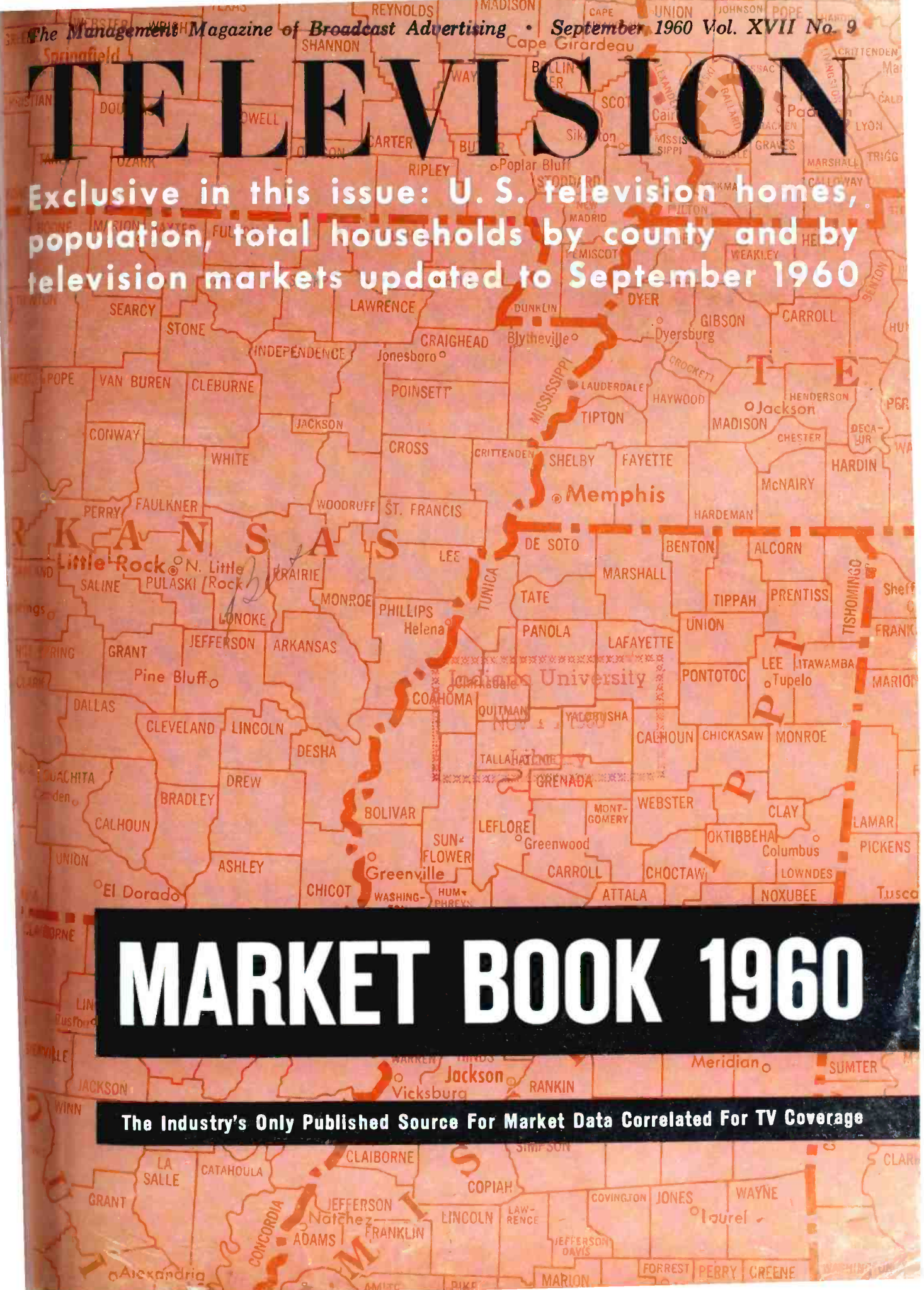


TELEVISION

Exclusive in this issue: U. S. television homes, population, total households by county and by television markets updated to September 1960



MARKET BOOK 1960

The Industry's Only Published Source For Market Data Correlated For TV Coverage

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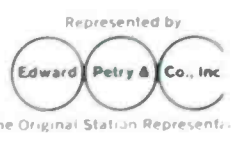
Stations individual in operation, cumulative in experience — this is the unique approach of Transcontinent Television Corporation. Each TTC station is a recognized leader in its market; all serve their advertisers with quality programming tailored to meet the requirements of the individual community.

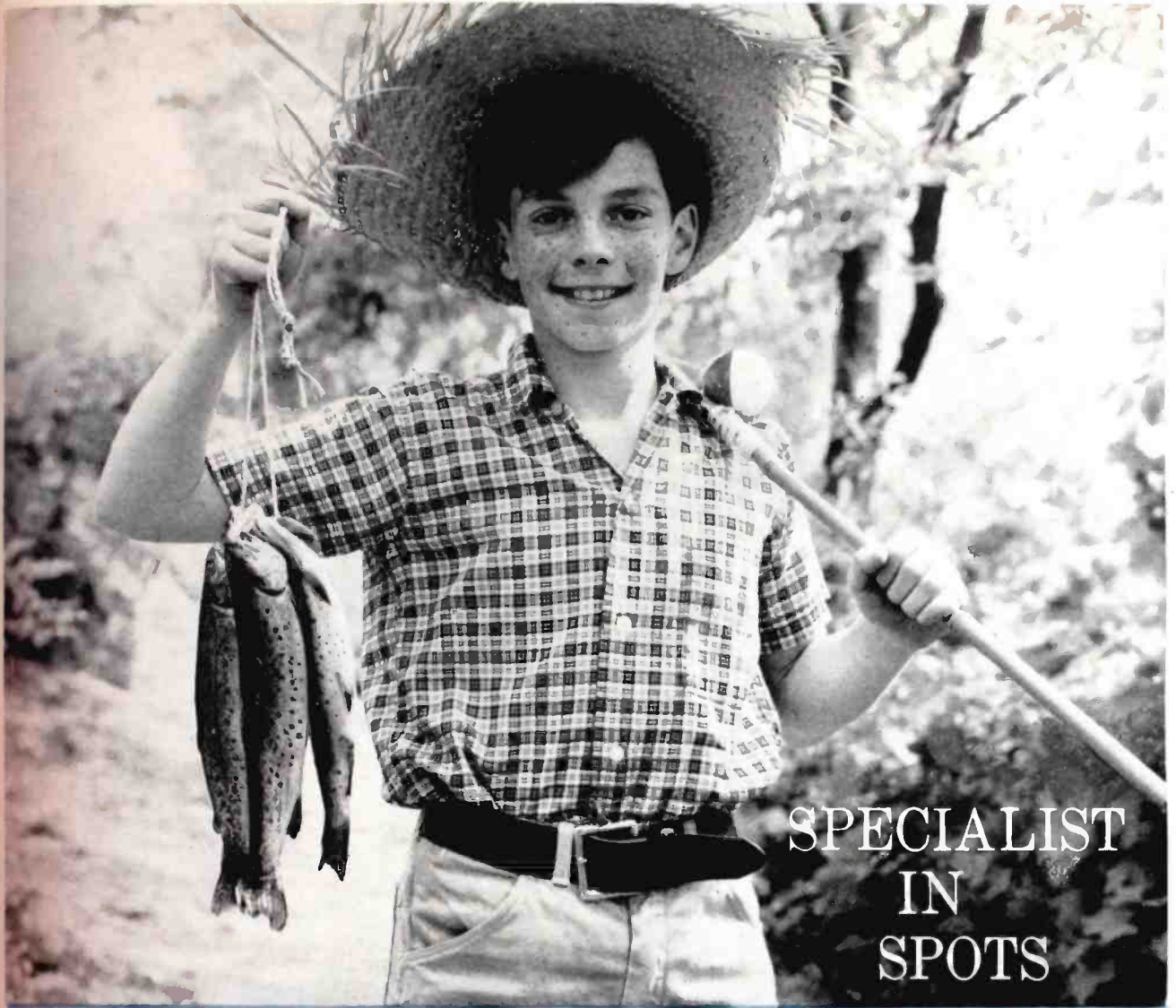
Each station draws upon the individual successes of the entire group and constantly improves through the intimacy of this association.

12 DYNAMIC STATIONS IN 6 LIVELY MARKETS



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
 WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,
 KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
 WDAF-TV, Kansas City, Mo. Rep. by Harrington, Righter & Parsons Inc. WDAF-AM, Rep. by Henry I. Christal Co.





SPECIALIST IN SPOTS

Great catch! Your TV advertising dollars bring success when you follow the example of so many alert national advertisers—and spot those dollars on these great stations.

KOB-TV Albuquerque
 WSB-TV Atlanta
 KERO-TV Bakersfield
 WBAL-TV Baltimore
 WGR-TV Buffalo
 WGN-TV Chicago
 WFAA-TV Dallas
 WNEM-TV Flint-Bay City
 KPRC-TV Houston
 WDAF-TV Kansas City

KARK-TV Little Rock
 KCOP Los Angeles
 WPST-TV Miami
 WISN-TV Milwaukee
 KSTP-TV Minneapolis-St. Paul
 WSM-TV Nashville
 WNEW-TV New York
 WTAR-TV Norfolk-Newport News
 KWTW Oklahoma City

KMTV Omaha
 KPTV Portland, Ore.
 WJAR-TV Providence
 WTVD Raleigh-Durham
 WROC-TV Rochester
 KCRA-TV Sacramento
 WOAI-TV San Antonio
 KFMB-TV San Diego
 WNEP-TV Scranton-Wilkes Barre
 KREM-TV Spokane

Television Division
Edward Petry & Co., Inc.

The Original Station
 Representative

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

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Shotgun Slade is the "detective on horseback" series that combines *both* of TV's great audience appeals. Roaring adventure...thrill-a-minute mystery. And it gets double-barreled results—big and fast! Its big-name star, Scott Brady, became a top, two-fisted TV personality in a matter of weeks. Its excitement sold on sight. Shotgun Slade has proved its selling power. No wonder regional sponsors like P. Ballantine & Sons, Brewers, are ordering up a second smash year!

**IT SHOT RIGHT INTO
THE "TOP 10" LOCALLY
AND NATIONALLY—
AND STAYED THERE!**

A double-barreled winner with that big audience look. Just check ARB for March, 1960...

RANK* IN MARKET	RATING	SHARE
#1 in Boston, WBZ-TV	21.9	41.0%
#2 in Oklahoma City, KWTW	31.8	50.6
#2 in Jacksonville, WJXT	33.1	56.8
#1 in Phoenix, KOOL-TV	19.9	32.6
#2 in Charleston, S. C., WUSN-TV....	48.3	71.9
#3 in Omaha, WOW-TV	24.9	41.4
#9 in Philadelphia, WRCV-TV	17.2	44.4
#2 in Portland, Me., WCSH-TV	32.2	61.1
#5 in Baltimore, WMAR-TV	16.9	40.1
#3 in Fresno, KJEO	22.6	49.8
#1 in Binghamton, WNBC-TV	41.5	89.8
#5 in Baton Rouge, WBRZ	35.8	59.6
#7 in New Orleans, WDSU-TV	20.9	61.1
#8 in Miami, WTVJ	26.0	51.3
#7 in Albany-Troy, WRGB	20.7	44.7
#2 in Amarillo, KVII-TV	22.9	37.5
#8 in Burlington, WCAX-TV.....	29.0	53.3
#5 in Harrisburg, WGAL-TV.....	25.2	35.4
#1 in Chico-Redding, KVIP-TV	35.8	61.1
#5 in Birmingham, WBRC-TV	34.5	58.8
#1 in Bristol-Johnson City, WJHL	32.5	57.7
#5 in Savannah, WTOG-TV	28.5	50.5
#5 in Tampa-St. Petersburg, WTVT...	27.8	50.5
#10 in Knoxville, WATE-TV.....	23.6	49.1

Sorry — no room for all the others! Better write, wire or phone your MCA TV film representative today.

**among all syndicated shows*

produced by **revue** studios

mca
TV FILM SYNDICATION

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

In Chicago



... **O'Hare International**, the "jet capital," is the largest commercial airport in the world. Its ten-square-mile complex now handles over 125 jet flights a day. And with the completion of its \$120,000,000 building program in 1962, it will be capable of handling twelve million passengers annually!



In Chicago

WGN

TELEVISION

*—owned and operated by
Chicagoans—is dedicated to
quality programming and
community service.*



WGN IS CHICAGO

Quality • Integrity • Responsibility

LEVER BROTHERS GOT MORE FROM CHANNEL 4

Specifically, in the words of Robert L. Jones,
District Sales Manager of Lever Brothers.

*"Thanks to the audience and in-store promotion
delivered by KRCA, our Stripe tooth paste sales in
the Los Angeles area are far exceeding our expectations."*

Lever Brothers has a lot of distinguished company
on KRCA... M.J.B. Coffee. Stokely-Van Camp, Alka-
Seltzer, Schlitz, Alcoa Wrap, to mention but a few.

You, too, can profit from a schedule on KRCA.

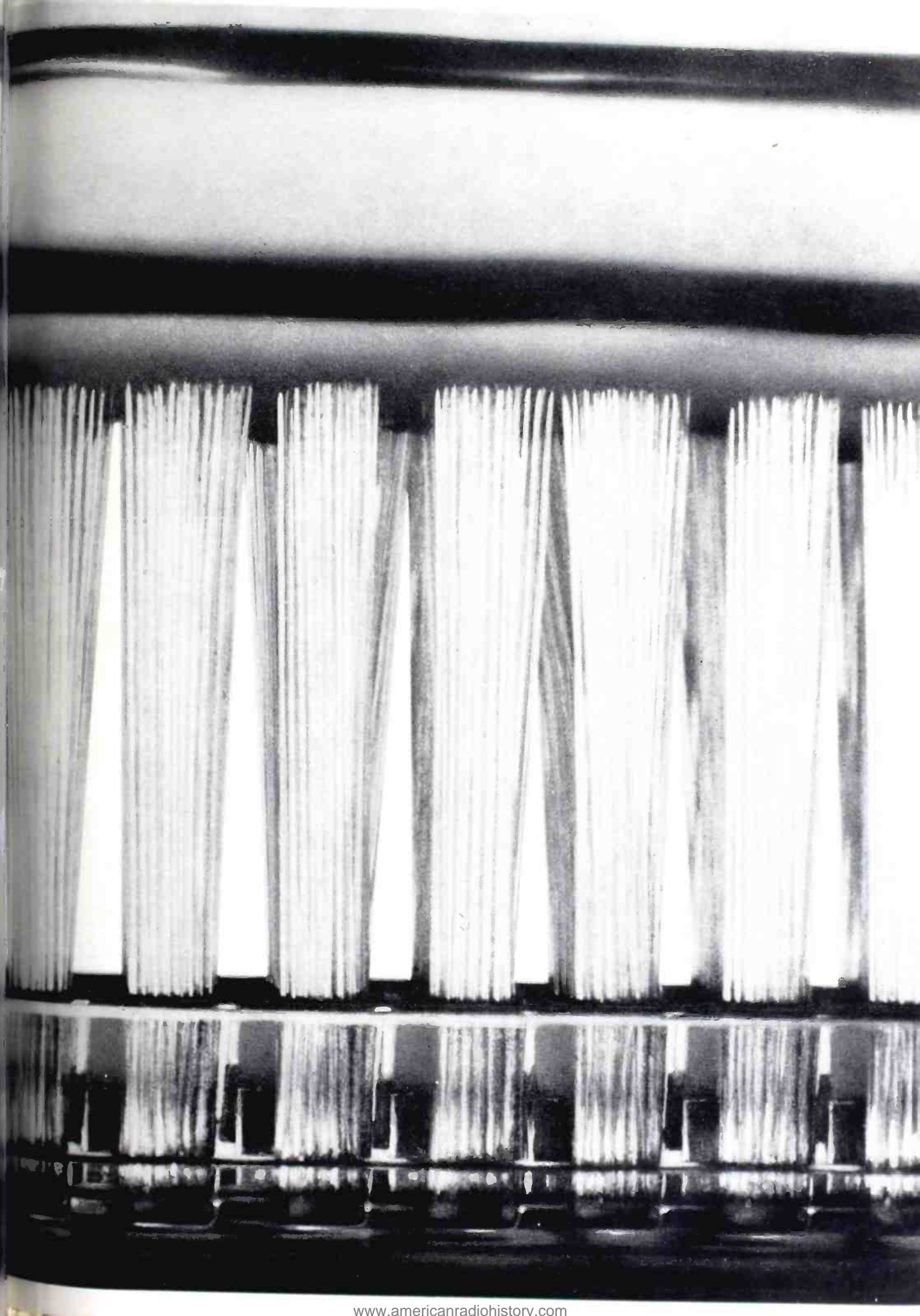
You'll get KRCA's larger audiences—you'll get added
benefit from KRCA's Key Value merchandising program—
concentrated promotion where it pays off, at the
store level... in many, many stores. The informed buyer knows,
in Los Angeles, you get more from Channel 4.

Call your NBC Spot Sales representative for full details.



KRCA Los Angeles

NBC Owned



Buying Patterns of Cosmetic Spot Advertisers

This month's tabulation of major national cosmetic spot TV advertisers has been expanded to show a breakdown on a regional basis.

The schedules for each advertiser represent spot activity during the first quarter of 1960 in cities monitored by Broadcast Advertisers Reports in the Eastern, Midwestern, Western and Southern regions of the United States.

For each city, the figures below represent a variety of randomly sampled weeks during the January-March 1960 period. It is important to note that the recording weeks for the markets differ.

It is therefore, not valid to make any inter-city com-

parisons, but rather only intra-city comparisons among the brands.

A theoretical example of how the table should be read is illustrated below:

AVON PRODUCTS Sign-on-6 p.m. 6-11 p.m. After 11 p.m.
Chicago 2:10; 6:60 . . . 3-30 min. per.

In Chicago, Avon Products ran two 10-second and one 60-second announcements before 6 p.m., three 30-second periods between 6-11 p.m. and nothing in the time period after 11 p.m.

Sign-on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

EASTERN REGION

AVON PRODUCTS

Baltimore	2:20; 4:60	2:20; 2:60	2:60
Boston	3:20; 4:60	1:60	1:20; 3:60
Buffalo	2:20; 5:60	2:60	2:60
Harrisburg	1:10; 1:20; 4:60	1:60	
Hartford	2:10; 2:20; 4:60	1:20	1:60
New York	3:10; 4:20; 5:60	2:20	2:10; 2:60
Philadelphia	5:10; 7:20; 2:60	1:10	2:20
Pittsburgh	3:20; 5:60		1:60
Providence	3:20; 6:60		
Syracuse	4:20; 3:60	3:60	3:10; 1:60
Washington	1:20; 7:60	3:20; 1:60	1:20

COTY PRODUCTS

Baltimore	1:60		
New York	3:10; 3:60	2:10	5:10; 2:60
Pittsburgh		2:60	
Washington	3:60		

DEEP MAGIC PRODUCTS

Buffalo	3:60	3:60	
Pittsburgh	2:60	2:60	1:60

HELENA RUBINSTEIN PRODUCTS

Baltimore	1:10		
Boston	1:10		
New York	1:10		
Philadelphia	1:60		1:10
Pittsburgh	1:10		
Washington	1:10		

Sign-on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

JERGENS PRODUCTS

Baltimore	4:60	1:20	1:60
Boston	4:20; 4:60	2:20	
Buffalo	5:20; 1:60		
Harrisburg	2:60	2:20; 1:60	
Hartford	3:20	1:20; 1:60	
New York	8:60	5:20	1:60
Philadelphia	4:20; 3:60	3:20	
Pittsburgh	4:60	3:20	1:60
Providence	3:20; 2:60		
Syracuse	1:20; 4:60		2:60
Washington	2:20; 4:60	3:20	

LANOLIN PLUS PRODUCTS

Boston	3:10; 21:60	1:10; 4:60	1:60
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MAX FACTOR PRODUCTS

Baltimore	1:20		
Boston		3:20	
Buffalo		3:20	
New York		4:20	
Philadelphia		3:20	
Pittsburgh		3:20	
Washington		3:20	

MAYBELLINE EYE MAKE-UP

Baltimore		3:20	
Boston		3:20	
Buffalo		1:20	
Harrisburg	1:20	1:20	
Hartford		2:20	
New York		3:10; 2:20	
Philadelphia		1:10; 3:20	



*my dear
Mr. Denny,
SCHWEPPE'S
simply won't
be shushed
!*

good show!



Despite all the "Shh'ing" in the new Schweppes commercials — this product **WON'T** be shushed . . . because Commander Whitehead has selected a most powerful medium for his message . . . **SPOT TELEVISION**. Those jolly little bubbles are rising in the special markets the

Schweppes folks want to reach. That's the way it is with Spot Television. No waste. Great impact. Prime time. And it works for big, medium and small advertisers equally well. Your nearest H-R man will be happy to jolly well show you how Spot TV *will* work for you! Ring him up.



**Television, Inc.
Representatives**

Our Altruism Backfired

Now that the smoke of the political conventions in Los Angeles and Chicago has cleared away—and our *local* television reporting crews have returned to their home bases—we wish to report a statistic:

Our stations were 100% successful in selling coverage of both conventions in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage—to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to underwrite the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

"Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages. We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves."

—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

"Purchase of both conventions gave complete saturation of our market . . . KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising."

—Safeway Stores (Agency: Perry Ward Associates), co-sponsor with Conoco Gasoline (Benton & Bowles), on KOTV, Tulsa.

"Corinthian's convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar."

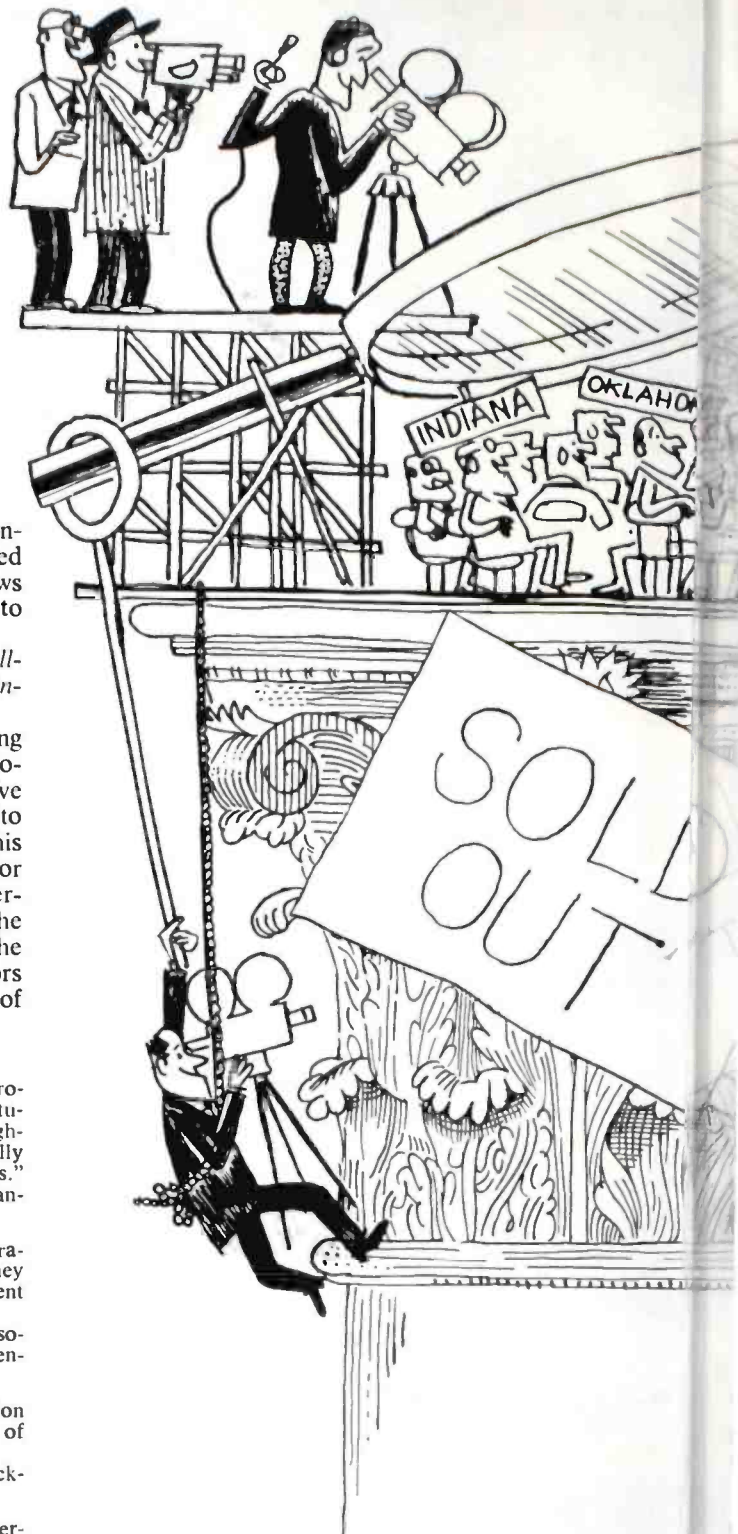
—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

"Through KXTV's locally oriented convention coverage with Shell's regular newscaster, Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial impact."

—Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

* * *

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that *service* and *commercial effectiveness* go hand in hand.



Responsibility in Broadcasting

THE CORINTHIAN

REPORT ON SPOT from page 18

Sign-on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

JERGENS PRODUCTS continued

Cleveland	1:60	2:20	1:60
Columbus	2:20; 5:60	1:20	2:60
Dayton	1:60	2:60	2:60
Des Moines	2:20; 4:60		2:60
Detroit	1:20; 6:60	1:20; 1:60	4:60
Evansville-Henderson	3:20		3:60
Fort Wayne	2:60	3:60	1:60
Indianapolis	5:20; 4:60		
Kansas City	5:60	1:20; 1:60	
Milwaukee	2:60	1:20	
Minneapolis	1:60	1:60	
South Bend - Elkhart	3:20; 1:60	1:60	
St. Louis	3:20; 3:60	1:20	1:60
Toledo	3:20		2:60

LANOLIN PLUS PRODUCTS

South Bend-Elkhart	9:60	1:60
St. Louis	1:10; 7:60	5:20

MAX FACTOR PRODUCTS

Chicago	3:20
Cincinnati	3:20
Cleveland	3:20
Detroit	3:20
Indianapolis	3:20
Kansas City	2:20; 1:60
Milwaukee	3:20
Minneapolis	3:20
St. Louis	3:20

MAYBELLINE EYE MAKE-UP

Chicago	4:20; 1:60
Cincinnati	2:20; 1:60
Cleveland	3:20 1:60
Columbus	2:20
Dayton	2:20
Des Moines	2:20
Detroit	1:20; 1:60
Indianapolis	1:20
Kansas City	2:20
Milwaukee	2:20
Minneapolis	2:20
Toledo	3:20
St. Louis	3:20

NOXZEMA PRODUCTS

Dayton	3:60	2:60
Kansas City	2:60	2:60

RICHARD HUDNUT PRODUCTS

Detroit	1:60
Evansville-Henderson	1:60
Toledo	4:20

ROSE LAIRD PRODUCTS

Cincinnati	1:60
Cleveland	1-15 min. per.
Detroit	1:60
Indianapolis	1:60

SARDO BATH OIL

Chicago	8:20; 27:60	2:20; 5:60
Cincinnati	6:20; 14:60	
Cleveland	7:20; 10:60	
Detroit	9:60	3:60 4:60
Milwaukee	28:60	1:60 10:60
Minneapolis	34:60	7:60
St. Louis	20:60	

SOFSKIN HAND CREAM

Detroit	3:60	1:60
Milwaukee	8:60	

to page 23



KOTV
TULSA (H-R)

KHOU-TV
HOUSTON (H-R)

KXTV
SACRAMENTO (H-R)

WANE-TV
FORT WAYNE (H-R)

WISH-TV
INDIANAPOLIS (H-R)

WANE-AM
FORT WAYNE (H-R)

WISH-AM
INDIANAPOLIS (H-R)

TATIONS

This year more than ever
New York audiences are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
"network atmosphere"
during prime evening hours!
No other station provides this
kind of selling opportunity
in New York - Prime Time Minutes
in so many good looking programs.

the prestige independent with network programming!

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET MCGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF'S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

*where are
your
60-second
commercials
tonight?*



WPIX
new york

REPORT ON SPOT from page 21

Sign-on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

SOUTHERN REGION

AVON PRODUCTS

Asheville-Greenville-			
Spartanburg	2:20; 5:60		3:60
Atlanta	3:20; 4:60	1:20	2:60
Charleston-			
Huntington	4:20; 3:60	2:60	2:60
Charlotte	1:10; 1:20; 5:60	1:60	2:20; 1:60
Jacksonville	2:20; 7:60	1:20	2:60
Memphis	5:20; 4:60		1:60
New Orleans	2:10; 6:20; 2:60		2:60
Norfolk	3:20; 5:60		1:10; 1:60
Richmond	1:20; 5:60	1:60	3:60
Roanoke - Lynchburg	6:20; 3:60	1:60	1:60
Tampa-			
St. Petersburg	3:20; 6:60	1:20	1:60

COTY PRODUCTS

Charlotte			3:60
Memphis		1:60	
Tampa-St. Petersburg		1:60	

JERGENS PRODUCTS

Asheville-Greenville-			
Spartanburg	8:60		2:60
Atlanta	3:20; 2:60	3:20; 1:60	2:60
Charleston-			
Huntington	4:20; 2:60	2:60	1:60
Charlotte	9:20; 1:60		1:20; 1:60
Jacksonville	2:60	1:20; 1:60	5:60
Memphis	2:20	3:60	1:60
New Orleans	3:20; 4:60		2:60
Norfolk	2:60		
Richmond	3:60	1:20	1:60
Roanoke - Lynchburg	4:20; 2:60		
Tampa-			
St. Petersburg	2:20; 5:60	1:60	2:60

MAX FACTOR PRODUCTS

New Orleans		3:20	
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MAYBELLINE EYE MAKE-UP

Atlanta		2:20	
Charleston-Huntington		1:20	
Charlotte		2:20	
Jacksonville		1:20	
Memphis		2:20	
New Orleans		2:20	
Norfolk		2:20	
Tampa-St. Petersburg		2:20	

SARDO BATH OIL

Norfolk	1:30; 11:60	8:60	3:60
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WESTERN REGION

AVON PRODUCTS

Dallas-Ft. Worth	3:20; 5:60	3:60	1:60
Denver	5:20; 6:60	1:60	
Fresno	2:20; 4:60	1:20; 1:60	2:60
Houston	2:20; 7:60	3:60	
Los Angeles	1:10; 7:20; 7:60	2:60	2:20
Oklahoma City	2:20; 5:60		
Portland, Ore.	2:20; 3:60	2:20; 1:60	1:60
Salt Lake City	5:20; 7:60	1:60	1:60
San Antonio	1:10; 1:20; 6:60	2:60	
San Diego	5:10; 1:20; 3:60	2:60	1:60
San Francisco	2:10; 4:60	2:10; 4:60	1:20; 1:60
Seattle-Tacoma	1:10; 1:20; 6:60	1:20; 1:60	
Tulsa	3:20; 3:60	2:60	2:60

COTY PRODUCTS

Dallas-Ft. Worth	8:10; 20:60	10:10; 1:60	6:60
Denver		1:60	

Sign-on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

Portland, Ore.	2:60	2:60	
San Diego	5:60		

DEEP MAGIC PRODUCTS

Dallas-Ft. Worth	6:60	5:60	4:60
Denver	5:60	18:60	
Houston	3:60	5:60	

HELENA RUBINSTEIN PRODUCTS

Denver	1:10		
Houston	1:10		
San Antonio	2:10	3:60	
San Francisco	1:10		

JERGENS PRODUCTS

Dallas-Ft. Worth	1:20; 7:60	2:20; 2:60	1:60
Denver	3:20; 1:60	3:20	1:60
Fresno	3:20; 5:60	4:60	
Houston	3:20; 1:60	1:60	
Los Angeles	5:20	6:20	1:60
Oklahoma City	2:20; 2:60	1:60	
Portland, Ore.	5:20; 1:60	1:20	1:60
Salt Lake City	7:60	1:60	3:60
San Antonio	1:20; 2:60	1:20; 1:60	
San Diego	2:20; 5:60	1:20; 1:60	
San Francisco	2:20; 6:60	4:20	1:60
Seattle-Tacoma	5:20; 3:60		1:60
Tulsa	5:20; 1:60	1:60	2:60

LANOLIN PLUS PRODUCTS

San Antonio		1:60	
Seattle-Tacoma	7:20; 9:60	3:20; 1:60	2:60
Tulsa	1:60		4:60
San Diego	2:60		2:60

MAX FACTOR PRODUCTS

Dallas-Ft. Worth		3:20	
Houston		3:20	
Los Angeles		3:20	
San Francisco		3:20	
Seattle-Tacoma		4:20	

MAYBELLINE EYE MAKE-UP

Denver		2:20	
Fresno		2:60	
Houston		1:20	
Los Angeles		2:20	1:60
Oklahoma City		3:20	
Portland, Ore.		1:20	
Salt Lake City	2:10	1:10; 1:60	1:10
San Antonio		1:20	
San Diego		1:10; 3:20	
San Francisco		3:20	
Seattle-Tacoma		1:20	
Tulsa		2:20	

NOXZEMA PRODUCTS

Oklahoma City	4:60	2:60	
San Diego	6:60	1:60	

REVLON PRODUCTS

Oklahoma City		1:60	
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SARDO BATH OIL

Dallas-Ft. Worth	13:60	6:60	
Denver	11:60		7:60
Houston	6:20; 15:60		
Los Angeles	9:60	12:60	
Oklahoma City	13:60		7:60
Portland, Ore.	21:60		
Salt Lake City	2:60		1:60
San Antonio	18:60	1:60	
San Diego	1:60	5:60	4:60
San Francisco	9:60	3:60	3:60
Tulsa	5:60		5:60

REPAIR



To tell you
more about **SPOT**
and the Stations
and Markets we represent



PETERS, **G**RIFFIN, **W**OODWARD, INC.

*...and these are the fine Television Stations
and Markets we represent:*

EAST, SOUTHEAST

		CHANNEL	PRIMARY
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WTTG	Washington	5	IND
WCSC-TV	Charleston, S. C.	5	CBS
WCHS-TV	Charleston—Huntington, Ashland	8	ABC
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem—Greensboro	12	NBC

MIDWEST, SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport—Rock Island	6	NBC
WDSM-TV	Duluth—Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KARD-TV	Wichita	3	NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth—Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN AND WEST

KBAK-TV	Bakersfield	29	CBS
KBOI-TV	Boise	2	CBS
KBTB	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU-KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle—Tacoma	7	CBS

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
ATLANTA

CHICAGO
DALLAS

DETROIT
FT. WORTH

HOLLYWOOD
SAN FRANCISCO

BOSTON
ST. LOUIS

PROMOTION

By Gene Godt, President, BPA



A NEWSPAPER MAN ON MERCHANDISING

An expert's "helpful" pointers—somewhat condensed—for the newspaper advertiser

You get a lot of chatter about merchandising in the broadcast business these days. Some people say stamp out merchandising. Some people say make merchandising bigger and better. Some people say we don't do it—and do. Some people say we do it—and don't. You get a lot of chatter.

Pressed in my dictionary, among the anemones and the sweet williams, is a piece I cut out of a magazine once, entitled "How to Get Merchandising from Newspapers." I remember exclaiming "Eureka" when I found it, because boy I'd like to get some of that for a change, believe me.

Seven basic points briefly stated

The author had a clear lucid style, a title which took two lines of type, and the cold dope in seven points. They were, briefly stated:

1. Don't try to con me, I've been around. (Check, I said.)
2. I'm only making a modest profit, and you can't expect \$1,000 in merchandising for a \$1,000 ad. (Check, I said, you don't buy a toaster and then expect the dealer to throw in the electricity free.)
3. Aim for the big boys among your distributors. If we keep the big boys posted about your ads so they can run ads, too, that's good merchandising. (Well, I said, so *that's* what merchandising is!)
4. We're selling your competition, too, so keep us neutral in your fights. (Wait a minute, I said, I gotta mull that one over.)

5. We know the market best; we'll advise your salesmen. (Wup, I said, I have a coal oil painting of me advising a professional sausage salesman how to sell his sausage to Kroger's.)

6. If your ad is running in a syndicated supplement, don't ask me to help you—ask the syndicate. (Someone tell that to the network advertiser, I mumbled.)

7. Don't send out a form check sheet. (Check, I cried, check, check!)

By now I'm all clear on how to get merchandising from newspapers. I am, like fun I am. Only whatever happened to my old friends the jumbo postcard, the in-store display, the counter card, the store calls, the car card, and the signboard?

But then I turn to the article again, and read these words: "It is not the function of the newspaper to sell . . . The chief concern of the newspaper is that the advertising of its customers be profitable for those customers."

Profitable non-sell advertising?

That one stops me, in my simple stupidity. How is advertising going to be profitable, if it does not sell?

You get a lot of chatter about merchandising in the broadcast business these days. But I believe I'll stick to the broadcast business. Because I believe I don't understand it *less*, as compared to the other, which I don't understand *more*. END

**WMAZ
SON**

This is Dimension: a program service of entertaining, provocative one to three-minute vignettes in talk and sound that add new depth of listener interest to the strongest local programs in all radio... those of the CBS Owned Radio Stations. Dimension starts this month on the C-O stations. These seven stations already command more attentive listening than all other stations in their markets. Now with Dimension they give audiences even more reason to hear your selling message.

This is Dimension:

THE YEAR 2000 What will the fantastic world of tomorrow be like? Artistic, industrial and scientific leaders tell you: William T. Snaith of Raymond Loewy Associates; Dr. Austin Smith, Pharmaceutical Mfr. Association. Their predictions: hospitals that operate on a do-it-yourself basis, banks that supply parts for the human body, drugs that cure all infections; carpets and wallpaper used for central heating, weather control, cordless toaster and lamps and many more.

DOROTHY KILGALLEN INTRODUCES YOU TO PEOPLE YOU'D LIKE TO KNOW The world's most famous newspaperwoman brings you the intimate stories of how Rosalind Russell conquered a personal fear, how Pope John XXIII shows his sense of humor, and fascinating moments in the lives of Joan Crawford, James A. Farley, Fannie Hurst, Marlene Dietrich, Tony Curtis, Ingrid Bergman, The Duchess of Windsor, actor Marlon Brando, The Queen Mother, Audrey Hepburn, Marilyn Monroe, Hedy Lamarr, Patrice Munsel.

THIS IS MY PROFESSION Leaders in important fields tell what they think about their life's work. Vincent Price: why he considers acting a highly educational vocation. Anthropologist Margaret Mead: how primitive people help us understand ourselves better. Others: Melvin Belli, lawyer; Irwin Allen, motion picture man; Claude Philippe, hotelier; Frank Gibney, journalist; Richard Joseph, travel editor; Ilka Chase, Tony Randall, William Zeckendorf, Tex McCrary, Mischa Elman.

THE WONDERFUL WORLD OF THE TEENS Famous people reminisce: Betsy von Furstenburg feared at 16 that she would never get off the 57th Street bus line; Minnie Guggenheimer thinks teenagers today are more serious than she was; also Air Force Capt. Paul Briand, writer; Suzanne Szasz, photographer; Mark Damon, Roberta Peters, Maria Schell, Roy Cohn, George Q. Lewis, Tony Galento, Mark Goodson.

HOMETOWN Childhood recollections. Hildegard's father's drugstore in New Holstein, Wis.; "Pappy" Boyington's first plane ride over St. Mary's, Idaho; and other hometown stories from Zsa Zsa Gabor, Margaret Mead, Dick Joseph, Dirk Bogarde, author John Donovan, Peter Glenville, Josh White.

THE WISEST OR MOST INFLUENTIAL PERSON Important guests describe one person who has influenced them: Theodore Bikel remembers an elderly scholar; Roberta Peters, her Italian singing teacher. Also Mark Damon, Ilka Chase, Mischa Elman, Maria Schell, Dick Joseph, Claude Philippe, William Zeckendorf, Roy Cohn, Dr. Maxwell, Mel Heimer.

BENNETT CERF TELLS HIS FAVORITE STORIES Author, editor, publisher, lecturer and TV personality Bennett Cerf, who has had 7 books on the best seller lists, now brings to radio the warmth that made him America's number one lecturer. A new Dimension in radio humor.

THE AMERICAN LANDSCAPE Burgess Meredith and Kevin McCarthy narrate this colorful series of American sound portraits using the full range of radio techniques—sound, music, good writing—to take you to the skating pond, the country drug store, Coney Island, a diner at midnight and many more uniquely American scenes.

THIS IS OUR HERITAGE Hear noted radio actor, Bill Lipton, interpret the writings of the men and women who created our American heritage: Tom Paine, Woodrow Wilson, Benjamin Franklin, Thomas Jefferson, Daniel Webster and others.

AMERICAN PORTRAIT Raymond Massey narrates a moment of greatness from American History, takes you to an actual scene in the lives of the Wright Brothers, Paul Revere, Sam Houston, Alexander Hamilton and others.

DIMENSION

A PROGRAM SERVICE OF THE CBS OWNED RADIO STATIONS

KCBS, San Francisco; KNX, Los Angeles; WCAU, Philadelphia; KMOX, St. Louis; WEEI, Boston; WCBS, New York; WBBM, Chicago



To add "atmosphere" to the sales pitch... RCA Special Effects



French chef sprite is electronically . . .



fitting into a backyard scene

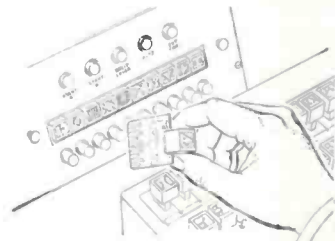
One of a series on
"HOW ADVERTISERS
ARE SOLD"

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slid or film backdrops can easily be inserted into commercials. You can place a animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 15 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. L-121, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

ON RADIO

By Kevin B. Sweeney, President, RAB



ON THE PERIPHERY OF POLITICS

Surveys of voter awareness turn up two facts that point to radio's reach and impact

First, a pair of facts:

I discovered that Senator Kennedy was the Democratic nominee from the afternoon newspaper in Adelaide, Australia. But when I returned, everyone talked so much about the Democratic convention on television that I thought everyone must have viewed the crucial moment in which Kennedy was named.

40% learned of nomination from radio

The facts turned out to be quite different. Of the people who learned of Kennedy's nomination from broadcast media, 60% learned of it from television and 40% from radio.

These figures contain not only the convention viewing and listening audiences but that big slice of Americans who did little of either and followed the convention through newscasts. So, fact 1: Even with vast and continuous exposure via one of the most inescapable of television "campaigns," a substantial segment relied on radio for the single important fact.

Fact 2 is a by-product of some research we have been underwriting in various metropolitan areas. The interviewers of various research firms show the respondents a list of about 10 names. Five of them are local radio personalities, five are men prominent in the news.

Fact 2: In their own states, United States senators mentioned prominently in the news as possible candidates for national office trail local radio person-

alities in public awareness by disastrous margins.

Both facts say something to package goods advertisers who are essentially marketing to the same group—the mass—that Vice President Nixon and Senator Kennedy seek. Both say something about localized marketing. Here's what they say to me:

Families are not "television families" or "radio families" or "newspaper families." They are cross-pollinated in the metro areas by many media and they often draw on one medium for extensions of facts they originally learned in another. The clinching argument may be the one the advertiser uses on radio although conviction had approached buying level through a TV demonstration.

Concentration in one medium when an advertiser can afford more than one leaves him underexposed with a very large part of the total market.

Fact 2 says this: When manufacturers are advertising on a spot basis, tailoring each market's advertising to distribution or testing, the force of radio personalities on local stations is certainly *the* force to harness.

A profitable ingredient for mass marketers

Radio and its personalities are being looked to by very large groups of customers and citizens to provide an ingredient not available elsewhere. Perhaps it is immediacy, perhaps companionship. I wouldn't speculate because the facts above indicate there is a lot to learn about Americans as voters and people.

END



THE TV COMMERCIAL

Beatrice Adams, Vice President, Gardner Advertising

SONGS THEY'LL REMEMBER

Music which hath charm can create favorable atmosphere for your sales message.

Oh, give me something to remember you by . . . (sing it please).

Music hath charms. Yes? So let's take a few minutes of October's bright blue weather to consider what music can add to your commercials.

Music can add emotional impact because music speaks an international language. Music can be the ingredient that makes your sales idea come alive, gives your product distinction. Important? Never more so than now because there isn't enough honest difference in most products and the benefits they deliver to rest your case on some trumped-up competitive claim.

Music, knowingly used, can bring you closer to your customer . . . can create the compatible mood that's so vital. Particularly now since the fizz of the quiz biz nourished consumer hostility, weakened consumer confidence.

Easier to learn through rhythm

Music can make your sales message more memorable. Because (and I quote from Harry McMahan's book on the "TV Commercial") "words set to music live longer. You remember a song, forget a speech. Rhythm patterns make learning easier." How many days in October? Thirty days hath September, April you see how it goes?

Okay, so music can do all these things. But it cannot *be* the sales idea. It can only enhance it. So job number one, as always, is to dig, dig, dig for the

Big Idea. Once you have the idea, the sales proposition, your next step is to figure the "how" (the sales idea being the "what"). If music is part of the "how" how are you going to use it?

Identifications in sound

Maybe you'll just have a musical logo. An identification in sound that will stay alive in the viewer's mind. Examples: Motorola TV, J-e-l-l-o, Crisco, Blanca. And how about Mister Clean, Mister Clean, Mister Clean?

How about using music to *sharpen* your sales message? For example:

Double your pleasure, double your fun with X & X has found the secret that unlocks the flavor.

. . . tastes good like a cigarette should.

Forty-three beans in every cup of . . .

. . . gets clothes cleaner than any soap.

Easy to fill in the blanks, isn't it? And in each instance, the brand name is linked with a product benefit.

Perhaps you'd like to use a jingle that could be dropped in, almost anywhere in a TV commercial. Or radio. "Be young and fair and debonaire and sociable—have a Pepsi"? There are dozens of examples. And to pare it down, two rules. Make it easy to sing, be sure it says something, and repeat, repeat, repeat.

Okay. On to the next step. If you've been assigned to underscore a commercial . . . you need an idea

To page 34

gesundheit!

(or, you can't
sneeze at results
like these...)



About three years back, one of our HR&P salesmen proposed a tailor-made spot TV plan to the makers of a cold remedy who were consistently majoring in network television.

The plan wasn't taken *exactly* as he presented it. But the company *DID* buy one which was at least a first cousin – and thus brought a new budget of nearly half a million dollars to spot TV.



This made our man happy, of course. Later – when the cold remedy's sales went up about 15% – he was five times as happy because a fivefold boost in the spot TV budget was contemplated for the following sniffle season. Since, however, there are serpents in every Eden, we were called in twice before that time to defend our medium (this being one of our specialties) against other interests.

Successfully so, you should know. For the larger spot budget was continued during last Winter—and approximately the same amount is now earmarked for the 1960-61 season. Obviously the advertiser has benefited, the stations we represent have benefited, the spot TV medium has benefited. It's always nice to see everybody win.

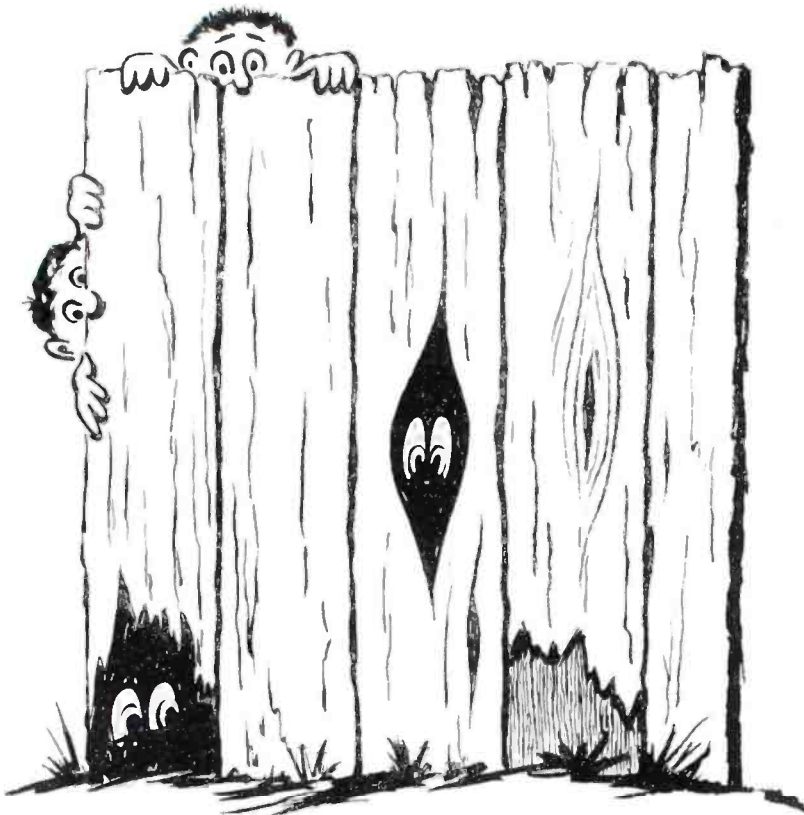
THE MORAL IS THIS: HR&P salesmen are picked for creative flair and resourcefulness—which directly rewards the stations who have picked us. But it goes beyond that. Since we concern ourselves with only *one* medium, there are no limiting factors to keep us from the creation of new business for the whole spot TV industry. In other words – and uniquely – we can afford to be *doubly* creative.



Briggs Palmer,
New York office

HARRINGTON, RIGHTER & PARSONS, Inc.
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • LOS ANGELES

Ever Have The Feeling That Someone Is WATCHING You?



WE Have It ALL THE TIME !

And both "Dr. *Nielsen" and "Dr. *ARB"
say it's not a psychosis, but a FACT!

We're being watched seven days
a week by the MAJORITY of TV
viewers in the rich Rochester,
New York, area! — By folks who
can afford to BUY your product!

*Nielsen Survey, April 10, 1960
Rochester Metropolitan Area.

*ARB Report, March, 1960
Rochester Metropolitan Area.

CHANNEL 10

ROCHESTER, N. Y.

(WVET-TV • WHEC-TV)

EVERETT-Mc KINNEY, INC. • THE BOLLING CO. INC.

ADAMS from page 32

to the four questions listed below:

1. Should music follow picture narration?
2. Should music catch every detail of the action, or should it be mood only? (If mood, what kind of mood?)
3. Should music follow the phrasing of announcer—perhaps punctuating his statements?
4. Should the "sell" portion of the commercial be without sound?

Speak in rhythm—not rhymes

Now a few lyric-writing rules. Make words fall as in conversation. Speak in rhythm; let rhymes come later. Don't be chained to a rhyme dictionary. In "Ol' Man River" sumpin' and nothin' don't rhyme, but they are related. Get it? It's not how you rhyme but what's your theme, your story? What's the image you want projected? The sum you want remembered? And don't forget—singers have the same problem with enunciation pile-up as announcers do.

Above all, remember to call in a music doctor early. There's no faster way to kill a good idea than by giving an improper, underdone impression of how it will sound. To best communicate with musicians, and the trouble to track down a record, an example of the kind of thing you think you want.

There's much more to be said on this subject. My hope is that this is a nudge in the right direction. The cold, hard fact is that your advertising money buys less these days. With less frequency, it's essential to strengthen your sales message. Music, skillfully used, can help you do it. Music, maestro, please.

One second please while I hold up the APPLAUSE sign. If I had not heard, at this year's Ad Age Workshop, the wonderful down-to-earth presentation on music put on by Ken Snyder of Needham, Louis Brorby, Hollywood and that talented music man, Jack Fascianato, this column might never have been written.

The only thought I have as I end up this month's column . . . "Was for those who never sing, but live with all their music in them." Next time you get out your harp, I hope someone asks you to play.

Interview: *Gene Fitzgerald*

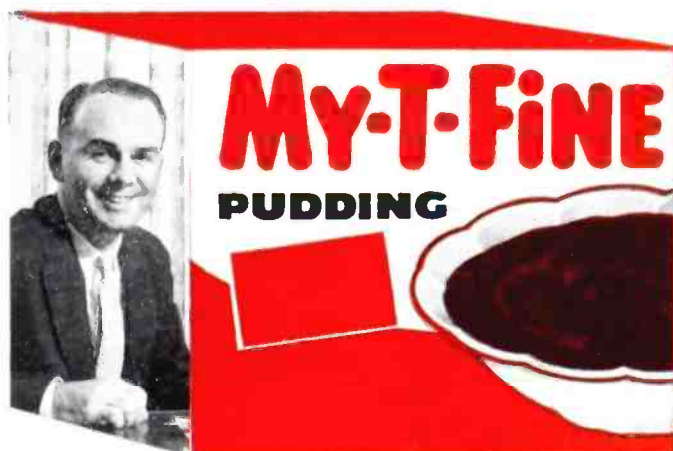
Penick & Ford Advertising Manager tells why he chooses
 WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations



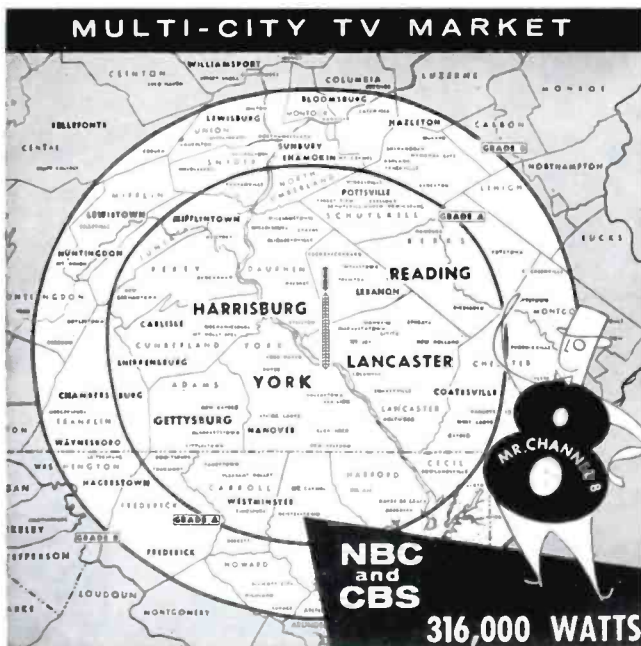
Crosley Broadcasting Corporation a division of **Arco**

Everywhere people are saying...



Lancaster-Harrisburg-York
is one TV market when
you use WGAL-TV

ITALIAN STATE TOURIST



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers (this multi-city market is important to your selling plans).

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

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

THE TV SCENE

By George G. Huntington, v.p. and general manager, Tv8



CAN YOU AFFORD A "CHEAP" MEDIUM?

The small-budget advertiser should get more audience per dollar spent, not less

There are two sides to every advertising dollar: your out-put and your in-put. Most people seem to look only at their out-of-pocket costs when comparing media and seem to forget to look at their into-the-pocket returns on their dollars.

If there was a medium that would give you five ads for the price of one ad in another medium, many people would think they could tell immediately which is the expensive medium and which is the cheap one. But they can't: all they know is the cost of their ad in terms of what they paid. They don't know what they received for their dollars.

Consider number of impressions

Suppose the one-ad medium delivered twice as many people as the five ads in the other medium combined. Now which is the cheaper? Just because you sent five ads out into the public market place is no reason to believe you delivered any more messages than you could have with one ad in another medium.

If you figure both the out-put on your part *and* the in-put on the part of the consumer, you'll find yourself reconsidering many of those apparently simple media budgets. This double measure becomes doubly important if your budget is limited. The fewer the dollars you have to spend, the more you must demand from each dollar spent. You can't afford the luxury of paying two or three times as much per customer as your competitor, particularly when your

competitor has more dollars to spend than you have.

Turn cost-per-thousand figures around and look at them as though they were measures of the budget you require to reach a given number of people. Suppose, for your product, you feel reaching one million people is adequate. A medium with a cost-per-thousand average of \$10 means you'll need a budget of \$10,000 to reach your million people. A \$3 per thousand medium requires an investment of only \$3,000 for the same million people. If your budget is \$3,000, why settle for only 300,000 when the same \$3,000 would buy 1,000,000?

Because they don't look at the delivered cost of media, these smaller-budget advertisers feel driven into less effective media . . . and this doubles the penalty they pay. Not only do they reach fewer people per dollar, but they reach each person with a less effective form of communication. And they have left the most effective medium to their competition.

Efficiency through selectivity

If your competition can outspend you in one medium, that is no reason why you must select a more expensive, less effective medium. Perhaps, through the more selective use of the same medium, you can employ its efficiency and its effectiveness to better offset your competition. Why give him all the advantages?

This, quite naturally, brings me to television. And it'll bring you to television too. END



inviting us back for

Radio

DETROIT... WJBK
 CLEVELAND... WJW
 TOLEDO... WSPD
 WHEELING... WWVA
 PHILADELPHIA... WIBG
 MIAMI... WGBS
 LOS ANGELES... KGBS

Television

DETROIT..... WJBK-TV
 CLEVELAND... WJW-TV
 MILWAUKEE... WITI-TV
 ATLANTA..... WAGA-TV
 TOLEDO..... WSPD-TV

1960



From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it — today.

*(Covering over 40,000,000 daily)

STORER *Broadcasting Company*

33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N. Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

This is no
Dear John:
letter

CHARLOTTE
MARKET UP
39,300 TV
HOMES!
Drastic Re-
duction in
other Mar-
kets

PUBLISHED BY FREDERICK KUGEL COMPANY, INC., 422 MADISON AVE., NEW YORK 17, N. Y. • FLA.

TELEVISION MAGAZINE

September 27, 1960

Dear John:

Following is the information you requested regarding the new set count figures for a number of television markets.

As you know, these new figures are based upon TELEVISION Magazine's re-evaluation of the county coverage area of all television markets. We utilized the ARB 1960 Coverage Study in our re-appraisals and credited a county to the coverage area of a market if one-quarter of the county's television homes viewed one of the market's stations at least one night a week.

TV MARKET	TV HOMES CREDITED	
	Aug. 1960	Sept. 1960
Charlotte, N. C.	597,600	636,900
Atlanta, Ga.	380,000	528,500
Miami, Florida	517,700	517,600
Memphis, Tenn.	489,100	462,600
Birmingham, Ala.	432,600	420,700
Louisville, Ky.	459,700	418,900
New Orleans, La.	387,000	363,500
Norfolk, Va.	342,900	297,700
Richmond, Va.	276,100	265,800
Columbia, S. C.	207,200	177,200

If you have any other questions or if we can be of further service, please feel free to contact us.

Cordially,

Marvin D. Melnikoff
Marvin D. Melnikoff
Director of Research

MDM:hp

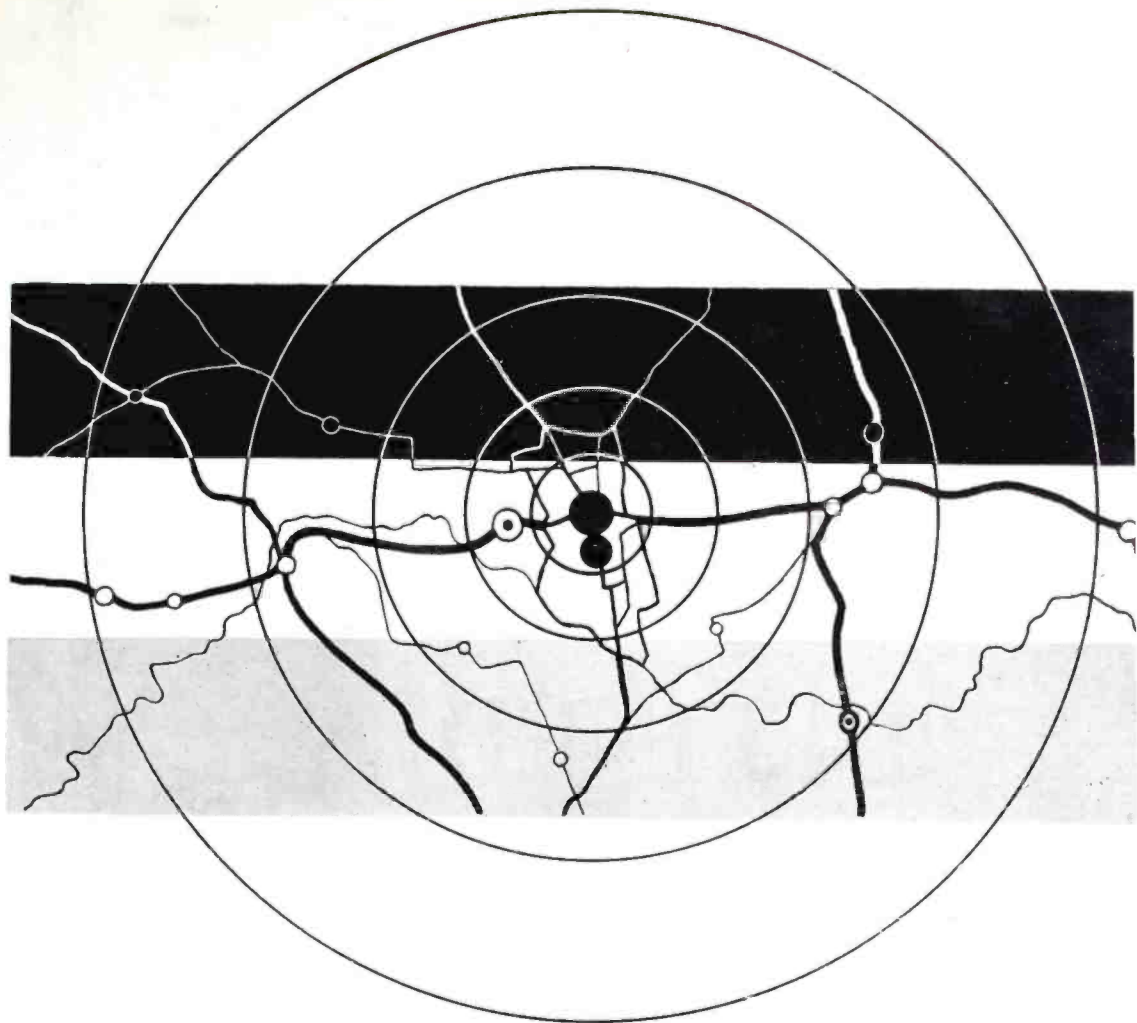
Mr. John P. Dillon
WBTV
1 Jefferson Place
Charlotte 8, N. C.

* (Just as a matter of Relativity) WBTV Now
Delivers 55.3% MORE TV Homes than Charlotte Station "B"*

*ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

WBTV

CHANNEL 3  CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY



MARKET BOOK 1960

In the Market Book, TELEVISION MAGAZINE's exclusive estimates of circulation, coverage and television market data are presented in four ways:

- **U.S. TV Homes By County**—a directory of the states and their counties, giving the number of households and the number of TV homes as of September, 1960. The county TV homes are projected by TELEVISION MAGAZINE. The September, 1960 household figures were specially prepared for TELEVISION MAGAZINE by *Sales Management*.

- **Television Markets**—a definition of each market's county coverage area, with the number of VHF and total homes in September, plus population, retail sales and effective buying income as of January, 1960 for each county and for the entire market. The marketing data (total homes, population, retail sales, effective buying income) has been correlated to these markets as defined by TELEVISION MAGAZINE. A description of market definition procedures is on page 95.

- **Television Markets vs. Metropolitan Markets**—a comparison of TV homes, households, population,

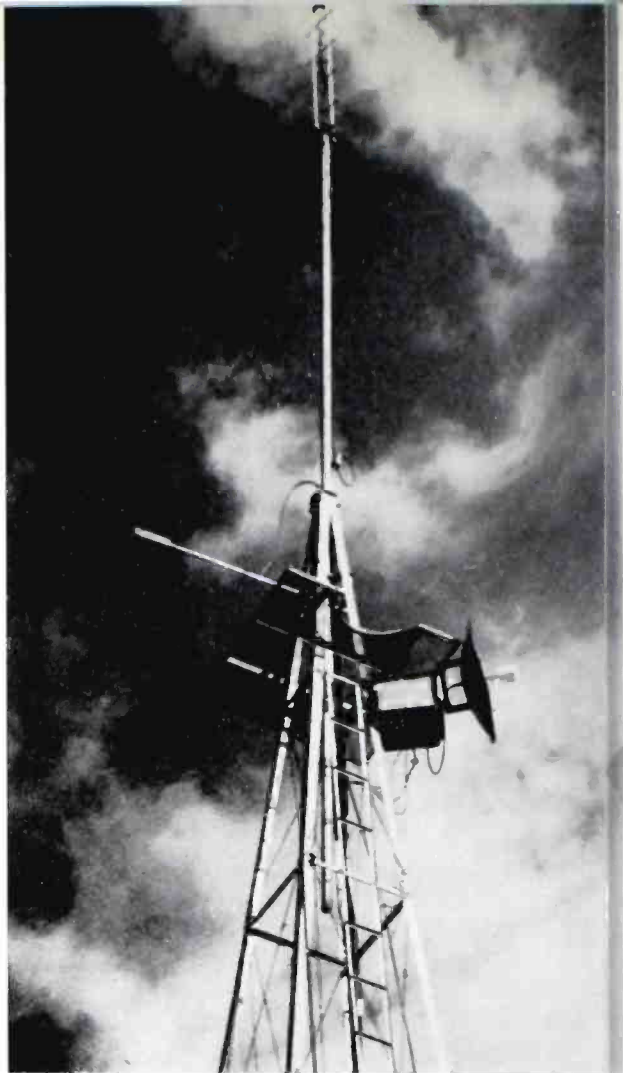
retail sales and effective buying income included in the full coverage area of each television market with the corresponding data for each market's metropolitan area. These figures illustrate the importance of the TV area as a concept in marketing and provide a summary of TV market-data totals.

- **Television Homes**—the regular monthly compilation of TV homes by markets with per cent penetration, stations and network affiliations. An explanation of how circulation is computed is on page 81.

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 television areas.

The market definitions are based largely on re-evaluations of market areas in accordance with the ARB 1960 Coverage Study. TELEVISION MAGAZINE is the only source for updated television homes estimates on a continuing basis. All information in the 1960 Market Book is copyrighted and may not be reproduced without permission.

HOW COVERAGE IS DEFINED



The factors used by Television Magazine's Research Department in analyzing markets

THE coverage of a TV market is determined by TELEVISION MAGAZINE's research department through careful analysis of county-by-county studies of viewing where this data is available and current.

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, and the number of stations in the service area must all be weighed. The influence of these factors is reflected in the ARB 1960 coverage study and, in some cases, in the regular reports of the various rating services. The ARB data, in particular, has become TELEVISION MAGAZINE's guide for estimating coverage and re-evaluating markets.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25% based upon nighttime weekly viewing levels. Normally, a county will be credited to a market if one-quarter of the TV homes in that county claim to view the market's station at least one night a week.

Because of the launching of new stations and the continual changes in power, antenna and affiliation,

coverage is constantly changing. Therefore, TELEVISION MAGAZINE's research department continuously studies these changes and revises when necessary.

As many engineering terms and measurements are used in everyday work by stations and advertising agencies, and since often there is some 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 of the misunderstandings.

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 ten-fold increase in power will roughly double a station's coverage area.

Increased antenna height more directly increases coverage. 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 1000 feet.

Several height measurements often are indicated, such as above ground and above sea level. However, the figure used for coverage purposes is the *height of the antenna above average terrain*.

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	5000 KW
300 FT..	5	9	13	15	18	20	26	35
500 FT..	6.5	11.5	17	20	23	25	32	42
700 FT..	8	13.5	20	23	27	30	37	47
1000 FT..	9	16.5	24	28	32	35	43	54
2000 FT..	13	24	35	41	46	49	57	68
5000 FT.*	21	41	57	64	70	75	85	99

*Power limitation must be taken into account for these heights.

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 horizontally.

Grade A and B Service; "Extended B"

Grades A and B are estimates of signal coverage required by the FCC from TV station applicants. All measurements of signal strength are considered in terms of the strength of the signal at the location of a receiver. Antenna gain, which might enable reception of a weak signal, varies by type of individual installation and is not considered here. 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 is clearly evident that the lower the channel, the lower are the signal requirements. Conversely, the higher the frequency or channel, the greater the

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	5000 KW
300 FT..	9	15	22	26	29	31	40	50
500 FT..	11.5	20	28	32	37	40	47	57
700 FT..	13.5	23	33	37	41	45	52	63
1000 FT..	16.5	28	39	43	47	50	59	70
2000 FT..	24	41	52	57	62	65	74	86
5000 FT.*	41	64	79	85	90	95	105	119

ERP needed to provide the equivalent service.

Grade B service is exactly what it sounds like. Required signal 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.

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

The generally accepted minimum signal called "extended B" has a measured signal strength of 100 microvolts per meter (0.1 millivolt) in the VHF low band (Channels 2-6). This is equivalent to 150 microvolts per meter on the VHF high bands (Channels 7-13) or 200-300 microvolts per meter in the UHF spectrum.

Millivolts per meter (mv/m); "Dbu"

A millivolt per meter is 1/1000 of a volt per meter. This is a basic measurement of the field strength of a signal. One of the measurements required by the FCC is .22 mv/m, which can be translated to .00022 volts per meter. One millivolt equals 1,000 microvolts. "Dbu" stands for decibels above a standard reference level and is another measurement of signal strength occasionally used in contour definition.

FND

In the People's
Interest...

WWJ-TV GOES
TO THE MICHIGAN
STATE FAIR



The nation's oldest state fair. Record-breaking crowds. And WWJ-TV was there to entertain and to capture all the zestful excitement of fairtime for the more than seven million persons in its coverage area.

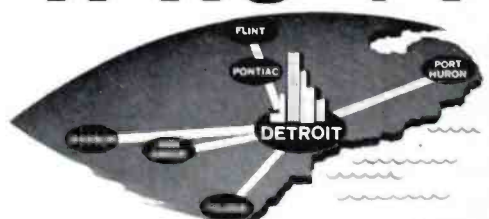
Service in the people's interest is always paramount at WWJ-TV—service that creates a viewing climate that is good for everyone: the audience, the industry, the advertiser, too.



From band shell to barnyard, WWJ-TV cameras covered the lot during Michigan's 111th annual harvest festival.

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

U.S. TV HOMES BY COUNTIES

As of September, 1960

A directory of the 3,070 U. S. counties with *Sales Management* household totals specially updated to September, 1960.

Estimates of TV homes are updated to September, 1960 by TELEVISION MAGAZINE.

For the 1960 Market Book, TELEVISION MAGAZINE has continued to adjust its county figures by the Advertising Research Foundation-Nielsen study of

March, 1958, and has also taken into consideration the various interim reports received to date in projecting TV homes, on a county basis, to September, 1960.

For a more detailed explanation of how coverage is defined, turn to the introduction to the Television Homes report and to the section on "How Coverage is Defined."

TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		
ALABAMA				Elmore	5,200	6,500	Morgan	12,100	14,500	Maricopa	161,300	195,600
Autauga	2,400	4,100	Escambia	5,300	7,700	Perry	2,800	3,800	Mohave	1,200	2,100	
Baldwin	10,000	12,700	Etowah	23,100	27,400	Pickens	3,000	5,000	Navajo	4,200	9,600	
Barbour	3,700	6,200	Fayette	2,700	4,000	Pike	4,600	6,800	Pima	69,500	86,200	
Bibb	2,500	3,500	Franklin	3,900	5,800	Randolph	3,300	4,900	Pinal	15,100	18,200	
Blount	5,200	6,700	Geneva	3,200	5,900	Russell	8,300	11,600	Santa Cruz	2,000	3,500	
Bullock	2,200	3,200	Greene	1,800	3,100	Saint Clair	4,900	6,000	Yavapai	4,300	7,300	
Butler	4,000	5,600	Hale	2,500	4,300	Shelby	6,800	8,100	Yuma	11,100	15,200	
Calhoun	20,000	25,500	Henry	2,200	4,000	Sumter	3,000	3,900	Total	297,400	378,800	
Chambers	6,900	9,100	Houston	9,900	14,500	Talladega	14,400	16,500	ARKANSAS			
Cherokee	2,700	3,900	Jackson	5,800	8,600	Tallapoosa	6,200	8,600	Arkansas	5,000	5,300	
Chilton	4,400	6,500	Jefferson	165,000	180,900	Tuscaloosa	20,400	25,600	Ashley	3,500	5,700	
Choctaw	2,300	4,300	Lamar	2,400	3,700	Walker	12,100	12,700	Baxter	1,100	2,200	
Clarke	3,500	5,800	Lauderdale	9,400	16,600	Washington	1,900	2,600	Benton	6,500	9,900	
Clay	1,900	3,100	Lawrence	4,000	6,200	Wilcox	2,700	4,500	Boone	2,600	3,900	
Cleburne	2,000	2,800	Lee	7,800	11,200	Winston	2,300	3,500	Bradley	2,200	3,000	
Coffee	4,500	9,400	Limestone	5,700	9,200	Total	647,600	838,600	Calhoun	900	1,300	
Calbert	6,800	12,300	Lowndes	2,100	2,900	ARIZONA		Carroll	1,900	3,100		
Canecuh	2,500	4,100	Macon	4,100	4,900	Apache	3,100	6,200	Chicot	3,700	5,200	
Coosa	1,600	2,000	Madison	15,500	28,400	Cochise	9,600	12,100	Clark	3,600	5,000	
Covington	5,600	9,100	Marengo	4,100	6,500	Coconino	5,100	9,700	Clay	3,700	5,500	
Crenshaw	2,800	3,600	Marion	3,600	5,900	Gila	6,100	6,700	Cleburne	1,100	1,900	
Cullman	9,700	11,800	Marshall	8,700	13,000	Graham	2,200	3,300	Cleveland	1,000	1,500	
Dale	3,300	5,900	Mobile	69,500	79,500	Greenlee	2,500	3,100	Columbia	4,600	6,600	
Dallas	9,800	14,400	Monroe	3,000	5,600							
DeKalb	7,200	11,100	Montgomery	40,800	47,000							

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FILM does the
“impossible!”



ALWAYS shoot in color . . . Eastman Color Film . . . You'll be glad you did.

For example, helping LESTOIL seek out and sell millions of housewives through brilliant, imaginative, instantly understood ANIMATION is possible only with film.

In fact, film—and film alone—does these 3 things for you: (1) gives you crisp, vivid animation; (2) provides high-polish commercials rich with optical effects; (3) assures penetration and coverage the world over.

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

East Coast Division
342 Madison Avenue
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
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Chicago, Ill., Hollywood, Calif.



Advertiser: LESTOIL Inc.

Producer:

Robert Lawrence Animation Inc.

Advertising Agency:

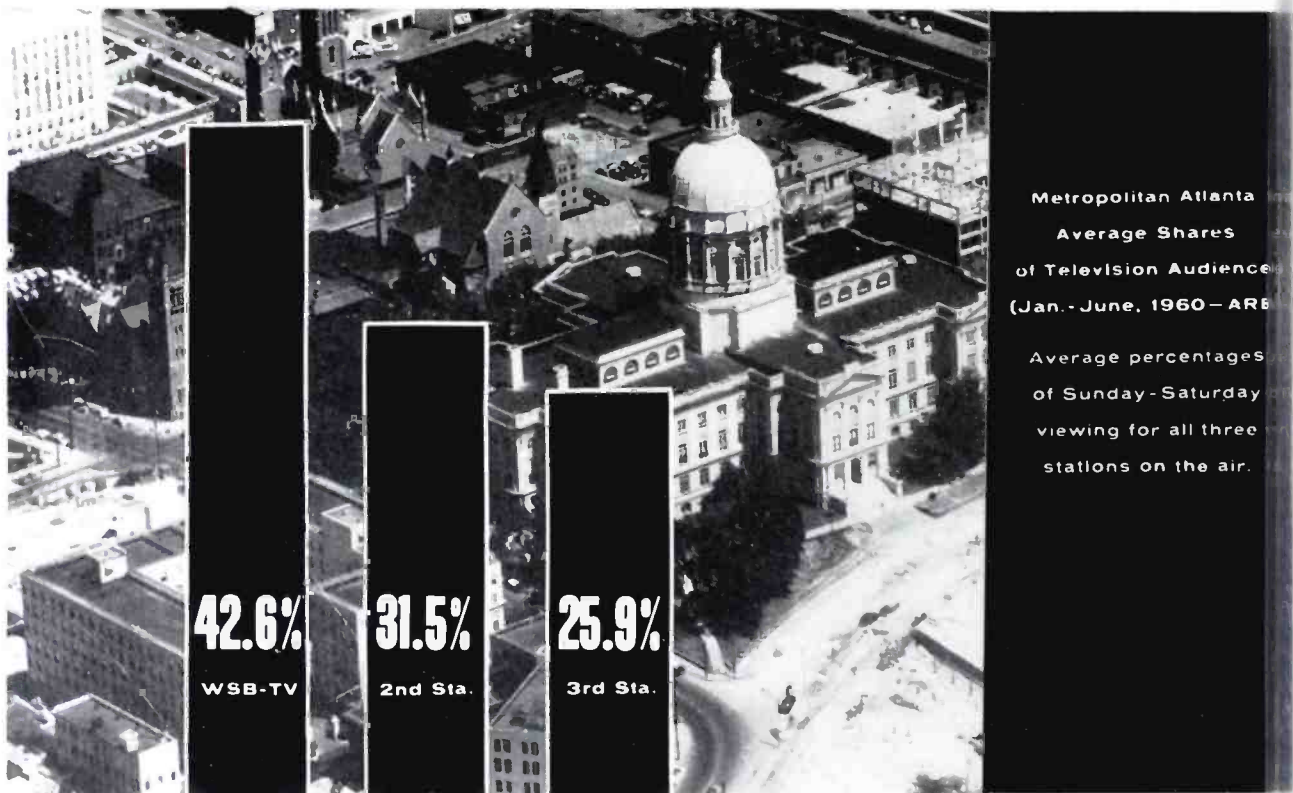
Jackson Associates Inc.

	TV Homes Sept. '60	Total Households Sept. '60		TV Homes Sept. '60	Total Households Sept. '60
ARKANSAS continued			CALIFORNIA		
Canway	2,500	3,500	Alameda	283,600	298,500
Craighead	10,800	11,600	Alpine	100	100
Crawford	3,700	5,800	Amador	2,200	2,900
Crittenden	10,700	11,600	Butte	21,900	25,500
Cross	4,200	4,600	Calaveras	2,500	3,000
Dallas	2,000	3,000	Colusa	2,600	3,200
Desha	3,800	5,200	Contra Costa	105,300	117,200
Drew	2,500	3,400	Del Norte	3,800	8,200
Faulkner	4,100	5,700	El Dorado	5,000	7,700
Franklin	1,500	2,300	Fresno	95,100	109,100
Fulton	1,000	1,900	Glenn	3,600	4,000
Garland	12,100	14,700	Humboldt	28,800	32,000
Grant	1,500	2,200	Imperial	15,200	18,900
Greene	4,300	6,200	Inyo	2,700	4,300
Hempstead	3,400	4,700	Kern	77,200	84,100
Hot Spring	5,500	6,000	Kings	12,800	13,500
Howard	1,700	2,300	Lake	3,000	4,000
Independence	3,700	5,700	Lassen	3,100	4,200
Izard	800	2,000	Los Angeles	1,941,000	2,066,200
Jackson	4,800	7,300	Madera	10,700	11,600
Jefferson	18,000	23,800	Marin	37,700	45,500
Johnson	2,200	3,500	Mariposa	1,000	1,400
Lafayette	1,800	2,600	Mendocino	12,200	14,800
Lawrence	2,900	4,200	Merced	22,400	26,800
Lee	4,300	4,600	Modoc	1,600	2,300
Lincoln	1,900	3,100	Mono	600	800
Little River	1,700	2,300	Monterey	51,100	57,800
Logan	2,300	3,700	Napa	14,300	19,200
Lonoke	4,600	5,600	Nevada	4,600	5,700
Madison	1,300	2,600	Orange	203,000	278,500
Marion	800	1,200	Placer	13,400	15,900
Miller	9,000	9,600	Plumas	2,700	2,900
Mississippi	14,200	16,800	Riverside	80,100	97,200
Monroe	3,300	4,000	Sacramento	132,200	155,900
Montgomery	800	1,400	San Benito	3,500	4,500
Nevada	1,900	2,200	San Bernardino	140,200	163,000
Newton	900	1,200	San Diego	283,500	310,600
Ouachita	7,200	8,100	San Francisco	260,200	273,900
Perry	700	1,200	San Joaquin	67,900	75,000
Phillips	9,100	11,800	San Luis Obispo	17,600	24,700
Pike	1,100	1,900	San Mateo	122,800	139,500
Poinsett	5,700	6,600	Santa Barbara	42,000	49,700
Polk	2,000	3,000	Santa Clara	163,000	207,300
Pope	3,200	6,000	Santa Cruz	26,300	27,800
Prairie	2,000	2,700	Shasta	13,700	17,200
Pulaski	63,700	80,400	Sierra	400	600
Randolph	1,800	2,900	Siskiyou	6,200	9,400
St. Francis	6,700	8,600	Solano	34,900	37,100
Saline	5,100	6,900	Sonoma	43,000	50,100
Scott	900	1,700	Stanislaus	41,400	45,900
Searcy	1,300	2,400	Sutter	7,900	9,500
Sebastian	17,400	18,600	Tehama	5,700	7,500
Sevier	1,500	2,300	Trinity	2,600	3,200
Sharp	900	1,600	Tulare	40,900	43,700
Stone	700	1,500	Tuolumne	4,000	4,700
Union	11,400	13,800	Ventura	48,500	55,800
Van Buren	1,200	1,800	Yolo	14,200	18,100
Washington	10,300	14,800	Yuba	6,500	7,800
White	6,800	10,300			
Woodruff	2,600	3,400			
Yell	1,800	3,000			
Total	362,900	477,500	Total	4,594,200	5,129,500

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WSB-TV dominates the bigger Atlanta market

WSB-TV is biggest in Atlanta, Georgia . . . Atlanta is bigger than ever. Confirmed 1960 census figures show *over one million* people living in the metropolitan area. And month after month more of these people watch WSB-TV. Latest ARB figures for January through June, 1960, show WSB-TV average share of audience from 9 a.m. 'til midnight at 42.6%—and Atlanta is a 3-station market. This proved preference for one station is sustained by superior local programming, top news service, still work of unexcelled professional quality, and years of viewing loyalty. More than ever greater Atlanta is the *big market* in the booming Southeast, and your advertising belongs on WSB-TV.



WSB-TV channel 2 in Atlanta is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edward W. Petry & Company. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton

TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60									
COLORADO																				
Adams	19,900	25,300	Weld	20,400	21,700	Leon	9,700	20,400	Clarke	9,000	11,000									
Alamosa	1,500	2,400	Yuma	1,900	3,200	Levy	1,700	3,000	Clay	900	1,100									
Arapahoe	24,700	34,000	Total	436,900	530,700	Liberty	300	800	Clayton	8,400	13,200									
Archuleta	300	800	CONNECTICUT																	
Baca	1,400	1,700	Fairfield	170,000	188,500	Madison	2,200	3,500	Clinch	1,000	1,600									
Bent	1,300	2,200	Hartford	179,100	194,700	Manatee	14,300	20,200	Cobb	25,800	31,700									
Boulder	16,000	19,800	Litchfield	32,000	33,700	Marion	10,400	15,300	Coffee	3,700	6,500									
Chaffee	1,500	2,500	Middlesex	21,400	23,500	Martin	2,700	5,200	Colquitt	6,200	8,400									
Cheyenne	700	800	New Haven	177,000	186,700	Monroe	12,800	18,000	Columbia	1,800	2,300									
Clear Creek	800	1,000	New London	47,600	52,900	Nassau	3,600	4,100	Cook	1,400	3,000									
Conejos	1,300	2,000	Tolland	15,200	16,800	Okaloosa	11,700	18,700	Coweta	6,300	7,400									
Costilla	700	1,000	Windham	19,500	20,500	Okeechobee	1,000	1,500	Crawford	900	1,300									
Crowley	1,000	1,000	Total	661,800	717,300	Orange	71,400	92,000	Crisp	3,400	4,600									
Custer	300	300	DELAWARE																	
Delta	3,600	4,800	Kent	18,000	19,100	Osceola	3,900	6,200	Dade	1,400	1,800									
Denver	163,700	174,500	New Castle	81,000	90,300	Palm Beach	62,400	84,500	Dawson	600	900									
Dolores	300	600	Sussex	21,000	22,100	Pasco	5,800	10,500	Decatur	4,300	7,100									
Douglas	700	1,200	Total	120,100	131,500	Pinellas	94,500	125,800	De Kalb	55,900	67,400									
Eagle	800	1,000	DISTRICT OF COLUMBIA																	
Elbert	800	900	Dis. of Col.	228,500	242,200	Polk	45,800	58,900	Dodge	2,700	3,700									
El Paso	35,100	38,400	Total	228,500	242,200	Putnam	7,600	9,700	Dooly	2,200	2,900									
Fremonf	3,800	5,000	FLORIDA																	
Gorfield	1,800	4,000	Alachua	13,900	20,100	St. Johns	8,300	10,000	Dougherty	13,200	17,100									
Gilpin	200	300	Baker	1,200	1,300	St. Lucie	6,000	10,200	Douglas	2,900	3,200									
Grand	800	1,300	Bay	14,200	19,000	Santa Rosa	4,600	7,100	Early	2,200	3,200									
Gunnison	900	1,700	Bradford	2,600	3,300	Sarasota	14,300	24,700	Echols	300	500									
Hinsdale	100	200	Brevard	20,400	41,900	Seminole	8,100	14,100	Effingham	1,400	1,900									
Huerfano	1,700	2,400	Broward	90,400	116,100	Sumter	2,100	3,300	Elbert	3,400	4,200									
Jackson	500	700	Calhoun	1,300	2,100	Suwannee	2,800	3,600	Emanuel	2,400	4,300									
Jefferson	27,600	36,800	Charlotte	1,600	3,300	Taylor	2,400	4,200	Evans	900	1,700									
Kiowa	500	700	Citrus	1,100	2,100	Union	800	1,100	Fannin	2,300	3,500									
Kit Carson	1,500	2,400	Clay	4,600	5,000	Volusia	25,300	41,000	Fayette	1,200	1,300									
Lake	1,600	2,400	Collier	3,600	6,500	Wakulla	600	1,400	Floyd	16,100	18,600									
La Plata	2,700	5,200	Columbia	3,900	5,300	Walton	2,400	4,100	Forsyth	2,400	3,000									
Larimer	14,100	16,200	Dade	268,000	303,600	Washington	1,600	3,000	Franklin	2,400	3,000									
Las Animas	4,600	6,900	De Soto	1,600	2,900	Total	1,198,100	1,560,800	Fulton	151,200	165,700									
Lincoln	1,300	1,400	Dixie	600	1,000	GEORGIA														
Logan	4,700	5,500	Duval	120,700	132,900	Appling	1,800	3,000	Gilmer	1,900	2,200									
Mesa	12,200	16,900	Escambia	41,000	49,500	Atkinson	1,000	1,500	Glascocock	500	500									
Mineral	100	200	Flagler	1,100	1,900	Bacon	1,700	2,300	Glynn	8,900	10,900									
Moffat	1,000	1,800	Franklin	800	2,000	Baker	600	1,200	Gordon	4,000	4,800									
Montezuma	1,800	4,300	Gadsden	5,600	10,900	Baldwin	3,700	5,400	Grady	2,500	4,800									
Montrose	3,000	5,200	Gilchrist	400	700	Banks	1,100	1,500	Greene	2,000	2,600									
Morgan	4,900	6,200	Glades	500	800	Barrow	2,700	3,500	Gwinnett	7,200	9,300									
Otero	6,100	7,800	Gulf	1,900	3,000	Bartow	6,200	6,500	Habersham	3,200	4,500									
Ouray	400	700	Hamilton	1,600	2,100	Ben Hill	2,200	3,600	Hall	11,200	11,800									
Park	300	400	Hardee	2,300	3,900	Berrien	1,800	3,200	Hancock	1,400	2,100									
Phillips	700	1,200	Hendry	1,300	2,100	Bibb	33,000	40,700	Haralson	3,100	3,300									
Pitkin	400	1,300	Hernando	1,700	3,100	Bleckley	1,500	2,200	Harris	2,000	2,700									
Prowers	2,700	4,100	Highlands	3,600	6,300	Brantley	900	1,400	Hart	2,500	3,600									
Pueblo	27,600	33,100	Hillsborough	111,500	126,400	Brooks	1,800	3,500	Heard	1,200	1,500									
Rio Blanco	800	1,300	Holmes	1,800	3,000	Bryan	900	1,000	Henry	3,500	3,900									
Rio Grande	1,600	3,000	Indian River	3,600	7,500	Bulloch	3,600	6,200	Houston	6,200	9,500									
Routt	1,400	2,100	Jackson	5,600	9,400	Burke	3,400	5,700	Irwin	1,400	2,500									
Saguache	700	1,000	Jefferson	1,600	2,600	Butts	1,900	2,400	Jackson	3,400	4,300									
San Juan	200	300	Lafayette	500	700	Calhoun	1,200	2,900	Jasper	1,300	1,400									
San Miguel	500	800	Lake	11,600	17,100	Camden	1,800	2,000	Jeff Davis	1,400	3,200									
Sedgwick	900	1,400	Lee	9,400	15,300	Candler	1,100	1,900	Jefferson	3,200	4,100									
Summit	300	500	MISSISSIPPI																	
Teller	600	700	Adams	1,000	1,000	Catoosa	3,800	4,900	Jenkins	1,500	2,500									
Washington	1,900	2,200	Albany	1,000	1,000	Charlton	800	1,300	Johnson	1,300	2,200									
MISSOURI																				
Adair	1,000	1,000	Chicot	1,000	1,000	Chattham	46,700	54,700	Jones	1,000	1,800									
Atchison	1,000	1,000	Crawford	1,000	1,000	Chattahoochee	2,100	2,400	Lamar	2,000	2,500									
Barren	1,000	1,000	Franklin	1,000	1,000	Chattooga	4,500	5,400	Lanier	800	1,400									
Boonville	1,000	1,000	Greene	1,000	1,000	Cherokee	4,600	5,300	Laurens	5,900	7,500									
Camden	1,000	1,000	Howards	1,000	1,000	MISSOURI (cont.)														
Carroll	1,000	1,000	Jefferson	1,000	1,000	Adair	1,000	1,000	Lee	900	1,500									
Chambers	1,000	1,000	Madison	1,000	1,000	Atchison	1,000	1,000	Liberty	1,500	2,600									
Clay	1,000	1,000	Monroe	1,000	1,000	Barren	1,000	1,000	Lincoln	1,000	1,200									
Clinton	1,000	1,000	St. Louis	1,000	1,000	Barton	1,000	1,000	MISSOURI (cont.)											
Columbia	1,000	1,000	Warren	1,000	1,000	Boonville	1,000	1,000	MISSOURI (cont.)											
Cooper	1,000	1,000	MISSOURI (cont.)																	
Franklin	1,000	1,000	MISSOURI (cont.)																	
Greenwood	1,000	1,000	MISSOURI (cont.)																	
Hamilton	1,000	1,000	MISSOURI (cont.)																	
Howard	1,000	1,000	MISSOURI (cont.)																	
Jackson	1,000	1,000	MISSOURI (cont.)																	
Madison	1,000	1,000	MISSOURI (cont.)																	
Marion	1,000	1,000	MISSOURI (cont.)																	
Monroe	1,000	1,000	MISSOURI (cont.)																	
Nathaniel	1,000	1,000	MISSOURI (cont.)																	
Newton	1,000	1,000	MISSOURI (cont.)																	
Reynolds	1,000	1,000	MISSOURI (cont.)																	
St. Louis	1,000	1,000	MISSOURI (cont.)																	
Warren	1,000	1,000	MISSOURI (cont.)																	
Washington	1,000	1,000	MISSOURI (cont.)																	
Wright	1,000	1,000	MISSOURI (cont.)																	

