

TELEVISION

MAGAZINE

MARCH, 1957

13th year of publication

**DATA BOOK
1957**



County-by-county market definitions
Advertiser expenditures
TV Markets vs. Standard Markets

A SALUTE TO WHITE COLUMNS ON
PEACHTREE AND TO EVERYTHING IT STANDS FOR
IN OUR INDUSTRY... ON THE OCCASION OF

WSB'S 35TH BIRTHDAY



Indiana University

APR 3 1957

Library

It has been our pleasure to represent this, Atlanta's first station,
for 25 of these years and its younger TV brother since it went on the air in 1948.
To quote a WSB advertisement which appeared earlier this year—

Indiana University

APR 4 1957

Library

"we pay public compliment to the relationship—both in years and in quality"

Television Division

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

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



**NETWORK
QUALITY**

at the local level!

"TONIGHT" from Houston

When Steve Allen and cast came to Houston for a "Tonight" telecast from the Shamrock Hilton, KPRC-TV provided complete production and engineering facilities for the network pick-up. The hour and half show was picked up from the hotel lobby, ballroom and outdoor pool by an experienced KPRC-TV staff of 27 men. This experienced staff makes "network quality" possible on KPRC-TV from sign-on to sign-off. Houston viewers have expressed their appreciation by keeping KPRC-TV first in the market for 8 years. Your clients need the station that can *really sell the market*. It's your move.

KPRC-TV
H O U S T O N
C H A N N E L

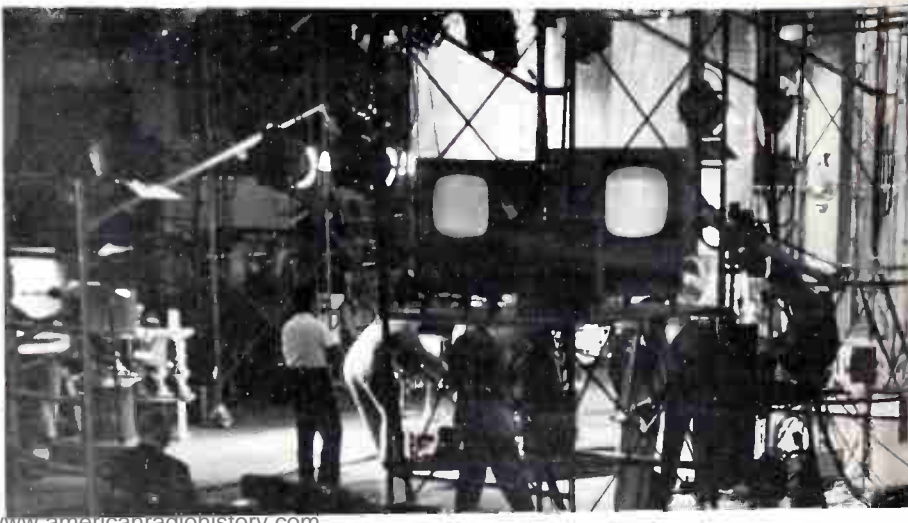
JACK HARRIS
Vice President and General Manager

JACK MCGREW
National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

KPRC-TV

THE MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET

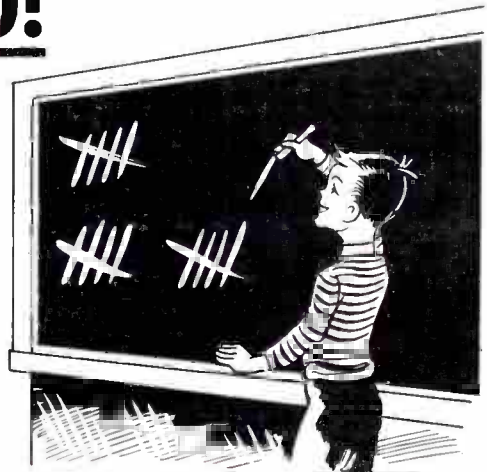


IOWA TELEVISION AUDIENCE REPORT

KRNT-TV

**Sweeps Ratings Again
with 16 out of top 20!**

**9 out of top 10 Multi-Weekly Shows
7 out of top 10 Once-A-Week Shows**



**323
FIRSTS in
476
Quarter
Hours**
★
**News Ratings
to 45.0**
★

A. R. B. REPORT FOR DES MOINES AREA

MULTI-WEEKLY			ONCE-A-WEEK			
		AVG. RAT.			AVG. RAT.	
★ 1.	Russ Van Dyke News	10:00 P.M.	40.6	★ 1.	Ed Sullivan	55.8
★ 2.	Al Coupee Sports	10:20 P.M.	28.2	★ 2.	I Love Lucy	53.2
★ 3.	Paul Rhoades News	6:00 P.M.	17.0	★ 3.	\$64,000 Question	51.3
★ 4.	Bill Riley's Rascals	5:20 P.M.	16.2	★ 4.	What's My Line	46.2
★ 5.	Captain Kangaroo	8:00 A.M.	15.9	★ 5.	\$64,000 Challenge	41.0
★ 6.	Guiding Light	11:45 A.M.	14.0	★ 6.	Red Skelton	39.9
★ 7.	Comedy Time	4:00 P.M.	13.3	★ 7.	Lawrence Welk	39.4
★ 8.	Cartoon Club	5:00 P.M.	13.2	★ 8.	Lassie	39.0
★ 9.	Garry Moore	9:00 A.M.	13.1	★ 8.	Perry Como	39.0
★ 10.	Our Miss Brooks	1:00 P.M.	12.8	★ 10.	Wyatt Earp	38.7

**Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!**

DES MOINES TELEVISION



Channel 8 in Iowa - A COWLES OPERATION

LOOK! ZIV

NO. 1 NO. 2 NO. 3 NATIONALLY

IN TWO CONSECUTIVE

"HIGHWAY PATROL"

Starring BRODERICK CRAWFORD



NATIONALLY

NO. 1 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

The Man Called X

Starring BARRY SULLIVAN



NATIONALLY

NO. 2 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"

Starring RICHARD CARLSON



NATIONALLY

NO. 3 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

SHOWS RATE

ATIONALLY!

PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

JUG. 1956

22 - MARKET AVERAGE

17.8

SEPT. 1956

22 - MARKET AVERAGE

17.9

JUG. 1956

24 - MARKET AVERAGE

16.8

SEPT. 1956

14 - MARKET AVERAGE

17.8

JUG. 1956

21 - MARKET AVERAGE

16.1

SEPT. 1956

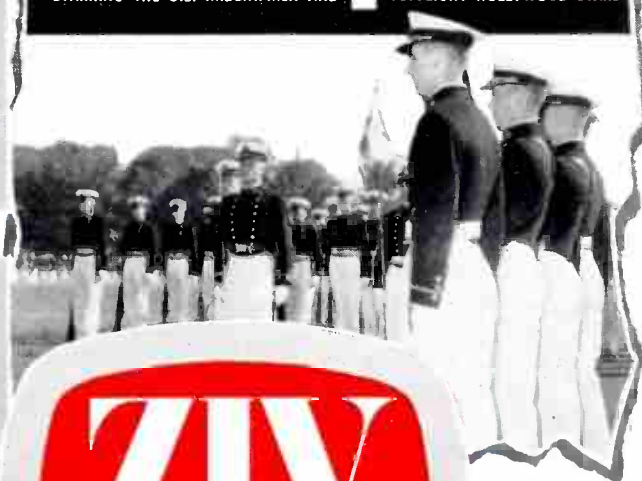
19 - MARKET AVERAGE

17.3

NOW! READY!
ZIV'S NEXT BIG RATING WINNER!

"MEN OF Annapolis"

STARRING THE 'U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS



HURRY!

Write or phone today for a pulse quickening audition of our newest rating winner "MEN-OF ANNAPOLIS"!

13th year of publication

TELEVISION MAGAZINE

DATA BOOK, 1957 • VOLUME XIV, NO. 3 • MARCH

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LOCAL PROGRAMMING—What are the problems facing station management in its attempts to maintain a vigorous live local schedule in the face of increased use of feature and syndicated film? In April, TELEVISION MAGAZINE explores this dilemma of the local station operator, its significance and what it means to the advertiser. . . . Other highlights: A Special Report on the changing patterns of network advertising and programming. . . . *Life on TV*: how the nation's largest weekly consumer magazine uses television.

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THE FIRST HUNDRED MILLION DOLLAR YEAR

A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial.

Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

McCann-Erickson, Inc.

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

Network and Regional TV Programs

NIGHTTIME

Special Programs

Cinderella
Great Sebastians, The
Mayerling
Mr. Broadway
Romeo and Juliet
Ruggles of Red Gap
Shower of Stars

One Hour

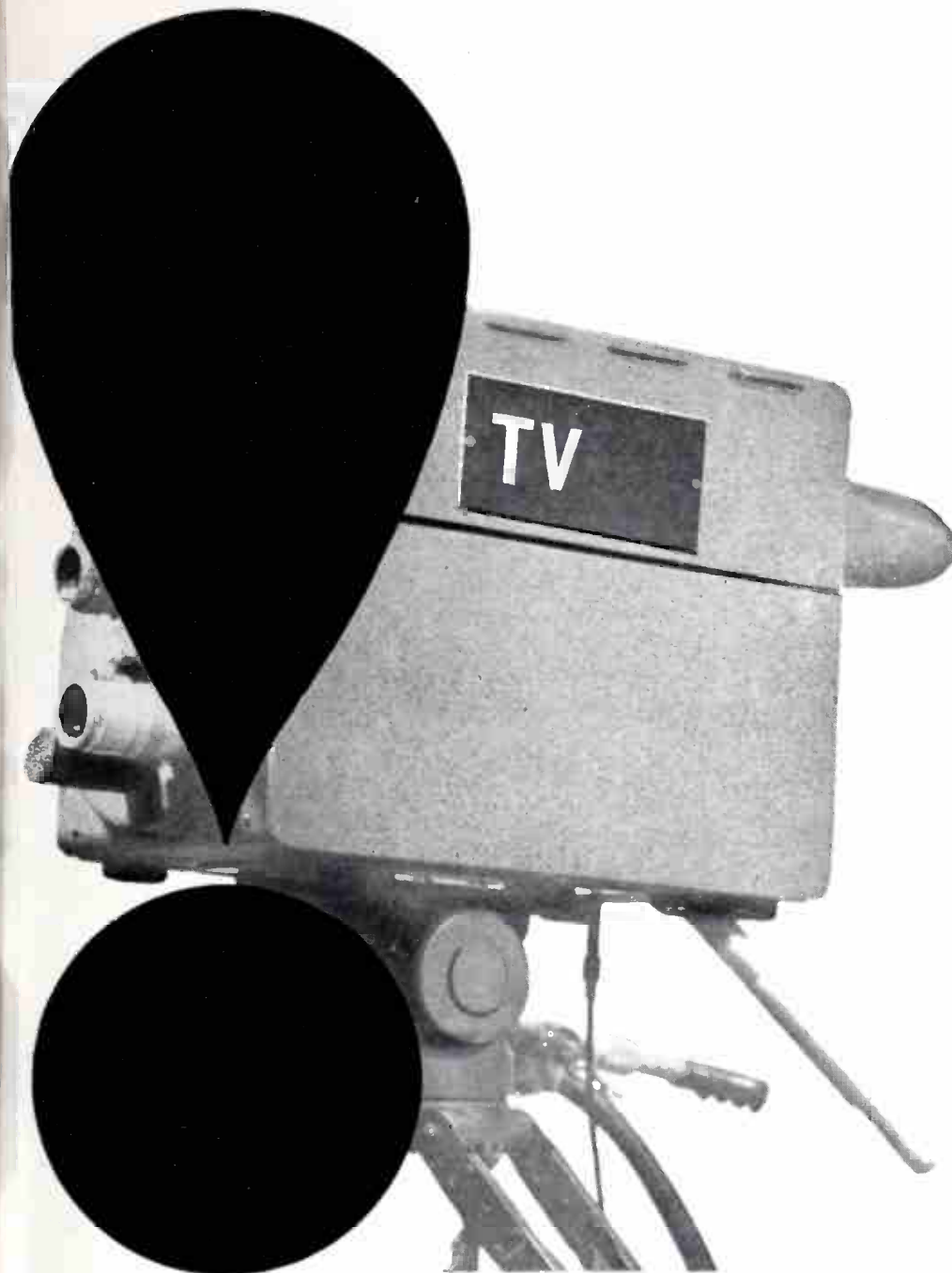
Climax
Disneyland
Jackie Gleason Show
Robert Montgomery Presents
Studio One
Warner Brothers Presents
Wednesday Night Fights

Half Hour

Adventures of Jim Bowie
Crunch and Des
Death Valley Days
Dragnet
Esso Golden Playhouse
Lone Ranger
National Biscuit Theatre
Panic
Texas in Review

Quarter Hour

Coke Time
Esso Reporter
Powerland U.S.A.
Sohio Reporter



Clients using other than Network Programs:

DAYTIME

- Ma Hour
- Lo Ranger
- Sh King
- Quarter Hour
- Be Crosby
- Di McNeil
- Gay Moore
- Hse
- Hse Party
- Itould Be You
- Mkey Mouse Club
- Ob Story
- O Miss Brooks
- Qen For A Day
- Tennessee Ernie Ford
- Tlay
- Want Lady

TELEVISION

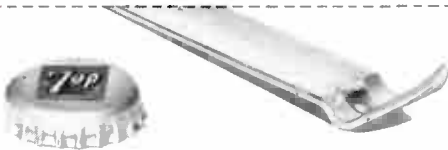
- American Safety Razor Corp.
- American Trust Co.
- Bell Brand Foods, Ltd.
- Bulova Watch Co.
- California Packing Corp.
- California Spray Chemical Corp.
- California Wine Association
- Chesebrough-Pond's Inc.
- Chrysler Division
- Cleveland Electric Illuminating Co.
- Coca-Cola Bottling Companies (Various Cities)
- Columbia Records, Inc.
- Columbus & Southern Ohio Electric Co.
- Cowles Magazines, Inc.
- Esso Standard Oil Company
- Gray Drug Stores, Inc.
- Liggett & Myers
- Lincoln Bank & Trust Co.
- Lucky Lager Brewing Company
- Mead-Johnson & Co.
- The Mennen Company
- Milk Foundation, Inc.
- National Biscuit Company (Various Products)
- National Lead Co.
- The Nestlé Company, Inc. (Various Products)
- Ohio Bell Telephone Company
- Pacific Power & Light Company
- Rival Packing Co.
- S. O. S. Company
- Southern California and Southern Counties Gas Companies
- Standard Oil Company (Ohio)
- Stegmaier Brewing Co.
- Swift & Company

RADIO

- Allied Chemical & Dye Corp. Barrett Division
- American Safety Razor Corp.
- American Trust Co.
- Bulova Watch Co.
- California Packing Corp. (Del Monte)
- California Spray Chemical Corp.
- California Wine Association
- Central Vermont Railway
- Chesebrough-Pond's Inc.
- Chrysler Division
- Cleveland Electric Illuminating Co.
- Coca-Cola Bottling Companies (Various Cities)
- Columbia Records, Inc.
- Cowles Magazines, Inc.
- Esso Standard Oil Co.
- Gray Drug Stores, Inc.
- The Halle Bros. Co.
- Hampden Brewing Co.
- Humble Oil Co.
- Liggett & Myers
- Lucky Lager Brewing Company
- Lyon Tailoring Inc.
- Manufacturers Trust Company
- Mead-Johnson & Co.
- The Mennen Company
- The Milk Foundation
- The Minot Co.
- National Biscuit Company (Various Products)
- National City Bank of Cleveland
- The Nestlé Company, Inc. (Various Products)
- Norwegian Cannery Assoc.
- Ohio Bell Telephone Company
- Pacific Power & Light Company
- Rival Packing Co.
- Seeck & Kade, Inc.
- S. O. S. Company
- Southern California and Southern Counties Gas Companies
- Standard Oil Company (Ohio)
- Stegmaier Brewing Co.
- Swift & Company
- Tidy House Products Co.



**ADVERTISERS GET
BIG-TIME RESULTS
WITH **WFAA-TV!** . . .**



Now in its second year for the 7-Up Bottling Company, "Soldiers Of Fortune" packs the largest share of audience in its time period... a *family* audience for a sparkling *family* drink! The top-rated show in a 4-station market ...and profitably substantiated by 7-Up sales figures! If you are looking for "Big Time" results in this rich Dallas-Fort Worth market, look to the station that consistently points the way!

WFAA-TV

CHANNEL 8 - DALLAS
Blanketing 564,080 North
Texas television homes

Call Your
PETRYMAN
for complete market data
and availabilities.

ocus on

PEOPLE

These are some of the men behind the rating services described in this issue:

Seventy-year-old James Seiler, director of ARB, began his career in the advertising department of the Washington *Daily News*, went on to several years of independent market research. In 1938, Seiler joined WRC, Washington. After four years in the Navy, he returned to NBC in Washington, remained there until 1949 when he left to form ARB.

James L. Knipe, president and chairman of the board of C. E. Hooper, Inc., acquired his Ph.D. at Yale, where he majored in economics. During World War II he was in charge of the Price Control Division and subsequently the Foreign Finance Division of the Navy. Previously, Knipe had managed his own investment counseling firm. Before coming to Hooper in 1953, he was vice president and general sales manager of Ball Bros. Co., of Indiana.

As vice president and assistant to the president of A. C. Nielsen Co., John K. Churchill has been concerned particularly with the Nielsen Coverage Service No. 2 and the Nielsen Station Index. Before joining Nielsen in 1952, Churchill headed media research at Benton & Bowles. He was previously director of research for CBS.

Dr. Sydney Roslow, president and director of The Pulse, Inc., has been in research since 1939. Before coming to Pulse, Roslow was with the Psychological Corp. doing market analysis. Prior to that, he engaged in public opinion research with a division of the Department of Agriculture.

Leading up Trendex, Inc. are Edward G. Hynes, Jr., president, and Robert Bruce Rogers, executive v.p. Both had been associated with C. E. Hooper Co.—Hynes as assistant to the vice president and Rogers as assistant to the president. They founded Trendex in 1950.

Allan V. Jay, Videodex manager, started as a field interviewer for the *Chicago Tribune* research department. He went on to the advertising and market research departments at Armour & Company, left in 1949 to help form Videodex.



JAMES SEILER



JAMES L. KNIPE



JOHN K. CHURCHILL



DR. SYDNEY ROSLOW



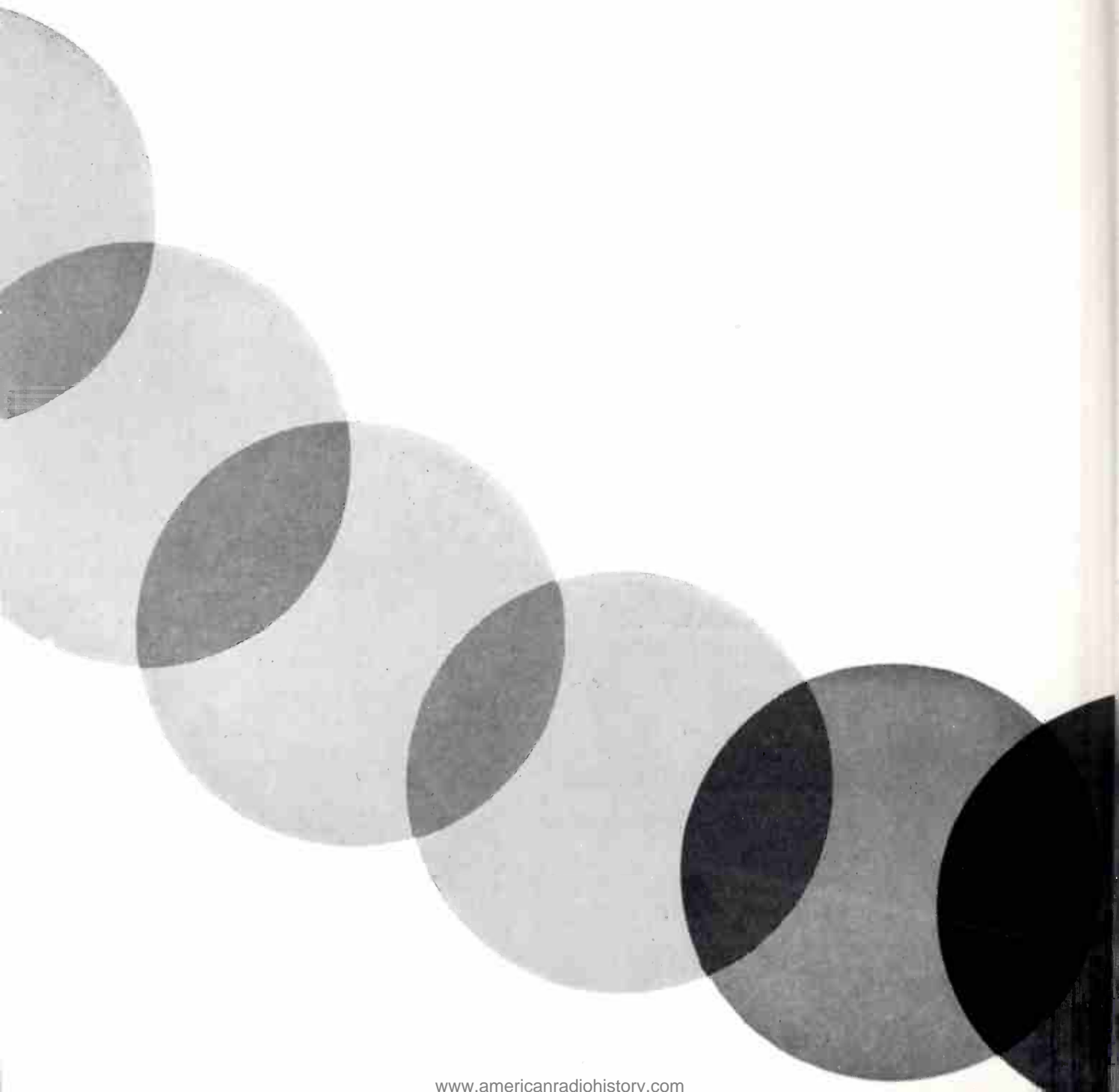
ROBERT B. ROGERS
(Below)



EDWARD G. HYNES, JR.
(Right above)



ALLAN V. JAY





THE GREATEST AUDIENCE SWING IN DAYTIME TV HISTORY...

is now taking place. Viewers by the millions are shifting to NBC's power-packed line-up of daytime hits.

And the trend is unmistakable — no matter which research service you use — Nielsen, ARB or Trendex.

According to Nielsen, NBC average daytime audiences are up 58% over last year's.* The competition is down 18%. So great is the appeal of these fresh new shows that the entire level of daytime sets-in-use is being raised.

Afternoons, NBC, with a 49% increase over last year, is clearly the Number One Network. The second network has dropped 15%. Queen For A Day and Comedy Time are the two top-rated, regularly-scheduled adult programs in all daytime television.

Mornings, NBC has scored a 69% up-swing in the 11 am-1 pm time period. At the same time the competition has dropped 23%.

Advertisers, too, are moving toward NBC daytime shows, attracted by their strong line-up of star sales-personalities. This February, sponsored time on NBC daytime has increased 21% over last February.

**Daytime or evening, more people view the
NBC TELEVISION
NETWORK
than any other network.****

*Nielsen, Feb. 1, 1956-1957 (11 am-1:00 pm, 2:30-5:30 pm, M-F, sponsored and sustaining ratings).

**Nielsen Coverage Service, Study # 2 (Spring 1956) Weekly Viewing Data

It takes the

RIGHT

two!



IT'S A FACT! With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION
WFBG-TV
ALTOONA, PENNSYLVANIA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./ **WFBG-AM • TV**, Altoona, Pa./ **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

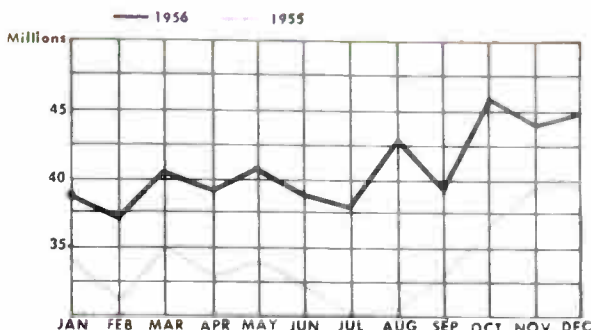
focus on BUSINESS

March, 1957

Final returns on 1956 network television billings show a 20% rise over 1955. December's record total billings brought the total for the year to \$488,167,634.

The first full year of spot TV expenditures reported by TvB totaled \$397,498,000. The last quarter of the year produced the largest amount of billings for any quarter yet measured. TvB began the estimates with the last quarter of 1955.

TV NETWORK BILLINGS



	Dec. '56	Dec. '55
ABC	\$ 6,699,450	\$ 6,301,578
CBS	20,395,400	17,086,161
NBC	17,666,721	16,010,878
Total	\$44,761,571	\$39,398,617

Source: PIB

COST PER THOUSAND

(Per commercial minute of a representative prime network half-hour period)

	1956	1955
January	\$3.25	\$2.95
February	3.39	3.12
March	3.46	2.98
April	3.54	3.23
May	3.73	3.38
June	3.86	3.25
July	3.90	3.74
August	4.14	3.74
September	3.71	3.55
October	3.73	3.64
November	3.63	3.67
December	3.65	3.64
Average	3.67	3.41

The 1956 c-p-m index of \$3.67 represents an 8% rise over the previous year's average of \$3.41. The December, 1956 average of \$3.65 was almost equal to the average for the year.

Providing a continuing yardstick of the performance of nighttime television as a whole, TELEVISION MAGAZINE's network cost-per-thousand index is based on all sponsored shows telecast in the 9:30-10 p.m. period during the week rated by ARB since January, 1955.

Advantages of the 9:30-10 p.m. period are a wide range of programs, relatively few spectaculars or hour-long shows, and minimum influence by the east-west time differential.

This index is not the average of individual c-p-m's of individual shows. It is the result of the division of the total time-and-program costs of the programs by the total number of homes reached by these shows, and the quotient further divided by three (the maximum number of commercial minutes per half-hour Class A show).

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

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	
7 AM	6.0	7.9	1.7	3.2
8 AM	14.9	12.7	5.4	10.5
9 AM	12.3	13.4	7.9	10.8
10 AM	14.3	14.6	9.6	12.3
11 AM	17.4	16.3	10.6	14.8
NOON	22.0	17.7	20.2	18.0
1 PM	14.1	13.8	20.8	14.5
2 PM	13.0	17.6	10.0	12.9
3 PM	18.9	20.7	12.1	18.6
4 PM	24.3	20.6	19.1	22.6

Source: ARB, January, 1957

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

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	
5 PM	37.9	29.1	35.6	28.3
6 PM	39.1	36.9	43.6	32.2
7 PM	47.3	58.4	64.3	40.1
8 PM	69.8	63.8	67.5	61.3
9 PM	69.9	60.1	62.8	64.6
10 PM	61.7	40.9	47.8	61.6
11 PM	34.5	14.4	21.5	41.1
MIDNIGHT	11.9	5.0	7.8	19.3

Source: ARB, January, 1957

TV MARKETS

MARCH 1, 1957

1-channel markets	143
2-channel markets	67
3-channel markets	37
4- (or more) channel markets	16
Total markets	263
Commercial stations U.S. & possessions	459

Source: TELEVISION MAGAZINE

TV RECEIVERS

	Dec. '56	Dec. '55
Production	626,984	604,626
Retail Sales	957,193	933,467

Source: RETMA

SO NOW EVERYBODY'S FIRST

but only
WSAZ-TV
 is
firstest

in the **Huntington-Charleston
 TV market**

*which survey
 book do
you read?*



ARB: 8 out of top 12*

program	rank	station
1. Perry Como	51.4	WSAZ-TV
2. Bob Hope	47.8	WSAZ-TV
3. Ed Sullivan	47.2	B
4. I Love Lucy	41.3	B
5. People Are Funny	39.6	WSAZ-TV
6. Lassie	39.1	B
7. Ernie Ford	38.2	WSAZ-TV
8. Hit Parade	36.3	WSAZ-TV
9. Groucho Marx	34.2	WSAZ-TV
10. I've Got A Secret	32.7	B
11. Dragnet	32.6	WSAZ-TV
12. Loretta Young	32.1	WSAZ-TV

* Nov. 1956

NIelsen: NCS #2 1956**

% penetration of counties in coverage

	WSAZ-TV	Sta. B	Sta. C
100% coverage counties	21	1	1
More than 75% coverage counties	45	21	5
More than 50% coverage counties	56	30	15
TOTAL counties coverage	69	50	22

**Spring 1956

PULSE: 9 out of top 12***

program	rank	station
1. Hit Parade	34.8	WSAZ-TV
2. George Gobel	34.0	WSAZ-TV
3. This Is Your Life	33.8	WSAZ-TV
4. Perry Como	33.1	WSAZ-TV
5. Ed Sullivan	32.6	B
6. Kraft Theater	32.6	WSAZ-TV
7. Jane Wyman	32.0	WSAZ-TV
8. \$64,000 Question	32.0	B
9. Robert Montgomery	29.4	WSAZ-TV
10. Lux Theater	29.3	WSAZ-TV
11. Project 20	29.3	WSAZ-TV
12. What's My Line	29.0	B

*** Oct. 1956

WSAZ-TV



CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA. • N.B.C. NETWORK

Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston

LAWRENCE H. ROGERS, PRESIDENT. — Represented by The Katz Agency



Color Letter

AS OF MARCH . . .

Network color programming continues to climb, reaching a record high of 85¾ hours—76¼ on NBC, 9½ on CBS. . . . There are now 263 stations equipped to transmit network colorcasts and 38 equipped to originate live color programs. Color film can be transmitted by 89 stations and color slides by 90. . . . Another single-run color picture tube is in the news. Philco has released details of its "Apple" tube, which it developed in a secret two-year project. No date has yet been set for marketing sets with the new tube. First single-gun tube, produced by Chromatic TV Labs, is expected to be in production by the summer.

LARGEST ROP COLOR ADVERTISERS

Who will be the major users of color TV? One of the answers might be in recent figures on advertiser ROP color linage for December 1956. The 10 largest national advertisers were:

Four Roses	Coca-Cola	Stokely's Products
Surf Laundry Soap	Seagram 7 Crown	Schenley
Ford Passenger Cars	Heinz Products	Duncan Hines Cake Mix
Allsweet Margarine		

Other advertisers strong in color were:

Stroh's Beer	Kaiser Foil	Spud Cigarettes
Falls City Beer	G. E. Products	Winston Cigarettes
King's Men Shave Lotion	Wilson Meat Products	Hit Parade Cigarettes
Borden's Products	Libby Products	Canada Dry
Standard Oil of Ohio	RCA Black & White TV	Pepsi-Cola

SARNOFF REVIEWS COLOR STATUS AT NBC

Here's how NBC president Robert Sarnoff sums up the network's color efforts and plans:

" . . . At the beginning of the current season, the NBC network alone increased its evening color schedule by more than 500% over the previous year, and has been scheduling an hour of color television in the afternoon and at least one major color television program each evening. These programs have been offered to our entire network and have been regularly carried by a national lineup averaging 136 NBC stations. We have scheduled these programs in such a way as to reach as many kinds of audiences in as many time periods of the day as possible.

"I should point out that beginning this past fall, instead of presenting individual programs in color on a schedule which varied from month to month we were able to convert regular program *series* to color, giving stability and regularity to the color schedule. This is the pattern we will continue to follow as we progressively expand our color programming.

"A very significant addition to our live color schedule is *Club 60*, which made its debut last week. This hour-long variety entertainment program originates at our Chicago station and is scheduled five

To page 17

The 4 big million-plus markets of WBC TELEVISION

IN BOSTON...

WBZ-TV, Channel 4

New England's first TV station delivers America's 6th TV market, 1,400,000 TV homes. (NBC)

IN CLEVELAND...

KYW-TV, Channel 3

Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,200,000 TV homes. (NBC)

IN PITTSBURGH...

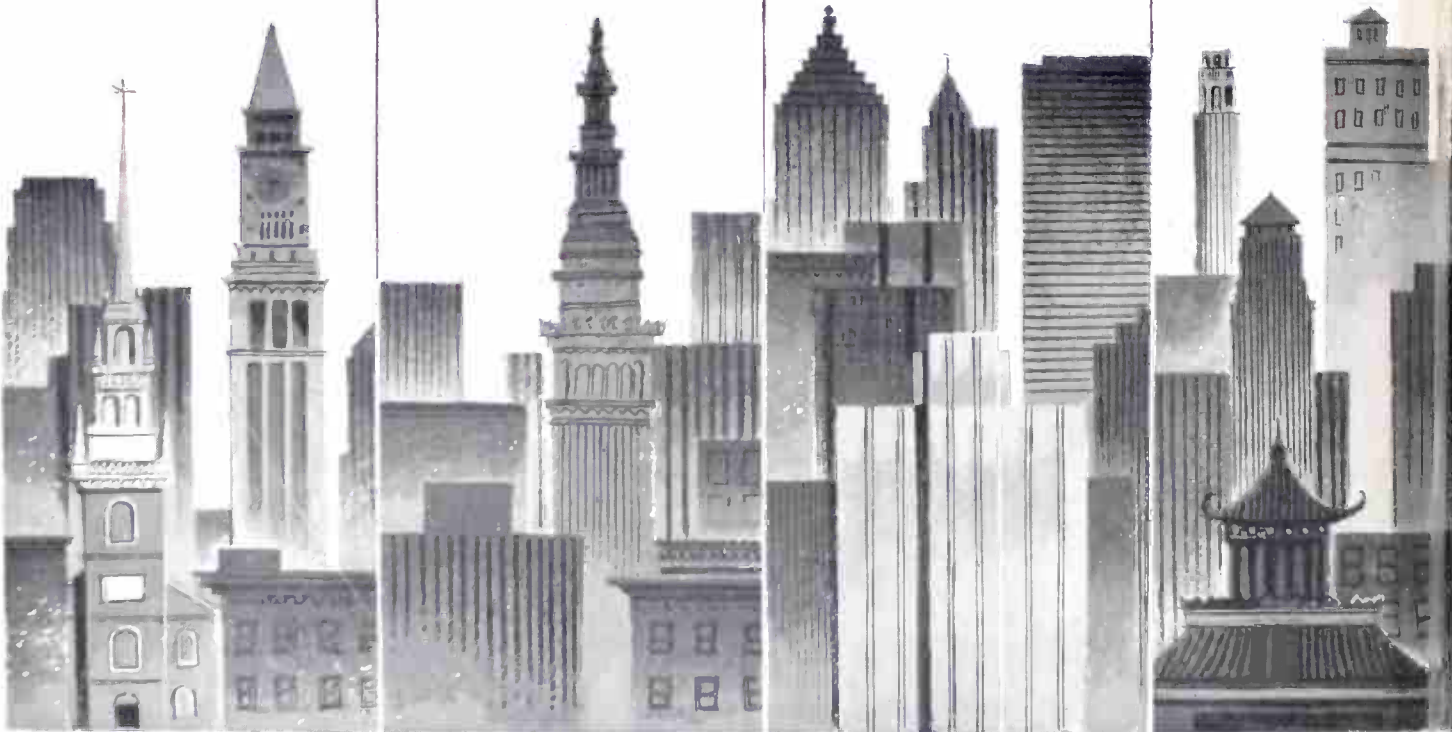
KDKA-TV, Channel 2

Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (NBC) (CBS) (ABC)

IN SAN FRANCISCO...

KPIX, Channel 5

Northern California's picture TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)



If you want the big sales, you need the big markets of WBC. WBC programming and promotion give you the big audiences in America's 6th, 7th, 8th and 9th markets.

For availabilities, call the stations. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, at Murray Hill 7-0808, in New York.

No selling campaign is complete without the WBC-TV stations



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WDWI; CHICAGO, WIND; PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD & CO.

COLOR LETTER From page 15

ays a week, Mondays through Fridays, from 12:30 to 1:30 p.m., CST.

"This new color program series has recently been offered to the NBC affiliates, and already 28 affiliated stations have accepted it. A twenty-ninth station—our affiliate in Detroit—intends to begin scheduling it in about a week, and we believe that many more stations will want to carry it.

"In addition, of course, it is being carried by the NBC owned stations in New York, Philadelphia, Washington, Hartford, Buffalo and Los Angeles.

"It seems clear that the development of color is being greatly furthered by this step, which expands the color operation at Chicago from one of local scope to one of national proportions.

"For example, on the seven NBC owned television stations alone, *Club 60* will mean that attractive color programming will replace more than 20 hours of standard black and white feature film a week.

Color programming during mid-day

"This program series will also mean that color television will now be available to a whole new audience, and will create additional opportunities for color television demonstration during the important mid-day shopping period.

"Our other color efforts have been well received. *Matinee Theatre*, a full-hour dramatic production in color, has been scheduled on weekday afternoons. We have presented numerous color spectaculars in the early evening hours, as well as in the later hours of the evening.

"Such color spectaculars as 'Mayrling,' 'Ruggles of Red Gap' and 'The Lark' and such regular programs in color as *The NBC Opera Company*, *The Perry Como Show*, *Robert Montgomery Presents*, *The Goodyear Playhouse*, *The Alcoa Hour*, *Kraft Television Theatre*, *Told That Note*, *Adventures of Sir Lancelot*, *The Chevy Show* and *The Lux Video Theatre* have brought a great sense of excitement to the present season.

More regular tint programs

"But this is only part of our developing program for color. Because we are more convinced than ever that the future of television is in color, our plans for the Fall season call for a further increase in our network schedule of color television programs on a regular basis." END

in Memphis TV, the magic movie number is



... 99 feature films... the complete 20th Century Fox package

Some of the greatest movie successes ever filmed . . . "Laura," with Gene Tierney, "Tobacco Road," with Dana Andrews, "Jane Eyre," with Joan Fontaine and Orson Welles . . . these and many more will be featured on WMCT's big parade of movies.

assures an even greater audience for WMCT's top rated movie shows

Already first in their time periods, WMCT's movies promise not only to maintain but to exceed their rating supremacy during 1957.

THE SPOT BUYS IN MEMPHIS

THE FIRST SHOW
26.3

ACADEMY AWARD THEATRE
14.7

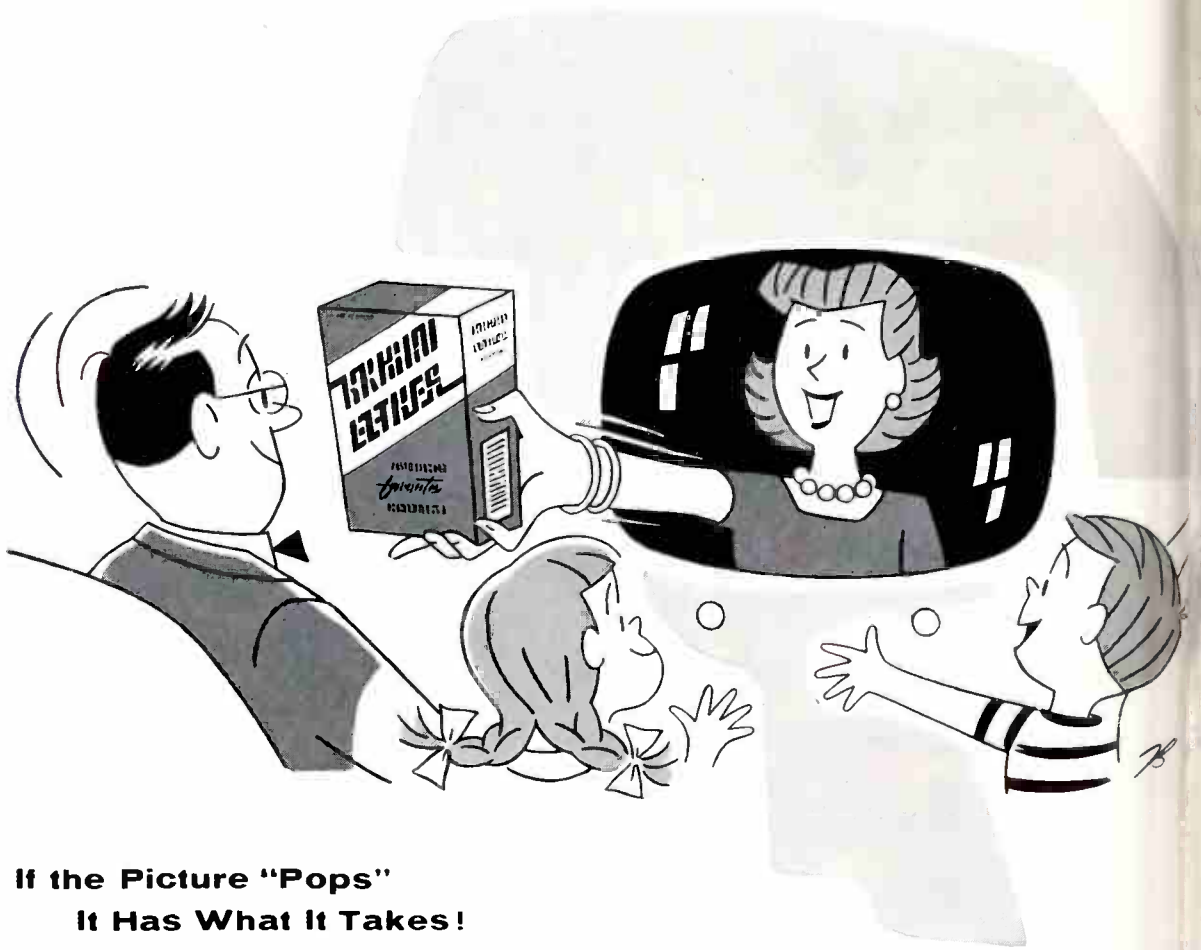
Monday through Friday at 4:30 P.M. . . . Top rated according to ARB November 1956. Class C rates apply. No extra charge for live camera.

Saturday and Sunday evenings at 10:00 P.M. . . . Top rated according to ARB November 1956. \$115.00 flat per spot (m). No extra charge for live camera.

Naturally, on **WMCT!**

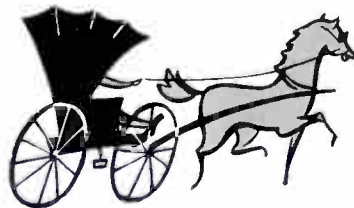
CHANNEL 5 • MEMPHIS
100,000 WATTS • NBC BASIC
National Representatives Blair-TV
Owned and operated by THE COMMERCIAL APPEAL

GETTING THE MOST FROM



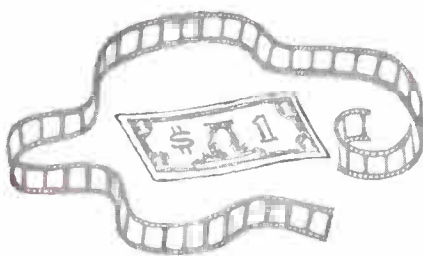
**If the Picture "Pops"
It Has What It Takes!**

Many a good film commercial has been ruined by a poor presentation "on-air." If the picture "pops" out at you, has sparkle and dimension, you know it's good. With modern RCA Film Equipment you can expect and get the highest quality reproduction and long term reliability in operation.



P.S.
**HOW LONG SINCE
YOUR STATION'S
FILM ROOM
WAS MODERNIZED?**

OUR FILM DOLLAR



How to Get the Kind of Picture Quality that Advertisers Want

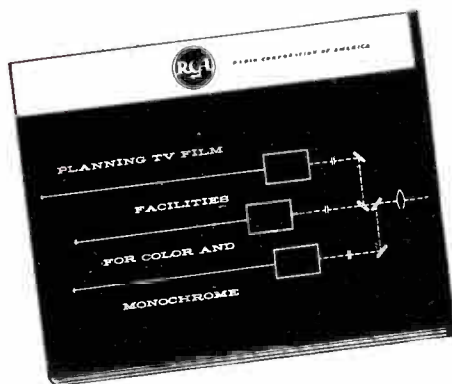
There are two ways to increase the quality of your film programs:

- (a) By using Vidicon film cameras
- (b) By using professional projectors.

Vidicon cameras give you sharp, clear, virtually noise-free pictures of live picture quality. The Vidicon will show every detail that is on the film. For example, night scenes are much clearer with new Vidicon cameras than with older Iconoscope equipment. Vidicon film cameras have *ideal* tone or gray scale range for high quality reproduction of film. A remote light control permits the RCA Vidicon camera to be adjusted to optimum operating conditions at all times.

Professional RCA projectors are another requirement for high picture quality. Professional film projectors provide a rock-steady picture, free from jump and jitter, as well as high fidelity sound. Precise optics in the RCA film and slide projectors assure evenness of illumination and excellent resolution.

Whether you are a station executive, program sponsor or agency man, you'll be helping the cause of good film programming by advocating the use of up-to-date film room equipment. Ask the RCA Broadcast Representative to show you our new film manual "Planning TV Film Facilities for Color and Monochrome."



TM&C®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal

WOR 35 YEARS OF LEADERSHIP IN RADIO

On February 22, 1922, WOR began serving New York. During its 35 year span WOR has developed the following evidence of leadership – evidence that WOR intends to maintain and extend.

FIRST IN COVERAGE	WOR reaches more people in more places than any other station in America.
FIRST IN AUDIENCE	WOR ratings in metropolitan New York outrank all other stations. (Hooper, Oct.-Nov. 1956)
FIRST IN MAIL PULL	Every minute of every hour of every day, all year long some listener is writing to WOR.
FIRST IN NEWS	More people tune to WOR for news than to any other station in New York. (Special Pulse survey March 1956)
FIRST IN ADVERTISING	WOR has a greater number and variety of advertisers than any other radio or television station in the country. (BAR Reports, Fall 1956)

These are the primary reasons why WOR is . . .

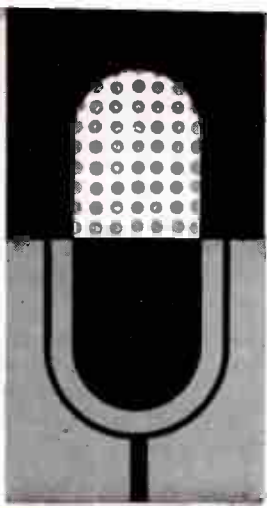
FIRST IN SALES IMPACT

WOR's extensive file of sales success stories—from sponsors both large and small—provides tangible evidence that WOR delivers unequalled sales impact.

WOR RADIO

50,000 Watts, 710 New York, N. Y.

For 35 years the call letters of quality
Key Station of the Mutual Broadcasting System
A Division of RKO Teleradio Pictures, Inc.



radio wrap-up

A monthly status report on radio advertising

GENERAL STATISTICS

According to RETMA, more radios were sold in 1956 than in any year of the medium's history. The public bought 8,332,077 in-home radios, 21.4% above 1955 figures. . . . *Electrical Merchandising* places the number at 9,200,000 with the public paying out \$239 million for radio sets.

HOT SPOTS ALL-TIME HIGH

National spot in 1956 chalked up an estimated \$149,000,000, thus registering the highest total in the medium's history. Figure is almost \$30 million above 1955 totals. Previous high was \$130 million in '53. . . . December '56 billings were 23.6% above the same month of '55. . . . Network radio time sales for the year were 1% off, but December showed a 10%-12% gain. . . . Local radio also set a new record with estimated 15% increase over 1955 tabulations.

NEW YORK STORY FOLLOW-UP

As reported last month's TELEVISION MAGAZINE radio story, *The New York Radio Market*: Since 1948, New York Metropolitan radio homes are up 25.7% (4,317,670 vs. 3,434,730); ownership of home radios has increased 8.1% (8,203,573 vs. 5,942,083); ownership of both car and home radios has shot up 67% (11,441,826 vs. 6,835,113).

By 1952, TV penetration of the New York market had climbed to over 70%. Radio set shipments to the Metropolitan area had declined from 732,250 in '51 to 61,019 in '52. Since then, however, home radio set sales have increased for four consecutive years. Figure is 227,975 for '56, a towering 109% above '52.

Federal Reserve Bank of New York tabulations for New York State and surrounding New Jersey communities on department store sales of over 100 different product categories showed radio and phonograph sales registering the highest percentage gain over December 1955 . . . a 51% increase (\$964,311.07 vs. \$638,616.60).

TOP TEN NETWORK ADVERTISERS

During December and January: Colgate-Palmolive, Lever Bros., Brown & Williamson, Bristol-Myers, Kraft, Miles Laboratories, General Motors, F. W. Woolworth, Scott Paper, Slenderella.

TOP TEN SPOT ADVERTISERS

Lever Bros., Metropolitan Life, Shell Oil, Slenderella, Bristol-Myers, Texaco, Hit Parade, Winston, Thomas Leeming, Ford Motor. *To page 24*

RADIO SETS-IN-USE (IN-HOME ONLY)

NIELSEN, DECEMBER, 1956

Hour* % Radio Homes Using Radio

6-7 a.m.	5.5
7-8 a.m.	13.8
8-9 a.m.	17.2
9-10 a.m.	16.2
10-11 a.m.	16.3
11-12 noon	15.2
12-1 p.m.	16.0
1-2 p.m.	15.6
2-3 p.m.	12.3
3-4 p.m.	11.5
4-5 p.m.	11.0
5-6 p.m.	11.7
6-7 p.m.	12.4
7-8 p.m.	11.6
8-9 p.m.	9.5
9-10 p.m.	8.3
10-11 p.m.	7.3
11-12 mid.	6.2

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

TOP TEN

DAYTIME WEEKDAY NETWORK RADIO PROGRAMS

NIELSEN, JANUARY 1957 (FIRST REPORT)

Program	Homes Reached
1. Rose Bowl Football Game—(NBC)—Gillette	2,194,000
2. Arthur Godfrey—(CBS)—Scott—11:15 a.m.	1,860,000
3. Arthur Godfrey—(CBS)—Mutual Benefit	1,765,000
4. Young Dr. Malone—(CBS)—Carter	1,765,000
5. Ma Perkins—(CBS)—Lipton	1,717,000
6. Arthur Godfrey—(CBS)—Chun King—10 a.m.	1,622,000
7. Our Gal Sunday—(CBS)—Scott	1,622,000
8. Nora Drake—(CBS)—Meniholatum	1,574,000
9. Arthur Godfrey—(CBS)—Sherwin-Williams	1,574,000
10. Arthur Godfrey—(CBS)—American Popcorn	1,479,000

TOP FIVE

NIGHTTIME NETWORK RADIO PROGRAMS

NIELSEN, JANUARY 1957 (FIRST REPORT)

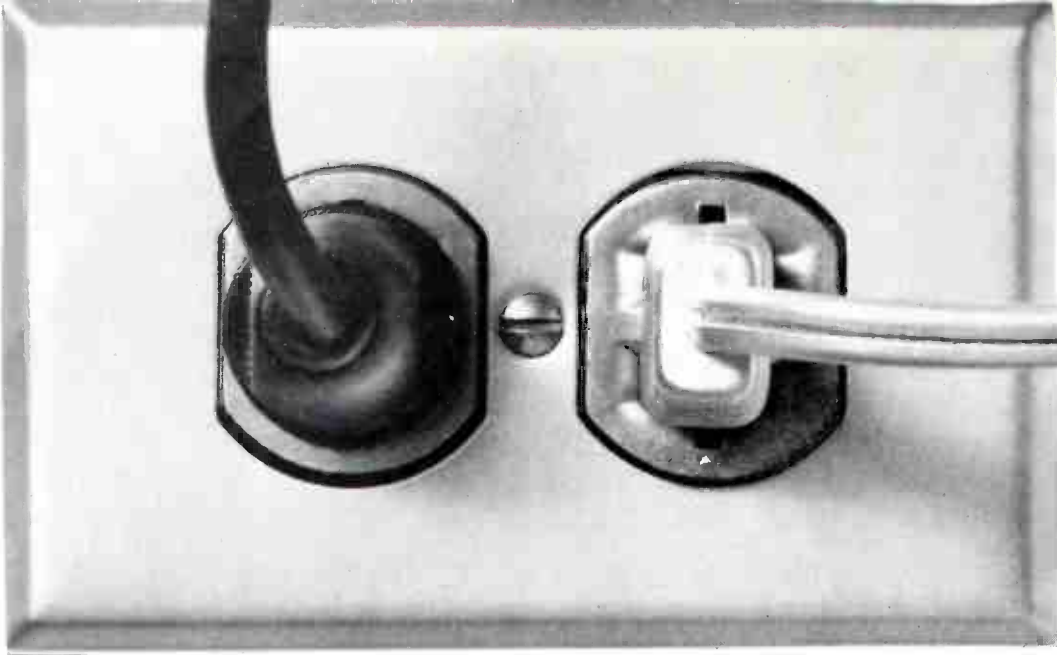
Program	Homes Reached
1. Great Gildersleeve—(NBC)	1,526,000
2. People Are Funny—(NBC)	1,431,000
3. Blue Ribbon Bouts—(ABC)	1,431,000
4. Dragnet—(NBC)	1,097,000
5. Gunsmoke—(CBS)—Sun. Eve.	1,002,000

TOP FIVE

NIGHTTIME MULTI-WEEKLY RADIO PROGRAMS

NIELSEN, JANUARY 1957 (FIRST REPORT)

Program	Homes Reached
1. Lowell Thomas—(CBS)	1,479,000
2. News of the World—(NBC)	1,431,000
3. Amos 'n' Andy Music Hall—(CBS)	1,431,000
4. One Man's Family—(NBC)	1,383,000
5. Robert Trout—News—(CBS)—9:00 p.m.	1,002,000



why

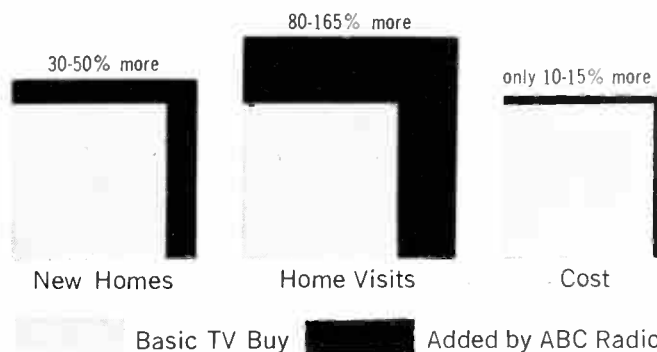
two ?

One is for television . . . one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects . . . but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV properties and **adds** important frequency

and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:



That's why today the new medium for television advertisers is network radio!

* Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.



RETAINING HARD-TO-GET SPOTS

New trend in national spot buying is a pooling of effort by various clients operating out of the same agency. For example, a cold remedy latches on to a good schedule but must drop its spots in late winter. Agency tries to convince its hand cream account to take over schedule intact and return spots to first client in fall. Look for more of this type of advertiser swapping. . . . Many radio stations are raising rates and cutting discount structure on package plans. While there's no strong resistance yet on part of agencies and advertisers, some fear the long-range effect will be harmful. . . . Although "spot" gains new followers almost daily, rate cutting continues to plague the industry, especially in the nation's large markets. If client has big bundle to spend in market, some stations may cut rates as much as 50% below published figures—and get the business.

NEW MUTUAL PROGRAMMING FORMAT

Mutual affiliates apparently will accept new network plan which will give stations five-minute newscasts every half hour from 7:30 a.m. to 11:30 p.m. Under proposed scheduling, stations will sell on-the-hour newscasts to local and national spot clients. Half-hour newscasts would be available for network sponsorship. Once again, as with NBC's on-the-hour newscasts, an advertiser can get a nation-wide line-up of stations during radio's most valuable early morning time periods. Trade is now wondering whether ABC and CBS will come up with similar news packages.

NEW BUSINESS

Network: Colgate-Palmolive adds \$1 million in gross billings to its \$3 million schedule on CBS. Client now will sponsor 15 units of 10 minutes each and five units of seven-and-a-half minutes each. . . . Next blue-chip client expected to return to network radio: General Mills. . . . *Good Housekeeping* magazine buys novel radio plan. Client will use five seven-and-a-half minute units one week of each month during the time when magazine puts out its monthly edition. . . . General Foods adds more participations in ABC's *Breakfast Club* and also ties-in with *When A Girl Marries* and *Whispering Streets*.

Tintex signs for participations in ABC's morning serial line-up. . . . North American Insurance Co., formerly a one-shot advertiser during holiday season, sets 26-week campaign of four five-minute sportscasts on NBC's new Friday evening *Monitor*. . . . Minnesota Mining buys 12 five-minute segments of the nighttime *Amos 'n' Andy Music Hall*. . . . American Mission to Greece signs for year-long campaign on ABC radio. Program is scheduled from 5:30 p.m.-5:35 p.m. on seven stations.

National Spot: Schlitz Brewing will spend over \$2 million in heavy radio-TV drive in a number of major markets. Radio campaign includes sponsorship of Kansas City Athletics on KMBC and a regional network. Budweiser will allocate \$3 million for spot TV and \$800,000 for spot radio. Saturation campaign will include top 100 markets. . . . Highly successful "Pepsi, Please" radio contest will be scheduled in 100 markets during next six months. Pepsi Cola will run contest for one-month

period in each market. Most recent test in St. Joseph, Mo., brought entries at cost of eight-tenths of one cent. . . . Most soft drink outfits will use heavy TV-radio campaigns this spring and summer, among them Coca-Cola, Canada Dry, Cott Beverages, No-Cal, Hoffman, Seven-Up, Royal Crown, C & C Super Coola, White Rock and Hires Root Beer.

With the cancellation of co-op campaigns by General Motors, Ford and Chrysler, big-city radio stations expect to benefit via increased national spot business. Only problem will be where to put schedules. All car outfits request mostly early-morning and late-afternoon time

MEDIA SHIFT BY HILL BROS. COFFEE

One of spot radio's big clients, Hill Bros. Coffee, switching most of its radio schedule into spot TV. . . . Standard Brand's Tender Leaf Tea will run 4-week daytime campaign in top 12 markets starting in April. . . . R. J. Reynolds will heavy-up its regular spring campaign for Camel Cigarettes. . . . Bayer Aspirin will repeat its campaign in 100 radio and over 70 TV markets. . . . Revlon, almost exclusively in TV, will test spot radio for new product, Sun Bath, with 40-per-week announcement schedule in Miami Beach. . . . Hertz Rent-a-Car System, formerly funneling most of its funds into magazines, will add radio and TV. Specific campaign is yet to be resolved. . . . Du Pont Paints planning 25-30 market TV spot campaign backed by 18 market radio spot schedule.

CBS NEW WEEK-END SEGMENTED PLAN

Advertisers can now buy five-minute segments of CBS week-end programs under new plan offered by the network. A single five-minute segment sells for \$2,100. A 52-week schedule covering five or more weekly segments can be bought for \$1,740 per single unit.

CHANGE IN BASEBALL SPONSORSHIP

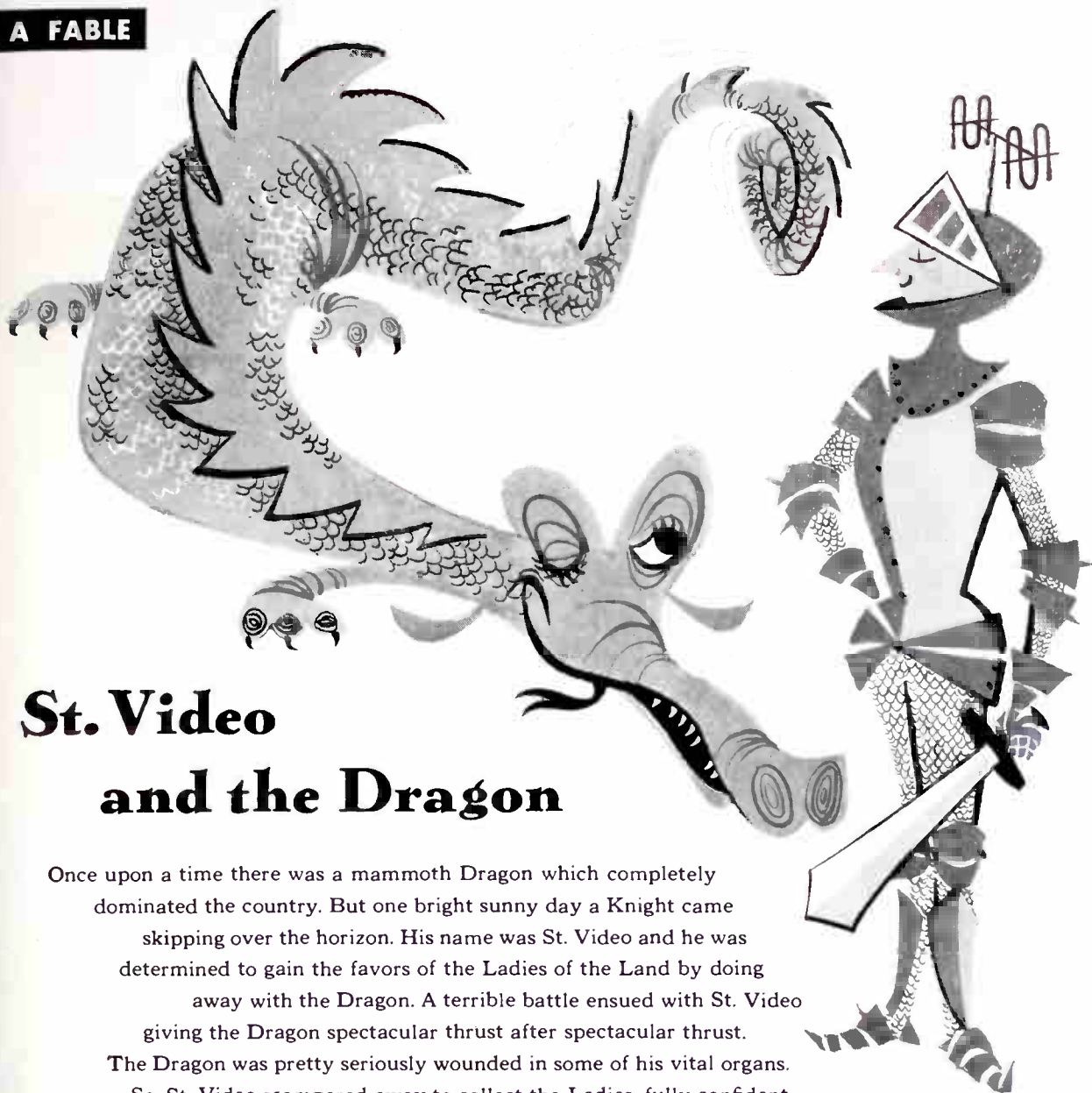
Fewer clients in radio are picking up exclusive sponsorship of baseball or other sporting events. Behind move is concept of scattering selling messages through a variety of programs. Example is WIND's Chicago Cubs baseball games. Four clients—Pabst Brewing, Standard Oil of New Jersey, General Finance and Sidney Smith Enterprises—will co-sponsor broadcasts, an unheard of combination a few years ago.

NEW RADIO MEASUREMENTS

National Association of Radio & TV Broadcasters has okayed three projects to make radio a better-measured medium. 1) NARTB will retain a full-time statistician to study present rating services. 2) Group will work with Census Bureau to get complete report on radio-owning homes in 1960. 3) Group will cull figures on radios in public places from 1958 census.

Radio Advertising Bureau will test plan in Cleveland to get all stations to report monthly spot and local billings to outside organization. Cooperating stations would get back full month's dollar activity in market, plus percentage each is taking from overall billings. Plan may also be tried on West Coast.

A FABLE



St. Video and the Dragon

Once upon a time there was a mammoth Dragon which completely dominated the country. But one bright sunny day a Knight came skipping over the horizon. His name was St. Video and he was determined to gain the favors of the Ladies of the Land by doing away with the Dragon. A terrible battle ensued with St. Video giving the Dragon spectacular thrust after spectacular thrust.

The Dragon was pretty seriously wounded in some of his vital organs.

So, St. Video scampered away to collect the Ladies, fully confident that he had them all sewed up. But, when St. Video's back was turned, the Dragon gave him a wicked belt in the back of the head with his tail and St. Video hasn't been the same since.

MORAL

Don't count Dragons out while they're still thrashing about. Radio is very much alive and is actually *growing twice as fast as TV!* And, the Ladies of the Land are still dominated by it: They *listen to the Radio throughout the day much more than they watch TV.* Surely all of your money isn't on St. Video!

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

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

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

Here's the only



Network



Color Studio



B/W Studio



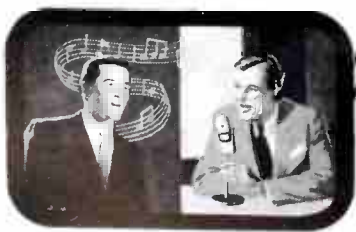
Remote



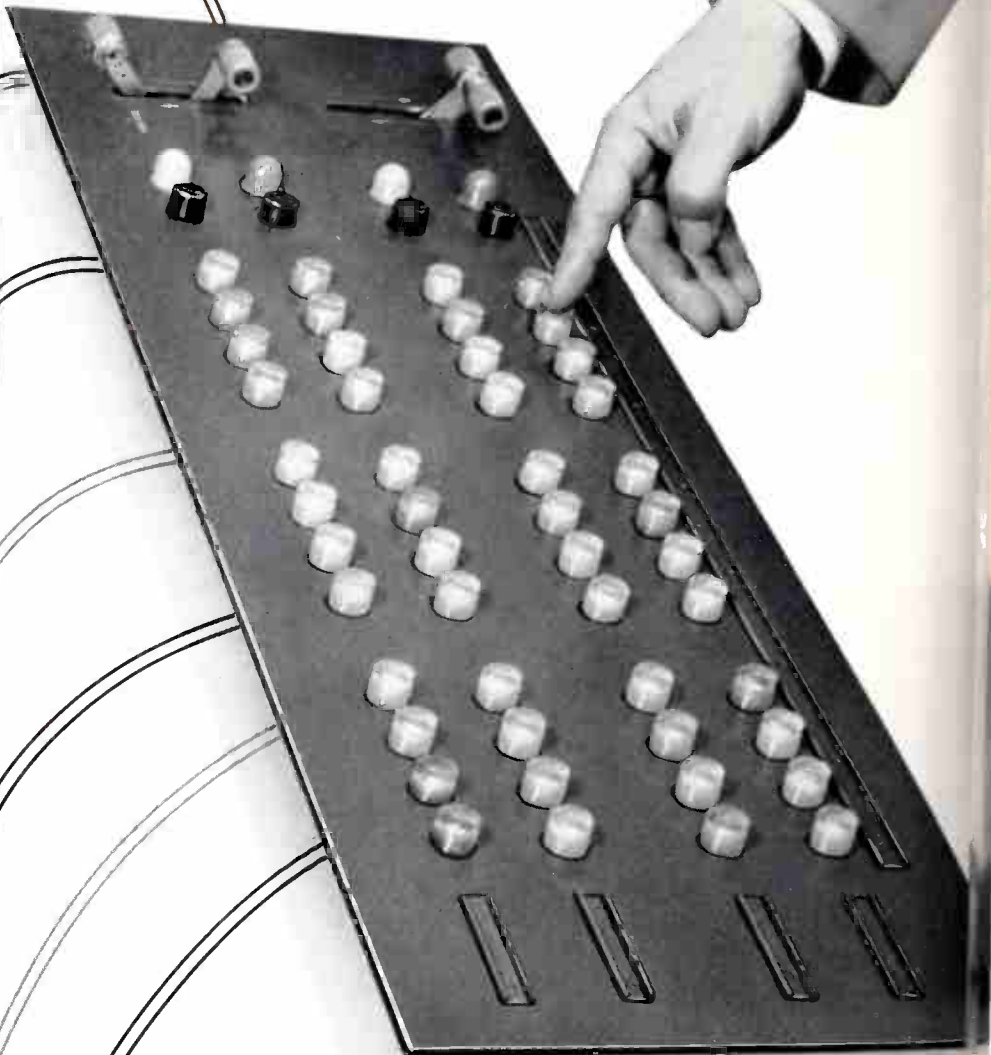
Color Film



B/W Film



Special Effects, Montage, etc.



Applicable anywhere in TV system Meets highest performance standards

1. Crosstalk better than 55 db down.
2. Ideally suited to studio, master or transmitter control.
3. Switch action makes all contacts simultaneous within one millisecond.
4. Holds differential gain within 0.1 db.
5. Limits differential phase to below 0.1 degree.
6. Perfect input match to 75 ohm line . . . requires no high frequency compensation . . . flat to 7 mc.
7. Module design permits 10 or 15 inputs and 2, 4 or 6 outputs per switch.
8. 10 x 6 switch requires only 21" of rack space . . . Controls grouped for easy identification and operation.

Proven TV switching system for all color and monochrome!

*New Philco switch provides centralized—transientless—control of
simultaneous color . . . coded-color . . . monochrome for studio control, master control or transmitter*

Before you expand station facilities or update present equipment . . . get the facts on simultaneous switching from Philco. This new switch offers significant savings over other systems in requirements for video processing equipment . . . handles TV color or monochrome—composite or non-composite—by remote control.

Only the new Philco switching system permits use of a single color or two colors alone. The scope of special program effects is greatly increased

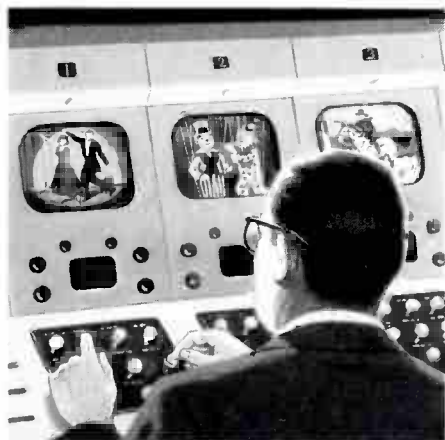
since switching can be accomplished before the signal has been color coded.

Audio switching, sync insertion, tally-lights and change from color to monochrome may be easily interlocked with video switching. Low voltage DC Relays eliminate costly video cabling. This new switching system has been proven over thousands of hours of operation on RGB and composite switching. Life tested for more than a million switching cycles without maintenance or failure.

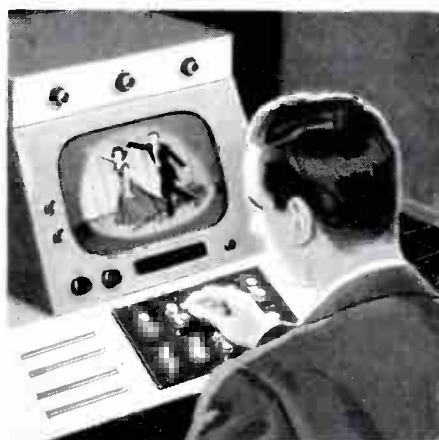
**SEE THIS SWITCH AND THE COMPLETE CINESCANNER SYSTEM DEMONSTRATED AT NARTB,
CONRAD HILTON HOTEL, CHICAGO, APRIL 7-11, BOOTH #11**



Studio Control



Master Control



Transmitter

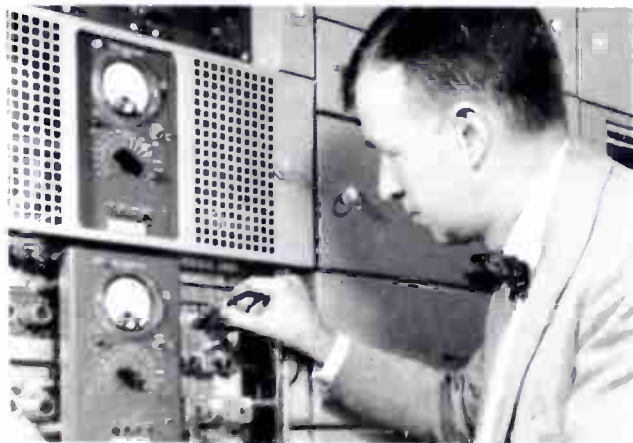
PHILCO® CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

Philadelphia 44, Pennsylvania • In Canada—Philco Corporation of Canada Limited, Don Mills, Ontario



Meet the Bell System's new guardian of microwave transmission quality



Bell System automatic protection switching substitutes a spare channel when interference occurs during transmission. B. C. Bellows, a designer of the system, checks terminal indicating equipment.

There's a new watchman on duty along Bell System microwave channels, protecting your transmissions against fading and equipment failures.

Its name—*automatic protection switching*. Its reflexes are so fast that it prevents failures before TV audiences are even aware of the trouble.

It works this way: When a channel encounters trouble, a spare (or protection channel) is automatically switched so as to parallel the troubled channel; both then carry the same signal. At the receiving end, Bell System equipment determines which of the two signals—regular or spare—is better, and relays it on.

The entire series of events takes less than one-twentieth of a second.

This development is one more example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

Providing intercity channels for network television and radio throughout the nation





A MONTHLY FEATURE

BY HARRY WAYNE McMAHÁN

IS FOREIGN ANIMATION BETTER?

Eight nations show superb work at first international cartoon festival

The technical supremacy of American cartoons no longer exists. . . .” This is the challenging conclusion of an English colleague as the British closed their first International Festival of Animated Films in London last month.

Eighteen nations participated in the festival, and while the above statement, made by John Halas of Halas & Bachelor—their recent feature cartoon, *Animal Farm*, has been seen in the States—may have been largely wishful thinking, there was undoubtedly a great deal in this showing of the animation work of other nations that might make us pause to consider our position.

I’ve seen examples from more than half of the eighteen countries and there is much to stimulate our own thinking, whether for entertainment or commercial purposes. Six of the countries are now producing for television, and others are in the related field of theatre advertising film. Even Russia and China are enjoying the delightful escape of celluloid wriggles, and the Russians have experimented with *drawing the sound track directly on film!*

Halas was the guiding light in arranging the Festival, and has supplemented it by editing a journal of the event for the British Film Academy. Copies are now available through Hastings House, 41 E. 50th St., New York City.

Judging from the commercial films we have seen from eight of the countries, we certainly can make a few bows in their direction.

Germany has always enjoyed leadership in the stop-motion field of animation. Technically they’re tops, and they use a rich share of imagination with it. Germany, of course, does many commercials for the theatre field and is only now getting into television.

Holland, Poland and Czechoslovakia have always done superior work with puppets, especially stop-motion puppets. George Pal, considered the pioneer in this field in America with his Paramount “Puppet-Toons,” originally came from Amsterdam.

France can take high credit for its art work, both

for cartoons and live action. Many great artists of Paris are never above dabbling in this medium and the results are most rewarding, judged on the basis of the theatrical commercials recently shown in this country. Best of all we like the art design of their live action films, the use of color, the camera work.

Japan is hardly up to U. S. standards on animation, but they make up with skillful story-telling and deft touches in getting the sales message across. Recently, one of my Tokyo correspondents sent me a sampling of their TV commercials that would do an enviable job in American competition. A jingle cartoon on Kao soap, for instance, translates a mood so wonderfully that it would convey its selling message in any language.

England’s commercials continue to improve, but they’re still a touch heavy-handed. Perhaps they take themselves too seriously and cannot dash off on mad flights in cartoon. Here and there, though, are bright flashes of inspiration. From a strictly commercial standpoint, we like one of the new Esso spots which animates the Standard Oil customers around the world.

Canada’s work is rather well known south of the St. Lawrence, especially the creative experiments of Norman McLaren. Subsidized by the Canadian government “to interpret Canada to Canadians and to other nations,” some sparkling departures in animation, abstraction, sound and editing techniques have been developed. “Blinkity Blank,” for instance (winner of the British Film Academy Award last year) was drawn directly on 35mm film, frame by frame.

Question: Why can’t we stage such an International Festival here in the States? Do our animation houses, theatrical and commercial, concede that we’ve lost our “technical supremacy”? How good are Russia, China, Italy and all the rest?

This is something our industry has neglected, a constant re-evaluation of its work against the field. An International Festival would be worth-while from many standpoints. Challenged, anyone? END



FOUR IN ONE PLUS

This one television station
delivers four standard
metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- \$3¾ billion retail sales
- \$5¾ billion annual income

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

STEINMAN STATION - Clair McCollough, Pres.

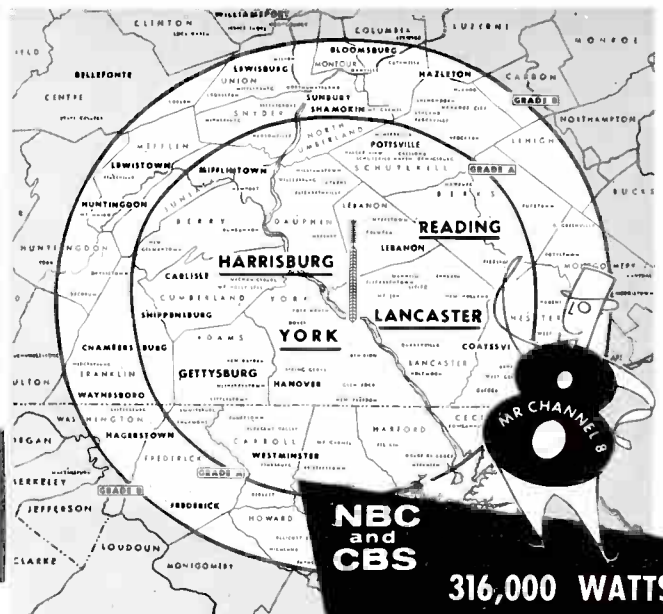
Representative:

The MEEKER Company, Inc.

New York
Los Angeles

Chicago
San Francisco

CHANNEL 8 MULTI-CITY MARKET





A MONTHLY FEATURE

BY NORMAN E. CASH

President, Television Bureau of Advertising

STICKS AND STONES

Despite nonsense from the print media, TV continues to set all-time records

The gentle art of slanted reporting, refined to the sharply-honed point of low-blow-ism, appears to be creeping, with increasing frequency, into the diatribes of television's envious competitor, Print.

Normally, we would neither dignify this sort of angled attack by answering nor waste our time and energies in straightening out the record. However, some instances of this brand of nonsense work to the detriment of all advertising, and render a distinct disservice to its efficiency.

In such cases, we feel that advertising would be well served if the facts were brought into the light. We have sufficient confidence in the judgment of advertisers to believe that, once the unexpurgated array of documented ruffs is revealed, they can arrive at their own decisions.

Witness a recent example of some of the dessicated goulash served up in a New York newspaper. Under the somewhat misleading headline: *Gloom Over TV Networks Stirrs Hopes of the Print Media Boys*, it had this to say: "Trend? Currently, print media boys are optimistic while gloom settles over the networks. The latter had it rough in '56."

It is our belief, shared by many, that newspapers sell their media value to advertisers on a basis of circulation. If what is sauce for the goose is sauce for the gander, TV is entitled to the same criterion. So, let's see just how "rough" television had it.

According to Nielsen, the TV network audience of 1956 was at an all-time high, with each month of that year exceeding the comparable monthly audience of 1955. The average evening TV advertiser reached 17% more homes in 1956 than in 1955; the average daytime TV advertiser 18% more homes during the week and 24% more homes with daytime weekend programming than in 1955.

In addition, the average evening network program reached over one million more homes per broadcast last year than it did in 1955, while the average increase for weekday daytime programs was 418,000 homes, and for

the average weekend daytime program, 823,000 homes.

In the light of Print's own criterion, is this "rough?"

Let's carry the ball a bit farther. Let's consider *all* television instead of segmentizing—a practice regularly indulged in by Print in their attempt to whittle down the power of TV.

Although television viewing hit all-time highs in 1956, 1957 is starting off at a still higher level. The number of television homes is increasing, as is the length of time each home watches and the homes delivered per commercial message.

December 31, 1956, found over four million more TV homes than the same period a year ago. There's been a new TV home every eight seconds of every hour of every day all year long. Ten of the twelve months of '56 recorded all-time highs in the amount of time the average TV home spent watching TV. This was the first year to average over five hours a day, all year long. Eleven of the twelve months were ahead of '55, with the twelfth missing by only one minute.

Homes-watching-television is up over 15%, for any given minute of the morning, afternoon or evening. And, best of all, the number of homes delivered to advertisers continues to increase. 1957 started off with higher levels, the January 1, 1957, Nielsen showing over twice as many evening network programs reaching 10-million or more homes as did the same report for 1956 . . . four times as many shows reaching over 15-million homes.

As a matter of fact, the average nighttime program delivered over two million more homes at the start of 1957 than at the start of 1956. Simply for comparison, this increase in delivered television audience is twice the increase in the newspaper advertisers' potential audience (circulation) for the entire year 1956.

In view of all this, we can understand—but not condone—Print's assiduous and frenetic stabs at trying to make TV look bad. It is simply another manifestation of

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A MONTHLY FEATURE

BY KEVIN B. SWEENEY

President, Radio Advertising Bureau

GOODBYE TO THE "TIMEBUYER"

Why radio looks forward to the approaching day of the "all-media" buyer

Just as surely as I am annoying my seat-companion on an all-night flight to the Coast by keeping my light on as I write this, just that surely will "timebuyers" and "space buyers" be eliminated by all large advertising agencies by 1959.

Their replacement: the buyer knowledgeable about all media. And this will signify a return to the media buying plan that prevailed before Radio elbowed its way into agency buying two decades ago.

While the transition from the one-medium specialist to the well-rounded media buyer is occurring, a modified form of hell on earth can be visited upon buyer and seller alike.

Item: Recently RAB computed that there would be well over 150 salesmen waiting on one new-style media man in Chicago.

Item: If some retreaded space buyers know as little about Radio and TV as some timebuyers know about milline rates (I was going to say "Radio" instead of "milline rates," but why make enemies?), there is going to be some weird and wonderful buying.

In the end, however, the system should result in the advertiser getting more for his dollar than he has in recent years. That is, if the advertiser will allow himself to profit by the system.

The elimination of advocacy and the substitution of impartial judgment in media buying will benefit not only the advertiser but broadcast media generally—and Radio specifically.

Radio has suffered for many years from the seniority in some agencies of media directors who came up through space buying chores. Sometimes, when these media directors won the argument, the agency lost the account. This has happened with greater frequency since Television became so important in media planning and since print lost its power to excite most clients, sales forces and dealers.

Radio should profit when it is weighed, market by

market, along with Newspapers, Outdoor and Television, in the same set of scales. Its ability to deliver almost the same set of values in each market is far greater than any other medium's.

It's obvious to the experienced buyer—obvious and painful—that Boston, Pittsburgh or New Orleans have not offered at any time in the past five years the same freedom of choice in TV facilities that Los Angeles or New York have presented.

But what most of us in the electronic advertising division forget is that newspapers show the same lack of uniformity. Los Angeles, which we are now approaching, presents almost insuperable difficulties if you attempt to cover it with newspaper advertising—more than half of the metropolitan area families don't see any of the four metropolitan dailies. The strongest newspaper reaches a piddling 18% of the families.

To a lesser degree, the same situation prevails 450 miles north in San Francisco. In either city, it takes a prohibitively expensive four-paper campaign to reach any important segment of the population. In either city, any one of three to five radio stations will reach more different families in a day than the leading newspaper.

In other areas, where a single newspaper may reach 6 out of 10 families every day, a print buyer might argue the case for newspapers convincingly. The proof that print buyers have been able in-fighters lies in the across-the-board purchasing, by many agencies, of newspaper in weak or strong markets, with the same schedules.

Certainly, now that buyers in some agencies lose prestige or year-end bonuses by conceding that they cannot duplicate everywhere what they can buy in a few markets, the millenium has inched a little toward us.

So, more campaigns that have been print from border to border will become print in some markets and Radio in many others. This would have happened anyway, but the consolidation of media buying in one person rather

To page 43



STARTED HERE

when she saw it...



I
IMAGERY
TRANSFER . . .

HAPPENS HERE

when she hears it . . .

NBC RADIO'S EXCITING NEW APPROACH TO ADVERTISING . . .

uses the recognized power and economy of network radio to multiply the effectiveness of *all* your advertising and, at the same time, to bring your over-all cost per thousand way down.

Here's the way it works:

Key words . . . significant sounds . . . cause

people to react in certain ways. Imagery Transfer puts this psychological process to work for you. Using just the *right* combination of words and sounds — *on radio* — you re-awaken automatically the advertising images of your products that you have already established with the consumer through visual media.



PAYS OFF HERE

because she buys it!

IMAGERY TRANSFER lets you fill in the gaps between your once-a-week, bi-weekly or monthly exposure in the expensive visual media. Because network radio offers mass coverage at low cost, you can reach your customers, economically, time and time again. You can keep the picture of your product foremost in the housewife's mind . . . at home where she uses it . . . in the car when she's on her way to market. With radio and its Imagery

Transfer you can literally follow your customers right to the point of purchase. The product images that you store up with all your advertising then explode into action—buying action. A call to NBC Radio will bring you a consultant, ready to discuss how Imagery Transfer can be applied to *your* advertising.

This is *IT!* It's ready to do a job for you *now*.

NBC RADIO NETWORK a service of **DLCA**

PULSE
Sept
1956

ARB
March
1956

What a difference a year makes!

A.R.B.
NOV.
1956

WKRG-TV

is in front to stay
in Mobile . . .

No matter how you measure it!

PULSE

Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X." The night time lead is most one-sided, 117 to 48.

NIELSEN

The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X," with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

ARB
Dec
1955

A.R.B.

A. R. B. (Nov. '56) shows Channel 5 pulling even further ahead, leading in morning, afternoon and night . . . and with 10 of top 15 shows in Mobile.

WKRG-TV

CBS Channel 5 in Mobile
Representatives: **Avery-Knodel**

CASH From page 31

whistling-past-the-graveyard, a wish-transference of their own gloom to their brighter competitor.

We can't resist one final fillip. Here's a beaut from the slam-TV story: "Madison Avenue's masterminds will argue the media's demise, but not the fact that it's put out pretty bad shows."

If the figures have any validity—and many along the famous avenue agree they have—then the "demise" exhibits itself in the form of the liveliest corpse ever seen in the media and communications world.

As for "bad shows" . . . well, we're not in the business of being Cecil B. DeMille's production experts, casting directors, story editors or critics. Neither, we think, are our print brethren.

Not only do we advise them to heed the ancient dictum, "shoeman, stick to your last," but we urge them to employ their considerable talents and energies to selling the plusses of their own medium rather than the fancied negatives of their competitor. Advertisers, we are sure, would welcome this. **END**

SWEENEY From page 32

than its dispersal among three or four should accelerate the trend greatly.

It would have happened anyway because of radio's ability to duplicate in one market what it offers in almost every other market. Literally, only a handful of markets can give you both a morning and evening newspaper. Radio, of course, provides all-day service virtually everywhere.

The news and music formula is standard in every market; availabilities close to certain network programs are offered in hundreds of markets.

Whatever the precise target of the advertiser—Negro, teenager, young mother, working housewife—he will find it available in almost every city with radio. And with a type of station and a type of programming that he can test in his home market or almost anywhere else in the country.

It will be months before buyers converted from other media realize this, and come to understand the slight additional complexities of buying radio more than pay for themselves.

But they will surely realize it, and for advertiser, agency and radio will be a brighter day. **EL**

SOLD

SOLD

SOLD

SOLD

Langendorf United Bakeries, through Compton Advertising, Inc., on the entire West Coast!

Among the markets already purchased are Portland, Maine; Cincinnati, Memphis, South Bend, Seattle, San Francisco, Los Angeles, Baltimore, Detroit!

Tulsa, Tucson, Salt Lake City, Denver, San Diego, Portland, Oregon; Eugene, Stockton, Chico, Fresno, Syracuse, Baton Rouge, Indianapolis, Tallahassee, Miami, Phoenix, San Antonio, Yakima, Bakersfield, Salinas, San Luis Obispo, Roanoke, Schenectady, New Orleans!

Albuquerque, Santa Barbara, Boise, Springfield, Missouri; Pittsburg, Kansas; Hutchinson-Wichita, Columbus, Ohio; St. Petersburg, Nashville, etc., etc.!

Among the advertisers are Bell Bakeries through The Caples Company; Tasty Baking Company; Sealtest Milk; Hood's Dairy; Canada Dry; Pepsi-Cola; Stewart's Ice Cream through Woodard, Voss & Hevener, Inc.!

Burger Brewing Co. through Midland Advertising Agency; Walter Construction Co.; Niagara-Mohawk Power Co.; Nashville Trust Co.; Bunker Hill Meats; and many others!



HURRY

Stations and sponsors immediately recognize the universal appeal of HAWKEYE and the LAST OF THE MOHICANS, the great American outdoor action classic! So arrange today to enjoy a private screening and to get the profitable-for-you facts about HAWKEYE. But please hurry! Every day markets are snapped up and even a day's delay may cost you your own home market. Wire or phone us right now!

JOHN HART · LON CHANEY
as **HAWKEYE** as **CHINGACHGOOK**

HAWKEYE

AND THE

LAST OF THE MOHICANS

Wire or Phone, 'Let's
POW-WOW
NOW

Television Programs of America, Inc.

EDWARD SMALL, Chairman · MILTON A. GORDON, President · MICHAEL, M. SILLERMAN, Executive Vice-President

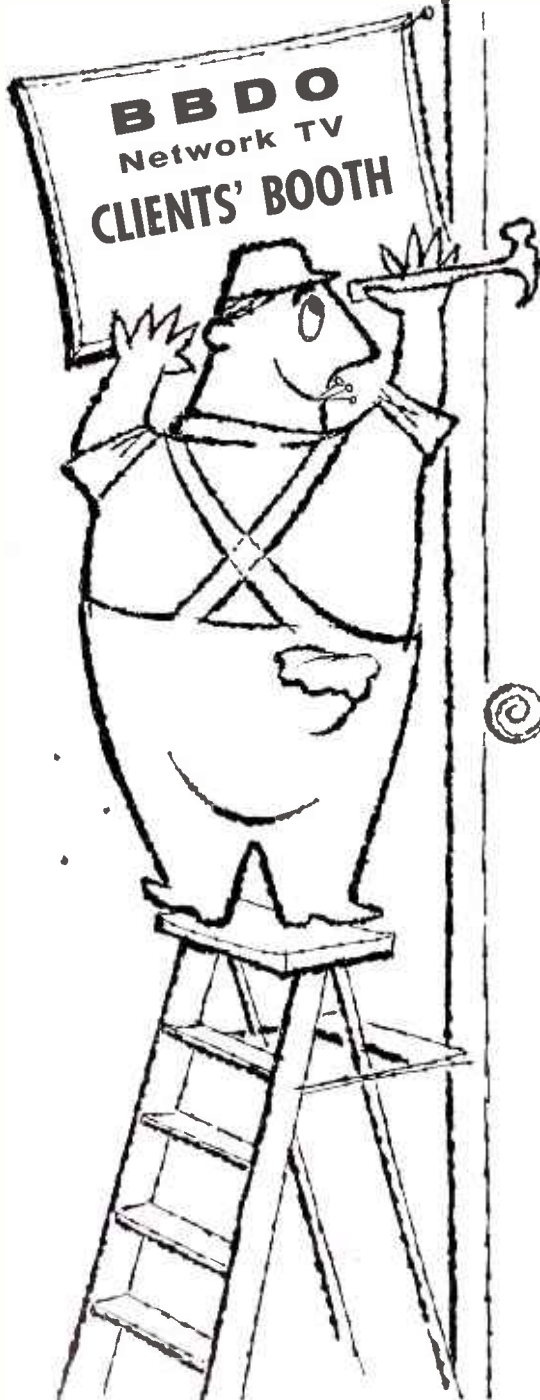
466 Madison Ave., New York 17, N. Y. · PL. 6-2100



BATTEN & OSBORN INC. ADVERTISING

BATTEN • BARTON • DURSTINE

ON THE AIR



AMERICAN STANDARD
*Plumbing Fixtures,
Heating-Cooling Equipment*
"Home"†

THE AMERICAN TOBACCO COMPANY
Lucky Strike Cigarettes
"Your Hit Parade"*
"The Jack Benny Program"*
Hit Parade Cigarettes
"The Marge and Gower Champion Show"* (beginning March 31)

ARMSTRONG CORK COMPANY
Resilient Floors
"Armstrong Circle Theatre"*

BRISTOL-MYERS COMPANY
"Ban" Deodorant—Trushay
"Alfred Hitchcock Presents"*†
"Arthur Godfrey and His Friends"*†
"Arthur Godfrey Time"***
"Garry Moore Show"***
"Playhouse 90"***

CAMPBELL SOUP COMPANY
"Lassie"
"On Trial"*

DE SOTO-PLYMOUTH DEALERS
OF AMERICA
"You Bet Your Life,"* starring
Groucho Marx

E. I. DU PONT DE NEMOURS & CO. (INC.)
"DuPont Theater"
"John Daly and the News"

GENERAL ELECTRIC COMPANY
"The General Electric Theater",
"Cheyenne"*

THE B. F. GOODRICH COMPANY
"Life-Saver" Tubeless Tires
"The George Burns & Gracie Allen Show"*

GENERAL MILLS, INC.
*Betty Crocker Mixes, and Other
General Mills Products*
"Bob Crosby Show"***
"Garry Moore Show"***
"Valiant Lady"†
"Lone Ranger"†

LEVER BROTHERS COMPANY
"Art Linkletter's House Party"***
"On Trial"*

REVLON PRODUCTS CORP.
*"Satin-Set," "Tonch-and-Glow,
Lipsticks and "Futurama," and
Nail Enamel*
"The \$64,000 Question"
"The \$64,000 Challenge"†

UNITED STATES STEEL CORP.
"United States Steel Hour"*

VICK CHEMICAL COMPANY
Vicks Products Division
"The Jonathan Winters Show"

VITAMIN CORPORATION
OF AMERICA
"The Steve Allen Show"†
"Today"†
"Tonight"†

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic
"The Adventures of Robin Hood"*

*Alternate weeks
**Segment †Participating

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

TELEVISION MAGAZINE

DATA BOOK 1957

TV's vital statistics ...

county-by-county coverage ... market data correlated to TV areas

... advertiser investments in network and spot TV

In 1956, network TV advertisers spent \$488,167,634 for time and air to \$300,000,000 for programming.

The year just past was the first in which TvB supplied spot billings figures for all four quarters. The total for the year was \$397,498,000.

Combined billings for both national spot and network moved over the billion-dollar level for the second consecutive year.

In both network and spot television, Procter & Gamble was the number one TV advertiser. The giant soap firm spent an estimated \$62 million in gross network time and production costs. Actually, frequency and other discounts might reduce this network outlay by 30%. This makes P&G's net expenditure about \$44 million for network TV. For national spot gross time, P&G laid out \$17,522,000. Estimates for 1957 are that P&G will spend \$70 million on TV.

The auto makers placed next behind P&G, with all three major producers included among the seven biggest network spenders.

The only newcomer to the top ten

GROSS NETWORK TIME SALES

1956	—	\$488,167,634
1955	—	406,899,059
1954	—	320,154,274
1953	—	227,585,656
1952	—	180,794,780
1951	—	127,989,713

Source: Publishers Information Bureau

was American Home Products, whose \$20 million gross brought it into the top group for the first time in recent years.

A breakdown, by company and product, of the way advertisers spent their money in network television during 1956 is given in the Advertiser Expenditures section beginning on page 55.

This listing gives the parent company, its program(s), product(s), agency, network, number of stations used during the final month of the year, gross time and production costs, and total number of telecasts for the year.

Nearly \$400 million spent on spot

The details of how 14,399 spot advertisers invested a total of \$397,-

498,000 are shown in the section beginning on page 91.

Although P&G led both spot and network TV advertisers as the biggest spender in 1956, many of the top spot advertisers made that medium their major effort. Representative of this group of advertisers were Sterling Drug and Brown & Williamson.

Leading the big-spending spot TV advertiser categories were food and grocery products. Next biggest spenders were cosmetics and toiletries, then ales, beers and wines.

Not all program costs climb

Production costs for network programs continued their slow upward movement last year, but there were wide differences in the tabs presented to different advertisers. The biggest bill went to Hallmark Cards —\$210,000 for each of its *Hallmark Hall of Fame* programs.

Of course, there were many advertisers who paid considerably less than this. A 15-minute segment of the *Captain Kangaroo* Saturday show, for example, went for \$630.

To page 42





*In
the
dark
all
cats
are
gray*

With a little light, though, things look different – some cats are spotted . . . some have stripes . . . some have breeding . . . others are just plain alley cats.

Trade publications, too, may look pretty much the same.

What sets TELEVISION MAGAZINE apart is that it goes beyond the usual trade paper approach and provides its readers with essential information not available elsewhere – such as TV set count, TV market data, continuing brand studies.

This kind of coverage is what makes the difference, and is TELEVISION MAGAZINE's guarantee of maximum readership of the magazine and its advertising.

TELEVISION
MAGAZINE

THE TOP TEN SPOT ADVERTISERS

Estimated gross time expenditures in 1956

Rank	Company	Expenditures
1.	Procter & Gamble	\$17,522,000
2.	Brown & Williamson	11,288,600
3.	General Foods	9,415,900
4.	Sterling Drug	8,823,300
5.	Philip Morris	7,369,400
6.	Colgate-Palmolive	7,314,700
7.	Warner-Lambert	5,820,400
8.	Continental Baking	5,732,500
9.	National Biscuit	5,536,500
10.	Miles Laboratories	5,354,700

THE TOP TEN SPOT ADVERTISING AGENCIES

Spot billings for 1956

Rank	Agency
1.	Ted Bates & Co., Inc.
2.	McCann-Erickson, Inc.
3.	Young & Rubicam, Inc.
4.	Leo Burnett Co., Inc.
5.	Benton & Bowles, Inc.
6.	Dancer-Fitzgerald-Sample, Inc.
7.	Batten, Barton, Durstine & Osborne
8.	J. Walter Thompson
9.	Compton Advertising, Inc.
10.	William Esty & Co., Inc.

Source: TvB-Rorabaugh

SPOT TV EXPENDITURES BY QUARTERS (1956)

First quarter	\$100,209,000
Second quarter	105,584,000
Third quarter	83,863,000
Fourth quarter	107,842,000
Four-quarter total	\$397,498,000

SPOT TV EXPENDITURES BY TIME OF DAY (1956)

Day	\$135,339,000 (34.0%)
Night	222,517,000 (56.0%)
Late night	39,642,000 (10.0%)

SPOT EXPENDITURES BY TYPE OF SPOT (1956)

Announcements	\$176,429,000 (44.4%)
ID's	46,806,000 (11.8%)
Participations	90,541,000 (22.8%)
Shows	83,722,000 (21.0%)

Daytime shows tallied as low as \$2,000 per program and participations ranged from a low \$415 to a high of \$10,000 (the latter tab for 90 seconds of NBC's *Matinee Theatre*).

