

1962-63 TV TIMEBUYERS' MARKET GUIDE

16th annual factbook for advertisers and agencies



BUYING BALTIMORE? LET "BUD" HELP!

For the 14th year, "Bud" is ready, willing and able to help you buy Baltimore. Same stand . . . same unmatched knowledge of the market . . . same service with the personal touch and the sensibly sharp pencil.


Ask the PETRY MAN to get "Bud" busy on your Baltimore buy—or call direct "BUD" (Willis K. FREIERT) Area Code 301 . . . 467-3000.

WBAL-TV, BALTIMORE

Maryland's Broadcast Center, Baltimore 11, Maryland

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"Charlotte market one of nation's fastest growing .. WSOC-TV paving way for increased sales" — Henry Fowler



now it's
Pepsi-
perfect at
cookouts!

"That the Charlotte market is one of the nation's fastest growing, most dynamic areas, we at Pepsi-Cola recognized years ago. In selling our big area, we have continuously used a daily spot program on WSOC-TV, effectively paving the way for increased sales and product leadership."

HENRY B. FOWLER
President, Pepsi-Cola Bottling
Company of Charlotte, Inc.

The country's ranking Pepsi bottler (affiliated since 1905) knows the persuasive power of appeals to those who think young. That is why Charlotte's active, young-thinking television station is a natural partner for this veteran's successful sales efforts in the Carolinas. Get more action from your advertising dollars. Get on Charlotte's 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



The "station wagon" set — as well as the sedan, compact, import, sports and used car sets — cram whatever space is available with 2 billion dollars in merchandise annually. WOC-TV's market coverage area . . . the largest between Chicago and Omaha, Minneapolis and St. Louis . . . is a major distribution center and a recognized test market.

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091* and part of what and why they spend is activated by what they see and hear on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes and maintains constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel . . . today!

Sales Management's "Survey of Buying Power — 1962"



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

ACCEPTANCE

... 22 of the top 25 national spot TV advertisers bought KTVU last year. 5 of the top 5 spot advertisers bought KTVU. And so did the biggest advertiser of them all! Here is evidence of advertisers' acceptance of the San Francisco Bay Area's independent television station. Programming which meets the varied tastes of the Bay Area TV audience is one reason for this acceptance. Clean commercial scheduling with no triple spotting and no product conflicts is another. For greater effectiveness, join the advertising leaders and buy KTVU.



Fisherman's Wharf in San Francisco is accepted as one of the nation's outstanding tourist attractions. Highlights of this unique area include: 15 seafood restaurants, a fleet of 300 fishing boats, a rebuilt clipper ship, import stores and spectacular views of the Bay, the city skyline and the Golden Gate. Photo by Moulin Studios.

The Nation's LEADING
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.

1962-63 TV TIMEBUYERS' MARKET GUIDE

A compact reference to basic facts on multiple-station tv markets

This book is a guide for advertising executives.

In it are basic facts about tv markets where there are three or more stations. (Plus certain key markets where a third station will be on air shortly.)

MARKET GUIDE was designed through lengthy consultation with buyers of tv time, who were asked "What are the essential facts which a buyer needs to know about a market?"

Through the cooperation of leading research and

measurement services, SPONSOR has been able to provide much of the information that buyers say they require. Other individual studies give more information about a particular market, or about a facet of the national tv activity, and these studies should be consulted.

To ensure the highest-possible standard of accuracy, all information in this book was (wherever possible) checked directly with the original source, and by the stations and/or their representatives.

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1962-63 TV TIMEBUYERS' MARKET GUIDE

Definitions and Methods Used

(1) **Inclusion of markets:**—This book includes all markets for which the FCC made a revenue report in 1962; i.e., all multiple-station markets. In addition, certain other key markets have been included where (according to the FCC and other sources) the announced due-date for a third station to be on air falls within the use-life of this annual publication. These markets are: Binghamton, N. Y.; Grand Rapids-Kalamazoo, Mich.; Providence-New Bedford, R. I.; Rochester, N. Y.; Syracuse-Elmira, N. Y.

(2) **Description of market.** The description of each market, and hence its place in alphabetical listing, is exactly that given by the FCC in its 1962 revenue report.

All compound- or group-markets are as specified by the FCC; e.g., "Albany-Schenectady-Troy, N. Y." These markets include:—Albany-Schenectady-Troy, N. Y.; Beaumont-Port Arthur, Tex.; Buffalo-Niagara Falls, N. Y.; Cedar Rapids-Waterloo, Iowa; Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.; Colorado Springs-Pueblo, Col.; Dallas-Fort Worth, Tex.; Des Moines-Ames, Iowa; Flint-Saginaw-Bay City, Mich.; Fresno-Hanford-Visalia, Cal.; Greenville-Spartanburg, S. C.-Asheville, N. C.; Harrisburg-Lancaster-York-Lebanon, Pa.; Hartford-New Haven-New Britain-Waterbury, Connecticut; Houston-Galveston, Tex.; Indianapolis-Bloomington, Ind.; Johnstown-Altoona, Pa.; Las Vegas-Henderson, Nev.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Norfolk-Portsmouth-Newport News-Hampton, Va.; Oklahoma City-Enid, Okla.; Orlando-Daytona Beach, Fla.; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.; Phoenix-Mesa, Ariz.; Portland-Poland Spring, Me.; Richmond-Petersburg, Va.; Roanoke-Lynchburg, Va.; Rochester-Austin, Minn.-Mason City, Iowa; Sacramento-Stockton, Cal.; Salt Lake City-Ogden-Provo, Utah; San Francisco-Oakland, Cal.; Shreveport, La.-Texarkana, Tex.; South Bend-Elkhart, Ind.; Springfield-Decatur-Champaign-Urbana-Danville, Ill.; Tampa-St. Petersburg, Fla.; Wichita-Hutchinson, Kans.; Wilkes Barre-Scranton, Pa.; San Juan-Caguas, Puerto Rico.

(3) **Revenue figures.** Details of tv advertising expenditures are taken from the 1962 FCC report (covering 1961). Figures for network spending, national/regional spot, and local advertising are also quoted for the previous year (1960), where the same market was quoted in both reports.

(4) **Tv homes in market's survey area.** This figure, and the list of counties within the survey area, are reproduced by permission from the ARB Television Market Summary, March 1962. (Further use or communication of these figures is subject to ARB copyright restrictions.) Detailed explanation of sampling methods, etc., will be furnished on request by ARB.

(5) **Quarter-hour homes.** Nielsen Station Index, average quarter-hour network prime-time station total of homes using tv, Fall 1961-Spring 1962. Reproduced by permission of the A. C. Nielsen Co.

(6) **Spot costs.** Abstracted from the Spot Television Advertising Cost Summary, No. 31, published by the Katz Agency. This summary is designed for quick estimating of spot tv costs. It is not intended to take the place of individual station rate cards, which should be consulted for specific rates. In each category, the rate shown is that of the station with the highest base rate in that category. (The published Cost Summary contains detailed explanation of discounts applied in this calculation, etc.)

(7) **Stations serving the market.** Follows the total number of stations reported by the FCC. No satellites have been included, except where a satellite is reported as a "station" by the FCC. Station details are as reported, and checked by, the station or its representative. In general, TIMEBUYERS' GUIDE has selected, for its listing of station personnel, only the general manager (or his equivalent) and the national sales manager (or his equivalent). In the same fashion, only the national representative has been listed.

SECTION 1

1962-63 TV MARKETS of the U. S. (With three or more stations)

ALBANY-SCHENECTADY-TROY, N.Y.

TV ADVERTISING IN MARKET (FCC—1961)		\$5,897,602
Network	(1960: \$1,545,430)	\$1,750,150
National-regional spot	(\$3,504,257)	\$3,702,172
Local	(\$1,141,749)	\$1,139,308

TV HOMES IN MARKET'S SURVEY AREA* **603,200**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CONNECTICUT	Dutchess	Otsego	Washington
Litchfield	Fulton	Rensselaer#	VERMONT
MASSACHUSETTS	Greene	Saratoga#	Addison
Berkshire	Hamilton	Schenectady#	Bennington
NEW YORK	Herkimer	Schoharie	Rutland
Albany#	Montgomery	Ulster	Windham
Columbia	Oneida	Warren	Windsor
Delaware			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **213,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$270**

TV DAY SPOT COST‡ **\$ 90**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WAST (ABC) Ch. 13
William A. Rippe, gen. mgr.
Dom Tovino, sls. mgr.
Rep: PGW

WRGB (NBC) Ch. 6
George F. Spring, mgr.-sls.
Robert F. Reid, mgr.-mkting.
Rep: Katz (East)

W-TEN (CBS) Ch. 10
Daniel B. Burke, gen. mgr.
Wm. J. Lewis, tv sls. mgr.
Rep: Blair-TV

1962-63 TV MARKETS of the U. S. (With three or more stations)

ALBUQUERQUE, N.M.

TV ADVERTISING IN MARKET (FCC—1961) **\$1,952,120**

Network	(1960: \$431,304)	\$535,852
National-regional spot	(\$508,211)	\$517,914
Local	(\$1,059,179)	\$1,019,356

TV HOMES IN MARKET'S SURVEY AREA* **177,000**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARIZONA	Montezuma	Guadalupe	Sante Fe
Apache	Rio Grande	Harding	Sierra
COLORADO	Saguache	Lincoln	Socorro
Alamoso	NEW MEXICO	Los Alamos	Taos
Archuleta	Bernalillo#	McKinley	Torrance
Conejos	Catron	Mora	Union
Costilla	Chaves	Rio Arriba	Valencia
Dolores	Colfax	Sandoval	UTAH
La Plata	De Baca	San Juan	Grand
Mineral	Eddy	San Miguel	San Juan

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **94,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$70**

TV DAY SPOT COST‡ **\$27**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KGGM-TV (CBS) Ch. 13
R. C. Rhoads, mgr.
Rep: ATS; Hix

KOAT-TV (ABC) Ch. 7
Clinton D. McKinnon, pres.
Fred L. Vance, gen. mgr.
Rep: Avery-Knodel

KOB-TV (NBC) Ch. 4
George Johnson, stn. mgr.
R. D. "Bob" Williams, sls. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

AMARILLO, TEX.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,011,166
Network	(1960: \$430,177)	\$524,843
National-regional spot	(\$588,320)	\$597,398
Local	\$1,013,561)	\$1,020,213

TV HOMES IN MARKET'S SURVEY AREA* 128,400

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

KANSAS	Cimarron	Collingsworth	Moore
Haskell	Dewey	Dallam	Motley
Morton	Ellis	Deaf Smith	Ochiltree
Seward	Roger Mills	Donley	Oldham
Stevens	Texas	Gray	Parmer
NEW MEXICO	TEXAS	Hall	Potter#
Colfax	Armstrong	Hansford	Randall#
Curry	Bailey	Hartley	Roberts
Quay	Briscoe	Hemphill	Sherman
Union	Carson	Hutchinson	Swisher
OKLAHOMA	Castro	Lipscomb	Wheeler
Beaver	Childress		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 65,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$85

TV DAY SPOT COST‡ \$29

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KFDA-TV (CBS) Ch. 10
John S. Tyler, gen. mgr.
Rep: Blair Associates

KGNC-TV (NBC) Ch. 4
Robert Watson, gen. mgr.
William Clarke, stn. mgr.
Rep: Katz—(West)

KVII-TV (ABC) Ch. 7
Charlie Keys, gen. mgr.
Ross Newby, sls. mgr.
Rep: Bolling

1962-63 TV MARKETS of the U. S. (With three or more stations)

ATLANTA, GA.

TV ADVERTISING IN MARKET (FCC—1961) \$7,325,837

Network	(1960: \$1,706,451)	\$1,783,000
National-regional spot	(\$4,398,754)	\$4,193,856
Local	(\$1,920,541)	\$2,175,605

TV HOMES IN MARKET'S SURVEY AREA* 696,000

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ALABAMA	Cherokee	Habersham	Morgan	Towns
Calhoun	Clarke	Hall	Murray	Troup
Chambers	Clayton#	Hancock	Muscogee	Twiggs
Cherokee	Cobb#	Haralson	Newton	Union
Clay	Coweta	Harris	Oconee	Upson
Cleburne	Crawford	Hart	Oglethorpe	Walton
Coosa	Dawson	Heard	Paulding	Washington
De Kalb	De Kalb#	Henry	Peach	Webster
Etowah	Dooly	Houston	Pickens	White
Randolph	Douglas	Jackson	Pike	Whitfield
Russell	Elbert	Jasper	Polk	Wilkes
Talladega	Fannin	Johnson	Putnam	Wilkinson
Talapoosa	Fayette	Jones	Rabun	NORTH CAROLINA
GEORGIA	Floyd	Lamar	Rockdale	Cherokee
Baldwin	Forsyth	Laurens	Schley	Clay
Banks	Franklin	Lumpkin	Spaulding	Graham
Barrow	Fulton#	Macon	Stephens	Jackson
Bartow	Gilmer	Madison	Sumter	Macon
Butts	Gordon	Marion	Talbot	Swain
Carroll	Greene	Meriwether	Taliaferro	TENNESSEE
Chattahoochee	Gwinnett#	Monroe	Taylor	Polk
Chattooga				†† Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 254,000

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$300

TV DAY SPOT COST‡ \$105

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WAGA-TV (CBS) Ch. 5
Ken Bagwell, stn. mgr.
Buzz Hassett, sls. mgr.
Rep: Storer

WLW-A (ABC) Ch. 11
James H. Burgess, gen. mgr.
Peter S. Crawford, sls. mgr.
Rep: Crosley

WSB-TV (NBC) Ch. 2
Marcus Bartlett, gen. mgr.
Don Elliott Heald, sls. mgr.
Rep: Petry

TEST



ON ATLANTA'S

WSB-TV

One of the top five test cities is Atlanta. It has all the characteristics of the ideal test market. And WSB-TV, with a 44% average share of audience (ARB, April, 1962), is the top tv station in this market. Television today is the best single medium for testing your product... and WSB-TV is the single dominant station that can test your product best in Atlanta. Schedule your product test in America's 24th market on Atlanta's WSB-TV.



Represented by

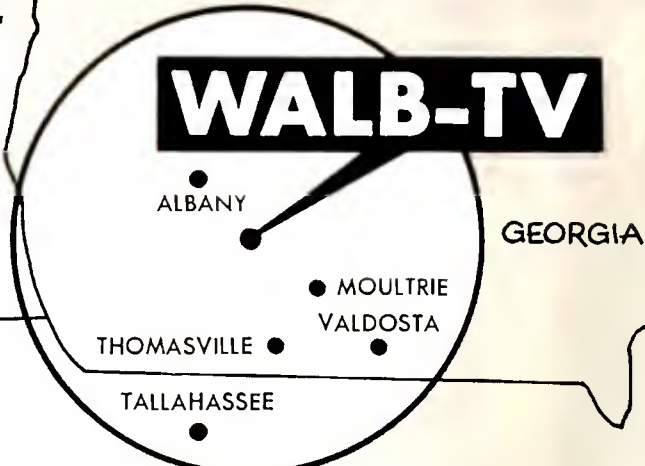
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

ALABAMA

Serving Albany, Thomasville, Valdosta, Moultrie, and Tallahassee

- Delivers more TV homes than any station south of Atlanta, with full-power coverage in a rich \$739 million trading area!
- The only primary NBC outlet between Atlanta and the Gulf . . . the only hometown station serving Albany!



WALB-TV

ALBANY

GEORGIA

MOULTRIE
VALDOSTA

THOMASVILLE

TALLAHASSEE

FLORIDA

walb-tv

ALBANY, GA.
CHANNEL 10



ABC

GRAY TELEVISION, INC.

Delivers 82,990 more TV homes
than the nearest competitor!
Raymond E. Caraw, General Manager

ALABAMA

GEORGIA

wjhg-tv

PANAMA CITY, FLA.
CHANNEL 7



ABC

DOTHAN

TALLAHASSEE

FLORIDA

PANAMA CITY

WJHG-TV

Serving Panama City, Dothan, and Tallahassee

- 89% penetration — highest in Panama City!
- 1,000 foot tower delivers NBC programming to 118,000 TV homes!*

*NOV. 1961 ARB

Represented nationally by Venard, Rintoul, McConnell, Inc.
In the South by James S. Ayers Company

1962-63 TV MARKETS of the U. S. (With three or more stations)

BAKERSFIELD, CAL.

TV ADVERTISING IN MARKET (FCC—1961)		\$1,704,557
Network	(1960: \$335,658)	<u>\$383,310</u>
National-regional spot	(\$721,003)	<u>\$595,436</u>
Local	(\$884,462)	<u>\$843,445</u>

TV HOMES IN MARKET'S SURVEY AREA* **245,300**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

<p style="text-align: center;">CALIFORNIA Fresno Kern W.# Kings Tulare</p>

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **52,100**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$125**

TV DAY SPOT COST‡ **\$ 35**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KBAK-TV (CBS) Ch. 29
John E. Barrett, gen. mgr.
Rep: Young

KERO-TV (NBC) Ch. 10
A. M. Mortensen, gen. mgr.
Roland T. Kay, sls. mgr.
Rep: Petry

KLYD-TV (ABC) Ch. 17
Dave Maxwell, stn. mgr.
Rep: Hollingbery

1962-63 TV MARKETS of the U. S. (With three or more stations)

BALTIMORE, MD.

TV ADVERTISING IN MARKET (FCC—1961) \$9,937,761

Network	(1960: \$2,114,802)	\$2,310,477
National-regional spot	(\$6,204,613)	\$6,346,228
Local	(\$2,621,699)	\$2,614,800

TV HOMES IN MARKET'S SURVEY AREA* 1,390,900

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

DELAWARE Kent Sussex WASHINGTON, D.C. MARYLAND Anne Arundel# Baltimore# Calvert Caroline	Carroll Cecil Charles Dorchester Frederick Harford Howard Kent	Montgomery Prince Georges Queen Annes Somerset Talbot Washington Wicomico Worcester	PENNSYLVANIA Adams Cumberland Dauphin Franklin York VIRGINIA Arlington Fairfax
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 322,600

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$425

TV DAY SPOT COST‡ \$100

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBAL-TV (NBC) Ch. 11
 Brent O. Gunts, stn. mgr.
 Willis K. Friert, sls. dir.
 Rep: Petry

WJZ-TV (ABC) Ch. 13
 Herbert B. Cahan, gen. mgr.
 Robert Bryan, sls. mgr.
 Rep: TvAR

WMAR-TV (CBS) Ch. 2
 E. K. Jett, dir. of tv
 Ernest A. Lang, sls. mgr.
 Rep: Katz—(East)



Only movies in Baltimore- 6 nights a week!

Big windows . . . little windows . . . picture windows . . . all kinds of windows, dimly lighted from within, they stand out in the dark until the early hours of the morning as the "night people" relax and enjoy the WMAR-TV movies. In the hushed hours of the night . . . long after the noise of the children has been quieted by sleep . . . tens of thousands of late night-time viewers tune to Channel 2.

These are the people who enjoy "Channel 2 Theatre", Monday through Thursday, "Films of the Fifties" on Friday and "Big Movie of the Week" on Saturday with first-run features, never before seen on television in Baltimore, including the quality films from 7 Arts, Screen Gems and NTA.

These are the people who prefer late movies—and WMAR-TV is the *only* Baltimore station offering movies 6 nights a week!

Late movies on WMAR-TV offers advertisers—and agencies—an excellent opportunity to show-case a product or service night after night—in this gigantic market.

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

1962-63 TV MARKETS of the U. S. (With three or more stations)

BEAUMONT-PORT ARTHUR, TEX.

TV ADVERTISING IN MARKET (FCC—1961) **\$1,529,297**

Network	(1960: Not available)	\$474,191
National-regional spot	(1960: Not available)	\$706,176
Local	(1960: Not available)	\$523,976

TV HOMES IN MARKET'S SURVEY AREA* **195,000**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

LOUISIANA	Jeff Davis	Jasper	Polk
Acadia	Vernon	Jefferson#	Sabine
Allen	TEXAS	Liberty	San Augustine
Beauregard	Angelina	Newton	San Jacinto
Calcasieu	Chambers	Orange#	Tyler
Cameron	Hardin		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **80,150**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$90**

TV DAY SPOT COST‡ **\$30**

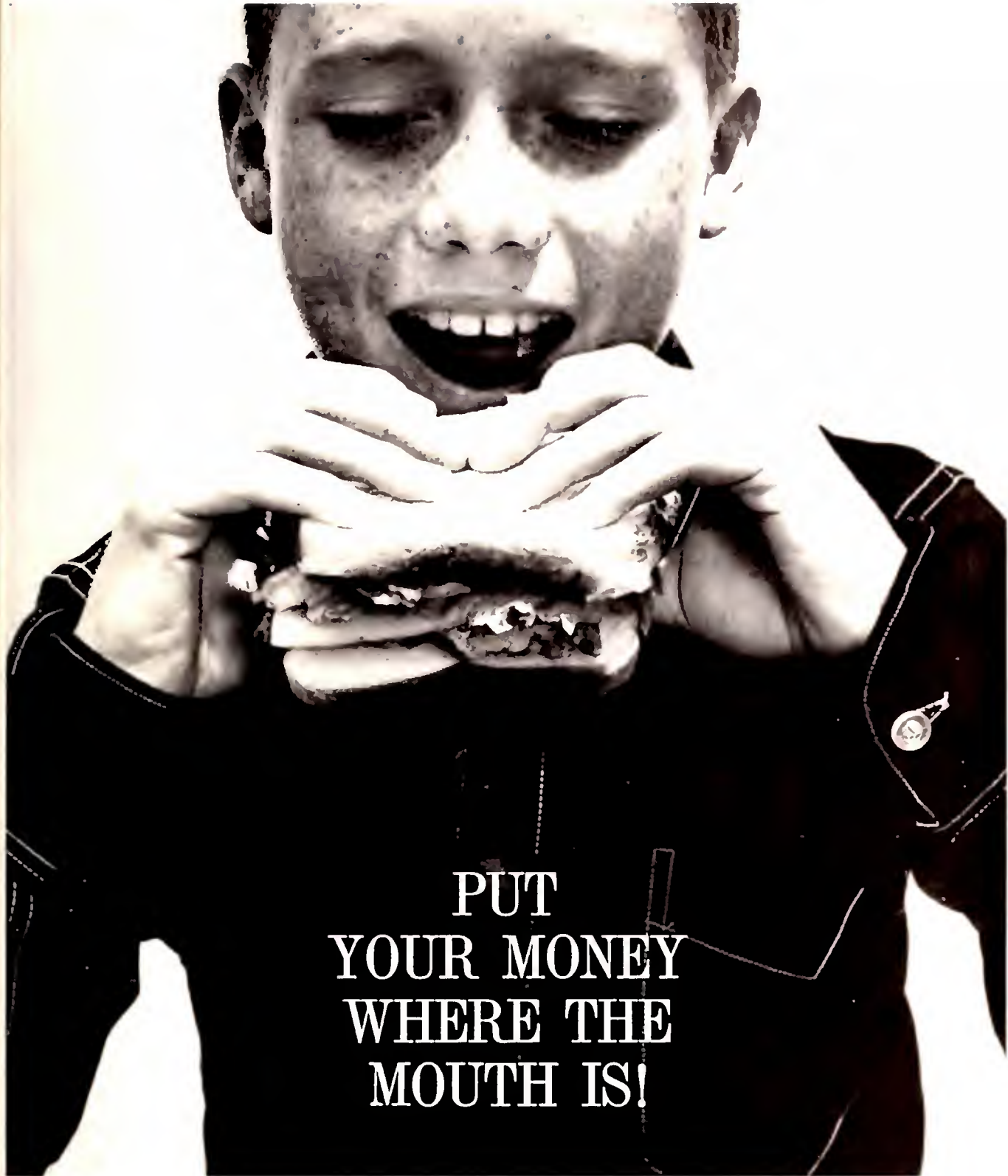
‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KBMT-TV (ABC) Ch. 12
John H. Fugate, gen. mgr.
Rep: Hollingbery


KFDM-TV (CBS) Ch. 6
C. B. Locke, gen. mgr.
Mott M. Johnson, sales mgr.
Rep: PGW

KPAC-TV (NBC) Ch. 4
Julius M. Gordon, gen. mgr.
Mack Newberry, comm. mgr.
Rep: Blair Associates



**PUT
YOUR MONEY
WHERE THE
MOUTH IS!**

20% of the food distributed through Houston warehouses is consumed by families in Beaumont/Port Arthur/Orange. If your spot television budget is based on wholesale distribution figures in Houston, you're missing

one-fifth of the consumers. If you put your television dollars on any other station in the Beaumont/Port Arthur/Orange market, you're missing 43% of the viewers.  Peters Griffin Woodward **CBS**

KFDM-TV CHANNEL 6

Directory of compound markets

Listing of compound markets follows the style adopted by the FCC in its 1962 tv revenue report. These markets are cross-indexed here, for ease of reference:—

ALTOONA	see Johnstown	MESA	see Phoenix
AMES	see Des Moines	NEW BEDFORD	see Providence
ASHLAND	see Charleston	NEW BRITAIN	see Hartford
ASHEVILLE	see Greenville	NEW HAVEN	see Hartford
AUSTIN	see Rochester (Minn.)	NEWPORT NEWS	see Norfolk
BAY CITY	see Flint	NIAGARA FALLS	see Buffalo
BLOOMINGTON	see Indianapolis	OAK HILL	see Charleston
CAGUAS	see San Juan	OAKLAND	see San Francisco
CAPE GIRARDEAU	see Paducah	OGDEN	see Salt Lake City
CHAMPAIGN	see Springfield	PORT ARTHUR	see Beaumont
DANVILLE	see Springfield	PORTSMOUTH	see Norfolk
DAYTONA BEACH	see Orlando	PENSACOLA	see Mobile
DECATUR	see Springfield	PETERSBURG	see Richmond
ELKHART	see South Bend	POLAND SPRING	see Portland
ELMIRA	see Syracuse	PROVO	see Salt Lake City
ENID	see Oklahoma City	PUEBLO	see Colorado Springs
FORT WORTH	see Dallas	SAGINAW	see Flint
GALVESTON	see Houston	ST. PAUL	see Minneapolis
HAMPTON	see Norfolk	ST. PETERSBURG	see Tampa
HANFORD	see Fresno	SCHENECTADY	see Albany
HARRISBURG	see Paducah	SCRANTON	see Wilkes Barre
HENDERSON	see Las Vegas	SPARTANBURG	see Greenville
HUNTINGTON	see Charleston	STOCKTON	see Sacramento
HUTCHINSON	see Wichita	TEXARKANA	see Shreveport
KALAMAZOO	see Grand Rapids	TROY	see Albany
LANCASTER	see Harrisburg	URBANA	see Springfield
LEBANON	see Harrisburg	VISALIA	see Fresno
LYNCHBURG	see Roanoke	WATERBURY	see Hartford
MASON CITY	see Rochester (Minn.)	WATERLOO	see Cedar Rapids
		YORK	see Harrisburg

1962-63 TV MARKETS of the U. S. (With third station pending)

BINGHAMTON, N.Y.

TV ADVERTISING IN MARKET (FCC—1961)

Network

Not available

National-regional spot

Not available

Local

Not available

Not available

TV HOMES IN MARKET'S SURVEY AREA*

501,700

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NEW YORK	Otsego	PENNSYLVANIA	Lycoming
Broome#	Schuyler	Bradford	Potter
Chemung	Steuben	Cameron	Sullivan
Chenango	Sullivan	Clinton	Susquehanna
Cortland	Tioga	Columbia	Tioga
Delaware	Tompkins	Lackawanna	Wayne
Madison	Yates	Luzerne	Wyoming

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN)

80,450

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡

\$200

TV DAY SPOT COST‡

\$ 65

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBJA-TV (ABC) Ch. 34

Alfred Anscombe, gen. mgr.

Rep: Not available

(New station. On the air target date
—October 15, 1962)

WINR-TV (NBC) Ch. 40

Edward M. Scala, gen. mgr.

Rep H-R

WNBF-TV (CBS) Ch. 12

George R. Dunham, gen. mgr.

Keith G. Dare, sts. mgr.

Rep: Blair-Tv

NOTE:—The marketing data presented reflects the situation as it currently exists: no revisions have been made to account for the new station that will be going on the air.

1962-63 TV MARKETS of the U. S. (With three or more stations)

BOSTON, MASS.

TV ADVERTISING IN MARKET (FCC—1961) **\$21,026,607**

Network	(1960: \$3,626,556)	\$4,114,854
National-regional spot	(\$13,869,110)	\$15,008,085
Local	(\$5,499,416)	\$5,163,207

TV HOMES IN MARKET'S SURVEY AREA* **1,797,500**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

<p>CONNECTICUT New London Windham</p> <p>MAINE York</p> <p>MASSACHUSETTS Barnstable Bristol</p>	<p>Dukes Essex# Middlesex# Nantucket Norfolk# Plymouth Suffolk# Worcester</p>	<p>NEW HAMPSHIRE Belknap Carroll Cheshire Hillsborough Merrimack Rockingham Strafford Sullivan</p>	<p>RHODE ISLAND Bristol Kent Newport Providence Washington</p> <p>VERMONT Bennington Windham</p>
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **776,400**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$750**

TV DAY SPOT COST‡ **\$210**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBZ-TV (NBC) Ch. 4
James E. Allen, gen. mgr.
K. T. MacDonald, sls. mgr.
Rep: TvAR

WHDH-TV (CBS) Ch. 5
William B. McGrath, mng. dir.
Alexander M. Tanger, sls. dir.
Rep: Blair-TV

WNAC-TV (ABC) Ch. 7
William M. McCormick, pres.
Thomas H. Bateson, vice-pres.
Rep: RKO Sales



Located at North Square, in the North End of Boston, The Revere House has been restored in full detail and to the exact specifications of its 1677 construction date. This two story, peaked roofed, colonial designed landmark housed the famous Revere Family from 1770 to 1800. From this house Paul Revere left for the Boston Tea Party in 1773 disguised as an Indian. In April of 1775 Paul Revere departed from here on his historic ride to Lexington. The Revere House is open to the public on weekdays from 10:00 AM to 4:00 PM.