TV homes, © TELEVISION MAGAZINE, Families © 1960, Sales Management Survey of Buying Power; further reproduction not licensed.

TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60	
GEORGIA continued											
Lang	500	900	Wheeler	800	1,100	Carroll	5,800	6,300	Ogle	10,100	12,000
Lowndes	8,400	13,600	White	900	1,700	Cass	3,600	4,300	Peoria	57,400	62,000
Lumpkin	1,000	1,400	Whitfield	9,700	10,800	Champaign	31,700	34,600	Perry	5,700	6,000
McDuffie	2,500	3,100	Wilcox	1,500	2,100	Christian	11,700	12,700	Piatt	4,200	5,000
McIntosh	1,100	1,600	Wilkes	2,100	2,800	Clark	5,000	5,600	Pike	6,400	7,000
Macon	2,200	3,000	Wilkinson	1,300	2,100	Clay	4,800	5,800	Pope	1,300	1,500
Madison	2,000	2,500	Worth	2,500	4,100	Clinton	5,900	6,300	Pulaski	3,400	3,800
Marion	1,000	1,400	Total	828,400	1,037,400	Coles	12,400	13,700	Putnam	1,100	1,300
Meriwether	4,000	5,500	IDAHO		Cook	1,491,100	1,607,100	Randolph	8,100	8,500	
Miller	1,100	1,800	Ada	23,300	27,300	Crawford	6,200	6,600	Richland	5,000	5,500
Mitchell	2,900	5,500	Adams	600	900	Cumberland	2,500	3,400	Rock Island	44,800	49,000
Monroe	2,100	2,600	Bannock	10,600	13,600	De Kalb	14,700	15,500	St. Clair	70,000	76,000
Montgomery	900	1,600	Bear Lake	1,200	1,800	De Witt	5,200	5,600	Saline	8,300	9,000
Morgan	1,900	2,500	Benewah	1,200	1,400	Douglas	5,000	6,400	Sangamon	42,500	47,000
Murray	2,100	2,600	Bingham	5,800	7,600	Du Page	74,000	93,000	Schuyler	2,700	3,000
Muscagee	40,600	44,300	Blaire	1,000	1,400	Edgar	7,000	7,700	Scott	2,000	2,200
Newton	4,400	4,600	Boise	400	400	Edwards	2,400	2,500	Shelby	7,200	8,000
Oconee	1,300	1,500	Bonner	3,700	4,500	Effingham	6,000	6,800	Stark	2,200	2,500
Oglethorpe	1,400	1,900	Bonneville	9,700	12,200	Fayette	6,500	7,200	Stephenson	13,900	14,500
Paulding	2,500	2,900	Boundry	1,400	1,500	Fard	4,600	5,100	Tazewell	26,300	28,000
Peach	2,100	3,100	Butte	600	800	Franklin	12,900	14,500	Union	4,800	5,000
Pickens	2,000	2,200	Camas	200	200	Fulton	15,000	15,800	Vermilion	27,300	31,000
Pierce	1,500	2,400	Canyon	14,300	18,300	Gallatin	1,900	2,200	Wabash	4,000	4,500
Pike	1,500	1,600	Caribou	1,500	1,900	Greene	5,600	6,200	Warren	7,800	8,500
Polk	7,600	8,400	Cassia	2,800	4,000	Grundy	6,500	6,800	Washington	4,000	4,500
Pulaski	1,400	2,100	Clark	200	200	Hamilton	3,000	3,700	Wayne	5,100	5,500
Putnam	1,000	1,700	Clearwater	1,700	2,100	Hancock	8,200	8,600	White	5,400	6,000
Quitman	400	400	Custer	500	900	Hardin	1,700	1,800	Whiteside	16,100	17,000
Rabun	1,300	1,700	Elmore	2,700	3,300	Henderson	2,300	2,600	Will	46,700	50,000
Randolph	1,900	2,700	Franklin	1,700	2,300	Henry	15,000	16,100	Williamson	14,300	15,000
Richmond	39,100	44,000	Fremont	1,900	2,100	Iroquois	9,400	11,200	Winnebago	56,500	60,000
Rockdale	2,000	2,200	Gem	1,800	2,500	Jackson	11,700	13,100	Woodford	6,300	7,000
Schley	600	900	Gooding	2,300	2,700	Jasper	3,800	4,200	Total	2,854,200	3,130,000
Screven	2,600	4,400	Idaho	1,900	3,200	Jefferson	10,400	11,800	INDIANA		
Seminole	1,100	2,000	Jefferson	2,100	2,600	Jersey	4,300	5,300	Adams	6,300	7,000
Spaulding	8,200	8,600	Jerome	2,500	3,100	Jo Daviess	6,000	6,900	Allen	66,900	72,000
Stephens	3,700	4,500	Kootenai	7,800	9,300	Johnson	2,200	2,800	Bartholomew	13,200	15,000
Stewart	1,500	1,800	Latah	5,100	7,000	Kane	50,600	55,100	Benton	3,000	3,500
Sumter	4,200	5,600	Lemhi	1,000	1,900	Kankakee	22,300	24,300	Blackford	3,900	4,500
Talbot	1,400	1,900	Lewis	900	1,200	Kendall	3,700	4,600	Boone	8,500	9,500
Taliaferro	700	900	Lincoln	800	1,000	Knox	17,600	18,600	Brown	1,500	2,000
Tattnall	2,100	3,700	Madison	2,000	2,300	Lake	72,600	77,600	Carroll	4,800	5,500
Taylor	1,500	2,100	Madison	2,000	2,300	La Salle	30,300	35,300	Cass	11,600	13,000
Telfair	1,500	2,800	Minidoka	1,600	2,500	Lawrence	5,500	6,000	Clark	16,800	18,000
Terrell	2,000	3,100	Nez Perce	5,500	7,500	Lee	9,500	10,500	Clay	7,400	8,000
Thomas	6,200	9,800	Oneida	600	800	Livingston	10,400	13,600	Clinton	9,800	10,500
Tift	4,000	6,200	Owyhee	1,400	1,700	Lagan	8,000	9,100	Crawford	2,200	2,500
Toombs	2,600	3,700	Payette	2,700	3,500	McDonough	8,900	9,700	Daviess	7,400	8,000
Towns	700	1,100	Power	600	900	McHenry	18,900	22,200	Dearborn	7,900	8,500
Treutlen	800	1,400	Shoshone	5,100	6,200	McLean	25,800	28,700	Decatur	5,300	6,000
Troup	12,000	12,600	Teton	600	700	Macon	34,000	37,400	DeKalb	8,600	9,500
Turner	1,500	2,500	Twin Falls	10,200	14,200	Macoupin	13,300	14,400	Delaware	32,500	40,000
Twiggs	1,000	1,500	Valley	800	1,100	Madison	64,900	71,000	Dubois	6,200	7,000
Union	1,100	1,700	Washington	2,000	2,400	Marion	12,600	13,600	Elkhart	28,500	30,000
Upton	5,300	6,200	Total	146,000	187,000	Marshall	3,800	4,300	Fayette	7,100	7,500
Walker	9,800	10,300	ILLINOIS		Massac	4,700	5,200	Floyd	15,500	16,500	
Walton	3,800	4,900	Adams	20,000	21,000	Massac	5,100	6,300	Fountain	5,600	6,000
Ware	7,200	9,300	Alexander	5,900	6,300	Menard	2,400	2,900	Franklin	4,400	4,800
Warren	1,500	1,900	Bond	3,500	4,200	Mercer	5,500	5,800	Fulton	4,800	5,000
Washington	2,800	6,500	Boone	4,900	5,300	Monroe	4,100	4,800	Gibson	9,300	10,000
Wayne	2,100	4,000	Brown	2,000	2,300	Montgomery	9,200	10,400	Grant	21,800	24,000
Webster	600	700	Bureau	12,300	12,900	Morgan	9,600	11,000	Greene	8,100	8,500
			Calhoun	1,800	2,000	Moultrie	3,900	4,300			

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*1293' above average terrain

- **NEW!**

1293 ft. tower blankets Georgia's second largest market*! More than twice the height of former tower!

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- **RENEWED!**

Established prestige of continuous seven year dominance in ratings, homes delivered, public service and lowest CPM.

- **RENEWED!**

The same "personal" service from management, along with balanced programming, client contact and community trust!

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COLUMBUS, GEORGIA

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Channel ..

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KRNT-TV is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – five years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business – see FCC figures

Big in the lives of people in the community – see the people

Big in sales impact – see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60
INDIANA continued											
Hamilton	10,400	11,300	Wells	5,900	6,300	Linn	39,100	41,500	Comanche	800	1,000
Hancock	7,800	9,700	White	5,500	6,600	Louisa	2,800	3,000	Cowley	10,300	12,800
Harrison	4,800	5,800	Whitley	6,200	6,500	Lucas	2,600	3,300	Crawford	11,600	12,800
Hendricks	9,900	12,700	Total	1,310,600	1,441,000	Lyon	3,700	4,100	Decatur	1,300	2,000
Henry	14,600	16,000	IOWA			Madison	3,600	4,500	Dickinson	4,700	7,300
Howard	19,000	20,400	Adair	3,100	3,900	Mahaska	6,700	7,700	Daniphan	2,900	3,000
Huntington	10,000	10,800	Adams	2,000	2,500	Marion	6,700	7,700	Douglas	8,000	10,600
Jackson	8,200	9,300	Allamakee	3,700	4,500	Marshall	11,000	11,900	Edwards	1,500	1,800
Jasper	5,000	5,700	Appanoose	4,900	5,900	Mills	3,000	3,200	Elk	1,300	1,800
Jay	6,600	7,000	Audubon	3,100	3,300	Mitchell	3,600	4,200	Ellis	4,100	5,500
Jefferson	6,400	7,300	Benton	6,600	7,600	Monona	4,400	4,900	Ellsworth	1,900	2,600
Jennings	4,400	5,100	Black Hawk	35,700	38,700	Monroe	2,300	2,900	Finney	2,700	4,000
Johnson	11,100	12,400	Boone	7,200	8,500	Montgomery	4,800	5,700	Ford	4,400	6,000
Knox	12,700	13,500	Bremer	5,100	6,100	Muscatine	10,000	10,500	Franklin	5,600	6,400
Kosciusko	11,200	13,400	Buchanan	5,600	5,900	O'Brien	5,100	5,900	Geary	4,600	8,000
Lagrange	4,000	5,100	Buena Vista	6,100	7,100	Osceola	2,500	2,700	Gove	600	900
Lake	137,100	149,300	Butler	4,800	5,400	Page	6,600	6,900	Graham	800	1,300
La Porte	26,000	27,800	Calhoun	4,300	5,100	Palo Alto	3,000	4,300	Grant	700	1,400
Lawrence	10,700	11,500	Carroll	6,100	6,700	Plymouth	6,400	6,700	Gray	800	1,100
Madison	37,000	39,500	Cass	5,800	6,200	Pocahontas	3,300	4,100	Greeley	300	600
Marion	197,600	220,800	Cedar	5,200	5,900	Polk	82,100	87,700	Greenwood	3,000	3,400
Marshall	9,100	10,000	Cerro Gordo	15,900	16,900	Pottawattamie	21,800	23,100	Hamilton	400	900
Martin	2,900	3,500	Cherokee	4,800	5,200	Poweshiek	4,700	6,100	Harper	2,400	3,100
Miami	9,700	11,200	Chickasaw	3,600	4,200	Ringgold	2,400	2,800	Harvey	6,600	7,700
Monroe	14,400	16,300	Clarke	2,300	3,200	Sac	4,400	5,500	Haskell	400	700
Montgomery	9,800	10,600	Clay	5,000	5,300	Scott	35,400	37,500	Hodgeman	800	1,000
Morgan	9,800	10,300	Clayton	5,100	6,500	Shelby	4,100	4,700	Jackson	2,700	3,300
Newton	3,100	3,900	Clinton	16,800	17,700	Sioux	6,300	6,900	Jefferson	3,000	3,300
Noble	8,100	8,600	Crawford	5,000	5,700	Story	13,200	15,100	Jewell	1,700	2,200
Ohio	1,000	1,100	Dallas	7,000	7,500	Tama	6,000	6,800	Johnson	40,300	48,700
Orange	4,600	5,800	Davis	2,500	3,200	Taylor	3,300	3,800	Kearny	500	800
Owen	3,200	3,500	Decatur	2,900	3,800	Union	4,800	5,200	Kingman	2,600	3,300
Parke	4,400	4,800	Delaware	4,700	5,200	Van Buren	3,000	3,600	Kiowa	1,100	1,400
Perry	4,700	5,100	Des Moines	14,900	15,800	Wapello	14,200	16,600	Labette	6,800	8,900
Pike	3,900	4,100	Dickinson	3,200	4,000	Warren	4,900	6,100	Lane	500	800
Porter	14,700	16,200	Dubuque	20,500	22,200	Washington	5,600	6,800	Leavenworth	10,700	11,500
Posey	5,100	5,400	Emmet	3,200	4,500	Wayne	3,000	3,900	Lincoln	1,400	2,000
Pulaski	3,500	3,900	Fayette	6,800	8,300	Webster	13,300	14,200	Linn	2,400	2,900
Putnam	6,700	7,000	Floyd	6,000	6,900	Winnebago	3,300	3,800	Logan	500	1,100
Randolph	8,600	9,100	Franklin	4,600	5,200	Winneshiek	5,100	6,100	Lyon	5,600	7,700
Ripley	6,100	6,800	Fremont	2,900	3,100	Woodbury	32,100	33,800	McPherson	6,200	7,400
Rush	6,000	6,500	Greene	4,200	4,800	Worth	2,900	3,400	Marion	4,000	4,600
St. Joseph	69,300	73,100	Grundy	3,800	4,600	Wright	5,700	6,200	Marshall	3,600	5,200
Scott	4,400	4,800	Guthrie	3,700	4,200	Total	769,900	861,500	Meade	1,100	1,500
Shelby	10,000	10,800	Hamilton	6,100	6,700	KANSAS					
Spencer	3,900	4,100	Hancock	3,600	4,400	Allen	4,100	5,400	Miami	5,200	6,200
Starke	5,300	6,000	Hardin	6,700	7,000	Anderson	2,100	2,900	Mitchell	1,800	2,700
Steuben	4,700	6,000	Harrison	4,800	5,200	Atchison	5,700	6,200	Montgomery	13,700	16,800
Sullivan	6,200	6,600	Henry	4,800	6,100	Barber	2,200	2,700	Morris	2,000	2,400
Switzerland	1,900	2,000	Howard	3,000	3,700	Barton	9,800	10,300	Morton	400	900
Tippecanoe	22,700	26,200	Humboldt	3,100	4,300	Bourbon	4,600	5,700	Nemaha	3,300	4,000
Tipton	4,500	4,900	Ida	2,900	3,100	Brown	4,000	4,300	Neosho	5,200	6,400
Union	1,600	1,800	Iowa	4,100	4,900	Butler	10,800	13,700	Ness	1,000	1,600
Vanderburgh	53,600	56,400	Jackson	5,000	5,800	Chase	1,100	1,400	Norton	1,700	2,700
Vermillion	5,200	5,800	Jasper	9,600	10,800	Choutouqua	1,400	2,200	Osage	3,700	4,600
Vigo	32,500	34,600	Jefferson	4,900	5,800	Cherokee	6,000	7,200	Osborne	1,600	2,100
Wabash	8,800	10,500	Johnson	12,100	14,800	Cheyenne	700	1,400	Ottawa	1,700	2,100
Warren	2,400	2,500	Jones	5,200	5,800	Clark	800	1,100	Pawnee	2,400	2,900
Warrick	6,600	7,300	Keokuk	4,800	5,300	Clay	2,500	3,700	Phillips	2,300	3,200
Washington	4,600	4,800	Kossuth	6,100	7,500	Cloud	3,200	4,600	Pottawatomie	2,500	3,800
Wayne	22,000	23,200	Lee	11,600	13,600	Coffey	1,800	2,700	Pratt	3,100	4,000
									Rawlins	700	1,400
									Reno	18,800	19,900

TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	
KANSAS continued												
Republic	2,500	3,700	Estill	1,400	3,400	Pendleton	2,500	3,300	Orleans	172,700	181,000	
Rice	3,900	4,700	Foyette	23,700	36,600	Perry	4,800	7,500	Ouachita	21,700	24,000	
Riley	5,000	6,300	Fleming	1,600	2,800	Pike	10,900	15,200	Plaquemines	3,200	4,000	
Rooks	2,000	3,000	Floyd	7,400	9,600	Powell	700	1,500	Pointe Coupee	3,500	4,000	
Rush	1,600	1,900	Franklin	6,200	9,800	Pulaski	5,000	9,000	Rapides	24,000	31,000	
Russell	3,000	3,500	Fulton	1,800	2,900	Robertson	400	600	Red River	2,100	2,500	
Saline	11,600	13,400	Gallatin	1,000	1,300	Rockcastle	1,200	2,800	Richland	5,400	6,000	
Scott	800	1,200	Garrard	1,900	2,600	Rowan	1,600	2,500	Sobine	3,300	3,800	
Sedgwick	104,900	114,700	Grant	2,500	2,700	Russell	1,600	3,000	St. Bernard	7,100	8,000	
Seward	2,100	3,900	Graves	6,300	9,600	Scott	3,000	3,800	St. Charles	2,800	3,000	
Shawnee	41,000	45,400	Grayson	2,700	5,100	Shelby	4,100	5,000	St. Helena	1,600	1,800	
Sheridan	700	1,100	Green	1,900	3,400	Simpson	2,100	3,000	St. James	2,700	3,000	
Sherman	900	1,900	Greenup	5,700	7,000	Spencer	1,400	1,500	St. John Bapt	2,900	3,000	
Smith	1,800	2,600	Hancock	1,100	1,400	Taylor	3,000	4,900	St. Landry	13,400	20,000	
Stafford	1,900	2,200	Hardin	11,800	15,200	Todd	2,400	3,200	St. Martin	4,200	5,000	
Stanton	300	600	Harlan	9,700	11,500	Trigg	1,300	2,200	St. Mary	7,600	11,000	
Stevens	500	1,200	Harrison	3,200	4,300	Trimble	1,100	1,500	St. Tammany	6,900	7,500	
Sumner	7,100	9,500	Hart	2,300	3,800	Union	2,300	3,600	Tangipahoa	14,400	17,000	
Thomas	1,100	2,100	Henderson	8,700	10,500	Warren	9,000	12,700	Tensas	2,400	3,000	
Trego	900	1,600	Henry	2,400	3,200	Washington	2,200	3,000	Terrebonne	10,800	13,000	
Wabaunsee	1,600	2,300	Hickman	1,200	2,100	Wayne	1,600	3,900	Union	3,400	4,000	
Wallace	400	600	Hopkins	7,400	12,000	Webster	2,500	4,400	Vermilion	7,100	11,000	
Washington	2,600	3,600	Jackson	1,200	3,000	Whitley	3,500	6,500	Vernon	4,000	4,500	
Wichita	400	700	Jefferson	164,500	178,200	Wolfe	700	1,600	Washington	9,700	11,000	
Wilson	3,700	4,800	Jessamine	2,400	3,700	Woodford	2,400	3,200	Webster	9,000	11,000	
Woodson	1,400	2,000	Johnson	3,600	5,000	Total	624,700	833,300	W. Baton Rouge	2,300	2,700	
Wyandotte	58,200	61,300	Kenton	40,200	42,300	LOUISIANA						
Total	571,100	687,300	Knott	1,900	3,400	Acadia	9,200	13,200	Total	699,200	870,000	
KENTUCKY												
Adair	2,300	4,200	Knox	3,300	6,400	Allen	3,900	6,000	MAINE			
Allen	2,100	3,600	Larue	1,700	2,900	Ascension	4,100	6,500	Androscoggin	22,500	25,000	
Anderson	1,800	2,300	Laurel	2,700	6,700	Assumption	2,700	4,100	Aroostook	19,800	22,000	
Ballard	2,500	2,800	Lawrence	2,300	3,100	Avoyelles	7,600	10,300	Cumberland	47,300	51,000	
Barren	5,100	8,800	Lee	900	2,000	Beauregard	4,100	6,300	Franklin	4,700	5,000	
Bath	1,400	2,700	Leslie	1,400	3,600	Bienville	3,000	4,100	Hancock	8,800	10,000	
Bell	5,600	7,500	Letcher	3,700	5,900	Bossier	10,900	12,400	Kennebec	21,900	30,000	
Boone	5,400	6,700	Lewis	1,900	3,200	Caddo	55,500	61,500	Knox	7,800	10,000	
Bourbon	3,300	4,800	Lincoln	2,700	4,200	Calcasieu	30,100	41,400	Lincoln	4,700	5,000	
Boyd	14,200	15,300	Livingston	1,100	2,000	Caldwell	2,000	2,500	Oxford	10,400	12,000	
Boyle	3,600	6,000	Logan	4,100	5,700	Cameron	900	1,600	Penobscot	28,400	30,000	
Bracken	1,900	2,200	Lyon	900	1,500	Catahoula	1,900	2,800	Piscataquis	4,200	4,500	
Breathitt	1,800	3,900	McCacken	14,600	18,600	Claiborne	4,200	5,600	Sagadahoc	5,200	6,000	
Breckinridge	3,000	4,000	McCreary	1,600	2,600	Concordia	2,600	4,400	Somerset	9,200	10,000	
Bullitt	4,100	4,800	McLean	1,500	2,700	De Soto	4,500	5,500	Waldo	5,300	6,000	
Butler	1,300	2,500	Madison	4,900	9,600	E. Baton Rouge	57,000	67,800	Washington	8,100	9,000	
Caldwell	1,800	3,600	Marion	2,800	3,600	East Carroll	2,900	3,500	York	25,100	27,000	
Calloway	3,400	6,100	Marshall	3,500	5,000	E. Feliciana	2,300	3,000	Total	233,500	290,000	
Campbell	26,200	27,600	Martin	1,300	2,000	Evangeline	6,100	8,700	MARYLAND			
Carlisle	1,100	1,700	Mason	4,600	5,000	Franklin	5,400	7,100	Allegany	22,500	25,000	
Corroll	2,200	2,300	Meade	1,600	2,200	Grant	2,600	2,800	Anne Arundel	43,600	45,000	
Carter	4,000	5,200	Menifee	400	700	Iberia	8,800	13,800	Baltimore	395,800	410,000	
Casey	2,200	4,000	Mercer	2,800	4,000	Iberville	4,800	6,900	Calvert	3,400	4,000	
Christian	9,900	10,400	Metcalfe	1,300	2,500	Jackson	2,700	3,500	Caroline	5,000	5,500	
Clark	2,900	5,300	Monroe	1,800	3,300	Jefferson	44,600	60,700	Carroll	13,400	15,000	
Clay	1,600	4,900	Montgomery	1,500	2,900	Jeff Davis	5,700	7,800	Cecil	10,700	11,000	
Clinton	900	2,300	Morgan	1,300	2,600	Lafayette	14,600	21,100	Charles	6,500	7,000	
Crittenden	1,400	2,800	Muhlenberg	4,800	7,400	Lafourche	9,800	11,900	Charles	6,500	7,000	
Cumberland	1,500	2,500	Nelson	4,400	4,900	La Salle	2,900	3,800	Forchester	7,700	8,000	
Daviess	15,800	19,700	Nicholas	1,400	2,200	Lincoln	5,000	7,000	Frederick	17,500	18,000	
Edmonson	1,000	1,900	Ohio	2,700	4,700	Livingston	4,300	6,200	Garrett	3,500	4,000	
Elliott	1,100	1,400	Oldham	2,400	3,300	Madison	3,300	4,200	Harford	17,900	18,000	
			Owen	2,000	2,500	Morehouse	7,300	9,000	Howard	7,000	7,500	
			Owsley	600	1,700	Natchitoches	6,800	10,800				



It's no lovers' dream – it's a fact – Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South – an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of \$1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

ABC

NBC

WBRZ *Channel 2*

TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		
MARYLAND continued				Huron	8,900	9,400	Carlton	5,800	7,400	Sibley	3,400	4,400
Kent	4,100	4,400	Ingham	62,800	66,100	Carver	5,100	5,600	Stearns	18,500	20,000	
Montgomery	86,500	94,500	Ionia	11,200	12,400	Cass	3,000	5,100	Steele	6,300	7,400	
Prince George	89,200	112,200	Iosco	3,900	5,500	Chippewa	3,300	4,700	Stevens	2,000	2,400	
Queen Annes	4,100	4,800	Iron	4,500	5,800	Chisago	3,900	4,600	Swift	3,100	4,400	
St. Marys	8,100	9,800	Isabella	7,700	8,400	Clay	9,500	10,200	Todd	4,600	6,400	
Somerset	3,800	5,500	Jackson	36,300	38,900	Clearwater	1,400	2,600	Traverse	1,400	2,400	
Talbot	5,700	6,400	Kalamazoo	46,800	49,800	Cook	1,100	1,300	Wabasha	5,000	5,400	
Washington	22,900	26,800	Kalkaska	1,000	1,300	Cottonwood	3,900	4,800	Wadena	2,200	4,400	
Wicomico	13,300	14,600	Kent	102,200	108,400	Crow Wing	6,800	9,500	Waseca	4,300	4,400	
Worcester	4,900	7,100	Keweenaw	500	700	Dakota	17,600	20,000	Washington	11,200	12,400	
Total	797,100	893,300	Lake	1,300	1,500	Dodge	3,200	3,900	Watsonwan	3,500	4,400	
MASSACHUSETTS				Lapeer	11,300	11,900	Douglas	4,200	6,600	Wilkin	2,400	2,400
Barnstable	15,900	17,500	Leelanau	2,200	2,600	Faribault	6,200	7,500	Winona	9,300	11,400	
Berkshire	39,100	41,900	Lenawee	23,400	25,500	Fillmore	6,000	7,700	Wright	7,800	8,400	
Bristol	113,900	120,300	Livingston	9,800	11,600	Freeborn	9,800	10,300	Yellow Medicine	3,600	4,400	
Dukes	1,600	1,800	Luce	1,200	1,600	Goodhue	9,200	9,700	Total	856,900	982,000	
Essex	159,800	171,000	Mackinac	2,100	3,000	Grant	1,800	2,800	MISSISSIPPI			
Franklin	15,600	17,300	Macomb	100,600	120,500	Hennepin	237,900	255,400	Adams	6,400	10,400	
Hampden	107,700	113,400	Manistee	5,400	6,300	Houston	3,900	4,600	Alcorn	4,600	7,400	
Hampshire	21,000	23,100	Marquette	12,400	14,500	Hubbard	1,700	2,700	Amite	2,000	4,400	
Middlesex	306,900	334,600	Mason	5,800	6,600	santi	2,700	3,200	Attala	3,400	5,400	
Nantucket	900	1,000	Mecosta	5,200	5,800	Itasca	9,300	11,200	Benton	1,200	2,400	
Norfolk	127,600	142,500	Menominee	6,700	7,100	Jackson	4,000	4,200	Bolivar	9,000	14,400	
Plymouth	64,500	71,100	Midland	12,100	14,400	Kanabec	2,000	2,500	Calhoun	2,000	3,400	
Suffolk	223,600	235,600	Missaukee	1,700	1,900	Kandiyohi	7,100	8,300	Carroll	1,600	2,400	
Worcester	161,500	171,400	Monroe	26,500	30,400	Kitson	1,700	2,600	Chickasaw	2,100	3,400	
Total	1,359,700	1,462,500	Montcalm	10,900	12,000	Koochiching	2,800	5,000	Choctaw	1,100	2,400	
MICHIGAN				Montmorency	900	1,200	Lac Qui Parle	2,800	3,600	Claiborne	1,600	2,400
Alcona	800	1,000	Muskegon	42,400	44,600	Lake	3,800	4,400	Clarke	2,600	3,400	
Alger	2,000	2,900	Newaygo	6,700	7,600	Lake of Woods	700	1,300	Clay	2,200	3,400	
Allegan	14,800	18,700	Oakland	179,800	210,100	Le Sueur	5,200	6,000	Coahoma	8,700	13,400	
Alpena	5,300	8,100	Oceana	4,000	4,700	Lincoln	2,300	2,900	Copiah	4,600	7,400	
Antrim	2,400	3,200	Ogemaw	2,300	2,500	Lyon	4,800	6,600	Covington	2,300	4,400	
Arenac	2,500	2,900	Ontonagon	2,400	3,000	McLeod	6,800	7,800	De Soto	4,100	6,400	
Baraga	1,600	1,700	Oscoda	3,300	3,800	Mahnomen	1,100	1,500	Forrest	8,700	13,400	
Barry	9,600	10,500	Osceola	3,300	3,800	Marshall	2,700	4,100	Franklin	1,500	3,400	
Bay	28,300	31,000	Oscoda	800	900	Martin	6,800	8,600	George	1,500	4,400	
Benzie	2,000	2,300	Otsego	1,500	2,000	Meeker	4,800	5,400	Greene	1,000	2,400	
Berrien	45,000	50,400	Ottawa	26,100	30,500	Mille Lacs	3,800	5,000	Grenada	2,600	7,400	
Bronch	10,000	11,900	Presque Isle	2,200	3,200	Morrison	4,800	7,200	Hancock	2,500	2,400	
Calhoun	39,900	42,600	Roscommon	2,000	2,300	Mower	12,700	14,000	Harrison	23,900	33,400	
Cass	9,900	10,400	Saginaw	52,000	55,900	Murray	3,800	4,000	Hinds	39,800	43,400	
Charlevoix	3,100	3,900	St. Clair	28,800	31,300	Nicollet	4,900	5,400	Holmes	4,500	7,400	
Cheboygan	2,900	4,000	St. Joseph	14,700	15,500	Nobles	5,900	6,200	Humphreys	3,100	4,400	
Chippewa	7,200	9,400	San Jac	8,900	11,000	Norman	2,300	3,200	Issaquena	600	7,400	
Clare	3,200	4,000	Schoolcraft	1,900	2,400	Olmsted	13,400	16,200	Itawamba	2,200	4,400	
Clinton	9,400	10,000	Shiawassee	15,700	17,200	Otter Tail	9,800	13,300	Jackson	10,900	14,400	
Crawford	1,000	1,300	Tuscola	12,300	13,500	Pennington	2,700	3,400	Jasper	2,900	4,400	
Delta	8,200	9,800	Van Buren	16,200	17,100	Pine	4,600	5,100	Jefferson	1,500	4,400	
Di kinson	6,600	6,900	Washtenaw	41,800	44,000	Pipestone	3,700	3,900	Jeff Davis	2,100	3,400	
Eaton	13,800	15,100	Wayne	797,100	839,000	Palk	8,000	10,700	Janes	12,200	13,400	
Emmet	3,800	4,600	Wexford	5,000	5,600	Pope	2,300	3,400	Kemper	1,800	4,400	
Genesee	102,000	119,600	Total	2,171,700	2,389,900	Ramsey	118,000	124,200	Lafayette	2,600	7,400	
Gladwin	2,500	2,900	MINNESOTA		Aitkin	3,100	3,700	Lamar	2,000	3,400		
Gagebic	6,400	7,900	Anoka	16,000	19,900	Red Lake	1,000	1,300	Lauderdale	15,900	15,400	
Gr. Traverse	7,700	9,500	Becker	5,000	6,500	Redwood	5,500	6,300	Lawrence	1,600	4,400	
Gratiot	9,700	10,800	Belltrami	3,700	6,900	Renville	6,000	7,100	Leake	2,900	4,400	
Hillsdale	9,500	10,400	Benton	3,300	5,000	Rice	9,000	9,700	Lee	7,800	14,400	
Houghton	7,600	9,400	Big Stone	1,700	2,300	Rock	2,500	3,300	Leflare	7,200	11,400	
			Blue Earth	11,300	12,000	Raseau	2,400	3,800	Lincoln	4,500	6,400	
			Brown	7,300	8,100	St. Louis	66,300	71,800	Lowndes	5,400	18,400	
						Scott	4,700	5,400				
						Sherburne	2,400	3,100				

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TV Shows		Total Viewers		TV Shows		Total Viewers		TV Shows		Total Viewers	
Rank '66	Rank '65	Rank '66	Rank '65	Rank '66	Rank '65	Rank '66	Rank '65	Rank '66	Rank '66	Rank '65	Rank '66
MISSISSIPPI				MISSOURI							
Madison	4,700	4,700	Yankee	3,100	4,000	Cartoon	8,900	8,000	Grady	3,000	4,000
Martin	3,700	4,100	Yankee	3,700	3,700	California	3,900	4,300	Harlan	3,300	4,000
Murphy	3,700	3,800	Unsub	3,200	3,000	Canada	1,000	2,100	Henry	3,200	4,000
Murray	3,200	3,700	Wafford	1,200	2,000	Cape			Hobby	1,400	2,000
Murphy	1,800	3,300	Wanna	9,000	12,000	Caroline	10,000	11,700	Hull	3,100	3,000
Nash	1,400	4,000	Washington	12,000	21,000	Carol	3,000	4,600	Howard	3,700	3,000
Nash	3,000	3,100	Wayne	2,800	2,900	Carte	900	1,400	Howell	3,600	3,000
Nash	2,400	3,900	Webster	1,200	2,000	Cox	3,600	4,500	Ivan	1,300	2,000
Clubbart	3,300	2,900	W. Wilson	1,000	2,700	Coyle	2,600	3,200	Jedden	195,000	210,000
Parsons	4,000	7,000	W. Wilson	3,100	4,000	Cherish	3,300	4,100	Kepler	25,100	30,000
Paul Drive	4,000	5,700	Yankee	1,800	3,300	Clifton	3,800	3,700	Johnson	10,100	9,000
Paul	1,200	2,200	Yankee	3,200	3,100	Clark	2,400	2,600	Jones	7,200	6,000
Pike	3,700	9,000	Total	369,000	533,400	Cox	23,700	21,400	Kopp	3,000	3,000
Portland	2,700	4,000				Craw	3,000	2,300	Larkin	6,000	6,000
Portland	2,800	4,700				Cole	10,200	11,600	Lafayette	7,200	7,000
Quinn	3,900	5,000				Casper	4,000	4,600	Lawrence	4,700	4,000
Rubin	3,300	4,200	Aidar	3,200	4,400	Crawford	2,300	3,100	Levin	3,000	3,000
Swiff	2,900	5,000	Andrew	2,200	3,700	Dede	3,100	2,600	Lewis	6,100	6,000
Shapiro	1,700	2,300	Andrew	3,400	2,900	Dallas	2,300	2,700	Lin	4,700	4,000
Singer	2,100	3,300	Audrey	7,200	8,900	Davis	2,900	3,200	Litton	4,600	4,000
Smith	2,100	3,600	Barry	3,100	4,400	De Korb	2,100	3,300	Mulholland	3,600	3,000
Stone	1,000	1,600	Barker	3,000	2,800	Dorr	2,600	3,000	Mason	3,900	3,000
Tanderson	4,600	11,100	Bates	4,900	3,900	Douglas	2,200	2,700	Medson	3,300	3,000
Taylor	4,100	4,000	Baxter	2,300	2,700	Dublin	9,300	10,700	Myers	1,700	2,000
Tate	3,100	4,400	Erldinger	2,200	2,500	Feunite	10,600	12,200	Norton	9,300	9,000
Tappan	2,800	4,100	Basso	12,900	13,300	Guarande	3,300	4,100	Parson	1,600	2,000
			Burton	30,300	32,600	Gentry	2,700	3,100	Miller	3,000	3,000
			Butler	8,300	10,700	Greene	24,300	42,800	Missouri	4,200	4,000

TV Shows: TELEVISION MAGAZINE February, 1966 Sales Management Survey of Buying Power. Further reproduction not allowed.

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	TV Homes Sept. '60	Total Households Sept. '60		TV Homes Sept. '60	Total Households Sept. '60		TV Homes Sept. '60	Total Households Sept. '60		TV Homes Sept. '60	Total Households Sept. '60
Monteau	2,800	3,200	Fallon	500	1,100	Cheyenne	3,200	5,800	Seward	3,400	4,200
Monroe	2,800	3,000	Fergus	2,700	4,400	Clay	2,500	3,200	Sheridan	1,500	3,000
Montgomery	3,100	3,400	Flathead	7,800	10,400	Colfax	2,800	3,300	Sherman	1,200	1,600
Morgan	2,400	2,900	Gallatin	4,200	7,800	Cuming	3,200	3,800	Sioux	500	600
New Madrid	7,300	8,600	Garfield	300	600	Custer	3,800	5,500	Stanton	1,500	1,600
Newton	7,600	9,300	Glacier	1,900	3,000	Dakota	3,300	3,700	Thayer	2,400	3,100
Nodaway	6,000	7,300	Golden Valley	200	400	Dawes	1,300	2,800	Thomas	200	500
Oregon	1,700	2,900	Granite	600	1,000	Dawson	5,500	6,400	Thurston	2,100	2,200
Osage	2,400	3,000	Hill	2,700	5,600	Deuel	600	900	Valley	1,500	2,000
Ozark	1,600	2,500	Jefferson	500	1,000	Dixon	2,500	2,600	Washington	3,400	3,800
Pemiscott	9,900	10,400	Judith Basin	500	700	Dodge	9,400	10,100	Wayne	2,800	3,000
Perry	3,000	3,300	Lake	2,200	3,600	Douglas	97,800	104,800	Webster	2,000	2,300
Platts	11,100	12,700	Lewis & Clark	5,500	10,500	Dundy	800	1,000	Wheeler	200	300
Phelps	5,900	8,200	Liberty	300	500	Fillmore	2,400	3,500	York	4,000	4,600
Pike	5,200	5,900	Lincoln	2,200	3,500	Franklin	1,800	2,000	Total	374,900	446,300
Platte	5,900	7,200	McCone	600	1,000	Frontier	900	1,400			
Folk	4,000	4,600	Madison	1,000	1,800	Furnas	2,600	2,900	NEVADA		
Pulaski	3,600	9,200	Meagher	500	1,000	Gage	7,200	8,300	Churchill	1,000	1,900
Putnam	2,100	2,800	Mineral	500	900	Garden	600	1,300	Clark	36,300	48,600
Ralls	2,000	2,200	Missoula	10,400	15,000	Garfield	500	800	Douglas	400	500
Randolph	6,600	7,900	Musselshell	1,100	1,600	Gosper	600	700	Elko	2,400	4,300
Roy	4,800	5,400	Park	2,800	3,700	Grant	100	200	Esmeralda	100	200
Reynolds	1,000	1,500	Petroleum	200	300	Greeley	1,200	1,600	Eureka	200	200
Ripley	2,100	2,900	Phillips	800	2,000	Hall	11,100	12,200	Humboldt	800	1,400
St. Charles	10,400	12,000	Pondera	1,400	2,000	Hamilton	2,500	3,100	Lander	200	400
St. Clair	2,600	2,800	Powder River	400	800	Harlan	1,500	1,800	Lincoln	600	900
St. Francois	10,100	11,600	Powell	1,100	2,200	Hayes	300	500	Lyon	700	1,200
St. Louis	439,900	471,900	Prairie	400	700	Hitchcock	1,000	1,400	Mineral	1,400	1,900
St. Genevieve	2,700	3,100	Ravalli	2,200	4,000	Holt	2,200	4,100	Nye	600	900
Saline	6,700	7,900	Richland	1,600	2,900	Hooker	200	300	Ormsby	1,100	1,900
Schuyler	1,200	1,600	Roosevelt	1,800	3,100	Howard	1,600	2,300	Pershing	600	1,100
Scotland	2,100	2,400	Rosebud	1,000	2,000	Jefferson	3,700	4,100	Storey	100	200
Scott	7,700	8,600	Sanders	1,300	2,500	Johnson	1,700	2,000	Washoe	27,600	29,900
Shannon	1,000	1,600	Sheridan	1,100	1,800	Kearney	1,800	1,900	White Pine	2,500	3,600
Shelby	2,700	3,100	Silver Bow	19,300	20,800	Keith	1,700	2,500	Total	76,700	99,100
Stoddard	7,200	8,200	Stillwater	1,100	1,800	Keya Paha	200	400			
Stone	2,100	2,700	Sweet Grass	600	900	Kimball	900	2,000	NEW HAMPSHIRE		
Sullivan	2,600	3,300	Teton	1,500	2,300	Knox	3,100	4,100	Belknap	7,700	8,100
Taney	2,400	3,100	Toole	1,300	2,500	Lancaster	43,900	48,000	Carroll	4,600	4,900
Texas	3,600	5,700	Treasure	200	300	Lincoln	6,200	9,600	Cheshire	12,000	12,800
Yemen	5,500	6,200	Valley	1,600	4,200	Logan	200	400	Coos	9,600	10,400
Warren	2,100	2,400	Wheatland	600	900	Loup	300	300	Grafton	11,800	12,700
Washington	2,800	3,800	Wibaux	200	400	McPherson	100	100	Hillsborough	46,400	50,300
Wayne	2,000	2,400	Yellowstone	21,900	26,300	Madison	7,400	8,100	Merrimack	17,400	18,300
Webster	3,600	4,200	Total	145,500	216,900	Merrick	1,800	2,800	Rockingham	23,100	26,900
Worth	1,300	1,600	NEBRASKA			Morrill	1,500	2,200	Strafford	14,300	15,200
Wright	3,200	4,000	Adams	8,600	9,300	Nance	1,200	1,800	Sullivan	7,900	8,700
Total	1,225,400	1,382,200	Antelope	2,400	3,500	Nemaha	2,900	3,100	Total	154,800	168,300
			Arthur	100	200	Nuckolls	2,300	2,800			
MONTANA			Banner	300	500	Otoe	5,100	5,900	NEW JERSEY		
Beaverhead	1,500	2,700	Blaine	100	200	Pawnee	1,700	1,900	Atlantic	45,300	47,700
Big Horn	1,300	2,800	Boone	2,000	2,800	Perkins	800	1,100	Bergen	217,300	255,700
Caine	1,400	2,600	Box Butte	2,000	3,700	Phelps	3,000	3,300	Burlington	46,400	48,800
Cascade	500	700	Boyd	700	1,300	Pierce	1,900	2,600	Camden	101,100	111,200
Carbon	1,900	2,400	Brown	800	1,400	Platte	5,900	7,200	Cape May	13,800	15,700
Conner	300	800	Buffalo	7,000	8,400	Polk	2,300	2,600	Cumberland	30,300	31,900
Cascade	19,000	23,800	Burt	3,000	3,500	Red Willow	2,900	4,000	Essex	280,200	294,900
Chouteau	1,700	2,400	Butler	3,000	3,300	Richardson	4,000	4,600	Gloucester	34,600	39,400
Custer	2,000	4,000	Cass	5,200	5,900	Rock	500	800	Hudson	179,500	188,900
Daniels	400	1,000	Cedar	3,400	3,700	Saline	3,800	5,000	Hunterdon	13,900	15,000
DeWitt	1,900	3,400	Chase	800	1,300	Sarpy	6,700	8,100	Mercer	70,200	74,400
Golden Valley	3,200	6,500	Cherry	1,600	2,600	Saunders	5,200	5,700	Middlesex	97,800	109,100
						Scotts Bluff	7,500	10,600	Monmouth	92,100	96,900
									Morris	58,200	65,000

TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		
NEW JERSEY continued				Mora	800	1,300	Columbia	13,500	15,000	Oswego	23,100	24,000
Ocean	23,800	28,600	Otero	7,100	14,000	Cortland	11,600	12,200	Otsego	15,900	17,000	
Passaic	111,900	118,200	Quay	2,600	3,700	Delaware	12,300	13,900	Putnam	6,300	7,000	
Salem	16,600	17,500	Rio Arriba	3,700	6,100	Dutchess	42,200	46,500	Queens	531,200	581,000	
Somerset	33,800	37,500	Roosevelt	3,000	4,000	Erle	307,900	331,400	Rensselaer	41,500	44,000	
Sussex	11,300	12,100	Sandoval	1,700	2,100	Essex	8,900	11,200	Richmond	57,500	61,000	
Union	137,100	151,900	San Juan	6,900	17,700	Franklin	10,100	12,200	Rockland	28,900	34,000	
Warren	17,900	19,200	San Miguel	3,000	5,100	Fulton	15,700	16,500	St. Lawrence	25,400	34,000	
Total	1,633,000	1,779,600	Santa Fe	8,600	10,700	Genesee	14,300	15,800	Saratoga	23,700	25,000	
NEW MEXICO				Sierra	1,200	1,900	Greene	8,300	9,400	Schenectady	49,300	52,000
Bernalillo	64,500	75,500	Socorro	1,600	2,700	Hamilton	1,100	1,400	Schoharie	6,700	7,000	
Catron	300	700	Taos	2,000	3,300	Herkimer	18,500	19,900	Schuyler	3,900	4,000	
Chaves	13,300	16,700	Torrance	1,000	1,500	Jefferson	22,800	26,900	Seneca	6,600	8,000	
Colfax	1,800	3,400	Union	900	1,600	Kings	727,700	766,000	Steuben	25,100	29,000	
Curry	6,000	9,500	Valencia	4,200	7,900	Lewis	5,900	6,500	Suffolk	153,600	183,000	
De Baca	500	800	Total	185,100	258,300	Livingston	10,500	12,300	Sullivan	12,600	14,000	
Dona Ana	9,900	12,500	NEW YORK				Madison	14,100	15,600	Tioga	10,100	10,000
Eddy	11,400	14,000	Albany	84,100	88,800	Monroe	172,400	184,300	Tompkins	17,600	18,000	
Grant	3,800	4,600	Allegany	11,300	13,300	Montgomery	17,700	19,100	Ulster	31,800	35,000	
Guadalupe	1,000	1,500	Bronx	406,000	427,400	Nassau	375,100	445,400	Warren	12,400	13,000	
Harding	200	300	Broome	57,800	62,500	New York	541,700	570,200	Washington	13,000	13,000	
Hidalgo	1,000	1,300	Cattaraugus	23,600	25,200	Niagara	63,200	70,200	Wayne	16,800	20,000	
Lea	11,900	15,800	Cayuga	20,600	21,900	Oneida	68,800	72,600	Westchester	222,800	242,000	
Lincoln	1,400	2,100	Chautauqua	44,300	47,700	Onondaga	114,700	123,800	Wyoming	8,500	9,000	
Los Alamos	3,000	3,600	Chemung	28,200	30,800	Ontario	17,200	19,800	Yates	5,300	5,000	
Luna	2,200	3,200	Chenango	11,600	13,400	Orange	49,800	53,500	Total	4,726,000	5,149,000	
McKinley	4,400	9,200	Clinton	13,700	15,600	Orleans	9,300	10,400				

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WRGB puts your MESSAGE WHERE THE SALE BEGINS

Sales begin long before sales are made, and WRGB  is there at the outset in the homes  and on the minds of the people  who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin. Contact your NBC Spot Sales representative.

WRGB

CHANNEL 6
A General Electric Station
ALBANY-SCHENECTADY-TROY

TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60
NORTH CAROLINA											
Alamance	20,100	21,800	Moore	6,000	7,900	La Moure	1,600	2,100	Guernsey	10,700	11,600
Alexander	3,200	3,900	Nash	10,600	16,000	Logan	900	1,100	Hamilton	257,900	273,200
Alleghany	1,600	2,300	New Hanover	19,000	21,700	McHenry	1,900	2,600	Hancock	15,900	16,700
Anson	4,700	5,600	Northampton	4,700	5,800	McIntosh	1,300	1,800	Hardin	8,800	9,300
Ashe	3,800	5,000	Onslow	5,900	7,000	McKenzie	1,000	2,000	Harrison	5,400	5,900
Avery	2,200	3,000	Orange	7,900	9,700	McLean	3,400	4,800	Henry	6,600	7,100
Beaufort	8,500	8,900	Pamlico	1,700	2,800	Mercer	1,400	2,000	Highland	8,900	10,000
Bertie	4,500	5,100	Pasquotank	5,900	6,700	Morton	4,800	5,500	Hocking	5,500	5,800
Bladen	3,900	6,700	Pender	2,800	4,600	Mounttrail	1,300	2,800	Holmes	4,900	5,400
Brunswick	2,900	5,100	Perquimans	2,000	2,500	Nelson	1,500	1,700	Huron	12,800	13,800
Buncombe	28,600	36,900	Person	4,200	5,800	Oliver	300	500	Jackson	8,600	9,200
Burke	10,000	12,300	Pitt	13,700	15,000	Pembina	2,300	3,400	Jefferson	27,300	29,900
Cabarrus	16,400	17,800	Polk	2,700	3,100	Pierce	1,300	2,000	Knox	11,800	12,400
Caldwell	9,300	11,200	Randolph	12,400	14,700	Ramsey	2,000	3,200	Lake	36,400	41,500
Camden	1,100	1,200	Richmond	8,800	9,400	Ransom	1,700	2,100	Lawrence	14,500	15,800
Carteret	4,700	7,400	Robeson	15,100	18,000	Renville	1,000	1,200	Licking	24,300	27,500
Caswell	3,400	4,900	Rockingham	16,300	18,100	Richland	4,600	5,200	Logan	10,400	11,200
Catawba	17,200	19,100	Rowan	19,400	22,600	Rolette	1,400	2,300	Lorain	57,000	63,300
Chatham	4,500	6,600	Rutherford	9,800	10,800	Sargent	1,500	1,700	Lucas	139,200	146,800
Cherokee	2,300	4,200	Sampson	7,900	11,500	Sheridan	800	1,100	Madison	6,800	7,900
Chowan	2,000	3,200	Scotland	4,000	5,600	Sioux	500	600	Mahoning	78,700	83,400
Clay	700	2,300	Stanly	10,100	10,600	Slope	300	400	Marion	17,300	18,300
Cleveland	13,800	15,900	Stokes	4,000	5,100	Stark	2,400	4,400	Medina	15,200	16,000
Columbus	7,600	12,200	Surry	10,500	12,400	Steele	1,100	1,200	Meigs	6,400	7,000
Craven	12,600	15,100	Swain	1,100	2,300	Stutsman	5,500	7,000	Mercer	8,900	9,700
Cumberland	18,700	32,000	Transylvania	2,500	3,800	Towner	700	1,200	Miami	20,700	22,900
Currituck	1,400	1,900	Tyrrell	800	1,200	Troill	2,600	2,900	Monroe	3,900	4,700
Dare	900	1,400	Union	8,900	10,100	Walsh	3,100	4,600	Montgomery	154,700	163,600
Davidson	16,300	18,600	Vance	6,300	8,000	Ward	10,100	12,600	Morgan	3,300	4,300
Davie	3,300	4,100	Wake	34,700	41,700	Wells	1,800	2,700	Morrow	5,300	6,100
Duplin	6,500	9,900	Warren	3,200	4,400	Williams	5,100	8,900	Muskingum	22,300	24,300
Durham	26,500	30,200	Washington	2,100	3,000	Total	130,900	172,100	Noble	3,100	3,800
Edgecombe	10,300	12,100	Watauga	2,900	4,400				O'awa	10,300	11,300
Forsyth	45,400	50,600	Wayne	13,300	17,100				Paulding	4,700	5,800
Franklin	4,500	6,900	Wilkes	8,200	11,100	OHIO			Perry	7,200	7,900
Gaston	28,000	33,600	Wilson	11,100	15,000	Adams	6,200	6,800	Pickaway	8,100	9,000
Gates	1,800	2,400	Yadkin	4,700	6,200	Allen	29,800	31,500	Pike	7,200	8,600
Graham	1,000	1,700	Yancey	2,200	3,500	Ashland	11,200	11,800	Portage	21,000	24,700
Granville	5,200	6,900	Total	901,000	1,123,700	Ashtabula	28,100	30,200	Preble	9,200	9,900
Greene	2,700	3,600				Athens	11,800	13,100	Putnam	7,300	8,300
Guilford	55,300	62,500	NORTH DAKOTA			Auglaize	10,100	10,900	Richland	31,000	33,300
Halifax	9,800	13,800	Adams	700	1,300	Belmont	24,800	27,100	Ross	17,200	18,600
Harnett	8,300	13,000	Barnes	4,400	4,700	Brown	6,900	7,800	Sandusky	18,100	19,900
Haywood	7,400	10,700	Benson	1,500	2,200	Butler	51,100	55,000	Scioto	29,500	31,000
Henderson	6,900	9,400	Billings	300	400	Carroll	5,300	5,900	Seneca	16,400	17,300
Hertford	3,800	5,000	Bottineau	1,900	2,700	Champaign	8,700	9,200	Shelby	8,900	10,200
Hoke	2,100	3,200	Bowman	500	1,000	Clark	38,000	40,100	Stark	92,700	98,600
Hydre	1,000	1,400	Burke	1,200	1,800	Clermont	19,600	22,900	Summit	149,200	157,700
Iredell	13,400	15,100	Burleigh	7,900	9,500	Clinton	8,500	8,900	Trumbull	53,900	60,200
Jackson	2,900	4,400	Cass	18,500	20,400	Columbiana	31,000	33,400	Tuscarawas	22,200	24,100
Johnston	11,300	16,000	Cavalier	1,500	2,300	Coshocton	9,500	10,200	Union	6,300	7,600
Jones	1,600	2,600	Dickey	1,900	2,400	Crawford	13,400	14,400	Van Wert	9,100	10,300
Lincoln	4,800	7,000	Divide	700	1,400	Cuyahoga	470,900	504,600	Vinton	2,600	2,900
Lenoir	10,200	14,200	Dunn	1,100	1,400	Darke	12,700	14,300	Warren	16,000	16,900
Lenoir	5,600	6,500	Eddy	900	1,300	Defiance	8,400	9,400	Washington	13,900	16,100
McDowell	5,300	7,000	Emmons	1,600	2,000	Delaware	9,000	9,800	Wayne	18,500	20,400
Macon	2,600	4,300	Foster	1,000	1,500	Erie	18,700	21,700	Williams	9,100	10,100
Madison	2,700	4,600	Golden Valley	400	800	Fairfield	17,800	20,700	Wood	19,700	21,900
Martin	4,700	6,200	Grand Valley	400	800	Fayette	7,200	8,300	Wyandot	6,100	6,800
Mecklenburg	65,700	76,600	Grand Forks	10,800	13,400	Franklin	191,000	204,000	Total	2,725,000	2,943,200
Michie II	2,300	3,500	Grant	1,400	1,500	Fulton	8,100	9,400			
Montgomery	3,400	3,900	Griggs	1,100	1,400	Gallia	6,600	7,900			
			Hettinger	1,100	1,700	Geauga	9,600	11,000			
			Kidder	1,200	1,400	Greene	22,000	25,100			

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Just for the Little People.

MIZZ FRAN
FROM STORYLAND



THE STORYBOARD is Miss Fran's way of giving recognition to the junior artists who have sent in literally thousands of drawings.

MISS Fran and her sparkling puppet friends offer entertainment and educational guidance to a devoted and responsive audience daily. When the little people of the KWTV 54-County Community tune to Miss Fran and her puppet menagerie they find imaginative encouragement to be courteous, respectful, and considerate... qualities which make desirable citizens today... and tomorrow! An opinion poll of these "little people" would no doubt reflect TV-RADIO MIRROR'S selection of MISS FRAN FROM STORYLAND as "Best Children's Show Southern States."



KWTV
OKLAHOMA CITY

EDDIE BELL
General Manager
JACK DELIER
Sales Manager

The TOWN
with SAL
in Okla



CHANNEL
9

Miss Fran with puppets Bopper and Droopy, as seen daily, Monday through Friday, 7:50 to 8:15 AM.

KANSAS

OKLAHOMA

TEXAS

The personality that is Miss Fran can be measured: An average of 61 letters a day has been her mail count for the past two years.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

	TV Homes Sept. '60	Total Households Sept. '60		TV Homes Sept. '60	Total Households Sept. '60
OKLAHOMA			Pottawatomie	10,900	13,000
Adair	2,100	3,500	Pushmataha	1,400	2,700
Alfalfa	2,000	2,300	Roger Mills	1,100	1,500
Atoka	2,100	3,000	Rogers	4,200	5,800
Beaver	1,100	1,800	Seminole	8,300	8,700
Beckham	3,700	5,000	Sequoyah	2,700	4,800
Blaine	3,000	3,400	Stephens	9,400	11,400
Bryan	5,600	6,900	Texas	2,000	3,300
Caddo	6,200	7,100	Tillman	3,400	4,100
Canadian	5,900	6,600	Tulsa	99,600	112,100
Carter	10,400	13,700	Wagoner	2,900	4,500
Cherokee	2,500	4,700	Washington	10,900	13,200
Choctaw	2,100	3,800	Washita	3,100	3,800
Cimarron	600	1,100	Woods	2,600	3,200
Cleveland	9,400	12,000	Woodward	2,300	3,600
Coal	1,100	1,500	Total	562,300	681,400
Comanche	17,700	19,800	OREGON		
Cotton	2,000	2,500	Baker	4,100	6,200
Craig	3,300	4,500	Benton	8,500	12,100
Creek	11,000	11,600	Clackamas	30,100	37,300
Custer	3,900	5,200	Clatsop	7,700	8,900
Delaware	2,400	4,000	Columbia	5,000	6,500
Dewey	1,300	1,600	Coos	13,800	19,500
Ellis	1,400	2,200	Crook	1,500	2,700
Garfield	13,100	14,400	Curry	3,900	7,400
Garvin	7,500	8,200	Deschutes	4,100	6,600
Grady	8,300	9,100	Douglas	17,300	21,000
Grant	1,800	2,300	Gilliam	800	1,200
Greer	1,600	2,500	Grant	1,400	2,400
Harmon	1,100	1,700	Harney	1,100	1,900
Harper	900	1,400	Hood River	2,400	4,100
Haskell	1,600	2,800	Jackson	20,200	23,800
Hughes	3,100	4,000	Jefferson	1,800	2,900
Jackson	5,100	8,500	Josephine	8,300	10,300
Jefferson	2,000	2,300	Klamath	10,600	15,100
Johnston	1,700	2,500	Lake	1,200	2,300
Kay	13,300	15,500	Lane	45,300	48,300
Kingfisher	2,500	2,700	Lincoln	6,300	9,100
Kiowa	3,300	4,000	Linn	13,500	17,000
Latimer	1,200	1,800	Malheur	4,800	6,500
Le Flore	4,600	7,500	Marion	29,900	37,400
Lincoln	4,700	5,500	Morrow	900	1,300
Logan	4,400	5,400	Multnomah	178,600	197,100
Love	1,200	1,600	Polk	5,600	7,800
McClain	3,200	3,800	Sherman	500	700
McCurtain	3,500	6,500	Tillamook	4,800	6,200
McIntosh	2,300	3,600	Umatilla	10,500	14,600
Major	1,900	2,100	Union	3,600	5,600
Marshall	1,500	2,300	Wallowa	1,500	2,400
Mayes	3,800	5,900	Wasco	5,800	7,500
Murray	2,500	3,500	Washington	27,000	32,600
Muskogee	14,400	17,600	Wheeler	500	800
Noble	2,400	3,000	Yonhill	7,100	9,700
Nowato	2,900	3,300	Total	490,100	596,800
Okfuskee	2,800	3,300	PENNSYLVANIA		
Oklohoma	119,900	139,800	Adams	11,200	13,900
Okmulgee	9,100	10,300	Allegheny	447,100	470,600
Osage	8,700	9,200	Armstrong	21,000	22,800
Ottawa	7,100	8,300	Beaver	54,500	58,700
Pawnee	3,000	3,800	Bedford	10,000	12,300
Payne	9,900	11,100	Berks	74,400	80,600
Pittsburg	7,000	8,500			
Pontotoc	7,800	8,300			

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TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60	TV Homes Sept. '60		Total Households Sept. '60
PENNSYLVANIA continued											
Blair	35,900	37,800	Bristol	8,500	9,000	Brown	7,600	10,300	TENNESSEE		
Bradford	14,000	15,400	Kent	24,100	31,400	Brule	1,000	1,900	Anderson	12,400	
Bucks	81,600	109,600	Newport	17,300	19,800	Buffalo	300	400	Bedford	5,100	
Butler	26,400	30,300	Providence	163,900	172,500	Butte	1,200	2,800	Benton	1,600	
Cambria	52,000	54,700	Washington	14,900	16,900	Campbell	400	1,000	Bledsoe	1,300	
Cameron	1,400	1,900	Total	228,700	249,600	Charles Mix	2,800	4,000	Blount	15,000	
Carbon	13,800	15,200	SOUTH CAROLINA			Clark	1,700	2,200	Bradley	7,100	
Centre	15,100	18,800	Abbeville	4,300	5,300	Clay	2,800	3,300	Campbell	5,600	
Chester	49,100	55,800	Aiken	20,400	25,200	Codlington	4,400	5,800	Cannon	1,500	
Clarion	9,600	10,300	Allendale	2,300	4,600	Corson	700	1,400	Carroll	4,600	
Clearfield	20,500	21,900	Anderson	19,100	24,700	Custer	800	1,500	Carter	8,600	
Clinton	8,800	11,100	Bamberg	2,500	3,900	Davison	4,000	5,100	Cheatham	1,600	
Columbia	13,200	16,900	Barnwell	4,400	6,800	Day	2,400	3,000	Chester	1,500	
Crawford	20,900	22,500	Beaufort	5,300	8,600	Deuel	1,100	2,000	Claiborne	3,100	
Cumberland	29,300	36,400	Berkeley	5,600	7,600	Dewey	600	1,100	Clay	1,000	
Dauphin	60,700	67,000	Calhoun	2,200	3,100	Douglas	600	1,600	Cocke	3,200	
Delaware	145,100	167,400	Charleston	47,900	58,500	Edmunds	900	1,800	Coffee	6,400	
Elk	7,300	9,900	Cherokee	8,000	9,200	Fall River	2,000	3,500	Crockett	3,600	
Erie	65,600	69,000	Chester	6,500	8,000	Faulk	700	1,300	Cumberland	2,500	
Fayette	42,700	44,900	Chesterfield	6,000	7,700	Grant	2,000	3,100	Davidson	97,200	
Forest	800	1,400	Clarendon	4,500	7,200	Gregory	1,300	2,400	Decatur	1,200	
Franklin	19,800	24,000	Colleton	5,600	6,900	Haakon	300	800	De Kalb	1,900	
Fulton	2,000	2,800	Darlington	9,200	11,900	Hamlin	1,400	2,100	Dickson	3,600	
Greene	10,600	11,600	Dillon	5,000	6,800	Hand	1,100	1,900	Dyer	6,500	
Huntingdon	10,100	10,700	Dorchester	4,600	6,100	Hanson	900	1,000	Fayette	4,600	
Indiana	18,000	18,900	Edgefield	2,600	4,200	Harding	300	500	Fentress	1,800	
Jefferson	12,600	13,500	Fairfield	3,700	4,300	Hughes	2,200	3,400	Franklin	3,200	
Juniata	3,000	4,600	Florence	17,200	21,400	Hutchinson	2,500	3,300	Gibson	10,200	
Lackawanna	66,800	70,300	Georgetown	6,400	9,000	Hyde	500	600	Giles	3,800	
Lancaster	65,700	76,400	Greenville	48,400	57,800	Jackson	200	600	Grainger	1,600	
Lawrence	29,200	31,000	Greenwood	10,500	12,200	Jerauld	600	900	Greene	7,500	
Lebanon	23,100	24,900	Hampton	3,300	4,900	Jones	300	400	Grundy	1,800	
Lehigh	56,200	64,400	Horry	9,200	17,800	Kingsbury	2,200	2,900	Hamblen	4,900	
Luzerne	95,400	101,200	Jasper	2,000	2,900	Lake	2,400	3,200	Hamilton	63,900	
Lycoming	24,500	32,300	Kershaw	6,000	8,300	Lawrence	2,700	6,000	Hancock	1,000	
McKean	13,300	14,900	Lancaster	7,400	10,000	Lincoln	3,000	3,200	Hardeman	3,400	
Mercer	31,300	33,100	Laurens	7,900	10,700	Lyman	700	1,200	Hardin	2,600	
Mifflin	10,900	11,800	Lee	3,700	5,100	McCook	2,000	2,900	Hawkins	4,500	
Monroe	9,800	12,000	Lexington	10,200	16,000	McPherson	900	1,800	Haywood	4,600	
Montgomery	127,200	145,700	McCormick	1,600	2,000	Marshall	1,500	2,100	Henderson	2,200	
Montour	3,100	3,800	Marion	6,000	7,400	Meade	1,500	2,300	Henry	3,800	
Northampton	50,900	53,600	Marlboro	5,200	6,100	Mellette	400	600	Hickman	2,300	
Northumberland	25,300	32,900	Newberry	6,000	7,800	Miner	1,200	1,600	Houston	800	
Perry	4,900	6,900	Oconee	6,300	9,100	Minnehaha	25,800	27,200	Humphreys	2,100	
Philadelphia	589,700	620,700	Orangeburg	11,800	17,400	Moody	2,100	2,200	Jackson	1,600	
Pike	2,500	3,300	Pickens	7,200	11,500	Pennington	13,500	19,800	Jefferson	3,000	
Potter	3,400	4,700	Richland	39,300	43,400	Perkins	900	1,600	Johnson	1,800	
Schuylkill	47,700	50,200	Saluda	2,600	4,200	Potter	700	1,300	Knox	64,200	
Snyder	4,500	7,600	Spartanburg	34,700	42,800	Roberts	2,500	3,400	Lake	1,900	
Somerset	18,800	20,900	Sumter	11,000	14,800	Sonborn	900	1,500	Lauderdale	5,000	
Sullivan	1,300	1,700	Union	5,800	7,500	Shannon	600	1,500	Lawrence	4,200	
Susquehanna	7,500	8,600	Williamsburg	7,300	8,700	Spink	2,000	3,000	Lewis	1,100	
Tioga	9,000	10,600	York	17,100	20,500	Stanley	400	1,300	Lincoln	3,500	
Union	4,400	6,400	Total	463,700	599,900	Sully	400	800	Loudon	4,800	
Venango	15,200	18,500	SOUTH DAKOTA			Todd	500	1,600	McMinn	5,800	
Warren	10,100	10,600	Aurora	600	1,200	Tripp	1,600	2,700	McNairy	3,600	
Washington	58,300	61,400	Beadle	4,100	6,200	Turner	2,700	3,100	Macon	2,500	
Wayne	6,200	7,500	Bennett	500	800	Union	2,900	3,300	Madison	13,200	
Westmoreland	89,700	94,400	Bon Homme	1,900	2,200	Walworth	1,100	2,500	Marian	3,700	
Wyoming	4,100	4,700	Brookings	4,300	5,200	Washabaugh	100	200	Marshall	3,900	
York	61,700	71,100	TOTAL			Yankton	3,900	4,900	Maury	9,200	
Total	2,979,400	3,281,300				Ziebach	300	600	Meigs	800	
						Total	142,600	200,900	Monroe	4,300	

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If you are buying Television in Providence, Rhode Island,

keep these facts in mind: In daytime NSI* homes reached, WJAR-TV has more than *twice* as many quarter-hour firsts; in nighttime NSI* homes reached *three* times as many quarter-hour firsts as the second station! Furthermore, in NSI* homes reached, WJAR-TV carries 8 out of the top 10 network programs, 9 out of the top 10 syndicated programs! WJAR-TV · Channel 10 · Providence · NBC · ABC · Represented by Edward Petry & Co., Inc.

***Nielsen, August, 1960**

Daytime — Mon.-Fri. 8 A.M.-6 P.M.

Nighttime — Sun.-Sat. 6 P.M.-midnite

TV Homes Sept. '60		Total Households Sept. '60			TV Homes Sept. '60		Total Households Sept. '60			TV Homes Sept. '60		Total Households Sept. '60	
TENNESSEE continued													
Montgomery	10,100	13,000	Burnet	2,200	3,000	Gray	7,500	9,500	Lynn	2,300			
Moore	600	1,100	Caldwell	3,700	4,800	Grayson	21,100	26,100	McCulloch	2,000			
Morgan	1,800	2,600	Calhoun	2,100	5,100	Gregg	17,900	23,100	McLennan	38,500	4,000		
Obion	4,800	8,000	Callahan	1,600	2,400	Grimes	2,700	4,000	McMullen	300			
Overton	2,400	3,500	Cameron	30,500	42,700	Guadalupe	6,300	7,600	Madison	1,200			
Perry	800	1,500	Camp	1,700	2,800	Hale	9,000	10,200	Marion	1,800			
Pickett	600	1,100	Carson	1,600	2,000	Hall	1,800	1,900	Martin	1,100			
Polk	2,300	2,600	Cass	4,700	6,100	Hamilton	2,100	3,000	Mason	900			
Putnam	5,400	8,400	Castro	1,100	2,200	Hansford	1,000	1,100	Matagorda	5,500			
Rhea	2,500	4,400	Chambers	2,000	2,400	Hardeman	2,200	2,900	Maverick	2,000			
Roane	7,000	11,000	Cherokee	6,700	9,600	Hardin	4,000	6,800	Medina	3,900			
Robertson	6,100	7,500	Childress	1,900	2,800	Harris	342,500	380,700	Menard	700			
Rutherford	9,700	12,700	Clay	1,900	2,900	Harrison	10,500	14,300	Midland	15,500	2,000		
Scott	2,200	4,000	Cochran	1,300	1,400	Hartley	400	600	Milam	4,500			
Sequatchie	1,000	1,400	Coke	900	1,000	Haskell	2,700	3,000	Mills	1,100			
Sevier	3,300	6,400	Coleman	2,600	3,500	Hays	4,100	5,400	Mitchell	3,300			
Shelby	149,500	170,200	Collin	11,900	13,600	Hemphill	800	1,100	Montague	3,900	5,000		
Smith	2,500	2,800	Collinsworth	1,400	1,700	Henderson	3,500	7,100	Montgomery	5,900	1,000		
Stewart	1,400	2,000	Colorado	3,500	5,000	Hidalgo	35,600	49,600	Moore	5,000	5,000		
Sullivan	22,100	30,500	Comal	4,800	6,100	Hill	7,300	8,100	Morris	1,900	3,000		
Sumner	8,100	10,300	Comanche	2,400	3,600	Hockley	5,200	5,700	Motley	600	1,000		
Tipton	5,900	6,900	Concho	900	1,200	Hood	1,100	1,200	Nacogdoches	5,500	7,000		
Trousdale	900	1,200	Cooke	6,500	7,000	Hopkins	4,100	6,600	Navarro	9,400	3,000		
Unicoi	2,400	3,400	Coryell	3,400	5,700	Houston	3,400	5,500	Newton	1,600	2,000		
Union	1,100	2,300	Cottle	900	1,100	Howard	7,600	10,800	Nolan	4,700	6,000		
Van Buren	600	700	Crane	1,100	1,700	Hudspeth	700	900	Nueces	58,600	0,000		
Warren	4,200	6,600	Crockett	700	1,100	Hunt	11,300	12,600	Ochiltree	1,300	2,000		
Washington	13,400	16,200	Crosby	2,100	3,100	Hutchinson	9,900	10,400	Oldham	300	1,000		
Wayne	1,700	2,800	Culberson	400	600	Irion	300	300	Orange	14,300	8,000		
Weakley	4,000	7,200	Dallam	2,000	2,100	Jack	1,600	1,900	Palo Pinto	5,900	6,000		
White	2,200	3,800	Dallas	262,500	295,500	Jackson	2,700	4,100	Panola	2,500	4,000		
Williamson	5,000	6,400	Dawson	4,600	4,800	Jasper	3,600	5,400	Parker	6,400	7,000		
Wilson	5,800	8,000	Deaf Smith	2,700	4,200	Jeff Davis	300	300	Parmer	1,400	2,000		
Total	755,800	963,900	Delta	1,200	1,700	Jefferson	61,700	75,300	Pecos	1,600	2,000		
			Denton	11,300	15,300	Jim Hogg	700	1,200	Polk	2,800	4,000		
			De Witt	4,600	6,100	Jim Wells	5,500	7,600	Potter	39,000	4,000		
			Dickens	1,200	1,600	Johnson	10,200	11,700	Presidio	800	1,000		
			Dimmit	1,500	1,900	Jones	4,900	5,800	Rains	500	1,000		
			Donley	1,200	1,700	Karnes	2,900	3,900	Randall	6,200	10,000		
			Duval	2,300	2,600	Kaufman	6,200	7,400	Reagan	700	1,000		
			Eastland	4,700	6,200	Kendall	1,400	1,700	Real	500	1,000		
			Ector	20,200	30,300	Kenedy	100	100	Red River	3,300	5,000		
			Edwards	500	600	Kent	300	400	Reeves	3,200	5,000		
			Ellis	11,000	12,600	Kerr	2,900	4,400	Refugio	1,700	2,000		
			El Paso	70,500	91,600	Kimble	800	1,300	Roberts	200	1,000		
			Erath	3,600	5,300	King	100	200	Robertson	3,400	4,000		
			Falls	4,800	6,300	Kinney	300	400	Rockwall	1,200	1,000		
			Fannin	5,200	7,400	Kleberg	4,800	7,400	Runnels	3,300	4,000		
			Fayette	4,100	6,200	Knox	1,900	2,300	Rusk	9,100	10,000		
			Fisher	2,000	2,200	Lamar	7,300	12,400	Sabine	1,200	1,000		
			Floyd	2,300	3,100	Lamb	5,100	7,100	San Augustine	1,100	1,000		
			Foard	800	900	Lampasas	2,300	3,400	San Jacinto	1,200	1,000		
			Fort Bend	7,600	9,600	La Salle	1,300	1,400	San Patricio	7,900	0,000		
			Franklin	900	1,400	Lavaca	4,000	5,400	San Saba	1,400	2,000		
			Freestone	2,400	4,300	Lee	1,700	2,400	Schleicher	400	1,000		
			Frio	2,300	3,000	Leon	1,800	3,300	Scurry	7,200	9,000		
			Gaines	1,800	3,100	Liberty	7,000	8,100	Shackelford	800	1,000		
			Galveston	34,300	37,700	Limestone	4,100	5,900	Shelby	3,200	4,000		
			Garza	1,500	1,800	Lipscomb	700	1,300	Sherman	600	1,000		
			Gillespie	2,100	3,300	Live Oak	1,300	2,000	Smith	19,200	4,000		
			Glasscock	200	200	Llano	1,000	1,800	Somervell	600	1,000		
			Goliad	1,000	1,500	Loving	100	100	Starr	1,900	3,000		
			Gonzales	4,300	5,500	Lubbock	42,300	53,000	Stephens	2,600	3,000		

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KCMC TV

TEXARKANA, Texas-Arkansas

**Reaching more homes in a
33 county area than ever before:**

**Dominating
the Audience
in Metropolitan
TEXARKANA**

62.1%

SHARE OF AUDIENCE

ARB Station Audience Index
August, 1960, 6 to 10:30 PM nightly

Able to receive ..97,800
Net weekly
audience71,000

ARB 1960 Coverage Study

**Primary ABC with
Unduplicated Programming
over a wide 4-State Area:**

Dominant KCMC-TV is now the only ABC
primary affiliate between Little Rock and
Dallas, and between Tulsa and New Orleans

dominate
the 4-State Corner
of the Southwest

with . . .

KCMC TV
CBS ABC
TEXARKANA, Texas-Arkansas

Maximum Power
Channel 6

WALTER M. WINDSOR, General Manager

Represented
Nationally By

VENARD, RINTOUL & McCONNELL, Inc.

Southwest—Clyde Melville Co.
Southeast—James S. Ayers Co.

TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60	
TEXAS continued											
Sterling	200	200	Wichita	31,400	36,600	Millard	1,600	1,700	Orleans	4,800	5,000
Stonewall	700	1,000	Wilbarger	4,700	5,300	Morgan	600	700	Rutland	11,300	11,500
Sutton	600	900	Willacy	4,400	5,300	Plute	200	200	Washington	10,900	11,000
Swisher	1,800	2,600	Williamson	8,600	10,700	Rich	300	300	Windham	6,400	6,500
Tarrant	165,000	185,900	Wilson	2,700	3,300	Salt Lake	105,200	113,900	Windsor	10,100	10,200
Taylor	21,200	27,000	Winkler	2,400	4,500	Son Juan	800	1,900	Total	91,900	101,000
Terrill	500	900	Wise	3,600	4,600	Sanpete	2,600	2,800			
Terry	3,900	5,200	Wood	3,500	5,000	Sevier	2,500	2,900			
Throckmorton	700	700	Yoakum	800	1,800	Summit	1,300	1,400			
Titus	3,200	5,200	Young	3,600	4,700	Tooele	5,000	5,300			
Tom Green	17,900	22,000	Zapata	600	800	Uintah	1,600	2,700			
Travis	50,600	60,900	Zavala	1,800	2,700	Utah	26,700	29,000			
Trinity	1,700	2,200	Total	2,323,800	2,868,000	Wasatch	1,100	1,300			
Tyler	2,100	2,800				Washington	1,500	3,000			
Upshur	3,400	4,900				Wayne	200	200			
Upton	1,200	1,700				Weber	30,500	32,100			
Uvalde	3,200	5,100				Total	222,100	250,800			
Val Verde	2,800	5,300									
Van Zandt	4,600	5,400									
Victoria	10,600	16,800									
Walker	3,300	4,300									
Waller	2,500	3,100									
Ward	3,300	4,400									
Washington	3,900	5,100									
Webb	10,300	16,500									
Wharton	8,100	10,800									
Wheeler	1,500	2,200									

TV Homes Sept. '60	Total Households Sept. '60
VIRGINIA	
Accomack	7,500
Albemarle	10,800
Alleghany	6,500
Amelia	1,300
Amherst	3,700
Appomattox	1,600
Arlington	72,500
Augusta	14,200
Bath	1,000
Bedford	5,700
Bland	1,000
Botetourt	3,500
Brunswick	2,900
Buchanan	5,400
Buckingham	1,800
Campbell	19,500
Caroline	2,400
Carroll	4,800
Charlotte	2,600
Charles City	800
Chesterfield	13,400
Clarke	1,600
Craig	700
Culpeper	2,800
Cumberland	1,200
Dickenson	3,300
Dinwiddie	13,200
Essex	1,300
Fairfax	55,600
Fauquier	5,000
Floyd	1,800
Fluvanna	1,400
Franklin	4,500
Frederick	9,000
Giles	4,200
Gloucester	2,600
Goochland	1,500
Grayson	3,900
Greene	1,000
Greensville	3,200
Halifax	8,200
Hanover	5,100
Henrico	89,600
Henry	11,500
Highland	600
Isle of Wight	2,800
James City	2,500
King & Queen	1,200
King George	1,400
King William	1,700
Lancaster	1,900
Lee	5,200

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



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TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60		TV Homes Sept. '60		Total Households Sept. '60	
Loudoun	5,300	6,200	Grays Harbor	15,300	18,500	Ohio	19,900	20,900	Milwaukee	299,400	321,800
Louisia	2,700	3,200	Island	4,000	6,100	Pendleton	1,200	2,200	Monroe	7,700	8,800
Lunenburg	2,400	3,100	Jefferson	2,000	2,200	Pleasants	1,000	1,600	Oconto	6,200	6,600
Madison	1,500	2,100	King	277,600	318,900	Pocahontas	1,600	2,900	Oneida	5,500	7,000
Mathews	1,500	2,000	Kitsap	25,000	27,100	Preston	5,300	6,300	Outagamie	25,000	27,500
Mecklenburg	6,300	7,300	Kittitas	4,400	6,100	Putnam	4,400	5,900	Ozaukee	8,800	10,200
Middlesex	1,700	1,800	Klickitat	3,000	4,100	Raleigh	16,800	21,300	Pepin	2,100	2,200
Montgomery	9,700	10,200	Lewis	12,300	14,000	Randolph	4,500	6,900	Pierce	5,600	6,800
Nansemond	9,200	10,600	Lincoln	2,900	3,000	Ritchie	1,500	3,400	Polk	7,100	7,800
Nelson	2,600	3,100	Mason	4,400	4,600	Roane	2,500	3,600	Portage	8,400	9,600
New Kent	900	1,100	Okanogan	6,100	9,000	Summers	2,800	4,400	Price	2,900	3,400
Newport News	48,400	52,200	Pacific	4,000	5,000	Taylor	3,000	4,300	Racine	37,400	41,000
Norfolk	133,500	153,200	Pend Oreille	1,900	2,300	Tucker	1,300	2,100	Richland	4,500	5,200
Northampton	3,500	4,800	Pierce	91,000	98,900	Tyler	2,100	2,700	Rock	31,900	34,800
Northumberland	2,000	2,400	San Juan	1,000	1,000	Upshur	3,000	5,000	Rusk	3,700	4,600
Nottoway	3,200	3,400	Skagit	13,300	16,500	Wayne	7,100	8,900	St. Croix	6,900	7,700
Orange	2,700	3,400	Skamania	1,400	1,500	Webster	2,400	3,800	Sauk	10,300	11,700
Page	3,100	4,000	Snohomish	44,900	50,000	Wetzel	4,100	4,700	Sawyer	2,400	3,000
Patrick	2,500	3,800	Spokane	87,700	97,400	Wirt	800	1,300	Shawano	8,500	9,300
Pittsylvania	22,900	28,900	Stevens	5,800	6,500	Wood	17,600	27,300	Sheboygan	26,200	27,600
Powhatan	1,000	1,100	Thurston	14,900	17,300	Wyoming	6,700	9,500	Taylor	3,900	4,700
Prince Edward	3,000	3,900	Wahkiakum	700	1,000	Total	410,100	508,600	Trempealeau	6,200	6,800
Prince George	10,500	15,300	Walla Walla	9,800	12,900	WISCONSIN			Vernon	6,100	7,100
Princess Anne	18,400	19,400	Whatcom	20,600	25,000	Adams	2,000	2,400	Vilas	2,200	2,500
Prince William	7,200	9,600	Whitman	7,300	8,800	Ashland	4,800	5,300	Walworth	14,700	16,500
Pulaski	6,600	7,500	Yakima	43,000	47,300	Barron	9,100	9,600	Washburn	2,700	2,900
Rappahannock	1,000	1,500	Total	808,900	940,500	Bayfield	3,000	3,300	Washington	11,300	12,500
Richmond	1,200	1,900	WEST VIRGINIA			Brown	30,500	33,900	Waukesha	36,400	41,200
Roanoke	39,800	44,300	Barbour	2,800	4,300	Buffalo	3,500	4,000	Waupaca	9,700	10,200
Rockbridge	5,100	7,700	Berkeley	6,700	8,300	Burnett	1,900	2,200	Wauwara	3,400	4,000
Rockingham	11,100	14,100	Boone	5,800	6,100	Calumet	4,600	4,800	Winnebago	29,000	33,000
Russell	4,100	5,800	Braxton	2,100	4,300	Chippewa	11,700	13,100	Wood	13,900	17,400
Scott	4,700	7,300	Brooke	6,200	7,200	Clark	7,700	9,400	Total	1,051,800	1,162,600
Shenandoah	4,500	6,000	Cabell	32,200	35,100	Columbia	10,300	11,800	WYOMING		
Smyth	5,100	7,000	Calhoun	1,300	2,000	Crawford	3,600	4,500	Albany	4,300	7,000
Southampton	4,700	6,300	Clay	2,300	3,300	Dane	55,400	62,500	Big Horn	2,100	3,200
Spotsylvania	5,700	7,500	Doddridge	1,200	1,900	Dodge	16,300	18,100	Campbell	600	1,700
Stofford	3,000	4,500	Fayette	15,900	18,000	Door	5,800	6,700	Carbon	3,400	5,400
Surry	1,300	1,500	Gilmer	1,000	1,900	Douglas	12,900	14,300	Converse	1,000	1,700
Sussex	2,300	2,700	Gront	1,300	2,200	Dunn	6,700	7,500	Crook	600	1,300
Tazewell	8,200	11,100	Greenbrier	7,000	9,100	Eau Claire	17,200	18,500	Fremont	3,400	7,300
Warren	3,700	4,000	Hampshire	1,800	3,300	Florence	800	800	Goshen	2,300	3,600
Washington	9,100	12,800	Hancock	9,400	10,400	Fond Du Lac	19,900	21,600	Hot Springs	1,000	1,800
Westmoreland	2,400	2,800	Hardy	1,300	2,300	Forest	1,400	1,700	Johnson	700	1,400
Wise	9,400	11,900	Harrison	14,800	21,300	Grant	10,900	13,000	Laramie	15,100	17,600
Wythe	4,000	5,300	Jackson	2,300	3,700	Green	6,600	7,500	Lincoln	1,400	2,400
York	4,300	6,100	Jefferson	3,800	4,300	Green Lake	3,800	4,700	Natrona	9,300	13,300
Total	878,700	1,058,600	Kanawha	63,900	69,500	Iowa	4,600	5,900	Niobrara	600	1,200
WASHINGTON			Lewis	2,700	4,800	Iron	2,200	2,300	Park	3,500	5,500
Adams	2,800	4,000	Lincoln	4,100	4,900	Jackson	3,800	4,100	Platte	1,400	2,400
Asotin	3,200	4,700	Logan	14,700	15,500	Jefferson	14,900	15,700	Sheridan	3,300	6,500
Benton	16,300	22,800	McDowell	16,100	17,600	Juneau	4,000	5,100	Sublette	400	1,000
Chelan	11,000	14,700	Marion	16,400	18,700	Kenosha	28,600	30,900	Sweetwater	3,600	5,300
Clallam	8,200	9,000	Marshall	8,100	10,800	Kewaunee	4,400	4,600	Teton	500	1,400
Clark	25,600	28,400	Mason	5,200	6,200	La Crosse	19,800	21,100	Uinta	1,100	1,900
Columbia	1,200	1,700	Mercer	15,600	19,800	Lafayette	4,300	4,500	Washakie	1,100	2,600
Cowlitz	15,400	18,900	Mineral	3,500	5,700	Langlade	5,200	5,800	Weston	1,100	2,400
Douglas	3,100	4,900	Mingo	9,200	10,000	Lincoln	5,700	6,400	Yellowstone Park	100	100
Ferry	900	1,100	Monongalia	13,800	15,000	Manitowoc	19,800	20,800	Total	61,800	98,000
Franklin	58,800	6,500	Monroe	2,000	3,000	Marathon	22,300	25,400	Total U.S.	45,890,100	52,901,000
Garfield	700	900	Morgan	1,300	2,300	Marquette	2,300	2,500			
Grant	11,200	17,900	Nicholas	4,500	6,800						

TV homes, © TELEVISION MAGAZINE, Families © 1960, Sales Management Survey of Buying Power; further reproduction not licensed.

WABC-TV

NEW YORK

WJIM-TV

LANSING

W-TEN

ALBANY-SCHENECTADY-TROY

KTTV

LOS ANGELES

WFBG-TV

ALTOONA-JOHNSTOWN

WMCT

MEMPHIS

WNBF-TV

BINGHAMTON

WDSU-TV

NEW ORLEANS

WHDH-TV

BOSTON

WOW-TV

OMAHA

WBKB

CHICAGO

WFIL-TV

PHILADELPHIA

WCPO-TV

CINCINNATI

WIIC

PITTSBURGH

WEWS

CLEVELAND

KGW-TV

PORTLAND

WBNS-TV

COLUMBUS

WPRO-TV

PROVIDENCE

KFJZ-TV

DALLAS-FT. WORTH

KGO-TV

SAN FRANCISCO

WXYZ-TV

DETROIT

KING-TV

SEATTLE-TACOMA

KFRE-TV

FRESNO

KTVI

ST. LOUIS

WNHC-TV

HARTFORD-NEW HAVEN

WFLA-TV

TAMPA-ST. PETERSBURG

26 ways to spell OPPORTUNITY

Each group of letters at the left presents a special opportunity to the advertiser...

...to build increasing volume in a major market through the prestige and selling-power of a leading station.

In representing these stations our entire personnel and nation-wide facilities are centered on this objective to supply advertisers and agencies with all the facts needed to take full advantage of these opportunities.

