4 | 40,126 |
| 7,221 | 30.3 | 8.2 | 31,271 |
| 33,300 | 123.1 | 36.0 | 150,250 |
| 1,030 | 5.2 | 1.6 | 3,903 |
| 8,510 | 31.4 | 9.2 | 36,548 |
| 5,180 | 18.2 | 5.6 | 16,908 |
| 9,432 | 42.7 | 11.9 | 49,189 |
| 9,805 | 33.7 | 10.6 | 39,635 |
| 6,021 | 23.1 | 6.8 | 19,875 |
| 1,717 | 9.7 | 2.7 | 9,994 |
| 3,792 | 14.9 | 4.1 | 13,017 |
| 925 | 3.7 | 1.0 | 3,604 |
| 48,100 | 180.3 | 52.0 | 206,497 |
| 10,539 | 38.3 | 12.4 | 48,386 |
| 13,967 | 50.0 | 15.1 | 60,754 |
| 429,976 | 1,684.0 | 493.6 | \$1,967,402 |

TEXAS

| | | | |
|--------------|-------------|-------------|-----------------|
| 7,919 | 66.5 | 14.9 | \$50,371 |
| 7,919 | 66.5 | 14.9 | \$50,371 |

AS-HENDERSON, NEVADA

| | | | |
|---------------|--------------|-------------|------------------|
| 24,021 | 118.2 | 37.4 | \$166,467 |
| 24,021 | 118.2 | 37.4 | \$166,467 |

OKLAHOMA

| | | | |
|--------|------|------|----------|
| 6,855 | 28.2 | 8.2 | \$24,778 |
| 18,962 | 74.0 | 20.5 | 72,863 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|--------------|---------------|--------------|------------------|------------------|
| Cotton | 2,470 | 10.8 | 3.1 | 5,749 |
| Grady | 8,685 | 30.6 | 9.4 | 34,167 |
| Greer | 1,235 | 8.9 | 2.6 | 6,942 |
| Harmon | 1,150 | 7.1 | 2.0 | 6,773 |
| Jackson | 3,326 | 24.3 | 7.6 | 25,730 |
| Jefferson | 1,758 | 9.3 | 2.7 | 8,467 |
| Kiowa | 2,804 | 15.7 | 4.7 | 14,399 |
| Stephens | 6,998 | 36.0 | 10.9 | 42,859 |
| Tillman | 3,835 | 15.4 | 4.6 | 14,155 |
| Washita | 3,020 | 15.5 | 4.6 | 10,408 |
| Total | 61,098 | 275.8 | 80.9 | \$267,290 |

LEBANON, PENNSYLVANIA data incomplete

LEXINGTON, KENTUCKY*

| Kentucky: | UHF | Pop. | Fam. | Ret. Sales |
|------------|-----------------|-------|------|------------|
| Bath | UHF | 9.2 | 2.4 | \$4,009 |
| Bourbon | DI | 17.6 | 5.1 | 16,158 |
| Boyle | on county basis | 20.9 | 5.4 | 18,957 |
| Casey | | 14.0 | 3.3 | 5,360 |
| Clark | | 8.9 | 2.3 | 3,679 |
| Estill | | 12.8 | 3.2 | 5,735 |
| Fayette | | 120.1 | 34.5 | 138,586 |
| Garrard | | 11.2 | 3.1 | 5,966 |
| Harrison | | 15.9 | 5.0 | 12,840 |
| Jessamine | | 14.5 | 4.2 | 8,677 |
| Lincoln | | 18.1 | 4.8 | 8,561 |
| Madison | | 32.7 | 9.0 | 24,930 |
| Menifee | | 4.4 | 1.0 | 601 |
| Mercer | | 15.7 | 4.7 | 11,149 |
| Montgomery | | 13.0 | 2.8 | 13,925 |
| Nicholas | | 6.7 | 2.1 | 3,567 |
| Powell | | 6.6 | 1.6 | 1,695 |
| Russell | | 11.1 | 2.9 | 4,051 |
| Scott | | 15.6 | 4.4 | 10,115 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|--------------|----------------|--------------|------------------|------------------|
| Woodford | 10.7 | 3.1 | 8,614 | |
| Total | †38,856 | 379.7 | 104.9 | \$307,175 |

*Due to conflicting research date, this market has not been re-evaluated pending further study.

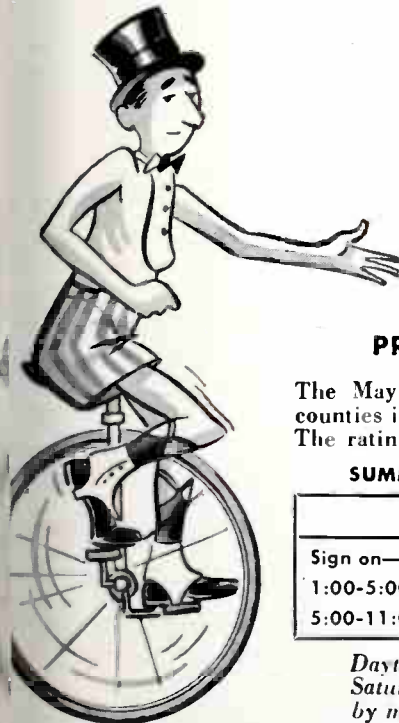
LIMA, OHIO*

| Ohio: | UHF | Pop. | Fam. | Ret. Sales |
|--------------|-----------------|--------------|-------------|------------------|
| Allen | UHF | 99.3 | 29.9 | \$133,040 |
| Auglaize | DI | 34.1 | 10.2 | 41,840 |
| Mercer | on county basis | 31.5 | 8.8 | 39,924 |
| Paulding | | 15.6 | 4.7 | 15,036 |
| Putnam | | 27.3 | 7.7 | 27,018 |
| Van Wert | | 29.0 | 9.2 | 29,864 |
| Total | †68,692 | 236.8 | 70.5 | \$286,722 |

*Due to conflicting research date, this market has not been re-evaluated pending further study.

LINCOLN, NEBRASKA

| Kansas: | Pop. | Fam. | Ret. Sales | |
|------------------|-------|------|------------|----------|
| Clay | 2,446 | 10.9 | 3.7 | \$13,884 |
| Cloud | 2,903 | 15.4 | 5.0 | 17,958 |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 |
| Marshall | 3,575 | 17.3 | 5.6 | 17,203 |
| Mitchell | 1,142 | 9.5 | 3.0 | 14,813 |
| Pottawatomie | 1,958 | 12.1 | 3.7 | 14,366 |
| Republic | 2,878 | 10.5 | 3.6 | 8,359 |
| Washington | 2,605 | 12.5 | 4.0 | 6,761 |
| Nebraska: | | | | |
| Adams | 7,461 | 32.4 | 9.5 | 40,697 |
| Blaine | 84 | 1.0 | .2 | 1,746 |
| Boone | 1,514 | 10.2 | 3.0 | 9,008 |
| Boyd | 419 | 4.7 | 1.5 | 5,732 |
| Brown | 767 | 4.7 | 1.4 | 5,062 |



HALF-COVERED

IN NEBRASKA'S OTHER **BIG MARKET?**

MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

| | KOLN-TV | Station B | Station C | Station D |
|-------------------|---------|-----------|-----------|-----------|
| Sign on—1:00 P.M. | 10.1 | 5.1 | 4.8 | 3.5 |
| 1:00-5:00 P.M. | 12.5 | 7.3 | 6.5 | 4.5 |
| 5:00-11:00 P.M. | 22.3 | 12.0 | 9.5 | 6.2 |

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!

KOLN-TV covers Lincoln-Land, a rich 69 county market consisting of 296,200* families with 191,710* TV sets. KOLN-TV is farther removed from Omaha than Hartford is from Providence . . . or South Bend is from Fort Wayne.

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

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

*See NCS No. 2

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

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBD RADIO — PEORIA, ILLINOIS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------|----------|-----------|-----------|------------------|
| LINCOLN, NEB. continued | | | | |
| Buffalo | 5,536 | 25.9 | 8.2 | 33,201 |
| Butler | 3,208 | 11.8 | 3.7 | 9,526 |
| Cass | 4,742 | 17.3 | 5.5 | 15,061 |
| Clay | 1,776 | 9.1 | 3.1 | 7,560 |
| Colfax | 2,449 | 10.5 | 3.3 | 15,177 |
| Custer | 3,369 | 18.0 | 5.6 | 16,440 |
| Dawson | 4,895 | 20.5 | 6.6 | 28,140 |
| Fillmore | 1,695 | 8.9 | 3.0 | 10,803 |
| Gage | 6,883 | 27.0 | 8.1 | 31,436 |
| Garfield | 288 | 2.9 | .8 | 3,620 |
| Greeley | 1,050 | 5.7 | 1.6 | 5,336 |
| Hall | 9,541 | 38.0 | 11.9 | 47,432 |
| Hamilton | 2,011 | 8.7 | 2.9 | 9,556 |
| Holt | 1,689 | 14.8 | 4.2 | 13,218 |
| Howard | 1,398 | 6.7 | 2.2 | 6,226 |
| Jefferson | 3,346 | 12.7 | 4.1 | 14,193 |
| Johnson | 1,642 | 6.3 | 2.1 | 6,568 |
| Keya Paha | 260 | 2.1 | .4 | 869 |
| Lancaster | 41,205 | 141.1 | 44.9 | 167,323 |
| Loup | 186 | 1.4 | .4 | 421 |
| Madison | 7,215 | 25.8 | 7.8 | 39,545 |
| Merrick | 1,154 | 8.2 | 2.7 | 9,969 |
| Nance | 1,030 | 6.3 | 1.8 | 5,064 |
| Nemaha | 2,445 | 11.5 | 3.5 | 9,702 |
| Nuckolls | 2,531 | 10.0 | 2.9 | 10,215 |
| Otoe | 4,625 | 16.4 | 5.3 | 21,935 |
| Pawnee | 1,624 | 5.8 | 2.0 | 3,747 |
| Platte | 5,827 | 21.3 | 6.3 | 29,423 |
| Polk | 2,029 | 8.0 | 2.6 | 8,402 |
| Richardson | 3,945 | 14.9 | 4.8 | 17,002 |
| Rock | 473 | 2.9 | .9 | 3,376 |
| Saline | 2,746 | 13.2 | 4.5 | 15,557 |
| Saunders | 5,088 | 17.1 | 5.5 | 19,259 |
| Seward | 2,736 | 13.1 | 4.1 | 13,211 |
| Sherman | 825 | 6.5 | 1.8 | 4,871 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Stanton | 1,471 | 6.2 | 1.8 | 3,412 |
| Thayer | 2,470 | 9.8 | 3.2 | 9,591 |
| Valley | 1,701 | 7.2 | 2.2 | 7,573 |
| Webster | 2,117 | 6.8 | 2.3 | 8,066 |
| Wheeler | 226 | 1.5 | .3 | 557 |
| York | 3,802 | 14.4 | 4.6 | 17,576 |
| Total | 183,067 | 766.4 | 240.6 | \$860,343 |

LITTLE ROCK-PINE BLUFF, ARKANSAS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Arkansas: | | | | |
| Arkansas | 3,780 | 23.2 | 6.8 | \$32,835 |
| Ashley | 2,599 | 20.1 | 5.3 | 19,369 |
| Baxter | 833 | 8.0 | 2.3 | 6,514 |
| Bradley | 1,212 | 13.2 | 3.5 | 12,189 |
| Calhoun | 570 | 5.9 | 1.5 | 2,720 |
| Chicot | 3,699 | 19.3 | 5.5 | 13,346 |
| Clark | 3,363 | 21.0 | 5.7 | 15,041 |
| Cleburne | 730 | 8.6 | 2.3 | 3,618 |
| Cleveland | 927 | 6.6 | 1.8 | 2,124 |
| Conway | 1,667 | 14.7 | 3.8 | 9,769 |
| Craighead | 8,415 | 51.1 | 13.6 | 37,045 |
| Cross | 2,874 | 22.8 | 5.9 | 13,130 |
| Dallas | 1,551 | 11.6 | 3.0 | 9,988 |
| Desha | 2,669 | 24.1 | 6.3 | 16,233 |
| Drew | 2,785 | 14.6 | 3.9 | 9,002 |
| Faulkner | 2,678 | 21.5 | 5.7 | 14,841 |
| Franklin | 766 | 9.9 | 2.7 | 5,388 |
| Fulton | 980 | 6.5 | 1.8 | 2,782 |
| Garland | 11,860 | 50.9 | 16.1 | 49,804 |
| Grant | 1,055 | 8.4 | 2.3 | 3,421 |
| Hot Spring | 3,266 | 25.7 | 7.1 | 14,146 |
| Independence | 2,292 | 19.3 | 5.4 | 15,796 |
| Izard | 536 | 6.2 | 1.7 | 2,743 |
| Jackson | 3,410 | 26.5 | 7.1 | 21,024 |
| Jefferson | 18,095 | 83.9 | 23.9 | 56,032 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|---------------------|----------------|----------------|--------------|
| Johnson | 2,545 | 13.4 | 3.9 |
| Lawrence | 2,307 | 17.1 | 4.6 |
| Lee | 3,670 | 24.6 | 6.3 |
| Lincoln | 1,973 | 12.4 | 3.1 |
| Logan | 1,783 | 15.7 | 4.2 |
| Lonoke | 3,334 | 22.9 | 6.2 |
| Marion | 958 | 5.6 | 1.6 |
| Monroe | 3,720 | 18.8 | 4.9 |
| Montgomery | 1,025 | 4.9 | 1.3 |
| Nevada | 1,830 | 11.6 | 3.2 |
| Ouachita | 5,703 | 40.2 | 11.2 |
| Perry | 922 | 4.1 | 1.0 |
| Phillips | 7,387 | 46.3 | 12.7 |
| Pike | 835 | 7.5 | 2.1 |
| Poinsett | 4,841 | 29.0 | 7.2 |
| Polk | 2,081 | 11.9 | 3.5 |
| Pope | 2,285 | 19.2 | 5.3 |
| Prairie | 2,130 | 12.0 | 3.1 |
| Pulaski | 67,340 | 242.3 | 72.8 |
| Randolph | 1,545 | 12.5 | 3.1 |
| St. Francis | 5,186 | 34.5 | 8.7 |
| Saline | 4,330 | 29.1 | 7.0 |
| Scott | 834 | 6.0 | 1.7 |
| Searcy | 962 | 9.1 | 2.4 |
| Sharp | 660 | 6.7 | 1.8 |
| Stone | 529 | 5.5 | 1.4 |
| Union | 11,557 | 54.0 | 15.8 |
| Van Buren | 876 | 7.1 | 2.0 |
| White | 5,164 | 34.3 | 9.7 |
| Woodruff | 3,607 | 15.7 | 3.9 |
| Yell | 925 | 11.1 | 3.2 |
| Mississippi: | | | |
| Bolivar | 6,323 | 59.5 | 15.7 |
| Washington | 12,218 | 70.6 | 20.0 |
| Total | 253,897 | 1,438.8 | 399.6 |

LOS ANGELES, CALIFORNIA

| | VHF Sets | Pop. (00) | Fam. (00) |
|--------------------|------------------|----------------|----------------|
| California: | | | |
| Imperial | 10,211 | 69.0 | 18.5 |
| Kern | 69,609 | 268.9 | 79.9 |
| Los Angeles | 1,713,114 | 5,400.2 | 1,868.1 |
| Orange | 123,253 | 450.0 | 151.6 |
| Riverside | 57,825 | 253.0 | 83.4 |
| San Bernardino | 126,144 | 430.8 | 137.2 |
| San Diego | 266,492 | 875.7 | 288.1 |
| Santa Barbara | 31,182 | 111.4 | 36.2 |
| Ventura | 44,038 | 162.7 | 47.8 |
| Total | 2,441,868 | 8,021.7 | 2,710.8 |

LOUISVILLE, KENTUCKY

| | VHF Sets | Pop. (00) | Fam. (00) |
|------------------|----------|-----------|-----------|
| Illinois: | | | |
| Clay | 2,305 | 16.7 | 5.3 |
| Edwards | 1,426 | 8.6 | 2.6 |
| Lawrence | 4,596 | 19.8 | 6.3 |
| Richland | 2,955 | 18.3 | 6.2 |
| Wabash | 3,240 | 14.8 | 4.6 |
| Wayne | 4,858 | 23.7 | 7.6 |
| Indiana: | | | |
| Bartholomew | 11,729 | 44.4 | 13.5 |
| Brown | 981 | 5.5 | 1.5 |
| Clark | 16,097 | 59.5 | 17.5 |
| Crawford | 1,537 | 9.1 | 2.6 |
| Daviess | 5,358 | 27.7 | 8.2 |
| Dubois | 4,073 | 25.1 | 6.9 |
| Floyd | 14,594 | 51.1 | 15.9 |
| Gibson | 7,032 | 30.7 | 9.6 |
| Harrison | 4,221 | 18.7 | 5.2 |
| Jackson | 5,904 | 29.4 | 8.9 |
| Jefferson | 5,920 | 23.1 | 6.4 |
| Jennings | 3,793 | 16.2 | 4.1 |
| Lawrence | 10,082 | 35.6 | 10.9 |
| Martin | 1,971 | 10.7 | 3.1 |
| Orange | 3,094 | 16.3 | 4.9 |
| Perry | 3,003 | 17.5 | 5.0 |
| Pike | 2,556 | 14.0 | 4.4 |
| Ripley | 5,457 | 19.4 | 5.9 |
| Scott | 4,048 | 14.3 | 4.4 |

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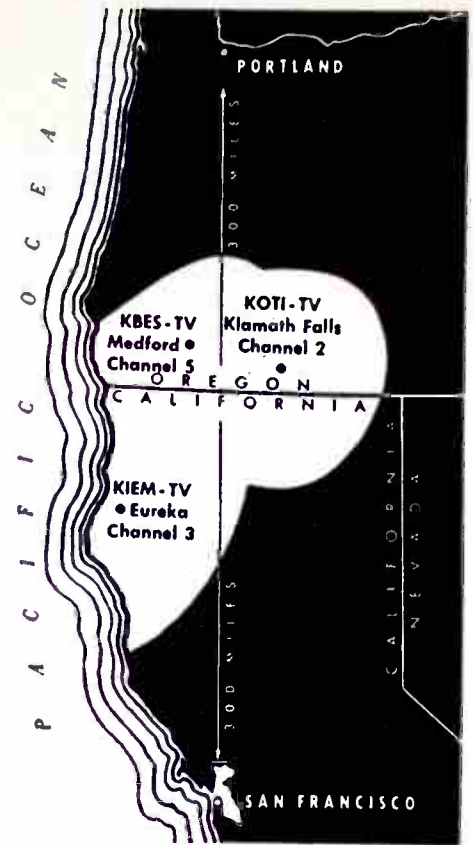
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|---------------------------|----------------|----------------|------------------|--------------------|----------------------------------|----------------|--------------|------------------|------------------|----------------------------------|----------------|----------------|--------------|----------------|
| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | VHF Sets | Pop. (00) | Fam. (00) | Ret. (00) | |
| Spencer | 2,164 | 13.1 | 3.7 | 11,125 | Hall | 1,531 | 10.3 | 2.8 | 6,549 | Georgia: | | | | |
| Warrick | 3,993 | 23.4 | 7.1 | 14,685 | Hockley | 6,533 | 28.3 | 7.6 | 22,895 | Baldwin | 2,753 | 35.0 | 5.5 | \$1 |
| Washington | 3,580 | 16.9 | 5.0 | 13,905 | Howard | 7,050 | 32.8 | 9.1 | 53,433 | Ben Hill | 1,532 | 14.2 | 3.8 | 1 |
| Kentucky: | | | | | Kent | 250 | 1.5 | .5 | 1,039 | Bibb | 22,877 | 135.1 | 38.9 | 14 |
| Adair | 1,849 | 13.9 | 3.6 | 7,739 | King | 64 | .9 | .2 | 349 | Bleckley | 1,218 | 8.3 | 2.1 | |
| Anderson | 1,517 | 7.6 | 2.1 | 5,382 | Lamb | 5,092 | 21.4 | 5.9 | 31,105 | Butts | 1,536 | 8.8 | 2.2 | |
| Boyle | 2,990 | 20.9 | 5.4 | 18,957 | Lubbock | 36,266 | 162.3 | 45.6 | 186,159 | Crawford | 602 | 5.3 | 1.2 | |
| Breckinridge | 2,990 | 13.2 | 3.7 | 5,942 | Lynn | 2,040 | 10.4 | 2.8 | 10,717 | Crisp | 2,821 | 17.3 | 4.7 | 1 |
| Bullitt | 3,700 | 14.3 | 4.0 | 7,979 | Martin | 1,191 | 5.7 | 1.4 | 8,867 | Dodge | 2,100 | 15.7 | 3.9 | |
| Butler | 1,113 | 9.0 | 2.2 | 2,390 | Mitchell | 3,792 | 14.5 | 4.1 | 11,499 | Dooly | 1,897 | 12.5 | 3.1 | |
| Casey | 1,460 | 14.0 | 3.3 | 5,360 | Motley | 510 | 3.4 | 1.0 | 2,556 | Emanuel | 1,297 | 17.1 | 4.3 | |
| Clinton | 687 | 10.4 | 2.5 | 3,599 | Scurry | 8,695 | 32.1 | 9.4 | 28,048 | Hancock | 1,110 | 9.4 | 2.1 | |
| Daviess | 9,914 | 64.1 | 18.1 | 72,022 | Swisher | 2,118 | 8.8 | 2.4 | 12,955 | Harris | 1,382 | 10.8 | 2.7 | |
| Edmonson | 1,195 | 7.3 | 1.8 | 2,894 | Terry | 2,565 | 17.3 | 4.6 | 21,587 | Houston | 4,219 | 28.3 | 7.3 | |
| Estill | 602 | 12.8 | 3.2 | 5,735 | Yoakum | 825 | 4.1 | 1.1 | 6,352 | Jeff Davis | 1,088 | 9.4 | 2.4 | |
| Fayette | 29,325 | 120.1 | 34.5 | 138,586 | Total | 124,428 | 609.7 | 170.4 | \$719,720 | Johnson | 1,154 | 8.6 | 2.3 | |
| Franklin | 5,438 | 26.3 | 7.8 | 29,025 | LYNCHBURG, TEXAS | | | | | Jones | 729 | 6.6 | 1.6 | |
| Garrard | 2,331 | 11.2 | 3.1 | 5,966 | Texas: | | | | | Lamar | 1,931 | 9.5 | 2.4 | |
| Grayson | 2,336 | 16.2 | 4.5 | 10,035 | Anderson | 4,206 | 28.7 | 8.3 | \$23,894 | Laurens | 4,513 | 30.5 | 7.7 | |
| Green | 1,122 | 8.6 | 2.5 | 5,940 | Angelina | 7,388 | 39.1 | 11.4 | 33,038 | Lee | 600 | 5.8 | 1.4 | |
| Hancock | 1,387 | 4.9 | 1.5 | 2,168 | Cherokee | 5,435 | 36.1 | 9.6 | 28,013 | Macon | 1,917 | 12.8 | 3.1 | |
| Hardin | 10,272 | 77.3 | 14.2 | 40,609 | Hardin | 4,342 | 20.7 | 5.7 | 17,335 | Monroe | 1,624 | 10.0 | 2.5 | |
| Harrison | 3,435 | 15.9 | 5.0 | 12,840 | Henderson | 3,149 | 18.9 | 5.5 | 18,882 | Montgomery | 1,049 | 7.0 | 1.6 | |
| Hart | 1,775 | 12.5 | 3.6 | 7,368 | Houston | 2,921 | 18.9 | 5.3 | 16,690 | Peach | 1,394 | 11.8 | 3.0 | |
| Henry | 2,984 | 11.0 | 3.3 | 7,195 | Jasper | 3,383 | 20.7 | 5.3 | 17,402 | Pulaski | 1,069 | 7.8 | 2.0 | |
| Hopkins | 6,862 | 40.5 | 12.0 | 29,921 | Madison | 940 | 6.2 | 1.8 | 9,594 | Putnam | 842 | 6.8 | 1.6 | |
| Jefferson | 161,320 | 580.0 | 174.4 | 700,379 | Nacogdoches | 4,092 | 29.6 | 8.1 | 24,609 | Sumter | 3,161 | 23.1 | 6.2 | |
| Jessamine | 3,051 | 14.5 | 4.2 | 8,677 | Newton | 1,442 | 9.5 | 2.4 | 5,866 | Talbot | 1,132 | 7.2 | 1.8 | |
| Larue | 1,468 | 10.6 | 2.8 | 5,846 | Panola | 2,108 | 16.9 | 4.3 | 12,273 | Taylor | 1,100 | 8.2 | 2.1 | |
| Lincoln | 1,989 | 18.1 | 4.8 | 8,561 | Polk | 3,230 | 13.8 | 3.8 | 11,412 | Telfair | 1,235 | 11.3 | 2.7 | |
| McLean | 1,487 | 10.4 | 2.9 | 5,043 | Rusk | 7,747 | 43.0 | 12.1 | 32,161 | Terrell | 1,417 | 12.5 | 3.0 | |
| Madison | 2,289 | 32.7 | 9.0 | 24,930 | Sabine | 1,273 | 7.3 | 1.8 | 5,474 | Tift | 2,587 | 24.9 | 6.4 | |
| Marion | 1,928 | 15.2 | 3.6 | 11,500 | San Augustine | 1,129 | 7.0 | 1.8 | 6,573 | Treuten | 592 | 5.7 | 1.4 | |
| Meade | 1,736 | 11.9 | 2.2 | 9,167 | San Jacinto | 1,063 | 6.3 | 1.6 | 1,343 | Turner | 1,045 | 10.3 | 2.5 | |
| Menifee | 285 | 4.4 | 1.0 | 601 | Shelby | 3,315 | 19.6 | 5.6 | 22,007 | Twiggs | 758 | 7.4 | 1.7 | |
| Mercer | 2,195 | 15.7 | 4.7 | 11,149 | Trinity | 1,266 | 8.2 | 2.4 | 7,478 | Upson | 3,422 | 25.9 | 6.8 | |
| Muhlenberg | 3,365 | 27.9 | 7.5 | 17,681 | Tyler | 1,866 | 11.1 | 2.9 | 9,680 | Washington | 1,700 | 18.7 | 4.7 | |
| Nelson | 4,533 | 20.1 | 4.9 | 14,311 | Total | 60,296 | 361.6 | 99.7 | \$303,724 | Wheeler | 731 | 5.9 | 1.4 | |
| Ohio | 2,102 | 17.8 | 5.0 | 7,691 | LYNCHBURG, VIRGINIA | | | | | Wilcox | 1,232 | 8.5 | 2.2 | |
| Oldham | 1,673 | 14.2 | 3.3 | 7,018 | North Carolina: | | | | | Wilkinson | 9-2 | 8.7 | 2.2 | |
| Owen | 1,642 | 8.5 | 2.5 | 4,333 | Caswell | 3,168 | 20.5 | 4.3 | \$6,287 | Worth | 1,971 | 17.8 | 4.2 | |
| Powell | 463 | 6.6 | 1.6 | 1,695 | Franklin | 2,552 | 30.7 | 7.0 | 13,486 | Total | 86,329 | 640.5 | 162.7 | \$1,548 |
| Pulaski | 3,785 | 34.5 | 9.1 | 19,355 | Granville | 3,349 | 32.6 | 6.8 | 20,605 | MADISON, WISCONSIN | | | | |
| Russell | 1,657 | 11.1 | 2.9 | 4,051 | Person | 3,067 | 24.0 | 5.4 | 20,172 | Illinois: | | | | |
| Scott | 3,453 | 15.6 | 4.4 | 10,115 | Vance | 5,255 | 32.9 | 7.8 | 28,564 | Boone | 4,917 | 18.1 | 2.5 | \$ 039 |
| Shelby | 5,052 | 19.8 | 5.7 | 16,265 | Warren | 2,505 | 23.7 | 4.9 | 8,972 | Jo Daviess | 6,179 | 21.8 | 6.7 | 2 005 |
| Spencer | 1,236 | 5.4 | 1.4 | 3,509 | Virginia: | | | | | McHenry | 16,650 | 58.2 | 18.0 | 9 888 |
| Taylor | 1,870 | 15.3 | 4.2 | 10,580 | Albemarle | 5,774 | 56.0 | 14.1 | 63,070 | Stephenson | 13,135 | 44.3 | 14.2 | 5 8276 |
| Trimble | 1,572 | 5.9 | 1.7 | 2,123 | Amelia | 1,054 | 8.2 | 1.7 | 3,685 | Wisconsin: | | | | |
| Warren | 7,892 | 44.7 | 13.3 | 41,262 | Appomattox | 2,835 | 19.6 | 4.3 | 8,141 | Adams | 1,354 | 8.0 | 2.5 | |
| Washington | 1,900 | 11.0 | 2.8 | 7,015 | Augusta | 1,438 | 8.8 | 1.9 | 6,703 | Columbia | 8,797 | 35.3 | 10.7 | 4 320 |
| Wayne | 1,078 | 16.4 | 3.9 | 4,335 | Bath | 615 | 5.9 | 1.5 | 4,323 | Crawford | 3,420 | 18.1 | 4.9 | 9 077 |
| Woodford | 2,746 | 10.7 | 3.1 | 8,614 | Bedford | 4,053 | 29.7 | 7.4 | 17,819 | Dane | 45,690 | 189.6 | 53.6 | 5 0000 |
| Total | 459,618 | 2,154.6 | 616.1 | \$1,981,311 | Brunswick | 1,901 | 20.4 | 4.2 | 11,062 | Grant | 8,104 | 43.3 | 12.5 | 4 2008 |
| LUBBOCK, TEXAS | | | | | Buckingham | 2,021 | 11.5 | 2.5 | 6,051 | Green | 5,731 | 24.7 | 7.5 | 4 0731 |
| New Mexico: | | | | | Campbell | 13,613 | 81.9 | 21.6 | 97,568 | Green Lake | 3,440 | 15.5 | 4.6 | 1 188 |
| Curry | 3,126 | 26.2 | 7.9 | \$29,436 | Charlotte | 2,867 | 13.6 | 3.1 | 5,729 | Iowa | 3,321 | 19.6 | 5.6 | 1 285 |
| DeBaca | 491 | 2.7 | .8 | 4,713 | Cumberland | 942 | 6.8 | 1.6 | 2,182 | Jefferson | 12,487 | 46.3 | 13.5 | 2 810 |
| Lea | 8,701 | 57.1 | 16.7 | 77,204 | Fluvanna | 978 | 6.3 | 1.6 | 2,450 | Juneau | 2,510 | 18.9 | 5.4 | 2 330 |
| Quay | 1,375 | 12.2 | 3.5 | 15,520 | Franklin | 3,124 | 24.8 | 5.7 | 13,547 | Kenosha | 22,947 | 84.6 | 25.6 | 5 4711 |
| Roosevelt | 1,671 | 17.3 | 4.8 | 13,454 | Halifax | 5,164 | 40.4 | 9.2 | 25,223 | Lafayette | 4,810 | 18.1 | 5.2 | 1 584 |
| Texas: | | | | | Highland | 348 | 3.8 | .8 | 1,483 | Marquette | 1,642 | 9.3 | 2.7 | 609 |
| Andrews | 2,075 | 10.4 | 3.0 | 9,963 | Lunenburg | 1,425 | 14.3 | 3.4 | 7,930 | Racine | 33,342 | 122.3 | 36.5 | 5 0276 |
| Bailey | 1,840 | 8.3 | 2.2 | 12,755 | Mecklenburg | 4,416 | 35.0 | 8.1 | 29,412 | Richland | 3,146 | 19.8 | 5.4 | 1 500 |
| Borden | 185 | 1.1 | .2 | 280 | Montgomery | 9,805 | 43.7 | 10.6 | 35,815 | Rock | 26,447 | 102.3 | 31.1 | 1 609 |
| Briscoe | 448 | 3.6 | .9 | 2,445 | Nelson | 2,409 | 13.5 | 3.2 | 4,562 | Sauk | 11,100 | 41.2 | 12.0 | 4 847 |
| Castro | 1,115 | 5.6 | 1.5 | 8,084 | Nottoway | 2,568 | 17.8 | 4.4 | 15,312 | Vernon | 4,008 | 27.1 | 7.7 | 1 880 |
| Cochran | 1,580 | 7.6 | 1.8 | 7,325 | Pittsylvania | 17,908 | 111.0 | 27.5 | 85,636 | Walworth | 13,597 | 47.9 | 14.7 | 1 320 |
| Cottle | 563 | 5.2 | 1.4 | 4,465 | Prince Edward | 1,918 | 15.5 | 3.7 | 16,789 | Washington | 9,853 | 38.2 | 10.9 | 1 021 |
| Crosby | 2,233 | 9.1 | 2.5 | 12,379 | Roanoke | 36,722 | 144.9 | 39.7 | 176,439 | Waushara | 3,190 | 13.9 | 4.2 | 564 |
| Dawson | 4,185 | 22.5 | 6.0 | 23,422 | Rockbridge | 3,307 | 29.6 | 7.2 | 20,440 | Total | 269,817 | 1,086.4 | 321.2 | \$1,228 |
| Dickens | 981 | 6.2 | 1.7 | 5,863 | Total | 154,676 | 999.4 | 243.2 | \$828,055 | MANCHESTER, NEW HAMPSHIRE | | | | |
| Floyd | 2,762 | 10.1 | 3.0 | 14,460 | Maine: | | | | | York | 25,067 | 92.4 | 27.1 | 1,440 |
| Gaines | 2,220 | 9.0 | 2.4 | 17,035 | MANCHESTER, NEW HAMPSHIRE | | | | | | | | | |
| Garza | 1,643 | 7.1 | 1.8 | 6,349 | | | | | | | | | | |
| Hale | 8,712 | 34.6 | 9.8 | 50,458 | | | | | | | | | | |

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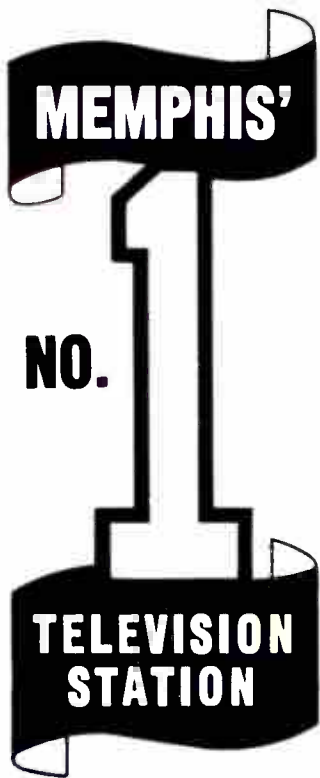
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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-----------------------|----------------|----------------|----------------|--------------------|---------------------------|----------------|--------------|------------------|------------------|
| MASSACHUSETTS: | | | | | | | | | |
| Barnstable | 155,307 | 550.8 | 167.9 | 601,748 | Floyd | 6,475 | 22.6 | 7.0 | 22,954 |
| Berkshire | 288,317 | 1,144.8 | 323.0 | 1,253,145 | Franklin | 4,186 | 16.1 | 5.0 | 19,724 |
| Worcester | 120,712 | 457.5 | 130.5 | 465,240 | Hancock | 3,238 | 14.6 | 4.2 | 16,861 |
| | 60,450 | 218.5 | 67.0 | 252,450 | Howard | 2,976 | 13.3 | 3.8 | 12,166 |
| | 156,325 | 581.5 | 169.0 | 636,221 | Humboldt | 2,381 | 12.6 | 3.9 | 17,117 |
| VERMONT: | | | | | Kossuth | 4,851 | 26.6 | 7.6 | 28,290 |
| Windsor | 7,677 | 27.9 | 8.3 | 35,656 | Mitchell | 3,700 | 13.5 | 4.0 | 15,364 |
| | 4,532 | 16.1 | 4.9 | 20,649 | Palo Alto | 2,098 | 13.9 | 4.1 | 17,064 |
| | 11,377 | 41.0 | 12.3 | 40,109 | Pocahontas | 2,315 | 14.7 | 4.4 | 15,298 |
| | 9,227 | 46.7 | 13.1 | 57,447 | Winnebago | 2,662 | 13.0 | 3.8 | 15,274 |
| | 44,862 | 162.2 | 48.5 | 206,702 | Winneshiek | 5,448 | 22.2 | 6.4 | 18,748 |
| | 17,112 | 65.4 | 18.5 | 72,804 | Worth | 2,285 | 10.9 | 3.2 | 8,389 |
| | 22,015 | 77.9 | 23.8 | 96,785 | Wright | 4,736 | 19.7 | 6.2 | 23,317 |
| | 13,875 | 53.5 | 15.0 | 60,475 | MINNESOTA: | | | | |
| | 7,770 | 27.8 | 8.4 | 29,075 | Blue Earth | 10,712 | 40.8 | 11.7 | 62,749 |
| | 6,190 | 27.7 | 8.1 | 39,815 | Cottonwood | 2,683 | 15.9 | 4.6 | 19,506 |
| | 8,718 | 41.2 | 12.2 | 48,134 | Dodge | 3,237 | 12.6 | 3.5 | 12,552 |
| | 959,533 | 3,632.9 | 1,057.6 | \$4,015,897 | Faribault | 3,944 | 25.5 | 7.3 | 39,282 |
| | | | | | Fillmore | 4,561 | 24.3 | 7.2 | 24,094 |
| | | | | | Freeborn | 9,897 | 37.0 | 10.7 | 37,445 |
| | | | | | Houston | 2,368 | 14.4 | 4.1 | 12,186 |
| | | | | | Jackson | 4,162 | 15.7 | 4.5 | 16,829 |
| | | | | | LeSueur | 4,185 | 19.8 | 5.8 | 23,376 |
| | | | | | Martin | 4,760 | 28.2 | 8.1 | 37,937 |
| | | | | | Mower | 11,747 | 45.5 | 12.7 | 51,400 |
| | | | | | Nobles | 4,739 | 23.6 | 6.6 | 35,310 |
| | | | | | Olmsted | 12,672 | 49.3 | 13.7 | 74,026 |
| | | | | | Steele | 4,384 | 22.0 | 6.4 | 28,056 |
| | | | | | Waseca | 3,965 | 16.3 | 4.9 | 16,675 |
| | | | | | Watsonwan | 2,427 | 14.0 | 4.0 | 17,209 |
| | | | | | Total | 179,753 | 792.8 | 232.2 | \$964,873 |
| | | | | | MEDFORD, OREGON | | | | |
| | | | | | California: | | | | |
| | | | | | Siskiyou | 3,533 | 29.2 | 9.7 | \$42,457 |
| | | | | | Oregon: | | | | |
| | | | | | Jackson | 12,747 | 68.7 | 22.4 | 85,914 |
| | | | | | Josephine | 5,497 | 31.2 | 10.5 | 38,125 |
| | | | | | Klamath | 8,030 | 44.4 | 14.0 | 61,970 |
| | | | | | Total | 29,807 | 173.5 | 56.6 | \$228,466 |
| | | | | | MEMPHIS, TENNESSEE | | | | |
| | | | | | Arkansas: | | | | |
| | | | | | Arkansas | 3,780 | 23.2 | 6.8 | \$32,835 |
| | | | | | Clay | 2,475 | 21.6 | 6.0 | 12,265 |
| | | | | | Cleburne | 730 | 8.6 | 2.3 | 3,618 |
| | | | | | Craighead | 8,415 | 51.1 | 13.6 | 37,045 |
| | | | | | Crittenden | 8,187 | 52.9 | 13.6 | 39,323 |
| | | | | | Cross | 2,874 | 22.8 | 5.9 | 13,130 |
| | | | | | Fulton | 980 | 6.5 | 1.8 | 2,782 |
| | | | | | Greene | 2,717 | 25.3 | 6.9 | 15,451 |
| | | | | | Independence | 2,292 | 19.3 | 5.4 | 15,796 |
| | | | | | Izard | 536 | 6.2 | 1.7 | 2,743 |
| | | | | | Jackson | 3,410 | 26.5 | 7.1 | 21,024 |
| | | | | | Lawrence | 2,307 | 17.1 | 4.6 | 11,178 |
| | | | | | Lee | 3,670 | 24.6 | 6.3 | 13,116 |
| | | | | | Mississippi | 11,928 | 70.4 | 18.2 | 59,658 |
| | | | | | Monroe | 3,720 | 18.8 | 4.9 | 12,236 |
| | | | | | Phillips | 7,387 | 46.3 | 12.7 | 30,435 |
| | | | | | Poinsett | 4,841 | 29.0 | 7.2 | 24,742 |
| | | | | | Prairie | 2,130 | 12.0 | 3.1 | 7,005 |
| | | | | | Randolph | 1,545 | 12.5 | 3.1 | 8,049 |
| | | | | | St. Francis | 5,186 | 34.5 | 8.7 | 21,359 |
| | | | | | Sharp | 660 | 6.7 | 1.8 | 1,872 |
| | | | | | Stone | 529 | 5.5 | 1.4 | 3,002 |
| | | | | | White | 5,164 | 34.3 | 9.7 | 28,207 |
| | | | | | Woodruff | 3,607 | 15.7 | 3.9 | 8,852 |
| | | | | | Kentucky: | | | | |
| | | | | | Ballard | 2,101 | 15.4 | 4.9 | 6,037 |
| | | | | | Carlisle | 673 | 6.1 | 1.8 | 5,516 |
| | | | | | Fulton | 1,549 | 11.1 | 3.2 | 13,098 |
| | | | | | Hickman | 1,450 | 6.8 | 2.1 | 4,600 |
| | | | | | Mississippi: | | | | |
| | | | | | Alcorn | 3,096 | 26.2 | 7.4 | 22,364 |
| | | | | | Benton | 1,086 | 7.7 | 1.9 | 1,000 |
| | | | | | Bolivar | 6,323 | 59.5 | 15.7 | 36,408 |
| | | | | | Calhoun | 800 | 15.0 | 3.8 | 7,049 |

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... delivering top coverage with top shows ... full power ... and highest antenna!

First by **A.R.B.!***

| | | |
|----------------|-------------|-------------|
| WREC-TV | STATION "B" | STATION "C" |
| 41.3 | 31.9 | 31.6 |

*A.R.B. June 1957, Area Survey, Sign On to Sign Off, Sun. thru Sat.

First by **PULSE!***

| STATION | LEADS IN QUARTER HOURS | TOTAL RATING POINTS |
|----------------|------------------------|---------------------|
| WREC-TV | 344 | 7061.4 |
| STATION "B" | 139 | 4989.4 |
| STATION "C" | 9 | 3489.1 |

*Pulse, May 1957, Sign On to Sign Off, Sun. thru Sat.

