

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY
TENTH YEAR OF PUBLICATION

TELEVISION MARKETS

County By County

circulation, sales, population

TM 12-53 R A
LIBRARY
INDIANA UNIVERSITY
BLOOMINGTON IND



LIKE TO SEE
YOUR SALES
RESULTS
COME FAST?

Kate Smith can deliver them on her NBC-TV program. Here are a few case histories that prove it.

A home freezer manufacturer increased his sales 65% in just three months. Sales of a facial tissue went up 51% in five months. A baby food concern enjoyed a 22% sales jump in six months. In all of these cases sales results were *directly* traceable to the advertiser's use of the Kate Smith Hour.

Next season sponsors can expect similar—or even greater sales reaction. Beginning this fall the Kate Smith Hour will introduce new advantages to its sponsors: 1) a program price reduction of up to 31%; 2) an extra 1/4 minute of commercial time in

every 15-minute segment; 3) the same air time for the program on both coasts. (M-F 3:00-4:00 PM); 4) a merchandising campaign to top last year's record-breaker.

Kate Smith has proved she can deliver the goods—right into the customer's hands. Why not make them *your* customers? Several attractive segments on the Kate Smith Show are still available. Contact your nearest NBC representative.



a service of Radio Corporation of America

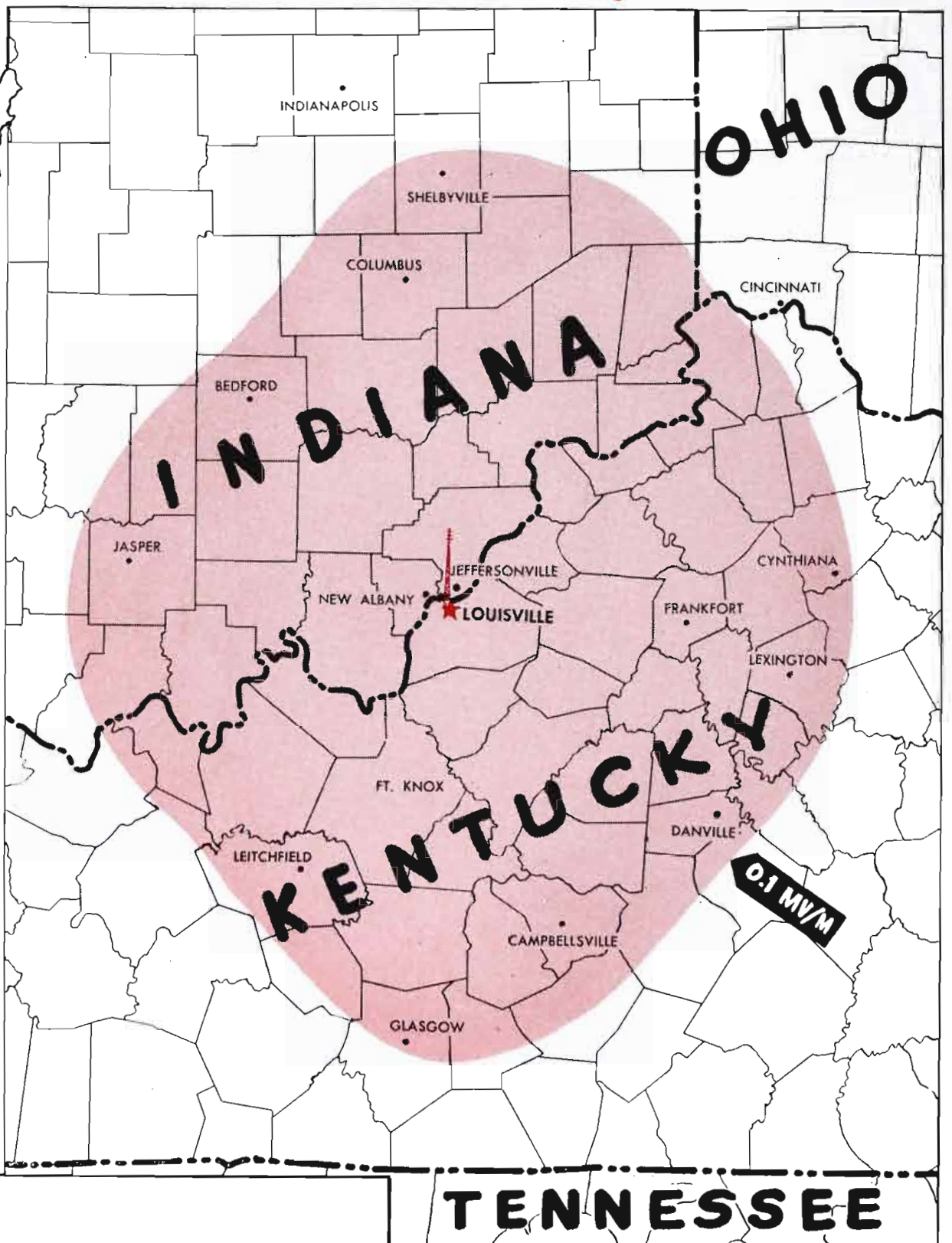
So the TV advertiser may know...



The WHAS-TV market:
Includes 77 counties
Population 1,665,570

Effective Buying Income \$2,120,251,000
Total Retail Sales \$1,456,985,000
Food Sales \$345,104,000
General Merchandise \$148,528,000
Furniture & Household \$74,826,000
Automobiles \$273,397,000
Drug Items \$49,167,000

(Figures from 1953 Sales Management "Survey of Buying Power")



HERE is the actual, field-measured coverage of America's first 316,000 watt TV station... WHAS Television on Channel 11 in Louisville, Kentucky.

This map is published for the information of advertisers and advertising agencies.

The supporting data, obtained in field strength intensity measurements, are being turned over to the FCC engineering department... so they will be available also to everyone interested in the technical progress of the television industry.



BASIC AFFILIATE CBS TELEVISION

Represented Nationally by Harrington, Richter & Parsons, New York, Chicago, San Francisco

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL CLINE, Station Mgr.

NETWORK TELEVISION

By the Bell System

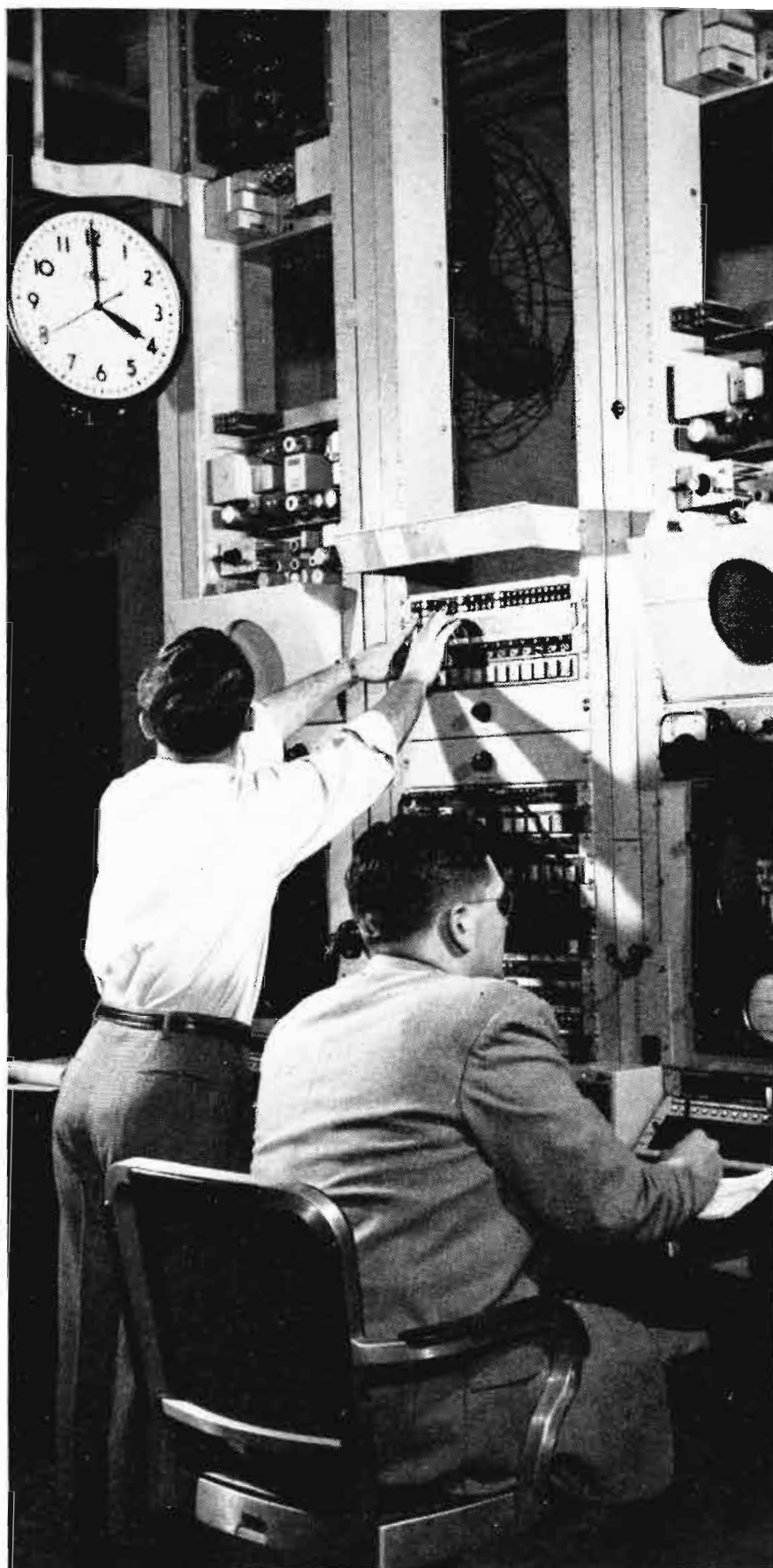
Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly \$100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.



Technician in Bell System television control room makes a split-second switch by remote control of network facilities at radio relay station over 200 miles away.



BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow



*Read how
an invasion
was thwarted!*

TO EVERY OUTDOORSMAN in the state of Michigan, Mort Neff is "Mr. Michigan Outdoors." In his own plane, he's flown to every nook and corner of the state, and knows every hunting spot and fishing stream—intimately.

That's why he has such a large and loyal audience for his "Michigan Outdoors" TV show every week on WWJ-TV, Detroit . . . sponsored by the Altes Brewing Company.

One night recently, the "Michigan Outdoors" show aired a picture story of the invasion of the fish-killing, blood-sucking sea lamprey into the Great Lakes—a threat to all commercial and sports fishing in the area. Desperately needed were electric "fences" to blockade their spawning runs into some 200 streams emptying into Lakes Michigan and Huron, for which Congress had failed to make a sufficient appropriation.

"Mr. Michigan Outdoors" called upon his WWJ-TV audience to write Michigan's U. S. Senators for their

support. Action was immediate. 40,000 members of the "Altes Outdoor Club"—largest organization of its kind, with membership enlisted solely through the one WWJ-TV show—obtained, almost overnight, more than 100,000 signatures on Congressional petitions. Within 48 hours, Congress had *doubled* the appropriation . . . and then *quadrupled* it when petitions continued to pour in!

"Michigan Outdoors" is just one of the many shows on WWJ-TV which reach Detroit's largest audiences, and make WWJ-TV the Detroit TV choice of America's most selective advertisers.

You'll Sell More
on channel

4

WWJ-TV
NBC Television Network

Associate AM-FM Station WWJ

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

TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume X, Number 8, August, 1953

C O N T E N T S

TELEVISION MARKETS

Defining the total coverage area for 125 tv markets county by county for circulation, population, sales and income data. A TELEVISION MAGAZINE EXCLUSIVE.

Albuquerque, Altoona, Amarillo, Ames	31
Ann Arbor, Atlanta	33
Atlantic City, Austin, Baltimore	34
Bangor, Baton Rouge, Battle Creek, Bellingham, Bethlehem-Allentown, Binghamton	35
Birmingham	36
Bloomington, Boston, Bridgeport	37
Buffalo, Charleston, Charlotte	39
Chicago, Cincinnati	40
Cleveland-Akron, Colorado Springs, Columbia, Columbus, Dallas-Ft. Worth	41
Davenport-Rock Island	42
Dayton, Denver, Detroit, Duluth, Elmira	43
El Paso, Erie, Fargo, Fort Lauderdale, Ft. Worth, Fresno, Galveston	45
Grand Rapids, Green Bay, Greensboro, Harrisburg	46
Holyoke-Springfield, Honolulu, Houston-Galveston, Huntington	47
Hutchinson, Indianapolis	49
Jackson, Jacksonville, Johnstown, Kalamazoo	50
Kansas City, Lafayette, Lancaster	51
Lansing, Lawton, Lima, Lincoln, Little Rock	52
Los Angeles, Louisville	55
Lubbock, Lynchburg-Roanoke, Memphis	56
Miami, Milwaukee, Minneapolis-St. Paul	57
Minot, Mobile, Montgomery	58
Muncie, Nashville, New Britain-Hartford	59
New Castle, New Haven, New Orleans, New York	60
Norfolk, Oklahoma City	62
Omaha, Phoenix	64
Peoria, Philadelphia, Pittsburgh, Portland	67
Providence, Pueblo, Reading, Richmond	68
Roanoke, Rochester, Rockford, Rock Island, Rome, Roswell	69
Saginaw, St. Louis, St. Petersburg	70
Salt Lake City, San Antonio, San Diego, San Francisco	71
San Luis Obispo, Schenectady, Scranton, Seattle-Tacoma, Sioux City	72
Sioux Falls	73
South Bend, Spokane, Springfield-Holyoke, Springfield, Syracuse	75
Tacoma, Toledo, Tucson, Tulsa	76
Utica, Washington, Wichita Falls	78
Wilkes-Barre, Wilmington, York, Youngstown, Zanesville	79
FOCUS	7
TV revenues for network, spot and local	
STATUS MAP	14
Circulation and penetration for total coverage area of each television market	
COVERAGE PRIMER	17
COVERAGE AREA CHARTS	22

FREDERICK A. KUGEL
Editor and Publisher

ABBY RAND
Managing Editor

GEORGE TICHENOR
Associate Editor

ANN STOPP
Department Editor

DR. FRANK MAYANS, JR.
Research Director

DICK ROSE
Art Director

ED M. FISHER
Vice President

JACK L. BLAS
Business Manager

LAURIN HEALY
Chicago Office
6 W. Ontario St.

Published monthly by the Frederick Kugel Company, Inc. Publication office, 90 West Central Street, Manchester, New Hampshire. Editorial, advertising and circulation offices, 600 Madison Ave., New York 22, N. Y. PLaza 3-3671. Single copy, 50 cents. Yearly subscriptions in the United States, its possessions and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Entered as second class matter April 22, 1952, at the postoffice at Manchester, N. H., under the Act of March 3, 1879. All rights reserved. Editorial content may not be reproduced in any form without permission.



**prime
profit
market**

WLEV-TV, in the heart of the rich Lehigh Valley, reaches a consistently prosperous industrial and farm market area—

1,047,110

people who spend

\$1,037,542,000

annually in retail sales.

For bigger sales . . . buy

WLEV-TV. Top time

available now. Write!

A Steinman Station

Represented by

MEEKER TV,

Incorporated

New York

Chicago

Los Angeles

San Francisco





REPRESENTING LEADING TELEVISION STATIONS:

- | | | |
|---------|------------|----------------------|
| WCSC-TV | Channel 5 | CHARLESTON, S. C. |
| WIS-TV | Channel 10 | COLUMBIA, S. C. |
| WOC-TV | Channel 5 | DAVENPORT |
| KBTV | Channel 9 | DENVER |
| WDAY-TV | Channel 6 | FARGO |
| WBAP-TV | Channel 5 | FORT WORTH—DALLAS |
| KGMB-TV | Channel 9 | HONOLULU |
| KMBC-TV | Channel 9 | KANSAS CITY |
| WAVE-TV | Channel 3 | LOUISVILLE |
| WTVJ | Channel 4 | MIAMI |
| WCCO-TV | Channel 4 | MINNEAPOLIS—ST. PAUL |
| WPIX | Channel 11 | NEW YORK |
| KSD-TV | Channel 5 | ST. LOUIS |
| KRON-TV | Channel 4 | SAN FRANCISCO |



FRE

P

PIONEER WHO KEEPS ON HUNTING FOR BUSINESS!"

During all the many years we've been in this business, we've been aware that there are two kinds of media salesmen. First, those who work hard *only* while they're hungry. Second, those who keep on working and succeeding because they have a built-in yearning for the action, the *achievement* that creative salesmanship brings, even after a square meal.

Here at Free & Peters, we pride ourselves that we're in the latter group. We have built our organization completely around that kind of people. We drive ourselves as hard today as we did in 1932, because that sort of effort, to us, represents the truly "good life". . .

"When you want a thing well done, go to a busy man." For one thing, he above anybody else will know that the way to *keep* busy is to give you the kind of service that brings you back for more — and more — and more.

PETERS, INC.

Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

Why Didn't Life Magazine's 4-Media Study Mention KTLA?

LOOK WHAT THE FACTS SHOW:*

KTLA reaches over *four times* as many homes in the Los Angeles area each week as Life magazine claims to reach here.

KTLA reaches 43% more homes *each week* in Los Angeles than Life magazine claims to reach here in *13 weeks*.

IN FACT . . . the *average* class A spot announcement on KTLA is actually seen by one-third as many people as *an entire issue* of Life magazine in this same area.

* ARB Cumulative Data

That's Why KTLA Is the Best Advertising Buy In Los Angeles

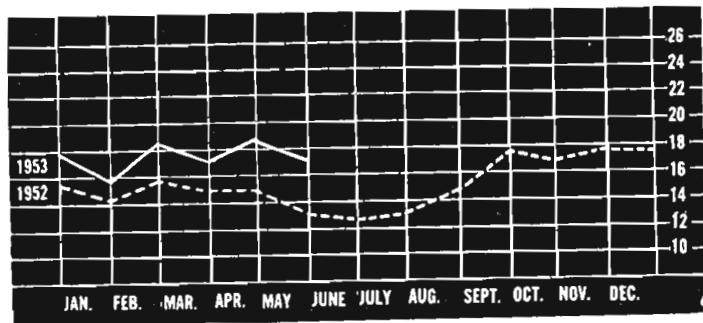


KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

FOCUS



NETWORK TV BILLINGS—PIB

	For June '53	For June '52
ABC	\$ 1,597,253	\$ 1,279,985
CBS	7,399,078	5,385,820
DuM	803,848	749,497
NBC	7,249,395	5,794,534
Total	\$17,049,574	\$13,209,836

How the TV \$ is divided

Who the money comes from?

Advertisers using television spent \$370,724,000 during 1952, according to the FCC's final revenue figures for the year. Network time sales, after frequency and volume discounts, but before agency commissions had been deducted, totalled \$137,664,000. This is 41 per cent above the 1951 investment.

National and regional spot advertisers bought \$80,235,000 worth of station time; this is an increase of 34 per cent above last year.

Local advertisers, increasing their use of the medium 27 per cent, racked up a \$65,171,000 time bill.

Program material and talent bought from the networks and stations by all three classes of advertisers came to more than a quarter of their total tab—\$87,677,000.

Billings up 18%

Gross network time billings for the first half of 1953 were 18 per cent above those for the first half of 1952, hitting a six-month total of \$104,503,846.

Biggest increases came from the Household Supplies and Equipment category and from Drugs and Remedies. The newly important Industrial Materials group ranks as the ninth largest investor this

	Jan.-June '53	Jan.-June '52	Percent of Change
TOTAL	\$104,503,846	\$88,731,250	+18%
Industry Class			
Food and food products	18,918,013	17,211,238	+10
Smoking materials	16,912,300	13,976,241	+21
Toiletries and toilet goods	16,708,696	12,753,292	+31
Soaps and Cleansers	10,597,862	9,467,789	+12
Autos, accessories and equipment	8,995,155	7,483,748	+20
Household equipment	8,898,197	5,234,095	+70
Drugs, remedies	4,553,494	2,700,681	+69
Confectionery and soft drinks	2,935,893	2,649,176	+11
Industrial materials	2,383,628	2,111,824	+13
Beer and wine	2,372,321	3,130,870	-24
Radios, TV Sets, Phonograph	1,787,797	2,262,681	-21

Who gets the money?

Revenue from sale of time was split almost fifty-fifty between the networks (including their 15 owned and operated stations) and the other 107 stations operating during the year.

The agencies and station reps took home \$46,524,000 on time billings about 16 per cent of net sales.

Who made money?

Of the 108 pre-freeze stations, 94 were in the black and 14 were not covering their costs. Most of the losses were in the seven-station markets. All the single-station operations made money.

Profit before taxes for networks and stations came to \$55,497,000 an increase of 33% over 1951. The network share was \$9,903,000 and the stations netted before taxes \$45,594,000.

The top five markets in total billings in order were New York, Los Angeles, Chicago, Philadelphia and Detroit.

year, pushing Radio, TV Sets and Phonographs out of its last year's ranking as one of the ten leading categories of network sponsorship.

Advertisers in the three biggest industry classes—Food and Food Products, Smoking Materials and Toiletries and Toilet Goods—accounted for 50.3 per cent of all network billings.



designed for TV

IT'S NOW AVAILABLE TO YOU!

GOLD SEAL SPECIAL

THE FASTEST MOVIE FILM
ON THE MARKET!

You'll swear it's supersonic. This amazing new discovery presented by Kin-O-Lux Laboratories, GOLD SEAL SPECIAL, is just the film you home and professional movie-makers have been looking for.

Originally designed for television, the demand was so great from the shutterbug fraternity that a portion of the output has been channeled into camera stores and is now available for home consumption.

GOLD SEAL SPECIAL is of the pan type, unusually sensitive, and with a Weston tungsten rating of 225, (300 tungsten by ASA rating) just think of the action shots you'll be able to get!

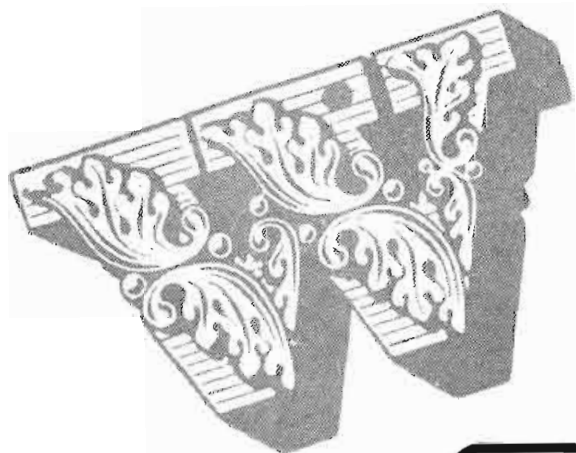
GOLD SEAL SPECIAL is now available at your dealers in 8 and 16 MM and sound.

So you home and professional moviemakers... get the fastest and most sensitive film on the market. Ask your dealer for Kin-O-Lux GOLD SEAL SPECIAL... TODAY!

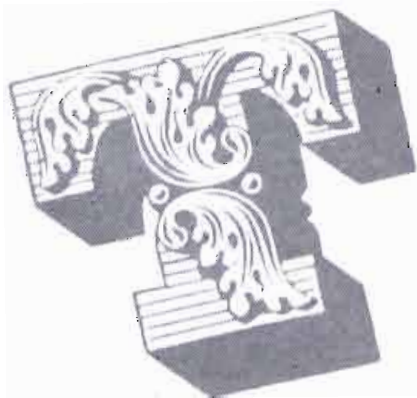
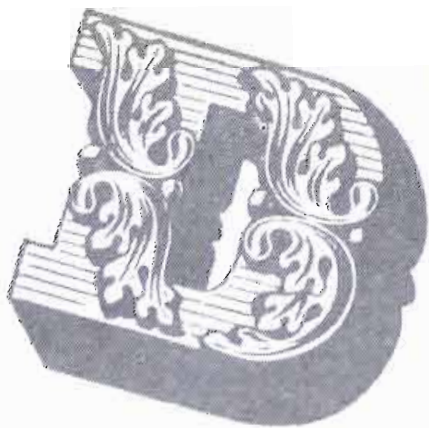


KIN-O-LUX Inc.
105 WEST 40TH ST., NEW YORK, N. Y.

Right Sales Twist in PITTSBURGH



Channel 2



Every day, every night, in more than 600,000 Pittsburgh District homes your customers are tuning to Channel 2—Du Mont's WDTV!

Why is Pittsburgh's first television station so popular? Because WDTV programs are geared to Pittsburgh people, Pittsburgh habits, Pittsburgh tastes. And why is WDTV the choice of local and national advertisers? Because Pittsburgh buys, when you tell them and sell them on Channel 2.

So, to capture the nation's sixth largest metropolitan market, with a retail buying power of 6¼ million people, place your sales message where Pittsburgh sees and hears it! Use WDTV—Channel 2—first and salesmost in Pittsburgh!

Pittsburgh's *first* Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC., HAROLD C. LUND, General Manager

FOCUS

Stations in Operation Since Thaw
as of August 1, 1953

Market Station—Ch

Akron, Ohio	WAKR-TV (49)
Altoona, Pa.	WFBG-TV (10)
Amarillo, Tex.	KFDA-TV (10)
Ann Arbor, Mich.	KGNC-TV (4)
Atlantic City, N. J.	WPAG-TV (20)
Austin, Tex.	WFPG-TV (46)
Bangor, Me.	KTBC-TV (7)
Baton Rouge, La.	WABI-TV (5)
Battle Creek, Mich.	WAFB-TV (28)
Bellingham, Wash.	WBKZ-TV (64)
Bethlehem-Allentown, Pa.	KVOS-TV (12)
Boise, Idaho	WLEV-TV (51)
Bridgeport, Conn.	KIDO-TV (7)
Charleston, S. C.	WICC-TV (43)
Colorado Springs, Colo.	WCSC-TV (5)
Columbia, S. C.	KKTV (11)
Denver, Colo.	WCOS-TV (25)
Duluth, Minn.	KBTU (9)
Elmira, N. Y.	KFEL-TV (2)
El Paso, Tex.	WFTV (38)
Fargo, N. D.	WTVE (24)
Ft. Lauderdale, Fla.	KROD-TV (4)
Ft. Smith, Ark.	KTSM-TV (9)
Fresno, Calif.	WDAY-TV (6)
Galveston, Tex.	WFTL-TV (23)
Green Bay, Wisc.	KFSA-TV (22)
Greenville, S. C.	KMJ-TV (24)
Harrisburg, Pa.	KGUL-TV (11)
Holyoke, Mass.	WBAY-TV (2)
Honolulu, T. H.	WGLV (23)
Hutchinson, Kan.	WHP-TV (55)
Jackson, Miss.	WTPA (71)
Kansas City, Mo.	WHYN-TV (55)
Lafayette, Ind.	KGMB-TV (9)
Las Vegas, Nev.	KONA (11)
Lawton, Okla.	KTVH (12)
Lima, Ohio	WJTV (25)
Lincoln, Neb.	KCTY (25)
Little Rock, Ark.	WFAM-TV (59)
Lubbock, Tex.	KLAS-TV (8)
Lynchburg, Va.	KSWO-TV (7)
Madison, Wis.	WLOK-TV (73)
Minot, N. D.	KFOR-TV (10)
Mobile, Ala.	KOLN-TV (12)
Montgomery, Ala.	KRTV (17)
Muncie, Ind.	KCBD-TV (11)
Nampa, Idaho	KDUB-TV (13)
New Britain-Hartford, Conn.	WLVA-TV (13)
New Castle, Pa.	WKOW-TV (27)
Oshkosh, Wisc.	WMTV (33)
Peoria, Ill.	KCJB-TV (13)
Phoenix-Mesa, Ariz.	WALA-TV (10)
Pittsburgh, Pa.	WKAB-TV (48)
Portland, Ore.	WCOV-TV (20)
Pueblo, Colo.	WLBC-TV (49)
Raleigh, N. C.	KFXD-TV (6)
Reading, Pa.	WKNB-TV (30)
Roanoke, Va.	WKST-TV (45)
Rochester, Minn.	WOSH-TV (48)
Rockford, Ill.	WEEK-TV (43)
Rome, Ga.	KTYL-TV (12)
Roswell, N. M.	WKJF-TV (53)
Saginaw, Mich.	KPTV (27)
St. Petersburg, Fla.	KCSJ-TV (5)
San Angelo, Tex.	KDZA-TV (3)
San Luis Obispo, Calif.	WNAO-TV (28)
Santa Barbara, Calif.	WEEU-TV (33)
Scranton, Pa.	WHUM-TV (61)
Sioux City, Iowa	WSLS-TV (10)
Sioux Falls, S. D.	KROC-TV (10)
South Bend, Ind.	WTVO (39)
Spokane, Wash.	WROM-TV (9)
Springfield, Mass.	KSW5-TV (8)
Springfield, Mo.	WKNX-TV (57)
Tacoma, Wash.	WSUN-TV (38)
Tucson, Ariz.	KTXL-TV (8)
Wichita Falls, Tex.	KVEC-TV (6)
Wilkes-Barre, Pa.	KEYT (3)
Yakima, Wash.	WGBI-TV (22)
York, Pa.	KVTU (9)
Youngstown, Ohio	KELO-TV (11)
Zanesville, Ohio	WSBT-TV (34)
	KHQ-TV (6)
	KXLY-TV (4)
	WWLP (61)
	KTTS-TV (10)
	KMO-TV (13)
	KTNT-TV (11)
	KOPO-TV (13)
	KFDX-TV (3)
	KWFT-TV (6)
	WBRE-TV (28)
	KIMA-TV (23)
	WSBA-TV (43)
	WFMJ-TV (73)
	WKBN-TV (27)
	WHIZ-TV (50)

REACH HARTFORD

from the inside with Hartford
County's ONLY TV station

WKNB-TV

CHANNEL 30

Serving Central Connecticut and Western Massachusetts

A map showing the service area of WKNB-TV, including locations like Bristol, Hartford, Manchester, Meriden, New Britain, and Middletown. A central tower icon is shown above Hartford. Below the map, the CBS logo is displayed with the text 'CBS Television Affiliate'.

HARTFORD
11 Asylum Street

NEW BRITAIN
213 Main Street

represented by
The BOLLING Company

KGMB-TV


"During our construction period we received the most unusual co-operation from everyone at RCA... Since going ON-AIR, the quality and continuity of equipment service has been gratifying."



C. RICHARD EVANS
VICE-PRESIDENT & GENERAL MANAGER
KGMB-TV

WSBT


"...our 1-KW UHF transmitter and UHF Pylon Antenna are giving us far greater coverage than we anticipated. We are more than pleased with the excellent results."



NEAL B. WELCH
GENERAL MANAGER, WSBT-TV

WKBN BROADCASTING COMPANY

"...our confidence in UHF television, and 'RCA All The Way,' was not misplaced."




WARREN P. WILLIAMSON, JR.
PRESIDENT & GENERAL MANAGER,
WKBN-TV

What Telecasters say

WABI-TV


"Our TT-500A is putting out a beautiful picture every day--with practically no maintenance whatsoever."



MURRAY CARPENTER
MANAGER, WABI-TV

WJTV Channel 25

"RCA can feel justifiably proud of their 1-KW UHF Transmitter, UHF Pylon Antenna, studio, and remote equipment installation... Our RCA transmitter is giving us a signal far in excess of what our engineers originally calculated."



JOHN ROSSITER
GENERAL MANAGER, WJTV



WKNB-TV CHANNEL 10 **WKNB-AM 1050W AM**

"Our 1-KW UHF Transmitter has proved to be all that could be desired... Since our first day of operation we have consistently maintained 100% power."




PETER B. KENNEY
STATION MANAGER

JULIAN GROSS
PRESIDENT

WBRE

"...our RCA 1-KW UHF Transmitter is working so well our coverage has exceeded our wildest expectations... We are delighted with our fully RCA-equipped dual studio, film room, and control room layout."



DAVID M. BALTIMORE
GENERAL MANAGER, WBRE-TV

KFDM Beaumont, Texas
KFDX Wichita Falls, Texas


"For 20 years we have operated our Radio Stations on the policy that our equipment must be nothing less than the best. Naturally we chose an RCA 10-kw transmitter and associated RCA TV equipment for KFDX-TV."



DARROLD A. CANNAN
PRESIDENT, KFDM KFDX-TV

KTBC


"The RCA 12-section antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."



J. C. KELLAM
GENERAL MANAGER, KTBC-TV

KTSM

"We are glad we are RCA ALL THE WAY...RCA personnel has been helpful at all times... I'll recommend RCA equipment any time."



KARL O. WYLER
PRESIDENT, KTSM-TV

WFPG

"Your constant attention and service has earned our deepest appreciation and has made it possible for us to render maximum, dependable TV service..."



FRED WEBER
PRESIDENT, WFPG-TV

About **RCA** Equipment

FOR A PROFESSIONAL OPINION on the finest TV equipment you can buy, ask the management man who operates a modern television station.



For a professional analysis of your TV station requirements, ask the experienced equipment man who *knows* his TV station planning... YOUR RCA BROADCAST SALES REPRESENTATIVE!



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

RADIO STATION
KROD

"KROD-TV is completely RCA equipped... Our RCA 500-watt transmitter (temporarily installed) has done a very satisfactory job... Coverage (because of our high mountain-top location) has been phenomenal."

LAWRENCE
GENERAL MANAGER

DORRANCE D. RODERICK
CHAIRMAN OF THE BOARD

KBTU

"Our new RCA Studio and Transmitter equipment combination produces the best picture I have ever seen on a receiver."



JOSEPH HEROLD
STATION MANAGER, KBTU

WRUV

"...in addition to having excellent equipment, RCA personnel is certainly qualified to assist the telecaster."



FRANK E. KOEHLER
GENERAL MANAGER, WRUV-TV

IN SAN FRANCISCO...

**THEY DON'T
SHOOT YOU
FOR HOLDING
5 ACES...**

**NOT
THESE
FIVE!**



DEL COURTNEY...
famed band leader
mc's San Francisco's
most popular daytime
participation show.



FAYE STEWART...
whose household hints
lighten household
stints... whose KPIX
Kitchen is every
woman's kitchen.



CAPTAIN FORTUNE...
turns the younger
world into results with
San Francisco's
favorite multi-weekly
local kid show.



WILLIAM WINTER...
Internationally-known
commentator and
Northern California's
top TV news analyst.



SANDY SPILLMAN...
Quizmaster, magician,
who quizzes and
mystifies on a favorite
audience participation
program.

FIVE ACES for you who have
spot problems. One or more is a
sure-enough answer when it
comes to spotting promotions where
they'll get the mostest of the bestest.
Ask your Katz man for full details.



KPIX

**TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.**

Affiliated with CBS and DuMont Television Networks
Represented nationally by the Katz Agency

FOCUS

Scheduled Openings

The target dates listed below have been reported by the stations. Due to unforeseen circumstances, many of these stations will probably not meet their scheduled opening dates; a few will sign on one or two months later.

SEPTEMBER Market	Station	Channel
Ashtabula, Ohio	WICA-TV	15
Bakersfield, Calif.	KERO-TV	10
Battle Creek, Mich.	WBCK-TV	58
Buffalo, N. Y.	WBES-TV	59
Butte, Mont.	KOPR-TV	4
Cambridge-Boston, Mass.	WTAO-TV	56
Cedar Rapids, Iowa	WMT-TV	2
Champaign, Ill.	WCIA	3
Charleston, W. Va.	WKNA-TV	49
Charlotte, N. C.	WAYS-TV	36
Charlottesville, Va.	WCHV-TV	64
Chico, Calif.	KHSL-TV	12
Colorado Springs, Colo.	KRDO-TV	13
Columbia, S. C.	WNOK-TV	67
Eureka, Calif.	KIEM-TV	3
Flint, Mich.	WCTV	28
Fort Lauderdale, Fla.	WITV	17
Greensboro, N. C.	WCOG-TV	57
Greenville, N. C.	WNCT	9
Hampton, Va.	WVEC-TV	15
Hannibal, Mo.	KHQA-TV	7
Harlingen, Tex.	KGBS-TV	4
Harrisonburg, Va.	WSVA-TV	3
Henderson, Ky.	WEHT	50
Houston, Tex.	KNUZ-TV	39
Kansas City, Mo.	KCMO-TV	5
Lansing, Mich.	WILS-TV	54
Louisville, Ky.	WKLO-TV	21
Macon, Ga.	WMAZ-TV	13
Massillon, Ohio	WMAC-TV	23
Memphis, Tenn.	WHBQ-TV	13
Meridian, Miss.	WCOC-TV	30
	WTOK-TV	11
Milwaukee, Wisc.	WCAN-TV	25
	WOKY-TV	19
Minneapolis-St. Paul, Minn.	WMIN-TV	11
	WTCN-TV	11
Monroe, La.	KNOE-TV	8
New London, Conn.	WNLC-TV	26
Oklahoma City, Okla.	KLPR-TV	19
	KTVQ	25
Panama City, Fla.	WJDM	7
Parkersburg, W. Va.	WTAP	15
Pensacola, Fla.	WEAR-TV	3
Peoria, Ill.	WTVH-TV	19
Pittsburgh, Pa.	WENS	16
Portland, Me.	WPMT	53
Quincy, Ill.	WGEM-TV	10
Reno, Nev.	KZTV	8
St. Joseph, Mo.	KFEQ-TV	2
St. Louis, Mo.	KSTM-TV	36
Salinas, Calif.	KICU	28
San Diego, Calif.	KFSD-TV	10
Springfield, Ill.	WICS	20
Springfield, Mo.	KYTV	3
Tucson, Ariz.	KVOA-TV	4
Waco, Tex.	KANG-TV	34
Wilkes-Barre, Pa.	WILK-TV	34
Winston-Salem, N.C.	WTOB-TV	26

WNBW

CHANNEL 4

year after year is
the leading television station
in Washington, D. C.* ...



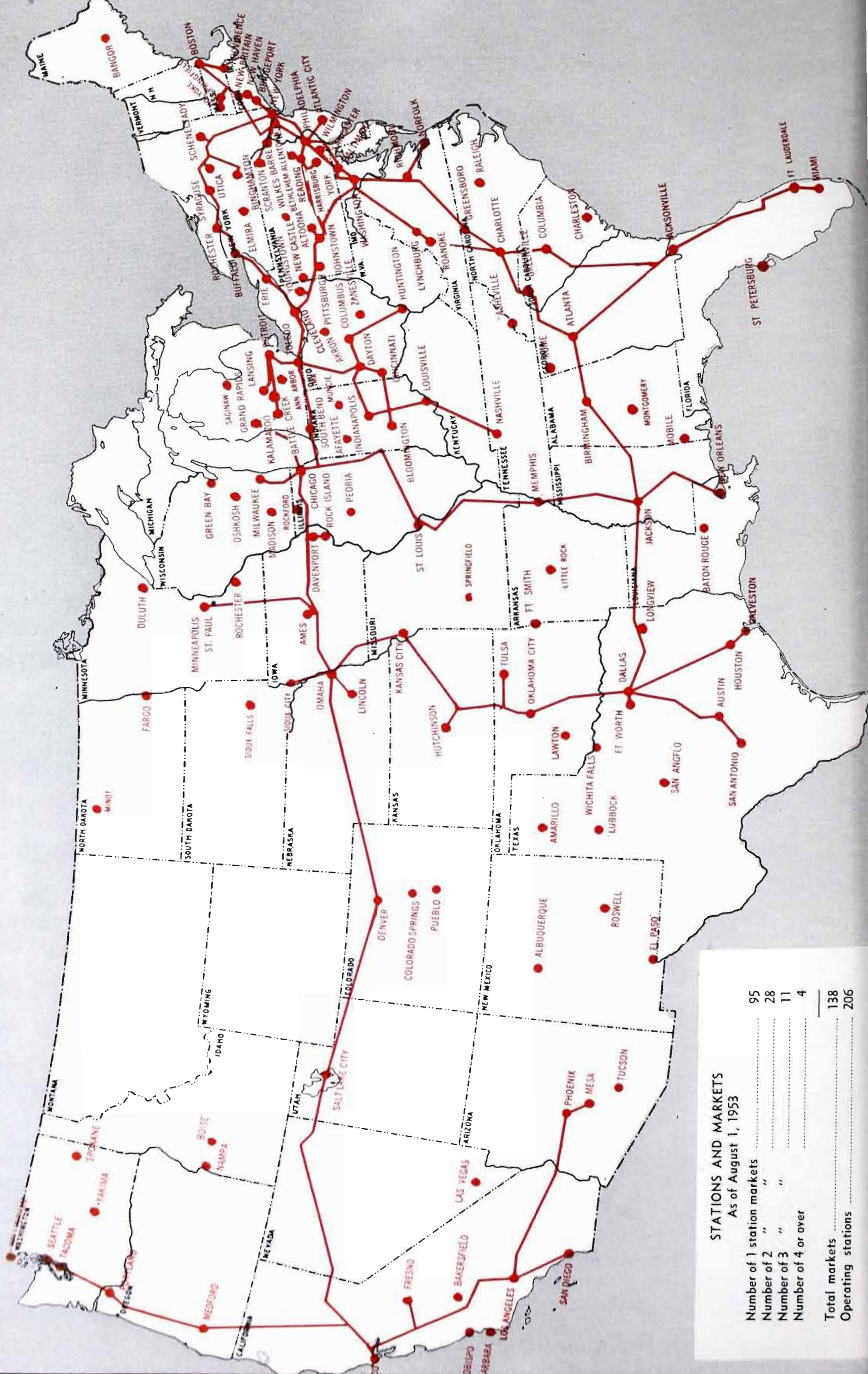
...where glamorous *Inga* is
television's "leading lady."

