

ELEVISION

MAGAZINE

MARKET BOOK

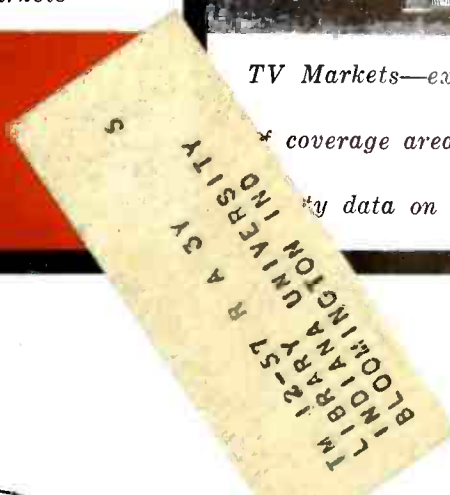
1956



*TV Homes by Counties as of August 1,
updating the ARF-Census data . . .
TV Markets vs. Standard Markets*



*TV Markets—exclusive definition
coverage areas, with county-by-
city data on sets, families, income*



**In
Spot TV
too...**

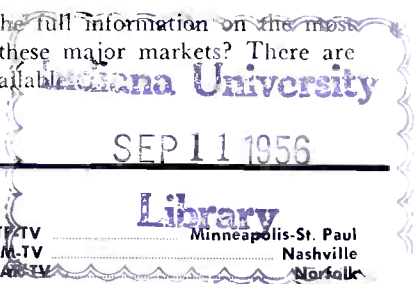
*Value
increases
with Time!*

Back in the days of the Italian Renaissance, when Benvenuto Cellini first won this Rospigliosi Cup, it immediately commanded a good price with those who loved fine things. Nothing, however, like the price it commands today.

Many TV Spots, too, bought just last year, are practically priceless today. And alert advertisers who secure Spot TV franchises in important markets now will find their investment spiraling in value during the months ahead.

Furthermore, no other advertising approaches the impact, flexibility and versatility of Spot TV in selling products.

May we provide you with the full information on the most productive time periods in these major markets? There are still a few excellent ones available.



WSB-TV	Atlanta	KSTP-TV	Minneapolis-St. Paul
WBAL-TV	Baltimore	WSM-TV	Nashville
WGN-TV	Chicago	WTAR-TV	Norfolk
WFAA-TV	Dallas	KMTV	Omaha
WESH-TV	Daytona Beach	WTVH	Peoria
WTVB	Durham-Raleigh	KCRA-TV	Sacramento
WICU	Erie	WOAI-TV	San Antonio
KPRC-TV	Houston	KFMB-TV	San Diego
WHTN-TV	Huntington	KTBS-TV	Shreveport
WJHP-TV	Jacksonville	WNDU-TV	South Bend
WJIM-TV	Lansing	KREM-TV	Spokane
KARK-TV	Little Rock	KOTV	Tulsa
KCOP	Los Angeles	KARD-TV	Wichita
WISN-TV	Milwaukee	ABC	Pacific Television Regional Network

Represented by

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

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



Houston's Finest Facilities Help KPRC-TV Se

To have the Southwest's finest TV plant facilities — that's good. But to have these facilities manned by a group of seasoned TV specialists—with over 700 man-years of TV experience—that's even better! KPRC-TV delivers Houston's finest local shows, top-rated NBC network programming, and superior syndicated films. It all adds up to this: *The one* Houston station that gives you more for your advertising dollar is KPRC-TV.

KPRC-TV
HOUSTON
 CHANNEL **2**

JACK HARRIS, Vice President and General Manager
 JACK MCGREW, National Sales Manager

Nationally Represented by
 EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

www.americanradiohistory.com

T. V. spot editor

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

SARRA

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



Using under suds photography, SARRA graphically demonstrates how Pink Liquid Vel actually floats grease off plates! This 60-second spot points up Pink Liquid Vel's instant action and emphasizes how completely safe it is for delicate skins. The combination of live and stop motion gets and holds attention. Skillful presentation of Vel containers conveys strong product identification. Produced by SARRA for the COLGATE-PALMOLIVE COMPANY for Pink Liquid Vel, through the WILLIAM ESTY COMPANY, Inc.

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



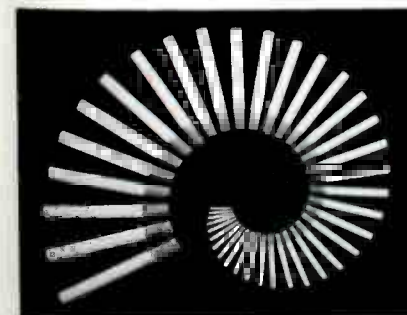
In this newest series of TV spots for the Pet Milk Company, SARRA packs every second with sell! Attractive shots of food in preparation whet the appetite, while the narrator delivers simple, easy-to-follow instructions. SARRA stresses the easy way of preparation with Pet Milk and emphasizes its great variety of uses. Attractive container and label displays in each commercial help drive home the sales message. Created by SARRA for the PET MILK COMPANY for Pet Milk, through the GARDNER ADVERTISING COMPANY.

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



SARRA casts two lively, likable children, in this series of 1-minute commercials, who show how easy it is to use Aunt Jemima Pancake Mix. The viewer sees a pancake made, then tossed high into the air in a long, slow motion flip that demonstrates its lightness. Shots of fresh fruit, in alternate layers with pancakes, suggest delicious new uses for Aunt Jemima pancakes. Effective opening and closing package shots clinch sales. Produced by SARRA for the QUAKER OATS COMPANY, through J. WALTER THOMPSON COMPANY.

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



In this pleasant and relaxed series of commercials, just completed for Tareyton Filter Tip Cigarettes, SARRA establishes powerful brand identity! Animated captions, a lilting melody and sharply contrasting tones provide a lively background for stop motion photography. Individual cigarettes parade into packs, packs slip into cartons and cartons pile one on top of another for strong product identification and sales appeal. Created by SARRA for the AMERICAN TOBACCO COMPANY, through the M. H. HACKETT COMPANY.

