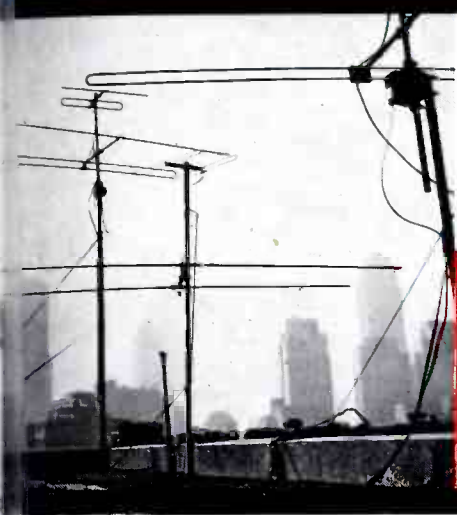


TELEVISION MAGAZINE

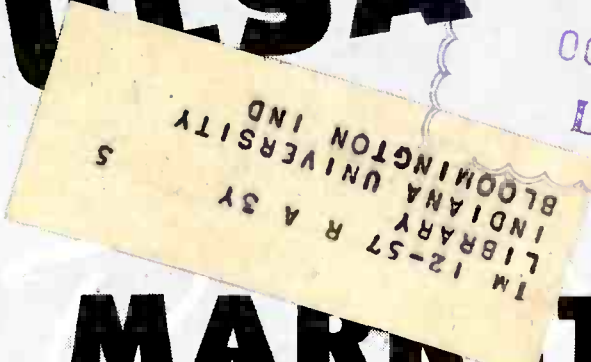
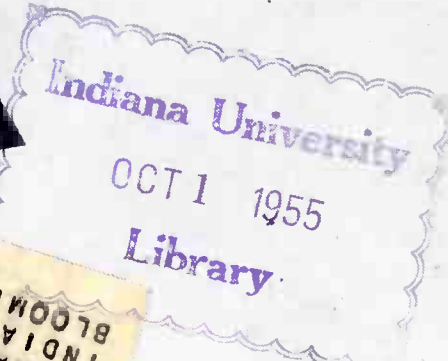
U.S. TV Ownership by Counties: An alphabetical directory, with total families and TV sets as of August, 1955



The TV Markets: Exclusive county-by-county data on circulation, population, families, retail sales, and income



KOTV and Oil Rich TULSA TOP MARKET



Size
Dynamic
Dominance

— 388,400 families and 1,282,700 people. Larger than Miami, Omaha, San Diego, Denver.

(Source: Television Magazine Research Department)

— Of the 58 largest cities, oil rich Tulsa ranks _____ in income per family, _____ in percent increase in population since 1950, _____ in percent increase in retail sales, 1950-1955.

(Source: SRDS Consumer Markets)

- KOTV has ★ 74.6% of the most popular quarter hours from sign on to sign off.
- ★ 50 out of 58 of the most popular once weekly shows.
- ★ 24 out of 25 of the most popular multi-weekly shows.

(Source: June Telepulse . . . Tops in June ARB, too!)

FIVE YEARS LEAD IN THE TULSA MARKET



the **SWING** is to

ABC and
KMBC-TV

*Kansas City's
Most Powerful
TV Station*

Now, with new and wonderful program flexibility available on Channel 9 in Kansas City, you can buy just about any commercial handling you desire for fall and winter schedules—within programs, or between programs, designed to appeal specifically and effectively to exactly the audiences you wish to reach.

On September 28, 1955, KMBC-TV joins the Swing to ABC, the nation's most dynamic and fastest-growing television network... and introduces, daytime, a schedule of station-produced shows that will set Kansas City audiences afire!

You can sponsor these shows...buy filmed minute-participations...schedule live commercials, demonstrations, sampling or audience-participation testimonials...utilize station-breaks or IDs. Use whatever format, frequency and scheduling you require to make your Kansas City campaign just exactly what you want it to be!

KMBC-TV, in joining the Swing to ABC, will program the most imaginative daytime television ever brought to Kansas City:

KALEIDOSCOPE*—A two-hour early-morning show.

MORNING MOVIE—Feature-length, integrated with regional and local news, weather and service reports.

WHIZZO THE CLOWN*—A wonderful children's hour which will include the famous "Little Rascals."

NOON*—Studio Party for the ladies.

MY LITTLE MARGIE—Daily, Monday through Friday.

HAPPY HOME—With Bea Johnson, McCall award winner.

AFTERNOON THEATRE—Fine half-hour dramas on film.

MOVIE MATINEE—Full-length feature film.

BAND STAND—Teen-age dancing show; pop records.

To these add the *new* ABC evening schedule with Mickey Mouse Club, Warner Brothers Presents, MGM Parade, Wyatt Earp, Bishop Sheen, Wednesday Night Fights and Disneyland (not to mention the older ABC favorites)—and mister! KMBC-TV has it! Your Free & Peters Colonel can tell you how to get with it!

© 1955 KMBC Broadcasting Co. *KALEIDOSCOPE, WHIZZO THE CLOWN and NOON—Reg. by KMBC

KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS, *First Vice President*

JOHN SCHILLING, *Vice President and General Manager*

GEORGE HIGGINS, *Vice President and Sales Manager*

BOB DREMLER, *Director of Television*



FREE & PETERS, INC.

Exclusive National Representatives

And in Radio, it's the KMBC-KFRM Team

KB *In the Heart of America*

KMBC of Kansas City

KFRM for the State of Kansas

ere's **BIG NEWS**

KJEO TV

Channel **47**

FRESNO, CALIFORNIA

Exclusive

CBS-TV

Outlet in central california

Over 12,000,000 (Twelve Million) acres of the richest agricultural and mineral land in the world . . . supporting an audience of more than 680,000 of the happiest and most contented people in America. **YOUR COMMERCIALS DO BETTER . . . ON KJEO-TV.**



CENTRAL CALIFORNIA'S SHOWBOAT

NEILL BROADCASTING COMPANY

P.O. BOX 1708

FRESNO, CALIFORNIA

Represented Nationally by the Branham Company

ABC

FROM MCA-TV FILM SYNDICATE

GENE AUTRY



RO

LLOYD C. DOUGLAS

"DR. HUDSON'S SECRET JOURNAL"



THE

RAY

...the first top s

quality fall programming



ROGERS



JOHN HOWARD

MILLAND SHOW

to hit syndicated TV

56

HOUR-LONG FEATURES

Hand-picked, top budget Republic Pictures Corporation feature films (53 min., 20 sec.) starring Gene Autry and a cast of top supporting players. Immediately available for local or regional sponsorship.

67

HOUR-LONG FEATURES

Republic Pictures Corporation high budget productions (53 min., 20 sec.) starring Roy Rogers and featuring a well-known supporting cast. Immediately available for local or regional sponsorship.

39

HALF-HOUR FILMS

A brilliant new series of dramas taken from the best seller by Lloyd C. Douglas, internationally famed author of "Magnificent Obsession" and "The Robe." Immediately available for local or regional sponsorship.

52

HALF-HOUR FILMS

First-run in over 100 markets. Hilarious comedies featuring Ray Milland, one of America's most popular actors. Sponsored for two straight years by General Electric. Immediately available for local or regional sponsorship.

MCA

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

TV

Film Syndication

FOR EVERY PRODUCT... EVERY MARKET... EVERY BUDGET!

- Tommy and His Royal Canadians • Mayor of the Town • Man Behind the Badge •
- Gene Autry • The Lone Wolf • Abbott and Costello • Where Were You? • Famous Playhouse
- My Family • Space Ranger • City Detective • Heart of the City • Biff Baker, U.S.A. • Curtain Call • Follow That Man • Hollywood
- Heads I'm The Law • Playhouse 15 • Royal Playhouse and Counterpoint • Soldiers of Fortune • Telesports Digest • Touchdown •

12th year of publication

TELEVISION MAGAZINE

MARKET BOOK 1955 • VOLUME XII, NUMBER 8 • AUGUST

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SUPERMARKETS ON TV — a cross-country roundup on why and how the grocery chains are putting TV to work will be featured in the October issue of TELEVISION MAGAZINE. Hundreds of supermarkets are proving that TV can sell at the retail level. What kind of programming do they find most effective? What commercials work best? How important is co-op money?

Frederick A. Kugel, Editor and Publisher
Fritz Snyder, Vice-president

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NOW-11 KW

...with RCA's TT-10AL

for VHF

With recent design advances, RCA engineers have increased the power output of the TT-10AL VHF transmitter. This popular transmitter now delivers a full 11 KW of peak visual power (low band)—measured at the output of the sideband filter. If you need this extra KW, it's yours now.

Costs no more than the original 10-KW design—and of course it can handle color.

With power increased to 11 KW, RCA's exclusive TT-10AL—in combination with an RCA 12-section antenna—is the most

outstanding VHF system in the industry, delivering 100 KW ERP at the lowest operating cost of any VHF equipment package now available.

RCA 11 kilowatters are ready to ship. Order yours now for early delivery. For complete details, see your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Ltd., Montreal.

Ask your Broadcast Sales Representative for literature describing RCA's new 11-KW design for channels 2 to 6.

RCA Pioneered and Developed Compatible Color Television



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

T. V. story board

A column sponsored by one of the leading film producers in television

SARRA

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



This lively cartoon series for D-X Motor Oils features an animated engine—"Eddie Engine" by name—who smoothly and easily puts across the salient points about the advantages of the Special & Heavy Duty D-X Motor Oils. A fast sell message in an easy-to-take form makes this SARRA created commercial a super salesman. For: Mid-Continent Petroleum Corporation. Thru: R. J. Petts-Calkins & Holden, Inc.

SARRA, Inc.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



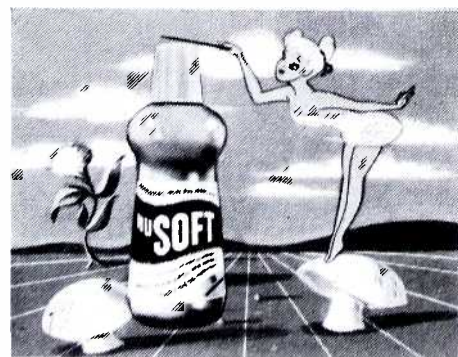
The remarkable success of "Millie's Millions," a TV commercial recently produced by SARRA for STOPETTE, has catapulted a single test commercial into a series. The current sequel, "Tillie's Hapless Holiday," is built around an old movie-type setting with all the nostalgia and whimsical humor of The Gay 90's. Although done in a light vein, it conveys a hard-hitting sales message and provides instant identification for over-the-counter sales. For: Jules Montener, Inc. Thru: Earle Ludgin & Company.

SARRA, Inc.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Here's a SARRA TV commercial that won top CFAC Honors in the 13th Annual Awards Competition. Live action with appealing baby chick pictures, made more appealing with a cute little girl, sells the product with interspersed scientific shots showing the great growth-producing qualities of Purina's Chick Startena—a real attention holding device. For: Ralston Purina Company. Thru: Gardner Advertising Co.

SARRA, Inc.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



A charming combination of live action with an airy cartoon treatment plus a singing fragment gives this NUSOFT commercial great sell-appeal. This commercial quietly but effectively presents the convincing NUSOFT "towel test" . . . deftly tied in with product identification. For: Corn Products Sales Company. Thru: McCann-Erickson, Inc.

SARRA, Inc.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

LONGSHOTS

INSIDERS PREDICT NETWORK STATUS QUO WILL REMAIN when flurry of talk and speculation over proposed investigations subsides and FCC and Senate Commerce Committee finally get around to their studies of TV industry situation. Next proposal for a congressional investigation might be for one of FCC itself, as rumblings increase among stations blaming Commission for their economic troubles but hesitant to bring their complaints into open.

HUNDREDS OF THOUSANDS OF DOLLARS WORTH OF TV AIR TIME is available via film companies that have made deals with stations. Some manufacturers have been able to get free time on percentage deals. It's a new twist to old P. I. operation in radio.

MORE ADVERTISERS ALLOCATING SPOT FUNDS BEFORE SPECIFIC CAMPAIGNS to give their agencies chance to move in on situations as they develop—to establish time franchise and hold it until campaign is ready. Prime time continues tight. Normal turnover provides opportunities, but you have to move fast to take advantage of them.

WATCH FOR NEW BLAIR STUDY ON SETS IN USE reporting on seriousness in differences shown by rating services. Differences are so substantial they'll produce reverberations along research row.

FIRST RKO FEATURE FILMS FOR TELEVISION now expected to start trickling through General Teleradio's film division some time next spring. Despite Tom O'Neil's bearish statement on prospects for any flood of films for TV from RKO's library of 800-odd, those with little remaining theater potential will be released gradually. But considerable time will be required for ironing out legal angles and screening to see which are suitable for telecast.

MAJOR TV COLOR PICTURE TUBE IMPROVEMENT expected to bring faster and cheaper production is reported near practical application. It could be a big step towards a breakthrough of the price barrier that has been a deterrent to mass circulation of color sets. Meanwhile, ambitious RCA-NBC color push and CBS' expanded colorcasting schedule starting this fall should provide a much better gauge of public's interest in color than the meager fare of last season. While color set prices are above the mass market level, there still are tens of thousands able to buy at present prices — when they decide they have enough incentive. If they start buying, boost in production would bring economies enabling set makers to pull prices down to next market level. Then ball really might start rolling.

THE PROGRAM THAT'S "FRONT PAGE"

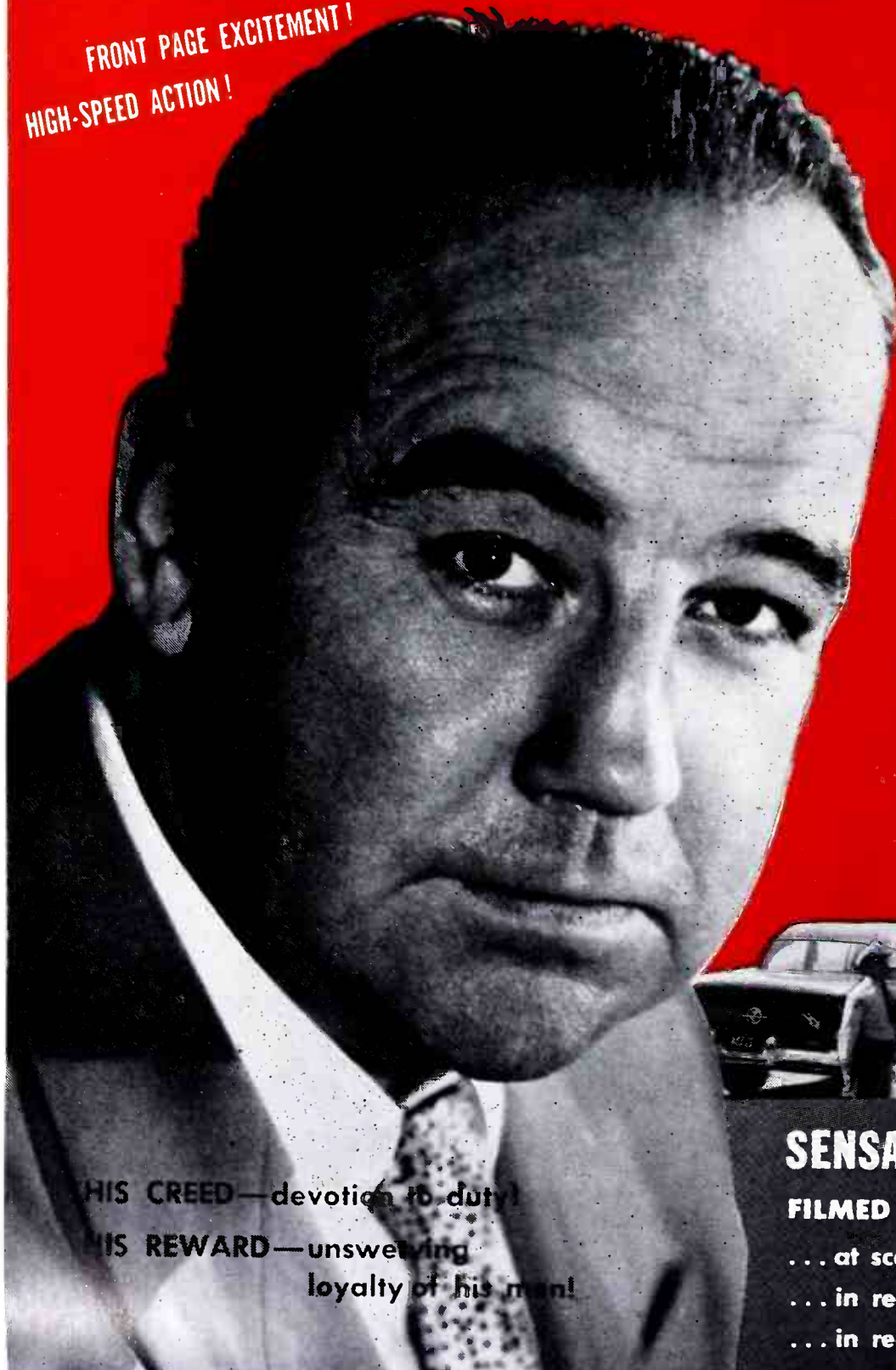


"HIG



PA

FRONT PAGE EXCITEMENT!
HIGH-SPEED ACTION!



Starring

BRO CRAV

AS HEAD



SENSATIONAL PRODUCTION VALUES
FILMED ON THE HIGHWAYS!
... at scenes of real roadblocks, fires, disasters, investigations
... in real homes, farms, factories, along the way!
... in real State Patrol headquarters!

HIS CREED—devotion to duty!
HIS REWARD—unswerving
loyalty of his men!

EVERY DAY! BASED ON THE EXPERIENCES OF STATE TROOPERS IN ALL 48 STATES!

HIGHWAY

TROOP

FEATURING A
HIGHLY
COLORFUL LAW
ENFORCEMENT
AGENCY
IN ACTION!

DEDICATED TO
THE HIGHWAY
PATROL OF
EVERY STATE
the men whose daily
assignment is **HEROISM!**

AUTHENTIC!
TECHNICAL
SUPERVISION BY
STATE HIGHWAY
PATROL
OFFICERS!

and Winner

RICK FORD

MY PATROL

HIGH-OCTANE ADVENTURES OF MEN OF
SKILL AND DARING . . . stories that bring
viewers back week after week.



HALF-HOUR A COMPLETE STORY!
BEST TV CAMERA TECHNIQUES!
DYNAMIC DIRECTION!
DYNAMIC MUSIC!
AUTHENTIC STORIES!

AUDITION THIS FAST-MOVING SALES
VEHICLE. WIRE, PHONE OR WRITE TODAY.

SAFETY COUNCIL TIE-INS.

CINCINNATI NEW YORK HOLLYWOOD



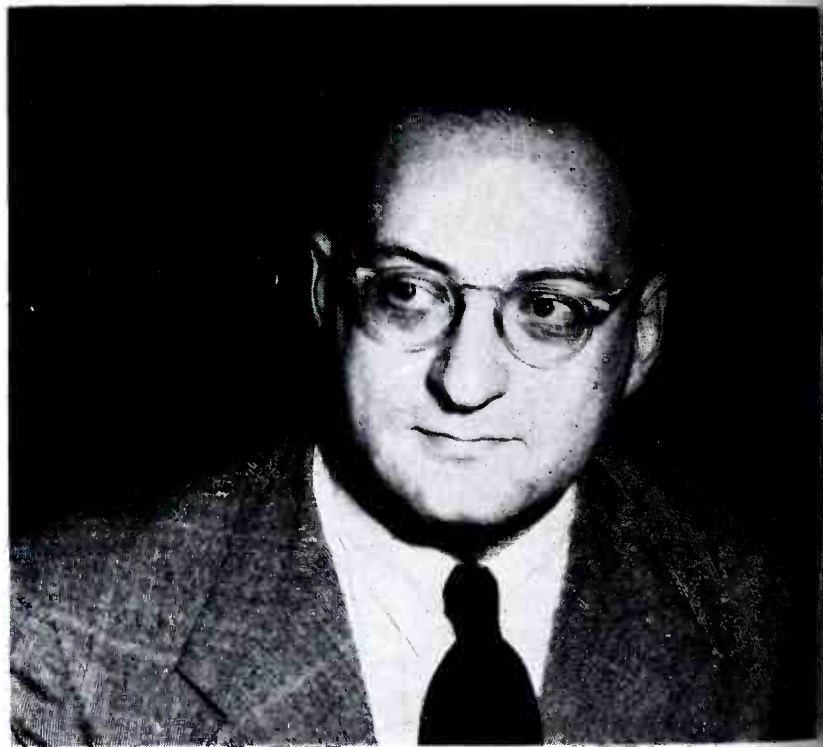
focus on

PEOPLE

◀ **Why Bardahl Manufacturing Corporation** became the first advertiser to place a show on the Vitapix-Guild station lineup was summed up by president O. Bardahl this way: "Basically we are a spot-TV user. In the past we've found it hard to get good availabilities for minute spots, and our story can't be told in less time. A spot program was the answer, and Guild's *Confidential File* was a highly unusual and powerful program. We were attracted, of course, by the merits of the Vitapix time-buying package, too. We have half-sponsorship commitments now in roughly 40 markets, and the list is growing. We understand the problems involved in clearing the time, but we expect to have a very satisfactory lineup by September 15." Bardahl will spend an estimated \$1,000,000 for time and program costs, an expenditure accounting for approximately 90% of the company's total advertising budget for the year.



First broadcasting-only entity to make The Big Board is Storer. Dynamic president George B. Storer, Sr., could rest on the laurels of his new financial report (it shows pre-tax net earnings up 17%), but he's expected to keep on trying to bolster his station list.



Father of TV's hottest hit, veteran packager Louis G. Cowan says he sat down at his desk determined not to get up until he'd thought of a great idea, arose when he thought of *\$64,000 Question*. Is money the show's main lure? Cowan says, "The contestant must be a story in himself." Despite *Question's* quick rise to the number-one rating spot, he feels it will lose its novelty in a few seasons. Recently hired by CBS to conceive and produce new programs, Cowan will retain ownership of his package company.



◀ **Another pioneering step** for WMLJ's Walter J. Damm, v.p. and gen. mgr.: The Milwaukee Journal station is first to offer the much-requested 30-second spot, which gives sponsors between-show announcements in "A" time, eliminates double spotting.



The maze—of details involved in expert film processing presents no problem at Precision. Skilled technicians, exclusive equipment, and expert research groups team up constantly to keep performance at the highest possible level. Precision-processed film is recognized by industry leaders—producers, directors, cameramen—as the finest in the field.

Just one example of advanced film printing methods is the individual Printing Control Strip technique—available only at Precision. This Strip permits complete printing control without notching or altering the original film in any way—and may be filed for later precise duplication.

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



A division of J. A. Maurer, Inc.



**He made the jungle famous
He'll make**

**JO
WEISS**

Star of the new Screen

**Astounding publicity...
extraordinary merchandising...
unique premiums**



**Clean, outdoor,
action-adventure
entertainment with wide
family appeal**

Jungle

**"Jungle Jim" audience pre-sold by
motion pictures, comic strips and comic books**



**First-run syndication—
suitable for any time period—
write, wire or phone**



Product famous!

SELLER

Adventure Series...



King of the Jungle!

Jungle Jim



We've done it before with "The Adventures of Rin-Tin-Tin"—
Now we do it again with "Jungle Jim"



SCREEN GEMS Inc.
A DIVISION OF COLUMBIA PICTURES CORP.

Vice-President in charge of sales

Ben Colman
233 West 49th Street
New York 19, N. Y.
Circle 5-5044

Screen Gems, Inc.
16603 E. Warren Rd.
Detroit, Mich.
Tuxedo 5-5811

Thomas Seehof
212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903

Richard Dinsmore
995 Market St.
San Francisco, Cal.
Douglas 2-1060

Produced by the same group, following
the same sure-fire formula that
made Rin Tin Tin the year's greatest TV buy



FOR TV COMMERCIALS THAT CLIENTS APPLAUD—

Shoot on Du Pont "SUPERIOR" 2, print on Du Pont Type 824

When you film your TV commercials on Du Pont "Superior" 2—and print them on Du Pont Type 824—you'll get footage to satisfy the fussiest client. Here's why:

Du Pont "Superior" 2 is the all-purpose negative film for both indoor and outdoor sets. It gives you clean highlights and plenty of shadow detail. "Superior" 2 is fine-grained, yet fast enough to keep lighting costs down. Its wide latitude guarantees you consistent results.

But a good negative is only part of the story. You'll need the fine release properties of Type 824—a fine-grain, low-contrast

release stock—to get the best out of your "Superior" 2 negatives. With Type 824, you'll turn out prints of perfect low-density, low-gamma TV quality. That way, your "Superior" 2 negative gets to the TV screen in all its original tonal fullness.

Try this "Superior" 2—Type 824 team on your next TV commercials. Results will put a satisfied smile on any client's face—and more of his work in your studio! E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Montreal.

DISTRICT OFFICES

ATLANTA 5, GA. 805 Peachtree Bldg
BOSTON 10, MASS. 140 Federal Street
CHICAGO 18, ILL. 3289 N. California Ave
CLEVELAND 14, O. 1033 Union Commerce Bldg
DALLAS 7, TEXAS. 1628 Oak Lawn Ave
LOS ANGELES 38, CALIF.

7051 Santa Monica Blvd
NEW YORK 11, N. Y. 248 West 18th Street
PHILADELPHIA 2, PA. 225 South 15th Street



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

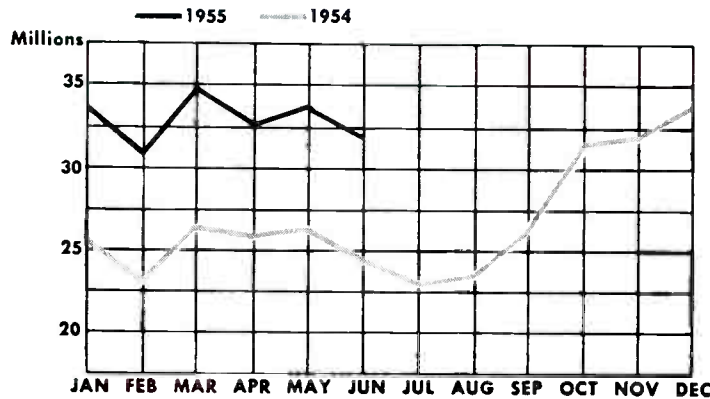
SPECIFY DU PONT MOTION PICTURE FILM

focus on BUSINESS

With fall buying in its final stages, advertisers appear to be making 1955 even more of a banner year for TV than the early returns suggested. Network gross billings for the first six months of 1955 are 31% above the first half of 1954. June total is 29% above the same month a year ago but is about 5% down from May, 1955. While advertising activity was heavier than usual during the 1955 warm weather months, the hiatus season will lag somewhat behind the rest of the year.

TELEVISION MAGAZINE's cost-per-thousand index for June is up 4.6% over May. This is a smaller jump than one that occurred between April and May. . . . The ARB sets-in-use for the show that the coming-on of summertime did not materially change daytime viewing habits. Some June afternoon hours are even higher than the same periods were in May. . . . On the receiver front, June production and mail sales were up from May.

TV NETWORK BILLINGS



	June, '55	June, '54
ABC	\$ 3,542,304	\$ 2,317,879
CBS	15,787,009	11,448,180
DuM	218,845	778,920
NBC	12,222,554	9,990,729
Total	\$31,770,712	\$24,535,708

Source: PIB

TV VIEWING WEEKEND-DAYTIME SETS-IN-USE FOR JUNE

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time						FOR NETWORK BUYERS % Sets-in-Use by EST Total U. S.	
	Eastern Time Zone		Central Time Zone		Pacific Time Zone		Sat.	Sun.
	Sat.	Sun.	Sat.	Sun.	Sat.	Sun.		
9 AM	7.3	1.8	6.8	1.1	1.4	0.7	4.2	1.0
10 AM	10.2	2.8	11.1	1.2	5.8	1.7	7.7	1.9
11 AM	13.1	5.1	20.4	2.6	12.7	5.5	10.6	3.2
NOON	19.0	9.6	15.0	5.2	22.4	8.4	17.0	6.2
1 PM	16.8	12.4	10.5	9.8	20.4	7.7	14.9	8.6
2 PM	16.7	18.9	24.7	17.5	19.2	19.2	14.7	14.3
3 PM	20.7	18.9	25.2	20.1	15.9	16.1	22.3	17.0
4 PM	20.9	17.9	22.1	20.7	17.3	17.3	22.3	17.2

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

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time						FOR NETWORK BUYERS % Sets-in-Use by EST Total U. S.	
	Eastern Time Zone		Central Time Zone		Pacific Time Zone		Sat.	Sun.
	Sat.	Sun.	Sat.	Sun.	Sat.	Sun.		
7 AM	4.1		1.9		2.4		2.3	
8 AM	10.0		8.5		4.4		6.0	
9 AM	9.3		11.8		5.5		7.7	
10 AM	12.2		13.4		9.4		10.7	
11 AM	14.6		16.3		9.4		12.8	
NOON	18.0		10.7		19.8		15.6	
1 PM	11.1		13.8		7.8		10.1	
2 PM	10.8		14.5		7.4		11.6	
3 PM	11.4		11.5		11.9		13.3	
4 PM	12.1		12.8		11.0		11.0	

Source: ARB (June, 1955)

\$ 3.38

NETWORK COST PER THOUSAND \$

This month's network cost-per-thousand index stands at \$3.38, up 4.6% from last month's \$3.23.

This index is based on all sponsored shows telecast by the networks in the 3-10-p.m. period for the May week reported by ARB. This base provides a representative group of shows (19 this month) and permits month-by-month comparison.

This index is *not* the average of individual c-p-m's. Time and program costs for the 19 shows were totalled, and this cost figure was divided by the total number of homes reached by the programs. The result was then divided by three to obtain a c-p-m per commercial minute.

TV MARKETS

STATIONS AND MARKETS AS OF JULY 1, 1955

1-channel markets	138
2-channel markets	64
3-channel markets	33
4 (or more)—channel markets	11
Total Markets	246
Commercial stations U.S. & possessions	415

Source: TELEVISION MAGAZINE

TV RECEIVERS

	June, '55	June, '54
Production	589,793	544,142
Retail Sales	430,347	368,364

Source: RETMA

**When
numbers,
homes,
and incomes
go up . . . up . . . up
so do sales**

Facts like these make KGGM-TV's market a real Southwestern atomic area:

Metropolitan Albuquerque
Population— **201,000**

July utility figures
Television homes—

60,545

April 29, 1955

Retail sales in coverage
area— **\$395,512,000**

January 1, 1955

Families in coverage area—

124,000

January 1, 1955

Buying income per family
in three leading counties
(Bernalillo; Los Alamos;
Santa Fe)—as much as
\$3000 over national
average

January 1, 1955

from the nation's highest
transmitter site

KGGM-TV

Albuquerque, N. M.

with CBS-TV
Represented Nationally
by Weed Television

BMI

32 TELEVISION TALKS

transcribed from the
BMI TV CLINICS — 1954

A most practical, problem-solving book on Television Management and Production . . . combines the knowledge and experiences of 32 TV leaders in every phase of TV programming and production . . . factual, informative and down-to-earth . . . now a second printing.

"One of the more authoritative industry volumes, tantamount to a college course in updated thinking within the industry." —Variety

Published by BMI and made available as an industry service at the cost of transcribing and printing.

340 pages — clothbound
\$4.20 post paid

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

Luncheon



with Linnea

While I really shouldn't have been in the least surprised, it did seem a bit of a shock to both Edna Cathcart of Mathes and me to find ourselves trying to convince a couple of people who had entered this business since the start of television, that there really was "glamour" in radio many years ago! Yes, we remember when you just couldn't buy a good half hour on radio . . . when stars were being built . . . when radio was achieving ratings equal to those of top TV programs today!

While print media always had competition for the national advertiser's dollar, every important advertiser wanted to have one of the top ten programs.

Agencies enter programming field

Radio networks were originally formed with the main purpose of wooing the best stations to deliver the best possible lineup. The major responsibility of delivering programs fell on the advertising agencies. This is what caused agencies to go into the new field of building sizeable, creative and efficient departments for the purpose of producing programs, scouting and

hiring talent and writers, as well as developing and training for broadcasting some fairly well-known stage and screen talent.

Market analysis less vital then

Some of you may never have known and others may have forgotten, how hard the agencies worked and competed to build top-audience programs and the networks vied with each other to sell the time for these shows. Most of these departments also included the time-buying division, because in the early days of radio the success of the medium precluded the necessity for detailed market analysis. And beside the local station owners were businessmen (bankers, seedsmen, etc.) who knew a good investment when they saw one, but knew nothing about overall retail market areas, sales areas, and so forth.

Toward the end of radio's "solo flight" networks had taken over much of the program building and selling with desirable time periods being part of the program sale.

And so this transition of network built programming had really gotten

To page 20



Lunching with Linnea Nelson (second from left) are (left to right) Roger Bumstead of Mahoney, Clifford Botway of Dancer-Fitzgerald, Betty Powell of Geyer, Edna Cathcart of Mathes.



Even a line
won't "blow" . . . on film!

Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kidded! Besides, it's easy, economical, to produce and co-ordinate showings when you **USE EASTMAN FILM.**

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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

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

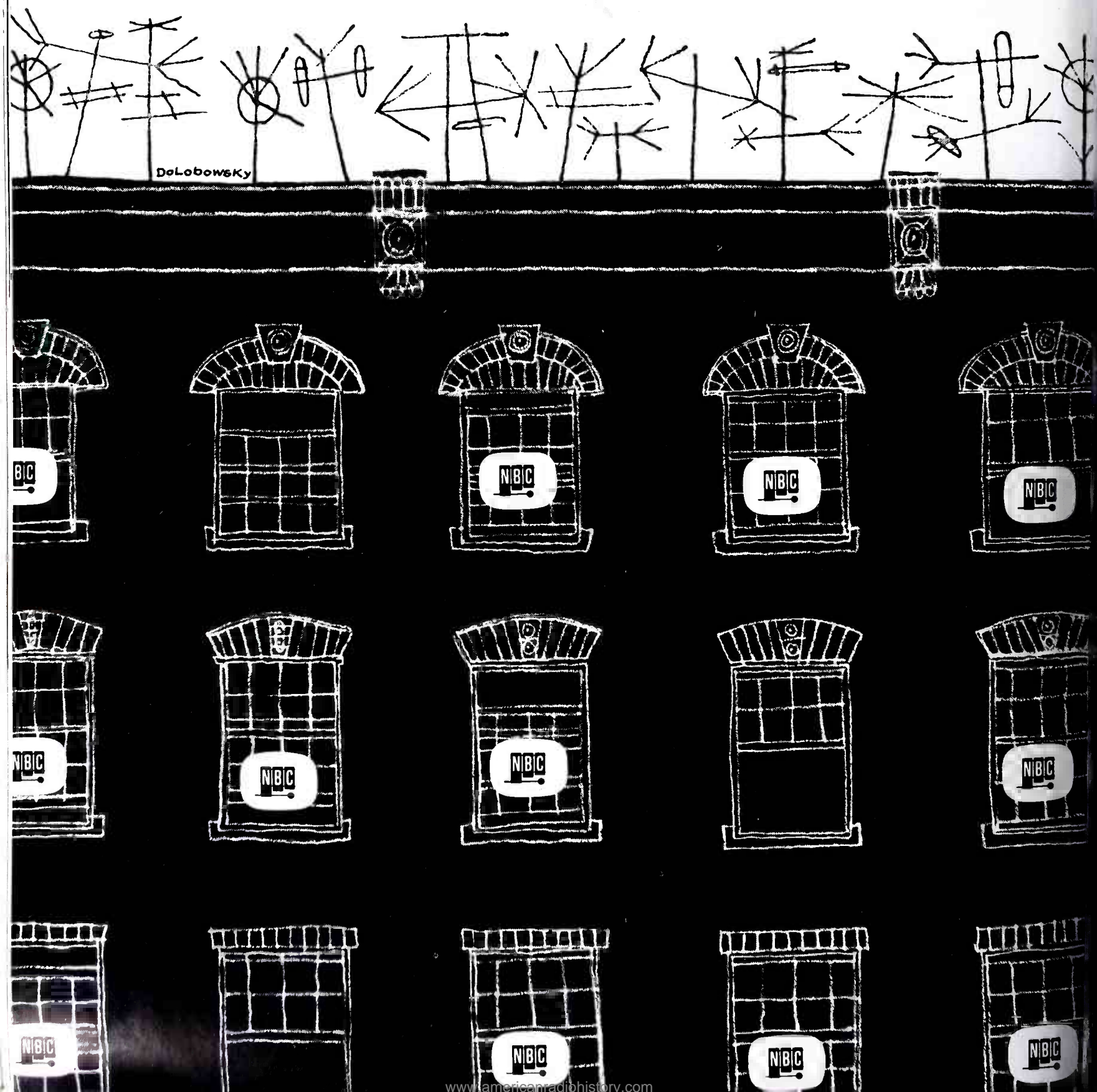
Be sure to film your show **IN COLOR.** You'll be needing it . . . soon.

Building Excitement

Late in the 1954-1955 season, Jack Gould of the New York Times wrote: "During the last season . . . NBC has had a virtual monopoly on TV excitement."

And this excitement built new and bigger audiences. Nielsen figures show that the average rating of the first 28 Spectaculars was 40.0. These 90-minute color extravaganzas reached an average of almost 12,000,000 homes, and became the season's most talked-of programs.

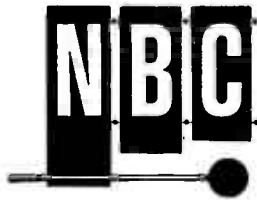
For 1955-1956, the excitement builds still higher. Seventy-five large-scale color Spectaculars, musicals




plays, full-length new movies and special program events highlight a new year of excitement. Daytime, too, goes spectacular. Every weekday afternoon, NBC Television presents MATINEE — a live full-hour lighttime-quality dramatic show in both black-and-white and RCA compatible color — giving daytime TV a new importance to both viewers and advertisers.

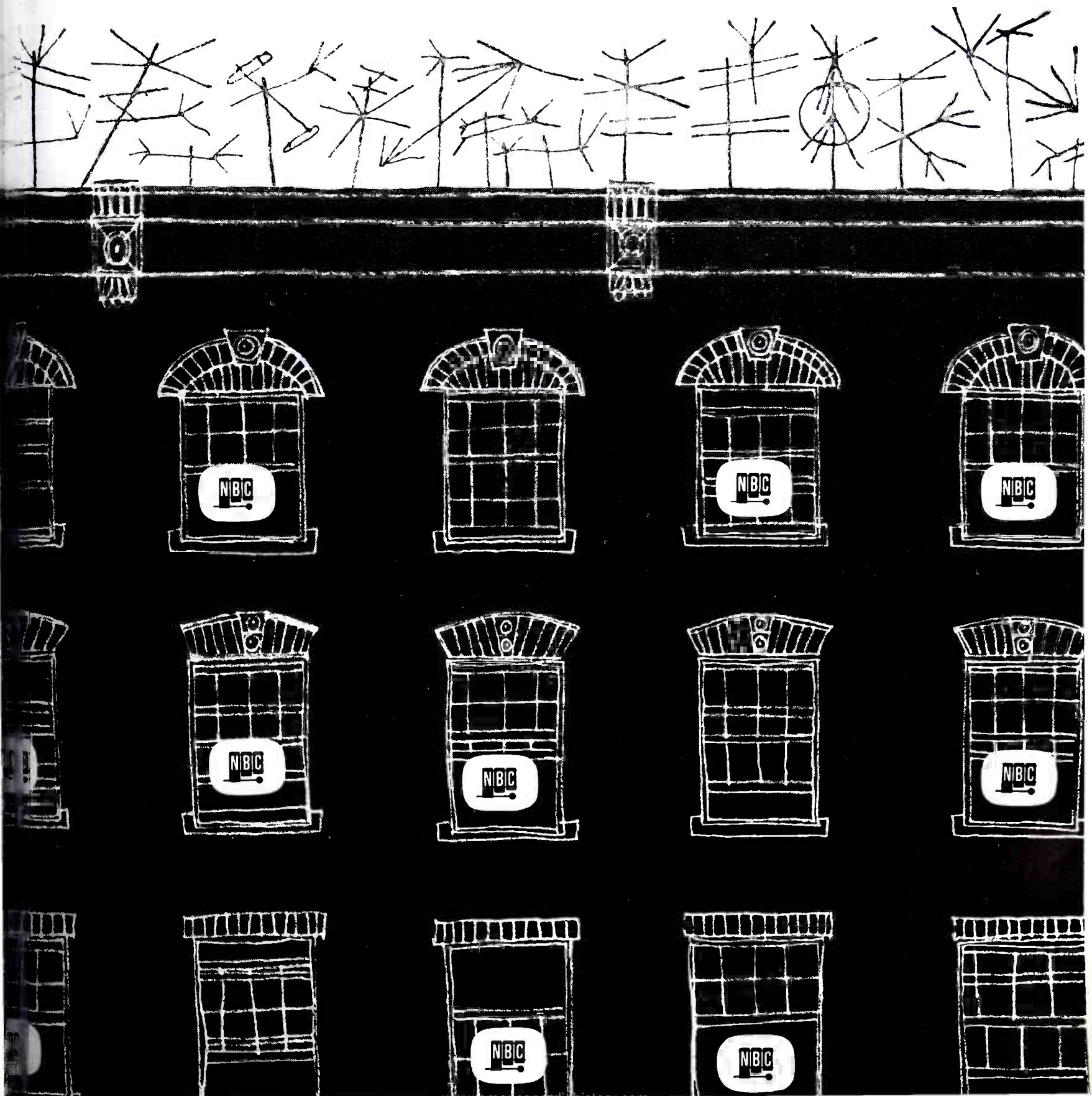
There's a big year behind NBC, and a big year ahead.

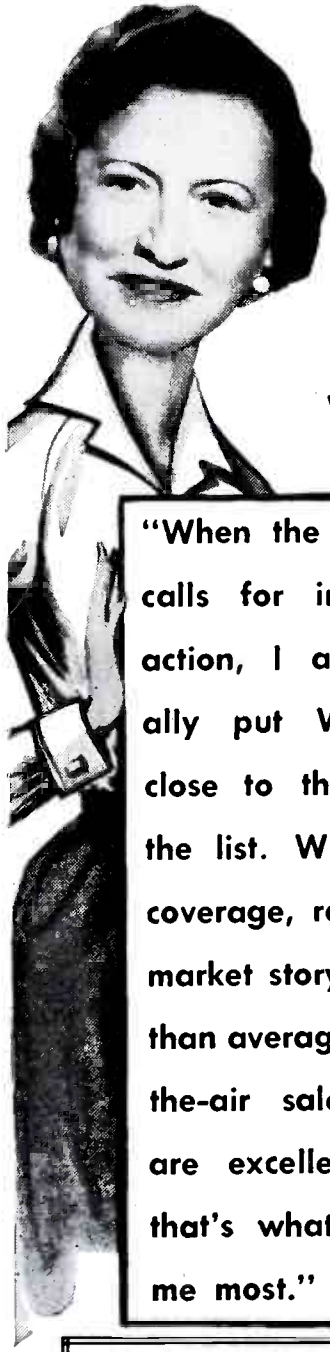
Exciting things are happening on



Television Network

a service of  The accuracy of the above data verified by A. C. Nielsen Company





**VERA
BRENNAN**
Director of
Radio &
Television
Time Buying
Scheideler,
Beck &
Werner, Inc.
says . . .

"When the schedule calls for immediate action, I automatically put WNHC-TV close to the top of the list. While their coverage, rating and market story is better than average, the on-the-air sales results are excellent . . . that's what interests me most."

Compare these facts!

15 County Service Area	
Population	3,564,150
Households	1,043,795
TV Homes	934,448

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS
represented by the katz agency, inc.

**WNHC
Television
WNHC**

LUNCHEON WITH LINNEA *From page 16*

a strong foothold before the onrush of television, but even in the very beginning agencies were offered time for their advertisers so that they could experiment with their own programs and thus develop perfection and establish a "franchise."

Networks hold cards now

As nearly all of us know, that word "franchise" means very little now because, regardless of the amount of time, sweat, worry and money that has gone into a series of programs, if it does not rate against competition or fit into overall network planning—out it goes. Networks are building the big, much-talked-about, glamorous shows and selling commercial time in them to advertisers with budgets of all sizes. To those with large budgets goes the entire show.

As we were discussing this, we were bemoaning the fact that today competitive commercials run too close together, sometimes only fifteen minutes apart. Betty Powell of Geyer said that it seems unfair when a client of hers purchases an entire program, to have other advertisers buying announcements during station breaks, to a point where it looks as though they were co-sponsors. And at a very low cost!

With that, Roger Bumstead of Mahoney, grinned from ear-to-ear and said "You're looking at the guilty party!" He was the one who had bought two announcements for one of his clients during the station breaks.

So—while one buyer is furious with what seems like an encroachment on the client's investment, the other is happy because his client feels he's been very smart!

Specialized buying—pro and con

It is always interesting to get a group of buyers together whose agencies have different methods of operation, and at luncheon we had those who specialized in radio and television only, as well as others who worked with all media, each convinced of having the best way of serving clients.

Clifford Botway, of Dancer-Fitzgerald-Sample, who plans purchases on all media for his clients, feels that this gives the media man an opportunity to make better overall recommendations. Through this, greater product sales can result in additional media expenditures through creative planning.

**portrait of
a market.**



**. . . where summertime
is big business**

Runners and trotters draw thousands of the vacationing tourists in WRGB 30-county coverage area to historic Saratoga, N. Y. These summer-leisure vacationers find dozens of attractions in the WRGB area to bring them back year after year, swelling the WRGB television audience well past normal of 435,600 families.

Represented Nationally by



WRGB

A General Electric Television Station
Albany — Troy — Schenectady, N. Y.

With the increased activities of the media departments in media research, analysis and constant review of product competition, agencies are spending a greater percentage of the operating budget in this area than they did years ago. This percentage could be reduced, it believes, not only by better planning and buying, which would eventually make it worth while for the advertiser to spend more money, but by adjustments within the departments themselves.

The tendency to have the higher-priced media directors, supervisors and buyers backed up by less expensive clerical assistance will prove more efficient and less costly. The key people in these departments cannot possibly have time for planning, projecting or making additional recommendations when they are bogged down by the detail of estimating and checking rates and discounts.

Broadcasting needs solid facts

Sometimes, the buyers marvel over the amount of specific and practical information supplied by print media—and how much “thin air” they are forced to work with in broadcasting.

Would newspapers and magazines have built the solid foundation for the advertising industry if they had continued to issue various estimates of population, or if they had depended on one of the advertising trade papers to do this for them?

The large percentage of agencies who today use the circulation figures published by TELEVISION MAGAZINE is not really surprising when we realize how essential this information is. And it is becoming more so, with the increased screening being given expenditures by top media directors.

I've been surprised at the number of people asking when TELEVISION MAGAZINE's Market Book would be ready—and how eagerly they were awaiting its arrival. I hope that by the time you read this you'll find it's been up to expectations!

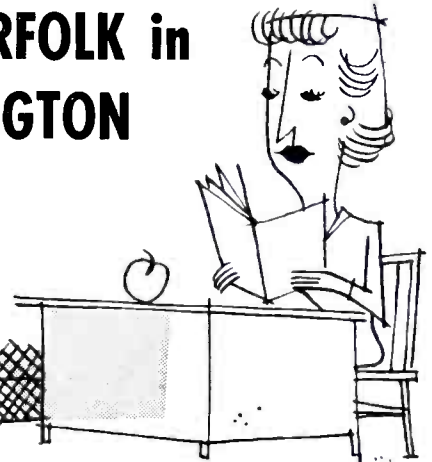
END

This is the fourth in a series of columns by Linnea Nelson, TV analyst for the Adner Agency, Inc. She may be calling you some Thursday to invite you to join her for lunch. If you're in New York from out of town, or plan to be, Miss Nelson would appreciate your letting her know, particularly if there are any time buying problems you'd like to discuss with her.

A GEOGRAPHY LESSON . . . One of a Series



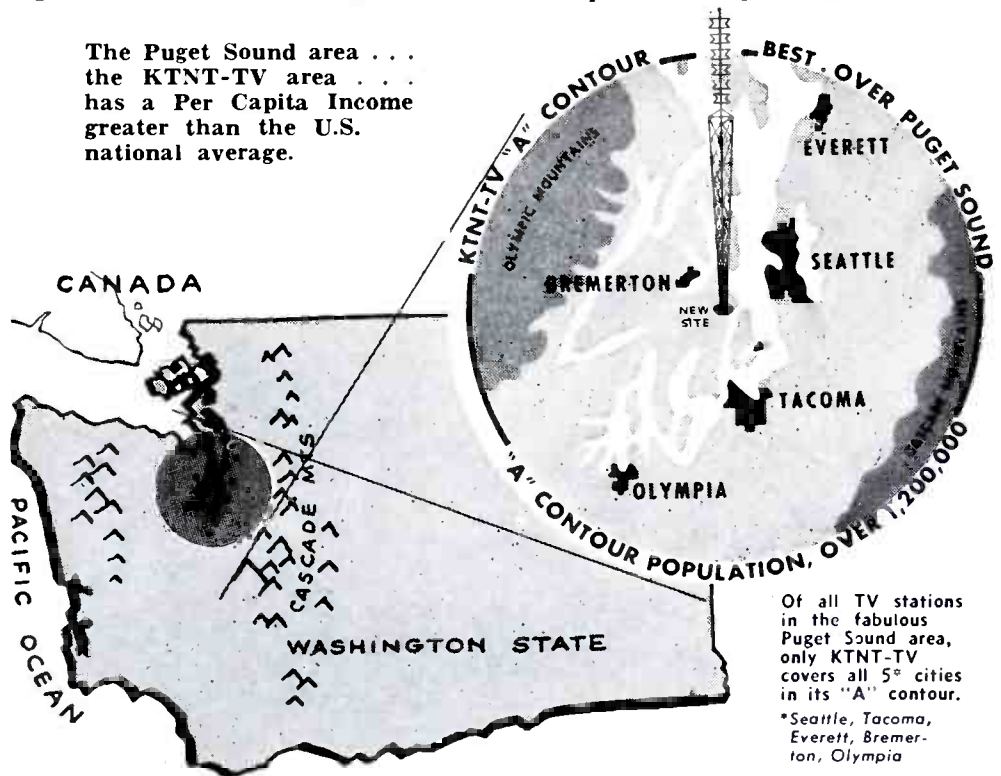
are **BALTIMORE**
and **NORFOLK** in
WASHINGTON
STATE?



In case you suspect we've become rusty in our geography, we hasten to say we are aware that Baltimore and Norfolk are NOT in Washington State. We're merely pointing out that the sum of the populations of these two eastern cities is less than the population served by KTNT-TV in its "A" contour.

Within the "A" contour boundaries of KTNT-TV there are more than 1,200,000 able-to-buy people . . . almost half the population of Washington State. And, in addition, KTNT-TV's INFLUENCE AREA extends throughout Western Washington and into Canada to the north and into parts of Oregon to the south.

The Puget Sound area . . .
the KTNT-TV area . . .
has a Per Capita Income
greater than the U.S.
national average.



In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV.

KTNT TV
CHANNEL ELEVEN

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

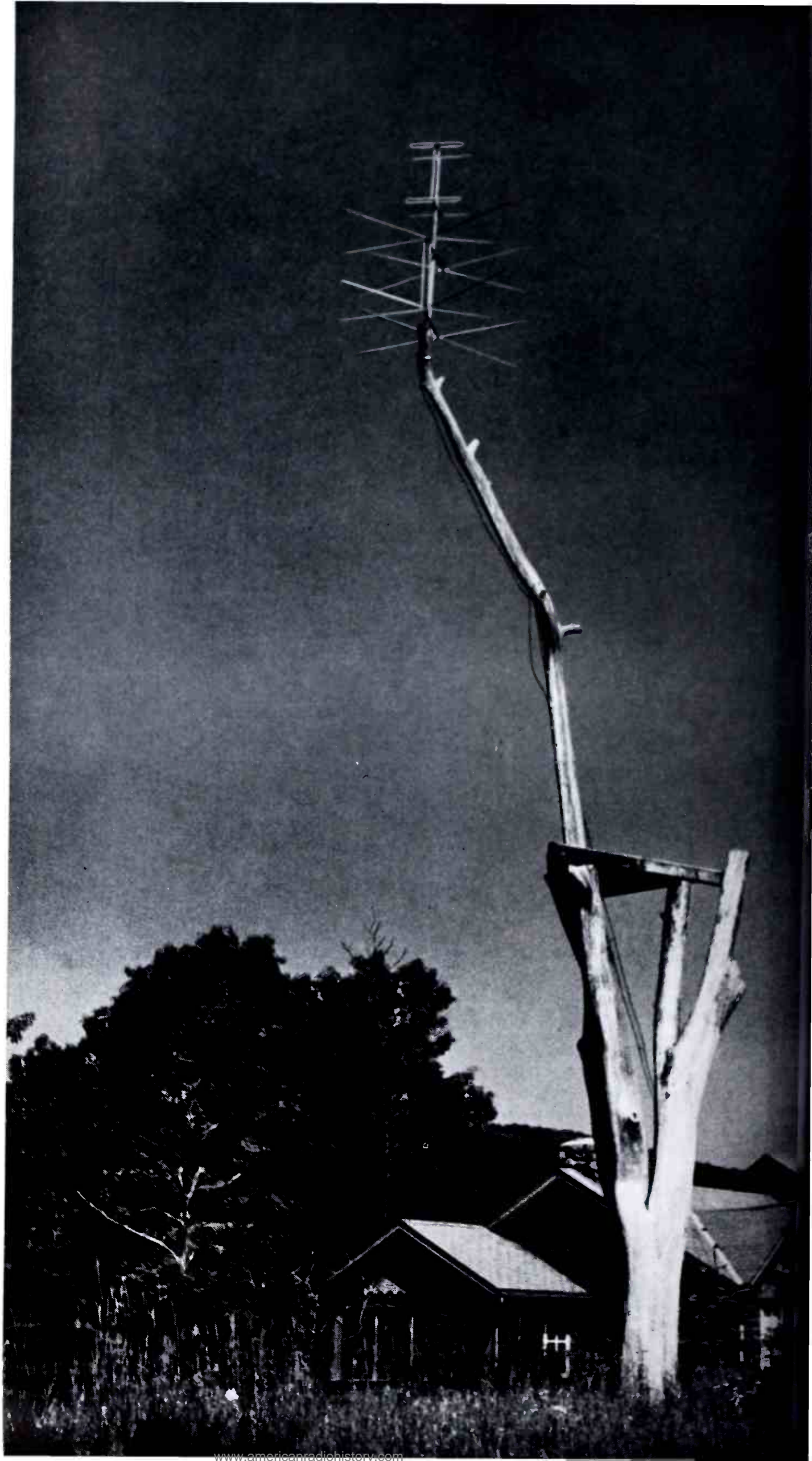
EMP ADVERTISERS*

Amara Refrigeration, Inc.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anheuser-Busch, Inc.
Armatron Company
CBS-Columbia
Chrysler Corporation
Electric Companies
Advertising Program
Falstaff Brewing Corporation
General Electric Company
General Foods Corporation
General Motors Corporation
Hamm Brewing Company
Helene Curtis Industries, Inc.
Kellogg Company
Lehm & Fink Products Corp.
Liggett & Myers Tobacco Company
Lincoln-Mercury Dealers
F. Lorillard Company
Pet Milk Company
Procter & Gamble Company
Regal Amber Brewing Company
Revlon Products Corporation
J. Reynolds Tobacco Company
Schlitz Brewing Company
C. A. Swanson & Sons
The Toni Company
United States Steel Corporation
Winghouse Electric Corporation

EMP STATIONS*

KVOS-TV Bellingham, Wash.
KBSF-TV Big Spring, Tex.
WCBI-TV Columbus, Miss.
WMSL-TV Decatur, Ala.
WTVY Dothan, Ala.
WFLB-TV Fayetteville, N. C.
WINK-TV Ft. Myers, Fla.
KFXJ-TV Grand Junction, Colo.
WDXI-TV Jackson, Tenn.
WKNY-TV Kingston, N. Y.
WFAM-TV Lafayette, Ind.
KLFY-TV Lafayette, La.
KTAG-TV Lake Charles, La.
KLAS-TV Las Vegas, Nev.
KGVO-TV Missoula, Mont.
KTVO Ottumwa, Iowa
WIDM-TV Panama City, Fla.
KOTA-TV Rapid City, S. D.
WBOC-TV Salisbury, Md.
KVEE-TV San Luis Obispo, Cal.
KLIX-TV Twin Falls, Idaho
KIVA-TV Yuma, Ariz.

*as of July 15, 1955





Reaching out to pull them in...

Thirty CBS Television Network advertisers are now reaching out to sell an extra market of close to one million families. And they are doing it at one third less cost than was possible six months ago!

Their network line-ups now embrace the small-market stations available individually or as a group under CBS Television's Extended Market Plan (EMP).

Combined these 22 stations deliver a market with a population larger than Boston... an effective buying income greater than Washington, D.C.... and total annual retail sales larger than Pittsburgh. And each advertiser is reaching these 22 markets at the same favorable cost per thousand as stations serving the largest metropolitan areas—a cost made still more attractive by discounts ranging up to 15%.

The Extended Market Plan is one of the best package buys in all television—for each of the participating advertisers gets as a “bonus”:

Unqualified enthusiasm of dealers now enjoying the powerful support of network television...

Goodwill of millions of prospects grateful for the opportunity to see outstanding network programs...

The vigorous support of each station which recognizes that strong network programs make the station stronger in its local community.

Call your CBS Television sales representative for details on the CBS Television Extended Market Plan. He will show you how to make even more effective what is already the most effective buy in advertising...

The CBS Television Network



It's Easy When You Know How

MEREDITH
Radio and
Television
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

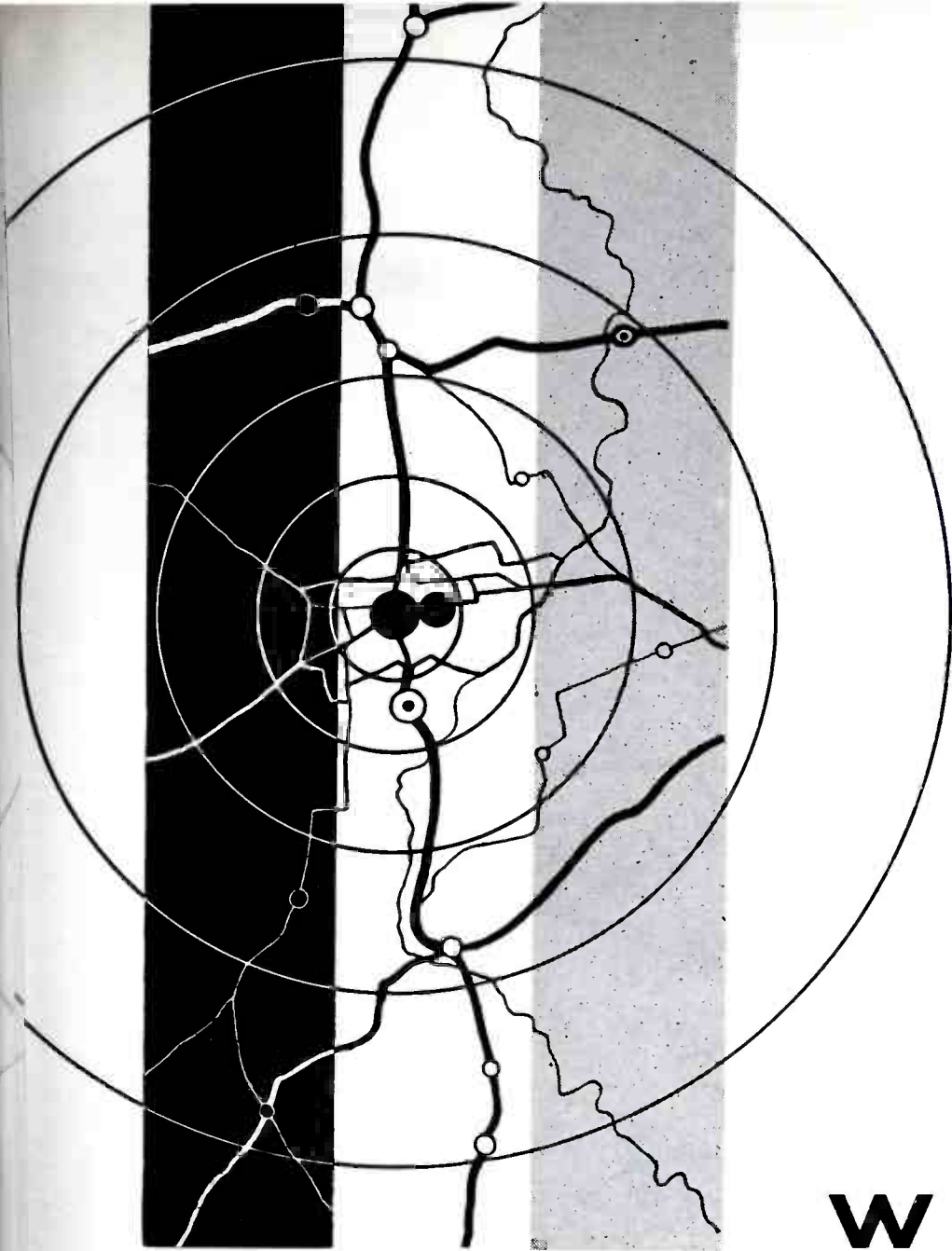
The Katz Age

The Katz Age

The Katz Age

John Blair & Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazine



WHY A MARKET BOOK?

On the pages that follow are the raw materials needed in making TV market decisions — receiver circulation, population, families, retail sales, and Effective Buying Income for every TV county and every TV market.

The coverage area of each of the nation's 246 TV markets has been defined.

These exclusive reports were prepared by TELEVISION MAGAZINE's own research department. They are the advertiser's, agency's, and telecaster's only published source for this information.

A new feature in this year's Market Book is the listing of household count for every county in a separate alphabetical (by state and county within state) directory. Through the cooperation of Sales Management magazine, this directory presents the number of families in each county, updated as of August 1. This is the first time that such figures have been available to the industry.

The Market Book helps to answer the advertiser's all-important question "How many people do I reach and

where?" by providing the base for projecting ratings, analyzing coverage, planning advertising schedules, and correlating sales or distribution with TV station coverage.

The preparation of these pages required over 125,000 individual calculations, representing some 1,100 hours of staff time, plus 10 days for processing the data on IBM cards. The annual cost for updating the market-by-market circulation statistics alone on a monthly basis is \$25,000.

TELEVISION MAGAZINE undertook this tremendous "extra job," beyond the usual editorial scope of a business publication, out of a sense of responsibility to the TV industry and in recognition of the great need for uniform TV market data. Until TELEVISION MAGAZINE undertook this major project, there was no single, independent source for this essential data.

We're proud that the billings for this issue are 65% above those of the August, 1954, Market Book. To us, this means growing recognition of TELEVISION MAGAZINE as the basic reference source for the industry.

Fred Regal

A black and white photograph showing a group of men in suits gathered around a framed picture. The picture depicts a woman in a swimsuit, possibly a model or a performer. The men are looking at the picture with varying degrees of interest and focus. The lighting is dramatic, with strong highlights and deep shadows.

**MEN WHO MEET THE CHALLENGE
OF SEASONAL MARKETS ARE**

SO

Roger Bumstead — *Media Director, David J. Mahoney*

Bob Howard — *Radio Salesman, NBC Spot*

Martin Killeen — *Vice President in Charge of Sales, White Rock*

Alfred Y. Morgan — *President, White Rock*

David J. Mahoney — *President, David J. Mahoney*

Cal J. McCarthy, Jr. — *Vice President & Account Executive, David J. Mahoney*

Sal Sottile — *Sales Promotion Manager, White Rock*

ON

SPOT

**WHITE ROCK AND ITS AGENCY,
DAVID J. MAHONEY, INC., ARE SOLD ON SPOT
AS A BASIC ADVERTISING MEDIUM**

To win an increased share of the peak warm weather beverage market, White Rock puts more than 50% of its advertising budget into Spot Radio.

On stations represented by NBC Spot Sales, additional sales impact is gained through all-out merchandising support . . . including powerful "Chain Lightning" displays in over 1,200 New York super markets.

Complete flexibility, your sales messages delivered where and when you require, is one reason Spot can sell for you on the stations represented by NBC Spot Sales . . . in eleven major markets accounting for 45% of the nation's retail sales.

More advertisers are Sold on Spot because more customers are Sold on Spot . . . and some spots are better than others!



SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

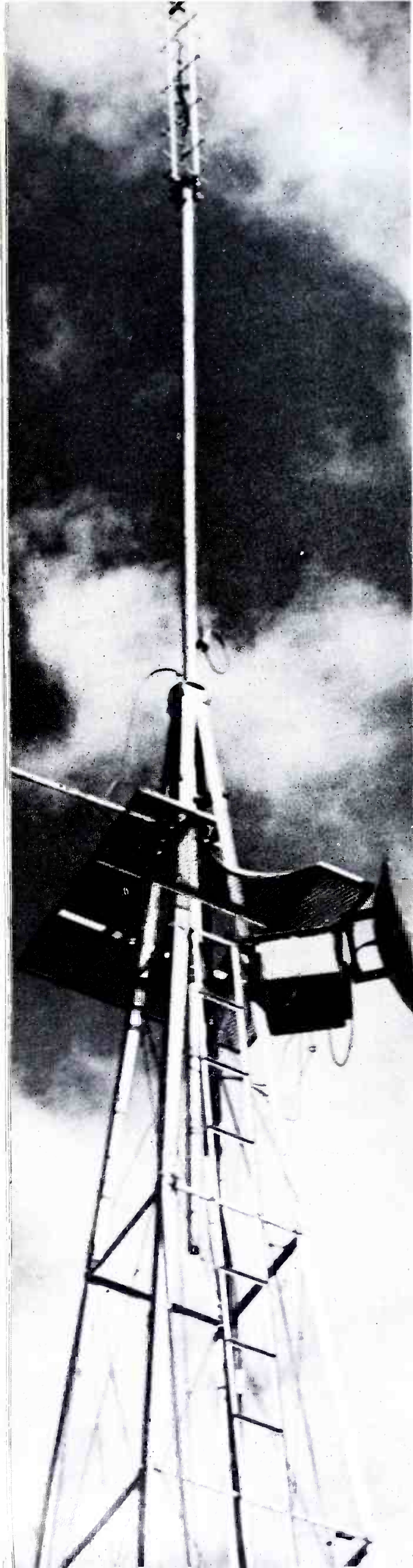
Chicago Detroit Cleveland Washington San Francisco

Los Angeles Charlotte* Atlanta* Dallas*

**Bomar Lowrance Associates*

Representing RADIO STATIONS WMAQ Chicago KNBC San Francisco KSD St. Louis
WRC Washington, D. C. WTAM Cleveland WAVE Louisville KGU Honolulu WRCA New York
and the NBC Western Radio Network

Representing TELEVISION STATIONS KSD-TV St. Louis WRC-TV Washington, D. C.
WNBK Cleveland KPTV Portland, Ore. WAVE-TV Louisville WRGB Schenectady — Albany — Troy
KONA-TV Honolulu WRCA-TV New York WNBQ Chicago KRCA Los Angeles



DEFINITION

The coverage of a television station is determined by TELEVISION MAGAZINE's research department's careful study of both engineering and viewing factors.

Engineering specifications are essential as the first step in estimating probable coverage. Antenna height, power, terrain determine the physical contour of a station's picture and the probable quality of reception.

Other factors, though, may well rule out any incidence of viewing despite quality of signal. Network affiliations, programming, number of stations in the service area must all be considered in defining station coverage.

A case in point is Boston and Providence. If signal strength alone were the measurement, these cities would be included in each other's television coverage. However, further study shows that there is not sufficient evidence of cross-viewing to justify an advertiser's buying Providence to cover Boston or vice versa. Despite the duplication of coverage in a number of counties neither city alone could adequately reach the full TV coverage of these two rich markets.

Basically, this is the principle that TELEVISION MAGAZINE uses in defining television markets. It points up why market definition must continually be reviewed in the light of changes in station service.

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

Antenna height and power boosts

Coverage can be extended by increasing either power or antenna height. Unless an increase in power is consid-

erable, it can mean very little in terms of increased coverage—for example the charts in this article show that a tenfold increase in power will roughly double a station's coverage area. (However, the quality of the picture in fringe areas would be improved.)

Increased antenna height more directly increases coverage. For example a low VHF channel with an effective radiated power of 100 kilowatts can extend its Grade B contour from 50 to 70 miles by increasing antenna height from 300 to 1,000 feet.

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

Effective Radiated Power (ERP)

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

Grade A and B service

These are estimates of signal coverage required by the FCC from television station applicants. *All measurements of signal strength are considered in terms of the strength of the signal at the location of a receiver.* The on-air signal, however, that must be achieved by the station is, according to the FCC "a specified minimum signal over the entire principal community to be served."

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

It can be seen that the lower the channel, the lower the signal strength requirements are. Conversely, the higher the frequency or channel, the

OF COVERAGE

greater the effective radiated power needed to provide equivalent service. Grade B service is exactly what it sounds like. Required strength for Channels 2-6 is .22 mv/m; for Channels 7-13, .63 mv/m; and for Channels 14-83, 1.6 mv/m. It should be noted that while Grade A service is generally required in urban areas to provide a clear and reliable picture in spite of electronic interfer-

ence, Grade B service is generally satisfactory in rural localities.

TELEVISION MAGAZINE uses an extended Grade B contour in defining the television markets. There are sound reasons for going beyond the Grade B contour in a number of markets.

Millivolts per meter (mv/m)

A millivolt per meter is 1/1,000th of a volt per meter. This is a basic meas-

urement of the field strength of a signal. .22 mv/m, one of the measurements required by the FCC, means .00022 volts per meter.

"Dbu"

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

ENGINEERING PROJECTION OF COVERAGE PREPARED BY CBS-TV ENGINEERING

GRADE A COVERAGE

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

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

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

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

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

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

GRADE B COVERAGE

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

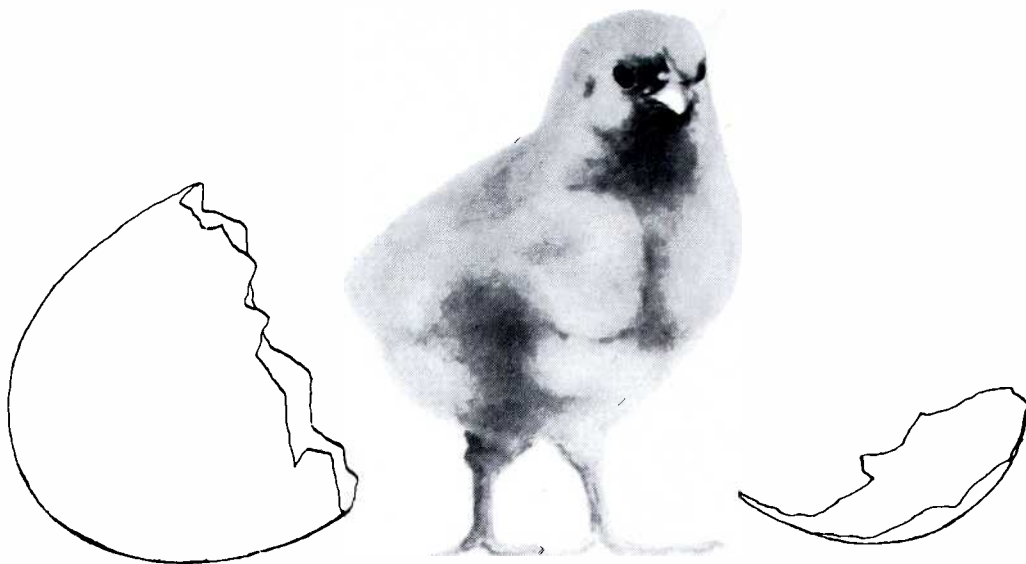
Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	22	35	46	50
500 FT.	28	43	52	57
700 FT.	33	47	58	63
1000 FT.	39	54	65	70
2000 FT.	52	69	81	86
5000 FT.	79	100	113	118

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

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

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

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



WHICH CAME FIRST . . . the Advertiser or the Audience?

Frankly, we're not sure.

But we do know that WOAI-TV has "most of both" in San Antonio.

Local and national advertisers buy 33 half-hour or longer non-network weekly programs in the San Antonio market; of these 33, WOAI-TV leads 23 to 10 . . . nearly 3 out of 4!

Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 52 in San Antonio, and place 31 of the 52 on WOAI-TV. *Any way you look at it—this is advertiser preference.*

South Texans prefer WOAI-TV for consistent top programming. They prefer the clearer, sharper picture WOAI-TV consistently transmits. Of the highest rated 20 programs (June ARB), 13 are on WOAI-TV. *Any way you look at it, this is audience preference.*

Advertisers prefer the big audiences—and the big audiences prefer WOAI-TV. We're not sure which came first, but we do know, that for the most effective TV advertising in San Antonio, be sure your campaign is on the station with "most of both" . . . WOAI-TV.



Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit

Source: Published program schedules, July, 1955.

U.S. TV-SET OWNERSHIP BY COUNTIES

An alphabetical directory of the 3,070 counties,

with August 1st estimates of family totals and set ownership

August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes				
ALABAMA														
Autaugo	4,200	1,050	Marion	6,700	3,570	Bradley	4,000	1,630	Phillips	13,000	6,780			
Baldwin	11,800	6,660	Marshall	11,800	6,030	Calhoun	1,500	590	Pike	2,600	780			
Barbour	6,600	1,390	Mobile	76,000	53,200	Carrall	4,000	1,010	Painsett	9,000	6,120			
Bibb	3,900	3,500	Monroe	5,500	1,510	Chicot	5,700	2,420	Polk	3,900	840			
Blount	7,300	4,410	Montgomery	43,100	31,170	Clark	5,800	2,580	Pope	5,900	1,610			
Bullock	3,700	1,690	Morgan	14,700	10,270	Clay	6,900	3,380	Prairie	3,400	1,930			
Butler	6,600	3,380	Perry	4,200	1,160	Cleburne	2,700	830	Pulaski	66,100	37,520			
Calhoun	22,800	16,100	Pickens	5,200	1,610	Cleveland	2,200	550	Randolph	3,800	2,600			
Chambers	9,700	4,930	Pike	7,400	2,140	Columbia	7,500	3,200	St. Francis	9,100	5,170			
Cherokee	3,800	2,470	Randolph	5,100	2,870	Conway	4,200	2,390	Saline	6,600	3,430			
Chilton	6,600	4,120	Russell	10,600	7,420	Craighead	13,500	11,770	Scott	2,400	360			
Choctaw	4,300	1,860	Saint Clair	6,500	3,470	Crawford	6,200	2,020	Searcy	2,700	550			
Clarke	6,500	2,740	Shelby	7,600	6,260	Crittenden	13,100	9,320	Sebastian	20,900	18,370			
Clay	3,000	1,460	Sumter	5,300	2,220	Cross	6,000	4,170	Sevier	3,100	1,120			
Cleburne	2,800	1,380	Talladega	16,600	14,180	Dallas	3,000	1,490	Sharp	2,200	*			
Coffee	7,300	3,260	Tallapoosa	8,600	4,070	Desha	6,100	2,260	Stone	1,800	180			
Colbert	10,900	3,580	Tuscaloosa	24,400	11,660	Drew	4,600	1,160	Union	14,500	6,690			
Conecuh	4,600	2,190	Walker	15,600	11,300	Faulkner	6,300	3,270	Van Buren	2,500	1,280			
Coosa	2,600	1,290	Washington	3,500	660	Franklin	2,900	820	Washington	15,700	5,940			
Covington	10,200	3,650	Wilcox	4,800	440	Fulton	2,500	*	White	10,500	4,230			
Crenshaw	4,600	2,640	Winston	4,400	2,840	Garland	15,200	8,750	Woodruff	4,200	1,380			
Cullman	11,900	8,060		823,200	499,160	Grant	2,300	1,430	Yell	3,400	1,130			
Dale	4,900	1,930	ARIZONA											
Dallas	14,400	7,090	Apache	6,100	*	Greene	7,500	2,990		525,100	266,220			
De Kalb	11,400	5,410	Cochise	10,700	980	Hempstead	6,200	2,010	CALIFORNIA					
Elmore	7,300	4,560	Coconino	8,000	*	Hot Spring	6,900	3,120	Alameda	293,900	246,880			
Escambia	7,600	4,180	Gila	7,800	2,750	Howard	3,100	2,070	Alpine	200	80			
Etowah	28,500	20,740	Graham	3,700	*	Independence	6,100	3,520	Amador	2,900	1,650			
Fayette	4,500	1,340	Greenlee	4,300	*	Izard	2,500	*	Butte	24,700	13,630			
Franklin	6,200	2,690	Maricopa	143,100	123,070	Jackson	7,100	3,680	Calaveras	3,600	2,040			
Geneva	6,100	1,620	Mohave	2,500	*	Jefferson	22,700	11,330	Colusa	4,000	2,430			
Greene	3,500	1,050	Navajo	7,800	*	Johnson	4,200	*	Contra Costa	110,300	77,870			
Hale	4,600	1,360	Pima	66,200	35,830	Lafayette	3,300	1,350	Del Norte	5,800	1,330			
Henry	3,800	1,610	Pinal	15,200	10,460	Lawrence	5,400	3,100	Eldorado	6,800	3,130			
Houston	12,200	6,090	Santa Cruz	2,700	670	Lee	5,900	3,720	Fresno	95,000	72,640			
Jackson	8,900	3,280	Yavapai	7,600	1,170	Lincoln	3,800	950	Glenn	5,400	2,870			
Jefferson	173,800	139,020	Yuma	11,700	7,200	Little River	2,800	1,920	Humboldt	30,800	23,410			
Lamar	3,600	1,760		297,400	182,130	Logan	4,600	1,020	Imperial	18,800	10,170			
Lauderdale	15,200	4,320	ARKANSAS											
Lawrence	6,400	3,020	Arkansas	6,900	4,340	Lonoke	6,800	4,300	Inyo	4,600	*			
Lee	11,600	8,120	Ashley	6,400	3,480	Madison	2,600	*	Kern	76,400	57,380			
Limestone	8,600	5,270	Baxter	3,200	*	Marion	2,100	200	Kings	15,100	13,300			
Lowndes	3,600	1,410	Benton	11,600	3,870	Miller	10,300	9,500	Lake	4,900	1,810			
Macon	6,800	2,460	Boone	4,700	1,750	Mississippi	21,500	17,940	Lassen	7,700	430			
Madison	19,500	9,300				Monroe	4,900	1,840	Los Angeles	1,813,500	1,688,740			
Marengo	6,900	1,670				Montgomery	1,600	150	Madera	11,700	9,910			
						Nevada	3,500	1,380	Marin	34,400	27,710			
						Newton	1,900	*	Mariposa	1,700	650			
						Ouachita	10,200	3,260						
						Perry	1,300	380						



Balet

sweet and low!

Television's juicy rewards, unlike the grapes in the fable, are within easy reach of even low-budget advertisers — when you use spot television on the 12 stations we represent. The rewards are sweet... and the cost is low. Here's just one example...

Last Fall, Minute Maid set out to capture a bigger share of total frozen orange juice sales in the Washington (D.C.) market. A low-cost schedule of station breaks, minute announcements and Mark Evans participations on WTOP-TV played an important part in Minute Maid's sales strategy. The picture changed fast!

In the words of the district sales manager, here's what happened: "When we started on WTOP-TV, Minute Maid was far from being the top-selling brand that it is in many other markets. By December, in just three months, our sales had climbed fantastically! By March, sales had more than tripled and Minute Maid became one of the top selling brands. Despite previous spotty distribution, Minute Maid is now in all the major grocery chains—including one hold-out which called and asked for our product as a direct result of our WTOP-TV advertising. You've certainly helped to put across Minute Maid in this area!"

Basic success stories like this provide eloquent reason why more than 300 national spot advertisers currently use schedules on one or more of the 12 stations (and the regional network) we represent.

MORAL: *it's a good spot to be in!*

CBS TELEVISION SPOT SALES Representing:

WCBS-TV New York
WCAU-TV Philadelphia
WTOP-TV Washington
WHTV Charlotte
WBTW Florence
WMBR-TV Jacksonville
WXIX Milwaukee
WBBM-TV Chicago
KSL-TV Salt Lake City
KGUL-TV Galveston-Houston
KOIN-TV Portland
KNXT Los Angeles
CBS TELEVISION
PACIFIC NETWORK

	August '55 Families	August '55 TV Homes
Charlton	1,100	750
Chatham	47,800	33,060
Chattahoochee	1,600	1,140
Chattooga	5,700	3,950
Cherokee	5,400	3,230
Clarke	10,800	5,810
Clay	1,400	570
Clayton	7,600	6,210
Clinch	1,500	720
Cobb	22,400	17,300
Coffee	5,700	1,700
Colquitt	9,100	2,470
Columbia	2,300	1,290
Cook	3,100	570
Coweta	7,500	6,700
Crawford	1,200	570
Crisp	4,800	2,840
Dade	1,700	1,620
Dawson	700	300
Decatur	6,400	1,120
De Kalb	49,100	39,020
Dodge	4,000	2,910
Dooly	3,300	1,800
Dougherty	15,000	6,700
Douglas	3,100	2,360
Early	4,200	450
Echols	500	310
Effingham	2,300	520
Elbert	4,600	3,240
Emanuel	4,500	1,570
Evans	1,500	1,000
Fannin	3,700	2,230
Fayette	1,900	1,550
Floyd	17,900	12,500
Forsyth	2,800	1,880
Franklin	3,400	2,440
Fulton	152,100	133,850
Gilmer	2,500	1,290
Glascok	700	150
Glynn	9,500	6,180
Gordon	4,900	4,460
Grady	4,800	570
Greene	3,000	1,570
Gwinnett	8,800	4,910
Habersham	4,300	2,150
Hall	11,200	9,590
Hancock	2,300	1,020
Haralson	3,800	3,280
Harris	2,700	1,550
Hart	3,400	2,080
Heard	1,500	840
Henry	3,800	3,260
Houston	7,000	4,570
Irwin	2,500	710
Jackson	4,600	2,660
Jasper	1,700	840
Jeff Davis	2,400	860
Jefferson	4,400	2,870
Jenkins	2,400	1,340
Johnson	2,500	780
Jones	1,700	580
Lamar	2,500	2,140
Lanier	1,300	420
Laurens	7,600	5,230
Lee	1,400	1,060
Liberty	2,200	1,040
Lincoln	1,300	1,070
Long	900	430
Lowndes	11,800	4,270
Lumpkin	1,500	690
McDuffie	3,000	2,850
McIntosh	1,600	490
Macon	3,300	1,580
Madison	2,800	1,330
Marion	1,400	480
Meriwether	5,300	4,700
Miller	2,200	490
Mitchell	5,400	1,270
Monroe	2,500	2,200
Montgomery	1,700	90
Morgan	2,700	1,400
Murray	2,500	2,380
Muscogee	35,500	30,240



	August '55 Families	August '55 TV Homes
Newton	5,200	4,410
Oconee	1,600	770
Oglethorpe	2,300	1,140
Paulding	2,800	2,210
Peach	3,000	1,590
Pickens	2,300	1,720
Pierce	2,500	570
Pike	1,900	1,380
Polk	8,100	7,200
Pulaski	2,200	1,280
Putnam	1,700	590
Quitman	800	210
Rabun	1,700	1,010
Randolph	3,000	1,370
Richmond	45,900	26,220
Rockdale	2,200	1,990
Schley	800	210
Screven	4,300	1,310
Seminole	1,900	650
Spaulding	8,800	7,480
Stephens	4,800	2,940
Stewart	2,200	680
Sumter	6,300	3,680
Talbot	1,800	900
Taliaferro	900	490
Tattnall	3,600	1,020
Taylor	2,300	1,230
Telfair	2,800	910
Terrell	3,200	2,230
Thomas	9,200	1,670
Tift	6,400	2,710
Toombs	4,300	1,440
Towns	1,000	560
Treutlen	1,400	*
Troup	14,100	10,990
Turner	2,500	870
Twiggs	1,800	280
Union	1,700	870
Upson	6,700	4,200
Walker	11,400	9,530
Walton	5,100	4,400
Ware	8,100	5,430
Warren	2,100	840
Washington	4,800	2,020
Wayne	3,500	1,180
Webster	800	230
Wheeler	1,400	410
White	1,400	640
Whitfield	10,000	9,190
Wilcox	2,400	1,770
Wilkes	2,900	2,060
Wilkinson	2,300	760
Worth	4,400	1,370
	971,100	637,880

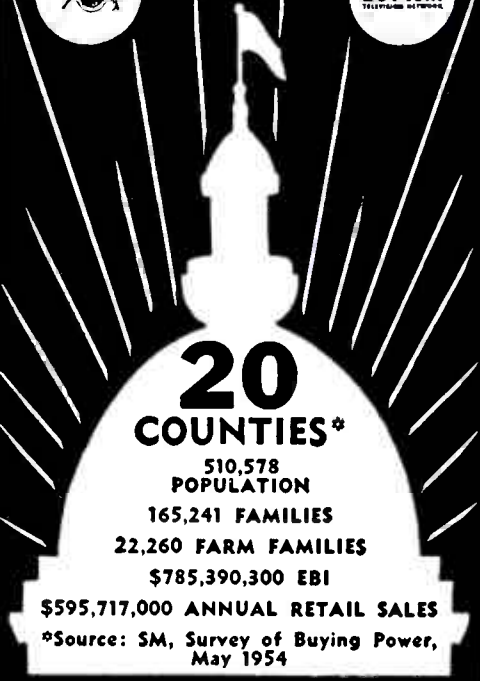
IDAHO		
Ada	25,100	21,300
Adams	900	320
Bannock	12,700	8,360
Bear Lake	1,900	1,240
Benewah	1,600	770
Bingham	6,900	4,670
Blaine	1,400	*
Boise	600	540
Bonner	4,600	4,010
Bonneville	9,900	9,170
Boundary	1,600	1,190
Butte	800	350
Camas	300	70
Canyon	17,100	7,970
Caribou	2,100	1,000
Cassia	4,100	1,920
Clark	200	150
Clearwater	2,300	1,090
Custer	1,000	*
Elmore	2,500	1,640
Franklin	2,600	790
Fremont	2,500	2,340
Gem	2,400	1,320
Gooding	3,300	690
Idaho	3,300	*
Jefferson	2,800	1,200
Jerome	3,500	*
Kootenai	7,900	5,840

Don't Overlook ILLINOIS' STATE CAPITAL MARKET

**WICS CHANNEL 20
SPRINGFIELD, ILL.**

**ONE OF THE BEST UHF
MARKETS IN THE U. S.
98% CONVERTED—ARB MARCH 1955**



20
COUNTIES*

510,578
POPULATION

165,241 FAMILIES

22,260 FARM FAMILIES

\$785,390,300 EBI

\$595,717,000 ANNUAL RETAIL SALES

*Source: SM, Survey of Buying Power,
May 1954

IT'S A FACT:

Sangamon County (WICS Channel 20 home county) ranks **58** in the nation in **GROSS CASH FARM INCOME**.* (SM, Survey of Buying Power, May 1955) with 7 other counties of the WICS coverage area ranking in first 171 counties, **AND IT'S ALSO A FACT THAT . . .** Al Pigg, WICS Farm Director, ranks top man with the farm families of Channel 20's coverage area. Al **knows** farm work and the farmers' problems. He attends their meetings, visits their farms — he's one of them and they know it when Al conducts his daily "HIGH NOON" (12 noon to 12:30) and "DOWN ON THE FARM" (5:45 P.M. to 5:55 P.M.) shows on Channel 20. Why not have Al sell **YOUR** product?