BOSTON~WONDERFUL TOWN!

WHDH~WONDERFUL TELEVISION!

Boston is surging with new growth that is unparalleled in its long history. The dynamic resurgence of Boston has happened with such rapidity that few are aware of the great change. WHDH-TV is proud to be telling the great story of the New Boston in its vast variety of television programs.

WHDH-TV  Channel 5
The Sight and Sound of the New Boston!

1962-63 TV MARKETS of the U. S. (With three or more stations)

BUFFALO-NIAGARA FALLS, N.Y.

TV ADVERTISING IN MARKET (FCC—1961)		\$10,735,007
Network	(1960: \$2,212,806)	\$2,362,722
National-regional spot	(\$6,908,883)	\$7,446,618
Local	(\$2,867,738)	\$2,790,515

TV HOMES IN MARKET'S SURVEY AREA* 757,200

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

<p>NEW YORK Allegany Cattaraugus Chautauqua Erie#</p>	<p>Genesee Livingston Monroe Niagara Orleans</p>	<p>Steuben Wyoming PENNSYLVANIA Elk</p>	<p>McKean Potter Tioga Warren</p>
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#Metro County

Note: The number of homes, and counties listed, are for U.S. only. Does not include Canada.

QUARTER-HOUR HOMES REACHED† (NIELSEN) 327,900

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$350

TV DAY SPOT COST‡ \$115

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBEN-TV (CBS) Ch. 4
C. Robert Thompson, gen. mgr.
N. J. Malter, sls. mgr.
Rep: HRP

WGR-TV (NBC) Ch. 2
Van Beuren W. DeVries, gen. mgr.
Frank Gervan, sls. mgr.
Rep: Petry

WKBW-TV (ABC) Ch. 7
Robert King, gen. mgr.
Ken M. Johnson, gen. sls. mgr.
Rep: Blair-TV

YOUR SALES MESSAGE DOESN'T STOP HERE!

**CANADA WELCOMES
YOU**

**NOW! BUFFALO'S THE 10TH
TELEVISION MARKET!**

BUFFALO TV PENETRATES CANADIAN MARKET

Buffalo stations reach a Canadian audience, between 7:30—11:00 P.M., about as large as the total audience reached by the combined network affiliates in Atlanta, Georgia or Columbus, Ohio.*

*NOV. 1961 ARB AND NIELSEN AUDIENCE SURVEYS

Buffalo stations have a net weekly circulation in Toronto area of at least 15% (568,000 TV homes) of the total television homes in all of Canada.*

*ARB NET WEEKLY CANADIAN CIRCULATION

In metropolitan Toronto (pop. 1,676,000) retail sales are 29% higher and effective buying power 6% higher than U. S. average.*

*SALES MANAGEMENT SURVEY OF BUYING POWER

**WKBW-TV's net weekly circulation
1,067,600 TV HOMES***

*1961 ARB COVERAGE STUDY



CHANNEL

7

**WKBW-TV
BUFFALO**

REPRESENTED NATIONALLY BY BLAIR TV

1962-63 TV MARKETS of the U. S. (With three or more stations)

CEDAR RAPIDS-WATERLOO, IOWA

TV ADVERTISING IN MARKET (FCC—1961) **\$2,613,421**

Network	(1960: \$817,923)	\$858,776
National-regional spot	(\$1,495,710)	\$1,348,517
Local	(\$486,200)	\$507,715

TV HOMES IN MARKET'S SURVEY AREA* **501,000**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS Jo Daviess Rock Island	Chickasaw Clayton Clinton	Hardin Henry Howard Humbolt	Louisa Mahaska Marshall Mitchell	Washington Webster Winnebago
IOWA Allamakee Benton# Blackhawk# Bremer Buchanan# Butler Calhoun Cedar Cerro Gordo	Delaware Des Moines Dubuque Emmet Fayette Franklin Floyd Grundy Hancock	Iowa Jackson Jefferson Johnson Jones Keokuk Kossuth Linn#	Muscatine Palo Alto Pocahontas Poweshiek Scott Tama Van Buren Wapello	Winneshiek Worth Wright
				WISCONSIN Crawford Grant Iowa Richland Vernon

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **138,700**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$150**

TV DAY SPOT COST‡ **\$ 54**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KCRG-TV (ABC) Ch. 9
Redd Gardner, gen. mgr.
George C. Carpenter, sls. mgr.
Rep: ATS

KWWL-TV (NBC) Ch. 7
Roger Michelin, mgr./sls. mgr.
Rep: Avery-Knodel

WMT-TV (CBS) Ch. 2
Wm. B. Quarton, exec. vp.
Lew Van Nostrand, vp.-sls.
Rep: Katz—(West)

1962-63 TV MARKETS of the U. S. (With three or more stations)

CHARLESTON-OAK HILL-HUNTINGTON, W. VA.-ASHLAND, KY.

TV ADVERTISING IN MARKET (FCC—1961) **\$4,105,533**

Network	(1960: \$1,207,329)	\$1,361,663
National-regional spot	(\$1,895,817)	\$1,916,889
Local	(\$1,145,921)	\$1,032,202

TV HOMES IN MARKET'S SURVEY AREA* **491,800**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

KENTUCKY Bath Boyd# Breathitt Carter Elliott Floyd Greenup Johnson Knott Lawrence Lee Leslie Letcher Lewis	Magoffin Martin Menifee Morgan Perry Pike Rowan Wolfe OHIO Adams Athens Gallia Jackson Lawrence#	Meigs Morgan Perry Pike Ross Scioto Vinton Washington VIRGINIA Buchanan Dickenson Wise WEST VIRGINIA Boone	Braxton Cabell# Calhoun Clay Doddridge Fayette Gilmer Jackson Kanawha# Lewis Lincoln# Logan McDowell Mason	Mercer Mingo Nicholas Pleasants Putnam# Raleigh Ritchie Roane Upshur Wayne# Webster Wirt Wood Wyoming
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **239,700**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$220**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCHS-TV (CBS) Ch. 8
 William P. Dix Jr., gen. mgr.
 W. P. Eaton Jr., sls. mgr.
 Rep: Blair Associates

WHTN-TV (ABC) Ch. 13
 O. W. Myers, gen. mgr.
 Rep: Select

WSAZ-TV (NBC) Ch. 3
 C. Thomas Garten, gen. mgr.
 George R. Andrick, comm. mgr.
 Rep: Katz (East)

WOAY-TV (CBS) Ch. 4
 Robert R. Thomas Jr., gen. mgr.
 Rep: Pearson
 *Licensed to Oak Hill

1962-63 TV MARKETS of the U. S. (With three or more stations)

CHATTANOOGA, TENN.

TV ADVERTISING IN MARKET (FCC—1961) \$1,937,843

Network	(1960: \$641,772)	\$689,357
National-regional spot	(\$922,137)	\$796,377
Local	(\$657,363)	\$591,290

TV HOMES IN MARKET'S SURVEY AREA* 286,600

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ALABAMA	Gilmer	TENNESSEE	Marion
De Kalb	Gordon	Bedford	Meigs
Jackson	Murray	Bledsoe	Monroe
Madison	Polk	Bradley	Moore
Marshall	Towns	Coffee	Morgan
GEORGIA	Union	Cumberland	Polk
Bartow	Walker#	Franklin	Rhea
Catoosa#	Whitfield	Grundy	Roane
Chattooga	NO. CAROLINA	Hamilton#	Sequatchie
Dade	Cherokee	Lincoln	Van Buren
Fannin	Clay	Loudon	Warren
Floyd	Graham	McMinn	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 95,000

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$105

TV DAY SPOT COST‡ \$ 28

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WDEF-TV (CBS) Ch. 12
Otis H. Segler, stn. mgr.
Rep: ATS

WRGP-TV (NBC) Ch. 3
Harry D. Burke, gen. mgr.
George P. Moore, sls. mgr.
Rep: H-R

WTVC (ABC) Ch. 9
R. R. Owen, gen. mgr.
Joe Windsor, comm. mgr.
Rep: Young

1962-63 TV MARKETS of the U. S. (With three or more stations)

CHICAGO, ILL.

TV ADVERTISING IN MARKET (FCC—1961)		\$43,335,035
Network	(1960: \$6,006,769)	\$6,500,921
National-regional spot	(\$27,932,679)	\$30,582,400
Local	(\$8,363,136)	\$8,292,851

TV HOMES IN MARKET'S SURVEY AREA* **2,264,500**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS Boone Cook# De Kalb Du Page# Grundy Iroquois	Kane# Kankakee Kendall Lake# La Salle McHenry Will	INDIANA Jasper Lake# La Porte Newton Porter Pulaski	Starke MICHIGAN Berrien WISCONSIN Kenosha Racine Walworth
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **1,338,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$1,200**

TV DAY SPOT COST‡ **\$ 394**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBBM-TV (CBS) Ch. 2
 Clark B. George, gen. mgr.
 Edward R. Kenefick, gen. sls. mgr.
 Rep: CTS Sales

WBKB (ABC) Ch. 7
 Sterling C. Quinlan, gen. mgr.
 Robert F. Adams, sls. dir.
 Rep: ABC Sales

WGN-TV Ch. 9
 Ward L. Quaal, gen. mgr.
 Irv. Wilson, sls. mgr.
 Rep: Petry

WNBQ (NBC) Ch. 5
 Lloyd Yoder, gen. mgr.
 Norman Cissna, sls. mgr.
 Rep: NBC Sales

1962-63 TV MARKETS of the U. S. (With three or more stations)

CINCINNATI, OHIO

TV ADVERTISING IN MARKET (FCC—1961) \$10,092,505

Network	(1960: \$1,966,831)	\$2,528,096
National-regional spot	(\$5,656,103)	\$5,427,586
Local	(\$2,281,394)	\$2,267,917

TV HOMES IN MARKET'S SURVEY AREA* 873,700

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

INDIANA Dearborn Fayette Franklin Jefferson Jennings Ohio Randolph Ripley Switzerland Union Wayne	KENTUCKY Bath Boone Bourbon Bracken Campbell= Carroll Clark Fayette Fleming Franklin	Gallatin Grant Harrison Henry Kenton# Lewis Mason Menifee Montgomery Nicholas Owen	Pendleton Powell Robertson Scott Trimble OHIO Adams Brown Butler Clark Clermont	Clinton Darke Fayette Greene Hamilton= Highland Miami Montgomery Preble Shelby Warren
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=Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 295,900

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$380

TV DAY SPOT COST‡ \$ 70

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCPO-TV (CBS) Ch. 9
M. C. Watters, gen. mgr.
Mrs. Marian Finney, sls. mgr.
Rep: Blair-TV

WKRC-TV (ABC) Ch. 12
Sam Johnston, gen. mgr.
George Rogers, nat. sls. mgr.
Rep: Katz—(East)

WLW-TV (NBC) Ch. 5
John T. Murphy, gen. mgr.
David F. Strubbe, sls. mgr.
Rep: Crosley

1962-63 TV MARKETS of the U. S. (With three or more stations)

CLEVELAND, OHIO

TV ADVERTISING IN MARKET (FCC—1961)		\$17,251,387
Network	(1960: \$3,443,895)	\$3,773,565
National-regional spot	(\$10,391,390)	\$11,031,493
Local	(\$3,648,897)	\$3,724,402

TV HOMES IN MARKET'S SURVEY AREA* **1,330,100**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

OHIO	Geauga	Morrow	Tuscarawas
Ashland	Holmes	Portage	Wayne
Ashtabula	Huron	Richland	Wyandot
Carroll	Knox	Sandusky	PENNSYLVANIA
Coshocton	Lake	Seneca	Crawford
Crawford	Lorain	Stark	Lawrence
Cuyahoga [≠]	Mahoning	Summit	Mercer
Erie	Medina	Trumbull	

[≠]Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **709,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$700**

TV DAY SPOT COST‡ **\$225**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KYW-TV (NBC) Ch. 3
George H. Mathiesen, gen. mgr.
Robert Schroeder, sls. mgr.
Rep: TvAR

WEWS (ABC) Ch. 5
James C. Hanrahan, gen. mgr.
Jay S. Kerekes, ad. mgr.
Rep: Blair-TV

WJW-TV (CBS) Ch. 8
Bob Buchanan, gen. mgr.
George Lyons, sls. mgr.
Rep: Storer

1962-63 TV TIMEBUYERS' MARKET GUIDE

Definitions and Methods Used

(1) Inclusion of markets:—This book includes all markets for which the FCC made a revenue report in 1962; i.e., all multiple-station markets. In addition, certain other key markets have been included where (according to the FCC and other sources) the announced due-date for a third station to be on air falls within the use-life of this annual publication. These markets are: Binghamton, N. Y.; Grand Rapids-Kalamazoo, Mich.; Providence-New Bedford, R. I.; Rochester, N. Y.; Syracuse-Elmira, N. Y.

(2) Description of market. The description of each market, and hence its place in alphabetical listing, is exactly that given by the FCC in its 1962 revenue report.

All compound- or group-markets are as specified by the FCC; e.g., "Albany-Schenectady-Troy, N. Y." These markets include:—Albany-Schenectady-Troy, N. Y.; Beaumont-Port Arthur, Tex.; Buffalo-Niagara Falls, N. Y.; Cedar Rapids-Waterloo, Iowa; Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.; Colorado Springs-Pueblo, Col.; Dallas-Fort Worth, Tex.; Des Moines-Ames, Iowa; Flint-Saginaw-Bay City, Mich.; Fresno-Hanford-Visalia, Cal.; Greenville-Spartanburg, S. C.-Asheville, N. C.; Harrisburg-Lancaster-York-Lebanon, Pa.; Hartford-New Haven-New Britain-Waterbury, Connecticut; Houston-Galveston, Tex.; Indianapolis-Bloomington, Ind.; Johnstown-Altoona, Pa.; Las Vegas-Henderson, Nev.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Norfolk-Portsmouth-Newport News-Hampton, Va.; Oklahoma City-Enid, Okla.; Orlando-Daytona Beach, Fla.; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.; Phoenix-Mesa, Ariz.; Portland-Poland Spring, Me.; Richmond-Petersburg, Va.; Roanoke-Lynchburg, Va.; Rochester-Austin, Minn.-Mason City, Iowa; Sacramento-Stockton, Cal.; Salt Lake City-Ogden-Provo, Utah; San Francisco-Oakland, Cal.; Shreveport, La.-Texarkana, Tex.; South Bend-Elkhart, Ind.; Springfield-Decatur-Champaign-Urbana-Danville, Ill.; Tampa-St. Petersburg, Fla.; Wichita-Hutchinson, Kans.; Wilkes Barre-Scranton, Pa.; San Juan-Caguas, Puerto Rico.

(3) Revenue figures. Details of tv advertising expenditures are taken from the 1962 FCC report (covering 1961). Figures for network spending, national/regional spot, and local advertising are also quoted for the previous year (1960), where the same market was quoted in both reports.

(4) Tv homes in market's survey area. This figure, and the list of counties within the survey area, are reproduced by permission from the ARB Television Market Summary, March 1962. (Further use or communication of these figures is subject to ARB copyright restrictions.) Detailed explanation of sampling methods, etc., will be furnished on request by ARB.

(5) Quarter-hour homes. Nielsen Station Index, average quarter-hour network prime-time station total of homes using tv, Fall 1961-Spring 1962. Reproduced by permission of the A. C. Nielsen Co.

(6) Spot costs. Abstracted from the Spot Television Advertising Cost Summary, No. 31, published by the Katz Agency. This summary is designed for quick estimating of spot tv costs. It is not intended to take the place of individual station rate cards, which should be consulted for specific rates. In each category, the rate shown is that of the station with the highest base rate in that category. (The published Cost Summary contains detailed explanation of discounts applied in this calculation, etc.)

(7) Stations serving the market. Follows the total number of stations reported by the FCC. No satellites have been included, except where a satellite is reported as a "station" by the FCC. Station details are as reported, and checked by, the station or its representative. In general, TIMEBUYERS' GUIDE has selected, for its listing of station personnel, only the general manager (or his equivalent) and the national sales manager (or his equivalent). In the same fashion, only the national representative has been listed.

1962-63 TV MARKETS of the U. S. (With three or more stations)

COLORADO SPRINGS-PUEBLO, COLO.

TV ADVERTISING IN MARKET (FCC—1961)		\$1,416,148
Network	(1960: \$301,340)	\$357,850
National-regional spot	(\$445,154)	\$478,003
Local	(\$765,988)	\$608,172

TV HOMES IN MARKET'S SURVEY AREA* **106,100**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

COLORADO	Custer	Kiowa	Pitkin
Bent	Elbert	Kit Carson	Prowers
Chaffee	El Paso#	Los Animas	Pueblo#
Cheyenne	Fremont	Lincoln	Rio Grande
Canejos	Gunnison	Mineral	Saguache
Crawley	Huerfano	Otero	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **63,700**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$70**

TV DAY SPOT COST‡ **\$13**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KKTV (CBS) Ch. 11
James D. Russell, gen. mgr.
Robert D. Ellis, sls. mgr.
Rep: Venard Rintoul & McConnell

KOAA-TV (NBC) Ch. 5
James Croll, gen. mgr.
Kenneth King, comm. mgr.
Rep: Meeker

KRDO-TV (ABC) Ch. 13
Harry Hoth, gen. mgr.
Jay Gardner, stn. mgr.
Rep: ATS

1962-63 TV MARKETS of the U. S. (With three or more stations)

COLUMBIA, S. C.

TV ADVERTISING IN MARKET (FCC—1961) **\$1,812,565**

Network	(1960: Not available)	\$477,917
National-regional spot	(1960: Not available)	\$824,216
Local	(1960: Not available)	\$480,821

TV HOMES IN MARKET'S SURVEY AREA* **323,500**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NORTH CAROLINA Richmond Scotland SOUTH CAROLINA Abbeville Aiken Allendale Bamberg Barnwell Berkeley Calhoun	Cherokee Chester Chesterfield Clarendon Colleton Darlington Dillon Dorchester Edgefield Fairfield	Florence Georgetown Greenwood Hampton Harry Kershaw Lancaster Laurens Lee Lexington#	Marion Marlboro Newberry Orangeburg Richland# Saluda Sumter Union Williamsburg York
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **56,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$150**

TV DAY SPOT COST‡ **\$ 59**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCCA-TV (ABC) Ch. 25
 Harold E. Anderson, gen. mgr.
 Arie Landrum, stn. mgr.
 Rep: ATS

WIS-TV (NBC) Ch. 10
 Charles A. Batson, mng. dir.
 Law Epps, sls. mgr.
 Rep: PGW

WNOK-TV (CBS) Ch. 19
 H. Moody McElveen, Jr., gen. mgr.
 Richard T. Laughridge, gen. sls. mgr.
 Rep: Raymer

Directory of compound markets

Listing of compound markets follows the style adopted by the FCC in its 1962 tv revenue report. These markets are cross-indexed here, for ease of reference:—

ALTOONA	see Johnstown	MESA	see Phoenix
AMES	see Des Moines	NEW BEDFORD	see Providence
ASHLAND	see Charleston	NEW BRITAIN	see Hartford
ASHEVILLE	see Greenville	NEW HAVEN	see Hartford
AUSTIN	see Rochester (Minn.)	NEWPORT NEWS	see Norfolk
BAY CITY	see Flint	NIAGARA FALLS	see Buffalo
BLOOMINGTON	see Indianapolis	OAK HILL	see Charleston
CAGUAS	see San Juan	OAKLAND	see San Francisco
CAPE GIRARDEAU	see Paducah	OGDEN	see Salt Lake City
CHAMPAIGN	see Springfield	PORT ARTHUR	see Beaumont
DANVILLE	see Springfield	PORTSMOUTH	see Norfolk
DAYTONA BEACH	see Orlando	PENSACOLA	see Mobile
DECATUR	see Springfield	PETERSBURG	see Richmond
ELKHART	see South Bend	POLAND SPRING	see Portland
ELMIRA	see Syracuse	PROVO	see Salt Lake City
ENID	see Oklahoma City	PUEBLO	see Colorado Springs
FORT WORTH	see Dallas	SAGINAW	see Flint
GALVESTON	see Houston	ST. PAUL	see Minneapolis
HAMPTON	see Norfolk	ST. PETERSBURG	see Tampa
HANFORD	see Fresno	SCHENECTADY	see Albany
HARRISBURG	see Paducah	SCRANTON	see Wilkes Barre
HENDERSON	see Las Vegas	SPARTANBURG	see Greenville
HUNTINGTON	see Charleston	STOCKTON	see Sacramento
HUTCHINSON	see Wichita	TEXARKANA	see Shreveport
KALAMAZOO	see Grand Rapids	TROY	see Albany
LANCASTER	see Harrisburg	URBANA	see Springfield
LEBANON	see Harrisburg	VISALIA	see Fresno
LYNCHBURG	see Roanoke	WATERBURY	see Hartford
MASON CITY	see Rochester (Minn.)	WATERLOO	see Cedar Rapids
		YORK	see Harrisburg

1962-63 TV MARKETS of the U. S. (With three or more stations)

COLUMBUS, OHIO

TV ADVERTISING IN MARKET (FCC—1961) **\$8,184,067**

Network	(1960: \$1,694,094)	\$1,849,788
National-regional spot	(\$4,597,430)	\$4,610,724
Local	(\$2,101,962)	\$2,121,399

TV HOMES IN MARKET'S SURVEY AREA* **649,400**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

OHIO	Coshocton	Holmes	Perry
Adams	Crawford	Jackson	Pickaway
Allen	Delaware	Knox	Pike
Athens	Fairfield	Licking	Richland
Auglaize	Fayette	Logan	Ross
Brown	Franklin#	Madison	Scioto
Champaign	Guernsey	Marion	Seneca
Clark	Hardin	Morgan	Union
Clermont	Highland	Morrow	Vinton
Clinton	Hocking	Muskingum	Wyandot

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **243,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$275**

TV DAY SPOT COST‡ **\$60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBNS-TV (CBS) Ch. 10
Richard A. Borel, tv dir.
Robert D. Thomas, sls. dir.
Rep: Blair-TV

WLW-C (NBC) Ch. 4
Walter E. Bartlett, gen. mgr.
Richard E. Reed, sls. mgr.
Rep: Crosley

WTVN-TV (ABC) Ch. 6
Robert C. Wiegand, gen. mgr.
Richard W. Ostrander, sls. mgr.
Rep: Katz—(East)

1962-63 TV MARKETS of the U. S. (With three or more stations)

DALLAS-FORT WORTH, TEX.

TV ADVERTISING IN MARKET (FCC—1961) **\$10,955,801**

Network	(1960: \$2,073,965)	\$2,162,366
National-regional spot	(\$5,234,258)	\$5,705,565
Local	(\$3,614,757)	\$3,750,705

TV HOMES IN MARKET'S SURVEY AREA* **751,600**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

OKLAHOMA Bryan Carter Choctaw Jefferson Love Marshall TEXAS Anderson Bosque Brown	Collin# Comanche Cooke Dallas# Delta Denton# Eastland Ellis# Erath Fannin Freestone	Grayson Hamilton Henderson Hill Hood Hopkins Houston Hunt Jack Johnson#	Kaufman Lamar Leon Limestone McLennon Mills Montague Navarro Palo Pinto Parker	Rains Rockwall Smith Somervell Stephens Tarrant# Van Zandt Wise Wood Young
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **390,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$365**

TV DAY SPOT COST‡ **\$ 96**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KRLD-TV (CBS) Ch. 4
Roy M. Flynn, stn. mgr.
Gene Cuny, sls. mgr.
Rep: ATS

KTVT Ch. 11
Jim Terrell, gen. mgr.
E. L. (Corky) Cartwright, sls. mgr.
Rep: Katz (West)

WBAP-TV (NBC) Ch. 5
Roy Bacus, stn. mgr.
Jack Rogers, sls. mgr.
Rep: PGW

WFAA-TV (ABC) Ch. 8
Mike Shapiro, gen. mgr.
Edwin W. Pfeiffer, stn. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

DENVER, COLO.

TV ADVERTISING IN MARKET (FCC—1961) **\$6,986,615**

Network	(1960: \$1,197,921)	\$1,269,099
National-regional spot	(\$3,634,025)	\$3,718,836
Local	(\$2,459,251)	\$2,268,542

TV HOMES IN MARKET'S SURVEY AREA* **392,400**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

COLORADO	Gilpin	Logan	Washington
Adams#	Grand	Moffat	Weld
Arapahoe#	Gunnison	Morgan	Yuma
Boulder#	Huerfano	Park	NEBRASKA
Chaffee	Jackson	Phillips	Cheyenne
Cheyenne	Jefferson#	Pitkin	Kimball
Clear Creek	Kit Carson	Rio Blanco	WYOMING
Denver#	Lake	Routt	Albany
Douglas	Larimer	Sedgwick	Carbon
Eagle	Los Animas	Summit	Laramie
Elbert	Lincoln	Teller	Natrona

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **219,400**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$275**

TV DAY SPOT COST‡ **\$ 65**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KBTV (ABC) Ch. 9
Alvin G. Flanagan, gen. mgr.
Robert L. Brown, sls. mgr.
Rep: PGW

KLZ-TV (CBS) Ch. 7
Hugh B. Terry, gen. mgr.
Jack Tipton, stn. mgr.
Rep: Katz (West)

KOA-TV (NBC) Ch. 4
Ralph Radetsky, stn. mgr.
Dick Harris, sls. mgr.
Rep: Blair-TV

KTVR Ch. 2
James T. Brennan, gen. mgr.
Rep: Young

1962-63 TV MARKETS of the U. S. (With three or more stations)

DES MOINES-AMES, IOWA

TV ADVERTISING IN MARKET (FCC—1961)		\$3,705,838
Network	(1960: \$1,058,590)	\$1,217,594
National-regional spot	(\$2,387,922)	\$2,271,546
Local	(\$685,976)	\$696,040

TV HOMES IN MARKET'S SURVEY AREA* 346,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

IOWA	Clarke	Hancock	Marion	Tama
Adair	Dallas	Hardin	Marshall	Union
Appanoose	Decatur	Humboldt	Monroe	Wapello
Audubon	Emmet	Iowa	Palo Alto	Warren
Boone	Floyd	Jasper	Pocahontas	Washington
Butler	Franklin	Keokuk	Polk#	Wayne
Calhoun	Green	Kossuth	Poweshiek	Webster
Carroll	Grundy	Lucas	Ringgold	Winnebago
Cass	Guthrie	Madison	Sac	Wright
Cerro Gordo	Hamilton	Mahaska	Story	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 148,400

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$180

TV DAY SPOT COST‡ \$ 56

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KRNT-TV (CBS) Ch. 8
Bob Dillon, gen. mgr.
Paul Elliott, sls. mgr.
Rep: Katz-(West)

WHO-TV (NBC) Ch. 13
Paul A. Loyet, gen. mgr.
Robert H. Harter, sls. mgr.
Rep: PGW

WOI-TV (ABC) Ch. 5
Robert C. Mulhall, gen. mgr.
Ted Tostlebe, comm. mgr.
Rep: H-R

1962-63 TV MARKETS of the U. S. (With three or more stations)

DETROIT, MICH.

TV ADVERTISING IN MARKET (FCC—1961) \$17,986,762

Network	(1960: \$4,442,733)	\$4,578,049
National-regional spot	(\$10,798,087)	\$11,240,304
Local	(\$4,238,898)	\$4,180,317

TV HOMES IN MARKET'S SURVEY AREA* 1,567,000

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MICHIGAN	Livingston	Sanilac	OHIO
Genesee	Macomb#	Shiawassee	Lucas
Huron	Monroe	Tuscola	Ottawa
Jackson	Oakland#	Washtenaw	Sandusky
Lapeer	St. Clair	Wayne#	Wood
Lenawee			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 790,000

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$1,100

TV DAY SPOT COST‡ \$ 160

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

CKLW-TV Ch. 9 (Ontario)
S. Campbell Ritchie, gen. mgr.
Norman Hawkins, sls. mgr.
Rep: RKO Sales

WJBK-TV (CBS) Ch. 2
Lawrence Carino, gen. mgr.
Hap Eaton, sls. mgr.
Rep: Storer

WWJ-TV (NBC) Ch. 4
James Schiavone, gen. mgr.
Ray W. Colie, sls. mgr.
Rep: PGW

WXYZ-TV (ABC) Ch. 7
John F. Pival, gen. mgr.
Kent Fredericks, nat. sls. mgr.
Rep: ABC Sales

1962-63 TV MARKETS of the U. S. (With three or more stations)

EL PASO, TEX.