WREC-TV

CHANNEL 3 MEMPHIS

Covering the entire Mid-South!



Represented Nationally by The Katz Agency

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | |
|-------------------------------------|----------|-----------|-----------|------------------------------|-------------------|----------------|----------------|-----------------------|--------------------|---------------------|---------------|------------------|--------------|------------------|
| MISSISSIPPI, TENN. continued | | | | | | | | | | | | | | |
| Law | 1,769 | 12.8 | 3.1 | 2,328 | New Madrid | 7,819 | 37.4 | 9.5 | 21,004 | Choctaw | 1,716 | 17.5 | 4.1 | 6,838 |
| h | 1,464 | 16.3 | 4.1 | 8,015 | Oregon | 1,502 | 10.3 | 2.9 | 7,352 | Clarke | 2,715 | 24.5 | 6.2 | 21,791 |
| v | 758 | 8.9 | 2.3 | 2,872 | Pemiscot | 8,216 | 43.8 | 11.7 | 28,800 | Greene | 2,515 | 14.1 | 3.4 | 6,711 |
| h | 2,023 | 15.6 | 3.9 | 9,700 | Reynolds | 807 | 6.6 | 1.7 | 3,116 | Hale | 3,152 | 18.6 | 4.5 | 6,622 |
| h | 5,937 | 53.3 | 14.6 | 34,163 | Ripley | 1,504 | 9.6 | 2.9 | 6,726 | Marengo | 5,757 | 26.5 | 6.7 | 15,360 |
| h | 3,043 | 21.8 | 5.4 | 7,743 | Shannon | 720 | 6.6 | 1.8 | 3,097 | Perry (20%) | 740 | 8.0 | 3.5 | 1,830 |
| b | 2,114 | 18.5 | 4.8 | 11,711 | Stoddard | 6,957 | 34.4 | 9.4 | 21,568 | Pickens | 2,394 | 21.5 | 5.0 | 11,755 |
| b | 2,521 | 14.4 | 3.7 | 5,417 | Tennessee: | | | | Sumter | 3,597 | 21.6 | 5.1 | 7,545 | |
| l | 1,574 | 21.1 | 5.1 | 95,586 | Benton | 1,115 | 10.2 | 2.8 | 6,617 | Washington | 1,266 | 15.0 | 3.4 | 5,562 |
| l | 5,946 | 38.9 | 10.9 | 39,978 | Carroll | 3,795 | 26.1 | 7.5 | 16,614 | Mississippi: | | | | |
| l | 3,340 | 48.9 | 12.8 | 44,331 | Chester | 1,106 | 10.1 | 2.5 | 5,696 | Attala | 3,396 | 22.5 | 5.6 | 14,438 |
| l | 1,898 | 23.3 | 5.3 | 8,959 | Crockett | 2,592 | 18.1 | 4.9 | 6,922 | Choctaw | 758 | 8.9 | 2.3 | 2,872 |
| l | 5,008 | 33.2 | 9.0 | 19,316 | Decatur | 1,385 | 8.2 | 2.2 | 3,896 | Clarke | 3,670 | 17.4 | 4.4 | 8,152 |
| l | 1,879 | 13.5 | 3.5 | 8,285 | Dyer | 6,026 | 29.4 | 8.3 | 26,223 | Clay | 2,023 | 15.6 | 3.9 | 9,700 |
| l | 2,827 | 25.3 | 6.2 | 12,761 | Fayette | 3,324 | 26.6 | 6.1 | 8,528 | Forrest | 4,406 | 49.9 | 14.3 | 54,511 |
| l | 3,902 | 31.5 | 8.0 | 16,948 | Gibson | 8,043 | 50.1 | 14.7 | 36,122 | Jasper | 3,792 | 17.8 | 4.1 | 7,317 |
| l | 2,262 | 17.7 | 4.7 | 8,834 | Hardeman | 2,476 | 21.9 | 4.9 | 9,033 | Jones | 10,544 | 63.2 | 17.1 | 40,566 |
| l | 2,143 | 17.5 | 4.6 | 8,860 | Hardin | 2,509 | 17.0 | 4.3 | 9,518 | Kemper | 2,203 | 13.2 | 3.0 | 3,470 |
| l | 3,906 | 24.3 | 6.2 | 10,050 | Haywood | 3,052 | 26.3 | 6.4 | 12,155 | Lauderdale | 15,376 | 66.0 | 19.5 | 66,556 |
| l | 3,233 | 56.8 | 13.8 | 26,739 | Henderson | 1,714 | 14.7 | 3.9 | 8,325 | Leake | 1,866 | 19.2 | 4.8 | 8,006 |
| l | 3,374 | 27.1 | 6.8 | 9,392 | Lake | 1,383 | 11.8 | 3.0 | 7,173 | Neshoba | 3,320 | 22.6 | 5.9 | 9,474 |
| l | 2,491 | 17.0 | 4.2 | 12,284 | Lauderdale | 3,875 | 24.9 | 6.5 | 13,444 | Newton | 2,934 | 20.6 | 5.2 | 12,075 |
| l | 1,661 | 16.6 | 4.1 | 6,250 | McNairy | 1,964 | 22.1 | 5.7 | 11,172 | Noxubee | 1,928 | 17.7 | 4.1 | 7,963 |
| l | 2,484 | 13.2 | 3.5 | 6,917 | Madison | 8,398 | 62.1 | 17.7 | 53,634 | Oktibbeha | 2,827 | 25.3 | 6.2 | 12,761 |
| l | 2,140 | 22.6 | 5.8 | 10,263 | Obion | 4,361 | 26.0 | 7.7 | 20,234 | Scott | 1,943 | 19.7 | 4.9 | 20,799 |
| l | 1,633 | 19.5 | 5.5 | 11,826 | Shelby | 127,478 | 547.4 | 156.0 | 692,889 | Smith | 2,328 | 14.4 | 3.5 | 4,210 |
| l | 12,218 | 70.6 | 20.0 | 63,006 | Tipton | 4,489 | 29.9 | 7.5 | 15,117 | Wayne | 3,210 | 15.7 | 3.6 | 10,997 |
| l | 1,534 | 10.8 | 2.8 | 8,802 | Weakley | 3,458 | 24.0 | 7.0 | 12,283 | Winston | 2,697 | 20.6 | 5.1 | 11,103 |
| l | 1,445 | 13.4 | 3.5 | 6,410 | Total | 429,293 | 2,709.5 | 730.6 | \$2,180,014 | Total | 93,520 | 620.7 | 160.1 | \$390,876 |
| MISSISSIPPI | | | | MERIDIAN, MISSISSIPPI | | | | MIAMI, FLORIDA | | | | | | |
| ri: | 6,564 | 39.1 | 11.1 | 32,684 | Alabama: | | | | Florida: | | | | | |
| u: | 733 | 4.6 | 1.4 | 2,211 | Bibb (20%) | 447 | 3.1 | .7 | \$1,892 | Broward | 51,843 | 206.3 | 63.8 | \$336,481 |
| u: | 9,253 | 46.6 | 12.9 | 38,320 | | | | | Charlotte | 1,575 | 5.6 | 1.9 | 6,962 | |

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... which is 18.4% above national average!

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(income after taxes)
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... and **3% above national average!**

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------------|----------------|----------------|--------------|--------------------|
| MIAMI, FLA. continued | | | | |
| Collier | 2,617 | 11.9 | 3.7 | 16,093 |
| Dade | 216,309 | 765.6 | 235.9 | 1,376,960 |
| Glades | 563 | 2.8 | .7 | 1,538 |
| Hendry | 829 | 6.8 | 1.8 | 10,776 |
| Highlands | 3,194 | 15.8 | 4.7 | 21,538 |
| Indian River | 2,226 | 16.1 | 4.7 | 25,576 |
| Lee | 5,816 | 33.2 | 10.1 | 62,835 |
| Martin | 1,271 | 10.2 | 3.2 | 14,823 |
| Monroe | 12,117 | 48.0 | 13.1 | 39,527 |
| Palm Beach | 51,892 | 177.4 | 56.1 | 259,077 |
| St. Lucie | 3,226 | 29.3 | 8.0 | 42,628 |
| Total | 353,478 | 1,329.0 | 407.7 | \$2,214,814 |

MIDLAND-ODESSA, TEXAS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------|----------|-----------|-----------|------------------|
| New Mexico: | | | | |
| Lea | 8,701 | 57.1 | 16.7 | \$77,204 |
| Texas: | | | | |
| Andrews | 2,075 | 10.4 | 3.0 | 9,963 |
| Borden | 185 | 1.1 | .2 | 280 |
| Brewster | 731 | 7.5 | 1.9 | 5,890 |
| Crane | 1,160 | 5.3 | 1.5 | 6,218 |
| Dawson | 4,185 | 22.5 | 6.0 | 23,422 |
| Ector | 16,504 | 77.3 | 22.7 | 104,954 |
| Gaines | 2,220 | 9.0 | 2.4 | 17,035 |
| Glasscock | 108 | .9 | .2 | 159 |
| Howard | 7,050 | 32.8 | 9.1 | 53,433 |
| Irion | 370 | 1.6 | .4 | 539 |
| Loving | 87 | .2 | .1 | 48 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|---------------|--------------|--------------|------------------|
| Martin | 1,191 | 5.7 | 1.4 | 8,867 |
| Midland | 13,042 | 46.5 | 14.1 | 82,311 |
| Mitchell | 3,792 | 14.5 | 4.1 | 11,499 |
| Pecos | 1,614 | 10.9 | 2.8 | 10,990 |
| Presidio | 596 | 5.9 | 1.5 | 5,454 |
| Reagan | 679 | 3.7 | .9 | 4,627 |
| Reeves | 2,532 | 17.1 | 4.5 | 22,791 |
| Sterling | 249 | 1.3 | .4 | 1,801 |
| Terrell | 416 | 2.9 | .9 | 2,800 |
| Upton | 906 | 5.3 | 1.6 | 6,967 |
| Ward | 3,015 | 16.8 | 4.5 | 16,057 |
| Winkler | 2,503 | 14.1 | 4.1 | 15,214 |
| Total | 73,911 | 370.4 | 105.0 | \$488,523 |

MILWAUKEE, WISCONSIN

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------|----------|-----------|-----------|------------------|
| Michigan: | | | | |
| Mason | 5,502 | 20.9 | 6.5 | \$25,152 |
| Oceana | 4,412 | 17.8 | 5.1 | 16,283 |
| Wisconsin: | | | | |
| Calumet | 5,087 | 20.0 | 5.5 | 15,774 |
| Columbia | 8,797 | 35.3 | 10.7 | 48,360 |
| Dodge | 16,002 | 60.8 | 17.3 | 54,898 |
| Fond Du Lac | 19,055 | 72.2 | 20.6 | 84,094 |
| Green Lake | 3,440 | 15.5 | 4.6 | 19,883 |
| Jefferson | 12,487 | 46.3 | 13.5 | 60,109 |
| Kenosha | 22,947 | 84.6 | 25.6 | 96,719 |
| Manitowoc | 17,462 | 70.6 | 20.5 | 77,861 |
| Marquette | 1,642 | 9.3 | 2.7 | 8,609 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Milwaukee | 272,492 | 994.0 | 296.5 | 1,331,899 |
| Ozaukee | 6,841 | 26.6 | 7.6 | 31,413 |
| Racine | 33,342 | 122.3 | 36.5 | 145,146 |
| Rock | 26,447 | 102.3 | 31.1 | 133,199 |
| Sheboygan | 23,587 | 84.4 | 25.5 | 94,143 |
| Walworth | 13,597 | 47.9 | 14.7 | 66,000 |
| Washington | 9,853 | 38.2 | 10.9 | 43,000 |
| Waukesha | 27,257 | 106.3 | 29.9 | 111,112 |
| Waushara | 3,190 | 13.9 | 4.2 | 17,144 |
| Winnebago | 23,860 | 101.4 | 30.0 | 114,166 |
| Total | 557,299 | 2,090.6 | 619.5 | \$2,611,146 |

MINNEAPOLIS-ST. PAUL, MINNESOTA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------|----------|-----------|-----------|------------------|
| Iowa: | | | | |
| Emmet | 3,366 | 14.2 | 4.2 | \$18,000 |
| Kossuth | 4,851 | 26.6 | 7.6 | 28,000 |
| Palo Alto | 2,098 | 13.9 | 4.1 | 17,000 |
| Minnesota: | | | | |
| Aitkin | 2,783 | 12.2 | 3.6 | 10,000 |
| Anoka | 13,206 | 56.2 | 15.2 | 30,000 |
| Benton | 2,629 | 16.9 | 4.3 | 16,000 |
| Big Stone | 1,716 | 9.0 | 2.5 | 9,000 |
| Blue Earth | 10,712 | 40.8 | 11.7 | 62,000 |
| Brown | 5,459 | 28.1 | 8.0 | 34,000 |
| Carlton | 3,899 | 25.2 | 6.7 | 24,000 |
| Carver | 4,717 | 18.8 | 5.1 | 18,000 |
| Cass | 2,121 | 18.8 | 5.2 | 13,000 |
| Chippewa | 2,195 | 16.7 | 4.8 | 22,000 |
| Chisago | 3,244 | 12.6 | 3.8 | 15,000 |
| Cottonwood | 2,683 | 15.9 | 4.6 | 15,000 |
| Crow Wing | 4,824 | 31.1 | 9.4 | 34,000 |
| Dakota | 14,648 | 60.6 | 16.3 | 56,000 |
| Dodge | 3,237 | 12.6 | 3.5 | 12,000 |
| Douglas | 2,651 | 21.8 | 6.3 | 23,000 |
| Faribault | 3,944 | 25.5 | 7.3 | 35,000 |
| Fillmore | 4,561 | 24.3 | 7.2 | 24,000 |
| Goodhue | 9,342 | 34.6 | 10.1 | 35,000 |
| Grant | 1,658 | 9.9 | 2.8 | 10,000 |
| Hennepin | 206,913 | 764.3 | 234.7 | 1,071,000 |
| Houston | 2,368 | 14.4 | 4.1 | 12,000 |
| Hubbard | 1,298 | 11.2 | 3.2 | 9,000 |
| Isanti | 2,405 | 10.4 | 2.6 | 12,000 |
| Jackson | 4,162 | 15.7 | 4.5 | 16,000 |
| Kanabec | 1,827 | 8.3 | 2.4 | 6,000 |
| Kandiyohi | 6,946 | 31.3 | 8.3 | 35,000 |
| Lac Qui Parle | 3,069 | 13.9 | 3.8 | 12,000 |
| Le Sueur | 4,185 | 19.8 | 5.8 | 23,000 |
| Lincoln | 1,581 | 10.3 | 2.9 | 9,000 |
| Lyon | 3,669 | 23.8 | 6.8 | 30,000 |
| McLeod | 6,475 | 24.7 | 7.0 | 31,000 |
| Martin | 4,760 | 28.2 | 8.1 | 37,000 |
| Meeker | 4,521 | 19.1 | 5.3 | 18,000 |
| Mille Lacs | 2,380 | 17.5 | 5.0 | 19,000 |
| Morrison | 3,712 | 26.4 | 6.8 | 24,000 |
| Nicollet | 5,087 | 23.4 | 5.5 | 49,000 |
| Nobles | 4,739 | 23.6 | 6.6 | 35,000 |
| Olmsted | 12,672 | 49.3 | 13.7 | 74,000 |
| Pine | 4,019 | 16.8 | 4.7 | 14,000 |
| Pope | 1,701 | 12.2 | 3.4 | 8,000 |
| Ramsey | 106,048 | 414.8 | 125.2 | 514,000 |
| Redwood | 4,961 | 22.8 | 6.4 | 28,000 |
| Renville | 5,106 | 25.1 | 7.0 | 29,000 |
| Rice | 8,695 | 39.2 | 9.4 | 32,000 |
| Scott | 4,070 | 17.1 | 4.4 | 20,000 |
| Sherburne | 1,903 | 9.4 | 2.4 | 9,000 |
| Sibley | 3,043 | 13.6 | 3.7 | 15,000 |
| Stearns | 17,575 | 80.3 | 19.0 | 80,000 |
| Steele | 4,384 | 22.0 | 6.4 | 28,000 |
| Stevens | 1,675 | 11.0 | 2.9 | 12,000 |
| Swift | 2,115 | 15.3 | 4.3 | 19,000 |
| Todd | 4,717 | 24.5 | 6.7 | 18,000 |
| Traverse | 924 | 7.3 | 2.0 | 9,000 |
| Wabasha | 3,925 | 18.0 | 5.1 | 17,000 |
| Wadena | 1,410 | 13.7 | 3.7 | 18,000 |
| Waseca | 3,965 | 16.3 | 4.9 | 16,000 |

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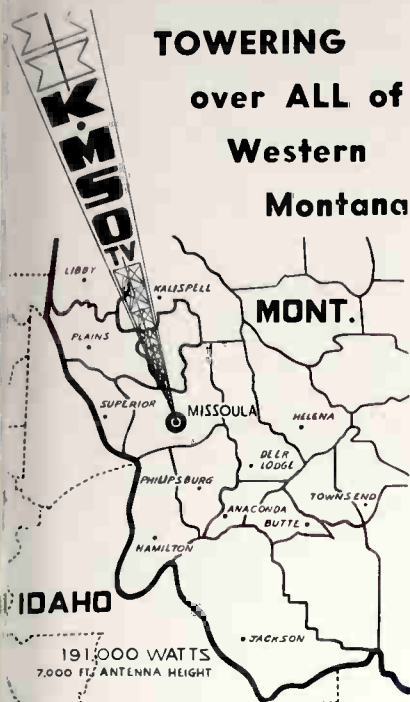
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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------|----------------|----------------|--------------|--------------------|
| Washington | 10,417 | 40.9 | 11.4 | 32,717 |
| Watonswan | 2,427 | 14.0 | 4.0 | 17,209 |
| Winona | 7,149 | 40.5 | 11.6 | 41,258 |
| Wright | 6,607 | 29.3 | 8.1 | 27,575 |
| Yellow Medicine | 4,255 | 16.2 | 4.6 | 15,207 |
| Wisconsin: | | | | |
| Barron | 7,824 | 36.6 | 10.7 | 39,251 |
| Bayfield | 2,370 | 12.9 | 3.8 | 7,381 |
| Buffalo | 3,698 | 15.2 | 4.3 | 10,875 |
| Burnett | 1,409 | 9.6 | 2.9 | 6,419 |
| Chippewa | 6,973 | 45.0 | 11.9 | 51,778 |
| Dunn | 5,086 | 27.5 | 7.7 | 26,307 |
| Eau Claire | 16,195 | 59.3 | 17.4 | 63,866 |
| Jackson | 4,440 | 16.2 | 4.8 | 14,549 |
| Pepin | 1,599 | 7.5 | 2.1 | 9,142 |
| Pierce | 4,981 | 21.6 | 6.2 | 25,723 |
| Polk | 6,845 | 24.5 | 7.4 | 25,985 |
| Price | 3,902 | 15.5 | 4.6 | 14,387 |
| Rusk | 2,148 | 16.3 | 4.5 | 11,903 |
| St. Croix | 6,809 | 27.3 | 7.8 | 27,586 |
| Sawyer | 1,274 | 9.8 | 2.9 | 10,000 |
| Taylor | 2,599 | 17.8 | 4.7 | 13,410 |
| Trempealeau | 4,711 | 24.3 | 6.8 | 22,913 |
| Washburn | 1,740 | 11.1 | 3.2 | 13,811 |
| Total | 689,007 | 3,000.2 | 866.4 | \$3,492,643 |

MINOT, NORTH DAKOTA

| North Dakota: | | | | |
|----------------------|---------------|--------------|-------------|------------------|
| Bottineau | 1,599 | 10.7 | 2.9 | \$10,979 |
| Burke | 1,435 | 5.9 | 1.8 | 5,294 |
| Divide | 465 | 5.0 | 1.4 | 7,411 |
| Dunn | 1,480 | 6.4 | 1.6 | 2,928 |
| McHenry | 1,775 | 11.2 | 2.9 | 8,935 |
| McKenzie | 685 | 6.0 | 1.8 | 5,597 |
| McLean | 2,616 | 19.7 | 5.2 | 13,569 |
| Mercer | 952 | 7.8 | 2.1 | 7,068 |
| Mountrail | 610 | 8.7 | 2.5 | 10,583 |
| Oliver | 194 | 2.6 | .5 | 706 |
| Pierce | 1,415 | 7.7 | 2.0 | 7,284 |
| Renville | 710 | 5.3 | 1.5 | 5,466 |
| Sheridan | 789 | 4.6 | 1.2 | 3,687 |
| Ward | 8,170 | 41.4 | 11.7 | 61,164 |
| Wells | 1,860 | 9.7 | 2.6 | 10,054 |
| Williams | 3,373 | 28.8 | 8.7 | 31,985 |
| Total | 28,128 | 181.5 | 50.4 | \$192,710 |

MISSOULA, MONTANA

| Montana: | | | | |
|-----------------|---------------|--------------|-------------|------------------|
| Beaverhead | 1,038 | 6.0 | 2.4 | \$10,041 |
| Eroadwater | 355 | 2.5 | .8 | 2,616 |
| Deer Lodge | 1,822 | 19.4 | 5.4 | 16,570 |
| Flathead | 4,827 | 33.9 | 11.1 | 42,654 |
| Granite | 404 | 2.7 | .9 | 5,450 |
| Jefferson | 184 | 3.9 | 1.0 | 3,457 |
| Lake | 1,506 | 11.6 | 3.5 | 10,896 |
| Lewis & Clark | 3,028 | 27.0 | 9.1 | 33,396 |
| Meagher | 378 | 2.1 | .8 | 2,080 |
| Missoula | 8,905 | 41.1 | 13.4 | 51,068 |
| Powell | 738 | 6.5 | 1.9 | 7,205 |
| Ravalli | 1,006 | 11.9 | 3.9 | 10,249 |
| Silver Bow | 17,114 | 56.5 | 20.3 | 70,854 |
| Total | 41,355 | 225.1 | 74.5 | \$266,536 |

MOBILE, ALABAMA

| Alabama: | | | | |
|-----------------|--------|-------|------|----------|
| Baldwin | 10,915 | 44.4 | 11.8 | \$33,569 |
| Choctaw | 1,716 | 17.5 | 4.1 | 6,838 |
| Clarke | 2,715 | 24.5 | 6.2 | 21,791 |
| Conecuh | 1,462 | 19.2 | 4.4 | 8,779 |
| Covington | 3,767 | 35.8 | 9.0 | 27,873 |
| Escambia | 3,727 | 30.1 | 7.4 | 27,385 |
| Mobile | 51,442 | 272.4 | 75.4 | 271,029 |

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**ANYTIME IS
KMTV TIME
TOP PROGRAMING
'ROUND THE CLOCK
7:00 A. M. - MIDNIGHT**



**KMTV DOMINATES!
MIDLAND-ODESSA
in "Oil-Rich" West Texas**

* **TOP NETWORK SHOWS**
6 OUT OF 10

* **TOP MULTI-WEEKLY**
7 OUT OF 10

* **TOP FEATURE FILMS**
6 OUT OF 10

* **TOP SYNDICATED FILMS**

1. MAN CALLED X SUN. 8 33.5
2. HIGHWAY PATROL SUN. 8:30 33.3
3. MEN OF ANNAPOLIS TUES. 7:30 32.0
4. FAVORITE STORY TUES. 8:30 31.8
5. SCIENCE FICTION FRI. 8:30 31.3

*Billboard TV Availabilities July 1957

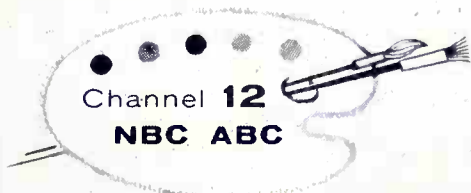
KMTV-TV
CHANNEL 2
NBC 100 KW **abc**
Represented by
Venard, Rintoul & McConnell, Inc.
South-Clarke Brown Company



Outstanding in
ALABAMA
WSFA-TV
Montgomery

Clearly dominant in audience and coverage,
WSFA-TV is as symbolic of the *New South* as the
famous fountain in Court Square is of the Old.

WSFA-TV gives you highest-rated local and
network programming plus maximum-power VHF
signal, thus providing greatest coverage of the
rapidly-growing, 1,000,000-population Central
and Southern Alabama market.



The **WKY** Television System, Inc.

WKY and **WKY-TV** Oklahoma City

WTVT Tampa - St. Petersburg

Represented by the Katz Agency

Use the 3-way Leader
Use the 3-way Leader



WKRg-TV LEADS THREE WAYS

No matter how you measure it, WKRg-TV is number one by a large margin in this Billion-Dollar Market.

NIELSEN

Report number two shows WKRg-TV leading in every department . . . covering 33 to 26 counties for Station "X", with 45,000 extra homes in Channel 5's area.

A.R.B.

(Feb., '57) WKRg-TV leads 281 to 150 in measured quarter-hour segments. At night, the lead is 139 to 59!

PULSE

Telepulse (Sept., '56) shows WKRg-TV leading in 275 quarter-hours to 171 for Station "X".

HERE'S THE BILLION-PLUS MARKET

Within the area of WKRg-TV's measurable audience lies 1,258,000 people . . . 336,000 families with a Consumer Spendable Income of \$1,467,000,000 and Total Retail Sales of \$1,060,054,000 (all based on latest published SRDS figures).

Even if ratings were equal, which they aren't, here is the Coverage-Bonus WKRg-TV gives you in Big, Billion-Dollar Mobile:

| | Population | Total Families | C.S.I. | T.R.S. |
|----------------|------------|----------------|-----------------|-----------------|
| WKRg-TV | 1,258,000 | 336,000 | \$1,467,000,000 | \$1,060,000,000 |
| Sta. "X" | 1,087,000 | 290,000 | 1,316,000,000 | 954,000,000 |
| Bonus | 161,000 | 46,000 | \$ 151,000,000 | \$ 106,000,000 |

Channel



CBS

WKRg-TV

Reps:
Avery-Knodel

| | VHF Sets | Pop. (00) | Fam. (00) | Sales (000) |
|-------------------------------|----------------|----------------|--------------|-----------------|
| MOBILE, ALA. continued | | | | |
| Monroe | 2,783 | 22.4 | 5.3 | 12,514 |
| Washington | 1,266 | 15.0 | 3.4 | 5,562 |
| Wilcox | 2,942 | 20.7 | 4.6 | 6,012 |
| Florida: | | | | |
| Bay | 8,373 | 59.3 | 15.8 | 13,822 |
| Calhoun | 995 | 7.3 | 1.9 | 6,488 |
| Escambia | 35,987 | 156.1 | 41.6 | 18,717 |
| Gulf | 1,986 | 9.9 | 2.7 | 7,994 |
| Holmes | 1,601 | 12.0 | 2.8 | 5,000 |
| Okaloosa | 5,665 | 53.0 | 11.8 | 15,611 |
| Santa Rosa | 3,498 | 22.7 | 5.6 | 10,000 |
| Walton | 995 | 14.9 | 3.8 | 3,000 |
| Washington | 1,275 | 11.3 | 2.9 | 5,000 |
| Mississippi: | | | | |
| Forrest | 4,406 | 49.9 | 14.3 | 14,500 |
| George | 1,048 | 10.6 | 2.6 | 7,000 |
| Greene | 1,285 | 7.2 | 1.8 | 2,550 |
| Hancock | 2,238 | 11.1 | 2.9 | 18,400 |
| Harrison | 15,945 | 112.9 | 29.5 | 10,000 |
| Jackson | 10,452 | 41.2 | 11.3 | 13,800 |
| Jones | 10,544 | 63.2 | 17.1 | 10,500 |
| Lamar | 1,091 | 13.0 | 3.3 | 4,300 |
| Marion | 2,584 | 22.2 | 5.8 | 16,520 |
| Pearl River | 3,758 | 20.6 | 5.5 | 17,700 |
| Perry | 1,213 | 8.5 | 2.1 | 3,700 |
| Stone | 434 | 6.0 | 1.5 | 6,200 |
| Walthall | 1,775 | 13.5 | 3.2 | 8,167 |
| Total | 199,883 | 1,229.4 | 321.4 | \$12,985 |

MONROE, LOUISIANA

| | | | | |
|---------------------|----------------|--------------|--------------|---------------|
| Arkansas: | | | | |
| Ashley | 2,599 | 20.1 | 5.3 | 9,389 |
| Chicot | 3,699 | 19.3 | 5.5 | 3,346 |
| Union | 11,557 | 54.0 | 15.8 | 12,000 |
| Louisiana: | | | | |
| Avoyelles | 3,621 | 38.3 | 10.4 | 20,097 |
| Bienville | 1,768 | 17.0 | 4.4 | 7,800 |
| Caldwell | 1,344 | 10.0 | 2.7 | 4,860 |
| Catahoula | 1,540 | 11.0 | 2.7 | 8,310 |
| Claiborne | 3,013 | 23.2 | 6.2 | 4,999 |
| Concordia | 1,406 | 14.0 | 3.7 | 2,021 |
| East Carroll | 2,686 | 15.2 | 3.9 | 7,080 |
| Franklin | 3,605 | 28.7 | 7.1 | 2,799 |
| Grant | 2,605 | 13.5 | 3.4 | 5,422 |
| Jackson | 2,308 | 14.6 | 3.6 | 13,771 |
| La Salle | 2,181 | 13.7 | 3.8 | 9,716 |
| Lincoln | 3,516 | 26.7 | 6.8 | 12,681 |
| Madison | 2,427 | 16.6 | 4.4 | 1,785 |
| Morehouse | 3,532 | 35.4 | 9.2 | 14,122 |
| Natchitoches | 5,985 | 37.0 | 9.3 | 8,241 |
| Ouachita | 17,385 | 87.3 | 25.2 | 12,222 |
| Richland | 4,430 | 25.2 | 6.4 | 16,862 |
| Tensas | 2,402 | 12.4 | 3.2 | 6,289 |
| Union | 1,995 | 18.7 | 4.7 | 9,557 |
| Webster | 6,411 | 37.8 | 10.3 | 1,485 |
| West Carroll | 2,979 | 15.6 | 3.7 | 7,270 |
| Winn | 3,269 | 15.9 | 4.3 | 9,163 |
| Mississippi: | | | | |
| Adams | 4,224 | 34.1 | 9.5 | 17,198 |
| Bolivar | 6,323 | 59.5 | 15.7 | 16,489 |
| Claiborne | 1,645 | 10.7 | 2.6 | 6,477 |
| Franklin | 2,032 | 9.7 | 2.5 | 4,082 |
| Humphreys | 3,380 | 20.4 | 4.9 | 9,760 |
| Issaquena | 950 | 4.3 | 1.1 | 612 |
| Jefferson | 2,075 | 9.5 | 2.5 | 4,630 |
| Sharkey | 1,415 | 11.2 | 2.7 | 7,950 |
| Warren | 8,202 | 41.5 | 13.1 | 11,560 |
| Washington | 12,218 | 70.6 | 20.0 | 3,006 |
| Total | 140,727 | 892.7 | 240.6 | 13,300 |

MONTGOMERY, ALABAMA

| | | | | |
|-----------------|-------|------|-----|-------|
| Alabama: | | | | |
| Autauga | 2,213 | 16.4 | 4.0 | 6,039 |

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| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|--------------|--------------|------------------|
| 4,317 | 25.7 | 6.4 | 14,962 |
| 2,235 | 15.6 | 3.8 | 9,461 |
| 1,959 | 14.7 | 3.5 | 6,071 |
| 2,877 | 26.4 | 6.4 | 15,509 |
| 5,277 | 36.3 | 9.5 | 14,735 |
| 3,225 | 24.7 | 6.4 | 15,602 |
| 2,715 | 24.5 | 6.2 | 21,791 |
| 1,503 | 12.1 | 3.0 | 7,177 |
| 2,134 | 28.3 | 7.1 | 21,528 |
| 1,462 | 19.2 | 4.4 | 8,779 |
| 1,272 | 10.3 | 2.5 | 2,739 |
| 3,767 | 36.8 | 9.0 | 27,893 |
| 2,244 | 17.5 | 4.4 | 7,226 |
| 2,147 | 18.6 | 4.7 | 11,504 |
| 7,182 | 55.9 | 14.0 | 41,624 |
| 3,255 | 29.1 | 7.2 | 14,120 |
| 2,169 | 22.7 | 5.9 | 16,171 |
| 1,726 | 16.3 | 3.7 | 11,017 |
| 8,441 | 50.4 | 13.5 | 49,727 |
| 4,927 | 47.5 | 11.2 | 29,106 |
| 1,918 | 15.4 | 3.5 | 5,449 |
| 3,302 | 30.9 | 6.7 | 10,550 |
| 2,783 | 22.4 | 5.3 | 12,514 |
| 41,255 | 159.0 | 44.6 | 176,821 |
| 3,700 | 17.6 | 4.0 | 9,150 |
| 4,087 | 27.8 | 7.2 | 17,851 |
| 5,025 | 34.1 | 8.8 | 25,170 |
| 2,942 | 20.7 | 4.6 | 6,012 |
| 1,602 | 12.0 | 2.8 | 5,169 |
| 995 | 14.9 | 3.8 | 13,424 |
| 1,275 | 11.3 | 2.9 | 5,712 |
| 135,930 | 915.1 | 231.0 | \$640,603 |

| INDIANA | | | |
|-----------------|--------------|--------------|------------------|
| UHF | 13.4 | 4.1 | \$15,001 |
| DI | 108.1 | 33.8 | 115,162 |
| on county basis | 68.1 | 20.8 | 70,397 |
| | 23.3 | 7.5 | 22,567 |
| | 117.4 | 36.9 | 133,738 |
| | 27.7 | 9.0 | 29,417 |
| †87,309 | 358.0 | 112.1 | \$386,282 |

| OKLAHOMA | | | | |
|----------|--------|------|------|----------|
| Arkans | 2,246 | 21.0 | 6.1 | \$10,757 |
| rawf | 19,425 | 67.7 | 21.0 | 95,214 |
| ebasti | 8,102 | 52.0 | 15.2 | 43,273 |

| OHIO | | | | |
|----------------|--------------|--------------|------------------|---------|
| Adair | 1,945 | 12.5 | 3.2 | 5,979 |
| Churuk | 2,163 | 12.9 | 3.3 | 9,550 |
| raig | 2,856 | 16.2 | 4.2 | 14,858 |
| reak | 11,470 | 40.7 | 12.4 | 31,768 |
| elawz | 2,156 | 10.4 | 2.9 | 5,134 |
| askell | 783 | 11.4 | 2.8 | 5,094 |
| ughel | 2,442 | 15.8 | 4.6 | 11,826 |
| atime | 1,090 | 7.5 | 2.0 | 2,697 |
| te Flor | 3,053 | 27.7 | 7.7 | 14,584 |
| Lincoln | 5,365 | 19.2 | 5.8 | 17,726 |
| McInte | 1,813 | 13.5 | 3.5 | 7,574 |
| aves | 3,273 | 17.3 | 4.9 | 16,616 |
| Muskog | 14,800 | 54.2 | 16.0 | 56,058 |
| newall | 3,155 | 11.7 | 3.5 | 8,823 |
| Okfus | 2,003 | 14.2 | 3.9 | 8,109 |
| Okmul | 7,109 | 38.4 | 11.4 | 31,689 |
| Osage | 10,352 | 38.2 | 11.3 | 38,367 |
| Pittsba | 6,241 | 34.1 | 9.7 | 29,652 |
| Rogers | 4,902 | 18.4 | 5.3 | 15,191 |
| Semin | 8,302 | 40.9 | 11.5 | 26,468 |
| Wagon | 2,430 | 16.8 | 4.2 | 5,752 |
| Wagon | 89,507 | 323.5 | 102.7 | 416,524 |
| Wagon | 2,754 | 14.6 | 4.0 | 10,080 |
| Wagon | 11,007 | 37.7 | 11.9 | 44,535 |
| 230,744 | 988.5 | 295.0 | \$983,898 | |

NASHVILLE, TENNESSEE

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-------------------|-----------|-----------|------------------|----------|
| Alabama: | | | | |
| Lauderdale | 6,719 | 56.8 | 15.4 | \$46,337 |
| Illinois: | | | | |
| Hardin | 1,825 | 7.3 | 2.1 | 3,349 |
| Johnson | 1,714 | 7.4 | 2.2 | 6,046 |
| Massac | 2,452 | 14.4 | 4.7 | 13,248 |
| Pope | 1,192 | 4.8 | 1.5 | 3,197 |
| Kentucky: | | | | |
| Adair | 1,849 | 13.9 | 3.6 | 7,739 |
| Allen | 1,599 | 12.9 | 3.9 | 10,121 |
| Barren | 4,457 | 28.3 | 8.2 | 23,175 |
| Butler | 1,113 | 9.0 | 2.2 | 2,390 |
| Caldwell | 1,780 | 14.1 | 4.3 | 10,533 |
| Calloway | 1,928 | 20.8 | 6.3 | 19,375 |
| Casey | 1,460 | 14.0 | 3.3 | 5,360 |
| Christian | 11,840 | 50.8 | 12.8 | 43,052 |
| Clinton | 687 | 10.4 | 2.5 | 3,599 |
| Crittenden | 1,116 | 18.3 | 3.7 | 7,643 |
| Cumberland | 1,691 | 19.2 | 5.6 | 17,404 |
| Edmonson | 1,195 | 7.3 | 1.8 | 2,894 |
| Graves | 3,751 | 35.4 | 11.3 | 25,923 |
| Grayson | 2,336 | 16.2 | 4.5 | 10,035 |
| Green | 1,122 | 8.6 | 2.5 | 5,940 |
| Hart | 1,775 | 12.5 | 3.6 | 7,368 |
| Hopkins | 6,862 | 40.5 | 12.0 | 29,921 |
| Larue | 1,468 | 10.6 | 2.8 | 5,846 |
| Lincoln | 1,989 | 18.1 | 4.8 | 8,561 |
| Livingston | 1,110 | 7.1 | 2.0 | 2,918 |
| Logan | 5,432 | 21.8 | 6.1 | 15,434 |
| Lyon | 1,479 | 6.6 | 1.7 | 2,603 |
| McCracken | 15,358 | 77.7 | 24.7 | 68,138 |
| McLean | 1,487 | 10.4 | 2.9 | 5,043 |
| Marshall | 1,825 | 18.4 | 5.6 | 13,339 |
| Metcalfe | 860 | 9.1 | 2.4 | 2,860 |
| Monroe | 1,398 | 11.9 | 3.1 | 8,376 |
| Muhlenberg | 3,365 | 27.9 | 7.5 | 17,681 |
| Ohio | 2,102 | 17.8 | 5.0 | 7,691 |
| Pulaski | 3,785 | 34.5 | 9.1 | 19,355 |
| Russell | 1,657 | 11.1 | 2.9 | 4,051 |
| Simpson | 2,767 | 11.4 | 3.4 | 10,661 |
| Taylor | 1,870 | 15.3 | 4.2 | 10,580 |
| Todd | 2,369 | 11.1 | 3.2 | 7,094 |
| Trigg | 1,179 | 7.6 | 1.9 | 4,787 |
| Union | 1,765 | 16.8 | 4.6 | 13,457 |
| Warren | 7,892 | 44.7 | 13.3 | 41,262 |
| Wayne | 1,078 | 16.4 | 3.9 | 4,335 |
| Webster | 2,443 | 15.8 | 5.1 | 9,553 |
| Tennessee: | | | | |
| Bedford | 4,515 | 23.5 | 6.7 | 16,057 |
| Benton | 1,115 | 10.2 | 2.8 | 6,617 |
| Cannon | 1,333 | 7.9 | 2.0 | 3,790 |
| Carroll | 3,795 | 26.1 | 7.5 | 16,614 |
| Cheatham | 1,397 | 7.9 | 2.0 | 4,635 |
| Clay | 815 | 7.3 | 1.8 | 1,945 |
| Coffee | 4,731 | 26.8 | 7.4 | 23,019 |
| Cumberland | 2,285 | 20.2 | 4.6 | 12,489 |
| Davidson | 91,186 | 362.9 | 102.8 | 447,177 |
| Decatur | 1,385 | 8.2 | 2.2 | 3,896 |
| De Kalb | 1,567 | 10.4 | 2.6 | 4,571 |
| Dickson | 2,884 | 17.9 | 5.1 | 12,225 |
| Fentress | 1,799 | 15.1 | 3.3 | 5,327 |
| Franklin | 1,765 | 25.0 | 6.2 | 14,909 |
| Giles | 4,509 | 25.1 | 6.8 | 15,942 |
| Grundey | 1,585 | 12.4 | 2.9 | 5,145 |
| Henderson | 1,714 | 14.7 | 3.9 | 8,325 |
| Henry | 3,127 | 21.6 | 6.5 | 16,704 |
| Hickman | 1,817 | 12.6 | 3.1 | 5,025 |
| Houston | 967 | 4.4 | 1.2 | 1,668 |
| Humphreys | 1,518 | 10.2 | 2.8 | 6,541 |
| Jackson | 1,016 | 10.9 | 2.6 | 3,614 |
| Lawrence | 3,051 | 27.5 | 7.0 | 18,188 |
| Lewis | 1,015 | 6.0 | 1.5 | 3,136 |
| Lincoln | 2,194 | 25.1 | 6.7 | 16,245 |
| Macon | 2,045 | 12.9 | 3.5 | 4,495 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|--------------|----------------|----------------|------------------|--------------------|
| Marshall | 3,831 | 17.8 | 5.1 | 12,404 |
| Maury | 7,490 | 42.5 | 12.0 | 32,496 |
| Montgomery | 10,098 | 51.9 | 12.4 | 41,102 |
| Moore | 603 | 4.0 | 1.1 | 910 |
| Morgan | 1,230 | 15.2 | 3.2 | 2,753 |
| Overton | 2,756 | 16.3 | 4.0 | 6,247 |
| Perry | 317 | 5.7 | 1.5 | 2,186 |
| Pickett | 504 | 4.4 | 1.0 | 1,200 |
| Putnam | 3,916 | 31.4 | 8.2 | 18,319 |
| Robertson | 4,490 | 27.4 | 7.5 | 17,203 |
| Rutherford | 7,202 | 43.2 | 11.4 | 31,403 |
| Scott | 1,751 | 18.1 | 4.0 | 6,951 |
| Smith | 2,269 | 12.8 | 3.5 | 5,720 |
| Stewart | 1,379 | 7.6 | 1.9 | 3,422 |
| Sumner | 8,140 | 32.4 | 8.8 | 19,111 |
| Trousdale | 1,079 | 5.5 | 1.4 | 2,785 |
| Warren | 2,741 | 22.5 | 6.4 | 17,408 |
| Wayne | 1,155 | 13.4 | 3.3 | 4,749 |
| Weakley | 3,458 | 24.0 | 7.0 | 12,283 |
| White | 1,453 | 15.7 | 4.0 | 7,652 |
| Williamson | 5,365 | 22.4 | 5.8 | 18,213 |
| Wilson | 4,194 | 26.9 | 7.6 | 18,148 |
| Total | 345,692 | 2,058.9 | 564.8 | \$1,549,238 |