**ANOTHER BIG REASON WHY
WICS IS YOUR BEST BUY**

WICS

SERVING
ILLINOIS'
STATE
CAPITAL
MARKET

Channel 20

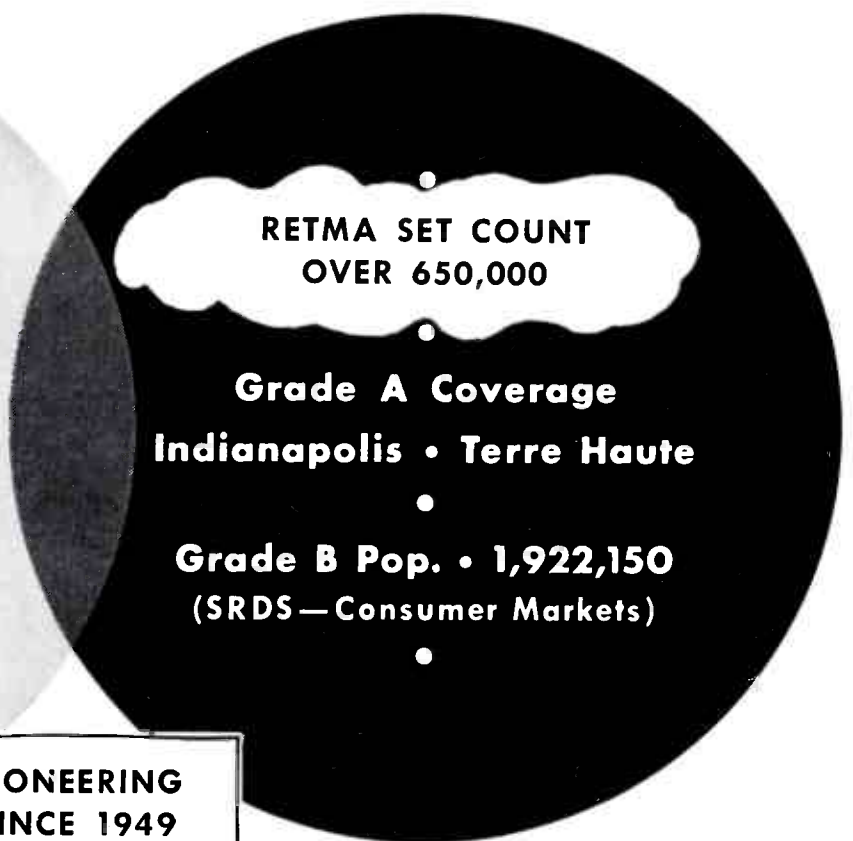
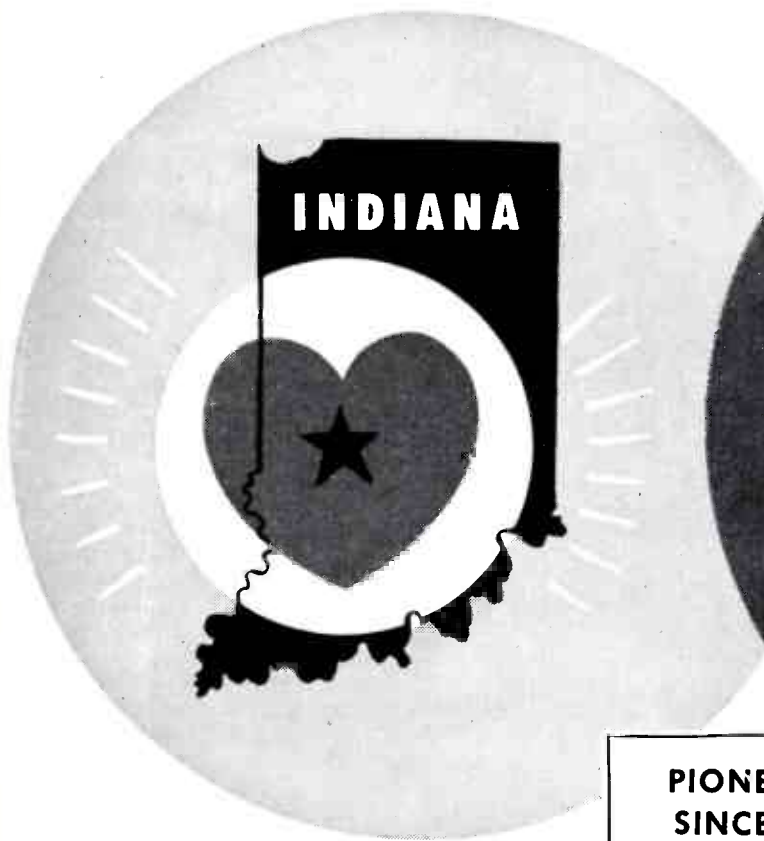
SPRINGFIELD, ILLINOIS
ADAM YOUNG TV CORPORATION

Ask your Adam Young rep. for complete details and new market brochure on this outstanding State Capital Market.

WTTV

Reaching and Serving

The **GREAT HOOSIER HEARTLAND**



PIONEERING
SINCE 1949

In **INDIANAPOLIS • TERRE HAUTE • BLOOMINGTON**

Low Channel 4 — 1000 Ft. Tower — Maximum 100,000 Watts
Offering Most Complete Merchandising Service in Indiana

WTTV Channel **4** Owned and Operated by Sarkes Tarzian

Represented Nationally by MEEKER TV, Inc.
New York • Chicago • Los Angeles • San Francisco

Dominated by ONE Television Station!

**AMERICA'S 5th
RICHEST MARKET**

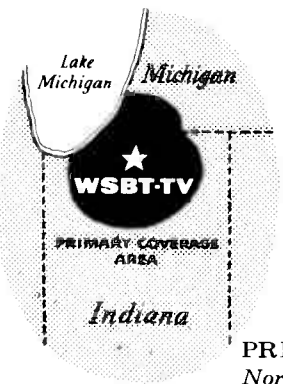
**INDIANA'S 2nd
CITY CORPORATE
AREA**



Let's take a close look at the South Bend market. The Metropolitan Area of South Bend (population 232,000) is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales. The 9-county primary coverage area of South Bend's television station WSBT-TV has an Effective Buying Income of \$1,165,630,000.00.

**WSBT-TV DOMINATES
THIS GREAT MARKET!**

Hooper and Pulse show that no other station even comes close to WSBT-TV in share-of-audience. Therefore, there's only one effective way to reach the television audience of the great South Bend market—that's with WSBT-TV!



PRIMARY COVERAGE AREA: 9 Rich Counties in Northern Indiana and Southern Michigan.

WSBT-TV

**SOUTH
BEND,
IND.**

CBS
DuMont

CHANNEL 34

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

	August '55 Families	August '55 TV Homes
INDIANA Continued		
Johnson	9,000	8,280
Knox	13,900	12,270
Kosciusko	11,100	9,160
LaGrange	4,400	3,320
Lake	122,000	118,340
LaPorte	26,000	23,050
Lawrence	10,700	8,290
Madison	36,100	34,300
Marion	197,500	187,630
Marshall	9,900	7,660
Martin	3,300	2,130
Miami	9,300	5,140
Monroe	14,400	11,100
Montgomery	9,700	9,210
Morgan	8,200	7,540
Newton	3,500	3,330
Noble	8,200	6,440
Ohio	1,300	900
Orange	5,100	3,110
Owen	3,700	2,400
Parke	4,800	3,370
Perry	5,100	3,310
Pike	4,500	3,320
Porter	13,400	12,050
Posey	6,100	5,440
Pulaski	4,000	2,950
Putnam	7,000	3,260
Randolph	9,100	7,900
Ripley	6,000	4,630
Rush	6,200	5,100
St. Joseph	70,500	58,300
Scott	4,300	3,150
Shelby	9,500	7,760
Spencer	4,500	2,540
Starke	5,400	4,620
Stauben	5,800	3,160
Sullivan	7,700	5,800
Switzerland	2,200	1,680
Tippecanoe	24,400	15,620
Tipton	4,800	4,030
Union	1,900	1,210
Vanderburgh	56,700	38,060
Vermillion	7,200	4,300
Vigo	35,900	35,310
Wabash	9,500	5,820
Warren	2,700	2,050
Warrick	7,100	4,950
Washington	5,100	3,470
Wayne	22,900	18,620
Wells	6,600	3,330
White	6,000	5,050
Whitley	6,500	5,050
	1,323,600	1,087,000
IOWA		
Adair	3,800	2,810
Adams	2,600	1,780
Allamakee	4,500	2,360
Appanoose	5,900	3,450
Audubon	3,400	2,840
Benton	7,000	6,460
Black Hawk	33,700	29,750
Boone	8,100	6,310
Bremer	5,600	4,170
Buchanan	5,900	5,610
Buena Vista	7,000	3,720
Butler	5,300	3,370
Calhoun	5,200	2,440
Carroll	6,400	4,800
Cass	6,100	5,160
Cedar	5,400	5,130
Cerro Gordo	14,400	12,060
Cherokee	5,100	3,480
Chickasaw	4,300	2,160
Clarke	3,000	1,230
Clay	6,000	3,520
Clayton	6,400	3,640
Clinton	15,900	14,540
Crawford	5,500	4,490
Dallas	7,600	6,530
Davis	2,900	*
Decatur	3,600	1,960

	August '55 Families	August '55 TV Homes
Delaware	5,000	4,750
Des Moines	14,200	13,010
Dickinson	3,900	1,880
Dubuque	20,200	16,290
Emmet	4,200	*
Fayette	8,000	4,480
Floyd	6,800	2,720
Franklin	5,000	4,320
Fremont	3,400	3,120
Greene	4,700	3,830
Grundy	4,200	3,120
Guthrie	4,300	4,090
Hamilton	6,200	5,620
Hancock	4,300	2,990
Hardin	7,300	6,830
Harrison	5,500	4,530
Henry	5,500	2,900
Howard	3,800	1,490
Humboldt	3,900	1,640
Ida	3,200	2,450
Iowa	4,700	3,800
Jackson	5,500	5,230
Jasper	9,900	7,800
Jefferson	4,900	3,520
Johnson	12,900	8,490
Jones	5,600	4,750
Keokuk	5,400	3,920
Kossuth	7,300	3,540
Lee	13,200	7,340
Linn	35,600	33,820
Louisa	3,200	3,040
Lucas	3,700	1,490
Lyon	4,100	3,110
Madison	4,100	3,140
Mahaska	7,700	4,690
Marion	7,400	6,850
Marshall	10,900	8,120
Mills	3,500	3,290
Mitchell	4,000	2,090
Monona	4,800	4,560
Monroe	3,100	1,920
Montgomery	5,100	4,760
Muscatine	10,500	9,980
O'Brien	5,900	4,310
Osceola	2,900	1,520
Page	7,100	6,600
Palo Alto	4,200	2,420
Plymouth	6,600	5,480
Pocahontas	4,400	2,380
Polk	77,100	69,390
Pottawattamie	21,400	17,850
Poweshiek	5,600	3,310
Ringgold	3,000	*
Sac	5,300	3,410
Scott	33,000	29,700
Shelby	4,400	3,830
Sioux	7,200	5,400
Story	13,100	12,050
Tama	6,800	6,000
Taylor	3,800	3,190
Union	5,200	3,770
Van Buren	3,500	2,490
Wapello	14,900	7,360
Warren	5,300	4,230
Washington	6,200	3,470
Wayne	3,700	1,840
Webster	13,600	12,270
Winneshiek	3,800	3,030
Winneshiek	6,100	2,340
Woodbury	36,100	34,020
Worth	3,200	2,600
Wright	6,200	4,970
	810,900	632,310
KANSAS		
Allen	6,100	2,980
Anderson	3,300	1,150
Atchison	6,600	4,840
Barber	2,800	1,780
Barton	10,700	8,820
Bourbon	6,600	3,080
Brown	5,200	3,780
Butler	11,700	9,150
Chase	1,600	960
Chautauqua	2,300	760



have you met
the real
Sioux City Sue

Yes, despite the homespun lyrics of the popular song, this fashionable chick is none other than Sioux City Sue. She and her family live in or around a progressive midwestern city along with 164,200 other families. She shops in modern stores—insists on the latest fashions—has a nice home and just won't do with behind-the-times appliances.

Sue spends her husband's above average income tastefully, to the tune of \$608 million a year in retail stores. As a matter of fact she helps rank her trading area 38th in sales per capita for the nation.

She owns a television set, and is very loyal to one station. Witness—a recent Telepulse which gave KVTV a 77% share of audience, 6 p.m. to midnight, plus the top 23 shows. It's a station that has a lot to do with Sue's preferences in products.

An increasing number of national advertisers are asking her phone number. And a Katz man has it.

CBS, ABC, DuMont

KVTV
Channel 9

Sioux City, Iowa • Serving Iowa's 2nd largest market

A Cowles Station. Under same management as WNAX-570, Yankton, South Dakota — in the land where radio reigns.
Don D. Sullivan, Advertising Director.

KTVH BLUE RIBBON LIST OF SPOT SHOWS IS IMPRESSIVE!



Wichita Windy Says:

"Yes, smart time buyers know that their advertising dollar goes further on Channel 12, KTVH. That's why KTVH's Blue Ribbon list of spot shows is truly impressive! Since its inception as the first VHF station in Kansas, KTVH has dominated the rich mid-Kansas area. And repeated ratings continue to show KTVH well ahead of its two competitors in view preference. To make your advertising dollar do more in Central Kansas, join the Blue Ribbon list of spot shows on KTVH."

KTVH
HUTCHINSON

VHF
240,000
WATTS

CHANNEL
12

CBS BASIC - DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

	August '55 Families	August '55 TV Homes
KANSAS Continued		
Cherokee	8,300	3,890
Cheyenne	1,700	*
Clark	1,200	340
Clay	3,800	1,440
Cloud	5,100	1,620
Coffey	3,000	1,160
Comanche	1,300	920
Cowley	12,300	6,900
Crawford	14,900	8,340
Decatur	2,200	550
Dickinson	6,900	2,390
Doniphan	3,300	2,190
Douglas	11,800	7,040
Edwards	2,100	1,270
Elk	2,000	930
Ellis	5,400	2,270
Ellsworth	3,000	1,600
Finney	4,500	*
Ford	6,400	1,960
Franklin	6,500	4,040
Gearv	7,000	2,210
Gove	1,000	*
Graham	1,500	340
Grant	1,600	*
Gray	1,400	*
Greeley	600	*
Greenwood	4,200	2,030
Hamilton	1,000	*
Harper	3,400	1,860
Harvey	7,200	4,880
Haskell	700	*
Hodgeman	900	70
Jackson	3,500	2,660
Jefferson	3,600	2,190
Jewell	2,900	530
Johnson	34,700	28,270
Kearny	1,000	*
Kingman	3,200	1,700
Kiowa	1,500	960
Labette	10,500	3,670
Lane	1,000	*
Leavenworth	10,700	9,530
Lincoln	1,900	810
Linn	3,300	2,430
Logan	1,200	*
Lyon	7,800	3,850
McPherson	8,000	4,250
Marion	5,100	2,310
Marshall	5,900	2,080
Meade	1,600	*
Miami	6,100	4,430
Mitchell	3,100	1,350
Montgomery	16,600	7,860
Morris	2,500	920
Morton	900	*
Nemaha	4,200	1,500
Neosho	6,600	3,980
Ness	2,100	1,010
Norton	2,800	1,290
Osage	4,300	2,800
Osborne	2,600	1,060
Ottawa	2,500	890
Pawnee	2,900	2,130
Phillips	3,500	3,500
Pottawatomie	3,600	1,230
Pratt	3,900	2,460
Rawlins	1,600	*
Reno	18,600	16,220
Republic	3,700	1,240
Rice	5,000	3,600
Riley	9,200	2,930
Rooks	3,000	1,160
Rush	2,200	920
Russell	4,200	1,890
Saline	13,100	6,140
Scott	1,400	*
Sedgwick	101,700	86,040
Seward	3,500	*
Shawnee	40,800	31,600
Sheridan	1,100	*
Sherman	2,200	*
Smith	2,900	1,080
Stafford	2,800	1,490

	August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes
Stanton	500	*	Fleming	3,100	1,320	Montgomery	3,700	*	Claiborne	6,400	2,460
Stevens	1,200	*	Floyd	10,400	8,030	Morgan	3,300	1,200	Concordia	3,900	2,020
Sumner	8,900	4,090	Franklin	7,800	5,060	Muhlenberg	8,000	3,940	De Soto	5,900	2,580
Thomas	2,300	*	Fulton	3,800	1,710	Nelson	4,900	4,550	East Baton Rouge	62,200	39,330
Trego	1,700	290	Gallatin	1,200	1,060	Nicholas	2,100	1,440	East Carroll	4,100	2,690
Wabunsee	2,300	890	Garrard	2,900	1,830	Ohio	5,200	2,670	East Feliciana	3,400	1,000
Wallace	700	*	Grant	2,800	2,490	Oldham	2,700	1,700	Evangeline	9,000	3,190
Washington	4,100	1,620	Graves	11,600	3,880	Owen	2,800	2,290	Franklin	7,300	3,910
Wichita	700	*	Grayson	4,600	2,030	Owsley	1,500	*	Grant	3,600	1,700
Wilson	4,900	2,260	Green	3,300	1,930	Pendleton	2,800	1,750	Iberia	11,300	5,120
Woodson	2,200	790	Greenup	6,100	4,110	Perry	9,000	2,310	Iberville	7,300	2,150
Wyandotte	57,200	54,200	Hancock	1,600	820	Pike	17,600	11,430	Jackson	3,800	3,200
	672,400	417,640	Hardin	11,900	7,460	Powell	1,600	*	Jefferson	45,200	35,560
			Harlan	15,600	8,130	Pulaski	9,600	1,920	Jeff Davis	7,500	2,880
			Harrison	4,100	2,700	Robertson	800	520	Lafayette	17,800	9,790
			Hart	4,000	2,750	Rockcastle	3,300	450	Lafourche	11,300	7,770
			Henderson	10,100	5,270	Rowan	3,100	1,580	La Salle	3,900	2,120
			Henry	3,400	1,630	Russell	3,300	1,180	Lincoln	6,900	3,200
			Hickman	2,200	660	Scott	4,500	2,840	Livingston	5,700	2,420
			Hopkins	11,300	3,930	Shelby	5,100	3,130	Madison	4,600	3,060
			Jackson	2,900	*	Simpson	3,400	2,040	Morehouse	9,100	4,170
			Jefferson	162,000	145,800	Spencer	1,500	1,400	Natchitoches	9,500	3,710
			Jassamine	3,600	1,890	Taylor	4,100	2,620	Orleans	186,000	158,290
			Johnson	5,600	3,450	Todd	3,500	2,060	Ouachita	25,100	18,940
			Kenton	35,800	32,200	Trigg	2,200	860	Plaquemines	3,700	2,710
			Knott	3,600	750	Trimble	1,500	770	Pointe Coupee	5,400	1,920
			Knox	6,700	1,020	Union	4,200	2,170	Rapides	28,700	20,820
			Larue	2,700	2,040	Warren	12,300	6,950	Red River	2,800	1,190
			Laurel	6,100	1,360	Washington	3,200	2,150	Richland	6,600	6,250
			Lawrence	3,200	2,200	Wayne	3,900	900	Sabine	5,300	*
			Lee	1,800	*	Webster	4,600	1,830	St. Bernard	3,700	2,630
			Leslie	3,100	580	Whitley	7,300	2,870	St. Charles	3,600	2,630
			Letcher	8,100	1,750	Wolfe	1,500	*	St. Helena	2,400	540
			Lewis	3,000	1,410	Woodford	3,300	2,170	St. James	3,600	2,660
			Lincoln	4,500	3,780		829,200	502,080	St. John	3,500	2,110
			Livingston	2,300	600				St. Landry	20,400	7,370
			Logan	6,400	3,480				St. Martin	6,200	1,270
			Lyon	1,500	*				St. Mary	10,300	5,470
			McCracken	30,500	10,290				St. Tammany	8,200	6,590
			McCreary	3,600	590				Tangipahoa	16,000	13,460
			McLean	2,800	1,660				Tensas	3,400	1,510
			Madison	9,100	2,360				Terrebonne	11,900	9,900
			Magoffin	2,400	1,730				Union	4,900	2,650
			Marion	4,100	2,870				Vermilion	10,200	3,020
			Marshall	4,700	2,500				Vernon	6,100	1,760
			Martin	2,300	1,350				Washington	11,000	10,450
			Mason	5,200	3,400				Webster	10,200	6,610
			Meade	2,700	2,010				West Baton Rouge	3,300	880
			Menifee	1,100	*				West Carroll	3,900	3,490
			Mercer	4,300	2,750				West Feliciana	1,600	410
			Metcalfe	2,500	1,350				Winn	4,500	2,360
			Monroe	3,400	1,930					807,300	540,580

KENTUCKY

Adair	4,100	2,470
Allen	4,000	2,300
Anderson	2,500	1,890
Ballard	4,700	1,300
Barren	8,700	4,290
Bath	2,600	560
Bell	10,200	4,710
Boone	4,300	3,420
Bourbon	5,100	3,000
Boyd	14,300	12,530
Boyle	5,500	3,470
Bracken	2,500	1,560
Breathitt	3,900	350
Breckinridge	3,900	3,060
Bullitt	3,300	3,000
Butler	2,400	1,110
Caldwell	4,000	*
Calloway	6,100	3,300
Campbell	25,100	22,590
Carlisle	1,900	1,020
Carroll	2,400	2,280
Carter	5,000	3,620
Casey	3,900	2,200
Christian	11,100	6,490
Clark	5,600	*
Clay	4,200	740
Clinton	2,500	*
Crittenden	3,000	920
Cumberland	2,300	*
Daviess	17,200	15,480
Edmonson	2,200	920
Elliott	1,400	1,410
Estill	3,400	1,080
Fayette	31,100	13,420

LOUISIANA

Acadia	12,900	4,150
Allen	5,500	2,670
Ascension	6,100	3,080
Assumption	4,200	2,050
Avoyelles	10,400	5,460
Beauregard	5,500	2,350
Bienville	4,500	1,710
Bossier	12,700	7,000
Caddo	58,100	48,700
Calcasieu	34,100	18,780
Caldwell	2,700	1,280
Cameron	1,300	390
Catahoula	2,900	1,040

**TV
market
studies
to order**

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

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

	August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes
Becker	6,600	2,080	Yellow Medicine	4,600	770	Winston	5,300	1,660	Perry	4,200	2,020
Beltrami	7,000	790		901,200	629,760	Yalobusha	3,700	940	Pettis	11,700	7,520
Benton	4,000	1,480	MISSISSIPPI			Yazoo	8,800	3,180	Phelps	7,200	3,860
Big Stone	2,500	*	Adams	9,500	3,040		575,500	244,360	Pike	5,900	4,800
Blue Earth	11,300	9,170	Alcorn	7,600	3,210	MISSOURI			Platte	5,200	3,130
Brown	7,500	4,390	Amite	4,300	1,510	Adair	6,700	3,510	Polk	5,200	2,120
Carlton	6,700	3,920	Attala	6,200	2,790	Andrew	4,000	3,340	Pulaski	3,300	2,120
Carver	5,100	3,010	Benton	2,100	810	Atchison	3,400	1,850	Putnam	2,900	*
Cass	5,900	*	Bolivar	16,100	4,450	Audrain	8,400	5,410	Ralls	2,600	1,740
Chippewa	4,800	1,520	Calhoun	4,300	1,090	Barry	6,700	3,120	Randolph	8,100	5,030
Chisago	3,800	3,210	Carroll	3,200	610	Barton	4,300	2,000	Ray	5,500	3,630
Clay	9,500	7,920	Chickasaw	4,500	*	Bates	6,200	4,430	Reynolds	1,600	370
Clearwater	2,600	330	Choctaw	2,600	1,460	Benton	2,600	1,080	Ripley	3,500	*
Cook	900	*	Claiborne	2,800	1,290	Bollinger	3,100	2,630	St. Charles	9,600	8,080
Cottonwood	4,600	2,760	Clarke	4,700	1,670	Boone	14,100	6,870	St. Clair	3,400	1,250
Crow Wing	9,300	2,860	Clay	4,200	*	Buchanan	31,700	27,380	St. Francois	10,600	8,020
Dakota	14,800	12,770	Coahoma	14,700	4,700	Butler	11,800	4,820	St. Louis	426,300	400,720
Dodge	3,500	1,820	Copiah	7,500	3,950	Caldwell	3,500	2,580	Ste. Genevieve	3,100	2,780
Douglas	6,300	1,760	Covington	3,600	2,020	Callaway	6,500	4,620	Saline	8,400	3,280
Faribault	7,000	3,210	DeSoto	5,700	3,640	Camden	2,500	1,130	Schuyler	1,800	570
Fillmore	7,200	4,210	Forrest	14,200	7,180	Cape Girardeau	12,000	6,070	Scotland	2,500	1,810
Freeborn	10,300	7,080	Franklin	2,700	670	Carroll	5,100	3,550	Scott	10,000	4,720
Goodhue	9,500	7,220	George	2,600	1,260	Carter	1,400	*	Shannon	2,200	*
Grant	2,700	710	Greene	1,900	390	Cass	6,600	4,590	Shelby	3,600	3,030
Hennepin	222,800	209,430	Grenada	4,800	1,570	Cedar	3,700	1,350	Stoddard	9,500	5,240
Houston	4,100	2,680	Hancock	3,100	2,700	Chariton	4,800	2,080	Stone	2,800	1,490
Hubbard	3,200	570	Harrison	32,400	22,680	Christian	3,900	1,890	Sullivan	3,500	*
Isanti	3,000	2,800	Hinds	44,700	29,980	Clark	2,900	2,190	Taney	3,000	1,840
Itasca	11,500	3,630	Holmes	7,600	2,670	Clay	19,700	18,720	Texas	5,900	1,140
Jackson	4,600	3,480	Humphreys	5,200	2,540	Clinton	3,900	2,970	Vernon	7,000	2,910
Kanabec	2,700	1,060	Issaquena	1,200	250	Cole	10,000	8,020	Warren	2,500	1,580
Kandiyohi	8,000	5,120	Itawamba	4,200	*	Cooper	5,200	3,510	Washington	4,100	1,790
Kittson	2,500	250	Jackson	11,000	7,420	Crawford	3,500	1,680	Wayne	2,800	470
Koochiching	4,900	*	Jasper	4,300	1,380	Dade	3,000	1,290	Webster	4,600	1,670
Lac Qui Parle	3,800	*	Jefferson	2,600	730	Dallas	3,200	1,420	Worth	1,600	1,090
Loke	3,100	1,600	Jeff Davis	3,700	1,230	Daviess	3,700	2,870		1,313,200	1,001,540
Lake of Woods	1,200	*	Jones	17,000	9,540	DeKalb	2,900	2,000	MONTANA		
Le Sueur	5,700	4,130	Kemper	3,100	590	Dent	3,300	1,680	Beaverhead	2,500	*
Lincoln	2,900	1,320	Lafayette	5,300	1,460	Douglas	3,600	1,560	Big Horn	2,500	320
Lyon	6,500	2,620	Lamar	3,500	1,680	Dunklin	13,000	5,960	Blaine	2,500	*
McLeod	6,700	4,410	Lauderdale	19,400	12,860	Franklin	11,700	6,520	Broadwater	900	70
Mahnomen	1,500	380	Lawrence	2,900	1,080	Gasconade	4,200	2,170	Carbon	3,300	770
Marshall	4,100	790	Leake	5,000	3,120	Gentry	3,400	2,290	Carter	600	*
Martin	7,500	3,690	Lee	10,500	7,010	Greene	37,200	34,680	Cascade	20,100	12,060
Meeker	5,300	2,840	Leflore	13,000	5,260	Grundy	4,500	3,260	Chouteau	2,400	550
Mille Lacs	4,300	2,240	Lincoln	7,500	3,180	Harrison	4,400	2,160	Custer	4,900	*
Morrison	6,600	1,600	Lowndes	10,400	*	Henry	6,800	5,660	Daniels	1,000	*
Mower	12,500	7,970	Madison	7,600	2,550	Hickory	1,800	560	Dawson	3,000	*
Murray	3,900	1,620	Marion	6,200	2,200	Holt	3,100	1,720	Deer Lodge	5,000	1,010
Nicollet	5,400	2,230	Marshall	5,600	3,410	Howard	3,600	1,230	Fallon	1,000	*
Nobles	6,400	5,920	Monroe	9,600	*	Howell	7,300	*	Fergus	5,100	780
Norman	3,400	3,270	Montgomery	3,600	*	Iron	2,500	1,190	Flathead	11,100	4,490
Olmsted	13,800	11,750	Neshoba	6,200	2,570	Jackson	196,300	184,360	Gallatin	7,300	500
Otter Tail	13,500	5,190	Newton	5,600	5,300	Jasper	28,100	19,670	Garfield	700	*
Pennington	3,600	1,350	Noxubee	4,200	1,650	Jefferson	12,800	9,710	Glacier	2,900	80
Pine	4,800	1,790	Oktibbeha	6,200	*	Johnson	7,700	5,440	Golden Valley	400	60
Pipestone	3,900	2,230	Panola	7,400	5,700	Knox	2,600	1,870	Granite	1,000	100
Polk	9,800	3,390	Pearl River	5,700	5,230	Laclede	6,200	3,150	Hill	4,700	300
Pope	3,400	780	Perry	2,300	260	Lafayette	8,000	6,150	Jefferson	1,000	60
Ramsey	116,700	107,360	Pike	9,200	3,420	Lawrence	7,800	4,000	Judith Basin	900	190
Red Lake	1,600	540	Pontotoc	5,000	1,370	Lewis	3,500	2,370	Lake	4,300	960
Redwood	6,300	3,630	Prentiss	5,000	1,500	Lincoln	4,900	3,740	Lewis & Clark	9,100	1,400
Renville	6,700	3,540	Quitman	6,200	2,640	Linn	6,600	*	Liberty	400	*
Rice	9,200	6,820	Rankin	6,000	1,250	Livingston	5,400	3,770	Lincoln	3,200	*
Rock	3,300	1,610	Scott	5,300	2,680	McDonald	4,300	1,590	McCone	2,100	*
Roseau	3,800	*	Sharkey	2,900	1,780	Macon	6,200	3,450	Madison	1,400	*
St. Louis	66,700	53,070	Simpson	5,300	1,840	Madison	3,100	1,690	Meagher	800	20
Scott	4,400	2,850	Smith	3,600	1,230	Maries	2,100	970	Mineral	600	110
Sherburne	2,700	1,860	Stone	1,500	550	Marion	10,000	8,930	Missoula	12,500	4,020
Sibley	4,200	3,250	Sunflower	13,000	*	Mercer	2,500	*	Musselshell	1,900	390
Stearns	17,600	10,950	Tallahatchie	7,200	2,010	Miller	4,200	2,660	Park	4,200	330
Steele	6,500	5,200	Tate	4,300	2,670	Mississippi	6,200	2,350	Petroleum	300	*
Stevens	2,900	860	Tippah	4,200	1,410	Moniteau	3,500	1,360	Phillips	2,100	*
Swift	4,500	1,290	Tishomingo	4,000	980	Monroe	3,800	2,420	Pondera	1,800	490
Todd	6,700	1,520	Tunica	5,400	3,670	Montgomery	3,900	3,710	Powder River	1,000	*
Traverse	2,300	840	Union	5,500	2,210	Morgan	3,100	1,010	Powell	1,800	40
Wabasha	4,800	4,040	Walthall	3,400	810	New Madrid	10,500	3,810	Prairie	800	*
Wadena	3,400	620	Warren	12,500	6,460	Newton	9,000	6,300	Ravalli	4,300	1,320
Waseca	4,800	2,530	Washington	20,900	5,380	Nodaway	7,600	3,320	Richland	3,200	*
Washington	11,000	8,430	Wayne	3,800	620	Oregon	3,400	*	Roosevelt	3,000	*
Watsonwan	4,000	1,470	Webster	2,700	*	Osage	3,000	2,540	Rosebud	1,800	*
Wilkin	2,700	1,300	Wilkinson	3,200	560	Ozark	2,400	1,290			
Winona	11,800	4,590				Pemiscot	12,500	7,820			
Wright	7,800	4,670									

August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes		
MONTANA Continued				Colfax	3,300	2,530	Lancaster	41,200	34,100	Webster	2,400	1,530
Sanders	2,500	60	Cuming	3,800	2,500	Lincoln	9,000	2,150	Wheeler	500	*	
Sheridan	1,800	*	Custer	5,800	1,860	Logan	400	*	York	4,600	3,340	
Silver Bow	19,300	13,800	Dakota	3,100	2,570	Loup	400	*		425,100	278,200	
Stillwater	1,600	720	Dawes	2,900	*	McPherson	200	*	NEVADA			
Sweet Grass	1,100	30	Dawson	6,600	4,580	Madison	7,700	5,860	Churchill	1,800	*	
Teton	2,400	790	Deuel	1,000	*	Merrick	2,900	1,190	Clark	29,500	21,540	
Toole	2,100	790	Dixon	2,800	2,530	Morrill	2,300	*	Douglas	500	140	
Treasure	400	100	Dodge	9,500	9,020	Nance	1,900	770	Elko	3,800	240	
Valley	3,200	*	Douglas	93,900	86,390	Nemaha	3,200	3,040	Esmeraldo	200	*	
Wheatland	1,100	50	Dundy	1,200	*	Nuckolls	2,700	1,300	Eureka	300	*	
Wibaux	400	*	Fillmore	3,100	1,870	Otae	5,300	5,030	Humboldt	1,300	*	
Yellowstone	22,700	14,610	Franklin	2,400	1,550	Pawnee	2,100	1,240	Lander	400	*	
	204,000	61,370	Frontier	1,300	410	Perkins	1,400	*	Lincoln	900	*	
NEBRASKA				Furnas	3,200	2,200	Phelps	3,000	2,800	Lyon	900	10
Adams	9,300	6,760	Gage	8,600	6,820	Pierce	2,900	1,340	Mineral	3,200	*	
Antelope	3,500	*	Garden	1,100	*	Platte	5,900	4,230	Nye	900	*	
Arthur	200	*	Garfield	900	*	Polk	2,500	1,590	Ormsby	1,200	110	
Banner	400	*	Gosper	700	360	Redwillow	4,200	1,270	Pershing	1,100	*	
Blaine	300	*	Grant	200	*	Richardson	5,500	3,240	Storey	300	10	
Boone	3,200	1,250	Greeley	1,500	660	Rock	900	*	Washoe	21,600	18,570	
Box Butte	4,200	*	Hall	11,000	8,670	Saline	4,700	3,060	White Pine	3,800	10	
Boyd	1,400	*	Hamilton	2,900	2,720	Sarpy	5,200	4,410		71,700	40,630	
Brown	1,400	*	Harlan	2,300	1,250	Saunders	5,400	5,120	NEW HAMPSHIRE			
Buffalo	8,400	5,800	Hayes	800	*	Scotts Bluff	10,900	*	Belknap	8,000	6,420	
Burt	3,400	3,240	Hitchcock	1,900	*	Seward	4,000	3,250	Carroll	4,800	4,320	
Butler	3,700	2,170	Holt	4,200	*	Sheridan	2,900	*	Cheshire	11,000	7,800	
Cass	5,300	5,030	Hooker	300	*	Sioux	900	*	Coos	10,500	8,240	
Cedar	3,700	3,290	Howard	2,200	1,030	Stanton	1,900	1,150	Grafton	13,300	9,050	
Chase	1,600	*	Jefferson	4,200	2,030	Thayer	3,400	1,650	Hillsborough	48,300	42,660	
Cherry	2,500	*	Johnson	2,400	1,860	Thomas	400	*	Merrimack	17,700	15,440	
Cheyenne	4,300	*	Kearney	2,100	1,340	Thurston	2,500	1,640	Rockingham	21,900	20,810	
Clay	2,900	1,770	Keith	2,400	*	Valley	2,300	410				
			Keyapaha	400	*	Washington	3,600	3,240				
			Kimball	1,300	*	Wayne	2,900	2,490				
			Knox	4,300	3,220							

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Television Magazine

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

August '55 Families August '55 TV Homes

Strafford	14,900	10,990
Sullivan	7,600	7,220
	158,000	132,770

NEW JERSEY

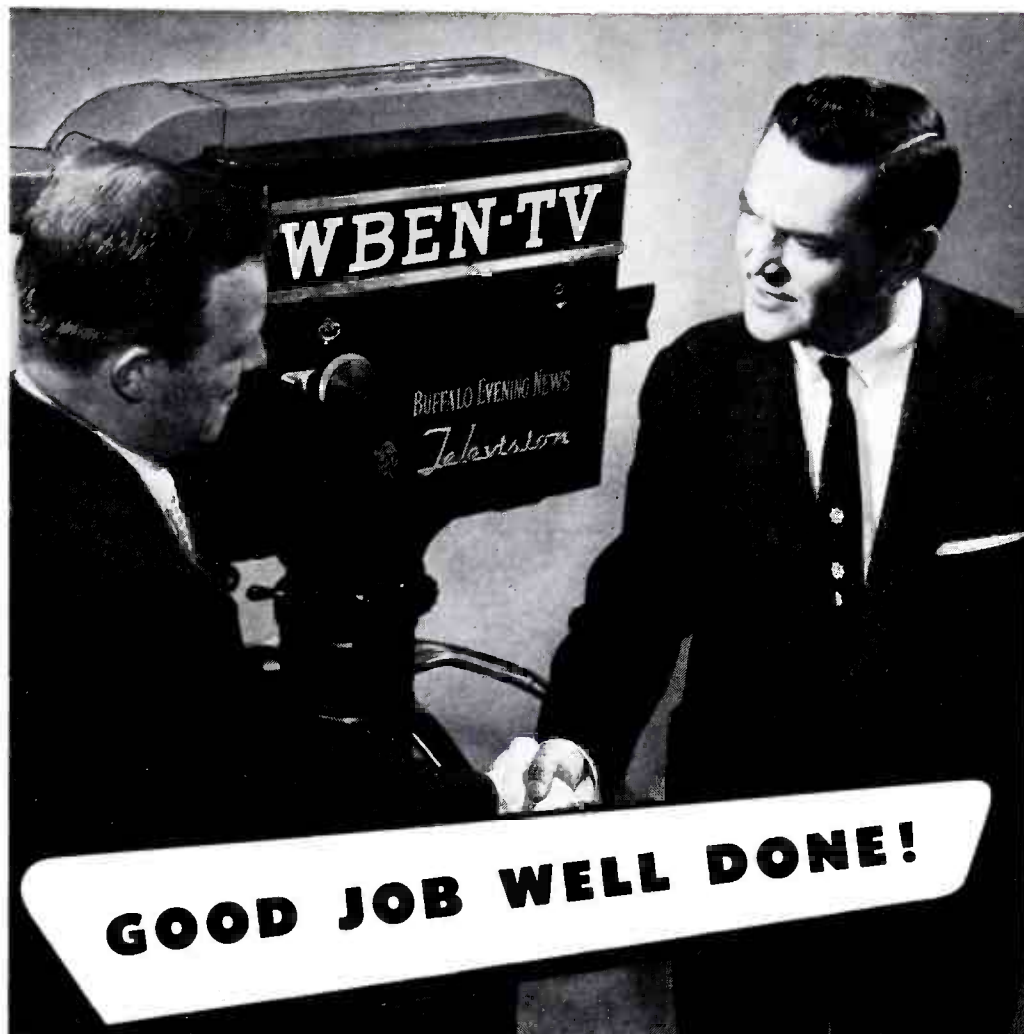
Atlantic	44,300	41,820
Bergen	207,900	183,570
Burlington	41,600	39,940
Camden	98,700	95,740
Cape May	13,500	12,640
Cumberland	30,000	28,500
Essex	288,800	271,470
Gloucester	31,900	30,900
Hudson	202,900	192,860
Hunterdon	14,300	13,590
Mercer	69,600	66,120
Middlesex	86,600	82,270
Monmouth	80,000	76,000
Morris	54,000	51,410
Ocean	22,700	21,570
Passaic	113,400	106,600
Salem	16,500	15,680
Somerset	32,500	30,680
Sussex	11,300	10,440
Union	132,500	129,200
Warren	17,900	16,460
	1,610,900	1,517,820

NEW MEXICO

Bernalillo	54,800	40,440
Catron	700	140
Chaves	14,800	8,210
Colfax	4,100	*
Curry	8,400	2,120
De Baca	1,000	590
Dona Ana	11,400	9,350
Eddy	15,200	9,150
Grant	6,300	3,510
Guadalupe	1,500	960
Harding	500	*
Hidalgo	1,700	*
Lea	13,200	3,240
Lincoln	1,800	700
Los Alamos	4,000	1,560
Luna	2,900	2,060
McKinley	6,800	450
Mora	2,100	100
Otero	5,300	1,880
Quay	4,400	980
Rio Arriba	5,900	1,390
Roosevelt	5,000	620
Sandoval	2,400	770
San Juan	6,200	250
San Miguel	6,200	950
Santa Fe	10,700	4,850
Sierra	2,500	950
Socorro	2,500	840
Taos	3,700	570
Torrance	1,800	770
Union	2,100	*
Valencia	5,500	3,630
	215,400	101,030

NEW YORK

Albany	79,600	74,030
Allegany	13,300	10,790
Bronx	454,100	411,160
Broome	58,400	52,950
Cattaraugus	24,100	22,900
Cayuga	21,300	20,340
Chautauqua	46,400	38,800
Chemung	29,000	17,950
Chenango	12,200	10,320
Clinton	12,900	12,260
Columbia	13,800	13,110
Cortland	11,600	9,260
Delaware	13,700	9,080
Dutchess	37,000	31,450
Erie	283,400	266,400
Essex	10,300	7,340
Franklin	12,500	8,350
Fulton	17,400	13,590



GOOD JOB WELL DONE!

TV time buyers like you prefer WBEN-TV because of the production quality they've learned to expect from this pioneer station. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet. This means seven long years of experience in giving commercials meticulous handling by a crew of production experts who have been with WBEN-TV since it's beginning.

These skilled crews take each commercial smoothly over the rough spots — from sound to lighting, from camera to CONSTANT control room shading. The result is a quality treatment that only experienced conscientious — specialists can produce.

So when you buy TV time in Buffalo, buy QUALITY!
Buy WBEN-TV!

in Buffalo-TV dollars count for more on channel 4

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And — WBEN-TV delivers this market as does no other television station.

CBS NETWORK
WBEN-TV
BUFFALO, N. Y.

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco



SEARCHING FOR SALES?

The sure way to get them in the nation's 14th largest market is via WGR-TV, Buffalo's favorite station.

Survey after survey proves that more people watch WGR-TV. For instance, ten of the top fifteen shows are on WGR-TV. (Pulse)

WGR-TV gives you complete coverage of 470,436 sets in Western New York and an additional 443,349 sets in Canada.

BUFFALO'S FAVORITE STATION IS...

WGR-TV

CHANNEL



NBC BASIC

REPRESENTATIVES — Headley-Reed

In Canada — Andy McDermott-Toronto

August '55 Families August '53 TV Home

NEW YORK Continued

Genesee	14,400	13,680
Greene	8,900	7,480
Hamilton	1,300	1,280
Herkimer	19,200	17,140
Jefferson	26,400	17,260
Kings	828,400	801,830
Lewis	6,400	5,290
Livingston	10,800	9,050
Madison	14,400	11,420
Monroe	161,200	151,530
Montgomery	18,900	15,350
Nassau	313,700	301,150
New York Co.	654,400	594,570
Niagara	61,600	57,900
Oneida	68,100	64,700
Onondaga	111,700	106,120
Ontario	17,900	16,860
Orange	46,700	43,900
Orleans	9,400	8,930
Oswego	23,600	21,980
Otsego	16,700	14,320
Putnam	6,800	5,530
Queens	529,400	506,440
Rensselaer	42,200	39,460
Richmond	56,400	54,330
Rockland	24,800	23,290
St. Lawrence	27,300	21,150
Saratoga	24,200	21,550
Schenectady	49,200	45,740
Schoharie	7,200	6,320
Schuyler	4,500	4,270
Seneca	7,100	6,700
Steuben	28,000	17,000
Suffolk	105,200	100,990
Sullivan	13,100	12,730
Tioga	9,600	7,510
Tompkins	18,500	15,810
Ulster	30,000	25,260
Warren	12,600	12,300
Washington	13,600	10,890
Wayne	17,900	17,010
Westchester	198,100	188,200
Wyoming	9,100	7,650
Yates	5,700	5,220
	4,825,600	4,467,170

NORTH CAROLINA

Alamance	20,400	19,280
Alexander	3,500	2,840
Alleghany	2,100	1,250
Anson	6,100	4,470
Ashe	5,100	3,720
Avery	3,100	1,420
Beaufort	9,000	8,230
Bertie	6,000	3,300
Bladen	6,700	1,480
Brunswick	4,600	700
Buncombe	35,000	21,230
Burke	11,500	10,580
Cabarrus	17,200	14,620
Caldwell	11,200	7,510
Camden	1,400	1,110
Carteret	6,700	2,770
Caswell	4,400	2,530
Catawba	17,600	15,400
Chatham	6,200	4,350
Cherokee	4,300	1,230
Chowan	2,900	1,480
Clay	1,300	230
Cleveland	16,300	12,210
Columbus	12,000	3,550
Craven	13,500	13,140
Cumberland	24,900	8,700
Currituck	1,800	1,140
Dare	1,300	640
Davidson	17,500	13,810
Davie	3,900	3,160
Duplin	9,600	4,420
Durham	28,800	21,410
Edgecombe	11,700	7,460
Forsyth	45,100	36,370

August '55 Families August '55 TV Homes

Franklin	7,100	3,270
Gaston	31,300	26,190
Gates	2,300	1,540
Graham	1,700	430
Granville	6,900	4,190
Greene	3,700	1,460
Guilford	56,200	42,150
Halifax	12,800	5,760
Harnett	11,600	3,350
Haywood	9,900	5,730
Henderson	9,200	3,610
Hertford	4,800	4,190
Hoke	3,300	1,530
Hyde	1,400	540
Iredell	15,000	9,770
Jackson	4,400	2,710
Johnston	15,800	7,180
Jones	2,500	700
Lee	6,300	3,390
Lenoir	11,300	7,840
Lincoln	6,900	4,870
McDowell	6,700	5,650
Macon	3,900	1,460
Madison	4,400	1,780
Martin	6,100	5,800
Mecklenberg	60,000	49,800
Mitchell	3,500	2,520
Montgomery	4,300	3,070
Moore	8,300	4,520
Nash	14,100	5,880
New Hanover	20,200	11,930
Northampton	6,000	3,200
Onslow	10,800	5,650
Orange	8,800	5,640
Pamlico	2,500	560
Pasquotank	6,900	4,490
Pender	4,300	1,070
Perquimans	2,500	1,640
Person	5,300	3,870
Pitt	14,700	13,960
Polk	3,100	2,590
Randolph	14,000	9,110
Richmond	10,200	7,910
Robeson	20,100	10,480
Rockingham	17,600	11,870
Rowan	21,200	15,130
Rutherford	11,600	10,290
Sampson	11,600	4,140
Scotland	6,300	2,560
Stanly	10,600	9,540
Stokes	4,900	3,300
Surry	11,800	8,640
Swain	2,300	640
Transylvania	3,900	2,080
Tyrrell	1,200	500
Union	10,500	7,380
Vance	7,800	4,150
Wake	38,200	24,730
Warren	5,000	1,800
Washington	3,000	1,820
Watauga	4,200	1,970
Wayne	15,700	11,350
Wilkes	11,000	5,720
Wilson	12,900	9,770
Yadkin	5,600	5,320
Yancey	3,600	990
	1,058,300	702,410

NORTH DAKOTA

Adams	1,200	*
Barnes	4,300	4,080
Benson	2,300	500
Billings	500	*
Bottineau	3,000	1,350
Bowman	1,000	*
Burke	1,800	520
Burleigh	7,900	6,020
Cass	18,000	13,330
Cavalier	2,600	300
Dickey	2,500	940
Divide	1,400	*
Dunn	1,600	*
Eddy	1,200	410

What's the BIG "I.D."?



**In Rochester, N.Y.
it's a '10 SPOT'
(CHANNEL 10 Spot, we mean!)**

Highest Ratings

Highly rated network programs, plus strong, popular local shows, offer you spot adjacencies that deliver to you the eyes and ears of thousands in the rich Rochester territory—people who can *buy!*

The Best Of Two Networks

Because Channel 10 is basic CBS and affiliated with ABC, our program schedule lists the finest programs of two major networks—the very cream of the crop!

Nine "Emmy" Awards

No less than *nine* "Emmy" awards were given to programs and stars that are heard and seen regularly on Channel 10! Here is proof positive of quality!

Super Strong In Daytime

Our daytime schedule is, and always has been, rated tops among Rochester listeners. Look at the surveys!

COVERAGE AREA

A Rich and Ready Market!

POPULATION	1,107,267	RETAIL SALES	1,062,301,000
EFFECTIVE BUYING POWER		TELEVISION HOMES	
in Metropolitan Rochester, \$5,977		300,000 of them . . . and a Tele-	
per family, 13.3% above national		vision Station that is famous for	
average in 1954. Throughout the		service . . . for complete and con-	
nine counties—\$5,397.		tinuous promotion!	

Ask us about choice availabilities!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-MCKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

wbns-tv

the nation's no. 1

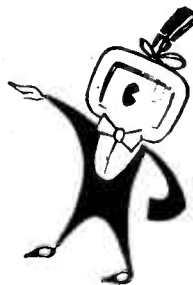
test market station



It takes **wbns-tv** to give you the true, complete picture of product testing in Columbus, Ohio.

The nation's leading advertisers have found **wbns-tv's** showmanship facilities, backed by valuable merchandising and promotion, a guarantee for successful test campaigns. A wide range of products, from appetizers to zippers, finds a reliable consumer demand in **wbns-tv's** rich industrial, agricultural and metropolitan area.

wbns-tv



COLUMBUS, OHIO
CHANNEL 10

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

REPRESENTED BY BLAIR TV

August '55 August '55
Families TV Homes

NORTH DAKOTA Continued


Emmons	2,100	750
Foster	1,500	810
Golden Valley	900	*
Grand Forks	11,700	5,320
Grant	1,600	480
Griggs	1,300	1,060
Hettinger	1,800	*
Kidder	1,500	630
La Moure	2,400	1,150
Logan	1,300	350
McHenry	3,100	1,100
McIntosh	1,700	620
McKenzie	1,800	*
McLean	5,200	1,480
Mercer	2,100	620
Morton	5,300	4,390
Mountrail	2,500	580
Nelson	1,800	800
Oliver	500	200
Pembina	3,500	460
Pierce	2,100	770
Ransom	3,400	960
Ransom	2,300	1,420
Renville	1,500	890
Richland	5,100	2,950
Rolette	2,300	340
Sargent	1,800	520
Sheridan	1,200	290
Sioux	600	80
Slope	500	*
Stark	4,000	*
Steele	1,200	820
Stutsman	6,600	2,770
Towner	1,400	130
Traill	2,900	1,980
Walsh	4,600	1,030
Ward	10,200	6,650
Wells	2,600	830
Williams	9,100	*
	166,300	70,680

OHIO

Adams	6,600	5,070
Allen	29,200	21,280
Ashland	10,900	10,480
Ashtabula	26,100	24,800
Athens	12,400	7,570
Auglaize	10,000	8,860
Belmont	26,600	19,880
Brown	7,200	5,430
Butler	47,500	45,130
Carroll	5,800	5,550
Champaign	8,700	7,260
Clark	36,900	34,930
Clermont	13,400	12,520
Clinton	8,500	6,170
Columbiana	32,000	26,190
Coshocton	10,200	4,920
Crawford	12,800	10,520
Cuyahoga	451,400	437,860
Darke	13,300	11,970
Defiance	8,400	7,340
Delaware	9,000	7,600
Erie	17,600	17,460
Fairfield	16,900	14,110
Fayette	7,600	5,410
Franklin	166,100	156,130
Fulton	8,200	7,300
Gallia	6,700	4,170
Geauga	8,300	3,990
Greene	20,100	16,610
Guernsey	11,500	7,820
Hamilton	249,000	236,550
Hancock	15,400	13,460
Hardin	9,100	8,120
Harrison	5,800	3,340
Henry	7,000	5,620
Highland	9,400	7,160
Hocking	5,600	4,790
Holmes	5,400	4,650
Huron	12,800	10,790
Jackson	8,500	6,870

August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes		August '55 Families		August '55 TV Homes		
SOUTH DAKOTA Continued				Chester	2,800	1,430	Maury	10,900	7,010	Bailey	2,200	1,911
Jones	800	*		Claiborne	5,500	2,010	Meigs	1,300	460	Bandera	1,200	80
Kingsbury	2,800	1,580		Clay	2,000	1,200	Monroe	5,600	3,920	Bastrop	5,300	2,95
Lake	3,000	2,140		Cocke	5,200	1,950	Montgomery	11,700	8,600	Baylor	2,200	1,29
Lawrence	4,700	*		Coffee	7,200	5,280	Moore	1,200	250	Bee	5,100	3,91
Lincoln	3,700	2,980		Crockett	4,100	2,340	Morgan	3,200	1,400	Bell	24,000	18,05
Lyman	1,100	*		Cumberland	4,600	1,300	Obion	8,100	3,830	Bexar	146,900	127,80
McCook	2,500	1,300		Davidson	99,800	91,820	Overton	4,000	1,100	Blanco	1,300	72
McPherson	1,700	*		Decatur	2,400	610	Perry	1,500	300	Borden	200	18
Marshall	2,100	810		DeKalb	2,700	1,560	Pickett	1,000	350	Bosque	3,200	1,53
Meade	3,200	*		Dickson	5,100	3,990	Polk	3,000	1,430	Bowie	20,000	5,82
Mellette	800	*		Dyer	9,000	6,020	Putnam	8,100	4,540	Brazoria	17,000	13,89
Miner	1,700	1,170		Fayette	5,900	4,680	Rhea	3,900	2,250	Brazos	11,300	4,73
Minnehaha	23,400	20,880		Fentress	3,300	1,010	Roane	8,300	6,180	Brewster	1,900	*
Moody	2,500	1,100		Franklin	6,200	1,980	Robertson	7,000	5,530	Briscoe	900	49
Pennington	17,900	*		Gibson	14,000	5,680	Rutherford	11,200	9,580	Brooks	2,800	1,02
Perkins	1,800	*		Giles	6,900	1,630	Scott	4,000	1,780	Brown	8,800	4,89
Potter	1,300	*		Grainger	2,900	960	Sequatchie	1,300	600	Burleson	3,200	1,66
Roberts	3,700	1,090		Greene	10,500	3,700	Sevier	5,500	1,920	Burnet	2,900	1,40
Sanborn	1,400	280		Grundy	2,900	1,530	Shelby	151,500	133,320	Caldwell	4,900	2,98
Shannon	1,100	*		Hamblen	7,000	3,810	Smith	3,700	2,120	Calhoun	3,100	*
Spink	3,300	*		Hamilton	61,900	45,330	Stewart	1,900	1,510	Callahan	2,500	1,58
Stanley Co.	400	*		Hancock	1,900	680	Sullivan	29,000	18,460	Cameron	40,900	26,59
Sully	800	*		Hardeman	5,000	3,460	Sumner	9,000	7,120	Camp	2,500	1,56
Todd	1,000	*		Hardin	4,100	1,910	Tipton	7,500	5,410	Carson	1,900	62
Tripp	2,400	*		Hawkins	7,500	2,750	Trousdale	1,600	940	Cass	6,500	5,35
Turner	3,400	2,960		Haywood	6,000	4,810	Unicoi	3,900	1,480	Castro	1,600	78
Union	3,200	3,170		Henderson	4,200	1,360	Union	1,900	820	Chambers	2,300	1,85
Walworth	2,200	*		Henry	6,600	2,690	Van Buren	800	250	Cherokee	9,400	3,20
Washabough	200	*		Hickman	3,100	1,870	Warren	6,400	3,820	Childress	3,600	1,53
Yankton	4,200	3,110		Houston	1,200	700	Washington	15,700	9,140	Clay	2,600	2,12
Ziebach	700	*		Humphreys	2,800	2,080	Wayne	3,300	680	Cachran	1,800	1,31
	193,900	59,210		Jackson	2,600	1,580	Weakley	7,700	3,080	Coke	1,200	38
				Jefferson	4,900	2,630	White	4,000	2,290	Coleman	4,000	3,09
				Johnson	2,700	1,310	Williamson	5,900	4,250	Collin	12,000	7,48
				Knox	65,700	49,620	Wilson	7,600	5,750	Collingsworth	2,300	79
				Lake	2,800	1,260		909,500	628,110	Colorado	5,200	2,90
				Lauderdale	6,500	4,740				Comal	5,300	3,22
				Lawrence	7,200	2,210				Comanche	4,100	*
				Lewis	1,500	960				Concho	1,500	54
				Lincoln	6,500	1,910				Cooke	6,100	5,32
				Loudon	6,300	4,370				Coryell	4,500	2,97
				McMinn	8,300	3,870				Cottle	1,500	63
				McNairy	5,100	3,080				Crane	1,500	92
				Macon	3,500	1,980				Crockett	1,200	16
				Madison	17,500	10,780				Crosby	2,600	1,93
				Marion	5,000	4,620				Culberson	500	*
				Marshall	5,100	3,690				Dallam	2,400	2,28
									Dallas	240,000	216,67	
									Dawson	6,000	2,49	
									Deaf Smith	3,200	1,41	
									Delta	2,000	51	
									Denton	10,700	8,15	
									De Witt	6,500	4,06	
									Dickens	1,800	82	
									Dimmit	2,500	1,60	
									Donley	1,600	89	
									Duval	3,400	1,84	
									Eastland	7,200	4,26	
									Ector	18,900	11,86	
									Edwards	800	*	
									Ellis	12,500	8,70	
									El Paso	63,200	54,35	
									Erath	5,300	2,27	
									Falls	6,800	4,15	
									Fannin	8,200	3,26	
									Fayette	6,300	3,58	
									Fisher	2,600	1,51	
									Floyd	3,100	2,61	
									Foard	1,100	44	
									Fort Bend	7,700	3,91	
									Franklin	1,500	66	
									Freestone	3,900	2,01	
									Frio	2,800	2,07	
									Gaines	2,500	2,05	
									Galveston	39,500	24,77	
									Garza	1,800	87	
									Gillespie	3,200	1,48	
									Glasscock	200	10	
									Goliad	1,400	56	
									Gonzales	5,000	3,85	
									Gray	7,600	4,75	
									Grayson	21,800	12,91	
									Gregg	19,500	12,56	

97¢ BUYS 1000 HOMES IN CHATTANOOGA



260 TIME RATE

20 Second or 1 Minute

Average Class A Rating

105,200 Watts

147,527 SETS

(Primary A&B)

1953 Nielsen Plus

RETMA to July 1, 1955

CARTER M. PARHAM, President
HAROLD (Hap) ANDERSON, Manager

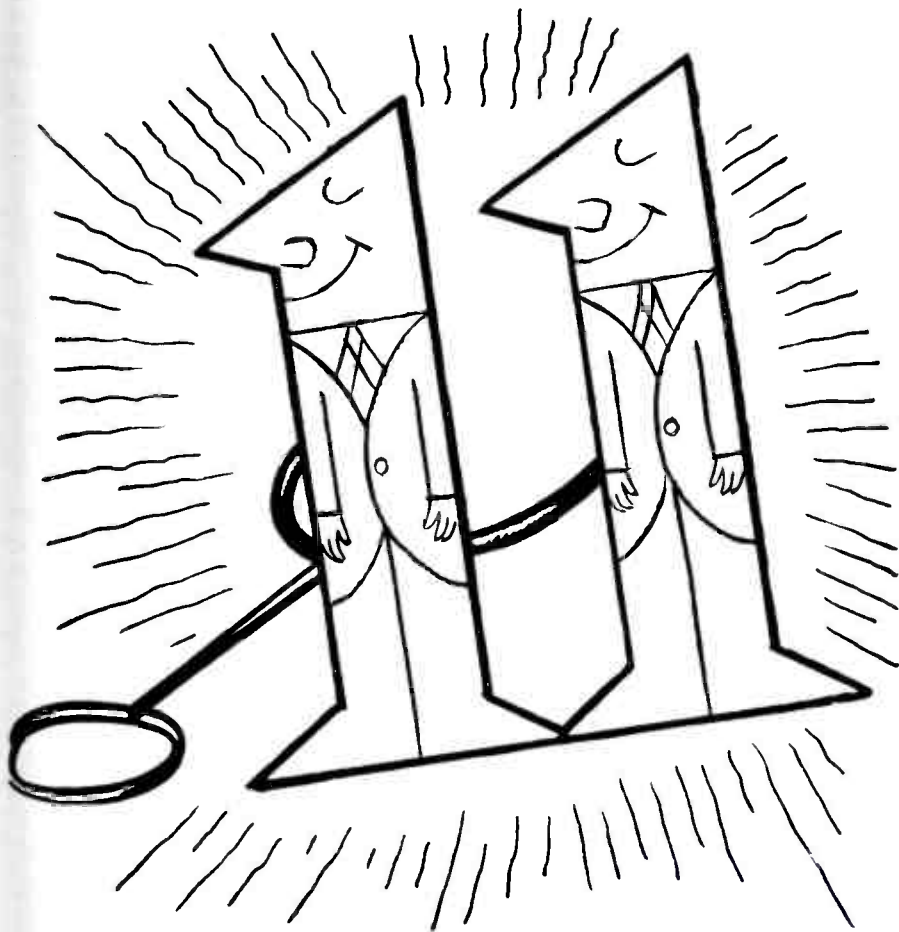
Interconnected NBC • CBS • ABC • DuMONT

Represented by THE BRANHAM COMPANY

**a new brand
in Texas . . .**

destined for

FAME!



There's a powerful new brand in the fire down Texas way in the Fort Worth-Dallas market. It'll be sizzling hot in September when KFJZ-TV takes the Channel 11 brand out of the coals and begins rounding up the viewers.

With 480,000 sets in the market, plenty of folks will be turning to this new brand of entertainment bubbling over to them with 210,000 watts of power from a 1074 foot stick.

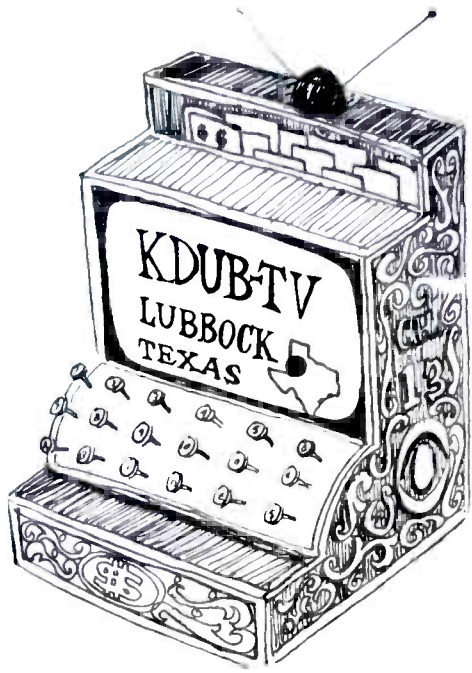
The Channel 11 brand will be smoking with sales power for *your* brand. Your H-R TV man has the KFJZ-TV schedules now and can quote availabilities with agencies. Choice Class A availabilities with guaranteed time 52 weeks a year.

KFJZ-TV



FORT WORTH, TEXAS

REPRESENTED NATIONALLY BY H-R TELEVISION, INC.
REGIONALLY BY CLARKE BROWN COMPANY



Cash registers and television are very compatible people in the expanding KDUB-TV market. What KDUB-TV advertises, local cash registers ring-up.

Everybody loves that silver sound audio and your product is the picture with channel 13, the original miracle medium in West Texas

(August set count: 85,456)

affiliated  Du Mont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

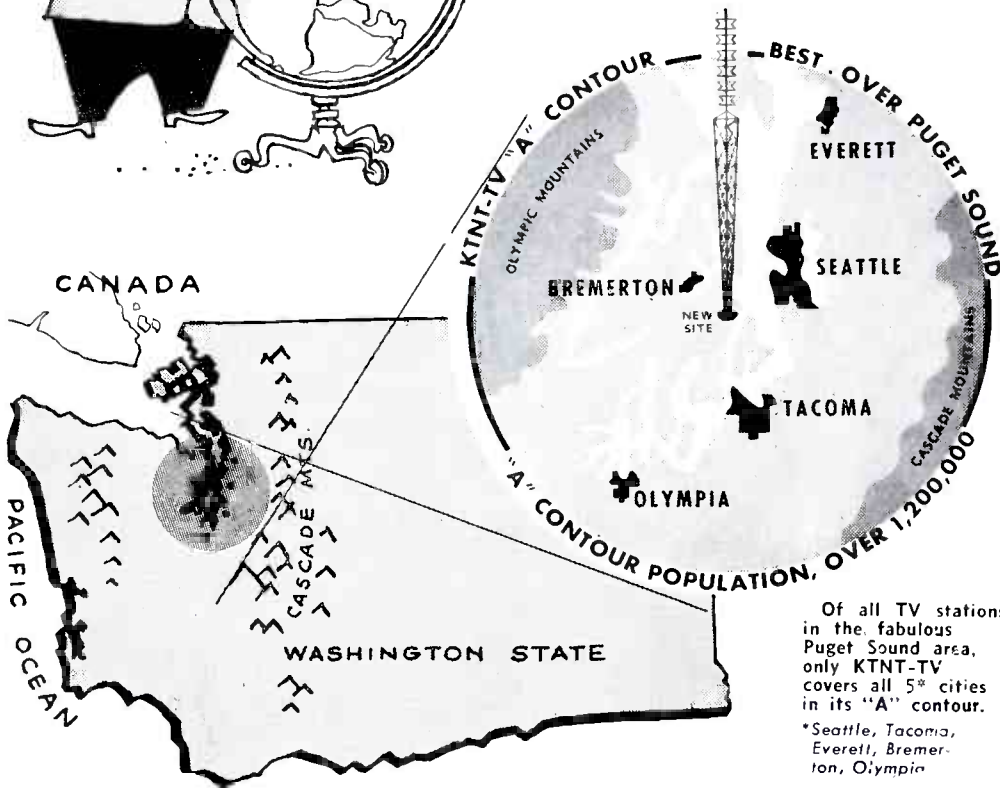
PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

	August '55 Families	August '55 TV Homes	August '55 Families	August '55 TV Homes
TEXAS Continued				
Grimes	3,800	2,300	Newton	2,500
Guadalupe	7,100	6,270	Nolan	6,300
Hale	9,500	7,420	Nueces	59,400
Hall	2,900	870	Ochiltree	2,100
Hamilton	3,100	1,830	Oldham	400
Hansford	1,200	1,330	Orange	15,700
Hardeman	3,100	1,960	Palo Pinto	6,000
Hardin	5,900	2,020	Panola	4,500
Harris	317,000	275,790	Parker	6,900
Harrison	12,400	6,040	Parmer	1,800
Hartley	500	290	Pecos	2,700
Haskell	3,700	2,600	Polk	4,000
Hays	4,700	2,860	Potter	31,300
Hemphill	1,300	520	Presidia	1,600
Henderson	5,900	1,930	Rains	900
Hidalgo	46,600	30,290	Randall	6,500
Hill	8,800	7,750	Reagan	900
Hockley	7,400	5,490	Real	700
Hoods	1,400	960	Red River	5,600
Hopkins	6,300	2,410	Reeves	4,200
Houston	5,700	1,790	Refugio	2,700
Howard	8,500	7,820	Roberts	300
Hudspeth	1,300	680	Robertson	5,000
Hunt	11,400	10,260	Rockwall	1,500
Hutchinson	11,900	11,280	Runnels	4,700
Irion	500	80	Rusk	10,700
Jack	2,100	1,890	Sabine	2,000
Jackson	3,700	2,250	San Augustine	1,900
Jasper	5,500	1,910	San Jacinto	1,700
Jeff Davis	500	*	San Patricio	9,700
Jefferson	65,300	45,650	San Saba	2,400
Jim Hogg	1,300	1,100	Schleicher	700
Jim Wells	8,000	2,360	Scurry	9,000
Johnson	9,800	7,180	Schackelford	1,200
Jones	6,600	5,150	Shelby	6,000
Karnes	4,000	2,440	Sherman	700
Kaufman	7,500	5,190	Smith	22,100
Kendall	1,700	1,480	Somervell	800
Kenedy	100	40	Starr	3,200
Kent	500	180	Stephens	3,100
Kerr	4,300	1,570	Sterling	400
Kimble	1,200	360	Stonewall	900
King	200	*	Sutton	1,000
Kinney	500	130	Swisher	2,500
Kleberg	7,700	2,070	Tarrant	158,100
Knox	2,700	1,590	Taylor	21,400
Lamar	12,100	2,380	Terrell	900
Lamb	6,100	5,040	Terry	4,200
Lampasas	3,000	1,880	Throckmorton	900
La Salla	1,900	1,300	Titus	4,900
Lovaca	5,800	4,370	Tom Green	20,900
Lee	2,600	1,330	Travis	49,100
Leon	2,900	530	Trinity	2,500
Liberty	8,000	6,430	Tyler	3,000
Limestone	6,100	3,210	Upshur	5,100
Lipscomb	1,100	*	Upton	1,700
Live Oak	2,100	1,460	Uvalde	4,800
Llano	1,800	810	Val Verde	4,400
Loving	100	*	Van Zandt	5,700
Lubbock	42,600	32,400	Victoria	10,100
Lynn	2,900	1,290	Walker	4,500
McCulloch	3,200	790	Waller	3,100
McLennan	41,500	31,550	Ward	4,500
McMullen	500	260	Washington	5,400
Madison	1,900	1,270	Webb	14,500
Marion	2,500	1,210	Wharton	10,100
Martin	1,400	870	Wheeler	2,600
Mason	1,600	440	Wichita	34,200
Matagorda	6,600	3,940	Wilbarger	5,900
Maverick	3,100	1,220	Willacy	6,700
Medina	4,800	3,770	Williamson	10,600
Menard	1,100	240	Wilson	3,400
Midland	13,500	9,640	Winkler	4,000
Milam	5,900	2,120	Wise	4,500
Mills	1,600	*	Wood	5,500
Mitchell	4,200	1,810	Yeakum	1,100
Montague	4,800	4,320	Young	4,800
Montgomery	7,300	5,550	Zapata	1,000
Moore	6,800	5,920	Zavala	2,800
Morris	2,600	2,020		2,510,500
Motley	1,100	450		1,768,210
Nacogdoches	7,700	2,340	UTAH	
Navarro	10,700	6,630	Beaver	1,300
			Box Elder	5,700
			Cache	9,600

A GEOGRAPHY LESSON . . . One of a Series



MINNEAPOLIS, ST. PAUL, HARTFORD and NEW HAVEN on PUGET SOUND?



First off, we want to assure Minnesota and Connecticut that we are not trying to displace their fine cities! What we are saying is this: the combined population of these four cities is less than the number of people living within the "A" contour boundaries of KTNT-TV, CBS television for Puget Sound.

The greatest concentration of Washington State's population...over half the people in the state... is centered in the Puget Sound region. And KTNT-TV's "A" contour encompasses most of them! There are more than 1,200,000 people within the "A" contour, and 800,000 more in the INFLUENCE AREA which extends into Oregon to the south and into Canada on the north.

To reach more than half the people of prosperous Washington State, Buy KTNT-TV.



316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

	August '55 Families	August '55 TV Home
WASHINGTON Continued		
Lewis	14,100	9,970
Lincoln	3,300	3,060
Mason	5,200	3,950
Okanogan	9,000	1,430
Pacific	5,500	2,000
Pend Oreille	2,500	1,680
Pierce	92,400	75,770
San Juan	1,200	760
Skagit	13,800	8,740
Skomania	1,600	450
Snohomish	44,900	35,830
Spokane	81,400	68,760
Stevens	5,600	3,480
Thurston	15,700	12,450
Wahkiakum	900	520
Walla Walla	12,900	5,020
Whitcom	22,200	11,840
Whitman	8,900	4,140
Yakima	45,000	27,520
	841,000	600,790

WEST VIRGINIA		
Barbour	4,800	3,810
Berkeley	8,200	6,630
Boone	7,700	4,410
Braxton	3,800	1,620
Brooke	7,000	6,680
Cabell	33,600	31,920
Calhoun	2,100	1,170
Clay	3,300	2,040
Doddridge	2,100	680
Fayette	19,200	11,290
Gilmer	2,100	620
Grant	2,200	690
Greenbrier	9,300	5,860
Hampshire	3,000	830
Hancock	9,000	8,550
Hardy	2,300	910
Harrison	22,800	8,970
Jackson	3,700	1,740
Jefferson	4,400	3,590
Kanawha	66,200	55,610
Lewis	4,700	*
Lincoln	4,800	3,620
Logan	17,900	12,500
McDowell	21,700	17,830
Morion	19,800	15,640
Marshall	9,100	5,880
Mason	6,100	4,980
Mercer	18,800	14,130
Mineral	5,800	2,960
Mingo	11,000	9,270
Monongalia	16,000	10,420
Monroe	3,000	1,420
Morgan	2,300	840
Nicholas	6,600	3,870
Ohio	21,100	20,050
Pendleton	2,000	520
Pleasants	1,600	1,000
Pocahontas	2,800	1,080
Preston	7,600	2,960
Putnam	5,100	3,940
Raleigh	23,300	10,370
Randolph	7,100	2,760
Ritchie	3,000	1,300
Roane	3,900	1,850
Summers	4,400	2,860
Taylor	4,500	*
Tucker	2,400	1,060
Tyler	2,600	1,330
Upshur	4,900	1,030
Wayne	8,400	5,610
Webster	4,000	2,210
Wetzel	4,800	2,210
Wirt	1,200	570
Wood	19,200	10,440
Wyoming	9,000	5,190
	507,300	339,320

WISCONSIN		
Adams	2,500	540
Ashland	5,300	2,440

	August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes		August '55 Families	August '55 TV Homes
Barron	10,200	5,480	Jefferson	13,300	10,320	Rock	30,300	22,120	Campbell	1,400	*
Bayfield	3,800	1,020	Juneau	5,400	1,610	Rusk	4,500	2,060	Carbon	5,100	*
Brown	29,200	26,280	Kenosha	24,900	21,910	St. Croix	7,700	6,610	Converse	1,700	*
Buffalo	4,300	2,740	Kewaunee	4,700	2,830	Sauk	11,800	3,940	Crook	1,200	*
Burnett	2,900	1,360	La Crosse	20,900	13,490	Sawyer	2,900	1,420	Fremont	6,100	*
Calumet	5,300	4,500	Lafayette	5,200	1,990	Shawano	9,500	5,610	Goshen	3,700	570
Chippewa	11,700	8,420	Langlade	6,000	4,390	Sheboygan	25,200	21,920	Hot Springs	1,800	*
Clark	9,000	2,840	Lincoln	6,500	2,950	Taylor	4,700	1,640	Johnson	1,400	*
Columbia	10,500	4,600	Manitowoc	20,400	18,610	Trempealeau	6,800	6,180	Laramie	16,400	12,260
Crawford	4,900	1,620	Marathon	22,800	12,610	Vernon	7,700	3,330	Lincoln	2,400	460
Dane	51,900	39,350	Marinette	10,300	6,770	Vilas	2,900	*	Natrona	14,000	*
Dodge	17,100	13,630	Marquette	2,700	1,140	Walworth	14,300	11,180	Niobrara	1,200	*
Door	6,500	4,620	Milwaukee	274,700	263,710	Washburn	3,200	1,730	Park	5,400	*
Douglas	14,000	10,120	Monroe	8,700	4,300	Washington	10,600	10,180	Platte	2,400	460
Dunn	7,700	5,540	Oconto	7,300	5,520	Waukesha	28,700	27,550	Sheridan	6,400	*
Eau Claire	17,100	12,310	Oneida	6,400	2,060	Waupaca	10,400	7,290	Sublette	900	*
Florence	1,200	390	Outagamie	24,700	22,230	Waushara	4,200	1,480	Sweetwater	6,500	*
Fond Du Lac	20,300	16,610	Ozaukee	7,500	7,200	Winnebago	28,800	21,890	Teton	800	480
Forest	2,300	950	Pepin	2,100	1,200	Wood	15,000	8,260	Uinta	1,700	620
Grant	12,300	5,490	Pierce	6,200	5,090		1,046,600	802,380	Washakie	2,100	*
Green	7,500	3,310	Polk	7,400	6,160	WYOMING			Weston	2,500	*
Green Lake	4,600	2,580	Portage	9,100	5,570	Albany	6,100	1,770	Yellowstone NI Pk	100	*
Iowa	5,600	2,340	Price	4,600	990	Big Horn	3,700	*	TOTAL	95,000	16,620
Iron	2,500	630	Racine	35,400	31,860				U.S.A.	48,303,500	37,842,450
Jackson	4,800	1,590	Richland	5,200	2,180						

* Beyond the normal coverage radius of any television station.

Mr. Telecaster!

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

No, we're not being facetious. We're just trying to emphasize that when you tell your story in TELEVISION Magazine, you're not just talking to your fellow broadcasters. Here's what some of the country's top buyers say about their use of our magazine:

"In Los Angeles, McCann-Erickson calls our Circulation Report 'essential information.' In Chicago, J. Walter Thompson says use of these estimates is 'Official policy.' In New York, N. W. Ayer says it's 'adopted them as a standard.' Ted Bates says they are a 'great aid.' "

Makes you pretty confident that buyers in these shops really read TELEVISION Magazine, doesn't it?

Advertise in the book that your advertisers read and rely on.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

WBC TV STATIONS

FIRST IN 4 OF THE 9
MILLION-SET
MARKETS IN THE U. S.

WBZ-TV, CHANNEL 4, BOSTON, delivers America's 6th market; New England's first TV station. NBC affiliate.

WPTZ, CHANNEL 3, PHILADELPHIA, delivers a clearer, stronger picture over a wider area than any other Pennsylvania station. NBC affiliate.

KDKA-TV, CHANNEL 2, PITTSBURGH, delivers America's 8th market. NBC-CBS-Dumont affiliate.

KPIX, CHANNEL 5, SAN FRANCISCO, Northern California's pioneer TV station, covering America's 9th market. CBS affiliate.

That's why no selling campaign is complete without WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON — WBZ + WBZA
PHILADELPHIA — KYW
PITTSBURGH — KDKA
FORT WAYNE — WOWO
PORTLAND — KEX

TELEVISION

BOSTON — WBZ-TV
PHILADELPHIA — WPTZ
PITTSBURGH — KDKA-TV
SAN FRANCISCO — KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

MARKET-DATA TOTALS

A summary of population, sales, income,
and set-ownership for all U.S. television markets

	VHF TV Sets	Population (thousands)	Families (thousands)	E. B. I. (add 000)	Retail Sales (add 000)
A					
Abilene, Tex.	57,770	292.7	86.5	422,965	314,826
Ada, Okla.	86,400	483.2	138.6	484,825	370,346
Adams-Pittsfield, Mass.	††	1,377.3	416.4	2,201,479	1,586,938
Akron, Ohio	†71,600	932.1	275.0	1,628,305	1,056,526
Albany, Ga.	48,710	535.3	136.4	443,209	329,057
Albany-Schenectady- Troy, N. Y.	455,120	1,776.0	537.1	2,693,972	2,060,423
Albuquerque, N. M.	58,360	446.0	112.8	540,947	355,331
Alexandria, La.	57,790	449.5	118.6	401,129	284,924
Altoona, Pa.	384,800	1,913.3	537.1	2,465,822	1,690,369
Amarillo, Tex.	73,430	346.0	101.6	613,923	424,142
Ames, Iowa	209,540	825.3	259.0	1,262,646	964,403
Anderson, S. C.	†83,460	640.1	166.8	754,918	468,311
Ann Arbor, Mich.	†21,480	378.7	106.1	636,781	403,004
Asheville, N. C.	368,300	2,268.6	572.6	2,342,734	1,487,040
Ashtabula, Ohio	†26,780	230.6	68.5	398,649	252,100
Atlanta, Ga.	575,920	2,916.5	774.1	3,505,652	2,323,507
Augusta, Ga.	119,510	831.9	209.5	756,746	465,483
Austin, Minn.	90,270	463.9	133.9	628,648	549,240
Austin, Tex.	113,400	611.8	167.6	726,133	551,259
B					
Bakersfield, Cal.	125,400	533.1	159.3	811,570	586,180
Baltimore, Md.	680,640	2,602.7	730.8	3,952,749	2,688,659
Bangor, Me.	85,310	379.8	108.7	475,291	357,512
Baton Rouge, La.	168,930	1,208.0	314.1	1,235,422	818,041
Bay City-Saginaw, Mich.	228,690	1,013.3	290.7	1,479,188	1,112,323
Beaumont, Tex.	73,290	393.8	111.6	574,159	394,911
Bellingham, Wash.	67,600	284.8	93.6	425,496	325,617
Bethlehem-Allentown- Easton, Pa.	†65,070	874.1	254.1	1,461,064	904,479
Billings, Mont.	17,050	105.8	34.2	170,848	127,811
Binghamton, N. Y.	393,970	1,708.4	499.5	2,372,957	1,756,147
Birmingham, Ala.	325,740	1,870.7	491.4	1,944,419	1,282,960
Bismarck, N. D.	15,910	120.9	30.8	152,713	131,527
Bloomington, Ill.	†44,230	276.4	84.3	440,481	282,863
Bloomington, Ind.	530,640	2,015.0	627.5	3,246,650	2,167,965
Boise-Meridian, Ida.	47,410	278.6	84.0	373,284	333,487
Boston, Mass.	1,325,710	4,916.6	1,435.5	8,065,346	5,274,061
Bridgeport, Conn.	†62,480	1,516.3	438.5	2,892,411	1,739,446
Buffalo, N. Y.	446,440	1,630.5	484.1	2,579,079	1,864,906
Butte, Mont.	14,810	70.8	23.9	120,060	74,849
C					
Cadillac, Mich.	145,740	746.9	216.9	898,636	757,179
Cape Girardeau, Mo.	141,700	970.1	290.8	980,320	704,435
Carthage-Water- town, N. Y.					
	74,510	321.6	93.1	406,684	328,587
Cedar Rapids, Iowa	226,520	961.8	290.8	1,405,283	1,105,132
Champaign, Ill.	330,330	1,550.1	482.5	2,419,127	1,691,957
Charleston, S. C.	148,790	858.9	209.7	783,570	552,209
Charleston, W. Va.	325,110	1,777.7	458.2	2,008,714	1,288,476
Charlotte, N. C.	514,170	2,790.1	705.0	3,057,461	1,977,766
Chattanooga, Tenn.	148,900	885.2	232.4	860,356	648,124
Cheyenne, Wyo.	20,480	118.9	34.6	206,680	132,737
Chicago, Ill.	2,139,100	7,519.3	2,302.9	15,001,329	9,512,020
Chico, Cal.	62,410	391.5	124.8	594,945	437,401
Cincinnati, Ohio	530,210	2,035.0	618.9	3,214,626	2,184,732
Cleveland, Ohio	1,185,560	4,291.0	1,275.9	7,873,636	4,949,940
Colorado Springs, Colo.	50,610	322.2	96.3	417,360	307,566
Columbia, Mo.	94,350	495.4	155.4	592,714	451,731
Columbia, S. C.	129,950	801.0	193.4	762,671	509,351
Columbus, Ga.	175,310	1,131.9	288.2	1,118,420	685,864
Columbus, Ohio	470,530	1,818.7	539.9	2,894,218	1,925,247
Corpus Christi, Tex.	†36,910	312.1	81.0	444,241	311,747
D					
Dallas-Ft. Worth, Tex.	533,550	2,241.7	678.4	3,442,463	2,553,806
Danville, Ill.	†36,980	282.6	85.6	434,519	292,706
Davenport-Rock Island, Ill.	269,790	1,109.8	340.4	1,722,313	1,269,590
Dayton, Ohio	464,400	1,785.3	533.7	2,903,538	1,973,689
Decatur, Ala.	†26,600	263.7	68.3	232,230	171,072
Decatur, Ill.	†149,720	774.5	240.0	1,224,563	869,311
Denver, Colo.	252,540	987.0	306.7	1,639,860	1,196,807
Des Moines, Iowa	202,430	806.3	255.2	1,211,150	919,233
Detroit, Mich.	1,410,220	5,181.2	1,497.7	9,606,100	6,364,162
Dathan, Ala.	23,670	302.7	76.2	216,671	156,819
Duluth, Minn.	88,860	463.4	138.9	611,708	464,007
Durham, N. C.	274,170	1,830.9	437.9	1,963,777	1,363,066
E					
Eau Claire, Wis.	61,180	380.5	107.0	457,257	389,578
Elkhart, Ind.	see South Bend	—	—	—	—
El Paso, Tex.	72,780	358.9	89.0	502,194	325,411
Enid, Okla.	75,660	363.9	112.3	471,864	328,257
Erie, Pa.	186,970	779.8	232.4	1,160,334	857,486
Eugene, Ore.	59,150	374.4	115.6	546,077	398,272
Eureka, Cal.	†90,890	586.1	177.4	767,610	533,889
Evansville-Henderson, Ind.	25,760	119.8	39.2	208,200	139,527
F					
Fargo, N. D.	74,830	643.8	175.5	809,430	713,379
Florence, S. C.	148,450	1,107.4	249.7	914,901	661,643

At last!

THE GREAT GILDERSLEEVE

on

TV





25,000 fan letters

hailed its TV sneak preview . . .

**now *The Great Gildersleeve Comedy Series*
is ready to sell for YOU!**

"The Great Gildersleeve," top-rated comedy favorite on radio for 13 years, is ready to open broad new sales opportunities for television advertisers. He's the same lovable, laughable Gildy—chortle and all—but with the tremendous added impact of television's visual values.

"The Great Gildersleeve" just can't miss as a syndicated TV film series. It's pre-tested!

With no advance warning, "The Great Gildersleeve" was sneak-previewed in a half-hour period on the NBC Television Network. Viewers were asked to send in their reactions. No incentives were offered. From this single exposure *more than 25,000 enthusiastic letters, many signed by every member of the family, clamored for Gildy as a regular TV attraction.* They looked forward to weekly visits with Gildy, nephew Leroy, niece Marjorie, housekeeper Birdie, druggist Peavey, barber Floyd, Mayor Terwilliger, and all the other popular favorites of "The Great Gildersleeve."

"The Great Gildersleeve" is a TV comedy series with *extra-special* values for advertisers:

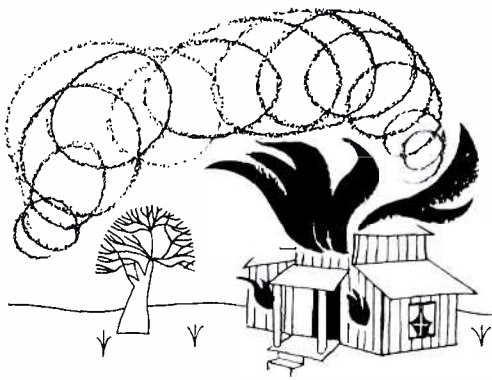
- a big-time, established, well-loved personality
- a wholesome approach that appeals to the whole family and will serve to cement community relations for the sponsor
- powerful backing by NBC Film Division's all-out merchandising
- a *pre-tested* capacity for attracting and holding audience

Act fast to make sure Gildersleeve cuts his comic capers in *your* behalf...first! Write, wire or phone now!

NBC FILM DIVISION

serving all sponsors
serving all stations

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill.
Sunset & Vine, Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St.,
Toronto; 1551 Bishop St., Montreal.



OELWEIN, IA. (INS)—JOHN SMITH SAVED ONLY HIS TELEVISION SET AS FIRE DESTROYED HIS FARM HOME NINE MILES NORTH. SMITH NOTICED THE BLAZE WHILE WORKING IN THE BARN. HE RUSHED INTO THE HOUSE AND CARRIED OUT HIS TV SET BUT WAS UNABLE TO RETURN FOR ANY OTHER POSSESSIONS.

In WMT-land, folks think highly of tv. And WMT. The 15 top once-a-week shows and the top 10 multi-weekly shows in our 26-county primary service area are on WMT-TV. We have more audience in our primary service area than all other stations combined during 87% of the telecasting week.