Many shows continued last year at the same price as in 1955. Representative of these were: *Guiding Light*, \$2,500; *Tales of the Texas Rangers*, \$22,000; *Fury*, \$25,000; *Adventures of Robin Hood*, \$35,000.

Generally, situation comedies cost between \$35,000 and \$40,000, though

top-ranking *I Love Lucy* cost \$58,500. Hour-long dramatic shows averaged about \$50,000, while daytime shows averaged about \$5,000.

Now 39,260,320 TV Homes

The number of TV homes, TV stations, and markets all continue to rise, but at a slower rate than in past years. As of March 1, 1957, the figures were: number of TV homes, 39,260,320; percentage of U. S. homes having TV, 80.8%; total number of TV markets, 263; commercial

TV stations in the U. S. and possessions, 459.

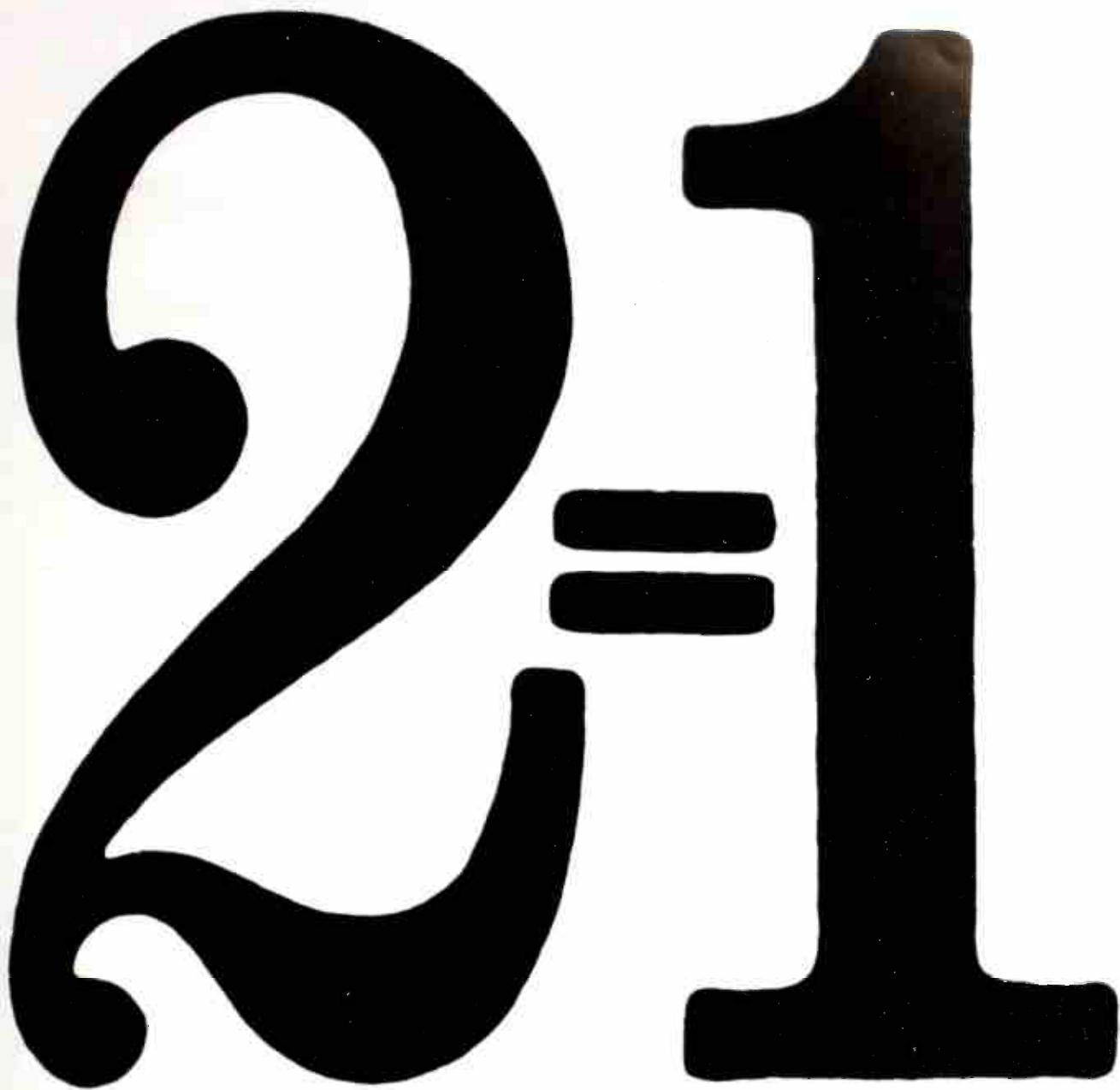
TELEVISION MAGAZINE's exclusive Television Markets report (see page 111), defines the coverage area of each TV market and lists each county reached by that market. Vital market data — population, families, and Effective Buying Income—are correlated for each of these TV markets. These totals are correlated for TV coverage by TELEVISION MAGAZINE's Research Department.

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THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and production expenditures

Company	1956		1955		1954		1953		1952		1951	
	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure
Procter & Gamble	1	\$62,045,000	1	\$46,949,000	1	\$31,025,000	1	\$21,300,000	1	\$20,574,000	1	\$12,205,000
General Motors	2	36,221,000	3	26,340,000	3	18,480,000	4	12,880,000	7	9,044,000		
General Foods	3	29,126,000	6	21,651,000	6	16,450,000	6	11,432,000	3	11,871,000	2	12,111,000
Chrysler	4	27,609,000	2	27,615,000	9	12,730,000						
Colgate-Palmolive	5	26,224,000	4	25,559,000	2	19,485,000	2	16,260,000	2	12,464,000	4	6,831,000
Gillette	6	23,210,000	5	22,684,000	5	17,190,000	7	11,000,000	9	7,286,000		
Ford Motors	7	20,228,000	9	16,389,000					10	7,091,000	5	6,752,000
American Home Prod.	8	19,793,000										
R. J. Reynolds	9	17,769,000	8	17,615,000	4	17,810,000	3	13,276,000	4	11,131,000	3	7,586,000
Lever Brothers	10	16,512,000					9	10,763,000	5	11,131,000	8	4,974,000
General Electric					8	13,800,000	10	8,958,000				
General Mills			10	15,030,000	10	12,545,000					10	4,087,000
American Tobacco			7	17,786,000	7	15,700,000	5	12,247,000	6	10,693,000	6	6,371,000
Liggett & Myers							8	10,777,000	8	7,403,000	7	5,942,000
P. Lorillard											9	4,784,000



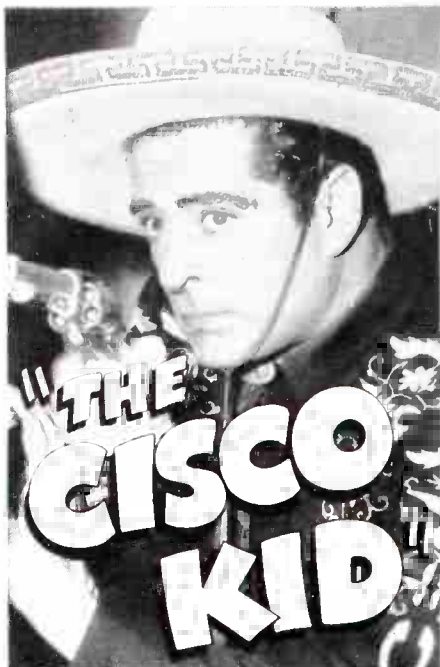
impossible?

In the New York market, biggest of them all, it's not only possible, it's mathematically correct.

In this highly-competitive, seven station market, WCBS-TV, Channel 2, is the number one station month after month, year after year.

Isn't it clear that, in the nation's number one market, WCBS-TV should be your number one choice?

WCBS-TV, New York, CBS Owned, Channel **2**
Represented by CBS Television Spot Sales



BAKING FIRM RENEWS FOR 7th YEAR!

Grosses \$99,700,000
IN 1955

INTERSTATE BAKERIES,
sponsor of Cisco in markets
across the nation, states:

"The success of Cisco Kid is so outstanding it needs no further proof. Cisco has certainly sold a lot of bread and we are looking forward to continued increase of sales through this outstanding advertising vehicle."

Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"

Write,
Phone
or
Wire
Collect
Today



New York
Chicago
Cincinnati
Hollywood

BUSINESS SURVEY From page 42

ment. They are based on data from *Sales Management's* 1956 "Survey of Buying Power."

Important concept in defining markets

Because many television stations cover a much wider area than the standard metropolitan county area, it is essential for most advertisers to consider both TV-markets and standard-metropolitan-county definitions in a comparison of families, population and E. B. I. for each market.

Just how drastically these markets can vary is shown in the case of the TV market of Albany-Schenectady-Troy, N. Y., whose three TV stations cover four times the number of homes included in the standard market definition. The Effective Buying Income for the TV market is \$1.5 billion larger than that of the standard market area.

Who rates which market?

A calendar of rating services for 200 TV markets indicates which areas are surveyed, how often and by which services. The four rating services which issue local reports—American Research Bureau, Nielsen, Pulse, Videodex—are described, and their techniques, samples, and costs are summarized.

The month-by-month calendar of TV markets can be used to determine which will be given local ratings at any particular time, when the last survey was made, and when the next one will be undertaken.

New—directory section

A compact directory section contains several lists often used by advertising people. Included are: stations, with call letters, mailing addresses, phone numbers, and personnel; networks, with names of key executives; station reps, with offices and stations represented; syndicated film distributors; feature film distributors.

Sources of data

Production costs, circulation figures, market definition and market data correlated for TV coverage are prepared by TELEVISION MAGAZINE'S Research Department. They are copyrighted. All population and sales figures are based on *Sales Management's* 1956 "Survey of Buying Power" and have been used with special permission. Further reproduction is forbidden. Advertisers' time costs are from Publishers Information Bureau, Inc. **END**

Which



is CUTEST?



CERTAINLY, you know what you're doing! But who are you to say that this baby, that gal, will rule the raves straight across the country? Why not pretest your talent . . . put it on film . . . show it to audiences—of all types, all locales. Then you'll know in advance. What's more you enjoy the advantage of easier programming, deeper coverage . . . when you **USE EASTMAN FILM.**

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

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



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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

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.



what they watch needs watching

"Every day is a school day. The things Johnny learns from TV — really remarkable."

"Peter never used to look both ways before he crossed the street. Now he does it — because Jiminy Cricket told him to!"

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—

but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts — and of the efforts of other networks — in making television for children a trusted, well-adjusted playmate.

ABC TELEVISION NETWORK



PRODUCTION COSTS

Per-telecast estimates for network programs on during 1956

Although television production costs rose slightly during 1956, many network advertisers used the medium for considerably less than Hallmark Card's expenditure of \$210,000 per stanza of its *Hallmark Hall of Fame*. Some advertisers made use of the medium for as little as \$630 (for a 15-minute segment of the Saturday *Captain Kangaroo* show). Many daytime shows were available for as low as \$2,000 and participations went as low as \$415. Other participations went as high as \$30,000 (for 90 seconds in *NBC Matinee Theatre*). There were many shows available in 1956 for the same price as they cost in 1955. Representatives of these were: *Adventures of Robin Hood*, \$35,000; *Jack Benny*, \$5,000; *Fury*, \$25,000; *Guiding Light*, \$2,500; *Tales of the Texas Rangers*, \$22,000.

Listed below are TELEVISION MAGAZINE's exclusive estimates of what the advertiser paid for his program per telecast. Agency commissions are included; commercial production costs are not. Estimates for participating programs include time as well as production costs.

In each case, these estimates were double-checked with the individual agency or advertiser involved.

The shows listed are those that began before or during the calendar year 1956, and were still being telecast at the year's end. In the case of a shift in advertiser or network, the last association in 1956 is the one listed.

Key—F: film; A: alternating; S: shares sponsorship with other advertisers; R: regional sponsor only; †: simulcast, AM & TV costs included.

PROGRAM	NETWORK	ADVERTISER	PER TELECAST	PROGRAM	NETWORK	ADVERTISER	PER TELECAST
<i>Adventures of Hiram</i>	NBC	General Foods	\$37,500	<i>The Brothers</i> (F)	CBS	Procter & Gamble (A)	\$40,000
<i>Holiday</i> (F)						W. A. Sheaffer Pen (A)	40,000
<i>Adventures of Jim Bowie</i> (F)	ABC	Chesebrough-Pond's (A)	33,500	<i>The Buccaneers</i> (F)	CBS	Sylvania Electric	30,000
		American Chicle (A)	33,500	<i>Burns & Allen</i> (F)	CBS	Carnation (A)	40,000
<i>Adventures of Ozzie & Harriet</i> (F)		Eastman Kodak	40,000			B. F. Goodrich (A)	40,000
<i>Adventures of Rin-Tin-Tin</i> (F)	ABC	National Biscuit Co.	26,000	<i>Caesar's Hour</i>	NBC	B. T. Babbitt (A,S)	40,000
<i>Adventures of Robin Hood</i> (F)	CBS	Johnson & Johnson (A)	35,000	(3 out of 4 weeks)		Benrus (S)	40,000
		Wildroot (A)	35,000	(20 min. segments)		Knomark (A,S)	40,000
<i>Afternoon Film Festival</i> (F)						Quaker Oats (A,S)	40,000
(1 min. participations)	ABC	Participating	2,500			Wesson Oil & Snowdrift (A,S)	40,000
<i>A Power</i> (F)	CBS	Prudential Insurance	28,000	<i>Captain Gallant of the Foreign Legion</i> (F)	NBC	H. J. Heinz	25,000
<i>Afternoon Hour</i> (A)	NBC	Aluminum Co. of America	55,000	<i>Captain Kangaroo</i> (M-F)			
<i>Red Hittcock Presents</i> (F)	CBS	Bristol-Myers	42,000	(5 min. participations)	CBS	Participating	415
<i>Armstrong Circle Theatre</i> (A)	NBC	Armstrong Cork	51,000	<i>Captain Kangaroo</i> (Sat.)			
<i>A Linkletter's House Party</i>				(1/4 hour segments)	CBS	Luden's (S)	630
(1/4 hour segments)	CBS	Multi-sponsored	3,400			Brown Shoe (S)	630
<i>Arthur Godfrey Show</i>	CBS	Bristol-Myers (A)	30,000	<i>Cavalcade of Sports</i>	NBC	Gillette	40,000
(1/2 hour segments)		Pillsbury (A)	30,000	<i>The Chevy Show</i>	NBC	General Motors (Chevrolet)	147,000
		Kellogg (A)	30,000	<i>Cheyenne</i> (A,F)	ABC	General Electric	58,500
<i>Arthur Godfrey's Talent Scouts</i>	CBS	Gillette (Toni) (A)	30,000	<i>Circus Boy</i> (F)	NBC	Reynolds Metals	35,000
		Lever (Thos. J. Lipton) (A)	30,000	<i>Circus Time</i>			
<i>Arthur Godfrey Time</i>				(1 min. participations)	ABC	Participating	3,000
(1/4 hour segments)	CBS	Multi-sponsored	†4,000	<i>Climax</i> (3 out of 4 weeks)	CBS	Chrysler	50,000
<i>At the World Turns</i>	CBS	Procter & Gamble	4,500	<i>Comedy Time</i> (F)			
				(1/4 hour segments)	NBC	Multi-sponsored	3,500
<i>At the Clock</i>	CBS	Hazel Bishop	18,000	<i>Conflict</i> (A,F)	ABC	Chesebrough-Pond's	58,500
<i>Big Payoff</i>	CBS	Colgate-Palmolive	4,000	<i>Cowboy Theatre</i> (F)			
<i>Big Story</i> (3 out of 4 weeks)	NBC	American Tobacco (A)	33,500	(1/4 hour segments)	NBC	Sweets Co. of America	2,500
		Vick Chemical (A)	33,500	<i>Crossroads</i> (F)	ABC	General Motors (Chevrolet)	26,000
<i>Big Surprise</i>	NBC	Purex (A)	37,000	<i>Crusader</i> (F)	CBS	Colgate-Palmolive (A)	33,000
		Speidel (A)	37,000			R. J. Reynolds (A)	33,000
<i>Big Top</i>	CBS	National Dairy Products	16,000	<i>Danny Thomas Show</i> (F)	ABC	Armour (A)	38,000
<i>Big Crosby Show</i>						Kimberly Clark (A)	38,000
(1/4 hour segments)	CBS	Multi-sponsored	3,700	<i>December Bride</i> (F)	CBS	General Foods	32,500
<i>Big Cummings Show</i> (F)	CBS	Colgate-Palmolive (A)	37,500	<i>Dick Powell's Zane Grey Theatre</i> (F)			
		R. J. Reynolds (A)	37,500		CBS	General Foods (A)	45,000
<i>Big Journey</i> (F)	ABC	Ralston-Purina	10,000			Ford (A)	45,000
<i>Big the \$250,000 Bank</i>	NBC	Lanolin Plus	32,500	<i>Dinah Shore Show</i>	NBC	General Motors (Chevrolet)	17,000
<i>Big Brighter Day</i>	CBS	Procter & Gamble	2,500	<i>Disneyland</i> (F)	ABC	American Dairy (A,S)	37,500
<i>Big Broken Arrow</i> (F)	ABC	General Electric (A)	34,000	(1/2 hour segments)		American Motors (A,S)	37,500
		Miles Labs (A)	34,000			Swift (S)	37,500



**EVERYBODY
LOVES
LEO!**

**OMAHA
50.5**

WOW-TV Trendex
Wed. Jan. 2
10:30 P.M. to
1 A.M.

**PHOENIX
40.8**

KPHO-TV ARB
Thurs. Jan. 17
7 to 9 P.M.

**ALTOONA
24.3**

WFBG-TV ARB
Sat. Nov. 17
11 P.M. to
12:30 A.M.

**LOS ANGELES
30.6**

KTTV ARB
Fri. Jan. 11
8 to 10 P.M.

**KANSAS CITY
33.1**

KCMO-TV Trendex
Fri. Jan. 11
10:30 P.M. to
12:30 A.M.

**ATLANTA
27.4**

WSB-TV ARB
Sun. Jan. 6
12:30 to
2 P.M.

From coast to coast
M-G-M FEATURES
have captured the
heart of America!

In only a few brief months, MGM-TV has revolutionized the telecasting scene. In market after market, the signs of success are seen—not only in record ratings but also in upped billings and greater prestige and profits. If you have not done so already, inquire today as to the availability of the M-G-M library in your area.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Write, wire or phone Charles C. Barry,
Vice President, 1540 Broadway, New York

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Do You Trust Your Wife? (F)	CBS	General Motors (Frigidaire) (A) Liggett & Myers (A)	\$37,500 37,500
Edwards with News (hour segments)	CBS	American Home Products	5,000
Net (F)	NBC	Liggett & Myers (A) Schick (A)	40,000 40,000
Mont Cavalcade Theatre (F)	ABC	DuPont	35,000
Mulligan Show	CBS	Lincoln-Mercury Dealers	70,500
Fisher Show	NBC	Coca Cola (A) Planters (A)	15,000 15,000
Edge of Night	CBS	Procter & Gamble	4,500
Plus Film Festival (F) (min. participations)	ABC	Participating	6,500
Who Knows Best (F)	NBC	Scott Paper	38,000
Tennessee Ernie	NBC	Ford Motor	35,000
Ed Show	ABC	Ford Motor	40,000
Theatre (F)	NBC	Borden (A)	25,000
(F)		General Foods (A)	25,000
Moore Show (hour segments)	CBS	Multi-sponsored	3,400
General Electric Theater (F)	CBS	General Electric	45,000
George Gobel Show	NBC	Armour (A) Pet Milk (A)	45,000 45,000
Step	CBS	General Mills	25,000
Morning (min. segments)	CBS	Participating	715
Goodyear Playhouse (A)	NBC	Goodyear	55,000
Light	CBS	Procter & Gamble	2,500
Smoke (F)	CBS	Liggett & Myers (A) Sperry Rand	38,000 38,000
Mark Hall of Fame and Jeckle Cartoon Show (F)	NBC	Hallmark Cards	210,000
Maureen! (F)	CBS	Sweets Co. of America (A) Johnson & Johnson (A)	6,000 6,000
Part (1 min. participations)	CBS	Procter & Gamble	38,500
Daddy Doody (hour segments)	NBC	Participating Continental Baking (A,S) Sweets Co. of America (S)	2,700 3,000 3,000
Lucy (F)	CBS	General Foods (A) Procter & Gamble (A)	58,500 58,500
Old Be You (hour segments)	NBC	Multi-sponsored	3,500
Secret	CBS	R. J. Reynolds	27,500
McDermeny Show (A,F)	CBS	American Tobacco	55,000
Gleason Show (hour segments)	CBS	Bulova (S) P. Lorillard (S)	50,000 50,000
Nyman Show (F)	NBC	Procter & Gamble	38,500
Winters Show	NBC	Lewis Howe (A) Vick Chemical (A)	15,000 15,000
Daly & the News (hour segments)	ABC	Multi-sponsored	4,500
Aluminum Hour (A)	NBC	Kaiser Aluminum & Chemical	55,000
TV Theatre	NBC	National Dairy (Kraft)	48,000
Milk, Fran & Ollie	ABC	Gordon Baking	1,500
Walt (F)	CBS	Campbell Soup	35,000
Lawrence Welk Show	ABC	Chrysler (Dodge)	22,500
Lawrence Welk's Top Tunes & New Talent	ABC	Chrysler (Dodge)	22,500
Riley (F)	NBC	Gulf Oil	32,000
Theine-Up (F)	CBS	Brown & Williamson (A) Procter & Gamble (A)	35,000 35,000
Theone Ranger (F)	ABC	General Mills (A) Swift (A)	38,000 38,000
Theone Ranger (F)	CBS	General Mills (A) Nestle (A)	25,000 25,000
Florida Young Show (F)	NBC	Procter & Gamble	38,500
Lot of Life	CBS	American Home Products	2,000
Video Theatre	NBC	Lever Bros.	52,000
Vertical Horizons (F)	ABC	Ciba	12,000
Me the Press	NBC	Johns-Manville (A) Pan American World Airways (A)	10,000 10,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Mickey Mouse Club (F) (1/2 hour segments)	ABC	Multi-sponsored	\$ 6,000
Mighty Mouse Playhouse (F)	CBS	Colgate-Palmolive (A) General Foods (A)	7,750 7,750
The Millionaire (F)	CBS	Colgate-Palmolive	32,000
Modern Romances (1/4 hour segments)	NBC	Multi-sponsored	2,000
My Friend Flicka (F)	CBS	Colgate-Palmolive	20,000
Name That Tune	CBS	Kellogg (A) American Home Products (A)	25,000 25,000
National Bowling Champions	NBC	General Cigar	10,000
Navy Log (F)	ABC	American Tobacco (A) U.S. Rubber (A)	35,000 35,000
NBC Matinee Theatre (90 sec. participations)	NBC	Participating	10,000
NBC News (1/4 hour segments)	NBC	Multi-sponsored	7,000
Noah's Ark (F)	NBC	Max Factor (A) Liggett & Myers (A)	40,000 40,000
Oh! Susanna (F)	CBS	Helene Curtis (A) Nestle (A)	40,000 40,000
Omnibus (per 1/4 sponsorship)	ABC	Aluminum, Ltd. (S) Union Carbide & Carbon (S)	20,500 20,500
On Trial (F, 3 out of 4 weeks)	NBC	Campbell Soup (A) Lever Bros. (A)	37,500 37,500
Our Miss Brooks (F) (1/4 hour segments)	CBS	Multi-sponsored	3,100
Ozark Jubilee (1/4 hour segments)	ABC	American Chicle	5,500
People Are Funny (F)	NBC	Gillette (Toni) (A) R. J. Reynolds (A)	27,500 27,500
People's Choice (F)	NBC	Borden (A) Procter & Gamble (A)	35,000 35,000
Perry Como Show (20 minute segments)	NBC	Gold Seal (A,S) Kimberly-Clark (A,S) Noxzema (A,S) RCA (A,S) S & H Stamps (A,S) Sunbeam (A,S)	38,500 38,500 38,500 38,500 38,500 38,500
Person to Person	CBS	Hamm Brewing (A,R) Standard Oil of Indiana (A,R) Time, Inc. (A)	25,000 25,000 35,000
Phil Silvers Show (F)	CBS	Amana Society (A) R. J. Reynolds (A)	45,000 45,000
Playhouse 90 (F,L) (1 hour & 1/2 segments)	CBS	Bristol-Myers (A, 1/3 sponsorship) Ronson (A, 1/3 sponsorship) Singer (A, 1/3 sponsorship)	40,000 40,000 40,000
Press Conference	ABC	Corn Products & Refining	14,000
Private Secretary (A,F)	CBS	American Tobacco	35,000
Producer's Showcase (every 4th week)	NBC	RCA (S) John Hancock (S)	160,000 160,000
Queen For a Day (per 1/4 sponsorship)	NBC	Multi-sponsored	3,500
Ray Anthony Show	ABC	Chrysler (Plymouth)	25,000
Red Barber's Corner	NBC	State Farm Insurance	4,000
Red Skelton Show	CBS	S. C. Johnson (A) Pet Milk (A)	40,000 40,000
Robert Montgomery Presents	NBC	S. C. Johnson (A) Schick (A)	52,000 52,000
Roy Rogers Show (F)	NBC	General Foods	30,000
Saturday Night Color Carnival (every fourth week)	NBC	General Motors (Oldsmobile) (S) RCA (S) Whirlpool-Seeger (S)	83,333 83,333 83,333
Schlitz Playhouse (F)	CBS	Schlitz Brewing	37,000
Search for Tomorrow	CBS	Procter & Gamble	2,500
Secret Storm	CBS	American Home Products	2,500
Sergeant Preston of the Yukon (F)	CBS	Quaker Oats	33,000
Shower of Stars (every 4th week)	CBS	Chrysler	150,000
Sir Lancelot (F)	NBC	American Home Products (A) Lever Bros. (A)	32,500 32,500
(3 out of 4 weeks)		P. Lorillard (A)	33,000
The \$64,000 Challenge	CBS	P. Lorillard (A) Revlon (A)	33,000 33,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST	PROGRAM	NETWORK	ADVERTISER	PER TELECAST
The \$64,000 Question	CBS	Revlon	\$35,000	Valiant Lady			
Stanley (3 out of 4 weeks)	NBC	American Tobacco (A)	40,000	(1/4 hour segments)	CBS	Multi-sponsored	\$2,500
Steve Allen Show	NBC	Gillette (Toni) (A)	40,000	The Vise (F)	ABC	Sterling Drug	23,000
(20 minute segments)		Brown & Williamson (S)	33,500	Voice of Firestone	ABC	Firestone Tire & Rubber	20,000
Strike It Rich	CBS	Jergens (S)	33,500				
Studio One	CBS	U. S. Time Corp. (S)	33,500	Washington Square (A)	NBC	Helene Curtis	125,000
Sunday News Special	CBS	Colgate-Palmolive	4,000	Wednesday Night Fights	ABC	Mennen (S)	22,500
		Westinghouse	42,000			Pabst Brewing (S)	22,500
		Pharmaceuticals, Inc.	5,000	West Point (F)	CBS	General Foods	37,500
Tales of the 77th Bengal	NBC	General Foods	32,500	What's My Line?	CBS	Helene Curtis (A)	30,000
Lancers (F)		General Mills (A)	22,000			Sperry Rand (A)	30,000
Tales of the Texas Rangers (F)	CBS	Sweets Co. of America (A)	22,000	Wide Wide World (A)	NBC	General Motors (A.C. Spark Plug	
Ted Mack & His Amateur Hour	ABC	Pharmaceuticals, Inc.	20,000			Div. 1/3 sponsorship)	65,000
Telephone Time with John				Wild Bill Hickok (F)	CBS	General Motors (United Motors	
Nesbitt (F)	CBS	American Telephone & Telegraph	37,500	Wire Service (F)	ABC	2/3 sponsorship)	130,000
Tennessee Ernie Ford Show				Wyatt Earp (F)	ABC	Kellogg	23,000
(1/4 hour segments)	NBC	Multi-sponsored	3,500			R. J. Reynolds	60,000
This Is Your Life	NBC	Procter & Gamble	47,500	You Asked For It (F)	ABC	General Mills (A)	33,500
Tic Tac Dough				Your Hit Parade	NBC	Procter & Gamble (A)	33,500
(1/4 hour segments)	NBC	Multi-sponsored	2,500				
Today (1 min. participations)	NBC	Participating	1,700	You Bet Your Life (F)	ABC	Best Foods	16,000
Tonight (1 min. participations)	NBC	Participating	1,788	Your Hit Parade	NBC	Chrysler (De Soto)	47,500
To Tell the Truth	CBS	Pharmaceuticals, Inc.	22,000	You're On Your Own	CBS	American Tobacco (A)	46,000
Treasure Hunt	ABC	Mogen David Wine	18,000			Warner-Lambert (A)	46,000
Twenty-One				Zoo Parade (F)	NBC	Hazel Bishop	23,000
(3 out of 4 weeks)	NBC	Pharmaceuticals, Inc.	31,000				
20th Century-Fox Hour (A,F)	CBS	General Electric	80,000				
United States Steel Hour (A)	CBS	U. S. Steel	55,000				

TV in Fresno -- the big
inland California market -- means



- Best local programs
- Basic NBC-TV affiliate



Paul H. Raymer Co.
National
Representative

4 States Coverage Tied into One Big Market



- **COVERAGE IN 32 COUNTIES**
In Texas-Arkansas-Oklahoma-Louisiana (NCS #2)
- **OVER 100,000 TV HOMES**
88,450 TV Homes (NCS #2) (plus Projected increase) not including Home County of any other TV Station
- **ENTHUSIASTIC ADVERTISER ACCEPTANCE**
Illustrated by 250 Hours Sponsored Network Programs Monthly

by the only sales influence which unites the great resources and buying power of over 600,000 people . . .

(engaged in industry, commerce, agriculture, oil production in the most diversified and growing area in the country.)

KCMC-TV

CHANNEL 6

TEXARKANA - TEXAS, ARKANSAS

MAXIMUM POWER 100,000 WATTS •

Walter M. Windsor
General Manager

Richard M. Peters
Commercial Manager

Represented by Venard, Rintoul and
McConnell, Inc.



INTERCONNECTED

TRANSMITTING
NETWORK
COLOR





LIVE WIRE!

WHIRLYBIRDS! Packed with high-voltage adventure, CBS Television Film Sales' dynamic new action series is generating plenty of excitement. First rating, in Omaha, was a high-flying 42.5, with 68.9% share of audience. On WPIX, "Whirlybirds" got the highest rating ever won by a regularly scheduled nighttime program on a New York independent station. Lots of sponsor action, too! Added to the 85 markets originally sold in just six weeks' time, are a score of big new sales... to such advertisers as Pepsi-Cola, Winston Cigarettes, National Tea Company, Duffy-Mott. Juice up sales in *your* market. For details, call or wire

CBS TELEVISION FILM SALES, INC.

"... the best films for all stations"





When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product . . . *you can be sure that commercial is drawing a lot of sales, too.*

Young & Rubicam, Inc.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • San Juan • London

ADVERTISER EXPENDITURES...

NETWORK

Network time and program estimates for 1956

by company, product, show—a Television Magazine exclusive

In 1956, advertisers invested \$488,167,634 in gross network time. They are estimated to have spent about \$300 million for programs. How these dollars were spent is detailed below.

For each company that used network TV during 1956, TELEVISION MAGAZINE has compiled, by product and program, the total gross time charges, as reported by publishers Information Bureau, Inc., as well as our own estimated total program budget for all telecasts during the year. These program estimates include everything the advertiser paid for production and talent except the costs of the commercials. They are gross figures, including agency commissions.

Wherever film shows have used reruns during the year, the lower price for each repeat showing is re-

flected in the total. For the basic price for such series—and for all other 1956 programs still on the air—see the estimated weekly budgets in the Production Cost section of this Data Book.

Also listed for each program is the agency placing the business (if agencies changed during the year, the most recent 1956 agency is named); the number of stations carrying each program, as of the last month it was telecast; and the number of telecasts during the year.

It should be remembered that actual expenditures for time might be as much as 25% less than the gross costs quoted here, because of volume, frequency and special discounts.

Key—NA: not available; †: simulcast cost, AM & TV included.

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
JAM CONSOLIDATED INDUSTRIES, INC. Gemex Watch Bands	Tonight	NA	NBC	58	\$ 53,574	\$ 19,668	11
JMIRAL CORP. Admiral Radio & TV Sets, Record Players, Room Air Conditioners, Dehumidifiers, Electric Ranges, Freezers, Refrigerators	Today Tonight Life Is Worth Living	Russel M. Seeds Russel M. Seeds Russel M. Seeds	NBC NBC ABC	76 59 111	687,518 523,064 556,620	154,700 177,012 350,000	91 99 14
Admiral TV Sets & Major Appliances	Tonight	Wm. Hart Adler	NBC	59	41,762	14,304	8
LADDIN INDUSTRIES, INC. Aladdin, Jr. Vacuum Bottles & Kits	It Could Be You Modern Romances	Geoffrey Wade Geoffrey Wade	NBC NBC	54 52	63,132 62,844	21,000 12,000	6 6
ALBERTO-CULVER CO. Alberto VOS Hairdressing & Conditioner	Tonight	Silberstein, Goldsmith	NBC	56	22,665	10,728	6
ALLEN INDUSTRIES, INC. Allen Carpet-Squares	Omnibus Omnibus	JWT JWT	ABC CBS	67 72	269,927 304,438	266,500 257,400	13 13
ALUMINIUM, LTD. Aluminum	Alcoa Hour Today	F&S&R Ketchum, MacLeod & Grove	NBC NBC	125 59	2,192,366 4,935	1,450,000 1,700	25 1
ALUMINUM CO. OF AMERICA Alcoa Aluminum Institutional	Today	Ketchum, MacLeod & Grove	NBC	60	87,914	28,900	17
ALUMINUM GOODS MANUFACTURING CO. Mirro-matic Electric Percolator & Pressure Pan	Today	Cramer-Krasselt	NBC	63	38,852	11,900	7
AMANA SOCIETY Amana Home Freezer & Air Conditioner	Pacific Coast Conference Basketball Phil Silvers Show	Maury, Lee & Marshall Maury, Lee & Marshall	CBS CBS	18 167	75,064 1,424,016	450,000 1,170,000	10 26
AMERICAN BAKERIES CO. Merita Bread & Cake	Lone Ranger Anniversary Show	Tucker Wayne	ABC	8	2,375	NA	1
AMERICAN BROADCASTING- PARAMOUNT THEATRES, INC. Am-Par Records	Mickey Mouse Club	Buchanan	ABC	87	574,467	222,000	37

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
AMERICAN CHICLE CO.							
Clorets Chlorophyll Gum, Dentyne, Beeman's & Chiclets Gum	Zoo Parade	Bates	NBC	120	\$ 252,943	\$ 87,500	
Clorets Chlorophyll Gum, Dentyne Chewing Gum	Caesar's Hour	D-F-S	NBC	148	549,146	760,000	
	Ernie Kovacs Show	D-F-S	NBC	145	273,989	135,000	
	John Daly & the News	Bates	ABC	49	51,200	20,000	
Roloids							
Beeman's Pepsin Gum, Roloids, Clorets, Dentyne, Adams Clove Gum & Chiclets	Ozark Jubilee	Bates	ABC	105	527,721	99,000	
Dentyne, Clorets, Beeman's Clove, Chiclets Chewing Gum & Roloids	Adventures of Jim Bowie	Bates	ABC	100	361,462	301,500	
AMERICAN DAIRY ASS'N.							
American Dairy Ass'n.	Disneyland	Campbell-Mithun	ABC	161	1,260,298	937,500	
	Lone Ranger	Campbell-Mithun	ABC	73	581,921	646,000	
AMERICAN EXPORT LINES, INC.							
Travel Tours	Today	C&W	NBC	19	2,268	1,700	
AMERICAN HOME PRODUCTS CORP.							
Anacin	Festival of Stars	Bates	NBC	86	261,279	165,000	
	Midwestern Hayride	Bates	NBC	33	230,373	139,750	
	Today	Bates	NBC	54	122,054	44,200	
	Tonight	Bates	NBC	60	103,309	48,276	
Anacin & Other Products	Name That Tune	Bates	CBS	133	1,328,849	750,000	
	Wanted	Bates	CBS	114	34,600	32,000	
	Quiz Kids	Bates	CBS	73	276,953	220,000	
Anacin & Aero Shave	Douglas Edwards with the News	Bates	CBS	140	4,636,042	780,000	
Anacin, Bisodol, Heet, Kriptin & Other Products	Love of Life	Bates	CBS	155	3,574,838	518,000	
	The Secret Storm	Bates	CBS	161	3,478,751	640,000	
Anacin, Kolynos Toothpaste, Infra-Rub & Neet Depilatory	Ozark Jubilee	Bates	ABC	62	180,855	38,500	
Analgesic Tablets, Liniments, Dentifrices & Other Products	Sir Lancelot	Bates	NBC	122	338,256	195,000	
Kolynos Tooth Paste	Captain Kangaroo	Grey	CBS	90	197,944	19,920	
Institutional	Out of Darkness	SSC&B	CBS	48	58,750	100,000	
Easy-Off Oven Cleaner	Today	Geyer	NBC	61	33,390	10,200	
Waxes, Polishes	Queen for a Day	Geyer	NBC	58	204,720	63,000	
Waxes, Polishes, Analgesics	It Could Be You	Geyer	NBC	54	185,565	63,000	
Chef Boy-Ar-Dee Canned Meals	Arthur Godfrey Time	Y&R	CBS	65	511,471	208,000†	
AMERICAN MACHINE & FOUNDRY CO.							
Bowling Pin Spotters	Big Ten Regional NCAA Football Games	Fletcher D. Richards	NBC	34	47,159	75,000	
	Pacific Coast Conference Football Games	Fletcher D. Richards	NBC	19	20,523	NA	
AMERICAN MEAT INSTITUTE							
American Meat Institute	Home	L&N	NBC	104	166,948	70,200	
	Today	L&N	NBC	94	75,790	22,100	
AMERICAN METAL SPECIALTIES CORP.							
Toys	Circus Time	Lavenson	ABC	73	90,000	30,000	
AMERICAN MOTORS CORP.							
Nash Passenger Cars	Today	Geyer	NBC	41	6,359	3,400	
	Tonight	Geyer	NBC	53	4,773	1,788	
Nash & Hudson Passenger Cars, Kelvinator Appliances	Disneyland	Geyer	ABC	160	2,209,278	1,575,000	
AMERICAN RADIATOR & STANDARD SANITARY CORP.							
American-Standard Plumbing Equipment, Kitchen Cabinets, Heating & Air Conditioning	Home	BBDO	NBC	68	320,304	156,600	
	Sunday Spectacular	BBDO	NBC	102	80,328	216,000	
	Today	BBDO	NBC	63	200,569	61,200	
Youngstown Kitchens	Home	BBDO	NBC	78	77,234	35,100	
	Queen for a Day	BBDO	NBC	77	208,315	45,500	
AMERICAN SAFETY RAZOR CORP.							
Gem Razors	Baseball Game of the Week	McCann-Erickson	CBS	165	336,165	NA	
Gem Razors & Blades	Tonight	McCann-Erickson	NBC	30	15,996	10,728	
	Tonight	McCann-Erickson	NBC	59	150,618	53,640	
AMERICAN TELEPHONE & TELEGRAPH CO.							
Bell Telephone System	Telephone Time with John Nesbitt	Ayer	CBS	194	2,181,441	1,387,500	
	Our Mr. Sun	Ayer	CBS	156	103,595	NA	
AMERICAN THERMOS PRODUCTS CO.							
Thermos Vacuum Ware	Today	R&R	NBC	55	30,104	10,200	
AMERICAN TOBACCO CO.							
Herbert Tareyton Cigarettes	Justice	Hackett	NBC	136	531,585	364,000	
Lucky Strike Cigarettes	Jack Benny	BBDO	CBS	175	1,229,363	1,155,000	
	Private Secretary	BBDO	CBS	175	1,871,618	1,120,000	
	Your Hit Parade	BBDO	NBC	171	1,197,136	920,000	
	Adventure Theatre	BBDO	NBC	174	30,602	NA	
Pall Mall Cigarettes	MGM Parade	SSC&B	ABC	88	312,298	360,000	
	The Amazing Dunninger	SSC&B	ABC	94	420,169	300,000	
	Navy Log	SSC&B	ABC	96	293,643	280,000	

ONLY ONE CAN DO THE JOB

NEW, ADDITIONAL SURVEY PROOF:

WNHC-TV—seven days a week, sign on to sign off—delivers average audiences 210% greater than top New York City station reaching any part of the area; 244% greater than Hartford; 174% greater than New Britain. Call KATZ for the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNEF-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York



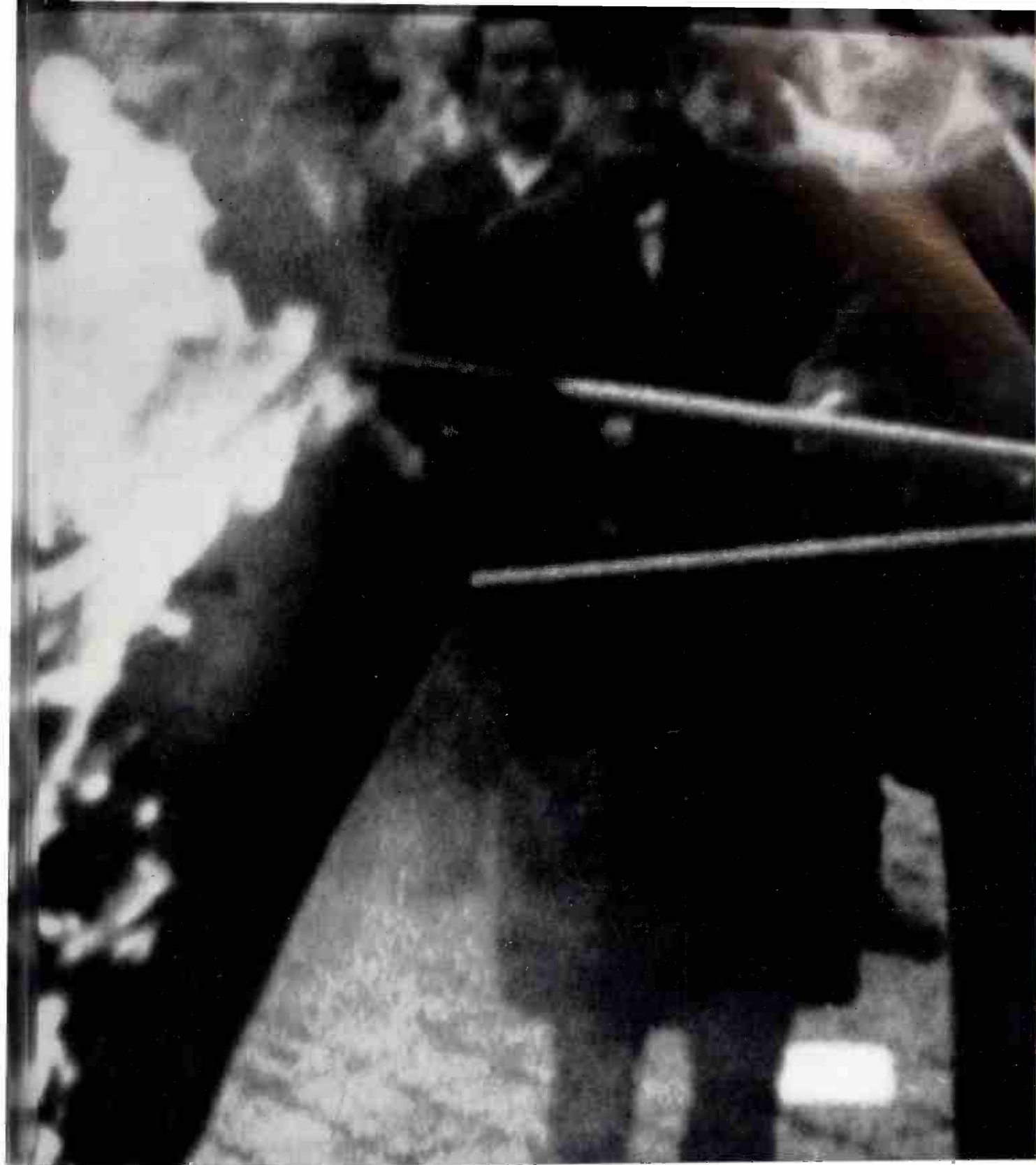
...ESPECIALLY IN HARTFORD!



The next-to-the-last word on Hungary

Someday, the Hungarian people will have the last word. Meantime, to record in sharp focus all the heart-breaking events to date, NEWSFILM sifted through its thousands of feet of exclusive film from inside Hungary and produced a stark history of the revolt.

NEWSFILM subscribers in the United States, Cuba, Mexico, Argentina, Australia, Alaska, Japan and throughout Europe got it free . . . a bonus surprise package. And the response was tremendous.



Typical is this message from KTVA-KTVF, Alaskan stations: "Excellent coverage . . . tremendous contribution to your subscribing stations. We used it on both Anchorage and Fairbanks stations then turned it over to the high school systems of both cities." From WTVH, Peoria: "You are to be highly complimented . . . it was stark drama, yet presented in good taste. We used it very effectively as part of a show covering the arrival of a plane load of Hungarian refugees in Peoria."

Stockholm newspapers commented: "Terrifying . . . one of the best documentary films."

"Hungary in Revolt" is simply another excellent example of NEWSFILM's vastly-superior coverage of the news — fast, professional, complete. A product of CBS News, NEWSFILM is available to *all stations*. For the last word in television station news, get in touch today with the nearest office of . . .

CBS TELEVISION FILM SALES, INC.

"... the best films for all stations"



Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
AMERICAN TOBACCO CO. (Continued)	Make Room for Daddy	SSC&B	ABC	116	\$ 524,223	\$ 494,000	13
	Douglas Edwards with the News	SSC&B	CBS	73	1,243,760	245,000	49
	Stanley	SSC&B	NBC	116	329,595	240,000	6
	The Big Story	SSC&B	NBC	95	923,997	636,500	19
	Best in Mystery	SSC&B	NBC	98	204,360	60,000	4
AMERICAN VISCOSE CORP. Avisco Industrial Rayon	Home	Ayer	NBC	61	227,485	116,100	43
ANDERSON, CLAYTON & CO. Mrs. Tucker's Shortening	Today	Bryan Houston	NBC	39	30,851	32,300	19
ANDOVER SILVER CO. Flea-Gard	Today	NA	NBC	56	40,821	13,600	8
ANHEUSER-BUSCH, INC. Budweiser Beer	Damon Runyon Theater	D'Arcy	CBS	74	566,994	540,000	18
ARMOUR & CO. Dial Deodorant Soap, Shampoo & Other Products	Danny Thomas Show	FC&B	ABC	70	248,104	266,000	7
	George Gobel Show	FC&B	NBC	174	920,524	675,000	15
	Encore Theatre	FC&B	NBC	176	307,604	NA	5
	Mickey Mouse Club	Tatham-Laird	ABC	89	808,444	312,000	52
	Perry Como Show	Tatham-Laird	NBC	89	297,772	423,500	11
	Patti Page Show	Tatham-Laird	NBC	89	55,922	NA	2
	Julius LaRosa Show	Tatham-Laird	NBC	89	56,383	NA	2
	Tony Bennett Show	Tatham-Laird	NBC	91	113,356	NA	4
	NBC Matinee Theatre	Ayer	NBC	59	84,658	150,000	15
	Today	Ayer	NBC	59	80,012	25,500	15
	Tonight	Ayer	NBC	59	80,546	26,820	15
	Famous Film Festival	Ayer	ABC	52	32,000	26,000	4
Pet Food Products & Sausage Products Armour Meat Products	Armstrong Circle Theater	BBDO	NBC	98	1,890,933	1,224,000	24
Armour Poultry Products	Today	Biow	NBC	71	98,712	32,300	19
Armour's Miss Wisconsin Cheese	Tonight	Grey	NBC	59	80,663	26,820	15
ARMSTRONG CORK CO. All Products	Tony Martin Show	Grey	NBC	69	80,720	45,000	3
ARMSTRONG RUBBER CO. Armstrong Tires	Dear Phoebe	Grey	NBC	160	430,020	227,500	7
ASSOCIATED PRODUCTS, INC. 5-Day Deodorant Pads	Pro Football Games	Ayer	CBS	15	155,232	NA	28
5-Day Deodorant Pads & Rival Dog Food	Midwestern Hayride	Ludgin	NBC	31	205,197	129,000	12
ATLANTIC REFINING COMPANY Gasoline & Motor Products	Comedy Hour	Compton	NBC	133	563,564	NA	18
AVCO MANUFACTURING CORP. Bendix & Crosley Major Appliances Crosley Radio & TV Sets, Bendix Home Appliances	Steve Allen Show	Compton	NBC	133	283,730	301,500	9
B. T. BABBITT, INC. Am-O Cleanser Bab-O Cleanser Bab-O Cleanser, Am-O Cleanser, Cameo Copper Cleaner Glim Liquid Detergent	Today	D-F-S	NBC	64	87,218	25,500	15
	NBC Matinee Theater	D-F-S	NBC	62	35,869	70,000	7
P. BALLANTINE & SONS Ballantine Beer	Caesar's Hour	D-F-S	NBC	128	199,124	240,000	6
BARCALO MANUFACTURING CO. Barcalounger	Today	Harry B. Cohen	NBC	36	72,400	44,200	26
BAYUK CIGARS, INC. Phillies & Webster Cigars	Pro Football Games	JWT	CBS	19	91,971	NA	15
B.C. REMEDY CO. B.C. Tablets	Tonight	EBDO	NBC	58	63,177	23,244	13
BEECH-NUT LIFE SAVERS, INC. Beech-Nut Foods for Babies, Coffee, Gum & Peanut Butter	Meet the Champions	Lefton	NBC	17	236,980	165,000	33
BELTONE HEARING AID CO. Beltone Hearing Aid	Today	Ayer	NBC	37	234,893	144,500	85
Beltone Hearing Aid Glasses	Dr. Spock	K&E	NBC	39	354,338	176,000	16
BEST FOODS, INC. Hellmann's Mayonnaise, Nucoa Margarine, Other Products	Today	Olian & Bronner	NBC	70	46,842	15,300	9
	Today	Olian & Bronner	NBC	58	10,420	3,576	2
	Afternoon Film Festival	Olian & Bronner	ABC	58	4,500	6,500	1
	Afternoon Film Festival	Olian & Bronner	ABC	53	8,000	13,000	2
Nucoa Margarine Skippy Peanut Butter	Johnny Carson Show	D-F-S	CBS	72	51,153	18,000	6
	Our Miss Brooks	D-F-S	CBS	80	113,416	21,700	7
	Afternoon Film Festival	D-F-S	ABC	53	156,000	97,500	39
	You Asked For It	Guild, Bascom & Bonfigli	ABC	55	1,457,609	848,000	53
Shinola Shoe Polish, Rit Tints & Dyes, Best Foods or Hellmann's Mayonnaise	Garry Moore Show	D-F-S; Ludgin	CBS	98	362,208	105,400	31
Shinola Shoe Polish, Rit Tints & Dyes, Nucoa Margarine, Other Products	Bob Crosby Show	D-F-S; Ludgin	CBS	101	279,496	96,200	26
HAZEL BISHOP, INC. Hazel Bishop Lipstick	Garry Moore Show	Raymond Spector	CBS	71	246,567	61,200	18
	You're On Your Own	Raymond Spector	CBS	95	70,608	46,000	2
Hazel Bishop Lipstick, Compact Make-Up, Complexion Glow Rouge, Nail Polish	Bob Crosby Show	Raymond Spector	CBS	70	341,872	88,800	24

"GOOD and PLENTY sales keep climbing for a plenty-good reason, Spot-TV,"

says Lester Rosskam Jr.,
Vice President of Quaker City
Chocolate & Confectionery Co.,
regarding WFIL-TV, Philadelphia

Why call Spot-TV the 'plenty-good reason,' Mr. Rosskam?

Because we've been using TV advertising for seven years now—and every year our sales have shown a substantial increase.

So you're convinced that TV is responsible for the gains?

Naturally. Once we started using WFIL-TV, it didn't take long to see the effect in sales. In consequence, year after year we've been putting more of our consumer budget into television.

What type of commercials do you use?

On WFIL-TV we're buying local personalities—Sally Starr, Chief Halftown, Dick Clark. We give them considerable latitude, and they really do a selling job. Then, too, we like the extra merchandising that we get by the use of outstanding live personalities.

How many major markets do you cover?

Right now we're using Spot-TV in nine markets besides Philadelphia, though not all have the same type of program as WFIL-TV. Flexibility is one of the big advantages of spot, since we find that what gets top results in one market may not be the best answer in another.

You find Spot-TV is easy to merchandise?

Yes, we've had dramatic proof that the trade recognizes the selling power of television. When we introduced our new half-pound package, we got fine trade-support and wide advance distribution just by announcing our plans to feature the package on TV. It's really an understatement to say that Spot-TV is the 'plenty-good' reason why GOOD AND PLENTY sales keep climbing. Actually television is the whole reason—and that's why we're now concentrating virtually our entire budget on Spot-TV.



ONE OF A FULL-PAGE SERIES appearing regularly during 1956-1957 in Food Field Reporter, Drug Trade News, Automotive News, Advertising Age, and the business press of the television industry.

LESTER ROSSKAM, Jr., Vice President of Quaker City Chocolate and Confectionery Co.

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

BLAIR-TV

Television's
First Exclusive
National
Representative

WR—Richmond	WBNS-TV—Columbus	WBK—Chicago	WFIL-TV—Philadelphia	WPRO-TV—Providence	WEWS—Cleveland	KFRE-TV—Fresno	WABC-TV—New York
WU-TV—New Orleans	KING-TV—Seattle-Tacoma	WXYZ-TV—Detroit	KVOO-TV—Tulsa	WHIC—Pittsburgh	WCPO-TV—Cincinnati	KGO-TV—San Francisco	WFBG-TV—Altoona
WW-TV—Omaha	KTTV—Los Angeles	WABT—Birmingham	WFLA-TV—Tampa-St. Petersburg	WNB-TV—Binghamton	WHCT—Memphis	KFJZ-TV—Dallas-Ft. Worth	KGW-TV—Portland

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS • JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
 Templeton 8-5800 Superior 7-5580 Hubbard 2-3163 Woodruff 1-6030 Chestnut 1-5688 Elgin 6-3570 Riverside 4228 Dunlark 1-3811 Yulcan 2-7068 Elliott 6270

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Tele-casts	
HAZEL BISHOP, INC. (Continued) Hazel Bishop Lipstick & Complexion Glow Rouge	This Is Show Business	Raymond Spector	NBC	142	\$ 489,495	NA	8	
	This Is Your Life	Raymond Spector	NBC	111	306,138	\$ 285,000	6	
Hazel Bishop Lipstick, Nail Polish, Liquid Rouge, Tampack Make-Up Hazel Bishop Lipstick & Other Products	Arthur Murray Party	Raymond Spector	CBS	120	569,580	220,000	11	
	Beat the Clock	Raymond Spector	CBS	116	499,690	252,000	16	
BISSELL CARPET SWEEPER CO. Bissell Carpet Sweepers	Home	Ayer	NBC	61	104,585	54,000	20	
	Today	Ayer	NBC	60	96,487	30,600	18	
BLACK & DECKER MANUFACTURING CO. Black & Decker Electric Tools	Today	Van Sant, Dugdale	NBC	55	52,740	17,000	10	
	Tonight	Van Sant, Dugdale	NBC	59	53,639	19,568	11	
BLOCH BROTHERS TOBACCO CO. Kentucky Club Pipe Tobacco	Tonight	Hoyt	NBC	54	18,380	7,152	4	
BLOCK DRUG CO. Amm-I-Dent Tooth Paste, Pycopay Toothbrush	NBC Matinee Theater	Harry B. Cohen	NBC	59	133,465	260,000	28	
	Today	Harry B. Cohen	NBC	72	262,661	76,500	45	
BON AMI CO. Bon Ami	Afternoon Film Festival	NC&K	ABC	51	31,500	17,500	7	
	Good Morning	NC&K	CBS	56	78,061	17,160	24	
	NBC Matinee Theater	NC&K	NBC	135	29,800	40,000	4	
	Home	NC&K	NBC	110	27,862	10,800	4	
	Today	NC&K	NBC	108	68,778	22,100	12	
THE BORDEN CO. Borden's Dairy Products, Milk, Milk Products, Ice Cream, Instant Coffee	Date With Life	Y&R	NBC	53	933,760	200,200	77	
	Queen for a Day	Y&R	NBC	56	656,740	175,000	50	
	Fury	Y&R	NBC	141	179,188	150,000	6	
	People's Choice	Y&R	NBC	92	1,953,243	1,575,000	45	
	Borden's Instant Coffee & Other Products							
BOURJOIS, INC. Bourjois Cosmetics	Home	Gumbinner	NBC	91	40,662	16,200	6	
	Today	Gumbinner	NBC	60	23,676	6,800	4	
	Tonight	Gumbinner	NBC	59	27,685	8,940	5	
JOHN H. BRECK, INC. Breck Hair Products	NBC Matinee Theater	Humphrey, Alley & Richards	NBC	149	148,097	200,000	20	
	Afternoon Film Festival	Humphrey, Alley & Richards	ABC	56	183,000	72,500	29	
	Famous Film Festival	Humphrey, Alley & Richards	ABC	54	226,000	169,000	26	
BRILLO MANUFACTURING CO. Brillo Soap Pads	It Could Be You	JWT	NBC	63	251,275	59,500	17	
	NBC Matinee Theater	JWT	NBC	65	164,532	140,000	14	
	Star Tonight	JWT	ABC	46	903,825	480,000	32	
Brillo Soap Pads & Cleanser								
BRISTOL-MYERS CO. Ban Deodorant, Vitalis Hair Tonic, Ipana Tooth Paste, Bufferin	Arthur Godfrey & His Friends	Y&R	CBS	165	119,193	60,000	2	
	Arthur Godfrey Show	Y&R	CBS	167	532,476	270,000	9	
	Frankie Laine Time	Y&R	CBS	167	239,556	100,000	4	
	Tonight	Y&R	NBC	58	15,957	1,788	1	
	Arthur Godfrey Time	Y&R	CBS	93	1,326,850	416,000†	104	
	Arthur Godfrey Time	Y&R	CBS	95	1,216,704	320,000†	80	
	Four Star Playhouse	Y&R	CBS	106	858,480	576,000	18	
	NCAA Football Games	DCS&S	NBC	180	355,233	NA	8	
	Mickey Mouse Club	DCS&S	ABC	89	902,487	384,000	64	
	Garry Moore Show	DCS&S	CBS	77	446,278	132,600	39	
	Alfred Hitchcock Presents	Y&R	CBS	135	2,669,508	2,226,000	53	
	Playhouse 90	BBDO	CBS	128	321,180	240,000	6	
	Bufferin							
Butterin, Ban Bufferin, Ipana, Vitalis, Ban, Mum Deodorant, Mum-Mist Spray Deodorant								
Bufferin, Vitalis Ipana								
Ipana, Ammen Medicated Powder, Minit Rub								
Ipana, Sai Hepatica, Mum, Ammen, Bufferin, Vitalis, Ban								
Mum-Mist, Vitalis, Ipana, Bufferin, Trushay								
BROWN SHOE CO., INC. Buster Brown Shoes	Captain Kangaroo	Burnett	CBS	19	46,271	16,185	39	
	Captain Kangaroo	Burnett	CBS	78	286,828	11,780	19	
BROWN & WILLIAMSON TOBACCO CORP. Raleigh Cigarettes	It Could Be You	Russel M. Seeds	NBC	65	196,511	49,000	14	
	Queen for a Day	Russel M. Seeds	NBC	63	90,089	24,500	7	
	Tennessee Ernie Ford Show	Russel M. Seeds	NBC	91	500,804	126,000	34	
	Baseball Preview	Bates	CBS	157	139,728	65,000	11	
	Bob Crosby Show	Bates	CBS	82	151,155	33,300	11	
	The Line-Up	Bates	CBS	177	1,118,640	665,000	11	
	Undercurrent	Bates	CBS	178	414,285	66,500	11	
	Robert Q. Lewis Show	Bates	CBS	49	98,560	25,200	11	
	Comedy Hour	Bates	NBC	130	562,928	NA	11	
	Steve Allen Show	Bates	NBC	131	708,104	770,500	2	
	Today	Bates	NBC	110	7,096	1,700	11	
	Viceroy Cigarettes							
	E. I. BRUCE CO. Bruce Floor Waxes & Cleaners	Today	Christiansen	NBC	28	109,786	86,700	11

Do children avoid you?

If they're crossing the street and watching your competition instead, maybe it's because you're not showing them what they like best of all — Terrytoons! Television stations that show Terrytoons find they can draw a crowd *anytime*. For example . . .

8:00 am, Los Angeles: KTTV added Terrytoons and increased its ratings by $2\frac{1}{2}$ times during the first year!

12 noon, Philadelphia: WFIL-TV put Terrytoons on and *more than doubled* its share of audience the first year!

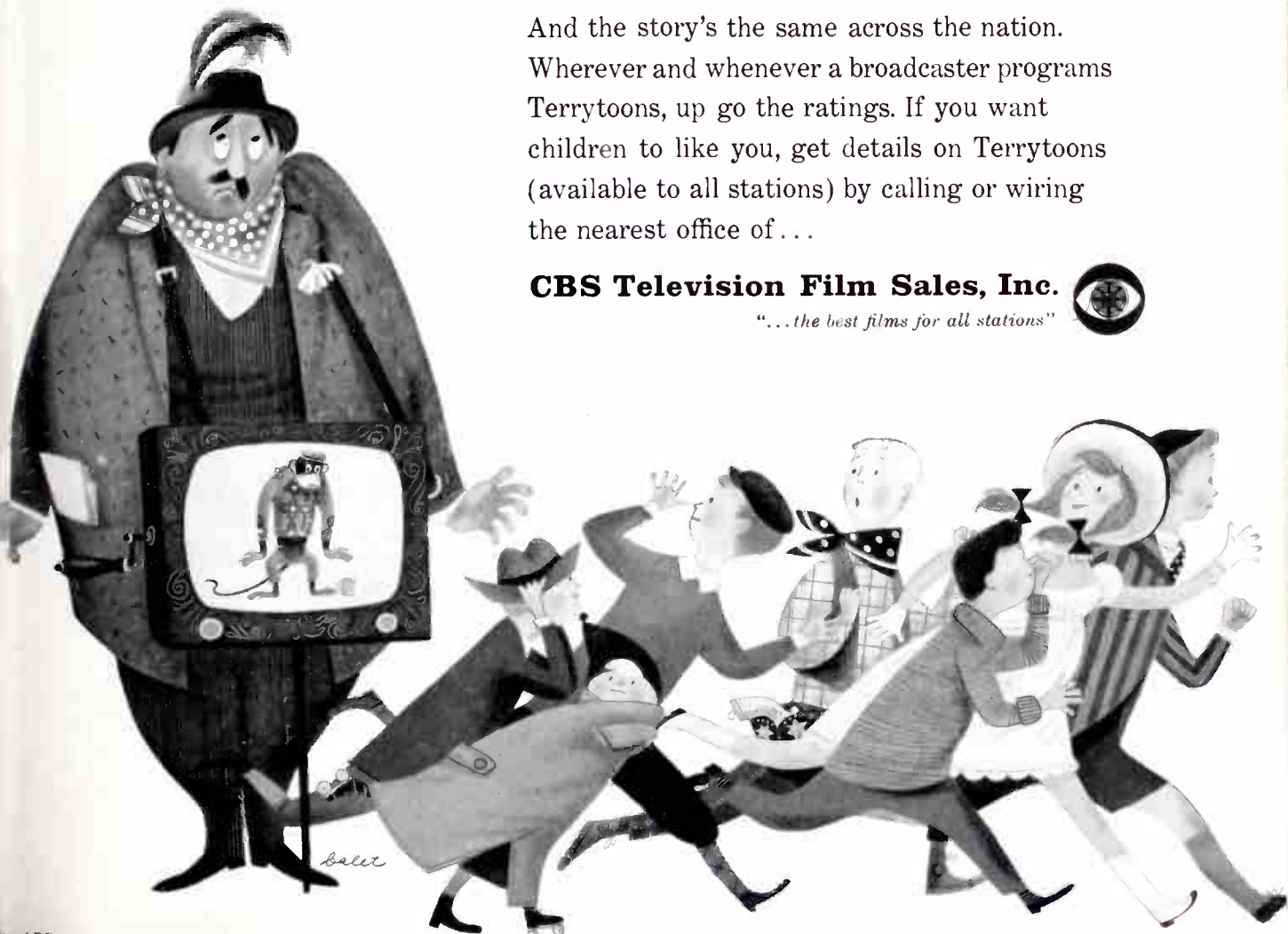
6:00 pm, Washington: WMAL-TV programmed Terrytoons and *quadrupled* its share of audience the first year!

7:00 pm, New York: WOR-TV put on Terrytoons and *doubled* its ratings the first year!

And the story's the same across the nation. Wherever and whenever a broadcaster programs Terrytoons, up go the ratings. If you want children to like you, get details on Terrytoons (available to all stations) by calling or wiring the nearest office of . . .

CBS Television Film Sales, Inc.

"...the best films for all stations"



You could call it
**"CLOBBERING THE
 COMPETITION"**

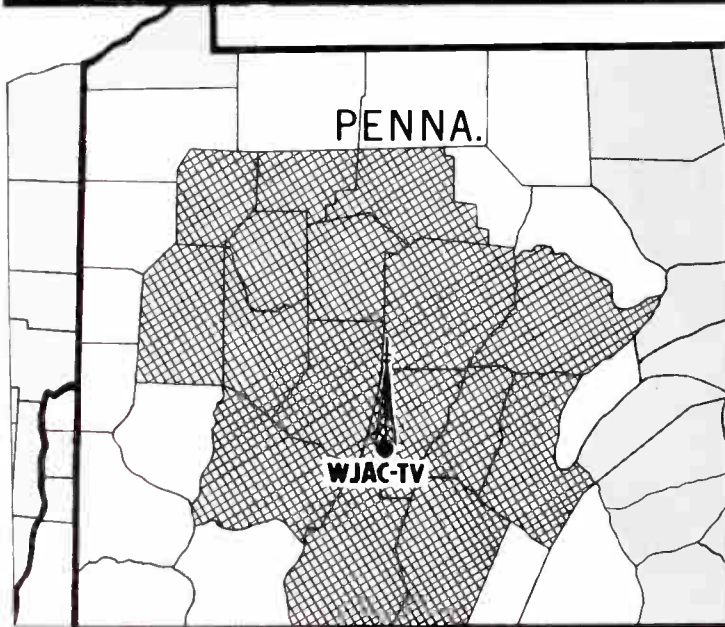
BOX SCORE

JOHNSTOWN-ALTOONA TV MARKET
WJAC-TV leads in 105 periods
 Station "B" leads in 7 periods

TOP 25 NIGHT-TIME SHOWS
WJAC-TV has 24
 Station "B" has 1

ARB Study • November, 1956

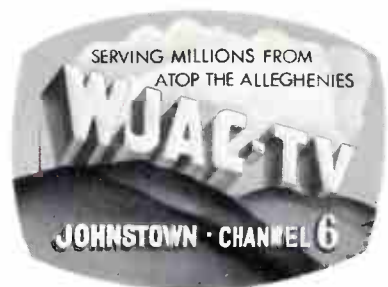
WJAC-TV overwhelmingly dominates its home territory...
and in 20 counties of its 41 county coverage
WJAC-TV serves 80 to 100% of TV homes



80 to 100%
 20 to 80%

Get all the facts from your KATZ man!

Here is Pennsylvania's 3rd TV Market . . . with over a million TV homes . . . and WJAC-TV is the key to this rich and responsive area. On its own "home grounds" WJAC-TV is far out front . . . and, at the same time, over this wide 41-county area, more than half a million viewer homes follow WJAC-TV three or more days a week. It's the efficient, effective, economical way to cover Southwestern Pennsylvania.



Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
LOVA WATCH CO. Bulova Watches	Today	McCann-Erickson	CBS	174	\$ 858,089	\$ 700,000	14
	Jackie Gleason	McCann-Erickson	CBS	124	614,295	275,000	11
ROGERMEISTER BREWING CO. Beer	Two for the Money	BBDO	CBS	2	13,500	NA	9
CALIFORNIA PACKING CORP. Del Monte Canned Vegetables, Fruits & Other Products	Pro Football Games						
	Home	McCann-Erickson	NBC	94	285,183	97,200	36
	Today	McCann-Erickson	NBC	65	119,857	37,400	22
	Tonight	McCann-Erickson	NBC	59	111,851	41,124	23
CALORIC STOVE CORP. Caloric Gas Ranges	Home	Geare-Marstone	NBC	77	71,452	35,100	13
MELO CURTAINS Cameo Curtains	Tonight	Friend-Reiss	NBC	16	1,910	1,788	1
WINDFIELD MANUFACTURING CO. Windfield Small Appliances	Tonight	Hanson & Hanson	NBC	56	23,667	8,940	5
WYMAN CORP. Wydys Reducing Candy & Cosmetics	Queen for a Day	Erwin, Wasey	NBC	58	190,860	45,500	13
WYMPBELL SOUP CO. Wympbell Soups	Lassie	BBDO	CBS	85	1,613,490	1,225,000	35
	Star Stage	BBDO	NBC	87	791,808	595,000	17
	On Trial	BBDO	NBC	90	297,684	225,000	6
	Art Linkletter's House Party	Burnett	CBS	97	372,130	98,600	29
	Mickey Mouse Club	BBDO	ABC	87	895,363	228,000	38
	Garry Moore Show	Burnett	CBS	72	368,275	105,400	31
	Ding Dong School	Grey	NBC	51	42,300	4,800	3
	Home	Grey	NBC	61	34,920	16,200	6
WYCANVAS AWNING INSTITUTE Wycanvas Awning Institute National Cotton Council—Home	Today	Ramsthal	NBC	61	5,658	1,700	1
WYMAN BRAND MILK CO. Wymbrand Brand Milk Products Wymbrand Evaporated Milk Wymbrand Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink	Mickey Mouse Club	Erwin, Wasey	ABC	89	808,445	312,000	52
	Burns & Allen	Erwin, Wasey	CBS	155	1,399,881	1,000,000	25
	Bob Crosby Show	Erwin, Wasey	CBS	109	301,080	66,600	18
WYMAN AIR CORP. Wymair Home & Room Air Conditioner	Home	Ayer	NBC	78	53,621	24,300	9
	Tonight	Ayer	NBC	57	49,054	17,880	10
	Today	Ayer	NBC	77	147,463	42,500	25
WYMAN AIR PRODUCTS, INC. Wymair Deodorant	Afternoon Film Festival	SSC&B	ABC	53	24,000	15,000	6
	Famous Film Festival	SSC&B	ABC	53	24,000	19,500	3
	Caesar's Hour	SSC&B	NBC	127	136,288	160,000	4
	NBC News	SSC&B	NBC	87	217,404	42,000	6
	NBA Pro Football	SSC&B	NBC	154	50,614	NA	2
	The Gator Bowl	SSC&B	CBS	138	42,788	NA	1
	East-West Football Game	SSC&B	NBC	124	51,217	NA	1
	Afternoon Film Festival	Bates	ABC	53	16,000	10,000	4
	Famous Film Festival	Bates	ABC	53	16,000	13,000	2
WYMAN STRAND CORP. Wymstrand Blankets	High Finance	DD&B	CBS	56	136,980	110,000	4
WYMAN BROUGH-POND'S, INC. Wymbrough-Pond's Cosmetic Products, Vaseline Petroleum Jelly, Vaseline Lip Ice, Perrussin & Other Vaseline Products Wymbrough-Pond's Creams, Powders, Lipstick & Make-Up Wymbrough-Pond's Hair Tonic & Other Vaseline Products Wymbrough-Pond's Lip Ice	Warner Brothers Presents	McCann-Erickson	ABC	98	562,660	468,000	8
	Star Stage	JWT	NBC	83	795,915	630,000	18
	Adventures of Jim Bowie	McCann-Erickson	ABC	100	317,274	268,000	8
	Today	McCann-Erickson	NBC	70	42,495	13,600	8
WYMAN CRYSLER CORP. Wymcrysler General Promotion Wymcrysler Passenger Cars	Cotton Bowl Football Game	McCann-Erickson	NBC	125	120,538	NA	1
	Climax	McCann-Erickson	CBS	173	4,103,425	2,200,000	44
	Shower of Stars	McCann-Erickson	CBS	172	645,156	1,050,000	7
	J. L. Hudson Co. Thanksgiving Day Parade	McCann-Erickson	ABC	95	27,882	NA	1
	It's a Great Life	McCann-Erickson	NBC	141	1,118,262	908,500	23
	You Bet Your Life	McCann-Erickson	NBC	157	2,265,615	1,965,000	38
	The Best of Groucho	McCann-Erickson	NBC	159	789,960	182,000	13
	Break the Bank	Grant	ABC	173	1,135,864	437,500	25
	Lawrence Welk Show	Grant	ABC	191	4,084,765	1,170,000	52
	Make Room for Daddy	Grant	ABC	111	475,747	456,000	12
	Lawrence Welk's Top Tunes & New Talent	Grant	ABC	142	780,766	242,500	13
	New Year's Eve Party	Grant	ABC	110	133,533	NA	1
	East-West Football Games	Grant	NBC	124	153,652	NA	1
	Ray Anthony Show	Grant	ABC	149	713,437	300,000	12
	Plymouth News Caravan	Grant	NBC	86	1,649,662	364,000	52
WYMAN CRYSLER CORP. Wymcrysler Passenger Cars, Parts & Service							
WYMAN CRYSLER CORP. Wymcrysler Dodge Passenger Cars							
WYMAN CRYSLER CORP. Wymcrysler Plymouth Passenger Cars							
WYMAN CRYSLER CORP. Wymcrysler Plymouth Passenger Cars							

Client & Product	Program	Agency	Net- work	# of Sta- tions	Total Gross Time Cost	Estimated Program Total	# of Tele- casts
CHUN KING SALES, INC. Chun King Chinese Food Products	Garry Moore Show	JWT	CBS	63	\$ 180,985	\$ 44,200	13
CHUNKY CHOCOLATE CORP. Chunkies Chocolate Candy	Super Circus	Hilton & Riggio	ABC	35	131,310	51,000	8
CIBA CO., INC. Pharmaceuticals	Medical Horizons	JWT	ABC	56	594,367	204,000	17
CITIZENS COMMITTEE Political	Political	Dowd, Redfield, & Johnstone	CBS	3	7,584	NA	2
CITIZENS FOR EISENHOWER Political	Political	Y&R	NBC	139	155,948	NA	10
CITIZENS FOR EISENHOWER-NIXON Political	Political	Y&R	CBS	157	95,342	NA	8
CITIZENS FOR JAVITS Political	Political	L. H. Hartman	NBC	6	4,270	NA	1
CLAIROL, INC. Clairol Hair Coloring	Guy Lombardo Show	Robt. W. Orr	CBS	7	10,625	NA	1
CLUETT, PEABODY & CO., INC. All Products	Home	Y&R	NBC	61	241,350	102,600	31
COCA-COLA CO. Coca-Cola	Mickey Mouse Club Coke Time	McCann-Erickson McCann-Erickson	ABC NBC	89 93	1,135,185 2,496,814	318,000 1,050,000	53 75
COLGATE-PALMOLIVE CO. Brisk Tooth Paste, Palmolive Soap Colgate Dental Cream, Veto Deodorant Colgate Dental Cream	Bob Cummings Show Famous Film Festival Mighty Mouse Playhouse Howdy Doody	Esty Bryan Houston Bates Bates	CBS ABC CBS NBC	125 52 85 78	899,220 209,500 159,251 306,299	637,500 169,000 54,250 66,000	17 26 7 22
Colgate Dental Cream, Palmolive Soap, Ajax, Veto	My Friend Flicka	L&N	CBS	145	2,377,626	940,000	47
Colgate Dental Cream, Palmolive Soap, Vel Suds	Feather Your Nest	Esty	NBC	102	702,757	175,500	65
Colgate Dental Cream, Vel, Super Suds, Fab, Ajax, Palmolive Soap	Strike It Rich	Esty	CBS	131	6,330,258	1,044,000	281
Palmolive Rapid-Shave, Vel, Halo Shampoo & Other Products	Crusader Baseball Preview	Esty Bates	CBS CBS	128 161	1,382,295 146,107	858,000 65,000	26 13
Palmolive Shave Cream, Soap & Lotion Palmolive Shave Cream, Veto, Lustre Cream Shampoo, Vel, Colgate Dental Cream, Fab Veto, Liquid Vel	The Millionaire Douglas Edwards with the News Modern Romances	Bates Bryan Houston Bryan Houston	CBS CBS NBC	150 130 108	2,729,661 128,768 730,906	1,568,000 20,000 130,000	49 4 65
Fab, Ajax Fab, Colgate Chlorophyll Tooth Paste, Cashmere Bouquet Soap & Lotion, Ad Detergent, Ajax, Lustre-Cream, Brisk	The Big Payoff	Esty	CBS	121	3,777,634	616,000	154
COLONIAL DAMES, INC. Cynergic Oil, Royal Bee Cream or All-Purpose Cream	Afternoon Film Festival	Glasser-Gailey	ABC	9	5,580	22,500	9
COLUMBIA BROADCASTING SYSTEM, INC. CBS-Hytron Picture Tubes CBS Radio & TV Sets Columbia Records	Garry Moore Show Arthur Godfrey & His Friends Arthur Godfrey Show	Bennett & Northrop Bates McCann Erickson	CBS CBS CBS	98 163 161	414,430 604,344 119,046	88,400 330,000 60,000	26 11 2
CONGOLEUM-NAIRN, INC. Sloane-Delaware Floor Products	Home	D-F-S	NBC	74	103,425	48,600	18
CONTINENTAL BAKING CO. Wonder Bread, Hostess Cake	Howdy Doody	Bates	NBC	55	847,243	153,000	51
CONVERTED RICE, INC. Uncle Ben's Converted Rice	Garry Moore Show	Burnett	CBS	69	254,640	61,200	18
CORN PRODUCTS REFINING CO. Mazola Oil Mazola Oil, Karo Syrup Mazola Oil, Karo Syrup, Linit Starch	Arthur Godfrey Time Today Press Conference Press Conference Queen for a Day	Miller Miller Miller Miller Miller	CBS NBC NBC ABC NBC	56 60 86 66 121	255,370 17,049 547,992 293,346 741,609	80,000† 51,000 NA 140,000 140,000	20 3 12 10 40
COOPERS, INC. Jockey Junior Underwear	Home	Henri, Hurst & McDonald	NBC	99	53,127	21,600	8
CROWELL-COLLIER PUBLISHING CO. Collier's Magazine	Home Today Tonight	Grey Grey Grey	NBC N.C NBC	111 111 57	37,728 140,705 18,541	16,200 37,400 7,152	6 22 4
Woman's Home Companion	Home Today Tonight	Grey Grey Grey	NBC NBC NBC	61 48 59	52,835 56,234 5,010	27,000 20,400 1,788	10 12 1
HELENE CURTIS INDUSTRIES, INC. Helene Curtis Hair Preparations	Caesar's Hour Ernie Kovacs Show Queen for a Day Tonight	Ludgin Ludgin Best Best	NBC NBC NBC NBC	145 146 124 58	543,990 273,427 478,750 258,146	760,000 135,000 91,000 100,128	19 9 26 56
Helene Curtis Hair Preparations & Cosmetics	Washington Square Dollar a Second	Ludgin Weiss & Geller	NBC ABC	144 100	384,976 430,213	625,000 169,000	5 13
Stoppette Spray Deodorant, Poof Body Powder	What's My Line	Ludgin	CBS	99	1,230,429	810,000	27

Top Pulse and ARB Ratings Show...

THEY WENT THAT-A-WAY FOR

"the Sheriff of Cochise"

Produced for NTA by *Desilu*

Starring John Bromfield

#1 syndicated show
ON MINNEAPOLIS' WCCO
with 19.3 (ARB, Dec.)

#1 syndicated show
IN CHICAGO WNBQ
with 16.8 (ARB, Jan.)

#1 syndicated show
ON DETROIT'S WWJ
with 21.9 (Pulse, Jan.)

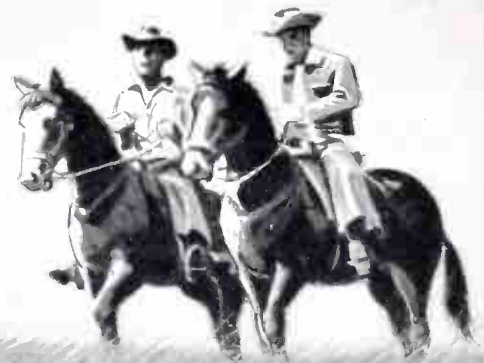
#1 syndicated show
IN PORTLAND, ME.'s WCS
with 25.3 (Pulse, Nov.)

#1 syndicated show
IN PROVIDENCE WPRC
with 28.5 (Pulse, Jan)

#1 syndicated show
IN EL PASO KROD
with 36.3 (ARB, Dec.)

CHAMPION: An action-packed bang-up Western that's sure-fire for all the family. A cop show with a Western twang that has been sure was going places.

BIG REWARD to those who can place this terrific show, with the big following, in their markets, a few of which are still available. For full details, phone, wire, write or lasso us today!

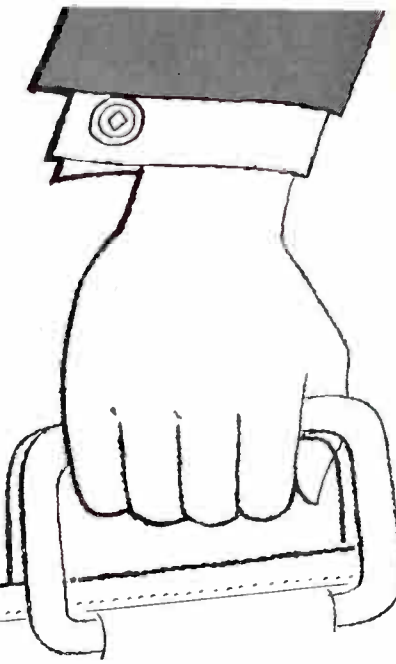


You Can't Head Him Off — So Better Join Him
in the Markets Available! Reach, Partner, for...

NATIONAL TELEFILM ASSOCIATES, INC.

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So now go this-a-way



Wait till you see what's now on the way

from **NTA**

6 GREAT NEW TV SERIES

produced by **20th CENTURY-FOX...**

and produced by *Desilu* productions

En route to you from NTA are six wonderful new half-hour TV series produced by those two studios with the Olympic-like track records—20th Century-Fox and Desilu Productions.

They've applied all their skill and experience to create six—count 'em—six brilliant new TV offerings. And more will follow shortly.

Whatever your preference—mystery, adventure, comedy, romance—you'll find them all in this inspired half-dozen from these two truly great producers. Alert program buyers and advertisers keen to the fabulous success of Desilu-NTA's "The Sheriff of Cochise" (detailed on the preceding page), won't let much grass grow under their feet.

They'll get in touch with NTA now...to arrange for previews of the latest Big Six to emerge from NTA. And how do you do that? Why, it's simple! Just phone, wire or write NTA today. Since audiences went that-a-way for "The Sheriff of Cochise," go this-a-way for the new ones from NTA!

Mystery

OFFICIAL DETECTIVE

Exciting, action-crammed crime documentaries based on the authentic files of *Official Detective Magazine*, which hit a new high in intrigue, mystery and adventure. An adult crime series, produced with a distinctive polish.

Desilu

Human Interest

ANYTHING, INC.

A broke and unemployed guy and his gal, without special skills of any kind, advertise that they will do anything to earn a dollar. People then come to them with add and remarkable jobs. High in human interest.

Desilu

Intrigue

PERSONAL REPORT

Two ex-F.B.I. men establish themselves in an unusual business—filing personal reports arising from any type of personal problem. These range from investigating a murder to tracing the backgrounds of adopted children.

Desilu

Comic Comedy

HOW TO MARRY A MILLIONAIRE

Based on the great popular film success that skyrocketed Marilyn Monroe's fame, this delightful new romantic comedy series recounts the misadventures of three beautiful girls on the loose for someone who's loaded.

20th CENTURY FOX

Heart-warming Comedy

MOTHER IS A FRESHMAN

Inspired by another big 20th Century-Fox hit, this comedy series concerns an attractive mother who returns to college, where she is surrounded by enthusiastic, jazz-minded youngsters, one of whom is her own.

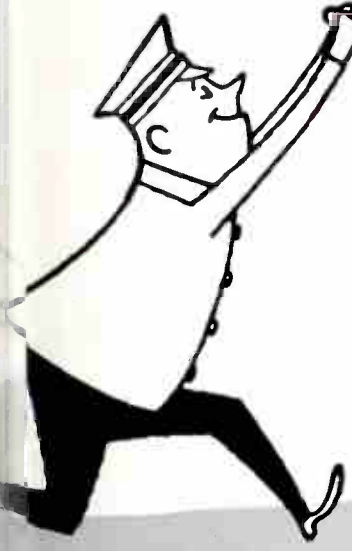
20th CENTURY FOX

RIKKI OF THE ISLANDS

High-powered adventures of an eleven-year-old in the jungle, depicted with a maturity that will appeal to the entire family. A tropical Tom Sawyer, Rikki offers big merchandising opportunities.

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Adventure



... plus 4 more big ones coming



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CHICAGO • HOLLYWOOD • TORONTO • MEMPHIS • BOSTON • MINNEAPOLIS

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
CURTIS PUBLISHING CO. Ladies' Home Journal & Saturday Evening Post	Home	BBDO, Y&R, DCS&S	NBC	80	\$ 10,823	\$ 5,400	2
	Tonight	BBDO, Y&R, DCS&S	NBC	15	14,281	10,728	6
CURTISS CANDY CO. Curtiss Candy	Tales of the Texas Rangers	Miller	CBS	63	358,552	374,000	17
DAMAR PRODUCTS, INC. Weather Forecaster	Today	Maxwell Sackheim	NBC	35	3,211	1,700	1
DEMOCRATIC NATIONAL COMMITTEE Political	Political	NC&K	ABC	NA	42,861	NA	1
	Speech by Adlai E. Stevenson	NC&K	ABC	86	68,228	NA	1
	Political	NC&K	CBS	181	257,187	NA	12
	Political	NC&K	NBC	142	136,492	NA	9
DEMOCRATIC NATIONAL COMMITTEE & VOLUNTEERS FOR STEVENSON & KEFAUVER Political	Political	NC&K	CBS	151	81,648	NA	1
DEMOCRATIC STATE COMMITTEE Political	Political	NC&K	CBS	6	4,320	NA	1
DIAMOND ALKALI CO. Black Leaf Insecticide	Home	F&S&K	NBC	60	42,854	21,600	1
DIAMOND WALNUT GROWERS, INC. Diamond Walnuts	Home	McCann-Erickson	NBC	74	43,869	18,900	1
DISTILLERS CORP.-SEAGRAMS, LTD. Fresh Slick & Cream Deodorant, Ting, Coldene	Beat the Clock	JWT	CBS	94	635,010	234,000	13
	Tonight	Hicks & Greist	NBC	60	56,538	19,668	11
DIXIE CUP CO. Dixie Cups Dixie Cups & Paper Plates	Queen for a Day	Hicks & Greist	NBC	57	176,840	45,500	13
	Home	McCann-Erickson	NBC	64	71,578	35,100	13
DONAHUE SALES CORP. Packaged Talon Slide Fasteners	Today	McCann-Erickson	NBC	63	16,113	5,100	3
	Tonight	McCann-Erickson	NBC	57	9,847	3,576	21
DORMEYER CORP. Dormeyer Small Appliances & Power Tools	Perry Como Show	Shaw	NBC	86	162,940	231,000	64
DOUGLAS FIR PLYWOOD ASS'N. Douglas Fir Plywood Ass'n.—Home	Home	Merrill Anderson	NBC	64	90,066	43,200	10
DOW CHEMICAL CO. Saran-Wrap	Famous Film Festival	MacManus, John & Adams	ABC	52	48,000	39,000	1
	Home	MacManus, John & Adams	NBC	61	27,514	13,500	5
	NBC Matinee Theater	MacManus, John & Adams	NBC	74	73,014	130,000	13
	Queen for a Day	MacManus, John & Adams	NBC	123	302,339	66,500	16

Adding new importance

COUNTER PLAY

TARGET!

HAWKEYE
AND THE LAST OF THE INDIANS

KPIX Channel 5 • San Francisco's Westinghouse Station

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
DOW CHEMICAL CO. (Continued)	Today	MacManus, John & Adams	NBC	54	\$ 116,189	\$ 37,400	22
	NCAA Football Scoreboard	MacManus, John & Adams	NBC	72	105,910	NA	7
FRANKLIN & ARNETT CO.	Today	Ralph H. Jones	NBC	63	34,150	10,200	6
DUPONT DE NEMOURS & CO.	DuPont Cavalcade Theater	BBDO	ABC	70	1,404,990	1,365,000	49
QUESTER BREWING CO. OF PITTSBURGH	Pro Football Games	Mairland	CBS	4	15,975	NA	8
KODAK SAFETY FILM CO.	Screen Directors Playhouse	JWT	NBC	79	1,128,198	1,040,000	26
	Screen Directors Playhouse	JWT	ABC	95	463,319	440,000	11
	National Open Golf Tournament	JWT	NBC	58	87,800	10,000	1
	Adventures of Ozzie & Harriet	JWT	ABC	89	532,282	520,000	13
	Home	F&S&R	NBC	105	178,648	70,200	26
MOTOROLA ELECTRIC INSTITUTE	Today	F&S&R	NBC	106	182,194	44,200	26
	Person to Person	Y&R	CBS	98	414,570	350,000	10
WELLS FARGO NATIONAL WATCH CO.	Tonight	Grey	NBC	30	5,174	3,576	2
WELLS FARGO NATIONAL WATCH CO.	Afternoon Film Festival	Grey	ABC	59	175,500	97,500	39
	Famous Film Festival	DD&B	ABC	54	54,000	39,000	6
WELLS FARGO NATIONAL WATCH CO.	Tonight	DD&B	NBC	59	74,072	25,032	14
	Noah's Ark	DD&B	NBC	113	293,175	200,000	5
WELLS FARGO NATIONAL WATCH CO.	Baseball Game of the Week	D-F-S	CBS	101	537,086	NA	26
	Pro Football Games	D-F-S	CBS	79	306,374	NA	30
WESTINGHOUSE ELECTRIC CORP.	Springtime USA	Sweeney & James	ABC	76	53,803	NA	1
	Voice of Firestone	Sweeney & James	ABC	84	1,670,931	1,000,000†	50
	Home	Grey	NBC	113	63,993	27,000	10
	Home	Grey	NBC	67	86,046	40,500	15
FLORIDA CITRUS COMMISSION	Today	B&B	NBC	55	63,972	20,400	12
	Ford Star Jubilee	JWT	CBS	124	1,122,575	2,000,000	8

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The newest innovation on the busy media merchandising horizon is KPIX's 32 page, 3-color PRE-SELL, a "commercial fan magazine" designed to pre-sell retailers on the television advertising support behind your products.

PRE-SELL gets point-of-purchase action for these reasons: (1) It gets read; (2) It completely blankets the food and drug trade in The Greater San Francisco Bay Area; and (3) It's to the point profit-wise. It gives wholesalers and retailers all the information they need to *get behind a product and push*.

If you want your products to enjoy the lowest cost-per-thousand in Northern California television . . . plus this extra PRE-SELLING push . . . contact Lou Simon, KPIX Sales Manager, or your nearest Katz Agency representative.

Published as a service to the food and drug trade by KPIX.

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San Francisco

WESTINGHOUSE BROADCASTING COMPANY, INC.

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TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



Client & Product	Program	Agency	Net- work	# of Sta- tions	Total Gross Time Cost	Estimated Program Total	# of Tele- casts
FORD MOTOR CO. (Continued)							
Ford Passenger Cars, Trucks, Parts & Service	The (Tennessee Ernie) Ford Show	JWT	NBC	168	\$ 732,982	\$ 420,000	12
	Ford Theatre	JWT	NBC	158	2,121,918	1,480,000	37
	Ford Theatre	JWT	ABC	108	501,189	520,000	13
	Producer's Showcase	K&E	NBC	85	453,238	1,120,000	7
	Peter Pan	K&E	NBC	82	69,295	500,000	1
Ford Passenger Cars, Trucks	Dick Powell's Zane Grey Theater	JWT	CBS	137	174,444	135,000	3
	Ed Sullivan Show	K&E	CBS	168	5,140,780	3,736,500	59
Lincoln & Mercury Passenger Cars	Today	Tracy-Locke	NBC	87	79,854	22,100	13
FRITO CO., INC.							
Fritos Corn Chips	National Bowling Champions	Y&R	NBC	38	996,408	340,000	34
GENERAL CIGAR CO.	NBA Pro Basketball Games	Y&R	NBC	39	170,856	NA	9
White Owl Cigars	John Daly & the News	Y&R	ABC	47	115,020	45,000	10
White Owl & Robert Burns Cigars							
GENERAL ELECTRIC CO.							
Institutional	General Electric Theater	BBDO	CBS	149	2,920,089	2,385,000	53
GE Electrical Appliances	20th Century-Fox Hour	Y&R	CBS	131	2,152,705	2,000,000	25
GE Electrical Appliances, TV & Radio Sets	Broken Arrow	Y&R	ABC	112	421,514	340,000	10
	GE Summer Originals	Y&R	ABC	111	426,690	80,000	10
	Bamberger Thanksgiving Eve Parade	Y&R	ABC	30	22,368	NA	1
GE Lamps	Medic	BBDO	NBC	79	605,874	496,600	13
GE Lamps, Photo Flash Bulbs, Automobile Lamps	Warner Brothers Presents	BBDO	ABC	99	216,951	409,500	7
GE TV Sets, Radios & Small Appliances	Warner Brothers Presents	Y&R	ABC	101	957,891	1,462,500	25
Hotpoint Major Appliances	Adventures of Ozzie & Harriet	Maxon	ABC	65	364,501	480,000	12
Telechron Electric Clocks	New Year's Eve on Times Square	Ayer	NBC	66	17,621	NA	1
GENERAL FOODS CORP.							
Baker's Coconut & Other Products	Arthur Godfrey Time	Y&R	CBS	76	264,605	68,000†	17
Good Seasons Salad Dressing Mix & Kool-Shake Mix	It Could Be You	FC&B	NBC	53	73,018	24,500	7
	Queen for a Day	FC&B	NBC	52	78,567	24,500	7
Instant Puddings, Gaines Dog Food, Maxwell House Instant Coffee	Roy Rogers Show	B&B	NBC	129	2,620,159	1,590,000	53
Jello-O Gelatin Dessert	Afternoon Film Festival	Y&R	ABC	55	36,500	22,500	9
	Topper	Y&R	NBC	128	895,274	285,000	19
	Tales of the 77th Bengal Lancers	Y&R	NBC	127	518,498	375,500	11
Jello-O, Minute Rice, Sanka Instant Coffee	Johnny Carson Show	Y&R	CBS	79	508,440	390,000	12
Kool-Aid Powder	Captain Kangaroo	FC&B	CBS	69	32,986	1,320	8
Maxwell House Coffee, Baker's Chocolate, Post Cereals & Other Products	Mama	B&B	CBS	105	1,160,549	735,000	30
	Hollywood Summer Theatre	B&B	CBS	104	376,700	157,500	5
	West Point	B&B	CBS	107	600,668	487,500	13
	MGM Parade	B&B	ABC	184	2,546,577	1,880,000	43
Maxwell House Coffee, Minute Rice	December Bride	B&B	CBS	184	1,937,394	1,170,000	34
Maxwell House Instant Coffee	Vic Damone Show	B&B	CBS	186	609,183	220,000	1
	Dick Powell's Zane Grey Theater	B&B	CBS	134	465,001	450,000	1
	Douglas Edwards with the News	B&B	CBS	118	59,740	10,000	1
	Home	B&B	NBC	107	12,400	5,400	1
Maxwell House Instant Coffee, Gaines Dog Food, Baker's Coconut, Kool-Aid Powder, Jell-O	Highlights of the Greatest Show on Earth	B&B	CBS	169	102,300	NA	1
Maxwell House Instant Coffee, Good Seasons Salad Dressing	Make Room for Daddy	B&B	ABC	109	41,775	38,000	2
Post's Cereals	Mighty Mouse Playhouse	B&B	CBS	95	445,344	155,000	4
	Fury	B&B	NBC	140	1,209,992	1,150,000	4
Sanka Instant Coffee, Post's Cereals	I Love Lucy	Y&R	CBS	161	986,279	1,170,000	2
	Charlie Farrell Show	Y&R	CBS	161	274,667	100,000	1
Sanka, Instant Sanka, Jell-O Pudding & Piefillings	Adventures of Hiram Holliday	Y&R	NBC	88	671,679	487,500	1
Swans Down Cake Mixes, Instant Coffee, Birds Eye Frozen Foods	Our Miss Brooks	Y&R	CBS	84	1,423,824	117,800	1
GENERAL MILLS							
Cereals, Baking Mixes & Other Products	Mickey Mouse Club	Knox-Reeves	ABC	90	3,229,363	834,000	11
Cereals, Baking & Frosting Mixes, Dog Food	Tales of the Texas Rangers	Tatham-Laird	CBS	59	540,501	572,000	1
Cheerios, Wheaties, Flour, Cake Mixes & Dog Food	Lone Ranger	D-F-S	ABC	73	950,124	1,064,000	1
Cheerios, Wheaties, Kix Flour, Baking & Frosting Mixes	Lone Ranger	D-F-S	CBS	60	690,585	925,000	1
	Burns & Allen	BBDO	CBS	110	323,808	240,000	1
Flour, Cereal & Other Products	Bob Crosby Show	Knox-Reeves	CBS	90	1,138,804	381,100	1
Institutional	Betty Crocker Homemaker of Tomorrow	Knox-Reeves	ABC	131	37,305	NA	1

A YANK IN THE A R B

CAST

The good people
of Cedar Rapids-
Waterloo

DIRECTOR

JIM SEILER

PRODUCER

WMT-TV

CAMERAMAN

ANON. STAFFER

STORY LINE

One Sunday recently ARB
did a telephone coincidental
survey on *The Big Movie*
(WMT-TV 3:00-8:00 PM),
a new series which started
the week before.