NEW BRITAIN, CONN.—See Hartford-New Britain

NEW HAVEN, CONNECTICUT

| Connecticut: | | | | |
|--------------|---------|-------|-------|-----------|
| Fairfield | 161,505 | 595.9 | 174.6 | \$880,917 |
| Hartford | 167,686 | 625.6 | 181.8 | 877,258 |
| Litchfield | 31,080 | 111.6 | 33.6 | 144,655 |
| Middlesex | 19,702 | 75.5 | 21.3 | 97,275 |
| New Haven | 166,777 | 611.9 | 180.3 | 842,299 |
| New London | 44,770 | 165.4 | 48.4 | 215,321 |
| Tolland | 13,875 | 56.6 | 15.0 | 41,141 |
| Windham | 19,332 | 69.4 | 20.9 | 82,208 |

| Massachusetts: | | | | |
|----------------|---------|-------|-------|---------|
| Franklin | 16,095 | 55.5 | 17.4 | 58,266 |
| Hampden | 104,760 | 398.1 | 117.1 | 514,770 |
| Hampshire | 21,367 | 87.9 | 23.1 | 87,264 |

| New York: | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Suffolk | 117,137 | 483.7 | 132.6 | 564,961 |
| Total | 884,086 | 3,337.1 | 966.1 | \$4,406,335 |

NEW ORLEANS, LOUISIANA

| Louisiana: | | | | |
|------------------|---------|-------|-------|----------|
| Ascension | 2,840 | 23.2 | 6.1 | \$17,424 |
| Assumption | 1,671 | 16.4 | 4.0 | 7,122 |
| E. Baton Rouge | 45,829 | 220.5 | 61.4 | 238,241 |
| E. Feliciana | 1,108 | 19.7 | 3.4 | 5,071 |
| Iberia | 7,050 | 43.2 | 11.3 | 44,119 |
| Iberville | 4,058 | 26.1 | 7.1 | 13,213 |
| Jefferson | 41,162 | 158.6 | 44.5 | 113,358 |
| Lafourche | 8,585 | 45.8 | 11.3 | 42,427 |
| Livingston | 3,418 | 21.5 | 5.6 | 11,895 |
| Orleans | 175,287 | 639.8 | 189.5 | 766,577 |
| Plaquemines | 3,422 | 15.2 | 3.7 | 13,269 |
| Pointe-Coupee | 1,884 | 20.8 | 5.2 | 8,726 |
| St. Bernard | 3,422 | 15.3 | 3.7 | 5,684 |
| St. Charles | 2,240 | 13.7 | 3.5 | 7,674 |
| St. Helena | 1,233 | 9.4 | 2.4 | 1,742 |
| St. James | 2,342 | 14.9 | 3.4 | 10,059 |
| St. John Baptist | 2,778 | 14.6 | 3.5 | 5,676 |
| St. Martin | 4,162 | 26.3 | 6.1 | 12,907 |
| St. Mary | 5,576 | 39.2 | 10.3 | 42,821 |
| St. Tammany | 4,888 | 29.3 | 8.2 | 25,373 |
| Tangipahoa | 14,615 | 58.4 | 15.8 | 49,378 |
| Terrebonne | 10,416 | 49.0 | 11.9 | 50,392 |
| Washington | 7,181 | 41.2 | 11.0 | 31,427 |
| W. Baton Rouge | 2,131 | 12.1 | 3.3 | 4,925 |
| W. Feliciana | 746 | 9.3 | 1.6 | 2,683 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------------------|----------------|----------------|--------------|--------------------|
| NEW ORLEANS, LA. continued | | | | |
| Mississippi: | | | | |
| Adams | 4,224 | 34.1 | 9.5 | 37,198 |
| Amite | 1,391 | 16.9 | 4.2 | 7,830 |
| Forrest | 4,406 | 49.9 | 14.3 | 54,511 |
| George | 1,048 | 10.6 | 2.6 | 7,783 |
| Greene | 1,285 | 7.2 | 1.8 | 2,565 |
| Hancock | 2,238 | 11.1 | 2.9 | 8,437 |
| Harrison | 15,945 | 112.9 | 29.5 | 100,096 |
| Jackson | 10,452 | 44.2 | 11.3 | 33,807 |
| Jeff Davis | 2,429 | 14.7 | 3.5 | 6,077 |
| Jones | 10,544 | 63.2 | 17.1 | 40,566 |
| Lamar | 1,091 | 13.0 | 3.3 | 4,300 |
| Lawrence | 1,603 | 11.1 | 2.7 | 5,136 |
| Marion | 2,584 | 22.2 | 5.8 | 16,524 |
| Pearl River | 3,758 | 20.6 | 5.5 | 17,710 |
| Perry | 1,213 | 8.5 | 2.1 | 3,746 |
| Pike | 3,839 | 33.7 | 9.1 | 30,983 |
| Stone | 434 | 6.0 | 1.5 | 6,280 |
| Walthall | 1,775 | 13.5 | 3.2 | 8,187 |
| Wilkinson | 1,288 | 12.8 | 3.0 | 5,914 |
| Total | 429,591 | 2,086.7 | 570.7 | \$1,929,833 |

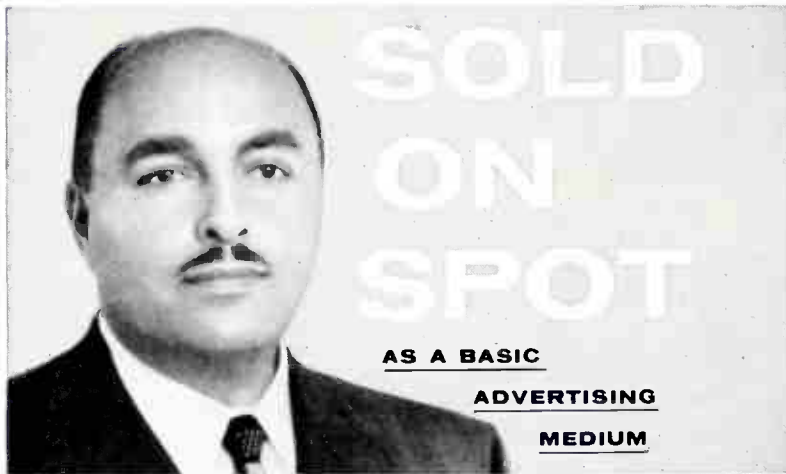
| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------|----------|-----------|-----------|------------------|
| NEW YORK, NEW YORK | | | | |
| Connecticut: | | | | |
| Fairfield | 161,505 | 595.9 | 174.6 | \$880,917 |
| Litchfield | 31,080 | 111.6 | 33.6 | 144,655 |
| Middlesex | 19,702 | 75.5 | 21.3 | 97,275 |
| New Haven | 166,777 | 611.9 | 180.3 | 842,299 |
| New Jersey: | | | | |
| Bergen | 200,077 | 706.0 | 216.3 | 807,867 |
| Essex | 268,178 | 983.5 | 292.8 | 1,265,180 |
| Hudson | 175,191 | 637.0 | 193.4 | 640,221 |
| Hunterdon | 12,940 | 47.8 | 14.5 | 57,373 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------|------------------|-----------------|----------------|---------------------|
| Mercer | 65,212 | 261.0 | 70.5 | 370,652 |
| Middlesex | 89,725 | 337.3 | 97.0 | 363,494 |
| Monmouth | 78,532 | 283.4 | 84.9 | 351,717 |
| Morris | 53,835 | 207.8 | 58.2 | 234,226 |
| Ocean | 21,728 | 71.5 | 23.5 | 145,725 |
| Passaic | 105,357 | 366.2 | 113.9 | 526,919 |
| Somerset | 31,542 | 122.6 | 34.1 | 108,147 |
| Sussex | 10,602 | 38.3 | 11.6 | 48,407 |
| Union | 127,187 | 465.8 | 137.5 | 600,510 |
| Warren | 16,526 | 59.7 | 18.2 | 61,028 |
| New York: | | | | |
| Bronx | 420,505 | 1,479.6 | 454.6 | 1,118,136 |
| Dutchess | 35,335 | 144.3 | 38.2 | 177,944 |
| Kings | 783,752 | 2,765.7 | 847.3 | 2,367,284 |
| Nassau | 298,522 | 1,163.1 | 344.4 | 1,534,786 |
| New York | 539,568 | 1,862.5 | 628.8 | 4,284,099 |
| Orange | 42,444 | 166.5 | 49.9 | 219,264 |
| Putnam | 5,920 | 21.4 | 6.4 | 33,912 |
| Queens | 496,758 | 1,773.2 | 554.5 | 1,781,940 |
| Richmond | 53,751 | 213.3 | 59.8 | 182,081 |
| Rockland | 24,802 | 105.8 | 26.9 | 108,133 |
| Suffolk | 117,137 | 483.7 | 132.6 | 564,961 |
| Sullivan | 12,302 | 42.8 | 13.3 | 82,613 |
| Ulster | 29,195 | 101.1 | 31.7 | 117,941 |
| Westchester | 200,540 | 733.0 | 216.8 | 1,010,344 |
| Pennsylvania: | | | | |
| Monroe | 9,712 | 35.5 | 10.5 | 44,893 |
| Pike | 2,660 | 8.9 | 3.0 | 8,042 |
| Wayne | 6,741 | 26.9 | 7.6 | 24,764 |
| Total | 4,715,340 | 17,110.1 | 5,202.5 | \$21,207,749 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------|----------|-----------|-----------|------------------|
| NORFOLK, VIRGINIA | | | | |
| Maryland: | | | | |
| Somerset | 2,179 | 20.8 | 5.9 | \$16,379 |
| Worcester | 2,875 | 25.5 | 7.6 | 40,924 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------|----------------|----------------|--------------|------------------|
| North Carolina: | | | | |
| Beaufort | 8,325 | 37.0 | 9.0 | 30,120 |
| Berie | 4,957 | 26.5 | 5.9 | 12,300 |
| Camden | 1,185 | 5.1 | 1.4 | 840 |
| Chowan | 2,282 | 12.7 | 2.9 | 9,420 |
| Currituck | 1,545 | 6.1 | 1.8 | 3,440 |
| Dare | 796 | 5.3 | 1.3 | 7,530 |
| Gates | 1,366 | 9.6 | 2.3 | 3,800 |
| Halifax | 7,742 | 60.6 | 13.1 | 46,000 |
| Hertford | 2,920 | 22.0 | 4.8 | 18,000 |
| Hyde | 974 | 5.9 | 1.4 | 1,000 |
| Martin | 3,938 | 28.7 | 6.1 | 18,000 |
| Northampton | 5,116 | 28.2 | 5.9 | 9,000 |
| Pasquotank | 5,250 | 27.3 | 7.2 | 30,000 |
| Perquimans | 1,678 | 9.5 | 2.5 | 8,000 |
| Tyrrell | 884 | 5.1 | 1.2 | 2,000 |
| Washington | 1,284 | 13.4 | 3.0 | 9,800 |
| Virginia: | | | | |
| Accomack | 6,000 | 34.7 | 10.1 | 28,000 |
| Brunswick | 1,901 | 20.4 | 4.2 | 14,000 |
| Caroline | 2,090 | 12.0 | 2.6 | 9,000 |
| Charles City | 832 | 4.7 | .9 | 520 |
| Dinwiddie | 12,950 | 57.0 | 14.0 | 66,000 |
| Essex | 924 | 6.1 | 1.4 | 9,420 |
| Gloucester | 2,397 | 10.4 | 2.9 | 9,170 |
| Greensville | 2,840 | 17.0 | 3.9 | 13,700 |
| Isle of Wight | 1,714 | 15.4 | 3.5 | 10,170 |
| James City | 2,098 | 15.0 | 2.7 | 17,000 |
| King & Queen | 1,136 | 6.5 | 1.4 | 2,320 |
| King George | 1,092 | 7.1 | 1.8 | 3,600 |
| King William | 1,261 | 7.8 | 1.9 | 9,020 |
| Lancaster | 1,817 | 8.2 | 2.2 | 10,990 |
| Lunenburg | 1,425 | 14.3 | 3.4 | 7,900 |
| Mathews | 1,314 | 6.3 | 1.6 | 4,770 |
| Middlesex | 1,373 | 6.9 | 1.9 | 5,700 |
| Nansemond | 6,616 | 39.6 | 10.1 | 36,110 |
| New Kent | 710 | 4.0 | 1.0 | 2,430 |
| Newport News | 44,677 | 184.5 | 48.3 | 185,000 |
| Norfolk | 122,285 | 474.3 | 132.2 | 612,800 |
| Northampton | 3,105 | 16.9 | 4.5 | 15,510 |
| Northumberland | 2,111 | 9.6 | 2.4 | 5,200 |
| Prince George | 8,226 | 41.0 | 9.1 | 36,440 |
| Princess Anne | 14,892 | 66.1 | 16.1 | 48,000 |
| Richmond | 919 | 5.8 | 1.4 | 16,330 |
| Southampton | 3,499 | 27.0 | 6.3 | 20,320 |
| Surry | 1,311 | 6.5 | 1.5 | 1,930 |
| Sussex | 1,564 | 13.0 | 2.8 | 9,190 |
| Westmoreland | 1,586 | 10.9 | 2.8 | 10,210 |
| York | 3,338 | 16.6 | 4.2 | 10,330 |
| Total | 313,299 | 1,514.9 | 386.4 | \$99,660 |

ADVERTISERS WHO ARE BROADENING THEIR CONSUMER MARKET ARE



MEYER ROBINSON, GENERAL MANAGER OF THE MANISCHEWITZ WINE CO., CREDITS SPOT FOR THE GROWING SUCCESS OF MANISCHEWITZ:

"WE'VE FOUND THAT EXPANDING MANISCHEWITZ WINE'S CONSUMER MARKET IS A JOB THAT SPOT RADIO AND SPOT TELEVISION DO BEST. BECAUSE SPOT ALLOWS COMPLETE MARKET AND SEASONAL FLEXIBILITY, AND BECAUSE WE CAN DRIVE OUR BRAND NAME HOME WITH A CATCHY JINGLE, SPOT GETS 99% OF OUR ADVERTISING DOLLAR."



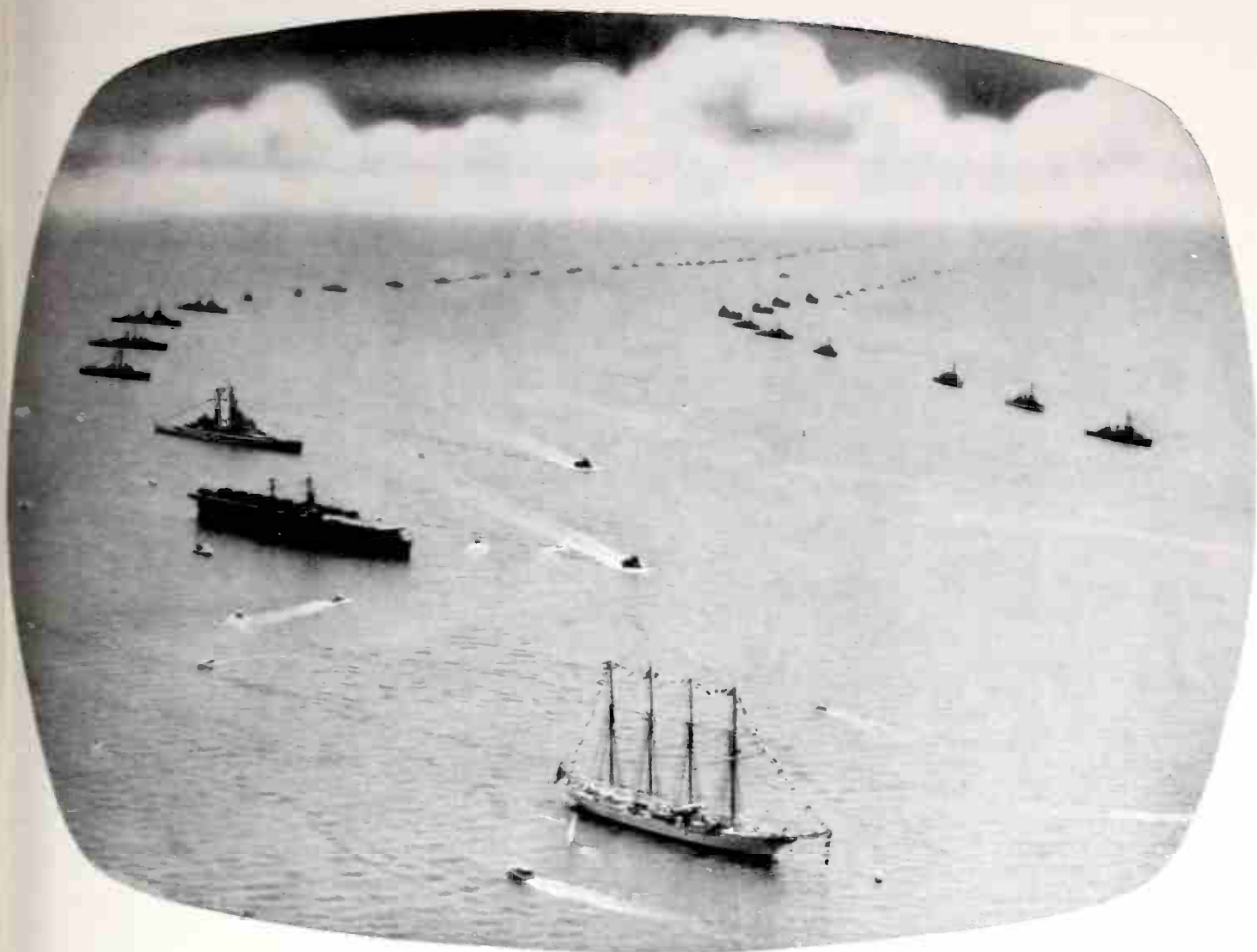
SPOT SALES

Buy the LEADERSHIP station in New York--WRCA-TV • 4

OAK HILL, WEST VIRGINIA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------|---------------|--------------|--------------|------------------|
| West Virginia: | | | | |
| Braxton | 1,259 | 15.3 | 3.7 | \$9,420 |
| Calhoun | 1,287 | 8.6 | 2.1 | 3,038 |
| Clay | 1,600 | 14.1 | 3.3 | 4,078 |
| Doddridge | 754 | 8.1 | 2.1 | 3,615 |
| Fayette | 12,061 | 82.5 | 20.3 | 48,745 |
| Gilmer | 768 | 8.1 | 2.0 | 3,077 |
| Greenbrier | 5,726 | 37.2 | 9.3 | 32,523 |
| Jackson | 1,605 | 14.4 | 3.5 | 10,900 |
| Lewis | 2,233 | 18.9 | 4.6 | 12,681 |
| McDowell | 11,656 | 90.9 | 20.8 | 56,139 |
| Mercer | 9,870 | 73.9 | 18.7 | 68,500 |
| Mingo | 7,041 | 48.1 | 11.1 | 35,101 |
| Monroe | 1,665 | 12.3 | 3.0 | 5,826 |
| Nicholas | 3,652 | 27.9 | 6.6 | 17,510 |
| Pocahontas | 1,210 | 11.2 | 2.8 | 9,398 |
| Raleigh | 14,530 | 95.2 | 23.4 | 64,594 |
| Richie | 978 | 10.7 | 2.9 | 6,001 |
| Roane | 1,737 | 16.3 | 3.8 | 8,303 |
| Summers | 2,062 | 17.3 | 4.3 | 9,869 |
| Webster | 1,539 | 16.6 | 4.0 | 8,501 |
| Wirt | 710 | 4.4 | 1.2 | 1,366 |
| Wyoming | 5,551 | 40.8 | 9.1 | 26,996 |
| Total | 89,494 | 672.4 | 162.6 | 44,999 |

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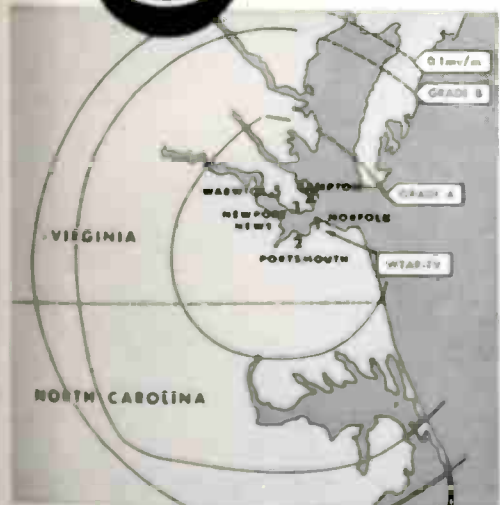
AN AWE FULL EYEFUL

On June 11, from the top of WTAR-TV's 1,049-foot tower you could have seen history's greatest peacetime display of naval might—a 14-mile double row of ships stretched out through Hampton Roads for the International Naval Review.

Then, had you "panned" around to the left in a complete circle, you would have looked down on five major Virginia cities—Hampton, Newport News, Warwick, Portsmouth and Norfolk—ringing Hampton Roads in one big eye-popping market . . . the greatest, growingest in Virginia, and 27th in the nation!

Atop our tower, you would be at the focal point of this big five-city market, dominated by WTAR-TV.

For more information about the foremost communications medium in Virginia's greatest market, write to WTAR-TV or your Petry man.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
 Business Office and Studio—720 Boush Street, Norfolk, Va.
 Telephone: Madison 5-6711
 REPRESENTATIVE: Edward Petry & Company, Inc.

MORE

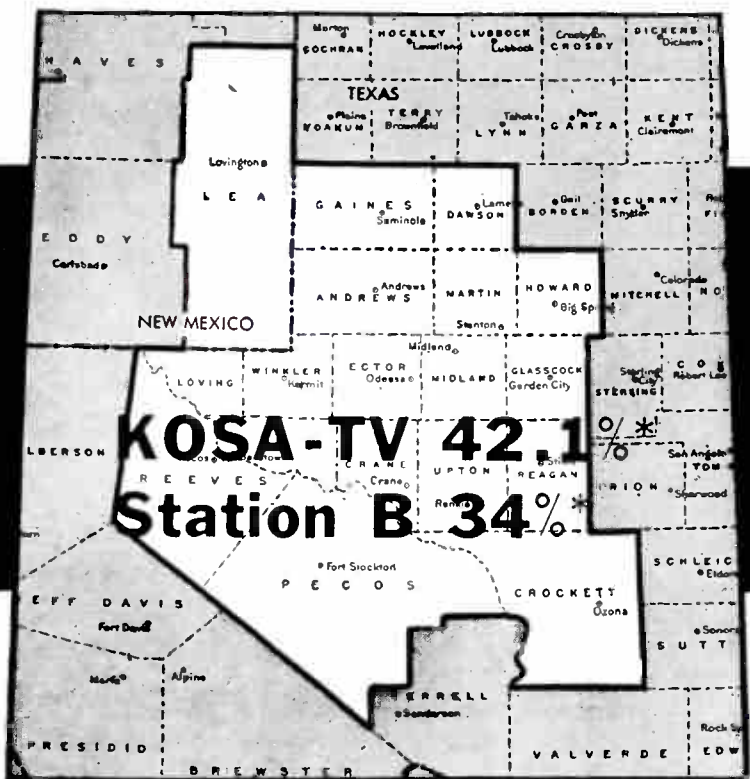
AUDIENCE

POWER

TOWER

COVERAGE

New ARB 18-County study (April 7-13, 1957) shows dominance of KOSA-TV. KOSA-TV leads all summarized afternoon and evening periods.



TOWER: 1013 feet above average city terrain

POWER: 316,000 watts of maximum signal strength

POPULATION: 348,000**

TV SETS: 87,000

* share of audience

** Sales Management, May 1957

On the overall basis, Monday-Friday, between 9 A.M.-11 P.M., during the 280 rated quarter hours, KOSA-TV ranks first 187 quarter hours or 66.8% of the total time. (It ranks second 82 quarter hours or 29.3% of the time during the same period.)

Call John E. Pearson Company today for the full facts on how to reach the three-quarter billion dollar area covered *only* by KOSA-TV.



KOSA-TV

CHANNEL 7

ODESSA, TEXAS

Represented by John E. Pearson Television, Inc.

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

MIDLAND, TEXAS

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------|----------|-----------|-----------|------------------|
| Mexico: | 8,701 | 57.1 | 16.7 | \$77,204 |
| Asst | 2,075 | 10.4 | 3.0 | 9,963 |
| re | 185 | 1.1 | .2 | 280 |
| de | 731 | 7.5 | 1.9 | 5,890 |
| wf | 1,160 | 5.3 | 1.5 | 6,218 |
| nc | 4,185 | 22.5 | 6.0 | 23,422 |
| sa | 16,504 | 77.3 | 22.7 | 104,954 |
| er | 2,220 | 9.0 | 2.4 | 17,035 |
| sk | 108 | .9 | .2 | 159 |
| nd | 7,050 | 32.8 | 9.1 | 53,433 |
| on | 370 | 1.6 | .4 | 539 |
| in | 87 | .2 | .1 | 48 |
| rti | 1,191 | 5.7 | 1.4 | 8,867 |
| de | 13,042 | 46.5 | 14.1 | 82,311 |
| ch | 3,792 | 14.5 | 4.1 | 11,499 |
| os | 1,614 | 10.9 | 2.8 | 10,990 |
| esie | 596 | 5.9 | 1.5 | 5,454 |
| oof | 679 | 3.7 | .9 | 4,627 |
| eevi | 2,532 | 17.1 | 4.5 | 22,791 |
| erli | 249 | 1.3 | .4 | 1,801 |
| erre | 416 | 2.9 | .9 | 2,800 |
| ptoi | 906 | 5.3 | 1.6 | 6,967 |
| arq | 3,015 | 16.8 | 4.5 | 16,057 |
| ink | 2,503 | 14.1 | 4.1 | 15,214 |
| Total | 73,911 | 370.4 | 105.0 | \$488,523 |

OKLAHOMA CITY, OKLAHOMA

| | | | | |
|---------|--------|------|------|----------|
| Kans | 1,821 | 9.5 | 3.1 | \$11,944 |
| Barb | 840 | 3.6 | 1.2 | 2,820 |
| Comthe | 8,112 | 36.8 | 12.0 | 46,485 |
| Cow | 2,020 | 10.2 | 3.1 | 11,073 |
| Harp | 2,431 | 11.1 | 3.4 | 8,953 |
| Kingin | 803 | 4.8 | 1.4 | 5,165 |
| Kiow | 2,370 | 12.8 | 4.0 | 20,031 |
| Pratt | 5,605 | 26.5 | 8.9 | 26,633 |
| Suma | | | | |
| Oklama: | | | | |
| Alfal | 1,753 | 9.0 | 2.9 | 8,260 |
| Atok | 2,960 | 12.1 | 3.2 | 5,266 |
| Beckm | 4,494 | 19.5 | 6.2 | 22,528 |
| Blair | 2,797 | 12.9 | 3.9 | 11,623 |
| Cado | 6,855 | 28.2 | 8.2 | 24,778 |
| Canan | 6,397 | 24.1 | 7.1 | 24,496 |
| Cart | 8,423 | 42.6 | 13.3 | 54,292 |
| Clevnd | 9,897 | 42.8 | 10.7 | 33,405 |
| Coal | 1,065 | 6.3 | 1.5 | 3,465 |
| Comthe | 18,962 | 74.0 | 20.5 | 72,863 |
| Cree | 11,470 | 40.7 | 12.4 | 31,768 |
| Custl | 3,361 | 18.1 | 5.6 | 23,135 |
| Dewl | 1,048 | 7.1 | 2.0 | 4,250 |
| Ellis | 2,443 | 8.4 | 2.7 | 4,964 |
| Garff | 10,851 | 50.9 | 15.8 | 78,846 |
| Garv | 6,273 | 33.4 | 9.6 | 26,619 |
| Grac | 8,685 | 30.6 | 9.4 | 34,167 |
| Graf | 1,383 | 8.7 | 2.5 | 8,393 |
| Gree | 1,235 | 8.9 | 2.6 | 6,942 |
| Harr | 1,150 | 7.1 | 2.0 | 6,773 |
| Harp | 993 | 4.9 | 1.4 | 3,724 |
| Hask | 783 | 11.4 | 2.8 | 5,094 |
| Hugh | 2,442 | 15.8 | 4.6 | 11,826 |
| Jackh | 3,326 | 24.3 | 7.6 | 25,730 |
| Johnn | 1,794 | 9.3 | 2.4 | 4,553 |
| Koy | 14,615 | 49.7 | 15.8 | 57,152 |
| Kingher | 2,705 | 10.7 | 3.2 | 10,882 |
| Klov | 2,804 | 15.7 | 4.7 | 14,399 |
| Latig | 1,090 | 7.5 | 2.0 | 2,697 |
| Linc | 5,365 | 19.2 | 5.8 | 17,726 |
| Logi | 3,788 | 19.1 | 5.9 | 18,247 |
| McCn | 3,273 | 15.7 | 4.5 | 8,803 |
| McClsh | 1,813 | 13.5 | 3.5 | 7,574 |



It's Crystal Clear!

OKLAHOMA CITY WATCHES 3 STATIONS



EXCLUSIVE  FOR OKLAHOMA CITY

100,000 W. • 1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR Television ASSOCIATES INC.

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------------|----------------|----------------|--------------|--------------------|
| OKLAHOMA CITY, OKLA. continued | | | | |
| Major | 2,260 | 10.0 | 3.0 | 5,299 |
| Murray | 2,358 | 10.2 | 3.1 | 11,768 |
| Noble | 2,310 | 9.6 | 3.0 | 10,445 |
| Okfuskee | 2,003 | 14.2 | 3.9 | 8,109 |
| Oklahoma | 118,307 | 400.0 | 127.9 | 531,761 |
| Osage | 10,352 | 38.2 | 11.3 | 38,367 |
| Pawnee | 3,792 | 13.6 | 4.1 | 11,160 |
| Payne | 6,712 | 40.6 | 11.5 | 39,965 |
| Pittsburg | 6,241 | 34.1 | 9.7 | 29,652 |
| Ponotoc | 6,916 | 30.0 | 9.0 | 32,110 |
| Pottawatomie | 7,540 | 45.4 | 13.6 | 44,626 |
| Roger Mills | 1,665 | 6.4 | 1.8 | 3,649 |
| Seminole | 8,302 | 40.9 | 11.5 | 26,468 |
| Stephens | 6,998 | 36.0 | 10.9 | 42,859 |
| Washita | 3,020 | 15.5 | 4.6 | 10,408 |
| Woods | 1,860 | 12.8 | 3.9 | 13,421 |
| Woodward | 2,252 | 11.6 | 3.3 | 11,651 |
| Texas: | | | | |
| Hemphill | 523 | 4.2 | 1.3 | 4,121 |
| Lipscomb | 605 | 3.7 | 1.1 | 3,840 |
| Ochiltree | 727 | 7.8 | 2.2 | 16,280 |
| Roberts | 199 | 1.0 | .3 | 1,881 |
| Total | 375,237 | 1,603.3 | 484.4 | \$1,706,194 |

OHAMA, NEBRASKA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Iowa: | | | | |
| Adair | 3,310 | 11.4 | 3.8 | \$10,103 |
| Adams | 1,885 | 8.0 | 2.6 | 6,748 |
| Audubon | 3,145 | 11.6 | 3.4 | 12,823 |
| Buena Vista | 5,902 | 22.0 | 7.0 | 29,194 |
| Carroll | 5,920 | 22.4 | 6.4 | 31,101 |
| Cass | 5,584 | 18.3 | 6.1 | 26,954 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------|-----------|-----------|------------------|
| Cherokee | 4,717 | 18.6 | 5.1 | 20,211 |
| Crawford | 4,995 | 18.7 | 5.4 | 19,147 |
| Fremont | 2,989 | 10.9 | 3.3 | 9,539 |
| Harrison | 4,995 | 17.6 | 5.4 | 16,071 |
| Ida | 2,960 | 10.5 | 3.2 | 10,841 |
| Mills | 3,052 | 12.9 | 3.3 | 9,883 |
| Monona | 4,390 | 15.5 | 4.8 | 14,826 |
| Montgomery | 4,186 | 15.2 | 5.1 | 18,980 |
| Page | 6,327 | 23.0 | 7.1 | 30,260 |
| Pottawattamie | 19,231 | 69.8 | 21.5 | 75,623 |
| Ringgold | 2,682 | 8.8 | 2.9 | 5,603 |
| Sac | 3,368 | 16.8 | 5.3 | 20,512 |
| Shelby | 4,009 | 15.1 | 4.4 | 14,409 |
| Taylor | 2,557 | 11.6 | 3.8 | 6,783 |
| Union | 4,015 | 17.0 | 5.6 | 15,190 |
| Kansas: | | | | |
| Clay | 2,446 | 10.9 | 3.7 | 13,884 |
| Cloud | 2,903 | 15.4 | 5.0 | 17,958 |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 |
| Mitchell | 1,142 | 9.5 | 3.0 | 14,813 |
| Republic | 2,878 | 10.5 | 3.6 | 8,359 |
| Washington | 2,605 | 12.5 | 4.0 | 6,761 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------|-----------|-----------|------------------|
| Missouri: | | | | |
| Atchison | 1,821 | 10.9 | 3.3 | 10,449 |
| Holt | 1,645 | 9.7 | 3.0 | 9,146 |
| Nodaway | 5,162 | 24.0 | 7.5 | 20,602 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------------|----------------|--------------|--------------------|
| Nebraska: | | | | |
| Antelope | 2,840 | 10.7 | 3.3 | 12,782 |
| Boone | 1,514 | 10.2 | 3.0 | 9,008 |
| Burt | 2,941 | 11.0 | 3.3 | 14,601 |
| Butler | 3,208 | 11.8 | 3.7 | 9,526 |
| Cass | 4,742 | 17.3 | 5.5 | 15,061 |
| Cedar | 3,330 | 13.4 | 3.6 | 11,825 |
| Clay | 1,776 | 9.1 | 3.1 | 7,560 |
| Colfax | 2,449 | 10.5 | 3.3 | 15,177 |
| Cuming | 3,133 | 12.8 | 3.7 | 14,868 |
| Dakota | 3,129 | 11.7 | 3.4 | 11,866 |
| Dixon | 2,392 | 9.1 | 2.8 | 7,695 |
| Dodge | 8,657 | 29.5 | 9.5 | 45,842 |
| Douglas | 85,917 | 316.9 | 97.2 | 426,206 |
| Fillmore | 1,695 | 8.9 | 3.0 | 10,803 |
| Gage | 6,883 | 27.0 | 8.1 | 31,436 |
| Hamilton | 2,011 | 8.7 | 2.9 | 9,556 |
| Jefferson | 3,346 | 12.7 | 4.1 | 14,193 |
| Johnson | 1,642 | 6.3 | 2.1 | 6,568 |
| Knox | 2,557 | 14.3 | 4.2 | 14,041 |
| Lancaster | 41,205 | 141.1 | 44.9 | 167,323 |
| Madison | 7,215 | 25.8 | 7.8 | 39,545 |
| Merrick | 1,154 | 8.2 | 2.7 | 9,969 |
| Nance | 1,030 | 6.3 | 1.8 | 5,064 |
| Nemaha | 2,445 | 11.5 | 3.5 | 9,702 |
| Nuckolls | 2,531 | 10.0 | 2.9 | 10,215 |
| Otoe | 4,625 | 16.4 | 5.3 | 21,935 |
| Pawnee | 1,624 | 5.8 | 2.0 | 3,747 |
| Pierce | 1,338 | 8.7 | 2.7 | 7,847 |
| Platte | 5,827 | 21.3 | 6.3 | 29,423 |
| Polk | 2,029 | 8.0 | 2.6 | 8,402 |
| Richardson | 3,945 | 14.9 | 4.8 | 17,002 |
| Saline | 2,746 | 13.2 | 4.5 | 15,557 |
| Sarpy | 5,906 | 25.1 | 6.7 | 9,864 |
| Saunders | 5,088 | 17.1 | 5.5 | 19,259 |
| Seward | 2,736 | 13.1 | 4.1 | 13,211 |
| Stanton | 1,471 | 6.2 | 1.8 | 3,412 |
| Thayer | 2,470 | 9.8 | 3.2 | 9,591 |
| Thurston | 2,008 | 8.5 | 2.5 | 7,211 |
| Washington | 3,258 | 11.7 | 3.6 | 10,374 |
| Wayne | 2,682 | 10.3 | 2.9 | 9,831 |
| York | 3,802 | 14.4 | 4.6 | 17,576 |
| Total | 374,184 | 1,447.3 | 448.0 | \$1,646,042 |

ORLANDO, FLORIDA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------|-----------|-----------|------------------|
| Florida: | | | | |
| Brevard | 12,311 | 49.1 | 15.9 | \$67,292 |

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AUGUST CIRCULATION ESTIMATES

| | |
|-----------------------|---------|
| Rome | 108,400 |
| Roswell | 44,300 |
| St. Joseph | 191,200 |
| Salinas-Monterey | 131,600 |
| Salisbury | 42,400 |
| Salt Lake City | 204,000 |
| San Angelo | 22,200 |
| San Antonio | 251,700 |
| San Diego | 276,700 |
| Santa Barbara | 44,900 |
| Savannah | 95,000 |
| Scranton-Wilkes-Barre | 239,000 |
| Seattle-Tacoma | 454,600 |
| Sedalia | 28,400 |

THESE ESTIMATES ARE UPDATED
MONTHLY IN
TELEVISION MAGAZINE'S
EXCLUSIVE CIRCULATION REPORT

Among Us Towers



Charm your prospects with the SALES power of KWTV-Oklahoma City

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|--------------|--------------|--------------------|
| 544 | 6.0 | 1.6 | 6,550 |
| 1,166 | 9.4 | 2.3 | 9,043 |
| 505 | 3.9 | .9 | 3,494 |
| 1,110 | 4.2 | 1.2 | 3,578 |
| 286 | 2.7 | .6 | 2,736 |
| 563 | 2.8 | .7 | 1,538 |
| 1,582 | 12.0 | 3.3 | 11,989 |
| 829 | 6.8 | 1.8 | 10,776 |
| 815 | 8.1 | 2.3 | 8,907 |
| 3,194 | 15.8 | 4.7 | 21,538 |
| 2,226 | 16.1 | 4.7 | 25,576 |
| 510 | 3.2 | .7 | 2,142 |
| 7,346 | 45.1 | 13.2 | 52,973 |
| 1,426 | 10.1 | 2.7 | 10,397 |
| 6,114 | 45.4 | 12.9 | 54,569 |
| 1,271 | 10.2 | 3.2 | 14,823 |
| 766 | 4.3 | 1.1 | 4,783 |
| 44,231 | 196.1 | 59.9 | 265,293 |
| 2,375 | 13.4 | 4.5 | 15,564 |
| 3,741 | 25.7 | 7.7 | 26,015 |
| 42,642 | 162.2 | 46.1 | 177,653 |
| 4,470 | 29.7 | 8.2 | 32,642 |
| 3,226 | 29.3 | 8.0 | 42,628 |
| 4,761 | 35.4 | 10.1 | 28,081 |
| 1,102 | 10.8 | 2.9 | 8,617 |
| 12,285 | 96.3 | 31.4 | 134,831 |
| 161,397 | 853.8 | 252.6 | \$1,044,028 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|------------------|----------------|--------------|------------------|------------------|
| Marion | 6,629 | 24.7 | 7.3 | 21,984 |
| Monroe | 1,658 | 10.4 | 3.0 | 10,638 |
| Poweshiek | 3,476 | 19.3 | 5.6 | 19,261 |
| Van Buren | 2,284 | 10.3 | 3.5 | 9,445 |
| Wapello | 13,565 | 46.8 | 15.0 | 51,998 |
| Washington | 5,531 | 19.0 | 6.2 | 26,865 |
| Wayne | 2,252 | 11.0 | 3.7 | 8,640 |
| Missouri: | | | | |
| Adair | 3,240 | 20.2 | 6.7 | 17,844 |
| Chariton | 2,015 | 14.2 | 4.7 | 11,911 |
| Clark | 1,742 | 8.8 | 2.8 | 6,798 |
| Gentry | 1,900 | 10.1 | 3.3 | 9,001 |
| Grundy | 2,900 | 12.8 | 4.4 | 14,981 |
| Harrison | 3,436 | 13.2 | 4.3 | 15,103 |
| Knox | 1,690 | 7.9 | 2.8 | 5,171 |
| Lewis | 2,313 | 11.3 | 3.7 | 8,916 |
| Linn | 3,358 | 19.4 | 6.8 | 17,610 |
| Livingston | 3,262 | 16.4 | 5.3 | 20,534 |
| Macon | 4,461 | 22.3 | 7.7 | 14,921 |
| Mercer | 1,757 | 5.4 | 1.9 | 5,043 |
| Puam | 2,318 | 8.3 | 2.8 | 5,645 |
| Schuyler | 1,160 | 4.5 | 1.5 | 6,904 |
| Scotland | 1,658 | 7.6 | 2.7 | 5,769 |
| Shelby | 2,204 | 9.3 | 3.5 | 8,652 |
| Sullivan | 2,751 | 10.1 | 3.3 | 6,843 |
| Worth | 876 | 4.9 | 1.6 | 3,815 |
| Total | 149,073 | 651.0 | 210.3 | \$659,852 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-------------------|---------------|--------------|------------------|------------------|
| Lyon | 1,479 | 6.6 | 1.7 | 2,603 |
| McCracken | 15,358 | 77.7 | 24.7 | 68,138 |
| Marshall | 1,825 | 18.4 | 5.6 | 13,339 |
| Trigg | 1,179 | 7.6 | 1.9 | 4,787 |
| Missouri: | | | | |
| Mississippi | 4,177 | 21.1 | 5.6 | 16,137 |
| Tennessee: | | | | |
| Henry | 3,127 | 21.6 | 6.5 | 16,704 |
| Obion | 4,361 | 26.0 | 7.7 | 20,234 |
| Weakley | 3,458 | 24.0 | 7.0 | 12,283 |
| Total | 60,650 | 386.4 | 115.2 | \$280,719 |

PANAMA CITY, FLORIDA

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-----------------|---------------|--------------|------------------|------------------|
| Florida: | | | | |
| Bay | 8,373 | 59.3 | 15.8 | \$63,821 |
| Calhoun | 995 | 7.3 | 1.9 | 6,482 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gulf | 1,986 | 9.9 | 2.7 | 7,946 |
| Holmes | 1,601 | 12.0 | 2.8 | 5,169 |
| Jackson | 2,665 | 35.2 | 8.4 | 25,650 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |
| Walton | 995 | 14.9 | 3.8 | 13,424 |
| Washington | 1,275 | 11.3 | 2.9 | 5,712 |
| Total | 18,869 | 162.1 | 41.8 | \$136,048 |

PADUCAH, KENTUCKY

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|------------------|-----------|-----------|------------------|---------|
| Illinois: | | | | |
| Hardin | 1,825 | 7.3 | 2.1 | \$3,349 |
| Johnson | 1,714 | 7.4 | 2.2 | 6,046 |
| Massac | 2,452 | 14.4 | 4.7 | 13,248 |
| Pope | 1,192 | 4.8 | 1.5 | 3,197 |
| Pulaski | 3,045 | 14.4 | 4.4 | 5,011 |
| Kentucky: | | | | |
| Ballard | 2,101 | 15.4 | 4.9 | 6,037 |
| Caldwell | 1,780 | 14.1 | 4.3 | 10,533 |
| Calloway | 1,928 | 20.8 | 6.3 | 19,375 |
| Carlisle | 673 | 6.1 | 1.8 | 5,516 |
| Crittenden | 1,116 | 18.3 | 3.7 | 7,643 |
| Fulton | 1,549 | 11.1 | 3.2 | 13,098 |
| Graves | 3,751 | 35.4 | 11.3 | 25,923 |
| Hickman | 1,450 | 6.8 | 2.1 | 4,600 |
| Livingston | 1,110 | 7.1 | 2.0 | 2,918 |

PARKERSBURG, WEST VIRGINIA*

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-----------------------|-----------------|--------------|------------------|------------------|
| Ohio: | | | | |
| Washington | UHF | 46.9 | 14.4 | \$50,623 |
| West Virginia: | | | | |
| Wood | on county basis | 71.0 | 21.2 | 76,432 |
| Total | †31,945 | 117.9 | 35.6 | \$127,055 |

*Due to conflicting research data, this market has not been re-evaluated pending further study.