BLAIR-TV

Television's first exclusive national representative

TELEVISION MARKETS VS. METROPOLITAN MARKETS

Sept. 1960 data for TV homes, households; population, retail sales, E.B.I. (Jan. 1960)

THE concept of television coverage departs drastically from traditional definitions of retail markets or metropolitan county areas. The TV market is a unique development in sales and advertising. It generally includes several trading areas.

The difference between TV and metro areas can be dramatic, not only in small markets, but also in major market areas. For example, the coverage of the television stations in Cleveland includes over 750 million television homes outside of Cleveland proper. These homes represent more than \$3 million in retail sales and almost \$5.5 million in effective buying income that is not listed in the metropolitan area breakdowns for this market.

The extent of the difference between TV markets

and metropolitan areas is clearly illustrated in the following comparisons of the television markets as defined by TELEVISION MAGAZINE's research department and the metropolitan statistical areas reported in the 1960 *Sales Management's* "Survey of Buying Power."

Where no data appear in the metro-area column, the city was not large enough to be ranked on a metro-area basis. However, where there is an adjacent metropolitan area covered by the market, this information is reported by a footnote.

"DI" indicates that the data for the television market is inadequate. For intermixed markets, only VHF data are shown. A dagger (†) indicates UHF TV homes.

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Aberdeen, S.D.....	21.2	—	31.7	—	110.1	—	139,208	—	158,845	—
Abilene, Tex.....	69.7	21.2	89.9	27.0	303.2	89.6	360,973	132,257	491,112	154,455
Ada, Okla.....	82.2	—	103.1	—	361.7	—	335,680	—	455,444	—
Akron, Ohio.....	†70.1	—	157.7	—	515.0	—	667,985	—	1,060,030	—
Albany, Ga.....	130.6	13.2	212.0	17.1	831.0	58.2	698,725	78,816	950,504	91,199
Albany-Schenectady-Troy, N.Y.	418.8	198.6	452.8	210.8	1,466.5	668.6	1,857,986	861,600	2,890,066	1,422,216
Albuquerque, N.M.....	128.6	64.5	189.6	75.5	730.5	252.8	802,184	357,611	1,034,166	474,824
Alexandria, La.....	83.0	24.0	119.1	31.2	442.2	113.9	321,695	104,309	522,480	150,686
Alexandria, Minn.....	93.9	—	126.3	—	471.4	—	509,510	—	666,739	—
Altoona, Pa.....	270.1	35.9	308.8	37.8	1,110.4	130.4	1,195,112	140,777	1,745,515	213,910
Amarillo, Tex.....	108.6	45.2	140.7	53.4	465.6	159.1	664,366	240,795	900,064	324,568
Ames, Ia.....	288.4 ¹	—	328.7	—	1,057.6	—	1,379,124	—	1,853,201	—
Anderson, S.C.....	—	—	—	—	—	—	—	—	—	—
DI	—	—	—	—	—	—	—	—	—	—
Ardmore, Okla.....	28.1	—	37.3	—	130.8	—	113,333	—	168,280	—
Asheville, N.C.-Greenville-	—	—	—	—	—	—	—	—	—	—
Spartanburg, S.C.....	389.9 ²	111.7	500.2	137.5	1,976.2	507.0	1,589,608	529,068	2,424,555	727,917
Atlanta, Ga.....	528.5	248.5	636.1	287.3	2,336.4	974.7	2,462,265	1,369,724	3,467,875	1,849,800

1. See Des Moines, Ia.

2. Combined Standard Metropolitan Area shown.

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Augusta, Ga.....	177.1	59.5	240.6	69.2	944.3	246.9	672,736	205,819	1,068,872	389,000
Austin, Minn.....	144.3 ³	—	169.1	—	584.1	—	746,291	—	979,156	—
Austin, Tex.....	132.7	50.6	174.9	60.9	622.9	212.5	624,183	238,918	893,941	345,000
Bakersfield, Cal.....	178.5	77.2	195.9	84.1	647.2	277.7	965,143	418,351	1,236,538	565,000
Baltimore, Md.....	712.6	459.8	787.4	498.8	2,745.5	1,748.0	3,250,225	2,013,309	4,986,150	3,309,000
Bangor, Me.....	93.7	28.4	104.8	31.0	367.1	115.6	427,283	143,708	588,365	186,000
Baton Rouge, La.....	226.7	57.0	312.5	67.8	1,183.7	232.8	1,056,177	293,758	1,513,620	435,000
Bay City-Saginaw-Flint, Mich.....	402.0 ⁴	182.3	450.7	206.5	1,530.2	691.7	1,806,127	827,945	2,793,844	1,382,000
Beaumont-Port Arthur, Tex.....	142.8	76.0	188.8	93.6	654.3	315.5	682,042	354,989	1,024,009	547,000
Bellingham, Wash.....	47.1	20.6	57.6	25.0	176.4	74.6	202,380	93,063	291,969	123,000
Big Spring, Tex.....	18.5	—	24.7	—	86.4	—	93,774	—	156,347	—
Billings, Mont.....	54.3	21.9	82.1	26.3	262.4	78.8	354,153	125,932	456,939	143,000
Binghamton, N.Y.....	334.7	57.8	369.0	62.5	1,249.0	207.5	1,489,970	256,496	2,245,183	427,000
Birmingham, Ala.....	420.7	165.0	538.3	180.9	2,048.9	634.1	1,807,663	710,774	2,724,006	1,080,000
Bismarck, N.D.....	41.5	—	57.7	—	217.7	—	240,920	—	304,796	—
Bloomington, Ind.....	606.8 ⁵	—	672.0	—	2,142.5	—	2,585,384	—	4,038,641	—
Blue Field, W.Va.....	116.7	—	147.8	—	627.8	—	410,678	—	769,501	—
Boise, Ida.....	61.1	37.6	77.3	45.6	258.3	147.7	352,931	220,429	418,641	247,000
Boston, Mass.....	1,643.5	817.9	1,778.9	883.7	6,096.4	3,074.4	7,971,198	4,288,884	12,624,063	6,800,000
Bridgeport, Conn.....	—	—	—	—	—	—	—	—	—	—
Bristol, Va.-Johnson City, Tenn.....	169.8 ⁶	53.2	240.5	70.6	1,020.7	276.3	751,016	286,365	1,104,233	377,000
Bryan, Tex.....	41.1	—	58.8	—	215.1	—	191,067	—	258,757	—
Buffalo, N.Y.....	550.6	371.1	603.8	401.6	2,016.3	1,338.3	2,422,947	1,619,179	3,932,575	2,720,000
Burlington, Vt.....	183.8	16.8	209.8	18.7	762.3	70.5	961,164	100,310	1,251,843	113,000

3. See Rochester, Minn. or Mason City, Ia.
4. Combined Standard Metropolitan Area shown.
5. See Indianapolis, Ind.

6. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.

BRISTOL— JOHNSON CITY— KINGSPORT

Sales Hub for a
\$ Billion-Plus Market
Dominated by
WCYB-TV

The Tri-Cities sales complex is Tennessee's most active market area. Retail sales per household range from \$6,025 to \$9,434-\$2,400-\$5,800 above state average—swelled by dollars pouring into this sales center for a \$1.2 billion* income market.

Antenna 2,219 ft. above average surrounding terrain on 4,360 ft. mountain, low band channel (5) and an integrated antenna create a 37-county tv viewing area sold only by WCYB-TV. Within this market, WCYB-TV delivers twice as many average quarter-hour "homes reached" . . . reaches 132,000 tv families, 59% more net weekly circulation than the only other competitive station (ARB, 3/60).

Get all the facts on this rich southern market served "on a platter" call HEADLEY-REED or . . .

WCYB-TV

Channel 5 Bristol, Va.-Tenn.
NBC — ABC

*SRDS Consumer Market Data, July '60

THERE'S ONLY ONE

In every field,
there's one basic reference
source—
in broadcast advertising,
it's

TELEVISION MAGAZINE

The Management Magazine of Broadcast Advertising

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Market ((\$000)	Metro Area ((\$000)	Television Market ((\$000)	Metro Area ((\$000)
Butte, Mont.....	56.6 ⁷	22.5	83.9	27.3	256.9	79.2	315,144	87,352	441,852	142,714
Cadillac, Mich.....	96.6	—	116.2	—	411.5	—	461,954	—	583,452	—
Cape Girardeau, Mo.....	193.6	—	239.2	—	810.7	—	782,227	—	1,094,102	—
Carlsbad, N.M.....	11.4	—	14.0	—	47.3	—	59,958	—	90,778	—
Carthage-Watertown, N.Y.....	64.9 ⁸	22.8	80.0	26.9	280.9	88.2	350,615	121,916	473,698	160,721
Casper, Wyo.....	31.6	9.3	55.6	13.3	182.5	44.4	253,172	72,621	332,171	90,511
Cedar Rapids-Waterloo, Ia.....	297.5 ⁹	74.8	334.8	80.2	1,102.6	252.6	1,421,829	357,969	1,885,925	490,408
Champaign, Ill.....	315.9 ^{9a}	31.7	355.6	34.6	1,163.1	129.3	1,450,455	154,075	2,268,410	291,184
Charleston, S.C.....	138.9	47.9	189.3	58.5	776.5	210.5	561,490	192,576	782,621	276,520
Charleston-Huntington, W.Vo..	432.8 ¹⁰	131.9	534.6	144.6	2,106.3	522.9	1,615,457	586,503	2,719,940	854,135
Charlotte, N.C.....	636.9	65.7	767.8	76.6	2,997.3	275.3	2,867,014	385,812	4,005,680	491,540
Chattanooga, Tenn.....	194.1	73.7	255.6	84.9	971.1	290.7	864,277	364,898	1,180,878	442,603
Cheboygon, Mich.....	23.7	—	32.9	—	121.0	—	145,456	—	164,507	—
Cheyenne, Wyo.....	52.8	15.1	79.7	17.6	267.8	60.5	347,789	83,986	496,793	119,858
Chicago, Ill.....	2,166.1	1,753.9	2,362.2	1,907.6	7,626.2	6,117.9	10,873,449	8,986,057	18,050,388	15,128,425
Chico, Col.....	106.0	—	131.2	—	404.9	—	634,069	—	807,416	—
Cincinnati, Ohio.....	778.8	324.3	862.1	343.1	2,807.9	1,068.8	3,407,340	1,410,190	5,272,178	2,141,245
Clarksburg, W.Va.....	78.0	14.8	104.8	21.3	399.0	76.8	328,052	84,793	562,404	126,061
Cleveland, Ohio.....	1,275.9	507.3	1,375.3	546.1	4,575.5	1,785.5	5,831,989	2,495,210	9,521,657	4,144,597
Clovis, N.M.....	14.7	—	22.4	—	82.7	—	99,153	—	158,034	—
Colorado Springs-Pueblo, Colo.	92.9 ¹¹	62.7	114.7	71.5	397.3	242.1	451,376	292,342	678,106	438,602
Columbia-Jefferson City, Mo...	121.6	—	150.0	—	501.2	—	531,339	—	798,002	—
Columbia, S.C.....	177.2	49.5	231.8	59.4	989.5	248.3	728,849	238,747	1,017,392	332,601
Columbus, Ga.....	123.8	51.0	157.5	58.3	646.2	245.5	447,454	188,065	867,771	409,255

7. Standard Metropolitan Area listed as Butte-Anaconda.
8. Watertown only.
9. Combined Standard Metropolitan Area shown.

9a. Standard Metropolitan Area listed as Champaign-Urbana.
10. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.
11. Combined Standard Metropolitan Area shown.

Is this your MARKET BOOK?

If you're relying on route-list or departmental copies of TELEVISION MAGAZINE, now is the time to enter a subscription of your own and get your personal copy of the Market Book—FREE. Send us your order—start 12 full months of TELEVISION MAGAZINE for \$5.00.

Among Major Southern TV Markets . .

BRISTOL
JOHNSON CITY
KINGSPORT

is served

"on a platter"

A Tri-City Sales Complex . . . Hub of a 37-county tv market encompassing:

- Population—1,257,100
- Income—\$1,209,699,000
- Sales—\$850,594,000

SRDS Consumer Market Data, July '60

WCYB-TV Offers

Twice as many average quarter-hour "homes reached" . . . 59% more net weekly circulation (ARB, 3/60) than the other competing station. See our Ad under Tri-Cities, Tenn., and compare CPM.

NBC—ABC
WCYB-TV

Channel 5 Bristol, Va.-Tenn.
Represented by: Headley-Reed

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Columbus, Miss.....	48.9	—	82.1	—	326.2	—	223,883	—	319,610	—
Columbus, Ohio.....	542.8	191.0	589.2	204.0	1,956.2	668.2	2,316,912	917,770	3,644,885	1,486,000
Coos Bay, Ore.....	D.I.	—	—	—	—	—	—	—	—	—
Corpus Christi, Tex.....	92.5	58.6	119.6	70.2	443.7	250.0	425,277	253,998	651,561	397,000
Dallas-Ft. Worth, Tex.....	717.2 ¹²	471.9	852.6	534.6	2,754.7	1,678.3	3,476,183	2,391,171	4,559,583	3,109,000
Danville, Ill.....	†22.9	27.3	31.8	31.8	99.7	99.7	124,385	124,385	198,212	198,000
Davenport, Ia.-Rock Island, Ill..	321.0 ¹³	80.2	353.1	86.8	1,152.6	279.7	1,461,162	359,734	2,147,753	581,000
Dayton, Ohio.....	484.4	197.4	520.1	211.6	1,714.7	693.2	2,076,443	899,933	3,322,412	1,492,000
Daytona Beach-Orlando, Fla....	233.4 ¹⁴	104.8	342.6	147.1	1,047.2	425.8	1,342,114	618,300	1,653,013	740,000
Decatur, Ala.....	†31.4 ^{14a}	—	80.7	—	309.2	—	281,589	—	363,694	—
Decatur, Ill.....	†118.8	34.0	153.2	37.4	482.9	116.0	642,854	164,737	959,708	240,000
Denver, Colo.....	355.8	251.9	425.9	290.4	1,350.4	895.2	1,872,624	1,294,246	2,698,520	1,861,000
Des Moines, Ia.....	272.4	82.1	307.1	87.7	976.5	267.6	1,270,262	407,987	1,706,020	540,000
Detroit, Mich.....	1,590.5	1,077.5	1,733.8	1,169.6	5,849.2	3,963.5	7,122,061	4,908,635	12,365,804	8,611,000
Dickinson, N.D.....	15.0	—	24.9	—	92.6	—	99,910	—	142,596	—
Dorhan, Ala.....	71.8	—	121.1	—	484.3	—	357,413	—	509,035	—
Duluth, Minn.-Superior, Wis....	147.8	79.2	174.7	86.1	583.9	278.9	637,266	311,198	923,612	490,000
Durham-Raleigh, N.C.....	294.5 ¹⁵	61.2	388.6	71.9	1,639.2	282.0	1,399,494	326,813	1,994,275	450,000
Eau Claire, Wis.....	108.1	28.9	119.8	31.6	425.3	111.6	473,228	125,899	623,412	170,000
El Dorado, Ark.-Monroe, La....	158.8 ¹⁶	21.7	216.7	26.1	814.0	89.1	663,319	122,326	958,342	140,000
Elkhart-South Bend, Ind.....	†137.9 ¹⁷	97.8	164.6	105.1	532.0	344.1	654,421	432,436	1,066,607	740,000
El Paso, Tex.....	96.7	70.5	130.4	91.6	472.3	330.0	495,258	355,601	772,941	550,000
Erie, Pa.....	169.0	65.6	180.0	69.0	597.9	236.8	732,794	288,400	1,131,434	460,000
Eugene, Ore.....	98.4	45.3	117.9	48.3	374.2	151.8	436,155	196,893	667,854	270,000
Eureka, Cal.....	57.0	—	72.7	—	213.1	—	299,461	—	423,921	—
Evansville, Ind.-Henderson, Ky.	219.9 ^{17a}	62.3	263.0	66.9	876.7	214.8	856,761	239,493	1,313,102	300,000
Fairmont, W.Va.....	D.I.	—	—	—	—	—	—	—	—	—
Fargo, N.D.....	138.8	18.5	181.3	20.4	673.7	71.6	792,572	117,877	993,576	170,000
Flint-Saginaw-Bay City, Mich...	402.0 ¹⁸	182.3	450.7	206.5	1,530.2	691.7	1,806,127	827,945	2,793,844	1,320,000
Florence, Ala.....	†14.7 ¹⁹	16.2	28.9	28.9	109.0	109.0	94,503	94,503	146,667	150,000
Florence, S.C.....	158.6	—	217.0	—	962.0	—	666,485	—	913,083	—
Ft. Dodge, Ia.....	†27.2	—	45.7	—	153.2	—	196,606	—	263,454	—
Ft. Myers, Fla.....	11.5	—	19.4	—	59.5	—	97,698	—	92,680	—
Ft. Smith, Ark.....	52.0	17.4	73.2	18.6	268.2	66.4	274,672	100,110	335,732	110,000
Ft. Wayne, Ind.....	†179.6	66.9	222.3	72.4	713.7	229.2	884,044	330,750	1,303,174	490,000
Ft. Worth-Dallas, Tex.....	717.2 ²⁰	471.9	852.6	534.6	2,754.7	1,678.3	3,476,183	2,391,171	4,559,583	3,109,000
Fresno, Cal.....	224.3	95.1	252.0	109.1	826.1	350.9	1,235,931	540,526	1,523,937	690,000
Glendive, Mont.....	1.9	—	3.4	—	10.7	—	15,820	—	19,424	—
Goodland, Kan.....	10.4	—	17.6	—	58.8	—	90,499	—	110,637	—
Grand Forks, N.D.....	32.3 ²¹	18.8	43.5	24.1	163.0	86.8	189,235	111,530	251,487	110,000
Grand Junction, Colo.....	25.8	—	40.4	—	135.4	—	156,785	—	217,601	—
Grand Rapids, Mich.....	465.2	102.2	505.2	108.4	1,667.4	349.4	2,030,543	477,063	3,023,229	690,000
Great Bend-Hays, Kan.....	99.9	—	136.2	—	459.7	—	656,076	—	832,914	—
Great Falls, Mont.....	49.1	19.0	63.3	23.8	202.0	75.4	286,744	114,850	385,113	150,000
Green Bay, Wis.....	313.7	30.5	352.7	33.9	1,228.7	122.1	1,409,599	158,048	1,926,932	280,000
Greensboro-Winston-Salem, N.C.....	390.7 ²²	100.7	459.4	113.1	1,790.7	415.6	1,793,548	564,145	2,505,661	670,000
Greenville-Spartanburg, S.C.- Asheville N.C.....	389.9 ²³	111.7	500.2	137.5	1,976.2	507.0	1,589,608	529,068	2,424,555	770,000
Greenville-Washington, N.C....	174.0	—	232.7	—	1,029.9	—	782,013	—	1,140,590	—
Greenwood, Miss.....	56.5	—	92.4	—	359.7	—	233,888	—	350,764	—
Hannibal, Mo.-Quincy, Ill.....	169.8 ²⁴	20.0	192.8	21.0	603.5	66.1	710,649	83,453	1,015,196	190,000
Harlingen-Weslaco, Tex.....	73.1 ²⁵	66.1	101.7	92.3	421.8	379.5	308,085	281,314	438,253	380,000
Harrisburg, Ill.....	195.2	—	236.9	—	785.3	—	767,742	—	1,112,585	—

12. Combined Standard Metropolitan Area shown.

13. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.

14. Combined Standard Metropolitan Area shown.

14a. See Florence-Ala.

15. Combined Standard Metropolitan Area shown.

16. Standard Metropolitan Area listed as Monroe-West Manroe.

17. Combined Standard Metropolitan Area shown.

17a. Evansville only.

18. Combined Standard Metropolitan Area shown.

19. Standard Metropolitan Area listed as Florence-Sheffield-Tusculum-Shoals.

20. Combined Standard Metropolitan Area shown.

21. Standard Metropolitan Area listed as Grand Forks-East Grand Forks.

22. Standard Metropolitan Area listed as Greensboro-High Point-Tripleton-Salem.

23. Combined Standard Metropolitan Area shown.

24. Quincy only.

25. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Harrisburg, Pa.	†157.1	90.0	224.9	103.4	766.1	345.4	936,655	436,748	1,401,341	672,466
Harrisonburg, Va.	45.2	—	60.6	—	239.0	—	224,385	—	299,474	—
Hartford-New Britain, Conn.	636.1	179.1	682.6	194.7	2,315.8	660.1	3,134,856	948,516	5,433,531	1,671,563
Hastings, Neb.	97.8	—	122.1	—	389.5	—	465,681	—	612,202	—
Hattiesburg, Miss.	49.0	—	77.5	—	301.1	—	229,577	—	297,736	—
Henderson, Ky.-Evansville, Ind.	219.9 ^{25a}	62.3	263.0	66.9	876.7	214.8	856,761	239,493	1,313,102	380,985
Henderson-Las Vegas, Nev.	47.6 ²⁶	36.3	64.4	48.6	182.3	130.8	267,174	202,988	375,530	290,422
Holyoke-Springfield, Mass.	†314.9	128.7	365.3	136.5	1,248.6	472.3	1,698,867	641,813	2,937,568	1,015,329
Houston, Tex.	480.4	342.5	561.7	380.7	1,850.9	1,212.0	2,308,017	1,626,062	3,242,017	2,313,109
Huntington-Charleston, W.Va.	432.8 ²⁷	131.9	534.6	144.6	2,106.3	522.9	1,615,457	586,503	2,719,940	854,135
Hutchinson-Wichita, Kan.	277.0 ²⁸	123.7	334.9	134.6	1,043.7	393.5	1,519,146	537,798	2,064,211	763,992
Idaho Falls-Pocatello, Ida.	60.0	—	85.1	—	303.5	—	413,729	—	484,854	—
Indianapolis, Ind.	716.6	197.6	794.2	220.8	2,530.9	689.1	3,058,769	1,007,866	4,754,479	1,516,230
Jackson, Miss.	213.3	39.8	318.6	48.5	1,226.8	174.4	977,071	238,867	1,312,537	258,168
Jackson, Tenn.	55.7	—	78.8	—	289.6	—	237,097	—	336,474	—
Jacksonville, Fla.	270.9	120.7	353.7	132.9	1,266.4	451.5	1,413,050	579,459	1,834,263	788,027
Jefferson City-Columbia, Mo.	121.6	—	150.0	—	501.2	—	531,339	—	798,002	—
Johnson City, Tenn.-Bristol, Va.	169.8 ²⁹	53.2	240.5	70.6	1,020.7	276.3	751,016	286,365	1,104,233	371,732
Johnstown, Pa.	544.9	70.8	601.9	75.6	1,273.5	282.9	2,194,164	271,605	3,415,847	427,531
Joplin, Mo.-Pittsburg, Kan.	131.9 ³⁰	33.7	160.5	37.8	498.2	113.5	555,850	147,773	734,133	180,863
Kalamazoo, Mich.	603.4	46.8	657.4	49.8	2,149.3	162.5	2,637,385	221,728	3,919,006	322,008
Kansas City, Mo.	594.3	319.9	671.4	354.3	2,044.4	1,050.7	2,676,660	1,560,337	3,964,827	2,298,408
Kearney, Neb.	86.8	—	115.0	—	372.6	—	484,212	—	632,359	—
Klamath Falls, Ore.	13.4	—	19.7	—	62.4	—	97,497	—	121,431	—
Knoxville, Tenn.	208.4	91.6	297.8	101.3	1,194.1	373.8	857,402	381,335	1,348,368	565,919
LaCrosse, Wis.	117.1	19.8	134.4	21.1	471.5	73.2	521,287	95,630	709,382	128,797
Lafayette, La.	92.3	14.6	136.0	21.1	520.5	78.7	439,038	95,611	618,114	106,537
Lake Charles, La.	71.6	30.1	102.0	41.4	364.6	139.4	315,301	155,352	506,665	242,017
Lancaster, Pa.	517.9	65.7	601.1	76.4	2,083.5	267.5	2,437,653	349,750	3,736,266	552,078
Lansing, Mich.	370.4	86.0	411.9	91.2	1,373.7	303.7	1,633,395	399,455	2,618,967	615,846
Laredo, Tex.	10.3	10.3	16.5	16.5	72.0	72.0	59,051	59,051	68,631	68,631
Las Vegas-Henderson, Nev.	47.6 ³¹	36.3	64.4	48.6	182.3	130.8	267,174	202,988	375,530	290,422
Lawton, Okla.	88.7	17.7	108.6	19.8	392.6	79.7	446,244	80,104	637,072	127,008
Lebanon, Pa.	†105.2	23.1	128.3	24.9	432.3	86.9	547,467	110,719	826,461	153,995
Lexington, Ky.	†55.4	23.7	118.8	36.6	428.9	125.4	429,302	185,428	571,652	203,476
Lima, Ohio	†53.6	29.8	82.5	31.5	269.6	103.7	317,366	137,104	477,466	198,236
Lincoln, Neb.	173.1	43.9	206.9	48.0	657.7	148.5	783,399	198,192	1,090,494	297,382
Little Rock-Pine Bluff, Ark.	252.4 ³²	63.7	351.0	80.4	1,267.1	260.0	1,150,877	301,103	1,531,981	420,622
Los Angeles, Cal.	2,733.0 ³³	2,144.0	3,016.2	2,344.7	8,676.3	6,624.2	12,503,089	9,796,184	19,528,183	15,318,459
Louisville, Ky.	418.9	196.8	517.1	214.9	1,806.6	702.4	1,817,538	851,973	2,671,484	1,225,445
Lubbock, Tex.	105.3	42.3	135.8	53.0	470.8	175.5	617,207	247,559	849,920	325,913
Lufkin, Tex.	32.8	—	49.4	—	182.2	—	166,324	—	208,942	—
Lynchburg, Va.	127.5	23.2	157.0	28.4	624.0	111.1	564,377	119,360	840,075	152,450
Macon, Ga.	107.5	39.2	145.3	50.2	565.1	178.7	478,100	184,400	676,327	272,995
Madison, Wis.	226.4	55.4	255.0	62.5	863.1	216.5	1,044,784	281,040	1,514,842	442,458
Manchester, N.H.	133.4	46.4	145.2	50.3	489.1	168.2	659,753	239,939	893,412	328,193
Marquette, Mich.	51.1	—	61.2	—	214.0	—	232,709	—	298,003	—
Mason City, Ia.	149.3	15.9	173.7	16.9	594.4	53.3	771,239	78,985	1,016,653	98,328
Medford, Ore.	42.4	—	59.1	—	171.7	—	209,389	—	306,335	—
Memphis, Tenn.	461.0	149.5	600.4	170.2	2,246.3	590.0	1,987,014	758,755	2,747,300	1,015,759
Meridian, Miss.	89.2	15.9	136.1	19.5	530.3	66.5	392,859	71,746	539,295	81,146
Mesa-Phoenix, Ariz.	215.7 ³⁴	161.3	272.5	195.6	912.5	630.2	1,141,405	836,893	1,503,647	1,083,760
Miami, Fla.	517.6	268.0	553.7	303.6	1,603.8	915.1	2,543,625	1,504,984	3,156,825	1,923,074
Midland-Odessa, Tex.	82.9 ³⁵	35.7	121.9	51.7	397.7	153.6	534,819	235,262	768,154	327,530
Milwaukee, Wis.	625.9	335.8	681.2	363.0	2,263.9	1,202.0	2,810,669	1,541,318	4,395,782	2,487,983

25a. Evansville only.

26. Las Vegas only.

27. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.

28. Combined Standard Metropolitan Area shown.

29. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.

30. Joplin only.

31. Las Vegas only.

32. Standard Metropolitan Area listed as Little Rock-North Little Rock.

33. Standard Metropolitan Area listed as Los Angeles-Long Beach.

34. Phoenix only.

35. Combined Standard Metropolitan Area shown.

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Minneapolis-St. Paul, Minn.	725.6	400.7	814.0	431.6	2,788.5	1,410.2	3,592,786	2,038,970	4,934,221	2,878,000
Minot, N.D.	33.0	—	47.2	—	175.3	—	187,334	—	263,701	—
Missoula, Mont.	54.1	—	77.4	—	234.3	—	276,997	—	398,312	—
Mobile, Ala.	228.1	69.5	300.2	79.5	1,113.1	282.5	1,108,506	322,178	1,521,245	428,000
Monahans, Tex.	24.8	—	36.4	—	121.4	—	150,062	—	230,238	—
Monroe, La.-El Dorado, Ark.	158.8 ³⁶	21.7	216.7	26.1	814.0	89.1	663,319	112,326	958,342	141,000
Monterey-Salinas, Cal.	210.8	—	244.9	—	753.4	—	1,111,599	—	1,566,462	—
Montgomery, Ala.	150.0	40.8	212.6	47.0	843.8	165.5	656,746	204,006	1,003,462	265,000
Muncie, Ind.	20.5	32.5	34.9	34.9	110.0	110.0	128,826	128,826	210,004	210,000
Nashville, Tenn.	369.6	97.2	530.3	109.0	1,993.5	380.1	1,769,149	511,640	2,458,273	648,000
New Britain-Hartford, Conn.	636.1	179.1	682.6	194.7	2,315.8	660.1	3,134,856	948,516	5,433,531	1,675,000
New Haven, Conn.	940.2 ³⁷	177.0	1,034.4	186.7	3,478.3	627.6	4,736,175	866,985	8,183,079	1,519,000
New Orleans, La.	363.5	224.4	439.2	251.3	1,564.6	839.8	1,646,047	1,035,875	2,296,865	1,458,000
New York, N.Y.	4,992.2	3,044.5	5,434.5	3,312.8	17,710.6	10,628.4	23,934,885	14,388,296	42,040,826	25,522,000
Norfolk, Va.	297.7 ³⁸	204.6	350.2	230.9	1,310.5	812.7	1,198,045	812,440	1,999,129	1,460,000
North Platte, Neb.	19.9	—	29.3	—	98.6	—	133,779	—	175,841	—
Oak Hill, W. Va.	82.5	—	107.9	—	455.7	—	275,037	—	569,393	—
Oakland-San Francisco, Cal.	1,301.9	844.5	1,456.6	911.7	4,397.9	2,731.2	6,230,614	3,901,614	10,334,410	6,900,000
Odessa-Midland, Tex.	82.9 ³⁹	35.7	121.9	51.7	397.7	153.6	534,819	235,262	768,154	320,000
Oklahoma City, Okla.	312.6 ⁴⁰	142.4	370.9	166.2	1,221.5	520.2	1,429,116	676,006	2,003,705	950,000
Omaha, Neb.	314.9	126.3	349.2	136.0	1,129.3	444.3	1,411,921	588,036	2,010,448	850,000
Orlando-Daytona Beach, Fla.	233.4 ⁴¹	104.8	342.6	147.1	1,047.2	425.8	1,342,114	618,300	1,653,013	740,000
Ottumwa, Ia.	85.6	—	102.9	—	313.9	—	348,059	—	475,343	—
Paducah, Ky.	175.7	14.6	224.2	18.6	752.3	57.2	723,501	71,565	1,008,767	80,000
Panama City, Fla.	23.2	14.2	34.2	19.0	128.5	68.3	125,040	80,254	168,140	100,000
Parkersburg, W. Va.	18.9	17.6	43.4	27.3	141.3	89.2	146,304	91,301	216,985	140,000
Pensacola, Fla.	97.1	45.6	132.0	56.6	487.1	205.6	485,791	227,817	674,926	310,000
Peoria, Ill.	172.8	83.7	224.0	92.0	717.8	294.7	919,293	391,350	1,484,440	640,000
Philadelphia, Pa.	1,931.9	1,174.8	2,134.4	1,298.6	7,311.9	4,439.1	8,870,776	5,177,021	15,062,140	9,300,000
Phoenix-Mesa, Ariz.	215.7 ⁴²	161.3	272.5	195.6	912.5	630.2	1,141,405	836,893	1,503,647	1,080,000
Pine Bluff-Little Rock, Ark.	252.3 ⁴³	63.7	351.0	80.4	1,267.1	260.0	1,150,877	301,103	1,531,981	420,000
Pittsburg, Kan.-Joplin, Mo.	131.9 ⁴⁴	33.7	160.5	37.8	498.2	113.5	555,850	147,773	734,133	180,000
Pittsburgh, Pa.	1,160.1	649.6	1,254.5	685.1	4,428.5	2,381.5	4,849,013	2,775,277	7,980,493	4,660,000
Plattsburgh, N.Y.	103.6	—	124.2	—	463.5	—	573,628	—	749,444	—
Pocatello-Idaho Falls, Ida.	60.0	—	85.1	—	303.5	—	413,729	—	484,854	—
Poland Springs, Me.	317.3 ⁴⁵	—	348.4	—	1,234.2	—	1,533,549	—	2,088,462	—
Port Arthur-Beaumont, Tex.	142.8	76.0	188.8	93.6	654.3	315.5	682,042	354,989	1,024,009	570,000
Portland, Me.	223.4	47.3	245.0	51.6	844.7	175.6	1,063,102	254,486	1,466,233	320,000
Portland, Ore.	459.9	261.3	545.2	295.4	1,656.8	864.7	2,071,092	1,129,234	3,026,358	1,660,000
Presque Isle, Me.	19.8	—	23.8	—	99.1	—	99,754	—	145,116	—
Providence, R.I.	796.9	196.5	865.4	212.9	2,934.6	715.9	3,498,479	868,135	6,011,603	1,310,000
Pueblo-Colorado Springs, Colo.	92.9 ⁴⁶	62.7	114.7	71.5	397.3	242.1	451,376	292,342	678,106	430,000
Quincy, Ill.-Hannibal, Mo.	169.8 ⁴⁷	20.0	192.8	21.0	603.5	66.1	710,649	83,453	1,015,196	170,000
Raleigh-Durham, N.C.	294.5 ⁴⁸	61.2	388.6	71.9	1,639.2	282.0	1,399,494	326,813	1,994,275	430,000
Rapid City, S.D.	33.0	13.5	58.2	19.8	195.8	58.1	251,253	92,791	306,929	120,000
Redding, Cal.	69.7	—	89.7	—	269.9	—	428,675	—	543,480	—
Reno, Nev.	40.0	27.6	48.9	29.9	148.5	84.6	250,996	148,341	332,929	270,000
Richmond, Va.	265.8	103.0	325.8	115.3	1,290.3	416.3	1,326,337	591,774	1,834,627	740,000
Riverton, Wyo.	6.5	—	12.3	—	41.4	—	50,447	—	67,198	—
Roanoke, Va.	248.4	39.8	308.6	44.3	1,246.0	160.0	1,050,363	204,666	1,609,692	230,000
Rochester, Minn.	75.7	13.4	88.1	16.2	309.2	58.3	383,215	93,362	499,317	140,000
Rochester, N.Y.	326.6	172.4	359.3	184.3	1,188.9	585.0	1,496,672	760,439	2,390,251	1,300,000
Rockford, Ill.	197.8	56.5	220.1	63.4	706.2	196.2	956,136	280,945	1,429,899	430,000
Rock Island, Ill.-Davenport, Ia.	321.0 ⁴⁹	80.2	353.1	86.8	1,152.6	279.7	1,461,162	359,734	2,147,753	520,000
Rome-Utica, N.Y.	145.8	87.3	156.9	92.5	523.8	312.9	638,028	397,901	975,578	510,000
Roswell, N.M.	47.1	—	62.3	—	212.5	—	262,269	—	406,981	—

36. Standard Metropolitan Area listed as Monroe-West Monroe.

37. Standard Metropolitan Area listed as New Haven-Waterbury-Meriden.

38. Standard Metropolitan Area listed as Norfolk-Portsmouth.

39. Combined Standard Metropolitan Area shown.

40. Oklahoma City listing includes Enid, Okla.

41. Combined Standard Metropolitan Area shown.

42. Phoenix only.

43. Standard Metropolitan Area listed as Little Rock-North Little Rock.

44. Joplin only.

45. See Portland, Me.

46. Combined Standard Metropolitan Area shown.

47. Quincy only.

48. Combined Standard Metropolitan Area shown.

49. Standard Metropolitan Area listed as Davenport-Rock Island-Meriden.



THIS...

...IS THE DIFFERENCE BETWEEN
GOOD AND GREAT
MINNEAPOLIS, ST. PAUL TELEVISION

... IS THE FACE OF POPULARITY—THE
COMPOSITE FACE OF WCCO TELEVISION'S
PERSONALITIES WHO WON 5 OF 7 AWARDS
PRESENTED IN 1960 BY TWIN CITY AFTRA.

Represented by
PETERS, GRIFFIN, WOODWARD, INC.

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCC (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Sacramento-Stockton, Cal.....	426.7 ⁵⁰	200.1	493.8	230.9	1,535.4	705.5	2,336,772	1,067,948	3,257,161	1,576
St. Joseph, Mo.....	108.8	30.5	123.0	32.6	388.5	103.6	428,556	120,692	642,929	193
St. Louis, Mo.....	842.2	604.3	930.7	652.5	3,007.5	2,089.3	3,498,070	2,527,105	5,702,436	4,274
St. Paul-Minneapolis, Minn.....	725.6	400.7	814.0	431.6	2,788.5	1,410.2	3,592,786	2,038,970	4,934,221	2,878
St. Petersburg-Tampa, Fla.....	307.9	206.0	403.6	252.2	1,187.1	717.5	1,718,910	1,060,035	2,019,601	1,283
Saginaw-Flint-Bay City, Mich....	402.0 ⁵¹	182.3	450.7	206.5	1,530.2	691.7	1,806,127	827,945	2,793,844	1,382
Salinas-Monterey, Cal.....	210.8	—	244.9	—	753.4	—	1,111,599	—	1,566,462	—
Salisbury, Md.....	†33.1	—	49.3	—	162.0	—	246,110	—	268,460	—
Salt Lake City, Utah.....	251.3 ⁵²	131.9	289.9	142.9	1,022.2	490.2	1,195,870	606,729	1,714,013	852
San Angelo, Tex.....	31.0	17.9	39.1	22.0	136.4	74.1	156,045	86,025	222,212	126
San Antonio, Tex.....	311.0	159.8	387.5	184.4	1,398.1	660.1	1,455,410	721,421	1,996,308	986
San Diego, Cal.....	283.5	283.5	310.6	310.6	983.6	983.6	1,283,812	1,283,812	2,106,045	2,102
San Francisco-Oakland, Cal....	1,301.9	844.5	1,456.6	911.7	4,397.9	2,731.2	6,230,614	3,901,614	10,334,410	6,902
San Jose, Cal.....	243.9	163.0	297.4	207.3	889.2	613.0	1,222,305	858,645	1,914,199	1,302
Santa Barbara, Cal.....	59.6	42.0	74.4	49.7	218.6	146.2	356,735	243,501	471,843	324
Savannah, Ga.....	98.4	46.7	136.1	54.7	511.4	183.1	465,916	204,683	624,278	291
Schenectady-Troy-Albany, N.Y.	418.8	198.6	452.8	210.8	1,466.5	668.6	1,857,986	861,600	2,890,066	1,421
Scranton-Wilkes-Barre, Pa.....	†276.6 ⁵³	162.2	306.9	171.5	1,092.0	612.6	1,175,228	656,072	1,734,618	992
Seattle-Tacoma, Wash.....	556.3 ⁵⁴	413.5	636.6	467.8	1,918.4	1,400.1	2,565,168	1,965,910	3,807,109	2,891
Sedalia, Mo.....	27.0	—	31.0	—	96.0	—	108,844	—	147,334	—
Shreveport, La.....	272.3	66.4	356.4	73.9	1,289.7	260.6	1,283,665	332,071	1,689,014	441
Sioux City, Ia.....	178.6	32.1	207.5	33.8	698.8	107.0	841,616	157,236	1,155,490	151
Sioux Falls, S.D.....	223.3	25.8	288.1	27.2	1,001.9	86.5	1,193,814	134,207	1,567,096	151
South Bend-Elkhart, Ind.....	†137.9 ⁵⁵	97.8	164.6	105.1	532.0	344.1	654,421	432,436	1,066,607	741

50. Combined Standard Metropolitan Area shown.

51. Combined Standard Metropolitan Area shown.

52. Includes metropolitan areas of Salt Lake and Provo, Utah.

53. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazleton.

54. Combined Standard Metropolitan Area shown.

55. Combined Standard Metropolitan Area shown.

ARB and NIELSON AGREE

You reach more homes in the rich fast-growing Tampa-St. Petersburg market with **WFLA-TV**

TAMPA - ST PETERSBURG



Any advertiser seeking sales in America's top markets—must include the Tampa-St. Petersburg Metropolitan Market—Florida's second and America's 28th retail market.

Check the facts—both surveys agree—you get more homes with WFLA-TV. Cash in. Make the one buy that best delivers Tampa-St. Petersburg—plus 26 big, busy West Coast and Central Florida counties—WFLA-TV. Get the facts. Write for new market booklet.

MARCH 1960 ARB			
STATION AVERAGE HOMES REACHED — FOUR-WEEK SUMMARY			
Monday thru Friday			
	SIGN ON TO NOON	NOON TO 6 P.M.	6 P.M. TO MIDNIGHT
WFLA-TV	28,100	25,400	70,200
STA. "B"	19,300	25,300	61,900
STA. "C"	1,300	7,800	22,200

MARCH 1960 — NIELSON				
Monday thru Friday				
	6-9 A.M.	9 A.M. - NOON	NOON - 3 P.M.	3-6 P.M.
WFLA-TV	14,500	28,600	36,800	35,800
STA. "B"	14,900	23,600	25,100	32,500
STA. "C"	—	—	6,100	8,500
Sunday thru Saturday				
	6-9 P.M.	9 P.M. - MID.		
WFLA-TV	69,500	51,700		
STA. "B"	77,100	53,900		
STA. "C"	20,100	22,700		

NATIONAL REPRESENTATIVES — BLAIR-TV

	TV HOMES (September 1960)		TOTAL HOUSEHOLDS (September 1960)		POPULATION (January 1960)		RETAIL SALES (January 1960)		EFFECTIVE BUYING INCOME (January 1960)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)	Television Market (\$000)	Metro Area (\$000)	Television Market (\$000)	Metro Area (\$000)
Spartanburg-Greenville, S.C.-										
Asheville, N.C.	389.9 ⁵⁶	111.7	500.2	137.5	1,976.2	507.0	1,589,608	529,068	2,424,555	727,917
Spokane, Wash.	262.1	87.7	340.2	97.4	1,073.1	291.1	1,338,220	379,688	1,997,490	578,498
Springfield, Ill.	†135.4	42.5	179.1	47.1	588.1	145.2	775,044	221,988	1,207,520	306,418
Springfield-Holyoke, Mass.	†314.9	128.7	365.3	136.5	1,248.6	472.3	1,698,867	641,813	2,937,568	1,015,329
Springfield, Mo.	111.0	38.5	138.5	42.8	450.4	127.5	488,955	176,871	619,373	223,113
Stuebenville, Ohio	332.9 ⁵⁷	42.9	381.5	47.5	1,351.1	171.4	1,315,552	174,215	2,223,848	314,468
Stockton-Sacramento, Cal.	426.7 ⁵⁸	200.1	493.8	230.9	1,535.4	705.5	2,336,772	1,067,948	3,257,161	1,576,621
Superior, Wis.-Duluth, Minn.	147.8	79.2	174.7	86.1	583.9	278.9	637,266	311,198	923,612	497,704
Sweetwater, Tex.	46.7 ⁵⁹	—	58.6	—	199.3	—	242,836	—	337,868	—
Syracuse, N.Y.	455.6	151.9	502.2	163.9	1,691.5	547.6	2,141,516	693,680	3,178,168	1,093,734
Tacoma-Seattle, Wash.	556.3⁶⁰	413.5	636.6	467.8	1,918.4	1,400.1	2,565,168	1,965,910	3,807,109	2,899,923
Tallahassee, Fla.-Thomasville, Ga.	123.0 ⁶¹	9.7	202.4	20.4	785.5	81.9	704,722	89,459	942,738	125,537
Tampa-St. Petersburg, Fla.	307.9	206.0	403.6	252.2	1,187.1	717.5	1,718,910	1,060,035	2,019,601	1,283,871
Temple-Waco, Tex.	122.5 ⁶²	108.4	160.8	120.9	569.7	422.0	552,326	486,337	788,424	757,884
Terre Haute, Ind.	192.3	32.5	212.3	34.6	670.4	106.9	767,720	144,805	1,164,892	201,195
Texarkana, Tex.	78.5	26.8	105.5	29.9	385.7	102.4	338,750	105,767	430,676	126,339
Thomasville, Ga.-Tallahassee, Fla.	123.0 ⁶³	9.7	202.4	20.4	785.5	81.9	704,722	89,459	942,738	125,537
Toledo, Ohio	414.2	139.2	450.3	146.8	1,471.6	474.7	1,759,359	615,617	2,885,647	1,105,190
Topeka, Kan.	114.7	41.0	143.7	45.4	465.7	136.5	564,170	182,658	805,345	269,726
Travis City, Mich.	44.6	—	53.4	—	185.7	—	222,672	—	253,872	—
Troy-Albany-Schenectady, N.Y.	418.8	198.6	452.8	210.8	1,466.5	668.6	1,857,986	861,600	2,890,066	1,422,216
Tucson, Ariz.	100.9	69.5	126.4	86.2	414.8	265.1	498,824	339,976	720,745	491,446
Tulsa, Okla.	322.3	110.6	393.6	123.7	1,311.9	381.0	1,421,871	492,491	2,014,162	726,875
Tupelo, Miss.	44.3	—	74.7	—	286.5	—	197,460	—	283,375	—
Twin Falls, Ida.	24.1	—	32.4	—	113.3	—	158,138	—	181,447	—
Tyler, Tex.	103.2	19.2	145.9	24.7	512.2	85.0	514,451	99,545	669,468	123,325
Utica-Rome, N.Y.	145.8	87.3	156.9	92.5	523.8	312.9	638,028	397,901	975,578	581,935
Valley City, N.D.	132.5⁶⁴	—	170.5	—	636.1	—	746,756	—	940,738	—
Waco-Temple, Tex.	122.5 ⁶⁵	108.4	160.8	120.9	569.7	422.0	552,326	486,337	788,424	757,884
Washington, D.C.	861.8	532.3	994.0	599.8	3,497.3	2,034.3	4,358,214	2,825,891	6,928,016	4,722,837
Washington-Greenville, N.C.	174.0	—	232.7	—	1,029.9	—	782,013	—	1,140,590	—
Waterbury, Conn.	—	—	—	—	—	—	—	—	—	—
Waterloo-Cedar Rapids, Ia.	297.5 ⁶⁶	74.8	334.8	80.2	1,102.6	252.6	1,421,829	357,969	1,885,925	490,408
Wausau, Wis.	116.6	22.3	136.2	25.4	485.4	92.1	536,596	94,514	691,432	137,305
Westaco-Harlingen, Tex.	73.1 ⁶⁷	66.1	101.7	92.3	421.8	379.5	308,085	281,314	438,253	398,297
West Palm Beach, Fla.	74.7	62.4	107.4	84.5	305.2	229.7	449,048	348,236	538,901	424,360
Wheeling, W.Va.	235.7	52.8	279.1	58.8	1,001.3	200.6	929,951	214,825	1,566,974	334,473
Wichita-Hutchinson, Kan.	292.0 ⁶⁸	123.7	357.4	134.6	1,122.7	393.5	1,519,146	537,798	2,064,211	763,992
Wichita Falls, Tex.	134.6	31.4	165.8	36.6	585.0	133.1	676,050	175,385	934,279	236,816
Wilkes-Barre-Scranton, Pa.	†276.6 ^{68a}	162.2	306.9	171.5	1,092.0	612.6	1,175,228	656,072	1,734,618	993,728
Williston, N.D.	18.0	—	33.0	—	111.5	—	135,758	—	176,866	—
Wilmington, N.C.	95.5	19.0	134.5	21.7	621.9	76.6	448,963	92,852	638,087	109,533
Winston-Salem-Greensboro, N.C.	390.7⁶⁹	100.7	459.4	113.1	1,790.7	415.6	1,793,548	564,145	2,505,661	697,598
Yakima, Wash.	†96.1	43.0	157.5	47.3	509.2	152.5	624,223	184,301	927,924	232,515
York, Pa.	†38.3	61.7	71.1	71.1	237.0	237.0	299,593	299,593	440,262	440,262
Youngstown, Ohio	†168.8	132.6	230.2	143.6	802.3	501.2	977,787	628,516	1,558,902	992,346
Yuma, Ariz.	26.3	—	34.1	—	119.9	—	184,080	—	211,423	—
Zanesville, Ohio	†11.4	22.3	24.3	24.3	80.0	80.0	90,817	90,817	135,499	135,499

56. Combined Standard Metropolitan Area shown.
57. Standard Metropolitan Area listed as Steubenville-Weirton.
58. Combined Standard Metropolitan Area shown.
59. See Abilene, Tex.
60. Combined Standard Metropolitan Area shown.
61. Tallahassee only.
62. Combined Standard Metropolitan Area shown.
63. Tallahassee only.

64. See Grand Forks.
65. Combined Standard Metropolitan Area shown.
66. Combined Metropolitan Area shown.
67. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.
68. Combined Standard Metropolitan Area shown.
68a. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazleton.
69. Standard Metropolitan Area listed as Greensboro-High Point-Winston Salem.

**Salk Praises
Approval Of
Proposition E**
Research Institute
Plans To Proceed
Following Site Vote

Where the ratings leave off...
community obligations often begin.

As Doctor Salk wrote
KFMB-TV: "This is
somewhat belated
but none-the-less
sincere note
the understanding
way in which you
... contributed
to the very decisive
outcome of the
issue."

UNIVERSITY OF PITTSBURGH
SCHOOL OF MEDICINE

6 July 1960

RESEARCH LABORATORY
at 300 North
Darragh Streets
Pittsburgh 13, Pennsylvania

Dear Mr. Whitney:

This is a somewhat belated, but none-the-less sincere note for the understanding way in which you and your associates, especially Mr. Harold Keene, contributed to the very decisive outcome of the issue before the people concerning the institute in which we are all so vitally interested.

I have long been aware of the great power of radio and television for good, of its value as a means of education, especially on the issues about which the people must be well informed so that they may act intelligently on their own behalf. We cannot escape the fact that the sense of value that prevails can be influenced by whatever reaches us in a way that then becomes a part of our understanding. To observe the way in which the people of San Diego have decided upon matters concerned with their educational institutions and other institutions for the advancement of knowledge, makes us feel a warm welcome.

I am not unmindful of your departure from customary practices whereby your own opinion, and that of your associates, was openly expressed, as well as reflected in the way in which this matter was communicated. We look forward to the realization of our plans at the earliest possible date that we may then go forward in ways that can be revealed only in time.

Sincerely,
Jonas E. Salk
Jonas E. Salk, M. D.

Mr. George Whitney
Vice President, KFMB
1405 Fifth Avenue
San Diego 1, California

In all ways
KFMB-TV
reaches and
moves MORE
people
to action.

KFMB-TV
SAN DIEGO

MEMBER OF SERVICE KFMB-TV CHANNEL 8 CBS SAN DIEGO, CALIF. • A TRANSCONTINENT STATION



WROC FM, WROC-TV, Rochester, New York • KERO-TV, Bakersfield, California •
WGR AM, WGR-FM, WGR-TV, Buffalo, New York • KFMB-AM, KFMB-FM,
KFMB TV, San Diego, California • WNEP-TV, Scranton-Wilkes-Barre, Penn. •
WDAF-TV, WDAF AM, Kansas City, Missouri

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

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SEPTEMBER

TELEVISION HOMES

Exclusive estimates computed by Television Magazine's Research Department for all markets. These estimates are updated each month from projections for each U.S. county

TV homes in each market are based on TELEVISION MAGAZINE's county-by-county projections of the "National Survey of Television Sets in U.S. Households" for March, 1958, plus various industry interim reports. The March, 1958 survey was prepared by the Advertising Research Foundation in cooperation with the Bureau of the Census and the A. C. Nielsen Company.

Penetration potential varies by sections of the country. Many areas in New England have achieved a saturation level above 90%. Other areas, for example sections of the South, have reached a rather lower plateau. Future increases from either level can be expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

In a number of markets, therefore, the TV homes count is at a temporary plateau even though the television penetration level is below the 95% ceiling established by TELEVISION MAGAZINE. These television markets will be held for an indefinite period of time.

The factor chiefly responsible for this situation is that penetration increases are often offset by current trends of population movement which for some regions have shown at least a temporary decline.

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas, but the available evidence shows that penetration drops off outside the metropolitan area itself and that 95% appears to be the most logical theoretical ceiling for the television 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 facilities refer to VHF only.

The coverage area of a television market is defined by TELEVISION MAGAZINE's research department. 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, and the number of stations in the service area must all be taken into consideration. The influence of these factors is reflected in the ARB 1960 Coverage Study and, in some cases, the regular reports of the various rating services. The ARB data in particular has become TELEVISION MAGAZINE's guide for estimating coverage and re-evaluating markets.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%. Normally, all the television homes in a county will be credited to a market if one-quarter of these homes view any one of the stations in the market at least one night a week. Therefore, based upon this definition, TELEVISION MAGAZINE reports maximum coverage for each television market, based upon a 25% weekly nighttime cut-off.

In some markets, it has been impossible to evaluate the available and sometimes contradictory data. These areas are being re-studied by this magazine's research department and new figures will be reported as soon as a sound estimate can be made.

In many regions, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no real substantial difference in television homes. Furthermore, the decision to combine markets is based upon 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, our research department is continuously re-examining markets and revising TV Homes figures accordingly. For a complete explanation of the various symbols used in this section, refer to the "footnote" key at the end of this report.

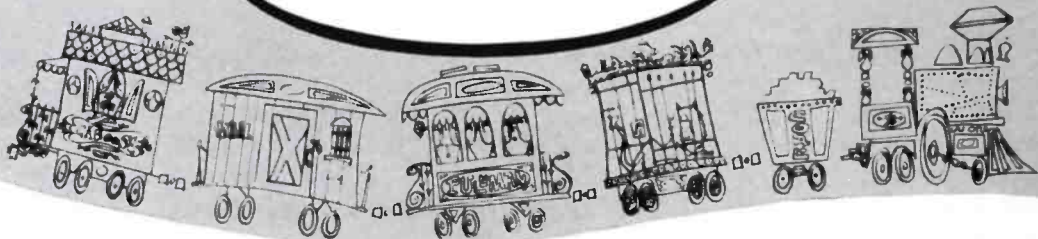
It's the
BIGGEST
45 MINUTES
IN
BUFFALO

MON. thru FRI.
5:15 - 6 P.M.
ON
WBEN-TV



Get
aboard
the

BIG MAC SHOW



Food, toys, candy, clothing — all youth-inspired items plus merchandise for adults get effective exposure in this new WBEN-TV late-afternoon entertainment package.

Youngsters revel in the kiddie acts, circus features and adventure segments. Adults enjoy the nostalgia of seeing big names of a bygone day.

From Warners' 2000-plus

get the facts
in our new

BIG MAC

brochure . . . from

HARRINGTON, RIGHTER & PARSONS
National Representatives

or write



library of famous featurettes, 210 are professionally integrated into daily programs of interesting variety.

THE BIG MAC SHOW can do a big job for you in Western New York. With back-to-school planning and holiday promotions coming up, *now's the time to make your move*. A good place is the BIG MAC Show on Ch. 4 — where your dollars always count for more.

WBEN-TV

The Buffalo Evening News Station



CH. **4**
CBS in Buffalo
Affiliated with WBEN Radio

TOTAL U.S. TV HOMES 45,890,100
 TOTAL U.S. HOUSEHOLDS 52,901,000
 U.S. TV PENETRATION 86.7%

Other published coverage figures, these are neither
 station nor network estimates. They are copyrighted and may
 not be reproduced without permission. Listed below are all
 commercial stations on the air.

Market & Stations—% Penetration	TV Homes
ABERDEEN, S. D.—67.0 KSDA-TV (N,C,A)	21,200
ABILENE, Tex.—78.0 KABC-TV (N)	69,700
ADA, Okla.—80.0 KATN (A,C,N)	82,200
AGANA, Guam KAGAN-TV (C,N,A)	††
AKRON, Ohio—45.0 KAKR-TV (A)	†70,100
ALBANY, Ga.—62.0 WLAB-TV (A,N)	130,600
ALBANY-SCHENECTADY-TROY, N. Y.—93.0 WATN (N, C); WAST (A); WRGB (N) WATN operates satellite WCDC, Adams, Mass.	*418,800
ALBUQUERQUE, N. M.—68.0 KQOA-TV (C); KOAT-TV (A); KOB-TV (N)	128,600
ALEXANDRIA, La.—70.0 KATB-TV (A,C,N)	83,000
ALEXANDRIA, Minn.—74.0 KXBT (N,A)	93,900
ALTOONA, Pa.—88.0 KTHG-TV (A,C)	270,100
AMARILLO, Tex.—77.0 KJDA-TV (C); KGNC-TV (N); KVII-TV (A)	108,600
AMES, Iowa—88.0 KJWA-TV (A)	288,400
ANCHORAGE, Alaska KATN-TV (A,N); KTVA (C)	††

Market & Stations—% Penetration	TV Homes
ANDERSON, S. C. WAIM-TV (A,C)	††
ARDMORE, Okla.—75.0 KXII (N)	28,100
ASHVILLE, N. C., GREENVILLE- SPARTANBURG, S. C.—78.0 WISE-TV (C,N); WLOS-TV (A) WFBC-TV (N); WSPA-TV (C)	389,900
ATLANTA, Ga.—83.0 WAGA-TV (C); WLVI (A); WSB-TV (N)	528,500
AUGUSTA, Ga.—74.0 WJBF-TV (A,N); WRDQ-TV (C)	177,100
AUSTIN, Minn.—85.0 KMMT (A)	144,300
AUSTIN, Tex.—76.0 KTBC-TV (A,C,N)	132,700
BAKERSFIELD, Cal.—91.0 KBAK-TV (C); KERO-TV (N); KLYD-TV (A)	178,500 †61,000
BALTIMORE, Md.—91.0 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	712,600
BANGOR, Me.—89.0 WYAB-TV (A,C); WLBZ-TV (N,A)	93,700
BATON ROUGE, La.—73.0 WAFB-TV (C,A); WBRZ-TV (A,N)	226,700
BAY CITY-SAGINAW-FLINT, Mich.—89.0 WNEM-TV (A,N); WKNX-TV (A,C); WJRT (A)	402,000 †61,100
BEAUMONT-PORT ARTHUR, Tex.—76.0 KFDX-TV (C,A); KPAC-TV (N,A)	142,800
BELLINGHAM, Wash.—82.0 KVOS-TV (C)	*47,100
BIG SPRING, Tex.—75.0 KEDY-TV (C)	18,500
BILLINGS, Mont.—66.0 KOOK-TV (A,C); KGHZ-TV (N)	54,300
BINGHAMTON, N. Y.—91.0 WNBZ-TV (A,C); WINR-TV (A,N,C)	334,700 †42,200
BIRMINGHAM, Ala.—78.0 WAPT-TV (A,N); WBRZ-TV (C)	420,700
BISMARCK, N. D.—72.0 KBMB-TV (A,C); KFYZ-TV (N,A) KFYZ-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.	*41,500
BLOOMINGTON, Ind.—90.0 WITV (See also Indianapolis, Ind.)	606,800
BLUEFIELD, W. Va.—79.0 WHIS-TV (N,A)	116,700
BOISE, Ida.—79.0 KBOI-TV (C); KTVB (A,N)	61,100
BOSTON, Mass.—92.0 WBZ-TV (N); WNAC-TV (C); WHDH-TV (A,C,N)	1,643,500
BRIDGEPORT, Conn. WICC-TV (A)	††
BRISTOL, Va.—JOHNSON CITY, Tenn.—71.0 WCYB-TV (A,N); WJHL-TV (A,C)	169,800
BRYAN, Tex.—70.0 KBTX-TV (A,C)	41,100
BUFFALO, N. Y.—91.0 WREN-TV (C); WGR-TV (N); WKBW-TV (A)	550,600
BURLINGTON, Vt.—88.0 WCAX-TV (C)	*183,800
BUTTE, Mont.—68.0 KXLF-TV (A,C,N) (Operates satellite KXLU-TV, Helena, Mont.)	*56,600
CADILLAC, Mich.—83.0 WWTV (A,C)	96,600
CAPE GIRARDEAU, Mo.—81.0 KFVS-TV (C)	193,600
CARLSBAD, N. M.—81.0 KAVE-TV (A,C)	11,400
CARTHAGE-WATERTOWN, N. Y.—81.0 WCNY-TV (A,C) (Includes CATV Homes)	*64,900
CASPER, Wyo.—57.0 KTWO-TV (A,N,C)	31,600
CEDAR RAPIDS-WATERLOO, Iowa—89.0 KCRG-TV (A); WMT-TV (C); RWVL-TV (N)	297,500
CHAMPAIGN, Ill.—89.0 WCIA (C); WCHU (N) †See Springfield listing	315,900
CHARLESTON, S. C.—73.0 WCSC-TV (C); WUSN-TV (A,N)	138,900
CHARLESTON-HUNTINGTON, W. Va.—81.0 WCHS-TV (A); WHTN-TV (C); WSAZ-TV (N)	432,800
CHARLOTTE, N. C.—83.0 WBTV (C); WSOC-TV (A,N)	636,900



WLOS-TV

King of the Carolina Triad!

FIRST . . . 9 a.m. to midnight
 WLOS-TV reigns supreme in the
 rich, six-state Carolina Triad!
 Every day of the week, from
 9 am to midnight, WLOS-TV
 delivers an average of 34,000
 homes per quarter-hour.* That's
 108.6% more than station "C"
 and 21.4% more than station
 "B"! So if you're looking for
 coverage, get the complete story
 from your PGW Colonel!

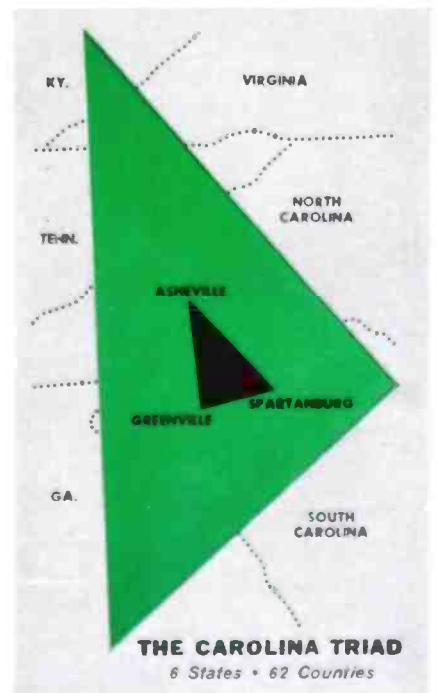
*March ARB.

WLOS-TV

Serving
GREENVILLE
ASHEVILLE
SPARTANBURG



A Wometco Enterprise



THE CAROLINA TRIAD
 6 States • 62 Counties

BRISTOL— JOHNSON CITY— KINGSPORT

Sales Hub for a
 \$ Billion-Plus Market
 Dominated by

WCYB-TV

The Tri-Cities sales complex is Tennes-
 see's most active market area. Retail
 sales per household range from \$6,025
 to \$9,434-\$2,400-\$5,800 above state
 average—swelled by dollars pouring into
 this sales center for a \$1.2 billion* in-
 come market.

Antenna 2,219 ft. above average sur-
 rounding terrain on 4,360 ft. mountain,
 low band channel (5) and an integrated
 antenna create a 37-county tv viewing
 area sold only by WCYB-TV. Within
 this market, WCYB-TV delivers twice as
 many average quarter-hour "homes
 reached" . . . reaches 132,000 tv fami-
 lies, 59% more net weekly circulation
 than the only other competitive station
 (ARB, 3/60).

Get all the facts on this rich southern
 market served "on a platter" call HEAD-
 LEY-REED or . . .

WCYB-TV

Channel 5 Bristol, Va.-Tenn.
 NBC — ABC

*SRDS Consumer Market Data, July '60

A dark, grainy black and white photograph of a room. In the background, a window with a grid pattern is visible. In the foreground, a bed with pillows and a blanket is partially visible. The overall atmosphere is somber and mysterious.

ARE OUR MORALS DISINTEGRATING?

Alarmists paint a frightening picture of today's moral climate. Others are more optimistic. Both viewpoints were frankly expressed recently by a panel of distinguished guests on CBS Owned WBBM-TV, where Chicagoans look for—and expect to see—high-quality, unflinching, provocative local programming.

People who value their time find far more worth watching on WBBM-TV. Which naturally is why time is so valuable on WBBM-TV, Chicago's top-rated television station for 63 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED

Market & Stations—% Penetration	TV Homes
CHATTANOOGA, Tenn.—76.0	194,100
WDFB-TV (A,C); WRGP-TV (N); WTVC (A)	
CHEBOYGAN, Mich.—72.0	23,700
WTCM-TV (N,A)	
CHEYENNE, Wyo.—66.0	**52,800
KTCB-TV (A,C,N)	
(Operates satellite KSTF Scottsbluff, Neb.)	
CHICAGO, Ill.—92.0	2,166,100
WBBM-TV (C); WKBK (A); WGN-TV; WNBQ (N)	
CHICO, Cal.—81.0	106,000
KHSL-TV (A,C)	
CINCINNATI, Ohio—90.0	778,800
WCPC-TV (A); WKRC-TV (C); WLW-TV (N)	
CLARKSBURG, W. Va.—74.0	78,000
WBOY-TV (A,C,N)	
CLEVELAND, Ohio—93.0	1,275,900
WEWS (A); KYW-TV (N); WJW-TV (C)	
CLOVIS, N.M.—66.0	14,700
KVEB-TV (C)	
COLORADO SPRINGS-PUEBLO, Colo.—81.0	92,900
KXTV (C); KRDO-TV (A); KCSJ-TV (N)	
COLUMBIA-JEFFERSON CITY, Mo.—81.0	121,600
KDMJ-TV (A,N); KRCC-TV (A,C)	
COLUMBIA, S.C.—76.0	177,200
WIS-TV (N); WNOK-TV† (C)	†32,200
COLUMBUS, Ga.—79.0	123,800
WTVM (A,N); WRBL-TV (C)	
COLUMBUS, Miss.—60.0	48,900
WCBT-TV (C,N,A)	
COLUMBUS, Ohio—92.0	542,800
WBNS-TV (C); WLW-TV (N); WTVN-TV (A)	
COOS BAY, Ore. (See Eugene, Ore.)	†††
KCBY-TV (N)	
CORPUS CHRISTI, Tex.—77.0	92,500
KISL-TV (N); KZTV (C,A)	
DALLAS-FORT WORTH, Tex.—84.0	717,200
KRD-TV (C); WFAA-TV (A); KFJZ-TV; WBAP-TV (N)	
DANVILLE, Ill.—72.0	†22,900
WICD-TV† (N)	
DAVENPORT, Iowa-ROCK ISLAND, Ill.—91.0	321,000
WOC-TV (N); WBBF-TV (A,C)	
DAYTON, Ohio—93.0	484,400
WHO-TV (C); WLW-D (A,N)	
DAYTONA BEACH-ORLANDO, Fla.—68.0	233,400
WESH-TV (N); WDBQ-TV (C); WLOF-TV (A)	
DECATUR, Ala.—39.0	†31,400
WMSL-TV† (C,N)	
DECATUR, Ill.—78.0	†118,800
WTVP (A)	
DENVER, Colo.—84.0	355,800
KBTU (A); KJZ-TV (C); KOA-TV (N); KTVR	
DES MOINES, Iowa—89.0	272,400
KHT-TV (C); WHO-TV (N)	
DETROIT, Mich.—92.0	*1,590,500
WJBK-TV (C); WWJ-TV (N); WXYZ (A)	
DICKINSON, N.D.—60.0	15,000
KDB-TV (C)	
ROTHAN, Ala.—59.0	71,800
WTUY (A,C)	
DULUTH, Minn.-SUPERIOR, Wis.—85.0	147,800
KDGL-TV (C); WDWM-TV (A,N)	
DURHAM-RALEIGH, N.C.—76.0	294,500
WTVD (A,C); WRAL-TV (N)	
EAU CLAIRE, Wis.—90.0	108,100
WEAU-TV (A,C,N)	
EL DORADO, Ark.-MONROE, La.—73.0	158,800
KVE (A,N); KNOE (A,C)	
ELKHART-SOUTH BEND, Ind.—84.0	†137,900
WSPV-TV (A); WSBT-TV† (C); WNDU-TV (N)	
EL PASO, Tex.—78.0	*101,400
KEP-TV (A); KRDD-TV (C); KTSM-TV (N)	
(Includes 4,700 television homes on military bases)	
ENID, Okla. (See Oklahoma City)	
ESPE, Pa.—96.0	*173,200
WCU-TV (A,N); WSEE-TV† (A,C)	†57,100
(Includes CATV Homes)	
EUGENE, Ore.—84.0	**98,400
KVAL-TV (N); KEZI-TV (A)	
(Operates satellite KPIC-TV, Roseburg, Ore.)	
EVANSTON, Ill.—78.0	57,000
KHNT-TV (A,C); KVIQ-TV (A,N)	
EVANSVILLE, Ind.-HENDERSON, Ky.—84.0	219,900
WHPT-TV† (N); WTVW (A); WEHT-TV† (C)	†124,200
FARBER, Alaska	††
KFAA-TV (A,N); KTVF (C)	
FARMINGTON, W. Va.	†††
WFSB-TV (A,C)	

Market & Stations—% Penetration	TV Homes
FARGO, N.D.—77.0	138,800
WDAY-TV (N); KXGO-TV (A)	
(See also Valley City, N.D.)	
FLINT-BAY CITY-SAGINAW, Mich.—89.0	402,000
WJRT (A); WNEM-TV (A,N); WKNC-TV† (A,C)	161,100
FLORENCE, Ala.—51.0	†14,700
WOWL-TV† (C,N,A)	
FLORENCE, S.C.—73.0	158,600
WBTW (A,C,N)	
FT. DODGE, Iowa—60.0	†27,200
KQTV† (N)	
FT. MYERS, Fla.—59.0	11,500
WINK-TV (A,C)	
FT. SMITH, Ark.—71.0	52,000
KFSA (C,N,A)	
FT. WAYNE, Ind.—81.0	†179,600
WANE-TV† (C); WKJG-TV† (N); WPTA-TV† (A)	
FT. WORTH-DALLAS, Tex.—84.0	717,200
KFJZ-TV; WBAP-TV (N); KRLD-TV (C); WFAA-TV (A)	
FRESNO, Cal.—89.0	224,300
KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (N)	†179,400
GLENVIEW, Mont.—56.0	1,900
KXGN-TV (C,A)	
GOODLAND, Kan.—59.0	10,400
KBLR-TV (C)	
GRAND FORKS, N.D.—74.0	32,300
KNOX-TV (N)	
GRAND JUNCTION, Colo.—64.0	**25,800
KREX-TV (A,C,N)	
(Operates satellite KREY-TV, Montrose, Colo.)	
GRAND RAPIDS, Mich.—92.0	465,200
WOOD-TV (A,N)	
(See also Kalamazoo)	
GREAT BEND, Kan.—73.0	**99,900
KCKT-TV (N)	
(KCKT-TV operates satellite KGID, Garden City, Kan. and KOMC-TV, McCook, Neb.)	
GREAT FALLS, Mont.—78.0	49,100
KFBB-TV (A,C,N); KRTV	
(Includes CATV Homes)	
GREEN BAY, Wis.—89.0	313,700
WBAY-TV (C); WFRV (N); WLUK-TV (A)	
GREENSBORO-WINSTON-SALEM, N.C.—85.0	390,700
WFMY-TV (A,C); WSIS-TV (N)	
GREENVILLE-SPARTANBURG, S.C.-ASHVILLE, N.C.—78.0	389,900
WFBC-TV (N); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,N)	††
GREENVILLE-WASHINGTON, N.C.—75.0	174,000
WNCT (A,C); WITN (N)	
GREENWOOD, Miss.—61.0	56,500
WABG-TV (C)	
HANNIBAL, Mo.-QUINCY, Ill.—88.0	169,800
KHQA-TV (C,A); WGMG-TV (A,N)	
HARLINGEN-WESLACO, Tex.—72.0	*73,100
KGBT-TV (A,C); KRGV-TV (A,N)	
HARRISBURG, Ill.—82.0	195,200
WSIL-TV (A)	
HARRISBURG, Pa.—70.0	†157,100
WHP-TV† (C); WTPA† (A)	
HARRISONBURG, Va.—75.0	45,200
WSVA-TV (A,C,N)	
HARTFORD-NEW BRITAIN, Conn.—93.0	636,100
WTIC-TV (C); WNBC† (N); WHCT†	†284,600
HASTINGS, Nebr.—80.0	97,800
KHAS-TV (N)	
HATTIESBURG, Miss.—63.0	49,000
WDAM-TV (A,N)	
HENDERSON, Ky.-EVANSVILLE, Ind.—84.0	219,900
WEHT-TV† (C); WFIE-TV† (N); WTVW (A)	†124,200
HENDERSON-LAS VEGAS, Nev.—74.0	47,600
KLRJ-TV (N); KLAS-TV (C); KSHO-TV (A)	
HOLYOKE-SPRINGFIELD, Mass.—86.0	**†314,900
WWLP† (N); WHY† (A,C)	
(WWLP operates satellite WRLP†, Greenfield, Mass.)	
HONOLULU, Hawaii	**149,000
KGMB-TV (C); KONA-TV (N); KHVH-TV (A)	
(Includes 14,600 television homes on military bases)	
(Satellites, KHBC-TV, Hilo, and KMAU-TV, Wailuku to KGMB-TV, KMVI-TV, Wailuku, and KHJK-TV, Hilo to KHVH-TV, KALA Wailuku to KONA-TV)	
HOUSTON, Tex.—86.0	480,400
KPRC-TV (N); KTRK-TV (A); KHOU-TV (C)	
HUNTINGTON-CHARLESTON, W. Va.—81.0	432,800
WHTN-TV (C); WSAZ-TV (N); WCHS-TV (A)	



The
"Doug Bug"
will bite you
if you don't
watch out!

They really dig "Doug" in Huntington-Charleston! He's the comical little character who keeps 'em laughing between takes, on "The Three Stooges" . . . weekdays from 5:00-6:00 P.M. on WHTN-TV.

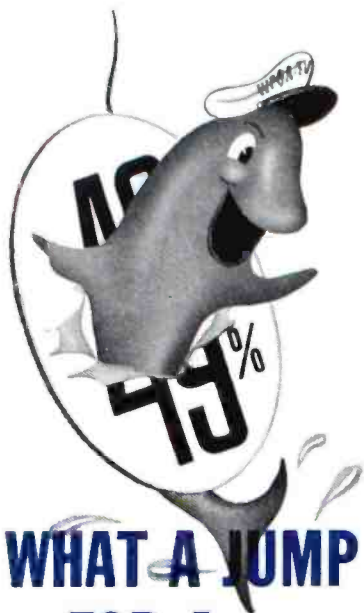
"Doug Bug"—mischievous puppet friend of host Bev Barton—is responsible for the greatest mail pull in the program's history.

Like to see what "Doug" can do for you? Call your Blair man. He'll tell you all about the 432,800 TV homes in Huntington-Charleston and the station that looks better all the time!



WHTN - TV
A COWLES OPERATION—CBS BASIC
HUNTINGTON · CHARLESTON!





WHAT A JUMP FOR A 3 YEAR OLD!

WFGA-TV reaches new heights with a 49% share of Jacksonville audience

The latest Nielsen for Jacksonville (March) shows WFGA-TV delivers a 49% metro share-of-audience 9:00 a.m. to midnight, Sunday through Saturday. And it's the same with every new rating—WFGA-TV keeps climbing, keeps capturing more viewers in this rich market!

If you want your message to pull sales in Jacksonville, see your PGW Colonel for full details on WFGA-TV!

WFGA-TV



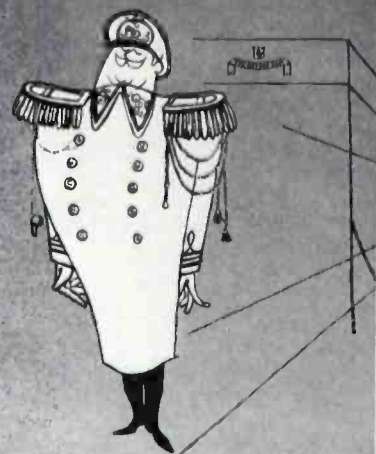
A Wometco Affiliate



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Market & Stations—% Penetration TV Homes

HUNTSVILLE, Ala.	†††
WAFG-TV†	
HUTCHINSON-WICHITA, Kan.—82.0	**292,000
KTVH (C); KAKE-TV (A); KARD-TV (N)	
(KTVC, Ensign, Kan. and KAYS-TV, Hays, Kan. satellites of KAKE-TV)	
IDAHO FALLS-POCATELLO, Ida.—71.0	60,000
KID-TV (A,C,N); KTLF (N)	
INDIANAPOLIS, Ind.—90.0	716,600
WFBM-TV (N); WISH-TV (C); WLWI (A)	
(See also Bloomington, Ind.)	
JACKSON, Miss.—67.0	213,300
WJTV (C); WLBT (A,N)	
JACKSON, Tenn.—71.0	55,700
WDXL-TV (A,C)	
JACKSONVILLE, Fla.—77.0	270,900
WJXT (C); WFGA-TV (N,A)	
JEFFERSON CITY-COLUMBIA, Mo.—81.0	121,600
KRCG-TV (A,C); KOMU-TV (A,N)	
JOHNSON CITY, Tenn.—BRISTOL, Va.—71.0	169,800
WJHL-TV (A,C); WCYB-TV (A,N)	
JOHNSTOWN, Pa.—91.0	544,900
WARD-TV† (A,C); WJAC-TV (N)	††
JOPLIN, Mo.—PITTSBURG, Kan.—82.0	131,900
KODE-TV (A,C); KOAM-TV (A,N)	
JUNEAU, Alaska	††
KINY-TV (C)	
KALAMAZOO, Mich.—92.0	603,400
WKZO-TV (A,C)	
(See also Grand Rapids)	
KANSAS CITY, Mo.—89.0	594,300
KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	
KEARNEY, Neb.—76.0	**86,800
KHOL-TV (C)	
(Operates satellite KHPL-TV, Hayes Center, Neb.)	
KLAMATH FALLS, Ore.—68.0	13,400
KOTI-TV (A,C,N)	
KNOXVILLE, Tenn.—70.0	208,400
WATE-TV (N); WBIR-TV (C); WTVK† (A)	†47,000
LA CROSSE, Wis.—87.0	117,100
WKBT (A,C,N)	
LAFAYETTE, La.—69.0	94,400
KIFY-TV (C)	
(Includes CATV Homes)	
LAKE CHARLES, La.—70.0	71,600
KPLC-TV (A,N); KTAG-TV† (C)	††
LANCASTER, Pa.	•517,900
WGAL-TV (C,N)	
LANSING, Mich.—90.0	370,400
WJIM-TV (C,A); WILX-TV (N) (Onondaga)	
LAREDO, Tex.—62.0	10,300
KGNS-TV (A,C,N)	
LA SALLE, Ill. (See Peoria, Ill.)	
LAS VEGAS-HENDERSON, Nev.—74.0	47,600
KLAS-TV (C); KSHO-TV (A); KIRJ-TV (N)	
LAWTON, Okla.—82.0	88,700
KSWO-TV (A)	
LEBANON, Pa.—82.0	†105,200
WLYH-TV† (A)	
LEXINGTON, Ky.—47.0	†55,400
WLFX-TV† (A,C,N); WKYT† (C)	
LIMA, Ohio—65.0	†53,600
WIMA-TV† (A,C,N)	
LINCOLN, Nebr.—84.0	173,100
KOLN-TV (A,C)	
LITTLE ROCK-PINE BLUFF, Ark.—72.0	252,400
KARK-TV (N); KTHV (C); KATV (A)	
LOS ANGELES, Calif.—91.0	2,733,300
KABC-TV (A); KCOP, KHJ-TV;	
KNXT (C); KRCA (N); KTLA; KTTV	
LOUISVILLE, Ky.—81.0	418,900
WAVE-TV (A,N); WHAS-TV (C)	



Pompous?

OH, NO SIR! PROUD!
Proud to be associated with New York's new, elegant Dryden-East. The decor is discreetly lavish. Rooms are extraordinarily large, luxuriously appointed.

Naturally, every room has individually controlled air conditioning, color television, FM radio, extension phone in bathroom, its own private cocktail bar. And may I venture to say, sir, the personalized service is unparalleled.

Welcome, sir—and madame—to



New

DRYDEN-EAST

Hotel

39th Street, just East of
Lexington Ave., New York 16

Tariff from \$15 to \$60 daily.

Several executive suites suitable for large companies as a year round city apartment.

Robert Sarason, General Manager



Discovered the **NEW Keystone Market . . . served BEST by the Keystone U's?** In the Harrisburg-Lebanon-Lancaster-York area the three Keystone U's can deliver more homes at lower cost-per-1000 than the VHF station in the market.* Buy the Keystone U's, now available as a group buy with one billing . . .

THE NEW KEYSTONE MARKET...



ABC · CBS · NBC

SERVED BEST BY THE KEYSTONE U's

Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."



*ARB, Harrisburg-Lebanon-Lancaster-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, Oxford 7-9737 or contact any of the following representatives: Bolling Co. for WHP-TV, Blair-TV Associates for WLYH-TV, Jack Masla & Co. for WSBA-TV.



In South Florida, the nation's fastest-growing area market, WTVJ—among all media—delivers the largest daily circulation! Only WTVJ will give your schedule complete coverage of this dynamic growth area. Obtain the facts of WTVJ's exclusive total coverage of South Florida from your PGW Colonel.

WTVJ



SOUTH FLORIDA PACES THE NATION! POPULATION GROWTH 1950-1960
(new U.S. Census Estimate)

THREE PRIMARY COUNTIES UP 122%
(Dade, Broward, Palm Beach)

12-COUNTY SOUTH FLA. MARKET UP 108.3%
Total Population 1,699,149

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

Market & Stations—% Penetration	TV Homes
LURBOCK, Tex.—78.0 KCBD-TV (A,N); KDOB-TV (C)	105,300
LUFKIN, Tex.—66.0 KTRE-TV (N,C,A)	32,800
LYNCHBURG, Va.—81.0 WLVA-TV (A)	127,500
MACON, Ga.—74.0 WMAZ-TV (A,C,N)	107,500
MADISON, Wis.—89.0 WISC-TV (C); WKOW-TV† (A); WMTV† (N)	226,400 †84,500
MANCHESTER, N.H.—92.0 WMUR-TV (A)	133,400
MARINETTE, Wis. (See Green Bay)	
MARQUETTE, Mich.—84.0 WUUC-TV (C,N,A)	51,100
MASON CITY, Iowa—86.0 KGIO-TV (C)	149,300
MAYAGUEZ, P.R. WORA-TV (C,A)	††
MEDFORD, Ore.—72.0 KBES-TV (A,C,N)	42,400
MEMPHIS, Tenn.—77.0 WHBQ-TV (A); WMCT (N); WREC-TV (C)	461,000
MERIDIAN, Miss.—66.0 WTOK-TV (A,C,N)	89,200
MESA-PHOENIX, Ariz.—79.0 KVAR (N); KTVK (A); KPHO-TV; KOOL-TV (C)	215,700
MIAMI, Fla.—81.4 WCKT (N); WPST-TV (A); WTVJ (C) <i>(Includes 66,800 tourist-only TV sets not included in % penetration)</i>	517,600
MIDLAND-ODESSA, Tex.—68.0 KMID-TV (A,N); KOSA-TV (C)	82,900
MILWAUKEE, Wis.—92.0 WISN-TV (A); WITI-TV (C); WTMJ-TV (N) WXIX†	625,900 †161,700
MINNEAPOLIS-ST. PAUL, Minn.—89.0 KMSP-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	725,600
MINOT, N.D.—70.0 KXMC-TV (A,C); KMOT-TV (A,N)	*33,000
MISSOULA, Mont.—70.0 KMSO-TV (A,C)	54,100
MOBILE, Ala.—76.0 WALA-TV (N,A); WKRG-TV (C)	228,100
MONAHANS, Tex.—68.0 KVKM-TV (A)	24,800
MONROE, La.—EL DORADO, Ark.—73.0 KNOE-TV (A,C); KTVE (A,N)	158,800
MONTEREY-SALINAS, Calif. (See Salinas)	
MONTGOMERY, Ala.—71.0 WCOV-TV† (C); WSFA-TV (N,A)	150,000 †49,500
MUNCIE, Ind.—59.0 WLBC-TV† (A,C,N)	†20,500
NASHVILLE, Tenn.—70.0 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	369,600
NEW-BRITAIN-HARTFORD, Conn.—93.0 WTIC-TV (C); WNBC† (N); WHCT†	636,100 †284,600
NEW HAVEN, Conn.—91.0 WNHC-TV (A)	940,200
NEW ORLEANS, La.—83.0 WDSU-TV (A,N); WVUE (A); WWL-TV (C)	363,500
NEW YORK, N.Y.—92.0 WABC-TV (A); WNEW-TV; WNTA-TV; WCBS-TV (C) WOR-TV; WPIX; WNBC-TV (N)	4,992,200
NORFOLK, Va.—85.0 WAVY (N); WTAR-TV (C); WVEC-TV (A)	297,700
NORTH PLATTE, Neb.—68.0 KNOP-TV (N)	19,900
OAK HILL, W.Va.—77.0 WOAY-TV (A,C)	82,500
OAKLAND-SAN FRANCISCO, Calif.—89.0 KTUU; KRON-TV (N); KPIX (C); KGO-TV (A)	1,301,900
ODESSA-MIDLAND, Tex.—68.0 KOSA-TV (C); KMID-TV (A,N)	82,900



A TELEVISION ADVERTISING DOLLAR WELL SPENT
Sell YOUR Client's PRODUCT AT LESS THAN \$1 per 1,000 TV HOMES
KMSO-TV NOW SERVES 60,300 TV HOMES

CBS • NBC • ABC



NATIONAL REPRESENTATIVES FOR JOE-TV, INC.

WESH
Television
ORLANDO-DAYTONA BEACH

REACHES MORE, SELL MORE
CALL AVERY-KNODE

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
OKLAHOMA CITY, Okla.—84.0 KWTW (C); WKY-TV (N); KOCO-TV (A) (Enid)	312,600	POLAND SPRING, Me.—91.0 WMTW-TV (A,C) (Mt. Washington, N.H.)	317,300
OMAHA, Neb.—90.0 KMTV (N); WOW-TV (C); KETV (A)	314,900	PONCE, P.R.	††
ORLANDO-DAYTONA, Fla.—68.0 WDBO-TV (C); WLOF-TV (A); WESH-TV (N)	233,400	WSUR-TV; WRIK-TV (C,A)	
OTTUMWA, Iowa—83.0 KTVO (C,N,A)	85,600	PORT ARTHUR-BEAUMONT, Tex.—76.0 KPAC-TV (N,A); KFDM-TV (C,A)	142,800
PADUCAH, Ky.—78.0 WPSD-TV (N)	175,700	PORTLAND, Me.—91.0 WCSH-TV (N); WGAN-TV (C)	223,400
PANAMA CITY, Fla.—68.0 WHG-TV (A,C,N)	23,200	PORTLAND, Ore.—84.0 KGW-TV (N); KOIN-TV (C); KPTV (A); KHTV†	459,900 †††
PARKERSBURG, W. Va.—44.0 WIAT† (A,C,N)	†18,900	PRESQUE ISLE, Me.—83.0 WAGM-TV (A,C,N)	19,800
PENSACOLA, Fla.—74.0 WEAR-TV (A)	97,100	PROVIDENCE, R.I.	•796,900
PEORIA, Ill.—77.0	**†172,800	WJAR-TV (A,N); WPRO-TV (C)	
WEEK-TV† (N); WMBD-TV† (C); WTVH† (A) WEEK-TV operates WEEQ-TV, La Salle, Ill.)		PUEBLO-COLORADO SPRINGS, Colo.—81.0 KCSJ-TV (N); KKTV (C); KRDO-TV (A)	92,900
PHILADELPHIA, Pa.—91.0 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N)	1,931,900	QUINCY, Ill.—HANNIBAL, Mo.—88.0 WGEM-TV (A,N); KHQA-TV (C,A)	169,800
PHOENIX-MESA, Ariz.—79.0 KOOI-TV (C); KPHO-TV; KTVK (A); KVAR (N)	215,700	RALEIGH-DURHAM, N.C.—76.0 WRAL-TV (N); WTVB (A,C)	294,500
PINE BLUFF-LITTLE ROCK, Ark.—72.0 KATV (A); KARK-TV (N); KTHV (C)	252,400	RAPID CITY, S.D.—57.0	**33,000
PITTSBURG, Kan.—JOPLIN, Mo.—82.0 KOAM-TV (A,N); KODE-TV (A,C)	131,900	KOTA-TV (A,C); KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, May Springs, Nebr. KRSD-TV operates satellite KDSJ-TV, Lead, S.D.)	
PITTSBURGH, Pa.—93.0 KOKA-TV (C); WIIC (N); WTAE (A)	1,160,100	REDDING, Calif.—78.0 KVIP-TV (A,N)	69,700
PLATTSBURG, N.Y.—83.0 WPTZ (A,N)	103,600	RENO, Nev.—82.0 KOIO-TV (A,C,N)	40,000
POCATELLO-IDAHO FALLS, Ida.—71.0 KTLN (N); KID-TV (A,C,N)	60,000	RICHMOND, Va.—82.0 WRVA-TV (A); WTVR (C) WXEX-TV (N) (Petersburg, Va.)	265,800

Additional
copies
of the
**MARKET
BOOK**
are available
at \$2.50

4 Kings Pay Court to King 4!



The Nashville Television audience is currently in a state of happy confusion. Their favorite station, WSM-TV, not only adopted the theme, King 4, for its fall program promotion, it also imported 4 Kings, the lovely King Sisters, to lend a hand. And now 5 Kings, four of which are also Queens of the music world, are busily spreading the good word about the finest program line up in Nashville Television history—

What has this to do with you? Just this! The station which can put this much showmanship in its own promotion is the station best equipped to put your product across in the highly important Nashville Market. For documentation, ask Hi Bramham or any Petry man.