WMT-TV

Channel 2 100,000 watts

Mail address: Cedar Rapids
National Representatives:
The Katz Agency



	VHF TV Sets	Population (thousands)	Families (thousands)	E. B. I. (add 000)	Retail Sales (add 000)
Fort Dodge, Iowa	†17,290	337.0	102.5	502,691	368,159
Fort Myers, Fla.	15,890	113.7	34.7	140,158	118,049
Fort Smith, Ark.	†29,140	180.3	52.2	179,768	141,698
Fort Wayne, Ind.	†110,850	789.2	243.4	1,219,442	868,419
Fresno-Tulare, Cal.	†143,350	700.8	210.3	1,010,298	777,399

G

Galveston-Houston, Tex.	453,350	2,082.1	603.5	3,283,835	2,208,446
Grand Junction, Colo.	9,700	89.1	27.2	105,897	87,817
Grand Rapids, Mich.	410,260	1,588.4	476.0	2,327,274	1,734,173
Great Bend, Kans.	67,990	372.4	116.3	549,422	457,606
Great Falls, Mont.	18,460	205.1	66.1	371,049	254,778
Green Bay, Wisc.	196,950	910.0	258.3	1,278,776	975,002
Greensboro, N. C.	318,250	1,764.1	445.3	2,059,813	1,355,038
Greenville, N. C.	134,030	958.3	217.2	782,572	579,333
Greenville, S. C.	292,280	1,676.8	425.1	1,794,062	1,118,590

H

Hannibal, Mo.-Quincy, Ill.	145,510	593.1	193.4	752,238	591,687
Harlingen, Tex.	63,670	417.0	98.3	377,808	293,873
Harrisburg, Ill.	†26,030	203.0	66.8	220,498	146,926
Harrisburg, Pa.	†171,280	896.3	260.3	1,393,863	913,900
Harrisonburg, Va.	91,970	624.8	158.4	625,946	490,416
Hartford-New Britain, Conn.	†249,980	1,759.3	513.4	3,249,782	2,050,940
Henderson-Las Vegas, Nev.	21,540	81.8	25.9	164,120	97,761
Holyoke-Springfield, Mass.	†160,340	746.8	215.8	1,292,476	819,162
Honolulu, Hawaii	62,720	433.9	114.2	732,460	435,335
Houston-Galveston, Tex.	453,350	2,082.1	603.5	3,283,835	2,208,446
Huntington, W. Va.	386,370	2,207.3	564.5	2,361,794	1,544,238
Hutchinson-Wichita, Kans.	230,620	1,096.6	353.2	1,630,228	1,355,029

I

Idaho Falls, Idaho	34,170	186.0	50.2	241,068	214,636
Indianapolis, Ind.	589,320	2,249.2	697.0	3,678,314	2,434,414

J

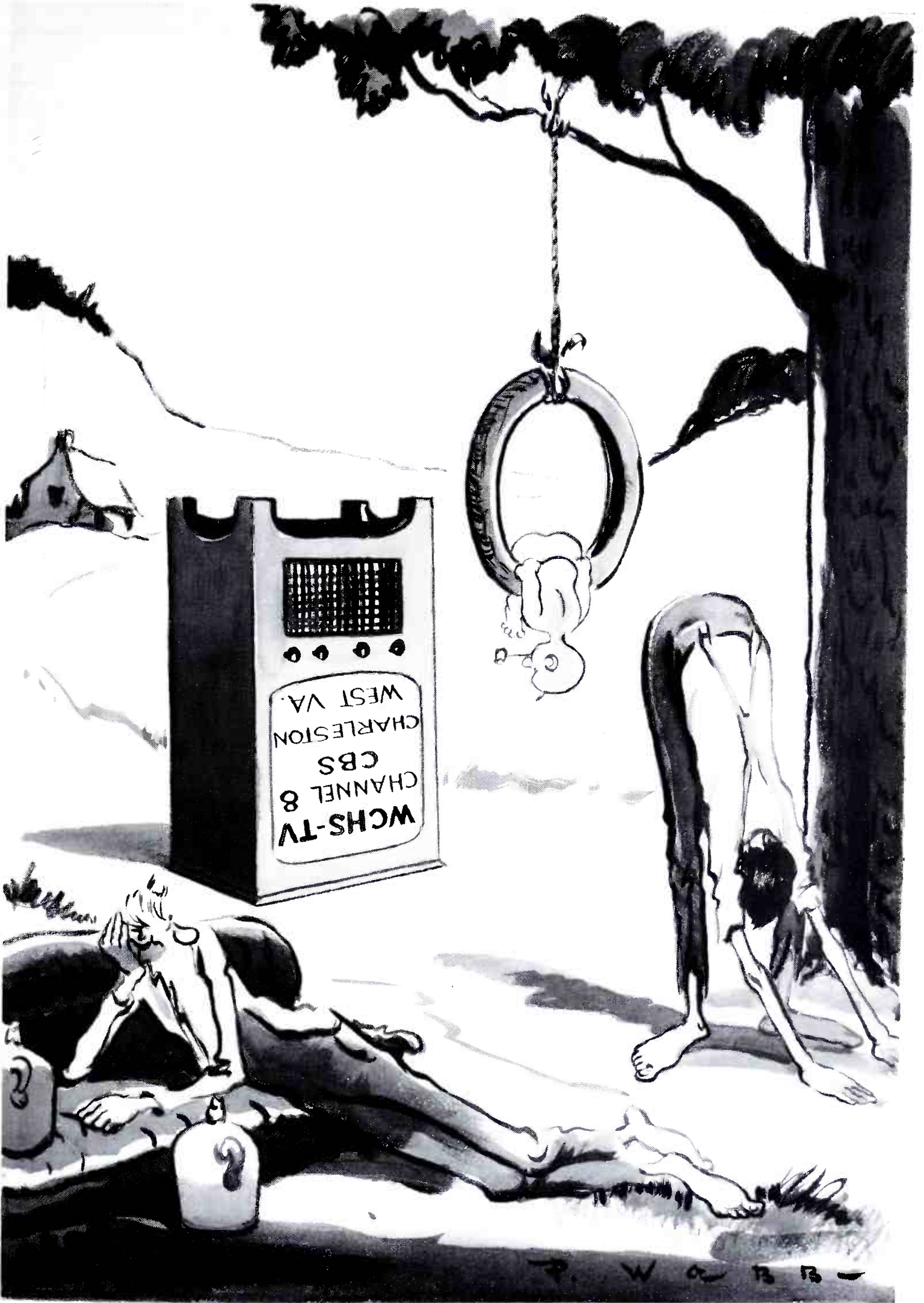
Jackson, Miss.	145,090	1,150.4	302.5	981,495	714,172
Jackson, Tenn.	80,010	571.6	154.0	469,856	324,203
Jacksonville, Fla.	285,410	2,002.7	546.9	2,186,318	1,640,778
Jefferson City, Mo.	73,500	407.4	124.1	443,122	366,509
Johnson City, Tenn.	182,870	1,399.2	338.9	1,242,640	840,004
Johnstown, Pa.	507,520	2,118.7	592.7	2,767,709	1,895,874
Joplin, Mo.	83,100	465.4	150.3	498,833	399,613

K

Kalamazoo, Mich.	574,850	2,206.0	664.3	3,473,408	2,495,278
Kansas City, Mo.	462,860	1,679.4	547.1	2,725,385	1,992,127
Kearney, Neb.	63,270	365.9	115.7	466,687	419,794
Knoxville, Tenn.	221,720	1,685.7	419.9	1,556,214	1,070,591

L

La Crosse, Wis.	61,720	431.9	123.4	514,273	427,178
Lafayette, Ind.	†49,110	246.0	75.2	390,082	252,612
Lafayette, La.	50,970	498.2	128.5	449,955	354,918
Lake Charles, La.	67,400	458.5	127.8	611,140	385,175
Lancaster, Pa.	646,570	2,625.2	747.0	3,986,275	2,626,215
Lansing, Mich.	381,540	1,536.9	445.6	2,460,710	1,748,957
Lawton, Okla.	50,240	236.9	69.7	279,580	210,034
Lewiston-Portland, Me.	173,680	693.2	201.5	966,711	716,514
Lexington, Ky.	†28,660	369.2	103.1	436,996	315,963
Lima, Ohio	†56,240	339.8	103.2	497,312	366,502
Lincoln, Neb.	136,540	606.9	191.3	821,141	662,715
Little Rock-Pine Bluff, Ark.	118,610	874.5	245.4	900,505	644,116
Longview, Tex.	†36,870	300.4	85.5	352,619	293,362
Los Angeles, Cal.	2,070,350	6,481.1	2,202.8	11,829,692	8,167,347
Louisville, Ky.	491,120	2,407.6	689.5	3,094,032	2,051,798
Lubbock, Tex.	77,380	386.9	106.7	655,225	453,296
Lynchburg, Va.	197,440	1,201.0	295.3	1,257,025	896,100



"You blinked just again, Jake. Lemme try a couple rounds now."

The CALIF.-ORE. TV TWINS

the *Smullin* TV Stations

KIEM CHANNEL 3
Eureka, Calif.

KBES CHANNEL 5
Medford, Ore.

two markets • one billing

MARKET FACTS

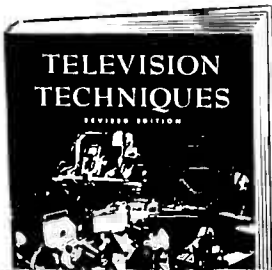
POPULATION	316,413
FAMILIES	104,684
RETAIL SALES	\$420,528,000
CONSUMER SPENDABLE INCOME	\$467,743,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."



for CALIF.-ORE. TV TWINS
call Don Telford, Mgr.

or ask **HOAG-BLAIR** national
representatives



Newly
revised
and
up-to-
date!

Television Techniques

Revised
Edition

By HOYLAND BETTINGER
Revised by SOL CORNBERG

This complete guide to good showmanship in TV practice, long the leading volume in the field, has now been revised and brought up to date to cover the latest developments in the medium, including color. From the rough script outline to the finished program, every phase of television production is discussed, in a book that will appeal to beginner and expert alike. *Abundantly illustrated.*

\$5.00 at all bookstores

HARPER & BROTHERS
49 East 33rd St., N. Y. 16

VHF TV Sets	Population (thousands)	Families (thousands)	E. B. I. (odd 000)	Retail Sales (odd 000)
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M

Macon, Ga.	97,220	612.7	155.5	559,473	358,737
Madison, Wis.	†99,940	618.2	180.7	986,019	715,836
Manchester, N. H.	230,560	895.0	263.1	1,340,544	913,664
Marinette, Wis.	137,570	620.6	176.2	834,251	648,387
Mason City, Iowa	96,870	490.6	146.2	684,231	551,770
Medford, Ore.	28,500	259.0	83.0	396,237	306,681
Memphis, Tenn.	366,660	2,195.2	590.7	2,119,271	1,578,127
Meridian, Miss.	61,630	511.5	130.4	367,031	269,772
Miami, Fla.	296,970	1,185.2	362.8	1,901,889	1,477,290
Midland, Tex.	41,170	220.1	62.6	418,663	237,816
Milwaukee, Wis.	625,510	2,394.4	703.5	4,371,901	2,849,390
Minneapolis-St. Paul, Minn.	577,690	2,609.6	755.5	3,792,175	3,024,529
Minot, N. D.	13,970	121.4	33.0	167,756	135,575
Missoula, Mont.	11,100	116.4	38.0	163,339	122,861
Mobile, Ala.	139,340	787.2	210.1	887,679	609,287
Monroe, La.	91,860	602.0	160.9	569,262	384,244
Montgomery, Ala.	105,550	826.4	208.4	721,177	455,735
Montpelier, Vt.	123,700	603.8	167.5	752,276	617,184
Muncie, Ind.	†87,890	503.7	156.2	800,053	519,564
Muskogee, Okla.	204,660	914.5	271.2	1,132,735	806,617

N

Nashville, Tenn.	271,340	1,552.8	426.0	1,596,171	1,117,999
New Haven, Conn.	853,670	3,196.0	926.4	5,945,656	3,687,674
New Orleans, La.	347,340	1,746.0	483.7	2,227,004	1,489,107
New York, N. Y.	4,631,920	16,001.4	4,878.5	31,311,802	19,203,045
Norfolk-Newport News, Va.	279,540	1,367.2	346.9	1,622,870	1,074,791

O

Oak Hill, W. Va.	Data incomplete				
Oklahoma City, Okla.	287,060	1,210.5	366.5	1,585,990	1,128,753
Omaha, Neb.	278,460	1,047.6	323.4	1,588,334	1,206,741
Orlando, Fla.	88,710	580.9	174.4	688,983	515,870

P

Panama City, Fla.	17,120	172.0	44.2	146,870	96,527
Parkersburg, W. Va.	†31,960	269.9	77.7	293,337	207,784
Pensacola, Fla.	137,500	754.0	200.5	872,397	561,376
Peoria, Ill.	†159,460	697.9	218.9	1,141,691	765,185
Philadelphia, Pa.	1,783,520	6,507.2	1,880.1	11,541,529	7,380,550
Phoenix, Ariz.	134,840	554.5	159.1	790,416	581,661
Pittsburg, Kan.	103,650	560.3	182.5	612,723	486,334
Pittsburgh, Pa.	1,009,550	4,022.9	1,165.7	6,397,113	4,157,009
Plattsburg, N. Y.	97,800	452.5	123.6	554,019	463,988
Poland Spring, Me.	220,060	947.1	272.5	1,300,133	973,870
Portland, Ore.	306,890	1,449.9	473.3	2,322,938	1,712,433
Poughkeepsie, N. Y.	†34,250	536.9	158.9	798,572	650,428
Providence, R. I.	749,420	2,773.6	815.6	4,463,133	2,811,849

R

Raleigh, N. C.	†95,520	918.0	217.1	1,025,006	661,570
Rapid City, S. D.	Data incomplete				
Reading, Pa.	†156,110	1,628.2	468.8	2,641,567	1,713,348
Reno, Nev.	20,760	83.0	26.8	169,703	126,469
Richmond, Va.	199,580	1,037.7	258.5	1,211,257	870,692
Roanoke, Va.	287,250	1,763.7	432.1	1,834,194	1,237,663
Rochester, Minn.	86,910	469.6	132.7	576,779	496,083
Rochester, N. Y.	289,080	1,062.7	319.8	1,664,243	1,191,279
Rockford, Ill.	274,020	1,153.0	349.0	1,987,543	1,425,900
Rome, Ga.	139,930	747.3	195.0	734,480	462,751
Roswell, N. M.	23,140	174.5	48.6	280,153	190,716

S

Sacramento, Cal.	347,330	1,622.0	497.4	2,683,475	1,697,509
Saint Joseph, Mo.	141,040	564.8	181.6	807,182	543,011
Saint Louis, Mo.	748,470	3,006.5	933.1	4,801,543	3,121,272
Saint Petersburg- Tampa, Fla.	163,330	922.4	284.1	1,151,362	893,951
Salinas-Monterey, Cal.	105,770	473.1	147.6	786,790	520,393
Salisbury, Md.	†50,130	229.4	68.4	237,689	304,308

	VHF TV Sets	Population (thousands)	Families (thousands)	E.B.I. (add 000)	Retail Sales (add 000)
Salt Lake City, Utah	166,150	787.8	218.1	1,111,247	816,666
San Angelo, Tex.	23,760	132.6	38.2	196,485	139,227
San Antonio, Tex.	218,400	1,195.0	310.7	1,467,105	1,127,007
San Diego, Cal.	311,300	974.4	317.7	1,690,415	1,070,754
San Francisco, Cal.	1,114,660	4,290.0	1,386.3	8,176,016	5,050,810
San Luis Obispo, Cal.	90,610	409.6	125.4	680,654	465,417
Santa Barbara, Cal.	122,780	531.3	162.6	894,730	616,320
Savannah, Ga.	61,430	387.3	102.9	395,503	288,865
Scranton-Wilkes Barre, Pa.	†242,900	1,280.0	366.6	1,703,468	1,171,075
Seattle-Tacoma, Wash.	423,610	1,629.3	535.1	2,935,722	1,810,778
Sedalia, Mo.	36,240	186.2	60.3	217,779	161,431
Shreveport, La.	82,680	454.9	126.4	547,342	385,177
Sioux City, Iowa	152,850	631.1	190.3	900,183	735,685
Sioux Falls, S. D.	112,460	657.3	191.6	898,651	753,998
South Bend-Elkhart, Ind.	†152,850	830.9	253.9	1,353,518	937,937
Spokane, Wash.	140,280	791.7	247.5	1,326,486	897,393
Springfield, Ill.	†62,880	357.9	112.8	554,832	424,140
Springfield, Mo.	99,150	512.7	164.9	533,003	441,117
Steubenville, Ohio	339,300	1,376.3	395.5	1,981,783	1,220,367
Stockton, Cal.	1,141,290	4,440.5	1,435.6	8,374,511	5,209,264
Syracuse, N. Y.	371,530	1,388.1	410.6	2,013,576	1,526,147

T					
Temple-Waco, Tex.	102,240	557.4	158.7	647,048	495,107
Terre Haute, Ind.	189,080	798.0	251.1	1,130,072	777,136
Texarkana, Tex.	154,980	1,227.2	262.9	1,007,795	768,755
Toledo, Ohio	124,680	598.9	186.1	905,784	512,575
Topeka, Kan.	353,010	1,326.5	398.7	2,250,609	1,513,611
Traverse City, Mich.	25,370	168.5	49.1	169,330	161,729
Tucson, Ariz.	40,100	270.8	77.1	399,810	273,663

	VHF TV Sets	Population (thousands)	Families (thousands)	E.B.I. (add 000)	Retail Sales (add 000)
Tulsa, Okla.	273,950	1,275.8	386.6	1,591,500	1,172,395
Tyler, Tex.	66,120	480.6	138.0	524,012	422,806

U					
Utica-Rome, N. Y.	195,330	772.3	233.0	1,079,088	858,279

V					
Valley City, N. D.	74,730	624.2	167.7	803,217	681,340

W					
Washington, D. C.	603,070	2,391.0	658.7	4,422,001	2,596,096
Waterbury, Conn.	†95,240	723.7	212.5	1,417,480	876,346
Waterloo, Iowa	202,150	892.4	269.9	1,299,553	1,028,427
Wausau, Wis.	56,980	411.1	114.6	495,945	420,552
West Palm Beach, Fla.	82,660	378.8	116.2	511,563	446,803
Wheeling, W. Va.	301,840	1,336.3	384.1	1,868,309	1,168,997
Wichita Falls, Tex.	101,180	486.6	140.1	669,329	479,727
Wilmington, Del.	193,670	707.4	200.8	1,326,390	750,718
Wilmington, N. C.	75,820	741.7	166.8	661,307	444,170
Winston-Salem, N. C.	243,010	1,291.7	332.2	1,495,744	990,372
Worcester, Mass.	†96,880	1,047.8	303.1	1,676,817	1,050,778

Y					
Yakima, Wash.	†41,230	330.1	101.8	511,318	366,642
York, Pa.	†89,250	427.1	125.7	704,882	459,898
Youngstown, Ohio	†163,560	1,194.1	344.1	2,021,832	1,258,495
Yuma, Ariz.	18,870	108.1	29.4	157,624	148,759

Z					
Zanesville, Ohio	†44,950	307.0	77.3	411,064	272,265

TELEVISION MAGAZINE's circulation and coverage data point up the need for a new marketing concept based on the fact that TV coverage extends far beyond the limits of standard metropolitan areas. The concept of TV coverage departs drastically from traditional concepts of retail trading zones or standard metropolitan county areas.

The difference can be striking, not only in the small markets, but in major metropolitan areas. For example, the coverage of the Detroit TV stations includes more than half a million TV homes outside of Detroit proper. These represent more than \$3,000,000,000 in buying power.

The extent of the difference between TV markets and standard metropolitan county areas is graphically illustrated in the comparisons (right) worked out by TELEVISION MAGAZINE's Research Department.

Television Markets vs. Standard Markets

	Families		Retail Sales		Effective Buying Income	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Albany-Schenectady-Troy, N. Y.	537,100	170,000	2,060,423,000	706,518,000	2,693,972,000	950,856,000
Amarillo, Tex.	101,600	35,600	424,142,000	164,202,000	613,923,000	222,600,000
Asheville, N. C.	572,600	34,900	1,487,040,000	111,825,000	2,342,734,000	160,154,000
Bangor, Me.	108,700	29,200	357,512,000	120,602,000	475,291,000	144,422,000
Binghamton, N. Y.	499,500	58,100	1,756,147,000	222,151,000	2,372,957,000	325,811,000
Birmingham, Ala.	491,400	171,700	1,282,960,000	583,146,000	1,944,419,000	868,037,000
Burlington-Montpelier, Vt.	167,500	17,900	617,184,000	76,954,000	752,276,000	91,589,000
Cedar Rapids, Ia.	290,800	35,400	1,105,132,000	165,963,000	1,405,283,000	192,525,000
Charlotte, N. C.	705,000	58,900	1,977,766,000	238,809,000	3,057,461,000	361,729,000
Cleveland, Ohio	1,275,900	473,700	4,949,940,000	2,007,787,000	7,873,636,000	3,321,895,000
Dayton, Ohio	506,600	151,000	1,885,735,000	596,922,000	2,751,045,000	999,947,000
Detroit, Mich.	1,506,800	975,200	6,393,150,000	4,307,783,000	9,656,389,000	6,624,661,000
Durham, N. C.	437,900	28,500	1,363,066,000	109,865,000	1,963,777,000	156,147,000
Grand Rapids, Mich.	476,000	97,500	1,734,173,000	396,089,000	2,327,274,000	544,406,000
Johnstown, Pa.	592,700	78,500	1,895,874,000	249,522,000	2,767,709,000	365,335,000
Kansas City, Mo.	614,200	301,000	1,992,127,000	1,293,829,000	2,725,385,000	1,712,905,000
Knoxville, Tenn.	419,900	95,800	1,070,591,000	321,607,000	1,556,214,000	463,385,000
Lansing, Mich.	445,600	57,900	1,748,957,000	261,175,000	2,460,710,000	371,572,000
Memphis, Tenn.	590,700	149,500	1,578,127,000	619,118,000	2,119,271,000	814,568,000
Mobile, Ala.	366,500	117,600	1,128,753,000	422,377,000	1,585,990,000	601,582,000
Oklahoma City, Okla.	1,165,700	649,600	4,157,009,000	2,518,905,000	6,397,113,000	3,823,412,000
Pittsburgh, Pa.	432,200	39,500	1,237,663,000	166,411,000	1,834,194,000	223,125,000
Roanoke, Va.	933,100	561,700	3,121,272,000	1,979,667,000	4,801,543,000	3,274,240,000
St. Louis, Mo.	191,600	23,200	753,998,000	104,772,000	898,651,000	135,254,000
Sioux Falls, S. D.	386,600	88,400	1,172,395,000	356,893,000	1,591,500,000	497,964,000
Tulsa, Okla.	138,000	22,100	422,806,000	80,478,000	524,012,000	99,301,000
Tyler, Tex.						



In station representation it's salesmanship that counts

Our whole concept of TV representation is based upon SALESMANSHIP. That's the only commodity we have to sell and every function of our business is designed to improve and to better this commodity, including an incentive compensation plan for our men.

We have found the one thing a smart buyer wants is FACTS. And our men have an added personal interest in giving the greatest possible amount of factual information in the least possible time.

The result of Blair incentive-backed factual salesmanship is that in market after market the Blair-TV represented station leads in national spot business.

Our record of performance on these fine television stations is open to your inspection at any time.

STATION	MARKET
WTVR	—Richmond, Va.
WDSU-TV	—New Orleans, La.
WOW-TV	—Omaha, Neb.
WBNS-TV	—Columbus, Ohio
KING-TV	—Seattle, Wash.
KTTV	—Los Angeles, Cal.
WBKB	—Chicago, Ill.
WXYZ-TV	—Detroit, Mich.
WGBI-TV	—Scranton-Wilkes-Barre, Pa.
WHBQ-TV	—Memphis, Tenn.
WDBO-TV	—Orlando, Fla.
WABT	—Birmingham, Ala.
KOVR	—San Francisco-Stockton, Cal.
KTRK-TV	—Houston, Texas
WFIL-TV	—Philadelphia, Pa.
KVOO-TV	—Tulsa, Okla.
WFLA-TV	—Tampa-St. Petersburg, Fla.
WPRO-TV	—Providence, R.I.

*TELEVISION'S FIRST
EXCLUSIVE NATIONAL
REPRESENTATIVE*



New York • Chicago • Detroit
San Francisco • Boston • Dallas • St. L.
Jacksonville • Los Angeles • Seat

county-
by-county
circulation...
market data
for
246 markets



TELEVISION MARKETS



Essential to the advertiser are the statistical tools which enable him to evaluate his television advertising in terms of specific market coverage.

The concept of television markets in terms of "cream markets" or of population within retail trading zones is no longer realistic. In many cases, TV markets cover more than one metropolitan area.

The county-by-county breakdowns for each TV market presented on the following pages are most significant to the advertiser, who must correlate his distribution and sales patterns with his television advertising.

TELEVISION MAGAZINE's annual Market Book is the only independent source for circulation, population, sales, and income data correlated with the full coverage area of every TV market, county by county.

The data presented here represent the total number of television homes which can be reached in every television market of the country. If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it (as are population, sales, and income figures).

The estimates in this market section cannot be compared with network circulation, which is based on unduplicated coverage. To get the coverage of a specific lineup of stations on an unduplicated basis, use these figures in conjunction with the U. S. homes by county section.

Market data, Sales Management "Survey of Buying Power," as of January, 1955. TV set count, TELEVISION MAGAZINE, as of August, 1955. All circulation totals are VHF, except where preceded by a dagger (†).

first in Texas for auto sales*

Houston — NO!

Dallas — GUESS AGAIN!

It's ABILENE right in the heart of Texas

It's covered by only one station and that's KRBC-TV.

All the Networks.

Interconnected September 15, 1955.

Your Texas buy isn't complete without Abilene.

For availabilities that can deliver this captive market for you,

contact: John E. Pearson Television, Inc.

krbc-tv CHANNEL **9**

John Kelly, Station Manager

NBC · ABC · CBS · DUMONT

**In fact Abilene is first in the entire nation for per capita auto sales.*

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ABILENE, TEXAS					
Texas:					
Brown	4,890	28.2	8.8	\$35,520	\$26,476
Callahan	1,580	8.5	2.5	8,950	5,001
Coke (50%)	190	2.1	.6	3,280	1,469
Coleman	3,090	13.2	4.1	14,269	13,346
Eastland	4,260	22.1	7.3	27,446	26,662
Fisher	1,510	10.0	2.7	11,912	7,106
Haskell	2,600	13.4	3.7	16,368	9,751
Jones	5,150	21.7	6.6	28,503	23,959
Mitchell	1,810	14.9	4.2	22,166	12,370
Nolan	4,590	20.8	6.2	33,166	24,975
Runnels	3,290	16.2	4.7	21,325	14,715
Scurry	3,930	30.1	8.5	54,622	31,732
Shackelford	610	4.4	1.2	6,035	4,495
Stephens	1,200	9.9	3.1	14,995	13,026
Stonewall	530	3.6	.9	5,890	1,952
Taylor	18,190	71.8	20.9	116,199	96,399
Throckmorton (50%)	350	1.8	.5	2,319	1,392
Total	57,770	292.7	86.5	\$422,965	\$314,826

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ADA, OKLAHOMA					
Oklahoma:					
Atoka	1,360	13.0	3.4	\$ 8,591	\$ 6,280
Bryan	2,720	26.5	7.7	21,181	19,622
Carter	6,410	39.8	12.4	48,948	40,262
Cleveland	8,590	44.9	11.3	56,225	26,927
Coal	1,140	7.0	1.7	4,385	3,065
Creek (50%)	5,310	20.2	6.2	22,287	16,291
Garvin	6,120	29.6	8.5	30,642	23,333
Hughes	2,720	18.7	5.4	15,856	12,361
Johnston	980	9.9	2.6	6,542	3,378
Lincoln	4,210	20.5	6.2	18,687	16,797
McClain	2,770	13.6	3.9	12,094	8,525
McIntosh	2,520	16.3	4.2	9,755	8,181
Marshall	1,280	7.3	2.2	7,616	4,523
Murray	2,860	10.2	3.1	10,830	8,606
Okfuskee	2,590	15.3	4.2	11,436	8,086
Okmulgee	8,140	43.1	12.8	46,145	32,188
Pittsburgh	6,450	39.1	11.1	34,290	34,376
Pontotoc	6,850	28.8	8.6	33,347	29,104
Pottawatomie	7,130	42.8	12.8	45,593	39,485
Seminole	6,250	36.6	10.3	40,375	28,956
Total	86,400	483.2	138.6	\$484,825	\$370,346

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ADAMS-PITTSFIELD, MASSACHUSETTS					
Connecticut:					
Litchfield (50%)	UHF	53.8	16.2	\$92,518	\$ 59,870
Massachusetts:					
Berkshire	NA on a county basis	137.6	41.3	214,710	152,162
Franklin	circulation	55.0	17.2	79,005	59,157
Hampden (50%)	NA on a county basis	196.9	57.9	332,445	228,991
Hampshire	circulation	93.3	24.6	138,770	73,030
New York:					
Albany		249.9	79.3	439,720	369,993
Columbia		44.6	13.8	60,238	42,583
Greene		29.0	8.9	31,930	36,778
Rensselaer		138.3	42.0	222,270	149,036
Saratoga		79.9	24.0	115,777	76,436
Schenectady		153.5	48.7	288,866	187,489
Washington		47.2	13.7	54,502	38,841
Vermont:					
Bennington		24.6	7.5	34,527	25,895
Rutland		45.2	13.0	57,351	54,258
Windham		28.5	8.3	38,850	32,419
Total	††	1,377.3	416.4	\$2,201,479	\$1,586,938

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
AKRON, OHIO					
Ohio:					
Medina	UHF	44.4	13.4	\$70,892	\$ 49,706
Portage	circulation	70.7	19.7	111,347	75,169
Stark	NA on a county basis	307.6	90.3	524,369	333,731
Summit	circulation	446.1	133.8	829,353	522,612
Wayne	circulation	63.3	17.8	92,344	75,308
Total	†	†1,600	932.1	\$1,628,305	\$1,056,526

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ALBANY, GEORGIA					
Georgia:					
Baker	50	5.6	1.1	\$ 2,896	\$ 869
Ben Hill	1,390	14.8	4.0	12,359	12,710
Berrien	1,030	13.5	3.2	9,971	6,221
Brooks	1,380	17.1	3.9	11,268	7,208
Calhoun	650	8.4	2.2	5,660	2,436
Clay	570	5.4	1.4	3,513	2,384
Colquitt	2,470	35.8	9.1	31,846	24,762
Cook	570	12.0	3.1	8,646	5,630
Crisp	2,840	17.5	4.8	14,596	14,868
Decatur	1,120	23.9	6.4	20,217	11,993
Dooly	1,800	13.4	3.3	8,156	5,089
Dougherty	6,700	52.3	14.5	67,678	57,004
Early	450	17.0	4.2	11,408	7,604
Grady	570	18.8	4.8	13,851	8,845
Irwin	710	11.3	2.5	7,708	3,915
Lee	1,060	6.2	1.4	3,437	938
Lowndes	4,270	42.3	11.4	42,628	38,476
Macon (50%)	790	6.8	1.7	4,407	3,209
Marion (50%)	240	3.3	.7	1,675	879
Miller	490	8.7	2.2	5,877	3,207
Mitchell	1,270	22.4	5.4	15,899	11,414
Pulaski (50%)	640	4.2	1.1	3,241	2,900
Quitman	210	3.0	.8	1,687	477
Randolph	1,370	12.6	3.1	8,888	6,275
Schley	210	3.6	.8	2,380	1,133
Seminole	650	7.9	1.9	5,859	5,038
Stewart	680	8.8	2.2	5,258	3,412
Sumter	3,680	23.6	6.3	20,909	16,678
Terrell	2,230	13.4	3.2	9,334	7,097
Thomas	1,670	34.5	9.3	31,829	23,146
Tift	2,710	24.4	6.3	22,143	19,491
Turner	870	10.6	2.5	7,999	5,061
Webster	230	4.3	.8	2,002	407
Wilcox	1,770	9.2	2.4	5,989	2,526
Worth	1,370	18.7	4.4	11,995	5,755
Total	48,710	535.3	136.4	\$443,209	\$329,057

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
ALBANY-SCHENECTADY-TROY, NEW YORK						
Massachusetts:						
Berkshire		39,330	137.6	41.3	\$214,710	\$152,162
Franklin		11,660	55.0	17.2	79,005	59,157
Hampshire		17,670	93.3	24.6	138,770	73,030
New Hampshire:						
Cheshire		7,800	37.4	11.2	48,646	33,950
Sullivan		7,220	25.4	7.7	33,492	30,698
New York:						
Albany		74,030	249.9	79.3	439,720	369,993
Columbia		13,110	44.6	13.8	60,238	42,583
Delaware		9,080	45.7	13.7	55,748	51,953
Dutchess		31,450	139.9	37.0	215,346	175,852
Fulton		13,590	52.4	17.4	75,919	57,662
Greene		7,480	29.0	8.9	31,930	36,778
Hamilton (50%)		640	2.1	.7	2,338	2,042
Herkimer (50%)		8,570	31.1	9.6	41,225	31,414
Montgomery		15,350	60.6	18.9	100,537	71,689
Otsego		14,320	53.0	16.6	69,023	60,826
Rensselaer		39,460	138.3	42.0	222,270	149,036
Saratoga		21,550	79.9	24.0	115,777	76,436
Schenectady		45,740	153.5	48.7	288,866	187,489
Schoharie		6,320	23.8	7.1	29,823	25,414
Ulster		25,260	95.7	30.0	131,287	111,033
Warren		12,300	40.6	12.6	55,622	67,240
Washington		10,890	47.2	13.7	54,502	38,841
Vermont:						
Bennington		5,070	24.6	7.5	34,527	25,895
Rutland		9,060	45.2	13.0	57,351	54,258
Windham		2,580	28.5	8.3	38,850	32,419
Windsor		5,590	41.7	12.3	58,450	42,573
Total	455,120	1,776.0	537.1	\$2,693,972	\$2,060,423	

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
ALBUQUERQUE, NEW MEXICO						
New Mexico:						
Bernalillo		40,440	185.8	52.1	\$303,777	\$189,230
Catron		140	3.2	.7	2,724	1,309

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ALBUQUERQUE Continued					
Guadalupe	960	6.6	1.5	5,123	5,626
Lincoln	700	7.1	1.8	7,658	5,062
Los Alamos	1,550	13.9	3.7	30,609	5,725
McKinley	450	31.4	6.6	25,439	22,531
Mora	100	8.0	2.1	4,691	1,776
Ria Arriba	1,390	25.3	5.9	15,784	7,106
Sandoval	770	11.9	2.4	6,144	2,381
San Juan	250	24.7	5.8	17,781	35,617
San Miguel	950	27.1	6.2	20,086	14,078
Santa Fe	4,850	41.2	10.6	57,547	36,357
Socorro	840	10.0	2.5	8,356	5,021
Taos	570	17.4	3.7	10,336	6,053
Torrance	770	7.6	1.8	6,283	4,543
Valencia	3,630	24.8	5.4	18,609	12,916
Total	58,360	446.0	112.8	\$540,947	\$355,331

ALEXANDRIA, LOUISIANA

Louisiana:					
Allen	2,670	19.8	5.4	\$ 18,450	\$ 15,458
Avoyelles	5,460	38.7	10.5	29,353	14,573
Caldwell	1,280	10.2	2.7	8,502	3,703
Catahoula	1,040	11.4	2.9	8,229	5,030
Concordia	2,020	14.4	3.9	11,258	5,444
Evangeline	3,190	33.2	8.9	25,007	11,686
La Salle	2,120	13.6	3.8	13,221	8,339
Natchitoches	3,700	38.0	9.6	27,981	24,179
Pointe Coupee (50%)	960	10.8	2.7	8,102	4,838
Rapides	20,820	103.8	28.0	113,231	69,092
St. Landry	7,370	84.3	20.2	64,598	73,563
Vernon	1,760	21.0	6.0	16,099	11,354
Winn	2,360	16.3	4.5	13,909	6,628
Mississippi:					
Adams	3,040	34.0	9.5	43,189	31,037
Total	57,790	449.5	118.6	\$401,129	\$284,924

ALTOONA, PENNSYLVANIA

Maryland:					
Allegany	15,760	93.3	26.8	\$105,491	\$ 72,602
Washington	21,710	84.6	24.1	109,460	77,438
Pennsylvania:					
Adams (33%)	2,880	15.1	4.2	18,471	14,316
Armstrong	21,270	81.7	23.2	109,805	67,526
Bedford	10,450	40.1	11.1	38,355	29,183
Blair	36,980	138.0	40.5	186,710	132,681
Cambria	51,890	210.1	56.1	278,065	182,471
Cameron	1,320	7.0	1.9	11,161	7,598
Centre	15,250	67.8	17.0	90,475	55,689
Clarion	9,150	37.9	10.5	41,378	36,164
Clearfield	21,770	83.3	23.4	98,298	74,342
Clinton	7,420	37.1	10.6	49,163	32,394
Cumberland (50%)	10,010	51.6	15.1	83,292	47,346
Elk	4,180	34.9	9.6	46,432	24,626
Franklin	17,840	78.7	22.4	101,687	78,493
Fulton	1,810	10.3	2.8	8,296	5,267
Huntingdon	8,860	40.4	11.2	43,789	29,085
Indiana	13,580	75.8	20.9	88,598	65,818
Jefferson	12,190	47.9	14.0	58,318	41,842
Juniata	1,860	15.0	4.3	15,243	12,313
Lycoming	13,980	103.9	31.4	151,335	106,273
Mifflin	9,690	43.6	12.5	55,337	40,318
Perry	3,320	25.3	7.2	29,982	18,409
Potter (25%)	700	4.1	1.2	4,649	3,864
Snyder	3,510	23.6	6.3	23,939	14,843
Somerset	15,310	81.0	22.4	87,270	67,051
Union	2,550	24.3	5.9	27,344	15,240
Westmoreland (50%)	42,090	319.7	89.9	459,737	308,913
West Virginia:					
Berkeley	6,630	29.3	8.3	36,847	24,535
Morgan	840	7.9	2.3	6,895	3,729
Total	384,800	1,913.3	537.1	\$2,465,822	\$1,690,369

AMARILLO, TEXAS

New Mexico:					
Curry	2,120	27.0	8.1	\$ 41,835	\$ 32,619
Quay	980	15.1	4.3	19,332	15,462
Texas:					
Armstrong	220	2.0	.6	3,375	1,329

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Briscoe	490	3.7	.9	7,150	3,17
Carson	620	6.7	1.9	12,277	6,45
Castro	780	5.7	1.6	12,440	4,89
Collingsworth	790	8.6	2.3	10,604	8,92
Dallam	2,280	7.9	2.4	14,079	12,78
Deaf Smith	1,410	11.0	3.1	18,696	14,77
Donley	890	5.7	1.6	7,465	5,82
Gray	4,790	24.8	7.6	44,182	36,03
Hall	870	10.7	2.9	13,319	12,42
Hansford	1,330	4.6	1.2	9,030	6,28
Hartley	290	1.7	.5	3,720	49
Hemphill	520	4.3	1.3	6,152	4,73
Hutchinson	11,280	39.9	11.4	77,838	40,41
Moore	5,920	22.1	6.0	37,896	18,19
Oldham	320	1.7	.4	3,063	1,54
Parmer	680	6.1	1.8	11,136	5,48
Potter	29,070	94.6	29.7	179,753	152,16
Randall	4,670	20.1	5.9	42,847	12,04
Roberts	230	1.0	.3	1,743	78
Sherman	660	2.5	.7	6,895	4,90
Swisher	1,240	8.9	2.5	17,355	10,61
Wheeler	980	9.6	2.6	11,741	11,78
Total	73,430	346.0	101.6	\$613,923	\$424,14

AMES, IOWA

Iowa:					
Adair	2,810	11.6	3.8	\$13,723	\$ 9,50
Audubon (50%)	1,420	5.8	1.7	6,679	6,75
Boone	6,310	26.9	8.2	39,453	23,25
Butler	3,370	17.2	5.3	20,808	18,89
Calhoun	2,440	16.6	5.2	22,304	15,94
Carroll	4,800	22.6	6.4	34,866	31,10
Clarke	1,230	9.1	3.0	11,845	8,54
Dallas	6,530	23.0	7.6	34,956	26,12
Franklin	4,320	16.1	5.0	25,423	16,32
Greene	3,830	15.0	4.7	19,566	15,96
Grundy	3,110	13.4	4.2	19,333	13,33
Guthrie	4,090	14.3	4.4	15,546	12,14
Hamilton	5,620	19.4	6.2	30,218	20,69
Hardin	6,830	21.9	7.3	33,598	30,73
Humboldt	1,640	12.8	3.9	19,935	14,16
Jasper	7,800	32.0	10.0	48,445	34,00
Lucas	1,490	11.3	3.7	12,559	12,14
Madison	3,140	12.5	4.1	14,839	11,92
Mahaska	4,690	23.9	7.8	31,796	26,77
Marion	6,850	25.1	7.5	28,796	19,83
Marshall	8,120	35.4	11.0	56,307	45,87
Monroe	1,920	10.8	3.2	11,168	8,14
Pocahontas (50%)	1,190	7.5	2.2	11,274	7,50
Polk	69,390	236.8	76.7	437,646	337,27
Poweshiek	3,310	19.3	5.6	25,264	20,07
Story	12,050	46.0	13.1	70,582	44,64
Tama	6,000	21.2	6.8	27,669	23,67
Union	3,770	15.8	5.2	19,955	15,82
Warren	4,230	17.4	5.3	20,983	12,72
Webster	12,270	44.9	13.7	67,410	59,32
Wright	4,970	19.7	6.2	29,700	21,15
Total	209,540	825.3	259.0	\$1,262,646	\$964,40

ANDERSON, SOUTH CAROLINA

Georgia:					
Elbert	UHF	17.9	4.6	\$15,207	\$ 9,73
Franklin	circulation	13.5	3.4	8,869	7,13
Hart	NA on a	13.9	3.4	9,970	5,06
Lincoln (50%)	county basis	3.0	.7	2,105	1,53
Madison		11.5	2.8	7,804	2,27
Oglethorpe (50%)		4.6	1.2	3,006	92
Stephens		18.0	4.7	18,224	12,66
Wilkes (50%)		5.9	1.5	4,020	3,34
South Carolina:					
Abbeville		22.3	5.6	21,933	11,46
Anderson		90.8	23.9	103,398	65,44
Greenville		181.8	50.0	269,835	174,22
Greenwood		41.4	11.0	56,802	38,15
Laurens		47.9	11.7	53,136	26,47
McCormick		9.3	2.1	6,194	3,32
Oconee		39.7	9.4	35,264	20,28
Pickens		40.3	10.3	42,702	21,14
Spartanburg (50%)		78.3	20.5	96,449	65,14
Total		†83,460	640.1	\$754,918	\$468,31

Des Moines plus this

BONUS:

50 rich, Central Iowa counties

12 Major Iowa cities



WOI-TV

AMES - DES MOINES

MAXIMUM POWER

ESTABLISHED 1950

ABC FOR CENTRAL IOWA

REPRESENTED BY WEED TELEVISION

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
ANN ARBOR, MICHIGAN						
Michigan:						
Jackson	UHF	11.9	3.5	\$18,407	\$13,802	
Lenawee (75%)	circulation	54.3	16.1	80,166	58,349	
Livingston (50%)	NA on a	15.1	4.5	21,681	15,462	
Monroe (25%)	county basis	21.7	6.2	32,154	19,877	
Oakland (25%)		124.1	35.4	231,624	134,295	
Washtenaw		151.6	40.4	252,749	161,219	
Total		†21,480	378.7	106.1	\$636,781	\$403,004

ASHEVILLE, NORTH CAROLINA

Georgia:						
Banks		670	6.3	1.6	\$ 3,365	\$ 632
Clarke		5,810	40.2	10.7	52,555	39,748
Elbert (50%)		1,620	9.0	2.3	7,604	4,865
Franklin		2,440	13.5	3.4	8,869	7,138
Habersham		2,150	17.2	4.3	14,195	9,786
Hart		2,080	13.9	3.4	9,970	5,064
Lincoln		1,070	6.0	1.3	4,209	3,076
Oconee		770	7.0	1.6	4,463	1,102
Oglethorpe		1,140	9.2	2.3	6,011	1,848
Rabun		1,010	7.4	1.7	4,929	3,690
Stephens		2,940	18.0	4.7	18,224	12,660
Towns		560	4.5	1.0	2,495	1,198
White		640	5.9	1.4	3,137	2,048
Wilkes		2,060	11.7	2.9	8,039	6,688

North Carolina:

Alexander (50%)		1,420	7.5	1.8	5,272	3,052
Avery		1,420	13.2	3.1	7,842	3,077
Buncombe		21,230	130.2	34.9	160,154	111,825
Burke		10,580	48.9	11.4	42,894	21,655
Caldwell		7,510	46.7	11.1	41,695	24,235
Catawba		15,400	66.6	17.4	75,806	53,033
Clay		230	6.0	1.3	3,253	1,025
Cleveland		12,210	66.8	16.3	65,179	39,687
Gaston		26,190	21.8	30.9	146,965	80,367
Haywood		5,730	38.9	9.9	39,638	24,033
Henderson		3,610	33.1	9.2	32,326	26,849
Jackson		2,710	19.2	4.4	12,062	7,756
Lincoln		4,870	28.3	6.9	22,978	13,969
McDowell		5,650	27.2	6.6	25,238	13,971
Macon		1,460	16.5	3.9	10,304	6,502
Madison		1,780	19.9	4.4	12,013	5,681
Mitchell		2,520	14.8	3.5	9,188	7,549
Polk		2,590	11.7	3.1	10,747	6,797
Rutherford		10,290	46.2	11.7	39,054	28,960
Swain		640	9.4	2.3	5,894	4,360
Transylvania		2,080	16.4	3.8	14,235	9,472
Watauga		1,970	18.4	4.2	11,113	9,261
Yancey		990	16.0	3.6	8,805	5,419

South Carolina:

Abbeville		4,870	22.3	5.6	21,933	11,460
Anderson		14,150	90.8	23.9	103,398	65,444
Cherokee		7,080	35.2	8.5	33,099	18,152
Chester (50%)		2,910	16.2	4.0	16,398	10,213
Fairfield (50%)		1,910	10.5	2.4	8,061	4,428
Greenville		39,790	181.8	50.0	269,835	174,225
Greenwood (50%)		3,790	20.7	5.5	28,401	19,079
Laurens		5,320	47.9	11.7	53,136	26,471
McCormick		1,570	9.3	2.1	6,194	3,323
Newberry (50%)		2,230	16.0	4.1	16,143	10,908
Oconee		4,310	39.7	9.4	35,264	20,280
Pickens		4,360	40.3	10.3	42,702	21,143
Spartanburg		31,900	156.5	40.9	192,897	130,280
Union		6,410	31.0	7.6	31,708	17,746
York (50%)		6,880	39.0	9.5	47,353	29,738

Tennessee:

Carter		8,020	44.3	11.0	44,833	22,262
Cocke		1,950	21.8	5.3	13,584	10,546
Grainger		960	12.5	2.9	6,922	2,717
Greene		3,700	40.5	10.6	33,883	22,765
Hancock		680	8.0	2.0	3,915	1,404
Hawkins		2,750	30.9	7.5	23,538	12,394
Jefferson		2,630	19.1	4.9	15,912	8,867
Johnson		1,310	11.6	2.7	7,195	3,974
Sevier		1,920	22.5	5.5	16,306	14,696
Sullivan		18,460	107.2	28.4	147,897	89,197
Unicoi		1,480	16.0	3.9	15,521	7,128
Washington		9,140	61.5	15.7	67,519	54,260

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
Virginia:						
Lee		3,100	37.1	8.2	21,063	12,813
Scott		2,390	27.8	6.8	18,439	7,246
Washington		4,290	57.1	13.4	48,965	45,803
Total		368,300	2,268.6	572.6	2,342,734	1,487,040


ASHTABULA, OHIO

Ohio:						
Ashtabula	UHF	83.8	25.8	\$134,968	\$95,486	
Geauga (50%)	circulation	15.0	4.1	24,536	14,751	
Lake	NA on a	88.6	26.2	165,551	100,105	
Trumbull (25%)	county basis	43.2	12.4	73,594	41,758	
Total		†26,780	230.6	68.5	\$398,649	\$252,100

ATLANTA, GEORGIA

Alabama:						
Calhoun		16,100	86.2	22.5	\$96,813	\$69,219
Chambers		4,930	37.9	9.9	39,525	11,363
Cherokee		2,470	16.2	3.9	11,016	4,891
Cleburne		1,380	11.4	2.8	7,134	4,498
Lee		8,120	48.5	11.5	52,761	25,361
Randolph		2,870	21.0	5.2	14,327	8,917
Russell		7,420	42.5	10.6	35,450	11,218
Georgia:						
Baldwin		2,340	32.2	5.1	19,478	11,787
Banks		670	6.3	1.6	3,365	632
Barrow		2,400	13.3	3.6	11,242	8,265
Bartow		5,950	28.1	7.2	26,554	18,210
Bibb		25,310	123.8	35.7	168,372	111,926
Bleckley		1,210	8.8	2.3	5,960	4,269
Butts		1,920	9.1	2.3	7,078	4,101
Carroll		7,180	33.6	9.0	28,336	18,590
Catoosa		3,770	16.5	4.3	17,373	4,540
Chattahoochee		1,140	13.6	1.6	23,370	230
Chattooga		3,950	22.1	5.6	23,000	11,059
Cherokee		3,230	21.2	5.4	17,921	13,289
Clarke		5,810	40.2	10.7	52,555	39,748
Clayton		6,210	27.6	7.3	36,856	7,173
Cobb		17,300	78.3	21.3	102,681	55,421
Coweta		6,700	27.7	7.5	23,164	16,947
Crawford		570	5.7	1.2	3,828	1,624
Dade		1,620	8.2	1.7	5,783	2,246
Dawson		300	3.3	.7	1,760	677
De Kalb		39,020	162.3	47.5	331,058	76,863
Doyle		1,800	13.4	3.3	8,156	5,089
Douglas		2,360	12.8	3.1	9,962	5,997
Elbert		3,240	17.9	4.6	15,207	9,730
Fannin		2,230	15.1	3.7	12,728	6,998
Fayette		1,550	8.0	1.9	6,722	2,994
Floyd		12,500	66.5	17.8	81,019	54,374
Forsyth		1,880	11.0	2.8	5,858	7,656
Franklin		2,440	13.5	3.4	8,869	7,138
Fulton		133,850	520.5	149.8	887,742	756,408
Gilmer		1,290	9.8	2.5	5,337	4,523
Gordon		4,660	18.9	4.9	13,670	8,838
Greene		1,570	12.3	3.0	8,424	6,410
Gwinnett		4,910	33.4	8.7	30,540	17,265
Habersham		2,150	17.2	4.3	14,195	9,786
Hall		9,590	42.1	11.2	43,227	42,498
Hancock		1,020	10.1	2.3	4,949	4,449
Haralson		3,280	15.0	3.8	13,125	7,908
Harris		1,550	11.2	2.7	7,913	3,112
Hart		2,080	13.9	3.4	9,970	5,064
Heard		840	6.5	1.5	3,876	1,368
Henry		3,260	16.1	3.8	10,873	5,754
Houston		4,570	25.9	6.7	28,999	11,387
Jackson		2,660	18.4	4.6	14,187	9,626
Jasper		840	7.1	1.7	4,989	3,478
Jones		580	7.1	1.7	5,161	1,398
Lamar		2,140	10.0	2.5	10,457	4,714
Lumpkin		690	7.0	1.5	5,165	2,323
Macon		1,580	13.6	3.3	8,813	6,418
Madison		1,330	11.5	2.8	7,804	2,270
Marion		480	6.5	1.4	3,349	1,757
Meriwether		4,700	20.9	5.3	16,997	8,019
Monroe		2,200	10.4	2.5	9,544	5,121
Morgan		1,400	10.9	2.7	7,020	5,364
Murray		2,380	10.8	2.5	7,600	2,934
Muscogee		30,240	130.8	34.9	197,944	125,467
Oconee		770	7.0	1.6	4,463	1,102

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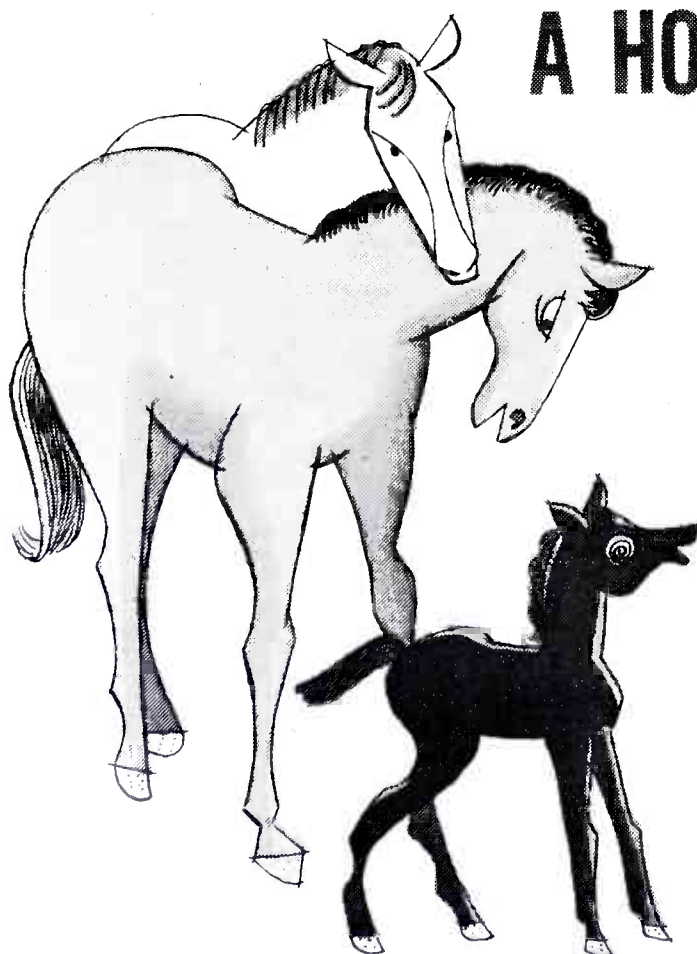
Atlanta, Georgia

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ATLANTA Continued					
Oglethorpe	1,140	9.2	2.3	6,011	1,848
Paulding	2,210	11.2	2.8	7,427	3,319
Peach	1,590	12.0	3.0	11,297	8,250
Pickens	1,720	8.8	2.3	6,646	5,476
Pike	1,380	8.1	1.9	5,395	1,524
Polk	7,200	31.7	8.1	29,258	18,601
Pulaski	1,280	8.3	2.2	6,481	5,800
Putnam	590	7.3	1.7	5,673	3,905
Rabun	1,010	7.4	1.7	4,929	3,690
Rockdale	1,990	8.9	2.2	7,380	4,232
Schley	210	3.6	.8	2,380	1,133
Spaulding	7,480	32.1	8.7	40,144	25,946
Stephens	2,940	18.0	4.7	18,224	12,660
Talbot	900	7.6	1.8	4,496	1,828
Taliaferro	490	4.2	.9	2,572	1,075
Taylor	1,230	8.7	2.3	5,562	3,623
Towns	560	4.5	1.0	2,495	1,198
Troup	10,990	52.0	14.1	62,289	43,897
Twiggs	280	7.9	1.8	5,084	1,384
Union	870	7.3	1.7	3,919	2,349
Upson	4,200	25.6	6.7	27,277	17,851
Walker	9,530	41.5	11.3	48,619	21,211
Walton	4,400	20.0	5.1	15,881	11,613
White	640	5.9	1.4	3,137	2,048
Whitfield	9,190	37.7	9.9	41,236	27,693
Wilkes	2,060	11.7	2.9	8,039	6,688
Wilkinson	760	9.2	2.3	7,665	3,147
North Carolina:					
Cherokee	1,230	18.5	4.3	11,424	7,799
Clay	230	6.0	1.3	3,253	1,025
Macon	1,460	16.5	3.9	10,304	6,502
Tennessee:					
Bradley	4,400	33.3	8.7	32,309	27,593
Hamilton	45,330	213.6	61.9	288,280	263,520
McMinn	3,870	31.7	8.3	27,648	36,452
Meigs	460	6.0	1.3	3,693	1,569
Monroe	3,920	23.5	5.6	15,450	11,879
Polk	1,430	13.0	3.1	9,833	7,711
Rhea	2,250	15.3	3.9	12,328	9,667
Total	575,920	2,916.5	774.1	\$3,505,652	\$2,323,507

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
AUGUSTA, GEORGIA					
Georgia:					
Bulloch	3,900	24.0	6.0	\$17,807	\$14,415
Burke	2,060	22.7	5.8	13,910	7,646
Candler	800	7.6	1.9	5,549	4,837
Columbia	1,290	9.4	2.3	7,654	2,392
Effingham	520	9.1	2.3	6,509	3,106
Elbert	3,240	17.9	4.6	15,207	9,730
Emanuel	1,570	18.3	4.6	12,874	9,517
Gascock	150	3.2	.7	1,575	634
Greene	1,570	12.3	3.0	8,424	6,410
Hancock	1,020	10.1	2.3	4,949	4,449
Jefferson	2,870	18.1	4.4	11,708	7,848
Jenkins	1,340	9.7	2.4	6,531	4,761
Johnson	780	9.2	2.5	5,596	2,876
Lincoln	1,070	6.0	1.3	4,209	3,076
McDuffie	2,850	11.8	3.0	10,135	6,447
Oglethorpe	1,140	9.2	2.3	6,011	1,848
Richmond	26,220	158.1	42.2	214,703	136,646
Screven	1,310	17.4	4.3	9,495	6,023
Taliaferro	490	4.2	.9	2,572	1,075
Warren	840	8.6	2.1	5,531	3,108
Washington	2,020	19.8	4.9	12,084	8,021
Wilkes	2,060	11.7	2.9	8,039	6,688
South Carolina:					
Abbeville	4,870	22.3	5.6	21,933	11,460
Aiken	12,870	86.1	23.0	87,816	34,540
Allendale	1,730	14.2	3.2	8,765	5,620
Bamberg	1,200	17.0	4.0	11,932	9,275
Barnwell	2,430	25.8	6.3	15,401	8,800
Calhoun (50%)	840	7.2	1.7	4,238	2,364
Colleton (50%)	2,060	14.3	3.6	9,565	7,330
Edgefield	3,090	16.0	3.7	11,877	7,631
Greenwood	7,580	41.4	11.0	56,802	38,157
Hampton	2,470	18.4	4.4	10,813	7,714
Laurens (25%)	1,330	12.0	2.9	13,284	6,618
Lexington (25%)	2,280	12.0	3.1	11,850	5,655
McCormick	1,570	9.3	2.1	6,194	3,323
Newberry	4,460	31.9	8.2	32,285	21,815
Orangeburg	9,670	70.2	16.3	52,674	38,271
Saluda	1,960	15.4	3.7	10,245	5,357
Total	119,510	831.9	209.5	\$756,746	\$465,483

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
AUSTIN, MINNESOTA					
Iowa:					
Cerro Gordo	12,060	46.4	14.5	\$76,014	\$71,915
Chickasaw	2,160	14.9	4.3	17,915	16,835
Floyd	2,720	22.2	6.8	32,918	21,366
Hancock	2,990	14.8	4.3	22,856	13,453
Howard	1,490	13.3	3.8	14,666	13,437
Mitchell	2,090	13.7	4.0	16,096	16,696
Winnebago	3,030	13.2	3.8	17,373	16,311
Winneshiek (50%)	1,170	10.6	3.1	12,363	9,173
Worth	2,600	10.9	3.2	14,661	9,020
Minnesota:					
Blue Earth	9,170	39.4	11.3	56,119	61,130
Dodge	1,820	12.6	3.5	12,978	10,109
Faribault	3,210	24.3	7.0	29,742	26,748
Fillmore	4,210	24.3	7.2	24,953	24,463
Freeborn	7,080	35.6	10.3	47,651	39,300
Goodhue (50%)	3,610	16.4	4.8	20,513	19,107
Mower	7,970	44.5	12.5	67,590	50,561
Olmsted	11,750	49.8	13.8	75,332	68,882
Rice (50%)	3,410	19.1	4.6	22,392	16,722
Steele	5,200	22.0	6.4	27,619	26,835
Waseca	2,530	15.9	4.7	18,897	17,177
Total	90,270	463.9	133.9	\$628,648	\$549,240
AUSTIN, TEXAS					
Texas:					
Bastrop	2,950	18.8	5.3	\$16,418	\$12,029
Bell	18,050	90.9	23.0	131,536	63,917
Blanco	720	3.9	1.3	3,788	3,650
Burleson	1,660	11.6	3.3	9,554	7,545
Burnet	1,400	10.0	2.9	10,798	6,515
Caldwell	2,980	18.3	5.0	17,848	17,508
Comal	3,220	18.3	5.2	23,136	20,145
Coryell	2,970	15.2	4.6	15,615	9,114
Fayette	3,580	21.8	6.4	19,543	20,391
Gillespie	1,480	10.4	3.2	11,263	11,507
Gonzales	3,850	19.5	5.1	16,527	28,627

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Guadalupe	6,270	25.8	7.1	25,540	21,516
Hays	2,860	18.9	4.6	18,798	13,197
Kendall	1,480	5.6	1.7	6,825	5,679
Lampasas	1,880	9.9	3.0	10,357	9,760
Lavaca	4,370	20.5	5.9	18,958	11,533
Lee	1,330	9.5	2.6	7,287	7,864
Llano	810	5.3	1.8	6,804	5,862
Milam	2,120	20.8	6.1	16,781	18,655
Robertson	1,820	18.8	5.1	15,434	13,584
Travis	36,360	181.6	48.1	269,247	193,792
Washington	3,450	18.9	5.5	15,907	15,427
Williamson	7,790	37.5	10.8	38,169	33,442
Total	113,400	611.8	167.6	\$726,133	\$551,256
BAKERSFIELD, CALIFORNIA					
California:					
Fresno (25%)	18,160	77.0	23.5	\$114,871	\$ 91,965
Kern	57,380	252.7	75.1	425,750	283,740
Kings	13,300	50.9	14.9	73,522	54,076
Tulare	36,560	152.5	45.8	197,427	156,399
Total	125,400	533.1	159.3	\$811,570	\$586,180
BALTIMORE, MARYLAND					
Delaware:					
Kent	12,540	43.6	12.9	\$ 53,599	\$ 64,638
Sussex	17,950	70.8	21.7	78,027	130,971
Maryland:					
Anne Arundel	32,670	140.7	35.5	186,488	91,626
Baltimore	362,620	1,320.2	377.3	2,042,391	1,449,014
Caroline	5,320	19.0	5.6	17,845	21,658
Carrall	10,720	47.6	12.1	46,952	43,253
Cecil	8,820	33.3	9.7	40,697	38,676
Dorchester	6,580	28.5	8.2	26,971	20,156
Frederick	15,440	69.7	18.6	76,357	55,482
Harford	16,430	63.2	16.6	80,034	56,071
Howard	5,080	27.4	6.9	30,980	16,250
Kent	3,710	14.2	4.1	14,239	16,714
Montgomery	57,250	207.9	58.1	477,404	236,274

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
BALTIMORE Continued					
Prince Georges	68,160	258.2	68.4	455,213	154,138
Queen Annes	3,570	15.0	4.3	12,284	14,309
Somerset	2,210	21.1	6.0	18,175	14,710
Talbot	5,590	20.3	6.2	21,285	33,110
Wicomico	9,540	43.0	12.8	52,994	54,647
Worcester	3,410	24.9	7.6	22,293	42,653
Pennsylvania:					
Adams (50%)	4,320	22.9	6.4	27,987	21,691
York (50%)	28,710	106.2	31.8	170,534	112,618
Total	680,640	2,602.7	730.8	\$3,952,749	\$2,688,659

BANGOR, MAINE

Maine:					
Hancock	6,930	33.9	9.9	\$40,520	\$26,245
Kennebec	20,880	83.4	23.3	117,608	84,841
Knox	7,940	27.0	8.6	34,218	27,745
Lincoln	4,900	17.5	5.3	19,259	18,493
Penobscot	27,550	109.0	29.2	144,422	120,602
Piscataquis	3,370	17.0	5.2	20,606	14,343
Somerset	3,180	38.5	11.2	45,691	28,067
Waldo	4,810	20.6	6.2	20,954	14,444
Washington	5,750	32.9	9.8	33,413	22,732
Total	85,310	379.8	108.7	\$475,291	\$357,512

BATON ROUGE, LOUISIANA

Louisiana:					
Acadia	4,150	48.8	12.9	\$45,818	\$27,979
Ascension	3,080	23.2	6.1	19,125	14,687
Assumption	2,050	17.0	4.2	10,897	6,216
Avoyelles	5,460	38.7	10.5	29,353	14,573
Concordia	2,020	14.4	3.9	11,258	5,444
E. Baton Rouge	39,330	210.0	58.5	358,531	175,072
E. Feliciana	1,000	19.8	3.4	9,612	5,220
Evangeline	3,190	33.2	8.9	25,007	11,686
Iberia	5,120	42.8	11.2	44,947	36,710
Iberville	2,150	26.8	7.3	22,924	16,435
Lafayette	9,790	65.7	17.4	73,992	51,944
Lafourche	7,770	45.4	11.2	43,138	40,983
Livingston	2,420	21.4	5.6	20,245	8,691
Plaquemines	2,710	15.1	3.7	16,967	9,433
Pointe Coupee	1,920	21.5	5.4	16,203	9,675
St. Charles	2,630	13.8	3.6	13,661	7,606
St. Helena	540	9.4	2.4	6,434	1,272
St. James	2,660	15.3	3.6	8,983	8,481
St. John	2,110	15.0	3.5	11,718	6,398
St. Landry	7,370	84.3	20.2	64,598	73,563
St. Martin	1,270	26.8	6.2	20,266	10,480
St. Mary	5,470	38.8	10.2	40,007	57,867
St. Tammany	6,590	29.1	8.1	26,222	16,585
Tangipahoa	13,460	58.4	15.8	50,886	34,560
Terrebonne	9,900	48.0	11.7	47,220	38,532
Vermilion	3,020	37.5	10.3	32,671	20,207
Washington	10,450	40.9	10.9	41,106	23,021
W. Baton Rouge	880	12.1	3.3	10,856	4,758
W. Feliciana	410	9.7	1.6	5,299	2,090

Mississippi:

Adams	3,040	34.0	9.5	43,189	31,037
Amite	1,510	18.1	4.4	11,112	7,090
Franklin	670	10.3	2.7	8,062	3,899
Pike	3,420	34.6	9.3	29,509	24,175
Walthall	810	14.5	3.4	7,805	5,624
Wilkinson	560	13.6	3.2	7,801	6,048
Total	168,930	1,208.0	314.1	\$1,235,422	\$818,041

BAY CITY-SAGINAW, MICHIGAN

Michigan:					
Alcona	1,230	5.9	1.6	\$ 4,768	\$ 5,501
Alpena	1,560	23.1	6.5	27,280	24,800
Arenac	2,240	9.9	2.8	9,486	9,770
Bay	22,680	96.7	27.7	144,388	103,259
Clare	2,580	11.4	3.3	12,329	10,589
Clinton	7,910	34.0	9.5	39,796	23,698
Genesee	76,610	306.5	90.3	567,403	410,683
Gladwin	2,370	9.3	2.5	8,259	8,171
Grafiot	8,700	34.7	10.1	38,293	36,574
Huron	7,090	34.0	9.4	34,114	36,900
Iosco	2,310	12.3	3.7	12,822	14,727
Isabella	5,810	29.9	8.0	36,381	24,151
Lapeer	7,110	39.3	9.9	41,321	35,021

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Midland	8,910	40.9	11.4	62,031	35,178
Montmorency	320	4.4	1.2	3,875	4,747
Ogemaw	2,180	9.6	2.7	8,086	10,190
Oscoda	310	3.6	1.0	2,732	2,892
Presque Isle	440	11.9	2.9	10,494	9,838
Roscommon	1,250	7.3	2.4	8,288	10,284
Saginaw	40,500	167.0	48.2	259,125	184,339
Sanilac	4,740	31.6	9.3	33,331	28,923
Shiawassee	13,510	49.1	14.8	69,858	45,652
Tuscola	8,330	40.9	11.5	44,728	36,436
Total	228,690	1,013.3	290.7	\$1,479,188	\$1,112,323

BEAUMONT, TEXAS

Texas:					
Chambers	1,850	8.1	2.3	\$11,075	\$ 6,296
Hardin	2,020	20.9	5.8	21,658	13,170
Jasper	1,910	21.1	5.4	18,359	18,874
Jefferson	45,650	218.9	64.1	379,980	260,232
Liberty	6,430	28.3	7.9	31,584	29,098
Newton	1,150	10.1	2.5	7,023	3,775
Orange	9,670	53.4	14.8	75,061	42,530
Polk	2,700	14.9	4.1	14,296	10,623
San Jacinto	900	6.7	1.7	4,759	1,818
Tyler	1,010	11.4	3.0	10,364	8,495
Total	73,290	393.8	111.6	\$574,159	\$394,911

BELLINGHAM, WASHINGTON

Washington:					
Clallam	6,420	26.7	8.6	\$ 44,569	\$ 33,156
Island	4,010	13.4	4.1	18,050	10,749
San Juan	760	3.2	1.2	4,452	2,301
Skagit	8,740	44.0	13.9	59,921	51,645
Snohomish	35,830	130.6	43.5	202,799	129,733
Whatcom	11,840	66.9	22.3	95,705	98,033
Total	67,600	284.8	93.6	\$425,496	\$325,617

BETHLEHEM-ALLENTOWN-EASTON, PENNSYLVANIA

New Jersey:					
Hunterdon	UHF	46.4	14.1	\$ 67,227	\$ 50,596
Morris	circulation	94.0	26.4	175,324	92,064
Warren	NA on a	58.3	17.7	89,284	55,554
Pennsylvania: county basis					
Bucks		215.3	63.6	369,134	200,313
Carbon		42.2	11.9	55,667	33,563
Lehigh		203.5	58.9	351,390	225,913
Monroe		26.4	7.8	39,860	31,023
Northampton		188.0	53.7	313,178	215,453
Total		65,070	874.1	\$1,461,064	\$904,479

BILLINGS, MONTANA

Montana:					
Big Horn	320	9.5	2.5	\$ 11,058	\$ 8,858
Carbon	770	9.9	3.3	11,075	7,800
Golden Valley	60	1.4	.4	1,993	586
Musselshell	390	5.4	1.9	8,881	5,472
Stillwater	720	4.9	1.6	6,544	4,699
Sweet Grass	30	3.7	1.1	5,598	4,675
Treasure	100	1.4	.4	2,317	1,447
Wheatland	50	3.4	1.1	5,477	4,051
Yellowstone	14,610	66.2	21.9	117,905	90,223
Total	17,050	105.8	34.2	\$170,848	\$127,811

BINGHAMTON, NEW YORK

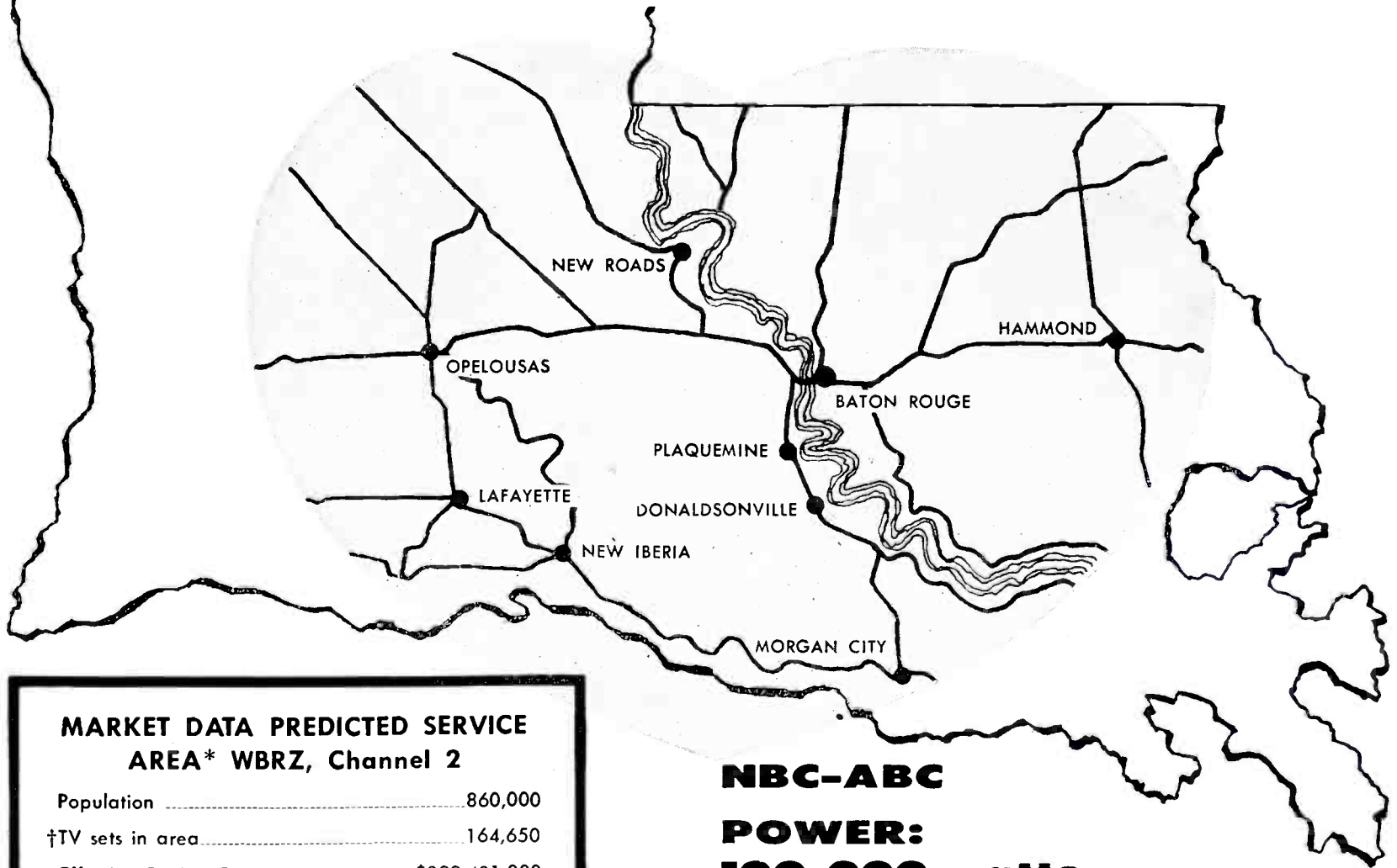
New York:					
Broome	52,950	194.4	58.1	\$325,811	\$222,151
Cayuga (50%)	10,170	36.0	10.7	50,168	38,249
Chemung	17,950	93.4	28.7	140,967	119,075
Chenango	10,320	40.6	12.2	52,592	40,015
Cortland	9,260	38.7	11.6	50,904	47,553
Delaware	9,080	45.7	13.7	55,748	51,953
Madison (50%)	5,710	24.9	7.2	35,002	26,997
Otsego	14,320	53.0	16.6	69,023	60,826
Schuyler	4,270	14.9	4.5	15,270	14,894
Seneca (50%)	3,350	13.9	3.6	15,753	11,109
Steuben (50%)	8,500	47.3	14.0	64,218	47,382
Sullivan	12,730	42.2	13.1	53,692	75,387
Tioga	7,510	31.5	9.6	38,391	30,280
Tompkins	15,810	66.4	18.1	103,934	67,485
Yates (50%)	2,610	9.2	2.9	12,053	12,058

**The Heartland of Louisiana has
\$899,481,000.00 Purchasing Power!**

WBRZ Channel 2

BATON ROUGE, LOUISIANA

*is the only TV station completely covering an area rich in spendable
income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE*



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power.....	\$899,481,000
Retail Sales	\$580,937,000
Food Sales	\$129,460,000
Automotive Sales	\$122,571,000
Drug Sales	\$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power,
1954

*Class "B" †Television Magazine

NBC-ABC

POWER:

100,000 watts

MORE TOWER:

1001 ft. 6 inches

**Largest TV Antenna
in the United States
12 Bays—Channel 2**

Represented by Hollingbery

RETAIL SALES: \$580,937,000.00

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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BINGHAMTON Continued

Pennsylvania:

Bradford	11,270	52.2	15.5	64,187	45,214
Columbia	10,600	52.9	15.7	69,053	50,376
Lackawanna	64,800	251.9	72.7	351,576	229,044
Luzerne	85,540	377.7	105.9	520,611	358,003
Lycoming	13,980	103.9	31.4	151,335	106,273
Sullivan	920	6.3	1.7	6,163	4,574
Susquehanna	7,000	31.2	8.8	35,259	23,535
Tioga	6,340	35.8	10.6	42,023	31,031
Wayne	4,680	27.8	7.8	30,583	26,568
Wyoming	4,300	16.6	4.8	18,641	16,115
Total	393,970	1,708.4	499.5	\$2,372,957	\$1,756,147

BIRMINGHAM, ALABAMA

Alabama:

Autauga	1,050	17.2	4.2	\$ 11,938	\$ 5,650
Bibb	3,500	16.6	4.0	11,384	6,624
Blount	4,410	28.7	7.3	19,819	11,272
Calhoun	16,100	86.2	22.5	96,813	69,219
Cherokee	2,470	16.2	3.9	11,016	4,891
Chilton	4,120	25.8	6.7	18,070	10,601
Clay	1,460	12.8	3.1	8,714	5,262
Cleburne	1,380	11.4	2.8	7,134	4,498
Coosa	1,290	10.9	2.6	7,780	3,126
Cullman	8,060	48.3	12.0	32,730	21,973
Dallas	7,090	56.1	14.5	50,569	35,154
De Kalb	5,410	44.6	11.5	28,320	18,123
Elmore	4,560	30.1	7.4	25,086	13,819
Etowah	20,740	102.9	28.1	124,138	74,917
Fayette	1,340	18.3	4.6	12,195	8,541
Franklin	2,690	24.7	6.3	18,517	14,071
Greene	1,050	15.1	3.6	8,365	6,542
Hale	1,360	19.6	4.7	10,613	7,003
Jefferson	139,020	606.8	171.7	868,037	583,146
Lamar	1,760	15.0	3.7	8,451	4,731
Lawrence	3,020	26.4	6.4	16,238	6,527
Limestone	5,270	35.1	8.6	25,570	18,026
Madison	9,300	75.8	19.4	69,651	56,028
Marion	3,570	26.6	6.7	16,380	11,400
Marshall	6,030	45.0	11.9	33,404	34,132
Morgan	10,270	53.5	14.8	51,114	44,126
Perry	1,160	18.8	4.3	11,389	7,599
Pickens	1,610	22.7	5.3	13,665	9,975
Randolph	2,870	21.0	5.2	14,327	8,917
Saint Clair	3,470	26.2	6.5	22,306	10,775
Shelby	6,260	30.5	7.6	25,437	12,274
Talladega	14,180	67.5	16.5	64,298	38,445
Tallapoosa	4,070	33.6	8.7	33,110	18,547
Tuscaloosa	11,660	101.0	24.1	104,144	61,830
Walker	11,300	61.7	15.8	50,136	29,424
Winston	2,840	18.0	4.4	13,561	5,772
Total	325,740	1,870.7	491.4	\$1,944,419	\$1,282,960

BISMARCK, NORTH DAKOTA

North Dakota:

Burleigh	6,020	27.7	7.8	\$ 42,072	\$ 50,579
Emmons	750	8.9	2.1	8,969	7,372
Grant	480	6.6	1.6	6,857	4,286
Kidder	630	6.1	1.5	6,271	3,863
Logan	350	5.8	1.3	4,512	4,129
McIntosh	620	7.0	1.7	6,205	7,440
McLean	1,480	19.5	5.2	28,914	19,568
Mercer	620	8.0	2.1	10,279	7,133
Morton	4,390	20.7	5.2	26,832	21,980
Oliver	200	2.8	.5	3,836	767
Sheridan	290	4.8	1.2	5,501	3,260
Sioux	80	3.0	.6	2,465	1,150
Total	15,910	120.9	30.8	\$152,713	\$131,527

BLOOMINGTON, ILLINOIS

Illinois:

DeWitt	UHF	16.4	5.5	\$ 26,662	\$ 19,481	
Livingston	circulation	37.5	11.2	56,478	38,346	
Logan	NA on a	32.4	8.7	42,879	30,359	
McLean	county basis	78.1	24.3	130,494	102,559	
Platt		3.4	1.1	4,904	3,040	
Tazewell		86.2	26.7	147,326	66,367	
Woodford		22.4	6.8	31,738	22,711	
Total		44,230	276.4	84.3	\$440,481	\$282,863

BLOOMINGTON, INDIANA

Illinois:

Clark	3,840	16.8	5.6	\$ 20,699	\$ 16,341
Crawford	3,850	21.2	7.3	28,061	20,652
Edgar	4,650	23.8	7.8	30,802	25,266
Lawrence	2,370	20.5	6.6	25,797	18,141
Vermilion	18,520	90.0	28.7	142,434	101,955

Indiana:

Bartholomew	12,920	43.2	13.2	60,664	36,875
Boone	7,070	25.6	8.2	41,189	30,762
Brown	1,060	5.8	1.6	5,206	2,345
Carroll	4,220	17.0	5.4	24,145	14,241
Clay	4,060	23.8	7.9	33,126	18,252
Clinton	8,590	31.0	10.0	48,154	32,517
Crawford	1,630	9.3	2.7	7,624	4,751
Daviess	6,200	27.6	8.2	31,945	24,835
Decatur	4,500	19.0	5.7	25,547	18,210
Dubois	4,330	25.1	6.9	30,981	23,276
Fountain	3,940	18.3	6.0	24,185	17,265
Greene	6,830	27.3	9.1	31,685	21,497
Hamilton	8,590	30.8	9.7	47,934	28,101
Hancock	6,160	22.1	7.1	31,258	19,055
Hendricks	8,060	27.5	8.3	44,943	16,867
Howard	16,500	59.2	18.4	99,385	62,221
Jackson	6,660	29.5	8.9	33,680	29,440
Jennings	3,290	16.2	4.1	13,438	10,332
Johnson	8,280	28.8	8.8	44,586	25,365
Knox	12,270	44.2	13.9	61,071	49,455
Lawrence	8,290	35.2	10.7	45,376	31,510
Madison	34,300	113.3	35.6	193,571	116,541
Marion	187,630	613.6	194.0	1,237,190	829,504
Martin	2,130	11.4	3.3	11,596	6,151
Monroe	11,100	54.1	14.3	81,056	43,111
Montgomery	9,210	30.2	9.7	47,530	32,753
Morgan	7,540	26.1	8.0	30,354	21,992
Orange	3,110	17.1	5.1	16,744	11,782
Owen	2,400	12.2	3.7	12,266	7,503
Parke	3,370	15.3	4.8	17,991	11,681
Pike	3,320	14.5	4.5	16,124	11,463
Putnam	3,260	23.9	6.9	29,007	23,497
Rush	5,100	20.5	6.2	29,195	20,066
Scott	3,150	13.6	4.1	14,449	12,111
Shelby	7,760	29.8	9.5	44,098	29,946
Sullivan	5,800	23.2	7.7	27,058	19,274
Tippecanoe	15,620	84.8	23.8	149,081	90,817
Tipton	4,030	16.1	4.8	21,116	11,830
Vermillion	4,300	20.9	7.1	23,588	18,140
Vigo	35,310	109.7	35.8	181,417	127,968
Warren	2,050	8.8	2.7	12,439	4,497
Washington	3,470	17.1	5.1	16,865	17,811
Total	530,640	2,015.0	627.5	\$3,246,650	\$2,167,965

BOISE-MERIDIAN, IDAHO

Idaho:

Ada	21,300	78.6	24.6	\$121,351	\$ 97,195
Adams	320	3.2	.9	4,451	2,463
Boise	540	1.8	.6	2,092	1,124
Camas	70	1.3	.3	2,049	999
Canyon	7,970	57.4	16.9	69,948	64,994
Elmore	1,640	8.0	2.4	10,746	7,841
Gem	1,320	8.1	2.4	8,968	7,272
Gooding	690	11.6	3.3	13,026	14,786
Owyhee	940	6.5	1.7	6,483	5,264
Payette	1,340	12.3	3.6	12,608	11,083
Twin Falls	4,170	43.0	13.2	62,952	59,470
Washington	1,140	8.3	2.5	9,568	13,324

Oregon:

Baker	2,100	15.5	5.1	21,347	17,666
Malheur	3,870	23.0	6.5	27,695	30,006
Total	47,410	278.6	84.0	\$373,284	\$333,487

BOSTON, MASSACHUSETTS

Maine:

Cumberland	46,370	171.4	50.6	\$ 258,535	\$ 208,429
York	25,160	93.2	27.3	133,245	77,426

Massachusetts:

Barnstable	15,730	5.7	16.8	72,671	77,847
Bristol	115,050	398.5	120.7	565,290	389,443

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Dukes	1,570	5.7	1.8	6,719	7,715
Essex	155,120	545.5	166.2	881,387	552,060
Middlesex	297,600	1,126.8	317.9	1,994,207	948,967
Nantucket	1,020	3.5	1.1	4,001	7,174
Norfolk	114,270	433.7	123.7	861,308	376,189
Plymouth	59,770	204.6	62.8	307,269	215,803
Suffolk	247,100	921.4	265.7	1,544,220	1,407,987
Worcester	149,250	574.1	166.8	889,498	608,509

New Hampshire:

Cheshire	7,800	37.4	11.2	48,646	33,950
Hillsborough	42,660	161.5	48.3	244,698	177,788
Merrimack	15,440	62.9	17.8	83,643	61,457
Rockingham	20,810	71.8	21.9	97,342	71,150
Strafford	10,990	52.9	14.9	72,667	52,167
Total	1,325,710	4,916.6	1,435.5	\$8,065,346	\$5,274,061

BRIDGEPORT, CONNECTICUT

Connecticut:

Fairfield	UHF				
New Haven	circulation	562.9	165.0	\$1,235,118	\$699,390
New York:	NA on a	591.2	174.2	1,117,727	677,275
Suffolk	county basis	362.2	99.3	539,566	362,781
Total		1,622,480	516.3	\$2,892,411	\$1,739,446

BUFFALO, NEW YORK

New York:

Allegany	10,790	45.2	13.3	\$56,344	\$38,605
Cattaraugus	22,900	80.5	24.0	109,279	87,922
Chautauqua	38,800	141.8	46.2	205,084	167,204
Erie	266,400	955.0	281.3	1,604,881	1,136,204
Genesee	13,680	49.3	14.4	72,010	55,678
Livingston	9,050	40.2	10.9	46,675	37,819
Niagara	57,900	206.2	60.8	340,923	222,404

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Orleans	8,930	30.6	9.4	37,628	31,262
Wyoming	7,650	32.7	9.2	35,088	32,242
Pennsylvania:					
McKean (50%)	5,890	27.8	8.5	42,801	28,928
Warren (50%)	4,450	21.2	6.1	28,366	26,638
Total	446,440	1,630.5	484.1	\$2,579,079	\$1,864,906

BUTTE, MONTANA

Montana:

Deer Lodge	1,010	17.9	4.9	\$28,106	\$13,298
Silver Bow	13,800	52.9	19.0	91,954	61,551
Total	14,810	70.8	23.9	\$120,060	\$74,849

CADILLAC, MICHIGAN

Michigan:

Alcona	1,230	5.9	1.6	\$4,768	\$5,501
Alpena	1,560	23.1	6.5	27,280	24,800
Antrim	2,050	11.0	3.4	9,099	8,513
Arenac	2,240	9.9	2.8	9,486	9,770
Bay	22,680	96.7	27.7	144,388	103,259
Benzie	1,050	8.2	2.5	7,610	8,490
Charlevoix	1,320	13.8	3.9	12,303	12,102
Cheboygan	460	13.3	3.8	10,991	14,634
Clare	2,580	11.4	3.3	12,329	10,589
Crawford	760	4.2	1.3	3,694	5,138
Emmet	1,240	16.9	4.8	18,049	21,979
Gladwin	2,370	9.3	2.5	8,259	8,171
Grand Traverse	4,150	31.1	8.3	35,819	40,952
Gratiot	8,700	34.7	10.1	38,293	36,574
Iosco	2,310	12.3	3.7	12,822	14,727
Isabella	5,810	29.9	8.0	36,381	24,151
Kalkaska	730	4.4	1.4	3,438	3,253
Lake	480	5.3	1.8	4,304	3,749
Leelanau	690	8.9	2.5	9,437	5,042
Manistee	2,500	20.2	6.2	21,882	16,036

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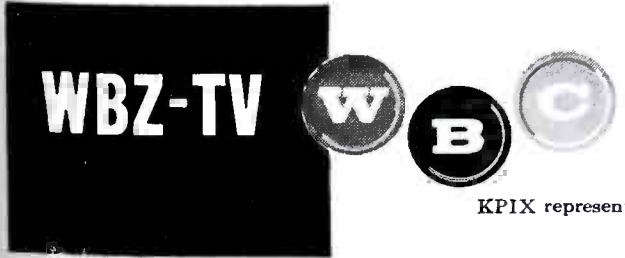
WBZ-TV

FIRST IN THE BUSTLING BOSTON MARKET

Channel 4 delivers America's sixth market. What's more, the metropolitan Boston Market boasts the second highest consumers' spendable income per household in the nation. And it's in the households where TV sells!