* ARB, Oct., 1949.

June, 1953

Represented by **NBC** SPOT SALES

TELEVISION MAGAZINE'S STATUS MAP



STATIONS AND MARKETS
As of August 1, 1953

Number of 1 station markets	95
Number of 2 " "	28
Number of 3 " "	11
Number of 4 or over	4
Total markets	138
Operating stations	206

Main table listing TV stations, call letters, and circulation data. Columns include station names (e.g., DAVENPORT-ROCK IS., WOC-TV), call letters (e.g., WOC-TV), and circulation figures (e.g., 241,355). Includes a 'PER CENT OF TV HOMES USING TV' section with a bar chart and a 'PRODUCTION AND CIRCULATION' section with a table of receiver production statistics.

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

TELEVISION
STATION
REPRESENTATIVES

WALDEN TELEVISION

Quick Quiz* FOR BUYERS OF TV FILM COMMERCIALS

*Slightly biased

Q. Who is qualified to make TV film commercials?

A. Advertising men who are experts in visual selling.

SARRA has been a specialist in visual selling for more than 20 years.

Q. Which technique is best for my commercials?

A. The one which best suits your product and sales story.

SARRA has had brilliant success with animation, live action and stop motion -- and combinations of all three.

Q. What is the best way to work with the producer?

A. A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the agency's departments to carry out its ideas.

Q. How much of the creative preparation should the producer contribute?

A. As much or as little as required.

SARRA has produced more than 2500 film commercials, of which 60% were created by SARRA'S own staff.

Q. How much should a TV commercial cost?

A. There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming tiresome.

Q. Should the producer be expected to submit a script or storyboard on speculation?

A. No. An established producer's stock in trade is ideas and he is worthy of your confidence.

SARRA does not submit material on speculation. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall quotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been produced.

Q. How important is the quality of the TV film prints?

A. The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-ri-ginals and whether you order one or one hundred, each one is custom made.

Q. Are better commercials made in the East, in Chicago, or on the West Coast?

A. Geography doesn't matter. Facilities and equipment are only as good as the men who use them.

SARRA specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.

SARRA 

SPECIALISTS IN VISUAL SELLING
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

PRIMER

ON COVERAGE

More confusing than any road map are station coverage reports and contour maps. Listed below are some of the measurements used, together with brief descriptions of their meaning.

mv/m:

a millivolt is 1,000th of a volt, which is a basic measurement of field strength.

2.5 mv/m simply means .0025 volts.

.22 mv/m (one of the required measurements) means .00022 volts.

dbu:

To add to the confusion, some stations prefer to use "dbu" which stands for decibels, rather than use mv/m which stands for millivolts.

Grade A and B Services:

These are the estimates of signal coverage required by the FCC from television station applicants. The only signal, however, that must be achieved by the station is, according to the FCC, "a signal required over the entire principal city." All measurements of signal strength are considered in terms of the strength of the signal at the location of a receiver.

Once a station is on the air, the measurements more commonly used are the .1 and .5 mv/m contours.

Grade A Service for channels 2 through 6 is supposed to provide an average signal strength of 2.5 mv/m and is defined as a signal which can be received at 70% of the locations at least 90% of the time. For Channels 7 through 13 a stronger signal of 3.55 mv/m is required. The higher the frequency or channel, the more power is needed to cover the same area.

Grade B Service is exactly how it sounds. The Grade B signal is one which will register .22 mv/m in only 50% of the locations but still 90% of the time.

.1 mv/m Contour:

This measurement has been adopted through practice as a station's coverage area on Channels 2 through 13 and though more liberal than the Grade B contour, it is considered acceptable as a coverage measurement.

(Continued on page 20)

wbns-tv launches all-out promotion campaign for Central Ohio's only 1st RUN FILM THEATRE...

Full station and media support back up the hard-hitting promotion on WBNS-TV's now bigger and better *Armchair Theatre*.

This is your opportunity to reach a new and larger audience of potential buyers with spots on *Armchair Theatre* where commercials are integrated within 1st run TV film showings, Monday through Friday at 11:10 and Sunday at 10:30. These top-feature films with stars galore guarantee *Armchair Theatre* continued top ratings.

1ST RUN FEATURES SUPPORTED BY FULL PROMOTION AND WBNS-TV SERVICE FACILITIES INCLUDING:

Procurement of library of over 300 1st run features from the country's outstanding film companies.



Backed up by complete station and media support.



and hosted by Bill Nuzum who integrates your commercial message within these 1st run films.

Central Ohio's Most Honored Station Nation's No. 1 Test Market



Carefully screened by WBNS-TV experts.



Introduced by tailor-made film opening made at WBNS-TV. The same production facilities are at your disposal for your Spot commercials.



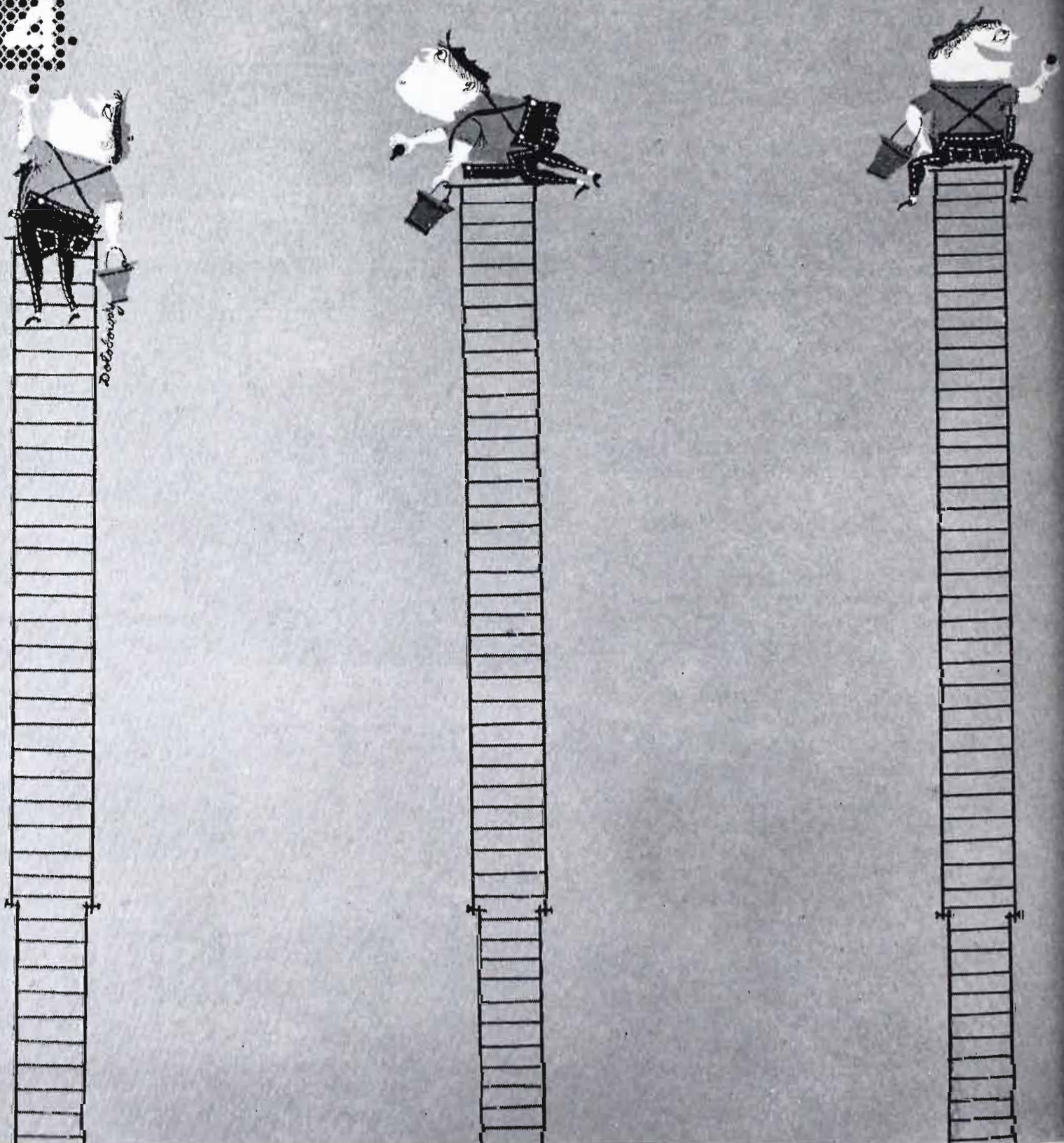
wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV

-NBC IS AMERIC

A NETWORK COVERAGE
THAT COMES DELIVERED
BY THE TOP PROGRAMS



NO. 1 NETWORK

➡ 3

Most of the Top TV shows are on NBC

Out of the top ten shows—those with the largest audiences—*six* are on NBC-TV.

Of the top twenty, *twelve* are on NBC-TV.

Even more important, 76% of NBC's shows are in the top half of *all* network commercial TV programs. Only 54% of the No. 2 network's attractions are in this select group.

Obviously, then, your program will have definitely the best opportunity for the largest audience on NBC. Another reason why **NBC is America's No. 1 Network.**

Soon . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index; January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

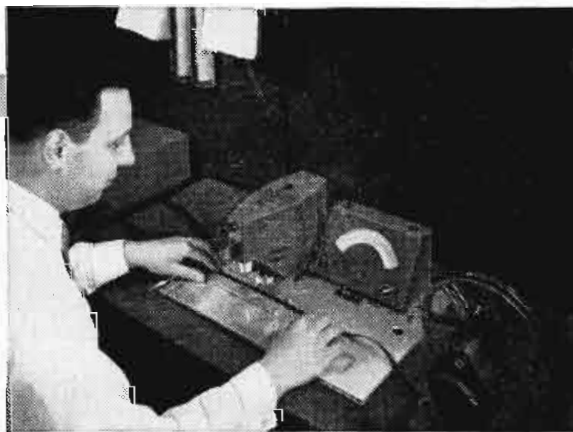
Precision

Presents

YOUR PRODUCTION AT ITS BEST

CLOSE CHECK ON PROCESSING

Constant analyses and sampling of every processing operation is the function of this department. Sensitometric operations test the responses of raw stock emulsions; densitometry is employed to check on developing and printing results.



YOUR ASSURANCE OF BETTER 16mm PRINTS

15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive **Maurer-designed** equipment — your guarantee that only the *best* is yours at Precision!

Precision Film Laboratories — a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.



Coverage Primer cont.

.5 mv/m Contour:

This measurement is considered conservative by VHF standards and is rarely used any longer for coverage purposes. However, the .5 mv/m contour is used as a measurement at this time for UHF.

Power Increases:

The charts on following pages, prepared by the Engineering Dept. of CBS-Television, indicate that a tenfold increase in power, say from one kilowatt to 10 kilowatts would increase a station's coverage from 22 to 35 miles. Unless an increase in power is considerable, it can mean very little in terms of increased coverage; however, the quality of the picture would be improved in fringe areas.

Antenna Height:

Antenna height also affects coverage. An increase in antenna height from 300 to 700 feet would enlarge a station's coverage the equivalent of a power jump from one to 10 kilowatts, which would be from 22 to 35 miles.

While the Commission requires a number of other height measurements—such as above sea level the one used for coverage purposes is the *height above average terrain*.

Effective Radiated Power (E.R.P.):

This is the end result of the combination of antenna height and power. For example: A transmitter of 5 kilowatt power may have an E.R.P. of 20 kilowatt because the antenna concentrates the power in a horizontal direction.

Audience coverage:

The engineering specifications described here obviously can be used only in terms of signal strength and probable coverage.

Nielsen, the rating services and RTMA shipments will give some indication of coverage in terms of viewing. Because the Nielsen survey is as of May 1952 it is quite outdated and leaves little definitive data.

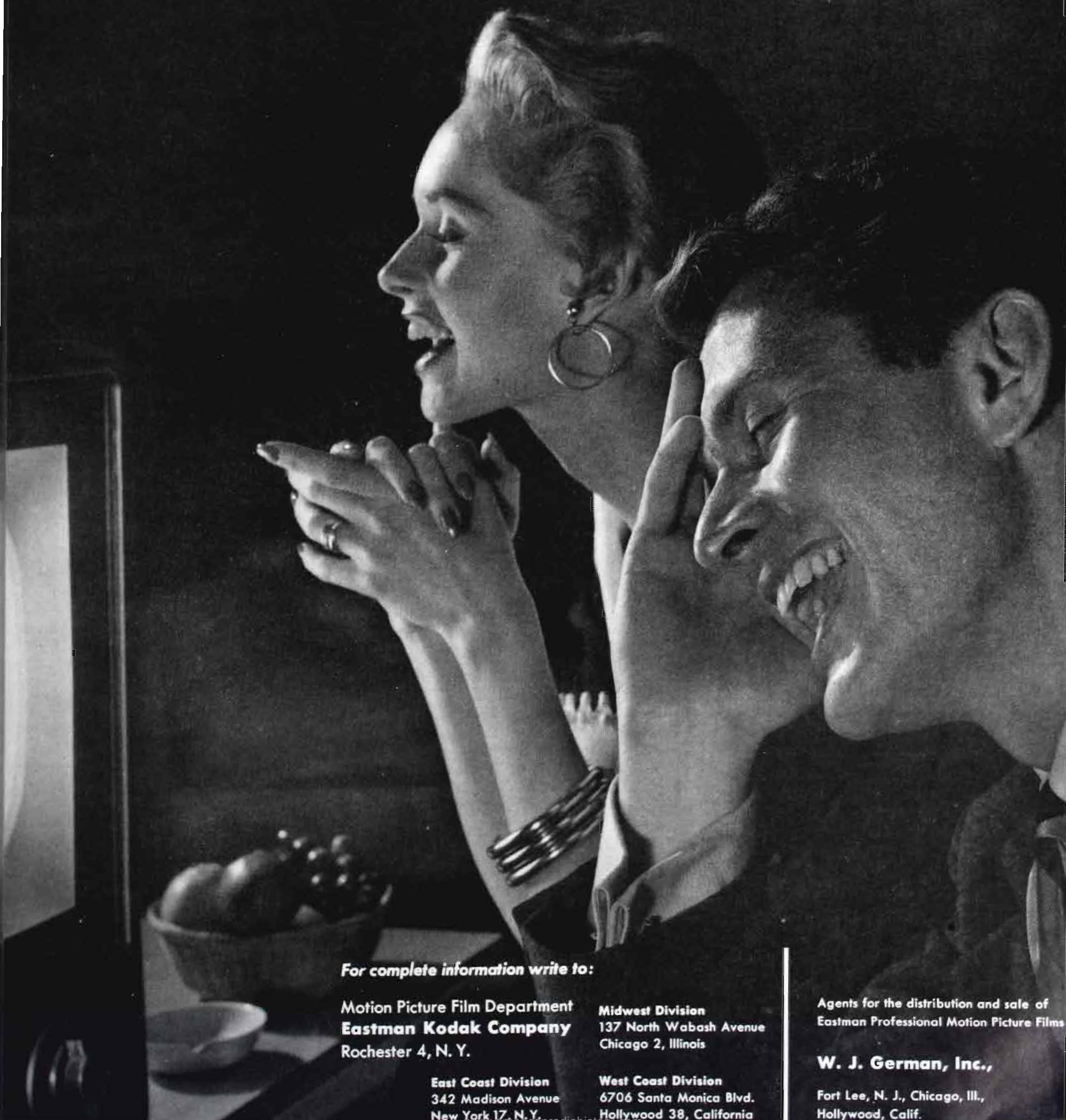
Coverage definition at this time is at best an evaluation of all these factors. Market definition must continually be reviewed because of constant changes in power and antenna height plus new station service in fringe areas of established markets.

The new Nielsen survey to be released after the first of the year will do much to establish coverage patterns in addition to providing information on specific markets and stations.

(Continued on page 22)

Really... it's no laughing matter...

Serious business—this making people laugh.
Uncertain, too—until producers began using film
to precheck. First, each show is carefully rehearsed...
then, filmed and audience-tested in key sales areas. Next, re-edited.
No mistakes (no laugh lapses) about it—you're sure of
every word, every gesture... when you **USE EASTMAN FILM.**



For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

Agents for the distribution and sale of
Eastman Professional Motion Picture Films

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill.,
Hollywood, Calif.



220,000*
TV screens

make a bright
picture for your
advertising
over



**Memphis ONLY
TV Station**

WMC WMCF WMCT

National Representatives The Branham Co.

Channel 5 • Memphis

NBC Affiliate

Owned and operated by
THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and Dumont

*Based on latest
distributors' figures

COVERAGE AREA CHARTS

VHF Channels 2-6

Engineering projection of coverage
prepared by CBS-TV Engineering

GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	7	12	18	21
500	9	16	23	27
700	11	19	27	31
1000	13	23	32	37
*2000	19	34	46	50
*5000	32	55	70	77

GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	22	35	46	50
500	28	43	52	57
700	33	47	58	63
1000	39	54	65	70
*2000	52	69	81	86
*5000	79	100	113	118

0.1 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	30	46	56	60
500	38	52	63	68
700	43	58	69	74
1000	48	65	76	80
*2000	63	81	93	98
*5000	93	113	125	130

(Continued on page 24)

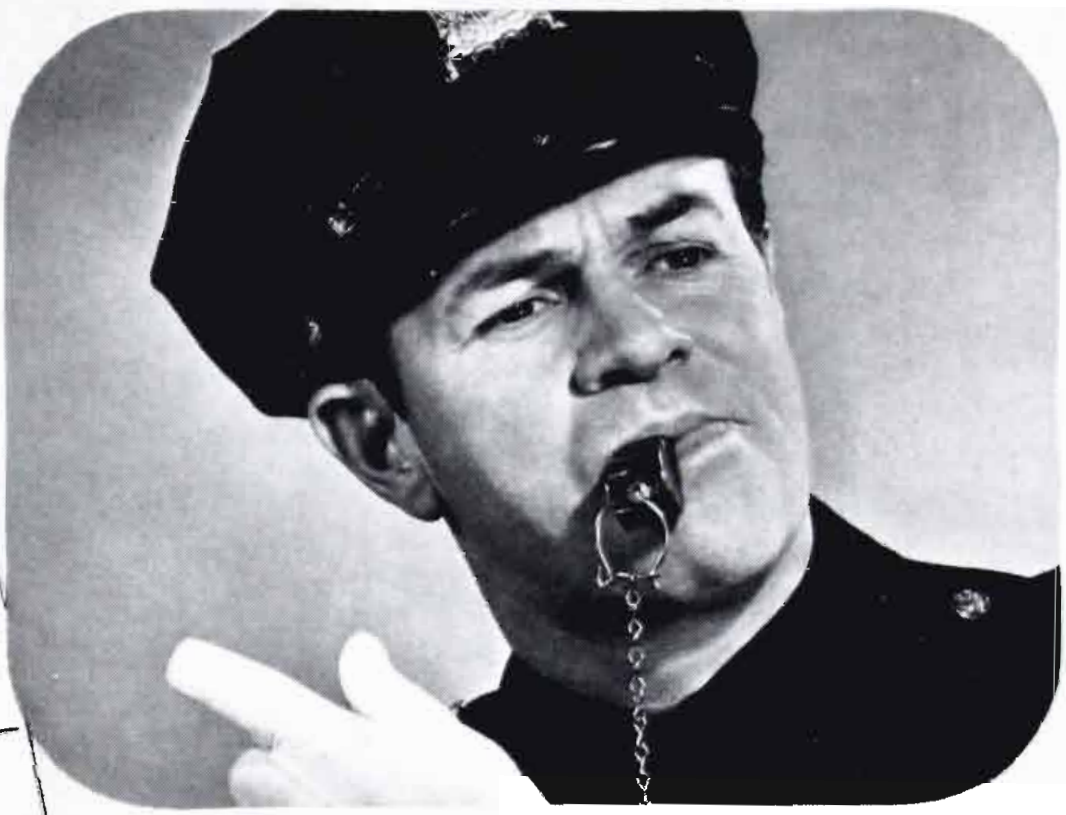
W BROADCASTERS! NEED A ONE-MAN TV EQUIPMENT OPERATION?

See this - MINIMUM REQUIREMENT G-E STUDIO SWITCHING PANEL

STUDIO & TRANSMITTER OPERATION—IN ONE ROOM!

	INPUTS
STUDIO	
Studio Camera Channel or Portable Camera Chain	1
Film Camera Channel	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	2

Six inputs (composite or non-composite) for any equipment combination you need!



Now you can go on the air quickly and at a minimum investment—General Electric has designed a special One-Man TV Operation package just for your purposes! An integral part of this simplified technical facility is the new G-E Studio Switching Panel, Type TC-39-A. If your needs today demand that both studio and transmitter equipment oper-

ate from one room, here is the ideal solution. This panel provides the facilities you need... all the quality necessary for outstanding performance... with a single operator!

Get complete information today! Call your G-E Broadcast representative or write: Section 6083, General Electric Co., Electronics Park, Syracuse, N. Y.

G-E's minimum requirement switching panel offers these features:

- Switches up to six composite or non-composite signals
- Eight position monitor selector switch—one monitor for all, either inputs or outputs
- Two sets of stab amp. controls—local and network
- Two sets of projector start and stop controls
- Provision for adding projector douser control
- Provision for adding slide projector dimmer control
- Two sets of slide projector controls

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

ENGINEERING DIRECTORY

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. Sterling 0111
WASHINGTON, D. C.

PAUL GODLEY CO.

Consulting Radio Engineers

Upper Montclair, N. J.
Labs: Great Notch, N. J.

Phones: Montclair 3-3000
Founded 1926

BERNARD ASSOCIATES

Consulting

Radio and Television Engineers

5010 Sunset Blvd. Normandy 2-6715
Hollywood 27, California

WELDON & CARR

CONSULTING
RADIO & TELEVISION
ENGINEERS

Washington, D. C. Dallas, Texas
1605 Connecticut Ave. 4212 So. Buckner

JANSKY & BAILEY, INC.

*An Organization of
Qualified Radio Engineers*

DEDICATED TO THE
Service of Broadcasting

National Press Bldg., Wash., D. C.

**PAGE, CREUTZ,
GARRISON & WALDSCHMITT**

Consulting Engineers

Bond Building Executive 3-5670
Washington 5, D. C.

TELEVISION MAGAZINE
editorial leader in tv facts
30th year of publication

COVERAGE AREA CHARTS Cont.

**VHF
Channels 7-13**

Engineering projection of coverage
prepared by CBS-TV Engineering

**GRADE A SERVICE CONTOURS
(71db 3.55-MV/M)**

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	7	12.5	18.5	21	25	28
500	9	16.5	24	28	32	35
700	11	20	29	34	37	40
1000	13.5	25	36	40	43	46
*2000	21	40	50	54	59	61
*5000	32	62	76	82	88	91

**GRADE B SERVICE CONTOURS
(56db 0.63 MV/M)**

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	17	28	37	40	43	45
500	22	35	43	46	49	52
700	27	40	48	50	54	57
1000	33	46	54	57	61	63
*2000	47	61	70	74	77	80
*5000	73	91	102	106	110	113

0.2 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	28	40	47	50	54	56
500	35	46	54	57	61	63
700	40	50	59	62	66	69
1000	46	57	66	70	73	75
*2000	61	74	82	87	90	92
*5000	91	106	116	120	125	127

(Continued on page 80)



“more than adver

Over a year
Nashville sta
schedule over
ground Hayne
the schedule
through Bun
in the w
Mills



If you want to grow a similar success story for your station, contact WSM-TV to work with us. We'll show you how Petry Mar can give you the success stories to match the bill.

Channel 4
WSM-TV

1	2	1	1
1	1	1	1

ENGINEERING DIRECTORY

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. Sterling 0111
WASHINGTON, D. C.

PAUL GODLEY CO.

Consulting Radio Engineers

Upper Montclair, N. J.
Labs: Great Notch, N. J.

Phones: Montclair 3-3000
Founded 1926

BERNARD ASSOCIATES

Consulting

Radio and Television Engineers

5010 Sunset Blvd. Normandy 2-6715
Hollywood 27, California

WELDON & CARR

CONSULTING
RADIO & TELEVISION
ENGINEERS

Washington, D. C. Dallas, Texas
1605 Connecticut Ave. 4212 So. Buckner

JANSKY & BAILEY, INC.

*An Organization of
Qualified Radio Engineers*

DEDICATED TO THE
Service of Broadcasting

National Press Bldg., Wash., D. C.

**PAGE, CREUTZ,
GARRISON & WALDSCHMITT**

Consulting Engineers

Bond Building Executive 3-5670
Washington 5, D. C.

TELEVISION MAGAZINE
editorial leader in tv facts
10th year of publication

COVERAGE AREA CHARTS Cont.

**VHF
Channels 7-13**

Engineering projection of coverage
prepared by CBS-TV Engineering

GRADE A SERVICE CONTOURS (71db 3.55-MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	7	12.5	18.5	21	25	28
500	9	16.5	24	28	32	35
700	11	20	29	34	37	40
1000	13.5	25	36	40	43	46
*2000	21	40	50	54	59	61
*5000	32	62	76	82	88	91

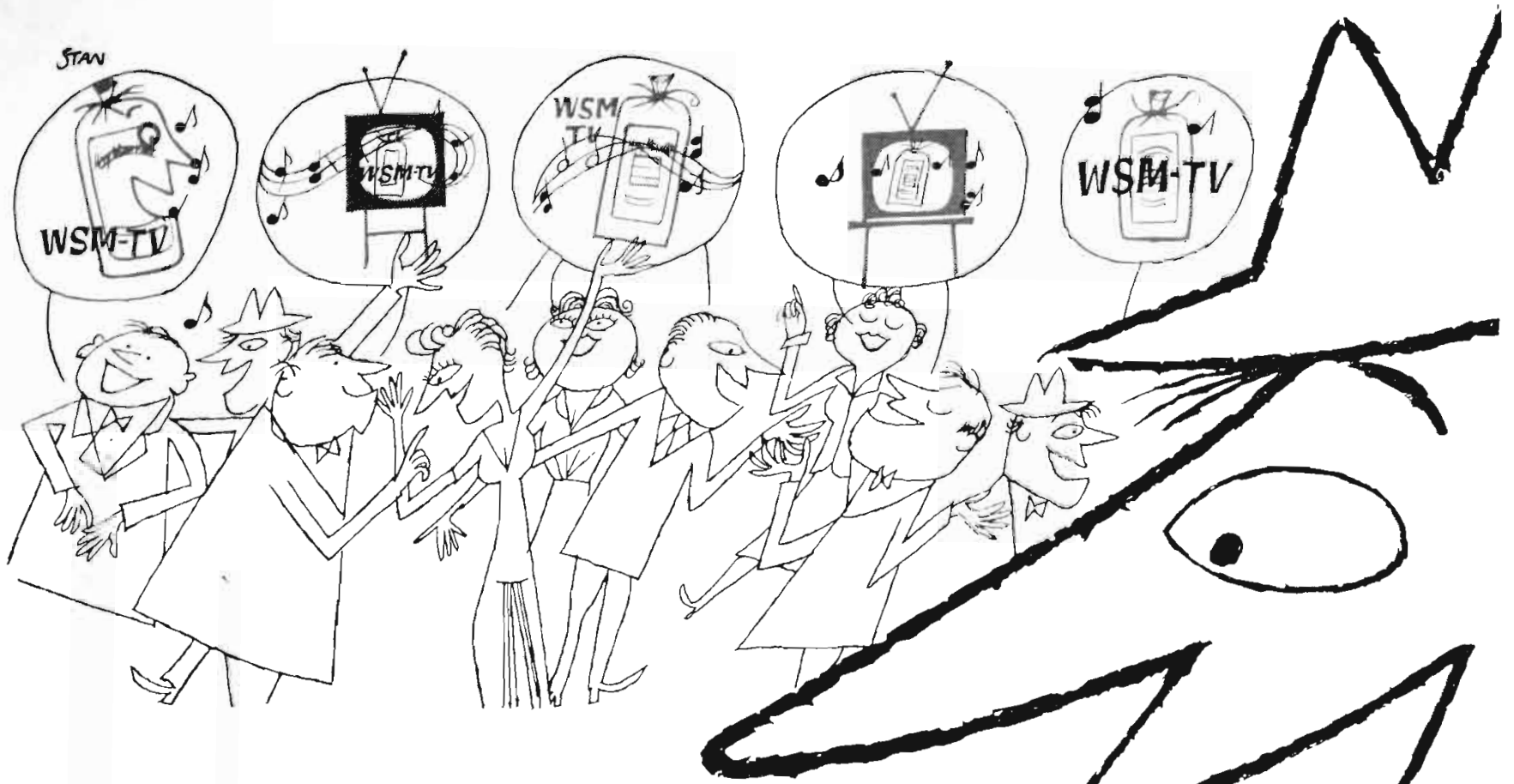
GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	17	28	37	40	43	45
500	22	35	43	46	49	52
700	27	40	48	50	54	57
1000	33	46	54	57	61	63
*2000	47	61	70	74	77	80
*5000	73	91	102	106	110	113

0.2 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	28	40	47	50	54	56
500	35	46	54	57	61	63
700	40	50	59	62	66	69
1000	46	57	66	70	73	75
*2000	61	74	82	87	90	92
*5000	91	106	116	120	125	127

(Continued on page 80)



“more comment than any other advertising”

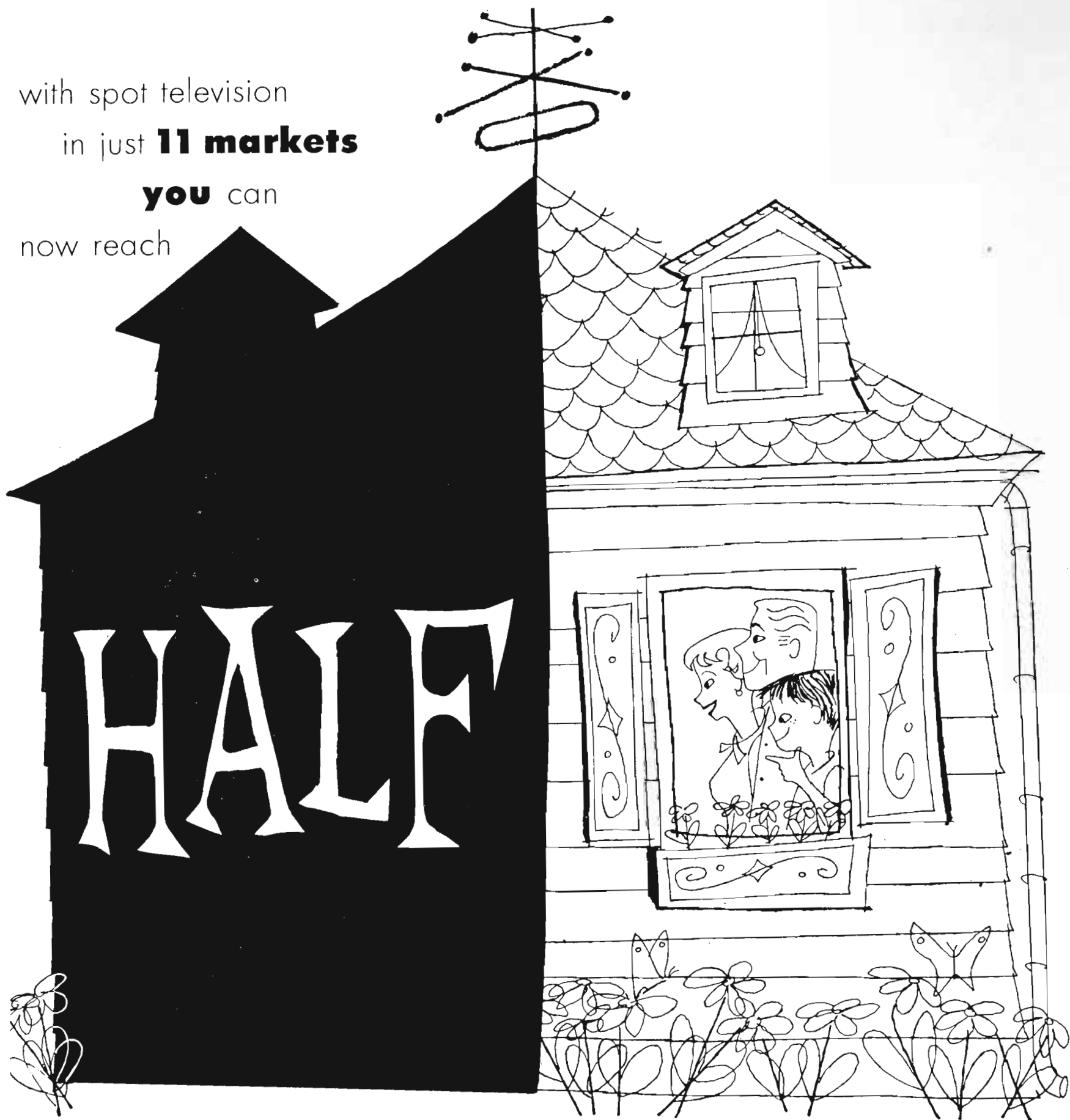
Over a year ago, Haymarket Mills of Nashville started a small announcement schedule over WSM-TV to sell their stone ground Haymarket Corn Meal. Since then, the schedule has been increased several times through Buntin-Smith and Associates. Here, in the words of an official at Haymarket Mills, are the reasons for the increases:

“... these announcements have provoked more comments from dealers and consumers than any other advertising we have used. Our jingle is a familiar tune throughout this area. It is for these reasons that our television schedule has been increased from time to time. WSM-TV now receives more of our annual advertising budget than any other medium.”

If you want to grind out a similar success story for your product, better put WSM-TV to work for you. Irving Waugh or any Petry Man can give you, show you, many success stories to match this one.

Channel 4
WSM-TV
Nashville

with spot television
 in just **11 markets**
you can
 now reach



THE TV HOMES IN THE U.S.

that's **12,550,000** TV families

51.7% of the total television population

And here are the 11 stations that can reach them best:

WNBT *New York*
KNBH *Los Angeles*
WNBQ *Chicago*
WPTZ *Philadelphia*
WBZ-TV *Boston*

WNBK *Cleveland*
KSD-TV *St. Louis*
WNBW *Washington*
WRGB *Schenectady-Albany-Troy*
KPTV *Portland, Ore.*

KONA *Honolulu, Hawaii*

represented nationally by:



SPOT SALES

*30 Rockefeller Plaza, New York 20, N. Y.
 Chicago Cleveland Washington San Francisco
 Los Angeles Charlotte* Atlanta**

*Bonar Lourans Associates

MARKETS: Stations in operation and planned

City	State	Channels Allocated		Stations on Air 8/1/53		Stations Due by Jan. '54		Starting Date Unknown		Channels Un-assigned		City	State	Channels Allocated		Stations on Air 8/1/53		Stations Due by Jan. '54		Starting Date Unknown		Channels Un-assigned	
		VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF			VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF
Abilene	Texas	1				1						Fairmont	W. Va.	1								1	
Akron	Ohio		2		1						1	Fall River	Mass.		3			1					2
Albuquerque	N.M.	3		1		1		1				Fargo	N.D.	1		1							
Alexandria	La.		1						1			Festus	Mo.		1			1					
Allentown-												Flint	Mich.	1	2			1	1				
Bethlehem	Pa.		3		1				1			Fort Dodge	Iowa		1			1					
Altoona	Pa.	1	2		1					2		Fort Lauderdale	Fla.		2		1		1				
Amarillo	Texas	3		2						1		Fort Myers	Fla.	1				1					
Ames	Iowa	1	1		1					1		Fort Smith	Ark.	1	1		1					1	
Ann Arbor	Mich.		1			1						Fort Wayne	Ind.		2			1					1
Asbury Park	N.J.		1				1					Fort Worth	Texas	2	1	1				1		1	1
Asheville	N.C.	1	1							1		Frederick	Md.		1					1			
Ashtabula	Ohio		1								1	Fresno	Calif.	1	3		1			1		1	1
Atlanta	Ga.	3	1	3								Gadsden	Ala.		2					1			1
Atlantic City	N.J.		2		1				1			Galveston	Texas	1	2	1			1				1
Austin	Minn.	1				1				2		Grand Junction	Colo.	1					1		1		1
Austin	Texas	1	2	1					2			Grand Rapids	Mich.	1	1	1				1			1
Bakersfield	Calif.	1	1		1	1						Great Falls	Mont.	2				2					1
Baltimore	Md.	3	2	3				1		1		Green Bay	Wis.	2		1						1	
Bangor	Me.	2		1						1		Greensboro-											
Baton Rouge	La.	1	2		1				1		High Point	N.C.	1	2	1			1					1
Battle Creek	Mich.		2			1					Greenville	N.C.	1				1						
Beaumont-											Greenville	S.C.	1	1		1						1	
Pt. Arthur	Texas	2	1			1				2		Greenwood	S.C.		1					1			
Beckley	W. Va.		1						1		Gulfport	Miss.		1					1				
Belleville	Ill.		1									Hampton	Va.		1				1				
Bellingham	Wash.	1		1							Hannibal	Mo.	1				1						
Beloit	Wis.		1			1					Harrisburg	Ill.		1			1						
Benton Harbor	Mich.		1					1		1	Harrisburg	Pa.		3		2							
Billings	Mont.	2				1		1			Harrisonburg	Va.	1				1						
Binghamton	N.Y.	1	1	1						1	Hazleton	Pa.		1					1				
Birmingham	Ala.	2	2	2				2			Henderson	Ky.		1				1					
Bismarck	N.D.	2				2					Hendersonville	N.C.		1					1				
Bloomington	Ill.		1			1					Holyoke	Mass.		1						1			
Bloomington	Ind.	1	1	1						1	Honolulu	T.H.	5		2	1							2
Boise-Meridian	Idaho	3		1		1		1			Houston	Texas	2	3	1			1		1	2	2	1
Boston	Mass.	3	3	2					1	1	2	Huntington-											
Bridgeport	Conn.		2						1		Ashland	W.Va.	2	1	1				1				1
Brownsville-											Hutchinson	Kan.	1	1	1								1
Harlingen-																							
McAllen	Texas	2	3			1	1			1	2	Idaho Falls	Idaho	2						2			
Buffalo	N.Y.	3	2	1					2	2		Indianapolis	Ind.	3	2	1			1		2		2
Butte	Mont.	2				2						Ithaca	N.Y.		1				1				
Cadillac	Mich.	1				1						Jackson	Mich.		1							1	
Cambridge	Mass.		1						1			Jackson	Miss.	2	2		1					2	1
Camden	S.C.		1									Jacksonville	Fla.	2	2	1			1			1	1
Cape Girardeau	Mo.		1						1			Jamestown	N.Y.		1								
Casper	Wyo.	1						1				Johnson City	Tenn.	1				1					
Cedar Rapids	Iowa	2	1			1				1	1	Johnstown	Pa.	1	1	1						1	1
Chambersburg	Pa.		1									Joliet	Ill.		1							1	
Champaign	Ill.	1																					
Charleston	S.C.	2		1								Kalamazoo	Mich.	1	1	1						1	
Charleston	W. Va.	1	1							1		Kansas City	Mo.	3	2	1	1	2					1
Charlotte	N.C.	2	1	1								Keene	N.H.		1								
Charlottesville	Va.		1									Kingston	N.Y.		1								
Chattanooga	Tenn.	2	2					2		2		Knoxville	Tenn.	2	1							1	2
Cheney	Wyo.	1				1																	
Chicago	Ill.	4	5	4				2		3		Lafayette	Ind.		1		1						
Chico	Calif.	1				1						Lake Charles	La.	1	1				1				1
Cincinnati	Ohio	3	2	3				1		1		Lakeland	Fla.		2						1		1
Clayton	Mo.		1						1			Lancaster	Pa.	1	1	1			1				
Cleveland	Ohio	3	2	3		1				1		Lansing	Mich.	1	1	1			1				
Clovis	N.M.	1										Las Vegas	Nev.	1		1							
Colorado Springs	Colo.	2	1	1		1			1		Lawrence	Mass.		1							1		
Columbia	Mo.	1				1					Lawton	Okla.	1	1	1								1
Columbia	S.C.	1	2			1	1				Lebanon	Pa.		1									
Columbus	Ga.	1	1							1	Lewiston	Me.		1									
Columbus	Miss.		1							1	Lewistown	Pa.		1									
Columbus	Ohio	3	1	3						1	Lima	Ohio		2		1			1				
Dallas	Texas	2	3	2				2		1	Lincoln	Neb.	2	1	2								1
Danville	Ill.		1						1		Little Rock	Ark.	2	2	2	1		1				1	1
Danville	Va.		1								Longview	Texas		1				1					
Davenport-											Los Angeles	Calif.	7	2	7				1				1
Rock Island-											Louisville	Ky.	2	3	2				1				1
Moline	Iowa	2	2	2				1		1	Lubbock	Texas	3	1	2			1					1
Dayton	Ohio	2	1	2						1	Lufkin	Texas	1							1			
Decatur	Ala.		1								Lynchburg	Va.	1	1	1						1		
Decatur	Ill.		2							1													
Denver	Colo.	4	2	2		1		1	2		Macon-												
Des Moines	Iowa	2	2							2	Warner Robbins	Ga.	1	1			1	1					
Detroit	Mich.	3	2	3						2	Madison	Wis.	1	2		2						1	
Dover-Harrington	Del.		1						1		Marion	Ind.		1							1		
Duluth-Superior	Minn.	2	2			1				2	Marion	Va.		1							1		
Durham	N.C.	1	1							1	Marshall	Texas		1								1	
Easton	Pa.		1								Massillon	Ohio		1					1				
Eau Claire	Wis.	1				1					Medford	Ore.		1									
Elkhart	Ind.		1						1		Memphis	Tenn.	3	2	1				1			1	2
Elmira	N.Y.		2			1					Meridian	Miss.	1	1				1	1				
El Paso	Texas	3	2	2		1				2	Miami	Fla.	3	2	1							2	2
Erie	Pa.	1	2	1						2	Miami	Okla.		1									1
Eugene-											Midland	Texas	1						1				
Springfield	Ore.	1	1						1		Milwaukee	Wis.	2	3	1				2				1
Eureka	Calif.	1				1					Minneapolis-												1
Evansville	Ind.	1	1			1				1	St. Paul	Minn.	4	2	2			1	1				1
											Minot	N.D.	2		1								1

Stations operating and planned cont.