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

13th year of publication

TELEVISION MAGAZINE

MARKET BOOK • VOLUME XIII, NO. 8 • AUGUST

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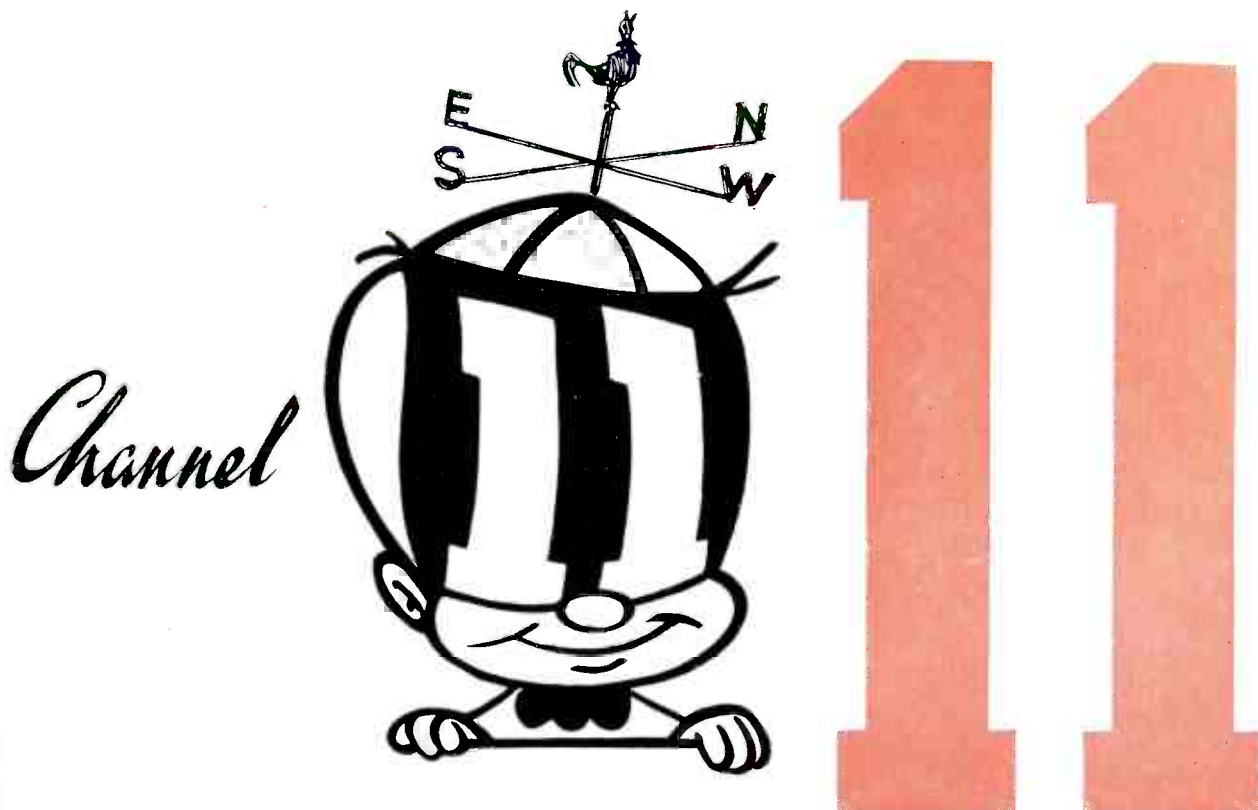
**MEDIA EXPENDITURES
TOP 50
ADVERTISERS
1950-1955**

SPECIAL REPORT — An important new feature starts in September. TELEVISION MAGAZINE will devote a section of each issue to a comprehensive study of one major facet of TV advertising. The first Special Report will analyze trends in media allocation, giving estimates of dollar expenditures by the country's 50 largest advertisers in newspapers, magazines, network radio and TV. Unlike figures published elsewhere, these estimates will include production and program costs for all media.

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Published monthly by the Frederick Kugel Company, Inc., 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. Second-class mail privileges authorized at New York, N. Y. All rights reserved. Editorial content may not be reproduced in any form without permission.

Louisville's
BEST KNOWN FIGURE



The WHAS-TV Channel 11 figure advises viewers to watch "Weathervane" at 10:40 nightly. He doffs his weather beanie on other promotion slides and appears in triplicate, attracting viewers to the "I Led 3 Lives" series of Lincoln Income Life Insurance Company.

Every hour of the day, the Channel 11 figure reminds viewers of WHAS-TV's well produced local programs and selected national spot shows. He stands for the best... and everyone knows where he stands.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

*Now that expert
pre-testing ends guesswork,
more than ever it's*



...good spot to be in!



Like to get an idea how the job is going to turn out before you start? Then you'll agree with duPont, makers of Duco paint, that our Spot-Check Plan comes in mighty handy. This new spot television sales concept allows you to *pre-test* (on any or all of the 12 major stations we represent) the effectiveness of the medium and the various ways to use it ... providing reliable qualitative sales research *at no extra cost!*

duPont used the Spot-Check Plan in a three-city test to gauge spot television's power to stimulate sales and increase their share of market for paint and auto polish. Not only did the test campaign spur a tremendous boost in brand awareness, but it netted handsome sales increases as well. (In one test city, Duco paint sales shot up 65% during the 13-week test period!) According to Dick Swyers, BBDO account executive: "The test served as the basis for the entire spot campaign we're now running...helped us make national plans with solid, factual data to back us up." *Good spot to be in!*