Capture this huge market on WBZ-TV, New England's pioneer television station. For information and availabilities, call Herb Massé at ALgonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

	100 uv/m	Grades A and B
Population (1/1/55)	5,546,945	5,259,765
TV Homes (RETMA 5/27/55)	1,697,798	1,639,672
TV Homes (WBZ-TV Survey #81 6/1/55)	1,315,246	
Consumers' Spendable Income 1954	\$9,172,311,000	\$8,788,279,000
Total Retail Sales 1954	\$5,880,883,000	\$5,626,185,000



WESTINGHOUSE BROADCASTING COMPANY, INC.
 WBZ-TV • WBZA • WBZ, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CADILLAC Continued					
Mason	3,590	20.9	6.5	24,425	23,239
Mecosta	4,570	18.6	5.7	18,652	17,538
Midland	8,910	40.9	11.4	62,031	35,178
Missaukee	800	7.7	2.1	6,847	5,689
Montcalm	8,040	33.2	10.5	39,936	39,050
Montmorency	320	4.4	1.2	3,875	4,747
Muskegon	34,870	137.3	40.8	202,340	152,688
Newaygo	4,730	22.9	6.9	24,183	17,743
Oceana	1,900	17.4	5.1	15,671	13,487
Ogemaw	2,180	9.6	2.7	8,086	10,190
Osceola	3,850	14.7	4.1	12,678	11,420
Oscoda	310	3.6	1.0	2,732	2,892
Otsego	1,620	6.5	1.7	5,642	7,232
Presque Isle	440	11.9	2.9	10,494	9,838
Roscommon	1,250	7.3	2.4	8,288	10,284
Wexford	3,450	19.5	5.8	22,124	18,534
Total	145,740	746.9	216.9	\$898,636	\$757,179

CAPE GIRARDEAU, MISSOURI

Arkansas:					
Clay (50%)	1,690	25.2	7.0	\$ 18,873	\$ 11,724
Illinois:					
Alexander	3,080	21.8	7.1	23,348	19,727
Franklin	6,480	47.1	16.2	54,558	33,202
Jackson	7,330	40.3	12.7	51,181	34,980
Jefferson (50%)	3,190	18.4	6.0	22,469	15,925
Johnson	420	8.0	2.5	5,904	4,829
Massac	2,260	14.5	4.7	13,914	13,811
Perry	3,790	21.2	6.9	23,038	18,724
Pope	170	5.1	1.6	3,912	2,076
Pulaski	2,210	14.5	4.4	11,868	5,746
Randolph	7,030	30.8	8.5	36,563	27,420
Saline	8,130	32.9	11.0	39,203	28,356
Union	2,800	20.0	5.5	16,786	13,461

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Washington	3,380	14.1	4.6	15,275	11,02
Williamson	7,570	48.6	16.5	55,140	36,65
Kentucky:					
Ballard	1,300	13.2	4.2	10,170	4,92
Callaway	3,300	20.5	6.1	19,732	14,22
Carlisle	1,020	6.3	1.9	4,659	2,75
Fulton	1,710	13.0	3.8	12,648	14,33
Graves	3,880	35.6	11.4	36,924	23,39
Hickman	660	7.2	2.2	5,569	2,85
Livingston	600	7.9	2.3	5,130	2,44
McCracken	10,290	84.0	26.7	111,164	78,81
Marshall (50%)	1,250	7.7	2.3	6,851	3,16
Missouri:					
Bollinger	2,630	10.9	3.1	6,990	3,83
Butler	4,820	41.0	11.7	33,673	27,95
Cape Girardeau	6,070	40.1	12.0	51,191	40,50
Dunklin (50%)	2,980	23.5	6.5	18,631	16,49
Iron	1,190	9.3	2.5	6,858	4,75
Madison	1,690	11.1	3.1	11,161	7,50
Mississippi	2,350	23.3	6.2	19,036	14,94
New Madrid	3,810	41.5	10.5	29,126	20,94
Pemiscot (50%)	3,910	23.5	6.3	17,915	11,98
Perry	2,020	15.3	4.2	15,289	11,74
Reynolds	370	6.4	1.6	4,067	2,66
St. Francois	8,020	36.1	10.6	43,114	32,07
Ste. Genevieve	2,780	11.4	3.1	11,631	8,01
Scott	4,720	34.9	10.0	35,564	26,24
Stoddard	5,240	34.7	9.5	25,859	18,96
Wayne	470	10.6	2.8	7,462	4,94
Tennessee:					
Lake	1,260	11.0	2.8	8,510	6,69
Obion	3,830	27.6	8.2	29,364	19,59
Total	141,700	970.1	290.8	\$980,320	\$704,439

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UNITED STATES**

**From a printed report of a hearing
before the Federal Communications
Commission—June 1955*

HERE'S THE MARKET

POPULATION:

1,138,718

FAMILIES:

334,463

EFFECTIVE BUYING INCOME:

\$1,169,442,000.

RETAIL SALES:

\$827,864,000.

KFVS-TV

Channel 12

**Cape Girardeau, Missouri
Represented By HEADLEY-REED**



PRIMARY AFFILIATE

22
Areas With One TV Service Operating
(as of May 9, 1955)

Area	Estimated Total Families In Area Receiving Only One Signal
Abilene, Texas.....	36,400
Albany, Georgia.....	51,100
Alexandria, Louisiana.....	60,900
Austin, Texas.....	68,700
Bellingham, Washington.....	22,500
Billings, Montana.....	30,800
Bismarck, North Dakota.....	24,100
Butte, Montana.....	26,200
Cape Girardeau, Missouri.....	155,400
Carthage, New York.....	47,600
Champaign, Illinois.....	65,300
Chattanooga, Tennessee.....	89,200
Chico, California.....	58,000
Corpus Christi, Texas.....	64,700
Decatur, Alabama.....	30,600
Dothan, Alabama.....	46,700
Eau Claire, Wisconsin.....	42,300
Eugene, Oregon.....	46,000
Eureka, California.....	46,000
Florence, South Carolina.....	46,000
Fort Myers, Florida.....	46,000
Grand Junction, Colorado.....	46,000
Great Falls, Virginia.....	46,000

BEFORE THE
Federal Communications Commission
WASHINGTON 25, D. C.

IN THE MATTER
of
Amendment of Part 3 of the Commission's
Rules and Regulations (Radio Broadcast
Services) to Provide for Subscription
Television Service

Docket No. 11279

**COMMENTS OF NATIONAL BROADCASTING
COMPANY, INC.**

DAVID SARNOFF
Chairman of the Board
National Broadcasting Company, Inc.
30 Rockefeller Plaza
New York 20, New York

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CARTHAGE-WATERTOWN, NEW YORK					
New York:					
Hamilton (50%)	640	2.1	7	\$ 2,338	\$ 2,042
Herkimer (10%)	1,720	6.2	1.9	8,245	6,283
Jefferson	17,260	86.6	26.4	118,306	103,813
Lewis	5,290	22.4	6.4	24,173	20,557
Oneida (10%)	6,470	23.2	6.8	34,494	25,789
Oswego	21,980	80.4	23.5	99,315	73,886
St. Lawrence	21,150	100.7	27.4	119,813	96,217
Total	74,510	321.6	93.1	\$406,684	\$328,587

CEDAR RAPIDS, IOWA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Illinois:					
Jo Daviess	4,150	22.2	6.8	\$ 27,578	\$ 19,444
Iowa:					
Benton	6,460	22.2	7.0	29,309	22,612
Black Hawk	29,750	109.3	33.3	190,895	133,316
Bremer	4,170	18.8	5.6	23,301	21,930
Buchanan	5,610	21.7	5.9	23,196	17,848
Butler	3,370	17.2	5.3	20,808	18,890
Cedar	5,130	18.1	5.3	26,042	19,040
Clayton	3,640	21.3	6.5	25,865	20,183
Clinton	14,540	51.3	15.9	80,212	63,414
Delaware	4,750	17.4	5.0	22,364	13,915
Dubuque	16,290	75.0	20.1	116,280	92,220
Fayette	4,480	27.4	8.1	36,661	23,967
Grundy	3,120	13.4	4.2	19,333	13,339
Henry (75%)	2,170	14.1	4.1	17,895	14,132
Iowa	3,800	15.2	4.7	21,012	17,246
Jackson	5,230	18.4	5.5	21,622	19,088
Jasper (50%)	3,900	16.0	5.0	24,223	17,005
Jefferson	3,520	15.3	4.9	18,343	14,486
Johnson	8,490	48.4	12.8	75,965	47,904
Jones	4,750	19.0	5.6	23,417	21,990
Keokuk	3,920	16.6	5.4	18,561	16,923
Linn	33,820	110.5	35.4	192,525	165,963

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Wisconsin:					
Grant	5,490	42.7	12.3	52,769	46,413
Total	226,520	961.8	290.8	\$1,405,283	\$1,105,132

CHAMPAIGN, ILLINOIS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Illinois:					
Champaign	23,950	120.1	31.8	\$212,297	\$124,910
Christian	8,630	39.3	12.7	60,478	45,518
Clark	3,840	16.8	5.6	20,699	16,341
Coles	8,830	41.9	13.4	61,771	49,533
Crawford	3,850	21.2	7.3	28,061	20,652
Cumberland	3,020	10.1	3.2	10,212	5,026
De Witt	4,270	16.4	5.5	26,662	19,481
Douglas	4,810	16.4	5.3	20,785	19,350
Edgar	4,650	23.8	7.8	30,802	25,266
Effingham	5,760	21.7	6.6	25,978	27,275
Ford	4,360	16.3	5.1	22,183	18,967
Grundy	4,980	19.7	6.2	30,442	20,660
Iroquois	6,030	33.3	10.6	46,315	35,914
Jasper	2,880	11.9	3.8	11,423	7,028
La Salle	17,230	103.0	32.1	177,068	130,025
Livingston	6,020	37.5	11.2	56,478	38,346
Logan	7,190	32.4	8.7	42,879	30,359
McLean	13,270	78.1	24.3	130,494	102,559
Macon	26,850	108.8	34.8	184,196	140,338
Moultrie	2,440	13.2	4.1	18,205	10,783
Piatt	2,500	13.5	4.3	19,614	12,158
Sangamon	23,890	138.6	45.0	235,349	178,677
Shelby	2,720	24.0	7.8	28,939	18,275

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Watertown Daily Times Television Station, Carthage, N. Y.
Serving Watertown and the great St. Lawrence Valley

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Tazewell	23,130	86.2	26.7	147,326	66,367
Vermilion	18,520	90.0	28.7	142,434	101,955
Woodford	3,230	22.4	6.8	31,738	22,711
Indiana:					
Benton	3,230	11.7	3.4	17,613	12,825
Clay	4,060	23.8	7.9	33,126	18,252
Fountain	3,940	18.3	6.0	24,185	17,265
Montgomery	9,210	30.2	9.7	47,530	32,753
Newton	3,330	11.4	3.5	16,811	12,614
Parke	3,370	15.3	4.8	17,991	11,681
Putnam	3,260	23.9	6.9	29,007	23,497
Sullivan	5,800	23.2	7.7	27,058	19,274
Tippecanoe	15,620	84.8	23.8	149,081	90,817
Vermillion	4,300	20.9	7.1	23,588	18,140
Vigo	35,310	109.7	35.8	181,417	127,968
Warren	2,050	8.8	2.7	12,439	4,497
Total	330,330	1,538.6	478.7	\$2,402,674	\$1,678,057

CHARLESTON, SOUTH CAROLINA

Georgia:					
Chatham (50%)	16,530	80.7	23.8	\$109,531	\$ 83,011
South Carolina:					
Allendale (50%)	860	7.1	1.6	4,383	2,810
Bamberg	1,200	17.0	4.0	11,932	9,275
Beaufort	4,420	28.9	6.7	28,685	12,874
Berkeley	5,110	31.5	6.8	19,357	8,825
Calhoun (50%)	840	7.2	1.7	4,238	2,364
Charleston	42,990	181.4	49.6	228,825	146,522
Clarendon	2,430	32.3	6.6	17,350	10,782
Colleton	4,120	28.5	7.2	19,130	14,660
Dorchester	5,270	23.4	5.6	17,947	11,092
Florence	18,270	84.1	20.1	71,748	65,300
Georgetown	6,200	33.7	7.8	28,829	19,320
Hampton	2,470	18.4	4.4	10,813	7,714
Horry	3,490	63.2	14.0	50,953	37,606
Jasper	1,490	10.9	2.6	6,894	5,029
Marion	5,490	34.3	7.7	24,635	20,870
Orangeburg	9,670	70.2	16.3	52,674	38,271
Sumter	9,390	61.2	14.1	52,260	36,806
Williamsburg	8,550	44.9	9.1	23,386	19,078
Total	148,790	858.9	209.7	\$783,570	\$552,209

CHARLESTON, WEST VIRGINIA

Kentucky:					
Boyd	12,530	52.0	14.3	\$ 72,217	\$ 46,640
Carter	3,620	21.3	5.1	14,524	7,110
Greenup	4,110	24.4	6.1	23,901	7,437
Johnson	3,450	23.0	5.6	15,023	12,115
Lawrence	2,200	13.3	3.3	8,301	4,799
Martin	1,350	10.9	2.3	\$ 5,338	2,025
Pike (50%)	5,720	39.5	8.9	30,889	19,939
Ohio:					
Athens	7,570	46.1	12.5	52,312	36,657
Gallia	4,170	25.2	6.7	21,199	16,129
Jackson	6,870	29.8	8.4	30,787	28,041
Lawrence	11,790	51.7	14.5	60,523	36,414
Meigs	4,700	23.6	7.0	24,277	17,818
Scioto (67%)	16,330	66.2	19.3	81,880	63,022
Vinton (50%)	1,200	5.5	1.4	4,216	2,118
Washington	6,860	46.1	14.2	53,616	37,191
West Virginia:					
Barbour	3,810	18.8	4.8	16,433	6,938
Boone	4,410	33.8	7.7	33,599	17,527
Braxton	1,620	16.1	3.9	11,598	7,632
Cabell	31,920	111.0	33.6	164,561	123,779
Calhoun	1,170	9.0	2.2	5,851	2,333
Clay	2,040	14.3	3.3	11,164	4,669
Fayette	11,290	79.2	19.5	89,710	54,714
Gilmer	620	8.5	2.2	6,916	2,601
Greenbrier	5,860	37.8	9.5	39,857	27,658
Jackson	1,740	14.4	3.7	11,124	8,553
Kanawha	55,610	241.4	66.5	370,575	246,243
Lincoln	3,620	21.4	4.8	15,207	7,760
Logan	12,500	78.1	18.0	92,062	53,862
McDowell	17,830	95.7	22.0	107,520	59,220
Mason	4,980	23.2	6.1	20,741	13,307
Mercer	14,130	74.3	18.9	87,083	62,856
Mingo	9,270	47.9	11.1	44,613	36,384

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Nicholas	3,870	27.9	6.6	25,146	13,595
Pocahontas	1,080	11.6	2.8	8,977	5,001
Putnam	3,940	20.8	5.1	19,047	7,064
Raleigh	10,370	95.6	23.4	104,559	60,950
Randolph	2,760	29.5	7.2	27,295	18,200
Ritchie	1,300	11.2	3.1	10,500	5,484
Roane	1,850	16.9	4.0	12,934	7,537
Upshur	1,030	18.7	4.9	17,789	10,394
Wayne	5,610	40.3	8.3	35,640	10,791
Webster	2,210	17.0	4.0	14,308	6,828
Wirt	570	4.6	1.2	3,259	1,276
Wood	10,440	64.9	19.4	85,644	67,018
Wyoming	5,190	39.8	8.9	39,511	16,717
Total	325,110	1,802.3	466.7	\$2,032,226	\$1,304,376

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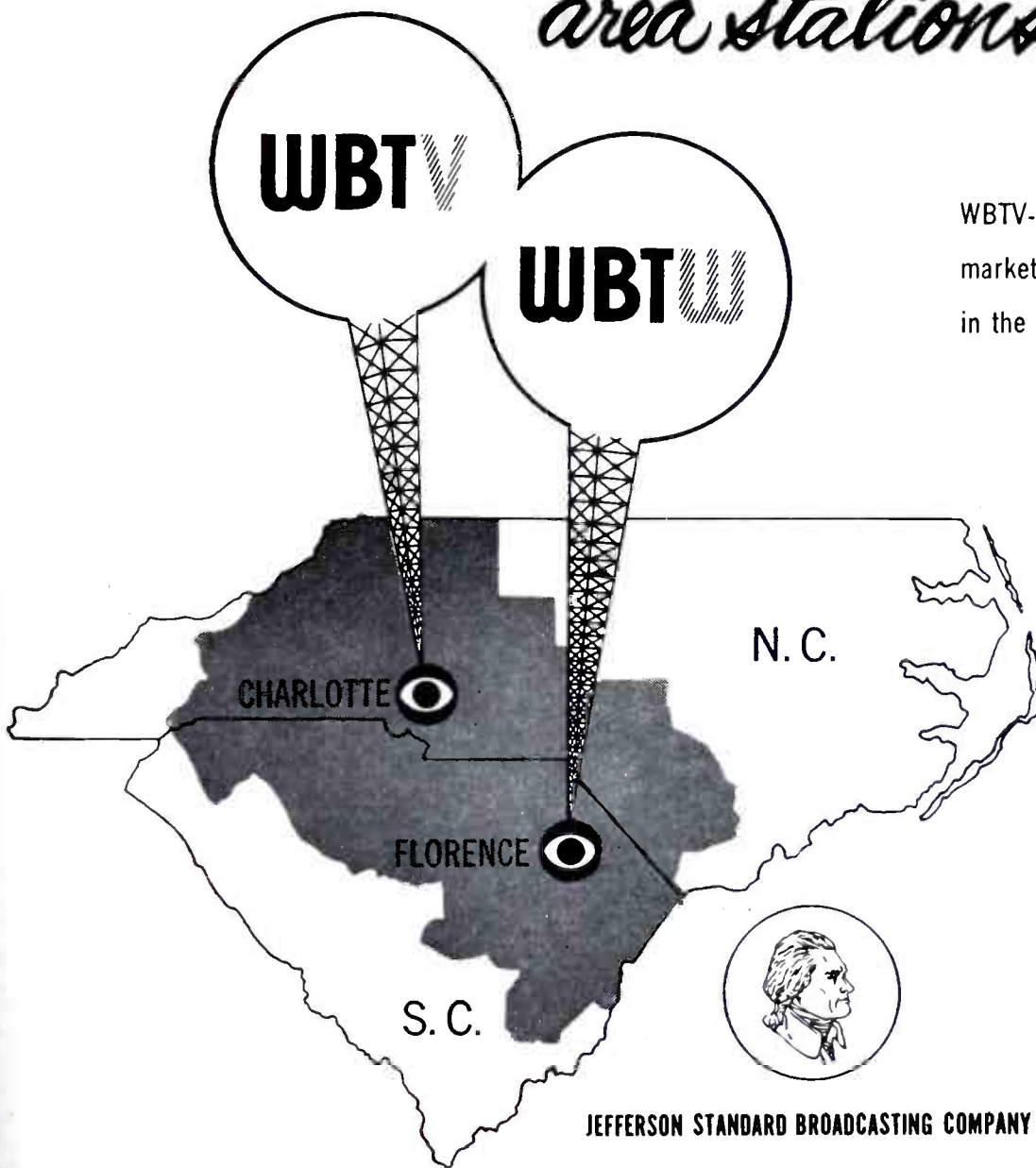
600 Madison Avenue, New York 22, PL 3-3671

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CHARLOTTE, NORTH CAROLINA					
North Carolina:					
Alexander	2,840	14.9	3.5	\$ 10,544	\$ 6,104
Anson	4,470	26.3	6.1	17,505	13,065
Ashe	3,720	21.9	5.1	12,129	6,962
Avery	1,420	13.2	3.1	7,842	3,077
Buncombe	21,230	130.2	34.9	160,154	111,825
Burke	10,580	48.9	11.4	42,894	21,655
Cabarrus	14,620	66.0	17.2	81,507	50,593
Caldwell	7,510	46.7	11.1	41,695	24,235
Catawba	15,400	66.6	17.4	75,806	53,033
Cleveland	12,210	66.8	16.3	65,179	39,687
Davidson	13,810	66.4	17.4	72,004	50,008
Davie	3,160	15.7	3.9	15,140	6,205
Forsyth	36,370	162.4	44.3	230,014	132,390
Gaston	26,190	121.8	30.9	146,965	80,367
Haywood	5,730	38.9	9.9	39,638	24,033
Henderson	3,610	33.1	9.2	32,326	26,849
Iredell	9,770	58.3	15.0	58,075	39,724
Lincoln	4,870	28.3	6.9	22,978	13,969
McDowell	5,650	27.2	6.6	25,238	13,971
Mecklenburg	49,800	219.2	58.9	361,729	238,809
Mitchell	2,520	14.8	3.5	9,188	7,549
Montgomery	3,070	17.8	4.3	14,041	12,059
Moore	4,520	33.6	8.3	31,790	24,979
Polk	2,590	11.7	3.1	10,747	6,797
Randolph	9,110	53.4	13.9	55,817	36,563
Richmond	7,910	40.7	10.2	45,342	33,520
Robeson	10,480	92.8	20.0	66,570	52,653
Rowan	15,130	78.5	21.1	98,851	53,013
Rutherford	10,290	46.2	11.7	39,054	28,960
Scotland	2,560	27.4	6.2	18,984	15,137
Stanly	9,540	39.4	10.6	41,865	26,052
Transylvania	2,080	16.4	3.8	14,235	9,472
Union	7,380	43.6	10.5	35,272	28,991
Watauga	1,970	18.4	4.2	11,113	9,261
Wilkes	5,720	46.4	11.0	31,246	30,043
Yadkin	5,320	22.9	5.6	17,780	7,758
Yancey	990	16.0	3.6	8,805	5,419
South Carolina:					
Cherokee	7,080	35.2	8.5	\$ 33,099	\$ 18,152
Chester	5,820	32.3	7.9	32,795	20,426
Chesterfield	4,970	36.0	8.1	24,410	19,446
Darlington	7,070	51.6	12.2	44,046	32,296
Dillon	4,680	31.0	6.7	21,568	16,153
Fairfield	3,820	21.0	4.8	16,122	8,855
Greenville	39,790	181.8	50.0	269,835	174,225
Kershaw	5,990	31.7	7.5	25,726	16,811
Lancaster	6,830	38.2	9.0	41,264	25,730
Laurens	5,320	47.9	11.7	53,136	26,471
Lee	3,300	22.5	4.7	11,369	7,550
Marlboro	4,470	30.5	7.3	19,732	16,405
Newberry	4,460	31.9	8.2	32,285	21,815
Pickens	4,360	40.3	10.3	42,702	21,143
Spartanburg	31,900	156.5	40.9	192,897	130,280
Union	6,410	31.0	7.6	31,708	17,746
York	13,760	77.9	18.9	94,705	59,475
Total	514,170	2,790.1	705.0	\$3,057,461	\$1,977,766
CHATTANOOGA, TENNESSEE					
Alabama:					
Cherokee	2,470	16.2	3.9	\$ 11,016	\$ 4,891
De Kalb	5,410	44.6	11.5	28,320	18,123
Jackson	3,280	37.0	9.0	23,578	15,744
Georgia:					
Catoosa	3,770	16.5	4.3	17,373	4,540
Chattooga	3,950	22.1	5.6	23,000	11,059
Dade	1,620	8.2	1.7	5,783	2,246
Dawson	300	3.3	.7	1,760	677
Fannin	2,230	15.1	3.7	12,728	6,998
Floyd	12,500	66.5	17.8	81,019	54,374
Gilmer	1,290	9.8	2.5	5,337	4,523
Gordon	4,460	18.9	4.9	13,670	8,838
Lumpkin	690	7.0	1.5	5,165	2,323
Murray	2,380	10.8	2.5	7,600	2,934
Pickens	1,720	8.8	2.3	6,646	5,476
Union	870	7.3	1.7	3,919	2,349
Walker	9,530	41.5	11.3	48,619	21,211
Whitfield	9,190	37.7	9.9	41,236	27,693

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
North Carolina:					
Cherokee	1,230	18.5	4.3	11,424	7,799
Clay	230	6.0	1.3	3,253	1,025
Graham	430	7.2	1.7	4,842	2,218
Tennessee:					
Bledsoe	1,080	8.4	1.7	4,885	2,623
Bradley	4,400	33.3	8.7	32,309	27,593
Coffee	5,280	25.6	7.0	21,863	21,236
Franklin	1,980	25.2	6.2	20,232	14,590
Grundy	1,530	12.4	2.9	7,132	3,996
Hamilton	45,330	213.6	61.9	288,280	263,520
Lincoln	1,910	24.5	6.6	20,741	14,543
McMinn	3,870	31.7	8.3	27,648	36,452
Marion	4,620	20.8	5.0	15,924	11,546
Meigs	460	6.0	1.3	3,693	1,569
Moore	250	4.0	1.2	2,766	775
Polk	1,430	13.0	3.1	9,833	7,711
Rhea	2,250	15.3	3.9	12,328	9,667
Sequatchie	600	6.0	1.3	3,854	2,053
Van Buren	250	4.0	.8	2,004	547
Warren	3,820	22.5	6.4	19,164	16,095
White	2,290	15.9	4.0	11,412	8,567
Total	148,900	885.2	232.4	\$860,356	\$648,124
CHEYENNE, WYOMING					
Colorado:					
Larimer (10%)	1,150	4.7	1.5	\$ 6,699	\$ 5,118
Weid (25%)	4,270	17.6	5.1	22,289	17,950
Wyoming:					
Albany	1,770	20.1	6.0	39,990	22,458
Goshen	570	12.8	3.7	18,679	14,583
Loromie	12,260	56.0	15.9	107,314	63,590
Platte	460	7.7	2.4	11,709	9,038
Total	20,480	118.9	34.6	\$206,680	\$132,737
CHICAGO, ILLINOIS					
Illinois:					
Boone	3,460	17.8	5.4	\$ 28,388	\$ 18,459
Cook	1,407,620	4,727.9	1,474.9	9,993,506	6,288,587
DeKalb	10,570	43.4	13.0	71,448	54,506
DuPage	50,260	186.2	54.4	413,412	182,679
Grundy	4,980	19.7	6.2	30,442	20,660
Iroquois	6,030	33.3	10.6	46,315	35,914
Kane	45,850	162.8	48.3	309,195	223,093
Kankakee	18,790	79.9	20.4	114,393	96,905
Kendall	3,200	12.5	3.8	17,893	13,066
Lake	56,680	211.1	58.3	434,707	210,208
LaSalle	17,230	103.0	32.1	177,068	130,025
Lee	6,930	38.0	10.3	57,831	36,415
Livingston	6,020	37.5	11.2	56,478	38,346
McHenry	14,510	57.1	17.7	100,275	74,582
Ogle	7,100	34.4	11.0	51,085	37,800
Will	39,960	147.9	42.9	250,754	167,043
Winnebago	49,770	168.3	53.2	308,834	223,549
Indiana:					
Cass	9,450	40.7	12.1	59,788	48,643
Fulton	5,060	17.5	5.5	24,353	20,455
Jasper	4,390	18.4	5.3	24,120	17,955
Kosciusko	9,160	35.0	11.1	49,321	37,368
Lake	118,340	414.6	119.5	823,359	491,354
LaPorte	23,050	85.6	25.5	136,184	91,403
Marshall	7,660	32.1	9.8	53,736	36,263
Newton	3,330	11.4	3.5	16,811	12,614
Porter	12,050	45.8	13.1	75,584	40,911
Pulaski	2,950	13.3	3.9	17,987	13,528
St. Joseph	58,300	232.0	69.0	477,674	288,214
Starke	4,620	17.4	5.2	21,591	17,931
Whitley	5,050	20.2	6.4	28,383	20,605
Michigan:					
Berrien	39,540	134.3	41.5	198,256	154,282
Cass	9,230	32.4	10.2	39,312	24,613
Van Buren	13,010	42.7	13.8	52,990	43,383
Wisconsin:					
Kenosha	21,910	81.6	24.6	147,300	98,330
Racine	31,860	117.6	35.1	225,642	143,644
Walworth	11,180	45.9	14.1	66,914	58,687
Total	2,139,100	7,519.3	2,302.9	\$15,001,329	\$9,512,020

dominance **DOUBLED**
in the Carolinas with 2 **DOUBLED**
2 great
area stations



JEFFERSON STANDARD BROADCASTING COMPANY

WBTW-WBT combination creates market comparable to nation's 8th largest in the industry-mushrooming Carolinas

Advertisers have a rich stake in what's happening in the Carolinas.

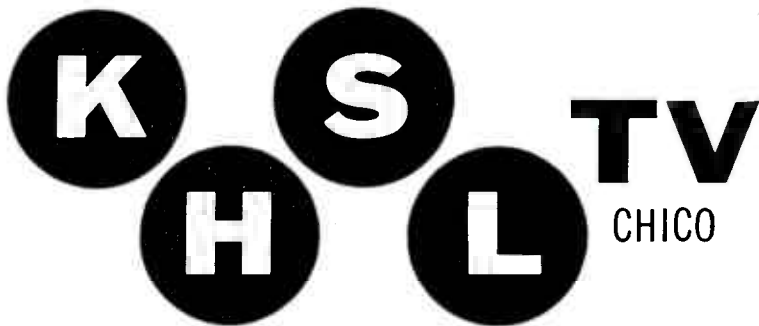
The Carolinas are on the march economically, and two top-power stations—WBTW and WBT—now service this upsurging selling market.

WBTW and newcomer WBT can, as a combination, deliver 50% of the people in North and South Carolina.

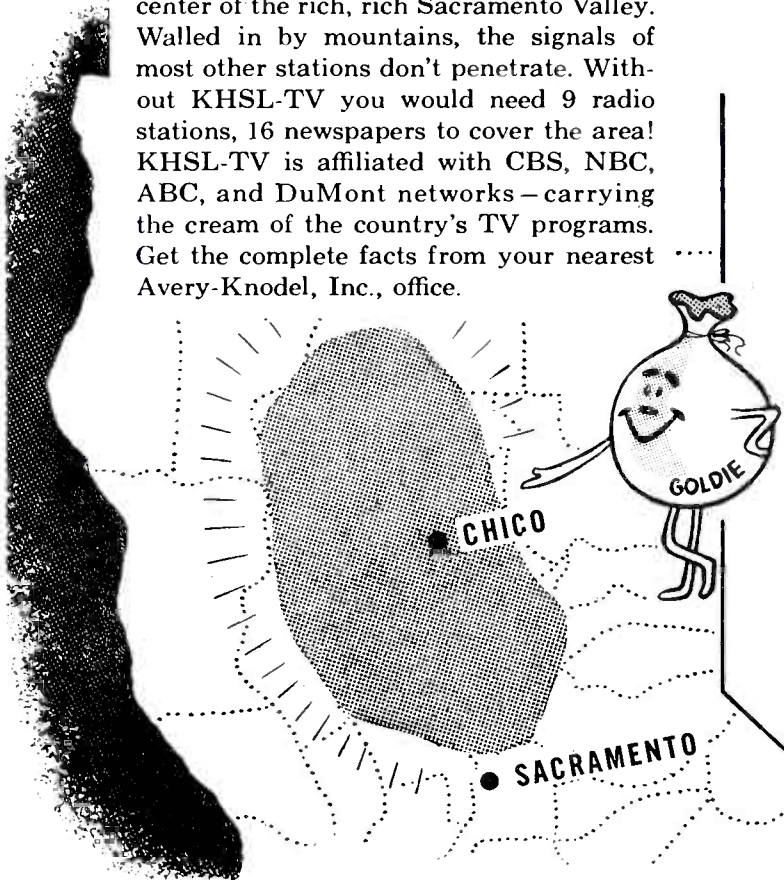
Together, WBTW and WBT create a market of 3,375,000 people, over \$3½ billion in buying power and \$2½ billion in retail sales—a TV market comparable to the *eighth largest in the nation.*

For complete details on how WBTW and WBT truly measure up to "Dominance doubled in the Carolinas," call CBS Television Spot Sales.

NOW...ONE TV STATION TO SELL CALIFORNIA'S RICH GOLDEN EMPIRE



... the only station in the area, at the center of the rich, rich Sacramento Valley. Walled in by mountains, the signals of most other stations don't penetrate. Without KHSL-TV you would need 9 radio stations, 16 newspapers to cover the area! KHSL-TV is affiliated with CBS, NBC, ABC, and DuMont networks - carrying the cream of the country's TV programs. Get the complete facts from your nearest Avery-Knodel, Inc., office.



- Effective Radiated Power.....63,000 watts
- Elevation of Antenna.....above sea level 3,714 feet
above valley floor 3,586 feet
- Population 270,250.....Potential TV Homes 84,400

KHSL-TV

THE GOLDEN EMPIRE STATION
CHANNEL 12

180 E. FOURTH STREET, CHICO, CALIFORNIA

Represented by:

Avery-Knodel, Inc. • New York • Chicago • Dallas • Atlanta • Los Angeles
San Francisco Representative: Golden Empire Broadcasting Company
George Ross, Natl. Sales Manager, San Francisco

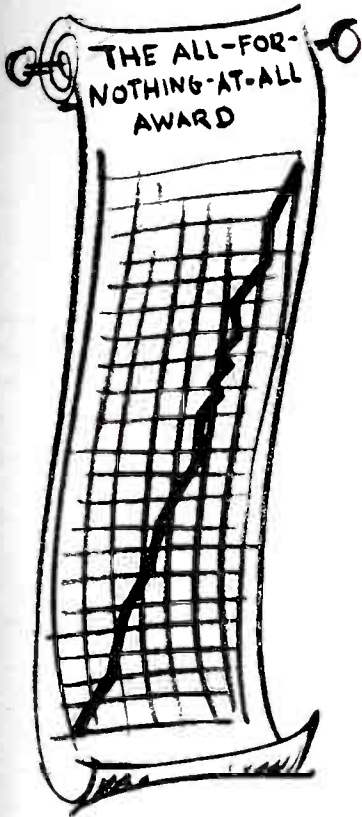
	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CHICO, CALIFORNIA					
California:					
Butte	13,630	71.0	24.3	\$106,577	\$ 86,049
Colusa	2,430	12.6	3.9	19,908	18,576
Glenn	2,870	17.2	5.3	25,449	23,886
Lassen	430	23.0	7.3	38,386	17,070
Nevada	3,600	20.5	7.2	28,734	20,560
Placer	10,230	49.0	14.8	68,062	51,601
Plumas	1,600	14.6	4.7	25,495	11,546
Shasta	4,520	44.8	14.6	71,151	59,518
Sierra	220	2.8	.8	4,002	1,302
Sutter	4,890	29.9	9.2	42,953	22,667
Tehama	4,540	21.5	7.0	33,463	24,684
Yolo	8,680	51.9	15.7	86,375	52,272
Yuba	5,370	32.7	10.0	44,390	47,670
Total	62,410	391.5	124.8	\$594,945	\$437,401

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CINCINNATI, OHIO					
Indiana:					
Dearborn	6,380	26.8	7.9	36,347	25,661
Decatur	4,500	19.0	5.7	25,547	18,210
Fayette	5,260	26.3	7.7	42,142	28,257
Franklin	2,740	17.0	4.5	16,670	9,985
Henry (50%)	5,790	24.4	7.3	38,616	22,900
Jefferson	5,290	23.1	6.4	25,399	19,685
Jennings	3,290	16.2	4.1	13,438	10,332
Ohio	900	4.7	1.3	5,546	2,678
Ripley	4,630	19.5	6.0	20,441	19,520
Rush	5,100	20.5	6.2	29,195	20,066
Switzerland	1,680	7.5	2.2	7,604	3,905
Union	1,210	7.0	1.9	9,745	6,309
Wayne	18,620	74.7	22.6	122,574	89,156
Kentucky:					
Boone	3,420	14.8	4.2	16,178	6,360
Bourbon	3,000	17.7	5.1	21,245	14,754
Bracken	1,560	7.9	2.5	7,207	4,208
Campbell	22,590	80.2	24.9	121,694	58,961
Carroll	2,280	7.9	2.4	8,553	8,657
Fayette	13,420	107.6	30.9	162,012	137,036
Fleming (50%)	660	5.5	1.6	3,931	2,605
Franklin	5,060	26.2	7.8	37,721	22,544
Gallatin	1,060	4.0	1.2	3,788	1,940
Grant	2,490	9.2	2.8	7,635	5,740
Harrison	2,700	13.1	4.1	13,652	10,330
Henry	1,630	11.3	3.4	10,267	5,232
Kenton	32,200	113.1	35.4	185,409	98,231
Lewis (50%)	700	6.3	1.5	4,432	1,948
Mason	3,400	18.0	5.2	20,165	19,543
Nicholas	1,440	6.9	2.1	6,368	3,258
Owen	2,290	9.2	2.8	8,620	4,191
Pendleton	1,750	9.0	2.8	9,144	3,644
Robertson	520	2.9	.8	2,600	744
Scott	2,840	15.8	4.5	17,326	10,293
Trimble	770	5.1	1.5	4,666	1,184
Woodford (50%)	1,080	5.7	1.7	6,605	3,413
Ohio:					
Adams	5,070	21.5	6.5	19,315	15,202
Brown	5,430	23.3	7.1	22,217	18,232
Butler	45,130	163.0	46.7	288,764	194,710
Clermont	12,520	46.1	13.2	55,209	44,343
Clinton	6,170	27.2	8.4	36,512	37,147
Fayette	5,410	24.0	7.5	30,676	26,307
Greene	16,610	68.1	19.6	122,893	61,733
Hamilton	236,550	775.3	246.7	1,433,416	990,713
Highland	7,160	30.0	9.4	32,358	29,529
Preble	7,840	29.5	8.6	40,577	21,694
Warren	10,070	42.9	12.2	60,207	42,642
Total	530,210	2,035.0	618.9	\$3,214,626	\$2,184,732

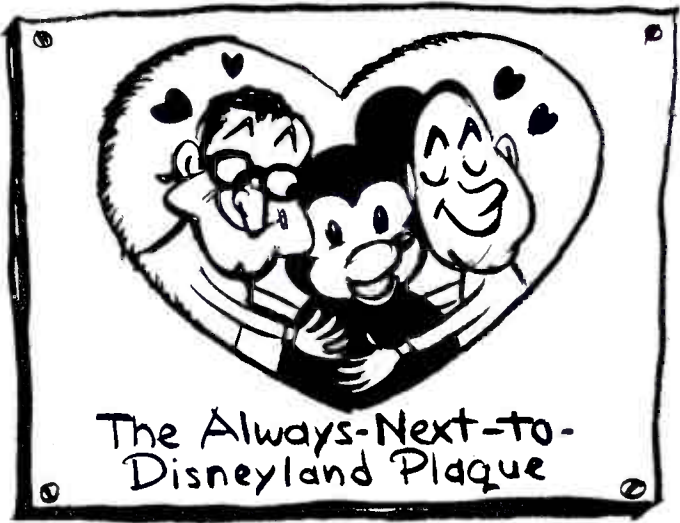
	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CLEVELAND, OHIO					
Ohio:					
Ashland	10,480	35.1	10.9	\$ 54,592	\$ 37,985
Ashtabula	24,800	83.8	25.8	134,968	95,486
Carroll	5,550	20.0	5.7	24,004	13,138
Columbiana	26,190	105.2	31.8	158,787	106,591
Coshocton	4,920	32.4	10.2	46,744	30,073

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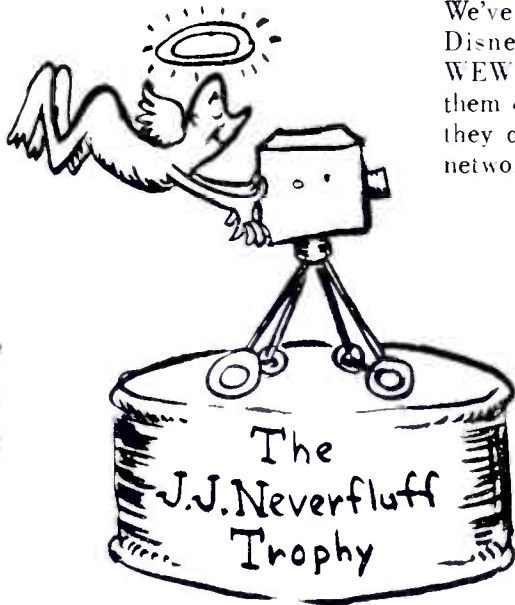
Awards we've never won



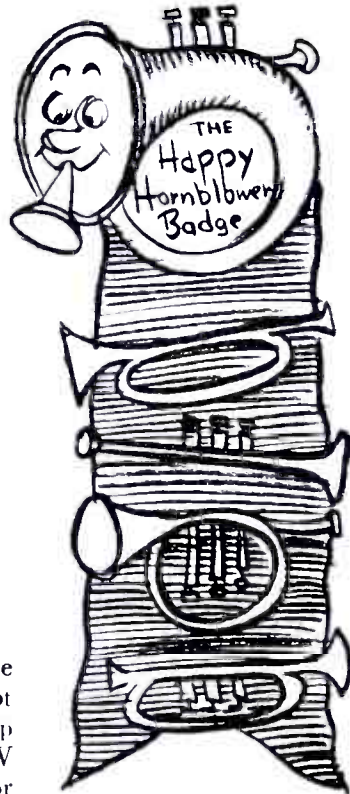
This award is given when one 10-second spot at 3 a.m. zooms client's business 246%. We've never *quite* qualified, but we have plenty of success stories to tell. 44% of our present non-network program sponsors, for example, have been on WEWS three years or more.



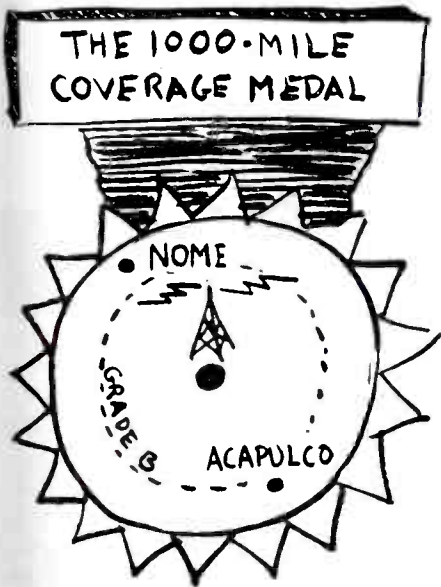
We've never snared this one because although Disneyland and Mickey Mouse Club are in the WEWS schedule, *everyone* just can't be adjacent to them *every* time. Anyway, plenty of advertisers find they do exceptionally well with the other ABC-TV network shows and top-rated local programs on WEWS.



Awarded to the station that never but *never* goofs during the commercial. We haven't won it yet, but we're saving a place on the shelf. WEWS is nationally known for its operating and production skill. Ask anyone who's done business here.

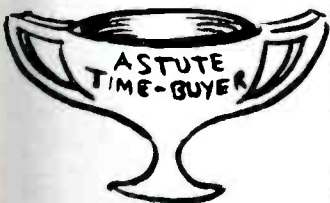


Earned by tooting away every time the station gets a mild pat on the back. Not our style, of course but we can't help mentioning WEWS was the first TV station to win the Peabody Award for public service.



This award goes to the winner of the annual "Our Coverage Is Bigger Than Your Coverage" Contest. All we can say is that WEWS reaches over half the people in Ohio—and thousands more in Pennsylvania and Canada.

Let us help you win a trophy or two.



WEWS

Channel 5

FIRST IN CLEVELAND

THE SCRIPPS-HOWARD STATION

Represented by The Branham Co.

IN CANADA: Horace N. Stovin Ltd., Toronto



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
CLEVELAND Continued					
Crawford	10,520	40.9	12.8	61,996	48,418
Cuyahoga	437,860	1,483.9	447.5	3,156,344	1,907,582
Erie	17,460	56.8	17.4	95,647	66,890
Geauga	3,990	30.0	8.1	49,071	29,501
Hancock	13,460	47.0	15.3	73,767	54,275
Harrison	3,340	19.3	5.8	24,471	14,389
Holmes	4,650	19.9	5.3	20,140	11,930
Huron	10,790	42.4	12.7	62,695	48,804
Jefferson (33%)	8,620	32.4	9.2	54,094	31,081
Knox	8,980	37.6	11.4	55,659	42,278
Lake	24,300	88.6	26.2	165,551	100,105
Lorain	45,500	164.1	47.6	294,959	183,542
Mahoning	68,430	273.8	76.9	511,361	313,005
Marion (50%)	7,370	27.3	8.5	42,077	31,817
Medina	12,920	44.4	13.4	70,892	49,706
Morrow	4,640	18.1	5.2	20,116	12,570
Ottawa	7,660	32.0	9.6	56,062	34,838
Portage	18,000	70.7	19.7	111,347	75,169
Richland	27,090	100.2	29.7	182,669	115,190
Sandusky	12,190	48.0	15.7	75,359	54,904
Seneca	15,980	56.7	16.7	84,030	57,216
Stark	84,090	307.6	90.3	524,369	333,731
Summit	128,820	446.1	133.8	829,353	522,612
Trumbull	47,690	172.8	49.6	294,375	167,031
Tuscarawas	21,570	73.9	22.6	103,395	72,569
Wayne	13,610	63.3	17.8	92,344	75,308
Wood	17,580	63.5	18.3	100,579	57,977
Wyandot	6,090	21.1	6.3	28,636	18,273
Pennsylvania:					
Crawford (25%)	3,160	20.1	5.9	28,775	21,882
Lawrence (50%)	13,460	53.9	15.6	88,112	53,619
Mercer (50%)	13,800	58.1	16.6	96,296	60,355
Total	1,185,560	4,291.0	1,275.9	\$7,873,636	\$4,949,940

COLORADO SPRINGS-PUEBLO, COLORADO

Colorado:					
Bent	450	8.8	2.2	\$ 8,824	\$ 5,368
Cheyenne	50	3.4	1.1	4,656	2,927

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Crowley	690	5.4	1.4	5,126	3,500
Custer	150	1.5	.6	1,505	1,000
Douglas (50%)	140	1.8	.6	1,996	1,000
Elbert	380	4.3	1.1	4,126	2,500
El Paso	20,100	93.6	30.7	144,592	103,000
Fremont	2,070	18.5	5.6	18,073	15,000
Huerfano	560	10.1	3.0	9,356	6,000
Kiowa	270	3.0	.9	4,657	2,500
Kit Carson	160	9.3	2.7	12,131	9,000
Las Animas	740	25.6	7.1	25,056	17,000
Lincoln	390	6.1	1.9	8,198	7,500
Otero	3,790	26.5	7.8	31,892	22,000
Pueblo	20,430	102.2	29.0	134,622	102,000
Teller	240	2.1	.6	2,550	2,000
Total	50,610	322.2	96.3	\$417,360	\$307,500

COLUMBIA, MISSOURI

Missouri:					
Audrain	5,410	25.4	8.3	\$ 36,230	\$ 26,000
Benton (50%)	540	4.4	1.3	3,674	3,000
Baone	6,870	50.3	14.1	73,117	45,000
Calloway	4,620	24.2	6.4	25,012	13,000
Camden	1,130	7.7	2.5	5,949	6,000
Chariton	2,080	14.7	4.8	15,989	10,000
Cale	8,020	36.6	10.0	50,775	41,000
Cooper	3,510	16.5	5.2	20,963	13,000
Crawford (50%)	840	5.8	1.8	5,197	3,000
Franklin (50%)	3,260	19.1	5.8	22,474	17,000
Gasconade	2,170	12.6	4.0	13,234	12,000
Howard	1,230	11.6	3.6	14,358	8,000
Lincoln (50%)	1,870	6.9	2.5	7,669	6,000
Macon (50%)	1,720	9.0	3.1	9,400	6,000
Marion	970	7.1	2.1	5,695	2,000
Marion	8,930	30.3	10.1	41,640	33,000
Miller	2,660	13.6	4.2	11,439	12,000
Moniteau	1,360	10.6	3.5	10,029	9,000
Monroe	2,420	11.3	3.8	12,585	14,000
Montgomery	3,710	11.5	3.9	11,771	10,000
Morgan	1,010	9.9	3.1	8,186	7,000

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THE ONLY STATION THAT COVERS THIS RICH MARKET—357,350 POPULATION



in Cleveland...

*the odds
are on*



WXEL-TV

Whatever the day or hour, the odds are overwhelming that Cleveland TV is set at 8. Here are the star-studded shows of CBS. And helping keep the dial aimed at 8 in this Indian-happy town are the baseball games. Also on the local level, a series of Cleveland-produced shows have been award-winners—and audience-winners, too. Topping off this impressive showing is the cream of the syndicated film programs—Annie Oakley, Mr. District Attorney, Passport to Danger, Cisco Kid, I Led Three Lives, Badge 714, and many more. No wonder more advertisers are constantly giving Clevelanders even more to look at on WXEL-TV, Channel 8.



keep your eye on channel 8

BASIC CBS TELEVISION IN CLEVELAND

National Sales Headquarters — Tom Harker, VP, National Sales Director, 118 E. 57th St., New York — ELdorado 5-7690

230 N. Michigan Ave., Chicago — FRanklin 2-6498 • 111 Sutter St., San Francisco — SUtter 1-8699

represented nationally by the Katz Agency, Inc.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
COLUMBIA, MISSOURI Continued					
Osage	2,540	11.2	3.0	9,121	7,014
Pettis	7,520	33.9	11.6	44,968	34,720
Phelps	3,860	20.4	7.0	25,295	19,289
Pike (50%)	2,410	8.5	3.0	10,434	7,745
Pulaski	2,120	10.6	3.3	9,102	14,781
Ralls	1,740	8.7	2.6	9,702	4,456
Randolph	5,030	23.2	8.1	33,261	21,593
Saline	3,280	27.1	8.4	32,649	22,511
Shelby (50%)	1,520	4.8	1.8	4,953	4,255
Warren	1,580	7.9	2.5	7,843	7,794
Total	94,350	495.4	155.4	\$592,714	\$451,731

COLUMBIA, SOUTH CAROLINA

South Carolina:

Aiken (50%)	6,440	43.1	11.5	\$ 43,908	\$ 17,270
Bamberg	1,200	17.0	4.0	11,932	9,275
Barnwell	2,430	25.8	6.3	15,401	8,800
Calhoun	1,680	14.3	3.3	8,476	4,728
Chester	5,820	32.3	7.9	32,795	20,426
Chesterfield (50%)	2,490	18.0	4.1	12,205	9,723
Clarendon	2,430	32.3	6.6	17,350	10,782
Darlington (50%)	3,540	25.8	6.1	22,023	16,148
Edgefield	3,090	16.0	3.7	11,877	7,631
Fairfield	3,820	21.0	4.8	16,122	8,855
Florence (50%)	9,140	42.1	10.1	35,874	32,650
Kershaw	5,490	31.7	7.5	25,726	16,811
Lancaster	6,830	38.2	9.0	41,264	25,730
Lee	3,300	22.5	4.7	11,369	7,550
Lexington	9,120	47.9	12.4	47,399	22,618
Newberry	4,460	31.9	8.2	32,285	21,815
Orangeburg	9,670	70.2	16.3	52,674	38,271
Richland	31,240	163.3	41.5	229,778	170,359
Saluda	1,960	15.4	3.7	10,245	5,357
Sumter	9,390	61.2	14.1	52,260	36,806
Union	6,410	31.0	7.6	31,708	17,746
Total	129,950	801.0	193.4	\$762,671	\$509,351

COLUMBUS, GEORGIA

Alabama:

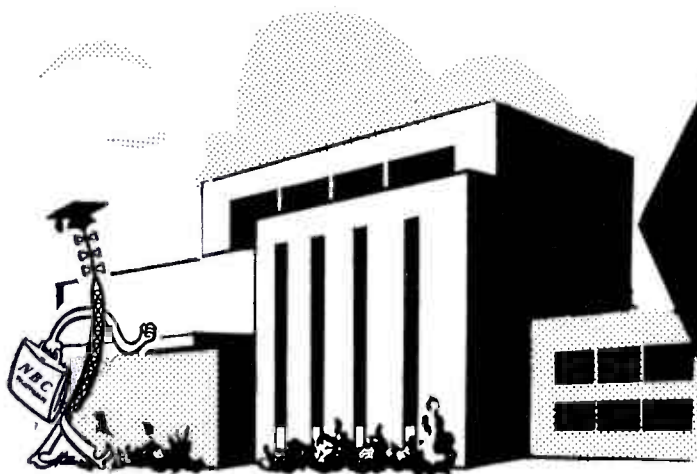
Barbour	1,390	27.1	6.7	\$ 17,230	\$ 10,680
Bullock	1,690	15.4	3.7	9,187	4,137
Chambers	4,930	37.9	9.9	39,525	11,363
Clay	1,460	12.8	3.1	8,714	5,262

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Coosa (75%)	940	8.2	2.0	5,835	2,340
Dale	1,930	19.6	5.0	13,465	7,970
Elmore	4,550	30.1	7.4	25,086	13,810
Henry	1,610	17.3	3.9	11,269	6,620
Houston	6,090	45.8	12.3	42,439	43,340
Lee	8,120	48.5	11.5	52,761	25,360
Macon	2,460	31.3	6.8	23,331	9,050
Montgomery (50%)	15,590	75.8	21.3	102,440	72,330
Pike	2,140	29.2	7.5	22,741	14,690
Randolph	2,870	21.0	5.2	14,327	8,910
Russell	7,420	42.5	10.6	35,450	11,210
Tallapoosa	4,070	33.6	8.7	33,110	18,540

Georgia:

Baker	50	5.6	1.1	2,896	860
Calhoun	650	8.4	2.2	5,660	2,430
Carroll (50%)	3,590	16.8	4.5	14,168	9,290
Chattahoochee	1,140	13.6	1.6	23,370	230
Clay	570	5.4	1.4	3,513	2,380
Coweta	6,700	27.7	7.5	23,164	16,940
Crawford	570	5.7	1.2	3,828	1,620
Crisp	2,840	17.5	4.8	14,596	14,860
Dooly	1,800	13.4	3.3	8,156	5,080
Dougherty	6,700	52.3	14.5	67,678	57,000
Early	450	17.0	4.2	11,408	7,600
Fayette	1,550	8.0	1.9	6,722	2,990
Harris	1,550	11.2	2.7	7,913	3,110
Heard	840	6.5	1.5	3,876	1,360
Lamar	2,140	10.0	2.5	10,457	4,710
Lee	1,060	6.2	1.4	3,437	930
Macon	1,580	13.6	3.3	8,813	6,410
Marion	480	6.5	1.4	3,349	1,750
Meriwether	4,700	20.9	5.3	16,997	8,010
Miller	490	8.7	2.2	5,877	3,200
Monroe (50%)	1,100	5.2	1.3	4,772	2,560
Muscogee	30,420	130.8	34.9	197,944	125,460
Peach	1,590	12.0	3.0	11,297	8,250
Pike	1,380	8.1	1.9	5,395	1,520
Quitman	210	3.0	.8	1,687	470
Randolph	1,370	12.6	3.1	8,888	6,270
Schley	210	3.6	.8	2,380	1,130
Spaulding	7,480	32.1	8.7	40,144	25,940
Stewart	680	8.8	2.2	5,258	3,410
Sumter	3,680	23.6	6.3	20,909	16,670
Talbot	900	7.6	1.8	4,496	1,820
Taylor	1,230	8.7	2.3	5,562	3,620

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a great NEW CITY
Channel Eight, Missouri

If you buy Missouri, you need the BIG MIDDLE.

KOMU-TV, Columbia, delivers it ALL!

Channel 8 251,000 Watts

"Contact the H-R Rep."

Pulse-Proven Audience Favorite!
 with commercial minute Cost-per-M of \$1.33

Plans of
30,000
Junior Golfers*
included
**COLUMBUS,
GEORGIA**



*Fall '55 Plans of Advertisers
by the Hundreds now include
Columbus' CHANNEL*

In the WRBL-TV Market . . . 334,150 families have an effective buying income of \$1,368,418,000. These families are tuning more and more to Channel 4. Power programs of CBS and ABC . . . plus star local personalities . . . guarantee top tune-in to WRBL-TV.

* Junior Golfers from 48 states and foreign nations made the grade and came to Columbus to play in the 10th Annual International Jaycee Junior Golf Tournament.

4 **192% GREATER
AUDIENCE POTENTIAL**

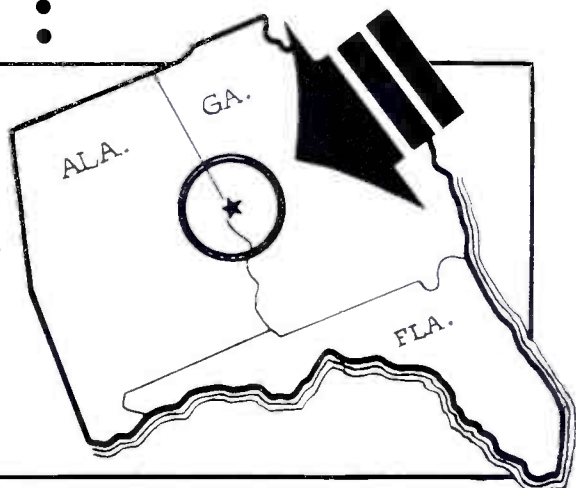
IN THE COLUMBUS, GEORGIA
BILLION DOLLAR MARKET

**163,700
TV HOMES**

Television Magazine Aug. 1, 1955

**187,327
TV HOMES**

Our estimate as of Aug. 1, 1955



4

WRBL-TV

Columbus, Georgia

Full Power 100 KW

REPRESENTED BY
HOLLINGBERY

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
COLUMBUS, GEORGIA Continued					
Terrell	2,230	13.4	3.2	9,334	7,097
Troup	10,990	52.0	14.1	62,289	43,897
Upson	4,200	25.6	6.7	27,277	17,851
Webster	230	4.3	8	2,002	407
Worth (50%)	690	9.4	2.2	5,998	2,878
Total	175,310	1,131.9	288.2	\$1,118,420	\$685,864

COLUMBUS, OHIO

Ohio:					
Ashland	10,480	35.1	10.9	\$ 54,592	\$ 37,985
Athens	7,570	46.1	12.5	52,312	36,657
Champaign	7,260	28.2	8.6	37,368	26,552
Clark	34,930	120.2	36.5	208,325	126,115
Clinton	6,170	27.2	8.4	36,512	37,147
Coshocton	4,920	32.4	10.2	46,744	30,073
Crowford	10,520	40.9	12.8	61,996	48,148
Delaware	7,600	31.9	9.0	45,658	30,777
Fairfield	14,110	55.4	16.8	81,109	48,153
Fayette	5,410	24.0	7.5	30,676	26,307
Franklin	156,130	551.3	163.7	1,094,718	663,309
Greene	16,610	68.1	19.6	122,893	61,733
Hardin	8,120	30.1	9.1	37,280	25,294
Highland	7,160	30.0	9.4	32,358	29,529
Hocking	4,790	19.6	5.6	21,158	15,969
Holmes	4,650	19.9	5.3	20,140	11,930
Jackson	6,870	29.8	8.4	30,787	28,041
Knox	8,980	37.6	11.4	55,659	42,278
Licking	22,420	75.3	23.4	115,977	79,127
Logan	8,390	32.9	10.5	44,405	39,869
Madison	4,810	23.5	6.3	29,632	34,756
Marion	14,740	54.6	16.9	84,154	63,633
Morgan	2,340	13.1	4.1	13,044	9,285
Morrow	4,640	18.1	5.2	20,116	12,570
Muskingum	14,420	78.5	23.8	112,936	71,429
Perry	7,690	29.3	8.5	31,897	18,592
Pickaway	6,930	30.6	7.8	34,795	30,843
Pike	6,070	22.8	6.2	17,611	22,684
Richland	27,090	100.2	29.7	182,669	115,190
Ross	14,670	58.3	16.2	72,431	59,808
Union	5,550	21.6	6.5	27,196	18,686
Vinton	2,400	11.0	2.8	8,432	4,235
Wyandot	6,090	21.1	6.3	28,636	18,273
Total	470,530	1,818.7	539.9	\$2,894,218	\$1,925,247

CORPUS CHRISTI, TEXAS

Texas:					
Jim Wells	UHF	32.2	7.8	\$ 37,881	\$ 29,540
Kleberg	circulation	28.7	7.2	39,538	22,923
Nueces	NA on a	211.5	56.4	328,730	232,223
San Patricio	county basis	39.7	9.6	38,092	27,061
Total		†36,910	312.1	\$1,118,420	\$311,747

DALLAS-FORT WORTH, TEXAS

Oklahoma:						
Bryan		2,720	26.5	7.7	\$ 21,181	\$ 19,622
Marshall		1,280	7.3	2.2	7,616	4,523
Texas:						
Anderson		2,750	29.6	8.5	32,287	21,764
Bosque		1,530	10.5	3.3	10,650	8,762
Collin		7,480	40.2	12.2	42,598	30,441
Cooke		5,320	21.0	6.2	25,060	22,376
Dallas		216,670	751.3	230.5	1,484,440	1,033,463
Delta		510	7.3	2.1	7,011	5,535
Denton		8,150	39.4	10.9	51,748	36,691
Eastland		4,260	22.1	7.3	27,446	26,662
Ellis		8,700	43.9	12.7	50,910	37,219
Erath		2,270	17.1	5.4	17,857	16,237
Fannin		3,260	27.2	8.4	23,461	17,861
Freestone		2,010	13.9	4.0	11,939	8,907
Grayson		12,930	70.4	21.9	89,842	67,766
Hamilton		1,830	9.9	3.1	9,605	9,731
Henderson		1,930	20.7	6.0	18,569	15,962
Hill		7,750	29.0	8.9	32,766	23,415
Hood		960	4.8	1.4	5,422	4,266
Hopkins		2,410	21.1	6.4	21,109	14,055

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"Glad you're doing the job. We know it will help us settle many an otherwise unseizable issue."

MAXON

"We find your set count essential. We've put your data to use in many projects."

EARLE LUDGIN

"Your receiver figures are a basic working tool; we refer to them constantly."

Get current set circulation each month in

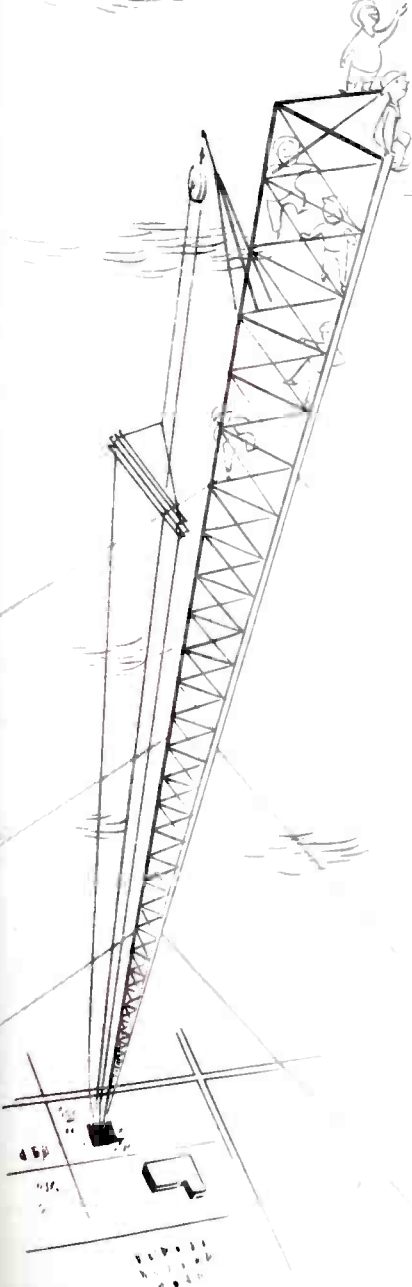
TELEVISION MAGAZINE—

It's the only source for

independently computed set count. It's used by 90% of the agencies placing national TV business.



BUSINESS LOOKS GREAT FROM UP HERE!



And it's no wonder! From 1685' above average terrain, Egbert, the Channel 8 Electron, gets a clear shot at THREE recognized metropolitan areas and their surrounding trade territories. So what? So 1685' will be the effective height of WFAA-TV's antenna when those steel jockeys complete their Texas-sized construction project.

What does this mean to you?

1. Inside the new Class "A" contour will be Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.* Add Waco's business (it's within Class "B" range) and that of the smaller communities in the WFAA-TV picture — and you have one of the most important markets in these United States!
2. Already the tower is taller than any other structure in the state. By October, WFAA-TV's 316,000-watt signal will blanket this major concentration of population and wealth.

To Egbert, the Channel 8 Electron, business looks great — for sponsors who use WFAA-TV to cover this lush market in one easy operation.

* Dallas - Fort Worth — \$1,643,940,000
 Minneapolis - St. Paul — \$1,551,460,000
 Source: SM's Survey of Buying Power,
 May 10, 1955



RALPH NIMMONS, Station Manager
 EDWARD PETRY & CO., National Representative
 Television Service of The Dallas Morning News

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
DALLAS Continued					
Hunt	10,260	38.5	11.7	42,036	35,435
Jack	1,890	6.9	2.2	9,069	6,032
Johnson	7,180	31.7	9.9	38,758	26,418
Kaufman	5,190	28.4	7.6	25,270	22,968
Lamar	2,380	40.9	12.3	38,424	35,193
Limestone	3,210	22.0	6.3	18,469	14,525
McLennan	31,550	140.0	41.0	190,281	166,407
Montague	4,520	15.8	4.9	16,561	15,432
Navarro	6,630	36.3	11.0	39,115	31,602
Palo Pinto	4,620	17.9	5.9	20,985	16,311
Parker	5,550	21.9	6.9	27,268	18,489
Roins	240	3.3	.9	2,702	1,454
Rockwall	1,110	5.6	1.5	4,971	4,078
Smith	11,090	76.4	22.1	99,301	80,478
Somervell	370	2.5	.8	2,864	1,780
Tarrant	132,800	486.5	148.2	819,294	610,477
Van Zandt	4,890	19.6	5.9	19,115	12,828
Wise	3,190	15.3	4.6	15,593	11,347
Wood	2,380	19.0	5.6	18,930	17,244
Total	533,550	2,241.7	678.4	\$3,442,463	\$2,553,806

DANVILLE, ILLINOIS

Illinois:					
Champaign	UHF	90.1	23.9	\$159,223	\$ 93,683
Douglas	circulation	4.1	1.3	5,196	4,838
Edgar	NA on a	11.9	3.9	15,401	12,633
Ford	county basis	8.2	2.6	11,092	9,484
Iroquois		16.7	5.3	23,158	17,957
Vermilion		90.0	28.7	142,434	101,955
Indiana:					
Benton		5.9	1.7	8,807	6,413
Fountain		18.3	6.0	24,185	17,265
Parke		7.7	2.4	8,996	5,841
Vermillion		20.9	7.1	23,588	18,140
Warren		8.8	2.7	12,439	4,497
Total		36,980	282.6	\$434,519	\$292,706

DAVENPORT-ROCK ISLAND, ILLINOIS

Illinois:						
Bureau		7,460	37.8	12.1	\$ 56,036	\$ 39,167
Carroll		4,950	19.4	6.3	27,718	22,671
Fulton (50%)		6,630	21.9	7.4	32,489	19,924
Henderson		1,980	8.4	2.6	10,975	6,005
Henry		13,930	48.4	15.9	72,293	54,529
Jo Daviess		4,150	22.2	6.8	27,578	19,444
Knox		15,160	55.5	18.1	90,308	70,625
La Salle (50%)		8,620	51.5	16.1	88,534	65,013
Lee (50%)		3,460	19.0	5.2	28,916	18,208
McDonough (50%)		3,090	14.4	4.6	19,180	17,870
Marshall (50%)		1,100	6.5	2.1	9,236	6,236
Mercer		4,160	17.3	5.4	23,106	16,761
Ogle (50%)		3,550	17.2	5.5	25,543	18,900
Rock Island		40,050	143.2	44.0	260,470	161,108
Stark		1,570	8.7	2.7	12,542	6,787
Stephenson (50%)		5,770	21.1	6.8	32,826	26,105
Warren		5,440	24.8	7.8	34,392	24,761
Whiteside		14,850	52.1	16.4	78,870	56,713
Iowa:						
Cedar		5,130	18.1	5.3	26,042	19,040
Clinton		14,540	51.3	15.9	80,212	63,414
Des Moines		13,010	44.2	14.1	72,323	56,135
Dubuque		16,290	75.0	20.1	116,280	92,220
Henry		2,900	18.8	5.5	23,860	18,842
Jackson		5,230	18.4	5.5	21,622	19,088
Johnson		8,490	48.4	12.8	75,965	47,904
Jones		4,750	19.0	5.6	23,417	21,990
Lee		7,340	43.4	13.3	61,346	45,425
Louisa		3,040	10.7	3.2	13,111	13,545
Muscatine		9,980	33.6	10.5	46,735	40,129
Scott		29,700	107.0	32.8	188,277	142,830
Washington		3,470	19.2	6.2	27,445	24,764
Total		269,790	1,109.8	340.4	\$1,722,313	\$1,269,590

DAYTON, OHIO

Indiana:						
Adams		5,090	23.4	6.8	\$ 32,813	\$ 22,884
Fayette		5,260	26.3	7.7	42,142	28,257
Franklin		2,740	17.0	4.5	16,670	9,985

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Jay	3,110	23.7	7.6	33,086	21,363
Randolph	7,900	28.0	9.1	39,623	33,523
Union	1,210	7.0	1.9	9,745	6,309
Wayne	18,620	74.7	22.6	122,574	89,156
Ohio:					
Allen	21,380	95.8	28.9	157,077	111,238
Auglaize	8,860	33.0	9.9	44,548	35,863
Brown	5,430	23.3	7.1	22,217	18,232
Butler	45,130	163.0	46.7	288,764	194,710
Champaign	7,260	28.2	8.6	37,368	26,552
Clark	34,930	120.2	36.5	208,325	126,115
Clinton	6,170	27.2	8.4	36,512	37,147
Dorke	11,970	44.0	13.3	55,491	50,557
Fayette	5,410	24.0	7.5	30,676	26,307
Greene	16,610	68.1	19.6	122,893	61,733
Hancock	13,460	47.0	15.3	73,767	54,275
Hardin	8,120	30.1	9.1	37,280	25,294
Highland	7,160	30.0	9.4	32,358	29,529
Logan	8,390	32.9	10.5	44,405	39,869
Madison	4,810	23.5	6.3	29,632	34,756
Marion	14,740	54.6	16.9	84,154	63,633
Mercer	4,880	30.5	8.6	42,478	33,921
Miami	18,720	65.9	20.6	108,106	75,818
Montgomery	127,110	443.0	131.4	877,054	535,189
Preble	7,840	29.5	8.6	40,577	21,694
Putnam	6,600	26.7	7.5	34,020	23,707
Shelby	7,070	30.7	8.8	38,814	28,275
Union	5,550	21.6	6.5	27,196	18,686
Van Wert	6,710	28.4	9.0	44,330	28,197
Warren	10,070	42.9	12.2	60,207	42,642
Wyandot	6,090	21.1	6.3	28,636	18,273
Total	464,400	1,785.3	533.7	\$2,903,538	\$1,973,689

DECATUR, ALABAMA

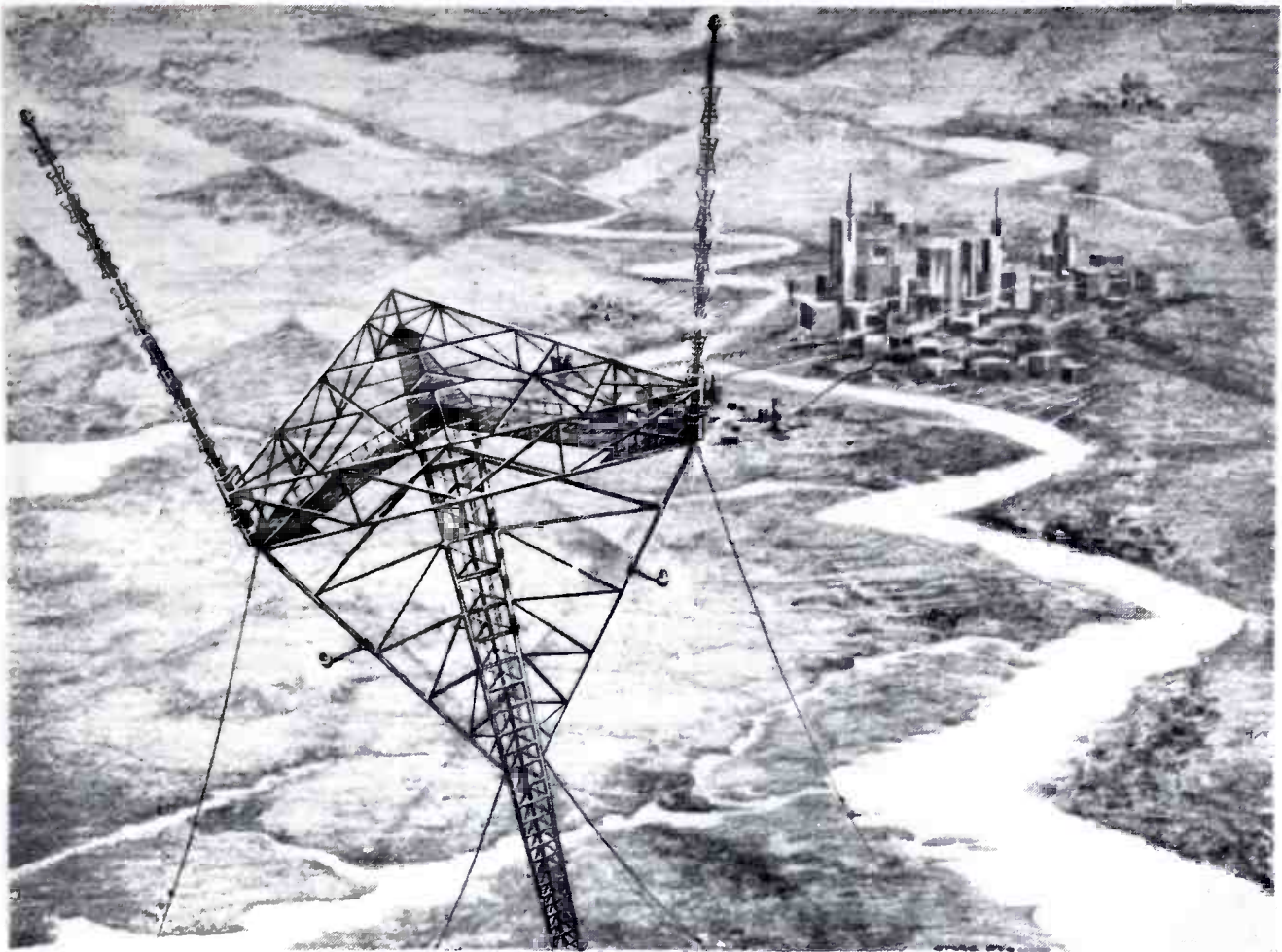
Alabama:					
Colbert	UHF	20.6	5.5	\$ 22,865	\$ 15,806
Cullman	circulation	24.2	6.0	16,365	10,987
Lauderdale	NA on a	28.1	7.6	30,427	19,572
Lawrence	county basis	25.4	6.4	16,238	6,527
Limestone		35.1	8.6	25,570	18,026
Madison		75.8	19.4	69,651	56,028
Morgan		53.5	14.8	51,114	44,126
Total		26,600	263.7	\$232,230	\$171,072

DECATUR, ILLINOIS

Illinois:					
Champaign	UHF	120.1	31.8	\$212,297	\$124,910
Christian	circulation	39.3	12.7	60,478	45,518
Coles	NA on a	41.9	13.4	61,771	49,533
Cumberland	county basis	10.1	3.2	10,212	5,026
DeWitt		16.4	5.5	26,662	19,481
Douglas		16.4	5.3	20,785	19,350
Effingham (50%)		10.9	3.3	12,989	13,638
Fayette (50%)		11.6	3.6	12,655	9,425
Logan		32.4	8.7	42,879	30,359
McLean		78.1	24.3	130,494	102,559
Macon		108.8	34.8	184,196	140,338
Mason (75%)		15.3	5.1	21,937	18,533
Menard		9.2	3.0	12,383	6,785
Montgomery		31.6	10.7	39,055	30,779
Moultrie		13.2	4.1	18,205	10,783
Piatt		13.5	4.3	19,614	12,158
Sangamon		138.6	45.0	235,349	178,677
Shelby		24.0	7.8	28,939	18,275
Tazewell (50%)		43.1	13.4	73,663	33,184
Total		149,720	774.5	\$240,051	\$124,563

DENVER, COLORADO

Colorado:						
Adams		13,970	52.7	13.9	\$ 75,006	\$ 32,141
Arapahoe		14,720	67.5	20.3	99,723	65,357
Boulder		10,570	53.1	16.0	80,076	58,779
Clear Creek		530	3.6	1.2	4,824	4,041
Denver		140,710	483.5	158.6	906,088	699,934
Douglas		280	3.5	1.2	3,992	2,623
Elbert		380	4.3	1.1	4,126	2,441
Gilpin		10	.8	.2	1,102	561
Grand		400	3.7	1.1	5,359	5,790
Jefferson		18,740	73.3	22.4	106,913	53,370



THE HIGH AND THE MIGHTY.....

High atop Cedar Hill overlooking Dallas and Fort Worth, Texas' HIGHEST man-made structure . . . 1685 feet above average terrain, KRLD-TV's new transmission tower projects itself into the sky. When completed this fall, thousands upon thousands of brand new North Texans and Southern Oklahomans will be added to Channel 4's wide and rich effective viewing area.

KRLD-TV delivers more audience in Dallas and Fort Worth combined during the cumulative hours 8:00 a.m. until 12:00 midnight, 7 days a week than any other television station. Pulse April 1955.

Channel 4 is the CBS outlet for Dallas, Fort Worth and North Texas
2 BIG, RICH METROPOLITAN MARKETS FOR THE PRICE OF 1!

The make sense buy!

KRLD-TV

The Times Herald Station
 Owners and operators of KRLD, 50,000 Watts
 The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
 Chairman of the Board

CLYDE W. REMBERT
 President



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
DENVER Continued					
Lake	670	5.9	1.8	9,463	7,464
Larimer	11,500	47.4	14.8	66,986	51,180
Logan	5,300	18.4	5.3	25,459	25,289
Morgan	2,930	19.1	5.4	23,863	25,739
Phillips	430	5.0	1.5	6,166	7,379
Washington	970	7.9	2.5	9,305	7,964
Weld	17,080	70.5	20.2	89,157	71,801
Yuma	1,090	10.8	3.3	14,938	11,364
Wyoming:					
Laramie	12,260	56.0	15.9	107,314	63,590
Total	252,540	987.0	306.7	\$1,639,860	\$1,196,807

DES MOINES, IOWA					
Iowa:					
Adair	2,810	11.6	3.8	\$ 13,723	\$ 9,504
Appanoose	3,450	17.9	6.0	17,831	14,337
Benton (50%)	3,230	11.1	3.5	14,655	11,306
Boone	6,310	26.9	8.2	39,453	23,256
Clarke	1,230	9.1	3.0	11,845	8,543
Dallas	6,530	23.0	7.6	34,956	26,128
Decatur	1,960	11.9	3.6	12,025	9,072
Franklin (50%)	2,160	8.1	2.5	12,712	8,162
Greene	3,830	15.0	4.7	19,566	15,960
Grundy (50%)	1,560	6.7	2.1	9,667	6,670
Guthrie	4,090	14.3	4.4	15,546	12,143
Hamilton	5,620	19.4	6.2	30,218	20,699
Hardin	6,830	21.9	7.3	33,598	30,735
Iowa	3,800	15.2	4.7	21,012	17,246
Jasper	7,800	32.0	10.0	48,445	34,009
Keokuk	3,920	16.6	5.4	18,561	16,923
Lucas	1,490	11.3	3.7	12,559	12,140
Madison	3,140	12.5	4.1	14,839	11,921
Mahaska	4,690	23.9	7.8	31,796	26,771
Marion	6,850	25.1	7.5	28,796	19,839
Marshall	8,120	35.4	11.0	56,307	45,872

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Monroe	1,920	10.8	3.2	11,168	8,149
Polk	69,390	236.8	76.7	437,646	337,275
Poweshiek	3,310	19.3	5.6	25,264	20,070
Story	12,050	46.0	13.1	70,582	44,649
Tama (50%)	3,000	10.6	3.4	13,835	11,838
Union	3,770	15.8	5.2	19,955	15,821
Wapello	7,360	47.0	15.0	68,780	49,038
Warren	4,230	17.4	5.3	20,983	12,723
Wayne	1,840	11.2	3.7	11,122	8,769
Webster (50%)	6,140	22.5	6.9	33,705	29,665
Total	202,430	806.3	255.2	\$1,211,150	\$919,233

DETROIT, MICHIGAN					
Michigan:					
Bay (50%)	11,340	48.4	13.9	\$ 72,194	\$ 51,630
Genesee	76,610	306.5	90.3	567,403	410,683
Hillsdale	7,020	37.7	11.6	41,814	31,086
Huron	7,090	34.0	9.4	34,114	36,900
Jackson	32,870	118.6	34.7	184,073	138,024
Lapeer	7,110	39.3	9.9	41,321	35,021
Lenawee	17,360	72.4	21.5	106,888	77,798
Livingston	7,970	30.1	8.9	43,361	30,923
Macomb	66,820	239.3	65.9	398,783	225,384
Monroe	23,500	86.9	24.7	128,614	79,506
Oakland	140,180	496.3	141.4	926,496	537,178
Saginaw (50%)	20,250	83.5	24.1	129,563	92,170
St. Clair	30,120	101.1	30.1	149,618	109,562
Sanilac	4,740	31.6	9.3	33,331	28,923
Shiawassee	13,510	49.1	14.8	69,858	45,652

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

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TODAY'S TV TEST*

Guess Who Will Have the Audience in Denver During These Hours:
KBTV Channel 9 • FALL and WINTER SCHEDULE
Monday thru Friday

2-4 P.M.	MENU MATINEE	Jill Ferris with top feature film. Denver's highest rated afternoon Women's Feature. April 1955 ARB.			
4-5 P.M.	CORKY'S CLUB	Walt Smith's puppets (they do commercials, too) with "The Little Rascals"! Denver's highest rated kid's show. April 1955 ARB.			
5-6 P.M.	MICKEY MOUSE THEATRE	<i>Enuff Said!</i>			
6-6:30 P.M.	MON.	TUES.	WED.	THURS.	FRI.
	ANNIE OAKLEY	SUPERMAN	SKY KING	FOR SALE	Hopalong Cassidy
	Friskies CANADA DRY	Kellogg's	Nat'l. Biscuit Co.		Busley's Supermarkets
6:30-7 P.M.	VOICE OF FIRESTONE	AMOS & ANDY	DISNEYLAND	LONE RANGER	RIN TIN TIN
	Firestone	For Sale	Am. Motors Am. Dairy Ass'n. Derby Foods	Kellogg's	Nat'l Biscuit Co.

Plus Such ABC Network and Film Features as:

WARNER BROTHERS PRESENTS CAVALCADE OF AMERICA WEDNESDAY NIGHT FIGHTS BISHOP SHEEN MEDICAL HORIZONS	<h2 style="margin: 0;">KBTV-Channel 9 DENVER</h2> <p style="margin: 0;">ABC-TV Affiliate</p> <p style="margin: 0;">JOHN C. MULLINS <i>Pres. Gen'l Mgr.</i></p> <p style="margin: 0;">JOE HEROLD <i>Station Manager</i></p> <p style="margin: 0;">1089 BANNOCK ST. • TA 5-6386</p>	UNCOMMON VALOR THE GREAT GILDERSLEEVE HIS HONOR HOMER BELL SCIENCE FICTION THEATRE MILLION DOLLAR MOVIE (Hygo)
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***For Time-Buyers Seeking SALES in Booming Denver More Answers available at Free & Peters**

WWJ-TV

is the

showplace

of **Detroit!**

*In Detroit . . .
You Sell More
on channel*

4

- Beautiful studios to produce beautiful shows
- Largest, most useful facilities of any Michigan station
- A personality staff of on-the-screen and behind-the-screen experts

So trust your TV advertising budget for the entire Detroit and Southeastern Michigan market to the SHOWplace station that's best equipped to sell your products to show-loving millions who spend over \$7-billion annually.

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
• National Representatives:
THE GEORGE P. HOLLINGBERY COMPANY

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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DETROIT Continued

Tuscola	8,330	40.9	11.5	44,728	36,436
Washtenaw	32,610	151.6	40.4	252,749	161,219
Wayne	747,650	2,664.0	767.9	5,299,382	3,345,221

Ohio:

Fulton	7,300	27.2	8.1	36,129	35,608
Henry (50%)	2,810	11.5	3.5	15,573	12,601
Lucas	122,480	423.4	129.1	886,076	551,358
Ottawa	7,660	32.0	9.6	56,062	34,838
Sandusky (50%)	6,100	24.0	7.9	37,680	27,452
Wood (50%)	8,790	31.8	9.2	50,290	28,989
Total	1,410,220	5,181.2	1,497.7	\$9,606,100	\$6,364,162

DOTHAN, ALABAMA

Alabama:

Barbour (75%)	1,050	20.3	5.0	\$ 12,923	\$ 8,010
Coffee	3,260	29.5	7.4	20,809	12,502
Covington (15%)	550	9.7	2.6	8,128	5,447
Dale	1,930	19.6	5.0	13,465	7,979
Geneva	1,620	24.1	6.2	17,007	13,842
Henry	1,610	17.3	3.9	11,269	6,629
Houston	6,090	45.8	12.3	42,439	43,346
Pike (50%)	1,070	14.6	3.8	11,371	7,347

Florida:

Holmes	410	14.2	3.3	7,921	3,733
Jackson	2,120	37.2	8.9	23,418	18,501
Walton (10%)	150	1.6	.4	1,050	840
Washington	430	12.8	3.2	7,849	3,777

Georgia:

Calhoun (75%)	490	6.3	1.7	4,245	1,827
Clay	570	5.4	1.4	3,513	2,384
Decatur (25%)	280	6.0	1.6	5,054	2,998
Early	450	17.0	4.2	11,408	7,604
Miller	490	8.7	2.2	5,877	3,207
Quitman (50%)	110	1.5	.4	844	239
Randolph (25%)	340	3.2	.8	2,222	1,569
Seminole	650	7.9	1.9	5,859	5,038
Total	23,670	302.7	76.2	\$216,671	\$156,819

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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DULUTH, MINNESOTA-SUPERIOR, WISCONSIN

Michigan:

Gogebic	3,930	26.4	8.0	\$ 30,149	\$ 27,336
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Minnesota:

Aitkin	2,200	13.2	3.9	11,428	9,287
Carlton	3,920	25.0	6.7	28,897	19,928
Itasca	3,630	39.0	11.2	45,840	34,301
Lake	1,600	9.2	3.0	13,696	7,274
Pine	1,790	17.2	4.9	15,495	13,800
St. Louis	53,070	215.3	66.5	322,528	239,717

Wisconsin:

Ashland	2,440	18.7	5.3	20,641	22,189
Bayfield	1,020	13.1	3.8	12,208	7,476
Burnett	1,360	9.8	2.9	8,650	7,287
Douglas	10,120	46.9	14.1	71,024	47,136
Iron	630	8.3	2.5	10,177	7,512
Sawyer	1,420	10.0	2.9	9,694	9,510
Washburn	1,730	11.3	3.2	11,281	11,254
Total	88,860	463.4	138.9	\$611,708	\$464,007

DURHAM, NORTH CAROLINA

North Carolina:

Alamance	19,280	77.4	20.1	\$102,344	\$ 59,899
Caswell	2,530	20.9	4.4	13,221	3,511
Chatham	4,350	25.4	6.2	19,367	14,250
Cumberland	8,700	116.7	23.9	153,892	81,697
Durham	21,410	109.9	28.5	156,147	109,865
Edgecombe	7,460	52.3	11.8	48,187	34,204
Franklin	3,270	31.3	7.1	21,725	10,271
Granville	4,190	32.8	6.9	24,489	12,410
Guilford	42,150	210.3	55.3	312,556	251,503
Halifax	5,760	59.3	12.9	48,045	42,829
Harnett	3,350	49.6	11.6	43,206	27,025
Hoke	1,530	16.0	3.3	8,630	4,774
Johnston	7,180	66.5	15.9	48,256	32,966
Lee	3,390	25.9	6.2	26,600	17,226

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TV market studies to order

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

Now TELEVISION MAGAZINE'S

Research Department can help you answer these questions.

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

Traveling Salesman!

**WJBK-TV GOES FAR AND WIDE
TO MAKE SALES FOR YOU
THROUGHOUT THE HUGE DETROIT-
SOUTHERN MICHIGAN MARKET**

*Area Survey Figures Show
WJBK-TV Tops 'em All!*

Look at these typical ARB figures for March, 1955, for example:

FLINT, 58 miles from downtown Detroit:

75% tune most to WJBK-TV before 6:00 P.M.
15% to 2nd Detroit station; 3% to 3rd Detroit station
75% tune most to WJBK-TV after 6:00 P.M.
15% to 2nd Detroit station; 3% to 3rd Detroit station

ANN ARBOR, 40 miles from downtown Detroit:

75% tune most to WJBK-TV before 6:00 P.M.
15% to 2nd Detroit station; 13% to 3rd Detroit station
75% tune most to WJBK-TV after 6:00 P.M.
15% to 2nd Detroit station; 8% to 3rd Detroit station

There's a lot more to the "Detroit Television Market" than just Detroit alone! More than 800,000 TV homes out of 1,590,000 are outside Wayne County. For real area coverage, you need the station that's most welcome in those homes, as well as in Detroit . . . WJBK-TV.

Success story after success story in our files show the far-reaching buying power of WJBK-TV's top CBS and local programming, 57-foot tower and 100,000 watt maximum power. We'd welcome a chance to do a selling job for you in this multi-million dollar Michigan market.