City	State	Channels Allocated		Stations on Air 8/1/53		Stations Due by Jan. '54		Starting Date Unknown		Channels Un-assigned		City	State	Channels Allocated		Stations on Air 8/1/53		Stations Due by Jan. '54		Starting Date Unknown		Channels Un-assigned		
		VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF			VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF
Missoula	Mont.	1						1				San Diego	Calif.	2	4	1		1					4	
Mobile	Ala.	2	1	1	1					1		Sandusky	Ohio		1		1							
Monroe	La.	1	1			1	1					San Francisco	Calif.	4	5	3		1		1	1	1	3	
Monterey-Salinas	Calif.	1	1					1	1			San Jose	Calif.	1	2					1		1	1	
Montgomery	Ala.	1	2		1					1	1	San Juan	P.R.	2					1			1		
Mount Airy	N.C.		1					1				San Luis Obispo	Calif.	1		1								
Mt. Washington	N.H.	1						1				Santa Barbara	Calif.	1	2	1							2	
Muncie	Ind.		2		1							Santa Fe	N.M.	1				1						
Muskegon	Mich.		2							1	1	Savannah	Ga.	2				1				1		
Nampa	Idaho	1		1								Schenectady-Albany-Troy	N.Y.	1	3	1		1			2			
Nashville	Tenn.	2	2	1						1	2	Scranton	Pa.	1	2	1	1	1	1					
Neenah	Wis.		1				1					Seattle	Wash.	3	2	1		1		1			2	
New Bedford	Mass.		1				1					Sedalia	Mo.	1					1					
New Britain	Conn.		1		1							Sherman	Texas		1				1					
New Brunswick	N.J.		1					1				Sioux City	Iowa	2	1	1				1		1		
New Castle	Pa.		1		1							Sioux Falls	S.D.	2	1	1					1	1		
New Haven	Conn.	1	1	1				1				South Bend	Ind.		2		1					1	1	
New London	Conn.		2				1			1	1	Spokane	Wash.	3		2	2					1	1	
New Orleans	La.	2	4	1		2		2	2	1		Springfield	Ill.	1	2				1			1	1	
New York-Newark	N.Y.	7	1	7								Springfield	Mass.		1	1	1						1	
Norfolk-Newport News-Portsmouth	Va.	2	3	1			1	1	1	1	1	Stamford	Conn.		1				1				1	
North Adams	Mass.		1					1				St. Cloud	Minn.	1				1					1	
Northampton	Mass.		1					1				St. Joseph	Mo.	1	1			1					1	
Oklahoma City	Okla.	2	2	1			2					St. Louis	Mo.	3	3	1		2				2	1	
Omaha	Neb.	3	2	2						1	2	Stockton	Calif.	1	1			1					1	
Oshkosh	Wis.		1		1							Syracuse	N.Y.	2		2								
Panama City	Fla.	1					1					Tacoma	Wash.	2	1	2							1	
Parkersburg	W. Va.		1				1					Tampa-St. Petersburg	Fla.	2	1		1		1				1	
Pensacola	Fla.	1	2				1	1				Temple	Texas	1	1			1					1	
Peoria	Ill.	1	2		1					1	1	Terre Haute	Ind.	1	1								1	
Philadelphia	Pa.	3	3	3				1		2		Texarkana	Texas	1				1					1	
Phoenix-Mesa	Ariz.	4		2						1		Toledo	Ohio	2		1							1	
Pine Bluff	Ark.	1					1					Topeka	Kan.	1	1			1					1	
Pittsburg	Kan.	1					1					Trenton	N.J.		1									
Pittsburgh	Pa.	2	3	1			3			1		Tucson	Ariz.	3		1		2			1			
Pocatello	Idaho	2						2				Tulare	Calif.		1					1			1	
Poland	Me.	1						1				Tulsa	Okla.	2	2	1							1	
Portland	Me.	2	1							2		Twin Falls	Idaho	1					1		1			
Portland-Vancouver	Ore.	3	2		1	1				2		Tyler	Texas		1				1					
Portsmouth	Ohio		1					1				Utica-Rome	N.Y.	1	1	1					1			
Poughkeepsie	N.Y.		1					1				Valdosta	Ga.		1				1					
Princeton	Ind.		1					1				Victoria	Texas		1						1			
Providence	R.I.	2	1	1				1		1	1	Waco	Texas	1	1				1				1	
Pueblo	Colo.	2	2	2							2	Warren	Ohio		1						1			
Quincy	Ill.	1					1					Washington	D.C.	4		4								
Raleigh	N.C.	1	1		1					1		Waterbury	Conn.		1					1				
Reading	Pa.		2		2							Waterloo	Ind.		1					1				
Reno	Nev.	2	1					1		1	1	Watertown	N.Y.		1					1				
Richmond	Ky.		1					1				Westlaco	Texas	1					1					
Richmond	Va.	2	1	1						1	1	West Palm Beach	Fla.	2	1					1			2	
Roanoke	Va.	2	1	1	1							Wheeling-Steubenville	W.Va.	2	1			1	1				1	
Rochester	Minn.	1		1						1		Wichita	Kan.	2	1				1				2	
Rochester	N.Y.	2	2	1				1	2			Wichita Falls	Texas	2	1	2				1				
Rockford	Ill.	1	1	1	1	1						Wilkes Barre	Pa.		2		1							
Rome	Ga.	1		1								Williamsport	Pa.		1							1		
Roswell	N.M.	1		1								Wilmington	Del.	1	1	1							1	
Sacramento	Calif.	2	2				1	1	2			Winston-Salem	N.C.	1	1			1	1					
Saginaw	Mich.		2		1						2	Worcester	Mass.		2				1				1	
Salem	Ore.		1				1				1	Yakima	Wash.	2		1			1					
Salisbury	Md.		1				1					York	Pa.		2				1					
Salt Lake City	Utah	3	2	2		1					2	Youngstown	Ohio		3	2			1					
San Angelo	Texas	2		1						1	2	Yuba City	Calif.	1							1			
San Antonio	Texas	3	2	2				1		1	1	Yuma	Ariz.	1				1						
San Bernardino	Calif.		2				1				1	Zanesville	Ohio		1				1					

1000 BRAND PREFERENCES

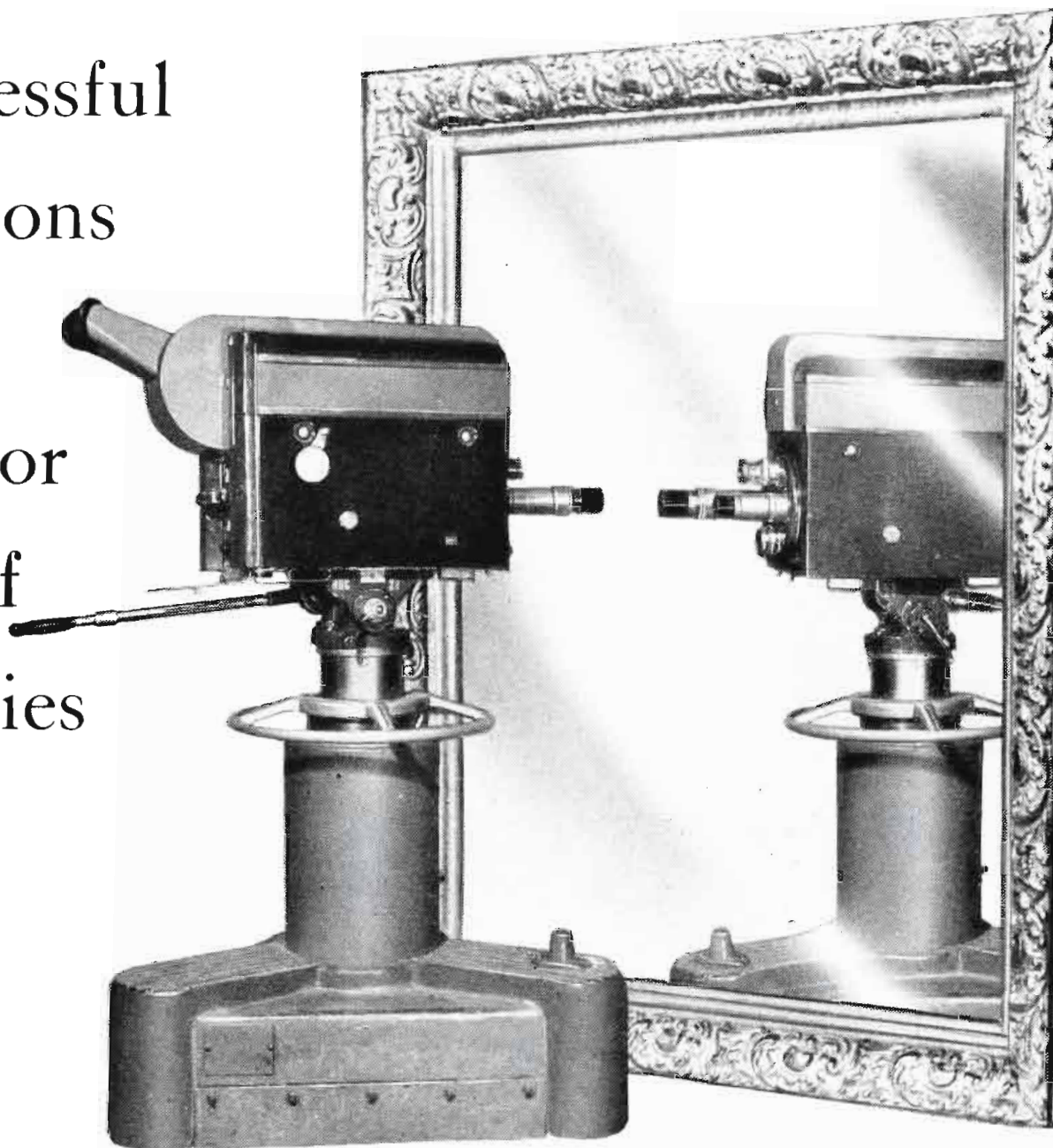
a new continuing study on television effectiveness

every month 1000 personal interviews and pantry checks will be made to determine the relation between program viewing and brand purchasing.

Another TELEVISION MAGAZINE exclusive

10th year of publication

the most successful
television stations
are those that
faithfully mirror
the interests of
the communities
they serve



Many stations, throughout the country, do exactly this. *But* — is the significance of their vital role in the local community, and its reflection in viewer loyalty, amply interpreted... *outside* the market... to national advertisers and agencies?

Your *local* stature is of essential importance to national advertisers and agencies. How well we are competent to reflect it on your behalf is best proven by the list of outstanding television stations we represent.

Harrington, Richter and Parsons, Inc.

New York
Chicago
San Francisco

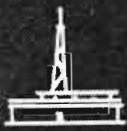
Television station representation—our *only* interest.

W.4AM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WD.4F-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee

Complete market data and circulation for 125 television markets as of July 1st, 1953, a TELEVISION MAGAZINE exclusive.



	No. of TV Markets	No. in top 125	TV Homes	% U.S.A. Total Homes
August 1, 1953	138	94	24,350,067	53.4%
January 1954	225	112	27,600,000	60.2%



	No. Stations Operating	VHF	UHF
August 1953	206	158	48
January 1954	350	205	146

TELEVISION MARKETS

LONG needed were statistics which would enable the advertiser to evaluate his television advertising in terms of specific market coverage for spot buying purposes.

The conception of television markets in terms of "cream markets" or the country's first 125 markets is no longer realistic. Television markets in many cases include more than one "cream market" in their coverage. The county by county breakdown of each TV market on the following pages is therefore most significant to the advertiser who is trying to correlate his distribution and sales picture with his television advertising.

Now for the first time in the history of the industry, the advertising man has available to him for every television market, county by county set circulation, retail, drug and food sales, families, population and effective buying income.

This data represents the total number of television homes which can be reached in every market in the country. If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it.

These estimates cannot be compared to network circulation which is normalized for unduplicated coverage. Because each network has different station line-ups, the networks must be checked for their own coverage patterns and circulation estimates.

Every available source of information on circulation and market coverage has been carefully checked

and rechecked by TELEVISION Magazine's Research Department. But by no means are the statistics presented here considered foolproof.

The problem of defining market coverage is a most difficult task. Signal strength alone is not the answer. Nor Nielsen coverage figures which, being over a year old, are considerably outdated.

Because in so many cases there is no definitive data available, outside of engineering contours and RTMA shipments, market definition has been largely a matter of judgment by our Research Department.

While the statistics on the following pages are for full market coverage, there have been instances where we have not completely applied this principle. For example: Providence and Boston both are within the signal range of each other and there is definite evidence of cross-viewing. In spite of this, we have not included either city in the coverage of the other city. This was decided by our Circulation Committee, based on the fact that an advertiser would not buy Boston with the objective of covering Providence, or vice versa.

On the other hand, Kalamazoo and Grand Rapids are two metropolitan areas, each with only one station and sufficiently close to receive excellent reception. Under these circumstances, the incident of cross-viewing is considerable and an advertiser might buy only one city and still be able to reach a substantial part of the other city's television audience. Therefore, our coverage for these markets includes both cities.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
ALBUQUERQUE, N. M.							
NEW MEXICO							
Bernalillo	14,867	166.5	46.2	\$272,814	\$179,020	\$38,021	\$5,437
Sandoval	358	12.5	2.5	5,157	2,591	610	80
Valencia	824	23.9	5.3	20,053	12,712	3,078	518
Total	16,049	202.9	54.0	\$298,024	\$194,323	\$41,709	\$6,035
ALTOONA, Pa.							
PENNSYLVANIA							
Armstrong (50%)	7,473	40.3	11.4	\$49,586	\$34,405	\$9,335	\$860
Bedford	3,630	40.5	11.1	31,627	29,765	7,485	356
Blair	18,425	138.6	40.3	161,347	130,712	41,362	2,719
Cambria	47,126	208.1	55.0	295,579	178,228	50,430	3,011
Cameron	1,898	7.0	1.9	9,446	7,725	2,416	67
Center	5,848	67.4	16.8	61,510	55,453	14,676	1,487
Clarion	5,034	38.2	10.5	39,406	37,604	9,792	734
Clearfield	9,443	84.4	23.6	88,212	77,185	22,669	1,416
Clinton	2,489	36.8	10.5	41,370	32,377	9,533	596
Cumberland	7,744	99.1	28.7	132,458	94,847	24,716	2,508
Franklin	7,746	77.3	21.7	100,097	80,599	18,593	1,640
Fulton	352	10.4	2.8	6,885	5,471	1,171	89
Huntingdon	3,823	40.4	11.2	39,032	29,042	8,234	343
Indiana	11,570	76.3	20.9	79,746	67,572	16,682	1,345
Jefferson	6,729	48.0	14.0	50,168	42,029	12,648	840
Juniata	629	15.1	4.3	12,985	13,084	2,329	85
Mifflin	3,302	43.7	12.5	52,024	40,256	11,420	1,054
Perry (33%)	957	8.3	2.3	8,745	6,415	1,713	95
Somerset	11,646	81.0	22.1	82,525	67,831	17,964	1,075
MARYLAND							
Allegany	7,461	93.8	26.7	115,850	81,159	25,300	2,515
Total	163,325	1,254.7	348.3	\$1,458,598	\$1,111,759	\$308,468	\$22,835
AMARILLO, Tex.							
TEXAS							
Armstrong	133	2.1	.7	\$3,339	\$1,407	\$289	\$28
Briscoe	39	30.7	.9	5,644	3,252	854	70
Carson	365	6.9	2.0	12,244	6,791	1,420	282
Castro	117	5.7	1.6	12,214	5,282	1,135	61
Deaf Smith	514	10.3	2.9	13,710	14,902	3,577	399
Gray	1,265	25.2	7.8	56,052	37,215	8,686	1,780
Hartley	43	1.8	.6	3,313	515	305	208
Hutchinson	2,869	36.8	10.4	74,513	39,951	11,180	1,771
Moore	767	18.9	5.1	37,269	18,021	5,736	541
Oldham	176	1.7	.4	2,458	1,595	155	33
Parmer	86	6.1	1.8	10,427	5,590	1,291	146
Potter	11,570	79.9	24.8	140,731	160,743	27,469	5,451
Randall	1,527	16.9	5.0	32,208	11,910	2,186	383
Roberts	49	1.0	.3	1,104	745	124	49
Sherman	94	2.5	.6	5,159	6,111	827	84
Swisher	511	8.7	2.4	13,384	11,490	2,248	502
Donley	238	6.1	1.8	7,299	6,233	1,556	222
Total	20,363	261.3	69.1	\$431,068	\$331,753	\$69,038	\$12,010
AMES, Iowa							
IOWA							
Adair	1,645	12.0	4.0	\$13,673	\$9,438	\$1,602	\$226
Audubon	1,623	11.7	3.4	14,330	15,728	2,446	222
Benton	2,274	22.5	7.0	29,120	21,626	4,299	344
Blackhawk	5,058	104.9	31.7	180,077	132,030	25,729	3,450
Boone	4,870	27.6	8.5	40,016	24,550	4,869	608
Bremer	866	18.9	5.7	23,149	22,436	3,858	275
Buchanan	1,916	21.9	5.9	24,954	17,925	3,220	246
Butler	823	17.4	5.4	20,810	20,888	3,082	297
Calhoun	1,202	16.8	5.3	23,175	15,600	3,099	382
Carroll	5,051	22.9	6.4	32,862	32,086	4,940	498
Cerrogordo	1,700	45.8	14.3	72,808	66,207	13,078	1,496
Clarke	488	9.2	3.0	9,972	9,494	2,564	197
Dallas	4,501	23.5	7.7	32,068	26,310	5,865	653
Decatur	618	12.3	3.8	10,039	9,301	2,442	261
Floyd	417	22.0	6.7	31,265	21,912	4,905	547
Franklin	2,761	16.3	5.1	23,859	15,865	2,777	223
Greene	2,868	15.4	4.9	19,930	17,190	3,233	366
Grundy	1,906	13.6	4.3	19,516	13,094	2,171	315
Guthrie	2,684	14.8	4.6	15,001	13,406	2,424	275
Hamilton	3,486	19.7	6.2	26,608	21,036	4,108	502
Hancock	1,092	15.0	4.4	23,221	13,328	2,712	265
Hardin	4,113	22.2	7.3	30,933	30,658	5,427	537
Humboldt	910	13.0	4.0	19,389	13,881	2,666	225
Iowa	1,592	15.6	4.9	19,755	16,964	2,873	296
Jasper	6,927	32.3	10.0	45,902	31,981	8,180	756
Keokuk	1,786	16.8	5.5	17,493	17,149	2,510	290
Kossuth	1,029	26.1	7.3	38,205	24,975	4,524	487
Lucas	637	11.7	3.9	11,359	13,611	3,040	275
Madison	1,678	12.9	4.3	14,521	12,756	2,283	317
Mahaska	2,339	24.4	8.0	28,844	27,639	4,502	732
Marion	5,260	25.6	7.6	29,907	18,161	4,820	482
Marshall	6,905	35.7	11.0	53,248	46,416	9,677	1,117
Monroe	325	11.3	3.4	11,128	8,537	2,219	173
Pocahontas	1,051	15.3	4.6	22,396	14,695	2,939	380
Polk	53,886	232.2	74.3	401,830	325,593	62,076	9,787

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

The South's MOST POWERFUL TV Station

*WSB-TV's high tower-low channel formula
with 100,000 watts has created
one of America's truly great area stations*

The competitive advantage for advertisers in this doubled WSB-TV power best can be answered by a technical man. Ask any qualified television engineer about this formula—100,000 watts of power on Channel 2 from a tower 1062 feet high. Extend your Southern market... get *more* for your money. Get on WSB-TV.

NBC AFFILIATE



Represented by Petry
Affiliated with The Atlanta Journal
and Constitution

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Poweshiek	1,667	19.4	5.7	22,395	19,040	4,207	424
Sac	876	17.3	5.4	25,563	19,303	3,589	381
Story	6,148	45.2	12.9	57,869	44,583	10,814	1,220
Tama	2,923	21.5	6.8	28,443	25,069	4,104	336
Union	2,100	15.2	5.1	18,129	16,468	3,385	456
Wapello	2,037	47.2	15.1	69,089	47,804	10,887	1,584
Warren	2,100	17.6	5.4	20,316	12,195	2,856	202
Wayne	639	11.5	3.9	9,387	9,447	2,071	267
Webster	9,862	44.8	13.6	68,108	59,869	10,551	1,113
Wright	3,354	19.8	6.2	28,138	22,381	4,778	584
Total	165,996	1,238.8	384.5	\$1,776,850	\$1,419,925	\$278,401	\$34,069

ANN ARBOR, Mich.

MICHIGAN

	UHF circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Jackson (10%)	UHF	11.4	3.3	\$17,440	\$13,596	\$3,389	\$520
Lenawee (25%)	circulation	17.2	5.0	23,524	19,050	5,122	542
Livingston (50%)	NA on	14.4	4.2	19,602	14,155	3,463	341
Monroe (25%)	county basis	20.4	5.7	30,958	19,315	5,259	635
Oakland (25%)		112.8	31.6	200,156	107,928	29,932	3,417
Washtenaw		145.4	38.4	205,380	163,623	42,682	7,601
Total	2,381	321.6	88.2	\$497,060	\$337,667	\$89,847	\$13,056

ATLANTA, Ga.

GEORGIA

Baldwin	880	31.1	4.9	\$25,185	\$11,515	\$3,078	\$449
Banks	361	6.6	1.7	2,923	605	276	—
Barrow	1,482	13.3	3.6	10,017	8,844	2,136	291
Bartow	3,394	27.8	7.1	26,948	20,215	4,515	465
Bibbs	6,275	121.9	34.8	166,411	109,674	26,452	3,252
Butts	1,165	9.1	2.2	6,251	3,868	1,096	86
Carroll	4,686	34.0	9.2	26,259	19,409	4,306	586
Catoosa	1,783	15.9	4.1	20,056	4,878	1,896	31
Chatooga	1,599	21.7	5.6	24,724	11,692	2,728	340
Cherokee	2,121	21.1	5.4	17,878	15,112	3,138	245
Clarke	2,162	38.5	10.2	39,918	41,048	9,160	1,088
Clayton	4,835	25.9	6.8	38,044	7,330	2,365	212
Cobb	15,742	69.6	18.8	106,063	52,327	13,326	1,709
Columbia	231	9.5	2.2	8,315	1,927	1,047	61
Coweta	5,259	27.8	7.4	24,089	17,730	4,953	607
Crawford	307	5.9	1.3	3,389	1,793	623	32
Dade	488	7.8	1.7	5,658	2,444	1,149	—
Dawson	320	3.5	.8	1,120	816	213	—
De Kalb	35,258	149.4	43.2	302,048	73,884	26,554	8,020
Douglas	1,580	12.5	3.1	10,592	6,531	1,611	150
Elbert	1,016	18.3	4.8	13,782	9,749	2,470	436
Fannin	1,102	15.2	3.7	13,740	8,875	1,980	122
Fayette	1,346	8.0	1.9	6,555	3,597	1,166	68
Floyd	8,653	64.4	17.0	85,895	54,232	12,114	1,558
Forsyth	1,102	11.1	2.8	3,348	9,881	1,467	52
Franklin	763	14.0	3.6	6,859	7,826	1,443	134
Fulton	109,644	484.9	137.9	769,100	726,784	124,073	18,742
Gilmer	944	9.9	2.4	5,869	5,301	735	175
Glascocok	85	3.4	.8	1,215	574	179	20
Gordon	2,131	19.0	4.9	13,946	8,990	2,515	326
Greene	646	12.6	3.2	8,776	6,938	2,019	301
Gwinnett	3,594	33.0	8.7	31,069	18,166	3,863	498
Habersham	1,273	16.9	4.3	12,729	10,150	2,612	285
Hall	7,282	41.2	10.9	40,728	49,032	7,826	1,027
Hancock	434	10.6	2.4	4,094	5,157	1,437	59
Haralson	1,814	14.9	3.8	12,768	8,249	1,777	171
Harris	1,463	11.3	2.7	7,230	3,139	1,544	103
Hart	763	14.2	3.6	7,625	5,422	1,287	94
Heard	817	6.8	1.6	3,391	1,448	280	29
Henry	2,903	16.0	3.8	9,945	5,792	1,533	112
Houston	880	24.8	6.4	30,591	10,378	3,458	510
Jackson	1,982	18.7	4.8	13,562	9,861	2,532	232
Jasper	383	7.3	1.8	4,054	3,437	586	86
Jefferson	488	18.5	4.6	8,886	7,868	1,761	379
Jones	329	7.3	1.8	4,951	1,228	512	—
Lamar	1,323	9.8	2.5	9,782	4,488	1,647	160
Laurens	1,327	33.2	8.3	21,243	20,192	4,603	572
Lincoln	285	6.2	1.4	3,794	3,777	1,557	68
Lumpkin	592	6.8	1.5	3,391	2,610	619	34
Macon	798	13.9	3.4	5,502	6,893	2,110	203
Madison	633	11.9	3.0	6,722	2,325	819	54
Marion	149	6.5	1.4	2,692	1,746	782	49
Meriwether	3,692	20.3	5.2	14,901	8,359	2,689	342
Monroe	1,323	10.5	2.5	7,908	5,416	2,007	170
Morgan	614	11.4	2.9	6,221	6,235	2,025	199
Murray	1,092	10.8	2.5	7,324	2,929	609	58
Muscogee	4,752	130.8	34.6	185,483	125,852	30,066	3,140
Newton	3,964	20.4	5.2	21,126	13,910	4,297	383
Oglethorpe	469	9.5	2.3	4,919	1,829	995	45
Pauling	1,431	11.5	3.0	6,928	3,207	849	56
Peach	700	11.9	3.0	7,729	8,440	2,422	255
Pickens	858	8.8	2.2	7,042	6,303	730	100

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Pike	1,061	8.3	2.0	4,378	1,457	567	25
Polk	3,815	31.1	8.0	31,612	19,664	5,931	673
Putnam	329	7.5	1.8	5,721	4,197	1,021	162
Rockdale	1,602	8.7	2.1	7,865	4,343	1,142	49
Spalding	4,610	31.7	8.7	39,406	25,885	6,944	836
Stephens	1,336	17.4	4.5	17,034	12,853	3,177	443
Talbot	975	7.6	1.8	3,578	1,758	465	50
Taliaferro	203	4.4	1.0	2,029	1,105	418	25
Taylor	538	8.9	2.3	4,019	3,685	1,039	99
Troup	5,376	50.8	13.7	67,208	46,285	13,225	1,316
Union	510	7.3	1.7	3,296	2,962	716	83
Upton	3,518	24.9	6.5	29,998	17,694	6,423	538
Walker	1,263	40.0	10.8	49,340	21,999	5,598	965
Walton	3,888	20.1	5.1	14,946	12,385	3,768	342
Warren	225	8.7	2.1	4,262	3,226	751	80
Washington	541	20.4	5.1	8,447	8,377	2,305	296
White	412	5.9	1.4	2,387	2,064	642	34
Whitfield	4,220	36.8	9.7	42,602	26,610	7,759	818
Wilkes	624	12.1	3.1	6,498	7,248	1,897	306
Wilkinson	256	9.5	2.4	7,512	3,185	1,242	98

ALABAMA

Chambers	1,592	38.9	10.1	38,792	11,755	4,089	652
Cherokee	1,042	16.9	4.1	9,934	4,967	1,290	101
Cleburne	741	11.7	2.9	6,284	3,344	1,141	66
De Kalb	1,251	45.4	11.7	22,451	19,160	5,085	420
Randolph	1,400	21.9	5.5	14,183	10,672	3,155	224

SOUTH CAROLINA

Abbeville	652	22.4	5.6	20,776	11,852	3,668	414
Anderson	5,025	90.6	23.7	106,841	66,981	16,507	1,851
Greenwood	1,149	41.5	11.0	56,952	38,958	9,457	1,349
Pickens	1,168	40.1	10.2	46,492	21,513	7,018	727

NORTH CAROLINA

Cherokee	687	18.6	4.3	10,028	8,716	1,947	100
Clay	212	6.1	1.3	2,864	837	226	99
Macon	627	16.5	3.9	9,545	6,367	1,451	222
Total	316,615	2,622.1	691.3	\$3,007,583	\$2,050,331	\$470,681	\$62,494

ATLANTIC CITY, N. J.

NEW JERSEY

Atlantic	UHF	138.9	43.2	\$194,906	\$212,874	\$54,444	\$6,641
Burlington	circulation	151.4	37.8	202,241	120,157	36,095	2,758
Cape May	NA on	40.2	13.1	49,618	61,961	19,353	1,334
Cumberland	county basis	95.2	28.3	128,796	108,097	29,184	2,047
Gloucester		99.7	29.5	158,453	76,229	23,682	1,906
Ocean (50%)		31.7	10.3	42,887	54,890	18,261	1,411
Total		14,567	557.1	\$776,901	\$634,209	\$181,021	\$16,097

AUSTIN, Tex.

TEXAS

Austin	837	14.6	4.5	\$13,816	\$14,713	\$3,368	\$288
Bastrop	1,989	19.6	5.6	14,438	13,046	4,349	74
Bell	3,140	86.0	21.6	93,809	64,842	16,324	2,233
Blanco	321	3.9	1.3	3,588	3,802	1,334	50
Brazos	1,311	41.4	11.0	46,254	39,371	9,281	1,283
Burleson	428	12.5	3.6	8,216	8,284	2,774	223
Burnet	368	10.6	3.1	10,311	6,836	1,412	238
Caldwell	1,877	18.9	5.2	17,635	18,232	3,783	411
Colorado	1,836	17.9	5.3	18,833	24,926	5,266	416
Comal	1,188	17.7	5.0	23,503	21,045	4,460	553
Fayette	1,008	23.9	7.0	16,974	23,002	4,697	683
Gillespie	369	10.6	3.3	10,451	12,349	2,672	227
Gonzales	690	20.7	5.5	16,050	34,115	6,072	391
Guadalupe	2,105	25.8	7.0	25,097	23,464	6,283	483
Hays	1,087	18.8	4.6	14,079	13,701	4,185	519
Kendall	874	5.6	1.7	5,744	5,942	1,501	222
Lavaca	767	21.7	6.2	18,547	12,369	4,728	236
Lee	1,006	10.0	2.8	6,970	8,912	2,022	188
Milam	1,113	22.5	6.5	14,492	21,186	5,873	738
Robertson	359	19.4	5.3	11,983	14,782	4,579	534
Travis	16,775	176.3	46.2	243,424	182,914	38,800	7,294
Washington	1,278	20.1	5.9	14,275	16,714	3,957	438
Williamson	4,003	38.9	11.1	37,840	35,765	8,755	955
Total	43,729	657.4	179.3	\$686,329	\$620,372	\$146,475	\$18,677

BALTIMORE, Md.

MARYLAND

Anne Arundel	30,010	131.4	32.8	184,272	72,943	24,904	2,563
Baltimore	343,762	1,301.8	367.5	1,954,471	1,403,605	382,451	48,485
Caroline	4,087	19.2	5.7	14,254	25,398	4,781	466
Carroll	9,363	47.5	12.0	46,274	39,429	7,965	903
Cecil	7,724	36.9	9.4	37,750	25,685	8,794	365
Dorchester		29.0	8.4	21,188	22,607	6,741	468
Frederick	13,513	69.1	18.3	76,716	57,583	13,747	1,292
Harford	12,892	59.7	15.5	60,320	45,322	12,507	1,037
Howard	5,072	26.0	6.5	28,812	10,737	2,201	279
Kent	3,016	14.4	4.2	9,647	13,249	3,574	313

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Montgomery	46,956	190.1	52.5	435,251	172,076	42,638	4,745
Prince Georges	56,921	235.1	61.5	429,461	112,332	42,479	3,982
Queen Annes		15.2	4.4	8,697	11,283	3,357	207
St. Marys	5,213	35.8	7.7	30,953	19,918	7,433	223
Talbot	4,451	20.5	6.2	17,483	29,240	6,002	1,106
Washington	14,294	84.2	23.8	106,339	74,256	20,630	1,980
Wicomico	3,830	42.6	12.7	39,417	49,768	9,241	945

DELAWARE

Kent	11,054	42.1	12.5	46,203	62,117	9,975	1,306
Sussex	14,205	65.3	19.8	64,780	126,662	17,302	1,815

PENNSYLVANIA

Adams	3,638	45.1	12.5	47,751	46,588	10,302	899
York	46,834	208.2	61.7	327,316	216,431	55,272	3,653
Total	645,674	2,719.2	755.6	3,987,755	2,637,229	692,296	77,032

BANGOR, Me.

MAINE

Hancock	1,656	33.9	9.8	\$34,820	\$24,107	\$9,375	\$430
Kenebec	2,729	82.5	22.9	114,392	82,623	23,434	1,991
Knox	997	27.3	8.7	31,911	26,881	8,238	546
Lincoln	463	17.6	5.4	16,951	19,215	5,963	266
Penobscot	7,434	115.8	28.2	142,635	115,581	30,250	2,625
Piscataquis	1,330	17.4	5.3	20,785	14,989	4,845	557
Somerset (50%)	765	19.4	5.6	22,677	13,723	4,807	388
Waldo	761	20.9	6.2	17,989	14,824	4,707	269
Washington	544	33.7	10.0	30,731	22,214	7,829	606
Total	16,679	368.5	102.0	\$432,690	\$334,156	\$99,447	\$7,675

BATON ROUGE, La.

LOUISIANA

Ascension	UHF	22.9	5.9	\$17,954	\$12,101	\$3,236	\$323
East Baton Rouge	circulation	183.4	50.5	326,085	170,715	32,726	6,345
East Feliciana	NA on	19.6	3.4	10,251	5,673	1,793	113
Iberville	county basis	26.6	7.2	20,306	13,699	3,800	297
Livingston		20.8	5.5	18,619	11,492	4,550	217
Pointe Coupee		21.8	5.5	13,150	8,829	1,717	258
St. Helena		9.2	2.2	5,087	1,745	582	31
West Baton Rouge		11.9	3.2	9,456	5,003	1,870	137
West Feliciana		9.9	1.7	5,570	1,989	660	52
Total		17,069	326.1	\$426,478	\$231,246	\$51,934	\$7,773

BATTLE CREEK, Mich.

MICHIGAN

Barry	UHF	27.5	8.5	\$32,094	\$24,906	\$7,260	\$762
Branch (50%)	circulation	15.9	4.7	19,104	16,007	4,013	431
Calhoun	NA on	130.3	37.8	188,049	158,940	41,220	5,991
Eaton	county basis	42.1	12.9	53,634	36,489	10,140	1,244
Hillsdale (25%)		8.3	2.5	8,817	7,898	1,764	143
Jackson (25%)		24.4	8.2	43,601	33,989	8,473	1,300
Kalamazoo		136.0	40.2	217,142	155,558	37,463	6,374
St. Joseph (25%)		9.1	3.9	11,592	10,278	2,544	292
Total		2,599	393.6	\$574,033	\$444,065	\$112,877	\$16,537

BELLINGHAM, Wash.

WASHINGTON

San Juan	323	3.2	1.2	\$3,509	\$2,422	\$697	\$40
Skagit (50%)	1,931	43.4	13.6	56,872	60,373	15,339	1,196
Whatcom	2,444	66.5	21.9	94,696	77,134	16,533	1,733
Total	4,698	113.1	36.7	\$155,077	\$139,929	\$32,569	\$2,969

BETHLEHEM-ALLENTOWN, Pa.

PENNSYLVANIA

Bucks	UHF	158.0	45.3	\$267,341	\$142,846	\$40,978	\$2,854
Lehigh	circulation	201.1	57.7	337,854	235,744	51,480	4,071
Northampton	NA on	186.9	52.8	308,261	214,535	66,235	5,163
	county basis						
Total		4,720	546.0	\$913,456	\$593,125	\$158,693	\$12,088

BINGHAMTON, N. Y.

NEW YORK

Broome	33,031	191.5	56.6	\$343,249	\$218,973	\$55,471	\$5,577
Chemung	5,019	91.0	27.8	137,842	118,690	27,668	2,276
Chenango	5,263	40.3	12.1	51,332	39,413	10,351	564
Cortland	7,862	38.3	11.4	47,521	47,852	11,055	601
Delaware	3,587	45.4	13.5	52,669	52,955	11,279	1,052
Otsego	7,736	52.1	16.2	63,832	61,494	16,148	1,370

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Schuyler	2,536	14.7	4.5	16,353	15,730	3,509	305
Sullivan	8,827	41.8	13.0	50,523	79,222	25,526	2,225
Tioga	4,786	31.1	9.6	38,103	31,246	8,557	525
Tompkins	6,208	63.6	17.2	84,041	66,618	16,814	1,415
PENNSYLVANIA							
Bradford	5,326	51.7	15.2	52,673	45,066	11,134	887
Lackawanna	25,796	250.6	71.5	347,580	232,817	68,035	5,040
Luzerne	25,890	382.5	106.1	542,838	361,526	99,769	7,001
Susquehanna	3,872	31.3	8.9	32,288	24,055	7,638	245
Sullivan	716	6.5	1.8	6,104	5,011	1,783	39
Tioga	1,114	35.7	10.5	35,887	31,385	7,290	495
Wayne	2,376	28.2	8.0	27,604	27,186	6,733	420
Wyoming	2,090	16.7	4.8	14,801	16,353	4,096	161
Total	152,036	1,413.0	408.7	\$1,945,240	\$1,475,592	\$392,856	\$30,298

BIRMINGHAM, Ala.

ALABAMA							
Bibb	1,860	17.3	4.2	\$9,730	\$8,160	\$2,067	\$161
Blount	1,881	29.0	7.3	14,079	11,104	3,189	230
Calhoun	6,885	83.6	21.6	102,574	66,496	19,559	1,964
Chambers	1,548	38.9	10.1	38,792	11,755	4,089	652
Cherokee	1,624	16.9	4.1	9,934	4,967	1,290	101
Chilton	1,541	26.4	6.8	15,303	11,716	3,225	369
Clay	771	13.4	3.4	7,307	5,351	1,696	207
Cleburne	719	11.7	2.9	6,284	3,344	1,141	66
Coosa	636	11.4	2.8	7,971	4,183	1,683	140
Cullman	4,634	49.2	12.2	33,556	20,946	6,415	556
Dallas	1,624	55.9	14.4	39,998	38,189	9,465	1,239
De Kalb	1,213	45.4	11.7	22,451	19,160	5,085	420
Etowah	6,916	99.1	26.9	118,775	80,321	21,431	2,180
Franklin	873	25.4	6.5	16,449	14,138	4,012	387
Fayette	1,165	18.9	4.8	10,477	8,422	2,083	171
Hale	328	19.8	4.8	6,240	7,336	2,014	221
Jackson	668	38.1	9.3	20,463	14,958	3,117	366
Jefferson	96,109	582.7	162.9	860,648	586,202	144,185	14,583
Lamar	381	15.7	4.0	8,035	4,893	1,391	491
Lawrence	302	26.9	6.4	12,840	7,434	2,732	322
Lee	1,223	45.9	10.8	40,700	29,285	8,504	1,129
Marshall	2,726	45.3	11.9	30,895	35,997	7,499	984
Marion	905	27.1	6.8	14,555	12,329	3,414	298
Montgomery	3,893	142.5	39.5	178,752	139,582	30,379	3,708
Morgan	1,923	53.8	14.8	44,498	44,309	12,263	917
Perry	597	19.1	4.4	8,961	8,531	2,032	1,144
Randolph	1,356	21.9	5.5	14,183	10,672	3,155	224
St. Clair	1,695	26.6	6.6	21,756	10,618	3,959	367
Shelby	3,360	30.6	7.6	19,567	12,432	5,681	334
Tallapoosa	5,960	34.4	9.0	30,503	21,654	6,501	900
Tuscaloosa	2,630	98.2	23.3	90,366	61,236	17,263	2,206
Walker	5,622	63.1	16.1	46,236	39,176	14,866	958
Winston	1,715	18.2	4.5	10,698	8,016	2,010	235
MISSISSIPPI							
Itawamba	452	17.0	4.4	10,728	3,069	1,153	27
Total	165,738	1,869.4	492.3	\$1,924,304	\$1,365,981	\$358,548	\$38,257

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

WNBF-TV

the right spot for your spot **ADVERTISING**

the only VHF station serving Southern New York and Northern Pennsylvania — steadily beaming a powerful 200,000 watts to all or part of 28 counties. Estimated 1952 effective buying income over \$2,000,000,000.*

* Sales Management's "Survey of Buying Power" as of May 10, 1953

200 KW **WNBF-TV** CH. 12

Binghamton, N. Y.