What the Critics Said

Sets in use, 46.4
Rating, 31.9

(For your information, the
feature was Tyrone Power
in "A Yank In The RAF.")

(For your further informa-
tion the rating was accom-
plished with the 703' tower*
which helped build Eastern
Iowa's largest audience.)

WMT-TV

CBS Television for Eastern Iowa

National Reps: The Katz Agency

*Not to be confused with the larg-
est horizontal tower in the world,
which will be rebuilt to 1,450' as
soon as the wind dies down.

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
GENERAL MILLS (Continued)							
Gold Medal Flour, Baking & Frosting Mixes, Bisquick	Garry Moore Show	BBDO	CBS	80	\$ 505,041	\$ 159,800	47
Gold Medal Flour, Bisquick, Crustquick, Cake Mix	Valiant Lady	D-F-S	CBS	95	1,204,717	260,000	104
Flour, Baking & Frosting Mixes, Cereals & Other Products	Giant Step	BBDO	CBS	80	325,164	200,000	1
Gold Medal Flour, Cereals & Cake Mixes	Wyatt Earp	D-F-S	ABC	96	899,520	904,500	27
Wheaties, Cheerios, Jets	Lone Ranger Anniversary Show	D-F-S	ABC	78	46,181	NA	1
GENERAL MOTORS CORP.							
Frigidaire Div., All Products	Do You Trust Your Wife?	Kudner	CBS	128	1,657,713	1,350,000	26
AC Spark Plugs	Big Town	D. P. Brother	NBC	89	757,005	617,500	18
	Wide, Wide World	D. P. Brother	NBC	144	579,871	910,000	20
	Richard III	D. P. Brother	NBC	150	26,367	NA	1
Buick Passenger Cars	Elections Returns	Kudner	ABC	80	176,263	NA	1
	Jackie Gleason Show	Kudner	CBS	161	2,146,569	1,900,000	26
	Orange Bowl Football Game	Kudner	CBS	160	90,310	NA	1
	Producer's Showcase	Kudner	NBC	126	82,320	160,000	1
Cadillac Passenger Cars	John Daly & the News	MacManus, John & Adams	ABC	50	10,982	4,000	1
	Good Morning	MacManus, John & Adams	CBS	82	8,730	1,430	1
	Home	MacManus, John & Adams	NBC	61	5,820	2,700	1
	Today	MacManus, John & Adams	NBC	61	11,884	3,400	1
	Tonight	MacManus, John & Adams	NBC	59	5,486	1,788	1
Chevrolet Passenger Cars	Garry Moore Show	Campbell-Ewald	CBS	96	853,945	176,800	52
Chevrolet Passenger Cars & Trucks	Crossroads	Campbell-Ewald	ABC	115	1,966,928	1,352,000	52
	Chevy Show	Campbell-Ewald	NBC	168	1,781,954	2,646,000	18
Chevrolet Passenger Cars, Trucks, Parts & Service	Dinah Shore Show	Campbell-Ewald	NBC	88	2,218,385	1,207,000	71
	Chevrolet on Broadway	Campbell-Ewald	NBC	89	341,063	NA	11
General Motors-United Motors Automotive Products	Wide, Wide World	D. P. Brother	NBC	144	1,111,393	1,820,000	20
	Richard III	D. P. Brother	NBC	150	48,485	NA	1
Guide Autronic Eye	Wide, Wide World	D. P. Brother	NBC	147	233,450	390,000	12
	Richard III	D. P. Brother	NBC	150	26,381	NA	1
Oldsmobile Passenger Cars	1957 Rocket Review	D. P. Brother	ABC	66	30,735	NA	1
	Academy Awards Presentations	D. P. Brother	NBC	158	113,060	NA	1
	Color Carnival	D. P. Brother	NBC	126	298,152	333,322	4
	Democratic & Republican National Conventions	D. P. Brother	NBC	141	1,460,988	NA	9
	Election Returns	D. P. Brother	NBC	143	162,560	NA	1
	Max Liebman Presents	D. P. Brother	NBC	125	538,251	927,200	4
	Motion Picture Academy Awards Nominations	D. P. Brother	NBC	120	131,422	NA	1
	TV Emmy Awards	D. P. Brother	NBC	122	133,147	NA	1
Pontiac Passenger Cars	Wide, Wide World	MacManus, John & Adams	NBC	145	486,360	780,000	12
	Richard III	MacManus, John & Adams	NBC	150	55,116	NA	1
	Today	MacManus, John & Adams	NBC	56	21,412	6,800	4
	Tonight	MacManus, John & Adams	NBC	58	10,890	1,788	1
	Professional Football Championship Game	MacManus, John & Adams	NBC	140	249,161	NA	1
Pontiac Passenger Cars, Parts & Services	Pontiac Presents Playwrights '56	MacManus, John & Adams	NBC	122	1,134,910	715,000	13
	Promise for America	Kudner	NBC	147	119,128	NA	1
Institutional	Today	BBDO	NBC	55	103,651	34,000	20
GENERAL TIME CORP.							
Westclox Clocks, Watches, Timers & Seth Thomas Clocks	Today	BBDO	NBC	55	19,949	6,800	4
Seth Thomas Clocks	Kick-Off 1956	D'Arcy	NBC	116	58,053	NA	1
THE GENERAL TIRE & RUBBER CO.							
General Tires—Car & Truck	Pro Football Games	D'Arcy	CBS	114	128,115	NA	1
General Tires	Bob Crosby Show	D'Arcy	CBS	93	773,211	188,700	51
GERBER PRODUCTS CO.							
Gerber's Baby Foods	Captain Kangaroo	D'Arcy	CBS	81	92,210	7,470	4
	Our Miss Brooks	D'Arcy	CBS	83	62,144	18,600	4
	Ding Dong School	D'Arcy	NBC	77	182,528	19,200	15
GILLETTE CO.							
General Promotion	Palm Beach Fifteenth Annual Golf Championship	Maxon	NBC	167	132,887	15,000	1
Gillette Safety Razors	Belmont Stakes	Maxon	CBS	164	44,397	50,000	1
Gillette Safety Razors, Blades, Shaving Creams, Pens, Pencils, Home Permanents, Shampoos, Rinses, Curlers	Cavalcade of Sports	Maxon	NBC	166	4,301,716	2,040,000	5
Gillette Safety Razors, Gillette Blue Blades	1956 All-Star Baseball Game	Maxon	NBC	174	166,035	NA	1
Gillette Safety Razors, Gillette Blue Blades, Gillette Shaving Cream	Rose Bowl Football Games	Maxon	NBC	174	287,512	NA	1
	Kentucky Derby	Maxon	CBS	176	47,515	NA	1
	1956 World Series Games	Maxon	NBC	199	1,353,318	NA	1
	Blue-Gray Football Game	Maxon	NBC	168	138,337	NA	1
	People Are Funny	North	NBC	166	627,567	357,500	1
Paper-Mate Pens	Arthur Godfrey's Talent Scouts	North	CBS	162	1,377,723	750,000	1
GILLETTE CO. (Toni Co.)							
Home Permanents & Other Products	Garry Moore Show	North	CBS	86	388,386	122,400	1
Home Permanents, Hair Preparations & Other Products							



BMI

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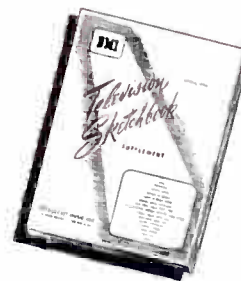
Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

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- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

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A regular monthly service of pre-tested musical sketches for the producer, director and artist.

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Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
GILLETTE CO. (Toni Co.) (Continued)							
	Person to Person	North	CBS	97	\$ 125,220	\$ 105,000	3
	Stanley	Tatham-Laird	NBC	133	271,723	200,000	5
	Walter Winchell Show	North	NBC	118	340,278	360,000	6
Home Permanents, Shampoos, Paper-Mate Pens	Arthur Murray Party	North	CBS	120	569,385	220,000	11
Prom Permanent Wave, White Rain Lotion Shampoo	Valiant Lady	North	CBS	89	465,762	120,000	48
Toni Home Permanents, Hair Preparations & Cleansing Creams	Garry Moore Show	North	CBS	74	134,694	44,200	13
	People Are Funny	North	NBC	127	1,432,259	687,500	25
	Bob Crosby Show	North	CBS	86	460,731	177,600	48
	Queen for a Day	North	NBC	63	65,020	14,000	4
	Truth or Consequences	North	NBC	109	559,398	275,000	11
Hair Preparations	Best in Mystery	North	NBC	103	216,714	60,000	4
Home Permanents, Cosmetics	Arthur Godfrey & His Friends	North	CBS	167	714,612	390,000	13
Home Permanents, Cosmetics, Paper-Mate Pens & Pencils	Arthur Godfrey Show	North	CBS	164	408,528	210,000	7
Toni Home Permanents, White Rain Lotion Shampoo, Viv Lipstick, Paper-Mate Pens	Frankie Laine Time	North	CBS	170	173,538	75,000	3
	Perry Como Show	Weiss & Geller	NBC	93	339,131	462,000	12
All Products	Patti Page Show	Weiss & Geller	NBC	92	57,476	NA	2
	Julius La Rosa Show	Weiss & Geller	NBC	92	57,909	NA	2
GULF OIL CORP.							
Gulf Gasoline, Oil, Anti-Freeze, Tires & Batteries	Sugar Bowl Football Game	Y&R	ABC	56	37,485	NA	1
Gulf Gasoline, Oil, Lubricants, Tires, Insecticides	Life of Riley	Y&R	NBC	122	2,730,890	1,664,000	52
THE GLIDDEN CO.							
Glidden Paint—Home	Home Today	Meldrum & Fewsmith	NBC	80	73,441	35,100	13
		Meldrum & Fewsmith	NBC	84	145,900	45,900	27
GOEBEL BREWING CO.							
Beer	Pro Football Games	Campbell-Ewald	CBS	6	24,200	NA	12
GOLD SEAL CO.							
Gold Seal Glass Wax & Snowy Bleach	Perry Como Show	Campbell-Mithun	NBC	98	534,827	731,500	19
	Patti Page Show	Campbell-Mithun	NBC	87	55,770	NA	2
	Julius LaRosa Show	Campbell-Mithun	NBC	87	56,086	NA	2
	Tony Bennett Show	Campbell-Mithun	NBC	91	113,048	NA	4
Gold Seal Glass Wax	Mickey Mouse Club	Campbell-Mithun	ABC	90	95,076	24,000	4
THE B. F. GOODRICH CO.							
B. F. Goodrich Tires, Tubes	Burns & Allen	BBDO	CBS	110	1,064,679	840,000	21
GOODYEAR TIRE & RUBBER CO.							
Goodyear Tire & Rubber Co., Institutional	His Way, His Word	Y&R	NBC	99	107,518	NA	3
Goodyear Tires—Car & Neolite Soles	Goodyear Playhouse	Y&R	NBC	112	2,173,685	1,320,000	24
GORDON BAKING CO.							
Silvercup Bread	Kukla, Fran & Ollie	Ayer	ABC	3	308,320	126,000	84
GROUP OF MAJOR STEEL COMPANIES							
Public Service	Address by Admiral Ben Moreell		CBS	75	21,262	NA	1
GROVE LABS, INC.							
Fitch Shampoo, Hair Tonic, Hair Oil & Grove's 4-Way Cold Tablets	Today	Harry B. Cohen	NBC	61	508,207	161,500	95
Grove's 4-Way Cold Tablets	Today	Harry B. Cohen	NBC	62	146,870	23,800	14
GRUEN INDUSTRIES, INC.							
Gruen Watches	Home Today	Grey	NBC	61	15,663	8,100	3
	Today	Grey	NBC	60	26,405	8,500	5
	Tonight	Grey	NBC	57	10,162	3,576	2
HAGAN CORP.							
Calgon Water Softener & Other Products	Today	Ketchum, MacLeod & Grove	NBC	65	30,223	10,200	6
HALLMARK CARDS, INC.							
Hallmark Greeting Cards	Hallmark Hall of Fame	FC&B	NBC	127	442,013	630,000	3
	Maurice Evans Presents	FC&B	NBC	139	446,207	840,000	4
THEODORE HAMM BREWING CO.							
Hamm's Beer	Person to Person	Campbell-Mithun	CBS	35	299,634	475,000	19
	Pantomime Quiz	Campbell-Mithun	CBS	35	70,326	117,500	5
HANSEN'S LABORATORY, INC.							
Junket Rennet Desserts	Captain Kangaroo	SSC&B	CBS	27	61,883	14,110	34
HARTZ MOUNTAIN PRODUCTS							
Bird Seed and Other Pet Foods	Circus Time	Hartman	ABC	61	108,000	36,000	12
	Super Circus	Hartman	ABC	48	273,222	93,500	11
	Captain Kangaroo	Hartman	CBS	54	60,042	2,500	15
	Captain Hartz & His Pets	Hartman	NBC	20	7,220	12,000	1
HAWAIIAN PINEAPPLE CO., LTD.							
Dole Canned Pineapple	Art Linkletter's House Party	Ayer	CBS	61	383,435	98,600	29
H. J. HEINZ CO.							
Heinz Soups & Other Products	Captain Gallant of the Foreign Legion	Maxon	NBC	57	1,673,820	1,325,000	53



HOW MUCH A HEAD?

29¢ per M! Yes, 29¢ per-thousand-per-commercial minute for 52-time buyers of KYW-TV's big-hit SIX O'CLOCK ADVENTURE. Scheduled weekdays 6:00-6:55 PM, its January ARB 5-day average was 21.4—better than twice the combined competitive averages.

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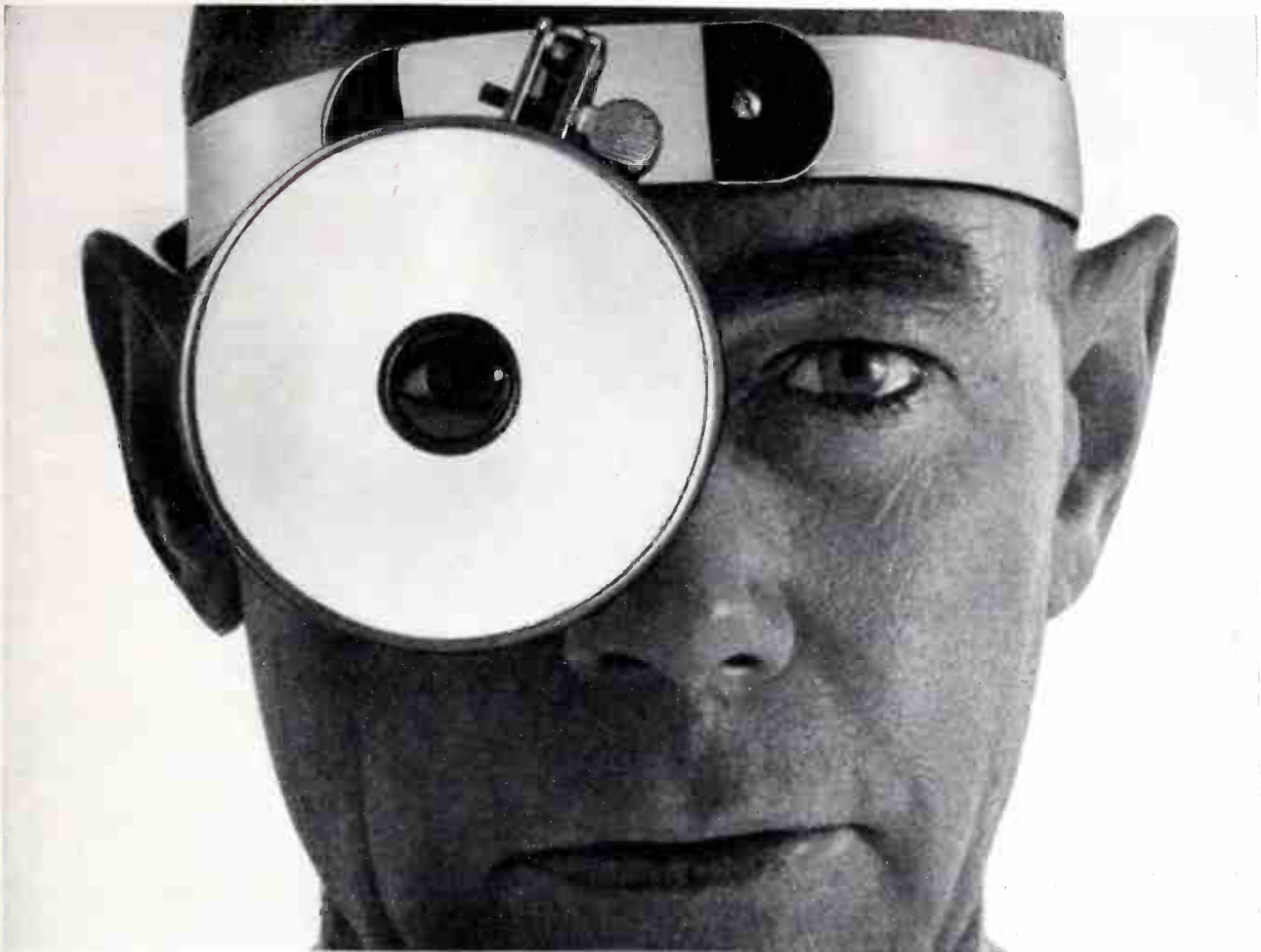
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CLEVELAND



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Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
THE HOOVER CO. Hoover Electric Cleaner	Afternoon Film Festival Famous Film Festival Today Tonight	Burnett Burnett Burnett Burnett	ABC ABC NBC NBC	56 52 59 58	\$ 99,000 34,000 31,554 10,421	\$ 57,500 26,000 10,200 3,576	23 4 6 2
HUPP CORP. Gibson Electric Refrigerators, Ranges, Air Conditioners	Home	NA	NBC	109	136,145	56,700	21
IDEAL TOY CORP. Toys	Captain Kangaroo Cowboy Theatre Howdy Doody Macy's Thanksgiving Day Parade	Grey Grey Grey Grey	CBS NBC NBC NBC	57 57 76 31	109,716 21,962 16,221 22,445	6,225 5,000 3,000 NA	15 2 1 1
INSURANCE CO. OF NORTH AMERICA Insurance Co. of North America, except Life	Today	Ayer	NBC	96	182,234	51,000	30
INTERNATIONAL SHOE CO. Red Goose Shoes—Children Weather-Bird Shoes—Children	The Red Goose Kid's Spectacular Pinky Lee Show	D'Arcy Henri, Hurst & McDonald	ABC NBC	38 79	78,902 130,284	NA 50,400	2 18
JERCLAYDON, INC. Glamorene Carpet Cleaner, Glamorene Upholstery Cleaner	Afternoon Film Festival Famous Film Festival	Product Services Product Services	ABC ABC	53 51	72,000 104,000	45,000 84,500	18 13
THE ANDREW JERGENS CO. Jergen's Lotion & Other Products	Comedy Hour Steve Allen Show	Orr Orr	NBC NBC	128 128	560,246 725,106	NA 770,500	18 23
JOHNS-MANVILLE CORP. Johns-Manville Products	Meet the Press	JWT	NBC	34	736,635	260,000	26
JOHNSON & JOHNSON Johnson's Baby Products, Johnson & Johnson Surgical Dressings Johnson's Back Plaster Johnson's Elastic Hose	Adventures of Robin Hood Today NBC Matinee Theater	Y&R Ayer Ayer	CBS NBC NBC	155 61 52	1,297,770 112,842 61,255	875,000 37,400 130,000	25 22 13
S. C. JOHNSON & SON Johnson's Glo-Coat, Car-Plate & Car Nu, Johnson's Wax Products & Insecticides Johnson's Waxes, Cleaners, Polishes & Appliers Johnson's Waxes & Polishes Johnson's Floor Polisher & Scrubber	Robert Montgomery Presents Mickey Mouse Club Red Skelton Show Spotlight Playhouse NBC Matinee Theater	Needham, Louis & Brorby Needham, Louis & Brorby FC&B FC&B Andrews	NBC ABC CBS CBS NBC	113 88 97 86 96	2,108,988 283,866 776,955 229,185 13,810	1,300,000 108,000 680,000 75,000 20,000	25 18 17 5 2
KAISER ALUMINUM & CHEMICAL CORP. Kaiser Aluminum & Aluminum Products	Kaiser Aluminum Hour	Y&R	NBC	105	994,841	616,000	11
KELLING NUT CO. Double Kay Salted Nuts	Tonight	H. M. Gross	NBC	59	42,932	14,304	8
KELLOGG CO. Kellogg's Cereals Kellogg's Cereals, except Shredded Wheat & All Bran Kellogg's Cereals & Gro-Pup Dog Food Kellogg's Cereals, Dog Foods & Soft Drinks	Arthur Godfrey & His Friends Arthur Godfrey Show Frankie Laine Time Lassie Arthur Godfrey Time Art Linkletter's House Party Garry Moore Show Wild Bill Hickok Name That Tune	Burnett Burnett Burnett Burnett Burnett Burnett Burnett Burnett Burnett	CBS CBS CBS CBS CBS CBS CBS CBS CBS	124 120 120 86 76 114 73 108 134	661,770 478,132 264,450 819,000 1,107,322 1,147,632 227,807 1,245,506 150,300	390,000 270,000 125,000 630,000 416,000† 343,400 74,800 1,219,000 75,000	13 9 5 18 104 101 22 53 3
THE KENDALL CO. Blue-Jay Foot Products Curad Plastic Bandages Curad Plastic Bandages & Blue Jay Plasters Curad Plastic Bandages & Other Products Curity Products	American Film Festival Arthur Godfrey Time Home Howdy Doody Captain Kangaroo	Burnett Burnett Burnett Burnett Burnett	ABC CBS NBC NBC CBS	57 55 60 76 49	188,000 138,900 72,858 139,227 85,542	107,500 40,000† 37,800 18,000 17,360	43 10 14 6 28
KENTILE, INC. Kentile Cork & Tile Floors	NBC Matinee Theater Today	R&R R&R	NBC NBC	73 86	51,104 40,621	90,000 11,900	9 7
KIMBERLY-CLARK CORP. Kleenex Tissues & Other Products	Danny Thomas Show Perry Como Show Patti Page Show Julius LaRosa Show Tony Bonnet Show	FC&B FC&B FC&B FC&B FC&B	ABC NBC NBC NBC NBC	70 104 93 93 97	248,284 740,106 84,990 85,465 114,860	266,000 1,001,000 NA NA NA	7 26 3 3 4
KIPLINGER WASHINGTON AGENCY, INC. Changing Times Magazine	Today	Frank-Law	NBC	58	5,083	1,700	1
KNAPP-MONARCH CO. Y.M. Electric Housewares	Famous Film Festival Today	Frank Block Oilan & Bronner	ABC NBC	50 58	63,000 27,300	45,500 8,500	7 5



How Many? How Much?

Today 1 in 3 Americans are saved from cancer. Ten years ago only 1 in 4 were saved. Such an improvement is due to early detection and prompt treatment. But people don't know this. You of the broadcasting industry can tell them. Will you? At the same time you can help us raise \$30,000,000 needed for education, for service, and for cancer research — research that will find the final cure for cancer. Here's the way we'll help you help us!

Radio:

Transcribed Spot Announcements

Spot Announcement copy

Transcribed Quarter-Hour Shows

A one-hour Great Jazz show, starring YOUR deejay. We provide music, including collector's items, program notes and scripts.

Television:

20-second and 1-minute film spots, including George Gobel, Debra Paget, and Martha Hyer

Flipboards, slides and telops

Copy for live announcements

For further information, consult the American Cancer Society Unit in your community or write to:

AMERICAN CANCER SOCIETY
RADIO AND TELEVISION SECTION
521 West 57th Street
New York 19, New York



Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
KNOMARK MANUFACTURING CO. Esquire Shoe Polish	Masquerade Party	Mogul	ABC	94	\$ 499,371	\$ 224,000	14
	Caesar's Hour	Mogul	NBC	144	202,655	240,000	6
	The Magic Box	Mogul	NBC	137	101,670	100,000	1
LANOLIN PLUS, INC. Lanolin Plus Liquid Make Up & Other Products	Name That Tune	Russel M Seeds	CBS	136	800,317	425,000	18
	Robert Q. Lewis	Brow	CBS	80	141,550	31,500	12
	Break the \$250,000 Bank	Brow	NBC	103	536,799	375,500	11
LAU BLOWER CO. Lau Electric Fans	Tonight	Hutzler & Lang	NBC	58	49,321	17,880	10
		Humphrey, Alley & Richards	NBC	63	5,904	2,700	1
LEA & PERRINS, INC. Lea & Perrins Sauce	Homo						
LEHN & FINK PRODUCTS CORP. Lysol Disinfectant & Deodorizers, Household Use	It Could Be You	McCann-Erickson	NBC	72	82,703	24,500	7
	Queen for a Day	McCann-Erickson	NBC	97	170,390	38,500	11
	The Lucy Show	McCann-Erickson	CBS	70	535,731	420,000	14
LETTUCE, INC. California & Arizona Fresh Fruits & Vegetables	Mickey Mouse Club	Cohan	ABC	87	300,239	114,000	19
LEVER BROTHERS CO. Lux Liquid Detergent Lux Liquid Detergent, Lifebuoy Soap, Pepsodent Tooth Paste Rinso Soap Powder, Lifebuoy Soap, Margarine & Other Products Rinso Soap Powder, Lux Liquid Detergent, Spry Shortening, Good Luck Margarine Rinso Soap Powder, Lux Toilet Soap Surf Suds, Lifebuoy Soap, Good Luck Margarine Lux Toilet Soap, Lux Flakes, Lux Liquid Detergent & Other Products Pepsodent Tooth Paste, Lux Liquid Detergent, Lux Toilet Soap Lipton's Soups Lipton's Tea, Lipton's Soups Spry Shortening, Good Luck Margarine, Rinso, Lux Liquid Detergent	Sir Lancelot	SSC&B	NBC	121	337,896	195,000	6
	Gordon MacRae	BBDO	NBC	66	712,200	NA	23
	Big Town	SSC&B	NBC	86	80,712	617,500	19
	Garry Moore Show	JWT	CBS	73	591,349	176,800	32
	On Trial	BBDO	NBC	88	258,495	187,500	5
	Ari Linkletter's House Party	BBDO	CBS	86	1,706,238	455,600	124
	Lux Video Theatre	JWT	NBC	145	4,483,911	2,548,000	49
	Arthur Godfrey Time	JWT	CBS	62	500,449	208,000	32
	Afternoon Film Festival	Y&R	ABC	57	67,500	37,500	11
	Arthur Godfrey's Talent Scouts	Y&R	CBS	125	1,275,072	810,000	27
	Garry Moore Show	JWT	CBS	73	653,615	197,200	38
	LEWIS HOWE CO. Tum Tablets	Color Spread	D-F-S	NBC	123	27,354	72,000
Sunday Spectacular		D-F-S	NBC	124	27,436	72,000	1
Jonathan Winters Show		D-F-S	NBC	108	243,746	105,000	7
The Gator Bowl		D-F-S	CBS	17	42,743	NA	1
Famous Film Festival		D-F-S	ABC	54	57,500	45,500	1
LIBERAL PARTY Political	Political Telecast	Furman, Feiner	CBS	3	1,790	NA	1
LIGGETT & MYERS TOBACCO CO. Chesterfield Cigarettes Chesterfield Cigarettes & L & M Filter Cigarettes L & M Filter Tip Cigarettes	Noah's Ark	McCann-Erickson	NBC	110	461,274	320,000	8
	Warner Brothers Presents Gunsmoke	C&W	ABC	106	1,441,614	1,053,000	36
	Dragnet	D-F-S	CBS	154	2,040,132	1,444,000	38
	Do You Trust Your Wife	C&W	NBC	168	2,712,792	1,800,000	45
	Big Ten Regional NCAA Football Games	D-F-S	CBS	129	628,368	487,500	12
	Eastern Regional Football Games	D-F-S	NBC	34	47,159	90,000	6
	NBC Matinee Theater	D-F-S	NBC	28	47,306	NA	5
	Pacific Coast Conference Football Games	C&W	NBC	87	386,946	690,000	69
	LONGINES-WITTNAUER WATCH CO., INC. Watches & Clocks	Longine's Thanksgiving Festival	Victor A. Bennett	CBS	159	65,236	NA
LORENTZEN HARDWARE MANUFACTURING CORP. Levolor Venetian Blind Products—Home	Tonight	Friend-Reiss	NBC	29	33,280	23,244	12
P. LORILLARD CO. Kent Cigarettes Old Gold Cigarettes Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco	\$64,000 Challenge	Y&R	CBS	117	962,928	627,000	19
	Appointment With Adventure	Y&R	CBS	113	337,083	182,000	7
	Today		NBC	61	23,768	1,700	1
	Jackie Gleason Show	L&N	CBS	173	856,422	700,000	14
	Two for the Money	L&N	CBS	124	1,424,835	675,000	27
Truth or Consequences	L&N	NBC	112	1,369,476	700,000	25	
Walter Winchell Show	L&N	NBC	105	350,331	420,000	7	
JOE LOWE CORP. Popsicles & Other Frozen Confections	Gabby Hayes Show	Paris & Peart	ABC	109	308,400	60,000	10
LUDEN'S INC. Luden's Cough Drops & Candy	Captain Kangaroo	Mathes	CBS	69	180,300	8,060	13

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
GLA PRODUCTS Egla Ironing Board Cover	Home	E. Lieb	NBC	80	\$ 11,275	\$ 5,400	2
CO CO., INC. Radio Hearing Aids	Home	Bozell & Jacobs	NBC	107	19,758	8,100	3
S, INC. Andy	Mickey Mouse Club	Burnett	ABC	87	611,658	234,000	39
MASLAND & SONS Island Rugs	Garry Moore Show	Anderson & Cairns	CBS	57	117,865	30,600	9
TEL, INC. Lys	Mickey Mouse Club	Carson, Roberts	ABC	89	398,850	156,000	26
BELLINE CO. Eybelline Eye Makeup	Masquerade Party	Best	ABC	95	38,307	16,000	1
	Grace Kelly Wedding	Best	CBS	174	40,974	NA	1
	Color Spread	Best	NBC	128	54,153	144,000	2
	Sunday Spectacular	Best	NBC	129	166,168	432,000	6
	Home	Best	NBC	113	19,444	81,000	3
	NBC Matinee Theater	Best	NBC	137	20,105	30,000	3
	Queen for a Day	Best	NBC	139	105,382	21,000	6
	Steve Allen Show	Best	NBC	145	68,399	67,000	2
	Tonight	Best	NBC	55	4,745	1,788	1
ATAG CO. Atag Washers & Other Appliances	Navy Log	Burnett	CBS	112	865,575	630,000	18
HAW ELECTRIC CO. Listmaster Small Appliances	Home	Erwin, Wasey	NBC	61	46,022	21,600	8
	Today	Erwin, Wasey	NBC	61	42,730	13,600	8
	Tonight	Erwin, Wasey	NBC	59	41,287	14,304	8
SSON & ROBBINS, INC. No-Aqua-Drin Lozenges	Sugar Bowl Football Game Pre-Game Huddle	Ellington	ABC	68	7,435	NA	1
HEMENNEN CO. Men Products for Men Men Shave Cream, After Shave Lotion Other Products Men Shave Creams	NBA Pro-Basketball Games	McCann-Erickson	NBC	58	323,323	NA	13
	Wednesday Night Fights	McCann-Erickson	ABC	97	1,211,432	1,125,000	50
	Damon Runyon Theater	McCann-Erickson	CBS	46	57,750	60,000	2
	High Finance	McCann-Erickson	CBS	56	580,860	467,500	17
	Ding Dong School	Grey	NBC	82	359,132	36,800	23
	Queen for a Day	Grey	NBC	83	123,134	24,500	7
	Bob Crosby Show	JWT	CBS	78	99,315	22,200	6
	Tic Tac Dough	JWT	NBC	62	81,545	15,000	6
MOISTURE CONTROLS, INC. Tirmo Chef Oven	Tonight	Ashe-Englemore	NBC	36	7,136	3,576	2
	Today	Ashe-Englemore	NBC	34	6,492	3,400	2
LI LABS, INC. A-Seltzer, One-A-Day Vitamin Tablets A-Seltzer, One-A-Day Vitamin Tablets, Nervine, Tabcin, Bactine	Queen for a Day	G. Wade	NBC	64	512,470	178,500	51
	John Daly & the News	G. Wade	ABC	27	970,110	380,000	95
	Bob Crosby Show	G. Wade	CBS	94	33,405	92,500	25
	Garry Moore Show	G. Wade	CBS	96	282,526	85,000	25
	News of the World	G. Wade	NBC	85	651,056	133,000	19
	NBC News	G. Wade	NBC	83	443,912	91,000	13
	Broken Arrow	G. Wade	ABC	113	87,750	68,000	2
	Tennessee Ernie Ford Show	G. Wade	NBC	63	441,883	170,000	50
	Mickey Mouse Club	G. Wade	ABC	89	423,771	162,000	27
	Ding Dong School	G. Wade	NBC	60	397,769	73,600	46
NIER BREWING CO. Nier High Life Beer	Tonight	Mathesson	NBC	59	329,376	112,644	63
NEAPOLIS-HONEYWELL REGULATOR CO. Minneapolis-Honeywell Precision Products & Business Proposition	Eastern Regional Football Games	FC&B	NBC	28	47,304	NA	5
MINESOTA MINING & MANUFACTURING Sheen Package Ribbon	Home	MacManus, John & Adams	NBC	71	63,341	29,700	11
	Today	MacManus, John & Adams	NBC	65	219,604	76,884	43
	Tonight	MacManus, John & Adams	NBC	59	57,389	19,668	11
	Mickey Mouse Club	BBDO	ABC	90	514,120	198,000	33
	Arthur Godfrey Time	BBDO	CBS	48	86,230	28,000†	7
	Tonight	MacManus, John & Adams	NBC	58	10,239	3,576	2
UTE MAID CORP. Minute Maid Frozen Fruit Juice	Tennessee Ernie Ford Show	Bates	NBC	63	309,725	80,500	23
	Tournament of Roses Parade	Bates	NBC	99	65,298	NA	1
MBILE HOMES MANUFACTURERS ASS'N General Promotion	Famous Film Festival	JWT	ABC	53	50,000	39,000	6
	Today	JWT	NBC	67	271,122	83,300	49
AGEN DAVID WINE CORP. Logen David Wine	Dollar a Second	Weiss & Geller	ABC	97	687,314	273,000	21
	Treasure Hunt	Weiss & Geller	ABC	129	717,598	306,000	17
MSANTO CHEMICAL CO. General Promotion	Warner Brothers Presents	NL&B	ABC	105	723,006	526,500	18

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	Est. Total Cost
PHILIP MORRIS, INC. Marlboro	Pro Football Games	Burnett	CBS	81	\$ 586,315	NA	
MORTON SALT CO. Morton's Salt	Mickey Mouse Club	NL&B	A3C	87	310,922	\$ 120,000	
MOTOROLA, INC. Motorola TV	NBC Matinee Theater	Burnett	NBC	56	19,986	40,000	
ARTHUR MURRAY SCHOOL OF DANCING March of Dimes Campaign Appeal	Tonight	R&R	NBC	15	1,794	1,788	
MURRAY CORPORATION OF AMERICA Easy Washers	Arthur Godfrey Time	BBDO	CBS	68	723,070	208,000†	
MUTUAL BENEFIT HEALTH & ACCIDENT ASS'N Mutual of Omaha (except life)	Zoo Parade	Bozell & Jacobs	NBC	98	570,305	212,500	
NATIONAL BISCUIT CO. All Products	Adventures of Rin-Tin-Tin	K&E	ABC	90	1,810,052	1,352,000	
NATIONAL BREWING CO. National Bohemian & Altes Golden Lager Beer	Pro Football Games	Doner	CBS	3	13,836	NA	
NATIONAL CITIZENS COMMITTEE FOR EISENHOWER AND NIXON Political	Political Telecast	Y&R	CBS	101	23,731	NA	
	Political Telecast	Y&R	NBC	128	69,621	NA	
	Political Telecast	Y&R	ABC	60	29,794	NA	
NATIONAL DAIRY PRODUCTS CORP. All Products Kraft Cheese & Other Products Sealtest Dairy Products	Kraft Television Theatre	JWT	NBC	104	3,803,507	2,352,000	
	Color Spread	JWT	NBC	128	27,963	72,000	
	Sunday Spectacular	JWT	NBC	137	28,239	72,000	
	The Big Top	Ayer	CBS	82	1,768,398	832,000	
NATIONAL GRAPE CO-OPERATIVE ASS'N., INC. Welch's Grape Juice, Jellies, Marmalades, Wine & Other Products	Comedy Time	Manoff	NBC	77	58,507	21,000	
	It Could Be You	Manoff	NBC	66	96,282	28,000	
	Mickey Mouse Club	Manoff	ABC	88	605,369	234,000	
NATIONAL IKE DAY COMMITTEE Political	President's Birthday	McCann-Erickson	CBS	155	60,681	NA	
NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE Political	Political Telecast	BBDO	ABC	NA	131,921	NA	
	Political Telecast	BBDO	CBS	169	277,007	NA	
	Political Telecast	BBDO	NBC	139	36,923	NA	
NATIONAL REPUBLICAN SENATORIAL COMMITTEE	Political Telecast	French & Preston	ABC	NA	4,824	NA	
	Political Telecast	French & Preston	CBS	132	108,058	NA	
	Political Telecast	French & Preston	NBC	171	109,955	NA	
NECCHI SEWING MACHINE SALES CORP. Necchi & Elna Sewing Machines	Stop the Music	Grey	ABC	91	257,216	168,000	
NESTLE CO., INC. Nescafe Instant Coffee Nestle's Chocolate Products & Cookie Mixes Nestle's Quik, Chocolate Bars, Chocolate Morsels	Oh! Susanna	Bryan Houston	CBS	171	752,634	520,000	
	Stage Show	Bryan Houston	CBS	94	1,789,692	1,235,000	
	Captain Kangaroo	Bryan Houston	CBS	38	58,881	8,300	
NEW YORK REPUBLICAN STATE COMMITTEE Political	Lone Ranger	Bryan Houston	CBS	60	291,112	375,000	
NEW YORK STATE CITIZENS FOR EISENHOWER & NIXON Political	Political Telecast	Marschalk & Pratt	ABC	NA	6,488	NA	
NEW YORK STATE DEMOCRATIC COMMITTEE Political	Political Telecast	Marschalk & Pratt	CBS	8	4,724	NA	
NEW YORK STATE LABOR COMMITTEE Political	Speech by Governor Averell Harriman	Peck	ABC	6	3,140	NA	
	Political Telecast	Peck	NBC	7	12,740	NA	
NEW YORK STATE REPUBLICAN COMMITTEE Political	Political Telecast	Paul Miner	ABC	NA	5,740	NA	
NIAGARA THERAPY MANUFACTURING CORP. Cyclo Thermopad	Political Telecast	Marschalk & Pratt	CBS	9	19,296	NA	
NORTH AMERICAN PHILLIPS CO., INC. Norelco Electric Shaver & Other Products	Political Telecast	Marschalk & Pratt	NBC	3	3,500	NA	
NORWICH PHARMACAL CO. All Products Norwich Aspirin & Pepto-Bismol Pepto-Bismol Pepto-Bismol, Unguentine Unguentine	Home	W. S. Walker	NBC	74	37,237	2,700	
	The Twisted Cross	LaRoche	NBC	78	77,975	NA	
	The Great War	LaRoche	NBC	168	102,900	NA	
	The Jazz Age	LaRoche	NBC	146	99,795	NA	
	Sunday News Special	B&B	CBS	42	10,240	5,000	
	Adventures of Ozzie & Harriet	B&B	ABC	57	207,704	280,000	
	Afternoon Film Festival	B&B	ABC	63	193,500	107,500	
	Arthur Godfrey Time	B&B	CBS	101	449,390	104,000	
	Afternoon Film Festival	B&B	ABC	55	139,500	80,000	

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
ACZEMA CHEMICAL CO. Aczema Medicated Cream, Shave Cream, Sun Tan Cream & Lotion	Perry Como Show Patti Page Show Julius LaRosa Show Tony Bennett Show	SSC&B SSC&B SSC&B SSC&B	NBC NBC NBC NBC	102 97 97 99	\$ 574,749 58,004 58,447 29,856	\$ 770,000 NA NA NA	20 2 2 1
AND MATHIESON CHEMICAL CORP. Aftershave Fragrances & Latheric Men's Toiletries	Chance of a Lifetime Masquerade Party Tonight	Grant Grant D'Arcy	ABC ABC NBC	56 60 54	340,939 361,898 59,205	130,000 192,000 23,244	13 12 13
BOARD MARINE CORP. Bow-Boy Power Mower Inboard Outboard Motors	Tonight Famous Film Festival Today Tonight	Geare-Marston Cramer-Krasselt Cramer-Krasselt Cramer-Krasselt	NBC ABC NBC NBC	58 51 93 59	111,377 74,000 106,042 84,649	41,124 65,000 32,300 30,396	23 10 19 17
BLAST BREWING CO. Bluest Blue Ribbon Beer & Ale Bluest Blue Ribbon Beer, Ale & Non- Alcoholic Beverages	Wednesday Night Fights Pro Football It's Polka Time College All Star Football	Burnett Burnett Burnett Burnett	ABC CBS ABC ABC	99 11 18 155	1,239,712 28,725 106,095 86,663	1,125,000 NA 37,000 NA	50 16 8 1
BLARD PRODUCTS, INC. Birmes Typewriters	Today	F&S&R	NBC	70	54,104	15,300	9
AMERICAN WORLD AIRWAYS, INC. Passenger Service	Meet the Press See It Now	JWT JWT	NBC CBS	19 152	570,330 72,378	270,000 100,000	27 1
AMOUNT PICTURES CORP. "War and Peace"	Home Today Tonight	Buchanan Buchanan Buchanan	NBC NBC NBC	114 110 60	34,940 28,050 21,291	13,500 10,800 7,152	5 4 4
ANDER BROTHERS, INC. Arker Games	Today	Badger & Browning & Parker	NBC	59	10,556	3,400	2
ANDER PEN CO. Arker Pens	Wyatt Earp	Tatham-Laird	ABC	63	462,907	502,500	15
ANDERSON-SARGENT CO. A-S Paints & Varnish—Home	Tonight	D'Arcy	NBC	52	60,474	25,032	14
ANDERSON PHARMACAL CO., INC. A-S Crin, Eye-Gene A-S Crin, Eye-Gene & Ennds Chlorophyll Tablets	The Amazing Dunninger Afternoon Film Festival Famous Film Festival	Donahue & Coe Donahue & Coe Donahue & Coe	ABC ABC ABC	88 54 54	366,428 192,000 224,000	250,000 120,000 169,000	10 48 26
ANDERSON CORP. Anlon Interfacings	Homo	C. J. Mendelsohn	NBC	114	35,371	13,500	5
ANDERSON MILK CO. Anlon Evaporated Milk Anlon Evaporated Milk, Dry Milk & Frozen Fruit Pies	Red Skelton Show Spotlight Playhouse George Gobel Show Encore Theatre	Gardner Gardner Gardner Gardner	CBS CBS NBC NBC	102 102 171 170	857,745 340,440 584,175 552,456	720,000 105,000 450,000 NA	18 7 10 9
ANDERSON PFIZER AMERICAN SALES CORP. Anlon Sewing Machines	Homo	D-F-S	NBC	102	220,847	94,500	35
ANDERSON PFIZER & CO., INC. Anlon General Promotion	Science Comes to the Farm In a Feed Bag	Burnett	ABC	17	3,383	NA	1
ANDERSON PHARMACEUTICALS, INC. Anlon Geritol Anlon Geritol, Niron, Zarumin, RDX Reducing Aid & Other Products Anlon Geritol, RDX Reducing Aid	Twenty-One Sunday News Special Meet Millie Guy Lombardo's Diamond Jubilee Joe & Mabel The Herb Shriner Show To Tell the Truth Masquerade Party Ted Mack Amateur Hour	E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter E. Kletter	NBC CBS CBS CBS CBS CBS ABC ABC ABC	72 51 117 136 141 150 150 83 98	469,072 496,295 254,728 607,910 610,566 481,641 55,759 383,298 2,803,358	496,000 260,000 126,000 260,000 420,000 360,000 22,000 276,000 1,060,000	16 52 6 13 12 9 1 11 53
ANDERSON PHARMACEUTICALS, INC. Anlon Geritol, RDX Reducing Aid & Other Products	Life Begins at 80	E. Kletter	ABC	37	110,160	45,000	6
ANDERSON PHARMACO, INC. Anlon Cough Preparations	Comedy Time It Could Be You Afternoon Film Festival	DCS&S DCS&S DCS&S	NBC NBC ABC	47 65 53	60,749 77,245 40,000	24,500 24,500 250,000	7 7 10
ANDERSON PHILCO & READING CORP. Anlon Fruit of the Loom Underwear	Afternoon Film Festival	Lewis & Gillman	ABC	60	90,000	50,000	20
ANDERSON PHILCO CORP. Anlon Philco Electric Refrigerators, Ranges, Freezers Anlon Philco Electric Refrigerators, Ranges, Freezers, Home Laundry Anlon Philco Television Sets	Today Homo Miss America Beauty Pageant of 1956	Hutchins Hutchins Hutchins	NBC NBC ABC	100 111 107	52,267 139,314 89,495	13,600 56,700 40,000	8 21 1
ANDERSON PHILCO CORP. Anlon Philco Television Sets, Electrical Appliances	Dem.-Rep. Nat'l Conventions	Hutchins Hutchins	ABC ABC	80 80	2,258,181	NA	9

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts	
PILLSBURY MILLS, INC. Pillsbury's Best Flour & Mixes	Art Linkletter's House Party	Burnett	CBS	105	\$ 1,762,491	\$ 489,600	144	
	Arthur Godfrey & His Friends	Burnett	CBS	111	597,330	360,000	12	
	Arthur Godfrey Show	Burnett	CBS	110	462,120	270,000	9	
	Frankie Laine Time	Burnett	CBS	110	155,100	75,000	3	
	Grand National Bakeoff	Burnett	CBS	115	28,233	NA	1	
	Pillsbury's Best Flour, Baking Mixes, Frosting Mixes	Mickey Mouse Club	Burnett	ABC	90	108,837	42,000	7
		Arthur Godfrey Time	Burnett	CBS	102	1,783,490	592,000†	148
	PLANTERS NUT & CHOCOLATE CO. Planters Peanuts & Chocolates	Planters Peanut Time	Goodkind, Dale & Morgan	NBC	93	248,084	NA	7
		Tonight	W. B. Doner	NBC	58	41,685	14,304	8
	PLASTONE CO., INC. Turtle Wax Auto Polish	John Daly & the News	DD&B	ABC	48	87,750	31,500	7
Steve Allen Show		DD&B	NBC	134	159,869	167,500	5	
Tonight		DD&B	NBC	59	164,099	73,308	41	
Caesar's Hour		DD&B	NBC	138	35,148	40,000		
POLAROID CORP. Polaroid Land Camera	Today	Ayer	NBC	59	46,962	15,300	9	
	Tonight	Flack	NBC	59	76,474	28,608	16	
POLK MILLER PRODUCTS CORP. Sergeant's Dog Care Products	The Line-Up	Y&R	CBS	151	1,095,736	630,000	18	
	Undercurrent	Y&R	CBS	152	275,150	47,500	5	
	It's Always Jan	Compton	CBS	133	1,038,510	660,000	20	
	Russ Morgan Show	Compton	CBS	142	481,917	130,500	v	
	Hey, Jeannie!	Compton	CBS	125	819,831	577,500	15	
	Queen for a Day	Compton	NBC	87	2,366,416	658,000	188	
	Tennessee Ernie Ford	B&B	NBC	111	2,938,010	829,500	237	
	Tennessee Ernie Ford	B&B	NBC	59	218,385	245,000	70	
	Bob Crosby Show	Compton	CBS	82	253,994	122,100	33	
	The Brighter Day	Y&R	CBS	134	2,985,959	642,500	257	
A. H. POND, INC. Keepsake Diamond Rings	Bob Crosby Show	Compton	CBS	79	226,410	107,300	29	
	Fireside Theater	Compton	NBC	126	1,408,533	1,001,000	26	
	Sneak Preview	Compton	NBC	128	341,385	51,000	6	
	Jane Wyman Show	Compton	NBC	120	909,450	616,000	16	
	The Guiding Light	Compton	CBS	118	3,004,392	647,500	259	
	Navy Log	Burnett	CBS	94	46,800	35,000	1	
	The Brothers	Burnett	CBS	88	321,132	280,000	7	
	National Bowling Champions	Burnett	NBC	40	119,275	50,000	5	
	Medic	D-F-S	NBC	82	632,409	496,600	13	
	Love Story	B&B	CBS	110	1,401,588	162,500	65	
THE PROCTER & GAMBLE CO. Cheer Detergent	As the World Turns	B&B	CBS	107	3,717,986	747,000	166	
	Search for Tomorrow	Burnett	CBS	134	3,070,048	647,500	259	
	NBC Matinee Theater	B&B	NBC	56	2,508,193	2,460,000	246	
	Wyatt Earp	Compton	ABC	93	268,331	234,500	7	
	This Is Your Life	B&B	NBC	142	2,441,494	2,042,500	43	
	I Love Lucy	Grey	CBS	162	1,185,225	1,170,000	20	
	Charlie Farrell Show	Grey	CBS	161	415,923	140,000	7	
	Famous Film Festival	Grey	ABC	52	69,500	58,500	9	
	Loretta Young Show	B&B	NBC	151	2,478,620	1,655,500	43	
	Man Against Crime	B&B	NBC	146	470,870	NA	8	
PRUDENTIAL INSURANCE CO. OF AMERICA Life Insurance	On Your Account	B&B	CBS	126	1,368,078	160,000	64	
	Edge of Night	B&B	CBS	134	4,368,228	868,500	193	
	The People's Choice	Y&R	NBC	93	201,249	140,000	4	
	Captain Kangaroo	Compton	CBS	82	8,312	830	2	
	Garry Moore Show	Calkins & Holden	CBS	100	111,417	23,800	7	
	You Are There	Calkins & Holden	CBS	143	2,449,576	1,575,000	45	
	Air Power	Calkins & Holden	CBS	143	216,076	252,000	8	
	Big Ten Regional NCAA Football Games	Burnett	NBC	12	20,333	75,000	5	
	Big Surprise	E. H. Weiss	NBC	134	950,938	703,000	190	
	Down You Go	E. H. Weiss	NBC	143	299,688	60,000	6	
PURE OIL CO. Pure Oil Gasoline, Oil, Tires, Anti-Freeze, Batteries	Festival of Stars	E. H. Weiss	NBC	91	315,315	NA	6	
	Tonight	E. H. Weiss	NBC	59	40,170	14,304	8	
	Ina Ray Hutton Show	E. H. Weiss	NBC	81	318,108	NA	8	
	Arthur Godfrey Time	Scheidele, Beck & Werner	CBS	96	220,395	52,000†	13	
	PUREX CORP., LTD. New Dutch Cleanser & Other Products	Detergents, Soaps & Cleansers						
Purex Liquid and/or Dry Bleach, Cleansers								
Purex Liquid and/or Dry Bleach, Cleansers, Detergents								
Sweetheart Beauty Soap								

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
UREX CORP., LTD. (Continued) Sweetheart Beauty Soap & Blu-White Flakes	Ding Dong School	Scheideler, Beck & Werner	NBC	75	\$ 228,200	\$ 24,000	15
WAKER OATS CO. Aunt Jemima Pancake Mixes, Frozen Pancakes & Frozen Waffles	Adventures of Ozzie & Harriet	JWT	ABC	56	176,258	240,000	6
Quaker Oats Cereals	Sergeant Preston of the Yukon	Wherry, Baker & Tilden	CBS	82	2,210,580	1,650,000	50
Quaker Oats Cereals & Other Products	Tournament of Roses Parade	Baker	ABC	112	70,725	NA	1
Ken L Dog Products, Puss'n Boots Cat Food, Aunt Jemima Pancake Mixes, Corn Bread Mix	Caesar's Hour	N,L&B	NBC	128	392,971	480,000	12
Puss'n Boots Cat Food	Today	Lynn Baker	NBC	60	57,977	18,700	11
QUALITY COURTS UNITED, INC. Hotel Information	Today	Larabee	NBC	19	4,605	3,400	2
QUALITY GOODS MANUFACTURERS ASS'N, NC. Anson Men's Jewelry, J-B Watch Bands & Van Heusen Men's Wear	Stop the Music	Grey	ABC	64	352,634	168,000	12
RADIO CORP. OF AMERICA All Products	Martha Raye/Milton Berle Producer's Showcase	K&E K&E	NBC NBC	165 103	518,460 810,355	782,400 3,520,000	16 11
CA Victor Television Sets, Radios, Phonographs, Phonograph Records	Peter Pan Democratic & Republican National Conventions Election Returns Color Carnival Perry Como Show	K&E K&E K&E K&E	NBC NBC NBC NBC	83 141 143 133 132	69,519 1,460,988 162,560 181,174 150,302	500,000 NA NA 333,332 308,000	1 9 1 4 8
RALSTON PURINA CO. Ry-Krisp	Garry Moore Show Robert Q. Lewis Show	Guild, Bascom & Bonfigli Guild, Bascom & Bonfigli	CBS CBS	60 52	53,360 100,460	13,600 25,200	4 8
Wheat Chex, Instant & Regular Ralston, Ry-Krisp & Other Products	Bold Journey Ethel & Albert	Guild, Bascom & Bonfigli Guild, Bascom & Bonfigli	ABC ABC	53 51	714,976 748,294	240,000 270,000	24 27
Wheat Chex, Rice Chex & Other Products	Grand Ole Opry	Gardner	ABC	120	412,253	100,000	10
Investstock & Poultry Feeds & Other Products	Famous Film Festival Today	BBDO BBDO	ABC NBC	53 34	7,500 6,273	6,500 3,400	1 2
READER'S DIGEST ASSN., INC. Reader's Digest Condensed Book Club	Queen for a Day	R&R	NBC	63	271,299	70,000	20
REDI-WIP, INC. Reddi-Wip Cream	Today	Waker Saussy	NBC	73	5,707	1,700	1
WILLIAM B. REILY & CO., INC. Luzianne Coffee	Circus Time	Webb	ABC	63	90,000	30,000	10
WIRCO INDUSTRIES, INC. Ways	Political Telecast Political Telecast	BBDO BBDO	CBS NBC	190 135	282,914 58,344	NA NA	5 1
REPUBLICAN NATIONAL COMMITTEE Political	Appointment with Adventure \$64,000 Challenge \$64,000 Question Medic	NC&K LaRoche BBDO LaRoche	CBS CBS CBS NBC	109 117 175 98	337,071 1,021,455 2,899,690 744,312	182,000 660,000 1,715,000 534,800	7 20 49 14
REYNOLDS METALS CO. Aluminum & Aluminum Products Reynolds Aluminum, Reynolds Wrap, Institutional Reynolds Aluminum	Frontier Circus Boy National Auto Show	Clinton E. Frank Clinton E. Frank Buchanan	NBC NBC CBS	96 96 116	1,323,066 687,720 74,843	1,114,400 455,000 NA	29 13 1
R.J. REYNOLDS TOBACCO CO. Camel Cigarettes	Phil Silvers Show Crusader Camel News Caravan Wire Service People Are Funny Bob Cummings Show I've Got a Secret The Gator Bowl Sports Highlights of 1955	Esty Esty Esty Esty Esty Esty Esty Esty	CBS CBS NBC ABC NBC CBS CBS CBS NBC	189 127 88 100 134 123 185 111 143	1,377,114 1,354,260 3,220,158 407,128 464,214 1,677,885 2,839,814 68,070 15,778	1,080,000 858,000 700,000 780,000 220,000 1,275,000 1,347,500 NA NA	24 26 100 13 8 34 49 1 1
Winston Cigarettes, Camel Cigarettes	Tonight	Atherton & Currier	NBC	17	155,593	150,192	84
RHOLD F. RITCHIE, INC. Sino Antacid	Today	Door	NBC	58	70,235	22,100	13
BILLING GREEN RIDGE ASSOCIATES Real Estate	Playhouse 90	NC&K	CBS	128	711,525	520,000	13
ROBINSON CORP. Robinson Lighters, Lighter Fluid, Electric Shavers	Super Circus	Product Services	ABC	56	179,550	59,500	7
ROTO-BROIL CORP. OF AMERICA Roto-Broil Rotisserie—Broiler-Grill	Queen for a Day Today Tonight	Hicks & Greist Hicks & Greist Hicks & Greist	NBC NBC NBC	60 60 53	287,370 10,870 4,503	70,000 3,400 1,788	20 2 1
INDURA CO., INC. Sandran Plastic Floor, Wall & Counter Covering							

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
SAVINGS & LOAN FOUNDATION, INC. Savings & Loan Foundation	Color Spread	McCann-Erickson	NBC	117	\$ 27,393	\$ 72,000	
	Sunday Spectacular	McCann-Erickson	NBC	128	83,200	216,000	
SAWYER'S, INC. View-Master Stereo Camera & View-Master Reels	Homo	Carvell, Nelson & Powell	NBC	80	22,853	10,800	
SCHICK, INC. Schick Electric Shaver	Dragnet	Warwick & Legler	NBC	165	390,768	240,000	
	Robert Montgomery Presents	Warwick & Legler	NBC	101	2,218,657	1,352,000	
JOSEPH SCHLITZ BREWING CO. Schlitz Beer	Schlitz Playhouse of Stars	JWT	CBS	132	2,544,207	1,850,000	
SCOTT PAPER CO. Cut-Rite Wax Paper & Scotties Tissues Scott Paper Products	Omnibus	JWT	CBS	72	304,438	266,500	
	Arthur Godfrey Time	JWT	CBS	84	323,750	80,000†	
	Bob Crosby Show	JWT	CBS	56	502,231	162,800	
	Valiant Lady	JWT	CBS	69	242,167	55,000	
Scor Towels, Cut-Rite Wax Paper, Scotties, Scotkins	Father Knows Best	JWT	NBC	94	2,483,739	1,938,000	
SCOVILL MANUFACTURING CO., INC. Hamilton-Beach, Liqui-Blender, Food Mixers & Toasters	Good Morning	Erwin, Wasey	CBS	85	177,806	37,180	
SEALY, INC. Sealy Mattresses & Boxsprings	Today	Weiss & Geller	NBC	77	39,932	11,900	
	Tonight	Weiss & Geller	NBC	57	33,824	12,516	
SEARS, ROEBUCK & CO. (Allstate Insurance Co.) Automobile, General Liability, Fire	NCAA Football Review	Henry Mayer	NBC	156	186,967	NA	
SEIBERLING RUBBER CO. Seiberling Tires—Car	Tonight	Meldrum & Fewsmith	NBC	58	79,937	28,608	
SERTA ASSOCIATES, INC. Serta Mattress & Boxspring	Garry Moore Show	Bozell & Jacobs	CBS	89	200,068	44,200	
SEVEN UP CO. 7-Up	Bob Crosby	JWT	CBS	55	95,011	25,900	
	Tonight	JWT	NBC	59	74,308	26,840	
	Circus Time	JWT	ABC	65	36,000	12,000	
	Our Miss Brooks	JWT	CBS	43	24,645	9,300	
	Comedy Time	JWT	NBC	39	29,150	10,500	
	It Could Be You	JWT	NBC	53	21,532	7,000	
	Modern Romances	JWT	NBC	52	14,265	2,000	
	NBC Matinee Theater	JWT	NBC	55	22,568	20,000	
SHALER CO. Rislone Motor Oil Additive	Tonight	Hoffman & York	NBC	60	147,659	53,640	
W. A. SHEAFFER PEN CO. Sheaffer Pens & Pencils	Navy Log	Russel Seeds	CBS	113	864,555	612,000	
	The Brothers	Russel Seeds	CBS	102	244,650	200,000	
	Robert Q. Lewis	Russel Seeds	CBS	39	20,250	6,300	
SHULTON, INC. Shulton Old Spice Toiletries	See It Now	Wesley	CBS	145	302,161	500,000	
	Victor Borge's Comedy in Music	Wesley	CBS	142	161,125	200,000	
Shulton Shaving Preparations & Women's Toiletries	December Bride	Wesley	CBS	183	127,416	65,000	
SIMONIZ CO. Simoniz Household Polishes	Art Linkletter's House Party	Tatham-Laird	CBS	101	284,732	74,800	
	The Big Story	SSC&B	NBC	92	683,034	469,000	
	Johnny Carson Show	SSC&B	CBS	64	23,400	12,000	
Simoniz Household Polishes, Simoniz Bodysheen	Arthur Godfrey Time	SSC&B	CBS	94	333,298	104,000	
SIMPLICITY PATTERN CO., INC. Simplicity Sewing Patterns & Books	Homo	Grey	NBC	111	123,874	51,300	
	Today	Grey	NBC	61	64,556	20,400	
SINGER MANUFACTURING CO. Singer Sewing Machines	Four Star Playhouse	Y&R	CBS	115	883,290	576,000	
	Playhouse 90	Y&R	CBS	128	373,320	280,000	
SKILL BUILT TOOL CO. Hand-It-All Grill	Good Morning	Wellesley	CBS	10	2,784	1,430	
SMITH, KLINE & FRENCH LABS. Institutional	March of Medicine	Doremus-Eshleman	NBC	99	196,818	120,000	
THE S.O.S. CO. S.O.S. Magic Scouring Pads	Bob Crosby Show	McCann-Erickson	CBS	78	374,530	92,500	
	Garry Moore Show	McCann-Erickson	CBS	76	401,265	91,800	
S.O.S. Magic Scouring Pads, Tuffy Dishwashing Mesh & Soil-Off	Mickey Mouse Club	McCann-Erickson	ABC	89	409,630	156,000	
SPEEDWAY PETROLEUM CORP. Speedway 79 Gasoline	Pro Football Games	W. B. Donner	CBS	6	24,644	NA	
SPEIDEL CORP. Speidel Watch Bands & Men's Jewelry	Big Surprise	NC&K	NBC	143	908,253	666,000	
	Down You Go	NC&K	NBC	143	348,270	70,000	
SPERRY & HUTCHINSON CO. S. & H. Trading Stamps	Homo	SSC&B	NBC	97	277,679	118,800	
	Perry Como Show	SSC&B	NBC	139	267,298	308,000	
	Today	SSC&B	NBC	97	245,406	68,000	
	Tonight	SSC&B	NBC	58	43,371	16,092	

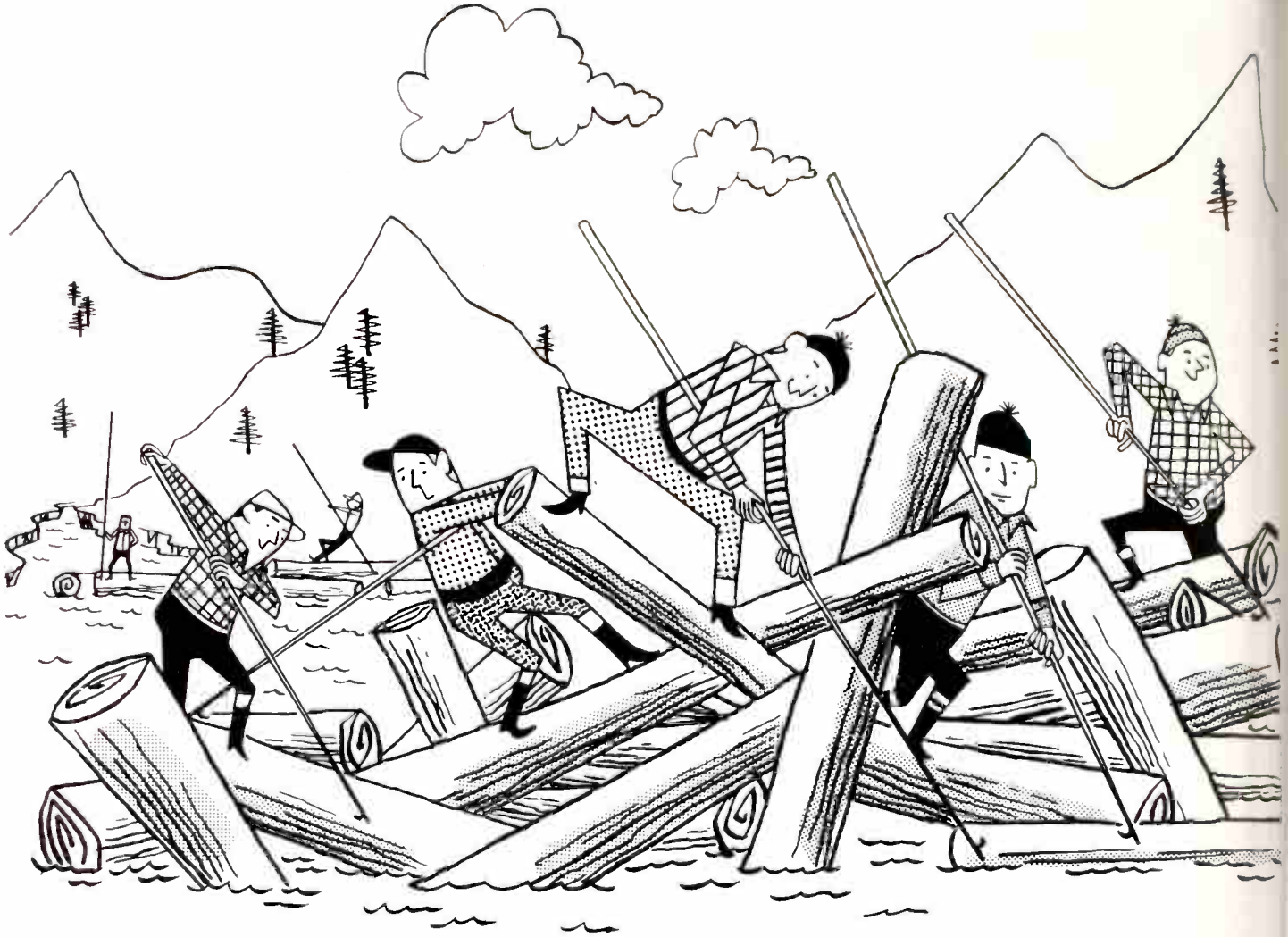
Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
PERRY RAND CORP.							
Remington Electric Shavers & Other Products	Caesar's Hour	Y&R	NBC	144	\$ 513,048	\$ 720,000	18
	Ernie Kovacs Show	Y&R	NBC	142	271,396	135,000	9
Remington Electric Shavers & Remington Rand Business Machines	Gunsmoke	Y&R	CBS	155	236,274	152,000	4
	What's My Line	Y&R	CBS	92	1,249,680	780,000	26
	John Cameron Swayze and the News	Y&R	NBC	88	417,528	84,000	12
	NBC News	Y&R	NBC	92	451,478	91,000	13
	Afternoon Film Festival	K&E	ABC	52	191,500	22,500	9
POOL COTTON CO.							
Coats & Clark's Zippers	Afternoon Film Festival	K&E	ABC	52	191,500	22,500	9
THE SQUIRT CO.							
Squirt	Today	Fletcher Richards	NBC	84	75,693	20,400	12
E. STALEY MANUFACTURING CO.							
Sta-Flo Starch & Sweetose Syrup	Garry Moore Show	R&R	CBS	72	386,395	91,800	27
STANDARD BRANDS, INC.							
Blue Bonnet Margarine, Royal Gelatin Desserts, Chase & Sanborn Coffee, Tender Leaf Tea	Topper	Compton	ABC	63	175,834	90,000	6
	Tennessee Ernie Ford Show	Bates	NBC	94	1,535,378	346,500	99
Blue Bonnet Margarine, Royal Gelatin Puddings & Desserts, Chase & Sanborn Coffee, Tender Leaf Tea, Hunt Club Dog Food	Arthur Godfrey Time	Bates	CBS	115	583,917	180,000†	45
	Howdy Doody	Bates	NBC	73	156,769	33,000	11
Royal Gelatin Desserts, Blue Bonnet Margarine	Valiant Lady	JWT	CBS	96	379,778	75,000	30
	Art Linkletter's House Party	JWT	CBS	114	67,935	20,400	6
Royal Gelatin Desserts & Puddings, Hunt Club Dog Food	College All Star Football Game	Katz	ABC	53	35,195	NA	1
	Person To Person	D'Arcy	CBS	49	410,676	525,000	21
Tender Leaf Tea	Pantomime Quiz	D'Arcy	NBC	50	97,335	117,500	5
	College All Star Football Game	D'Arcy	ABC	48	24,420	NA	1
Chase & Sanborn Coffee, Tender Leaf Tea, Royal Gelatin Desserts & Puddings & Other Products	Pro Football Games	D'Arcy	CBS	33	269,102	NA	44
	College All Star Football Games	Fitzgerald	ABC	24	8,410	NA	1
STANDARD OIL CO. OF INDIANA							
Amoco Gasoline & Oil	Afternoon Film Festival	D-F-S	ABC	56	348,500	210,000	84
	Modern Romances	D-F-S	NBC	92	690,272	86,000	43
Gasoline, Motor Oil, Lubricants	The Vise	D-F-S	ABC	75	1,582,500	1,150,000	50
	Today	D-F-S	NBC	61	11,932	3,400	2
	Tonight	D-F-S	NBC	59	5,537	1,788	1
Gasoline & Motor Products	Good Morning	Fairfax	CBS	10	85,959	24,310	34
	Today	Fairfax	NBC	19	7,304	3,400	2
	Tonight	Fairfax	NBC	15	1,676	1,788	1
Pan-Am Gasoline, Oil, Oil Filters, Tires, Petroleum Products	Omnibus	Bryan Houston	CBS	77	318,006	257,400	13
	Speech by Adlai E. Stevenson	NC&K	ABC	8	5,295	NA	1
BERLING DRUG, INC.							
Bayer Aspirin Tablets	Political Telecast	NC&K	ABC	NA	161,445	NA	1
	Political Telecasts	NC&K	CBS	161	116,427	NA	11
Phillips' Milk of Magnesia	Political Telecasts	NC&K	NBC	93	223,604	NA	15
	TV Reader's Digest	D'Arcy	ABC	89	975,008	700,000	28
Bayer Aspirin Tablets, Phillips' Milk of Magnesia, Phillips' Tooth Paste	NBC News	D'Arcy	NBC	85	347,880	70,000	10
	Democratic & Republican National Conventions	Perrin-Paus	NBC	141	1,460,988	NA	9
Phillips' Milk of Magnesia	Election Returns	Perrin-Paus	NBC	143	162,560	NA	1
	Julius La Rosa Show	Perrin-Paus	NBC	125	64,832	NA	2
STERN'S NURSERIES, INC.							
Stern's Nurseries	Tony Bennett Show	Perrin-Paus	NBC	126	32,500	NA	1
P. STEVENS & CO.							
Stevens Fabrics	Perry Como Show	Perrin-Paus	NBC	136	229,543	269,500	7
STEVENSON FOR PRESIDENT COMMITTEE OF NEW YORK STATE							
Political	Martha Raye-Milton Berle Show	Perrin-Paus	NBC	165	518,924	782,400	16
STEVENSON-KEFAUVER CAMPAIGN COMMITTEE							
Political	NBA Pro Basketball	Perrin-Paus	NBC	134	23,278	NA	1
TUBEBAKER-PACKARD CORP.							
Packard Passenger Cars, Studebaker Passenger Cars	The Price Is Right	Perrin-Paus	NBC	105	48,002	NA	3
	Eastern Regional Football Games	Perrin-Paus	NBC	28	47,306	NA	5
Passenger Cars	NCAA Football Games	Perrin-Paus	NBC	180	355,233	NA	8
	Sunbeam Electrical Appliances						

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Time Cost	Estimated Program Total	# of Tele-casts
SUNBEAM CORP. (Continued)	Big Ten Regional NCAA Football Games	Perrin-Paus	NBC	34	\$ 49,647	\$ 75,000	5
	Pacific Coast Conference Regional Football Games	Perrin-Paus	NBC	19	21,448	NA	3
SUNKIST GROWERS, INC. Sunkist Citrus Fruits	Queen For A Day	FC&B	NBC	58	92,520	21,000	6
SWEETS CO. OF AMERICA, INC. Tootsie Candy Products	Heckle and Jeckle	Henry Eisen	CBS	36	84,119	36,000	6
	Tales of the Texas Rangers	Henry Eisen	CBS	60	152,407	154,000	7
	Pinky Lee Show	Henry Eisen	NBC	62	692,848	NA	63
	Macy's Thanksgiving Day Parade	Henry Eisen	NBC	64	20,794	NA	1
Tootsie Rolls & Other Products	Paul Winchell-Jerry Mahoney Show	Henry Eisen	NBC	55	464,411	648,600	23
	Cowboy Theatre	Henry Eisen	NBC	45	21,334	7,500	3
	Howdy Doody	Henry Eisen	NBC	64	37,951	9,000	3
	Modern Romances	Henry Eisen	NBC	65	34,920	6,000	3
	Tic Tac Dough	Henry Eisen	NBC	55	30,124	7,500	3
SWIFT & CO. Peter Pan Peanut Butter & Derby Canned Meats, Swift's Meat & Poultry Products Swift's Meat & Poultry Products	Disneyland	McCann-Erickson	ABC	142	1,221,890	937,500	25
	Disneyland	McCann-Erickson	ABC	135	406,977	300,000	9
	Lone Ranger	McCann-Erickson	ABC	69	174,195	190,000	5
	Art Linkletter's House Party	McCann-Erickson	CBS	100	389,069	98,600	29
	Bob Crosby Show	McCann-Erickson	CBS	94	147,162	44,400	17
	Tennessee Ernie Ford Show	McCann-Erickson	NBC	92	716,493	161,000	46
	Garry Moore Show	McCann-Erickson	CBS	100	318,685	88,400	26
Swift's Meats, Poultry Products & Other Products	Uncle Johnny Coons Show	McCann-Erickson	NBC	86	528,495	308,000	22
Swift's Premium Bacon	Home	McCann-Erickson	NBC	62	121,069	62,100	23
Swift's Premium Turkey	Home	McCann-Erickson	NBC	91	67,198	270,000	10
SWINGLINE, INC. Swingline Staplers	Tonight	L. C. Gumbinner	NBC	59	16,398	5,364	3
SYLVANIA ELECTRICAL PRODUCTS, INC. Sylvania Electrical Products	Beat The Clock	JWT	CBS	93	1,071,525	432,000	24
	The Buccaneers	JWT	CBS	100	761,628	450,000	15
	NBC Matinee Theatre	JWT	NBC	69	177,806	320,000	22
Sylvania Flashbulbs	Today	Klau-Van Peterson-Dunlap	NBC	54	4,869	1,700	1
L. TEWELES SEED CO. Teweles Seeds	Texaco Star Theatre	Kudner	NBC	79	884,304	1,045,000	19
THE TEXAS CO. Texaco Gasoline	John Daly and the News	Y&R	ABC	45	314,520	117,000	26
	Pantomime Quiz	Y&R	CBS	102	176,034	94,000	4
	Person to Person	Y&R	CBS	99	356,649	280,000	5
	Today	Y&R	NBC	60	301,545	93,500	55
	Tonight	Y&R	NBC	60	93,114	30,396	17
Magazines	John Cameron Swayze & The News	Y&R	NBC	85	307,976	63,000	7
	NBC News	Y&R	NBC	83	136,556	28,000	4
TRI-STATE PLASTIC MOLDING CO., INC. Plastic Block City Toys	Captain Kangaroo	Ovesey, Berlow & Strauss	CBS	52	16,488	2,520	4
TV TIME FOODS, INC. TV Time Pop Corn	Mickey Mouse Club	R&R	ABC	88	94,635	36,000	6
UNION CARBIDE & CARBON CORP. Prestone Anti-Freeze	Football Roundup	Esty	CBS	116	38,858	6,000	4
	News Caravan	Esty	NBC	89	286,672	56,000	8
	Today	Mathes	NBC	57	5,415	1,700	1
	Omnibus	Mathes	ABC	74	283,801	266,500	13
	Tonight	Mathes	NBC	57	5,297	1,788	1
UNITED AUTO WORKERS Institutional	United Auto Workers 20th Anniversary	Henry J. Kaufman	NBC	61	31,983	NA	1
UNITED PRINTERS & PUBLISHERS, INC. Rust-Craft Greeting Cards	Today	Chambers & Wiswell	NBC	113	34,347	85,000	5
U. S. RUBBER CO. U. S. Royal Tires, Footwear, Textiles & Other Products	Navy Log	Fletcher D. Richards	ABC	94	115,637	105,000	3
	Color Spread	Fletcher D. Richards	NBC	130	163,764	144,000	2
	Sunday Spectacular	Fletcher D. Richards	NBC	135	583,032	504,000	7
U. S. Koylon, U. S. Royal Tires & Other Products	NCAA Football Games	Fletcher D. Richards	NBC	28	47,306	NA	3
	Eastern Regional Football Games	Fletcher D. Richards	NBC	180	355,233	NA	8
U. S. STEEL CORP. Institutional	United States Steel Hour	BBDO	CBS	140	2,033,971	1,320,000	24
THE U. S. TIME CORP. Timex Watches & Clocks	Steve Allen Show	Peck	NBC	128	133,280	134,000	4

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
UNITED STEEL WORKERS OF AMERICA Institutional	Steel Worker Facts	Wiltman	ABC	88	\$ 23,737	NA	1
THE UPJOHN CO. Unicaps	Home	McAdams	NBC	101	162,488	\$ 43,200	26
LAN CAMP SEAFOOD CO., INC. Chicken of the Sea Tuna	Queen for a Day	Erwin, Wasey	NBC	62	277,685	66,500	19
VICK CHEMICAL CO. Sofskin Hand Cream Vicks Vaporub, Cough Syrup, Cough Drops, Sofskin Hand Lotion & Medi-Mist Nasal Spray Vicks Vaporub, Vicks Va-Tro-Nol Vicks Vaporub, Va-Tro-Nol, Medi-Mist, Cough Drops & Cough Syrup Vicks Cough Drops	Home Mickey Mouse Club Big Story Jonathan Winters Show Tonight	Morse Morse Morse Morse BBDO	NBC NBC ABC NBC	95 88 93	36,027 204,345 360,717	16,200 78,000 234,500	6 13 7
OLUNTEERS FOR STEVENSON-KEFAUVER Political	Political Telecasts Political Telecast Political Telecasts	Morse NC&K NC&K NC&K	NBC ABC CBS NBC	107 55 71 119 143	211,282 63,972 22,040 4,810 26,938	90,000 21,456 NA NA NA	6 12 2 1 3
HE WANDER CO. Ovaltine	Captain Midnight	Tatham-Laird	CBS	51	246,435	210,000	14
ARNER BROTHERS CO. Warner's Foundations & Underwear	Fashion Shows	La Roche	NBC	59	110,493	100,000	2
ARNER-LAMBERT PHARMACEUTICAL CO. Bromo-Seltzer	Chance of a Lifetime Masquerade Party Your Hit Parade Adventure Theatre	L&N L&N K&E K&E	ABC ABC NBC NBC	50 55 175 172	354,885 345,423 1,197,366 367,986	140,000 192,000 552,000 NA	14 12 12 14
ASHINGTON STATE APPLE ADVERTISING COMMISSION Washington State Apples	Today	Cole & Weber	NBC	36	57,084	40,800	24
EBSTER CHICAGO CORP. Webcor Tape Recorder, Record Player, Home Use	Tony Martin Show	J. W. Shaw	NBC	68	108,680	60,000	4
ESSON OIL SNOWDRIFT CO., INC. Wesson Oil	Bob Crosby Show Valiant Lady Caesar's Hour	Fitzgerald Fitzgerald Fitzgerald	CBS CBS NBC	100 102 128	328,439 741,635 196,584	96,200 127,500 240,000	26 51 6
Wesson Oil & Other Products	Home Today	Cole & Weber Cole & Weber	NBC NBC	59 61	10,428 21,565	5,400 6,800	2 4
EST COAST LUMBERMEN'S ASSN. West Coast Lumbermen's Assn.—Home	Down You Go	B&B	ABC	22	205,260	72,000	12
ESTERN UNION TELEGRAPH CO. Western Union Telegraph	Studio One Studio One Summer Theatre	McCann-Erickson McCann-Erickson	CBS CBS	100 98	2,892,470 1,078,039	1,470,000 390,000	35 13
ESTINGHOUSE ELECTRIC CORP. All Products	Democratic & Republican National Conventions	Ketchum, MacLeod & Grove	CBS	169	3,556,213	NA	11
Westinghouse Major Appliances, Industrial & Military Equipment	Pick the Winner Election Returns	Ketchum, MacLeod & Grove Ketchum, MacLeod & Grove	CBS CBS CBS	138 171 54 15	507,890 549,463 4,980 8,970	NA NA 1,700 8,940	9 1 1 5
Business Proposition	Today Tonight	F&S&R F&S&R	NBC NBC	54 15	4,980 8,970	1,700 8,940	1 5
HIRLPOOL-SEEGER CORP. Whirlpool Automatic Washer Whirlpool Automatic Washers, Dryers, Air Conditioners, Ranges, Refrigerators, Freezers	Martha Raye Show	K&E	NBC	165	518,758	782,400	16
Whirlpool Electric Kitchen Appliances	Color Carnival Producers Showcase NBC Matinee Theater Perry Como Show	K&E K&E K&E K&E	NBC NBC NBC NBC	133 104 56 132	121,234 124,125 44,415 115,859	333,332 640,000 80,000 269,500	4 4 8 7
ILDROOT CO., INC. Wildroot Cream-Oil Hair Tonic	Adventures of Robin Hood	BBDO	CBS	160	1,378,311	910,000	26
B. WILLIAMS CO. Lectric Shave Lotion	Today Tonight Sunday Spectacular	JWT JWT JWT	NBC NBC NBC	57 58 101	51,685 52,106 27,579	17,000 17,880 72,000	10 10 1
Skol Suntan Lotion	Home	Ketchum, MacLeod & Grove	NBC	63	5,976	2,700	1
OOSTER RUBBER CO. Rubbermaid Products	Home Today	Warwick & Legler Warwick & Legler	NBC NBC	103 55	55,890 78,422	27,000 25,500	10 15
A. WRIGHT & CO. Wright's Silver Cream Polish	Gene Autry	R&R	CBS	11	413,730	756,000	27
WILLIAM WRIGLEY JR. CO. Chewing Gum	Garry Moore Show	Ayer	CBS	58	707,700	176,800	52
YARDLEY OF LONDON, INC. Yardley Products	NCAA Football Games	BBDO	NBC	180	355,233	NA	8
ZENITH RADIO CORP. Zenith Television Sets, Radios, Phonographs, Hearing Aid							



WORKING PARTNERS



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

In the "Rep" business you keep orders flowing into your stations or you're in a "jam." Getting orders takes smart headwork . . . fast footwork . . . and lots of plain hard work. That's why, when as a group of mature, sales experienced partners, we started H-R, we all agreed to be *working partners*.

The record shows that many radio and TV stations favor this kind of mature, two-fisted representation. That's why we have such a fine list. And to keep orders flowing into these stations, the partners who head up this firm, are still *working partners* . . . and we still "always send a man to do a man's job."

RADIO

H-R

TELEVISION INC.



TELEVISION

REPRESENTATIVES INC.

ADVERTISER EXPENDITURES...

SPOT

Top 200 spenders in '56; breakdown of expenditures by product category

During the past year, 4,399 national spot advertisers spent \$397,498,000 for gross time. Daytime TV absorbed 34.0% of this total and late night, 10.0%. During the various quarters of the year, night and late night increased their share. Minute announcements accounted for the lion's share of 1956 spending—44.4%. D's used 11.8% of the total and participations, 22.8%. The balance, 21.1%, went for program time.

The top 10 spot advertisers were led by Procter & Gamble, which was also the network topper. Many of

the top spot users, however, did not rely as heavily on network TV during the year. Among these were such big spenders as Brown & Williamson and Sterling Drug.

The food and grocery products group was the biggest-spending category for 1956. Next came cosmetics and toiletries, followed by ale, beer and wine.

Reported below are the annual and quarterly expenditures of each product group and an alphabetical list of the 200 largest users of spot TV with their estimated annual outlays. All data from TVB-Rorabaugh.

HOW THEY RANK BY PRODUCT GROUPS

	TOTAL '56		1ST QUARTER '56		2ND QUARTER '56		3RD QUARTER '56		4TH QUARTER '56	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Agriculture	26	\$ 1,225,000	25	\$ 310,000	24	\$ 327,000	25	\$ 278,000	25	\$ 310,000
Feeds, Meals		937,000		229,000		252,000		218,000		238,000
Miscellaneous		288,000		81,000		75,000		60,000		72,000
Ale, Beer & Wine	3	34,237,000	3	8,323,000	3	9,009,000	3	8,463,000	3	8,442,000
Beer & Ale		30,427,000		7,193,000		7,916,000		8,073,000		7,245,000
Wine		3,810,000		1,130,000		1,093,000		390,000		1,197,000
Amusements, Entertainment	27	560,000	26	157,000	27	139,000	26	174,000	28	90,000
Automotive	10	12,912,000	9	3,280,000	10	3,556,000	12	1,827,000	8	4,249,000
Anti-Freeze		646,000		22,000		6,000		18,000		600,000
Batteries		378,000		125,000		56,000		88,000		109,000
Cars		8,539,000		2,494,000		2,447,000		817,000		2,781,000
Tires & Tubes		1,265,000		125,000		224,000		454,000		462,000
Trucks & Trailers		179,000		95,000		39,000		12,000		33,000
Miscellaneous Accessories & Supplies		1,905,000		419,000		784,000		438,000		264,000
Building Material, Equipment, Fixtures, Paints	20	3,422,000	20	805,000	18	1,175,000	19	791,000	23	651,000
Fixtures, Plumbing, Supplies		593,000		146,000		157,000		155,000		135,000
Materials		609,000		129,000		212,000		137,000		131,000
Paints		892,000		142,000		384,000		215,000		151,000
Power Tools		777,000		213,000		253,000		198,000		113,000
Miscellaneous		551,000		175,000		169,000		86,000		121,000
Clothing, Furnishings, Accessories	12	8,688,000	13	1,793,000	14	2,221,000	11	1,861,000	11	2,813,000
Clothing		6,929,000		1,320,000		1,480,000		1,618,000		2,511,000
Footwear		1,468,000		422,000		674,000		174,000		198,000
Hosiery		202,000		29,000		25,000		62,000		86,000
Miscellaneous		89,000		22,000		42,000		7,000		18,000
Confections & Soft Drinks	6	21,576,000	7	4,673,000	6	5,322,000	6	4,620,000	6	6,961,000
Confections		9,766,000		2,795,000		1,822,000		1,281,000		3,868,000
Soft Drinks		11,810,000		1,878,000		3,500,000		3,339,000		3,093,000
Consumer Services	11	12,545,000	11	2,952,000	11	3,126,000	10	2,494,000	9	3,973,000
Dry Cleaning & Laundries		112,000		56,000		26,000		9,000		21,000
Financial		1,907,000		495,000		505,000		420,000		487,000
Insurance		1,758,000		396,000		474,000		431,000		457,000
Medical & Dental		159,000		20,000		51,000		50,000		38,000
Moving, Hauling, Storage		408,000		141,000		106,000		60,000		101,000
Public Utilities		5,366,000		1,510,000		1,374,000		1,142,000		1,340,000
Religious, Political, Unions		2,066,000		175,000		254,000		213,000		1,424,000
Schools & Colleges		83,000		26,000		31,000		8,000		18,000
Miscellaneous Services		686,000		133,000		305,000		161,000		87,000

TVE FIGURES—HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '56		1ST QUARTER '56		2ND QUARTER '56		3RD QUARTER '56		4TH QUARTER '56	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Cosmetics & Toiletries	2	\$34,240,000	4	\$ 7,442,000	2	\$ 9,541,000	2	\$ 8,950,000	4	\$ 8,777,000
Cosmetics		9,886,000		2,334,000		3,093,000		1,928,000		2,532,000
Deodorants		3,243,000		525,000		827,000		1,230,000		661,000
Depilatories		1,226,000		203,000		148,000		609,000		266,000
Hair Tonics & Shampoos		6,783,000		1,906,000		1,996,000		1,705,000		1,176,000
Hand & Face Creams, Lotions		606,000		178,000		129,000		83,000		216,000
Home Permanents & Coloring		3,826,000		425,000		1,134,000		1,122,000		1,148,000
Perfumes, Toilet Waters, etc.		1,202,000		146,000		372,000		175,000		509,000
Razors, Blades		554,000		140,000		205,000		166,000		43,000
Shaving Creams, Lotions, etc.		3,245,000		876,000		849,000		664,000		856,000
Toilet Soaps		3,262,000		644,000		736,000		1,088,000		794,000
Miscellaneous		407,000		65,000		53,000		180,000		109,000
Dental Products	9	13,202,000	8	4,253,000	8	4,442,000	9	2,742,000	14	1,765,000
Dentifrices		11,093,000		3,716,000		3,893,000		2,250,000		1,234,000
Mouthwashes		1,396,000		329,000		351,000		322,000		394,000
Miscellaneous		713,000		208,000		198,000		170,000		137,000
Drug Products	4	32,026,000	2	10,726,000	5	6,468,000	5	5,295,000	2	9,537,000
Cold Remedies		6,274,000		3,342,000		67,000		70,000		2,795,000
Headache Remedies		4,934,000		1,589,000		1,116,000		983,000		1,246,000
Indigestion Remedies		7,451,000		2,030,000		1,986,000		1,510,000		1,925,000
Laxatives		4,175,000		1,063,000		942,000		932,000		1,238,000
Vitamins		1,487,000		579,000		268,000		161,000		479,000
Weight Aids		1,423,000		351,000		614,000		271,000		187,000
Miscellaneous Drug Products		5,039,000		1,456,000		1,153,000		1,066,000		1,364,000
Drug Stores		1,243,000		316,000		322,000		302,000		303,000
Food & Grocery Products	1	107,615,000	1	28,461,000	1	28,381,000	1	21,775,000	1	28,998,000
Baked Goods		19,879,000		4,789,000		5,219,000		4,169,000		5,703,000
Cereals		8,533,000		2,682,000		2,068,000		1,609,000		2,174,000
Coffee, Tea & Food Drinks		22,367,000		6,164,000		5,292,000		4,862,000		6,049,000
Condiments, Sauces, Appetizers		5,167,000		1,347,000		1,453,000		972,000		1,395,000
Dairy Products		7,662,000		1,759,000		2,214,000		1,784,000		1,905,000
Desserts		1,478,000		174,000		945,000		242,000		117,000
Dry Foods (Flour, Mixes, Rice, etc.)		4,720,000		1,328,000		957,000		719,000		1,716,000
Frozen Foods		6,495,000		2,156,000		1,897,000		1,016,000		1,426,000
Fruits & Vegetables, Juices (except frozen)		6,106,000		1,825,000		1,666,000		937,000		1,678,000
Macaroni, Noodles, Chili, etc.		2,052,000		621,000		484,000		340,000		607,000
Margarine, Shortenings		4,893,000		911,000		1,243,000		946,000		1,793,000
Meat, Poultry & Fish (except frozen)		5,931,000		1,405,000		1,579,000		1,535,000		1,412,000
Soups (except frozen)		783,000		353,000		245,000		54,000		131,000
Miscellaneous Foods		6,384,000		1,682,000		1,808,000		1,333,000		1,561,000
Food Stores		5,165,000		1,265,000		1,312,000		1,257,000		1,331,000
Garden Supplies & Equipment	29	413,000	27	134,000	25	187,000	30	38,000	31	54,000
Gasoline & Lubricants	8	16,030,000	10	3,123,000	9	4,206,000	7	3,908,000	7	4,792,000
Gasoline & Oil		15,372,000		2,974,000		3,989,000		3,739,000		4,670,000
Oil Additives		452,000		100,000		166,000		119,000		67,000
Miscellaneous		206,000		49,000		51,000		50,000		56,000
Hotels, Resorts, Restaurants	30	290,000	31	48,000	29	99,000	29	73,000	30	70,000
Household Cleaners, Cleaners, Polishes, Waxes	15	6,863,000	14	1,579,000	13	2,301,000	20	592,000	12	2,391,000
Cleaners, Cleaners		3,130,000		629,000		1,317,000		254,000		930,000
Floor & Furniture Polishes, Waxes		952,000		220,000		336,000		196,000		300,000
Glass Cleaners		523,000		123,000		111,000		7,000		282,000
Home Dry Cleaners		1,595,000		450,000		355,000		67,000		723,000
Shoe Polish		194,000		57,000		38,000		11,000		88,000
Miscellaneous Cleaners		469,000		100,000		144,000		57,000		168,000
Household Equipment—Appliances	13	7,735,000	15	1,505,000	12	2,430,000	14	1,446,000	13	2,354,000
Household Furnishings	19	3,805,000	21	768,000	21	958,000	16	897,000	19	1,182,000
Beds, Mattresses, Springs		3,165,000		608,000		812,000		754,000		991,000
Furniture & Other Furnishings		640,000		160,000		146,000		143,000		191,000
Household Laundry Products	7	16,286,000	6	4,747,000	7	5,242,000	8	3,284,000	10	3,013,000
Bleaches, Starches		1,672,000		235,000		328,000		583,000		526,000
Packaged Soaps, Detergents		13,352,000		4,266,000		4,594,000		2,384,000		2,108,000
Miscellaneous		1,262,000		246,000		320,000		317,000		379,000
Household Paper Products	16	5,329,000	16	1,108,000	16	1,502,000	15	1,016,000	15	1,703,000
Cleansing Tissues		1,615,000		375,000		399,000		391,000		450,000
Food Wraps		967,000		187,000		248,000		182,000		350,000
Napkins		1,180,000		312,000		375,000		134,000		359,000
Toilet Tissue		519,000		127,000		286,000		46,000		60,000
Miscellaneous		1,048,000		107,000		194,000		263,000		484,000



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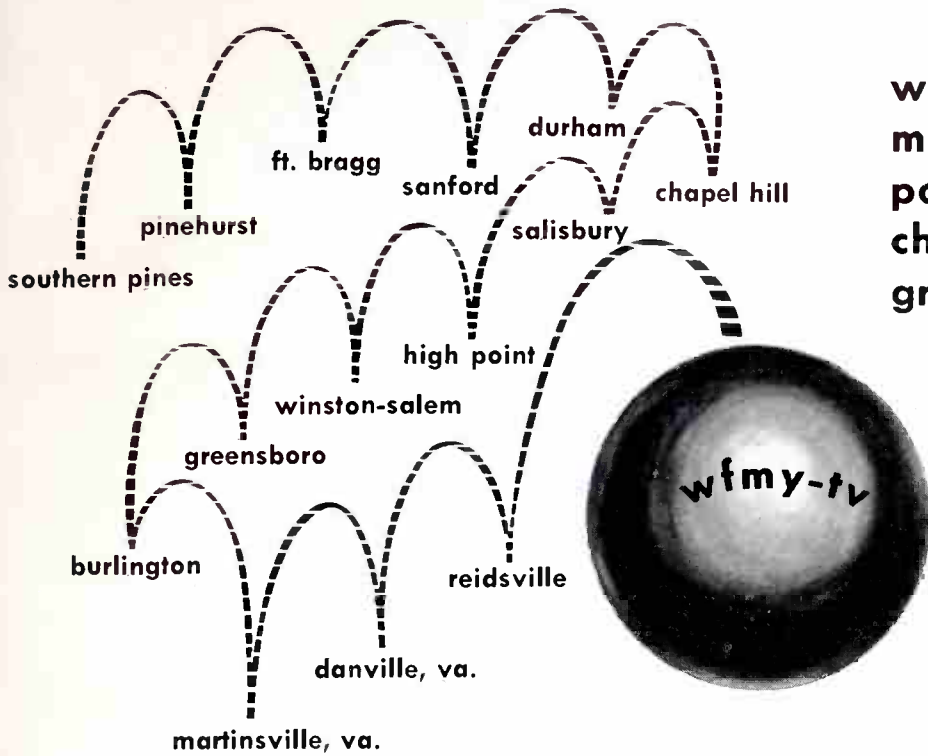
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TvB FIGURES—HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '56	1ST QUARTER '56	2ND QUARTER '56	3RD QUARTER '56	24TH QUARTER '56
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank
Household, General	21	\$ 3,075,000	19	\$ 975,000	20
Brooms, Brushes, Mops, etc.		384,000		153,000	
China, Glassware, Crockery, Containers		95,000		22,000	
Disinfectants, Deodorizers		490,000		100,000	
Fuels (heating, etc.)		161,000		45,000	
Insecticides, Rodenticides		521,000		33,000	
Kitchen Utensils		42,000		6,000	
Miscellaneous		1,382,000		616,000	
Notions	28	456,000	29	80,000	30
Pet Products	17	4,658,000	18	986,000	19
Publications	25	1,366,000	24	564,000	26
Sporting Goods, Bicycles, Toys	24	1,440,000	28	98,000	28
Bicycles & Supplies		86,000		1,000	
General Sporting Goods		54,000		3,000	
Toys & Games		1,233,000		88,000	
Miscellaneous		67,000		6,000	
Stationery, Office Equipment	31	239,000	30	73,000	31
Television, Radio Phonograph, Musical Instruments	23	2,360,000	23	626,000	23
Antennas		393,000		124,000	
Radio & Television Sets		903,000		321,000	
Records		835,000		158,000	
Miscellaneous		229,000		23,000	
Tobacco Products & Supplies	5	30,390,000	5	7,081,000	4
Cigarettes		28,872,000		6,680,000	
Cigars, Pipe Tobacco		1,518,000		401,000	
Transportation & Travel	22	2,866,000	22	665,000	22
Air		1,181,000		277,000	
Bus		806,000		149,000	
Rail		796,000		214,000	
Miscellaneous		83,000		25,000	
Watches, Jewelry, Cameras	14	7,066,000	12	1,834,000	15
Cameras, Accessories, Supplies		336,000		43,000	
Clocks & Watches		5,705,000		1,649,000	
Jewelry		213,000		41,000	
Pens & Pencils		812,000		101,000	
Miscellaneous	18	4,583,000	17	1,040,000	17
Trading Stamps		1,281,000		307,000	
Miscellaneous Products		1,333,000		261,000	
Miscellaneous Stores		1,969,000		472,000	
Total		\$397,498,000		\$100,209,000	

TOP 200 SPOT ADVERTISERS

Advertiser	Rank	Total 1956 Expenditure	Advertiser	Rank	Total 1956 Expenditure	Advertiser	Rank	Total 1956 Expenditure
Adell Chemical Co.	99	\$ 807,600	Bank of America	172	\$ 462,100	Chesebrough-Ponds, Inc.	52	\$1,425,000
American Bakeries Co.	100	797,300	B. C. Remedy Co.	157	514,500	Chrysler Corp.	37	1,914,000
American Chicle Co.	51	1,480,400	Beech-Nut Life Savers, Inc.	67	1,219,600	Clinton Merchandising Corp.	196	383,000
American Home Products	32	1,965,900	Benrus Watch Co.	61	1,291,100	Clorox Chemical Co.	121	675,000
American Stores Co.	187	409,200	Best Foods, Inc.	89	914,600	Coca-Cola Co./Bottlers	18	3,697,000
American Tel. & Tel. Co.	17	3,801,000	Better Living Enterprises	58	1,312,400	Colgate-Palmolive Co.	6	7,314,000
American Tobacco Co.	68	1,206,300	Block Drug Co.	36	1,937,800	Columbia Broadcasting System	152	528,000
Anheuser-Busch, Inc.	46	1,534,700	Blue Plate Foods, Inc.	144	566,300	Continental Baking Co.	8	5,732,000
Charles Antell, Inc.	24	2,774,200	Borden Co.	50	1,483,500	Continental Oil Co.	161	507,000
Armour & Co.	93	877,400	Bristol-Myers Co.	94	864,000	Corn Products Refining Co.	22	2,849,000
The Armstrong Rubber Co.	163	504,100	Brown Shoe Co., Inc.	197	383,100	Coty, Inc.	174	458,000
Associated Hospital Service	170	473,000	Brown & Williamson Tobacco Co.	2	11,288,600	Cream of Wheat Corp.	112	707,000
Associated Products, Inc.	66	1,223,000	Buitoni Products, Inc.	133	622,500	Democratic Party	176	453,000
Avon Products, Inc.	60	1,307,700	Bulova Watch Co.	16	4,298,700	Dormin, Inc.	105	762,000
Avosei Co.	168	478,300	Campbell Soup Co.	70	1,196,300	The Drackett Co.	166	493,000
B. T. Babbitt, Inc.	118	688,100	Carling Brewing Co., Inc.	54	1,348,900	Drewrys, Ltd.	135	607,000
Mrs. Baird's Bakeries, Inc.	199	379,000	Carnation Co.	71	1,154,300	Duffy-Mott Co., Inc.	141	572,000
P. Ballantine & Sons	38	1,852,300	Carter Products, Inc.	12	4,535,200	Duncan Coffee Co.	114	700,000



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Since 1949

TvB FIGURES—TOP 200 SPOT ADVERTISERS *Continued*

Advertiser	Rank	Total 1956 Expenditure	Advertiser	Rank	Total 1956 Expenditure	Advertiser	Rank	Total 1956 Expenditure
E. I. DuPont de Nemours	87	\$ 942,200	Lever Brothers Co.	13	\$4,535,000	Regal Pale Brewing Co.	184	\$ 412,400
Duquesne Brewing Co.	158	512,800	Lewis Food Co.	127	657,100	Wm. B. Reily & Co., Inc.	106	758,700
Emerson Drug Co.	146	652,700	Libby, McNeil & Libby	185	412,400	Republican Party	104	774,100
Esso Standard Oil Co.	27	2,192,000	Liebmann Breweries, Inc.	126	660,400	Revlon, Inc.	39	1,817,900
Max Factor & Co.	21	3,181,700	Liggett & Myers Tobacco Co.	15	4,400,900	R. J. Reynolds Tobacco Co.	34	1,952,800
Falstaff Brewing Corp.	65	1,224,400	Thomas J. Lipton, Inc.	84	993,500	Richfield Oil Corp.	148	543,000
Florida Citrus Commission	31	1,972,500	Lone Star Brewing Co.	178	432,400	Harold F. Ritchie, Inc.	26	2,341,700
J. A. Folger Co.	43	1,627,100	P. Lorillard & Co.	28	2,148,600	Rev. Oral Roberts	173	460,800
Food Manufacturers, Inc.	55	1,344,600	Lucky Lager Brewing Co.	119	680,600	Jacob Ruppert Brewery	167	489,400
Ford Motor Co.	20	3,332,600	Mars, Inc.	147	555,700	Safeway Stores, Inc.	85	978,400
Foremost Dairies, Inc.	159	510,500	Oscar Mayer & Co.	142	567,400	Salada Tea Co., Inc.	81	1,006,400
Frito Co.	181	424,200	W. F. McLaughlin & Co.	140	580,900	San Francisco Brewing Corp.	125	663,100
Frontier Foods Corp.	200	378,200	The Mennen Co.	136	595,500	Sardeau, Inc.	110	717,400
E. & J. Gallo Winery	74	1,130,800	Miles Laboratories, Inc.	10	5,354,700	F. & M. Schaefer Brewing Co.	129	648,000
General Baking Co.	153	526,500	Minute Maid Corp.	35	1,939,000	Jos. E. Schlitz Brewing Co.	131	638,400
General Cigar Co.	139	584,300	M. J. B. Co.	95	848,600	Helaine Seager Co.	23	2,781,000
General Electric Co.	80	1,039,800	Monarch Wine Co., Inc.	162	505,900	Jealy Mattress Co./Dealers	101	795,700
General Foods Corp.	3	9,415,900	Montgomery Ward & Co.	186	410,100	Seven-Up Co./Bottlers	69	1,201,500
General Mills, Inc.	123	669,000	Philip Morris & Co.	5	7,369,400	Shell Oil Co.	29	2,000,200
General Motors Corp.	19	3,486,800	National Biscuit Co.	9	5,536,500	Simmons Co./Dealers	73	1,140,000
General Tire & Rubber Co.	195	395,900	National Brewing Co.	115	692,200	Simoniz Co.	150	537,200
G. H. P. Cigar Co., Inc.	177	435,800	National Dairy Products Corp.	63	1,246,500	Sinclair Refining Co.	122	675,500
Gillette Co.	41	1,782,900	National Presto Industries	156	522,500	Slenderella International Salons	193	399,200
Glamorene, Inc.	92	892,000	Nehi Corp., Bottlers	44	1,614,200	Socony-Mobil Oil Co., Inc.	64	1,228,700
Gold Seal Co.	151	535,500	Nestle Co., Inc.	25	2,374,900	Standard Brands, Inc.	47	1,512,800
Grant Co.	194	397,100	Northern Paper Mills	40	1,798,700	Standard Oil Co. of California	169	474,400
Great A & P Tea Co.	90	902,800	Pabst Brewing Co.	33	1,962,600	Standard Oil Co. of Indiana	62	1,247,200
Greyhound Corp.	130	639,500	Pacific Coast Borax Co.	76	1,097,900	Standard Oil Co. of Ohio	149	537,500
Grocery Store Products Co.	145	564,600	Pan-Am. Southern Corp.	198	381,800	Sterling Drug, Inc.	4	8,823,300
Grove Laboratories, Inc.	42	1,696,100	Peter Paul, Inc.	45	1,546,800	Stokely-Van Camp, Inc.	88	916,300
Gunther Brewing Co., Inc.	171	464,600	Paxton & Gallagher Co.	124	665,800	Stroh Brewing Co.	192	401,300
Theo. Hamm Brewing Co.	59	1,309,100	Dr. Pepper Co./Bottlers	111	716,800	Studebaker-Packard Corp.	128	653,200
Robert Hall Clothes	14	4,450,500	Pepsi-Cola Co./Bottlers	30	1,993,000	Sunshine Biscuit Co.	98	810,100
G. Heileman Brewing Co.	138	585,400	Petri Wine Co.	165	497,300	Swift & Co.	77	1,091,900
H. J. Heinz Co.	56	1,334,300	Pharmaceuticals, Inc.	75	1,108,600	Tafon Distributors, Inc.	97	822,000
Hills Bros. Coffee, Inc.	78	1,077,400	Pharma-Craft Corp., Inc.	191	401,300	The Tea Council of U.S.A.	86	965,700
Holsum Baking/Bakeries	182	422,500	Phillips Petroleum Co.	132	624,400	Top Value Enterprises	79	1,041,500
Household Finance Corp.	164	503,500	Piel Brothers, Inc.	49	1,485,300	U.S. Tobacco Co.	154	524,400
Hudson Pulp & Paper Co.	183	419,500	Pillsbury Mills, Inc.	116	692,200	Vick Chemical Co.	117	691,500
International Latex Corp.	57	1,323,000	Plough, Inc.	103	778,400	Walgreen Co.	160	508,600
International Milling Co.	190	402,600	Procter & Gamble Co.	1	17,522,500	Ward Baking Co.	96	848,200
International Salt Co.	179	430,900	Proctor Electric Co.	107	755,400	Warner-Lambert Pharma. Co.	7	5,820,400
Jackson Brewing Co.	143	566,700	Quaker Oats Co.	134	619,200	The Welch Grape Juice Co., Inc.	155	523,300
Kellogg Co.	11	4,810,500	Quality Bakers of America	180	424,300	Wesson Oil & Snow Drift	48	1,498,000
Kimberly-Clark Co.	83	996,700	Radio Corp. of America	53	1,407,100	Stephen F. Whitman & Son	189	403,200
Kroger Co.	120	678,200	Ralston-Purina Co.	72	1,143,800	George Wiedemann Brewing	137	594,100
Langendorf United Bakeries	113	700,700	Rath Packing Co.	102	790,600	Wildroot Co., Inc.	91	893,300
V. La Rosa & Sons, Inc.	175	455,700	Rayco Mfg. Co.	109	721,500	William Wrigley, Jr., Co.	82	999,100
Thos. Leeming & Co., Inc.	188	408,500	Readers Digest Assoc., Inc.	108	745,000			

With all the data in the Data Book on IBM cards, the Research Department of TELEVISION MAGAZINE can fill requests for individual analyses of coverage and circulation:

how many unduplicated homes

does your spot schedule reach?