PENSACOLA, FLORIDA

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | |
|-----------------|-----------|-----------|------------------|----------|
| Alabama: | | | | |
| Baldwin | 10,915 | 44.4 | 11.8 | \$33,568 |
| Butler | 2,877 | 26.4 | 6.4 | 15,509 |
| Choctaw | 1,716 | 17.5 | 4.1 | 6,838 |
| Clarke | 2,715 | 24.5 | 6.2 | 21,791 |

WATG, IOWA

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------|-----------|-----------|------------------|
| 5,968 | 24.9 | 8.2 | \$23,027 |
| 8,075 | 28.7 | 9.2 | 40,365 |
| 3,447 | 18.3 | 6.1 | 14,365 |
| 1,834 | 8.9 | 3.0 | 9,589 |
| 2,682 | 9.1 | 2.9 | 7,228 |
| 2,347 | 11.7 | 3.6 | 7,885 |
| 12,560 | 45.2 | 14.5 | 53,459 |
| 4,536 | 18.8 | 5.5 | 21,157 |
| 3,305 | 15.0 | 4.7 | 18,004 |
| 3,264 | 17.1 | 5.5 | 18,566 |
| 4,120 | 16.6 | 5.4 | 16,112 |
| 8,002 | 43.6 | 13.3 | 45,205 |
| 2,960 | 10.5 | 3.2 | 10,431 |
| 2,372 | 10.9 | 3.5 | 11,229 |
| 5,165 | 23.5 | 7.6 | 28,938 |

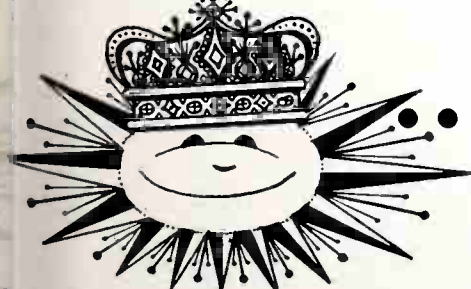
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Channel SIX maximum power

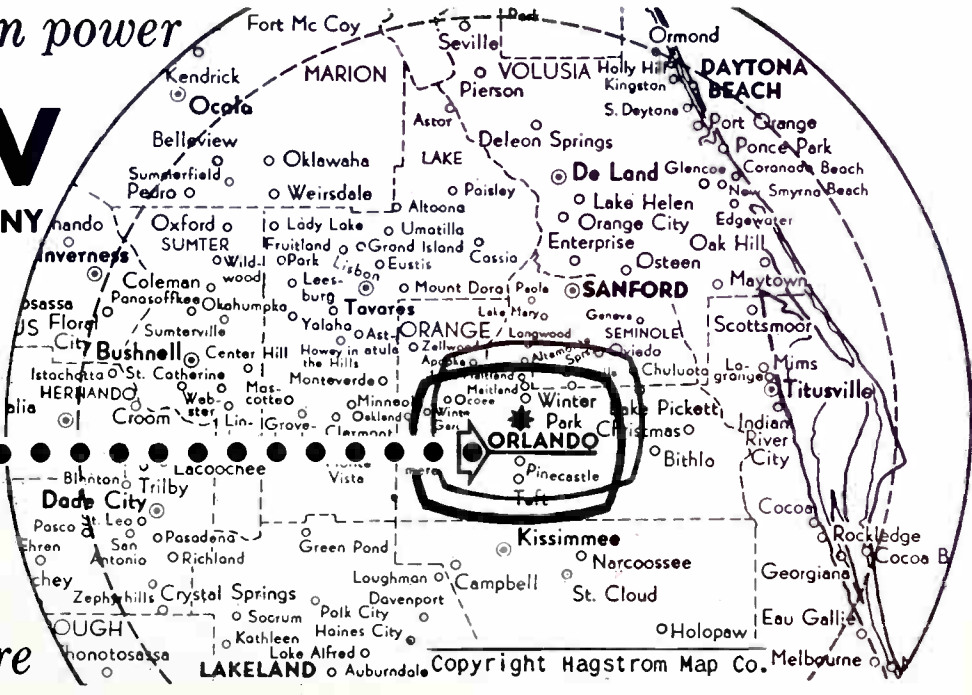
WDBO-TV

HERRY BROADCASTING COMPANY

Orlando, Florida



Serving the Sun Empire



VHF Pop. Fam. Ret. Sales
Sets (00) (00) (000)

| | | | |
|---------|---------|-------|-----------|
| 428,645 | 1,601.7 | 463.4 | 1,912,094 |
| 22,304 | 79.5 | 22.6 | 64,492 |
| 48,467 | 203.1 | 56.9 | 190,269 |
| 26,085 | 100.8 | 28.2 | 104,482 |
| 52,910 | 214.4 | 57.2 | 187,787 |
| 9,620 | 37.4 | 10.4 | 33,940 |
| 21,830 | 80.2 | 23.6 | 81,086 |
| 47,082 | 183.9 | 50.9 | 149,596 |
| 1,110 | 4.4 | 1.2 | 3,915 |
| 11,285 | 44.6 | 12.2 | 27,071 |
| 19,055 | 74.7 | 20.6 | 61,321 |
| 12,672 | 47.0 | 13.7 | 42,901 |
| 28,675 | 107.1 | 31.0 | 107,046 |
| 29,322 | 111.2 | 31.7 | 134,158 |
| 19,004 | 79.0 | 21.8 | 62,381 |
| 14,606 | 64.7 | 18.4 | 57,150 |
| 57,131 | 220.6 | 63.1 | 209,393 |
| 85,419 | 330.2 | 92.9 | 305,480 |

| | | | |
|------------------|----------------|----------------|--------------------|
| 2,235 | 18.4 | 4.6 | 8,008 |
| 6,382 | 25.6 | 6.9 | 18,006 |
| 1,186 | 8.0 | 2.2 | 5,873 |
| 7,996 | 34.4 | 9.0 | 28,301 |
| 903 | 8.8 | 2.2 | 8,265 |
| 10,538 | 80.3 | 22.7 | 85,580 |
| 13,870 | 68.8 | 19.8 | 65,499 |
| 8,417 | 33.1 | 9.1 | 21,938 |
| 14,892 | 60.1 | 16.1 | 53,516 |
| 21,552 | 77.3 | 23.3 | 117,898 |
| 932 | 8.4 | 2.0 | 3,838 |
| 987 | 5.7 | 1.6 | 5,049 |
| 4,235 | 30.8 | 7.6 | 14,253 |
| 2,271 | 29.1 | 7.2 | 21,638 |
| 3,276 | 16.5 | 4.4 | 10,869 |
| 792 | 9.1 | 2.3 | 4,417 |
| 1,807 | 8.9 | 2.5 | 7,404 |
| 2,971 | 18.5 | 4.9 | 13,423 |
| 3,313 | 17.8 | 4.7 | 16,256 |
| 1,219,413 | 4,828.1 | 1,369.8 | \$5,074,407 |

WATTSRUGH, NEW YORK

| | | | |
|----------------|--------------|--------------|------------------|
| 13,320 | 56.7 | 14.4 | \$53,474 |
| 7,911 | 35.8 | 10.4 | 35,684 |
| 9,397 | 45.5 | 12.6 | 52,311 |
| 19,986 | 111.5 | 30.3 | 102,867 |
| 4,226 | 19.5 | 4.9 | 17,038 |
| 16,465 | 67.0 | 17.8 | 80,549 |
| 1,572 | 5.7 | 1.7 | 3,559 |
| 6,390 | 29.2 | 7.9 | 29,629 |
| 740 | 3.2 | .8 | 2,076 |
| 2,566 | 11.0 | 2.8 | 13,085 |
| 5,087 | 20.1 | 5.5 | 22,794 |
| 10,180 | 44.0 | 12.7 | 54,516 |
| 10,836 | 43.5 | 12.1 | 45,774 |
| 108,676 | 492.7 | 133.9 | \$513,356 |

CLANSRING, MAINE

| | | | |
|--------|-------|------|----------|
| 22,385 | 83.9 | 24.2 | \$99,671 |
| 41,547 | 171.3 | 50.5 | 232,559 |
| 5,087 | 19.9 | 5.5 | 15,631 |
| 21,367 | 82.7 | 23.1 | 102,894 |
| 7,110 | 26.0 | 8.2 | 34,408 |
| 4,717 | 17.0 | 5.1 | 20,855 |
| 10,730 | 41.2 | 11.6 | 41,991 |
| 5,550 | 19.9 | 6.0 | 18,272 |
| 8,799 | 37.3 | 10.9 | 35,151 |
| 5,550 | 19.9 | 6.0 | 19,351 |
| 25,067 | 92.4 | 27.1 | 99,442 |
| 7,677 | 27.9 | 8.3 | 35,656 |
| 4,532 | 16.1 | 4.9 | 20,649 |

VHF Pop. Fam. Ret. Sales
Sets (00) (00) (000)

| | | | |
|--------|------|------|--------|
| 7,043 | 36.8 | 10.3 | 39,962 |
| 9,227 | 46.7 | 13.1 | 57,447 |
| 17,112 | 65.4 | 18.5 | 72,804 |
| 13,875 | 53.5 | 15.0 | 60,475 |
| 7,770 | 27.8 | 8.4 | 29,075 |

New York:

| | | | | |
|---------|--------|------|------|--------|
| Clinton | 13,320 | 56.7 | 14.4 | 53,474 |
| Essex | 7,911 | 35.8 | 10.4 | 35,684 |

Vermont:

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Addison | 4,226 | 19.5 | 4.9 | 17,038 |
| Caledonia | 3,971 | 22.9 | 6.8 | 26,041 |
| Chittenden | 16,465 | 67.0 | 17.8 | 80,549 |
| Essex | 1,572 | 5.7 | 1.7 | 3,559 |
| Franklin | 6,390 | 29.2 | 7.9 | 29,629 |
| Grand Isle | 740 | 3.2 | .8 | 2,076 |
| Lamoille | 2,566 | 11.0 | 2.8 | 13,085 |
| Orange | 4,162 | 16.1 | 4.5 | 15,806 |
| Orleans | 5,087 | 20.1 | 5.5 | 22,794 |
| Washington | 10,836 | 43.5 | 12.1 | 45,774 |
| Windsor | 8,718 | 41.2 | 12.2 | 48,134 |
| Total | 311,109 | 1,257.6 | 358.5 | \$1,429,936 |

PORTLAND, MAINE

Maine:

| | | | | |
|--------------|--------|-------|------|----------|
| Androscoggin | 22,385 | 83.9 | 24.2 | \$99,671 |
| Cumberland | 41,547 | 171.3 | 50.5 | 232,559 |
| Franklin | 5,087 | 19.9 | 5.5 | 15,631 |
| Kennebec | 21,367 | 82.7 | 23.1 | 102,894 |
| Knox | 7,110 | 26.0 | 8.2 | 34,408 |
| Lincoln | 4,717 | 17.0 | 5.1 | 20,855 |
| Oxford | 10,730 | 41.2 | 11.6 | 41,991 |
| Sagadahoc | 5,550 | 19.9 | 6.0 | 18,272 |
| Somerset | 8,799 | 37.3 | 10.9 | 35,151 |
| Waldo | 5,550 | 19.9 | 6.0 | 19,351 |
| York | 25,067 | 92.4 | 27.1 | 99,442 |

New Hampshire:

| | | | | |
|-----------|--------|------|------|--------|
| Belknap | 7,677 | 27.9 | 8.3 | 35,656 |
| Carroll | 4,532 | 16.1 | 4.9 | 20,649 |
| Coos | 7,043 | 36.8 | 10.3 | 39,962 |
| Grafton | 9,227 | 46.7 | 13.1 | 57,447 |
| Strafford | 13,875 | 53.5 | 15.0 | 60,475 |

Vermont:

| | | | | |
|--------------|----------------|--------------|--------------|------------------|
| Caledonia | 3,971 | 22.9 | 6.8 | 26,041 |
| Orange | 4,162 | 16.1 | 4.5 | 15,806 |
| Total | 208,396 | 831.5 | 241.1 | \$976,261 |

PORTLAND, OREGON

Oregon:

| | | | | |
|------------|---------|-------|-------|----------|
| Benton | 5,492 | 36.2 | 10.3 | \$30,058 |
| Clackamas | 29,692 | 99.8 | 32.1 | 70,080 |
| Clatsop | 6,128 | 31.4 | 10.5 | 33,068 |
| Columbia | 4,535 | 21.9 | 7.0 | 18,268 |
| Coos | 7,365 | 59.7 | 19.9 | 65,345 |
| Crook | 1,604 | 9.1 | 2.5 | 12,498 |
| Deschutes | 3,216 | 20.0 | 6.5 | 29,179 |
| Douglas | 15,752 | 76.3 | 23.3 | 81,220 |
| Gilliam | 823 | 3.3 | 1.2 | 5,603 |
| Hood River | 1,705 | 13.9 | 4.2 | 16,953 |
| Jefferson | 1,276 | 6.8 | 2.0 | 9,438 |
| Lane | 45,695 | 157.4 | 49.4 | 182,523 |
| Lincoln | 5,669 | 24.5 | 8.4 | 28,408 |
| Linn | 9,279 | 63.0 | 19.3 | 59,064 |
| Marion | 19,017 | 107.8 | 32.6 | 128,345 |
| Morrow | 550 | 5.0 | 1.4 | 6,419 |
| Multnomah | 166,442 | 542.0 | 187.8 | 791,231 |
| Polk | 4,197 | 22.5 | 7.0 | 18,964 |
| Sherman | 515 | 2.2 | .7 | 3,678 |
| Tillamook | 3,755 | 21.0 | 6.7 | 21,286 |
| Wasco | 4,864 | 28.4 | 9.6 | 34,140 |
| Washington | 23,310 | 79.3 | 25.2 | 67,989 |
| Yamhill | 4,045 | 30.6 | 9.7 | 34,776 |

NOW!

Full Power

on

Channel 12

KPTV

Portland, Ore.

and

NBC Too!

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|----------------|----------------|--------------|--------------------|
| PORTLAND, ORE. continued | | | | |
| Washington: | | | | |
| Clark | 25,346 | 90.8 | 28.8 | 84,346 |
| Cowlitz | 9,416 | 59.9 | 18.8 | 63,030 |
| Klickitat | 2,277 | 12.8 | 4.2 | 10,892 |
| Lewis | 7,871 | 44.6 | 14.7 | 55,371 |
| Pacific | 3,422 | 16.6 | 5.8 | 14,582 |
| Skamania | 1,661 | 5.3 | 1.8 | 3,935 |
| Wahkiakum | 446 | 3.9 | 1.0 | 1,973 |
| Total | 415,365 | 1,696.0 | 552.4 | \$1,982,662 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------|---------------|--------------|-------------|------------------|
| PRESQUE ISLE, MAINE | | | | |
| Maine: | | | | |
| Aroostook | 21,079 | 99.3 | 23.9 | \$87,022 |
| Piscataquis | 4,532 | 16.1 | 4.9 | 16,529 |
| Somerset | 8,799 | 37.3 | 10.9 | 35,151 |
| Total | 34,410 | 152.7 | 39.7 | \$138,702 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|----------------|----------------|--------------|--------------------|
| PROVIDENCE, RHODE ISLAND | | | | |
| Connecticut: | | | | |
| New London | 44,770 | 165.4 | 48.4 | \$215,321 |
| Windham | 19,332 | 69.4 | 20.9 | 82,208 |
| Massachusetts: | | | | |
| Barnstable | 16,002 | 53.0 | 17.3 | 96,910 |
| Bristol | 109,283 | 396.0 | 119.9 | 410,829 |
| Dukes | 1,635 | 5.7 | 1.8 | 12,537 |
| Nantucket | 1,017 | 3.6 | 1.1 | 7,689 |
| Norfolk | 120,712 | 457.5 | 130.5 | 465,240 |
| Plymouth | 60,450 | 218.5 | 67.0 | 252,450 |
| Worcester | 156,325 | 581.5 | 169.0 | 636,221 |
| Rhode Island: | | | | |
| Bristol | 8,140 | 31.2 | 8.8 | 24,885 |
| Kent | 23,032 | 83.8 | 24.9 | 88,395 |
| Newport | 16,650 | 70.6 | 18.0 | 62,080 |
| Providence | 161,135 | 581.7 | 174.2 | 695,882 |
| Washington | 14,152 | 56.0 | 15.3 | 56,703 |
| Total | 752,635 | 2,773.9 | 817.1 | \$3,107,350 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|----------|-----------|-----------|------------------|
| QUINCY, ILLINOIS-HANNIBAL, MISSOURI | | | | |
| Illinois: | | | | |
| Adams | 20,165 | 68.2 | 21.8 | \$71,874 |
| Brown | 1,712 | 6.2 | 2.1 | 6,890 |
| Calhoun | 1,506 | 6.0 | 1.7 | 4,913 |
| Cass | 3,650 | 13.7 | 4.3 | 14,923 |
| Fulton | 11,754 | 43.4 | 14.6 | 45,111 |
| Greene | 4,700 | 17.6 | 5.7 | 16,557 |
| Hancock | 5,968 | 24.9 | 8.2 | 23,027 |
| Jersey | 4,266 | 16.0 | 4.8 | 14,275 |
| McDonough | 8,075 | 28.7 | 9.2 | 40,365 |
| Morgan | 6,991 | 35.3 | 9.9 | 45,888 |
| Pike | 5,503 | 20.0 | 6.6 | 17,424 |
| Schuyler | 2,775 | 8.7 | 3.0 | 6,700 |
| Scott | 1,942 | 6.4 | 2.1 | 6,178 |
| Iowa: | | | | |
| Davis | 2,682 | 9.1 | 2.9 | 7,228 |
| Lee | 8,002 | 43.6 | 13.3 | 45,205 |
| Missouri: | | | | |
| Adair | 3,240 | 20.2 | 6.7 | 17,844 |
| Audrain | 5,133 | 28.8 | 9.4 | 31,843 |
| Callaway | 3,689 | 24.4 | 6.5 | 15,463 |
| Clark | 1,742 | 8.8 | 2.8 | 6,798 |
| Howard | 2,728 | 11.2 | 3.5 | 7,422 |
| Knox | 1,690 | 7.9 | 2.8 | 5,171 |
| Lewis | 2,313 | 11.3 | 3.7 | 8,916 |
| Lincoln | 3,628 | 15.4 | 5.5 | 14,894 |
| Macon | 4,461 | 22.3 | 7.7 | 14,921 |
| Marion | 9,342 | 30.5 | 10.1 | 33,158 |
| Monroe | 2,775 | 9.1 | 3.0 | 9,550 |
| Montgomery | 2,884 | 10.2 | 3.4 | 10,879 |
| Pike | 3,963 | 17.6 | 6.1 | 17,311 |
| Putnam | 2,318 | 8.3 | 2.8 | 5,645 |
| Ralls | 1,895 | 9.5 | 2.8 | 4,009 |
| Randolph | 4,290 | 24.3 | 8.5 | 25,645 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Schuyler | 1,160 | 4.5 | 1.5 | 6,904 |
| Scotland | 1,658 | 7.6 | 2.7 | 5,769 |
| Shelby | 2,204 | 9.3 | 3.5 | 8,652 |
| Sullivan | 2,751 | 10.1 | 3.3 | 6,843 |
| Warren | 2,035 | 6.8 | 2.2 | 7,019 |
| Total | 157,874 | 656.2 | 212.2 | \$640,659 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------------|----------------|----------------|--------------|--------------------|
| RALEIGH-DURHAM, NORTH CAROLINA | | | | |
| North Carolina: | | | | |
| Alamance | 19,332 | 80.3 | 20.9 | \$80,445 |
| Bladen | 3,407 | 30.1 | 6.6 | 19,072 |
| Caswell | 3,168 | 20.5 | 4.3 | 6,287 |
| Chatham | 3,212 | 24.9 | 6.1 | 26,484 |
| Cumberland | 10,191 | 134.6 | 27.6 | 126,130 |
| Dublin | 3,409 | 41.1 | 9.6 | 22,215 |
| Durham | 25,477 | 113.8 | 29.5 | 125,429 |
| Franklin | 2,552 | 30.7 | 7.0 | 13,486 |
| Granville | 3,349 | 32.6 | 6.8 | 20,605 |
| Greene | 2,525 | 17.8 | 3.6 | 6,287 |
| Guilford | 53,650 | 220.4 | 58.0 | 327,763 |
| Halifax | 7,742 | 60.6 | 13.1 | 46,887 |
| Harnett | 3,226 | 54.6 | 12.7 | 37,768 |
| Hoke | 1,303 | 15.9 | 3.3 | 9,031 |
| Johnston | 8,051 | 65.5 | 15.7 | 43,442 |
| Lee | 3,642 | 27.1 | 6.4 | 30,641 |
| Lenoir | 5,858 | 49.2 | 11.5 | 52,836 |
| Montgomery | 2,592 | 17.7 | 4.3 | 12,863 |
| Moore | 3,936 | 33.2 | 8.2 | 35,914 |
| Nash | 9,214 | 62.6 | 14.3 | 55,785 |
| Northampton | 5,116 | 28.2 | 5.9 | 8,355 |
| Orange | 7,738 | 39.7 | 8.9 | 27,797 |
| Person | 3,067 | 24.0 | 5.4 | 20,172 |
| Randolph | 12,857 | 53.6 | 13.9 | 52,237 |
| Robeson | 12,291 | 95.0 | 20.4 | 61,549 |
| Rockingham | 16,557 | 69.4 | 17.9 | 55,234 |
| Sampson | 5,844 | 50.6 | 11.5 | 27,479 |
| Vance | 5,255 | 32.9 | 7.8 | 28,564 |
| Wake | 25,299 | 159.9 | 39.3 | 203,399 |
| Warren | 2,505 | 23.7 | 4.9 | 8,972 |
| Wayne | 9,420 | 68.2 | 15.9 | 64,757 |
| Wilson | 7,351 | 55.3 | 13.0 | 52,507 |
| Virginia: | | | | |
| Brunswick | 1,901 | 20.4 | 4.2 | 11,062 |
| Charlotte | 2,867 | 13.6 | 3.1 | 5,729 |
| Halifax | 5,164 | 40.4 | 9.2 | 25,223 |
| Mecklenburg | 4,416 | 35.0 | 8.1 | 29,412 |
| Pittsylvania | 17,908 | 111.0 | 27.5 | 85,636 |
| Total | 321,392 | 2,054.1 | 486.4 | \$1,866,454 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|---------------|--------------|-------------|------------------|
| RAPID CITY, SOUTH DAKOTA | | | | |
| South Dakota: | | | | |
| Bennett | 400 | 3.6 | .8 | \$2,804 |
| Butte | 1,432 | 7.6 | 2.4 | 12,338 |
| Custer | 542 | 5.6 | 1.6 | 5,392 |
| Fall River | 1,884 | 11.8 | 3.3 | 13,985 |
| Haakon | 195 | 2.7 | .7 | 4,837 |
| Harding | 405 | 1.8 | .6 | 955 |
| Jackson | 193 | 1.8 | .5 | 2,310 |
| Jones | 429 | 2.3 | .7 | 2,036 |
| Lawrence | 2,549 | 18.0 | 5.8 | 16,582 |
| Meade | 1,571 | 13.1 | 3.2 | 8,487 |
| Mellette | 457 | 2.8 | .8 | 782 |
| Pennington | 12,534 | 58.5 | 18.3 | 74,856 |
| Perkins | 649 | 6.6 | 1.8 | 6,944 |
| Shannon | 598 | 5.5 | 1.1 | 801 |
| Stanley | 173 | 1.3 | .4 | 4,640 |
| Todd | 616 | 3.9 | 1.0 | 986 |
| Washabaugh | 68 | .9 | .2 | 119 |
| Total | 24,695 | 147.8 | 43.2 | \$158,854 |
| REDDING, CALIFORNIA | | | | |
| California: | | | | |
| Butte | 16,286 | 68.2 | 23.4 | \$106,113 |
| Glenn | 2,776 | 16.1 | 4.9 | 22,461 |
| Lassen | 1,296 | 15.7 | 4.9 | 18,839 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|---------------|-------------|-------------|------------------|
| Modoc | 1,065 | 10.1 | 3.1 | 9,000 |
| Shasta | 5,714 | 48.1 | 15.7 | 75,772 |
| Siskiyou | 3,533 | 29.2 | 9.7 | 42,445 |
| Tehama | 4,471 | 19.7 | 6.4 | 26,311 |
| Trinity | 2,312 | 6.8 | 2.5 | 4,433 |
| Oregon: | | | | |
| Klamath (25%) | 2,007 | 35.0 | 11.1 | 15,000 |
| Lake (25%) | 102 | 1.8 | .5 | 1,000 |
| Total | 39,562 | 29.2 | 82.2 | 698,000 |

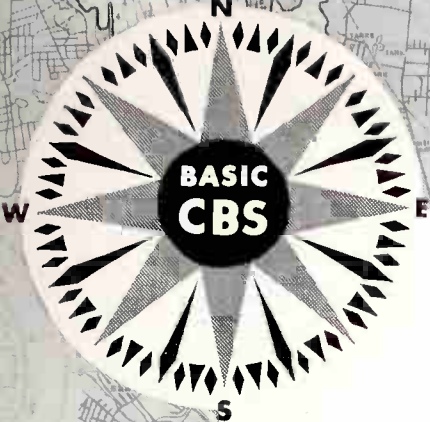
| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------|---------------|--------------|-------------|------------------|
| RENO, NEVADA | | | | |
| California: | | | | |
| Alpine | 92 | .3 | .1 | 1,000 |
| Eldorado | 3,471 | 16.4 | 5.7 | 11,000 |
| Lassen | 1,296 | 15.7 | 4.9 | 6,000 |
| Mono | 740 | 2.5 | .8 | 4,000 |
| Nevada | 4,248 | 18.2 | 6.4 | 20,000 |
| Placer | 9,669 | 48.1 | 14.5 | 30,000 |
| Plumas | 2,343 | 11.9 | 3.8 | 10,000 |
| Sierra | 570 | 2.4 | .7 | 3,000 |
| Nevada: | | | | |
| Churchill | 267 | 6.3 | 1.8 | 11,000 |
| Douglas | 178 | 2.2 | .5 | 4,000 |
| Humboldt | 186 | 4.7 | 1.3 | 11,000 |
| Lyon | 450 | 3.1 | .9 | 6,000 |
| Mineral | 656 | 8.5 | 2.5 | 8,000 |
| Nye | 300 | 2.5 | .9 | 4,000 |
| Ormsby | 354 | 4.3 | 1.2 | 7,000 |
| Storey | 104 | .7 | .2 | 1,000 |
| Washoe | 18,686 | 72.2 | 23.8 | 130,000 |
| Total | 43,610 | 220.0 | 70.0 | 634,000 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------------|----------|-----------|-----------|------------------|
| RICHMOND-PETERSBURG, VIRGINIA | | | | |
| North Carolina: | | | | |
| Gates | 1,366 | 9.6 | 2.3 | \$3,000 |
| Halifax | 7,742 | 60.6 | 13.1 | 46,000 |
| Hertford | 2,920 | 22.0 | 4.8 | 18,000 |
| Northampton | 5,116 | 28.2 | 5.9 | 8,000 |
| Virginia: | | | | |
| Accomack | 6,000 | 34.7 | 10.1 | 26,000 |
| Albemarle | 5,774 | 56.0 | 14.1 | 68,000 |
| Amelia | 1,054 | 8.2 | 1.7 | 3,000 |
| Amherst | 2,835 | 19.6 | 4.3 | 10,000 |
| Appomattox | 1,438 | 8.8 | 1.9 | 6,000 |
| Augusta | 7,575 | 72.0 | 18.0 | 68,000 |
| Brunswick | 1,901 | 20.4 | 4.2 | 11,000 |
| Buckingham | 2,021 | 11.5 | 2.5 | 6,000 |
| Caroline | 2,090 | 12.0 | 2.6 | 9,000 |
| Charlotte | 2,867 | 13.6 | 3.1 | 5,000 |
| Charles City | 832 | 4.7 | .9 | 3,000 |
| Chesterfield | 8,385 | 51.5 | 12.6 | 42,000 |
| Culpeper | 2,245 | 13.6 | 3.3 | 15,000 |
| Cumberland | 942 | 6.8 | 1.6 | 2,000 |
| Dinwiddie | 12,950 | 57.0 | 14.0 | 64,000 |
| Essex | 924 | 6.1 | 1.4 | 9,000 |
| Fluvanna | 978 | 6.3 | 1.6 | 2,450 |
| Gloucester | 2,397 | 10.4 | 2.9 | 9,170 |
| Goochland | 1,485 | 9.1 | 1.7 | 2,221 |
| Greene | 821 | 4.6 | 1.1 | 2,450 |
| Greensville | 2,840 | 17.0 | 3.9 | 13,700 |
| Hanover | 3,815 | 23.5 | 5.6 | 15,000 |
| Henrico | 80,064 | 318.6 | 89.2 | 434,000 |
| Isle of Wight | 1,714 | 15.4 | 3.5 | 10,170 |
| James City | 2,098 | 15.0 | 2.7 | 17,851 |
| King & Queen | 1,136 | 6.5 | 1.4 | 2,320 |
| King George | 1,092 | 7.1 | 1.8 | 3,500 |
| King William | 1,261 | 7.8 | 1.9 | 9,020 |
| Lancaster | 1,817 | 8.2 | 2.2 | 10,990 |
| Louisa | 2,564 | 12.5 | 3.0 | 8,000 |
| Lunenburg | 1,425 | 14.3 | 3.4 | 2,340 |
| Madison | 1,387 | 8.5 | 2.1 | 4,000 |
| Mathews | 1,314 | 6.3 | 1.6 | 2,000 |
| Mecklenburg</ | | | | |

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12

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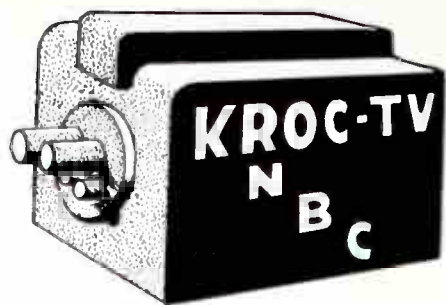
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The MARKET

TOP Viewer Ratings:
Daytime 64.5
Nitetime 60.0
ARB—Dec. 1956

TOP Set Count
133,722 A.R.F.
March, 1956

TOP Market Area
\$914,027,000
Within Coverage Area
(SRDS Consumer Mkts.
Jan. 10, 1957)

TOP Program Promotion

TOP Product Merchandising

**K
R
O
NBC Channel 10
TV**

Rochester, Minnesota

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---|----------------|----------------|--------------|--------------------|
| RICHMOND-PETERSBURG, VA. continued | | | | |
| Northampton | 3,105 | 16.9 | 4.5 | 15,514 |
| Northumberland | 2,111 | 9.6 | 2.4 | 5,200 |
| Nottoway | 2,568 | 17.8 | 4.4 | 15,312 |
| Orange | 2,446 | 13.0 | 3.2 | 12,692 |
| Powhatan | 1,110 | 5.7 | 1.2 | 3,565 |
| Prince Edward | 1,918 | 15.5 | 3.7 | 16,789 |
| Prince George | 8,226 | 41.0 | 9.1 | 36,448 |
| Rappahannock | 682 | 5.8 | 1.4 | 2,549 |
| Richmond | 919 | 5.8 | 1.4 | 16,331 |
| Rockingham | 8,570 | 49.0 | 12.6 | 69,261 |
| Southampton | 3,499 | 27.0 | 6.3 | 20,322 |
| Spotsylvania | 4,345 | 25.5 | 6.5 | 44,925 |
| Stafford | 2,387 | 13.2 | 3.2 | 4,314 |
| Surry | 1,311 | 6.5 | 1.5 | 1,934 |
| Sussex | 1,564 | 13.0 | 2.8 | 9,193 |
| Westmoreland | 1,586 | 10.9 | 2.8 | 10,211 |
| York | 3,338 | 16.6 | 4.2 | 10,334 |
| Total | 243,778 | 1,360.2 | 337.4 | \$1,289,155 |

ROANOKE, VIRGINIA

North Carolina:

| | | | | |
|------------|--------|-------|------|----------|
| Alamance | 19,332 | 80.3 | 20.9 | \$80,445 |
| Caswell | 3,168 | 20.5 | 4.3 | 6,287 |
| Guilford | 53,650 | 220.4 | 58.0 | 327,763 |
| Person | 3,067 | 24.0 | 5.4 | 20,172 |
| Rockingham | 16,557 | 69.4 | 17.9 | 55,234 |
| Stokes | 3,479 | 20.2 | 4.8 | 9,021 |
| Vance | 5,255 | 32.9 | 7.8 | 28,564 |

Virginia:

| | | | | |
|---------------|--------|-------|------|---------|
| Alleghany | 5,806 | 30.2 | 7.7 | 25,554 |
| Amelia | 1,054 | 8.2 | 1.7 | 3,685 |
| Amherst | 2,835 | 19.6 | 4.3 | 8,141 |
| Appomattox | 1,438 | 8.8 | 1.9 | 6,703 |
| Augusta | 7,575 | 72.0 | 18.0 | 68,598 |
| Bath | 615 | 5.9 | 1.5 | 4,323 |
| Bedford | 4,053 | 29.7 | 7.4 | 17,819 |
| Bland | 605 | 6.2 | 1.4 | 2,672 |
| Botetourt | 3,607 | 16.0 | 3.9 | 7,794 |
| Brunswick | 1,901 | 20.4 | 4.2 | 11,062 |
| Buckingham | 2,021 | 11.5 | 2.5 | 6,051 |
| Campbell | 13,613 | 81.9 | 21.6 | 97,568 |
| Carroll | 3,390 | 27.8 | 6.8 | 22,309 |
| Charlotte | 2,867 | 13.6 | 3.1 | 5,729 |
| Craig | 552 | 2.8 | .7 | 1,565 |
| Cumberland | 942 | 6.8 | 1.6 | 2,182 |
| Floyd | 998 | 11.5 | 2.7 | 5,166 |
| Fluvanna | 978 | 6.3 | 1.6 | 2,450 |
| Franklin | 3,124 | 24.8 | 5.7 | 13,547 |
| Giles | 3,108 | 21.8 | 5.1 | 14,142 |
| Grayson | 2,758 | 21.7 | 5.6 | 5,218 |
| Halifax | 5,164 | 40.4 | 9.2 | 25,223 |
| Henry | 7,853 | 53.3 | 12.8 | 47,645 |
| Highland | 348 | 3.8 | .8 | 1,483 |
| Lunenburg | 1,425 | 14.3 | 3.4 | 7,930 |
| Mecklenburg | 4,416 | 35.0 | 8.1 | 29,412 |
| Montgomery | 9,805 | 43.7 | 10.6 | 35,815 |
| Nelson | 2,409 | 13.5 | 3.2 | 4,562 |
| Nottoway | 2,568 | 17.8 | 4.4 | 15,312 |
| Patrick | 1,878 | 15.6 | 3.6 | 6,328 |
| Pittsylvania | 17,908 | 111.0 | 27.5 | 85,636 |
| Prince Edward | 1,918 | 15.5 | 3.7 | 16,789 |
| Pulaski | 6,574 | 30.1 | 7.6 | 22,124 |
| Roanoke | 36,722 | 144.9 | 39.7 | 176,439 |
| Rockbridge | 3,307 | 29.6 | 7.2 | 20,440 |
| Smyth | 3,358 | 31.6 | 7.2 | 22,063 |
| Tazewell | 4,699 | 51.2 | 11.7 | 26,324 |
| Wythe | 2,826 | 24.2 | 5.8 | 17,937 |

West Virginia:

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Greenbrier | 5,726 | 37.2 | 9.3 | 32,523 |
| Mercer | 9,870 | 73.9 | 18.7 | 68,500 |
| Monroe | 1,665 | 12.3 | 3.0 | 5,826 |
| Pocahontas | 1,210 | 11.2 | 2.8 | 8,198 |
| Summers | 2,062 | 17.3 | 4.3 | 9,869 |
| Webster | 1,539 | 16.6 | 4.0 | 8,501 |
| Total | 303,598 | 1,759.2 | 436.7 | \$1,554,643 |

ROCHESTER, MINNESOTA

Iowa:

| | | | |
|------------|-------|------|-----|
| Howard | 2,976 | 13.3 | 3.8 |
| Mitchell | 3,700 | 13.5 | 4.0 |
| Winnesheik | 5,448 | 22.2 | 6.4 |
| Worth | 2,285 | 10.9 | 3.2 |

Minnesota:

| | | | |
|----------|--------|------|------|
| Dodge | 3,237 | 12.6 | 3.5 |
| Fillmore | 4,561 | 24.3 | 7.2 |
| Freeborn | 9,897 | 37.0 | 10.7 |
| Goodhue | 9,342 | 34.6 | 10.1 |
| Houston | 2,368 | 14.4 | 4.1 |
| Mower | 11,747 | 45.5 | 12.7 |
| Olmsted | 12,672 | 49.3 | 13.7 |
| Steele | 4,384 | 22.0 | 6.4 |
| Wabasha | 3,925 | 18.0 | 5.1 |
| Winona | 7,149 | 40.5 | 11.6 |

Wisconsin:

| | | | |
|--------------|----------------|--------------|--------------|
| Buffalo | 3,698 | 15.2 | 4.3 |
| Jackson | 4,440 | 16.2 | 4.8 |
| Pepin | 1,599 | 7.5 | 2.1 |
| Pierce | 4,981 | 21.6 | 6.2 |
| Trempealeau | 4,711 | 24.3 | 6.8 |
| Total | 103,120 | 442.9 | 126.7 |

ROCHESTER, NEW YORK

New York:

| | | | |
|--------------|----------------|----------------|--------------|
| Allegany | 9,990 | 45.8 | 13.5 |
| Cayuga | 19,647 | 72.8 | 21.5 |
| Genesee | 13,505 | 50.1 | 14.6 |
| Livingston | 9,766 | 40.2 | 10.9 |
| Monroe | 156,417 | 545.9 | 169.1 |
| Ontario | 15,665 | 63.0 | 18.1 |
| Orleans | 8,880 | 31.0 | 9.6 |
| Schuyler | 4,347 | 15.3 | 4.7 |
| Seneca | 6,475 | 27.1 | 7.0 |
| Steuben | 26,270 | 96.0 | 28.4 |
| Wayne | 15,727 | 58.7 | 17.5 |
| Wyoming | 8,417 | 32.7 | 9.1 |
| Yates | 5,457 | 18.7 | 5.9 |
| Total | 300,563 | 1,097.3 | 329.9 |

ROCKFORD, ILLINOIS

Illinois:

| | | | |
|-----------------|--------|-------|------|
| Boone | 4,917 | 18.1 | 5.5 |
| Carroll | 4,742 | 19.9 | 6.5 |
| De Kalb | 11,932 | 43.2 | 12.9 |
| Jo Daviess | 6,179 | 21.8 | 6.7 |
| Lee | 7,072 | 37.4 | 10.2 |
| McHenry | 16,650 | 58.2 | 18.0 |
| Ogle | 6,939 | 33.7 | 10.7 |
| Stephenson | 13,135 | 44.3 | 14.2 |
| Winnebago | 45,106 | 181.1 | 57.3 |
| Whiteside (20%) | 2,944 | 33.2 | 10.5 |

Iowa:

| | | | |
|---------|--------|------|------|
| Dubuque | 18,962 | 76.6 | 20.5 |
|---------|--------|------|------|

Wisconsin:

| | | | |
|--------------|----------------|--------------|--------------|
| Green | 5,731 | 24.7 | 7.5 |
| Jefferson | 12,487 | 46.3 | 13.5 |
| Lafayette | 4,810 | 18.1 | 5.2 |
| Rock | 26,447 | 102.3 | 31.1 |
| Walworth | 13,597 | 47.9 | 14.7 |
| Total | 201,650 | 806.8 | 245.0 |

ROCK ISLAND, ILLINOIS-DAVENPORT, IOWA

Illinois:

| | | | |
|---------|--------|------|------|
| Bureau | 11,100 | 37.6 | 12.0 |
| Carroll | 4,742 | 19.9 | 6.5 |
| Fulton | 11,754 | 43.4 | 14.6 |