National Representative: The Bolling Co.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
BLOOMINGTON, Ind.							
INDIANA							
Bartholomew	10,624	44.4	13.6	\$60,721	\$33,976	\$8,523	\$872
Boone	6,861	25.0	8.1	35,740	31,207	5,927	879
Brown	902	6.0	1.7	5,281	2,500	964	51
Clay	3,520	24.0	8.0	30,553	17,607	5,201	541
Crawford	1,110	9.4	2.8	5,608	4,901	1,113	99
Daviess	3,212	27.4	8.1	30,997	25,192	5,443	570
Decatur	3,573	18.7	5.6	22,333	17,719	3,702	372
Dubois	737	24.7	6.7	36,612	23,649	4,357	533
Greene	3,457	27.8	9.3	29,260	21,322	6,037	633
Hancock	4,476	21.4	6.9	32,953	18,420	4,826	413
Harrison	2,056	18.5	5.2	19,181	11,183	2,258	150
Hendricks	5,807	26.3	8.0	42,984	15,831	3,405	690
Jackson	4,641	29.1	8.8	33,379	29,579	6,656	499
Jennings	2,729	15.9	4.0	14,496	10,329	2,635	175
Johnson	6,169	27.8	8.5	41,056	24,509	6,108	829
Knox	5,805	44.2	13.9	57,661	48,957	10,659	1,271
Lawrence	4,785	35.1	10.6	45,791	31,797	7,685	927
Marion (33%)	45,883	194.5	60.8	375,912	256,680	55,198	11,200
Martin	1,198	11.2	3.2	12,671	6,026	1,837	208
Monroe	10,008	53.0	14.0	58,287	41,180	10,027	1,638
Montgomery	6,015	29.9	9.6	42,745	31,954	7,417	824
Morgan	5,586	25.2	7.7	30,493	21,252	5,891	473
Orange	2,056	17.1	5.2	13,974	11,426	3,197	463
Owen	1,386	12.1	3.7	11,413	7,121	1,962	213
Parke	1,836	15.6	4.9	17,893	11,534	2,798	341
Perry	2,024	17.8	5.1	20,976	14,034	3,726	356
Pike	1,825	14.9	4.6	14,978	11,660	3,108	92
Putnam	2,947	23.7	6.7	23,318	23,907	4,729	607
Rush	3,827	20.3	6.0	28,061	20,091	3,696	390
Scott	2,254	12.7	3.8	13,166	12,584	3,572	179
Shelby	6,103	29.2	9.4	42,205	28,719	6,319	707
Sullivan	2,430	23.6	7.9	23,724	19,506	5,391	410
Vermillion	2,651	21.3	7.1	24,097	17,910	4,904	480
Vigo	11,964	108.5	35.1	161,958	122,200	27,710	3,811
Warrick	747	22.6	6.8	26,635	18,185	4,646	309
Washington	3,025	17.0	5.1	15,499	19,349	2,419	251
ILLINOIS							
Clark	1,066	17.0	5.7	19,304	18,413	3,762	302
Crawford	1,342	21.2	7.2	30,736	21,552	5,093	456
Edgar	2,519	23.7	7.8	28,560	25,890	5,723	856
Edwards	417	9.0	2.9	10,221	9,931	1,611	122
Lawrence	935	20.5	6.5	27,935	17,418	4,213	425
Jasper	725	12.1	3.9	11,620	9,497	2,079	68
Richland	814	16.8	5.7	20,838	18,696	4,086	418
Wabash	671	14.9	4.7	20,042	16,657	3,865	319
Total	192,739	1,231.1	380.9	\$1,671,867	\$1,202,050	\$274,472	\$35,422
BOSTON, Mass.							
MASSACHUSETTS							
Barnstable	9,757	49.1	15.8	\$64,172	\$79,229	\$24,310	\$2,717
Bristol	105,439	388.8	116.4	544,449	364,889	111,936	12,204
Dukes	1,098	5.7	1.8	6,206	7,656	3,211	411
Essex	153,647	532.2	160.2	819,521	545,974	172,164	16,659
Middlesex	262,562	1,091.6	304.2	1,834,322	943,266	307,457	33,781
Nantucket	679	3.5	1.1	4,193	7,685	2,485	297
Norfolk	105,065	411.8	116.0	768,875	355,519	113,994	12,655
Plymouth	52,080	196.4	59.6	278,113	202,851	61,462	5,456
Suffolk	220,352	896.3	255.3	1,408,374	1,375,513	315,256	37,454
Worcester	131,372	557.8	160.1	841,950	608,145	175,306	15,499
MAINE							
Cumberland	6,939	168.0	49.0	241,547	189,164	55,680	5,017
York	11,704	92.4	26.8	130,485	72,888	26,455	2,013
NEW HAMPSHIRE							
Cheshire	4,562	39.9	11.9	53,113	34,217	11,898	924
Hillsborough	31,898	160.6	47.5	231,035	174,405	54,539	3,702
Merrimack	9,157	63.9	17.9	86,750	58,176	16,315	1,987
Rockingham	17,036	72.7	21.9	100,660	70,360	23,771	1,769
Strafford	8,580	53.0	14.9	71,264	51,068	15,915	1,718
Total	1,131,928	4,783.7	1,380.4	\$7,485,029	\$5,141,005	\$1,492,154	\$154,263
BRIDGEPORT, Conn.							
CONNECTICUT							
Fairfield	UHF	528.3	153.0	\$1,096,559	\$726,709	\$210,653	\$21,596
New Haven	circulation NA on county basis	560.1	163.1	1,085,430	674,062	184,192	20,648
NEW YORK							
Suffolk		296.6	80.7	479,697	330,776	103,332	7,595
Total	17,209	1,385.0	396.8	\$2,661,686	\$1,731,547	\$498,177	\$49,839

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of \$3,800,000,000.

The Television Service of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
BUFFALO, N. Y.							
NEW YORK							
Alleghany	3,393	44.8	13.2	\$53,452	\$39,391	\$11,093	\$5,292
Cattaraugus	9,956	79.6	23.6	106,496	88,842	23,063	2,310
Chautauqua	23,181	137.4	44.2	201,579	173,596	46,260	3,623
Erie	258,527	929.2	270.3	1,666,985	1,094,514	283,415	27,900
Genesee	10,511	48.9	14.2	74,072	57,025	12,897	1,122
Niagara	49,171	199.9	58.3	335,039	213,234	53,857	5,076
Orleans	6,479	30.5	9.4	39,828	32,938	9,133	685
Wyoming	4,010	33.6	9.5	42,244	34,135	7,425	660
Total	365,228	1,503.9	442.7	\$2,519,695	\$1,733,675	\$447,143	\$46,668

CHARLESTON, S. C.

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
SOUTH CAROLINA							
Beaufort	380	28.0	6.4	\$17,861	\$13,025	\$3,702	\$284
Berkeley	229	31.0	6.7	17,662	8,889	3,186	130
Charleston	5,244	169.6	45.9	220,558	144,172	38,686	4,510
Clarendon (50%)	79	16.2	3.3	8,116	5,341	1,353	154
Colleton	391	28.4	7.1	16,181	14,939	2,896	615
Dorchester	376	23.0	5.6	14,672	11,209	3,595	397
Georgetown (50%)	181	16.4	3.8	4,855	9,756	2,998	318
Orangeburg (50%)	403	34.8	8.0	26,909	19,048	4,789	559
Williamsburg (50%)	131	22.2	4.6	10,296	9,841	2,538	208
Total	7,414	369.6	91.4	\$337,110	\$236,220	\$63,743	\$7,175

CHARLOTTE, N. C.

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
NORTH CAROLINA							
Alexander	1,646	14.9	3.5	\$10,713	\$6,232	\$1,386	\$103
Anson	3,174	26.8	6.2	17,373	13,955	3,093	361
Ashe	1,002	22.1	5.1	10,136	6,884	1,323	106
Avery	807	13.4	3.1	7,621	3,711	1,030	103
Buncombe	5,859	127.2	33.8	159,908	113,827	24,507	4,156
Burke	7,076	47.5	11.0	51,861	20,621	4,858	575
Cabarrus	7,972	65.7	17.0	89,175	54,895	15,690	1,655
Caldwell	5,015	45.5	10.7	48,576	24,871	7,541	671
Catawba	10,806	64.9	16.8	79,039	49,184	11,815	1,131
Cleveland	8,722	66.3	16.0	66,158	40,847	9,447	821
Davidson	5,530	65.1	16.9	75,382	44,187	10,848	919
Davie	1,952	5.5	1.3	4,224	3,276	1,145	95
Forsyth	18,294	151.2	40.9	203,741	122,839	26,615	3,766
Gaston	17,424	118.1	29.6	153,224	85,339	23,407	2,538
Haywood	1,288	38.7	9.8	44,394	22,708	4,146	897
Henderson	2,158	32.3	9.0	28,995	25,094	6,267	724
Iredell	5,038	57.9	14.9	62,382	39,989	10,510	1,102
Lincoln	3,707	28.1	6.8	25,224	16,645	3,649	101
McDowell	4,188	26.8	6.5	26,743	15,057	4,180	569
Mecklenburg	37,793	210.3	55.9	325,307	244,650	47,390	6,692
Mitchell	939	15.1	3.6	8,735	6,103	1,114	140
Montgomery	1,262	17.7	4.3	13,594	10,733	2,990	202
Polk	1,998	11.8	3.1	8,831	5,384	2,054	92
Richmond	2,974	40.5	10.1	48,091	34,311	10,225	761
Robeson	1,211	91.3	19.6	68,328	57,048	11,204	1,625
Rowan	10,382	77.5	20.7	101,312	54,030	14,839	1,788
Rutherford	7,523	46.7	11.7	41,922	28,065	6,744	823
Scotland	1,071	27.2	6.1	19,821	17,448	3,978	370
Stanly	7,142	38.7	10.4	43,254	25,394	5,954	651
Transylvania	916	16.0	3.8	12,618	9,767	2,389	353
Union	5,330	43.3	10.4	36,743	30,059	5,422	598
Watauga	1,102	18.5	4.2	8,485	7,353	2,125	293
Wilkes	3,927	46.3	10.9	31,876	22,774	4,250	555
Yadkin	2,814	22.8	5.6	19,571	7,195	1,482	82
Yancey	481	16.3	3.7	9,269	5,703	1,058	61
SOUTH CAROLINA							
Cherokee	4,732	35.1	8.5	36,641	18,320	5,283	461
Chester	4,187	32.5	8.0	33,589	20,703	6,791	541
Darlington	1,437	50.9	12.0	41,333	32,652	8,876	784
Dillon	684	31.0	6.6	22,474	16,415	4,370	433
Fairfield	2,562	21.4	4.9	16,547	8,849	2,255	252
Greenville	13,926	174.0	47.3	259,434	169,577	36,971	4,955
Greenwood	1,179	41.5	11.0	56,952	38,958	9,457	1,349
Kershaw	1,560	32.0	7.5	23,199	17,368	5,269	474
Lancaster	4,712	37.7	9.0	46,278	26,720	7,146	731
Laurens	2,779	47.5	11.6	53,227	26,446	7,525	752
Lee	993	22.8	4.8	8,588	7,238	2,258	280
Lexington	3,215	45.9	11.8	49,219	23,148	8,171	686
Marlboro	2,018	31.1	7.4	14,128	16,763	4,682	437
Newberry	2,748	32.5	8.4	33,281	22,722	6,242	739
Pickens	1,202	40.1	10.2	46,492	21,513	7,018	727
Richland	8,811	161.0	40.4	223,890	165,756	31,397	5,180
Spartanburg	17,610	151.9	39.4	206,280	132,379	31,058	3,125
Sumter	1,972	60.4	13.9	49,047	36,845	9,456	1,057
Union	4,176	31.2	7.5	34,667	17,450	5,463	632
York	7,219	74.4	17.9	101,035	60,409	16,385	1,513
Total	286,248	2,912.9	731.1	\$3,298,927	\$2,156,409	\$510,748	\$60,587

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EPI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
CHICAGO, III.							
ILLINOIS							
Boone	1,520	17.4	5.3	\$29,775	\$19,981	\$5,002	\$397
Cook	1,243,942	4,607.1	1,419.2	9,173,481	6,000,609	1,281,307	178,271
De Kalb	6,902	42.1	12.7	68,373	50,419	10,479	1,472
Du Page	44,772	170.0	49.1	377,107	140,266	43,879	4,511
Ford	1,466	16.1	5.1	23,342	20,629	4,456	453
Grundy	3,808	19.5	6.1	31,326	22,315	6,091	381
Iroquois	2,933	32.3	10.2	42,876	38,997	8,437	662
Kane	39,086	155.1	45.4	295,316	207,779	50,751	5,938
Kendall	2,378	12.3	3.8	18,255	13,512	3,920	233
Kankakee	11,336	76.8	19.4	128,787	94,431	18,895	2,315
Lake	51,173	196.8	53.7	360,843	203,481	55,204	5,660
La Salle	8,333	101.3	31.3	173,342	122,829	32,167	3,108
Lee	3,468	36.7	9.9	58,957	35,744	8,368	775
Livingston	2,521	37.6	11.2	57,126	39,594	8,410	728
McHenry	12,570	54.3	16.6	99,562	67,358	15,464	1,721
McLean	2,718	77.3	23.9	114,719	93,768	18,960	2,556
Ogle	3,111	33.9	10.8	52,699	38,569	10,217	809
Vermilion	2,807	86.8	27.5	133,406	98,331	21,781	3,401
Will	34,705	142.0	40.8	260,365	144,072	39,955	4,062
Winnebago	8,207	160.4	50.1	296,928	205,193	49,253	5,456
MICHIGAN							
Berrien	25,390	124.5	38.1	179,679	150,229	41,288	6,054
Van Buren	8,386	40.5	13.2	45,381	40,573	12,533	1,249
INDIANA							
Benton	2,003	11.6	3.4	16,948	12,626	2,622	345
Carroll	1,681	16.7	5.3	22,312	13,862	3,405	230
Cass	5,507	40.1	11.9	59,854	48,104	8,549	1,526
Fulton	1,931	17.2	5.4	23,252	20,820	3,871	483
Jasper	3,093	17.9	5.2	21,660	17,773	4,142	310
Kosciusko	4,363	34.3	10.9	44,747	37,288	8,819	861
Lake	110,356	393.5	112.2	766,720	457,546	116,624	11,669
La Parte	20,598	81.7	24.2	139,964	86,675	22,918	2,197
Marshall	3,397	31.1	9.5	48,870	36,318	6,908	700
Newton	2,092	11.3	3.5	15,454	12,458	2,573	403
Porter	11,354	43.8	12.6	74,346	39,209	10,098	1,068
Pulaski	1,216	13.0	3.8	16,960	13,526	2,828	265
St. Joseph	27,929	220.6	64.9	447,206	282,071	60,398	7,545
Starke	4,166	16.5	4.9	19,706	17,823	3,755	159
White	1,877	18.5	5.9	25,864	16,794	3,566	688
WISCONSIN							
Kenosha	19,096	78.9	23.6	135,113	92,131	24,957	2,314
Racine	24,460	114.0	33.6	210,617	144,780	37,432	3,976
Walworth	7,832	43.9	13.4	60,663	56,132	12,283	1,455
Total	1,774,474	7,436.2	2,257.4	\$14,171,901	\$9,254,015	\$2,082,565	\$266,406
CINCINNATI, Ohio							
OHIO							
Adams	2,593	20.8	6.2	\$14,456	\$13,010	\$2,828	\$313
Brown	2,845	22.5	6.8	16,651	14,209	3,216	275
Butler	37,567	154.8	43.8	269,662	171,431	47,641	4,218
Clermont	10,313	44.4	12.1	51,874	31,163	9,313	701
Clinton	4,287	26.4	8.2	28,116	33,497	7,086	450
Greene	13,970	64.1	18.3	96,740	53,853	12,473	1,774
Hamilton	208,998	748.3	235.1	1,302,401	891,704	225,575	25,704
Highland	3,846	29.2	9.2	25,064	26,476	6,762	444
Preble	7,030	28.3	8.3	36,413	20,760	4,998	401
Warren	8,126	41.0	11.6	56,410	34,528	8,688	750
INDIANA							
Dearborn	5,060	26.2	7.8	39,932	26,085	7,634	595
Decatur	3,401	18.7	5.6	22,333	17,719	3,702	372
Fayette	3,093	25.1	7.4	38,650	27,880	6,852	882
Franklin	1,840	16.7	4.4	17,314	9,788	2,362	98
Jefferson	3,507	22.6	6.2	22,363	19,507	4,357	686
Jennings	2,593	15.9	4.0	14,496	10,329	2,335	175
Ohio	847	4.5	1.3	5,092	2,578	703	44
Ripley	3,763	19.3	5.8	19,401	19,711	4,602	517
Switzerland	1,423	7.6	2.2	6,091	4,034	1,065	99
Union	796	6.8	1.9	9,614	6,033	1,485	172
KENTUCKY							
Boone	1,911	13.5	3.9	15,123	6,360	1,769	114
Bourbon	1,903	17.9	5.2	17,484	15,246	4,305	412
Bracken	1,119	8.3	2.6	7,229	4,272	1,234	80
Campbell	23,010	76.0	23.4	125,020	53,571	20,178	2,175
Carroll	1,277	8.6	2.6	8,068	9,247	2,224	314
Gollatin	583	4.0	1.2	3,407	1,891	644	55
Grant	1,478	9.6	3.0	7,443	5,859	1,771	180
Harrison	1,754	13.2	4.1	12,128	10,156	2,610	283
Henry	997	11.2	3.4	8,797	6,227	1,500	272
Kenton	28,040	106.9	33.1	186,968	90,722	30,458	3,492
Mason	2,309	18.3	5.4	19,272	19,922	4,121	763
Nicholas	942	7.3	2.2	5,103	3,299	1,121	151
Owen	1,474	9.6	3.0	7,716	4,228	1,024	155
Pendleton	1,285	9.4	3.0	8,368	3,572	1,157	97
Robertson	347	2.9	.8	2,054	664	220	57
Scott	1,612	15.3	4.4	11,862	10,099	3,220	259
Trimble	418	5.1	1.5	3,565	1,205	380	—
Total	396,380	2,073.2	494.1	\$2,504,012	\$1,657,768	\$434,491	\$46,810

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
CLEVELAND-AKRON, Ohio							
OHIO							
Ashland	5,840	33.3	10.5	\$44,504	\$36,721	\$8,482	\$884
Ashtabula	20,534	80.5	24.6	129,537	85,547	21,503	2,062
Carroll	3,351	19.5	5.6	22,214	12,909	2,920	196
Coshocton	1,788	31.5	9.8	37,749	29,512	6,853	755
Cuyahoga	402,903	1,427.4	425.1	2,840,383	1,803,864	487,941	58,480
Erie	11,979	54.8	16.6	97,325	60,532	16,044	2,165
Geauga	6,662	28.7	7.8	42,453	21,323	5,878	352
Huron	7,790	40.6	12.2	55,860	42,244	11,293	1,908
Holmes	2,731	19.1	5.1	19,212	10,633	1,961	216
Lake	21,799	84.0	24.6	146,654	83,618	24,165	2,088
Lorain	41,261	157.0	45.0	278,333	165,927	47,215	4,623
Medina	11,165	42.4	12.9	62,081	45,520	10,587	1,128
Portage	16,071	68.0	18.8	92,538	57,927	15,777	1,407
Richland	15,402	95.7	28.2	169,963	103,871	22,521	2,267
Stark	64,679	296.4	86.0	521,368	321,480	82,361	7,570
Summit	115,131	428.5	127.0	803,866	485,875	129,012	13,038
Trumbull	34,519	166.1	47.2	294,994	154,263	43,915	3,280
Tuscarawas	12,849	71.1	21.5	92,549	67,636	18,653	1,707
Wayne	9,111	61.0	17.0	82,096	67,131	13,645	1,433
Total	805,566	3,205.6	945.5	\$5,833,679	\$3,656,533	\$970,726	\$105,559
COLORADO SPRINGS, Colo.							
COLORADO							
Crowley	278	5.5	1.4	\$5,328	\$4,555	\$1,042	\$175
Douglas	292	3.6	1.2	4,718	2,297	613	109
Elbert	290	4.5	1.2	4,616	3,121	719	174
El Paso	5,874	83.4	27.0	116,443	93,290	20,661	4,423
Lincoln	159	6.2	1.9	7,950	10,050	1,589	455
Pueblo	5,637	99.3	28.0	134,447	97,251	22,356	2,286
Total	12,530	202.5	60.7	\$273,502	\$210,564	\$46,980	\$7,622
COLUMBIA, S. C.							
SOUTH CAROLINA							
Aiken (50%)	UHF	35.3	9.4	\$35,481	\$15,954	\$5,103	\$346
Calhoun	circulation	14.6	3.4	6,494	4,539	1,392	141
Fairfield	NA on	21.4	4.9	16,547	8,849	2,255	252
Kershaw	county basis	32.0	7.5	23,199	17,368	5,269	474
Lexington		45.9	11.8	49,219	23,148	8,171	686
Newberry		32.5	8.4	33,281	22,722	6,242	739
Orangeburg		69.6	16.0	53,817	38,095	9,578	1,118
Richland		161.0	40.4	223,890	165,756	31,397	5,180
Saluda		15.7	3.8	8,648	5,637	1,210	140
Sumter		60.4	13.9	49,047	36,845	8,456	1,057
Total	12,591	488.4	119.4	\$499,622	\$338,912	\$80,073	\$10,133
COLUMBUS, Ohio							
OHIO							
Champaign	5,963	27.2	8.3	\$32,187	\$26,875	\$6,080	\$692
Clark	28,518	115.6	34.7	195,595	128,885	32,019	4,004
Clinton	4,266	26.4	8.2	28,116	33,497	7,086	450
Coshocton	1,811	31.5	9.8	37,749	29,512	6,853	755
Crawford	6,325	39.5	12.4	52,602	45,513	11,136	943
Delaware	5,607	30.9	8.7	34,273	29,586	6,365	414
Fairfield	12,485	53.3	16.0	77,658	43,974	11,603	1,424
Fayette	4,953	23.0	7.1	26,547	24,831	5,290	433
Franklin	135,061	532.8	156.4	990,475	598,260	132,811	18,782
Greene	13,898	64.1	18.3	96,740	53,853	12,473	1,774
Hardin	4,765	29.1	8.8	29,707	25,679	6,395	682
Hocking	3,612	19.3	5.6	18,851	15,201	4,381	363
Knox	7,033	36.1	10.9	45,396	40,040	9,454	824
Licking	18,105	73.0	22.6	106,361	75,061	19,554	1,672
Logan	5,410	31.5	10.0	34,936	41,159	9,270	708
Madison	4,181	22.7	6.0	26,862	30,592	5,579	611
Marion	11,602	51.2	15.7	28,899	60,453	14,437	1,523
Morgan	708	12.7	4.0	10,330	9,092	1,902	164
Morrow	3,765	17.6	5.1	18,231	11,838	2,726	162
Muskingum	9,013	75.7	22.8	108,089	71,080	16,823	2,195
Perry	5,420	28.8	8.4	29,937	19,789	6,666	391
Pike	2,653	17.8	4.9	19,743	8,361	2,003	49
Pickaway	6,242	29.7	7.6	33,388	27,380	6,125	476
Ross	12,663	56.0	15.4	67,108	45,153	11,976	1,255
Union	3,996	20.9	6.2	22,886	17,047	3,404	353
Total	318,054	1,456.4	433.9	\$2,222,666	\$1,512,711	\$352,411	\$41,099
DALLAS-FT. WORTH, Texas							
TEXAS							
Anderson	1,158	31.5	9.2	\$30,225	\$23,237	\$7,400	\$703
Bosque	642	11.3	3.6	9,508	9,753	2,386	451
Collin	4,384	41.7	12.6	41,115	32,408	9,672	891
Cooke	958	22.0	6.5	24,288	24,132	5,467	830
Dallas	143,150	689.6	209.0	1,295,758	907,415	184,627	31,914
Delta	382	8.5	2.4	7,153	6,391	1,917	75

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Denton	5,888	43.0	11.9	47,473	40,289	9,588	1,498
Eastland	630	23.4	7.7	26,762	29,153	7,997	878
Ellis	3,110	46.1	13.4	49,676	40,060	12,399	1,218
Erath	1,051	18.3	5.9	14,189	18,057	3,325	503
Fannin	991	30.2	9.4	21,847	19,469	6,355	784
Freestone	1,016	15.0	4.3	10,653	9,597	2,739	336
Grayson	2,331	71.8	22.1	84,015	70,856	18,878	2,238
Hamilton	587	10.4	3.3	8,201	10,561	3,985	309
Henderson	813	22.4	6.4	16,501	17,539	3,846	439
Hill	4,057	30.7	9.4	30,676	25,497	6,463	746
Hood	653	5.2	1.0	5,407	4,888	1,058	142
Hopkins	612	22.9	6.9	18,967	14,718	3,228	552
Hunt	4,488	42.4	12.9	40,683	38,209	9,965	1,155
Jack	338	7.4	2.3	8,463	6,560	1,607	1,644
Johnson	4,321	32.1	10.0	39,653	27,815	7,472	836
Kaufman	2,644	30.3	8.1	27,099	25,104	6,184	650
Lamar	1,348	42.8	12.8	36,581	38,070	9,197	1,391
Limestone	802	24.2	6.9	17,507	15,832	4,653	658
McLennan	4,999	137.8	40.0	182,172	152,925	34,223	4,161
Montague	769	16.7	5.2	16,907	16,983	3,795	525
Navarro	2,446	38.7	11.6	36,622	34,141	10,050	974
Palo Pinto	2,424	18.2	5.9	18,426	16,741	4,140	551
Parker	2,959	23.0	7.2	26,001	20,202	4,206	382
Rains	106	3.8	1.1	2,397	1,723	442	68
Rockwall	590	6.0	1.7	4,494	4,529	1,554	127
Somervell	148	2.5	.8	2,498	1,938	549	69
Tarrant	73,760	408.1	122.8	715,107	574,468	108,641	17,608
Van Zandt	2,128	21.7	6.5	17,686	13,909	3,439	469
Wise	2,424	16.0	4.9	14,929	12,356	3,744	290

OKLAHOMA

Bryan	865	28.1	8.2	19,038	21,115	5,118	492
Marshall	242	7.8	2.3	6,871	4,416	1,279	181
Total	280,079	2,051.6	616.2	\$3,037,548	\$2,557,047	\$515,988	\$76,738

DAVENPORT, Iowa-ROCK ISLAND, III.

IOWA

Benton	2,184	22.5	7.0	\$29,120	\$21,626	\$4,299	\$344
Buchanan	1,842	21.9	5.9	24,954	17,925	3,220	246
Cedar	3,910	17.9	5.3	24,693	18,358	2,808	310
Clayton	698	22.0	6.7	25,068	21,697	3,941	420
Clinton	12,251	50.5	15.5	79,580	61,207	12,827	1,192
Delaware	1,747	17.6	5.1	21,800	13,716	2,764	319
Des Moines	8,322	43.5	13.8	67,341	56,536	13,296	1,843
Dubuque	6,896	73.2	19.5	116,367	89,579	18,165	1,423
Henry	1,945	18.8	5.5	23,286	19,203	3,694	480
Iowa	1,530	15.6	4.9	19,755	16,964	2,873	296
Jackson	4,429	18.6	5.6	21,988	18,052	3,499	414
Jefferson	1,769	15.5	5.0	18,108	14,655	3,200	345
Johnson	4,359	47.6	12.7	56,930	47,639	8,865	1,531
Jones	1,955	19.3	5.7	24,442	22,351	3,726	443
Keokuk	1,716	16.8	5.5	17,493	17,149	2,510	290
Lee	2,228	43.5	13.4	63,674	45,777	10,589	1,535
Linn	9,089	107.5	34.1	175,478	146,705	25,467	4,837
Louisa	2,433	10.9	3.3	12,734	14,714	2,295	327
Muscatine	7,675	33.4	10.4	45,577	41,749	7,767	658
Scott	27,522	103.8	31.5	185,498	141,506	25,919	3,896
Van Buren	1,311	10.8	3.7	10,363	7,731	1,482	115
Washington	1,936	19.5	6.2	25,527	25,987	3,689	597

ILLINOIS

Bureau	4,243	37.7	12.0	51,373	37,862	7,889	556
Carroll	4,774	19.2	6.2	27,836	24,456	5,457	164
Fulton	4,255	43.7	14.6	64,127	42,886	11,913	1,070
Hancock	4,243	25.7	12.5	28,731	24,722	5,795	477
Henderson	1,301	8.4	2.6	9,828	8,415	1,966	85
Henry	11,295	46.9	54.5	70,430	57,287	12,645	1,297
Jo Daviess	2,329	21.8	6.6	29,707	21,779	5,177	441
Knox	10,557	54.9	17.8	86,312	72,929	16,066	1,998
La Salle	8,467	101.3	31.3	173,342	122,829	32,167	3,108
Lee	3,504	36.7	9.9	58,957	35,744	8,368	775
McDonough	1,250	28.5	9.2	35,823	37,993	7,986	719
Mercer	3,702	17.3	5.4	22,659	17,533	3,830	329
Ogle	3,140	33.9	10.8	52,699	38,569	10,217	809
Peoria	10,871	179.5	55.0	338,612	222,353	51,963	6,103
Rock Island	33,355	138.4	42.2	253,763	160,821	39,944	4,832
Schuyler	447	9.4	3.3	9,193	7,461	2,017	117
Stark	958	8.7	2.7	12,614	7,397	1,937	158
Stephenson	4,743	41.8	13.4	65,717	53,984	12,318	1,049
Warren	4,805	22.1	7.0	27,021	27,615	5,302	487
Whiteside	12,159	50.7	15.8	79,709	56,285	13,330	1,392
Woodford	956	21.9	6.6	33,659	23,343	4,990	297

WISCONSIN

Grant	1,383	42.3	12.1	45,748	46,353	8,479	839
La Fayette	606	18.2	5.2	19,959	18,602	3,806	255

MISSOURI

Scotland	265	7.2	2.5	5,304	6,799	1,723	64
Total	241,355	176,690	58,550	\$2,692,899	\$2,054,843	\$442,180	\$49,282

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
DAYTON, Ohio							
OHIO							
Allen	4,598	91.9	27.5	\$147,882	\$110,139	\$26,286	\$2,560
Auglaize	6,126	31.6	9.6	41,133	38,379	8,688	570
Brown	2,842	22.5	6.8	16,651	14,209	3,216	275
Champaign	5,989	27.2	8.3	32,187	26,875	6,080	692
Clark	28,650	115.6	34.7	195,595	128,885	32,019	4,004
Clinton	4,285	26.4	8.2	28,116	33,497	7,086	450
Darke	11,007	42.6	13.0	52,292	50,527	10,030	823
Fayette	4,974	23.0	7.1	56,547	24,831	5,290	433
Greene	13,964	64.1	18.3	96,740	53,853	12,470	1,774
Highland	3,846	29.2	9.2	25,064	26,476	6,762	444
Logan	5,435	31.5	10.0	34,937	41,159	9,270	790
Madison	4,203	22.7	6.0	26,862	30,592	5,579	611
Mercer	1,975	28.9	8.2	39,762	36,234	6,132	442
Miami	17,915	63.6	19.7	105,449	66,187	16,876	1,728
Montgomery	112,849	423.3	124.1	815,276	516,333	127,288	18,415
Preble	7,023	28.3	8.3	36,413	20,760	4,998	401
Shelby	5,352	29.1	8.4	37,031	29,300	8,195	631
Van Wert	2,091	27.4	8.7	36,876	30,410	7,326	565
Warren	8,121	41.0	11.6	58,410	34,528	8,680	750
INDIANA							
Franklin	1,841	16.7	4.4	17,314	9,788	2,362	98
Randolph	6,019	27.8	9.0	38,867	34,309	6,149	793
Union	796	6.8	1.9	9,614	6,033	1,485	172
Wayne	14,444	72.1	21.6	116,703	86,323	18,218	2,602
Total	274,344	1,293.3	384.6	\$2,065,721	\$1,449,627	\$340,485	\$40,023

DENVER, Colo.							
COLORADO							
Adams	2,636	48.9	12.9	\$73,847	\$28,248	\$6,517	\$975
Arapahoe	6,291	60.7	18.1	101,211	54,314	18,914	2,456
Boulder	5,500	54.4	16.3	66,653	54,869	13,589	1,823
Denver	91,453	448.3	145.3	766,431	644,916	121,021	26,037
Douglas	292	3.6	1.2	4,718	2,297	613	109
Elbert	290	4.5	1.2	4,616	3,121	719	174
El Paso	5,874	83.4	27.0	116,443	93,290	20,661	4,423
Gilpin	7	.8	.2	810	373	155	34
Jefferson	4,814	67.4	20.3	119,070	44,665	12,925	2,064
Larimer	4,391	47.2	14.7	59,871	50,448	11,315	1,762
Weld (50%)	2,957	70.0	19.9	90,787	72,333	13,907	1,757
Total	124,505	854.2	267.1	\$1,359,063	\$1,012,707	\$213,382	\$40,735

DETROIT, Mich.							
MICHIGAN							
Genesee	47,291	287.2	83.7	\$498,553	\$325,183	\$82,863	\$11,897
Hillsdale	3,145	33.3	10.2	35,269	31,594	7,059	576
Huron	2,409	33.9	9.4	34,865	34,973	7,169	703
Ingham	42,395	186.4	54.3	320,491	237,882	59,280	7,330
Jackson	19,257	113.6	32.9	174,406	135,959	33,892	5,201
Lapeer	5,308	37.4	17.2	44,795	32,262	8,853	731
Lenawee	13,336	68.9	20.3	94,117	76,021	20,490	2,167
Livingston	6,902	28.7	16.3	39,204	28,311	6,926	683
Macomb	54,215	217.4	69.6	360,451	187,917	58,642	6,441
Monroe	21,019	81.5	23.0	123,834	77,260	21,036	2,542
Oakland	115,645	449.6	126.5	800,624	431,712	119,728	13,667
St. Clair	20,629	97.3	28.7	140,424	97,527	27,120	2,658
Sanilac	2,397	31.5	9.3	30,963	28,928	7,481	681
Washtenaw	28,000	145.4	38.4	205,380	163,623	42,682	7,601
Wayne	619,719	2,523.3	718.3	4,415,927	3,199,171	707,692	131,269
OHIO							
Lucas	113,415	407.3	122.7	805,232	513,611	125,454	15,103
Total	1,115,083	4,742.7	1,380.8	\$7,800,535	\$5,601,934	\$1,336,367	\$209,250

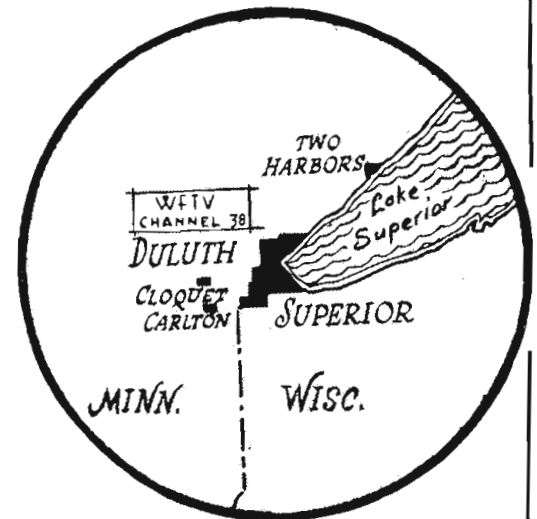
DULUTH, Minn.							
MINNESOTA							
Carlton	738	24.9	6.6	\$30,254	\$19,458	\$6,617	\$430
Saint Louis	4,938	212.7	64.9	282,664	231,013	60,342	5,778
WISCONSIN							
Bayfield (50%)	56	6.7	1.9	6,038	6,315	923	111
Douglas	1,418	46.9	14.0	66,936	49,194	14,145	1,264
Total	8,796*	291.2	87.5	\$385,891	\$303,280	\$82,026	\$7,583

* Too late for inclusion in listing but used for total circulation are the following counties—Minn: Pine, Lake. Wisc: Burnett, Sawyer, Washburn.

ELMIRA, N. Y.							
NEW YORK							
Chemung		91.7	27.8	\$137,842	\$118,690	\$27,668	\$2,276
Schuyler	UHF	14.7	4.5	163,353	15,730	3,509	305
Seneca (50%)	circulation	15.2	3.9	21,884	12,228	3,358	314
Steuben	NA on	93.9	27.6	130,189	97,382	26,405	2,011
Tioga	county basis	31.1	9.6	38,103	31,246	8,557	525

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

The point—



of NEW RETURNS

WFTV

WFTV . . . the first and only TV Station in Northern Minnesota and Northern Wisconsin, covers this vast NEW TV market.

- 80,000 families
- \$4,500 annual per family income
- Retail sales (1952): \$311,135,000

Vast oil, iron ore, grain and lumber reserves (and tourists) pouring into this wealthy Head of the Lakes Region, assure our 80,000 families within the WFTV range of continued industrial growth and prosperity.

WFTV HOTEL DULUTH DULUTH, MINN.

"first with Television at the Head of the Lakes"

Represented by -

ADAM YOUNG TELEVISION INC. NEW YORK CHICAGO ST. LOUIS HOLLYWOOD



"... one of the most promotion - minded stations in Texas."

That's from Earl M. Richards of Foote, Cone & Belding in a recent letter.

"... our sincere thanks for the wonderful cooperation..." writes R. L. Harris, Advertising Manager, American Chicle Company.

"Once again I want to express our appreciation for the excellent manner in which you have followed through..." these kind words come from Wright Nodine of Geyer Advertising, Inc.

These letters and many more are greatly appreciated here at KROD-TV because they are proof that our merchandising cooperation really pays off in Effective Promotion.

*Effective Promotion... examples shown in this advertisement... include:

- 24 Sheet Posters
- P. O. P. Displays
- Texas Size Post Cards
- Courtesy Announcements
- Newspaper Publicity and Ads
- Sales Meetings
- Promotion Reports

All these Effective Promotion services add up to MORE and BETTER Television shows for KROD-TV. More viewers for YOUR spots, or programs. More SALES for your clients.

..... **Effective Promotion**



RODERICK BROADCASTING CORPORATION

DORRANCE D. RODERICK VAL LAWRENCE DICK WATTS
 Chairman of Board President and Gen. Mgr. Sales Manager

GEYER ADVERTISING, INC.

American Chicle Company

FOOTE, CONE & BELDING

THE BRANHAM COMPANY—EXCLUSIVE NATIONAL REPRESENTATIVE

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Tompkins		63.6	17.2	84,041	66,618	16,814	1,415
Yates		18.1	5.7	19,257	26,625	10,403	467
PENNSYLVANIA							
Bradford		51.7	15.2	52,673	45,066	11,134	887
Tioga		35.7	10.5	35,887	31,385	7,290	495
Total	13,601	415.7	122.0	\$683,229	\$444,970	\$115,138	\$8,695

EL PASO, Texas

TEXAS							
El Paso	24,947	224.0	53.8	\$330,624	\$220,628	\$48,562	\$7,885
Hudspeth	55	4.8	1.1	3,659	2,344	608	97
NEW MEXICO							
Dona Ana	3,214	43.1	10.4	43,467	30,906	7,022	769
Otero (25%)	81	4.1	1.0	5,026	2,092	751	104
Total	28,297	276.0	66.3	\$382,776	\$255,970	\$56,943	\$8,855

ERIE, Penna.

PENNSYLVANIA							
Clarion	5,235	38.2	10.5	\$39,406	\$37,604	\$9,792	\$734
Crawford	3,740	80.2	23.5	112,507	89,025	21,649	1,731
Elk	2,188	34.2	9.4	43,882	24,190	8,917	790
Erie	65,936	227.7	65.5	378,718	283,570	73,888	5,710
Forest	185	4.8	1.4	4,764	2,718	1,009	29
McKean	5,794	56.1	16.9	74,984	57,417	16,317	1,513
Venango	7,800	65.3	18.4	76,906	58,119	16,763	1,207
Warren	1,525	42.3	12.0	50,357	52,611	11,291	816
OHIO							
Ashtabula	21,116	80.5	24.6	129,537	85,547	21,503	2,062
NEW YORK							
Chautauqua	23,883	137.4	44.2	201,579	173,596	46,260	3,623
Total	137,402	766.7	226.4	\$1,112,640	\$864,397	\$227,389	\$18,215

FARGO, N. Dakota

N. DAKOTA							
Cass	1,745	57.4	16.1	\$97,479	\$89,819	\$11,020	\$2,712
Ransom	52	8.3	2.3	8,568	8,682	1,425	156
Richland	338	19.0	5.3	25,066	23,271	3,276	392
Trails	234	10.9	3.0	14,380	12,217	2,029	205
MINNESOTA							
Becker	351	24.6	6.7	20,549	18,986	3,862	319
Clay	1,022	31.4	8.3	38,947	46,245	12,934	668
Norman	284	12.8	3.7	11,502	10,910	2,458	168
Otter Tail	271	51.2	13.7	48,601	44,003	7,326	752
Wilkin	118	10.5	2.7	13,023	11,271	2,910	207
Total	4,415	226.1	61.8	\$278,115	\$265,404	\$47,240	\$5,579

FORT LAUDERDALE, Fla.

FLORIDA							
Broward	UHF circulation	107.8	33.0	\$145,577	\$137,878	\$31,725	\$5,383
Palm Beach (25%)	NA on county basis	22.5	10.2	41,245	42,027	9,185	1,397
Total	9,045*	140.0	43.2	\$186,822	\$179,905	\$40,910	\$6,780

* Includes Dode county UHF.