- 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.

BELIEVABILITY

built **ELECTRIC LIVING**

...and **WWJ-TV**



The Enrico Fermi
Atomic Power Plant.



Detroit Edison's original Station A.

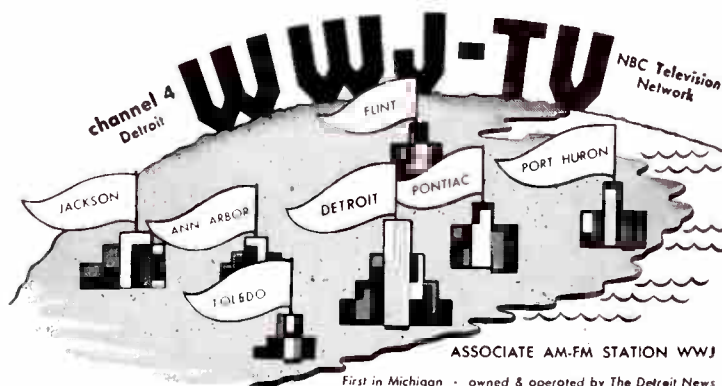
In 1903, Detroit Edison had one power plant and 7000 customers. Today, the Company operates six power plants serving 4,000,000 people. And tomorrow, the Detroit area will see Michigan's first atomic power reactor, built by the Power Reactor Development Company, of which Detroit Edison is a member.

Tenth Anniversary Year.

THE ELECTRIC POWER INDUSTRY, with its dependable service, efficiency, and economy, created a faith that opened a bright new world for homes, farms, and factories.

WWJ-TV, with its 10 years of leadership and emphasis on quality, has given Detroiters another well-founded faith—faith that dialing Channel 4 always provides the finest of television.

SEEING IS BELIEVING to the great WWJ-TV audience—a priceless advantage to every advertiser.



National Representatives: Peters, Griffin, Woodward, Inc.

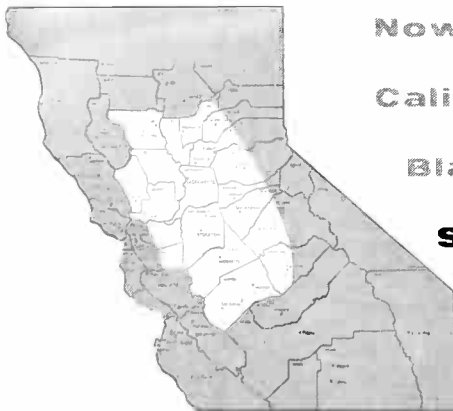
A NEW TV AFFILIATION

for the California Great Central Valley

KOVR-TV

IS NOW

abc



Now, VHF coverage for **ABC-TV** in
California's Great Central Valley.

**Blanket Coverage of Sacramento-
Stockton-Modesto...plus 27% more
Valley TV homes than any other
Valley station*.**

What better way to tap this moneyed market than

with **TOP-RATED**



ADJACENCIES?



CALIFORNIA REPRESENTATIVE: **FRANK KING & CO.**
NATIONAL REPRESENTATIVES: **AVERY KNODEL, INC.**
225 EAST MINER AVENUE • STOCKTON • HOWARD 6-6981

*ONE STATION - 395,000 TV FAMILIES (Tel. Mag.-Aug. 1956)

THE TELEVISION AUDIENCE

A breakdown of the U.S. TV audience by regions and family characteristics

	% of Families In Each Group Owning TV Set			% of Total U.S. TV Families Found In Each Group			% of Total U.S. Non-TV Families Found In Each Group		
	1/57	7/56	1/56	1/57	7/56	1/56	1/57	7/56	1/56
REGIONS									
Northeast	90%	88%	86%	32%	32%	32%	14%	14%	15%
South	68	64	61	18	18	17	31	32	31
North Central	81	79	77	30	30	31	26	26	26
Mountain & Southwest	68	62	60	9	8	9	16	16	17
Pacific	77	76	74	11	12	11	13	12	11
CITY SIZE									
Farm	61%	54%	51%	9%	9%	9%	22%	23%	24%
Under 2,500	69	67	63	12	12	11	20	19	20
2,500 to 50,000	68	65	62	13	13	13	23	23	23
50,000 to 500,000	84	82	80	28	28	28	20	20	20
500,000 and over	90	89	89	38	38	39	15	15	13
TOTAL FAMILY INCOME									
Upper Fourth	90%	87%	86%	29%	28%	29%	12%	13%	14%
Next Fourth	87	85	81	27	28	28	16	16	18
Next Fourth	78	76	75	25	25	25	26	26	24
Lowest Fourth	61	58	54	19	19	18	46	45	44
EDUCATION OF FAMILY HEAD									
Grammar School	73%	70%	67%	45%	44%	43%	63%	61%	62%
High School	86	83	82	40	41	41	25	26	26
College	82	79	79	15	15	16	12	13	12
FAMILY SIZE									
1 & 2 Members	71%	69%	66%	35%	36%	35%	54%	52%	53%
3 Members	83	81	77	22	22	22	16	18	19
4 & 5 Members	87	85	84	33	32	32	18	18	18
6 Members & Over	76	74	74	10	10	11	12	12	10
AGE OF HOUSEWIFE									
Under 35 Years	85%	82%	81%	33%	34%	34%	22%	24%	23%
35 thru 44 Years	85	82	79	25	24	24	16	17	18
45 Years & Over	72	70	67	42	42	42	62	59	59
PRESENCE OF CHILDREN									
5 Years & Under	85%	81%	80%	26%	25%	26%	18%	18%	19%
6 thru 12 Years	85	83	82	33	33	34	21	22	21
13 thru 20 Years	81	78	76	24	24	23	20	21	21
No Children	72	70	68	45	46	45	64	62	61
TOTAL U.S. TV FAMILIES									
	79%	76%	74%						

Source: Market Research Corporation of America. Total U.S. Family Base: January 1956, 48,647,000; July 1956, 48,989,000; January 1957, 49,669,000.



This is an

excerpt from Pulse's new informative booklet

What Does Pulse Mean?

Quality and accuracy! In directly usable form, Pulse provides latest raw-data facts about TV/Radio audiences.

Minimum Pulse sampling totals 2,000,000 different families annually — millions of members of families! Market by market, or for the nation, Pulse is the industry's largest scientific sampling available — exceeded only by U. S. Census.

U. S. Census housing statistics and Sales Management standard data guide Pulse's randomized, probability sampling, producing truly representative results. Figures are processed exactly as received. No statistical re-arrangement or manipulation, no formulas, no adjustments are employed.

Hence you can apply Pulse-validated data directly for buying or selling time, talent, programming—or for any of the many collateral merchandising and promotion activities inseparable from result-producing advertising.

We interview all members of a home available at the time of our visit. Yes, we are "doorbell ringers." We use no short-cuts or substitutes for face-to-face interviewing — the sole Pulse method.

To find most persons at home, our Pulse interviewing begins late in the afternoon; 4 to 5 for the four hours that follow breakfast, meaning 8-12 noon. Then 5 to 6 we interview for watching and listening from noon until 4. 6 to 7 finds most-persons-at-home, the ideal time to check the previous night from 7 to midnight. From 7 to 8, we study the 4-7 period, and 6-8 breakfast time.

Family members cross-check each other — extra assurance of Pulse accuracy, recorded by skilled interview specialists. Since 1941 Pulse interviewing techniques have proven to be not only statistically reliable, but so psychologically sound that tie-in with household response is natural.

We do not "adjust" or tinker with the results. Minor refinements have occurred in the natural progress of Pulse—larger samples, more time periods, and since 1955, three visits to reduce to a minimum "Not-At-Homes" in the original sample. (The influence of the "Not-At-Home" has proven

FREE . . . Write for your copy now. Gives you the common-sense slant on evaluating all ratings. Get the whole story.



insignificant; each report states the percentage.)

Thanks to all of this costly extra care, Pulse avoids the bias of fixed panels, as in machine, diary, or combinations thereof. *And Pulse is able to include in its sampling universe the millions of educationally handicapped who can not use diaries or refuse them—or the millions of homes that do not have telephones, and the many homes that refuse to permit devices to be attached to their sets.*

Let me emphasize the fact that nothing takes the place of face-to-face interviewing in the home. *Personal interviewing is the fact-finding method most widely used by government, business, industry, agencies, and research specialists.*

Pulse interviewers are adult, married women. Local residents of the communities they interview, they are carefully selected, expertly trained, constantly supervised. And their work is independently verified and spot-checked.

One final word: *about Pulse's standard aided recall technique. Aided recall is not just "remembering." Aided recall, "memory-jogging," is applied in Pulse's technique of associated activities framing the brief span of a few hours, for which a printed roster is used—an actual section of program logs supplied by the stations themselves.*

Simply showing a roster would mislead and result in unreliable, fantastic identification! *It is necessary to determine family activity BEFORE the printed roster is used to aid specific recall, and pin down the facts accurately.*

If an interviewer finds no viewing or listening, she completes a few necessary routine questions, and without ever having shown a roster passes to the next assigned family. *Only when TV or radio activity has been engaged in is the roster used, accompanied by intensive probing.*

Sydney Roslow
Director

THE PULSE, INC. 730 Fifth Avenue, New York 19, New York • 6399 Wilshire Boulevard, Los Angeles 48, California

Largest Sampling Outside U. S. Census

2,000,000
different families

Nothing takes the place of INTERVIEWS in the HOME

THE RATING SERVICES

Techniques, sample sizes, costs, 12-month listing of TV markets surveyed

AMERICAN RESEARCH BUREAU, INC.

National Press Bldg., Washington 4 (National 8-0822); James W. Seiler, director. New York office: 551 Fifth Ave. (Murray Hill 7-3787). West Coast office: 234 S. Garfield, Monterey Park, Cal. Publishes a monthly TV-NATIONAL REPORT and 125 METROPOLITAN AREA REPORTS.

Sample Size: 2,200 for National; 300-500 each city; all markets covered, using systematic probability sample including every county within 150 miles of TV signal. Results projectable to entire U.S. television viewing audience.

Technique: Diary measurement; covers entire telecast day, during the first seven days of each month (second week of the month is used when holiday falls in first). Service published in last week of month surveyed. Supplementary service issued for second week of month, covering alternate-week shows. Audience composition reported by individual program monthly.

Cost: Prices for agencies are based on sliding scale, beginning at \$30 per month for one city, and ranging—for the entire 70-city package—from \$297 to \$807 per month, depending on agency TV billing. Syndicated-film companies pay \$425 monthly for yearly reports on the 70-city package. Costs to TV networks and stations will be provided upon request.

ARB also handles special assignments.

A. C. NIELSEN CO.

1101 Howard St., Chicago 45. (Hollycourt 5-4400); A. C. Nielsen, president. New York office: 500 Fifth Ave. (Pennsylvania 6-2848). West Coast office: 70 Willow Rd., Menlo Park (San Francisco). Publishes the national NIELSEN TELEVISION INDEX bi-weekly and a growing number of NIELSEN STATION INDEX REPORTS for local areas each month.

Sample Size: 900-plus nationally (grows with set ownership) all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U.S. television viewing audience.

Technique: Automatic, electronic Audimeter® measurement; covers entire telecast day, with all four weeks of each month surveyed. Two separate reports, covering first and second two-week periods, respectively, issued for each month. Report published three weeks after last day

of individual period surveyed. Two or more performances of same show within two-week period are averaged to get show's rating.

Cost: Varies.

Audience characteristics reported, by individual program, every two months.

Services include audience-analysis data; audience composition; separate-week ratings; simultaneous ratings; cost-per-thousand; cumulative audiences; market divisions; minute-by-minute audiences; number of telecasts received; frequency and duration of viewing; fourteen-city multi-network area ratings, etc.

Nielsen also publishes, as its local area measurement service, the NIELSEN STATION INDEX. Frequency of reports varies from two to 12 times yearly.

Sample Size: Varies with size of market. Area covered is entire TV reception area. Probability sample.

Technique: Audimeter®, supplemented by homes with diaries known as Audilog®. For verification and quality control, Audilog® homes have Recordimeters®, electro-mechanical devices to record total usage and serve as reminders. Each report represents average of eight measured weeks. Measured period is 6 a.m. to 12 midnight, by quarter hours.

Data in reports includes: Homes using TV; per-broadcast audience; four-week cumulative audience; frequency of viewing; share; viewers-per-home; audience composition by men, women, teen-agers and children.

Cost: Varies.

Special analyses also available.

THE PULSE, INC.

730 Fifth Ave., New York 19 (Judson 6-3316); Dr. Sydney Roslow, director. Publishes a U.S. TELEPULSE and a varying number of METROPOLITAN-AREA TELEPULSES monthly.

Sample Size: (1) In one-station markets, minimum is 100 per quarter hour daily; (2) in multi-station markets, minimum of 250 up to 1,000 per quarter hour daily. More than 200 markets surveyed annually. U.S. TelePulse projectable to total U.S. television. Sample minimum: 125,000 personal interviews monthly; includes urban

To next page

THE RATING SERVICES *From preceding page*

and rural. Export Division includes surveys in Canada, Hawaii, Alaska, Puerto Rico and England.

Technique: Personal interview, roster-recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except holiday weeks when second week of month is used.

Metropolitan Area TelePulses, issued during first week of month following survey, rate single performances of multi-week shows. Report shows audience composition by hourly periods.

Costs: Varying.

Additional services include audience composition analysis, audience flow, supplementary questions.

TRENDEX, INC.

535 Fifth Ave., New York 17 (Murray Hill 2-1182); Edward G. Hynes, Jr., president. Publishes TV PROGRAM POPULARITY REPORT monthly.

Sample Size: Approximately 1,000 homes per half-hour to one-hour program. Fifteen cities with three or more stations are covered in this popularity report, using random telephone calls within non-toll areas of each city. Results are projectable to all TV telephone homes in the 15 cities.

Technique: Telephone - coincidental measurement covers telecasts from 8 a.m. to 11 p.m. and survey is conducted during the first seven days of each month. Second week of each month is surveyed for alternate-week shows. Reports issued on 15th of month surveyed, giving separate data for each performance of multi-weekly shows. Trendex also publishes, three times yearly, an AUDIENCE COMPOSITION INDEX and a SPONSOR IDENTIFICATION INDEX.

Cost: \$75 a month per show telecast by agency or advertiser, with a maximum of \$450; \$30 a month for other advertisers or agencies.

Additional services include special

projects on board, flexible basis, permitting studies of individual programs with reports available within 24 hours of telecast.

VIDEODEX, INC.

312 Madison Ave., New York 17, (Murray Hill 7-8837); Allan Jay, manager. Publishes a NATIONAL TELEVISION RATING REPORT, INDIVIDUAL CITY VIDEODEXES, and a MULTI-CITY VIDEODEX monthly.

Sample Size: National report — 9,200; all markets covered, using probability sample based on television-receiver warranty cards supplied by manufacturers and/or distributors. Covers full telecasting area of each market and is projectable to entire U.S. television viewing audience.

Technique: Diary measurement; covers entire telecasting day, with the first seven days of each month measured. Earliest first seven days of month not subject to holiday bias when necessary.

Videodex publishes at the end of the third week of month measured and gives separate single-performance ratings for multi-weekly shows. Audience composition reported by program monthly.

Cost: Varies.

The national report covers all active TV markets and reports all sustaining and commercial telecasts. A special section is devoted to multiple-market syndicated-film programs produced compositely.

Additional services include: Individual City Videodex (29 cities), published monthly; Multi-City Videodex, covering individual network programs in 29 cities. Quarterly ratings are issued for 130 additional cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as a whole, plus special tabulations including cumulative audience characteristics data from IBM cards.

A time-period audience composition, time-zone sets-in-use and audience composition, and a station line-up report are also produced.

A quarterly service is available on UHF conversion and penetration in all VHF-UHF markets.

A semi-annual service on VHF station penetration is available in secondary VHF originating counties as well as non-TV originating counties having \$1 million or more in annual retail sales volume.

good
work,
Bob



BOB KERNS
WBRC-TV,
BIRMINGHAM

CODE 3 earned a 15.5%* rating
on your station.

Sponsor: Miller High Life



*Telepulse, Nov.

for your market availabilities,
call, write or wire
ABC Film Syndication,
1501 Broadway, New York • LA 4-5050

CALENDAR OF RATING SERVICES

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Abilene-Sweetwater**				P								P
Albany-Schenectady-Troy				A,P								P
Albuquerque			A,V	P		V			A		A	P,V
Altoona**	P		V			V			V			V
Amarillo**							P					
Anchorage			P									
Asheville			V	P		V			V			V
Ashland-Huntington*												
Atlanta	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Augusta						P						P
Austin, Tex.			V			V			V		A	V
Bakersfield			A,P,V									
Baltimore	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Bangor			P									P
Baton Rouge**			V			P,V			V			P,V
Bay City-Saginaw*												
Beaumont			V			V			V			V
Beaumont-Port Arthur				P							P	
Bellingham (Whatcom County)*												
Bethlehem-Allentown-Easton										P		
Big Spring**			V			V			V			V
Binghamton			A,P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	A,P,V	P,V
Birmingham	N,P,V	P,V	A,P,V	P,V	P,V	P,V	P,V	P,V	P,V	P		P
Bismarck, N. D.			V			V			V			V
Bloomington, Ind.			P									P
Boise-Meridian			A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Boston	A,P,V	A,N,P,V	P						P			
Brownsville		A,P,V	N,P,V	P,V	P,V	A,P,V	P,V	P,V	P,V	A,P,V	P,V	P,V
Buffalo	P,V	A,P,V	N,P,V	P,V	P,V	A,P,V	P,V	P,V	P,V	A,P,V	P,V	P,V
Cedar Rapids											P	
Cedar Rapids-Waterloo**												
Central Illinois*												
Champaign			V			V			V			V
Champaign-Urbana*						V						V
Charleston, S. C.**			P,V						P,V			V
Charleston, W. Va.*		A	V			V			V		A	V
Charleston-Huntington, W. Va.				P						P		
Charlotte	P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V
Chattanooga**			V			V			P			P,V
Chicago	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Chico-Redding*												
Cincinnati	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Cleveland	A,P,V	A,N,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Colorado Springs			P						P			
Columbia-Jefferson City, Mo.												
Columbia, S. C.			A,V			V			V		A	V
Columbus, Ga.			P,V			V			V			V
Columbus, Ohio	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Corpus Christi**			V			P,V			V			V
Dallas	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Dallas-Fort Worth	A		A,N			A					A	
Danville, Ill.*												
Dayton-Rock Island		A	P,V			A,V			V	P	A	V
Dayton	N,P,V	N,P,V	A,N,P,V	N,P,V	P,V	A,P,V	P,V	P,V	P,V	P,V	A,P,V	P,V
Decatur, Ill.*												
Denver	A	P	V		A,P	V			A,V	P	A	V
Des Moines**			P,V			V			V		P	V
Detroit	A,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Duluth			V			V			V			V
Duluth-Superior				P							P	
Durham			V			V						V
Elkhart-South Bend		A,P						P			A	V
El Paso**			P,V			V			V		P	V
Erie			P,V			V			V		P	V
Evansville		A	V		P	A,V			V		A,P	V
Fairbanks			P									
Fargo-Moorhead**												
Florence*		P										
Fort Wayne		A	V	P		V			V		A	V
Fort Worth	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Fresno	P	A	P,V		P	V	P		P,V		A,P	V

KEY: A, American Research Bureau, Inc. (Markets marked ** were surveyed at least twice during 1956 by ARB; probably will be surveyed twice again this year, although schedule was not set at presstime). N, Nielsen Co., Inc. (Schedule not set beyond April at presstime; following are the number and type of reports which may be expected for the markets surveyed: 1. 6 bi-monthly—8-week—12 monthly; 2. 4 bi-monthly, 4 monthly; 3. 2 bi-monthly; 4. 4 bi-monthly; 5. 3 bi-monthly; 6. 3 bi-monthly, 3 monthly; 7. 6 bi-monthly). P, The Pulse, Inc. (Markets marked * were surveyed by Pulse in 1956; will be surveyed this year as requested). V, Videodex, Inc. (Those markets covered by Videodex in March, June, September and December only are surveyed quarterly on requested programs).

All over the world...

the cry of a child sounds the same!

● Who asks the nationality of a hungry child?
Of a sick one? Of a child that mourns for a mother swept
away forever by disaster or epidemic?

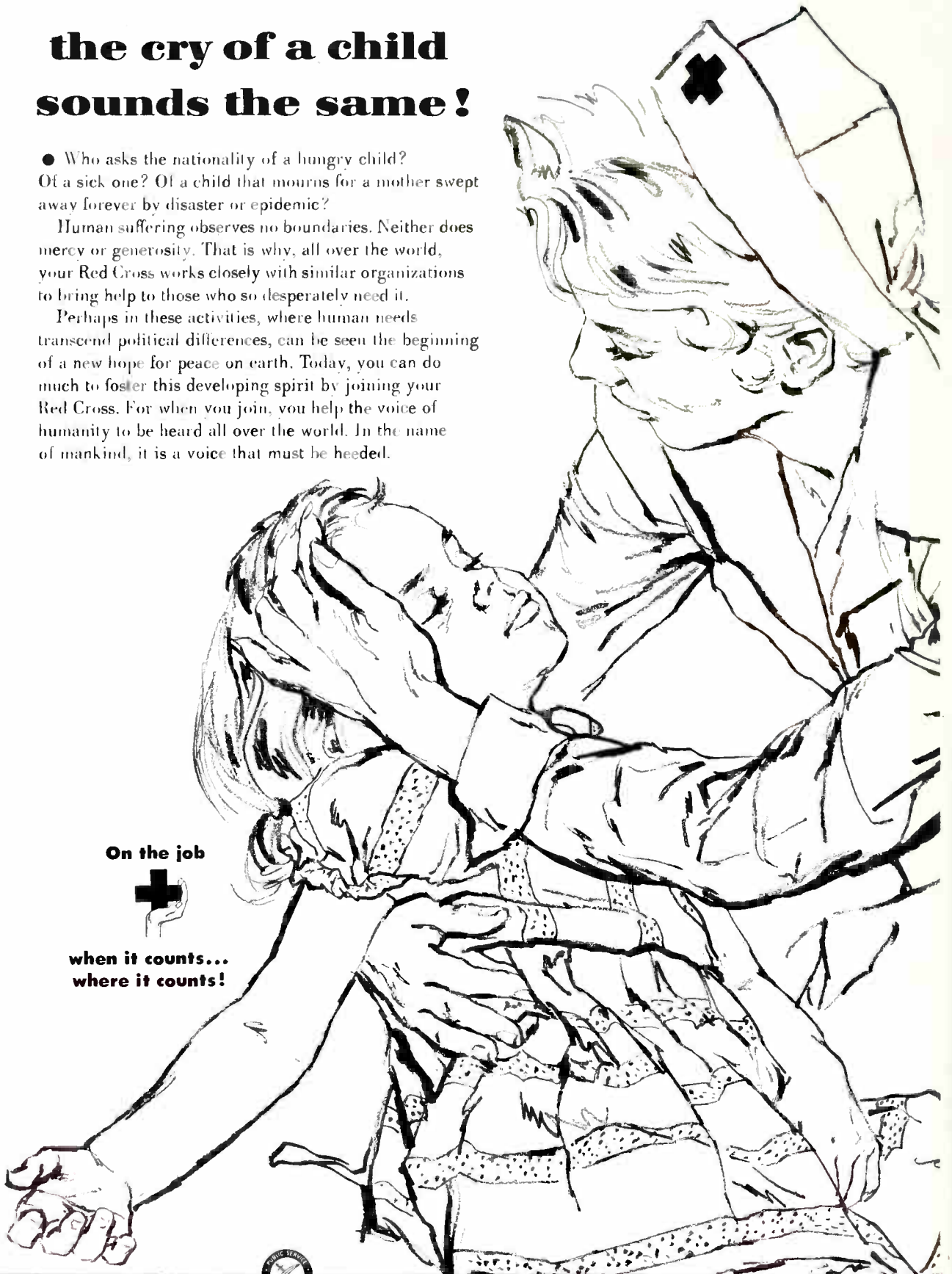
Human suffering observes no boundaries. Neither does
mercy or generosity. That is why, all over the world,
your Red Cross works closely with similar organizations
to bring help to those who so desperately need it.

Perhaps in these activities, where human needs
transcend political differences, can be seen the beginning
of a new hope for peace on earth. Today, you can do
much to foster this developing spirit by joining your
Red Cross. For when you join, you help the voice of
humanity to be heard all over the world. In the name
of mankind, it is a voice that must be heeded.

On the job



when it counts...
where it counts!



INDUSTRY ACCLAIM

- **N. W. AYER**

"The soundest available figures. Your new approach makes sense."

- **PHILLIP MORRIS**

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

- **MC CANN ERICKSON**

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

- **ANAHIST**

"TELEVISION Magazine's research provides essential service."

- **FOOTE, CONE & BELDING**

"We use your circulation figures and TV market data extensively."

- **PETERS, GRIFFIN & WOODWARD**

"Congratulations, your new evaluations are a sound approach to a difficult problem."

- **LEO BURNETT**

"TELEVISION Magazine's TV set ownership estimates have become one of our tools."

- **BLAIR TV**

"Your TV set count is a great contribution."

- **PABST**

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

This industry-wide acceptance is TELEVISION Magazine's guarantee of maximum readership of the magazine and its advertising. In every industry there is one authority for the facts and figures . . . in television it's TELEVISION Magazine.

ANNOUNCING... ARB'S ALL NEW METROPOLITAN AREA COVERAGE STUDY!

Information Obtained in January, 1957 . . .
Outdates All Available Coverage Studies!

Markets reported in the ARB 1957 Metropolitan Area Coverage Study:

Note that many markets are served *only* by TV stations located *outside* their own immediate area. Thus the study gives an excellent cross-reference check to station audiences and acceptance.

ALABAMA

Decatur

ARIZONA

Yuma

ARKANSAS

Fort Smith*
Hot Springs*

CALIFORNIA

Alturas*
Eureka
Fresno County
Imperial County
Merced*
Northern Kern County
(Delano-McFarland-
Wasco-Shafter)
Redding*
Santa Clara County
Sonora*
Stanislaus County
Tulare*
Turlock-Gustine-
Newman-Los Banos
Yreka*

CONNECTICUT

Middletown*

FLORIDA

Broward County*
Daytona Beach*
Fort Myers*
Fort Pierce*
Lakeland*

Ocala*

Orlando*
Palm Beach County*
Sebring*

GEORGIA

Ben Hill County
Bibb County
Brunswick*
Butts County
Savannah*
Trentlen County
Vidalia*
Waycross*

IDAHO

Blaine-Camas Counties
Cassia County
Glenns Ferry
Gooding County
Jerome County
Lewiston*
Lincoln County
Minidoka County
Twin Falls County

ILLINOIS

Harrisburg*

INDIANA

Richmond
Vincennes*

IOWA

Fort Dodge
Sioux City

Spencer

Storm Lake

KANSAS

Topeka

KENTUCKY

Harlan*
Hazard*
Madisonville*
Owensboro*

LOUISIANA

De Ridder*
Jennings*
Lake Charles*
Opelousas*

MAINE

Houlton*

MARYLAND

Hagerstown

MASSACHUSETTS

Adams*
Pittsfield*

MICHIGAN

Alpena*
Bay City*
Big Rapids*
Flint*
Houghton*
Ironwood*
Lansing*
Marquette*

MISSISSIPPI

Columbus*
Greenwood*
Hattiesburg*
Jackson
Laurel*
Meridian*
Tupelo*

MISSOURI

St. Joseph

MONTANA

Helena*

NEBRASKA

Norfolk
North Platte*
Sidney*

NEW MEXICO

Alamogordo*
Carlsbad*
Clovis*
Hobbs*
Roswell*
Tucumcari*

NEW YORK

Batavia*
Binghamton* (Full
Broome County)
Elmira*
Hornell* (Full
Steuben County)
Jamestown*
Lockport*

* Significant change in last ten months (new station, power change, or network affiliation change)

On February 11, 1957, ARB will release complete reports on television station reception and tuning preferences in over 150 key TV markets not regularly covered by syndicated rating reports. Most of these have been influenced by important television station changes during the past 10 months—new stations added, power increases, antenna moves, and new network affiliations. The only information you can afford to use for these markets is the latest.

Reports for this third annual "A to Z" report are produced by research techniques superior to any in the field. Here are the three outstanding advantages the study brings to the TV industry:

1. Really large samples . . . in most cases 500 completed interviews per area.
2. Information obtained by interviewer . . . no mail ballots used.
3. Delivery of results two weeks later . . . not 8 months.

For every area covered figures will be furnished showing percentage of homes having TV, UHF saturation, if any, number of TV homes able to receive each station covering the market, frequency of viewing, and viewing preferences for both daytime and evening.

One wise decision made possible by this study will more than save its modest cost. Your nearest ARB office has all the details. Publication date . . . February 11, 1957.

NORTH CAROLINA

- Asheville*
- Bevard*
- Durham*
- Fayetteville*
- Goldensboro*
- Greenville*
- Wilmington*
- Roanoke Rapids*
- Rockingham

SOUTH DAKOTA

- Grand Forks

OHIO

- Columbus*
- Cincinnati*
- Springfield
- Xenia*

OKLAHOMA

- Lawton*
- Okla. City*
- Edmond*
- Okmulgee*
- Wagon Wheel*

- Lawton*
- Okla. City*

OREGON

- Albany*
- Medford*

PENNSYLVANIA

- Allentown*
- Chambersburg
- Easton*
- Erie*
- Lebanon
- Lewistown
- Sunbury
- Williamsport

SOUTH CAROLINA

- Anderson*
- Dillon*
- Florence*
- Greenville*
- Greenwood*
- Myrtle Beach
- Newberry*

- Spartanburg*
- Sumter

TENNESSEE

- Athens*
- Greeneville*
- Jackson
- Johnston City*
- Knoxville*
- Morristown*
- Sparta*
- Sullivan County

TEXAS

- Alice*
- Beaumont*
- Beeville*
- Crockett
- Groveton
- Jacksonville
- Kingsville
- Sweetwater*
- Tyler*
- Victoria*
- Woodville

VERMONT

- Brattleboro*

VIRGINIA

- Danville*
- Lynchburg*
- Wytheville*

WASHINGTON

- Colfax*

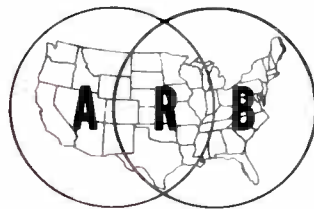
WEST VIRGINIA

- Bluefield
- Oak Hill*
- Williamson*

WISCONSIN

- Beloit*
- Fond du Lac*
- Green Bay
- Janesville*
- La Crosse*
- Watertown*
- Waukesha*

*Significant change in last ten months (new station, power change, or network affiliation change)



AMERICAN RESEARCH BUREAU, INC.

551 Fifth Avenue
New York 17, N. Y.
MUrray Hill 7-3787

National Press Building
Washington 4, D. C.
NAtional 8-0822

234 South Garfield Avenue
Monterey Park
Los Angeles, California
CUmberland 3-3149

Tell you why **NEW BEDFORD** folks like **WJAR-TV...**



"I guess the first reason would be that we like the program we see on Channel 10. The movies are wonderful, you have most of our favorite big time stars, your news and sport programs have stories about New Bedford, and we can't do without your weather forecasts.

Another thing that means a lot is that we get such a good picture down here on Channel 10".

New Bedford is only part of the important Southeast New England market delivered by WJAR-TV. Check your Nielsen NCS2 survey for Channel 10's coverage in Providence, Worcester, Fall River, New London, Taunton and Brockton.

No other television station covers *Southeast New England* like WJAR-TV!



Represented by WEED Television

TELEVISION MARKETS

Defining each TV market in terms

of counties covered . . . 1956 market data correlated to these TV areas

A comprehensive reevaluation of the coverage of all television markets in the country has been completed for this Data Book. The backbone of the estimates is provided by the giant Nielsen Coverage Service Number 2, where it has been available. In working with the Nielsen data, it became apparent that any cut-off plan rigidly applied would not provide an accurate picture of station coverage.

The method adopted by TELEVISION MAGAZINE utilizes a flexible cut-off point of 25% based on Nielsen's weekly-viewing factor. Normally a county will be credited to a market if one quarter of the TV homes in that county claim to view a station at least once a week. This plan was arrived at after careful study and testing of various formulas and close contact with a number of the country's major advertising agencies. A complete explanation of the plan appeared in a special report in the January 1957 issue of TELEVISION MAGAZINE. (Copies of the report are available on request.)

The coverage picture is constantly shifting. Emergence of new stations

The counties listed for each market on the following pages are those covered by the station with the maximum coverage in that market. It must be emphasized that the statistics for each market are based on the coverage of one station only. Figures for each station will vary according to channel, power, affiliation, antenna height, etc.

or changes in power, antenna, channel and affiliation by older stations alter conditions almost daily. For this reason, the TELEVISION MAGAZINE Research Department is continuously re-examining markets and revising its market data accordingly.

In addition to the Nielsen Coverage Service, the ARB Metropolitan Area Coverage Study, ARB and Pulse ratings, as well as local studies, were used.

There are certain UHF markets where it has been impossible to correlate the available data. These markets are being restudied and new

figures will be reported only when TELEVISION MAGAZINE's Research Department is convinced that a sound estimate can be made.

Since a television station usually covers a much greater area than the standard metropolitan county area (see market comparison, p. 225) it is essential for the advertiser to have market data specifically correlated to television coverage.

Listed on the following pages, for each TV market, are:

- 1) Population
- 2) Families
- 3) Effective Buying Income
- 4) Counties covered

The market statistics are based on estimates from *Sales Management's* 1956 "Survey of Buying Power" (copyright, *Sales Management*; reproduction not licensed.)

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

people dial for content... not cable

If you are told that network cables somehow endow a program with a certain indefinable "prestige"—remember this:

When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.

That's the highlight finding of a study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as "network prestige." There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care. People dial for content—not cable.

Call or write Katz Sales Development for the complete report, as well as a study on wholesaler (food and drug) preferences in TV advertising.

The Katz Agency, Inc.

National Advertising Representatives • 477 Madison Avenue, New York 22, N. Y. • PLaza 9-4460

Also available: *The Katz Agency's SPOT TV ADVERTISING COST SUMMARY #20 including formulas for estimating Spot TV budgets for nighttime, daytime and late night periods.*

THE TELEVISION MARKETS

County-by-county TV coverage

with market data correlated to TV areas

EL PASO, Tex.
 Population 335,700
 Families 102,800
 E.B.I. \$497,642,000

COUNTIES: Brown, Callahan, Coke, Coleman, Comanche, Concho, Eastland, Fisher, Haskell, Jones, McCulloch, Menard, Mitchell, Nolan, Pecos, Scurry, Shackelford, Stephens, Tarrant, Taylor, Throckmorton, Young

OKLAHOMA, Okla.
 Population 451,900
 Families 129,500
 E.B.I. \$446,843,000

COUNTIES: Atoka, Bryan, Carter, Choctaw, Coal, Garvin, Haskell, Hughes, Johnston, Latimer, LeFlore, McClain, McIntosh, Marshall, Murray, Nowata, Osage, Okmulgee, Pittsburg, Pontotoc, Pottawatomie, Pushmataha, Seminole

OHIO, Ohio
 Population 641,300
 Families 189,700
 E.B.I. \$1,148,576,000

COUNTIES: Medina, Portage, Summit, Wayne

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

GEORGIA, Ga.
 Population 476,800
 Families 111,800
 E.B.I. \$465,802,000

COUNTIES: Baker, Brooks, Calhoun, Chattahoochee, Clay, Colquitt, Cook, Crisp, Decatur, Dooly, Dougherty, Early, Grady, Lee, Marion, Miller, Mitchell, Quitman, Randolph, Schley, Seminole, Spalding, Sumter, Terrell, Thomas, Tift, Turner, Wilcox, Worth

NEW YORK-SCHENECTADY-TROY, N.Y.
 Population 1,690,400
 Families 515,200
 E.B.I. \$2,563,019,000

MASSACHUSETTS: Berkshire, Franklin;
 NEW HAMPSHIRE: Sullivan;
 NEW YORK: Aibany, Columbia, Delaware, Dutchess, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington;
 VERMONT: Addison, Bennington, Caledonia, Rutland, Washington, Windsor

BUENOS AIRES, N.M.
 Population 486,800
 Families 124,600
 E.B.I. \$605,659,000

COUNTIES: Bernalillo, Catron, Guadalupe,

Los Alamos, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taos, Torrance, Valencia;
 COLORADO: Dolores, LaPlata, Montezuma, San Juan

ALEXANDRIA, La.
 Population 510,200
 Families 134,200
 E.B.I. \$459,114,000

LOUISIANA: Allen, Avoyelles, Beauregard, Caldwell, Catahoula, Concordia, Evangeline, Grant, Jackson, LaSalle, Natchitoches, Rapides, Sabine, St. Landry, Vernon, Winn;
 MISSISSIPPI: Adams

ALTOONA, Pa.*
 Population 1,674,700
 Families 469,700
 E.B.I. \$2,192,463,000

MARYLAND: Allegany;
 PENNSYLVANIA: Adams (33%), Armstrong, Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Cumberland (50%), Elk, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, Mifflin, Perry, Potter (25%), Snyder, Somerset, Union, Westmoreland (50%);
 WEST VIRGINIA: Berkeley, Morgan

* This market has not been reevaluated pending further study.

AMARILLO, Tex.
 Population 457,500
 Families 133,900
 E.B.I. \$822,745,000

KANSAS: Grant, Hamilton, Haskell, Kearny, Morton, Seward, Stanton, Stevens;
 NEW MEXICO: Colfax, Curry, Harding, Quay, Union;
 OKLAHOMA: Beaver, Cimarron, Texas;
 TEXAS: Armsirong, Briscoe, Carson, Casiro, Childress, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lyscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler

AMES, Iowa
 Population 1,235,700
 Families 385,100
 E.B.I. \$1,579,510,000

IOWA: Adair, Adams, Appanoose, Audubon, Boone, Brewer, Buena Vista, Butler, Calhoun, Carroll, Cass, Cerro Gordo, Chickasaw, Clarke, Clay, Crawford, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Grundy, Guthrie, Hamilton, Hancock,

Hardin, Humboldt, Jasper, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Ringold, Sac, Shelby, Stony, Tama, Taylor, Union, Warren, Wayne, Webster, Winnebago, Wright

ANDERSON, S.C.†
 Population 460,900
 Families 117,400
 E.B.I. \$491,556,000

GEORGIA: Elbert, Franklin, Hart, Lincoln (50%), Madison, Oglethorpe (50%), Stephens, Wilkes (50%);
 SOUTH CAROLINA: Abbeville, Anderson, Greenwood, Laurens, McCormick, Oconee, Pickens Spartanburg (50%)

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

ANN ARBOR, Mich.†
 Population 383,700
 Families 107,400
 E.B.I. \$698,027,000

MICHIGAN: Lenawee (75%), Livingston (50%), Monroe (25%), Oakland (25%), Washtenaw

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

ARDMORE, Okla.
 Population 399,300
 Families 117,200
 E.B.I. \$429,277,000

OKLAHOMA: Atoka, Bryan, Carter, Choctaw, Coal, Garvin, Jefferson, Johnston, Love, McCurtain, Marshall, Murray, Pontotoc, Pushmataha, Stephens;
 TEXAS: Cooke, Grayson, Montague

ASHEVILLE, N.C.
 Population 2,030,800
 Families 517,100
 E.B.I. \$2,261,752,000

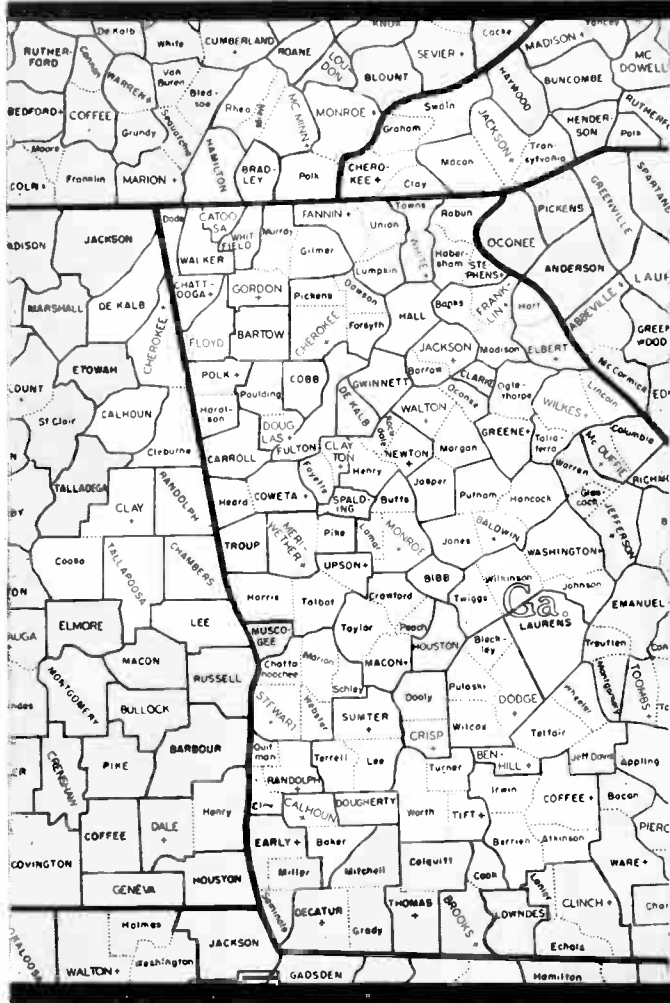
GEORGIA: Banks, Clarke, Elbert, Franklin, Habersham, Hart, Madison, Rabun, Stephens;
 KENTUCKY: Bell;
 NORTH CAROLINA: Alexander, Buncombe, Burke, Caldwell, Catawba, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Transylvania, Yancey;
 SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Spartanburg, Union, York;
 TENNESSEE: Greene, Hawkins, Jefferson, Sevier, Sullivan

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.



According to the Nielsen
Coverage Service Number 2

WSB-TV the dominant Georgia station



The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:

WSB-TV covers 100 counties

25% more than Station B

72% more than Station C

WSB-TV viewed by 419,810 families

7% more than Station B

24% more than Station C

RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of \$2,209,524,000. This is \$135,277,000 more than Station B, and \$456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

*SRDS Consumer Markets

*"White Columns"
is the home
of WSB Radio
and WSB-TV*



WSB-TV

ATLANTA

Represented by Petry. NBC affiliate. Affiliated with The Atlanta Journal and Constitution.

ATLANTA, Ga.
 Population 2,611,600
 Families 678,900
 E.B.I. \$3,131,729,000

ALABAMA: Chambers, Cherokee, Clay, Cleburne, Closs, De Kalb, Randolph;
ALABAMA: Atkinson, Baker, Baldwin, Banks, Barrow, Bartow, Berrien, Ben Hill, Bibb, Blount, Buckley, Butts, Calhoun, Carroll, Catoosa, Chattahoochee, Chattooga, Cherokee, Clarke, Clay, Clayton, Cobb, Coffey, Coweta, Crawford, Crenshaw, Cullman, Dade, Dawson, DeKalb, Dodge, Dooly, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Gordon, Greene, Grady, Grimes, Habersham, Hall, Hancock, Haralson, Harris, Hart, Heard, Henry, Houston, Irwin, Jackson, Jasper, Jeff Davis, Johnson, Jones, Lamar, Laurens, Lee, Lincoln, Lumpkin, Macon, Madison, Marion, Meriwether, Monroe, Morgan, Murray, Newton, Oconee, Oglethorpe, Paulding, Peach, Pickens, Pike, Polk, Pulaski, Putnam, Quitman, Rabun, Randolph, Rockdale, Rowan, Spaulding, Stephens, Stewart, Sumter, Talbot, Taliaferro, Taylor, Telfair, Terrell, Tift, Towns, Troup, Turner, Twiggs, Union, Upson, Walker, Walton, Washington, Webster, Wheeler, White, Whitfield, Wilcox, Wilkes, Wilkinson, Worth;
NORTH CAROLINA: Cherokee, Clay, Graham, Johnston, Macon, Swain, Transylvania;
TENNESSEE: Bradley, Hamilton, Monroe, Polk

BALTIMORE, Md.
 Population 2,661,700
 Families 746,700
 E.B.I. \$3,981,422,000

DELAWARE: Sussex;
MARYLAND: Anne Arundel, Baltimore, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Prince Georges, Queen Annes, Somerset, Talbot, Wicomico, Worcester;
PENNSYLVANIA: Adams, Franklin, York;
VIRGINIA: Clarke, Fauquier, Warren

BANGOR, Me.
 Population 479,000
 Families 132,100
 E.B.I. \$616,622,000

MAINE: Aroostook, Franklin, Hancock, Kennebec, Knox, Lincoln, Penobscot, Piscataquis, Somerset, Waldo, Washington

BATON ROUGE, La.
 Population 1,445,000
 Families 377,500
 E.B.I. \$1,461,375,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

ATLANTA, Ga.
 Population 958,900
 Families 241,000
 E.B.I. \$911,173,000

ALABAMA: Bulloch, Burke, Candler, Columbia, DeKalb, Elbert, Emanuel, Glascock, Greene, Hardee, Jefferson, Jenkins, Johnson, Lincoln, Lenoir, Duffie, Montgomery, Oglethorpe, Richmond, Wilcox, Seven, Taliaferro, Tattall, Toombs, Treutlen, Wilcox, Tiggs, Warren, Washington, Wilkes, Wilkinson;
SOUTH CAROLINA: Abbeville, Aiken, Allendale, Bamberg, Barnwell, Beaufort, Edgefield, Georgetown, Hampton, Jasper, Lexington, McCormick, Newberry, Orangeburg, Saluda

MINNAPOLIS, Minn.
 Population 549,900
 Families 160,800
 E.B.I. \$806,022,000

MINNAPOLIS: Cerro Gordo, Chickasaw, Emmer, Floyd, Franklin, Hancock, Howard, Kossuth, Mitchell, St. Louis, Winnebago, Winneshiek, Worth, Wright;
MINNESOTA: Dodge, Faribault, Fillmore, Freeborn, Houston, LeSueur, Martin, Mower, Olmsted, Rice, Stearns, Waseca

AUSTIN, Tex.
 Population 706,300
 Families 194,500
 E.B.I. \$865,319,000

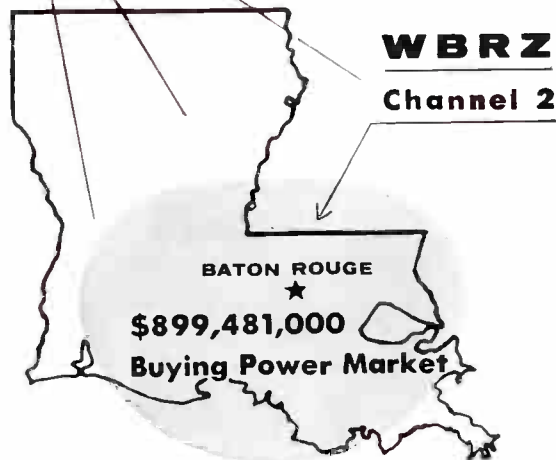
AUSTIN: Austin, Bastrop, Bell, Blanco, Burnet, Brazos, Burleson, Burnet, Caldwell, Colorado, Concho, Coryell, DeWitt, Fayette, Gillespie, Gonzales, Hays, Lampasas, Lavaca, Lee, Llano, McCulloch, Mason, Menard, Milam, Mills, Robertson, San Saba, Travis, Washington, Williamson

ATLANTA, Cal.
 Population 625,200
 Families 187,800
 E.B.I. \$999,720,000

CALIFORNIA: Fresno (50%), Inyo, Kern, Kings, Tulare

Only  sunshine reaches more homes in this **BILLION DOLLAR MARKET**

© WBRZ-TV



AUDIENCES are MARKETS



NIGHT -- from 5 p. m. to sign-off -- Monday thru Friday
 WBRZ rated highest in 125 quarter hours out of a total of 149.



DAY -- from 12 noon to 3:30 p. m. -- Monday thru Friday
 WBRZ rating tops all others combined.

from a study by American Research Bureau, Inc., encompassing 31 parishes and counties in Louisiana and Mississippi.

WBRZ Channel **2**
BATON ROUGE, LOUISIANA

Power:
100,000 watts
Tower: 1001 ft.
NBC-ABC

Represented by Hollingbery

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em
and the
"Champ" Sells 'em!



No more potent salesman in the Baton Rouge trade area than WAFB-TV... "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

ROUND 1



4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

ROUND 2



CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips... including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown...

ROUND 3



8 OF 10 TOP MORNING SHOWS

and 8 of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

ROUND 4



6 WINNERS IN NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show"; "The Millionaire"; "Screen Gems Programs"; "Lucy Show"; 1956 Billboard Promotion; 1955-56 "Frank Leahy Show" — six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV CHANNEL 28
Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Blair TV Assoc.

BATON ROUGE, La.—Continued

LOUISIANA: Acadia, Allen, Ascension, Assumption, Avoyelles, Beauregard, Cameron, Catahoula, Concordia, East Baton Rouge, East Feliciana, Evangeline, Iberia, Iberville, Jeff Davis, Lafayette, Lafourche, Livingston, Pointe Coupee, Rapides, St. Charles, St. Helena, St. James, St. John the Baptist, St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoe, Terrebonne, Vermilion, Washington, West Baton Rouge, West Feliciana;
MISSISSIPPI: Adams, Amite, Claiborne, Franklin, Jefferson, Lamar, Marion, Pike, Walthall, Wilkinson

BAY CITY-SAGINAW, Mich. (Includes Flint)

Population	1,208,500
Families	348,700
E.B.I.	\$1,907,801,000

MICHIGAN: Alcona, Alpena, Arenac, Bay, Clare, Clinton, Crawford, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Lapeer, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, Shiawassee, Tuscola

BEAUMONT, Tex.

Population	688,700
Families	193,600
E.B.I.	\$906,089,000

LOUISIANA: Allen, Beauregard, Calcasieu, Cameron, Jeff Davis, Sabine, Vernon;
TEXAS: Angelina, Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk, Sabine, San Jacinto, Trinity, Tyler

BELLINGHAM, Wash.

Population	304,600
Families	99,800
E.B.I.	\$464,537,000

WASHINGTON: Clallam, Island, Jefferson, San Juan, Skagit, Snohomish, Whatcom

BETHLEHEM-ALLENTOWN-EASTON, Pa.†

Population	897,700
Families	261,100
E.B.I.	\$1,561,107,000

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

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

BIG SPRING, Tex.

Population	127,500
Families	35,400
E.B.I.	\$209,887,000

TEXAS: Andrews, Borden, Dawson, Gaines, Howard, Martin, Mitchell, Scurry

BILLINGS, Mont.

Population	212,100
Families	66,800
E.B.I.	\$325,341,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

MONTANA: Big Horn, Carbon, Golden Valley, Musselshell, Park, Petroleum, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone;
WYOMING: Big Horn, Campbell, Crook, Johnson, Park, Sheridan, Teton, Washakie, Weston, Yellowstone Park

BINGHAMTON, N.Y.*

Population	1,670,200
Families	488,300
E.B.I.	\$2,358,221,000

NEW YORK: Broome, Cayuga (50%), Chemung, Chenango, Cortland, Delaware, Madison (50%), Otsego, Schuyler, Seneca (50%), Steuben (50%), Sullivan, Tioga, Tompkins, Yates (50%);
PENNSYLVANIA: Bradford, Lackawanna, Luzerne, Lycoming, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

* This market has not been reevaluated pending further study.

BIRMINGHAM, Ala.

Population	2,381,800
Families	626,400
E.B.I.	\$2,470,240,000

ALABAMA: Autauga, Bibb, Blount, Calhoun, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, Dallas, DeKalb, Elmore, Etowah, Fayette, Franklin, Greene, Hale, Jackson, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Lowndes, Madison, Marengo, Marion, Marshall, Monroe, Morgan, Perry, Pickens, Saint Clair, Shelby, Sumter, Talladega, Tallapoosa, Tuscaloosa, Walker, Wilcox, Winston;
MISSISSIPPI: Choctaw, Clay, Itawamba, Lowndes, Monroe, Oktibbeha, Prentiss

BISMARCK, N.D.

Population	310,800
Families	82,400
E.B.I.	\$362,354,000

MONTANA: Richland, Roosevelt, Sheridan;
NORTH DAKOTA: Adams, Billings, Bowman, Burleigh, Dickey, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, LaMoure, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Pierce, Sheridan, Sioux, Slope, Stark, Sutsman, Wells;
SOUTH DAKOTA: Butte, Campbell, Carson, Dewey, Edmunds, Harding, McPherson, Perkins, Walworth, Ziebach

BLOOMINGTON, Ind.

Population	2,640,400
Families	821,300
E.B.I.	\$4,317,137,000

ILLINOIS: Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Edwards, Effingham, Fayette, Jasper, Lawrence, Richland, Vermillion, Wabash, Wayne;
INDIANA: Bartholomew, Boone, Brown, Carroll, Cass, Clay, Clinton, Crawford, Daviess, Decatur, Delaware, Dubois, Fountain, Gibson, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Martin, Miami, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Perry, Pike, Putnam, Ripley, Rush, Shelby, Spencer, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Wabash, Warren, Warrick, White

if it is . . .

3 P.M.

when you read this

1,048,342 WOMEN

are actually watching "Dame-time" programs on the Television Stations represented by PGW.



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TELEVISION SALES
250 Park Ave., New York, N.Y.

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ESTIMATES, SEE

the
circulation
report

IN EACH ISSUE

BLUEFIELD, W.Va.

Population	1,011,000
Families	238,100
E.B.I.	\$983,519,000

KENTUCKY: Pike;
VIRGINIA: Bland, Buchanan, Carroll, Dickenson, Floyd, Giles, Grayson, Montgomery, Patrick, Pulaski, Russell, Smyth, Tazewell, Wise, Wythe;
WEST VIRGINIA: Fayette, Greenbrier, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, Wyoming

BOISE, Ida.

Population	309,900
Families	94,400
E.B.I.	\$414,120,000

IDAHO: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette;
Twin Falls, Valley, Washington;
OREGON: Baker, Grant, Malheur, Union, Wallowa, Wheeler

BOSTON, Mass.

Population	5,118,600
Families	1,497,100
E.B.I.	\$8,719,169,000

CONNECTICUT: Windham;
MAINE: York;
MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Franklin, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;
NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan;
RHODE ISLAND: Bristol, Kent;
VERMONT: Windham, Windsor

BRIDGEPORT, Conn.†

Population	1,643,400
Families	474,200
E.B.I.	\$3,242,258,000

CONNECTICUT: Fairfield, New Haven;
NEW YORK: Suffolk

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

BRISTOL, Va.-Tenn.

Population	1,864,800
Families	440,300
E.B.I.	\$1,698,635,000

KENTUCKY: Bell, Floyd, Harlan, Knott, Leslie, Letcher, Perry, Pike;
NORTH CAROLINA: Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Madison, Surry, Watauga, Wilkes, Yancey;
TENNESSEE: Carter, Claiborne, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Johnson, McDowell, Mitchell, Sullivan, Unicoi, Washington;
VIRGINIA: Bland, Buchanan, Carroll, Dickenson, Giles, Grayson, Lee, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise, Wythe;
WEST VIRGINIA: Logan, McDowell, Mercer, Mingo, Wyoming

BUFFALO, N.Y.

Population	2,032,500
Families	601,600
E.B.I.	\$3,135,207,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

Television magazine

credits

WTTV

with

670,550 sets

WTTV

Serving 2¼ million people in the
Great Hoosier Heartland
including:

**BLOOMINGTON
INDIANAPOLIS
TERRE HAUTE**

WTTV

abc television network

channel
4

COMING SOON—Another Sarks
Tarzian Station, WPTA—channel 21
Fort Wayne, Indiana

KFVS TELEVISION



MAXIMUM POWER 316,000 W. E.R.P.

Antenna Height: 990 Ft. Above Average Terrain

POPULATION:

Class A Contour 331,587

Class B Contour 676,095

100 Micro-V per M Contour . . 1,078,856

Channel 12

Cape Girardeau, Missouri

167,674 SETS

100 Micro-V per M

Class B

Class A

MISSOURI
KFVS-TV
Cape Girardeau

THE BIG COVERAGE STATION

KFVS-TV FIVE STATE AREA (MILLIONAREA)

Represented By HEADLEY-REED

FFALO, N.Y.—Continued

W YORK: Allegany, Cattaraugus, Chautauqua,
Genesee, Livingston, Niagara, Orleans,
Seneca, Warren, Wyoming;
PENNSYLVANIA: Cameron, Crawford, Elk,
Franklin, Lycoming, Potter, Warren

BRINGTON, Vt.

Population	663,600
Families	186,300
E.B.I.	\$846,058,000

NEW HAMPSHIRE: Coos, Grafton, Sullivan;
NEW YORK: Clinton, Essex, Franklin,
Hamilton, Washington;
VERMONT: Addison, Caledonia, Chittenden,
Franklin, Grand Isle, Lamoille,
Orleans, Rutland, Washington,
Windsor

BELLEVILLE, Mont.

Population	165,300
Families	54,900
E.B.I.	\$269,696,000

MONTANA: Beaver Head, Broad Water,
Crown Butte, Gallatin, Granite, Jefferson,
Judith, Lewis and Clark, Madison, Park, Powell,
Silver Bow

BELLVILLE, Mich.

Population	751,300
Families	218,700
E.B.I.	\$966,818,000

MICHIGAN: Alcona, Alpena, Antrim, Arenac, Bay,
Benzie, Charlevoix, Cheboygan, Clare, Crawford,
Emet, Gladwin, Grand Traverse, Gratiot,
Hillsdale, Isabella, Kalkaska, Lake, Leelanau,
Mackinac, Mason, Mecosta, Midland, Missaukee,
Montcalm, Montmorency, Muskegon, Newaygo,
Ogemaw, Ogemaw, Osceola, Oscoda, Otsego,
Presque Isle, Roscommon, Wexford

CAPE GIRARDEAU, Mo.

Population	1,027,000
Families	309,400
E.B.I.	\$1,092,511,000

ILLINOIS: Alexander, Franklin, Gallatin,
Hamilton, Hardin, Jackson, Jefferson, Johnson,
Madison, Perry, Pope, Pulaski, Randolph,
Sane, Union, Washington, White, Williamson;
KENTUCKY: Ballard, Caldwell, Calloway,
Crittenden, Fulton, Graves, Hickman,
Linton, Lyon, Marshall, McCracken, Trigg;
MISSOURI: Bollinger, Butler, Cape Girardeau,
Carter, Dunklin, Madison, Mississippi,
New Madrid, Perry, Reynolds, Ripley,
St Genevieve, Scott, Stoddard, Wayne, Pemiscot;
TENNESSEE: Lake, Obion, Weakley

CLEVELAND, N.M.

Population	178,800
Families	50,100
E.B.I.	\$292,286,000

NEW MEXICO: Chaves, Eddy, Lea;
TEXAS: Loving, Reeves

CANTON, N.Y.

Population	336,800
Families	96,700
E.B.I.	\$422,570,000

NEW YORK: Franklin, Jefferson, Lewis,
Oswego, St. Lawrence

CASPER, Wyo.

Population	62,600
Families	19,900
E.B.I.	\$120,722,000

WYOMING: Carbon, Converse, Natrona

CEDAR RAPIDS-WATERLOO, Iowa

Population	1,293,500
Families	391,800
E.B.I.	\$1,989,657,000

ILLINOIS: Carroll, Jo Daviess;
IOWA: Allawakee, Benton, Black Hawk, Brewer,
Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw,
Clayton, Davis, Delaware, Des Moines, Dubuque,
Fayette, Floyd, Franklin, Grundy, Hamilton,
Hancock, Hardin, Henry, Howard, Iowa, Jackson,
Jefferson, Johnson, Jones, Keokuk, Linn, Louisa,
Mahaska, Marshall, Mitchell, Muscatine, Poweshiek,
Tama, Van Buren, Wapello, Washington,
Winnebago, Winneshiek, Worth, Wright;
WISCONSIN: Crawford, Grant, Vernon

CHAMPAIGN, Ill.

Population	1,550,500
Families	481,500
E.B.I.	\$2,473,223,000

ILLINOIS: Bureau, Champaign, Christian,
Clark, Clay, Coles, Crawford, Cumberland,
DeWitt, Douglas, Edgar, Edwards, Effingham,
Fayette, Ford, Iriquois, Jasper, LaSalle,
Lawrence, Livingston, Logan, McLean,
Macon, Marshall, Mason, Menard, Montgomery,
Morgan, Moultrie, Piatt, Putnam, Richland,
Sangamon, Shelby, Stark, Vermillion,
Wabash, Wayne, Woodford;
INDIANA: Benton, Fountain, Jasper,
Montgomery, Newton, Parke, Tippecanoe,
Vermillion, Warren

CHARLESTON, S.C.

Population	1,234,300
Families	290,200
E.B.I.	\$1,015,021,000

GEORGIA: Appling, Bryan, Bullock, Candler,
Effingham, Evans, Liberty, Love, McIntosh,
Telford, Toombs, Wayne;
NORTH CAROLINA: Bladen, Brunswick, Columbus,
Pender, Robeson;
SOUTH CAROLINA: Allendale, Bamberg, Barnwell,
Beaufort, Berkeley, Calhoun, Charleston,
Clarendon, Colleton, Dillon, Dorchester,
Florence, Georgetown, Hampden, Horry,
Jasper, Lee, Marion, Orangeburg, Sumter,
Williamsburg

CHARLESTON-HUNTINGTON, W.Va.

Population	2,281,200
Families	577,000
E.B.I.	\$2,436,546,000

KENTUCKY: Boyd, Breathitt, Carter, Elliott,
Estill, Fleming, Floyd, Greenup, Johnson,
Knott, Lawrence, Lee, Letcher, Lewis, Magoffin,
Martin, Menifee, Morgan, Perry, Pike, Powell,
Rowan, Wolfe;
OHIO: Athens, Gallia, Hocking, Jackson,

KWWL-TV

Channel

7

Maximum Power
316,000 Watts
Tower 1,125 ft.
Above Average
Terrain

Sells
**THE ENTIRE
EASTERN
IOWA
AREA**

KWWL-TV
delivers
Exclusive NBC
Coverage
to the Prime
CEDAR RAPIDS
and
WATERLOO
Markets

LESS DUPLICATION

Reaches 50,000 TV Families
not served by Any other
Eastern Iowa Station

KWWL-TV

Channel 7

National Representative
Avery-Knodel, Inc.

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power.
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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?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

Individual breakdowns available

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

Because all the data in the Data 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, N. Y. 22, N. Y.

CHARLESTON-HUNTINGTON, W. Va.—Continued

Lawrence, Meigs, Pike, Scioto, Vinton, Washington;
 VIRGINIA: Buchanan, Dickenson, Russell, Wise;
 WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Dodridge, Fayette, Gilmer, Greenbrier, Jackson, Kanawha, Lewis, Lincoln, Logan, McDowell, Mason, Mingo, Monroe, Nicholas, Pocahontas, Putnam, Raleigh, Ritchie, Roane, Summers, Upshur, Wayne, Webster, Wirt, Wood, Wyoming

CHARLOTTE, N.C.

Population	3,348,800
Families	851,400
E.B.I.	\$3,737,751,000

NORTH CAROLINA: Alexander, Alleghany, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Cumberland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Hoke, Iredell, Jackson, Lincoln, McDowell, Macon, Madison, Mecklenberg, Mitchell, Montgomery, Moore, Polk, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanly, Surry, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey;
 SOUTH CAROLINA: Cherokee, Chester, Chesterfield, Darlington, Dillon, Edgefield, Fairfield, Florence, Greenville, Greenwood, Kershaw, Lancaster, Laurens, Lee, Lexington, Marion, Marlboro, Newberry, Saluda, Spartanburg, Sumter, Union, York;
 TENNESSEE: Johnson (33%), Sullivan (33%), Unicoi, Washington (33%)

CHATTANOOGA, Tenn.

Population	779,900
Families	205,000
E.B.I.	\$811,618,000

ALABAMA: DeKalb, Jackson;
 GEORGIA: Catoosa, Chattooga, Dade, Floyd, Gilmer, Gordon, Murray, Walker, Whitfield;
 NORTH CAROLINA: Cherokee, Clay, Graham, Swain;
 TENNESSEE: Bledsoe, Bradley, Hamilton, McMinn, Marion, Meigs, Monroe, Polk, Rhea, Roane, Sequatchie, Van Buren

CHEYENNE, Wyo.

Population	359,200
Families	107,900
E.B.I.	\$584,001,000

COLORADO: Eagle, Grand, Jackson, Larimer, Logan, Summit, Washington
 NEBRASKA: Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan, Sioux;
 WYOMING: Albany, Carbon, Converse, Goshen, Laramie, Natrona, Niobrara, Platte

CHICAGO, Ill.

Population	7,552,500
Families	2,310,700
E.B.I.	\$15,777,746,000

ILLINOIS: Boone, Bureau, Cook, DeKalb, DuPage, Ford, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, Livingston, McHenry, Will;
 INDIANA: Benton, Carroll, Fulton, Jasper, Lake, LaPorte, Marshall, Newton, Porter, Pulaski, St. Joseph, Starke, White;

MICHIGAN: Berrien;
 WISCONSIN: Kenosha, Racine, Walworth

CHICO, Cal.

Population	389,500
Families	124,200
E.B.I.	\$630,076,000

CALIFORNIA: Butte, Colusa, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Sutter, Tehama, Trinity, Yolo, Yuba

CINCINNATI, Ohio

Population	232,700
Families	699,400
E.B.I.	\$3,653,968,000

INDIANA: Dearborn, Decatur, Fayette, Franklin, Jefferson, Jennings, Ohio, Ripley, Rush, Scott, Switzerland, Union, Wayne;
 KENTUCKY: Bath, Boone, Bourbon, Bracken, Campbell, Carroll, Clark, Estill, Fayette, Fleming, Franklin, Gallatin, Grant, Harrison, Henry, Kenton, Lewis, Madison, Mason, Menifee, Mercer, Montgomery, Nicholas, Oldham, Owen, Pendleton, Powell, Robertson, Rowan, Scott, Shelby, Trimble, Woodford;
 OHIO: Adams, Brown, Butler, Clermont, Clinton, Darke, Greene, Hamilton, Highland, Preble, Warren

CLEVELAND, Ohio

Population	4,233,700
Families	1,257,500
E.B.I.	\$8,076,212,000

OHIO: Ashland, Ashtrubala, Carroll, Columbiana, Coshocton, Crawford, Cuyahoga, Erie, Geauga, Harrison, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Ottawa, Portage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot;
 PENNSYLVANIA: Crawford, Mercer

CLOVIS, N. M.

Population	106,200
Families	30,400
E.B.I.	\$143,525,000

NEW MEXICO: Curry, Quay, Roosevelt;
 TEXAS: Bailey, Castro, Deaf Smith, Lamb, Parmer

COLORADO SPRINGS-PUEBLO, Colo.

Population	369,800
Families	110,400
E.B.I.	\$475,405,000

COLORADO: Baca, Bent, Cheyenne, Costilla, Crowley, Custer, Douglas, Elbert, El Paso, Fremont, Huerfano, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo

COLUMBIA-JEFFERSON CITY, Mo.

Population	528,600
Families	165,800
E.B.I.	\$649,349,000

MISSOURI: Audrain, Boone, Callaway, Camden, Carroll, Chariton, Cole, Cooper, Dent, Gasconade, Howard, LaCade, Lincoln, Linn, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pike, Pulaski, Ralls, Randolph, Saline, Shelby, Warren

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.



Why N.W. Ayer
Timebuyer
Selects
Crosley WLW
Stations for
Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler
Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation--availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T
Cincinnati

WLW-C
Columbus

WLW-D
Dayton

WLW-A
Atlanta

WLW
Radio

Sales Offices: New York, Cincinnati, Chicago

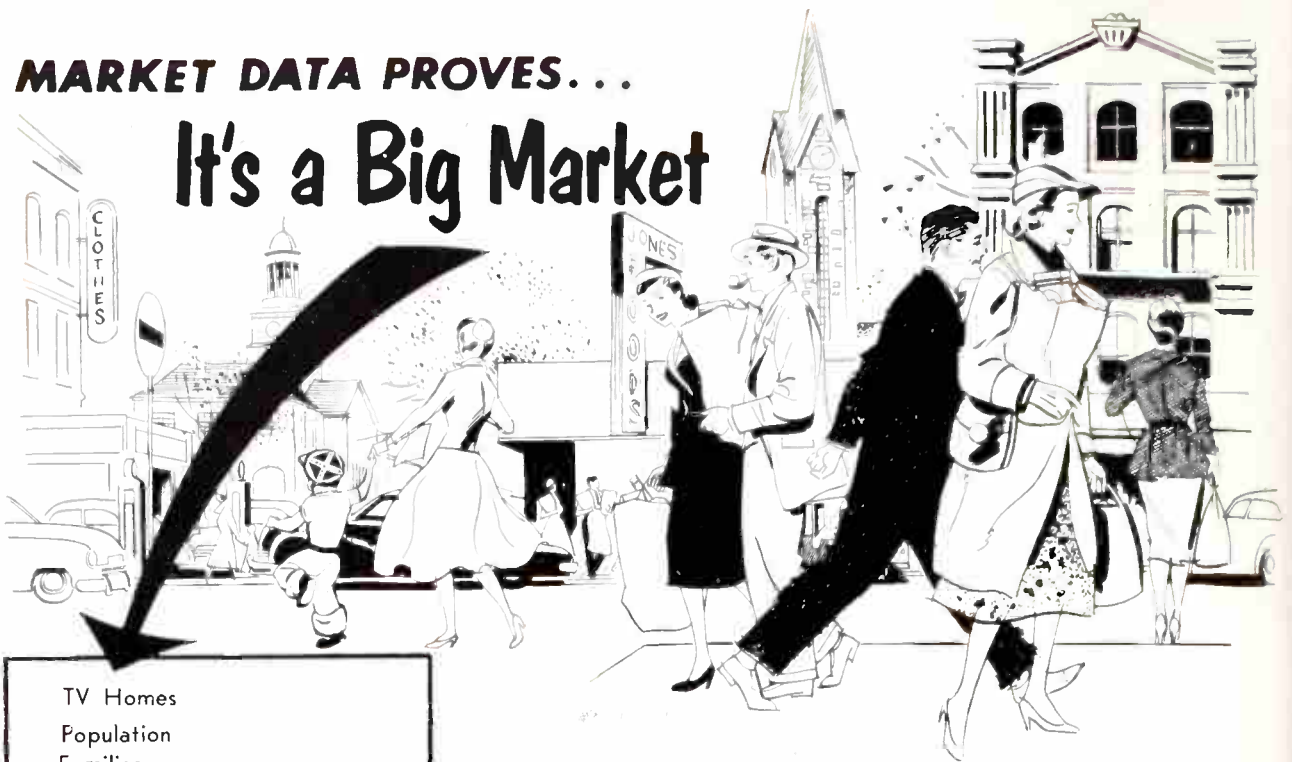
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas Crosley Broadcasting Corporation, a division of



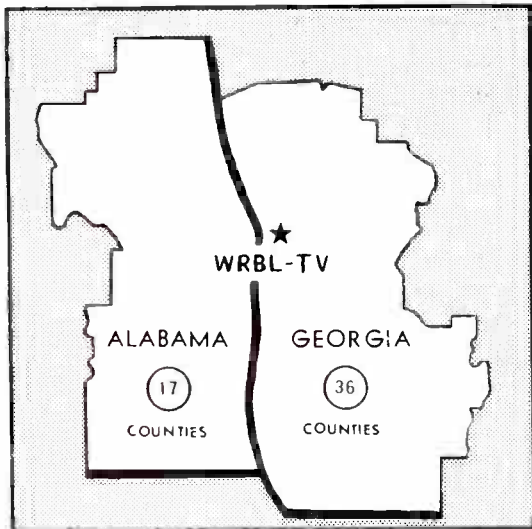
MARKET DATA PROVES...

It's a Big Market





TV Homes
Population
Families
Retail Sales
E.B.I.
*Source: Prelim. Estimates Jan. 1, 1957

**BUT THAT'S ONLY HALF THE STORY...
NIELSEN PROVES . . .**



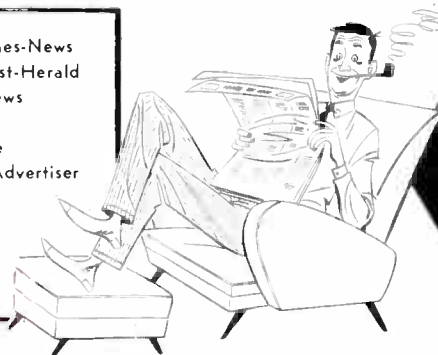
TOTAL COUNTIES 53

It's Big Coverage

Channel **4** WRBL-TV
 
 COLUMBUS, GEORGIA

Here's the combination of TOP programming and TOP coverage that spells BIG audience and BIG response to your TV advertising. Buy WRBL-TV at the lowest cost-per-thousand!

Columbus Ledger	West Point Times-News
Columbus Enquirer	Birmingham Post-Herald
Atlanta Journal	Birmingham News
Atlanta Constitution	Dothan Eagle
Albany Herald	Eufaula Tribune
Albany Journal	Montgomery Advertiser
	Montgomery Journal
	Union Springs Herald
	The Phenix Citizen
	Ellaville Sun



**16 Newspapers carry
Channel 4, Columbus, Ga
program listings . . . proof
of viewing audience!**

CALL HOLLINGBERRY COMPANY

COLUMBIA, S.C.

Population 1,156,600
 Families 279,700
 E.B.I. \$1,098,601,000

SOUTH CAROLINA: Aiken, Allendale, Bamberg, Beaufort, Calhoun, Chester, Chesterfield, Charleston, Colleton, Darlington, Dorchester, Edgefield, Fairfield, Florence, Greenwood, Hampton, Jasper, Lancaster, Laurens, Lee, Lexington, Marion, McCormick, Orangeburg, Richland, Saluda, Sumter, Union, Williamsburg

COLUMBUS, Ga.

Population 1,140,800
 Families 281,100
 E.B.I. \$1,164,802,000

ALABAMA: Barbour, Bullock, Chambers, Dale, DeKalb, Geneva, Henry, Houston, Lee, Macon, Madison, Randolph, Russell, Tallapoosa;
GEORGIA: Baker, Calhoun, Chattahoochee, Clay, Coweta, Crawford, Decatur, Dougherty, Early, Gwinnett, Harris, Lee, Macon, Miller, Mitchell, Muscogee, Peach, Quitman, Randolph, Schley, Seminole, Stewart, Sumter, Talbot, Taylor, Terrell, Thomas, Tift, Troup, Wilkes, Upson, Webster, Worth

COLUMBUS, Miss.

Population 506,600
 Families 127,200
 E.B.I. \$393,471,000

ALABAMA: Fayette, Greene, Lamar, Pickens, Wilcox, Tuscaloosa, Winston;
MISSISSIPPI: Calhoun, Chickasaw, Choctaw, DeWitt, Itawamba, Kemper, Lee, Lowndes, Monroe, Neshoba, Noxubee, Okfuskee, Pontotoc, Webster

COLUMBUS, Ohio

Population 1,571,000
 Families 466,100
 E.B.I. \$2,615,964,000

OHIO: Athens, Champaign, Clark, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Highland, Hocking, Jackson, Knox, Licking, Madison, Marion, Morrow, Muskingum, Perry, Pickaway, Pike, Ross, Union, Vinton, Wood

CORPUS CHRISTI, Tex.

Population 504,500
 Families 132,100
 E.B.I. \$670,443,000

Texas: Aransas, Bee, Brooks, Calhoun, DeWitt, Duval, Goliad, Jackson, Jim Wells, Karnes, Kinney, Kleberg, Live Oak, McMullen, Nueces, Refugio, San Patricio, Victoria

DALLAS-FORT WORTH, Tex.

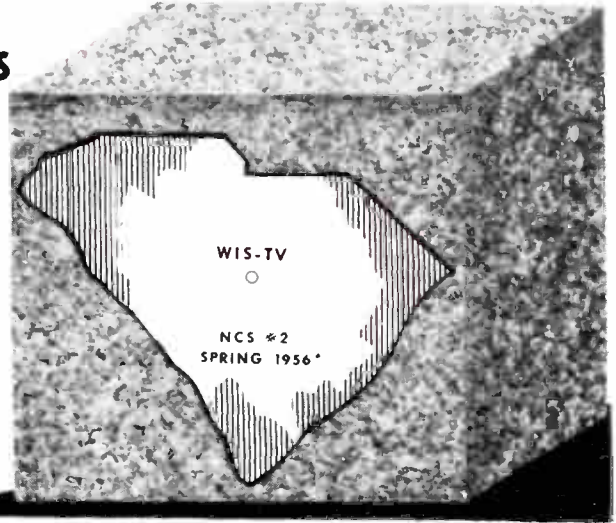
Population 2,480,800
 Families 748,700
 E.B.I. \$3,643,178,000

OKLAHOMA: Bryan, Carter, Choctaw, Cleveland, Love, Marshall, Pushmataha;
Texas: Anderson, Bosque, Brown, Callahan, Camp, Cherokee, Clay, Collin, Comanche, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Falls, Fannin, Franklin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Houston, Hunt, Jack, Johnson, Kaufman, Lamar, Leon, Limestone, Madison.

Market definition, Television Magazine. Market data, Nielsen Media Research. Market Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

CORNERSTONE

of successful
 TV campaigns
 in South
 Carolina
WIS-TV



AGAIN

ARB shows WIS-TV has —
 25 of the top 30 shows
 14 of the top 15 film shows
 10 of the top 10 local live shows

(ARB Columbia, S. C., November, 1956)

WIS-TV ranks 1st in 132 of the 133 total weekday quarter-hours both Columbia stations telecast!

*NCS credits 29 of South Carolina's 46 counties to WIS-TV

WIS-TV



CHANNEL 10

COLUMBIA, SOUTH CAROLINA



PETERS, GRIFFIN, WOODWARD, INC.
 Exclusive National Representatives

President, G. Richard Shaffo
 Managing Director, Charles A. Batson

DALLAS-FT. WORTH, Tex.—Continued

Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Shackelford, Smith, Somervell, Stephens, Tarrant, Titus, Upshur, Van Zandt, Wise, Wood

DANVILLE, Ill.†

Population	537,200
Families	165,600
E.B.I.	\$895,380,000

ILLINOIS: Champaign, Douglas, Edgar, Ford, Iroquois, Sangamon, Vermilion, Warren;
INDIANA: Benton, Fountain, Parke, Vermillion, Warren

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

DAVENPORT, Ia.—ROCK ISLAND, Ill.

Population	1,425,100
Families	439,600
E.B.I.	\$2,284,477,000

ILLINOIS: Bureau, Carroll, Fulton, Hancock, Henderson, Henry, Jo Daviess, Knox, Lee, McDonough, Marshall, Mercer, Ogle, Putnam, Rock Island, Stark, Stephenson, Warren, Whiteside Woodford;
IOWA: Cedar, Clinton, Davis, Des Moines, Dubuque, Henry, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Muscatine, Scott, Van Buren, Washington;
WISCONSIN: Grant, Green, Lafayette

DAYTON, Ohio

Population	1,607,500
Families	479,400
E.B.I.	\$2,759,960,000

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

DAYTONA BEACH, Fla.

Population	324,500
Families	98,100
E.B.I.	\$388,985,000

FLORIDA: Brevard, Flagler, Lake, Marion, Putnam, St. John's, Seminole, Volusia

DECATUR, Ala.†

Population	242,700
Families	62,100
E.B.I.	\$200,243,000

ALABAMA: Cullman, Lawrence, Limestone, Madison, Morgan

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

DECATUR, Ill.†

Population	694,500
Families	214,900
E.B.I.	\$1,155,493,000

ILLINOIS: Champaign, Christian, Coles, Cumberland, DeWitt, Douglas, Effingham (50%), Fayette (50%), Logan, Macon, Mason (75%),

Menard, Montgomery, Moultrie, Platt, Sangamon, Shelby, Tazewell (50%)

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

DENVER, Colo.

Population	1,207,300
Families	374,000
E.B.I.	\$1,983,196,000

COLORADO: Adams, Arapahoe, Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Denver, Douglas, Eagle, Elbert, Gilpin, Grand, Hinsdale, Jackson, Jefferson, Kiowa, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Moffat, Morgan, Park, Phillips, Routt, Sedgwick, Summit, Teller, Washington, Weld, Yuma;
NEBRASKA: Cheyenne, Deuel, Gardeny
WYOMING: Albany, Carbon, Laramie, Natrona

DES MOINES, Iowa

Population	1,023,400
Families	320,900
E.B.I.	\$1,647,251,000

IOWA: Adair, Adams, Appanoosa, Boone, Buena Vista, Calhoun, Carroll, Clarke, Crawford, Dallas, Davis, Decatur, Emmet, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Ringgold, Sac, Stony, Taylor, Union, Wapello, Warren, Wayne, Webster, Wright

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

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.

Central Iowa Loves WHO-TV!

NCS No. 2 CIRCULATION

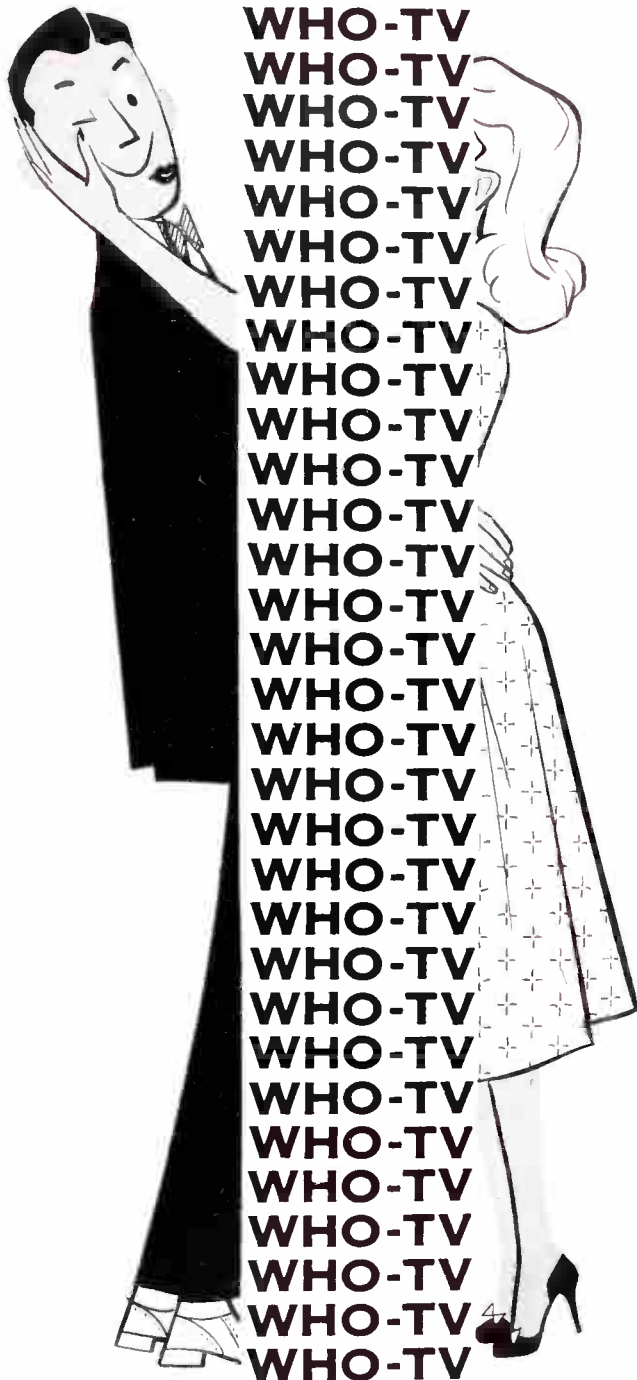
	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320

It gives us a lot of satisfaction that the new Nielsen N.C.S. No. 2 runs very parallel to the audience coverage shown by the 1955 Iowa Television Audience Survey.

N.C.S. No. 2 now proves *again* that, day in and night out, WHO-TV gets into more Central Iowa homes than any other television station in the region!

You who have known the WHO *Radio* operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives



Affiliate

DETROIT, Mich.-WINDSOR, Can.

Population 5,219,700
Families 1,508,600
E.B.I. \$10,447,245,000

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

MONTANA: Carter, Dawson, Fallon, Prairie, Richland, Wibaux;

NORTH DAKOTA: Adams, Billings, Bowman, Dunn, Grant, Golden Valley, Hettinger,

McKenzie, McLean, Mercer, Morton, Mountrail, Oliver, Sioux, Slope, Stark, William;

SOUTH DAKOTA: Carson, Harding, Perkins

ALABAMA: Barbour, Coffee, Covington, Crenshaw, Dale, Geneva, Henry, Houston, Pike;

FLORIDA: Calhoun, Gadsden, Gulf, Holmes, Jackson, Walton, Washington;

GEORGIA: Baker, Calhoun, Clay, Decatur, Early, Grady, Miller, Mitchell, Quitman, Randolph, Seminole

DOTHAN, Ala.

Population 504,000
Families 125,700
E.B.I. \$384,654,000

DULUTH, Minn.-SUPERIOR, Wis.

Population 706,500
Families 208,700
E.B.I. \$896,397,000

DICKINSON, N.D.

Population 191,300
Families 51,900
E.B.I. \$248,648,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

**In every field,
there's one
basic reference
source—**

**in television,
it's**

**TELEVISION
MAGAZINE**

The Big



Best Coverage.... 134,790 Television Homes—32% increase since NCS No. 2!



Top Ratings... One of the *Nation's* highest rated stations—ARB—Pulse!



Highest Tower.... 816½ feet above ground—*Minnesota's* highest tower and finest Channel—*America's* top networks, CBS-ABC!

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

Who is the Man with the Black Tar Heels?

Name: WTVD, Channel 11

Address: Durham-Raleigh, North Carolina

Occupation: Salesman

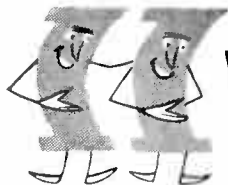
Experience: Dominant salesman in this \$2.1 Billion market for over two and one half years.

Average Number of Calls Made Per Day: 289,580

Identifying Characteristics: Has Black Tar Heels. Always on the move. Readily identifiable by his hard selling and strong programming.

Where Found and With Whom: Can generally be found anywhere coast to coast with members of the Edward Petry gang.

Caution: Approach with care. He is armed with facts and figures concerning why WTVD and the Durham-Raleigh market are a **must buy** in North Carolina.



WTVD
CHANNEL ELEVEN
ABC for Durham-Raleigh

Call Edward Petry Co. about this **must buy** in North Carolina



LUTH, Minn.-SUPERIOR, Wis.—Continued

CHIGAN: Gogebic, Houghton, Ontonagan;
 MNESOTA: Aitkin, Beltrami, Carlton, Cass,
 Farwater, Cook, Crow Wing, Hubbard,
 Ica, Kanabec, Koochiching, Lake,
 e of the Wood, Pine, St. Louis,
 dena;
 WCONSIN: Ashland, Bayfield, Burnett,
 gles, Iron, Price, Rush, Sawyer, Taylor,
 shburn

DURHAM-RALEIGH, N.C.

Population	2,021,400
Families	478,900
E.B.I.	\$2,172,310,000

IRTH CAROLINA: Alamance, Bladen, Caswell,
 Durham, Cumberland, Duplin, Durham, Franklin,
 Inville, Greene, Guilford, Halifax, Harnett,
 ie, Johnston, Lee, Lenoir, Montgomery,
 ore, Nash, Northampton, Orange, Person,
 dolph, Robeson, Rockingham, Sampson,
 ce, Wake, Warren, Wayne, Wilson;
 VIRGINIA: Brunswick, Charlotte, Halifax,
 Wklenburg, Pittsylvania

EAU CLAIRE, Wis.

Population	356,200
Families	109,400
E.B.I.	\$429,746,000

WCONSIN: Barron, Buffalo, Chippewa, Clark,
 Eau Claire, Jackson, Pepin, Pierce,
 Pre, Rusk, Taylor, Trempealeau, Wood

EDORADO, Ark.

Population	232,400
Families	63,200
E.B.I.	\$225,972,000

TAANSAS: Bradley, Calhoun, Cleveland,
 Cumbia, Ouachita, Union;
 LOUISIANA: Bienville, Claiborne, Lincoln, Union

ELKHART, IND.—See South Bend-Elkhart

ELIRA, N.Y.†

Population	411,900
Families	122,200
E.B.I.	\$579,575,000

EW YORK: Chemung, Schuyler, Steuben, Tioga,
 Tinkins, Yates;
 PINSYLVANIA: Bradford, Tioga

Due to conflicting research data, this market has
 been reevaluated pending further study.