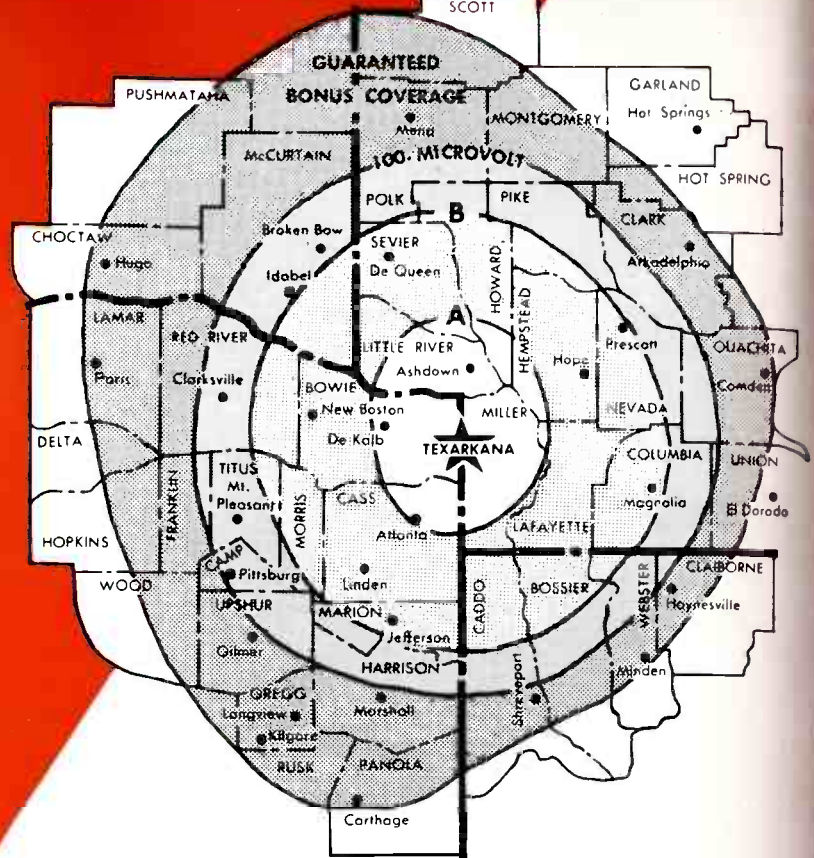
Put an end to costly second-guessing... get all details on the Spot-Check Plan from...

CBS Television Spot Sales

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

Powerhouse of the Southwest 100,000 WATTS

- Established Penetration —
3 Yrs. Service and Experience
- Serving 900,000 People In An
Area of 25,400 Sq. Miles
- Over 300 Hours Network
Programs per Month



The Market That Television Built

DOMINANT IN 26 COUNTIES

- First In Total Audience
In 20 of the 26 Counties
- 58% Share of Audience
(26 County Area Telepulse — Feb. 1956)
- First In Every Program Period
Day and Night

PLUS SUBSTANTIAL PENETRATION
OF 17 OTHER COUNTIES IN FOUR STATES

Walter M. Windsor
GENERAL MANAGER

MAXIMUM POWER

Richard M. Peters
DIR. NAT'L SALES AND PROMO.

Channel 6

TEXARKANA
Texas-Arkansas

REPRESENTED BY
Vencor, Rintoul & McCannell, Inc.
SOUTHWEST: Clyde Melville Co., Dallas
SOUTHEAST: Jampa S. Ayers Co., Atlanta

LONGSHOTS

SKEPTICS WHO'VE MAINTAINED THAT "THE MATTY FOX BUBBLE MUST BURST" are getting an eye-opening course in modern TV economics. If Fox's C&C receives only 50% of value of time that International Latex is due to obtain in next five years, it will recoup easily its \$15,200,000 investment in RKO's backlog. In addition, C&C can sell its films in U.S. cities not in Latex's top 100 and in foreign markets.

IS SPECTACULAR ERA BEGINNING TO WANE Score at presstime: NBC Friday night series out; RCA sticking with "Producers Showcase" and in place of last year's co-sponsor (Ford), there will be Buick for one show and John Hancock Insurance for five; Saturday night series sold to RCA and Oldsmobile; "Hallmark Hall of Fame" shifted from Sunday afternoon to evening . . . CBS retains "Ford Star Jubilee" No takers for ABC's planned 11 one-shots, but three "Kiddie Spectaculars" picked up by International Shoe Company.

NEW BIG-SHOW PATTERN TO SUCCEED SPECS MAY BE SHAPING UP in CBS' "Playhouse 90," perhaps the most significant program bowing this coming season. In face of feeling that "there's not enough good story material to turn out the equivalent of a feature film a week," network is pulling out all stops to develop a top-rated vehicle. Key is guarantee to writers of minimum \$13,000 per week, a top scripting price for a regular series. Show could become an important source of screen and stage properties.

TV INDUSTRY ACQUITTED ITSELF WELL IN RECENT MAGNUSON HEARINGS, BUT—even tougher hurdles may be faced in new investigations of the House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D., N.Y.), which is causing real alarm with its closed-door executive sessions.

NEW ARF-CENSUS TOTALS COMPARED WITH TELEVISION MAGAZINE SET COUNT ESTIMATE as of March 1 showed variance of approximately 1%. ARF studies will enable monthly TELEVISION MAGAZINE estimates to be even more accurate with projection points narrowed to six-month intervals.

FIRST REAL UPSWING IN COLOR-SET SALES DUE JUST BEFORE CHRISTMAS, manufacturers say; it will be largely the result of build-up by NBC through nightly color programming, to begin October 1.

CONCERN IS GROWING ABOUT QUALITY OF SUMMER PROGRAMMING. Industry leaders feel that, despite statistics indicating strength of reruns, concentration of repeats and weak replacement shows during past summer might have caused serious viewer resentment and, over long haul, lower ratings.

nothing succeeds like success!



out in front...
every month—six consecutive months

WFIL-TV was rated 1st^{*}
20.2% more than Station B
156.8% more than Station C

Monday thru Friday, 2:00-11:00 PM... the heart of the TV day.

MORE PEOPLE WATCH CHANNEL 6 MORE OFTEN
THAN ANY OTHER PHILADELPHIA TV STATION

*American Research Bureau, December 1955-May 1956 average

A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA
CHANNEL **6**
ABC-TV •• BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / WNBC-AM-TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. / WFBG-AM-TV, Altoona, Pa.