Represented by

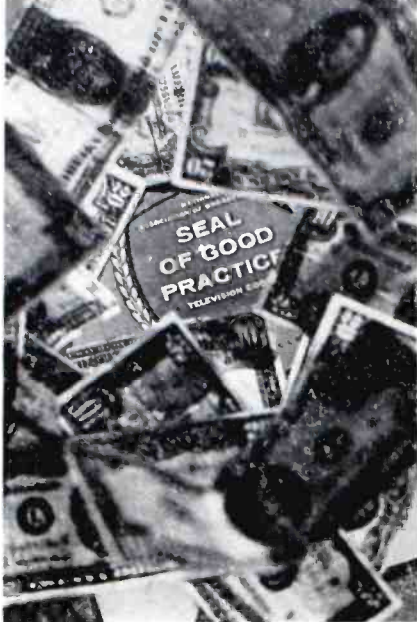
Edward Petry & Co., Inc.

The Original Station Representative



OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

CAN PUBLIC SERVICE BE COMMERCIAL?



We think so! DATELINE SHREVEPORT, a station-produced public-service program that focuses attention on local current events and happenings of interest in the area, has been commercial for two years!

Following the Early Edition News, DATELINE SHREVEPORT is KSLA-TV's "feature page" complementing our regular news coverage with items of current interest to our viewers.

This "commercial" public service program has gained the confidence and loyalty of viewers that is reflected in the ratings as well as the results advertisers tell us they get.

DATELINE SHREVEPORT is just part of KSLA-TV's successful six years of continually building a better medium for a continuously growing audience. Harrington, Righter & Parsons, Inc., can fill you in on all the dynamic details . . . including ratings!

KSLA
channel **12** shreveport, la.

Represented nationally by:
Harrington, Righter and Parsons, Inc.

Market & Stations—% Penetration	TV Homes
RIVERTON, Wyo.—53.0 KWRB-TV (C,N,A)	6,500
ROANOKE, Va.—81.0 WDBJ-TV (C); WSLS-TV (A,N)	248,400
ROCHESTER, Minn.—86.0 KROC-TV (N)	75,700
ROCHESTER, N.Y.—91.0 WRCC-TV (A,N); WHEC-TV (A,C); WVET-TV (A,C)	326,600
ROCKFORD, Ill.—90.0 WREX-TV (A,C); WTVQ† (N)	197,800 †103,300
ROCK ISLAND, Ill.—DAVENPORT, Iowa—91.0 WHBF-TV (A,C); WOC-TV (N)	321,000
ROME-UTICA, N.Y. (See Utica)	
ROSWELL, N.M.—76.0 KSWV-TV (A,C,N)	47,100
SACRAMENTO-STOCKTON, Calif.—86.0 KXTV (C); KCRA-TV (N); KOVR (A); KVUE-TV†	426,700 ††
SAGINAW-BAY CITY-FLINT, Mich.—89.0 WKNX-TV† (A,C); WNEM-TV (A,N); WJRT (A)	402,000 †61,100
ST JOSEPH, Mo.—89.0 KFQO-TV (C,A)	108,800
ST. LOUIS, Mo.—91.0 KSD-TV (N); KTVI (A); KMOX-TV (C); KPLR-TV	842,200
ST. PAUL-MINNEAPOLIS, Minn.—89.0 WTMN-TV (A); WCLO-TV (C); KSTP-TV (N); KMSP-TV	725,600
ST. PETERSBURG-TAMPA, Fla.—76.0 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	307,900 †197,100
SALINAS-MONTEREY, Calif.—86.0 KSBW-TV (A,C,N) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo.) (See also San Jose)	**210,800
SALISBURY, Md.—67.0 WBOC-TV† (A,C)	†33,100
SALT LAKE CITY, Utah—87.0 KSL-TV (C); KCPX (N,A); KUTV (A). KIOR-TV (Provo, Utah)	251,300
SAN ANGELO, Tex.—79.0 KCTV (A,C,N)	31,000
SAN ANTONIO, Tex.—80.0 KCOR-TV†; KENS-TV (C); KONO (A); WOAI-TV (N) ††	311,000 ††
SAN DIEGO, Calif.—91.0 KFMB-TV (C); KFSD-TV (N); XETV (A)	*283,500
SAN FRANCISCO-OAKLAND, Calif.—89.0 KGO-TV (A); KPX (C); KRON-TV (N); KTVU	1,301,900
SAN JOSE, Calif.—82.0 KNTV (A,C,N) (See also Salinas-Monterey)	243,900
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Calif. (See Salinas-Monterey)	
SANTA BARBARA, Calif.—80.0 KEY-T (A,C,N)	59,600
SAVANNAH, Ga.—72.0 WSAV-TV (N); WTOG-TV (A,C)	98,400
SCHENECTADY-ALBANY-TROY, N.Y.—93.0 WRGB (N); W-TEN (C); WAST (A) (W-TEN operates satellite WCDC, Adams, Mass.)	**418,800
SCRANTON-WILKES-BARRE, Pa.—90.0 WDAU† (C); WBRE-TV† (N); WNGP-TV† (A) (Includes CATV Homes)	†276,600
SEATTLE-TACOMA, Wash.—87.0 KING-TV (N); KOMO-TV (A); KTNT-TV (C); KTVW; KIRO-TV (C)	556,300
SEDALIA, Mo.—87.0 KMOS-TV (A)	27,000
SHREVEPORT, La.—76.0 KSLA (A,C); KTBS-TV (A,N)	272,300
SIoux CITY, Iowa—86.0 KTIV (A,N); KVTV (A,C)	178,600
SIoux FALLS, S.D.—78.0 KELO-TV (C,N,A); KSOO-TV (N,A) (Operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	**223,300
SOUTH BEND-ELKHART, Ind.—84.0 WNDU-TV† (N); WBSB-TV† (C); WSJV-TV† (A)	†137,900

Market & Stations—% Penetration	TV Homes
SPARTANBURG-GREENVILLE, S.C.— ASHEVILLE, N.C.—78.0 WSPA-TV (C); WFBC-TV (N); WLOS-TV (A); WISE-TV† (C,N)	38
SPOKANE, Wash.—77.0 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	26
SPRINGFIELD, Ill.—76.0 WCFS† (N) (Operates satellite WCHU, Champaign, Ill.)	**13
SPRINGFIELD-HOLYOKE, Mass.—86.0 WHYN-TV† (A,C); WWLP† (N) (WWLP operates satellite WRLP†, Greenfield, Mass.)	**3
SPRINGFIELD, Mo.—80.0 KITV-TV (C); KYTV (A,N)	11
STEUERVENNE, Ohio—87.0 WSTV-TV (A,C)	31
STOCKTON-SACRAMENTO, Calif.—86.0 KOVR (A); KXTV (C); KCRA (N); KVUE-TV†	4
SUPERIOR, Wis.—DULUTH, Minn.—85.0 WDSM-TV (N,A); KDAL-TV (C)	4
SWEETWATER, Tex.—80.0 KPAR-TV (C)	11
SYRACUSE, N.Y.—91.0 WHEN-TV (A,C); WSYR-TV (N,A) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**1
TACOMA-SEATTLE, Wash.—87.0 KTNT-TV (C); KTVW; KING-TV (N); KOMO-TV (A); KIRO-TV (C)	3
TALLAHASSEE, Fla.—THOMASVILLE, Ga.—61.0 WCTV (C,A)	3
TAMPA-ST. PETERSBURG, Fla.—76.0 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	3

Remarkable
ROCKFORD
BELONGS IN YOUR
MARKET M

STIR
UP
SALES
BUY
WREX-TV
THE
HOT
BUY
EVERY
MONTH



GET THE
FROM
PERSPIRING

H.R. TELEVISION INC.

WREX-TV
CHANNEL 13 ROCKFORD



J. M. BAISCH
Vice Pres. & Gen. Mgr.





The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Executive Vice President; Hal E. Rumble, Vice President and Manager of Media Department; Charles V. Hicks, Vice President and Creative Supervisor.

DOUBLE OR NOTHING

This decision calls for competent media information

Situation: . . . sudden change in client plans.

Requirement: *more space per ad; more time per commercial...with the same budget!*

Need: immediate access to capsuled reviews of the relative virtues of the media that had been painstakingly worked into the schedule before the change-order came through...and of others that may *now* be considered.

Solution: check SRDS media listings, market data and whatever good, pertinent information can be found in files, desk drawers and—*they hope*—in your Service-Ads in SRDS.

Question: . . . all of *your selling actions* have made their impressions on some or all of these decision makers—so have your competitors'—but right now, how well are you serving *their buying actions*?

Opportunity: with competent strategically positioned Service-Ads in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.
the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*
5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES — SKOKIE, NEW YORK, LOS ANGELES, ATLANTA



What agency people want to know about TV stations is detailed in the new "SPOT TELEVISION PROMOTION HANDBOOK." Be sure to ask for one.

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Ho
TEMPLE-WACO, Tex.—76.0 KCEN-TV (N); KWTX-TV (A,C)	122,500	TUCSON, Ariz.—80.0 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	100,900	WACO-TEMPLE, Tex.—76.0 KWTX-TV (A,C); KCEN-TV (N)	122,500
TERRE HAUTE, Ind.—91.0 WTHI-TV (A,C)	192,300	TULSA, Okla.—82.0 KOTV (C); KVOO-TV (N); KTUL-TV (A)	322,300	WASHINGTON, D.C.—87.0 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	861,000
TEXARKANA, Tex.—74.0 KCMC-TV (A,C)	78,500	TUPELO, Miss.—59.0 WTWV (N)	44,300	WASHINGTON-GREENVILLE, N.C.—75.0 WITN (N); WNCT (A,C)	174,000
THOMASVILLE, Ga.—TALLAHASSEE, Fla. (See Tallahassee)		TWIN FALLS, Ida.—74.0 KUX-TV (A,C,N)	24,100	WATERBURY, Conn. WATR-TV† (A)	
TOLEDO, Ohio—92.0 WSPD-TV (A,N); WTOL-TV (C,N)	414,200	TYLER, Tex.—71.0 KLTV (A,C,N)	103,200	WATERLOO-CÉDAR RAPIDS, Iowa—89.0 KWVW-TV (N); KCRG-TV (A); WMT-TV (C)	297,000
TOPEKA, Kan.—80.0 WIBW-TV (A,N)	114,700	UTICA-ROME, N.Y.—93.0 WKTU (A,C,N)	145,800	WATERTOWN-CARTHAGE, N.Y. (See Carthage)	
TRAVERSE CITY, Mich.—84.0 WPBN-TV (N,A)	44,600	VALLEY CITY, N.D.—78.0 KXJB-TV (C)	132,500	WAUSAU, Wis.—86.0 WSAU-TV (A,C,N)	116,000
TROY-ALBANY-SCHENECTADY, N.Y.—93.0 WAST (A); WRGB (N); W-TEN (C) W-TEN operates satellite WCDC, Adams, Mass.†	**418,800			WESLACO-HARLINGEN, Tex.—72.0 KRGV-TV (N,A); KGBT-TV (A,C)	**73,000

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.



TELEVISION *Sketch* BOOK

Practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. Song hits as well as the standard favorites are developed into photographic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. Look for the BMI TV Sketchbook when it reaches your station each month.

Let BMI give you the TV Music Story. Call or write
BMI TV SERVICE department.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WEST PALM BEACH, Fla.—70.0 WEAT-TV (A); WPTV (N)	74,000
WHEELING, W.Va.—85.0 WTRF-TV (A,N)	235,000
WICHITA-HUTCHINSON, Kan.—82.0 KAKE-TV (A); KARD-TV (N); KTVH (C) IKTV, Ensign, Kan. and KAYS-TV, Hays, Kan. satellites of KAKE-TV	**292,000
WICHITA FALLS, Tex.—81.0 KFDX-TV (N); KSYD-TV (C); KSWO-TV (A) (Lowton)	136,000
WILKES-BARRE-SCRANTON, Pa.—90.0 WBRE-TV† (N); WNEP-TV† (A); WDAU-TV† (C) (Includes CATV HOMES)	†270,000
WILLISTON, N.D.—55.0 KUMV-TV (N,A)	10,000
WILMINGTON, N.C.—71.0 WECT (A,N,C)	95,000
WINSTON-SALEM-GREENSBORO, N.C.—85.0 WSJS-TV (N); WFMV-TV (A,C)	397,000
WORCESTER, Mass. WWOR† (N)	†
YAKIMA, Wash.—61.0 KIMA-TV† (C,N); KNDO-TV† (A) (KIMA operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV†, Ephrata, Wash., KEPR-TV†, Pasco, Wash.)	**†
YORK, Pa.—54.0 WSBA-TV† (A)	†
YOUNGSTOWN, Ohio—73.0 WFMY-TV†; WKBN-TV† (C); WKST-TV† (A) (Includes CATV HOMES)	†14,000
YUMA, Ariz.—77.0 KIVA (C,N,A)	1,300
ZANESVILLE, Ohio—47.0 WHIZ-TV† (A,C,N)	†

• Data pending further study.

† UHF.

†† Incomplete data.

††† New station-coverage study not completed.

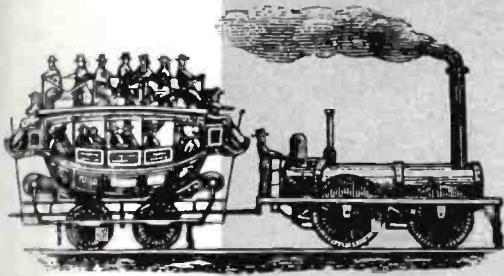
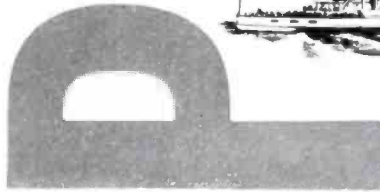
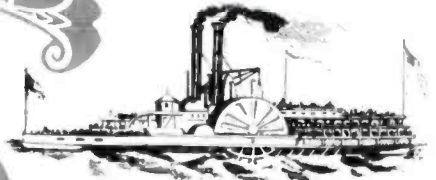
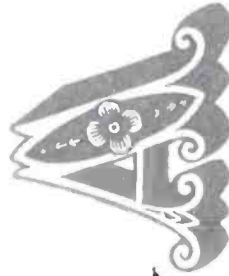
* U.S. coverage only.

** Includes circulation of satellite (or booster).

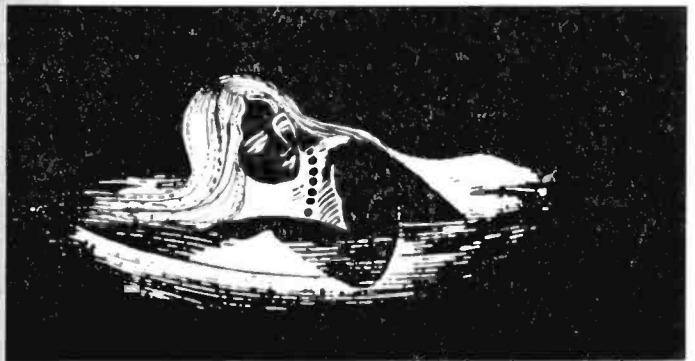
*** Does not include circulation of satellite.

TV MARKETS

1-channel markets
2-channel markets
3-channel markets
4- (or more) channel markets
Total U.S. Markets
Commercial stations U.S. & possessions



... and
there are
those
who
will swim



TO THE FIFTH ANNUAL CONVENTION

BROADCASTERS' **P**PROMOTION **A**SSOCIATION

SHERATON CHARLES HOTEL

NOVEMBER 14-15-16

NEW ORLEANS, LA.



market on the move
TAMPA-ST. PETERSBURG
is really moving up!

A WHOPPING 86%

...that's the population increase (1950-1960 census)* of the Tampa Bay area, comprising Hillsborough and Pinellas Counties, Florida, now 28th in the nation in total retail sales.

To reach this zooming, booming area—as well as nineteen additional surrounding counties with a total population of 1,439,165—you need only WTVT, the dominant and progressive "station on the move"!

**Preliminary census figures*

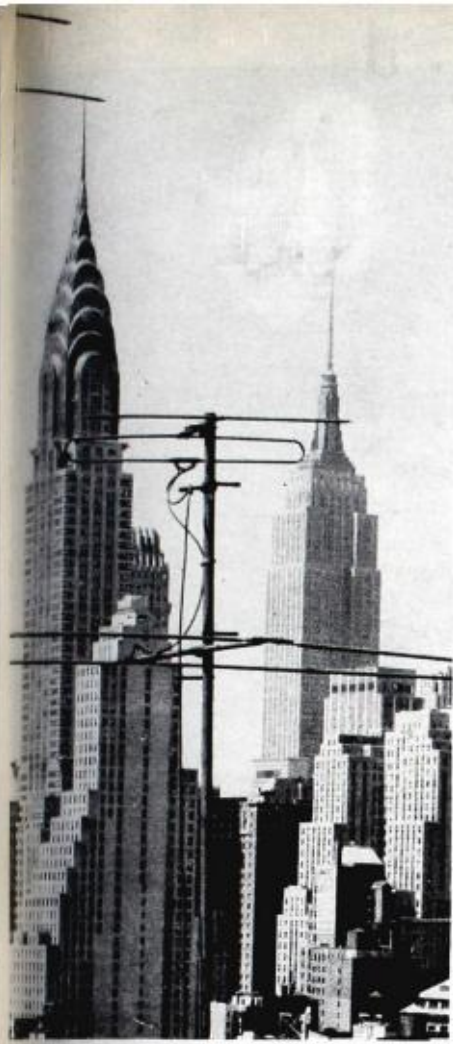
SHARE OF AUDIENCE			
44.3% . . . Latest ARB 9:00 AM - Midnight			
CHECK THE TOP 50 SHOWS:			
ARB		NIELSEN	
WTVT	34	WTVT	34
Station B	16	Station B	16
Station C	0	Station C	0

station on the move

WTVT 
CHANNEL 13

TAMPA - ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO • Oklahoma City • Represented by the Katz Agency



Television Markets

Television Magazine's county-by-county data . . . with updated figures for each television market

TELEVISION MAGAZINE's Market Book is the only independent source for television homes, population, households, retail sales and effective buying income data correlated with the coverage area of every television market and reported on a county-by-county basis. These are the tools essential for evaluating television advertising in terms of specific market coverage, enabling the advertiser to relate his use of 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 September, 1960. These are the only data published anywhere which update set count, county-by-county, on a current basis.

If a county is covered by more than one market, the television homes and all the other correlated marketing information reported are credited to each market reaching the county. A county is credited to a market just as long as 25% of the TV homes view at least one of the market's stations on a weekly nighttime basis. For a full explanation, see the Television Homes report, page 81.

In many areas, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no real substantial difference in television homes. Furthermore, the

decision to combine markets is based upon advertiser use and common marketing practice.

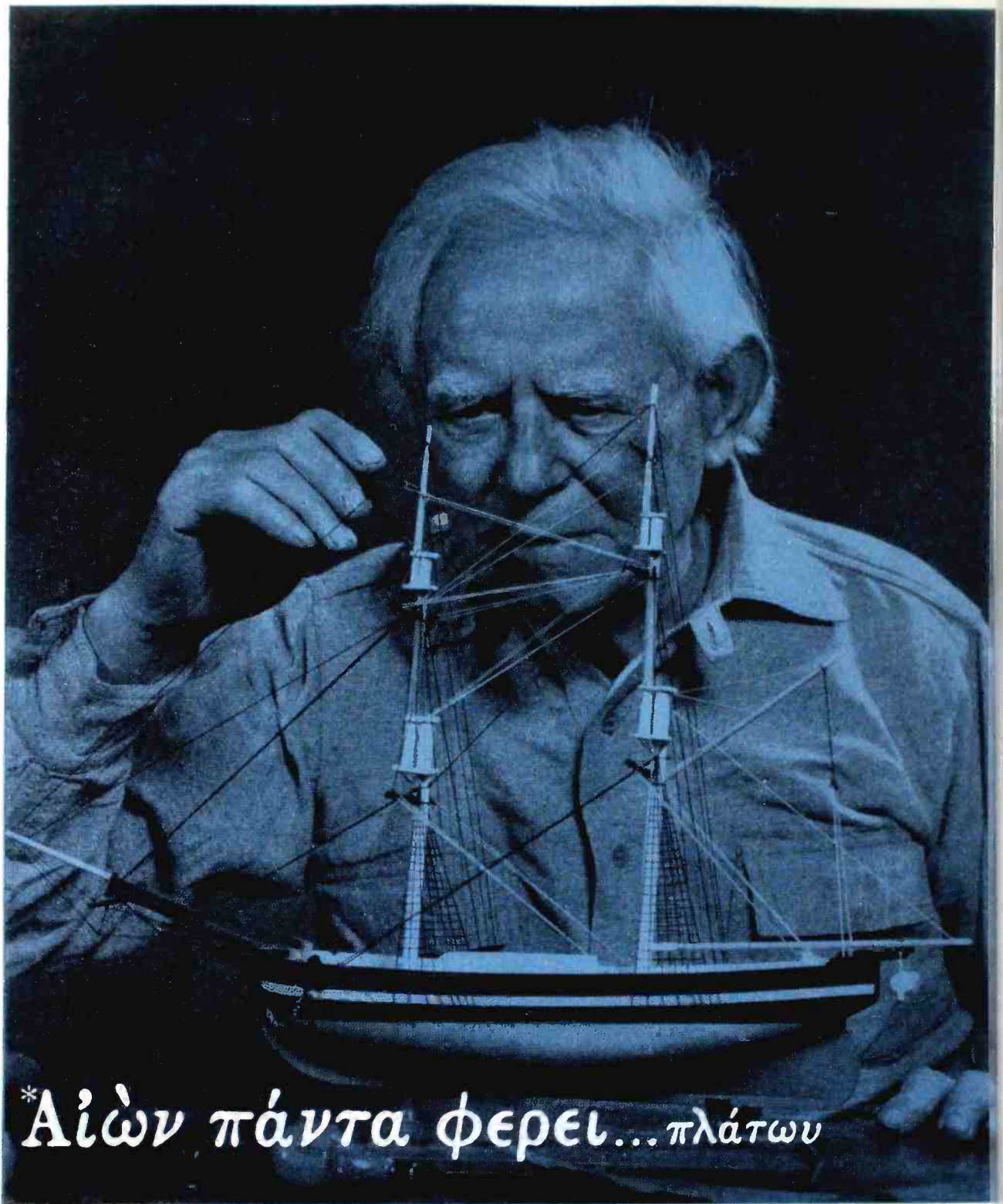
These estimates are unlike network circulation figures, which are unduplicated. By using the "TV Homes by Counties" section with the "TV Markets" section, unduplicated data can be obtained.*

Penetration has been kept to a theoretical ceiling of 95% 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 95% is the most logical theoretical ceiling for the TV market as a whole.

All county television homes figures are VHF. UHF TV homes are listed by market totals preceded by a dagger (†). A bullet (•) indicates markets held pending further research data. "DI" indicates that data is incomplete, pending further study.

Population, households, retail sales and effective buying income were prepared specially for TELEVISION MAGAZINE by *Sales Management*. TV market definition and circulation are computed by TELEVISION MAGAZINE. This data is copyrighted and may not be reproduced without permission from the publisher.

*To obtain a tailor-made study including either duplicated or unduplicated data, see page 140.



*Αἰὼν πάντα φερεῖ... πλάττω

To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same *Truth*.

*TIME ACCOMPLISHES EVERYTHING . . . Plato

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time* and *Integrity* can help you accomplish your honest purposes.

WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 109
Nationally represented by  Edward Petry & Co., Inc.

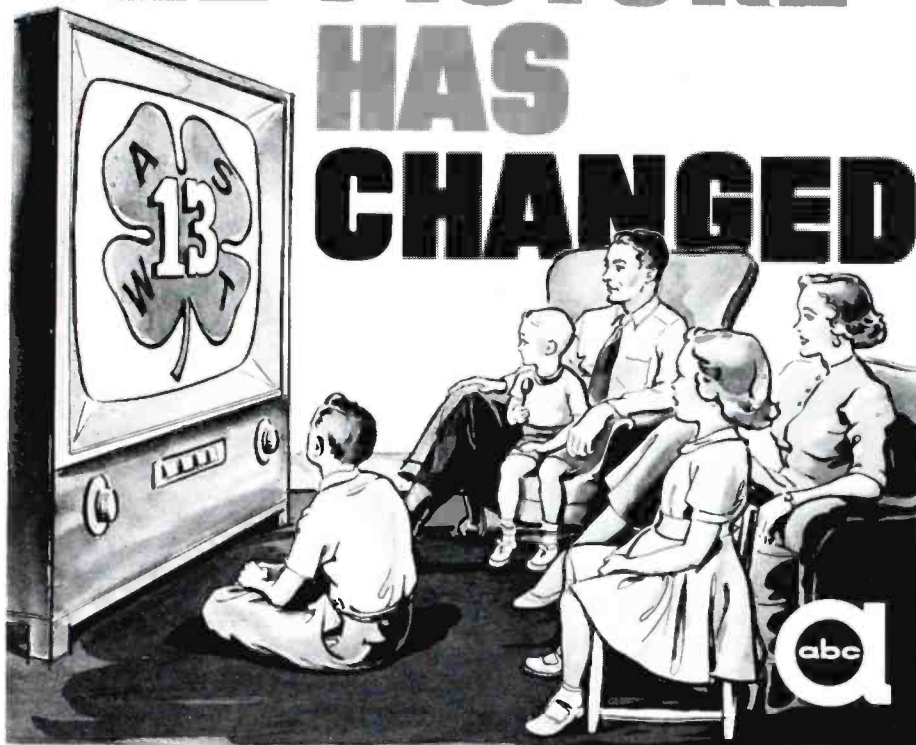
THE TELEVISION MARKETS

ABERDEEN, SOUTH DAKOTA						AKRON, OHIO						ALBANY, GEORGIA						ALBANY-SCHENECTADY-TROY, NEW YORK					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
ABERDEEN, SOUTH DAKOTA						AKRON, OHIO						ALBANY, GEORGIA						ALBANY-SCHENECTADY-TROY, NEW YORK					
North Dakota:						UHF Data						Florida:						Massachusetts:					
McIntosh	1.3	1.8	6.8	8,027	7,715	Ohio:	not given					Berkshire	39.1	41.9	139.6	175,606	284,856	New York:					
South Dakota:						Summit						Georgia:						Albany:					
Brown	7.6	10.3	34.1	58,028	55,257	on a	157.7	515.0	667,985	1,060,030	Gadsden	5.6	10.9	45.7	29,054	45,653	Columbia	13.5	15.0	48.3	57,690	87,354	
Clark	1.7	2.2	7.6	6,745	10,808	county basis					Hamilton	1.6	2.1	8.3	5,660	7,969	Fulton	15.7	16.5	49.7	59,825	95,542	
Day	2.4	3.0	10.2	10,401	13,912	Total	†70.1	157.7	515.0	667,985	1,060,030	Jackson	5.6	9.4	39.3	30,318	39,154	Greene	8.3	9.4	30.8	42,220	48,779
Edmunds	.9	1.8	7.0	6,641	7,760						Jefferson	1.6	2.6	10.2	6,925	9,806	Hamilton	1.1	1.4	4.4	5,939	7,156	
Faulk	.7	1.3	4.8	3,946	6,865						Leon	9.7	20.4	81.9	89,459	125,537							
Hand	1.1	1.9	6.6	7,156	10,092						Liberty	.3	.8	2.9	1,577	3,087							
McPherson	.9	1.8	6.5	6,319	7,539						Madison	2.2	3.5	15.0	9,973	13,379							
Marshall	1.5	2.1	7.0	7,438	10,039						Taylor	2.4	4.2	15.2	13,689	17,079							
Spink	2.0	3.0	11.0	10,472	15,650						Total	69.7	89.9	303.2	360,973	491,111							
Walworth	1.1	2.5	8.5	14,035	13,208																		
Total	21.2	31.7	110.1	139,208	158,845																		

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ALBANY-SCHNECTADY-TROY, N. Y. <i>continued</i>												ALBUQUERQUE, NEW MEXICO					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Herkimer	18.5	19.9	65.3	73,585	119,503	Ulster	31.8	35.9	113.0	154,844	205,757	Rutland	11.3	11.9	42.0	60,047	
Montgomery	17.7	19.1	61.3	65,934	129,239	Warren	12.4	13.0	41.5	75,999	74,906	Windham	6.4	8.7	30.5	41,413	
Senselaer	41.5	44.1	144.8	163,912	290,812	Washington	13.0	13.7	47.7	44,215	78,148	Windsor	10.1	10.7	36.7	42,467	
Raratoga	23.7	25.7	84.8	89,106	160,625	Vermont:						Total	414.0	452.0	1,466.5	1,057,986	2,000
Schenectady	49.3	52.2	162.8	188,375	379,369	Addison	4.3	4.9	19.2	20,103	30,242						
Schoharie	6.7	7.7	25.4	26,990	45,509	Bennington	6.6	7.3	24.4	31,097	44,221						
						Orange	3.7	5.0	18.1	18,412	27,358						

THE PICTURE HAS CHANGED



in the important ALBANY-SCHENECTADY-TROY MARKET!

WAST . . . Lucky Channel 13 . . . is the **ONLY** area TV station posting *consistent* and *considerable* day and nighttime audience gains.

ARB, November '58 to March '60, WAST **UP 48.8%**

NSI average ratings, April '59 to March '60, 6 A.M.-6 P.M., WAST **UP 49%**

Saturday-Sunday 6 P.M.-Midnight WAST **UP 31.3%**

SELL Where People **BUY**

call your **H-R** man



ALBUQUERQUE, NEW MEXICO

Arizona:				
Apache	3.1	6.2	32.7	16,377
Colorado:				
Alamose	1.5	2.4	9.2	15,131
Archuleta	.3	.8	3.4	3,274
Conejos	1.3	2.0	8.4	4,566
Costilla	.7	1.0	4.9	1,651
Dolores	.3	.6	2.8	2,792
La Plata	2.7	5.2	21.7	29,526
Mineral	.1	.2	.6	488
Montezuma	1.8	4.3	15.1	29,046
Rio Grande	1.6	3.0	12.8	13,207
Saguache	.7	1.0	4.1	3,408
New Mexico:				
Bernalillo	64.5	75.5	252.8	357,611
Catron	.3	.7	3.1	1,679
Colfax	1.8	3.4	13.5	15,953
Do Baca	.5	.8	2.5	3,091
Guadalupe	1.0	1.5	6.7	7,938
Harding	.2	.3	1.8	1,214
Lincoln	1.4	2.1	8.7	8,760
Los Alamos	3.0	3.6	13.3	8,696
McKinley	4.4	9.2	42.4	36,728
Mora	.8	1.3	6.0	1,628
Rio Arriba	3.7	6.1	27.9	18,539
Sandoval	1.7	2.1	10.2	3,141
San Juan	6.9	17.7	64.3	64,284
San Miguel	3.0	5.1	23.0	16,148
Santa Fe	8.6	10.7	41.2	56,343
Sierra	1.2	1.9	6.1	6,611
Socorro	1.6	2.7	11.2	8,349
Taos	2.0	3.3	16.2	11,536
Torrance	1.0	1.5	6.6	5,712
Union	.9	1.6	5.6	6,372
Valencia	4.2	7.9	35.4	28,995
Utah:				
Grand	1.0	2.0	6.3	6,845
San Juan	.8	1.9	10.0	6,545
Total	128.6	189.6	730.5	802,184

ALEXANDRIA, LOUISIANA

Louisiana:				
Allen	3.9	6.0	21.5	16,020
Avoyelles	7.6	10.3	38.2	21,739
Beauregard	4.1	6.3	23.1	16,390
Caldwell	2.0	2.5	9.1	6,035
Catahoula	1.9	2.8	11.0	6,480
Concordia	2.6	4.4	16.7	12,985
Evangeline	6.1	8.7	33.1	14,909
Grant	2.6	2.8	11.3	4,513
La Salle	2.9	3.8	13.8	10,069
Natchitoches	6.8	10.8	43.1	22,007
Rapides	24.0	31.2	113.9	104,309
Sabine	3.3	5.3	20.5	11,050
Vernon	4.0	6.7	23.7	17,059
Winn	3.3	4.4	16.2	10,655
Mississippi:				
Adams	6.4	10.7	37.5	42,639
Jefferson	1.5	2.4	9.5	4,836
Total	83.0	119.1	442.2	321,695

ALEXANDRIA, MINNESOTA

Minnesota:				
Big Stone	1.7	2.3	9.0	10,494
Cass	3.0	5.1	18.7	14,320
Chippewa	3.3	4.7	16.6	22,402
Crow Wing	6.8	9.5	31.9	37,896
Douglas	4.2	6.6	22.8	29,234
Grant	1.8	2.8	10.0	11,025
Hubbard	1.7	2.7	9.6	8,597
Kandiyohi	7.1	8.3	31.5	37,160

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Lac Qui Parle	2.8	3.6	13.2	10,883	21,135
Lyon	4.8	6.6	23.5	35,165	39,286
Morrison	4.8	7.2	27.6	24,554	33,490
Otter Tail	9.8	13.3	50.4	46,732	67,599
Pope	2.3	3.4	12.2	9,740	17,190
Stearns	18.5	20.2	84.4	90,108	118,903
Stevens	2.0	2.9	11.2	14,720	18,722
Swift	3.1	4.1	14.8	18,403	22,671
Todd	4.6	6.6	24.7	18,296	30,892
Traverse	1.4	2.2	7.8	9,272	11,490
Wadena	2.2	4.2	15.3	23,180	19,848
Wilkin	2.4	2.5	9.7	10,228	15,778
Yellow Medicine	3.6	4.4	15.5	16,702	24,087
South Dakota:					
Grant	2.0	3.1	11.0	10,399	15,810
Total	93.9	126.3	471.4	509,510	666,739

ALTOONA, PENNSYLVANIA

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Pennsylvania:					
Bedford	10.0	12.3	45.2	43,933	57,900
Blair	35.9	37.8	130.4	140,777	213,910
Cambridge	52.0	54.7	206.0	195,540	321,482
Cameron	1.4	1.9	6.9	6,975	12,945
Centre	15.1	18.8	75.7	77,607	122,433
Clearfield	20.5	21.9	79.0	85,771	115,184
Clinton	8.8	11.1	39.1	41,917	62,611
Eli	7.3	9.9	36.4	34,408	60,184
Franklin	19.8	24.0	84.5	114,109	132,910
Fulton	2.0	2.8	10.6	10,376	12,194
Huntingdon	10.1	10.7	39.4	37,868	54,886
Indiana	18.0	18.9	69.7	70,369	104,394
Jefferson	12.6	13.5	46.9	58,815	70,690
Juniata	3.0	4.6	16.4	14,987	22,000
Lycoming	24.5	32.3	107.4	131,576	187,781
McKean	13.3	14.9	49.6	58,314	90,851
Mifflin	10.9	11.8	42.2	48,275	65,179
Perry	4.9	6.9	25.0	23,495	37,981
Total	270.1	308.8	1,110.4	1,195,112	1,745,515

AMARILLO, TEXAS

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Kansas:					
Haskell	4	7	2.7	2,792	5,926
Seward	2.1	3.9	13.6	31,058	26,041
New Mexico:					
Colfax	1.8	3.4	13.5	15,953	20,435
Curry	6.0	9.5	32.1	39,365	64,337
Quay	2.6	3.7	12.9	18,971	20,241
Union	9	1.6	5.6	6,372	9,067
Oklahoma:					
Cimarron	6	1.1	3.9	6,009	7,819
Texas	2.0	3.3	12.0	20,555	26,623
Texas:					
Armstrong	3	4	2.0	1,934	3,594
Briscoe	6	9	3.6	5,495	7,405
Carson	1.6	2.0	6.9	7,267	13,263
Castro	1.1	2.2	8.7	9,324	19,196
Childress	1.9	2.8	9.3	12,356	15,201
Collingsworth	1.4	1.7	6.5	7,088	9,961
Dallam	2.0	2.1	7.1	12,738	13,386
Deaf Smith	2.7	4.2	14.1	23,772	24,734
Dawley	1.2	1.7	5.8	6,694	9,101
Gray	7.5	9.5	30.2	45,998	56,456
Hall	1.8	1.9	6.9	7,854	10,542
Hansford	1.0	1.1	4.6	10,239	9,302
Hartley	4	6	1.9	763	4,243
Hemphill	8	1.1	3.9	4,146	6,308
Hutchinson	9.9	10.4	36.2	45,613	69,894
Lipscomb	7	1.3	4.1	6,181	7,057
McCure	5.0	5.3	18.4	17,165	32,576
Ochiltree	1.3	2.0	7.2	11,962	20,942
Oklahoma	3	5	1.6	2,508	3,025
Parmer	1.4	2.7	9.8	11,972	18,713
Potter	39.0	44.2	130.0	220,305	260,871
Randall	6.2	9.2	29.1	20,490	63,697
Roberts	2	3	1.1	1,458	2,262
Sherman	6	6	2.0	3,896	5,586
Swisher	1.8	2.6	9.6	14,535	19,595
Wheeler	1.5	2.2	8.7	11,538	12,665
Total	108.6	140.7	465.6	664,366	900,064

AMES, IOWA

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Iowa:					
Adair	3.1	3.9	12.2	13,493	18,668
Appanoose	4.9	5.9	17.9	16,034	22,794
Boone	7.2	8.5	29.1	31,261	48,970
Butler	4.8	5.4	17.8	23,543	27,295
Calhoun	4.3	5.1	16.2	18,679	27,313
Carroll	6.1	6.7	23.5	34,765	40,973
Clarke	2.3	3.2	9.4	10,957	15,364
Dallas	7.0	7.5	23.2	29,391	40,788
Decatur	2.9	3.8	12.4	10,411	16,325
Emmet	3.2	4.5	15.1	18,086	28,020
Franklin	4.6	5.2	16.9	21,267	30,952
Greene	4.2	4.8	15.4	20,847	25,331
Grundy	3.8	4.6	14.7	18,474	25,173
Guthrie	3.7	4.2	14.4	15,596	20,063
Hamilton	6.1	6.7	20.8	28,623	37,447
Hancock	3.6	4.4	15.7	17,152	28,073
Hardin	6.7	7.0	21.0	34,614	39,464
Humboldt	3.1	4.3	14.0	21,108	25,013
Iowa	4.1	4.9	15.6	21,770	27,186
Jasper	9.6	10.8	34.7	41,339	60,027
Kossuth	6.1	7.5	26.6	31,982	47,504
Lucas	2.6	3.3	10.7	12,308	15,233
Madison	3.6	4.5	14.1	16,991	21,545
Mahaska	6.7	7.7	24.2	32,643	37,979
Marion	6.7	7.7	26.7	29,940	37,531
Marshall	11.0	11.9	38.3	54,757	69,189
Monroe	2.3	2.9	10.6	10,508	13,826
Palo Alto	3.0	4.3	15.2	16,945	23,487
Pocahontas	3.3	4.1	14.3	14,651	25,067
Polk	82.1	87.7	267.6	407,987	544,266

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Poweshiek	4.7	6.1	21.0	24,973	33,491
Ringgold	2.4	2.8	8.8	7,084	12,897
Sac	4.4	5.5	17.8	21,377	31,245
Story	13.2	15.1	52.6	59,795	93,068
Tama	6.0	6.8	22.1	28,507	36,144
Union	4.8	5.2	15.7	18,440	24,022
Warren	4.9	6.1	19.4	18,940	29,232
Wayne	3.0	3.9	11.7	11,749	15,418
Webster	13.3	14.2	46.6	66,142	79,596
Winneshago	3.3	3.8	13.3	18,892	21,748
Wright	5.7	6.2	20.3	27,099	35,474
Total	288.4	328.7	1,057.6	1,379,124	1,853,201

ANDERSON, SOUTH CAROLINA — Data Incomplete

ARDMORE, OKLAHOMA

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Oklahoma:					
Atoka	2.1	3.0	12.0	7,201	11,743
Bryan	5.6	6.9	24.4	23,503	26,923
Carter	10.4	13.7	43.6	45,344	69,873
Coal	1.1	1.5	6.4	3,593	5,925
Jefferson	2.0	2.3	8.5	6,995	11,506
Johnston	1.7	2.5	9.9	5,668	9,284
Love	1.2	1.6	6.3	3,336	6,268
Marshall	1.5	2.3	8.1	6,854	10,930
Murray	2.5	3.5	11.6	10,839	15,828
Total	28.1	37.3	130.8	113,333	168,280

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ALEXANDRIA, MINNESOTA

One of America's best rural market buys!

Delivering

93,900 TV Homes*

in prosperous central Minnesota.

... An 82% Set Count Increase*

over the August 1960 Television Magazine figure

KCMT may be purchased at
combination discount with KSOO-TV, Sioux Falls!

*Based on Television Magazine's evaluation of the
1960 ARB Coverage Study.

 **KCMT CHANNEL 7** 

Central Minnesota's Only Television Station

Avery-Knodel, National Representative
Harry Hyett, Minneapolis-St. Paul Representative

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
ASHEVILLE, NORTH CAROLINA-GREENVILLE-SPARTANBURG, SOUTH CAROLINA					
Georgia:					
Elbert	3.4	4.2	17.1	13,850	19,764
Franklin	2.4	3.0	12.5	9,897	12,437
Habersham	3.2	4.5	17.9	17,622	19,716
Hart	2.5	3.6	14.5	9,113	14,988
Lincoln	1.0	1.2	5.0	2,588	5,200
Madison	2.0	2.5	10.6	3,161	10,800
Oglethorpe	1.4	1.9	7.4	1,732	7,541
Rabun	1.3	1.7	7.2	6,351	6,925
Stephens	3.7	4.5	16.9	17,161	21,803
Taliaferro	.7	.9	3.7	1,325	3,422
Wilkes	2.1	2.8	10.9	8,873	11,006
Kentucky:					
Harlan	9.7	11.5	50.5	34,924	54,027
North Carolina:					
Buncombe	28.6	36.9	137.1	166,147	203,153
Burke	10.0	12.3	52.1	35,197	56,759
Caldwell	9.3	11.2	45.5	36,941	52,779
Cleveland	13.8	15.9	65.6	54,401	81,058
Gaston	28.0	33.6	130.9	112,798	183,185
Graham	.9	1.7	7.6	1,874	7,461
Haywood	7.4	10.7	42.2	37,118	54,134
Henderson	6.9	9.4	33.8	34,124	42,128
Jackson	2.9	4.4	19.0	10,301	17,609
Lincoln	5.6	6.5	27.3	21,493	30,096
McDowell	5.3	7.0	28.4	21,526	33,319
Macon	2.6	4.3	18.2	12,442	16,895
Madison	2.7	4.6	20.1	7,395	19,694
Polk	2.7	3.1	11.8	7,859	14,538
Rutherford	9.8	10.8	43.4	39,681	49,001
Swain	1.1	2.3	9.8	8,306	8,972
Transylvania	2.5	3.8	16.6	11,660	19,129
Yancey	2.2	3.5	15.6	5,903	13,686

South Carolina:

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Abbeville	4.3	5.3	21.0	11,395	24,514
Anderson	19.1	24.7	94.6	80,848	117,112
Cherokee	8.0	9.2	37.5	21,859	39,872
Chester	6.5	8.0	33.3	21,034	37,625
Edgefield	2.6	4.2	17.4	11,745	15,875
Fairfield	3.7	4.3	17.9	8,894	16,705
Greenville	48.4	57.8	206.4	227,278	310,203
Greenwood	10.5	12.2	45.5	36,816	65,682
laurens	7.9	10.7	44.8	29,850	54,918
McCormick	1.6	2.0	8.5	3,250	7,306
Newberry	6.0	7.8	30.9	27,505	35,295
Oconee	6.3	9.1	38.9	25,416	40,364
Pickens	7.2	11.5	45.4	33,620	53,347
Saluda	2.6	4.2	17.1	8,887	14,776
Spartanburg	34.7	42.8	163.5	135,643	214,561
Union	5.8	7.5	30.6	19,749	34,162
York	17.1	20.5	82.6	61,700	108,498
Tennessee:					
Greene	7.5	12.3	46.9	32,522	51,877
Hawkins	4.5	8.3	34.7	13,311	35,365
Virginia:					
Lee	5.2	6.2	28.4	12,924	24,640
Scott	4.7	7.3	31.1	13,599	30,633
Total	389.9	500.2	1,976.2	1,589,608	2,424,555

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Merlweither	4.0	5.5	21.5	11,577	25,000
Monroe	2.1	2.6	10.1	6,785	15,000
Morgan	1.9	2.5	10.1	7,685	15,000
Murray	2.1	2.6	11.0	4,477	10,000
Newton	4.4	4.6	18.4	17,128	25,000
Oconee	1.3	1.5	6.2	1,597	5,000
Oglethorpe	1.4	1.9	7.4	1,732	7,500
Paulding	2.5	2.9	11.1	5,639	12,500
Pickens	2.0	2.2	8.5	6,730	15,000
Pike	1.5	1.6	6.7	1,547	5,000
Polk	7.6	8.4	33.0	21,264	35,000
Putnam	1.0	1.7	7.1	6,480	15,000
Rabun	1.3	1.7	7.2	6,351	15,000
Rockdale	2.0	2.2	8.9	5,911	15,000
Spaulding	8.2	8.6	31.5	38,207	60,000
Talbot	1.4	1.9	7.4	2,712	10,000
Taliaferro	.7	.9	3.7	1,325	5,000
Taylor	1.5	2.1	8.1	4,681	15,000
Tellair	1.5	2.8	12.0	9,873	25,000
Towns	.7	1.1	4.4	2,477	10,000
Troup	12.0	12.6	46.5	47,115	75,000
Twiggs	1.0	1.5	6.3	1,234	5,000
Union	1.1	1.7	7.3	3,066	10,000
Upson	5.3	6.2	23.5	20,575	35,000
Walton	3.8	4.9	19.2	14,277	25,000
Wheeler	.8	1.1	4.4	1,723	5,000
White	.9	1.7	7.1	5,962	15,000
Whitefield	9.7	10.8	40.6	42,000	70,000
Wilkes	2.1	2.8	10.9	8,873	15,000
Wilkinson	1.3	2.1	6.3	3,638	10,000
North Carolina:					
Cherokee	2.3	4.2	18.4	11,326	25,000
Clay	.7	2.3	10.4	5,464	15,000
Tennessee:					
Polk	2.3	2.6	10.8	7,355	15,000
Total	528.5	636.1	2,336.4	2,462,265	3,900,000

ATLANTA, GEORGIA

Alabama:

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Chambers	6.9	9.1	35.4	15,977	46,610
Cherokee	2.7	3.9	16.4	7,744	16,403
Clay	1.9	3.1	12.5	7,963	13,076
Cleburne	2.0	2.8	10.9	6,240	10,498
Coosa	1.6	2.0	8.2	3,394	8,952
De Kalb	7.2	11.1	43.8	24,589	43,250
Randolph	3.3	4.9	20.1	11,641	20,453
Tallapoosa	6.2	8.6	33.7	27,103	42,285

Georgia:

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Baldwin	3.7	5.4	34.0	17,987	26,291
Banks	1.1	1.5	6.2	956	5,443
Barrow	2.7	3.5	13.1	14,444	15,051
Bartow	6.2	6.5	25.7	22,785	30,679
Bibb	33.0	40.7	138.7	158,209	220,168
Butts	1.9	2.4	9.6	6,469	10,066
Carrall	7.8	9.4	36.0	29,393	41,158
Chattooga	4.5	5.4	22.1	15,536	28,675
Cherokee	4.6	5.3	21.1	21,267	23,887
Clarke	9.0	11.0	40.9	55,270	64,477
Clayton	8.4	13.2	48.1	19,107	75,236
Cobb	25.8	31.7	110.0	105,129	167,252
Coweta	6.3	7.4	27.4	21,890	29,748
Crawford	.9	1.3	5.6	1,640	5,435
Dawson	.6	.9	3.5	972	3,097
De Kalb	55.9	67.4	220.0	186,127	476,274
Dooly	2.2	2.9	11.7	5,760	10,812
Douglas	2.9	3.2	13.4	11,073	14,054
Fannin	2.3	3.5	14.5	8,384	16,351
Fayette	1.2	1.3	5.2	3,456	6,451
Floyd	16.1	18.6	69.0	65,148	99,685
Forsyth	2.4	3.0	11.7	11,161	10,279
Fullton	151.2	165.7	560.5	1,029,179	1,088,146
Gilmer	1.9	2.2	9.4	6,692	7,910
Gordon	4.0	4.8	18.5	14,487	18,729
Greene	2.0	2.6	10.3	7,005	9,988
Gwinnett	7.2	9.3	36.1	30,182	42,892
Habersham	3.2	4.5	17.9	17,622	19,716
Hal	11.2	11.8	44.1	53,802	57,102
Hancock	1.4	2.1	8.8	5,325	6,947
Haralson	3.1	3.3	12.9	10,422	15,424
Harris	2.0	2.7	10.6	4,739	10,454
Heard	1.2	1.5	6.0	1,543	5,653
Henry	3.5	3.9	16.1	9,200	15,370
Jackson	3.4	4.3	17.4	17,661	18,581
Jasper	1.3	1.4	5.6	3,798	5,786
Jones	1.0	1.8	7.1	2,388	7,110
Lamar	2.0	2.5	9.6	9,730	12,648
Lumpkin	1.0	1.4	6.4	2,824	7,064
Macon	2.2	3.0	12.0	8,905	11,289
Madison	2.0	2.5	10.6	3,161	10,800

North Carolina:

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Cherokee	2.3	4.2	18.4	11,326	25,000
Clay	.7	2.3	10.4	5,464	15,000
Tennessee:					
Polk	2.3	2.6	10.8	7,355	15,000
Total	528.5	636.1	2,336.4	2,462,265	3,900,000

AUGUSTA, GEORGIA

Georgia:

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Bulloch	3.6	6.2	24.6	20,701	50,000
Burke	3.4	5.7	22.9	12,767	35,000
Candler	1.1	1.9	7.4	6,542	15,000
Columbia	1.8	2.3	9.0	3,479	9,000
Effingham	1.4	1.9	7.7	3,500	8,000
Emanuel	2.4	4.3	17.5	15,418	25,000
Evans	.9	1.7	6.8	8,552	25,000
Glascock	.5	.5	2.4	770	2,500
Greene	2.0	2.6	10.3	7,005	9,988
Hancock	1.4	2.1	8.8	5,325	6,947
Jefferson	3.2	4.1	16.7	9,994	15,000
Jenkins	1.5	2.5	9.7	7,199	15,000
Johnson	1.3	2.2	8.4	4,471	10,000
laurens	5.9	7.5	30.6	28,284	45,000
Lincoln	1.0	1.2	5.0	2,588	5,000
Long	.5	.9	3.7	1,935	5,000
McDuffie	2.5	3.1	12.3	10,269	15,000
Montgomery	.9	1.6	6.9	2,229	5,000
Richmond	39.1	44.0	156.9	156,007	250,000
Screven	2.6	4.4	17.3	11,173	15,000
Taliaferro	.7	.9	3.7	1,325	5,000
Tattnall	2.1	3.7	15.5	11,337	15,000
Tellair	1.5	2.8	12.0	9,873	25,000
Toombs	2.6	3.7	15.2	18,196	25,000
Treutlen	.8	1.4	5.6	3,245	10,000
Warren					

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Hampton	3.3	4.9	20.7	11,698	15,364
Lansett	7.9	10.7	44.8	29,850	54,918
McCormick	1.6	2.0	8.5	3,250	7,306
Newberry	6.0	7.8	30.9	27,505	35,295
Orangeburg	11.8	17.4	74.5	46,252	64,351
Talada	2.6	4.2	17.1	8,887	14,776
Total	177.1	240.6	944.3	672,736	1,068,872

AUSTIN, MINNESOTA

City	VHF Homes	Total Homes	Pop-ulation	Retail Sales	EBI
Caro Gordo	15.9	16.9	53.3	78,985	98,328
Chickatow	3.6	4.2	14.3	16,788	21,869
Connel	3.2	4.5	15.1	18,086	28,020
Haral	6.0	6.9	21.9	24,992	37,888
Hawcock	3.6	4.4	15.7	17,152	28,073
Howard	3.0	3.7	13.2	15,375	18,707
Kanuth	6.1	7.5	26.6	31,982	47,504
Kitchell	3.6	4.2	14.2	17,680	21,155
Leo Allo	3.0	4.3	15.2	16,945	23,487
Wasebago	3.3	3.8	13.3	18,892	21,748
Wewashink	5.1	6.1	21.2	20,071	31,298
Worth	2.9	3.4	11.7	9,566	18,853

Minnesota:

New Earth	11.3	12.0	41.9	65,497	73,153
odge	3.2	3.9	14.0	15,839	19,778
Parbois	6.2	7.5	26.1	33,145	42,241
Phare	6.0	7.7	26.9	30,504	37,834
Redborn	9.8	10.3	35.5	45,977	59,558
Statin	6.8	8.6	29.9	37,166	50,685
Mower	12.7	14.0	49.4	60,356	90,465
Orested	13.4	16.2	58.3	93,362	104,343
Osaka	6.3	7.5	25.8	33,431	40,478
Wadena	9.3	11.5	40.6	44,500	63,691
Total	144.3	169.1	584.1	746,291	978,156

AUSTIN, TEXAS

City	VHF Homes	Total Homes	Pop-ulation	Retail Sales	EBI
Bastrop	3.5	4.8	17.1	12,117	19,233
Bell	21.1	28.4	109.1	88,436	175,949
Basco	9	1.2	4.1	4,146	5,094
Burleson	2.1	2.8	10.5	7,321	11,908
Burnet	2.2	3.0	10.1	10,049	13,272
Calwell	3.7	4.8	17.9	22,620	21,326
Coyell	3.4	5.7	19.1	14,995	23,813
Lyons	4.1	6.2	21.5	20,515	26,363
Glaspie	2.1	3.3	10.4	12,949	14,258
Gonzales	4.3	5.5	20.9	26,522	22,564
Hays	4.1	5.4	21.7	17,352	26,494
Hendall	1.4	1.7	5.7	6,423	8,607
Herr	2.9	4.4	15.2	19,577	22,330
Isabel	1.8	1.3	4.4	4,579	5,798
Lamar	2.3	3.4	10.8	12,698	13,848
Lavaca	4.0	5.4	19.0	16,928	23,322
Lee	1.7	2.4	9.4	8,757	10,041
Leon	1.0	1.8	5.7	7,507	8,734
Leon	.9	1.3	4.5	4,164	6,763
McLean	4.5	6.8	23.1	19,660	25,004
Mitch	1.1	1.4	4.8	4,358	7,001
San Saba	1.4	2.3	7.6	6,594	9,849
Tarrant	50.6	60.9	212.5	238,918	345,014
Williamson	8.6	10.7	37.8	36,998	47,356
Total	132.7	174.9	622.9	624,183	893,941

BAKERSFIELD, CALIFORNIA

City	VHF Homes	Total Homes	Pop-ulation	Retail Sales	EBI
California:					
Fresno ISO	47.6	54.6	175.5	270,263	334,782
San	77.2	84.1	277.7	418,351	565,103
Kings	12.8	13.5	46.2	66,052	85,465
Tulare	40.9	43.7	147.8	210,477	251,188
Total	178.5	195.9	647.2	965,143	1,236,538

BALTIMORE, MARYLAND

City	VHF Homes	Total Homes	Pop-ulation	Retail Sales	EBI
Delaware:					
East	18.1	19.1	60.5	93,155	119,676
Waters	21.0	22.1	70.1	116,520	127,315
Maryland:					
Anne Arundel	43.6	54.7	204.7	185,594	349,472
Baltimore	395.8	421.3	1,455.4	1,745,175	2,829,505

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BALTIMORE, MARYLAND <i>continued</i>																	
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Calvert	3.4	3.7	15.2	11,192	18,834	Washington	22.9	26.8	93.4	101,473	160,371	Penobscot	28.4	31.0	115.6	143,708	186.9
Caroline	5.0	5.3	18.0	21,892	26,381	Wicomico	13.3	14.6	48.1	70,306	81,214	Piscataquis	4.2	4.7	15.8	16,513	25.0
Carroll	13.4	14.1	54.2	53,415	77,899	Worcester	4.9	7.1	24.6	43,730	33,875	Somerset	9.2	10.9	37.8	34,146	59.0
Cecil	10.7	12.8	48.5	47,915	72,228	Pennsylvania:						Waldo	5.3	6.1	20.5	17,634	29.0
Dorchester	7.7	8.1	28.9	28,296	41,044	Adams	11.2	13.9	50.4	52,819	78,003	Washington	8.1	9.6	32.4	33,656	44.4
Frederick	17.5	19.0	71.7	72,607	112,387	Franklin	19.8	24.0	84.5	114,109	132,910	Total	93.7	104.8	367.1	427,283	588.3
Harford	17.9	19.9	73.8	72,156	128,212	York	61.7	71.1	237.0	299,593	440,262						
Howard	7.0	8.7	33.7	29,125	52,244	Total	712.6	787.4	2,745.5	3,250,225	4,986,150						
Kent	4.1	4.4	15.3	17,831	23,578	BANGOR, MAINE											
Queen Annes	4.1	4.8	16.7	15,110	21,804	Maine:											
Somerset	3.8	5.5	19.2	15,554	26,056	Hancock	8.8	10.4	32.5	39,598	53,473						
Talbot	5.7	6.4	21.6	42,658	32,880	Kennebec	21.9	23.4	84.5	108,453	145,001						
						Knox	7.8	8.7	28.0	33,576	45,341						

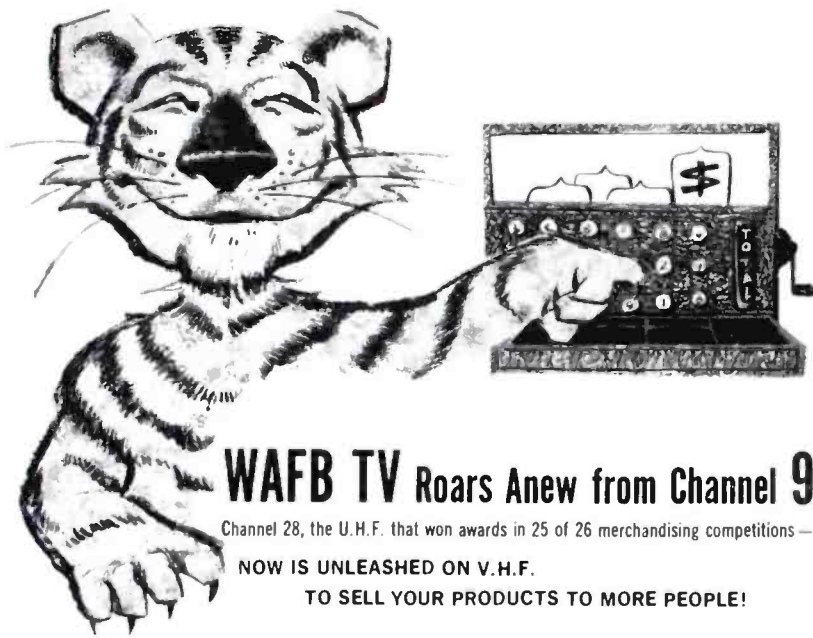
BATON ROUGE, LOUISIANA

Louisiana:					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Acadia	9.2	13.2	50.1	41,540	59.4
Ascension	4.1	6.5	25.8	20,822	27.9
Assumption	2.7	4.1	16.9	8,302	14.6
Avoyelles	7.6	10.3	38.2	21,739	42.6
Catahoula	1.9	2.8	11.0	6,480	11.3
Concordia	2.6	4.4	16.7	12,985	17.4
E. Baton Rouge	57.0	67.8	232.8	293,758	439.2
E. Feliciana	2.3	3.0	17.7	5,292	12.1
Evangeline	6.1	8.7	33.1	14,909	35.0
Iberia	8.8	13.8	52.3	53,516	66.4
Iberville	4.8	6.9	26.5	19,484	29.1
Lafayette	14.6	21.1	78.7	95,611	106.1
Livingston	4.3	6.2	23.5	14,863	29.1
Pointe Coupee	3.5	5.2	20.4	11,120	21.1
St. Charles	2.8	3.7	15.2	10,861	18.1
St. Helena	1.6	2.3	9.1	1,877	9.1
St. James	2.7	3.4	15.2	10,353	12.1
St. John Bapt.	2.9	3.5	14.7	9,026	14.1
St. Landry	13.4	21.2	88.2	54,880	89.1
St. Martin	4.2	6.2	26.8	13,453	27.1
St. Mary	7.6	10.9	41.1	45,664	54.1
St. Tammany	6.9	8.9	31.8	29,905	37.1
Tangipahoa	14.4	17.1	62.4	63,431	72.1
Vermilion	7.1	10.5	38.3	36,638	42.1
Washington	9.7	11.4	42.6	38,170	54.1
W. Baton Rouge	2.3	3.1	11.8	7,126	14.1
W. Feliciana	1.1	1.8	10.0	4,239	7.1
Mississippi:					
Adams	6.4	10.7	37.5	42,639	51.1
Amite	2.1	4.0	16.5	5,069	11.1
Franklin	1.5	2.1	8.1	3,875	7.1
Jefferson	1.5	2.4	9.5	4,836	7.1
Pike	5.7	9.0	34.2	37,230	39.1
Walthall	1.8	3.6	15.3	8,470	13.1
Wilkinson	1.5	2.7	11.7	8,014	9.1
Total	226.7	312.5	1,183.7	1,056,177	1,518.1

BAY CITY-SAGINAW-FLINT, MICHIGAN

Michigan:					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Alcona	8	1.0	6.4	5,948	8.0
Alpena	5.3	8.1	28.4	35,431	42.1
Arenac	2.5	2.9	10.2	13,060	16.1
Bay	28.3	31.0	107.2	124,260	166.1
Clare	3.2	4.0	13.1	15,419	18.1
Clinton	9.4	10.0	35.8	31,956	37.1
Eaton	13.8	15.1	48.8	45,827	52.1
Genesee	102.0	119.6	393.9	471,136	819.1
Gladwin	2.5	2.9	10.6	13,629	16.1
Griott	9.7	10.8	36.9	42,388	50.1
Huron	8.9	9.4	34.5	38,672	45.1
Ingham	62.8	66.1	219.1	321,672	413.1
Ionia	11.2	12.4	43.8	46,065	54.1
Iosco	3.9	5.5	17.5	21,485	25.1
Isabella	7.7	8.4	31.3	35,808	42.1
Lapeer	11.3	11.9	45.8	39,919	47.1
Midland	12.1	14.4	50.5	50,813	59.1
Missaukee	1.7	1.9	7.2	4,770	5.1
Montcalm	10.9	12.0	38.0	43,384	51.1
Ogemaw	2.3	2.5	9.2	10,690	12.1
Oscoda	8	9	3.5	4,229	5.1
Roscommon	2.0	2.3	7.3	11,819	14.1
Saginaw	52.0	55.9	190.6	232,549	301.1
Sonlac	8.9	11.0	37.5	32,529	38.1
Shiawassee	15.7	17.2	55.9	64,430	75.1
Tuscola	12.3	13.5	47.2	48,239	57.1
Total	402.0	450.7	1,530.2	1,806,127	2,718.1

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goes farther — sells more — in one of the nation's fastest-growing markets

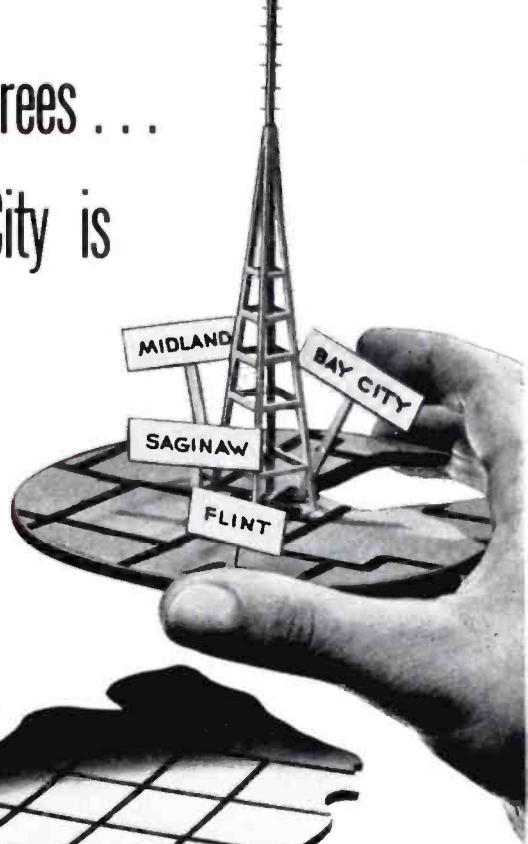
Get Full Information from... **BLAIR Television ASSOCIATES INC.**

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Television Magazine agrees ...

Flint - Saginaw - Bay City is

ONE CONSOLIDATED MARKET!



ARB confirms it's in the hand of WNEM-TV!

Now, following the lead set by ARB, as well as by other nationally recognized market-measuring organizations, Television Magazine has recognized the Flint-Saginaw-Bay City area as ONE SOLID CONSOLIDATED MARKET! WNEM-TV, Eastern Michigan's first VHF station, puts your sales message into **402,000 TV homes** throughout this area at the lowest cost-per-thousand available from any media delivering high impact in this quantity.



WNEM-TV

serving FLINT - SAGINAW - BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION - ALL WAYS!



	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
BEAUMONT-PORT ARTHUR, TEXAS					
Louisiana:					
Allen	3.9	6.0	21.5	16,020	26,302
Assumption	4.1	6.3	23.1	16,390	27,487
Cadillac	30.1	41.4	139.4	155,352	242,017
Camden	.9	1.6	6.4	3,614	8,551
Jefferson	4.0	6.7	23.7	17,059	25,594
Texas:					
Cherokee	2.0	2.4	8.4	8,910	12,641
Madison	4.0	6.8	24.5	21,387	29,782
Waller	3.6	5.4	21.1	22,291	22,771
Wheeler	61.7	75.3	253.1	303,119	453,261
Liberty	7.0	8.1	29.2	31,492	38,635
Newton	1.6	2.6	10.1	4,845	9,363
Orange	14.3	18.3	62.4	51,870	94,188
Solomon	1.2	.7	7.0	9,106	7,496
San Augustine	1.1	1.7	7.2	7,730	6,661
San Jacinto	1.2	1.7	6.3	1,815	6,427
Tyler	2.1	2.8	10.9	11,042	12,833
Total	142.8	188.8	654.3	682,042	1,024,009
BELLINGHAM, WASHINGTON					
Washington:					
Chelan	8.2	9.0	28.2	36,385	52,954
Island	4.0	6.1	18.7	14,465	28,980
San Juan	1.0	1.0	3.0	2,234	5,050
Skagit	13.3	16.5	51.9	56,233	81,183
Whatcom	20.6	25.0	74.6	93,063	123,802
Total	47.1	57.6	176.4	202,380	291,969
BIG SPRING, TEXAS					
Texas:					
Clascock	.2	.2	.8	212	1,520
Howard	7.6	10.8	38.1	55,722	71,303
Mitchell	3.3	3.9	13.9	13,310	22,644
Scary	7.2	9.6	32.5	25,078	59,304
Swilling	.2	.2	1.1	1,452	1,576
Total	18.5	24.7	86.4	95,774	156,347
BILLINGS, MONTANA					
Montana:					
Big Horn	1.3	2.8	10.5	10,227	14,365
Blaine	1.4	2.6	8.3	8,817	13,080
Carbon	1.9	2.4	8.0	6,555	10,996
Carter	.3	.8	2.6	1,632	3,972
Chouteau	1.7	2.4	7.6	9,766	17,834
Custer	2.0	4.0	12.5	21,746	21,673
Fergus	2.7	4.4	13.5	17,379	26,911
Garfield	.3	.6	2.1	842	3,630
Golden Valley	.2	.4	1.5	820	2,500
Missoula	1.1	1.6	5.1	5,516	9,060
Park	2.8	3.7	13.3	18,592	19,412
Petroleum	.2	.3	.8	486	1,608
Phillips	.8	2.0	6.4	7,765	10,224
Powder River	.4	.8	2.6	1,623	5,275
Rosebud	1.0	2.0	6.7	5,839	10,311
Stillwater	1.1	1.8	5.8	5,754	9,243
Sweet Grass	.6	.9	3.2	4,300	5,731
Treasure	.2	.3	1.2	1,206	2,090
Wheatland	.6	.9	2.9	4,266	5,421
Yellowstone	21.9	26.3	78.8	125,932	143,898
Wyoming:					
Big Horn	2.1	3.2	11.4	11,427	17,314
Hall Springs	1.0	1.8	5.6	6,210	9,774
Johnson	.7	1.4	4.7	6,059	8,154
Park	3.5	5.5	16.6	25,349	31,420
Sheridan	3.3	6.5	21.0	29,245	35,602
Washoie	1.1	2.6	9.2	13,081	16,441
Yellowstone Pk.	.1	.1	.5	3,719	1,000
Total	54.3	82.1	262.4	354,153	456,939
BINGHAMTON, NEW YORK					
New York:					
Broome	57.8	62.5	207.5	256,496	426,753
Chemung	28.2	30.8	98.5	128,219	192,790
Chautauq	11.6	13.4	44.7	60,016	81,458
Columbia	11.6	12.2	40.0	53,066	73,818

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a symbol
of Integrity
In Birmingham



television ... in Birmingham means WBRC-TV.

Improved service and an additional 66,666 more potential viewers were added to WBRC-TV's already vast audience within the past year when its tower height was increased an additional 244 feet above sea level.

ARB, March, 1960 from 9 AM to midnight, Sunday through Saturday, shows WBRC-TV reaches an average of 14,700 more TV homes per quarter-hour than any other station in the market.

To effectively and economically reach "the Pittsburgh of the South," reach the rich Birmingham market with WBRC-TV.



WBRC-TV
Channel 6

CBS in Birmingham, Alabama

Sales Representative:
The Katz Agency, Inc.

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
BINGHAMTON, NEW YORK continued											
Delaware	12.3	13.9	46.4	59,806	81,336	McIntosh	1.3	1.8	6.8	8,027	
Madison	14.1	15.6	53.5	60,246	99,251	McLean	3.4	4.8	18.2	12,308	
Otsego	15.9	17.2	54.5	66,952	100,795	Mercer	1.4	2.0	7.6	5,914	
Schuyler	3.9	4.1	13.4	15,371	20,480	Morton	4.8	5.5	21.1	23,805	
Steuben	25.1	29.6	99.7	111,918	178,085	Oliver	.3	.5	2.4	623	
Tioga	10.1	10.7	34.6	38,61	60,070	Sheridan	.8	1.1	4.6	3,148	
Tompkins	17.6	18.6	66.6	78,606	144,848	Sioux	.5	.6	2.6	1,146	
Yates	5.3	5.6	17.5	18,950	33,510	Stutsman	5.5	7.0	26.8	36,060	
Pennsylvania:											
Bradford	14.0	15.4	52.3	68,002	83,847	Wells	1.8	2.7	10.0	11,212	
Cameron	1.4	1.9	6.9	6,975	12,945	South Dakota:					
Clinton	8.8	11.1	39.1	41,917	62,611	Campbell	.4	1.0	3.8	2,835	
Lackawanna	66.8	70.3	246.5	272,255	404,138	Corson	.7	1.4	6.1	3,602	
Potter	3.4	4.7	15.9	17,900	23,728	Dewey	.6	1.1	5.0	3,992	
Susquehanna	7.5	8.6	31.6	35,203	46,377	Edmunds	.9	1.8	7.0	6,641	
Tioga	9.0	10.6	36.3	44,680	54,962	Harding	.3	.5	1.8	1,488	
Wayne	6.2	7.5	27.3	34,839	39,488	McPherson	.9	1.8	6.5	6,319	
Wyoming	4.1	4.7	16.2	19,942	23,893	Perkins	.9	1.6	5.8	8,046	
Walworth	1.1	2.5	8.5	14,035		Walworth	1.1	2.5	8.5	14,035	
Total	334.7	369.0	1,249.0	1,489,970	2,245,183	Total	41.5	57.7	217.7	240,920	
BIRMINGHAM, ALABAMA											
Alabama:											
Bibb	2.5	3.5	14.7	8,759	14,380	BLOOMINGTON, INDIANA					
Blount	5.2	6.7	27.2	15,634	28,165	Illinois:					
Calhoun	20.0	25.5	96.1	85,054	130,572	Crawford	6.2	6.6	20.7	23,785	
Chambers	6.9	9.1	35.4	15,977	46,610	Indiana:					
Cherokee	2.7	3.9	16.4	7,744	16,403	Bartholomew	13.2	15.2	48.6	62,017	
Chilton	4.4	6.5	26.1	16,428	26,464	Boone	8.5	9.3	28.4	35,913	
Cloy	1.9	3.1	12.5	7,963	13,076	Brown	1.5	2.2	8.4	3,299	
Cleburne	2.0	2.8	10.9	6,240	10,498	Carroll	4.8	5.7	18.0	21,014	
Colbert	6.8	12.3	48.1	41,267	64,507	Clay	7.4	8.3	25.5	23,024	
Coosa	1.6	2.0	8.2	3,394	8,952	Clinton	9.8	10.3	31.8	35,866	
Cullman	9.7	11.8	49.4	41,681	49,840	Decatur	5.3	6.0	20.2	26,644	
Dallas	9.8	14.4	57.6	45,141	67,095	Delaware	32.5	34.9	110.0	128,826	
Etowah	23.1	27.4	100.2	89,837	145,316	Fountain	5.6	6.5	19.9	22,863	
Fayette	2.7	4.0	16.7	11,225	16,504	Grant	21.8	23.7	76.2	86,281	
Franklin	3.9	5.8	23.1	17,223	24,644	Greene	8.1	8.8	27.1	26,461	
Greene	1.8	3.1	13.6	7,025	12,344	Hamilton	10.4	11.3	35.1	32,662	
Hale	2.5	4.3	17.4	7,645	15,460	Hancock	7.8	9.7	29.6	29,795	
Jackson	5.8	8.6	36.3	21,776	34,592	Hendricks	9.9	12.7	40.5	31,544	
Jefferson	165.0	180.9	634.1	710,774	1,082,017	Henry	14.6	16.0	53.3	55,824	
Lamar	2.4	3.7	15.2	9,113	13,762	Howard	19.0	20.4	65.0	73,166	
Lauderdale	9.4	16.6	60.9	53,236	82,160	Jackson	8.2	9.3	30.4	31,567	
Lawrence	4.0	6.2	26.2	9,707	24,553	Jennings	4.4	5.1	19.3	14,062	
Limestone	5.7	9.2	38.0	31,021	38,507	Johnson	11.1	12.4	38.6	39,555	
Madison	15.5	28.4	108.4	115,302	128,209	Lawrence	10.7	11.5	37.8	35,858	
Marion	3.6	5.9	24.1	12,761	22,523	Madison	37.0	39.5	123.9	144,262	
Marshall	8.7	13.0	49.2	51,817	51,958	Marion	197.6	220.8	689.1	1,007,866	
Morgan	12.1	14.5	52.6	55,100	65,621	Monroe	14.4	16.3	61.4	60,405	
Perry	2.8	3.8	17.3	9,143	16,052	Montgomery	9.8	10.6	32.7	38,771	
Pickens	3.0	5.0	21.7	11,696	19,899	Morgan	9.8	10.3	32.5	28,410	
Saint Clair	4.9	6.0	24.0	15,247	27,680	Orange	4.6	5.8	19.3	14,362	
Shelby	6.8	8.1	32.9	19,979	36,107	Owen	3.2	3.5	11.3	8,757	
Talladega	14.4	16.5	67.1	45,842	79,804	Parke	4.4	4.8	15.2	12,522	
Tallapoosa	6.2	8.6	33.7	27,103	42,285	Putnam	6.7	7.0	24.5	25,703	
Tuscaloosa	20.4	25.6	107.0	85,977	135,810	Rush	6.0	6.5	21.6	24,108	
Walker	12.1	12.7	50.5	39,252	54,886	Scott	4.4	4.8	15.0	13,597	
Wilcox	2.7	4.5	20.2	6,742	16,828	Shelby	10.0	10.8	33.4	39,841	
Winston	2.3	3.5	14.8	9,870	16,095	Sullivan	6.2	6.6	20.7	18,917	
Mississippi:											
Lowndes	5.4	10.8	41.1	37,967	43,828	Tippecanoe	22.7	26.2	91.6	115,135	
Total	420.7	538.3	2,048.9	1,807,662	2,724,006	Tipton	4.5	4.9	16.3	12,953	
Washington:											
						Vermillion	5.2	5.8	18.4	17,832	
						Vigo	32.5	34.6	106.9	144,805	
						Warren	2.4	2.5	8.1	3,751	
						Washington	4.6	4.8	16.2	13,361	
						Total	606.8	672.0	2,142.5	2,585,384	
BISMARCK, NORTH DAKOTA											
North Dakota:											
Adams	.7	1.3	4.4	6,859	8,294	BLUEFIELD, WEST VIRGINIA					
Burleigh	7.9	9.5	32.7	50,890	51,314	Kentucky:					
Emmons	1.6	2.0	7.9	6,633	9,703	Martin	1.3	2.0	10.1	2,688	
Foster	1.1	1.5	5.3	8,240	6,628	Pike	10.9	15.2	68.7	33,912	
Grant	1.4	1.5	5.8	3,573	7,514	Virginia:					
Hettinger	1.1	1.7	6.3	7,682	9,795	Bath	1.0	1.6	6.3	4,182	
Kidder	1.2	1.4	5.7	4,320	7,183	Bland	1.0	1.5	6.8	2,746	
Logan	.9	1.1	5.1	3,525	5,157	Highland	.6	.8	3.8	1,223	
						Tazewell	8.2	11.1	48.9	43,197	

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
West Virginia:					
Fayette	15.9	18.0	73.4	45,887	98,045
Greenbrier	7.0	9.1	37.5	33,018	50,482
McDowell	16.1	17.6	78.1	45,934	104,169
Mercer	15.6	19.8	78.1	62,182	110,131
Mingo	9.2	10.0	44.0	31,272	49,570
Monroe	2.0	3.0	12.1	5,423	13,552
Pocahontas	1.6	2.9	12.0	6,203	12,841
Raleigh	16.8	21.3	87.6	59,583	115,110
Summers	2.8	4.4	17.8	10,049	20,539
Wyoming	6.7	9.5	42.6	23,179	52,167
Total	116.7	147.8	627.8	410,678	769,501

BOISE, IDAHO

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Idaho:					
Ada	23.3	27.3	86.2	142,967	154,633
Adams	.6	.9	3.0	2,374	5,014
Boise	.4	.4	1.3	718	1,995
Canyon	14.3	18.3	61.5	77,462	91,071
Elmore	2.7	3.3	12.4	13,045	21,729
Gem	1.8	2.5	8.1	11,133	11,654
Gooding	2.3	2.7	9.5	9,542	13,963
Owyhee	1.4	1.7	6.4	6,016	8,425
Fayette	2.7	3.5	12.0	12,903	16,053
Valley	.8	1.1	4.0	5,515	6,781
Washington	2.0	2.4	8.2	12,835	11,854
Oregon:					
Grant	1.4	2.4	8.1	8,445	16,216
Horney	1.1	1.9	6.5	10,229	12,582
Malheur	4.8	6.5	23.6	31,626	33,897
Wallowa	1.5	2.4	7.5	8,121	12,774
Total	61.1	77.3	258.3	352,931	418,641

BOSTON, MASSACHUSETTS

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Connecticut:					
New London	47.6	52.9	178.5	216,697	397,056
Windham	19.5	20.5	68.0	95,296	148,272
Maine:					
York	25.1	27.9	95.8	100,463	168,613
Massachusetts:					
Barnstable	15.9	17.5	56.7	107,236	106,558
Bristol	113.9	120.3	398.4	446,426	746,027
Dukes	1.6	1.8	5.7	11,937	9,559
Essex	159.8	171.0	561.0	730,937	1,174,682
Middlesex	306.9	334.6	1,182.3	1,442,619	2,634,629
Nantucket	.9	1.0	3.6	9,135	5,702
Norfolk	127.6	142.5	491.3	606,448	1,208,212
Plymouth	64.5	71.1	228.6	295,862	450,730
Suffolk	223.6	235.6	839.8	1,508,880	1,787,566
Worcester	161.5	171.4	589.5	666,519	1,188,273
New Hampshire:					
Belknap	7.7	8.1	27.3	41,427	47,856
Carroll	4.6	4.9	16.1	24,556	24,794
Cheshire	12.0	12.8	42.5	49,681	72,186
Hillsborough	46.4	50.3	168.2	239,939	328,193
Merrimack	17.4	18.3	64.6	75,568	111,706
Rockingham	23.1	26.9	87.6	129,734	160,998
Strafford	14.3	15.2	54.0	66,177	97,025
Sullivan	7.9	8.7	28.8	32,671	50,654
Rhode Island:					
Bristol	8.5	9.0	31.9	30,997	59,630
Kent	24.1	31.4	105.0	116,613	196,318
Newport	17.3	19.8	76.7	64,408	145,020
Providence	163.9	172.5	579.0	720,525	1,095,472
Washington	14.9	16.9	60.6	67,937	110,514
Vermont:					
Bennington	6.6	7.3	24.4	31,097	44,221
Windham	6.4	8.7	30.5	41,413	53,597
Total	1,643.5	1,778.9	6,096.4	7,971,198	12,624,063

BRIDGEPORT, CONNECTICUT—Data Incomplete

BRISTOL, VIRGINIA-JOHNSON CITY, TENNESSEE

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Kentucky:					
Harlan	9.7	11.5	50.5	34,924	54,027
Knott	1.9	3.4	17.2	4,052	12,092
Leslie	1.4	3.6	18.3	5,266	13,725
Letcher	3.7	5.9	27.5	15,585	24,659
Perry	4.8	7.5	35.8	25,178	31,205
Pike	10.9	15.2	68.7	33,912	63,912
North Carolina:					
Alleghany	1.6	2.3	8.4	5,018	8,954
Ashe	3.8	5.0	21.5	9,871	19,857
Avery	2.2	3.0	12.2	3,680	11,389
Mitchell	2.3	3.5	14.7	10,335	13,908
Watauga	2.9	4.4	19.5	14,741	18,086
Tennessee:					
Carter	8.6	11.1	44.5	28,048	53,623
Greene	7.5	12.3	46.9	32,522	51,877
Hamblen	4.9	8.8	32.6	36,175	39,964
Hawkins	4.5	8.3	34.7	13,311	35,365
Johnson	1.8	3.9	16.5	8,253	14,409
Sullivan	22.1	30.5	113.7	143,059	172,426
Unicoi	2.4	3.4	14.1	9,116	16,875
Washington	13.4	16.2	63.3	64,842	83,107

Virginia:

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Bland	1.0	1.5	6.8	2,746	6,326
Buchanan	5.4	8.0	40.1	26,192	34,910
Dickenson	3.3	5.0	23.8	11,036	21,561
Grayson	3.9	4.1	16.2	6,621	18,840
Lee	5.2	6.2	28.4	12,924	24,640
Russell	4.1	5.8	25.8	12,954	24,084
Scott	4.7	7.3	31.1	13,599	30,633
Smyth	5.1	7.0	31.4	23,627	32,396
Tazewell	8.2	11.1	48.9	43,197	54,879
Washington	9.1	12.8	54.8	50,416	62,576
Wise	9.4	11.9	52.8	49,816	53,928
Total	169.8	240.5	1,020.7	751,016	1,104,233

BRYAN, TEXAS

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Texas:					
Brazos	9.1	13.5	49.1	44,166	71,088
Burleson	2.1	2.8	10.5	7,321	11,908
Falls	4.8	6.3	22.8	20,482	25,896
Grimes	2.7	4.0	13.9	11,988	14,977
Houston	3.4	5.5	20.0	16,959	21,422
Lee	1.7	2.4	9.4	8,757	10,041
Leon	1.8	3.3	12.0	7,511	12,548
Madison	1.2	1.7	6.4	7,092	7,233
Polk	2.8	4.0	15.0	11,836	17,662
Robertson	3.4	4.9	18.5	16,531	19,518
Trinity	1.7	2.2	7.9	8,521	8,504
Waller	2.5	3.1	12.0	11,753	17,926
Washington	3.9	5.1	17.6	18,150	20,034
Total	41.1	58.8	215.1	191,067	258,757

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BRISTOL— JOHNSON CITY— KINGSPORT

Sales Hub for a
\$ Billion-Plus Market
Dominated by

WCYB-TV

The Tri-Cities sales complex is Tennessee's most active market area. Retail sales per household range from \$6,025 to \$9,434—\$2,400-\$5,800 above state average—swelled by dollars pouring into this sales center for a \$1.2 billion* income market.

Antenna 2,219 ft. above average surrounding terrain on 4,360 ft. mountain, low band channel (5) and an integrated antenna create a 37-county tv viewing area sold only by WCYB-TV. Within this market, WCYB-TV delivers twice as many average quarter-hour "homes reached" . . . reaches 132,000 tv families, 59% more net weekly circulation than the only other competitive station (ARB, 3/60).

Get all the facts on this rich southern market served "on a platter" call HEADLEY-REED or . . .

WCYB-TV

Channel 5 Bristol, Va.—Tenn.
NBC — ABC

*SRDS Consumer Market Data, July '60

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Looking for Drug Store Sales? WWTV AREA DRUGGISTS OUTSELL THOSE OF 8 COMPLETE STATES!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Your market for drug-store sales in the WWTV Area—Cadillac and Northern Lower Michigan—is greater than that in any one of eight entire U.S. states*!

And remember too, you need *only* WWTV to reach *all* of Northern Lower Michigan... and most of its drug product consumers. WWTV has NCS No. 3 circulation—daytime and nighttime—in 36 Northern Lower Michigan counties. To approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

*WWTV Area drug sales (\$30.6 million) exceed those in Idaho, New Hampshire, Delaware, North Dakota, Montana, Nevada, Alaska and Hawaii.

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

BUFFALO, NEW YORK						CAPE GIRARDEAU, MISSOURI					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
Buffalo, New York:						Arkansas:					
Allegany	11.3	13.3	45.4	40,587	80,674	Isabella	7.7	8.4	31.3	35,808	49,345
Cattaraugus	23.6	25.2	84.2	94,924	153,058	Kalkaska	1.0	1.3	4.6	4,266	5,123
Chautauquo	44.3	47.7	149.6	181,244	286,612	Lake	1.3	1.5	5.1	3,995	5,832
Erie	307.9	331.4	1,104.3	1,337,796	2,252,969	Leelanau	2.2	2.6	9.6	7,693	14,110
Genesee	14.3	15.8	54.0	71,601	100,422	Manistee	5.4	6.3	20.4	19,469	28,374
Niagara	63.2	70.2	234.0	281,383	475,973	Mason	5.8	6.6	21.0	26,695	32,372
Orleans	9.3	10.4	34.1	41,749	59,305	Mecosta	5.2	5.8	18.7	18,565	26,007
Steuben	25.1	29.6	99.7	111,918	178,085	Midland	12.1	14.4	50.5	50,813	89,297
Wyoming	8.5	9.5	35.2	40,033	54,165	Missaukee	1.7	1.9	7.2	4,770	9,087
Pennsylvania:						Montmorency					
Elk	7.3	9.9	36.4	34,408	60,184	Montmorency	.9	1.2	4.5	5,499	5,527
McKean	13.3	14.9	49.6	58,314	90,851	Newaygo	6.7	7.6	26.2	22,732	37,171
Potter	3.4	4.7	15.9	17,900	23,728	Oscoda	3.3	3.8	14.0	13,964	16,988
Tioga	9.0	10.6	36.3	44,680	54,962	Oscoda	.8	.9	3.5	4,229	3,711
Warren	10.1	10.6	37.6	66,410	61,587	Oshtemo	1.5	2.0	7.5	9,409	8,767
Total	550.6	603.8	2,016.3	2,422,947	3,932,575	Presque Isle	2.2	3.2	13.5	13,250	15,800
						Roscommon	2.0	2.3	7.3	11,819	10,900
						Wexford	5.0	5.6	18.7	23,820	27,000
						Total	96.6	116.2	411.5	461,954	583,467

BURLINGTON, VERMONT					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
New Hampshire:					
Coos	9.6	10.4	37.2	40,385	59,188
Grafton	11.8	12.7	46.2	63,427	82,615
New York:					
CClinton	13.7	15.6	65.8	79,337	99,932
Essex	8.9	11.2	38.4	46,129	59,970
Franklin	10.1	12.2	44.6	53,994	74,462
St. Lawrence	25.4	34.4	124.8	154,260	201,751
Warren	12.4	13.0	41.5	75,999	74,906
Washington	13.0	13.7	47.7	44,215	78,148
Vermont:					
Addison	4.3	4.9	19.2	20,103	30,242
Caledonia	5.8	6.2	21.3	32,452	32,731
Chittenden	16.8	18.7	70.5	100,310	118,976
Essex	1.4	1.5	5.5	3,480	8,704
Franklin	6.6	6.9	26.0	31,526	41,399
Grand Isle	.7	.7	2.8	2,666	4,097
Lamoille	2.5	3.1	11.8	12,981	17,894
Orange	3.7	5.0	18.1	18,412	27,358
Orleans	4.8	5.5	20.7	25,064	30,424
Rutland	11.3	11.9	42.0	60,047	68,898
Washington	10.9	11.5	41.5	53,910	73,363
Windsor	10.1	10.7	36.7	42,467	66,785
Total	183.8	209.8	762.3	961,164	1,251,843

BUTTE, MONTANA					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
Montana:					
Beaverhead	1.5	2.7	6.8	11,498	11,547
Broadwater	.5	.7	2.3	2,555	3,763
Deer Lodge	3.2	6.5	22.1	18,448	37,723
Gallatin	4.2	7.8	24.7	35,386	45,614
Granite	.6	1.0	3.1	2,999	5,101
Jefferson	.5	1.0	4.3	6,227	4,897
Judith Basin	.5	.7	2.9	2,623	6,132
lake	2.2	3.6	12.9	12,036	15,856
Lewis & Clark	5.5	10.5	30.5	39,310	59,799
Madison	1.0	1.8	5.7	4,138	9,255
Meagher	.5	1.0	2.8	3,075	4,621
Missoula	10.4	15.0	45.0	65,828	78,201
Park	2.8	3.7	13.3	18,592	19,412
Powell	1.1	2.2	7.7	7,174	11,784
Ravalli	2.2	4.0	12.5	12,051	17,425
Silver Bow	19.3	20.8	57.1	68,904	104,991
Sweet Grass	.6	.9	3.2	4,300	5,731
Total	56.6	83.9	256.9	315,144	441,852

CADILLAC, MICHIGAN					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
Michigan:					
Alcona	.8	1.0	6.4	5,948	6,889
Alpena	5.3	8.1	28.4	35,431	41,060
Antrim	2.4	3.2	11.3	9,411	13,164
Benzie	2.0	2.3	8.2	8,716	10,257
Charlevoix	3.1	3.9	13.9	14,115	16,950
Clare	3.2	4.0	13.1	15,419	18,832
Crawford	1.0	1.3	5.2	6,770	5,928
Emmet	3.8	4.6	16.1	25,829	22,616
Gladwin	2.5	2.9	10.6	13,629	13,100
Gr. Traverse	7.7	9.5	34.7	49,890	49,203

CARLSBAD, NEW MEXICO					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
New Mexico:					
Eddy	11.4	14.0	47.3	59,958	90,800
Total	11.4	14.0	47.3	59,958	90,800

CARTHAGE-WATERTOWN, NEW YORK					
VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
New York:					
Franklin	10.1	12.2	44.6	53,994	74,200
Jefferson	22.8	26.9	88.2	121,916	160,200
Lewis	5.9	6.5	23.3	20,445	36,200
St. Lawrence	25.4	34.4	124.8	154,260	201,751
Total	64.9	80.0	280.9	350,615	473,800

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It's much more than one side of a nickel!