EL PASO, Tex.-JUAREZ, Mex.

Population	407,300
Families	100,800
E.B.I.	\$566,719,000

EW MEXICO: Dona Ana, Grant, Hidalgo,
 Ecoln, Luna, Otero, Sierra;
 TIAS: Brewster, Culberson, El Paso,
 Edspeth, Jeff Davis, Presidio

ELID, Okla.

Population	1,017,400
Families	314,500
E.B.I.	\$1,457,147,000

Market definition, Television Magazine. Market data,
 Sales Management '56 Survey of Buying Power.
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Oklahoma City is our Front Yard...

To completely buy the Oklahoma City market
 You Need KGEO's selling power . . . 100,000
 watts — 1356 ft. tower.

ENID • OKLAHOMA CITY

KGEO-TV

The Center of Attraction



ERIC PORTMAN AND MARGARET LEIGHTON IN SEPARATE TABLES

"A PACKED HOUSE EVERY PERFORMANCE"

A LOOK AT THE BOX OFFICE*

	National Average	WICU
EDDIE FISHER	9.2	40.0
MICKEY MOUSE CLUB	16.8	34.8
BIG STORY	21.7	49.0
PEOPLE ARE FUNNY	16.3	45.0
FORD THEATRE	13.2	39.8
LORETTA YOUNG	19.9	44.5
TV PLAYHOUSE	20.6	48.0
GEORGE GOBEL	26.4	49.0
PERRY COMO	28.5	49.0
CAESAR'S HOUR	27.9	50.0

*Telepulse November 1956

All the world's a stage . . . but some stages are more desirable than others . . . especially WICU's in Erie, Pa.

Around WICU, every spot tv franchise shines on stage with professional luster.

Over at WICU, programming really packs in the audience for miles around, both matinees and evenings. (Check box office score.)

Around WICU, clients with a secret yen for the legitimate stage are launched into show business with an accent on "business".

Specific marketing details concerning the Erie stage can be found by taking the aisle to the far right . . .

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By **EDWARD PETRY AND CO., INC.**

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

ENID, Okla.—Continued

KANSAS: Barber, Cowley, Harper, Sumner;
OKLAHOMA: Alfalfa, Blaine, Caddo, Canadian, Cleveland, Creek, Custer, Dewey, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, Major, Noble, Oklahoma, Osage, Pawnee, Payne, Washita, Woods, Woodward

ERIE, Pa.

Population	321,500
Families	94,900
E.B.I.	\$544,974,000

OHIO: Ashtabula;
PENNSYLVANIA: Erie

EUGENE, Ore.

Population	456,700
Families	143,100
E.B.I.	\$686,077,000

OREGON: Benton, Coos, Crook, Deschutes, Douglas, Lane, Lincoln, Linn, Polk

EUREKA, Cal.

Population	180,800
Families	58,100
E.B.I.	\$309,991,000

CALIFORNIA: Del Norte, Humboldt, Mendocino;
OREGON: Curry

EVANSVILLE, Ind.-HENDERSON, Ky.

Population	970,400
Families	290,300
E.B.I.	\$1,223,615,000

ILLINOIS: Edwards, Gallatin, Hamilton, Hardin, Lawrence, Massac, Pope, Richland, Saline, Wabash, Wayne, White;
INDIANA: Crawford, Daviess, Dubois, Gibson, Knox, Martin, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick;
KENTUCKY: Breckenridge, Caldwell, Christian, Crittenden, Daviess, Hancock, Henderson, Hopkins, Livingston, Lyon, Marshall, McLean, Muhlenberg, Ohio, Trigg, Union, Webster

FARGO, N.D.

Population	738,700
Families	200,300
E.B.I.	\$890,557,000

MINNESOTA: Becker, Beltrami, Big Stone, Cass, Clay, Clearwater, Douglas, Grant, Hubbard, Kittson, Mahanomen, Marshall, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin;
NORTH DAKOTA: Barnes, Benson, Cass, Dickey, Eddy, Foster, Grand Forks, Griggs, LaMoure, Logan, McIntosh, Nelson, Pembina, Ransom, Richland, Sargent, Steele, Stutsman, Traill, Walsh, Wells;
SOUTH DAKOTA: Codrington, Day, Grant, Marshall, Roberts

FAYETTEVILLE, N.C.†

Population	321,000
Families	69,900
E.B.I.	\$309,894,000

NORTH CAROLINA: Bladen (50%), Cumberland, Harnett, Hoke, Johnston (10%), Lee (50%),

Market definition, Television Magazine. Market Data Sales Management '56 Survey of Buying Power. Reproduction of any of above data not license

... (25%), Robeson (50%), Sampson (75%),
 ... (10%)

... to conflicting research data, this market has
 ... been reevaluated pending further study.

ENCE, S.C.

Population	1,263,000
Families	288,500
E.B.I.	\$1,084,103,000

TH CAROLINA: Anson, Bladen, Brunswick,
 ... Cumberland, Hoke, Moore,
 ... Hanover, Pender, Richmond, Robeson,
 ... son, Scotland, Union;
TH CAROLINA: Calhoun, Chesterfield,
 ... don, Darlington, Dillon, Florence,
 ... getown, Horry, Kershaw, Lancaster,
 ... Aarion, Marlboro, Sumter, Williamsburg

R DODGE, Iowa

Population	150,500
Families	45,700
E.B.I.	\$241,632,000

CA: Calhoun, Franklin, Humboldt,
 ... ash, Pocahontas, Webster, Wright

LAUDERDALE, Fla.—See Miami-Ft. Lauderdale

MYERS, Fla.

Population	93,800
Families	27,500
E.B.I.	\$112,141,000

ADA: Charlotte, Collier, DeSoto,
 ... as, Hardee, Hendry, Highlands, Lee

SMITH, Ark.

Population	360,000
Families	103,700
E.B.I.	\$330,025,000

KANSAS: Benton, Boone, Carroll, Crawford,
 ... rranin, Johnson, Logan, Madison, Montgomery,
 ... evon, Polk, Sebastian, Scott, Washington;
KTHOMA: Adair, Haskell, LeFlore, Sequoyah

ORWAYNE, Ind.

Population	760,700
Families	233,000
E.B.I.	\$1,240,872,000

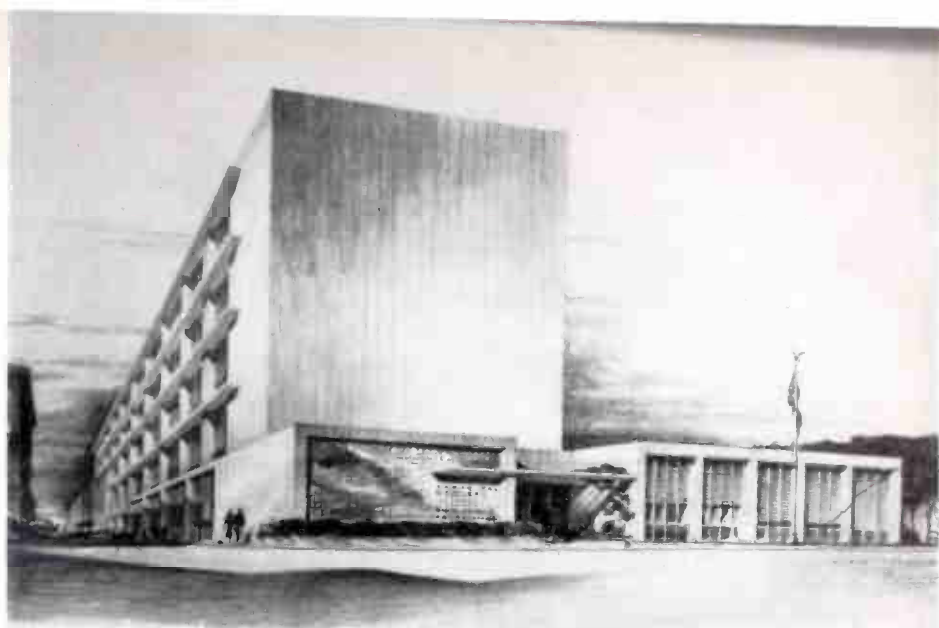
NEENA: Adams, Allen, DeKalb,
 ... urnington, Kosciusko, LaGrange, Miami,
 ... hob, Steuben, Wabash, Wells, Whitley;
OH: Allen, Defiance, Henry, Mercer,
 ... auling, Putnam, Van Wert, Williams

WORTH-DALLAS, Tex.

Population	2,480,800
Families	748,700
E.B.I.	\$3,643,178,000

YAHOMA: Bryan, Carter, Choctaw, Love,
 ... ehall, Pushmataha;
EAS: Anderson, Bosque, Brown, Callahan,
 ... ap, Cherokee, Clay, Collin, Comanche, Cooke,
 ... as, Delta, Denton, Eastland, Ellis, Erath,
 ... ay, Fannin, Franklin, Freestone, Grayson,
 ... eilton, Henderson, Hill, Hood, Hopkins,
 ... atson, Hunt, Jack, Johnson, Kaufman, Lamar,

Market definition, Television Magazine. Market data,
 ... as Management '56 Survey of Buying Power.
 ... Reduction of any of above data not licensed.



MUNICIPAL OFFICES FOR THE CITY OF ERIE

WICU, ERIE . . . THE PICK OF THE PACKED HOUSES . . .

In the language of show business, a packed house means a full till and a long run. Likewise, when a market area sizzles with restless bulldozers, riveting guns, expanding industries and additional transportation arteries the forecast indicates a continuation of "A PACKED HOUSE EVERY PERFORMANCE".

IN THE WICU MARKETING AREA, FOR EXAMPLE:

- KAISER ALUMINUM will invest half a million in new plant facilities.
- CONSTRUCTION contracts of two and a half million were awarded during just one month — November, 1956.
- FREEWAY — immediate construction of a 46-mile \$62,000,000 roadway will boom new business and up traffic flow throughout Erie county.
- GENERAL ELECTRIC CO. is continuing a \$27,000,000 expansion program. Erie Forge and Steel, Odin Stove and Bucyrus-Erie announce new plant operations.

No doubt about it, Erie, Pa. is a "PACKED HOUSE" worthy of every client interested in performing before a well heeled audience.

For immediate seating on the aisle contact Petry or Ben McLaughlin, WICU Station Manager.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By **EDWARD PETRY AND CO., INC.**

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

BEST BUY IN GALVESTON-HOUSTON



COMPARE COST PER THOUSAND*

KGUL-TV	\$1.23
Station B	\$1.40
Station C	\$1.59

*Based on one time rate for 30, weighted for each time classification. Average ratings projected to total television homes, Television Magazine, March, 1957

KGUL-TV'S 47 COUNTY MARKET

POPULATION	2,272,900
FAMILIES	657,600
EFFECTIVE BUYING INCOME	3,468,926,000
TV SET COUNT	523,220



CHANNEL ELEVEN



GULF TELEVISION CORP. • GALVESTON, TEXAS

The only station delivering primary city signal to both Galveston and Houston

WORTH-DALLAS, Tex.—Continued

Limestone, Madison, Montague, Navarro, Pinto, Parker, Rains, Red River, Rockwall, Stafford, Smith, Somervell, Stephens, Tarrant, Upshur, Van Zandt, Wise, Wood

O-TULARE, Cal.

Population 844,500
Families 254,800
E.B.I. \$1,277,824,000

ORNIA: Fresno, Kern (25%), Kings, Madera, Madera, Merced, Stanislaus, Tulare

WESTON-HOUSTON, Tex.

Population 2,272,900
Families 657,600
E.B.I. \$3,468,926,000

Angelina, Aransas, Austin, Bastrop, Brazoria, Brazos, Burleson, Calhoun, Chambers, Colorado, DeWitt, Fayette, Fort Bend, Galveston, Goliad, Grimes, Hardin, Houston, Jackson, Jasper, Jefferson, Lavaca, Lee, Leon, Liberty, Matagorda, Montgomery, Pecos, Pecos, Newton, Orange, Polk, Rockwall, Sabine, San Augustine, San Jacinto, Taylor, Tyler, Victoria, Walker, Waller, Wharton

GRAND FORKS, N.D.

Population 172,900
Families 46,000
E.B.I. \$220,636,000

MINNESOTA: Kittson, Marshall, Pennington, Red Lake, Roseau;
SOUTH DAKOTA: Grand Forks, Pembina, Walsh

GRAND JUNCTION, Colo.

Population 113,600
Families 33,900
E.B.I. \$131,700,000

COLORADO: Delta, Dolores, LaPlata, Montezuma, Montrose, Ouray, San Juan, San Miguel

GRAND RAPIDS, Mich.

Population 1,679,600
Families 502,400
E.B.I. \$2,662,987,000

MICHIGAN: Allegan, Barry, Branch, Calhoun, Cass, Clare, Clinton, Eaton, Gladwin, Ingham, Ionia, Isabella, Kalamazoo, Kent, Lake, Manistee, Mason, Mecosta, Midland, Montcalm, Muskegon, Oshtemo, Oceana, Osceola, Ottawa, Van Buren, Van Buren, Wexford

GIAT BEND, Kan.

Population 508,100
Families 157,800
E.B.I. \$778,186,000

KANSAS: Barber, Barton, Clark, Cloud, Comanche, Decatur, Edwards, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Haskell, Hodgeman, Jewell, Kearny, Kiowa, Lincoln, Logan, McPherson, Meade, Mitchell, Ness, Norton, Osborne, Ottawa, Pymme, Phillips, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott,

Seward, Sheridan, Smith, Stafford, Thomas, Trego, Wichita

GREAT FALLS, Mont.

Population 208,800
Families 66,800
E.B.I. \$374,837,000

MONTANA: Blaine, Broadwater, Cascade, Chouteau, Fergus, Gallatin, Glacier, Hill, Jefferson, Judith Basin, Lewis & Clark, Liberty, Madison, Meagher, Pondera, Teton, Toole

GREEN BAY, Wis.

Population 1,627,100
Families 466,000
E.B.I. \$2,161,318,000

MICHIGAN: Alger, Baraga, Benzie, Charlevoix, Cheboygan, Delta, Dickinson, Emmet, Grand Traverse, Houghton, Iron, Keweenaw, Leelanau, Luce, Manistee, Marquette, Mason, Menominee, Oceana, Schoolcraft; Wexford;
WISCONSIN: Adams, Brown, Calumet, Clark, Columbia, Dodge, Door, Florence, Fond du Lac, Forest, Green Lake, Juneau, Kewaunee, Langlade, Lincoln, Manitowoc, Marathon, Marinette, Marquette, Oconto, Oneida, Outagamie, Ozaukee, Portage, Shawano, Sheboygan, Vilas, Washington, Waupaca, Waushara, Winnebago, Wood

GREENSBORO, N.C.

Population 2,232,500
Families 551,600
E.B.I. \$2,600,769,000

NORTH CAROLINA: Alamance, Cabarrus, Caswell, Chatham, Cumberland, Davidson, Davie, Durham, Forsyth, Franklin, Granville, Guilford, Harnett, Hoke, Iredell, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Scotland, Stanly, Stokes, Surry, Vance, Wake, Warren, Yadkin;
VIRGINIA: Bedford, Bland, Carroll, Floyd, Franklin, Grayson, Halifax, Henry, Mecklenburg, Patrick, Pittsylvania, Smyth, Wythe

GREENVILLE-WASHINGTON, N.C.

Population 1,496,700
Families 344,100
E.B.I. \$1,460,140,000

NORTH CAROLINA: Beaufort, Bertie, Bladen, Brunswick, Carteret, Chowan, Craven, Cumberland, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pamlico, Pender, Pitt, Sampson, Tyrrell, Vance, Wake, Warren, Washington, Wayne, Wilson

GREENVILLE-SPARTANBURG, S.C.

Population 1,822,500
Families 461,700
E.B.I. \$1,974,890,000

GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln, Madison, Oglethorpe, Rabun, Stephens, Taliaferro, Towns, White, Wilkes;
NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey;
SOUTH CAROLINA: Abbeville, Anderson,

353,840 TV SETS!

TREMENDOUS MARKET GROWTH
TREMENDOUS INCREASED COVERAGE!
*“NEAREST TO HEAVEN” Highest antenna in Wisconsin and in 5 state area. 1165 ft. above average terrain.

MORE THAN A BILLION IN RETAIL SALES
\$317,013,600
GROSS CASH FARM INCOME
\$250,724,900 FOOD SALES

A MILLION PEOPLE
1/3 of the population of Wisconsin live in Big 5's Big Circle.

THE MULTI MARKET STATION
several far-above-average markets within the one big SUPERmarket.

COMPLETELY BLANKETS the famous Industrial - Agricultural Counties from Milwaukee to upper Michigan . . . from Stevens Point to Lake Michigan



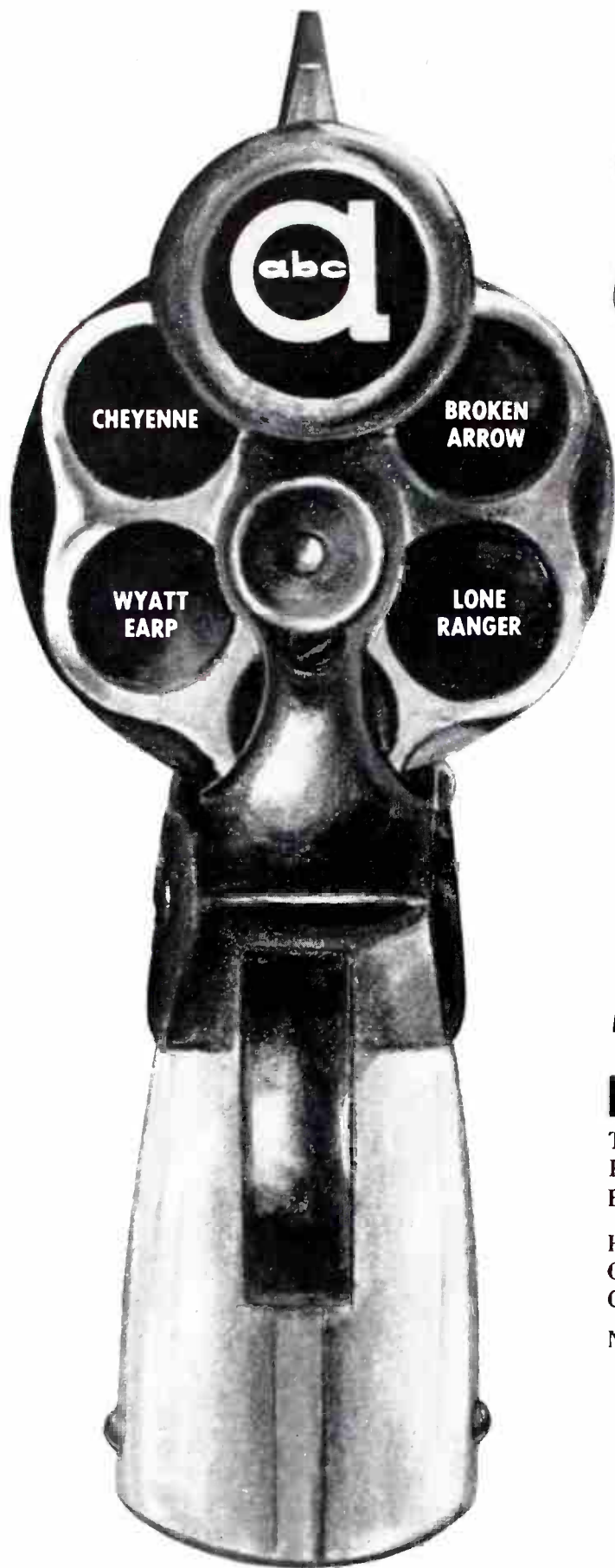
CHANNEL 5
ABC ★ CBS

Green Bay, Wisconsin

ASK HEADLEY-REED



Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.



TOP GUN

**IN THE HOUSTON
MARKET!**

*We've Got The Rating
Rustlers on the Run.
They're Lookin'
Down the Barrel
of Houston's Top Gun.*

ABC's great program
line-up plus KTRK-TV's
hard riding promotion
and local showmanship
have done the job.

- EQUAL RATINGS • LOWER RATES
- EXCLUSIVE MERCHANDISING PLAN

HOUSTON'S BEST BUY!

KTRK-TV

The Chronicle Station, Channel 13
P. O. Box 12, Houston 1, Texas — ABC
Basic

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

National Representatives:

Geo. P. Hollingbery Company
500 Fifth Avenue
New York 36, New York

EVANSVILLE-SPARTANBURG, S.C.—Continued

rooke, Chester, Edgefield, Fairfield,
 enville, Greenwood, Laurens, McCormick,
 yberry, Oconee, Pickens, Saluda,
 anburg, Union, York

WINNAB, Mo.—QUINCY, Ill.

Population 647,400
 Families 209,600
 E.B.I. \$854,117,000

NOIS: Adams, Brown, Calhoun, Cass,
 on, Greene, Hancock, Jersey, McDonough,
 gan, Pike, Schuyler, Scott;

IA: Davis, Lee, Van Buren;
 IOURI: Adair, Audrain, Callaway, Clark,
 eard, Knox, Lewis, Lincoln, Macon,
 on, Monroe, Montgomery, Pike, Purnam,
 Randolph, Schuyler, Scotland, Shelby,
 van, Warren

WILMINGTON-WESLACO, Tex.

Population 546,800
 Families 128,900
 E.B.I. \$527,334,000

AS: Brooks, Cameron, Hidalgo,
 Hogg, Jim Wells, Kenedy, Kleberg,
 Webb, Willacy, Zapata

WINCHESTER, N.C.—CHARISBURG, Ill.

Population 285,300
 Families 93,900
 E.B.I. \$356,141,000

NOIS: Clay, Franklin, Gallatin, Hamilton,
 Macon, Jefferson, Saline, Wayne,
 e, Williamson

WINCHESTER, Pa.†

Population 877,600
 Families 254,800
 E.B.I. \$1,396,384,000

PENNSYLVANIA: Adams (50%), Cumberland,
 Dauphin, Juniata, Lancaster (75%), Lebanon,
 Millin, Northumberland (50%), Perry,
 Schuylkill (25%), Snyder, York (25%)

Due to conflicting research data, this market has
 not been reevaluated pending further study.

WINCHESTER, Va.*

Population 608,100
 Families 154,100
 E.B.I. \$647,664,000

VIRGINIA: Albemarle, Augusta, Bath, Clarke,
 Coeper, Fauquier, Fluvanna, Frederick (50%),
 Gene, Highland, Loudoun, Louisa, Madison,
 Nelson, Orange, Page, Rappahannock, Rockbridge,
 Rockingham, Shenandoah, Spotsylvania, Warren;
 WEST VIRGINIA: Berkeley, Grant, Hampshire,
 Hardy, Jefferson, Mineral, Morgan, Pendleton,
 Raleigh, Randolph, Tucker

This market has not been reevaluated pending
 further study.

WINDSOR-NEW BRITAIN, Conn.

Population 1,414,100
 Families 412,000
 E.B.I. \$2,693,488,000

CONNECTICUT: Hartford, Litchfield, Middlesex,
 Windham;
 MASSACHUSETTS: Franklin, Hampden, Hampshire

WINCHESTER, Ky.—EVANSVILLE, Ind.

Population 970,400
 Families 290,300
 E.B.I. \$1,223,615,000

ILLINOIS: Edwards, Gallatin, Hamilton, Hardin,
 Lawrence, Massac, Pope, Richland, Saline,
 Wabash, Wayne, White;

INDIANA: Crawford, Daviess, Dubois, Gibson,
 Knox, Mariin, Perry, Pike, Posey, Spencer,
 Vanderburgh, Warrick;

KENTUCKY: Breckenridge, Caldwell, Christian,
 Crittenden, Daviess, Hancock, Henderson, Hopkins,
 Livingston, Lyon, Marshall, McLean, Muhlenberg,
 Ohio, Trigg, Union, Webster

WINCHESTER, Nev.—See Las Vegas-Henderson

WINCHESTER, Tex.—HOUSTON-GALVESTON, Tex.

Population 2,272,900
 Families 657,600
 E.B.I. \$3,468,926,000

TEXAS: Angelina, Aransas, Austin, Bastrop, Bee,
 Brazoria, Brazos, Burleson, Calhoun, Chambers,
 Colorado, DeWitt, Fayette, Fort Bend, Freestone,
 Galveston, Goliad, Grimes, Hardin, Harris,
 Houston, Jackson, Jasper, Jefferson, Karnes,
 Lavaca, Lee, Leon, Liberty, Madison, Matagorda,
 Montgomery, Nacogdoches, Newton, Orange, Polk,
 Refugio, Sabine, San Augustine, San Jacinto,
 Trinity, Tyler, Victoria, Walker, Waller,
 Washington, Wharton

WINCHESTER, Neb.

Population 516,300
 Families 163,100
 E.B.I. \$659,896,000

KANSAS: Clay, Cloud, Decatur, Graham,
 Jewell, Mitchell, Norton, Osborne, Phillips,
 Republic, Rooks, Sheridan, Smith, Washington;

NEBRASKA: Adams, Blaine, Boone, Boyd,
 Brown, Buffalo, Cherry, Clay, Custer,
 Dawson, Fillmore, Franklin, Furnas,
 Garfield, Gosper, Greeley, Hall, Hamilton,
 Harlan, Holt, Howard, Jefferson, Kearney,
 Keya Paha, Loup, Merrick, Nance, Nuckolls,
 Phelps, Polk, Rock, Saline, Seward, Sherman,
 Thayer, Valley, Webster, Wheeler, York

WINCHESTER, Miss.

Population 548,400
 Families 141,900
 E.B.I. \$497,290,000

ALABAMA: Washington;
 LOUISIANA: Washington;
 MISSISSIPPI: Covington, Forrest, George,
 Greene, Hancock, Harrison, Jackson, Jasper,
 Jefferson Davis, Jones, Lamar, Lawrence,
 Marion, Pearl River, Perry, Simpson, Smith,
 Walthall, Wayne

WINCHESTER, W.Va.—HUNTINGTON-CHARLESTON, W.Va.

Population 2,281,200
 Families 577,000
 E.B.I. \$2,436,546,000

KENTUCKY: Boyd, Breathitt, Carter, Elliott,
 Estill, Fleming, Floyd, Greenup, Johnson,
 Knott, Lawrence, Lee, Letcher, Lewis,
 Magoffin, Martin, Menifee, Morgan, Perry,
 Pike, Powell, Rowan, Wolfe;

OHIO: Athens, Gallia, Hocking, Jackson,
 Lawrence, Meigs, Pike, Scioto, Vinton,
 Washington;
 VIRGINIA: Buchanan, Dickenson, Russell, Wise;
 WEST VIRGINIA: Barbour, Boone, Braxton, Cabell,

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4 P.M.

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for WFBM-TV's claim to coverage
unmatched by any other Indiana station

- More TV homes
- More monthly coverage
- More weekly coverage
- More daytime circulation
daily and weekly
- More nighttime circulation
daily and weekly

Healthy circulation: WFBM-TV's circulation represents 60% of the total enjoyed by 9 other Indiana TV stations combined.

Better than half: Our NCS #2 Area contains more than half the state's population, homes, retail volume, and nearly 3/4 of Indiana's cash farm income.

b m INDIANAPOLIS

Represented nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids: WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul

HUNTINGTON-CHARLESTON, W Va.—Continued

Celhoum, Clay, Doddridge, Fayette, Gilmer, Greenbrier, Jackson, Kanawha, Lewis, Lincoln, Logan, McDowell, Mason, Mingo, Monroe, Nicholas, Pocahontas, Putnam, Raleigh, Roane, Summers, Upshur, Wayne, Webster, Wirt, Wood, Wyoming

HUTCHINSON-WICHITA, Kan.

Population	1,554,000
Families	325,000
E.B.I.	\$1,629,714,000

KANSAS: Barber, Barton, Butler, Chase, Clark, Clay, Cloud, Comanche, Cowley, Decatur, Dickinson, Edwards, Ellis, Ellsworth, Finney, Ford, Geary, Gove, Graham, Grant, Gray, Harper, Harvey, Haskell, Hodgeman, Jewell, Kearny, Kingman, Kiowa, Lane, Lincoln, McPherson, Marion, Meade, Mitchell, Morris, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Reno, Republic, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Smith, Stafford, Sumner, Trego, Washington

IDAHO FALLS, Ida.

Population	25,000
Families	7,000
E.B.I.	\$322,940,000

IDAHO: Bannock, Bear Lake, Bingham, Blaine, Bonneville, Butte, Camas, Caribou, Cassia, Clark, Custer, Franklin, Fremont, Gooding, Jefferson, Jerome, Lemhi, Lincoln, Madison, Minidoka, Oneida, Power, Teton; WYOMING: Lincoln, Uinta

INDIANAPOLIS, Ind.

Population	2,717,200
Families	645,100
E.B.I.	\$4,499,748,000

ILLINOIS: Clark, Clay, Crawford, Cumberland, Douglas, Edgar, Edwards, Jasper, Lawrence, Richland, Vermilion, Wabash, Wayne; INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Daviess, Decatur, Delaware, Fayette, Fountain, Franklin, Fulton, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Huntington, Jackson, Jasper, Jay, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Marshall, Martin, Miami, Monroe, Montgomery, Morgan, Newton, Owen, Parke, Putnam, Randolph, Ripley, Rush, Shelby, Sullivan, Tippecanoe, Tipton, Union, Vermillion, Vigo, Wabash, Warren, Wayne, White

JACKSON, Miss.

Population	1,307,800
Families	323,400
E.B.I.	\$1,121,701,000

LOUISIANA: Catahoula, Concordia, East Carroll, Madison, Richland, Tensas, West Carroll; MISSISSIPPI: Adams, Amite, Attala, Bolivar, Carroll, Choctaw, Claiborne, Clay, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jefferson Davis, Jones, Kemper, Lamar, Lauderdale, Lawrence, Leake, Leflore, Lincoln, Madison, Marion, Montgomery, Neshoba, Newton, Noxubee, Oktibbeha, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Sunflower, Walthall, Warren, Washington, Webster, Wilkinson, Winston, Yazoo

Market definition, Television Magazine. Market of Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

ON, Tenn.

Population 501,100
Families 139,000
E.B.I. \$448,600,000

CKY: Ballard, Carlisle, Fulton,
n;
SIPPI: Alcorn, Tishomingo;
SSEE: Benton, Carroll, Chester,
It, Decatur, Dyer, Gibson, Hardeman,
Haywood, Henderson, Henry, Lake,
ale, McNairy, Madison, Obion,

ONVILLE, Fla.

Population 1,489,000
Families 395,900
E.B.I. \$1,648,806,000

DA: Alachua, Baker, Bradford, Citrus,
olumbia, Dixie, Duval, Flagler,
n, Gadsden, Gilchrist, Hamilton,
do, Jefferson, Lafayette, Lake, Leon,
iberty, Madison, Marion, Nassau,
a, St. Johns, Seminole, Suwannee,
c Union, Volusia, Wakulla;
DIA: Appling, Atkinson, Bacon, Ben Hill,
i, Brantley, Brooks, Bryan, Camden,
r, Charlton, Clinch, Coffee, Colquitt,
Echols, Evans, Glynn, Irwin,
is, Lanier, Liberty, Long, Lowndes,
nsh, Pierce, Tattnall, Telfair, Thomas,
rs, Ware, Wayne, Wheeler

YFSON CITY-COLUMBIA, Mo.

Population 528,600
Families 165,800
E.B.I. \$649,349,000

ISSURI: Audrain, Boone, Callaway, Camden,
erre, Chariton, Cole, Cooper, Dent, Gasconade,
d, LaClede, Lincoln, Linn, Macon, Maries,
e, Moniteau, Monroe, Montgomery, Morgan,
ag, Pettis, Phelps, Pike, Pulaski, Ralls,
ndph, Saline, Shelby, Warren

YHSON CITY, Tenn.

Population 890,300
Families 214,300
E.B.I. \$797,710,000

ENCKY: Harlan, Perry;
NESSEE: Carter, Claiborne, Cocke, Grainger,
e, Hamblen, Hancock, Hawkins, Jefferson,
hon, Sevier, Sullivan, Unicoi, Union,
angton;
IRINIA: Buchanan, Dickenson, Grayson, Lee,
ustl, Scott, Smyth, Washington, Wise

YHSTOWN, Pa.

Population 4,145,600
Families 1,175,600
E.B.I. \$6,358,959,000

AYLAND: Allegany, Garrett;
ENNSYLVANIA: Allegany, Armstrong, Beaver,
eord, Blair, Butler, Cambria, Cameron,
ere, Clarion, Clearfield, Clinton, Crawford,
Fayette, Forest, Fulton, Greene, Huntingdon,
nana, Jefferson, McKean, Mifflin, Potter,
oerset, Venango, Warren, Washington,
Vimoreland;
VT VIRGINIA: Hampshire, Mineral,
Aiongia, Morgan

in every
television market
there is one
dominant station
... in the 14th*
television market
that station is

WISH-TV

channel **8**

*** INDIANAPOLIS**



WISH-TV has more viewers than all other stations serving Indianapolis combined — 52% share of audience from Sign-On to Sign-Off, Sunday through Saturday. (ARB, January, 1957)

Market definition, Television Magazine. Market data, Census Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.



**YOU MIGHT PITCH A PERFECT WORLD SERIES GAME* —
BUT . . . NIELSEN PROVES YOU NEED WKZO-TV**

**NIELSEN NCS NO. 2
NOVEMBER, 1956**

**TO STRIKE THEM OUT IN
KALAMAZOO-GRAND RAPIDS!**

Station	No. of TV Homes in Area	DAYTIME		NIGHTTIME	
		Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
WKZO-TV	633,120	421,820	292,720	464,530	378,080
STATION B	512,980	310,170	203,170	348,140	278,660

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America's top-20 television markets. In fact, WKZO-TV delivers more viewers night-time DAILY than the second station delivers MONTHLY, day or night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo - Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



The Fetzer Stations

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS

*Don Larsen of the Yankees did it on October 3, 1956.

a great new



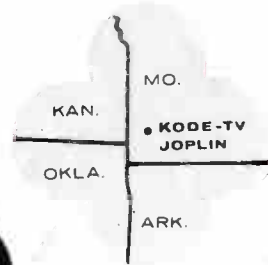
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PITTSBURG

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KODE-TV

131,420 TV HOMES* IN THE JOPLIN-PITTSBURG MARKET
Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

- *NOW 20% HIGHER TOWER—HIGHEST IN 4-STATE COVERAGE AREA
- *NOW 22% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
- *NOW COVERS 131,420 TV HOMES IN JOPLIN-PITTSBURG MARKET—AN ALL-TIME HIGH

*Television Magazine Set Count, March, 1957



316,000 WATTS
CBS-ABC
101 miles Northeast of Tulsa
150 miles South of Kansas City
203 miles East of Wichita
250 miles Southwest of St. Louis



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Harry D. Burke, V.P. & Gen'l Mgr., Rod Gibson, Nat'l Sls. Mgr., 487 Park Ave., N. Y., Rep. by AVERY-KNODEL

JOPLIN, Mo.-PITTSBURG, Kan.

Population	669,800
Families	216,100
E.B.I.	\$757,271,000

- ARIZONA: Benton, Carroll, Washington;
KANSAS: Allen, Anderson, Bourbon, Cherokee, Ccey, Crawford, Labelle, Montgomery, Neosho, Wion, Woodson;
MISSOURI: Barry, Barton, Bates, Cedar, Dade, Jaer, Lawrence, McDonald, Newton, Vernon;
OKLAHOMA: Craig, Delaware, Mayes, Nowata, Okwa

KLAMAZOO, Mich.

Population	2,381,500
Families	715,300
E.B.I.	\$3,922,877,000

- INDIANA: DeKalb, Elkhart, LaGrange, Noble, S Joseph, Steuben, Whitley;
MICHIGAN: Allegan, Barry, Berrien, Branch, Choun, Cass, Clare, Clinton, Eaton, Gladwin, Griot, Hillsdale, Ingham, Ionia, Isabella, Jkson, Kalamazoo, Kent, Lake, Mason, Acosta, Montcalm, Muskegon, Newaygo,

Oceana, Osceola, Ottawa, St. Joseph, Shiawassee, Van Buren

KANSAS CITY, Mo.

Population	2,042,300
Families	662,000
E.B.I.	\$3,316,657,000

- KANSAS: Allen, Anderson, Atchison, Bourbon, Brown, Coffey, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marshall, Miami, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Woodson, Wyandotte;
MISSOURI: Andrew, Atchinson, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Chariton, Clay, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Henry, Hickory, Holt, Jackson, Johnson, Lafayette, Linn, Livingston, Mercer, Nodaway, Pettis, Platte, Ray, St. Clair, Saline, Vernon, Worth;
NEBRASKA: Nemaha, Pawnee, Richardson

KEARNEY, Neb.

Population	561,400
Families	174,600
E.B.I.	\$776,368,000

COLORADO: Phillips, Sedgwick, Yuma;
KANSAS: Cheyenne, Cloud, Decatur, Gove, Graham, Greeley, Jewell, Logan, Mitchell, Norton, Osborne, Phillips, Rawlins, Rooks, Sheridan, Sherman, Smith, Thomas, Trego, Wallace, Wichita;

NEBRASKA: Adams, Arthur, Blaine, Buffalo, Chase, Cherry, Cheyenne, Clay, Custer, Dawson, Deuel, Dundy, Fillmore, Franklin, Frontier, Furnas, Garden, Garfield, Gasper, Grant, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Hooker, Howard, Kearney, Keith, Lincoln, Logan, Loup, McPherson, Nuckolls, Perkins, Phelps, Polk, Redwillow, Sherman, Thayer, Thomas, Valley, Webster, Wheeler, York

KLAMATH FALLS, Ore.

Population	287,100
Families	91,800
E.B.I.	\$435,260,000

CALIFORNIA: Modoc, Siskiyou;
OREGON: Deschutes, Douglas, Harvey, Jackson, Josephine, Klamath, Lake

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

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WATE-TV AGAIN

Scores with Top Ratings!

14 OUT OF TOP **15**
ONCE-A-WEEK-SHOWS

★ 10 out of top 10
Multi-Weekly Shows

★ 428 Firsts in
460 Quarter Hours

MORE VIEWERS

Than all other stations combined

	Monday to Friday			Saturday			Sunday		
	7 A.M.- 12 Nn.	12 Nn.- 6 P.M.	6 P.M.- 12 Mid.	9 A.M.- 12 Nn.	12 Nn.- 6 P.M.	6 P.M.- 12 Mid.	9 A.M.- 12 Nn.	12 Nn.- 6 P.M.	6 A.M.- 12 Mid.
WATE-TV Share of Audience	60	62	51	71	63	53	56	50	54

WATE-TV REACHES 80% OF THE
TV HOMES IN 59 COUNTIES! *

* 1956 Nielsen Coverage Service

WATE-TV



POWER MARKET OF THE SOUTH
Knoxville, Tennessee



Affiliated with **WATE RADIO** 5,000 Watts, 620 Kc.

Represented Nationally by **AVERY KNODEL, INC.**

KNOXVILLE, Tenn.

Population 1,490,100
 Families 373,600
 E.B.I. \$1,431,130,000

UCKY: Bell, Clay, Clinton, Harlan,
 on, Knox, Laurel, Leslie, McCreary,
 ay, Pulaski, Rockcastle, Wayne, Whitley;
 H CAROLINA: Cherokee, Clay, Graham,

ESSEE: Anderson, Blount, Bradley,
 bell, Claiborne, Cocke, Cumberland,
 ss, Grainger, Greene, Hamblen, Hancock,
 ins, Jefferson, Knox, London, McMinn,
 , Monroe, Morgan, Pickett, Polk, Rhea,
 Scott, Sevier, Sullivan, Unicoi, Union,
 ngton, White;
 INIA: Lee, Scott

ROSSIE, Wis.

Population 621,800
 Families 177,500
 E.B.I. \$770,472,000

WISCONSIN: Allamakee, Clayton, Fayette, Howard,
 rshiek;

MINNESOTA: Fillmore, Houston, Winona;
 WISCONSIN: Adams, Buffalo, Clark, Crawford,
 a, Iowa, Jackson, Juneau, La Crosse,
 obe, Richland, Sauk, Trempealeau,
 ain, Wood

FAYETTE, Ind.†

Population 241,500
 Families 73,900
 E.B.I. \$403,849,000

INDIANA: Benton, Boone, Carroll, Clinton,
 ouain, Montgomery, Tippecanoe, Warren,

Due to conflicting research data, this market has
 been reevaluated pending further study.

LAFAYETTE, La.

Population 684,900
 Families 178,300
 E.B.I. \$643,611,000

LOUISIANA: Acadia, Allen, Assumption,
 Awelles, Beauregard, Cameron, Evangeline,
 bba, Iberville, Jeff Davis, Lafayette,
 ote Coupee, Rapides, St. Landry, St. Martin,
 t. Mary, Vermilion, West Baton Rouge,
 Feliciana

LAURENCE CHARLES, La.

Population 674,700
 Families 188,300
 E.B.I. \$869,858,000

LOUISIANA: Acadia, Allen, Beauregard,
 Crasieu, Cameron, Evangeline, Jeff Davis,
 Sine, Vermilion, Vernon;
 MISSISSIPPI: Jasper, Jefferson, Newton, Orange,
 Sine

LANCASTER, Pa.

Population 2,102,900
 Families 620,200
 E.B.I. \$3,263,994,000

MARYLAND: Carroll, Frederick, Washington;
 PENNSYLVANIA: Adams, Berks, Chester,
 mberland, Dauphin, Franklin, Fulton,
 niata, Lancaster, Lebanon, Mifflin,
 rthumberland, Perry, Schuylkill, Snyder,
 ion, York

Market definition, Television Magazine. Market data,
 Sales Management '56 Survey of Buying Power.
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TENNESSEE'S
2nd
MARKET
KNOXVILLE

IS COVERED BY

WBIR-TV
CHANNEL 10

*
**Metropolitan
 Area Rank**
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KNOXVILLE
NASHVILLE
CHATTANOOGA

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Flint
Pontiac
Ann Arbor
Jackson
Battle Creek
Kalamazoo
Grand Rapids
Mt. Pleasant
Midland

WJIM-TV

Channel 6 Lansing

NBC...CBS...ABC

Represented by
PETERS, GRIFFIN, WOODWARD INC.

NG, Mich.
 Population 1,600,500
 Families 469,000
 E.B.I. \$2,631,637,000

GAN: Alcona, Barry, Bay, Branch, Calhoun, Clinton, Eaton, Genesee, Gladwin, Gratiot, Ionia, Ingham, Ionia, Isabella, Jackson, Livingston, Mecosta, Midland, Newaygo, Ogemaw, Osceola, Oscoda, Shiawassee

IO, Tex.
 Population 65,000
 Families 14,600
 E.B.I. \$54,659,000

Webb

EGAS-HENDERSON, Nev.
 Population 95,800
 Families 30,300
 E.B.I. \$202,906,000

Clark

WON, Okla.
 Population 286,600
 Families 84,000
 E.B.I. \$353,315,000

ILLIOMA: Caddo, Comanche, Cotton, Grady, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

INGTON, Ky.†
 Population 453,400
 Families 125,400
 E.B.I. \$523,012,000

IRNICKY: Anderson, Bath, Bourbon, Boyle,

Casey, Clark, Estill, Fayette, Franklin, Garrard, Harrison, Jackson, Jessamine, Lee, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Powell, Rockcastle, Scott, Washington, Woodford

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

LIMA, Ohio†
 Population 312,500
 Families 93,500
 E.B.I. \$469,308,000

OHIO: Allen, Auglaize, Hardin, Logan, Mercer, Putnam, Shelby, Van Wert

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

LINCOLN, Neb.
 Population 778,700
 Families 239,200
 E.B.I. \$1,041,144,000

KANSAS: Clay, Cloud, Jewell, Marshall, Mitchell, Pottawatomie, Republic, Washington;

NEBRASKA: Adams, Blaine, Boone, Boyd, Brown, Buffalo, Butler, Cass, Clay, Colfax, Custer, Dawson, Fillmore, Gage, Garfield, Greeley, Hall, Hamilton, Holt, Howard, Jefferson, Johnson, Keya, Paha, Lancaster, Loup, Madison, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Platte, Polk, Richardson, Rock, Saline, Saunders, Seward, Sherman, Stanton, Thayer, Valley, Webster, Wheeler, York

LITTLE ROCK-PINE BLUFF, Ark.
 Population 1,461,000
 Families 406,100
 E.B.I. \$1,369,781,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

Just for the record . . .

there have been some changes made.

Since the 1956 Nielsen was taken, KARK-TV increased to maximum power and started operating from a new tall tower.

Result: KARK-TV has, for some time, been delivering 44 Arkansas counties that account for 56% of the State's total consumer spendable income.

KARK-TV is also dominating the Central Arkansas TV audience, but then, that was true long before the Nielsen.

Arkansas' Preferred Station

KARK-TV
CHANNEL 4
 LITTLE ROCK

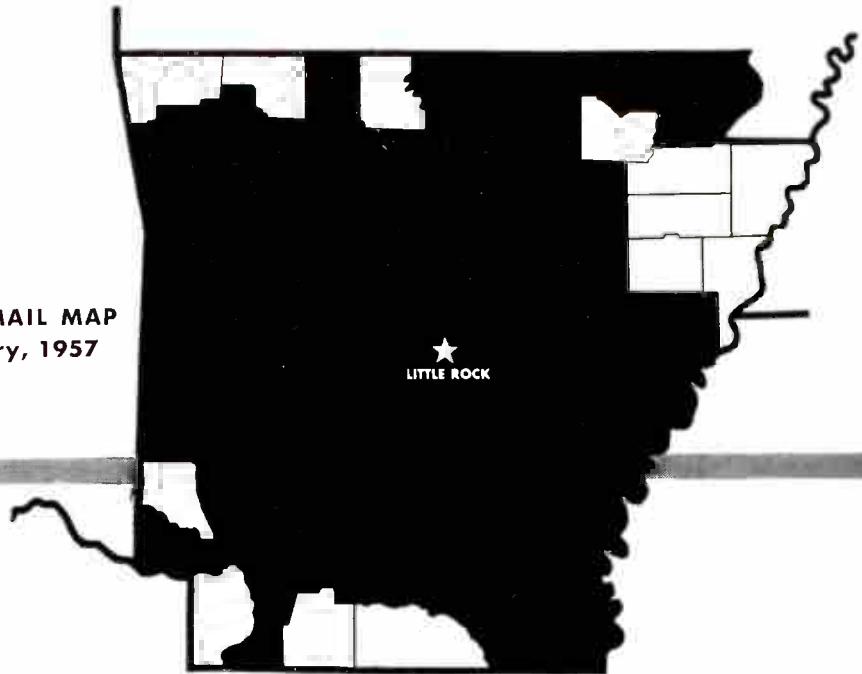
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Extra copies of the Data Book are available — now. Price: \$2.50 each.

Are Your TV Schedules Reaching **THIS MUCH** of Arkansas?

KTHV MAIL MAP
January, 1957



On KTHV, they will!

Television Magazine figures the area of a market on a maximum power station . . . and credits the Little Rock market with 58 counties (56 in Arkansas, 2 in Mississippi), containing 237,100 TV sets. KTHV, with maximum power and with the tallest antenna in the Central South (1756' above average terrain!), *covers that area completely.*

Take a good look at the January, 1957 mail map. Letters come to KTHV from almost every part of Arkansas as well as from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the facts on KTHV — the big buy in Arkansas. Ask him!



KTHV

Channel 11
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

THE ROCK-PINE BLUFF, Ark.—Continued

KANSAS: Arkansas, Ashley, Baxter, Bradley, Bun, Chicot, Clark, Cleburne, Cleveland, Gray, Craighead, Cross, Dallas, Desha, Drew, Egan, Franklin, Fulton, Garland, Grant, Harrison, Independence, Izzard, Jackson, Johnson, Johnson, Lawrence, Lee, Lincoln, Lyon, Lonoke, Marion, Monroe, Montgomery, Newton, Ouachita, Perry, Phillips, Pike, Poinsett, Pope, Prairie, Pulaski, Randolph, Reynolds, Francis, Saline, Scott, Searcy, Sharp, Sherman, Union, Van Buren, White, Woodruff,

MISSISSIPPI: Bolivar, Washington

ANGELES, Cal.

Population	7,699,900
Families	2,603,500
E.B.I.	\$14,759,604,000

CALIFORNIA: Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Ventura

EVILLE, Ky.

Population	2,115,200
Families	607,000
E.B.I.	\$2,741,760,000

ILLINOIS: Clay, Edwards, Lawrence, Richland, Taylor, Walsh, Wayne;

KENTUCKY: Bartholomew, Brown, Clark, Crawford, Daviess, Dubois, Floyd, Gibson, Harlan, Jackson, Jefferson, Jennings, Lawrence, Madison, Man, Orange, Perry, Pike, Ripley, Scott, Shelby, Boone, Warrick, Washington;

OHIO: Adair, Anderson, Boyle, Breckenridge, Brown, Cull, Butler, Casey, Clinton, Daviess,

Edmondson, Estill, Fayette, Franklin, Garrard, Grayson, Green, Hancock, Hardin, Harrison, Hart, Henry, Hopkins, Jefferson, Jessamine, Larue, Lincoln, McLean, Madison, Marion, Meade, Menifee, Mercer, Muhlenberg, Nelson, Ohio, Oldham, Owen, Powell, Pulaski, Russell, Scott, Shelby, Spencer, Taylor, Trimble, Warren, Washington, Wayne, Woodford

LUBBOCK, Tex.

Population	592,600
Families	165,400
E.B.I.	\$982,303,000

NEW MEXICO: Curry, DeBaca, Lea, Quay, Roosevelt;

TEXAS: Andrews, Bailey, Borden, Briscoe, Castro, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hall, Hale, Hockley, Howard, Kent, King, Lamb, Lubbock, Lynn, Martin, Mitchell, Motley, Scurry, Swisher, Terry, Yoakum

LUFKIN, Tex.

Population	361,100
Families	99,700
E.B.I.	\$352,558,000

TEXAS: Anderson, Angelina, Cherokee, Hardin, Henderson, Houston, Jasper, Madison, Nacogdoches, Newton, Panola, Polk, Rusk, Sabine, San Augustine, San Jacinto, Shelby, Trinity, Tyler

LYNCHBURG, Va.

Population	1,008,700
Families	245,200
E.B.I.	\$1,086,281,000

NORTH CAROLINA: Caswell, Franklin, Granville, Person, Vance, Warren;
 VIRGINIA: Albermarle, Amelia, Amherst, Appomattox, Augusta, Bath, Bedford, Brunswick, Buckingham, Campbell, Charlotte, Cumberland, Fluvanna, Franklin, Halifax, Highland, Lunenburg, Mecklenburg, Montgomery, Nelson, Nottoway, Pittsylvania, Prince Edward, Roanoke, Rockbridge

MACON, Ga.

Population	637,900
Families	161,500
E.B.I.	\$597,085,000

GEORGIA: Baldwin, Ben Hill, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Emanuel, Hancock, Harris, Houston, Jeff Davis, Johnson, Jones, Lamar, Laurens, Lee, Macon, Monroe, Montgomery, Peach, Pulaski, Putnam, Sumter, Talbot, Taylor, Telfair, Terrell, Tift, Treutlen, Turner, Twiggs, Upson, Washington, Wheeler, Wicox, Wilkinson, Worth

MADISON, Wis.

Population	1,343,500
Families	395,100
E.B.I.	\$2,152,785,000

ILLINOIS: Boone, Jo Daviess, McHenry, Stephenson;
 WISCONSIN: Adams, Columbia, Crawford, Dane, Fond du Lac, Grant, Green, Green Lake, Iowa, Jefferson, Juneau, Kenosha, Lafayette, Marquette, Racine, Richland, Rock, Sauk, Vernon, Walworth, Washington, Waukesha, Waushara, Winnebago

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

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 Data 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.

NEW ENGLAND'S SECOND
LARGEST MARKET*

at

LESS THAN ONE DOLLAR
PER THOUSAND



WMUR-TV CHANNEL 9
MANCHESTER, N.H.
SEE PAGE 184

13 Montana County COVERAGE

is what you obtain
when you buy the TV
GIANT of Montana

K·MSO·TV
MISSOULA, MONTANA

● MORE VIEWERS

because K·MSO is
the ONLY Montana
station broadcasting
LIVE

● MORE WATTAGE

191,000 watts

Your Best BUY is
the Mosby, Incorporated
station

K·MSO·TV

MANCHESTER, N.H.

Population	3,606,800
Families	1,047,800
E.B.I.	\$6,245,820,000

MAINE: York;
MASSACHUSETTS: Essex, Middlesex, Norfolk,
Plymouth, Worcester;
NEW HAMPSHIRE: Belknap, Carroll, Cheshire,
Grafton, Hillsborough, Merrimack,
Rockingham, Strafford, Sullivan;
VERMONT: Windham, Windsor

MARINETTE, Wis.

Population	736,400
Families	209,000
E.B.I.	\$955,692,000

MICHIGAN: Alger, Baraga, Delta, Dickinson,
Iron, Keweenaw, Luce, Marquette, Menominee,
Schoolcraft;
WISCONSIN: Brown, Calumet, Door, Florence,
Forest, Kewaunee, Langlade, Lincoln, Manitowoc,
Marinette, Oconto, Oneida, Outagamie, Shawano,
Vilas, Waupaca, Winnebago

MARQUETTE, Mich.

Population	175,600
Families	50,600
E.B.I.	\$209,616,000

MICHIGAN: Alger, Baraga, Delta, Houghton,
Iron, Keweenaw, Luce, Marquette,
Schoolcraft

MASON CITY, Iowa

Population	781,700
Families	228,900
E.B.I.	\$1,144,182,000

IOWA: Bremer, Butler, Cerro Gordo, Chickasaw,
Clay, Dickinson, Emmet, Fayette, Floyd,
Franklin, Hancock, Howard, Humboldt, Kossuth,
Mitchell, Palo Alto, Pocahontas, Winnebago,
Winneshiek, Worth, Wright;
MINNESOTA: Blue Earth, Cottonwood, Dodge,
Faribault, Fillmore, Freeborn, Houston, Jackson,
Le Sueur, Martin, Mower, Nobles, Olmsted,
Steele, Waseca, Watonwan

MEDFORD, Ore.

Population	173,900
Families	56,700
E.B.I.	\$186,920,000

CALIFORNIA: Siskiyou;
OREGON: Jackson, Josephine, Klamath

MEMPHIS, Tenn.

Population	2,731,500
Families	736,900
E.B.I.	\$2,600,774,000

ARKANSAS: Arkansas, Clay, Cleburne,
Craighead, Crittenden, Cross, Fulton, Greene,
Independence, Izard, Jackson, Lawrence, Lee,
Mississippi, Monroe, Phillips, Poinsett, Prairie,
Randolph, St. Francis, Sharp, Stone, White,
Woodruff;
KENTUCKY: Ballard, Carlisle, Fulton, Hickman;
MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun,
Carroll, Chickasaw, Choctaw, Clay, Coahoma,
DeSoto, Grenada, Itawamba, Lafayette, Lee,
Leflore, Marshall, Monroe, Montgomery,
Oktibbeha, Panola, Pontotoc, Prentiss, Quitman,
Sunflower, Tallahatchie, Tate, Tippah, Tishomingo,
Tunica, Union, Washington, Webster, Yalobusha;

MISSOURI: Butler, Carter, Dunklin, New Madrid,
Oregon, Pemiscot, Reynolds, Ripley, Shannon,
Stoddard;
TENNESSEE: Benton, Carroll, Chester, Crockett,
Decatur, Dyer, Fayette, Gibson, Hardeman,
Hardin, Haywood, Henderson, Lake, Lauderdale,
McNairy, Madison, Obion, Shelby, Tipton, Weakley

MERIDIAN, Miss.

Population	622,000
Families	159,100
E.B.I.	\$467,051,000

ALABAMA: Choctaw, Clarke, Greene, Hale,
Marengo, Pickens, Sumter, Washington;
MISSISSIPPI: Attala, Choctaw, Clarke, Clay,
Forrest, Jasper, Jones, Kemper, Lauderdale,
Leake, Neshoba, Newton, Noxubee, Oktibbeha,
Scott, Smith, Wayne, Winston

MIAMI-FORT LAUDERDALE, Fla.

Population	1,259,700
Families	386,500
E.B.I.	\$2,144,182,000

FLORIDA: Broward, Charlotte, Collier, Dade,
Glades, Hendry, Highlands, Indian River, Lee,
Martin, Monroe, Palm Beach, St. Lucie

MIDLAND-ODESSA, Tex.

Population	351,000
Families	99,300
E.B.I.	\$617,358,000

NEW MEXICO: Lea;
TEXAS: Andrews, Borden, Brewster, Crane,
Dawson, Ector, Gaines, Glasscock, Howard,
Irion, Loving, Martin, Midland, Mitchell, Peccos,
Presidio, Reagan, Reeves, Sterling, Terrell,
Upton, Ward, Winkler

MILWAUKEE, Wis.

Population	2,698,600
Families	789,500
E.B.I.	\$4,819,888,000

ILLINOIS: Boone, Lake;
MICHIGAN: Mason, Oceana;
WISCONSIN: Adams, Calumet, Columbia, Dane,
Dodge, Fond du Lac, Green Lake, Jefferson,
Juneau, Kenosha, Manitowoc, Marquette,
Milwaukee, Ozaukee, Portage, Racine, Rock,
Sauk, Sheboygan, Walworth, Washington,
Waukesha, Waupaca, Waushara, Winnebago,
Wood

MINNEAPOLIS-ST. PAUL, Minn.

Population	2,932,600
Families	846,500
E.B.I.	\$4,438,067,000

IOWA: Emmett, Kossuth, Palo Alto;
MINNESOTA: Atkin, Anoka, Benton, Big Stone,
Blue Earth, Brown, Carlton, Carver, Cass,
Chippewa, Chisago, Cottonwood, Crow Wing,
Dakota, Dodge, Douglas, Faribault, Fillmore,
Goodhue, Grant, Hennepin, Houston, Hubbard,
Isanti, Jackson, Kannabec, Kandiyohi,
Lac Qui Parle, LaSueur, Lincoln, Lyon, McLeod,
Martin, Meeker, Mille Lacs, Morrison, Nicollet,
Nobles, Olmsted, Pine, Pope, Ramsey, Redwood,
Renville, Rice, Scott, Sherburne, Sibley, Stearns,
Steele, Stevens, Swift, Todd, Traverse, Wabasha,
Wadena, Waseca, Washington, Watonwan,
Winona, Wright, Yellow Medicine;
WISCONSIN: Barron, Bayfield, Buffalo, Burnett,
Chippewa, Dunn, Eau Claire, Jackson, Pepin,
Pierce, Polk, Price, Rusk, St. Croix, Sawyer,
Taylor, Trempealeau, Washburn

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power.
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NOT, N.D.

Population	179,000
Families	49,600
E.B.I.	\$238,439,000

FLORIDA: Bay, Calhoun, Escambia, Gulf, Holmes, Okaloosa, Santa Rosa, Walton, Washington;
 MISSISSIPPI: Forrest, George, Greene, Hancock, Harrison, Jackson, Jones, Lamar, Marion, Pearl River, Perry, Stone, Walthall

Butler, Chambers, Chilton, Clarke, Clay, Coffee, Conecuh, Coosa, Covington, Crenshaw, Dale, Dallas, Elmore, Geneva, Henry, Houston, Lee, Lowndes, Macon, Monroe, Montgomery, Perry, Pike, Tallapoosa, Wilcox;
 FLORIDA: Holmes, Walton, Washington

ORTH DAKOTA: Bottineau, Burke, Divide, Dunn, Henry, McKenzie, McLean, Mercer, Mountrail, Over, Pierce, Renville, Sheridan, Ward, Wells, Williams

MONROE, La.

Population	905,100
Families	244,000
E.B.I.	\$841,150,000

ARKANSAS: Ashley, Chicot, Union;
 LOUISIANA: Avoyelles, Bienville, Caldwell, Catahoula, Claiborne, Concordia, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Richland, Tensas, Union, Webster, West Carroll, Winn;
 MISSISSIPPI: Adams, Bolivar, Claiborne, Franklin, Humphreys, Issaquena, Jefferson, Sharkey, Warren, Washington

MUNCIE, Ind.†

Population	435,700
Families	135,700
E.B.I.	\$705,561,000

INDIANA: Blackford, Delaware, Grant, Jay, Hamilton (50%), Hancock (50%), Henry, Madison, Randolph, Tipton (50%)

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

MISSOULA, Mont.

Population	226,900
Families	75,400
E.B.I.	\$343,864,000

MONTANA: Beaverhead, Broadwater, Deer Lodge, Flathead, Granite, Jefferson, Lake, Lewis & Clark, Meagher, Missoula, Powell, Ravalli, Silver Bow

MOBILE, Ala.

Population	1,224,100
Families	320,600
E.B.I.	\$1,277,116,000

ALABAMA: Baldwin, Choctaw, Clarke, Conecuh, Crenshaw, Escambia, Mobile, Monroe, Washington, Wilcox;

MONTGOMERY, Ala.

Population	917,500
Families	232,700
E.B.I.	\$816,124,000

ALABAMA: Autauga, Barbour, Bibb, Bullock,

MUSKOGEE, Okla.

Population	981,900
Families	292,600
E.B.I.	\$1,245,104,000

ARKANSAS: Crawford, Sebastian, Washington;
 OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Hughes, Latimer, LeFlore, Lincoln, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Pittsburg, Rogers, Seminole, Sequoyah, Tulsa, Wagoner, Washington

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

Things have Changed in TULSA

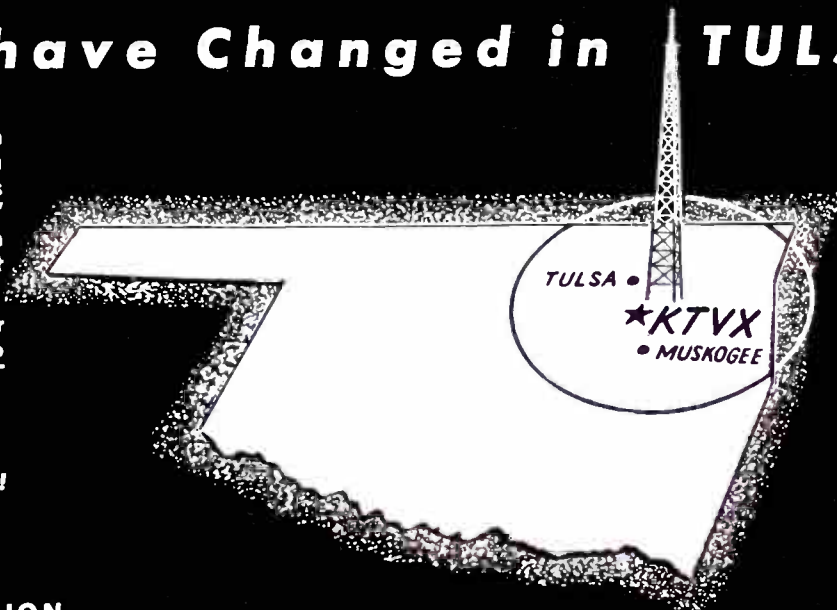
Tulsa and Northeastern Oklahoma have taken a **NEW LOOK** at KTVX's "Preferred Programming" and people watch **PROGRAMS** not on other channels!
 Serving **TWO** Major markets which make up Oklahoma's **LARGEST** Market!

Check Your Latest ARB for the Facts!

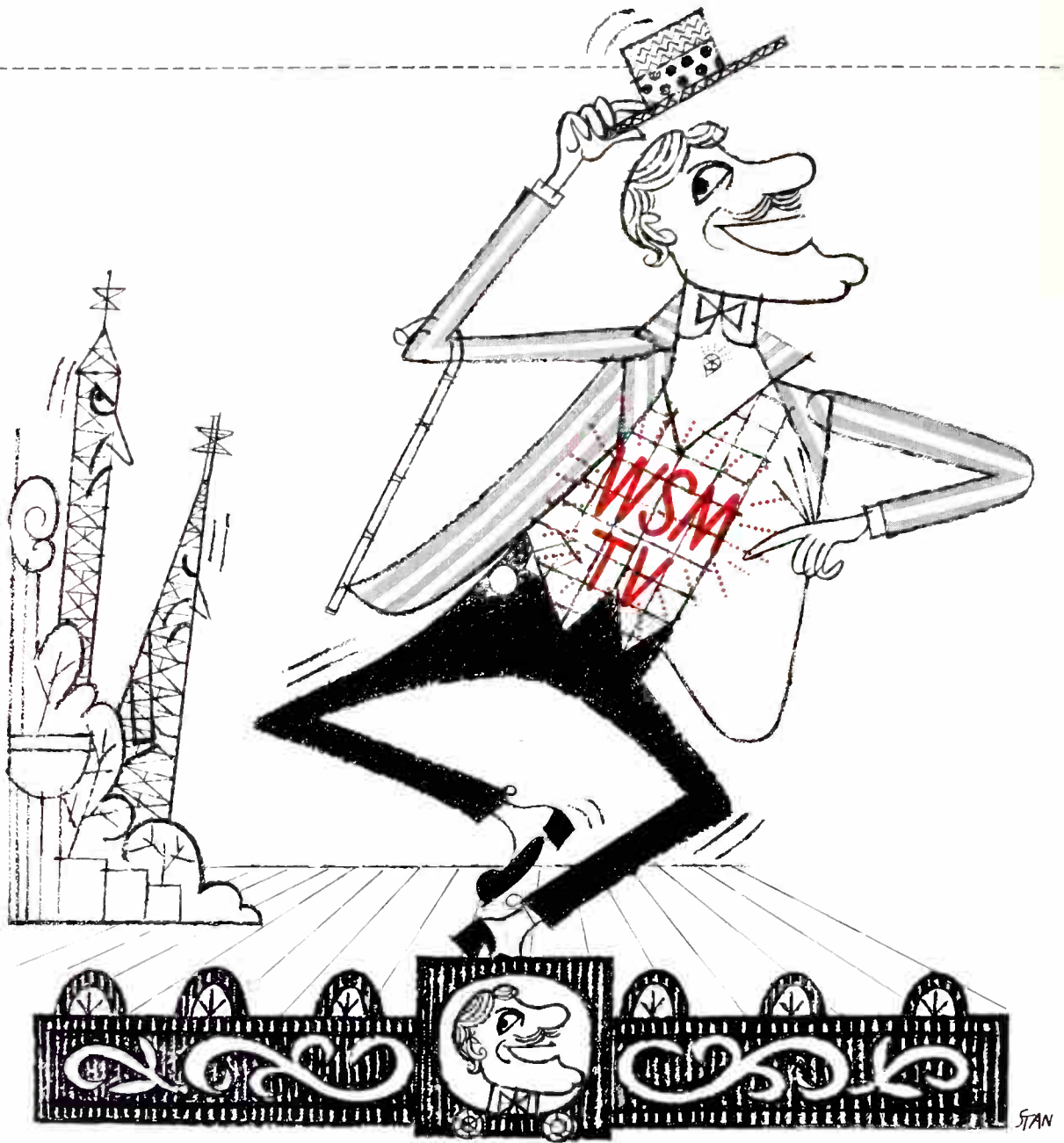


See your **AVERY-KNODEL** Representative or **MIKE SHAPIRO**, Managing Director

TULSA BROADCASTING COMPANY
 MUSKOGEE • TULSA



DICTIONARY OF SYNONYMS FOR WSM-TV



Top Ba-nan-a No matter what yardstick you use . . . programming, public service, audience loyalty, sales ability . . . you'll find WSM-TV to be the number one station in the Nashville market.

For facts and figures, ask Irving Waugh or any Petry man.

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

IRVING WAUGH, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

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

NASHVILLE, Tenn.

Population	2,189,800
Families	604,900
E.B.I.	\$2,384,156,000

FLORIDA: Alachua, Baker, Bay, Brevard, Citrus, Clay, Columbia, Duval, Escambia, Flagler, Franklin, Gadsden, Hamilton, Hardee, Hendry, Hernando, Hillsborough, Indian River, Lake, Levy, Marion, Nassau, Oklawaha, Orange, Osceola, Palm Beach, Polk, Putnam, Santa Fe, Seminole, Volusia, Washington, Walton, Wicoma, Yulee;

ILLINOIS: Hardin, Johnson, Massac, Pope;

KENTUCKY: Adair, Allen, Barren, Butler, Caldwell, Calloway, Casey, Christian, Clinton, Crittenden, Cumberland, Edmondson, Graves, Harlan, Hart, Hopkins, LARUE, Lincoln, Logan, Lyon, McCracken, McLean, Menard, Metcalfe, Monroe, Muhlenberg, Ohio, Powell, Russell, Simpson, Taylor, Todd, Trigg, Warren, Wayne, Webster;

KENTUCKY: Bedford, Benton, Cannon, Carroll, Clark, Clay, Coffee, Cumberland, Davidson, DeKalb, Dickson, Fentress, Franklin, Gibson, Grundy, Henderson, Henry, Hickman, Johnson, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marshall, Maury, Montgomery, Morgan, Morgan, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Scott, Smith, Stewart, Sumner, Trousdale, Warren, Wayne, Weakley, White, Williamson, Wilson

CONNECTICUT BRITAIN-HARTFORD, Conn.

Population	1,414,100
Families	412,000
E.B.I.	\$2,693,488,000

CONNECTICUT: Hartford, Litchfield, Middlesex, Tolland;

MASSACHUSETTS: Franklin, Hampden, Hampshire

CONNECTICUT NEW HAVEN, Conn.

Population	3,290,200
Families	953,100
E.B.I.	\$6,320,184,000

CONNECTICUT: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;

MASSACHUSETTS: Franklin, Hampden, Hampshire;

NEW YORK: Suffolk

LOUISIANA NEW ORLEANS, La.

Population	2,003,700
Families	549,100
E.B.I.	\$2,486,373,000

LOUISIANA: Ascension, Assumption, Calcasieu, Iberville, Jefferson, Lafourche, Livingston, Orleans, Ouachita, Pointe Coupee, St. Bernard, St. Charles, St. Helena, St. James, St. John the Baptist, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge, West Feliciana;

MISSISSIPPI: Adams, Amite, Forrest, George, Gene, Hancock, Harrison, Jackson, Jones, Linder, Marion, Pearl River, Perry, Pike, Stone, Tipton, Wilkinson

NEW YORK NEW YORK, N.Y.

Population	16,788,700
Families	5,128,700
E.B.I.	\$33,973,989,000

CONNECTICUT: Fairfield, Litchfield, Middlesex, New Haven;

NEW JERSEY: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren;

NEW YORK: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester;

PENNSYLVANIA: Monroe, Pike, Wayne

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

7 OF TOP 10*

TV SHOWS IN NASHVILLE
ON WLAC-TV

23% MORE AUDIENCE*

THAN SECOND NASHVILLE STATION
DAY AND NIGHT, 7 DAYS A WEEK, COMBINED

* A.R.B. — NOVEMBER, 1956

The South's Great Multi-Market Station

WLAC-TV Ch5



CBS Basic Required • Channel 5

Nashville, Tenn.

T. B. BAKER, JR.

Executive Vice-Pres. & Gen. Mgr.

ROBERT M. REUSCHLE

General Sales Manager

THE KATZ AGENCY

National Representatives

how many unduplicated

homes does *your*

spot schedule reach

?

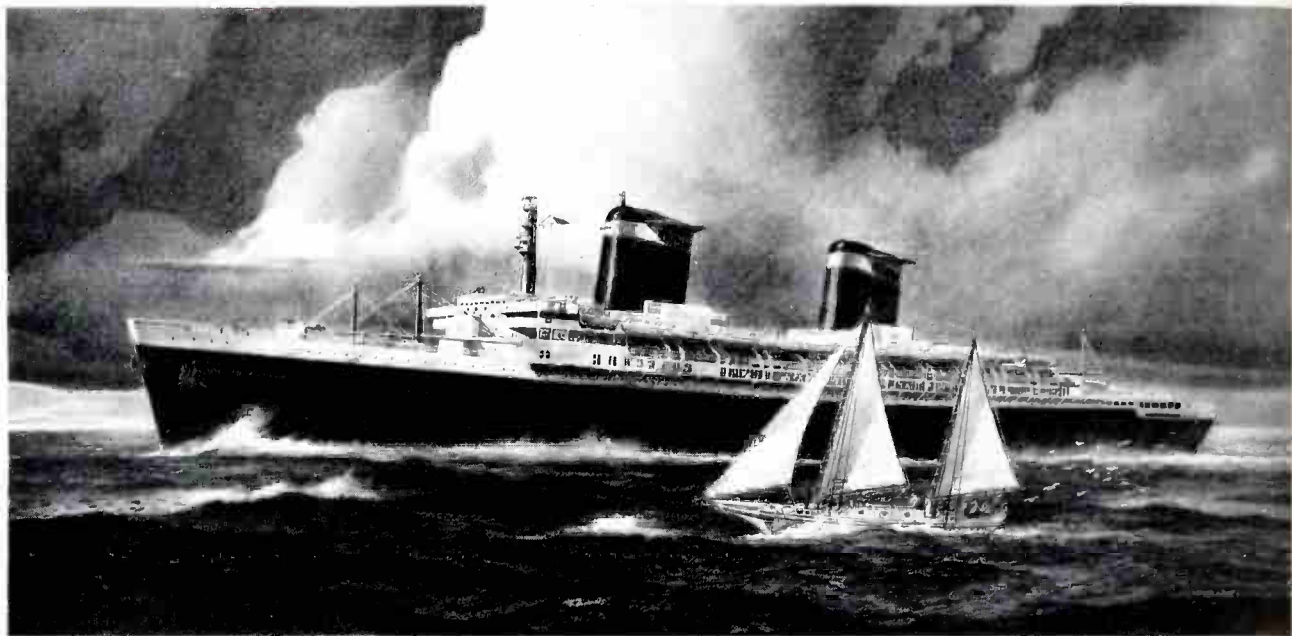
With all the data in the Data Book on IBM cards, the Research Department of TELEVISION MAGAZINE can fill requests for individual analyses of coverage and circulation:

- unduplicated circulation data for individual lineups
- market rankings by current and potential circulation
- studies showing maximum or minimum coverage

Write to the Research Manager,

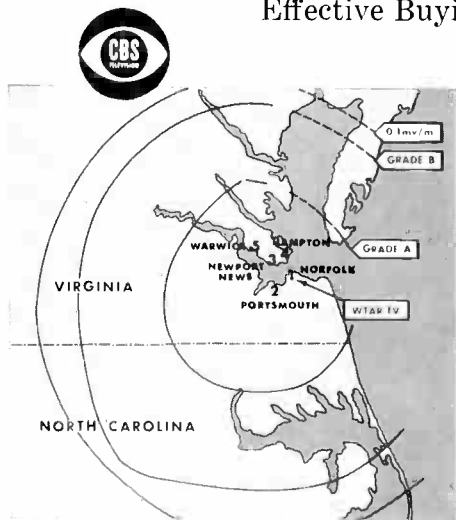
TELEVISION MAGAZINE
600 Madison Avenue
New York 22, N. Y.

★ Bigger Than ★ The United States



S. S. "United States". Built at Newport News, Virginia. Fastest, most modern passenger ship ever built in this country. Length, 990 feet. Beam, 101 feet. 175 feet from keelson to funnel-top. Cost, over \$70,000,000.00.

She cost more than \$70 million dollars! Yet the folks who watch WTAR-TV could buy a "S. S. United States" every 10th working day in the year! For, Sales Management's Survey of Buying Power shows that WTAR-TV's Coverage Area has an estimated Total Effective Buying Power of more than \$2,407,998,000.00.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

That's a lot of market. And WTAR-TV is the only station you need to reach it. WTAR-TV operates with maximum power and tower on far-reaching Channel 3.

**IT IS TIDEWATER VIRGINIA'S
VHF STATION WITH 7 YEARS'
TELECASTING EXPERIENCE**

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.

Telephone: Madison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.

ROFOLK, Va.

Population 1,515,200
 Families 386,700
 E.B.I. \$1,885,505,000

RYLAND: Somerset, Worcester;
 RTH CAROLINA: Beaufort, Bertie, Camden,
 Currituck, Dare, Gates, Halifax, Hertford,
 Martin, Northampton, Pasquotank,
 Tyrrell, Washington;
 VIRGINIA: Accomac, Brunswick, Caroline,
 Dinwiddie, Essex, Gloucester,
 Isle of Wight, James City,
 King and Queen, King George, King William,
 Lunenburg, Mathews, Middlesex,
 New Kent, Newport News, Norfolk,
 Northumberland, Prince George,
 Princess Anne, Richmond, Southampton, Surry,
 Westmoreland, York

ROCK HILL, W. Va.

Population 676,500
 Families 163,800
 E.B.I. \$697,782,000

WEST VIRGINIA: Braxton, Calhoun, Clay,
 Boone, Booneville, Fayette, Gilmer, Greenbrier, Jackson,
 Lincoln, McDowell, Mercer, Mingo, Monroe,
 Putnam, Pocahontas, Raleigh, Ritchie, Roane,
 Tucker, Webster, Wirt, Wyoming

ODESSA-MIDLAND, Tex.

Population 351,000
 Families 99,300
 E.B.I. \$617,358,000

NEW MEXICO: Lea;
 TEXAS: Andrews, Borden, Brewster, Crane,
 Dawson, Ector, Gaines, Glasscock, Howard,
 Irion, Loving, Martin, Midland, Mitchell, Pecos,
 Presidio, Reagan, Reeves, Sterling, Terrell,
 Upton, Ward, Winkler

OKLAHOMA CITY, Okla.

Population 1,591,400
 Families 480,200
 E.B.I. \$2,128,117,000

KANSAS: Barber, Comanche, Harper, Kingman,
 Kiowa, Pratt, Sumner;
 OKLAHOMA: Alfalfa, Atoka, Peckham, Blaine,
 Caddo, Canadian, Carter, Cleveland, Coal,
 Comanche, Creek, Custer, Dewey, Ellis, Garfield,
 Garvin, Grady, Grant, Greer, Harmon, Harper,
 Haskell, Hughes, Jackson, Johnston, Kay,
 Kingfisher, Kiowa, Latimer, Lincoln, Logan,
 McLain, McIntosh, Major, Murray, Noble,
 Okfuskee, Oklahoma, Osage, Pawnee, Payne,
 Pittsburg, Pontotoc, Pottawatomie, Roger Mills,
 Seminole, Stephens, Washita, Woods, Woodward;
 TEXAS: Hamphill, Lipscomb, Ochiltree, Roberts

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power.
 Production of any of above data not licensed.

*In every field,
 there's one
 basic reference
 source—*

*in television,
 it's*

**TELEVISION
 MAGAZINE**

Among Us Towers



**WHAT'S NEW WITH
 "DAMETIME" TELEVISION?**



ASK THE COLONEL!

The PGW Colonel has just written a book on the subject of daytime viewing. Not a very long book, but one that should be very interesting to the advertisers of soaps and soups and such . . . that are sold to women.

**PETERS, GRIFFIN,
 WOODWARD, INC.
 TELEVISION SALES
 250 Park Ave., New York, N.Y.**

The Highest Rating EVER Made on a Feature Film!

WOW-TV

Registers 50.5 Trendex-

95% Audience Share

with **MGM FILM** —

"30 Seconds

Over Tokyo"!

(10:30 p.m. Wednesday, Jan. 2)

WOW-TV DOMINATES

Feature Film Viewing
in OMAHA

WITH THESE FOUR
Outstanding Film Libraries!

**Associated
Artists**

**20th Century
Fox**

M-G-M

Columbia

WOW-TV Channel **6** Omaha

A
Meredith
Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager



IN OMAHA	it's	WOW	and	WOW-TV	represented by	BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN	and	WHEN-TV	represented by	The KATZ Agency
IN PHOENIX	it's	KPHO	and	KPHO-TV	represented by	The KATZ Agency
IN KANSAS CITY	it's	KCMO	and	KCMO-TV	represented by	The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

WHAT ARE MIAMI'S MAJOR GROCERY CHAINS?



ASK THE COLONEL!

The PGW Colonel has a listing of grocery and drug chains, and department stores in ever-changing Miami . . . and in 26 other markets he sells.

**PETERS, GRIFFIN,
WOODWARD, INC.**
TELEVISION SALES
250 Park Ave., New York, N.Y.

FOR CURRENT
SET ESTIMATES, SEE

the
circulation
report

IN EACH ISSUE

OMAHA, Neb.

Population	1,432,800
Families	443,500
E.B.I.	\$2,145,002,000

IOWA: Adair, Adams, Audubon, Buena Vista, Carroll, Cass, Cherokee, Crawford, Fremont, Harrison, Ida, Mills, Monona, Montgomery, Page, Pottawattamie, Ringgold, Sac, Shelby, Taylor, Union;

KANSAS: Clay, Cloud, Jewell, Mitchell, Republic, Washington;

MISSOURI: Atchison, Holt, Nodaway;

NEBRASKA: Antelope, Boone, Burt, Butler, Cass, Cedar, Clay, Colfax, Cuming, Dakota, Dixon, Dodge, Douglas, Fillmore, Gage, Hamilton, Jefferson, Johnson, Knox, Lancaster, Madison, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Sarpy, Saunders, Seward, Stanton, Thayer, Thurston, Washington, Wayne, York

ORLANDO, Fla.

Population	817,100
Families	241,300
E.B.I.	\$1,009,580,000

FLORIDA: Brevard, Citrus, DeSoto, Dixie, Flagler, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Indian River, Lafayette, Lake, Levy, Marion, Martin, Okeechobee, Orange, Osceola, Pasco, Polk, Putnam, St. Lucie, Seminole, Sumter, Volusia

OTTUMWA, Iowa

Population	644,600
Families	207,800
E.B.I.	\$853,015,000

ILLINOIS: Hancock, McDonough;

IOWA: Appanoose, Clark, Davis, Decatur, Des Moines, Henry, Iowa, Jefferson, Keokuk, Lee, Louisa, Lucas, Mahaska, Marion, Monroe, Poweshiek, Van Buren, Wapello, Washington, Wayne;

MISSOURI: Adair, Chariton, Clark, Gentry, Grundy, Harrison, Knox, Lewis, Linn, Livingston, Macon, Mercer, Putnam, Schuyler, Scotland, Shelby, Sullivan, Worth

PANAMA CITY, Fla.

Population	159,300
Families	41,000
E.B.I.	\$145,285,000

FLORIDA: Bay, Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Wakulla, Walton, Washington

PARKERSBURG, W.Va.†

Population	318,300
Families	90,600
E.B.I.	\$354,396,000

OHIO: Athens, Meigs, Monroe, Morgan, Noble, Washington;

WEST VIRGINIA: Calhoun, Jackson, Mason, Pleasants, Ritchie, Roane, Tyler, Wirt, Wood

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

PENSACOLA, Fla.

Population	1,101,500
Families	281,200
E.B.I.	\$968,153,000

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

KTVO Ch.3 MONOPOLYVILLE, U.S.A.

(Ottumwa, Iowa-Kirksville, Mo.)

A Single Station Market Plus

A single station market of 257,000 people (Residents of Monopolyville, U.S.A.) in that area unserved by the Grade "B" or better signal of ANY OTHER television station.

Plus . . . 750,000 more residents in 57 counties of Iowa, Missouri and Illinois.

KTVO Channel 3

Maximum Power

1101 Foot Tower

CBS and NBC

Offices: Ottumwa, Iowa

Represented by:
The Bolling Company

... and set count is only half the story

McCANN-ERICKSON

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

J. WALTER THOMPSON

"For several years, it's been our official policy to use your market data and set figures."

TED BATES

"Your receiver estimates are a great aid in planning schedules for our clients."

KENYON & ECKHARDT

"Your circulation fills a real need for unbiased data. Thanks for helping us furnish our buyers with the facts they need."

N. W. AYER

"Your method of computing circulation should produce the soundest available figures; we've decided to adopt them as a standard for now."

FOOTE, CONE & BELDING

"We have been using your circulation figures extensively. They've been compiled with a great deal of effort and care."

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

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

Important, exclusive departments

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

And feature articles like "Do They Watch in the Daytime?" and "How TV Executives Live" and "How the Top 50 Advertisers Spend Their Money" bring agency and advertiser readers back to each issue again and again.

It's set count, plus departments, plus features that explain why TELEVISION MAGAZINE is having the biggest year in its 13-year history.

PENSACOLA, Fla.—Continued

ALABAMA: Baldwin, Butler, Choctaw, Clark, Coffee, Conecuh, Covington, Crenshaw, Escambia, Geneva, Houston, Mobile (33%), Monroe, Washington, Wilcox;
FLORIDA: Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington;
MISSISSIPPI: George, Greene, Harrison, Jackson, Pearl River, Perry, Stone

PEORIA, Ill.†

Population	709,200
Families	231,300
E. B. I.	\$1,186,122.00

ILLINOIS: Bureau (50%), Cass (50%), De Witt, Fulton, Henry (50%), Knox, La Salle (25%), Livingston (50%), Logan, McDonough (50%), McLean, Marshall, Mason, Menard, Peoria, Putnam, Schuyler (50%), Stark, Tazewell, Warren (50%), Woodford

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

PETERSBURG, Va.—See Richmond-Petersburg

PHILADELPHIA, Pa.

Population	6,675,100
Families	1,927,300
E. B. I.	\$12,027,387.00

DELAWARE: Kent, New Castle, Sussex;
MARYLAND: Cecil;
NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Ocean, Salem, Warren;
PENNSYLVANIA: Berks, Bucks, Carbon, Chester, Delaware, Lancaster, Lebanon, Lehigh, Monroe, Montgomery, Montour, Northampton, Northumberland, Philadelphia, Schuylkill

PHOENIX-MESA, Ariz.

Population	758,800
Families	209,100
E. B. I.	\$975,761.00

ARIZONA: Apache, Coconino, Gila, Graham, Greenlee, Maricopa, Navajo, Pinal, Santa Cruz, Yavapai

PITTSBURG, Kan.—JOPLIN, Mo.

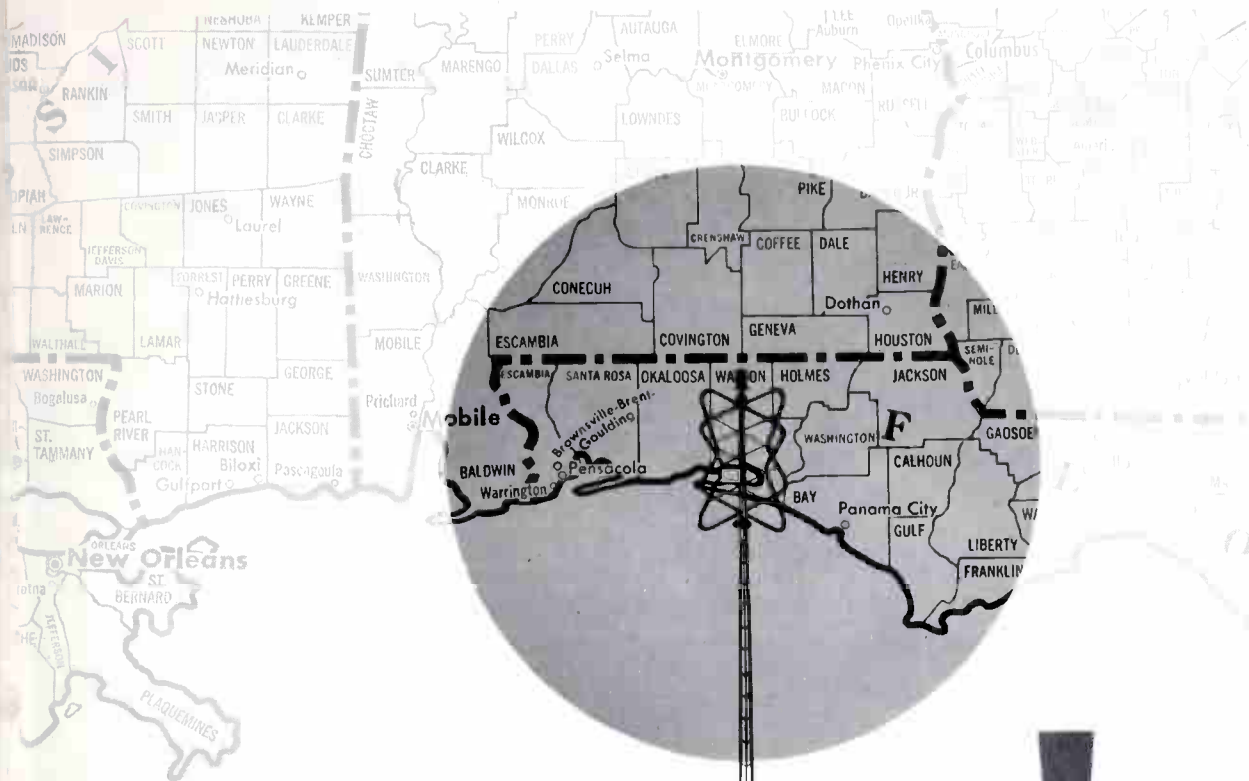
Population	609,800
Families	216,100
E. B. I.	\$757,271.00

ARKANSAS: Benton, Carroll, Washington;
KANSAS: Allen, Anderson, Bourbon, Cherokee, Coffey, Crawford, Labette, Montgomery, Neosho, Wilson, Woodson;
MISSOURI: Barry, Barton, Bates, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, Vernon;
OKLAHOMA: Craig, Delaware, Mayes, Nowata, Ottawa

PITTSBURGH, Pa.

Population	4,774,300
Families	1,351,400
E. B. I.	\$7,482,507.00

Market definition, Television Magazine Market and Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licen



THIS IS IT!

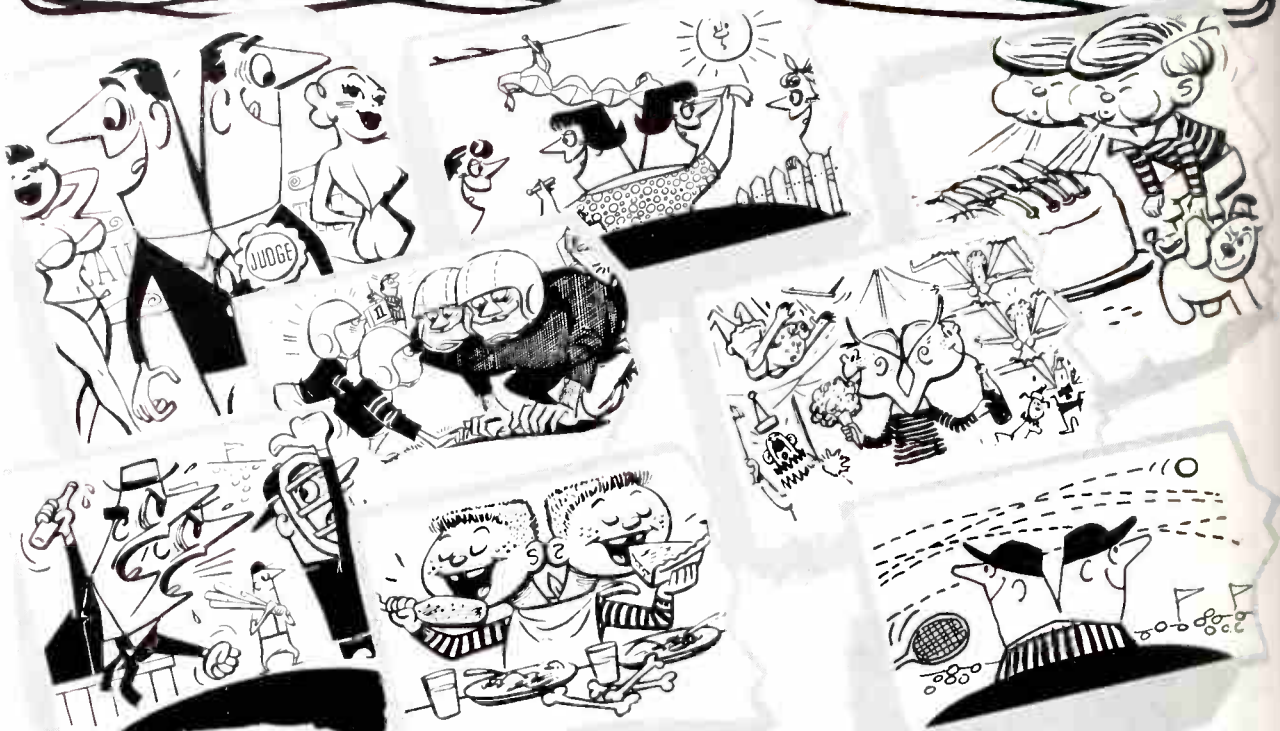
- LOWEST COST PER 1,000
- THIRTY EIGHT COUNTY COVERAGE ALONG THE GULF COAST
- TELEVISION MAGAZINE REPORTS TOTAL SET COUNT OF 158,500

GEORGE P. HOLLINGBERY
NATIONAL SALES REPRESENTATIVE

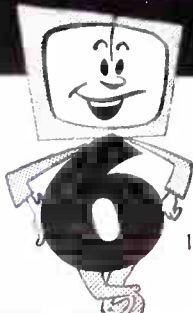
WEAR TV CHANNEL 3

ABC AND CBS PROGRAMS PENSACOLA, FLORIDA

2 heads are better than 1



and **KOIN-TV**
still delivers
TWICE THE AUDIENCE
in the
Portland, Oregon Market!



THE **BIG**
MR. SIX
IN THE WEST

EXCLUSIVE COVERAGE of the full 30-County
Portland, Oregon market (Oregon and Southern Washington)

MAXIMUM POWER on Channel 6

ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY

- ★ **KOIN-TV** has 13 of the Top 15 Weekly Shows. And 3 of those 13 are local KOIN-TV shows.
- ★ **KOIN-TV** has 8 of the Top 10 Multi-weekly Shows. And 4 of those 8 are local KOIN-TV shows.
- ★ **KOIN-TV** has a 49.3% Weekly Share-of-Audience. Station B, 26.3%; Station C, 14%; Station D, 13.5%.
- ★ **KOIN-TV** leads in 316 out of 442 Weekly Quarter-hours. 71% domination (plus 11 ties).

(January 1957 ARB, Metropolitan Portland)

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

WGAN

560 KC

5000 WATTS

CBS RADIO NETWORK

WGAN-TV

CHANNEL 13

316,000 WATTS

CBS TELEVISION NETWORK

covering

The largest retail and wholesale area north of Boston

GUY GANNETT BROADCASTING SERVICES

390 Congress St., Portland, Maine

Telephone: Spruce 2-4661

PORTSMOUTH, Pa.—Continued

MAINE: Belknap, Carroll, Coos, Grafton, Strafford;
VERMONT: Caledonia, Orange
PENNSYLVANIA: Allegheny, Armstrong, Beaver, Cambria, Clarion, Crawford, Fayette, Greene, Indiana, Jefferson, Lawrence, Somerset, Venango, Washington, Westmoreland;
VIRGINIA: Barbour, Brooke, Grant, Hancock, Harrison, Marion, Marshall, Monongalia, Pendleton, Pleasants, Preston, Randolph, Tucker, Tyler, Upshur, Wetzel

PORTSMOUTH, N.Y.

Population 485,000
 Families 132,000
 E.B.I. \$597,783,000

NEW YORK: Clinton, Essex, Franklin, Lawrence;
VERMONT: Addison, Chittenden, Essex, Franklin, Windsor, Lamoille, Orleans, Rutland, Washington

POLAND SPRING, Me.

Population 1,261,600
 Families 360,000
 E.B.I. \$1,725,954,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Somerset, Waldo, York;
NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Merrimack, Strafford, Sullivan;
NEW YORK: Clinton, Essex;
VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Washington, Windsor

PORTLAND, Me.

Population 833,700
 Families 241,900
 E.B.I. \$1,174,061,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Somerset, Waldo, York;

NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Strafford;
VERMONT: Caledonia, Orange

PORTLAND, Ore.

Population 1,649,000
 Families 537,300
 E.B.I. \$2,584,691,000

OREGON: Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Deschutes, Douglas, Gilliam, Hood River, Jefferson, Lane, Lincoln, Linn, Marion, Morrow, Multnomah, Polk, Sherman, Tillamook, Wasco, Washington, Yamhill;
WASHINGTON: Clark, Cowlitz, Klickitat, Lewis, Pacific, Skamania, Wahkiakum

PRESQUE ISLE, Me.

Population 153,600
 Families 39,900
 E.B.I. \$191,186,000

MAINE: Aroostook, Piscataquis, Somerset

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

In every field, there's one

basic reference source—

in television, it's

TELEVISION MAGAZINE

PROVIDENCE, R.I.

Population	2,771,000
Families	816,200
E.B.I.	\$4,684,301,000

CONNECTICUT: New London, Windham;
 MASSACHUSETTS: Barnstable, Bristol, Dukes,
 Nantucket, Norfolk, Plymouth, Worcester;
 RHODE ISLAND: Bristol, Kent, Newport,
 Providence, Washington

RALEIGH-DURHAM, N.C.

Population	2,021,400
Families	478,900
E.B.I.	\$2,172,310,000

NORTH CAROLINA: Alamance, Bladen, Caswell,
 Chatham, Cumberland, Duplin, Durham,

Franklin, Granville, Greene, Guilford, Halifax,
 Harnett, Hoke, Johnston, Lee, Lenoir, Montgomery,
 Moore, Nash, Northampton, Orange, Person,
 Randolph, Robeson, Rockingham, Sampson, Vance,
 Wake, Warren, Wayne, Wilson;

VIRGINIA: Brunswick, Charlotte, Halifax,
 Mecklenburg, Pittsylvania

RAPID CITY, S.D.

Population	142,500
Families	41,600
E.B.I.	\$186,111,000

SOUTH DAKOTA: Bennett, Butte, Custer, Fall River,
 Haakon, Harding, Jackson, Jones, Lawrence,
 Meade, Melleite, Pennington, Perkins, Shannon,
 Stanley, Todd, Washabaugh

REDDING, Cal.

Population	145
Families	47
E.B.I.	\$245,526

CALIFORNIA: Glenn, Lassen, Modoc, Shasta,
 Siskiyou, Tehama, Trinity

RENO, Nev.