FT. WORTH—see DALLAS-FT. WORTH

FRESNO, Calif.

CALIFORNIA							
Fresno	UHF	307.7	92.7	\$477,157	\$369,371	\$86,982	\$10,200
Kings	circulation	49.6	14.4	76,037	61,563	13,927	1,432
Madera	NA on	41.7	11.8	54,476	42,654	12,495	813
Mariposa	county basis	5.0	1.6	6,706	3,411	1,177	51
Merced		76.9	22.4	113,872	92,581	20,640	2,517
Tulare		162.3	48.1	220,502	167,592	45,253	3,660
Total	15,142	643.2	191.0	\$948,750	\$737,172	\$180,474	\$18,673

GALVESTON—see HOUSTON-GALVESTON

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
GRAND RAPIDS, Mich.							
MICHIGAN							
Allegan	7,935	49.7	14.9	\$61,052	\$46,200	\$12,993	\$936
Barry	4,526	27.5	8.5	32,094	24,906	7,260	762
Calhoun	24,001	130.3	37.8	188,049	158,940	41,220	5,991
Clinton	4,526	32.9	9.2	39,894	20,875	5,032	431
Eaton	7,526	42.1	12.9	53,634	36,489	10,140	1,244
Gratiot	4,862	34.4	9.9	38,547	34,965	9,190	826
Ionia	5,233	39.4	11.1	42,354	34,864	9,124	1,147
Isabella	2,457	29.8	8.0	35,692	25,437	7,091	45
Kalamazoo	34,169	136.0	40.2	217,142	155,558	37,463	6,374
Kent	62,101	304.4	91.9	472,155	371,641	90,716	16,536
Mason	984	20.7	6.4	21,516	26,141	7,458	712
Macosta	1,751	18.6	5.7	13,697	17,415	4,819	668
Montcalm	4,341	32.2	10.1	35,092	36,615	9,773	1,017
Muskegon	23,262	130.8	38.5	190,713	146,250	43,639	5,238
Newaygo	2,879	22.4	6.7	23,032	18,862	5,667	512
Oceana	767	16.9	5.0	14,788	13,949	4,064	409
Osceola	1,230	14.4	4.0	11,945	12,791	3,421	323
Ottawa	14,427	78.7	23.1	111,165	81,318	20,113	2,400
Van Buren	8,374	40.5	13.2	45,381	40,573	12,533	1,249
Total	215,331	1,201.1	357.7	\$1,647,942	\$1,303,789	\$341,716	\$46,820
GREEN BAY, Wisc.							
WISCONSIN							
Brown	6,572	102.5	27.8	\$164,680	\$114,251	\$24,158	\$2,929
Calumet	1,483	19.3	5.3	23,772	21,409	3,548	342
Door	682	21.2	6.4	24,189	23,118	5,494	543
Keweenaw	827	17.6	4.7	19,035	15,645	2,482	252
Manitowoc	5,486	68.5	19.8	99,768	74,727	18,634	1,097
Marinette	676	35.9	10.3	44,218	33,510	9,014	619
Oconto	467	26.2	7.3	23,147	22,793	4,218	258
Outagamie	4,407	85.2	23.5	129,242	96,833	20,379	1,978
Shawano	638	35.5	9.6	38,394	28,687	6,371	483
Woupaca	1,091	35.5	10.4	40,505	47,110	8,710	906
Winnebago	4,227	94.4	27.7	146,052	105,644	27,689	2,451
Total	26,556	541.8	152.8	\$753,002	\$583,727	\$130,697	\$11,858
GREENSBORO, N. C.							
NORTH CAROLINA							
Alamance	11,827	75.1	19.3	\$105,695	\$62,723	\$15,303	\$1,631
Alleghany	658	8.1	2.0	3,802	2,855	457	49
Cabarrus	8,299	65.7	17.0	89,175	54,895	15,690	1,655
Caswell	1,895	21.1	4.4	15,376	3,605	931	46
Chatham	2,633	25.6	6.1	20,190	14,977	2,378	278
Davie	2,031	15.7	3.9	14,881	6,726	1,680	236
Davidson	5,756	65.1	16.9	75,382	44,187	10,848	919
Durham	10,578	106.4	27.4	148,599	115,321	21,997	3,743
Forsyth	19,036	151.2	40.9	203,741	122,839	26,615	3,766
Granville	1,000	32.7	6.8	28,390	14,404	3,502	475
Guilford	25,572	201.5	52.4	285,572	243,827	47,860	6,177
Harnett	2,265	49.2	11.4	45,181	28,319	6,525	1,074
Hoke	602	16.0	3.3	8,140	5,895	1,502	95
Lee	1,679	25.0	5.9	27,181	18,364	4,151	545
Montgomery	1,316	17.7	4.3	13,594	10,733	2,990	202
Moore	2,383	33.6	8.4	30,525	25,243	6,330	814
Orange	3,622	37.2	8.4	35,257	19,858	5,209	745
Person	817	24.2	5.5	21,011	14,363	2,466	415
Randolph	6,844	52.7	13.7	58,902	34,006	8,037	965
Rockingham	7,184	67.2	17.1	78,474	38,853	10,418	1,312
Rowan	10,806	77.5	20.7	101,312	54,030	14,839	1,788
Stanly	7,435	38.7	10.4	43,254	25,394	5,954	651
Stokes	2,145	21.4	5.1	18,581	4,966	1,213	88
Surry	3,815	47.1	11.6	47,924	36,389	7,359	1,196
Wake	9,914	143.3	34.8	185,919	141,570	26,860	4,431
Wilkes	3,981	46.3	10.9	31,876	22,774	4,250	555
Wilson	1,283	55.1	13.1	51,682	42,115	9,120	1,176
Yadkin	2,928	22.8	5.6	19,571	7,195	1,482	82
VIRGINIA							
Halifax	1,725	41.8	9.5	32,058	22,113	4,853	733
Henry	2,679	52.1	12.4	60,516	41,435	9,601	857
Patrick	1,180	15.4	3.6	9,904	4,897	1,186	37
Pittsylvania	7,150	102.7	25.2	122,313	85,368	19,715	2,514
Total	171,272	1,755.2	438.0	\$2,033,978	\$1,370,239	\$301,321	\$39,250
HARRISBURG, Pa.							
PENNSYLVANIA							
Adams (25%)	UHF	11.3	3.1	\$11,938	\$11,647	\$2,576	\$225
Cumberland (75%)	circulation	74.3	21.5	99,343	71,135	18,537	1,881
Dauphin	NA on	201.7	59.4	326,182	244,170	54,598	7,810
Lancaster (25%)	county basis	59.8	16.9	98,589	65,845	137,706	1,278
Lebanon		89.3	25.5	137,673	83,962	19,824	1,564
Perry (75%)		18.8	5.3	6,558	14,435	3,854	213
York (75%)		156.2	46.3	245,286	162,323	41,454	2,739
Total	35,947	611.4	178.0	\$925,569	\$653,517	\$278,549	\$15,710

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not allowed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
HOLYOKE-SPRINGFIELD, Mass.							
MASSACHUSETTS							
Franklin	UHF	53.8	16.6	\$71,161	\$60,003	\$16,444	\$1,226
Hampden	circulation	379.9	110.4	614,490	439,738	116,526	14,343
Hampshire	NA on county basis	90.0	23.6	119,043	72,582	18,530	2,164
CONNECTICUT							
Hartford		562.3	161.4	1,167,131	743,110	189,396	23,565
Toiland		47.9	12.8	84,379	34,078	11,315	640
Total	50,373	1,133.9	324.8	\$2,056,204	\$1,349,511	\$352,211	\$41,938

HONOLULU, T. H.

Honolulu		349.8	88.3	\$548,824	\$343,081	\$114,798	\$11,766
Kauai		28.9	8.3	27,200	21,906	6,625	66
Maui		45.5	12.7	37,505	34,943	13,730	716
Total	20,000*	424.2	109.3	\$613,525	\$399,930	\$135,153	\$12,548

* County allocation not available at this time.

HOUSTON-GALVESTON, Texas

TEXAS							
Austin	1,044	14.6	4.5	\$13,816	\$14,713	\$3,368	\$288
Brazorio	5,571	54.5	14.7	94,552	57,341	16,965	1,747
Brazos	1,636	41.4	11.0	46,254	39,371	9,281	1,283
Burleson	540	12.5	3.6	8,216	8,284	2,774	222
Calhoun	568	10.1	2.8	11,952	9,007	2,514	211
Chambers	1,216	8.1	2.2	10,756	6,322	1,773	65
Colorado	950	17.9	5.3	18,833	24,926	5,266	416
Fort Bend	1,797	30.7	7.8	33,082	31,657	6,190	470
Galveston	10,803	123.9	36.3	217,321	150,341	35,190	5,854
Grimes	1,372	14.3	4.2	9,211	10,988	3,420	308
Hardin	2,177	20.9	5.8	23,074	13,554	3,890	371
Harris	186,237	914.1	270.1	1,725,757	1,138,535	277,101	34,930
Houston	945	22.0	6.2	14,461	14,590	3,701	385
Jackson	796	13.5	3.7	17,033	10,508	2,965	379
Jasper	1,101	21.0	5.4	17,949	20,858	5,169	639
Jefferson	15,639	212.2	61.5	399,483	258,117	59,446	8,187
Liberty	4,326	27.9	7.8	28,615	30,612	8,366	816
Matagorda	1,367	22.4	6.3	26,803	26,934	6,653	894
Montgomery	4,244	25.5	7.3	23,456	19,974	5,184	537
Newton	279	10.6	2.7	7,669	3,978	1,753	115
Orange	3,054	49.7	13.7	78,385	44,220	15,230	1,303
Polk	1,487	15.8	4.4	14,325	11,178	3,477	358
San Jacinto	609	7.1	1.8	3,641	1,917	796	67
Trinity	973	9.6	2.9	6,564	9,010	2,593	189
Walker	1,664	21.0	4.9	14,359	14,626	4,031	494
Waller	1,797	12.3	3.1	7,110	10,291	1,939	283
Washington	1,651	20.1	5.9	14,275	16,714	3,957	438
Wharton	2,163	36.8	10.0	43,061	37,843	8,856	849
Total	256,000	1,790.5	515.9	\$2,930,013	\$2,036,409	\$501,848	\$62,098

HUNTINGTON, West Virginia

WEST VIRGINIA							
Barbour	640	19.4	5.0	\$14,772	\$7,146	\$2,713	\$182
Boone	2,069	33.7	7.7	36,357	21,194	6,373	415
Braxton	430	17.1	4.2	12,819	6,606	1,809	211
Cabell	29,047	111.3	33.4	154,195	121,238	25,976	3,734
Calhoun	410	9.6	2.3	6,432	1,983	590	57
Fayette	2,339	81.2	19.8	95,899	62,312	13,701	1,159
Greenbrier	3,008	38.7	9.7	40,877	29,653	7,716	777
Jackson	702	14.9	3.9	11,683	7,915	1,952	142
Kanawha	31,230	243.2	66.3	353,656	238,105	59,659	5,791
Lincoln	2,260	22.0	4.9	15,996	7,121	2,541	71
Logan	5,175	78.2	17.9	88,822	62,158	12,204	1,104
Mason	2,800	23.5	6.1	22,421	10,849	3,199	94
McDowell	2,632	97.7	22.2	107,610	69,329	15,923	1,326
Mercer	3,600	75.1	18.9	86,186	60,280	13,493	1,889
Mingo	2,629	47.9	11.1	47,864	43,796	10,133	1,040
Nickolas	870	28.0	6.6	29,905	15,879	5,429	205
Pocahontas	377	12.1	3.0	10,034	4,279	1,041	58
Putnam	2,410	21.0	5.2	21,706	4,755	1,207	57
Raleigh	5,562	96.4	23.5	107,315	69,415	14,550	973
Randolph	940	30.2	7.3	30,543	17,093	4,408	456
Roane	755	17.7	4.2	15,286	6,722	1,699	61
Upshur	636	19.1	5.0	17,360	10,071	2,938	424
Wayne	4,852	40.4	8.4	39,457	8,568	3,027	307
Webster	463	17.5	4.1	16,490	8,254	1,923	134
Wert	258	4.9	1.4	3,284	1,021	178	27
Wood	2,068	66.0	19.6	86,961	57,882	14,302	1,689
Wyoming	2,371	39.0	8.8	41,654	19,957	5,532	351
KENTUCKY							
Bath	372	10.1	2.8	6,475	2,718	1,057	60
Boyd	9,507	51.3	14.1	77,976	45,856	13,272	1,512
Carter	2,456	22.1	5.3	16,301	7,248	2,266	184

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

the *geographical* center of the U. S. is here . . .



the *population* center of the U. S. is here . . .



***but . . . the industrial center
of the U. S. is here . . .***

Don't be off-center. Let WSAZ-TV carry your advertising message to the TV families in these 114 counties of five states . . . and help you tap a bigger share of the *four billion dollars* they have available for spending!



No other television station commands this high-income heart of industrial America!



Huntington, West Virginia

CHANNEL 3

84,000 WATTS ERP

NBC - CBS - DUMONT - ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Elliott	700	6.9	1.5	3,967	563	347	—
Fleming	604	11.8	3.5	7,120	5,359	1,673	68
Floyd	2,016	53.9	11.8	50,068	24,518	6,311	353
Greenup	2,900	25.1	6.3	28,348	7,567	3,743	297
Johnson	1,908	23.6	5.8	14,911	12,348	3,232	35
Lawrence	1,627	13.9	3.5	5,586	5,186	1,684	132
Lewis	550	13.1	3.2	8,530	4,209	1,385	74
Magoffin	904	13.2	2.7	5,561	2,120	835	30
Martin	798	11.9	2.4	7,289	2,219	1,082	—
Morgan	278	13.2	3.2	5,815	2,139	637	32
Pike	2,026	83.7	18.8	86,526	42,842	11,987	532
Rowan	538	12.7	3.1	8,877	5,884	1,392	67

OHIO

Adams	2,672	20.8	6.2	14,456	13,010	2,828	313
Athens	3,157	45.3	12.2	40,205	33,954	8,518	790
Gallia	2,877	25.0	6.5	19,605	15,671	3,711	284
Jackson	4,636	28.6	8.1	26,646	22,226	6,012	448
Lawrence	8,836	49.9	13.9	56,097	36,145	10,707	662
Meigs	1,755	23.4	6.8	20,416	16,866	4,083	434
Pike	2,728	17.8	4.9	19,743	8,361	2,003	49
Ross	13,013	56.0	15.4	67,108	45,153	11,979	1,255
Scioto	13,100	86.3	25.0	127,537	72,215	19,106	1,810
Vinton	1,874	10.6	2.8	7,058	4,132	1,754	72
Washington	3,259	43.9	13.5	45,475	35,660	9,021	778
Total	195,607	2,079.9	533.3	\$2,292,380	\$1,447,750	\$364,841	\$330,005

HUTCHINSON, Kansas

KANSAS

Barton	497	31.9	9.8	\$59,167	\$52,879	\$10,792	\$1,442
Butler (50%)	384	15.8	5.1	23,310	18,220	4,137	512
Ellsworth	322	8.2	2.6	11,405	9,564	2,190	321
Harper (50%)	249	4.9	1.7	6,118	5,672	1,248	203
Harvey	711	22.3	6.9	33,528	23,740	4,629	449
Kingman	148	10.6	3.3	9,676	9,690	2,318	273
McPherson	571	24.2	7.8	34,340	26,614	5,477	848
Marion	406	16.4	5.2	17,512	17,625	3,837	408
Pratt	219	12.6	4.0	20,707	16,781	3,366	469
Reno	1,535	56.7	10.2	90,655	72,361	14,215	2,244
Rice	357	16.0	5.3	25,619	14,714	3,595	538
Sedgwick	7,040	272.5	88.5	513,663	337,039	63,693	10,701
Stafford	233	8.8	2.8	11,868	8,107	2,143	252
Sumner (50%)	582	11.9	4.0	15,442	10,096	2,172	334
Total	13,254	512.8	165.2	\$873,010	\$623,102	\$123,812	\$18,994

INDIANAPOLIS, Ind.

INDIANA

Bartholomew	9,897	44.4	13.6	\$60,721	\$33,979	\$8,523	\$872
Benton	2,016	11.6	3.4	16,948	12,626	2,622	345
Blackford	1,260	14.4	4.4	19,906	15,991	3,802	489
Boone	6,392	25.0	8.1	35,740	31,207	5,927	879
Carroll	1,684	16.7	5.8	22,312	13,862	3,405	230
Cass	5,489	40.1	11.9	59,854	48,104	8,549	1,526
Clay	3,280	24.0	8.0	30,553	17,607	5,201	541
Clinton	6,965	30.6	9.8	46,156	31,004	6,646	799
Decatur	3,331	18.7	5.6	22,333	17,719	3,702	372
Delaware	17,589	95.7	29.6	156,410	91,812	20,824	2,926
Fayette	3,031	25.1	7.4	38,650	27,880	6,852	882
Fountain	2,060	18.2	5.9	22,595	16,856	3,724	475
Franklin	1,800	16.7	4.4	17,314	9,788	2,362	98
Grant	7,673	64.9	19.7	89,714	62,733	14,597	2,038
Hamilton	7,417	29.9	9.4	43,687	27,438	5,676	657
Hancock	4,171	21.4	6.9	32,953	18,420	4,826	413
Hendricks	5,409	26.3	8.0	42,984	15,831	3,405	690
Henry	9,825	47.6	14.1	75,547	44,640	13,266	1,122
Howard	13,963	57.4	17.7	92,910	58,978	13,308	1,779
Huntington	1,567	32.3	10.2	46,176	32,640	8,445	938
Jay	2,151	3.6	7.5	32,622	20,665	5,005	488
Jackson	4,324	29.1	8.8	33,379	29,579	6,656	499
Jennings	2,538	15.9	4.0	14,496	10,329	2,635	175
Johnson	5,749	27.8	8.5	41,056	24,509	6,108	829
Madison	22,776	109.7	34.2	186,204	111,063	26,777	3,861
Marion	138,200	583.5	182.3	127,736	770,039	165,593	33,600
Miami	2,538	28.8	9.2	40,719	27,571	6,616	663
Monroe	9,324	53.0	14.0	58,287	41,180	10,027	1,638
Montgomery	5,603	29.9	9.6	42,745	31,954	7,417	824
Morgan	5,204	25.2	7.7	30,493	21,252	5,891	473
Owen	1,289	12.1	3.7	11,413	7,121	1,962	213
Park	1,713	15.6	4.9	17,893	11,534	2,798	341
Putnam	2,747	23.7	6.7	25,318	23,907	4,729	607
Randolph	5,898	27.8	9.0	38,867	34,309	6,149	793
Rush	3,565	20.3	6.0	28,061	20,091	3,696	390
Shelby	5,687	29.2	9.4	42,205	28,719	6,319	707
Tippecanoe	7,078	80.0	22.3	114,367	79,144	17,778	3,083
Tipton	3,444	16.0	4.8	22,370	11,424	2,893	316
Wabash	2,600	30.1	9.4	42,557	29,629	6,541	956
Warren	942	8.7	2.7	11,075	4,375	1,228	90
Wayne	14,160	72.1	21.6	116,703	86,328	18,218	2,602
Wells	972	20.3	6.3	29,021	19,242	4,451	341
White	1,877	18.5	5.9	25,864	16,794	3,566	688
Total	365,232	1,937.1	602.4	\$2,106,914	\$2,089,873	\$468,715	\$72,250

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
JACKSON, Miss.							
MISSISSIPPI							
Copiah	UHF	30.3	7.9	\$19,349	\$13,429	\$4,085	\$397
Hind.	circulation	152.4	41.4	215,272	144,908	25,575	4,140
Madison	NA on	33.5	8.1	16,100	15,365	3,759	295
Rankin	county basis	29.4	6.1	22,755	7,479	2,505	149
Scott		21.6	5.5	15,256	15,412	2,692	329
Simpson		21.9	5.5	14,479	8,475	1,605	207
Smith		16.3	3.9	7,956	3,345	1,525	129
Warren		39.4	12.4	48,462	33,945	9,637	828
Yazoo		35.3	8.9	19,089	18,587	4,683	698
Total	12,541	380.1	99.7	\$378,718	\$260,945	\$56,066	\$7,172
JACKSONVILLE, Fla.							
FLORIDA							
Alachua	2,513	63.3	15.8	\$64,640	\$55,007	\$14,663	\$1,717
Baker	599	6.6	1.5	4,125	3,192	957	85
Bradford	1,263	12.8	3.2	8,635	7,794	2,588	133
Broward	17,304	107.8	33.0	145,577	138,878	31,725	5,383
Citrus	331	6.2	1.8	4,306	4,824	1,587	239
Clay	1,670	16.4	3.9	13,820	9,275	3,369	380
Columbia	791	19.2	4.9	14,845	15,086	3,951	378
Dixie	161	3.6	.9	2,285	2,128	582	50
Duval	58,781	339.2	94.7	487,770	363,505	89,404	13,633
Flagler	106	3.6	1.0	2,214	2,039	522	38
Gilchrist	128	3.5	.8	1,632	2,122	524	77
Hamilton	310	9.1	2.2	5,326	4,079	1,295	134
Hernando	343	7.0	1.9	5,621	5,679	1,569	185
Lafayette	128	3.3	.8	1,341	1,688	548	—
Levy	524	10.9	2.9	6,379	5,582	1,861	163
Marion	2,375	41.6	11.7	32,989	41,845	9,758	1,217
Nassau	1,391	14.0	3.5	12,632	9,639	2,816	233
Putnam	3,125	26.1	7.3	21,994	22,365	6,058	482
St. Johns	3,339	27.2	7.8	25,623	21,497	7,306	947
Sawnee	706	17.6	4.4	9,776	11,323	3,120	322
Volusia	2,847	82.1	26.6	94,457	83,552	22,749	3,553
Total	104,440	935.7	260.	\$1,072,605	\$891,205	\$228,337	\$32,118
GEORGIA							
Brantley	161	6.5	1.5	4,714	1,462	470	56
Camden	578	7.7	2.0	6,088	5,162	1,775	139
Charlton	321	4.7	1.1	4,203	2,993	1,047	58
Clinch	225	6.0	1.5	4,462	2,201	823	51
Echols	75	2.4	.5	1,445	281	65	—
Glynn	2,483	31.2	8.6	34,950	27,148	7,407	1,114
Pierce	279	10.9	2.6	7,592	4,335	1,420	143
Ware	1,209	30.7	8.1	32,382	27,444	6,278	891
Wayne	373	14.5	3.5	10,782	9,080	2,100	317
Total	104,440	935.7	260.	\$1,072,605	\$891,205	\$228,337	\$32,118
JOHNSTOWN, Pa.							
PENNSYLVANIA							
Bedford	4,531	40.5	11.1	\$31,627	\$29,765	\$7,485	\$356
Blair	26,331	138.6	40.3	161,347	130,712	41,362	2,719
Butler	20,718	99.5	27.7	142,769	92,963	23,567	1,985
Comber	48,198	208.1	55.0	295,579	178,228	50,430	3,111
Cameron	1,898	7.0	1.9	9,446	7,725	2,416	67
Centre	5,858	67.4	16.8	61,510	55,453	14,676	1,487
Clarion	9,457	38.2	10.5	39,406	37,604	9,792	734
Clearfield	10,815	84.4	23.6	88,212	77,185	22,669	1,416
Clinton	2,489	63.8	10.5	41,370	32,377	9,533	596
Elk	2,330	34.2	9.4	43,882	24,190	8,917	790
Franklin	8,919	77.3	21.7	100,097	80,599	18,593	1,640
Fulton	352	10.4	2.8	6,885	5,471	1,171	89
Huntington	3,823	40.4	11.2	39,032	29,042	8,234	343
Indiana	13,767	76.3	20.9	79,746	67,572	16,682	1,345
Jefferson	10,336	48.0	14.0	50,168	42,029	12,648	840
Juniata	629	15.1	4.3	12,985	13,084	2,329	85
Mifflin	3,302	43.7	12.5	52,024	40,256	11,420	1,054
Somerset	15,626	81.0	22.1	82,525	67,831	17,964	1,075
Westmoreland	67,462	315.6	87.8	476,790	314,861	94,610	6,845
Total	264,992††	1,605.4	436.3	\$1,945,236	\$1,422,703	\$403,070	\$29,327
MARYLAND							
Alleghany	7,461	93.8	26.7	115,850	81,159	25,300	2,515
Garrett	690	22.1	5.5	13,986	14,597	3,270	235
Total	264,992††	1,605.4	436.3	\$1,945,236	\$1,422,703	\$403,070	\$29,327
†† Johnstown area only. Does not include Pittsburgh, where station has sizeable share of audience.							
KALAMAZOO, Mich.							
MICHIGAN							
Allegan	8,086	49.7	14.9	\$61,052	\$46,200	\$12,993	\$936
Barr y	4,613	27.5	8.5	32,094	24,906	7,270	762
Berrien	25,842	124.5	38.1	179,679	150,229	41,288	6,054
Branch	5,980	31.9	9.4	38,209	32,015	8,026	862
Calhoun	24,454	130.3	37.8	188,049	158,940	41,220	5,991

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Cass	6,145	30.3	9.5	33,952	24,422	6,770	775
Eaton	7,669	42.1	12.9	53,634	36,489	10,140	1,244
Hillsdale	3,192	33.3	10.2	35,269	31,594	7,059	576
Ionia	5,330	39.4	11.1	42,354	34,864	9,824	1,147
Jackson	19,564	113.6	32.9	174,406	135,959	33,892	5,201
Kalamazoo	34,817	136.0	40.2	217,142	155,558	37,463	6,371
Kent	63,279	304.4	91.9	472,155	371,641	90,716	16,536
Ottawa	14,700	78.7	23.1	111,165	81,318	20,113	2,400
St. Joseph	7,451	36.4	11.7	46,371	41,112	10,197	1,168
Van Buren	8,534	40.5	13.2	45,381	40,573	12,533	1,249

INDIANA

De Kalb	1,834	26.9	8.4	38,880	24,122	6,396	537
Elkhart	10,988	88.8	27.7	164,927	110,505	24,698	3,549
Kosciusko	4,433	34.3	10.9	44,747	37,288	8,819	861
Lagrange	1,742	15.8	4.4	19,368	10,987	2,708	239
Marshall	3,477	31.1	9.5	48,870	36,318	6,908	700
Noble	3,505	26.2	8.0	36,217	31,493	6,416	646
St. Joseph	2,844	220.6	64.9	447,206	282,071	60,398	7,545
Steuben	1,231	18.1	5.6	20,190	22,524	4,839	513
Total	295,308	1,680.4	504.8	\$2,279,162	\$1,921,127	\$470,686	\$65,862

KANSAS CITY, Mo.

MISSOURI

Andrew	2,089	11.7	4.0	\$11,350	\$21,091	\$4,967	\$466
Barton	597	12.6	4.4	9,753	10,158	2,040	310
Bates	1,725	17.4	6.1	13,470	13,718	2,647	450
Benton	525	9.0	2.7	5,532	7,539	1,533	251
Boone	1,807	51.8	14.4	62,288	4,737	9,053	1,636
Buchanan	19,886	96.3	30.2	150,035	101,156	22,817	5,252
Caldwell	1,883	9.9	3.6	7,901	10,041	2,025	184
Carroll	2,289	15.3	5.1	13,724	13,400	3,166	402
Cass	1,837	19.8	6.5	19,702	19,068	3,725	596
Cedar	512	10.7	3.8	6,443	8,058	1,329	281
Chariton	564	15.0	4.9	12,720	12,458	2,558	210
Clay	11,758	53.4	17.3	104,557	49,073	11,161	2,614
Clinton	2,089	11.7	4.0	11,496	17,174	2,769	509
Daviess	1,934	11.0	3.7	8,104	9,597	1,982	243
De Kalb	1,567	8.0	3.0	6,585	5,895	1,341	167
Gentry	1,128	10.9	3.6	9,107	11,291	2,506	335
Grundy	1,128	13.1	4.5	11,903	15,295	2,955	474
Henry	1,922	20.1	6.8	17,045	19,444	3,718	675
Holt	712	9.7	3.1	8,935	10,956	2,691	311
Jackson	127,360	561.9	187.4	1,014,791	971,740	166,518	50,056
Johnson	3,126	21.2	6.8	15,617	13,950	2,856	493
Lafayette	3,720	25.3	8.1	28,284	26,436	5,005	1,057
Livingston	1,380	16.8	5.3	15,893	19,603	3,733	503
Miller	449	13.8	4.3	10,006	10,222	2,130	123
Nodaway	1,768	24.5	7.7	24,989	21,404	4,517	534
Pettis	4,096	32.1	10.9	35,485	33,128	6,809	898
Platte	2,507	15.5	4.8	17,329	8,578	1,870	200
Ray	2,477	15.9	5.5	15,042	13,184	2,681	385
St. Clair	591	10.4	3.5	6,392	6,493	988	133
Soline	961	26.9	8.4	28,419	25,325	5,120	783
Vernon	1,492	22.7	6.9	18,118	20,615	4,042	473

KANSAS

Atchison	2,307	22.0	6.7	28,119	18,092	4,361	611
Bourbon	1,055	19.5	6.7	20,548	16,357	4,028	442
Brown	1,725	14.6	5.0	16,206	16,503	2,902	504
Doniphan	1,107	10.4	3.2	10,666	5,853	1,626	233
Douglas	5,142	37.5	10.7	43,739	33,125	7,418	1,244
Franklin	1,380	20.4	6.6	23,794	19,810	4,387	612
Jackson	1,276	11.1	3.7	11,070	10,048	2,198	202
Jefferson	1,734	11.2	3.6	11,012	9,502	2,550	263
Johnson	20,650	77.7	24.4	182,294	45,168	16,208	2,390
Leavenworth	8,140	43.0	11.8	63,041	28,625	7,242	1,040
Linn	1,389	10.2	3.6	8,602	6,404	1,122	201
Miami	2,362	20.4	6.1	24,082	14,547	3,734	485
Osage	897	12.7	4.3	13,381	8,606	2,215	222
Shawnee	9,353	110.8	35.8	200,548	123,795	26,957	3,736
Wyandotte	38,790	174.4	53.8	311,914	143,902	38,817	6,037
Total	303,188	1,790.3	577.5	\$2,690,031	\$2,031,164	\$417,017	\$89,226

LAFAYETTE, Ind.

INDIANA

Benton	UHF	11.6	3.4	\$16,948	\$12,626	\$2,622	\$345
Boone	circulation	25.0	8.1	35,740	31,207	5,927	879
Carroll	NA on	16.7	5.3	22,312	13,862	3,405	230
Clinton	county basis	30.6	9.8	46,156	31,004	6,646	799
Fountain		18.2	5.9	22,595	16,856	3,724	475
Montgomery		29.9	9.6	42,745	31,954	7,417	824
Tippecanoe		80.0	22.3	114,367	79,144	17,778	3,083
Warren		8.7	2.7	11,075	4,375	1,228	90
White		18.5	5.9	25,864	16,794	3,566	688
Total		8,471	239.2	\$337,802	\$237,822	\$52,313	\$7,413

LANCASTER, Pa.

PENNSYLVANIA

Berks	55,446	257.8	75.5	\$425,000	\$275,142	\$64,617	\$5,336
Cumberland	7,125	99.1	28.7	132,458	94,847	24,716	2,508

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

WANTED: RESULTS!

Okay!

How does this sound?

Three 90-second commercials for Home Owners Supply Company of Lincoln, scheduled opposite top network shows on local CBS and NBC outlets, gave these results:

341 Calls ON 3 TRUNK LINES

Results were so outstanding that it was necessary for the advertiser to employ an additional salesman.

KOLN-TV can do the same for YOU!
For BEST results in Southeast Nebraska it's



LINCOLN, NEBRASKA

DuMONT Affiliate

See WEED TV 26,900 Watts-Visual
13,400 Watts Aural

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Dauphin	22,733	201.7	59.4	326,182	244,170	54,598	7,810
Lancaster	53,213	239.1	67.7	394,358	263,381	550,826	5,110
Lebanon	17,149	89.3	25.8	137,673	83,962	19,824	1,564
York	46,581	208.2	61.7	327,316	216,431	55,272	3,653
Total	202,248	1,095.2	318.8	\$1,742,987	\$1,177,933	\$769,853	\$25,981

LANSING, Mich.

MICHIGAN

Barry	4,593	27.5	8.5	\$32,094	\$24,906	\$7,260	\$762
Calhoun	24,353	130.3	37.8	188,049	158,940	41,220	5,991
Clinton	4,591	32.9	9.2	39,894	20,875	5,303	431
Eaton	7,636	42.1	12.9	53,634	36,439	10,140	1,244
Genesee	47,835	287.2	83.7	498,353	325,184	82,863	11,897
Gratiot	4,935	34.4	9.9	38,547	34,965	9,190	826
Ingham	42,877	186.4	54.3	320,491	237,832	59,280	7,330
Ionia	5,309	39.4	11.1	42,354	34,864	9,824	1,147
Isabella	2,495	20.8	8.0	35,692	25,437	7,091	485
Jackson	19,480	103.6	32.9	174,406	135,959	33,892	5,201
Livingston	6,983	28.7	8.5	39,204	28,311	6,926	683
Midland	1,226	38.6	10.7	62,241	35,401	11,000	1,221
Montcalm	4,405	32.2	10.1	35,092	36,615	9,773	1,117
Saginaw	13,921	162.0	46.2	243,741	169,533	44,340	5,704
Shiawassee	7,627	48.0	14.4	66,328	45,423	12,390	1,248
Washtenaw	28,321	145.4	38.4	205,380	163,623	43,682	7,601
Total	226,586	1359.5	396.6	\$2,075,500	\$1,064,307	\$394,174	\$52,126

LAWTON, Okla.

OKLAHOMA

Caddo (75%)	2,487	26.2	7.5	\$24,251	\$21,253	\$5,324	\$723
Comanche	2,987	61.4	16.9	74,478	65,122	13,495	1,740
Cotton	484	10.0	2.9	9,265	7,852	1,663	210
Grady (75%)	2,346	26.0	7.8	22,925	22,645	5,156	800
Jackson (25%)	178	5.0	1.5	5,369	5,789	1,239	174
Jefferson (75%)	294	8.0	2.3	6,619	5,977	1,588	221
Kiowa	1,119	18.9	5.7	19,432	20,530	4,110	871
Stephens	1,689	35.6	10.8	46,648	42,927	10,966	1,358
Tillman	735	17.2	5.2	17,292	20,423	4,705	724

TEXAS

Clay (33%)	174	3.2	1.0	3,655	2,136	583	73
Wichita (75%)	5,847	80.4	21.2	116,250	98,384	18,173	3,236
Total	18,340	291.9	82.8	\$346,184	\$313,038	\$67,002	\$10,130

LIMA, Ohio

OHIO

Allen	UHF	91.9	27.7	\$147,882	\$110,139	\$26,286	\$2,560
Augloize	circulation	31.6	9.6	41,133	38,379	8,688	517
Hancock	NA on	45.4	14.6	69,961	52,248	11,885	1,175
Hardin	county basis	29.1	8.8	29,707	25,679	6,395	682
Logan		31.5	10.5	34,939	41,959	9,270	708
Mercer		28.9	8.2	39,762	36,234	6,132	442
Putnam		25.4	7.0	30,067	24,461	4,801	353
Shelby		29.1	8.4	37,031	29,300	8,195	631
Van Wert		27.4	8.7	36,876	30,410	7,326	565
Total		8,521	340.3	\$467,358	\$388,809	\$88,978	\$7,633

LINCOLN, Neb.

NEBRASKA

Butler		1,176	11.4	3.8	\$11,799	\$9,561	\$1,890	\$266
Cass		2,805	16.8	5.3	21,610	13,813	3,066	437
Fillmore		586	9.6	3.2	9,131	7,038	1,875	306
Gage		1,666	28.7	8.8	38,135	28,901	6,093	1,005
Jefferson		663	13.5	4.4	17,180	15,073	2,939	391
Johnson		423	7.3	2.4	8,268	7,896	1,534	24
Lancaster		19,602	124.4	39.2	201,831	147,356	24,726	5,114
Otoe		2,809	17.0	5.5	22,119	18,301	3,499	481
Polk		926	8.0	2.5	9,509	9,357	1,718	346
Saline		924	14.2	4.9	16,488	14,061	2,900	317
Saunders		3,770	17.0	5.6	21,633	16,498	4,181	336
Seward		1,176	13.2	4.2	15,509	12,568	2,967	373
York		857	14.6	4.6	18,780	16,361	2,949	406
Total		37,383	295.7	94.4	\$411,992	\$316,784	\$60,337	\$9,802

LITTLE ROCK, Ark.

ARKANSAS

Faulkner (75%)	UHF	25.2	6.6	\$19,229	\$15,700	\$2,720	\$388	
Grant (50%)	circulation	8.8	2.4	6,338	3,311	880	77	
Jefferson (50%)	NA on	78.5	22.1	78,930	56,215	13,465	1,169	
Lonoke	county basis	26.6	7.2	20,540	19,020	4,598	532	
Pulaski		202.5	60.2	343,035	216,839	41,957	7,194	
Saline		25.0	6.0	27,874	15,263	3,936	290	
White (25%)		37.9	10.7	28,298	22,376	4,163	690	
Total		10,347	404.5	115.2	\$524,244	\$348,724	\$71,719	\$10,340

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.



Coverage

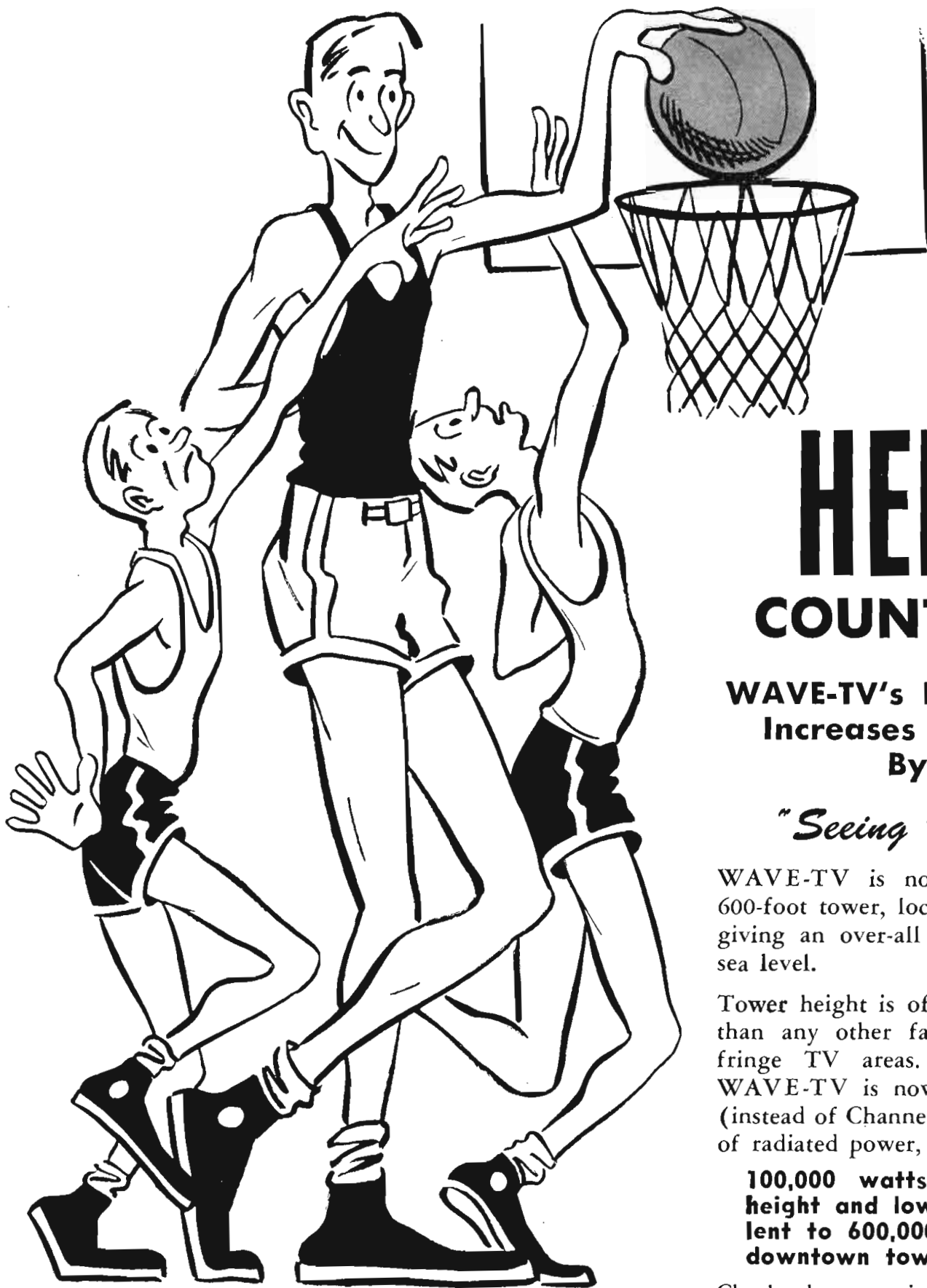
that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont



Truly an Area Station! www.americanradiohistory.com



HEIGHT COUNTS MOST!

**WAVE-TV's Far Higher Tower
Increases Area Coverage
By 85.5%!**

"Seeing Is Believing!"

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level.

Tower height is of course *far more important* than any other factor, in "reaching out" to fringe TV areas. Next most important—WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual viewing results. Ask your distributors, dealers or salesmen about WAVE-TV coverage, and about the great WAVE-TV television market. It's actually far greater than the Louisville Trading Area itself!