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VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | |
|--------|-------|------|---------|
| 5,968 | 24.9 | 8.2 | 23,027 |
| 2,312 | 8.1 | 2.5 | 5,164 |
| 14,707 | 48.8 | 15.9 | 56,448 |
| 6,179 | 21.8 | 6.7 | 23,305 |
| 16,742 | 55.5 | 18.1 | 74,613 |
| 7,072 | 37.4 | 10.2 | 36,183 |
| 8,075 | 28.7 | 9.2 | 40,365 |
| 3,340 | 12.5 | 3.9 | 12,398 |
| 4,511 | 16.7 | 5.2 | 13,486 |
| 6,939 | 33.7 | 10.7 | 39,044 |
| 1,110 | 3.9 | 1.2 | 2,459 |
| 41,687 | 147.4 | 45.3 | 166,416 |
| 1,743 | 8.4 | 2.6 | 6,716 |
| 13,135 | 44.3 | 14.2 | 58,276 |
| 7,400 | 25.4 | 8.0 | 24,699 |
| 14,720 | 52.7 | 16.6 | 64,963 |
| 4,590 | 22.0 | 6.7 | 29,911 |

| | | | |
|--------|-------|------|---------|
| 4,874 | 18.7 | 5.5 | 21,768 |
| 14,879 | 53.1 | 16.4 | 74,746 |
| 2,682 | 9.1 | 2.9 | 7,228 |
| 12,560 | 45.2 | 14.5 | 53,459 |
| 18,962 | 76.6 | 20.5 | 87,484 |
| 4,536 | 18.8 | 5.5 | 21,157 |
| 3,305 | 15.0 | 4.7 | 18,004 |
| 4,621 | 18.4 | 5.5 | 23,236 |
| 3,264 | 17.1 | 5.5 | 18,566 |
| 9,647 | 49.6 | 13.2 | 55,323 |
| 4,702 | 18.8 | 5.6 | 22,468 |
| 4,120 | 16.6 | 5.4 | 16,112 |
| 34,595 | 116.9 | 37.4 | 173,611 |
| 2,960 | 10.5 | 3.2 | 10,431 |
| 9,549 | 34.2 | 10.7 | 44,377 |
| 30,789 | 114.8 | 35.2 | 165,075 |
| 2,284 | 10.3 | 3.5 | 9,445 |
| 5,531 | 19.0 | 6.2 | 26,865 |

| | | | |
|----------------|----------------|--------------|--------------------|
| 8,104 | 43.3 | 12.5 | 42,605 |
| 5,731 | 24.7 | 7.5 | 40,730 |
| 4,810 | 18.1 | 5.2 | 16,584 |
| 380,331 | 1,441.9 | 444.9 | \$1,730,661 |

AME, GEORGIA

| | | | |
|--------|-------|------|---------|
| 2,047 | 15.2 | 3.7 | \$7,192 |
| 2,042 | 11.0 | 2.7 | 5,654 |
| 4,119 | 43.2 | 11.1 | 23,162 |
| 15,886 | 103.3 | 28.0 | 86,161 |
| 3,844 | 35.3 | 8.6 | 16,630 |
| 5,789 | 43.7 | 11.6 | 42,206 |

| | | | |
|----------------|--------------|--------------|------------------|
| 6,475 | 27.5 | 7.0 | 18,508 |
| 7,737 | 32.2 | 8.6 | 24,606 |
| 2,955 | 16.9 | 4.4 | 7,918 |
| 4,385 | 21.7 | 5.4 | 14,036 |
| 1,146 | 8.5 | 1.7 | 2,740 |
| 2,725 | 12.6 | 3.1 | 8,056 |
| 12,914 | 67.3 | 18.0 | 45,270 |
| 2,127 | 9.4 | 2.3 | 5,624 |
| 3,385 | 18.2 | 4.7 | 14,770 |
| 3,333 | 14.6 | 3.7 | 10,097 |
| 1,711 | 10.5 | 2.5 | 4,653 |
| 2,497 | 10.7 | 2.7 | 4,333 |
| 7,307 | 31.0 | 7.9 | 21,235 |
| 6,598 | 42.6 | 11.6 | 23,973 |
| 9,408 | 38.8 | 10.2 | 36,052 |
| 108,430 | 614.2 | 159.5 | \$422,876 |

POSWL, NEW MEXICO

| | | | |
|--------|------|------|----------|
| 11,320 | 52.5 | 14.6 | \$58,816 |
| 3,126 | 26.2 | 7.9 | 29,436 |

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| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|---------------|--------------|-------------|------------------|
| ROSWELL, N. M. continued | | | | |
| De Baca | 491 | 2.7 | .8 | 4,713 |
| Eddy | 6,915 | 50.2 | 13.8 | 61,901 |
| Guadalupe | 586 | 5.7 | 1.3 | 8,189 |
| Lea | 8,701 | 57.1 | 16.7 | 77,204 |
| Lincoln | 1,095 | 8.3 | 2.1 | 9,692 |
| Otero | 4,859 | 28.8 | 7.4 | 27,257 |
| Quay | 1,375 | 12.2 | 3.5 | 15,520 |
| Roosevelt | 1,671 | 17.3 | 4.8 | 13,454 |
| Texas: | | | | |
| Bailey | 1,840 | 8.3 | 2.2 | 12,755 |
| Cochran | 1,580 | 7.6 | 1.8 | 7,325 |
| Yoakum | 825 | 4.1 | 1.1 | 6,352 |
| Total | 44,384 | 281.0 | 78.0 | \$332,614 |

SACRAMENTO, CALIFORNIA

| California: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------|----------|-----------|-----------|------------------|
| Alpine | 92 | .3 | .1 | \$1,050 |
| Amador | 1,783 | 8.2 | 2.6 | 8,418 |
| Butte | 16,286 | 68.2 | 23.4 | 106,113 |
| Calaveras | 1,930 | 8.9 | 3.0 | 7,551 |
| Colusa | 2,415 | 11.7 | 3.6 | 17,678 |
| Contra Costa (15%) | 12,976 | 53.7 | 15.7 | 60,107 |
| Eldorado | 3,471 | 16.4 | 5.7 | 25,676 |
| Glenn | 2,776 | 16.1 | 4.9 | 22,461 |
| Lake | 2,427 | 11.1 | 3.9 | 16,299 |
| Lassen | 1,296 | 15.7 | 4.9 | 18,839 |
| Mariposa | 741 | 4.3 | 1.3 | 4,366 |
| Modoc | 1,065 | 10.1 | 3.1 | 9,001 |
| Mono | 740 | 2.5 | .8 | 3,784 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------------|----------------|--------------|---------------------|
| Nevada | 4,248 | 18.2 | 6.4 | 28,647 |
| Placer | 9,669 | 48.1 | 14.5 | 61,707 |
| Plumas | 2,343 | 11.9 | 3.8 | 13,443 |
| Sacramento | 118,585 | 409.5 | 128.2 | 586,330 |
| San Joaquin | 60,142 | 231.2 | 69.7 | 296,971 |
| Sierra | 570 | 2.4 | .7 | 1,752 |
| Solano | 29,499 | 131.2 | 40.3 | 132,422 |
| Stanislaus | 34,043 | 145.4 | 44.9 | 205,817 |
| Sutter | 5,834 | 30.8 | 9.5 | 24,823 |
| Tuolumne | 2,715 | 14.8 | 5.2 | 21,655 |
| Yolo | 9,972 | 55.6 | 16.9 | 65,642 |
| Yuba | 5,291 | 32.4 | 9.9 | 60,060 |
| Nevada: | | | | |
| Douglas | 178 | 2.2 | .5 | 4,064 |
| Lyon | 450 | 3.1 | .9 | 6,449 |
| Ormsby | 354 | 4.3 | 1.2 | 7,226 |
| Storey | 104 | .7 | .2 | 880 |
| Total | 331,995 | 1,369.0 | 425.8 | \$19,819,231 |

SAGINAW-BAY CITY, MICHIGAN

| Michigan: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Alcona | 925 | 5.8 | 1.0 | \$5,372 |
| Alpena | 6,196 | 23.5 | 6.7 | 28,534 |
| Arenac | 2,590 | 10.0 | 2.8 | 10,237 |
| Bay | 26,547 | 100.3 | 28.7 | 113,223 |
| Clare | 3,354 | 11.9 | 3.5 | 14,325 |
| Clinton | 9,155 | 34.8 | 9.8 | 26,613 |
| Crawford | 1,110 | 4.1 | 1.2 | 5,384 |
| Genesee | 84,399 | 342.5 | 100.9 | 453,255 |
| Gladwin | 2,312 | 9.1 | 2.5 | 9,854 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Gratiot | 9,084 | 34.8 | 10.2 | 39,000 |
| Huron | 8,602 | 33.9 | 9.3 | 36,000 |
| Iosco | 3,607 | 12.8 | 3.9 | 17,000 |
| Isabella | 7,221 | 30.3 | 8.2 | 31,000 |
| Lapeer | 9,897 | 42.2 | 10.7 | 36,000 |
| Midland | 9,432 | 42.7 | 11.9 | 49,000 |
| Montmorency | 1,110 | 4.5 | 1.2 | 5,000 |
| Ogemaw | 1,717 | 9.7 | 2.7 | 9,000 |
| Oscoda | 925 | 3.7 | 1.0 | 4,000 |
| Otsego | 1,030 | 6.4 | 1.7 | 7,000 |
| Presque Isle | 2,682 | 11.8 | 2.9 | 11,000 |
| Roscommon | 2,173 | 8.0 | 2.6 | 11,000 |
| Saginaw | 48,100 | 180.3 | 52.0 | 190,000 |
| Sanilac | 8,602 | 31.6 | 9.3 | 34,000 |
| St. Clair | 26,876 | 105.3 | 31.4 | 100,000 |
| Shiawassee | 13,967 | 50.0 | 15.1 | 50,000 |
| Tuscola | 10,822 | 41.6 | 11.7 | 47,000 |
| Total | 302,435 | 1,191.6 | 342.9 | \$1,511,000 |

ST. JOSEPH, MISSOURI

| Iowa: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------|-----------|-----------|------------------|
| Fremont | 2,989 | 10.9 | 3.3 | 39,500 |
| Page | 6,327 | 23.0 | 7.1 | 30,000 |
| Ringgold | 2,682 | 8.8 | 2.9 | 10,000 |
| Taylor | 2,557 | 11.6 | 3.8 | 16,000 |
| Kansas: | | | | |
| Atchison | 5,835 | 20.9 | 6.4 | 29,000 |
| Brown | 3,066 | 14.6 | 5.0 | 12,000 |
| Doniphan | 3,052 | 11.0 | 3.3 | 16,100 |
| Jackson | 2,648 | 10.4 | 3.4 | 19,000 |

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LAKE HURON BROADCASTING CORPORATION

SAGINAW
 207,000 WATTS ERP.

MICHIGAN
 CHANNEL 57

VHF Sets Pop. (00) Fam. (00) Ret. Sales (000)

| | | | | |
|-----------|--------|-------|------|---------|
| Jefferson | 2,248 | 11.2 | 3.6 | 8,858 |
| Lawworth | 9,210 | 36.4 | 10.0 | 29,826 |
| Marshall | 3,575 | 17.3 | 5.6 | 17,203 |
| Matome | 3,792 | 13.7 | 4.1 | 12,870 |
| Matome | 1,958 | 12.1 | 3.7 | 14,366 |
| Matome | 38,757 | 128.5 | 41.9 | 165,385 |

| | | | | |
|--------|--------|-------|------|---------|
| Matome | 2,568 | 11.3 | 3.8 | 7,876 |
| Matome | 1,821 | 10.9 | 3.3 | 10,449 |
| Matome | 28,851 | 102.7 | 32.5 | 114,492 |
| Matome | 2,430 | 9.5 | 3.4 | 8,647 |
| Matome | 2,863 | 15.0 | 5.0 | 13,051 |
| Matome | 2,015 | 14.2 | 4.7 | 11,911 |
| Matome | 3,515 | 11.2 | 3.8 | 16,938 |
| Matome | 2,503 | 10.8 | 3.6 | 7,150 |
| Matome | 2,164 | 7.6 | 2.6 | 5,857 |
| Matome | 1,900 | 10.1 | 3.3 | 9,001 |
| Matome | 2,900 | 12.8 | 4.4 | 14,981 |
| Matome | 3,436 | 13.2 | 4.3 | 15,103 |
| Matome | 1,645 | 9.7 | 3.0 | 9,146 |
| Matome | 5,472 | 27.2 | 8.7 | 23,944 |
| Matome | 3,358 | 19.4 | 6.8 | 17,610 |
| Matome | 3,262 | 16.4 | 5.3 | 20,534 |
| Matome | 1,757 | 5.4 | 1.9 | 5,043 |
| Matome | 5,162 | 24.0 | 7.5 | 20,602 |
| Matome | 4,902 | 17.5 | 5.3 | 22,608 |
| Matome | 4,462 | 18.2 | 6.3 | 11,951 |
| Matome | 6,699 | 27.6 | 8.5 | 25,661 |
| Matome | 876 | 4.9 | 1.6 | 3,815 |

| | | | | |
|--------|---------|-------|-------|-----------|
| Matome | 2,445 | 11.5 | 3.5 | 9,702 |
| Matome | 1,624 | 5.8 | 2.0 | 3,747 |
| Matome | 3,945 | 14.9 | 4.8 | 17,002 |
| Total | 191,271 | 762.2 | 244.0 | \$774,410 |

ST. LOUIS, MISSOURI

| | | | | |
|-------------|--------|-------|------|----------|
| Bond | 4,070 | 13.7 | 4.4 | \$12,073 |
| Callha | 1,506 | 6.0 | 1.7 | 4,913 |
| Clay | 2,305 | 16.7 | 5.3 | 15,535 |
| Clint | 5,920 | 22.4 | 6.4 | 19,824 |
| Effingham | 4,341 | 20.9 | 6.3 | 29,297 |
| Faye | 5,039 | 21.7 | 6.6 | 21,377 |
| Frank | 9,792 | 47.9 | 16.2 | 35,274 |
| Greene | 4,700 | 17.6 | 5.7 | 16,557 |
| Jack | 10,816 | 37.8 | 11.9 | 42,259 |
| Jefferson | 6,361 | 35.8 | 11.7 | 35,251 |
| Jerry | 4,266 | 16.0 | 4.8 | 14,275 |
| Macoin | 12,580 | 41.1 | 13.6 | 39,369 |
| Madison | 55,045 | 212.8 | 66.4 | 229,804 |
| Maria | 12,065 | 42.3 | 13.7 | 48,836 |
| Montgomery | 3,571 | 13.3 | 4.0 | 15,435 |
| Montgomery | 6,877 | 30.2 | 10.2 | 30,928 |
| Mori | 6,991 | 35.3 | 9.9 | 45,888 |
| Perr | 5,466 | 20.3 | 6.3 | 13,061 |
| Pike | 5,503 | 20.0 | 6.6 | 17,424 |
| Ranph | 7,300 | 29.5 | 8.2 | 24,458 |
| St. Gr | 62,274 | 231.7 | 70.0 | 237,610 |
| Scot | 1,942 | 6.4 | 2.1 | 6,178 |
| Washington | 3,104 | 13.5 | 4.4 | 18,178 |
| Way | 4,858 | 23.7 | 7.6 | 16,688 |
| Willison | 12,088 | 48.2 | 16.4 | 41,372 |
| Alstri: | | | | |
| Boller | 2,251 | 9.6 | 2.7 | 5,518 |
| Capitardeau | 9,515 | 39.6 | 11.9 | 52,334 |
| Crabrd | 1,802 | 10.4 | 3.1 | 9,041 |
| Den | 2,284 | 10.4 | 3.2 | 9,934 |
| Frank | 7,133 | 42.2 | 12.9 | 40,246 |
| Gasade | 2,201 | 13.7 | 4.3 | 12,484 |
| Ivor | 998 | 9.0 | 2.0 | 4,774 |
| Jeffon | 12,131 | 60.6 | 18.2 | 38,485 |
| Ling | 3,628 | 15.4 | 5.5 | 14,894 |
| Macoin | 1,732 | 9.7 | 2.7 | 8,872 |
| Mat | 1,390 | 6.7 | 2.0 | 3,726 |

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as a basic advertising medium



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- market rankings by current and potential circulation
- studies showing maximum or minimum coverage

Write to the Research Manager,

TELEVISION MAGAZINE
600 Madison Avenue
New York 22, N. Y.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------|----------------|----------------|--------------|--------------------|
| ST. LOUIS, MO. continued | | | | |
| Miller | 2,252 | 14.2 | 4.4 | 12,126 |
| Monroe | 2,775 | 9.1 | 3.0 | 9,550 |
| Montgomery | 2,884 | 10.2 | 3.4 | 10,879 |
| Osage | 1,803 | 12.4 | 3.3 | 7,290 |
| Perry | 3,052 | 12.1 | 3.3 | 11,649 |
| Phelps | 4,714 | 24.2 | 7.1 | 26,221 |
| Pike | 3,963 | 17.6 | 6.1 | 17,311 |
| Ralls | 1,895 | 9.5 | 2.8 | 4,009 |
| St. Charles | 8,119 | 36.5 | 10.5 | 41,634 |
| St. Francois | 7,087 | 38.2 | 11.3 | 32,659 |
| St. Louis | 389,380 | 1,451.8 | 448.4 | 1,779,526 |
| Ste. Genevieve | 2,454 | 11.2 | 3.0 | 9,010 |
| Warren | 2,035 | 6.8 | 2.2 | 7,019 |
| Washington | 2,311 | 13.8 | 3.8 | 8,480 |
| Wayne | 2,220 | 9.4 | 2.4 | 4,532 |
| Total | 740,789 | 2,929.1 | 904.3 | \$3,214,067 |

ST. PETERSBURG-TAMPA, FLORIDA

| Florida: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Alachua | 7,951 | 64.2 | 16.1 | \$67,643 |
| Brevard | 12,311 | 49.1 | 15.9 | 67,292 |
| Charlotte | 1,575 | 5.6 | 1.9 | 6,962 |
| Citrus | 544 | 6.0 | 1.6 | 6,550 |
| Collier | 2,617 | 11.9 | 3.7 | 16,093 |
| De Soto | 1,166 | 9.1 | 2.3 | 9,043 |
| Dixie | 505 | 3.9 | .9 | 3,494 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gilchrist | 286 | 2.7 | .6 | 2,736 |
| Glades | 563 | 2.8 | .7 | 1,538 |
| Hardee | 1,582 | 12.0 | 3.3 | 11,989 |
| Hendry | 829 | 6.8 | 1.8 | 10,776 |
| Hernando | 815 | 8.1 | 2.3 | 8,907 |
| Highlands | 3,194 | 15.8 | 4.7 | 21,538 |
| Hillsborough | 92,685 | 340.9 | 100.2 | 407,781 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|----------------|--------------|--------------------|
| Lafayette | 510 | 3.2 | .7 | 2,142 |
| Lake | 7,346 | 45.1 | 13.2 | 52,973 |
| Lee | 5,816 | 33.2 | 10.1 | 62,835 |
| Levy | 1,426 | 10.1 | 2.7 | 10,397 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Manatee | 9,616 | 45.7 | 14.3 | 58,711 |
| Marion | 6,114 | 45.4 | 12.9 | 54,569 |
| Okeechobee | 766 | 4.3 | 1.1 | 4,783 |
| Orange (33%) | 14,596 | 64.7 | 19.8 | 87,547 |
| Osceola | 2,375 | 13.4 | 4.5 | 15,564 |
| Pasco | 3,741 | 25.7 | 7.7 | 26,015 |
| Pinellas | 79,735 | 245.8 | 86.2 | 378,364 |
| Polk | 42,642 | 162.2 | 46.1 | 177,653 |
| Sarasota | 6,486 | 50.6 | 16.6 | 96,268 |
| Sumter | 1,102 | 10.8 | 2.9 | 8,617 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |
| Total | 309,873 | 1,311.3 | 398.3 | \$1,686,624 |

SALINAS-MONTEREY, CALIFORNIA

| California: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|----------------|--------------|--------------|------------------|
| Merced (20%) | 3,864 | 17.1 | 5.0 | \$19,325 |
| Monterey | 45,926 | 175.0 | 51.8 | 198,435 |
| San Benito | 2,505 | 14.6 | 4.4 | 14,943 |
| San Luis Obispo | 13,749 | 62.0 | 20.7 | 82,334 |
| Santa Clara (6%) | 8,284 | 29.4 | 9.0 | 38,088 |
| Santa Cruz | 20,909 | 70.8 | 26.4 | 97,249 |
| Stanislaus | 34,043 | 145.4 | 44.9 | 205,817 |
| Tuolumne | 2,715 | 14.8 | 5.2 | 21,655 |
| Total | 131,995 | 529.1 | 149.4 | \$677,846 |

SALISBURY, MARYLAND*

| Delaware: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Sussex | | 75.5 | 23.1 | \$101,809 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------|-----------------|--------------|-------------|------------------|
| Maryland: | | | | |
| Somerset | UHF | 20.8 | 5.9 | 379 |
| Wicomico | DI | 43.1 | 12.8 | 607 |
| Worcester | on county basis | 25.5 | 7.6 | 924 |
| Virginia: | | | | |
| Accomack | | 34.7 | 10.1 | 630 |
| Total | †42,461 | 199.6 | 59.5 | \$2,300 |

*Due to conflicting research data, this market has been re-evaluated pending further study.

SALT LAKE CITY, UTAH

| Idaho: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------|-----------|-----------|------------------|
| Bannock | 6,907 | 45.1 | 12.6 | \$988 |
| Bear Lake | 1,051 | 6.5 | 1.8 | 80 |
| Caribou | 1,035 | 7.6 | 2.1 | 33 |
| Cassia | 2,007 | 14.5 | 3.9 | 345 |
| Franklin | 1,133 | 9.6 | 2.4 | 350 |
| Oneida | 509 | 3.7 | .9 | 273 |
| Powe | 651 | 3.3 | .8 | 690 |
| Nevada: | | | | |
| Elko | 1,113 | 13.0 | 3.9 | 533 |
| White Pine | 1,326 | 14.1 | 4.1 | 511 |
| Utah: | | | | |
| Box Elder | 5,827 | 24.1 | 6.3 | 441 |
| Cache | 9,620 | 38.8 | 10.4 | 513 |
| Carbon | 2,981 | 29.2 | 7.7 | 724 |
| Daggett | 20 | .4 | .1 | 99 |
| Davis | 10,175 | 42.4 | 11.0 | 512 |
| Duchesne | 847 | 8.9 | 2.1 | 789 |
| Emery | 1,295 | 5.8 | 1.4 | 309 |
| Grand | 462 | 1.9 | .5 | 260 |
| Juab | 1,010 | 5.8 | 1.5 | 404 |
| Millard | 1,243 | 9.9 | 2.5 | 206 |

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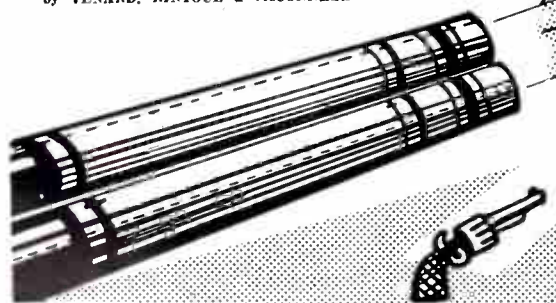
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WSUN-TV

ST. PETERSBURG-TAMPA FLORIDA

UNDUPLICATED ABC ON FLORIDA'S WEST COAST

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------|----------|-----------|-----------|------------------|
| Mora | 511 | 2.5 | .6 | 2,857 |
| Nich | 455 | 1.7 | .5 | 706 |
| Itke | 88,615 | 329.8 | 95.8 | 442,765 |
| in | 1,763 | 13.9 | 3.9 | 9,236 |
| via | 2,059 | 12.6 | 3.3 | 16,456 |
| mf | 1,309 | 7.2 | 1.8 | 4,862 |
| oe | 5,029 | 21.0 | 5.5 | 14,034 |
| nti | 1,289 | 11.7 | 2.8 | 8,606 |
| sh | 23,691 | 101.6 | 26.1 | 81,481 |
| ash | 974 | 5.4 | 1.3 | 5,017 |
| | 27,472 | 103.2 | 29.7 | 109,211 |
| ng: | | | | |
| cs | 1,089 | 8.0 | 2.3 | 11,299 |
| nti | 610 | 6.6 | 1.7 | 9,051 |
| total | 204,078 | 909.8 | 251.3 | \$994,285 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Medina | 2,938 | 18.1 | 4.6 | 13,034 |
| Menard | 181 | 3.9 | 1.1 | 4,169 |
| Real | 300 | 2.7 | .7 | 1,044 |
| Refugio | 794 | 9.6 | 2.6 | 11,058 |
| San Patricio | 6,104 | 40.7 | 9.8 | 36,669 |
| San Saba | 674 | 7.7 | 2.3 | 7,288 |
| Schleicher | 164 | 2.6 | .7 | 4,000 |
| Starr | 1,523 | 15.0 | 3.1 | 7,122 |
| Sutton | 531 | 3.8 | 1.0 | 5,400 |
| Uvalde | 2,119 | 18.2 | 4.8 | 16,590 |
| Victoria | 2,862 | 37.7 | 10.3 | 59,376 |
| Webb | 7,919 | 66.5 | 14.9 | 50,371 |
| Wilson | 1,812 | 13.2 | 3.2 | 8,994 |
| Zapata | 452 | 4.9 | 1.0 | 942 |
| Zavala | 1,190 | 12.8 | 2.7 | 6,486 |
| Total | 251,768 | 1,432.0 | 374.0 | \$1,426,846 |

SAN ANGELO, TEXAS

| | | | | |
|---------|--------|-------|------|-----------|
| Alameda | 2,661 | 12.0 | 3.7 | \$12,213 |
| Alfonso | 692 | 4.5 | 1.4 | 4,263 |
| Arnett | 608 | 4.8 | 1.2 | 4,208 |
| McCoch | 1,876 | 10.7 | 3.1 | 10,402 |
| Menard | 181 | 3.9 | 1.1 | 4,169 |
| Menard | 3,284 | 15.3 | 4.4 | 19,340 |
| Schlher | 164 | 2.6 | .7 | 4,000 |
| Uffo | 531 | 3.8 | 1.0 | 5,400 |
| Tomkeen | 12,724 | 74.6 | 21.6 | 89,066 |
| Total | 22,721 | 132.2 | 38.2 | \$153,061 |

SAN ANTONIO, TEXAS

| | | | | |
|-------------|---------|-------|-------|-----------|
| California: | | | | |
| Imperial | 10,211 | 69.0 | 18.5 | \$101,628 |
| Texas: | | | | |
| Aransas | 469 | 4.1 | 1.2 | 5,968 |
| Atascosa | 3,500 | 19.7 | 4.7 | 13,815 |
| Banda | 1,049 | 4.1 | 1.2 | 2,584 |
| Bee | 2,553 | 22.5 | 5.8 | 18,021 |
| Bexar | 130,695 | 594.2 | 156.5 | 612,352 |
| Blanco | 1,048 | 3.8 | 1.2 | 4,731 |
| Calcutt | 3,924 | 17.2 | 4.7 | 19,837 |
| Callahan | 1,725 | 10.9 | 3.1 | 11,608 |
| Colorado | 4,322 | 16.9 | 5.0 | 21,699 |
| Comal | 4,962 | 21.2 | 6.0 | 21,737 |
| Concho | 692 | 4.5 | 1.4 | 4,263 |
| Crockett | 608 | 4.8 | 1.2 | 4,208 |
| Delaware | 3,545 | 21.2 | 6.2 | 24,644 |
| Dimmit | 749 | 11.9 | 2.4 | 4,822 |
| Duval | 1,724 | 13.9 | 3.2 | 7,081 |
| Edwards | 144 | 3.3 | .8 | 1,566 |
| Payne | 3,175 | 20.1 | 5.9 | 19,290 |
| Frio | 2,006 | 11.4 | 2.7 | 6,128 |
| Gillie | 1,143 | 10.0 | 3.1 | 13,755 |
| Goliad | 1,067 | 5.2 | 1.3 | 3,701 |
| Gonzales | 3,624 | 19.9 | 5.2 | 25,156 |
| Guadalupe | 8,649 | 25.8 | 7.1 | 25,017 |
| Hay | 4,050 | 20.5 | 5.0 | 17,190 |
| Jack | 2,103 | 13.2 | 3.6 | 14,652 |
| Jim Hogg | 546 | 4.9 | 1.2 | 3,853 |
| Jim Wells | 3,354 | 33.2 | 8.0 | 27,939 |
| Karns | 1,788 | 16.1 | 3.3 | 13,106 |
| Kerr | 1,129 | 5.4 | 1.6 | 5,531 |
| Kerr | 1,600 | 15.8 | 4.6 | 18,386 |
| Kim | 820 | 4.4 | 1.2 | 4,339 |
| King | 243 | 2.1 | .5 | 1,399 |
| Kleberg | 2,150 | 27.1 | 6.8 | 27,506 |
| LaSalle | 736 | 7.9 | 1.9 | 3,823 |
| Levy | 2,902 | 19.1 | 5.5 | 17,881 |
| Livestock | 972 | 7.9 | 2.0 | 5,941 |
| Llano | 1,064 | 5.1 | 1.7 | 6,330 |
| McCoch | 1,876 | 10.7 | 3.1 | 10,402 |
| McNelly | 275 | 1.6 | .5 | 196 |
| Madison | 417 | 4.6 | 1.5 | 3,591 |
| Matamoros | 3,406 | 25.0 | 7.1 | 27,834 |
| Meeker | 1,190 | 14.4 | 3.1 | 10,793 |

SAN DIEGO, CALIFORNIA-TIJUANA, MEXICO

| | | | | |
|-------------|---------|-------|-------|-------------|
| California: | | | | |
| Imperial | 10,211 | 69.0 | 18.5 | \$101,628 |
| San Diego | 266,492 | 875.7 | 288.1 | 1,002,462 |
| Total | 276,703 | 944.7 | 306.6 | \$1,104,090 |

SAN FRANCISCO, CALIFORNIA

| | | | | |
|---------------|-----------|---------|---------|-------------|
| California: | | | | |
| Alameda | 261,669 | 866.8 | 293.3 | \$1,166,660 |
| Alpine | 92 | .3 | .1 | 1,050 |
| Amador | 1,783 | 8.2 | 2.6 | 8,418 |
| Butte | 16,286 | 68.2 | 23.4 | 106,113 |
| Calaveras | 1,930 | 8.9 | 3.0 | 7,551 |
| Colusa | 2,415 | 11.7 | 3.6 | 17,678 |
| Contra Costa | 86,507 | 358.2 | 104.6 | 400,716 |
| Eldorado | 3,471 | 16.4 | 5.7 | 25,676 |
| Glenn | 2,776 | 16.1 | 4.9 | 22,461 |
| Lake | 2,427 | 11.1 | 3.9 | 16,299 |
| Marin | 33,947 | 119.3 | 36.7 | 146,553 |
| Mariposa | 741 | 4.3 | 1.3 | 4,366 |
| Mendocino | 8,525 | 57.8 | 17.9 | 66,410 |
| Mono | 740 | 2.5 | .8 | 3,784 |
| Monterey | 45,926 | 175.0 | 51.8 | 198,435 |
| Napa | 8,702 | 63.3 | 17.9 | 56,808 |
| Placer | 9,669 | 48.1 | 14.5 | 61,707 |
| Plumas | 2,343 | 11.9 | 3.8 | 13,443 |
| San Benito | 2,505 | 14.6 | 4.4 | 14,943 |
| San Francisco | 266,215 | 810.1 | 287.8 | 1,237,354 |
| San Joaquin | 60,142 | 231.2 | 69.7 | 296,971 |
| San Mateo | 111,732 | 386.0 | 122.7 | 453,260 |
| Santa Clara | 138,059 | 490.1 | 150.8 | 634,808 |
| Santa Cruz | 20,909 | 70.8 | 26.4 | 97,249 |
| Sierra | 570 | 2.4 | .7 | 1,752 |
| Solano | 29,499 | 131.2 | 40.3 | 132,422 |
| Sonoma | 41,532 | 134.7 | 44.9 | 206,945 |
| Stanislaus | 34,043 | 145.4 | 44.9 | 205,817 |
| Sutter | 5,834 | 30.8 | 9.5 | 24,823 |
| Tuolumne | 2,715 | 14.8 | 5.2 | 21,655 |
| Yolo | 9,972 | 55.6 | 16.9 | 65,642 |
| Yuba | 5,291 | 32.4 | 9.9 | 60,060 |
| Total | 1,218,967 | 4,398.2 | 1,423.9 | \$5,777,829 |

SAN JOSE, CALIFORNIA

| | | | | |
|-------------|---------|-------|-------|-----------|
| California: | | | | |
| Monterey | 45,926 | 175.0 | 51.8 | \$198,435 |
| San Benito | 2,505 | 14.6 | 4.4 | 14,943 |
| Santa Clara | 138,059 | 490.1 | 150.8 | 634,808 |
| Santa Cruz | 20,909 | 70.8 | 26.4 | 97,249 |
| Total | 207,399 | 750.5 | 233.4 | \$945,435 |

SAN LUIS OBISPO, CAL.—See Salinas-Monterey



INTRODUCING KCTV

SERVING

79,700 families*

WITH

\$435,388,000.00*

Effective Buying Income

AND

\$315,307,000.00*

Retail Sales

NOW

KCTV

OFFERS

TOP CBS-NBC-ABC SHOWS

ONE STATION MARKET

EXTENDED DAYTIME
SERVICE

YOURS WITH

KCTV

 (Formerly KTXL-TV)
CHANNEL 8 San Angelo, Texas

J. H. HUBBARD
General Manager

Rep: Venard, Rintoul, McConnell, N.Y.
Clyde Melville Company, Dallas

*Source: Sales Management—1957

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HAVE YOU SEEN THESE RADIO STUDIES IN TELEVISION MAGAZINE?

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How they are used as two facets of one medium by major advertisers today

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3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . Audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

EXTRA COPIES ARE AVAILABLE — 25¢

PLEASE SEND ME RADIO STUDY NO.:

1 2 3 4 5 6 7 8

NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

ENCLOSED IS \$.....

| | VHF Sets | Pop. (00) | Fam. (00) | R. S. |
|---|---------------|--------------|-------------|-------|
| SANTA BARBARA, CALIFORNIA | | | | |
| California: | | | | |
| San Luis Obispo | 13,749 | 62.0 | 20.7 | |
| Santa Barbara | 31,182 | 111.4 | 36.2 | |
| Total | 44,931 | 173.4 | 56.9 | |
| (Does not include Los Angeles, where station claims additional coverage.) | | | | |

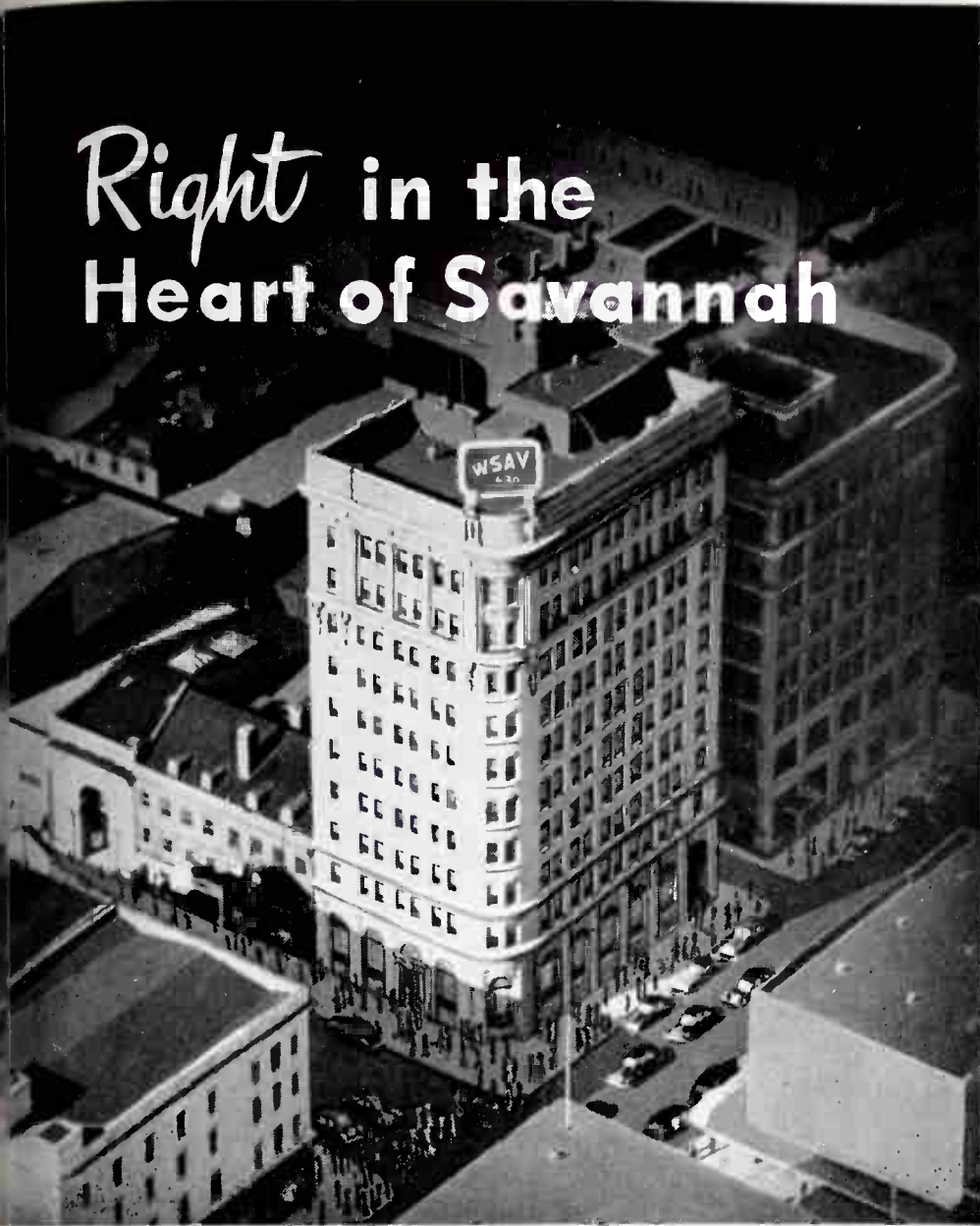
| | VHF Sets | Pop. (00) | Fam. (00) | R. S. |
|--------------------------|---------------|--------------|--------------|---------------|
| SAVANNAH, GEORGIA | | | | |
| Georgia: | | | | |
| Appling | 1,381 | 13.2 | 3.0 | |
| Bacon | 1,457 | 8.7 | 2.2 | |
| Ben Hill | 1,532 | 14.2 | 3.8 | |
| Brantley | 502 | 6.4 | 1.5 | |
| Bryan | 1,081 | 6.1 | 1.4 | |
| Bulloch | 2,361 | 22.8 | 5.7 | |
| Burke | 2,039 | 21.5 | 5.5 | |
| Camden | 1,525 | 8.4 | 2.3 | |
| Candler | 676 | 7.1 | 1.8 | |
| Charlton | 626 | 4.5 | 1.1 | |
| Chatham | 42,006 | 165.0 | 48.5 | |
| Effingham | 1,267 | 8.8 | 2.2 | |
| Emanuel | 1,297 | 17.1 | 4.3 | |
| Evans | 753 | 5.9 | 1.5 | |
| Glynn | 5,388 | 34.7 | 9.6 | |
| Jeff Davis | 1,088 | 9.4 | 2.4 | |
| Jenkins | 929 | 9.2 | 2.3 | |
| Liberty | 1,041 | 8.9 | 2.2 | |
| Long | 270 | 3.7 | .9 | |
| McIntosh | 1,285 | 6.4 | 1.6 | |
| Montgomery | 1,049 | 7.0 | 1.6 | |
| Pierce | 1,213 | 10.1 | 2.4 | |
| Screven | 2,613 | 16.6 | 4.1 | |
| Tattnal | 2,119 | 14.5 | 3.4 | |
| Telfair | 1,235 | 11.3 | 2.7 | |
| Toombs | 2,270 | 17.2 | 4.2 | |
| Treutlen | 592 | 5.7 | 1.4 | |
| Ware | 5,035 | 34.1 | 9.0 | |
| Wayne | 1,187 | 14.2 | 3.5 | |
| Wheeler | 731 | 5.9 | 1.4 | |
| South Carolina: | | | | |
| Beaufort | 3,705 | 29.7 | 6.9 | 32 |
| Hampton | 3,249 | 18.6 | 4.4 | 72 |
| Jasper | 1,566 | 10.9 | 2.6 | 73 |
| Total | 95,068 | 577.8 | 151.4 | \$4 18 |

| | VHF Sets | Pop. (00) | Fam. (00) | R. S. |
|--|----------|-----------|-----------|-------|
| SCHENECTADY-ALBANY-TROY, NEW YORK | | | | |
| Massachusetts: | | | | |
| Berkshire | 36,890 | 138.6 | 41.6 | \$1 1 |
| Franklin | 16,095 | 55.5 | 17.4 | 26 |
| New Hampshire: | | | | |
| Sullivan | 7,770 | 27.8 | 8.4 | 075 |
| New York: | | | | |
| Albany | 72,897 | 259.5 | 82.3 | 3 113 |
| Columbia | 12,944 | 45.2 | 14.0 | 978 |
| Delaware | 11,771 | 46.3 | 13.9 | 602 |
| Dutchess | 35,335 | 144.3 | 38.2 | 1 944 |
| Fulton | 16,280 | 53.0 | 17.6 | 110 |
| Greene | 8,232 | 29.2 | 8.9 | 683 |
| Hamilton | 1,202 | 4.1 | 1.3 | 280 |
| Herkimer | 17,945 | 62.6 | 19.4 | 206 |
| Montgomery | 17,667 | 61.0 | 19.1 | 132 |
| Otsego | 15,725 | 54.0 | 17.0 | 939 |
| Rensselaer | 39,590 | 140.8 | 42.8 | 1 315 |
| Saratoga | 22,847 | 82.2 | 24.7 | 348 |
| Schenectady | 45,771 | 161.6 | 51.3 | 1 501 |
| Schoharie | 6,752 | 24.2 | 7.3 | 386 |
| Ulster | 29,195 | 101.1 | 31.7 | 1 941 |
| Warren | 11,256 | 41.2 | 12.8 | 109 |
| Washington | 12,672 | 47.2 | 13.7 | 146 |
| Vermont: | | | | |
| Addison | 4,226 | 19.5 | 4.9 | 038 |

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Put your message where the money is!