Population	227
Families	70
E.B.I.	\$407,005

CALIFORNIA: Alpine, El Dorado, Lassen, Mono,
 Nevada, Placer, Plumas, Sierra;
 NEVADA: Churchill, Douglas, Humboldt, Lyon,
 Mineral, Nye, Ormsby, Storey, Washoe

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

Mr. Telecaster!

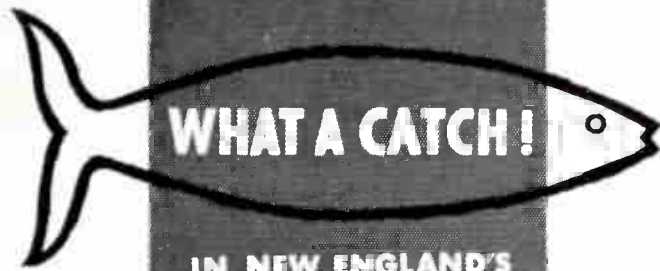
HOW MANY HALF HOURS HAVE YOU SOLD TO ANOTHER TELEVISION STATION?

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.



WHAT A CATCH!

IN NEW ENGLAND'S
Big Three
MARKET

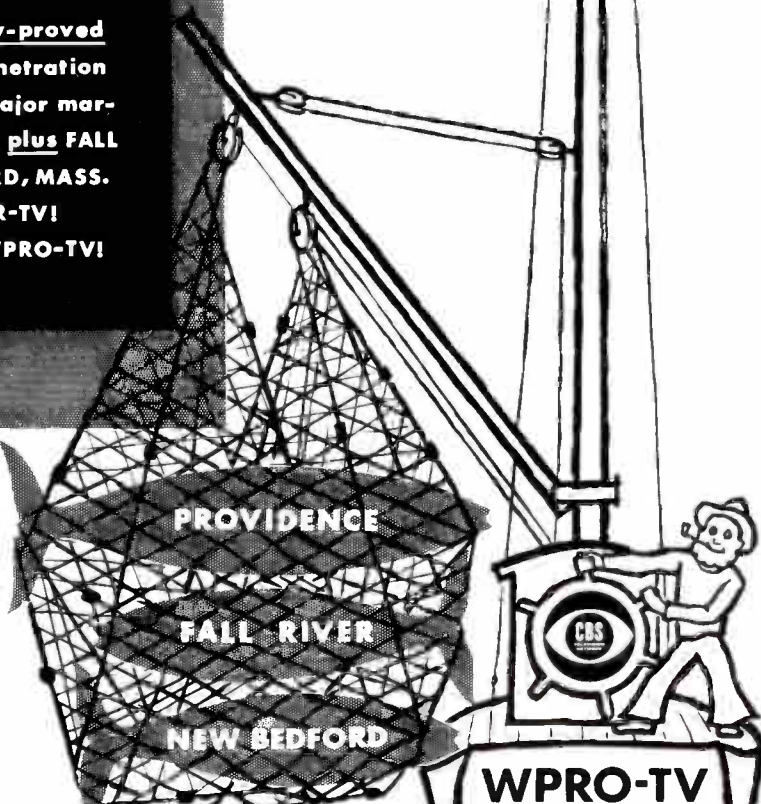
WPRO-TV

SERVES OVER
ONE MILLION
TV HOMES

WPRO-TV offers survey-proved
Maximum Audience Penetration
of not one, but three major mar-
kets--PROVIDENCE, R.I., plus FALL
RIVER and NEW BEDFORD, MASS.

For proof, ask BLAIR-TV!
For the big catch, use WPRO-TV!

CHANNEL
12
represented by
BLAIR-TV



PROVIDENCE

FALL RIVER

NEW BEDFORD

WPRO-TV
PROVIDENCE, R.I.

Dominance

market figure after market figure
in the rich Richmond TV area

15.6% FOOD DOMINANCE

WXEX-TV	\$230,866,000	100%
Station B	\$199,661,000	86.2%
Station C	\$199,700,000	86.5%

20.2% DRUG* DOMINANCE

WXEX-TV	\$12,205,000	100%
Station B	\$10,130,000	83%
Station C	\$10,155,000	83.3%

*Cosmetics, toiletries, packaged medications

21.8% AUTO* DOMINANCE

WXEX-TV	\$170,145,000	100%
Station B	\$139,070,000	81.7%
Station C	\$139,691,000	82.1%

*Automobiles, tires, batteries, accessories

23.4% Gas-Oil* DOMINANCE

WXEX-TV	\$73,806,000	100%
Station B	\$59,529,000	80.7%
Station C	\$59,812,000	81%

*Gas, oil, lubricants

All figures represent Grade B area coverage

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC-CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

ROANOKE—
Bigger than
RICHMOND?"



YES, BIGGER...

BIGGER than
Richmond by
12,800*
Television
Families!"



Television Magazine,
 March, 1957

Note—Use the count YOU favor,
 but it's generally agreed that the
 ROANOKE TELEVISION market is
 sizeably ahead of the RICHMOND
 TELEVISION market.

Check YOUR set count . . .
 then BUY Roanoke!

Call, your nearest Peters,
 Griffin, Woodward "Colonel",
 — or WDBJ • Television!



ROANOKE, VA.

Owned and operated by
 The Times-World Corp.

RICHMOND-PETERSBURG, Va.

Population	1,363,300
Families	337,900
E.B.I.	\$1,594,183,000

NORTH CAROLINA: Gares, Halifax, Hertford,
 Northampton;
 VIRGINIA: Accomack, Albermarle, Amelia,
 Amherst, Appomattox, Augusta, Brunswick,
 Buckingham, Caroline, Charlotte, Charles City,
 Chesterfield, Culpeper, Cumberland, Dinwiddie,
 Essex, Fluvanna, Gloucester, Goochland, Greene,
 Greenville, Hanover, Henrico, Isle of Wright,
 James City, King and Queen, King George,
 King William, Lancaster, Louisa, Lunenburg,
 Madison, Mathews, Mecklenburg, Middlesex,
 Nelson, New Kent, Northampton, Northumberland,
 Nottoway, Orange, Powhatan, Prince Edward,
 Prince George, Rappahannock, Richmond,
 Rockingham, Southampton, Spotsylvania, Stafford,
 Surry, Sussex, Westmoreland, York

ROANOKE, Va.

Population	437,100
Families	125,200
E.B.I.	\$570,465,000

NORTH CAROLINA: Alamance, Caswell, Guilford,
 Person, Rockingham, Stokes, Vance;
 VIRGINIA: Alleghany, Amelia, Amherst,
 Appomattox, Augusta, Bath, Bedford, Bland,
 Botetourt, Brunswick, Buckingham, Campbell,
 Carroll, Charlotte, Craig, Cumberland, Floyd,
 Fluvanna, Franklin, Giles, Grayson, Halifax,
 Henry, Highland, Lunenburg, Mecklenburg,
 Montgomery, Nelson, Nottoway, Patrick,
 Pittsylvania, Prince Edward, Pulaski, Roanoke,
 Rockbridge, Smyth, Tazewell, Wythe;
 WEST VIRGINIA: Greenbrier, Mercer, Monroe,
 Pocahontas, Summers, Webster

ROCHESTER, Minn.

Population	437,100
Families	125,200
E.B.I.	\$570,465,000

IOWA: Howard, Mitchell, Winneshiek, Worth;
 MINNESOTA: Dodge, Fillmore, Freeborn,
 Goodhue, Houston, Mower, Olmsted, Steele,
 Wabasha, Winona;
 WISCONSIN: Buffalo, Jackson, Pepin, Pierce,
 Trempealeau

Market definition, Television Magazine. Market data,
 Sales Management '56 Survey of Buying Power.
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In every field
 there's one basic
 reference source,
 in television it's . . .
**TELEVISION
 MAGAZINE**

KROC CHESTER **TV**
MINNESOTA

Is one good answer
 to the many sided
 question . . .



How to get the
 most for your
 advertising dollar . . .

**Farms
 Industry
 Medical
 Retail
 Transient**

FARMS: 30,000—U.S. Agr. Census
 INDUSTRY: IBM, ROCHESTER DAIRY
 (WORLD'S LGST. COOP DAIRY),
 LIBBY, McNEIL & LIBBY, CRENLO,
 INC.

MEDICAL: FAMOUS MAYO CLINIC-
 AND ST. MARY'S HOSP. (LGST.
 PRIVATELY OWNED HOSP. IN THE
 WORLD UNDER ONE ROOF).

RETAIL: \$72,000,000 yearly sales

TRANSIENTS: 350,000 yearly.

120,000 SETS . . . A. R. F.

C.S.I. PER HOUSEHOLD . . . \$6524.00
 . . . SRDS

Estimate of Cons. Mkts.—Jan. 10, 1957

And KROC-TV furthers your
 advertising impact with
 promotion and merchandising.

NBC **SOUTHERN
 MINNESOTA**

MEEKER TV, INC.
 ELIZABETH BECKJORDAN (Network)
 HARRY HYETT (Minneapolis-St. Paul)

A high-contrast, black and white photograph of a person's legs in dark trousers, with the text "penetrating the charcoal" overlaid in white. The image is split vertically, with the left side being white and the right side being dark. The person's legs are visible in the center, wearing dark trousers. The text is in a bold, sans-serif font.

penetrating the charcoal



gray curtain

To quote Foote, Cone & Belding's president Fairfax Cone: "... every moment of the reader's and viewer's time has become more precious.

Our competition is for time . . . advertising must reach new creative heights to capture attention. Ordinary advertising won't do this."

And ordinary editorial coverage won't do it either. To penetrate the charcoal gray curtain and reach the decision makers, to capture the attention, the readership of the busy TV executive, TELEVISION MAGAZINE has invested heavily in special research projects that go considerably beyond the usual trade paper coverage.

Publishing essential information not available elsewhere, such as TV set count, TV market data and continuing brand studies is a policy that has made TELEVISION MAGAZINE the industry's one authoritative source for the facts and figures of TV advertising.

This is the kind of coverage that sets TELEVISION MAGAZINE apart from other publications in the field —and is your guarantee of maximum readership of the magazine and its advertising.

TELEVISION
MAGAZINE

Talk About Daytime Audience Dominance

**KCRA-TV Has
More Adult Daytime
Viewers Than All
Competing Stations
COMBINED!**



62.1%

**ARB Share of Audience*
Sign-on to 6 p. m., Monday-Friday
Daytime Adult Viewing Hours**

From 7 a.m. to 6 p.m. Clear Channel 3 has nearly three times the Share of Audience of the second station:

	Sign-on To Noon	Noon- 6 p. m.	Avg. Daytime Share Audience
KCRA-TV	63.6%	60.6%	62.1%
Station "B"	30.7%	12.4%	21.6%
Station "C"	13.9%	18.5%	16.2%
Station "D" (On Air at 3 p. m.)	—	14.7%	14.7%

KCRA-TV has 51.5% more audience than the second station in the big Sacramento TV Market from Sign-on to Sign-off, Sunday through Saturday:

	Total Share of Audience
KCRA-TV	49.1%
Station "B"	32.4%
Station "C"	13.7%
Station "D"	7.5%

**Call Petry for more information about
The Highest Rated NBC Station in the West**

* All figures from Sacramento Television Audience. ARB: February 8-14, 1957

KCRA-TV

SERVING 28 NORTHERN CALIFORNIA AND NEVADA COUNTIES

Sacramento, California

CLEAR

3

CHANNEL

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

McCANN-ERICKSON

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

J. WALTER THOMPSON

"For several years, it's been our official policy to use your market data and set figures."

TED BATES

"Your receiver estimates are a great aid in planning schedules for our clients."

KENYON & ECKHARDT

"Your circulation fills a real need for unbiased data. Thanks for helping us furnish our buyers with the facts they need."

LENNEN & NEWELL

"Everyone connected with buying looks at your estimates. Aside from our own research your data is our basic guide."

N. W. AYER

"Your method of computing circulation should produce the soundest available figures; we've decided to adopt them as a standard for now."

ESTY

"Your circulation report comes closer to what we need than anything else that is generally available. We really do make use of it."

YOUNG & RUBICAM

"Read TELEVISION MAGAZINE regularly. The Receiver Circulation is excellent."

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 Monthly Report on Spot. These are the "big bait" that guarantee readership of the magazine—and of your advertising among the people you want most to reach.

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

ST. JOSEPH, Mo.

Population	799,2
Families	243,1
E.B.I.	\$1,050,540

IOWA: Fremont, Page, Ringgold, Taylor;
KANSAS: Atchison, Brown, Doniphan, Jackson, Jefferson, Leavenworth, Marshall, Nemaha, Pottawatomie, Shawnee;
MISSOURI: Andrew, Atchison, Buchanan, Caldwell, Carroll, Chariton, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Holt, Lafayette, Linn, Livingston, Mercer, Nodaway, Platte, Pkx, Saline, Worth;
NEBRASKA: Nemaha, Pawnee, Richardson

ST. LOUIS, Mo.

Population	2,890,000
Families	875,000
E.B.I.	\$4,352,285,000

ILLINOIS: Bond, Calhoun, Clay, Clinton, Effingham, Fayette, Franklin, Greene, Jackson, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Morgan, Perry, Pike, Randolph, St. Clair, Scott, Washington, Wayne, Williamson;
MISSOURI: Bollinger, Cape Girardeau, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Maries, Miller, Monroe, Montgomery, Osage, Perry, Phelps, Pike, Ralls, St. Charles, St. Francois, St. Louis, Ste. Genevieve, Warren, Washington, Wayne

ST. PETERSBURG-TAMPA, Fla.

Population	1,204,000
Families	362,000
E.B.I.	\$1,572,277,000

FLORIDA: Alachua, Brevard, Charlotte, Citrus, Collier, DeSoto, Dixie, Franklin, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lafayette, Lake, Lee, Levy, Liberty, Manatee, Marion, Okeechobee, Orange (33%), Osceola, Pasco, Pinellas, Polk, Sarasota, Sumter, Wakulla

SALINAS-MONTEREY, Cal.

Population	393,000
Families	123,500
E.B.I.	\$665,638,000

CALIFORNIA: Monterey, San Benito, Santa Cruz, Stanislaus

SALISBURY, Md.†

Population	225,800
Families	67,300
E.B.I.	\$246,647,000

DELAWARE: Kent (10%), Sussex;
MARYLAND: Caroline (67%), Dorchester, Somerset, Wicomico, Worcester;
VIRGINIA: Accomack (50%)

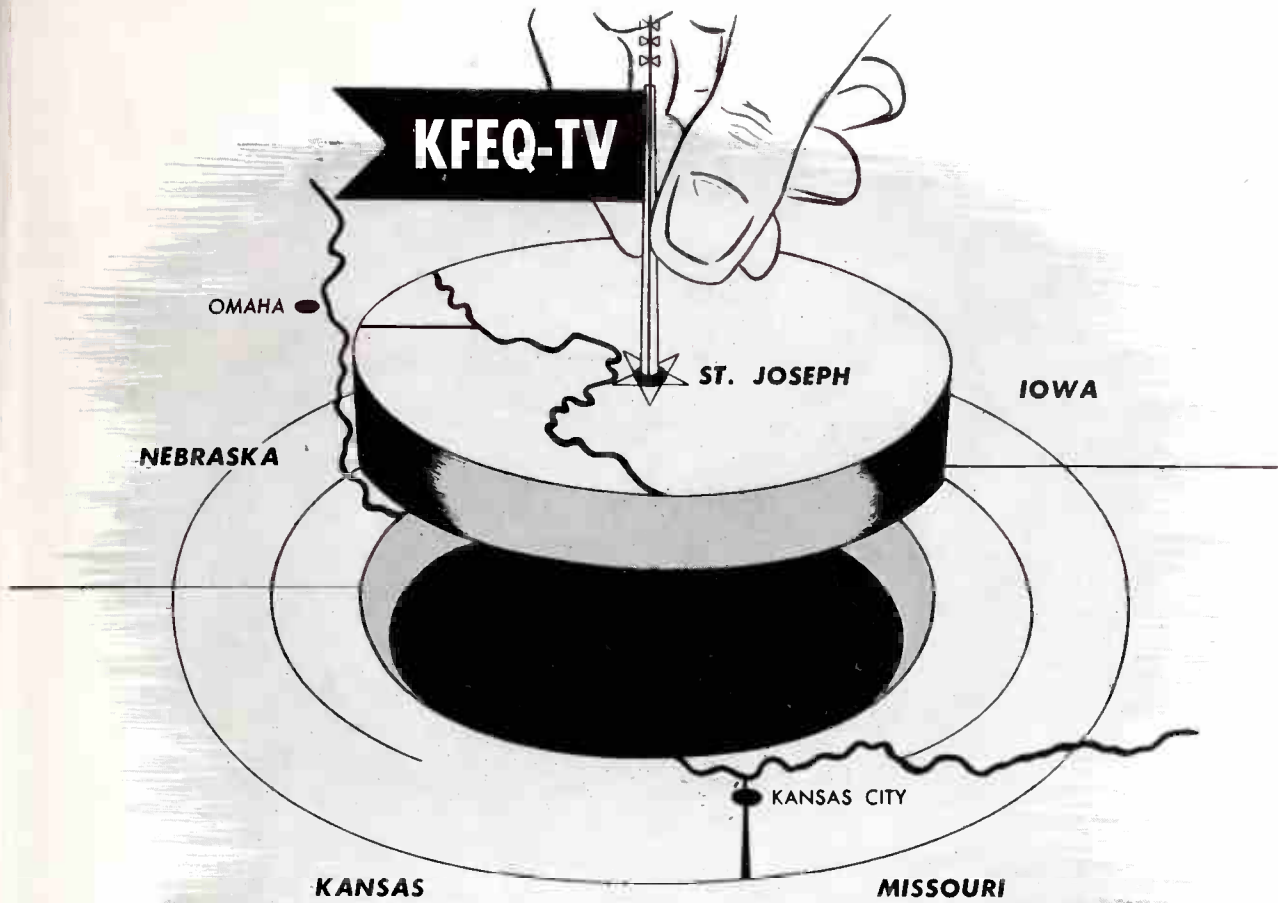
† Due to conflicting research data, this market has not been reevaluated pending further study.

SALT LAKE CITY, Utah

Population	876,000
Families	242,000
E.B.I.	\$1,253,059,000

IDAHO: Bannock, Bear Lake, Caribou, Cassia, Franklin, Oneida, Power;
NEVADA: Elko, White Pine;
UTAH: Box Elder, Cache, Carbon, Daggett.

Market definition, Television Magazine, Market Data Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.



PLUG THAT COVERAGE HOLE

**37 County Coverage Area in One
of Nation's Largest Markets**

POPULATION	883,700
FAMILIES	281,300
TV SETS IN AREA	167,488
EFFECTIVE BUYING INCOME	\$1,363,977,000
RETAIL SALES	\$ 944,953,000

(Sales Management 1956)

CHANNEL 2 — CBS — ABC — NTA

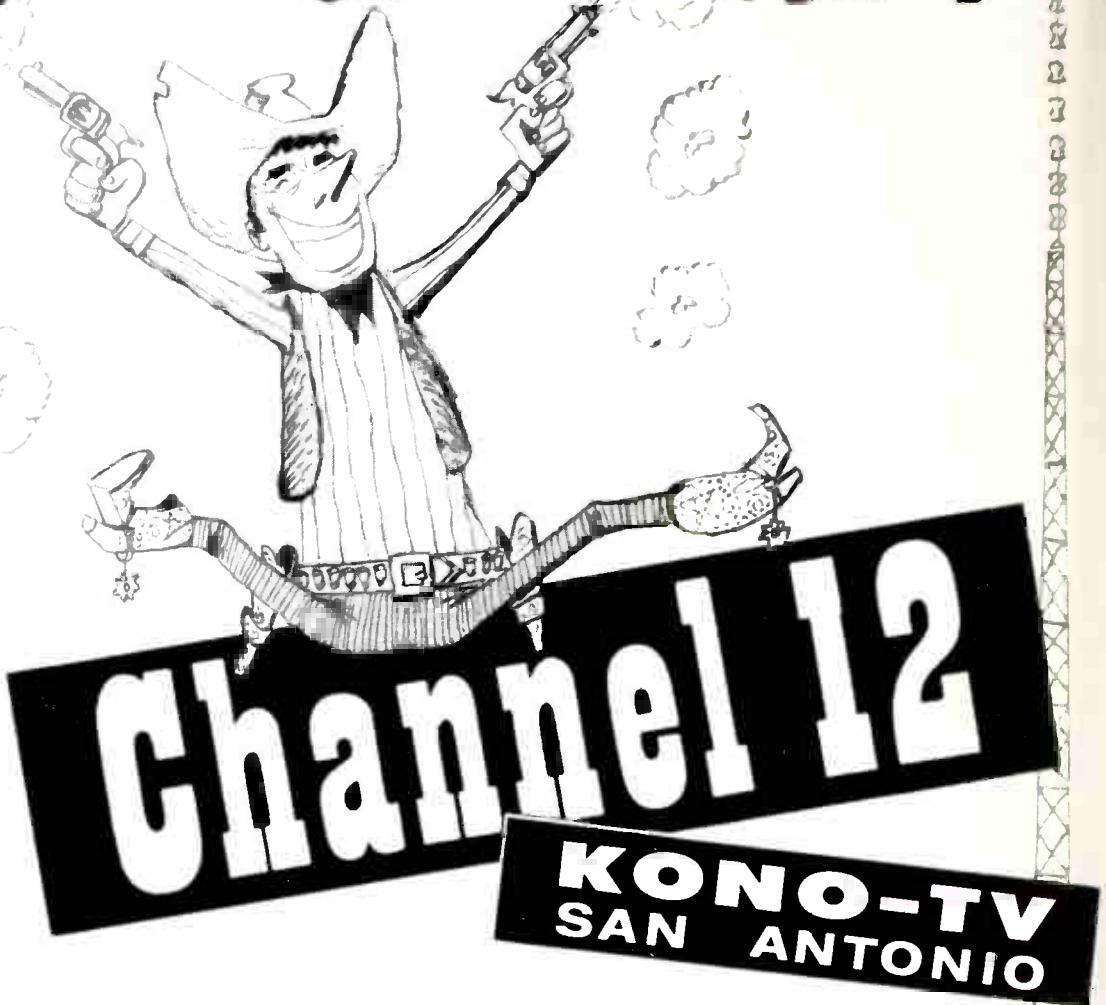
KFEQ-TV

2

ST. JOSEPH, MISSOURI
A KENYON BROWN STATION

Blair Television Associates, Rep.

We're on the Air!



With the same outstanding management that has successfully guided one of the nation's outstanding radio stations for the past 30 years, Channel 12 is on the air with the full power of 316,000 watts, the latest RCA equipment and the only live, unduplicated program coverage in the rich South Texas market. And Channel 12's rate structure has been realistically set to accommodate advertisers who are interested in reaching San Antonio with the hottest, liveliest television station in the Southwest!

Complete programming of the vigorous ABC television network is combined with top film packages and some fine local shows. For FRESH, NEW availabilities in San Antonio the H-R folks or Clarke Brown Co. will be delighted to give you the full picture.



We are proud to be represented by

H-R TELEVISION, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
CLARKE BROWN CO.
DALLAS • HOUSTON • ATLANTA • NEW ORLEANS • DENVER

SALT LAKE CITY, Utah—Continued

W. Vis, Duchesne, Emery, Grand, Juab, Millard, Morgan, Rich, Salt Lake, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Weber; **COMING:** Lincoln, Uinta

SAN ANGELO, Tex.

Population 132,900
Families 38,500
E.B.I. \$196,867,000

AS: Coleman, Concho, Crockett, McCulloch, Ward, Runnels, Schleicher, Sutton, Tom Green

SAN ANTONIO, Tex.

Population 1,373,800
Families 359,500
E.B.I. \$1,610,785,000

AS: Aransas, Atascosa, Bandera, Bee, Bexar, Blanco, Caldwell, Calhoun, Colorado, Comal, Crockett, DeWitt, Dimmit, Duval, Edwards, Fette, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Jackson, Jim Hogg, Jim Wells, Knes, Kendall, Kerr, Kimble, Kinney, Kleberg, Lalle, Lavaca, Live Oak, Llano, McCulloch, Mullen, Mason, Matagorda, Maverick, Medina, Ward, Real, Refugio, San Patricio, San Saba, Scheicher, Starr, Sutton, Uvalde, Victoria, Wab, Wilson, Zapata, Zavalo

SAN DIEGO, Cal.-TIJUANA, Mex.

Population 895,100
Families 290,300
E.B.I. \$1,654,268,000

CLIFORNIA: Imperial, San Diego

SAN FRANCISCO, Cal.

Population 4,262,400
Families 1,381,700
E.B.I. \$8,475,393,000

CLIFORNIA: Alameda, Alpine, Amador, Butte, Caveras, Colusa, Contra Costa, El Dorado, Glenn, Lake, Marin, Mariposa, Mendocino, Mono, Monterey, Napa, Placer, Plumas, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Sierra, Solano, Sonoma, Stanislaus, Sutter, Tuolumne, Yolo, Yuba

SAN JOSE, Cal.

Population 694,900
Families 216,200
E.B.I. \$1,270,961,000

CLIFORNIA: Monterey, San Benito, Santa Clara, Santa Cruz

SAN LUIS OBISPO, Cal.

Population 61,800
Families 20,600
E.B.I. \$105,018,000

CLIFORNIA: San Luis Obispo

SANTA BARBARA, Cal.*

Population 353,300
Families 109,800
E.B.I. \$623,040,000

CLIFORNIA: Kern (10%), San Luis Obispo, Santa Barbara, Ventura

This market has not been reevaluated pending further study.

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

SAVANNAH, Ga.

Population 480,300
Families 126,200
E.B.I. \$487,818,000

GEORGIA: Appling, Bryan, Bulloch, Burke, Camden, Candler, Charlton, Chatham, Effingham, Emanuel, Evans, Glynn, Jenkins, Liberty, Long, McIntosh, Montgomery, Screven, Tattnall, Toombs, Treutlen, Wayne;

SOUTH CAROLINA: Beaufort, Hampton, Jasper

SCHENECTADY-ALBANY-TROY, N.Y.

Population 1,690,400
Families 515,200
E.B.I. \$2,563,019,000

MASSACHUSETTS: Berkshire, Franklin;

NEW HAMPSHIRE: Sullivan;

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

VERMONT: Addison, Bennington, Chittenden, Rutland, Washington, Windsor

SCRANTON-WILKES-BARRE, Pa.

Population 1,062,400
Families 302,500
E.B.I. \$1,435,341,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Sullivan, Susquehanna, Union, Wyoming

SEATTLE-TACOMA, Wash.

Population 1,710,600
Families 561,400
E.B.I. \$3,152,983,000

OREGON: Clatsop;

WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

SEDALIA, Mo.

Population 113,000
Families 37,400
E.B.I. \$132,163,000

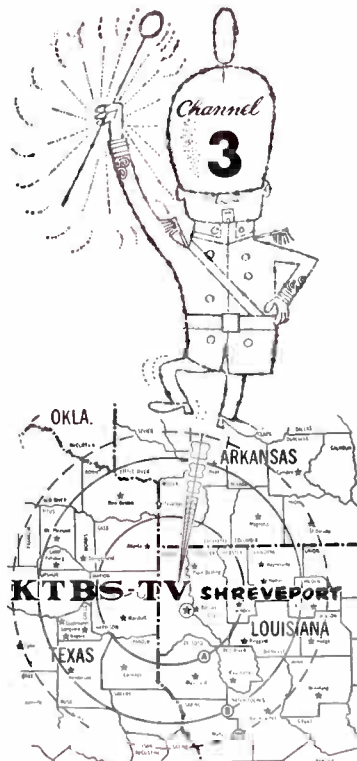
MISSOURI: Benton, Cooper, Henry, Hickory, Moniteau, Morgan, Pettis, St. Clair

SHREVEPORT, La.

Population 1,149,300
Families 322,100
E.B.I. \$1,251,637,000

ARKANSAS: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Sevier, Union; **LOUISIANA:** Bienville, Bossier, Caddo, Claiborne, DeSoto, Lincoln, Natchitoches, Red River, Sabine, Union, Vernon, Webster; **OKLAHOMA:** McCurtain; **TEXAS:** Angelina, Bowie, Camp, Cass, Gregg, Harrison, Marion, Morris, Nacogdoches, Panola, Red River, Rusk, San Augustine, Shelby, Titus, Upshur, Wood

NIELSEN* SURVEY PROVES KTBS-TV LEADS!



***MONTHLY COVERAGE,**
Homes Reached **136,860**
A Bonus of 6,740 over Station B
***TELEVISION HOMES**
in KTBS-TV Area **157,980**
A Bonus of 13,120 over Station B
* N.C.S. No. 2, Spring 1956



E. NEWTON WRAY,
President & Gen. Mgr.
NBC and ABC

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

KVTV's Talent Team SELLS Sioux City



homemaker

JAN VOSS

Hostess on KVTV's Open House and the *Homemaker* homemakers rely on . . . with sales results to prove it.



weatherman

CONRAD JOHNSON

Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.



sports editor

LES DAVIS

Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.



news editor

AUSTIN SCHNEIDER

Consistently first with the *News* in Sioux City. A news show that lends authority to your sales message.

Plus many more outstanding Local Personalities

DOMINANT
in all departments*

NETWORK
Top 20 Network shows

SYNDICATED
Top 11 Syndicated shows

PERSONALITIES
All of the top 39 local live shows

*Latest Sioux City Telepulse

CBS • ABC

KVTV

Channel 9

SIoux CITY, IOWA

See your **KATZ MAN**

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota.

Don D. Sullivan, General Manager

SIoux CITY, Iowa

Population	1,017,600
Families	301,200
E.B.I.	\$1,465,806,000

IOWA: Buena Vista, Carroll, Cherokee, Clay, Crawford, Dickinson, Emmett, Harrison, Humboldt, Ida, Lyon, Monona, O'Brien, Osceola, Palo Alto, Plymouth, Pocahontas, Sac, Sioux, Woodbury;

MINNESOTA: Cottonwood, Jackson, Murray, Nobles, Pipestone, Rock, Watonwan;

NEBRASKA: Antelope, Blaine, Boyd, Brown, Burr, Cedar, Cuming, Dakota, Dixon, Garfield, Holt, Keya Paha, Knox, Loup, Madison, Pierce, Platte, Rock, Thurston, Wayne, Wheeler;

SOUTH DAKOTA: Aurora, Bon Homme, Brule, Charles Mix, Clay, Davison, Douglas, Gregory, Hanson, Hutchinson, Lake, Lincoln, Lyman, McCook, Miner, Minnehaha, Moody, Sanborn, Tripp, Turner, Union, Yankton

SIoux FALLS, S.D.

Population	886,800
Families	257,200
E.B.I.	\$1,182,371,000

IOWA: Clay, Dickinson, Lyon, O'Brien, Osceola, Plymouth, Sioux;

MINNESOTA: Big Stone, Chippewa, Grant, Jackson, Lac Qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Rock, Stevens, Swift, Traverse, Yellow Medicine;

NEBRASKA: Antelope, Knox, Pierce;

SOUTH DAKOTA: Aurora, Beadle, Bon Homme, Brookings, Brown, Brule, Buffalo, Campbell, Charles Mix, Clark, Clay, Codrington, Davison, Day, Deuel, Douglas, Edmunds, Faulk, Grant, Gregory, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jerauld, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Sully, Tripp, Turner, Union, Walworth, Yankton

SOUTH BEND-ELKHART, Ind.†

Population	874,600
Families	267,200
E.B.I.	\$1,497,702,000

INDIANA: Dekalb (25%), Elkhart, Fulton, Kosciusko, Lagrange, LaPorte, Marshall, Noble, Pulaski, St. Joseph, Starke, Steuben (25%), Whitley;

MICHIGAN: Berrien, Branch (50%), Cass, St. Joseph, Van Buren

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

SPARTANBURG-GREENVILLE, S.C.

Population	1,822,500
Families	461,700
E.B.I.	\$1,974,890,000

GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln, Madison, Oglethorpe, Rabun, Stephens, Taliaferro, Towns, White, Wilkes;

NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford; Swain, Transylvania, Yancey;

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York

Market definition, Television Magazine. Market Data Sales Management '56 Survey of Buying Power. Reproduction of any of above data not license.

SPRINGFIELD-HOLYOKE, Mass.†		Population	760,700
		Families	219,800
		E.B.I.	\$1,360,117,000
CONNECTICUT: Hartford (25%), Tolland; MASSACHUSETTS: Franklin, Hampden, Hampshire			
† Due to conflicting research data, this market has not been reevaluated pending further study.			
SPRINGFIELD, Mo.		Population	424,500
		Families	133,100
		E.B.I.	\$439,596,000
ARKANSAS: Boone, Carroll, Madison, Newton; MISSOURI: Barry, Barton, Camden, Cedar, Christian, Dade, Dallas, Douglas, Greene, Howell, Laclede, Lawrence, Ozark, Polk, Pulaski, Stone, Taney, Texas, Webster, Wright			
STUEBENVILLE, Ohio		Population	3,935,100
		Families	1,124,500
		E.B.I.	\$6,262,019,000
Due to conflicting research data, this market has not been reevaluated pending further study.			
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SPRINGFIELD, Wash.		Population	973,300
		Families	305,700
		E.B.I.	\$1,582,383,000
D: Benewah, Bonner, Boundary, Clearwater, Kootenai, Latah, Lewis, Nez Perce, Oneida			
ID: Flathead, Lincoln, Mineral, Sanders; OREGON: Baker, Umatilla, Union, Willamette; WASHINGTON: Adams, Asotin, Chelan, Columbia, Grant, Klickitat, Lewis, Mason, Okanogan, Pend Oreille, Skagit, Stevens, Walla Walla, Yakima			
SPRINGFIELD, Ill.†		Population	467,900
		Families	148,900
		E.B.I.	\$753,713,000
ID: Cass, Christian, Logan, Macon, Madison, Menard, Montgomery, Sangamon			

how many unduplicated
homes does *your*
spot schedule reach

?

With all the data in the Data Book on IBM cards, the Research Department of TELEVISION MAGAZINE can fill requests for individual analyses of coverage and circulation:

- market rankings by current and potential circulation
- unduplicated circulation data for individual lineups
- studies showing maximum or minimum coverage

Write to the Research Manager,

TELEVISION MAGAZINE
600 Madison Avenue
New York 22, N. Y.

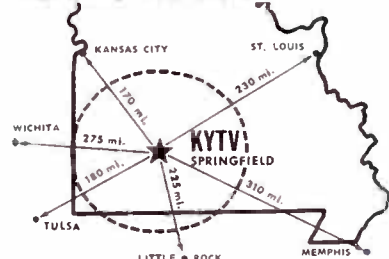
Don't leave a
GAP in your
SALES MAP



It takes



to cover the
OZARK area



YOU CAN'T COVER THE RICH OZARK MARKET WITH BASIC NBC STATIONS BECAUSE . . .

The Heart of the Ozark Empire is 230 miles from St. Louis; 170 miles from Kansas City; 275 miles from Wichita; 180 miles from Tulsa; 310 miles from Memphis; 225 miles from Little Rock!

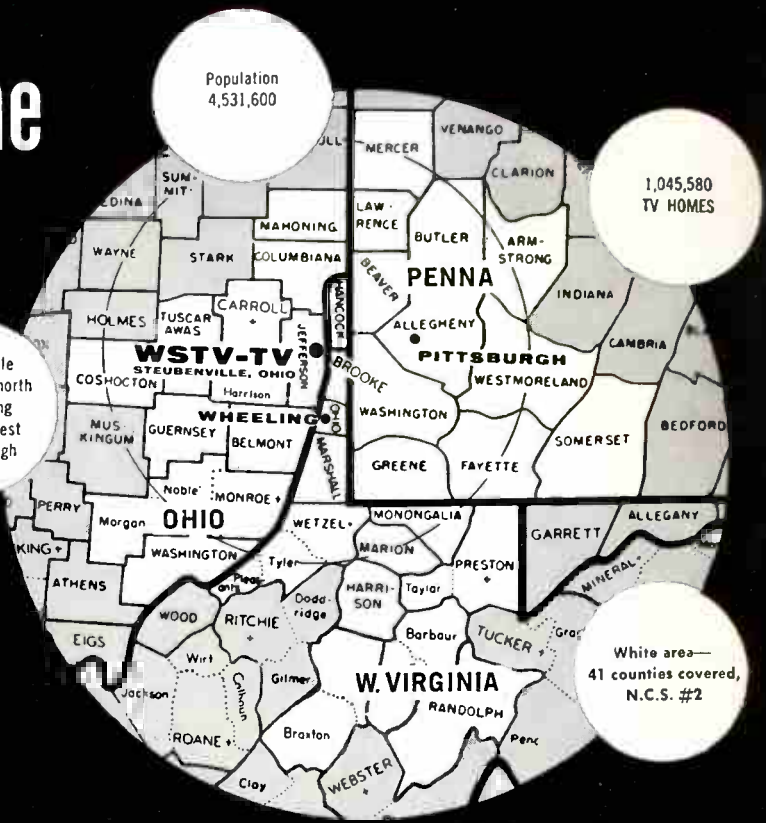
PHONE • WIRE • WRITE

R. L. STUFFLEBAM
Commercial Manager

National Representative
GEORGE P. HOLLINGBERY CO.
ORIGINATING STATION ABC
"OZARK JUBILEE"

this is the
richest steel
and
coal area
in the world

Steubenville
is 18 miles north
of Wheeling
33 miles west
of Pittsburgh



...the Upper Ohio River Valley!

you get lowest cost per thousand TV homes on WSTV-TV

BEST FOR COVERING WHEELING-STEUBENVILLE-52nd TV MARKET

COMPARE	1 HR AA TIME	1 MIN AA TIME	COVERAGE WEEKLY	NOTE: WSTV COVERS MORE THAN TWICE AS MANY TV HOMES AS THE WHEELING STATION
WSTV-TV	\$ 500	\$112.50	552,870	
STATION B. WHEELING	500	100.00	226,350	
STATION C. PITTSBURGH	2000	500.00	971,790	



WSTV-TV

STEUBENVILLE, OHIO

CHANNEL 9 234,500 WATTS

John J. Laux, Gen. Mgr. • Rod Gibson, Nat'l Sales Mgr. 487 Park Ave., N.Y.C.

a member of the Friendly Group represented by Avery-Knodel

EVILLE, Ohio—Continued

Belmont, Carroll, Columbiana, Coshocton, Cuyahoga, Harrison, Jefferson, Monroe, Morgan, Tuscarawas;

PENNSYLVANIA: Allegheny, Beaver, Butler, Greene, Lawrence, Mercer, Washington, Westmoreland;

VIRGINIA: Barbour, Braxton, Brooke, Giles, Harrison, Lewis, Marion, Marshall, Shenandoah, Ohio, Pheasants, Preston, Randolph, Tyler, Upshur, Wetzel

STOCKTON, Cal.

Population 2,170,000
Families 668,600
E.B.I. \$3,834,296,000

CALIFORNIA: Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, El Dorado, Glenn, Lake, Merced, Mono, Napa, Nevada, Placer, Sacramento, San Joaquin, Santa Clara, Stanislaus, Sutter, Tuolumne, Yuba

SUPERIOR, Wis.—See Duluth, Minn.—Superior, Wis.

WATWATER, Tex.

Population 245,000
Families 70,900
E.B.I. \$382,780,000

OKLAHOMA: Borden, Coke, Fisher, Haskell, Howard, Nowata, Mitchell, Nolan, Scurry, Stonewall, Taylor, Wagoner, Waskom, Young

ALBANY, N.Y.

Population 1,639,300
Families 482,800
E.B.I. \$2,339,917,000

NEW YORK: Cayuga, Chemung, Chenango, Cortland, Hamilton, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, St. Lawrence, Schuyler, Seneca, Steuben, Sullivan, Tompkins, Wayne, Yates;

PENNSYLVANIA: Tioga

TACOMA-SEATTLE, Wash.

Population 1,710,600
Families 561,400
E.B.I. \$3,152,983,000

WASHINGTON: Clatsop;

WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pierce, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

TALLAHASSEE, Fla.—THOMASVILLE, Ga.

Population 734,200
Families 183,800
E.B.I. \$663,997,000

ALABAMA: Houston;

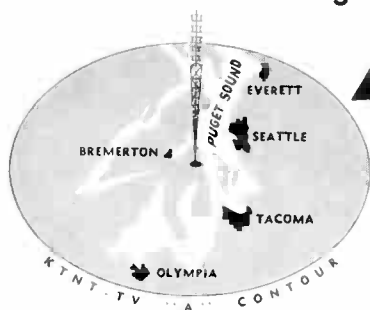
FLORIDA: Calhoun, Columbia, Dixie, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Wakulla, Wane, Taylor, Wakulla;

Market definition, Television Magazine. Market data, Nielsen Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

In the rich Seattle-Tacoma Market, schedule this
"DOUBLE VALUE* BUY"

KTNT TV
CHANNEL 11

***VALUE ONE: coverage of ALL FIVE major cities**



KTNT-TV "A" CONTOUR
(Population over 1,200,000)

Within this area is **over half** the population of Washington State . . . **over half** the income. ONLY KTNT-TV gives "A" coverage of all five major Puget Sound cities: Seattle, Tacoma, Olympia, Everett, Bremerton.

***VALUE TWO: consistent program promotion**



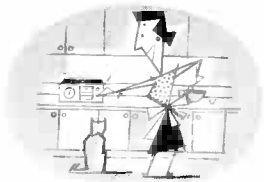
"TUNE TO 11" say colorful cards on 100 Seattle Transit coaches— all day, every day!



"TUNE TO 11" say over 100 on-the-air announcements every week—covering every KTNT-TV program!



"TUNE TO 11" say dominant 24-sheet posters on Seattle's high-traffic thoroughfares!



"TUNE TO 11" say spots on Seattle's No. 1 independent radio station — all-day plugs for that night's television programs!



"TUNE TO 11" say ads on KTNT-TV's consistent schedule in the Seattle Times and the Tacoma News Tribune!



"TUNE TO 11" say promotion ads in every issue of TV Guide . . . reaching over 92,000 viewers weekly in the Puget Sound area!

KTNT TV

CHANNEL 11 — 316,000 WATTS

Represented by Weed Television

Buy The Top Coverage — Get The Top Local Promotion!



*Hold your orders Boys
We have news for you*

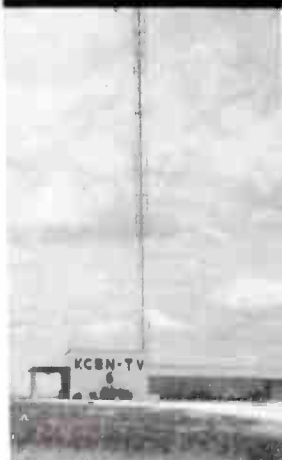
KCEN-TV is Leading Station in Texas' 5th Market

Between the first four major markets of Texas is a giant fifth. Not until KCEN-TV developed a television service with a tower TALL ENOUGH and programming GOOD ENOUGH was this important fifth market covered—really covered—by a single medium. Now, thanks to Nielsen, what we have always contended is a matter of record. KCEN-TV is acknowledged as "THE LEADING STATION IN TEXAS' 5th TELEVISION MARKET."

NIELSEN NCS No. 2 — November 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME		NIGHTTIME	
			Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
KCEN-TV	106,370	88,040	76,760	56,700	83,010	68,420
Station B	87,040	66,270	55,410	39,650	62,820	49,940

SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS



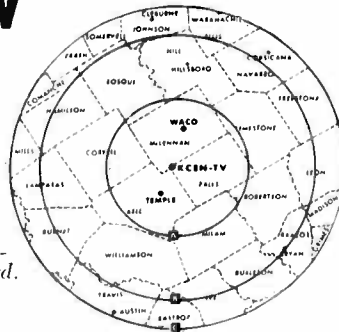
KCEN-TV

Channel 6

INTERCONNECTED



33 Counties Served
According to Nielsen
Survey No. 2. Inquiries as to details invited.



National Representatives, George P. Hollingbery Co.;
Texas Representatives, Clyde Melville Co., Dallas.

TALLAHASSEE, Fla.—THOMASVILLE, Ga.—Continued

GEORGIA: Atkinson, Baker, Berrien, Brooks, Calhoun, Clinch, Coffee, Colquitt, Cook, Decatur, Dougherty, Early, Echols, Grady, Irwin, Lanier, Lowndes, Miller, Mitchell, Seminole, Thomas, Tift, Turner, Worth

TAMPA-ST. PETERSBURG, Fla.

Population 1,204,000
Families 362,900
E.B.I. \$1,572,277,000

FLORIDA: Alachua, Brevard, Charlotte, Citrus, Collier, DeSoto, Dixie, Franklin, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lafayette, Lake, Lee, Levy, Liberty, Manatee, Marion, Oklawaha, Orange (33%), Osceola, Pasco, Pinellas, Polk, Sarasota, Sumter, Wakulla

TEMPLE-WACO, Tex.

Population 705,200
Families 203,000
E.B.I. \$824,116,000

TEXAS: Bastrop, Bell, Bosque, Brazos, Brown, Burleson, Burnet, Comanche, Concho, Coryell, Erath, Falls, Freestone, Hamilton, Hill, Houston, Lampasas, Lee, Leon, Limestone, Llano, McCulloch, McLennan, Madison, Mason, Menard, Milam, Mills, Navarro, Robertson, San Saba, Somervell, Williamson

TERRE HAUTE, Ind.

Population 882,800
Families 279,000
E.B.I. \$1,262,510,000

ILLINOIS: Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Edwards, Effingham, Fayette, Jasper, Lawrence, Richland, Vermilion, Wabash, Wayne;

INDIANA: Clay, Daviess, Fountain, Gibson, Greene, Knox, Martin, Monroe, Montgomery, Owen, Parke, Pike, Putnam, Sullivan, Vermilion, Vigo, Warren, Warrick

TEXARKANA, Tex.

Population 556,200
Families 155,100
E.B.I. \$498,168,000

ARKANSAS: Clark, Columbia, Dallas, Hempstead, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Quachita, Pike, Polk, Sevier;

LOUISIANA: Webster;

OKLAHOMA: Choctaw, McCurtain, Pushmataha;

TEXAS: Bowie, Camp, Cass, Harrison, Marion, Morris, Red River, Titus, Upshur, Wood

THOMASVILLE, Ga.—TALLAHASSEE, Fla.

Population 734,200
Families 183,800
E.B.I. \$663,997,000

ALABAMA: Houston;

FLORIDA: Calhoun, Columbia, Dixie, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwanee, Taylor, Wakulla;

GEORGIA: Atkinson, Baker, Berrien, Brooks, Calhoun, Clinch, Coffee, Colquitt, Cook, Decatur, Dougherty, Early, Echols, Grady, Irwin, Lanier, Lowndes, Miller, Mitchell, Seminole; Thomas, Tift, Turner, Worth

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

T U L S A

OHIO, Ohio

Population	1,321,200
Families	399,800
E.B.I.	\$2,332,623,000

COUNTY, Ohio: Hillsdale, Lenawee, Monroe; Allen, Crawford, Defiance, Erie, Fulton, Hardin, Henry, Huron, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wyandot

KANSAS, Kan.

Population	722,900
Families	228,000
E.B.I.	\$1,106,238,000

COUNTY, Kan.: Allen, Anderson, Atchison, Bourbon, Chase, Clay, Coffey, Dickinson, Doniphan, Franklin, Geary, Jackson, Jefferson, Leavenworth, Linn, Lyon, Marion, Miami, Morris, Nemaha, Osage, Pawnee, Republic, Riley, Shawnee, Washington, Woodson

TRaverse CITY, Mich.

Population	239,600
Families	68,400
E.B.I.	\$269,263,000

COUNTY, Mich.: Alger, Antrim, Benzie, Charlevoix, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Leelanau, Luce, Manistee, Missaukee, Otsego, Schoolcraft, Wexford

ARIZONA, Ariz.

Population	331,400
Families	92,900
E.B.I.	\$451,795,000

COUNTY, Ariz.: Cochise, Pima, Pinal, Santa Cruz

CALIFORNIA, Cal.—See Fresno-Tulare

OKLAHOMA, Okla.

Population	1,365,300
Families	414,900
E.B.I.	\$1,725,028,000

COUNTY, Okla.: Benton, Sebastian, Washington; Chautauqua, Cowley, Elk, Greenwood, Latfite, Montgomery, Neosho, Wilson; McDonald, Newton; Adair, Cherokee, Craig, Creek, Deware, Haskell, Hughes, Kay, Latimer, LeFlore, Lipton, McIntosh, Mayes, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Patee, Payne, Pittsburg, Rogers, Seminole, Seoyah, Tulsa, Wagoner, Washington

MISSISSIPPI, Miss.

Population	258,200
Families	67,900
E.B.I.	\$187,153,000

ALABAMA: Franklin, Monroe; **MISSISSIPPI:** Calhoun, Chickasaw, Itawamba, Union, Monroe, Pontotoc, Prentiss, Tippah, Thomingo, Union

Market definition, Television Magazine. Market data, Jes Management '56 Survey of Buying Power. production of any of above data not licensed.



BASIC FACTS ABOUT 302,600* TV HOMES

1 KOTV has MORE CIRCULATION than any other Tulsa station.

- 11% MORE than Station B
- 29% MORE than Station C

Source: NCS #2

2 KOTV has HIGHER RATINGS than any other Tulsa station.

- 129% HIGHER than Station B
- 59% HIGHER than Station C

Source: ARB Total Week (Nov. '56)

3 KOTV offers the LOWEST COST PER THOUSAND of any Tulsa station.

- 54% LOWER than Station B
- 31% LOWER than Station C

Source: NCS #2 and ARB Average Total Week (Nov. '56)

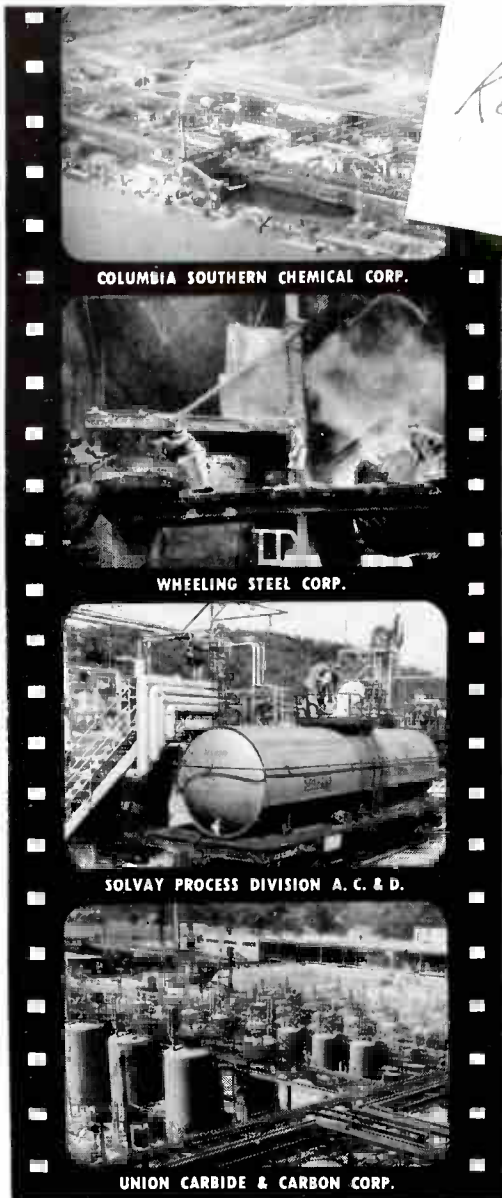
*Television Magazine Data Book, 1957



BASIC CBS AFFILIATE

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

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



From the desk of the
PRESIDENT

*Keep your eye on
this market!*

RWF



*The Wheeling Market is one of the
fastest growing markets in America*

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the “rich Ruhr Valley of America.” How do YOU figure in this picture of industrial expansion? Project your sales in America’s industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

“a station worth watching”

wtrf tv NBC

Wheeling 7, West Virginia




For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Cedar 2-7777.



316,000 watts
Equipped for network color

reaching a market that's reaching

new importance!

FALLS, Ida.

Population	156,700
Families	43,300
E.B.I.	\$195,773,000

O: Bingham, Blaine, Butte, Carnas, Cassia, Gooding, Jerome, Lincoln, Minidoka, Owyhee, Power, Twin Falls

Tex.

Population	570,800
Families	162,300
E.B.I.	\$615,053,000

AS: Anderson, Camp, Cass, Cherokee, Delta, Gregg, Harrison, Henderson, Hopkins, Morris, Nacogdoches, Panola, Rains, Rusk, San Augustine, Shelby, Smith, Upshur, Van Zandt, Wood

ROME, N.Y.

Population	484,200
Families	144,500
E.B.I.	\$699,857,000

NEW YORK: Herkimer, Lewis, Madison, Montgomery, Oneida, Otsego

RALY CITY, N.D.

Population	837,600
Families	226,300
E.B.I.	\$1,003,069,000

MINNESOTA: Becker, Beltrami, Big Stone, Cass, Clearwater, Douglas, Grant, Hubbard, Mahanomen, Marshall, Norman, Otter Tail, Polk, Pope, Red Lake, Roseau, Traverse, Wadena, Wilkin;
 NORTH DAKOTA: Barnes, Benson, Cass, Cavalier, Eddy, Foster, Grand Forks, Griggs, Logan, McIntosh, Nelson, Pembina, Ramsey, Ransom, Richland, Rolette, Sheridan, Steele, Stutsman, Towner, Walsh, Wells;

SOUTH DAKOTA: Brown, Campbell, Day, Edmunds, McPherson, Marshall, Roberts, Walworth

WAD-TEMPLE, Tex.

Population	705,200
Families	203,000
E.B.I.	\$824,116,000

TEXAS: Bastrop, Bell, Bosque, Brazos, Brown, Burnet, Comanche, Concho, Coryell, Falls, Freestone, Hamilton, Hill, Houston, Lanasas, Lee, Leon, Limestone, Llano, McCulloch, Mcnnan, Madison, Mason, Menard, Milam, Mil, Navarro, Robertson, San Saba, Somervell, Wiamson

WASHINGTON, D.C.

Population	3,135,900
Families	866,300
E.B.I.	\$5,518,619,000

D.: District of Columbia;

MARYLAND: Allegany, Anne Arundel, Calvert, Caline, Carroll, Charles, Dorchester, Frederick, Hvard, Kent, Montigomery, Prince Georges, Queen Annes, St. Marys, Somerset, Talbot, Washington, Wicomico, Worcester;
 PENNSYLVANIA: Adams, Franklin, Fulton;
 VIRGINIA: Accomac, Arlington, Caroline, Clarke, Cpeper, Essex, Fairfax, Fauquier, Frederick, Gene, King George, King and Queen, King William, Lancaster, Loudoun, Madison,

Northumberland, Orange, Page, Prince William, Rappahannock, Richmond, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland;
 WEST VIRGINIA: Berkeley, Hampshire, Jefferson, Mineral, Morgan

WASHINGTON-GREENVILLE, N.C.

Population	1,496,700
Families	344,100
E.B.I.	\$1,460,140,000

NORTH CAROLINA: Beaufort, Bertie, Bladen, Brunswick, Carteret, Chowan, Craven, Cumberland, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pamlico, Pender, Pitt, Sampson, Tyrrell, Vance, Wake, Warren, Washington, Wayne, Wilson

WATERBURY, Conn.

Population	622,900
Families	181,000
E.B.I.	\$1,334,179,000

CONNECTICUT: Hartford

WATERLOO-CEDAR RAPIDS, Iowa

Population	1,293,500
Families	391,800
E.B.I.	\$1,989,657,000

ILLINOIS: Carroll, Jo Daviess;

IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Davis, Delaware, Des Moines, Dubuque, Fayette, Floyd, Franklin, Grundy, Hamilton, Hancock, Hardin, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Mitchell, Muscatine, Poweshiek, Tama, Van Buren, Wapello, Washington, Winnebago, Winneshiek, Worth, Wright;
 WISCONSIN: Crawford, Grant, Vernon

WAUSAU, Wis.

Population	442,100
Families	123,400
E.B.I.	\$528,161,000

WISCONSIN: Adams, Clark, Florence, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Rusk, Shawano, Taylor, Vilas, Waupaca, Wood

WEST PALM BEACH, Fla.

Population	305,900
Families	92,300
E.B.I.	\$435,427,000

FLORIDA: Collier, Glades, Hendry, Highlands, Indian River, Martin, Monroe, Palm Beach, St. Lucie

WHEELING, W.Va.

Population	1,783,900
Families	506,300
E.B.I.	\$2,487,107,000

OHIO: Belmont, Carroll, Columbiana, Coshocton, Guernsey, Harrison, Jefferson, Monroe, Morgan, Noble, Tuscarawas, Washington;
 PENNSYLVANIA: Beaver, Fayette, Greene, Washington;
 WEST VIRGINIA: Barbour, Braxton, Brooke, Doddridge, Gilmer, Hancock, Harrison, Lewis, Marion, Marshall, Monongalia, Ohio, Pleasants, Preston, Randolph, Ritchie, Taylor, Tyler, Upshur, Wetzel

FOR
 CURRENT
 SET
 ESTIMATES,
 SEE

the

circulation

report

STARTING
 ON PAGE 181

Market definition, Television Magazine. Market data, Sales Management '56 Survey of Buying Power. Reproduction of any of above data not licensed.

FULL POWER!

Coming Soon On KTVH
... 316,000 watts

Watch for new power soon on KTVH—
to reach *and sell* Wichita and 14 other
major buying areas! You'll get more
“sell” in your message on KTVH—
with exclusive CBS-TV on *Full Power*.
To sell in Kansas...buy KTVH. See
your H-R Man today!

KTVH
KANSAS

CHANNEL 12
CBS — BASIC
Howard O. Peterson, General Manager
Represented Nationally by
H-R Television, Inc.

Additional copies of the

DATA BOOK

are available at \$2.50

WICHITA-HUTCHINSON, Kan.

Population	1,054,600
Families	337,300
E.B.I.	\$1,629,716,000

KANSAS: Barber, Barton, Butler, Chase, Clark, Clay, Cloud, Comanche, Cowley, Decatur, Dickinson, Edwards, Ellis, Ellsworth, Finney, Ford, Geary, Gove, Graham, Grant, Gray, Harper, Harvey, Haskell, Hodgeman, Jewell, Kearny, Kingman, Kiowa, Lane, Lincoln, McPherson, Marion, Meade, Mitchell, Morris, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Reno, Republic, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Smith, Stafford, Sumner, Trego, Washington

WICHITA FALLS, Tex.

Population	670,800
Families	194,700
E.B.I.	\$924,090,000

OKLAHOMA: Beckham, Carter, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita;

TEXAS: Archer, Baylor, Briscoe, Callahan, Childress, Clay, Collingsworth, Cooke, Cottle, Eastland, Foard, Hall, Hardeman, Haskell, Jack, King, Knox, Montague, Motley, Shackelford, Stephens, Throckmorton, Wheeler, Wichita, Wilbarger, Wise, Young

WILKES-BARRE-SCRANTON, Pa.

Population	1,062,400
Families	302,500
E.B.I.	\$1,435,341,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Sullivan, Susquehanna, Union, Wyoming

WILMINGTON, Del.

Population	5,045,400
Families	1,455,000
E.B.I.	\$9,277,697,000

DELAWARE: Kent, New Castle, Sussex;
MARYLAND: Cecil;

NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Salem;

PENNSYLVANIA: Chester, Delaware, Lancaster, Montgomery, Philadelphia, Schuylkill

WILMINGTON, N.C.

Population	1,090,200
Families	248,000
E.B.I.	\$994,319,000

NORTH CAROLINA: Bladen, Brunswick, Carteret, Columbus, Craven, Cumberland, Duplin, Harnett, Hoke, Johnston, Jones, Lenoir, New Hanover, Onslow, Pender, Robeson, Sampson, Scotland, Wayne;

SOUTH CAROLINA: Dillon, Georgetown, Horry, Marion

WINSTON-SALEM, N.C.

Population	1,472,200
Families	376,700
E.B.I.	\$1,735,523,000

Market definition, Television Magazine, Market and Sales Management '56 Survey of Buying Power. Reproduction of any of above data not license.

CAROLINA: Alamance, Alexander, any, Ashe, Cabarrus, Caswell, Catawba, on, Davie, Forsyth, Guilford, Iredell, Montgomery, Person, Randolph, gham, Rowan, Stanly, Stokes, Surry, Yadkin;
 VIA: Carroll, Floyd, Henry, Patrick, ania

MA, Wash.
 Population 515,000
 Families 157,700
 E.B.I. \$846,950,000

Benewah, Clearwater, Idaho, Latah, Nez Perce;
 ON: Gilliam, Morrow, Sherman, a, Union;
 NGTON: Adams, Asotin, Benton, Columbia, Garfield, Grant, Kittitas, Walla Walla,

Population 430,900
 Families 126,700
 E.B.I. \$725,351,000

VLVANIA: Adams (50%), bland (10%), Dauphin (25%), ar (50%), Lebanon (10%), York

Due to conflicting research data, this market has been reevaluated pending further study.

Population 958,400
 Families 274,900
 E.B.I. \$1,624,529,000

O'Carroll, Columbiana, Mahoning, Trumbull;

VLVANIA: Crawford, Lawrence, Mercer

Due to conflicting research data, this market has been reevaluated pending further study.

Population 111,300
 Families 30,300
 E.B.I. \$160,288,000

YUMA: Yuma;

IMPERIAL: Imperial

Population 256,800
 Families 78,000
 E.B.I. \$352,502,000

Coshocton, Fairfield (25%), Guernsey, Licking (25%), Licking (50%), Morgan, gum, Noble (50%), Perry

Due to conflicting research data, this market has been reevaluated pending further study.

Market definition, Television Magazine. Market data, The Management '56 Survey of Buying Power. Production of any of above data not licensed.

REACH!



TEXAS' 6th MARKET

SET COUNT 118,780

6th biggest in Texas! Source: TELEVISION Magazines Mkt. Data Book, Mar. '57. Set count based on KFDX-TV coverage — unequalled in this market.

IT'S 25 COUNTIES BIG



Area ARB, Dec. 1956

Proves again the powerful dominance of KFDX-TV... morning, afternoon, and night... in this big-area market where Channel 3 coverage REALLY counts!

SHARE OF AUDIENCE		
	KFDX-TV	Sta. B
Morning	52.1	40.9
Afternoon	55.7	35.6
Night	46.0	39.7
Sign on to sign off	50.1	39.0

Channel 3 Provides DOMINANT Coverage DOMINANT Audience



WICHITA FALLS 100,000 WATTS NBC-ABC

FIRST in the Trade Area (Area ARB Dec. '56)

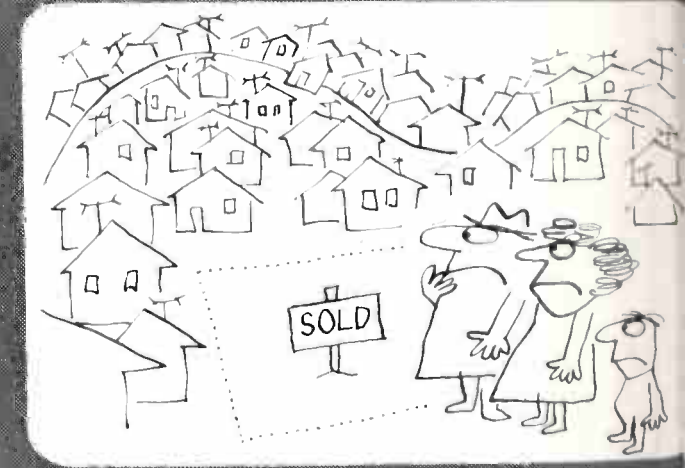
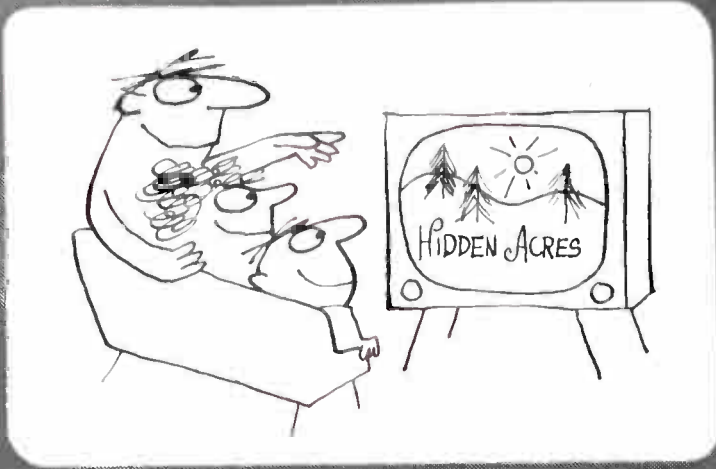
FIRST in Urban Wichita Falls (Urban ARB Dec. '56)

And, that big, big bonus:

FIRST IN LAWTON: Oklahoma's 3rd market

Rep.: Paul H. Raymer Co.

We're building more homes in booming San Diego



Homes in San Diego are now increasing at the rate of more than 1000 per month!*

Since 1950, more than 80,000 homes have been built, an increase of almost 45% for America's More Market.

San Diegans are making more . . . buying and building more homes . . . and watching Channel 8 more, than ever before.

* Source—Research Dept. San Diego City Planning Commission

KFMB 8 T
WRATHER-ALVAREZ BROADCASTING, INC.
 Represented by **Edward Pet**
SAN DIEGO
America's more market

Television Magazine's Exclusive **RECEIVER**

CIRCULATION

REPORT FOR MARCH

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

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

TELEVISION MAGAZINE has just completed a reevaluation of the coverage definition of each television market in the country. The backbone of these coverage estimates is our interpretation of the Nielsen Coverage Service Number (CSN), where it has been made available. TELEVISION MAGAZINE utilizes a flexible cut-off point of 25% based on a weekly-viewing factor. (A special report with a full explanation of this plan is available on request.)

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

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

In many areas, individual markets have been com-

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

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

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

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

AUDIENCE COVERAGE

KERO-TV in Bakersfield

out-rates the "other" station **2 to 1**

locally...and, serves 93,000 MORE

homes...in 4 BIG counties, besides!

Only KERO-TV has the audience you want
...the coverage you need...to deliver your
sales message to south-central California!

CHECK OUR LISTING
See for yourself!



Represented by
Edward Petry & Co., Inc.

KERO-TV

CHANNEL 10 Bakersfield, California

NEW ENGLAND'S SECOND
LARGEST MARKET*

at

LESS THAN ONE DOLLAR
PER THOUSAND



946,920* Television Homes

And this doesn't even include our Boston coverage!

12th Largest Market in the Nation*

WMUR-TV Market covers a vast high income area — larger than St. Louis, Washington, Miami etc. etc..

Unduplicated Programming

No double coverage here — WMUR-TV is the only station carrying unduplicated programming.

Lowest Big Market Rates

One thousand homes for \$1.00 or less is average for WMUR-TV! Ask the Forjoe man for a graphic demonstration based on our newest Area Pulse Study (March, 1957)!

Buy WMUR-TV...and you'll cover 70% of the Boston market at 25% of the Boston television rates!

WMUR-TV

MANCHESTER, N. H.

CHANNEL **9**

*Source: Television Magazine Data Book, 1957

Norman A. Gittleson
Executive Vice President & General Manager

Gordon E. Moore
National Sales Manager

Represented nationally by Forjoe-TV, Inc.



How much income do you reach?

	Standard Metro. Area	Television Market
Albany	\$ 372,429,000	\$ 906,089,000
Birmingham	104,030,000	464,537,000
Birmingham	889,479,000	2,470,240,000
Chgo	5,472,790,000	8,719,169,000
Champaign	241,462,000	2,473,223,000
Charlotte	385,921,000	3,737,751,000
Chattanooga	358,260,000	811,618,000
Chicago	13,380,431,000	15,777,746,000
Cincinnati	1,846,653,000	3,653,968,000

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 91 per cent of the television market's spending money is outside the metropolitan area.

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

For similar comparisons for every TV market see pages 225-240 of this issue.

TELEVISION MAGAZINE

13th year of publication

Market & Stations—% Penetration TV Homes

BIG SPRING, Tex.—65.9 KBST-TV (C)	23,320
BILLINGS, Mont.—43.9 KOOK-TV (A,C)	29,300
BINGHAMTON, N. Y.—90.0 WNBF-TV (A,C,N)	‡439,470
BIRMINGHAM, Ala.—61.8 WABT (A,N); WBRC-TV (C)	387,200
BISMARCK, N. D.—53.1 KBMB-TV (C); KFYZ-TV (A,N)	43,740
BLOOMINGTON, Ind.—81.7 WTTV (N) (Includes Indianapolis, Ind.) (For ranking purposes, consider this market Bloomington-Indianapolis)	670,650
BLUEFIELD, W. Va.—52.8 WHIS-TV (N)	125,770
BOISE, Ida.—59.4 KBOI (C); KIDO-TV (A,N)	56,050
BOSTON, Mass.—90.7 WBZ-TV (N); WNAC-TV (A, C)	1,357,310
BRIDGEPORT, Conn.—15.4 WICC-TV† (A)	*†73,147
BRISTOL, Va.-Tenn.—51.9 WCYB-TV (A,N)	228,420
BUFFALO, N. Y.—90.6 WBEN-TV (C); WBUF-TV† (N); WGR-TV (A,C,N)	*545,080 *†189,601
BURLINGTON, Vt.—80.1 WCAX-TV (C)	*149,293
BUTTE, Mont.—44.8 KXLF-TV (A)	24,630
CADILLAC, Mich.—80.3 WWTV (A,C)	175,520
CAPE GIRARDEAU, Mo.—59.7 KFVS-TV (C,N)	184,710
CARLSBAD, N.M.—48.7 KAVE-TV	24,380
CARTHAGE-WATERTOWN, N. Y.—79.6 WCNY-TV (A,C)	*76,990
CASPER, Wyo.—44.6 KTWO	8,890
CEDAR RAPIDS-WATERLOO, Iowa—81.8 KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	320,460
CHAMPAIGN, Ill.—74.6 WCIA (C,N)	359,150
CHARLESTON, S. C.—58.7 WCSC-TV (A,C); WUSN-TV (N)	170,210
CHARLESTON-HUNTINGTON, W. Va.—67.3 WCBS-TV (C); WHTN-TV (A); WSAZ-TV (N)	388,740
CHARLOTTE, N. C.—65.4 WBTV (A,C,N)	556,740
CHATTANOOGA, Tenn.—62.1 WDEF-TV (A,C); WRGP-TV (N)	127,300
CHEYENNE, Wyo.—50.8 KFBC-TV (A,C,N) (Operates satellite KSTF, Scottsbluff, Neb.)	**54,760
CHICAGO, Ill.—89.1 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N)	2,059,090
CHICO, Cal.—58.1 KHSL-TV (A,C)	72,560
CINCINNATI, Ohio—82.7 WCPO-TV (A); WKRC-TV (C); WLW-T (N)	578,160
CLEVELAND, Ohio—90.6 WEWS (A); KYW-TV (N); WJW-TV (C)	1,139,080
CLOVIS, N. M.—49.6 KICA-TV (C)	15,070
COLORADO SPRINGS-PUEBLO, Colo.—56.3 KKTV (A,C); KRDO-TV (N); KCSJ-TV (N)	62,123

**GET BEST
COVERAGE IN
BOTH
COLORADO SPRINGS
AND PUEBLO**

KKTV CHANNEL 11

Mile-high station—
Mile-high results.
**LOWEST COST-PER-
THOUSAND FOR
BOTH MARKETS**
CBS and ABC
for
Pueblo, Colorado Springs
and Southern Colorado

THE BOLLING CO., INC.
Southern: Clarke Brown Co.

WHEN DOES THE EAGLE FLY IN DETROIT?



ASK THE COLONEL!

The PGW Colonel knows the principal paydays, the shopping days, and how many people work at what jobs in the motor city . . . as well as in 26 other markets he sells.

**PETERS, GRIFFIN,
WOODWARD, INC.**
TELEVISION SALES
250 Park Ave., New York, N. Y.

Famous on the local scene

A beautiful home on a hill...there are many beautiful homes on hills—
but this is Jefferson's home, Monticello. That makes the difference.

In broadcasting there are many fine facilities, but some
are known as the Storer stations. That makes the difference.

Storer stations are acknowledged nationally for that extra
something because at home they do something extra.

A Storer station is a local station.

STORER BROADCASTING COMPANY



WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WBRC-TV
Birmingham, Ala.

KPTV
Portland, Ore.

WGBS
Miami, Fla.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

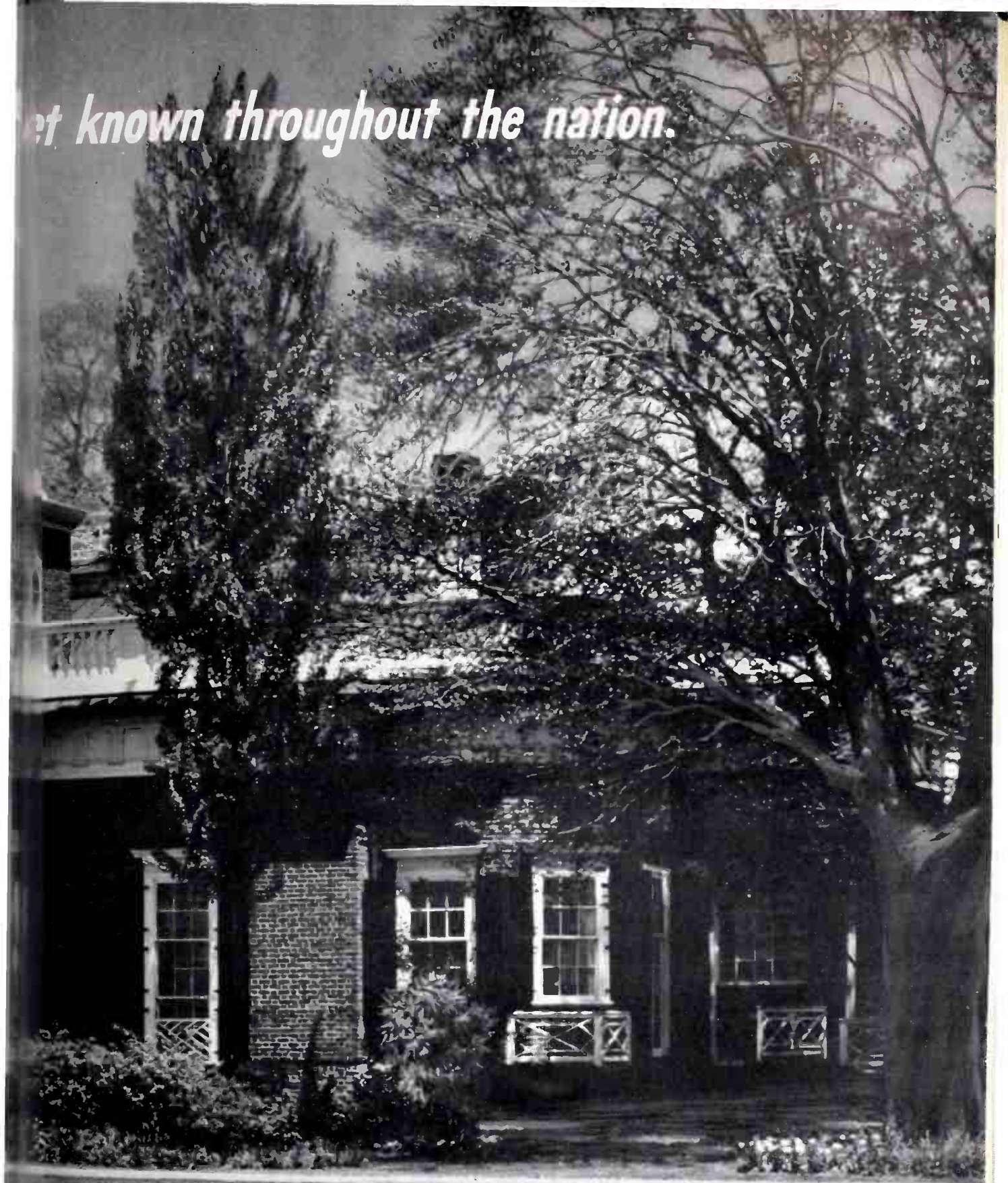
WAGA
Atlanta, Ga.

WBRC
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

et known throughout the nation.



NEW YORK—625 Madison Avenue, New York 22

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

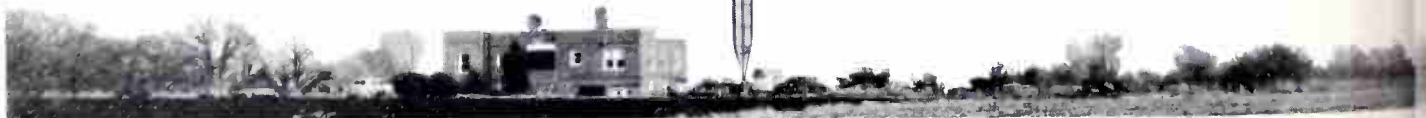
LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV COVERAGE DATA —

Population	1,568,500
Families	484,800
Retail Sales	\$1,926,588,000
Effective buying Income	\$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station —Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

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?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

Individual breakdowns available

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

Because all the data in the Data 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, N. Y. 22, N. Y.

Market & Stations—% Penetration	TV Homes
COLUMBIA-JEFFERSON CITY, Mo.—60.4 KOMU-TV (A,N); KRCG-TV (C)	100,160
COLUMBIA, S.C.—63.0 WIS-TV (A,N); WNOK-TV† (C)	176,300 †42,460
COLUMBUS, Ga.—55.2 WDAK-TV† (N); WRBL-TV (A,C)	155,280 •†63,223
COLUMBUS, Miss.—49.8 WCBI-TV (C,N)	63,310
COLUMBUS, Ohio—91.0 WBNS-TV (C); WLW-C (N); WTVN (A)	424,360
CORPUS CHRISTI, Tex.—66.3 KRIS-TV (A,N); KSIX-TV (C); KVDO-TV† (A)	87,580 †64,532
DALLAS-FT. WORTH, Tex.—75.0 KRLD-TV (C); WFAA-TV (A,N); KFJZ-TV; WBAP-TV (A,N)	561,600
DANVILLE, Ill.—44.7 WDAN-TV† (A)	•†74,066
DAVENPORT, Iowa-ROCK ISLAND, Ill.—85.0 WOC-TV (N); WHBF-TV (A,C)	373,840
DAYTON, Ohio—89.2 WHIO-TV (C); WLW-D (A,N)	427,620
DAYTONA BEACH, Fla.—52.2 WESH-TV	51,210
DECATUR, Ala.—49.8 WMSL-TV† (C,N)	•†30,906
DECATUR, Ill.—73.9 WTVPT (A,N)	•†158,723
DENVER, Colo.—75.8 KBTW (A); KLZ-TV (C); KOA-TV (N); KTVR	283,640
DES MOINES, Iowa—81.0 KRNT-TV (C); WHO-TV (N)	259,900
DETROIT, Mich.-WINDSOR, Can.—89.4 WJBK-TV (C); WWJ-TV (N); WXYZ-TV (A); CKLW-TV	1,349,100
DICKINSON, N.D.—41.6 KDIX-TV (C)	21,590
DOTHAN, Ala.—43.2 WTVY (A,C)	54,340
DULUTH, Minn.-SUPERIOR, Wis.—64.6 KDAL-TV (A,C); WDSM-TV (N)	134,870
DURHAM-RALEIGH, N.C.—64.1 WTVD (A); WNAO-TV† (A,C); WRAL-TV (N)	306,870 •†113,122
EASTON-BETHLEHEM-ALLENTOWN, Pa.—29.5 WGLV† (A); WLEV-TV† (N)	•†76,962
EAU CLAIRE, Wis.—68.4 WEAU-TV (A,N)	74,780
EL DORADO, Ark.—48.7 KRBB (N)	30,800
ELKHART, Ind.—(See South Bend, Ind.)	
ELMIRA, N.Y.—36.2 WTVF (A,N)	•†44,244
EL PASO, Tex.—JUAREZ, Mex.—77.9 KILT-TV; KROD-TV (A,C); KTSM-TV (N); XEJ-TV	78,500
ENID, Okla.—79.2 KGEO-TV (A)	248,930
ERIE, Pa.—89.4 WICU (A,N); WSEE-TV† (A,C)	*84,810 •†69,707
EUGENE, Ore.—63.5 KVAL-TV (A,N) (Operates satellite KPIC-TV, Roseburg, Ore.)	**90,810
EUREKA, Cal.—60.4 KIEM-TV (A,C,N)	35,070
EVANSVILLE, Ind.-HENDERSON, Ky.—62.1 WFIE-TV† (N); WTVW (A); WEHT† (C)	180,400 •†106,339
FAIRBANKS, Alaska KFAR-TV (A,N); KTVF (C)	††

in the palm
of your
hand...



the Northwest's 5th Largest Market

Vast timber resources make Western Oregon the highest lumber producing area in the nation—and a thriving market center.

With Portland 120 miles north and San Francisco 500 miles south, KVAL-TV, Eugene, and KPIC-TV, Roseburg, offer you the only combination that brings you complete coverage of this great sales market!

Contact your Hollingbery man, or Art Moore and Associates (Seattle-Portland).

reaching Oregon's rich 2nd Market

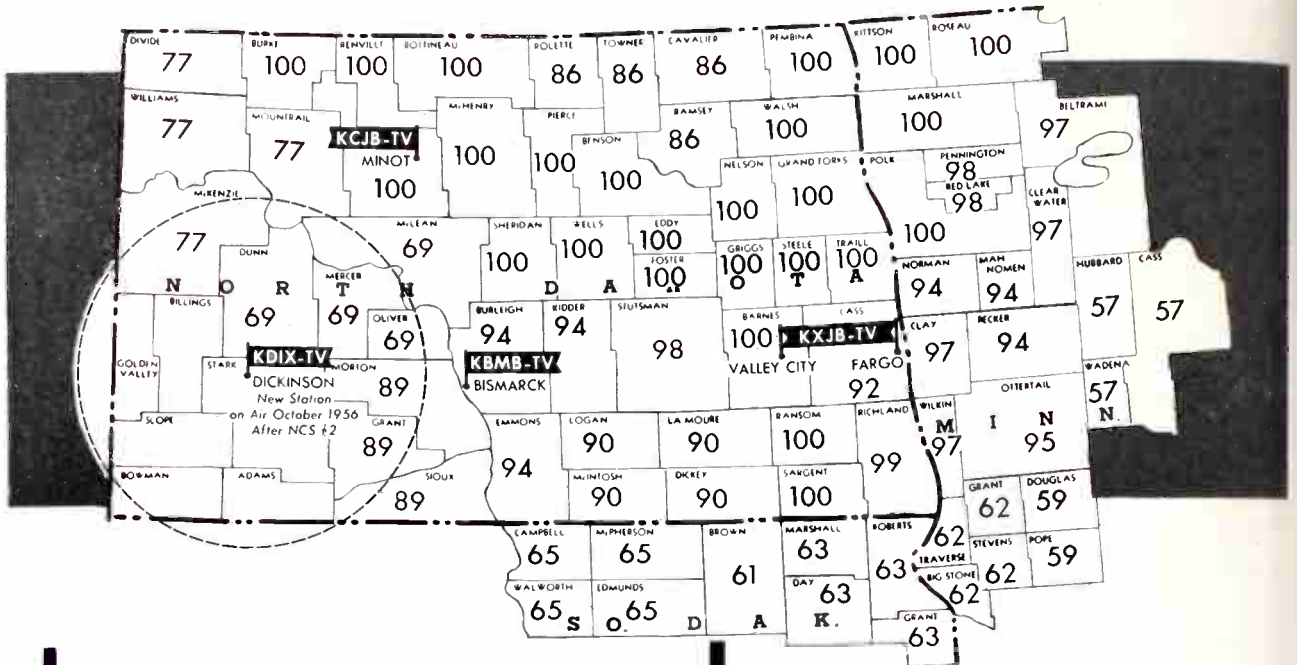
in the
heart . . . of the
nation's timberland

KVAL-TV
EUGENE - CHANNEL 13

KPIC-TV
ROSEBURG - CHANNEL 4

WHICH STATION ARE YOU BUYING IN NORTH DAKOTA?

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



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

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

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

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

You reach 221,450 families when you buy your Market Maker stations: (figures from Television Magazine's set count in March 1957.) No other combination of stations can deliver this entire audience to you. One call buys them all on the Market Maker stations of the North Dakota Broadcasting Company.

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

station	channel	TV homes
KXJB-TV	4	129,750*
VALLEY CITY & FARGO		
KCJB-TV	13	25,370*
MINOT		
KBMB-TV	12	43,740*
BISMARCK		
KDIX-TV	2	21,590*
DICKINSON		
TOTAL		221,450*

*Source: Television Magazine, March 1957

REGIONAL SALES OFFICE: **BILL HURLEY, 754 Baker Bldg., Minneapolis. FEderal 5-1341**

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

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

Market & Stations—% Penetration	TV Homes
RO, N.D.—63.9	128,090
JAY-TV (A,N)	
(See also Valley City, N. D.)	
22 RDEVILLE, N.C.—31.2	+†21,830
LB-TV† (A,C,N)	
ENCE, S.C.—52.1	150,300
ITW (A,C,N)	
ODGE, Iowa—43.2	†19,780
TV† (N)	
AUDERDALE, Fla.—(See Miami, Fla.)	
YERS, Fla.—57.5	15,800
NK-TV (A,C)	
AITH, Ark.—49.1	51,000
GA-TV† (A,N); KNAC-TV (C)	+†34,201
AYNE, Ind.—75.7	†176,440
N-T† (A,C); WKJG-TV† (N)	
ORTH-DALLAS, Tex.—75.0	561,609
QZ-TV; WBAP-TV (A,N);	
AD-TV (C); WFAA-TV (A,N)	
20 RENO-TULARE, Cal.—81.8	208,640
KE-TV (C); KJEO-TV† (A);	†169,308
KJ-TV† (N); KVVG†	
4 WESTON-HOUSTON, Tex.—79.6	523,220
KUL-TV (C); KPRC-TV*** (N);	
ARK-TV (A)	
(WRE, Lufkin, Tex., optional satellite of KPRC-TV,	
Houston, Tex.)	
ROAD FORKS, N.D.—62.3	28,650
KOX-TV (N)	
ROAD JUNCTION, Colo.—40.4	13,690
KEX-TV (A,C,N)	
2 GRAND RAPIDS, Mich.—87.5	439,500
WOOD-TV (A,N)	
(For ranking purposes, consider this market	
and Rapids-Kalamazoo)	
3 BRIT BEND, Kan.—62.4	98,490
WKT-TV (N)	
BRIT FALLS, Mont.—42.1	28,130
WBB-TV (A,C,N)	
3 WIRIN BAY, Wis.—75.9	353,840
WVAY-TV (C); WFRV-TV (A,C)	
3 GREENSBORO, N.C.—71.5	394,490
WFMY-TV (A,C)	
3 GREENVILLE-WASHINGTON, N.C.—56.5	194,560
WVCT (A,C); WITN (N)	
3 GREENVILLE-SPARTANBURG, S.C.—60.4	278,970
WVBC-TV (N); WSPA-TV (C)	
3 HANNIBAL, Mo.—QUINCY, Ill.—73.7	154,480
WQA-TV (C); WGEM-TV (A,N)	
3 HALINGEN-WESLACO, Tex.—49.7	64,100
WGBT-TV (A,C); KRGV-TV (N)	
3 HARRISBURG, Ill.—36.2	†34,060
WIL-TV† (A)	
3 HARRISBURG, Pa.—77.8	+†198,282
WTCMB-TV†; WHP-TV† (C);	
WTPA† (A,N)	
3 HARRISONBURG, Va.—65.4	=102,518
WVSA-TV (A,C,N)	
3 HARTFORD-NEW BRITAIN, Conn.—69.0	†284,320
WVHCT† (C); WNBC† (N)	
3 HASTINGS, Neb.—62.3	101,630
WCHAS-TV (N)	
3 HATTIESBURG, Miss.—54.4	77,210
WVDAM-TV (A,N)	
3 INDERSON, Ky.—EVANSVILLE, Ind.—62.1	180,400
WWEHT† (C); WFIE-TV (N); WTVW (A)	+†106,339
3 INDERSON-LAS VEGAS, Nev.—71.5	21,670
WKLJR-TV (A,N); KLAS-TV (C); KSHO-TV	
3 ONOLULU, T.H.—74.6	**101,375
WKGMB-TV (C); KONA (N);	
KULA-TV (A)	
(WKGMB-TV operates satellites KHBC-TV, and	
KMAU, Wailuku. KONA-TV operates satellite	
KMVI-TV, Wailuku)	

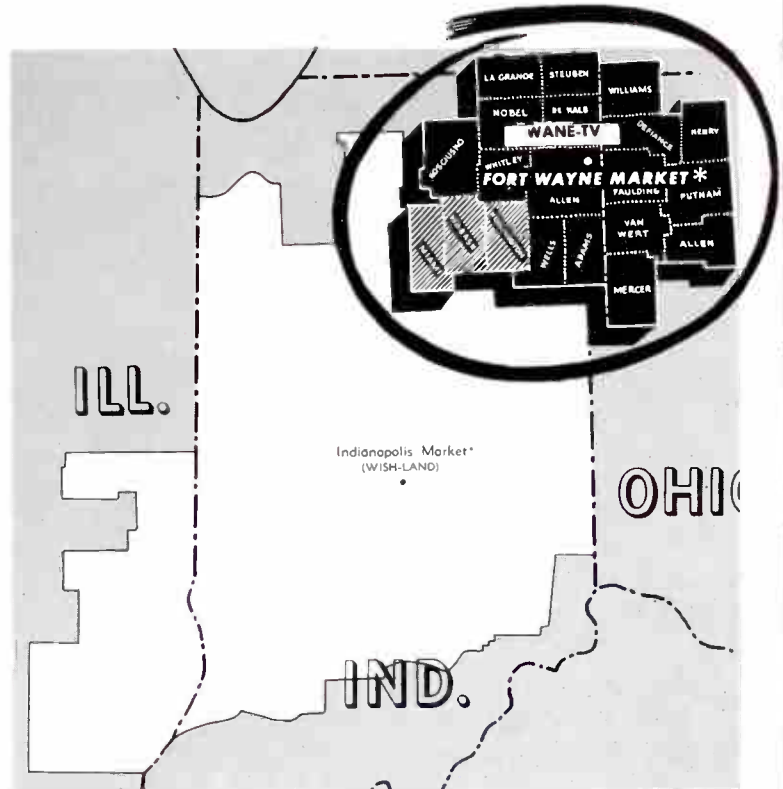
FORT WAYNE

NOW HAS A

WHOPPING 176,440*

TV HOMES!

TO COVER ALL OF INDIANA
AND OHIO YOU NEED FORT WAYNE



*TELEVISION MAGAZINE DATA BOOK, 1957

● *To tap this rich market . . .
Buy CBS in Fort Wayne!*

"Lowest Channel within 100 miles"

WANE-TV

channel 15

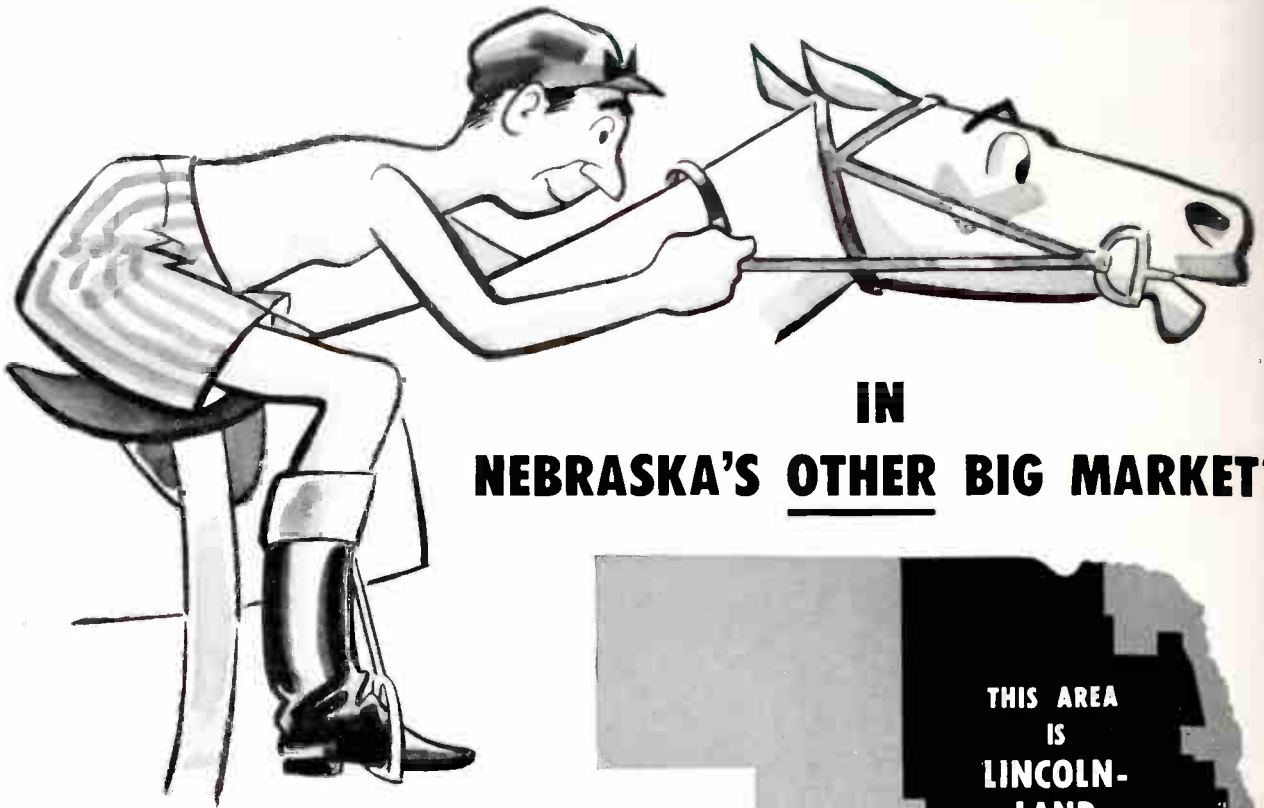


FORT WAYNE

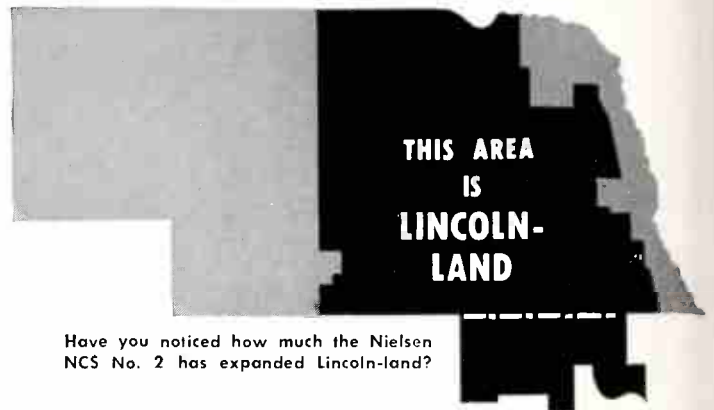
BASIC AFFILIATE

Nationally represented by Edward Petry & Co., Inc.

ARE YOU HALF-COVERED



IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV, one of America's great area stations, covers Lincoln-land, the VAST MAJORITY OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA.

Lincoln-land consists of 69 counties with nearly 300,000 families. This important market is as independent of Omaha as South Bend is of Fort Wayne—or Syracuse is of Rochester!

Latest Telepulse credits KOLN-TV with 138.1% more *afternoon* viewers than the next station—and 194.4% more *night-time* viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Febyer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS

YOU GET

25%
MORE

TV
HOMES

when you buy

WLBT
channel 3
Jackson

✓ Check the
area-wide
surveys!

15 of top 20

ARB, June 7-13, 1956

SEE THE LATEST
AREA-WIDE SURVEY

More on 3
WLBT

Jackson, Mississippi

Geo. P. Hollingbery
National Representative

Market & Stations—% Penetration TV Homes

HOUSTON-GALVESTON, Tex.—79.6	523,220
KPRC-TV*** (N); KTRK-TV (A); KGUL-TV (C) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	
HUNTINGTON-CHARLESTON, W. Va.—67.3	388,740
WHTN-TV (A); WSAZ-TV (N); WCHS-TV (C)	
HUTCHINSON-WICHITA, Kan.—72.4	244,150
KTVH (C); KAKE-TV (A); KARD-TV (N)	
IDAHO FALLS, Ida.—57.9	40,510
KID-TV (A,C,N)	
INDIANAPOLIS, Ind.—82.6	697,950
WFBM-TV (A,N); WISH-TV (C) (See also Bloomington, Ind.) (For ranking purposes, consider this market Indianapolis-Bloomington)	
JACKSON, Miss.—55.3	178,790
WJTV (A,C); WLBT (N)	
JACKSON, Tenn.—48.6	67,590
WDXI-TV (C)	
JACKSONVILLE, Fla.—55.7	220,400
WJHP-TV† (A,N); WMBR-TV (A,C)	†70,690
JEFFERSON CITY-COLUMBIA, Mo.—60.4	100,160
KRCG-TV (C); KOMU-TV (A,N)	
JOHNSON CITY, Tenn.—47.0	100,680
WJHL-TV (A,C,N)	
JOHNSTOWN, Pa.—89.5	1,052,000
WARD-TV† (A,C); WJAC-TV (N)	††
(Circulation shown includes Pittsburgh, Pa.)	
JOPLIN, Mo.-PITTSBURG, Kan.—60.8	131,420
KODE-TV (A,C); KOAM-TV (A,N)	
JUNEAU, Alaska	††
KINY-TV (C)	
KALAMAZOO, Mich.—87.5	626,110
WKZO-TV (A,C) (For ranking purposes, consider this market Kalamazoo-Grand Rapids)	
KANSAS CITY, Mo.—80.9	535,600
KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	
KEARNEY, Neb.—59.5	**103,840
KHOL-TV (A,C,N) (Operates satellite KHPL-TV, Hayes Center, Neb.)	
KLAMATH FALLS, Ore.—48.9	44,890
KOTI (A,C,N)	
KNOXVILLE, Tenn.—57.1	213,240
WATE-TV (N); WBIR-TV (C); WTVK-TV† (A,C)	†75,338
LA CROSSE, Wis.—81.6	104,250
WKBT (A,C,N)	
LAFAYETTE, Ind.—76.8	*†56,771
WFAM-TV† (C)	
LAFAYETTE, La.—50.4	89,900
KLFY-TV (C)	
LAKE CHARLES, La.—67.0	126,090
KPLC-TV (A,N); KTAG-TV† (C)	*†52,234
LANCASTER, Pa.—86.4	536,300
WGAL-TV (C,N)	
LANSING, Mich.—87.4	409,920
WJIM-TV (A,C,N)	
LAREDO, Tex.—45.3	*6,610
KHAD-TV (A,C,N)	
LAS VEGAS-HENDERSON, Nev.—71.5	21,670
KLAS-TV (C); KSHO-TV; KLRJ-TV (A,N)	
LAWTON, Okla.—69.9	58,730
KSWO-TV (A)	
LEXINGTON, Ky.—31.0	*†38,856
WLEX-TV† (A,N)	
LIMA, Ohio—73.5	*†68,692
WIMA-TV† (A,C,N)	
LINCOLN, Neb.—73.0	174,640
KOLN-TV (A,C)	

SEE



How WKBT
Has Grown Since
March, 1956!