The Greater Buffalo Market is over 2,000,000* people, over 500,000 families. The nation's 14th largest market with nearly four billion dollars to spend.** (Plus another half million homes in the Canadian audience.) ■ When this Niagara Frontier turns to television, it turns to WGR-TV to get the finest NBC and local programming, sign-on to sign-off, seven days a week. When advertisers look at the Buffalo Market they see WGR-TV. The station that puts service in broadcasting in the Buffalo Market. WGR-TV offers the kind of cooperation and interest advertisers like. For best results in Buffalo, call on America's most powerful selling medium, television, and Buffalo's most cooperative station, WGR-TV.

*Total of U.S. Counties as listed in Television Magazine.

**Sales Management Magazine, Survey of Buying Power

WGR-TV ■ CHANNEL 2 ■ NBC ■ BUFFALO, N. Y. ■ A TRANSCONTINENT STATION

SYMBOL OF SERVICE



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.

WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,

KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by



The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17



**Ratings confirm it...
there's a big new picture
in CHARLOTTE**

**WSOC-TV
OVERALL AUDIENCE
UP 30% IN
CHARLOTTE MARKET'S
STANDARD
SURVEY AREA***

**DAYTIME AUDIENCE
GAINS RANGE
45% to 77%***

**50.4% SHARE OF
SETS-IN-USE
IN METROPOLITAN
CHARLOTTE
6 PM-MIDNIGHT†**

**TOP SHOW
IN CHARLOTTE'S
TOP TEN—
4 OUT OF TOP 5
FOR WSOC-TV†**

**ARB—March over November
†ARB—March*

Things change. Those in the know saw it coming a year ago. Now, ARB's latest special report on the Charlotte market further substantiates the continuing shift to WSOC-TV. See significant facts above at right; let an H-R man tell you more. Meantime, get more—get more for your advertising dollar. Get on WSOC-TV, one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

CASPERS, WYOMING																												
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)												
SOUTH DAKOTA:																												
	2.0	3.5	12.2	11,890	16,454																							
WYOMING:																												
	.6	1.7	5.2	8,266	9,074	Platt	4.2	5.3	16.5	14,913	32,478	Gilmer	1.0	1.9	8.1	3,252	9,375											
	3.4	5.4	17.5	20,154	37,180	Sangamon	42.5	47.1	145.2	221,988	306,418	Jackson	2.3	3.7	15.5	12,777	16,651											
	1.0	1.7	6.0	9,072	9,620	Shelby	7.2	8.2	25.5	19,112	43,588	Kanawha	63.9	69.5	252.5	297,132	444,589											
	.6	1.3	4.2	3,465	6,776	Vermilion	27.3	31.8	99.7	124,385	198,212	Lewis	2.7	4.8	19.9	14,023	22,620											
	3.4	7.3	24.4	32,810	40,110	Indiana:						Lincoln	4.1	4.9	21.8	8,000	21,493											
	1.0	1.8	5.6	6,210	9,774	Benton	3.0	3.4	11.6	15,889	21,286	Logan	14.7	15.5	68.1	46,340	94,875											
	.7	1.4	4.7	6,059	8,154	Fountain	5.6	6.5	19.9	22,863	32,637	McDowell	16.1	17.6	78.1	45,934	104,169											
	9.3	13.3	44.4	72,621	90,511	Montgomery	9.8	10.6	32.7	38,771	60,084	Mason	5.2	6.2	23.7	13,949	27,933											
	.6	1.2	3.8	4,939	5,971	Vermillion	5.2	5.8	18.4	17,832	25,918	Mingo	9.2	10.0	44.0	31,272	49,570											
	3.5	5.5	16.6	25,349	31,420	Warren	2.4	2.5	8.1	3,751	14,471	Nicholas	4.5	6.8	29.1	17,221	33,766											
	3.3	6.5	21.0	29,245	35,602	Total	315.9	355.6	1,163.1	1,450,455	2,268,410	Putnam	4.4	5.9	24.0	11,423	28,274											
	1.1	2.6	9.2	13,081	16,441	CHARLESTON, SOUTH CAROLINA																						
	1.1	2.4	7.7	10,011	15,084	Georgia:																						
Total	31.6	55.6	182.5	253,172	332,171	Montgomery	.9	1.6	6.9	2,229	6,023	Raleigh	16.8	21.3	87.6	59,583	115,110											
CEDAR RAPIDS-WATERLOO, IOWA																												
Iowa:																												
	3.7	4.5	15.8	18,871	20,380	Toombs	2.6	3.7	15.2	18,196	16,185	Ritchie	1.5	3.4	13.1	6,454	16,108											
	6.6	7.6	24.0	31,121	39,345	South Carolina:						Roane	2.5	3.6	15.7	9,055	16,823											
	35.7	38.7	125.3	158,865	243,719	Bamberg	2.5	3.9	16.0	9,750	13,968	Upshur	3.0	5.0	19.0	13,895	24,036											
	5.1	6.1	20.6	27,550	31,319	Beaufort	5.3	8.6	36.8	24,656	38,640	Wayne	7.1	8.9	43.1	15,395	48,667											
	5.6	5.9	21.9	2,543	29,533	Berkeley	5.6	7.6	35.1	14,138	27,440	Webster	2.4	3.8	16.2	7,429	17,894											
	4.8	5.4	17.8	23,543	27,295	Calhoun	2.2	3.1	13.0	5,747	10,254	Wirt	.8	1.3	4.7	1,544	4,981											
	5.2	5.9	19.6	26,959	34,590	Charleston	47.9	58.5	210.5	192,576	276,520	Wood	17.6	27.3	89.2	91,301	140,141											
	15.9	16.9	53.3	78,985	98,328	Clorendon	4.5	7.2	35.5	15,526	25,242	Wyoming	6.7	9.5	42.6	23,179	52,167											
	3.6	4.2	14.3	16,788	21,869	Colleton	5.6	6.9	27.9	16,748	24,217	Total	432.8	534.6	2,106.3	1,615,457	2,719,940											
	5.1	6.5	22.3	24,449	33,933	Dorchester	4.6	6.1	26.1	15,108	24,001	CHARLOTTE, NORTH CAROLINA																
	4.7	5.2	17.8	17,927	28,627	Florence	17.2	21.4	86.8	76,948	87,998	North Carolina:																
	20.5	22.2	82.3	102,964	141,478	Georgetown	6.4	9.0	36.3	23,391	36,660	Alexander	3.2	3.9	16.5	13,140	16,423											
	6.8	8.3	28.8	35,009	45,357	Hampton	3.3	4.9	20.7	11,698	15,364	Allegheny	1.6	2.3	8.4	5,018	8,954											
	4.0	6.9	21.9	24,992	37,888	Harry	9.2	17.8	79.1	62,229	74,187	Anson	4.7	5.6	23.6	14,272	22,454											
	4.6	5.2	16.9	21,267	30,952	Josper	2.0	2.9	12.1	5,998	9,641	Ashe	3.8	5.0	21.5	9,971	19,857											
	3.8	4.6	14.7	18,474	25,173	Orangeburg	11.8	17.4	74.5	46,252	64,351	Avery	2.2	3.0	12.2	3,680	11,389											
	6.7	7.0	21.0	34,618	39,464	Williamsburg	7.3	8.7	44.0	20,300	31,930	Buncombe	28.6	36.9	137.1	166,147	203,153											
	3.0	3.7	13.2	15,375	18,707	Total	138.9	189.3	776.5	561,490	782,621	Burke	10.0	12.3	52.1	35,197	56,759											
	4.1	4.9	15.6	21,770	27,186	CHARLESTON-HUNTINGTON, WEST VIRGINIA																						
	4.9	5.8	17.5	19,262	25,393	Kentucky:																						
	12.1	14.8	54.7	60,323	98,836	Bath	1.4	2.7	10.2	5,082	9,956	Cabarrus	16.4	17.8	67.6	72,089	99,206											
	5.2	5.8	19.4	27,149	29,830	Boyd	14.2	15.3	55.7	62,004	81,628	Caldwell	9.3	11.2	45.5	36,941	52,779											
	4.8	5.3	16.4	17,991	23,692	Breathitt	1.8	3.9	19.3	5,507	13,308	Catawba	17.2	19.1	72.5	86,402	98,092											
	39.1	41.5	127.3	199,104	246,689	Carter	4.0	5.2	22.3	12,485	20,079	Cleveland	13.8	15.9	65.6	54,401	81,058											
	2.8	3.0	10.0	11,175	15,424	Elliott	1.1	1.4	7.0	1,711	5,568	Davidson	16.3	18.6	71.2	69,180	93,451											
	6.7	7.7	24.2	32,643	37,979	Floyd	7.4	9.6	45.4	21,010	40,854	Davie	3.3	4.1	16.3	11,198	20,951											
	11.0	11.9	38.3	54,757	69,189	Greenup	5.7	7.0	28.1	11,756	32,326	Forsyth	45.4	50.6	181.8	219,367	298,956											
	10.0	10.5	33.7	48,285	53,798	Johnson	3.6	5.0	21.6	13,503	18,363	Gaston	28.0	33.6	130.9	112,798	183,185											
	4.7	6.1	21.0	24,973	33,491	Knott	1.9	3.4	17.2	4,052	12,092	Guilford	55.3	62.5	233.8	344,778	398,642											
	6.0	6.8	22.1	28,507	36,144	Lawrence	2.3	3.1	12.6	5,450	11,209	Haywood	7.4	10.7	42.2	37,118	54,134											
	14.2	16.6	51.4	56,773	86,286	Lee	.9	2.0	8.4	3,352	7,030	Henderson	6.9	9.4	33.8	34,124	42,128											
	5.6	6.8	21.5	32,113	35,942	Leslie	1.4	3.6	18.3	5,266	13,725	Iredell	13.4	15.1	58.6	55,640	73,261											
	5.1	6.1	21.0	20,071	31,298	Letcher	3.7	5.9	27.5	15,585	24,659	Lincoln	5.6	6.5	27.3	21,493	30,096											
	2.9	3.4	11.7	9,566	18,853	Lewis	1.9	3.2	13.7	5,446	13,149	McDowell	5.3	7.0	28.4	21,526	33,319											
Wisconsin:																												
	10.9	13.0	45.1	59,067	67,938	Magoffin	1.1	2.5	12.0	3,413	8,887	Madison	2.7	4.6	20.1	7,395	19,694											
Total	297.5	334.8	1,102.6	1,421,829	1,885,925	Marlin	1.3	2.0	10.1	2,688	6,967	Mecklenburg	65.7	76.6	275.3	385,812	491,540											
CHAMPAIGN, ILLINOIS																												
Illinois:																												
	31.7	34.6	129.3	154,075	281,184	Menifee	.4	.7	3.5	1,100	3,060	Mitchell	2.3	3.5	14.7	10,335	13,908											
	11.7	12.7	39.4	52,750	77,531	Morgan	1.3	2.6	11.5	6,062	10,042	Montgomery	3.4	3.9	15.9	13,636	16,995											
	5.0	5.6	17.4	18,559	30,224	Scioto	29.5	31.0	104.1	95,506	153,976	Polk	2.7	3.1	11.8	7,859	14,538											
	12.4	13.7	42.9	62,679	80,908	Vinton	2.6	2.9	11.8	5,075	12,546	Randolph	12.4	14.7	56.6	51,382	73,702											
	2.5	3.4	11.3	7,336	17,115	Washington	13.9	16.1	52.1	55,003	76,844	Richmond	8.8	9.4	38.2	38,791	50,501											
	5.2	5.6	17.1	22,322	37,264	Virginia:						Rowan	19.4	22.6	83.3	73,567	124,151											
	5.0	6.4	20.8	25,807	35,967	Buchanan	5.4	8.0	40.1	26,192	34,910	Rutherford	9.8	10.8	43.4	39,681	49,001											
	7.0	7.7	23.8	25,238	42,603	Dickenson	3.3	5.0	23.8	11,036	21,561	Scotland	4.0	5.6	25.1	17,941	23,432											
	6.0	6.8	23.0	39,111	38,355	West Virginia:						Stanly	10.1	10.6	40.1	37,045	53,630											
	4.6	5.1	16.6	24,311	30,829	Boone	5.8	6.1	27.1	17,876	33,866	Stokes	4.0	5.1	21.2	7,408	24,889											
	9.4	11.2	36.1	38,957	65,372	Braxton	2.1	4.3	18.1	9,806	18,034	Surry	10.5	12.4	50.0	54,271	62,216											
	3.8	4.2	13.6	9,601	19,783	Cabell	32.2	35.1	116.1	158,187	200,088	Transylvania	2.5	3.8	16.6	11,660	19,129											
	22.3	24.3	93.2	111,030	160,937	Calhoun	1.3	2.0	9.0	3,639	8,834	Union	8.9	10.1	41.5	34,885	45,765											
	10.4	13.6	45.7	55,831	87,054	Clay	2.3	3.3	14.1	4,414	14,585	Watauga	2.9	4.4	19.5	14,741	18,086											
	8.0	9.1	34.3	37,562	57,800	Doddridge	1.2	1.9	7.7	4,740	8,821	Wilkes	8.2	11.1	47.8	43,247	48,366											
	25.8	28.7	91.1	107,397	189,753	Fayette	15.9	18.0	73.4	45,887	98,045	Yadkin	4.7	6.2	26.0	14,471	28,054											
	34.0	37.4	116.0																									

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Kankakee	22.3	24.3	93.2	111,030	160,937
Kendall	3.7	4.6	15.5	15,976	29,773
Lake	72.6	77.6	268.1	368,437	649,718
La Salle	30.3	35.3	112.9	147,264	234,765
McHenry	18.9	22.2	71.4	102,808	148,676
Will	46.7	52.6	177.5	214,392	360,956
Indiana:					
Jasper	5.0	5.7	19.6	22,796	31,965
Lake	137.1	149.3	501.7	641,484	1,030,772
La Porte	26.0	27.8	92.0	114,866	161,473
Newton	3.1	3.9	12.7	15,641	22,710
Porter	14.7	16.2	54.9	56,879	100,068
Pulaski	3.5	3.9	13.4	16,127	22,885
Starke	5.3	6.0	19.5	18,938	30,120
Michigan:					
Berrien	45.0	50.4	159.1	199,751	284,455
Wisconsin:					
Kenosha	28.6	30.9	99.1	117,594	194,369
Racine	37.4	41.0	135.1	176,801	279,649
Walworth	14.7	16.5	52.6	68,291	90,458
Total	2,166.1	2,362.2	7,626.2	10,873,449	18,050,388

CHICO, CALIFORNIA

California:	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Butte	21.9	25.5	73.6	122,824	144,811
Colusa	2.6	3.2	10.2	17,154	21,886
Glenn	3.6	4.0	13.2	25,635	27,571
Jensen	3.1	4.2	13.8	20,526	29,211
Nevada	4.6	5.7	16.4	27,293	31,955
Placer	13.4	15.9	51.7	82,892	93,729
Shasta	13.7	17.2	50.6	86,061	103,261
Siskiyou	6.2	9.4	28.9	42,093	63,396
Sutter	7.9	9.5	30.3	30,702	59,934
Tehama	5.7	7.5	23.0	31,244	46,574
Trinity	2.6	3.2	8.0	6,167	14,550

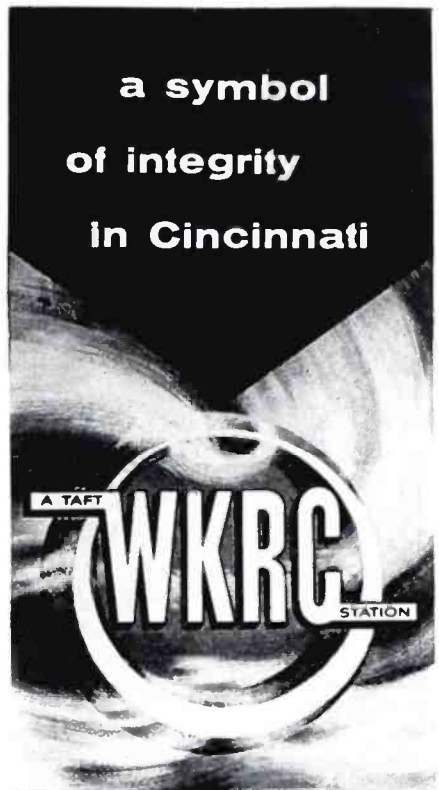
CINCINNATI, OHIO

Indiana:	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Dearborn	7.9	8.3	28.3	27,893	46,847
Fayette	7.1	7.5	25.6	25,553	46,278
Franklin	4.4	4.8	18.1	12,791	22,977
Jefferson	6.4	7.3	26.4	26,703	36,433
Ohio	1.0	1.1	4.3	3,670	6,365
Randolph	8.6	9.1	28.2	30,315	48,132
Ripley	6.1	6.8	22.4	24,976	31,411
Switzerland	1.9	2.0	6.8	4,218	9,711
Union	1.6	1.8	6.2	6,016	10,673
Wayne	22.0	23.2	76.6	87,496	138,896
Kentucky:					
Bath	1.4	2.7	10.2	5,082	9,956
Boone	5.4	6.7	22.5	15,142	28,823
Bourbon	3.3	4.8	16.6	18,697	23,214
Brocken	1.9	2.2	7.4	6,065	9,133
Campbell	26.2	27.6	87.7	80,919	140,401
Carroll	2.2	2.3	7.6	9,094	10,343
Clark	2.9	5.3	18.4	23,827	24,865
Fayette	23.7	36.6	125.4	185,428	203,476
Fleming	1.6	2.8	10.5	10,053	11,053
Franklin	6.2	9.8	32.0	32,101	51,651
Gallatin	1.0	1.3	4.3	3,340	5,256
Grant	2.5	2.7	9.3	7,535	10,772
Harrison	3.2	4.3	13.9	16,635	18,722
Henry	2.4	3.2	10.4	7,899	12,633
Kenton	40.2	42.3	132.0	127,227	226,689
Lewis	1.9	3.2	13.7	5,446	13,149
Mason	4.6	5.0	17.5	22,722	23,285
Menifee	.4	.7	3.5	1,100	3,060
Montgomery	1.5	2.9	13.3	16,391	16,125
Nicholas	1.4	2.2	6.8	4,616	8,726
Owen	2.0	2.5	8.2	4,498	10,548
Pendleton	2.5	3.3	10.7	7,891	14,006
Powell	.7	1.5	6.5	1,977	5,469
Robertson	.4	.6	2.2	559	2,867
Scott	3.0	3.8	13.4	11,178	18,494
Trimble	1.1	1.5	5.2	1,879	6,397
Ohio:					
Adams	6.2	6.8	22.6	15,152	28,248
Brown	6.9	7.8	25.1	24,096	33,123
Butler	51.1	55.0	187.4	232,111	371,140
Clermont	19.6	22.9	74.3	59,354	111,485
Clinton	8.5	8.9	28.8	38,357	49,039
Fayette	7.2	8.3	26.4	35,254	42,408
Greene	22.0	25.1	85.1	83,564	176,249
Hamilton	257.9	273.2	849.1	1,202,044	1,774,146
Highland	8.9	10.0	32.1	36,200	45,472
Montgomery	154.7	163.6	535.0	726,422	1,181,602
Preble	9.2	9.9	33.5	28,387	57,791
Warren	16.0	16.9	56.4	49,467	94,630
Total	778.8	862.1	2,807.9	3,407,340	5,272,178

CLARKSBURG, WEST VIRGINIA

West Virginia:	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Barbour	2.8	4.3	17.5	8,581	20,734
Calhoun	1.3	2.0	9.0	3,639	8,834
Doddridge	1.2	1.9	7.7	4,740	8,821
Gilmer	1.0	1.9	8.1	3,252	9,375
Grant	1.3	2.2	8.2	7,725	8,328
Harrison	14.8	21.3	76.8	84,793	126,061
Lewis	2.7	4.8	19.9	14,023	22,620
Marion	16.4	18.7	65.9	61,511	105,866
Monongalia	13.8	15.0	56.5	49,248	93,772
Preston	5.3	6.3	26.1	13,560	30,743
Randolph	4.5	6.9	28.3	22,427	32,910
Ritchie	1.5	3.4	13.1	6,454	16,108

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audiences — ranging from Pop-
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TV has well-rounded program-
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WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.

CLARKSBURG, WEST VIRGINIA <i>continued</i>				VHF	Total	Pop-	Retail	EBI	VHF	Total	Pop-	Retail	
				Home	Home	ulation	Sales	(\$000)	Home	Home	ulation	Sales	
				(Thou-	(Thou-	(Thou-	(\$000)	(\$000)	(Thou-	(Thou-	(Thou-	(\$000)	
				sands)	sands)	sands)			sands)	sands)	sands)		
Taylor	3.0	4.3	16.2	11,153	21,316				Compt	4.0	4.6	16.1	19,080
Turkey	1.3	2.1	8.8	5,344	9,406				Dart	2.6	3.0	10.0	9,202
Upshur	3.0	6.0	19.0	13,895	24,036				Gassonade	3.3	4.1	13.1	16,663
Wetzel	4.1	6.7	18.1	17,707	23,474				Howard	2.9	3.4	11.0	9,677
Total	78.0	104.4	308.0	372,057	562,484				Linn	4.7	6.1	17.8	30,844

CLEVELAND, OHIO

Ohio:

Ashland	11.2	11.8	37.6	42,028	70,165
Ashabula	28.1	30.2	96.6	109,779	181,280
Carroll	5.3	5.9	20.4	13,348	31,306
Coshocton	9.5	10.2	32.9	35,396	57,460
Crawford	13.4	14.4	45.1	52,966	81,948
Cuyahoga	470.9	504.6	1,654.0	2,347,689	3,866,748
Erie	18.7	21.7	69.9	85,282	132,778
Geauga	9.6	11.0	39.4	31,043	74,059
Holmes	4.9	5.4	20.2	15,913	27,269
Huron	12.8	13.8	45.9	50,972	81,215
Knos	11.8	12.4	39.9	43,679	71,341
Lake	36.4	41.5	131.5	147,521	277,849
Lorain	57.0	63.3	211.7	230,782	432,772
Mahoning	78.7	83.4	295.1	400,861	597,882
Medina	15.2	16.0	51.5	58,161	96,987
Portage	21.0	24.7	86.8	81,065	158,534
Richland	31.0	33.3	111.0	151,302	226,473
Seneca	16.4	17.3	58.0	68,790	103,009
Stark	92.7	98.6	332.2	423,925	636,662
Summit	149.2	157.7	515.0	667,985	1,060,030
Trumbull	53.9	60.2	206.1	227,655	394,464
Tuscarawas	22.2	24.1	79.1	86,420	132,068
Wayne	18.5	20.4	71.7	84,821	123,899
Wyandot	6.1	6.8	22.8	25,335	38,953

Pennsylvania:

Crawford	20.9	22.5	77.3	86,961	135,477
Lawrence	29.2	31.0	107.5	118,951	203,257
Merger	31.3	33.1	116.3	143,359	227,822
Total	1,275.9	1,375.3	4,575.5	5,831,989	9,521,657

CLOVIS, NEW MEXICO

New Mexico:

Curry	6.0	9.5	32.1	39,365	64,337
Roosevelt	3.0	4.0	15.7	16,871	27,883
Texas:					
Bailey	1.9	2.6	10.1	13,920	16,838
Castro	1.1	2.2	8.7	9,324	19,196
Cochran	1.3	1.4	6.3	7,701	11,067
Parmer	1.4	2.7	9.8	11,972	18,713
Total	14.7	22.4	82.7	98,153	158,034

COLORADO SPRINGS-PUEBLO, COLORADO

Colorado:

Baca	1.4	1.7	5.7	8,130	11,582
Bent	1.3	2.2	8.7	7,585	12,209
Cheyenne	.7	.8	2.6	3,260	5,182
Crowley	1.0	1.0	4.0	4,119	5,539
Custer	.3	.3	1.3	784	2,003
Elbert	.8	.9	3.4	1,877	5,076
El Paso	35.1	38.4	128.0	170,756	245,331
Fremont	3.8	5.0	17.8	17,360	24,557
Gunnison	.9	1.7	5.9	7,075	11,024
Huerfano	1.7	2.4	8.5	7,309	11,103
Kiowa	.5	.7	2.6	2,401	5,636
Las Animas	4.6	6.9	25.0	18,256	33,904
Lincoln	1.3	1.4	4.8	6,923	9,239
Otero	6.1	7.8	27.1	25,436	42,190
Pitkin	.4	1.3	4.0	5,612	7,589
Prowers	2.7	4.1	14.7	20,582	23,169
Pueblo	27.6	33.1	114.1	121,586	193,271
New Mexico:					
Colfax	1.8	3.4	13.5	15,953	20,435
Union	.9	1.6	5.6	6,372	9,067
Total	92.9	114.7	397.3	451,376	678,106

COLUMBIA-JEFFERSON CITY, MISSOURI

Missouri:

Audrain	7.2	8.9	27.2	36,139	49,346
Boone	12.9	15.5	59.1	62,625	101,506
Callaway	5.2	6.2	23.6	20,474	33,328
Camden	1.8	2.1	7.6	8,495	8,945
Carroll	4.0	4.6	14.4	16,838	21,488
Chariton	3.3	4.1	12.7	11,462	20,184
Cole	10.3	11.6	42.2	50,590	70,387

Compt	4.0	4.6	16.1	19,080
Dart	2.6	3.0	10.0	9,202
Gassonade	3.3	4.1	13.1	16,663
Howard	2.9	3.4	11.0	9,677
Linn	4.7	6.1	17.8	30,844
Marion	1.7	2.1	7.0	3,884
Miller	3.6	4.4	14.2	16,818
Monteau	2.8	3.2	10.0	10,992
Monroe	2.8	3.0	9.4	12,451
Montgomery	3.1	3.4	10.4	13,865
Morgan	2.4	2.9	9.1	10,584
Osage	2.4	3.0	11.1	6,593
Pettis	11.1	12.7	36.6	46,894
Phelps	5.9	8.2	27.4	29,408
Pulaski	3.6	9.2	38.1	17,235
Rolls	2.0	2.2	7.8	5,781
Randolph	6.6	7.9	23.1	30,455
Saline	6.7	7.9	25.9	30,834
Sullivan	2.6	3.3	10.0	7,379
Warren	2.1	2.4	7.6	8,695
Total	121.6	150.0	501.2	531,330

COLUMBIA, SOUTH CAROLINA

South Carolina:

Allendale	2.3	4.6	19.5	10,486
Bamberg	2.5	3.9	16.0	9,750
Barnwell	4.4	6.8	26.7	11,723
Calhoun	2.2	3.1	13.0	5,747
Chester	6.5	8.0	33.3	21,034
Chesterfield	6.0	7.7	34.3	18,199
Clarendon	4.5	7.2	35.5	15,826
Colleton	5.6	6.9	27.9	16,748
Darlington	9.2	11.9	49.8	35,012

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In Clarksburg, West Virginia



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- IN NEW YORK: Lee Gaynor, OX 7-0306

EXCLUSIVE SHOPPER TOPPER MERCHANDISING

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)	
Edgefield	2.6	4.2	17.4	11,745	15,875	Franklin	191.0	204.0	668.2	917,770	1,486,049
Fairfield	3.7	4.3	17.9	8,894	16,705	Hardin	8.8	9.3	30.7	28,299	48,370
Florence	17.2	21.4	86.8	76,948	87,998	Highland	8.9	10.0	32.1	36,200	45,472
Kershaw	6.0	8.3	35.1	23,445	33,434	Hocking	5.5	5.8	20.5	19,663	28,214
Lancaster	7.4	10.0	41.9	32,069	50,225	Holmes	4.9	5.4	20.2	15,913	27,269
Lee	3.7	5.1	24.0	11,035	16,182	Jackson	8.6	9.2	32.6	29,263	42,955
Lansington	10.2	16.0	61.0	43,591	66,873	Knox	11.8	12.4	39.9	43,679	71,341
Marlboro	5.2	6.1	26.1	15,991	21,514	Licking	24.3	27.5	87.7	94,910	160,261
Newberry	6.0	7.8	30.9	27,505	35,295	Logan	10.4	11.2	35.4	46,083	58,496
Orangeburg	11.8	17.4	74.5	46,252	64,351	Madison	6.8	7.9	28.8	35,331	45,455
Richland	39.3	43.4	187.3	195,156	265,728	Marion	17.3	18.3	58.8	79,958	104,737
Salsala	2.6	4.2	17.1	8,887	14,776	Morgan	3.3	4.3	13.8	10,372	18,750
Sumter	11.0	14.8	69.5	62,804	71,720	Morrow	5.3	6.1	20.8	13,965	30,164
Williamsburg	7.3	8.7	44.0	20,300	31,930	Muskingum	22.3	24.3	80.0	90,817	135,499
Total	177.2	231.8	989.5	728,849	1,017,392	Perry	7.2	7.9	28.4	19,913	39,194
						Pickaway	8.1	9.0	35.0	32,506	49,890
						Pike	7.2	8.6	28.9	18,398	10,001
						Richland	31.0	33.3	111.0	151,302	226,473
						Ross	17.2	18.6	66.1	62,014	98,980
						Union	6.3	7.6	24.8	30,103	39,812
						Vinton	2.6	2.9	11.8	5,075	12,546
						Total	542.8	589.2	1,956.2	2,316,912	3,644,885

COLUMBUS, GEORGIA

Alabama:

Autauga	2.4	4.1	16.7	9,216	16,553
Barbour	3.7	6.2	25.9	13,381	24,395
Bollock	2.2	3.2	13.1	5,606	12,147
Chambers	6.9	9.1	35.4	15,977	46,610
Elmore	5.2	6.5	26.5	15,932	30,561
Henry	2.2	4.0	18.3	10,961	17,313
Lee	7.8	11.2	47.5	36,145	63,987
Madison	4.1	4.9	22.4	10,410	24,552
Russell	8.3	11.6	46.5	17,262	50,371
Tallapoosa	6.2	8.6	33.7	27,103	42,285

Georgia:

Calhoun	1.2	2.9	11.5	4,853	10,443
Chattahoochee	2.1	2.4	38.5	1,038	75,489
Clay	.9	1.1	3.9	2,088	3,964
Harris	2.0	2.7	10.6	4,739	10,454
Lee	.9	1.5	5.9	1,463	4,982
Marion	1.0	1.4	6.5	2,587	5,153
Muscogee	40.6	44.3	160.5	169,765	283,395
Quitman	.4	.4	1.6	285	1,469
Randolph	1.9	2.7	11.5	7,110	11,616
Schley	.6	.9	3.6	1,655	3,475
Stewart	1.5	1.8	7.1	3,763	6,488
Sumter	4.2	5.6	20.1	19,827	24,277
Talbot	1.4	1.9	7.4	2,712	6,538
Taylor	1.5	2.1	8.1	4,681	7,689
Terrell	2.0	3.1	13.4	11,348	13,172
Troup	12.0	12.6	46.5	47,115	67,690
Webster	.6	.7	3.5	432	2,703
Total	123.8	157.5	646.2	447,454	867,771

COLUMBUS, MISSISSIPPI

Alabama:

Fayette	2.7	4.0	16.7	11,225	16,504
Lamar	2.4	3.7	15.2	9,113	13,762
Madison	3.6	5.9	24.1	12,761	22,523
Pickens	3.0	5.0	21.7	11,696	19,899

Mississippi:

Calhoun	2.0	3.9	15.7	8,511	15,190
Chickasaw	2.1	4.3	17.3	11,008	16,105
Clay	2.2	4.1	16.6	11,231	14,950
Hawamba	2.2	3.8	15.2	5,813	14,082
Lee	7.8	11.0	39.6	44,769	43,982
Lowndes	5.4	10.8	41.1	37,968	43,828
Monroe	5.2	8.7	33.2	20,349	30,966
Preussbee	2.4	3.8	17.0	8,995	14,328
Quitman	3.3	5.9	24.0	14,782	26,573
Webster	1.5	2.6	10.5	6,378	9,925
Winston	3.1	4.6	18.3	9,284	16,993
Total	48.9	82.1	326.2	223,883	319,610

COLUMBUS, OHIO

Ohio:

Adams	11.8	13.1	48.5	41,146	69,343
Ashtabula	10.1	10.9	36.0	42,679	60,692
Champaign	8.7	9.2	30.1	29,583	50,376
Clark	38.0	40.1	130.4	158,846	255,891
Clermont	8.5	8.9	28.8	38,357	49,039
Colerain	9.5	10.2	32.9	35,396	57,460
Crawford	13.4	14.4	45.1	52,966	81,948
Delaware	9.0	9.8	34.7	33,262	61,983
Fairfield	17.8	20.7	67.8	67,889	115,817
Fayette	7.2	8.3	26.4	35,254	42,408

COOS BAY, OREGON—Data Incomplete

CORPUS CHRISTI, TEXAS

Texas:

Aranas	.7	1.6	5.5	6,310	7,113
Bee	4.6	6.1	23.0	20,932	32,978
Brooks	1.9	2.0	7.6	7,503	9,683
Calhoun	2.1	5.1	17.1	13,306	25,267
Duval	2.3	2.6	11.8	6,106	13,009
Jim Hogg	.7	1.2	5.1	3,729	5,409
Jim Wells	5.5	7.6	30.4	30,186	39,964
Kenedy	.1	.1	.7	59	449
Kleberg	4.8	7.4	29.2	26,459	43,394
Live Oak	1.3	2.0	8.0	6,668	9,696
McMullen	.3	.3	1.5	487	2,040
Nueces	58.6	70.2	250.0	253,998	397,240
Refugio	1.7	2.9	10.6	11,446	17,001
San Patricio	7.9	10.5	43.2	38,088	48,318
Total	92.5	119.6	443.7	425,277	651,561

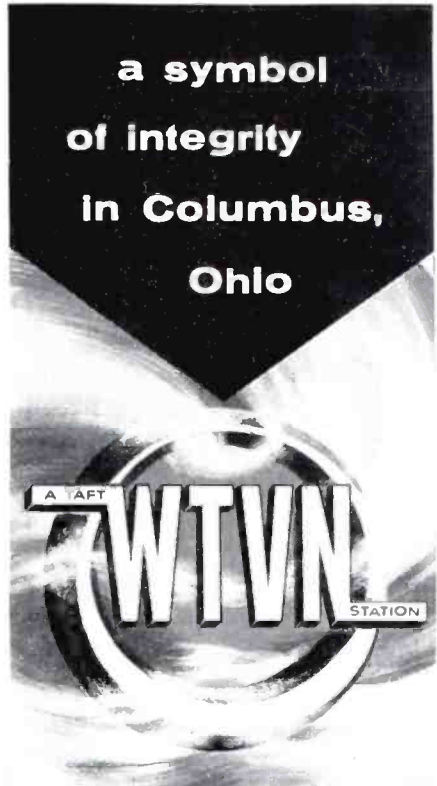
DALLAS-FORT WORTH, TEXAS

Oklahoma:

Bryan	5.6	6.9	24.4	23,503	26,923
Cartier	10.4	13.7	43.6	45,344	69,873
Choctaw	2.1	3.8	14.1	9,933	14,684
Jefferson	2.0	2.3	8.5	6,995	11,506
Love	1.2	1.6	6.3	3,336	6,268
Pushmataha	1.4	2.7	10.8	6,572	9,906

Texas:

Anderson	5.8	9.1	32.3	24,958	41,182
Bosque	2.2	3.4	11.1	10,421	14,505
Brown	6.2	8.8	28.2	30,065	40,719
Collin	11.9	13.6	45.0	39,887	56,217
Comanche	2.4	3.6	12.6	13,947	17,453
Cooke	6.5	7.0	23.9	26,370	33,041
Dallas	262.5	295.5	922.1	1,463,047	1,812,907
Delta	1.2	1.7	6.0	4,345	7,737
Denton	11.3	15.3	55.1	51,691	81,409
Eastland	4.7	6.2	19.5	23,317	29,385
Ellis	11.0	12.6	44.2	38,145	59,009
Erath	3.6	5.3	17.5	19,362	23,086
Fannin	5.2	7.4	25.1	20,171	28,606
Freestone	2.4	4.3	15.4	12,476	17,333
Grayson	21.1	26.1	83.0	82,934	119,779
Hamilton	2.1	3.0	10.1	10,527	13,020
Henderson	3.5	7.1	25.0	21,840	27,994
Hill	7.3	8.1	27.3	25,033	37,788
Hood	1.1	1.2	4.1	4,118	6,030
Hopkins	4.1	6.6	22.5	20,182	28,378
Hunt	11.3	12.6	41.5	38,915	54,904
Jack	1.6	1.9	6.6	6,956	10,609
Johnson	10.2	11.7	36.8	35,422	52,203
Kaufman	6.2	7.4	28.5	28,220	31,208
Lamar	7.3	12.4	41.5	36,403	47,857
Limestone	4.1	5.9	21.5	17,150	23,730
McLennan	38.5	43.9	149.1	181,776	223,324
Mills	1.1	1.4	4.8	4,358	7,001



television in Columbus means WTVN-TV, effectively selling to 2,277,700 people in the heart of Ohio's industrial-agricultural market.

Station programming, coupled with ABC network, has shown outstanding growth over the past several years. WTVN now is first in many segments of the television day.

It's a "stature" station boasting national recognition for sales promotion and merchandising services to advertisers.

For the best dollar-value in Columbus, buy WTVN-TV, the growth station.



WTVN-TV
Channel 6

ABC in Columbus, Ohio

Sales Representative:
The Katz Agency, Inc.

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DALLAS-FT. WORTH, TEXAS <i>continued</i>																	
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)			
Montague	3.9	5.1	16.5	18,033	23,394	Henry	15.0	16.1	50.4	66,432	96,789	Union	1.6	1.8	6.2	6,016	10,
Navarra	9.4	10.8	36.5	33,613	47,664	Jo Daviess	6.0	6.9	23.2	24,821	39,919	Wayne	22.0	23.2	76.6	87,496	138,
Palo Pinto	5.9	6.4	19.5	18,455	29,373	Knox	17.6	18.6	57.3	82,650	118,053	Ohio:					
Parker	6.4	7.2	23.0	21,909	33,071	Lee	9.5	10.5	38.7	45,259	72,076	Allen	29.8	31.5	103.7	137,104	198,
Rains	.5	.7	2.9	2,026	3,330	McDonough	8.9	9.7	30.7	47,463	55,778	Auglaize	10.1	10.9	36.0	42,679	60,
Red River	3.3	5.2	18.1	13,583	18,329	Mercer	5.5	5.8	18.7	20,066	34,403	Butler	51.1	55.0	187.4	232,111	371,
Rockwall	1.2	1.7	6.0	6,098	6,622	Ogle	10.1	12.1	38.0	47,342	76,137	Champaign	8.7	9.2	30.1	29,583	50,
San Saba	1.4	2.3	7.6	6,594	9,849	Rock Island	44.8	49.3	159.2	189,560	347,817	Clark	38.0	40.1	130.4	158,846	255,
Smith	19.2	24.7	85.0	99,545	123,325	Stark	2.2	2.6	8.5	9,629	16,812	Clinton	8.5	8.9	28.8	38,357	49,
Somervell	.6	.8	2.3	1,806	3,343	Warren	7.8	8.4	26.5	32,157	49,789	Darke	12.7	14.3	47.0	52,138	75,
Stephens	2.6	3.1	9.5	13,726	16,429	Whiteside	16.1	17.8	56.3	77,450	106,518	Fayette	7.2	8.3	26.4	35,254	42,
Tarrant	165.0	185.9	575.1	762,979	1,048,037	Iowa:						Greene	22.0	25.1	85.1	83,564	176,
Upshur	3.4	4.9	17.9	14,202	19,819	Cedar	5.2	5.9	19.6	26,959	34,590	Hardin	8.8	9.3	30.7	28,299	48,
Van Zandt	4.6	5.4	18.5	17,967	23,504	Clinton	16.8	17.7	56.6	78,708	100,022	Highland	8.9	10.0	32.1	36,200	49,
Wise	3.6	4.6	15.8	16,804	20,246	Des Moines	14.9	15.8	48.5	56,732	89,064	Logan	10.4	11.2	35.4	46,083	58,
Wood	3.5	5.0	17.2	18,199	22,017	Dubuque	20.5	22.2	82.3	102,964	141,478	Mercer	8.9	9.7	34.6	41,460	57,
Young	3.6	4.7	15.3	22,925	25,657	Henry	4.8	6.1	20.6	22,717	31,748	Miami	20.7	22.9	73.1	89,947	137,
Total	717.2	852.6	2,754.7	3,476.183	4,559,583	Jackson	5.0	5.8	19.6	27,076	28,860	Montgomery	154.7	163.6	535.0	726,422	1,181,
						Jefferson	4.9	5.8	17.5	19,262	25,393	Preble	9.2	9.9	33.5	28,387	57,
						Johnson	12.1	14.8	54.7	60,323	98,836	Shelby	8.9	10.2	35.4	33,956	56,
						Louisa	2.8	3.0	10.0	11,175	15,424	Warren	16.0	16.9	56.4	49,467	90,
						Muscatine	10.0	10.5	33.7	48,285	53,798	Total	484.4	520.1	1,714.7	2,076,443	3,327,
						Scott	35.4	37.5	120.5	170,174	234,236						
						Washington	5.6	6.8	21.5	32,113	35,942						
						Wisconsin:											
						Grant	10.9	13.0	45.1	59,067	67,938						
						Total	321.0	353.1	1,152.6	1,461,162	2,147,753						

DANVILLE, ILLINOIS									
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Illinois:	UHF Data not given								
Vermilion	on a county basis	31.8	99.7	124,385	198,212				
Total		31.8	99.7	124,385	198,212				

DAYTON, OHIO									
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Indiana:									
Blackford		3.9	4.5	14.6	16,838	24,561			
Fayette		7.1	7.5	25.6	25,553	46,278			
Jay		6.6	7.0	22.4	20,368	37,786			
Randolph		8.6	9.1	28.2	30,315	48,132			

DAYTONA BEACH-ORLANDO, FLORIDA									
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Florida:									
Alachua		13.9	20.1	78.6	76,741	118,343			
Brevard		20.4	41.9	103.4	120,239	162,343			
Citrus		1.1	2.1	7.8	7,965	11,343			
Dixie		.6	1.0	4.3	3,972	5,421			
Flagler		1.1	1.9	6.3	5,703	7,821			
Gilchrist		.4	.7	3.1	3,892	5,211			
Hernando		1.7	3.1	10.3	10,541	14,421			
Lafayette		.5	.7	3.0	2,076	2,821			
Lake		11.6	17.1	56.7	71,338	98,343			

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In using TV Homes figures,

remember—

- TELEVISION MAGAZINE's TV Homes estimates are the only ones published which update television homes each month on a county-by-county basis.
- All TV Homes figures are VHF. Market totals preceded by a dagger (†) indicate UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the stations in the market. In inter-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 TV homes reached. The decision to combine markets is based on advertiser use and common marketing practice.
- A 95% 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.
- "DI" indicates that data is incomplete.
- TV Homes estimates and market definition are compiled by TELEVISION MAGAZINE's research department. This exclusive data may not be reproduced without permission.

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Ally	1.7	3.0	11.4	12,428	12,379
Arizona	10.4	15.3	52.3	72,138	68,816
Orange	71.4	92.0	257.8	397,478	469,258
Charlotte	3.9	6.2	18.3	19,476	25,481
Florida	5.8	10.5	33.5	31,217	45,417
Illinois	45.8	58.9	186.5	243,349	298,601
Polk	7.6	9.7	33.8	33,645	44,935
Pyramid	8.1	14.1	47.3	39,102	63,775
Sunshine	2.1	3.3	12.1	9,094	14,920
Sunrise	25.3	41.0	120.7	181,720	207,594
Volusia	233.4	342.6	1,047.2	1,342,114	1,653,013
Total					

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Appanose	4.9	5.9	17.9	16,034	22,794
Boone	7.2	8.5	29.1	31,261	48,970
Colhoun	4.3	5.1	16.2	18,679	27,313
Carroll	6.1	6.7	23.5	34,765	40,973
Clarke	2.3	3.2	9.4	10,957	15,364
Dallas	7.0	7.5	23.2	29,391	40,788
Decatur	2.9	3.8	12.4	10,411	16,325
Greene	4.2	4.8	15.4	20,847	25,331
Grundy	3.8	4.6	14.7	18,474	25,173
Guthrie	3.7	4.2	14.4	15,596	20,063
Hamilton	6.1	6.7	20.8	28,623	37,447

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Hardin	6.7	7.0	21.0	34,618	39,464
Iowa	4.1	4.9	15.6	21,770	27,186
Jasper	9.6	10.8	34.7	41,339	60,027
Keokuk	4.8	5.3	16.4	17,991	23,692
Lucas	2.6	3.3	10.7	12,308	15,233
Madison	3.6	4.5	14.1	16,991	21,545
Mahaska	6.7	7.7	24.2	32,643	37,979
Marion	6.7	7.7	26.7	29,940	37,531
Marshall	11.0	11.9	38.3	54,757	69,189
Monroe	2.3	2.9	10.6	10,508	13,826
Polk	82.1	87.7	267.6	407,987	544,266

DECATUR, ALABAMA

Alabama:					
Fayette	UHF Data	5.8	23.1	17,223	24,644
Etowah	not given	16.6	60.9	53,236	82,160
Lawrence	on a	6.2	26.2	9,707	24,553
Lawrence	county basis	9.2	38.0	31,021	38,507
Madison		28.4	108.4	115,302	128,209
Morgan		14.5	52.6	55,100	65,621
Total	†31.4	80.7	309.2	281,589	363,694

DECATUR, ILLINOIS

Illinois:					
Christian	UHF Data	12.7	39.4	52,750	77,531
Coles	not given	13.7	42.9	62,679	80,908
Cumberland	on a	3.4	11.3	7,336	17,115
De Witt	county basis	5.6	17.1	22,322	37,264
Douglas		6.4	20.8	25,807	35,967
Jogan		9.1	34.3	37,562	57,800
Macou		37.4	116.0	154,737	244,428
Moultrie		4.3	13.9	13,648	26,211
Patt		5.3	16.5	14,913	32,478
Sangamon		47.1	145.2	221,988	306,418
Shelby		8.2	25.5	19,112	43,588
Total	†118.8	153.2	482.9	642,854	959,708

DENVER, COLORADO

Colorado:					
Adams	19.9	25.3	89.1	61,795	156,638
Arapahoe	24.7	34.0	106.1	112,616	194,352
Boulder	16.0	19.8	65.0	92,798	120,981
Chaffee	1.5	2.5	7.8	11,521	13,320
Cherokee	.7	.8	2.6	3,260	5,182
Clear Creek	.8	1.0	3.5	5,156	6,199
Denver	163.7	174.5	520.0	899,113	1,176,703
Douglas	.7	1.2	4.4	3,739	6,939
Eagle	.8	1.0	3.7	3,052	6,374
Elbert	.8	.9	3.4	1,877	5,076
Gleba	.2	.3	1.1	1,169	1,636
Grand	.8	1.3	4.1	6,118	7,826
Gunnison	.9	1.7	5.9	7,075	11,024
Huerfano	1.7	2.4	8.5	7,309	11,103
Jackson	.5	.7	2.2	1,899	4,931
Jefferson	27.6	36.8	115.0	127,924	212,905
Julia	1.6	2.4	7.1	9,299	14,527
Larimer	14.1	16.2	51.1	71,565	92,417
Las Animas	4.6	6.9	25.0	18,256	33,904
Lincoln	1.3	1.4	4.8	6,923	9,239
Logan	4.7	5.5	18.5	26,200	33,216
Moffat	1.0	1.8	5.9	11,000	11,508
Morgan	4.9	6.2	21.0	26,811	38,662
Park	.3	.4	1.5	1,580	3,252
Pitkin	.4	1.3	4.0	5,612	7,589
Pueblo	.8	1.3	4.6	6,314	10,029
Rocky	1.4	2.1	6.8	7,594	12,079
Seminole	.3	.5	1.6	1,792	2,738
Teller	.6	.7	2.1	1,566	3,600
Washington	1.9	2.2	7.7	6,338	13,182
Weld	20.4	21.7	75.0	83,872	123,277
Wyoming:					
Alamy	3.2	5.8	18.2	23,717	37,433
Carbon	.9	2.0	6.9	13,494	14,828
Windsor					
Windsor	4.3	7.0	23.8	27,509	48,302
Yuma	3.4	5.4	17.5	20,154	37,180
Yuma	15.1	17.6	60.5	83,986	119,858
Yuma	9.3	13.3	44.4	72,621	90,511
Total	355.8	425.9	1,350.4	1,872,624	2,698,520

DES MOINES, IOWA

Des Moines	3.1	3.9	12.2	13,493	18,668
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The TV Station of "Perpetual Promotion" KBTv Backs the Attack with Solid Selling Promotion

the BIG-LITTLE AUDIENCE
Don't Overlook the Power of the Young TV viewers ... KBTv Delivers Them in Doves Through "Three Stooges" and "Sheriff Scotty"

KBTv 9
THE FAMILY STATION CHANNEL

1089 Bannock Street • AMherst 6-3601
Or Call Your PGW Colonel
Denver, Colorado

John C. Mullins, President Joe Herold, Station Manager

month after
month...
NO 1
in the
4 station
Detroit
market

WJBK-TV

A Storer Station



ARB says:

FIRST

First in overall share-of-audience every ARB book since November, 1959. Channel 2 has led the audience race in Detroit, month after month, with leads ranging up to 22% greater share than the No. 2 station 9 a.m. to sign-off, Sunday thru Saturday. (May, 1960)

NIELSEN says:

FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in share-of-audience for four out of the six three-hour periods for May-June, 1960, with 50% more total rating points than the No. 2 station in June... First in ALL SIX three-hour periods in July, and also First in 31 out of 38 quarter-hour periods, Monday thru Friday, 7:30 a.m. to 5 p.m. in July.

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

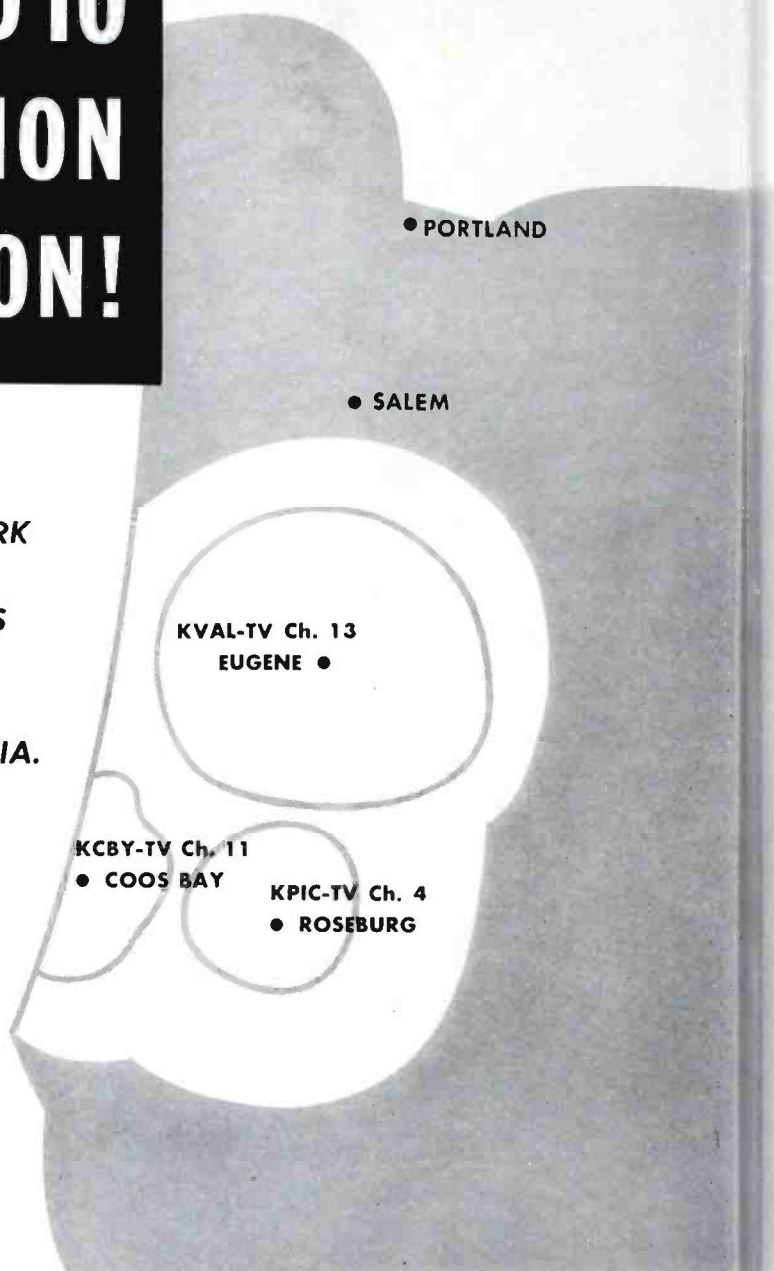
LOOK WHAT'S HAPPENED TO TELEVISION IN OREGON!

A NEW THREE STATION NETWORK
CALLED "**OREGON TRIANGLE
TELEVISION**" THAT DOMINATES
THE ONLY MAJOR MARKET
BETWEEN PORTLAND, OREGON
AND SAN FRANCISCO, CALIFORNIA.

That brings the only clear picture to
over 100,000* TV homes with an
estimated buying income
of \$685,062,000.*

*Easy to buy! One order, one
billing to your Hollingbery man
or Art Moore & Associates
(Portland-Seattle)*

*A very conservative estimate
if you have looked at other
ratings and surveys.



*Oregon Triangle
Television*

KVAL-TV Ch. 13 EUGENE	KPIC-TV Ch. 4 ROSEBURG Affiliate	KCBY-TV Ch. 11 COOS BAY Affiliate
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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
EL PASO, TEXAS					
New Mexico:					
Dona Ana	9.9	12.5	48.9	53,704	80,180
Grant	3.8	4.6	17.2	15,029	26,769
Hidalgo	1.0	1.3	5.3	6,585	7,946
Luna	2.2	3.2	11.4	14,321	15,849
Otero	7.1	14.0	46.4	36,049	71,722
Texas:					
Culberson	.4	.6	2.2	4,846	2,895
El Paso	70.5	91.6	330.0	355,601	555,280
Hudspeth	.7	.9	4.0	3,297	3,914
Jeff Davis	.3	.3	1.4	614	2,106
Presidio	.8	1.4	5.5	5,212	6,280
Total	101.4	130.4	472.3	495,258	772,941

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
ERIE, PENNSYLVANIA					
New York:					
Chautauqua	44.3	47.7	149.6	181,244	286,612
Ohio:					
Ashtabula	28.1	30.2	96.6	109,779	181,280
Pennsylvania:					
Crawford	20.9	22.5	77.3	86,961	135,477
Erie	65.6	69.0	236.8	288,400	466,478
Warren	10.1	10.6	37.6	66,410	61,587
Total	173.2	180.0	597.9	732,794	1,131,434

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
EUGENE, OREGON					
Oregon:					
Benton	8.5	12.1	41.3	40,876	72,425
Coos	13.8	19.5	56.3	69,859	109,406
Douglas	17.3	21.0	67.8	65,524	114,415
Jane	45.3	48.3	151.8	196,893	278,828
Lin	13.5	17.0	57.0	63,003	92,780
Total	98.4	117.9	374.2	436,155	667,854

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
EUREKA, CALIFORNIA					
California:					
Del Norte	3.8	8.2	22.3	21,065	43,003
Humboldt	28.8	32.0	95.4	159,213	217,728
Mendocino	12.2	14.8	46.9	66,504	86,613
Oregon:					
Curry	3.9	7.4	17.5	15,665	27,997
Josephine	8.3	10.3	31.0	37,014	48,580
Total	57.0	72.7	213.1	299,461	423,921

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
EVANSVILLE, INDIANA-HENDERSON, KENTUCKY					
Illinois:					
Crawford	6.2	6.6	20.7	23,785	37,526
Edwards	2.4	2.5	8.4	6,320	12,629
Gallatin	1.9	2.2	8.0	6,628	11,153
Hamilton	3.0	3.7	11.7	8,754	15,963
Lawrence	5.5	6.0	19.3	17,066	33,135
Richland	5.0	5.9	17.2	20,236	30,601
Wabash	4.0	4.3	14.1	16,157	27,485
Wayne	5.1	6.3	20.7	18,731	33,161
White	5.4	6.8	22.1	23,907	37,783
Indiana:					
Daviess	7.4	8.1	27.7	25,165	40,565
Dubois	6.2	7.3	26.6	31,129	40,451
Gibson	9.3	10.1	32.2	32,652	50,784
Knox	12.7	13.5	43.5	51,153	70,721
Martin	2.9	3.5	11.9	9,976	15,226
Perry	4.7	5.1	18.0	12,649	23,366
Pike	3.9	4.1	13.1	10,116	19,027
Posey	5.1	5.4	18.4	16,267	27,049
Spencer	3.9	4.1	14.6	12,782	20,615
Sullivan	6.2	6.6	20.7	18,917	31,972
Vanderburgh	53.6	56.4	180.4	203,958	335,399
Warrick	6.6	7.3	24.1	18,407	35,242
Kentucky:					
Breckinridge	3.0	4.0	14.5	9,609	15,697
Caldwell	1.8	3.6	11.9	11,368	15,295
Crittenden	1.4	2.8	10.0	7,582	10,056
Daviess	15.8	19.7	66.5	80,510	95,360
Groveson	2.7	5.1	18.4	12,534	17,200
Hancock	1.1	1.4	4.7	2,868	4,996
Hart	2.3	3.8	14.0	11,723	14,530
Henderson	8.7	10.5	34.4	35,535	45,586
Hopkins	7.4	12.0	40.2	38,462	51,865
Lyon	.9	1.5	6.2	2,499	5,550
McLean	1.5	2.7	10.2	5,118	10,023
Muhlenberg	4.8	7.4	28.1	20,497	26,490

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Ohio	2.7	4.7	17.1	8,796	17,720
Union	2.3	3.6	13.2	13,973	16,789
Webster	2.5	4.4	13.9	10,932	16,092
Total	219.9	263.0	876.7	856,761	1,313,102
FAIRMONT, WEST VIRGINIA — Data Incomplete					
FARGO, NORTH DAKOTA					
Minnesota:					
Becker	5.0	6.5	23.9	24,965	32,549
Beltrami	3.7	6.9	24.8	24,831	31,455
Big Stone	1.7	2.3	9.0	10,494	12,452
Clay	9.5	10.2	38.5	43,811	66,478
Clearwater	1.4	2.6	9.6	6,821	10,959
Grant	1.8	2.8	10.0	11,025	14,424
Hubbard	1.7	2.7	9.6	8,597	12,140
Kitson	1.7	2.6	9.3	7,835	15,066
Lake of Woods	.7	1.3	4.8	4,431	6,350
Mahnomen	1.1	1.5	6.8	5,077	7,630
Marshall	2.7	4.1	15.6	12,770	20,238
Norman	2.3	3.2	12.3	12,061	17,433
Otter Tail	9.8	13.3	50.4	46,732	67,599
Pennington	2.7	3.4	12.2	15,427	18,845

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Sales Management and S.R.D.S.

AGREE

The  Buy

Delivers Quality Markets

Sales Management*

3 of Texas' Top 5
"E.B.I. per hsl'd."
Markets

1. Odessa-Midland \$7128
2. Wichita Falls 6671
3. Lubbock 6611
4. Amarillo 6557
5. El Paso 6390
6. Houston 6383

Sales Management
Survey of Buying Power, July 10, 1960

S.R.D.S.*

3 of Texas' Top 4
"C.S.I. per hsl'd."
Markets

1. Odessa-Midland \$7638
2. El Paso 6891
3. Wichita Falls 6794
4. Amarillo 6763
5. Galveston 6694
6. Lubbock 6640

Spot TV Rates and Data, Aug. 1960
Consumer Market Data, Jan. 1960

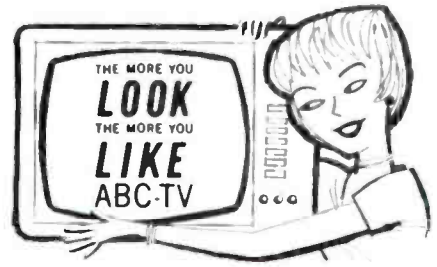
3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.



FARGO, NORTH DAKOTA						FORT WORTH-DALLAS, TEXAS											
VHF Homes (Thous.)	Total Homes (Thous.)	Population (Thous.)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thous.)	Total Homes (Thous.)	Population (Thous.)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thous.)	Total Homes (Thous.)	Population (Thous.)	Retail Sales (\$000)	EBI (\$000)		
FARGO, NORTH DAKOTA continued						FORT WORTH-DALLAS, TEXAS						Oklahoma:					
Polk	8.0	10.7	38.4	40,304	59,585	Sampson	7.9	11.5	51.2	28,542	46,778	Bryan	5.6	6.9	24.4	23,503	
Red Lake	1.0	1.3	5.4	4,311	6,481	Scotland	4.0	5.6	25.1	17,941	23,432	Carter	10.4	13.7	43.6	45,344	
Roseau	2.4	3.8	14.2	12,959	18,027	South Carolina:						Choctaw	2.1	3.8	14.1	9,933	
Troverse	1.4	2.2	7.8	9,272	11,490	Calhoun	2.2	3.1	13.0	5,747	10,254	Jefferson	2.0	2.3	8.5	6,995	
Wadena	2.2	4.2	15.3	23,180	19,848	Chesterfield	6.0	7.7	34.3	18,199	29,989	Love	1.2	1.6	6.3	3,336	
Wilkin	2.4	2.5	9.7	10,228	15,778	Clarendon	4.5	7.2	35.5	15,526	25,242	Pushmataha	1.4	2.7	10.8	6,572	
North Dakota:						Dorlington	9.2	11.9	49.8	35,012	49,775	Texas:					
Barnes	4.4	4.7	17.3	21,853	23,081	Dillon	5.0	6.8	31.9	19,485	27,123	Anderson	5.8	9.1	32.3	24,958	
Benson	1.5	2.2	8.9	6,219	11,127	Florence	17.2	21.4	86.8	76,948	87,998	Bosque	2.2	3.4	11.1	10,421	
Cass	18.5	20.4	71.6	117,877	127,735	Georgetown	6.4	9.0	36.3	23,391	36,660	Brown	6.2	8.8	28.2	30,065	
Cavalier	1.5	2.3	9.5	10,109	13,468	Horry	9.2	17.8	79.1	62,229	74,187	Collin	11.9	13.6	45.0	39,887	
Dickey	1.9	2.4	8.4	9,588	11,003	Kershaw	6.0	8.3	35.1	23,455	33,484	Comanche	2.4	3.6	12.6	13,947	
Eddy	.9	1.3	4.8	6,585	6,371	Lancaster	7.4	10.0	41.9	32,069	50,225	Cooke	6.5	7.0	23.9	26,370	
Foster	1.1	1.5	5.3	8,240	6,628	Lee	3.7	5.1	24.0	11,035	16,182	Dallas	262.5	295.5	922.1	1,463,047	
Grand Forks	10.8	13.4	48.4	71,226	81,568	Marion	6.0	7.4	32.8	24,716	29,000	Delta	1.2	1.7	6.0	4,345	
Griggs	1.1	1.4	4.7	5,915	6,967	Marlboro	5.2	6.1	26.1	15,991	21,514	Denton	11.3	15.3	55.1	51,691	
La Moure	1.6	2.1	8.2	9,676	9,191	Sumter	11.0	14.8	69.5	62,804	71,720	Eastland	4.7	6.2	19.5	23,317	
Nelson	1.5	1.7	6.6	9,065	9,665	Williamsburg	7.3	8.7	44.0	20,300	31,930	Ellis	11.0	12.6	44.2	38,145	
Pembina	2.3	3.4	13.0	13,657	20,701	Total	158.6	217.0	962.0	666,485	913,083	Erath	3.6	5.3	17.5	19,362	
Ramsey	2.0	3.2	13.0	22,566	20,369	FORT DODGE, IOWA						Fannin	5.2	7.4	25.1	20,171	
Ransom	1.7	2.1	7.9	11,805	10,692	Iowa:	Calhoun	UHF Data	5.1	16.2	18,679	27,313	Freestone	2.4	4.3	15.4	12,476
Richland	4.6	5.2	18.8	22,468	29,769	Humboldt	not given	4.3	14.0	21,108	25,013	Grayson	21.1	26.1	83.0	82,934	
Sargent	1.5	1.7	6.4	4,166	8,185	Kossuth	on a	7.5	26.6	31,982	47,504	Hamilton	2.1	3.0	10.1	10,527	
Steele	1.1	1.2	4.2	3,308	7,504	Palo Alto	county basis	4.3	15.2	16,945	23,487	Henderson	3.5	7.1	25.0	21,840	
Stutsman	5.5	7.0	26.8	36,060	37,800	Pocahontas	4.1	14.3	14,651	25,067	Hill	7.3	8.1	27.3	25,033		
Trail	2.6	2.9	10.8	14,349	16,857	Webster	14.2	46.6	66,142	79,596	Hood	1.1	1.2	4.1	4,118		
Walsh	3.1	4.6	20.7	23,705	29,003	Wright	6.2	20.3	27,099	35,474	Hopkins	4.1	6.6	22.5	20,182		
South Dakota:						Total	†27.2	45.7	153.2	196,606	263,454	Hunt	11.3	12.6	41.5	38,915	
Day	2.4	3.0	10.2	10,401	13,912	FORT MYERS, FLORIDA						Jack	1.6	1.9	6.6	6,956	
Marshall	1.5	2.1	7.0	7,438	10,039	Florida:	Charlotte	1.6	3.3	9.2	12,107	13,027	Johnson	10.2	11.7	36.8	35,422
Roberts	2.5	3.4	13.6	11,165	17,114	Clades	.5	.8	3.1	1,575	3,893	Kaufman	6.2	7.4	28.5	28,220	
Total	138.8	181.3	673.7	792,572	993,576	Lee	9.4	15.3	47.2	84,016	75,760	Lamar	7.3	12.4	41.5	36,403	
FLINT-BAY CITY-SAGINAW, MICHIGAN						Total	11.5	19.4	59.5	97,698	92,680	Limestone	4.1	5.9	21.5	17,150	
Michigan:						FORT SMITH, ARKANSAS						McLennan	38.5	43.9	149.1	181,776	
Alcona	.8	1.0	6.4	5,948	6,889	Arkansas:	Mills	1.1	1.4	4.8	4,358	Montague	3.9	5.1	16.5	18,033	
Alpena	5.3	8.1	28.4	35,431	41,060	Crawford	3.7	5.8	20.9	13,248	22,554	Navarro	9.4	10.8	36.5	33,613	
Arenac	2.5	2.9	10.2	13,060	13,623	Franklin	1.5	2.3	8.7	6,986	9,415	Palo Pinto	5.9	6.4	19.5	18,455	
Bay	28.3	31.0	107.2	124,260	186,651	Johnson	2.2	3.5	12.0	10,011	13,278	Parker	6.4	7.2	23.0	21,909	
Clare	3.2	4.0	13.1	15,419	18,832	Logan	2.3	3.7	14.1	12,144	15,144	Rains	.5	.7	2.9	2,026	
Clinton	9.4	10.0	35.8	31,956	54,754	Polk	2.0	3.0	11.1	11,339	11,492	Red River	3.3	5.2	18.1	13,583	
Eaton	13.8	15.1	48.8	45,827	79,749	Sebastian	17.4	18.6	66.4	100,110	111,912	Rockwall	1.2	1.7	6.0	6,098	
Genesee	102.0	119.6	393.9	471,136	842,992	Washington	10.3	14.8	51.1	67,267	69,848	San Saba	1.4	2.3	7.6	6,694	
Gladwin	2.5	2.9	10.6	13,629	13,100	Yell	1.8	3.0	11.3	10,359	11,308	Smith	19.2	24.7	85.0	99,545	
Gratiot	9.7	10.8	36.9	42,388	53,702	Oklahoma:	Lalimer	1.2	1.8	7.1	3,582	7,695	Somervell	.6	.8	2.3	1,806
Huron	8.9	9.4	34.5	38,672	47,534	Le Flore	4.6	7.5	28.5	18,515	28,712	Stephens	2.6	3.1	9.5	13,726	
Ingham	62.8	66.1	219.1	321,672	481,343	Pushmataha	1.4	2.7	10.8	6,572	9,906	Tarrant	165.0	185.9	575.1	762,979	
Ionia	11.2	12.4	43.8	46,065	61,079	Sequoyah	2.7	4.8	19.7	9,009	17,509	Upshur	3.4	4.9	17.9	14,202	
Iosco	3.9	5.5	17.5	21,485	24,246	Total	52.0	73.2	268.2	274,672	335,732	Van Zandt	4.6	5.4	18.5	17,967	
Isabella	7.7	8.4	31.3	35,808	49,349	FORT WAYNE, INDIANA						Wise	3.6	4.6	15.8	16,804	
Lapeer	11.3	11.9	45.8	39,919	61,169	Indiana:	Adams	UHF Data	6.8	24.0	26,149	39,311	Wood	3.5	5.0	17.2	18,199
Midland	12.1	14.4	50.5	50,813	89,293	Allen	not given	72.4	229.2	330,750	479,598	Young	3.6	4.7	15.3	22,925	
Missaukee	1.7	1.9	7.2	4,770	9,083	Blackford	on a	4.5	14.6	16,838	24,561	Total	717.2	852.6	2,754.7	3,476,183	
Montcalm	10.9	12.0	38.0	43,384	58,924	De Kalb	county basis	9.3	29.9	33,428	50,835	FRESNO, CALIFORNIA					
Ogemaw	2.3	2.5	9.2	10,690	10,974	Huntington	10.8	34.0	36,266	58,256	California:	Fresno	95.1	109.1	350.9	540,526	
Oscoda	.8	.9	3.5	4,229	3,715	Jay	7.0	22.4	20,368	37,786	Kings	12.8	13.5	46.2	66,052		
Roscommon	2.0	2.3	7.3	11,819	10,906	Kosciusko	13.4	42.0	61,787	69,463	Madera	10.7	11.6	40.3	49,671		
Saginaw	52.0	55.9	190.6	232,549	352,815	Lagrange	5.1	18.6	18,931	26,355	Mariposa	1.0	1.4	4.7	5,638		
Sanilac	8.9	11.0	37.5	32,529	55,373	Miami	11.2	34.0	41,677	61,303	Merced	22.4	26.8	89.7	116,626		
Shiawassee	15.7	17.2	55.9	64,430	97,511	Noble	8.6	28.3	35,343	49,127	Stanislaus	41.4	45.9	146.5	246,941		
Tuscola	12.3	13.5	47.2	48,239	69,178	Steuben	6.0	19.5	32,885	32,593	Tulare	40.9	43.7	147.8	210,477		
Total	402.0	450.7	1,530.2	1,806,127	2,793,844	Wabash	10.5	33.8	40,102	55,277	Total	224.3	252.0	826.1	1,235,931		
FLORENCE, ALABAMA						Wells	6.3	20.5	21,330	35,443	GLENDDIVE, MONTANA						
Alabama:						Whitley	6.5	20.0	21,441	33,320	Montana:	Dawson	1.9	3.4	10.7	15,820	
Colbert	given on a	12.3	48.1	41,267	64,507	Ohio:	Defiance	9.4	31.2	37,774	56,639	Total	1.9	3.4	10.7	15,820	
Lauderdale	county basis	16.6	60.9	53,236	82,160	Paulding	5.8	18.8	15,144	29,088	GOODLAND, KANSAS						
Total	†14.7	28.9	109.0	94,503	146,667	Putnam	8.3	29.4	27,663	47,742	Colorado:	Cheyenne	.7	.8	2.6	3,260	
FLORENCE, SOUTH CAROLINA						Van Wert	10.3	32.1	29,852	59,860	Kit Carson	1.5	2.4	8.3	12,964		
North Carolina:						Williams	10.1	31.4	36,316	56,617	Lincoln	1.3	1.4	4.8	6,923		
Bladen	3.9	6.7	31.1	17,660	28,361	Total	†179.6	222.3	713.7	884,044	1,303,174	Yuma	1.9	3.2	10.5	12,395	
Brunswick	2.9	5.1	23.4	8,435	20,622	Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1960, Sales Management Survey of Buying Power; further reproduction not allowed.											
Columbus	7.6	12.2	53.4	38,951	54,104												
Hoke	2.1	3.2	15.4	6,732	12,479												
Richmond	8.8	9.4	38.2	38,791	50,501												
Robeson	15.1	18.0	84.1	62,536	81,523												

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)						
KANSAS:																	
Cherokee	.7	1.4	4.5	6,312	7,453	Ellis	4.1	5.5	21.0	30,622	33,093						
Grealey	.3	.6	2.0	3,403	3,579	Ellsworth	1.9	2.6	8.8	9,324	13,839						
Logan	.5	1.1	4.0	6,873	6,549	Finney	2.7	4.0	13.7	26,823	26,120						
Rawlins	.7	1.4	4.6	5,623	7,802	Ford	4.4	6.0	18.9	36,591	37,144						
Shuman	.9	1.9	6.1	11,657	11,781	Gove	.6	.9	3.7	3,357	5,930						
Thomas	1.1	2.1	6.8	11,763	14,534	Graham	.8	1.3	5.5	6,931	7,371						
Wallace	.4	.6	2.1	2,511	4,130	Grant	.7	1.4	4.9	8,421	9,623						
Wichita	.4	.7	2.5	6,765	4,675	Gray	.8	1.1	4.2	4,209	8,808						
Total	10.4	17.6	58.8	90,449	110,637	Grealey	.3	.6	2.0	3,403	3,579						
GRAND FORKS, NORTH DAKOTA																	
Minnesota:																	
Kilson	1.7	2.6	9.3	7,835	15,066	Hamilton	.4	.9	3.3	5,311	6,590						
Marshall	2.7	4.1	15.6	12,770	20,238	Haskell	.4	.7	2.7	2,792	5,926						
Pennington	2.7	3.4	12.2	15,427	18,845	Hodgeman	.8	1.0	3.5	2,930	6,416						
Polk	8.0	10.7	38.4	40,304	59,585	Kearny	.5	.8	2.6	2,923	5,857						
Red Lake	1.0	1.3	5.4	4,311	6,481	Kiowa	1.1	1.4	4.8	5,926	10,194						
North Dakota:																	
Grand Forks	10.8	13.4	48.4	71,226	81,568	Lane	.5	.8	2.9	4,343	6,468						
Pembina	2.3	3.4	13.0	13,657	20,701	Lincoln	1.4	2.0	6.4	5,777	10,725						
Walsh	3.1	4.6	20.7	23,705	29,003	Logan	.5	1.1	4.0	6,873	6,549						
Total	32.3	43.5	163.0	189,235	251,487	Meade	1.1	1.5	4.9	6,649	11,383						
GRAND JUNCTION, COLORADO																	
Colorado:																	
Delta	3.6	4.8	15.8	15,467	22,603	Mitchell	1.8	2.7	9.0	17,330	13,384						
Garfield	1.8	4.0	13.1	17,743	24,265	Morton	.4	.9	3.0	5,670	7,780						
Gunnison	.9	1.7	5.9	7,075	11,024	Ness	1.0	1.6	5.4	5,145	9,704						
Hinsdale	.2	.3	.3	290	778	Norton	1.7	2.7	8.8	10,364	12,183						
Mea	12.2	16.9	53.5	65,344	89,871	Osborne	1.6	2.1	7.1	7,270	11,208						
Montrose	3.0	5.2	17.5	21,343	26,173	Ottawa	1.7	2.1	6.3	6,281	8,721						
Ouray	.4	.7	2.0	963	3,945	Pawnee	2.4	2.9	11.8	13,097	18,574						
Prin	.4	1.3	4.0	5,612	7,589	Phillips	2.3	3.2	9.3	9,366	16,015						
San Juan	.2	.3	1.3	776	2,271	Rawlins	.7	1.4	4.6	5,623	7,802						
San Miguel	.5	.8	2.8	2,180	4,955	Rice	3.9	4.7	14.7	16,490	27,384						
Utah:						Rooks	2.0	3.0	9.8	13,427	16,148						
Daggett	.1	.1	.4	139	647	Rush	1.6	1.9	6.6	9,108	12,217						
Duchesne	1.1	1.7	7.4	7,395	8,346	Russell	3.0	3.5	11.5	15,591	22,630						
Utah	1.6	2.7	11.4	12,458	15,134	Saline	11.6	13.4	45.4	75,721	85,770						
Total	25.8	40.4	135.4	156,785	217,601	Scott	.8	1.2	4.6	8,272	8,559						
GRAND RAPIDS, MICHIGAN																	
Michigan:																	
Alligan	14.8	18.7	63.7	64,078	97,849	Seward	2.1	3.9	13.6	31,058	26,041						
Barry	9.6	10.5	33.1	29,571	53,048	Sheridan	.7	1.1	4.2	3,652	7,302						
Branch	10.0	11.9	39.2	39,230	60,402	Sherman	.9	1.9	6.1	11,657	11,781						
Calhoun	39.9	42.6	143.9	174,655	276,567	Smith	1.8	2.6	8.1	7,918	11,581						
Clinton	9.4	10.0	35.8	31,956	54,754	Stafford	1.9	2.2	7.6	8,045	11,896						
Easton	13.8	15.1	48.8	45,827	79,749	Stanton	.3	.6	2.1	2,839	5,395						
Grant	9.7	10.8	36.9	42,388	53,702	Stevens	.5	1.2	4.3	6,855	9,374						
Ingham	62.8	66.1	219.1	321,672	481,343	Thomas	1.1	2.1	6.8	11,763	14,534						
Ionia	11.2	12.4	43.8	46,065	61,079	Trego	.9	1.6	5.9	6,576	9,731						
Isabella	7.7	8.4	31.3	35,808	49,349	Wallace	.4	.6	2.1	2,511	4,130						
Kalamazoo	45.8	49.8	162.5	221,728	322,008	Wichita	.4	.7	2.5	6,765	4,675						
East	102.2	108.4	349.4	477,063	699,721	Nebraska:											
Lea	1.3	1.5	5.1	3,995	5,836	Dundy	.8	1.0	3.5	4,611	5,526						
Manistee	5.4	6.3	20.4	19,469	28,374	Furnas	2.6	2.9	8.8	10,468	13,484						
Mason	5.8	6.6	21.0	26,695	32,373	Harlan	1.5	1.8	5.7	5,585	10,573						
Mecosta	5.2	5.8	18.7	18,565	26,009	Hayes	.3	.5	2.2	871	4,185						
Montcalm	10.9	12.0	38.0	43,384	58,924	Hitchcock	1.0	1.4	4.7	3,603	7,961						
Oshtemo	42.4	44.6	147.9	169,409	256,252	Red Willow	2.9	4.0	12.8	22,244	22,346						
Newaygo	6.7	7.6	26.2	22,732	37,178	Oklahoma:											
Oceana	4.0	4.7	16.6	18,153	21,234	Beaver	1.1	1.8	6.2	7,000	11,822						
Oscoda	3.3	3.8	14.0	13,964	16,988	Harper	.9	1.4	5.1	7,029	9,315						
Ottawa	26.1	30.5	101.0	109,744	166,868	Total	99.9	136.2	459.7	656,076	832,914						
Van Buren	16.2	17.1	51.8	54,392	83,622	GREAT FALLS, MONTANA											
Total	465.2	505.2	1,667.4	2,030,543	3,023,229	Montana:											
GREAT BEND, KANSAS																	
Colorado:																	
Boca	1.4	1.7	5.7	8,130	11,582	Blaine	1.4	2.6	8.2	8,817	13,080						
Prowers	2.7	4.1	14.7	20,582	23,169	Cascade	19.0	23.8	75.4	114,850	145,810						
Kansas:																	
Barton	9.8	10.3	32.9	53,101	67,628	Chauteau	1.7	2.4	7.6	9,766	17,834						
Clark	.8	1.1	3.5	4,206	7,658	Fergus	2.7	4.4	13.5	17,379	26,911						
Cassanacha	.8	1.0	3.2	3,756	6,123	Glacier	1.9	3.0	10.8	13,963	16,816						
DeSoto	1.3	2.0	5.9	6,611	11,450	Hill	2.7	5.6	18.1	27,440	31,381						
Edwards	1.5	1.8	5.7	6,680	9,958	Judith Basin	.5	.7	2.9	2,623	6,132						
GREEN BAY, WISCONSIN																	
Michigan:																	
Alger	2.0	2.9	10.0	10,209	14,535	Lewis & Clark	5.5	10.5	30.5	39,310	59,799						
Benzie	2.0	2.3	8.2	8,716	10,257	Liberty	.3	.5	2.7	7,161	5,505						
Nebraska:																	
Blaine	1.4	2.6	8.2	8,817	13,080	Meagher	.5	1.0	2.8	3,075	4,621						
Cascade	19.0	23.8	75.4	114,850	145,810	Phillips	.8	2.0	6.4	7,765	10,224						
Chauteau	1.7	2.4	7.6	9,766	17,834	Pondera	1.4	2.0	7.2	12,171	15,899						
Fergus	2.7	4.4	13.5	17,379	26,911	Teton	1.5	2.3	7.7	9,758	13,965						
Glacier	1.9	3.0	10.8	13,963	16,816	Toole	1.3	2.5	8.1	12,666	17,136						
Hill	2.7	5.6	18.1	27,440	31,381	Total	49.1	63.3	202.0	286,744	385,113						
Judith Basin	.5	.7	2.9	2,623	6,132	for Fresno, California											
Lewis & Clark	5.5	10.5	30.5	39,310	59,799	J. E. O'Neill, President											
Liberty	.3	.5	2.7	7,161	5,505	Joe Drilling, Vice President-Gen. Mgr.											
Meagher	.5	1.0	2.8	3,075	4,621	W. O. Edholm, Commercial Mgr.											
Phillips	.8	2.0	6.4	7,765	10,224	See your H-R representative											
Pondera	1.4	2.0	7.2	12,171	15,899												
Teton	1.5	2.3	7.7	9,758	13,965												
Toole	1.3	2.5	8.1	12,666	17,136												
Total	49.1	63.3	202.0	286,744	385,113												



KJEO channel 47

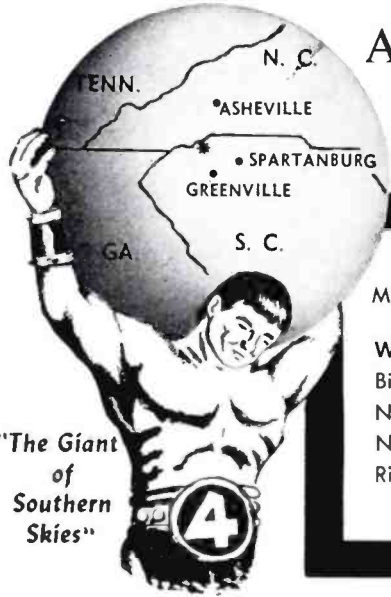
for Fresno, California
 J. E. O'Neill, President
 Joe Drilling, Vice President-Gen. Mgr.
 W. O. Edholm, Commercial Mgr.
 See your H-R representative

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
GREEN BAY, WISCONSIN <i>continued</i>						Winneshago	29.0	33.0	111.1	136,310	195,675		Stokes	4.0	5.1	21.2	7,408	24
Delta	8.2	9.8	33.7	38,779	46,356	Wood	13.9	17.4	62.4	73,343	96,311		Surry	10.5	12.4	50.0	54,271	65
Dickinson	6.6	6.9	22.8	28,313	33,291	Total	313.7	352.7	1,228.7	1,409,599	1,926,932		Vance	6.3	8.0	33.1	27,587	35
Iron	4.5	5.8	18.7	21,287	29,507								Wilkes	8.2	11.1	47.8	43,247	48
Leelanau	2.2	2.6	9.6	7,693	14,110								Yadkin	4.7	6.2	26.0	14,471	21
Manistee	5.4	6.3	20.4	19,469	28,374	GREENSBORO-WINSTON-SALEM, NORTH CAROLINA						Virginia						
Marquette	12.4	14.5	50.8	53,110	76,206	North Carolina:							Henry	11.5	14.2	58.5	52,806	77
Mason	5.8	6.6	21.0	26,695	32,373	Alamance	20.1	21.8	82.7	88,345	125,152		Patrick	2.5	3.8	16.4	6,651	11
Menominee	6.7	7.1	25.2	20,032	35,925	Alexander	3.2	3.9	16.5	13,140	16,423		Pittsylvania	22.9	28.9	113.0	87,246	144
Ontonagon	2.4	3.0	10.3	8,627	12,857	Alleghany	1.6	2.3	8.4	5,018	8,954		Total	390.7	459.4	1,790.7	1,793,548	2,800
Wisconsin:						Ashe	3.8	5.0	21.5	9,871	19,857		GREENVILLE-SPARTANBURG, SOUTH CAROLINA-ASHEVILLE, NORTH CAROLINA					
Adams	2.0	2.4	7.5	6,116	10,235	Cabarrus	16.4	17.8	67.6	72,089	99,206		Georgia:					
Brown	30.5	33.9	122.1	158,048	208,569	Caswell	3.4	4.9	22.9	7,163	21,084		Elbert	3.4	4.2	17.1	13,850	
Calumet	4.6	4.8	17.3	18,600	25,644	Catawba	17.2	19.1	72.5	86,402	98,092		Franklin	2.4	3.0	12.5	9,897	
Door	5.8	6.7	22.8	25,659	32,670	Chatham	4.5	6.6	27.3	23,678	29,129		Hobbs	3.2	4.5	17.9	17,622	
Florence	.8	.8	3.6	2,914	3,706	Davidson	16.3	18.6	71.2	69,180	93,451		Hart	2.5	3.6	14.5	9,113	
Fond Du Lac	19.9	21.6	75.4	95,694	129,120	Davie	3.3	4.1	16.3	11,198	20,951		Lincoln	1.0	1.2	5.0	2,588	
Forest	1.4	1.7	6.7	6,306	7,989	Durham	26.5	30.2	115.5	122,833	190,965		Madison	2.0	2.5	10.6	3,161	
Green Lake	3.8	4.7	15.6	21,601	23,490	Forsyth	45.4	50.6	181.8	219,367	298,956		Oglethorpe	1.4	1.9	7.4	1,732	
Juneau	4.0	5.1	18.1	20,453	25,177	Granville	5.2	6.9	33.6	22,121	34,613		Robun	1.3	1.7	7.2	6,351	
Kewaunee	4.4	4.6	17.6	14,522	23,054	Guilford	55.3	62.5	233.8	344,778	398,642		Stephens	3.7	4.5	16.9	17,161	
Langlade	5.2	5.8	20.9	27,217	29,696	Iredell	13.4	15.1	58.6	55,640	73,261		Taliaferro	.7	.9	3.7	1,325	
Lincoln	5.7	6.4	22.2	26,797	30,634	Lee	4.8	7.0	28.3	28,584	37,391		Wilkes	2.1	2.8	10.9	8,873	
Manitowoc	19.8	20.8	71.7	75,865	122,297	Montgomery	3.4	3.9	15.9	13,636	16,995		Kentucky:					
Marinette	9.5	10.9	37.9	41,500	52,031	Moore	6.0	7.9	32.4	32,803	40,589		Harlan	9.7	11.5	50.3	34,924	
Marquette	2.3	2.5	8.9	9,811	11,906	Orange	7.9	9.7	42.7	32,548	66,952		North Carolina:					
Oconto	6.2	6.6	23.9	22,569	30,239	Person	4.2	5.8	24.8	20,462	27,067		Buncombe	28.6	36.9	137.1	166,147	
Oneida	5.5	7.0	23.1	29,364	33,094	Randolph	12.4	14.7	56.6	51,382	73,702		Burke	10.0	12.3	52.1	35,197	
Outagamie	25.0	27.5	97.9	120,853	165,448	Rockingham	16.3	18.1	70.4	59,011	93,774		Caldwell	9.3	11.2	45.5	36,941	
Portage	8.4	9.6	37.1	39,348	57,130	Rowan	19.4	22.6	83.3	73,567	124,151		Cleveland	13.8	15.9	65.6	54,401	
Shawano	8.5	9.3	35.1	31,389	47,075	Stanly	10.1	10.6	40.1	37,045	53,630							
Sheboygan	26.2	27.6	90.6	102,240	164,883													
Waupaca	9.7	10.2	35.0	46,365	51,010													
Waushara	3.4	4.0	13.5	13,785	16,058													

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Dominance . . . IN GREENVILLE — SPARTANBURG — ASHEVILLE



A GIANT Market ranking with Birmingham, Nashville, New Orleans and Richmond*

*Here's the comparison, from TELEVISION Magazine Data Book, March 1960 (Note: Add (000) to all figures).