John M. Anderson

focus on

PEOPLE



Albert W. Barber

In the vanguard of advertisers utilizing motivational research is the Tea Council, the tea packagers' trade group. Under John M. Anderson, director of advertising and promotion, the Council has relied on depth interviewing in planning campaigns and conducted extensive studies before choosing TV as its primary medium. He joined the group in 1950, had been in p.r.

Breaking out of the TV-shy ranks of fabric and apparel houses is Dan River Mills, with the launching of a six-week, \$100,000 spot campaign in 10 markets. Ad manager Albert W. Barber, 35, came to the big textile firm six years ago from college and the Navy.

Behind one of the most-publicized radio shifts in recent years—the Westinghouse radio stations' chopping of their NBC affiliations—is WBC's president Donald H. McGannon. Probably the youngest man to head a major broadcast group, McGannon, 35, practiced law for six years before joining Du Mont where he rose to assistant director of broadcasting. He went to Westinghouse as v.p. and general executive; was named president in November, 1955.



Donald H. McGannon



Herbert Gunter

Growing agency attention to commercials is reflected in recent trend to giving vice presidential status to the head of television commercials. Typical of this shift is appointment of Herbert Gunter as v.p., director of TV commercials for Ted Bates. Before joining Bates in 1950, he was with 20th Century-Fox, BBDO. He has worked in art, copy and direction.

One of the fastest-moving industry figures is TvB president Oliver E. Treyz, who has made his "Why spot TV?" presentation to nearly 5,000 key advertiser and agency people in seven cities in the last two months. Though only 38, Ollie Treyz has been in broadcasting since 1939. His work in ABC research brought him, in 1953, to the position of director of ABC Network Radio. He became TvB's first president in 1954.

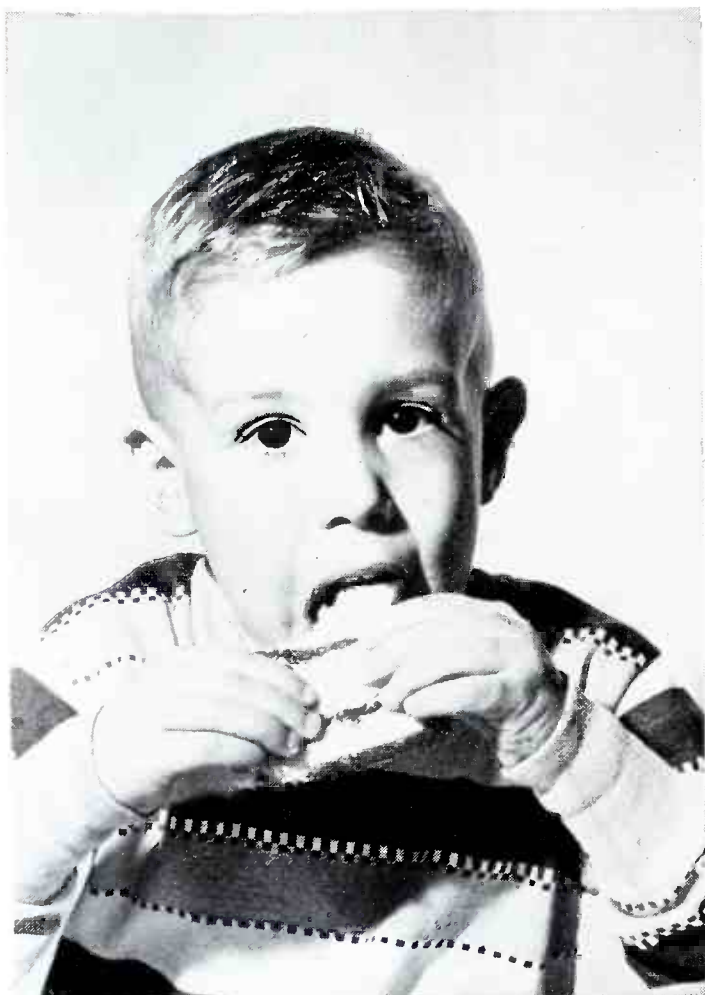


Oliver E. Treyz

When WCKT, Miami, went on the air in July, one of the most popular men in the industry took on another role. Niles Trammell, well-known as broadcasting's outstanding salesman when he headed NBC, is now president and general manager of WCKT. His career began with RCA in 1923. In 1940 he became NBC president, and in 1949 chairman of the board.

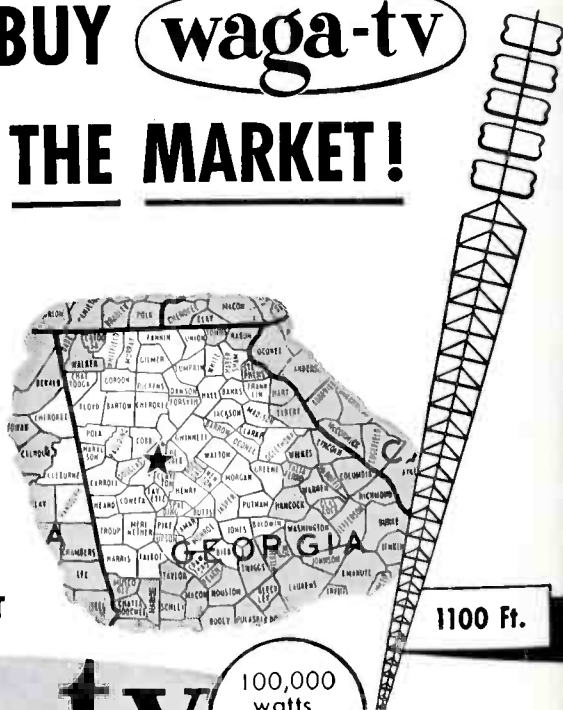
Niles Trammell





WHEN YOU BUY ATLANTA...BUY *waga-tv*
AND GET A BIGGER PIECE OF THE MARKET!