1. VIDEO POWER
INCREASED FROM
100,000 TO

250,000 WATTS!

2. PENETRATION
STRENGTHENED **65%**
FROM 50 TO ...
Meaning a Greater
Percentage of Viewers
Over An Extended Area!



Serving 130,000 TV Homes

CHANNEL **8** LA CROSSE, WIS.

CBS - NBC - ABC

Represented by:

H-R TELEVISION, INC.

&

HARRY HYETT, Minneapolis

Because . . . in Memphis . . . "There's more to see on **Channel 3**" . . .

*First BY A.R.B.!**

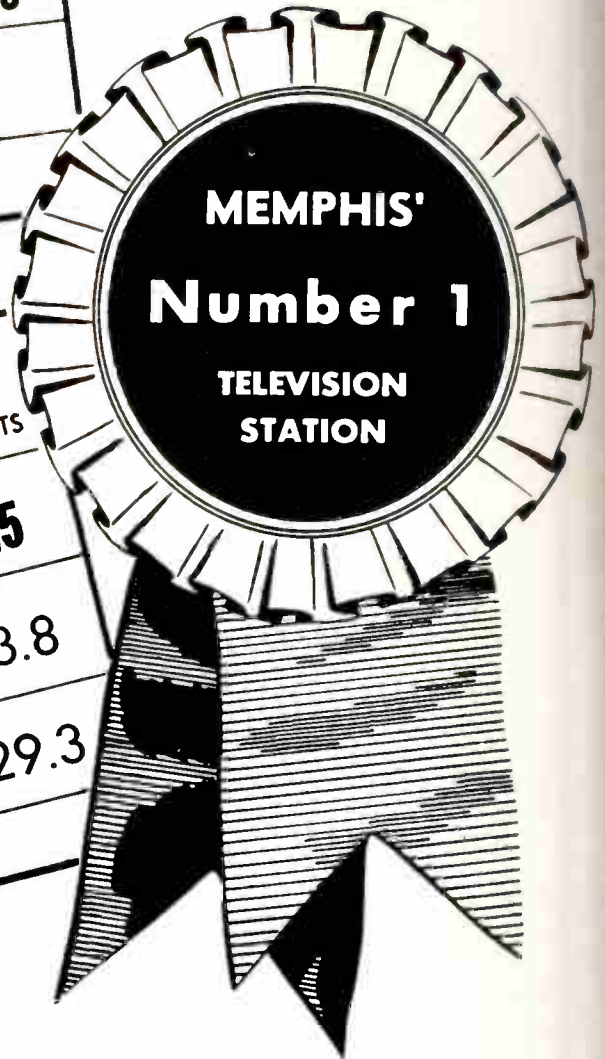
WREC-TV	STATION "B"	STATION "C"
42.8	32.3	28.6

* A.R.B. Report, November, 1956, Sign-on to Sign-off, Sun. thru Sat.

*First BY PULSE!**

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	186	4,538.5
STATION "B"	87	3,823.8
STATION "C"	32	2,729.3

* Pulse, November, 1956, Sign-on to Sign-off, Sun. thru Sat.



Delivering top coverage of the great Memphis and Mid-South Market with: 1. Top Shows! 2. Highest Antenna (1349 Feet Above mean Sea Level)! 3. Full Power!



WREC-TV
CHANNEL 3 MEMPHIS

Represented Nationally by The Katz Agency

Market & Stations—% Penetration	TV Homes
ROCK-PINE BLUFF, Ark.—58.4 K-TV (N); KTHV (C); V (A,C)	237,100
ANGELES, Cal.—88.6 C-TV (A); KCOP; KHJ-TV; T (C); KRCA (N); KTLA; KITV	2,306,320
VILLE, Ky.—72.0 E-TV (A,N); WHAS-TV (C)	436,920
CK, Tex.—65.2 O-TV (A,N); KDUB-TV (C)	107,900
, Tex.—44.7 -TV (N) (ional satellite of KPRC-TV, Houston, Tex.)	44,610
BURG, Va.—61.4 LA-TV (A,C)	150,540
N, Ga.—50.7 AZ-TV (A,C)	81,910
DN, Wis.—80.9 E-TV (C); WKOW-TV† (A); AV† (N)	319,620 •†114,864
HESTER, N.H.—90.4 NR-TV (A)	946,920
ETTE, Wis.—78.3 AV-TV (A,N)	163,570
LETTE, Mich.—79.4 DJ-TV (C)	40,210
RD CITY, Iowa—75.7 G-TV (C)	173,380
YAEZ, P.R. CA-TV (C)	††
ARD, Ore.—48.0 E-TV (A,C,N)	27,190

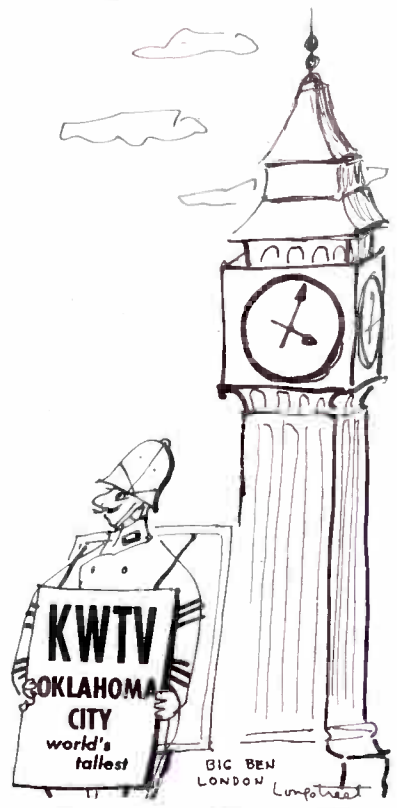
*In every field,
there's one
basic reference
source—

in television,
it's*

**TELEVISION
MAGAZINE**

Market & Stations—% Penetration	TV Homes
MEMPHIS, Tenn.—52.2 WHBQ-TV (A); WMCT (N); WRE-C-TV (C)	384,360
MERIDIAN, Miss.—55.7 WTOK-TV (A,C,N)	88,620
MIAMI-FT. LAUDERDALE, Fla.—87.0 WCKT (N); WGBS-TV†; WITV† (A); WTVJ (C)	336,360 †177,233
MIDLAND-ODESSA, Tex.—62.3 KMID-TV (A, N); KOSA-TV (C)	61,870
MILWAUKEE, Wis.—87.1 WISN-TV (A); WITI-TV; WTMJ-TV (N); WXIX† (C)	687,940 •†254,668
MINNEAPOLIS-ST. PAUL, Minn.—80.3 KEYD-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	680,120
MINOT, N.D.—51.1 KCBJ-TV (A,C,N)	25,370
MISSOULA, Mont.—48.2 KGVO-TV (A,C)	36,370
MOBILE, Ala.—58.5 WALA-TV (A,C,N); WKRG-TV (C)	187,510
MONROE, La.—52.9 KNOE-TV (A,C,N)	129,060
MONTGOMERY, Ala.—54.9 WCOV-TV† (C); WSFA-TV (N)	127,700 •†76,890
MUNCIE, Ind.—75.7 WLBC-TV† (A,C,N)	•†102,717
MUSKOGEE, Okla.—76.3 KTVX (A) (Includes Tulsa, Okla.)	223,250
NASHVILLE, Tenn.—53.9 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	325,680
NEW BRITAIN-HARTFORD, Conn.—69.0 WNBC† (N); WHCT† (C)	†284,320
NEW HAVEN, Conn.—91.0 WNHC-TV (A,C,N)	866,910
NEW ORLEANS, La.—76.4 WDSU-TV (A,C,N); WJMR-TV† (A,C)	419,360 †109,260
NEW YORK, N.Y.—90.0 WABC-TV (A); WABD; WATV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	4,614,810
NORFOLK, Va.—78.0 WTAR-TV (A,C); WTOV-TV†; WVEC-TV† (N)	301,480 •†163,002
OAK HILL, W. Va.—52.4 WOAY-TV (A)	85,870
ODESSA-MIDLAND, Tex.—62.3 KOSA-TV (C); KMID-TV (A,N)	61,870
OKLAHOMA CITY, Okla.—73.5 KWTW (A,C); WKY-TV (A,N)	352,990
OMAHA, Neb.—82.0 KMTV (A,N); WOW-TV (C)	363,480
ORLANDO, Fla.—61.9 WDBO-TV (A,C,N)	149,450
OTTUMWA, Iowa—68.3 KTVO (C)	141,850
PANAMA CITY, Fla.—42.4 WJDM-TV (A,C,N)	17,400
PARKERSBURG, W. Va.—41.5 WTAP-TV† (A,C,N)	•†37,582
PENSACOLA, Fla.—55.8 WEAR-TV (A,C)	156,800
PEORIA, Ill.—83.8 WEEK-TV† (N) WTVH-TV† (A,C)	•†185,390
PETERSBURG, Va.—73.3 WXEX-TV (N) (Includes Richmond, Va.) (For ranking purposes, consider this market Petersburg-Richmond)	247,810
PHILADELPHIA, Pa.—92.5 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N) (For ranking purposes, consider this market Philadelphia-Wilmington)	1,782,750

Among Us Towers



IS THE WATER SOFT
IN SAN ANTONIO? *

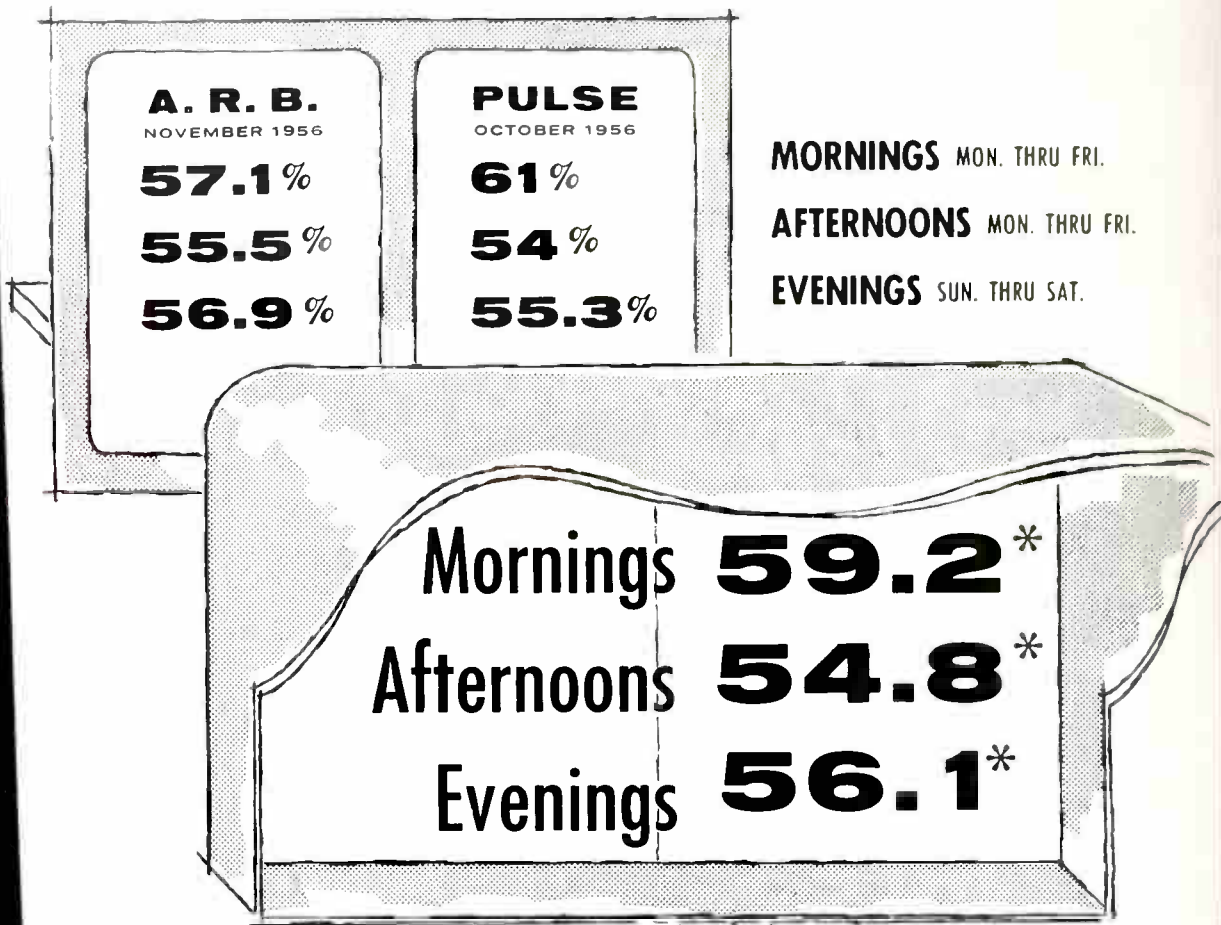


ASK THE COLONEL!

*Superfluous sounding to some, but a very important question to the advertisers of soaps, shampoos, detergents, water conditioners and many other products.

**PETERS, GRIFFIN,
WOODWARD, INC.**
TELEVISION SALES
250 Park Ave., New York, N.Y.

WE'RE PROUD OF OUR
"STEREOSCOPIC LOOK"!



Looking through our "stereoscope" is like looking through rose-colored glasses, — because it always tells the same old sweet story of Channel 10 supremacy!

* Combined ARB and PULSE
 Share of Audience

OPERATED SHARE TIME BY WHCC-TV — WVET-TV

ROCHESTER, N. Y.

**IT ALL ADDS
 UP TO . . .**

10



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

**. . . and set count
is only half
the story**

McCANN-ERICKSON

We find TELEVISION Magazine's circulation data extremely useful . . . its' essential information."

WALTER THOMPSON

For the last few years, it's been our official policy to use your market data and set figures."

ED BATES

Your receiver estimates are a great aid in planning schedules for our clients."

ENYON & ECKHARDT

Your circulation fills a real need for unbiased data. Thanks for helping us furnish our buyers with the facts they need."

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

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

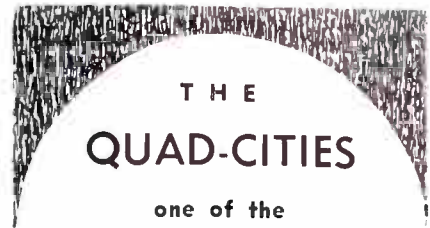
Important, exclusive departments

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

And feature articles like "Do They Watch in the Daytime?" and "How TV Executive Live" and "How the Top 50 Advertiser's Spend Their Money" bring agency and advertiser readers back to each issue again and again.

It's set count, plus departments, plus features that explain why TELEVISION MAGAZINE is having the biggest year in its 13-year history.

Market & Stations—% Penetration	TV Homes
PHOENIX-MESA, Ariz.—76.1 KOOL-TV (C); KPHO-TV; KTVK (A); KVAR (N)	159,210
PINE BLUFF-LITTLE ROCK, Ark.—58.4 KATV (A); KARK-TV (N); KTHV (C)	237,100
PITTSBURG, Kan.-JOPLIN, Mo.—60.8 KOAM-TV (A,N); KODE-TV (A,C)	131,420
PITTSBURGH, Pa.—88.9 KDKA-TV (A,C); WENS† (A,C,N)	1,203,920 *†334,322
PLATTSBURG, N.Y.—79.9 WPTZ (A,N)	*105,480
POLAND SPRING, Me.—85.1 WMTW (A,C) (Mt. Washington, N. H.)	*306,520
PORTLAND, Me.—85.3 WCSH-TV (N); WGAN-TV (C)	206,460
PORTLAND, Ore.—71.8 KGW-TV (A); KLOK-TV; KOIN-TV (C); KPTV† (N)	385,550 †238,490
PRESQUE ISLE, Me.—74.6 WAGM-TV (C)	29,780
PROVIDENCE, R.I.—91.8 WJAR-TV (A,N); WPRO-TV (C)	749,460
PUEBLO-COLORADO SPRINGS, Colo.—56.3 KCSJ-TV (N); KKTV (A,C); KRDO-TV (N)	62,120
QUINCY, Ill.-HANNIBAL, Mo.—73.7 WGEN-TV (A,N); KHQA-TV (C)	154,480
RALEIGH-DURHAM, N.C.—64.1 WNAO-TV† (A,C); WRAL-TV (N); WTVD (A)	306,870 *†113,122
RAPID CITY, S.D.—49.9 KOTA-TV (A,C,N)	20,750
REDDING, Cal.—41.5 KVIP (N)	19,530
RENO, Nev.—57.2 KOLO-TV (A,C,N)	40,470
RICHMOND, Va.—73.3 WRVA-TV (C); WTVR (A); WXEX-TV (N) (Petersburg, Va.) (For ranking purposes, consider this market Richmond-Petersburg)	247,819
ROANOKE, Va.—67.5 WDBJ-TV (C); WSLS-TV (A,N)	295,620
ROCHESTER, Minn.—75.5 KROC-TV (A,N)	94,540
ROCHESTER, N.Y.—90.3 WROC-TV (A,N); WHEC-TV (A,C); WVET-TV (A,C)	*294,280
ROCKFORD, Ill.—83.4 WREX-TV (A,C); WTVQ† (N)	194,360 *†142,096
ROCK ISLAND, Ill.-DAVENPORT, Iowa—85.0 WHBF-TV (A,C); WOC-TV (N)	373,840
ROME, Ga.—66.0 WROM-TV	105,850
ROSWELL, N.M.—51.4 KSW5-TV (A,C,N)	39,830
SACRAMENTO, Cal.—78.9 KBET-TV (C); KCCC-TV† (A); KCRA-TV (N)	315,860 *†153,890
SAGINAW-BAY CITY, Mich.—85.9 WKNX-TV† (A,C); WNEM-TV (A,N) (Includes Flint)	299,830 *†82,371
ST. JOSEPH, Mo.—76.5 KFEQ-TV (C)	186,050



**THE
QUAD-CITIES
one of the
"FIRST 100"
MARKETS**

(from Sales Management's 1956 Survey)

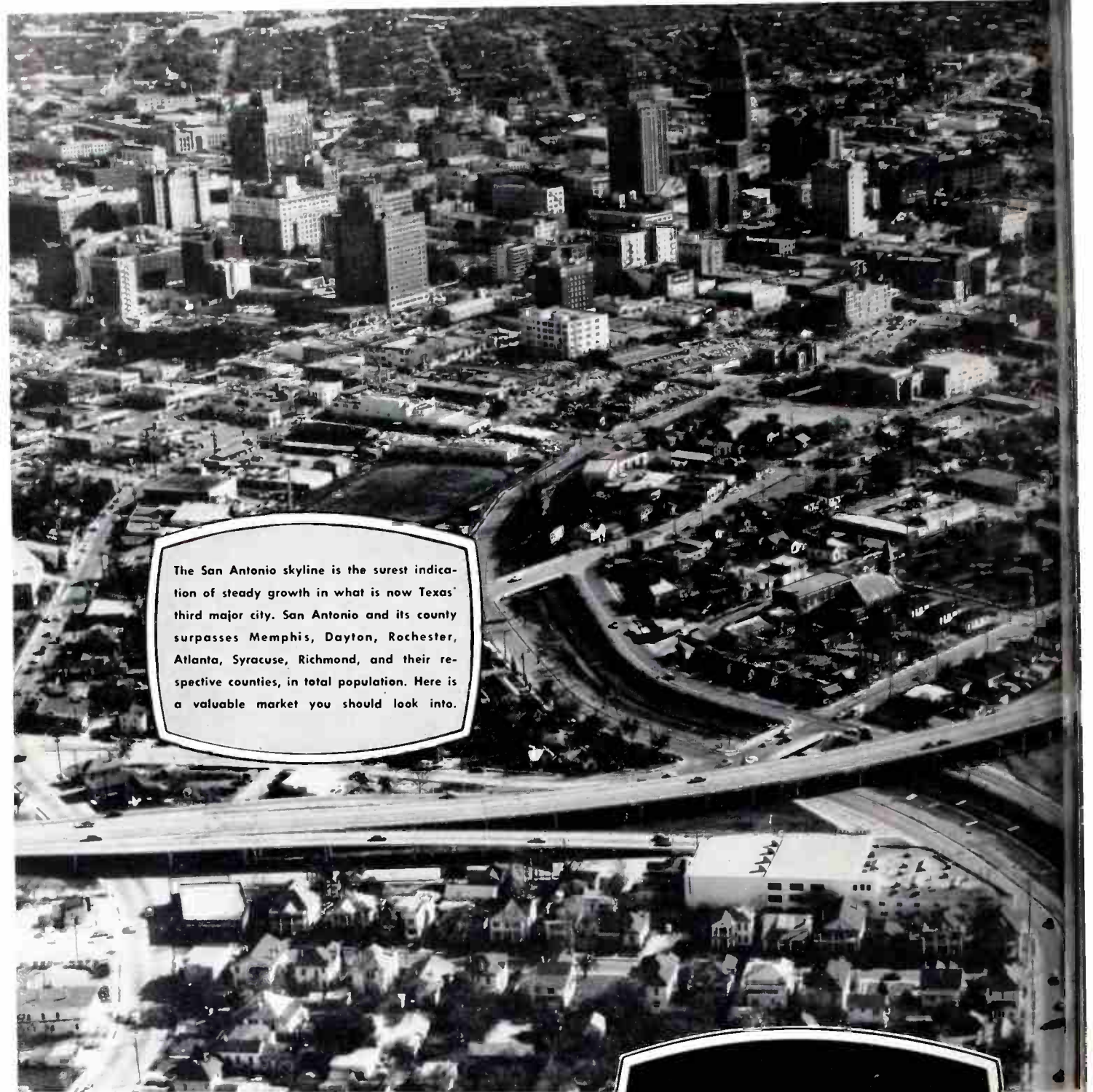
- 87TH** IN POPULATION
- 79TH** IN NO. OF FAMILIES
- 77TH** IN RETAIL SALES
- 80TH** IN FOOD STORE SALES
- 80TH** IN GEN. MDSE. SALES
- 78TH** IN AUTOMOTIVE SALES
- 72ND** IN DRUG STORE SALES
- 55TH** IN EBI PER FAMILY

a better than average market
covered by

WHBF am & tv
— the station of
marketing success

**CBS FOR THE
QUAD-CITIES**
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/2 MILLION PEOPLE

**WHBF AM
TV**
ROCK ISLAND, ILL.
REPRESENTED BY AVERY-KNODEL



The San Antonio skyline is the surest indication of steady growth in what is now Texas' third major city. San Antonio and its county surpasses Memphis, Dayton, Rochester, Atlanta, Syracuse, Richmond, and their respective counties, in total population. Here is a valuable market you should look into.

KENS-TV

EXPRESS-NEWS STATION

5



SAN ANTONIO, TEXAS

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



* See the latest — www.americanradiohistory.com

Only Channel 20 covers the \$991 million Illinois Capital market . . .

Blankets this "Land of Lincoln" with 106,895 UHF sets.

Channel 20 dominates morning, afternoon and night viewing. (December '56 Pulse) . . .

WICS Channel 20 has 10 of the top 15 once-a-week shows; six of the top multi-weekly shows.

	Top 15 once-a-week shows	Top 10 multi-weekly shows
Channel 20	10	6
Station B	5	3
Station C	0	1



SPRINGFIELD, ILLINOIS

Represented by Young Television Corp.

BASIC



in

SHREVEPORT LOUISIANA

- FULL 316,000 WATTS POWER
- TOWER 1,210 FEET Above Average Terrain
- AUDIENCE LEADERSHIP In Survey After Survey

KSLA-TV channel 12

SHREVEPORT, LA.

PAUL H. RAYMER CO., INC. National Representative

Market & Stations—% Penetration	TV Homes
ST. LOUIS, Mo.—82.7 KSD-TV (N); KTVI† (A,C) KWK-TV (C)	724,130 •†324,058
ST. PETERSBURG-TAMPA, Fla.—76.7 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	278,380 †167,165
SALINAS-MONTEREY, Cal.—79.7 KSBW-TV (A,C,N)	98,390
SALISBURY, Md.—85.6 WBOC-TV† (A,C)	•†57,603
SALT LAKE CITY, Utah—80.6 KSL-TV (C); KTVI (N); KUTV (A)	195,050
SAN ANGELO, Tex.—52.2 KTXL-TV (A,C,N)	20,080
SAN ANTONIO, Tex.—62.5 KCOR-TV†; KENS-TV (A,C); WOAI-TV (A,N)	224,590 ††
SAN DIEGO, Cal.-TIJUANA, Mex.—89.9 KFMB-TV (A,C); KFSD-TV (N); XETV (A)	261,010
SAN FRANCISCO, Cal.—82.9 KGO-TV (A); KPIX (C); KRON-TV (N); KSAN-TV†	1,144,900 •†218,235
SAN JOSE, Cal.—87.8 KNTV	189,740
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Cal. KVEC-TV (A,C)	††
SANTA BARBARA, Cal.—81.6 KEY-TV (A,C,N,) (Includes 33,046 TV homes in western portion of Los Angeles county.)	#119,469
SAVANNAH, Ga.—60.7 WSAV-TV (N); WTOG-TV (A,C)	76,660
SCHENECTADY-ALBANY-TROY, N.Y.—89.0 WRGB (N); WCDA-TV† *** (C); WTRI† (A) (WCDA-TV operates satellite WCDB-TV, Hagaman, N.Y.)	458,340 •†183,044
SCRANTON-WILKES-BARRE, Pa.—73.3 WARM-TV† (A); WGBI-TV† (C); WBRE-TV† (N); WILK-TV† (A)	†222,030
SEATTLE-TACOMA, Wash.—76.0 KING-TV (A); KOMO-TV (N); KTNT-TV (C); KTVW	426,800
SEDALIA, Mo.—72.8 KDRO-TV	27,220
SHREVEPORT, La.—61.5 KSLA (A,C); KTBS-TV (A,N)	198,160
SIoux CITY, Iowa—76.1 KTIV (A,N); KVTV (A,C)	229,330
SIoux FALLS, S.D.—67.0 KELO-TV (A,C,N) (Operates satellite KDLO-TV, Florence, S. D.)	**172,310
SOUTH BEND-ELKHART, Ind.—66.9 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	•†178,727
SPARTANBURG-GREENVILLE, S.C.—60.4 WSPA-TV (C); WFBC-TV (N)	278,970
SPOKANE, Wash.—68.2 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	208,580
SPRINGFIELD, Ill.—72.1 WICST (A,N)	•†107,429

Any way You Figure it



You get lowest cost per Thousand

Of the 231,670 TV homes accredited to Sioux City, 154,750 view KTIV most*. (Better than 2 to 1 over Station B).

*Per Analysis ARB studies

KTIV

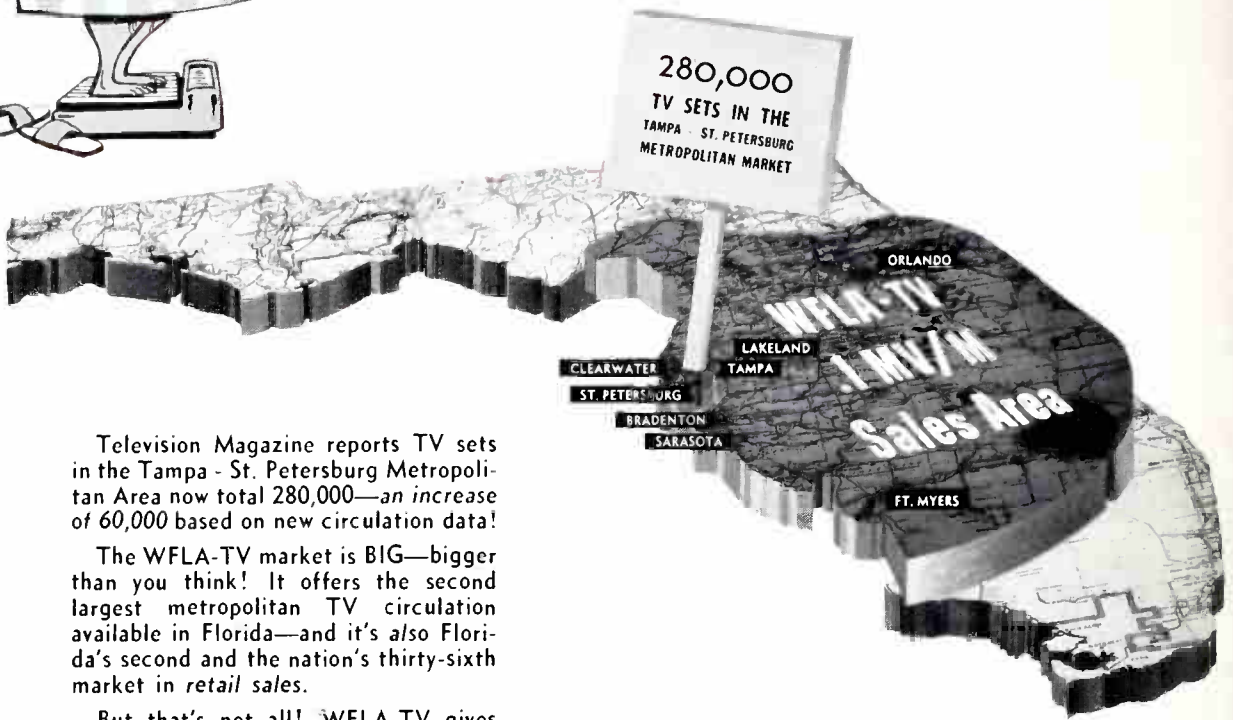
SIouxLAND'S ONLY
LOW CHANNEL STATION

CHANNEL **4**
SIoux CITY, IOWA **NBC**

NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.
New York, Chicago, San Francisco,
Los Angeles, Minneapolis, Seattle,
Detroit, Portland, Atlanta



it's **BIGGER** than you think!



Television Magazine reports TV sets in the Tampa - St. Petersburg Metropolitan Area now total 280,000—an increase of 60,000 based on new circulation data!

The WFLA-TV market is BIG—bigger than you think! It offers the second largest metropolitan TV circulation available in Florida—and it's also Florida's second and the nation's thirty-sixth market in retail sales.

But that's not all! WFLA-TV gives you intensive coverage of this big, fast-growing metropolitan market — PLUS a rich 30-county area where industrial and agricultural payrolls create steady buying power every week of the year.

And, WFLA-TV is the only Florida station that delivers unduplicated NBC live programming within its 100-mile radius.

See your BLAIR-TV man for top-rated availabilities on this sales powerhouse of Florida's West Coast.

National Representatives



TV market

studies

o 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?

How do these rankings compare with Standard Metro areas?

How many markets cover County X?

Individual

breakdowns

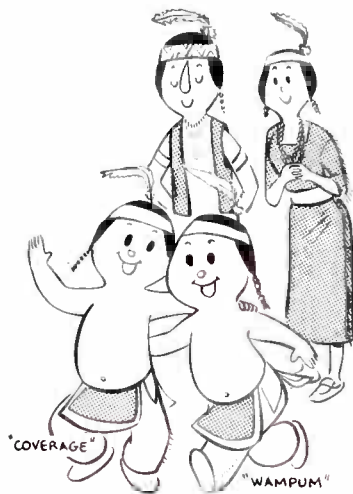
available

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

Because all the data in the Data 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, N. Y. 22, N.Y.

Market & Stations—% Penetration	TV Homes
SPRINGFIELD-HOLYOKE, Mass.—90.0 WHYN-TV† (C); WWLP† (A,N)	•†197,820
SPRINGFIELD, Mo.—65.7 KTTS-TV (C); KYTV (A,N)	87,450
STUEBENVILLE, Ohio—88.4 WSTV-TV (A,C) (Circulation shown includes Pittsburgh, Pa.)	994,370
STOCKTON, Cal.—80.0 KQVR (A)	534,920
SUPERIOR, Wis.-DULUTH, Minn.—64.6 WDSM-TV (C,N); KDAL-TV (A,C)	134,870
SWEETWATER, Tex.—62.2 KPAR-TV (C)	44,080
SYRACUSE, N.Y.—89.3 WHEN-TV (A,C); WSYR-TV*** (N) (WSYR-TV operates satellite WSYF-TV, Elmira.)	431,150
TACOMA-SEATTLE, Wash.—76.0 KING-TV (A); KOMO-TV (N); KTNI-TV (C); KIVW	426,800
TALLAHASSEE, Fla. (See Thomasville, Ga.)	
TAMPA-ST. PETERSBURG, Fla.—76.7 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	278,380 †167,165
TEMPLE-WACO, Tex.—63.7 KCEN-TV (N); KWTX-TV (A)	129,250
TERRE HAUTE, Ind.—74.2 WTHI-TV (A,C)	206,940
TEXARKANA, Tex.—55.0 KCMC-TV (A,C)	85,350
THOMASVILLE, Ga.-TALLAHASSEE, Fla.—45.8 WCTV (A,C,N)	84,250
TOLEDO, Ohio—38.4 WSPD-TV (A,C,N)	353,340
TOPEKA, Kan.—73.9 WIBW-TV (A,C)	168,440
TRAVERSE CITY, Mich.—67.0 WPBN-TV (N)	45,850
TUCSON, Ariz.—80.6 KGUN-TV (A); KOPO-TV (C); KVOA-TV (A,N)	74,850
TULARE-FRESNO, Cal.—81.8 KVVG†; KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (N)	208,640 †169,308
TULSA, Okla.—72.9 KOTV (C); KVOO-TV (N); KTVX (A) (Muskogee, Okla.)	302,600
TUPELO, Miss.—42.3 WTWV (N)	28,740
TWIN FALLS, Ida.—56.9 KLIX-TV (A,C)	24,620
TYLER, Tex.—51.9 KLTV (A,C,N)	84,290
UTICA-ROME, N.Y.—92.1 WKTU (A,C,N)	133,090
VALLEY CITY, N.D.—62.6 KXJB-TV (C) (See also Fargo, N. D.)	141,620
WACO-TEMPLE, Tex.—63.7 KWTX-TV (A); KCEN-TV (N)	129,250
WASHINGTON, D.C.—82.7 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	716,620

You get **2**
BIG EXTRAS



when you Buy



in TULSA

The top buy in a top market is a pretty good deal . . . but it's an outstanding deal when you add the extras you get from KVOO-TV. Merchandising and promotion aids, market research, constant attention to your account and your problems — these are the "plus values" every advertiser receives when he chooses Channel 2, "the eyes of Oklahoma".



NBC For current availabilities contact any office of **BLAIR-TV**

highest rated local live show...



in the Washington-Greenville, N.C. market!

What's this new thing called "togetherness?" WITN serves it up with TEEN CANTEEN—a lively local-live that appears every Saturday between 1 and 2 pm on almost all of 194,560 screens in WITNland.

The eager eyes of men, women and children watch for a glimpse of Junior cutting up the dance floor with the girl next door. There's a solid, CONCENTRATED community and family interest—and all these important factors PULL TOGETHER for you—to give you an audience on the ready peak of purchase.

ARB | witn | station B | station C |
 | 22.4 | | 0.7 | | 0.4 |



transmitter at grifton, n. c. • studios & offices at washington, n. c. • 316,000 watts • over 150,000 sets in the market • headley-reed co., reps.

Market & Stations—% Penetration	TV Homes
WASHINGTON-GREENVILLE, N.C.—56.5 WITN (N); WNC1 (A,C)	194,560
WATERBURY, Conn.—79.0 WATR-TV† (A)	†143,080
WATERLOO-CEDAR RAPIDS, Iowa—81.8 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	320,460
WAUSAU, Wis.—64.9 WSAU-TV (A,C,N)	80,070
WESLACO-HARLINGEN, Tex.—49.7 KRGV-TV (N); KGBT-TV (A,C)	64,100
WEST PALM BEACH, Fla.—79.9 WEAT-TV (A); WPTV (C,N)	73,770
WHEELING, W. Va.—82.6 WTRF-TV (A,N)	418,200
WICHITA-HUTCHINSON, Kan.—72.4 KAKE-TV (A); KARD-TV (N); KTVH (C)	244,150
WICHITA FALLS, Tex.—60.4 KFDX-TV (A,N); KSYD-TV (C)	117,660
WILKES-BARRE-SCRANTON, Pa.—73.3 WBRE-TV† (N); WILK-TV† (A); WARM-TV† (A); WGBI-TV† (C)	†222,030
WILMINGTON, Del.—90.1 WPFH (N) (Circulation shown includes Philadelphia, Pa.) (For ranking purposes, consider this market Wilmington-Philadelphia)	1,311,420

Market & Stations—% Penetration	TV Homes
WILMINGTON, N.C.—47.2 WMFD-TV (A, N)	117,150
WINSTON-SALEM, N.C.—81.5 WSJS-TV (N); WTOB-TV† (A)	306,890 • †85,894
YAKIMA, Wash.—55.8 KIMA-TV† (A,C,N) (Operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV, Ephrata, Wash., and KEPR-TV, Pasco, Wash.)	**†88,080
YORK, Pa.—81.2 WNOV-TV†; WSBA-TV† (A)	• †102,842
YOUNGSTOWN, Ohio—69.4 WFMJ-TV† (N); WKBN-TV† (A,C)	• †190,761
YUMA, Ariz.—56.0 KIVA-TV (A,C,N)	16,980
ZANESVILLE, Ohio—66.5 WHIZ-TV† (A,C,N)	• †51,862

• Due to conflicting research data, this market has not been reevaluated pending further study
 † This market has not been reevaluated pending further study.
 † U.H.F.
 †† Incomplete data.
 * U.S. coverage only.
 ** Includes circulation of satellite.
 *** Does not include circulation of satellite.

OFF THE AIR IN FEBRUARY: 1

Market	Station	Channel
Bloomington, Ill.	WBLN-TV	(15)

OPENED IN FEBRUARY: 2

Market	Station	Channel
Ephrata, Wash.	KBAS-TV	(43)
Tupelo, Miss.	WTWV	(9)

DUE TO OPEN IN MARCH: 1

Market	Station	Channel
Casper, Wyo.*	KTWO-TV	(2)

* Because the March Data Book is a special issue, all markets with stations on the air as of March 20, have been included in the market and receiver circulation sections.

ADDITIONAL COPIES OF THE

DATA BOOK

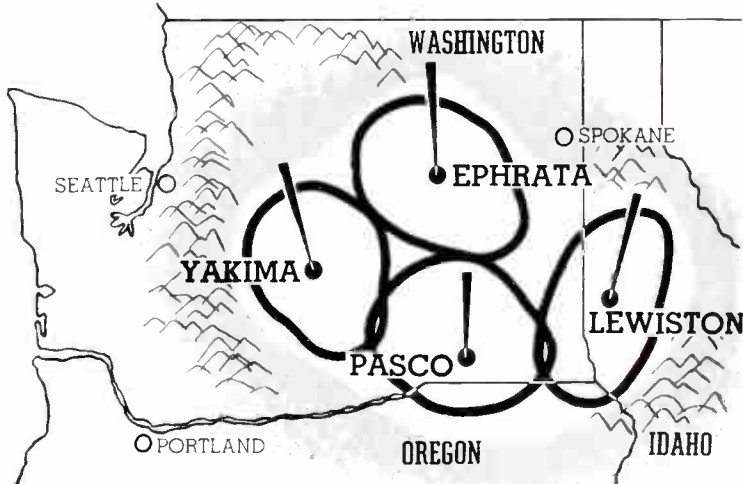
ARE AVAILABLE AT \$2.50

Now FOUR- means MORE EXCLUSIVE COVERAGE!



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

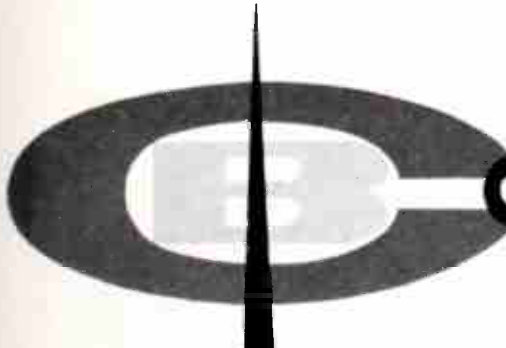
tion and saturation throughout Central Washington and Idaho plus important population centers in North Central Oregon. It means with one buy, you get the entire heart of the Pacific Northwest . . . **the biggest single TV buy in the West.**



Now One of the Top 75 Markets

POPULATION	563,875	GEN. MERCHANDISE	60,135,000
(Urban 278,000, Rural 285,875)		AUTOMOTIVE	116,239,000
EFFECT. BUYING INCOME	\$981,563,000	DRUGS	22,603,000
RETAIL SALES	657,655,000		

Source: 1957 Survey of Buying Power



Cascade Broadcasting Co.

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

DIRECTORIES

Listed in this section: TV stations, station representatives, networks;
distributors of feature and syndicated film

STATIONS

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
CKLW-TV	Detroit, Mich.	3300 Guardian Bldg., Woodward 1-7200	J. E. Campeau	E. Wilson Wardell	Young
KABC-TV	Los Angeles, Cal.	Prospect & Talmadge Aves., Normandy 3-3311	Selig J. Seligman	Elton Rule	Katz, A.
KAKE-TV	Wichita, Kan.	1500 N. West St., Whitehall 3-4221	Martin Umansky	Don Waldron	Katz, A.
KALB-TV	Alexandria, La.	6th & Washington Sts., 3-2543	Williard L. Cobb	Williard L. Cobb	Weed, A, C, N
KARD-TV	Wichita, Kan.	833 N. Main, Amhurst 5-5633	William J. Moyer	Don Sbarra	Petry, N.
KARK-TV	Little Rock, Ark.	10th & Spring Sts., Franklin 6-2481	T. K. Barton	Lee Bryant	Petry, N.
KATV	Pine Bluff, Ark.	100 Williams Rd., Jefferson 4-2051	Mike Shapiro	John H. Fugate	Avery-Knodel, A
KAVE-TV	Carlsbad, N. M.	P.O. Box 631, Tuxedo 5-4101	John H. Battison	John H. Battison	Branham, C, N
KBAK-TV	Bakersfield, Cal.	29 Woody Rd., Export 9-1761	Al Constant	Al Constant	Weed, A, C
KBES-TV	Medford, Ore.	2000 Crater Lake Hwy., 3-4581	Jerold R. Poulos		Blair TV Asso., A, C, N
KBET-TV	Sacramento, Cal.	601-607 7th Ave., Hudson 1-4041	John H. Schacht	George J. Kapel	H-R, C
KBMB-TV	Bismarck, N. D.	Box 626, Fargo, Fargo 4461	John W. Boloer	William Hurley	Weed, C
KBOI-TV	Boise, Ida.	1007 W. Jefferson St., 3-2511	Westerman Whillock	Earl Glade, Jr.	P G W, C
KBST-TV	Big Spring, Tex.	2500 Kentucky Way, Amherst 4-6325	William J. Wallace	John McMinn	Pearson, C
KBTV	Denver, Colo.	1089 Bannock St., Tabor 5-6386	John C. Mullins	John Henry	P G W, A
KCBD-TV	Lubbock, Tex.	5600 Ave. "A", Sherwood 4-1414	Joe H. Bryant	Ray Poindexter	Raymer, A, N
KCCC-TV	Sacramento, Cal.	Box 1596, Wabash 2-3466	A. J. Richards	A. J. Richards	Weed, A
KCEN-TV	Temple, Tex.	Box 188, Prospect 3-2161	Burton Bishop	Burton Bishop	Hollingbery, N
KCJB-TV	Minot, N. D.	15-A W. Central Ave., 51-161	William Hurley	Chester Reiten	Weed, A, C, N
KCKT-TV	Great Bend, Kan.	Box 182, 7868	E. C. Wedell	Elton Kuhlman	Bolling, N
KCMC-TV	Texarkana, Tex.	Box 1290, 32-8201	Walter M. Windsor	Richard M. Peters	V R & M, A, C
KCMO-TV	Kansas City, Mo.	125 E. 31st St., Jefferson 1-6789	E. K. Hartenbower	S. B. Tremble	Katz, C
KCOP	Los Angeles, Cal.	1000 Cabuenga Blvd., Hollywood 2-7311	Jack Heintz	Amos T. Baron	Petry
KCOR-TV	San Antonio, Tex.	111 Marrinez St., CA 5-2751	Nathan Safir	Ben Tamborello	R. O'Connell
KCRA-TV	Sacramento, Cal.	310 10th St., Hudson 1-4631	Ewing C. Kelly	Robert E. Kelly	Petry, N
KCRG-TV	Cedar Rapids, Iowa	1st Ave. & 1st St. SW, 4-4194	Edna A. Herbst	John F. Cundiff	Blair TV Assoc., A
KCSJ-TV	Pueblo, Colo.	2226 Television Lane, Lincoln 4-5782	Ray J. Williams	Dan F. Durniak	Pearson, N
KDAL-TV	Duluth, Minn.	218 Bradley Bldg., Randolph 2-2628	Dalton LeMasurier	John Grandy	Avery-Knodel, A, C
KDIX-TV	Dickinson, N. D.	Box 1152, 4113	Orville F. Burda	E. A. Spear	Holman, C
KDKA-TV	Pittsburgh, Pa.	Gateway Center, Express 1-3000	Harold C. Lund	John Stilli, Jr.	P G W, A, C, N
KDRO-TV	Sedalia, Mo.	2100 W. Broadway, 4004	H. W. Brandes	Jimmy Glenn	Pearson
KDUB-TV	Lubbock, Tex.	7400 College Ave., Sherwood 4-2345	W. D. Rogers	E. A. Hassett	Branham, C
KDWI-TV	Tucson, Ariz.	2175 N. 6th Ave., 3-3633	D. W. Ingram	T. J. Parker	Headley-Reed

Note: City listed is city of license; for definition of coverage area see "The Television Markets," page 111. Individuals listed as general manager and national sales manager might have other titles but perform functions named.

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WBTV	Florence, S. C.	P.O. Box 630, 2-1566	J. William Quinn	John H. Brock	CBS TV Spot, A, C, N
WBUF	Buffalo, N. Y.	2077 Elmwood Ave., Victoria 8300	Charles C. Bevis, Jr.	William B. Decker	NBC Spot, N
WBZ-TV	Boston, Mass.	1170 Soldiers Field Rd., Algonquin 4-5670	F. A. Tooke	C. Herbert Masse	P G W, N
WCAU-TV	Philadelphia, Pa.	City & Monument Aves., Greenwood 7-8300	Charles Vanda	Robert M. McGredy	CBS TV Spot, C
WCAX-TV	Burlington, Vt.	135 Main St., 2-5761	Stuart T. Martin	John A. Dobson	Weed, C
WCBI-TV	Columbus, Miss.	c/o WCBI, Gilmer Hotel	Robert McRaney	P. B. Hinman	McKinney, C, N
WCBS-TV	New York, N. Y.	485 Madison Ave., Plaza 1-2345	Sam Cook Digges	Frank Shakespeare	CBS TV Spot, C
WCCO-TV	Minneapolis, Minn.	Radio City, Fe 8-0552	F. Van Konyenburg	Robert N. Ekstrum	P G W, C
WCDA	Albany, N. Y.	P.O. Box 4100	Thomas S. Murphy	William J. Lewis	H R & P, C
WCDB	Hagaman, N. Y.	P.O. Box 4100	Thomas S. Murphy	William J. Lewis	H R & P, C
WCHS-TV	Charleston, W. Va.	1111 Virginia St., 6-5358	John T. Gelder, Jr.	John L. Sinclair, Jr.	Branham, C
WCIA	Champaign, Ill.	509 S. Neil St., 6-8333	August C. Meyer	Len Davis	Hollingbery, C, N
WCKT	Miami, Fla.	P.O. Box M, Little River Station	Niles Trammell	Robert L. Fidler	NBC Spot, N
WCMB-TV	Harrisburg, Pa.	228 Court St., Ce 4-3005	Ed K. Smith	Ed. K. Smith	Gill-Perna
WCNY-TV	Carthage, N. Y.	P.O. Box 211, Watertown, 410	Louis Saiff, Jr.	Alfred M. Tauroney	Weed, A, C
WCOV-TV	Montgomery, Ala.	P.O. Box 2505, 5-3561	Hugh M. Smith	Morris South	Young, C
WCPO-TV	Cincinnati, Ohio	2345 Symmes St., Capitol 1-0777	M. C. Walters	Patrick H. Crafton	Blair, A
WCSC-TV	Charleston, S. C.	485 E. Bay St., 3-8371	Roland Weeks	Roland Weeks	P G W, A, C
WCST-TV	Portland, Me.	157 High St., Spruce 2-0181	W. H. Rines	Bruce McGorriell	Weed, N
WCTV	Thomasville, Ga.	P.O. Box 3166, 3-3666	L. Herschel Graves	W. L. Woods	Blair TV Assoc., A, C, N
WCYB-TV	Bristol, Va.-Tenn.	P.O. Box 1009, North 3560	Robert H. Smith	Fey Rogers	Weed, A, N
WDAF-TV	Kansas City, Mo.	3030 Summit St., Harrison 1-1200	W. A. Bates	Manne Russo	H R & P, N
WDAK-TV	Columbus, Ga.	P.O. Box 1640, 2-8828	Allen M. Woodall	Joe Windsor	Headley-Reed, N
WDAM-TV	Hattiesburg, Miss.	P.O. Box 1649, Ju 4-8441	Marvin Reuben	Teck Jones	Pearson, A, N
WDAN-TV	Danville, Ill.	1500 N. Washington Ave.	Max Schaffer	Max Schaffer	McKinney, A
WDAY-TV	Fargo, N. D.	207 No. 5th St., 2-3371	Tom Barnes	Tom Barnes	P G W, A, N
WDBJ-TV	Roanoke, Va.	P.O. Box 150, 3-8031	Ray P. Jordan	Blake Brown	P G W, C
WDBO-TV	Orlando, Fla.	P.O. Box 3707, Orlando 5-0541	Harold P. Danforth	Harold P. Danforth	Blair TV Assoc., A, C, N
WDEF-TV	Chattanooga, Tenn.	Volunteer Bldg., Amherst 7-3393	Harold Anderson	Oris H. Segler	Branham, A, C
WDMJ-TV	Marquette, Mich.	249 W. Washington St., Canal 6-2554	W. H. Treloar	Robert J. Luke	Weed, C
WDSM-TV	Superior, Wis.	230 E. Superior St., Randolph 7-6875	Clairence D. Tully	Tom Gavin	P G W, N
WDSU-TV	New Orleans, La.	520 Royal St., Tulane 4371	Robert D. Swezey	A. Louis Read	Blair, A, C, N
WDXI-TV	Jackson, Tenn.	Williams Bldg., 7-9611	John E. North	John E. North	Headley-Reed, C
WEAR-TV	Pensacola, Fla.	P.O. Box 431, Hemlock 3-8311	Mel Wheeler	Milton deReyna, Jr.	Hollingbery, A, C
WEAT-TV	W. Palm Beach, Fla.	P.O. Box 70, Temple 3-9668	Bertram Lebhar, Jr.	Edward J. Hennessy	H-R, A
WEAU-TV	Eau Claire, Wis.	2415 S. Hastings Way, 2-3474	Leo Howard	Leo Howard	Hollingbery, A, N
WEEK-TV	Peoria, Ill.	2907 Springfield Rd., 9-3961	Fred C. Mueller	William J. Flynn	Headley-Reed, N
WEHT	Henderson, Ky.	P.O. Box 395, Evansville, Ind., Harrison 4-9215	Cecil M. Sansbury	Ed. Richter	Young, C
WENS	Pittsburgh, Pa.	Carlton House, Express 1-1545	Larry H. Israel	Larry H. Israel	Branham, A, C, N
WESH-TV	Daytona Beach, Fla.	6th & Center Sts., Clinton 3-6591	T. S. Gilchrist, Jr.	Walter Strouse	Petry
WEWS	Cleveland, Ohio	Euclid at 30th, Henderson 2-1500	James C. Hanrahan	John H. Foley	Blair, A
WFAA-TV	Dallas, Tex.	3000 Harry Hines Blvd., Riverside 1-3316	Alex Keese	Dick Drummy	Petry, A, N
WFAM-TV	Lafayette, Ind.	McCarty Lane, 2-4300	O. E. Richardson	Henry Rosenthal	Rambeau
WFBC-TV	Greenville, S. C.	P.O. Box 1140, 9-1321	Ken Beachboard	Robert Q. Glass, Jr.	Weed, N
WFBG-TV	Altoona, Pa.	1320 11th Ave., 4-2031	Edward M. Scala	Edward M. Scala	Blair, A, C, N
WFBM-TV	Indianapolis, Ind.	1330 N. Meridian St., Melrose 4-8521	William F. Kiley	Don Menke	Katz, N
WFIE-TV	Evansville, Ind.	1115 Mt. Auburn Rd., Harrison 5-6201	E. Berry Smith	Robert Dean	V R & M, N
WFIL-TV	Philadelphia, Pa.	46th & Market Sts., Evergreen 2-4700	Roger W. Clipp	Kenneth W. Stowman	Blair, A
WFLA-TV	Tampa, Fla.	P.O. Box 1410, 2-0131	George W. Harvey	William B. Faber	Blair, N
WFLB-TV	Fayetteville, N. C.	P.O. Box 512, 2-7136	W. D. Bailey	W. B. Belche	Burn-Smith, A, C, N
WFMJ-TV	Youngstown, Ohio	101 W. Boardman St., Riverside 4-8611	Mitchell F. Stanley	Mitchell F. Stanley	Headley-Reed, N
WFMY-TV	Greensboro, N. C.	Drawer A. Phillips Ave. & White St., 4-0114	Gaines Kelley	Joseph E. Lake	H R & P, A, C
WFRV-TV	Green Bay, Wis.	Bellin Bldg., Hemlock 7-5411	Soren H. Munkhof	Soren H. Munkhof	Headley-Reed, A, C
WGAL-TV	Lancaster, Pa.	24 S. Queen St., Express 3-5851	Clair R. McCollough	J. Robert Gulick	Meeker, C, N
WGAN-TV	Portland, Me.	390 Congress St., Spruce 2-4661	Creighton E. Gatchell	Richard E. Bates	Avery-Knodel, C
WGBI-TV	Scranton, Pa.	1000 Wyoming Ave., Diamond 2-7634	George D. Coleman	George D. Coleman	H-R, C
WGBS-TV	Miami, Fla.	316 N. E. 21st St.	Walter Koessler	Eleanor Larsen	Katz
WGEM-TV	Quincy, Ill.	Hotel Quincy, Baldwin 2-6840	Joe Bonansinga	J. Ben Stewart	Young, A, N
WGLV	Easton, Pa.	2857 Nazareth Rd., 3-3557	Charles R. Thon	William Latham	Headley-Reed, A
WGN-TV	Chicago, Ill.	441 N. Michigan Ave., Michigan 2-7600	Ward L. Quaal	Theodore Weber	Petry
WGR-TV	Buffalo, N. Y.	184 Barton St., Summer 7115	J. J. Bernard	G. P. Swift	P G W, A
WHAS-TV	Louisville, Ky.	525 W. Broadway, Wabash 2211	Neil D. Cline	Albert J. Gillen	H R & P, C
WHBF-TV	Rock Island, Ill.	Telco Bldg., 6-5441	Leslie C. Johnson	Maurice Corken	Avery-Knodel, A, C
WHBO-TV	Memphis, Tenn.	P.O. Box 176, Broadway 2-3441	John Cleghorn	Tom W. Ragland	H-R, A
WHCT	Hartford, Conn.	555 Asylum St., Jackson 7-9131	Harvey Struthers	Lamont L. Thompson	CBS TV Spot, C
WHCH-TV	Rochester, N. Y.	40 Franklin St., Baker 6740	C. Glover DeLaney	LeMoine C. Wheeler	Bolling, McKinney, A,
WHEN-TV	Syracuse, N. Y.	101 Court St., 74-5711	Paul Adanii	Fred Menzies	Katz, A, C
WHIO-TV	Dayton, Ohio	1414 Wilmington Ave., Madison 6581	Robert H. Moody	Sian Mouse	Hollingbery, C
WHIS-TV	Bluefield, W. Va.	Municipal Bldg., Davenport 77115	P. T. Flanagan	John Shotl	Katz, N
WHIZ-TV	Zanesville, Ohio	Lind Arcade Bldg., N. 5th St.	Allan Land	Nate Milder	Pearson, A, C, N
WHO-TV	Des Moines, Iowa	1100 Walnut St., Atlantic 8-6511	P. A. Loyer	Robert H. Harter	P G W, N
WHP-TV	Harrisburg, Pa.	216 Locust St., Ce 4-3211	A. K. Redmond	A. K. Redmond	Bolling, C
WHTN-TV	Huntington, W. Va.	625 4th Ave., Jackson 5-7661	Robert R. Tischer	George Miller	Petry, A
WHYN-TV	Springfield, Mass.	1300 Liberty St., Re 4-1126	Charles N. DeRose	Patrick J. Montague	Branham, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
W-TV	Topeka, Kan.	P.O. Box 119, 3-2377	Ben Ludy	Hilton Hodges	Capper, A, C
W.C-TV	Bridgeport, Conn.	P.O. Box 9140, 8-1601	Philip Merryman	Manning Slater	Young, A
W.S	Springfield, Ill.	523 E. Capitol Ave., 8-0465	Milton D. Friedland	Warren King	Young, A, N
W.U	Erie, Pa.	35th & State St., 4-5201	Ben McLaughlin	Karl Nelson	Petry, A, N
W.K-TV	Wilkes-Barre, Pa.	88 N. Franklin St.	Thomas P. Shelburne	Malcolm Dale	Avery-Knodel, A
W.IA-TV	Lima, Ohio	1424 Rice Ave., 5-3010	Robert W. Mack	J. L. Spring	H-R, A, C, N
W.IK-TV	Ft. Myers, Fla.	P.O. Box 1072	A. J. Bauer	A. J. Bauer	McGillvra, A, C
W.T	Ft. Wayne, Ind.	Lincoln Tower Bldg., Anthony 8475	Ben B. Baylor, Jr.	Ben B. Baylor, Jr.	H-R, A, C
W.TV	Columbia, S. C.	1111 Bull St., 3-6431	Charles A. Batson	Law Epps	P G W, N
W.C-TV	Madison, Wis.	Commercial State Bank Bldg., Alpine 7-2588	Ralph O'Conner	Richard Nickeson	P G W, C
W.E-TV	Asheville, N. C.	92 Haywood St., 3-5381	Harold H. Thoms	Joseph J. Master	Bolling, C, N
W.H-TV	Indianapolis, Ind.	1440 N. Meridian St., Melrose 4-6411	Robert B. McConnell	Robert B. McConnell	Bolling, C
W.N-TV	Milwaukee, Wis.	722 Empire Bldg., Broadway 1-4644	John B. Soell	John B. Soell	Petry, A
W.L-TV	Whitefish Bay, Wis.	212 W. Wisconsin Ave., Flagstone 2-6600	J. I. Meyerson	J. G. Sandison	Branham
W.V	Washington, N. C.	North Carolina TV, Inc., 1760	W. R. Roberson, Jr.	T. H. Patterson	Headley-Reed, N
W.Y	Ft. Lauderdale, Fla.	228 N.E. 3rd St., Franklin 4-3108	C. Edward Little	Lee Phillips	Forioe, A
W.C-TV	Johnstown, Pa.	P.O. Box 309, 5-1261	Alvin D. Schrott	John H. Hepburn	Katz, N
W.R-TV	Providence, R. I.	176 Weybossett St., Gaspee 1-8255	Joseph S. Sinclair	David J. Shurtleff	Weed, A, N
W.F	Augusta, Ga.	P.O. Box 490, 7-7787	D. M. Kelly, Jr.	Tom Hennessey	Hollingbery, A, N
W.K-TV	Detroit, Mich.	7441 2nd Blvd., Trinity 3-7400	Bill Michaels	M. E. McMurray	Katz, C
W.M-TV	Panama City, Fla.	P.O. Box 428, Highway 98, Adams 4-2251	Mel Wheeler	Mill deReyna	Hollingbery, A, C, N
W.L-TV	Johnson City, Tenn.	P.O. Box 1080, 2780	W. Hanes Lancaster, Jr.	Willard Fraker	Pearson, A, C
W.P-TV	Jacksonville, Fla.	4038 Phillips Highway, Ex 8-9751	T. S. Gilchrist, Jr.		Petry, A, N
W.A-TV	Lansing, Mich.	WJIM Country House, Ivanhoe 2-1333	Harold F. Gross		P G W, A, C, N
W.R-TV	New Orleans, La.	Jung Hotel, Canal 0356	George A. Mayoral	Paul Beville	Weed, A, C
W.B-TV	Fairmont, W. Va.	400 Quincy St., 8000	J. Patrick Beacom	J. Patrick Beacom	Gill-Perna, A, N
W.Y	Jackson, Miss.	P.O. Box 8187, 4-2512	L. M. Sepaugh	Owens Alexander	Katz, A, C
W.TV	Cleveland, Ohio	1630 Euclid Ave., Tower 1-6080	Ben Wickham	Dick Wright	Katz, C
W.VQ-TV	San Juan, P. R.	Box 1072, Stop 8, Puerto de Tierra, 3-3800	Delfin Fernandez	Oscar Reinoso	Inter-Amer. Publ., C
W.VN-TV	Youngstown, Ohio	3930 Sunset Blvd., Sterling 2-1145	W. P. Williams, Jr.	J. L. Bowden	Raymer, A, C
W.VT	La Crosse, Wis.	141 S. 6th St., 2-4678	Howard Dahl	Robert Z. Morrison, Jr.	H-R, A, C, N
W.VG-TV	Ft. Wayne, Ind.	220 E. Jefferson St., Anthony 2295	Edward G. Thoms	Carleton B. Evans	Raymer, N
W.VX-TV	Saginaw, Mich.	221 S. Washington Ave., Pleasant 3-4471	William J. Edwards	Robert M. Chandler	Gill-Perna, A, C
W.VW-TV	Madison, Wis.	215 W. Washington Ave., Alpine 7-2261	Ben F. Hovel	Ben F. Hovel	Headley-Reed, A
W.VC-TV	Cincinnati, Ohio	Times Star Bldg., Garfield 1-1331	David G. Taft	Kenneth W. Church	Katz, C
W.VG-TV	Mobile, Ala.	162 St. Louise St., Hemlock 2-5505	C. P. Persons, Jr.	C. P. Persons, Jr.	Avery-Knodel, C
W.VW	Utica, N. Y.	P.O. Box 386, 3-0404	Michael C. Fusco	Michael C. Fusco	Cooke, A, C, N
W.VL-TV	Oklahoma City, Okla.	Box 8668, Tr 8-2161	P. A. Sugg	Jim Terrell	Katz, A, N
W.VLO-TV	Kalamazoo, Mich.	124 W. Michigan Ave., Fi 5-2101	Carl E. Lee	Donald W. DeSmit, Jr.	Avery-Knodel, A, C
W.VIC-TV	Nashville, Tenn.	159 4th Ave., Ch 2-4331	T. B. Baker, Jr.	Robert M. Reuschle	Katz, C
W.VL-TV	Muncie, Ind.	P.O. Box 271, Atlas 8-4403	D. A. Burton	W. F. Craig	Holman, A, C, N
W.VH	Jackson, Miss.	715 S. Jefferson St., 2-2691	Fred Beard	Frank Gentry	Hollingbery, N
W.VI-TV	Bethlehem, Pa.	P.O. Box 111, Hemlock 4-6278	Clair R. McCollough	J. Robert Gulick	Meeker, N
W.VX-TV	Lexington, Ky.	134 N. Limestone St., 4-8747	Earl L. Boyles	Les J. Tackett	Bolling, A, C, N
W.VS-TV	Asheville, N. C.	P.O. Box 2150, 2-2431	Charles Britt	Charles Britt	V R & M, A
W.VIA-TV	Lynchburg, Va.	P.O. Box 238, 2-1242	Phillip P. Allen	Phillip P. Allen	Hollingbery, A
W.VF-A	Atlanta, Ga.	1611 W. Peachtree St., NE, Vernon 1141	Harry LeBrun	James H. Burgess	Crosley, A
W.VW-C	Columbus, Ohio	3165 Olentangy River Rd., Amherst 3-5441	James Leonard	Charles Dodsworth	Crosley, N
W.VY-D	Dayton, Ohio	4595 S. Dixie Hwy., Walnut 2101	Eric Jensen	Dale A. Smith	Crosley, A, N
W.VT	Cincinnati, Ohio	140 W. 9th, Cherry 1-1822	John T. Murphy	Steve Crane	Crosley, N
W.VAL-TV	Washington, D. C.	4461 Conn. Ave., N. W., Kellogg 7-1100	Frederick S. Houwink	Neal J. Edwards	H-R, A
W.VAR-TV	Baltimore, Md.	Baltimore & Charles Sts., Mulberry 5-5670	E. K. Jett	Ernest A. Lang	Katz, C
W.VAZ-TV	Macon, Ga.	Bankers Ins. Bldg., 2-7373	Wilton E. Cobb	Frank Crowther	Avery-Knodel, A, C
W.VBR-TV	Jacksonville, Fla.	605 S. Main St., Exbrook 8-0501	Charles M. Stone	David Booher	CBS TV Spot, A, C
W.VB-TV	Marinette, Wis.	Radio TV Park, 5-6631	Joseph D. Mackin	Joseph D. Mackin	V R & M, N
W.VCT	Memphis, Tenn.	P.O. Box 311, Jackson 6-7464	H. W. Slavick	Earl Moreland	Blair, N
W.VFD-TV	Wilmington, N. C.	223-225 Princess St., 3-4666	R. A. Dunlea, Jr.	Clint Long	Wagner-Smith
W.VSL-TV	Decatur, Ala.	Box 411, 802	Frank Whisenant	Louis C. Blizzard	McGillvra, C, N
W.VT-TV	Cedar Rapids, Iowa	P.O. Box 1111, Empire 4-0177	W. B. Quarton	Lew Van Nostrand	Katz, C
W.VTV	Madison, Wis.	P.O. Box 168, Cedar 3-5381	Gerald A. Bartell	Peter P. Thurg	Young, N
W.VTW	Poland Spring, Me.	Poland Spring, Me., 51	John H. Norton, Jr.	John H. Norton, Jr.	H R & P, A, C
W.VUR-TV	Manchester, N. H.	1819 Elm St., 3-8061	Norman A. Gittleson	Gordon Moore	Forioe, A
W.VAC-TV	Boston, Mass.	21 Brookline Ave., Commonwealth 6-0800	Norman Knight	Tom Batesman	H-R, A, C
W.VAO-TV	Raleigh, N. C.	2128 Western Blvd., Temple 4-8282	John H. Bone	Earl Welde	Forioe, A, C
W.VBC-TV	New Britain, Conn.	1422 New Britain Ave., W. Hartford, Ad 3-8551	Peter B. Kenney	David Scott	NBC Spot, N
W.VBF-TV	Binghamton, N. Y.	1 Henry St., 3-7311	George R. Dunham	Andrew G. Hubbell	Blair, A, C, N
W.VBQ	Chicago, Ill.	Merchandise Mart, Superior 7-8300	Jules Herbeuoux	John M. Keys	NBC Spot, N
W.VCT	Greenville, N. C.	P.O. Box 898, 6181	A. Hartwell Campbell	John G. Clark, Jr.	Hollingbery, A, C
W.VDU-TV	South Bend, Ind.	P.O. Box 989, Central 3-7111	Bernard C. Barth	William T. Hamilton	Petry, N
W.VEM-TV	Bay City, Mich.	814 Adams St., Twinbrook 3-4504	James Gerity, Jr.	John Keenan	Petry, A, N
W.VHC-TV	New Haven, Conn.	P.O. Box 1859, Sp 7-3611	Edward D. Taddei	J. Vincent Callanan	Katz, A, C
W.VOK-TV	Columbia, S. C.	P.O. Box 5307, 2-7737	H. Moody McElveen, Jr.	John P. Sholar	Raymer, C
W.VOW-TV	York, Pa.	WNOW-TV, 2-7821	Lowell W. Williams	Richard E. Burg	Keller

WOAI-TV	San Antonio, Tex.	P.O. Box 2641, Capitol 7-4221	James M. Gaines	Edward V. Chevior	Petry, N
WOAY-TV	Oak Hill, W. Va.	P.O. Box 251, 651	Robert R. Thomas, Jr.	Robert R. Thomas, Jr.	Pearson, A
WOC-TV	Davenport, Iowa	805 Brady St., 3-3661	B. J. Palmer	Mark Wodlinger	P G W, N
WOI-TV	Ames, Iowa	Service Bldg., Cedar 2-3400	Robert C. Mulhall	Robert C. Mulhall	Weed, A
WOOD-TV	Grand Rapids, Mich.	120 College St., SE, Glendale 9-4125	Willard Schroeder	Arthur Swift	Katz, A, N
WOR-TV	New York, N. Y.	1440 Broadway, Longacre 4-8000	Gordon Gray	William P. Dix	H-R
WORA-TV	Mayaguez, P. R.	Darlington Bldg., 1151	Alfredo R. de Arellano	Reinaldo DuPont	Young Interest
WOW-TV	Omaha, Neb.	Insurance Bldg., Webster 3400	Frank P. Fogarty	Fred Ebener	Blair, C
WPAG-TV	Ann Arbor, Mich.	Hutzel Bldg.	Edward F. Baughn	Kenneth MacDonald	McKinney
WPBN-TV	Traverse City, Mich.	Paul Bunyan Bldg., 2700	Les Blederman	R. E. Detwiler	Holman, N
WPFH	Wilmington, Del.	Suburban Station Bldg., Phila., Locust 8-2262	Paul F. Harron	Glenn B. Lau	Raymer
WPXI	New York, N. Y.	220 E. 42nd St., Murray Hill 2-6500	Fred M. Thrower	John A. Patterson	P G W
WPRO-TV	Providence, R. I.	24 Mason St., Plantations 1-9776	Arnold F. Schoen, Jr.	Eugene W. Wilkin	Blair, C
WPTV	W. Palm Beach, Fla.	5 Coconut Row, Temple 3-2471	Stephen P. Willis	W. L. Woods	Blair TV Assoc. C, N
WPTZ-TV	Plattsburgh, N. Y.	357-361 Cornelia St., 3070	George BarenBregge	Albert H. LaFrance	Blair TV Assoc. A, N
WRAL-TV	Raleigh, N. C.	P.O. Box 9583, Temple 4-6401	Fred Fletcher	Fletcher Turner	H-R, N
WRBL-TV	Columbus, Ga.	1350 13th Ave., 2-0601	J. W. Woodruff, Jr.	George Jenkins	Hollingbery, A, C
WRC-TV	Washington, D. C.	Sheraton Park Hotel, Adams 4-5400	Carleton D. Smith	Charles deLozier	NBC Spot, N
WRCA-TV	New York, N. Y.	30 Rockefeller Plaza, Circle 7-8300	William N. Davidson	Jay J. Heifin	NBC Spot, N
WRCV-TV	Philadelphia, Pa.	1619 Walnut St., Locust 4-3700	Lloyd E. Yoder	T. H. Walworth, Jr.	NBC Spot, N
WRDW-TV	Augusta, Ga.	Georgia & Observatory Ave., 7-5432	James W. Hicks	Lou Stratton	Branham, C
WREC-TV	Memphis, Tenn.	Hotel Peabody Bldg., Jackson 5-1313	Hoyt B. Wooten	Charles Brakefield	Katz, C
WREX-TV	Rockford, Ill.	Auburn & Winnebago Rds., 8-1813	J. M. Baisch	Al Biardello	H-R, A, C
WRGB	Schenectady, N. Y.	1 River Rd., 7-2261	R. W. Welpott	R. F. Reid	NBC Spot, N
WRGP-TV	Chattanooga, Tenn.	1214 McCallie Ave., 98-1505	R. G. Patterson	George P. Moore	H-R, N
WROC-TV	Rochester, N. Y.	201 Humboldt St., Butler 8-8400	William A. Fay	Armin N. Bender	P G W, N
WROM-TV	Rome, Ga.	P.O. Box 473, 2-0833	Edward McKay	Charles Doss	McGillvra
WRVA-TV	Richmond, Va.	P.O. Box 2370, 83-5461	Barron Howard	James D. Clark, Jr.	H R & P, C
WSAU-TV	Wausau, Wis.	P.O. Box 29, 2-1021	George T. Frechette	Richard D. Dudley	Meeker, A, C, N
WSAV-TV	Savannah, Ga.	Liberty Nat'l Bank Bldg., Adams 6-0303	Harben Daniel	Mack Humpidge	Blair TV Assoc. N
WSAZ-TV	Huntington, W. Va.	P.O. Box 2115, 4-4126	L. H. Rogers, II	Elizabeth Conaty	Katz, N
WSBA-TV	Atlanta, Ga.	1601 W. Peachtree St., Trinity 5-7221	John M. Outler, Jr.	Marcus Bartlett	Petry, N
WSBT-TV	York, Pa.	S. Queen St. Extended, 2-5531	Louis J. Appell, Jr.	Robert M. Staugh	Young, A
WSEE-TV	South Bend, Ind.	300 W. Jefferson Blvd., Central 3-3141	Neal B. Welch	Wilbur R. Darch	Raymer, C
WSFA-TV	Erie, Pa.	1220 Peach St., 5-7575	Frank B. Palmer	Donald Boyce	Avery-Knodel, A, C
WSIL-TV	Montgomery, Ala.	P.O. Box 2566, 5-1251	Hoyt Andres	Robert L. Tuttle	Katz, N
WSIX-TV	Harrisburg, Ill.	21 W. Poplar St.	Oscar L. Turner	Oscar L. Turner	Walker, A, N
WSJS-TV	Nashville, Tenn.	Nashville Trust Bldg., Alpine 5-5431	R. D. Stanford, Jr.	Al Kerr	Hollingbery, A
WSJV-TV	Winston-Salem, N. C.	419-21 N. Spruce St., 5-2311	Harold Essex	Harry B. Shaw	Headley-Reed, N
WSLS-TV	Elkhart, Ind.	WSJV-TV, Elkhart 2-1518	Paul C. Brines	Paul C. Brines	H-R, A, C
WSM-TV	Roanoke, Va.	Church Ave. & 3rd St., SW, 4-9227	James H. Moore	Horace Fitzpatrick	Avery-Knodel, A, N
WSPA-TV	Nashville, Tenn.	301 7th Ave., N., Alpine 4-5656	J. H. DeWitt, Jr.	Irving Waugh	Petry, N
WSPD-TV	Spartanburg, S. C.	224 E. Main St., 3-3621	Walter J. Brown	Charles E. Bell	Hollingbery, C
WSTV-TV	Toledo, Ohio	136 Huron St., Cherry 8-6201	Allen L. Haid	William Ashworth	Katz, A, C, N
WSUN-TV	Steubenville, Ohio	Exchange Realty Bldg., Atlantic 2-6265	John J. Laux	John J. Laux	Avery-Knodel, A, C
WSVA-TV	St. Petersburg, Fla.	Million Dollar Pier, 5-4121	Fred P. Shawn	Barney Kobres	V R & M, A
WSYR-TV	Harrisonburg, Va.	Rawley Pike, 4-4431	Hamilton Shea	Richard Johnson	P G W, A, C, N
	Syracuse, N. Y.	224 Harrison St., 3-7111	E. R. Vadebonceur	William R. Alford, Jr.	H R & P, N
WTAP	Parkersburg, W. Va.	121 W. 7th St., Hudson 5-4589	Milton Komito	Milton Komito	Pearson, A, C, N
WTAR-TV	Norfolk, Va.	720 Boush St., Madison 5-6711	Campbell Arnoux	Robert M. Lambe	Petry, A, C
WTCN-TV	Minneapolis, Minn.	Calhoun Beach Hotel, Walnut 7-8881	Miller C. Robertson	David J. Cole	Katz, A
WTHI-TV	Terre Haute, Ind.	918 Ohio St., Crawford 9481	J. M. Higgins	George Foulkes	Bolling, A, C, N
WTMJ-TV	Milwaukee, Wis.	720 E. Capitol Dr., Broadway 1-6000	W. J. Damm	N. V. Bakke	H R & P, N
WTOB-TV	Winston Salem, N. C.	P.O. Box 5176, Ardmore Station	John G. Johnson	James Coan	V R & M, A
WTOC-TV	Savannah, Ga.	P.O. Box 858, 2-0127	F. Shley Knight	Ben Williams	Avery-Knodel, A, C
WTOK-TV	Meridian, Miss.	Southern Bldg., 3-1441	Robert F. Wright	W. B. Crooks, Jr.	Headley-Reed, A, C, N
WTOP-TV	Washington, D. C.	40th & Brandywine Sts., NW, Emerson 2-9300	George F. Hartford	Robert A. J. Bordley	CBS TV Spot. C
WTOV-TV	Portsmouth, Va.	1305 Granby St., Norfolk	Tim Bright	Winston Bright	McGillvra
WTPA	Harrisburg, Pa.	3235 Hoffman St., Cedar 8-7171	Donald D. Wear	Allen P. Solada	H R & P, A
WTRF-TV	Wheeling, W. Va.	1329 Market St., Cedar 2-7777	Robert W. Ferguson	H. Needham Smith	Hollingbery, A, N
WTRI	Albany, N. Y.	P.O. Box 4035, 5-5291	William A. Riple	William A. Riple	V R & M, A
WTIG	Washington, D. C.	Raleigh Hotel, Sterling 3-5300	Jas. W. Anderson, Jr.	Perry P. Walders	Weed
WTV	Bloomington, Ind.	Essex House, Melrose 5-8656	Robert Lemon	Frank Willis	Meeker, A, N
WTVD	Durham, N. C.	P.O. Box 2009, 2-2111	Harmon L. Duncan	Mike Thompson	Petry, A
WTV	Elmira, N. Y.	159 Madison Ave., 3-6624	Thompson K. Cassel	Howard Green	Forjoe, A, N
WTVH	Peoria, Ill.	234 N. Madison St., 6-5561	Harold V. Phillips	William P. Pipher	Petry, A, C
WTVK	Knoxville, Tenn.	P.O. Box 1388, 5-2113	John A. Engelbrecht	John A. Engelbrecht	Pearson, A, C
WTVJ	Miami, Fla.	P.O. Box 2770, Fr 4-6262	Lee Ruwitch	William Brazzil	P G W, C
WTVN-TV	Columbus, Ohio	P.O. Box 718, Capitol 8-5801	J. W. McGough	Bob Wiegand	Katz, A
WTV	Rockford, Ill.	Box 470, 3-5413	Harold Froelich	Harold Froelich	Headley-Reed, N
WTV	Decatur, Ill.	P.O. Box 108, 8-4304	Robert O. Wright	Robert O. Wright	Bolling, A
WTV	Richmond, Va.	P.O. Box 5229, 5-8611	Wilbur M. Havens	Wilbur M. Havens	Blair, A
WTVT	Tampa, Fla.	P.O. Box 1198, 7-1113	P. A. Sugg	John Haberman	Katz, C
WTV	Evansville, Ind.	405 Carpenter St., Ha 2-1121	Dick Shively	Jim Hawkins	Hollingbery, A
WTVY	Dothan, Ala.	Cottonwood Rd., 5-2810	F. E. Busby	Jerry Williams	Young, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WO WV	Bangor, Me. Tupelo, Miss.	P.O. Box 732, 2-4822 Beech Springs Rd., Vinewood 2-7620	Murray Carpenter Frank K. Spain	Rudy Marcoux	V R & M, C N
SN-TV	Charleston, S. C.	P.O. Box 879, Mt. Pleasant 4141	J. Drayton Hastie	J. Drayton Hastie	Weed, A, N
VEC-TV WET-TV	Hampton, Va. Rochester, N. Y.	812 W. 21st St., Norfolk, Madison 7-7774 17 Clinton Ave., Hamilton 4820	Thomas P. Chisman Ervin F. Lyke	Harrol A. Brauer, Jr. Arthur Murrellwright	Avery-Knodel, N Bolling, McKinney, A, C
U-TV LP TV	Detroit, Mich. Springfield, Mass. Cadillac, Mich.	622 W. Lafayette Ave., Wo 2-2000 P.O. Box 2210, State 8-0971 214 N. Mitchell St., Prospect 5-3478	Edwin K. Wheeler William L. Putnam Gene Ellerman	Ray W. Colie James H. Ferguson, Jr. Gene Ellerman	P G W, N Hollingbery, A, N Weed, A, C
EX-TV X 7Z-TV	Petersburg, Va. Milwaukee, Wis. Detroit, Mich.	124 W. Tabb St., Regent 3-7876 5445 N. 27th St., Uptown 3-1919 1700 Mutual Bldg., Woodward 3-8321	Thomas G. Tinsley, Jr. Edmund C. Bunker James G. Riddell	Irvin G. Abeloff Theodore F. Shaker Ralph Dawson	Select, N CBS TV Spot, C Blair, A
EV E7	Ciudad Juarez, Mex. Tijuana, Mex.	P.O. Box 442, El Paso, Tex., 3-7240 4229 Park Blvd., San Diego, Cypress 8-7191	P. Meneses Julian H. Kaufman	Ralph Fitzmaurice Julian H. Kaufman	Natl. Time Sales Weed, A

STATION REPRESENTATIVES

EVERY-KNODEL, INC.

President:

Lewis H. Avery

Executive Vice President:

J. W. Knodel

Manager of TV Sales:

Arthur H. Sherin, Jr.

Director of Promotion:

John W. Owen

New York 19: 720 Fifth Ave. (Judson 6-5536).

Atlanta 3: 41 Marietta St., N.W. (Jackson 3-2545).

Mgr.: Charles C. Coleman

Chicago 1: 75 E. Wacker Dr. (Andover 3-4710). Mgr.:

Raymond M. Neihengen

Dallas: Suite 320, Fidelity Union Life Bldg. (Riverside

7-7330). Mgr.: Wallis Ivy

Detroit 26: 1446 National Bank Bldg. (Woodward

1-9607). Mgr.: Glenn W. Gilbert

Los Angeles 5: 3325 Wilshire Blvd. (Dunkirk 5-6394).

Mgr.: Douglas McLatchie

San Francisco 4: 235 Montgomery St. (Yukon 2-2853).

Pacific Coast Mgr.: David Meblin

Stations: KMMT, Austin, Minn.; KHSL-TV, Chico;

KDAL-TV, Duluth; WSEE, Erie; KODE-TV, Joplin;

WKZO-TV, Kalamazoo; WATE-TV, Knoxville;

KOLN-TV, Lincoln; WMAZ-TV, Macon;

WKRK-TV, Mobile; KTVX, Muskogee;

WVEC-TV, Norfolk; KWTU, Oklahoma City;

KATV, Pine Bluff; WGAN-TV, Portland, Me.;

WSLS-TV, Roanoke; WHBF-TV, Rock Island;

KUTV, Salt Lake City; WTOG-TV, Savannah;

KXLY-TV, Spokane; WSTV-TV, Steubenville;

KOVR, Stockton; KWVL-TV, Waterloo;

WILK-TV, Wilkes-Barre.

BLAIR-TV

Chairman of the Board:

John P. Blair

President:

William H. Weldon

Assistant to the President:

Wells H. Barnett

Vice President & Eastern Sales Manager:

John P. Denninger

Vice President & Research Director:

W. Ward Dorrell

Director of Sales Development:

Martin Katz

New York 17: 415 Madison Ave. (Templeton 8-5800).

Boston 16: 6 St. James Ave. (Hubbard 2-3163). Mgr.:

Bruce Pattysen

Chicago 11: 520 N. Michigan Ave. (Superior 7-5580).

Mgr.: Jack Davis

Dallas 2: Rio Grande National Bldg. (Riverside

1-4228). Mgr.: Steve Beard

Detroit 26: 617 Book Bldg. (Woodward 1-6030). Mgr.:

Gabriel Dye

Jacksonville 2: 1402 Barnett Bank Bldg. (Elgin

6-5770). Mgr.: Harry Cummings

Los Angeles 5: 3460 Wilshire Blvd. (Dunkirk 1-3811).

Mgr.: Frank Moreland

St. Louis 1: 1037 Paul Brown Bldg. (Chestnut 1-5688).

Mgr.: Richard Quigley, Jr.

San Francisco 4: 2502 Russ Bldg. (Yukon 2-7068).

Mgr.: Lindsey Spight

Seattle: White-Henry-Stuart Bldg. (Elliott 6270-1).

Mgr.: John Burr

Stations: WFBG-TV, Altoona; WBNF-TV, Binghamton;

WABT, Birmingham; WBKB, Chicago;

WCPO-TV, Cincinnati; WEWS, Cleveland;

WBNS-TV, Columbus Ohio; WXYZ-TV, Detroit;

KFJZ-TV, Fort Worth; KFRE-TV, Fresno;

KTTV, Los Angeles; WMCT, Memphis;

WDSU-TV, New Orleans; WABC-TV, New York;

WOW-TV, Omaha; WFIL-TV, Philadelphia;

*WHIC, Pittsburgh; KGW-TV, Portland, Ore.;

WPRO-TV, Providence; WTVR, Richmond;

KGO-TV, San Francisco; KING-TV, Seattle;

WFLA-TV, Tampa; KVOO-TV, Tulsa.

BLAIR TELEVISION ASSOCIATES, INC.

Executive Vice President & General Manager:

Richard L. Foote

New York 17: 422 Madison Ave. (Plaza 1-1922).

(For names of officers and addresses of branch offices, see BLAIR-TV.)

Stations: KFDA-TV, Amarillo; WAFB-TV, Baton Rouge;

KFYR-TV, Bismarck; KIDO-TV, Boise;

KCRG-TV, Cedar Rapids; KTVR, Denver;

KIEM-TV, Eureka; KFBB-TV, Great Falls;

KRCG-TV, Jefferson City; KOTI, Klamath Falls;

KBES-TV, Medford; WDBO-TV, Orlando;

WPTZ-TV, Plattsburgh; KFEQ-TV, St. Joseph;

WSAV-TV, Savannah; WCTV, Thomasville;

WPTV, West Palm Beach; KSYD-TV, Wichita Falls.

THE BOLLING COMPANY

President:

George W. Bolling

Vice President in Charge of TV:

G. Richard Swift

Sales Promotion:

E. A. Pancoast, Jr.

Research Director:

John McDonald

New York 17: 247 Park Ave. (Plaza 9-8150).

Beverly Hills: 204 S. Beverly Dr. (Bradshaw 2-0544).

Mgr.: G. W. Bolling, III

Boston 16: 80 Boylston St. (Hubbard 2-0346). Mgr.:

Richard Keating

Chicago 11: 435 N. Michigan Ave. (Whitehall 3-2040).

Mgr.: John D. Stebbins

San Francisco 3: 5 Third St. (Garfield 1-6740). Mgr.:

John T. Coy

Stations: WISE-TV, Ashville; KKTU, Colorado Springs;

WTVP, Decatur, Ill.; KCKT-TV, Great Bend;

WHP-TV, Harrisburg, Pa.; WISH-TV, Indianapolis;

WLEX-TV, Lexington; KTVO, Ottumwa;

WHEC-TV & WVET-TV, Rochester, N. Y.;

KNTV, San Jose; WARM-TV, Scranton;

WTHI-TV, Terre Haute.

THE BRANHAM COMPANY

Chairman of the Board:

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President:

Eugene F. Corcoran

Executive Vice President:

Joseph F. Timlin

Promotion & Research:

Anne Hetfield

New York 16: 99 Park Ave. (Murray Hill 2-4606).

Mgr.: James A. McManus

Atlanta 3: Rhodes-Haverty Bldg. (Jackson 2-3025).

Mgr.: H. L. Ralls

Charlotte 2: 2001 Liberty Life Bldg. (Edison 2-8839).

Mgr.: Bertram C. Finch

Dallas 3: 1005 Fidelity Union Life Bldg. (Riverside

8-5831). Mgr.: George Harding

Detroit 2: 6-235 General Motors Bldg. (Trinity 1-0440).

Mgr.: Fred A. Weber

Los Angeles 48: 6399 Wilshire Blvd. (Webster 1-1551).

Mgr.: Norman E. Noyes

Memphis 3: 1028 Sterick Bldg. (Jackson 6-2344). Mgr.

Sidney L. Nichols

Miami 2: 496 N.E. 29th Terrace. (Franklin 9-4685). Mgr.

Dan Gattoni

St. Louis 1: Title Guaranty Bldg., 706 Chestnut St.

(Chestnut 1-6192). Mgr.: John J. Schwarz

San Francisco 3: 703 Market St. (Yukon 2-1582).

Mgr.: James M. Lowman

Stations: KOB-TV, Albuquerque; WRDW-TV, Augusta;

KAVE-TV, Carlsbad; WCHS-TV, Charleston, W. Va.

WDEF-TV, Chattanooga; KRLD-TV, Dallas;

KROD-TV, El Paso; KJEO-TV, Fresno;

KTHV, Little Rock; KDUB-TV, Lubbock;

WITI-TV, Milwaukee; KMGM-TV, Minneapolis;

WENS, Pittsburgh; KVIP, Redding;

WHYN-TV, Springfield, Mass.;

KPAR-TV, Sweetwater; KVOA, Tucson.

BURKE-STUART CO., INC.

President:

Theodore I. Oberfelder

Vice President in Charge of Sales:

Jack Masla

Promotion-Research Director:

Robert Braver

New York 22: 60 E. 56th St. (Plaza 1-2156).

Chicago: 35 E. Wacker Dr. (Dearborn 2-0826). Mgr.

Edward W. Paro

Detroit: 920 Dime Bldg. (Woodward 1-1675). Mgr.

Allan Kerr

Hollywood 28: 6606 Selma Ave. (Hollywood 3-7194).

Mgr.: Sam Elkins

San Francisco: 703 Market St. (Exbrook 2-6685).

Mgr.: Herb Stiller

Stations: WAKR-TV, Akron; WATR-TV, Waterbury.

CBS TELEVISION SPOT SALES

General Sales Manager:

John A. Schneider

Director of Sales Development:

Frank Elliott, Jr.

Director of Sales Promotion:

Byington Colvig

Research Manager:

Robert F. Davis

- New York 22:** 485 Madison Ave. (Plaza 1-2345).
Eastern Sales Mgr.: Bruce R. Bryant
- Atlanta 5:** 805 Peachtree Bldg., N. E. (Trinity 6-0727).
Mgr.: H. H. Holtshouser
- Chicago 11:** 410 N. Michigan Ave. (Whitehall 4-6000).
Midwestern Sales Mgr.: Arthur C. Elliot
- Chicago 2:** 902 Fisher Bldg. (Trinity 2-5500). Mgr.:
Richard R. Loftus
- Los Angeles 28:** 1313 N. Vine St. (Webster 8-3011).
Mgr.: Edward A. Larkin
- San Francisco 5:** Palace Hotel (Yukon 2-7000). Mgr.:
John H. White

Stations: WBTB, Charlotte; WBBM-TV, Chicago;
WBTW, Florence; KGUL-TV, Galveston-Houston;
WHCT-TV, Hartford; WMBR-TV, Jacksonville;
KNXT, Los Angeles; WXIX, Milwaukee;
WCBS-TV, New York; WCAU-TV, Philadelphia;
KOIN-TV, Portland; KSL-TV, Salt Lake City;
WTOP-TV, Washington, D. C.

WINSLEY BROADCASTING CORP.**President & General Manager:**

R. E. Dunville

Vice President in Charge of TV:

John T. Murphy

- New York 26:** 630 Fifth Ave. (Circle 6-1616).
V. P. in Charge of Sales: H. P. Lasker
- Atlanta:** (Bomar Lowrance & Assoc.) 770 Spring St.,
NW (Trinity 6-3726). Mgr.: Freeman Jones
- Charlotte:** (Bomar Lowrance & Assoc.) 1026 South
Blvd. (Charlotte 6-6581). Mgr.: Bomar Lowrance
- Chicago 1:** 360 N. Michigan Ave. (State 2-6693).
Vice President: Harry Albrecht
- Dallas:** (Bomar Lowrance & Assoc.) 1102 Fidelity
Union Bldg. (Randolph 8206). Mgr. Bob Keefe
- Chicago 26:** (NBC Spot Sales) 1165 Penobscot Bldg.
(Woodward 1-1610). Mgr.: Jack Treacy
- Hollywood 28:** (NBC Spot Sales) Sunset & Vine Sts.
(Hollywood 9-6161). Mgr.: Walter Davison
- San Francisco 2:** (NBC Spot Sales) NBC Building
(Greystone 4-8700). Mgr.: George Fuerst
- Stations:** WLW-A, Atlanta; WLW-T, Cincinnati;
WLW-C, Columbus, O.; WLW-D, Dayton.

WRETT-McKINNEY, INC.**President:**

Max M. Everett

Promotion & Research Manager:

Powell H. Ensign

- New York 17:** 40 E. 49th St. (Plaza 3-9332).
- Beverly Hills:** 111 N. LaCienega Blvd. (Olympia
2-1313). Mgr.: Lee F. O'Connell
- Chicago 11:** 400 N. Michigan Ave. (Superior 7-9052).
Mgr.: John B. Shelton
- San Francisco 4:** 233 Sansome St. (Yukon 6-2981).
Mgr.: William Ayers
- Stations:** WPAG-TV, Ann Arbor;
WCBI-TV, Columbus, Miss.; WDAN-TV, Danville;
WHEC-TV & WVET, Rochester, N. Y.;
*WRAK-TV, Williamsport.

FORJOE-TV, INC.**President:**

Joseph Bloom

Director of Research:

Howard Rothenberg

- New York 36:** 580 Fifth Ave. (Judson 6-3100). Mgr.:
Kenneth Goldblatt
- Atlanta 3:** 120 Marietta St. (Jackson 3-0518). Mgr.:
Fred Bernstein
- Chicago 11:** 435 N. Michigan Ave. (Delaware 7-1874).
Mgr.: Thomas Cinquina
- Los Angeles 48:** 451 N. LaCienega Blvd. (Orleander
5-7755). Mgr.: Lawrence Krasner
- Philadelphia 19:** 310 W. Glen Echo Rd. (Chestnut Hill
7-4510). Mgr.: Morton Lowenstein
- San Francisco 5:** 593 Market St. (Sutter 1-7569). Mgr.:
Charles Haddix
- Seattle:** Times Square Bldg. (Mutual 1088). Mgr.:
Robert Swanson
- Stations:** KVOB-TV, Bellingham; WTVE, Elmira;
KSHO-TV, Las Vegas; WMUR-TV, Manchester;
WITV, Miami; WATV, Newark; WNAO-TV, Raleigh.

GILL-PERNA, INC.**President:**

Helen Gill

Executive Vice President:

John J. Perna, Jr.

Promotion & Research Manager:

Carole Barry

- New York 21:** 654 Madison Ave. (Templeton 8-4740).
- Boston:** 80 Boylston St. (Liberty 2-6481). Mgr.:
Harry Wheeler
- Chicago 1:** 75 E. Wacker Dr. (Franklin 2-8665). Mgr.:
Walter Beadell
- Los Angeles:** 2330 W. Third St. (Dunkirk 7-4388).
Mgr.: Robert W. Walker
- San Francisco:** 57 Post St. (Sutter 1-5568). Mgr.:
Rogers Parratt
- Stations:** WJPB-TV, Fairmont; WCMB-TV, Harrisburg, Pa.;
KID-TV, Idaho Falls; KMSO-TV, Missoula;
WKNX-TV, Saginaw; KLIX-TV, Twin Falls.

HARRINGTON, RIGHTER & PARSONS, INC.**President:**

John E. Harrington, Jr.

Vice President:

Volney Righter

Vice President:

James O. Parsons, Jr.

Promotion Manager:

Helen Harney

- New York 17:** 589 Fifth Ave. (Murray Hill 8-7050).
- Atlanta 9:** 1430 W. Peachtree St. N. W. (Trinity 5-8458).
Mgr.: Frank B. Rice
- Chicago 11:** Tribune Tower (Whitehall 4-0510). V.P.
& Western Sales Mgr.: Carroll Layman
- San Francisco 4:** 235 Montgomery St. (Sutter 1-4125).
Mgr.: Frank Dougherty
- Stations:** WCDA, Albany (and satellite WCDB, Hagaman);
WAAM, Baltimore; WBEN-TV, Buffalo;

*WJR-TV, Flint; WFMY-TV, Greensboro;
WTPA, Harrisburg, Pa.; WDAF-TV, Kansas City;
WHAS-TV, Louisville; WTMJ-TV, Milwaukee;
WMTW, Poland Spring; WRVA-TV, Richmond;
WSYR-TV, Syracuse.

HEADLEY-REED TV

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Director:

Frank W. Miller, Jr.

President:

Sterling B. Beeson

Vice President & Sales Manager:

I. N. Hardingham

Promotion & Research Manager:

Melvin Trauner

New York 17: 420 Lexington Ave. (Murray Hill 5-8701).

Atlanta 8: Peachtree St. Bldg. (Trinity 4-2736). Mgr.:

Eli W. Sweatman, Jr.

Chicago 1: 230 N. Michigan Ave. (Franklin 2-4686).

Mgr.: John H. Wrath

Hollywood 28: Taft Bldg. (Hollywood 4-7738). Mgr.:

Clark Barnes

Philadelphia 7: Philadelphia National Bank Bldg.

(Locust 4-6027). Mgr.: Robert S. Dome

San Francisco 4: 110 Sutter St. (Yukon 2-3832). Mgr.:

Fred B. Adair, Jr.

Stations: WAIM-TV, Anderson, S. C.; KOOK-TV, Billings;

KFVS-TV, Cape Girardeau;

WDAK-TV, Columbus, Ga.; WGLV, Easton;

WFRV-TV, Green Bay; WDXI-TV, Jackson, Tenn.;

WKOW-TV, Madison; WTOK-TV, Meridian;

WEEK-TV, Peoria; KOTA-TV, Rapid City;

WTVO, Rockford; WBOC-TV, Salisbury;

KDWI-TV, Tucson; WITN, Washington, N. C.;

WBRE-TV, Wilkes-Barre; WSJS-TV, Winston-Salem;

WFMJ-TV, Youngstown.