TV ADVERTISING IN MARKET (FCC—1961) \$1,818,622

Network	(1960: \$379,903)	\$375,410
National-regional spot	(\$637,577)	\$609,498
Local	(\$882,895)	\$885,467

TV HOMES IN MARKET'S SURVEY AREA* 102,000

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NEW MEXICO	Hidalgo	TEXAS	Hudspeth
Dona Ana	Luna	Culberson	Jeff Davis
Grant	Otero	El Paso#	Presidio

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 64,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$115

TV DAY SPOT COST‡ \$ 35

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KELP-TV (ABC) Ch. 13
Gene Roth, stn. mgr.
Rep: Young

KROD-TV (CBS) Ch. 4
Larry Daniels, gen. mgr.
George Collie, sls. mgr.
Rep: Bolling

KTSM-TV (NBC) Ch. 9
Karl O. Wyler, Sr., gen. mgr.
Karl O. Wyler, Jr., exec. v.p.
Rep: Hollingbery

Directory of compound markets

Listing of compound markets follows the style adopted by the FCC in its 1962 tv revenue report. These markets are cross-indexed here, for ease of reference:—

ALTOONA	see Johnstown	MESA	see Phoenix
AMES	see Des Moines	NEW BEDFORD	see Providence
ASHLAND	see Charleston	NEW BRITAIN	see Hartford
ASHEVILLE	see Greenville	NEW HAVEN	see Hartford
AUSTIN	see Rochester (Minn.)	NEWPORT NEWS	see Norfolk
BAY CITY	see Flint	NIAGARA FALLS	see Buffalo
BLOOMINGTON	see Indianapolis	OAK HILL	see Charleston
CAGUAS	see San Juan	OAKLAND	see San Francisco
CAPE GIRARDEAU	see Paducah	OGDEN	see Salt Lake City
CHAMPAIGN	see Springfield	PORT ARTHUR	see Beaumont
DANVILLE	see Springfield	PORTSMOUTH	see Norfolk
DAYTONA BEACH	see Orlando	PENSACOLA	see Mobile
DECATUR	see Springfield	PETERSBURG	see Richmond
ELKHART	see South Bend	POLAND SPRING	see Portland
ELMIRA	see Syracuse	PROVO	see Salt Lake City
ENID	see Oklahoma City	PUEBLO	see Colorado Springs
FORT WORTH	see Dallas	SAGINAW	see Flint
GALVESTON	see Houston	ST. PAUL	see Minneapolis
HAMPTON	see Norfolk	ST. PETERSBURG	see Tampa
HANFORD	see Fresno	SCHENECTADY	see Albany
HARRISBURG	see Paducah	SCRANTON	see Wilkes Barre
HENDERSON	see Las Vegas	SPARTANBURG	see Greenville
HUNTINGTON	see Charleston	STOCKTON	see Sacramento
HUTCHINSON	see Wichita	TEXARKANA	see Shreveport
KALAMAZOO	see Grand Rapids	TROY	see Albany
LANCASTER	see Harrisburg	URBANA	see Springfield
LEBANON	see Harrisburg	VISALIA	see Fresno
LYNCHBURG	see Roanoke	WATERBURY	see Hartford
MASON CITY	see Rochester (Minn.)	WATERLOO	see Cedar Rapids
		YORK	see Harrisburg

1962-63 TV MARKETS of the U. S. (With three or more stations)

EVANSVILLE, IND.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,003,198
Network	(1960: \$635,090)	\$697,426
National-regional spot	(\$686,156)	\$666,512
Local	(\$806,088)	\$789,286

TV HOMES IN MARKET'S SURVEY AREA* 292,000

NOTE: This is an intermixed uhf and vhf market

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COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS Clay Crawford Edwards Effingham Gallatin Hamilton Hardin Jasper Jefferson Lawrence	Marion Pope Richland Saline Wabash Wayne White Williamson INDIANA Crawford Daviss	Dubois Gibson Greene Harrison Knox Martin Orange Owen Perry Pike	Posey Spencer Sullivan Vanderburgh# Warrick KENTUCKY Caldwell Crittenden Daviss Grayson	Hancock Hart Henderson# Hopkins Lyon McLean Muhlenberg Ohio Union Webster
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 101,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$125

TV DAY SPOT COST‡ \$ 25

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WEHT-TV (CBS) Ch. 50
William B. Hight, gen. mgr.
Howard D. Duncan, sls. mgr.
Rep: Young

WFIE-TV (NBC) Ch. 14
Jack Douglas, gen. mgr.
Jack Berning, gen. sls. mgr.
Rep: Katz—(East)

WTVW (ABC) Ch. 7
Dick Shively, gen. mgr.
Robert Ossenberg, sls. mgr.
Rep: Hollingbery

1962-63 TV MARKETS of the U. S. (With three or more stations)

FLINT-SAGINAW-BAY CITY, MICH.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,003,780
Network	(1960: \$860,222)	\$1,043,480
National-regional spot	(\$1,579,783)	\$1,633,041
Local	(\$623,705)	\$689,405

TV HOMES IN MARKET'S SURVEY AREA* 447,000

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MICHIGAN	Genesee#	Lapeer	Oscoda
Alcona	Gladwin	Livingston	Presque Isle
Alpena	Gratiot	Mecosta	Roscommon
Arenac	Huron	Midland	Saginaw#
Bay#	Ingham	Missaukee	St. Clair
Clare	Ionia	Montcalm	Sanilac
Clinton	Iosco	Montmorency	Shiawassee
Crawford	Isabella	Ogemaw	Tuscola
Eaton	Kalkaska	Osceola	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 149,200

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$200

TV DAY SPOT COST‡ \$ 75

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WJRT (ABC) Ch. 12
A. Donovan Faust, gen. mgr.
Robert I. Mart, sls. mgr.
Rep: HRP

WKNX-TV (CBS) Ch. 57
William J. Edwards, gen. mgr.
Robt. M. Chandler, comm. mgr.
Rep: Gill-Perna

WNEM-TV (NBC) Ch. 5
James Gerity Jr., gen mgr.
Jack Berry, comm. mgr.
Rep: Petry



5 REASONS WHY
IT PAYS TO BUY
CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV



SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

Affiliated with WNEM FM 102.5 MC Bay City and WABT CBS in Adrian



FORT WAYNE, IND.

TV ADVERTISING IN MARKET (FCC—1961) **\$2,428,154**

Network	(1960: \$763,227)	\$832,833
National-regional spot	(\$953,474)	\$1,129,955
Local	(\$830,550)	\$644,066

TV HOMES IN MARKET'S SURVEY AREA* **251,100**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

INDIANA Adams Allen# Blackford De Kalb Huntington Jay	Kosciusko LaGrange Miami Noble Steuben Wabash Wells	Whitley OHIO Allen Darke Defiance Fulton	Henry Mercer Paulding Putnam Vanwert Williams
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **92,400**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$120**

TV DAY SPOT COST‡ **\$ 43**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WANE-TV (CBS) Ch. 15
 Reid G. Chapman, gen. mgr.
 John J. Keenan, gen. sls. mgr.
 Rep: H-R

WKJG-TV (NBC) Ch. 33
 Edward G. Thoms, gen. mgr.
 Carleton B. Evans, comm. mgr.
 Rep: ATS

WPTA (ABC) Ch. 21
 Richard D. Morgan
 gen./nat. sls. mgr.
 Rep: Young

FRESNO-HANFORD-VISALIA, CAL.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,878,614
Network	(1960: \$833,683)	\$868,958
National-regional spot	(\$1,658,056)	\$1,521,200
Local	(\$870,139)	\$903,634

TV HOMES IN MARKET'S SURVEY AREA* 323,400

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CALIFORNIA Fresno# Kern	Kings Madera	Mariposa Merced	Stanislaus Tulare
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 100,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$180

TV DAY SPOT COST‡ \$ 40

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KAIL-TV Ch. 53
 Charles Haddix, gen. mgr.
 Rep: Tele-Radio & TV

KFRE-TV (CBS) Ch. 30
 Leslie H. Peard, Jr., gen. mgr.
 Jay Sondheim, sls. mgr.
 Rep: Blair-TV

KICU-TV Ch. 43
 W. O. Edholm, gen. mgr.
 Rep: Weed

KJEO-TV (ABC) Ch. 47
 George C. Fleharty, gen. mgr.
 Keith M. Swinehart, sls. mgr.
 Rep: H-R

KMJ-TV (NBC) Ch. 24
 John I. Edwards, stn. mgr.
 Wilson Lefler, sls. mgr.
 Rep: Katz (West)

1962-63 TV MARKETS of the U. S. (With third station pending)

GRAND RAPIDS-KALAMAZOO, MICH.

TV ADVERTISING IN MARKET (FCC—1961)	Not available
Network	Not available
National-regional spot	Not available
Local	Not available

TV HOMES IN MARKET'S SURVEY AREA* 669,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

INDIANA	Branch	Isabella	Muskegon
Elkhart	Calhoun	Jackson	Newaygo
LaGrange	Cass	Kalamazoo#	Oceana
St. Joseph	Clinton	Kent#	Osceola
Steuben	Eaton	Lake	Ottawa
MICHIGAN	Gratiot	Manistee	St. Joseph
Allegan#	Hillsdale	Mason	Van Buren
Barry#	Ingham	Mecosta	Williams
Berrien	Ionia	Montcalm	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 210,450

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$360

TV DAY SPOT COST‡ \$ 75

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WHM-TV (ABC) Ch. 13

Mark Wodlinger, gen. mgr.
Rep: PGW

(New Station. On the air target date
November 1, 1962)

WKZO-TV (CBS) Ch. 3

Carl E. Lee, gen. mgr.
Donald W. DeSmit, sls. mgr.
Rep: Avery-Knodel

WOOD-TV (NBC) Ch. 8

Willard Schroeder, gen. mgr.
John S. Markward, stn. mgr./sls. dir.
Rep: Katz (East)

NOTE: The marketing data presented reflects the situation as it currently exists; no revisions have been made to account for the new station that will be going on the air.

1962-63 TV MARKETS of the U. S. (With three or more stations)

GREEN BAY, WIS.

TV ADVERTISING IN MARKET (FCC—1961) **\$2,516,792**

Network	(1960: \$908,003)	\$979,969
National-regional spot	(\$912,777)	\$1,000,056
Local	(\$844,265)	\$696,905

TV HOMES IN MARKET'S SURVEY AREA* **348,500**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MICHIGAN	Ontonagon	Juneau	Outagamie#
Alger	WISCONSIN	Kewaunee	Portage
Benzie	Adams	Langlade	Price
Delta	Brown#	Lincoln	Shawano
Dickinson	Calumet	Manitowoc	Sheboygan
Iron	Door	Marathon	Vilas
Leelanau	Florence	Marinette	Waupaca
Manistee	Fond du Lac	Marquette	Waushara
Marquette	Forest	Oconto	Winnebago
Mason	Green Lake	Oneida	Wood
Menominee			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **139,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$135**

TV DAY SPOT COST‡ **\$ 42**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBAY-TV (CBS) Ch. 2
Haydn R. Evans, gen. mgr.
Earl H. Huth, sls. mgr.
Rep: H-R

WFRV (NBC) Ch. 5
Lee Browning, gen. mgr.
Fred Johnson, sls. mgr.
Rep: Katz—(West)

WLUK-TV (ABC) Ch. 11
John H. Borgen, gen. mgr.
Rep: Young

1962-63 TV MARKETS of the U. S. (With three or more stations)

GREENVILLE-SPARTANBURG, S. C.—ASHEVILLE, N. C.

TV ADVERTISING IN MARKET (FCC—1961) \$3,069,702

Network	(1960: \$794,533)	\$905,854
National-regional spot	(\$1,545,104)	\$1,450,742
Local	(\$799,944)	\$864,398

TV HOMES IN MARKET'S SURVEY AREA* 727,700

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

GEORGIA Banks Barrow Clarke Elbert Franklin Habersham Hart Jackson Lincoln Lumpkin Madison Morgan Oconee Oglethorpe Rabun Stephens Taliaferro Town	Union White Wilkes KENTUCKY Bell Harlan Leslie Letcher Perry Whitley NORTH CAROLINA Alexander Avery Buncombe# Burke Caldwell Catawba Clay Cleveland	Gaston Graham Haywood Henderson# Jackson Lincoln McDowell Macon Madison Mecklenberg Mitchell Polk Rutherford Swain Transylvania Yancey SOUTH CAROLINA Abbeville Anderson	Cherokee Chester Chesterfield Edgefield Fairfield Greenville# Greenwood Lancaster Laurens McCormick Newberry Oconee Pickens Saluda Spartanburg# Union York TENNESSEE Anderson	Campbell Carter Claiborne Cocke Grainger Greene Hamblen Hancock Hawkins Jefferson Loudon Monroe Sullivan Unicoi Union Washington VIRGINIA Lee Scott Washington
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 170,200

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$175

TV DAY SPOT COST‡ \$ 56

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

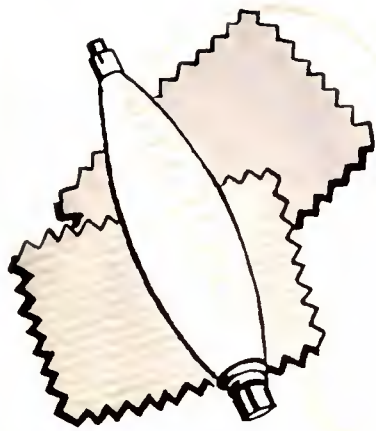
TV STATIONS

WFBC-TV (NBC) Ch. 4
Wilson C. Wearn, gen. mgr.
Douglas A. Smith, nat. sls. mgr.
Rep: Avery-Knodel

WLOS-TV (ABC) Ch. 13
Morton S. Cohn, stn. mgr.
Fred L. Bernstein, sls. mgr.
Rep: PGW

WSPA-TV (CBS) Ch. 7
Walter J. Brown, gen. mgr.
Roger A. Shaffer, sls. mgr.
Rep: Hollingbery

WISE-TV (NBC) Ch. 62
Harold H. Thoms, pres.
Rep: Not available



IN WFBC-TV's GIANT MARKET "TEXTILE CENTER OF THE WORLD"



Southern Textile Exposition Building, Greenville, S. C., to be completed in 1964, replacing world-famous Textile Hall, home of the Exposition since 1915. The new structure is expected to be the finest industrial exposition facility in the Southeast.

WFBC-TV SALUTES THE 22nd SOUTHERN TEXTILE EXPOSITION, Oct. 15-19, 1962

The 1962 Southern Textile Exposition in Greenville, S. C., "Textile Center of the World" will attract exhibitors and buyers of machinery and equipment from the Americas, Europe and Asia. The biennial Exposition is unique in the field of textile manufacturing . . . a market place for new ideas and improved methods for making the world's fabrics.

WFBC-TV's own market embraces the largest concentration of textile manufacturing, with 350 mills which employ 250,000 people. They make the fabrics for America's apparel, household goods and industry.

WFBC-TV Dominates The Greenville-Spartanburg-Asheville Market of 2 Million People, With \$3 Billions in Incomes.

For complete data about the market, the ratings and availabilities, contact the Station or Avery-Knodel.



The Giant of Southern Skies

WFBC-TV
GREENVILLE, SOUTH CAROLINA

CHANNEL 4
SERVING GREENVILLE, SPARTANBURG, ASHEVILLE
Represented Nationally by Avery-Knodel, Inc.

Affiliated with WBIR-TV, Knoxville, Tenn.

HARRISBURG-LANCASTER-YORK-LEBANON, PA.

TV ADVERTISING IN MARKET (FCC—1961) **\$4,527,891**

Network	(1960: \$1,216,273)	\$1,458,043
National-regional spot	(\$2,791,432)	\$2,759,312
Local	(\$1,148,558)	\$1,149,109

TV HOMES IN MARKET'S SURVEY AREA* **1,115,800**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MARYLAND	PENNSYLVANIA	Dauphin#	Montour
Baltimore	Adams	Franklin	Northumberland
Carroll	Berks	Fulton	Perry
Cecil	Cameron	Huntingdon	Schuylkill
Frederick	Centre	Juniata	Snyder
Howard	Chester	Lancaster#	Sullivan
Kent	Clinton	Lebanon#	Union
Queen Annes	Columbia	Lycoming	York#
Washington	Cumberland#	Mifflin	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **174,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$240**

TV DAY SPOT COST‡ **\$101**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WGAL-TV (NBC/CBS) Ch. 8
Clair R. McCollough, pres./gen. mgr.
J. Robert Gulick, gen. sls. mgr.
Robert L. Dreher, nat. sls. mgr.
Rep: Meeker

WSBA-TV (CBS) Ch. 43
Roert M. Stough, stn. mgr.
Rep: Blair Associates

WHP-TV (CBS) Ch. 21
Cecil Sansbury, gen. mgr.
Jack Candioto, sls. mgr.
Rep: Blair Associates

WLYH-TV (CBS) Ch. 15
Joe Zimmermann, gen. mgr.
Edward H. Benedict (New York),
dir. nat. sls.
Rep: Blair Associates

WTPA (ABC) Ch. 27
Donald D. Wear, gen. mgr.
Jack Thornsley, sls. mgr.
Rep: HRP

HARTFORD-NEW HAVEN-NEW BRITAIN-WATERBURY, CONN.

TV ADVERTISING IN MARKET (FCC—1961)		\$9,016,283
Network	(1960: \$1,815,167)	\$1,888,766
National-regional spot	(\$7,016,968)	\$7,058,547
Local	(\$1,377,046)	\$1,304,038

TV HOMES IN MARKET'S SURVEY AREA* 1,326,200

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CONNECTICUT	New Haven#	MASSACHUSETTS	Worcester
Fairfield	New London	Berkshire	NEW YORK
Hartford#	Tolland	Franklin	Dutchess
Litchfield	Windham	Hampden	Suffolk
Middlesex		Hampshire	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 293,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$400

TV DAY SPOT COST‡ \$143

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WHCT Ch. 18
Charles O. Wood, gen. mgr.
Rep: RKO Sales

WTIC-TV (CBS) Ch. 3
Walter C. Johnson, gen. mgr.
Irwin C. Cowper, sls. v.p.
Rep: HRP

WHNB-TV (NBC) Ch. 30
Robert W. Bray, gen. mgr.
Jack Fox, sls. dir.
Rep: Hollingbery

WATR-TV (ABC) Ch. 53
Harold Thomas, pres.
Sam Elman, mgr.
Rep: Masla

WNHC-TV (ABC) Ch. 8
Howard W. Maschmeier, gen. mgr.
Robert Teter, sls. mgr.
Rep: Blair-TV

1962-63 TV MARKETS of the U. S. (With three or more stations)

HONOLULU, HAWAII

TV ADVERTISING IN MARKET (FCC—1961)		\$3,020,286
Network	(1960: \$303,810)	\$403,019
National-regional spot	(\$1,096,372)	\$1,014,628
Local	(\$1,597,892)	\$1,729,464

TV HOMES IN MARKET'S SURVEY AREA* **140,900**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

<p>HONOLULU, HAWAII Hawaii Honolulu# Kauai Maui</p>
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **78,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$130**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KGMB-TV (CBS) Ch. 9
 Joseph Herold, gen. mgr.
 Rep: PGW

KHVH-TV (ABC) Ch. 4
 John A. Serrao, gen. mgr.
 Stan Anderson, sls. mgr.
 Rep: Young

KONA (NBC) Ch. 2
 John D. Keating, gen. mgr.
 Jim Spencer, sls. mgr.
 Rep: Hollingbery

1962-63 TV MARKETS of the U. S. (With three or more stations)

HOUSTON-GALVESTON, TEX.

TV ADVERTISING IN MARKET (FCC—1961)		\$8,292,881
Network	(1960: \$1,765,236)	\$1,857,522
National-regional spot	(\$5,287,955)	\$5,837,228
Local	(\$2,306,128)	\$1,774,682

TV HOMES IN MARKET'S SURVEY AREA* 581,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

TEXAS	Colorado	Lee	Trinity
Aransas	Fort Bend	Liberty	Tyler
Austin	Galveston	Madison	Victoria
Brazaria	Grimes	Matagorda	Walker
Brazos	Hardin	Montgomery	Waller
Burleson	Harris#	Polk	Washington
Calhoun	Jackson	San Jacinto	Wharton
Chambers	Jefferson		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 290,000

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$300

TV DAY SPOT COST‡ \$ 88

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KHOU-TV (CBS) Ch. 11
James C. Richdale Jr., gen. mgr.
Robert O. Paxson, sls. mgr.
Rep: H-R

KPRC-TV (NBC) Ch. 2
Jack Harris, gen. mgr.
Jack McGrew, comm. mgr.
Rep: Petry

KTRK-TV (ABC) Ch. 13
Willard E. Walbridge, gen. mgr.
William F. Bennett, comm. mgr.
Rep: Hollingbery

1962-63 TV MARKETS of the U. S. (With three or more stations)

INDIANAPOLIS-BLOOMINGTON, IND.

TV ADVERTISING IN MARKET (FCC—1961)		\$9,894,734
Network	(1960: \$1,860,406)	\$2,063,699
National-regional spot	(\$5,406,294)	\$6,100,304
Local	(\$2,504,012)	\$2,342,838

TV HOMES IN MARKET'S SURVEY AREA* 750,700

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS Clark Crawford Edgar Vermilion	INDIANA Bartholomew Benton Blackford Boone Brown Carroll Cass	Clay Clinton Daviess Decatur Delaware Dubois Fayette Fountain Franklin Grant Greene Hamilton Hancock	Hendricks Henry Howard Jackson Jay Jefferson Jennings Johnson Lawrence Madison Marion# Martin	Miami Monroe Montgomery Morgan Orange Owen Parke Putnam Randolph Ripley Rush Scott	Shelby Sullivan Tippecanoe Tipton Union Vermillion Vigo Wabash Warren Washington Wayne White
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 247,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$375

TV DAY SPOT COST‡ \$ 95

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WFBM-TV (NBC) Ch. 6
Eldon Campbell, gen. mgr.
Hugh Kibbey, sls. mgr.
Rep: Katz

WISH-TV (CBS) Ch. 8
Robert B. McConnell, gen. mgr.
Joseph E. Lake, nat. sls. mgr.
Rep: H-R

WLW-I (ABC) Ch. 13
John Babcock, gen. mgr.
Bob Lamb, sls. mgr.
Rep: Crosley

WTTV Ch. 4
Robert G. Holben, gen. mgr.
Charles W. (Bill) Thomas, sls. mgr.
Rep: Young

1962-63 TV MARKETS of the U. S. (With three or more stations)

JOHNSTOWN-ALTOONA, PA.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,567,025
Network	(1960: \$927,716)	\$1,052,022
National-regional spot	(\$2,193,441)	\$2,318,984
Local	(\$700,278)	\$526,385

TV HOMES IN MARKET'S SURVEY AREA* **1,373,400**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MARYLAND Allegany Garrett	Butler Cambria# Cameron Centre Clarion Clearfield Clinton Elk Fayette Forest Franklin	Fulton Greene Huntingdon Indiana Jefferson Juniata Lawrence Lycoming McKean Mercer Mifflin	Montour Northumberland Perry Potter Snyder Somerset Tioga Union Venango Washington	WEST VIRGINIA Westmoreland Berkeley Grant Hampshire Mineral Monongalia Morgan Preston Tucker
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **162,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$275**

TV DAY SPOT COST‡ **\$ 98**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WFBG-TV (CBS/ABC) Ch. 10
John Stilli, gen. mgr.
John Brubaker, sls. mgr.
Rep. Blair-TV

WJAC-TV (NBC/ABC) Ch. 6
Alvin D. Schrott, mgr.
John H. Hepburn, sls. mgr.
Rep: HRP

WARD-TV (CBS/ABC) Ch. 56
William D. Confer, mgr./comm. mgr.
Rep: Weed

1962-63 TV MARKETS of the U. S. (With three or more stations)

KANSAS CITY, MO.

TV ADVERTISING IN MARKET (FCC—1961) **\$8,976,145**

Network	(1960: \$2,062,289)	\$2,161,783
National-regional spot	(\$5,606,106)	\$5,846,259
Local	(\$1,940,257)	\$2,082,627

TV HOMES IN MARKET'S SURVEY AREA* **612,900**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

KANSAS Anderson Atchison Bourbon Brown Coffey Doniphan Douglas Franklin Jackson Jefferson Johnson# Leavenworth	Linn Lyon Marshall Miami Nemaha Osage Pottawatomie Shawnee Wabaunsee Wyandotte# MISSOURI Andrew Atchison	Barton Bates Benton Buchanan Caldwell Carroll Cass Chariton Clay# Clinton Davies De Kalb	Gentry Grundy Harrison Henry Holt Howard Jackson# Johnson Lafayette Linn Livingston Mercer	Nodaway Pettis Platte Ray St. Clair Saline Sullivan Vernon Worth NEBRASKA Pawnee Richardson
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **315,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$375**

TV DAY SPOT COST‡ **\$113**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

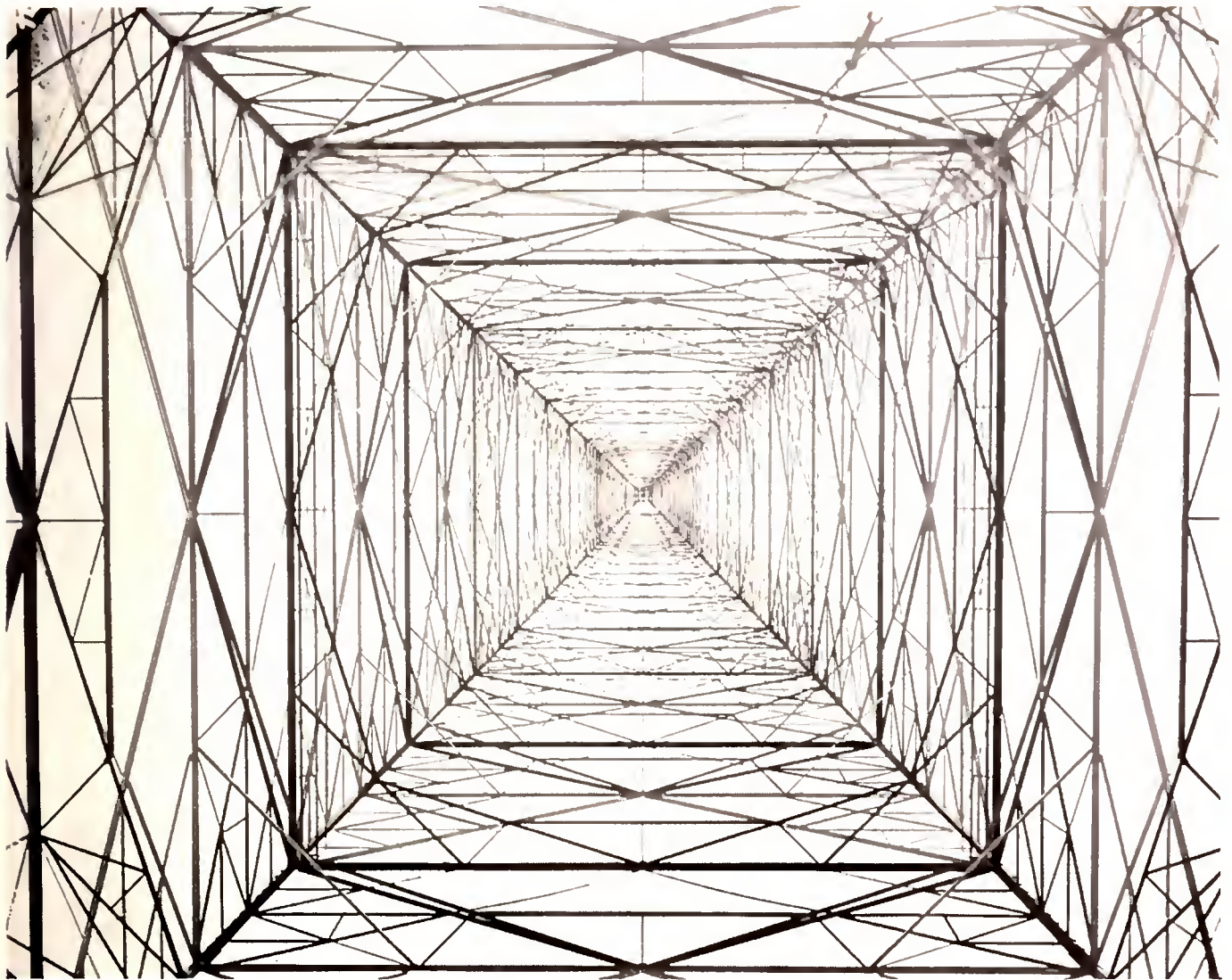
TV STATIONS

KCMO-TV (CBS) Ch. 5
E. K. Hartenbower, gen. mgr.
S. B. Tremble, stn. mgr.
Rep: Katz—(West)

KMBC-TV (ABC) Ch. 9
Albert P. Krivin, gen. mgr.
Mori Greiner, stn. mgr.
Rep: Metro

WDAF-TV (NBC) Ch. 4
William A. Bates, gen. mgr.
E. Manne Russo, sls. mgr.
Rep: Petry

Look at it this way . . .



Looking 1,042 feet straight up to the top of the KCMO tower

KCMO's Tall Tower reaches the heart of America as no other signal can

The TALL TOWER at Broadcasting House



If you want to give sales a boost in the prosperous Heart of America market, you need KCMO-Radio and KCMO-TV. No other station equals KCMO-Radio's coverage of this 200-mile-wide, 4-state market of 2,320,499 people. With 50,000 watts at 810 Kc., KCMO-Radio is Kansas City's most *powerful* radio station.

KCMO-TV, Channel 5, beams 100,000 watts full power from its Tall Tower (above) to cover this entire area like no other Kansas City station.