WJBK-TV CHANNEL
2
DETROIT



Represented
Nationally
by THE KATZ AGENCY

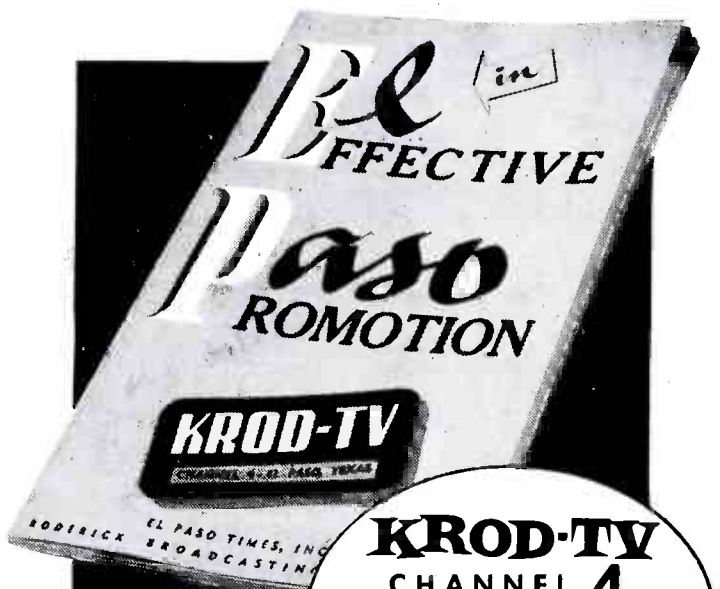
National Sales Director,
TOM HARKER
118 E. 57th, New York 22,
ELDORADO 5-7690



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
DURHAM Continued					
Montgomery (50%)	1,540	8.9	2.2	7,021	6,030
Moore	4,520	33.6	8.3	31,790	24,979
Nash	5,880	61.8	14.1	54,849	42,876
Orange	5,640	38.4	8.6	48,421	19,612
Person	3,870	23.7	5.3	17,485	11,339
Randolph	9,110	53.4	13.9	55,817	36,563
Rockingham	11,870	68.0	17.5	74,039	40,353
Sampson (50%)	2,070	25.5	5.8	15,056	10,324
Vance	4,150	32.7	7.8	30,206	22,916
Wake	24,730	152.7	37.5	209,714	142,723
Warren	1,800	24.0	5.0	13,829	6,967
Wayne	11,350	67.0	15.7	52,552	49,280
Wilson	9,770	55.1	13.0	55,741	42,574
Virginia:					
Brunswick	2,460	21.2	4.4	13,680	11,234
Charlotte	1,680	14.1	3.2	7,980	4,576

Write for this **FREE** GUIDEBOOK to **Effective Promotion** in **EL PASO**

Here's the complete story on the only station in the El Paso Southwest offering a comprehensive promotion program — in a three-color, eight-page booklet that's yours for the asking. Fully illustrated with special sections on Newspaper Advertising . . . Outdoor Advertising . . . On-the-Air Announcements . . . Merchandising Contacts . . . Newspaper Publicity . . . Direct Mail . . . P.O.P. Displays . . . Window Displays . . . Dealer Meetings . . . and Client-Agency Reports.



KROD-TV
CHANNEL 4
CBS, ABC, DuMONT
EL PASO, TEXAS
National Representatives
THE BRANHAM COMPANY



KROD-TV SALES PROMOTION DIR.
P. O. BOX 1799
EL PASO, TEXAS

Please send me a free copy of "Effective Promotion in El Paso."

Name _____
Company _____
Address _____
City _____ State _____

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Halifax	8,240	43.5	9.9	31,437	22,330
Henry	9,100	53.0	12.7	58,868	41,909
Lunenburg	1,890	14.7	3.5	12,388	8,712
Mecklenburg	5,940	35.5	8.2	29,270	24,610
Pittsylvania	14,010	109.8	27.2	116,969	90,229
Total	274,170	1,830.9	437.9	\$1,963,777	\$1,363,066

EAU CLAIRE, WISCONSIN

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Wisconsin:					
Barron	5,480	35.2	10.3	\$ 38,469	\$ 44,621
Buffalo	2,740	15.0	4.3	14,311	10,441
Chippewa	8,420	44.4	11.7	51,471	45,641
Clark	2,840	32.2	9.0	32,437	31,516
Dunn	5,540	27.5	7.7	30,235	25,717
Eau Claire	12,310	57.7	17.0	93,468	67,371
Jackson	1,590	16.2	4.8	15,301	14,573
Pepin	1,200	7.5	2.1	7,785	7,605
Pierce (25%)	1,270	5.4	1.6	6,464	5,238
Rusk	2,060	16.5	4.5	18,065	15,478
St. Croix (25%)	1,650	26.9	7.6	33,193	27,154
Taylor	1,640	18.0	4.7	17,053	13,833
Trempealeau	6,180	24.1	6.8	22,815	21,489
Wood	8,260	53.9	14.9	76,190	58,901
Total	61,180	380.5	107.0	\$457,257	\$389,578

ELKHART-SOUTH BEND, INDIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Indiana:					
DeKalb (25%) UHF		6.8	2.1	\$ 9,978	\$ 6,288
Elkhart circulation	92.0	28.8		165,193	113,398
Fulton NA on a	17.5	5.5		24,353	20,455
Kosciusko county basis	35.0	11.1		49,321	37,368
Lagrange	15.9	4.4		17,979	11,358
La Porte	85.6	25.5		136,184	91,403
Noble	26.8	8.1		36,499	31,142
Pulaski	13.3	3.9		17,987	13,528
St. Joseph	232.0	69.0		477,674	288,214
Starke	17.4	5.2		21,591	17,931
Steuben (25%)	4.7	1.4		6,427	5,750
Whitley	20.2	6.4		28,383	20,605

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Michigan:					
Berrien	134.3	41.5		198,256	154,282
Branch (50%)	16.7	4.9		19,646	15,954
Cass	32.4	10.2		39,312	24,613
St. Joseph	37.6	12.1		51,727	42,265
Van Buren	42.7	13.8		52,990	43,383
Total	†152,850	830.9	253.9	\$1,353,518	\$937,937

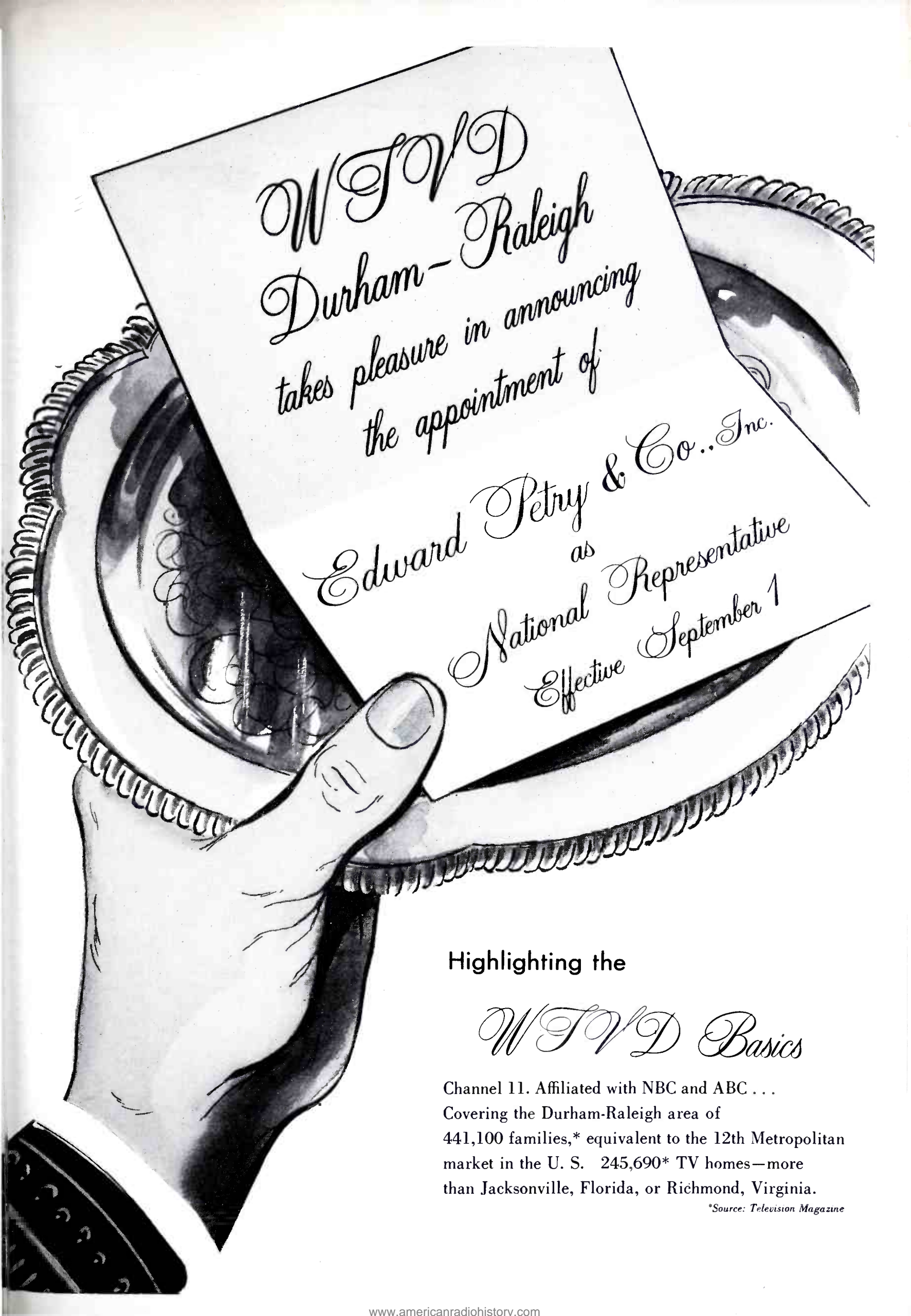
EL PASO, TEXAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
New Mexico:					
Dona Ana	9,350	45.3	11.2	\$ 53,694	\$ 31,957
Grant	3,510	22.9	6.2	29,970	18,566
Luna	2,060	10.4	2.8	11,364	10,661
Otero	1,880	19.4	5.0	25,168	14,326
Sierra	950	7.4	2.5	7,482	5,892
Texas:					
El Paso	54,350	248.0	60.1	369,908	241,551
Hudspeth	680	5.5	1.2	4,608	2,458
Total	72,780	358.9	89.0	\$502,194	\$325,411

ENID, OKLAHOMA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Kansas:					
Barber (50%)	890	4.4	1.4	\$ 6,315	\$ 4,007
Cowley (50%)	3,450	18.9	6.2	24,846	22,130
Harper	1,860	10.2	3.4	11,588	9,525
Sumner	4,090	26.1	8.7	34,177	23,337
Oklahoma:					
Alfalfa	1,990	9.7	3.1	11,717	7,662
Blaine	3,560	14.2	4.2	14,286	10,678
Dewey (50%)	710	4.1	1.2	3,610	2,203
Garfield	13,780	57.0	17.6	85,233	65,385
Grant	1,710	10.0	2.9	14,638	6,837
Kay	11,820	50.8	16.2	75,356	53,040
Kingfisher	3,140	12.3	3.8	13,933	12,625
Lincoln (50%)	2,110	10.3	3.1	9,344	8,399
Logan	4,580	21.7	6.7	24,938	14,483

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A black and white illustration of a hand holding a magnifying glass over a document. The document contains text in cursive script. The hand is positioned on the left, with the thumb and index finger gripping the handle of the magnifying glass. The magnifying glass is held over the document, which is tilted. The background is plain white.

WTVR

Durham-Raleigh

takes pleasure in announcing
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Edward Petry & Co., Inc.

as
National Representative
Effective September 1

Highlighting the

WTVR Basics

Channel 11. Affiliated with NBC and ABC . . .

Covering the Durham-Raleigh area of
441,100 families,* equivalent to the 12th Metropolitan
market in the U. S. 245,690* TV homes—more
than Jacksonville, Florida, or Richmond, Virginia.

*Source: Television Magazine

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ENID Continued					
Major	1,240	10.3	3.1	11,859	6,125
Noble	3,110	11.6	3.6	13,408	10,628
Osage (50%)	4,030	15.8	4.8	18,291	10,307
Pawnee	3,160	12.8	3.9	12,632	7,877
Payne	8,600	48.8	13.8	63,140	39,810
Woods	1,830	14.9	4.6	22,553	13,199
Total	75,660	363.9	112.3	\$471,864	\$328,257

ERIE, PENNSYLVANIA

New York:					
Chautauqua	38,800	141.8	46.2	\$205,084	\$167,204
Ohio:					
Ashtabula	24,800	83.8	25.8	134,968	95,486
Pennsylvania:					
Clarion	9,150	37.9	10.5	41,378	36,164
Crawford	12,630	80.2	23.6	115,101	87,526
Elk	4,190	34.9	9.6	46,432	24,626
Erie	65,660	233.4	67.9	391,492	277,780
Forest	380	4.6	1.3	4,503	2,683
McKean	11,780	55.6	16.9	85,602	57,855
Venango	10,670	65.2	18.5	79,042	54,886
Warren	8,910	42.4	12.1	56,732	53,276
Total	186,970	779.8	232.4	\$1,160,334	\$857,486

EUGENE, OREGON

Oregon:					
Benton	3,980	36.0	10.3	\$57,433	\$31,846
Douglas (50%)	1,820	34.6	10.6	50,889	35,438
Lane	28,980	148.9	46.8	242,916	162,674
Lincoln (50%)	750	11.8	4.0	15,965	12,287
Linn	8,370	63.2	19.6	88,106	74,069
Marion (50%)	10,250	53.9	16.3	74,228	63,866
Polk	5,000	26.0	8.0	34,540	18,092
Total	59,150	374.4	115.6	\$564,077	\$398,272

EUREKA, CALIFORNIA

California:					
Del Norte	1,330	15.1	4.9	\$21,790	\$15,769
Humboldt	23,410	89.8	29.2	163,428	111,068
Siskiyou (25%)	410	8.5	2.8	14,576	8,862
Trinity	610	6.4	2.3	8,406	3,828
Total	25,760	119.8	39.2	\$208,200	\$139,527

EVANSVILLE, INDIANA—HENDERSON, KENTUCKY

Illinois:						
Edwards	UHF	9.0	2.9	\$9,446	\$8,634	
Gallatin	circulation	9.4	2.8	8,806	6,761	
Hamilton (25%)	NA on a	3.0	1.0	2,673	1,594	
Hardin (25%)	county basis	1.9	.6	1,700	811	
Saline (25%)		8.2	2.8	9,801	7,089	
Wabash		15.1	4.7	22,039	15,520	
White		20.9	6.8	25,923	18,531	
Indiana:						
Daviess (10%)		2.8	.8	3,195	2,484	
Dubois (50%)		12.6	3.5	15,491	11,638	
Gibson		31.2	9.8	39,708	32,453	
Knox (33%)		14.6	4.6	20,153	16,320	
Pike		14.5	4.5	16,124	11,463	
Posey		20.2	6.1	23,617	16,287	
Spencer		16.1	4.5	16,798	11,381	
Vanderburgh		178.9	55.6	306,767	199,246	
Warrick		23.2	7.0	27,258	17,917	
Kentucky:						
Crittenden		10.2	3.0	7,443	5,194	
Daviess		60.7	17.1	77,959	56,363	
Hancock (50%)		2.7	.8	1,939	983	
Henderson		33.1	10.0	37,988	27,151	
Hopkins		38.4	11.4	42,699	30,951	
McLean		9.9	2.8	7,297	3,479	
Muhlenberg (50%)		15.0	4.1	11,079	8,574	
Ohio (25%)		4.7	1.3	3,470	1,680	
Union		15.1	4.2	15,550	13,279	
Webster		14.7	4.7	12,687	8,151	
Total		†90,890	586.1	177.4	\$767,610	\$533,889

FARGO, NORTH DAKOTA

Minnesota:					
Becker	2,080	24.3	6.6	\$23,871	\$18,633
Beltrami	790	24.8	7.0	23,240	23,096
Clay	7,920	35.5	9.3	50,388	45,627
Clearwater	330	9.8	2.6	7,468	8,210
Douglas	1,760	21.6	6.3	22,545	25,091
Grant	710	9.4	2.7	9,833	10,064
Hubbard	570	11.2	3.2	9,811	8,876
Mahnoman	380	6.7	1.5	5,115	4,683
Marshall	790	15.5	4.1	13,901	12,208
Norman	3,270	12.5	3.4	12,709	10,771
Otter Tail	5,190	50.7	13.6	50,763	42,880
Pennington	1,350	13.1	3.6	15,083	18,165
Polk	3,390	35.7	9.9	43,217	35,426
Red Lake	540	6.8	1.6	5,603	5,981
Stevens	860	11.0	2.9	13,935	12,302
Traverse	840	8.3	2.3	8,899	9,737
Wadena	620	12.7	3.4	12,060	16,538
Wilkin	1,300	10.4	2.7	12,656	10,703
North Dakota:					
Barnes	4,080	15.8	4.4	18,482	17,088
Cass	13,330	63.0	17.8	112,453	91,113
Dickey	940	8.9	2.5	9,558	9,062
Eddy	410	4.9	1.2	5,497	5,521
Foster	810	5.2	1.5	5,370	7,130
Grand Forks	5,320	42.4	11.6	70,199	58,274
Griggs	1,060	4.9	1.3	5,944	4,734
La Moure	1,150	8.6	2.4	7,450	9,333
Nelson	800	7.2	1.8	8,925	8,170
Pembina	460	13.4	3.5	20,242	13,355
Ramsey	960	13.3	3.5	19,910	19,704
Ransom	1,420	8.0	2.3	9,025	8,620
Richland	2,950	18.8	5.2	27,903	20,400
Sargent	520	7.2	1.8	7,275	4,433
Steele	820	4.6	1.2	7,485	3,930
Traill	1,980	10.8	2.9	15,778	11,633
Walsh	1,030	19.8	4.6	26,955	21,017
South Dakota:					
Brown	1,840	33.9	10.2	52,841	52,178
Day	360	11.7	3.3	13,206	11,249
Marshall	810	7.3	2.1	8,897	6,661
Roberts	1,090	14.1	3.7	14,938	10,783
Total	74,830	643.8	175.5	\$809,430	\$713,379

FLORENCE, SOUTH CAROLINA

North Carolina:					
Anson	4,470	26.3	6.1	\$17,505	\$13,065
Bladen	1,470	30.4	6.7	18,804	13,755
Columbus	3,550	52.6	12.0	38,319	32,132
Cumberland	8,700	116.7	23.9	153,892	81,697
Hoke	1,530	16.0	3.3	8,630	4,774
Montgomery	3,070	17.8	4.3	14,041	12,059
Moore	4,520	33.6	8.3	31,790	24,979
Richmond	7,910	40.7	10.2	45,342	33,520
Robeson	10,480	92.8	20.0	66,570	52,653
Scotland	2,560	27.4	6.2	18,984	15,137
Union	7,380	43.6	10.5	35,272	28,991
South Carolina:					
Calhoun	1,680	14.3	3.3	8,476	4,728
Chesterfield	4,970	36.0	8.1	24,410	19,446
Clarendon	2,430	32.3	6.6	17,350	10,782
Darlington	7,070	51.6	12.2	44,046	32,296
Dillon	4,680	31.0	6.7	21,568	16,153
Florence	18,270	84.1	20.1	71,748	65,300
Georgetown	6,200	33.7	7.8	28,829	19,320
Horry	3,490	63.2	14.0	50,953	37,606
Kershaw	5,990	31.7	7.5	25,726	16,811
Lancaster	6,830	38.2	9.0	41,264	25,730
Lee	3,300	22.5	4.7	11,369	7,550
Marion	5,490	34.3	7.7	24,635	20,870
Marlboro	4,470	30.5	7.3	19,732	16,405
Sumter	9,390	61.2	14.1	52,260	36,806
Williamsburg	8,550	44.9	9.1	23,386	19,078
Total	148,450	1,107.4	249.7	\$914,901	\$661,643

for current set estimates,
see the circulation report in each issue.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
FORT DODGE, IOWA						
Iowa:						
Boone	UHF	26.9	8.2	\$ 39,453	\$ 23,256	
Buena Vista (50%)	circulation	10.9	3.5	17,892	13,869	
Calhoun	NA on a	16.6	5.2	22,304	15,946	
Carroll (75%)	county basis	17.0	4.8	26,150	23,327	
Dallas (25%)		5.8	1.9	8,739	6,532	
Franklin (75%)		12.1	3.8	19,067	12,242	
Greene		15.0	4.7	19,566	15,960	
Guthrie (25%)		3.6	1.1	3,887	3,036	
Hamilton		19.4	6.2	30,218	20,699	
Hancock		14.8	4.3	22,856	13,453	
Hardin (75%)		16.4	5.5	25,199	23,051	
Humboldt		12.8	3.9	19,935	14,168	
Kossuth (50%)		12.9	3.7	20,107	13,210	
Palo Alta		14.5	4.3	17,858	15,022	
Pocahontas		14.9	4.4	22,548	15,017	
Sac (75%)		12.8	4.0	19,220	14,235	
Story		46.0	13.1	70,582	44,649	
Webster		44.9	13.7	67,410	59,329	
Wright		19.7	6.2	29,700	21,158	
Total		†17,290	337.0	102.5	\$502,691	\$368,159

FORT MYERS, FLORIDA

Florida:					
Charlotte	800	4.8	1.6	\$ 4,716	\$ 3,765
Collier	1,010	8.1	2.5	9,323	4,489
De Soto	600	10.7	2.7	9,218	6,773
Glades	120	2.4	.6	2,200	1,359
Hendry	880	6.7	1.8	8,227	6,835
Highlands (50%)	800	8.8	2.6	9,517	6,025
Lee	5,920	30.9	9.4	37,787	33,448
Sarasota	5,760	41.3	13.5	59,170	55,355
Total	15,890	113.7	34.7	\$140,158	\$118,049

FORT SMITH, ARKANSAS

Arkansas:						
Crawford	UHF	21.7	6.3	\$ 17,628	\$ 8,766	
Franklin (50%)	circulation	5.5	1.5	4,100	3,027	
Logan (50%)	NA on a	8.7	2.4	6,665	4,977	
Scott	county basis	8.9	2.5	6,481	3,911	
Sebastian		67.1	20.8	93,173	83,543	
Washington (25%)		13.3	3.9	14,884	12,952	
Oklahoma:						
Adair (25%)		3.7	1.0	2,029	1,311	
Le Flore		32.6	9.0	23,267	16,832	
Sequoyah		18.8	4.8	11,541	6,379	
Total		†29,140	180.3	52.2	\$179,768	\$141,698

FORT WAYNE, INDIANA

Indiana:						
Adams	UHF	23.4	6.8	\$ 32,813	\$ 22,884	
Allen	circulation	203.7	63.2	396,046	265,778	
Blackford	NA on a	14.5	4.4	20,649	16,048	
Dekalb	county basis	27.3	8.5	39,912	25,153	
Grant		66.3	20.2	95,050	65,446	
Huntington		32.7	10.4	47,374	35,084	
Jay		23.7	7.6	33,086	21,363	
Kosciusko		35.0	11.1	49,321	37,368	
Lagrange		15.9	4.4	17,979	11,358	
Miami		29.0	9.3	44,943	28,254	
Noble		26.8	8.1	36,499	31,142	
Steuben		18.8	5.7	25,707	23,001	
Wabash		30.7	9.5	43,616	30,779	
Wells		20.6	6.5	29,508	19,593	
Whitley		20.2	6.4	28,383	20,605	
Michigan:						
Branch		33.4	9.8	39,328	31,908	
St. Joseph		37.6	12.1	51,727	42,265	
Ohio:						
Defiance		27.6	8.3	42,246	34,919	
Mercer		30.5	8.6	42,478	33,921	
Paulding		15.4	4.7	18,660	11,159	
Vanwert		28.4	9.0	44,330	28,197	
Williams		27.7	8.8	39,787	32,194	
Total		†110,850	789.2	243.4	\$1,219,442	\$868,419



POPULATION
722,500



HOUSEHOLDS
228,600



CONSUMER SPENDABLE
INCOME \$1,177,771,000



TOTAL RETAIL SALES
\$768,150,000



PER CAPITA INCOME
\$1,944



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WIN-T Gives you full coverage in the market that's making history,

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
FT. WORTH-DALLAS—See Dallas—Ft. Worth						
FRESNO-TULARE, CALIFORNIA						
California:						
Fresno	UHF	3,081	94.0	\$459,483	\$367,861	
Kern (25%)	circulation	632	18.8	106,438	70,935	
Kings	NA on a	509	14.9	73,522	54,076	
Madera	county basis	407	11.6	49,809	38,975	
Mariposa		56	1.7	8,904	3,559	
Merced		798	23.5	114,715	85,594	
Tulare		1,525	45.8	197,427	156,399	
Total		†143,350	700.8	210.3	\$1,010,298	\$777,399

GALVESTON-HOUSTON, TEXAS

Texas:						
Anderson (50%)		1,380	14.8	4.3	\$ 16,144	\$ 10,882
Angelina		4,870	36.9	10.7	41,833	32,967
Austin		2,360	14.0	4.3	16,103	13,227
Brazoria		13,890	59.7	16.1	85,566	55,029
Brazos		4,730	41.8	11.2	54,713	38,057
Burleson		1,660	11.6	3.3	9,554	7,545
Chambers		1,850	8.1	2.3	11,075	6,296
Cherokee		3,200	36.2	9.6	32,198	25,945
Colorado		2,900	17.6	5.2	20,393	22,487
Fort Bend		3,910	30.6	7.7	33,125	29,629
Galveston		24,770	129.9	38.5	219,135	154,397
Grimes		2,300	13.2	3.9	10,611	9,987
Hardin		2,020	20.9	5.8	21,658	13,170
Harris		275,790	1,012.0	302.6	1,899,026	1,199,351
Houston		1,790	20.5	5.8	16,484	13,307
Jackson		2,250	13.5	3.7	15,992	9,937
Jasper		1,910	21.1	5.4	18,359	18,874
Jefferson		45,650	218.9	64.1	379,980	260,232
Liberty		6,430	28.3	7.9	31,584	29,098
Madison		1,270	6.8	2.0	5,484	6,436
Matagorda		3,940	22.8	6.5	30,536	25,601
Montgomery		5,550	25.0	7.3	24,926	19,002
Nacogdoches		2,340	28.5	7.8	26,987	21,348
Newton		1,150	10.1	2.5	7,023	3,775
Orange		9,670	53.4	14.8	75,061	42,530
Polk		2,700	14.9	4.1	14,296	10,623
Rusk (50%)		2,350	19.5	5.5	21,304	14,553
Sabine		570	7.8	2.0	6,247	3,134
San Augustine		370	7.6	2.0	5,016	4,797
San Jacinto		900	6.7	1.7	4,759	1,818
Shelby		1,280	21.2	6.1	16,782	13,039
Trinity		2,030	8.9	2.6	7,272	8,104
Tyler		1,010	11.4	3.0	10,364	8,495
Walker		3,080	19.8	4.5	17,500	13,776
Waller		2,520	12.2	3.1	14,725	9,530
Washington		3,450	18.9	5.5	15,907	15,427
Wharton		5,510	37.0	10.1	46,113	36,041
Total		453,350	2,082.1	603.5	\$3,283,835	\$2,208,446

GRAND JUNCTION, COLORADO

Colorado:						
Delta		1,080	18.0	5.6	\$ 17,643	\$ 13,039
Garfield		100	12.2	3.8	16,617	12,777
Mesa		7,450	43.3	13.2	55,092	46,933
Montrose		1,070	15.6	4.6	16,545	15,068
Total		9,700	89.1	27.2	\$105,897	\$87,817

GRAND RAPIDS, MICHIGAN

Michigan:						
Allegan		12,030	51.0	15.4	\$ 59,977	\$ 48,778
Barry		6,480	28.8	8.9	36,303	23,248
Berrien (50%)		19,770	67.2	20.8	99,128	77,141
Branch (25%)		1,910	8.4	2.5	9,832	7,977
Calhoun		37,380	135.3	39.6	217,749	157,401
Cass (50%)		4,610	16.2	5.1	19,656	12,307
Clare		2,580	11.4	3.3	12,329	10,589
Clinton		7,910	34.0	9.5	39,796	23,698
Eaton		9,080	43.9	13.4	55,209	39,092
Grand Traverse (50%)		2,070	15.6	4.2	17,910	20,476
Gratiot		8,700	34.7	10.1	38,293	36,574
Ingham (50%)		27,280	98.4	29.0	185,786	130,588

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
Ionia		7,920	39.9	11.3	42,483	35,291
Isabella		5,810	29.9	8.0	36,381	24,151
Jackson (25%)		8,220	29.7	8.7	46,018	34,506
Kalamazoo		38,810	142.3	42.6	239,294	164,209
Kent		93,190	319.2	97.5	544,406	396,089
Lake		480	5.3	1.8	4,304	3,749
Mason		3,590	20.9	6.5	24,425	23,239
Mecosta		4,570	18.6	5.7	18,652	17,538
Montcalm		8,040	33.2	10.5	39,936	39,050
Muskegon		34,870	137.3	40.8	202,340	152,688
Newaygo		4,730	22.9	6.9	24,183	17,743
Oceana		1,900	17.4	5.1	15,671	13,487
Osceola		3,850	14.7	4.1	12,678	11,420
Ottawa		19,090	82.1	24.2	113,699	84,442
St. Joseph (50%)		5,420	18.8	6.1	25,864	21,133
Shiawassee		13,510	49.1	14.8	69,858	45,652
Van Buren		13,010	42.7	13.8	52,990	43,383
Wexford		3,450	19.5	5.8	22,124	18,534
Total		410,260	1,588.4	476.0	\$2,327,274	\$1,734,173

GREAT BEND, KANSAS

Kansas:						
Barber (50%)		890	4.4	1.4	\$ 6,315	\$ 4,007
Barton		8,820	33.9	10.5	62,217	54,104
Edwards		1,270	6.2	2.1	8,767	5,166
Ellis		2,270	20.6	5.3	28,360	22,542
Ellsworth		1,600	9.2	2.9	11,671	7,366
Ford		1,960	20.0	6.4	33,528	32,197
Graham		340	5.3	1.5	5,274	4,581
Harvey (50%)		2,440	11.5	3.6	17,334	14,141
Hodgeman		70	3.3	.9	4,848	1,691
Kingman		1,700	10.4	3.2	10,406	8,885
Kiowa		960	5.0	1.5	9,012	4,688
Lincoln		810	6.4	1.9	8,097	4,416
McPherson		4,250	24.7	7.9	35,308	25,465
Mitchell		1,350	9.9	3.1	11,022	11,607
Ness		1,010	6.1	2.1	8,200	4,501
Osborne		1,060	8.3	2.6	9,648	6,632
Ottawa		890	7.1	2.5	6,656	4,575
Pawnee		2,130	11.5	2.9	15,456	13,284
Pratt		2,460	12.4	3.9	19,966	18,445
Reno		16,220	56.7	18.5	87,349	75,398
Rice		3,600	15.2	5.0	23,718	17,319
Rooks		1,160	9.7	3.0	12,188	12,312
Rush		920	7.0	2.2	9,831	6,683
Russell		1,890	13.7	4.2	23,648	20,150
Saline		6,140	39.3	12.7	63,243	64,721
Stafford		1,490	8.8	2.8	10,172	8,423
Trego		290	5.8	1.7	7,188	4,307
Total		67,990	372.4	116.3	\$549,422	\$457,606

GREAT FALLS, MONTANA

Montana:						
Broadwater		70	2.9	.9	\$ 4,022	\$ 2,967
Cascade		12,060	59.9	19.7	115,096	77,903
Chouteau		550	7.0	2.4	15,717	8,936
Fergus		780	15.2	5.0	28,570	18,462
Gallatin		500	22.9	7.2	39,111	28,757
Glacier		80	10.1	2.9	14,532	12,025
Hill		300	14.6	4.7	24,521	17,452
Jefferson		60	4.0	1.0	3,818	2,740
Judith Basin		190	3.3	.9	6,539	3,143
Lewis & Clark		1,400	26.5	9.0	50,677	32,161
Meagher		20	2.1	.8	2,898	1,511
Park		330	12.6	4.2	20,889	16,825
Pondera		490	6.4	1.8	13,914	9,254
Teton		790	7.2	2.4	11,022	9,443
Toole		790	7.0	2.1	14,246	9,148
Wheatland		50	3.4	1.1	5,477	4,051
Total		18,460	205.1	66.1	\$371,049	\$254,778

GREEN BAY, WISCONSIN

Michigan:						
Menominee		4,690	26.0	7.5	\$ 27,979	\$ 18,950

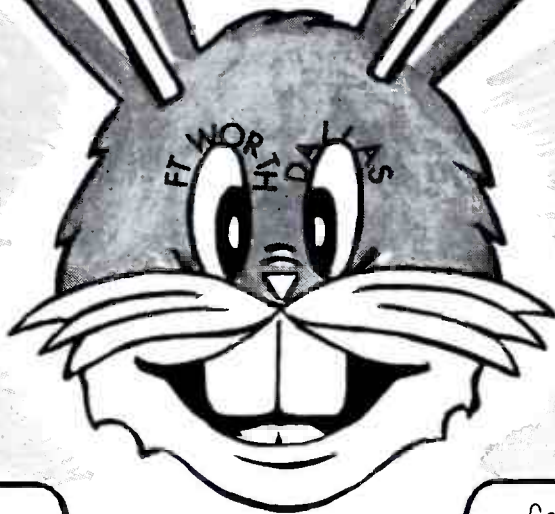
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FIRST in coverage, picture clarity, programming and color in the wealthy Fort Worth-Dallas market

WBAP TV

Counties	24
Population	1,894,500
Families	579,800
Total Retail Sales	\$2,260,240,000
Buying Income	\$3,084,413,000

Source: Sales Management Survey of Buying Power May, 1955.

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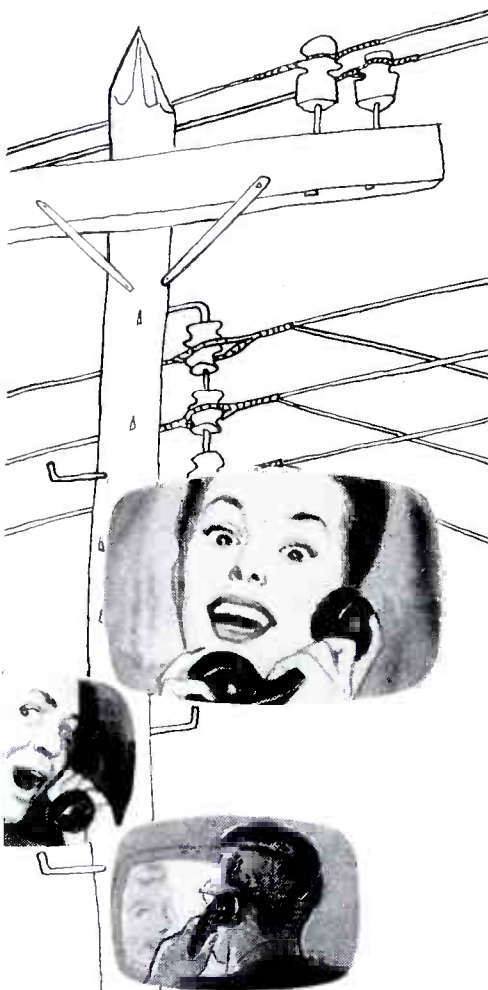
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NORTH CAROLINA'S
NUMBER 1 TV STATION

Primary CBS Affiliate

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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GREEN BAY Continued

Wisconsin:

Brown	26,280	105.8	28.9	169,078	118,317
Calumet	4,500	19.6	5.3	23,590	20,897
Door	4,620	21.5	6.5	25,085	23,237
Fond Du Lac	16,610	70.8	20.2	108,053	84,389
Forest	950	8.8	2.3	8,449	6,607
Green Lake	2,580	15.3	4.6	18,821	20,182
Kewaunee	2,830	17.7	4.7	18,479	15,440
Langlade	4,390	21.8	6.0	25,464	25,037
Manitowoc	18,610	69.6	20.3	105,923	76,781
Marathon	12,610	83.2	22.7	110,480	86,757
Marinette	6,770	35.9	10.4	43,055	34,223
Oconto	5,520	26.0	7.3	25,911	21,943
Outagamie	22,230	87.8	24.4	134,591	100,294
Portage	5,570	35.1	9.2	47,006	31,499
Shawano	5,610	35.5	9.6	39,750	28,737
Sheboygan	21,920	83.2	25.1	136,922	94,350
Waupaca	7,290	35.7	10.5	42,339	45,813
Waushara	1,480	13.9	4.2	12,249	13,624
Winnebago	21,890	96.8	28.6	155,552	107,925
Total	196,950	910.0	258.3	\$1,278,776	\$975,002

GREENSBORO, NORTH CAROLINA

North Carolina:

Alamance	19,280	77.4	20.1	\$102,344	\$ 59,899
Alleghany	1,250	8.0	2.1	5,311	4,240
Cabarrus	14,620	66.0	17.2	81,507	50,593
Caswell	2,530	20.9	4.4	13,221	3,511
Chatham	4,350	25.4	6.2	19,367	14,250
Davidson	13,810	66.4	17.4	72,004	50,008
Davie	3,160	15.7	3.9	15,140	6,205
Durham	21,410	109.9	28.5	156,147	109,865
Forsyth	36,370	162.4	44.3	230,014	132,390
Granville	4,190	32.8	6.9	24,489	12,410
Guilford	42,150	210.3	55.3	312,556	251,503
Harnett	3,350	49.6	11.6	43,206	27,025
Hoke	1,530	16.0	3.3	8,630	4,774
Iredell	9,770	58.3	15.0	58,075	39,724
Lee	3,390	25.9	6.2	26,600	17,226
Montgomery	3,070	17.8	4.3	14,041	12,059
Moore	4,520	33.6	8.3	31,790	24,979
Orange	5,640	38.4	8.6	48,421	19,612
Person	3,870	23.7	5.3	17,485	11,339
Randolph	9,110	53.4	13.9	55,817	36,563
Rockingham	11,870	68.0	17.5	74,039	40,353
Rowan	15,130	78.5	21.1	98,851	53,013
Stanly	9,540	39.4	10.6	41,865	26,052
Stokes	3,300	20.8	4.9	16,739	5,741
Surry	8,640	47.6	11.8	46,746	31,941
Wake	24,730	152.7	37.5	209,714	142,723
Yadkin	5,320	22.9	5.6	17,780	7,758

Virginia:

Halifax	8,240	43.5	9.9	31,437	22,330
Henry	9,100	53.0	12.7	58,868	41,909
Patrick	1,000	16.0	3.7	10,640	4,814
Pittsylvania	14,010	109.8	27.2	116,969	90,229
Total	318,250	1,764.1	445.3	\$2,059,813	\$1,355,038

GREENVILLE, NORTH CAROLINA

North Carolina:

Beaufort	8,230	37.0	9.0	\$ 26,359	\$ 26,921
Bertie	3,300	26.8	6.0	17,492	13,509
Carteret	2,770	25.8	6.5	25,539	14,551
Chowan	1,480	12.8	2.9	10,158	7,289
Craven	13,140	56.3	13.2	61,160	35,834
Duplin	4,420	41.6	9.7	24,553	18,616
Edgecombe	7,460	52.3	11.8	48,187	34,204
Franklin (50%)	1,630	15.7	3.6	10,863	5,136
Greene	1,460	18.1	3.7	12,724	4,429
Halifax	5,760	59.3	12.9	48,045	42,829
Hertford	4,190	22.1	4.8	14,820	15,260
Hyde	540	6.2	1.4	3,557	1,578
Johnston	7,180	66.5	15.9	48,256	32,966
Jones	700	10.9	2.5	6,746	2,413
Lenoir	7,840	48.2	11.3	43,067	45,705
Martin	5,800	28.8	6.1	18,471	19,678
Nash	5,880	61.8	14.1	54,849	42,876
Northampton	3,200	28.6	6.0	17,046	7,935

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Onslow	5,650	53.2	10.3	64,107	29,993
Pamlico	560	10.4	2.5	7,129	2,149
Pitt	13,960	65.3	14.7	55,880	47,354
Sampson	4,140	51.0	11.6	30,112	21,648
Warren	1,800	24.0	5.0	13,829	6,967
Washington	1,820	13.5	3.0	11,330	7,639
Wayne	11,350	67.0	15.7	52,552	49,280
Wilson	9,770	55.1	13.0	55,741	42,574
Total	134,030	958.3	217.2	\$782,572	\$579,333

GREENVILLE, SOUTH CAROLINA

Georgia:

Banks	670	6.3	1.6	\$ 3,365	\$ 632
Elbert	3,240	17.9	4.6	15,207	9,730
Franklin	2,440	13.5	3.4	8,869	7,138
Habersham	2,150	17.2	4.3	14,195	9,786
Hart	2,080	13.9	3.4	9,970	5,064
Lincoln (50%)	530	3.0	.7	2,105	1,538
Madison	1,330	11.5	2.8	7,804	2,270
Oglethorpe (50%)	570	4.6	1.2	3,006	924
Rabun	1,010	7.4	1.7	4,929	3,690
Stephens	2,940	18.0	4.7	18,224	12,660
Towns	560	4.5	1.0	2,495	1,198
White	640	5.9	1.4	3,137	2,048
Wilkes (50%)	1,030	5.9	1.5	4,020	3,344

North Carolina:

Buncombe	21,230	130.2	34.9	160,154	111,825
Burke	10,580	48.9	11.4	42,894	21,655
Clay	230	6.0	1.3	3,253	1,025
Cleveland	12,210	66.8	16.3	65,179	39,687
Gaston	26,190	121.8	30.9	146,965	80,367
Haywood	5,730	38.9	9.9	39,638	24,033
Henderson	3,610	33.1	9.2	32,326	26,849
Jackson	2,710	19.2	4.4	12,062	7,756
Lincoln	4,870	28.3	6.9	22,978	13,969
McDowell	5,650	27.2	6.6	25,238	13,971
Macon	1,460	16.5	3.9	10,304	6,502
Madison	1,780	19.9	4.4	12,013	5,681
Polk	2,590	11.7	3.1	10,747	6,797
Rutherford	10,290	46.2	11.7	39,054	28,960
Swain	640	9.4	2.3	5,894	4,360
Transylvania	2,080	16.4	3.8	14,235	9,472
Yancey	990	16.0	3.6	8,805	5,419

South Carolina:

Abbeville	4,870	22.3	5.6	21,933	11,460
Anderson	14,150	90.8	23.9	103,398	65,444
Cherokee	7,080	35.2	8.5	33,099	18,152
Chester	5,820	32.3	7.9	32,795	20,426
Edgefield	3,090	16.0	3.7	11,877	7,631
Fairfield	3,820	21.0	4.8	16,122	8,855
Greenville	39,790	181.8	50.0	269,835	174,225

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Greenwood	7,580	41.4	11.0	56,802	38,157
Laurens	5,320	47.9	11.7	53,136	26,471
McCormick	1,570	9.3	2.1	6,194	3,323
Newberry	4,460	31.9	8.2	32,285	21,815
Oconee	4,310	39.7	9.4	35,264	20,280
Pickens	4,360	40.3	10.3	42,702	21,143
Saluda	1,960	15.4	3.7	10,245	5,357
Spartanburg	31,900	156.5	40.9	192,897	130,280
Union	6,410	31.0	7.6	31,708	17,746
York	13,760	77.9	18.9	94,705	59,475
Total	292,280	1,676.8	425.1	\$1,794,062	\$1,118,590

HANNIBAL, MISSOURI-QUINCY, ILLINOIS

Illinois:

Adams	18,680	67.8	21.7	\$ 90,767	\$ 72,532
Brown	1,970	6.7	2.3	8,213	8,088
Calhoun	1,630	6.4	1.8	5,845	4,610
Cass	4,250	14.4	4.6	19,344	15,040
Fulton (50%)	6,630	21.9	7.4	32,489	19,924
Greene	4,860	18.4	6.1	20,151	16,376
Hancock	7,640	25.7	8.5	31,408	22,203
Henderson	1,980	8.4	2.6	10,975	6,005
McDonough	6,190	28.7	9.2	38,359	35,739
Mason (25%)	490	3.8	1.3	5,484	4,633
Morgan	7,450	35.6	10.0	46,323	41,770
Pike	5,220	21.1	7.1	23,317	16,900
Schuyler	2,340	9.2	3.2	9,536	6,739
Scott	1,740	6.9	2.4	9,077	6,628
Warren (33%)	1,810	8.2	2.6	11,349	8,171

Iowa:

Des Moines (75%)	9,760	33.2	10.6	54,242	42,101
Henry (33%)	970	6.2	1.8	7,874	6,218
Lee	7,340	43.4	13.3	61,346	45,425
Van Buren	2,490	10.5	3.5	11,317	7,938

Missouri:

Adair	3,510	20.1	6.7	20,812	19,852
Audroin	5,410	25.4	8.3	36,230	26,350
Clark	2,190	9.0	2.9	8,536	8,670
Knox	1,870	7.3	2.6	7,924	4,898
Lewis	2,370	10.6	3.5	11,984	10,158
Lincoln	3,740	13.7	4.9	15,337	13,310
Macon	3,450	17.9	6.2	18,800	12,875
Marion	8,930	30.3	10.1	41,640	33,524
Monroe	2,420	11.3	3.8	12,585	14,225
Montgomery	3,710	11.5	3.9	11,771	10,983
Pike	4,800	17.0	5.9	20,867	15,490
Ralls	1,740	8.7	2.6	9,702	4,456
Randolph (50%)	2,520	11.6	4.1	16,631	10,797
Schuyler	570	5.6	1.8	5,340	4,448
Scotland	1,810	7.0	2.5	6,757	6,101
Shelby	3,030	9.6	3.6	9,906	8,510
Total	145,510	593.1	193.4	\$752,238	\$591,687

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (add 000)
HARLINGEN-WESLACO, TEXAS					
Texas:					
Brooks	1,020	10.7	2.7	\$ 11,452	\$ 10,697
Cameron	26,590	159.3	38.9	165,501	122,181
Hidalgo	30,290	194.5	44.9	159,543	128,313
Jim Hogg	1,100	5.2	1.3	4,715	3,525
Kenedy	40	.6	.1	332	90
Starr	560	15.1	3.1	9,677	6,360
Willacy	3,170	26.8	6.3	23,586	21,553
Zapata	900	4.8	1.0	3,002	1,154
Total	63,670	417.0	98.3	\$377,808	\$293,873

HARRISBURG, ILLINOIS					
Illinois:					
Franklin	UHF	47.1	16.2	\$ 54,558	\$ 33,202
Gallatin	circulation	9.4	2.8	8,806	6,761
Hamilton	NA on a	11.8	3.8	10,693	6,377
Hardin	county basis	7.6	2.2	6,801	3,243
Johnson		8.0	2.5	5,904	4,829
Pope		5.1	1.6	3,912	2,076
Saline		32.9	11.0	39,203	28,356
White		20.9	6.8	25,923	18,531
Williamson		48.6	16.5	55,140	36,658
Kentucky:					
Crittenden (25%)		2.6	.8	1,861	1,287
Livingston (50%)		2.6	.8	1,861	1,287
Union (33%)		5.0	1.4	5,132	4,382
Total		126,030	203.0	\$220,498	\$146,926

HARRISBURG, PENNSYLVANIA					
Pennsylvania:					
Adams (50%)	UHF	22.9	6.4	\$ 27,987	\$ 21,691
Berks (10%)	circulation	25.9	7.7	45,494	29,482
Cumberland	NA on a	103.2	30.1	166,584	94,691
Dauphin	county basis	206.2	61.5	345,362	249,570
Juniata		15.0	4.3	15,243	12,313

	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (add 000)
Lancaster (75%)	181.5	52.0	13.8	\$ 328,853	\$ 199,028
Lebanon	89.5	25.8	6.5	135,932	84,239
Mifflin	43.6	12.5	3.1	55,337	40,318
Northumberland (50%)	57.3	16.7	4.2	71,327	52,947
Perry	25.3	7.2	1.8	29,982	18,409
Schuylkill (25%)	49.2	13.9	3.5	62,556	40,060
Snyder	23.6	6.3	1.6	23,939	14,843
York (25%)	53.1	15.9	4.0	85,267	56,309
Total	171,280	896.3	260.3	\$1,393,863	\$913,900

HARRISONBURG, VIRGINIA					
Virginia:					
Albemarle	7,230	55.2	13.8	\$ 70,250	\$ 62,642
Augusta	9,560	71.5	17.8	83,690	57,244
Bath	900	6.1	1.5	5,110	3,148
Clarke	1,110	7.4	1.8	7,179	4,341
Culpeper	2,940	13.8	3.3	11,507	13,667
Fauquier	4,440	22.1	5.5	19,665	18,421
Fluvanna	1,000	6.8	1.8	5,165	2,575
Frederick	6,380	33.7	9.3	37,779	41,277
Greene	440	4.8	1.1	3,157	1,147
Highland	620	3.9	.8	2,196	979
Loudoun	4,080	21.9	5.2	20,671	16,796
Louisa	1,870	12.9	3.1	8,329	6,303
Madison	990	8.6	2.1	5,088	2,412
Nelson	2,370	14.0	3.3	8,673	4,234
Orange	1,430	13.2	3.2	12,562	11,623
Page	1,700	15.6	3.9	12,659	9,100
Rappahannock	820	6.0	1.4	3,124	1,461
Rockbridge	3,430	30.1	7.3	32,038	19,897
Rockingham	7,370	49.2	12.7	52,908	46,321
Shenandoah	2,980	21.7	5.7	17,917	15,757
Spotsylvania	5,610	25.6	6.5	32,497	33,683
Warren	2,830	16.9	4.4	20,489	15,715
West Virginia:					
Berkeley	6,630	29.3	8.3	36,847	24,535
Grant	690	8.2	2.2	5,711	7,205

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Covers the Rich Shenandoah Valley Area

CBS
NBC

WSVA-TV

ABC
DuMont

HARRISONBURG, VA.

maximum power
antenna 2130 feet
above average terrain
highest in Virginia

Channel 3

629,600—Rural*
173,300—Urban**
226,291—Industrial Employees**

*Farm Income \$195,601,000-
**Tourist Income \$180,000,000-
***Industrial Sales \$171,356,000

A Mountain-Shielded Area

The Blue Ridge Range to the East — The Alleghenies to the West

A Diversified Market

Source: *1954 SM Survey of Buying Power
**Virginia Travel Council for 1953
***U. S. Census of Manufacturers for 1947

Frederick L. Allman, Pres. & Gen. Mngr.
Howard C. Evans, Sales Manager

National Representative
John E. Pearson

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Hampshire	830	12.1	3.0	9,214	6,162
Hardy	910	9.2	2.3	6,958	5,376
Jefferson	3,590	16.7	4.4	16,782	12,502
Mineral	2,960	21.2	5.9	21,547	11,694
Morgan	840	7.9	2.3	6,895	3,729
Pendleton	520	8.6	2.0	5,249	3,235
Pocahontas	1,080	11.6	2.8	8,977	5,001
Randolph	2,760	29.5	7.2	27,295	18,200
Tucker	1,060	9.5	2.5	7,818	4,034
Total	91,970	624.8	158.4	\$625,946	\$490,416

HARTFORD-NEW BRITAIN, CONNECTICUT

Connecticut:

Hartford (25%) UHF	151.0	43.9	\$321,207	\$197,908
Litchfield circulation	107.5	32.4	185,036	119,739
Middlesex NA on a	74.0	20.9	124,664	88,612
New Haven county basis	295.6	87.1	558,864	338,638
New London	160.0	46.8	264,631	166,470
Tolland	53.7	14.3	88,604	31,086
Windham	67.1	20.2	105,518	82,747

Massachusetts:

Berkshire	68.8	20.7	107,355	76,081
Franklin	27.5	8.6	39,503	29,579
Hampden	196.9	57.9	332,445	228,991
Hampshire	46.7	12.3	69,385	36,515
Worcester	57.4	16.7	88,950	60,851
Total	724.9	215.3	\$3,249,782	\$2,050,940

HENDERSON-LAS VEGAS, NEVADA

Nevada:

Clark	21,540	81.8	25.9	\$164,120	\$97,761
Total	21,540	81.8	25.9	\$164,120	\$97,761

HOLYOKE-SPRINGFIELD, MASSACHUSETTS

Connecticut:

Hartford (25%) UHF	151.0	43.9	\$321,207	\$197,908
Tolland circulation	53.7	14.3	88,604	31,086

Massachusetts:

Franklin county basis	55.0	17.2	79,005	59,157
Hampden	393.8	115.8	664,890	457,981
Hampshire	93.3	24.6	138,770	73,030
Total	648.1	217.6	\$1,292,476	\$819,162

HONOLULU, HAWAII

Hawaii:

Honolulu NA on a	359.4	92.8	\$634,441	\$374,968
Kauai county basis	29.5	8.6	39,294	23,351
Maui	45.0	12.8	58,725	37,016
Total	62,720	433.9	\$732,460	\$435,335

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september set-count estimates:

HARLINGEN-WESLACO	64,580
HARRISBURG, PA.	†172,060
HARRISONBURG	92,660
HARTFORD-NEW BRITAIN	†251,550
HOLYOKE-SPRINGFIELD	†160,772

These estimates are updated monthly in
TELEVISION MAGAZINE'S exclusive Circulation Report

When you say TV

in Hartford
County

everyone knows
you mean

WKNB-TV
channel 30

210,400 watts m. r. p.

LOCAL
RECOGNITION

- ★ Civic movements . . . charity drives public appeals: They turn *first* to WKNB-TV for support, and get it.
- ★ More than 40 women's clubs on the air every month — 82,000 visitors to our new studios in first 10 months.
- ★ The most live shows . . . local news, local programs . . . local civic service . . . special studio-produced spectaculars.
- ★ Channel 30 is *the* TV vehicle for Hartford County and the New Britain-Hartford market.

CONCENTRATED
COVERAGE

More than 300,000 WKNB-TV families. (UHF conversion 81%. ARB Feb. '55)

HIGH RATINGS

Ability to capture audience with network or local programs.
42.4 CBS Jackie Gleason Show
18.7 WKNB-TV Early Show
(ARB-Feb. '55)



WKNB-TV
1422 New Britain Avenue
WEST HARTFORD
Connecticut

Represented by The Bolling Co., Inc.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
HOUSTON-GALVESTON, TEXAS					
Anderson (50%)	1,380	14.8	4.3	\$ 16,144	\$ 10,882
Angelina	4,870	36.9	10.7	\$ 41,833	\$ 32,967
Austin	2,360	14.0	4.3	16,103	13,227
Brazoria	13,890	59.7	16.1	85,566	55,029
Brazos	4,730	41.8	11.2	54,713	38,057
Burleson	1,660	11.6	3.3	9,554	7,545
Chambers	1,850	8.1	2.3	11,075	6,296
Cherokee	3,200	36.2	9.6	32,198	25,945
Colorado	2,900	17.6	5.2	20,393	22,487
Fort Bend	3,910	30.6	7.7	33,125	29,629
Galveston	24,770	129.9	38.5	219,135	154,397
Grimes	2,300	13.2	3.9	10,611	9,987
Hardin	2,020	20.9	5.8	21,658	13,170
Harris	275,790	1,012.0	302.6	1,899,026	1,199,351
Houston	1,790	20.5	5.8	16,484	13,307
Jackson	2,250	13.5	3.7	15,992	9,937
Jasper	1,910	21.1	5.4	18,359	18,874
Jefferson	45,650	218.9	64.1	379,980	260,232
Liberty	6,430	28.3	7.9	31,584	29,098
Madison	1,270	6.8	2.0	5,484	6,436
Matagorda	3,940	22.8	6.5	30,536	25,601
Montgomery	5,550	25.0	7.3	24,926	19,002
Nacogdoches	2,340	28.5	7.8	26,987	21,348
Newton	1,150	10.1	2.5	7,023	3,775
Orange	9,670	53.4	14.8	75,061	42,530
Polk	2,700	14.9	4.1	14,296	10,623
Rusk (50%)	2,350	19.5	5.5	21,304	14,553
Sabine	570	7.8	2.0	6,247	3,134
San Augustine	370	7.6	2.0	5,016	4,797
San Jacinto	900	6.7	1.7	4,759	1,818
Shelby	1,280	21.2	6.1	16,782	13,039
Trinity	2,030	8.9	2.6	7,272	8,104
Tyler	1,010	11.4	3.0	10,364	8,495
Walker	3,080	19.8	4.5	17,500	13,776
Waller	2,520	12.2	3.1	14,725	9,530

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Washington	3,450	18.9	5.5	15,907	15,427
Wharton	5,510	37.0	10.1	46,113	36,041
Total	453,350	2,082.1	603.5	\$3,283,835	\$2,208,446
HUNTINGTON, WEST VIRGINIA					
Kentucky:					
Bath	560	9.7	2.6	\$ 6,897	\$ 2,707
Boyd	12,530	52.0	14.3	72,217	46,640
Breathitt	350	19.5	3.9	9,013	3,704
Carter	3,620	21.3	5.1	14,524	7,110
Elliott	1,410	6.6	1.4	3,540	618
Fleming	1,320	10.9	3.2	7,862	5,209
Floyd	8,030	48.8	10.7	35,671	22,965
Greenup	4,110	24.4	6.1	23,901	7,437
Johnson	3,450	23.0	5.6	15,023	12,115
Knott	750	18.8	3.7	9,064	3,083
Lawrence	2,200	13.3	3.3	8,301	4,799
Letcher	1,750	36.8	8.2	26,324	19,110
Lewis	1,410	12.5	3.0	8,863	3,896
Magoffin	1,350	10.9	2.3	5,338	2,025
Martin	1,350	10.9	2.3	5,338	2,025
Morgan	1,200	13.6	3.3	7,704	2,236
Perry	2,310	42.3	9.2	31,315	25,729
Pike	11,430	79.0	17.8	61,777	39,878
Rowan	1,580	13.0	3.1	10,133	5,947
Ohio:					
Adams	5,070	21.5	6.5	19,315	15,202
Athens	7,570	46.1	12.5	52,312	36,657
Gallia	4,170	25.2	6.7	21,199	16,129
Jackson	6,870	29.8	8.4	30,787	28,041
Lawrence	11,790	51.7	14.5	60,523	36,414
Meigs	4,700	23.6	7.0	24,277	17,818
Pike	6,070	22.8	6.2	17,611	22,664
Ross	14,670	58.3	16.2	72,431	59,808
Scioto	24,380	98.8	28.8	122,209	94,062
Vinton	2,400	11.0	2.8	8,432	4,235
Washington	6,870	46.1	14.2	53,616	37,191

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ALL THIS



AND MICKEY MOUSE TOO

Good shows make good adjacencies. KTRK-TV has changed the Houston television picture by giving top entertainment for all the family. Call us or Blair TV.

CHILDREN

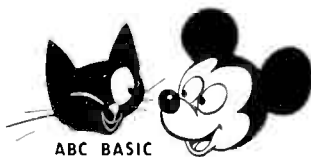
- Bedelia Land
- Kitirick Comics
- Little Rascals
- Mickey Mouse
- Playschool
- Romper Room
- The Phantom Sheriff

SPORTS

- Championship Bowling
- Gillette Fights
- Houston Buff Baseball
- Pabst Fights
- Pro Football
- Texas Outdoors
- Wrestling

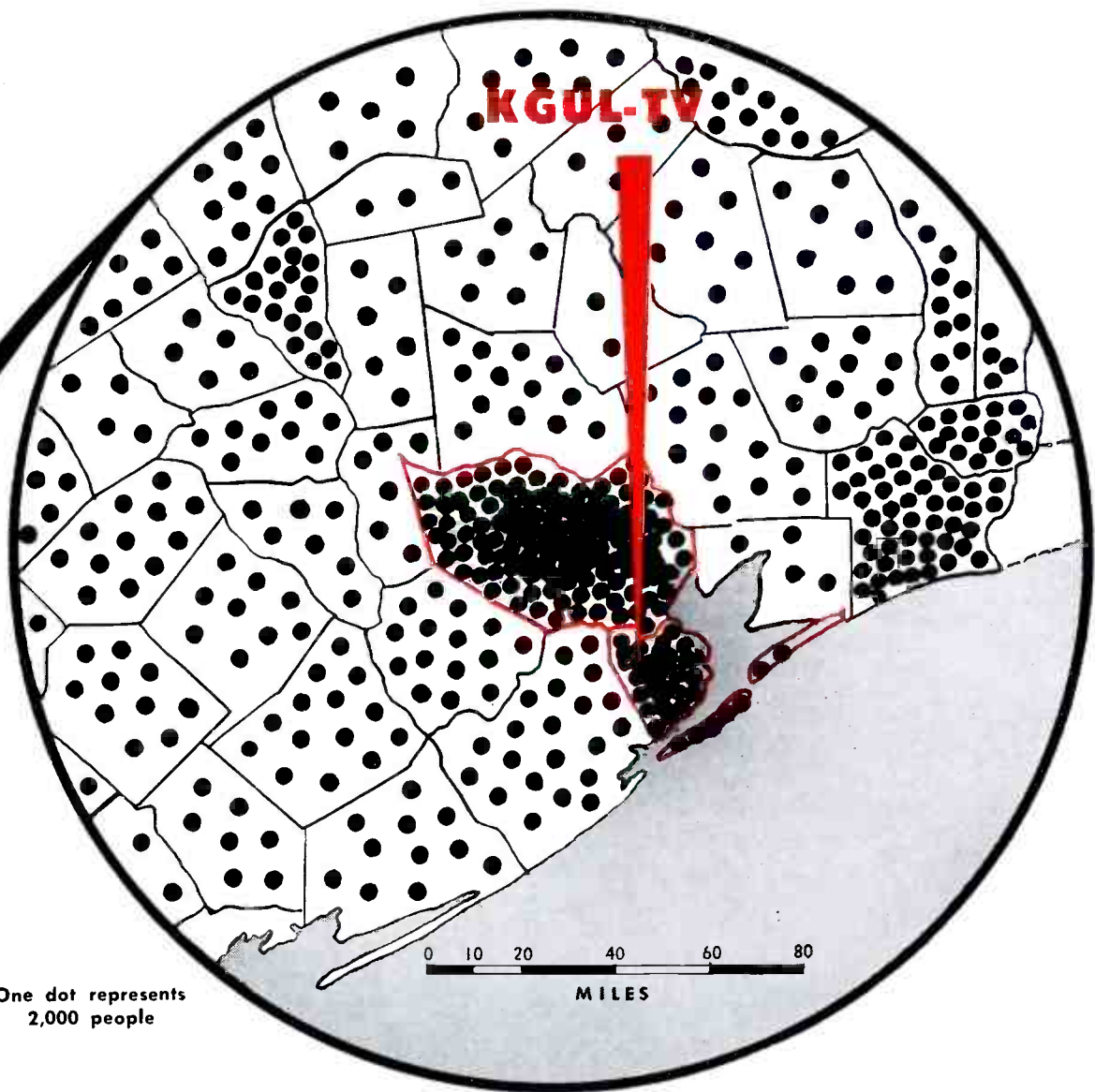
FAMILY

- Disneyland
- Make Room for Daddy
- Masquerade Party
- Ozzie and Harriett
- Patti Paige
- Rin Tin Tin
- Warner Bros. Presents



KTRK-TV

HOUSTON CONSOLIDATED TELEVISION CO. NATIONAL REPRESENTATIVES:
 General Mgr., Willard E. Walbridge
 Commercial Mgr., Bill Bennett
 BLAIR-TV, 150 E. 43rd St.,
 New York 17, N. Y.
 THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS



One dot represents
2,000 people

0 10 20 40 60 80
MILES

Area Coverage Means

More Viewers Per Dollar

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	\$2,075,371,000	\$3,076,812,000
Sales	\$1,347,228,000	\$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

Represented
Nationally by



CBS Television
Spot Sales

YOU GET MORE ON



Gulf Television Company

Galveston, Texas

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
HUNTINGTON Continued					
West Virginia:					
Barbour	3,810	18.8	4.8	16,433	6,938
Boone	4,410	33.8	7.7	33,599	17,527
Braxton	1,620	16.1	3.9	11,598	7,632
Cabell	31,920	111.0	33.6	164,561	123,779
Calhoun	1,170	9.0	2.2	5,851	2,333
Clay	2,040	14.3	3.3	11,164	4,669
Fayette	11,290	79.2	19.5	89,710	54,714
Greenbrier	5,860	37.8	9.5	39,857	27,658
Jackson	1,740	14.4	3.7	11,124	8,553
Kanawha	55,610	241.4	66.5	370,575	246,243
Lincoln	3,620	21.4	4.8	15,207	7,760
Logan	12,500	78.1	18.0	92,062	53,862
McDowell	17,830	95.7	22.0	107,520	59,220
Mason	4,980	23.2	6.1	20,741	13,307
Mercer	14,130	74.3	18.9	87,083	62,856
Mingo	9,270	47.9	11.1	44,613	36,384
Nicholas	3,870	27.9	6.6	25,146	13,595
Pocahontas	1,080	11.6	2.8	8,977	5,001
Putnam	3,940	20.8	5.1	19,047	7,064
Raleigh	10,370	95.6	23.4	104,559	60,950
Randolph	2,760	29.5	7.2	27,295	18,200
Roane	1,850	16.9	4.0	12,934	7,537
Upshur	1,030	18.7	4.9	17,789	10,394
Wayne	5,610	40.3	8.3	35,640	10,791
Webster	2,210	17.0	4.0	14,308	6,828
Wirt	570	4.6	1.2	3,259	1,276
Wood	10,440	64.9	19.4	85,644	67,018
Wyoming	5,190	39.8	8.9	39,511	16,717
Total	386,370	2,207.3	564.5	\$2,361,794	\$1,544,238

HUTCHINSON-WICHITA, KANSAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Kansas:					
Barber	1,780	8.8	2.8	\$ 12,670	\$ 8,014
Barton	8,820	33.9	10.5	62,217	54,104
Butler	9,150	35.4	11.5	50,244	39,509
Chase	960	4.9	1.6	6,399	2,992
Chatauqua	760	6.9	2.3	6,850	5,760
Clark	340	3.9	1.2	7,276	3,774
Clay	1,440	11.4	3.8	13,836	11,180
Cloud	1,620	15.6	5.1	18,883	15,839
Coffey	1,160	9.9	3.0	11,186	7,351
Comanche	920	4.0	1.3	5,864	3,005
Cowley	6,900	37.7	12.3	49,692	44,260
Dickinson	2,390	20.9	6.9	26,368	20,981
Edwards	1,270	6.2	2.1	8,767	5,166
Elk	930	6.0	2.0	6,304	3,964
Ellis	2,270	20.6	5.3	28,360	22,542
Ellsworth	1,600	9.2	2.9	11,671	7,366
Ford	1,960	20.0	6.4	33,528	32,197
Geary	2,210	21.6	7.0	34,409	19,203
Greenwood	2,030	12.8	4.3	15,864	16,592
Harper	1,860	10.2	3.4	11,588	9,525
Harvey	4,880	22.9	7.1	34,668	28,282
Kingman	1,700	10.4	3.2	10,406	8,885
Kiowa	960	5.0	1.5	9,012	4,688
Lincoln	810	6.4	1.9	8,097	4,416
Lyon	3,850	24.7	7.9	35,092	28,688
McPherson	4,250	24.7	7.9	35,308	25,465
Marion	2,310	16.2	5.1	17,436	13,322
Mitchell	1,350	9.9	3.1	11,022	11,607
Montgomery	7,860	4.8	16.6	65,516	56,404
Morris	920	8.1	2.5	10,097	6,109
Osborne	1,060	8.3	2.6	9,648	6,632
Ottawa	890	7.1	2.5	6,656	4,575
Pawnee	2,130	11.5	2.9	15,456	13,284
Pratt	2,460	12.4	3.9	19,966	18,445
Reno	16,220	56.7	18.5	87,349	75,398
Rice	3,600	15.2	5.0	23,718	17,319
Rush	920	7.0	2.2	9,831	6,683
Russell	1,890	13.7	4.2	23,648	20,150
Saline	6,140	39.3	12.7	63,243	64,721
Sedgwick	86,040	292.0	96.0	507,800	374,608
Stafford	1,490	8.8	2.8	10,172	8,423

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Sumner	4,090	26.1	8.7	34,177	23,337
Wilson	2,260	14.6	4.9	15,144	11,154
Woodson	790	6.5	2.2	7,275	4,452
Oklahoma:					
Alfalfa	1,990	9.7	3.1	11,717	7,662
Grant	1,710	10.0	2.9	14,638	6,837
Kay	11,820	50.8	16.2	75,356	53,040
Osage (50%)	4,030	15.8	4.8	13,291	10,307
Woods	1,830	14.9	4.6	22,553	13,199
Total	230,620	1,096.6	353.2	\$1,630,228	\$1,355,029

IDAHO FALLS, IDAHO

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Idaho:					
Bannock	8,360	45.0	12.6	\$ 69,218	\$ 51,067
Bear Lake	1,240	6.8	1.9	7,090	7,437
Bingham	4,670	27.1	6.7	33,134	23,000
Bonneville	9,170	34.0	9.7	49,400	54,429
Butte	350	3.2	.8	3,481	2,069
Caribou	1,000	7.4	2.0	10,698	9,257
Clark	150	.9	.2	1,110	774
Franklin	790	10.0	2.6	9,677	9,886
Fremont	2,340	9.1	2.5	10,548	9,314
Jefferson	1,200	11.2	2.8	9,504	8,019
Madison	2,350	9.6	2.5	9,656	12,116
Oneida	320	4.1	1.1	4,564	4,585
Power	640	3.7	.9	5,548	4,636
Teton	650	3.0	.7	2,836	2,551
Wyoming:					
Lincoln	460	8.3	2.4	10,577	9,265
Teton	480	2.6	.8	4,027	6,231
Total	34,170	186.0	50.2	\$241,068	\$214,636

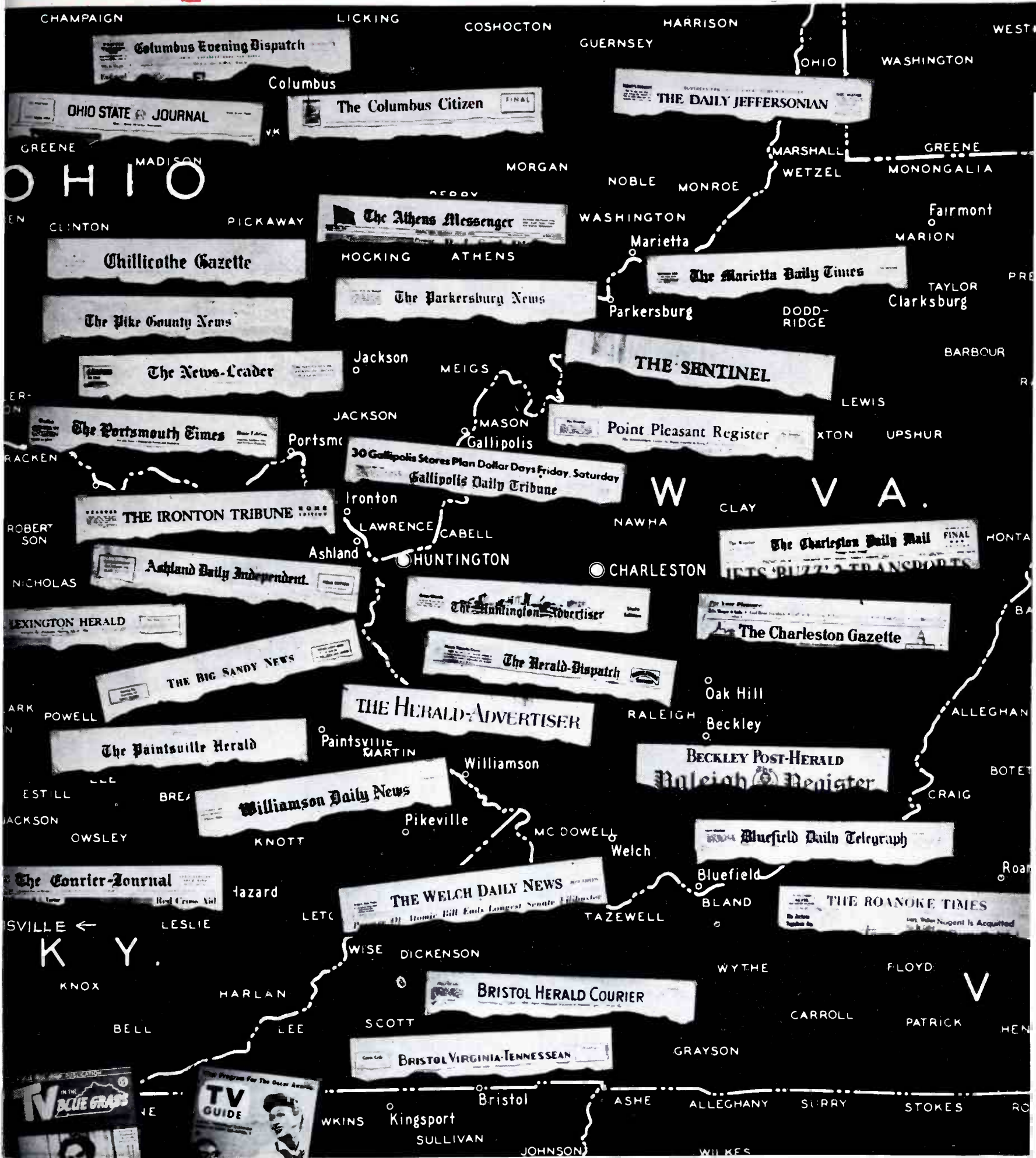
INDIANAPOLIS, INDIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Indiana:					
Bartholomew	12,920	43.2	13.2	\$ 60,664	\$ 36,875
Benton	3,230	11.7	3.4	17,613	12,825
Blackford	1,900	14.5	4.4	20,649	16,048
Boone	7,070	25.6	8.2	41,189	30,762
Brown	1,060	5.8	1.6	5,206	2,345
Carroll	4,220	17.0	5.4	24,145	14,241
Cass	9,450	40.7	12.1	59,788	48,643
Clay	4,060	23.8	7.9	33,126	18,252
Clinton	8,590	31.0	10.0	48,154	32,517
Decatur	4,500	19.0	5.7	25,547	18,210
Delaware	26,910	99.9	31.3	168,114	102,193
Fayette	5,260	26.3	7.7	42,142	28,257
Fountain	3,940	18.3	6.0	24,185	17,265
Franklin	2,740	17.0	4.5	16,670	9,985
Grant	16,810	66.3	20.2	95,050	65,446
Greene	6,830	27.3	9.1	31,685	21,497
Hamilton	8,590	30.8	9.7	47,934	28,101
Hancock	6,160	22.1	7.1	31,258	19,055
Hendricks	8,060	27.5	8.3	44,943	16,867
Henry	11,570	48.7	14.5	77,232	45,800
Howard	16,500	59.2	18.4	99,385	62,221
Huntington	4,640	32.7	10.4	47,374	35,084
Jackson	6,660	29.5	8.9	33,680	29,440
Jay	3,110	23.7	7.6	33,086	21,363
Jennings	3,290	16.2	4.1	13,438	10,332
Johnson	8,280	28.8	8.8	44,586	25,365
Lawrence	8,290	35.2	10.7	45,376	31,510
Madison	34,300	113.3	35.6	193,571	116,541
Marion	187,630	613.6	194.0	1,237,190	829,504
Miami	5,140	29.0	9.3	44,943	28,254
Monroe	11,100	54.1	14.3	81,056	43,111
Montgomery	9,210	30.2	9.7	47,530	32,753
Morgan	7,540	26.1	8.0	30,354	21,992
Owen	2,400	12.2	3.7	12,266	7,503
Parke	3,370	15.3	4.8	17,991	11,681
Putnam	3,260	23.9	6.9	29,007	23,497
Randolph	7,900	28.0	9.1	39,623	33,523
Ripley	4,630	19.5	6.0	20,441	19,520
Rush	5,100	20.5	6.2	29,195	20,066
Shelby	7,760	29.8	9.5	44,098	29,946

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this proves it!



Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America – five states with a built-in buying power that totals close to four billion dollars – and (2) the mastheads of over 30 daily newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine – but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-Charleston, West Virginia
CHANNEL 3
 Maximum Power
NBC BASIC NETWORK
 affiliated
 ABC & Du Mont

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
 Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc. represented nationally by The Katz Agency

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
INDIANAPOLIS Continued					
Tippecanoe	15,620	84.8	23.8	149,081	90,817
Tipton	4,030	16.1	4.8	21,116	11,830
Union	1,210	7.0	1.9	9,745	6,309
Vermillion	4,300	20.9	7.1	23,588	18,140
Vigo	35,310	109.7	35.8	181,417	127,968
Wabash	5,820	30.7	9.5	43,616	30,779
Warren	2,050	8.8	2.7	12,439	4,497
Wayne	18,620	74.7	22.6	122,574	89,156
Wells	3,330	20.6	6.5	29,508	19,593
White	5,050	18.6	6.0	25,746	16,935
Total	589,320	2,249.2	697.0	\$3,678,314	\$2,434,414

JACKSON, MISSISSIPPI

Louisiana:					
East Carroll	2,690	15.8	4.1	\$ 11,705	\$ 7,980
Madison	3,060	17.2	4.6	13,274	8,729
Tensas	1,510	12.9	3.4	9,029	5,924

Mississippi:					
Amite	1,510	18.1	4.4	11,112	7,090
Attala	2,790	25.2	6.3	16,404	14,856
Carroll	610	14.0	3.3	7,286	3,192
Claiborne	1,290	11.4	2.8	8,605	5,801
Copiah	3,950	29.2	7.6	20,265	13,268
Covington	2,020	15.5	3.6	8,439	5,899
Forrest	7,180	49.1	14.0	53,359	48,030
Franklin	670	10.3	2.7	8,062	3,899
Hinds	29,980	159.8	43.8	223,078	143,769
Holmes	2,670	30.9	7.7	17,646	13,810
Humphreys	2,540	21.8	5.3	11,979	9,503
Issaquena	250	4.7	1.2	2,430	778
Jasper	1,380	18.7	4.3	9,976	5,395
Jefferson	730	10.3	2.7	5,458	3,723
Jeff Davis	1,230	15.4	3.7	7,823	5,096
Jones	9,540	62.2	16.8	58,518	37,517
Lamar	1,680	13.5	3.5	9,491	4,545
Lauderdale	12,860	65.6	19.4	69,761	49,836
Lawrence	1,080	11.9	2.9	7,196	4,993
Leake	3,120	20.5	5.1	11,018	7,529
Leflore	5,260	50.5	13.2	46,233	43,900
Lincoln	3,180	27.8	7.5	25,017	15,256
Madison	2,550	32.0	7.7	19,401	15,158
Marion	2,200	23.5	6.2	17,400	12,717
Neshoba	2,570	24.3	6.3	14,275	9,287
Newton	5,300	21.9	5.6	13,747	10,406
Pike	3,420	34.6	9.3	29,509	24,175
Rankin	1,250	29.0	6.0	18,809	7,772
Scott	2,680	20.9	5.3	12,819	18,322
Sharkey	1,780	12.1	2.9	7,375	7,547
Simpson	1,840	21.4	5.3	12,702	9,376
Smith	1,230	15.5	3.7	7,540	4,666
Walthall	810	14.5	3.4	7,805	5,624
Warren	6,460	38.2	12.0	44,917	35,913
Washington	5,380	73.6	20.8	64,823	54,117
Winston	1,660	21.8	5.3	13,794	8,952
Yazoo	3,180	34.8	8.8	23,415	19,822
Total	145,090	1,150.4	302.5	\$981,495	\$714,172

JACKSON, TENNESSEE

Mississippi:					
Alcorn	3,210	26.9	7.6	\$ 22,416	\$ 19,282
Benton	810	8.3	2.1	4,444	1,427
Marshall (50%)	1,700	12.3	2.8	6,373	3,658
Tippah	1,410	16.7	4.2	10,194	6,019
Tishomingo (50%)	490	7.5	2.0	4,626	1,923

Tennessee:					
Benton	850	10.9	3.0	8,612	5,703
Carroll	2,690	26.3	7.5	21,575	15,194
Chester	1,430	11.1	2.8	7,547	4,664
Crockett	2,340	15.5	4.2	13,884	7,964
Decatur	610	8.9	2.4	5,472	3,373
Dyer	6,020	32.0	9.1	30,781	28,180
Fayette	4,680	26.2	6.0	13,340	8,302
Gibson	5,680	48.1	14.1	46,110	31,995
Hardeman	3,460	22.6	5.0	13,045	8,061
Hardin	1,910	16.2	4.1	10,448	8,597
Haywood	4,810	24.9	6.1	16,451	13,063
Henderson	1,360	16.1	4.3	11,440	7,963
Henry	2,690	22.2	6.7	22,495	14,070
Humphreys (50%)	1,040	5.2	1.4	4,761	2,952
Lake	1,260	11.0	2.8	8,510	6,698
Lauderdale	4,740	24.9	6.5	19,028	13,724

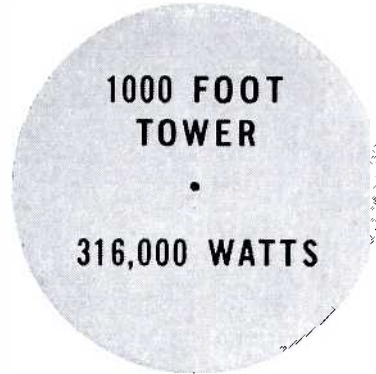
	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
McNairy	3,080	19.5	5.1	12,963	8,305
Madison	10,780	61.5	17.5	69,576	49,669
Obion	3,830	27.6	8.2	29,364	19,599
Perry	300	5.9	1.5	3,778	1,754
Tipton	5,410	29.9	7.5	24,814	16,155
Wayne (50%)	340	6.8	1.7	3,892	2,734
Weakley	3,080	26.6	7.8	23,917	13,175
Total	80,010	571.6	154.0	\$469,856	\$324,203

JACKSONVILLE, FLORIDA

Florida:					
Alachua	6,570	67.4	16.9	\$ 73,275	\$ 53,510
Baker	1,210	6.7	1.4	4,098	2,868
Bradford	2,680	13.9	3.4	9,832	7,748
Brevard	4,840	27.3	8.8	30,719	23,762
Citrus	550	6.2	1.7	5,462	4,630
Clay	3,070	19.9	4.7	19,195	8,468
Columbia	2,470	19.9	5.1	17,651	14,671
Dixie	310	3.4	0.8	2,286	2,080
Duval	94,600	374.0	105.5	518,551	388,881
Flagler	370	3.8	1.1	3,383	2,619
Gadsden	1,190	41.2	8.2	24,134	20,837
Gilchrist	350	3.5	0.7	1,988	1,879
Hamilton	800	9.1	2.2	5,318	3,740
Hernando	810	7.2	2.0	6,662	5,486
Jefferson	920	10.6	2.6	6,118	4,388
Lafayette	180	3.2	0.7	1,886	1,401
Lake	7,880	43.7	12.8	45,795	32,077
Leon	2,680	65.9	16.1	80,143	49,752
Levy	810	10.9	2.9	7,815	5,348
Madison	1,400	14.0	3.3	7,718	5,361
Marion	5,020	44.1	12.5	41,483	42,030
Nassau	2,760	14.9	3.7	12,614	10,143
Orange	35,350	155.1	47.3	211,751	167,640
Osceola	2,290	12.8	4.3	12,289	10,172
Pasco	2,650	25.9	7.7	24,464	14,602
Polk	16,030	153.3	43.6	179,002	118,709
Putnam	4,600	28.0	7.8	26,784	21,896
St. Johns	4,730	28.9	8.3	32,682	24,583
Seminole	3,520	30.0	8.6	27,719	22,400
Sumter	1,230	12.0	3.2	10,037	5,975
Suwannee	1,720	17.8	4.4	12,322	10,271
Taylor	1,040	10.7	2.9	8,419	9,726
Union	1,000	10.5	1.2	3,576	2,065
Volusia	11,540	88.6	28.9	115,670	94,733
Wakulla	150	5.8	1.5	3,487	1,223

Georgia:					
Appling	800	13.8	3.2	8,383	5,015
Atkinson	490	7.4	1.7	4,680	2,039
Bacon	1,450	9.0	2.2	6,237	4,816
Berrien	1,030	13.5	3.2	9,971	6,221
Brantley	470	6.6	1.5	3,870	1,622
Brooks	1,380	17.1	3.9	11,268	7,208
Bryan	390	6.2	1.4	4,500	2,757
Camden	1,250	8.1	2.2	7,666	5,914
Charlton	750	4.7	1.1	4,098	2,959
Chatham (50%)	16,530	161.3	47.5	219,061	166,022
Clinch	720	6.0	1.5	5,542	2,483
Coffee	1,700	24.7	5.7	18,649	16,012
Colquitt	2,470	35.8	9.1	31,846	24,762
Cook	570	12.0	3.1	8,646	5,630
Echols	310	2.4	0.5	1,633	279
Evans	1,000	6.3	1.5	3,786	4,957
Glynn	6,180	33.9	9.3	41,344	29,563
Grady	570	18.8	4.8	13,851	8,845
Irwin	710	11.3	2.5	7,708	3,915
Jeff Davis	860	9.6	2.4	6,319	3,832
Lanier	420	5.1	1.3	3,423	2,130
Liberty	1,040	9.0	2.2	5,371	4,825
Long	430	3.8	0.9	2,476	1,316
Lowndes	4,270	42.3	11.4	42,628	38,476
McIntosh	490	6.4	1.6	4,177	2,284
Montgomery	90	7.5	1.7	4,328	1,702
Pierce	570	10.6	2.5	7,099	4,471
Tattnall	1,020	15.3	3.6	9,120	6,190
Thomas	1,670	34.5	9.3	31,829	23,146
Toombs	1,440	17.7	4.3	13,189	15,829
Ware	5,430	30.9	8.1	34,286	26,977
Wayne	1,180	14.6	3.5	11,151	11,333
Wheeler	410	6.3	1.4	3,855	1,574
Total	285,410	2,002.7	546.9	\$2,186,318	\$1,640,778

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AVAILABILITIES



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
JEFFERSON CITY, MISSOURI					
Missouri:					
Audrian	5,410	25.4	8.3	\$ 36,230	\$ 26,350
Benton (50%)	540	4.4	1.3	3,674	3,926
Boone	6,870	50.3	14.1	73,117	45,885
Callaway	4,620	24.2	6.4	25,012	13,191
Camden	1,130	7.7	2.5	5,949	6,528
Cole	8,020	36.6	10.0	50,775	41,536
Cooper	3,510	16.5	5.2	20,963	13,346
Crawford	1,680	11.6	3.5	10,393	7,352
Franklin (50%)	3,260	19.1	5.9	22,474	17,944
Gasconade	2,170	12.6	4.0	13,234	12,515
Howard	1,230	11.6	3.6	14,358	8,066
Laclede	3,150	20.1	6.1	18,166	18,192
Maries	970	7.1	2.1	5,695	2,794
Miller	2,660	13.6	4.2	11,439	12,799
Moniteau	1,360	10.6	3.5	10,029	9,050
Monroe (50%)	1,210	5.7	1.9	6,293	7,113
Montgomery	3,710	11.5	3.9	11,771	10,983
Morgan	1,010	9.9	3.1	8,186	7,185
Osage	2,540	11.2	3.0	9,121	7,014
Pettis	7,520	33.9	11.6	44,968	34,720
Phelps	3,860	24.0	7.0	25,295	19,289
Pulaski	2,120	10.6	3.3	9,102	14,781
Randolph (50%)	2,520	11.6	4.1	16,631	10,797
Saline (50%)	1,640	13.6	4.2	16,325	11,256
Warren (50%)	790	4.0	1.3	3,922	3,897
Total	73,500	407.4	124.1	\$443,122	\$366,509

JOHNSON CITY, TENNESSEE

Kentucky:					
Harlan	8,130	67.8	15.9	\$ 65,195	\$ 42,860
Letcher	1,750	36.8	8.2	26,324	19,110
Pike	11,430	79.0	17.8	61,777	39,878
North Carolina:					
Alexander (50%)	1,420	7.5	1.8	5,272	3,052
Allegheny (50%)	620	4.0	1.1	2,656	2,120
Ashe	3,720	21.9	5.1	12,129	6,962
Avery	1,420	13.2	3.1	7,842	3,077
Buncombe	21,230	130.2	34.9	160,154	111,825
Burke	10,580	48.9	11.4	42,894	21,655
Caldwell	7,510	46.7	11.1	41,695	24,235
Haywood	5,730	38.9	9.9	39,638	24,033
Henderson (50%)	1,810	16.6	4.6	16,163	13,425
McDowell	5,650	27.2	6.6	25,238	13,971
Madison	1,780	19.9	4.4	12,013	5,681
Mitchell	2,520	14.8	3.5	9,188	7,549
Polk (50%)	1,290	5.9	1.6	5,374	3,399
Rutherford (50%)	5,140	23.1	5.9	19,527	14,480
Watauga	1,970	18.4	4.2	11,113	9,261

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Wilkes (50%)	2,860	23.2	5.5	15,623	15,022
Yancey	990	16.0	3.6	8,805	5,419
Tennessee:					
Carter	8,020	44.3	11.0	44,833	22,262
Cocke	1,950	21.8	5.3	13,584	10,546
Grainger (50%)	480	6.3	1.5	3,461	1,359
Greene	3,700	40.5	10.6	33,883	22,765
Hamblen	3,810	25.9	6.9	26,465	23,394
Hancock	680	8.0	2.0	3,915	1,404
Hawkins	2,750	30.9	7.5	23,538	12,394
Jefferson (50%)	1,320	9.6	2.5	7,956	4,434
Johnson	1,310	11.6	2.7	7,195	3,974
Sullivan	18,460	107.2	28.4	147,897	89,197
Unicoi	1,480	16.0	3.9	15,521	7,128
Washington	9,140	61.5	15.7	67,519	54,260
Virginia:					
Buchanan	2,620	40.6	8.1	25,827	15,934
Dickenson	1,640	25.2	5.2	16,390	8,491
Grayson	2,680	22.2	5.7	16,710	16,042
Lee	3,100	37.1	8.2	21,063	12,813
Russell	3,100	27.8	6.2	17,442	12,144
Scott	2,390	27.8	6.8	18,439	7,246
Smyth	3,370	32.0	7.3	24,525	18,862
Tazewell (50%)	2,550	25.7	5.9	22,189	17,958
Washington	4,290	57.1	13.4	48,965	45,803
Wise	6,480	60.1	13.9	46,703	44,580
Total	182,870	1,399.2	338.9	\$1,242,640	\$840,004

JOHNSTOWN, PENNSYLVANIA

Maryland:					
Allegany	15,760	93.3	26.8	105,491	72,602
Garrett	3,100	21.6	5.3	16,301	14,852
Pennsylvania:					
Armstrong	21,270	81.7	23.2	109,805	67,526
Bedford	10,450	40.1	11.1	38,355	29,183
Blair	36,980	138.0	40.5	186,710	132,681
Butler	26,460	100.9	28.3	140,941	96,778
Cambria	51,890	210.1	56.1	278,065	182,471
Cameron	1,320	7.0	1.9	11,161	7,598
Centre	15,250	67.8	17.0	90,475	55,689
Clarion	9,150	37.9	10.5	41,378	36,164
Clearfield	21,770	83.3	23.4	98,298	74,342
Clinton	7,420	37.1	10.6	49,163	32,394
Elk	4,180	34.9	9.6	46,432	24,626
Fayette	47,660	187.3	51.9	238,249	169,858
Franklin	17,840	78.7	22.4	101,687	78,493
Fulton	1,810	10.3	2.8	8,296	5,267
Huntingdon	8,860	40.4	11.2	43,789	29,085
Indiana	13,580	75.8	20.9	88,598	65,818
Jefferson	12,190	47.9	14.0	58,318	41,842
Juniata	1,860	15.0	4.3	15,243	12,313

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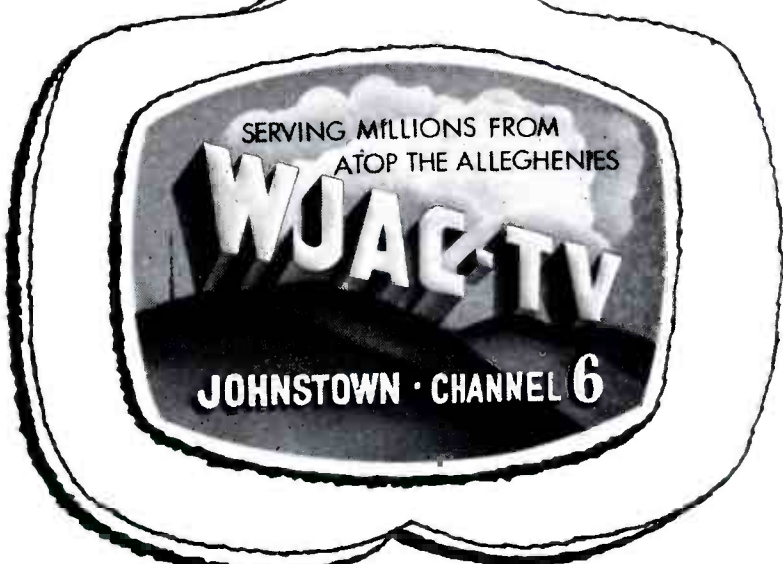
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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
KEARNEY Continued					
Lincoln	2,150	29.1	8.9	44,045	39,258
Merrick	1,190	9.0	2.9	11,379	10,618
Nance	770	6.4	1.9	5,759	5,534
Nuckolls	1,300	9.2	2.7	10,466	10,054
Phelps	2,800	9.5	3.0	13,139	14,411
Redwillow	1,270	13.3	4.2	19,814	21,678
Sherman	480	6.0	1.7	6,232	4,115
Valley	410	7.1	2.3	7,180	6,815
Webster	1,530	7.1	2.4	6,715	6,623
Total	63,270	365.9	115.7	\$466,687	\$419,794

KNOXVILLE, TENNESSEE

Kentucky:

Bell	4,710	44.6	10.4	34,007	32,940
Clay	740	21.1	4.3	10,943	4,534
Harlan	8,130	67.8	15.9	65,195	42,860
Knox	1,020	28.3	6.8	17,777	7,315
Laurel	1,360	24.9	6.1	16,033	10,889
Leslie	580	15.7	3.1	9,008	2,991
McCreary	590	16.4	3.6	9,200	6,336
Perry	2,310	42.3	9.2	31,315	25,729
Pulaski	1,920	37.1	9.8	27,056	19,805
Wayne	900	16.3	3.9	9,270	5,225
Whitley	2,870	29.6	7.4	22,339	18,233

North Carolina:

Buncombe	21,230	130.2	34.9	160,154	111,825
Cherokee	1,230	18.5	4.3	11,424	7,799
Clay	230	6.0	1.3	3,253	1,025
Graham	430	7.2	1.7	4,842	2,218
Haywood	5,730	38.9	9.9	39,638	24,033
Jackson	2,710	19.2	4.4	12,062	7,756
Macon	1,460	16.5	3.9	10,304	6,502
Madison	1,780	19.9	4.4	12,013	5,681
Swain	640	9.4	2.3	5,894	4,360
Yancey	990	16.0	3.6	8,805	5,419

Tennessee:

Anderson	13,560	58.7	15.3	81,993	39,933
Bledsoe	1,080	8.4	1.7	4,885	2,623
Blount	13,430	59.6	15.2	60,192	36,535
Bradley (50%)	2,200	16.7	4.4	16,155	13,797
Campbell	4,270	34.8	8.2	24,645	16,646
Claiborne	2,010	23.9	5.5	13,827	6,037
Cocke	1,950	21.8	5.3	13,584	10,546
Cumberland	1,300	19.8	4.6	13,127	10,531
Fentress	1,010	15.1	3.3	8,127	4,813
Grainger	960	12.5	2.9	6,922	2,717
Greene	3,700	40.5	10.6	33,883	22,765
Hamblen	3,810	25.9	6.9	26,465	23,394
Hancock	680	8.0	2.0	3,915	1,404
Hawkins	2,750	30.9	7.5	23,538	12,394
Jefferson	2,630	19.1	4.9	15,912	8,867
Knox	49,620	236.4	65.3	321,200	245,139
Loudon	4,370	24.2	6.2	20,188	16,751
McMinn	3,870	31.7	8.3	27,648	36,452
Meigs	460	6.0	1.3	3,693	1,569
Monroe	3,920	23.5	5.6	15,450	11,879
Morgan	1,400	15.4	3.2	9,358	3,375
Overton	1,110	16.7	4.0	9,371	5,058
Pickett	350	4.6	1.0	2,229	1,085
Polk	1,430	13.0	3.1	9,833	7,711
Rhea	2,250	15.3	3.9	12,328	9,667
Roane	6,180	32.4	8.3	29,918	17,863
Scott	1,780	17.9	4.0	9,884	5,509
Sevier	1,920	22.5	5.5	16,306	14,696
Sullivan (50%)	9,230	53.6	14.2	73,949	44,599
Unicoi	1,480	16.0	3.9	15,521	7,128
Union	820	8.5	1.9	4,615	1,314
Washington	9,140	61.5	15.7	67,519	54,260
Virginia:					
Lee	3,100	37.1	8.2	21,063	12,813
Scott	2,390	27.8	6.8	18,439	7,246
Total	221,720	1,685.7	419.9	\$1,556,214	\$1,070,591

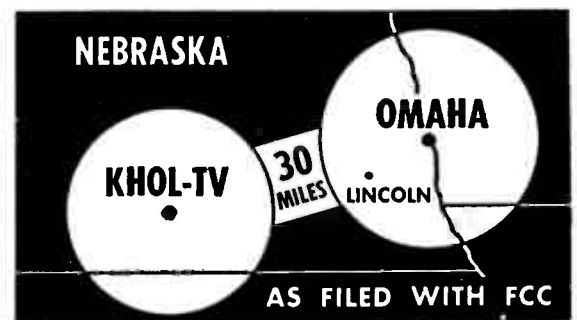
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KHOL-TV is Nebraska's Number 2 Buy!