GEORGE P. HOLLINGBERY COMPANY

Chairman of the Board:

George P. Hollingbery

Vice Chairman:

F. E. Spencer, Jr.

President TV Division:

H. H. Wise, Jr.

Sales Development Director:

C. A. Snyder

New York 36: 500 Fifth Ave. (Oxford 5-5560). Mgr.:

F. E. Spencer, Jr.

Atlanta 3: 134 Peachtree St. (Jackson 4-5710). Mgr.:

Richard N. Hunter

Chicago 1: 307 N. Michigan Ave. (Dearborn 2-6060).

Mgr.: George P. Hollingbery

Detroit 26: Guardian Bldg. (Woodward 1-3555). Mgr.:

Joseph D. Payne

Los Angeles 13: 3325 Wilshire Blvd. (Dunkirk 5-2071).

Mgr.: Roy S. Edwards, Jr.

San Francisco 4: 417 Montgomery St. (Douglas 2-2541).

Mgr.: George E. Lindman

Seattle 1: Tower Bldg. (Elliott 1868). Mgr.:

Hugh Feltis

Stations: KOAT-TV, Albuquerque; WJBF, Augusta;
KERO-TV, Bakersfield; WABI-TV, Bangor;
WBRZ, Baton Rouge; WCIA, Champaign;
KFBC-TV, Cheyenne (and satellite
KSTF, Scottsbluff, Neb.); WRBL-TV, Columbus, Ga.;
WHIO-TV, Dayton; WEAU-TV, Eau Claire;
KTSM-TV, El Paso; KVAL-TV, Eugene (and
satellite KPIC-TV, Roseburg);
WTVW, Evansville, Ind.; WNCT, Greenville, N. C.;
KTRK-TV, Houston; WLBT, Jackson, Miss.;
WLVA, Lynchburg; WSIX-TV, Nashville;
WJDM-TV, Panama City;
WEAR-TV, Pensacola; KOOL-TV, Phoenix;
KLOR, Portland, Ore.; KEY-TV, Santa Barbara;
KTIV, Sioux City; WSPA-TV, Spartanburg;
WWLP, Springfield-Holyoke;
KYTV, Springfield, Mo.; KTVW, Tacoma;
KCEN-TV, Temple; KOPO-TV, Tucson;
WTRF-TV, Wheeling.

HAL HOLMAN COMPANY

President:

Hal Holman

New York 17: 535 Fifth Ave. (Murray Hill 7-5365).

Mgr.: Ed Devney

Chicago 1: 64 E. Lake St. (Franklin 2-0016). Mgr.:

Hal Holman

Los Angeles 28: 6381 Hollywood Blvd. (Hollywood

2-2351). Mgr.: Tracy Moore

San Francisco 8: 260 Kearney St. (Exbrook 2-6444).

Mgr.: John Funk

Stations: KDIX-TV, Dickinson; KREX-TV, Grand Junction;

WLBC-TV, Muncie, WPBN-TV, Traverse City.

H-R TELEVISION, INC.

President:

Frank M. Headley

Vice President (Chicago):

Dwight S. Reed

Vice President:

Frank E. Pellegrin

Director of Promotion:

Donald G. Softness

Director of Research:

Avery Gibson

New York 17: 380 Madison Ave. (Oxford 7-3120).

Atlanta 3: 101 Marietta St. Bldg. (Jackson 3-7797).

Mgr.: William McRae

Chicago 1: 35 E. Wacker Dr. (Randolph 6-6431). Mgr.:

Dwight S. Reed

Dallas 2: 416 Rio Grande National Bldg. (Riverside

2-5148). Mgr.: Clarke R. Brown

Hollywood 28: Equitable Bldg. (Hollywood 2-6453).

Mgr.: Harold Lindley

Houston 6: 520 Lovett Blvd. (Jackson 8-1601). Mgr.:

Jack Lee

Miami 22: 529 Pan American Bank Bldg. (Franklin

3-7753). Mgr.: Alex Campbell, Jr.

New Orleans: 910 Royal St. (Canal 3917). Mgr.:

Thomas J. Craig

San Francisco: 155 Montgomery St. (Yukon 2-5837).

Mgr.: James M. Alspaugh

ations: WNAC-TV, Boston; WRGP-TV, Chattanooga;
 KOMU-TV, Columbia, Mo.; KSIX-TV, Corpus Christi;
 WIN-T, Fort Wayne; KNAC-TV, Fort Smith;
 KGBT-TV, Harlingen; KTVH, Hutchinson;
 WKBT, LaCrosse; KHJ-TV, Los Angeles;
 WHBQ-TV, Memphis; WALA-TV, Mobile;
 KNOE-TV, Monroe; *KONO-TV, San Antonio;
 WOR-TV, New York; *WAVY-TV, Portsmouth;
 WRAL-TV, Raleigh; WREX-TV, Rockford;
 KBET-TV, Sacramento; KSBW-TV, Salinas-Monterey;
 WGBI-TV, Scranton; KELO-TV, Sioux Falls;
 WSJV-TV, South Bend; KLTV, Tyler;
 WMAL-TV, Washington, D. C.

E KATZ AGENCY, INC.

President:

Eugene Katz

Director:

Edward Codel

Sales Manager:

Scott Donahue, Jr.

Research & Promotion Manager:

Daniel H. Denenholz

New York 22: 477 Madison Ave. (Plaza 9-4460).

Atlanta 3: 1321 Fulton Bank Bldg. (Jackson 5-1637).

Mgr.: Keith Byerly

Chicago 1: Prudential Plaza (Mohawk 4-7150). Mgr.:

Gerald H. Gunst

Dallas 1: 2006 Bryan St. (Riverside 1-4036). Mgr.:

David Rutledge

Detroit 26: Penobscot Bldg. (Woodward 3-8420). Mgr.:

Arthur J. Underwood, Jr.

Kansas City 6: Bryant Bldg. (Victor 2-7095). Mgr.:

Thomas J. Flanagan, Jr.

Los Angeles 5: 3325 Wilshire Blvd. (Dunkirk 5-6284).

Mgr.: Richard Hasbrook

San Francisco 4: Russ Bldg. (Douglas 2-7628). Mgr.:

Stanley J. Reulman

Stations: KGNC-TV, Amarillo; WAGA-TV, Atlanta;
 WMAR-TV, Baltimore; WBRC-TV, Birmingham;
 WHIS-TV, Bluefield; WMT-TV, Cedar Rapids;
 WKRC-TV, Cincinnati; WJW-TV, Cleveland;
 WTVN-TV, Columbus, Ohio; KLZ-TV, Denver;
 KRNT-TV, Des Moines; WJBK-TV, Detroit;
 WOOD-TV, Grand Rapids; WSAZ-TV, Huntington;
 WFBM-TV, Indianapolis; WJTV, Jackson, Miss.;
 WJAC-TV, Johnstown; KCMO-TV, Kansas City;
 WBIR-TV, Knoxville; KABC-TV, Los Angeles;
 WREC-TV, Memphis; WGBS-TV, Miami;
 WTCN-TV, Minneapolis-St. Paul;
 WSFA-TV, Montgomery; WLAC-TV, Nashville;
 WNHC-TV, New Haven; WKY-TV, Oklahoma City;
 KPHO-TV, Phoenix; KOAM-TV, Pittsburg, Kan.;
 KWK-TV, St. Louis; KTVT, Salt Lake City;
 KFSD-TV, San Diego; KPIX, San Francisco;
 KVTU, Sioux City; KHQ-TV, Spokane;
 WHEN-TV, Syracuse; WTVT, Tampa;
 WSPD-TV, Toledo; KAKE-TV, Wichita.

ROBERT S. KELLER, INC.

President:

Bob Keller

New York 14: 72 Barrow St. (Watkins 4-6599).

Chicago 6: 205 W. Wacker Dr. (State 2-5096). Mgr.:

Hooper Jones

Station: WNOW-TV, York.

JOSEPH HERSHEY MCGILLVRA, INC.

President:

Joseph H. McGillvra

New York 17: 366 Madison Ave. (Murray Hill 2-8755).

Bedford: Heltonville Rd. (Bedford 9194). Mgr.:

Joseph H. McGillvra

Boston 16: 419 Boylston St. (Commonwealth 6-0718).

Mgr.: Louis J. Borgatti

Chicago 1: 185 N. Wabash Ave. (State 2-5282). Mgr.:

Robert B. Pierce

Los Angeles 5: 612 S. Serrano Ave. (Dunkirk 4-7352).

Mgr. Fred Crawford, Jr.

San Francisco 5: 605 Market St. (Yukon 2-3954). Mgr.:

A. S. Babcock

Stations: WMSL-TV, Decatur, Ala.; WINK-TV, Ft. Myers;

WTOV-TV, Portsmouth; WROM-TV, Rome, Ga.

MEEKER TV, INC.

President & General Manager:

Robert D. C. Meeker

Vice President of Television Division:

Edgar B. Filion

Promotion Director:

Vic Piano

Research Director:

Mimi von Zelowitz

New York 17: 521 Fifth Ave. (Murray Hill 2-2170).

Eastern Sales Mgr.: Charles Standard.

Chicago 1: 333 N. Michigan Ave. (Central 6-1742).

Vice President of Midwest Operations:

Carl F. J. Jewett

Lancaster: 8 W. King St. (Express 7-5251). Mgr.:

Dick Sheetz

Los Angeles 28: 6381 Hollywood Blvd. (Hollywood

2-2351). Mgr.: Tracy Moore

San Francisco 4: 928 Russ Bldg. (Yukon 6-4940).

West Coast Mgr.: Don Pontius

Stations: WLEV-TV, Bethlehem; WTTV, Bloomington, Ind.:

*KTWO, Casper; KHOL-TV, Kearney (and

satellite KHPL-TV, Hayes Center);

WGAL-TV, Lancaster; KROC-TV, Rochester, Minn.;

KSWS-TV, Roswell; WSAU-TV, Wausau.

NBC SPOT SALES

Director:

John H. Reber

Director of Television Sales:

Edwin T. Jameson

Director of New Business & Promotion:

Mort Gaffin

Advertising & Promotion Manager:

Wilbur Fromm

Sales Development & Research Manager:

Daniel Lissance

New York 20: 30 Rockefeller Plaza (Circle 7-8300).
Eastern Division Mgr.: John J. Ryan
Atlanta: (Bomar Lowrance & Assoc.) 770 Spring St.
N. W. (Trinity 6-3726). Mgr.: Freeman Jones
Charlotte: (Bomar Lowrance & Assoc.) 1026 S. Blvd.,
Box 4156 (Franklin 6-6581). Mgr.:
Bomar Lowrance
Chicago: Merchandise Mart (Superior 7-8300). Central
Division Mgr.: John Mulholland
Dallas: (Bomar Lowrance & Assoc.) Fidelity Union
Life Bldg. (Riverside 2-8206). Mgr.:
Robert Keefe
Detroit: 1165 Penobscot Bldg. (Woodward 1-1610).
Mgr.: John C. Treacy
Hollywood: Sunset & Vine (Hollywood 9-6161).
Western Division Mgr.: Walter Davison
San Francisco: Taylor & O'Farrell Sts. (Graystone
4-8700).

Stations: WBUF, Buffalo; WNBQ, Chicago;
KOA-TV, Denver; KONA-TV, Honolulu (and
satellite KMVI-TV, Wailuku); KRCA, Los Angeles;
WAVE-TV, Louisville; WCKT, Miami;
WKNB-TV, New Britain; WRCA-TV, New York;
WRCV-TV, Philadelphia; KPTV, Portland, Ore.;
KSD-TV, St. Louis; WRGB, Schenectady;
KOMO-TV, Seattle; WRC-TV, Washington, D. C.

JOHN E. PEARSON COMPANY

President:

John E. Pearson

Vice President:

Russel Walker

Promotion & Research Manager:

Richard T. Allen

New York 22: 444 Madison Ave. (Plaza 1-3366).
Atlanta: 508 Glenn Bldg. (Jackson 5-2912)., Vice
President & Mgr.: Robert M. Baird
Chicago 1: 333 N. Michigan Ave. (State 2-7494). Vice
President & Mgr.: Jim Bowden
Dallas 1: Fidelity Union Life Bldg. (Riverside 7-3723).
Mgr.: Thomas R. Murphy
Los Angeles 5: 3242 West 8th St. (Dunkirk 5-5084).
Mgr.: David Cassidy
Minneapolis 2: Northwestern Bank Bldg. (Federal
8-5689). V.P. & Mgr.: Calden P. Stitt
San Francisco 4: 58 Sutter St. (Douglas 2-7159). Mgr.:
Martin Percival

Stations: KVSO-TV, Ardmore; KBST-TV, Big Spring;
KICA-TV, Clovis; KRDO-TV, Colorado Springs;
KGEO-TV, Enid; KRBB, El Dorado;
KQTV, Fort Dodge; KFSA-TV, Fort Smith;
WDAM-TV, Hattiesburg; KLRJ-TV, Henderson, Nev.;
WJHL-TV, Johnson City; WTVK, Knoxville;
KHAD-TV, Laredo; KSWO-TV, Lawton;
KOSA-TV, Odessa; WOAY-TV, Oak Hill;
WTAP, Parkersburg; KCSJ-TV, Pueblo;
KOLO-TV, Reno; KDRO-TV, Sedalia; KWTX-TV, Waco;
KRGV-TV, Weslaco; WHIZ-TV, Zanesville.

PETERS, GRIFFIN, WOODWARD, INC.

President:

H. Preston Peters

Executive Vice President:

Russel Woodward

Vice President, Director of TV:

Lloyd Griffin

Manager, TV New Business Development:

George Castleman

TV Promotion & Research Manager:

John F. Hurlbut

New York 17: 250 Park Ave. (Yukon 6-7900).
Eastern TV Sales Mgr.: John W. Brooke
Atlanta 3: Glenn Bldg. (Murray 8-5667). Mgr.:
William J. Stubbs
Chicago 1: Prudential Plaza (Franklin 2-6373).
Vice President: John A. Cory
Midwest TV Sales Mgr.: William J. Tynan
Detroit 26: Penobscot Bldg. (Woodward 1-4255). Mgr.:
Louis J. Hummel, Jr.
Fort Worth 2: 406 W. Seventh St. (Edison 6-3349).
Mgr.: W. Hal Thompson
Hollywood 28: 1750 N. Vine St. (Hollywood 9-1688).
Vice President: Hal W. Hoag
Mgr.: John A. Serrao
San Francisco 4: Russ Bldg. (Sutter 1-3798). Mgr.:
William A. Exline

Stations: KFDM-TV, Beaumont; KBOI-TV, Boise;
WBZ-TV, Boston; WGR-TV, Buffalo;
WCSC-TV, Charleston, S. C.; KYW-TV, Cleveland;
WIS-TV, Columbia, S. C.; KRIS-TV, Corpus Christi;
WOC-TV, Davenport; KRTV, Denver;
WHO-TV, Des Moines; WWJ-TV, Detroit;
WDAY-TV, Fargo; WBAP-TV, Fort Worth;
WSVA-TV, Harrisonburg; KGMB-TV, Honolulu
(and satellites KHBC-TV, Hilo; KMAU, Wailuku);
KMBC-TV, Kansas City; WJIM-TV, Lansing;
WISC-TV, Madison; WTVJ, Miami;
WCCO-TV, Minneapolis-St. Paul; WPIX, New York;
KDKA-TV, Pittsburgh, Pa.; WDBJ-TV, Roanoke;
WROC-TV, Rochester, N. Y.; KENS-TV, San Antonio;
KRON-TV, San Francisco; WDSM-TV, Superior.

EDWARD PETRY & CO., INC.

President:

Edward Petry

Executive Vice President (Chicago):

Edward E. Voynow

Vice President in Charge of TV:

Thomas E. Knode

Manager of Sales Development:

Charles H. Phillips

Promotion Manager:

Robert L. Hutton, Jr.

Research Director:

George Johannessen

New York 22: 3 E. 54th St. (Murray Hill 8-0200).
Eastern Sales Mgr.: Martin Nierman
Atlanta 3: 101 Marietta St. Bldg. (Jackson 4-8861).
Mgr.: Richard Hughes
Chicago 11: 400 N. Michigan Ave. (Whitehall 4-0011).
Mgr.: Louis A. Smith
Detroit 26: 645 Griswold St. (Woodward 3-0125). Mgr.:
Franklin M. Walker

Los Angeles 14: 530 W. Sixth St. (Tucker 3171). Mgr.: Bill Larimer
Louis: 915 Olive St. (Chestnut 1-7191). Mgr.: Hugh O. Kerwin
San Francisco 4: Russ Bldg. (Yukon 2-3631). Mgr.: Edward L. Smith

Stations: WSB-TV, Atlanta; WBAL-TV, Baltimore; WNEM-TV, Bay City; WGN-TV, Chicago; WFAA-TV, Dallas; WESH-TV, Daytona Beach; WTVD, Durham; WICU, Erie; KPRC-TV, Houston; WHTN-TV, Huntington; WJHP-TV, Jacksonville; KARK-TV, Little Rock; KCOP, Los Angeles; WISN-TV, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WTAR-TV, Norfolk; KMTV, Omaha; WTVH, Peoria; KCRA-TV, Sacramento; WOAI-TV, San Antonio; KFMB-TV, San Diego; KTBS-TV, Shreveport; WNDU-TV, South Bend; KREM-TV, Spokane; KOTV, Tulsa; KARD-TV, Wichita.

WILLIAM G. RAMBEAU COMPANY, INC.

President: William G. Rambeau
Vice President: George W. Kupper
New York 17: 347 Madison Ave. (Murray Hill 6-5940).
Chicago 1: 185 N. Wabash Ave. (Andover 3-5566). Mgr.: Mary Rudd
Los Angeles 28: 1350 N. Highland Ave. (Hollywood 4-6017). Mgr.: Ed Lytle
Minneapolis 2: 530 Roanoke Bldg. (Federal 8-7017). Mgr.: Vivian Bulmer
San Francisco 4: 927 Mills Bldg. (Exbrook 2-4073). Mgr.: Evelyn Wiggins

Stations: KNOX-TV, Grand Forks; WFAM-TV, Lafayette, Ind.

PAUL H. RAYMER COMPANY, INC.

President: Paul H. Raymer
Executive Vice President & Director of TV Sales: Fred C. Brokaw
Supervisor Promotion & Research: Mitchell B. DeGroot

New York 22: 444 Madison Ave. (Plaza 9-5570).
Atlanta 3: Glenn Bldg. (Jackson 5-6508). Mgr.: Edward D. Brandt
Chicago 11: 435 N. Michigan Ave. (Superior 7-4473). Vice President & Mgr.: Clay E. Forker
Illas 1: 1006 Mercantile Securities Bldg. (Riverside 1-5663). Mgr.: John H. Hicks, Jr.
Detroit 26: 2949 Penobscot Bldg. (Woodward 3-0764). Mgr.: Robert B. Rains
Hollywood 28: 1680 Vine St. (Hollywood 2-2476). Mgr.: John D. Gale
San Francisco 4: 2613 Russ Bldg. (Douglas 2-8909). Vice President & Mgr.: L. Ray Rhodes

Stations: KRBC-TV, Abilene; KTBC-TV, Austin, Tex.; WNOK-TV, Columbia, S. C.; WKJG-TV, Ft. Wayne; KMJ-TV, Fresno; *KHVH-TV, Honolulu;

KTLA, Los Angeles; KCBD-TV, Lubbock; KVAR, Phoenix; KSLA-TV, Shreveport; WSBT-TV, South Bend; KFDX-TV, Wichita Falls; WPFH, Wilmington, Del.; WKBN-TV, Youngstown; KIVA, Yuma.

VENARD, RINTOUL & McCONNELL, INC.

President: Lloyd George Venard
Vice President: Stephen R. Rintoul
Vice President: James V. McConnell
New York 17: 579 Fifth Ave. (Murray Hill 8-1088).
Chicago 1: 35 E. Wacker Dr. (State 2-5260). Midwest V.P.: Howard B. Meyers
Los Angeles: 2978 Wilshire Blvd. (Dunkirk 8-4151). Mgr.: Wilt Gunzendorfer
San Francisco 4: Mills Bldg. (Garfield 1-7950). Mgr.: Duncan A. Scott

Stations: KTEN-TV, Ada; WALB-TV, Albany, Ga.; WTRI, Albany N. Y.; WLOS-TV, Asheville; W-TWO, Bangor; WFIE-TV, Evansville; KLFY-TV, Lafayette, La.; KTRE-TV, Lufkin; WMBV-TV, Marinette; KMID-TV, Midland; WAGM-TV, Presque Isle; WSUN-TV, St. Petersburg; KTXL-TV, San Angelo; KCMC-TV, Texarkana; WTOB-TV, Winston-Salem.

THE WALKER REPRESENTATION CO., INC.

President: J. Wythe Walker
Vice President: C. Otis Rawalt
New York: 347 Madison Ave (Murray Hill 3-5830).
Atlanta: 1123-A Mortgage Guarantee Bldg. (Alpine 5084). Mgr.: Tom Atkinson
Boston: 100 Boylston St. (Hubbard 2-4370). Mgr.: William Creed
Chicago 1: 350 N. Michigan Ave. (Andover 3-5771). Mgr.: Charles Halteman
Los Angeles 5: 672 S. Lafayette Park Pl. (Dunkirk 2-3200). Mgr.: Harlan Oakes
San Francisco: 110 Sutter St. (Yukon 6-5820). Mgr.: William Gillmore

Stations: KXLF-TV, Butte; WSIL-TV, Harrisburg, Ill.

WEED TELEVISION CORPORATION

President: Joseph J. Weed
Vice President & General Sales Manager: Edwin J. Fitzsimmons
Eastern Division Sales Manager: Bates Halsey
Promotion & Research Manager: Winifred Schaefer
New York 17: 579 Fifth Ave. (Plaza 9-4700).
Atlanta 3: 501 Glenn Bldg. (Jackson 3-4081). Mgr.: George Griesbauer
Boston 16: Statler Bldg. (Hubbard 2-5677). Mgr.: Robert R. Reardon

Chicago 1: Prudential Bldg. (Whitehall 4-3430). Mgr.: Cornelius C. Weed
Des Moines 9: Insurance Exchange Bldg., 505 Fifth Ave. Mgr.: William Scharton
Detroit 26: 1707 Book Bldg. (Woodward 1-2685). Mgr.: Bernard P. Pearse
Hollywood 28: 6331 Hollywood Blvd. (Hollywood 4-2066). Mgr.: Edward Metcalf
San Francisco: 625 Market St. (Douglas 2-1451). Mgr.: Don Staley

Stations: KALB-TV, Alexandria; KGGM-TV, Albuquerque; WOI-TV, Ames; KBAK-TV, Bakersfield; KBMB-TV, Bismarck; WCYB-TV, Bristol; WCAX-TV, Burlington; WWTW, Cadillac; WCNY-TV, Carthage; WUSN-TV, Charleston, S. C.; WBAY-TV, Green Bay; WFBC-TV, Greenville, S. C.; KHQA-TV, Hannibal; KHAS-TV, Hastings; WARD-TV, Johnstown; KPLC-TV, Lake Charles; KLAS-TV, Las Vegas; WDMJ-TV, Marquette; KGLO-TV, Mason City; KCJB-TV, Minot; WJMR-TV, New Orleans; WABD, New York; KTVK, Phoenix; WCSH-TV, Portland, Me.; WJAR-TV, Providence; KCCC-TV, Sacramento; KTVI, St. Louis; KTTS-TV, Springfield, Mo.; KTNT-TV, Tacoma; XETV, Tijuana, Mexico-San Diego, Cal.; KXJB-TV, Valley City; WTTG, Washington, D. C.; KIMA-TV, Yakima (and satellites KLEW-TV, Lewiston, Ida., and KEPR-TV, Pasco, Wash.).

YOUNG TELEVISION CORP.

President:

Adam J. Young, Jr.

Vice President & Sales Manager:

Stephen A. Machcinski, Jr.

Research Manager:

William B. Crumley

New York 22: 3 E. 54th St. (Plaza 1-4848).

Boston 16: Statler Office Bldg. (Hubbard 2-6617).

Mgr.: Nona Kirby

Chicago 1: Prudential Plaza (Michigan 2-6190). Mgr.:

William J. Reilly

Los Angeles 28: 6331 Hollywood Blvd. (Hollywood 2-2289). Mgr.: William L. Wallace

St. Louis 23: 317 N. Eleventh (Main 1-5020). Mgr.:

John B. Hetherington

San Francisco 5: 593 Market St. (Yukon 6-6769). Mgr.:

Charles R. Christianson

Stations: KUAM-TV, Agana, Guam (represented

by Young International, Ltd.);

WICC-TV, Bridgeport; KVDO-TV, Corpus Christi;

WTVY, Dothan; KILT-TV, El Paso;

WEHT-TV, Henderson; KULA-TV, Honolulu;

KTAG-TV, Lake Charles; WMTV, Madison;

WORA-TV, Mayaguez, P. R. (represented

by Young International Ltd.);

WCOV-TV, Montgomery; WGEM-TV, Quincy;

WICS, Springfield, Ill; CKLW-TV, Windsor, Ont. -

Detroit, Mich.; WSBA-TV, York.

* C.P.—Station not on air as of February 1, 1957.

NETWORKS

AMERICAN BROADCASTING COMPANY

Division of American Broadcasting-Paramount Theatres, Inc.
 7 West 66 Street, New York 23, N. Y.
 Susquehanna 7-5000

PRESIDENT:

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VICE-PRESIDENTS:

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 Alfred R. Beckman, V.P., TV Station Relations
 Edward J. DeGray, V.P., Radio Station Relations
 Oliver Treyz, V.P., TV Network

ABC TELEVISION NETWORK

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Oliver Treyz

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William Seaman, Program Service
Manager
Freelon Fowler, Film Program
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Robert Briller, Manager of Sales
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Eugene Wyatt, National Program
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William Gillogly, Business Manager
Henry T. Hede, Eastern Sales Manager

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Production Services

STATION CLEARANCE

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ABC OFFICES

HOLLYWOOD: Earl Hudson, V.P. in
Charge of the Western Division
WASHINGTON: Robert H. Hinckley,
V.P. in Charge

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HBC-TV, Hollywood: Selig J. Seligman,
General Manager
KGO-TV, San Francisco: John H.
Mitchell, V.P.
WABC-TV, New York: Robert L.
Stone, V.P.
WKB, Chicago: Sterling C. Quinlan,
V.P.; Mathew Vieracker, General
Manager
WXYZ-TV, Detroit: James G. Riddell,
President; John Pival, V.P.

ABC FILM SYNDICATION, INC.

Gorge T. Shupert, President
Richard P. Morgan, V.P. & Assistant
to the President
Donald L. Kearney, V.P. in Charge
of Sales

**COLUMBIA BROADCASTING
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45 Madison Avenue, New York 22,
N. Y., Plaza 1-2345

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Irving Gitlin, Public Affairs Director
William MacPhail, Sports Director

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Alfred Scalpone, V.P. (Hollywood)
Oscar Katz, V.P., Daytime Programs
Louis Stone, Business Program Budget
Manager

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Information Services

RESEARCH

Jay Eliasberg, Acting Director

STATION RELATIONS

Herbert B. Akerberg, V.P.
Edward P. Shurick, Director

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Craig Lawrence, V.P. in Charge of
Station Administration
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General Manager
WBBM-TV, Chicago: H. Leslie
Atlass, V.P.
WCBS-TV, New York: Sam Cook Digges,
General Manager
WHCT, Hartford: Harvey Struthers,
General Manager
WXIX, Milwaukee: Edmund C. Bunker,
General Manager

CBS TELEVISION FILM SALES, INC.

Leslie Harris, V.P. & General Manager
Fred Mahlstedt, Director of Operations
Thomas Moore, General Sales Manager

CBS TELEVISION SPOT SALES

John A. Schneider, General Sales
Manager

**NATIONAL BROADCASTING
COMPANY, INC.**

30 Rockefeller Plaza, New York 20,
N. Y., Circle 7-8300

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CONTROLLER

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TALENT

James E. Denning, V.P., Talent & Program Contract Administration

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Dr. Thomas E. Coffin, Director of Research

Allen R. Cooper, Director of Corporate Planning

James Cornell, Staff Assistant, Program Planning

STATION RELATIONS

Harry Bannister, V.P.

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Charles R. Denny, Executive V.P.

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Donald E. Bishop, Director of Publicity & Community Services

Thomas S. O'Brien, Director of Business Affairs

Richard H. Close, Director of Represented Stations

Edwin T. Jameson, Director of TV Spot Sales

KRCA, Hollywood: Thomas C. McCray, V.P.

WBUF-TV, Buffalo: Charles C. Bevis, Jr., General Manager

WNBQ, Chicago: Jules Herbuveaux, V.P.

WRCA-TV, New York: William N. Davidson, General Manager

WRC-TV, Washington, Carleton D. Smith, V.P.

WRCV-TV, Philadelphia: Lloyd E. Yoder, V.P.

FACILITIES OPERATIONS

Charles H. Colledge, V.P.

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Anthony M. Hennig, Director

TECHNICAL OPERATIONS

George McElrath, Manager

PRODUCTION OPERATIONS

Ernest W. Theiss, Manager

PLANT OPERATIONS

James A. Glenn, Manager

STUDIO & PLANT PLANNING

Sol Cornberg, Director

DESIGN, ART & SCENIC PRODUCTION

Walter Giebelhaus, Manager

INTEGRATED SERVICES

William S. Hedges, V.P.

PUBLIC RELATIONS DIVISION

Kenneth W. Bilby, V.P.

CONTINUITY ACCEPTANCE

Stockton Hellfrich, Director

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John H. Porter, Director

J. Donald Foley, Manager of National Sales Promotion

Edwin Vane, Manager of National Audience Promotion

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Sydney H. Eiges, V.P.

Ellis Moore, Director of Press Department

Mike Horton, Director of Information

TV NETWORK PROGRAMS & SALES

Robert E. Kintner, Executive V.P.

TV NETWORK BUSINESS AFFAIRS

Carl M. Stanton, V.P., TV Network Programs & Sales, Business Affairs

PUBLIC AFFAIRS

Davidson Taylor, V.P.

Benjamin K. Park, Director of Public Affairs

William R. McAndrew, Director of News

Barry Wood, Director of Special Events

Thomas C. Gallery, Manager of Sports

TV NETWORK PROGRAMS

Emanuel Sacks, V.P.

Robert F. Lewine, V.P.

NATIONAL PROGRAMS

Mort Werner, V.P.

Samuel Fuller, Director of Special Projects

Thomas O. Loeb, Manager of TV Network Programs

Richard B. Jackson, Manager of Participating Programs

MUSIC

Samuel Chotzinoff, General Music Director

PROGRAM DEVELOPMENT

Leonard H. Hole, Director

PROGRAM PLANNING

Nat Wolff, Director

TV NETWORK SALES

William R. Goodheart, Jr., V.P.

Walter D. Scott, V.P. & TV Sales Director

Michael H. Dann, V.P., TV PROGRAM SALES

Edward R. Hitz, V.P., TV Sales, Central Division

Don Durgin, Director of Sales Planning

Eric Hazelhoff, Director of Program Sales

Lewis M. Marcy, Director of Sales Development & Presentations

Roy C. Porteous, Manager of Participating Program Sales

Robert McFadyen, Manager of Sales & Merchandising

PACIFIC DIVISION

John K. West, V.P.

Alan W. Livingston, V.P., TV Network Programs

Sheldon B. Hickox, Jr., Director of Station Relations

Thomas W. Sarnoff, V.P., Production & Business Affairs

Richard H. Graham, V.P., Law

Ralph F. Shawhan, Director of Press & Publicity

WASHINGTON OFFICE

Frank M. Russell, V.P.

CALIFORNIA NATIONAL PRODUCTIONS, INC.**CHAIRMAN OF THE BOARD:**

Emanuel Sacks

EXECUTIVE & SERVICES

Robert D. Levitt, V.P. & General Manager

Robert Cinader, Staff Assistant to V.P. & General Manager

Robert A. Anderson, Director of Business & Administration

Norman Ginsburg, Manager of Advertising & Promotion

Frederick A. Jacobi, Manager of Publicity

NBC TELEVISION FILM

H. Weller Keever, Director of Sales

THEATRICAL DIVISION

Alfred R. Stern, V.P.

FEATURE FILM DISTRIBUTORS

ABC FILM SYNDICATION, INC.

See "Syndicated-Film Distributors" directory for address and officers)

PROPERTIES:

Anniversary Package (J. Arthur Rank), 16 (3 color)

& A ALEXANDER PRODUCTIONS, INC.

HOME OFFICE: 6040 Sunset Blvd., Hollywood 28, Hollywood 4-3414

RESIDENT: Arthur Alexander

VICE PRESIDENT: Max Alexander

PROPERTIES:

Features, 198
Westerns, 46

ASSOCIATED ARTISTS PRODUCTIONS, INC.

HOME OFFICE: 345 Madison Ave., N.Y.C., Murray Hill 6-2323

RESIDENT: Eliot Hyman

VICE PRESIDENT: Kenneth Hyman

GENERAL SALES MANAGER:
W. Robert Rich

EASTERN DIVISION MANAGER:
Arthur Kalman

PROPERTIES:

Warner Brothers features, 754
(13 packages of 58 features)

Warner Brothers cartoons, 337
(311 color)

Popeye cartoons, 234 (114 color)

Warner Brothers shorts, 1,400

Movieland features, 74

Sherlock Holmes features, 12

Classics features, 11

Western features, 38

Serials, 3

ATLANTIC TELEVISION CORPORATION

HOME OFFICE: 130 West 46 Street, N.Y.C., Judson 2-1287

PRESIDENT: Fred Bellin

V.P. IN CHARGE OF SALES:
David A. Bader

PROPERTIES:

Champion package, 26

Million Dollar package, 75

Western package, 30

C & C TELEVISION CORPORATION

HOME OFFICE: Suite 1431, Belmont Plaza Hotel, 541 Lexington Avenue, N.Y.C., Plaza 3-5600

PRESIDENT: Matty Fox

V.P. AND GENERAL SALES MANAGER:
E. H. Ezzes

PROPERTIES:

Movietime USA (RKO library), 742

Movietime USA short-subject library

GUILD FILMS COMPANY, INC.

(See "Syndicated-Film Distributors" directory for address and officers)

PROPERTIES:

MPTV library, 268

Westerns, 98

HOLLYWOOD TELEVISION SERVICE, INC.

(See "Syndicated-Film Distributors" directory for address and officers)

PROPERTIES:

277 Features: Deluxe, 3; Diamond, 26; Emblem, 26; Emerald, 13; Family, 13; Gold Medal, 26; Golden, 26; Jubilee, 26; Mystery, 26; Preferred, 13; Prize, 26; Select, 26; Specialty, 1; Trophy, 26

168 Westerns: Frontier, 13; John Wayne, 15; Lone Star, 13; Nugget, 51; Pioneer, 26; The Plainsmen, 26; Silver, 24

MGM-TV

A Service of Loew's Incorporated

HOME OFFICE: 701 Seventh Avenue, N.Y.C., Judson 2-2000

V.P. IN CHARGE OF TV:
Charles C. Barry

EASTERN SALES MANAGER:
C. Peter Jaeger

WESTERN SALES MANAGER:
Maurie Gresham

PROPERTIES:

MGM's pre-1949 library, over 700 features

NATIONAL TELEFILM ASSOCIATES, INC.

(See "Syndicated-Film Distributors" directory for address and officers)

PROPERTIES:

Rocket 86 Package (20th Century-Fox), 86

Twentieth Century-Fox package, 52

TNT Package (Selznick, Universal, Ind.), 35

Fabulous Forty (Korda, Rank, Ind.), 46

PSI Features (British), 40

P.C. Features (Bank of America, UA), 22

Westerns, 31

Impact (Ind.), 13

Hal Roach Package, 14

Beverly (Ind.), 8

Great Crusade, 8

Cardinal (UA, Ind., some post-48), 7

GSG (British), 3

RKO TELEVISION

(See "Syndicated-Film Distributors" directory for address and officers)

PROPERTIES:

Million Dollar Movie Package #1, 27

Million Dollar Movie Package #2, 17

SCREEN GEMS, INC.

(See "Syndicated-Film Distributors" directory for address and offices)

PROPERTIES:

Features (Columbia, 20th Century-Fox, Samuel Goldwyn, Universal-International, Ind.), 466

Westerns (Columbia, Ind.), 135

Cartoons (Columbia, Ind.), 282

Serials (Universal-International), 53
(679 episodes)

TELE-PICTURES, INC.

HOME OFFICE: 10125 W. Washington Blvd., Culver City, Cal., Vermont 9-2293

CHIEF SALES OFFICE: 360 N. Michigan Ave., Chicago, Andover 3-0632

PRESIDENT: Edmund J. Baumgarten

V.P. AND SALES DIRECTOR:
Marvin L. Lowe

PROPERTIES:

Series "A", 26

Series "B", 20

Series "C", 26

Series "E", 20

Series "G", 16

Series "H", 21

Series "I", 21

SYNDICATED FILM DISTRIBUTORS

ABC FILM SYNDICATION, INC.

Wholly Owned Subsidiary of American Broadcasting-Paramount Theaters
HOME OFFICE: 1501 Broadway, N.Y.C., Lackawanna 4-5050

PRESIDENT: George T. Shupert
V.P. IN CHARGE OF SALES: Don L. Kearney

PROPERTIES IN SYNDICATION:

Code Three, 30, 39
Douglas Fairbanks Presents, 30, 117
John Kierman's Kaleidoscope, 15, 104
Passport to Danger, 30, 39
The Playhouse (rerun of Schlitz Playhouse of Stars), 30, 52
Racket Squad, 30, 98
Sheena, Queen of the Jungle, 30, 26
The Three Musketeers, 30, 26

CBS TELEVISION FILM SALES, INC.

Affiliate of Columbia Broadcasting System

HOME OFFICE: 545 Madison Avenue, N.Y.C., Plaza 1-2345

V.P., GENERAL MANAGER: Leslie Harris
DIRECTOR OF OPERATIONS: Fred Mahlstedt

GENERAL SALES MANAGER: Thomas Moore

PROPERTIES IN SYNDICATION:

Amos 'n' Andy, 30, 78
Annie Oakley, 30, 52
Assignment Foreign Legion, 30, 26
Brave Eagle, 30, 26
Buffalo Bill, 30, 26
Cases of Eddie Drake, 30, 13
Fabian of Scotland Yard, 30, 39
Files of Jeffrey Jones, 30, 39
Gene Autry Show, 30, 78
Life With Father, 30, 26
Newsfilm, 15, Cont.
The Range Rider, 30, 22
San Francisco Beat, 30, 39
Terrytoons, 6, 154
Under the Sun, 30, 26
Whirlybirds, 30, 39
The Whistler, 30, 39

FLAMINGO FILMS, INC.

HOME OFFICE: 509 Madison Avenue, N.Y.C., Murray Hill 8-4800

PRESIDENT: Joseph Harris
EXECUTIVE V.P.: Sy Weintraub
SALES MANAGER: Raymon L. Hamilton

PROPERTIES IN SYNDICATION:

Beulah, 30, 78
The Country Show (featuring Stars of The Grand Ole Opry), 30, 52
Cowboy G-Men, 30, 39
Flamingo Theater, 30, 29
Stars of the Grand Ole Opry, 30, 39
Superman, 30, 52

TV's Baseball Hall of Fame, 15, 77
TV's Football Hall of Fame, 15, 26
Top Secret, 15, 26
Wild Bill Hickok, 30, 52

GUILD FILMS COMPANY, INC.

HOME OFFICE: 460 Park Avenue, N.Y.C., Murray Hill 8-5365

PRESIDENT: REUB KAUFMAN
V.P. IN CHARGE OF SALES: John Cole

PROPERTIES IN SYNDICATION:

Captain David Grief, 30, 39
Colonel Tim McCoy, 30, 39
Confidential File, 30, 39
Conrad Nagel Theater, 30, 26
Duffy's Tavern, 30, 39
Flash Gordon, 30, 39
Florian ZaBach, 30, 39
Frankie Laine Show, 15, 78; 30, 39
The Goldbergs, 30, 39
Here Comes Tobor, 30, 39
I Spy, 30, 39
It's Fun to Reduce, 15, 65
Janet Dean, 30, 39
Joe Palooka, 30, 26
Junior Science, 15, 39
Kingdom of the Sea, 30, 39
Liberace, 30, 113
Life with Elizabeth, 30, 65
Looney Tunes, 10, 191
Paris Precinct, 30, 26
Popcorn Theater, 60, 26
Sherlock Holmes, 30, 39
Walter Lanz Cartoons, 10, 179

HOLLYWOOD TELEVISION SERVICE, INC.

Affiliate of Republic Pictures
HOME OFFICE: 4020 Carpenter Street, N. Hollywood, Calif., Sunset 3-8807

PRESIDENT: Earl R. Collins
V.P., EASTERN SALES MANAGER: Richard G. Yates, Judson 6-1700

PROPERTIES IN SYNDICATION:

Adventures of Fu Manchu, 30, 13
Commando Cody, 30, 12
Frontier Doctor, 30, 39
Stories of the Century, 30, 39
Stryker of Scotland Yard, 30, 13

INTERSTATE TELEVISION CORPORATION

Affiliate of Allied Artists Pictures Corp.

HOME OFFICE: 445 Park Ave., N.Y.C., Murray Hill 8-2545

PRESIDENT: G. Ralph Branton
V.P., GENERAL SALES MANAGER: Lloyd L. Lind

PROPERTIES IN SYNDICATION:

Counterpoint, 30, 26
Ethel Barrymore TV Theater, 30, 13

Hans Christian Andersen Tales, 30, 26
I Married Joan, 30, 98
Little Rascals, 15, 22; 30, 68
Popular Science, 15, 78
Public Defender, 30, 69
Royal Playhouse, 30, 52

KLING FILM PRODUCTIONS

HOME OFFICE: 1058 W. Washington Blvd., Chicago 7, Ill., Seeley 8-4181

PRESIDENT: Robert Eirinberg

DIRECTOR OF SYNDICATION:

Alfred D. LeVine
PROPERTIES IN SYNDICATION:
All-American Wrestling, 60, 26
Boxing from Rainbo, 30, 26
Hormel Girls, 15, 44
Old American Barn Dance, 30, 26
TV Kitchen, 30, 26

MCA TV, LTD., FILM SYNDICATION

Division of Music Corporation of America

HOME OFFICE: 598 Madison Avenue, N.Y.C., Plaza 9-7500

V.P. IN CHARGE: David V. Suttel
V.P., GENERAL SALES MANAGER: Wynn Nathan

PROPERTIES IN SYNDICATION:

Adventures of Kit Carson, 30, 104
Biff Baker, 30, 26
City Detective, 30, 65
Crusader, 30, 52
Curtain Call, 30, 39
Dr. Hudson's Secret Journal, 30, 78
Famous Playhouse, 30, 300
Federal Men, 30, 39
Gene Autry Features, 60, 56
Guy Lombardo, 30, 78
Headline, 30, 39
Heart of the City, 30, 91
If You Had a Million, 30, 39
Lone Wolf, 30, 39
Man Behind the Badge, 30, 39
Mayor of the Town, 30, 39
Playhouse, 15, 15, 78
Ray Milland Show, 30, 76
Rosemary Clooney, 30, 39
Roy Rogers Features, 60, 67
State Trooper, 30, 39
Waterfront, 30, 78

NATIONAL TELEFILM ASSOC., INC.

HOME OFFICE: 60 West 55 Street, N.Y.C., Plaza 7-2100

PRESIDENT: Ely A. Landau
EXECUTIVE V.P.: Oliver A. Unget
V.P. IN CHARGE OF SALES:

Harold Goldman
PROPERTIES IN SYNDICATION:
Bill Corum Sports Show, 15, 26

KEY: first number following the name of each program refers to show's length in minutes; second number refers to the number of episodes now on the air

China Smith, 30, 26
Combat Sergeant, 30, 13
Fact, 60, 13
International Playhouse, 30, 26
James Mason Show, 15, 26
Man's Call to Prayer, 5, 52
O., 5, 39
New Adventures of China Smith, 30, 26
Night Express, 30, 26
Atomime Quiz, 30, 13
Water with Lilli Palmer, 30, 26
Passerby, 15, 26
View of the Week, 30, 26
Voice Call, 30, 26
Whiff of Cochise, 30, 39

TELEVISION FILMS

Division of California National
Productions, Inc. (A subsidiary
of NBC)
HOME OFFICE: 633 Fifth Avenue,
N.Y.C., Circle 7-8300
MANAGER AND GENERAL MANAGER:
Robert D. Levitt
DIRECTOR OF SALES: H. Weller Keever
PROPERTIES IN SYNDICATION:
Adventures of the Falcon, 30, 39
Age 714 (rerun of Dragnet), 30, 165
Betwixt, 30, 26
Branch and Des, 30, 39
Dangerous Assignment, 30, 39
Frontier, 30, 30
The Great Gildersleeve, 30, 39
The Honor, Homer Bell, 30, 39
Joalong Cassidy, 30, 52; 60, 52
The Mer Sanctum, 30, 39
The People of Riley, 30, 182
The Lilli Palmer Show, 15, 26
Pragon Playhouse, 30, 39
The Silent Service, 30, 39
Steve Donovan, Western Marshal,
30, 39
The Story at Sea, 30, 26
The Visitor (rerun of The Doctor),
30, 44
Watch the World, 15, 26

OFFICIAL FILMS, INC.

HOME OFFICE: 25 West 45 Street,
N.Y.C., Plaza 7-0100
PRESIDENT: Harold Hackett
V.P. IN CHARGE OF SALES:
Herbert Rush
PROPERTIES IN SYNDICATION:
Adventures of the Scarlet Pimpernel,
30, 18
American Legend (rerun of Cavalcade
of America), 30, 39
Clonel March of Scotland Yard, 30, 26
Cross Current (rerun of Foreign
Intrigue), 30, 39
Hortelino Europe (rerun of Foreign
Intrigue), 30, 78
The Hunter, 30, 26
The Hero, 30, 33
The Little Margie, 30, 126
Overseas Adventure (rerun of Foreign
Intrigue), 30, 39
The Star and the Story, 30, 39

Star Performance (rerun of Four Star
Playhouse), 30, 153
Terry and the Pirates, 30, 18
This Is Your Music, 30, 26
Trouble with Father, 30, 130
Willy, 30, 39

RCA RECORDED PROGRAM SERVICES

Department of RCA Victor Record
Division
HOME OFFICE: 155 East 24 Street,
N.Y.C., Murray Hill 9-7200
MANAGER: Alfred B. Sambrook
ADVERTISING MANAGER:
Frank J. O'Donnell
PROPERTIES IN SYNDICATION:
Foy Willing and the Riders of
the Purple Sage, 15, 250
Junior Sports League, 30, 26
The Sam Snead Show, 5, 39
Town and Country Time, 15 & 30, 52
The World Around Us, 15, 26

RKO TELEVISION

Division of RKO Teleradio Pictures,
Inc.
HOME OFFICE: 1440 Broadway, N.Y.C.
Longacre 4-8000
VICE PRESIDENT: Robert Manby
GENERAL SALES MANAGER:
Peter Robeck
SYNDICATED SALES MANAGER:
William Finkeldey
PROPERTIES IN SYNDICATION:
Aggie, 30, 26
The Big Idea, 30, 30
Gangbusters, 30, 28
Greatest Drama, 15, 39
Sailor of Fortune, 30, 26
Screen Directors Playhouse, 30, 35
Uncommon Valor, 30, 26
War in the Air, 30, 15

WALTER SCHWIMMER COMPANY

HOME OFFICE: 75 E. Wacker Drive,
Chicago 1, Ill., Franklin 2-4392
PRESIDENT: Walter Schwimmer
SALES MANAGER: Bernard Crost
PROPERTIES IN SYNDICATION:
All-Star Golf, 60, 13-26
Baby Time, 15, 52
Championship Bowling, 60, 78
Eddy Arnold Time, 30, 26
Lucky Number Calling, 30, 52

SCREEN GEMS, INC.

Television Subsidiary of Columbia
Pictures Corp.
HOME OFFICE: 711 Fifth Ave., N.Y.C.,
Plaza 1-4432
V.P. GENERAL MANAGER:
Ralph M. Cohn
V.P. IN CHARGE OF SALES:
John H. Mitchell

DIRECTOR OF SYNDICATED SALES:
Jerome Hyams

PROPERTIES IN SYNDICATION:

The Big Playback, 15, 52
Celebrity Playhouse, 30, 39
Damon Runyon Theater, 30, 39
Jet Jackson, 30, 39
Jungle Jim, 30, 26
Patti Page Show, 15, 78
Tales of the Texas Rangers, 30, 26
Top Plays of 1957, 30, 44
Your All Star Theater (rerun of Ford
Theater), 30, 117, 156

TELEVISION PROGRAMS OF AMERICA, INC.

HOME OFFICE: 488 Madison Ave.,
N.Y.C., Plaza 5-2100
PRESIDENT: Milton A. Gordon
EXECUTIVE V.P.: Michael M. Sillerman
PROPERTIES IN SYNDICATION:
Captain Gallant of the Foreign Legion,
30, 39
Count of Monte Cristo, 30, 39
Edward Small Features, Various, 26
Foreign Legionnaire (rerun of
Captain Gallant), 30, 39
The Halls of Ivy, 30, 39
Hawkeye and the Last of the
Mohicans, 30, 39
Mystery Is My Business, 30, 32
Ramar of the Jungle, 30, 52
Science in Action, 30, 52
Stage 7, 30, 39
Susie (rerun of Private Secretary),
30, 52
Your Star Showcase, 30, 39

ZIV TELEVISION PROGRAMS, INC.

HOME OFFICES: 1529 Madison Road,
Cincinnati 6, Ohio, Plaza 1-1323;
488 Madison Ave., N.Y.C.,
Murray Hill 8-4700
CHAIRMAN OF THE BOARD:
Frederick W. Ziv
PRESIDENT: John L. Sinn
V.P. IN CHARGE OF SALES: M. J. Rifkin
PROPERTIES IN SYNDICATION:
Boston Blackie, 30, 58
The Cisco Kid, 30, 130
Dr. Christian, 30, 13
Eddie Cantor Comedy Theater, 30, 39
Favorite Story, 30, 78
Harbor Master, 30, pilot
Highway Patrol, 30, 39
I Led Three Lives, 30, 78
The Living Book, 30, 13
Man Called X, 30, 39
Martin Kane, Private Eye, 30, pilot
Meet Coriiss Archer, 30, 39
Men of Annapolis, 30, 39
Mr. District Attorney, 30, 78
Science Fiction Theater, 30, 39
Sports Album, 15, 104
Story Theater, 30, 26
Times Square Playhouse, 30, 39
The Unexpected, 30, 39
Yesterday's Newsreel, 15, 137
Your TV Theater, 30, 39

the
milky
way
market

FLORENCE

Sales curves go blasting upward in the "clustered" Milky Way Market, powered by WBTW's unduplicated coverage.

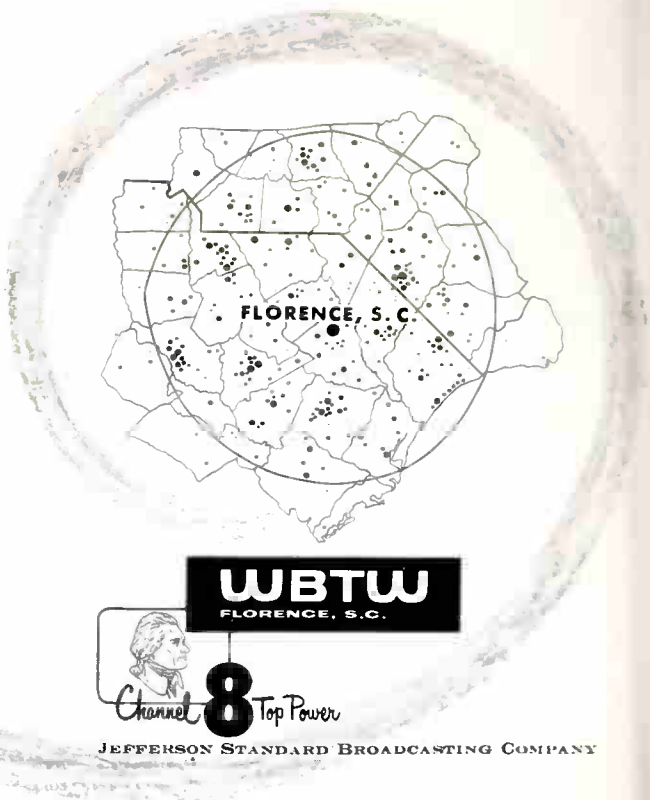
Examine closely the impressive market created by WBTW coverage . . . clusters of bustling, prosperous communities orbited around Florence.

Compare carefully the 75-mile area population of Florence with these other Southern markets:*

Florence—1,338,600	
Augusta—1,015,200	Miami—1,151,700
Tampa-St. Petersburg—1,105,000	Charleston—484,500

Act decisively. Call your nearest CBS Television Spot Sales office now.

*—1956 Survey of Buying Power



WBTW
FLORENCE, S.C.

Channel **8** Top Power

JEFFERSON STANDARD BROADCASTING COMPANY



**TELEVISION MAGAZINE
SPECIAL REPORT NO. 7**

**STANDARD MARKETS
VS.
TELEVISION MARKETS**



KTBC-TV

is growing older . . .
taller . . . stronger . . .

APRIL 1st

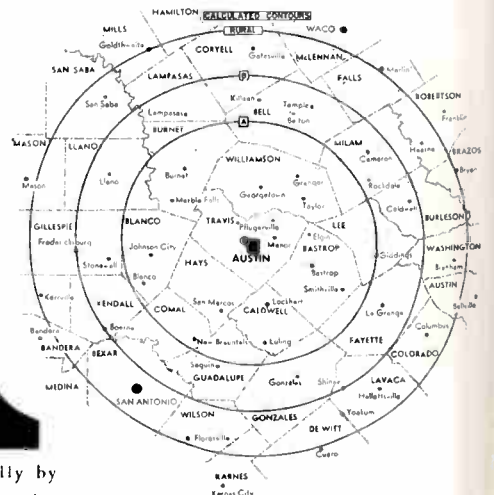
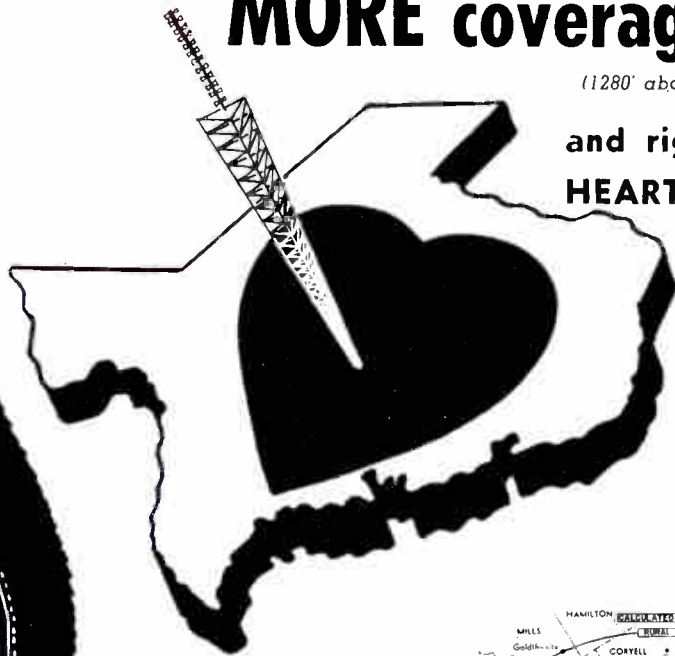
a **TALLER** tower . . .

(1137' above ground)

MORE coverage . . .

(1280' above average terrain)

and right in the
HEART OF TEXAS



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590 kc RADIO
 CBS
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AUSTIN, TEXAS

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STANDARD MARKETS VS. TELEVISION MARKETS

TV coverage goes far beyond the limits of standard metropolitan areas;

this Television Magazine study stresses the need for a new marketing concept

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

The extent of the difference between TV markets and standard metropolitan county areas is strikingly illustrated in the following comparisons, worked out by TELEVISION MAGAZINE's Research Department from the 1956 "Survey of Buying Power," through the cooperation of *Sales Management*.

These differences occur in major as well as minor markets. For example, the San Francisco TV market includes over 500,000 families, representing nearly three billion dollars in effective buying income, outside the standard market area.

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

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Abilene, Tex.	102,800	21,500	335,700	73,800	\$ 497,642,000	\$ 118,850,000
Ada, Okla.	129,500	—	451,900	—	446,843,000	—
Adelphi, Guam	DI	DI	DI	DI	DI	DI
Adrian, Ohio	189,700†	137,800	641,300†	459,400	1,148,576,000†	858,028,000
Adrian, Ga.	111,800	—	476,800	—	465,802,000	—
Adrian-Schenectady-Troy, N. Y.	515,200	171,900	1,690,400	547,700	2,563,019,000	949,741,000
Adrian, N. M.	124,600	58,400	486,800	208,200	605,659,000	338,798,000
Alexandria, La.	134,200	28,600	510,200	106,000	459,114,000	115,190,000
Allentown, Pa.	469,700*	40,400	1,674,700*	137,700	2,192,463,000*	190,222,000
Arillo, Tex.	133,900	41,200	457,500	132,400	822,745,000	256,712,000
Asas, Iowa	385,100	—	1,235,700	—	1,579,510,000	—
Atahorga, Alaska	DI	DI	DI	DI	DI	DI
Atchafalaya, S. C.	117,400†	—	460,900†	—	491,556,000†	—
Atchafalaya, Mich.	107,400†	41,500	383,700†	155,600	698,027,000†	279,259,000
Atmore, Okla.	117,200	—	399,300	—	429,277,000	—
Aurora, N. C.	517,100	35,500	2,030,800	132,500	2,261,752,000	171,538,000
Aurora, Ga.	678,900	223,700	2,611,600	778,900	3,131,729,000	1,361,091,000
Aurora, Ga.	241,000	70,400	958,900	263,500	911,173,000	336,181,000
Aurora, Minn.	160,800	—	549,900	—	806,022,000	—
Aurora, Tex.	194,500	50,500	706,300	190,500	865,319,000	282,495,000
Bakersfield, Cal.	187,800	77,900	625,200	262,100	999,720,000	448,631,000
Baltimore, Md.	746,700	418,000	2,661,700	1,481,600	3,981,422,000	2,360,849,000
Baltimore, Me.	132,100	29,300	479,000	109,200	616,622,000	145,957,000
Baton Rouge, La.	377,500	59,200	1,445,000	212,500	1,461,375,000	348,274,000
Bay City-Saginaw, Mich.	348,700	28,200 ¹	1,208,500	98,400 ¹	1,907,801,000	152,106,000 ¹
		49,100 ²		170,100 ²		280,631,000 ²
Birmingham, Tex.	193,600	65,700 ³	688,700	224,500 ³	906,089,000	372,429,000 ³
Birmingham, Wash.	99,800	23,600	304,600	70,800	464,537,000	104,030,000
Bethlehem-Allentown-Easton, Pa.	261,100†	131,100	897,700†	452,400	1,561,107,000†	781,317,000
Beverly Hills, Tex.	35,400	—	127,500	—	209,887,000	—
Birmingham, Mont.	66,800	23,100	212,100	69,800	325,341,000	118,711,000
Birmingham, N. Y.	488,300*	58,800	1,670,200*	196,600	2,358,221,000*	321,408,000
Birmingham, Ala.	626,400	173,400	2,381,800	612,700	2,470,240,000	889,479,000

Bay City only
Saginaw only

3. Standard Metropolitan County Area listed as Beaumont-Port Arthur

¹This market has not been reevaluated pending further study.

²Due to conflicting research data, this market has not been reevaluated pending further study.

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Bismarck, N. D.	82,400	—	310,800	—	\$ 362,354,000	—
Bloomington, Ind.	821,300	—	2,640,400	—	4,317,137,000	—
Bluefield, W. Va.	238,100	—	1,011,000	—	983,519,000	—
Boise, Ida.	94,400	42,100	309,900	138,000	414,120,000	\$ 189,116,000
Boston, Mass.	1,497,100	863,100	5,118,600	2,991,300	8,719,169,000	5,472,790,000
Bridgeport, Conn.	474,200†	173,500 ¹	1,643,400†	592,000 ⁹	3,242,258,000†	1,369,506,000 ⁴
Bristol, Va.-Tenn.	440,300	42,700	1,864,800	167,500	1,698,635,000	198,540,000
Buffalo, N. Y.	601,600	357,200	2,032,500	1,212,400	3,135,207,000	1,978,712,000
Burlington, Vt.	186,300	18,200	663,600	68,400	846,058,000	91,706,000
Butte, Mont.	54,900	25,400 ⁵	165,300	75,100 ⁶	269,696,000	121,062,000 ⁷
Cadillac, Mich.	218,700	—	751,300	—	966,818,000	—
Cape Girardeau, Mo.	309,400	—	1,027,000	—	1,092,511,000	—
Carlsbad, N. M.	50,100	—	178,800	—	292,286,000	—
Carthage-Watertown, N. Y.	96,700	26,500 ⁸	336,800	86,800 ⁸	422,570,000	119,346,000 ⁸
Casper, Wyo.	19,900	—	62,600	—	120,722,000	—
Cedar Rapids-Waterloo, Iowa	391,800	36,800 ⁷	1,293,500	114,900 ⁷	1,989,657,000	210,424,000 ⁷
		33,900 ⁸		111,300 ⁸		203,532,000 ⁸
Champaign, Ill.	481,500	32,600 ⁹	1,550,500	123,000 ⁹	2,473,223,000	241,462,000 ⁹
Charleston, S. C.	290,200	51,700	1,234,300	189,200	1,015,021,000	235,969,000
Charleston-Huntington, W. Va.	577,000	86,900 ^{9*}	2,281,200	324,300 ^{9*}	2,436,546,000	470,933,000 ^{9*}
		72,600 ^{9**}		261,800 ^{9**}		346,550,000 ^{9**}
Charlotte, N. C.	851,400	61,600	3,348,800	229,400	3,737,751,000	385,921,000
Chattanooga, Tenn.	205,000	76,400	779,900	266,100	811,618,000	358,260,000
Cheyenne, Wyo.	107,900	16,500	359,200	58,100	584,001,000	102,012,000
Chicago, Ill.	2,310,900	1,887,700	7,552,500	6,150,900	15,777,746,000	13,380,431,000
Chico, Cal.	124,700	—	389,500	—	630,076,000	—
Cincinnati, Ohio	699,400	316,000	232,700	997,000	3,653,968,000	1,846,653,000
Cleveland, Ohio	1,257,500	487,000	4,233,700	1,616,800	8,076,212,000	3,597,116,000
Clovis, N. M.	30,400	—	106,200	—	143,525,000	—
Colorado Springs-Pueblo, Colo.	110,400	34,600 ¹⁰	369,800	105,600 ¹⁰	475,405,000	160,255,000 ¹⁰
		30,100 ¹¹		106,100 ¹¹		136,478,000 ¹¹
Columbia-Jefferson City, Mo.	165,800	—	528,600	—	649,349,000	—
Columbia, S. C.	279,700	42,800	1,156,600	168,300	1,098,601,000	239,858,000
Columbus, Ga.	281,100	48,000	1,140,800	220,700	1,164,802,000	329,268,000
Columbus, Miss.	127,200	—	506,600	—	393,471,000	—
Columbus, Ohio	466,100	173,800	1,571,000	585,300	2,615,964,000	1,220,110,000
Corpus Christi, Tex.	132,100	62,400	504,500	233,900	670,443,000	349,253,000
Dallas-Fort Worth, Tex.	148,700	243,100 ¹²	2,480,800	792,400 ¹²	3,643,178,000	1,506,285,000 ¹²
		154,400 ¹³		507,000 ¹³		844,333,000 ¹³
Danville, Ill.	165,600†	28,900	537,200†	90,600	895,380,000†	147,320,000
Davenport, Iowa-Rock Island, Ill.	439,600	77,900 ¹⁴	1,425,100	253,800 ¹⁴	2,284,477,000	463,891,000 ¹⁴
Dayton, Ohio	479,400	155,600	1,607,500	526,700	2,759,960,000	1,072,359,000
Daytona Beach, Fla.	98,100	30,100	324,500	92,400	388,985,000	129,830,000
Decatur, Ala.	62,100†	—	242,700†	—	200,243,000†	—
Decatur, Ill.	214,900†	35,500	694,500†	111,100	1,155,493,000†	193,697,000
Denver, Colo.	374,000	229,600	1,207,300	725,100	1,983,196,000	1,247,924,000
Des Moines, Iowa	320,900	80,700	1,023,400	249,200	1,647,251,000	486,059,000
Detroit, Mich.-Windsor, Can.	1,508,600	1,009,100 ¹⁵	5,219,700	3,518,600 ¹⁵	10,447,245,000	7,386,946,000 ¹⁵
Dickinson, N. D.	51,900	—	191,300	—	248,648,000	—
Dothan, Ala.	125,700	—	504,000	—	384,654,000	—
Duluth, Minn.-Superior, Wis.	208,700	81,200	706,500	264,200	896,397,000	411,543,000

4. Standard Metropolitan County Area listed as Bridgeport-Stamford-Norwalk

5. Standard Metropolitan County Area listed as Butte-Anaconda

6. Watertown only

7. Cedar Rapids only

8. Waterloo only

9. Standard Metropolitan County Area listed as Champaign-Urbana

9*. Charleston only.

9**. Huntington only. Standard Metropolitan County Area listed as Huntington-Ashland.

10. Colorado Springs only

11. Pueblo only

12. Dallas only

13. Fort Worth only

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

15. Detroit only

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

Additional copies of the

DATA BOOK

are available at \$2.50



Covering These 6 Standard Metropolitan Markets* (Between Chicago - Indianapolis - St. Louis) plus 52 Surrounding Counties

Channel 3 Covers

43rd U.S. Television Market*
 2nd Largest Illinois TV Market
 Area between Chicago, Indianapolis and St. Louis

Total Population	1,912,320	Effective Buying	
Total Families	598,000	Income	\$3,202,074,000***
Total TV Homes (NCS #2)	403,370**	Retail Sales	\$2,201,011,000***

Leader also in News, Religion, Education, and Information programs. 100,000 Watts 1,000-ft. Tower

Call George P. Hollingbery, Representative

WCIA Channel 3 Champaign, Illinois

Official

 Outlet for
 Champaign-Urbana
 Bloomington
 Springfield
 Danville
 Decatur

 Affiliate

*Television Magazine / **More homes than are reached by stations in Miami, Denver, Omaha, San Antonio, Tulsa or Peoria / ***Consumer Markets Dec. '56

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!



That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of 520% more homes than Station "B", for all time periods!

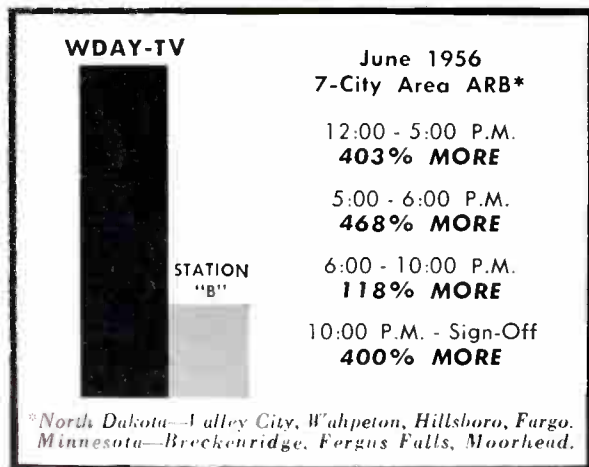
WDAY-TV gets—

- 760% More—12 Noon to 5:00 P.M.!
- 872% More—5:00 P.M. to 6:00 P.M.!
- 181% More—6:00 P.M. to 10:00 P.M.!
- 270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — each between 40 and 60 miles away!

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. Average ARB Rating. 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.



WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Kearney, Neb.	174,600	—	561,400	—	\$ 776,368,000	—
Klamath Falls, Ore.	91,800	—	287,100	—	435,260,000	—
Knoxville, Tenn.	373,600	96,800	1,490,100	358,600	1,431,130,000	\$ 481,181,000
LaCrosse, Wis.	177,500	21,000	621,800	72,900	770,472,000	115,126,000
Lafayette, Ind.	73,900†	23,400	241,500†	83,300	403,849,000†	153,315,000
Lafayette, La.	178,300	—	684,900	—	643,611,000	—
Lake Charles, La.	188,300	33,700	674,700	119,200	869,858,000	172,417,000
Lancaster, Pa.	620,200	69,800	2,102,900	243,600	3,263,994,000	461,694,000
Lansing, Mich.	469,000	59,600	1,600,500	202,400	2,631,637,000	410,408,000
Laredo, Tex.	14,600	14,600	65,000	65,000	54,659,000	54,659,000
Las Vegas-Henderson, Nev.	30,300	30,300 ⁴⁰	95,800	95,800 ⁴⁰	202,906,000	202,906,000 ⁴⁰
Lawton, Okla.	84,000	22,300	286,600	80,400	353,315,000	109,720,000
Lexington, Ky.	125,400†	34,000	453,400†	118,500	523,012,000†	183,873,000
Lima, Ohio	93,500†	29,400	312,500†	97,500	469,308,000†	165,360,000
Lincoln, Neb.	239,200	42,700	778,700	134,300	1,041,144,000	241,863,000
Little Rock-Pine Bluff, Ark.	406,100	72,400 ⁴¹	1,461,000	240,900 ⁴¹	1,369,781,000	334,354,000 ⁴¹
Los Angeles, Calif.	2,603,500	1,956,800 ⁴²	7,699,900	5,666,200 ⁴²	14,759,604,000	11,272,051,000 ⁴²
Louisville, Ky.	607,000	203,200	2,115,200	675,500	2,741,760,000	1,117,330,000
Lubbock, Tex.	165,400	42,800	592,600	152,500	982,303,000	272,555,000
Lufkin, Tex.	99,700	—	361,100	—	352,558,000	—
Lynchburg, Va.	245,200	21,800	1,008,700	82,800	1,086,281,000	108,499,000
Macon, Ga.	161,500	43,900	637,900	155,200	597,085,000	208,995,000
Madison, Wis.	395,100	52,200	1,343,500	184,700	2,152,785,000	352,763,000
Manchester, N. H.	1,047,800	47,800	3,606,800	159,700	6,245,820,000	266,849,000
Marinette, Wis.	209,000	—	736,400	—	955,692,000	—
Marquette, Mich.	50,600	—	175,600	—	209,616,000	—
Mason City, Iowa	228,900	—	781,700	—	1,144,182,000	—
Mayaguez, P. R.	DI	DI	DI	DI	DI	DI
Medford, Ore.	56,700	—	173,900	—	186,920,000	—
Memphis, Tenn.	736,900	152,300	2,731,500	534,400	2,600,774,000	847,549,000
Meridian, Miss.	159,100	—	622,500	—	467,051,000	—
Miami-Ft. Lauderdale, Fla.	386,500	229,200 ⁴³	1,259,700	743,700 ⁴³	2,144,182,000	1,386,015,000 ⁴³
		53,400 ⁴⁴		172,600 ⁴⁴		274,650,000 ⁴⁴

40. Las Vegas only

41. Little Rock-North Little Rock only

42. Standard Metropolitan County Area listed as Los Angeles-Long Beach

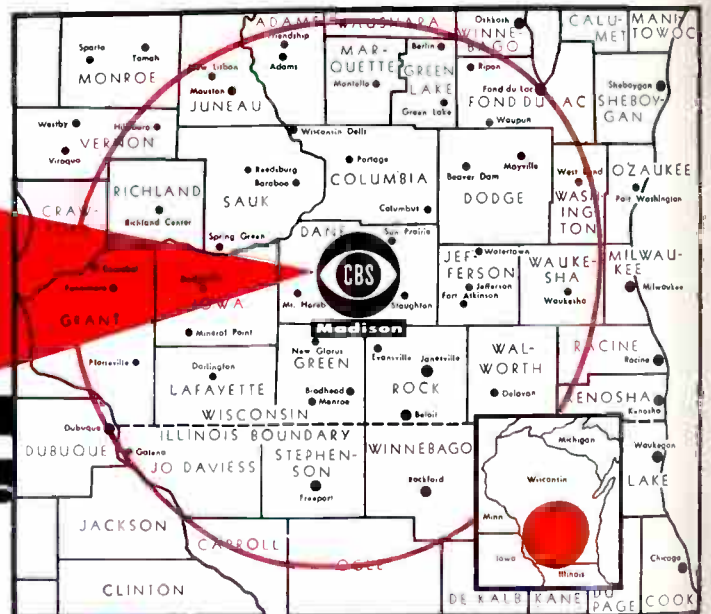
43. Miami only

44. Ft. Lauderdale only

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

NO OTHER station offers you this TV coverage in WISCONSIN and ILLINOIS!

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



WISC-TV
CHANNEL 3 VHF
 MADISON, WISCONSIN

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

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Abilene-Odessa, Tex.	99,300	13,600 ⁴⁵ 19,600 ⁴⁶	351,000	44,900 ¹⁹ 66,800 ¹⁹	\$ 617,358,000	\$ 102,756,000 ¹⁹ 125,663,000 ¹⁹
Albany-Waukegan, Wis.	789,500	288,100	2,698,600	965,700	4,819,888,000	1,913,081,000
Albany-Minneapolis-St. Paul, Minn.	846,500	377,000	2,932,600	1,247,600	4,438,067,000	2,361,663,000
Albany-Rot, N. D.	49,600	—	179,000	—	238,439,000	—
Albuquerque, N. M.	75,400	—	226,900	—	343,864,000	—
Albany-Mobile, Ala.	320,600	73,700	1,224,100	266,300	1,277,116,000	336,129,000
Albany-Monroe, La.	244,000	24,900 ¹⁷	905,100	86,100 ¹⁷	841,150,000	116,061,000 ¹⁷
Albany-Montgomery, Ala.	232,700	43,600	917,500	155,400	816,124,000	211,035,000
Albany-Indianapolis, Ind.	135,700†	32,900	435,700†	105,100	705,561,000†	182,485,000
Albany-Muskogee, Okla.	292,600	—	981,900	—	1,245,104,000	—
Albany-Memphis, Tenn.	604,900	100,400	2,189,800	354,600	2,384,156,000	554,116,000
Albany-New Britain-Hartford, Conn.	412,000	181,000	1,414,100	622,900	2,693,488,000	1,334,179,000
Albany-New Haven, Conn.	953,100	178,400 ¹⁸	3,290,200	605,400 ¹⁸	6,320,184,000	1,198,288,000 ¹⁸
Albany-New Orleans, La.	549,100	233,000	2,003,700	797,100	2,486,373,000	1,211,460,000
Albany-New York, N. Y.	5,128,700	4,326,300 ¹⁹	16,788,700	14,124,600 ¹⁹	33,973,989,000	28,954,669,000 ¹⁹
Albany-Norfolk, Va.	386,700	147,100 ²⁰	1,515,200	535,300 ²⁰	1,885,505,000	868,543,000 ²⁰
Albany-Richmond Hill, W. Va.	163,800	—	676,500	—	697,782,000	—
Albany-Ross-Midland, Tex.	99,300	19,600 ⁵¹ 13,600 ⁵²	351,000	66,800 ⁵¹ 44,900 ⁵²	617,358,000	125,663,000 ⁵¹ 102,756,000 ⁵²
Albany-Tulsa City, Okla.	480,200	126,300	1,591,400	394,900	2,128,117,000	662,111,000
Albany-Tulsa, Okla.	443,500	122,400	1,432,800	401,800	2,145,002,000	697,153,000
Albany-Tallahassee, Fla.	241,300	54,100	817,100	177,400	1,009,580,000	260,249,000
Albany-Tamworth, Iowa	207,800	—	644,600	—	853,015,000	—
Albany-Tampa City, Fla.	41,000	—	159,300	—	145,285,000	—
Albany-Petersburg, W. Va.	90,600†	—	318,300†	—	354,396,000†	—
Albany-Tallahassee, Fla.	281,200	43,500	1,101,500	163,400	968,153,000	202,703,000
Albany-Chicago, Ill.	221,300†	85,200	705,200†	275,000	1,186,122,000†	500,257,000
Albany-Petersburg-Richmond, Va.	337,900	23,500 ⁵³	1,363,300	99,800 ⁵³	1,594,183,000	124,430,000 ⁵³
		100,100 ⁵⁴		362,900 ⁵⁴		615,199,000 ⁵⁴

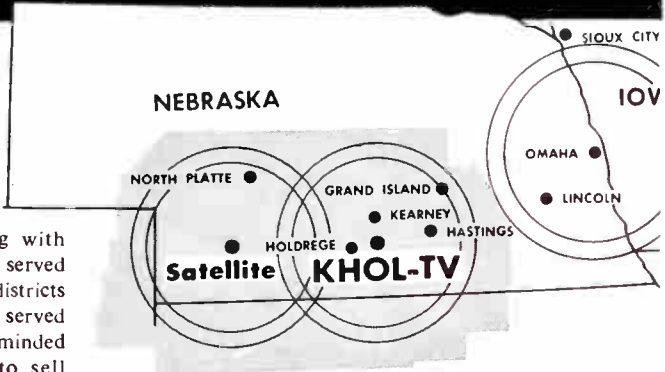
50. Midland only
51. Odessa only
52. Standard Metropolitan County Area listed as Monroe-West Monroe
53. Standard Metropolitan County Area listed as New Haven-Waterbury
54. Standard Metropolitan County Area listed as New York-N. E. New Jersey
55. Midland only
56. Odessa only
57. Standard Metropolitan County Area listed as Norfolk-Portsmouth
58. Standard Metropolitan County Area listed as Norfolk-Portsmouth
59. Standard Metropolitan County Area listed as Norfolk-Portsmouth
60. Odessa only
61. Standard Metropolitan County Area listed as Norfolk-Portsmouth
62. Standard Metropolitan County Area listed as Norfolk-Portsmouth
63. Standard Metropolitan County Area listed as Norfolk-Portsmouth
64. Standard Metropolitan County Area listed as Norfolk-Portsmouth

Due to conflicting research data, this market has not been reevaluated pending further study.

KHOL-TV Sells Nebraska's Second Big Market!

**Reaching 161,715 Families
with an Effective Buying
Income of \$706,868,000**

Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and Northern Kansas... served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree — KHOL-TV — the economical way to sell Nebraska! Contact Meeker TV today.



KHOL-TV and Satellite Station MARKET FACTS	
Population	510,100
Number of Families	159,400
Effective Buying Income	\$706,868,000
Total Retail Sales	\$567,217,000
Farm Population	189,600
Farm Gross Income	\$502,777,000
TV Set Count	105,000

CBS ABC **KHOL-TV** CHANNEL **13** ★

KEARNEY, NEBRASKA

Satellite Station Channel 6, Hayes Center, Neb.

Represented Nationally by MEEKER TV, Inc.

They're all "AYE'S"



IN California's GREAT CENTRAL VALLEY
ONLY "10" gives you
TWO - FOR - ONE !



SACRAMENTO

TOTAL AREA SET COUNT:

389,301



STOCKTON - MODESTO

Channel 10 dominates the nation's 37th market* with superb CBS-TV programs, top feature movies, plus other local shows.



It's no wonder valley audiences "aye"
KBET-TV over other stations.

(*as designated by CBS before FCC)

KBET-TV • CHANNEL 10

SACRAMENTO

BASIC



CBS OUTLET

CALIFORNIA

Call H-R Television, Inc. for Current Avails

FAMILIES

POPULATION

EFFECTIVE BUYING INCOME

	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Philadelphia, Pa.	1,927,300	1,172,400 ⁶⁵	6,675,100	4,076,300 ⁶⁶	\$12,057,387,000	\$ 7,695,112,000 ⁶⁵
Phoenix-Mesa, Ariz.	209,100	146,500 ⁶²	758,800	505,000 ⁶³	975,763,000	705,500,000 ⁶⁶
Little Bluff-Little Rock, Ark.	406,100	72,400 ⁶⁷	1,461,000	240,900 ⁶⁴	1,369,781,000	334,354,000 ⁶⁷
Wichita, Kan.-Joplin, Mo.	216,100	37,700 ⁶⁸	669,800	112,500 ⁶⁸	757,271,000	144,690,000 ⁶⁸
Pittsburgh, Pa.	1,354,400	658,400	4,774,300	2,292,900	7,482,507,000	3,969,271,000
Pittsburgh, N. Y.	132,000	—	485,000	—	597,783,000	—
Portland, Me.	360,000	—	1,261,600	—	1,725,954,000	—
Portland, Me.	241,900	50,700	833,700	171,900	1,174,061,000	266,097,000
Portland, Ore.	537,300	265,200	1,649,000	785,600	2,584,691,000	1,301,021,000
Providence, R. I.	39,900	—	153,600	—	191,186,000	—
Providence, R. I.	816,200	211,000 ⁶⁹	2,771,000	706,900 ⁶⁹	4,684,301,000	1,204,268,000 ⁶⁹
Pueblo-Colorado Springs, Colo.	110,400	30,100 ⁶¹	369,800	106,100 ⁶¹	475,405,000	136,478,000 ⁶¹
St. Louis, Mo.	209,600	34,600 ⁶¹	647,400	105,600 ⁶¹	854,117,000	160,255,000 ⁶¹
Raleigh-Durham, N. C.	478,900	21,800 ⁶²	2,021,400	68,100 ⁶²	2,172,310,000	99,072,000 ⁶²
San Antonio, Tex.	209,600	38,300 ⁶³	1,363,300	156,000 ⁶³	1,594,183,000	220,664,000 ⁶³
San Diego, Calif.	41,600	29,000 ⁶⁴	142,500	111,800 ⁶⁴	186,111,000	167,368,000 ⁶⁴
San Francisco, Calif.	47,100	16,700	145,200	53,300	245,526,000	78,339,000
San Jose, Nev.	70,800	—	221,400	—	407,005,000	—
Richmond-Petersburg, Va.	337,900	100,100 ⁶⁵	1,363,300	362,900 ⁶⁵	1,594,183,000	615,199,000 ⁶⁵
Roanoke, Va.	438,100	23,500 ⁶⁶	1,767,100	99,800 ⁶⁶	1,992,393,000	124,430,000 ⁶⁶
Rochester, Minn.	125,200	39,800	437,100	145,300	570,465,000	228,738,000
Rochester, N. Y.	325,800	—	1,081,900	—	1,681,997,000	—
Rockford, Ill.	229,800	165,200	758,100	533,200	1,267,739,000	964,852,000
Rock Island, Ill.-Davenport, Iowa	439,600	54,100	1,425,100	171,000	2,284,477,000	322,492,000
Rome, Ga.	160,500	77,900 ⁶⁷	617,400	253,800 ⁶⁷	598,517,000	463,891,000 ⁶⁷
Rosemead, N. M.	77,500	—	279,100	—	426,772,000	—
Sacramento, Calif.	400,500	—	1,284,000	—	2,272,817,000	764,405,000

- 5 Includes Camden, N. J.
- 5 Phoenix only
- 5 Little Rock-North Little Rock only
- 5 Joplin only
- 5 Standard Metropolitan County Area listed as Providence-Pawtucket
- 6 Pueblo only
- 6 Colorado Springs only

- 62. Quincy only
- 63. Raleigh only
- 64. Durham only
- 65. Richmond only
- 66. Standard Metropolitan County Area listed as Petersburg-Hopewell
- 67. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

When You Spend Your Dollar, Get The *Most*

235,000 TV SETS

Most AUDIENCE

Any way you measure it, the *most* Arkansas families live in KATVland. Whether you measure by NCS, ARB, Area Survey, or just plain engineering data, you'll find that KATV covers more Arkansas homes than any other Arkansas television station.

Most TOP-RATED SHOWS

The most recent ARB Hooperating (Nov. 1956) gives KATV the *most* top-rated night (6-10 P.M.) quarter-hours in Central Arkansas. Recent additions have undoubtedly created even more strength to Arkansas' strongest night-time schedule.

Most RESULTS

After all, that's what advertising is for . . . and the cash registers of KATV advertisers are ringing merrily! That's the reason the *most* local advertisers (*most* by far), use KATV!



KATV

Channel 7

Mike Shapiro, Managing Director — John H. Fugate, General Manager
 Represented by Avery-Knodel
 620 Beech Street — Little Rock, Arkansas

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Saginaw-Bay City, Mich.	348,700	49,100 ¹⁸	1,208,500	170,100 ⁶⁸	\$ 1,907,801,000	\$ 280,631,000 ⁶⁸
St. Joseph, Mo.	243,100	28,200 ⁶⁹	759,200	98,400 ⁶⁹	1,050,547,000	152,106,000 ⁶⁸
St. Louis, Mo.	875,700	32,200	2,830,900	101,800	4,552,286,000	160,801,000
St. Petersburg-Tampa, Fla.	362,900	569,600	1,204,000	1,849,200	1,572,277,000	3,353,779,000
Salinas-Monterey, Cal.	123,500	175,200	393,100	552,800	665,638,000	785,996,000
Salisbury, Md.	67,300†	—	225,800†	—	248,647,000†	—
Salt Lake City, Utah	242,100	90,700	876,600	312,400	1,253,059,000	512,650,000
San Angelo, Tex.	38,500	21,600	132,900	74,500	196,867,000	118,939,000
San Antonio, Tex.	359,500	152,900	1,373,800	580,500	1,610,785,000	764,766,000
San Diego, Cal.-Tijuana, Mex.	290,300	271,800 ⁷⁰	895,100	826,200 ⁷⁰	1,654,268,000	1,551,950,000 ⁷⁰
San Francisco, Cal.	1,381,700	867,000 ⁷¹	4,262,400	2,613,100 ⁷¹	8,475,393,000	5,696,328,000 ⁷¹
San Jose, Cal.	216,200	136,700	694,900	444,200	1,270,961,000	816,013,000
San Juan, P. R.	DI	DI	DI	DI	DI	DI
San Luis Obispo, Cal.	20,600	—	61,800	—	105,018,000	—
Santa Barbara, Cal.	109,800*	36,000	353,300*	110,900	623,040,000*	210,400,000
Savannah, Ga.	126,200	48,400	480,300	164,500	487,818,000	228,409,000
Schenectady-Albany-Troy, N. Y.	515,200	171,900	1,690,400	547,700	2,563,019,000	949,741,000
Scranton-Wilkes-Barre, Pa.	302,500	73,800 ⁷²	1,062,400	255,700 ⁷²	1,435,341,000	375,838,000 ⁷²
		106,500 ⁷³		379,700 ⁷³		524,068,000 ⁷³
Seattle-Tacoma, Wash.	561,400	264,200 ⁷⁴	1,710,600	777,800 ⁷⁴	3,152,983,000	1,628,460,000 ⁷⁴
		90,800 ⁷⁵		304,400 ⁷⁵		532,019,000 ⁷⁵
Sedalia, Mo.	37,400	—	113,000	—	132,163,000	—
Shreveport, La.	322,100	72,700	1,149,300	251,900	1,251,637,000	365,814,000
Sioux City, Iowa	301,200	35,700	1,017,900	113,500	1,465,806,000	201,074,000

68. Saginaw only

69. Bay City only

70. San Diego only

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

72. Scranton only

73. Wilkes-Barre only

74. Seattle only

75. Tacoma only

* This market has not been reevaluated pending further study.

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

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.



**Here's a real eye opener, Mr. Halfaway,
Salt Lake-Ogden-Provo is one of the first forty markets**

You can bet your last shirt on the retail sales and potential
of the Salt Lake-Ogden-Provo market . . . one of the first forty.
Retail Sales \$1,016,545,000*

TRI-CITY 577,000 pop. 100% unduplicated TV coverage**
33-COUNTY MARKET 932,100 pop. 88% unduplicated TV coverage**

KUTV 2
CHANNEL

Avery-Knodel, Inc.
National Representatives

A.B.C.

KTVT 4
CHANNEL

Katz Agency, Inc.
National Representatives

N.B.C.

KSL-TV 5
CHANNEL

CBS-TV Spot Sales
National Representatives

C.B.S.

Offices and studios in Salt Lake City, Utah

*1956 Estimates.

**Market area coverage from Nielsen Coverage Service #2
Elko and White Pine Counties in Nevada and Sweetwater
in Wyoming added since March, 1956.

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Sioux Falls, S. D.	257,300	25,300	886,800	81,800	\$ 1,182,371,000	\$ 130,998,000
South Bend-Elkhart, Ind.	267,200†	70,900 ⁷⁶	874,600†	238,400 ⁷⁶	1,497,702,000†	512,880,000 ⁷⁶
		29,300 ⁷⁷		93,700 ⁷⁷		174,676,000 ⁷⁷
Spartanburg-Greenville, S. C.	461,700	41,500 ⁷⁸	1,822,500	158,800 ⁷⁸	1,974,890,000	192,241,000 ⁷⁸
		50,900 ⁷⁹		184,900 ⁷⁹		262,159,000 ⁷⁹
Spokane, Wash.	305,700	85,300	973,300	261,000	1,582,383,000	485,789,000
Springfield, Ill.	148,900†	45,300	467,900†	139,600	753,713,000†	244,720,000
Springfield-Holyoke, Mass.	219,800†	142,400 ⁸⁰	760,700†	494,200 ⁸⁰	1,360,117,000†	843,219,000 ⁸⁰
Springfield, Mo.	133,100	39,100	424,500	117,900	439,596,000	170,424,000
Steubenville, Ohio	1,124,500	103,000 ⁸¹	3,935,100	357,900 ⁸¹	6,262,019,000	553,248,000 ⁸¹
Stockton, Cal.	668,600	69,200	2,170,000	229,500	3,834,296,000	385,787,000
Superior, Wis.-Duluth, Minn.	208,700	81,200	706,500	264,200	896,397,000	411,543,000
Sweetwater, Tex.	70,900	—	245,000	—	382,780,000	—
Syracuse, N. Y.	482,800	112,300	1,639,300	377,300	2,339,917,000	625,478,000
Tacoma-Seattle, Wash.	561,400	90,800 ⁸²	1,710,600	304,400 ⁸²	3,152,983,000	532,019,000 ⁸²
		264,200 ⁸³		777,800 ⁸³		1,628,460,000 ⁸³
Tallahassee, Fla.-Thomasville, Ga.	183,800	—	734,200	—	663,997,000	—
Tampa-St. Petersburg, Fla.	362,900	175,200	1,204,000	552,800	1,572,277,000	785,996,000
Temple-Waco, Tex.	203,000	24,100 ⁸⁴	705,200	95,300 ⁸⁴	824,116,000	136,874,000 ⁸⁴
		41,600 ⁸⁵		142,200 ⁸⁵		191,898,000 ⁸⁵
Terre Haute, Ind.	279,000	34,800	882,800	106,700	1,262,510,000	183,395,000
Texarkana, Tex.	155,100	31,100	556,200	106,500	498,168,000	109,430,000
Thomasville, Ga.-Tallahassee, Fla.	183,800	—	734,200	—	663,997,000	—
Toledo, Ohio	399,800	131,000	1,321,200	429,700	2,332,623,000	943,827,000
Topeka, Kan.	228,000	41,500	722,900	127,400	1,106,238,000	213,189,000
Traverse City, Mich.	68,400	—	239,600	—	269,263,000	—
Tucson, Ariz.	92,900	62,300	331,400	217,200	451,795,000	315,997,000
Tulare-Fresno, Cal.	254,800	96,800 ⁸⁶	844,500	317,300 ⁸⁶	1,277,824,000	499,235,000 ⁸⁶

76. South Bend only
77. Elkhart only
78. Spartanburg only
79. Greenville only
80. Includes Hampshire County, Mass.
81. Standard Metropolitan County Area listed as Wheeling-Steubenville

82. Tacoma only
83. Seattle only
84. Temple only
85. Waco only
86. Fresno only

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

TV market studies to order

- How many unduplicated homes does your spot schedule cover?
- How much duplication in your line-up?
- How do the TV markets rank by families?
- 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 Data 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.



Wizard? Nope. Whiz of a salesman? You betcha!

Here, off the cuff, are a few of the news-making nifties Joe Floyd has come up with in carving out untapped tv markets for advertisers:

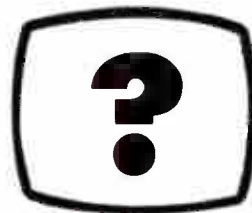
1953 . . . Joe Floyd put KELO-TV on the air. And if your message was among those logged, your sales charts in southeastern South Dakota, northwestern Iowa and southwestern Minnesota showed a sharp increase right then and there.

1954 . . . First to buy his own cable! Joe now delivered over 320 network hours in this big new single station market!

1955 . . . Remember Joe's famous September affair with Florence (S.D.) From that mating was born KDLO-TV, semi-satellite station which created the big Aberdeen-Watertown-Huron triangle, a whole new market.

1956 . . . Joe increased KELO SIOUX FALLS power to CAPACITY. He gave advertisers another PLUS with his new 1,032-ft. tower. KE/DLO-TV now delivers more than 175,000 sets . . . a SINGLE STATION market with average "A" time audience ratings of 59 . . . average "B" ratings of 36 . . . average "C" ratings of 16.

WHAT'S JOE GOT UP HIS SLEEVE NOW?



He's got another complete new market for you — the booming Missouri River Valley. And he's about to deliver it to you through new semi-satellite KPLO-TV. Now under construction, KPLO-TV will beam its first picture about June 1, to the most eagerly waiting audience since the Grand Palace show boat first docked at South Dakota's capitol city, Pierre. Climb aboard for the gala KPLO-TV opening, boys. We'll pass the word along to your dealers. They're waiting to stock up.

THIS ONE BIG SINGLE STATION MARKET WILL DELIVER 85% OF THE ENTIRE POPULATION OF SOUTH DAKOTA . . . PARTS OF NORTHERN NEBRASKA . . . AND WEALTHY CHUNKS OF IOWA AND MINNESOTA!



CHANNEL 6
Missouri Valley
Cities

JOE FLOYD,
President



CHANNEL 11
Sioux Falls

EVANS NORD,
General Manager



CHANNEL 3
Aberdeen-Watertown-
Huron

LARRY BENTSON,
Vice-President

General Offices at Sioux Falls, S.D.

NBC • CBS • ABC

represented by H-R for TV and AM

	FAMILIES		POPULATION		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Tulsa, Okla.	414,900	94,500	1,365,300	297,700	\$ 1,725,028,000	\$ 528,695,000
Tupelo, Miss.	67,900	—	258,200	—	187,153,000	—
Twin Falls, Ida.	43,300	—	156,700	—	195,273,000	—
Tyler, Tex.	162,200	22,800	570,800	78,800	615,053,000	101,883,000
Utica-Rome, N. Y.	144,500	87,800	484,200	296,900	699,857,000	427,602,000
Valley City, N. D.	226,200	—	837,600	—	1,003,069,000	—
Waco-Temple, Tex.	203,000	41,600 ⁸⁷ 24,100 ⁸⁸	705,200	142,200 ⁸⁷ 95,300 ⁸⁸	824,116,000	191,898,000 ⁸⁷ 136,874,000 ⁸⁸
Washington, D. C.	866,200	511,500	3,135,900	1,802,100	5,518,619,000	3,979,860,000
Washington-Greenville, N. C.	344,100	—	1,496,700	—	1,460,140,000	—
Waterbury, Conn.	181,000	178,400 ⁸⁹	622,900	605,400 ⁸⁹	1,334,179,000	1,198,288,000 ⁸⁹
Waterloo-Cedar Rapids, Iowa	391,800	33,900 ⁹⁰ 36,800 ⁹¹	1,293,500	111,300 ⁹⁰ 114,900 ⁹¹	1,989,657,000	203,532,000 ⁹⁰ 210,424,000 ⁹¹
Wausau, Wis.	123,400	—	442,100	—	528,161,000	—
Weslaco-Harlingen, Tex.	128,900	85,800 ⁹²	546,800	362,300 ⁹²	527,334,000	344,516,000 ⁹²
West Palm Beach, Fla.	92,300	52,400	305,900	165,600	435,427,000	244,832,000
Wheeling, W. Va.	506,300	103,000 ⁹³	1,783,900	357,900 ⁹³	2,487,107,000	552,248,000 ⁹³
Wichita-Hutchinson, Kan.	337,300	103,800 ⁹⁴ 19,100 ⁹⁵	1,054,600	315,800 ⁹⁴ 58,600 ⁹⁵	1,629,716,000	542,521,000 ⁹⁴ 89,619,000 ⁹⁵
Wichita Falls, Tex.	194,700	33,800	670,800	126,800	924,090,000	212,386,000
Wilkes-Barre-Scranton, Pa.	302,500	106,500 ⁹⁶ 73,800 ⁹⁷	1,062,400	379,700 ⁹⁶ 255,700 ⁹⁷	1,435,341,000	524,068,000 ⁹⁶ 357,838,000 ⁹⁷
Wilmington, Del.	1,455,000	90,700	5,045,400	315,300	9,277,697,000	631,687,000
Wilmington, N. C.	248,000	20,300	1,090,200	72,700	994,319,000	92,394,000
Winston-Salem, N. C.	376,700	46,400	1,472,200	170,200	1,735,523,000	253,644,000
Yakima, Wash.	157,700	45,800	515,000	148,500	846,950,000	203,204,000
York, Pa.	126,700†	64,200	430,900†	214,400	725,351,000†	344,197,000
Youngstown, Ohio	274,900†	161,800	958,400†	570,500	1,624,529,000†	1,022,863,000
Yuma, Ariz.	30,300	—	111,300	—	160,288,000	—
Zanesville, Ohio	78,000†	24,100	256,800†	79,400	352,502,000†	116,021,000

87. Waco only

88. Temple only

89. Standard Metropolitan County Area listed as New Haven-Waterbury

90. Waterloo only

91. Cedar Rapids only

92. Standard Metropolitan County Area listed as Brownsville-Harlingen-McAllen

93. Standard Metropolitan County Area listed as Wheeling-Steubenville

94. Wichita only

95. Hutchinson only

96. Wilkes-Barre only

97. Scranton only

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

Reprints of TELEVISION MAGAZINE Special Report No. 7 are available at 25¢ each. Bulk rates on request.

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

TELEVISION MAGAZINE