Market facts? Consider these.

- Kansas City is . . .
- 16th in Population
 - 15th in Manufacturing Employment
 - 14th in Number of Airline Operations
 - in Retail Sales
 - in Bank Deposits
 - 13th in Wholesale Sales
 - 11th in Bank Clearings
 - 6th in Apparel Industry
 - 3rd in Number of Railroads
 - as a Cattle and Calf Market
 - 2nd in Automobile Assembly
 - in Feed Manufacturing
 - 1st in Rail Receipts of All Livestock
 - in Vending Machine Production

Want more facts? Your Katz man has them.

Kansas City, MO-TV-Radio-FM



E. K. HARTENBOWER, V.P. and Gen. Mgr., R. W. EVANS, Mgr. of Radio,
SID TREMBLE, Mgr. of TV A Meredith Station

1962-63 TV MARKETS of the U. S. (With three or more stations)

KNOXVILLE, TENN.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,573,932
Network	(1960: \$712,541)	\$811,773
National-regional spot	(\$1,189,632)	\$1,211,594
Local	(\$792,704)	\$892,454

TV HOMES IN MARKET'S SURVEY AREA* 369,700

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

GEORGIA Fannin Gilmer KENTUCKY Bell Clay Estill Harlan Jackson Knox Laurel Lee Leslie McCreary	Madison Owsley Perry Pulaski Rockcastle Wayne Whitley NORTH CAROLINA Buncombe Cherokee Clay Graham Haywood Henderson	Jackson Macon Madison Polk Swain TENNESSEE Anderson# Bledsoe Blount# Bradley Campbell Carter Claiborne Cocke	Cumberland Fentress Grainger Greene Hamblen Hancock Hawkins Jefferson Knox# Loudon McMinn Meigs Monroe Morgan	Pickett Polk Rhea Roane Scott Sequatchie Sevier Unicoi Union Washington VIRGINIA Lee Scott
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 111,200

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$140

TV DAY SPOT COST‡ \$ 48

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WATE-TV (NBC) Ch. 6
 W. H. Linebaugh, gen. mgr.
 J. T. McCloud, sls. dir.
 Rep: HRP

WBIR-TV (CBS) Ch. 10
 John P. Hart, gen. mgr.
 Kennedy Maxwell, nat. sls.
 Rep: Avery-Knodel

WTVK (ABC) Ch. 26
 John A. Engelbrecht, gen. mgr.
 Bill Eckstein, comm. mgr.
 Rep: Pearson

1962-63 TV MARKETS of the U. S. (With three or more stations)

LAS VEGAS-HENDERSON, NEV.

TV ADVERTISING IN MARKET (FCC—1961) \$1,248,887

Network	(1960: \$112,706)	\$128,773
National-regional spot	(\$199,434)	\$191,886
Local	(\$788,047)	\$860,369

TV HOMES IN MARKET'S SURVEY AREA* 52,300

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARIZONA Mohave	CALIFORNIA Riverside E. San Bernardino E.	NEVADA Clark# Lincoln	UTAH Kane Washington
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 23,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$50

TV DAY SPOT COST‡ \$25

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KLAS-TV (CBS) Ch. 8
Herman M. Greenspun, pres.
William D. Stiles, stn. mgr.
Rep: Avery-Knodel

KLRJ-TV (NBC) Ch. 2
Edward R. Tabor, gen. & sls. mgr.
Rep: Venard Rintoul & McConnell

KSHO-TV (ABC) Ch. 13
Alex Gold, gen. mgr.
Walter Shull, sls. mgr.
Rep: Forjoe

1962-63 TV MARKETS of the U. S. (With three or more stations)

LITTLE ROCK, ARK.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,432,357
Network	(1960: \$686,836)	\$767,797
National-regional spot	(\$1,010,414)	\$1,112,701
Local	(\$808,313)	\$709,763

TV HOMES IN MARKET'S SURVEY AREA* 309,400

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARKANSAS	Crawford	Jackson	Ouachita	Sharp
Arkansas	Dallas	Jefferson	Perry	Stone
Ashley	Desha	Johnson	Pike	Union
Baxter	Drew	Lawrence	Polk	Van Buren
Boone	Faulkner	Lincoln	Pope	White
Bradley	Franklin	Logan	Prairie	Woodruff
Calhoun	Fulton	Lonoke	Pulaski#	Yell
Chicot	Garland	Marion	Saline	MISSOURI
Clark	Grant	Monroe	Scott	Bolivar
Cleburne	Hot Spring	Montgomery	Searcy	Sunflower
Cleveland	Independence	Nevada	Sebastian	Washington
Conway	Izard	Newton		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 136,100

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$110

TV DAY SPOT COST‡ \$ 36

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KARK-TV (NBC) Ch. 4
Douglas J. Romine, exec. vp.
Lee Bryant, comm. mgr.
Rep: Petry

KATV (ABC) Ch. 7
Robert Doubleday, gen. mgr.
Tom Goodgame, comm. mgr.
Rep: Avery-Knodel

KTHV (CBS) Ch. 11
B. G. Robertson, gen. mgr.
W. V. Hutt, comm. mgr.
Rep: ATS

1962-63 TV MARKETS of the U. S. (With three or more stations)

LOS ANGELES, CAL.

TV ADVERTISING IN MARKET (FCC—1961)		\$45,232,265
Network	(1960: \$5,683,471)	\$6,277,990
National-regional spot	(\$28,012,507)	\$28,274,078
Local	(\$17,501,092)	\$16,604,985

TV HOMES IN MARKET'S SURVEY AREA* 2,931,800

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CALIFORNIA	Los Angeles#	San Bernardino W.	Santa Barbara
Inyo	Orange#	San Diego	Ventura
Kern	Riverside West		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 1,466,700

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$1,200

TV DAY SPOT COST‡ \$ 375

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KABC-TV (ABC) Ch. 7
Elton H. Rule, gen. mgr.
Richard A. O'Leary, gen. sls. mgr.
Rep: ABC Sales

KCOP Ch. 13
John Hopkins, gen. mgr.
Bill Andrews, sls. mgr.
Rep: Petry

KHJ-TV Ch. 9
Mal Klein, gen. mgr.
Don Balsamo, sls. mgr.
Rep: RKO Sales

KNXT (CBS) Ch. 2
Robert D. Wood, gen. mgr.
Ray L. Beindorf, sls. mgr.
Rep: CTS Sales

KRCA (NBC) Ch. 4
Thomas C. McCray, gen. mgr.
James Parks, sls. dir.
Rep: NBC Sales

KTLA Ch. 5
S. L. Adler, gen. mgr.
Jack Donahue, sls. mgr.
Rep: PGW

KTTV Ch. 11
Robert Breckner, pres.
Charles Young, sls. mgr.
Rep: Not available

1962-63 TV MARKETS of the U. S. (With three or more stations)

LOUISVILLE, KY.

TV ADVERTISING IN MARKET (FCC—1961) **\$5,795,810**

Network	(1960: Not available)	\$1,400,562
National-regional spot	(1960: Not available)	\$3,807,683
Local	(1960: Not available)	\$1,259,645

TV HOMES IN MARKET'S SURVEY AREA* **492,200**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

INDIANA Bartholomew Brown Clark# Crawford Daviess Dubois Floyd# Harrison Jackson Jefferson Jennings Lawrence Martin	Monroe Orange Perry Ripley Scott Spencer Switzerland Washington KENTUCKY Adair Anderson Boyle Breckinridge Bullitt	Carroll Casey Daviess Estill Fayette Franklin Garrard Grayson Green Hancock Hardin Hart Henry	Jackson Jefferson# Jassamine Larue Laurel Lincoln McLean Madison Marion Meade Mercer Nelson Ohio	Oldham Owen Pulaski Rockcastle Russell Scott Shelby Spencer Taylor Trimble Washington Wayne Woodford
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **186,250**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$240**

TV DAY SPOT COST‡ **\$125**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WAVE-TV (NBC) Ch. 3
Ralph Jackson, mgr.
Houston D. Jones, comm. mgr.
Rep: Katz (East)

WHAS-TV (CBS) Ch. 11
Victor A. Sholis, dir.
George Johnson, sls. dir.
Rep: HRP

WLKY-TV (ABC) Ch. 32
Richard F. Shively, v.p.
Boyd Bennett, sls. mgr.
Rep: Hollingbery

1962-63 TV MARKETS of the U. S. (With three or more stations)

MADISON, WIS.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,088,215
Network	(1960: \$542,521)	\$566,612
National-regional spot	(\$1,065,561)	\$1,081,913
Local	(\$559,173)	\$564,094

QUARTER-HOUR HOMES REACHED† (NIELSEN) **84,000**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS	IOWA	Grant	Richland
Boone	Dubuque	Green	Rock
Carroll	WISCONSIN	Green Lake	Sauk
Jo Daviess	Adams	Iowa	Vernon
McHenry	Columbia	Jefferson	Walworth
Ogle	Crawford	Juneau	Waukesha
Stephenson	Dane#	Lafayette	Waupaca
Winnebago	Dodge	Marquette	Waushara

#Metro County

TV HOMES IN MARKET'S SURVEY AREA* **404,900**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$150**

TV DAY SPOT COST‡ **\$ 53**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WISC-TV (CBS) Ch. 3
 Ralph O'Connor, gen. mgr.
 Richard S. Nickeson, sls. mgr.
 Rep: PGW

WKOW-TV (ABC) Ch. 27
 Ben F. Hovel, gen./nat. sls. mgr.
 Rep: Young

WMTV (NBC) Ch. 15
 Walter Rothschild, gen. mgr.
 Merrit Milligan, stn. mgr.
 Rep: ATS

1962-63 TV TIMEBUYERS' MARKET GUIDE

Definitions and Methods Used

(1) **Inclusion of markets:**—This book includes all markets for which the FCC made a revenue report in 1962; i.e., all multiple-station markets. In addition, certain other key markets have been included where (according to the FCC and other sources) the announced due-date for a third station to be on air falls within the use-life of this annual publication. These markets are: Binghamton, N. Y.; Grand Rapids-Kalamazoo, Mich.; Providence-New Bedford, R. I.; Rochester, N. Y.; Syracuse-Elmira, N. Y.

(2) **Description of market.** The description of each market, and hence its place in alphabetical listing, is exactly that given by the FCC in its 1962 revenue report.

All compound- or group-markets are as specified by the FCC; e.g., "Albany-Schenectady-Troy, N. Y." These markets include:—Albany-Schenectady-Troy, N. Y.; Beaumont-Port Arthur, Tex.; Buffalo-Niagara Falls, N. Y.; Cedar Rapids-Waterloo, Iowa; Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.; Colorado Springs-Pueblo, Col.; Dallas-Fort Worth, Tex.; Des Moines-Ames, Iowa; Flint-Saginaw-Bay City, Mich.; Fresno-Hanford-Visalia, Cal.; Greenville-Spartanburg, S. C.-Asheville, N. C.; Harrisburg-Lancaster-York-Lebanon, Pa.; Hartford-New Haven-New Britain-Waterbury, Connecticut; Houston-Galveston, Tex.; Indianapolis-Bloomington, Ind.; Johnstown-Altoona, Pa.; Las Vegas-Henderson, Nev.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Norfolk-Portsmouth-Newport News-Hampton, Va.; Oklahoma City-Enid, Okla.; Orlando-Daytona Beach, Fla.; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.; Phoenix-Mesa, Ariz.; Portland-Poland Spring, Me.; Richmond-Petersburg, Va.; Roanoke-Lynchburg, Va.; Rochester-Austin, Minn.-Mason City, Iowa; Sacramento-Stockton, Cal.; Salt Lake City-Ogden-Provo, Utah; San Francisco-Oakland, Cal.; Shreveport, La.-Texarkana, Tex.; South Bend-Elkhart, Ind.; Springfield-Decatur-Champaign-Urbana-Danville, Ill.; Tampa-St. Petersburg, Fla.; Wichita-Hutchinson, Kans.; Wilkes Barre-Scranton, Pa.; San Juan-Caguas, Puerto Rico.

(3) **Revenue figures.** Details of tv advertising expenditures are taken from the 1962 FCC report (covering 1961). Figures for network spending, national/regional spot, and local advertising are also quoted for the previous year (1960), where the same market was quoted in both reports.

(4) **Tv homes in market's survey area.** This figure, and the list of counties within the survey area, are reproduced by permission from the ARB Television Market Summary, March 1962. (Further use or communication of these figures is subject to ARB copyright restrictions.) Detailed explanation of sampling methods, etc., will be furnished on request by ARB.

(5) **Quarter-hour homes.** Nielsen Station Index, average quarter-hour network prime-time station total of homes using tv, Fall 1961-Spring 1962. Reproduced by permission of the A. C. Nielsen Co.

(6) **Spot costs.** Abstracted from the Spot Television Advertising Cost Summary, No. 31, published by the Katz Agency. This summary is designed for quick estimating of spot tv costs. It is not intended to take the place of individual station rate cards, which should be consulted for specific rates. In each category, the rate shown is that of the station with the highest base rate in that category. (The published Cost Summary contains detailed explanation of discounts applied in this calculation, etc.)

(7) **Stations serving the market.** Follows the total number of stations reported by the FCC. No satellites have been included, except where a satellite is reported as a "station" by the FCC. Station details are as reported, and checked by, the station or its representative. In general, TIMEBUYERS' GUIDE has selected, for its listing of station personnel, only the general manager (or his equivalent) and the national sales manager (or his equivalent). In the same fashion, only the national representative has been listed.

1962-63 TV MARKETS of the U. S. (With three or more stations)

MEMPHIS, TENN.

TV ADVERTISING IN MARKET (FCC—1961)		\$5,250,945
Network	(1960: \$1,687,911)	\$1,705,379
National-regional spot	(\$3,138,831)	\$3,066,457
Local	(\$1,136,359)	\$1,030,811

TV HOMES IN MARKET'S SURVEY AREA* **508,400**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARKANSAS Clay Cleburne Craighead Crittenden Cross Fulton Greene Independence Jackson Lawrence Lee Mississippi Monroe Phillips	Poinsett Randolph Saint Francis Sharp Woodruff KENTUCKY Fulton MISSISSIPPI Alcorn Benton Bolivar Calhoun Carroll Chickasaw Coahoma	De Soto Grenada Itawamba LaFayette Lee LeFlore Marshall Monroe Montgomery Panola Pontotoc Prentiss Quitman Sunflower Tallahatchie	Tate Tippah Tishomingo Tunica Union Webster Yalobusho MISSOURI Dunklin Oregon Pemiscot Ripley Shannon TENNESSEE Carroll Chester	Crockett Dyer Fayette Gibson Hardeman Hardin Haywood Henderson Lake Lauderdale McNairy Madison Obion Shelby Tipton Weakley
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **238,900**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$225**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WHBQ-TV (ABC) Ch. 13
D. A. Noel, vp.
Alex Bonner, sls. mgr.
Rep: RKO Sales

WMCT (NBC) Ch. 5
H. W. Slavick, gen. mgr.
Earl Moreland, stn. mgr.
Rep: Blair-TV

WREC-TV (CBS) Ch. 3
Hoyt B. Wooten, pres.
Charles Brakefield, comm. mgr.
Rep: Katz—(West)

1962-63 TV MARKETS of the U. S. (With three or more stations)

MIAMI, FLA.

TV ADVERTISING IN MARKET (FCC—1961) \$9,319,282

Network	(1960: \$1,468,535)	\$1,633,658
National-regional spot	(\$4,950,197)	\$5,278,252
Local	(\$3,004,992)	\$2,804,439

TV HOMES IN MARKET'S SURVEY AREA* 533,300

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

FLORIDA	Dade#	Lee	Palm Beach
Broward	Hendry	Martin	St. Lucie
Collier	Indian River	Monroe	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 268,100

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$375

TV DAY SPOT COST‡ \$113

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCKT (NBC) Ch. 7
Charles Kelly, stn. mgr.
Robert Fidler, sls. dir.
Rep: HRP

WLBW-TV (ABC) Ch. 10
Charles H. Topmiller, gen. mgr.
Thomas A. Welstead, gen. sls. mgr.
Rep: H-R

WTVJ (CBS) Ch. 4
Lee Ruwitch, gen. mgr.
Bill Brazzil, sls. v.p.
Rep: PGW

1962-63 TV MARKETS of the U. S. (With three or more stations)

MILWAUKEE, WIS.

TV ADVERTISING IN MARKET (FCC—1961)		\$9,099,624
Network	(1960: \$2,140,931)	\$2,262,314
National-regional spot	(\$5,877,647)	\$5,843,524
Local	(\$2,198,681)	\$2,266,902

TV HOMES IN MARKET'S SURVEY AREA* 738,900

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS	Dane	Manitowoc	Sheboygan
Boone	Dodge	Marquette	Walworth
McHenry	Fond du Lac	Milwaukee#	Washington
WISCONSIN	Green Lake	Ozaukee	Waukesha
Adams	Jefferson	Racine	Waushara
Calumet	Juneau	Rock	Winnebago
Columbia	Kenosha	Sauk	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 304,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$350

TV DAY SPOT COST‡ \$ 84

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WISN-TV (CBS) Ch. 12
William C. Goodnow, gen. mgr.
Richard D. Foerster, gen. sls. mgr.
Rep: Petry

WITI-TV (ABC) Ch. 6
Roger LeGrand, gen. mgr.
Bill Flynn, gen. sls. mgr.
Rep: Storer

WTMJ-TV (NBC) Ch. 4
George Comte, gen. mgr.
Sprague Vonier, sls. mgr.
Rep: HRP

WXIX Ch. 18
Gene Posner, gen. mgr.
Lawrence Turet, stn. mgr.
Rep: Gill-Perna

1962-63 TV MARKETS of the U. S. (With three or more stations)

MINNEAPOLIS-ST. PAUL, MINN.

TV ADVERTISING IN MARKET (FCC—1961)		\$11,490,146
Network	(1960: \$2,432,439)	\$2,491,608
National-regional spot	(\$5,413,561)	\$5,716,108
Local	(\$4,138,632)	\$3,810,146

TV HOMES IN MARKET'S SURVEY AREA* **758,800**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

IOWA Dickinson MINNESOTA Anoka# Benton Blue Earth Brown Carver Cass Chippewa Chisago Cottonwood Crow Wing	Dakota# Dodge Faribault Goodhue Hennepin# Hubbard Isanti Jackson Kanabec Kandiyohi Le Sueur Lyon McLeod	Martin Meeker Mille Lacs Morrison Nicollet Olmstead Pine Ramsey# Redwood Renville Rice Scott	Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington# Watonwan Winona Wright Yellow Medicine	WISCONSIN Barron Buffalo Burnett Chippewa Dunn Eau Claire Pepin Pierce Polk Rusk St. Croix Trempealeau
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **380,800**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$475**

TV DAY SPOT COST‡ **\$105**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KMSP-TV (ABC) Ch. 9
Donald Swartz, gen. mgr.
Richard J. Butterfield, sls. mgr.
Rep: Young

KSTP-TV (NBC) Ch. 5
Stanley E. Hubbard, gen. mgr.
Marvin L. Rosene, vp. sls.
Rep: Petry

WCCO-TV (CBS) Ch. 4
F. Vane Konynenburg, exec. v.p.
Robert N. Ekstrum, sls. mgr.
Rep: PGW

WTCN-TV Ch. 11
Arthur M. Swift, stn. mgr.
Robert C. Fransen, sls. mgr.
Rep: Katz (West)



The nation's
fourteenth market,
Minneapolis-St. Paul,
is the home of four good
commercial television stations,
but one is a blue chip above
the rest. Nielsen proves it! For
a comparative analysis of the
1961 Nielsen Coverage Study,
write Research Department,
WCCO TELEVISION,
or Peters, Griffin,
Woodward, Inc.



THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS • ST. PAUL

WCCO TELEVISION

1962-63 TV MARKETS of the U. S. (With three or more stations)

MOBILE, ALA.-PENSACOLA, FLA.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,672,315
Network	(1960: \$586,712)	\$697,888
National-regional spot	(\$1,258,125)	\$1,363,304
Local	(\$1,002,573)	\$801,157

TV HOMES IN MARKET'S SURVEY AREA* 349,600

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ALABAMA	Geneva	Gadsden	Forrest
Baldwin#	Houston	Gulf	George
Butler	Marengo	Holmes	Greene
Choctaw	Mobile#	Jackson	Harrison
Clarke	Monroe	Liberty	Jackson
Coffee	Washington	Okaloosa	Jones
Conecuh	Wilcox	Santa Rosa	Lamar
Covington	FLORIDA	Walton	Perry
Dallas	Bay	Washington	Stone
Dale	Calhoun	MISSISSIPPI	Wayne
Escambia	Escambia#	Clarke	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 127,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$135

TV DAY SPOT COST‡ \$ 42

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WALA-TV (NBC) Ch. 10
W. B. Pape, gen. mgr.
John Dixon, sls. mgr.
Rep: Select

WEAR-TV (ABC) Ch. 3
George Baren Bregge, v.p.
Milt de Reyna, Jr., sls. mgr.
Rep: Blair Associates

WKRQ-TV (CBS) Ch. 5
C. P. Persons, Jr., gen. sls. mgr.
Rep: H-R

WALA-TV 10



**...the only Mobile station
providing city-grade coverage
to Mobile and Pensacola!**

compare coverage

From the rich markets of the Mississippi Gulf Coast to the resorts, industries and military installations in West Florida . . . and to dozens of cities and towns inland, WALA-TV is the **DOMINANT** medium, delivering NBC color and black-and-white shows to nearly **A MILLION CONSUMERS**.

compare cost

When you compare rankings of metropolitan markets, don't forget to combine the Mobile and Pensacola figures because you can buy the only NBC coverage in *both cities for the price of one*, on WALA-TV!

Add WALA-TV's Grade A and Grade B coverage area and you have a market of a Million People with nearly \$1½ Billion to spend!

Contact: Select Stations, Inc.
Clarke Brown Co.

or John E. Dixon, Nat'l Sales,
WALA-TV, Mobile, Ala.

WALA-TV 10



MOBILE,
ALABAMA



The Tallest Tower on the Gulf Coast

1962-63 TV MARKETS of the U. S. (With three or more stations)

NASHVILLE, TENN.

TV ADVERTISING IN MARKET (FCC—1961) **\$4,585,998**

Network	(1950: \$1,287,797)	\$1,373,878
National-regional spot	(\$1,939,130)	\$1,797,708
Local	(\$1,854,890)	\$1,896,398

TV HOMES IN MARKET'S SURVEY AREA* **468,900**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ALABAMA Colbert Lauderdale Limestone Madison	Graves Grayson Hart Hopkins Logan Lyon Metcalfe Monroe Muhlenberg Ohio Pulaski Russell Simpson Todd Trigg Warren Wayne	TENNESSEE Bedford Benton Cannon Carroll Cheatham Chester Clay Coffee Cumberland Davidson# Decatur De Kalb Dickson Fentress Franklin	Giles Grundy Hardin Henderson Henry Hickman Houston Humphreys Jackson Lawrence Lewis Lincoln Macon Marshall Maury Montgomery	Moore Overton Perry Pickett Putnam Robertson Rutherford Smith Stewart Sumner Trousdale Van Buren Warren Wayne White Williamson Wilson
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **214,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$200**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WLAC-TV (CBS) Ch. 5
T. B. Baker, Jr., gen. mgr.
Harold Crump, gen. sls. mgr.
Rep: Katz-(East)

WSIX-TV (ABC) Ch. 8
E. S. Tanner, gen. mgr.
James S. McMurry, sls. mgr.
Rep: PGW

WSM-TV (NBC) Ch. 4
Irving Waugh, gen. mgr.
Hi Bramham, comm. mgr.
Rep: Petry



**FOR SALE:
MUSIC CITY,
U.S.A.**

(THE NATION'S 38TH LARGEST TV MARKET)

You can buy it for a song!
WLAC-TV sells Nashville
with outstanding local
programming, in tune with the
audience of "Music City,
U.S.A." Far and away
Nashville's NUMBER ONE
station,* WLAC-TV delivers
action-packed consumer
response in a market of 468,900
ready-to-buy TV homes. To
put your product's sales
at the top of the scale,
put your sales message on
the station with top local
appeal—WLAC-TV!

Here's what's humming in Music City:

COUNTRY JUNCTION, Top rated show,* with
top local appeal! Records, live music,
interviews with nation's top hillbilly stars!
Flexible Daytime Rates! Daily—6:15-7:45 A.M.

OLD TIME SINGING CONVENTION, Gospel
Singing, top-rated show, leading off programs
in its time slot!* Flexible Daytime Rates!
Daily—12:05-12:30 P.M.

HEAVEN'S JUBILEE, delivers up to 56,300 TV
homes,* pays big dividends in consumer
acceptance! Tops in Sunday morning TV!
Flexible Daytime Rates! Sunday—8:00-9:30 A.M.

*ARB, June, 1962.

WLAC-TV
nashville

the "way" station
to the central south

Directory of compound markets

Listing of compound markets follows the style adopted by the FCC in its 1962 tv revenue report. These markets are cross-indexed here, for ease of reference:—

ALTOONA	see Johnstown	MESA	see Phoenix
AMES	see Des Moines	NEW BEDFORD	see Providence
ASHLAND	see Charleston	NEW BRITAIN	see Hartford
ASHEVILLE	see Greenville	NEW HAVEN	see Hartford
AUSTIN	see Rochester (Minn.)	NEWPORT NEWS	see Norfolk
BAY CITY	see Flint	NIAGARA FALLS	see Buffalo
BLOOMINGTON	see Indianapolis	OAK HILL	see Charleston
CAGUAS	see San Juan	OAKLAND	see San Francisco
CAPE GIRARDEAU	see Paducah	OGDEN	see Salt Lake City
CHAMPAIGN	see Springfield	PORT ARTHUR	see Beaumont
DANVILLE	see Springfield	PORTSMOUTH	see Norfolk
DAYTONA BEACH	see Orlando	PENSACOLA	see Mobile
DECATUR	see Springfield	PETERSBURG	see Richmond
ELKHART	see South Bend	POLAND SPRING	see Portland
ELMIRA	see Syracuse	PROVO	see Salt Lake City
ENID	see Oklahoma City	PUEBLO	see Colorado Springs
FORT WORTH	see Dallas	SAGINAW	see Flint
GALVESTON	see Houston	ST. PAUL	see Minneapolis
HAMPTON	see Norfolk	ST. PETERSBURG	see Tampa
HANFORD	see Fresno	SCHENECTADY	see Albany
HARRISBURG	see Paducah	SCRANTON	see Wilkes Barre
HENDERSON	see Las Vegas	SPARTANBURG	see Greenville
HUNTINGTON	see Charleston	STOCKTON	see Sacramento
HUTCHINSON	see Wichita	TEXARKANA	see Shreveport
KALAMAZOO	see Grand Rapids	TROY	see Albany
LANCASTER	see Harrisburg	URBANA	see Springfield
LEBANON	see Harrisburg	VISALIA	see Fresno
LYNCHBURG	see Roanoke	WATERBURY	see Hartford
MASON CITY	see Rochester (Minn.)	WATERLOO	see Cedar Rapids
		YORK	see Harrisburg

NEW ORLEANS, LA.

TV ADVERTISING IN MARKET (FCC—1961)		\$6,177,260
Network	(1960: \$1,418,165)	\$1,549,411
National-regional spot	(\$3,471,747)	\$3,564,538
Local	(\$2,229,878)	\$1,852,186

TV HOMES IN MARKET'S SURVEY AREA* **514,400**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

LOUISIANA	Plaquemines	Terrebonne	Harrison
Ascension	Pointe Coupee	Washington	Jackson
Assumption	St. Bernard#	W. Baton Rouge	Lamar
E. Baton Rouge	St. Charles	W. Feliciana	Marion
E. Feliciana	St. Helena	MISSISSIPPI	Pearl River
Iberia	St. James	Amite	Perry
Iberville	St. John	Forrest	Pike
Jefferson#	St. Mary	Franklin	Stone
La Fourche	St. Tammany	George	Walthall
Livingston	Tangipahoa	Hancock	Wilkinson
Orleans#			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **219,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$280**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WDSU-TV (NBC) Ch. 6
 A. Louis Read, gen. mgr.
 Robert D. Schultis, sls. mgr.
 Rep: Blair-TV

WVUE (ABC) Ch. 13
 Joseph A. Paretti, gen. mgr.
 Ben B. Baylor, Jr., sls. mgr.
 Rep: Petry

WWL-TV (CBS) Ch. 4
 J. Michael Early, gen. mgr.
 Maurice Guillerman, sls. mgr.
 Rep: Katz—(West)

1962-63 TV MARKETS of the U. S. (With three or more stations)

NEW YORK, N. Y.