Right in the
Heart of Savannah



Business was never better in this dynamic coastal area. Rand McNally's latest Business Trend ranks Savannah as the *top city in the Southeast . . . the No. 2 city in the entire United States* in economic gain over last year.

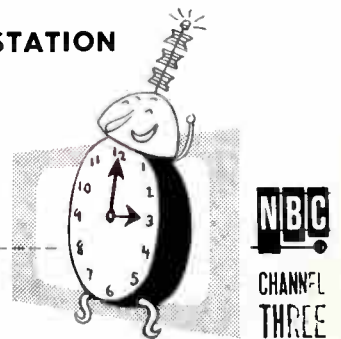
Hub of the rich
3-county area
covered by WSAV-TV

To turn this steadily increasing flow of consumer dollars into *more sales for you*, put your advertising *where the action is . . .* put it on Channel 3!

Clearly . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's **3** in Savannah
WSAV-TV

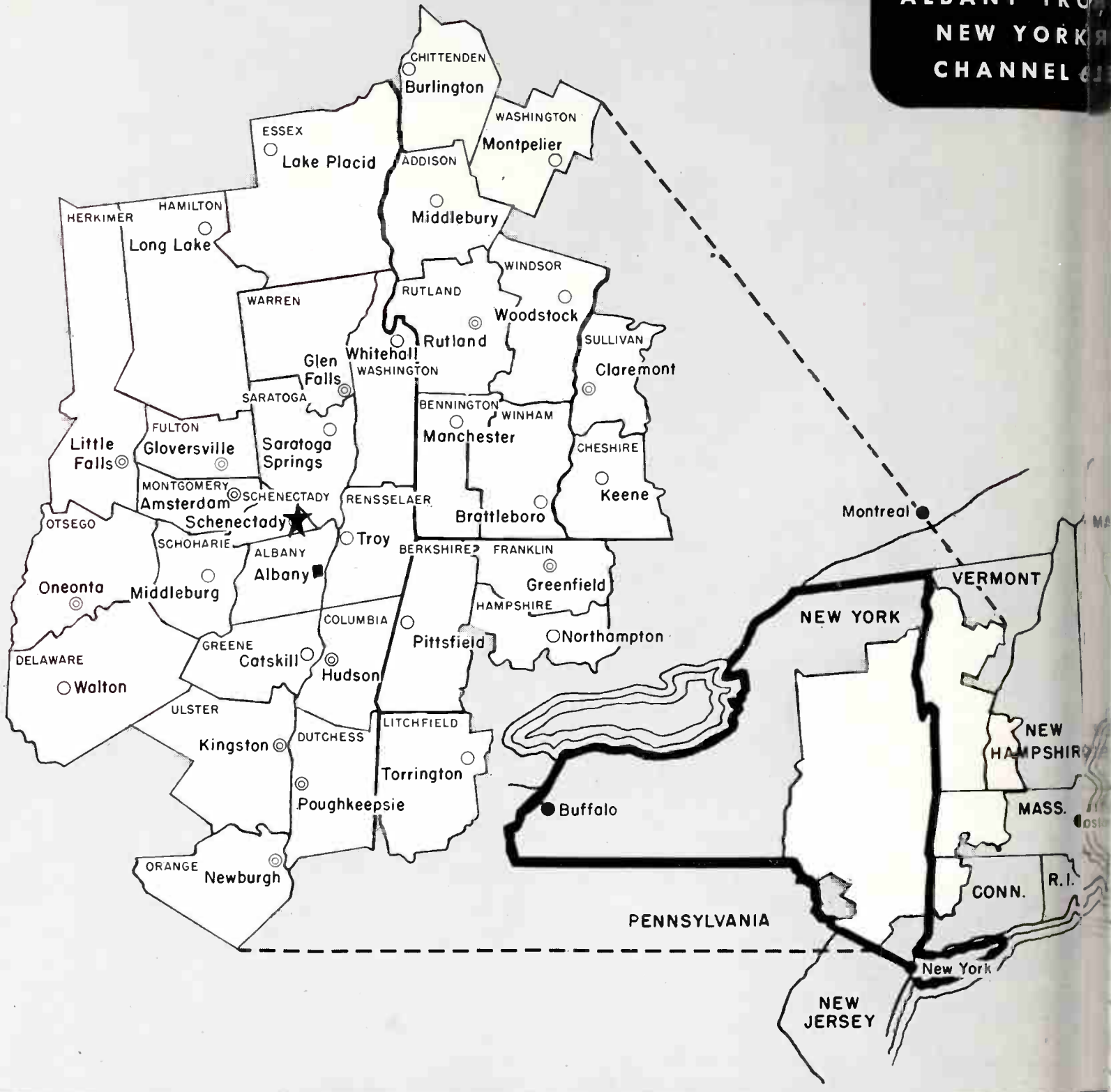
REPRESENTED BY BLAIR TELEVISION ASSOCIATES



NOT LOCAL...

REGIONAL

WRGB
SCHENECTADY
ALBANY-TROY
NEW YORK
CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television.

WRGB, Channel 6 Represented nationally by NBC SPOT SALES

MEN WHO PLAN ADVERTISING CAMPAIGNS ARE



GEORGE POLK, IN CHARGE OF BROADCAST PLANNING AND DEVELOPMENT FOR BBD&O, COMES RIGHT TO THE POINT:

"SPOT OFFERS BOTH DEEP PENETRATION OF MARKET AND HIGH FREQUENCY OF MESSAGE.

IN ADDITION, OF COURSE, IT PROVIDES GOOD FLEXIBILITY."



SPOT SALES

Buy the LEADERSHIP station in Seattle—KOMO-TV • 4

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------------|----------------|--------------|--------------------|
| TADY-ALBANY-TROY, N.Y. continued | | | |
| 6,845 | 24.3 | 7.4 | 30,599 |
| 16,465 | 67.0 | 17.8 | 80,549 |
| 10,180 | 44.0 | 12.7 | 54,516 |
| 10,836 | 43.5 | 12.1 | 45,774 |
| 8,718 | 41.2 | 12.2 | 48,134 |
| 496,106 | 1,818.9 | 550.5 | \$2,155,419 |

WILKES-BARRE, PENNSYLVANIA

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------------|--------------|------------------|
| Wilkes-Barre: | | | |
| UHF | 38.0 | 10.8 | \$34,244 |
| DI | 52.3 | 15.6 | 51,403 |
| on county basis | 253.6 | 73.2 | 241,179 |
| | 374.9 | 105.2 | 332,242 |
| | 103.4 | 31.3 | 108,771 |
| | 16.4 | 3.6 | 11,174 |
| Scranton | 111.7 | 32.5 | 106,015 |
| | 236 | 6.3 | 21,785 |
| | 5.6 | 1.5 | 3,834 |
| | 30.1 | 8.4 | 26,360 |
| | 24.7 | 6.0 | 18,068 |
| | 16.5 | 4.8 | 19,477 |
| †239,039 | 1,050.8 | 299.2 | \$974,552 |

ACCOMA, WASHINGTON

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------------|--------------|--------------------|
| 6,128 | 31.4 | 10.5 | \$33,068 |
| Tacoma: | | | |
| 7,831 | 29.8 | 9.6 | 34,508 |
| 11,368 | 58.0 | 19.4 | 72,582 |
| 3,097 | 13.7 | 4.2 | 9,371 |
| 2,405 | 8.8 | 2.6 | 8,222 |
| 222,440 | 782.1 | 265.7 | 1,129,831 |
| 22,481 | 88.9 | 29.1 | 86,389 |
| 3,255 | 21.3 | 6.4 | 25,488 |
| 7,871 | 44.6 | 14.7 | 55,371 |
| 3,540 | 15.4 | 4.9 | 15,391 |
| 3,422 | 16.6 | 5.8 | 14,582 |
| 78,897 | 308.3 | 92.0 | 321,283 |
| 1,110 | 3.2 | 1.2 | 2,316 |
| 10,338 | 47.3 | 15.0 | 63,851 |
| 42,365 | 137.6 | 45.8 | 138,849 |
| 12,130 | 47.7 | 16.1 | 57,214 |
| 446 | 3.9 | 1.0 | 1,973 |
| 15,476 | 72.2 | 24.1 | 55,418 |
| 454,600 | 1,730.8 | 568.1 | \$2,125,707 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | |
|--------------------------|-----------|-----------|------------------|--------------|---------------|--------------|------------------|------------------|--------|
| SEDALIA, MISSOURI | | | | Hickory | 1,665 | 5.2 | 1.8 | 2,439 | |
| Missouri: | | | | Moniteau | 2,558 | 10.3 | 3.4 | 8,401 | |
| Denton | 2,443 | 9.3 | 2.8 | \$6,756 | Morgan | 2,497 | 8.5 | 2.7 | 9,022 |
| Cooper | 2,820 | 16.1 | 5.1 | 12,903 | Pettis | 8,887 | 36.6 | 12.6 | 40,200 |
| Henry | 4,753 | 19.2 | 6.6 | 19,498 | St. Clair | 2,867 | 9.2 | 3.1 | 5,628 |
| | | | | Total | 28,490 | 114.4 | 38.1 | \$104,847 | |

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for coverage in the Wilkes-Barre-Scranton area

You MUST use the most POWERFUL station in Northeastern Pennsylvania's rich 17 county area to really cover the market!

Wilk-tv Reaches better than 85% of the 239,039 TV sets in its coverage area!

Wilk-tv Reaches more community cable subscribers than any other station in the Wilkes-Barre-Scranton area!

Wilk-tv Provides a clearer "line-of-sight" to all important surrounding population centers than any other station in the area!

Wilk-tv Carries your message from Reading to New York State—from the Lock Haven-Williamsport area to New Jersey!

Get the facts! . . . See Avery-Knodel, Inc.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------------|----------------|----------------|--------------|--------------------|
| SHREVEPORT, LOUISIANA | | | | |
| Arkansas: | | | | |
| Columbia | 3,264 | 24.6 | 6.8 | \$19,673 |
| Hempstead | 2,250 | 18.8 | 5.4 | 14,656 |
| Howard | 1,601 | 9.4 | 2.6 | 7,308 |
| Lafayette | 1,012 | 12.1 | 3.1 | 6,573 |
| Little River | 1,484 | 10.1 | 2.7 | 5,035 |
| Miller | 9,144 | 36.7 | 10.6 | 29,964 |
| Sevier | 1,535 | 7.6 | 2.1 | 6,277 |
| Union | 11,557 | 54.0 | 15.8 | 52,286 |
| Louisiana: | | | | |
| Bienville | 1,768 | 17.0 | 4.4 | 7,833 |
| Bossier | 11,986 | 46.6 | 13.0 | 32,242 |
| Caddo | 56,332 | 209.4 | 60.9 | 256,567 |
| Claiborne | 3,013 | 23.2 | 6.2 | 14,999 |
| De Soto | 4,972 | 22.4 | 5.8 | 16,148 |
| Lincoln | 3,516 | 26.7 | 6.8 | 22,681 |
| Natchitoches | 5,985 | 37.0 | 9.3 | 18,241 |
| Red River | 2,314 | 10.5 | 2.7 | 5,411 |
| Sabine | 2,719 | 19.9 | 5.1 | 11,065 |
| Union | 1,995 | 18.7 | 4.7 | 9,557 |
| Vernon | 2,755 | 21.1 | 6.0 | 18,471 |
| Webster | 6,411 | 37.8 | 10.3 | 31,485 |
| Oklahoma: | | | | |
| McCurtain | 1,790 | 20.9 | 5.6 | 13,209 |
| Texas: | | | | |
| Angelina | 7,388 | 39.1 | 11.4 | 33,038 |
| Bowie | 12,794 | 69.3 | 20.4 | 52,006 |
| Camp | 1,111 | 7.9 | 2.4 | 7,172 |
| Cass | 3,342 | 22.8 | 6.1 | 17,988 |
| Gregg | 15,158 | 73.6 | 22.8 | 98,372 |
| Harrison | 8,183 | 50.2 | 13.5 | 36,245 |
| Marion | 2,127 | 9.0 | 2.3 | 6,195 |
| Morris | 1,369 | 8.9 | 2.5 | 9,109 |
| Nacogdoches | 4,092 | 29.6 | 8.1 | 24,609 |
| Panola | 2,108 | 16.9 | 4.3 | 12,273 |
| Red River | 2,123 | 18.0 | 5.2 | 10,590 |
| Rusk | 7,747 | 43.0 | 12.1 | 32,161 |
| San Augustine | 1,129 | 7.0 | 1.8 | 6,573 |
| Shelby | 3,315 | 19.6 | 5.6 | 22,007 |
| Titus | 1,777 | 16.2 | 4.6 | 17,073 |
| Upshur | 2,395 | 17.8 | 4.9 | 13,528 |
| Wood | 2,160 | 17.4 | 5.1 | 19,829 |
| Total | 215,721 | 1,150.8 | 322.4 | \$1,018,449 |

SIOUX CITY, IOWA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------|----------|-----------|-----------|------------------|
| Iowa: | | | | |
| Buena Vista | 5,902 | 22.0 | 7.0 | \$29,194 |
| Carrroll | 5,920 | 22.4 | 6.4 | 31,101 |
| Cherokee | 4,717 | 18.6 | 5.1 | 20,211 |
| Clay | 3,740 | 19.9 | 6.1 | 26,694 |
| Crawford | 4,995 | 18.7 | 5.4 | 19,147 |
| Dickinson | 2,661 | 12.8 | 3.9 | 14,502 |
| Emmet | 3,366 | 14.2 | 4.2 | 18,270 |
| Harrison | 4,995 | 17.6 | 5.4 | 16,071 |
| Humboldt | 2,381 | 12.6 | 3.9 | 17,117 |
| Ida | 2,960 | 10.5 | 3.2 | 10,841 |
| Lyon | 3,792 | 14.5 | 4.1 | 12,860 |
| Monona | 4,390 | 15.5 | 4.8 | 14,826 |
| O'Brien | 3,804 | 18.5 | 5.9 | 24,055 |
| Osceola | 2,396 | 10.1 | 2.9 | 11,832 |
| Palo Alto | 2,098 | 13.9 | 4.1 | 17,064 |
| Plymouth | 5,579 | 24.8 | 7.1 | 27,657 |
| Pocahontas | 2,315 | 14.7 | 4.4 | 15,298 |
| Sac | 3,368 | 16.8 | 5.3 | 20,512 |
| Sioux | 6,567 | 24.8 | 7.1 | 26,506 |
| Woodbury | 32,079 | 115.3 | 36.3 | 154,502 |
| Minnesota: | | | | |
| Cottonwood | 2,683 | 15.9 | 4.6 | 19,506 |
| Jackson | 4,162 | 15.7 | 4.5 | 16,829 |
| Murray | 4,162 | 17.2 | 4.5 | 13,691 |
| Nobles | 4,739 | 23.6 | 6.6 | 35,310 |
| Pipestone | 2,798 | 15.9 | 4.3 | 20,770 |
| Rock | 2,058 | 9.6 | 2.7 | 14,042 |
| Watonwan | 2,427 | 14.0 | 4.0 | 17,209 |

Nebraska:

| | | | | |
|-----------|-------|------|-----|--------|
| Antelope | 2,840 | 10.7 | 3.3 | 12,782 |
| Blaine | 84 | 1.0 | .2 | 1,746 |
| Boyd | 419 | 4.7 | 1.5 | 5,732 |
| Brown | 767 | 4.7 | 1.4 | 5,062 |
| Burt | 2,941 | 11.0 | 3.3 | 14,601 |
| Cedar | 3,330 | 13.4 | 3.6 | 11,825 |
| Cuming | 3,133 | 12.8 | 3.7 | 14,868 |
| Dakota | 3,129 | 11.7 | 3.4 | 11,866 |
| Dixon | 2,392 | 9.1 | 2.8 | 7,695 |
| Garfield | 288 | 2.9 | .8 | 3,620 |
| Holt | 1,689 | 14.8 | 4.2 | 13,218 |
| Keya Paha | 260 | 2.1 | .4 | 869 |
| Knox | 2,557 | 14.3 | 4.2 | 14,041 |
| Loup | 186 | 1.4 | .4 | 421 |
| Madison | 7,215 | 25.8 | 7.8 | 39,545 |
| Pierce | 1,338 | 8.7 | 2.7 | 7,847 |
| Platte | 5,827 | 21.3 | 6.3 | 29,423 |
| Rock | 473 | 2.9 | .9 | 3,376 |
| Thurston | 2,008 | 8.5 | 2.5 | 7,211 |
| Wayne | 2,682 | 10.3 | 2.9 | 9,831 |
| Wheeler | 226 | 1.5 | .3 | 557 |

South Dakota:

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Aurora | 565 | 4.5 | 1.3 | 2,153 |
| Bon Homme | 1,509 | 8.0 | 2.4 | 5,640 |
| Brule | 895 | 5.9 | 1.7 | 7,431 |
| Charles Mix | 2,391 | 16.9 | 4.8 | 9,082 |
| Clay | 3,330 | 12.2 | 3.6 | 7,627 |
| Davison | 3,407 | 18.1 | 5.5 | 24,581 |
| Douglas | 322 | 4.8 | 1.2 | 3,192 |
| Gregory | 998 | 7.6 | 2.4 | 5,614 |
| Hanson | 800 | 4.9 | 1.3 | 1,642 |
| Hutchinson | 2,522 | 10.6 | 3.2 | 7,724 |
| Lake | 2,126 | 10.3 | 2.9 | 11,354 |
| Lincoln | 2,918 | 12.2 | 3.7 | 8,718 |
| Lyman | 511 | 4.4 | 1.1 | 2,886 |
| McCook | 2,105 | 8.1 | 2.4 | 6,378 |
| Miner | 1,155 | 5.7 | 1.7 | 3,385 |
| Minnehaha | 24,050 | 84.0 | 26.0 | 106,490 |
| Moody | 2,219 | 9.1 | 2.5 | 5,517 |
| Sanborn | 1,237 | 4.5 | 1.4 | 3,612 |
| Tripp | 1,067 | 8.4 | 2.4 | 12,675 |
| Turner | 2,879 | 10.8 | 3.2 | 7,497 |
| Union | 2,847 | 10.1 | 3.1 | 6,857 |
| Yankton | 2,972 | 18.6 | 4.8 | 18,763 |
| Total | 237,663 | 1,023.4 | 303.0 | \$1,150,571 |

SIOUX FALLS, SOUTH DAKOTA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------|-----------|-----------|------------------|
| Iowa: | | | | |
| Clay | 3,740 | 19.9 | 6.1 | \$26,694 |
| Dickinson | 2,661 | 12.8 | 3.9 | 14,502 |
| Lyon | 3,792 | 14.5 | 4.1 | 12,860 |
| Obrien | 3,804 | 18.5 | 5.9 | 24,055 |
| Osceola | 2,396 | 10.1 | 2.9 | 11,832 |
| Plymouth | 5,579 | 24.8 | 7.1 | 27,657 |
| Sioux | 6,567 | 24.8 | 7.1 | 26,506 |

Minnesota:

| | | | | |
|-----------------|-------|------|-----|--------|
| Big Stone | 1,716 | 9.0 | 2.5 | 9,401 |
| Chippewa | 2,195 | 16.7 | 4.8 | 22,015 |
| Cottonwood | 2,683 | 15.9 | 4.6 | 19,506 |
| Grant | 1,658 | 9.9 | 2.8 | 10,704 |
| Jackson | 4,162 | 15.7 | 4.5 | 16,829 |
| Lac Qui Parle | 3,069 | 13.9 | 3.8 | 12,513 |
| Lincoln | 1,581 | 10.3 | 2.9 | 9,460 |
| Lyon | 3,669 | 23.8 | 6.8 | 30,510 |
| Murray | 4,162 | 17.2 | 4.5 | 13,691 |
| Nobles | 4,739 | 23.6 | 6.6 | 35,310 |
| Pipestone | 2,798 | 15.9 | 4.3 | 20,770 |
| Rock | 2,058 | 9.6 | 2.7 | 14,042 |
| Stevens | 1,675 | 11.0 | 2.9 | 12,393 |
| Swift | 2,115 | 15.3 | 4.3 | 19,529 |
| Traverse | 924 | 7.3 | 2.0 | 9,941 |
| Watonwan | 2,427 | 14.0 | 4.0 | 17,209 |
| Yellow Medicine | 4,255 | 16.2 | 4.6 | 15,207 |

Nebraska:

| | | | | |
|-----------------|-------|------|-----|--------|
| Antelope | 2,840 | 10.7 | 3.3 | 12,782 |
| Boyd | 419 | 4.7 | 1.5 | 5,732 |
| Brown (25%) | 192 | 1.2 | .4 | 1,321 |
| Holt | 1,689 | 14.8 | 4.2 | 13,218 |
| Keya Paha (25%) | 65 | .5 | .1 | 260 |
| Knox | 2,557 | 14.3 | 4.2 | 14,041 |
| Pierce | 1,338 | 8.7 | 2.7 | 7,847 |
| Rock (25%) | 118 | .7 | .2 | 869 |

South Dakota:

| | | | | |
|--------------|----------------|--------------|--------------|----------------|
| Aurora | 565 | 4.5 | 1.3 | 2,153 |
| Beadle | 3,437 | 21.7 | 6.7 | 24,581 |
| Bon Homme | 1,509 | 8.0 | 2.4 | 5,640 |
| Brookings | 4,427 | 18.4 | 5.2 | 9,082 |
| Brown | 7,930 | 34.5 | 10.4 | 39,545 |
| Brule | 895 | 5.9 | 1.7 | 7,431 |
| Buffalo | 275 | 1.6 | .4 | 2,153 |
| Campbell | 317 | 3.2 | .9 | 3,376 |
| Charles Mix | 2,391 | 16.9 | 4.8 | 9,082 |
| Clark | 2,312 | 8.2 | 2.5 | 7,627 |
| Clay | 3,330 | 12.2 | 3.6 | 7,627 |
| Codington | 4,723 | 20.2 | 6.1 | 24,581 |
| Davison | 3,407 | 18.1 | 5.5 | 24,581 |
| Day | 3,052 | 11.5 | 3.3 | 12,675 |
| Deuel | 1,473 | 6.3 | 1.6 | 5,614 |
| Douglas | 322 | 4.8 | 1.2 | 3,192 |
| Edmunds | 762 | 7.1 | 1.8 | 5,614 |
| Faulk | 998 | 4.6 | 1.3 | 1,642 |
| Grant | 2,497 | 9.6 | 2.7 | 7,724 |
| Gregory | 998 | 7.6 | 2.4 | 5,614 |
| Hamlin | 1,420 | 6.4 | 2.0 | 1,642 |
| Hand | 1,586 | 6.4 | 1.8 | 1,642 |
| Hanson | 800 | 4.9 | 1.3 | 1,642 |
| Hughes | 1,336 | 11.9 | 3.2 | 7,724 |
| Hutchinson | 2,522 | 10.6 | 3.2 | 11,354 |
| Hyde | 592 | 2.6 | .7 | 8,718 |
| Jerauld | 440 | 3.8 | 1.1 | 2,886 |
| Kingsbury | 1,469 | 9.3 | 2.8 | 6,378 |
| Lake | 2,126 | 10.3 | 2.9 | 11,354 |
| Lincoln | 2,918 | 12.2 | 3.7 | 8,718 |
| Lyman | 511 | 4.4 | 1.1 | 2,886 |
| McCook | 2,105 | 8.1 | 2.4 | 6,378 |
| McPherson | 643 | 6.2 | 1.7 | 3,385 |
| Marshall | 1,159 | 7.1 | 2.1 | 6,857 |
| Miner | 1,155 | 5.7 | 1.7 | 3,385 |
| Minnehaha | 24,050 | 84.0 | 26.0 | 106,490 |
| Moody | 2,219 | 9.1 | 2.5 | 5,517 |
| Potter | 543 | 4.5 | 1.3 | 2,153 |
| Roberts | 2,632 | 13.7 | 3.5 | 18,763 |
| Sanborn | 1,237 | 4.5 | 1.4 | 3,612 |
| Spink | 1,888 | 12.1 | 3.3 | 7,497 |
| Sully | 429 | 2.8 | .8 | 3,376 |
| Tripp | 1,067 | 8.4 | 2.4 | 12,675 |
| Turner | 2,879 | 10.8 | 3.2 | 7,497 |
| Union | 2,847 | 10.1 | 3.1 | 6,857 |
| Walworth | 975 | 7.1 | 2.2 | 6,857 |
| Yankton | 2,972 | 18.6 | 4.8 | 18,763 |
| Total | 193,783 | 946.8 | 274.3 | 994,800 |

SOUTH BEND-ELKHART, INDIANA

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|-----------------|-----------|-----------|------------------|
| Indiana: | | | | |
| Elkhart | UHF | 95.5 | 29.9 | 125,900 |
| Fulton | DI | 16.8 | 5.3 | 19,111 |
| Kosciusko | on county basis | 35.0 | 11.1 | 47,877 |
| Marshall | basis | 32.5 | 10.0 | 34,100 |
| Pulaski | | 13.3 | 3.9 | 15,410 |
| St. Joseph | | 245.1 | 72.9 | 279,000 |
| Starke | | 17.9 | 5.3 | 20,540 |
| Steuben | | 16.2 | 4.9 | 19,500 |
| Whitley | | 20.0 | 6.4 | 20,400 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------------------|----------------|----------------|--------------|-------------------|
| SPokane, WASHINGTON | | | | |
| Spokane | 958 | 6.1 | 1.5 | \$485 |
| Blaine | 1,295 | 5.2 | 1.4 | 4,745 |
| Liberty | 3,145 | 14.2 | 4.4 | 17,913 |
| Northport | 1,383 | 5.6 | 1.6 | 6,785 |
| Wainwright | 1,685 | 7.5 | 2.1 | 8,161 |
| Wendell | 1,147 | 11.0 | 3.1 | 13,167 |
| Worland | 5,967 | 27.8 | 8.6 | 31,560 |
| Yakima | 2,775 | 23.9 | 6.8 | 23,655 |
| Walla Walla | 1,069 | 4.0 | 1.2 | 4,819 |
| Walla Walla | 5,316 | 23.4 | 7.4 | 47,716 |
| Walla Walla | 3,653 | 22.3 | 6.7 | 26,387 |
| Other Washington: | | | | |
| Adrian | 4,827 | 33.9 | 11.1 | 42,654 |
| Asotin | 935 | 11.2 | 3.5 | 9,295 |
| Benewah | 215 | 2.5 | .8 | 2,333 |
| Blaine | 1,238 | 7.0 | 2.3 | 5,609 |
| Oregon: | | | | |
| Beke | 1,722 | 15.3 | 5.1 | 18,554 |
| Ima | 6,058 | 44.1 | 13.9 | 67,242 |
| onio | 3,219 | 18.0 | 5.9 | 19,619 |
| Walla | 1,570 | 6.5 | 2.1 | 8,880 |
| Washington: | | | | |
| Adan | 2,775 | 9.6 | 3.0 | 13,892 |
| Asot | 2,736 | 12.4 | 4.1 | 6,586 |
| Chel | 8,057 | 42.9 | 14.1 | 58,902 |
| Colo | 872 | 4.7 | 1.5 | 4,859 |
| Doug | 1,378 | 13.0 | 4.0 | 4,063 |
| Ferry | 831 | 4.3 | 1.1 | 1,893 |
| Frank | 4,541 | 22.5 | 7.3 | 31,506 |
| Garfil | 531 | 3.2 | .9 | 4,374 |
| Grant | 9,599 | 45.6 | 13.2 | 50,095 |
| Kitti | 3,255 | 21.3 | 6.4 | 25,488 |
| Lince | 2,472 | 11.0 | 3.5 | 11,965 |
| Okarjan | 6,768 | 29.8 | 9.0 | 22,485 |
| Pendreille | 1,265 | 8.2 | 2.6 | 6,977 |
| Spoke | 80,937 | 267.8 | 87.5 | 338,221 |
| Stave | 3,846 | 20.5 | 6.3 | 17,312 |
| WallWalla | 6,092 | 42.4 | 12.8 | 48,834 |
| Yakim | 42,091 | 153.1 | 47.2 | 164,300 |
| Total | 226,223 | 1,001.8 | 314.0 | 51,171,331 |

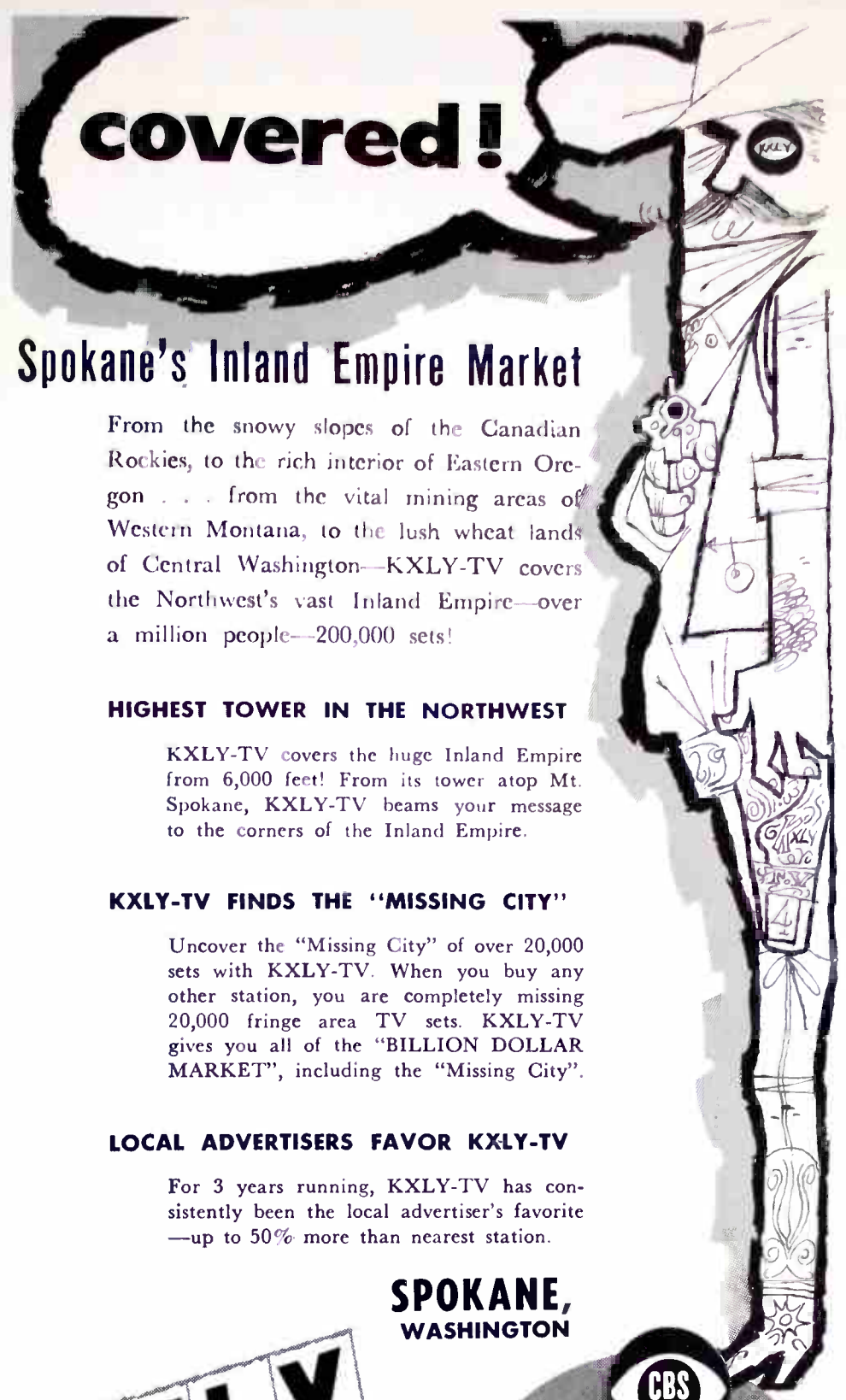
| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------------|-----------------|--------------|--------------|------------------|
| SPRINGFIELD, ILLINOIS* | | | | |
| Illine | | | | |
| Brow | UHF | 6.2 | 2.1 | \$6,890 |
| Cass | DI | 13.7 | 4.3 | 14,923 |
| Chrisn | on county | 38.3 | 12.4 | 44,565 |
| Loga | basis | 32.7 | 8.8 | 29,655 |
| Macdin | | 41.1 | 13.6 | 39,369 |
| Masc | | 14.8 | 4.9 | 19,083 |
| Wene | | 87 | 2.7 | 8,003 |
| Morc | | 35.3 | 9.9 | 45,888 |
| Sangon | | 140.0 | 45.4 | 195,726 |
| Schuir | | 8.7 | 3.0 | 6,700 |
| Total | †107,429 | 339.5 | 107.1 | \$410,802 |

*Due to conflicting research data, this market has not been re-evaluated pending further study.

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|-----------------|--------------|--------------|------------------|
| SPRINGFIELD-HOLYOKE, MASSACHUSETTS* | | | | |
| Connecticut: | | | | |
| Hartf (25%) | | | | |
| Tolla | UHF | 56.6 | 15.0 | 41,141 |
| Massachusetts: | | | | |
| Frane | on county | | | |
| Hampre | basis | 55.5 | 17.4 | 58,266 |
| Hampre | | 398.1 | 117.1 | 514,770 |
| Hampre | | 87.9 | 23.1 | 87,264 |
| Total | †197,820 | 754.5 | 218.1 | \$920,755 |

*Due to conflicting research data, this market has not been re-evaluated pending further study.

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covered!

Spokane's Inland Empire Market

From the snowy slopes of the Canadian Rockies, to the rich interior of Eastern Oregon . . . from the vital mining areas of Western Montana, to the lush wheat lands of Central Washington—KXLY-TV covers the Northwest's vast Inland Empire—over a million people—200,000 sets!

HIGHEST TOWER IN THE NORTHWEST

KXLY-TV covers the huge Inland Empire from 6,000 feet! From its tower atop Mt. Spokane, KXLY-TV beams your message to the corners of the Inland Empire.

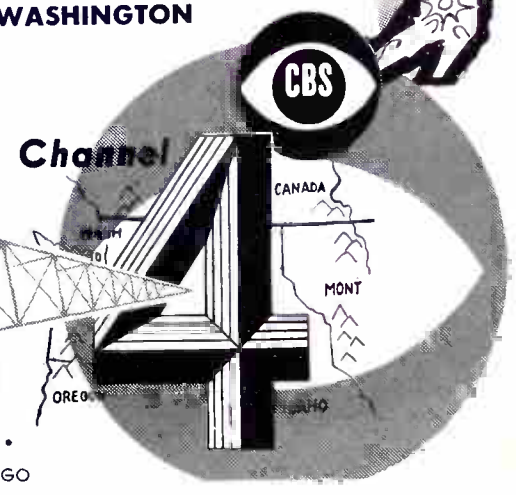
KXLY-TV FINDS THE "MISSING CITY"

Uncover the "Missing City" of over 20,000 sets with KXLY-TV. When you buy any other station, you are completely missing 20,000 fringe area TV sets. KXLY-TV gives you all of the "BILLION DOLLAR MARKET", including the "Missing City".

LOCAL ADVERTISERS FAVOR KXLY-TV

For 3 years running, KXLY-TV has consistently been the local advertiser's favorite—up to 50% more than nearest station.

SPOKANE, WASHINGTON



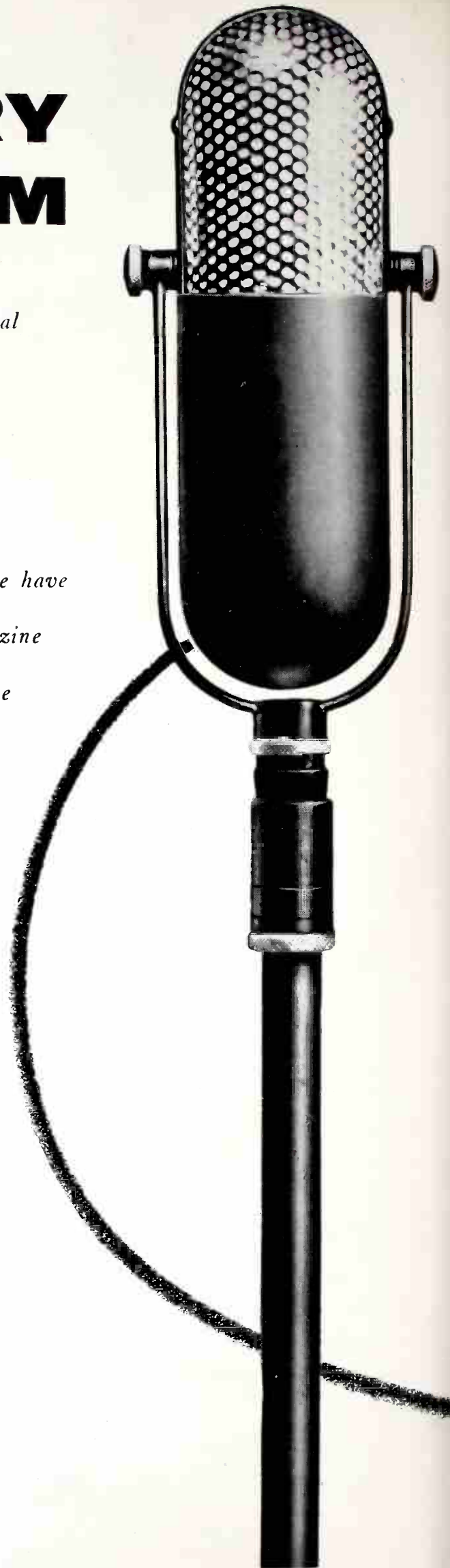
REPRESENTATIVES: AVERY-KNODEL
 ST. LOUIS • ST. PETERSBURG • TAMPA • WASHINGTON
 CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • MIAMI
 MINNEAPOLIS • NEW YORK • PHOENIX • PHOENIX
 PORTLAND • SAN FRANCISCO • SEATTLE • SPOKANE

INDUSTRY ACCLAIM

In a few short months, our new editorial coverage of radio has received a tremendous acceptance throughout the industry.

To our readers, the encouragement we have received means TELEVISION Magazine will even further strengthen our unique approach to radio by publishing essential studies in the basic areas of radio use.

To broadcasters TELEVISION Magazine has now become a prime medium for radio advertising. We reach the big spenders in television, who are also the big spenders in radio . . . and, psychologically provide a unique editorial climate and a fresh approach for radio advertising.



FOOTE, CONE & BELDING

"A much needed and intelligent addition."

COMPTON

"Your radio studies are excellent and provocative."

BRYAN HOUSTON

"Your radio coverage makes TELEVISION Magazine more valuable than ever before."

CBS RADIO

"The treatment you give radio . . . an enlightened approach."

NBC RADIO

"Delighted with your radio section."

ABC

"Extremely valuable contribution."

JOHN BLAIR & COMPANY

"Cannot commend you sufficiently for your excellent radio coverage."

EDWARD PETRY & CO.

"Important material . . . good timing."

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------------|----------|-----------|-----------|------------------|
| SPRINGFIELD, MISSOURI | | | | |
| Arkansas: | | | | |
| Boone | 1,584 | 13.7 | 4.1 | \$12,902 |
| Carroll | 1,315 | 10.5 | 3.4 | 6,624 |
| Madison | 1,283 | 9.6 | 2.4 | 3,458 |
| Missouri: | | | | |
| Barry | 3,951 | 22.2 | 6.8 | 20,121 |
| Barton | 2,052 | 11.9 | 4.1 | 11,528 |
| Camden | 1,895 | 7.4 | 2.2 | 7,339 |
| Cedar | 2,811 | 10.2 | 3.5 | 9,800 |
| Christian | 2,314 | 12.2 | 3.8 | 7,230 |
| Dade | 1,718 | 9.1 | 2.9 | 6,619 |
| Dallas | 2,321 | 9.0 | 2.8 | 8,230 |
| Douglas | 2,355 | 9.4 | 2.7 | 6,220 |
| Greene | 36,630 | 119.5 | 39.6 | 133,351 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------|---------------|--------------|--------------|------------------|
| Howell | 3,233 | 21.5 | 6.5 | 22,261 |
| Laclede | 4,248 | 19.1 | 5.8 | 21,332 |
| Lawrence | 4,125 | 24.3 | 8.0 | 17,227 |
| Ozark | 1,317 | 8.0 | 2.1 | 3,685 |
| Polk | 3,971 | 15.2 | 4.9 | 13,605 |
| Pulaski | 1,867 | 7.9 | 2.4 | 16,198 |
| Stone | 1,515 | 9.5 | 2.7 | 4,771 |
| Taney | 1,665 | 9.3 | 2.7 | 8,801 |
| Texas | 2,416 | 16.6 | 5.1 | 12,482 |
| Webster | 3,736 | 14.2 | 4.3 | 11,064 |
| Wright | 2,585 | 13.9 | 4.3 | 12,900 |
| Total | 90,907 | 404.2 | 127.1 | \$377,748 |
| STEUBENVILLE, OHIO | | | | |
| Ohio: | | | | |
| Eelmont | 24,790 | 89.2 | 26.8 | \$85,328 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|------------|----------|-----------|-----------|
| Carroll | 4,869 | 20.4 | 5.9 |
| Columbiana | 30,155 | 108.0 | 32.6 |
| Coshocton | 8,982 | 35.0 | 11.0 |
| Guernsey | 8,924 | 39.2 | 11.6 |
| Harrison | 5,365 | 19.5 | 5.8 |
| Jefferson | 24,036 | 99.1 | 28.2 |
| Monroe | 4,162 | 15.4 | 4.5 |
| Morgan | 3,792 | 13.3 | 4.1 |
| Noble | 3,237 | 11.7 | 3.5 |
| Tuscarawas | 18,865 | 75.5 | 23.0 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|----------------------|----------|-----------|-----------|
| Pennsylvania: | | | |
| Allegheny | 428,645 | 1,601.7 | 463.4 |
| Beaver | 48,467 | 203.1 | 56.9 |
| Butler | 26,085 | 100.8 | 28.2 |
| Fayette | 47,082 | 183.9 | 50.9 |
| Greene | 11,285 | 44.6 | 12.2 |
| Lawrence | 28,675 | 107.1 | 31.0 |
| Mercer | 29,322 | 111.2 | 31.7 |
| Washington | 57,131 | 220.6 | 63.1 |
| Westmoreland | 85,419 | 330.2 | 92.9 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|-----------------------|------------------|----------------|----------------|
| West Virginia: | | | |
| Barbour | 2,235 | 18.4 | 4.6 |
| Braxton | 1,259 | 15.3 | 3.7 |
| Brooke | 6,382 | 25.6 | 6.9 |
| Hancock | 7,996 | 34.4 | 9.0 |
| Harrison | 10,538 | 80.3 | 22.7 |
| Lewis | 2,233 | 18.9 | 4.6 |
| Marion | 13,870 | 68.8 | 19.8 |
| Marshall | 8,417 | 33.1 | 9.1 |
| Monongalia | 14,892 | 60.1 | 16.1 |
| Ohio | 21,552 | 77.3 | 23.3 |
| Pleasants | 987 | 5.7 | 1.6 |
| Preston | 4,235 | 30.8 | 7.6 |
| Randolph | 2,271 | 29.1 | 7.2 |
| Taylor | 3,276 | 16.5 | 4.4 |
| Tyler | 1,807 | 8.9 | 2.5 |
| Upshur | 2,971 | 18.5 | 4.9 |
| Wetzel | 3,313 | 17.8 | 4.7 |
| Total | 1,007,522 | 3,989.0 | 1,140.0 |

STOCKTON, CALIFORNIA

| | VHF Sets | Pop. (00) | Fam. (00) |
|--------------------|----------------|----------------|--------------|
| California: | | | |
| Alpine | 92 | .3 | .1 |
| Amador | 1,783 | 8.2 | 2.6 |
| Butte | 16,286 | 68.2 | 23.4 |
| Calaveras | 1,930 | 8.9 | 3.0 |
| Colusa | 2,415 | 11.7 | 3.6 |
| Contra Costa | 86,507 | 358.2 | 104.6 |
| Eldorado | 3,471 | 16.4 | 5.7 |
| Glenn | 2,776 | 16.1 | 4.9 |
| Lake | 2,427 | 11.1 | 3.9 |
| Mariposa | 741 | 4.3 | 1.3 |
| Merced | 19,322 | 85.3 | 25.1 |
| Mono | 740 | 2.5 | .8 |
| Napa | 8,702 | 63.3 | 17.9 |
| Nevada | 4,248 | 18.2 | 6.4 |
| Placer | 9,669 | 48.1 | 14.5 |
| Plumas | 2,343 | 11.9 | 3.8 |
| Sacramento | 118,585 | 409.5 | 128.2 |
| San Joaquin | 60,142 | 231.2 | 69.7 |
| Santa Clara | 138,059 | 490.1 | 150.8 |
| Sierra | 570 | 2.4 | .7 |
| Solano | 29,499 | 131.2 | 40.3 |
| Stanislaus | 34,043 | 145.4 | 44.9 |
| Sutter | 5,834 | 30.8 | 9.5 |
| Tuolumne | 2,715 | 14.8 | 5.2 |
| Yolo | 9,972 | 55.6 | 16.9 |
| Yuba | 5,291 | 32.4 | 9.9 |
| Total | 568,162 | 2,276.1 | 697.7 |

SUPERIOR, WIS.—See Duluth-Superior

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FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."