LOUISVILLE'S

WAVE-TV

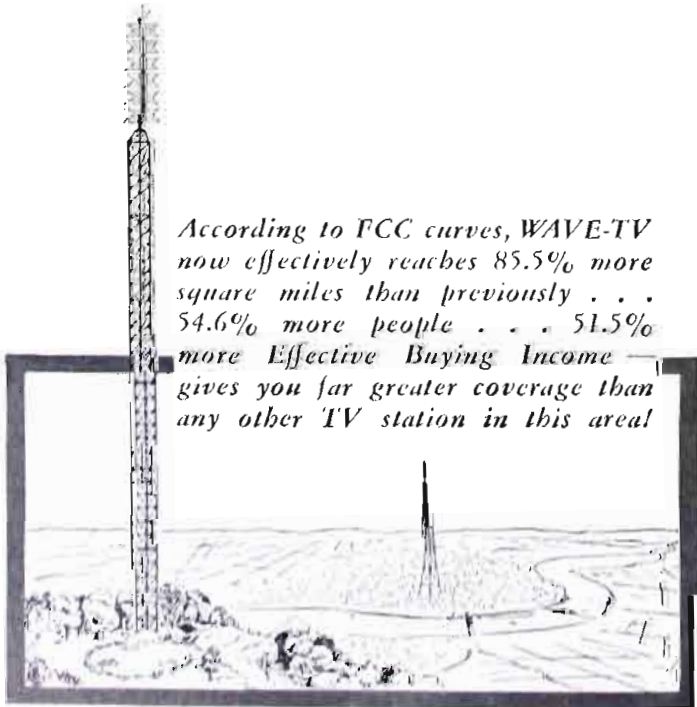
Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives

According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!



THE ONLY SOURCE

FOR FULL MARKET COVERAGE CIRCULATION FIGURES

Television Magazine

Editorial Leadership in TV Facts

Tenth Year of Publication

TV MARKETS

LOS ANGELES, Calif.

CALIFORNIA

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Kern	14,052	257.0	75.8	\$456,518	\$292,646	\$74,041	\$6,128
Los Angeles	1,421,962	4,540.5	1,551.1	8,463,588	5,683,608	1,364,165	199,501
Orange	67,488	245.0	81.9	396,824	274,288	65,851	8,733
Riverside	38,157	192.7	62.8	251,743	214,509	55,570	6,283
San Bernardino	75,219	322.1	101.4	493,776	320,137	86,133	10,656
Santa Barbara	13,388	106.2	34.2	177,556	146,998	32,822	4,830
Ventura	28,734	129.6	37.7	225,745	127,886	35,443	3,568
Total	1,659,000	5,793.1	1,944.9	\$10,465,750	\$7,060,072	\$1,714,025	\$239,699

LOUISVILLE, Ky.

KENTUCKY

Adair	2,074	17.4	4.5	\$7,826	\$5,999	\$1,196	\$256
Anderson	818	9.1	2.6	8,537	7,412	1,728	78
Barren	2,511	28.9	8.3	20,466	21,866	4,615	764
Boyle	1,188	21.4	5.6	21,926	22,476	4,803	808
Breckinridge	1,693	15.0	4.2	9,188	5,249	1,717	216
Bullitt	2,074	11.7	3.3	11,535	4,313	1,459	72
Carroll	1,368	8.6	2.6	8,068	9,247	2,224	314
Casey	1,881	17.1	4.1	8,508	4,461	1,035	36
Clark	1,188	18.9	5.6	19,173	18,471	4,571	459
Fayette	3,912	102.5	29.1	146,165	131,627	26,436	5,197
Franklin	2,422	25.7	7.7	32,477	21,989	5,590	778
Gallatin	627	4.0	1.2	3,407	1,891	644	55
Garrad	663	10.8	3.1	9,823	5,282	1,248	68
Grayson	896	17.0	4.7	8,146	6,359	1,216	171
Green	1,513	11.0	3.3	5,898	5,002	1,089	74
Hardin	4,720	63.7	11.7	54,895	24,730	6,959	457
Hart	840	15.2	4.4	8,737	8,444	1,617	268
Henry	1,066	11.2	3.4	8,797	6,227	1,500	272
Jefferson	132,275	496.7	147.5	856,221	572,751	137,315	24,973
Jessamine	764	12.3	3.6	9,537	6,230	1,986	252
Larue	851	9.9	2.7	6,729	6,172	889	73
Lincoln	1,043	18.5	4.9	11,332	7,686	1,641	162
Marion	1,290	17.3	4.1	13,254	12,414	2,092	81
Meade	1,087	14.4	2.7	13,099	4,778	870	71
Mercer	965	14.5	4.5	11,936	10,381	2,309	427
Metcalfe	818	9.7	2.7	4,176	2,766	347	77
Montgomery	784	17.1	3.7	14,249	10,927	3,076	286
Muhlenberg	1,053	31.3	8.5	19,489	17,775	6,168	387
Nelson	3,072	20.0	4.9	16,849	13,260	2,412	437
Oldham	818	11.2	2.6	11,475	5,491	1,264	80
Owen	1,582	9.6	3.0	7,716	4,228	1,024	155
Scott	1,726	15.3	4.4	11,862	10,099	3,220	259
Shelby	1,602	17.6	5.1	17,352	14,497	3,304	424
Spencer	1,010	5.9	1.6	4,070	3,857	729	37
Taylor	1,838	14.6	24.1	9,841	10,583	2,107	79
Trimble	470	5.1	1.5	3,565	1,205	380	—
Warren	1,546	42.3	12.5	36,453	40,755	7,909	1,518
Washington	1,033	12.7	3.3	9,484	6,496	1,150	68
Woodford	1,300	11.4	3.3	11,460	6,665	1,931	296

INDIANA

Clark	14,349	55.1	16.0	81,375	35,838	10,998	861
Crawford	1,130	9.4	2.8	5,608	4,901	1,113	99
Dubois	752	24.7	6.7	32,612	23,649	4,357	533
Floyd	13,240	47.0	14.4	71,634	46,532	11,743	1,166
Harrison	2,097	18.5	5.2	19,181	11,183	2,258	150
Jackson	4,730	29.1	8.8	33,379	29,579	6,656	499
Jefferson	3,755	22.6	6.2	22,363	19,507	4,357	686
Jennings	2,780	15.9	4.0	14,496	10,329	2,635	175
Orange	2,097	17.1	5.2	13,974	11,426	3,197	463
Perry	2,062	17.8	5.1	20,979	14,034	3,726	356
Scott	2,298	12.7	3.8	13,166	12,584	3,572	179

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

K'DUB-TV LUBBOCK, TEXAS

the station with



the LOCAL TOUCH



AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 . . . ask your Avery-Knodel man.

W. D. "Dub" ROGERS
president

MIKE SHAPIRO
asst. mgr., director of sales

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural



AFFILIATES: CBS DOWNEY PARAMOUNT

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Switzerland	1,526	7.6	2.2	6,091	4,034	1,065	99
Washington	3,082	17.0	15.1	15,499	19,349	2,419	251
Total	242,280	1,511.1	456.1	\$1,844,978	\$1,323,006	\$309,866	\$46,002

* Engineering contour indicates signal reaches following additional counties: Bartholomew, Boone, Brown, Daviess, Grant, Greene, Hancock, Lawrence, Martin, Monroe, Ohio, Ripley, Spencer. (Tabulations now in process on coverage.)

LUBBOCK, Tex.

TEXAS							
Bailey	336	8.1	2.1	\$11,497	\$9,776	\$2,483	\$335
Borden	70	1.1	.2	1,547	37	9	—
Briscoe	39	3.7	.9	5,644	3,252	854	70
Castro	117	5.7	1.6	12,214	5,282	1,135	61
Cochran	690	6.7	1.7	11,453	7,862	2,031	165
Crosby	973	9.7	2.7	11,864	10,551	2,950	249
Dawson	2,059	20.5	5.5	30,997	27,066	6,017	799
Dickens	170	7.0	2.0	9,295	7,582	1,659	198
Floyd	1,119	10.7	3.2	14,773	12,001	2,674	367
Garza	657	6.8	1.8	9,652	6,151	1,523	153
Hale	3,147	31.4	8.9	48,308	53,168	10,110	1,940
Hockley	2,273	23.6	6.3	41,879	29,130	7,920	1,003
Kent	62	2.0	.6	2,788	1,180	412	58
Lamb	2,129	21.0	5.8	28,995	25,498	6,839	965
Lubbock	12,341	122.3	34.0	204,241	178,066	27,633	6,647
Lynn	1,102	11.1	3.0	15,609	9,131	2,126	329
Motley	103	3.9	1.2	4,770	4,554	1,238	158
Swisher	186	8.7	2.4	13,384	11,490	2,248	502
Terry	1,514	14.0	3.8	20,243	19,552	4,008	647
Yoakum	181	4.1	1.1	7,814	2,839	926	98
Total	29,268	322.1	88.8	\$506,967	\$424,168	\$84,795	\$14,744

LYNCHBURG-ROANOKE, Va.

VIRGINIA							
Albermarle	2,544	53.9	13.5	\$66,186	\$54,769	\$11,731	\$1,776
Alleghany	2,435	29.8	7.6	40,321	26,180	5,951	934
Amelia (50%)	208	3.9	.85	2,407	1,554	174	33
Amherst	1,261	19.7	4.3	15,775	4,642	2,641	66
Appomattox	577	8.9	1.9	5,724	3,925	648	61
Augusta	4,223	69.2	17.1	94,596	55,255	13,068	1,838
Bath	239	6.2	1.6	4,473	3,181	987	64
Bedford	2,137	29.4	7.2	24,538	12,489	3,375	72
Bland	429	6.5	1.4	4,180	1,999	363	45
Botetourt	1,176	15.7	3.9	14,866	4,948	2,128	133
Buckingham	797	12.2	2.7	7,154	4,470	900	40
Campbell	6,246	79.2	20.7	105,223	84,380	16,937	3,253
Carroll	1,952	27.5	6.6	16,755	7,068	1,708	32
Charlotte	536	13.9	3.2	10,190	4,603	923	82
Craig	283	3.3	.9	2,234	1,255	253	29
Cumberland	543	7.2	1.7	3,085	1,454	291	68
Floyd	794	11.3	2.7	5,355	4,649	783	76
Fluvanna	646	7.0	1.9	3,317	2,663	1,200	71
Franklin	1,708	24.3	5.6	16,169	11,731	2,023	301
Giles	1,586	20.4	4.8	25,313	17,172	4,494	603
Halifax	1,633	41.8	9.5	32,058	22,113	4,853	733
Henry	2,663	52.1	12.4	60,516	41,435	9,601	857
Lunenburg (75%)	660	10.8	2.4	8,466	6,696	1,368	168
Mecklenburg (25%)	509	8.6	2.0	7,058	6,238	1,312	121
Montgomery	3,265	41.6	10.1	38,464	35,278	8,361	1,149
Nelson	940	13.6	3.2	8,892	4,088	1,379	36
Nottoway (50%)	690	8.9	2.2	8,782	7,226	1,564	291
Patrick	1,065	15.4	3.6	9,904	4,897	1,186	37
Pittsylvania	6,434	102.7	25.2	122,313	85,368	19,715	2,514
Prince Edward	1,143	15.8	3.8	9,444	12,519	2,163	450
Roanoke	11,741	139.3	37.8	221,754	157,964	36,992	4,452
Rockbridge	2,138	29.3	7.0	26,752	19,390	5,096	1,320
Wythe	1,788	23.6	5.7	19,424	20,004	3,865	443

WEST VIRGINIA

Greenbrier	3,043	38.7	9.7	40,877	29,653	7,716	777
Monroe	927	12.9	3.1	10,698	4,825	1,389	151
Total	68,959	1,004.7	247.85	\$1,093,263	\$766,080	\$177,108	\$23,076

MEMPHIS, Tenn.

TENNESSEE							
Carroll	884	26.7	7.6	\$16,499	\$15,696	\$4,756	\$392
Chester	462	11.3	2.9	5,834	5,727	1,672	190
Crockett	1,135	16.2	4.4	11,627	9,058	2,766	283
Dyer	2,432	33.0	9.4	24,285	30,170	7,418	631
Fayette	2,474	26.8	6.1	9,484	9,728	2,736	180
Gibson	3,195	48.6	14.2	37,528	35,153	7,927	1,163
Hardeman	1,921	23.2	5.2	10,315	8,621	2,774	210
Harden	575	16.7	4.3	8,047	8,241	1,866	94
Haywood	2,376	25.7	6.2	15,648	14,028	4,567	344
Henderson	548	16.8	4.5	8,857	9,329	2,106	262
Lake	404	11.4	3.0	6,837	7,887	2,047	249

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Lauderdale	2,520	25.2	6.6	15,572	14,550	4,035	527
McNairy	832	20.1	5.3	11,326	10,315	2,361	179
Madison	5,222	61.2	17.2	62,485	50,748	11,132	1,128
Obion	1,159	28.5	8.6	23,818	20,503	4,824	520
Shelby	105,535	512.8	144.3	692,793	601,491	114,461	16,887
Tipton	3,038	30.1	7.5	19,419	18,475	4,373	497
Weakley	1,294	27.5	8.2	17,742	13,448	3,675	532
ARKANSAS							
Craighead	8,572	51.3	13.6	55,804	41,326	7,982	1,248
Crittenden	5,063	48.5	12.5	29,139	35,966	8,101	544
Cross	3,354	24.4	6.2	16,528	16,738	3,287	474
Greene	1,886	28.9	7.9	22,817	20,265	4,434	444
Lee	2,060	24.0	6.1	14,003	11,574	2,688	389
Mississippi	15,504	82.7	21.2	74,724	62,474	13,973	1,599
Phillips	2,283	46.3	12.7	36,299	29,365	7,951	844
Poinsett	5,289	39.4	9.8	30,424	31,278	6,560	906
St. Francis	3,173	36.9	9.4	22,169	21,963	5,593	451
MISSISSIPPI							
Alcorn	1,901	27.2	7.7	23,303	19,624	3,720	462
Benton	596	8.7	2.1	3,919	1,503	534	60
Coahoma	1,600	49.9	13.6	37,117	34,167	8,820	987
De Soto	1,688	24.3	6.0	9,849	7,212	2,070	56
Lafayette	744	23.0	5.5	15,206	11,855	3,005	370
Leflore	1,688	52.0	13.6	35,943	43,563	8,893	914
Marshall	1,632	25.2	5.8	9,101	7,774	2,402	238
Panola	3,161	30.8	7.8	16,887	15,987	4,489	376
Pontotoc	731	19.8	5.4	13,240	8,337	1,511	187
Prentiss	585	19.8	5.2	16,666	8,606	2,192	147
Quitman	1,023	25.7	6.5	11,190	10,974	3,064	257
Tallahatchie	1,193	30.1	7.6	13,106	10,655	3,779	295
Tate	1,823	17.8	4.5	6,947	8,565	1,869	173
Tippah	1,092	17.3	4.4	11,308	6,151	1,383	155
Tishomingo	471	15.5	4.2	10,715	3,907	1,127	103
Tunica	2,273	21.6	5.6	11,031	8,211	2,916	184
Union	1,408	20.3	5.7	13,421	9,228	2,152	270
Yalobusha	959	15.0	3.9	8,901	7,296	2,002	197
MISSOURI							
New Madrid	2,752	40.4	10.1	22,348	23,648	7,426	589
Pemiscot	4,322	46.5	12.4	27,421	25,733	6,866	863
Total	215,000	1,875.1	502.5	\$1,617,662	\$1,427,123	\$316,285	\$38,050
MIAMI, Fla.							
FLORIDA							
Broward	21,450	107.8	33.0	\$145,577	\$137,878	\$31,725	\$5,383
Collier	36	7.4	2.2	6,457	2,586	657	81
Dade	118,755	600.1	182.7	948,758	779,170	158,176	37,948
Hendry	70	6.5	1.7	6,704	7,091	1,318	98
Lee	342	27.9	8.5	24,619	29,313	7,423	1,112
Monroe	171	33.9	9.3	34,628	23,820	7,549	934
Palm Beach	4,082	130.1	40.7	164,982	168,110	36,743	5,590
Total	144,906	913.7	278.1	\$1,331,725	\$1,147,968	\$243,591	\$51,146
MILWAUKEE, Wis.							
WISCONSIN							
Brown	2,893	102.5	27.8	\$164,680	\$114,251	\$24,158	\$2,929
Calumet	1,599	19.3	5.3	23,772	21,409	3,548	342
Columbia	1,693	34.6	10.4	44,674	44,130	8,139	989
Dane	7,562	177.3	49.5	276,993	206,258	41,873	7,549
Dodge	11,981	59.0	16.7	81,530	52,923	11,900	997
Fond du Lac	7,796	69.6	19.8	104,526	82,722	16,786	2,324
Greenlake	740	15.1	4.6	16,103	20,340	3,927	283
Jefferson	6,668	44.4	13.1	60,012	53,409	11,876	1,018
Kenosha	21,583	78.9	23.6	135,113	92,131	24,957	23,114
Kewaunee	488	17.6	4.7	19,035	15,645	2,482	252
Monitowoc	5,878	68.5	19.8	99,768	74,727	18,634	1,097
Marquette	442	9.0	2.7	7,565	7,761	1,497	121
Milwaukee	272,151	895.8	264.1	1,655,011	1,142,562	271,329	30,138
Outagamie	2,451	85.2	23.5	129,242	96,833	20,379	1,978
Ozaukee	6,252	24.6	7.1	41,754	27,217	5,748	543
Racine	27,628	114.0	33.6	210,617	144,780	37,432	3,976
Rock	5,304	96.5	29.0	159,417	120,932	29,766	2,927
Sheboygan	21,457	82.3	24.7	13,982	9,350	19,112	1,858
Walworth	8,844	43.9	13.4	60,663	56,132	12,283	1,455
Washington	8,893	35.5	10.1	54,388	42,219	90,224	658
Waukesha	25,077	93.1	26.1	159,430	84,706	23,228	2,064
Waupaca	1,088	35.5	10.4	40,505	47,110	8,710	906
Winnebago	2,885	94.4	27.7	146,052	105,644	27,689	2,451
Total	451,433	2,296.6	667.7	\$3,704,832	\$2,663,191	\$715,677	\$89,969
MINNEAPOLIS-ST. PAUL, Minn.							
MINNESOTA							
Aitkin	824	13.8	4.1	\$10,130	\$9,473	\$2,716	\$191
Anoka	7,659	39.1	10.5	58,394	16,481	5,737	513
Benton	803	16.0	4.0	15,593	15,686	3,899	221
Blue Earth	4,027	39.0	11.2	46,893	55,744	9,074	1,134
Brown	1,880	26.3	7.4	29,292	31,014	6,224	885
Carlton	693	29.9	6.6	30,254	19,458	6,617	430

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Carver	2,484	18.5	5.1	21,307	16,214	2,588	421
Chisago	2,367	12.7	3.8	11,090	10,133	2,272	253
Cottonwood	418	15.9	4.6	18,514	18,676	3,827	365
Dakota	9,403	52.1	13.9	74,513	39,542	8,554	1,191
Dodge	484	12.7	3.5	12,377	10,289	2,713	206
Fairbault	1,374	23.9	6.8	27,224	26,538	4,950	602
Freeborn	1,722	35.2	10.2	44,105	39,168	7,365	601
Goodhue	4,060	32.6	9.6	37,134	36,355	6,643	694
Hennepin	170,633	700.6	212.5	1,143,860	932,393	194,797	30,341
Isanti	1,997	12.0	3.2	10,024	9,521	2,025	249
Kanabec	539	9.4	2.7	7,254	7,594	1,543	279
Kandiyohi	1,751	29.3	7.9	32,633	33,953	6,468	640
Le Sueur	3,129	19.2	5.7	19,926	20,258	3,749	401
McLeod	3,107	22.5	6.4	23,351	27,729	4,664	539
Martin	1,026	25.9	7.4	35,075	28,657	4,804	646
Meeker	1,173	19.1	5.3	18,614	19,224	3,890	379
Mille Lacs	865	15.2	4.3	12,698	15,233	3,118	292
Mower	1,689	43.9	12.3	69,453	50,316	10,026	1,065
Nicollet	1,323	21.9	5.2	23,561	13,286	3,842	315
Olmsted	1,752	49.8	13.8	65,551	62,214	8,469	2,693
Pine	1,048	17.8	5.1	14,193	14,228	2,858	260
Ramsey	83,299	366.8	109.5	603,512	495,016	104,071	13,685
Redwood	1,048	6.8	1.6	5,421	6,122	1,778	45
Renville	1,118	24.1	6.6	26,537	23,580	4,394	372
Rice	3,803	37.4	9.0	36,922	32,830	7,822	834
Scott	2,423	16.8	4.2	18,073	14,339	3,218	365
Sherburne	803	10.7	2.7	11,375	6,232	1,124	85
Sibley	2,367	16.0	4.3	15,998	13,105	1,871	289
Stearns	4,965	71.6	16.8	77,028	74,169	13,599	1,503
Steele	2,664	21.7	6.3	24,443	26,888	5,578	497
Swift	513	16.2	4.5	17,428	23,834	4,332	294
Wabasha	612	17.0	4.8	16,567	17,615	3,609	295
Waseca	740	15.0	4.4	16,137	17,127	2,817	365
Washington	6,358	36.9	10.2	50,439	29,475	6,943	595
Watsonwan	645	14.0	4.0	16,125	15,157	2,792	395
Wright	3,793	28.1	7.8	24,895	31,952	8,198	488

WISCONSIN

Barron	2,052	35.1	10.2	37,430	46,010	8,022	1,042
Buffalo	949	14.9	4.3	13,651	10,114	1,695	242
Burnett	784	10.0	3.0	7,660	7,521	1,728	156
Chippewa	1,594	43.8	11.5	53,948	45,454	7,735	800
Dunn	1,543	27.5	7.7	28,079	26,062	5,059	499
Eau Claire	3,265	56.2	16.4	87,800	61,911	13,887	1,803
Pepin	443	7.5	2.0	7,212	7,571	1,748	67
Pierce	3,225	21.6	6.1	21,401	20,735	5,208	424
Rock	3,910	24.9	7.4	24,671	27,810	5,325	757
St. Croix	4,013	26.6	7.6	31,959	27,038	4,984	499
Sawyer	326	10.2	3.0	7,814	9,507	2,063	318
Trempleau	1,491	24.0	6.7	22,352	21,517	3,762	353

IOWA

Kossuth	1,004	26.1	7.3	38,205	24,975	4,524	487
Winnebago	949	13.4	3.9	17,342	16,069	2,641	332
Worth	781	11.0	3.2	15,480	9,023	2,083	157
Total	369,710	2,406.2	690.1	\$3,288,917	\$2,768,135	\$566,042	\$73,849

MINOT, N. Dak.

NORTH DAKOTA

McHenry (50%)	91	5.9	1.6	\$6,530	\$5,368	\$1,829	\$109
Renville (25%)	30	1.3	.3	1,957	1,420	386	23
Ward	1,252	34.8	9.9	54,553	55,118	8,680	1,564
Total	1,373*	42.0	11.8	\$63,040	\$61,906	\$10,895	\$1,696

* In process of revision based on later data.

MOBILE, Ala.

ALABAMA

Baldwin	1,049	43.0	11.4	\$31,898	\$28,458	\$8,235	\$885
Clarke (50%)	163	13.1	3.3	8,045	10,535	1,482	240
Escambia	287	31.4	7.6	22,752	24,136	5,972	587
Mobile	18,850	251.6	69.0	334,100	214,682	57,177	9,763
Monroe (50%)	124	12.5	3.0	6,687	5,711	1,504	103
Washington	190	15.6	3.6	7,050	4,536	1,639	30

FLORIDA

Escambia	2,318	128.5	33.9	165,976	104,054	26,434	3,213
----------	-------	-------	------	---------	---------	--------	-------

MISSISSIPPI

George	419	10.6	2.6	8,603	5,007	1,715	137
Greene	209	8.1	2.0	5,234	2,478	678	132
Jackson	2,465	34.8	9.5	46,539	23,961	8,156	1,176
Total	26,074*	549.2	145.9	\$636,883	\$423,557	\$112,991	\$16,266

* 80% of this figure is UHF.

MONTGOMERY, Ala.

ALABAMA

Autauga	UHF	17.7	4.3	\$9,346	\$6,306	\$2,716	\$203
Bullock	circulation	15.2	3.7	5,824	5,024	1,529	178

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Chilton	NA on	26.4	6.8	15,303	11,716	3,225	369
Coosa	county basis	11.4	2.8	7,971	4,183	1,683	140
Crenshaw		18.1	4.6	8,787	8,212	2,187	154
Dallas		55.9	14.4	39,998	38,189	9,465	1,239
Elmore		31.0	7.6	22,715	14,493	4,905	452
Lowndes		17.2	4.0	5,126	5,241	1,145	34
Macon		31.2	6.7	14,356	10,914	3,881	275
Montgomery		142.5	39.5	178,752	139,582	30,379	3,708
Pike		30.0	7.7	17,118	15,680	4,502	565
Tallapoosa		34.4	9.0	36,503	21,654	6,501	900
Total	7,844	431.1	111.1	\$363,799	\$281,194	\$72,118	\$8,217

MUNCIE, Ind.

INDIANA							
Blackford	UHF	14.4	4.4	\$19,906	\$15,991	\$3,082	\$489
Delaware	circulation	95.7	29.6	156,410	91,812	20,824	2,926
Grant	NA on	64.9	19.7	89,714	62,733	14,597	2,038
Hamilton (50%)	county basis	15.0	4.7	21,844	13,719	2,838	329
Hancock (50%)		10.7	3.5	16,477	9,210	2,413	207
Henry		47.6	14.1	75,547	44,640	13,266	1,122
Jay		23.6	7.5	32,622	20,665	5,005	488
Madison		7.8	2.5	8,947	16,922	3,177	555
Randolph		27.8	9.0	38,867	34,309	6,149	793
Tipton (50%)		8.0	2.4	11,185	5,712	1,447	158
Wayne		72.1	21.6	116,703	86,328	18,218	2,602
Total	28,208	387.5	118.9	\$588,180	\$402,041	\$91,735	\$11,705

NASHVILLE, Tenn.

TENNESSEE							
Bedford	2,397	23.8	6.8	\$19,026	\$16,460	\$4,103	\$410
Benton	637	11.3	3.2	6,982	4,271	1,164	113
Bledsoe	311	8.6	1.8	4,066	2,926	835	75
Cannon	814	8.8	2.3	5,119	3,551	725	39
Carroll	841	26.7	7.6	16,499	15,696	4,756	392
Cheatham	749	8.8	2.2	5,677	4,011	1,030	66
Clay	717	8.3	2.1	3,314	1,881	348	30
Coffee	7,505	26.1	7.1	18,496	17,167	4,291	361
Davidson	68,883	335.9	94.0	490,750	356,597	77,684	10,258
Dekalb	1,166	11.0	2.8	4,791	3,460	811	63
Dickson	1,821	18.6	5.3	11,831	9,981	2,821	444
Giles	834	26.3	7.1	17,444	15,788	3,353	417
Grundy	514	12.6	3.0	6,414	4,054	1,376	41
Hardin	643	16.7	4.3	8,047	8,241	1,866	94
Henderson	802	16.8	4.5	8,857	9,329	2,106	262
Henry	1,049	23.2	7.0	16,651	15,095	3,838	489
Hickman	1,198	13.2	3.3	7,078	5,278	920	78
Houston	503	4.9	1.3	2,228	1,315	441	61
Humphreys	1,157	10.8	3.0	7,556	5,772	1,611	198
Jackson	963	11.9	2.8	5,291	1,984	338	67
Lawrence	857	28.6	7.3	17,154	16,167	3,504	289
Macon	1,540	13.5	3.7	6,002	2,497	685	35
Marion	857	20.9	5.0	14,432	10,168	2,806	313
Marshall	2,676	17.9	5.1	14,634	13,053	3,233	382
Mauzy	4,153	40.1	11.4	33,875	31,123	7,189	804
Montgomery	4,356	47.4	11.3	41,762	29,495	7,506	853
Overton	596	17.3	4.2	7,064	5,746	1,174	206
Putnam	2,741	30.8	8.0	19,312	16,440	3,698	453
Robertson	2,505	26.7	7.3	19,406	14,242	4,138	571
Rutherford	6,357	41.9	11.0	36,917	29,707	7,532	739
Sequatchie	224	5.9	1.3	3,539	2,270	566	36
Smith	1,584	13.4	3.8	8,888	5,609	942	134
Stewart	814	8.7	2.1	4,271	2,676	542	71
Sumner	4,828	33.5	9.2	23,133	15,089	4,721	460
Trousdale	663	5.6	1.6	2,902	2,671	581	65
Van Buren	139	4.0	.8	1,524	822	371	35
Warren	1,081	22.6	6.3	15,196	15,950	4,204	401
Weakley	1,231	27.5	8.2	17,742	13,448	3,675	532
White	1,434	16.2	4.2	9,422	8,496	2,273	320
Williamson	3,254	23.8	6.2	15,787	11,916	3,216	304
Wilson	3,939	26.5	7.5	19,020	18,255	3,904	494

KENTUCKY

Allen	1,428	13.4	4.0	6,803	6,728	1,545	208
Barren	2,397	28.9	8.3	20,466	21,866	4,615	764
Calloway	964	20.2	6.0	14,305	14,878	3,724	393
Christian	4,356	44.8	11.3	39,695	38,271	7,900	682
Logan	2,226	22.1	6.3	14,391	15,389	4,112	437
Metcalfe	781	9.7	2.7	4,176	2,766	347	77
Monroe	1,039	13.7	3.6	5,771	5,952	1,467	133
Muhlenberg	1,007	31.3	8.5	19,489	17,775	6,168	387
Simpson	1,242	11.7	3.5	7,393	11,011	2,363	447
Todd	1,305	12.7	3.7	8,025	5,783	1,722	253
Warren	1,477	42.3	12.5	36,453	40,755	7,909	1,518
Total	151,618	1,347.9	367.4	\$1,175,066	\$949,871	\$222,749	\$26,399

NEW BRITAIN-HARTFORD, Conn.

CONNECTICUT							
Hartford	UHF	562.3	161.4	\$1,167,131	\$743,110	\$189,396	\$23,565
Litchfield (75%)	circulation	76.2	22.7	140,472	85,586	26,340	2,847
Middlesex	NA on	70.6	19.8	131,291	89,568	24,814	2,850
New Haven	county basis	560.1	163.1	1,085,430	674,062	184,192	20,648

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
New London (25%)		37.0	10.7	63,662	43,138	12,687	1,171
Tolland (50%)		24.0	6.4	42,190	17,039	5,658	320
Total	47,948	1,330.2	384.1	\$2,630,176	\$1,652,503	\$443,087	\$51,401

NEW CASTLE, Pa.

PENNSYLVANIA							
Beaver (75%)	UHF	134.4	37.2	\$2,445	\$133,917	\$14,209	\$1,198
Butler	circulation	99.5	27.7	142,769	92,693	23,567	1,985
Lawrence	NA on	106.6	30.4	172,304	106,604	30,496	2,301
Mercer (50%)	county basis	56.9	16.1	82,823	63,325	16,406	1,587
OHIO							
Columbiana (25%)		25.2	7.5	39,769	25,114	6,636	650
Mahoning		262.7	72.9	475,224	288,034	77,133	6,246
Trumbull (15%)		24.9	7.0	40,249	22,689	6,887	492
Total	29,104	710.2	198.8	\$955,583	\$632,646	\$175,334	\$14,459

NEW HAVEN, Conn.

CONNECTICUT							
Hartford	124,727	562.3	161.4	\$1,167,131	\$743,110	\$189,396	\$23,565
Litchfield	20,570	101.8	30.3	187,296	114,114	35,120	3,796
Middlesex	14,891	70.6	19.8	131,291	89,568	24,814	2,850
New Haven	149,881	560.1	163.1	1,085,430	674,062	184,192	20,648
New London	20,958	147.8	42.7	254,648	172,551	50,747	4,683
Tolland	6,683	47.9	12.8	84,379	34,078	11,315	640
MASSACHUSETTS							
Hampden	62,259	379.9	110.4	614,490	439,738	116,526	14,343
Total	399,970*	1,870.4	540.5	\$3,524,665	\$2,267,221	\$612,830	\$70,525

* In process of revision based on new coverage data.

NEW ORLEANS, La.

LOUISIANA							
Ascension	1,705	22.9	5.9	\$17,954	\$12,101	\$3,236	\$323
Assumption	895	17.2	4.3	10,376	5,110	1,102	165
East Baton Rouge	2,732	183.4	50.5	326,085	170,715	33,726	6,345
Iberia	1,331	41.8	10.9	42,431	32,024	7,123	805
Iberville	390	26.6	7.2	20,316	13,699	3,800	297
Jefferson	24,159	15.4	35.5	14,560	9,252	1,994	210
Lafourche	2,635	43.2	10.6	44,310	33,140	7,893	748
Livingston	967	20.8	5.5	18,619	11,493	4,550	217
Orleans	99,797	590.0	172.6	887,950	642,837	136,251	24,406
Plaquemines	1,631	14.7	3.6	17,138	5,556	3,157	214
St. Bernard	1,446	12.6	3.2	13,557	4,781	1,467	69
St. Charles	1,134	13.6	3.5	14,081	5,844	2,170	207
St. James	1,199	15.4	3.7	9,439	6,922	2,070	151
St. John Baptist	1,167	15.0	3.6	13,123	5,679	2,209	114
St. Mary	1,606	37.6	9.8	36,676	27,099	9,207	581
St. Tammany	3,543	27.9	7.8	22,441	17,431	4,511	469
Tangipahoa	4,859	55.9	15.0	37,665	38,867	8,395	1,362
Terrebonne	5,400	45.6	11.1	46,289	32,557	8,709	725
Washington	4,697	39.9	10.6	36,103	24,726	5,351	799
MISSISSIPPI							
Hancock	1,068	12.0	3.3	10,010	6,845	2,873	197
Lamar	497	13.6	3.5	12,777	5,118	1,798	188
Marion	885	24.1	6.3	19,016	12,074	2,015	364
Pearl River	1,847	21.3	5.7	21,453	12,754	2,430	319
Walthall	507	15.2	3.6	9,363	4,288	793	47
Total	166,100	1,325.7	397.3	\$1,701,732	\$1,140,912	\$256,830	\$39,322

NEW YORK, N. Y.

NEW YORK							
Bronx	390,009	1,473.6	447.3	\$2,693,299	\$1,147,073	\$480,432	\$28,311
Dutchess	23,673	142.3	37.2	237,909	171,634	56,731	3,727
Kings	794,789	2,753.8	833.2	4,795,633	2,492,636	908,350	60,668
Nassau	210,102	744.6	217.9	1,758,596	838,171	264,005	17,553
New York	417,784	1,970.7	656.9	3,286,542	4,459,707	700,057	111,197
Orange	39,058	154.8	45.9	234,837	199,491	55,190	4,736
Putnam	4,144	20.2	6.5	30,598	29,766	9,123	594
Queens	479,367	1,627.3	502.5	3,200,120	1,559,531	558,477	35,526
Richmond	52,310	197.3	54.8	377,427	171,883	68,810	4,433
Rockland	22,483	93.6	23.6	153,874	80,430	28,247	2,094
Suffolk	65,398	297.6	80.7	479,697	330,776	103,332	7,595
Westchester	171,290	641.9	187.6	1,538,057	781,775	252,872	19,919
CONNECTICUT							
Fairfield	138,099	528.3	153.0	1,096,559	726,709	210,853	21,596
New Haven	147,248	560.1	163.1	1,085,430	674,062	184,192	20,643
NEW JERSEY							
Bergen	162,100	587.0	177.6	1,190,946	527,966	180,575	13,567

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.



Things look good on WCBS-TV

Look at the air lines. (Pan American World Airways, for one—now in its second year on Channel 2.)

Only on TV, of all media, can you put your prospect in the passenger's seat . . . show him with an actual flight the luxury, convenience and low cost of going by air . . . bring to life vacationlands only hours away.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market . . . the most quarter-hour wins . . . the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time . . .

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Essex	244,278	941.6	276.9	1,945,346	1,198,218	312,713	31,677
Hudson	202,102	663.6	199.0	1,099,389	603,904	202,135	15,914
Hunterdon	10,749	45.4	13.8	61,422	52,102	12,696	920
Mercer	62,485	245.3	65.5	423,158	302,804	74,875	6,292
Middlesex	72,209	284.6	80.9	490,953	298,062	90,422	6,507
Monmouth	63,142	248.0	73.3	398,384	317,445	92,169	8,316
Morris	47,715	180.3	50.0	311,029	179,840	58,511	4,445
Ocean	17,642	63.4	20.7	85,774	109,781	30,523	2,822
Passaic	103,759	353.6	108.8	615,689	446,212	113,789	8,590
Somerset	25,765	108.6	29.9	185,485	104,223	31,293	2,345
Sussex	8,493	36.4	10.9	48,624	38,453	11,629	600
Union	113,688	426.8	124.5	858,628	472,975	142,495	11,595
Warren	12,883	57.1	17.2	84,949	55,304	15,141	688
Total	4,102,762	15,447.8	4,659.2	\$28,768,354	\$18,371,183	\$5,249,637	\$452,870

NORFOLK, Va.

VIRGINIA							
Accomack	2,846	34.4	10.0	\$24,054	\$7,847	\$7,777	\$543
Elizabeth City	10,032						
Gloucester	1,263	10.5	3.0	6,510	7,175	1,448	74
Greenville	959	46.6	3.8	12,732	12,888	2,889	438
Isle of Wight	1,328	15.4	3.6	14,760	9,402	2,281	191
James City	1,138	14.3	2.7	13,057	12,394	2,904	41
Lancaster	874	8.6	2.3	6,013	7,485	1,724	167
Mathews	802	7.0	1.9	4,703	4,332	970	71
Nansemond	3,613	38.8	9.8	37,188	31,988	7,081	1,159
New Kent	432	4.1	1.0	3,236	2,066	934	—
Norfolk	110,648	442.8	122.1	661,543	434,563	108,604	14,634
Northampton	1,339	17.3	4.7	10,540	12,213	4,020	266
Prince George	2,823	32.6	6.7	36,763	16,391	5,151	548
Princess Anne	9,029	48.9	11.9	54,578	29,058	9,947	994
Southampton	2,288	26.8	6.2	18,143	15,591	4,205	487
Surrey	632	6.5	1.5	4,030	2,101	430	65
Sussex	1,182	12.8	2.8	8,084	8,802	1,962	201
Warrick	15,944						
York	1,349	12.5	3.2	14,519	3,563	1,368	72

NORTH CAROLINA

Beaufort	1,444	37.4	9.1	27,255	28,589	7,333	613
Bertie	1,866	26.9	5.9	17,728	15,384	2,767	231
Camden	600	5.3	1.4	3,544	1,000	542	—
Currituck	779	6.3	1.8	4,715	2,147	687	—
Dare	180	5.5	1.3	4,224	3,276	1,145	95
Edgecombe	1,370	52.5	11.8	50,273	34,809	8,971	719
Gates	948	9.7	2.2	4,259	2,344	784	41
Halifax	2,418	59.5	13.0	48,679	40,129	11,049	1,008
Hertford	2,075	22.0	4.8	14,714	15,067	3,200	204
Martin	950	28.7	6.0	18,914	15,885	2,734	314
Narhthampton	1,896	28.8	6.0	17,537	10,275	4,155	372
Pasquotank	2,855	25.2	6.6	23,884	24,213	5,861	551
Perquimans	1,032	9.7	2.4	5,706	6,007	1,229	43
Pitt	2,466	65.0	14.6	51,901	47,703	8,941	905
Tyrrell	169	5.2	1.2	2,804	1,500	566	85
Washington	410	13.5	3.0	11,589	7,254	2,467	143
Total	189,980	1151.1	288.3	\$1,227,679	\$873,441	\$226,106	\$25,275

OKLAHOMA CITY, Okla.

OKLAHOMA							
Alfalfa	816	10.3	3.3	\$11,285	\$10,330	\$2,590	\$574
Blaine	1,824	14.8	4.5	14,879	14,214	3,234	500
Bryan	918	28.1	8.2	19,038	21,115	5,118	492
Caddo	3,502	34.9	10.1	32,335	28,338	7,099	694
Canadian	3,137	26.0	7.6	32,909	22,829	5,344	836
Carter	1,948	36.1	11.2	40,786	35,541	8,554	1,431
Cleveland	7,205	45.2	11.3	44,783	30,336	8,796	1,548
Coal	236	7.6	1.9	4,210	2,852	982	48
Comanche	2,270	61.4	16.9	74,478	65,122	13,495	1,740
Cotton	324	10.0	2.9	9,265	7,852	1,663	210
Custer	717	21.0	6.4	22,549	25,747	5,350	891
Dewey	279	8.6	2.5	6,996	6,161	1,556	277
Garfield	7,652	56.0	17.1	83,216	68,649	11,323	2,544
Garvin	973	30.0	8.7	31,528	29,272	6,774	930
Grady	3,177	34.7	10.5	30,566	30,193	6,857	1,067
Grant	761	10.4	3.1	11,987	8,050	1,930	355
Hughes	973	19.9	5.8	13,936	13,782	3,924	477
Jackson	543	20.0	6.2	21,475	23,154	4,954	694
Johnston	313	10.4	2.8	5,761	3,299	1,419	163
Kingfisher	1,656	12.8	4.0	13,878	16,674	3,103	563
Lincoln	2,405	21.6	6.5	17,322	18,654	5,013	507
Logan	2,506	22.0	6.8	20,382	16,777	4,165	561
Major	783	10.5	3.2	11,155	8,342	1,684	180
McClain	460	14.3	4.1	11,632	9,085	2,762	383
Murray	625	10.7	3.3	9,513	7,948	1,274	293
Noble	1,701	12.1	3.8	13,671	11,722	2,715	279
Okfuskee	962	16.3	4.5	10,501	8,355	2,153	245
Oklahoma	71,320	354.0	111.8	577,622	411,220	78,916	14,948
Payne	6,635	48.9	13.8	51,277	37,845	9,764	1,193
Pontotoc	1,734	30.2	9.1	32,427	30,592	6,205	893
Pottawatomie	3,491	43.3	13.0	47,950	40,467	8,630	1,672
Seminole	3,289	39.1	10.9	45,959	31,446	7,195	1,254
Stephens	1,331	35.6	10.8	46,648	42,927	10,966	1,358
Tillman	638	17.2	5.2	17,292	20,423	4,705	724
Washita	973	17.3	5.1	17,589	12,476	2,571	433
Total	138,078*	1,191.3	356.9	\$1,456,590	\$1,171,789	\$252,783	\$40,962

* Too late for inclusion in listing but used for total circulation are the following counties—Creek, Kay, Kiowa, Pawnee.