This combination gives you the greatest possible impact in the Southeast's No. 1 market: tallest tower and maximum power to reach over 17% more people; top local and CBS-TV programming to earn highest ARB and Pulse ratings; plus strong merchandising and local station promotion. Get the facts from our reps and you'll choose WAGA-TV.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv

100,000
watts
channel
5

CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager
 CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

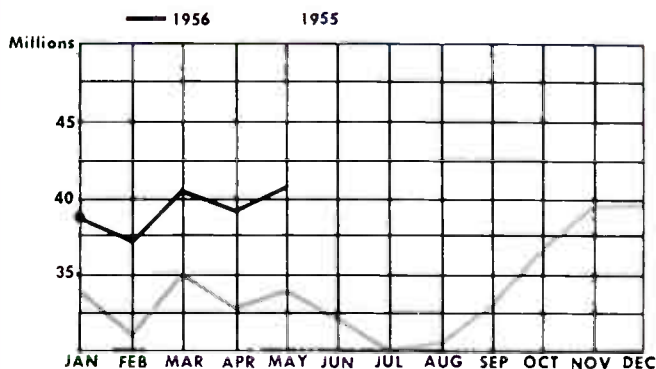
focus on BUSINESS

August, 1956

May gross network billings totalled \$40,610,429. As has been the pattern for some time, CBS's time sales were about 16% higher than those of NBC.

Aside from the whopping growth of the industry's revenues, particularly those of the networks and their owned stations, the most surprising facet of the FCC data released by Rep. Emanuel Celler in the House Antitrust Subcommittee was that during 1955 the NBC network's actual revenues exceeded those of CBS by about 3%. (On gross time billings, the only data available before Rep. Celler's revelations, CBS had led its rival by about 15%.) The FCC information did show that CBS' income before taxes was considerably higher than that of NBC. Detailed breakdowns appear on the right.

TV NETWORK BILLINGS



	May '56	May '55
ABC	\$ 6,639,132	\$ 3,606,427
CBS	18,260,894	15,978,680
DuM	—	273,640
NBC	15,710,403	13,591,687
Total	\$40,610,429	\$33,450,434

Source: PIB

TV REVENUE AND INCOME FCC DATA RELEASED BY REP. CELLER

	REVENUE		INCOME BEFORE TAXES	
	1955	1954	1955	1954
ABC				
Network	\$ 33,234,630	\$ 24,750,893	\$ 481,138	(—\$6,823,085)
5 o-and-o stations	20,671,850	19,768,165	5,108,314	4,318,823
Network plus o-and-o's	53,906,480	44,519,058	5,589,452	(— 2,504,262)
CBS				
Network	\$121,953,917	\$ 97,394,599	\$ 20,365,378	\$ 13,101,169
4 o-and-o stations	32,660,400	25,808,246	14,505,549	12,276,443
Network plus o-and-o's	153,614,317	123,202,847	34,870,837	25,377,612
NBC				
Network	\$124,353,526	\$ 90,671,284	\$ 14,602,816	\$ 4,017,896
5 o-and-o stations	34,690,627	29,713,971	15,576,533	12,018,394
Network plus o-and-o's	159,044,153	120,385,255	30,179,349	16,036,290
ALL NETWORKS AND ALL O-&O's	\$374,040,762	\$306,676,653	\$ 68,069,020	\$ 36,622,374
TOTAL TV INDUSTRY	\$745,000,000	\$593,000,000	\$150,000,000	\$ 90,000,000

Source: FCC data, released by Rep. Emanuel Celler during House Antitrust Subcommittee hearing.

COST PER THOUSAND

1956		1955	
January	\$3.25	January	\$2.95
February	3.39	February	3.12
March	3.46	March	2.98
April	3.54	April	3.23
May	3.73	May	3.38
		June	3.25
		July	3.74
		August	3.74
		September	3.55
		October	3.64
		November	3.67
		December	3.64

The May c-p-m index of \$3.73 represents a 5% increase over the previous month and the beginning of the customary seasonal rise.

Providing a continuing yardstick of the performance of nighttime television as a whole, TELEVISION MAGAZINE's network cost-per-thousand index is based on all sponsored shows telecast in the 9:30-10:00 p.m. period during the week rated by ARB each month since January 1955.

Advantages of the 9:30-10:00 p.m. period: a wide range of programs, relatively few spectaculars or hour-long shows, and minimum influence by the east-west time differential.

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

TV CIRCULATION

JULY 1, 1956

Number of U.S. TV homes	36,400,000
% of U.S. homes owning TV sets	74.9%
Total number of TV markets	258
Commercial stations U.S. and possessions	447

Source: TELEVISION MAGAZINE

TV RECEIVERS

	May '56	May '55
Production	467,913	467,394
Retail Sales	392,080	347,630

Source: REIMA



advertisers who are broadening their consumer base a

SOLD ON SPOT

Manischewitz Wine Company and its agency, Emil Mogul Company, are Sold on Spot as a basic advertising medium.