WSTV-TV



STEUBENVILLE, OHIO
CHANNEL 9 234,500 WATTS

Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977



A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville;
KODE, KODE-TV, Joplin;
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------|---------------|--------------|-------------|------------------|
| WATER, TEXAS | | | | |
| | 185 | 1.1 | .2 | \$280 |
| | 1,110 | 4.1 | 1.2 | 4,821 |
| | 1,812 | 9.3 | 2.5 | 6,225 |
| | 2,540 | 12.7 | 3.5 | 9,734 |
| | 7,050 | 32.8 | 9.1 | 53,433 |
| | 4,429 | 20.7 | 6.3 | 22,032 |
| | 3,792 | 14.5 | 4.1 | 11,499 |
| | 4,247 | 19.9 | 6.0 | 23,245 |
| | 8,695 | 32.1 | 9.4 | 28,048 |
| | 719 | 3.5 | .9 | 2,834 |
| | 19,383 | 81.6 | 23.8 | 97,017 |
| | 508 | 3.4 | .9 | 2,183 |
| | 2,494 | 14.7 | 4.6 | 21,986 |
| | 56,964 | 250.4 | 72.5 | \$283,337 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------|----------------|----------------|--------------|--------------------|
| ALBANY, NEW YORK | | | | |
| | 19,647 | 72.8 | 21.5 | \$80,151 |
| | 27,472 | 96.4 | 29.7 | 115,426 |
| | 11,470 | 41.2 | 12.4 | 47,234 |
| | 10,915 | 39.3 | 11.8 | 49,295 |
| | 1,202 | 4.1 | 1.3 | 5,280 |
| | 17,945 | 62.6 | 19.4 | 66,206 |
| | 23,064 | 87.0 | 26.6 | 107,289 |
| | 5,711 | 22.4 | 6.4 | 19,986 |
| | 13,597 | 51.4 | 14.7 | 55,655 |
| | 63,917 | 236.6 | 69.1 | 271,141 |
| | 104,227 | 384.1 | 114.3 | 490,057 |
| | 15,665 | 63.0 | 18.1 | 81,387 |
| | 22,107 | 81.8 | 23.9 | 74,519 |
| | 15,725 | 54.0 | 17.0 | 67,939 |
| | 19,986 | 111.5 | 30.3 | 102,867 |
| | 4,347 | 15.3 | 4.7 | 13,097 |
| | 6,475 | 27.1 | 7.0 | 30,265 |
| | 26,270 | 96.0 | 28.4 | 92,503 |
| | 9,065 | 32.1 | 9.8 | 34,334 |
| | 17,419 | 69.9 | 19.1 | 67,480 |
| | 15,727 | 58.7 | 17.5 | 134,657 |
| | 5,457 | 18.7 | 5.9 | 19,699 |
| | 9,712 | 35.7 | 10.5 | 31,515 |
| | 467,122 | 1,761.7 | 519.4 | \$2,057,982 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------------------------------|----------------|----------------|--------------|--------------------|
| ATLANTA-SEATTLE, WASHINGTON | | | | |
| | 6,128 | 31.4 | 10.5 | \$33,068 |
| | 7,831 | 29.8 | 9.6 | 34,508 |
| | 11,368 | 58.0 | 19.4 | 72,582 |
| | 3,097 | 13.7 | 4.2 | 9,371 |
| | 2,405 | 8.8 | 2.6 | 8,222 |
| | 222,440 | 782.1 | 265.7 | 1,129,831 |
| | 22,481 | 88.9 | 29.1 | 86,389 |
| | 3,255 | 21.3 | 6.4 | 25,488 |
| | 7,871 | 44.6 | 14.7 | 55,371 |
| | 3,540 | 15.4 | 4.9 | 15,391 |
| | 3,422 | 16.6 | 5.8 | 14,582 |
| | 78,897 | 308.3 | 92.0 | 321,283 |
| | 1,110 | 3.2 | 1.2 | 2,316 |
| | 10,338 | 47.3 | 15.0 | 63,851 |
| | 42,365 | 137.6 | 45.8 | 138,849 |
| | 12,130 | 47.7 | 16.1 | 57,214 |
| | 446 | 3.9 | 1.0 | 1,973 |
| | 15,476 | 72.2 | 24.1 | 55,418 |
| | 454,600 | 1,730.8 | 568.1 | \$2,125,707 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--|----------|-----------|-----------|------------------|
| ATLANTA-SEATTLE, FLORIDA-THOMASVILLE, GEORGIA | | | | |
| | 8,441 | 50.4 | 13.5 | \$49,727 |
| | 995 | 7.3 | 1.9 | 6,482 |
| | 2,335 | 20.6 | 5.3 | 16,707 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------|----------|-----------|-----------|------------------|
| Dixie | 505 | 3.9 | .9 | 3,494 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gadsden | 4,006 | 39.5 | 7.9 | 24,840 |
| Gilchrist | 286 | 2.7 | .6 | 2,736 |
| Gulf | 1,986 | 9.9 | 2.7 | 7,946 |
| Hamilton | 1,866 | 9.0 | 2.2 | 5,462 |
| Jackson | 2,665 | 35.2 | 8.4 | 25,650 |
| Jefferson | 1,179 | 9.6 | 2.4 | 5,356 |
| Lafayette | 510 | 3.2 | .7 | 2,142 |
| Leon | 7,722 | 62.6 | 15.3 | 77,605 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Madison | 2,176 | 14.1 | 3.3 | 9,640 |
| Suwannee | 2,878 | 16.0 | 4.0 | 13,743 |
| Taylor | 2,521 | 13.5 | 3.6 | 9,959 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------------|--------------|--------------|------------------|
| Georgia: | | | | |
| Atkinson | 940 | 7.1 | 1.7 | 2,676 |
| Baker | 779 | 5.2 | 1.1 | 902 |
| Berrien | 1,563 | 12.8 | 3.0 | 13,327 |
| Brooks | 769 | 16.1 | 3.7 | 9,840 |
| Callhoun | 865 | 8.0 | 2.0 | 3,976 |
| Clinch | 760 | 5.8 | 1.5 | 4,133 |
| Coffee | 3,363 | 26.2 | 6.0 | 16,327 |
| Colquitt | 5,610 | 36.2 | 9.2 | 29,761 |
| Cook | 980 | 11.6 | 2.9 | 8,485 |
| Decatur | 3,284 | 28.2 | 7.6 | 18,623 |
| Dougherty | 13,312 | 57.2 | 15.8 | 70,880 |
| Early | 2,378 | 16.3 | 4.0 | 7,272 |
| Echols | 208 | 2.4 | .5 | 168 |
| Grady | 2,690 | 18.1 | 4.6 | 13,404 |
| Irwin | 1,359 | 10.7 | 2.3 | 4,195 |
| Lanier | 933 | 4.9 | 1.3 | 3,138 |
| Lowndes | 5,976 | 45.4 | 12.3 | 48,637 |
| Miller | 912 | 8.2 | 2.0 | 3,863 |
| Mitchell | 2,014 | 21.6 | 5.2 | 13,722 |
| Seminole | 494 | 7.6 | 1.9 | 5,783 |
| Thomas | 7,195 | 34.3 | 9.2 | 31,650 |
| Tift | 2,587 | 24.9 | 6.4 | 21,106 |
| Turner | 1,045 | 10.3 | 2.5 | 6,823 |
| Worth | 1,971 | 17.8 | 4.2 | 6,751 |
| Total | 103,037 | 746.6 | 187.1 | \$614,775 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------------------------------|----------------|----------------|--------------|--------------------|
| TAMPA-ST. PETERSBURG, FLORIDA | | | | |
| Florida: | | | | |
| Alachua | 7,951 | 64.2 | 16.1 | \$67,643 |
| Brevard | 12,311 | 49.1 | 15.9 | 67,292 |
| Charlotte | 1,575 | 5.6 | 1.9 | 6,962 |
| Citrus | 544 | 6.0 | 1.6 | 6,550 |
| Collier | 2,617 | 11.9 | 3.7 | 16,093 |
| De Soto | 1,166 | 9.1 | 2.3 | 9,043 |
| Dixie | 505 | 3.9 | .9 | 3,494 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gilchrist | 286 | 2.7 | .6 | 2,736 |
| Glades | 563 | 2.8 | .7 | 1,538 |
| Hardee | 1,582 | 12.0 | 3.3 | 11,989 |
| Hendry | 829 | 6.8 | 1.8 | 10,776 |
| Hernando | 815 | 8.1 | 2.3 | 8,907 |
| Highlands | 3,194 | 15.8 | 4.7 | 21,538 |
| Hillsborough | 92,685 | 340.9 | 100.2 | 407,781 |
| Lafayette | 510 | 3.2 | .7 | 2,142 |
| Lake | 7,346 | 45.1 | 13.2 | 52,973 |
| Lee | 5,816 | 33.2 | 10.1 | 62,835 |
| Levy | 1,426 | 10.1 | 2.7 | 10,397 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Manatee | 9,616 | 45.7 | 14.3 | 58,711 |
| Marion | 6,114 | 45.4 | 12.9 | 54,569 |
| Okeechobee | 766 | 4.3 | 1.1 | 4,783 |
| Orange (33%) | 14,596 | 64.7 | 19.8 | 87,547 |
| Osceola | 2,375 | 13.4 | 4.5 | 15,564 |
| Pasco | 3,741 | 25.7 | 7.7 | 26,015 |
| Pinellas | 79,735 | 245.8 | 86.2 | 378,364 |
| Polk | 42,642 | 162.2 | 46.1 | 177,653 |
| Sarasota | 6,486 | 50.6 | 16.6 | 96,268 |
| Sumter | 1,102 | 10.8 | 2.9 | 8,617 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |
| Total | 309,873 | 1,311.3 | 398.3 | \$1,686,624 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------|----------------|--------------|--------------|------------------|
| TEMPLE-WACO, TEXAS | | | | |
| Texas: | | | | |
| Bastrop | 3,304 | 17.6 | 5.0 | \$11,592 |
| Bell | 20,058 | 99.7 | 25.2 | 82,696 |
| Bosque | 1,580 | 9.6 | 3.0 | 10,742 |
| Brazos | 6,890 | 46.4 | 12.5 | 42,098 |
| Brown | 2,907 | 28.1 | 8.8 | 27,582 |
| Burleson | 1,379 | 10.7 | 3.0 | 7,735 |
| Burnet | 2,237 | 9.5 | 2.8 | 7,308 |
| Comanche | 2,056 | 12.6 | 3.8 | 10,553 |
| Concho | 692 | 4.5 | 1.4 | 4,263 |
| Coryell | 3,978 | 14.2 | 4.3 | 14,873 |
| Erath | 3,679 | 15.9 | 5.0 | 18,791 |
| Falls | 2,984 | 23.5 | 6.7 | 19,301 |
| Freestone | 1,658 | 12.7 | 3.7 | 10,280 |
| Hamilton | 1,473 | 9.3 | 2.9 | 7,979 |
| Hill | 7,677 | 27.0 | 8.3 | 22,593 |
| Houston | 2,921 | 18.9 | 5.3 | 16,690 |
| Lampasas | 2,683 | 9.5 | 2.9 | 11,279 |
| Lee | 2,045 | 8.9 | 2.4 | 6,973 |
| Leon | 1,490 | 9.6 | 2.7 | 6,799 |
| Limestone | 2,791 | 20.1 | 5.8 | 16,753 |
| Llano | 1,064 | 5.1 | 1.7 | 6,330 |
| McCulloch | 1,876 | 10.7 | 3.1 | 10,402 |
| McLennan | 38,387 | 141.9 | 41.5 | 160,836 |
| Madison | 940 | 6.2 | 1.8 | 9,594 |
| Mason | 417 | 4.6 | 1.5 | 3,591 |
| Menard | 181 | 3.9 | 1.1 | 4,169 |
| Milam | 5,083 | 19.0 | 5.6 | 21,627 |
| Mills | 1,387 | 5.0 | 1.5 | 5,804 |
| Navarro | 9,805 | 34.8 | 10.6 | 32,679 |
| Robertson | 3,556 | 17.6 | 4.8 | 16,146 |
| San Saba | 674 | 7.7 | 2.3 | 7,288 |
| Somervell | 511 | 2.4 | .8 | 1,676 |
| Williamson | 9,087 | 35.5 | 10.2 | 34,470 |
| Total | 147,450 | 702.7 | 202.0 | \$671,492 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------------------|----------|-----------|-----------|------------------|
| TERRE HAUTE, INDIANA | | | | |
| Illinois: | | | | |
| Clark | 3,516 | 17.0 | 5.6 | \$16,530 |
| Clay | 2,305 | 16.7 | 5.3 | 15,535 |
| Coles | 10,422 | 42.2 | 13.5 | 54,851 |
| Crawford | 4,673 | 20.5 | 6.8 | 20,540 |
| Cumberland | 2,330 | 9.6 | 3.0 | 7,295 |
| Douglas | 3,903 | 16.7 | 5.2 | 22,678 |
| Edgar | 4,938 | 23.2 | 7.6 | 22,597 |
| Edwards | 1,426 | 8.6 | 2.6 | 10,408 |
| Effingham | 4,341 | 20.9 | 6.3 | 29,297 |
| Fayette | 5,039 | 21.7 | 6.6 | 21,377 |
| Jasper | 2,691 | 11.3 | 3.5 | 7,643 |
| Lawrence | 4,596 | 19.8 | 6.3 | 23,052 |
| Richland | 2,955 | 18.3 | 6.2 | 19,363 |
| Vermilion | 21,170 | 91.5 | 29.2 | 113,141 |
| Wabash | 3,240 | 14.8 | 4.6 | 15,512 |
| Wayne | 4,858 | 23.7 | 7.6 | 16,688 |

| | VHF Sots | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-----------------|----------|-----------|-----------|------------------|
| Indiana: | | | | |
| Clay | 4,782 | 24.2 | 8.0 | 22,237 |
| Daviess | 5,358 | 27.7 | 8.2 | 22,371 |
| Fountain | 5,323 | 17.6 | 5.8 | 21,345 |
| Gibson | 7,032 | 30.7 | 9.6 | 29,933 |
| Greene | 8,232 | 26.7 | 8.9 | 25,101 |
| Knox | 12,858 | 44.3 | 13.9 | 44,741 |
| Martin | 1,971 | 10.7 | 3.1 | 8,842 |
| Monroe | 13,597 | 55.9 | 14.7 | 53,246 |
| Montgomery | 8,573 | 31.4 | 10.1 | 40,637 |
| Owen | 3,237 | 11.3 | 3.5 | 8,360 |
| Parke | 3,500 | 15.0 | 4.7 | 11,773 |
| Pike | 2,556 | 14.0 | 4.4 | 10,760 |
| Putnam | 5,143 | 23.7 | 6.8 | 24,539 |
| Sullivan | 5,642 | | | |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------|----------|-----------|-----------|------------------|
| TEXARKANA, TEXAS | | | | |
| Arkansas: | | | | |
| Clark | 3,363 | 21.0 | 5.7 | \$15,041 |
| Columbia | 3,264 | 24.6 | 6.8 | 19,673 |
| Dallas | 1,551 | 11.6 | 3.0 | 9,988 |
| Hempstead | 2,250 | 18.8 | 5.4 | 14,656 |
| Howard | 1,601 | 9.4 | 2.6 | 7,308 |
| Lafayette | 1,012 | 12.1 | 3.1 | 6,573 |
| Little River | 1,484 | 10.1 | 2.7 | 5,035 |
| Miller | 9,144 | 36.7 | 10.6 | 29,964 |
| Montgomery | 1,025 | 4.9 | 1.3 | 1,645 |
| Nevada | 1,830 | 11.6 | 3.2 | 6,075 |
| Ouachita | 5,703 | 40.2 | 11.2 | 22,734 |
| Pike | 835 | 7.5 | 2.1 | 4,950 |
| Polk | 2,081 | 11.9 | 3.5 | 8,519 |
| Sevier | 1,535 | 7.6 | 2.1 | 6,277 |

| | | | | |
|-------------------|-------|------|------|--------|
| Louisiana: | | | | |
| Claiborne | 3,013 | 23.2 | 6.2 | 14,999 |
| Webster | 6,411 | 37.8 | 10.3 | 31,485 |

| | | | | |
|------------------|-------|------|-----|--------|
| Oklahoma: | | | | |
| Choctaw | 962 | 14.5 | 4.0 | 9,120 |
| McCurtain | 1,790 | 20.9 | 5.6 | 13,209 |
| Pushmataha | 585 | 10.1 | 2.8 | 5,263 |

| | | | | |
|---------------|---------------|--------------|--------------|------------------|
| Texas: | | | | |
| Bowie | 12,794 | 69.3 | 20.4 | 52,006 |
| Camp | 1,111 | 7.9 | 2.4 | 7,172 |
| Cass | 3,342 | 22.8 | 6.1 | 17,988 |
| Franklin | 710 | 4.7 | 1.4 | 3,456 |
| Harrison | 8,183 | 50.2 | 13.5 | 36,245 |
| Lamar | 3,822 | 43.2 | 1.3 | 33,824 |
| Marion | 2,127 | 9.0 | 2.3 | 6,195 |
| Morris | 1,369 | 8.9 | 2.5 | 9,109 |
| Red River | 2,123 | 18.0 | 5.2 | 10,590 |
| Titus | 1,777 | 16.2 | 4.6 | 17,073 |
| Upshur | 2,395 | 17.8 | 4.9 | 13,528 |
| Wood | 2,160 | 17.4 | 5.1 | 19,829 |
| Total | 91,352 | 619.9 | 161.9 | \$459,529 |

THOMASVILLE, GEORGIA-TALLAHASSEE, FLORIDA

| | | | | |
|-----------------|-------|------|------|----------|
| Alabama: | | | | |
| Houston | 8,441 | 50.4 | 13.5 | \$49,727 |

| | | | | |
|-----------------|-------|------|------|--------|
| Florida: | | | | |
| Calhoun | 995 | 7.3 | 1.9 | 6,482 |
| Columbia | 2,335 | 20.6 | 5.3 | 16,707 |
| Dixie | 505 | 3.9 | .9 | 3,494 |
| Franklin | 268 | 5.1 | 1.5 | 4,455 |
| Gadsden | 4,006 | 39.5 | 7.9 | 24,840 |
| Gilchrist | 286 | 2.7 | .6 | 2,736 |
| Gulf | 1,986 | 9.9 | 2.7 | 7,946 |
| Hamilton | 1,866 | 9.0 | 2.2 | 5,462 |
| Jackson | 2,665 | 35.2 | 8.4 | 25,650 |
| Jefferson | 1,179 | 9.6 | 2.4 | 5,356 |
| Lafayette | 510 | 3.2 | .7 | 2,142 |
| Leon | 7,722 | 62.6 | 15.3 | 77,605 |
| Liberty | 275 | 2.3 | .7 | 1,869 |
| Madison | 2,176 | 14.1 | 3.3 | 9,640 |
| Suwannee | 2,878 | 16.0 | 4.0 | 13,743 |
| Taylor | 2,521 | 13.5 | 3.6 | 9,959 |
| Wakulla | 436 | 4.8 | 1.3 | 1,520 |

| | | | | |
|-----------------|--------|------|------|--------|
| Georgia: | | | | |
| Atkinson | 940 | 7.1 | 1.7 | 2,676 |
| Baker | 779 | 5.2 | 1.1 | 902 |
| Berrien | 1,563 | 12.8 | 3.0 | 13,327 |
| Brooks | 769 | 16.1 | 3.7 | 9,840 |
| Calhoun | 865 | 8.0 | 2.0 | 3,976 |
| Clinch | 760 | 5.8 | 1.5 | 4,133 |
| Coffee | 3,363 | 26.2 | 6.0 | 16,327 |
| Colquitt | 5,610 | 36.2 | 9.2 | 29,761 |
| Cook | 980 | 11.6 | 2.9 | 8,485 |
| Decatur | 3,284 | 28.2 | 7.6 | 18,623 |
| Dougherty | 13,312 | 57.2 | 15.8 | 70,880 |
| Early | 2,378 | 16.3 | 4.0 | 7,272 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Echols | 208 | 2.4 | .5 | 168 |
| Grady | 2,690 | 18.1 | 4.6 | 13,404 |
| Irwin | 1,359 | 10.7 | 2.3 | 4,195 |
| Lanier | 933 | 4.9 | 1.3 | 3,138 |
| Lowndes | 5,976 | 45.4 | 12.3 | 48,637 |
| Miller | 912 | 8.2 | 2.0 | 3,863 |
| Mitchell | 2,014 | 21.6 | 5.2 | 13,722 |
| Seminole | 494 | 7.6 | 1.9 | 5,783 |
| Thomas | 7,195 | 34.3 | 9.2 | 31,650 |
| Tift | 2,587 | 24.9 | 6.4 | 21,106 |
| Turner | 1,045 | 10.3 | 2.5 | 6,823 |
| Worth | 1,971 | 17.8 | 4.2 | 6,751 |
| Total | 103,037 | 746.6 | 187.1 | \$614,775 |

TOLEDO, OHIO

| | | | | |
|------------------|--------|------|------|----------|
| Michigan: | | | | |
| Hillsdale | 7,690 | 40.1 | 12.3 | \$35,572 |
| Lenawee | 20,627 | 75.0 | 22.3 | 81,650 |
| Monroe | 23,665 | 90.9 | 25.8 | 85,428 |

| | | | | |
|--------------|----------------|----------------|--------------|--------------------|
| Ohio: | | | | |
| Allen | 27,657 | 99.3 | 29.9 | 133,040 |
| Crawford | 12,105 | 41.9 | 13.2 | 57,003 |
| Defiance | 7,862 | 28.4 | 8.5 | 43,171 |
| Erie | 16,150 | 58.8 | 18.0 | 83,455 |
| Fulton | 7,562 | 28.0 | 8.3 | 38,702 |
| Hancock | 14,885 | 52.2 | 17.0 | 60,903 |
| Hardin | 8,602 | 30.7 | 9.3 | 28,257 |
| Henry | 6,475 | 23.1 | 7.0 | 33,284 |
| Huron | 12,117 | 43.8 | 13.1 | 50,220 |
| Lucas | 119,315 | 466.1 | 142.1 | 610,891 |
| Ottawa | 9,250 | 33.2 | 10.0 | 38,800 |
| Paulding | 4,347 | 15.6 | 4.7 | 15,036 |
| Purnam | 6,225 | 27.3 | 7.7 | 27,018 |
| Sandusky | 14,707 | 48.8 | 15.9 | 72,114 |
| Seneca | 14,855 | 58.4 | 17.2 | 66,498 |
| Williams | 7,583 | 28.3 | 9.0 | 31,062 |
| Wood | 17,482 | 65.3 | 18.9 | 64,017 |
| Wyandot | 5,154 | 21.7 | 6.5 | 24,361 |
| Total | 364,315 | 1,376.9 | 416.7 | \$1,680,482 |

TOPEKA, KANSAS

| | | | | |
|----------------|----------------|--------------|--------------|------------------|
| Kansas: | | | | |
| Allen | 4,096 | 16.9 | 5.5 | \$16,856 |
| Anderson | 2,241 | 9.9 | 3.1 | 7,915 |
| Atchison | 5,835 | 20.9 | 6.4 | 19,094 |
| Bourbon | 3,170 | 17.2 | 6.0 | 17,310 |
| Brown | 3,066 | 14.6 | 5.0 | 12,607 |
| Chase | 1,181 | 4.8 | 1.6 | 3,426 |
| Clay | 2,446 | 10.9 | 3.7 | 13,884 |
| Coffey | 1,319 | 8.8 | 2.6 | 8,410 |
| Dickinson | 3,855 | 22.7 | 7.5 | 22,092 |
| Doniphan | 3,052 | 11.0 | 3.3 | 6,120 |
| Douglas | 6,566 | 33.7 | 9.7 | 40,050 |
| Franklin | 5,521 | 20.3 | 6.6 | 21,996 |
| Geary | 2,795 | 20.2 | 6.6 | 28,299 |
| Jackson | 2,648 | 10.4 | 3.4 | 9,075 |
| Jefferson | 2,248 | 11.2 | 3.6 | 8,858 |
| Johnson | 35,150 | 119.8 | 38.0 | 84,366 |
| Leavenworth | 9,210 | 36.4 | 10.0 | 29,826 |
| Linn | 2,200 | 8.8 | 3.0 | 9,219 |
| Lyon | 4,298 | 24.6 | 7.8 | 31,153 |
| Marion | 4,061 | 16.3 | 5.2 | 15,330 |
| Marshall | 3,575 | 17.3 | 5.6 | 17,203 |
| Miami | 4,125 | 18.8 | 5.7 | 18,083 |
| Morris | 2,291 | 8.1 | 2.5 | 7,336 |
| Nemaha | 3,792 | 13.7 | 4.1 | 12,870 |
| Osage | 3,518 | 13.3 | 4.4 | 12,257 |
| Pottawatomie | 1,958 | 12.1 | 3.7 | 14,366 |
| Republic | 2,878 | 10.5 | 3.6 | 8,359 |
| Riley | 3,046 | 28.0 | 6.9 | 40,569 |
| Shawnee | 38,757 | 128.5 | 41.9 | 165,385 |
| Wabaunsee | 1,167 | 6.7 | 2.2 | 5,099 |
| Washington | 2,605 | 12.5 | 4.0 | 6,761 |
| Woodson | 1,292 | 5.9 | 2.0 | 5,103 |
| Total | 173,962 | 714.8 | 225.2 | \$719,277 |

TRAVERSE CITY, MICHIGAN

| | | | | |
|------------------|---------------|--------------|-------------|----------------|
| Michigan: | | | | |
| Alger | 1,864 | 9.4 | 2.7 | 58,724 |
| Antrim | 1,051 | 11.1 | 3.3 | 15,372 |
| Benzie | 1,500 | 8.1 | 2.4 | 15,372 |
| Charlevoix | 2,079 | 13.7 | 3.9 | 15,372 |
| Cheboygan | 3,422 | 12.9 | 3.7 | 15,372 |
| Chippewa | 6,171 | 31.1 | 8.7 | 33,824 |
| Crawford | 1,110 | 4.1 | 1.2 | 5,035 |
| Emmet | 3,754 | 16.9 | 4.8 | 15,372 |
| Grand Traverse | 5,976 | 32.3 | 8.7 | 33,824 |
| Kalkaska | 775 | 4.3 | 1.2 | 5,035 |
| Leelanau | 2,312 | 9.0 | 2.5 | 5,035 |
| Luce | 1,410 | 8.1 | 1.6 | 5,035 |
| Mackinac | 2,049 | 8.9 | 2.6 | 14,372 |
| Manistee | 5,439 | 20.8 | 6.4 | 19,372 |
| Missaukee | 1,279 | 7.7 | 2.1 | 5,035 |
| Otsego | 1,030 | 6.4 | 1.7 | 5,035 |
| Roscommon | 2,173 | 8.0 | 2.6 | 14,372 |
| Schoolcraft | 2,102 | 8.9 | 2.5 | 16,372 |
| Wexford | 3,657 | 19.8 | 5.9 | 21,372 |
| Total | 49,153 | 241.5 | 68.5 | 185,372 |

TUCSON, ARIZONA

| | | | | |
|-----------------|---------------|--------------|-------------|----------------|
| Arizona: | | | | |
| Cochise | 5,677 | 44.5 | 13.1 | 15,372 |
| Pima | 60,402 | 227.5 | 65.3 | 15,372 |
| Pinal | 13,660 | 60.4 | 15.1 | 15,372 |
| Santa Cruz | 1,220 | 10.6 | 2.8 | 17,372 |
| Total | 80,959 | 343.0 | 96.3 | 185,372 |

TULARE, CAL.—See Fresno-Tulare

TULSA, OKLAHOMA

| | | | | |
|------------------|--------|------|------|--------|
| Arkansas: | | | | |
| Benton | 2,948 | 34.7 | 10.8 | 32,372 |
| Sebastian | 19,425 | 67.7 | 21.0 | 95,372 |
| Washington | 8,102 | 52.0 | 15.2 | 43,372 |

| | | | | |
|----------------|--------|------|------|--------|
| Kansas: | | | | |
| Chautauqua | 1,770 | 6.6 | 2.2 | 7,915 |
| Cowley | 8,112 | 36.8 | 12.0 | 46,372 |
| Elk | 1,647 | 5.9 | 2.0 | 3,426 |
| Greenwood | 3,175 | 12.2 | 3.9 | 12,572 |
| Labette | 7,132 | 29.7 | 9.7 | 28,372 |
| Montgomery | 10,852 | 48.2 | 16.6 | 56,372 |
| Neosho | 3,650 | 20.7 | 6.7 | 20,372 |
| Wilson | 3,934 | 14.7 | 5.0 | 17,372 |

| | | | | |
|------------------|-------|------|-----|--------|
| Missouri: | | | | |
| McDonald | 3,646 | 14.2 | 4.2 | 13,372 |
| Newton | 6,073 | 29.4 | 9.1 | 26,372 |

| | | | | |
|------------------|--------|------|------|--------|
| Oklahoma: | | | | |
| Adair | 1,945 | 12.5 | 3.2 | 5,035 |
| Cherokee | 2,163 | 12.9 | 3.3 | 9,572 |
| Craig | 2,856 | 16.2 | 4.2 | 34,372 |
| Creek | 11,470 | 40.7 | 12.4 | 31,372 |
| Delaware | 2,156 | 10.4 | 2.9 | 5,035 |
| Haskell | 783 | 11.4 | 2.8 | 5,035 |
| Hughes | 2,442 | 15.8 | 4.6 | 11,372 |
| Kay | 14,615 | 49.7 | 15.8 | 57,372 |
| Latimer | 1,090 | 7.5 | 2.0 | 2,6372 |
| Le Flore | 3,053 | 27.7 | 7.7 | 14,372 |
| Lincoln | 5,365 | 19.2 | 5.8 | 17,372 |
| McIntosh | 1,813 | 13.5 | 3.5 | 16,372 |
| Mayes | 3,273 | 17.3 | 4.9 | 16,372 |
| Muskogee | 14,800 | 54.2 | 16.0 | 10,472 |
| Noble | 2,310 | 9.6 | 3.0 | 8,372 |
| Nowata | 3,155 | 11.7 | 3.5 | 8,372 |
| Okfuskee | 2,003 | 14.2 | 3.9 | 8,372 |
| Okmulgee | 7,109 | 38.4 | 11.4 | 31,372 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------------|----------------|--------------|--------------------|
| 10,352 | 38.2 | 11.3 | 38,367 |
| 5,617 | 28.3 | 8.8 | 29,448 |
| 3,792 | 13.6 | 4.1 | 11,160 |
| 6,712 | 40.6 | 11.5 | 39,965 |
| 6,241 | 34.1 | 9.7 | 29,652 |
| 4,902 | 18.4 | 5.3 | 15,191 |
| 8,302 | 40.9 | 11.5 | 26,468 |
| 2,430 | 16.8 | 4.2 | 5,752 |
| 89,507 | 323.5 | 102.7 | 416,524 |
| 2,754 | 14.6 | 4.0 | 10,080 |
| 11,007 | 37.7 | 11.9 | 44,535 |
| 314,483 | 1,362.4 | 414.3 | \$1,379,961 |

MISSISSIPPI

| | | | |
|---------------|--------------|-------------|------------------|
| 3,239 | 23.6 | 6.0 | \$13,526 |
| 2,783 | 22.4 | 5.3 | 12,514 |
| 800 | 15.0 | 3.8 | 7,049 |
| 1,464 | 16.3 | 4.1 | 8,015 |
| 2,521 | 14.4 | 3.7 | 5,417 |
| 5,946 | 38.9 | 10.9 | 39,978 |
| 5,008 | 33.2 | 9.0 | 19,316 |
| 2,262 | 17.7 | 4.7 | 8,834 |
| 2,143 | 17.5 | 4.6 | 8,860 |
| 1,661 | 16.6 | 4.1 | 6,250 |
| 2,484 | 13.2 | 3.5 | 6,917 |
| 1,633 | 19.5 | 5.5 | 11,826 |
| 31,944 | 248.3 | 65.2 | \$148,502 |

IDAHO

| | | | |
|-------|------|-----|----------|
| 4,255 | 27.7 | 6.8 | \$23,951 |
|-------|------|-----|----------|

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|--------------|-------------|------------------|
| 660 | 5.0 | 1.4 | 5,946 |
| 328 | 3.2 | .8 | 2,844 |
| 195 | 1.5 | .3 | 446 |
| 2,007 | 14.5 | 3.9 | 19,345 |
| 2,643 | 10.4 | 3.1 | 11,063 |
| 2,630 | 11.3 | 3.2 | 9,134 |
| 2,840 | 13.0 | 3.4 | 12,898 |
| 921 | 3.9 | 1.1 | 2,360 |
| 1,118 | 9.1 | 2.3 | 12,282 |
| 509 | 3.7 | .9 | 3,273 |
| 900 | 6.3 | 1.7 | 4,813 |
| 651 | 3.3 | .8 | 4,690 |
| 7,997 | 44.6 | 13.7 | 57,660 |
| 27,654 | 157.5 | 43.4 | \$170,705 |

TYLER, TEXAS

| Texas: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|----------|-----------|-----------|------------------|
| Anderson | 4,206 | 28.7 | 8.3 | \$23,894 |
| Camp | 1,111 | 7.9 | 2.4 | 7,172 |
| Cass | 3,342 | 22.8 | 6.1 | 17,988 |
| Cherokee | 5,435 | 36.1 | 9.6 | 28,013 |
| Delta | 1,215 | 6.5 | 1.9 | 4,567 |
| Franklin | 710 | 4.7 | 1.4 | 3,456 |
| Gregg | 15,158 | 73.6 | 22.2 | 98,372 |
| Harrison | 8,183 | 50.2 | 13.5 | 36,245 |
| Henderson | 3,149 | 18.9 | 5.5 | 18,882 |
| Hopkins | 2,775 | 20.4 | 6.2 | 22,395 |
| Marion | 2,127 | 9.0 | 2.3 | 6,195 |
| Morris | 1,369 | 8.9 | 2.5 | 9,109 |
| Nacogdoches | 4,092 | 29.6 | 8.1 | 24,609 |
| Panola | 2,108 | 16.9 | 4.3 | 12,273 |
| Rains | 647 | 2.8 | .7 | 1,442 |
| Red River | 2,123 | 18.0 | 5.2 | 10,590 |
| Rusk | 7,747 | 43.0 | 12.1 | 32,161 |
| San Augustine | 1,129 | 7.0 | 1.8 | 6,573 |

| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------|--------------|--------------|------------------|
| 3,315 | 19.6 | 5.6 | 22,007 |
| 16,534 | 83.2 | 24.1 | 91,233 |
| 1,777 | 16.2 | 4.6 | 17,073 |
| 2,395 | 17.8 | 4.9 | 13,528 |
| 4,375 | 17.8 | 5.4 | 16,505 |
| 2,160 | 17.4 | 5.1 | 19,829 |
| 77,182 | 577.0 | 163.8 | \$544,111 |

UTICA-ROME, NEW YORK

| New York: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|----------------|--------------|--------------|------------------|
| Chenango | 11,470 | 41.2 | 12.4 | \$47,234 |
| Herkimer | 17,945 | 62.6 | 19.4 | 66,206 |
| Lewis | 5,711 | 22.4 | 6.4 | 19,986 |
| Madison | 13,597 | 51.4 | 14.7 | 55,655 |
| Montgomery | 17,667 | 61.0 | 19.1 | 65,132 |
| Oneida | 63,917 | 236.6 | 69.1 | 271,141 |
| Otsego | 15,725 | 54.0 | 17.0 | 67,939 |
| Total | 146,032 | 529.2 | 158.1 | \$593,293 |

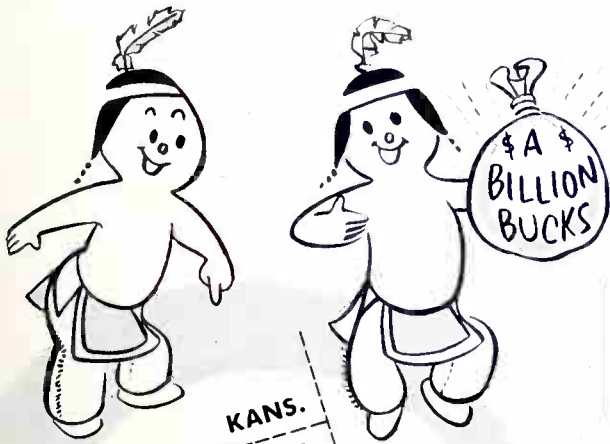
VALLEY CITY, NORTH DAKOTA

| Minnesota: | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------|----------|-----------|-----------|------------------|
| Becker | 5,388 | 24.1 | 6.6 | \$21,570 |
| Beltrami | 2,941 | 24.8 | 7.0 | 25,015 |
| Big Stone | 1,716 | 9.0 | 2.5 | 9,401 |
| Cass | 2,121 | 18.8 | 5.2 | 13,887 |
| Clay | 8,098 | 37.1 | 9.7 | 30,168 |
| Clearwater | 975 | 9.6 | 2.6 | 7,576 |
| Douglas | 2,651 | 21.8 | 6.3 | 23,346 |
| Grant | 1,658 | 9.9 | 2.8 | 10,704 |
| Hubbard | 1,298 | 11.2 | 3.2 | 9,531 |
| Kittson | 1,850 | 8.9 | 2.5 | 10,083 |
| Mahnomen | 1,325 | 6.5 | 1.5 | 4,968 |
| Marshall | 2,541 | 15.3 | 4.1 | 12,614 |
| Norman | 2,867 | 11.7 | 3.1 | 11,027 |

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KANS.
OKLA.
MO.
ARK.
TULSA
★



KVOO's NEW MILLION DOLLAR HOME

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|-------------------------------------|----------|-----------|-----------|------------------|
| VALLEY CITY, N. D. continued | | | | |
| Otter Tail | 6,315 | 49.3 | 13.2 | 43,834 |
| Pennington | 2,217 | 13.1 | 3.6 | 16,304 |
| Polk | 5,963 | 37.8 | 10.5 | 38,471 |
| Pope | 1,701 | 12.2 | 3.4 | 8,367 |
| Red Lake | 1,015 | 6.3 | 1.5 | 6,030 |
| Roseau | 2,777 | 14.5 | 3.8 | 11,204 |
| Stevens | 1,675 | 11.0 | 2.9 | 12,393 |
| Traverse | 924 | 7.3 | 2.0 | 9,941 |
| Wadena | 1,410 | 13.7 | 3.7 | 18,945 |
| Wilkin | 2,361 | 10.2 | 2.6 | 9,114 |

North Dakota:

| | | | | |
|-------------|--------|------|------|---------|
| Barnes | 3,415 | 17.4 | 4.8 | 18,569 |
| Benson | 2,035 | 8.8 | 2.2 | 5,356 |
| Cass | 17,760 | 68.0 | 19.2 | 103,933 |
| Cavalier | 1,765 | 10.0 | 2.5 | 7,985 |
| Dickey | 1,865 | 8.9 | 2.5 | 77,769 |
| Eddy | 728 | 4.7 | 1.2 | 6,148 |
| Foster | 755 | 5.2 | 1.5 | 7,041 |
| Grand Forks | 9,872 | 46.0 | 12.6 | 63,175 |
| Griggs | 1,121 | 4.7 | 1.3 | 5,474 |
| La Moure | 1,166 | 8.2 | 2.2 | 8,752 |
| Logan | 1,079 | 5.6 | 1.3 | 3,637 |
| McIntosh | 1,283 | 6.8 | 1.7 | 7,205 |
| Nelson | 1,539 | 6.8 | 1.7 | 6,240 |
| Pembina | 3,015 | 13.2 | 3.5 | 11,319 |
| Pierce | 1,415 | 7.7 | 2.0 | 7,284 |
| Ramsey | 1,549 | 12.9 | 3.3 | 19,804 |
| Ransom | 1,343 | 7.6 | 2.1 | 8,032 |
| Richland | 3,175 | 20.4 | 5.6 | 20,177 |
| Rolette | 1,466 | 9.8 | 2.3 | 8,247 |
| Sargent | 1,665 | 7.0 | 1.8 | 3,269 |
| Sheridan | 789 | 4.6 | 1.2 | 3,687 |
| Steele | 1,110 | 4.4 | 1.2 | 2,551 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|----------|----------|-----------|-----------|------------------|
| Stutsman | 5,473 | 26.9 | 6.7 | 28,715 |
| Towner | 849 | 5.0 | 1.3 | 5,491 |
| Trail | 2,667 | 10.6 | 2.9 | 11,900 |
| Walsh | 3,097 | 20.2 | 4.6 | 20,414 |
| Wells | 1,860 | 9.7 | 2.6 | 10,054 |