MARKET	TELEVISION HOMES	TOTAL HOMES	POPULATION	RETAIL SALES
WFBC-TV	394.5	502.4	1,971.6	\$1,517,766
Birmingham	427.3	549.1	2,096.6	1,724,231
Nashville	345.2	463.4	1,731.4	1,426,693
New Orleans	383.4	468.8	1,710.7	1,556,221
Richmond	272.5	329.2	1,315.5	1,266,846

DOMINANCE IN THE RATINGS!

Beginning in 1953, WFBC-TV was first to serve all three metro areas of Greenville, Spartanburg and Asheville. From sign-on to sign-off, WFBC-TV has dominated every major survey covering these three areas.


CHANNEL 4
WFBC-TV
 GREENVILLE, S. C.

Represented Nationally by
EVERY-KNODL, INC.

Ask the Station or our Representatives for complete information, rates, and availabilities in the "Giant Market"

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Gaston	28.0	33.6	130.9	112,798	183,185	Montgomery	1.8	3.3	12.7	6,950	11,923	Macon	5.9	7.2	20.9	19,515	31,317	
Graham	.9	1.7	7.6	1,874	7,461	Sunflower	6.6	11.1	46.7	22,615	40,189	Marion	9.2	9.8	29.8	38,972	51,961	
Haywood	7.4	10.7	42.2	37,118	54,134	Tallahatchie	4.1	6.0	24.1	8,908	21,957	Monroe	2.8	3.0	9.4	12,441	15,374	
Henderson	6.9	9.4	33.8	34,124	42,128	Washington	12.5	21.0	74.4	68,656	80,317	Pike	5.2	5.9	17.0	20,542	28,817	
Jackson	2.9	4.4	19.0	10,301	17,609	Webster	1.5	2.6	10.5	6,378	9,925	Putnam	2.1	2.8	8.4	6,971	12,152	
Lincoln	5.6	6.5	27.3	21,493	30,096	Total	56.5	92.4	359.7	233,888	350,764	Ralls	2.0	2.2	7.8	5,781	12,436	
McDowell	5.3	7.0	28.4	21,526	33,319	HANNIBAL, MISSOURI-QUINCY, ILLINOIS						Randolph	6.6	7.9	23.1	30,455	42,395	
Macon	2.6	4.3	18.2	12,442	16,895	Illinois:						Schuyler	1.2	1.6	4.5	7,748	6,674	
Madison	2.7	4.6	20.1	7,395	19,694	Adams	20.0	21.0	66.1	83,453	119,435	Scotland	2.1	2.4	7.0	7,274	10,214	
Polk	2.7	3.1	11.8	7,859	14,538	Brown	2.0	2.3	6.9	8,324	12,376	Shelby	2.7	3.1	8.8	9,987	13,534	
Rutherford	9.8	10.8	43.4	39,681	49,001	Calhoun	1.8	2.0	6.9	5,330	9,512	Total	169.8	192.8	603.5	710,649	1,015,196	
Swain	1.1	2.3	9.8	8,306	8,972	Cass	3.6	4.3	14.4	17,889	26,284	HARLINGEN-WESLACO, TEXAS						
Tennessee	2.5	3.8	16.6	11,660	19,129	Greene	5.6	6.2	19.4	21,243	30,960	Texas:						
Yancey	2.2	3.5	15.6	5,903	13,686	Hancock	8.2	8.6	26.4	25,673	45,191	Cameron	30.5	42.7	169.1	131,251	193,272	
South Carolina:						Henderson	2.3	2.6	8.8	7,803	15,949	Hidalgo	35.6	49.6	210.4	150,063	205,025	
Abbeville	4.3	5.3	21.0	11,395	24,514	McDanough	8.9	9.7	30.7	47,463	55,778	Kenedy	.1	.1	.7	.59	.449	
Anderson	19.1	24.7	94.6	80,848	117,112	Morgan	9.6	11.0	39.1	56,188	67,864	Starr	1.9	3.2	15.8	7,260	13,071	
Cherokee	8.0	9.2	37.5	21,859	39,872	Pike	6.4	7.4	23.2	22,881	37,626	Willacy	4.4	5.3	21.9	18,668	23,097	
Chester	6.5	8.0	33.3	21,034	37,625	Schuyler	2.7	3.2	9.8	10,136	15,047	Zapata	.6	.8	3.9	784	3,339	
Edgefield	2.6	4.2	17.4	11,745	15,875	Scott	2.0	2.3	7.4	8,153	13,446	Total	73.1	101.7	421.8	308,085	438,253	
Fairfield	3.7	4.3	17.9	8,894	16,705	Iowa:						HARRISBURG, ILLINOIS						
Greenville	48.4	57.8	206.4	227,278	310,203	Davis	2.5	3.2	10.1	9,069	14,243	Illinois:						
Greenwood	10.5	12.2	45.5	36,816	65,682	Des Moines	14.9	15.8	48.5	56,732	89,064	Alexander	5.9	6.3	19.8	20,298	28,604	
Javens	7.9	10.7	44.8	29,850	54,918	Henry	4.8	6.1	20.6	22,717	31,748	Franklin	12.9	14.5	44.7	39,899	70,845	
McCormick	1.6	2.0	8.5	3,250	7,306	Lee	11.6	13.6	44.7	49,979	72,455	Gallatin	1.9	2.2	8.0	6,628	11,153	
Newberry	6.0	7.8	30.9	27,505	35,295	Van Buren	3.0	3.6	10.6	9,684	14,975	Hamilton	3.0	3.7	11.7	8,754	15,963	
Oconee	6.3	9.1	38.9	25,416	40,364	Missouri:						Hardin	1.7	1.8	6.3	3,032	8,255	
Pickens	7.2	11.5	45.4	33,620	53,347	Adair	5.2	6.4	19.6	23,863	28,427	Jackson	11.7	13.1	41.8	49,011	72,098	
Saluda	2.6	4.2	17.1	8,887	14,776	Audrain	7.2	8.9	27.2	36,139	49,346	Jefferson	10.4	11.8	37.2	37,506	63,028	
Spartanburg	34.7	42.8	163.5	135,643	214,561	Clark	2.4	2.6	8.3	8,197	11,581	Johnson	2.2	2.8	9.6	7,901	11,060	
Union	5.8	7.5	30.6	19,749	34,162	Knox	2.3	2.7	7.6	7,038	12,042	Massac	5.1	6.3	19.0	15,989	26,136	
York	17.1	20.5	82.6	61,700	108,498	Lewis	3.0	3.4	10.5	13,009	16,973							
Tennessee:																		
Greene	7.5	12.3	46.9	32,522	51,877													
Hawkins	4.5	8.3	34.7	13,311	35,365													
Virginia:																		
Lee	5.2	6.2	28.4	12,924	24,640													
Scott	4.7	7.3	31.1	13,599	30,633													
Total	389.9	500.2	1,976.2	1,589,608	2,424,555													

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GREENVILLE-WASHINGTON, NORTH CAROLINA

North Carolina:	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Beaufort	8.5	8.9	36.6	32,084	36,951
Bertie	4.5	5.1	22.9	12,472	22,399
Carroll	4.7	7.4	29.1	24,463	35,555
Chowan	2.0	3.2	13.8	10,485	14,518
Craven	12.6	15.1	63.0	50,050	84,055
Dare	.9	1.4	5.6	5,894	6,266
Dipkin	6.5	9.9	42.7	25,427	39,009
Edgecombe	10.3	12.1	53.7	42,614	61,846
Franklin	4.5	6.9	30.3	15,546	30,651
Greene	2.7	3.6	18.0	7,493	18,427
Halifax	9.8	13.8	58.7	51,836	65,836
Hamett	8.3	13.0	55.3	40,494	62,828
Hyde	1.0	1.4	5.8	2,176	5,169
Johnston	11.3	16.0	67.0	49,271	69,200
Jones	1.6	2.6	11.6	3,844	10,631
Lenoir	10.2	14.2	55.1	59,288	66,972
Martin	4.7	6.2	29.8	22,137	27,073
Nash	10.6	16.0	63.1	47,936	76,914
Northampton	4.7	5.8	27.8	10,530	24,671
Onslow	5.9	7.0	69.0	50,957	87,155
Pamlico	1.7	2.8	11.8	3,488	11,355
Pender	2.8	4.6	19.6	6,597	17,582
Pitt	13.7	15.0	66.9	65,157	73,676
Tyrrell	.8	1.2	5.2	3,215	4,853
Warren	3.2	4.4	21.2	9,568	18,980
Washington	2.1	3.0	13.4	9,955	14,793
Wayne	13.3	17.1	72.7	71,145	75,547
Wilson	11.1	15.0	60.2	47,891	77,678
Total	174.0	232.7	1,029.9	782,013	1,140,590

GREENWOOD, MISSISSIPPI

Mississippi:	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Bolivar	9.0	14.9	57.1	30,195	53,773
Calhoun	2.0	3.9	15.7	8,511	15,190
Carroll	1.6	2.7	11.3	2,092	9,561
Clayton	2.6	4.7	18.2	14,558	18,452
Holmes	4.5	6.1	25.2	12,284	22,526
Plaquemine	3.1	4.0	16.9	8,879	14,548
Waltham	7.2	12.1	46.9	43,862	52,403



Eee Yii, Eee Yii,
Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.



"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

How many households do you reach?

TOTAL HOUSEHOLDS

	Television Markets	Metro. Area
Wausau, Wis.	136,200	25,400
Wheeling, W. Va.	279,100	58,800
Wichita Falls, Tex.	165,800	36,600
Wilmington, N. C.	134,500	21,700
Yakima, Wash.	157,500	47,300
Youngstown, Ohio	230,200	143,600
Yuma, Ariz.	34,100	*

*Does not rank as a 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 Wausau, for example, 81% of the television market's households are outside the metropolitan area.

For income and sales data correlated to TV coverage areas, Television Magazine is the only standard source.

	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EI (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EI (\$000)						
INDIANAPOLIS, INDIANA continued																
Rush	6.0	6.5	21.6	24,108	36,200	Perry	.8	1.5	5.8	2,290						
Scott	4.4	4.8	15.0	13,597	20,291	Weakley	4.0	7.2	25.8	21,736						
Shelby	10.0	10.8	33.4	39,841	58,280	Total	55.7	78.8	289.6	237,097						
Sullivan	6.2	6.6	20.7	18,917	31,972	JACKSONVILLE, FLORIDA										
Tippecanoe	22.7	26.2	91.6	115,135	180,630	Florida:										
Tipton	4.5	4.9	16.3	12,953	26,588	Alachua	13.9	20.1	78.6	76,741						
Vermillion	5.2	5.8	18.4	17,832	25,918	Baker	1.2	1.3	6.5	6,181						
Vigo	32.5	34.6	106.9	144,805	201,195	Bradford	2.6	3.3	13.7	10,553						
Wabash	8.8	10.5	33.8	40,102	55,277	Citrus	1.1	2.1	7.8	7,965						
Warren	2.4	2.5	8.1	3,751	14,471	Clay	4.6	5.0	20.4	13,833						
Wayne	22.0	23.2	76.6	87,496	138,896	Columbia	3.9	5.3	20.2	23,683						
White	5.5	6.6	20.8	28,104	35,575	Dixie	.6	1.0	4.3	3,972						
Total	716.6	794.2	2,530.9	3,058,769	4,754,479	Duval	120.7	132.9	451.5	579,459						
JACKSON, MISSISSIPPI																
Louisiana:																
East Carroll	2.9	3.5	13.8	9,260	15,176	Fogler	1.1	1.9	6.3	5,703						
Madison	3.3	4.2	16.0	12,396	17,402	Gilchrist	.4	.7	3.1	3,892						
Tensas	2.4	3.0	11.3	6,171	11,743	Hamilton	1.6	2.1	8.3	5,660						
Mississippi:																
Adams	6.4	10.7	37.5	42,639	52,372	Jefferson	1.6	2.6	10.2	6,925						
Amite	2.1	4.0	16.5	5,069	15,112	Lafayette	.5	.7	3.0	2,076						
Attala	3.4	5.5	22.3	13,117	20,467	Levy	1.7	3.0	11.4	12,428						
Bolivar	9.0	14.9	57.1	30,195	53,773	Madison	2.2	3.5	15.0	9,973						
Carroll	1.6	2.7	11.3	2,092	9,561	Marion	10.4	15.3	52.3	72,138						
Choctaw	1.1	2.2	8.8	3,185	7,705	Nassau	3.6	4.1	16.5	17,428						
Claiborne	1.6	2.6	10.8	5,642	11,064	Putnam	7.6	9.7	33.8	33,645						
Copiah	4.6	7.1	27.7	16,121	26,435	St. Johns	8.3	10.0	33.7	34,550						
Covington	2.3	3.6	15.0	6,389	12,383	Suwannee	2.8	3.6	14.6	14,676						
Forrest	8.7	14.5	50.7	63,986	63,307	Taylor	2.4	4.2	15.2	13,689						
Franklin	1.5	2.1	8.1	3,875	8,963	Union	.8	1.1	9.1	3,195						
Hinds	39.8	48.5	174.4	238,867	258,168	Volusia	25.3	41.0	120.7	181,720						
Holmes	4.5	6.1	25.2	12,284	22,526	Georgia:										
Humphreys	3.1	4.0	16.9	8,879	14,548	Appling	1.8	3.0	12.9	9,330						
Issaquena	.6	.7	2.9	404	2,694	Atkinson	1.0	1.5	6.4	1,747						
Jasper	2.9	4.4	18.9	8,446	15,341	Bacon	1.7	2.3	9.0	8,069						
Jefferson	1.5	2.4	9.5	4,836	8,237	Brantley	.9	1.4	6.6	2,301						
Jeff Davis	2.1	3.5	14.6	6,721	11,972	Brooks	1.8	3.5	15.9	11,075						
Jones	12.2	16.5	16.0	54,100	67,545	Camden	1.8	2.0	7.0	5,702						
Lamar	2.0	3.2	12.6	7,237	12,237	Charlton	.8	1.3	5.2	5,395						
Lawrence	1.6	2.8	11.5	6,053	10,422	Clinch	1.0	1.6	6.2	4,097						
Leake	2.9	4.6	18.8	7,970	16,641	Coffee	3.7	6.5	27.1	22,413						
Leflore	7.2	12.1	46.9	43,862	52,403	Echols	.3	.5	2.6	322						
Lincoln	4.5	7.0	26.8	20,931	29,223	Glynn	8.9	10.9	38.0	43,130						
Madison	4.7	6.7	28.8	17,024	25,921	Jeff Davis	1.4	3.2	12.4	8,760						
Marion	3.2	6.1	23.3	18,586	23,101	Lonier	.8	1.4	5.1	2,600						
Montgomery	1.8	3.3	12.7	6,950	11,923	Lowndes	8.4	13.6	49.1	53,280						
Neshoba	3.4	4.9	19.6	10,219	17,992	McIntosh	1.1	1.6	6.7	3,204						
Newton	3.6	5.1	20.5	13,350	18,795	Montgomery	.9	1.6	6.9	2,229						
Noxubee	2.4	3.8	17.0	8,995	14,328	Pierce	1.5	2.4	10.0	6,154						
Pike	5.7	9.0	34.2	37,230	35,967	Telfair	1.5	2.8	12.0	9,873						
Rankin	3.5	6.2	30.0	11,989	25,624	Toombs	2.6	3.7	15.2	18,196						
Scott	2.9	5.0	20.4	16,522	18,300	Ware	7.2	9.3	35.4	35,855						
Sharkey	1.7	2.5	10.5	5,996	9,406	Wayne	2.1	4.0	16.1	17,410						
Simpson	3.1	5.3	21.1	11,426	18,535	Wheeler	.8	1.1	4.4	1,723						
Smith	2.1	3.6	15.3	6,462	12,366	Total	270.9	353.7	1,266.4	1,413,050						
Sunflower	6.6	11.1	46.7	22,615	40,189	JEFFERSON CITY-COLUMBIA, MISSOURI										
Walthall	1.8	3.6	15.3	8,470	12,875	Missouri:										
Warren	9.6	12.3	39.1	42,197	52,597	Audrain	7.2	8.9	27.2	36,139						
Washington	12.5	21.0	74.4	68,656	80,317	Boone	12.9	15.5	59.1	62,625						
Winston	3.1	4.6	18.3	9,284	16,993	Callaway	5.2	6.2	23.6	20,474						
Yazoo	5.8	8.1	32.7	20,373	29,888	Camden	1.8	2.1	7.6	8,495						
Total	213.3	318.6	1,226.8	977,071	1,312,537	Carroll	4.0	4.6	14.4	16,838						
JACKSON, TENNESSEE																
Tennessee:																
Carroll	4.6	7.3	26.1	17,279	29,447	Chariton	3.3	4.1	12.7	11,462						
Chester	1.5	2.2	8.9	6,364	8,815	Cole	10.3	11.6	42.2	50,590						
Crockett	3.6	3.8	14.2	9,437	17,904	Cooper	4.0	4.6	15.1	19,050						
Decatur	1.2	1.7	6.9	5,568	6,424	Dent	2.6	3.0	10.0	9,282						
Gibson	10.2	12.1	41.5	39,342	52,979	Gasconade	3.3	4.1	13.1	15,663						
Hardeman	3.4	5.4	23.6	12,193	19,629	Howard	2.9	3.4	11.0	9,677						
Hardin	2.6	4.6	18.4	13,399	16,834	Linn	4.7	6.1	17.5	20,546						
Henderson	2.2	3.5	13.7	11,132	14,407	Marion	1.7	2.1	7.0	3,864						
McNairy	3.6	4.9	19.1	11,921	18,409	Miller	3.6	4.4	14.2	15,818						
Madison	13.2	16.6	58.1	59,178	79,368	Moniteau	2.8	3.2	10.0	10,952						
Obion	4.8	8.0	27.5	27,258	36,095	Monroe	2.8	3.0	9.4	12,441						
						Montgomery	3.1	3.4	10.4	13,865						
						Morgan	2.4	2.9	9.1	10,854						
						Osage	2.4	3.0	11.1	8,593						
						Pettis	11.1	12.7	36.6	44,894						
						Phelps	5.9	8.2	27.4	29,408						

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WFBM-TV more than doubles your Indianapolis potential

for every 10 "gas dollars" spent in Indianapolis Trading Area... there are \$12 spent in its Satellite Markets.

More cars than you might suppose are pumping up service station sales in the satellite markets—even more than in the 18-county Indianapolis area. That's why this big Mid-Indiana market is different... and why this bonus coverage on WFBM-TV can change your ideas about television marketing. Where else do you find such a widespread area

only basic NBC coverage of America's 15th TV Market—745,000 TV homes.



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



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

covered by just *one* station, with no overlapping basic affiliates of the same network? Where else are these satellite markets 15% richer and 30% bigger than the Metropolitan Trading Zone itself?

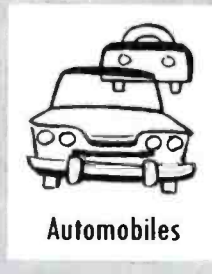
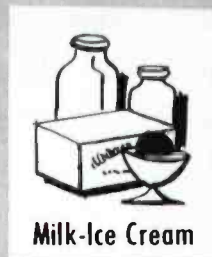
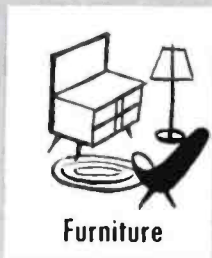
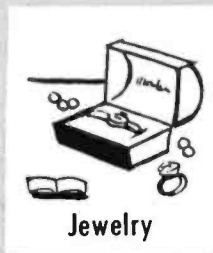
WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Let us show you how to test regional marketing plans with amazing results. Write or call for more details.

Represented Nationally by the KATZ Agency



OUR 11TH
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STATISTICS don't buy ..



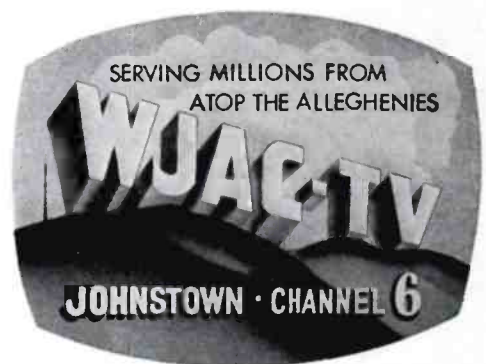
PEOPLE DO and especially the people who stay with **WJAC-TV**

Statistics only have real meaning when they represent product-buying people. Both A.R.B. and Nielsen show WJAC-TV to be the Number 1 station in the Johnstown-Altoona market, but the exciting part of the story is shown in the sales results of our clients. People in every type of business tell us the same thing-- "We look to WJAC-TV to help us sell. WJAC-TV delivers a large audience, but more important, a responsive, loyal audience!"

WJAC-TV can deliver for you. It's the number one station in audience--and audience response!

Get all the facts and figures on WJAC-TV leadership from

**HARRINGTON, RIGHTER
AND PARSONS, INC.**



	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
JEFFERSON CITY-COLUMBIA, MO. continued											
Pulaski	3.6	9.2	38.1	17,235	67,404	Dickenson	3.3	5.0	23.8	11,036	21,561
Balls	2.0	2.2	7.8	5,781	12,436	Grayson	3.9	4.1	16.2	6,621	18,840
Randolph	6.6	7.9	23.1	30,455	42,395	Lee	5.2	6.2	28.4	12,924	24,640
Saline	6.7	7.9	25.9	30,534	40,786	Russell	4.1	5.8	25.8	12,954	24,084
Sullivan	2.6	3.3	10.0	7,379	14,611	Scott	4.7	7.3	31.1	13,599	30,633
Warren	2.1	2.4	7.6	8,695	10,779	Smyth	5.1	7.0	31.4	23,627	32,396
Total	121.6	150.0	501.2	531,339	798,002	Tazewell	8.2	11.1	48.9	43,197	54,879
						Washington	9.1	12.8	54.8	50,416	62,576
						Wise	9.4	11.9	52.8	49,816	53,928
						Total	169.8	240.5	1,020.7	751,016	1,104,233

JOHNSON CITY, TENNESSEE-BRISTOL, VIRGINIA

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Kentucky:					
Harlan	9.7	11.5	50.5	34,924	54,027
Knott	1.9	3.4	17.2	4,052	12,092
Leslie	1.4	3.6	18.3	5,266	13,725
Letcher	3.7	5.9	27.5	15,585	24,659
Perry	4.8	7.5	35.8	25,178	31,205
Pike	10.9	15.2	68.7	33,912	63,912
North Carolina:					
Alleghany	1.6	2.3	8.4	5,018	8,954
Asho	3.8	5.0	21.5	9,871	19,857
Avery	2.2	3.0	12.2	3,680	11,389
Mitchell	2.3	3.5	14.7	10,335	13,908
Watauga	2.9	4.4	19.5	14,741	18,086
Tennessee:					
Carter	8.6	11.1	44.5	28,048	53,623
Greene	7.5	12.3	46.9	32,522	51,877
Hamblen	4.9	8.8	32.6	36,175	39,964
Hawkins	4.5	8.3	34.7	13,311	35,365
Johnson	1.8	3.9	16.5	8,253	14,409
Sullivan	22.1	30.5	113.7	143,059	172,426
Unicoi	2.4	3.4	14.1	9,116	16,875
Washington	13.4	16.2	63.3	64,842	83,107
Virginia:					
Bland	1.0	1.5	6.8	2,746	6,326
Buchanan	5.4	8.0	40.1	26,192	34,910

JOHNSTOWN, PENNSYLVANIA

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Maryland:					
Allegany	22.5	26.3	91.8	89,496	141,702
Garrett	3.5	4.8	19.9	17,507	24,052
Pennsylvania:					
Armstrong	21.0	22.8	81.1	73,914	131,346
Bedford	10.0	12.3	45.2	43,933	57,900
Blair	35.9	37.8	130.4	140,777	213,910
Butler	26.4	30.3	109.0	114,836	180,493
Cambria	52.0	54.7	206.0	195,540	321,482
Cameron	1.4	1.9	6.9	6,975	12,945
Centre	15.1	18.8	75.7	77,607	122,433
Clarion	9.6	10.3	37.6	41,825	53,215
Clearfield	20.5	21.9	79.0	85,771	115,184
Clinton	8.8	11.1	39.1	41,917	62,611
Elk	7.3	9.9	36.4	34,408	60,184
Fayette	42.7	44.9	164.7	171,827	250,628
Forest	.8	1.4	5.2	5,240	6,472
Fulton	2.0	2.8	10.6	10,376	12,194
Greene	10.6	11.6	42.9	36,267	65,503
Huntingdon	10.1	10.7	39.4	37,868	54,886
Indiana	18.0	18.9	69.7	70,369	104,394
Jefferson	12.6	13.5	46.9	58,815	70,690
McKean	13.3	14.9	49.6	58,314	90,851
Mifflin	10.9	11.8	42.2	48,275	65,179
Somerset	18.8	20.9	76.9	76,065	106,049
Venango	15.2	18.5	65.4	59,698	97,207
Washington	58.3	61.4	215.1	223,081	371,484
Westmoreland	89.7	94.4	335.6	337,919	564,491
West Virginia:					
Grant	1.3	2.2	8.2	7,725	8,328
Hampshire	1.8	3.3	13.4	7,763	13,905
Mineral	3.5	5.7	21.0	14,712	26,723
Tucker	1.3	2.1	8.6	5,344	9,406
Total	544.9	601.9	2,173.5	2,194,164	3,415,847

JOPLIN, MISSOURI-PITTSBURG, KANSAS

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Arkansas:					
Benton	6.5	9.9	32.9	44,900	41,677
Kansas:					
Allen	4.1	5.4	16.8	18,616	23,948
Bourbon	4.6	5.7	16.6	17,857	25,152
Cherokee	6.0	7.2	22.8	15,302	33,226
Crawford	11.6	12.8	37.2	40,157	57,725
Labette	6.8	8.9	28.0	32,393	41,378
Linn	2.4	2.9	8.9	7,946	12,424
Montgomery	13.7	16.8	48.5	59,049	81,048
Neosho	5.2	6.4	20.1	23,983	29,843
Wilson	3.7	4.8	14.3	14,607	19,826
Woodson	1.4	2.0	5.9	5,346	8,997
Missouri:					
Barry	5.1	6.4	21.6	26,733	27,160
Barton	3.0	3.8	12.0	14,484	17,593
Jasper	26.1	28.5	83.0	119,278	138,151
Lawrence	5.7	7.0	21.9	21,800	31,645
McDonald	3.4	4.2	14.1	13,270	16,381
Newton	7.6	9.3	30.5	28,495	42,712
Vernon	5.5	6.2	20.7	18,671	31,192
Oklahoma:					
Delaware	2.4	4.0	15.0	6,444	15,086
Ottawa	7.1	8.3	27.4	26,519	38,969
Total	131.9	160.5	498.2	555,850	734,133

KALAMAZOO, MICHIGAN

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Indiana:					
Elkhart	28.5	32.0	101.3	138,508	204,012
Lagrange	4.0	5.1	18.6	18,931	26,355
Stauben	4.7	6.0	19.5	32,885	32,593

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WKZO-TV gets all the banners!



Latest NSI Survey (see below) proves that WKZO-TV delivers more homes than Station "B" in 387 of 454 quarter hours surveyed, Sunday through Saturday!

WKZO-TV is out front in 14.6% of all quarter hours (1-week report) in the Kalamazoo-Grand Rapids ARB 9-county survey (April 17-May 14, 1959).

NCS No. 3 gives WKZO-TV far more homes—monthly, weekly, daily—than any other Michigan station outside of Detroit!

NSI, ARB, NCS No. 3—all three give WKZO-TV the banner position in the Kalamazoo-Grand Rapids and Western Michigan market.

Remember, too—add WWTW, Cadillac, to your WKZO-TV schedule for all the rest of onstate Michigan worth having!

NSI SURVEY

Kalamazoo-Grand Rapids Area (February, 1960)

STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	Station B	WKZO-TV	Station B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knoel, Inc. Exclusive National Representatives

In Joplin, Missouri



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's **KODE-TV** channel 12

28% taller and 29% more powerful — tells and sells 152,000 TV homes who spend 750 million annually.

For Rates and Avails

- IN JOPLIN: D. T. Knight, MA 3-7260
- IN NEW YORK: Lee Gaynor, OX 7-0306

EXCLUSIVE SHOPPER TOPPER MERCHANDISING

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire

HOTEL

Just steps from anywhere...
now with 500 individually decorated
rooms and suites — and
completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well...
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
KALAMAZOO, MICHIGAN continued					
Michigan:					
Allegan	14.8	18.7	63.7	64,078	97,849
Barry	9.6	10.5	33.1	29,571	53,048
Borren	45.0	50.4	159.1	199,751	284,455
Branch	10.0	11.9	39.2	39,230	60,402
Calhoun	39.9	42.6	143.9	174,655	276,567
Cass	9.9	10.4	32.4	27,394	51,897
Clinton	9.4	10.0	35.8	31,956	54,754
Eaton	13.8	15.1	48.8	45,827	79,749
Grotiot	9.7	10.8	36.9	42,388	53,702
Hillsdale	9.5	10.4	34.1	39,279	50,672
Ingham	62.8	66.1	219.1	321,672	481,343
Ionia	11.2	12.4	43.8	46,065	61,079
Jackson	36.3	38.9	130.9	159,345	242,582
Kalamazoo	46.8	49.8	162.5	221,728	322,008
Kent	102.2	108.4	349.4	477,063	699,721
Mecosta	5.2	5.8	18.7	18,565	26,009
Montcalm	10.9	12.0	38.0	43,384	58,924
Muskegon	42.4	44.6	147.9	169,409	256,252
Newaygo	6.7	7.6	26.2	22,732	37,178
Oceana	4.0	4.7	16.6	18,153	21,234
Ottawa	26.1	30.5	101.0	109,744	166,868
St. Joseph	14.7	15.5	46.4	54,364	79,514
Van Buren	16.2	17.1	51.0	54,392	83,622
Ohio:					
Williams	9.1	10.1	31.4	36,316	56,617
Total	603.4	657.4	2,149.3	2,637,385	3,919,006

KANSAS CITY, MISSOURI

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Kansas:					
Anderson	2.1	2.9	9.3	8,756	13,573
Atchison	5.7	6.2	20.5	20,135	33,918
Bourbon	4.6	5.7	16.6	17,857	25,152
Brown	4.0	4.3	12.7	14,326	20,744
Coffey	1.8	2.7	9.1	9,362	14,002
Doniphan	2.9	3.0	9.9	5,691	14,440
Douglas	8.0	10.6	36.8	44,762	63,952
Franklin	5.6	6.4	20.1	22,970	30,696
Jackson	2.7	3.3	10.3	10,640	14,648
Jefferson	3.0	3.3	10.5	7,932	15,380
Johnson	40.3	48.7	140.2	118,628	332,158
Leavenworth	10.7	11.5	42.2	34,862	70,367
Linn	2.4	2.9	8.9	7,946	12,424
Marshall	3.6	5.2	16.8	17,830	27,137
Miami	5.2	6.2	20.7	18,420	29,387
Nemaha	3.3	4.0	13.5	14,596	20,368
Osage	3.7	4.6	13.8	11,560	21,019
Pottawatomie	2.5	3.8	12.2	13,204	18,834
Shawnee	41.0	45.4	136.5	182,658	269,726
Wabounee	1.6	2.3	7.0	5,334	10,228
Wyandotte	58.2	61.3	194.0	194,922	349,282
Missouri:					
Andrew	3.2	3.7	11.3	8,674	17,927
Atchison	2.4	2.9	9.9	11,973	17,807
Bates	4.9	5.9	16.5	18,373	27,536
Benton	2.3	2.7	8.8	7,848	11,695
Buchanan	30.5	32.6	103.6	120,692	193,374
Caldwell	2.9	3.3	9.2	11,058	14,131
Carroll	4.0	4.6	14.4	16,838	21,488
Cass	5.6	6.6	19.9	25,893	32,379
Chariton	3.3	4.1	12.7	11,462	20,184
Clay	25.7	31.4	89.4	150,475	181,340
Clinton	3.3	3.5	10.6	14,668	18,086
Daviess	2.9	3.2	9.8	9,555	15,157
De Kalb	2.1	2.3	7.1	7,825	10,766
Gentry	2.7	3.1	9.8	12,023	15,734
Grundy	3.6	4.1	12.3	17,561	19,755
Harrison	3.5	4.2	13.0	15,156	19,840
Henry	5.6	6.4	18.9	23,854	28,988
Holt	2.1	2.5	8.2	10,598	13,570
Howard	2.9	3.4	11.0	9,677	18,815
Jackson	195.7	212.9	627.1	1,096,312	1,435,628
Johnson	7.5	8.2	27.5	24,959	43,418
Lafayette	7.2	7.6	24.2	31,750	40,735
Linn	4.7	6.1	17.5	20,546	29,449
Livingston	4.5	5.1	15.9	24,951	26,951

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How much sales power do you reach?

RETAIL SALES
Television
Market
(000)

Metro.
Area
(000)

Beaumont-		
Port Arthur \$	682,042	\$ 354,911
Bellingham	202,380	93,041
Birmingham	1,807,663	710,711
Boston	7,971,198	4,288,811
Champaign	1,450,455	154,011
Charlotte	2,867,014	385,811
Chattanooga	864,277	364,811
Chicago	10,873,448	8,986,011
Cincinnati	3,407,340	1,410,111

TELEVISION MAGAZINE'S Television
Vs. Standard Markets study stresses
the need for revising marketing con-
cepts. 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 Champaign, for ex-
ample, 89 per cent of the television
market's spending money is outside
the metropolitan area.

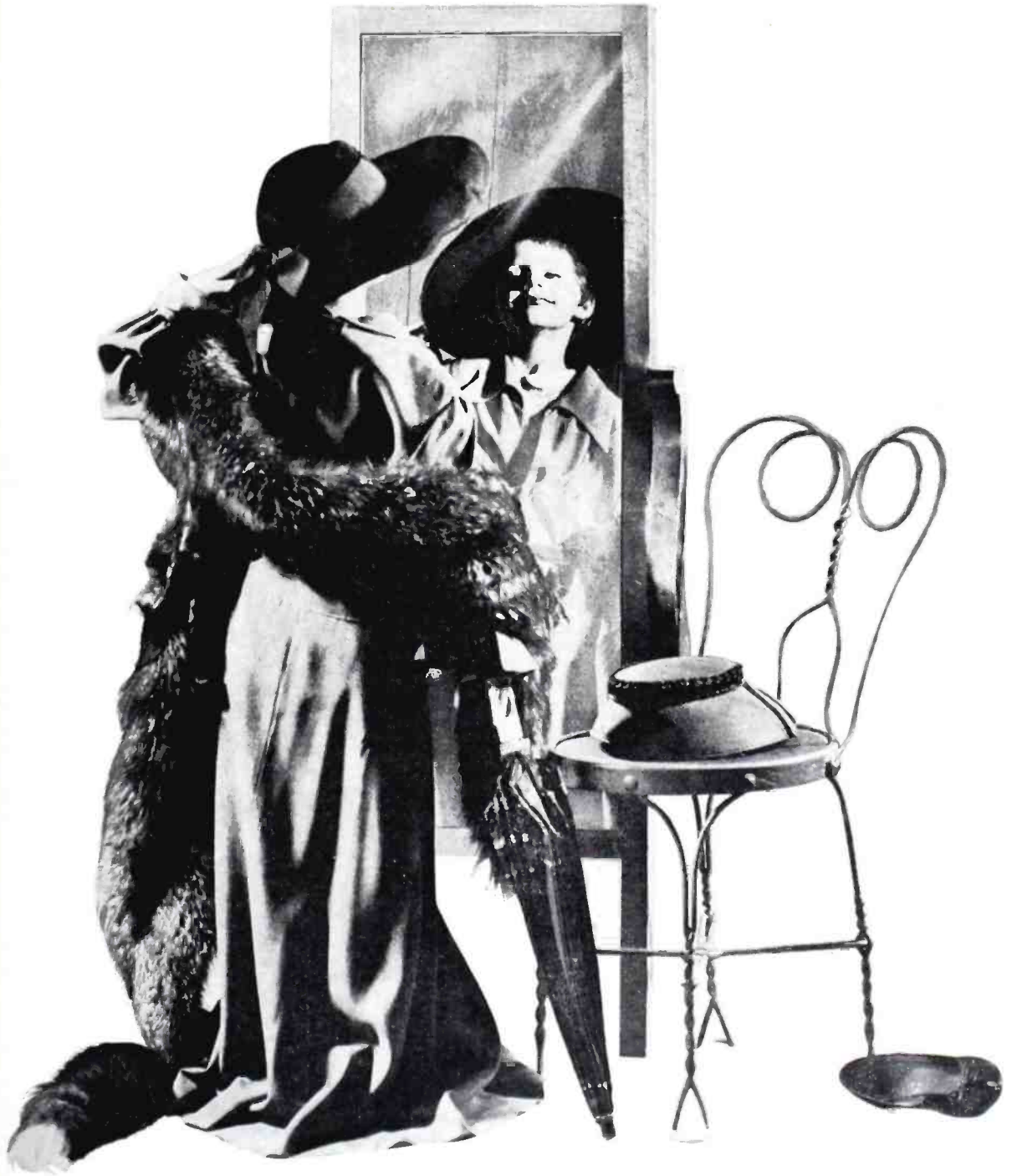
For retail sales and population
data correlated to TV-coverage areas,
TELEVISION MAGAZINE is the only
standard source.

TELEVISION MAGAZINE

The Management Magazine
of Broadcast Advertising

SOMETIMES IT'S GREAT TO BE ALONE!

Such is the case in Kansas City where WDAF-TV enjoys the distinction of providing the only unduplicated network coverage (NBC) in this \$2,335,722,000.00* market. This five-county metropolitan area contains 1,083,600 people with retail sales of over a billion and a half ... and it's all yours — without duplication — on WDAF-TV. *Net effective buying income (after taxes). Source: Sales Management, 1960.



WDAF-TV • SIGNAL HILL • KANSAS CITY, MISSOURI

A Transcontinent Station

www.americanradiohistory.com



Represented by
Edward Petty & Co. Inc.
The Original Station Representative

when you think of Kansas City

remember our A.P.*

... because KCMO-TV's full power coverage delivers more than two million potential customers in this wealthy 200-mile-wide marketing area.

Kansas City MO
TV 

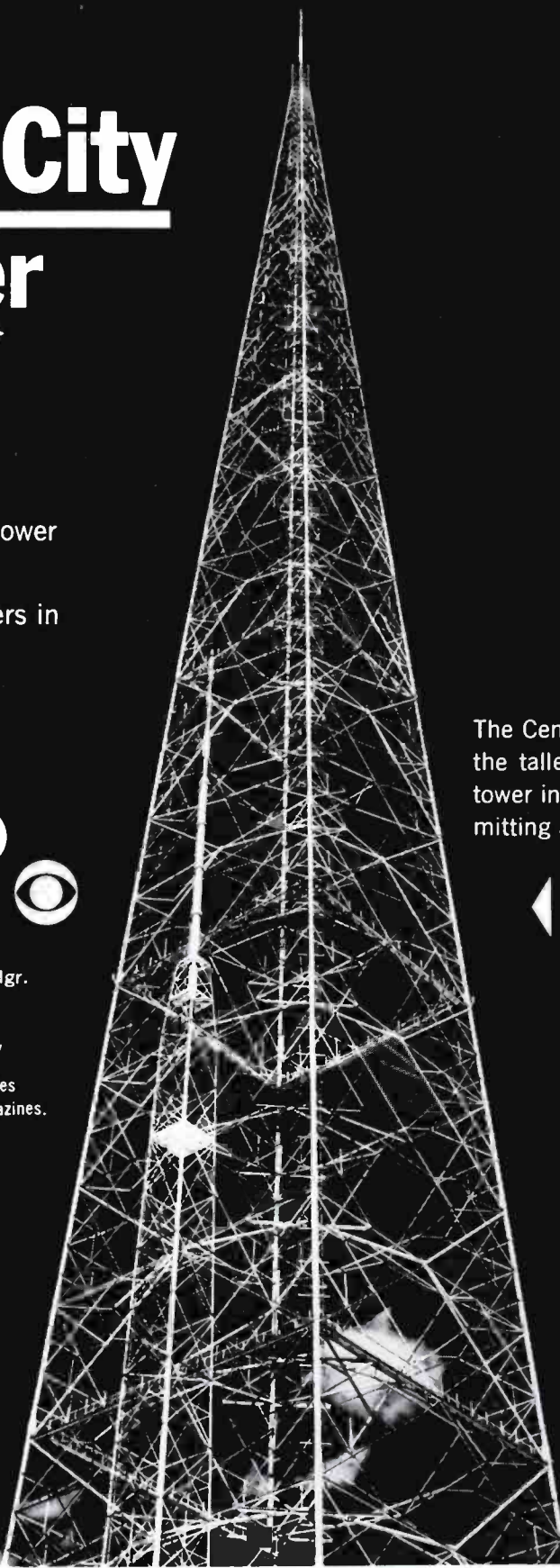
E. K. HARTENBOWER, V. P. and Gen. Mgr.
SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

*** Area Potential**

The Center of our A.P. is the tallest self-supported tower in America ... transmitting at full power.



KANSAS CITY, MISSOURI <i>continued</i>						Nebraska:						KLAMATH FALLS, OREGON					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Mercer	1.6	2.0	5.9	6,141	8,573	Adams	8.6	9.3	30.7	42,166	49,353	California:					
Nodaway	6.0	7.3	23.8	26,031	41,379	Arthur	.1	.2	.8	259	1,472	Modoc	1.6	2.3	7.5	10,689	15,871
Pattis	11.1	12.7	36.6	44,894	62,718	Blaine	.1	.2	1.2	869	2,095	Oregon:					
Platte	5.9	7.2	22.9	24,861	37,314	Buffalo	7.0	8.4	27.0	38,542	43,044	Klamath	10.6	15.1	47.5	74,111	91,417
Ray	4.8	5.4	15.4	16,307	25,599	Chase	.8	1.3	4.4	6,419	7,624	Lake	1.2	2.3	7.4	12,697	14,143
St. Clair	2.6	2.8	8.8	7,021	12,015	Custer	3.8	5.5	17.9	19,790	28,198	Total	13.4	19.7	62.4	97,497	121,431
Saline	6.7	7.9	25.9	30,534	40,786	Dawson	5.5	6.4	20.7	32,796	34,835						
Sullivan	2.6	3.3	10.0	7,379	14,611	Deuel	.6	.9	3.0	4,773	6,062						
Worth	1.3	1.6	4.9	5,771	6,930	Dundy	.8	1.0	3.5	4,611	5,526						
Nebraska:						Franklin	1.8	2.0	6.3	6,233	8,938						
Pawnee	1.7	1.9	5.4	3,973	8,136	Frontier	.9	1.4	5.2	3,855	8,261						
Richardson	4.0	4.6	14.6	18,636	24,578	Furnas	2.6	2.9	8.8	10,468	13,484						
Total	594.3	671.4	2,044.4	2,676,660	3,964,827	Garden	.6	1.3	4.0	3,684	6,791						
						Gosper	.6	.7	2.5	1,912	4,391						
						Hall	11.1	12.2	38.3	54,746	67,693						
						Harlan	1.5	1.8	5.7	5,585	10,573						
						Hayes	.3	.5	2.2	871	4,185						
						Hitchcock	1.0	1.4	4.7	3,603	7,961						
						Hooker	.2	.3	1.2	2,296	1,646						
						Howard	1.6	2.3	6.9	5,938	10,826						
						Kearney	1.8	1.9	5.9	6,951	9,340						
						Keith	1.7	2.5	7.8	14,150	16,135						
						Lincoln	6.2	9.6	31.5	39,429	55,858						
						Logan	.2	.4	1.2	763	2,079						
						McPherson	.1	.1	.5	215	869						
						Perkins	.8	1.1	4.0	6,203	7,626						
						Phelps	3.0	3.3	10.2	17,919	17,911						
						Red Willow	2.9	4.0	12.8	22,244	22,346						
						Sherman	1.2	1.6	6.0	4,498	8,454						
						Thomas	.2	.5	1.4	1,036	2,741						
						Webster	2.0	2.3	6.9	6,154	9,173						
						Total	88.8	115.0	372.6	484,212	632,359						

KEARNEY, NEBRASKA

Colorado:					
Kitt Carson	1.5	2.4	8.3	12,964	15,286
Phillips	.7	1.2	4.7	8,455	8,137
Sedgwick	.9	1.4	4.9	7,465	9,528
Yuma	1.9	3.2	10.5	12,395	20,427
Kansas:					
Cheyenne	.7	1.4	4.5	6,312	7,453
Decatur	1.3	2.0	5.9	6,611	11,450
Jewell	1.7	2.2	6.9	4,341	10,692
Norton	1.7	2.7	8.8	10,364	12,183
Phillips	2.3	3.2	9.3	9,366	16,015
Rowles	.7	1.4	4.6	5,623	7,802
Sherman	.9	1.9	6.1	11,657	11,781
Smith	1.8	2.6	8.1	7,918	11,581
Thomas	1.1	2.1	6.8	11,763	14,534

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GETTING IN TO SEE THE CLIENT

Telling your story directly to the advertising and sales manager—it's a tough job, but an important one.

One out of every four TV stations now on the air is advertising in this issue of Television Magazine because it is used by almost all of TV's important clients.

When you tell your story in Television Magazine, you're reaching the advertising man at the precise moment he is looking for information on your market and making his buying decision.

You talk directly to the advertiser when you tell your story in Television Magazine.

Among Major Southern TV Markets . . .

BRISTOL
JOHNSON CITY
KINGSPORT

is served

"on a platter"

A Tri-City Sales Complex . . . Hub of a 37-county tv market encompassing:

- Population—1,257,100
- Income—\$1,209,699,000
- Sales—\$850,594,000

SRDS Consumer Market Data, July '60

WCYB-TV Offers

Twice as many average quarter-hour "homes reached" . . . 59% more net weekly circulation (ARB, 3/60) than the other competing station. See our Ad under Tri-Cities, Tenn., and compare CPM.

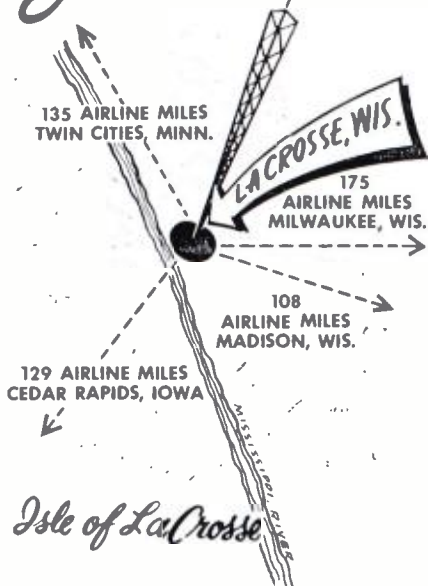
NBC—ABC

WCYB-TV

Channel 5 Bristol, Va.-Tenn.

Represented by: Headley-Reed

WHY BUY LaCrosse



WKBT Provides the Only Consistently-Dependable Signal for an Isolated Market of 160,000 Wisconsin, Minnesota and Iowa TV Homes (CBS Research). Obviously, it would Take Two or Three Times as Many TV Homes in a Multi-Station Market to Deliver a Comparable Audience.

ABC CBS NBC

WKBT

LACROSSE WISCONSIN

250,000 WATTS
 Represented by:
 H-R TELEVISION, INC.
 Harry Hyett, Minneapolis

Channel **8**

KNOXVILLE, TENNESSEE <i>continued</i>					LANSING, MICHIGAN					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$'000)	EBI (\$'000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$'000)	EBI (\$'000)	
Greene	7.5	12.3	46.9	32,522	51,877	Franklin	19.8	24.0	84.5	114,109
Hamblen	4.9	8.8	32.6	36,175	39,964	Hunfingdon	10.1	10.7	39.4	37,868
Hancock	1.0	1.9	7.6	1,845	6,623	Juniata	3.0	4.6	16.4	14,987
Hawkins	4.5	8.3	34.7	13,311	35,365	Lancaster	65.7	76.4	267.5	349,750
Jefferson	3.0	5.4	20.4	11,555	22,533	Lebanon	23.1	24.9	86.9	110,719
Knox	64.2	68.4	246.3	293,157	380,198	Lycoming	24.5	32.3	107.4	131,576
Loudon	4.8	6.7	26.1	17,936	27,592	Mifflin	10.9	11.8	42.2	48,275
Meigs	.8	1.5	7.1	1,670	6,064	Montour	3.1	3.8	17.1	13,787
Monroe	4.3	6.5	27.0	16,301	24,695	Northumberland	25.3	32.9	114.9	111,240
Morgan	1.8	2.6	12.8	4,634	10,447	Perry	4.9	6.9	25.0	23,495
Pickett	.6	1.1	4.7	1,271	3,752	Schuykill	47.7	50.2	180.4	171,673
Rhea	2.5	4.4	16.9	11,798	17,441	Snyder	4.5	7.6	28.5	26,802
Roane	7.0	11.0	41.4	31,170	46,907	Union	4.4	6.4	26.9	24,311
Scott	2.2	4.0	18.2	8,589	13,721	York	61.7	71.1	237.0	299,593
Sevier	3.3	6.4	25.6	17,096	25,178	Total	517.9	601.1	2,083.5	2,437,653
Union	1.1	2.3	10.2	2,366	8,359	Michigan:				
Virginia:						Barry	9.6	10.5	33.1	29,571
Lee	5.2	6.2	28.4	12,924	24,640	Branch	10.0	11.9	39.2	39,230
Scott	4.7	7.3	31.1	13,599	30,633	Calhoun	39.9	42.6	143.9	174,655
Total	208.4	297.8	1,194.1	857,402	1,348,368	Clinton	9.4	10.0	35.8	31,956

LA CROSSE, WISCONSIN

Iowa:					
Howard	3.0	3.7	13.2	15,375	18,707
Winneshiek	5.1	6.1	21.2	20,071	31,298
Minnesota:					
Fillmore	6.0	7.7	26.9	30,504	37,834
Houston	3.9	4.6	15.8	12,577	23,516
Wabasha	5.0	5.4	18.6	19,726	25,681
Winona	9.3	11.5	40.6	44,500	63,691
Wisconsin:					
Adams	2.0	2.4	7.5	6,116	10,235
Buffalo	3.5	4.0	14.2	12,274	17,481
Crawford	3.6	4.5	16.9	16,245	21,643
Eau Claire	17.2	18.5	62.4	73,660	112,333
Grant	10.9	13.0	45.1	59,067	67,938
Jackson	3.8	4.1	14.4	13,264	18,119
Juneau	4.0	5.1	18.1	20,453	25,177
La Crosse	19.8	21.1	73.2	95,630	128,797
Monroe	7.7	8.8	33.2	31,569	42,664
Trempealeau	6.2	6.8	24.5	28,743	30,273
Vernon	6.1	7.1	25.7	21,513	33,995
Total	117.1	134.4	471.5	521,287	703,382

LAFAYETTE, LOUISIANA

Louisiana:					
Acadia	9.2	13.2	50.1	41,540	59,575
Allen	3.9	6.0	21.5	16,020	26,302
Avoyelles	7.6	10.3	38.2	21,739	42,012
Beauregard	4.1	6.3	23.1	16,390	27,487
Evangeline	6.1	8.7	33.1	14,909	35,668
Iberia	8.8	13.8	52.3	53,516	66,364
Jeff Davis	5.7	7.8	29.1	28,678	39,459
Lafayette	14.6	21.1	78.7	95,611	106,537
St. Landry	13.4	21.2	88.2	54,880	89,199
St. Martin	4.2	6.2	26.8	13,453	27,636
St. Mary	7.6	10.9	41.4	45,664	52,846
Vermilion	7.1	10.5	38.3	36,638	45,029
Total	94.4	136.0	520.5	438,038	618,114

LAKE CHARLES, LOUISIANA

Louisiana:					
Acadia	9.2	13.2	50.1	41,540	59,575
Allen	3.9	6.0	21.5	16,020	26,302
Avoyelles	7.6	10.3	38.2	21,739	42,012
Beauregard	4.1	6.3	23.1	16,390	27,487
Calcasieu	30.1	41.4	139.4	155,352	242,017
Cameron	.9	1.6	6.4	3,614	8,551
Evangeline	6.1	8.7	33.1	14,909	35,668
Jeff Davis	5.7	7.8	29.1	28,678	39,459
Vernon	4.0	6.7	23.7	17,059	25,594
Total	71.6	102.0	364.6	315,301	506,665

LANCASTER, PENNSYLVANIA

Maryland:					
Cecil	10.7	12.8	48.5	47,915	72,28
Washington	22.9	26.8	93.4	101,473	160,371
Pennsylvania:					
Adams	11.2	13.9	50.4	52,819	78,003
Berks	74.4	80.6	271.7	320,513	558,183
Cumberland	29.3	36.4	122.4	145,913	232,681
Dauphin	60.7	67.0	223.0	290,835	439,785

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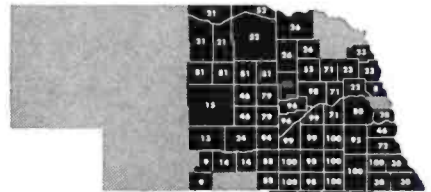
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- Father Knows Best 86,500 homes
- 6:00 p.m. News 84,400 homes
- 10:00 p.m. News 74,400 homes

*November Lincoln N51

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CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LAREDO, TEXAS										
Texas:										
Webb	10.3	16.5	72.0	59,051	68,631					
Total	10.3	16.5	72.0	59,051	68,631					

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LAS VEGAS-HENDERSON, NEVADA					
Arizona:					
Mohave	1.2	2.1	7.2	11,363	12,940
California:					
Riverside (East)	4.8	5.8	16.7	23,269	30,768
San Bernardino (East):					
	2.9	3.3	9.6	11,767	18,512
Nevada:					
Clark	36.3	48.6	130.8	202,988	290,422
Las Vegas	.6	.9	3.4	3,986	5,887
Utah:					
Kane	.3	.7	3.2	2,845	3,567
Washington	1.5	3.0	11.4	10,956	13,434
Total	47.6	64.4	182.3	267,174	375,530

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LINCOLN, NEBRASKA					
Kansas:					
Cloud	3.2	4.6	14.2	20,400	21,826
Jewell	1.7	2.2	6.9	4,341	10,692
Marshall	3.6	5.2	16.8	17,830	27,137
Republic	2.5	3.7	10.7	10,513	17,389
Washington	2.6	3.6	11.7	8,690	17,926
Nebraska:					
Adams	8.6	9.3	30.7	42,166	49,353
Antelope	2.4	3.5	11.2	14,900	16,429
Boone	2.0	2.8	9.7	10,321	13,242
Boyd	.7	1.3	4.6	4,237	6,400
Butler	3.0	3.3	11.0	9,551	15,028
Cass	5.2	5.9	18.6	15,602	29,719
Clay	2.5	3.2	9.5	10,425	13,737
Colfax	2.8	3.3	10.5	14,185	18,629
Fillmore	2.4	3.5	10.1	11,316	14,642
Gage	7.2	8.3	28.0	30,958	42,779
Garfield	.5	.8	2.8	3,594	4,008
Greeley	1.2	1.6	5.7	5,557	7,674
Hall	11.1	12.2	38.3	54,746	67,693
Hamilton	2.5	3.1	9.3	10,285	15,747
Holt	2.2	4.1	14.5	16,033	18,582
Howard	1.6	2.3	6.9	5,938	10,826
Jefferson	3.7	4.1	12.6	14,630	19,286
Kiowa	1.7	2.0	6.5	6,722	9,807
Johnson	43.9	48.0	148.5	198,192	297,382
Lancaster	7.4	8.1	26.4	39,274	40,331
Madison	1.8	2.8	8.6	10,887	14,279
Merrick	1.2	1.8	6.5	6,371	7,889
Nance	2.9	3.1	10.2	8,627	16,768
Nemaha	2.3	2.8	9.7	10,952	14,181
Nuckolls	5.1	5.9	18.3	23,793	30,158
Otoe	1.7	1.9	5.4	3,973	8,136
Pawnee	5.9	7.2	24.0	33,011	35,208
Platte	2.3	2.6	8.1	7,868	14,684
Polk	3.8	5.0	14.6	16,260	23,991
Saline	5.2	5.7	17.7	19,308	31,263
Seward	3.4	4.2	13.3	14,498	20,956
Sherman	1.2	1.6	6.0	4,498	8,454
Thayer	2.4	3.1	10.1	11,032	14,807
Valley	1.5	2.0	6.9	7,226	9,403
Webster	2.0	2.3	6.9	6,154	9,173
Wheeler	.2	.3	1.2	397	1,347
York	4.0	4.6	14.5	18,138	23,533
Total	173.1	206.9	657.7	783,399	1,090,494

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LAWTON, OKLAHOMA					
Oklahoma:					
Comanche	17.7	19.8	79.7	80,104	127,008
Cotton	2.0	2.5	8.7	6,731	11,478
Greer	1.6	2.5	8.7	9,490	11,960
Harmon	1.1	1.7	6.4	7,220	11,060
Jackson	5.1	8.5	29.7	29,273	48,426
Jefferson	2.0	2.3	8.5	6,995	11,506
Kiowa	3.3	4.0	13.5	16,153	20,370
Love	1.5	2.3	8.1	6,854	10,930
Stephens	9.4	11.4	37.5	39,936	59,326
Tillman	3.4	4.1	14.5	17,713	20,797
Texas:					
Archer	1.4	1.8	6.5	7,444	9,522
Clay	1.9	2.9	10.1	8,607	14,470
Hardeman	2.2	2.9	9.1	10,278	14,498
Wichita	31.4	36.6	133.1	175,385	236,816
Wilbarger	4.7	5.3	18.5	24,061	28,905
Total	88.7	108.6	392.6	446,244	637,072

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LEBANON, PENNSYLVANIA					
Pennsylvania:					
Cumberland	UHF Data not given	36.4	122.4	145,913	232,681
Dauphin	given on county basis	67.0	223.0	290,835	439,785
Lebanon	county basis	24.9	86.9	110,719	153,995
Total	†105.2	128.3	432.3	547,467	826,461

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LITTLE ROCK-PINE BLUFF, ARKANSAS					
Arkansas:					
Arkansas	5.0	5.3	17.9	27,273	24,243
Ashley	3.5	5.7	22.4	20,643	24,669
Baxter	1.1	2.2	8.3	9,827	10,018
Boone	2.6	3.9	13.3	18,041	15,947
Bradley	2.2	3.0	11.8	13,424	12,546
Calhoun	.9	1.3	5.4	2,809	5,358
Chicot	3.7	5.2	18.5	14,840	18,481
Clark	3.6	5.0	18.8	15,912	21,711
Cleburne	1.1	1.9	7.5	5,476	7,379
Cleveland	1.0	1.5	5.8	2,692	6,146
Conway	2.5	3.5	13.8	14,326	13,543
Dallas	2.0	3.0	11.4	10,735	11,430
Desho	3.8	5.2	20.4	17,093	21,195
Drew	2.5	3.4	13.3	10,656	14,072
Faulkner	4.1	5.7	21.9	17,909	25,446
Franklin	1.5	2.3	8.7	6,986	9,415
Fulton	1.0	1.9	7.8	3,583	7,458
Garland	12.1	14.7	46.5	58,848	70,354
Grant	1.5	2.2	7.9	4,736	8,113
Hot Spring	5.5	6.0	22.0	16,919	25,873
Independence	3.7	5.7	20.5	20,103	21,695
Izard	.8	2.0	7.8	3,627	7,468
Jackson	4.8	7.3	27.3	24,426	28,688
Jefferson	18.0	23.8	83.0	69,281	100,576
Johnson	2.2	3.5	12.0	10,011	13,278
Lawrence	2.9	4.2	16.3	12,527	15,895

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
LIMA, OHIO					
Ohio:					
Allen	UHF Data not given	31.5	103.7	137,104	198,236
Auglaize	on a county basis	10.9	36.0	42,679	60,692
Hamilton	on a county basis	16.7	51.0	66,477	93,338
Hardin	on a county basis	9.3	30.7	28,299	48,370
Total	†55.4	118.8	428.9	423,302	571,652

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
LITTLE ROCK-PINE BLUFF, ARK. continued						LOS ANGELES, CALIFORNIA						Switzerland 1.9 2.0 6.8 4,218						
Lincoln	1.9	3.1	12.5	5,808	11,105	California:							Washington	4.6	4.8	16.2	13,361	22,000
Logan	2.3	3.7	14.1	12,144	15,144	Inyo	2.7	4.3	12.6	24,131	29,159		Kentucky:					
Lanole	4.6	5.6	21.4	22,824	25,048	Los Angeles	1,941.0	2,066.2	5,937.5	8,958,551	13,884,718		Adair	2.3	4.2	16.7	10,201	15,000
Marion	.8	1.2	4.9	2,683	5,491	Orange	203.0	278.5	686.7	837,633	1,433,741		Anderson	1.8	2.3	8.1	7,394	10,000
Monroe	3.3	4.0	15.4	11,498	16,569	Riverside (West)	75.3	91.4	260.9	364,544	482,040		Boyle	3.6	6.0	19.6	22,287	29,000
Montgomery	.8	1.4	5.8	2,987	5,887	San Bernardino							Breckinridge	3.0	4.0	14.6	9,609	14,000
Nevada	1.9	2.2	8.8	6,069	9,619	(West)	137.3	159.7	468.6	576,583	907,096		Bullitt	4.1	4.8	16.4	7,601	11,000
Newton	.9	1.2	5.4	792	4,820	San Diego	283.5	310.6	983.6	1,283,812	2,106,045		Carroll	2.2	2.3	7.6	9,094	10,000
Ouachita	7.2	8.1	29.5	27,351	35,787	Santa Barbara	42.0	49.7	146.2	243,501	321,495		Cassey	2.2	4.0	17.4	7,730	10,000
Perry	.7	1.2	5.1	2,319	4,713	Ventura	48.5	55.8	180.2	214,334	363,889		Estill	1.4	3.4	13.2	5,908	10,000
Pike	1.1	1.9	7.4	6,920	8,108	Total	2,733.3	3,016.2	8,676.3	12,503,089	19,528,183		Fayette	23.7	36.6	125.4	185,428	30,000
Polk	2.0	3.0	11.1	11,339	11,492	LOUISVILLE, KENTUCKY						Franklin	6.2	9.8	32.0	32,101	50,000	
Pope	3.2	6.0	22.1	21,138	24,309	Indiana:							Garrard	1.9	2.6	10.0	7,545	10,000
Prairie	2.0	2.7	11.1	9,804	10,751	Bartholomew	13.2	15.2	48.6	62,017	79,026		Grayson	2.7	5.1	18.4	12,534	15,000
Pulaski	63.7	80.4	260.0	301,103	420,622	Brown	1.5	2.2	8.4	3,299	9,774		Green	1.9	3.4	11.6	9,053	10,000
Saline	5.1	6.9	28.7	22,716	30,940	Clark	16.8	20.3	67.8	59,631	103,225		Hancock	1.1	1.4	4.7	2,868	4,000
Scott	.9	1.7	6.5	5,530	6,956	Crawford	2.2	2.7	9.2	6,830	10,651		Hardin	11.8	15.2	78.9	47,838	12,000
Searcy	1.3	2.4	8.8	3,521	8,239	Daviess	7.4	8.1	27.7	25,165	40,565		Hart	2.3	3.8	14.0	11,723	15,000
Sharp	.9	1.6	6.7	2,790	6,702	Dubois	6.2	7.3	26.6	31,129	40,451		Henry	2.4	3.2	10.4	7,899	10,000
Stone	.7	1.5	6.3	3,316	5,805	Floyd	15.5	16.4	51.6	50,873	87,901		Jackson	1.2	3.0	13.0	3,269	5,000
Union	11.4	13.8	47.8	51,581	67,764	Harrison	4.8	5.8	20.4	13,079	28,567		Jefferson	164.5	178.2	583.0	741,469	1,030,000
Van Buren	1.2	1.8	7.0	5,518	7,116	Jackson	8.2	9.3	30.4	31,567	43,573		Jessamine	2.4	3.7	12.7	10,965	15,000
White	6.8	10.3	37.0	32,049	39,602	Jefferson	6.4	7.3	26.4	26,703	36,433		Larue	1.7	2.9	10.7	8,233	10,000
Woodruff	2.6	3.4	14.2	8,989	13,098	Jennings	4.4	5.1	19.3	14,062	21,302		Lincoln	2.7	4.2	16.6	9,038	10,000
Yell	1.8	3.0	11.3	10,359	11,308	Lawrence	10.7	11.5	37.8	35,858	57,253		Madison	4.9	9.6	34.5	31,826	40,000
Mississippi:						Martin	2.9	3.5	11.9	9,976	15,226		Marion	2.8	3.6	15.5	11,211	15,000
Bolivar	9.0	14.9	57.1	30,195	53,773	Orange	4.6	5.8	19.3	14,362	25,201		Meade	1.6	2.2	11.8	7,577	10,000
Sunflower	6.6	11.1	46.7	22,615	40,189	Perry	4.7	5.1	18.0	12,649	23,366		Mercer	2.8	4.0	14.0	12,663	15,000
Washington	12.5	21.0	74.4	68,656	80,317	Scott	4.4	4.8	15.0	13,597	20,291		Nelson	4.4	4.9	20.2	15,845	20,000
Missouri:						Spencer	3.9	4.1	14.6	12,782	20,615		Oldham	2.4	3.3	13.6	9,641	10,000
Ozark	1.6	2.5	9.7	5,560	9,757								Owen	2.0	2.5	8.2	4,498	10,000
Total	252.4	351.0	1,267.1	1,150,877	1,531,981								Pulaski	5.0	9.0	34.7	23,816	30,000

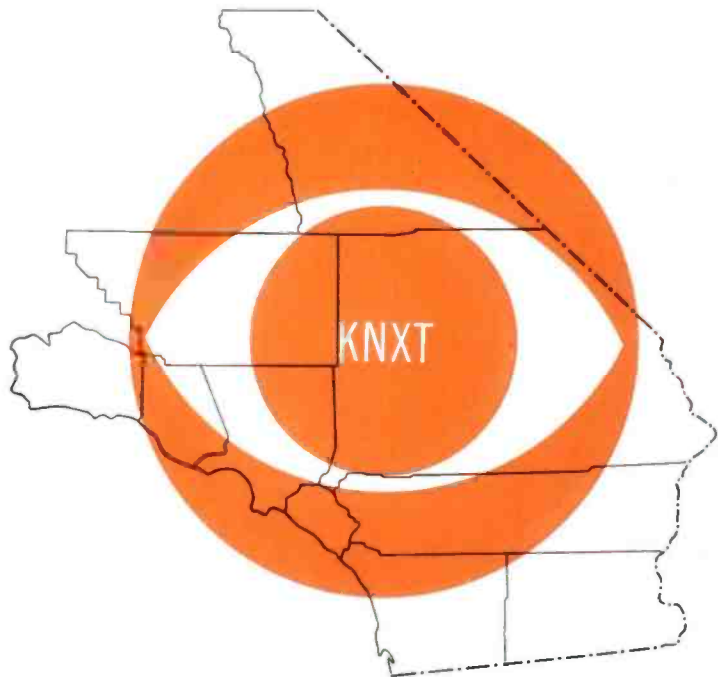
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CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.



	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)						
Rockcastle	1.2	2.8	12.5	5,733	10,621	Dodge	2.7	3.7	15.4	10,193	15,396	MASON CITY, IOWA											
Russell	1.6	3.0	12.5	5,961	10,711	Dooly	2.2	2.9	11.7	5,760	10,812	lowo:											
Scott	3.0	3.8	13.4	11,178	18,494	Hall	11.2	11.8	44.1	53,802	57,102	Butler 4.8 5.4 17.8 23,543 27,295											
Shelby	4.1	5.0	17.6	19,586	23,293	Houston	6.2	9.5	40.0	26,191	52,827	Cerro Gordo 15.9 16.9 53.3 78,985 98,328											
Spencer	1.4	1.5	5.9	6,501	7,264	Irwin	1.4	2.5	11.3	6,175	10,952	Chickasaw 3.6 4.2 14.3 16,788 21,869											
Taylor	3.0	4.9	17.2	12,762	18,438	Jasper	1.3	1.4	5.6	3,798	5,786	Dickinson 3.2 4.0 13.1 16,550 23,160											
Trimble	1.1	1.5	5.2	1,879	6,397	Johnson	1.3	2.2	8.4	4,471	7,777	Emmet 3.2 4.5 15.1 18,086 28,020											
Washington	2.2	3.0	11.5	8,727	11,825	Jones	1.0	1.8	7.1	2,388	7,110	Floyd 6.0 6.9 21.9 24,992 37,888											
Wayne	1.6	3.9	16.5	7,976	13,399	Laurens	5.9	7.5	30.6	28,284	30,371	Franklin 4.6 5.2 16.9 21,267 30,952											
Woodford	2.4	3.2	10.9	9,213	14,682	Macon	2.2	3.0	12.0	8,905	11,289	Hancock 3.6 4.4 15.7 17,152 28,073											
Total	418.9	517.1	1,806.6	1,817,538	2,671,484	Monroe	2.1	2.6	10.1	6,785	12,215	Humboldt 3.1 4.3 14.0 21,108 25,013											
LUBBOCK, TEXAS																							
New Mexico																							
Curry	6.0	9.5	32.1	39,365	64,337	Peach	2.1	3.1	12.0	14,450	14,458	Kassuth 6.1 7.5 26.6 31,982 47,504											
Leo	11.9	15.8	50.1	63,071	104,850	Pulaski	1.4	2.1	8.0	8,820	8,680	Mitchell 3.6 4.2 14.2 17,680 21,155											
Texas:																							
Balley	1.9	2.6	10.1	13,920	16,838	Putnam	1.0	1.7	7.1	6,480	7,414	Palo Alto 3.0 4.3 15.2 16,945 23,487											
Borden	.2	.3	1.4	154	1,987	Taylor	.6	.9	3.6	1,655	3,475	Pocahontas 3.3 4.1 14.3 14,651 25,067											
Cochran	1.3	1.4	6.3	7,701	11,067	Telfair	1.5	2.8	12.0	9,873	12,244	Winnemago 3.3 3.8 13.3 18,892 21,748											
Cottle	.9	1.1	4.3	5,703	8,019	Turner	1.5	2.5	10.4	7,095	10,835	Worth 2.9 3.4 11.7 9,566 18,853											
Crosby	2.1	3.1	10.9	13,456	17,042	Twigg	1.0	1.5	6.3	1,234	5,880	Wright 5.7 6.2 20.3 27,099 35,474											
Dawson	4.6	4.8	21.3	27,209	32,247	Upson	5.3	6.2	23.5	20,575	30,676	Minnesota:											
Dickens	1.2	1.6	5.7	7,523	10,437	Washington	2.8	6.5	27.0	12,668	23,142	Blue Earth 11.3 12.0 41.9 65,497 73,153											
Floyd	2.3	3.1	11.0	12,259	18,744	Wheeler	.8	1.1	4.4	1,723	4,313	Dodge 3.2 3.9 14.0 15,839 19,778											
Gaines	1.8	3.1	11.5	14,822	18,961	Wilcox	1.5	2.1	8.8	3,593	8,503	Faribault 6.2 7.5 26.1 33,145 42,241											
Garza	1.5	1.8	7.2	7,723	11,588	Wilkinson	1.3	2.1	8.3	3,638	9,290	Fillmore 6.0 7.7 26.9 30,504 37,834											
Hale	9.0	10.2	35.0	52,840	62,438	Total	107.5	145.3	565.1	478,100	676,327	Freeborn 9.8 10.3 35.5 45,977 59,558											
Hockley	5.2	5.7	20.6	23,259	36,456	MADISON, WISCONSIN																	
Kent	.3	.4	1.5	1,115	2,883	Illinois:																	
King	.1	.2	.9	311	1,423	Jo Daviess 6.0 6.9 23.2 24,821 39,919																	
Lamb	5.1	7.1	25.5	28,886	39,516	Stephenson 13.9 14.6 45.0 61,730 90,139																	
Lubbock	42.3	53.0	175.5	247,559	325,913	Wisconsin:																	
Lynn	2.3	3.0	10.9	12,956	19,078	Adams 2.0 2.4 7.5 6,116 10,235																	
Motley	.6	1.0	3.1	3,634	5,513	Columbia 10.3 11.8 38.6 48,839 63,642																	
Terry	3.9	5.2	18.9	25,293	29,352	Crawford 3.6 4.5 16.9 16,245 21,643																	
Yoakum	.8	1.8	7.0	8,448	11,231	Dane 55.4 62.5 216.5 281,040 442,458																	
Total	105.3	135.8	470.8	617,207	849,920	Dodge 16.3 18.1 63.4 57,767 99,829																	
LUFKIN, TEXAS																							
Texas:																							
Angelina	8.6	12.3	42.1	37,794	54,540	Grant 10.9 13.0 45.1 59,067 67,938																	
Cherokee	6.7	9.6	37.1	31,628	41,142	Green 6.6 7.5 25.2 38,749 48,439																	
Houston	3.4	5.5	20.0	16,959	21,422	Green Lake 3.8 4.7 15.6 21,601 23,490																	
Leon	1.8	3.3	12.0	7,511	12,548	Iowa 4.6 5.9 20.8 19,028 28,513																	
Nacogdoches	5.5	9.1	33.9	35,239	38,967	Jefferson 14.9 15.7 52.5 60,923 86,056																	
Palf	2.8	4.0	15.0	11,836	17,662	Juneau 4.0 5.1 18.1 20,453 25,177																	
Sabine	1.2	1.7	7.0	9,106	7,496	Lafayette 4.3 4.5 15.8 15,980 21,927																	
San Augustine	1.1	1.7	7.2	7,730	6,661	Marquette 2.3 2.5 8.9 9,811 11,906																	
Trinity	1.7	2.2	7.9	8,521	8,504	Richland 4.5 5.2 19.3 20,516 26,151																	
Total	32.8	49.4	182.2	166,324	208,942	Rock 31.9 34.8 112.1 144,383 220,888																	
LYNCHBURG, VIRGINIA																							
North Carolina:																							
Caswell	3.4	4.9	22.9	7,163	21,084	Sauk 10.3 11.7 40.3 47,911 62,039																	
Person	4.2	5.8	24.8	20,462	27,067	Vernon 6.1 7.1 25.7 21,513 33,995																	
Virginia:																							
Amherst	3.7	5.6	25.0	10,529	24,379	Walworth 14.7 16.5 52.6 68,291 90,458																	
Appomattox	1.6	2.0	9.3	6,429	10,140	Total 226.4 255.0 863.1 1,044,784 1,514,842																	
Bedford	5.7	8.2	33.2	17,225	37,396	MANCHESTER, NEW HAMPSHIRE																	
Camden	19.5	22.8	86.1	108,831	128,071	New Hampshire:																	
Charlotte	2.6	3.6	15.5	7,118	13,831	Belknap 7.7 8.1 27.3 41,427 47,856																	
Franklin	4.5	6.5	28.1	17,179	26,220	Carroll 4.6 4.9 16.1 24,556 24,794																	
Halifax	8.2	9.4	42.0	24,806	42,086	Cheshire 12.0 12.8 42.5 49,681 72,186																	
Mecklenburg	6.3	7.3	32.2	27,551	37,262	Hillsborough 46.4 50.3 168.2 239,939 328,193																	
Pittsylvania	22.9	28.9	113.0	87,246	149,060	Merrimack 17.4 18.3 64.6 75,568 111,706																	
Romanke	39.8	44.3	160.0	204,666	278,646	Rockingham 23.1 26.9 87.6 129,734 160,998																	
Rockbridge	5.1	7.7	31.9	25,172	44,133	Strafford 14.3 15.2 54.0 66,177 97,025																	
Total	127.5	157.0	624.0	564,377	840,075	Sullivan 7.9 8.7 28.8 32,671 50,654																	
MACON, GEORGIA																							
Georgia:																							
Baldwin	3.7	5.4	34.0	17,987	26,291	MARQUETTE, MICHIGAN																	
Banks	1.1	1.5	6.2	956	5,443	Michigan:																	
Ben Hill	2.2	3.6	12.1	14,559	14,705	Alger 2.0 2.9 10.0 10,209 14,535																	
Bibb	33.0	40.7	138.7	158,209	220,168	Baraga 1.6 1.7 6.0 6,020 7,312																	
Bleckley	1.5	2.2	8.4	7,158	8,173	Delta 8.2 9.8 33.7 38,779 46,356																	
Butts	1.9	2.4	9.6	6,469	10,066	Dickinson 6.6 6.9 22.8 28,313 33,291																	
Crawford	.9	1.3	5.6	1,640	5,435	Houghton 7.6 9.4 32.2 38,165 43,274																	
Crisp	3.4	4.6	14.7	17,885	17,810	Iron 4.5 5.8 18.7 21,287 29,507																	
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How many households do you reach?

TOTAL HOUSEHOLDS

	Television Markets	Metro. Area
Wausau, Wis.	136,200	25,400
Wheeling, W.Va.	279,100	58,800
Wichita Falls, Tex.	165,800	36,600
Wilmington, N.C.	134,500	21,700
Yakima, Wash.	157,500	47,300
Youngstown, Ohio	230,200	143,600
Yuma, Ariz.	34,100	*

* Does not rank as a 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 Wausau, for example, 81% of the television market's households are outside the metropolitan area.

For income and sales data correlated to TV coverage areas, Television Magazine is the only standard source.

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
MEMPHIS, TENNESSEE continued											
Pontotoc	2.7	4.8	18.4	9,692	17,538	Saff Bernadino (East)	2.9	3.3	9.6	11,767	19,000
Prentiss	2.8	4.7	18.0	11,885	17,785	New Mexico:					
Quitman	3.9	5.0	20.1	7,903	17,673	Grant	3.8	4.6	17.2	15,029	29,000
Sunflower	6.6	11.1	46.7	22,615	40,189	Luna	2.2	3.2	11.4	14,321	18,000
Tallicharchie	4.1	6.0	24.1	8,908	21,957	Total	215.7	272.5	917.5	1,111,405	1,800,000
Tate	3.1	4.4	17.7	10,389	16,453	MIAMI, FLORIDA					
Tippah	2.6	4.1	16.7	8,416	15,137	Florida:					
Tishomingo	2.1	4.0	15.7	9,124	14,043	Broward	90.4	116.1	296.5	506,706	540,000
Tunica	3.7	5.2	20.0	8,011	19,007	Callier	3.6	6.5	18.8	21,402	27,000
Union	3.2	5.8	20.4	14,921	20,286	Dade	268.0	303.6	915.1	1,504,984	1,920,000
Webster	1.5	2.6	10.5	6,378	9,925	Hendry	1.3	2.1	8.0	11,666	13,000
Yalobusha	1.8	3.2	12.3	7,367	11,563	Indian River	3.6	7.5	24.4	32,137	37,000
Missouri:											
Dunklin	9.2	10.7	39.3	44,361	43,949	Martin	2.7	5.2	15.5	16,420	20,000
Oregon	1.7	2.9	10.6	8,759	12,323	Monroe	12.8	18.0	60.2	49,819	10,000
Pemiscot	9.9	10.4	39.6	27,984	44,092	Palm Beach	62.4	84.5	229.7	348,236	42,000
Ripley	2.1	2.9	10.0	3,320	11,587	St. Lucia	6.0	10.2	35.6	52,255	5,000
Shannon	1.0	1.6	6.4	2,913	6,902	Total	517.6	553.7	1,603.8	2,543,625	3,180,000
Tennessee											
Carroll	4.6	7.3	26.1	17,279	29,447	MIDLAND-ODESSA, TEXAS					
Chester	1.5	2.2	8.9	6,364	8,815	New Mexico:					
Crockett	3.6	3.8	14.2	9,437	17,904	Lea	11.9	15.8	50.1	63,071	100,000
Dyer	6.5	6.8	25.0	30,087	30,684	Texas:					
Fayette	4.6	5.0	21.9	9,507	18,276	Andrews	2.3	4.8	15.1	14,185	20,000
Gibson	10.2	12.1	41.5	39,342	52,979	Brewster	1.1	1.6	6.2	7,725	10,000
Hardeman	3.4	5.4	23.6	12,193	19,629	Crane	1.1	1.7	5.5	5,677	7,000
Hardin	2.6	4.6	18.4	13,399	16,834	Crockett	7.7	1.1	4.3	4,743	5,000
Haywood	4.6	4.8	19.9	13,294	20,015	Ector	20.2	30.3	91.4	146,766	180,000
Henderson	2.2	3.5	13.7	11,132	14,407	Gaines	1.8	3.1	11.5	14,822	17,000
Lake	1.9	2.9	11.3	7,260	11,398	Glasscock	2.2	2.2	8.8	212	2,000
Lauderdale	5.0	5.4	21.0	16,912	22,761	Howard	7.6	10.8	38.1	55,722	60,000
McNairy	3.6	4.9	19.1	11,921	18,409	Jeff Davis	3.3	3.3	1.4	614	6,000
Madison	13.2	16.6	58.1	59,178	79,368	Loving	1.1	1.1	2.2	43	4,000
Obion	4.8	8.0	27.5	27,258	36,095	Martin	1.1	1.5	6.1	8,771	10,000
Shelby	149.5	170.2	590.0	758,755	1,015,759	Midland	15.5	21.4	62.2	88,496	100,000
Tipton	5.9	6.9	28.0	17,359	30,888	Mitchell	3.3	3.9	13.9	13,310	15,000
Weakley	4.0	7.2	25.8	21,736	30,775	Pecos	1.6	2.9	11.5	14,417	17,000
Total	461.0	600.4	2,246.3	1,987,014	2,747,300	Presidio	8.8	1.4	5.5	5,212	6,000
MERIDIAN, MISSISSIPPI											
Alabama:											
Choctaw	2.3	4.3	18.0	8,939	16,400	Reagan	7.7	7.7	2.9	3,814	4,000
Greene	1.8	3.1	13.6	7,025	12,344	Reeves	3.2	5.3	17.8	26,767	30,000
Hale	2.5	4.3	17.4	7,645	15,460	Schleicher	4.4	6.6	2.4	2,232	2,000
Marengo	4.1	6.5	26.6	17,614	26,221	Sterling	2.2	2.2	1.1	1,452	1,500
Sumter	3.0	3.9	16.5	7,290	17,292	Sutton	6.6	9.9	3.6	4,965	5,000
Mississippi:											
Clarke	2.6	4.3	17.3	7,424	14,866	Terrill	5.5	9.9	2.8	3,268	3,500
Forrest	8.7	14.5	50.7	63,986	63,307	Upton	1.2	1.7	5.6	6,133	7,000
Jasper	2.9	4.4	18.9	8,446	15,341	Ward	3.3	4.4	15.9	17,868	20,000
Jones	12.2	16.5	61.0	54,100	67,545	Winkler	2.4	4.5	14.8	16,086	18,000
Kemper	1.8	2.6	12.0	3,888	9,954	Yaokum	8.8	1.8	7.0	8,448	9,000
Lauderdale	15.9	19.5	66.5	71,746	81,146	Total	82.9	121.9	397.7	534,819	600,000
Leake	2.9	4.6	18.8	7,970	16,641	MILWAUKEE, WISCONSIN					
Lowndes	5.4	10.8	41.1	37,968	43,828	Wisconsin:					
Neshoba	3.4	4.9	19.6	10,219	17,992	Calumet	4.6	4.8	17.3	18,600	20,000
Newton	3.6	5.1	20.5	13,350	18,795	Columbia	10.3	11.8	38.6	48,839	55,000
Noxubee	2.4	3.8	17.0	8,995	14,328	Dodge	16.3	18.1	63.4	57,767	65,000
Oktibbeha	3.3	5.9	24.0	14,782	26,573	Fond du lac	19.9	21.6	75.4	95,694	105,000
Scott	2.9	5.0	20.4	16,522	18,300	Green lake	3.8	4.7	15.6	21,601	24,000
Smith	2.1	3.6	15.3	6,462	12,366	Jefferson	14.9	15.7	52.5	60,923	70,000
Wayne	2.3	3.9	16.8	9,204	13,603	Kenosha	28.6	30.9	99.1	117,594	130,000
Winston	3.1	4.6	18.3	9,284	16,993	Manitowoc	19.8	20.8	71.7	75,865	85,000
Total	89.2	136.1	530.3	392,859	538,295	Marquette	2.3	2.5	8.9	9,811	11,000
MESA-PHOENIX, ARIZONA											
Arizona:											
Coconino	5.1	9.7	38.1	54,925	49,308	Milwaukee	299.4	321.8	1,063.9	1,396,363	2,200,000
Gila	6.1	6.7	24.3	26,257	40,570	Ozaukee	8.8	10.2	34.5	41,565	45,000
Graham	2.2	3.3	13.1	15,686	18,177	Racine	37.4	41.0	135.1	176,801	200,000
Greenlee	2.5	3.1	12.2	8,830	22,048	Rock	31.9	34.8	112.1	144,383	160,000
Maricopa	161.3	195.6	630.2	836,893	1,083,760	Sauk	10.3	11.7	40.3	47,911	55,000
Mohave	1.2	2.1	7.2	11,363	12,940	Sheboygan	26.2	27.6	90.6	102,240	115,000
Navajo	4.2	9.6	38.8	33,855	46,044	Walworth	14.7	16.5	52.6	68,291	75,000
Pinal	15.1	18.2	68.9	53,852	94,217	Washington	11.3	12.5	43.1	45,156	50,000
Yavapai	4.3	7.3	24.8	35,358	44,685	Waukesha	36.4	41.2	138.1	144,955	160,000
California:											
Riverside (East)	4.8	5.8	16.7	23,269	30,768	Winnepago	29.0	33.0	111.1	136,310	150,000
Total	625.9	681.2	2,263.9	2,810,669	4,300,000	MINNEAPOLIS-ST. PAUL, MINNESOTA					
Iowa:											
Dickenson	3.2	4.0	13.1	16,550	21,000	Minnesota:					
Minnesota:											
Anoka	16.0	19.9	68.9	42,294	110,000	Total					
Benton	3.3	5.0	18.9	19,952	25,000						

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Needs and Creeds...



**"... To Serve with Vigor
the Needs and Welfare of South Florida
and our Country ..."*

—from management creed announced when
WCKT took the air Sunday,
July 29, 1956

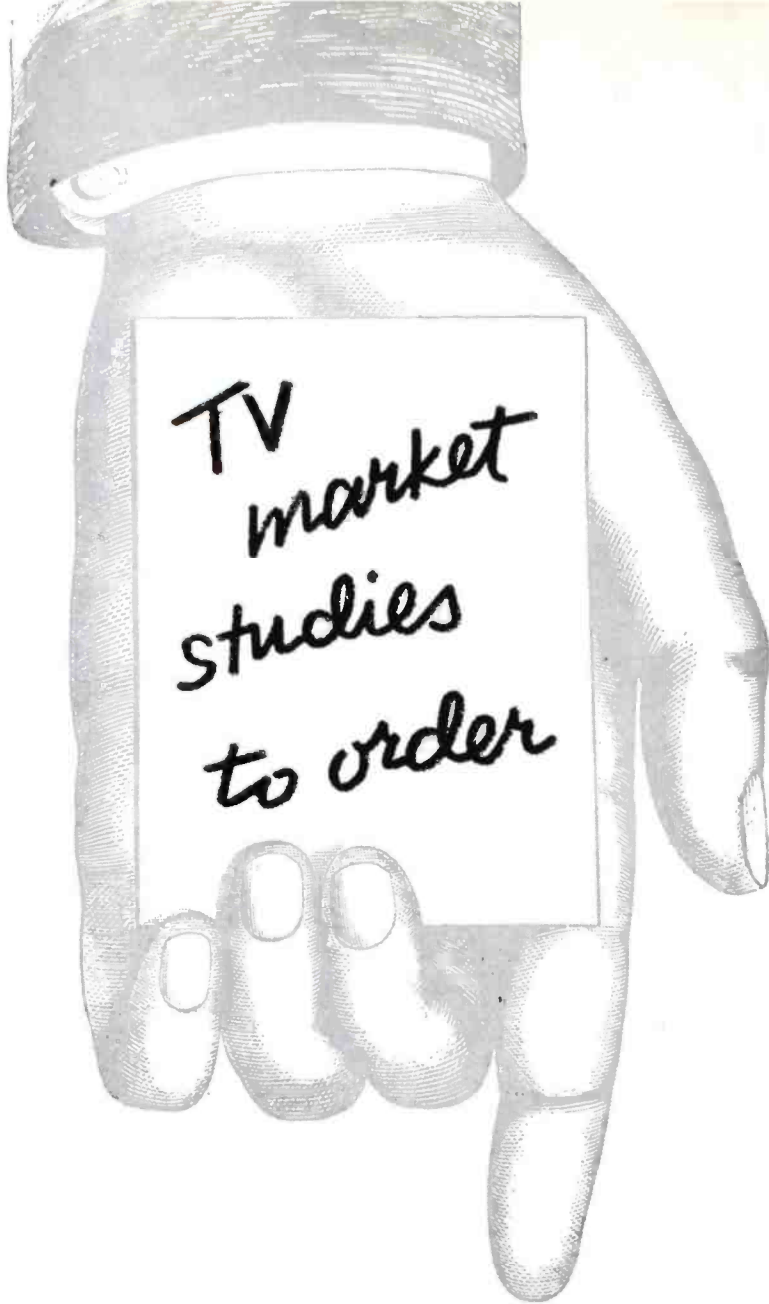
In early June of this year, WCKT, Channel 7 in Miami, completed mailing its annual edition of the WCKT Public Service Report. It was entitled "NEEDS" and covered 1959. "NEEDS" was put in the hands of several hundred responsible South Florida citizens . . . leaders in education, religion, government, professions, labor and business. The half-inch book reported WCKT's efforts to meet the NEEDS of the COMMUNITY, NEEDS for EDUCATION, NEEDS of the SPIRIT, the NEED to be INFORMED, the NEED for an AIRING of ISSUES, and the NEED for NEWS.