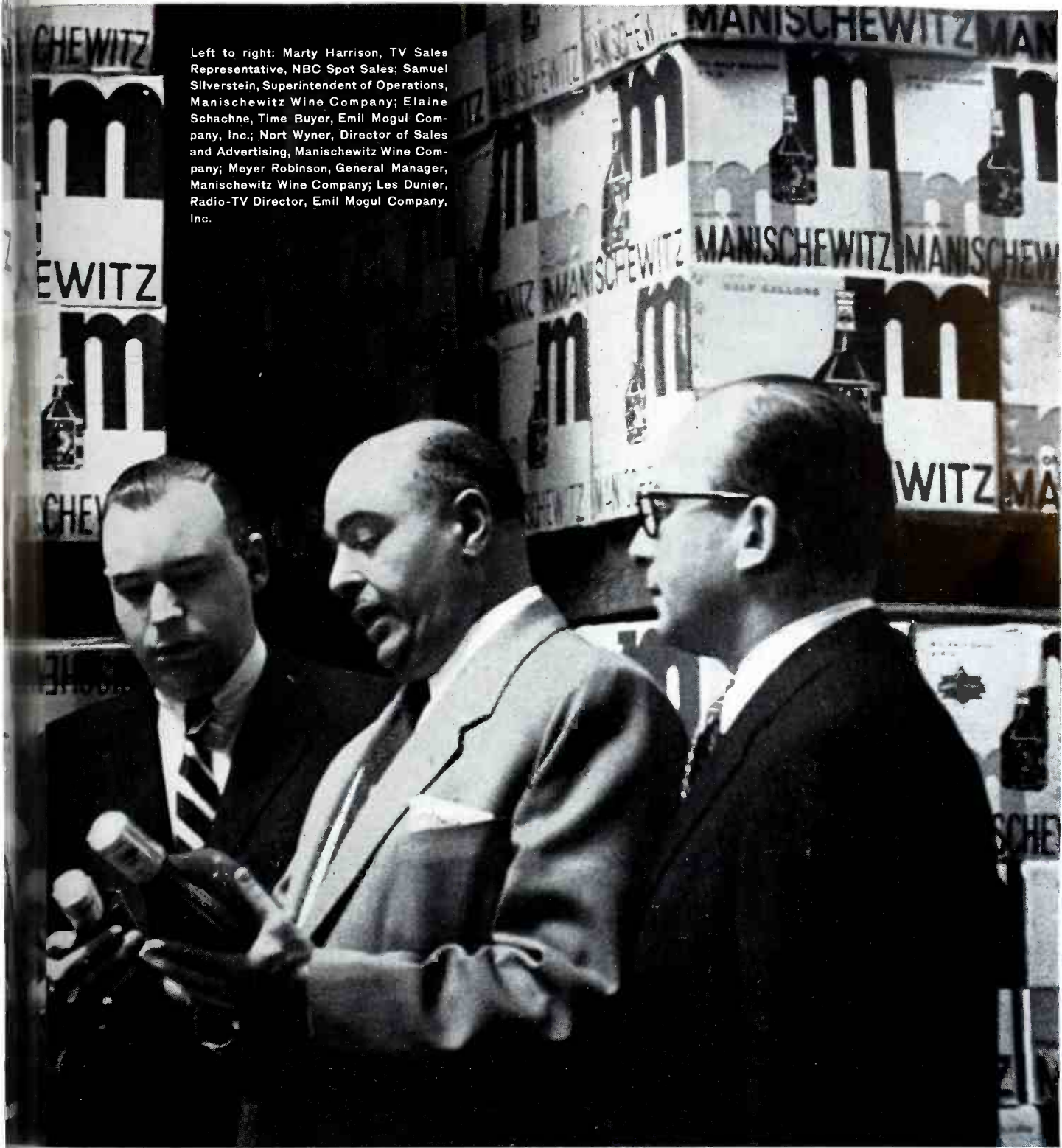
In 1955, to promote its wines, Manischewitz spent 99% of its advertising budget on Spot Radio and Television—a 2 million dollar campaign to sell the full potential market! And in 1956, Manischewitz is spending even more on Spot!

Using Radio for mass saturation and Television for heightened sales impact, Manischewitz drive brand name home and makes it memorable with catchy “Man-Oh-Man-ischewitz” jingle.

Taking full advantage of Spot’s flexibility, Manischewitz . . .

- tailors radio-television budgets market by

Left to right: Marty Harrison, TV Sales Representative, NBC Spot Sales; Samuel Silverstein, Superintendent of Operations, Manischewitz Wine Company; Elaine Schachne, Time Buyer, Emil Mogul Company, Inc.; Nort Wyner, Director of Sales and Advertising, Manischewitz Wine Company; Meyer Robinson, General Manager, Manischewitz Wine Company; Les Dunier, Radio-TV Director, Emil Mogul Company, Inc.



to get maximum results for every dollar spent
reshapes campaigns with wine selling cycles that
vary from season to season, from month to month,
from area to area

pre-selects adult audiences to reach the maxi-
mum number of potential wine-users.

Add the hard-hitting merchandising support
provided by the stations NBC Spot Sales represents,
it is no wonder Manischewitz uses these stations in
every NBC Spot Sales market where its wine is sold!

If you're faced with an expanded marketing

situation, the stations represented by NBC Spot Sales
have the right answer in these 15 major markets:

New York	WRCA, WRCA-TV	Chicago	WMAQ, WNBO
Schenectady-Albany-Troy	WRGB	St. Louis	KSD, KSD-TV
Philadelphia	WRCV, WRCV-TV	Denver	KOA, KOA-TV
Washington	WRC, WRC-TV	Seattle	KOMO, KOMO-TV
Miami	WCKT	Los Angeles	KRCA
Buffalo	WBUF-TV	Portland	KPTV
Louisville	WAVE, WAVE-TV	San Francisco	KNBC
		Honolulu	KGU, KONA-TV
		and the NBC	
		Western Radio Network	



SPOT SALES



"STAR PERFORMANCE"

BEST DRAMATIC SERIES IN SYNDICATION*

with Dick Powell, Charles Boyer, David Niven, Ida Lupino and 30 other top stars.

**Billboard's Fourth Annual TV Program and Talent Awards.*

BEST... THE ONE WORD HISTORY OF "STAR PERFORMANCE"

Through the years on Network, "Star Performance" as "Four Star Playhouse" has won award after award... Best Dramatic Series... Dick Powell, Best Dramatic Actor (and he did it again in Syndication) plus other winners in the Screen Director's Guild and Screen Writers Guild competitions.

Now is the time to put this solid award winning combination to work for you in your own area. Contact us today!