TV ADVERTISING IN MARKET (FCC—1961)		\$75,911,980
Network	(1960: \$10,655,920)	\$11,826,017
National-regional spot	(\$59,628,711)	\$59,421,359
Local	(\$12,035,797)	\$12,565,521

TV HOMES IN MARKET'S SURVEY AREA* **5,491,700**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CONNECTICUT	Mercer	NEW YORK	Rockland#
Fairfield	Middlesex#	Bronx#	Suffolk
Litchfield	Monmouth#	Dutchess	Sullivan
Middlesex	Morris#	Kings#	Ulster
New Haven	Ocean	Nassau#	Westchester#
NEW JERSEY	Passaic#	New York#	PENNSYLVANIA
Bergen#	Somerset	Orange	Northampton
Essex#	Sussex	Putnam	Pike
Hudson#	Union#	Queens#	Wayne
Hunterdon	Warren	Richmond#	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **3,319,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$2,400**

TV DAY SPOT COST‡ **\$ 800**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WABC-TV (ABC) Ch. 7
Joseph Stampler, gen. mgr.
James E. Szabo, gen. sls. mgr.
Rep: ABC Sales

WCBS-TV (CBS) Ch. 2
Norman E. Walt, Jr., gen. mgr.
C. Gerald Danford, sls. mgr.
Rep: CTS Sales

WNBC-TV (NBC) Ch. 4
Theodore H. Walworth, Jr., gen. mgr.
Jay J. Heitin, sls. mgr.
Rep: NBC Sales

WNEW-TV Ch. 5
John E. McArdle, gen. mgr.
Bernard Zeidman, comm. mgr.
Rep: Metro

WOR-TV Ch. 9
Robert Leder, gen. mgr.
Burt Lambert, sls. dlr.
Rep: RKD Sales

WPIX Ch. 11
Fred M. Thrower, gen. mgr.
John A. Patterson, sls. v.p.
Rep: PGW



A WORLD OF ENTERTAINMENT

WOR-TV, New York's leading independent station*— and the only one telecasting in color— offers a world of advertising opportunities. Look at the line-up for 1962-63:

MILLION DOLLAR MOVIE—In Color. Attracting New York's largest movie audience eight straight years, offers blockbusters like *A Star Is Born*, *Dial M For Murder*, *The Jolson Story*. Favorites from the great **MILLION DOLLAR MOVIE** library are featured in **MOVIE OF THE WEEK** and **ALL STAR MOVIE**.

THE BIG PREVIEW—In Color. New York's major motion picture showcase, presenting TV premieres of *Friendly Persuasion*, *View From The Bridge*, *Room At the Top*...

GOLDEN WORLD OF OPERA—In Color. International stars, magnificent productions; performed in the original language with English narration.

PERSPECTIVE ON GREATNESS— Full hour documentary close-ups of greats like DeGaulle, Eisenhower, Lindbergh, Ghandi...

ZOORAMA—Award winning show takes children (parents too) on a daily trip to world-famous San Diego Zoo. Now programmed in tandem with Claude Kirchner's **MERRY-TOON CIRCUS**, New York's high-rated favorite.

MAVERICK — Two different episodes each week from TV's all-time great series. Plus **SURFSIDE 6**, the playboy-private eye show that launched a thousand Troy Donahue fan clubs.

THE HY GARDNER SHOW—The famous columnist interviews top celebrities. **LADIES OF THE PRESS**—New *live* current events program brings news-makers face-to-face with top *woman* journalists. **MEET THE AUTHOR**—The creators of today's best-sellers exchange opinions with experts in their fields.

ON STAGE—U. S. premieres of exceptional full-hour *live* dramas of suspense, mystery, romance, adventure, comedy.

KEYHOLE, KINGDOM OF THE SEA, HIGH ROAD TO DANGER, THE BEST OF THE POST, DANGER IS MY BUSINESS — Action-packed adventure shows offering prime-time color spots.

WOR-TV CHANNEL 9 

NSI, August 1962

1962-63 TV MARKETS of the U. S. (With three or more stations)

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.

TV ADVERTISING IN MARKET (FCC—1961) \$4,476,330

Network	(1960: \$1,277,937)	\$1,343,825
National-regional spot	(\$2,156,036)	\$1,953,404
Local	(\$1,603,752)	\$1,454,486

TV HOMES IN MARKET'S SURVEY AREA* 311,100

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NO. CAROLINA	Northampton	Dinwiddie	Norfolk#
Bertie	Pasquotank	Gloucester	Northampton
Camden	Perquimans	Greensville	Northumberland
Chowan	Tyrrell	Isle of Wright	Prince George
Currituck	Washington	James City	Princess Anne#
Dare	VIRGINIA	Lancaster	Southampton
Gates	Accomack	Mathews	Surry
Halifax	Amelia	Middlesex	Sussex
Hertford	Brunswick	Nansemond	Nwprt. News-Hmptn.
Hyde	Charles City	New Kent	York

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 155,600

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$200

TV DAY SPOT COST‡ \$ 60

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WAVY-TV (NBC) Ch. 10
 J. Glen Taylor, gen. mgr.
 Edward J. Hennessy, gen. sls. mgr.
 Rep: H-R

WTAR-TV (CBS) Ch. 3
 Robert M. Lambe, gen. mgr.
 Karl R. Nelson, nat. sls. mgr.
 Rep: Petry

WVEC-TV (ABC) Ch. 13
 Thomas P. Chisman, gen. mgr.
 Harrol A. Brauer, Jr., sls. dir.
 Rep: Katz-(East)

1962-63 TV MARKETS of the U. S. (With three or more stations)

OKLAHOMA CITY-ENID, OKLA.

TV ADVERTISING IN MARKET (FCC—1961)		\$5,492,693
Network	(1960: \$1,372,358)	\$1,512,846
National-regional spot	(\$2,833,120)	\$2,900,935
Local	(\$1,548,003)	\$1,377,733

TV HOMES IN MARKET'S SURVEY AREA* **425,800**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

KANSAS Cowley Sumner OKLAHOMA Alfalfa Beckham Blaine Caddo Canadian Carter	Cleveland Comanche Creek Custer Dewey Ellis Garfield Garvin Grady Grant	Greer Harmon Harper Hughes Jackson Kay Kingfisher Kiowa Lincoln Logan	McClain Major Murray Noble Okfuskee Oklahoma# Osage Pawnee Payne Pontotoc	Pottawatomie Roger Mills Seminole Stephens Washington Washita Woods Woodward TEXAS Wheeler
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **177,100**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$240**

TV DAY SPOT COST‡ **\$ 68**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KOCO-TV (ABC) Ch. 5
Ben K. West, gen. mgr.
Rep: Blair Associates

KWTV (CBS) Ch. 9
Edgar T. Bell, gen. mgr.
Jacques DeLier, sls. mgr.
Rep: Petry

WKY-TV (NBC) Ch. 4
Norman P. Bagwell, gen. mgr.
Tom Parrington, sls. mgr.
Rep: Katz-(West)

1962-63 TV MARKETS of the U. S. (With three or more stations)

OMAHA, NEB.

TV ADVERTISING IN MARKET (FCC—1961)		\$4,805,780
Network	(1960: \$1,364,627)	\$1,435,912
National-regional spot	(\$2,360,536)	\$2,419,737
Local	(\$1,012,572)	\$1,031,903

TV HOMES IN MARKET'S SURVEY AREA* **339,900**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

IOWA Adams Audubon Carroll Cass Crawford Fremont Harrison Ida Mills	Monona Montgomery Page Pottawattamie# Sac Shelby Taylor KANSAS Marshall MISSOURI	Atchison Nodaway NEBRASKA Antelope Boone Burt Butler Cass Colfax Cuming	Dodge Douglas# Gage Johnson Lancaster Madison Nemaha Otoe Pawnee Platte	Polk Saline Sarpy# Saunders Seward Stanton Thurston Washington Wayne York
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **169,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$230**

TV DAY SPOT COST‡ **\$ 45**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KETV (ABC) Ch. 7
Eugene S. Thomas, gen. mgr.
Ken H. James, sls. mgr.
Rep: HRP

KMTV (NBC) Ch. 3
Owen Saddler, gen. mgr.
Arden E. Swisher, sls. mgr.
Rep: Petry

WOW-TV (CBS) Ch. 6
Frank P. Fogarty, gen. mgr.
C. A. (Al) Larson, stn. mgr.
Ken Quaipe, sls. mgr.
Rep: Blair-TV

1962-63 TV MARKETS of the U. S. (With three or more stations)

ORLANDO-DAYTONA BEACH, FLA.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,446,953
Network	(1960: \$543,365)	\$703,050
National-regional spot	(\$955,742)	\$974,579
Local	(\$1,040,388)	\$931,944

TV HOMES IN MARKET* **311,400**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

FLORIDA	Flagler	Marion	Putnam
Alachua	Gilchrist	Orange#	St. Johns
Brevard	Hernando	Osceola	Seminole#
Citrus	Lafayette	Pasco	Sumter
Clay	Lake	Polk	Volusia#
Dixie	Levy		

#Metro County

QUARTER-HOUR HOMES REACHED‡ **134,900**

‡Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$110**

TV DAY SPOT COST‡ **\$ 40**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WDBO-TV (CBS) Ch. 6
 Arnold F. Schoen, Jr., gen. mgr.
 Leonard S. Davey, Jr., sls. mgr.
 Rep: Blair Associates

WESH-TV (NBC) Ch. 2
 T. S. Gilchrist, Jr., gen. mgr.
 Harry Le Brun, sls. mgr.
 Rep: ATS

WLOF-TV (ABC) Ch. 9
 Joseph L. Brechner, gen. mgr.
 William T. Latham, sls. mgr.
 Rep: Young

PADUCAH, KY.—CAPE GIRARDEAU, MO.—HARRISBURG, ILL.

TV ADVERTISING IN MARKET (FCC—1961)		\$1,795,525
Network	(1960: \$601,064)	\$691,623
National-regional spot	(\$1,048,500)	\$960,306
Local	(\$327,545)	\$270,818

TV HOMES IN MARKET'S SURVEY AREA* **436,900**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARKANSAS Clay	Pope	Christian	Cape Girardeau#	Washington
ILLINOIS Alexander	Pulaski	Crittenden	Carter	Wayne
Bond	Randolph	Fulton	Dunklin	TENNESSEE
Clay	Saline#	Graves	Iron	Benton
Clinton	Union	Henderson	Jefferson	Carroll
Edwards	Wabash	Hickman	Madison	Dickson
Franklin	Washington	Hopkins	Mississippi	Dyer
Gallatin	Wayne	Livingston	New Madrid	Gibson
Hamilton	White	Lyon	Oregon	Henderson
Hardin	Williamson	McCracken#	Pemiscot	Henry
Jackson	INDIANA	McLean	Perry	Hickman
Jefferson	Gibson	Marshall	Reynolds	Houston
Johnson	Posey	Trigg	Ripley	Humphreys
Marion	KENTUCKY	Union	Scott	Lake
Massac	Ballard	Webster	Shannon	Montgomery
Monroe	Caldwell	MISSOURI	Ste. Genevieve	Obion
Perry	Calloway	Bollinger	St. Francois	Stewart
	Carlisle	Butler	Stoddard	Weakley

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **126,400**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$120**

TV DAY SPOT COST‡ **\$ 50**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WPSD-TV (NBC) Ch. 6
Sam Livingston, gen. mgr.
Charles M. Neel, sls. mgr.
Rep: ATS

WSIL-TV (ABC) Ch. 3
O. L. Turner, gen. mgr.
Rep: Masla

KFVS-TV (CBS) Ch. 12
Oscar C. Hirsch, pres.
Rep: Meeker

1962-63 TV MARKETS of the U. S. (With three or more stations)

PEORIA, ILL.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,359,955
Network	(1960: \$709,654)	\$777,061
National-regional spot	(\$1,010,988)	\$816,799
Local	(\$852,223)	\$970,036

TV HOMES IN MARKET'S SURVEY AREA* 265,800

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS	La Salle	Mason	Sangamon
Bureau	Livingston	Menard	Stark
De Witt	Logan	Peoria#	Tazewell#
Fulton	McLean	Putnam	Woodford
Knox	Marshall		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 106,500

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$100

TV DAY SPOT COST‡ \$ 35

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WEEK-TV (NBC) Ch. 43
Fred C. Mueller, gen. mgr.
John Leslie, sls. mgr.
Rep: Katz (West)

WMBD-TV (CBS) Ch. 31
Harold Sundberg, gen. mgr.
Bill Brown, sls. mgr.
Rep: PGW

WTVH (ABC) Ch. 19
John Bone, gen. mgr.
Clyde Dutton, sls. mgr.
Rep: Metro

1962-63 TV MARKETS of the U. S. (With three or more stations)

PHILADELPHIA, PA.

TV ADVERTISING IN MARKET (FCC—1961) \$25,839,186

Network	(1960: \$5,165,241)	\$5,554,742
National-regional spot	(\$18,519,832)	\$19,067,636
Local	(\$4,758,854)	\$4,902,126

TV HOMES IN MARKET'S SURVEY AREA* 2,366,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

DELAWARE	Cape May	Berks	Luzerne
Kent	Cumberland	Bucks#	Monroe
New Castle	Gloucester#	Carbon	Montgomery#
Sussex	Hunterdon	Chester#	Montour
MARYLAND	Mercer	Columbia	Northampton
Cecil	Ocean	Delaware#	Northumberland
NEW JERSEY	Salem	Lackawanna	Philadelphia#
Atlantic	Somerset	Lancaster	Schuykill
Burlington#	Warren	Lebanon	Sullivan
Camden#	PA.	Lehigh	York

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 1,111,400

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$1,200

TV DAY SPOT COST‡ \$ 338

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCAU-TV (CBS) Ch. 10
John A. Schneider, gen. mgr.
Frank C. Beazely, sls. mgr.
Rep: CTS Sales

WFIL-TV (ABC) Ch. 6
George Koehler, stn. mgr.
John F. Cundiff, sls. mgr.
Rep: Blair-TV

WRCV-TV (NBC) Ch. 3
Raymond W. Welpott, gen. mgr.
John P. Wiley, sls. dir.
Rep: NBC Sales

1962-63 TV MARKETS of the U. S. (With three or more stations)

PHOENIX-MESA, ARIZONA

TV ADVERTISING IN MARKET (FCC—1961) \$4,488,826

Network	(1960: \$781,596)	\$857,516
National-regional spot	(\$1,704,756)	\$1,757,597
Local	(\$2,159,037)	\$2,239,218

TV HOMES IN MARKET'S SURVEY AREA* 322,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARIZONA Coconino Gila Graham Greenlee	Maricopa= Mohave Navajo Pima, E. Pima, W.	Pinal Yavapai Yuma CALIFORNIA Riverside E.	San Bernardino E. NEW MEXICO Grant
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=Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 141,100

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$150

TV DAY SPOT COST‡ \$ 35

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KOOL-TV (CBS) Ch. 10
 Tom Chauncey, gen. mgr.
 Les Lindvig, sls. mgr.
 Rep: Hollingbery

KPHO-TV Ch. 5
 Richard B. Rawls, gen. mgr.
 Howard Stalnaker, stn. mgr.
 Rep: Katz (West)

KTAR-TV (NBC) Ch. 12
 R. O. (Dick) Lewis, gen. mgr.
 Ray C. Smucker, comm. mgr.
 Rep: Avery-Knodel

KTVK (ABC) Ch. 3
 Ernest W. McFarland, pres.
 Burton B. LaDow, stn. mgr.
 Rep: Blair Associates

1962-63 TV MARKETS of the U. S. (With three or more stations)

PITTSBURGH, PA.

TV ADVERTISING IN MARKET (FCC—1961)		\$16,013,596
Network	(1960: \$3,057,425)	\$3,332,726
National-regional spot	(\$10,726,979)	\$11,132,884
Local	(\$3,700,334)	\$3,736,310

TV HOMES IN MARKET'S SURVEY AREA* 1,407,900

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MARYLAND Allegany Garrett	Noble PENNSYLVANIA Allegheny# Armstrong Beaver Butler Cambria Clarion Crawford Elk Fayette	Forest Greene Indiana Jefferson Lawrence McKean Mercer Somerset Venango Washington	Westmoreland WEST VIRGINIA Barbour Brooke Grant Hampshire Hancock Harrison Lewis Marion	Marshall Mineral Monongalia Ohio Preston Randolph Taylor Tucker Upshur Wetzel
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 561,200

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$650

TV DAY SPOT COST‡ \$188

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KDKA-TV (CBS) Ch. 2
Jerome H. Reeves, gen. mgr.
Henry V. Greene, Jr., sls. mgr.
Rep: TvAR

WIIIC (NBC) Ch. 11
Robert A. Mortensen, gen. mgr.
Roger D. Rice, sls. v.p.
Rep: Blair-TV

WTAE (ABC) Ch. 4
Franklin C. Snyder, gen. mgr.
Alan Trench, gen. sls. mgr.
Rep: Katz—(East)

People who know the Pittsburgh market best TAKE TAE

"TAE's outstanding program service has given our 7 p.m. news show the most complete local coverage in town. It's done a fine job not only of building our community relations . . . but selling bank services!"

John Eckels
John Eckels
Director of Advertising
and Public Relations
Mellon Bank, Pittsburgh

TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh



THE KATZ AGENCY, INC.
National Representatives

1962-63 TV MARKETS of the U. S. (With three or more stations)

PORTLAND, ORE.

TV ADVERTISING IN MARKET (FCC—1961)		\$6,487,605
Network	(1960: \$1,560,360)	\$1,731,047
National-regional spot	(\$4,554,490)	\$4,007,838
Local	(\$1,556,302)	\$1,671,237

TV HOMES IN MARKET'S SURVEY AREA* 479,600

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

OREGON	Douglas	Marion	Wheeler
Benton	Gilliam	Morrow	Yamhill
Clackamas#	Hood River	Multnomah#	WASHINGTON
Clatsop	Jefferson	Polk	Clark#
Columbia	Lane, Inner	Sherman	Cowlitz
Coos	Lane, Outer	Tillamook	Klickitat
Crook	Lincoln	Wasco	Skamania
Deschutes	Linn	Washington#	Wahkiakum

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 224,600

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$130

TV DAY SPOT COST‡ \$ 40

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KATU Ch. 2
William J. Hubbach, gen. mgr.
Sidney E. Smith, sls. mgr.
Rep: Katz (West)

KGW-TV (NBC) Ch. 8
Walter E. Wagstaff, stn. mgr.
John Pindell, gen. sls. mgr.
Rep: Blair-TV

KOIN-TV (CBS) Ch. 6
C. Howard Lane, mng. dir.
John L. Palmer, nat. sls. mgr.
Rep: HRP

KPTV (ABC) Ch. 12
John S. Hansen, gen. mgr.
Donald E. Tykeson, gen. sls. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

PORTLAND-POLAND SPRINGS, ME.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,833,174
Network	(1960: \$819,730)	\$915,526
National-regional spot	(\$1,658,969)	\$1,593,537
Local	(\$585,972)	\$600,412

TV HOMES IN MARKET'S SURVEY AREA* **417,500**

*The following survey area designed by ARB includes 93% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

MAINE	Waldo	Strafford	Franklin
Androscoggin	York	Sullivan	Grand Isle
Cumberland#	NEW HAMPSHIRE	NEW YORK	Lamoille
Franklin	Belknap	Clinton	Orange
Kennebec	Carroll	Essex	Orleans
Knox	Cheshire	VERMONT	Rutland
Lincoln	Coos	Addison	Washington
Oxford	Grafton	Caledonia	Windham
Sagadahoc	Merrimack	Chittenden	Windsor
Somerset	Rockingham	Essex	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **127,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$250**

TV DAY SPOT COST‡ **\$ 70**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WCSH-TV (NBC) Ch. 6
Jack S. Atwood, gen. mgr.
Bruce McGorrill, sls. mgr.
Rep: Katz (East)

WGAN-TV (CBS) Ch. 13
Eugene W. Wilkin, gen. mgr.
George D. Lilly, sls. mgr.
Rep: Blair Associates

WMTW-TV (ABC) Ch. 8
John W. Guider, gen. mgr.
Robert L. Maynard, sls. mgr.
Rep: HRP

1962-63 TV MARKETS of the U. S. (With third station pending)

PROVIDENCE-NEW BEDFORD, R.I.

TV ADVERTISING IN MARKET (FCC—1961)	Not available
Network	Not available
National-regional spot	Not available
Local	Not available

TV HOMES IN MARKET'S SURVEY AREA* 1,609,600

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CONNECTICUT New London Windham MASSACHUSETTS Barnstable	Bristol Dukes Essex Middlesex Nantucket	Norfolk Plymouth Suffolk Worcester	RHODE ISLAND Bristol Kent Newport Providence=	Washington
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=Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 195,700

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$350

TV DAY SPOT COST‡ \$110

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WJAR-TV (NBC) Ch. 10
 Joseph S. Sinclair, gen. mgr.
 Edward Boghosian, sls. mgr.
 Rep: Petry

WPRO-TV (CBS) Ch. 12
 Joseph P. Dougherty, gen. mgr.
 Albert J. Gillen, gen. sls. mgr.
 Rep: Blair-TV

WTEV-TV (ABC) Ch. 6
 Charles J. Lewin, gen. mgr.
 Rep: H-R
 (New station. On the air target date
 —January, 1963)

NOTE: The marketing data presented reflects the situation as it currently exists; no revisions have been made to account for the new station that will be going on the air.



COVERAGE * Why Providence for your market testing?
Simple. More homes, more people . . . a crowded, growing, changing market 'neath the umbrella of Channel 10 television. Imaginative merchandising and promotion simply add to the growth of your product in "must buy" territory.

* ARB TV Homes

WJAR-TV

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR

1962-63 TV TIMEBUYERS' MARKET GUIDE

Definitions and Methods Used

(1) **Inclusion of markets:**—This book includes all markets for which the FCC made a revenue report in 1962; i.e., all multiple-station markets. In addition, certain other key markets have been included where (according to the FCC and other sources) the announced due-date for a third station to be on air falls within the use-life of this annual publication. These markets are: Binghamton, N. Y.; Grand Rapids-Kalamazoo, Mich.; Providence-New Bedford, R. I.; Rochester, N. Y.; Syracuse-Elmira, N. Y.

(2) **Description of market.** The description of each market, and hence its place in alphabetical listing, is exactly that given by the FCC in its 1962 revenue report.

All compound- or group-markets are as specified by the FCC; e.g., "Albany-Schenectady-Troy, N. Y." These markets include:—Albany-Schenectady-Troy, N. Y.; Beaumont-Port Arthur, Tex.; Buffalo-Niagara Falls, N. Y.; Cedar Rapids-Waterloo, Iowa; Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.; Colorado Springs-Pueblo, Col.; Dallas-Fort Worth, Tex.; Des Moines-Ames, Iowa; Flint-Saginaw-Bay City, Mich.; Fresno-Hanford-Visalia, Cal.; Greenville-Spartanburg, S. C.-Asheville, N. C.; Harrisburg-Lancaster-York-Lebanon, Pa.; Hartford-New Haven-New Britain-Waterbury, Connecticut; Houston-Galveston, Tex.; Indianapolis-Bloomington, Ind.; Johnstown-Altoona, Pa.; Las Vegas-Henderson, Nev.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Norfolk-Portsmouth-Newport News-Hampton, Va.; Oklahoma City-Enid, Okla.; Orlando-Daytona Beach, Fla.; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.; Phoenix-Mesa, Ariz.; Portland-Poland Spring, Me.; Richmond-Petersburg, Va.; Roanoke-Lynchburg, Va.; Rochester-Austin, Minn.-Mason City, Iowa; Sacramento-Stockton, Cal.; Salt Lake City-Ogden-Provo, Utah; San Francisco-Oakland, Cal.; Shreveport, La.-Texarkana, Tex.; South Bend-Elkhart, Ind.; Springfield-Decatur-Champaign-Urbana-Danville, Ill.; Tampa-St. Petersburg, Fla.; Wichita-Hutchinson, Kans.; Wilkes Barre-Scranton, Pa.; San Juan-Caguas, Puerto Rico.

(3) **Revenue figures.** Details of tv advertising expenditures are taken from the 1962 FCC report (covering 1961). Figures for network spending, national/regional spot, and local advertising are also quoted for the previous year (1960), where the same market was quoted in both reports.

(4) **Tv homes in market's survey area.** This figure, and the list of counties within the survey area, are reproduced by permission from the ARB Television Market Summary, March 1962. (Further use or communication of these figures is subject to ARB copyright restrictions.) Detailed explanation of sampling methods, etc., will be furnished on request by ARB.

(5) **Quarter-hour homes.** Nielsen Station Index, average quarter-hour network prime-time station total of homes using tv, Fall 1961-Spring 1962. Reproduced by permission of the A. C. Nielsen Co.

(6) **Spot costs.** Abstracted from the Spot Television Advertising Cost Summary, No. 31, published by the Katz Agency. This summary is designed for quick estimating of spot tv costs. It is not intended to take the place of individual station rate cards, which should be consulted for specific rates. In each category, the rate shown is that of the station with the highest base rate in that category. (The published Cost Summary contains detailed explanation of discounts applied in this calculation, etc.)

(7) **Stations serving the market.** Follows the total number of stations reported by the FCC. No satellites have been included, except where a satellite is reported as a "station" by the FCC. Station details are as reported, and checked by, the station or its representative. In general, TIMEBUYERS' GUIDE has selected, for its listing of station personnel, only the general manager (or his equivalent) and the national sales manager (or his equivalent). In the same fashion, only the national representative has been listed.

1962-63 TV MARKETS of the U. S.

RICHMOND-PETERSBURG, VA.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,282,753
Network	(1960: \$972,911)	\$1,071,508
National-regional spot	(\$1,321,093)	\$1,315,037
Local	(\$820,320)	\$777,499

TV HOMES IN MARKET'S SURVEY AREA* **347,400**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NORTH CAROLINA Gates Halifax Northampton VIRGINIA Accomack Albemarle Amelia Amherst Appomattox Augusta Brunswick Buckingham	Caroline Charles City Charlotte Chesterfield≠ Culpeper Cumberland Dinwiddie Essex Fauquier Fluvanna Gloucester Goochland Greene	Greenville Halifax Hanover Henrico≠ Isle of Wight James City King and Queen King George King William Lancaster Louisa Lunenburg Madison	Mathews Mecklenburg Middlesex Nansemond Nelson New Kent Northampton Northumberland Nottoway Orange Page Powhatan Prince Edward	Prince George Rappahannock Richmond Rockingham Shenandoah Southampton Spotsylvania Stafford Surry Sussex Westmoreland York
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≠Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **121,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$263**

TV DAY SPOT COST‡ **\$ 68**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WRVA-TV (ABC) Ch. 12
 Barron Howard, gen. mgr.
 James D. Clark, Jr., sls. mgr.
 Rep: HRP

WTVR (CBS) Ch. 6
 Wilbur M. Havens, gen. mgr.
 William Kemple, sls. mgr.
 Rep: Blair Associates

WXEX-TV (NBC) Ch. 8
 Irvin G. Abeloff, mn'g. dir.
 Lawrence Slon, sls. mgr.
 Rep: Select

*Why it pays
to advertise your station
in a broadcast book*

BECAUSE THE TIMEBUYER IS KING

There's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the

timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand time-buyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of
S P O N S O R

1962-63 TV MARKETS of the U. S. (With three or more stations)

ROANOKE-LYNCHBURG, VA.

TV ADVERTISING IN MARKET (FCC—1961)		\$2,755,246
Network	(1960: \$871,137)	\$970,855
National-regional spot	(\$1,194,959)	\$1,152,433
Local	(\$813,779)	873,058

TV HOMES IN MARKET'S SURVEY AREA* 513,800

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NORTH CAROLINA	Vance	Buckingham	Henry	Rockbridge
Alamance	Warren	Campbell	Highland	Smyth
Alleghany	Yadkin	Carroll	Madison	Tazewell
Ashe	VIRGINIA	Charlotte	Mecklenburg	Wythe
Caswell	Albermarle	Craig	Montgomery	WEST VIRGINIA
Forsyth	Alleghany	Cumberland	Nelson	Greenbrier
Franklin	Amherst	Floyd	Orange	McDowell
Granville	Appomattox	Franklin	Patrick	Mercer
Guilford	Augusta	Giles	Pittsylvania	Monroe
Person	Bath	Grayson	Prince Edward	Pocahontas
Rockingham	Bedford	Greene	Pulaski	Summers
Stokes	Bland	Halifax	Roanoke#	Wyoming
Surry	Botetourt			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 116,000

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$177

TV DAY SPOT COST‡ \$ 70

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WDBJ-TV (CBS) Ch. 7
John Harkrader, mgr.
Blake Brown, sls. mgr.
Rep: PGW

WLVA-TV (ABC) Ch. 13
Philip P. Allen, gen. mgr.
Tom Turner, comm. mgr.
Rep: Masla

WLSL-TV (NBC) Ch. 10
Horace Fitzpatrick, mgr.
A. S. Trevilian, comm. mgr.
Rep: Katz (East: Sept. 24)

1962-63 TV MARKETS of the U. S. (With third station pending)

ROCHESTER, N.Y.