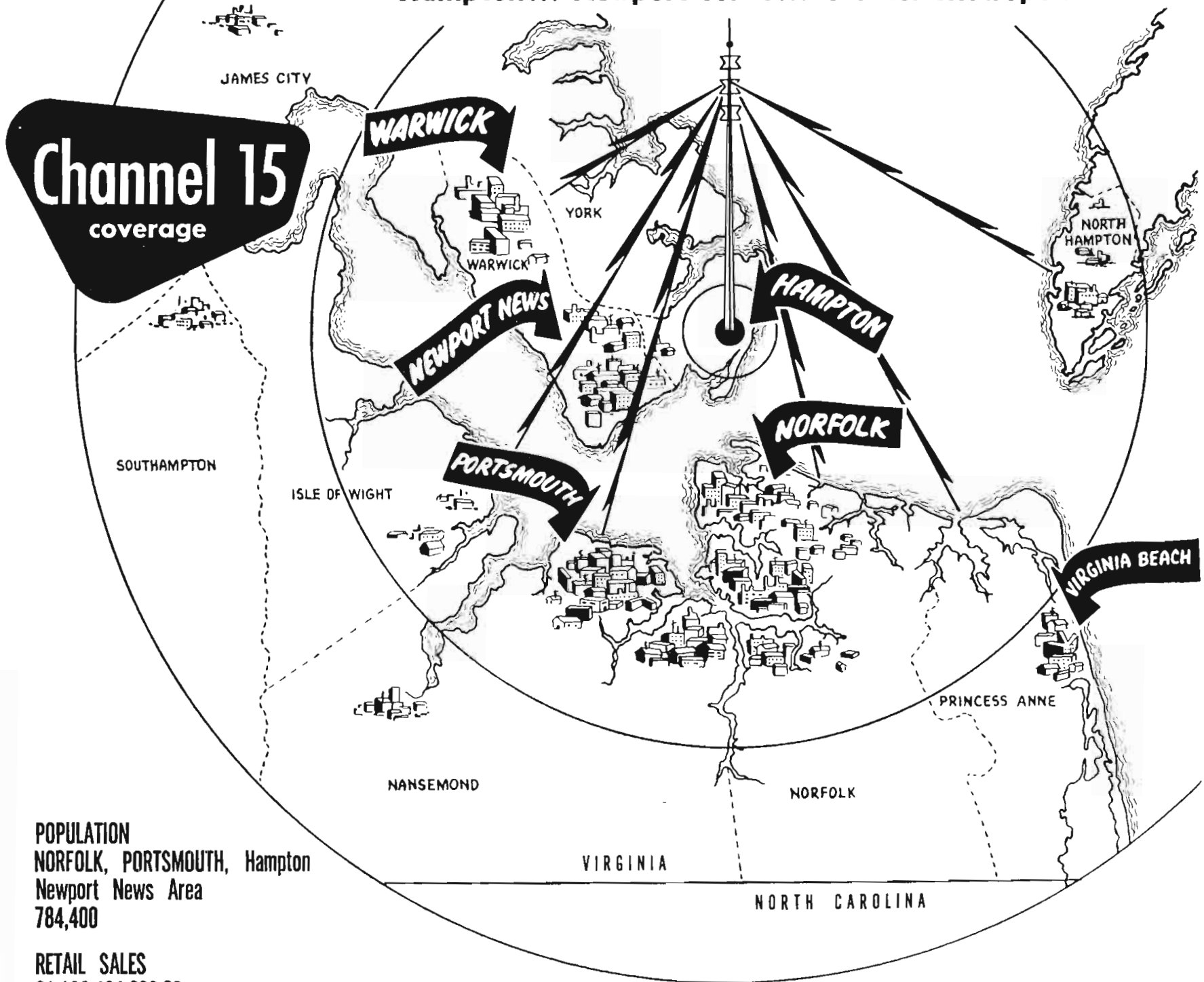
County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

WVEC-TV

channel 15
nbc affiliate
virginia's "power" station

200,000 watts
500 foot tower

serving over $\frac{3}{4}$ million people in Norfolk... Portsmouth...
Hampton... Newport News... Greater Metropolitan Area



POPULATION
NORFOLK, PORTSMOUTH, Hampton
Newport News Area
784,400

RETAIL SALES
\$1,128,464,000.00

Source: Consumer Markets '52 - '53

WVEC-TV blankets this rich metropolitan market
with a primary NBC signal. A market so fabulous
many sales campaigns are first tested here.

For lowest rates - best availabilities call NOW



represented by RAMBEAU



television -

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
OMAHA, Neb.							
NEBRASKA							
Burt	2,231	11.7	3.6	\$14,565	\$13,170	\$2,910	\$355
Butler	1,237	11.4	3.8	11,799	9,561	1,890	266
Cass	2,883	16.8	5.3	21,610	13,813	3,066	437
Colfax	468	10.4	3.3	13,091	17,048	2,752	279
Cuming	532	13.4	3.8	17,804	16,778	2,525	378
Dodge	5,464	27.4	8.8	37,946	42,119	8,230	781
Douglas	81,680	294.4	88.3	513,565	393,049	79,966	13,137
Gage	1,633	28.7	8.8	38,135	28,901	6,093	1,005
Johnson	446	7.3	2.4	8,268	7,896	1,534	214
Lancaster	20,905	124.4	39.2	201,831	147,356	24,726	5,114
Nemaha	707	10.7	3.4	12,118	8,817	2,007	157
Otoe	2,992	17.0	5.5	22,119	18,301	3,499	481
Pawnee	1,154	6.6	2.2	5,998	4,429	877	116
Richardson	457	17.3	5.6	22,254	20,689	3,891	434
Sarpy	3,329	17.4	4.7	24,818	5,801	1,698	246
Saunders	3,962	17.0	5.6	21,633	16,498	4,181	336
Seward	1,256	13.2	4.2	15,509	12,568	2,967	373
Stanton	272	6.5	1.9	7,548	4,379	934	108
Thurston	250	8.6	2.5	11,062	7,446	1,111	201
Washington	2,231	11.7	3.6	14,565	11,171	2,967	206
IOWA							
Adams	1,152	8.5	2.8	9,214	6,850	724	97
Audubon	1,633	7.7	3.4	14,330	15,728	2,446	227
Carroll	3,069	22.9	6.4	32,862	32,086	4,940	498
Cass	3,448	18.5	6.1	23,429	24,748	4,363	586
Crawford	2,732	19.5	5.7	44,154	19,529	3,978	401
Fremont	2,296	11.9	3.7	12,722	11,704	2,518	262
Harrison	3,853	18.9	5.8	21,274	18,366	3,534	533
Mills	2,296	13.7	3.7	16,005	12,500	2,239	295
Monona	3,319	16.1	5.0	19,480	14,904	2,847	343
Montgomery	3,220	15.6	5.2	20,421	19,393	3,502	470
Page	5,015	23.7	7.2	27,688	37,546	4,766	836
Pottawattamie	13,439	70.1	21.3	106,572	71,029	16,833	2,055
Shelby	2,599	15.7	4.6	19,229	17,577	2,183	329
Taylor	1,653	12.2	4.0	12,184	8,794	1,759	185
MISSOURI							
Atchison	839	11.3	3.5	12,220	12,059	2,016	296
Total	184,100	957.8	294.9	\$1,506,890	\$1,122,639	\$216,472	\$32,037
PHOENIX, Ariz.							
ARIZONA							
Maricopa	55,003	386.0	110.6	\$572,768	\$435,643	\$92,264	\$15,155
Pinol	2,688	50.6	12.7	60,654	43,226	14,296	1,763
Total	57,961	436.6	123.3	\$633,422	\$478,869	\$106,560	\$16,918

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.



How to Brand Customers in this 2 Billion Dollar Market!

The Iron: Everyone agrees television is a hard-hitting medium to sell name-brand products. In its own Missouri Valley market, WOW-TV is selling brand-conscious customers who spend nearly 2 billion dollars a year.

The Muscle: You need power to burn a sales message in. And WOW-TV has the muscle . . . being first in its area with 100,000 watts maximum power.

The Proof: The new 1953 WOW-TV Market Book will give you facts and figures . . . realistic answers to why your spots on WOW-TV produce results!



Write for free 1953 WOW-TV Market Book. Address WOW-TV, Omaha, Nebraska.

● Ask your Blair-TV man for more information about this important 2 billion dollar market and the selling power of WOW-TV.



• Basic N.B.C.-DUMONT Affiliate •



in Phoenix and in Central Arizona

**it's an
EASY
CLIMB
to
Higher**



Sales Volume with KTYL-TV

HERE ARE THE MAGIC MERCHANDISING KEYS IN ARIZONA that will ring up spectacular results for your client's products in the nation's most prosperous economic area!

- **PRIMARY NBC** programming and DuMont!
 - **ANTENNA HEIGHT** 1550 feet above average terrain . . . *four times higher than any other Arizona station!*
 - **COVERAGE AREA** blanketing 63.2% of the state's free-spending population!
 - **UNPARALLELED RECEPTION** . . . including a clear picture in areas where other Arizona stations don't even register a signal!
 - **MERCHANDISING** department that not only talks about merchandising, but actually gets the job done! (Note: Ask your Avery-Knodel man for proof of the remarkable sponsor cooperation techniques that KTYL-TV has perfected with smashing success.)
- PROGRAMMING** — network, live and outstanding film packages — that's pulling in an avalanche of fan mail and "rave" notices from local TV editors!

NBC and DuMont Affiliate for Phoenix and Central Arizona



ARIZONA IS FIRST*

- . . . in Retail Sales Growth
- . . . in Population Growth
- . . . in Per Capita Income Growth
- . . . in Employment Growth
- . . . in Bank Capital Growth
- . . . in Truck Registration
- . . . in Farm Income Growth

*Source: Research Department, Valley National Bank

**First in Everything
That Spells More Sales!**

See your Avery-Knodel man . . . or Phone or Wire Collect to KTYL-TV, 4420 N. Central Avenue, (AMherst 6-4483) Phoenix, Arizona

WPTZ

PHILADELPHIA

boosts power

By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington... already looking to WPTZ for the best TV... soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important *plus* in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.

TO BRING

ITS STRONG, CLEAR PICTURE TO

6 $\frac{1}{4}$ million people

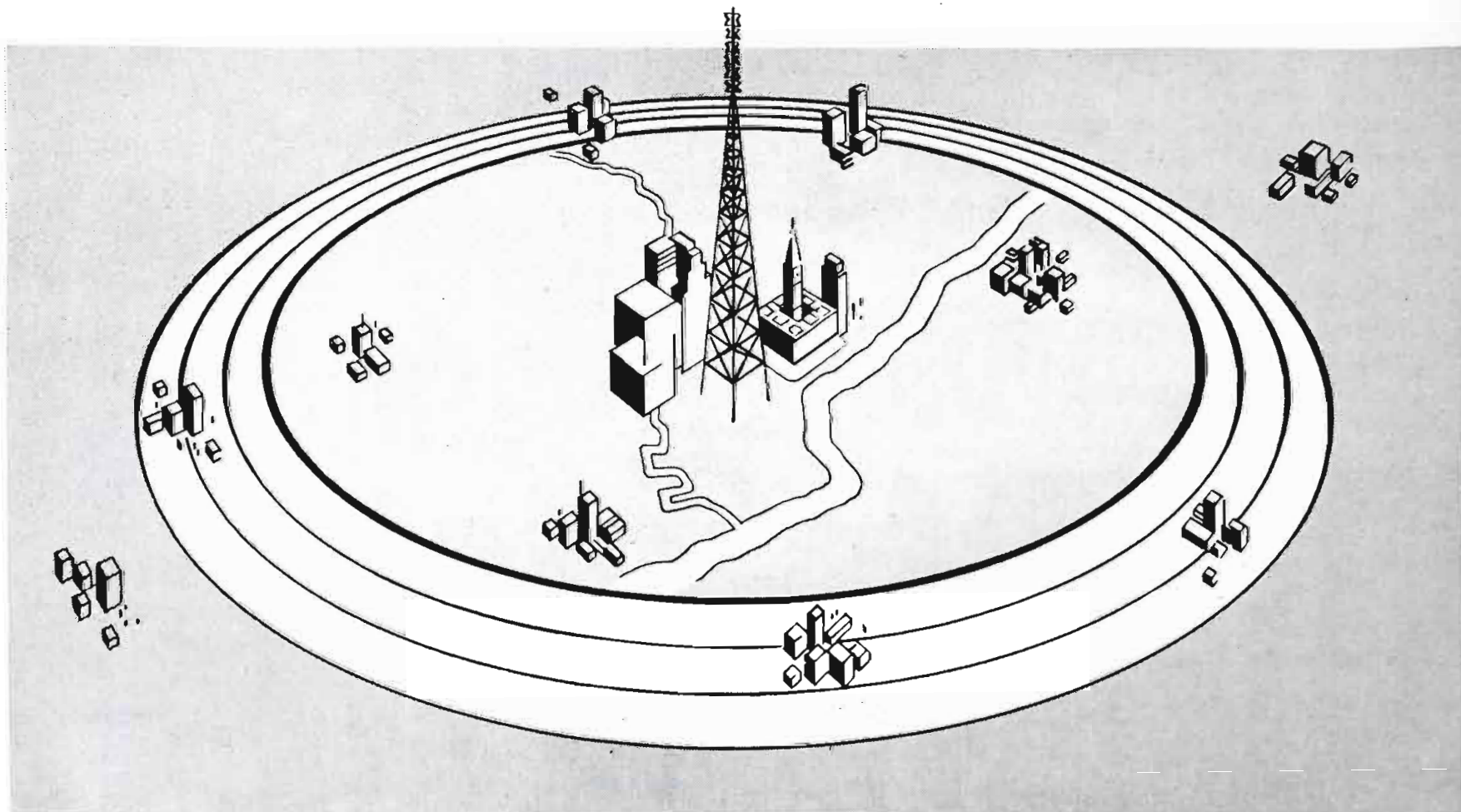
IN AN AREA OF

OVER 15,000 SQUARE MILES



**WESTINGHOUSE
RADIO STATIONS Inc**

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ



TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
PEORIA, Ill.							
ILLINOIS							
Fulton (20%)	UHF	8.7	2.9	\$12,815	\$8,577	\$2,383	\$214
Knox	circulation	54.9	17.8	86,312	72,929	16,066	1,842
Marshall	NA on	13.0	4.1	18,847	13,512	3,640	218
Peoria	county basis	179.5	55.0	338,612	222,352	51,963	37,298
Stark		8.7	2.7	12,614	7,397	1,937	158
Tazewell		81.2	24.9	144,671	66,083	18,529	946
Woodford		21.9	6.6	33,659	23,343	4,990	297
Total	26,123	367.9	114.0	\$647,540	\$414,193	\$99,508	\$40,973
PHILADELPHIA, Pa.							
PENNSYLVANIA							
Berks	54,544	257.8	75.5	\$425,200	\$275,142	\$64,617	\$5,336
Bucks	42,853	158.0	45.3	267,341	142,846	40,978	2,854
Chester	42,577	164.3	42.7	258,299	155,175	40,190	4,368
Delaware	118,494	441.3	123.9	886,696	374,711	114,088	13,660
Lancaster	52,335	239.1	67.7	394,358	263,381	550,826	5,110
Lehigh	42,853	201.1	57.7	337,854	235,744	51,480	4,071
Montgomery	88,867	367.8	100.4	697,294	372,966	112,062	10,635
Northampton	38,143	186.9	52.8	308,261	214,535	66,235	5,163
Philadelphia	526,111	2,104.9	608.4	3,612,896	2,510,301	584,150	64,187
DELAWARE							
New Castle	50,141	233.0	65.7	413,376	288,730	67,882	7,398
NEW JERSEY							
Atlantic	23,291	138.9	43.2	194,906	212,874	54,444	6,641
Burlington	33,463	151.4	37.8	202,241	120,157	36,095	2,758
Camden	84,478	319.7	93.3	535,112	321,058	96,778	6,849
Cape May	10,004	40.2	13.1	49,616	61,961	19,353	1,334
Cumberland	26,774	95.2	28.3	128,796	108,097	29,184	2,047
Gloucester	26,712	99.7	29.5	158,453	76,229	23,682	1,906
Hunternon	10,679	45.4	13.8	61,422	52,102	12,696	920
Mercer	61,970	245.3	65.5	423,158	302,804	74,875	6,292
Middlesex	71,606	284.6	80.9	490,953	298,062	90,422	6,507
Monmouth	62,630	248.0	73.3	398,384	317,445	92,169	8,316
Ocean	17,476	63.4	20.7	85,774	109,781	30,523	2,822
Salem	15,190	52.9	15.7	83,169	48,890	14,160	1,053
Somerset	25,546	108.6	29.9	185,485	104,223	31,293	2,325
MARYLAND							
Cecil	7,564	36.9	9.4	37,750	25,685	8,794	365
Total	1,534,298	6,284.4	1,794.5	\$10,636,794	\$6,992,899	\$2,307,976	\$172,917
PITTSBURGH, Pa.							
PENNSYLVANIA							
Allegheny	376,376	1,530.3	437.3	\$2,642,155	\$1,854,243	\$522,525	\$50,329
Armstrong	14,940	80.6	22.7	99,171	68,811	18,671	1,719
Beaver	40,767	179.1	49.7	300,262	178,556	56,836	4,792
Butler	18,238	99.5	27.7	142,769	92,963	23,567	1,985
Clarion	2,499	38.2	10.5	39,406	37,604	9,792	734
Foyette	34,287	187.3	51.3	254,432	171,529	45,687	3,478
Greene	5,852	45.3	12.3	50,048	29,162	9,221	571
Indiana	11,432	76.3	20.9	79,746	67,572	16,682	1,345
Lawrence	19,084	106.6	30.4	172,304	106,604	30,496	2,301
Mercer	8,452	113.8	32.1	165,646	126,651	32,811	3,174
Somerset	11,416	81.0	22.1	82,525	67,831	17,964	1,075
Venango	3,725	65.3	18.4	76,906	68,119	16,763	1,207
Washington	43,080	208.6	59.1	312,621	195,960	37,899	4,899
Westmoreland	67,566	315.6	87.8	476,790	314,861	94,610	6,845
OHIO							
Belmont	12,751	86.6	25.7	116,044	58,171	20,435	1,041
Carroll	3,291	19.5	5.6	22,214	12,909	2,920	196
Columbiano	20,178	101.0	30.2	159,075	100,458	26,545	2,600
Horrison	2,079	18.9	5.7	21,247	14,163	5,170	198
Jefferson	18,727	96.5	27.2	166,463	85,729	24,627	2,063
Mahoning	40,605	262.7	72.9	475,224	288,034	77,133	6,246
WEST VIRGINIA							
Brooke	3,500	26.6	7.2	38,080	15,499	5,537	368
Hancock	4,431	34.6	9.1	57,759	21,059	7,834	747
Marshall	1,963	35.6	9.7	40,856	16,361	7,366	464
Monongalia	5,083	61.2	16.2	72,278	51,674	14,815	1,415
Ohio	4,020	69.8	20.9	99,101	93,457	20,771	2,124
Preston	1,738	31.4	7.8	28,877	16,369	4,358	471
Total	776,080	3,969.9	1,120.5	\$6,192,999	\$4,154,349	\$1,171,215	\$102,387
PORTLAND, Oregon							
OREGON							
Clackamas	3,513	94.5	30.2	\$128,004	\$65,688	\$17,682	\$1,885
Columbia	1,072	23.0	7.3	29,854	18,894	6,903	445
Marion	7,544	105.6	31.6	147,840	124,090	25,427	2,948
Multnomah	60,680	491.4	168.1	907,080	757,945	165,509	15,709
Washington	3,992	67.4	21.3	93,234	54,196	15,981	1,247

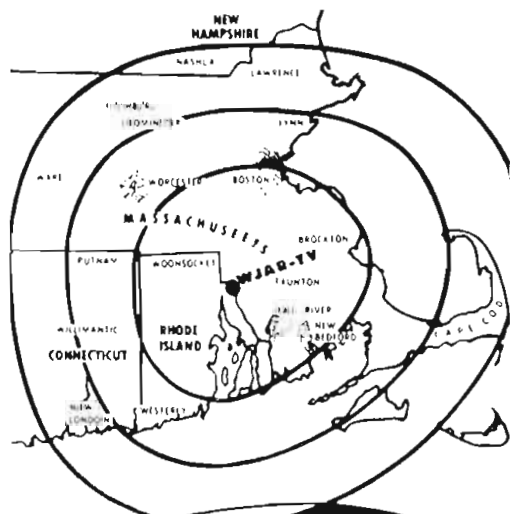
County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

**MORE PEOPLE
PER PENNY
SAVE ONE!***



Yes! WJAR-TV sells Rhode Island — the most densely populated area in the world, save one — only *Java. And who buys automobiles, chlorophyll and nylons on that island? Now — reach more people for your advertising dollar. Buy time on New England's Powerful Television Station.

**5,203,400 People
1,043,320 TV sets**



**WJAR-TV
CHANNEL 10
PROVIDENCE**

Represented Nationally by
WEED TELEVISION

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Yamhill	939	34.6	10.8	40,035	37,503	8,988	846
WASHINGTON							
Clark	4,789	95.8	30.2	160,752	78,948	22,117	2,013
Cowlitz (50%)	593	27.8	8.6	50,520	31,915	7,363	829
Skamania (50%)	65	2.4	.8	2,925	967	472	17
Total	83,187	942.6	308.6	\$1,560,244	\$1,170,148	\$270,440	\$25,940
PROVIDENCE, R. I.							
RHODE ISLAND							
Bristol	7,960	30.1	8.5	\$46,836	\$20,676	\$7,456	\$812
Kent	24,382	83.9	24.7	134,204	68,337	21,027	2,028
Newport	13,910	66.2	16.7	105,892	57,078	21,785	2,173
Providence	149,173	583.5	172.7	899,890	641,535	168,380	21,196
Washington	10,642	50.9	30.8	60,325	45,103	14,715	1,608
CONNECTICUT							
New London	20,637	147.8	42.7	254,648	172,551	50,747	4,683
Windham	10,697	63.4	18.9	106,721	85,658	21,868	1,700
MASSACHUSETTS							
Barnstable	9,419	49.1	15.8	64,172	79,229	24,310	2,717
Bristol	101,738	388.8	116.4	544,449	364,889	111,936	12,204
Dukes	1,072	5.7	1.8	6,206	7,656	3,211	411
Norfolk	101,386	411.8	116.0	768,875	355,519	113,994	12,655
Plymouth	50,252	196.4	59.6	278,113	202,851	61,462	5,456
Total	501,270	2,077.6	640.8	\$3,270,331	\$2,101,082	\$620,891	\$67,643
PUEBLO, Colo.							
COLORADO							
Crowley	278	5.5	1.4	\$5,328	\$4,555	\$1,042	\$175
Custer	6	1.6	.6	1,413	810	240	48
El Paso	5,675	83.4	27.0	116,443	93,290	20,661	4,423
Fremont (50%)	312	9.4	2.9	9,728	7,720	1,917	273
Huerfano	167	10.3	3.1	10,272	7,486	2,036	204
Otero (50%)	620	13.4	4.0	17,761	13,164	3,161	416
Pueblo	5,637	99.3	28.0	134,447	97,251	22,356	2,286
Total	12,695	222.8	66.8	\$295,393	\$224,274	\$51,413	\$7,824
READING, Pa.							
PENNSYLVANIA							
Berks	UHF	257.8	75.5	\$425,200	\$275,142	\$64,617	\$5,336
Dauphin	circulation	201.7	59.4	326,182	244,170	54,598	7,810
Lebanon	NA on	89.3	25.5	137,673	83,962	19,824	1,564
Lehigh	county basis	201.1	57.7	337,854	235,744	51,480	4,071
Luzerne		382.5	106.1	542,838	361,526	99,769	7,001
Montgomery (25%)		91.9	25.1	174,327	93,241	28,015	2,659
Northumber- land (50%)		57.6	16.6	21,719	53,815	15,479	1,402
Schuylkill (50%)		97.7	27.4	130,883	79,542	23,875	1,644
Total	30,112	1,379.6	393.3	\$2,096,676	\$1,427,142	\$357,657	\$31,487
RICHMOND, Va.							
VIRGINIA							
Albemarle	2,814	53.9	13.5	\$66,186	\$54,769	\$11,731	\$1,776
Amelia	474	7.9	1.7	4,814	3,107	348	66
Appomattox	638	8.9	1.9	5,724	3,925	648	61
Brunswick	1,194	20.6	4.3	13,248	11,343	1,899	160
Buckingham	903	12.2	2.7	7,151	4,470	900	40
Caroline	1,286	12.2	2.7	9,498	6,203	2,174	69
Charlotte	590	13.9	3.2	10,190	4,603	923	82
Chesterfield	8,074	51.0	12.9	77,047	11,017	4,128	213
Cumberland	568	7.2	1.7	3,085	1,454	291	68
Dinwiddie	8,131	54.9	13.5	63,319	50,611	12,178	1,862
Essex	718	6.5	1.5	4,180	5,364	1,413	70
Fluvanna	638	7.0	1.9	3,317	2,663	1,200	71
Gloucester	1,390	10.5	3.0	6,510	7,175	1,448	74
Goochland	474	9.1	1.7	6,055	2,256	1,109	—
Greene	231	4.8	1.1	3,575	1,174	525	—
Greensville	1,055	16.6	3.8	12,732	12,888	2,869	438
Hanover	2,663	23.0	5.6	22,311	9,458	2,927	110
Henrico	71,109	303.7	84.1	538,156	387,807	82,289	13,810
Isle of Wight	1,459	15.4	3.6	14,760	9,402	2,281	191
James City	1,251	14.3	2.7	13,057	12,394	2,904	41
King George	1,124	7.0	1.8	7,576	2,168	1,019	—
King William	904	7.8	1.9	6,337	7,474	2,357	31
Lancaster	961	8.6	2.3	6,013	7,485	1,724	167
Louisa	856	12.7	3.1	7,873	6,363	1,808	129
Lunenburg	973	14.3	3.5	11,266	8,929	1,825	225
Madison	741	8.5	2.0	4,603	2,351	949	32
Mathews	881	7.0	1.9	4,103	4,332	970	71
Mecklenburg	2,201	34.3	7.9	28,231	24,951	5,218	484
Middlesex	879	6.9	1.9	3,891	4,431	622	74
Nelson	1,078	13.6	3.2	8,892	4,088	1,379	36
New Kent	474	4.1	1.0	3,236	2,066	934	—
Northumberland	1,089	10.8	2.6	7,447	4,857	954	67

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Nottoway	1,483	17.7	4.4	17,564	14,451	3,128	582
Orange	671	12.8	3.2	10,969	11,324	2,031	379
Powhatan	336	5.7	1.2	4,052	2,563	443	—
Prince Edward	1,274	15.8	3.8	9,444	12,519	2,163	450
Prince George	3,105	32.6	6.7	36,763	16,391	5,151	548
Richmond	938	6.1	1.5	3,988	4,344	768	31
Southampton	2,514	26.8	6.2	18,143	15,591	4,205	487
Spotsylvania	3,880	24.9	6.2	30,608	32,523	6,691	954
Sussex	1,297	12.8	2.8	8,084	8,802	1,962	201
Warwick	17,526	48.4	11.7	73,704	15,766	6,784	520
Westmoreland	1,691	10.6	2.7	6,694	7,950	1,392	229
York	1,483	12.5	3.2	14,519	3,563	1,368	72
Total	154,020	1,015.9	253.8	\$1,218,915	\$827,365	\$190,039	\$24,971

ROANOKE—see LYNCHBURG-ROANOKE

ROCHESTER, N. Y.

NEW YORK

Cayuga	15,692	71.7	21.1	\$100,526	\$77,678	\$19,405	\$1,535
Genesee	10,557	48.9	14.2	74,072	57,025	12,897	1,122
Livingston	6,311	41.4	11.1	52,351	39,382	9,933	815
Monroe	130,108	501.8	153.6	944,388	604,875	150,860	17,560
Ontario	10,185	61.7	17.6	83,566	70,156	17,505	1,300
Orleans	6,508	30.5	9.4	39,828	32,938	9,133	685
Schuyler	2,469	14.7	4.5	16,353	15,730	3,509	305
Seneca	4,329	30.5	7.9	43,768	24,456	6,775	633
Steuben	5,702	93.9	27.6	130,189	97,382	26,405	2,211
Wayne	12,385	58.7	17.9	74,769	61,539	14,402	1,286
Wyoming	4,028	33.6	9.5	42,244	34,135	7,425	660
Yates	3,296	18.1	5.7	19,257	26,625	10,403	467
Total	211,571	1,005.5	300.1	\$1,621,311	\$1,141,921	\$288,652	\$28,579

ROCKFORD, III.

ILLINOIS

Boone	UHF	17.4	5.3	\$29,775	\$19,981	\$5,002	\$397
De Kalb	circulation	42.1	12.7	68,373	50,419	10,479	1,472
Lee	NA on	36.7	9.9	58,957	35,744	8,368	775
McHenry	county basis	54.3	16.6	99,562	67,358	15,464	1,721
Ogle		33.9	10.8	52,699	38,569	10,217	809
Stephenson		41.8	13.4	65,717	53,984	12,318	1,049
Winnebago		160.4	50.1	296,928	205,193	49,253	5,456

WISCONSIN

Green (50%)		12.2	3.7	16,674	19,102	4,516	494
Rock		96.5	29.0	159,417	120,932	29,766	2,927
Walworth (50%)		21.9	6.7	30,331	28,066	6,141	717
Total		27,829	517.2	\$878,433	\$639,348	\$151,524	\$15,817

ROCK ISLAND—see DAVENPORT-ROCK ISLAND

ROME, Ga.

GEORGIA

Bartow	3,281	27.8	7.1	\$26,948	\$20,215	\$4,515	\$465
Chattooga	1,581	21.7	5.6	24,724	11,692	2,728	340
Cherokee	2,172	21.1	5.4	17,878	15,112	3,138	245
Floyd	8,472	64.4	17.0	85,895	54,232	12,114	1,558
Gordon	2,046	19.0	4.9	13,946	8,990	2,515	326
Haralson	1,795	14.9	3.8	12,768	8,249	1,777	171
Murray	1,061	10.8	2.5	7,324	2,929	609	58
Paulding	1,387	11.5	3.0	6,928	3,207	849	56
Pickens	848	8.8	2.2	7,042	6,303	730	100
Polk	3,699	31.1	8.0	31,612	19,664	5,931	673
Walker	1,289	40.0	10.8	49,340	21,999	5,598	965
Whitfield	4,208	36.8	9.7	42,602	26,610	7,759	818

ALABAMA

Cherokee	1,001	16.9	4.1	9,934	4,967	1,290	101
Cleburne	726	11.7	2.9	6,284	3,344	1,141	66
De Kalb	1,343	45.4	11.7	22,451	19,160	5,085	420
Etowah (25%)	1,765	99.1	26.9	118,775	80,321	21,431	2,180
Total	36,674	406.7	105.4	\$395,370	\$246,751	\$61,137	\$6,907

ROSWELL, N. M.

NEW MEXICO

Chaves	1,017	46.6	12.8	\$68,536	\$50,146	\$10,019	\$1,630
De Baca (50%)	15	1.8	.5	2,230	2,186	356	91
Eddy (50%)	157	24.2	6.7	43,092	25,193	6,069	1,038
Lincoln (50%)	12	3.7	.9	4,190	2,596	606	86
Total	1,201	76.3	20.9	\$118,048	\$80,121	\$17,050	\$2,845

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
SAGINAW, Mich.							
MICHIGAN							
Bay	UHF	93.5	26.5	\$139,197	\$100,856	\$25,888	\$3,477
Genesee	circulation	287.2	83.7	498,353	325,184	82,863	11,897
Gratiot (50%)	NA on	17.2	5.0	19,773	17,482	4,595	413
Midland	county basis	38.6	10.7	62,241	35,401	11,000	1,221
Saginaw		162.0	46.2	243,741	169,533	44,340	5,704
Shiawassee (50%)		24.0	7.2	33,164	22,711	6,185	624
Tuscola		39.7	11.1	42,048	34,983	9,158	848
Total	20,801	662.2	190.4	\$1,037,518	\$706,152	\$184,029	\$24,184
ST. LOUIS, Mo.							
MISSOURI							
Audrain	1,041	24.9	8.2	\$32,428	\$26,323	\$5,690	\$594
Bollinger	672	10.8	3.1	5,570	3,618	943	65
Boone	1,790	51.8	14.4	62,288	44,737	9,053	1,636
Callaway	785	24.1	6.3	22,106	13,677	2,905	416
Cape Girardeau	1,424	39.8	11.8	52,138	39,048	8,718	1,270
Cole	1,021	36.4	9.9	53,726	35,595	6,945	1,375
Crawford	108	11.8	3.6	8,693	6,394	1,561	226
Dent	1,043	10.9	3.4	6,563	8,686	2,232	192
Franklin	5,381	37.6	11.5	40,661	32,459	8,068	762
Gasconade	985	12.6	4.0	12,223	12,470	2,430	169
Iron	753	9.4	2.6	6,238	5,564	1,946	64
Jefferson	8,500	40.4	12.1	58,552	30,390	8,720	658
Laclede	731	19.8	5.9	15,080	21,004	3,837	583
Lincoln	1,801	13.0	12.7	11,337	14,157	2,701	175
Madison	672	10.9	3.1	11,046	8,330	2,034	208
Miller	446	13.8	4.3	10,006	10,222	2,130	123
Montgomery	1,527	11.7	4.0	9,776	9,911	2,133	97
Perry	909	15.3	4.2	15,974	12,259	1,856	230
Phelps	1,002	27.7	8.0	24,502	17,842	4,298	327
Pike	2,253	17.1	5.9	16,391	17,276	4,649	462
Rolls	527	8.8	2.7	8,105	4,795	1,002	135
Reynolds	253	6.7	1.7	2,883	2,830	668	62
St. Charles	6,485	31.9	9.2	45,068	26,387	6,321	594
St. Francois	5,940	36.1	10.5	50,551	26,193	8,356	727
St. Louis	321,867	1,334.9	407.3	2,485,584	1,483,026	336,579	50,178
Ste. Genevieve	1,667	11.4	3.1	12,745	8,498	2,150	193
Warren	957	7.8	2.5	7,087	7,970	1,455	199
Washington	1,288	14.6	4.1	9,143	6,692	2,133	90
ILLINOIS							
Adams	2,226	64.6	20.5	88,029	68,958	15,355	1,944
Bond	2,564	14.2	4.6	14,874	14,053	3,192	183
Brown	290	6.9	2.3	7,227	9,822	1,693	87
Calhoun	866	6.6	1.9	5,305	4,797	1,032	66
Cass	683	14.7	4.7	19,773	16,243	4,500	453
Christian	2,473	39.0	12.6	58,566	39,495	9,556	806
Clinton	3,736	22.9	6.7	30,398	19,327	4,670	207
Coles	2,618	41.2	13.3	59,732	50,658	10,313	1,053
Cumberland	575	10.3	3.3	10,789	6,063	1,543	112
Effingham	1,688	21.7	6.5	27,276	28,005	5,003	386
Fayette	1,909	43.8	7.4	27,046	19,049	3,709	361
Franklin	3,582	47.7	16.3	57,482	36,025	11,005	885
Greene	2,794	18.6	6.1	20,139	17,501	5,201	396
Jackson	3,193	38.0	11.9	47,765	35,892	8,012	749
Josper	677	21.1	3.9	11,620	9,497	2,079	68
Jefferson	2,193	36.2	11.8	44,262	36,149	7,202	714
Jersey	2,140	15.7	4.7	16,722	12,736	3,120	377
Logan	1,107	31.0	8.4	43,305	30,814	6,593	559
Macon	5,240	104.4	33.0	173,232	126,646	27,653	2,784
Macoupin	7,344	43.4	14.5	60,627	41,157	11,430	890
Madison	40,991	190.1	58.6	331,997	176,580	51,216	4,600
Marion	2,860	40.7	13.2	57,573	43,983	9,779	1,215
Menard	391	9.4	3.1	12,966	7,934	1,843	159
Monroe	2,242	13.4	4.1	19,191	12,403	2,403	147
Montgomery	3,286	32.0	10.8	36,871	33,735	8,277	604
Morgan	1,485	35.5	9.9	45,248	41,462	7,758	854
Perry	1,849	21.4	6.9	24,301	18,702	5,081	494
Pike	2,191	21.6	7.2	21,885	17,499	4,873	298
Randolph	4,963	31.2	8.7	38,148	29,257	7,316	556
Richland	763	16.8	5.7	20,838	18,696	4,086	418
Sangamon	1,586	133.8	43.1	222,015	175,347	36,482	5,798
Shelby	842	24.2	7.9	27,883	21,222	5,325	459
Scott	726	7.1	2.4	8,181	7,221	1,731	111
St. Clair	48,326	215.7	64.5	331,517	109,883	54,281	4,677
Union	597	20.2	5.6	17,995	14,798	3,708	347
Washington	2,624	14.3	4.7	15,483	12,243	2,538	134
Williamson	2,161	47.9	16.1	54,393	40,066	11,102	998
Total	537,609	3,400.3	1,038.6	\$5,207,118	\$3,340,271	\$802,173	\$97,263
ST. PETERSBURG, Fla.							
FLORIDA							
Hillsborough	UHF	280.8	81.5	\$349,877	\$281,434	\$66,929	\$9,517
Manatee	circulation	38.6	12.0	36,994	34,590	9,779	1,353
Pinellas	NA on	190.2	65.9	256,854	221,644	40,133	6,960
Pasco (50%)	county basis	11.6	3.5	9,009	7,362	2,720	230
Total	5,009	520.2	162.9	\$646,735	\$545,030	\$119,561	\$18,060

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
SALT LAKE CITY, Utah							
UTAH							
Box Elder	1,852	20.3	5.3	\$22,392	\$22,850	\$3,915	\$408
Cache	1,802	34.2	9.2	35,465	35,910	6,262	1,049
Davis	3,545	37.2	9.6	49,321	27,187	9,021	673
Morgan	263	2.5	.6	2,758	2,590	266	68
Salt Lake	73,587	293.1	84.2	446,383	329,406	70,194	10,746
Sanpete	738	13.5	3.8	11,338	10,790	1,853	379
Summit	313	6.7	1.8	7,654	4,655	1,189	140
Taaele	837	19.6	5.2	27,280	13,967	3,906	586
Utah	10,808	88.0	22.5	105,136	80,730	18,428	2,156
Wasatch	388	5.5	1.4	6,354	6,052	790	69
Weber	14,571	91.7	26.1	131,250	101,870	22,313	3,081
IDAHO							
Franklin	601	9.7	2.5	10,660	9,862	1,848	265
Oneida	399	4.3	1.2	4,883	4,765	863	79
Total	109,705	626.3	173.4	\$860,874	\$650,634	\$140,848	\$19,699

SAN ANTONIO, Texas

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
TEXAS							
Atascosa	2,339	20.6	4.9	\$18,677	\$13,064	\$3,189	\$331
Bandera	776	4.4	1.3	3,761	4,524	1,611	190
Bastrop	2,266	19.6	5.6	14,438	13,046	4,349	874
Bee	991	18.9	4.9	21,866	16,612	3,920	575
Bexar	83,477	526.9	137.2	720,542	529,236	122,177	16,820
Blanco	346	3.9	1.3	3,588	3,802	1,334	50
Caldwell	2,111	18.9	5.2	17,635	18,232	3,783	411
Comal	1,313	17.7	5.0	23,503	21,045	4,460	553
Dewitt	883	23.1	6.7	21,554	27,441	6,680	706
Duval	918	14.9	3.5	14,691	7,832	2,919	370
Fayette	1,170	23.9	7.0	16,974	23,002	4,697	683
Fria	1,241	10.8	2.6	7,242	7,705	2,267	191
Gillespie	394	10.6	3.3	10,451	12,349	2,672	227
Goliad	274	6.0	1.5	4,970	4,431	1,131	63
Gonzales	728	20.7	5.5	16,050	34,175	6,072	391
Guadalupe	2,338	25.8	7.0	25,097	23,464	6,283	483
Hays	1,206	18.8	4.6	14,079	13,701	4,185	519
Jim Wells	716	30.6	7.4	15,294	16,690	3,839	396
Karnes	1,372	17.1	4.1	5,744	5,942	1,501	222
Kendall	1,014	5.6	1.7	18,997	18,977	3,980	482
Kerr	526	14.9	4.4	5,402	5,416	712	37
La Salle	500	7.9	1.9	18,547	12,369	4,728	236
Lavaca	811	21.7	6.2	8,422	6,885	1,639	194
Live Oak	550	8.9	2.1	1,546	289	107	54
McMullen	131	1.4	.5	14,743	12,209	2,471	334
Medina	2,744	17.8	4.6	16,761	8,448	2,557	403
Nueces	4,985	190.8	50.3	37,762	26,313	7,269	893
Refugio	500	10.2	2.8	243,424	182,914	38,800	7,294
San Patricio	1,885	38.3	9.3	47,530	37,497	8,554	635
Travis	18,744	176.3	46.2	11,513	9,024	1,250	355
Uvalde	436	17.4	4.6	36,211	30,055	7,165	1,043
Victoria	1,683	33.8	9.4	318,636	205,096	46,406	6,810
Wilson	1,205	14.6	3.6	18,536	18,589	4,196	626
Total	140,570	1,392.8	366.2	\$1,674,186	\$1,346,910	\$316,897	\$43,069

SAN DIEGO, Calif.