Picks Up Where Omaha Leaves Off!

- Exclusive coverage of 130,000 families in rich Central Nebraska
- Unduplicated coverage of 35% of Nebraska's entire farm market
- Half-billion dollars effective buying income
- Gives you more people at a lower cost, because KHOL-TV picks up where Omaha leaves off

To take advantage of this important link in Midwestern telecasting, contact A. B. McPhillamy at KHOL-TV or call your Meeker Representative, today.



SUMMARY OF KHOL-TV'S 35-COUNTY MARKET*

Population	399,700
No. of Homes	129,160
Effec. Buying Income	\$517,973,000
Retail Sales	472,840,000
Food	92,753,000
Gen. Mdse.	35,548,000
Auto	102,749,000
Drug	12,545,000
Farm Income	379,762,000

* 1955 CONSUMERS MARKETS

KHOL-TV CHANNEL 13
KEARNEY, NEBR.
204,000 WATTS

Owned and operated by **Bi-States Company**
AL McPHILLAMY Sales Manager **JACK GILBERT** Station Manager **PHONE: Axtell, Nebr. SH 3-4541**

CBS — ABC — DUMONT

Represented nationally by **MEEKER TV, Inc.**

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
LA CROSSE, WISCONSIN					
Iowa:					
Allamakee	2,360	15.8	4.5	15,893	16,685
Clayton (50%)	1,820	10.7	3.3	12,933	10,092
Winneshiek	2,340	21.2	6.1	24,725	18,345
Minnesota:					
Fillmore	4,210	24.3	7.2	24,953	24,463
Houston	2,680	14.4	4.1	15,763	12,081
Winona	4,590	41.1	11.8	51,663	43,991
Wisconsin:					
Buffalo	2,740	15.0	4.3	14,311	10,441
Crawford	1,620	17.9	4.9	18,160	13,922
Grant (50%)	2,740	21.4	6.2	26,385	23,207
Jackson	1,590	16.2	4.8	15,301	14,573
Juneau	1,610	18.9	5.4	21,202	18,535
La Crosse	13,490	71.9	20.7	114,716	86,826
Monroe	4,300	32.7	8.6	34,024	25,588
Richland	2,180	18.8	5.2	20,266	20,936
Sauk	3,940	40.2	11.8	53,644	44,017
Trempealeau	6,180	24.1	6.8	22,815	21,489
Vernon	3,330	27.3	7.7	27,519	21,987
Total	61,720	431.9	123.4	\$514,273	\$427,178

LAFAYETTE, INDIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Indiana:					
Benton	UHF	11.7	3.4	\$ 17,613	\$ 12,825
Boone	circulation	25.6	8.2	41,189	30,762
Carroll	NA on a	17.0	5.4	24,145	14,241
Clinton	county basis	31.0	10.0	48,154	32,517
Fountain		18.3	6.0	24,185	17,265
Montgomery		30.2	9.7	47,530	32,753
Tippecanoe		84.8	23.8	149,081	90,817
Warren		8.8	2.7	12,349	4,497
White		18.6	6.0	25,746	16,935
Total	†49,110	246.0	75.2	\$390,082	\$252,612

LAFAYETTE, LOUISIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
Louisiana:						
Acadia		4,150	48.8	12.9	\$ 45,818	\$ 27,979
Allen (50%)		1,340	9.9	2.7	9,225	7,729
Avoyelles (50%)		2,730	19.4	5.3	14,677	7,287
Evangeline		3,190	33.2	8.9	25,007	11,686
Iberia		5,120	42.8	11.2	44,947	36,710

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Iberville	2,150	26.8	7.3	22,924	16,435
Jeff Davis (75%)	2,160	20.9	5.6	23,465	16,508
Lafayette	9,790	65.7	17.4	73,992	51,944
Pointe Coupee	1,920	21.5	5.4	16,203	9,675
St. Landry	7,370	84.3	20.2	64,598	73,563
St. Martin	1,270	26.8	6.2	20,266	10,480
St. Mary	5,470	38.8	10.2	40,007	57,867
Vermilion	3,020	37.5	10.3	32,671	20,207
W. Baton Rouge	880	12.1	3.3	10,856	4,758
W. Feliciana	410	9.7	1.6	5,299	2,090
Total	50,970	498.2	128.5	\$449,955	\$354,918

LAKE CHARLES, LOUISIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Louisiana:					
Acadia	4,150	48.8	12.9	\$ 45,818	\$ 27,979
Allen	2,670	19.8	5.4	18,450	15,458
Beauregard	2,350	19.9	5.4	18,096	11,533
Calcasieu	18,780	114.5	32.4	177,884	104,885
Cameron	390	5.6	1.3	5,867	2,726
Evangeline (50%)	1,590	16.6	4.5	12,504	5,843
Jeff Davis	2,880	27.8	7.4	31,287	22,010
Vermilion (50%)	1,510	37.5	10.3	32,671	20,207
Texas:					
Jefferson (50%)	22,830	109.5	32.1	\$189,990	\$130,116
Newton (50%)	580	5.1	1.3	3,512	1,888
Orange	9,670	53.4	14.8	75,061	42,530
Total	67,400	458.5	127.8	\$611,140	\$385,175

LANCASTER, PENNSYLVANIA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Maryland:					
Baltimore (10%)	36,260	132.0	37.7	\$204,239	\$144,901
Carroll	10,720	47.6	12.1	46,952	43,253
Cecil	8,820	38.3	9.7	40,697	38,676
Frederick	15,440	69.7	18.6	76,357	55,482
Harford	16,430	63.2	16.6	80,034	56,071
Washington	21,710	84.6	24.1	109,460	77,438
Pennsylvania:					
Adams	8,640	45.8	12.7	55,973	43,381
Berks	68,850	258.6	76.7	454,935	294,816
Centre (67%)	10,170	45.4	11.4	60,618	37,312
Chester (50%)	21,240	83.3	21.8	139,848	78,557
Columbia (50%)	5,300	26.5	7.9	34,527	25,188
Cumberland	20,020	103.2	30.1	166,584	94,691
Dauphin	57,300	206.2	61.5	345,362	249,570
Franklin	17,840	78.7	22.4	101,687	78,493

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J. WALTER THOMPSON

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MAXON

"We find your set count essential. We've put your data to use in many projects."

EARLE LUDGIN

"Your receiver figures are a basic working tool; we refer to them constantly."

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

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

Our Circulation Report is one of several exclusive features, such as our Continuing Audience Study, Media Expenditure analysis, and Cost Per Thousand Study. These are the "big bait" that guarantees readership of the magazine—and of your advertising—among the people you want most to reach.

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

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
LANCASTER Continued					
Huntingdon	8,860	40.4	11.2	43,789	29,085
Juniata	1,860	15.0	4.3	15,243	12,313
Lancaster	64,670	242.0	69.3	438,471	265,371
Lebanon	24,410	89.5	25.8	135,932	84,239
Lehigh	54,780	203.5	58.9	351,390	225,913
Mifflin	9,690	43.6	12.5	55,337	40,318
Montgomery (25%)	25,710	95.0	26.2	198,427	102,368
Montour	3,420	16.3	3.6	15,204	8,917
Northumberland	18,200	114.5	33.3	142,653	105,894
Perry	3,320	25.3	7.2	29,982	18,409
Schuylkill	49,430	196.8	55.6	250,224	160,241
Snyder	3,510	23.6	6.3	23,939	14,843
Union	2,550	24.3	5.9	27,344	15,240
York	57,420	212.3	63.6	341,067	225,235
Total	646,570	2,625.2	747.0	\$3,986,275	\$2,626,215

LANSING, MICHIGAN

Michigan:

Barry	6,480	28.8	8.9	\$ 36,303	\$ 23,248
Bay	22,680	96.7	27.7	144,388	103,259
Calhoun	37,380	135.3	39.6	217,749	157,401
Clinton	7,910	34.0	9.5	39,796	23,698
Eaton	9,080	43.9	13.4	55,209	39,092
Genesee	76,610	306.5	90.3	567,403	410,683
Gratiot	8,700	34.7	10.1	38,293	36,574
Ingham	54,560	196.7	57.9	371,572	261,175
Ionia	7,920	39.9	11.3	42,483	35,291
Isabella	5,810	29.9	8.0	36,381	24,151
Jackson	32,870	118.6	34.7	184,073	138,024
Livingston	7,970	30.1	8.9	43,361	30,923
Midland	8,910	40.9	11.4	62,031	35,178
Montcalm	8,040	33.2	10.5	39,936	39,050
Saginaw	40,500	167.0	48.2	259,125	184,339
Shiawassee	13,510	49.1	14.8	69,858	45,652
Washtenaw	32,610	151.6	40.4	252,749	161,219
Total	381,540	1,536.9	445.6	\$2,460,710	\$1,748,957

LAWTON, OKLAHOMA

Oklahoma:

Caddo (75%)	5,010	25.4	7.4	\$ 24,882	\$ 17,331
Comanche	16,200	65.6	18.2	87,086	62,967
Cotton	1,800	9.6	2.7	9,282	6,898
Grady	7,640	33.4	10.2	36,936	26,566
Jackson	3,030	19.8	6.2	22,956	17,248
Jefferson	1,700	10.0	2.9	10,049	6,979
Kiowa	3,540	18.2	5.5	20,483	14,737
Stephens	8,010	38.5	11.7	50,095	42,220
Tillman	3,310	16.4	4.9	17,811	15,088
Total	50,240	236.9	69.7	\$279,580	\$210,034

LEWISTON-PORTLAND, MAINE

Maine:

Androscoggin	19,520	84.2	24.3	\$126,612	\$ 96,038
Cumberland	46,370	171.4	50.6	258,535	208,429
Franklin	3,610	20.4	5.7	25,706	17,256
Kennebec	20,880	83.4	23.3	117,608	84,841
Knox	7,940	27.0	8.6	34,218	27,745
Lincoln	4,900	17.5	5.3	19,259	18,493
Oxford	10,210	42.6	12.0	55,505	34,065
Sagadahoc	5,890	20.4	6.2	24,740	15,904
York	24,390	93.2	27.3	133,245	77,426

New Hampshire:

Belknap	6,420	27.0	8.0	35,824	33,841
Carroll	4,320	15.9	4.8	17,352	16,810
Coos	8,240	37.3	10.5	45,440	33,499
Strafford	10,990	52.9	14.9	72,667	52,167
Total	173,680	693.2	201.5	\$966,711	\$716,514

LEXINGTON, KENTUCKY

Kentucky:

Anderson	UHF	8.9	2.5	\$ 8,507	\$ 6,964
Bourbon	circulation	17.7	5.1	21,245	14,754
Boyle	NA on a	21.3	5.5	22,504	22,221
Clark	county basis	19.2	5.6	22,340	18,114
Estill		13.9	3.4	10,457	4,603
Fayette		107.6	30.9	162,012	137,036
Franklin		26.2	7.8	37,721	22,544
Garrard		10.4	2.9	10,106	5,199

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Harrison		13.1	4.1	13,652	10,330
Jessamine		12.5	3.6	13,818	6,475
Madison		33.0	9.1	36,240	19,973
Mercer		14.2	4.3	12,948	10,134
Montgomery		16.4	3.5	16,259	11,604
Nicholas		6.9	2.1	6,368	3,258
Powell		6.8	1.6	4,011	1,684
Rockcastle		13.9	3.3	8,272	3,951
Scott		15.8	4.5	17,326	10,293
Woodford		11.4	3.3	13,210	6,826
Total	†28,660	369.2	103.1	\$436,996	\$315,963

LIMA, OHIO

Ohio:

Allen	UHF	95.8	28.9	\$157,077	\$111,238
Auglaize	circulation	33.0	9.9	44,548	35,863
Hancock	NA on a	47.0	15.3	73,767	54,275
Hardin	county basis	30.1	9.1	37,280	25,294
Logan		32.9	10.5	44,405	39,869
Mercer		30.5	8.6	42,478	33,921
Putnam		26.7	7.5	34,020	23,707
Shelby		15.4	4.4	19,407	14,138
Vanwert		28.4	9.0	44,330	28,197
Total	†56,240	339.8	103.2	\$497,312	\$366,502

LINCOLN, NEBRASKA

Kansas:

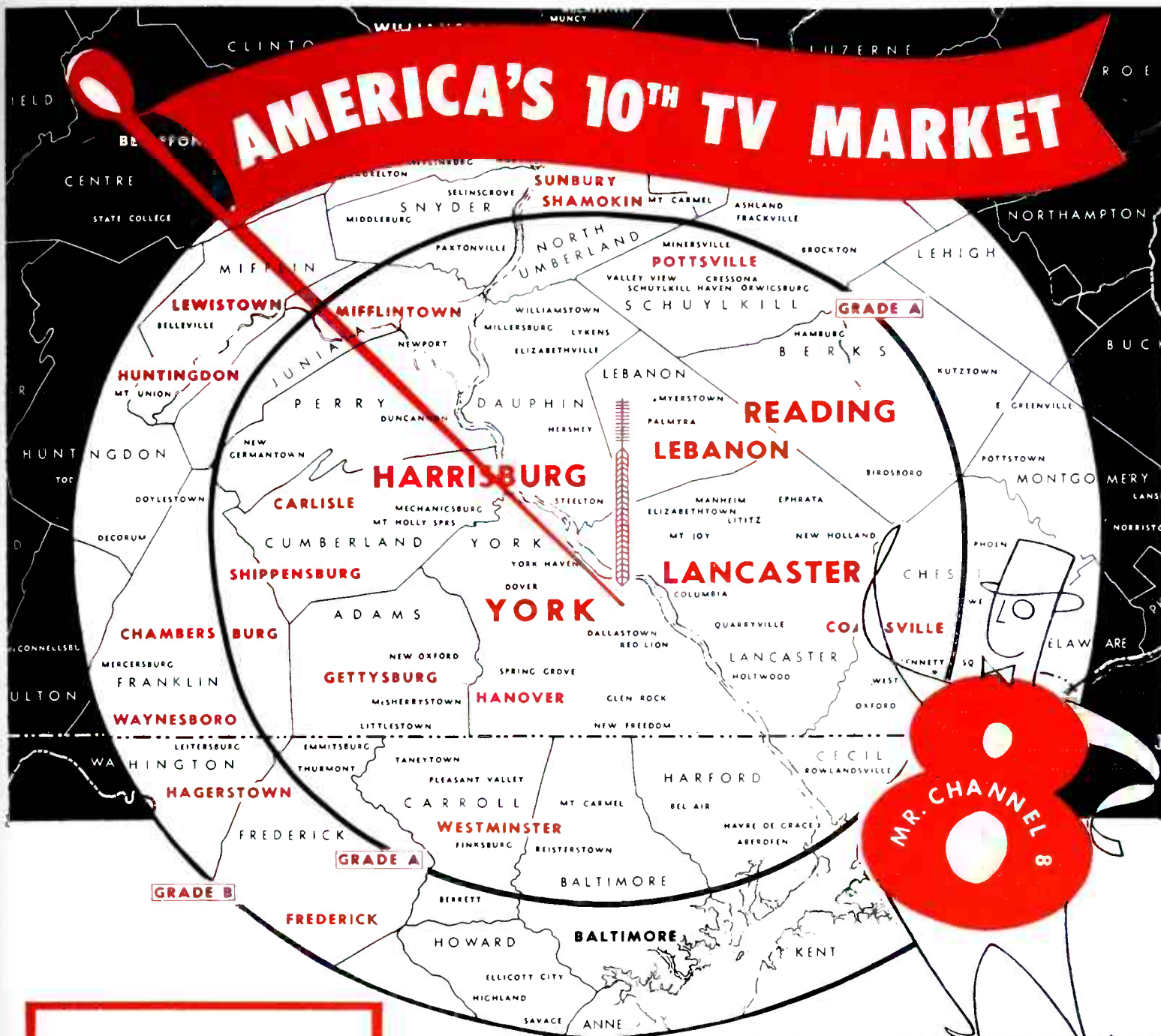
Marshall	2,080	17.6	5.9	\$ 21,312	\$ 14,691
Republic	1,240	10.9	3.7	12,885	7,023
Washington	1,620	12.7	4.1	14,032	6,880

Nebraska:

Adams	6,760	31.4	9.2	41,367	44,614
Boone	1,250	10.6	3.2	10,527	9,916
Butler	2,170	11.2	3.7	10,892	9,042
Cass	5,030	16.7	5.3	20,971	13,315
Clay	1,770	8.5	2.9	9,289	6,327
Colfax	2,530	10.4	3.3	14,272	15,920
Cuming	2,500	13.3	3.8	15,375	16,128
Fillmore	1,870	9.4	3.1	10,297	6,988
Gage	6,820	28.4	8.6	36,161	28,803
Greeley	660	5.4	1.5	5,413	5,115
Hall	8,670	34.8	10.9	52,497	44,967
Hamilton	2,720	8.6	2.9	11,070	7,441
Howard	1,030	6.8	2.2	7,802	5,754
Jefferson	2,030	13.0	4.2	15,920	14,656
Johnson	1,860	7.1	2.4	8,066	7,389
Lancaster	34,100	128.3	40.8	225,756	157,069
Madison	5,860	25.4	7.6	31,936	39,933
Merrick	1,190	9.0	2.9	11,379	10,618
Nance	770	6.4	1.9	5,759	5,534
Nemaha	3,040	10.3	3.2	13,086	8,694
Nuckolls	1,300	9.2	2.7	10,466	10,054
Otoe	5,030	16.5	5.3	21,976	17,841
Pawnee	1,240	6.3	2.1	6,800	4,388
Platte	4,230	20.2	5.9	24,515	26,048
Polk	1,590	7.8	2.5	10,848	8,348
Richardson	3,240	17.0	5.5	23,383	19,829
Saline	3,060	13.9	4.7	17,854	13,649
Saunders	5,120	16.7	5.4	23,051	16,023
Seward	3,250	12.9	4.0	15,731	11,990
Stanton	1,150	6.5	1.9	7,881	4,206
Thayer	1,650	10.5	3.4	11,591	10,188
Washington	3,240	11.6	3.6	15,415	10,577
Webster	1,530	7.1	2.4	6,715	6,623
York	3,340	14.5	4.6	18,851	16,134
Total	136,540	606.9	191.3	\$821,141	\$662,715

In every field,
there's one basic reference source—
in television, it's
Television Magazine

AMERICA'S 10TH TV MARKET



316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Los Angeles

Chicago
San Francisco

TV Area	TV Sets
1 New York	4,730,000
2 Chicago	2,255,000
3 Los Angeles	2,107,168
4 Philadelphia	2,094,852
5 Detroit	1,553,200
6 Boston	1,308,362
7 Cleveland	1,195,000
8 Pittsburgh	1,134,110
9 San Francisco	1,086,590
10 LANCASTER	912,950
11 St. Louis	785,162
12 Milwaukee	774,803
13 Washington, D. C.	741,000
14 Cincinnati	724,140
15 Indianapolis	663,000

Channel 8 Mighty Market Place

Harrisburg Lebanon Hanover Gettysburg Chambersburg Waynesboro Frederick Westminster Carlisle Sunbury Martinsburg
York Reading Pottsville Hazleton Shamokin Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
LITTLE ROCK—PINE BLUFF, ARKANSAS					
Arkansas:					
Arkansas	4,340	23.6	6.9	\$ 25,845	\$ 27,233
Bradley	1,630	15.2	4.0	12,336	10,061
Calhoun	590	6.1	1.5	4,220	2,060
Clark	2,580	21.7	5.9	19,131	15,111
Cleburne	830	10.3	2.8	6,299	3,559
Cleveland	550	8.2	2.2	5,664	1,803
Conway	2,390	16.6	4.3	11,608	9,062
Dallas	1,490	11.5	3.0	8,935	6,697
Desha	2,260	23.8	6.2	17,573	14,227
Drew	1,160	17.2	4.6	13,014	7,738
Faulkner	3,270	24.1	6.4	21,251	14,647
Garland	8,750	48.1	15.2	62,839	54,419
Grant	1,430	8.4	2.3	6,177	3,225
Hot Spring	3,120	24.2	6.8	22,986	13,334
Independence	3,520	22.2	6.2	17,691	15,349
Jefferson	11,330	79.4	22.6	79,502	54,474
Lee (50%)	1,860	11.7	3.0	8,091	5,462
Lincoln	950	15.7	3.9	8,999	4,099
Lonoke	4,300	25.6	6.9	21,963	16,502
Monroe	1,840	18.7	4.9	14,653	11,559
Montgomery	150	6.0	1.6	4,213	1,468
Ouachita	3,260	36.2	10.1	36,907	27,703
Perry	380	5.1	1.3	3,400	1,288
Phillips (50%)	3,390	23.7	6.5	20,422	15,214
Pope	1,610	21.7	6.0	18,593	12,599
Prairie	1,930	13.2	3.4	9,203	5,497
Pulaski	37,520	216.5	65.1	328,797	227,848
Saline	3,430	26.6	6.4	23,762	14,676
Searcy	550	10.3	2.7	6,234	3,095
Stone	180	7.0	1.8	4,248	1,928
Van Buren	1,280	8.9	2.5	5,799	2,948
White	4,230	37.3	10.6	30,452	20,161
Woodruff	1,380	17.4	4.3	11,109	9,276
Yell	1,130	12.3	3.5	8,589	9,794
Total	118,610	874.5	245.4	\$900,505	\$644,116

LONGVIEW, TEXAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Texas:					
Camp	UHF	8.3	2.5	\$ 6,766	\$ 4,888
Gregg	circulation	64.2	19.4	98,736	96,859
Harrison	NA on a	46.8	12.6	44,669	35,151
Marion	county basis	9.6	2.5	7,395	5,092
Panola		18.0	4.6	18,094	12,731
Rusk		38.9	11.0	42,608	29,106
Smith		76.4	22.1	99,301	80,478
Upshur		19.2	5.2	16,120	11,813
Wood		19.0	5.6	18,930	17,244
Total	†36,870	300.4	85.5	\$352,619	\$293,362

LOS ANGELES, CALIFORNIA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
California:					
Kern	57,380	252.7	75.1	\$425,750	\$283,740
Los Angeles	1,688,740	5,043.3	1,744.6	9,596,209	6,582,538
Orange	113,400	336.5	113.4	547,761	352,077
Riverside	53,060	218.1	71.9	293,951	252,931
San Bernardino	94,470	377.8	120.3	538,892	394,709
Santa Barbara	24,240	106.1	34.4	190,119	149,490
Ventura	39,060	146.6	43.1	237,010	151,862
Total	2,070,350	6,481.1	2,202.8	\$11,829,692	\$8,167,347

LOUISVILLE, KENTUCKY

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Indiana:					
Bartholomew	12,920	43.2	13.2	\$ 60,664	\$ 36,875

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Brown	1,060	5.8	1.6	5,206	2,345
Clark	15,340	58.1	17.0	77,210	36,877
Crawford	1,630	9.3	2.7	7,624	4,751
Daviess	6,200	27.6	8.2	31,945	24,835
Decatur	4,500	19.0	5.7	25,547	18,210
Dubois	4,330	25.1	6.9	30,981	23,276
Floyd	14,590	49.6	15.4	75,561	47,009
Gibson	5,300	31.2	9.8	39,708	32,453
Harrison	2,900	18.8	5.3	20,122	10,976
Jackson	6,660	29.5	8.9	33,680	29,440
Jefferson	5,290	23.1	6.4	25,399	19,685
Jennings	3,290	16.2	4.1	13,438	10,332
Knox	12,270	44.2	13.9	61,071	49,455
Lawrence	8,290	35.2	10.7	45,376	31,510
Martin	2,130	11.4	3.3	11,596	6,151
Monroe	11,100	54.1	14.3	81,056	43,111
Orange	3,110	17.1	5.1	16,744	11,782
Perry	3,310	17.9	5.1	18,438	13,558
Pike	3,320	14.5	4.5	16,124	11,463
Posey	5,440	20.2	6.1	23,617	16,287
Scott	3,150	13.6	4.1	14,449	12,111
Spencer	2,540	16.1	4.5	16,798	11,381
Vanderburgh	38,060	178.9	55.6	306,767	199,246
Warrick	4,950	23.2	7.0	27,258	17,917
Washington	3,470	17.1	5.1	16,865	17,811
Kentucky:					
Adair	2,470	16.5	4.2	10,077	5,639
Anderson	1,890	8.9	2.5	8,507	6,964
Barren	4,290	29.8	8.6	27,162	21,756
Boyle	3,470	21.3	5.5	22,504	22,221
Breckinridge	3,060	14.4	4.0	11,163	5,256
Bullitt	3,000	11.8	3.3	11,640	4,243
Butler	1,110	10.2	2.5	6,242	2,019
Carroll	2,280	7.9	2.4	8,553	8,657
Casey	2,200	16.5	3.9	9,421	4,157
Christian	6,490	44.1	11.1	49,934	35,432
Daviess	15,480	60.7	17.1	77,959	56,363
Edmonson	920	8.8	2.2	5,037	1,870
Estill	1,080	13.9	3.4	10,457	4,603
Fayette	13,420	107.6	30.9	162,012	137,036
Franklin	5,060	26.2	7.8	37,721	22,544
Garrard	1,830	10.4	2.9	10,106	5,199
Grayson	2,030	16.8	4.6	10,879	6,250
Green	1,930	11.1	3.3	7,761	4,671
Hancock	820	5.4	1.6	3,878	1,965
Hardin	7,460	62.0	11.4	87,022	26,095
Hart	2,750	14.3	4.1	10,037	7,769
Henderson	5,270	33.1	10.0	37,988	27,151
Henry	1,630	11.3	3.4	10,267	6,232
Hopkins	3,930	38.4	11.4	42,699	30,951
Jefferson	145,800	531.1	159.7	910,604	594,946
Jassamine	1,890	12.5	3.6	13,818	6,475
Larue	2,040	10.2	2.7	8,820	5,910
Lincoln	3,780	17.6	4.6	12,667	7,401
McLean	1,660	9.9	2.8	7,297	3,479
Madison	2,360	33.0	9.1	36,240	19,973
Marion	2,870	17.2	4.1	14,655	11,670
Meade	2,010	13.8	2.5	12,316	5,463
Mercer	2,750	14.2	4.3	12,948	10,134
Metcalfe	1,350	9.3	2.5	5,720	2,530
Muhlenberg	3,940	30.0	8.1	22,158	17,148
Nelson	4,550	20.0	4.9	18,333	12,664
Ohio	2,670	18.7	5.3	13,881	6,720
Oldham	1,700	11.7	2.7	11,096	5,352
Owen	2,290	9.2	2.8	8,620	4,191
Pulaski	1,920	37.1	9.8	27,056	19,805
Rockcastle	450	13.9	3.3	8,272	3,951
Russell	1,180	13.0	3.3	7,371	3,568

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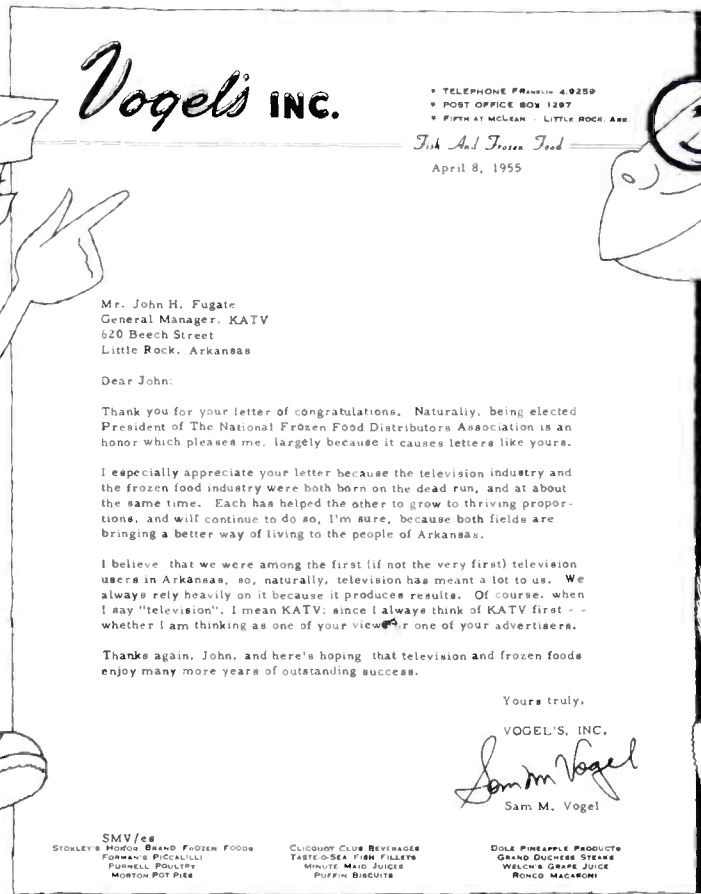
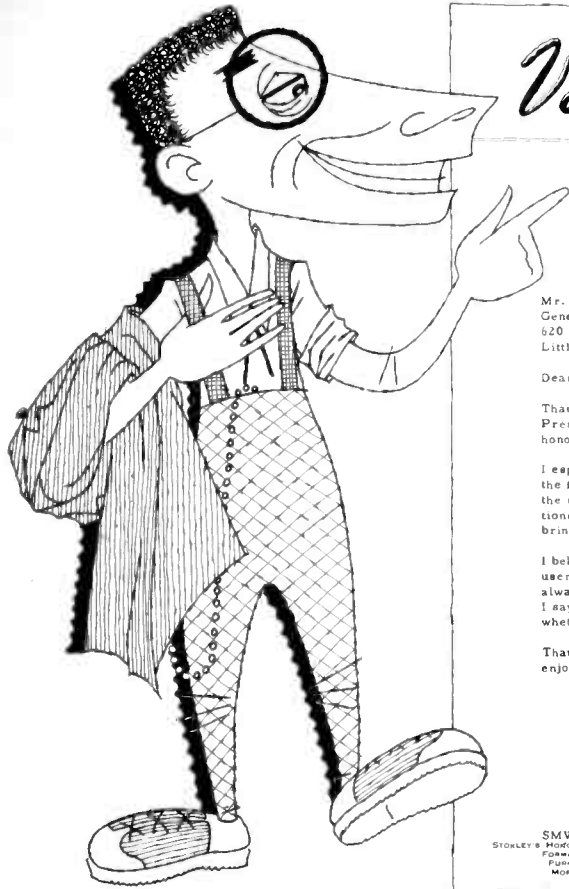
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CHANNEL 7

John H. Fugate, Manager
620 Beech Street
Little Rock, Arkansas



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
LOUISVILLE Continued					
Scott	2,840	15.8	4.5	17,326	10,293
Shelby	3,130	17.7	5.1	19,427	14,174
Spencer	1,400	5.7	1.5	5,277	3,445
Taylor	2,620	15.1	4.1	12,334	10,114
Trigg	860	8.8	2.2	6,226	4,072
Trimble	770	5.1	1.5	4,666	1,184
Union	2,170	15.1	4.2	15,550	13,279
Warren	6,950	41.9	12.5	43,886	38,576
Washington	2,150	12.5	3.2	9,301	6,414
Webster	1,830	14.7	4.7	12,687	8,151
Woodford	2,170	11.4	3.3	13,210	6,826
Total	491,120	2,407.6	689.5	\$3,094,032	\$2,051,798

LUBBOCK, TEXAS

Texas:

Bailey	1,910	8.3	2.2	\$ 12,690	\$ 9,158
Borden	180	1.1	.2	1,429	40
Briscoe	490	3.7	.9	7,150	3,171
Castro	780	5.7	1.6	12,440	4,896
Cochran	1,310	7.2	1.7	11,838	7,278
Crosby	1,930	9.5	2.6	12,688	9,623
Dawson	2,490	22.0	5.8	35,773	25,941
Dickens	820	6.6	1.8	11,060	7,111
Floyd	2,610	10.5	3.1	16,281	11,215
Gaines	2,050	9.2	2.5	14,030	12,103
Garza	870	7.0	1.8	10,431	6,243
Hale	7,420	33.0	9.3	55,644	50,466
Hockley	5,490	26.0	7.0	45,964	28,775
Kent	180	1.7	.5	2,858	1,048
Lamb	5,040	21.6	6.0	30,980	24,002
Lubbock	32,400	140.8	39.5	250,358	175,079
Lynn	1,290	10.8	2.9	17,654	9,011
Motley	450	3.7	1.1	5,447	4,217
Scurry	3,930	30.1	8.5	54,622	31,732
Swisher	1,240	8.9	2.5	17,355	10,618
Terry	3,720	15.3	4.1	22,200	18,848
Yoakum	780	4.2	1.1	6,333	2,721
Total	77,380	386.9	106.7	\$655,225	\$453,296

LYNCHBURG, VIRGINIA

North Carolina:

Caswell	2,530	20.9	4.4	\$ 13,221	\$ 3,511
Granville (50%)	2,100	16.4	3.5	12,245	6,205
Person	3,870	23.7	5.3	17,485	11,339
Rockingham	11,870	68.0	17.5	74,039	40,353

Virginia:

Albemarle	7,230	55.2	13.8	70,250	62,642
Alleghany	5,940	30.4	7.7	37,095	27,537
Amelia	850	8.3	1.7	5,261	3,119
Amherst	3,510	20.3	4.4	14,902	4,841

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Appomattox	1,150	9.0	1.9	6,834	4,171
Augusta	9,560	71.5	17.8	83,690	57,244
Bath	900	6.1	1.5	5,110	3,148
Bedford	4,440	30.5	7.6	24,732	12,736
Botetourt	2,360	16.4	4.0	13,695	5,181
Buckingham	1,460	12.4	2.7	7,834	4,337
Campbell	17,430	81.7	21.5	104,613	90,056
Charlotte	1,680	14.1	3.2	7,980	4,576
Craig	680	3.1	.8	1,898	1,217
Cumberland	870	7.1	1.6	4,070	1,455
Floyd	1,140	11.7	2.7	6,931	4,586
Fluvanna	1,000	6.8	1.8	5,165	2,575
Franklin	2,920	25.4	5.8	16,349	11,337
Giles	4,380	21.5	5.0	22,180	16,182
Goochland	900	9.2	1.7	5,558	2,222
Greene	440	4.8	1.1	3,157	1,147
Halifax	8,240	43.5	9.9	31,437	22,330
Henry	9,100	53.0	12.7	58,868	41,909
Highland	620	3.9	.8	2,196	979
Lunenburg	1,890	14.7	3.5	12,388	8,712
Mecklenburg	5,940	35.5	8.2	29,270	24,610
Montgomery	8,790	43.3	10.5	47,814	34,737
Nelson	2,370	14.0	3.3	8,673	4,234
Nottoway	3,230	17.8	4.4	17,796	15,120
Patrick	1,000	16.0	3.7	10,640	4,814
Pittsylvania	14,010	109.8	27.2	116,969	90,229
Powhatan	630	5.8	1.2	4,365	2,524
Prince Edward	3,030	15.9	3.8	14,281	12,727
Pulaski	5,300	29.9	7.6	29,963	18,829
Roanoke	33,280	144.1	39.5	223,125	166,411
Rockbridge	3,430	30.1	7.3	32,038	19,897
Rockingham	7,370	49.2	12.7	52,908	46,321
Total	197,440	1,201.0	295.3	\$1,257,025	\$896,100

MACON, GEORGIA

Georgia:

Baldwin	2,340	32.2	5.1	\$194,478	\$ 11,787
Bibb	25,310	123.8	35.7	168,372	111,926
Bleckley	1,210	8.8	2.3	5,960	4,269
Butts	1,920	9.1	2.3	7,078	4,101
Crawford	570	5.7	1.2	3,828	1,624
Crisp	2,840	17.5	4.8	14,596	14,868
Dodge	2,910	16.7	4.1	11,782	7,134
Dooley	1,800	13.4	3.3	8,156	5,089
Greene	1,570	12.3	3.0	8,424	6,410
Hancock	1,020	10.1	2.3	4,949	4,449
Henry	3,260	16.1	3.8	10,873	5,754
Houston	4,570	25.9	6.7	28,999	11,387
Jasper	840	7.1	1.7	4,989	3,478
Johnson	780	9.2	2.5	5,596	2,876
Jones	580	7.1	1.7	5,161	1,398

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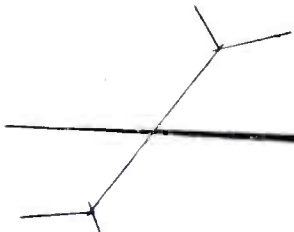
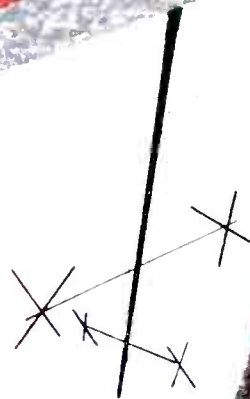
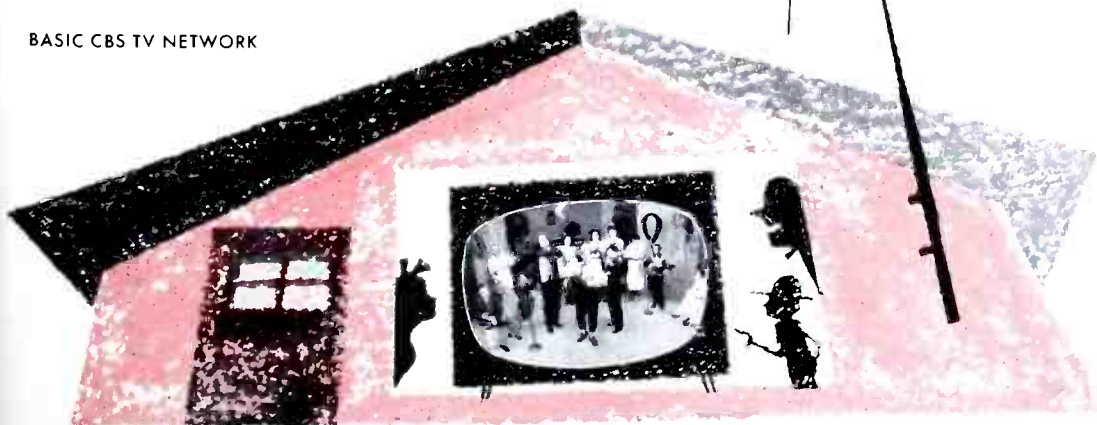
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BASIC CBS TV NETWORK



	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MACON Continued					
Lamar	2,140	10.0	2.5	10,457	4,714
Laurens	5,230	30.8	7.7	22,237	18,217
Macon	1,580	13.6	3.3	8,813	6,418
Marion	480	6.5	1.4	3,349	1,757
Monroe	2,200	10.4	2.5	9,544	5,121
Morgan	1,400	10.9	2.7	7,020	5,364
Newton	4,410	20.5	5.2	20,680	12,578
Peach	1,590	12.0	3.0	11,297	8,250
Pike	1,380	8.1	1.9	5,395	1,524
Pulaski	1,270	8.3	2.2	6,481	5,800
Putnam	590	7.3	1.7	5,673	3,905
Schley	210	3.6	.8	2,380	1,133
Spaulding	7,480	32.1	8.7	40,144	25,946
Sumter	3,680	23.6	6.3	20,909	16,678
Talbot	900	7.6	1.8	4,496	1,828
Taylor	1,230	8.7	2.3	5,562	3,623
Telfair	910	12.0	2.9	8,696	6,402
Twiggs	280	7.9	1.8	5,084	1,384
Upson	4,200	25.6	6.7	27,277	17,851
Washington	2,020	19.8	4.9	12,084	8,021
Wilcox	1,760	9.2	2.4	5,989	2,526
Wilkinson	760	9.2	2.3	7,665	3,147
Total	97,220	612.7	155.5	\$559,473	\$358,737

MADISON, WISCONSIN

Wisconsin:

Adams UHF	2.6	.8	\$ 2,751	\$ 1,693	
Columbia circulation	34.9	10.5	50,202	44,152	
Dane NA on a	181.9	51.4	345,324	209,587	
Dodge county basis	59.8	17.1	82,876	53,648	
Fond Du Lac	17.7	5.1	27,013	21,097	
Green	24.5	7.5	42,437	37,449	
Green Lake	10.3	3.1	12,610	13,522	
Iowa	19.6	5.6	21,530	15,486	
Jefferson	45.3	13.3	64,856	55,263	
Juneau	1.9	.5	2,120	1,854	
Lafayette	18.1	5.2	19,635	18,283	
Marquette	6.8	2.0	7,111	5,834	
Richland	9.4	2.6	10,133	10,468	
Rock	99.3	30.1	176,863	124,796	
Sauk	40.2	11.8	53,644	44,017	
Walworth	45.9	14.1	66,914	58,687	
Total	99,940	618.2	180.7	\$986,019	\$715,836

MANCHESTER, NEW HAMPSHIRE

Massachusetts:

Essex (25%)	38,780	136.4	41.6	\$220,347	\$138,015
Middlesex (10%)	29,760	112.7	31.8	199,421	94,897
Worcester (25%)	37,310	143.5	41.7	222,375	152,127

New Hampshire:

Belknap	6,420	27.0	8.0	35,824	33,841
Carroll	4,320	15.9	4.8	17,352	16,810
Cheshire	7,800	37.4	11.2	48,646	33,950
Grafton	9,050	47.6	13.4	64,737	50,764
Hillsborough	42,660	161.5	48.3	244,698	177,788
Merrimack	15,440	62.9	17.8	83,643	61,457
Rockingham	20,810	71.8	21.9	97,342	71,150
Strafford	10,990	52.9	14.9	72,667	52,167
Sullivan	7,220	25.4	7.7	33,492	30,698
Total	230,560	895.0	263.1	\$1,340,544	\$913,664

MARINETTE, WISCONSIN

Michigan:

Delta	4,870	32.5	9.4	\$ 35,581	\$ 29,804
Dickinson	7,080	24.3	7.6	28,283	25,937
Menominee	4,690	26.0	7.5	27,979	18,950

Wisconsin:

Brown	26,280	105.8	28.9	169,078	118,317
Calumet	4,500	19.6	5.3	23,590	20,897
Door	4,620	21.5	6.5	25,085	23,237
Florence	390	3.7	1.2	2,918	2,407
Forest	950	8.8	2.3	8,449	6,607
Kewaunee	2,830	17.7	4.7	18,479	15,440
Langlade	4,390	21.8	6.0	25,464	25,037
Manitowac	18,610	69.6	20.3	105,923	76,781
Marinette	6,770	35.9	10.4	43,055	34,223

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Oconto	5,520	26.0	7.3	25,911	21,943
Outagamie	22,230	87.8	24.4	134,591	100,294
Shawano	5,610	35.5	9.6	39,750	28,737
Waupaca	7,290	35.7	10.5	42,339	45,813
Winnebago (50%)	10,940	48.4	14.3	77,776	53,963
Total	137,570	620.6	176.2	\$834,251	\$648,387

MASON CITY, IOWA

Iowa:

Bremer	4,170	18.8	5.6	\$ 23,301	\$ 21,930
Butler	3,370	17.2	5.3	20,808	18,890
Cerro Gordo	12,060	46.4	14.5	76,014	71,915
Chickasaw	2,160	14.9	4.3	17,915	16,835
Floyd	2,720	22.2	6.8	32,918	21,366
Franklin	4,320	16.1	5.0	25,423	16,323
Grundy	3,120	13.4	4.2	19,333	13,339
Hamilton	5,620	19.4	6.2	30,218	20,699
Hancock	2,990	14.8	4.3	22,856	13,453
Hardin	6,830	21.9	7.3	33,598	30,735
Howard	1,490	13.3	3.8	14,666	13,437
Humboldt	1,640	12.8	3.9	19,935	14,168
Kossuth	3,540	25.8	7.3	40,214	26,420
Mitchell	2,090	13.7	4.0	16,096	16,696
Winnebago	3,030	13.2	3.8	17,373	16,311
Winneshiek	2,340	21.2	6.1	24,725	18,345
Worth	2,600	10.9	3.2	14,661	9,020
Wright	4,970	19.7	6.2	29,700	21,158

Minnesota:

Dodge	1,820	12.6	3.5	12,978	10,109
Faribault	3,210	24.3	7.0	29,742	26,748
Freeborn	7,080	35.6	10.3	47,651	39,300
Mower	7,970	44.5	12.5	67,590	50,561
Steele	5,200	22.0	6.4	27,619	26,835
Waseca	2,530	15.9	4.7	18,897	17,177
Total	96,870	490.6	146.2	\$684,231	\$551,770

MEDFORD, OREGON

California:

Del Norte	1,330	15.1	4.9	\$ 21,790	\$ 15,769
Siskiyou	1,640	33.8	11.2	58,303	35,446

Oregon:

Douglas	3,650	69.2	21.1	101,777	70,876
Jackson	14,910	68.4	22.3	101,648	83,952
Josephine	4,360	30.3	10.2	40,248	38,147
Klamath	2,610	42.2	13.3	72,471	62,491
Total	28,500	259.0	83.0	\$396,237	\$306,681

MEMPHIS, TENNESSEE

Arkansas:

Clay	3,380	25.2	7.0	\$ 18,873	\$ 11,724
Craighead	11,770	51.0	13.6	52,102	35,932
Crittenden	9,320	50.8	13.0	35,501	33,187
Cross	4,170	23.7	6.1	18,300	14,225
Greene	2,990	27.7	7.6	23,070	17,957
Independence	3,520	22.2	6.2	17,691	15,349
Jackson	3,680	26.3	7.1	21,939	18,075
Lawrence	3,100	19.8	5.5	13,976	9,230
Lee	3,720	23.3	6.0	16,182	10,924
Mississippi	17,940	83.4	21.5	73,105	53,912
Monroe	1,840	18.7	4.9	14,653	11,559
Phillips	6,780	47.4	13.0	40,843	30,427
Poinsett	6,120	36.9	9.2	27,610	24,188
Randolph	2,600	15.7	3.8	11,507	6,354
St. Francis	5,170	36.3	9.2	27,326	18,679
Woodruff	1,380	17.4	4.3	11,109	9,276

Mississippi:

Alcorn	3,210	26.9	7.6	22,416	19,282
Benton	810	8.3	2.1	4,444	1,427
Bolivar	4,450	61.8	16.3	42,805	30,711
Calhoun	1,090	17.2	4.4	11,454	6,504
Coahoma	4,700	53.2	14.6	45,584	33,274
De Soto	3,640	23.3	5.8	13,223	8,097
Grenada	1,570	18.5	4.8	14,720	12,139
Lafayette	1,460	22.3	5.3	19,731	9,821
Lee	7,010	37.6	10.6	33,252	30,573
Leflore	5,260	50.5	13.2	46,233	43,900
Marshall	3,410	24.6	5.6	12,745	7,316

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Panola	5,700	29.5	7.5	18,191	16,050
Pontotoc	1,370	19.0	5.1	11,841	7,918
Prentiss	1,500	19.1	5.0	13,406	8,381
Quitman	2,640	24.8	6.3	13,467	10,017
Tallahatchie	2,010	29.0	7.3	16,661	9,829
Tate	2,670	17.1	4.3	10,427	7,972
Tippah	1,410	16.7	4.2	10,194	6,019
Tishomingo	980	15.0	4.0	9,251	3,845
Tunica	3,670	20.9	5.4	13,237	8,348
Union	2,210	19.6	5.5	13,457	10,058
Yalobusha	940	14.4	3.7	9,168	7,325
Missouri:					
Dunklin	5,960	47.0	13.0	37,261	32,988
New Madrid	3,810	41.5	10.5	29,126	20,948
Pemiscot	7,820	46.9	12.5	35,829	23,961
Tennessee:					
Carroll	2,690	26.3	7.5	21,575	15,194
Chester	1,430	11.1	2.8	7,547	4,664
Crockett	2,340	15.5	4.2	13,884	7,964
Dyer	6,020	32.0	9.1	30,781	28,180
Fayette	4,680	26.2	6.0	13,340	8,302
Gibson	5,680	48.1	14.1	46,110	31,995
Hardeman	3,460	22.6	5.0	13,045	8,061
Hardin	1,910	16.2	4.1	10,448	8,597
Haywood	4,810	24.9	6.1	16,451	13,063
Henderson	1,360	16.1	4.3	11,440	7,963
Lake	1,260	11.0	2.8	8,510	6,698
Lauderdale	4,740	24.9	6.5	19,028	13,724
McNairy	3,080	19.5	5.1	12,963	8,305
Madison	10,780	61.5	17.5	69,576	49,669
Obion	3,830	27.6	8.2	29,364	19,599
Shelby	133,320	524.7	149.5	814,568	619,118
Tipton	5,410	29.9	7.5	24,814	16,155
Weakley	3,080	26.6	7.8	23,917	13,175
Total	366,660	2,195.2	590.7	\$2,119,271	\$1,578,127

MERIDIAN, MISSISSIPPI

Alabama:					
Choctaw	1,860	18.4	4.3	10,709	4,706
Clarke	2,740	25.6	6.5	18,061	19,591
Greene	1,050	15.1	3.6	8,365	6,542
Marengo	1,670	27.9	7.0	18,187	13,881
Pickens	1,610	22.7	5.3	13,665	9,975
Sumter	2,220	22.6	5.3	14,728	7,925
Mississippi:					
Clarke	1,670	18.6	4.7	10,645	6,186
Covington	2,020	15.5	3.6	8,439	5,899
Forrest (50%)	3,590	24.6	7.0	26,680	24,015
Jasper	1,380	18.7	4.3	9,976	5,395
Jones	9,540	62.2	16.8	58,518	37,517
Kemper	590	14.4	3.2	6,979	4,132
Lauderdale	12,860	65.6	19.4	69,761	49,836
Leake	3,120	20.5	5.1	11,018	7,529
Neshoba	2,570	24.3	6.3	14,275	9,287
Newton	5,300	21.9	5.6	13,747	10,406
Noxubee	1,650	18.2	4.3	9,976	8,302
Scott	2,680	20.9	5.3	12,819	18,322
Smith	1,230	15.5	3.7	7,540	4,666
Wayne	620	16.5	3.8	9,149	6,708
Winston	1,660	21.8	5.3	13,794	8,952
Total	61,630	511.5	130.4	\$367,031	\$269,772

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Sept. Circulation Estimates:

Macon	98,120	Medford	29,220
Madison	101,210	Memphis	369,190
Manchester	231,270	Meridian	62,330
Marinette	139,080	Miami	300,150
Mason City	97,950	Midland	41,570

THESE ESTIMATES ARE UPDATED MONTHLY IN TELEVISION MAGAZINE'S EXCLUSIVE CIRCULATION REPORT

When you buy the Memphis market, remember:

*1. From Monday Morning through Sunday night from sign on to sign off, WMCT Memphis, leads Station B in total audience * ARB report March, 1955*

*2. Of all top rated programs WMCT Memphis has led Station B consistently ** ** all reports, all years*

*3. of all top rated film programs, WMCT Memphis, leads Station B convincingly ****

**** ARB reports March, 1955 Pulse, May, 1955*

WMCT

WMC • WMCF • WMCT

MEMPHIS

CHANNEL 5

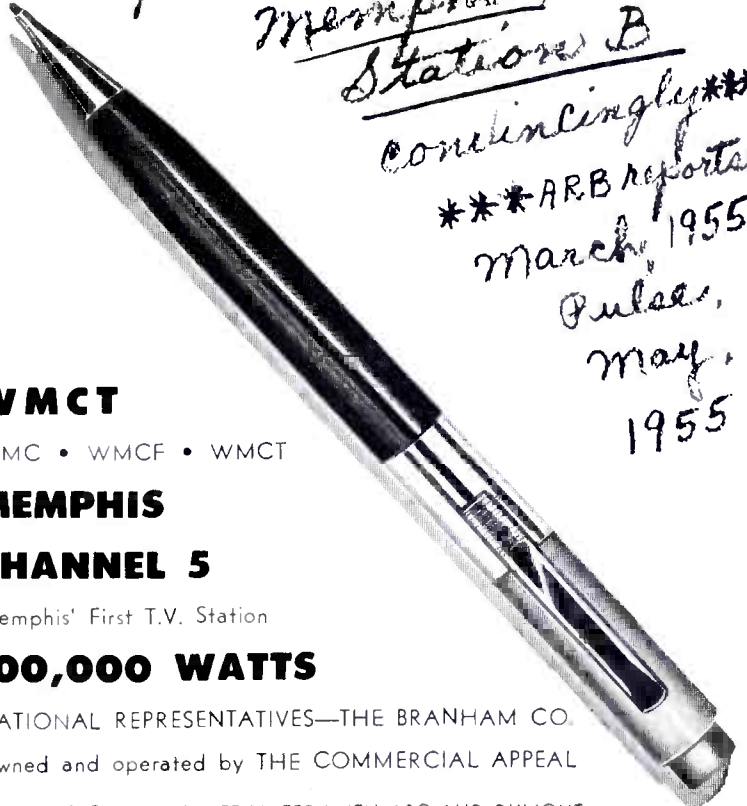
Memphis' First T.V. Station

100,000 WATTS

NATIONAL REPRESENTATIVES—THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

NBC BASIC • ALSO AFFILIATED WITH ABC AND DUMONT





to timebuyers

Channel 2 is big coverage anywhere . . . and in the world's largest oilfield, you get big coverage on Channel 2 — KMID-TV.

Timebuyers really out for results should look at once into the KMID-TV Channel 2 market — Midland, Odessa, Big Spring, Texas — and the surrounding oil country. It's one of the richest regions on earth. Within KMID-TV's coverage, the average per-family income is \$6,340.00. The set count is 51,720 . . . and according to a May, 1955, Robert S. Conlan survey of the KMID-TV "city grade" counties of Midland and Ector, there's an average set saturation of 71.4% of all homes.

It's a steady market. There's a 40-year proven reserve of oil still underground waiting to be drilled and produced!

PUT YOUR MONEY WHERE YOUR MARKET IS! Send for complete rates and data to KMID-TV, or call Venard, Rintoul and McConnel, Inc., New York, Chicago, Los Angeles, San Francisco or — in the South and Southwest — Clarke Brown Company, Dallas, Houston, Atlanta.

KMID • TV channel **2**

P. O. BOX 2758

MIDLAND, TEXAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MIAMI, FLORIDA					
Florida:					
Broward	42,870	148.3	45.9	\$218,394	\$186,565
Charlotte	800	4.8	1.6	4,716	3,765
Collier	1,010	8.1	2.5	9,323	4,489
Dade	202,800	712.7	219.6	1,271,313	955,923
De Soto	600	10.7	2.7	9,218	6,773
Glades	120	2.4	.6	2,200	1,359
Hendry	880	6.7	1.8	8,227	6,835
Highlands	1,600	17.6	5.2	19,034	12,049
Indian River	1,650	15.0	4.4	16,030	13,065
Lee	5,920	30.9	9.4	37,787	33,448
Martin	1,360	8.9	2.8	8,875	7,452
Monroe	3,180	39.2	10.8	57,969	26,089
Okeechobee	600	3.8	1.0	3,179	2,769
Palm Beach	30,150	145.3	46.0	199,131	187,913
St. Lucie	3,430	30.8	8.5	36,493	28,796
Total	296,970	1,185.2	362.8	\$1,901,889	\$1,477,290
MIDLAND, TEXAS					
Texas:					
Andrews	1,840	8.7	2.5	\$ 15,707	\$ 5,743
Borden (50%)	90	.6	.1	715	20
Crane	920	5.0	1.4	9,575	4,171
Dawson	2,490	22.0	5.8	35,773	25,941
Ector	11,860	59.6	17.5	121,486	68,184
MILWAUKEE, WISCONSIN					
Illinois:					
Boone	3,460	17.8	5.4	\$ 28,388	\$ 18,459
Lake	56,680	211.1	58.3	434,707	210,208
McHenry	14,510	57.1	17.7	100,275	74,582
Wisconsin:					
Calumet	4,500	19.6	5.3	23,590	20,897
Columbia	4,600	34.9	10.5	50,202	44,152
Dane	39,350	181.9	51.4	345,324	209,587
Dodge	13,630	59.8	17.1	82,876	53,648
Fond Du Lac	16,610	70.8	20.2	108,053	84,389
Green Lake	2,580	15.3	4.6	18,821	20,182
Jefferson	10,320	45.3	13.3	64,856	55,263
Kenosha	21,910	81.6	24.6	147,300	98,330
Manitowac	18,610	69.6	20.3	105,923	76,781

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

Television Magazine

HAPPENS EVERY YEAR!

*just as though Topeka, Kansas .
moved to South Florida*



During 1954 Over 115,500* Persons (equivalent to the entire City of Topeka, Kansas) Moved to, and Became Permanent Residents, of Fabulous South Florida.

• • •

THIS MARKET NOW CONTAINS 1,185,200 PEOPLE

• • •

For your best sales results use
WTVJ, Channel 4, MIAMI . . .
The only TV station giving complete coverage of the entire market.

See Your
Free & Peters
Colonel Now

* Sales Management
1955



Basic Affiliate

WTVJ
Channel 4
MIAMI

FLORIDA'S FIRST TELEVISION STATION
100,000 Watts Power—1,000 ft. Tower

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MILWAUKEE Continued					
Marquette	1,140	9.1	2.7	9,481	7,779
Milwaukee	263,710	915.8	273.2	1,815,010	1,186,131
Ozaukee	7,200	25.6	7.4	44,570	27,843
Racine	31,860	117.6	35.1	225,642	143,644
Rock	22,120	99.3	30.1	176,863	124,796
Sheboygan	21,920	83.2	25.1	136,922	94,350
Walworth	11,180	45.9	14.1	66,914	58,687
Washington	10,180	36.8	10.5	56,564	41,797
Waukesha	27,550	99.5	28.0	174,068	89,960
Winnebago	21,890	96.8	28.6	155,552	107,925
Total	625,510	2,394.4	703.5	\$4,371,901	\$2,849,390

MINNEAPOLIS-ST. PAUL, MINNESOTA

Minnesota:

Aitkin	2,200	13.2	3.9	\$ 11,428	9,287
Anoka	9,600	43.1	11.7	55,410	17,806
Benton	1,480	15.9	4.0	14,715	15,164
Blue Earth	9,170	39.4	11.3	56,119	61,130
Brown	4,390	26.4	7.5	30,134	31,147
Carver	3,010	18.6	5.1	22,204	16,300
Chippewa	1,520	16.7	4.8	20,766	21,999
Chisago	3,210	12.6	3.8	13,897	10,098
Cottonwood	2,760	15.9	4.6	20,647	18,284
Crow Wing	2,860	31.1	9.4	36,033	37,162
Dakota	12,770	54.5	14.6	73,373	40,495
Dodge	1,820	12.6	3.5	12,978	10,109
Douglas	1,760	21.6	6.3	22,545	25,091
Faribault	3,210	24.3	7.0	29,742	26,748
Fillmore	4,210	24.3	7.2	24,953	24,463
Freeborn	7,080	35.6	10.3	47,651	39,300
Goodhue	7,220	32.7	9.6	41,025	38,213
Hennepin	209,430	719.7	221.0	1,333,696	969,505
Isanti	2,800	11.7	3.0	10,576	9,285
Jackson	3,480	16.3	4.6	19,989	16,795
Kanabec	1,060	9.4	2.7	8,899	7,540
Kandiyohi	5,120	29.7	7.9	33,293	33,487

MISSOULA, MONT.

KGVO-TV
has **MORE** power than
any other Montana TV.
MORE POWER means
MORE COVERAGE
which means
MORE VIEWERS
which means
MORE PROSPECTS
which means
MORE SALES

MAGNIFY YOUR SALES
IN THIS STABLE \$140,000,000.00



167 Mountainous Miles from Spokane

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Le Sueur	4,130	19.2	5.7	21,217	19,542
McLeod	4,410	23.1	6.6	27,024	27,435
Martin	3,690	25.9	7.5	35,258	28,873
Meeker	2,840	19.1	5.3	20,086	18,880
Mille Lacs	2,240	15.1	4.3	14,399	15,052
Morrison	1,600	25.4	6.6	22,146	20,602
Mower	7,970	44.5	12.5	67,590	50,561
Nicollet	2,230	22.6	5.3	26,057	13,548
Olmsted	11,750	49.8	13.8	75,332	68,882
Pine	1,790	17.2	4.9	15,495	13,800
Pope	780	12.4	3.4	12,464	8,874
Ramsey	107,360	382.4	115.5	664,957	523,654
Redwood	3,630	22.3	6.3	27,115	24,321
Renville	3,540	24.1	6.7	28,904	23,493
Rice	6,820	38.2	9.2	44,783	33,443
Scott	2,850	16.9	4.4	18,056	14,399
Sherburne	1,860	10.6	2.7	10,146	6,337
Sibley	3,250	15.5	4.2	17,704	12,872
Stearns	10,950	74.0	17.5	93,466	76,918
Steele	5,200	22.0	6.4	27,619	26,835
Swift	1,290	16.3	4.5	18,373	22,427
Todd	1,520	24.7	6.7	21,485	19,996
Wabasha	4,040	17.0	4.8	17,573	17,310
Waseca	2,530	15.9	4.7	18,897	17,117
Washington	8,430	38.8	10.8	50,355	30,453
Watsonwan	1,470	14.0	4.0	17,536	15,230
Winona	4,590	41.1	11.8	51,663	43,991
Wright	4,670	28.1	7.8	26,992	30,285

Wisconsin:

Barron	5,480	35.2	10.3	38,469	44,621
Buffalo	2,720	15.0	4.3	14,311	10,441
Burnett	1,360	9.8	2.9	8,650	7,287
Chippewa	8,420	44.4	11.7	51,471	45,641
Dunn	4,670	27.5	7.7	30,235	25,717
Eau Claire	12,310	57.7	17.0	93,468	67,371
Pepin	1,200	7.5	2.1	7,785	7,605
Pierce	5,090	21.6	6.2	25,857	20,952
Polk	6,160	24.7	7.4	26,931	26,900
Rusk	2,060	16.5	4.5	18,065	15,478
St. Croix	6,610	26.9	7.6	33,193	27,154
Sawyer	1,420	10.0	2.9	9,694	9,510
Washburn	1,730	11.3	3.2	11,281	11,254
Total	577,690	2,609.6	755.5	\$3,792,175	\$3,024,529

MINOT, NORTH DAKOTA

North Dakota:

Bottineau	1,350	11.1	3.1	\$ 13,692	\$ 10,944
Burke	520	6.1	1.8	8,177	5,282
McHenry	1,100	11.6	3.1	13,416	10,523
McLean	1,480	19.5	5.2	28,914	19,568
Mountrail	580	8.9	2.5	12,454	10,629
Pierce	770	7.9	2.1	8,249	7,809
Renville	890	5.3	1.5	7,389	4,869
Rolette	340	10.2	2.3	7,844	6,862
Sheridan	290	4.8	1.2	5,501	3,260
Ward	6,650	36.0	10.2	62,120	55,829
Total	13,970	121.4	33.0	\$167,756	\$135,575

MISSOULA, MONTANA

Montana:

Flathead	4,490	33.5	11.1	\$ 48,839	\$ 41,402
Granite	100	2.7	1.0	3,832	2,974
Lake	960	13.9	4.3	13,672	11,357
Mineral	110	2.0	.6	2,784	1,618
Missoula	4,020	38.1	12.4	62,648	44,966
Powell	40	6.3	1.8	8,838	5,324
Ravalli	1,320	12.8	4.3	14,521	10,811
Sanders	60	7.1	2.5	8,205	4,409
Total	11,100	116.4	38.0	\$163,339	\$122,861

MOBILE, ALABAMA

Alabama:

Baldwin	6,660	43.9	11.7	\$ 38,534	\$ 30,737
Clark	2,740	25.6	6.5	18,061	19,591
Escambia	4,180	30.9	7.6	24,577	26,227

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**THE
BIG TOP**

**In
Milwaukee TV**

Has New Call Letters...

WISN-TV

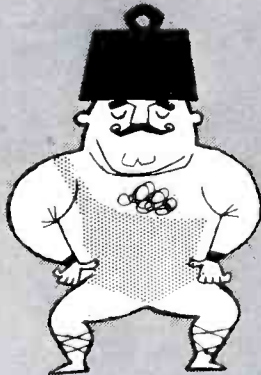
CHANNEL 12 MILWAUKEE

Formerly WTVW



top tower...

Milwaukee's greatest aerial performance! Beam your sales messages from the tallest structure in Wisconsin and Milwaukee's top TV tower. You'll be blanketing the city of Milwaukee and 23 surrounding counties.



top power...

at 316,000 watts Milwaukee's TV Strong Man. Here is a market of 2½ million people with an effective buying income of almost 5 billion dollars... reached by the top tower, top power TV station in Milwaukee... WISN-TV.

top programs

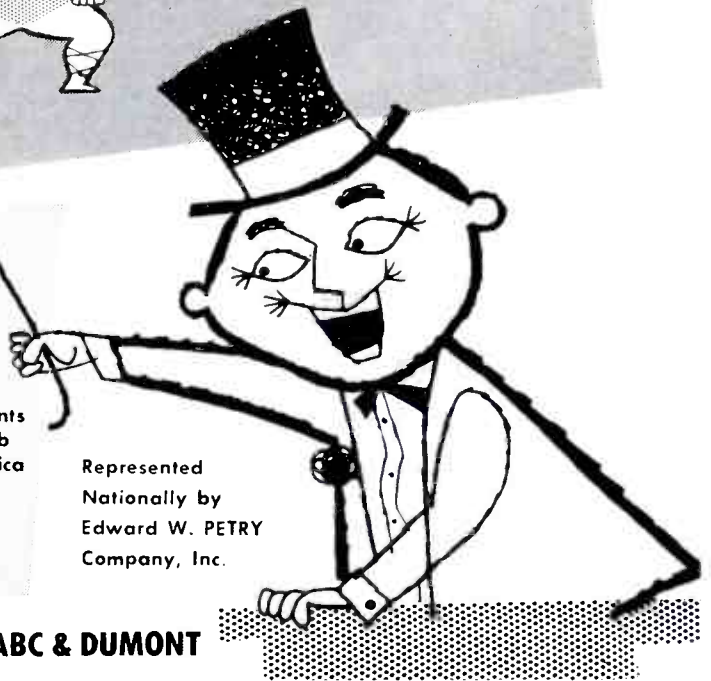
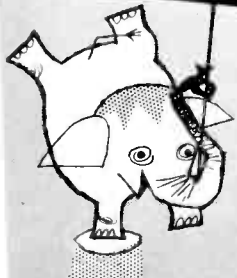
THE GREATEST SHOWS ON EARTH

Now

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- ☆ Danny Thomas
- ☆ Annie Oakley
- ☆ Super Circus
- ☆ Liberace
- ☆ Rin Tin Tin

Coming this fall

- ☆ Bishop Sheen
- ☆ MGM
- ☆ Warner Bros. Presents
- ☆ Mickey Mouse Club
- ☆ Cavalcade of America
- ☆ Ozzie & Harriet



Represented
Nationally by
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TOWER — 1105 ft. • POWER — 316,000 watts • NETWORK — ABC & DUMONT

UHF IS ON TOP



**71,130 SETS
IN
MONTGOMERY
ALABAMA**

LET YOUR RAYMER MAN PROVE THIS STATEMENT

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MOBILE Continued					
Mobile	53,200	267.4	74.0	347,354	221,964
Monroe	1,510	23.8	5.6	15,672	13,611
Washington	660	15.5	3.5	9,059	4,440
Florida:					
Escambia	30,650	143.1	38.1	171,231	114,096
Mississippi:					
Forrest	7,180	49.1	14.0	53,359	48,030
George	1,260	10.7	2.6	6,097	5,824
Greene	390	7.7	1.9	4,266	2,245
Harrison	22,680	115.7	30.2	153,324	86,607
Jackson	7,420	38.6	10.6	35,787	27,788
Perry	260	9.0	2.3	4,963	3,710
Stone	550	6.2	1.5	5,395	4,377
Total	139,340	787.2	210.1	\$887,679.	\$609,287

MONROE, LOUISIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Arkansas:					
Ashley	3,480	24.6	6.5	\$ 20,589	\$ 14,409
Chicot	2,420	20.2	5.8	14,174	11,633
Union	6,690	49.8	14.6	62,854	46,884
Louisiana:					
Bienville	1,710	17.9	4.6	13,449	7,324
Caldwell	1,280	10.2	2.7	8,502	3,703
Catahoula	1,040	11.4	2.9	8,229	5,030
Claiborne	2,460	24.2	6.4	23,281	12,325
Concordia	2,020	14.4	3.9	11,258	5,444
East Carroll	2,690	15.8	4.1	11,705	7,980
Franklin	3,910	29.4	7.3	21,664	11,817
Grant	1,700	14.0	3.6	9,896	3,600
Jackson	3,200	15.2	3.8	14,012	9,451

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
La Salle	2,120	13.6	3.8	13,221	8,339
Lincoln	3,200	26.9	6.8	29,857	17,024
Madison	3,060	17.2	4.6	13,274	8,729
Morehouse	4,170	34.9	9.0	35,023	18,060
Natchitoches	3,710	38.0	9.6	27,981	24,179
Ouachita	18,940	84.7	24.5	115,281	93,457
Red River	1,190	11.1	2.9	7,522	5,465
Richland	6,250	26.1	6.6	19,541	13,890
Tensas	1,510	12.9	3.4	9,029	5,924
Union	2,650	19.1	4.9	15,472	7,692
Webster	6,610	37.7	10.2	38,511	28,165
West Carroll	3,490	16.4	3.9	11,028	7,082
Winn	2,360	16.3	4.5	13,909	6,621
Total	91,860	602.0	160.9	\$569,262.	\$384,244

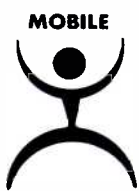
MONTGOMERY, ALABAMA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Alabama:					
Autauga	1,050	17.2	4.2	\$ 11,938	\$ 5,650
Barbour	1,390	27.1	6.7	17,230	10,680
Bullock	1,690	15.4	3.7	9,187	4,130
Butler	3,380	27.7	6.7	18,564	13,710
Chilton	4,120	25.8	6.7	18,070	10,600
Coffee	3,260	29.5	7.4	20,809	12,500
Conecuh	2,190	20.3	4.7	11,461	6,680
Coosa	1,290	10.9	2.6	7,780	3,120
Covington	3,650	38.6	10.4	32,512	21,780
Crenshaw	2,640	18.3	4.6	11,874	7,550
Dale	1,930	19.6	5.0	13,465	7,970
Dallas	7,090	56.1	14.5	50,569	35,150
Elmore	4,560	30.1	7.4	25,086	13,810
Escambia	4,180	30.9	7.6	24,577	26,220
Geneva	1,620	24.1	6.2	17,007	13,840

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Additional copies of the Market Book are available at \$2.50

WKRG-TV



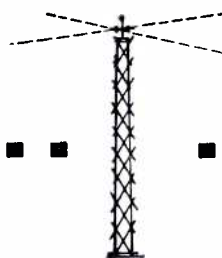
the Kolossus

Round the Gulf coast area—on

the air September 5th  **C.B.S.**

interconnected network station

... full 100,000 watts ..



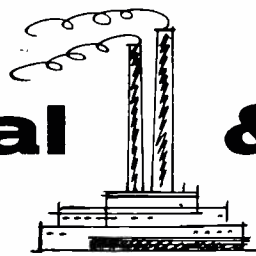
.. 649'

above sea level ... reaching

127,000 families on Channel 5

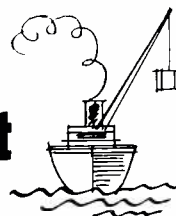
MOBILE—fabulous market—steel,

chemical



& aluminum indus-

tries ... booming port



adding

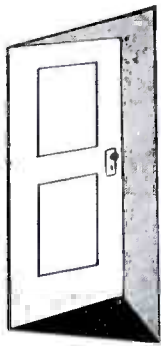
thousands to the 211,600 fami-

lies—With 600 millions

to buy your product ...



AVERY KNODEL REPRESENTATIVE



AN
open door
 to the Nation's
 Test Market!
WLBC-TV

Muncie . . . sometimes called Middletown, U.S.A. . . . has been the nation's recognized test market for years. Reach this rich Muncie area market via WLBC-TV.

- ★ 87,890 UHF sets (August 1955)
- ★ 65% tuned to Channel 49
- ★ \$225 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MONTGOMERY Continued					
Henry	1,610	17.3	3.9	11,269	6,629
Lee	8,120	48.5	11.5	52,761	25,361
Lowndes	1,410	16.4	3.7	9,275	5,011
Macon	2,460	31.3	6.8	23,331	9,056
Monroe	1,510	23.8	5.6	15,672	13,611
Montgomery	31,170	151.5	42.5	204,880	144,659
Perry	1,160	18.8	4.3	11,389	7,599
Pike	2,140	29.2	7.5	22,741	14,694
Russell	7,420	42.5	10.6	35,450	11,218
Tallapoosa	4,070	33.6	8.7	33,110	18,547
Wilcox	440	21.9	4.9	11,170	5,893
Total	105,550	826.4	208.4	\$721,177	\$455,735

MONTPELIER, VERMONT

New Hampshire:

Coos	8,240	37.3	10.5	\$ 45,440	\$ 33,499
Grafton	9,050	47.6	13.4	64,737	50,764
Sullivan	7,220	25.4	7.7	33,492	30,698

New York:

Clinton	12,260	51.6	13.1	61,576	49,191
Essex	7,340	35.6	10.4	39,252	29,002
Franklin	8,350	45.3	12.6	53,090	51,793
St. Lawrence (33%)	7,050	33.2	9.0	39,538	31,752

Vermont:

Addison	2,790	19.7	5.0	22,571	16,160
Caledonia	5,440	23.6	7.0	27,120	26,820
Chittenden	16,100	67.3	17.9	91,589	76,954
Essex	1,100	6.0	1.8	7,494	3,332
Franklin	6,270	29.8	8.1	35,276	30,315
Grand Isle	460	3.3	.8	3,337	2,123
Lamoille	2,170	11.2	2.9	12,334	9,466
Orange	1,620	16.7	4.6	18,347	13,799
Orleans	3,820	20.7	5.6	21,635	20,423
Rutland	9,060	45.2	13.0	57,351	54,258
Washington	9,770	42.6	11.8	59,647	44,262
Windsor	5,590	41.7	12.3	58,450	42,573
Total	123,700	603.8	167.5	\$752,276	\$617,184

MUNCIE, INDIANA

Indiana:

Blackford	UHF	14.5	4.4	\$ 20,649	\$ 16,048	
Delaware	circulation	99.9	31.3	168,114	102,193	
Grant	NA on a	66.3	20.2	95,050	65,446	
Hamilton (50%)	county basis	15.4	4.9	23,967	14,051	
Hancock (50%)		11.1	3.6	15,629	9,528	
Henry		48.7	14.5	77,232	45,800	
Jay		23.7	7.6	33,086	21,363	
Madison		113.3	35.6	193,571	116,541	
Randolph		28.0	9.1	39,623	33,523	
Tipton (50%)		8.1	2.4	10,558	5,915	
Wayne		74.7	22.6	122,574	89,156	
Total		†87,890	503.7	156.2	\$800,053	\$519,564

MUSKOGEE, OKLAHOMA

Arkansas:

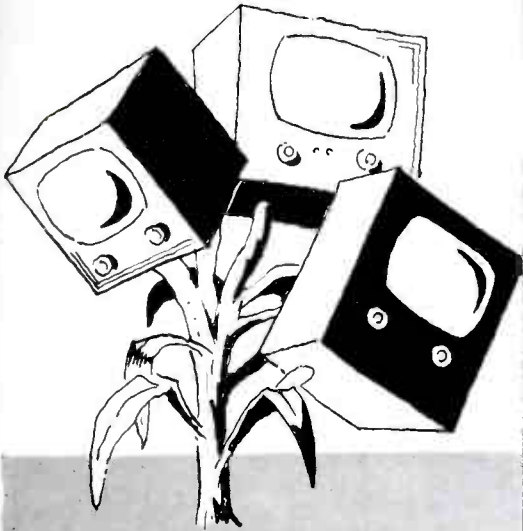
Benton (33%)	1,290	12.4	3.9	\$ 11,578	\$ 11,353
Crawford (33%)	670	7.2	2.1	5,817	2,893
Washington (33%)	1,980	17.6	5.1	19,647	17,096

Oklahoma:

Adair	1,610	14.7	3.8	8,115	5,243
Cherokee	2,090	18.2	4.7	11,899	8,673
Craig	4,070	17.9	4.6	13,190	11,265
Creek	10,620	40.4	12.3	44,574	32,582
Delaware	2,180	14.0	3.9	9,513	4,287
Haskell	990	12.6	3.1	8,764	5,529
Hughes	2,720	18.7	5.4	15,856	12,361
Latimer	250	9.1	2.4	6,764	3,641
Le Flore (33%)	600	10.8	3.0	7,678	5,555
Lincoln	4,210	20.5	6.2	18,687	16,797
McIntosh	2,520	16.3	4.2	9,755	8,181
Mayer	4,540	18.9	5.4	14,766	13,327
Muskogee	17,640	66.4	19.6	74,696	46,622
Nowata	3,020	12.2	3.7	11,949	9,116
Okfuskee	2,590	15.3	4.2	11,436	8,086
Okmulgee	8,140	43.1	12.8	46,145	32,188

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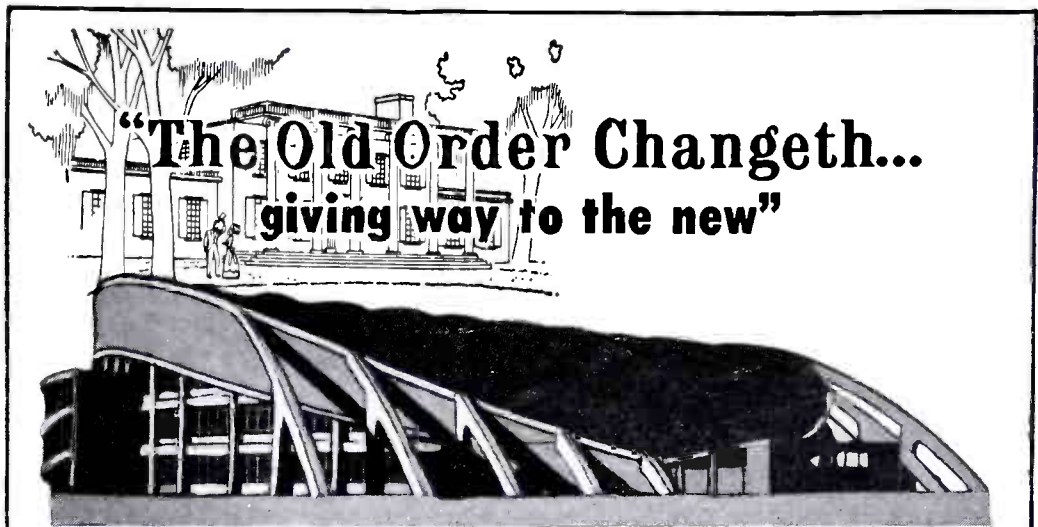
TELEVISION MAGAZINE EXCLUSIVE
RECEIVER CIRCULATION REPORT
SHOWS 105,550



the **NEW CROP** in
SOUTH EAST ALABAMA
IS
TELEVISION

Nurtured by WSFA-TV in programs and public service. Growing daily by leaps and bounds.

Bringing a harvest to advertisers in the big new market created by WSFA-TV, Southeast Alabama.



**"The Old Order Changeth...
giving way to the new"**

(above) Alabama's Coliseum in Montgomery is world's largest indoor arena . . . a great aid in the expansion of agriculture and industry in the New South!

IN ALABAMA, the era of Crinoline skirts and Mimosafringed mansions is now replaced by an industrial and agricultural growth remarkable in any section of the country. Vibrant growth, boundless energy, optimism and opportunity are the Order of the New. An increasing list of advertisers are now reaching and selling this new market on WSFA-TV in Montgomery, Alabama!



New, unduplicated regional coverage with 316,000 watts, from a 1,040 foot antenna, 21 miles south of Montgomery. Favorable terrain, plus quality programming, puts WSFA-TV's picture in homes all the way to the Gulf Coast!



Note: In retail-sales-per-household, Metropolitan Montgomery, outranks southern cities such as, Tampa, Little Rock, Jackson and Louisville.