TV ADVERTISING IN MARKET (FCC—1961)		\$4,282,203
Network	(1960: \$1,050,627)	\$1,109,257
National-regional spot	(\$2,591,360)	\$2,653,704
Local	(\$1,002,101)	\$1,067,420

TV HOMES IN MARKET'S SURVEY AREA* **399,400**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NEW YORK Allegany Cattaraugus Cayuga Chemung	Genesee Livingston Monroe= Ontario	Orleans Schuyler Seneca Steuben	Tompkins Wayne Wyoming Yates
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=Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **134,100**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$200**

TV DAY SPOT COST‡ **\$ 63**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

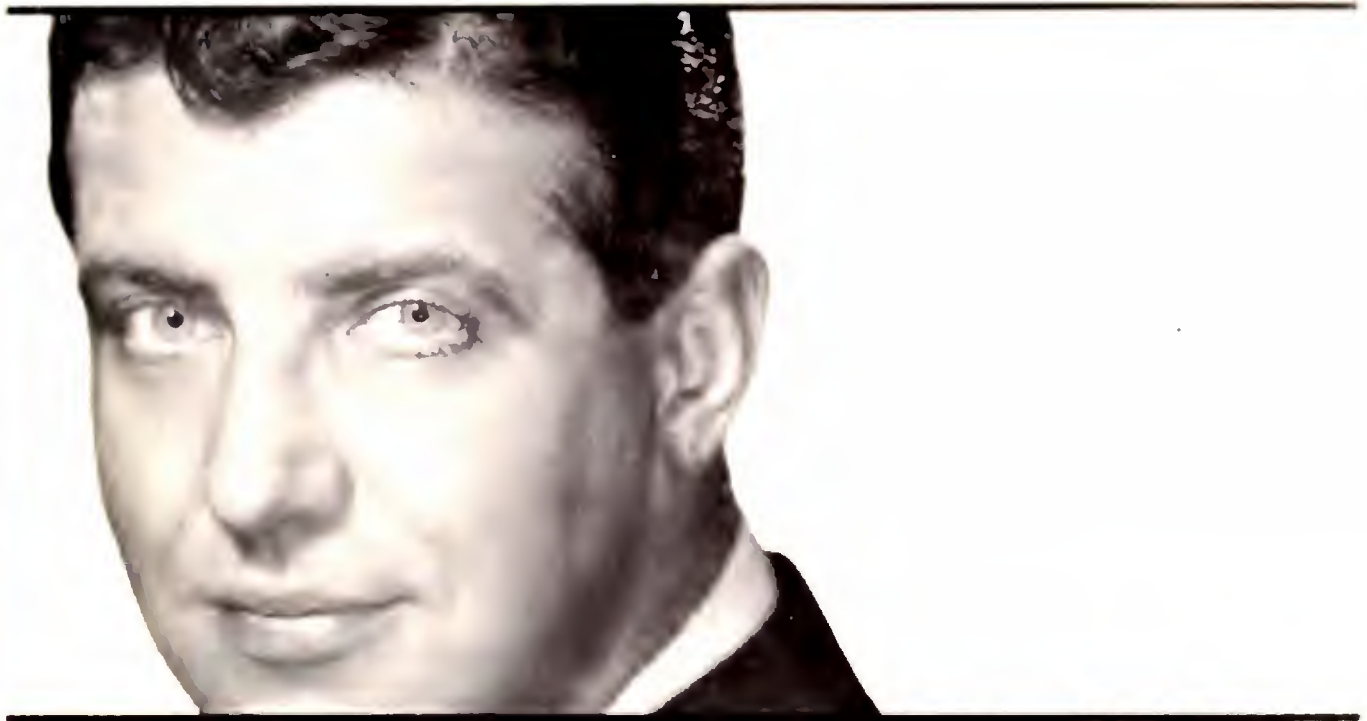
TV STATIONS

WHEC-TV (CBS) Ch. 10
 Lowell H. MacMillan, gen. mgr.
 John J. Cody, gen. sls. mgr.
 Rep: H-R

WROC-TV (NBC) Ch. 8
 Ervin F. Lyke, gen. mgr.
 Arthur Murrellwright, sls. mgr.
 Rep: Petry

WOKR (ABC) Ch. 13
 Richard Landsman, gen. mgr.
 Alan B. Johnstone, sls. mgr.
 Rep: Blair-TV
 Airdate: 15 September, 1962

NOTE: The marketing data presented reflects the situation as it currently exists; no revisions have been made to account for the new station that will be going on the air. FCC figures included WVET (ex.-Ch. 10).



TWICE AS MANY



Every night Monday through Friday more than twice as many people listen to the 11 P.M. News and Weather with Tom Decker and Bob Mills than listen to Station B. Just *one more* measure of WROC-TV superiority.

	WROC-TV	Station B-TV
Monday	76,100	52,100
Tuesday	89,700	51,200
Wednesday	84,100	37,600
Thursday	99,700	28,900
Friday	83,200	40,700
	<hr/> 432,800 people	<hr/> 210,500 people

June '62 ARB



TV 8
CHANNEL
BASIC NBC



ROCHESTER-AUSTIN, MINN.—MASON CITY, IOWA.

TV ADVERTISING IN MARKET (FCC—1961)		\$1,619,443
Network	(1960: \$393,475)	\$460,580
National-regional spot	(\$595,017)	\$586,573
Local	(\$673,904)	\$582,153

TV HOMES IN MARKET* 314,600

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

IOWA Allamakee Bremer Butler Cerro Gordo# Chickasaw Clayton Dickinson Emmet Fayette Floyd	Franklin Hancock Howard Humboldt Kossuth Mitchell Palo Alto Pocahontas Winnebago Winneshiek Worth	Wright MINNESOTA Blue Earth Brown Cottonwood Dodge Faribault Fillmore Freeborn Goodhue Houston	Jackson Le Sueur Martin Mower# Nicollet Olmsted# Rice Steele Wabasha Waseca	Watsonwan Winona WISCONSIN Buffalo Crawford Eau Claire La Crosse Pepin Trempealeau Vernon
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#Metro County

QUARTER-HOUR HOMES REACHED† 74,100

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$60

TV DAY SPOT COST‡ \$23

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KROC-TV (NBC) Ch. 10
G. David Gentling, gen. mgr.
Willard Lampman, sls. mgr.
Rep: Venard Rintoul & McConnell

KMMT (ABC) Ch. 6
Ross Martin, mgr./sls. mgr.
Rep: Avery-Knodel

KGLO-TV (CBS) Ch. 3
Walter Rothschild, gen. mgr.
Lloyd Loers, stn. mgr.
Rep: ATS

1962-63 TV MARKETS of the U. S. (With three or more stations)

SACRAMENTO-STOCKTON, CAL.

TV ADVERTISING IN MARKET (FCC—1961)		\$5,053,560
Network	(1960: \$1,065,249)	\$1,176,076
National-regional spot	(\$3,545,146)	\$2,739,297
Local	(\$1,456,378)	\$1,971,639

TV HOMES IN MARKET'S SURVEY AREA* 1,201,800

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CALIFORNIA	Glenn	Placer	Tehama
Alameda E.	Lake	Plumas	Tuolumne
Alameda W.	Lassen	Sacramento#	Yolo
Alpine	Madera	San Joaquin#	Yuba
Amador	Marin	Santa Clara E.	NEVADA
Butte	Mariposa	Santa Clara W.	Churchill
Calaveras	Mendocino	Sierra	Douglas
Colusa	Merced	Solano	Lyon
Contra Costa E.	Mono	Sonoma	Ormsby
Contra Costa W.	Napa	Stanislaus	Storey
Eldorado	Nevada	Sutter	Washoe

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 298,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$330

TV DAY SPOT COST‡ \$ 75

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KCRA-TV (NBC) Ch. 3
Robert E. Kelly, pres./stn. mgr.
Jon S. Kelly, exec. v.p./gen. mgr.
Rep: Petry

KOVR (ABC) Ch. 13
Glover Delaney, gen. mgr.
Pat Cooney, sls. mgr.
Rep: Metro

KXTV (CBS) Ch. 10
Robert S. Wilson, gen. mgr.
R. L. (Danny) Cochrane, sls. mgr.
Rep: H-R

SALT LAKE CITY-OGDEN-PROVO, UTAH

TV ADVERTISING IN MARKET (FCC—1961)		\$3,908,637
Network	(1960: \$968,742)	\$1,030,926
National-regional spot	(\$1,425,756)	\$1,353,458
Local	(\$1,592,506)	\$1,572,395

TV HOMES IN MARKET'S SURVEY AREA* **288,400**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARIZONA Apache Navajo COLORADO Moffat Rio Blanco IDAHO Bannock Bear Lake Blaine Caribou Cassia	Franklin Minidoka Oneida Power MONTANA Fergus Gallatin Park Sweet Grass NEVADA Elko Eureka	White Pine UTAH Beaver Box Elder Cache Carbon Daggett Davis# Duchesne Emery Garfield	Grand Iron Juab Millard Morgan# Piute Rich Salt Lake# San Juan Sanpete Sevier Summit	Tooele Utah Utah# Wasatch Wayne Weber# WYOMING Lincoln Sweetwater Uinta
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **145,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$180**

TV DAY SPOT COST‡ **\$ 40**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KCPX-TV (ABC) Ch. 4
Douglas J. Elleson, gen. mgr.
Harold Woolley, sls. dir.
Rep: Katz—(West)

KSL-TV (CBS) Ch. 5
Lloyd E. Cooney, stn./sls. mgr.
Rep: Blair Associates

KUTV (NBC) Ch. 2
Brent H. Kirk, gen. mgr.
Robert Smith, nat. sls. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

SAN ANTONIO, TEX.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,995,090
Network	(1960: \$1,087,501)	\$1,153,765
National-regional spot	(\$2,304,452)	\$2,112,770
Local	(\$1,349,210)	\$1,150,541

TV HOMES IN MARKET'S SURVEY AREA* **331,800**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

TEXAS	De Witt	Karnes	Medina
Aransas	Dimmit	Kendall	Real
Atascosa	Duval	Kerr	Schleicher
Bandera	Edwards	Kimble	Sutton
Bastrop	Fayette	Kinney	Travis
Bee	Frio	La Salle	Uvalde
Bexar#	Gillespie	Lavaca	Val Verde
Blanco	Goliad	Live Oak	Victoria
Caldwell	Gonzales	McMullen	Wilson
Calhoun	Guadalupe	Mason	Zavala
Comal	Hays	Maverick	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **167,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$210**

TV DAY SPOT COST‡ **\$ 50**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KENS-TV (CBS) Ch. 5
Wayne Kearn, mgr.
Bill Lydle, sls. mgr.
Rep: PGW

KONO-TV (ABC) Ch. 12
James M. Brown, gen. mgr.
Bob Roth, comm. mgr.
Rep: Katz (West)

KWEX-TV Ch. 41
Emilio Nicolas, gen. mgr.
Gene de la Pena, sls. mgr.
Rep: Eckles

WOAI-TV (NBC) Ch. 4
James M. Gaines, gen. mgr.
Edward V. Cheviot, stn. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

SAN FRANCISCO-OAKLAND, CAL.

TV ADVERTISING IN MARKET (FCC—1961)		\$18,062,683
Network	(1960: \$3,499,359)	\$3,760,861
National-regional spot	(\$9,791,446)	\$10,662,544
Local	(\$5,477,362)	\$5,902,959

TV HOMES IN MARKET'S SURVEY AREA* **1,405,400**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

CALIFORNIA	Contra Costa W.#	Napa	Santa Cruz
Alameda E.#	Eldorado	San Benito	Solano#
Alameda W.#	Lake	San Francisco#	Sonoma
Amador	Marin#	San Joaquin	Stanislaus
Calaveras	Mendocino	San Mateo#	Tuolumne
Colusa	Merced	Santa Clara	Yolo
Contra Costa E.#	Monterey		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **596,700**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$750**

TV DAY SPOT COST‡ **\$116**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KGO-TV (ABC) Ch. 7
David M. Sacks, gen. mgr.
Russ C. Coughlan, sls. mgr.
Rep: ABC Sales

KPIX (CBS) Ch. 5
Louis S. Simon, gen. mgr.
William G. Hunefeld, Jr., sls. mgr.
Rep: TvAR

KRON-TV (NBC) Ch. 4
Harold P. See, gen. mgr.
William A. Morrison, sls. mgr.
Rep: PGW

KTVU Ch. 2
William D. Pabst, gen. mgr.
Ward Ingram, gen. sls. mgr.
Rep: H-R

If you lived in San Francisco . . .



. . . you'd be sold on KRON-TV

1962-63 TV MARKETS of the U. S. (With three or more stations)

SEATTLE-TACOMA, WASH.

TV ADVERTISING IN MARKET (FCC—1961)		\$8,262,816
Network	(1960: \$1,829,809)	\$2,002,995
National-regional spot	(\$5,488,100)	\$5,360,616
Local	(\$1,800,445)	\$1,794,716

TV HOMES IN MARKET'S SURVEY AREA* **588,000**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

OREGON	Island	Lewis	Skagit
Clatsop	Jefferson	Mason	Snohomish
Columbia	King#	Pacific	Thurston
WASHINGTON	Kitsap	Pierce#	Wahkiakum
Clallam	Kittitas	San Juan	Whatcom
Grays Harbor			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **329,800**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$375**

TV DAY SPOT COST‡ **\$ 90**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KING-TV (NBC) Ch. 5
Otto P. Brandt, gen. mgr.
Jim Neidigh, sls. mgr.
Rep: Blair-TV

KIRO-TV (CBS) Ch. 7
Saul Haas, gen. mgr.
Alan Stephenson, nat. sls. mgr.
Rep: PGW

KOMO-TV (ABC) Ch. 4
W. W. Warren, gen. mgr.
Mait Jordan, sls. mgr.
Rep: Katz (West)

KTNT-TV (CBS) Ch. 11
Max H. Bice, mgr.
R. Keith Miller, gen. sls. mgr.
Herchel Cary, nat. sls. mgr.
Rep: Raymer

KTVW Ch. 13
J. Elroy McCaw, owner/operator
Douglas J. Taylor, mng. dir.
Rep: Weed

1962-63 TV MARKETS of the U. S. (With three or more stations)

SHREVEPORT, LA.-TEXARKANA, TEX.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,198,080
Network	(1960: Not available)	\$853,257
National-regional spot	(1960: Not available)	\$1,779,449
Local	(1960: Not available)	\$921,736

TV HOMES IN MARKET'S SURVEY AREA* **349,600**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARKANSAS Clark Columbia Hempstead Hot Spring Howard Lafayette Little River Miller Montgomery Nevada	Ouachita Pike Polk Scott Sevier Union LOUISIANA Bienville Bossier# Caddo# Claiborne	De Soto Jackson Lincoln Natchitoches Red River Sabine Webster OKLAHOMA Choctaw McCurtain Pushmataha	TEXAS Angelina Bowie Camp Cass Cherokee Franklin Gregg Harrison Lamar Marion	Morris Nacogdoches Panola Rains Red River Sabine San Augustine Shelby Smith Titus Upshur Wood
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **141,750**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$170**

TV DAY SPOT COST‡ **\$ 49**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KSLA-TV (CBS) Ch. 12
 Winston B. Linam, gen. mgr.
 Deane R. Flett, sls. mgr.
 Rep: HRP

KTAL-TV (NBC) Ch. 6
 Walter M. Windsor, gen. mgr.
 James S. Dugan, sls. dir.
 Rep: Blair Associates

KTBS-TV (ABC) Ch. 3
 E. Newton Wray, gen. mgr.
 Joe B. Foster, sls. mgr.
 Rep: Katz (West)

1962-63 TV MARKETS of the U. S. (With three or more stations)

SOUTH BEND-ELKHART, IND.

TV ADVERTISING IN MARKET (FCC—1961) **\$1,907,255**

Network	(1960: \$546,783)	\$614,307
National-regional spot	(\$677,242)	\$714,197
Local	(\$700,709)	\$613,906

TV HOMES IN MARKET'S SURVEY AREA* **247,200**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

INDIANA De Kalb Elkhart# Fulton Kosciusko	La Grange La Porte Marshall Noble	Porter Pulaski St. Joseph# Starke	MICHIGAN Berrien Cass St. Joseph
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **87,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$100**

TV DAY SPOT COST‡ **\$ 30**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KNDU-TV (NBC) Ch. 16
 Wm. Thomas Hamilton, gen. mgr.
 Gus Vanderheyden, sls. mgr.
 Rep: Venard Rintoul & McConnell

WSBT-TV (CBS) Ch. 22
 Arthur R. O'Neil, gen. mgr.
 Wilbur R. Darch, comm. mgr.
 Rep: Raymer

WSJV-TV (ABC) Ch. 28
 Paul C. Brines, gen. mgr.
 Vincent Doyle, sls. mgr.
 Rep: ATS

WSBT-TV builds a new South Bend market...

There's new steel in the South Bend sky. It's WSBT-TV's 1047-ft. tower now creating a new market exclusively for WSBT-TV advertisers. With power raised to 480,000 watts, WSBT-TV is Indiana's and Michigan's most powerful station. Our audience potential swells to nearly 1,080,000* (1000 viewers per tower-foot) . . . advertisers receive an immediate bonus of nearly 333,500* potential viewers all outside of the South Bend metro core! For ten years the best buy in South Bend, WSBT-TV is now even better. Top CBS shows and popular local programming make WSBT-TV's exclusive new market a best buy on any station. Yes, WSBT-TV has a big stick in the sky; it's the new standard of structure for the South Bend market. Get the details before you make your next TV buy in South Bend.

*Based on 1960 census and FCC Predicted Service Contour.



WSBT-TV

SOUTH BEND, INDIANA

Channel 22

Paul H. Raymer, Inc. • National Representative

1962-63 TV MARKETS of the U. S. (With three or more stations)

SPOKANE, WASH.

TV ADVERTISING IN MARKET (FCC—1961) \$3,088,720

Network	(1960: \$709,992)	\$803,487
National-regional spot	(\$2,066,579)	\$1,942,610
Local	(\$822,437)	\$791,605

TV HOMES IN MARKET'S SURVEY AREA* 281,200

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

IDAHO Adams Benewah Bonner Boundary Clearwater Idaho Kootenai Latah Lewis	Nez Perce Shoshone MONTANA Flathead Glacier Hill Lake Liberty Lincoln Mineral	Missoula Sanders Toole OREGON Baker Umatilla Union Wallowa WASHINGTON Adams	Asotin Benton Chelan Columbia Douglas Ferry Franklin Garfield	Grant Kittitas Lincoln Okanogan Pend Oreille Spokane# Stevens Walla Walla Whitman
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 128,100

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$244

TV DAY SPOT COST‡ \$ 35

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KHQ-TV (NBC) Ch. 6
 R. O. Dunning, gen. mgr.
 J. Birney Blair, sls. mgr.
 Rep: Katz-(West)

KREM-TV (ABC) Ch. 2
 Louis Wasmer, pres.
 James B. Agostino, comm. mgr.
 Rep: Petry

KXLY-TV (CBS) Ch. 4
 Wayne McNulty, gen. mgr.
 Robert V. Weitze, sls. mgr.
 Rep: H-R

1962-63 TV MARKETS of the U. S. (With three or more stations)

SPRINGFIELD-DECATUR-CHAMPAIGN-URBANA-DANVILLE, ILL.

TV ADVERTISING IN MARKET (FCC—1961) **\$3,565,300**

Network	(1960: \$751,926)	\$876,627
National-regional spot	(\$1,639,384)	\$1,672,606
Local	(\$1,261,206)	\$1,340,963

TV HOMES IN MARKET'S SURVEY AREA* **447,300**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS	Fayette	Mason	INDIANA
Cass	Ford	Menard	Benton
Champaign≠	Iroquois	Montgomery	Clay
Christian	Jasper	Morgan	Fountain
Clark	Kankakee	Moultrie	Montgomery
Coles	La Salle	Piatt	Parke
Cumberland	Livingston	Sangamon≠	Tiptecanoe
De Witt	Logan	Schuyler	Vermillion
Douglas	McLean	Shelby	Vigo
Edgar	Macon≠	Vermilion≠	Warren
Effingham			

≠Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **150,600**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$250**

TV DAY SPOT COST‡ **\$ 83**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WICS (NBC) Ch. 20
Milton D. Friedland, gen. mgr.
Bernie Johnson, comm. mgr.
Rep: Young

WCIA (CBS) Ch. 3
Guy Main, exec. v.p.
Len Davis, nat. sls. mgr.
Rep: PGW

WICD (NBC) Ch. 24
Milton D. Friedland, gen. mgr.
John Begue, stn. mgr.
Rep: Young

WTVP (ABC) Ch. 17
John H. Bone, gen. mgr.
Don V. Lindsey, sls. mgr.
Rep: Metro

(Note: satellite WCHU, Champaign, is sold only in combination with WICS and WICD. Station listings given here follow FCC's description of this market.)

(Note: Sold in combination with WICS & WCHU to advertisers having distribution in all 3 areas.)

1962-63 TV MARKETS of the U. S. (With three or more stations)

ST. LOUIS, MO.

TV ADVERTISING IN MARKET (FCC—1961) \$12,244,989

Network	(1960: \$2,595,287)	\$2,763,111
National-regional spot	(\$8,136,610)	\$8,248,007
Local	(\$3,129,008)	\$2,960,094

TV HOMES IN MARKET'S SURVEY AREA* 852,900

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ILLINOIS Bond Brown Calhoun Clay Clinton Effingham Fayette Franklin Greene Jackson	Jasper Jefferson Jersey Macoupin Madison# Marion Monroe Montgomery Morgan Perry Pike	Randolph St. Clair Sangamon Scott Washington MISSOURI Carter Crawford Dent Franklin	Gasconade Howell Iron Jefferson# Lincoln Madison Montgomery Oregon Perry Phelps	Pike Reynolds St. Charles# St. Francois St. Louis# Ste. Genevieve Shannon Texas Warren Washington
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=Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 455,300

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$375

TV DAY SPOT COST‡ \$165

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KMOX-TV (CBS) Ch. 4
Gene Wilkey, gen. mgr.
Charles McAbee, gen. sls. mgr.
Rep: CTS

KPLR-TV Ch. 11
Saul Rosenzweig, gen. mgr.
Mike McCormick, sls. mgr.
Rep: PGW

KSO-TV (NBC) Ch. 5
Harold Grams, gen. mgr.
Ray Karpowicz, sls. mgr.
Rep: Katz (East)

KTVI (ABC) Ch. 2
Paul E. Peltason, gen. mgr.
Ralph Hansen, ass't. mgr.
Rep: Blair-TV

1962-63 TV MARKETS of the U. S. (With third station pending)

SYRACUSE, N.Y.

TV ADVERTISING IN MARKET (FCC—1961)

		Not available
Network	(1960: Not available)	Not available
National-regional spot	(1960: Not available)	Not available
Local	(1960: Not available)	Not available

TV HOMES IN MARKET'S SURVEY AREA* **579,100**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NEW YORK	Hamilton	Ontario	Wayne
Broome	Herkimer	Oswega	Yates
Cayuga	Jefferson	Otsego	PENNSYLVANIA
Chemung	Lewis	Schuyler	Bradford
Chenango	Madison	Seneca	Potter
Cortland	Oneida	Tioga	Tioga
Delaware	Onondaga#	Tompkins	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **206,100**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$275**

TV DAY SPOT COST‡ **\$ 90**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WHEN-TV (CBS) Ch. 5
Paul Adanti, gen. mgr.
Fred Menzies, comm. mgr.
Rep: Katz (East)

WNYS-TV (ABC) Ch. 9
William H. Grumbles, gen. mgr.
Rep: PGW
(New station. On the air
—September 9, 1962)

WSYR-TV (NBC) Ch. 3
E. R. Vadeboncoeur, gen. mgr.
William R. Alford, Jr., sls. dir.
Rep: HRP

NOTE:—The marketing data presented reflects the situation as it currently exists; no revisions have been made to account for the new station that will be going on the air.

TAMPA-ST. PETERSBURG, FLA.

TV ADVERTISING IN MARKET (FCC—1961)		\$5,354,455
Network	(1960: \$1,064,802)	\$1,194,746
National-regional spot	(\$2,983,439)	\$3,276,723
Local	(\$1,739,017)	\$1,493,415

TV HOMES IN MARKET'S SURVEY AREA* **433,200**

NOTE: This is an intermixed uhf and vhf market

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

FLORIDA	Hardee	Lee	Pinellas#
Charlotte	Hernando	Manatee	Polk
Citrus	Highlands	Marion	Sarasota
De Soto	Hillsborough#	Okechobee	Sumter
Glades	Lake	Pasco	

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **228,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$220**

TV DAY SPOT COST‡ **\$ 60**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WFLA-TV (NBC) Ch. 8
George W. Harvey, gen. mgr.
William B. Faber, sls. mgr.
Rep: Blair-TV

WSUN-TV (ABC) Ch. 38
Fred P. Shawn, gen. mgr.
Earl Welde, sls. mgr.
Rep: Venard Rintoul & McConnell

WTVT (CBS) Ch. 13
E. B. Dodson, mng. dir.
Robert Fowler, nat. sls. mgr.
Rep: Katz-(East)

IN THE TAMPA-ST. PETERSBURG MARKET . . .

ONE has the advantage!



*WTVT's Coverage Area
Copr. 1962, Sales Management
Survey of Buying Power

With WTVT you're "king" in the Southeast's third market. Jump in any direction to capture your portion of total retail sales amounting to \$1,986,037,000* in WTVT's hustling, bustling coverage area.

With WTVT's 21 county coverage and 1,563,600* population, you've got the advantage right across the board. And every day is bonus day because an average of 1,183** people move into the WTVT area WEEKLY, which means more potential sales for you!

WTVT is truly "The station on the move in the market on the move." WTVT is the only station in the Southeast with a completely mobile videotape unit available for network or local news coverage by WTVT's up-to-the-minute-men. Make your play for increased sales on WTVT.



**Florida Development Commission

THE STATION ON THE MOVE . . . IN THE MARKET ON THE MOVE!

TAMPA
ST. PETERSBURG
CLEARWATER
SARASOTA
BRADENTON
LAKE LAND

These cities, located in the populous Tampa Bay area, constitute the heart of the 21 county territory served by WTVT.



WTVT
channel 13
TAMPA/ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.
WKY-TV & Radio, Oklahoma City
Represented by the Katz Agency

SHARE OF AUDIENCE 43%

Latest ARB A.M. - 11:00 p.m.

CHECK THE TOP 50 SHOWS!

ARB		N ELSN	
WTVT	37	WTVT	38
Station B	12	Station B	11
Station C	1	Station C	1

ARB: Tampa-St. Petersburg Metr. Area
NLS: Tampa-St. Petersburg Metro Area

1962-63 TV MARKETS of the U. S. (With three or more stations)

TUCSON, ARIZ.

TV ADVERTISING IN MARKET (FCC—1961)		\$1,876,847
Network	(1960: \$358,071)	\$413,269
National-regional spot	(\$504,285)	\$446,038
Local	(\$1,205,998)	\$1,131,293

TV HOMES IN MARKET'S SURVEY AREA* 313,500

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARIZONA	Graham	Pima E.#	NEW MEXICO
Apache	Greenlee	Pima W.#	Catron
Cochise	Maricopa	Pinal	Grant
Coconino	Navajo	Santa Cruz	Hidalgo
Gila			

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 56,700

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$75

TV DAY SPOT COST‡ \$35

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KGUN-TV (ABC) Ch. 9
Edwin G. Richter Jr., gen. mgr.
Howard D. Duncan Jr., sls. mgr.
Rep: Young

KOLD-TV (CBS) Ch. 13
E. S. Mittendorf, gen. mgr.
Bernie Perlin, sls. mgr.
Rep: Hollingbery

KVOA-TV (NBC) Ch. 4
Fred L. Vance, gen. mgr.
Gordon Hamilton sls. mgr.
Rep: Avery-Knodel

1962-63 TV MARKETS of the U. S. (With three or more stations)

TULSA, OKLA.

TV ADVERTISING IN MARKET (FCC—1961) **\$3,894,090**

Network	(1960: \$1,143,136)	\$1,165,488
National-regional spot	(\$2,095,105)	\$2,046,581
Local	(\$1,049,366)	\$965,738

TV HOMES IN MARKET'S SURVEY AREA* **384,200**

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

ARKANSAS Benton Crawford Polk Scott Sebastian Washington	Cowley Elk Labette Montgomery Wilson Woodson OKLAHOMA Adair Atoka Cherokee	Coal Craig Creek Delaware Haskell Hughes Kay Latimer Le Flore Lincoln	McIntosh Mayes Muskogee Noble Nowata Okfuskee Okmulgee Osage Pawnee Payne	Pittsburg Pottawatomie Pushmataha Rogers Nowata Seminole Sequoyah Tulsa# Wagoner Washington
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#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **167,000**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$220**

TV DAY SPOT COST‡ **\$ 85**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KOTV (CBS) Ch. 6
George Stevens, gen. mgr.
Dale E. Hart, gen. sls. mgr.
Rep: H-R

KTUL-TV (ABC) Ch. 8
Bill Swanson gen. mgr.
Jim Black, nat. sls. mgr.
Rep: Avery-Knodel

KVOO-TV (NBC) Ch. 2
John Devine, gen. mgr.
Tom Belcher, comm. mgr.
Rep: Petry

Directory of compound markets

Listing of compound markets follows the style adopted by the FCC in its 1962 tv revenue report. These markets are cross-indexed here, for ease of reference:—

ALTOONA	see Johnstown	MESA	see Phoenix
AMES	see Des Moines	NEW BEDFORD	see Providence
ASHLAND	see Charleston	NEW BRITAIN	see Hartford
ASHEVILLE	see Greenville	NEW HAVEN	see Hartford
AUSTIN	see Rochester (Minn.)	NEWPORT NEWS	see Norfolk
BAY CITY	see Flint	NIAGARA FALLS	see Buffalo
BLOOMINGTON	see Indianapolis	OAK HILL	see Charleston
CAGUAS	see San Juan	OAKLAND	see San Francisco
CAPE GIRARDEAU	see Paducah	OGDEN	see Salt Lake City
CHAMPAIGN	see Springfield	PORT ARTHUR	see Beaumont
DANVILLE	see Springfield	PORTSMOUTH	see Norfolk
DAYTONA BEACH	see Orlando	PENSACOLA	see Mobile
DECATUR	see Springfield	PETERSBURG	see Richmond
ELKHART	see South Bend	POLAND SPRING	see Portland
ELMIRA	see Syracuse	PROVO	see Salt Lake City
ENID	see Oklahoma City	PUEBLO	see Colorado Springs
FORT WORTH	see Dallas	SAGINAW	see Flint
GALVESTON	see Houston	ST. PAUL	see Minneapolis
HAMPTON	see Norfolk	ST. PETERSBURG	see Tampa
HANFORD	see Fresno	SCHENECTADY	see Albany
HARRISBURG	see Paducah	SCRANTON	see Wilkes Barre
HENDERSON	see Las Vegas	SPARTANBURG	see Greenville
HUNTINGTON	see Charleston	STOCKTON	see Sacramento
HUTCHINSON	see Wichita	TEXARKANA	see Shreveport
KALAMAZOO	see Grand Rapids	TROY	see Albany
LANCASTER	see Harrisburg	URBANA	see Springfield
LEBANON	see Harrisburg	VISALIA	see Fresno
LYNCHBURG	see Roanoke	WATERBURY	see Hartford
MASON CITY	see Rochester (Minn.)	WATERLOO	see Cedar Rapids
		YORK	see Harrisburg

1962-63 TV MARKETS of the U. S. (With three or more stations)

WASHINGTON, D.C.