South Dakota:

| | | | | |
|--------------|----------------|--------------|--------------|------------------|
| Brown | 7,930 | 34.5 | 10.4 | 42,300 |
| Campbell | 317 | 3.2 | .9 | 2,108 |
| Day | 3,052 | 11.5 | 3.3 | 8,249 |
| Edmunds | 762 | 7.1 | 1.8 | 4,064 |
| Grant | 2,497 | 9.6 | 2.7 | 7,974 |
| McPherson | 643 | 6.2 | 1.7 | 4,935 |
| Marshall | 1,159 | 7.1 | 2.1 | 4,859 |
| Roberts | 2,632 | 13.7 | 3.5 | 8,188 |
| Walworth | 975 | 7.1 | 2.2 | 10,244 |
| Total | 155,610 | 845.2 | 228.7 | \$939,642 |

WACO-TEMPLE, TEXAS

Texas:

| | | | | |
|--------------|----------------|--------------|--------------|------------------|
| Bastrop | 3,304 | 17.6 | 5.0 | \$11,592 |
| Bell | 20,058 | 99.7 | 25.2 | 82,696 |
| Bosque | 1,580 | 9.6 | 3.0 | 10,742 |
| Brazos | 6,890 | 46.4 | 12.5 | 42,098 |
| Brown | 2,907 | 28.1 | 8.8 | 27,582 |
| Burleson | 1,379 | 10.7 | 3.0 | 7,735 |
| Burnet | 2,237 | 9.5 | 2.8 | 7,308 |
| Comanche | 2,056 | 12.6 | 3.8 | 10,553 |
| Concho | 692 | 4.5 | 1.4 | 4,263 |
| Coryell | 3,978 | 14.2 | 4.3 | 14,873 |
| Erath | 3,679 | 15.9 | 5.0 | 18,791 |
| Falls | 2,984 | 23.5 | 6.7 | 19,301 |
| Freestone | 1,658 | 12.7 | 3.7 | 10,280 |
| Hamilton | 1,473 | 9.3 | 2.9 | 7,979 |
| Hill | 7,677 | 27.0 | 8.3 | 22,593 |
| Houston | 2,921 | 18.9 | 5.3 | 16,690 |
| Lampasas | 2,683 | 9.5 | 2.9 | 11,279 |
| Lee | 2,045 | 8.9 | 2.4 | 6,973 |
| Leon | 1,490 | 9.6 | 2.7 | 6,799 |
| Limestone | 2,791 | 20.1 | 5.8 | 16,753 |
| Llano | 1,064 | 5.1 | 1.7 | 6,330 |
| McCulloch | 1,876 | 10.7 | 3.1 | 10,402 |
| McLennan | 38,387 | 141.9 | 41.5 | 160,836 |
| Madison | 940 | 6.2 | 1.8 | 9,594 |
| Mason | 417 | 4.6 | 1.5 | 3,591 |
| Menard | 181 | 3.9 | 1.1 | 4,169 |
| Milam | 5,083 | 19.0 | 5.6 | 21,627 |
| Mills | 1,387 | 5.0 | 1.5 | 5,804 |
| Navarro | 9,805 | 34.8 | 10.6 | 32,679 |
| Robertson | 3,556 | 17.6 | 4.8 | 16,146 |
| San Saba | 674 | 7.7 | 2.3 | 7,288 |
| Somervell | 511 | 2.4 | .8 | 1,676 |
| Williamson | 9,087 | 35.5 | 10.2 | 34,470 |
| Total | 147,450 | 702.7 | 202.0 | \$671,492 |

WASHINGTON, DISTRICT OF COLUMBIA

| | | | | |
|------------------------------|---------|-------|-------|-------------|
| District of Columbia: | | | | |
| Dist. of Columbia | 209,990 | 868.2 | 254.7 | \$1,348,082 |

Maryland:

| | | | | |
|---------------|--------|-------|------|---------|
| Allegany | 15,956 | 94.9 | 27.2 | 87,666 |
| Anne Arundel | 37,740 | 161.9 | 40.8 | 136,575 |
| Calvert | 2,499 | 13.8 | 3.3 | 10,469 |
| Caroline | 4,452 | 18.9 | 5.5 | 24,746 |
| Carroll | 10,915 | 46.5 | 11.8 | 55,712 |
| Charles | 5,711 | 27.7 | 6.4 | 27,814 |
| Dorchester | 7,585 | 28.7 | 8.2 | 29,343 |
| Frederick | 17,760 | 72.1 | 19.2 | 68,153 |
| Howard | 6,382 | 27.4 | 6.9 | 20,695 |
| Kent | 3,209 | 14.1 | 4.0 | 16,545 |
| Montgomery | 68,778 | 298.6 | 83.4 | 295,439 |
| Prince George | 72,109 | 320.6 | 84.9 | 259,436 |
| Queen Annes | 3,495 | 14.8 | 4.2 | 12,141 |
| St. Marys | 8,047 | 40.3 | 8.7 | 24,801 |
| Somerset | 2,179 | 20.8 | 5.9 | 16,379 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|------------|----------|-----------|-----------|------------------|
| Talbot | 4,783 | 20.2 | 6.1 | 35,154 |
| Washington | 16,396 | 85.5 | 24.4 | 32,951 |
| Wicomico | 11,840 | 43.1 | 12.8 | 72,607 |
| Worcester | 2,875 | 25.5 | 7.6 | 40,921 |

Pennsylvania:

| | | | | |
|----------|--------|------|------|--------|
| Adams | 11,840 | 46.1 | 12.8 | 49,821 |
| Franklin | 19,980 | 75.9 | 21.6 | 72,245 |
| Fulton | 2,405 | 9.7 | 2.6 | 8,245 |

Virginia:

| | | | | |
|----------------|--------|-------|------|--------|
| Accomack | 6,000 | 34.7 | 10.1 | 28,000 |
| Arlington | 65,262 | 248.7 | 73.6 | 17,000 |
| Caroline | 2,090 | 12.0 | 2.6 | 9,000 |
| Clarke | 1,344 | 7.3 | 1.8 | 8,740 |
| Culpeper | 2,245 | 13.6 | 3.3 | 5,000 |
| Essex | 924 | 6.1 | 1.4 | 9,000 |
| Fairfax | 31,734 | 181.6 | 45.2 | 9,000 |
| Fauquier | 3,644 | 21.7 | 5.4 | 8,000 |
| Frederick | 8,849 | 34.8 | 9.6 | 18,600 |
| Greene | 821 | 4.6 | 1.1 | 2,400 |
| King & Queen | 1,136 | 6.5 | 1.4 | 2,200 |
| King George | 1,092 | 7.1 | 1.8 | 3,600 |
| King William | 1,261 | 7.8 | 1.9 | 9,000 |
| Lancaster | 1,817 | 8.2 | 2.2 | 0,000 |
| Loudoun | 4,675 | 21.5 | 5.1 | 13,700 |
| Madison | 1,387 | 8.5 | 2.1 | 2,800 |
| Northumberland | 2,111 | 9.6 | 2.4 | 5,000 |
| Orange | 2,446 | 13.0 | 3.2 | 2,000 |
| Page | 2,452 | 15.2 | 3.8 | 9,000 |
| Prince William | 4,810 | 23.7 | 5.2 | 28,400 |
| Rappahannock | 682 | 5.8 | 1.4 | 2,800 |
| Richmond | 919 | 5.8 | 1.4 | 16,300 |
| Shenandoah | 2,880 | 21.2 | 5.6 | 19,500 |
| Spotsylvania | 4,345 | 25.5 | 6.5 | 14,400 |
| Stafford | 2,387 | 13.2 | 3.2 | 4,300 |
| Warren | 3,708 | 17.2 | 4.5 | 15,000 |
| Westmoreland | 1,586 | 10.9 | 2.8 | 10,200 |

West Virginia:

| | | | | |
|--------------|----------------|----------------|--------------|-----------------|
| Berkeley | 5,293 | 28.9 | 8.1 | 31,000 |
| Hampshire | 2,785 | 11.9 | 3.0 | 7,200 |
| Jefferson | 4,070 | 16.5 | 4.4 | 15,500 |
| Mineral | 5,272 | 20.8 | 5.7 | 14,400 |
| Morgan | 2,035 | 7.7 | 2.2 | 4,200 |
| Total | 728,988 | 3,246.9 | 895.0 | \$30,900 |

WASHINGTON-GREENVILLE, NORTH CAROLINA

North Carolina:

| | | | | |
|-------------|--------|-------|------|--------|
| Beaufort | 8,325 | 37.0 | 9.0 | 80,100 |
| Bertie | 4,957 | 26.5 | 5.9 | 12,000 |
| Bladen | 3,407 | 30.1 | 6.6 | 19,000 |
| Brunswick | 3,295 | 20.4 | 4.5 | 8,400 |
| Carteret | 3,981 | 26.6 | 6.8 | 22,500 |
| Chowan | 2,282 | 12.7 | 2.9 | 9,000 |
| Craven | 8,627 | 58.8 | 13.8 | 19,000 |
| Cumberland | 10,191 | 134.6 | 27.6 | 26,000 |
| Dare | 796 | 5.3 | 1.3 | 1,700 |
| Duplin | 3,409 | 41.1 | 9.6 | 22,200 |
| Edgecombe | 8,873 | 52.5 | 11.8 | 50,800 |
| Franklin | 2,552 | 30.7 | 7.0 | 13,400 |
| Gates | 1,366 | 9.6 | 2.3 | 6,800 |
| Greene | 2,525 | 17.8 | 3.6 | 6,800 |
| Halifax | 7,742 | 60.6 | 13.1 | 36,800 |
| Harnett | 3,226 | 54.6 | 12.7 | 37,700 |
| Hertford | 2,920 | 22.0 | 4.8 | 18,000 |
| Hyde | 974 | 5.9 | 1.4 | 1,600 |
| Johnston | 8,051 | 65.5 | 15.7 | 43,400 |
| Jones | 2,005 | 10.6 | 2.5 | 3,300 |
| Lenoir | 5,858 | 49.2 | 11.5 | 52,800 |
| Martin | 3,938 | 28.7 | 6.1 | 18,200 |
| Nash | 9,214 | 62.6 | 14.3 | 55,700 |
| New Hanover | 11,711 | 74.6 | 20.8 | 72,400 |
| Northampton | 5,116 | 28.2 | 5.9 | 8,200 |
| Onslow | 5,967 | 56.9 | 11.0 | 36,700 |
| Pamlico | 2,132 | 10.4 | 2.5 | 3,200 |
| Pender | 2,662 | 18.6 | 4.3 | 5,200 |



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| VHF Sets | Pop. (00) | Fam. (00) | Ref. Sales (000) |
|----------------|----------------|--------------|--------------------|
| 13,690 | 65.6 | 14.8 | 59,822 |
| 5,844 | 50.6 | 11.5 | 27,479 |
| 884 | 5.1 | 1.2 | 2,273 |
| 5,255 | 32.9 | 7.8 | 28,564 |
| 25,299 | 159.9 | 39.3 | 202,399 |
| 2,505 | 23.7 | 4.9 | 8,972 |
| 1,284 | 13.4 | 3.0 | 9,853 |
| 9,420 | 68.2 | 15.9 | 64,757 |
| 7,351 | 55.3 | 13.0 | 52,507 |
| 207,634 | 1,526.8 | 350.7 | \$1,262,157 |

STURRY, CONNECTICUT

| UHF | Pop. (00) | Fam. (00) | Ref. Sales (000) |
|-----------------|--------------|--------------|------------------|
| DI | 625.6 | 181.8 | \$877,258 |
| on county basis | | | |
| †155,444 | 625.6 | 181.8 | \$877,258 |

WINDYBROOK, IOWA

| | | | |
|-------|------|-----|----------|
| 4,742 | 19.9 | 6.5 | \$21,679 |
| 6,179 | 21.8 | 6.7 | 23,305 |

| | | | |
|--------|-------|------|---------|
| 3,530 | 15.6 | 4.5 | 16,666 |
| 6,475 | 22.0 | 7.0 | 25,176 |
| 32,190 | 114.4 | 34.8 | 144,618 |
| 4,725 | 18.8 | 5.6 | 23,081 |
| 5,457 | 21.7 | 5.9 | 17,422 |
| 4,902 | 17.2 | 5.3 | 19,708 |
| 4,874 | 18.7 | 5.5 | 21,768 |
| 13,835 | 49.6 | 15.5 | 73,072 |
| 3,636 | 14.7 | 4.3 | 18,570 |
| 3,653 | 20.9 | 6.3 | 21,980 |
| 2,682 | 9.1 | 2.9 | 7,228 |
| 4,625 | 17.2 | 5.0 | 15,475 |
| 12,560 | 45.2 | 14.5 | 53,459 |
| 18,962 | 76.6 | 20.5 | 87,484 |
| 5,094 | 27.0 | 7.9 | 31,778 |
| 6,475 | 22.6 | 7.0 | 22,954 |
| 4,186 | 16.1 | 5.0 | 19,724 |
| 3,085 | 13.2 | 4.2 | 17,440 |
| 5,235 | 19.2 | 6.2 | 27,318 |
| 3,238 | 14.6 | 4.2 | 16,861 |
| 6,508 | 21.7 | 7.3 | 31,794 |
| 4,536 | 18.8 | 5.5 | 21,157 |
| 2,976 | 13.3 | 3.8 | 12,166 |
| 3,305 | 15.0 | 4.7 | 18,004 |
| 4,621 | 18.4 | 5.5 | 23,236 |
| 3,264 | 17.1 | 5.5 | 18,566 |
| 9,647 | 49.6 | 13.2 | 55,323 |
| 4,702 | 18.8 | 5.6 | 22,468 |
| 4,120 | 16.6 | 5.4 | 16,112 |
| 34,595 | 116.9 | 37.4 | 173,611 |
| 2,960 | 10.5 | 3.2 | 10,431 |
| 5,165 | 23.5 | 7.6 | 28,938 |
| 10,538 | 37.4 | 11.6 | 52,020 |
| 3,700 | 13.5 | 4.0 | 15,364 |
| 9,549 | 34.2 | 10.7 | 44,377 |
| 3,476 | 19.3 | 5.6 | 19,261 |
| 5,467 | 21.0 | 6.7 | 22,992 |
| 2,284 | 10.3 | 3.5 | 9,445 |
| 13,565 | 46.8 | 15.0 | 51,998 |
| 5,531 | 19.0 | 6.2 | 26,865 |
| 2,662 | 13.0 | 3.8 | 15,274 |
| 5,448 | 22.2 | 6.4 | 18,748 |
| 2,285 | 10.9 | 3.2 | 8,389 |
| 4,736 | 19.7 | 6.2 | 23,317 |

| | | | |
|----------------|----------------|--------------|--------------------|
| 3,420 | 18.1 | 4.9 | 13,774 |
| 8,104 | 43.3 | 12.5 | 42,605 |
| 4,008 | 27.1 | 7.7 | 20,828 |
| 331,512 | 1,312.1 | 398.0 | \$1,543,829 |

| VHF Sets | Pop. (00) | Fam. (00) | Ref. Sales (000) | |
|--------------------------|---------------|--------------|------------------|------------------|
| WAUSAU, WISCONSIN | | | | |
| Wisconsin: | | | | |
| Adams | 1,354 | 8.0 | 2.5 | \$5,939 |
| Clark | 6,851 | 32.0 | 9.0 | 24,225 |
| Florence | 583 | 3.7 | 1.0 | 2,392 |
| Forest | 1,190 | 8.6 | 2.3 | 7,082 |
| Juneau | 2,510 | 18.9 | 5.4 | 20,321 |
| Langlade | 3,208 | 21.8 | 6.0 | 20,901 |
| Lincoln | 4,987 | 22.4 | 6.5 | 24,066 |
| Marathon | 19,502 | 84.4 | 23.1 | 81,271 |
| Oneida | 3,727 | 21.8 | 6.6 | 30,136 |
| Portage | 6,081 | 36.3 | 9.5 | 32,533 |
| Price | 3,902 | 15.5 | 4.6 | 14,387 |
| Rusk | 2,148 | 16.3 | 4.5 | 11,903 |
| Shawano | 7,154 | 35.7 | 9.6 | 30,156 |
| Taylor | 2,599 | 17.8 | 4.7 | 13,410 |
| Vilas | 2,238 | 10.0 | 2.9 | 13,845 |
| Waupaca | 9,212 | 35.9 | 10.5 | 38,381 |
| Wood | 9,232 | 55.5 | 15.3 | 63,176 |
| Total | 86,478 | 444.6 | 124.0 | \$434,124 |

WEST PALM BEACH, FLORIDA

| | | | | |
|-----------------|---------------|--------------|--------------|------------------|
| Florida: | | | | |
| Brevard | 12,311 | 49.1 | 15.9 | \$67,292 |
| Collier | 2,617 | 11.9 | 3.7 | 16,093 |
| Glades | 563 | 2.8 | .7 | 1,538 |
| Hendry | 829 | 6.8 | 1.8 | 10,776 |
| Highlands | 3,194 | 15.8 | 4.7 | 21,538 |
| Indian River | 2,226 | 16.1 | 4.7 | 25,576 |
| Martin | 1,271 | 10.2 | 3.2 | 14,823 |
| Monroe | 12,117 | 48.0 | 13.1 | 39,527 |
| Okeechobee | 766 | 4.3 | 1.1 | 4,783 |
| Osceola | 2,375 | 13.4 | 4.5 | 15,564 |
| Palm Beach | 51,892 | 177.4 | 56.1 | 259,077 |
| St. Lucie | 3,226 | 29.3 | 8.0 | 42,628 |
| Total | 93,387 | 385.1 | 117.5 | \$519,215 |

WHEELING, WEST VIRGINIA

| | | | | |
|--------------|--------|-------|------|----------|
| Ohio: | | | | |
| Belmont | 24,790 | 89.2 | 26.8 | \$85,328 |
| Carroll | 4,869 | 20.4 | 5.9 | 15,706 |
| Columbiana | 30,155 | 108.0 | 32.6 | 129,944 |
| Coshocton | 8,982 | 35.0 | 11.0 | 35,597 |
| Guernsey | 8,924 | 39.2 | 11.6 | 35,985 |
| Harrison | 5,365 | 19.5 | 5.8 | 15,560 |
| Jefferson | 24,036 | 99.1 | 28.2 | 133,827 |
| Monroe | 4,162 | 15.4 | 4.5 | 9,751 |
| Morgan | 3,792 | 13.3 | 4.1 | 12,141 |
| Noble | 3,237 | 11.7 | 3.5 | 10,033 |
| Tuscarawas | 18,865 | 75.5 | 23.0 | 92,021 |
| Washington | 13,320 | 46.9 | 14.4 | 50,623 |

Pennsylvania:

| | | | | |
|------------|--------|-------|------|---------|
| Beaver | 48,467 | 203.1 | 56.9 | 190,269 |
| Fayette | 47,082 | 183.9 | 50.9 | 149,596 |
| Greene | 11,285 | 44.6 | 12.2 | 27,071 |
| Washington | 57,131 | 220.6 | 63.1 | 209,393 |

West Virginia:

| | | | | |
|------------|--------|------|------|---------|
| Barbour | 2,235 | 18.4 | 4.6 | 8,008 |
| Braxton | 1,259 | 15.3 | 3.7 | 9,429 |
| Brooke | 6,382 | 25.6 | 6.9 | 18,006 |
| Doddridge | 754 | 8.1 | 2.1 | 3,615 |
| Gilmer | 768 | 8.1 | 2.0 | 3,077 |
| Hancock | 7,996 | 34.4 | 9.0 | 28,301 |
| Harrison | 10,538 | 80.3 | 22.7 | 85,580 |
| Lewis | 2,233 | 18.9 | 4.6 | 12,681 |
| Marion | 13,870 | 68.8 | 19.8 | 65,499 |
| Marshall | 8,417 | 33.1 | 9.1 | 21,938 |
| Monongalia | 14,892 | 60.1 | 16.1 | 53,516 |
| Ohio | 21,552 | 77.3 | 23.3 | 117,898 |
| Pleasants | 987 | 5.7 | 1.6 | 5,049 |
| Preston | 4,235 | 30.8 | 7.6 | 14,253 |
| Randolph | 2,271 | 29.1 | 7.2 | 21,638 |

| VHF Sets | Pop. (00) | Fam. (00) | Ref. Sales (000) | |
|--------------|----------------|----------------|------------------|--------------------|
| Ritchie | 978 | 10.7 | 2.9 | 6,001 |
| Taylor | 3,276 | 16.5 | 4.4 | 10,869 |
| Tyler | 1,807 | 8.9 | 2.5 | 7,404 |
| Upshur | 2,971 | 18.5 | 4.9 | 13,423 |
| Wetzel | 3,313 | 17.8 | 4.7 | 16,256 |
| Total | 425,196 | 1,811.8 | 514.2 | \$1,725,286 |

WICHITA FALLS, TEXAS

| | | | | |
|------------------|--------|------|------|----------|
| Oklahoma: | | | | |
| Beckham | 4,494 | 19.5 | 6.2 | \$22,528 |
| Carter | 8,423 | 42.6 | 13.3 | 54,292 |
| Comanche | 18,962 | 74.0 | 20.5 | 72,863 |
| Cotton | 2,470 | 10.8 | 3.1 | 5,749 |
| Greer | 1,235 | 8.9 | 2.6 | 6,942 |
| Harmon | 1,150 | 7.1 | 2.0 | 6,773 |
| Jackson | 3,326 | 24.3 | 7.6 | 25,730 |
| Jefferson | 1,758 | 9.3 | 2.7 | 8,467 |
| Kiowa | 2,804 | 15.7 | 4.7 | 14,399 |
| Stephens | 6,998 | 36.0 | 10.9 | 42,859 |
| Tillman | 3,865 | 15.4 | 4.6 | 14,155 |
| Washita | 3,020 | 15.5 | 4.6 | 10,408 |

Texas:

| | | | | |
|---------------|----------------|--------------|--------------|------------------|
| Archer | 980 | 6.4 | 1.8 | 6,786 |
| Baylor | 1,617 | 6.4 | 1.9 | 9,182 |
| Briscoe | 448 | 3.6 | .9 | 2,445 |
| Callahan | 1,196 | 7.9 | 2.3 | 6,897 |
| Childress | 979 | 10.7 | 3.2 | 9,529 |
| Clay | 1,859 | 8.0 | 2.4 | 8,256 |
| Collingsworth | 721 | 8.1 | 2.2 | 8,467 |
| Cooke | 6,823 | 25.2 | 7.4 | 29,632 |
| Cottle | 563 | 5.2 | 1.4 | 4,465 |
| Eastland | 3,050 | 20.5 | 6.7 | 23,204 |
| Foard | 750 | 3.9 | 1.1 | 2,422 |
| Hall | 1,531 | 10.3 | 2.8 | 6,549 |
| Hardeman | 1,554 | 9.6 | 3.0 | 8,197 |
| Haskell | 2,540 | 12.7 | 3.5 | 9,734 |
| Jack | 1,669 | 6.3 | 2.0 | 6,745 |
| King | 64 | .9 | .2 | 349 |
| Knox | 1,390 | 9.6 | 2.6 | 10,792 |
| Montague | 3,863 | 14.7 | 4.6 | 20,316 |
| Motley | 510 | 3.4 | 1.0 | 2,556 |
| Shackelford | 946 | 4.1 | 1.1 | 4,950 |
| Stephens | 2,662 | 10.8 | 3.4 | 13,053 |
| Throckmorton | 508 | 3.4 | .9 | 2,183 |
| Wheeler | 745 | 9.0 | 2.4 | 9,891 |
| Wichita | 23,894 | 127.6 | 34.0 | 142,926 |
| Wilbarger | 3,189 | 20.4 | 5.9 | 23,974 |
| Wise | 3,370 | 14.3 | 4.3 | 14,076 |
| Young | 2,494 | 14.7 | 4.6 | 21,986 |
| Total | 128,420 | 656.8 | 190.4 | \$694,727 |

WICHITA-HUTCHINSON, KANSAS†

| | | | | |
|----------------|-------|------|------|----------|
| Kansas: | | | | |
| Barber | 1,821 | 9.5 | 3.1 | \$11,944 |
| Barton | 9,805 | 34.2 | 10.6 | 46,196 |
| Butler | 8,007 | 37.3 | 12.2 | 45,580 |
| Chase | 1,181 | 4.8 | 1.6 | 3,426 |
| Clark | 606 | 3.6 | 1.1 | 3,138 |
| Clay | 2,446 | 10.9 | 3.7 | 13,884 |
| Cloud | 2,903 | 15.4 | 5.0 | 17,958 |
| Comanche | 840 | 3.6 | 1.2 | 2,820 |
| Cowley | 8,112 | 36.8 | 12.0 | 46,485 |
| Decatur | 1,562 | 6.1 | 2.2 | 5,255 |
| Dickinson | 3,855 | 22.7 | 7.5 | 22,092 |
| Edwards | 1,757 | 5.8 | 1.9 | 6,172 |
| Ellis | 4,239 | 20.4 | 5.2 | 25,906 |
| Ellsworth | 1,504 | 9.3 | 2.8 | 8,322 |
| Finney | 2,343 | 14.8 | 4.3 | 23,596 |
| Ford | 3,016 | 19.1 | 6.1 | 30,792 |
| Geary | 2,795 | 20.2 | 6.6 | 28,299 |
| Gove | 465 | 4.4 | 1.0 | 2,957 |
| Graham | 1,085 | 5.6 | 1.5 | 4,719 |
| Grant | 580 | 4.7 | 1.4 | 6,411 |
| Gray | 723 | 4.9 | 1.3 | 3,491 |
| Harper | 2,020 | 10.2 | 3.1 | 11,073 |

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| VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) | | | |
|---|----------------|----------------|------------------|-----------------------------|-----------------------------------|------------------|------------------|------------------------|--------------------|--------------------------------------|------------------|--------|------|------|
| WICHITA-HUTCHINSON, KAN. continued | | | | WILMINGTON, DELAWARE | | | | South Carolina: | | | | | | |
| Harvey | 6,421 | 24.3 | 7.5 | 28,369 | Columbia | DI | 52.3 | 15.6 | 51,403 | Carteret | 3,981 | 26.6 | 6.8 | |
| Haskell | 215 | 2.7 | .7 | 2,800 | Lackawanna | on county | 253.6 | 73.2 | 241,179 | Columbus | 3,439 | 52.5 | 12.0 | |
| Hodgeman | 832 | 3.4 | .9 | 2,642 | Luzerne | basis | 374.9 | 105.2 | 332,242 | Craven | 8,627 | 58.8 | 13.8 | |
| Jewell | 2,066 | 8.9 | 2.9 | 4,595 | Lycoming | | 103.4 | 31.3 | 108,771 | Cumberland | 10,191 | 134.6 | 27.6 | |
| Kearny | 239 | 2.9 | .9 | 2,083 | Montour | | 16.4 | 3.6 | 11,174 | Duplin | 3,409 | 41.1 | 9.6 | |
| Kingman | 2,431 | 11.1 | 3.4 | 8,953 | Northumberland | | 111.7 | 32.5 | 106,015 | Greene | 2,525 | 17.8 | 3.6 | |
| Kiowa | 803 | 4.8 | 1.4 | 5,165 | Snyder | | 236 | 6.3 | 21,785 | Harnett | 3,226 | 54.6 | 12.7 | |
| Lane | 295 | 3.3 | 1.0 | 3,393 | Sullivan | | 5.6 | 1.5 | 3,834 | Hoke | 1,303 | 15.9 | 3.3 | |
| Lincoln | 1,443 | 6.6 | 2.0 | 5,174 | Susquehanna | | 30.1 | 8.4 | 26,360 | Johnston | 8,051 | 65.5 | 15.7 | |
| McPherson | 5,910 | 23.4 | 7.5 | 23,267 | Union | | 24.7 | 6.0 | 18,068 | Jones | 2,005 | 10.6 | 2.5 | |
| Marion | 4,061 | 16.3 | 5.2 | 15,330 | Wyoming | | 16.5 | 4.8 | 19,477 | Lenoir | 5,858 | 49.2 | 11.5 | |
| Meade | 1,062 | 5.1 | 1.5 | 4,563 | Total | | †239,039 | 1,050.8 | 299.2 | \$974,552 | New Hanover | 11,711 | 74.6 | 20.8 |
| Mitchell | 1,142 | 9.5 | 3.0 | 4,813 | WILMINGTON, DELAWARE | | | | Onslow | 5,967 | 56.9 | 11.0 | | |
| Morris | 2,291 | 8.1 | 2.5 | 7,336 | Delaware: | | | | | Pamlico | 2,132 | 10.4 | 2.5 | |
| Ness | 978 | 6.1 | 1.9 | 4,703 | Kent | 11,665 | 52.5 | 15.5 | \$76,239 | Pender | 2,662 | 18.6 | 4.3 | |
| Norton | 1,077 | 9.2 | 2.8 | 9,603 | New Castle | 70,625 | 270.4 | 77.1 | 366,092 | Robeson | 12,291 | 95.0 | 20.4 | |
| Osborne | 1,373 | 8.4 | 2.6 | 6,123 | Sussex | 21,367 | 75.5 | 23.1 | 101,809 | Sampson | 5,844 | 50.6 | 11.5 | |
| Ottawa | 1,877 | 7.0 | 2.4 | 5,611 | Marvland: | | | | | Scotland | 3,045 | 27.4 | 6.2 | |
| Pawnee | 2,012 | 10.1 | 2.5 | 10,145 | Cecil | 8,025 | 40.0 | 10.2 | 32,790 | Wayne | 9,420 | 68.2 | 15.9 | |
| Phillips | 1,730 | 10.6 | 3.6 | 9,851 | New Jersey: | | | | | WINSTON-SALEM, NORTH CAROLINA | | | | |
| Pratt | 2,370 | 12.8 | 4.0 | 20,031 | Atlantic | 41,440 | 142.8 | 44.8 | 236,921 | North Carolina: | | | | |
| Reno | 17,852 | 59.2 | 19.3 | 72,936 | Burlington | 37,691 | 166.4 | 41.9 | 147,856 | Alamance | 19,332 | 80.3 | 20.9 | |
| Republic | 2,878 | 10.5 | 3.6 | 8,359 | Camden | 91,546 | 337.0 | 99.6 | 397,242 | Alexander | 3,237 | 14.8 | 3.5 | |
| Rice | 3,340 | 14.9 | 4.9 | 13,472 | Cape May | 12,765 | 42.5 | 13.8 | 84,824 | Alleghany | 1,479 | 7.8 | 2.1 | |
| Rooks | 1,864 | 10.7 | 3.3 | 12,013 | Cumberland | 28,107 | 102.6 | 30.7 | 154,701 | Ashe | 2,608 | 21.5 | 5.0 | |
| Rush | 1,273 | 7.1 | 2.2 | 6,721 | Gloucester | 30,340 | 109.7 | 32.8 | 111,811 | Cabarrus | 16,095 | 67.0 | 17.4 | |
| Russell | 2,773 | 13.2 | 4.0 | 15,100 | Salem | 15,540 | 56.1 | 16.8 | 57,279 | Caswell | 3,169 | 20.5 | 4.3 | |
| Saline | 8,839 | 41.1 | 13.3 | 63,112 | Pennsylvania: | | | | | Catawba | 16,650 | 68.8 | 18.0 | |
| Scott | 663 | 5.0 | 1.3 | 7,219 | Chester | 42,449 | 182.0 | 47.7 | 199,300 | Davidson | 16,557 | 68.3 | 17.9 | |
| Sedgwick | 95,367 | 313.7 | 103.1 | 406,760 | Delaware | 134,832 | 516.2 | 146.7 | 500,456 | Davie | 2,926 | 15.6 | 3.9 | |
| Seward | 1,170 | 12.4 | 3.7 | 20,944 | Lancaster | 63,856 | 242.5 | 69.5 | 298,780 | Forsyth | 44,400 | 176.1 | 48.0 | |
| Sheridan | 782 | 4.5 | 1.1 | 3,812 | Montgomery | 105,724 | 463.0 | 127.9 | 526,568 | Guilford | 53,650 | 220.4 | 58.0 | |
| Smith | 1,661 | 8.2 | 2.7 | 6,268 | Philadelphia | 579,197 | 2,180.3 | 638.0 | 2,702,511 | Iredell | 11,311 | 60.1 | 15.5 | |
| Stafford | 2,243 | 8.7 | 2.6 | 7,665 | Schuylkill | 46,426 | 192.8 | 54.5 | 157,830 | Lincoln | 4,125 | 28.2 | 6.9 | |
| Sumner | 5,605 | 26.5 | 8.9 | 26,633 | Total | 1,341,595 | 5,172.3 | 1,490.6 | \$6,153,002 | Montgomery | 2,592 | 17.7 | 4.3 | |
| Trego | 830 | 5.2 | 1.5 | 5,567 | WILMINGTON, NORTH CAROLINA | | | | Randolph | 12,857 | 53.6 | 13.9 | | |
| Washington | 2,605 | 12.5 | 4.0 | 6,761 | North Carolina: | | | | | | | | | |
| Total | 252,038 | 1,052.3 | 335.1 | \$1,248,408 | Bladen | 3,407 | 30.1 | 6.6 | \$19,072 | | | | | |
| †This market is in the process of being re-evaluated. | | | | | Brunswick | 3,295 | 20.4 | 4.5 | 8,498 | | | | | |
| WILKES-BARRE-SCRANTON, PENNSYLVANIA | | | | | | | | | | | | | | |
| Pennsylvania: | | | | | | | | | | | | | | |
| Clinton | UHF | 38.0 | 10.8 | \$34,244 | | | | | | | | | | |

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For coverage in the Wilkes-Barre-Scranton area:

You MUST use the most POWERFUL station in Northeastern Pennsylvania's rich 17 county area to really cover the market!

wilk-tv Reaches better than 85% of the 239,039 TV sets in its coverage area!

wilk-tv Reaches more community cable subscribers than any other station in the Wilkes-Barre-Scranton area!

wilk-tv Provides a clearer "line-of-sight" to all important surrounding population centers than any other station in the area!

wilk-tv Carries your message from Reading to New York State—from the Lock Haven-Williamsport area to New Jersey!

Get the facts! . . . See Avery-Knodel, Inc.

THREE IN A ROW... A FULL YEAR KAKE-TV IS FIRST*

IN WICHITA, KANSAS
A 3-STATION VHF MARKET

STATION SHARE OF SETS-IN-USE SUMMARY*

| SIGN-ON TO SIGN-OFF | STATION "B" | KAKE-TV (ABC) | STATION "C" |
|---------------------|-------------|---------------|-------------|
| | | 26.8 | 40.3 |

* NOVEMBER 1956 ARB

| SIGN-ON TO SIGN-OFF | STATION "B" | KAKE-TV (ABC) | STATION "C" |
|---------------------|-------------|---------------|-------------|
| | | 25.8 | 41.5 |

* FEBRUARY 1957 ARB

| SIGN-ON TO SIGN-OFF | STATION "B" | KAKE-TV (ABC) | STATION "C" |
|---------------------|-------------|---------------|-------------|
| | | 25.9 | 48.1 |

* JUNE 1957 ARB

- 6 OF THE TOP 10 NETWORK SHOWS
- 7 OF THE TOP 10 SYNDICATED FILM SHOWS
- 8 OF THE TOP 10 MULTIWEEKLY SHOWS

KAKE-TV *Channel 10*

Wichita, Kansas

1500 N. WEST ST.
WHITEHALL 3-4221



television network

Represented by
The Katz Agency

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|---------------------------------------|----------------|----------------|--------------|--------------------|
| WINSTON-SALEM, N. C. continued | | | | |
| Rockingham | 16,557 | 69.4 | 17.9 | 55,234 |
| Rowan | 20,165 | 80.9 | 21.8 | 80,398 |
| Stanly | 9,990 | 40.4 | 10.8 | 36,756 |
| Stokes | 3,479 | 20.2 | 4.8 | 9,021 |
| Surry | 10,288 | 47.6 | 11.8 | 48,317 |
| Wilkes | 6,389 | 46.1 | 10.9 | 35,441 |
| Yadkin | 3,706 | 22.9 | 5.6 | 14,834 |
| Virginia: | | | | |
| Carroll | 3,390 | 27.8 | 6.8 | 22,309 |
| Floyd | 998 | 11.5 | 2.7 | 5,166 |
| Henry | 7,853 | 53.3 | 12.8 | 47,645 |
| Patrick | 1,878 | 15.6 | 3.6 | 6,328 |
| Pittsylvania | 17,908 | 111.0 | 27.5 | 85,636 |
| Total | 313,588 | 1,467.4 | 376.6 | \$1,453,013 |

YAKIMA, WASHINGTON

| Idaho: | | | | |
|--------------------|-----------------|------|------|---------|
| Benewah | UHF | 5.2 | 1.4 | \$4,745 |
| Clearwater | DI | 7.5 | 2.1 | 8,161 |
| Idaho | on county basis | 11.0 | 3.1 | 13,167 |
| Larah | basis | 23.9 | 6.8 | 23,655 |
| Lewis | | 4.0 | 1.2 | 4,819 |
| Nez Perce | | 23.4 | 7.4 | 47,716 |
| Oregon: | | | | |
| Gilliam | | 3.3 | 1.2 | 5,603 |
| Morrow | | 5.0 | 1.4 | 6,419 |
| Sherman | | 2.2 | .7 | 3,678 |
| Umatilla | | 44.1 | 13.9 | 67,242 |
| Union | | 18.0 | 5.9 | 19,619 |
| Washington: | | | | |
| Adams | | 9.6 | 3.0 | 13,892 |

| | VHF Sets | Pop. (00) | Fam. (00) | Ret. Sales (000) |
|--------------|-----------------|--------------|--------------|------------------|
| Asotin | | 12.4 | 4.1 | 6,586 |
| Benton | | 67.8 | 20.8 | 63,701 |
| Columbia | | 4.7 | 1.5 | 4,859 |
| Franklin | | 22.5 | 7.3 | 31,506 |
| Garfield | | 3.2 | .9 | 4,374 |
| Grant | | 45.6 | 13.2 | 50,095 |
| Kittitas | | 21.3 | 6.4 | 25,488 |
| Walla Walla | | 42.4 | 12.8 | 48,834 |
| Yakima | | 153.1 | 47.2 | 164,300 |
| Total | †109,184 | 530.2 | 162.3 | \$618,459 |

YORK, PENNSYLVANIA*

| Pennsylvania: | | | | |
|----------------------|-----------------|--------------|--------------|--------------------|
| Adams | UHF | 46.1 | 12.8 | \$45,469 |
| Cumberland | DI | 109.5 | 32.0 | 112,582 |
| Dauphin | on county basis | 213.5 | 63.7 | 275,962 |
| Lancaster | basis | 242.5 | 69.5 | 298,780 |
| Lebanon | | 83.6 | 24.1 | 98,544 |
| York | | 215.0 | 64.4 | 258,228 |
| Total | †102,842 | 910.2 | 266.5 | \$1,089,526 |

*Due to conflicting research data, this market has not been re-evaluated pending further study.

YOUNGSTOWN, OHIO

| Ohio: | | | | |
|--------------|-----------------|-------|------|-----------|
| Columbiana | UHF | 108.0 | 32.6 | \$129,944 |
| Mahoning | DI | 286.1 | 80.3 | 402,490 |
| Trumbull | on county basis | 179.3 | 51.4 | 217,594 |

| | VHF Sets | Pop. (00) | Fam. (00) |
|----------------------|-----------------|--------------|--------------|
| Pennsylvania: | | | |
| Lawrence | | 107.1 | 31.0 |
| Mercer | | 111.2 | 31.7 |
| Venango | | 64.7 | 18.4 |
| Total | †171,685 | 856.4 | 245.4 |

YUMA, ARIZONA

| Arizona: | | | |
|--------------------|---------------|--------------|-------------|
| Yuma | | 8,073 | 45.2 12.6 |
| California: | | | |
| Imperial | | 10,211 | 69.0 18.5 |
| Total | 18,284 | 114.2 | 31.1 |

ZANESVILLE, OHIO*

| North Carolina: | | | |
|------------------------|-----------------|--------------|-------------|
| Person | UHF | 24.0 | 5.4 |
| Ohio: | | | |
| Coshocton | on county basis | 35.0 | 11.0 |
| Fairfield (25%) | | 14.2 | 4.3 |
| Guernsey | | 39.2 | 11.6 |
| Hocking (25%) | | 5.9 | 1.7 |
| Licking (50%) | | 38.7 | 12.0 |
| Morgan | | 13.3 | 4.1 |
| Muskingum | | 80.3 | 24.4 |
| Noble (50%) | | 5.9 | 1.8 |
| Perry | | 29.5 | 8.5 |
| Total | †51,682 | 286.0 | 84.8 |

*Due to conflicting research data, this market has been re-evaluated pending further study.

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How many families do you reach?

| | Television Market | Standard Met. Area |
|---------------------|-------------------|--------------------|
| Wilmington, Del. | 1,490,600 | 93,900 |
| Wilmington, N.C. | 267,800 | 20,800 |
| Winston-Salem, N.C. | 376,600 | 48,000 |
| Yakima, Wash. | 162,300 | 47,200 |
| York, Pa. | 266,500 | 64,400 |
| Youngstown, Ohio | 245,400 | 163,400 |
| Yuma, Ariz. | 31,100 | * |
| Zanesville, Ohio | 84,800 | 24,400 |

* Does not rank as Standard Metropolitan Area.

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 88% of the television market's families live outside the metropolitan area.

For income and sales data correlated to TV coverage areas, TELEVISION MAGAZINE is the only standard source.