WSFA-TV MARKET DATA

Population	1,118,643
Total Retail Sales	\$667,339,000.00
Consumer Spendable Income	\$963,398,000.00

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman, WKY, WKY-TV, WSFA & WSFA-TV
Represented by THE KATZ AGENCY, INC.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
MUSKOGEE Continued					
Osage	8,050	31.6	9.6	36,582	20,614
Ottawa (50%)	3,900	15.5	4.8	17,745	12,301
Payne (50%)	4,300	24.4	6.9	31,570	19,905
Pittsburg	6,450	39.1	11.1	34,290	34,376
Pottawatomie (33%)	2,380	14.1	4.2	15,046	13,030
Rogers	4,600	19.6	5.6	19,265	12,706
Seminole	6,250	36.6	10.3	40,375	28,956
Sequoyah	1,650	18.8	4.8	11,541	6,379
Tulsa	82,710	278.4	88.4	497,964	356,893
Wagoner	3,310	15.6	4.2	11,332	7,954
Washington	9,330	34.5	10.9	66,196	38,708
Total	204,660	914.5	271.2	\$1,132,735	\$806,617

NASHVILLE, TENNESSEE

Kentucky:

Allen	2,300	13.5	4.0	\$ 9,416	\$ 6,634
Barren	4,290	29.8	8.6	27,162	21,756
Butler	1,110	10.2	2.5	6,242	2,019
Calloway	3,300	20.5	6.1	19,732	14,227
Christian	6,490	44.1	11.1	49,934	35,432
Edmonson	920	8.8	2.2	5,037	1,870
Logan	3,480	22.0	6.4	16,212	14,653
McCracken	10,290	84.0	26.7	111,164	78,817
Metcalfe	1,350	9.3	2.5	5,720	2,530
Monroe	1,930	13.3	3.4	7,830	5,464
Muhlenberg	3,940	30.0	8.1	22,158	17,148
Ohio (50%)	1,330	9.4	2.7	6,941	3,360
Simpson	2,040	11.5	3.4	10,054	10,394
Todd	2,060	12.3	3.5	9,216	5,577
Trigg	860	8.8	2.2	6,226	4,072
Warren	6,950	41.9	12.5	43,886	38,576

Tennessee:

Bedford	4,380	23.5	6.7	22,048	18,216
Benton	850	10.9	3.0	8,612	5,703
Bledsoe	1,080	8.4	1.7	4,885	2,623
Cannon	1,520	8.3	2.2	5,604	3,332
Carroll	2,690	26.3	7.5	21,575	15,194
Cheatham	1,690	8.3	2.1	6,370	4,045
Clay	1,200	7.7	2.0	4,231	1,730
Coffee	5,280	25.6	7.0	21,863	21,236
Davidson	91,820	348.5	98.7	533,435	388,109
Decatur	610	8.9	2.4	5,472	3,373
DeKalb	1,560	10.8	2.7	6,822	3,826
Dickson	3,990	18.1	5.1	14,246	10,064
Franklin	1,980	25.2	6.2	20,232	14,590
Giles	1,630	25.7	7.0	22,223	13,448
Grundy	1,530	12.4	2.9	7,132	3,996
Hardin	1,910	16.2	4.1	10,448	8,597
Henderson	1,360	16.1	4.3	11,440	7,963
Henry	2,690	22.2	6.7	22,495	14,070
Hickman	1,870	12.8	3.1	9,797	4,905
Houston	700	4.6	1.2	2,920	1,573
Humphreys	2,080	10.4	2.8	9,521	5,904
Jackson	1,580	11.3	2.6	6,522	1,917
Lawrence	2,210	27.9	7.2	19,863	16,175
Lewis	960	6.0	1.5	4,454	3,520
Lincoln	1,910	24.5	6.6	20,741	14,543
Macon	1,980	13.1	3.5	7,765	2,631
Marion	4,620	20.8	5.0	15,924	11,546
Marshall	3,690	17.8	5.1	17,710	12,236
Mauzy	7,010	39.1	11.1	39,195	28,321
Montgomery	8,600	48.4	11.6	64,507	39,874
Moore	250	4.0	1.2	2,766	775
Overton	1,110	16.7	4.0	9,371	5,058
Perry	300	5.9	1.5	3,778	1,754
Putnam	4,540	31.0	8.0	26,804	15,365
Robertson	5,530	25.8	7.1	22,896	14,498
Rutherford	9,580	42.4	11.2	46,623	29,566
Sequatchie	600	6.0	1.3	3,854	2,053
Smith	2,120	13.2	3.7	10,472	5,846
Stewart	1,510	8.0	2.0	5,450	2,704
Sumner	7,120	32.8	9.0	27,783	16,594
Trousdale	940	5.5	1.6	3,244	2,313
Van Buren	250	4.0	.8	2,004	547
Warren	3,820	22.5	6.4	19,164	16,095
Wayne	680	13.6	3.3	7,784	5,468
Weakley	3,080	26.6	7.8	23,917	13,175
White	2,290	15.9	4.0	11,412	8,567

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Williamson	4,250	23.0	6.0	19,319	13,415
Wilson	5,750	26.7	7.6	24,548	18,417
Total	274,340	1,552.8	426.0	\$1,596,171	\$1,117,999

NEW HAVEN, CONNECTICUT

Connecticut:

Fairfield	152,970	562.9	165.0	\$1,235,118	\$699,390
Hartford	166,380	604.1	175.5	1,284,827	791,631
Litchfield	29,210	107.5	32.4	185,036	119,739
Middlesex	19,780	74.0	20.9	124,664	88,612
New Haven	163,870	591.2	174.2	1,117,727	677,275
New London	35,980	160.0	46.8	264,631	166,470
Tolland	11,010	53.7	14.3	88,604	31,086
Windham	17,890	67.1	20.2	105,518	82,747

Massachusetts:

Berkshire (50%)	19,660	68.8	20.7	107,355	76,081
Hampden	103,330	393.8	115.8	664,890	457,981
Hampshire	17,670	93.3	24.6	138,770	73,030
Worcester (10%)	14,930	57.4	16.7	88,950	60,851

New York:

Suffolk	100,990	362.2	99.3	539,566	362,781
Total	853,670	3,196.0	926.4	\$5,945,656	\$3,687,674

NEW ORLEANS, LOUISIANA

Alabama:

Mobile (50%)	26,600	267.4	74.0	\$347,354	\$221,964
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Louisiana:

Ascension	3,080	23.2	6.1	19,125	14,687
Assumption	2,050	17.0	4.2	10,897	6,216
Iberia	5,120	42.8	11.2	44,947	36,710
Iberville	2,150	26.8	7.3	22,924	16,435
Jefferson	35,560	148.7	41.7	219,162	105,068
Lafourche	7,770	45.4	11.2	43,138	40,983
Livingston	2,420	21.4	5.6	20,245	8,691
Orleans	158,290	619.9	183.6	969,835	658,644
Plaquemines	2,710	15.1	3.7	16,967	9,433
St. Bernard	2,630	14.1	3.5	15,616	12,848
St. Charles	2,630	13.8	3.6	13,661	7,606
St. James	2,660	15.3	3.6	8,983	8,481
St. John	2,110	15.0	3.5	11,718	6,398
St. Mary	5,470	38.8	10.2	40,007	57,867
St. Tammany	6,590	29.1	8.1	26,222	16,585
Tangipahoa	13,460	58.4	15.8	50,886	34,560
Terrebonne	9,900	48.0	11.7	47,220	38,532
Washington	10,450	40.9	10.9	41,106	23,021

Mississippi:

Hancock	2,700	11.7	3.1	10,076	7,318
Harris	22,680	115.7	30.2	153,324	86,607
Jackson	7,420	38.6	10.6	35,787	27,788
Lamar	1,680	13.5	3.5	9,491	4,545
Marion	2,200	23.5	6.2	17,400	12,717
Pearl River	5,230	21.2	5.7	17,713	15,402
Stone	550	6.2	1.5	5,395	4,377
Walthall	810	14.5	3.4	7,805	5,624
Total	347,340	1,746.0	483.7	\$2,227,004	\$1,489,107

NEW YORK, NEW YORK

Connecticut:

Fairfield	152,970	562.9	165.0	\$1,235,118	\$699,390
New Haven	163,870	591.2	174.2	1,117,727	677,275

New Jersey:

Bergen	183,570	653.5	200.2	1,425,541	597,783
Essex	271,470	962.4	286.6	1,990,307	1,258,731
Hudson	192,860	667.7	202.7	1,183,129	639,870
Hunterdon	13,590	46.4	14.1	67,227	50,596
Mercer	66,120	253.5	68.5	470,039	327,668
Middlesex	82,270	295.7	85.0	529,529	302,172
Monmouth	76,000	260.2	77.9	448,659	320,455
Morris	51,410	188.0	52.7	350,648	184,127
Ocean	21,570	66.8	22.0	89,925	107,114
Passaic	106,600	360.8	112.3	673,388	486,810
Somerset	30,680	113.7	31.7	199,616	104,114
Sussex	10,440	37.2	11.2	48,583	39,594
Union	129,200	441.1	130.2	952,904	475,516

Pulse Pounds it Home:

“Clearly Nashville’s #1 TV Station”

● Of the top 10 once-a-week shows in this market,
10 are on WSM-TV.*

● Of the top 10 multi-weekly shows in this market,
10 are on WSM-TV.*

● Of the top 25 shows in this market, 23 are on WSM-TV.*

● WSM-TV not only dominates the audience in all listening periods measured, but also – during the most popular TV viewing time (6 p.m. to midnight Monday through Friday) – WSM-TV has a larger audience than the other two VHF Nashville TV stations combined.*

* Survey by The Pulse, Inc., April, 1955

WSM-TV Channel 4

NBC-TV Affiliate • Nashville, Tennessee

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
NEW YORK Continued					
Warren	16,460	58.3	17.7	89,284	55,554
New York:					
Bronx	411,160	1,479.8	454.7	2,682,007	1,229,464
Dutchess	31,450	139.9	37.0	215,346	175,852
Kings	801,830	2,722.6	834.1	4,671,292	2,473,432
Nassau	301,150	973.5	288.3	2,219,351	1,063,285
New York Co.	594,570	1,951.3	658.7	4,353,514	4,468,321
Orange	43,900	155.9	46.8	235,327	195,648
Putnam	5,530	21.0	6.8	30,225	28,924
Queens	506,440	1,674.3	523.5	3,438,552	1,745,235
Richmond	54,330	200.4	56.2	355,373	183,876
Rockland	23,290	96.4	24.5	147,598	80,766
Suffolk	100,990	362.2	99.3	539,566	362,781
Westchester	188,200	664.7	196.6	1,552,027	868,692
Total	4,631,920	16,001.4	4,878.5	\$31,311,802	\$19,203,045

NORFOLK-NEWPORT NEWS, VIRGINIA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
North Carolina:					
Bertie	3,300	26.8	6.0	\$ 17,492	\$ 13,509
Brunswick	700	20.3	4.5	12,303	4,972
Camden	1,110	5.2	1.4	3,818	1,063
Chowan	1,480	12.8	2.9	10,158	7,289
Currituck	1,140	6.2	1.8	5,288	3,270
Dare	640	5.4	1.3	4,692	5,457
Gates	1,540	9.7	2.3	5,265	2,819
Halifax	5,760	59.3	12.9	48,045	42,829
Herford	4,190	22.1	4.8	14,820	15,260
Martin	5,800	28.8	6.1	18,471	19,678
Northampton	3,200	28.6	6.0	17,046	7,935
Pasquotank	4,490	25.7	6.8	26,545	24,946
Perquimans	1,640	9.6	2.5	6,626	5,350
Tyrrell	500	5.2	1.2	3,249	1,635
Washington	1,820	13.5	3.0	11,330	7,639
Virginia:					
Accomac	5,170	35.4	10.3	32,047	26,098
Brunswick	2,460	21.2	4.4	13,680	11,234
Charles City	710	4.9	.9	2,776	721
Dinwiddie	11,260	56.3	13.8	58,850	52,818
Essex	1,180	6.4	1.4	4,406	5,174
Gloucester	2,320	10.6	3.0	8,070	7,048
Greensville	2,330	17.2	3.9	12,829	12,619
Isle of Wight	2,070	15.7	3.6	14,123	9,378
James City	2,410	14.8	2.7	14,901	12,902
King and Queen	1,020	6.6	1.4	4,597	1,821
King William	1,530	7.9	1.9	6,740	7,386
Lancaster	1,110	8.5	2.3	7,151	7,148
Mathews	1,500	6.8	1.8	5,523	4,162
Middlesex	1,480	7.0	1.9	5,300	4,384
Nansemond	6,740	39.9	10.1	38,022	33,017
New Kent	680	4.2	1.0	3,292	2,188
Newport News	42,820	175.0	45.8	259,183	161,966
Norfolk	123,740	469.1	130.8	732,822	451,553
Northampton	2,020	17.5	4.7	13,926	12,585
Northumberland	1,180	9.9	2.5	7,929	4,792
Prince George	5,750	34.0	7.0	45,250	16,923
Princess Anne	10,380	52.6	12.8	73,104	30,890
Richmond	1,460	6.0	1.4	4,651	4,173
Southampton	3,960	27.6	6.4	19,939	15,760
Surry	1,020	6.6	1.5	4,690	2,202
Sussex	2,290	13.2	2.8	8,912	8,482
York	2,160	13.1	3.3	14,999	3,716
Total	279,540	1,367.2	346.9	\$1,622,870	\$1,074,791

OAK HILL, WEST VIRGINIA Data incomplete

OKLAHOMA CITY, OKLAHOMA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Oklahoma:					
Alfalfa	1,990	9.7	3.1	\$ 11,717	\$ 7,662
Blaine	3,550	14.2	4.2	14,285	10,678
Caddo	6,670	33.8	9.8	33,176	23,108
Canadian	5,990	25.5	7.5	32,278	19,328
Carter	6,410	39.8	12.4	48,948	40,262
Cleveland	8,590	44.9	11.3	56,225	26,927
Coal	1,140	7.0	1.7	4,385	3,065
Comanche (50%)	8,100	32.8	9.1	43,543	31,484
Creek	10,620	40.4	12.3	44,574	32,582
Custer	4,870	20.3	6.3	25,056	17,895
Dewey	1,430	8.2	2.4	7,220	4,405
Garfield	13,780	57.0	17.6	85,233	65,385

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Garvin	6,120	29.6	8.5	30,642	23,333
Grady	7,640	33.4	10.2	36,936	26,566
Grant	1,710	10.0	2.9	14,638	6,837
Hughes	2,720	18.7	5.4	15,856	12,361
Johnston	980	9.9	2.6	6,542	3,378
Kay	11,820	50.8	16.2	75,356	53,040
Kingfisher	3,140	12.3	3.8	13,933	12,625
Lincoln	4,210	20.5	6.2	18,687	16,797
Logan	4,580	21.7	6.7	24,938	14,483
McClain	2,770	13.6	3.9	12,094	8,525
Major	1,240	10.3	3.1	11,859	6,125
Murray	2,770	10.2	3.1	10,830	8,606
Noble	3,110	11.6	3.6	13,408	10,628
Okfuskee	2,590	15.3	4.2	11,436	8,086
Oklahoma	112,290	367.8	117.6	601,582	422,377
Pawnee	3,160	12.8	3.9	12,632	7,877
Payne	8,100	48.8	13.8	63,140	39,810
Pontotoc	6,850	28.8	8.6	33,347	29,104
Pottawatomie	7,130	42.8	12.8	45,593	39,485
Seminole	6,250	36.6	10.3	40,375	28,956
Stephens	8,010	38.5	11.7	50,095	42,220
Tillman	3,310	16.4	4.9	17,811	15,088
Washita	3,320	16.5	4.8	17,619	9,665
Total	287,060	1,210.5	366.5	\$1,585,990	\$1,128,753

OMAHA, NEBRASKA

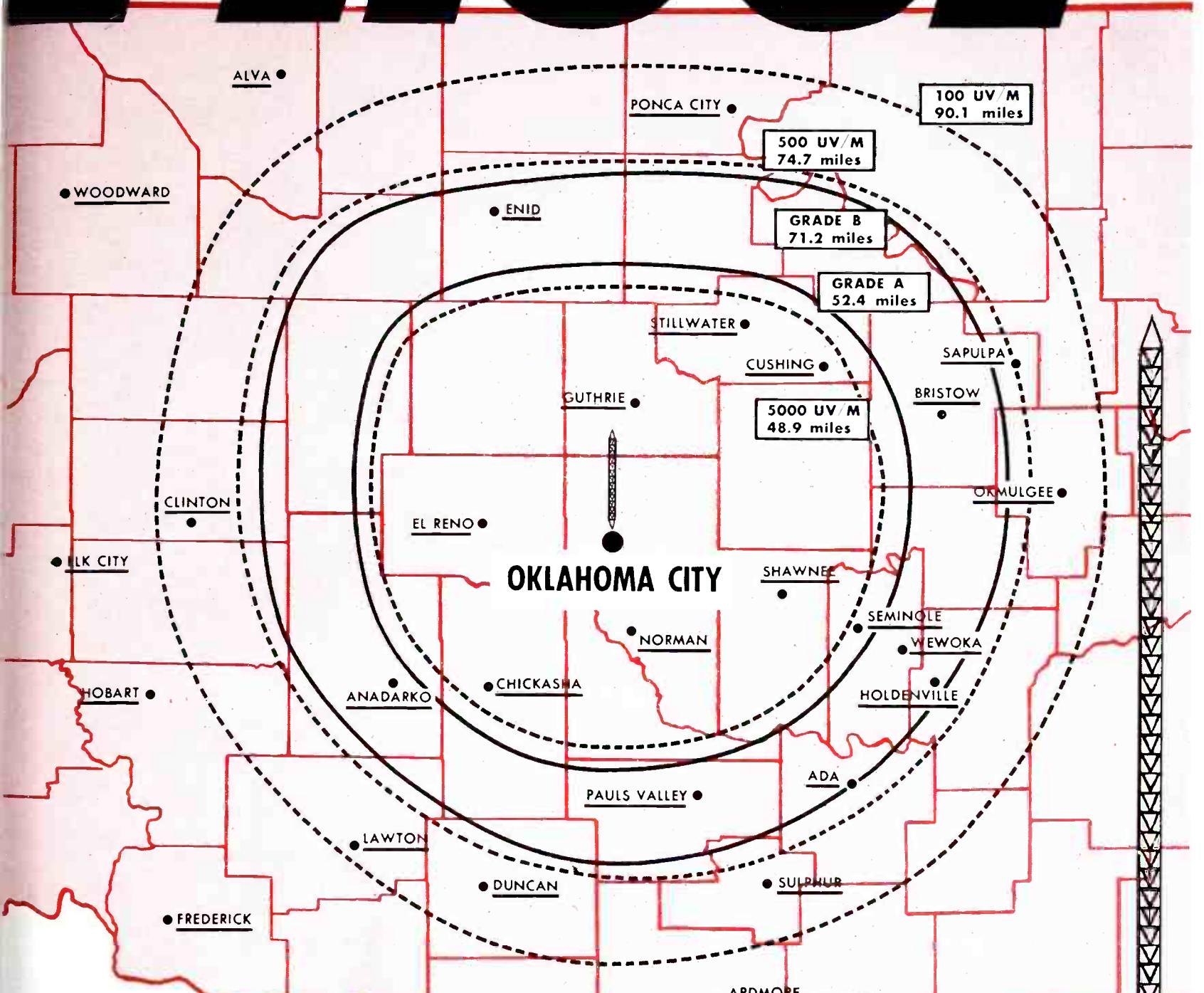
	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Iowa:					
Adams	1,780	8.2	2.6	\$ 8,863	\$ 7,018
Audubon	2,840	11.6	3.4	13,357	13,513
Carroll	4,800	22.6	6.4	34,866	31,102
Cass	5,160	18.3	6.1	25,971	24,222
Crawford	4,490	19.0	5.5	25,204	19,066
Fremont	3,120	11.3	3.5	12,977	9,772
Harrison	4,530	18.2	5.6	21,945	17,001
Mills	3,290	13.3	3.5	13,280	11,049
Monona	4,560	15.7	4.8	19,655	14,723
Montgomery	4,760	15.4	5.1	21,928	18,918
Page	6,600	23.2	7.1	29,261	34,673
Pottawattamie	17,850	69.8	21.5	103,571	69,097
Shelby	3,830	15.3	4.4	17,743	17,924
Taylor	3,190	11.8	3.8	13,949	7,892
Woodbury (50%)	17,010	56.7	17.8	95,105	72,995
Missouri:					
Atchison	1,850	11.1	3.4	14,834	10,284
Nodaway (50%)	1,660	12.2	3.8	16,154	8,565
Nebraska:					
Burt	3,240	11.4	3.4	14,887	12,675
Butler	2,170	11.2	3.7	10,892	9,042
Cass	5,030	16.7	5.3	20,971	13,315
Colfax	2,530	10.4	3.3	14,272	15,920
Cuming	2,500	13.3	3.8	15,375	16,128
Dodge	9,020	29.4	9.4	45,791	42,199
Douglas	86,390	302.7	92.9	530,829	396,527
Gage	6,820	28.4	8.6	36,161	28,803
Johnson	1,860	7.1	2.4	8,066	7,389
Lancaster	34,100	128.3	40.8	225,756	157,069
Nemaha	3,040	10.3	3.2	13,086	8,694
Otoe	5,030	16.5	5.3	21,976	17,841
Pawnee	1,240	6.3	2.1	6,800	4,388
Platte (50%)	2,120	10.1	3.0	12,258	13,024
Richardson	3,240	17.0	5.5	23,383	19,829
Sarpy	4,410	18.7	5.0	27,306	6,158
Saunders	5,120	16.7	5.4	23,051	16,023
Seward	3,250	12.9	4.0	15,731	11,990
Stanton	1,150	6.5	1.9	7,881	4,206
Thurston	1,640	8.4	2.5	9,794	7,130
Washington	3,240	11.6	3.6	15,415	10,577
Total	278,460	1,047.6	323.4	\$1,588,344	\$1,206,741

ORLANDO, FLORIDA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Florida:					
Brevard	4,840	27.3	8.8	\$ 30,719	\$ 23,762
Citrus	550	6.2	1.7	5,462	4,630
Flagler	370	3.8	1.1	3,383	2,619
Hernando	810	7.2	2.0	6,662	5,486
Indian River	1,650	15.0	4.4	16,030	13,065
Lake	7,880	43.7	12.8	45,795	32,077
Orange	35,350	155.1	47.3	211,751	167,640
Osceola	2,290	12.8	4.3	12,289	10,172

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ORLANDO Continued					
Pasco	2,650	25.9	7.7	24,464	14,602
Polk	16,030	153.3	43.6	179,002	118,709
Seminole	3,520	30.0	8.6	27,719	22,400
Sumter	1,230	12.0	3.2	10,037	5,975
Volusia	11,540	88.6	28.9	115,670	94,733
Total	88,710	580.9	174.4	\$688,983	\$5,158.70

PANAMA CITY, FLORIDA

Florida:

Bay	10,530	65.4	17.5	\$ 77,432	\$ 48,506
Calhoun	1,320	8.7	2.2	5,130	3,980
Franklin	260	6.3	1.8	5,000	2,483
Gulf	500	8.1	2.2	7,230	5,962
Holmes	410	14.2	3.3	7,921	3,733
Jackson	2,120	37.2	8.9	23,418	18,501
Liberty	50	3.7	1.1	2,389	1,188
Walton	1,500	15.6	4.0	10,501	8,397
Washington	430	12.8	3.2	7,849	3,777
Total	17,120	172.0	44.2	\$146,870	\$96,527

PARKERSBURG, WEST VIRGINIA

Ohio:

Athens	UHF	46.1	12.5	\$ 52,312	\$ 36,657
Meigs	circulation	23.6	7.0	24,277	17,818
Monroe	NA on a	7.7	2.3	6,684	3,671
Morgan	county basis	13.1	4.1	13,044	9,285
Noble		8.8	2.6	8,606	5,990
Washington		46.1	14.2	53,616	37,191

West Virginia:

Calhoun		4.5	1.1	2,926	1,167
Jackson		14.4	3.7	11,124	8,553
Mason		5.8	1.5	5,185	3,327
Pleasants		5.9	1.6	5,199	4,383
Ritchie		11.2	3.1	10,500	5,484
Roane		8.5	2.0	6,467	3,769
Tyler		4.7	1.4	4,494	2,195

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Wirt	4.6	1.2	1.2	3,259	1,276
Wood	64.9	19.4	19.4	85,644	67,018
Total	31,960	269.9	77.7	\$293,337	\$207,784

PENSACOLA, FLORIDA

Alabama:

Baldwin	6,660	43.9	11.7	\$ 38,534	\$ 30,737
Covington	3,650	38.6	10.4	32,512	21,788
Escambia	4,180	30.9	7.6	24,577	26,227
Mobile	53,200	267.4	74.0	347,354	221,964

Florida:

Escambia	30,650	143.1	38.1	171,231	114,096
Okaloosa	5,030	39.5	8.8	42,358	16,310
Santa Rosa	2,530	20.7	5.1	16,219	7,462
Walton	1,500	15.6	4.0	10,501	8,397

Mississippi:

Harrison	22,680	115.7	30.2	153,324	86,607
Jackson	7,420	38.6	10.6	35,787	27,788
Total	137,500	754.0	200.5	\$872,397	\$561,376

PEORIA, ILLINOIS

Illinois:

Bureau (50%)	UHF	18.9	6.1	\$ 28,018	\$ 19,584
Cass (50%)	circulation	7.2	2.3	9,672	7,520
DeWitt	NA on a	16.4	5.5	26,662	19,481
Fulton	county basis	43.8	14.7	64,977	39,848
Henry (50%)		24.2	8.0	36,147	27,265
Knox		55.5	18.1	90,308	70,625
LaSalle (25%)		25.8	8.0	44,267	32,506
Livingston (50%)		18.8	5.6	28,239	19,173
Logan		32.4	8.7	42,879	30,359
McDonough (50%)		14.4	4.6	19,180	17,870
McLean		78.1	24.3	130,494	102,559
Marshall		13.0	4.1	18,471	12,471
Mason		15.3	5.1	21,937	18,533
Menard		9.2	3.0	12,383	6,785
Peoria		186.4	57.7	349,449	226,310
Putnam		4.2	1.4	5,038	2,680
Schuyler (50%)		4.6	1.6	4,768	3,370
Stark		8.7	2.7	12,542	6,787

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Tazewell	86.2	26.7	147,326	66,367	
Warren (50%)	12.4	3.9	17,196	12,381	
Woodford	22.4	6.8	31,738	22,711	
Total	†159,460	697.9	218.9	\$1,141,691	\$765,185

PHILADELPHIA, PENNSYLVANIA

Delaware:
New Castle 68,330.....251.9..... 71.8.....\$517,976.....\$321,655

Maryland:
Cecil 8,820..... 38.3..... 9.7..... 40,697..... 38,676

New Jersey:
Atlantic 41,820.....140.2..... 44.0..... 208,396..... 214,415
Burlington 39,940.....160.1..... 40.3..... 247,231..... 121,558
Camden 95,740.....329.0..... 97.3..... 564,119..... 339,512
Cape May 12,640..... 41.0..... 13.3..... 54,472..... 62,903
Cumberland 28,500..... 98.6..... 29.5..... 135,630..... 109,245
Gloucester 30,900.....104.2..... 31.2..... 168,256..... 76,300
Hunterdon 13,590..... 46.4..... 14.1..... 67,227..... 50,596
Mercer 66,120.....253.5..... 68.5..... 470,039..... 327,668
Middlesex 82,270.....295.7..... 85.0..... 529,529..... 302,172
Monmouth 76,000.....260.2..... 77.9..... 448,659..... 320,455
Ocean 21,570..... 66.8..... 22.0..... 89,925..... 107,114
Salem 15,680..... 54.3..... 16.3..... 87,156..... 49,871
Somerset 30,680.....113.7..... 31.7..... 199,616..... 104,114

Pennsylvania:
Berks 68,850.....258.6..... 76.7..... 454,935..... 294,816
Bucks 64,820.....215.3..... 63.6..... 369,134..... 200,313
Chester 42,480.....166.5..... 43.6..... 279,695..... 157,114
Delaware 127,680.....460.0.....130.7..... 958,277..... 397,702
Lancaster 64,670.....242.0..... 69.3..... 438,471..... 265,371
Lehigh 54,780.....203.5..... 58.9..... 351,390..... 225,913
Montgomery 102,820.....379.8.....104.9..... 793,706..... 409,471
Northampton 49,810.....188.0..... 53.7..... 313,178..... 215,453
Philadelphia 576,010.....2,139.6.....626.1..... 3,753,815..... 2,668,143
Total **1,783,520** **6,507.2** **1,880.1** **\$11,541,529** **\$7,380,550**

PHOENIX, ARIZONA

Arizona:
Gila 2,750..... 27.3..... 7.6.....\$ 37,320.....\$ 20,073
Maricopa 123,070.....459.0.....133.2..... 668,663..... 499,840
Pinal (75%) 7,850..... 42.8..... 10.7..... 46,492..... 36,155
Yavapai 1,170..... 25.4..... 7.6..... 37,941..... 25,593
Total **134,840** **554.5** **159.1** **\$790,416** **\$581,661**

PITTSBURG, KANSAS

Kansas:
Allen 2,980..... 17.8..... 6.1.....\$ 19,634.....\$ 17,629
Anderson (50%) 570..... 5.2..... 1.7..... 5,546..... 3,754
Bourbon 3,080..... 19.0..... 6.6..... 22,150..... 16,598
Cherokee 3,890..... 25.3..... 8.3..... 28,301..... 15,174
Crawford 8,340..... 42.9..... 14.8..... 53,110..... 40,060
Labette 3,670..... 31.7..... 10.4..... 36,988..... 32,087
Linn 2,430..... 9.4..... 3.3..... 9,145..... 5,287
Montgomery 7,860..... 48.0..... 16.6..... 65,516..... 56,404
Neosho 3,980..... 20.3..... 6.6..... 23,614..... 21,503
Wilson 2,260..... 14.6..... 4.9..... 15,144..... 11,154
Woodson 790..... 6.5..... 2.2..... 7,275..... 4,452

Missouri:
Barry 3,120..... 21.8..... 6.7..... 18,196..... 19,610
Barton 2,000..... 12.4..... 4.3..... 12,254..... 9,753
Cedar 1,350..... 10.5..... 3.7..... 8,452..... 7,257
Dade 1,290..... 9.3..... 3.0..... 7,704..... 5,981
Jasper 19,670..... 81.7..... 28.1..... 107,013..... 93,183
Lawrence 4,000..... 23.7..... 7.8..... 23,804..... 14,459
McDonald 1,590..... 14.4..... 4.3..... 10,764..... 14,018
Newton 6,300..... 29.0..... 8.9..... 28,806..... 17,634
Vernon 2,910..... 22.9..... 7.0..... 24,399..... 17,741

Oklahoma:
Craig 4,070..... 17.9..... 4.6..... 13,190..... 11,265
Delaware 2,180..... 14.0..... 3.9..... 9,513..... 4,287
Mayes 4,540..... 18.9..... 5.4..... 14,766..... 13,327
Nowata 3,020..... 12.2..... 3.7..... 11,949..... 9,116
Ottawa 7,790..... 30.9..... 9.6..... 35,490..... 24,601
Total **103,650** **560.3** **182.5** **\$612,723** **\$486,334**

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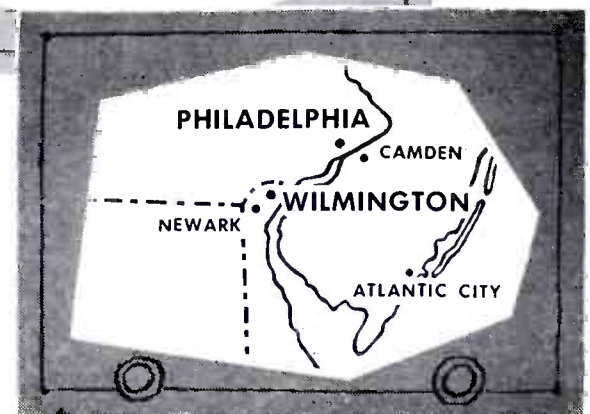
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Total Retail Sales \$6,176,101,000



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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
PITTSBURGH, PENNSYLVANIA					
Ohio:					
Belmont	19,880	88.8	26.6	\$114,421	\$ 62,345
Carroll	5,550	20.0	5.7	24,004	13,138
Columbiana	26,190	105.2	31.8	158,787	106,591
Harrison	3,340	19.3	5.8	24,471	14,389
Jefferson	25,850	98.3	28.0	163,922	94,184
Mahoning	68,430	273.8	76.9	511,361	313,005
Pennsylvania:					
Allegheny	412,160	1,549.5	448.3	2,742,952	1,837,161
Armstrong	21,270	81.7	23.2	109,805	67,526
Beaver	47,940	181.7	50.9	310,225	176,440
Butler	26,460	100.9	28.3	140,941	96,778
Clarion	9,150	37.9	10.5	41,378	36,164
Fayette	47,660	187.3	51.9	238,249	169,858
Greene	6,790	45.1	12.3	55,066	28,699
Indiana	13,580	75.8	20.9	88,598	65,818
Lawrence	26,920	107.7	31.1	176,223	107,238
Mercer	27,600	116.2	33.1	192,591	120,710
Somerset	15,310	81.0	22.4	87,270	67,051
Venango	10,670	65.2	37.2	79,042	54,886
Washington	56,080	211.4	60.5	310,498	196,391
Westmoreland	84,180	319.7	89.9	459,737	308,913
West Virginia:					
Brooke	6,680	26.0	7.1	39,186	15,738
Hancock	8,530	34.4	9.0	56,725	23,988
Marshall	5,880	34.1	9.3	41,559	20,944
Monongalia	10,420	60.3	16.1	83,138	47,807
Ohio	20,050	70.6	21.3	119,709	98,943
Preston	2,960	31.0	7.6	27,255	12,304
Total	1,009,550	4,022.9	1,165.7	\$6,397,113	\$4,157,309

PLATTSBURG, NEW YORK

New York:					
Clinton	12,260	51.6	13.1	\$ 61,576	\$ 49,191
Essex	7,340	35.6	10.4	39,252	29,002
Franklin	8,350	45.3	12.6	53,090	51,793
Hamilton	1,280	4.1	1.3	4,675	4,084
St. Lawrence	21,150	100.7	27.4	119,813	96,217
Warren (50%)	6,150	20.3	6.3	27,811	33,620
Washington (10%)	1,090	4.7	1.4	5,450	3,884
Vermont:					
Addison	2,790	19.7	5.0	22,571	16,160
Caledonia (25%)	1,360	5.9	1.8	6,780	6,705
Chittenden	16,100	67.3	17.9	91,589	76,954
Franklin	6,270	29.8	8.1	35,276	30,315
Grand Isle	460	3.3	.8	3,337	2,123
Lamoille	2,170	11.2	2.9	12,334	9,466
Orleans (50%)	1,910	10.4	2.8	10,818	10,212
Washington	9,770	42.6	11.8	59,647	44,262
Total	97,150	452.5	123.6	\$554,019	\$463,988

POLAND SPRING, MAINE

Maine:					
Androscoggin	19,520	84.2	24.3	\$126,612	\$ 96,038
Cumberland	46,370	171.4	50.6	258,535	208,429
Franklin	3,610	20.4	5.7	25,706	17,256
Kennebec	20,880	83.4	23.3	117,608	84,841
Oxford	10,210	42.6	12.0	55,505	34,065
Sagadahoc	5,890	93.2	27.3	133,245	77,426
York	24,390	20.4	6.2	24,740	15,904
New Hampshire:					
Belknap	6,420	27.0	8.0	35,824	33,841
Carroll	4,320	15.9	4.8	17,352	16,810
Coos	8,240	37.3	10.5	45,440	33,499
Grafton	9,050	47.6	13.4	64,737	50,764
Merrimack	15,440	62.9	17.8	83,643	61,457
Strafford	10,990	52.9	14.9	72,667	52,167
Sullivan	7,220	25.4	7.7	33,492	30,698
Vermont:					
Caledonia	5,440	23.6	7.0	27,120	26,820
Essex	1,100	6.0	1.8	7,494	3,332
Lamoille	2,170	11.2	2.9	12,334	9,466
Orange	1,620	16.7	4.6	18,347	13,799
Orleans	3,820	20.7	5.6	21,635	20,423
Washington	9,770	42.6	11.8	59,647	44,262
Windsor	5,590	41.7	12.3	58,450	42,573
Total	220,060	947.1	272.5	\$1,300,133	\$973,870

PORTLAND, OREGON

Oregon:					
Benton	3,980	36.0	10.3	\$ 57,433	\$ 31,846
Clackamas	22,270	93.9	30.2	133,338	65,204
Clatsop	4,320	33.2	11.1	56,532	41,043
Columbia	2,510	22.6	7.2	29,213	19,009
Hood River	2,020	12.9	3.9	17,157	14,538
Jefferson	490	7.0	2.1	10,143	6,224
Lane	28,980	148.9	46.8	242,916	162,674
Lincoln	1,510	23.5	8.0	31,930	24,573
Linn	8,370	63.2	19.6	88,106	74,069
Marion	20,500	107.7	32.6	148,456	127,731
Multnomah	135,030	504.7	174.9	911,632	773,511
Polk	5,000	26.0	8.0	34,540	18,092
Sherman	190	2.2	.7	5,138	2,455
Tillamook	2,840	21.8	7.0	32,718	22,868
Wasco	1,980	19.0	6.4	29,442	27,545
Washington	17,580	71.9	22.9	109,830	55,113
Yamhill	4,190	33.9	10.7	43,376	36,841
Washington:					
Clark	21,380	90.2	28.6	137,950	71,842
Cowlitz	10,140	58.1	18.2	101,342	61,587
Klickitat (50%)	670	5.9	1.9	8,298	5,747
Lewis	9,970	43.3	14.2	60,076	51,176
Pacific	2,000	15.9	5.5	22,550	14,906
Skamania	450	4.7	1.6	6,383	2,187
Wahkiakum	520	3.4	.9	4,429	1,652
Total	306,890	1,449.9	473.3	\$2,322,938	\$1,712,433

POUGHKEEPSIE, NEW YORK

Connecticut:					
Litchfield	UHF	53.8	16.2	\$ 92,518	\$ 59,870
New York:					
Columbia	circulation				
Dutchess	NA on a county basis	44.6	13.8	60,238	42,583
Greene		29.0	8.9	31,930	36,778
Orange		78.0	23.4	117,664	97,824
Putnam		21.0	6.8	30,225	28,924
Sullivan		21.1	6.6	26,846	37,694
Ulster		95.7	30.0	131,287	111,033
Total		34,250	536.9	\$798,572	\$650,428

PROVIDENCE, RHODE ISLAND

Connecticut:					
New London		35,980	160.0	\$264,631	\$166,470
Tolland		11,010	53.7	88,604	31,086
Windham		17,890	67.1	105,518	82,747
Massachusetts:					
Barnstable		15,730	51.7	72,671	77,847
Bristol		115,050	398.5	565,290	389,443
Dukes		1,570	5.7	6,719	7,715
Norfolk		114,270	433.7	861,308	376,189
Plymouth		59,770	204.6	307,269	215,803
Worcester		149,250	574.1	889,498	608,509
Rhode Island:					
Bristol		8,260	30.6	48,220	22,761
Kent		26,230	88.5	141,521	76,319
Newport		17,630	68.3	109,681	60,487
Providence		163,750	583.2	920,103	652,200
Washington		13,030	53.9	82,100	43,273
Total		749,420	2,773.6	\$4,463,133	\$2,811,849

RALEIGH, NORTH CAROLINA

North Carolina:					
Alamance	UHF	77.4	20.1	\$102,344	\$ 59,899
Chatham	circulation	25.4	6.2	19,367	14,250
Cumberland	NA on a county basis	116.7	23.9	153,892	81,697
Durham		109.9	28.5	156,147	109,865
Franklin		31.3	7.1	21,725	10,271
Granville		32.8	6.9	24,489	12,410
Harnett		49.6	11.6	43,206	27,025
Johnston		66.5	15.9	48,256	32,966
Lee		25.9	6.2	26,600	17,226

KOIN-TV

"HIGH MAN on the
TOTEM POLE"

in the Portland, Oregon Market

TOP COVERAGE ...

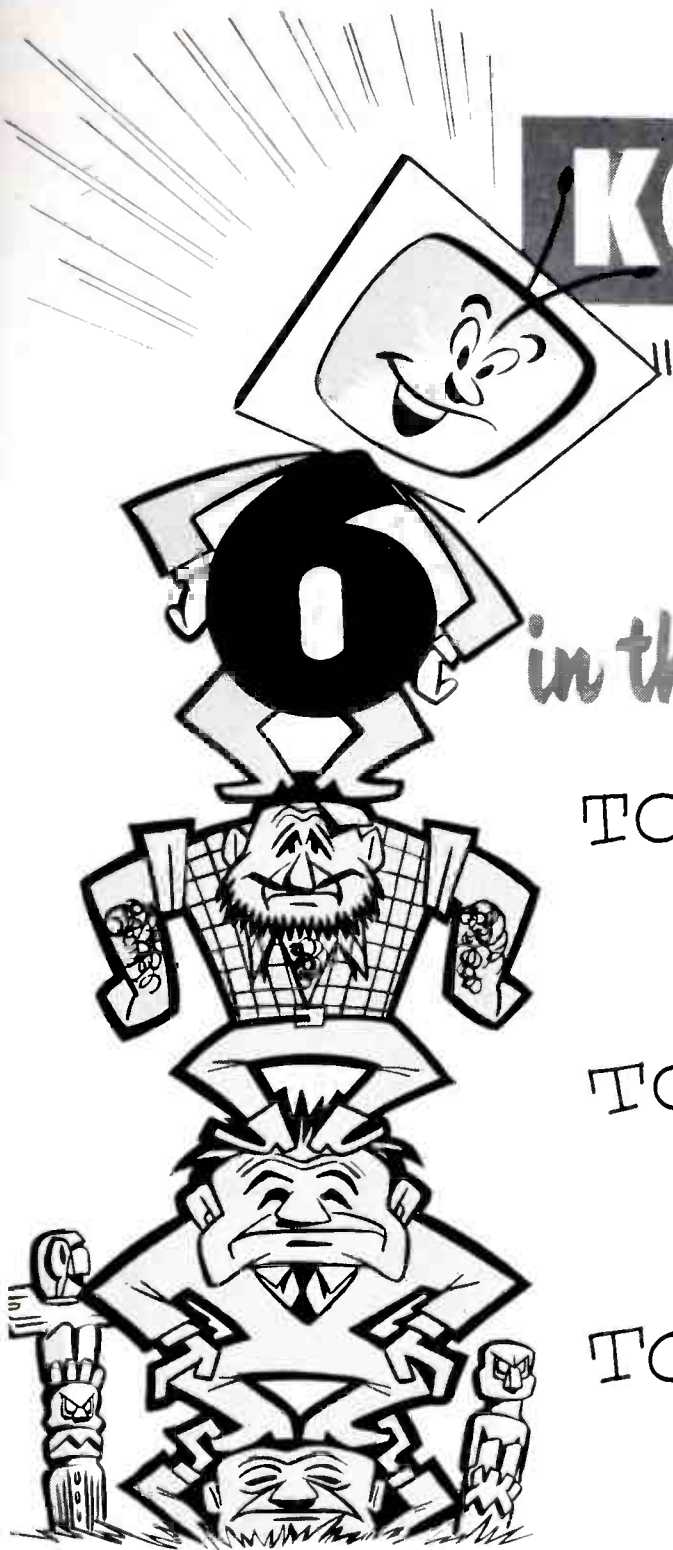
Exclusive coverage of the full 30-county
Portland Market with KOIN-TV's highest
tower, maximum power.

TOP RATINGS ...

Consistent leadership in every Portland
ARB report. More top shows — weekly,
multiweekly are on KOIN-TV.

TOP VALUE ...

Lowest cost per viewer any way you
figure it . . . in coverage, in audience
delivered morning, afternoon, night.



KOIN-TV

CHANNEL 6

PORTLAND, OREGON



THE **BIG** MR. SIX
IN THE WEST

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
RALEIGH Continued					
Nash	46.4	10.6	41,137	32,157	
Orange	38.4	8.6	48,421	19,612	
Person	23.7	5.3	17,485	11,339	
Vance	32.7	7.8	30,206	22,916	
Wake	152.7	37.5	209,714	142,723	
Wayne	33.5	7.9	26,276	24,640	
Wilson	55.1	13.0	55,741	52,574	
Total	†95,520	918.0	217.1	\$1,025,006	\$661,570

READING, PENNSYLVANIA

Pennsylvania:

Berks	UHF	258.6	76.7	\$454,935	\$294,816
Dauphin	circulation	206.2	61.5	345,362	249,570
Lancaster	NA on a	242.0	69.3	438,471	265,371
Lebanon	county basis	89.5	25.8	135,932	84,239
Lehigh		203.5	58.9	351,390	225,913
Luzerne		377.7	105.9	520,611	358,003
Montgomery		95.0	26.2	198,427	102,368
Northumberland		57.3	16.7	71,327	52,947
Schuylkill		98.4	27.8	125,112	80,121
Total		†156,110	1,628.2	\$2,641,567	\$1,713,348

RENO, NEVADA

California:

Nevada (25%)	900	5.1	1.8	\$ 7,184	\$ 5,140
Placer (10%)	1,020	4.9	1.5	6,806	5,160

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Nevada:					
Douglas	140	2.2	.5	3,568	2,531
Lyon	10	3.3	.9	3,923	3,223
Ormsby	110	4.3	1.2	7,419	5,404
Storey	10	.7	.3	854	523
Washoe	18,570	62.5	20.6	139,949	104,448
Total	20,760	83.0	26.8	\$169,703	\$126,469

RICHMOND, VIRGINIA

Virginia:

Albemarle	7,230	55.2	13.8	\$ 70,250	\$ 62,642
Amelia	850	8.3	1.7	5,261	3,119
Appomattox	1,150	9.0	1.9	6,834	4,171
Brunswick	2,460	21.2	4.4	13,680	11,234
Buckingham	1,460	12.4	2.7	7,834	4,337
Caroline	1,850	12.4	2.7	9,119	6,065
Charlotte	1,680	14.1	3.2	7,980	4,576
Charles City	710	4.9	.9	2,776	721
Chesterfield	11,920	53.6	13.5	77,240	11,929
Culpeper	2,940	13.8	3.3	11,507	13,667
Cumberland	870	7.1	1.6	4,070	1,455
Dinwiddie	11,260	56.3	13.8	58,850	52,818
Essex	1,180	6.4	1.4	4,406	5,174
Fluvanna	1,000	6.8	1.8	5,165	2,575
Gloucester	2,320	10.6	3.0	8,070	7,048
Goochland	900	9.2	1.7	5,558	2,222
Greene	440	4.8	1.1	3,157	1,147
Greensville	2,330	17.2	3.9	12,829	12,619
Hanover	3,660	23.7	5.7	22,502	9,824
Henrico	80,990	313.6	87.8	531,509	412,817
Isle of Wight	2,070	15.7	3.6	14,123	9,378

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How much
income
do you
reach?

	Standard Metro. Area	Television Market
Pittsburgh, Pa.	\$3,823,412,000	\$6,397,113,000
Plattsburg	*	554,019,000
Poland Spring	*	1,300,133,000
Portland, Ore.	1,292,750,000	2,322,938,000
Poughkeepsie	*	798,572,000
Providence	1,109,844,000	4,463,133,000
Raleigh	*	1,025,006,000
Reading	454,935,000	2,641,567,000
Reno	139,949,000	169,703,000
Richmond	597,092,000	1,211,257,000
Roanoke	233,125,000	1,834,194,000

* Does not rank as standard metropolitan area.

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Roanoke, for example, 87% of the television market's income is earned outside the metropolitan area.

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

WXEX-TV

CHANNEL 8

with the basic

NBC-TV NETWORK

serving

RICHMOND

PETERSBURG and CENTRAL VIRGINIA

The rich market of Richmond, Petersburg, and Central Virginia gets a great new TV station! WXEX-TV has

MAXIMUM POWER - 316 KW

MAXIMUM TOWER HEIGHT-

1049 ft. above sea level

943 ft. above average terrain — 100 ft. higher
than any station in the Richmond market.

See your Forjoe man for full details!

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
RICHMOND Continued					
James City	2,410	14.8	2.7	14,901	12,902
King and Queen	1,020	6.6	1.4	4,597	1,821
King George	1,270	7.2	1.8	7,828	2,171
King William	1,530	7.9	1.9	6,740	7,386
Lancaster	1,110	8.5	2.3	7,151	7,148
Louisa	1,870	12.9	3.1	8,329	6,303
Lunenburg	1,890	14.7	3.5	12,388	8,712
Madison	990	8.6	2.1	5,088	2,412
Mathews	1,500	6.8	1.8	5,523	4,162
Mecklenburg	5,940	35.5	8.2	29,270	24,610
Middlesex	1,480	7.0	1.9	5,300	4,384
Nelson	2,370	14.0	3.3	8,673	4,234
New Kent	680	4.2	1.0	3,292	2,188
Northumberland	1,180	9.9	2.5	7,929	4,792
Nottoway	3,220	17.8	4.4	17,796	15,120
Orange	1,430	13.2	3.2	12,562	11,623
Powhatan	630	5.8	1.2	4,365	2,524
Prince Edward	3,030	15.9	3.8	14,281	12,727
Prince George	5,750	34.0	7.0	45,250	16,923
Richmond	1,460	6.0	1.4	4,661	4,173
Southampton	3,960	27.6	6.4	19,939	15,760
Spotsylvania	5,610	25.6	6.5	32,497	33,683
Stafford	2,260	13.1	3.2	12,393	3,389
Surry	1,020	6.6	1.5	4,690	2,202
Sussex	2,290	13.2	2.8	8,912	8,482
Westmoreland	2,250	10.9	2.8	8,373	7,607
York	2,160	13.1	3.3	14,999	3,716
Total	199,580	1,037.7	258.5	\$1,211,257	\$870,692

ROANOKE, VIRGINIA

North Carolina:

Alleghany	1,250	8.0	2.1	\$ 5,311	\$ 4,240
Caswell	2,530	20.9	4.4	13,221	3,511
Rockingham	11,870	68.0	17.5	74,039	40,353
Stokes	3,330	20.8	4.9	16,739	5,741
Surry	8,640	47.6	11.8	46,746	31,941
Yadkin (50%)	2,660	11.5	2.8	8,890	3,879

Virginia:

Albemarle	7,230	55.2	13.8	70,250	62,642
Alleghany	5,940	30.4	7.7	37,095	27,537
Amherst	3,510	20.3	4.4	14,902	4,841
Appomattox	1,150	9.0	1.9	6,834	4,171
Augusta	9,560	71.5	17.8	83,690	57,244
Bath	900	6.1	1.5	5,110	3,148
Bedford	4,440	30.5	7.6	24,732	12,736
Bland	840	6.5	1.4	4,013	1,887
Botetourt	2,360	16.4	4.0	13,695	5,181
Buckingham	1,460	12.4	2.7	7,834	4,337
Campbell	17,430	81.7	21.5	104,613	90,056

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Carroll	2,660	28.2	6.9	18,037	7,475
Charlotte	1,680	14.1	3.2	7,980	4,576
Craig	680	3.1	.8	1,898	1,217
Floyd	1,140	11.7	2.7	6,931	4,586
Franklin	2,920	25.4	5.8	16,349	11,337
Giles	4,380	21.5	5.0	22,180	16,182
Grayson	2,680	22.2	5.7	16,710	16,042
Halifax	8,240	43.5	9.9	31,437	22,330
Henry	9,100	53.0	12.7	58,868	41,909
Highland	620	3.9	.8	2,196	979
Montgomery	8,790	43.3	10.5	47,814	34,737
Nelson	2,370	14.0	3.3	8,673	4,234
Patrick	1,000	16.0	3.7	10,640	4,814
Pittsylvania	14,010	109.8	27.2	116,969	90,229
Prince Edward	3,030	15.9	3.8	14,281	12,727
Pulaski	5,300	29.9	7.6	29,963	18,829
Roanoke	33,280	144.1	39.5	223,125	166,411
Rockbridge	3,430	30.1	7.3	32,038	19,897
Smyth	3,370	32.0	7.3	24,525	18,862
Tazewell	5,110	51.3	11.7	44,377	35,915
Wythe	2,840	24.6	5.9	19,438	19,717

West Virginia:

Fayette	11,290	79.2	19.5	89,710	54,714
Greenbrier	5,860	37.8	9.5	39,857	27,658
McDowell	17,830	95.7	22.0	107,520	59,220
Mercer	14,130	74.3	18.9	87,083	62,856
Monroe	1,420	12.5	3.0	9,774	4,764
Nicholas	3,870	27.9	6.6	25,146	13,595
Pocahontas	1,080	11.6	2.8	8,977	5,001
Raleigh	10,370	95.6	23.4	104,559	60,950
Summers	2,860	17.9	4.5	15,606	8,910
Webster	2,210	17.0	4.0	14,308	6,828
Wyoming	5,190	39.8	8.9	39,511	16,717
Total	287,250	1,763.7	432.1	\$1,834,194	\$1,237,663

ROCHESTER, MINNESOTA

Iowa:

Allamakee	2,360	15.8	4.5	\$ 15,893	\$ 16,685
Howard	1,490	13.3	3.8	14,666	13,437
Mitchell	2,090	13.7	4.0	16,096	16,696
Winneshiek	2,340	21.2	6.1	24,725	18,345
Worth	2,600	10.9	3.2	14,661	9,020

Minnesota:

Dodge	1,820	12.6	3.5	12,978	10,109
Fillmore	4,210	24.3	7.2	24,953	24,463
Freeborn	7,080	35.6	10.3	47,651	39,300
Goodhue	7,220	32.7	9.6	41,025	38,213
Houston	2,680	14.4	4.1	15,763	12,081
Mower	7,970	44.5	12.5	67,590	50,561
Olmsted	11,750	49.8	13.8	75,332	68,882
Rice	6,820	38.2	9.2	44,783	33,443

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The Most Complete Coverage
IN
ROANOKE • LYNCHBURG • DANVILLE

From ONE ideally located transmitter at the lowest cost in the market

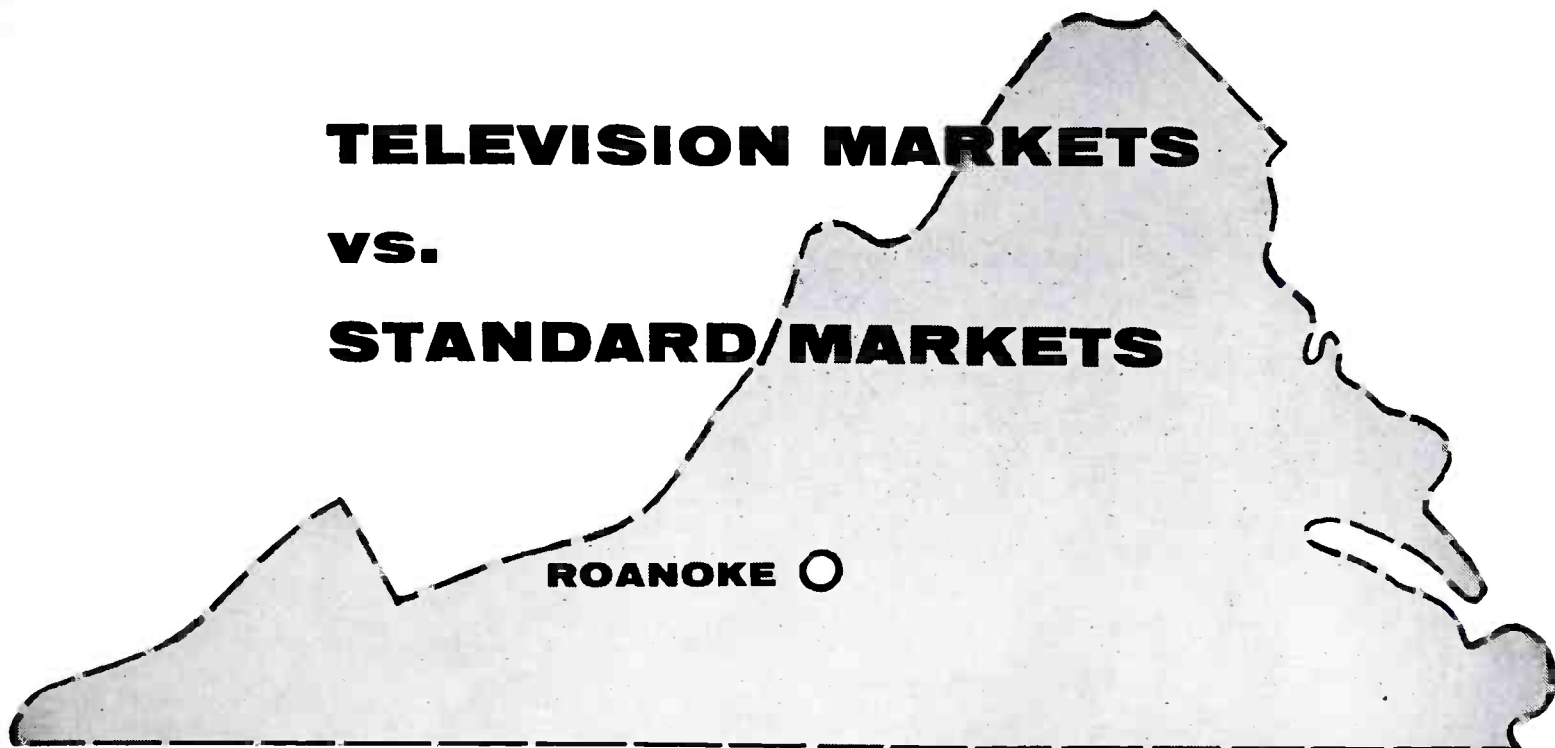
WLVA-TV CHANNEL 13
316,000 WATTS

CBS
 ABC
 DuM

Rep. Geo. P. Hollingbery

VIRGINIA

TELEVISION MARKETS VS. STANDARD MARKETS



This TELEVISION Magazine study points up the need for a new marketing concept based on the fact that television coverage extends far beyond the limits of standard metropolitan areas

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Harrisonburg, Va.	188,500	—	549,668,000	—	742,184,000	—
Lynchburg, Va.	255,500	21,200	824,868,000	90,308,000	1,118,461,000	104,379,000
Norfolk, Va.	349,100	144,300	1,087,054,000	490,500,000	1,656,081,000	820,751,000
Richmond, Va.	258,400	101,300	869,369,000	414,751,000	1,221,134,000	611,037,000
Roanoke, Va.	432,200	39,200	1,270,907,000	167,374,000	1,859,148,000	222,896,000



TAKE ANOTHER LOOK!

WSLS-TV 1ST

IN FAMILIES
IN RETAIL SALES
IN EFFECTIVE
BUYING INCOME

ROANOKE

CHANNEL 10



AFFILIATE

GET THE COMPLETE STORY FROM YOUR AVERY-KNODEL MAN . . .

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
ROCHESTER Continued					
Steele	5,200	22.0	6.4	27,619	26,835
Wabasha	4,040	17.0	4.8	17,573	17,310
Waseca	2,530	15.9	4.7	18,897	17,177
Winona	4,590	41.1	11.8	51,663	43,991
Wisconsin:					
Buffalo	2,740	15.0	4.3	14,311	10,441
Pepin	1,200	7.5	2.1	7,785	7,605
Trempealeau	6,180	24.1	6.8	22,815	21,489
Total	86,910	469.6	132.7	\$576,779.	\$496,083

ROCHESTER, NEW YORK

New York:

Allegany	10,790	45.2	13.3	\$ 56,344	\$ 38,605
Cayuga	20,340	72.0	21.3	100,335	76,498
Genesee	13,680	49.3	14.4	72,010	55,678
Livingston	9,050	40.2	10.9	46,675	37,819
Monroe	151,530	516.7	160.1	956,846	634,669
Ontario	16,860	62.2	17.9	86,694	68,344
Orleans	8,930	30.6	9.4	37,628	31,262
Schuyler	4,280	14.9	4.5	15,270	14,894
Seneca	6,740	27.7	7.2	31,506	22,218
Steuben	17,000	94.6	28.0	128,435	94,763
Wayne	17,010	58.3	17.9	73,307	60,171
Wyoming	7,650	32.7	9.2	35,088	32,242
Yates	5,220	18.3	5.7	24,105	24,116
Total	289,080	1,062.7	319.8	\$1,664,243	\$1,191,279

ROCKFORD, ILLINOIS

Illinois:

Boone	3,460	17.8	5.4	\$ 28,388	\$ 18,459
Carroll	4,950	19.4	6.3	27,718	22,671
De Kalb	10,570	43.4	13.0	71,448	54,506
Jo Daviess	4,150	22.2	6.8	27,578	19,444
Kane	45,850	162.8	48.3	309,195	223,093

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
La Salle	17,230	103.0	32.1	177,068	130,025
Lee	6,930	38.0	10.3	57,831	36,415
McHenry	14,510	57.1	17.7	100,275	74,582
Ogle	7,100	34.4	11.0	51,085	37,800
Stephenson	11,540	42.1	13.5	65,652	52,209
Whiteside	14,850	52.1	16.4	78,870	56,713
Winnebago	49,770	168.3	53.2	308,834	223,549
Wisconsin:					
Dane	39,350	181.9	51.4	345,324	209,587
Green	3,310	24.5	7.5	42,437	37,449
Jefferson (50%)	5,160	22.7	6.7	32,428	27,632
Lafayette	1,990	18.1	5.2	19,635	18,283
Rock	22,120	99.3	30.1	176,863	124,796
Walworth	11,180	45.9	14.1	66,914	58,687
Total	274,020	1,153.0	349.0	\$1,987,543	\$1,425,900

ROCK ISLAND, ILL.-DAVENPORT, IOWA See Davenport

ROME, GEORGIA

Alabama:

Calhoun	16,100	86.2	22.5	\$ 96,813	\$ 69,219
Cherokee	2,470	16.2	3.9	11,016	4,891
Cleburne	1,380	11.4	2.8	7,134	4,498
De Kalb	5,410	44.6	11.5	28,320	18,123
Etowah	20,740	102.9	28.1	124,138	74,917
Jackson	3,280	37.0	9.0	23,578	15,744
Marshall	6,030	45.0	11.9	33,404	34,132

Georgia:

Bartow	5,950	28.1	7.2	26,554	18,210
Carroll (50%)	3,590	16.8	4.5	14,168	9,295
Catoosa	3,770	16.5	4.3	17,373	4,540
Chattooga	3,950	22.1	5.6	23,000	11,059
Cherokee	3,230	21.2	5.4	17,921	13,289
Cobb (50%)	8,650	39.2	10.7	51,341	27,711
Dade	1,620	8.2	1.7	5,783	2,246
Floyd	12,500	66.5	17.8	81,019	54,374
Gilmer	1,290	9.8	2.5	5,337	4,523
Gordon	4,460	18.9	4.9	13,670	8,838
Haralson	3,280	15.0	3.8	13,125	7,908
Murray	2,380	10.8	2.5	7,600	2,934
Paulding	2,210	11.2	2.8	7,427	3,319
Pickens	1,720	8.8	2.3	6,646	5,476
Polk	7,200	31.7	8.1	29,258	18,601
Walker	9,530	41.5	11.3	48,619	21,211
Whitfield	9,190	37.7	9.9	41,236	27,693
Total	139,930	747.3	195.0	\$734,480.	\$462,751

ROSWELL, NEW MEXICO

New Mexico:

Chaves	8,210	50.9	14.1	\$ 81,091	\$ 51,141
De Baca	590	3.7	1.0	4,419	3,122
Eddy	9,150	52.3	14.4	85,960	51,425
Lea	3,240	42.0	12.3	77,337	65,605
Lincoln	700	7.1	1.8	7,658	5,062
Otero (50%)	940	9.7	2.5	12,584	7,163
Roosevelt (50%)	310	8.8	2.5	11,104	7,198
Total	22,140	174.5	48.6	\$280,153.	\$190,716

SACRAMENTO, CALIFORNIA

California:


Alpine	80	.4	.2	\$ 752	\$ 176
Amador	1,650	9.2	2.9	12,800	7,264
Butte	13,630	71.0	24.3	106,577	86,049
Calaveras	2,040	10.6	3.5	14,966	7,069
Colusa	2,430	12.6	3.9	19,908	18,576
Contra Costa	77,870	363.3	106.1	637,837	297,878
Eldorado	3,130	18.3	6.6	24,630	17,508
Napa	3,440	58.2	16.4	78,483	54,813
Nevada	3,600	20.5	7.2	28,734	20,560
Placer	10,230	49.0	14.8	68,062	51,601
Plumas	1,600	14.6	4.7	25,495	11,546
Sacramento	89,980	355.6	111.4	661,117	418,092
San Joaquin	54,840	233.8	70.5	372,855	253,624
Sierra	220	2.8	.8	4,002	1,302

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THE QUAD-CITIES
 Rock Island • Moline
 East Moline, Ill. • Davenport, Ia.

NOW
1/4 MILLION
PEOPLE




According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of \$5843 per family or \$1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.



Quad-Cities' favorite
WHBF AM
 FM
 TV
 TELCO BUILDING, ROCK ISLAND, ILLINOIS
 Represented by Avery-Knodel, Inc.

IT TAKES 3 TV STATIONS

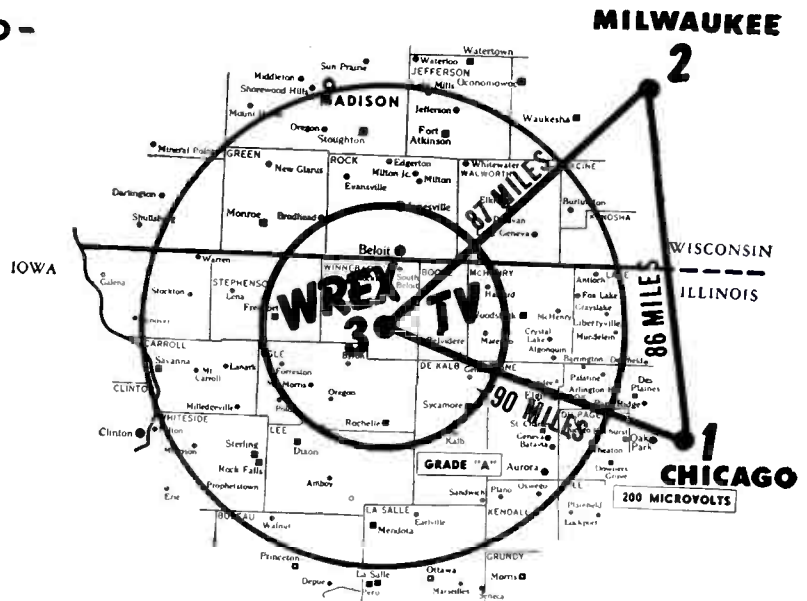
to *Completely Sell*
this densely populated, rich, midwest area.....

POPULATION PER SQUARE MILE	
	18.0 TO 44.9
	45.0 TO 89.9
	90.0 AND OVER

Dept. of Commerce Map

You need **WREX-TV** for **POSITIVE** coverage of **SOUTHERN WISCONSIN** and **NORTHERN ILLINOIS**

As one of the **BIG 3** midwestern television markets (Chicago-Milwaukee-ROCKFORD), **WREX-TV** assures you of complete coverage of this **Multi-Billion Dollar market area.**



CBS-ABC NETWORK AFFILIATION

WREX-TV
 rockford, illinois

Channel 13



J.M. Baisch · Gen Mgr.

represented by

HR television, inc.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
SACRAMENTO Continued					
Solano	34,850	127.1	39.1	225,863	128,011
Stanislaus	26,130	147.7	45.6	207,617	187,631
Sutter	4,890	29.9	9.2	42,953	22,667
Tuolumne	2,670	12.8	4.5	20,159	13,200
Yolo	8,680	51.9	15.7	86,375	52,272
Yuba	5,370	32.7	10.0	44,390	47,670
Total	347,330	1,622.0	497.4	\$2,683,475	\$1,697,509

SAINT JOSEPH, MISSOURI

Iowa:					
Page (50%)	3,300	11.6	3.6	\$ 14,631	\$ 17,337
Taylor (50%)	1,600	5.9	1.9	6,975	3,946
Kansas:					
Atchison	4,840	21.5	6.6	29,288	18,431
Brown	3,780	15.2	5.2	18,476	14,103
Doniphan	2,190	10.9	3.3	11,760	4,558
Jackson	2,660	10.7	3.5	10,878	8,316
Jefferson	2,190	11.3	3.6	11,977	7,130
Leavenworth (50%)	4,760	19.9	5.5	27,854	15,615
Shawnee	31,600	121.8	39.7	205,738	141,459
Missouri:					
Andrew	3,340	11.5	3.9	12,659	5,687
Atchison	1,850	11.1	3.4	14,834	10,284
Buchanan	27,380	100.1	31.7	156,485	100,756
Caldwell	2,580	9.8	3.5	10,227	8,840
Clay	18,720	57.3	18.7	101,159	55,121
Clinton	2,970	11.5	3.9	14,121	14,846
Daviess	2,870	11.1	3.7	11,269	7,302
De Kalb	2,000	7.9	2.9	7,913	5,372
Gentry	2,290	10.5	3.4	11,840	8,609
Grundy	3,260	13.2	4.5	15,618	13,750
Harrison	2,160	13.7	4.4	14,348	11,574
Holt	1,720	9.9	3.1	11,583	8,211
Livingston (50%)	1,890	8.4	2.7	10,313	10,845
Nodaway	3,320	24.4	7.6	32,308	17,129
Platte (50%)	1,560	8.4	2.6	10,212	5,917
Worth	1,090	5.0	1.6	4,790	3,697
Nebraska:					
Nemaha (50%)	1,520	5.2	1.6	6,543	4,347
Richardson	3,240	17.0	5.5	23,383	19,829
Total	141,040	564.8	181.6	\$807,182	\$543,011

SAINT LOUIS, MISSOURI

Illinois:					
Bond	3,340	14.2	4.6	\$ 15,670	\$ 13,444
Calhoun	1,630	6.4	1.8	5,845	4,610
Cass	4,250	14.4	4.6	19,344	15,040
Christian	8,630	39.3	12.7	60,478	45,518
Clinton	4,820	23.0	6.8	25,821	17,032
Effingham	5,760	21.7	6.6	25,978	27,275
Fayette	4,460	23.1	7.2	25,310	18,850
Franklin	6,480	47.1	16.2	54,558	33,202
Greene	4,860	18.4	6.1	20,151	16,376
Jackson	7,330	40.3	12.7	51,181	34,890
Jefferson	6,380	36.7	12.0	44,938	31,850
Jersey	3,260	16.1	4.8	16,055	12,763
Macon (50%)	13,420	108.8	34.8	184,196	140,338
Macoupin	8,860	43.0	14.4	57,106	38,377
Madison	54,170	200.0	62.4	333,768	193,411
Marion	8,940	40.9	13.2	58,590	44,704
Monroe	3,250	13.6	4.1	18,349	13,071
Montgomery	5,480	31.6	10.7	39,055	30,779
Morgan	7,450	35.6	10.0	46,323	41,770
Perry	3,790	21.2	6.9	23,038	18,724
Pike	5,220	21.1	7.1	23,317	16,900
Randolph	7,030	30.8	8.5	36,563	27,420
St. Clair	65,050	225.5	68.2	334,050	209,584
Sangamon	23,890	138.6	45.0	235,349	178,677
Scott	1,740	6.9	2.4	9,077	6,628
Shelby	2,720	24.0	7.8	28,939	18,275
Washington	3,380	14.1	4.6	15,275	11,021
Missouri:					
Audrain	5,410	25.4	8.3	36,230	26,350
Callaway	4,620	24.2	6.4	25,012	13,191
Crawford	1,680	11.6	3.5	10,393	7,352
Dent	1,680	10.7	3.3	8,581	8,367
Franklin	6,520	38.2	11.7	44,947	35,887
Gosconade	2,170	12.6	4.0	13,234	12,515
Iron	1,190	9.3	2.5	6,858	4,752
Jefferson	9,710	41.9	12.6	55,335	34,361
Lincoln	3,740	13.7	4.9	15,337	13,310
Madison	1,690	11.1	3.1	11,161	7,508
Montgomery	3,710	11.5	3.9	11,771	10,983

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***10 will get you 350,000!**

*** 350,000 TV HOMES**
in the CENTRAL CALIFORNIA VALLEY!
Sacramento's only VHF station leads by more than 2 1/2 to 1
over its closest night time competitor.

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T-V** Channel **10** Sacramento
 H-R Television Inc. * ARB Calif. Central Survey . . . April 1955



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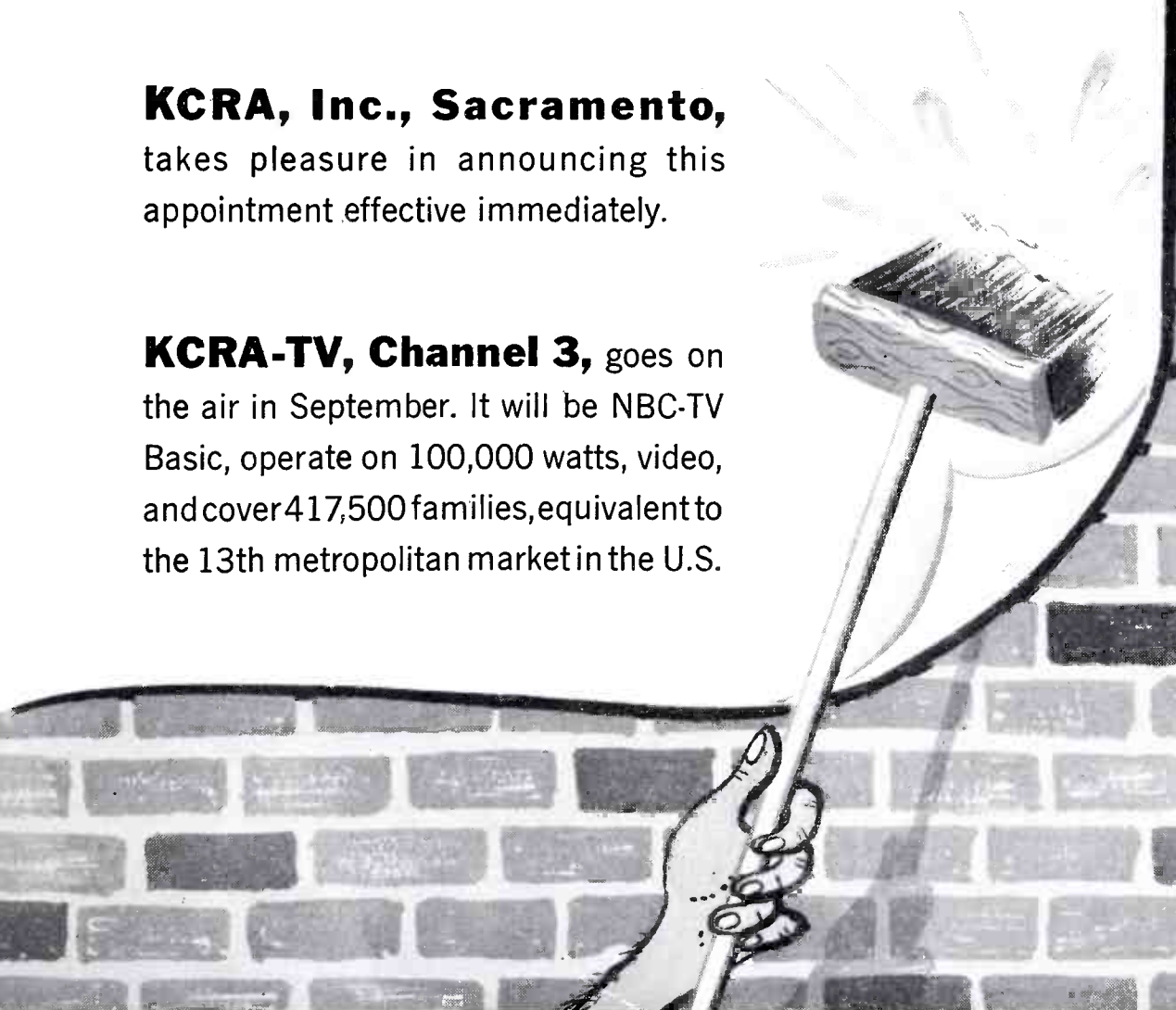
**KCRA
KCRA-TV**

WITH

EDWARD PETRY & CO. INC.

KCRA, Inc., Sacramento, takes pleasure in announcing this appointment effective immediately.

KCRA-TV, Channel 3, goes on the air in September. It will be NBC-TV Basic, operate on 100,000 watts, video, and cover 417,500 families, equivalent to the 13th metropolitan market in the U.S.



FACTS YOU SHOULD KNOW ABOUT

KSBW

THE ONE AND ONLY TELEVISION STATION SERVING CALIFORNIA'S CENTRAL COAST

CHANNEL

8

TELEVISION'S FINEST SCHEDULE

18 OF THE TOP 20 NETWORK PROGRAMS PLUS MILLION DOLLAR MOVIES LITTLE RASCALS LOONEY TUNES A. P. NEWS PHOTOS EQUALS CALIFORNIA'S BEST ADVERTISING BUY!

CBS • NBC • ABC

National Representatives:
H-R TELEVISION, INC.
New York, Chicago, Atlanta, Dallas
Houston, Los Angeles, San Francisco

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
SAINT LOUIS Continued					
Perry	2,020	15.3	4.2	15,289	11,740
Phelps	3,860	24.0	7.0	25,295	19,289
Pike	4,800	17.0	5.9	20,867	15,490
Ralls	1,740	8.7	2.6	9,702	4,456
Reynolds	370	6.4	1.6	4,067	2,661
St. Charles	8,080	33.1	9.5	44,602	30,170
St. Francois	8,020	36.1	10.6	43,114	32,072
St. Louis	400,720	1,364.8	421.6	2,561,820	1,546,502
Ste. Genevieve	2,780	11.4	3.1	11,631	8,019
Warren	1,580	7.9	2.5	7,843	7,794
Washington	1,790	14.7	4.1	10,130	7,884
Total	748,470	3,006.5	933.1	\$4,801,543	\$3,121,272
SALINAS-MONTEREY, CALIFORNIA					
California:					
Merced (50%)	8,500	39.9	11.8	\$ 57,358	\$ 42,797

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Monterey	34,760	171.8	50.9	304,291	177,494
San Benito	2,750	15.6	4.7	21,877	13,695
Santa Clara (33%)	34,370	126.5	38.9	219,799	140,970
Santa Cruz	16,680	70.6	26.3	114,951	83,519
Stanislaus (33%)	8,710	48.7	15.0	68,514	61,918
Total	105,770	473.1	147.6	\$786,790	\$520,393
SALISBURY, MARYLAND					
Delaware:					
Kent (10%)	UHF	4.4	1.3	\$ 5,360	\$ 6,464
Sussex	circulation	70.8	21.7	78,027	130,971
Maryland:					
NA on a					
Caroline (67%)	county basis	19.0	5.6	17,845	21,658
Dorchester		28.5	8.2	26,971	20,156
Somerset		21.1	6.0	18,175	14,716
Wicomico		43.0	12.8	52,994	54,647
Worcester		24.9	7.6	22,293	42,653

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September circulation estimates

Rome	141,180	San Diego	311,910
Roswell	23,470	San Luis Obispo	91,420
St. Joseph	141,830	Santa Barbara	123,410
Salinas	106,710	Savannah	62,170
Salisbury	†50,550	Scranton-Wilkes Barre	†241,730
Salt Lake City	166,630	Seattle-Tacoma	427,540
San Angelo	24,260	Sedalia	36,780
San Antonio	219,660		

THESE ESTIMATES ARE UPDATED MONTHLY IN TELEVISION MAGAZINE'S EXCLUSIVE CIRCULATION REPORT

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Virginia:					
Accomac (50%)	17.7	5.2	16,024	13,049	
Total	150,130	229.4	68.4	\$237,689	\$304,308

SALT LAKE CITY, UTAH

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Idaho:					
Bear Lake	1,240	6.8	1.9	\$ 7,090	\$ 7,437
Cassia	1,920	15.0	4.1	17,259	19,594
Franklin	790	10.0	2.6	9,677	9,886
Oneida	320	4.1	1.1	4,564	4,585
Nevada:					
Elko	240	12.6	3.7	27,478	16,430
White Pine	10	12.4	3.6	22,141	13,260
Utah:					
Box Elder	5,130	21.3	5.6	24,472	22,282
Cache	5,500	35.8	9.6	41,769	35,908
Carbon	1,030	27.8	7.3	38,292	27,910
Davis	8,400	39.5	10.2	52,102	25,782
Duchesne	180	8.7	2.1	7,130	7,573
Emery	100	6.0	1.4	5,627	2,462
Juab	720	5.8	1.5	6,882	5,937
Millard	1,260	9.7	2.5	9,742	9,610
Morgan	450	2.5	.6	2,541	2,410
Rich	240	1.7	.5	1,933	902
Salt Lake	82,980	305.3	88.6	492,711	353,621
Sanpete	1,740	13.9	3.9	12,251	10,491
Sevier	1,650	12.4	3.3	12,161	14,456
Summit	880	7.0	1.8	6,775	4,860
Tooele	4,030	19.8	5.2	29,899	14,190
Utah	20,330	92.5	23.8	110,072	79,945
Wasatch	710	5.4	1.3	5,414	5,722
Weber	25,220	96.6	27.8	142,156	103,550
Wyoming:					
Lincoln	460	8.3	2.4	10,577	9,265
Uinta	620	6.9	1.7	10,532	8,598
Total	166,150	787.8	218.1	\$1,111,247	\$816,666

SAN ANGELO, TEXAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Texas:					
Coke	380	4.2	1.2	\$ 6,560	\$ 2,937
Concho	540	4.8	1.5	5,817	4,197
Crockett	160	4.6	1.2	7,311	4,918
Irion	80	1.6	.5	1,678	1,057
McCulloch	790	11.2	3.2	13,379	11,761
Mason	440	4.7	1.6	5,600	3,815
Menard	240	4.0	1.1	4,976	4,696
Reagan	450	3.6	.9	7,147	5,609
Runnels	3,290	16.2	4.7	21,325	14,715
Schleicher	180	2.7	.7	3,857	2,660
Sterling	250	1.3	.4	1,588	1,390
Sutton	70	3.9	1.0	5,483	4,415
Tom Green	16,890	69.8	20.2	111,764	77,057
Total	23,760	132.6	38.2	\$196,485	\$139,227

SAN ANTONIO, TEXAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Texas:					
Aransas	560	4.2	1.2	\$ 4,735	\$ 3,173
Atacosa	3,300	20.3	4.8	18,498	11,932
Bandera	800	4.2	1.2	4,249	3,820
Bee	3,910	19.3	5.0	21,997	16,638
Bexar	127,800	549.2	144.7	768,517	554,353
Blanco	720	3.9	1.3	3,788	3,650
Caldwell	2,980	18.3	5.0	17,848	17,508
Comal	3,220	18.3	5.2	23,136	20,145
DeWitt	4,060	22.3	6.5	23,164	25,447
Dimmit	1,600	11.8	2.4	7,534	5,687
Duval	1,840	14.8	3.4	13,534	7,900
Frio	2,070	11.3	2.7	8,745	7,272
Gillespie	1,480	10.4	3.2	11,263	11,507
Goliad	560	5.6	1.4	4,933	4,068
Gonzales	3,850	19.5	5.1	16,527	28,627
Guadalupe	6,270	25.8	7.1	25,540	21,516

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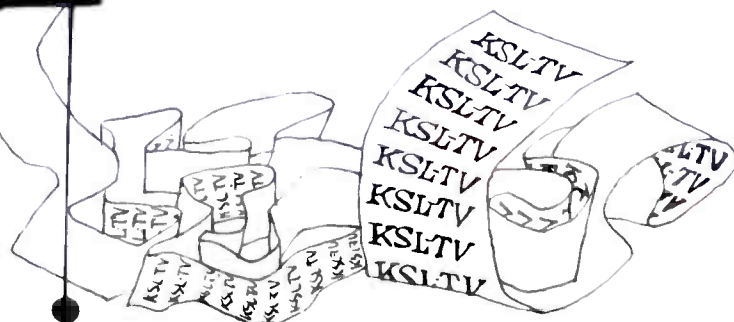
THE ANSWER IS ALWAYS THE SAME



KSL-TV
Salt Lake City

The buy that's **BEST**
in the Mountain
West!

Represented by CBS-TV SPOT SALES



CBS-TV in the Mountain West

	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (odd 000)
SAN ANTONIO Continued					
Hays	2,860	18.9	4.6	18,798	13,197
Karnes	2,440	16.9	4.0	16,515	15,294
Kendall	1,480	5.6	1.7	6,825	5,679
Kerr	1,570	14.7	4.3	19,552	18,459
Kimble	360	4.5	1.2	4,802	3,848
Kinney	130	2.4	.5	2,341	1,376
LaSalle	1,300	7.9	1.9	6,049	5,179
Lavaca	4,370	20.5	5.9	18,958	11,533
Live Oak	1,460	8.5	2.1	8,390	6,253
McMullen	260	1.5	.5	1,747	333
Maverick	1,220	14.0	3.0	11,711	13,736
Medina	3,770	18.3	4.7	16,142	11,507
Nueces (50%)	13,510	105.8	28.2	164,365	116,112
Real	330	2.7	.7	2,333	1,309
Refugio	1,090	10.0	2.7	15,001	8,475
San Patricio	5,470	39.7	9.6	38,092	27,061
Uvalde	1,760	18.0	4.7	20,201	18,101
Victoria	3,630	36.0	9.9	52,050	37,949
Webb	2,780	63.3	14.2	50,094	52,583

	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (odd 000)
Wilson	2,370	14.0	3.4	10,294	8,365
Zavala	1,220	12.6	2.7	8,837	7,415
Total	218,400	1,195.0	310.7	\$1,467,105	\$1,127,007

SAN DIEGO, CALIFORNIA

California:					
Imperial	10,170	69.0	18.5	\$100,010	\$ 96,026
Orange (50%)	56,700	168.3	56.7	273,881	176,039
San Diego	244,430	737.1	242.5	1,136,524	798,589
Total	311,300	974.4	317.7	\$1,690,415	\$1,070,754

SAN FRANCISCO, CALIFORNIA

California:					
Alameda	246,880	847.6	286.8	\$1,669,443	\$1,046,983
Contra Costa	77,870	363.3	106.1	637,837	297,878
Lake	1,810	13.3	4.7	16,404	12,944
Marin	27,710	107.0	32.9	216,784	99,560
Merced	17,000	79.8	23.5	114,715	85,594
Monterey	34,760	171.8	50.9	304,291	177,494
Napa	3,440	58.2	16.4	78,483	54,813

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how many unduplicated homes does your spot schedule reach?

With all the data in the Market Book on IBM cards, the Research Department of TELEVISION MAGAZINE can fill requests for individual analyses of coverage and circulation:

- unduplicated circulation data for individual lineups
- market rankings by current and potential circulation
- studies showing maximum or minimum coverage

Write to the Research Manager,
TELEVISION MAGAZINE
600 Madison Avenue
New York 22, N. Y.



5 IS 1ST *
IN TEXAS 3RD MARKET



FT. WORTH - DALLAS



HOUSTON



This rich growing market of 29 counties has 896,000 population with \$1,111,104,000 annual income. Full power station KENS-TV, channel 5 backs its powerhouse CBS programming with outstanding local features providing South Texas most effective advertising service.

Represented Nationally by **FREE & PETERS**

* Telepulse in May 1955 showed KENS-TV is FIRST in seven out of eight rated competitive time segments - tied in the eighth. This is consistent with Telepulse history in San Antonio.

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
SAN FRANCISCO Continued					
Sacramento	89,980	355.6	111.4	661,117	418,092
San Benito	2,750	15.6	4.7	21,877	13,695
San Francisco	253,000	8,082	287.1	1,834,151	1,244,848
San Joaquin	54,840	233.8	70.5	372,855	253,624
San Mateo	90,640	330.3	105.0	761,595	300,046
Santa Clara	103,110	383.4	118.0	666,057	427,183
Santa Cruz	16,680	70.6	26.3	114,951	83,519
Solano	34,850	127.1	39.1	225,863	128,011
Sonoma	24,560	124.8	41.6	185,601	166,623
Stanislaus	26,130	147.7	45.6	207,617	187,631
Yolo	8,680	51.9	15.7	86,375	52,272
Total	1,114,690	4,290.0	1,386.3	\$8,176,016	\$5,050,810

SAN LUIS OBISPO, CALIFORNIA

Fresno (10%)	7,260	30.8	9.4	\$ 45,948	\$ 36,786
Kern (50%)	28,690	126.4	37.6	212,875	141,870
Kings	13,300	50.9	14.9	73,522	54,076
Monterey (50%)	17,380	85.9	25.5	152,146	88,747
San Luis Obispo	11,860	62.5	20.8	101,103	69,193
Santa Barbara (50%)	12,120	53.1	17.2	95,060	74,745
Total	90,610	409.6	125.4	\$680,654	\$465,417

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
SANTA BARBARA, CALIFORNIA					
California:					
Kern	57,380	252.7	75.1	\$425,750	\$283,740
San Luis Obispo	11,860	62.5	20.8	101,103	69,193
Santa Barbara	24,240	106.1	34.4	190,119	149,490
Ventura (75%)	29,300	110.0	32.3	177,758	113,897
Total	122,780	531.3	162.6	\$894,730	\$616,320

SAVANNAH, GEORGIA

Georgia:					
Bryan	390	6.2	1.4	\$ 4,500	\$ 2,757
Bulloch	3,900	24.0	6.0	17,807	14,415
Condler	800	7.6	1.9	5,549	4,837
Chatham	33,060	161.3	47.5	219,061	166,022
Effingham	520	9.1	2.3	6,509	3,106
Evans	1,000	6.3	1.5	3,786	4,957
Glynn	6,180	33.9	9.3	41,344	29,563
Liberty	1,040	9.0	2.2	5,371	4,825
Long	430	3.8	.9	2,476	1,316
McIntosh	490	6.4	1.6	4,177	2,284
Screven	1,310	17.4	4.3	9,495	6,023
Tattnall	1,020	15.3	3.6	9,120	6,190

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*In every field,
there's one basic
reference source—
in television,
it's
Television Magazine*

The eyes and ears of more than
1,000,000 homes in Northern California
are focused on Miss KRON-TV

STATION SHARES OF AUDIENCE

Monday through Friday

	MORNING 9 AM - 12 N	AFTERNOON 12 N - 6 PM
KRON-TV	49.7%	40.3%
Station B	45.7	32.4
Station C	4.6	27.2
Others	#	0.1

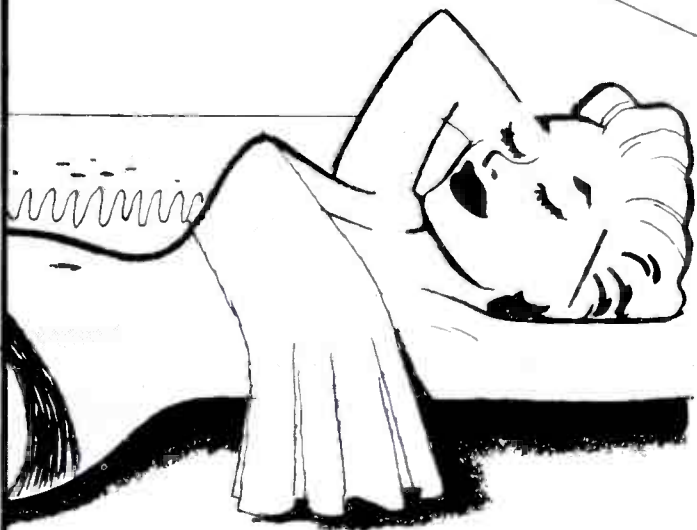
Sunday through Saturday

	NIGHT 6 PM - MID	TOTAL DAY 6 AM - MID
KRON-TV	47.8%	44.6%
Station B	32.7	33.7
Station C	19.3	21.6
Others	0.2	0.1

Nielsen Station Index TV Report. April 1955

San Francisco
KRON-TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**



Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"

Here's the story...