TV ADVERTISING IN MARKET (FCC—1961)		\$12,891,939
Network	(1960: \$2,342,924)	\$2,551,875
National-regional spot	(\$7,579,298)	\$7,862,966
Local	(\$2,484,541)	\$2,740,296

TV HOMES IN MARKET'S SURVEY AREA* 1,397,200

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

DELAWARE Sussex Washington, D. C. #	Frederick Howard Kent Montgomery # Prince Georges # Queen Annes St. Marys Somerset Talbot Washington Wicomico Worcester	PENNSYLVANIA Adams Bedford Franklin Fulton York VIRGINIA Arlington # Caroline Clarke Culpeper Fairfax #	Fauquier Frederick Greene King George Loudoun Louisa Madison Orange Page Prince William Rappahannock Richmond	Rockingham Shenandoah Spottsylvania Stafford Warren Westmoreland WEST VIRGINIA Berkeley Hampshire Hardy Jefferson Mineral Morgan
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#Metro County

QUARTER-HOUR HOMES REACHED † (NIELSEN) 453,900

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST ‡ \$500

TV DAY SPOT COST ‡ \$113

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WMAL-TV (ABC) Ch. 7
Frederick S. Houwink, gen. mgr.
Neal J. Edwards, sls. mgr.
Rep: H-R

WRC-TV (NBC) Ch. 4
Joseph Goodfellow, gen. mgr.
Tom Paro, sls. dir.
Rep: NBC Sales

WTOP-TV (CBS) Ch. 9
George F. Hartford, gen. mgr.
Robert A. J. Bordley, sls. mgr.
Rep: TvAR

WTTG Ch. 5
Donn E. Colee, gen. mgr.
Lee Colee, sls. mgr.
Rep: Metro

1962-63 TV MARKETS of the U. S. (With three or more stations)

WICHITA-HUTCHINSON, KAN.

TV ADVERTISING IN MARKET (FCC—1961)		\$3,144,686
Network	(1960: \$919,229)	\$989,069
National-regional spot	(\$1,736,103)	\$1,580,680
Local	(\$961,386)	\$847,431

TV HOMES IN MARKET'S SURVEY AREA* 340,800

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

COLORADO Baca Prowers	Ellsworth Finney Ford	Kingman Kiowa Lane	Phillips Pratt Reno	Sumner Trego Wallace
KANSAS Barber Barton Butler Chase Chautauqua Clark Comanche Cowley Dickinson Edwards Elk Ellis	Geary Gove Graham Grant Gray Greeley Greenwood Hamilton Harper Harvey Haskell Hodgeman Kearny	Lincoln Logan Lyon McPherson Marion Meade Mitchell Morris Morton Ness Osborne Ottawa Pawnee	Rice Rooks Rush Russell Saline Scott Sedgwick# Seward Sheridan Smith Stafford Stanton Stevens	Wichita OKLAHOMA Alfalfa Beaver Grant Harper Kay Texas Woods Woodward TEXAS Lipscomb Ochiltree

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) 140,600

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ \$240

TV DAY SPOT COST‡ \$ 64

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

KAKE-TV (ABC) Ch. 10
Martin Umansky, gen. mgr.
Don Waldron, sls. mgr.
Rep: Katz (West)

KARD-TV (NBC) Ch. 3
Don Sbarra, gen. mgr.
Charles Hendrickson, nat. sls. mgr.
Rep: PGW

KTVH (CBS) Ch. 12
M. Dale Larsen, gen. mgr.
William S. Ritchie, sls. mgr.
Rep: Blair Associates

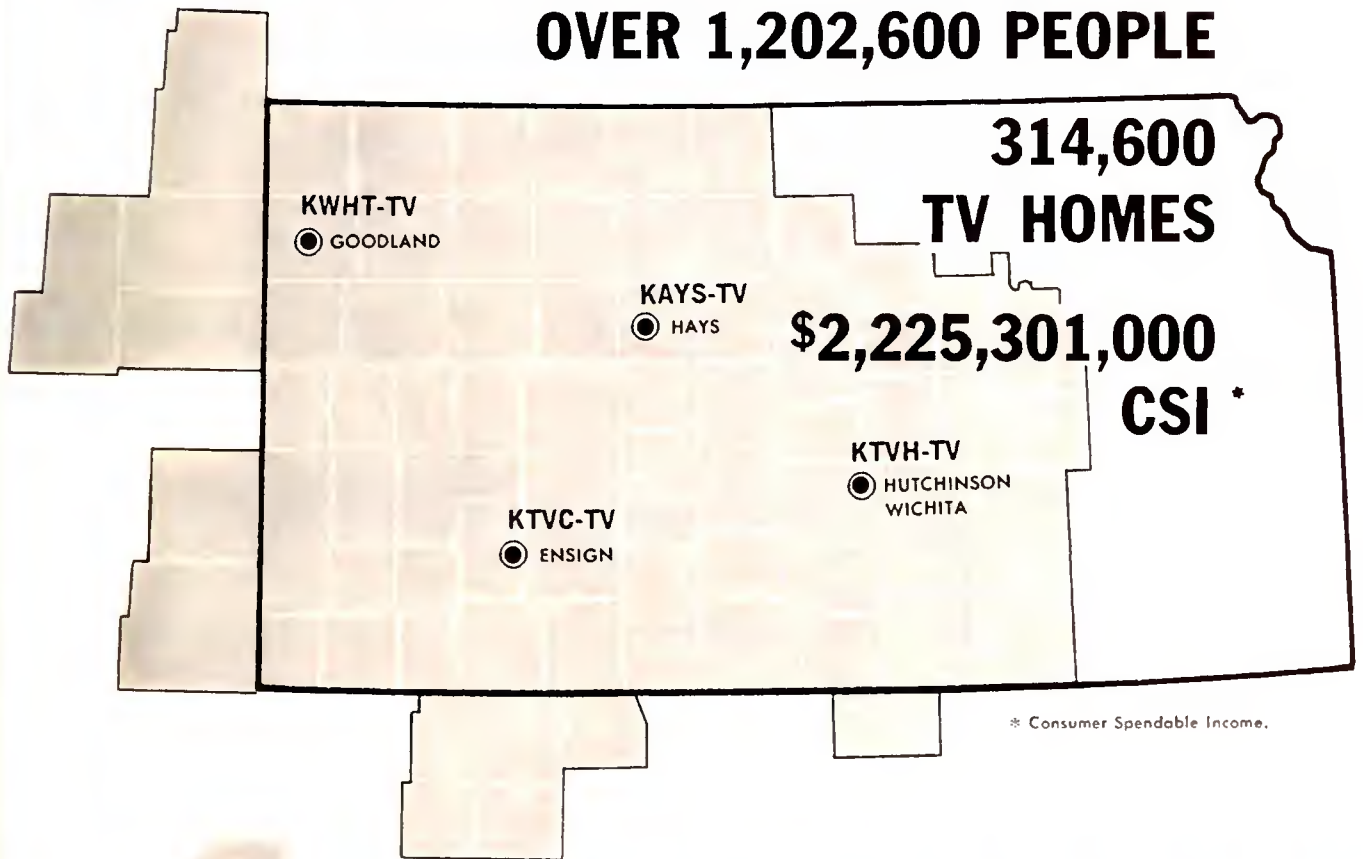
KBS

KANSAS BROADCASTING SYSTEM



SELLS KANSAS

OVER 1,202,600 PEOPLE



BUY COVERS KANSAS

CONTACT

BLAIR TELEVISION ASSOCIATES
National Representatives

1962-63 TV MARKETS of the U. S. (With three or more stations)

WILKES BARRE-SCRANTON, PA.

TV ADVERTISING IN MARKET (FCC—1961) **\$3,040,036**

Network	(1960: \$896,801)	\$944,190
National-regional spot	(\$1,310,438)	\$1,346,162
Local	(\$990,183)	\$918,671

TV HOMES IN MARKET'S SURVEY AREA* **430,500**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

NEW YORK	PENNSYLVANIA	Luzerne#	Snyder
Delaware	Bradford	Lycoming	Sullivan
Otsego	Cameron	Monroe	Susquehanna
Tioga	Carbon	Montour	Union
Tompkins	Clinton	Northumberland	Wayne
	Columbia	Schuylkill	Wyoming
	Lackawanna#		

#Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **159,300**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$160**

TV DAY SPOT COST‡ **\$ 32**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WBRE-TV (NBC) Ch. 28
David M. Baltimore, gen. mgr.
Rep: Katz (East)

WDAU-TV (CBS) Ch. 22
Mrs. M. E. Megargee, pres.
Francis H. Conway, sls. dir.
Rep: H-R

WNEP-TV (ABC) Ch. 16
Thomas P. Shelburne, gen. mgr.
Malcolm W. Dale, sls. mgr.
Rep: Petry

1962-63 TV MARKETS of the U. S. (With three or more stations)

YOUNGSTOWN, OHIO

TV ADVERTISING IN MARKET (FCC—1961)		\$1,891,354
Network	(1960: \$524,832)	\$564,243
National-regional spot	(\$849,873)	\$949,540
Local	(\$523,335)	\$484,315

TV HOMES IN MARKET'S SURVEY AREA* **331,900**

**The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).*

COUNTIES INCLUDED IN THE MARKET'S SURVEY AREA (ARB)

<p>OHIO Columbiana Mahoning[≠]</p>	<p>Trumbull PENNSYLVANIA Beaver</p>	<p>Crawford Lawrence</p>	<p>Mercer Venango</p>
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[≠]Metro County

QUARTER-HOUR HOMES REACHED† (NIELSEN) **87,500**

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ **\$80**

TV DAY SPOT COST‡ **\$27**

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WFMJ-TV (NBC) Ch. 21
Mitchell F. Stanley, mgr.
Rep: Blair Associates

WKBN-TV (CBS) Ch. 27
W. P. Williamson Jr., gen. mgr.
David V. Stewart, sls. mgr.
Rep: Raymer

WKST-TV (ABC) Ch. 33
Philip J. Richtscheidt
Robert C. Harnack, sls. mgr.
Rep: Young

1962-63 TV MARKETS of the U. S. (With three or more stations)

SAN JUAN-CAGUAS, P.R.

TV ADVERTISING IN MARKET (FCC—1961) \$3,183,225

Network	(1960: Not available)	\$605,673
National-regional spot	(1960: Not available)	\$2,854,929
Local	(1960: Not available)	\$185,338

NOTE:—This is the first year in which San Juan-Caguas has been reported by the FCC as a multiple market. Information on the number of tv homes, counties in survey area, quarter-hour homes, and spot costs, was not available to SPONSOR at press time.

TV HOMES IN MARKET'S SURVEY AREA* Not available

*The following survey area designed by ARB includes 98% of the net weekly circulation of any station in the market. [March 1962] Stations outside the "home" area may also reach part of the market. (For analysis of method, refer title-page this Section).

QUARTER-HOUR HOMES REACHED† (NIELSEN) Not available

†Nielsen estimate of the average quarter-hour total of homes reached by all stations in the market in prime time. (Fall 1961-Spring 1962).

TV NIGHT SPOT COST‡ Not available

TV DAY SPOT COST‡ Not available

‡Nighttime is based on 20-second one-time rate; daytime on 6 one-minute spots per week. [March 1962]. Costs based on one station (highest-rate) in each market. Not intended to replace individual station rate cards. (For analysis of method, refer title-page this Section).

TV STATIONS

WAPA-TV (NBC/ABC) Ch. 4
Hector Modestti, gen. mgr.
Rep: Caribbean Networks

WKAQ-TV (CBS) Ch. 2
Harlan McFadden, gen. mgr.
Rafael Ruiz, comm. mgr.
Rep: Inter-American Publications

WKBM-TV Ch. 11
Ralph Perez Perry, gen. mgr.
Jose A. Ribas, comm. mgr.
Rep: Not available

SECTION 2

1962-63 tv tape markets of the U. S.

Tape-recording equipment currently installed at tv stations within the U.S., compiled from manufacturers' reports. Arranged alphabetically, by Market within States. "A" indicates Ampex equipment; "R" indicates RCA; () indicates color recording equipment.*

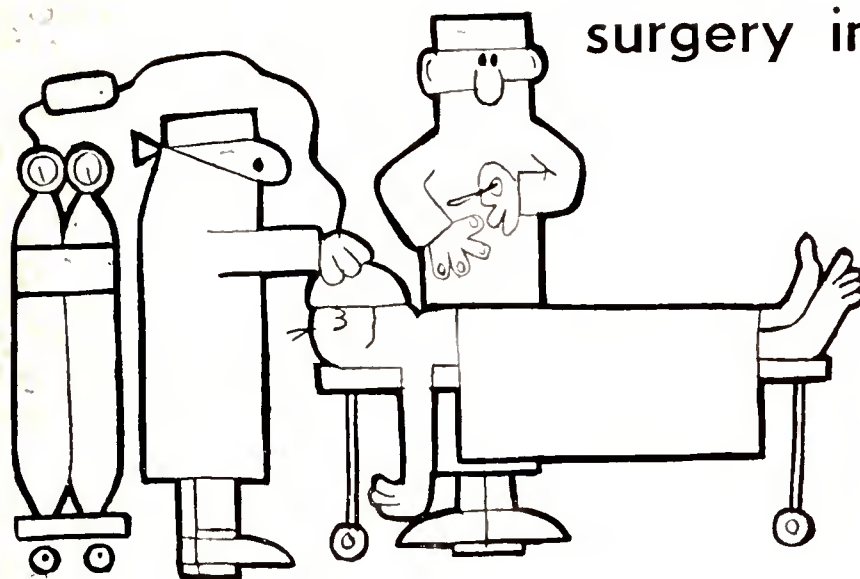
ALABAMA				WTOP	3R	South Bend	WNDU	2A
Birmingham	WAPI	2R		WTTG	2A		WSBT	1R
	WBRC	2R	FLORIDA			IOWA		
Montgomery	WSFA	1A	Jacksonville	WFGA	2A*	Ames	WOI	1A
ARIZONA				WJXT	2R	Cedar Rapids	WMT	1A
Phoenix	KOOL	2A*	Miami	WCKT	2R	Des Moines	KRNT	2A
	KPHO	1R		WTVJ	2A		WHO	1A*
	KTVK	1A	Orlando	WDBO	1A	Sioux City	KTIV	1R
	KTAR	2A		WLOF	1A		KVTV	1A
Tucson	KVOA	1A	Palm Beach	WPTV	2R/1A	KANSAS		
	KOLD	1A	Pensacola	WEAR	1A	Topeka	WIBW	1A
	KGUN	1A	Tampa	WFLA	3A	Pittsburg	KOAM	1R
				WTVT	3A	Wichita	KTVH	1A
ARKANSAS			Tallahassee	WCTV	1R	KENTUCKY		
El Dorado	KTVE	2A	Winter Park	WESH	2R	Lexington	WKYT	1R
Little Rock	KARK	1A	GEORGIA			Louisville	WAVE	1R*
	KTHV	1R	Albany	WALB	1R		WHAS	2A*
CALIFORNIA			Atlanta	WAGA	2A	LOUISIANA		
Bakersfield	KBAK	1A		WSB	2R	Baton Rouge	WAFB	2R
Fresno	KJEO	1R		WLV-A	1A		WBRZ	2A
Los Angeles	KCOP	4A	Augusta	WJBF	1A	Lafayette	KLFY	1A
	KHJ	3R	Columbus	WRBL	1A	Monroe	KNOE	2R
	KNXT	2A		WTVM	1R	New Orleans	WDSU	3A
	KTLA	5A	Macon	WMAZ	1R		WVUE	1A
	KTTV	4A	HAWAII				WWL	2A
	ABC	12A	Honolulu	KGMB	1A	Shreveport	KSLA	1R
	CBS	12A*		KONA	1A/1R*		KTBS	1R
	NBC	6A*		KHVH	2A	MAINE		
Sacramento	KCRA	2A	ILLINOIS			Lewiston	WCBB	1A
	KXTV	2A	Champaign	WCIA	1R	Portland	WGAN	1R
San Diego	KFMB	1A/1R	Chicago	ABC (WBKB)	11A	MARYLAND		
	KOGO	1R				Baltimore	WBAL	2R
San Francisco	KGO	4A		WBBM	2A		WMAR	2R
	KPIX	2A		WGN	4A/2R*		WJZ	2A
	KRON	2A		WNBQ	4A*	MASSACHUSETTS		
	KTVU	2A	Decatur	WTVP	1R	Boston	WBZ	2A
Stockton	KOVR	2A	Peoria	WTVH	1R		WHDH	2R*
Visalia	KICU	2A	Rockford	WTVO	1A	Greenfield	WRLP	1A
COLORADO			Springfield	WICS	1R	Springfield	WWLP	2A
Denver	KBTV	2R	INDIANA				WHYN	1A
	KLZ	2A	Elkhart	WSJV	1R	MICHIGAN		
	KOA	2A	Evansville	WEHT	1R	Detroit	WJBK	2A
	KTVR	1A		WTWV	1R		WWJ	2A
CONNECTICUT			Ft. Wayne	WANE	1A	Flint	WJRT	1A
Hartford	WTIC	2A		WKJG	1R	Grand Rapids	WOOD	2R
New Britain	WHNB	1A	Indianapolis	WPTA	1A	Saginaw	WNEM	1A
New Haven	WNHC	2A		WFBM	2R*	MINNESOTA		
DISTRICT OF COLUMBIA				WISH	2A	Duluth	KDAL	1A
Washington	WRC (NBC)	3R(2*)		WTTV	2A	Minneapolis	KMSP	1A
	WMAL	1R		WLW-I	1A*			

	WCCO	2A		WKRC	1R	Beaumont	KBMT	2A
	WTCN	2A		WLW	2A*		KFDM	1A
St. Paul	KSTP	3R*	Cleveland	KYW	2A	Dallas	KRLD	3A
MISSISSIPPI				WEWS	2A/2R		WFAA	5A
Jackson	WJTV	1A	Columbus	WJW	2A	El Paso	KROD	1A
	WLBT	1A		WBNS	1R		KTSM	1R
MISSOURI				WLWC	1A	Ft. Worth	KTVT	2A
Cape Girardeau	KFVS	1R	Dayton	WTVN	1R		WBAP	2R*
Columbia	KOMU	1A	Steubenville	WHIO	2R	Harlingen	KGBT	1A
Kansas City	KCMO	2A	Toledo	WSTV	1R	Houston	KHOU	2A/1R
	KMBC	2A		WSPD	2A		KPRC	2A
	WDAF	2A	Youngstown	WTOL	2R		KTRK	2A
Springfield	KYTV	1A		WKBN	1A	Lubbock	KDUB	2A
St. Louis	KMOX	2A	OKLAHOMA			Midland	KMID	1A
	KPLR	2A	Ada	KTEN	1A	Odessa	KOSA	1A
	KSD	2A	Oklahoma City	KOCO	1R	Port Arthur	KPAC	1R
	KTVI	2A		KWTV	2R	San Antonio	KENS	2A
NEBRASKA				WKY	2A		KONO	2A
Omaha	WOW	2A	Tulsa	KOTV	1A/1R		WOAI	2A
NEVADA				KTUL	1R	Texarkana	KTAL	1R
Reno	KOLO	1R		KVOO	2A	Weslaco	KRGV	1R
NEW MEXICO			OREGON			Wichita Falls	KFDX	2A
Albuquerque	KOAT	1A	Portland	KATU	1R		KSYD	2A
	KOB	2R		KGW	2A	UTAH		
NEW YORK				KOIN	2A	Salt Lake City	KCPX	2A
Albany	WAST	1A	PENNSYLVANIA	KPTV	1A		KSL	2A
	WTEN	1R	Altoona	WFBG	1A		KUTV	2A*
Buffalo	WBEN	1R	Lancaster	WGAL	1A/2R*	VIRGINIA		
	WGR	1A	Philadelphia	WCAU	2A	Bristol	WCYB	2R
	WKBW	1R*		WFIL	2A/1R	Norfolk	WAVY	2R(1*)
New York	ABC	10A	Pittsburgh	WRCV	3A*		WVEC	1A
	CBS	20A*		KDKA	4R	Petersburg	WTAR	2A
	NBC	13A*		WTAE	2R	Richmond	WXEX	1A
	WCBS	2R	Wilkes-Barre	WBRE	1R*		WRVA	2A
	WNEW	3A	RHODE ISLAND			Roanoke	WTVR	1R
	WNBC	10R*	Providence	WJAR	2A		WDBJ	1A
	WOR	3R		WPRO	1A	WASHINGTON	WSLS	2A
	WPIX	2A	SOUTH CAROLINA			Seattle	KIRO	2A
Rochester	WHEC	1A	Charleston	WCSC	1R		KING	2A
	WOKR	2R		WUSN	1A	Spokane	KOMO	2R
	WROC	1A	Columbia	WIS	1R		KHQ	2R(1*)
	WVET	1A	Florence	WBTW	1A		KREM	1A
Schenectady	WRGB	2A	Greenville	WFBC	1A		KXLY	1R
Syracuse	WHEN	2A	Spartanburg	WSPA	1A	Tacoma	KTNT	1A
	WNYS	2R	TENNESSEE			Yakima	KIMA	2A
	WRGB	2A	Chattanooga	WTVC	1R		KNDO	1A
NORTH CAROLINA			Johnson City	WJHL	2R	WEST VIRGINIA		
Asheville	WLOS	2A	Knoxville	WBIR	1R	Charleston	WCHS	1R
Charlotte	WBTV	2R*	Memphis	WHBQ	2R	Huntington	WSAZ	2A
Durham	WTVD	1R		WMCT	2R		WHTN	1A
Greensboro	WFMY	1A	Nashville	WLAC	2A	Oak Hill	WOAY	1A
Greenville	WNCT	2A		WSIX	2A	Wheeling	WTRF	1R
Raleigh	WRAL	2A		WSM	2A	WISCONSIN		
Washington	WITN	1A	TEXAS			Green Bay	WBAY	1R
Wilmington	WECT	1A/2R	Amarillo	KFDA	1A		WFRV	1R
Winston-Salem	WSJS	1R		KGNC	1A	Madison	WISC	1A
NORTH DAKOTA			Austin	KVII	1R	Milwaukee	WISN	2R
Fargo-Valley City	KXJB	1A		KBTC	2R		WITI	2A
OHIO							WTMJ	3R(1*)
Cincinnati	WCPO	1A						

1962-63 urban tv markets of the U. S.

Tv homes for the central-city area of all tv markets. Computed by the A. C. Nielsen Company for Spring 1962, from the Census Metro base.

Market	Tv Homes	Market	Tv Homes	Market	Tv Homes
Abilene-Sweetwater, Tex.	33,100	Charleston, S. C.	48,500	Evansville, Ind.-Henderson, Ky.	54,500
Albany, Ga.	21,300	Charleston-Huntington, W. Va.	144,200	Fargo-Valley City, N.D.	52,300
Albany-Schenectady-Troy, N.Y.	192,700	Charlotte, N.C.	129,500	Florence, S.C.	33,100
Albuquerque, N.M.	68,700	Chattanooga, Tenn.	74,900	Ft. Wayne, Ind.	65,200
Amarillo, Tex.	45,400	Chicago, Ill.	1,951,800	Fresno, Cal.	97,400
Atlanta, Ga.	279,300	Chico-Redding, Cal.	48,800	Grand Rapids-Kalamazoo, Mich.	172,500
Augusta, Ga.	51,000	Cincinnati, Ohio	310,000	Great Falls, Mont.	31,500
Bakersfield, Cal.	78,200	Cleveland, Ohio	522,200	Green Bay, Wis.	89,900
Baltimore, Md.	473,900	Columbia-Jefferson City, Mo.	30,500	Greensboro-Winston Salem, N.C.	113,600
Bangor, Me.	32,300	Columbia, S.C.	53,400	Greenville-Spartanburg	91,500
Baton Rouge, La.	56,500	Columbus, Ga.	49,200	Greenville-Spartanburg, S.C.-Asheville, N.C.	135,400
Beaumont-Port Arthur, Tex.	83,500	Columbus, Ohio	196,000	Greenville-Washington, N.C.	50,700
Bellingham, Wash.	19,700	Corpus Christi, Tex.	74,200	Harlingen-Weslaco, Tex.	57,500
Billings, Mont.	29,600	Dallas-Ft. Worth, Tex.	474,600	Harrisburg-Lebanon, Pa.	124,000
Binghamton, N.Y.	60,500	Davenport, Iowa-Rock Island-Moline, Ill.	78,200	Hartford & New Haven, Conn.	198,600
Birmingham, Ala.	163,900	Dayton, Ohio	199,900	Honolulu	105,500
Bismarck, N.D.	18,300	Denver, Colo.	263,100	Houston, Tex.	342,700
Boise, Idaho	41,500	Des Moines-Ames, Iowa	93,000	Idaho Falls-Pocatello, Idaho	31,200
Boston, Mass.	877,600	Detroit, Mich.	1,062,500	Indianapolis, Ind.	201,100
Buffalo, N.Y.	373,600	Duluth, Minn.-Superior, Wis.	78,200	Jackson, Miss.	44,900
Burlington, Vt.-Plattsburgh, N.H.	54,100	Durham-Raleigh, N.C.	67,400	Jacksonville, Fla.	119,100
Butte, Mont.	13,400	El Paso, Tex.	74,000	Johnson City, Tenn.-Bristol, Va. (See TRI cities)	
Cadillac-Traverse City, Mich.	28,500	Erie, Pa.	70,000		
Carthage-Watertown, N.Y.	51,900	Eugene, Ore.	44,500		
Cedar Rapids-Waterloo, Iowa	86,700	Eureka, Cal.	28,700		
Champaign and Springfield-Decatur, Ill.	61,100				



surgery in a snowstorm?