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
CALIFORNIA							
Imperial	3,197	63.8	17.1	\$97,805	\$87,642	\$20,765	\$2,367
San Diego	167,951	681.9	221.6	1,128,651	717,687	175,110	22,885
Total	171,148*	745.7	238.7	\$1,226,456	\$805,329	\$195,875	\$25,252

* 50% of Orange county brings the total to 203,908, too late for inclusion for complete market data.

SAN FRANCISCO, Calif.

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
CALIFORNIA							
Alameda	227,049	788.9	263.6	\$1,511,720	\$990,503	\$257,807	\$29,904
Amador	402	9.2	3.0	14,103	8,992	2,845	243
Calaveras	456	10.2	3.4	15,104	6,662	2,356	198
Contra Costa	67,085	349.6	101.1	499,425	287,174	104,931	8,590
El Dorado	804	16.7	6.0	23,265	16,467	6,352	287
Glenn	1,044	16.1	5.0	24,967	22,638	4,650	374
Lake	928	12.6	4.5	13,606	13,422	4,565	494
Marin	19,592	97.1	29.5	196,207	89,882	29,113	2,961
Merced	3,264	76.9	22.4	113,872	92,581	20,640	2,517
Monterey	5,453	149.8	43.8	232,298	169,820	41,105	4,419
Napa	8,245	52.9	14.7	84,795	49,046	13,208	1,196
Placer	3,983	45.6	13.7	72,285	49,402	14,125	1,460
San Benito	681	15.2	4.7	21,444	14,655	4,162	394
San Francisco	189,141	799.1	280.4	1,628,890	1,176,074	254,540	33,047
San Joaquin	28,340	223.3	66.6	357,936	257,909	60,005	5,828
San Mateo	77,442	286.1	89.9	642,943	241,756	79,218	5,835
Santa Clara	80,775	327.9	99.8	565,339	374,873	90,766	11,518
Stanislaus	8,632	143.6	43.8	207,546	186,607	36,259	4,042
Salano	31,318	125.4	38.2	220,652	128,760	38,698	2,787
Sonoma	15,300	114.6	37.8	169,697	160,190	31,284	3,852
Tuolumne	472	12.9	4.5	20,678	13,861	3,937	409
Yolo	3,078	45.1	13.5	66,782	44,832	14,600	1,779
Total	773,487	3,718.6	1,189.9	\$6,704,954	\$4,396,106	\$1,115,166	\$122,134

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
SAN LUIS OBISPO, Calif.							
CALIFORNIA							
Kern (10%)	1,468	25.7	7.6	\$45,651	\$29,264	\$7,404	\$612
Kings (50%)	533	29.8	7.2	38,019	30,782	6,964	716
Monterey (50%)	2,916	74.9	21.9	116,149	84,910	20,553	2,209
San Luis Obispo	1,960	57.3	19.0	81,857	72,515	17,965	1,858
Santa Barbara (25%)	3,403	26.5	8.6	44,389	36,749	8,206	1,206
Total	10,280	214.2	64.3	\$326,065	\$254,220	\$61,092	\$6,403
SCHEENECTADY, N. Y.							
NEW YORK							
Albany	62,795	244.9	76.9	\$430,779	\$360,381	\$78,280	\$5,292
Columbia	11,182	44.4	13.7	56,554	42,583	12,693	876
Delaware	3,496	45.4	13.5	52,669	52,955	11,279	1,052
Fulton	10,314	52.2	17.2	70,699	57,902	17,394	1,235
Greene	4,932	29.1	9.0	31,440	38,916	10,683	765
Hamilton	662	4.1	1.0	4,494	4,135	1,948	87
Herkimer	14,016	62.4	19.1	86,515	64,408	19,553	1,304
Montgomery	11,463	60.6	18.8	98,680	73,607	20,004	1,475
Rensselaer	34,081	135.5	40.7	221,678	146,051	40,496	2,853
Saratoga	19,503	78.2	23.3	115,946	77,738	22,381	1,799
Schenectady	35,951	149.4	47.0	285,796	186,339	48,592	4,426
Schoharie	3,835	23.5	7.0	26,510	26,486	6,312	390
Ulster	9,760	95.1	29.5	121,133	113,914	35,643	2,228
Warren	9,095	40.2	12.4	51,831	68,595	16,424	1,586
Washington	9,768	47.6	13.7	61,372	40,649	13,370	1,202
VERMONT							
Bennington	3,091	24.2	7.3	32,854	25,946	7,796	543
MASSACHUSETTS							
Berkshire	31,752	134.2	39.9	208,762	154,634	42,094	3,506
Total	275,695	1,271.0	390.0	\$1,957,712	\$1,535,239	\$404,942	\$30,619
SCRANTON, Pa.							
PENNSYLVANIA							
Bradford (50%)	UHF	25.9	7.6	\$26,337	\$22,533	\$5,567	\$419
Lackawanna	circulation	250.6	71.5	347,580	232,817	68,035	5,040
Luzerne	NA on	382.5	106.1	542,838	361,526	99,769	7,001
Monroe	county basis	34.5	10.1	38,785	40,981	9,863	873
Pike		8.7	3.0	8,635	7,346	2,327	74
Sullivan (50%)		3.8	.9	3,052	2,506	892	29
Susquehanna		31.3	8.9	32,288	24,055	7,638	245
Wayne		28.2	8.0	27,604	27,186	6,733	420
Wyoming		16.7	4.8	14,801	16,353	4,096	161
Total	29,779	781.0	220.9	\$1,041,919	\$735,302	\$204,819	\$14,251
SEATTLE-TACOMA, Wash.							
WASHINGTON							
Clallam	3,861	26.7	8.7	\$41,083	\$34,815	\$10,137	\$793
Gray's Harbor	2,164	52.1	17.4	80,964	68,841	17,595	1,567
Island	2,759	12.5	3.9	12,381	7,764	2,487	210
Jefferson	1,596	11.9	3.6	14,140	8,945	3,183	121
King	154,776	765.2	256.7	1,461,548	914,238	209,810	26,308
Kitsap	18,994	82.2	26.8	142,124	81,385	25,225	2,930
Lewis	1,438	43.3	14.1	53,434	51,547	11,188	1,207
Mason	2,265	15.6	15.1	23,528	14,064	4,094	169
Pierce	52,486	300.4	88.6	509,004	273,392	68,093	7,422
Son Juan	338	3.2	1.2	3,509	2,422	697	40
Skagit	3,883	43.4	13.6	56,812	60,373	15,339	1,196
Snohomish	19,294	115.1	38.0	181,398	116,886	31,053	2,663
Thurston	6,801	45.8	15.3	69,774	48,748	12,488	1,159
Whatcom	2,235	66.5	21.9	94,696	77,134	16,533	1,733
Total	272,897	1,583.9	524.9	\$2,744,395	\$1,760,554	\$428,682	\$47,518
SIoux CITY, Iowa							
IOWA							
Cherokee	939	19.1	5.2	\$29,037	\$20,827	\$3,363	\$522
Crawford	2,547	19.5	5.7	24,154	19,529	3,978	401
Ida	576	10.6	3.2	15,065	15,678	2,708	335
Mason	3,113	16.1	5.0	19,480	14,904	2,847	343
O'Brien	804	18.9	5.9	27,121	24,526	4,282	421
Plymouth	782	23.3	6.6	32,141	26,539	4,627	5,333
Sac	936	17.3	5.4	25,563	19,303	3,589	381
Sioux	1,155	25.8	7.4	35,207	26,270	4,937	583
Wapabay	8,937	109.2	33.9	178,253	144,508	27,278	4,511
NEBRASKA							
Burt	2,093	11.7	3.6	14,565	13,170	2,910	355
Cedar	574	14.0	3.9	17,043	12,860	2,324	405
Cuming	536	13.4	3.8	17,804	16,778	2,525	378

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Dakota	599	10.8	3.1	15,105	12,220	2,937	315
Dixon	478	9.2	2.9	10,292	8,629	1,639	196
Stanton	257	6.5	1.9	7,548	4,379	934	108
Thurston	679	8.6	2.5	11,062	7,446	1,111	201
Wayne	438	10.4	2.9	12,507	10,847	1,862	162

S. DAKOTA

Clay	416	11.2	3.2	10,877	7,809	1,529	279
Union	514	10.6	3.3	13,575	9,331	1,488	416
Total	26,373*	366.2	109.4	\$516,399	\$410,576	\$76,868	\$15,645

* The following counties will bring the total to 41,534: Buena Vista, Clay, Harrison, in Iowa; Madison, Dodge, Knox, Pierce, in Nebraska; Lincoln, Yankton, in South Dakota. Too late for inclusion.

SIoux FALLS, S. D.

SOUTH DAKOTA

Brookings	283	17.9	5.2	\$24,936	\$17,626	\$3,925	\$395
Clay	360	11.2	3.2	10,877	7,809	1,529	279
Hanson	70	5.0	1.3	5,911	1,895	508	32
Hutchinson	244	11.1	3.3	12,029	11,795	1,770	252
Lake	245	11.2	3.3	15,603	11,735	1,942	203
Lincoln	512	12.7	3.8	17,692	12,829	2,511	275
McCook	287	8.6	2.5	10,526	7,422	983	165
Miner	93	6.1	1.8	6,951	5,871	993	225
Minnehaha	4,158	73.0	22.4	138,672	95,261	16,725	2,804
Moody	164	9.2	2.0	10,748	6,610	1,066	130
Turner	460	11.7	3.7	14,820	11,470	2,502	331
Union	569	10.6	3.3	13,575	9,331	1,488	416
Yankton	441	16.7	4.3	25,143	20,431	3,328	332

IOWA

Lyon	500	14.7	4.2	20,279	14,626	2,284	272
O'Brien	781	18.9	5.9	27,121	24,526	4,282	421
Osceola	275	10.2	2.9	15,648	11,074	1,933	96
Sioux	1,097	25.8	7.4	35,207	26,270	4,937	583

MINNESOTA

Nobles	626	22.9	6.3	28,983	31,150	5,161	447
Pipestone	728	14.1	3.8	16,774	18,856	2,978	231
Rock	485	11.6	3.3	14,535	14,158	2,264	152
Total	12,378*	323.2	94.5	\$466,030	\$360,745	\$63,109	\$8,041

* The following counties will bring the total to 16,172: Bon Homme, Deuel, Douglas, Davison, Hamlin, Kingsbury, Sanborn, in South Dakota; Cedar, Dakota, Dixon, in Nebraska; Jackson, Lincoln, Lyon, Murray, in Minnesota. Too late for inclusion.

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV COSTS GOT YOU DOWN?

The Sportsman's Club

You'll be surprised at the reasonable cost of this popular, well rated show. 15 minutes of hunting, fishing and outdoors with Dave Newell and a panel of experts. 52 units now available. Write for audition prints.

SYNDICATED FILMS

1022 Forbes St.
Pittsburgh 19, Pa.
Phone: EXpress 1-1355



SEA-TAC AIRPORT IS FABULOUS ENTRANCE TO A FABULOUS MARKET

(Served by KTNT-TV)

The Seattle-Tacoma Airport, known by travelers as one of the finest in the world, is the air entrance to a fabulous market . . . the vibrant, prosperous, growing Puget Sound area. The entrance to this fabulous market for manufactured products of all kinds is KTNT-TV. Write or wire for the complete story of the KTNT-TV area, made up of 1,318,700 progressive, able-to-buy people.

Transmitter strategically located at Tacoma, in Middle Puget Sound, for greater penetration of the entire area.
Sales representatives:
Weed Television,
Nationally
Art Moore & Son,
Pacific Northwest

KTNT-TV AREA

QUICK FACTS AND FIGURES

TV sets in Area (July 1)	271,000
POPULATION DISTRIBUTION	
City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%

*TOTAL (over 1 1/4 Million People).....100.00%

*Excludes Snohomish and other counties where reception is "Good".

Fabulous Puget Sound cannot be purchased by buying one city alone.

KTNT-TV

CHANNEL 11
NOW 125,000 WATTS

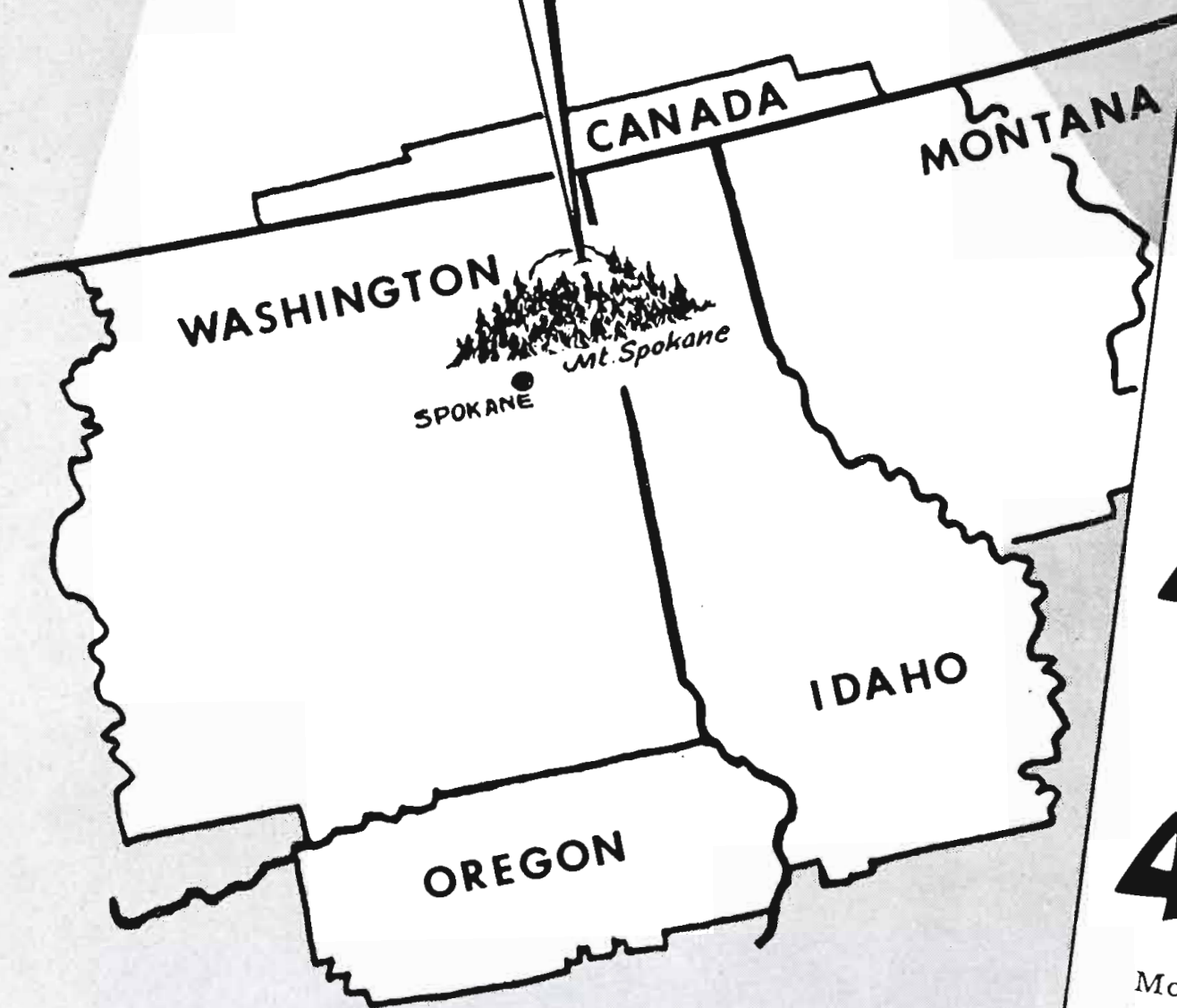


Affiliated with CBS and the DuMont Television Networks

KXLY-TV

4-MOST

**in the
RICH
SPOKANE
MARKET**



**4 MOST
HEIGHT**

6018 Ft. atop Mt. Spokane. Highest in the northwest.

**4 MOST
Sq. Miles**

Daily reports from viewers up to 300 miles away.

**4 MOST
Top Shows**

CBS.
Dumont.
Studio (4 hrs daily)

**4 MOST
Families**

343,950 families in KXLY-TV's wealthy area.

**4 MOST
Hrs. on Air**

Most hours of daily programming. . .
Live! Film! Network!

KXLY-TV

Channel 4 Spokane, Washington

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9 5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
Geneva 9631

THE WALKER COMPANY

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
SOUTH BEND, Ind.							
INDIANA							
Elkhart	UHF	88.8	27.7	\$154,926	\$110,505	\$24,698	\$3,549
Kosciusko (50%)	circulation	17.1	5.4	22,373	18,644	4,429	4,305
La Porte	NA on	81.7	24.2	139,964	86,675	22,918	2,197
Marshall	county basis	31.1	9.5	48,870	36,318	6,908	700
St. Joseph		220.6	64.9	447,206	282,071	60,398	7,545
Starke (50%)		8.2	2.4	9,853	1,877	1,877	80
MICHIGAN							
Berrien		124.5	38.1	179,679	150,229	41,288	6,054
Cass		30.3	9.5	33,952	24,422	6,770	775
Total	50,448	601.7	181.9	\$1,036,824	\$717,876	\$168,347	\$17,455
SPOKANE, Wash.							
WASHINGTON							
Adams	517	6.8	2.2	\$12,119	\$11,749	\$1,727	\$229
Douglas	168	11.1	3.4	15,723	6,421	1,537	44
Ferry	35	3.8	1.1	3,996	1,254	466	32
Franklin	307	15.7	5.1	27,023	27,772	6,226	968
Garfield	80	3.2	.9	4,679	3,887	432	116
Grant	660	27.2	7.9	45,984	19,312	5,760	594
Lincoln	929	10.5	3.3	18,554	15,912	2,686	360
Okanogan	110	29.7	9.1	40,281	22,066	6,176	794
Pend Oreille	403	7.2	2.3	9,875	4,566	1,501	214
Spokane	29,562	231.7	74.8	411,898	279,221	56,772	8,242
Stevens	574	18.0	5.5	19,737	13,976	3,439	359
Whitman	1,693	32.2	9.4	44,164	35,394	8,012	1,259
IDAHO							
Benewah	186	5.9	1.8	5,994	5,836	1,544	42
Bonner	371	14.5	4.5	13,339	13,100	3,416	308
Boundary	59	5.9	1.6	6,134	6,706	1,834	79
Clearwater	21	7.9	2.2	8,971	5,799	1,296	266
Kootenai	1,680	25.5	8.0	29,563	26,700	7,897	717
Latah	696	21.0	6.0	23,848	18,629	4,267	578
Nez Perce	133	23.5	7.4	30,894	41,536	7,050	999
Shoshone	335	23.4	6.9	32,429	22,513	7,386	661
Total	38,519	524.7	163.4	\$805,205	\$582,349	\$129,424	\$16,861
SPRINGFIELD-HOLYOKE, Mass.							
MASSACHUSETTS							
Franklin	UHF	53.8	16.6	\$71,161	\$60,003	\$16,444	\$1,226
Hampden	circulation	379.9	110.4	614,490	439,738	116,526	14,343
Hampshire	NA on county basis	90.0	23.6	119,043	72,582	18,530	2,164
CONNECTICUT							
Hartford		562.3	161.4	1,167,131	743,110	189,396	23,565
Tolland		49.7	12.8	84,379	34,078	11,315	640
Total	50,373	1,133.9	324.8	\$2,056,204	\$1,349,511	\$352,211	\$41,938
SPRINGFIELD, Mo.							
MISSOURI							
Barry	704	21.7	6.6	\$14,653	\$20,853	\$3,865	\$577
Cedar	518	10.7	3.8	6,443	8,058	1,329	281
Christian	330	12.3	3.9	7,407	7,637	1,496	199
Dade	412	9.1	3.0	5,034	7,995	1,297	228
Dallas	247	10.5	3.3	4,901	10,092	1,065	229
Douglas (50%)	143	2.3	1.8	3,171	2,720	408	33
Greene	8,932	110.5	36.3	153,927	120,998	21,342	4,124
Hickory	215	5.4	1.9	2,588	3,303	237	68
Jasper	4,770	81.0	27.7	102,789	91,669	19,714	2,747
Laclede	738	19.8	5.9	15,080	21,004	2,837	583
Lawrence	799	23.8	7.9	19,589	15,636	3,276	701
McDonald	354	14.1	4.3	7,963	13,404	1,842	315
Newton	801	28.9	8.9	23,066	17,854	4,091	358
Ozark	56	8.9	2.4	3,830	2,990	238	67
Polk	412	16.0	5.2	9,834	15,856	1,919	356
Stone	1,116	9.8	2.9	5,421	4,625	888	218
Taney	169	10.3	3.0	6,203	6,488	1,337	126
Webster	474	15.0	4.6	9,220	11,181	1,619	163
Wright	317	16.0	5.0	7,468	14,380	1,854	289
Total	21,507	426.1	138.4	\$408,587	\$805,330	\$70,654	\$11,662
SYRACUSE, N. Y.							
NEW YORK							
Cayuga	15,718	71.7	21.1	\$100,526	\$77,678	\$19,405	\$1,535
Chenango	5,131	40.3	12.1	51,332	39,413	10,351	564
Cortland	7,668	38.3	11.4	47,521	47,852	11,055	601
Jefferson	7,616	86.8	26.3	111,914	106,208	24,921	2,760
Lewis	2,450	22.6	6.4	26,219	21,774	5,439	295

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Sct Circulation	Population (thousands)	Families (thousands)	EPI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Madison	8,921	48.5	13.9	64,088	54,530	13,671	1,445
Oneida	61,649	229.3	66.2	379,033	243,648	64,585	4,915
Onondago	89,403	353.8	104.1	603,583	430,077	113,200	11,045
Ontario	10,202	61.7	17.6	83,566	70,156	17,505	1,300
Oswego	20,075	79.5	23.1	99,952	75,415	22,046	2,052
Schuyler	2,474	14.7	4.5	16,353	15,730	3,509	305
Seneca	4,335	30.5	7.9	43,768	24,456	6,775	633
Tioga	4,667	31.1	9.6	38,103	31,246	8,557	525
Tompkins	6,051	63.6	17.2	84,041	66,618	16,814	1,415
Wayne	12,406	58.7	17.9	74,769	61,539	14,402	1,286
Yates	3,302	18.1	5.7	19,257	26,625	10,403	467
Total	262,070	1,249.2	365.0	\$1,844,025	\$1,392,965	\$362,638	\$31,143

* Engineering contour indicates signal reaches following additional counties: Broome, Chemung, Chenango, Delaware, Fulton, Herkimer, Montgomery, Otsego, Schoharie, Steuben, Tioga. (Tabulations now in process on coverage.)

TACOMA—see SEATTLE-TACOMA

TOLEDO, Ohio

OHIO

Crawford	6,346	39.5	12.4	\$52,602	\$45,513	\$11,136	\$943
Defiance	4,758	26.5	8.0	34,893	31,179	7,044	633
Erie	12,525	54.8	16.6	97,325	60,532	16,044	2,165
Fulton	5,291	26.1	7.8	33,974	31,030	6,662	581
Hancock	8,225	45.4	14.6	69,961	52,248	11,885	1,175
Hardin	4,780	29.1	8.8	29,707	25,679	6,395	682
Henry	4,050	22.4	6.8	28,505	25,787	5,513	538
Huron	7,892	40.6	12.2	55,860	42,244	11,293	1,908
Lucas	115,256	407.3	122.7	805,232	513,611	125,454	15,103
Ottawa	7,284	30.7	9.3	47,688	28,297	7,451	440
Paulding	1,106	15.2	4.6	17,759	10,110	2,718	198
Putnam	4,167	25.4	7.0	30,057	24,461	4,801	353
Sandusky	11,270	44.3	14.4	65,528	50,814	11,841	1,011
Seneca	10,063	54.3	15.8	88,238	55,608	12,841	1,315
Williams	5,699	26.4	8.4	32,033	29,008	6,767	582
Wood	16,343	61.2	17.4	81,501	53,151	14,761	1,233
Wyandot	3,384	20.2	6.0	24,510	17,221	3,983	400

MICHIGAN

Lenawee	13,556	68.9	20.3	94,117	76,021	20,490	2,167
Monroe	21,365	81.5	23.0	123,834	77,260	21,036	2,542

INDIANA

De Kalb	1,838	26.9	8.4	38,880	24,122	6,396	537
Steuben	1,231	18.1	5.6	20,190	22,524	4,839	513
Total	266,426	1,164.8	350.1	\$1,872,394	\$1,296,420	\$319,350	\$35,019

TUCSON, Ariz.

ARIZONA

Pima	11,318	172.8	49.1	\$268,686	\$192,882	\$45,385	\$9,112
Pinal (50%)	1,859	25.3	6.3	30,327	21,613	7,148	881
Santa Cruz	224	9.9	2.6	13,423	14,666	3,002	827
Total	13,401	208.0	58.1	\$312,463	\$229,161	\$55,535	\$10,821

TULSA, Okla.

OKLAHOMA

Craig	1,812	18.4	4.8	\$13,096	\$10,217	\$2,212	\$319
Creek	5,338	42.4	12.9	45,527	30,251	7,991	1,020
Delaware	621	14.6	4.1	7,588	3,387	1,134	118

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.



Engineers measure coverage in Millivolts... Advertisers measure coverage in Response!

A sure measure of effective coverage is customer response and one look at this map gives a convincing story of WHEN's coverage. Viewers from all these polka-dots were write-ins on a recent WHEN offer — people representing over 2¼ million prospective customers of your product. Reach them ALL over WHEN!

ALMOST
Everybody
WATCHES



CBS
ABC
DUMONT

A
MEREDITH
STATION



WSYR-TV

Now **100 KW**
on
Channel **3**

NOTE: This Market book lists WSYR-TV's coverage on Channel 5 at 26 KW. We are now operating on Channel 3 with 100 KW's with a 365 foot increase in tower. The net result is greater coverage.

**...The Only Low-Band VHF Station
in Rich Central New York**

WSYR-TV

channel 3

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Haskell	370	13.2	3.3	8,504	5,335	1,084	85
Kay	6,067	50.8	16.1	77,927	51,589	12,339	2,339
Lincoln	2,615	21.6	6.5	17,322	18,265	5,013	507
McIntosh	827	17.3	4.5	8,992	8,248	2,254	272
Mayer	2,116	19.6	5.6	13,949	10,668	2,785	291
Muskogee	6,471	67.1	19.7	71,939	50,440	11,304	2,200
Noble	1,848	12.1	3.8	13,671	11,722	2,715	279
Nowata	1,471	12.7	3.9	11,911	7,170	1,738	188
Okfuskee	1,046	16.3	4.5	10,501	8,355	2,153	245
Okmulgee	3,052	44.5	13.2	43,722	32,740	8,647	998
Osage	5,180	32.9	9.9	40,141	17,856	4,971	681
Pawnee	2,140	13.4	4.1	10,747	8,561	2,456	349
Payne	7,210	48.9	13.8	51,277	37,845	9,764	1,193
Pittsburg	1,291	40.7	11.5	34,497	34,111	8,960	1,224
Rogers	2,189	19.9	5.8	16,640	11,817	3,318	383
Tulsa	53,806	271.0	85.1	467,421	332,401	69,818	10,650
Wagoner	1,291	16.4	4.5	10,565	8,245	2,353	352
Washington	3,550	34.3	10.8	58,145	36,621	9,021	1,479
KANSAS							
Chautauqua	300	7.3	2.4	5,642	5,937	1,243	209
Cowley	1,487	37.7	12.2	51,372	40,193	9,196	1,012
Elk	278	6.4	2.1	4,856	3,990	1,058	142
Labette	1,234	29.6	9.7	35,359	29,708	7,410	748
Montgomery	2,164	47.3	16.2	65,869	50,722	13,094	1,695
Neosho	1,228	20.8	6.7	24,847	19,181	4,837	526
Sumner	1,308	23.9	8.0	30,884	20,192	4,343	667
MISSOURI							
Newton	911	28.9	8.9	23,066	17,854	4,091	358
Total	119,221	103.0	314.6	\$1,275,977	\$923,621	\$217,272	\$30,529
UTICA, N. Y.							
NEW YORK							
Chenango	5,163	40.3	12.1	\$51,332	\$39,413	\$10,351	\$564
Cortland	7,713	38.3	11.4	47,521	47,582	11,055	601
Delaware	3,518	45.4	13.5	52,669	52,955	11,279	1,052
Fulton	10,388	52.2	17.2	70,699	57,902	17,394	1,235
Hamilton	667	4.1	1.3	4,494	4,135	1,948	87
Herkimer	14,114	62.4	19.1	86,515	64,408	19,553	1,304
Jefferson	7,661	86.8	26.3	111,914	106,208	24,921	2,706
Lewis	2,466	22.6	6.4	26,219	21,774	5,439	295
Madison	8,973	48.5	13.9	64,088	54,530	13,671	1,445
Montgomery	11,543	60.6	18.8	98,680	73,607	20,004	1,475
Oneida	62,014	229.3	66.2	379,033	243,648	64,585	4,915
Otsego	7,588	52.1	16.2	63,832	61,494	16,148	1,370
Schoharie	3,862	23.5	7.0	26,510	26,486	6,312	390
Total	145,669	766.1	229.4	\$1,083,506	\$854,412	\$222,660	\$17,439
WASHINGTON, D. C.							
District of Columbia	217,811	823.6	238.7	\$1,419,031	\$1,399,882	\$284,573	\$61,479
MARYLAND							
Anne Arundel	29,924	131.4	32.8	184,272	72,943	24,904	2,563
Calvert	2,158	13.2	3.2	9,967	8,546	2,395	124
Charles	3,979	25.8	5.9	24,829	18,285	4,545	234
Dorchester	5,662	29.0	8.4	21,188	22,607	6,741	468
Frederick	13,471	69.1	18.3	76,716	57,583	13,747	1,292
Howard	5,058	26.0	6.5	28,812	10,737	2,201	279
Montgomery	46,817	190.1	52.5	435,251	172,076	42,638	4,745
Prince Georges	56,759	235.1	61.5	429,461	112,332	42,479	3,982
St. Mary's	5,196	35.8	7.7	30,953	19,918	7,433	223
Talbot	4,434	20.5	6.2	17,483	29,240	6,002	1,106
VIRGINIA							
Arlington	58,171	225.5	66.0	565,072	256,372	80,484	14,182
Caroline	1,151	12.2	2.7	9,498	6,203	2,174	69
Clarke	818	7.3	1.8	6,503	4,058	1,309	192
Culpeper	1,642	13.4	3.3	9,525	13,582	2,344	311
Fairfax	26,303	119.9	29.5	209,543	44,023	15,257	1,366
Fauquier	2,685	21.6	5.4	15,354	18,173	4,040	407
Frederick	4,148	32.8	9.1	37,368	40,755	8,172	1,236
King George	1,008	7.0	1.8	7,576	2,168	1,019	—
Loudoun	2,644	21.4	5.2	17,614	16,481	4,748	496
Madison	665	8.5	2.0	4,603	2,351	949	32
PAGE	1,294	15.5	3.9	12,937	9,178	1,879	276
Prince William	2,644	23.5	5.2	26,229	17,372	4,280	580
Shenandoah	1,887	21.3	5.7	16,089	15,961	3,677	343
Spotsylvania	3,473	24.9	6.2	30,608	32,523	6,691	954
Stafford	1,734	12.6	3.1	14,063	3,543	1,920	40
Warren	1,918	16.0	4.2	20,751	15,256	4,140	516
Westmoreland	1,514	10.6	2.7	6,694	7,950	1,392	229
WEST VIRGINIA							
Berkeley	4,230	29.9	8.5	38,046	23,589	6,609	797
Jefferson	2,240	17.0	4.5	16,987	12,566	3,244	422
Total	511,438	2,240.5	612.5	\$3,743,023	\$2,466,253	\$591,986	\$98,943
WICHITA FALLS, Tex.							
TEXAS							
Archer	184	6.9	2.0	\$10,159	\$3,538	\$1,278	\$143
Baylor	157	6.9	2.2	7,709	8,030	1,697	73
Clay	522	9.7	3.0	10,966	6,409	1,750	218
Foard	532	4.2	1.2	4,693	4,056	833	66
Hardeman	251	10.3	3.2	11,917	9,131	2,317	297
Haskell	119	13.8	3.9	16,695	10,329	2,424	442

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

TV MARKETS

	Set Circulation	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	Food Sales (add 000)	Drug Sales (add 000)
Jack	320	7.4	2.3	8,463	6,560	1,607	258
Knox	210	10.2	2.8	13,275	8,752	2,402	421
Montague	868	16.7	5.2	16,907	16,983	3,795	525
Shackelford	129	4.8	1.4	6,311	4,926	1,050	198
Stephens	222	10.7	3.4	15,188	13,961	3,428	420
Throckmorton	66	3.6	1.0	4,637	3,012	825	135
Wichita	7,797	107.2	28.3	155,000	131,178	25,230	4,315
Wilbarger	1,133	20.9	6.0	28,028	24,492	5,479	740
Young	781	16.6	5.2	22,481	19,883	3,944	562
OKLAHOMA							
Carter	1,089	36.1	11.2	40,786	35,541	8,554	1,431
Comanche (50%)	1,494	30.7	8.5	37,239	32,561	6,748	870
Cotton	484	10.0	2.9	9,265	7,852	1,663	210
Jackson	716	20.6	6.2	21,475	23,154	4,954	694
Jefferson	456	10.7	3.1	8,826	7,967	2,117	295
Love	192	7.6	1.9	4,983	3,534	1,122	139
Stephens (50%)	893	17.8	5.4	23,324	21,464	5,483	679
Tillman	735	17.2	5.2	17,292	20,423	4,705	724
Total	19,350	400.6	115.5	\$495,619	\$423,736	\$93,405	\$13,855
WILKES-BARRE, Pa.							
PENNSYLVANIA							
Bradford (33%)	UHF	17.2	5.1	\$17,556	\$15,022	\$3,711	\$295
Carbon	circulation	56.7	15.9	72,029	45,905	16,287	860
Columbia (75%)	NA on	43.2	12.0	52,320	39,360	10,686	714
Lackawanna	county basis	250.6	71.5	347,580	132,817	68,035	5,040
Luzerne		382.5	106.1	547,838	361,526	99,769	7,001
Monroe (50%)		17.2	5.0	19,392	20,490	4,931	436
Schuylkill (50%)		87.7	27.3	130,843	78,541	23,875	1,644
Sullivan (50%)		3.2	.9	3,052	2,505	891	19
Wyoming		16.7	4.8	14,801	16,353	4,096	161
Total	62,279	875.0	248.6	\$1,205,411	\$812,519	\$232,281	\$16,170
WILMINGTON, Del.							
DELAWARE							
Kent	5,439	42.1	12.5	\$46,203	\$62,117	\$9,975	\$1,306
New Castle	50,431	233.0	65.7	413,376	288,730	67,882	7,398
NEW JERSEY							
Salem	15,268	52.9	15.7	83,169	48,890	14,160	1,053
PENNSYLVANIA							
Chester	14,275	164.3	42.7	258,299	155,175	40,190	4,368
Delaware	39,730	441.3	123.9	886,696	374,711	114,088	13,660
MARYLAND							
Cecil	7,604	36.9	9.4	37,750	25,685	8,794	365
Total	132,747	970.5	269.9	\$1,725,493	\$955,308	\$255,089	\$28,150
YORK, Pa.							
PENNSYLVANIA							
Adams (50%)	UHF	22.5	6.0	\$23,876	\$23,294	\$5,151	\$499
Cumberland (10%)	circulation	9.9	2.8	13,245	9,484	2,471	251
Dauphin (25%)	NA on	50.4	14.9	81,545	61,089	13,649	1,952
Lancaster (50%)	county basis	119.5	33.8	197,179	131,690	275,413	2,555
Lebanon (10%)		8.9	2.5	13,767	8,396	1,982	156
York		208.2	61.7	327,316	216,431	55,272	3,653
Total	27,675	419.4	121.7	\$656,928	\$450,384	\$353,938	\$9,066
YOUNGSTOWN, Ohio							
OHIO							
Carroll	UHF	19.5	5.6	\$32,214	\$12,909	\$2,920	\$196
Columbiana	circulation	101.0	30.2	159,075	100,458	26,545	2,600
Mahoning	NA on	262.7	72.9	475,224	299,034	77,133	6,246
Portage	county basis	68.0	18.8	92,538	57,927	15,777	1,407
Trumbull		166.1	47.2	294,994	151,263	43,915	3,282
Stark		296.4	86.0	521,368	323,480	82,361	7,570
PENNSYLVANIA							
Crawford (50%)		40.1	11.7	56,253	44,507	10,824	865
Lawrence		106.6	30.4	172,304	106,604	30,496	2,301
Mercer		113.8	32.1	165,646	126,651	32,811	3,174
Total	69,858	1,174.2	335.0	\$1,969,617	\$1,211,844	\$322,783	\$27,642
ZANESVILLE, Ohio							
OHIO							
Coshocton	UHF	31.5	9.8	\$37,749	\$79,512	\$6,853	\$755
Fairfield (50%)	circulation	27.0	8.0	38,829	21,987	5,801	712
Guernsey	NA on	38.4	11.4	36,929	31,562	7,766	563
Hocking (50%)	county basis	9.7	2.8	9,425	7,850	2,190	281
Licking (50%)		36.5	11.3	53,180	37,530	9,777	836
Morgan		12.7	4.0	10,330	9,092	1,902	164
Muskingum		75.7	22.8	108,089	71,080	16,823	2,195
Noble		11.4	3.4	9,272	5,815	998	70
Perry		28.9	8.4	29,937	19,789	6,666	391
Tuscarawas		71.1	21.5	92,549	67,636	18,653	1,707
Washington (50%)		21.9	6.7	22,737	17,830	4,510	369
Total	20,089	364.8	110.1	\$449,026	\$369,683	\$81,939	\$8,043

County-by-county circulation: Copyright, 1953, TELEVISION Magazine. Market data: Sales Management Survey of Buying Power; Copyright, 1953; further reproduction not licensed.

What's Cookin'



Bette Miller and Johnny Williams whipping batter, cracking the ice and ready to give your product the local flavor

AT K"DUB"-TV LUBBOCK, TEXAS

Top network shows — sure!
Complete News Coverage — You Bet!
Local Variety & Western Shows — we've got 'em!

But now KDUB has begun its afternoon cooking show with over \$2,000 in prizes to be awarded viewers who help name the program and daily prizes for recipes submitted for use on the show. It is strictly live and local or originating in KDUB's studio kitchen — beamed to the South Plains housewife.

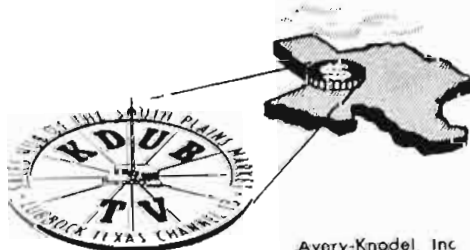


It's a 'Must' if you want quick and positive acceptance by the ladies who hold the purse strings

CALL YOUR AVERY-KNODEL MAN FOR DETAILS

W. D. 'DUB' ROGERS, President
MIKE SHAPIRO, Asst. Mgr., Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Avery-Knodel, Inc.
National Representative

affiliates Paramount  DuMont

COVERAGE AREA CHARTS Cont.

UHF Channels 14-83

Engineering projection of coverage
prepared by CBS-TV Engineering

GRADE A SERVICE CONTOURS (74db 5 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	5	9	13	15	18	20	26
500	6.5	11.5	17	20	23	25	32
700	8	13.5	20	23	27	30	37
1000	9	16.5	24	28	32	35	43
2000	13	24	35	41	46	49	57
*5000	21	41	57	64	70	75	85

GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	9	15	22	26	29	31	40
500	11.5	20	28	32	37	40	47
700	13.5	23	33	37	41	45	52
1000	16.5	28	39	43	47	50	59
2000	24	41	52	57	62	65	74
*5000	41	64	79	85	90	95	105

0.5 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	15	26	35	40	44	47	54
500	20	32	43	47	51	53	62
700	23	37	47	52	57	60	68
1000	28	43	54	59	63	67	74
2000	41	57	69	74	80	83	92
*5000	64	85	100	105	110	115	124