**242,900
TELEVISION
HOMES**

According to
TELEVISION
MAGAZINE
August, 1955

**WARM
TV**

covers
N E Pennsylvania's
PRIME
MARKET

**CHANNEL
16**

**NOW ON
FULL POWER**
at the region's
lowest channel

**THE ABC
AFFILIATE
in
SCRANTON
WILKES-BARRE**

Represented by
GEO. P. HOLLINGBERRY CO.
New York Atlanta
Chicago Los Angeles
San Francisco

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
SAVANNAH Continued						
Wayne	1,180	14.6	3.5	11,151	11,333	
South Carolina:						
Allendale	1,730	14.2	3.2	8,765	5,620	
Beaufort	4,420	28.9	6.7	28,685	12,874	
Hampton	2,470	18.4	4.4	10,813	7,714	
Jasper	1,490	10.9	2.6	6,894	5,029	
Total	61,430	387.3	102.9	\$395,503	\$288,865	
SCRANTON-WILKES BARRE, PENNSYLVANIA						
Bradford	UHF	52.2	15.5	\$ 64,187	\$ 45,214	
Carbon	circulation	56.2	15.9	74,223	44,750	
Columbia	NA on a	52.9	15.7	69,053	50,376	
Lackawanna	county basis	251.9	72.7	351,576	229,944	
Luzerne		377.7	105.9	520,611	358,903	
Lycoming		103.9	31.4	151,335	106,273	
Monroe		35.2	10.4	53,146	41,364	
Montour		16.3	3.6	15,204	8,917	
Northumberland		114.5	33.3	142,653	105,894	
Pike		8.8	3.0	11,038	7,191	
Schuylkill		98.4	27.8	125,112	80,121	
Sullivan		6.3	1.7	6,163	4,574	
Susquehanna		31.2	8.8	35,259	23,535	
Tioga		17.9	5.3	21,012	15,516	
Union		12.2	3.0	13,672	7,620	
Wayne		27.8	7.8	30,583	26,568	
Wyoming		16.6	4.8	18,641	16,115	
Total		242,900	1,280.0	366.6	\$1,703,468	\$1,171,075
SEATTLE-TACOMA, WASHINGTON						
Washington:						
Clallam		6,420	26.7	8.6	\$ 44,569	\$ 33,156
Grays Harbor		6,790	52.8	17.7	90,101	59,693
Island		4,010	13.4	4.1	18,050	10,749

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Jefferson	2,480	11.0	3.3	17,111	7,603
King	218,110	782.5	265.8	1,582,761	957,316
Kitsap	26,480	87.8	28.8	142,049	80,403
Lewis	9,970	43.3	14.2	60,076	51,176
Mason	3,950	16.0	5.1	24,702	13,122
Pierce	75,770	304.6	90.9	515,063	271,723
San Juan	760	3.2	1.2	4,452	2,301
Skagit	8,750	44.0	13.9	59,921	51,645
Snohomish	35,830	130.6	43.5	202,799	129,733
Thurston	12,450	46.5	15.7	78,363	44,125
Whatcom	11,840	66.9	22.3	95,705	98,033
Total	423,610	1,629.3	535.1	\$2,935,722	\$1,810,778
SEDALIA, MISSOURI					
Missouri:					
Benton	1,080	8.7	2.6	\$ 7,348	\$ 7,851
Cooper	3,510	16.5	5.2	20,963	13,346
Henry	5,660	19.8	6.8	21,518	15,222
Howard	1,230	11.6	3.6	14,358	8,066
Johnson	5,440	23.1	7.5	26,823	15,762
Lafayette	6,150	25.0	8.0	30,937	27,718
Moniteau	1,360	10.6	3.5	10,029	9,050
Morgan	1,010	9.9	3.1	8,186	7,185
Pettis	7,520	33.9	11.6	44,968	34,720
Saline	3,280	27.1	8.4	32,649	22,511
Total	36,240	186.2	60.3	\$217,779	\$161,431
SHREVEPORT, LOUISIANA					
Arkansas:					
Columbia (20%)	640	6.9	1.9	\$ 6,715	\$ 4,274
Lafayette (20%)	270	3.2	.8	2,452	1,547
Miller (20%)	1,900	8.9	2.6	9,081	9,208
Louisiana:					
Bienville	1,710	17.9	4.6	13,449	7,324
Bossier	7,000	44.9	12.5	58,795	26,603

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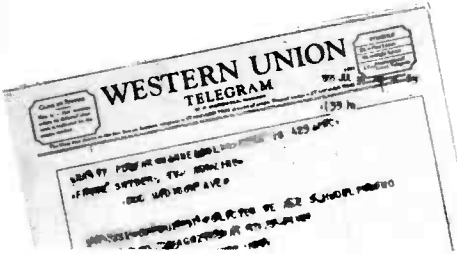
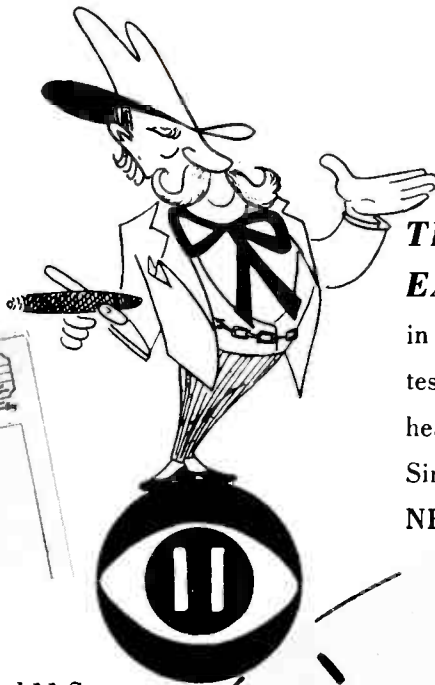
TV market studies to order

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

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

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

THE PROOF OF THE PUDDING IS IN THE EATING . . . or in TV terms, the proof of our audience is in the response we've gotten from viewers themselves. During tests conducted prior to our high-power sign-on, July 17, we've heard from our friends in cities we hardly dared hope to cover. Since then, literally thousands more have written to us. The **NEW WTOC-TV** coverage area is truly a mighty big eye-full!



WALTERBORO SAYS:

"Reception on Channel 11 Savannah clear here since power increase."

SWAINSBORO SAYS:

"WTOC-TV CHANNEL 11 reception sound and video excellent."

VIDALIA SAYS:

"We are now in WTOC-TV's Primary Area."

ALMA SAYS:

"Perfect reception in Alma from WTOC-TV increased power."

BAXLEY SAYS:

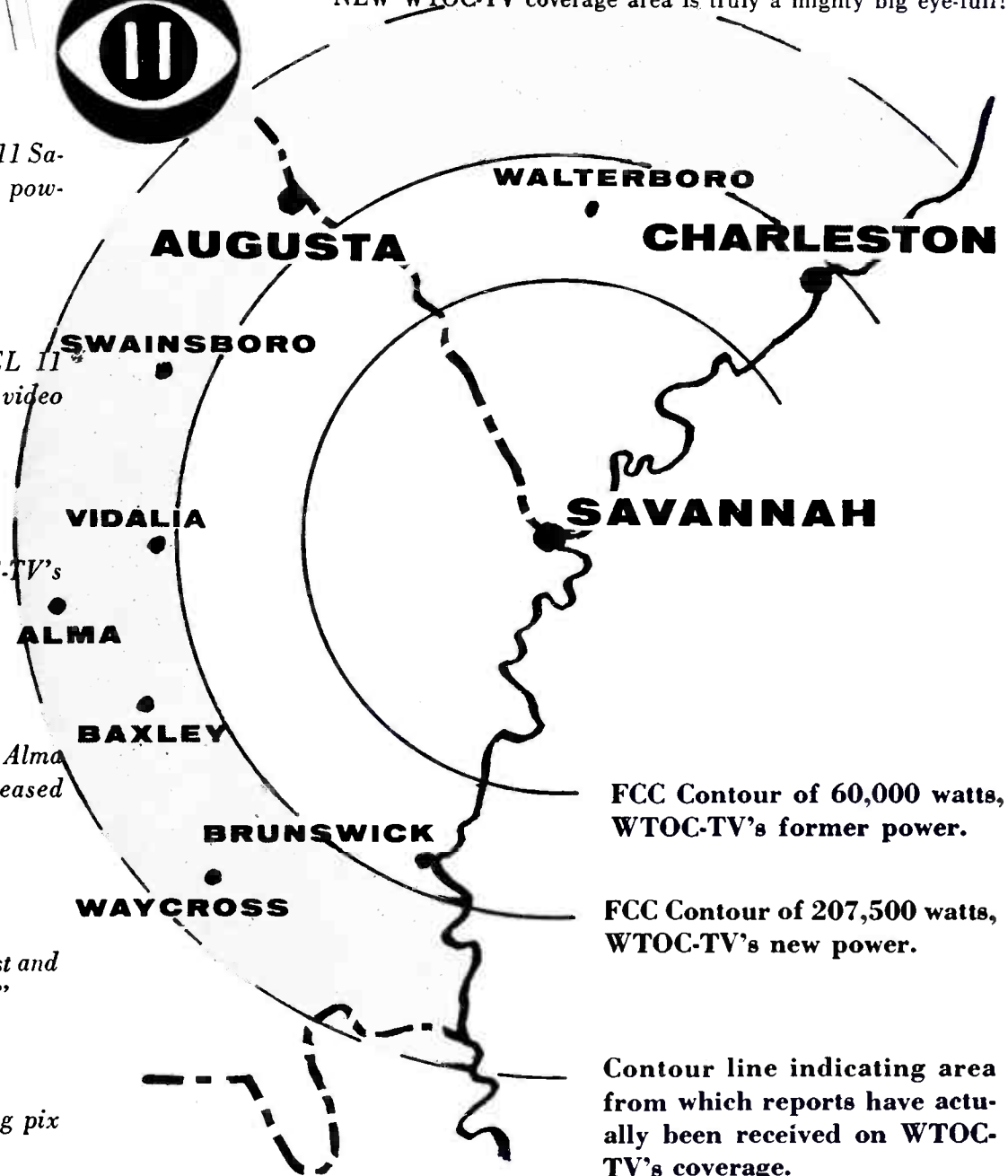
"Perfect reception on test and also on programs since."

WAYCROSS SAYS:

"Sound clear; no fading pix or sound."

BRUNSWICK SAYS:

"Reception excellent, great improvement, am installing many channel 11 antennas."



FCC Contour of 60,000 watts, WTOC-TV's former power.

FCC Contour of 207,500 watts, WTOC-TV's new power.

Contour line indicating area from which reports have actually been received on WTOC-TV's coverage.

WTOC TV CHANNEL 11

NOW 207,500 WATTS

SAVANNAH, GEORGIA

NATIONAL REPRESENTATIVES, AVERY-KNODEL

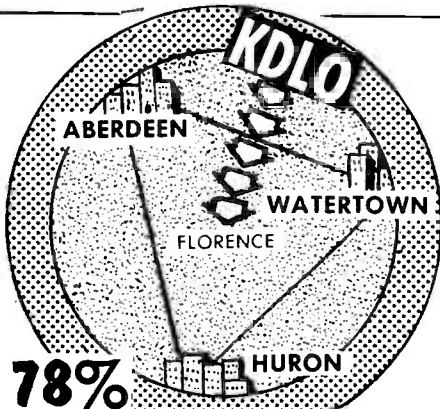
JOE FLOYD AND FLORENCE

**HAVE
SET
THE
DATE!**

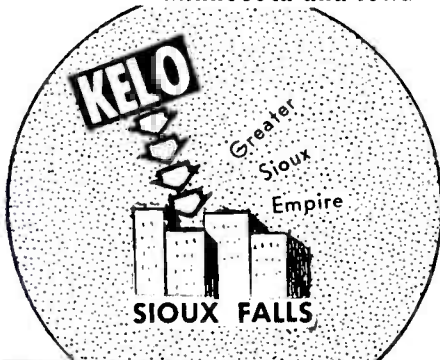


On September 15, Joe starts operation of station KDLO-TV, opening up an entire new market for your message — 78,000 single-station homes in the Aberdeen-Watertown-Huron triangle, with all eyes on the Floyd operated KDLO-TV. Add that to Joe's spectacularly popular KELO-TV, and you get twice the audience reach, twice the enthusiastic sell, two big markets for your one buy across the board.

**Micro-Link Interconnected
24 Hours Every Day.**



**78%
Coverage of South Dakota
— Plus Minnesota and Iowa**



KELO-TV

JOE FLOYD, President
Evans Nord, Gen. Mgr. Larry Bentson, V.P.
Represented by H-R Television
NBC Primary

	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (odd 000)
SHREVEPORT Continued					
Caddo	48,700	196.3	57.1	294,467	221,306
Claiborne	2,460	24.2	6.4	23,281	12,325
De Soto	2,580	23.3	6.0	18,187	11,644
Red River	1,190	11.1	2.9	7,522	5,465
Webster	6,610	37.7	10.2	38,511	28,169
Texas:					
Cass (20%)	1,070	6.1	1.7	4,724	4,338
Harrison	6,040	46.8	12.6	44,669	35,151
Marion	1,210	9.6	2.5	7,395	5,092
Panola	1,300	18.0	4.6	18,094	12,731
Total	82,680	454.9	126.4	\$547,342.	\$385,177

SIoux CITY, IOWA

Iowa:					
Buena Vista	3,720	21.8	7.0	\$ 35,784	\$ 27,738
Cherokee	3,480	18.8	5.1	28,768	20,401
Clay	3,520	19.3	5.9	30,530	29,182
Crawford	4,490	19.0	5.5	25,204	19,066
Dickinson (50%)	940	6.4	2.0	9,274	7,616
Harrison	4,530	18.2	5.6	21,945	17,001
Ida	2,450	10.5	3.2	17,032	13,545
Lyon	3,110	14.5	4.1	19,973	13,588
Monona	4,560	15.7	4.8	19,655	14,723
O'Brien	4,310	18.7	5.9	29,004	22,417
Osceola	1,520	10.1	2.9	15,796	10,073
Plymouth	5,480	23.0	6.6	32,468	26,633
Sac	3,410	17.0	5.3	25,626	18,980
Sioux	5,400	25.2	7.3	30,357	25,906
Woodbury	34,020	113.3	35.6	190,210	145,990
Nebraska:					
Burt	3,240	11.4	3.4	14,887	12,675
Cedar	3,290	13.7	3.7	14,892	12,422
Colfax	2,530	10.4	3.3	14,272	15,920
Cuming	2,500	13.3	3.8	15,375	16,128
Dakota	2,570	10.9	3.1	13,267	11,143
Dixon	2,530	9.0	2.8	9,328	8,226
Dodge	9,020	29.4	9.4	45,791	42,199
Knox	3,220	14.7	4.3	18,787	15,834
Madison	5,860	25.4	7.6	31,936	39,933
Pierce	1,340	9.3	2.9	10,152	9,552
Stanton	1,150	6.5	1.9	7,881	4,206
Thurston	1,640	8.4	2.5	9,794	7,130
Washington	3,240	11.6	3.6	15,415	10,577
Wayne	2,490	10.4	2.9	14,397	10,492
South Dakota:					
Bon Homme	1,450	8.4	2.6	10,701	9,971
Clay	2,660	11.8	3.4	16,377	8,468
Lincoln	2,980	12.4	3.7	14,922	12,294
Minnehaha (33%)	6,960	24.7	7.7	44,634	34,575
Turner	2,960	11.2	3.5	12,610	12,568
Union	3,170	10.3	3.2	11,953	9,936
Yankton	3,110	16.4	4.2	21,186	18,577
Total	152,850	631.1	190.3	\$900,183.	\$735,685

SIoux FALLS, SOUTH DAKOTA

Iowa:					
Cherokee (75%)	2,610	14.1	3.8	\$ 21,576	\$ 15,301
Clay	3,520	19.3	5.9	30,530	29,182
Dickinson	1,880	12.8	3.9	18,547	15,231
Lyon	3,110	14.5	4.1	19,973	13,588
O'Brien	4,310	18.7	5.9	29,004	22,417
Osceola	1,520	10.1	2.9	15,796	10,073
Sioux	5,400	25.2	7.3	30,357	25,906
Minnesota:					
Cottonwood	2,760	15.9	4.6	20,647	18,284
Jackson	3,480	16.3	4.6	19,989	16,795
Lincoln	1,320	10.3	2.9	12,630	10,042
Lyon	2,620	22.6	6.5	30,383	33,440
Murray	1,620	14.8	3.9	16,894	12,870
Nobles	5,920	23.2	6.4	31,358	30,840
Pipestone	2,230	14.5	3.9	17,371	19,095
Redwood	3,630	22.3	6.3	27,115	24,321
Rock	1,610	11.7	3.3	16,731	13,836
Yellow Medicine	770	16.2	4.6	18,409	17,736
Nebraska:					
Cedar	3,290	13.7	3.7	14,892	12,422
Dixon	2,530	9.0	2.8	9,328	8,226

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Win With . . .



Going on the air
SEPTEMBER
RD

3

KTBS-TV

CHANNEL
Shreveport, La.

3

Will Cover Heart
of the
ARK-LA-TEX

where **3** states
join!

THE **3-R** MARKET

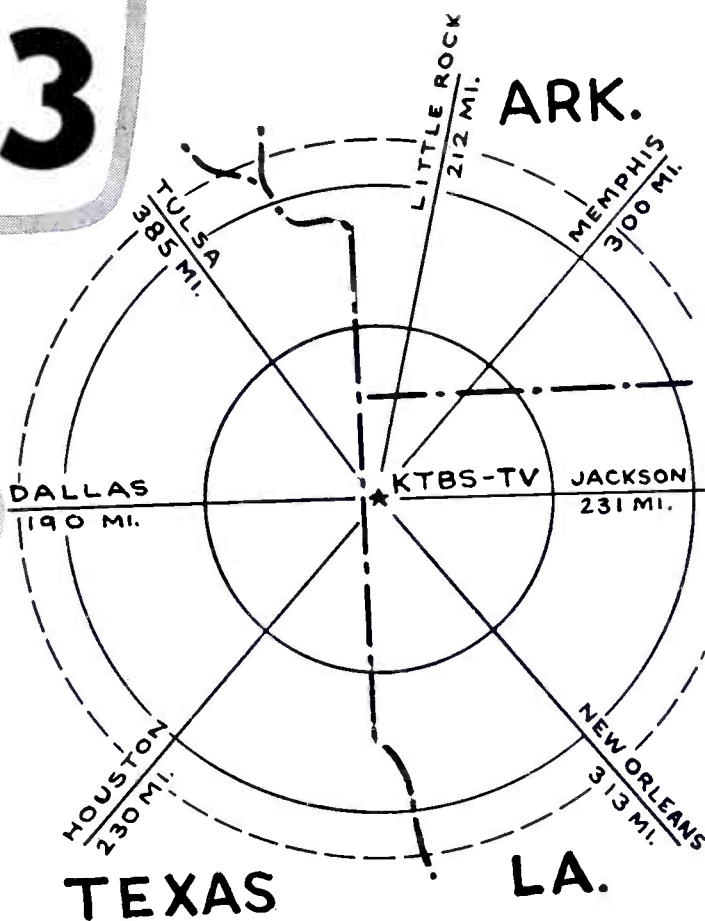
RICH—Spendable income—over
one billion dollars*

READY—TV Set count—100,000 plus†

RESPONSIVE—Retail sales
857,709,000*

* SRDS

† NBC



KTBS—TV Statistics:
VIDEO—100,000 watts
AUDIO—69,800 watts
TOWER—1151 ft. above ground

Represented by
PETRY



KTBS-TV

CHANNEL

3

SHREVEPORT, LA.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
SIoux FALLS Continued					
Knox	3,220	14.7	4.3	18,787	15,834
South Dakota:					
Aurora	150	4.7	1.3	4,783	2,795
Beadle	850	21.5	6.7	32,197	27,272
Bon Homme	1,450	8.4	2.6	10,701	9,971
Brookings	1,820	18.2	5.2	26,285	19,649
Charles Mix	510	16.5	4.6	22,654	16,892
Clark	160	8.2	2.5	9,621	6,991
Clay	2,660	11.8	3.4	16,377	8,468
Codington	1,470	19.8	5.9	30,753	29,351
Davison	1,810	16.9	5.2	28,387	30,257
Deuel	240	6.7	1.8	7,870	4,494
Douglas	270	5.0	1.2	6,125	3,644
Hamlin	610	6.6	2.1	7,587	6,796
Hanson	450	4.9	1.3	5,456	2,664
Hutchinson	1,590	10.8	3.2	11,229	10,986
Jerauld	400	4.0	1.2	4,418	3,734
Kingsbury	1,580	9.5	2.8	11,668	9,511
Lake	2,140	10.7	3.1	14,272	13,003
Lincoln	2,980	12.4	3.7	14,922	12,294
McCook	1,300	8.3	2.5	9,523	7,751
Miner	1,170	5.9	1.7	6,543	5,224
Minnehaha	20,880	74.9	23.2	135,254	104,772
Moody	1,100	9.1	2.5	10,644	7,087
Sanborn	280	4.7	1.4	5,316	3,872
Turner	2,960	11.2	3.5	12,610	12,568
Union	3,170	10.3	3.2	11,953	9,936
Yankton	3,110	16.4	4.2	21,186	18,577
Total	112,460	657.3	191.6	\$898,651	\$753,998

SOUTH BEND-ELKHART, INDIANA

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Indiana:					
De Kalb (25%) UHF	6.8	2.1		\$ 9,978	\$ 6,288
Elkhart circulation	92.0	28.8		165,193	113,398
Fulton NA on a	17.5	5.5		24,353	20,455
Kosciusko county basis	35.0	11.1		49,321	37,368
Lagrange	15.9	4.4		17,979	11,358
La Porte	85.6	25.5		136,184	91,403
Nable	26.8	8.1		36,499	31,142
Pulaski	13.3	3.9		17,987	13,528
St. Joseph	232.0	69.0		477,674	288,214
Storke	17.4	5.2		21,591	17,931
Steuben (25%)	4.7	1.4		6,427	5,750
Whitley	20.2	6.4		28,383	20,605
Michigan:					
Berrien	134.3	41.5		198,256	154,282
Bronch (50%)	16.7	4.9		19,664	15,954
Cass	32.4	10.2		39,312	24,613
St. Joseph	37.6	12.1		51,727	42,265
Von Buren	42.7	13.8		52,990	43,383
Total	152,850	830.9	253.9	\$1,353,518	\$937,937

SPOKANE, WASHINGTON

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Idaho:					
Benewah	770	5.6	1.6	\$ 7,283	\$ 5,553
Bonner	4,010	14.0	4.6	15,436	13,132
Boundary	1,190	5.8	1.6	6,285	6,576
Clearwater	1,090	8.0	2.3	11,776	5,990
Kootenai	5,840	25.3	7.9	34,394	26,095
Latah	3,190	21.3	6.1	32,472	19,388
Lewis	200	4.2	1.2	8,327	4,291
Nez Perce	2,090	23.7	7.5	39,266	41,579
Shoshone	3,760	23.2	6.9	38,884	24,000
Oregon:					
Umatilla	4,940	48.9	15.4	75,237	53,905
Union	950	18.0	5.9	24,762	20,798
Washington:					
Adams	1,150	7.8	2.5	18,470	12,185
Asotin	1,860	11.4	3.7	16,841	6,162
Benton	5,940	68.2	20.9	116,828	66,558
Chelan (75%)	3,700	30.2	9.9	47,968	48,460
Columbia	880	4.3	1.4	6,540	4,760
Douglas	990	12.1	3.7	18,827	8,898
Ferry	600	3.5	.9	4,342	2,060
Franklin	4,020	20.8	6.7	39,766	33,936
Garfield	550	3.2	.9	5,871	3,878
Grant	3,680	32.2	9.3	62,969	39,491
Kititas	1,670	21.8	6.6	33,159	23,399
Lincoln	3,060	10.5	3.3	24,794	15,527
Okanogan (75%)	1,070	22.4	6.8	29,567	18,682
Pend Oreille	1,680	7.9	2.5	10,149	6,161
Spokane	68,760	244.8	80.0	440,968	288,232
Stevens	3,480	18.2	5.6	19,983	13,891
Walla Walla	5,020	42.5	12.8	74,359	51,015
Whitman	4,140	31.0	9.0	60,963	32,791
Total	140,280	791.7	247.5	\$1,326,486	\$897,393

SPRINGFIELD, ILLINOIS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Illinois:					
Cass UHF	14.4	4.6		\$ 19,344	\$ 15,040
Christian circulation	39.3	12.7		60,478	45,518
Logan NA on a	32.4	8.7		42,879	30,359
Macon county basis	54.4	17.4		92,098	70,169
Macoupin	10.8	3.6		14,277	9,594
Mason	15.3	5.1		21,937	18,533
Menard	9.2	3.0		12,383	6,785
Montgomery	7.9	2.7		9,764	7,695
Morgan	35.6	10.0		46,323	41,770
Sangamon	138.6	45.0		235,349	178,677
Total	62,880	357.9	112.8	\$554,832	\$424,140

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
SPRINGFIELD, MISSOURI					
Arkansas:					
Boone	1,750	15.8	4.7	\$ 13,827	\$ 14,252
Carroll	1,010	12.5	4.0	10,221	7,945
Marion (25%)	50	1.9	.6	1,393	539
Missouri:					
Barry	3,120	21.8	6.7	18,196	19,610
Barton (75%)	1,500	12.4	4.3	12,254	9,753
Benton (25%)	270	8.7	2.6	7,348	7,851
Camden	1,130	7.7	2.5	5,949	6,528
Cedar	1,350	10.5	3.7	8,452	7,257
Christian	1,890	12.5	3.9	10,217	6,466
Dade	1,290	9.3	3.0	7,704	5,981
Dallas	1,420	10.3	3.2	7,623	7,568
Douglas	1,550	12.7	3.6	8,611	5,286
Greene	34,680	111.4	36.9	155,516	121,790
Hickory	560	5.3	1.8	3,720	2,794
Jasper	19,670	81.7	28.1	107,013	93,183
Laclede	3,150	20.1	6.1	18,166	18,192
Lawrence	4,000	23.7	7.8	23,804	14,459
McDonald (25%)	400	3.6	1.1	2,691	3,505
Newton	6,300	29.0	8.9	28,806	17,634
Ozark (75%)	970	6.6	1.8	4,127	3,325
Polk	2,120	16.1	5.2	14,374	12,279
Pulaski (50%)	1,060	5.3	1.7	4,551	7,391
St. Clair (75%)	940	7.6	2.6	6,480	4,526
Stone	1,490	9.7	2.8	6,897	4,895
Taney	1,840	10.3	3.0	8,470	6,959
Texas (50%)	570	9.6	3.0	7,077	4,561
Vernon (25%)	730	5.7	1.8	6,100	4,435
Webster	1,670	15.1	4.6	11,570	10,074
Wright	2,660	15.8	4.9	11,846	12,079
Total	99,150	512.7	164.9	\$533,003	\$441,117

STEUBENVILLE, OHIO

Ohio:					
Belmont	19,880	88.8	26.6	\$114,421	\$ 62,345
Carroll	5,550	20.0	5.7	24,004	13,138
Columbiana	26,190	105.2	31.8	158,787	106,591
Coshocton (50%)	2,460	16.2	5.1	23,372	15,037
Guernsey	7,820	39.0	11.6	43,291	31,759
Harrison	3,340	19.3	5.8	24,471	14,389
Jefferson	25,850	98.3	28.0	163,922	94,184
Monroe	2,400	15.4	4.5	13,367	7,341
Noble	1,950	11.7	3.5	11,475	7,986

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Tuscarawas	21,570	73.9	22.6	103,395	72,569
Washington (50%)	3,430	23.1	7.1	26,808	18,596
Pennsylvania:					
Beaver	47,940	181.7	50.9	310,225	176,440
Fayette (50%)	23,830	93.7	26.0	119,125	84,929
Greene	6,790	45.1	12.3	55,066	28,699
Lawrence (50%)	13,460	10.8	3.1	17,622	10,724
Washington	56,080	211.4	60.5	310,498	196,391
West Virginia:					
Brooke	6,680	26.0	7.1	39,186	15,738
Hancock	8,550	34.4	9.0	56,725	23,988
Marion	15,640	69.6	20.0	94,160	54,089
Marshall	5,880	34.1	9.3	41,559	20,944
Monongalia	10,420	60.3	16.1	83,138	47,807
Ohio	20,050	70.6	21.3	119,709	98,943
Tyler	1,330	9.3	2.7	8,987	4,389
Wetzel	2,210	18.4	4.9	18,470	13,351
Total	339,300	1,376.3	395.5	\$1,981,783	\$1,220,367

STOCKTON, CALIFORNIA

California:					
Alameda	246,880	847.6	286.8	\$1,669,443	\$1,046,983
Amador	1,650	9.2	2.9	12,800	7,264
Calaveras	2,040	10.6	3.5	14,966	7,069
Colusa	2,430	12.6	3.9	19,908	18,576
Contra Costa	77,870	363.3	106.1	637,837	297,878
Eldorado	3,130	18.3	6.6	24,630	17,508
Lake	1,810	13.3	4.7	16,404	12,944
Marin	27,710	107.0	32.9	216,784	99,560
Mariposa	650	5.6	1.7	8,904	3,559
Merced	17,000	79.8	23.5	114,715	85,594
Monterey (75%)	26,070	128.9	38.2	228,218	133,121
Napa	3,440	58.2	16.4	78,483	54,813
Nevada	3,600	20.5	7.2	28,734	20,560
Placer	10,230	49.0	14.8	68,062	51,601
Sacramento	89,980	355.6	111.4	661,117	418,092
San Benito (50%)	1,380	7.8	2.4	10,939	6,848
San Francisco	253,000	808.2	287.1	1,834,151	1,244,848
San Joaquin	54,840	233.8	70.5	372,855	253,624
San Mateo	90,640	330.3	105.0	761,595	300,046
Santa Clara	103,110	383.4	118.0	666,057	427,183
Santa Cruz	16,680	70.6	26.3	114,951	83,519
Solano	34,850	127.1	39.1	225,863	128,011
Sonoma	24,560	124.8	41.6	185,601	166,623
Stanislaus	26,130	147.7	45.6	207,617	187,631
Sutter	4,890	29.9	9.2	42,953	22,667

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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STOCKTON Continued

Tuolumne	2,670	12.8	4.5	20,159	13,200
Yolo	8,680	51.9	15.7	86,375	52,272
Yuba	5,370	32.7	10.0	44,390	47,670
Total	1,141,290	4,440.5	1,435.6	\$8,374,511	\$5,209,264

SYRACUSE, NEW YORK

New York:

Cayuga	20,340	72.0	21.3	\$100,335	\$ 76,498
Chenango	10,320	40.6	12.2	52,592	40,015
Cortland	9,260	38.7	11.6	50,904	47,553
Herkimer	17,140	62.2	19.2	82,450	62,828
Jefferson	17,260	86.6	26.4	118,306	103,813
Lewis	5,290	22.4	6.4	24,173	20,557
Madison	11,420	49.8	14.3	70,003	53,993
Oneida	64,700	232.4	67.9	344,935	257,892
Onondaga	106,120	370.7	110.3	628,333	440,778
Ontario	16,860	62.2	17.9	86,694	68,344
Oswego	21,980	80.4	23.5	99,315	73,886
Otsego	14,320	53.0	16.6	69,023	60,826
Schuyler	4,270	14.9	4.5	15,270	14,894
Seneca	6,700	27.7	7.2	31,506	22,218
Tioga	7,510	31.5	9.6	38,391	30,280
Tompkins	15,810	66.4	18.1	103,934	67,485
Wayne	17,010	58.3	17.9	73,307	60,171
Yates	5,220	18.3	5.7	24,105	24,116
Total	371,530	1,388.1	410.6	\$2,013,576	\$1,526,147

TAMPA-ST. PETERSBURG, FLORIDA

Florida:

Charlotte	800	4.8	1.6	\$ 4,716	\$ 3,765
Citrus	550	6.2	1.7	5,462	4,630
De Soto	600	10.7	2.7	9,218	6,773
Hardee	940	10.7	2.9	9,234	7,971
Hernando	810	7.2	2.0	6,662	5,486
Highlands	1,600	17.6	5.2	19,034	12,049
Hillsborough	68,960	296.5	87.1	360,644	304,384
Lake (50%)	3,940	21.9	6.4	22,898	16,039
Manatee	9,580	41.9	13.0	45,713	36,745
Orange (25%)	8,840	38.8	11.8	52,938	41,910
Osceola	2,290	12.8	4.3	12,289	10,172
Pasco	2,650	25.9	7.7	24,464	14,602
Pinellas	38,800	220.8	77.4	329,881	249,386
Polk	16,030	153.3	43.6	179,002	118,709
Sarasota	5,760	41.3	13.5	59,170	55,355
Sumter	1,230	12.0	3.2	10,037	5,975
Total	163,330	922.4	284.1	\$1,151,362	\$893,951

TEMPLE-WACO, TEXAS

Texas:

Bell	18,050	90.9	23.0	\$131,536	\$ 63,917
Bosque	1,530	10.5	3.3	10,650	8,762
Brazos	4,730	41.8	11.2	54,713	38,057
Burleson	1,660	11.6	3.3	9,554	7,545
Burnet (50%)	700	5.0	1.5	5,399	3,258
Coryell	2,970	15.2	4.6	15,615	9,114
Falls	4,150	24.3	6.9	21,232	21,278
Freestone	2,010	13.9	4.0	11,939	8,907
Hamilton	1,830	9.9	3.1	9,605	9,781
Hill	7,750	29.0	8.9	32,766	23,415
Lampasas	1,880	9.9	3.0	10,357	9,760
Lee	1,330	9.5	2.6	7,287	7,864
Leon	530	10.5	3.0	8,146	5,234
Limestone	3,210	22.0	6.3	18,649	14,525
McLennan	31,550	140.0	41.0	190,281	166,047
Milam	2,120	20.8	6.1	16,781	18,655
Navarro	6,630	36.3	11.0	39,115	31,602
Robertson	1,820	18.8	5.1	15,434	13,584
Williamson	7,790	37.5	10.8	38,169	33,442
Total	102,240	557.4	158.7	\$647,048	\$495,107

TERRE HAUTE, INDIANA

Illinois:

Clark	3,840	16.8	5.6	\$ 20,699	\$ 16,341
Coles	8,830	41.9	13.4	61,771	49,533
Crawford	3,850	21.2	7.3	28,061	20,652
Cumberland	3,020	10.1	3.2	10,212	5,026
Douglas	4,810	16.4	5.3	20,785	19,350
Edgar	4,650	23.8	7.8	30,802	25,266
Jasper	2,880	11.9	3.8	11,423	7,028
Richland	2,690	18.3	6.2	23,588	17,222
Vermilion	18,520	90.0	28.7	142,434	101,955

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
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Indiana:

Boone (20%)	1,410	6.4	2.1	10,297	7,691
Clay	4,060	23.8	7.9	33,126	18,252
Daviess	6,200	27.6	8.2	31,945	24,835
Fountain	3,940	18.3	6.0	24,185	17,265
Greene	6,830	27.3	9.1	31,685	21,497
Hendricks	8,060	27.5	8.3	44,943	16,867
Knox	12,270	44.2	13.9	61,071	49,455
Martin (50%)	1,070	5.7	1.7	5,798	3,076
Monroe	11,100	54.1	14.3	81,056	43,111
Montgomery	9,210	30.2	9.7	47,530	32,753
Morgan	7,540	26.1	8.0	30,354	21,992
Owen	2,400	12.2	3.7	12,266	7,503
Parke	3,370	15.3	4.8	17,991	11,681
Putnam	3,260	23.9	6.9	29,007	23,497
Sullivan	5,800	23.2	7.7	27,058	19,274
Tippecanoe (50%)	7,810	42.4	11.9	74,541	45,409
Vermillion	4,300	20.9	7.1	23,588	18,140
Vigo	35,310	109.7	35.8	181,417	127,968
Warren	2,050	8.8	2.7	12,439	4,497
Total	189,080	798.0	251.1	\$1,130,072	\$777,136

TEXARKANA, TEXAS-ARKANSAS

Texas:

Bowie	15,820	67.2	19.7	\$ 72,163	\$ 58,848
Camp	1,560	8.3	2.5	6,766	4,888
Cass	5,350	24.5	6.6	18,894	17,353
Delta (50%)	260	3.7	1.6	3,506	2,768
Franklin	660	5.2	1.6	4,125	3,254
Gregg	12,580	64.2	19.4	98,736	96,859
Harrison	6,040	46.8	12.6	44,669	35,151
Hopkins (25%)	600	5.3	1.6	5,277	3,514
Lamar (50%)	1,190	20.5	6.2	19,212	17,597
Marion	1,210	9.6	2.5	7,395	5,092
Morris	2,020	9.3	2.6	7,587	5,242
Panola (50%)	650	9.0	2.3	9,047	6,366
Red River	2,000	19.6	5.7	14,491	11,260
Titus	2,660	17.0	4.9	17,066	13,811
Upshur	2,500	19.2	5.2	16,120	11,813
Wood (25%)	600	4.8	1.4	4,733	4,311

Arkansas:

Clark	2,580	21.7	5.9	19,131	15,111
Columbia	3,200	27.6	7.6	26,860	17,095
Hempstead	2,010	22.2	6.4	18,608	14,549
Howard	2,070	11.5	3.2	8,033	6,787
Lafayette	1,350	12.7	3.3	9,809	6,187
Little River	1,920	10.7	2.9	8,666	4,756
Miller	9,500	35.4	10.2	36,325	36,830
Montgomery	150	6.0	1.6	4,213	1,468
Nevada	1,380	13.4	3.6	10,229	6,526
Ouachita	3,260	36.2	10.1	36,907	27,703
Pike	780	9.4	2.6	7,580	3,947
Polk	840	13.5	3.9	9,678	8,307
Sevier	1,120	11.2	3.2	9,253	6,394

Louisiana:

Bossier	7,000	44.9	12.5	58,795	26,603
Caddo	48,700	196.3	57.1	294,467	221,306
Claiborne	2,460	24.2	6.4	23,281	12,325
Webster	6,610	37.7	10.2	38,511	28,169

Oklahoma:

Choctaw	1,080	18.4	5.0	13,214	9,052
McCurtain	2,600	29.2	7.8	17,734	12,311
Pushmataha	670	10.8	3.0	6,714	5,202
Total	154,980	1,227.2	262.9	\$1,007,795	\$768,755

TOLEDO, OHIO

Indiana:

Dekalb	5,920	27.3	8.5	\$ 39,912	\$ 25,153
Steuben	3,160	18.8	5.7	25,707	23,001

Michigan:

Hillsdale	7,020	37.7	11.6	41,814	31,086
Jackson (50%)	16,430	59.3	17.4	92,037	69,012
Leelanau	690	8.9	2.5	9,437	5,042
Monroe	23,500	86.9	24.7	128,614	79,506
Washtenaw (50%)	16,310	75.8	20.2	126,375	80,610

Ohio:

Allen (50%)	10,690	47.9	14.5	78,539	55,619
Crawford	10,520	40.9	12.8	61,996	48,418
Defiance	7,340	27.6	8.3	42,246	34,919
Erie	17,460	56.8	17.4	95,647	66,890
Fulton	7,300	27.2	8.1	36,129	35,608

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
TOLEDO Continued					
Hancock	13,460	47.0	15.3	73,767	54,275
Henry	5,620	22.9	7.0	31,145	25,201
Huron	10,790	42.4	12.7	62,695	48,804
Lucas	122,480	423.4	129.1	886,076	551,358
Ottawa	7,660	32.0	9.6	56,062	34,838
Putnam	6,600	26.7	7.5	34,920	23,707
Sandusky	12,190	48.0	15.7	75,359	54,904
Seneca	15,980	56.7	16.7	84,030	57,216
Williams	8,220	27.7	8.8	39,787	32,194
Wood	17,580	63.5	18.3	100,579	57,977
Wyandot	6,090	21.1	6.3	28,636	18,273
Total	353,010	1,326.5	398.7	\$2,250,609	\$1,513,611

TOPEKA, KANSAS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Kansas:					
Anderson	1,150	10.3	3.3	\$ 11,092	\$ 7,508
Atchison	4,840	21.5	6.6	29,288	18,431
Brown	3,780	15.2	5.2	18,476	14,103
Chase	960	4.9	1.6	6,399	2,992
Coffey	1,160	9.9	3.0	11,186	7,351
Doniphan	2,190	10.9	3.3	11,760	4,558
Douglas	7,040	39.9	11.5	59,880	37,957
Franklin	4,040	20.0	6.5	24,137	19,715
Geary	2,210	21.6	7.0	34,409	19,203
Jackson	2,660	10.7	3.5	10,878	8,316
Jefferson	2,190	11.3	3.6	11,977	7,130
Johnson	28,270	98.3	31.2	209,047	60,762
Leavenworth	9,530	39.7	10.9	55,708	31,230
Linn	2,430	9.4	3.3	9,145	5,287
Lyon	3,850	24.7	7.9	35,092	28,688
Marshall	2,080	17.6	5.9	21,312	14,691
Miami	4,430	20.2	6.1	21,908	15,074
Morris	920	8.1	2.5	10,097	6,109
Nemaha	1,500	13.9	4.2	15,552	9,825
Osage	2,800	13.0	4.3	14,714	7,242
Pottawatomie	1,230	11.9	3.6	13,800	9,905

	VHF Sets	Population (thousands)	Families (thousands)	000) EBI (add	(add 000) Retail Sales
Riley	2,930	37.0	9.1	56,653	30,910
Shawnee	31,600	121.8	39.7	205,738	141,459
Wabunsee	890	7.1	2.3	7,536	4,129
Total	124,680	598.9	186.1	\$905,784	\$512,575

TRAVERSE CITY, MICHIGAN

Michigan:

Antrim	2,050	11.0	3.4	\$ 9,099	\$ 8,513
Benzie	1,050	8.2	2.5	7,610	8,490
Charlevoix	1,320	13.8	3.9	12,303	12,102
Clare (50%)	1,290	5.7	1.7	6,165	5,295
Crawford	760	4.2	1.3	3,694	5,138
Grand Traverse	4,150	31.1	8.3	35,819	40,952
Kalkaska	730	4.4	1.4	3,438	3,253
Lake	480	5.3	1.8	4,304	3,749
Leelanau	690	8.9	2.5	9,437	5,042
Manistee	2,500	20.2	6.2	21,882	16,036
Missaukee	800	7.7	2.1	6,847	5,689
Osceola	3,850	14.7	4.1	12,678	11,420
Otsego	1,620	6.5	1.7	5,642	7,232
Roscommon (50%)	630	7.3	2.4	8,288	10,284
Wexford	3,450	19.5	5.8	22,124	18,534
Total	25,370	168.5	49.1	\$169,330	\$161,729

TUCSON, ARIZONA

Arizona:

Cochise	980	35.8	1.0	\$ 49,891	\$ 36,055
Pima	35,830	210.5	60.4	320,937	210,857
Pinal (25%)	2,620	14.3	3.6	15,497	12,052
Santa Cruz	670	10.2	2.6	13,485	14,699
Total	40,100	270.8	77.1	\$399,810	\$273,663

TULSA, OKLAHOMA

Arkansas:

Benton	3,870	37.7	11.7	\$ 35,085	\$ 34,402
Washington	5,940	53.2	15.6	59,536	51,807

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (odd 000)
TULSA Continued					
Kansas:					
Chautauqua	760	6.9	2.3	6,850	5,760
Cherokee (33%)	1,300	8.3	2.7	9,339	5,007
Cowley	6,900	37.7	12.3	49,692	44,260
Elk	930	6.0	2.0	6,304	3,964
Labette	3,670	31.7	10.4	36,988	32,087
Montgomery	7,860	48.0	16.6	65,516	56,404
Wilson (25%)	550	3.7	1.2	3,786	2,789
Missouri:					
McDonald (33%)	530	4.8	1.4	3,552	4,626
Oklahoma:					
Adair	1,610	14.7	3.8	8,115	5,243
Cherokee	2,090	18.2	4.7	11,899	8,673
Craig	4,070	17.9	4.6	13,190	11,265
Creek	10,620	40.4	12.3	44,574	32,582
Delaware	2,180	14.0	3.9	9,513	4,287
Garfield (33%)	4,590	18.8	5.8	28,127	21,577
Grant (33%)	570	2.5	0.7	3,660	1,709
Haskell	990	6.3	1.6	4,382	2,765
Hughes	2,720	18.7	5.4	15,856	12,361
Kay	11,820	50.8	16.2	75,356	53,040
Lincoln	4,210	20.5	6.2	18,687	16,797
Logan	4,580	21.7	6.7	24,938	14,483
McIntosh	2,520	16.3	4.2	9,755	8,181
Mayes	4,540	18.9	5.4	14,766	13,327
Muskogee	17,640	66.4	19.6	74,696	46,622
Noble	3,110	11.6	3.6	13,408	10,628
Nowata	3,020	12.2	3.7	11,949	9,116
Okfuskee	2,590	15.3	4.2	11,436	8,086
Okmulgee	8,140	43.1	12.8	46,145	32,188
Osage	8,050	31.6	9.6	36,582	20,614
Ottawa	7,790	30.9	9.6	35,490	24,601
Pawnee	3,160	12.8	3.9	12,632	7,877
Payne	8,600	48.8	13.8	63,140	39,810
Pittsburg	6,450	39.1	11.1	34,290	34,376
Pottawatomie	7,130	42.8	12.8	45,593	39,485
Rogers	4,600	19.6	5.6	19,265	12,706
Seminole	6,250	36.6	10.3	40,375	28,956
Sequoyah	1,650	18.8	4.8	11,541	6,379
Tulsa	82,710	278.4	88.4	497,964	356,893
Wagoner	3,310	15.6	4.2	11,332	7,954
Washington	9,330	34.5	10.9	66,196	38,708
Total	273,950	1,275.8	386.6	\$1,591,500	\$1,172,395

TYLER, TEXAS

Texas:					
Anderson	2,750	29.6	8.5	\$ 32,287	\$ 21,764
Camp	1,560	8.3	2.5	6,766	4,888
Cherokee	3,200	36.2	9.6	32,198	25,945
Franklin	660	5.2	1.6	4,125	3,254
Freestone (50%)	1,000	7.0	2.0	5,970	4,454
Gregg	12,580	64.2	19.4	98,736	96,859
Harrison (50%)	3,020	23.4	6.3	22,335	17,576
Henderson	1,930	20.7	6.0	18,569	15,962
Hopkins	2,410	21.1	6.4	21,109	14,055
Houston	1,790	20.5	5.8	16,484	13,307
Marion (50%)	600	4.8	1.3	3,698	2,546
Morris (50%)	1,010	4.7	1.3	3,794	2,621
Nacogdoches (50%)	1,170	14.3	3.9	13,494	10,674
Navarro (50%)	3,320	18.2	5.5	19,558	15,801
Panola (50%)	650	9.0	2.3	9,047	6,366
Rains	240	3.3	0.9	2,702	1,454
Rusk	4,710	38.9	11.0	42,608	29,106
Smith	11,090	76.4	22.1	99,301	80,478
Titus	2,660	17.0	4.9	17,066	13,811
Upshur	2,500	19.2	5.2	16,120	11,813

	VHF Sets	Population (thousands)	Families (thousands)	EBI (odd 000)	Retail Sales (odd 000)
Van Zandt	4,890	19.6	5.9	19,115	12,828
Wood	2,380	19.0	5.6	18,930	17,244
Total	66,120	480.6	138.0	\$524,012	\$422,806

UTICA-ROME, NEW YORK

New York:					
Chenango	10,320	40.6	12.2	\$ 52,592	\$ 40,015
Cortland	9,260	38.7	11.6	50,904	47,553
Delaware	9,080	45.7	13.7	55,748	51,953
Fulton	13,590	52.4	17.4	75,919	57,662
Hamilton	1,280	4.1	1.3	4,675	4,084
Herkimer	17,140	62.2	19.2	82,450	62,828
Jefferson	17,260	86.6	26.4	118,306	103,813
Lewis	5,290	22.4	6.4	24,173	20,557
Madison	11,420	49.8	14.3	70,003	53,993
Montgomery	15,350	60.6	18.9	100,537	71,689
Oneida	64,700	232.4	67.9	344,935	257,892
Otsego	14,320	53.0	16.6	69,023	60,826
Schoharie	6,320	23.8	7.1	29,823	25,414
Total	195,330	772.3	233.0	\$1,079,088	\$858,279

VALLEY CITY, NORTH DAKOTA

North Dakota:					
Barnes	4,080	15.8	4.4	\$ 18,482	\$ 17,088
Benson	500	9.3	2.4	9,615	5,589
Cass	13,300	63.0	17.8	112,453	91,113
Cavalier	300	10.5	2.7	12,371	8,877
Dickey	940	8.9	2.5	9,558	9,062
Eddy	410	4.9	1.2	5,497	5,521
Foster	810	5.2	1.5	5,370	7,130
Grand Forks	5,320	42.4	11.6	70,199	58,274
Griggs	1,060	4.9	1.3	5,944	4,734
Kidder	630	6.1	1.5	6,271	3,863
La Moure	1,150	8.6	2.4	7,450	9,333
Logan	350	5.8	1.3	4,512	4,129
McIntosh	620	7.0	1.7	6,205	7,440
Nelson	800	7.2	1.8	8,925	8,170
Pembina	460	13.4	3.5	20,242	13,355
Ramsey	960	13.3	3.5	19,910	19,704
Ransom	1,420	8.0	2.3	9,025	8,620
Richland	2,950	18.8	5.2	27,903	20,400
Sargent	520	7.2	1.8	7,275	4,433
Steele	820	4.6	1.2	7,485	3,930
Stutsman	2,770	26.1	6.5	33,970	28,311
Towner	130	5.4	1.4	6,561	6,004
Traill	1,980	10.8	2.9	15,778	11,633
Walsh	1,030	19.8	4.6	26,955	21,017
Wells	830	9.9	2.6	11,293	9,554

Minnesota:					
Becker	2,080	24.3	6.6	23,871	18,633
Clay	7,920	35.5	9.3	50,388	45,627
Kittson	250	9.1	2.5	10,780	8,108
Mahnomen	380	6.7	1.5	5,115	4,683
Marshall	790	15.5	4.1	13,901	12,208
Norman	3,270	12.5	3.4	12,709	10,771
Otter Tail	5,190	50.7	13.6	50,763	42,880
Pennington	1,350	13.1	3.6	15,083	18,165
Polk	3,390	35.7	9.9	43,217	35,426
Red Lake	540	6.8	1.6	5,603	5,981
Wilkin	1,300	10.4	2.7	12,656	10,703
South Dakota:					
Brown	1,840	33.9	10.2	52,841	52,178
Day	360	11.7	3.3	13,206	11,249
Marshall	810	7.3	2.1	8,897	6,661
Roberts	1,090	14.1	3.7	14,938	10,783
Total	74,730	624.2	167.7	\$803,217	\$681,340

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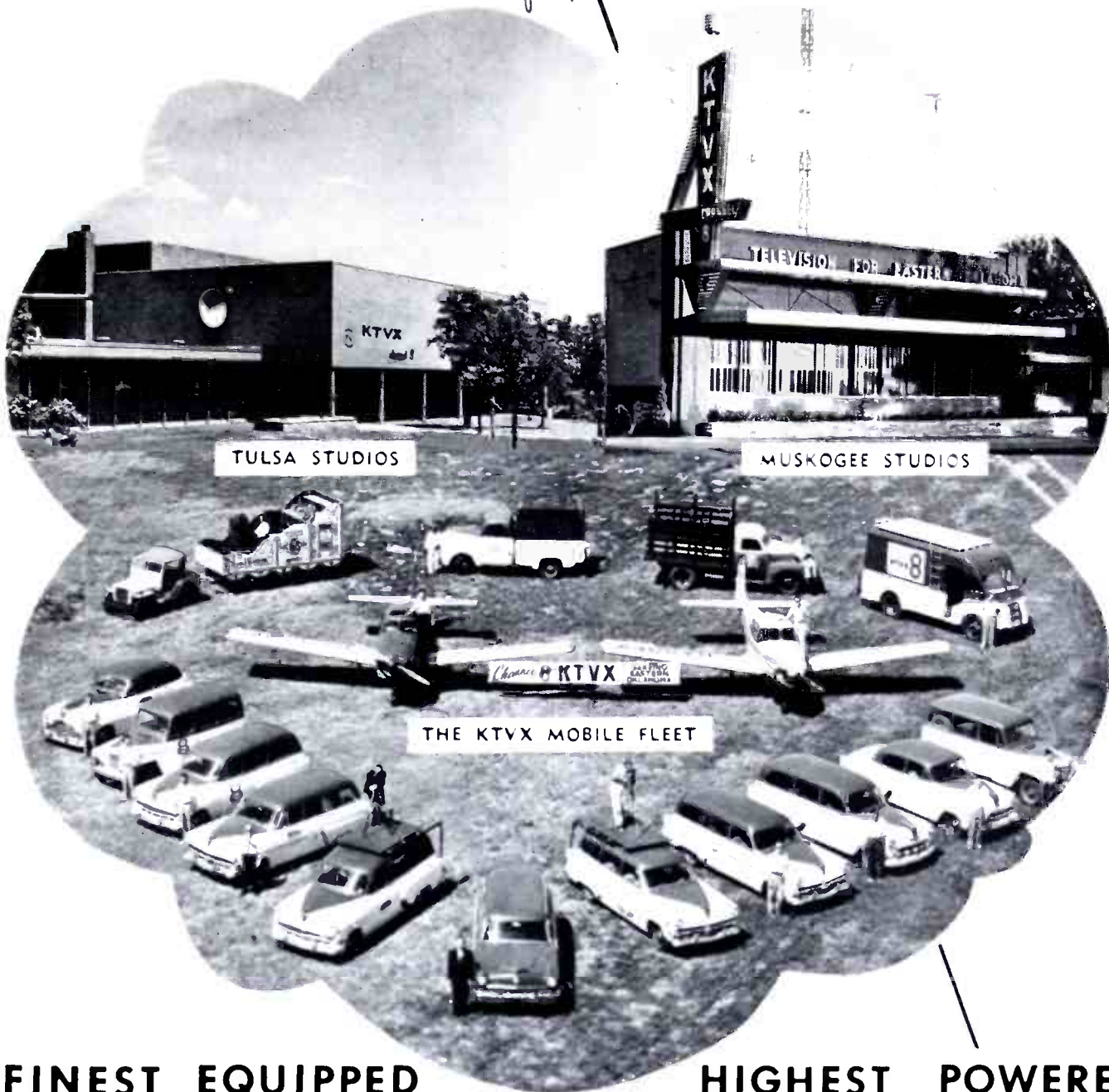
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Channel



KTVX



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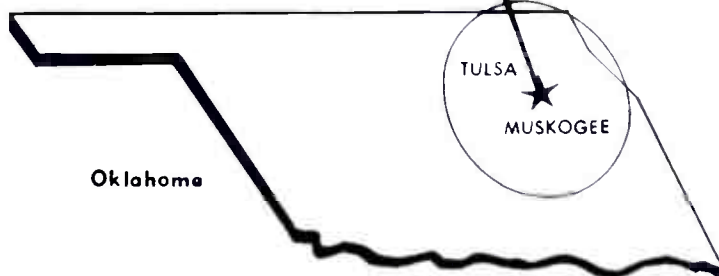
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NBC AFFILIATE

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TEMPLE, TEXAS

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Between Temple and Waco

WACO OFFICE:
506-7 Professional Bldg.
TWX: Eddy No. 8486

	VHF Sales	Population (thousands)	Percentage (thousands)	1955 Total (thousands)	1954 Total (thousands)
WACO-TEMPLE, TEXAS See Temple-Waco					
WASHINGTON, D. C.					
Dist. of Columbia	238,000	471.0	250.0	11,830,532	11,301,435
Maryland:					
Anne Arundel	32,670	140.7	33.1	186,482	91,624
Calvert	2,730	12.4	2.2	10,467	7,022
Charles	4,650	38.8	6.1	25,071	23,170
Dorchester	6,580	28.8	8.2	24,971	20,156
Frederick	15,440	69.7	18.6	78,337	53,482
Harford	5,080	27.4	6.9	30,980	16,250
Montgomery	57,250	207.9	58.1	477,604	236,276
Prince Georges	68,160	258.2	68.4	459,713	154,120
St. Marys	6,970	39.5	8.4	43,214	23,405
Talbot	5,990	20.3	6.1	21,288	33,110
Virginia:					
Arlington	69,980	327.6	70.3	668,897	254,129
Caroline	1,880	12.4	2.7	9,119	6,068
Clarke	1,110	7.4	1.8	7,179	4,341
Culpeper	2,940	13.8	3.3	11,307	13,667
Fairfax	32,200	130.6	31.3	248,649	42,431
Fauquier	4,440	22.1	5.7	19,665	18,421
Frederick	6,380	33.7	9.3	37,779	41,277
King George	1,270	7.2	1.8	7,828	2,171
Loudoun	4,080	21.9	5.2	20,671	16,796
Madison	990	8.6	2.1	5,088	2,412
Orange	1,430	13.2	3.7	12,362	11,623
Page	1,700	15.6	3.9	12,659	9,100
Prince William	4,620	24.0	5.3	31,774	16,726
Rappahannock	820	6.0	1.4	3,124	1,461
Shenandoah	2,980	21.7	5.7	17,917	15,757
Spotsylvania	5,610	25.6	6.3	32,497	33,683
Stafford	2,260	13.1	3.2	12,393	3,389
Warren	2,830	16.9	4.4	20,489	13,713
Westmoreland	2,250	10.9	2.8	8,373	7,607
West Virginia:					
Berkeley	6,630	29.3	8.3	36,847	24,538
Jefferson	3,590	16.7	4.4	16,782	12,502
Total	603,070	2,391.0	658.7	\$4,472,001	\$3,596,096

WATERBURY, CONNECTICUT

Hartford (50%)	UMF	302.1	87.8	\$642,414	\$395,816
Litchfield	circulation	107.5	32.4	185,036	119,739
Middlesex (25%)	NA on a	18.5	5.2	31,166	22,153
New Haven (50%)	county basis	295.6	87.1	558,864	338,638
Total		195,240	723.7	\$1,417,480	\$876,346

WATERLOO, IOWA

Iowa:					
Allamakee	2,360	15.8	4.5	\$ 15,893	\$ 16,685
Benton	6,460	22.2	7.0	29,309	22,612
Black Hawk	29,750	109.3	33.3	190,895	133,316
Bremer	4,170	18.8	5.6	23,301	21,930
Buchanan	5,610	21.7	5.9	23,196	17,848
Butler	3,370	17.2	5.3	20,808	18,890
Cedar	5,130	18.1	5.3	26,042	19,040
Cerro Gordo (50%)	6,030	23.2	7.3	38,007	35,968
Chickasaw	2,160	14.9	4.3	17,915	16,835
Clayton	3,640	21.3	6.5	25,865	20,183
Delaware	4,750	17.4	5.0	22,364	13,915
Dubuque	16,290	75.0	20.1	116,280	92,220
Fayette	4,480	27.4	8.1	36,661	23,967
Floyd	2,720	22.2	6.8	32,918	21,366
Franklin	4,320	16.1	5.0	25,423	16,323
Grundy	3,120	13.4	4.2	19,333	13,339
Hardin	6,830	21.9	7.3	33,598	30,735
Haward	1,490	13.3	3.8	14,666	13,437
Iowa	3,800	15.2	4.7	21,012	17,246
Jackson (50%)	2,620	9.2	2.8	10,811	9,544
Jasper (50%)	3,900	16.0	5.0	24,223	17,005
Johnson	8,490	48.4	12.8	75,965	47,904
Jones	4,750	19.0	5.6	23,417	21,990
Keokuk (50%)	1,960	8.3	2.7	9,281	8,462
Linn	33,820	110.5	35.4	192,525	165,963
Mahaska (10%)	470	2.4	0.8	3,180	2,677
Marshall	8,120	35.4	11.0	56,307	45,872
Mitchell (50%)	1,050	6.9	2.0	8,048	8,348
Poweshiek	3,310	19.3	5.6	25,264	20,070
Tama	6,000	21.2	6.8	27,669	23,675

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Washington (50%)	1,730	9.6	3.1	13,723	12,382
Winneshiek	2,340	21.2	6.1	24,725	18,345
Wisconsin:					
Crawford	1,620	17.9	4.9	18,160	13,922
Grant	5,490	42.7	12.3	52,769	46,413
Total	202,150	892.4	269.9	\$1,299,553	\$1,028,427

WAUSAU, WISCONSIN

Wisconsin:					
Adams (50%)	270	4.0	1.3	\$ 4,168	\$ 2,566
Clark	2,840	32.2	9.0	32,437	31,516
Forest	950	8.8	2.3	8,449	6,607
Juneau (50%)	810	9.5	2.7	10,601	9,268
Langlade	4,390	21.8	6.0	25,464	25,037
Lincoln	2,950	22.4	6.5	26,421	24,886
Marathon	12,610	83.2	22.7	110,480	86,757
Oneida	2,060	21.4	6.4	27,500	26,593
Portage	5,570	35.1	9.2	47,006	31,499
Price	990	15.7	4.6	15,838	14,915
Shawano	5,610	35.5	9.6	39,750	28,737
Taylor	1,640	18.0	4.7	17,053	13,833
Waupaca	7,290	35.7	10.5	42,339	45,813
Wausara (50%)	740	13.9	4.2	12,249	13,624
Wood	8,260	53.9	14.9	76,190	58,901
Total	56,980	411.1	114.6	\$495,945	\$420,552

WEST PALM BEACH, FLORIDA

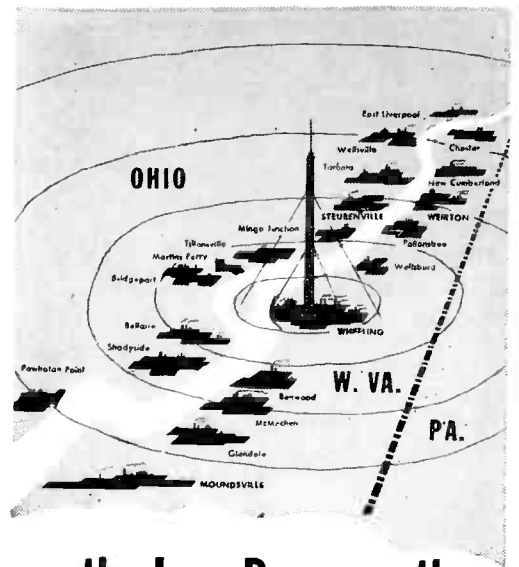
Florida:					
Broward	42,870	148.3	45.9	\$218,394	\$186,565
Glades	120	2.4	.6	2,200	1,359
Hendry	880	6.7	1.8	8,227	6,835
Highlands	1,600	17.6	5.2	19,034	12,049
Indian River	1,650	15.0	4.4	16,030	13,065
Martin	1,360	8.9	2.8	8,875	7,452
Okeechobee	600	3.8	1.0	3,179	2,769
Palm Beach	30,150	145.3	46.0	199,131	187,913
St. Lucie	3,430	30.8	8.5	36,493	28,796
Total	82,660	378.8	116.2	\$511,563	\$446,803

WHEELING, WEST VIRGINIA

Ohio:					
Belmont	19,880	88.8	26.6	\$114,421	\$ 62,345
Carroll	5,550	20.0	5.7	24,004	13,138
Columbiana	26,190	105.2	31.8	158,787	106,591
Coshocton (50%)	2,460	16.2	5.1	23,372	15,037
Guernsey	7,820	39.0	11.6	43,291	31,759
Harrison	3,340	19.3	5.8	24,471	14,389
Jefferson	25,850	98.3	28.0	163,922	94,184
Monroe	2,400	15.4	4.5	13,367	7,341
Noble	1,950	11.7	3.5	11,475	7,986
Tuscarawas	21,570	73.9	22.6	103,395	72,569
Washington (50%)	3,430	23.1	7.1	26,808	18,596
Pennsylvania:					
Beaver (25%)	11,990	45.4	12.7	77,556	44,110
Fayette (50%)	23,830	93.7	26.0	119,125	84,929
Greene	6,790	45.1	12.3	55,066	28,699
Washington	56,080	211.4	60.5	310,498	196,391
West Virginia:					
Brooke	6,680	26.0	7.1	39,186	15,738
Doddridge	680	8.3	2.1	6,811	3,369
Hancock	8,550	34.4	9.0	56,725	23,988
Harrison	8,970	81.7	23.1	114,307	78,448
Marion	15,640	69.6	20.0	94,160	54,089
Marshall	5,880	34.1	9.3	41,559	20,944
Monongalia	10,420	60.3	16.1	83,138	47,807
Ohio	20,050	70.6	21.3	119,709	98,943
Pleasants	1,000	5.9	1.6	5,199	4,383
Ritchie	1,300	11.2	3.1	10,500	5,484
Tyler	1,330	9.3	2.7	8,987	4,389
Wetzel	2,210	18.4	4.9	18,470	13,351
Total	301,840	1,336.3	384.1	\$1,868,309	\$1,168,997

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...the Low-Down on the UPPER OHIO VALLEY!

Wheels are whirring in the Wheeling-Steubenville market—aptly called "the rich Ruhr Valley of America." This is a major market with an abundance of natural resources and fuel; a plentiful supply of manpower has attracted and continues to attract more big industry.

The industry is diversified, including steel, steel fabricating, chemicals, pottery, glassware, paint, toys, tobacco and textiles.

Smart advertisers have learned the best medium to reach this rich market effectively and at the lowest cost per thousand is WTRF-TV, Wheeling, West Va. Within its coverage area there are 397,000 families consisting of 1,399,800 people, owning 304,778 television sets. The combined annual spendable income of this market is \$1,980,105,000 or an average of \$5,631 per household, \$357 more than the national average.

WTRF-TV operates with 316,000 watts on channel 7, broadcasting 120 hours of programming a week including top NBC and ABC shows, supplemented by local originations of widespread interest. Every Telepulse survey made in the Wheeling-Steubenville area has given WTRF-TV a sweeping majority, the latest indicating that 63.5% of the tuned in audience between 12 noon and midnight dialed channel 7.

When planning any television campaign intended to penetrate the major markets of America, remember the "Ruhr Valley of America" and the best medium to reach it—WTRF-TV. For availabilities call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

WTRF-TV

Channel **7** 316,000 Watts

WHEELING, W. VA.

Equipped for network color

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
WICHITA-HUTCHINSON, KANSAS See Hutchinson-Wichita					
WICHITA FALLS, TEXAS					
Oklahoma:					
Carter	6,410	39.8	12.4	\$ 48,948	\$ 40,262
Comanche	16,200	65.6	18.2	87,086	62,967
Cotton	1,800	9.6	2.7	9,282	6,898
Harmon	830	7.5	2.2	10,931	4,737
Jackson	3,030	19.8	6.2	22,956	17,248
Jefferson	1,700	10.0	2.9	10,049	6,979
Love	590	7.2	1.8	4,780	3,258
Stephens	8,010	38.5	11.7	50,095	42,220
Tillman	3,310	16.4	4.9	17,811	15,088
Texas:					
Archer	1,110	6.7	1.9	8,759	3,514
Baylor	1,290	6.7	2.2	7,604	7,555
Childress	1,530	12.2	3.6	17,360	15,436
Clay	2,120	8.7	2.7	10,372	5,922
Cottle	630	5.6	1.5	8,748	6,308
Foard	440	4.0	1.1	5,067	3,800
Hardeman	1,960	10.0	3.1	13,407	8,858
Haskell	2,600	13.4	3.7	16,368	9,751
Jack	1,890	6.9	2.2	9,069	6,032
Knox	1,590	10.0	2.7	13,477	8,273
Montague	4,320	15.8	4.9	18,501	15,432
Stephens	1,200	9.9	3.1	14,995	13,026
Throckmorton	700	3.5	0.9	4,638	2,783
Wichita	31,470	122.5	32.7	205,822	130,843
Wilbarger	3,780	20.5	5.9	29,261	23,456
Young	2,670	15.8	4.9	23,943	19,081
Total	101,180	486.6	140.1	\$669,329	\$479,727

WILMINGTON, DELAWARE

Delaware					
Kent	12,540	43.6	12.9	\$ 53,599	\$ 64,638
New Castle	68,330	251.9	71.8	517,976	321,655
Maryland					
Cecil	8,820	38.3	9.7	40,697	38,676
New Jersey:					
Gloucester (33%)	10,300	34.4	10.3	55,524	25,179
Salem	15,680	54.3	16.3	87,156	49,871

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Pennsylvania:					
Chester (33%)	14,160	54.9	14.4	92,299	51,848
Delaware (50%)	63,840	230.0	65.4	479,139	198,851
Total	193,670	707.4	200.8	\$1,326,390	\$750,718

WILMINGTON, NORTH CAROLINA

North Carolina:					
Bladen	1,480	30.4	6.7	\$ 18,804	\$ 13,755
Brunswick	700	20.3	4.5	12,303	4,972
Carteret	2,770	25.8	6.5	25,539	14,551
Columbus	3,550	52.6	12.0	38,319	32,132
Craven (50%)	6,570	28.2	6.6	30,580	17,917
Cumberland	8,700	116.7	23.9	153,892	81,697
Duplin	4,420	41.6	9.7	24,553	18,616
Jones	700	10.9	2.5	6,746	2,413
New Hanover	11,930	70.9	19.8	81,604	73,766
Onslow	5,650	53.2	10.3	64,107	29,993
Pender	1,070	18.8	4.3	11,022	5,428
Robeson	10,480	92.8	20.0	66,570	52,653
Sampson	4,140	51.0	11.6	30,112	21,648
South Carolina:					
Dillon	4,680	31.0	6.7	21,568	16,153
Horry	3,490	63.2	14.0	50,953	37,606
Marion	5,490	34.3	7.7	24,635	20,870
Total	75,820	741.7	166.8	\$661,307	\$444,170

WINSTON-SALEM, NORTH CAROLINA

North Carolina:					
Alamance	19,280	77.4	20.1	\$102,344	\$ 59,899
Alexander	2,840	14.9	3.5	10,544	6,104
Allegheny	1,250	8.0	2.1	5,311	4,240
Cabarrus	14,620	66.0	17.2	81,507	50,593
Caswell (50%)	1,260	10.5	2.2	6,611	1,756
Davidson	13,810	66.4	17.4	72,004	50,008
Davie	3,160	15.7	3.9	15,140	6,205
Forsyth	36,370	162.4	44.3	230,014	132,390
Guilford	42,150	210.3	55.3	312,556	251,503
Iredell	9,770	58.3	15.0	58,075	39,724

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WICHITA'S ONLY VHF

WITH THE ONLY VHF CITY GRADE SIGNAL OVER ALL OF WICHITA

KAKE-TV

**LOCAL PROGRAMS RATE HIGHEST
IN WICHITA***

* American Research Bureau, June 1955

WESTERN . . .

4:00 - 5:15 P. M.
MON. thru FRI.

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

NEWS

10:00-10:15 P. M.
SUN. thru SAT.

KAKE-TV 23.7
STATION "A" 7.1
STATION "B" 7.7

WEATHER . . .

10:15-10:20 P. M.
SUN. thru SAT.

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

SPORTS

10:20-10:30 P. M.
SUN. thru SAT.

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

LATE MOVIE

10:30-12:00 P. M.
SUN. thru SAT.

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

PLUS:

HIGH-RATED FILM and NETWORK PROGRAMS

OZARK JUBILEE	33.7	WATERFRONT	30.8	DOLLAR-A-SECOND	25.0
RIN-TIN-TIN	33.3	DISNEYLAND	30.0	TV READER'S DIGEST	24.8
WED. NIGHT FIGHTS	31.2	I LED THREE LIVES	28.5	OZZIE AND HARRIET	23.7

PLUS:

HIGHEST SET COUNT—222,060*

A bonus of 35,120 sets over the nearest VHF city (44 miles from Wichita), plus Kansas' greatest power and highest tower... MOST COMPLETE STUDIOS IN THE MIDWEST.

* Television Magazine, June 1955

KAKE-TV
Channel **10**



WICHITA
LARGEST CITY IN KANSAS

ABC

REPRESENTED NATIONALLY
BY THE
**KATZ AGENCY
INC.**

1500 N. WEST STREET WICHITA, KANSAS Whitehall 3-4221

Add the Extras!

\$300.

per WEEK for 13 WEEKS
(package of 12 per week)

Buys.

156

CLASS A One Minute - or
20s. ann'nc'm'nts, R.O.S.

Plus

26

Newspaper Ads

...at no extra cost!

Plus

2700

Direct Mail Pieces

...at no extra cost!

Plus

26

Taxiposters (1 Month)

...at no extra cost!

Plus

**IN-STORE
and LOBBY
DISPLAYS**

...at no extra cost!

THE *Plus* STATION of
Central New England

WWOR-TV

CHANNEL 14 Worcester, Mass.

REPRESENTED BY
Paul H. Raymer Co.

ABC — DUMONT

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
WINSTON-SALEM Continued					
Montgomery	3,070	17.8	4.3	14,041	12,059
Randolph	9,110	53.4	13.9	55,817	36,563
Rockingham	11,870	68.0	17.5	74,039	40,353
Rowan	15,130	78.5	21.1	98,851	53,013
Stanly	9,540	39.4	10.6	41,865	26,052
Stokes	3,330	20.8	4.9	16,739	5,741
Surry	8,640	47.6	11.8	46,746	31,941
Wilkes	5,720	46.4	11.0	31,246	30,043
Yadkin	5,320	22.9	5.6	17,780	7,758
Virginia:					
Carroll	2,660	28.2	6.9	18,037	7,475
Henry	9,100	53.0	12.7	58,868	41,909
Patrick	1,000	16.0	3.7	10,640	4,814
Pittsylvania	14,010	109.8	27.2	116,969	90,229
Total	243,010	1,291.7	332.2	\$1,495,744.	\$990,372

WORCESTER, MASSACHUSETTS

Connecticut:					
Windham	UHF	67.1	20.2	\$105,518	\$ 82,747
Massachusetts:					
Bristol	NA on a	39.9	12.1	56,529	38,944
Franklin	county basis	13.8	4.3	19,751	14,789
Hampshire		30.8	8.1	45,794	24,100
Middlesex		281.7	79.5	498,552	237,242
Worcester		474.1	166.8	889,498	608,509
New Hampshire:					
Hillsborough		40.4	12.1	61,175	44,447
Total		†96,880	1,047.8	303.1	\$1,676,817

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**Up to a mountain top in
September**

KING OF A NEW FRONTIER

In September WSJS-TV, Winston-Salem, N. C., goes to maximum power — creating one of the South's biggest TV markets. And with North Carolina's rich Golden Triangle of Winston-Salem, Greensboro, and High Point as the core!



MAXIMUM POWER — 316,000 watts!

MAXIMUM HEIGHT — 2,000 feet above average terrain.

COVERAGE — 91 counties, in four states.

TV HOMES — 612,343 sets.

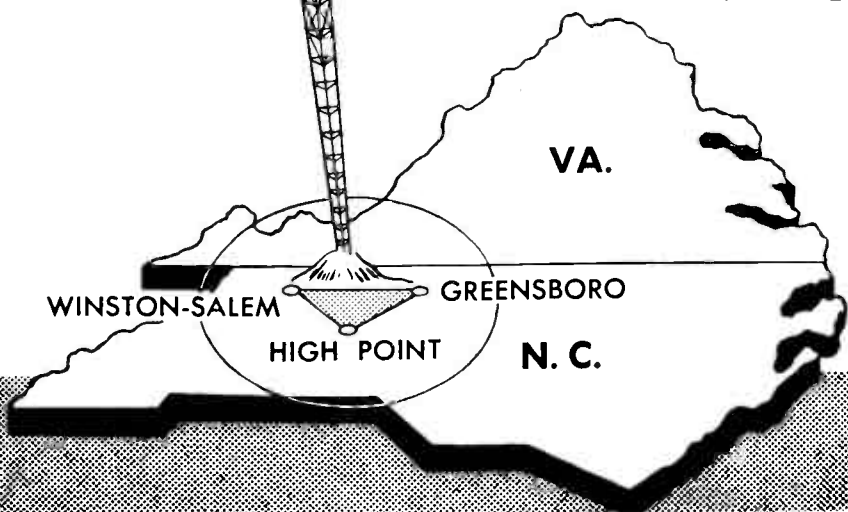
3,943,000 people.

\$4,350,000,000 buying power.

WSJS-TV

WINSTON-SALEM, N. C.

CHANNEL 12



for

**WINSTON-SALEM
GREENSBORO
HIGH POINT**

HEADLEY-REED, REP.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
YAKIMA, WASHINGTON*					
Oregon:					
Morrow	UHF	5.0	1.4	\$ 8,260	\$ 5,586
Umatilla	NA on a	48.9	15.4	75,237	53,905
Washington:					
circulation					
Benton	county basis	68.2	20.9	116,828	66,558
Franklin		20.8	6.7	39,766	33,936
Walla Walla		42.5	12.8	74,359	51,015
Yakima		144.7	44.6	196,868	155,642
Total		41,230	330.1	\$511,318	\$366,642
* KIMA-TV, Yakima also covers Pasco, Wash., with its satellite KEPR-TV.					
YORK, PENNSYLVANIA					
Pennsylvania:					
Adams	UHF	22.9	6.4	\$ 27,987	\$ 21,691
Cumberland	circulation	10.3	3.0	16,658	9,469
Dauphin	NA on a	51.6	15.4	86,341	62,393
Lancaster	county basis	121.0	34.7	219,236	132,686
Lebanon		9.0	2.6	13,593	8,424
York		212.3	63.6	341,061	225,235
Total		89,250	427.1	\$704,882	\$459,898
YOUNGSTOWN, OHIO					
Ohio:					
Carroll	UHF	20.0	5.7	\$ 24,004	\$ 13,138
Columbiana	circulation	105.2	31.8	158,787	106,591
Mahoning	NA on a	273.8	76.9	511,361	313,005
Portage	county basis	70.7	19.7	111,347	75,169

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Stark		307.6	90.3	524,369	333,731
Trumbull		172.8	49.6	294,375	167,031
Pennsylvania:					
Crawford		20.1	5.9	28,775	21,882
Lawrence		107.7	31.1	176,223	107,238
Mercer		116.2	33.1	192,591	120,710
Total		163,560	1,194.1	\$2,021,832	\$1,258,495
YUMA, ARIZONA					
Arizona:					
Yuma		7,200	39.1	10.9	\$ 57,614
California:					
Imperial		10,170	69.0	18.5	100,010
Total		17,370	108.1	29.4	\$157,624
ZANESVILLE, OHIO					
Ohio:					
Coshocton	UHF	32.4	10.2	\$ 46,744	\$ 30,073
Fairfield (25%)	circulation	13.9	4.2	20,277	12,038
Guernsey	NA on a	39.0	11.6	43,291	31,759
Hocking (25%)	county basis	19.6	1.4	21,158	15,969
Licking (50%)		75.3	11.7	115,977	79,127
Morgan		13.1	4.1	13,044	9,285
Muskingum		78.5	23.8	112,938	71,429
Noble (50%)		5.9	1.8	5,738	3,993
Perry		29.3	8.5	31,897	18,592
Total		44,950	307.0	77.3	\$411,064

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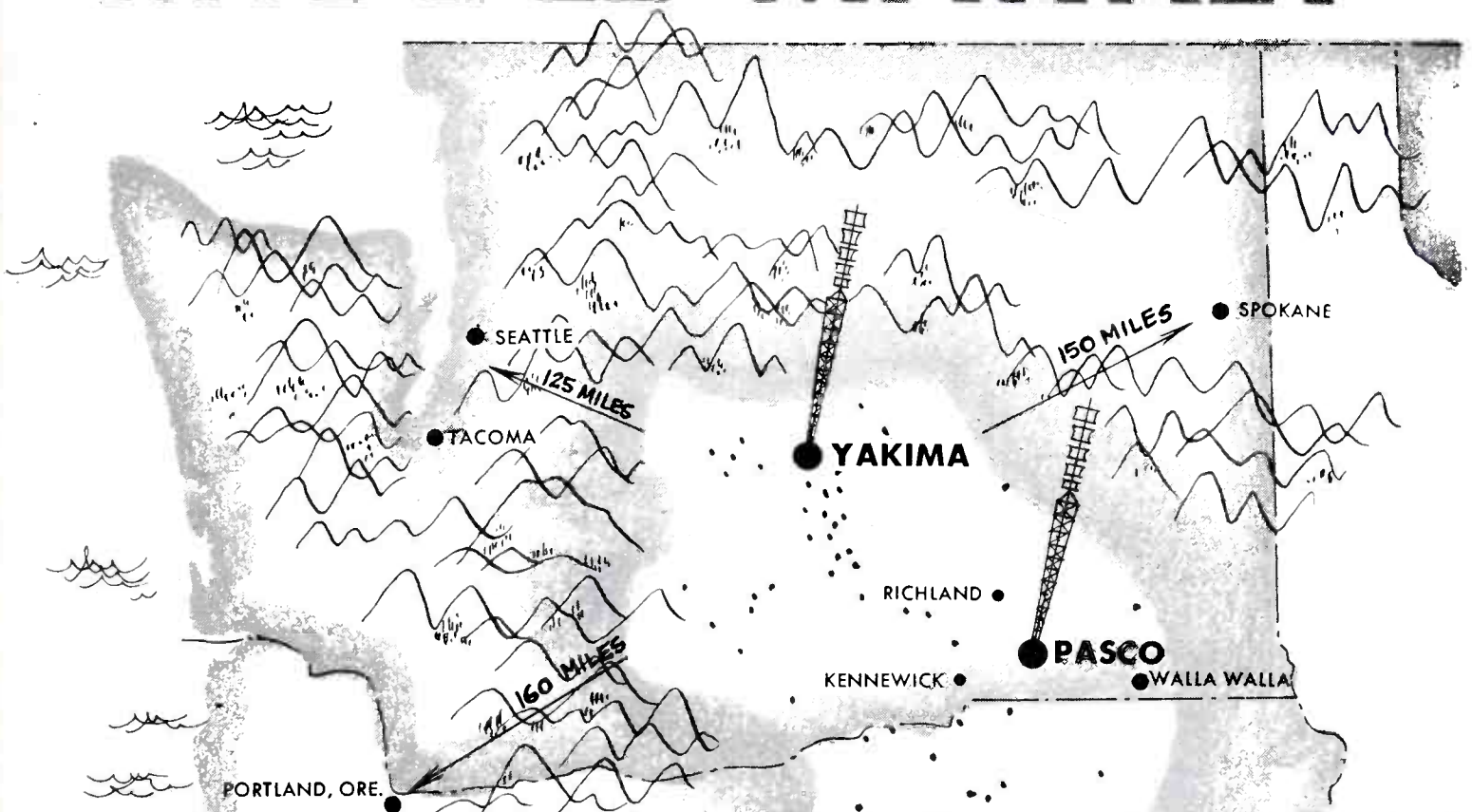
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Your Pacific Northwest campaign is not complete without Washington's big "Middle Market" . . . and that's KIMA-TV! Mountains and miles combine to make this, the Northwest's fourth television market, isolated from outside media influence. In the area are 15 weeklies, 9 dailies, 12 radio stations . . . but only one television operation—KIMA-TV, Yakima with its satellite, KEPR-TV, Pasco.

WASHINGTON'S BIG "MIDDLE MARKET"	
Families.....	102,000
Population.....	330,100
Effective Buying Income.....	\$511,318,000
Retail Sales.....	366,642,000
Food Sales.....	85,302,000
Automotive Sales.....	78,499,000
Drug Sales.....	12,400,000
1955 SM—Survey of Buying Power	

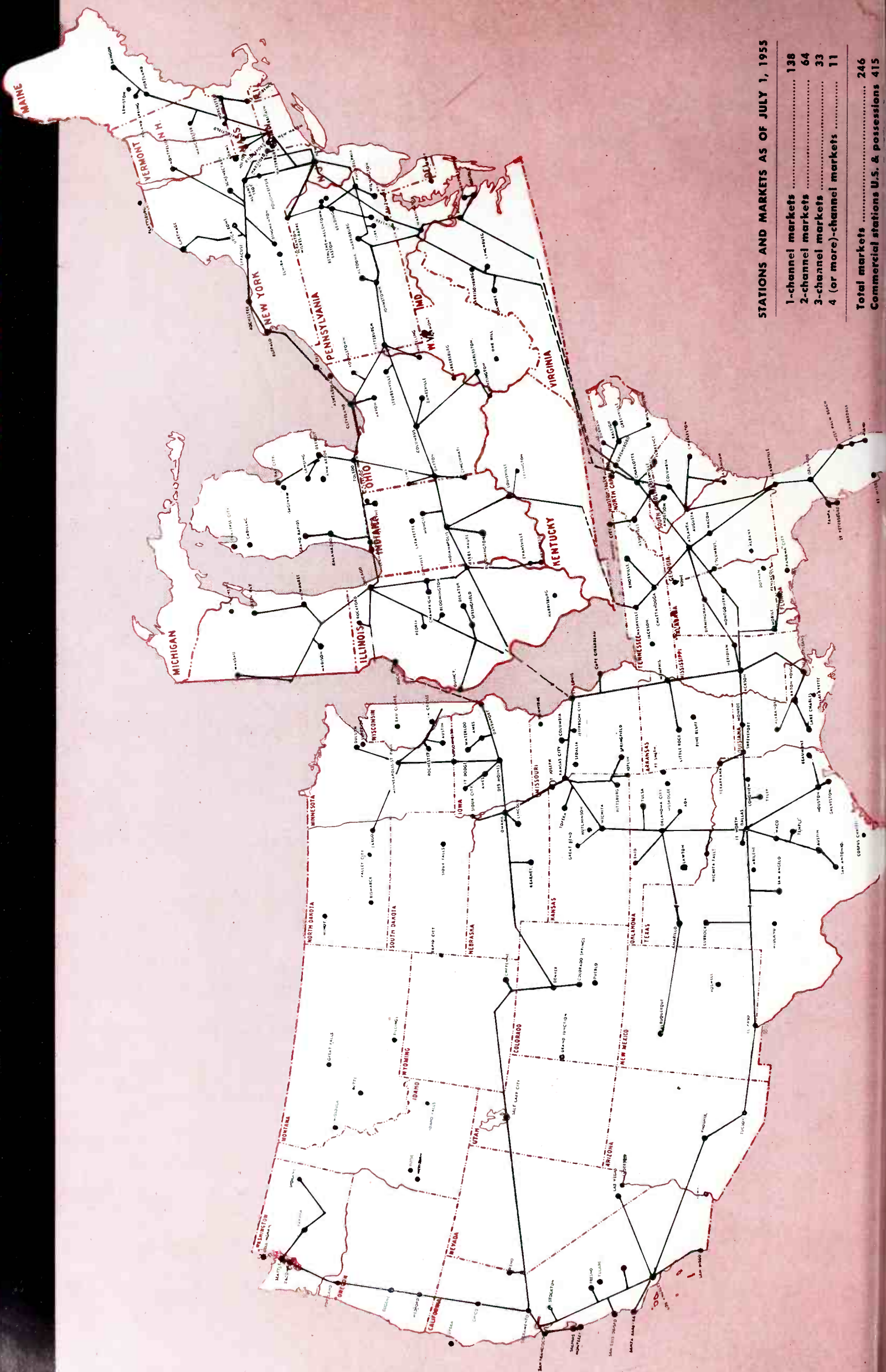


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with Satellite **KEPR-TV** PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION • PACIFIC NORTHWEST: MOORE AND LUND

TELEVISION MAGAZINE'S STATUS MAP



STATIONS AND MARKETS AS OF JULY 1, 1955

1-channel markets	138
2-channel markets	64
3-channel markets	33
4 (or more)-channel markets	11
Total markets	246
Commercial stations U.S. & possessions	415