Accompanying the 1959 NEEDS report, WCKT furnished these leaders a questionnaire, asking . . . "IN THE ORDER OF THEIR IMPORTANCE, WHAT ARE SOUTH FLORIDA'S GREATEST NEEDS AS OF NOW?"

The replies are in, and the answers are being used in the planning of an even greater year of service based upon the "NEEDS" of our community as our citizens see them.

For a copy of the report and questionnaire, write to NEEDS, P.O. Box 38 M, Broadcast Key, Miami, Florida.

BISCAYNE TELEVISION CORPORATION
WCKT WCKR-AM-FM



A NEW MARKET SERVICE

Television Magazine and Sales Management's Market Statistics have pooled resources to offer a new television research service.

Number of TV Homes (September 1960)
Number of Households (September 1960)
Population (January 1960)

We can provide an IBM listing of the cumulated (unduplicated) counties for any given schedule of TV stations (numbering over 20), plus the full range of market characteristics available from the Market Statistics library of data published in the *Sales Management Survey of Buying Power*.

- **INCOME DISTRIBUTION:** Number of low, middle or high income households.
- **RETAIL SALES:** Volume of retailing broken down by food store sales, drug store sales, or any other components desired.
- **EFFECTIVE BUYING INCOME**
- **MANY OTHER KEY MARKETING CHARACTERISTICS:** Degree of urbanization, degree of resort activity, etc.

For details, write or call Marvin D. Melnikoff, director of research, Television Magazine or Jay Gould, director of research, Market Statistics.

MINNEAPOLIS-ST. PAUL, MINN. <i>continued</i>										MOBILE, ALABAMA							
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)			
Blue Earth	11.3	12.0	41.9	65,497	73,153	Buffalo	3.5	4.0	14.2	12,274	17,481	Alabama:					
Brown	7.3	8.1	28.6	35,692	43,013	Burnett	1.9	2.2	7.5	7,072	9,114	Baldwin	10.0	12.7	47.5	42,780	55,515
Carver	5.1	5.6	20.3	20,252	32,003	Chippewa	11.7	13.1	49.2	52,239	65,697	Clarke	3.5	5.8	23.5	21,713	24,067
Cass	3.0	5.1	18.7	14,320	20,188	Dunn	6.7	7.5	27.5	28,394	37,443	Concuh	2.5	4.1	18.6	9,428	16,382
Chippewa	3.3	4.7	16.6	22,402	26,478	Eau Claire	17.2	18.5	62.4	73,660	112,333	Covington	5.6	9.1	38.4	32,008	42,904
Chicago	3.9	4.6	15.1	12,279	22,573	Pepin	2.1	2.2	7.5	8,237	10,020	Escambia	5.3	7.7	32.0	33,392	34,102
Cottonwood	3.9	4.8	16.4	20,947	28,356	Pierce	5.6	6.8	23.7	26,910	34,941	Mobile	69.5	79.5	282.5	322,178	428,116
Crow Wing	6.8	9.5	31.9	37,896	46,606	Polk	7.1	7.8	26.0	29,335	36,120	Monroe	3.0	5.6	23.8	19,680	23,318
Delata	17.6	20.0	71.4	64,839	115,703	Rusk	3.7	4.6	16.3	14,330	22,465	Washington	1.9	2.6	11.5	5,053	10,768
Dodge	3.2	3.9	14.0	15,839	19,778	St. Croix	6.9	7.7	27.1	35,041	41,144	Florida:					
Faribault	6.2	7.5	26.1	33,145	42,241	Trempealeau	6.2	6.8	24.5	28,743	40,273	Bay	14.2	19.0	68.3	80,254	105,891
Goodhue	9.2	9.7	33.0	39,385	52,754	Total	725.6	814.0	2,788.5	3,592,786	4,934,221	Escambia	41.0	49.5	177.3	208,137	286,108
Hennepin	237.9	255.4	820.7	1,329,683	1,763,172	MINOT, NORTH DAKOTA					Okaloosa	11.7	18.7	63.7	51,944	97,495	
Hubbard	1.7	2.7	9.6	8,597	12,140	North Dakota:					Santa Rosa	4.6	7.1	28.3	19,680	32,494	
Ianell	2.7	3.2	13.1	12,592	16,208	Benson	1.5	2.2	8.9	6,219	11,127	Walton	2.4	4.1	16.3	15,166	17,107
Jackson	4.0	4.2	14.7	14,107	24,710	Bottineau	1.9	2.7	10.4	10,635	15,179	Mississippi:					
Kanabec	2.0	2.5	8.8	10,388	12,014	Burke	1.2	1.8	5.9	5,180	9,314	Clarke	2.6	4.3	17.3	7,424	14,866
Kandiyohi	7.1	8.3	31.5	37,160	45,274	Dunn	1.1	1.4	5.5	3,268	7,918	Farrest	8.7	14.5	50.7	63,986	63,307
Le Sueur	5.2	6.0	20.6	19,835	30,619	Eddy	.9	1.3	4.8	6,585	6,371	George	1.5	2.6	11.2	8,285	9,270
Lyon	4.8	6.6	23.5	35,165	39,286	McHenry	1.9	2.6	10.3	8,744	14,255	Greene	1.0	1.7	7.2	3,260	6,143
McLeod	6.8	7.8	26.8	33,961	41,611	McKenzie	1.0	2.0	6.3	6,019	10,391	Harrison	23.8	30.3	115.9	103,959	173,110
Marlin	6.8	8.6	29.9	37,166	50,685	McLean	3.4	4.8	18.2	12,305	29,176	Jackson	10.9	13.6	47.6	46,684	52,759
Meeker	4.8	5.4	19.8	22,125	28,544	Mercer	1.4	2.0	7.6	5,914	10,748	Perry	1.2	2.2	8.4	4,868	6,983
Mille Lacs	3.8	5.0	17.3	18,701	22,729	Mountrail	1.3	2.8	9.5	11,998	15,424	Stone	.9	1.6	6.3	6,282	6,937
Morrison	4.8	7.2	27.6	24,554	33,490	Oliver	.3	.5	2.4	623	3,738	Wayne	2.3	3.9	16.8	9,204	13,603
Nicollet	4.9	5.4	22.6	14,613	34,118	Pierce	1.3	2.0	7.7	8,067	9,583	Total	228.1	300.2	1,113.1	1,108,506	1,521,245
Olmsted	13.4	16.2	58.3	93,362	104,343	Renville	1.0	1.2	4.7	4,115	7,353	MONAHANS, TEXAS					
Pine	4.6	5.1	18.1	14,664	23,426	Ralette	1.4	2.3	10.0	7,771	9,479	New Mexico:					
Ramsey	118.0	124.2	406.2	563,756	824,628	Sheridan	.8	1.1	4.5	3,148	6,380	Lea	11.9	15.8	50.1	63,071	104,850
Redwood	5.5	6.3	23.0	26,746	37,459	Towner	.7	1.2	4.7	5,246	6,868	Texas:					
Renville	6.0	7.1	25.5	22,904	41,145	Ward	10.1	12.6	43.9	70,285	76,717	Crane	1.1	1.7	5.5	5,677	11,223
Rice	9.0	9.7	40.4	37,762	59,313	Wells	1.8	2.7	10.0	11,212	13,680	Loving	.1	.1	.2	43	300
Scott	4.7	5.4	20.3	22,554	28,575	Total	33.0	47.2	175.3	187,334	263,701	Pecos	1.6	2.9	11.5	14,417	17,682
Sherburne	2.4	3.1	11.8	9,126	15,158	MISSOULA, MONTANA					Reeves	3.2	5.3	17.8	26,767	31,146	
Sibley	3.4	4.2	15.8	14,831	24,549	Montana:					Uptown	1.2	1.7	5.6	6,133	10,301	
Streams	18.5	20.2	84.4	90,108	118,903	Deer Lodge	3.2	6.5	22.1	18,448	37,723	Word	3.3	4.4	15.9	17,868	25,893
Steele	6.3	7.5	25.8	33,431	40,478	Flothead	7.8	10.4	32.6	42,151	52,067	Winkler	2.4	4.5	14.8	16,086	28,843
Todd	4.6	6.6	24.7	18,296	30,892	Granite	.6	1.0	3.1	2,999	5,101	Total	24.8	36.4	121.4	150,062	230,238
Wabasha	5.0	5.4	18.6	19,726	25,681	Lake	2.2	3.6	12.9	12,036	15,856	MONROE, LOUISIANA- EL DORADO, ARKANSAS					
Wadena	2.2	4.2	15.3	23,180	19,848	Lewis & Clark	5.5	10.5	30.5	39,310	59,799	Arkansas:					
Waseca	4.3	4.9	16.6	16,833	26,319	Mineral	.5	.9	2.7	2,315	4,266	Ashley	3.5	5.7	22.4	20,643	24,669
Washington	11.2	12.1	43.0	38,398	68,305	Missoula	10.4	15.0	45.0	65,828	78,201	Bradley	2.2	3.0	11.8	13,424	12,546
Watonswan	3.5	4.2	14.6	17,426	24,189	Powell	1.1	2.2	7.7	7,174	11,784	Calhoun	.9	1.3	5.4	2,809	5,358
Winona	9.3	11.5	40.6	44,500	63,691	Ravalli	2.2	4.0	12.5	12,051	17,425	Chicot	3.7	5.2	18.5	14,840	18,481
Wright	7.8	8.2	29.7	28,669	39,494	Sanders	1.3	2.5	8.1	5,781	11,099	Desho	3.8	5.2	20.4	17,093	21,195
Yellow Med	3.6	4.4	15.5	16,702	24,087	Silver Bow	19.3	20.8	57.1	68,904	104,991	Drew	2.5	3.4	13.3	10,656	14,072
Wisconsin:						Total	54.1	77.4	234.3	276,997	398,312						
Baron	9.1	9.6	33.0	43,641	45,464												

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KNOE-TV

OTHERS 20.9%

79.1%

SHARE OF AUDIENCE

9 AM TO MIDNIGHT 7 DAYS A WEEK
MARCH 1960 APB MONROE METRO FOUR WEEK SUMMARY

HOW'S THIS FOR SHARE OF AUDIENCE

JUST LOOK AT THIS MARKET DATA...

- Population 1,520,100
- Households 423,600
- Consumer Spendable Income \$1,761,169,000
- Food Sales \$300,486,000
- Drug Sales \$40,355,000
- Automotive Sales \$299,539,000
- General Merchandise \$148,789,000
- Total Retail Sales \$1,286,255,000

KNOE-TV

CBS • ABC

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H-R Television, Inc.

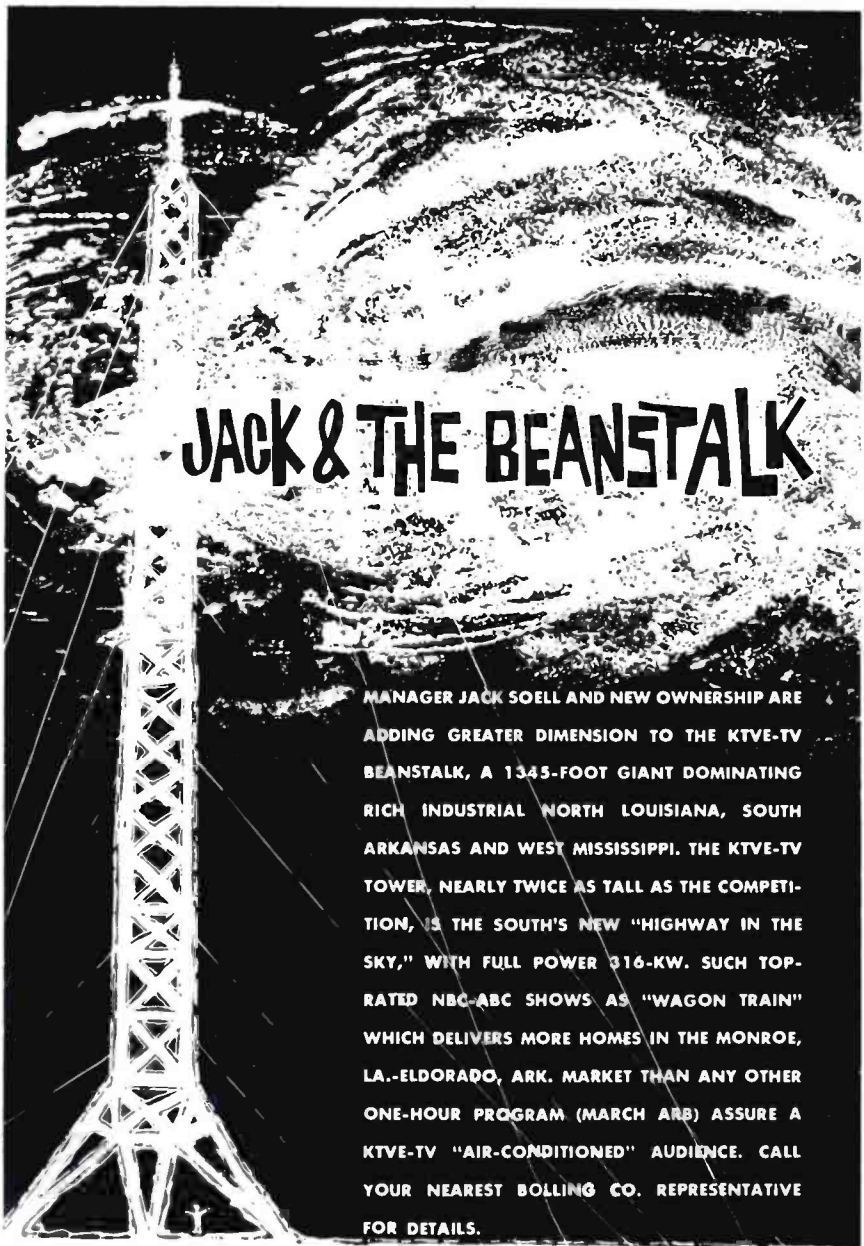
CHANNEL



Monroe, Louisiana

MONROE, LA.-EL DORADO, ARK. <i>continued</i>																
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	EBI (\$000)	
MONROE, LA.-EL DORADO, ARK. <i>continued</i>						Franklin	5.4	7.1	29.1	16,298	31,664	West Carroll	3.1	3.5	14.8	7,411
Nevada	1.9	2.2	8.8	6,069	9,619	Grant	2.6	2.8	11.3	4,513	11,780	Winn	3.3	4.4	16.2	10,655
Ouachita	7.2	8.1	29.5	27,351	35,787	Jackson	2.7	3.5	14.0	13,883	16,930	Mississippi:				
Union	11.4	13.8	47.8	51,581	67,764	La Salle	2.9	3.8	13.8	10,069	17,492	Adams	6.4	10.7	37.5	42,639
Louisiana:						Lincoln	5.0	7.0	27.9	24,415	37,855	Ballivar	9.0	14.9	57.1	30,195
Bienville	3.0	4.1	16.2	9,315	17,142	Madison	3.3	4.2	16.0	12,396	17,402	Issaquena	.6	.7	2.9	404
Caldwell	2.0	2.5	9.1	6,035	10,757	Morehouse	7.3	9.0	34.4	24,024	43,939	Jefferson	1.5	2.4	9.5	4,836
Catahoula	1.9	2.8	11.0	6,480	11,788	Ouachita	21.7	26.1	89.1	112,326	141,697	Sunflower	6.6	11.1	46.7	22,615
Claiborne	4.2	5.6	21.3	15,144	27,538	Richland	5.4	6.1	24.0	16,362	26,199	Washington	12.5	21.0	74.4	68,656
Concordia	2.6	4.4	16.7	12,985	17,994	Tensas	2.4	3.0	11.3	6,171	11,743	Total	158.8	216.7	814.0	663,319
East Carroll	2.9	3.5	13.8	9,260	15,176	Union	3.4	4.6	18.0	11,766	20,425					

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VHF Total Pop- Retail EBI
Homes Homes Homes Sales (\$000) (\$000)
(Thou- (Thou- (Thou-
sands) sands) sands)

MONTEREY-SALINAS, CALIFORNIA

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
California:					
Calaveras	2.5	3.0	9.1	9,234	17,731
Merced	22.4	26.8	89.7	116,626	173,390
Monterey	51.1	57.8	187.5	230,442	421,539
San Benito	3.5	4.5	14.6	17,564	28,111
San Luis Obispo	17.6	24.7	72.4	113,234	150,348
Santa Barbara	42.0	49.7	146.2	243,501	321,495
Santa Cruz	26.3	27.8	74.1	115,654	156,305
Stanislaus	41.4	45.9	146.5	246,941	269,152
Tulare	4.0	4.7	13.3	18,403	28,391
Total	210.8	244.9	753.4	1,111,599	1,566,462

MONTGOMERY, ALABAMA

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Alabama:					
Autauga	2.4	4.1	16.7	9,216	16,553
Barbour	3.7	6.2	25.9	13,381	24,395
Bullock	2.2	3.2	13.1	5,606	12,147
Butler	4.0	5.6	23.7	15,907	22,696
Chambers	6.9	9.1	35.4	15,977	46,610
Chilton	4.4	6.5	26.1	16,428	26,464
Colfax	4.5	9.4	38.3	23,477	37,373
Conecuh	2.5	4.1	18.6	9,428	16,382
Covington	5.6	9.1	38.4	32,008	42,904
Crenshaw	2.8	3.6	14.5	7,445	14,725
Dale	3.3	5.9	23.2	13,254	26,403
Dallas	9.8	14.4	57.6	45,141	67,095
Etowah	5.2	6.5	26.5	15,932	30,561
Geneva	3.2	5.9	23.1	14,850	23,446
Henry	2.2	4.0	18.3	10,961	17,313
Houston	9.9	14.5	53.5	62,240	63,602
Lee	7.8	11.2	47.5	36,145	63,987
Lowndes	2.1	2.9	13.2	4,157	12,265
Macon	4.1	4.9	22.4	10,410	24,552
Monroe	3.0	5.6	23.8	12,821	23,318

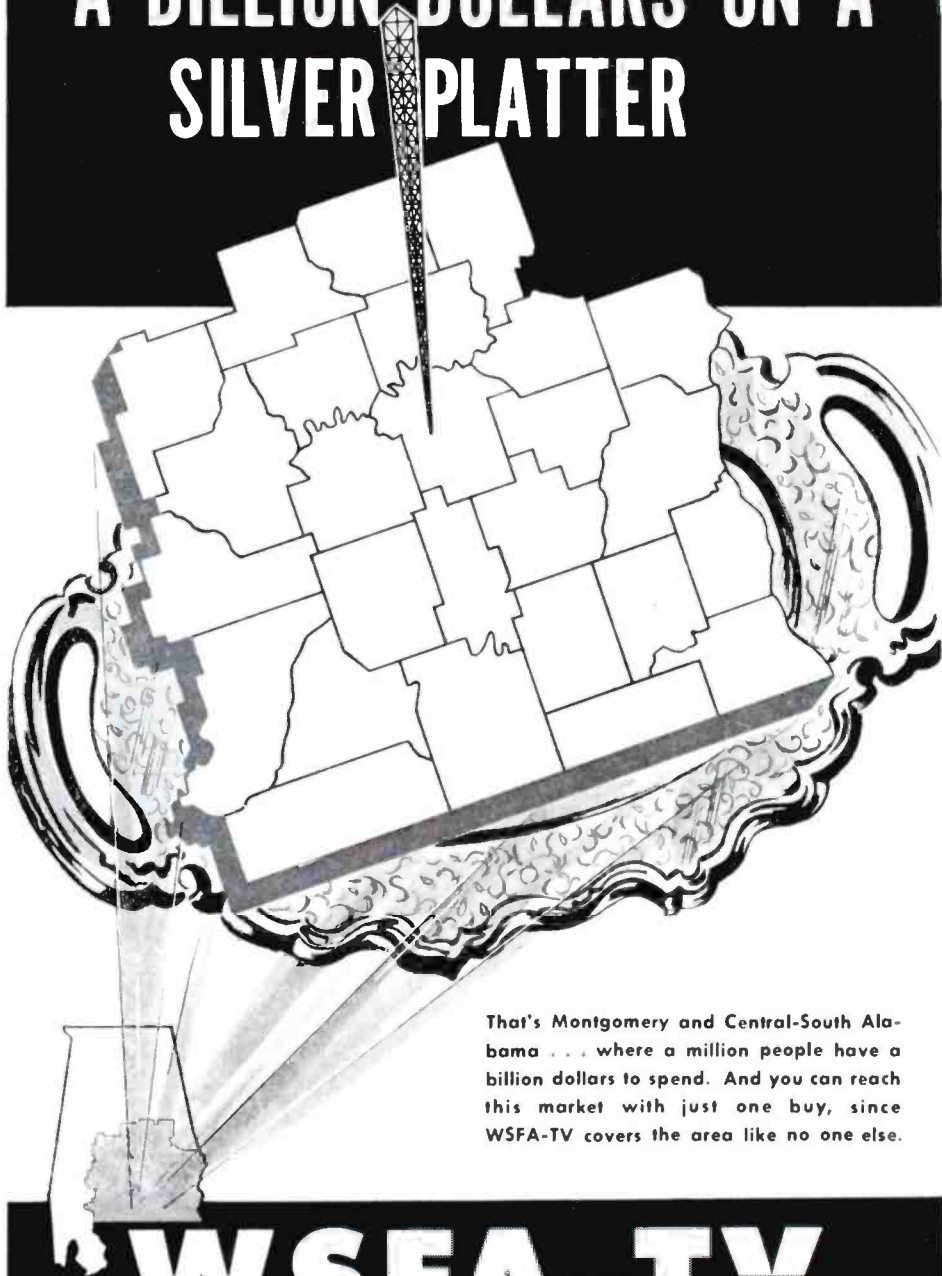
VHF Total Pop- Retail EBI
Homes Homes Homes Sales (\$000) (\$000)
(Thou- (Thou- (Thou-
sands) sands) sands)

Montgomery	40.8	47.0	165.5	204,006	265,069
Perry	2.8	3.8	17.3	9,143	16,052
Pike	4.6	6.8	27.1	17,714	29,366
Tallapoosa	6.2	8.6	33.7	27,103	42,285
Wilcox	2.7	4.5	20.2	6,742	16,828

Florida:					
Walton	2.4	4.1	16.3	15,166	17,107
Georgia:					
Clay	.9	1.1	3.9	2,088	3,964
Total	150.0	212.6	843.8	656,746	1,003,462

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MUNCIE, INDIANA						NASHVILLE, TENNESSEE									
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
MUNCIE, INDIANA						NASHVILLE, TENNESSEE									
UHF Data not given on a county basis															
Total						Total						Total			
↑20.5 34.9 110.0 128,826 210,004						5.1 6.0 21.4 19,225 25,712						369.6 530.3 1,993.5 1,769,149 2,400.0			

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Arbitron's all-electronic measurement technique uncovers the latest and most startling fact about television marketing in Metropolitan New York: **WNEW-TV EQUALS THE BEST-RATED NETWORK AFFILIATE...IN REACH!**

WNEW-TV REACHES ALL TV HOMES IN

	WNEW-TV	STATION A		
	Total Program Schedule	Network Programs	Local Programs	Combined Network-Local
% of N.Y. TV homes reached in 1 week **	88.6	92.7	82.9	94.3
% of N.Y. TV homes reached in 4 weeks **	100.0	97.7	95.9	100.0

*Arbitron: 4 Weeks Ending April 10, 1960. For details on this penetrating study of television viewing in the New York Market, and distribution of viewing BY HOME DEMOGRAPHIC CHARACTERISTICS, ask your WNEW-TV or PETRY-TV salesmen

NEW BRITAIN-HARTFORD, CONNECTICUT						NEW ORLEANS, LOUISIANA						NEW YORK, NEW YORK					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
NEW BRITAIN-HARTFORD, CONNECTICUT						NEW ORLEANS, LOUISIANA						NEW YORK, NEW YORK					
Connecticut:						Louisiana:						Connecticut:					
Hartford	179.1	194.7	660.1	948,516	1,671,563	Ascension	4.1	6.5	25.8	20,822	27,927	Fairfield	170.0	188.5	633.1	894,574	1,786,615
Litchfield	32.0	33.7	111.0	155,341	253,398	Assumption	2.7	4.1	16.9	8,302	14,641	Litchfield	32.0	33.7	111.0	155,341	253,398
Middlesex	21.4	23.5	82.1	101,728	181,404	Jefferson	44.6	60.7	201.7	190,652	329,929	Middlesex	21.4	23.5	82.1	101,728	181,404
New Haven	177.0	186.7	627.6	866,985	1,515,833	Lafourche	9.8	11.9	48.4	49,828	54,860	New Haven	177.0	186.7	627.6	866,985	1,515,833
New London	47.6	52.9	178.5	216,697	397,056	Livingston	4.3	6.2	23.5	14,863	29,903	New Jersey:					
Tolland	15.2	16.8	61.1	42,443	144,260	Orleans	172.7	181.8	608.1	831,806	1,085,426	Bergen	217.3	255.7	806.8	999,006	2,111,022
Wadsworth	19.5	20.5	68.0	95,296	148,272	Plaquemines	3.2	4.9	20.6	11,133	27,399	Essex	280.2	294.9	986.9	1,350,019	2,389,920
Massachusetts:						St. Bernard	7.1	8.8	30.0	13,417	39,527	Hudson	179.5	188.9	646.4	655,370	1,369,295
Franklin	15.6	17.3	55.1	66,037	106,416	St. Charles	2.8	3.7	15.2	10,861	18,169	Hunterdon	13.9	15.0	49.3	65,779	92,422
Hampden	107.7	113.4	383.7	547,799	843,150	St. Helena	1.6	2.3	9.1	1,877	9,618	Mercer	70.2	74.4	272.2	377,273	611,119
Hampshire	21.0	23.1	88.6	94,014	172,179	St. James	2.7	3.4	15.2	10,353	12,176	Middlesex	97.8	109.1	368.2	499,179	810,670
Total	636.1	682.6	2,315.8	3,134,856	5,433,531	St. John Bapt.	2.9	3.5	14.7	9,026	14,540	Monmouth	92.1	96.9	310.5	443,110	662,282
						St. Tammany	6.9	8.9	31.8	29,905	37,604	Morris	58.2	65.0	226.3	299,470	510,904
						Tangipahoa	14.4	17.1	62.4	63,431	72,476	Ocean	23.8	28.6	84.6	181,742	152,074
						Terrebonne	10.8	14.1	54.4	57,351	66,120	Passaic	111.9	118.2	378.6	583,005	870,979
						Washington	9.7	11.4	42.6	38,170	54,475	Somerset	33.8	37.5	131.8	149,702	282,613
						Mississippi:						Sussex	11.3	12.1	39.8	58,693	69,778
						Amite	2.1	4.0	16.5	5,069	15,112						
						Franklin	1.5	2.1	8.1	3,875	8,963						
						George	1.5	2.6	11.2	8,285	9,270						
						Hancock	2.5	3.2	12.0	8,396	12,749						
						Harrison	23.8	30.3	115.9	103,959	173,110						
						Jackson	10.9	13.6	47.6	46,684	52,759						

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METRO NEW YORK!

**NEW-TV
CHANNEL 5
NEW YORK**

METROPOLITAN BROADCASTING CORPORATION

NEW YORK, NEW YORK <i>continued</i>					NEW YORK, NEW YORK <i>continued</i>					NEBRASKA:						
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		
Ulster	137.1	151.9	506.5	764,809	1,301,164	Hyde	1.0	1.4	5.8	2,176	5,169	Arthur	1	2	.8	259
Warren	17.9	19.2	62.5	69,384	121,989	Northampton	4.7	5.8	27.8	10,530	24,671	Chase	8	13	4.4	6,419
New York:						Passquotank	5.9	6.7	25.7	26,725	33,188	Dawson	5.5	6.4	20.7	32,796
Bronx	406.0	427.4	1,406.5	1,261,997	3,111,814	Perquimans	2.0	2.5	9.6	8,341	9,727	Deuel	.6	.9	3.0	4,773
Dutchess	41.2	46.5	172.0	210,100	324,760	Tyrell	.8	1.2	5.2	3,215	4,853	Frontier	.9	1.4	5.2	3,855
King	72.7	766.0	2,538.3	2,619,901	5,513,779	Washington	2.1	3.0	13.4	9,955	14,793	Garden	.6	1.3	4.0	3,684
Nassau	375.1	445.4	1,369.9	1,916,930	3,603,005	Virginia:						Grant	.1	.2	1.1	1,110
New York	641.7	570.2	1,723.3	4,434,938	4,673,926	Accomack	7.5	9.3	32.5	24,321	40,280	Hayes	.3	.5	2.2	871
Orange	49.8	53.5	176.5	239,170	337,509	Brunswick	2.9	4.2	20.4	11,417	19,830	Hooker	.2	.3	1.2	2,296
Pulham	6.3	7.5	25.8	38,449	49,590	Charles City	.8	1.1	5.7	1,024	4,549	Keith	1.7	2.5	7.8	14,150
Queens	531.2	581.6	1,841.1	1,789,172	4,679,396	Gloucester	2.6	3.1	11.5	8,533	12,409	Lincoln	6.2	9.6	31.5	39,429
Richmond	57.5	61.9	219.3	206,088	473,966	Greensville	3.2	3.8	16.8	14,494	17,239	Logan	.2	.4	1.2	763
Rockland	28.9	34.0	129.7	140,254	235,959	Isle of Wight	2.8	4.2	17.8	12,143	20,970	McPherson	.1	.1	.5	215
Suffolk	153.6	183.8	597.4	802,041	1,111,205	James City	2.5	3.3	18.0	21,110	22,244	Perkins	.8	1.1	4.0	6,203
Sullivan	12.6	14.1	45.5	89,193	81,728	Lancaster	1.9	2.5	9.2	10,389	10,789	Thomas	.2	.5	1.4	1,036
Ulster	31.8	35.9	113.0	154,844	205,757	Mathews	1.5	2.0	7.3	5,597	8,314	Total	19.8	28.3	98.6	133,778
Westchester	222.8	242.5	802.9	1,216,975	2,121,186	Middlesex	1.7	1.8	6.7	4,674	7,391					
Pennsylvania:						Nansemond	9.2	10.6	41.2	43,778	49,285					
Northampton	50.9	53.6	188.3	254,042	366,743	New Kent	.9	1.1	4.6	2,920	4,894					
Pike	2.5	3.3	9.6	10,783	15,534	Newport News	48.4	52.2	193.5	214,728	336,819	OAK HILL, WEST VIRGINIA				
Wayne	6.2	7.5	27.3	34,839	39,488	Norfolk	133.5	153.2	532.1	544,823	972,331	West Virginia:				
Total	4,992.2	5,434.5	17,710.6	23,934,885	42,040,826	Northampton	3.5	4.8	18.2	17,468	19,536	Braxton	2.1	4.3	18.1	9,806
						Northumberland	2.0	2.4	9.3	6,143	10,475	Calhoun	1.3	2.0	9.0	3,639
						Princess Anne	18.4	19.4	65.0	44,370	120,245	Clay	2.3	3.3	14.1	4,414
						Southampton	4.7	6.3	27.4	20,343	28,079	Fayette	15.9	18.0	73.4	45,887
						Surry	1.3	1.5	6.5	3,002	6,833	Gilmer	1.0	1.9	8.1	3,252
						Sussex	2.3	2.7	12.4	9,490	12,243	Greenbrier	7.0	9.1	37.5	33,018
						York	4.3	6.1	22.1	8,519	30,769	McDowell	16.1	17.6	78.1	45,934
						Total	297.7	350.2	1,310.5	1,198,045	1,999,129	Monroe	2.0	3.0	12.1	5,423
												Nicholas	4.5	6.8	29.1	17,221
												Pocahontas	1.6	2.9	12.0	6,203
												Raleigh	16.8	21.3	87.6	59,583
												Summers	2.8	4.4	17.8	10,049
												Webster	2.4	3.8	16.2	7,429
												Wyoming	6.7	9.5	42.6	23,179
												Total	82.5	107.9	455.7	275,037

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BULL'S-EYE!

In the nation's number one market, your number one buy is television . . . and CBS Owned WCBS-TV. With single-medium efficiency, television enables you to score with consumers in 37 counties: urban, suburban, ex-urban and rural areas comprising the world's richest market (with more than \$24 billion in total retail sales last year). Throughout this wide-spread region, Channel 2 (represented by CBS Television Spot Sales) scores a direct hit: New York's top-rated television station for the past 66 consecutive Nielsen reports!

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.



How much sales power do you reach?

RETAIL SALES

	Television Market (000)	Metro. Area (000)
--	-------------------------	-------------------

Beaumont-Port Arthur \$	682,042	\$ 354,989
Bellingham	202,380	93,063
Birmingham	1,807,663	710,774
Boston	7,971,198	4,288,884
Champaign	1,450,455	154,075
Charlotte	2,867,014	385,812
Chattanooga	864,277	364,898
Chicago	10,873,448	8,986,057
Cincinnati	3,407,340	1,410,190

TELEVISION MAGAZINE's Television Vs. Standard Markets study stresses the need for revising marketing concepts. 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 Champaign, for example, 89 per cent of the television market's spending money is outside the metropolitan area.

For retail sales and population data correlated to TV-coverage areas, TELEVISION MAGAZINE is the only standard source.

TELEVISION MAGAZINE

The Management Magazine of Broadcast Advertising

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
OAKLAND-SAN FRANCISCO, CALIFORNIA					
California:					
Alameda	283.6	298.5	890.2	1,244,952	2,124,375
Calaveras	2.5	3.0	9.1	9,234	17,731
Contra Costa	105.3	117.2	391.4	424,076	858,882
lake	3.0	4.0	11.5	17,399	21,321
Marin	37.7	45.5	140.2	173,900	345,083
Mendocino	12.2	14.8	46.9	66,504	86,613
Merced	22.4	26.8	89.7	116,626	173,390
Mono	.6	.8	2.5	3,769	5,797
Monterey	51.1	57.8	187.5	230,442	421,539
Napa	14.3	19.2	65.4	66,721	111,300
San Benito	3.5	4.5	14.6	17,564	28,111
San Francisco	260.2	273.9	774.1	1,278,095	2,215,309
San Joaquin	67.9	75.0	237.2	329,083	490,613
San Mateo	122.8	139.5	409.2	619,314	1,087,225
Santa Clara	163.0	207.3	613.0	858,645	1,308,244
Santa Cruz	26.3	27.8	74.1	115,654	156,305
Solano	34.9	37.1	126.1	161,277	274,011
Sonoma	43.0	50.1	145.0	216,940	291,315
Stanislaus	41.4	45.9	146.5	246,941	269,152
Tuolumne	4.0	4.7	13.3	18,403	28,391
Nevada:					
lander	.2	.4	1.6	1,937	3,324
Mineral	1.4	1.9	6.3	7,214	11,973
Nye	.6	.9	2.5	5,924	4,406
Total	1,301.9	1,456.6	4,397.9	6,230,614	10,334,410
ODESSA-MIDLAND, TEXAS					
New Mexico:					
lea	11.9	15.8	50.1	63,071	104,850
Texas:					
Andrews	2.3	4.8	15.1	14,185	28,624
Brewster	1.1	1.6	6.2	7,725	9,305
Crane	1.1	1.7	5.5	5,677	11,223
Crockett	.7	1.1	4.3	4,743	7,205
Ector	20.2	30.3	91.4	146,766	185,758
Gaines	1.8	3.1	11.5	14,822	18,961
Glasscock	.2	.2	.8	212	1,520
Howard	7.6	10.8	38.1	55,722	71,303
Jeff Davis	.3	.3	1.4	614	2,106
Loving	.1	.1	.2	43	300
Martin	1.1	1.5	6.1	8,771	10,316
Midland	15.5	21.4	62.2	88,496	141,772
Mitchell	3.3	3.9	13.9	13,310	22,644
Pecos	1.6	2.9	11.5	14,417	17,682
Presidio	.8	1.4	5.5	5,212	6,280
Reagan	.7	.7	2.9	3,814	5,795
Reeves	3.2	5.3	17.8	26,767	31,146
Schleicher	.4	.6	2.4	2,232	3,754
Sterling	.2	.2	1.1	1,452	1,576
Sutton	.6	.9	3.6	4,965	5,432
Terrell	.5	.9	2.8	3,268	4,334
Upton	1.2	1.7	5.6	6,133	10,301
Ward	3.3	4.4	15.9	17,868	25,893
Winkler	2.4	4.5	14.8	16,086	28,843
Yoakum	.8	1.8	7.0	8,448	11,231
Total	82.9	121.9	397.7	534,819	768,154
OKLAHOMA CITY, OKLAHOMA					
Oklahoma:					
Alfalfa	2.0	2.3	7.6	8,847	12,622
Beckham	3.7	5.0	17.4	26,149	30,631
Blaire	3.0	3.4	11.8	12,624	16,234
Caddo	6.2	7.1	25.3	26,952	33,514
Canadian	5.9	6.6	23.2	28,390	36,088
Carter	10.4	13.7	43.6	45,344	69,873
Cleveland	9.4	12.0	47.7	41,893	70,131
Creek	11.0	11.6	38.8	32,107	53,135
Custer	3.9	5.2	17.2	28,792	26,694
Dewey	1.3	1.6	6.1	5,685	8,372
Ellis	1.4	2.2	7.2	10,215	13,158
Garfield	13.1	14.4	46.8	67,455	83,667
Garvin	7.5	8.2	28.7	32,603	37,604
Grady	8.3	9.1	30.4	29,363	42,777
Grant	1.8	2.3	8.3	8,340	15,236
Greer	1.6	2.5	8.7	9,490	11,960
Harmon	1.1	1.7	6.4	7,220	11,060

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SPOT YOUR SPOTS WHERE THEY'LL BE SEEN!

in the **NORFOLK PORTSMOUTH NEWPORT NEWS HAMPTON Market**

VIRGINIA'S **1** TV No. **1** MARKET

THIS MEANS **WVEC@TV**

Look at these random % of audience

77 SUNSET STRIP @ 59.4%
STATION "A" 28.0% STATION "B" 12.6%

SHOCK THEATRE (LOCAL) 50.5%
STATION "A" 23.7% STATION "B" 25.8%

MAVERICK @ 50.2%
STATION "A" 30.9% STATION "B" 18.9%

3 STOOGES (LOCAL) 49.6%
STATION "A" 21.9% STATION "B" 28.5%

HAWAIIAN EYE @ 41.2%
STATION "A" 26.0% STATION "B" 32.8%

BOURBON ST. BEAT @ 53.0%
STATION "A" 17.7% STATION "B" 29.1%

CHEYENNE @ 37.9%
STATION "A" 32.2% STATION "B" 29.8%

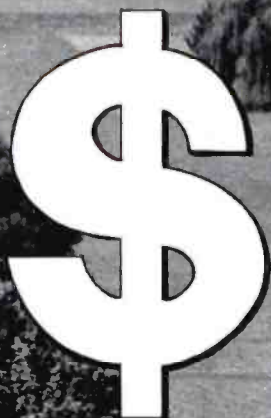
WYATT EARP @ 37.1%
STATION "A" 34.7% STATION "B" 28.4%

BLACK SADDLE @ 51.6%
STATION "A" 28.2% STATION "B" 20.0%

Source ARB March '60

Adjacencies do open up occasionally
Represented by **THE KATZ AGENCY**

COUNTRY CLUB DUES



Sales Management's Survey of Buying Power says: "The presence of armed forces frequently constitutes a hidden plus; their average income, while well below the national average, frequently is largely available for discretionary spending."

Twenty-five major naval commands (comprising the world's largest naval installations), plus 7 important army and air force commands, located in the Norfolk-Newport News metro area create a hidden plus we estimate conservatively at \$200 MILLION annually. For example, a civilian would have to

earn \$8,408 to equal navy pay of \$3,709 plus allowances, income tax differential, retirement plan, health services, and other fringe benefits—including \$5 country club dues, and 10c theater tickets



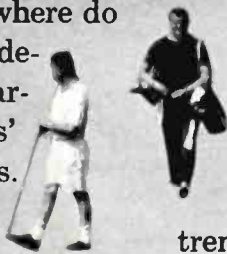
Thus the more than \$150 million paid to service people living in Tidewater equals about \$350 million of civilian payroll. In other words, here is hidden plus of \$200 million not reported in the SM Survey of Buying Power, or elsewhere. And we have *not* included here the *fleet based navy* payroll of \$123,199,602 in (1959), much of which is spent in

A MONTH in TIDEWTAR, VA.

FOUND: \$200 Million of Effective Income

Tidewater.

Also please note that retail sales figures as reported in SM Survey of Buying Power and elsewhere do not include sales in Tidewater's many commissaries, post exchanges, ships' stores, and service clubs.



Tidewater is a tremendous

market concentration the entire than 820,000 report) in half Atlanta or is a better way to it, for WTAR-TV No. 1 in every audience survey ever made here!

... greatest concentration of people in Southeast... more (new census the area of metro Miami! Tidewtar spell it, and sell it, for WTAR-TV is the most powerful advertising medium in the market —



WTAR-TV

**NORFOLK, VIRGINIA
CHANNEL 3**

Represented by **Edward Petry & Co., Inc.** The Original Station Representative



REACH

MORE PEOPLE AND MORE MONEY WITH KMTV

New ARB Coverage Study: KMTV serves more counties and leads Omaha stations in audience circulation, day and night.

Established Rating Facts: KMTV leads day and night in Omaha, and in Lincoln KMTV has four times the quarter hour dominance of the other Omaha stations combined.

New Census Facts: Omaha and Lincoln have over one-third of Nebraska's total wealth and population.

When you buy KMTV you get Omaha, Lincoln and Western Iowa: *Coverage Study. *Rorabaugh. *Nielsen. *ARB. *Petry, for a two-market buy at a one-market price.

KMTV-3: EXCLUSIVE NBC FOR OMAHA-LINCOLN!

OKLAHOMA CITY, OKLA. continued										ORLANDO-DAYTONA BEACH, FLORIDA						
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		
OKLAHOMA CITY, OKLA. continued					Crawford	5.0	5.7	19.6	21,118	32,475	Sarpy	6.7	8.1	32.0	14,240	
Hughes	3.1	4.0	14.0	11,431	16,747	Fremont	2.9	3.1	10.4	10,355	15,169	Saunders	5.2	5.7	17.7	19,308
Jackson	5.1	8.5	29.7	29,273	48,426	Harrison	4.8	5.2	17.5	17,665	26,771	Seward	3.4	4.2	13.3	14,498
Kay	13.3	15.5	49.1	59,554	85,576	Ida	2.9	3.1	10.0	13,066	19,072	Stanton	1.5	1.6	5.4	3,129
Kingfisher	2.5	2.7	9.6	12,502	14,896	Mills	3.0	3.2	12.6	10,897	15,758	Washington	3.4	3.8	12.2	10,574
Kiowa	3.3	4.0	13.5	16,153	20,370	Monona	4.4	4.9	15.7	18,898	24,665	Wayne	2.8	3.0	10.4	11,378
Lincoln	4.7	5.5	18.8	18,036	23,618	Montgomery	4.8	5.7	16.9	21,029	28,067	Total	314.9	349.2	1,129.3	1,411,921
Logan	4.4	5.4	17.8	18,765	26,195	Page	6.6	6.9	22.6	29,953	34,984					
McClain	3.2	3.8	13.4	10,241	16,214	Pottawattomie	21.8	23.1	75.0	79,909	127,346					
Major	1.9	2.1	7.6	7,256	12,279	Shelby	4.1	4.7	15.8	19,742	23,394					
Murray	2.5	3.5	11.6	10,839	15,828	Taylor	3.3	3.8	11.5	9,136	17,694					
Noble	2.4	3.0	10.0	11,137	15,039	Missouri:										
Ofuskee	2.8	3.3	12.4	6,726	13,318	Atchison	2.4	2.9	9.9	11,973	17,807	Florida:				
Oklahoma	119.9	139.8	425.7	566,658	802,775	Nodaway	6.0	7.3	23.8	26,031	41,379	Alachua	13.9	20.1	78.6	76,741
Pawnee	3.0	3.8	12.7	11,865	16,817	Nebraska:						Brevard	20.4	41.9	103.4	120,239
Payne	9.9	11.1	39.8	41,154	66,853	Antelope	2.4	3.5	11.2	14,900	16,429	Citrus	1.1	2.1	7.8	7,965
Pontotoc	7.8	8.3	27.8	34,199	40,032	Boone	2.0	2.8	9.7	10,321	13,242	Dixie	.6	1.0	4.3	3,972
Pottawattomie	10.9	13.0	43.5	44,989	58,208	Burt	3.0	3.5	11.5	14,460	19,273	Flagler	1.1	1.9	6.3	5,703
Roger Mills	1.1	1.5	5.7	3,719	7,529	Butler	3.0	3.3	11.0	9,551	15,028	Gilchrist	.4	.7	3.1	3,892
Seminole	8.3	8.7	31.2	27,615	42,062	Cass	5.2	5.9	18.6	15,602	29,719	Hernando	1.7	3.1	10.3	10,541
Washita	3.1	3.8	13.6	12,153	20,130	Calfax	2.8	3.3	10.5	14,185	18,629	Lafayette	.5	.7	3.0	2,076
Woods	2.6	3.2	10.8	14,398	26,882	Cuming	3.2	3.8	13.4	14,570	20,563	Lake	11.6	17.1	56.7	71,338
Woodward	2.3	3.6	12.8	20,358	18,529	Dodge	9.4	10.1	30.9	46,079	55,641	Levy	1.7	3.0	11.4	12,428
Texas:						Douglas	97.8	104.8	337.3	493,887	671,509	Marion	10.4	15.3	52.3	72,138
Collingsworth	1.4	1.7	6.5	7,088	9,961	Gage	7.2	8.3	28.0	30,958	42,779	Orange	71.4	92.0	257.8	397,478
Wheeler	1.5	2.2	8.7	11,538	12,665	Johnston	1.7	2.0	6.5	6,722	9,807	Osceola	3.9	6.2	18.3	19,476
Total	312.6	370.9	1,221.5	1,428,116	2,003,705	Lancaster	43.9	49.0	149.5	198,192	297,382	Pasco	5.8	10.5	33.5	31,217
						Madison	7.4	8.1	26.4	39,274	40,331	Polk	45.8	58.9	186.5	243,349
						Nemaha	2.9	3.1	10.2	8,627	16,768	Putnam	7.6	9.7	33.8	33,645
						Otoe	5.1	5.9	18.3	23,793	30,158	Seminole	8.1	14.1	47.3	39,102
						Platte	5.9	7.2	24.0	33,011	35,208	Sumter	2.1	3.3	12.1	9,094
						Polk	2.3	2.6	8.1	7,868	14,684	Volusia	25.3	41.0	120.7	181,720
						Saline	3.8	5.0	14.6	16,260	23,991	Total	233.4	342.6	1,047.2	1,342,114

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OTTUMWA, IOWA						Missouri:					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
OTTUMWA, IOWA						Missouri:					
Iowa						Bollinger	2.2	2.5	9.5	5,282	10,160
Adair	4.9	5.9	17.9	16,034	22,794	Cape Girardeau	10.3	11.7	39.3	55,686	63,004
Adams	2.5	3.2	10.1	9,069	14,243	Mississippi	4.2	5.4	20.8	22,119	24,454
Adelphi	4.9	5.8	17.5	19,262	25,393	New Madrid	7.3	8.6	34.6	24,779	35,644
Adrian	4.8	5.3	16.4	17,991	23,692	Perry	3.0	3.3	12.4	14,729	17,555
Adrian	6.7	7.7	24.2	32,643	37,979	Scott	7.7	8.6	30.6	34,028	40,548
Adrian	2.3	2.9	10.6	10,508	13,826	Stoddard	7.2	8.2	30.7	27,598	34,315
Adrian	3.0	3.6	10.6	9,684	14,975	Wayne	2.0	2.4	9.4	5,033	10,105
Adrian	14.2	16.6	51.4	56,773	86,286	Tennessee:					
Adrian	5.6	6.8	21.5	32,113	35,942	Lake	1.9	2.9	11.3	7,260	11,398
Adrian	3.0	3.9	11.7	11,749	15,418	Obion	4.8	8.0	27.5	27,258	36,095
Missouri:						Weakley	4.0	7.2	25.8	21,736	30,775
Adair	5.2	6.4	19.6	23,863	28,427	Total	175.7	224.2	752.3	723,501	1,008,767
Clark	2.4	2.6	8.3	8,197	11,581	PANAMA CITY, FLORIDA					
Clatsop	3.6	4.1	12.3	17,561	19,755	Florida:					
Clatsop	2.3	2.7	7.6	7,038	12,042	Bay	14.2	19.0	68.3	80,254	105,891
Clatsop	4.7	6.1	17.5	20,546	29,449	Calhoun	1.3	2.1	8.3	5,885	7,846
Clatsop	5.9	7.2	20.9	19,515	31,317	Gulf	1.9	3.0	10.7	11,734	13,356
Clatsop	1.6	2.0	5.9	6,141	8,573	Holmes	1.8	3.0	13.0	5,644	12,182
Clatsop	2.1	2.8	8.4	6,971	12,152	Walton	2.4	4.1	16.3	15,166	17,107
Clatsop	1.2	1.6	4.5	7,748	6,674	Washington	1.6	3.0	11.9	6,357	11,758
Clatsop	2.1	2.4	7.0	7,274	6,274	Total	23.2	34.2	128.5	125,040	168,140
Clatsop	2.6	3.3	10.0	7,379	14,611	PARKERSBURG, WEST VIRGINIA					
Total	85.6	102.9	313.9	348,059	475,343	Ohio: UHF Data					
						Washington	not given	16.1	52.1	55,003	76,844
						W. Virginia: on a					
						Wood	county basis	27.3	89.2	91,301	140,141
						Total	118.9	43.4	141.3	146,304	216,985
						PENSACOLA, FLORIDA					
						Alabama:					
						Conecuh	2.5	4.1	18.6	9,428	16,382
						Escambia	5.3	7.7	32.0	33,392	34,102
						Monroe	3.0	5.6	23.8	12,821	23,318
						Florida:					
						Bay	14.2	19.0	68.3	80,254	105,891
						Escambia	41.0	49.5	177.3	208,137	286,108
						Okaloosa	11.7	18.7	63.7	51,944	97,495
						Santa Rosa	4.6	7.1	28.3	19,680	32,494
						Walton	2.4	4.1	16.3	15,166	17,107
						Mississippi:					
						George	1.5	2.6	11.2	8,285	9,270
						Jackson	10.9	13.6	47.6	46,684	52,759
						Total	97.1	132.0	487.1	485,791	674,926
						PEORIA, ILLINOIS					
						Illinois:					
						Fulton	UHF Data	15.8	47.7	52,588	91,093
						Knox	not given	18.6	57.3	82,650	118,053
						La Salle	on a	35.3	112.9	147,264	234,765
						Logan	county basis	9.1	34.3	37,562	57,800
						McLean		28.7	91.1	107,397	189,753

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
PEORIA, ILLINOIS <i>continued</i>						Pennsylvania:						California:				
Marshall	4.3	13.8	18,029	26,653	26,653	Berks	74.4	80.6	271.7	320,513	558,183	Riverside (East)	4.8	5.8	16.7	23,269
Mason	5.2	15.8	21,410	30,829	30,829	Bucks	81.6	109.6	336.0	340,259	663,633	San Bernardino (East)	2.9	3.3	9.6	11,767
Menard	2.9	9.9	9,987	18,136	18,136	Carbon	13.8	15.2	54.7	53,913	89,650	New Mexico:				
Peoria	62.7	201.4	291,976	446,890	446,890	Chester	49.1	55.8	208.7	237,109	401,205	Grant	3.8	4.6	17.2	15,029
Putnam	1.3	4.5	3,703	7,550	7,550	Columbia	13.2	16.9	57.5	67,542	90,726	Luna	2.2	3.2	11.4	14,321
Stark	2.6	8.5	9,629	16,812	16,812	Delaware	145.1	167.4	574.2	591,679	1,334,126	Total				
Tazewell	29.3	93.3	99,374	194,012	194,012	Lancaster	65.7	76.4	267.5	349,750	552,078	215.7	272.5	912.5	1,141,405	
Woodford	8.2	27.3	37,724	52,094	52,094	Lebanon	23.1	24.9	86.9	110,719	153,995					
Total	112.8	224.0	717.8	919,293	1,484,440	Lehigh	56.2	64.4	223.4	277,427	445,299					
						Monroe	9.8	12.0	40.9	54,323	72,973					
						Montgomery	127.2	145.7	510.4	678,526	1,177,824					
						Montour	3.1	3.8	17.1	13,787	20,156					
						Northampton	50.9	53.6	188.3	254,042	368,743					
						Northumberland	25.3	32.9	114.9	111,240	174,492					
						Philadelphia	589.7	620.7	2,123.5	2,536,520	4,334,671					
						Schuylkill	47.7	50.2	180.4	171,673	278,658					
						Sullivan	1.3	1.7	6.0	5,022	7,784					
						Total	1,931.9	2,134.4	7,311.9	8,870,776	15,062,140					
PHILADELPHIA, PENNSYLVANIA						PHOENIX-MESA, ARIZONA						PINE BLUFF-LITTLE ROCK, ARKANSAS				
Delaware:						Arizona:						Arkansas:				
Kent	18.1	19.1	60.5	93,155	119,676	Coconino	5.1	9.7	38.1	54,925	49,308	Arkansas	5.0	5.3	17.9	27,273
New Castle	81.0	90.3	307.3	429,534	802,127	Gila	6.1	6.7	24.3	26,257	40,570	Ashley	3.5	5.7	22.4	20,643
Sussex	21.0	22.1	70.1	116,520	127,315	Graham	2.2	3.3	13.1	15,686	18,177	Baxter	1.1	2.2	8.3	9,827
Maryland:						Phoenix-Mesa, Arizona						Boone				
Cecil	10.7	12.8	48.5	47,915	72,228	Greenlee	2.5	3.1	12.2	8,830	22,048	Bradley	2.2	3.0	11.8	13,424
New Jersey:						Phoenix-Mesa, Arizona						Calhoun				
Atlantic	45.3	47.7	150.9	253,953	296,674	Hunterdon	161.3	195.6	630.2	836,893	1,083,760	Chicot	3.7	5.2	18.5	14,840
Burlington	46.4	48.8	187.3	185,142	377,268	Mercer	1.2	2.1	7.2	11,363	12,940	Clark	3.6	5.0	18.8	15,912
Camden	101.1	111.2	370.7	477,179	788,229	Mohave	4.2	9.6	38.8	33,855	46,044	Cleburne	1.1	1.9	7.5	5,476
Cape May	13.8	15.7	47.5	90,545	84,587	Navajo	15.1	18.2	68.9	53,852	94,217	Cleveland	1.0	1.5	5.8	2,692
Cumberland	30.3	31.9	105.4	141,895	193,567	Pinal	4.3	7.3	24.8	35,358	44,685	Conway	2.5	3.5	13.8	14,326
Gloucester	34.6	39.4	128.3	130,607	252,353	Yavapai						Dallas	2.0	3.0	11.4	10,735
Hunterdon	13.9	15.0	49.3	65,779	92,422							Desho	3.8	5.2	20.4	17,093
Mercer	70.2	74.4	272.2	377,273	611,119							Drew	2.5	3.4	13.3	10,656
Salem	16.6	17.5	57.5	68,149	115,767							Faulkner	4.1	5.7	21.9	17,909
Somerset	33.8	37.5	131.8	149,702	282,613							Franklin	1.5	2.3	8.7	6,986
Warren	17.9	19.2	62.5	69,384	121,989							Fulton	1.0	1.9	7.8	3,583
												Garland	12.1	14.7	46.5	58,848

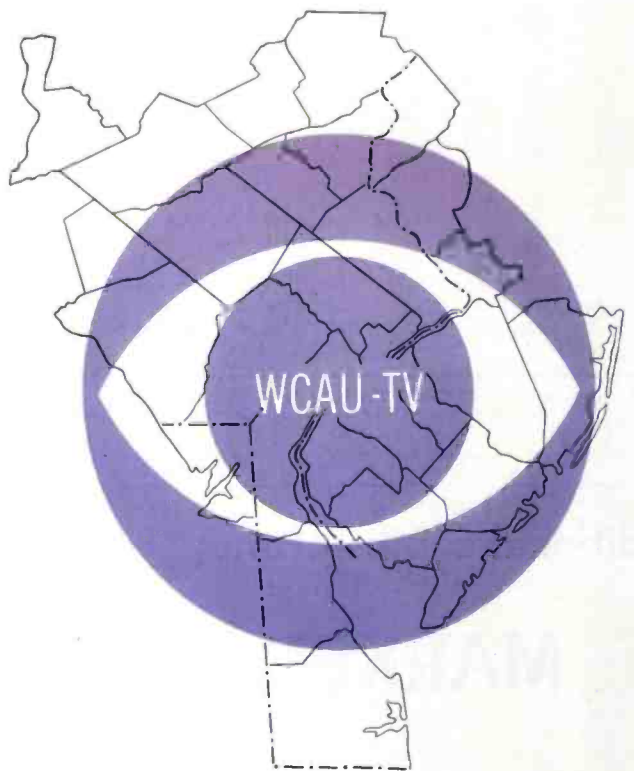
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CBS TELEVISION STATIONS

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
Grant	1.5	2.2	7.9	4,736	8,113	Mississippi:							Oklahoma:					
Hot Spring	5.5	6.0	22.0	16,919	25,873	Bolivar	9.0	14.9	57.1	30,195	53,773		Delaware	2.4	4.0	15.0	6,444	15,086
Independence	3.7	5.7	20.5	20,103	21,695	Sunflower	6.6	11.1	46.7	22,615	40,189		Ottawa	7.1	8.3	27.4	26,519	38,969
Lead	.8	2.0	7.8	3,627	7,468	Washington	12.5	21.0	74.4	68,656	80,317		Total	131.9	160.5	498.2	555,850	734,133
Lackliss	4.8	7.3	27.3	24,426	28,688	Missouri:							PITTSBURGH, PENNSYLVANIA					
Jefferson	18.0	23.8	83.0	69,281	100,576	Ozark	1.6	2.5	9.7	5,560	9,757		Maryland:					
Johnson	2.2	3.5	12.0	10,011	13,278	Total	252.4	351.0	1,267.1	1,150,877	1,531,981		Garrett	3.5	4.8	19.9	17,507	24,052
Laverance	2.9	4.2	16.3	12,527	15,895								Ohio:					
Lincoln	1.9	3.1	12.5	5,808	11,105	PITTSBURG, KANSAS-JOPLIN, MISSOURI							Belmont	24.8	27.1	90.8	75,621	140,697
Lipan	2.3	3.7	14.1	12,144	15,144	Arkansas:							Columblana	31.0	33.4	110.2	121,005	192,544
Linn	4.6	5.6	21.4	22,824	25,048	Benton	6.5	9.9	32.9	44,900	41,677		Jefferson	27.3	29.9	105.4	123,018	196,231
Linn	.8	1.2	4.9	2,683	5,491	Kansas:							Monroe	3.9	4.7	16.2	10,468	19,625
Linn	3.3	4.0	15.4	11,498	16,569	Allen	4.1	5.4	16.8	18,616	23,948		Pennsylvania:					
Linn	.8	1.4	5.8	2,987	5,887	Bourbon	4.6	5.7	16.6	17,857	25,152		Allegheny	447.1	470.6	1,623.5	1,989,796	3,328,181
Linn	1.9	2.2	8.8	6,069	9,619	Cherokee	6.0	7.2	22.8	15,302	33,226		Armstrong	21.0	22.8	81.1	73,914	131,346
Linn	.9	1.2	5.4	792	4,820	Crawford	11.6	12.8	37.2	40,157	57,725		Beaver	54.5	58.7	207.3	224,481	404,530
Linn	7.2	8.1	29.5	27,351	35,787	Labelle	6.8	8.9	28.0	32,393	41,378		Butler	26.4	30.3	109.0	114,836	180,493
Linn	.7	1.2	5.1	2,319	4,713	Linn	2.4	2.9	8.9	7,946	12,424		Cambria	52.0	54.7	206.0	195,540	321,482
Linn	1.1	1.9	7.4	6,920	8,108	Montgomery	13.7	16.8	48.5	59,049	81,048		Clarion	9.6	10.3	37.6	41,825	53,315
Linn	2.0	3.0	11.1	11,339	11,492	Neosho	5.2	6.4	20.1	23,983	29,843		Crawford	20.9	22.5	77.3	86,961	135,477
Linn	3.2	6.0	22.1	21,138	24,309	Wilson	3.7	4.8	14.3	14,607	19,826		Fayette	42.7	44.9	164.7	171,827	250,628
Linn	2.0	2.7	11.1	9,804	10,751	Woodson	1.4	2.0	5.9	5,346	8,997		Forest	.8	1.4	5.2	5,240	6,472
Linn	63.7	80.4	260.0	301,103	420,622	Missouri:							Greene	10.6	11.6	42.9	36,267	65,503
Linn	5.1	6.9	28.7	22,716	30,940	Barry	5.1	6.4	21.6	26,733	27,160		Indiana	18.0	18.9	69.7	70,369	104,394
Linn	.9	1.7	6.5	5,530	6,959	Barton	3.0	3.8	12.0	14,484	17,593		Jefferson	12.6	13.5	46.9	58,815	70,690
Linn	1.3	2.4	8.8	3,521	8,239	Jasper	26.1	28.5	83.0	119,278	138,151		Lawrence	29.2	31.0	107.5	118,951	203,257
Linn	.9	1.6	6.7	2,790	6,702	Lawrence	5.7	7.0	21.9	21,800	31,645		Mercer	31.3	33.1	116.3	143,359	227,822
Linn	.7	1.5	6.3	3,316	5,805	McDonald	3.4	4.2	14.1	13,270	16,381		Somerset	18.8	20.9	76.9	76,065	106,049
Linn	11.4	13.8	47.8	51,581	67,764	Newton	7.6	9.3	30.5	28,495	42,712		Venango	15.2	18.5	65.4	59,698	97,207
Linn	1.2	1.8	7.0	5,518	7,116	Vernon	5.5	6.2	20.7	18,671	31,192		Washington	58.3	61.4	215.1	223,081	371,484
Linn	6.8	10.3	37.0	32,049	39,602								Westmoreland	89.7	94.4	335.6	337,919	564,491
Linn	2.6	3.4	14.2	8,989	13,098													
Linn	1.8	3.0	11.3	10,359	11,308													

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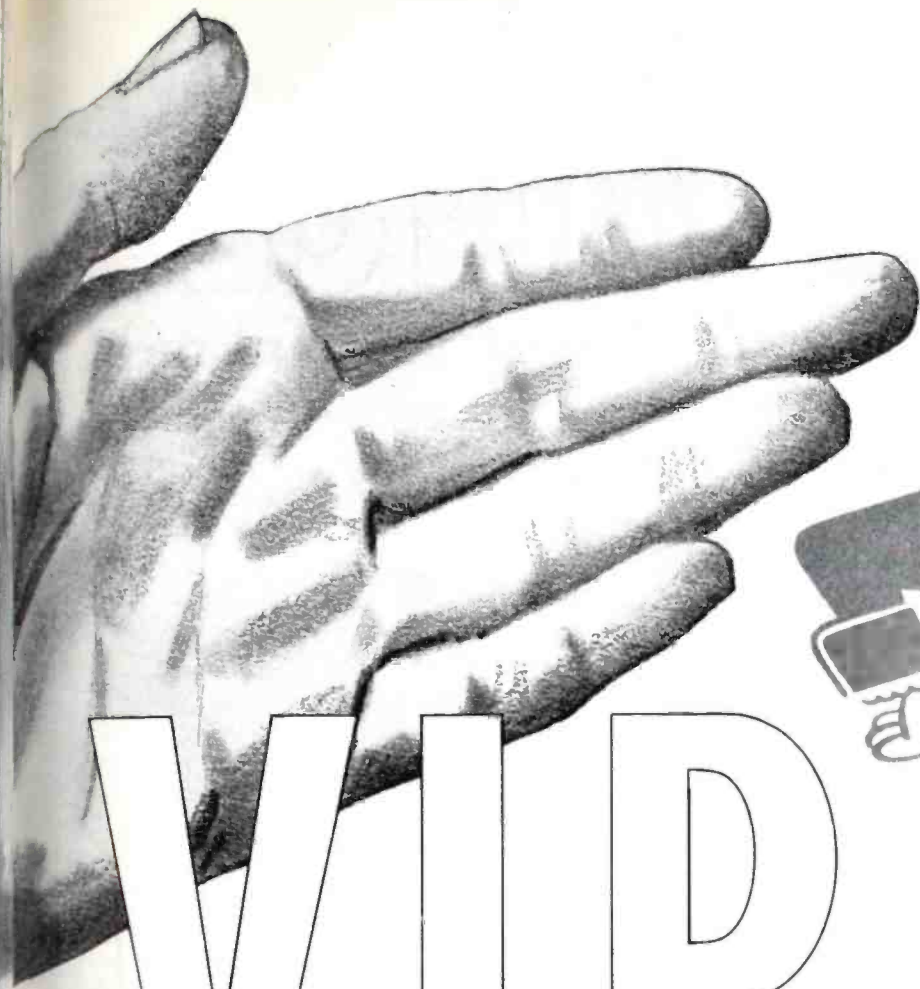


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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)						
PITTSBURGH, PENNSYLVANIA continued																	
West Virginia:																	
Borbour	2.8	4.3	17.5	8,581	20,734	Oxford	10.4	11.3	40.9	44,493							
Brooke	6.2	7.2	27.2	18,047	47,192	Sagadahoc	5.2	5.5	20.7	18,707							
Grant	1.3	2.2	8.2	7,725	8,328	Somerset	9.2	10.9	37.8	34,145							
Hancock	9.4	10.4	38.8	33,150	71,045	Waldo	5.3	6.1	20.5	17,634							
Harrison	14.8	21.3	76.8	84,793	126,061	York	25.1	27.9	95.8	100,463							
Marion	16.4	18.7	65.9	61,511	105,866	New Hampshire:											
Marshall	8.1	10.8	40.0	25,930	58,315	Belknap	7.7	8.1	27.3	41,427							
Monongalia	13.8	15.0	56.5	49,248	93,772	Carroll	4.6	4.9	16.1	24,556							
Ohio	19.9	20.9	69.8	113,274	135,461	Coos	9.6	10.4	37.2	40,385							
Preston	5.3	6.3	26.1	13,560	30,743	Grafton	11.8	12.7	46.2	63,427							
Randolph	4.5	6.9	28.3	22,427	32,910	Merrimack	17.4	18.3	64.6	75,568							
Taylor	3.0	4.3	16.2	11,153	21,316	Sullivan	7.9	8.7	28.8	32,671							
Tucker	1.3	2.1	8.6	5,344	9,406	New York:											
Weizel	4.1	4.7	18.1	17,707	23,474	Clinton	13.7	15.6	65.8	79,337							
Total	1,160.1	1,254.5	4,428.5	4,849,013	7,980,493	Essex	8.9	11.2	38.4	46,129							
PLATTSBURGH, NEW YORK																	
New York:																	
Clinton	13.7	15.6	65.8	79,337	99,932	Vermont:											
Essex	8.9	11.2	38.4	46,129	59,970	Addison	4.3	4.9	19.2	20,103							
Franklin	10.1	12.2	44.6	53,994	74,462	Caledonia	5.8	6.2	21.3	32,452							
St. Lawrence	25.4	34.4	124.8	154,260	201,751	Chittenden	16.8	18.7	70.5	100,310							
Vermont:																	
Addison	4.3	4.9	19.2	20,103	30,242	Essex	1.4	1.5	5.5	3,480							
Chittenden	16.8	18.7	70.5	100,310	118,976	Lamolle	2.5	3.1	11.8	12,981							
Franklin	6.6	6.9	26.0	31,526	41,399	Orange	3.7	5.0	18.1	18,412							
Grand Isle	.7	.7	2.8	2,666	4,097	Orleans	4.8	5.5	20.7	25,064							
Lamolle	2.5	3.1	11.8	12,981	17,894	Rutland	11.3	11.9	42.0	60,047							
Orange	3.7	5.0	18.1	18,412	27,358	Washington	10.9	11.5	41.5	53,910							
Washington	10.9	11.5	41.5	53,910	73,363	Windsor	10.1	10.7	36.7	42,467							
Total	103.6	124.2	463.5	573,628	749,444	Total	317.3	348.4	1,234.2	1,533,549							
POCATELLO-IDAHO FALLS, IDAHO																	
Idaho:																	
Bannock	10.6	13.6	49.0	64,793	86,909	PORT ARTHUR-BEAUMONT, TEXAS											
Bingham	5.8	7.6	30.7	28,224	44,896	Louisiana:											
Blaine	1.0	1.4	5.0	6,992	8,377	Allen	3.9	6.0	21.5	16,020							
Bonneville	9.7	12.2	41.3	81,930	69,172	Beauregard	4.1	6.3	23.1	16,390							
Butte	.6	.8	3.6	4,219	5,000	Calcasieu	30.1	41.4	139.4	155,352							
Camas	.2	.2	1.2	662	2,479	Cameron	.9	1.6	6.4	3,614							
Caribou	1.5	1.9	6.9	5,457	11,733	Vernon	4.0	6.7	23.7	17,059							
Cassia	2.8	4.0	14.8	25,121	20,775	Texas:											
Clark	.2	.2	.9	797	1,359	Chambers	2.0	2.4	8.4	8,910							
Custer	.5	.9	3.1	2,687	4,357	Hardin	4.0	6.8	24.5	21,387							
Fremont	1.9	2.1	7.9	8,995	11,904	Jasper	3.6	5.4	21.1	22,291							
Jefferson	2.1	2.6	11.6	10,292	13,153	Jefferson	61.7	75.3	253.1	303,119							
Lemhi	1.0	1.9	6.1	7,554	8,327	Liberty	7.0	8.1	29.2	31,492							
Madison	2.0	2.3	9.7	11,972	12,642	Newton	1.6	2.6	10.1	4,845							
Minidoka	1.6	2.5	9.5	16,768	13,794	Orange	14.3	18.3	62.4	51,870							
Oneida	.6	.8	3.3	3,806	4,882	Sabine	1.2	1.7	7.0	9,106							
Power	.6	.9	3.3	5,536	5,800	San Augustine	1.1	1.7	7.2	7,730							
Teton	.6	.7	2.7	2,527	3,501	San Jacinto	1.2	1.7	6.3	1,815							
Montana:																	
Beaverhead	1.5	2.7	6.8	11,498	11,547	Tyler	2.1	2.8	10.9	11,042							
Madison	1.0	1.8	5.7	4,138	9,255	Total	142.8	188.0	654.3	682,042							
Park	2.8	3.7	13.3	18,592	19,412	PORTLAND, MAINE											
Sweet Grass	.6	.9	3.2	4,300	5,731	Maine:											
Wyoming:																	
Big Horn	2.1	3.2	11.4	11,427	17,314	Androscoggin	22.5	23.7	82.7	105,959							
Hot Springs	1.0	1.8	5.6	6,210	9,774	Cumberland	47.3	51.6	175.6	254,486							
Johnson	.7	1.4	4.7	6,059	8,154	Franklin	4.7	4.9	17.9	18,238							
Lincoln	1.4	2.4	8.1	10,676	12,476	Kennebec	21.9	23.4	84.5	103,453							
Park	3.5	5.5	16.6	25,349	31,420	Knox	7.8	8.7	28.0	33,576							
Sublette	.4	1.0	3.1	3,742	5,247	Lincoln	4.7	5.5	18.1	24,669							
Teton	.5	1.4	4.7	6,606	8,023	Oxford	10.4	11.3	40.9	44,493							
Washakie	1.1	2.6	9.2	13,081	16,441	Sagadahoc	5.2	5.5	20.7	18,707							
Yellowstone Pt.	.1	.1	.5	3,719	1,000	Somerset	9.2	10.9	37.8	34,145							
Total	60.0	85.1	303.5	413,729	484,854	Waldo	5.3	6.1	20.5	17,634							
POLAND SPRINGS, MAINE																	
Maine:																	
Androscoggin	22.5	23.7	82.7	105,959	151,259	York	25.1	27.9	95.8	100,463							
Cumberland	47.3	51.6	175.6	254,486	322,512	New Hampshire:											
Franklin	4.7	4.9	17.9	18,238	30,022	Belknap	7.7	8.1	27.3	41,427							
Kennebec	21.9	23.4	84.5	108,453	145,001	Carroll	4.6	4.9	16.1	24,556							
Knox	7.8	8.7	28.0	33,576	45,341	Coos	9.6	10.4	37.2	40,385							
Lincoln	4.7	5.5	18.1	24,669	26,961	Rockingham	23.1	26.9	87.6	129,734							
PORTLAND, OREGON																	
Oregon:																	
Benton	8.5	12.1	41.3	40,876		Strafford	14.3	15.2	54.0	66,177							
Clackamas	30.1	37.3	115.5	96,715		Total	223.4	245.0	844.7	1,063,102							
Clatsop	7.7	8.9	27.4	34,477		Portland, Oregon											
Columbia	5.0	6.5	21.5	19,831		Benton	8.5	12.1	41.3	40,876							
Coos	13.8	19.5	56.3	69,859		Clackamas	30.1	37.3	115.5	96,715							
Crook	1.5	2.7	10.0	10,988		Clatsop	7.7	8.9	27.4	34,477							
Deschutes	4.1	6.6	20.8	34,035		Columbia	5.0	6.5	21.5	19,831							

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V.I.P.

(very important Pittsburgher)

Here's a character who *can* be very important to you . . . especially if you're a time buyer. Why? Because he's helping to build up tremendous viewer enthusiasm for the station he represents. Channel 11, of course—WIIC, the eyes of Pittsburgh.

As this goes to print, viewers all over this tri-state market area are trying to give him a name and win first prize of \$1111.11 . . . or one of the 11 second prizes of \$111.11 . . . even one of the 111 third prizes of \$11.11.

So grab onto his coat tails. Let him give your *product* a good name, too—in the nation's 8th largest market.

Incidentally, contest winners will be announced soon. So you can call your Blair-TV rep any time and find out what this V.I.P.'s name turns out to be . . . and what he can do for you.

CHANNEL
WIIC
the eyes of Pittsburgh

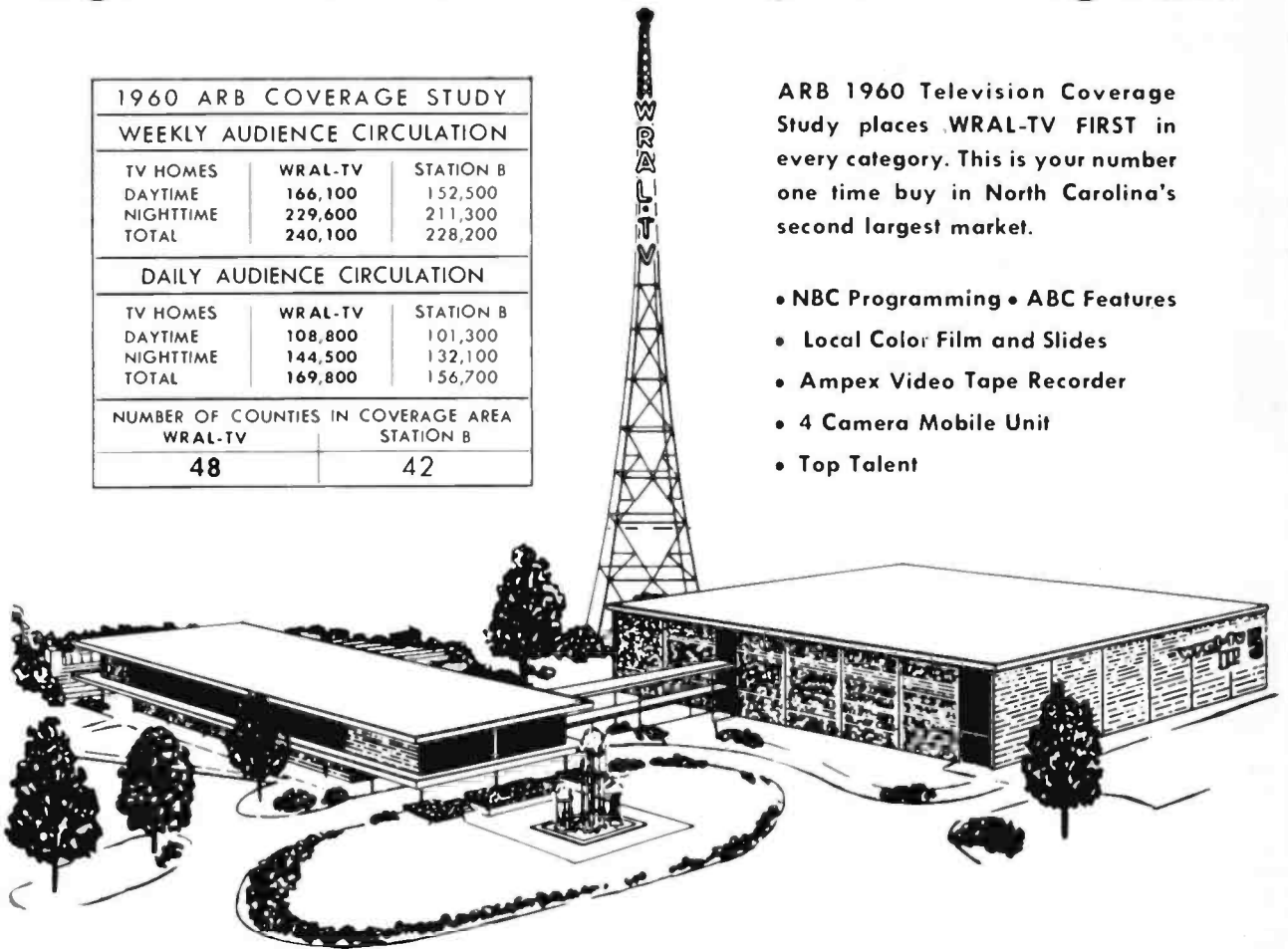
1960 ARB COVERAGE STUDY PROVES WRAL-TV'S DOMINANCE!

Yes, WRAL-TV is your biggest sales picture in the Raleigh-Durham area with top daytime-nighttime audience from sign-on to sign-off.

1960 ARB COVERAGE STUDY		
WEEKLY AUDIENCE CIRCULATION		
TV HOMES	WRAL-TV	STATION B
DAYTIME	166,100	152,500
NIGHTTIME	229,600	211,300
TOTAL	240,100	228,200
DAILY AUDIENCE CIRCULATION		
TV HOMES	WRAL-TV	STATION B
DAYTIME	108,800	101,300
NIGHTTIME	144,500	132,100
TOTAL	169,800	156,700
NUMBER OF COUNTIES IN COVERAGE AREA		
WRAL-TV		STATION B
48		42

ARB 1960 Television Coverage Study places WRAL-TV FIRST in every category. This is your number one time buy in North Carolina's second largest market.

- NBC Programming • ABC Features
- Local Color Film and Slides
- Ampex Video Tape Recorder
- 4 Camera Mobile Unit
- Top Talent



NB
AFFILIATE

WRAL TV 5

Represented by:

HR Television Inc.

RALEIGH, NORTH CAROLINA

RICHMOND, VIRGINIA <i>continued</i>						RIVERTON, WYOMING						WAYNE, WYOMING					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EI (\$000)	
Greensville	3.2	3.8	16.8	14,494	17,239	Wyoming						Wayne	16.8	20.5	70.2	123,640	119
Hanover	5.1	7.5	31.6	19,543	39,138	Big Horn	2.1	3.2	11.4	11,427	17,314	Wyoming	8.5	9.5	35.2	40,033	54
Henrico	89.6	96.4	340.5	562,357	633,146	Fremont	3.4	7.3	24.4	32,810	40,110	Total	326.6	359.3	1,188.9	1,496,672	2,390
Isle of Wight	2.8	4.2	17.8	12,143	20,970	Hot Springs	1.0	1.8	5.6	6,210	9,774						
James City	2.5	3.3	18.0	21,110	22,244	Total	6.5	12.3	41.4	50,447	67,198						
King & Queen	1.2	1.5	7.1	2,963	7,230												
King George	1.4	1.7	6.8	3,332	9,575												
King William	1.7	1.9	7.9	9,322	9,081												
Lancaster	1.9	2.5	9.2	10,389	10,789												
Louisa	2.7	3.2	13.2	8,834	12,786												
Lunenburg	2.4	3.1	13.0	7,228	15,886												
Madison	1.5	2.1	9.0	3,794	8,291												
Mathews	1.5	2.0	7.3	5,597	8,314												
Mecklenburg	6.3	7.3	32.2	27,551	37,262												
Middlesex	1.7	1.8	6.7	4,674	7,391												
Nelson	2.6	3.1	13.4	5,053	12,346												
New Kent	.9	1.1	4.6	2,920	4,894												
Northumberland	2.0	2.4	9.3	6,143	10,475												
Nottoway	3.2	3.4	13.6	14,363	18,307												
Orange	2.7	3.4	13.9	15,950	17,517												
Powhatan	1.0	1.1	5.3	2,897	5,906												
Prince Edward	3.0	3.9	16.2	16,695	20,062												
Prince George	10.5	15.3	57.4	32,831	100,086												
Richmond	1.2	1.9	7.7	10,003	8,378												
Rockingham	11.1	14.1	54.3	57,319	73,846												
Southampton	4.7	6.3	27.4	20,343	28,079												
Surry	1.3	1.5	6.5	3,002	6,833												
Sussex	2.3	2.7	12.4	9,490	12,243												
Westmoreland	2.4	2.8	11.1	8,505	12,120												
York	4.3	6.1	22.1	8,519	30,769												
Total	265.8	325.8	1,290.3	1,326,337	1,834,627												

Among Major Southern TV Markets . . .

BRISTOL JOHNSON CITY KINGSPORT

is served
"on a platter"

A Tri-City Sales Complex . . . Hub of a 37-county tv market encompassing:

- Population—1,257,100
- Income—\$1,209,699,000
- Sales—\$850,594,000

SRDS Consumer Market Data, July '60

WCYB-TV Offers

Twice as many average quarter-hour "homes reached" . . . 59% more net weekly circulation (ARB, 3/60) than the other competing station. See our Ad under Tri-Cities, Tenn., and compare CPM.

NBC—ABC
WCYB-TV

Channel 5 Bristol, Va.-Tenn.
Represented by: Headley-Reed

ROCHESTER, MINNESOTA

Iowa:					
Mitchell	3.6	4.2	14.2	17,680	21,155
Worth	2.9	3.4	11.7	9,566	18,853
Minnesota:					
Dodge	3.2	3.9	14.0	15,839	19,778
Fillmore	6.0	7.7	26.9	30,504	37,834
Freeborn	9.8	10.3	35.5	45,977	59,558
Mower	12.7	14.0	49.4	60,356	90,465
Olmsted	13.4	16.2	58.3	93,362	104,343
Steele	6.3	7.5	25.8	33,431	40,478
Wabasha	5.0	5.4	18.6	19,726	25,681
Winona	9.3	11.5	40.6	44,500	63,691
Wisconsin:					
Buffalo	3.5	4.0	14.2	12,274	17,481
Total	75.7	88.1	309.2	383,215	499,317

ROCHESTER, NEW YORK

New York:					
Allegany	11.3	13.3	45.4	40,587	83,674
Cattaraugus	23.6	25.2	84.2	94,924	153,058
Genesee	14.3	15.8	54.0	71,601	100,422
Livingston	10.5	12.3	45.6	48,695	74,347
Monroe	172.4	184.3	585.0	760,439	1,300,314
Ontario	17.2	19.8	68.9	84,840	126,020
Orleans	9.3	10.4	34.1	41,749	59,305
Steuben	25.1	29.6	99.7	111,918	178,085
Tampkins	17.6	18.6	66.6	78,606	144,848

ROCKFORD, ILLINOIS

Illinois:					
Boone	4.9	5.3	17.6	23,974	35
Carroll	5.8	6.3	19.6	26,095	39
De Kalb	14.7	15.5	50.8	75,759	104
Jo Daviess	6.0	6.9	23.2	24,821	39
Lee	9.5	10.5	38.7	45,259	72
McHenry	18.9	22.2	71.4	102,808	148
Ogle	10.1	12.1	38.0	47,342	76
Stephenson	13.9	14.6	45.0	61,730	90
Winnebago	56.5	63.4	196.2	280,945	443
Wisconsin:					
Green	6.6	7.5	25.2	38,749	48
Lafayette	4.3	4.5	15.8	15,980	21
Rock	31.9	34.8	112.1	144,383	220
Walworth	14.7	16.5	52.6	68,291	90
Total	197.8	220.1	706.2	956,136	1,426

ROCK ISLAND, ILLINOIS-DAVENPORT, IOWA

Illinois:					
Bureau	12.3	12.9	40.1	43,207	72
Carroll	5.8	6.3	19.6	26,095	31
Hancock	8.2	8.6	26.4	25,673	41
Henderson	2.3	2.6	8.8	7,803	11
Henry	15.0	16.1	50.4	66,432	91
Jo Daviess	6.0	6.9	23.2	24,821	39
Knox	17.6	18.6	57.3	82,650	118
Lee	9.5	10.5	38.7	45,259	72
McDonough	8.9	9.7	30.7	47,463	71
Mercer	5.5	5.8	18.7	20,066	31
Ogle	10.1	12.1	38.0	47,342	71
Rock Island	44.8	49.3	159.2	189,560	340
Stark	2.2	2.6	8.5	9,629	13
Warren	7.8	8.4	26.5	32,157	47
Whiteside	16.1	17.8	56.3	77,450	105
Iowa:					
Cedar	5.2	5.9	19.6	26,959	31
Clinton	16.8	17.7	56.6	78,708	102
Des Moines	14.9	15.8	48.5	56,732	81
Dubuque	20.5	22.2	82.3	102,964	141
Henry	4.8	6.1	20.6	22,717	31
Jackson	5.0	5.8	19.6	27,076	31
Jefferson	4.9	5.8	17.5	19,262	21
Johnson	12.1	14.8	54.7	60,323	81
Louis	2.8	3.0	10.0	11,175	14
Muscatine	10.0	10.5	33.7	48,285	61
Scott	35.4	37.5	120.5	170,174	231
Washington	5.6	6.8	21.5	32,113	39
Wisconsin:					
Grant	10.9	13.0	45.1	59,067	81
Total	321.0	353.1	1,152.6	1,461,162	2,147

ROME-TICA, NEW YORK

New York:					
Delaware	12.3	13.9	46.4	59,806	83
Herkimer	18.5	19.9	65.3	73,595	110
Lewis	5.9	6.5	23.3	20,445	27
Montgomery	17.7	19.1	61.3	65,934	92
Oneida	68.8	72.6	247.6	324,316	464
Otsego	15.9	17.2	54.5	66,952	91
Schoharie	6.7	7.7	25.4	26,990	35
Total	145.8	156.9	523.8	638,028	918

ROSWELL, NEW MEXICO

New Mexico:					
Chaves	13.3	16.7	58.1	71,975	101
Curry	6.0	9.5	32.1	39,365	53
De Baca	.5	.8	2.5	3,091	9
Eddy	11.4	14.0	47.3	59,958	81
Guadalupe	1.0	1.5	6.7	7,938	11
Lea	11.9	15.8	50.1	63,071	82
Roosevelt	3.0	4.0	15.7	16,871	23
Total	47.1	62.3	212.5	262,269	408



1960 COVERAGE STUDY



COMPARISON OF COVERAGE AND CIRCULATION*

Channel 5 vs. Channel B, Rochester, N. Y.

	Television Homes	Daytime Circulation Weekly	Nighttime Circulation Weekly
WROC-TV Channel 5	417,100	202,900	276,800
Channel B	317,700	165,800	223,200
Superiority of WROC-TV	99,400	37,100	53,600
Percentage of WROC-TV Superiority	+ 31%	+ 22%	+ 24%

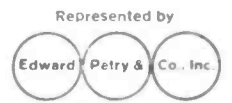
*These figures represent the station sub-total data and do not include "other" viewing.

Source: ARB 1960 Coverage Study.