SOLD

Budweiser Beer in 10 Markets To New York • Chicago • Los Angeles • San Francisco • Philadelphia • Memphis • Denver • Detroit • Atlanta • Dallas-Ft. Worth • Houston • Portland (Ore.) • Indianapolis • Minneapolis • Milwaukee

SOLD

To Top Stations in Other Cities, Large and Small, including: Phoenix, Ariz. • San Diego, Cal. • Albuquerque, N. M. • Las Vegas, Nev. • Fresno, Cal. • Salt Lake City, Utah • Stockton, Cal. • Rochester, N. Y. • Little Rock, Ark. • El Paso, Tex. • Columbus, Ga. • Redding, Cal. • Bellingham, Wash. • Salinas, Cal. • Meridian, Miss. • Harrisburg, Pa. • Carlsbad, N. M. • Spokane, Wash. and London, England • Sydney and Melbourne, Australia • Dominion of Canada

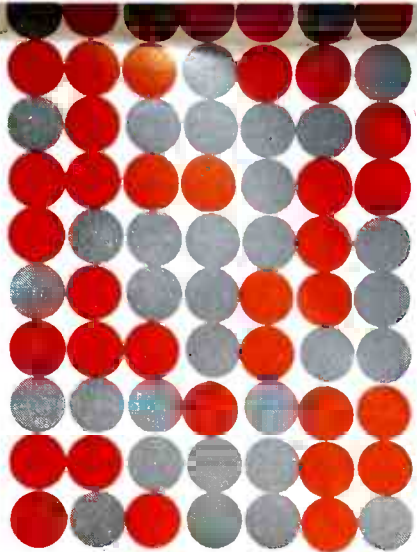
phone wire write

the man from Official today!



OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
PLaza 7-0100

Color Letter



AS OF AUGUST . . .

Network color programming for August falls off to 26 hours, all on NBC, because of political convention coverage . . . NBC's plan for colorcasting seven nights a week begins October 1 . . . A total of 215 stations are equipped to rebroadcast network color, while 75 outlets have the facilities to originate color. Of these, 72 can transmit color film or slides, 27 can originate live color shows, and 24 are equipped to do all three . . . According to a recent RCA survey, all NBC and CBS basic affiliates are now able to handle network color.

TWO NEW SPOT CAMPAIGNS IN COLOR

The Formica Corp. has launched a 17-week test saturation campaign of one-minute color spots six nights a week at 9:30, on WITI-TV, Milwaukee. This is the company's first use of TV. Says ad manager Edward A. More, "Color is our business. We should look forward to color TV as a future potential in sales." Commercials combine color film demonstrations with slides giving dealer locations.

Cook and Dunn Paint Corp. has launched an all-color spot campaign this month on WWJ-TV, Detroit. Spots are used weekends in three local color shows and ID's weekdays in NBC's *Matinee Theatre*.

STATION ROUNDUP

WFIL-TV, Philadelphia, reports that it has started that city's first regular weekly colorcasting of local live shows. Present schedule calls for at least one program per week. . . . This Fall, WRCA-TV, NBC flagship in New York will program 11 hours of color a week in addition to the network schedule.

These 68 stations, in 52 cities, are among those equipped to handle color film:

Atlanta	{ WAGA-TV	Kansas City	WDAF-TV	Philadelphia	{ WCAU-TV
	{ WSB-TV	Lancaster	WGAL-TV		{ WFIL-TV
Baltimore	{ WBAL-TV		{ KNXT	Phoenix	KTVK
	{ WMAR-TV	Los Angeles	{ KRCA	Portland, Ore.	KPTV
Boston	{ WBZ-TV		{ KTLA	Richmond	{ WRVA-TV
Buffalo	{ WBEN-TV	Lubbock	{ KTTV		{ WTVR
Charleston, W. Va.	{ WCHS-TV	Madison	KDUB-TV	Roanoke	{ WDBJ-TV
Charlotte	{ WBTB	Miami	WISC-TV		{ WSLS-TV
Chicago	{ WGN-TV		{ WCKT	Sacramento	KCRA-TV
	{ WNBQ	Milwaukee	{ WTVJ	St. Louis	KSD-TV
Cleveland	{ KYW-TV		{ WITI-TV	St. Paul	KSTP-TV
Corpus Christi	{ KRIS-TV	Nashville	{ WTMJ-TV	San Antonio	WOAI-TV
Dallas	{ WFAA-TV	New Haven	{ WISN-TV	San Francisco	KRON-TV
Des Moines	{ WHO-TV	New Orleans	{ WSM-TV	Seattle	KOMO-TV
Detroit	{ WWJ-TV		{ WNHC-TV	Spokane	KHQ-TV
Fort Worth	{ WBAP-TV	New York	{ WDSU-TV	Syracuse	WSYR-TV
Fresno	{ KMJ-TV		{ WABD	Tampa	{ WFLA-TV
Greensboro	{ WFMY-TV	Norfolk	{ WCBS-TV		{ WTVT
Houston	{ KPRC-TV	Oklahoma City	{ WRCA-TV	Valley City	{ KXJB-TV
	{ KTRK-TV	Omaha	{ WTAR-TV	Washington	WTOP-TV
Huntington	{ WSAZ-TV	Petersburg, Va.	{ WKY-TV	Wichita	KARD-TV
Indianapolis	{ WFMB-TV		{ KMTV	Wilmington, Del.	WPPH
Johnstown	{ WJAC-TV		{ WXEX-TV		



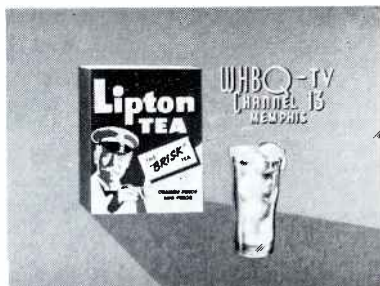
McMahan on the commercial

Season's toppers prove ID's superiority

BY HARRY WAYNE McMAHAN, v.p., McCann-Erickson, Inc.



Nestle's Chocolate



Lipton Tea



Schaefer Beer



Coca-Cola



Jell-O



Eug-Geta



Sunshine Krispy Crackers



Time Magazine

Nothing in the TV commercial business has grown up quite as fast as the little ID.

Born in bastardy, the ten-second station-identification spot started out with a greedy gleam to help the stations cram one more commercial between programs. At first it was bought simply because there was little else to buy, and the audience exposure was good.