If picture quality isn't too important, viewers *could* watch another station in this market, but most people prefer to stick with us. Metro share in prime time is 90%, and homes delivered top any other station sharing the other 10%. (ARB, March, 1962) Your big buy for North Florida, South Georgia, and South-east Alabama is



WCTV

TALLAHASSEE
THOMASVILLE

BLAIR TELEVISION ASSOCIATES

Nighttime network television programs for the

	SUNDAY			MONDAY			TUESDAY			WED
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
7:30	The Jetsons 3M Whitehall Colgate Dow Chemical \$68,000* ac	Dennis the Menace Kellogg Best Foods \$38,000 sc	Walt Disney's Wonderful World of Color	Cheyenne Show	To Tell the Truth Whitehall R. J. Reynolds \$28,000 au	It's A Man's World Carnation Peter Paul P&G	Combat Alberto-Culver Armour Block Drug Cons. Cigar Ed. Dalton H. C. Moores	Marshall Dillon (not for net sale)	Laramie B & W Miles Labs Bristol-Myers AC Spark Plugs Colgate Block Drug Sperry Rand PPG Mentholatum Co.	Wagon Train Alberto-Culve Gillette P&G R. J. Reynolds
8:00	Participating	Ed Sullivan Show	Eastman Kodak RCA	Participating	I've Got a Secret General Foods Toni	Thos. Leeming Chrysler Chesebrough- Ponds Liggett & Myers	N. Amer. Philips Norwich Pharm. Pharmacraft Polaroid	Lloyd Bridges Show Kaiser		
8:30	Sunday Night Movie	Colgate Revlon P. Lorillard \$115,000 v	Car 54, Where Are You?? P&G \$45,000 sc	The Rifleman P&G \$43,000 w	Lucy Show Lever General Foods \$46,000 sc	Saints & Sinners Miles Labs Warner- Lambert Philco Chrysler Chesebrough- Ponds	Hawaiian Eye Bristol-Myers Brown & Williamson Colgate Lincoln- Mercury Pepsi Cola Sunbeam Union Carbide H. C. Moores Warner- Lambert	Red Skelton Hour Best Foods S. C. Johnson Lever Bros. Philip Morris	Empire Amer. Tobacco General Mills Chrysler	Going My Wa Amer. Tobacc Breck Miles Labs
9:00	Participating	Real McCoys American Tobacco Ralston-Purina \$50,000 sc	Bonanza Chevrolet	Stoney Burke Alberto-Culver Bulova Cons. Cigar Lincoln- Mercury Pepsi Cola Pharmacraft Schick	Danny Thomas Show General Foods \$43,000 sc	Price Is Right P. Lorillard Whitehall	The Untouchables Am. Chicle Armour Beecham Block Drug Bristol-Myers Mobil Oil Plymouth Sunbeam Whitehall	Jack Benny State Farm General Foods \$70,000 c	Dick Powell Show Reynolds Metal Amer. Gas Kimberly- Clark	Our Man Higgins Amer. Tobacc Pontiac \$50,500 s
9:30	Gen. Electric True Gen. Electric \$33,000** ff	Gen. Electric \$52,000 an	\$115,000 w	\$92,600 a	\$42,000 sc	\$27,000 au	\$76,000 a	\$115,000 c	\$92,000 w	\$147,000* s
10:00	Voice of Firestone Firestone Tire & Rubber \$45,000 mu	Candid Camera Bristol-Myers Lever \$33,000 au	Du Pont Show of the Week	Ben Casey Alberto-Culver Bristol-Myers Bulova Lincoln- Mercury Noxzema Pharmacraft Sunbeam P&G	New Loretta Young Show Lever Toni \$41,000 sc	David Brinkley's Journal PPG Douglas Fir Plywood \$30,500 n	Garry Moore Show \$97,500 an			Naked City Participating
10:30	Howard K. Smith News and Comment Nationwide Insurance \$16,500 n	What's My Line Kellogg J. B. Williams \$34,000 au	Du Pont \$75,000 an	\$89,300 md	Stump The Stars Ralston-Purina \$24,000 au	no net service	Bell & Howell Close-Up Bell & Howell \$49,000 n alternate with Sid Caesar/ Edie Adams Cons. Cigar c	Oldsmobile S. C. Johnson R. J. Reynolds \$105,000 v	Chet Huntley Reporting Mentholatum \$19,800 n	\$93,300

Prices refer to average cost for programs only. These are net prices (agency commission not included). *Do not charge for reruns. **Package price per commercial minute (program and time). Program types are indicated as follows: (a) Adventure, (ac) Animated Comedy, (an) Anthology, (au) Audience Participation and Quiz, (c) Comedy.

fall 1962-63 season with average net costs

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS
CBS Reports Participating 50,000 n	The Virginian 19 Participating Advertisers	Adventures of Ozzie & Harriet Am. Dairy Plymouth Warner-Lambert \$44,600 sc	Mister Ed Studebaker \$31,800* sc	Wide Country Liggett & Myers Texaco P&G Schick Frito Union Carbide Bristol-Myers Chesebrough-Ponds Mentholatum Mennen Amer. Motors \$92,000 w	The Gallant Men Participating \$89,900 a	Rawhide Participating \$86,300 w	International Showtime Miles Labs 7-Up Quaker Oats Sperry Rand Timex Am. Motors PPG Mentholatum \$110,000 v	Roy Rogers-Dale Evans Amer. Chicle Bristol-Myers Bulova Carter Prod. Dodge Goodyear Plymouth-Valiant U. S. Rubber \$79,700 v	Jackie Gleason's American Scene Magazine Participating \$94,300 c	Sam Benedict 14 Participating Advertisers \$92,000 dr
Dobie Gillis Colgate 40,500 sc		Leave It To Beaver 8 Participating advertisers \$180,800 w	Participating \$86,300 my	Dr. Kildare Alberto-Culver Colgate Singer Sterling Drug Liggett & Myers Warner-Lambert \$79,000* ac	Flintstones Best Foods Ludens Am. Motors Welch N. Am. Philips \$79,000* ac	Route 66 Chevrolet Philip Morris Sterling \$95,000 a	Sing Along with Mitch P. Ballantine R. J. Reynolds Buick \$102,300 mu	Mr. Smith Goes To Washington Edward Dalton R. J. Reynolds Norwich \$47,000 sc	Defenders Speidel Lever All State B&W \$86,000 dr	Joey Bishop Show P. Lorillard P&G \$41,000 sc
Beverly Hillbillies Kellogg J. Reynolds 43,000 sc		Perry Como's Kraft Music Hall Kraft	My Three Sons Chevrolet \$59,600* sc	The Nurses Whitehall Johnson & Johnson Brown & Williamson \$98,000 md	I'm Dickens—He's Fenster Cons. Cigar P&G \$55,000* sc	77 Sunset Strip Participating \$93,800 a	Fair Exchange Participating \$80,000 sc	Lawrence Welk Block Drug J. B. Williams Whitehall \$60,000 sp	Have Gun Will Travel Amer. Tobacco Whitehall \$50,000 w	Saturday Night at the Movies 19 Participating Advertisers
The Dick Van Dyke Show P&G 42,000 sc			McHale's Navy R. J. Reynolds \$62,500 c	Hazel Ford \$87,800 dr	Hazel Ford \$43,000 sc	77 Sunset Strip Participating no net service	Fair Exchange Participating \$25,000 n	Jack Paar Show 12 Participating advertisers \$97,000 v	Saturday Sports Final \$93,900 w	
U. S. Steel Hour U. S. Steel 80,000 an alternates with Armstrong Circle Theatre Armstrong Cork 80,000 an	The 11th Hour Menley & James Warner Lambert Sperry Rand Texaco P&G Timex Chrysler Chesebrough-Ponds Amer. Motors \$92,500 md	Alcoa Premiere Alcoa alternate with Premiere Ed. Oalton Polaroid R. J. Reynolds Wander Co. Armour Mobile Oil \$90,000 an	Alfred Hitchcock Participating \$85,000 my	Andy Williams Show Am. Home Products Kimberly Clark Noxzema Liggett & Myers Miles Labs Polaroid Sperry Rand \$90,000 v	Participating no net service	Eyewitness Participating \$97,000 v	Fight of the Week Gillette \$60,000 sp	Gunsmoke P&G, General Foods, J&J, Alberto-Culver Gen. Foods \$93,900 w		

(r) Drama, (d) Documentary and News, (F) Feature Film, (I) Interviews, (md) Medical Drama, (mu) Music, (my) Mystery suspense, (n) News, (sc) Situation Comedy, (sp) Sports, (v) Variety, (w) Western.

1962-63 tv color markets of the U.S.

Stations listed are capable of transmitting color programs of network origination. In addition, capacity for local origination of either live broadcasts or film is indicated. Based on information supplied by the three networks and RCA.

ABC TELEVISION

City	Station	Local Origination		City	Station	Local Origination	
		Live	Film			Live	Film
Aberdeen, S. D.	KXAB-TV	Grand Forks, N. D.	KNOX-TV
Ada, Okla.	KTEN	Grand Rapids, Mich.	WOOD-TV
Albany, Ga.	WALB-TV	Green Bay-Marquette, Wis.	WLUK-TV
Altoona, Pa.	WFBG-TV	Greensboro, N. C.	WFMY-TV
Asheville, N. C.-Greenville-Spartanburg, S. C.	WLOS-TV	Greenville, N. C.	WNCT
Augusta, Ga.	WJBF	Harrisburg, Pa.	WTPA
Austin, Tex.	KTBC-TV	Harrisonburg, Va.	WSVA-TV
Bangor, Me.	WABI-TV	Hattiesburg, Miss.	WDAM-TV
	WLBZ-TV	Honolulu, Hawaii	KHVH-TV	..	•
Baton Rouge, La.	WBRZ	Houston, Tex.	KTRK-TV	•	•
Beaumont, Tex.	KFDM-TV	Indianapolis, Ind.	WLW-I	..	•
Big Springs, Tex.	KEDY-TV	..	•	Jackson, Miss.	WLBT
Binghamton, N. Y.	WNBF-TV	Jacksonville, Fla.	WFGA-TV	•	•
Birmingham, Ala.	WBRC-TV		WJXT
Boise, Ida.	KTVB	Joplin, Mo.	KODE-TV
Boston, Mass.	WNAC-TV	Kalamazoo, Mich.	WKZO-TV	..	•
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	..	•	Kansas City, Mo.	KMBC-TV
Buffalo, N. Y.	WKBW-TV	Kearney, Neb.	KHOL-TV
Casper, Wyo.	KTWO-TV	Lake Charles, La.	KPLC-TV
Charleston, S. C.	WUSN-TV	Lebanon, Pa.	WLYH-TV
Charleston, W. Va.	WCHS-TV	Lima, Ohio	WIMA-TV
Charlotte, N. C.	WSOC-TV	Los Angeles, Cal.	KABC-TV	..	•
	WBTV	•	•	Louisville, Ky.	WAVE-TV
Chicago, Ill.	WBKB	..	•	Lubbock, Tex.	KDUB-TV
Cincinnati, O.	WKRC-TV	Macon, Ga.	WMAZ-TV
Cleveland, O.	WEWS	Madison, Wis.	WKOW-TV
Colorado Springs, Colo.	KRDO-TV	Meridian, Miss.	WTOK-TV
Columbia, S. C.	WIS-TV	Milwaukee, Wis.	WITI-TV
Columbus, Ga.	WTVM	Monroe, La.	KNOE-TV
Corpus Christi, Tex.	KRIS-TV	Montgomery, Ala.	WSFA-TV
	KZTV	Muncie, Ind.	WLBC-TV
Dallas-Fort Worth, Tex.	WFAA-TV	..	•	New Haven, Conn.	WNHC-TV	..	•
Dayton, O.	WLW-D	New York, N. Y.	WABC-TV	..	•
Des Moines, Ia.	WOI-TV	Norfolk, Va.	WVEC-TV
Detroit, Mich.	WXYZ-TV	..	•	Oklahoma City-Enid, Okla.	KOCO-TV
Duluth, Minn.-Superior, Wis.	KDAL-TV	Omaha, Neb.	WETV
	WDSM-TV	Parkersburg, W. Va.	WTAP-TV
Durham-Raleigh, N. C.	WTVD	Peoria, Ill.	WTVH
Eau Claire, Wis.	WEAU-TV	Philadelphia, Pa.	WFIL-TV	•	•
El Dorado, Ark.	KTVE	Phoenix, Ariz.	KTVK	..	•
Erie, Pa.	WICU-TV	Pittsburg, Kan.	KOAM-TV
Eugene, Ore.	KEZI-TV	Pittsburgh, Pa.	WTAE
Evansville, Ind.	WTWV	..	•	Plattsburgh, N. Y.-Burlington, Vt.	WPTZ
Fairmont, W. Va.	WJPB	Providence, R. I.	WJAR-TV
Flint, Mich.	WJRT		WPRO-TV
Fresno, Cal.	KJEO-TV	•	..	Quincy, Ill.	WGEM-TV	..	•
				Quincy, Ill.-Hannibal, Mo.	KHQA-TV
				Raleigh, N. C.	WRAL-TV	..	•
				Redding, Cal.	KVIP-TV
				Reno, Nev.	KOLO-TV

City	Station	Local Origination		City	Station	Local Origination	
		Live	Film			Live	Film
Richmond, Va.	WRVA-TV	..	•	Columbus, Ga.	WRBL-TV
Rochester, N. Y.	WHEC-TV	Columbus, Ohio	WBNS-TV
	WROC-TV	Dayton	WHIO-TV
Rockford, Ill.	WREX-TV	..	•	Detroit	WJBK-TV	•	•
Rock Island, Ill.	WHBF-TV	Durham	WTVD
Roswell, N. M.	KSWs-TV	Erie	WSEE
Sacramento-Stockton, Cal.	KOVR	Florence, S. C.	WBTW
Salisbury, Md.	WBOC-TV	Greensboro	WFMY-TV
Salt Lake City, Utah	KCPX	Greenville, N. C.	WNCT
San Antonio, Tex.	KONO-TV	Harrisburg	WHP-TV
San Diego, Cal.-Tijuana, Mex.	XETV	Harrisonburg	WSVA-TV
San Francisco, Cal.	KGO-TV	..	•	Hartford	WTIC
San Jose, Cal.	KNTV	Huntington, W. Va.	WHTN-TV
Santa Barbara, Cal.	KEY-TV	Indianapolis	WISH-TV	..	•
Savannah, Ga.	WTOC-TV	Jacksonville	WJXT-TV
	WSAV-TV	Kalamazoo	WKZO-TV	..	•
Scranton-Wilkes Barre, Pa.	WNEP-TV	Knoxville	WBIR-TV
Seattle, Wash.	KOMO-TV	•	•	Lancaster	WGAL-TV	•	•
Shreveport, La.	KSLA-TV	..	•	Lansing	WJIM-TV	..	•
Shreveport, La.	KTBS-TV	Macon	WMAZ-TV	..	•
Sioux City, Ia.	KTIV	Miami	WTVJ	•	•
	KVTv	Norfolk	WTAR-TV	..	•
Sioux Falls, S. D.	KELO-TV	Orlando	WDBO-TV
	KSOO-TV	Philadelphia	WCAU-TV	..	•
Spokane, Wash.	KREM-TV	..	•	Pittsburgh	KDKA-TV
Springfield, Mo.	KYTV	Portland, Me.	WGAN-TV
Steubenville, Ohio	WSTV-TV	Providence	WPRO-TV
Sweetwater-Abilene, Tex.	KPAR-TV	..	•	Richmond	WTVR	..	•
Syracuse, N. Y.	WSYR-TV	..	•	Roanoke	WDBJ-TV	..	•
Terre Haute, Ind.	WTHI-TV	Rochester	WHEC-TV
Texarkana, Ark.-Tex.	KTAL-TV	Saginaw	WKNX-TV
Thomasville, Ga.	WCTV	Savannah	WTOC-TV
Toledo, Ohio	WSPD-TV	Scranton	WDAU-TV
Traverse City, Mich.	WPBN-TV	Spartanburg	WSPA-TV
Utica, N. Y.	WKTv	Steubenville	WSTV
Washington, D. C.	WMAL-TV	Syracuse	WHEN-TV
Wichita, Kan.	KAKE-TV	Tampa	WTVT	..	•
Wichita Falls, Tex.	KSWO-TV	..	•	Thomasville	WCTV
Wilmington, N. C.	WECT	Toledo	WTOL-TV
Winston-Salem, N. C.	WSJS-TV	Washington, D. C.	WTOP-TV	..	•
Zanesville, Ohio	WHIZ-TV	Youngstown	WKBN-TV

CBS TELEVISION

EASTERN TIME ZONE

New York	WCBS-TV	•	•
Albany	W-TEñ
Altoona	WFBG-TV
Atlanta	WAGA-TV	..	•
Baltimore	WMAR-TV	..	•
Bangor	WABI-TV
Binghamton	WNBF-TV
Boston	WHDH-TV	•	•
Buffalo	WBEN-TV	•	•
Charleston, S. C.	WCSC-TV
Charlotte	WBTV	•	•
Chattanooga	WDEF-TV
Cincinnati	WCPO-TV
Clarksburg, W. Va.	WBOY-TV
Cleveland	W-IV-TV
Columbia, S. C.	WNOK-TV

CENTRAL TIME ZONE

Austin	KTBC-TV
Beaumont	KFDM-TV
Cape Girardeau	KFVS-TV
Cedar Rapids	WMT-TV
Champaign	WCIA
Chicago	WBBM-TV
Corpus Christi	KZTV
Dallas	KRLD-TV	..	•
Des Moines	KRNT-TV
Dothan	WTVY
Duluth	KDAL-TV
Evansville	WEHT
Fort Smith	KFSA-TV
Fort Wayne	WANE-TV
Green Bay	WBAY-TV
Houston	KGBT-TV
Harlingen	KHOU-TV
Jackson, Miss.	WJTV	..	•
Jefferson City	KRCG-TV

City	Station	Local Origination	
		Live	Film
Joplin	KODE
Kansas City	KCMO-TV	•	•
Lafayette, La	KLFY-TV
Lincoln	KOLN-TV
Little Rock	KTHV
Louisville	WHAS-TV
Lubbock	KDUB-TV	..	•
Madison	WISC-TV	•	•
Marquette	WLUC-TV
Mason City	KGLO-TV
Memphis	WREC-TV
Meridian	WTOK-TV
Milwaukee	WISN-TV	..	•
Minneapolis	WCCO-TV
Minot	KXMC-TV
Mobile	WKRQ-TV
Monroe	KNOE-TV
Montgomery	WCOV-TV
Nashville	WLAC-TV
New Orleans	WWL-TV	..	•
Oklahoma City	KWTV
Omaha	WOW-TV
Ottumwa	KTVO
Peoria	WMBD-TV
Quincy	KHQA-TV
Rapid City, S. D.	KOTA-TV
Rock Island	WHBF-TV
Rockford	WREX-TV	..	•
San Antonio	KENS-TV
Shreveport	KSLA-TV
Sioux City	KTV
Sioux Falls	KELO-TV
South Bend	WSBT-TV
Springfield, Mo.	KTTS-TV
St. Louis	KMOX-TV
Sweetwater	KPAR-TV	..	•
Terre Haute	WTHI-TV
Topeka	WIBW-TV
Tulsa	KOTV
Valley City	KXJB-TV	..	•
Waco	KWTX-TV
Wausau	WSAU-TV
Wichita	KTVH
Wichita Falls	KSYD-TV

MOUNTAIN TIME ZONE

Albuquerque	KGGM-TV
Casper	KTWO-TV
Cheyenne	KFBC-TV
Denver	KLZ-TV
El Paso	KROD-TV
Phoenix	KOOL-TV
Roswell	KSWV-TV
Salt Lake City	KSL-TV
Tucson	KOLD-TV

PACIFIC TIME ZONE

Chico	KHSL-TV
Eureka	KIEM-TV
Fresno	KFRE-TV
Los Angeles	KNXT	•	•
Portland, Ore.	KOIN-TV

City	Station	Local Origination	
		Live	Film
Reno	KOLO-TV
Sacramento	KXTV	..	•
Salinas	KSBW-TV
San Diego	KFMB-TV
San Francisco	KPIX-TV	..	•
Seattle	KIRO-TV	..	•
Spokane	KXLY-TV
Yakima	KIMA-TV

EMP NETWORK

Decatur, Ala.	WMSL-TV
Ephrata	KBAST-TV
Goodland, Kan.	KBLR-TV
Laredo	KGNS-TV
Las Vegas, Nev.	KLAS-TV
Lewiston	KLEW-TV
Lufkin, Texas	KTRE-TV
Parkersburg	WTAP
Pasco	KEPR-TV

NBC TELEVISION

Aberdeen, S. D.	KXAB-TV
Abilene, Tex.	KRBC-TV
Albany, Ga.	WALB-TV
Albuquerque, N. M.	KOB-TV
Alexandria, La.	KALB-TV
Alexandria, Minn.	KCMT
Amarillo, Tex.	KGNC-TV
Ardmore, Okla.	KXII-TV
Atlanta, Ga.	WSB-TV	..	•
Augusta, Ga.	WJBF
Austin, Tex.	KTBC-TV
Bakersfield, Cal.	KERO-TV
Baltimore, Md.	WBAL-TV	•	•
Bangor, Me.	WLBZ-TV
Baton Rouge, La.	WBRZ
Beaumont-Pt. Arthur, Tex.	KPAC-TV
Billings, Mont.	KGHL-TV
Binghamton, N. Y.	WINR-TV
Birmingham, Ala.	WAPI-TV
Bismarck, N. D.	KFYR-TV
Bluefield, W. Va.	WHIS-TV
Boise, Idaho	KTVB
Boston, Mass.	WBZ-TV
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	..	•
Buffalo, N. Y.	WGR-TV
Butte, Mont.	KXLF-TV
Casper, Wyo.	KTWO-TV
Champaign-Urbana, Ill.	WCHU-TV
Charleston, S. C.	WCIV-TV
Charlotte, N. C.	WSOC-TV
Chattanooga, Tenn.	WRGP-TV
Cheyenne, Wyo.	KFBC-TV
Chicago, Ill.	WNBQ	•	•
Cincinnati, Ohio	WLW-TV	•	•
Clarksburg, W. Va.	WBOY-TV
Cleveland, Ohio	KYW-TV
Columbia, Mo.	KOMU-TV
Columbia, S. C.	WIS-TV
Columbus, Ohio	WLW-C

City	Station	Local Origination		City	Station	Local Origination	
		Live	Film			Live	Film
Corpus Christi, Tex.	KRIS-TV	Midland-Odessa, Tex.	KMID-TV		
Davenport, Iowa	WOC-TV	Milwaukee, Wis.	WTMJ-TV	•	•
Dayton, Ohio	WLW-D	Minneapolis-St. Paul, Minn.	KSTP-TV	•	•
Daytona Bch.-Orlando, Fla.	WESH-TV	Minot, N. D.	KMOT-TV		
Denver, Colo.	KOA-TV	Mobile, Ala.-Pensacola, Fla.	WALA-TV		
Des Moines, Iowa	WHO-TV	..	•	Montgomery, Ala.	WSFA-TV		
Detroit, Mich.	WWJ-TV	..	•	Muncie, Ind.	WLBC-TV		
Duluth, Minn.-Superior, Wis.	WDSM-TV	Nashville, Tenn.	WSM-TV		•
Durham-Raleigh, N. C.	WTVD	New Orleans, La.	WDSU-TV	•	•
Eau Claire, Wis.	WEAU-TV	New York, N. Y.	WNBC-TV	•	•
El Dorado, Ark.-Monroe, La.	KTVE	Norfolk-Portsmouth, Va.	WAVY-TV		•
El Paso, Tex.	KTSM-TV	North Platte, Neb.	KNOP-TV		
Eugene, Ore.	KVAL-TV	Oklahoma City, Okla.	WKY-TV	•	•
Coos Bay, Ore.	KCBY-TV	Omaha, Neb.	KMTV	•	•
Evansville, Ind.	WFIE-TV	Paducah-Cape Girardeau-Harrisburg, Ky.	WPSD-TV		
Fargo, N. D.	WDAY-TV	Palm Beach, Fla.	WPTV		
Florence, Ala.	WOWL-TV	Panama City, Fla.	WJHG-TV		
Fort Dodge, Iowa	KQTV	Parkersburg, W. Va.	WTAP-TV		
Fort Smith, Ark.	KFSA-TV	Peoria, Ill.	WEEK-TV		
Fort Wayne, Ind.	WKJG-TV	Philadelphia, Pa.	WRCV-TV	•	•
Fort Worth-Dallas, Tex.	WBAP-TV	•	•	Phoenix-Mesa, Ariz.	KTAR
Fresno, Cal.	KMJ-TV	..	•	Pittsburg, Kan.-Joplin, Mo.	KOAM-TV
Grand Junction, Colo.	KREX-TV	Pittsburgh, Pa.	WIIIC		
Grand Rapids, Mich.	WOOD-TV	Plattsburgh, N. Y.-Burlington, Vt.	WPTZ		
Great Bend, Kans.	KCKT-TV	Portland, Me.	WCSH-TV		
Great Falls, Mont.	KRTV	Portland, Ore.	KGW-TV	•	•
Green Bay, Wis.	WFRV-TV	Providence, R. I.	WJAR-TV	..	
Greenville-Spartanburg, S. C.	WFBC-TV	Pueblo-Colo. Springs, Colo.	KOAA-TV	..	
Harrisonburg, Va.	WSVA-TV	Quincy, Ill.-Hannibal, Mo.	WGEM-TV	..	•
Hartford-New Britain, Conn.	WHNB-TV	Reno, Nev.	KCRL	..	•
Hastings-Kearney, Neb.	KHAS-TV	Richmond-Petersburg, Va.	WXEX-TV	..	•
Hattiesburg-Laurel, Miss.	WDAM-TV	Roanoke, Va.	WSLS-TV	..	•
Honolulu, Hawaii	KONA	Rochester, Minn.	KROC-TV	..	
Houston, Tex.	KPRC-TV	..	•	Rochester, N. Y.	WROC-TV
Huntington-Charleston, W. Va.	WSAZ-TV	..	•	Rockford, Ill.	WTVO
Indianapolis, Ind.	WFBM-TV	•	•	Roswell, N. M.	KSWS-TV
Jackson, Miss.	WLBT	Sacramento, Cal.	KCRA-TV	..	•
Jacksonville, Fla.	WFGA-TV	•	•	Saginaw-Bay City, Mich.	WNEM-TV	..	•
Johnstown, Pa.	WJAC-TV	•	•	Salinas-Monterey, Cal.	KSBW-TV	..	
Kansas City, Mo.	WDAF-TV	..	•	Salt Lake City, Utah	KUTV	..	•
Knoxville, Tenn.	WATE-TV	San Antonio, Tex.	WOAI-TV	•	•
Lake Charles, La.	KPLC-TV	San Diego, Cal.	KOGO-TV	..	•
Lancaster-Harrisburg-York, Pa.	WGAL-TV	•	•	San Francisco, Cal.	KRON-TV	•	•
Lansing-Onondaga, Mich.	WILX-TV	Santa Barbara, Cal.	KEY-T	..	
Laredo, Tex.	KGNS-TV	Savannah, Ga.	WSAV-TV	..	
Las Vegas-Henderson, Nev.	KLRJ-TV	Schenectady, N. Y.	WRGB	..	•
Lexington, Ky.	WLEX-TV	Seattle-Tacoma, Wash.	KING-TV	..	•
Lima, Ohio	WIMA-TV	Shreveport-Texarkana, La.	KTAL-TV
Little Rock, Ark.	KARK-TV	Sioux City, Ia.	KTIV
Los Angeles, Cal.	KRCA	•	•	Sioux City, Iowa	KSOO-TV
Louisville, Ky.	WAVE-TV	•	•	South Bend-Elkhart, Ind.	WNDU-TV
Lubbock, Tex.	KCBD-TV	Spokane, Wash.	KHQ-TV	•	•
Lufkin, Tex.	KTRE-TV	Springfield-Decatur, Ill.	WICS
Madison, Wis.	WMTV	Springfield-Holyoke, Mass.	WWLP	..	•
Medford, Ore.	KMED-TV	Springfield, Mo.	KYTV
Memphis, Tenn.	WMCT	St. Louis, Mo.	KSD-TV	..	•
Miami, Fla.	WCKT	..	•	Syracuse, N. Y.	WSYR-TV	..	•
				Tampa-St. Petersburg, Fla.	WFLA-TV	..	•
				Temple-Waco, Tex.	KCEN-TV
				Traverse City, Mich.	WPBN-TV

City	Station	Local Origination	
		Live	Film
Tucson, Ariz.	KVOA-TV
Tulsa, Okla.	KVOO-TV	..	•
Twin Falls, Idaho	KLIX-TV
Tyler, Tex.	KLTV
Utica, N. Y.	WKTU
Washington, D. C.	WRC-TV	•	•
Washington-Greenville, N. C.	WITN-TV
Waterloo-Cedar Rapids, Iowa	KWWL-TV
Weslaco, Tex.	KRGV-TV
Wheeling, W. Va.	WTRF-TV
Wichita, Kans.	KARD-TV	•	•
Wichita Falls, Tex.	KFDX-TV	..	•
Wilkes Barre-Scranton, Pa.	WBRE-TV	•	•
Wilmington, N. C.	WECT
Winston Salem-Greensboro, N. C.	WSJS-TV
Yakima, Wash.	KIMA-TV
Youngstown, Ohio	WFMJ-TV
Yuma, Ariz.	KIVA-TV
Zanesville, Ohio	WHIZ-TV

INDEPENDENT STATIONS

Chicago, Ill.	WGN-TV	•	•
Hartford, Conn.	WHCT
Los Angeles, Cal.	KCOP-TV
Los Angeles, Cal.	KTLA	•	•
Los Angeles, Cal.	KTTV
Minneapolis, Minn.	KMSP-TV
New York, N. Y.	WOR-TV	•	•
New York, N. Y.	WPIX
Phoenix, Ariz.	KPHO-TV
St. Louis, Mo.	KPLR-TV	..	•
San Francisco, Cal.	KTVU	..	•
Tupelo, Miss.	WTWV
Washington, D. C.	WTTG-TV

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should know
about

W T V Y
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TOWER:

WTVY's new tower is the tallest in Alabama . . . it stands 1209 feet above the ground; 1549 feet above sea level.

POWER:

Operating on Channel 4 with 100,000 watts WTVY serves approximately 200,000 television homes.

COVERAGE:

In WTVY's coverage area there is a population of 1,062,100 with 261,700 total homes in the area. Our signal covers 48 counties—25 in Georgia, 13 in Alabama and 10 in Florida. Retail sales in 1959 for WTVY viewers totaled \$824,295,000.

SCHEDULE:

WTVY carries the best of CBS and ABC programming, plus many popular local features.

W T V Y
DOTHAN, ALA.

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Nearly every television station that broadcasts live color—does it with an RCA color camera. The improved model, Type TK-41C, features precision yokes, prism optics and stabilization of all critical control circuits. These features assure precise registration of colors and unmatched resolving power. The result is living color performance.



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AGAIN THIS
FALL
IN
BIRMINGHAM
THE
CREAM
OF
NBC AND CBS
WILL BE ON
WAPI-TV

TO MENTION A FEW:

- ★ The Defenders
- ★ Bonanza
- ★ Andy Griffith
- ★ Empire
- ★ Danny Thomas Show
- ★ Huntley-Brinkley
- ★ Lucille Ball Show
- ★ Saints and Sinners

- ★ Red Skelton Show
- ★ Dick Powell Show
- ★ Garry Moore Show
- ★ The Virginian
- ★ Jack Benny Show
- ★ Perry Como Show
- ★ Alfred Hitchcock
- ★ Doctor Kildare
- ★ Hazel

- ★ Sam Benedict
- ★ Rawhide
- ★ Sing Along With Mitch
- ★ Perry Mason
- ★ Have Gun, Will Travel
- ★ Gunsmoke
- ★ Route 66



WAPI-TV



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