SYMBOL OF SERVICE



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



The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

SACRAMENTO-STOCKTON, CALIFORNIA						ST. LOUIS, MISSOURI											
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
California:						Illinois:						Missouri:					
Amador	2.2	2.9	8.9	12,298	16,970	Clinton	9.4	10.0	35.8	31,956	54,754	Jefferson	3.0	3.3	10.5	7,932	15,380
Butte	21.9	25.5	73.6	122,824	144,811	Eaton	13.8	15.1	48.8	45,827	79,749	Nemaha	3.3	4.0	13.5	14,596	20,368
Calaveras	2.5	3.0	9.1	9,234	17,731	Genesee	102.0	119.6	393.9	471,136	842,992	Andrew	3.2	3.7	11.3	8,674	17,927
Colusa	2.6	3.2	10.2	17,154	21,886	Gladwin	2.5	2.9	10.6	13,629	13,100	Atchison	2.4	2.9	9.9	11,973	17,807
El Dorado	5.0	7.7	22.5	39,411	41,556	Gratiot	9.7	10.8	36.9	42,388	53,702	Buchanan	30.5	32.6	103.6	120,692	193,374
Glenn	3.6	4.0	13.2	25,635	27,571	Huron	8.9	9.4	34.5	38,672	47,534	Caldwell	2.9	3.3	9.2	11,058	14,131
Jasen	3.1	4.2	13.8	20,526	29,211	Ingham	62.8	66.1	219.1	321,672	481,343	Clinton	3.3	3.5	10.6	14,668	18,086
Merced	22.4	26.8	89.7	116,626	173,390	Ionia	11.2	12.4	43.8	46,065	61,079	Davies	2.9	3.2	9.8	9,555	15,157
Nevada	4.6	5.7	16.4	27,293	31,955	Isosco	3.9	5.5	17.5	21,485	24,246	De Kalb	2.1	2.3	7.1	7,825	10,766
Pleasant	13.4	15.9	51.7	82,892	93,729	Isabella	7.7	8.4	31.3	35,808	49,349	Gentry	2.7	3.1	9.8	12,023	15,734
Plumas	2.7	2.9	9.5	14,701	21,302	Lapeer	11.3	11.9	45.8	39,919	61,169	Grundy	3.6	4.1	12.3	17,561	19,755
Sacramento	132.2	155.9	468.3	738,865	1,086,008	Midland	12.1	14.4	50.5	50,813	89,293	Harrison	3.5	4.2	13.0	15,156	19,840
San Joaquin	67.9	75.0	237.2	329,083	490,613	Missaukee	1.7	1.9	7.2	4,770	9,083	Holt	2.1	2.5	8.2	10,598	13,570
Sierra	.4	.6	2.3	1,844	4,334	Montcalm	10.9	12.0	38.0	43,384	58,924	Livingston	4.5	5.1	15.9	24,951	26,951
Solano	34.9	37.1	126.1	161,277	274,011	Ogemaw	2.3	2.5	9.2	10,690	10,974	Mercer	1.6	2.0	5.9	6,141	8,573
Stanislaus	41.4	45.9	146.5	246,941	269,152	Oscoda	.8	.9	3.5	4,229	3,715	Nodaway	6.0	7.3	23.8	26,031	41,379
Sutter	7.9	9.5	30.3	30,702	59,934	Roscommon	2.0	2.3	7.3	11,819	10,906	Worth	1.3	1.6	4.9	5,771	6,930
Tehama	5.7	7.5	23.0	31,244	46,574	Saginaw	52.0	55.9	190.6	232,549	352,815	Nebraska:					
Tuolumne	4.0	4.7	13.3	18,403	28,391	Sanilac	8.9	11.0	37.5	32,529	55,373	Richardson	4.0	4.6	14.6	18,636	24,578
Yalo	14.2	18.1	57.5	81,210	119,867	Shiawassee	15.7	17.2	55.9	64,430	97,511	Total	108.8	123.0	388.5	428,556	642,929
Yuba	6.5	7.8	27.7	60,268	50,671	Tuscola	12.3	13.5	47.2	48,239	69,178						
Nevada:						Total											
Washoe	27.6	29.9	84.6	148,341	207,494	402.0	450.7	1,530.2	1,806,127	2,793,844							
Total	426.7	493.8	1,535.4	2,336,772	3,257,161												

SAGINAW-FLINT-BAY CITY, MICHIGAN					
Michigan:					
Alcona	.8	1.0	6.4	5,948	6,889
Alpena	5.3	8.1	28.4	35,431	41,060
Arenac	2.5	2.9	10.2	13,060	13,623
Bay	28.3	31.0	107.2	124,260	186,651
Clare	3.2	4.0	13.1	15,419	18,832

ST. JOSEPH, MISSOURI					
Iowa:					
Adams	2.0	2.5	8.5	7,292	11,957
Decatur	2.9	3.8	12.4	10,411	16,325
Ringgold	2.4	2.8	8.8	7,084	12,897
Taylor	3.3	3.8	11.5	9,136	17,694
Kansas:					
Atchison	5.7	6.2	20.5	20,135	33,918
Brown	4.0	4.3	12.7	14,326	20,744
Doniphan	2.9	3.0	9.9	5,691	14,440
Jackson	2.7	3.3	10.3	10,640	14,648

ST. LOUIS, MISSOURI					
Illinois:					
Bond	3.5	4.2	13.4	13,578	21,697
Brown	2.0	2.3	6.9	8,324	12,376
Calhoun	1.8	2.0	6.9	5,330	9,512
Clay	4.8	5.8	18.3	19,528	29,943
Clinton	5.9	6.3	23.3	21,611	36,014
Effingham	6.0	6.8	23.0	39,111	38,355
Fayette	6.5	7.2	25.0	24,044	38,698
Franklin	12.9	14.5	44.7	39,899	70,845
Greene	5.6	6.2	19.4	21,243	30,960
Jackson	11.7	13.1	41.8	49,011	72,098

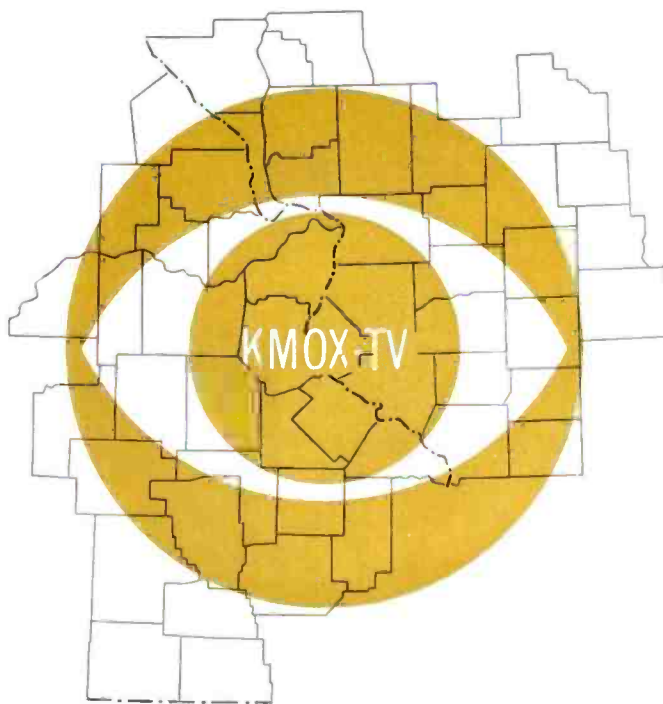
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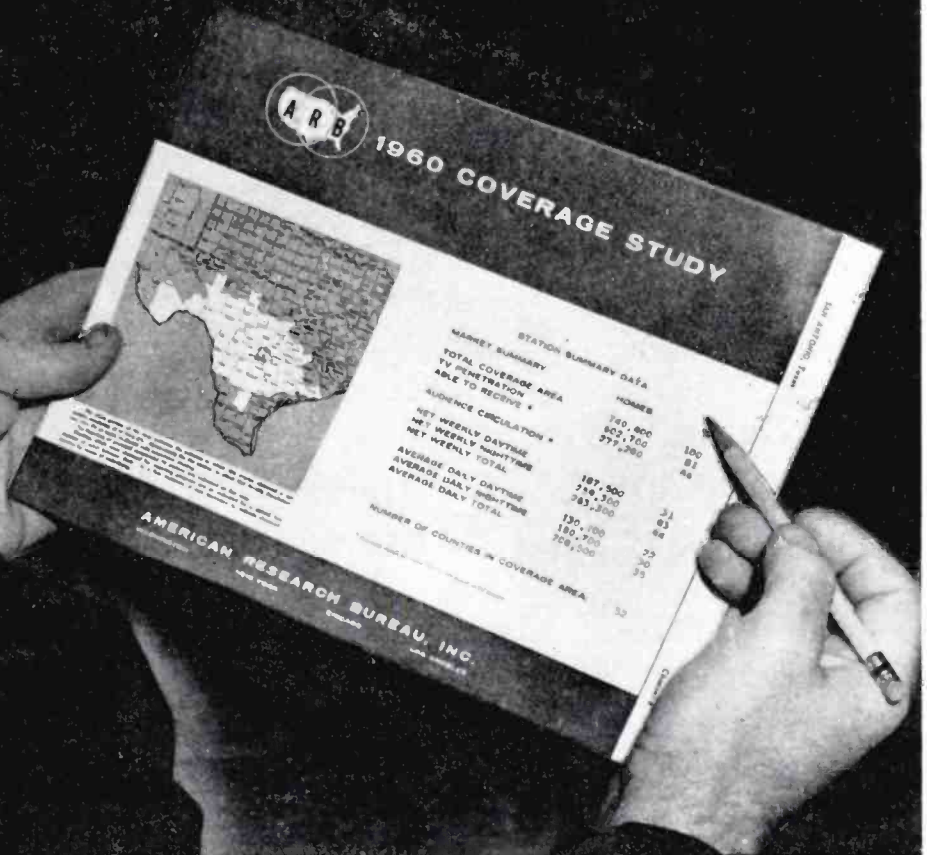


ST. LOUIS, MISSOURI continued																	
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	FBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	FBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	FBI (\$000)	
Jasper	3.8	4.2	13.6	9,601	19,783	Pine	4.6	5.1	18.1	14,664	23,426	Caribou	1.5	1.9	6.9	5,457	11,111
Jefferson	10.4	11.8	37.2	37,505	63,029	Romsey	118.0	124.2	406.2	563,756	824,628	Franklin	1.7	2.3	9.2	9,768	11,111
Jersey	4.3	5.3	17.8	16,935	25,428	Redwood	5.5	6.3	23.0	26,746	37,459	Onelda	.6	.8	3.3	3,806	4,444
Macoupin	13.3	14.4	44.5	49,102	80,974	Renville	6.0	7.1	25.5	22,904	41,145	Power	.6	.9	3.3	5,536	6,666
Madison	64.9	71.0	224.2	250,835	457,114	Rice	9.0	9.7	40.4	37,762	59,313	Mantana:					
Marion	12.6	13.6	42.4	53,686	78,646	Scott	4.7	5.4	20.3	22,554	28,575	Park	2.8	3.7	13.3	18,592	19,999
Monroe	4.1	4.8	15.8	16,461	28,923	Sherburne	2.4	3.1	11.8	9,126	15,158	Sweet Grass	.6	.9	3.2	4,300	5,555
Montgomery	9.2	10.4	32.2	36,227	55,417	Sibley	3.4	4.2	15.8	14,831	24,549	Nevada:					
Morgan	9.6	11.0	39.1	56,188	67,864	Stearns	18.5	20.2	84.4	90,108	118,903	Eiko	2.4	4.3	13.8	20,494	32,222
Perry	5.7	6.4	21.5	21,078	32,448	Steele	6.3	7.5	25.8	33,431	40,478	Eureka	.2	.2	.7	584	6,666
Pike	6.4	7.4	23.2	22,881	37,626	Todd	4.6	6.6	24.7	18,296	30,892	White Pine	2.5	3.6	11.5	11,875	22,222
Randolph	8.1	8.7	31.4	34,968	50,768	Wabasha	5.0	5.4	18.6	19,726	25,681	Utah:					
St. Clair	70.0	76.3	249.0	256,548	466,614	Wadena	2.2	4.2	15.3	23,180	19,848	Beaver	.6	1.0	4.3	4,711	5,555
Scott	2.0	2.3	7.4	8,153	13,446	Waseca	4.3	4.9	16.6	16,833	26,319	Box Elder	5.7	6.2	23.6	26,633	32,222
Washington	4.0	4.7	14.8	13,237	22,988	Washington	11.2	12.1	43.0	39,398	68,305	Cache	8.4	8.8	32.5	35,737	42,222
Missouri:						Watonwan	3.5	4.2	14.6	17,426	24,189	Carbon	5.2	7.2	27.1	26,242	42,222
Callaway	5.2	6.2	23.6	20,474	33,328	Winona	9.3	11.5	40.6	44,500	63,691	Doggett	.1	.1	.4	139	1,111
Carter	.9	1.4	4.4	2,624	5,053	Wright	7.8	8.2	29.7	28,669	39,494	Davis	14.2	17.2	61.1	44,611	92,222
Crawford	2.3	3.1	10.6	10,374	14,067	Yellow Medicine	3.6	4.4	15.5	16,702	24,087	Duchesne	1.1	1.7	7.4	7,395	8,888
Dent	2.6	3.0	10.0	9,282	12,426	Wisconsin:						Emery	1.0	1.6	6.4	3,080	3,333
Franklin	10.6	12.3	40.5	51,227	63,726	Barron	9.1	9.6	33.0	43,641	45,464	Garfield	.4	.7	3.2	2,112	2,222
Gasconade	3.3	4.1	13.1	15,663	19,094	Buffalo	3.5	4.0	14.2	12,274	17,481	Iron	1.5	2.7	10.5	15,055	16,666
Howell	3.6	5.7	19.3	24,839	24,237	Burnett	1.9	2.2	7.5	7,072	9,114	Juab	1.1	1.5	5.6	5,004	5,555
Iron	1.5	1.9	7.4	5,784	8,115	Chippewa	11.7	13.1	49.2	52,239	65,697	Millard	1.6	1.7	6.9	8,156	8,888
Jefferson	19.1	21.3	66.5	44,518	109,335	Dunn	6.7	7.5	27.5	28,394	37,443	Morgan	.6	.7	2.9	2,695	2,777
Lincoln	5.1	5.7	15.9	15,552	25,048	Eau Claire	17.2	18.5	62.4	73,660	112,333	Piute	.2	.2	1.3	405	4,444
Madison	2.3	2.9	10.1	9,143	13,923	Pepin	2.1	2.2	7.5	8,237	10,020	Rich	.3	.3	1.3	711	7,777
Maries	1.7	2.1	7.0	3,864	8,871	Pierce	5.6	6.8	23.7	26,910	34,941	Salt Lake	105.2	113.9	380.1	506,869	692,222
Montgomery	3.1	3.4	10.4	13,865	15,514	Polk	7.1	7.8	26.0	29,335	36,120	Sanpete	2.6	2.8	10.4	8,753	9,999
Oregon	1.7	2.9	10.6	8,759	12,323	Rusk	3.7	4.6	16.3	14,330	22,465	Sevier	2.5	2.9	11.4	15,366	16,666
Osage	2.4	3.0	11.1	8,593	13,596	St. Croix	6.9	7.7	27.1	35,041	41,144	Summit	1.3	1.4	6.0	5,022	5,555
Perry	3.0	3.3	12.4	14,729	17,555	Trempealeau	6.2	6.8	24.5	28,743	30,273	Tooele	5.0	5.3	18.3	13,851	14,444
Phelps	5.9	8.2	27.4	29,408	39,675	Total	725.6	814.0	2,788.5	3,592,786	4,934,221	Uintah	1.6	2.7	11.4	12,458	13,333
Pike	5.2	5.9	17.0	20,542	28,817	ST. PETERSBURG-TAMPA, FLORIDA						Utah	26.7	29.0	110.1	99,860	1,111,111
Reynolds	1.0	1.5	5.6	3,205	5,741	Florida:						Wasatch	1.1	1.3	5.4	5,625	6,666
St. Charles	10.4	12.0	40.9	50,506	67,827	Charlotte	1.6	3.3	9.2	12,107	13,027	Wayne	.2	.2	1.4	835	8,888
St. Francois	10.1	11.6	39.4	36,208	59,401	De Soto	1.6	2.9	11.2	11,088	13,706	Weber	30.5	32.1	108.7	126,515	1,111,111
St. Louis	439.9	471.9	1,508.7	1,924,698	3,173,526	Glades	.5	.8	3.1	1,575	3,893	Wyoming:					
Ste. Genevieve	2.7	3.1	11.8	9,782	16,434	Hardee	2.3	3.9	13.4	15,954	17,455	Lincoln	1.4	2.4	8.1	10,676	11,111
Shannon	1.0	1.6	6.4	2,913	6,902	Hernando	1.7	3.1	10.3	10,541	13,651	Sweetwater	3.6	5.3	17.9	24,814	25,555
Texas	3.6	5.7	18.9	18,711	22,138	Highlands	3.6	6.3	20.7	27,683	31,327	Uinta	1.1	1.9	7.1	9,907	10,555
Warren	2.1	2.4	7.6	8,695	10,779	Hillsborough	111.5	126.4	386.6	515,238	644,164	Total	251.3	289.9	1,022.2	1,195,870	1,211,111
Washington	2.8	3.8	14.1	9,027	14,420	Lee	9.4	15.3	47.2	84,016	75,760	SAN ANGELO, TEXAS					
Total	842.2	930.7	3,007.5	3,498,070	5,702,436	Manatee	14.3	20.2	61.5	84,928	91,675	Texas:					
						Okeechobee	1.0	1.5	5.7	7,835	6,801	Coke	.9	1.0	3.5	3,846	5,555
						Pasco	5.8	10.5	33.5	31,217	45,417	Coleman	2.6	3.5	12.0	13,537	14,444
						Pinellas	94.5	125.8	330.9	544,797	639,707	Concho	.9	1.2	4.3	4,282	5,555
						Polk	45.8	58.9	186.5	243,349	298,601	Crockett	.7	1.1	4.3	4,743	7,777
						Sarasota	14.3	24.7	67.3	128,582	124,417	Iron	.3	.3	1.2	688	7,777
						Total	307.9	403.6	1,187.1	1,718,910	2,019,601	McCulloch	2.0	2.5	9.1	10,077	10,555
						ST. PAUL-MINNEAPOLIS, MINNESOTA						Menard	.7	.7	2.5	2,411	2,444
Iowa:						California:						Reagon	.7	.7	2.9	3,814	3,888
Dickenson	3.2	4.0	13.1	16,550	23,16	Calaveras	2.5	3.0	9.1	9,234	17,731	Runnels	3.3	4.6	16.5	19,425	20,555
Minnesota:						Merced	22.4	26.8	89.7	116,626	173,390	Schleicher	.4	.6	2.4	2,232	3,333
Anoka	16.0	19.9	68.9	42,294	107,087	Monterey	51.1	57.8	187.5	230,442	421,539	Sutton	.6	.9	3.6	4,965	5,555
Benton	3.3	5.0	18.9	19,952	23,550	San Benito	3.5	4.5	14.6	17,564	28,111	Tom Green	17.9	22.0	74.1	86,025	92,222
Blue Earth	11.3	12.0	41.9	65,497	73,153	San Luis Obispo	17.6	24.7	72.4	113,234	150,348	Total	31.0	39.1	136.4	156,045	212,222
Brown	7.3	8.1	28.6	35,692	43,013	Santa Barbara	42.0	49.7	146.2	243,501	321,495						
Carver	5.1	5.6	20.3	20,252	32,003	Santa Cruz	26.3	27.8	74.1	115,654	156,305						
Cass	3.0	5.1	18.7	14,320	20,188	Stanislaus	41.4	45.9	146.5	246,941	269,152						
Cass	3.0	5.1	18.7	14,320	20,188	Tuolumne	4.0	4.7	13.3	18,403	28,391						
Chippewa	3.3	4.7	16.6	22,402	26,478	Total	210.8	244.9	753.4	1,111,599	1,566,462						
Chicago	3.9	4.6	15.1	12,279	22,573	SALISBURY, MARYLAND											
Cottonwood	3.9	4.8	16.4	20,947	28,356	Delaware:											
Crow Wing	6.8	9.5	31.9	37,896	46,606	Sussex	UHF Data	22.1	70.1	116,520	127,315						
Dakota	17.6	20.0	71.4	64,839	115,703	Maryland:	not given										
Dodge	3.2	3.9	14.0	15,839	19,778	Somerset	on a	5.5	19.2	15,554	26,056						
Faribault	6.2	7.5	26.1	33,145	42,241	Wicomico	county basis	14.6	48.1	70,306	81,214						
Goodhue	9.2	9.7	33.0	39,385	52,754	Worcester		7.1	24.6	43,730	33,875						
Hennepin	237.9	255.4	820.7	1,327,683	1,763,172	Total	†33.1	49.3	162.0	246,110	268,460						
Hubbard	1.7	2.7	9.6	8,597	12,140	SALT LAKE CITY, UTAH											
Isanti	2.7	3.2	13.1	12,592	16,208	Colorado:											
Jackson	4.0	4.2	14.7	14,107	24,710	Moffat	1.0	1.8	5.9	11,000	11,508						
Kanabec	2.0	2.5	8.8	10,388	12,014	Rio Blanco	.8	1.3	4.6	6,314	10,029						
Kandiyohi	7.1	8.3	31.5	37,160	45,274	Idaho:											
Le Sueur	5.2	6.0	20.6	19,835	30,619	Bannock	10.6	13.6	49.0	64,793	86,909						
Lyon	4.8	6.6	23.5	35,165	39,286	Bear Lake	1.2										

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SAN ANTONIO, TEXAS <i>continued</i>														
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
Guadalupe	6.3	7.6	22,494	33,515	Kimble	.8	1.3	4,579	5,798	Mason	.9	1.3	4.5	4,164
Hays	4.1	5.4	21.7	17,352	Kinney	.3	.4	1,183	1,954	Maverick	2.0	3.1	14.2	15,779
Karnes	2.9	3.9	15.6	13,959	LaSalle	1.3	1.4	3,623	5,924	Medina	3.9	4.8	18.7	13,546
Kendall	1.4	1.7	5.7	6,423	Lavaca	4.0	5.4	19.0	16,928	Real	.5	.6	2.4	1,198
Kerr	2.9	4.4	15.2	19,577	Live Oak	1.3	2.0	8.0	6,668	Schleicher	.4	.6	2.4	2,232
					McMullen	.3	.3	1.5	487	Sutton	.6	.9	3.6	4,965
										Travis	50.6	60.9	212.5	238,918
										Uvalde	3.2	5.1	18.8	21,123
										Val Verde	2.8	5.3	21.5	19,745
										Victoria	10.6	16.8	53.5	57,497
										Wilcox	2.7	3.3	13.7	11,310
										Zavala	1.8	2.7	12.3	6,521
										Total	311.0	387.5	1,398.1	1,455,410

SAN DIEGO, CALIFORNIA

California:				
San Diego	283.5	310.6	983.6	1,283,812
Total	283.5	310.6	983.6	1,283,812

SAN FRANCISCO-OAKLAND, CALIFORNIA

California:				
Alameda	283.6	298.5	890.2	1,244,952
Calaveras	2.5	3.0	9.1	9,234
Contra Costa	105.3	117.2	391.4	424,076
Lake	3.0	4.0	11.5	17,399
Marin	37.7	45.5	140.2	173,900
Mendocino	12.2	14.8	46.9	66,504
Merced	22.4	26.8	89.7	116,626
Mono	.6	.8	2.5	3,769
Monterey	51.1	57.8	187.5	230,442
Napa	14.3	19.2	65.4	66,721
San Benito	3.5	4.5	14.6	17,564
San Francisco	260.2	273.9	774.1	1,278,095
San Joaquin	67.9	75.0	237.2	329,083
San Mateo	122.8	139.5	409.2	619,314
Santa Clara	163.0	207.3	613.0	858,645
Santa Cruz	26.3	27.8	74.1	115,654
Solano	34.9	37.1	126.1	161,277
Sonoma	43.0	50.1	145.0	216,940
Stanislaus	41.4	45.9	146.5	246,941
Tuolumne	4.0	4.7	13.3	18,403
Nevada:				
Lander	.2	.4	1.6	1,937
Mineral	1.4	1.9	6.3	7,214
Nye	.6	.9	2.5	5,924
Total	1,301.9	1,456.6	4,397.9	6,230,614

SAN JOSE, CALIFORNIA

California:				
Monterey	51.1	57.8	187.5	230,442
San Benito	3.5	4.5	14.6	17,564
Santa Clara	163.0	207.3	613.0	858,645
Santa Cruz	26.3	27.8	74.1	115,654
Total	243.9	297.4	889.2	1,222,305

SANTA BARBARA, CALIFORNIA

California:				
San Luis Obispo	17.6	24.7	72.4	113,234
Santa Barbara	42.0	49.7	146.2	243,501
Total	59.6	74.4	218.6	356,735

SAVANNAH, GEORGIA

Georgia:				
Appling	1.8	3.0	12.9	9,330
Bacon	1.7	2.3	9.0	8,069
Bryan	.9	1.0	4.4	2,916
Bulloch	3.6	6.2	24.6	20,701
Candler	1.1	1.9	7.4	6,542
Chatham	46.7	54.7	183.1	204,683
Coffee	3.7	6.5	27.1	22,413
Effingham	1.4	1.9	7.7	3,500
Evans	.9	1.7	6.8	8,552
Glynn	8.9	10.9	38.0	43,130
Jeff Davis	1.4	3.2	12.4	8,760
Liberty	1.5	2.6	10.6	7,888
Long	.5	.9	3.7	1,935
McIntosh	1.1	1.6	6.7	3,204
Montgomery	.9	1.6	6.9	2,229
Screven	2.6	4.4	17.3	11,173
Tattnall	2.1	3.7	15.5	11,337

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CHECK THESE REASONS WHY:

- Largest over-all average share of audience
- Most homes reached per average 1/4-hour
- Greatest number of "1/4-hour firsts"
- Most popular syndicated features
- Highest rated local news and public service programs

KRON-TV IS THE MOST CONSISTENTLY TOP-RATED NBC STATION IN THE FIRST 10 MARKETS

KRON-TV Channel 4 San Francisco

Represented by Peters, Griffin, Woodward, Inc.
Affiliated with NBC-San Francisco Chronicle

*ARB Reports, San Francisco, Jan. 1958-July 1960



MARIN

SAN FRANCISCO

ALAMEDA

OAKLAND

KTVU CHANNEL 2

San Francisco • Oakland

IMPACT

*In this San Francisco Bay Area
through local interest in Sports,
News and Personalities.*



represented by H-R Television, Inc.

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)
SAVANNAH, GEORGIA continued						Windham	6.4	8.7	30.5	41,413	53,597	Mason	4.4	4.6	14.4	15,776	
Telfair	1.5	2.8	12.0	9,873	12,244	Windsor	10.1	10.7	36.7	42,467	66,785	Pacific	4.0	5.0	14.8	14,523	
Toombs	2.6	3.7	15.2	18,196	16,185	Total	418.0	452.8	1,466.5	1,857,986	2,850,066	Pierce	91.0	98.9	328.1	357,965	
Wayne	2.1	4.0	16.1	17,410	16,483							San Juan	1.0	1.0	3.0	2,234	
Wheeler	.8	1.1	4.4	1,723	4,313							Skagit	13.3	16.5	51.9	56,233	
South Carolina:												Snohomish	44.9	50.0	147.0	180,591	
Beaufort	5.3	8.6	36.8	24,656	38,640	SCRANTON WILKES-BARRE, PENNSYLVANIA						Thurston	14.9	17.3	51.0	62,920	
Hampton	3.3	4.9	20.7	11,698	15,364	Pennsylvania:						Wahkiakum	.7	1.0	3.8	1,974	
Jasper	2.0	2.9	12.1	5,998	9,641	Cameron	UHF Data	1.9	6.9	6,975	12,945	Whatcom	20.6	25.0	74.6	93,063	
Total	98.4	136.1	511.4	463,916	624,270	Clinton	not given	11.1	39.1	41,917	62,611	Total	556.3	636.6	1,918.4	2,565,168	3
SCHEENECTADY-TROY-ALBANY, NEW YORK						Columbia	on a	16.9	57.5	67,542	90,726						
Massachusetts:						lackawanna county basis	70.3	246.5	272,255	404,138							
Berkshire	39.1	41.9	139.6	175,606	284,856	Luzerne	101.2	366.1	313,817	539,890							
New York:						Lycoming	32.3	107.4	131,576	167,781							
Albany	84.1	88.8	276.2	420,207	591,410	Montour	3.8	17.1	13,787	20,156							
Columbia	13.5	15.0	48.3	57,690	87,354	Northumberland	32.9	114.9	111,240	174,492							
Fulton	15.7	16.5	49.7	59,825	95,542	Snyder	7.6	28.5	26,802	36,990							
Greene	8.3	9.4	30.8	42,220	48,779	Sullivan	1.7	6.0	5,022	7,784							
Hamilton	1.1	1.4	4.4	5,939	7,156	Susquehanna	8.6	31.6	35,203	46,377							
Maxim	18.5	19.9	65.3	73,585	119,503	Union	6.4	26.9	24,311	37,647							
Montgomery	17.7	19.1	61.3	65,934	129,239	Wayne	7.5	27.3	34,839	39,488							
Rensselaer	41.5	44.1	144.8	163,912	290,812	Wyoming	4.7	16.2	19,942	23,893							
Saratoga	23.7	25.7	84.8	89,106	160,625	Total	1276.6	106.9	1,052.0	1,175,228	1,734,610						
Schenectady	49.3	52.2	162.8	188,375	379,369	SEATTLE-TACOMA, WASHINGTON											
Schoharie	6.7	7.7	25.6	26,990	45,509	Oregon:											
Ulster	31.8	35.9	113.0	154,844	205,757	Clatsop	7.7	8.9	27.4	34,477	53,278						
Warren	12.4	13.0	41.5	75,999	74,906	Columbia	5.0	6.5	21.5	19,831	34,713						
Washington	13.0	13.7	47.7	44,215	78,148	Washington:											
Vermont:						Clallam	8.2	9.0	28.2	36,385	52,954						
Addison	4.3	4.9	19.2	20,103	30,242	Grays Harbor	15.3	18.5	55.1	72,880	105,187						
Bennington	6.6	7.3	24.4	31,097	44,221	Island	4.0	6.1	18.7	14,465	28,980						
Orange	3.7	5.0	18.1	18,412	27,358	Jefferson	2.0	2.2	8.4	7,996	14,356						
Rutland	11.3	11.9	42.0	60,047	68,898	King	277.6	318.9	925.0	1,427,354	2,037,591						
						Kitsap	25.0	27.1	82.5	85,410	148,094						
						Kittitas	4.4	6.1	20.4	26,302	36,583						
						Lewis	12.3	14.0	42.6	54,789	69,005						

SEDALIA, MISSOURI					
Missouri:					
Benton	2.3	2.7	8.8	7,848	
Camden	1.8	2.1	7.6	8,495	
Cooper	4.0	4.6	15.1	19,050	
Monticau	2.8	3.2	10.0	10,952	
Morgan	2.4	2.9	9.1	10,584	
Petris	11.1	12.7	36.6	44,894	
St. Clair	2.6	2.8	8.8	7,021	
Total	27.0	31.0	96.0	108,844	

SHREVEPORT, LOUISIANA					
Arkansas:					
Columbia	4.6	6.6	24.7	21,517	
Hempstead	3.4	4.7	17.0	16,443	
Howard	1.7	2.3	8.8	8,813	
Lalayette	1.8	2.6	10.9	6,772	
Little River	1.7	2.3	8.9	6,308	
Miller	9.0	9.6	33.7	41,169	
Nevada	1.9	2.2	8.8	6,069	
Ouachita	7.2	8.1	29.5	27,351	
Sevier	1.5	2.3	8.4	9,797	
Louisiana:					
Bienville	3.0	4.1	16.2	9,315	
Bossier	10.9	12.4	52.6	43,082	
Caddo	55.5	61.5	208.0	208,989	
Claiborne	4.2	5.6	21.3	15,144	
DeSoto	4.5	5.5	21.9	14,791	
Jackson	2.7	3.5	14.0	13,883	
Lincoln	5.0	7.0	27.9	24,415	
Natchitoches	6.8	10.8	43.1	22,007	
Red River	2.1	2.7	11.0	7,420	
Sabine	3.3	5.3	20.5	11,050	
Webster	9.0	10.4	38.2	32,521	
Oklahoma:					
Choctaw	2.1	3.8	14.1	9,933	
McCurtain	3.5	6.5	26.5	16,249	
Texas:					
Bowie	17.8	20.3	68.7	64,598	
Camp	1.7	2.8	9.3	9,522	
Cass	4.7	6.1	23.0	18,470	
Cherokee	6.7	9.6	37.1	31,628	
Franklin	.9	1.4	5.4	4,345	
Gregg	17.9	23.1	73.1	111,434	
Harrison	10.5	14.3	53.0	40,580	
Lamar	7.3	12.4	41.5	36,403	
Marion	1.8	2.3	9.0	5,541	
Morris	1.9	3.2	11.7	9,070	
Nacogdoches	5.5	9.1	33.9	35,239	
Panola	2.5	4.4	17.8	14,248	
Polk	.5	.7	2.9	2,026	
Red River	3.3	5.2	18.1	13,583	
Rusk	9.1	12.0	43.0	32,945	
Sabine	1.2	1.7	7.0	9,106	
San Augustine	1.1	1.7	7.2	7,730	
Shelby	3.2	6.5	23.5	35,789	
Smith	19.2	24.7	85.0	99,545	
Titus	3.2	5.2	18.4	16,424	
Upshur	3.4	4.9	17.9	14,202	
Wood	3.5	5.0	17.2	18,199	
Total	272.3	358.4	1,200.7	1,203,665	

MISS BLUE
GET ME
WDAU-TV
IN SCRANTON

It's fun to play "ad executive" but smart advertising isn't child's play. There's a real good reason why more and more media men are saying "Get me WDAU-TV in Scranton." They've got the lowest cost-per-thousand in the market for one thing. And, what's more, they're delivering a greater audience than ever. (360,000 homes, which means 1 1/2 million potential customers.) It's no wonder WDAU-TV's got more national advertisers than ever before—how can a guy go wrong!!

Ask your nearest H-R man. He wouldn't kid you.

WDAU-TV 22
SCRANTON - WILKES BARRE

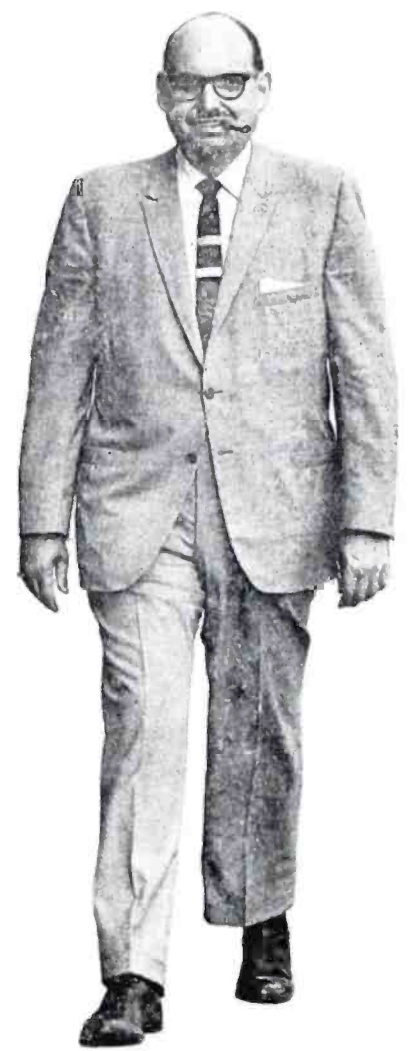


Call H-R for availabilities

SIOUX CITY, IOWA					
Iowa:					
Buena Vista	6.1	7.1	22.2	29,615	
Carroll	6.1	6.7	23.5	34,765	
Cherokee	4.8	5.2	18.8	24,027	
Clay	5.0	5.3	17.0	27,460	

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EPI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EPI (\$000)
Crawford	5.0	5.7	19.6	21,118	32,475	Loup	.3	.3	.9	337	1,399
Dickinson	3.2	4.0	13.1	16,550	23,160	Pierce	1.9	2.6	8.7	9,318	12,950
Emmet	3.2	4.5	15.1	18,086	28,020	Rock	.5	.8	2.7	2,778	3,975
Iowa	2.9	3.1	10.0	13,066	19,072	North Dakota:					
Keokuk	3.7	4.1	14.6	14,449	25,049	McIntosh	1.3	1.8	6.8	8,027	7,715
Monona	4.4	4.9	15.7	18,898	24,665	South Dakota:					
O'Brien	5.1	5.9	18.4	27,352	33,140	Aurora	.6	1.2	4.2	3,243	5,331
Osceola	2.5	2.7	9.6	10,759	17,519	Beadle	4.1	6.2	20.2	26,748	31,940
Palo Alto	3.0	4.3	15.2	16,945	23,487	Bennett	.5	.8	3.6	3,213	5,203
Phyllis	6.4	6.7	23.3	28,665	38,629	Bon Homme	1.9	2.2	7.6	7,711	11,513
Porcophonias	3.3	4.1	14.3	14,651	25,067	Brookings	4.3	5.2	18.0	22,267	27,802
Salt	4.4	5.5	17.8	21,377	31,245	Brown	7.6	10.3	34.1	58,028	55,257
Sioux	6.3	6.9	25.3	30,073	38,260	Brule	1.0	1.9	6.4	9,167	8,468
Woodbury	32.1	33.8	107.0	157,236	199,891	Buffalo	.3	.4	1.5	260	1,888
Minnesota:						Charles Mix	2.8	4.0	14.1	12,634	20,830
Jackson	4.0	4.2	14.7	14,107	24,710	Clark	1.7	2.2	7.6	6,745	10,808
Rock	2.5	3.3	11.4	13,329	21,383	Clay	2.8	3.3	11.0	10,158	16,805
Nebraska:						Codington	4.4	5.8	19.3	31,298	30,294
Anselmo	2.4	3.5	11.2	14,900	16,429	Davison	4.0	5.1	16.4	28,450	28,188
Boone	2.0	2.8	9.7	10,321	13,242	Day	2.4	3.0	10.2	10,401	13,912
Boyd	.7	1.3	4.6	4,237	6,400	Deuel	1.1	2.0	8.5	5,857	11,341
Burl	3.0	3.5	11.5	14,460	19,273	Douglas	.6	1.6	6.1	4,573	8,539
Cedar	3.4	3.7	13.8	12,605	19,828	Edmunds	.9	1.8	7.0	6,641	7,760
Cuming	3.2	3.8	13.4	14,570	20,563	Faulk	.7	1.3	4.8	3,946	6,865
Dakota	3.3	3.7	12.5	14,135	18,550	Grant	2.0	3.1	11.0	10,399	15,810
Dixon	2.5	2.6	8.7	8,192	12,329	Gregory	1.3	2.4	7.8	7,400	10,009
Halt	2.2	4.1	14.5	16,033	18,582	Haakon	.3	.8	3.1	5,597	5,981
Lincoln	3.1	4.1	13.7	13,012	23,088	Hamlin	1.4	2.1	7.1	5,636	9,711
Madison	7.4	8.1	26.4	39,274	40,331	Hand	1.1	1.9	6.6	7,156	10,092
Perce	1.9	2.6	8.7	9,318	12,950	Hanson	.9	1.0	3.9	1,575	5,455
Stanley	1.5	1.6	5.4	3,129	9,029	Hughes	2.2	3.4	11.9	17,961	21,451
Tharston	2.1	2.2	7.7	5,846	11,891	Hutchinson	2.5	3.3	11.5	11,610	14,492
Wayne	2.8	3.0	10.4	11,378	18,254	Hyde	.5	.6	2.1	2,518	3,492
South Dakota:						Jackson	.2	.6	2.2	2,917	3,022
Bon Homme	1.9	2.2	7.6	7,711	11,513	Jerauld	.6	.9	3.3	3,287	4,491
Charles Mix	2.8	4.0	14.1	12,634	20,830	Jones	.3	.4	1.6	2,300	2,312
Clay	2.8	3.3	11.0	10,158	16,805	Kingsbury	2.2	2.9	9.3	10,194	13,493
Douglas	.6	1.6	6.1	4,573	8,539	Lake	2.4	3.2	11.9	12,861	17,863
Hutchinson	2.5	3.3	11.5	11,610	14,492	Lincoln	3.0	3.2	10.5	9,666	15,227
Lincoln	3.0	3.2	10.5	9,666	15,227	Lyman	.7	1.2	5.0	4,091	8,555
Turner	2.7	3.1	11.0	9,075	15,034	McCook	2.0	2.9	10.0	9,411	13,582
Union	2.9	3.3	10.8	11,173	14,769	McPherson	.9	1.8	6.5	6,319	7,539
Yankton	3.9	4.9	17.4	21,078	24,734	Marshall	1.5	2.1	7.0	7,438	10,039
Total	178.6	207.5	698.8	841,616	1,155,490	Mellette	.4	.6	2.6	1,190	3,491
						Miner	1.2	1.6	5.3	4,349	7,279
						Minnehaha	25.8	27.2	86.5	134,207	154,615
						Moody	2.1	2.2	7.9	6,585	11,212
						Potter	.7	1.3	4.6	7,533	7,183
						Roberts	2.5	3.4	13.6	11,165	17,114
						Sanborn	.9	1.5	5.0	4,577	6,799
						Spink	2.0	3.0	11.0	10,472	15,650
						Stanley	.4	1.3	5.2	3,559	7,313
						Sully	.4	.8	2.6	2,390	5,344
						Todd	.5	1.6	6.6	1,217	5,506
						Tripp	1.6	2.7	9.3	15,279	12,811
						Turner	2.7	3.1	11.0	9,075	15,034
						Union	2.9	3.3	10.8	11,173	14,769
						Walworth	1.1	2.5	8.5	14,035	13,208
						Washabaugh	.1	.2	1.2	108	1,212
						Yankton	3.9	4.9	17.4	21,078	24,734
						Ziebach	.3	.6	2.4	1,455	3,028
						Total	223.3	288.1	1,001.9	1,193,814	1,567,096
SIoux FALLS, SOUTH DAKOTA						SOUTH BEND-ELKHART, INDIANA					
Iowa:						Indiana:					
Burns Vista	6.1	7.1	22.2	29,615	42,131	Elkhart	UHF Data	32.0	101.3	139,508	204,012
Clay	5.0	5.3	17.0	27,460	31,111	Fulton	not given	5.1	15.9	18,202	27,031
Dickinson	3.2	4.0	13.1	16,550	23,160	Kosciusko	on a	13.4	42.0	61,787	69,463
Emmet	3.2	4.5	15.1	18,086	28,020	Lagrange	county basis	5.1	18.6	18,931	26,355
Iowa	3.7	4.1	14.6	14,449	25,049	Marshall		10.0	32.6	41,307	62,986
Keokuk	5.1	5.9	18.4	27,352	33,140	St. Joseph		73.1	242.8	293,928	545,349
Monona	2.5	2.7	9.6	10,759	17,519	Michigan:					
Osceola	2.5	2.7	9.6	10,759	17,519	Cass		10.4	32.4	27,394	51,897
Phyllis	6.4	6.7	23.3	28,665	38,629	St. Joseph		15.5	46.4	54,364	79,514
Sioux	6.3	6.9	25.3	30,073	38,260	Total					
Minnesota:											
Big Stone	1.7	2.3	9.0	10,494	12,452						
Chippewa	3.3	4.7	16.6	22,402	26,478						
Dakota	4.0	4.2	14.7	14,107	24,710						
Kandiyohi	7.1	8.3	31.5	37,160	45,274						
Le Sueur	2.8	3.6	13.2	10,883	21,135						
Lincoln	2.3	2.9	10.1	1,378	16,925						
Lyons	4.8	6.6	23.5	35,165	39,286						
Murray	3.8	4.0	15.1	16,382	23,411						
North	5.9	6.2	22.7	28,626	38,429						
Wadena	3.7	3.9	14.4	18,625	22,177						
Wadena	2.5	3.3	11.4	13,329	21,383						
Wadena	2.0	2.9	11.2	14,720	18,722						
Wadena	3.1	4.1	14.8	18,403	22,671						
Wadena	1.4	2.2	7.8	9,272	11,490						
Wadena	3.6	4.4	15.5	16,702	24,087						
Nebraska:											
Boyd	.7	1.3	4.6	4,237	6,400						
Boone	.8	1.4	4.6	6,872	8,049						
Boyd	1.6	2.6	8.8	12,422	14,930						
Boyd	2.2	4.1	14.5	16,033	18,582						
Boyd	.2	.4	2.1	998	2,687						
Boyd	3.1	4.1	13.7	13,012	23,088						
SPARTANBURG-GREENVILLE, SOUTH CAROLINA-ASHEVILLE, NORTH CAROLINA						Georgia:					
						Elbert	3.4	4.2	17.1	13,850	19,764



GET YOUR FOOT IN EVERY DOOR!

You can't hop, skip and jump your way through KELO-LAND, not without leaving many untold, unsold families. No one local tv station alone can begin to cover KELO-LAND'S 103 counties (in South Dakota, Minnesota, Iowa, Nebraska, and North Dakota). Nor can any piecemeal "package" of two or three unrelated local stations. Only one television beam does deliver all 103 counties to you—completely, simultaneously, no gaps! That's powerful KELO-TV SIOUX FALLS and its KELO-LAND booster hookups. And all with one single-station rate card, at lowest cost per thousand. Ask for it by name—KELO-LAND.

CBS - ABC

KELO-TV LAND

KELO-TV SIOUX FALLS: and boosters
 KDLO-TV Aberdeen, Huron, Watertown
 KPLO-TV Pierre, Valentine, Chamberlain
JOE FLOYD, President

Evans Nord, Gen. Mgr.—Larry Benson, V.P.
 Represented by H-R
 In Minneapolis by Wayne Evans & Assoc.

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GETTING IN TO SEE THE CLIENT

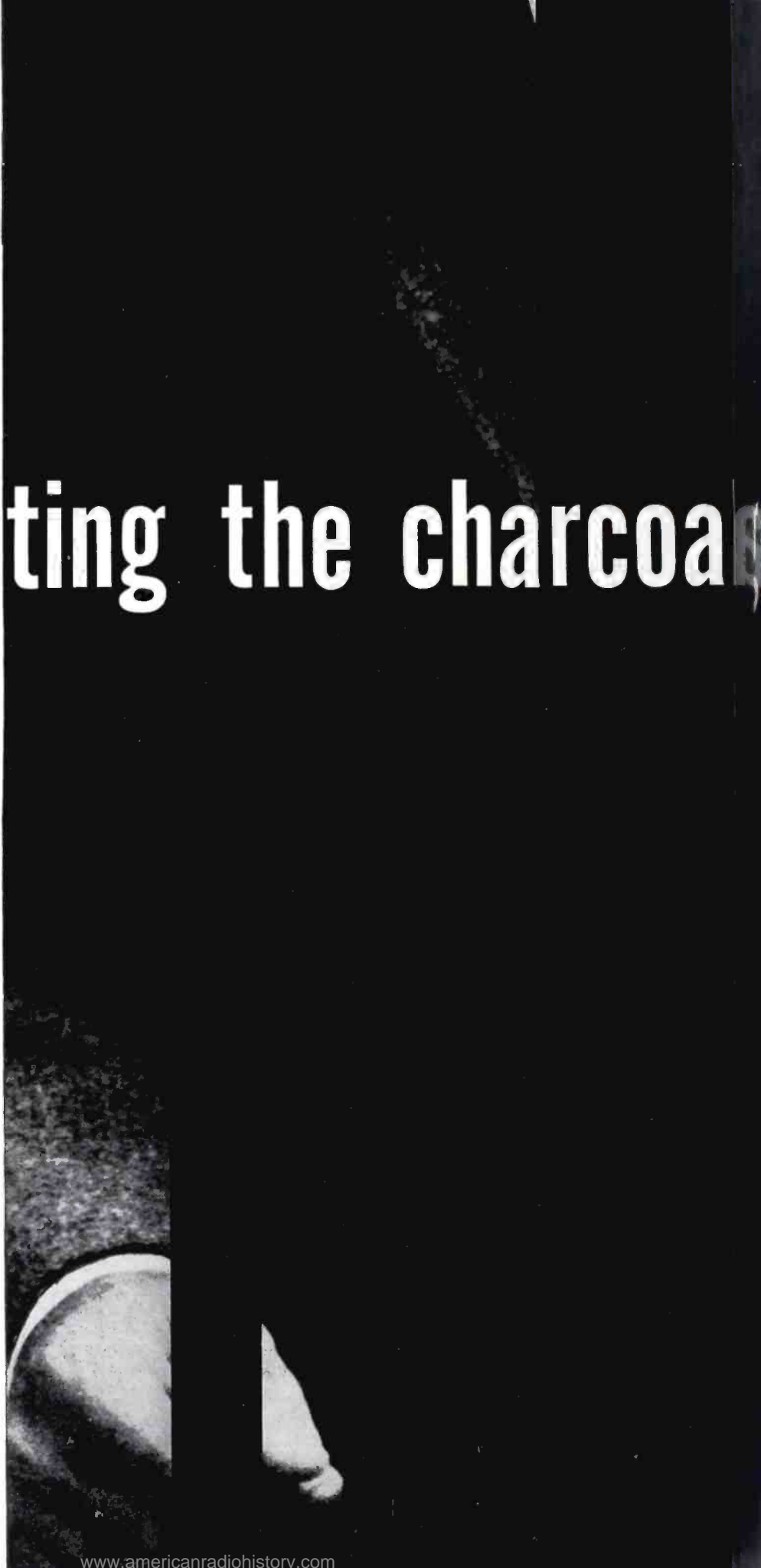
Telling your story directly to the advertising and sales manager—it's a tough job, but an important one. One out of every four television stations now on the air is advertising in this issue of Television Magazine because it is used by almost all of TV's important clients. When you tell your story in Television Magazine, you're reaching the advertising man at the precise moment he is looking for information on your market and making his buying decision. You talk directly to the advertiser when you tell your story in Television Magazine.

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	EBI (\$000)
Pleasant	1.0	1.6	6.7	5,522	7,690	Cortland	11.6	12.2	40.0	53,066	73,818
Preston	5.3	6.3	26.1	13,560	30,743	Delaware	12.3	13.9	46.4	59,806	81,336
Randolph	4.5	6.9	28.3	22,427	32,910	Hamilton	1.1	1.4	4.4	5,939	7,156
Taylor	3.0	4.3	16.2	11,153	21,316	Jefferson	22.8	26.9	88.2	121,916	160,721
Tucker	1.3	2.1	8.6	5,344	9,406	Lewis	5.9	6.5	23.3	20,445	36,764
Tyler	2.1	2.7	10.1	7,171	12,709	Madison	14.1	15.6	53.5	60,246	99,251
Uphur	3.0	5.0	19.0	13,895	24,036	Onelda	68.8	72.6	247.6	324,316	462,432
Weizel	4.1	4.7	18.1	17,707	23,474	Onondaga	114.7	123.8	410.3	548,101	853,133
Total	332.9	381.5	1,351.1	1,315,552	2,223,848	Ontario	17.2	19.8	68.9	84,480	126,020
STOCKTON-SACRAMENTO, CALIFORNIA						Oswego	23.1	24.5	83.8	85,333	141,350
California:						Sequoia	15.9	17.2	54.5	66,952	100,795
Amador	2.2	2.9	8.9	12,298	16,970	Schuyler	3.9	4.1	13.4	15,371	20,480
Butte	21.9	25.5	73.6	122,824	144,811	Seneca	6.6	8.0	33.6	28,156	52,384
Calaveras	2.5	3.0	9.1	9,234	17,731	Steuben	25.1	29.6	99.7	111,918	178,085
Colusa	2.6	3.2	10.2	17,154	21,886	Tompkins	17.6	18.6	66.6	78,606	144,848
El Dorado	5.0	7.7	22.5	39,411	41,556	Wayne	16.8	20.5	70.2	123,640	119,013
Glenn	3.6	4.0	13.2	25,635	27,571	Yates	5.3	5.6	17.5	18,950	33,510
Lassen	3.1	4.2	13.8	20,526	29,211	Pennsylvania:					
Merced	22.4	26.8	89.7	116,626	173,390	Potter	3.4	4.7	15.9	17,900	23,728
Nevada	4.6	5.7	16.4	27,293	31,955	Tioga	9.0	10.6	36.3	44,680	54,962
Placer	13.4	15.9	51.7	82,892	93,729	Total	455.6	502.2	1,691.5	2,141,516	3,178,168
Plumas	2.7	2.9	9.5	14,701	21,302	TACOMA-SEATTLE, WASHINGTON					
Sacramento	132.2	155.9	468.3	738,865	1,086,008	Oregon:					
San Joaquin	67.9	75.0	237.2	329,083	490,613	Clatsop	7.7	8.9	27.4	34,477	53,278
Sierra	.4	.6	2.3	1,844	4,334	Columbia	5.0	6.5	21.5	19,831	34,713
Solano	34.9	37.1	126.1	161,277	274,011	Washington:					
Sonoma	41.4	45.9	146.5	246,941	269,152	Clallam	8.2	9.0	28.2	36,385	52,954
Stanislaus	7.9	9.5	30.3	30,702	59,934	Grays Harbor	15.3	18.5	55.1	72,880	105,187
Sutter	5.7	7.5	23.0	31,244	46,574	Island	4.0	6.1	18.7	14,465	28,980
Tehama	4.0	4.7	13.3	18,403	28,391	Jelferson	2.0	2.2	8.4	7,996	14,356
Tuolumne	14.2	18.1	57.5	81,210	119,867	King	277.6	318.9	925.0	1,427,354	2,037,591
Yuba	6.5	7.8	27.7	60,268	50,671	Kitsap	25.0	27.1	82.5	85,410	148,094
Nevada:						Kititas	4.4	6.1	20.4	26,302	36,585
Washoe	27.6	29.9	84.6	148,341	207,491	Lewis	12.3	14.0	42.6	54,789	69,003
Total	426.7	493.8	1,535.4	2,336,772	3,257,161	Mason	4.4	4.6	14.4	15,776	26,239
SUPERIOR, WISCONSIN-DULUTH, MINNESOTA						Pacific	4.0	5.0	14.8	14,523	25,242
Michigan:						Pierce	91.0	98.9	328.1	357,965	608,404
Gogebic	6.4	7.9	26.1	27,438	37,275	San Juan	1.0	1.0	3.0	2,234	5,050
Minnesota:						Skagit	13.3	16.5	51.9	56,233	81,183
Annis	3.1	3.7	12.9	10,356	16,487	Snohomish	44.9	50.0	147.0	180,591	253,928
Beltrami	3.7	6.9	24.8	24,831	31,455	Thurston	14.9	17.3	51.0	62,920	96,534
Carlton	5.8	7.4	28.3	24,336	42,177	Wahkiakum	.7	1.0	3.8	1,974	5,986
Cook	1.1	1.3	3.9	3,667	5,108	Whatcom	20.6	25.0	74.6	93,063	123,802
Crow Wing	6.8	9.5	31.9	37,896	46,606	Total	556.3	636.6	1,918.4	2,565,168	3,807,109
Hubbard	1.7	2.7	9.6	8,597	12,140	TALLAHASSEE, FLORIDA-THOMASVILLE, GEORGIA					
Itasca	9.3	11.2	38.3	35,332	56,537	Florida:					
Kandiyohing	2.8	5.0	17.5	19,308	27,476	Bay	14.2	19.0	68.3	80,254	105,891
Lake	3.8	4.4	12.2	10,650	22,265	Calhoun	1.3	2.1	8.3	5,885	7,846
Le Sueur	4.6	5.1	18.1	14,664	23,426	Dixie	.6	1.0	4.3	3,972	4,313
St. Louis	66.3	71.8	231.0	260,718	416,544	Franklin	.8	2.0	7.0	7,458	7,937
Wadena	2.2	4.2	15.3	23,180	19,848	Gadsden	5.6	10.9	45.7	29,054	45,653
Wisconsin:						Gulf	1.9	3.0	10.7	11,734	13,356
Ankand	4.8	5.3	19.0	23,640	25,176	Hamilton	1.6	2.1	8.3	5,660	7,969
Bayfield	3.0	3.3	11.4	6,787	13,821	Jackson	5.6	9.4	39.3	30,318	39,154
Douglas	12.9	14.3	47.9	50,480	81,160	Jefferson	1.6	2.6	10.2	6,925	9,806
Iron	2.2	2.3	7.2	6,976	10,461	Lafayette	.5	.7	3.0	2,076	3,066
Sawyer	2.4	3.0	10.0	12,585	12,437	Leon	9.7	20.4	81.9	89,459	125,537
Vilas	2.2	2.5	8.5	15,703	10,169	Liberty	.3	.8	2.9	1,577	3,087
Washburn	2.7	2.9	10.0	20,122	13,044	Madison	2.2	3.5	15.0	9,973	13,379
Total	147.8	174.7	583.9	637,266	923,612	Taylor	2.4	4.2	15.2	13,689	17,079
SWEETWATER, TEXAS						Wakulla	.6	1.4	5.6	3,099	5,282
Texas:						Georgia:					
Fisher	2.0	2.2	8.6	7,403	12,676	Atkinson	1.0	1.5	6.4	1,747	5,968
Haskell	2.7	3.0	11.5	11,343	17,100	Baker	.6	1.2	5.4	1,438	4,429
Jones	4.9	5.8	19.3	24,315	30,256	Ben Hill	2.2	3.6	12.1	14,559	14,705
Mitchell	3.3	3.9	13.9	13,310	22,644	Berrien	1.8	3.2	13.4	12,195	13,854
Nolan	4.7	6.1	20.0	26,145	34,447	Brooks	1.8	3.5	15.9	11,075	20,186
Scary	7.2	9.6	32.5	25,078	59,304	Calhoun	1.2	2.9	11.5	4,853	10,443
Snowwall	.7	1.0	3.9	2,985	6,986	Coffee	3.7	6.5	27.1	22,413	28,084
Taylor	21.2	27.0	89.6	132,257	154,455	Colquitt	6.2	8.4	32.8	31,382	38,528
Total	46.7	58.6	199.3	242,836	337,868	Cook	1.4	3.0	11.6	9,045	11,833
SYRACUSE, NEW YORK						Decatur	4.3	7.1	26.5	19,626	29,881
New York:						Dougherty	13.2	17.1	58.2	78,816	91,199
Cayuga	20.6	21.9	74.2	83,460	134,134	Early	2.2	3.2	12.7	11,288	13,008
Chautauq	28.2	30.8	98.5	128,219	192,790	Echols	.3	.5	2.6	322	2,399
Chesango	11.6	13.4	44.7	60,016	81,458	Grady	2.5	4.8	18.5	12,617	19,087

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TALLAHASSEE, FLA.-THOMASVILLE, GA.						Vigo						TOLEDO, OHIO					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
continued						Warron						Indiana:					
Irwin	1.4	2.5	11.3	6,175	10,952	Total						Stauben					
Jeff Davis	1.4	3.2	12.4	8,760	11,495	32.5	34.6	106.9	144,805	201,195	Michigan:						
Lanier	.8	1.4	5.1	2,600	4,975	2.4	2.5	8.1	3,751	14,471	Hillsdale						
Lowndes	8.4	13.6	49.1	53,280	63,288	TEXARKANA, TEXAS						Lenawee					
Miller	1.1	1.8	7.3	4,621	7,599	Arkansas:						Monroe					
Mitchell	2.9	5.5	22.8	17,961	22,722	Columbia						Ohio:					
Randolph	1.9	2.7	11.5	7,110	11,616	Hempstead						Allen					
Seminole	1.1	2.0	7.9	7,526	8,162	Howard						Auglaize					
Thomas	6.2	9.8	36.9	32,707	43,444	Howard						Defiance					
Tift	4.0	6.2	23.2	22,922	28,521	Lafayette						Erie					
Worth	2.5	4.1	17.6	8,551	17,005	Little River						Fulton					
Total	123.0	202.4	785.5	704,722	942,738	Miller						Hancock					
TAMPA-ST. PETERSBURG, FLORIDA						Montgomery						Hardin					
Florida:						Nevada						Henry					
Charlotte	1.6	3.3	9.2	12,107	13,027	Ouachita						Huron					
De Soto	1.6	2.9	11.2	11,088	13,706	Pike						Lucas					
Glades	.5	.8	3.1	1,575	3,893	Polk						Ottawa					
Hardee	2.3	3.9	13.4	15,954	17,455	Scott						Paulding					
Hernando	1.7	3.1	10.3	10,541	13,651	Sevier						Putnam					
Highlands	3.6	6.3	20.7	27,683	31,327	Oklahoma:						Sandusky					
Hillsborough	111.5	126.4	386.6	515,238	644,164	Choctaw						Seneca					
Lee	9.4	15.3	47.2	84,016	75,760	McCurtain						Williams					
Manatee	14.3	20.2	61.5	84,928	91,675	Texas:						Wood					
Okeechobee	1.0	1.5	5.7	7,835	6,801	Bowie						Wyandot					
Pasco	5.8	10.5	33.5	31,217	45,417	Camp						Total					
Pinellas	94.5	125.8	330.9	544,797	639,707	Cass						414.2					
Polk	45.8	58.9	186.5	243,349	298,601	Franklin						450.3					
Sarasota	14.3	24.7	67.3	128,582	124,417	Marion						1,471.6					
Total	307.9	403.6	1,187.1	1,718,910	2,019,601	Morris						1,759,359					
TEMPLE-WACO, TEXAS						Red River						2,811.1					
Texas:						Titus											
Bell	21.1	28.4	109.1	88,436	175,949	Total											
Bosque	2.2	3.4	11.1	10,421	14,505	78.5											
Brazos	9.1	13.5	49.1	44,166	71,088	105.5											
Burleson	2.1	2.8	10.5	7,321	11,908	385.7											
Comanche	2.4	3.6	12.6	13,947	17,453	338.750											
Coryell	3.4	5.7	19.1	14,995	23,813	430.676											
Falls	4.8	6.3	22.8	20,482	25,896												
Freestone	2.4	4.3	15.4	12,476	17,333												
Hamilton	2.1	3.0	10.1	10,527	13,020												
Hill	7.3	8.1	27.3	25,033	37,788												
Lampasas	2.3	3.4	10.8	12,698	13,848												
Lee	1.7	2.4	9.4	8,757	10,041												
Limestone	4.1	5.9	21.5	17,150	23,730												
McLennan	38.5	43.9	149.1	181,776	223,324												
Milam	4.5	6.8	23.1	19,660	25,004												
Mills	1.1	1.4	4.8	4,358	7,001												
Robertson	3.4	4.9	18.5	16,531	19,518												
San Saba	1.4	2.3	7.6	6,594	9,849												
Williamson	8.6	10.7	37.8	36,998	47,356												
Total	122.5	160.8	569.7	552,326	788,424												
TERRE HAUTE, INDIANA						THOMASVILLE, GEORGIA-TALLAHASSEE, FLORIDA											
Illinois:						Florida:											
Clark	5.0	5.6	17.4	18,559	30,224	Bay											
Coles	12.4	13.7	42.9	62,679	80,908	Colhoun											
Crawford	6.2	6.6	20.7	23,785	37,526	Dixie											
Cumberland	2.5	3.4	11.3	7,336	17,115	Franklin											
Edgar	7.0	7.7	23.8	25,238	42,603	Gadsden											
Effingham	6.0	6.8	23.0	39,111	38,355	Gulf											
Jasper	3.8	4.2	13.6	9,601	19,783	Hamilton											
Lawrence	5.5	6.0	19.3	17,066	33,135	Jackson											
Richland	5.0	5.9	17.2	20,236	30,601	Jefferson											
Vermilion	27.3	31.8	99.7	124,385	198,212	Lafayette											
Indiana:						Leon											
Clay	7.4	8.3	25.5	23,024	42,507	Liberty											
Daviess	7.4	8.1	27.7	25,165	40,565	Madison											
Fountain	5.6	6.5	19.9	22,863	32,637	Taylor											
Greene	8.1	8.8	27.1	26,461	40,090	Wakulla											
Knox	12.7	13.5	43.5	51,153	70,721	Georgia:											
Montgomery	9.8	10.6	32.7	38,771	60,084	Atkinson											
Owen	3.2	3.5	11.3	8,757	15,327	Baker											
Parke	4.4	4.8	15.2	12,522	22,756	Ben Hill											
Putnam	6.7	7.0	24.5	25,703	38,187	Berrien											
Sullivan	6.2	6.6	20.7	18,917	31,972	Brooks											
Vermillion	5.2	5.8	18.4	17,832	25,918	Calhoun											
						Coffee											
						Colquitt											
						Cook											
						Decatur											
						Dougherty											
						Early											
						Echols											
						Grady											
						Irwin											
						Jeff Davis											
						Lanier											
						Lowndes											
						Miller											
						Mitchell											
						Randolph											
						Seminole											
						Thomas											
						Tift											
						Worth											
						Total											
						123.0											
						202.4											
						785.5											
						704,722											
						942,738											
						TROY-ALBANY-SCHENECTADY, NEW YORK											
						Massachusetts:											
						Berkshire											
						New York:											
						Albany											
						Columbia											

penetrating the charcoal



gray curtain

To quote Foote, Cone & Belding's president Fairfax Cone: "... every moment of the reader's and viewer's time has become more precious.

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TELEVISION
MAGAZINE

VALLEY CITY, NORTH DAKOTA <i>continued</i>										WATERBURY, CONNECTICUT—Data Income						
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)		
Grant	1.8	2.8	10.0	11,025	14,424	Caroline	5.0	5.3	18.0	21,892	26,381	WATERBURY, CONNECTICUT—Data Income				
Kitson	1.7	2.6	9.3	7,835	15,066	Carroll	13.4	14.1	54.2	53,415	77,899	WATERLOO-CEDAR RAPIDS, IOWA				
lake of Woods	.7	1.3	4.8	4,431	6,350	Charles	6.5	8.5	36.1	34,945	48,231	Iowa:				
Mahnomen	1.1	1.5	6.8	5,077	7,630	Dorchester	7.7	8.1	28.9	28,296	41,044	Allamakee	3.7	4.5	15.8	18,871
Marshall	2.7	4.1	15.6	12,770	20,238	Frederick	17.5	19.0	71.7	72,607	112,387	Benton	6.6	7.6	24.0	31,121
Norman	2.3	3.2	12.3	12,061	17,433	Howard	7.0	8.7	33.7	29,125	52,244	Black Hawk	35.7	38.7	125.3	158,865
Otter Tail	9.8	13.3	50.4	46,732	67,599	Kent	4.1	4.4	15.3	17,831	23,578	Bremer	5.1	6.1	20.6	27,550
Pennington	2.7	3.4	12.2	15,427	18,845	Montgomery	86.5	94.5	310.1	420,119	794,835	Buchanan	5.6	5.9	21.9	20,543
Polk	8.0	10.7	38.4	40,304	59,585	Prince George	89.2	112.2	391.0	378,311	791,640	Butler	4.8	5.4	17.8	23,543
Red Lake	1.0	1.3	5.4	4,311	6,481	Queen Annes	4.1	4.8	16.7	15,110	21,804	Cedar	5.2	5.9	19.6	26,959
Roseau	2.4	3.8	14.2	12,959	18,027	St. Marys	8.1	9.8	44.3	27,854	67,223	Cerro Gordo	15.9	16.9	53.3	78,985
Wilkin	2.4	2.5	9.7	10,228	15,778	Talbot	5.7	6.4	21.6	42,658	32,880	Chickasaw	3.6	4.2	14.3	16,788
North Dakota:					Wisconsin:											
Barnes	4.4	4.7	17.3	21,853	23,081	Washington	22.9	26.8	93.4	101,473	160,371	Clayton	5.1	6.5	22.3	24,449
Benson	1.5	2.2	8.9	6,219	11,127	Wicomico	13.3	14.6	48.1	70,306	81,214	Delaware	4.7	5.2	17.8	17,927
Cass	18.5	20.4	71.6	117,877	127,735	Pennsylvania:					Dubuque	20.5	22.2	82.3	102,964	
Cavalier	1.5	2.3	9.5	10,109	13,468	Adams	11.2	13.9	50.4	52,819	78,003	Fayette	6.8	8.3	28.8	35,009
Dickey	1.9	2.4	8.4	9,588	11,003	Franklin	19.8	24.0	84.5	114,109	132,910	Floyd	6.0	6.9	21.9	24,992
Eddy	.9	1.3	4.8	6,585	6,371	Virginia:					Franklin	4.6	5.2	16.9	21,267	
Foster	1.1	1.5	5.3	8,240	6,628	Arlington	72.5	81.4	269.1	411,760	675,995	Grundy	3.8	4.6	14.7	18,474
Grand Forks	10.8	13.4	48.4	71,226	81,568	Caroline	2.4	3.0	13.4	8,675	13,716	Hardin	6.7	7.0	21.0	34,618
Griggs	1.1	1.4	4.7	5,915	6,967	Clarke	1.6	2.1	8.1	6,529	10,137	Howard	3.0	3.7	13.2	15,375
La Motre	1.6	2.1	8.2	9,676	9,191	Culpeper	2.8	3.3	13.7	19,496	16,293	Iowa	4.1	4.9	15.6	21,770
McIntosh	1.3	1.8	6.8	8,027	7,715	Fairfax	55.6	69.5	234.1	204,287	473,788	Jefferson	4.9	5.8	17.5	19,262
Nelson	1.5	1.7	6.6	9,065	9,665	Fauquier	5.0	5.9	23.5	20,386	29,406	Johnson	12.1	14.8	54.7	60,323
Pembina	2.3	3.4	13.0	13,657	20,701	Frederick	9.0	10.4	37.5	51,413	51,251	Jones	5.2	5.8	19.4	27,149
Ramsey	2.0	3.2	13.0	22,566	20,369	Greene	1.0	1.1	5.0	1,043	4,935	Keokuk	4.8	5.3	16.4	17,991
Ransom	1.7	2.1	7.9	11,805	10,692	King George	1.4	1.7	6.8	3,332	9,575	Linn	39.1	41.5	127.3	199,104
Richland	4.6	5.2	18.8	22,468	29,769	Loudoun	5.3	6.2	25.5	23,582	31,389	Louisa	2.8	3.0	10.0	11,175
Polette	1.4	2.3	10.0	7,771	9,479	Madison	1.5	2.1	9.0	3,794	8,291	Mahaska	6.7	7.7	24.2	32,643
Sargent	1.5	1.7	6.4	4,166	8,185	Orange	2.7	3.4	13.9	15,950	17,517	Marshall	11.0	11.9	38.3	54,757
Sheridan	.8	1.1	4.5	3,148	6,380	Page	3.1	4.0	15.5	13,980	17,321	Muscatine	10.0	10.5	33.7	48,285
Stutsman	5.5	7.0	26.8	36,060	37,800	Prince William	7.2	9.6	38.4	35,850	64,393	Paweshiek	4.7	6.1	21.0	24,973
Towner	.7	1.2	4.7	5,246	6,868	Rappahannock	1.0	1.5	6.9	2,896	5,529	Tama	6.0	6.8	22.1	28,507
Trails	2.6	2.9	10.8	14,349	16,857	Richmond	1.2	1.9	7.7	10,003	8,378	Wapello	14.2	16.6	51.4	56,773
Walsh	3.1	4.6	20.7	23,705	29,003	Rockingham	11.1	14.1	54.3	57,319	73,846	Washington	5.6	6.8	21.5	32,113
Wells	1.8	2.7	10.0	11,212	13,680	Shenandoah	4.5	6.0	22.6	22,518	26,102	Winneshiak	5.1	6.1	21.2	20,071
South Dakota:					West Virginia:					Wisconsin:						
Day	2.4	3.0	10.2	10,401	13,912	Berkeley	6.7	8.3	30.5	29,154	45,943	Grant	10.9	13.0	45.1	59,067
McPherson	.9	1.8	6.5	6,319	7,539	Hampshire	1.8	3.3	13.4	7,763	13,905	Total	297.5	334.8	1,102.6	1,421,829
Marshall	1.5	2.1	7.0	7,438	10,039	Jefferson	3.8	4.3	16.5	16,282	20,987					
Total	132.5	170.5	636.1	746,756	940,738	Mineral	3.5	5.7	21.0	14,712	26,723					
						Morgan	1.3	2.3	8.5	5,151	9,736					
						Total	861.8	994.0	3,497.3	4,358,214	6,928,016					

WACO-TEMPLE, TEXAS					
Texas:					
Bell	21.1	28.4	109.1	88,436	175,949
Bosque	2.2	3.4	11.1	10,421	14,505
Brozos	9.1	13.5	49.1	44,166	71,088
Burleson	2.1	2.8	10.5	7,321	11,908
Comanche	2.4	3.6	12.6	13,947	17,453
Coryell	3.4	5.7	19.1	14,995	23,813
Falls	4.8	6.3	22.8	20,482	25,896
Freestone	2.4	4.3	15.4	12,476	17,333
Hamilton	2.1	3.0	10.1	10,527	13,020
Hill	7.3	8.1	27.3	25,033	37,788
Lampasas	2.3	3.4	10.8	12,698	13,848
Len	1.7	2.4	9.4	8,757	10,041
Limestone	4.1	5.9	21.5	17,150	23,730
McLennan	38.5	43.9	149.1	181,776	223,324
Millam	4.5	6.8	23.1	19,660	25,004
Mills	1.1	1.4	4.8	4,358	7,001
Robertson	3.4	4.9	18.5	16,531	19,518
San Saba	1.4	2.3	7.6	6,594	9,849
Williamson	8.6	10.7	37.8	36,998	47,356
Total	122.5	160.8	569.7	552,376	788,474

WASHINGTON, DISTRICT OF COLUMBIA					
Delaware:					
Sussex	21.0	22.1	70.1	116,520	127,315
District of Columbia:					
Dist. of Col.	228.5	242.2	830.0	1,411,414	1,986,579
Maryland:					
Alligany	22.5	26.3	91.8	89,496	141,702
Anne Arundel	43.6	54.7	204.7	185,594	349,472
Calvert	3.4	3.7	15.2	11,192	18,834

WASHINGTON-GREENVILLE, NORTH CAROLINA					
North Carolina:					
Beaufort	8.5	8.9	36.6	32,084	36,951
Bertie	4.5	5.1	22.9	12,472	22,399
Carteret	4.7	7.4	29.1	24,463	35,555
Chowan	2.0	3.2	13.8	10,485	14,518
Craven	12.6	15.1	63.0	50,050	84,055
Dare	.9	1.4	5.6	5,894	6,266
Duplin	6.5	9.9	42.7	25,427	39,009
Edgecombe	10.3	12.1	53.7	42,614	61,846
Franklin	4.5	6.9	30.3	15,546	30,651
Greene	2.7	3.6	18.0	7,493	18,427
Halifax	9.8	13.8	58.7	51,836	65,836
Harnett	8.3	13.0	55.3	40,494	62,828
Hyde	1.0	1.4	5.8	2,176	5,169
Johnston	11.3	16.0	67.0	49,271	69,200
Jones	1.6	2.6	11.6	3,844	10,631
Lenoir	10.2	14.2	55.1	59,288	66,972
Martin	4.7	6.2	29.8	22,137	27,073
Nash	10.6	16.0	63.1	47,936	76,914
Northampton	4.7	5.8	27.8	10,530	24,671
Onslow	5.9	7.0	69.0	50,957	87,155
Pamlico	1.7	2.8	11.8	3,488	11,355
Pender	2.8	4.6	19.6	6,597	17,582
Pitt	13.7	15.0	66.9	65,157	73,676
Tyrrell	.8	1.2	5.2	3,215	4,853
Warren	3.2	4.4	21.2	9,568	18,980
Washington	2.1	3.0	13.4	9,955	14,793
Wayne	13.3	17.1	72.7	71,145	75,547
Wilson	11.1	15.0	60.2	47,891	77,678
Total	174.0	232.7	1,028.9	782,013	1,140,590

WATERTOWN-CARTHAGE, NEW YORK				
New York:				
Franklin	10.1	12.2	44.6	53,994
Jefferson	22.8	26.9	88.2	121,916
Lewis	5.9	6.5	23.3	20,445
St. Lawrence	25.4	34.4	124.8	154,260
Total	64.9	80.0	280.9	350,615

WAUSAU, WISCONSIN				
Michigan:				
Iron	4.5	5.8	18.7	21,287
Ontonagon	2.4	3.0	10.3	8,627
Wisconsin:				
Adams	2.0	2.4	7.5	6,116
Clark	7.7	9.4	33.6	36,273
Florence	.8	.8	3.6	2,914
Forest	1.4	1.7	6.7	6,306
Iran	2.2	2.3	7.2	6,976
Juneau	4.0	5.1	18.1	20,453
Langlade	5.2	5.8	20.9	27,217
Lincoln	5.7	6.4	22.2	26,797
Marathon	22.3	25.4	92.1	94,514
Oneida	5.5	7.0	23.1	29,364
Portage	8.4	9.6	37.1	39,348
Price	2.9	3.4	12.1	14,571
Showano	8.5	9.3	35.1	31,389
Taylor	3.9	4.7	17.7	15,248
Vilas	2.2	2.5	8.5	15,703
Waupaca	9.7	10.2	35.0	46,365
Waushara	3.4	4.0	13.5	13,785
Wood	13.9	17.4	62.4	73,343
Total	116.6	136.2	485.4	536,596

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	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
LACO-HARLINGEN, TEXAS											
						Knox	1.9	2.3	8.6	10,970	13,853
						Montague	3.9	5.1	16.5	18,033	23,394
	30.5	42.7	169.1	131,251	193,272	Motley	.6	1.0	3.1	3,634	5,513
	35.6	49.6	210.4	150,063	205,025	Stephens	2.6	3.1	9.5	13,726	16,429
	.1	.1	.7	59	449	Throckmorton	.7	.7	2.8	2,696	4,594
	1.9	3.2	15.8	7,260	13,071	Wheeler	1.5	2.2	8.7	11,538	12,665
	4.4	5.3	21.9	18,668	23,097	Wichita	31.4	36.6	133.1	175,385	236,816
	.6	.8	3.9	784	3,339	Wilbarger	4.7	5.3	18.5	24,061	28,905
	73.1	101.7	421.8	308,085	438,253	Young	3.6	4.7	15.3	22,925	25,657
						Total	134.6	165.8	585.0	676,050	934,279
T PALM BEACH, FLORIDA											
						WILKES-BARRE-SCRANTON, PENNSYLVANIA					
						Pennsylvania:					
	3.6	7.5	24.4	32,137	36,380	Cameron	UHF Data	1.9	6.9	6,975	12,945
	2.7	5.2	15.5	16,420	21,953	Clinton	not given	11.1	39.1	41,917	62,611
	62.4	84.5	229.7	348,236	424,360	Columbia	on a	16.9	57.5	67,542	90,726
	6.0	10.2	35.6	52,255	56,208	Lackawanna	county basis	70.3	246.5	272,255	404,138
	74.7	107.4	305.2	448,048	538,901	Luzerne		101.2	366.1	383,817	589,590
						Lycoming		32.3	107.4	131,576	187,781
						Montour		3.8	17.1	13,787	20,156
						Northumberland		32.9	114.9	111,240	174,492
	24.8	27.1	90.8	75,621	140,697	Snyder		7.6	28.5	26,802	36,990
	5.3	5.9	20.4	13,348	31,306	Sullivan		1.7	6.0	5,022	7,784
	10.7	11.6	39.6	37,042	56,213	Susquehanna		8.6	31.6	35,203	46,377
	5.4	5.9	19.7	13,834	31,522	Union		6.4	26.9	24,311	37,647
	27.3	29.9	105.4	123,018	196,231	Wayne		7.5	27.3	34,839	39,488
	3.9	4.7	16.2	10,468	19,625	Wyoming		4.7	16.2	19,942	23,893
	3.1	3.8	12.7	9,678	17,202	Total	†276.6	306.9	1,092.0	1,175,228	1,734,618
	22.2	24.1	79.1	86,420	132,068	WILLISTON, NORTH DAKOTA					
	10.6	11.6	42.9	36,267	65,503	Mantana:					
						Daniels	.4	1.0	3.9	4,794	5,022
	2.8	4.3	17.5	8,581	20,734	Dawson	1.9	3.4	10.7	15,820	19,424
	6.2	7.2	27.2	18,047	47,192	McCone	.6	1.0	3.4	2,573	6,435
	1.2	1.9	7.7	4,740	8,821	Prairie	.4	.7	2.5	2,512	4,196
	1.3	2.2	8.2	7,725	8,328	Richland	1.6	2.9	11.0	16,864	15,333
	9.4	10.4	38.8	33,150	71,045	Roosevelt	1.8	3.1	11.3	14,395	15,790
	14.8	21.3	76.8	84,793	126,061	Sheridan	1.1	1.8	6.8	6,927	10,847
	2.7	4.8	19.9	14,023	22,620	Valley	1.6	4.2	14.0	17,518	22,873
	16.4	18.7	65.9	61,511	105,866	North Dakota:					
	8.1	10.8	40.0	25,930	58,315	Billings	.3	.4	1.9	108	2,534
	13.8	15.0	56.5	49,248	93,772	Divide	.7	1.4	5.1	5,771	7,827
	19.9	20.9	69.8	113,274	135,461	Dunn	1.1	1.4	5.5	3,268	7,918
	1.0	1.6	6.7	5,522	7,690	Golden Valley	.4	.8	2.6	4,192	4,404
	5.3	6.3	26.1	13,560	30,743	McKenzie	1.0	2.0	6.3	6,019	10,391
	4.5	6.9	28.3	22,427	32,910	Williams	5.1	8.9	26.5	34,997	43,872
	1.5	3.4	13.1	6,454	16,108	Total	18.0	33.0	111.5	135,758	176,866
	3.0	4.3	16.2	11,153	21,316	WILMINGTON, NORTH CAROLINA					
	1.3	2.1	8.6	5,344	9,406	North Carolina:					
	2.1	2.7	10.1	7,171	12,709	Bladen	3.9	6.7	31.1	17,660	28,361
	3.0	5.0	19.0	13,895	24,036	Brunswick	2.9	5.1	23.4	8,435	20,622
	4.1	4.7	18.1	17,707	23,474	Columbus	7.6	12.2	53.4	38,951	54,104
	235.7	279.1	1,001.3	929,951	1,566,974	Duplin	6.5	9.9	42.7	25,427	39,009
						Hoke	2.1	3.2	15.4	6,732	12,479
						Jones	1.6	2.6	11.6	3,844	10,631
						New Hanover	19.0	21.7	76.6	92,852	109,533
						Onslow	5.9	7.0	69.0	50,957	87,155
						Pender	2.8	4.6	19.6	6,597	17,582
						Robeson	15.1	18.0	64.1	62,536	81,523
						Sampson	7.9	11.5	51.2	28,542	46,778
						South Carolina:					
						Dillon	5.0	6.8	31.9	19,485	27,123
						Horry	9.2	17.8	79.1	62,229	74,187
						Marion	6.0	7.4	32.8	24,716	29,000
						Total	95.5	134.5	621.9	448,953	638,087
						WINSTON-SALEM-GREENSBORO, NORTH CAROLINA					
						North Carolina:					
						Alamance	20.1	21.8	82.7	88,345	125,152
						Alexander	3.2	3.9	16.5	13,140	16,423
						Alleghany	1.6	2.3	8.4	5,018	8,954
						Ashe	3.8	5.0	21.5	9,871	19,857
						Cabarrus	16.4	17.8	67.6	72,089	99,206
						Caswell	3.4	4.9	22.9	7,163	21,084
						Catawba	17.2	19.1	72.5	86,402	98,092
						Chatham	4.5	6.6	27.3	23,678	29,129
						Davidson	16.3	18.6	71.2	69,180	93,451
						Davie	3.3	4.1	16.3	11,198	20,951

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WINSTON-SALEM-GREENSBORO, N. C.															
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	EBI (\$000)	
continued					Éik	1.3	1.8	5.6	4,663	8,323	Sedgwick	104.9	114.7	332.8	454,234
Durham	26.5	30.2	115.5	122,833	190,965	Éllis	4.1	5.5	21.0	30,622	Seward	2.1	3.9	13.6	31,058
Forsyth	45.4	50.6	181.8	219,367	298,956	Éllisworth	1.9	2.6	8.8	9,324	Sheridan	.7	1.1	4.2	3,652
Granville	5.2	6.9	33.6	22,121	34,613	Finney	2.7	4.0	13.7	26,823	Smith	1.8	2.6	8.1	7,819
Guilford	55.3	62.5	233.8	344,778	398,642	Ford	4.4	6.0	18.9	36,591	Stafford	1.9	2.2	7.6	8,045
Iredell	13.4	15.1	58.6	55,640	73,261	Geary	4.6	8.0	24.9	29,787	Stanton	.3	.6	2.1	2,839
Lee	4.8	7.0	28.3	28,584	37,391	Gove	.6	.9	3.7	3,357	Stevens	.5	1.2	4.3	6,855
Montgomery	3.4	3.9	15.9	13,636	16,995	Graham	.8	1.3	5.5	6,931	Sumner	7.1	9.5	28.5	33,234
Moore	6.0	7.9	32.4	32,803	40,589	Grant	.7	1.4	4.9	8,421	Trego	.9	1.6	5.9	6,576
Orange	7.9	9.7	42.7	32,548	66,952	Gray	.8	1.1	4.2	4,209	Wallace	.3	.6	2.1	2,511
Person	4.2	5.8	24.8	20,462	27,067	Greeley	.3	.6	2.0	3,403	Wichita	.4	.7	2.5	6,765
Randolph	12.4	14.7	56.6	51,382	73,702	Greenwood	3.0	3.4	11.3	14,963	Oklahoma:				
Rockingham	16.3	18.1	70.4	59,011	93,774	Hamilton	.4	.9	3.3	5,311	Alfalfa	2.0	2.3	7.6	8,847
Rowan	19.4	22.6	83.3	73,567	124,151	Harper	2.4	3.1	10.2	13,628	Beaver	1.1	1.8	6.2	7,000
Stanly	10.1	10.6	40.1	37,045	53,630	Harvey	6.6	7.7	24.7	31,139	Grant	1.8	2.3	8.3	8,340
Stokes	4.0	5.1	21.2	7,408	24,889	Haskell	.4	.7	2.7	2,792	Harper	.9	1.4	5.1	7,029
Surry	10.5	12.4	50.0	54,271	62,216	Hodgeman	.8	1.0	3.5	2,930	Woods	2.6	3.2	10.8	14,398
Vance	6.3	8.0	33.1	27,587	39,055	Kearny	.5	.8	2.6	2,923	Texas:				
Wilkes	8.2	11.1	47.8	43,247	45,066	Kingman	2.6	3.3	10.8	12,365	Lipscomb	.7	1.3	4.1	6,181
Yadkin	4.7	6.2	26.0	14,471	28,354	Kiowa	1.1	1.4	4.8	5,926	Ochiltree	1.3	2.0	7.2	11,962
Virginia:						Lane	.5	.8	2.9	4,343	Total	292.0	357.4	1,122.7	1,519,047
Henry	11.5	14.2	58.5	52,806	77,374	Lincoln	1.4	2.0	6.4	5,777					
Patrick	2.5	3.8	16.4	6,651	16,660	Logan	.5	1.1	4.0	6,873					
Pittsylvania	22.9	28.9	113.0	87,246	149,060	Lyon	5.6	7.7	25.0	33,921	YAKIMA, WASHINGTON				
Total	390.7	459.4	1,790.7	1,793,548	2,505,661	McPherson	6.2	7.4	23.6	30,571	Idaho:				
						Marion	4.0	4.6	14.6	16,593	Idaho	UHF Data	3.2	11.2	13,137
						Meade	1.1	1.5	4.9	6,649	Latah	not given	7.0	24.8	24,657
						Mitchell	1.8	2.7	9.0	17,330	Lewis	on a	1.2	4.1	3,932
						Morris	2.0	2.4	7.9	7,323	Nez Perce	county basis	7.5	23.9	50,647
						Morion	.4	.9	3.0	5,670	Oregon:				
						Ness	1.0	1.6	5.4	5,145	Gilliam		1.2	3.6	7,421
						Osborne	1.6	2.1	7.1	7,270	Morrow		1.3	5.0	6,263
						Ottawa	1.7	2.1	6.3	6,281	Sherman		.7	2.3	2,378
						Pawnee	2.4	2.9	11.8	13,097	Umatilla		14.6	46.5	65,632
						Phillips	2.3	3.2	9.3	9,366	Washington:				
						Pratt	3.1	4.0	12.7	23,032	Asotin		4.7	14.4	7,539
						Reno	18.8	19.9	60.7	83,564	Benton		22.8	71.2	63,342
						Rice	3.9	4.7	14.7	16,490	Columbia		1.7	5.1	6,263
						Rooks	2.0	3.0	9.8	13,427	Franklin		6.5	23.5	41,701
						Rush	1.6	1.9	6.6	9,108	Gorfield		.9	3.2	4,905
						Russell	3.0	3.5	11.5	15,591	Grant		17.9	55.0	57,787
						Saline	11.6	13.4	45.5	75,721	Kittitas		6.1	20.4	26,302
						Scott	.8	1.2	4.6	8,272	Walla Walla		12.9	42.5	58,016
										Yakima		47.3	152.5	184,301	
										Total	†96.1	157.5	509.2	624,223	

WICHITA-HUTCHINSON, KANSAS				
Kansas:				
Barber	2.2	2.7	8.4	10,404
Barton	9.8	10.3	32.9	53,101
Butler	10.8	13.7	40.8	45,984
Chase	1.1	1.4	4.5	5,280
Chautauqua	1.4	2.2	6.4	7,109
Clark	.8	1.1	3.5	4,206
Comanche	.8	1.0	3.2	3,756
Cowley	10.3	12.8	39.3	48,742
Dickinson	4.7	7.3	22.6	28,918
Edwards	1.5	1.8	5.7	6,680

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YORK, PENNSYLVANIA				
Penna:	UHF Data			
York	not given	71.1	237.0	299,593
Total	†38.3	71.1	237.0	299,593

YOUNGSTOWN, OHIO				
Ohio:	UHF Data			
Mahoning	not given	60.2	206.1	227,655
Trumbull	on a	22.5	77.3	86,961
Total	†168.8	230.2	802.3	917,787

YUMA, ARIZONA				
Arizona:				
Yuma	11.1	15.2	50.1	67,281
Total	26.3	34.1	119.9	184,080

ZANESVILLE, OHIO				
Ohio:	UHF Data			
Muskingum	not given	24.3	80.0	90,817
Total	†11.4	24.3	80.0	90,817

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