From an advertising standpoint, that first ID was really a headache. Sometimes live, sometimes slide, often out of sync, it was generally kissed off by all concerned.

To add confusion, every station handled the ID differently. One station required call letters at the bottom of the screen, another at the top. One required the left side, quite a few liked the upper right quarter of the screen for identification, until finally this latter "shared" ID became the industry choice.

The shared ID allowed for seven seconds of sound and a full 10 of picture.

Now comes the "full-screen" ID, adopted by NBC and others. As its name suggests, the station call letters are not required to share time and space with the advertising message. Instead, the commercial goes straight for six seconds, with a video total of seven and a quarter. Call letters are full screen, separately, either before or after.

Controversy rages mildly over the two forms. One side argues the advertiser is short-changed 40% on video time as well as 14% on audio time with the new full screen ID. The opposition responds that full screen is that much better than three-quarters screen, plus the fact that the cost and trouble of making individual call letter prints for each station is eliminated.

Regardless, most stations now are using both forms, so you can take your choice. This is a good thing because it permits the widest possible usage of the ID.

So the ID has come of age. Too long it has been just a "good form of remind advertising, like a road sign." Now it is doing a full-fledged advertising job that apologizes to no one.

In the last two months, in a study of more than 200 ID spots, I must say I've found ID's to open the eyes of every advertiser, media man and TV commercial writer.

It's not easy to pick the best of all these ID's, but there

To page 17

**RISING
SALES
CURVE
AHEAD**

**FOR TV
SPONSORS**



SMASHING
TO NEW
SALES
RECORDS

Mc

ZIV's NEW TRAFFIC STOPPING TV SERIES

2nd
GREAT YEAR
NOW IN
PRODUCTION



Nestle's Chocolate



Schaefer Beer

Coca-Cola

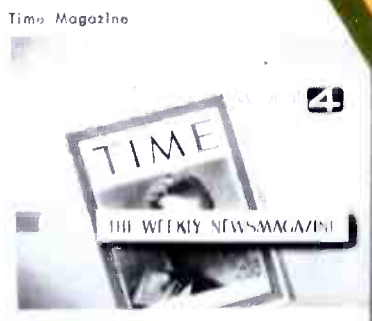


Jell-O

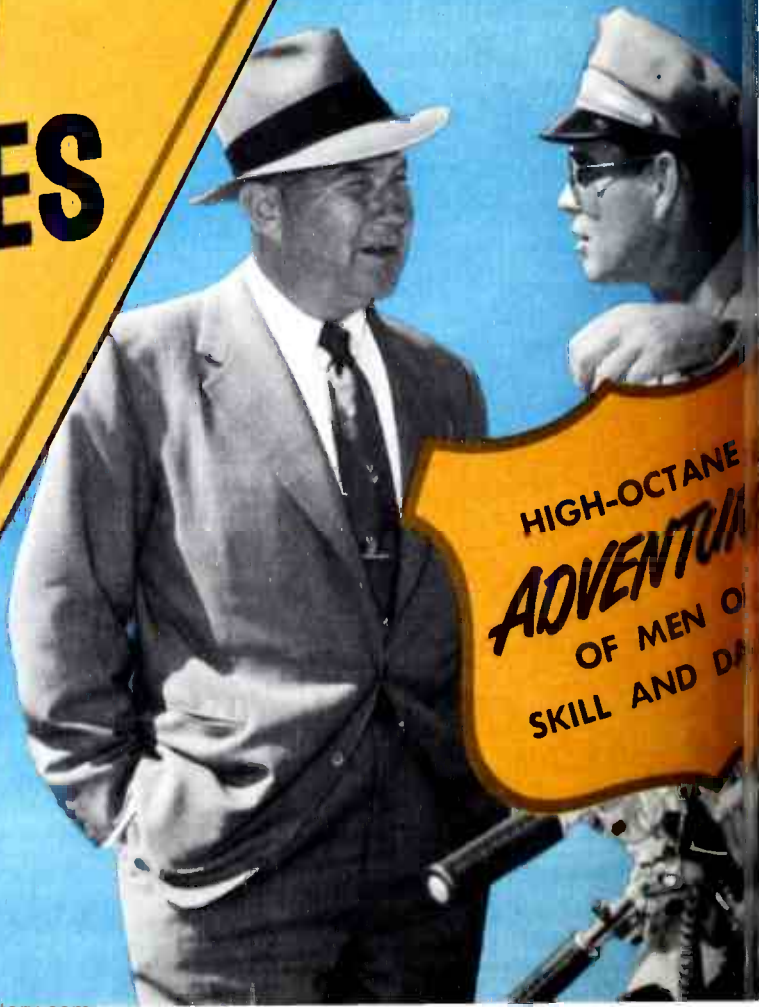


Bug-Geta

Sunshine Krispy Crackers



Time Magazine



Ready
to
go

BALLANTINE BEER

... in New York, Boston, Philadelphia, Miami,
Washington, D. C., New Haven, Buffalo, Schenectady,
Syracuse, Binghamton, Springfield, Mass., Providence,
Portland, Bangor, Harrisburg, Wilkes-Barre, St. Peters-
burg, Norfolk, Richmond, Va., Watertown, Orlando

WIEDEMANN BEER

in Cincinnati, Dayton, Columbus, Indianapolis.

THE KROGER COMPANY

... in St. Louis, Mo., Roanoke, Va., Greensboro,
Winston-Salem, N. C., Huntington, Charleston, W. Va.,
Kansas City, Louisville.

PFEIFFER BREWING

... in Lansing, Bay City, Grand Rapids, Cadillac,
Rochester, Minn., Austin, Minn., Detroit, Minneapolis,
Toledo, Ft. Wayne, Traverse City, Fargo, N. D.

HURRY! YOUR MARKET
MAY STILL BE AVAILABLE!

CARNATION COMPANY

(Morning Milk Division)

... in Salt Lake City, Seattle, Tacoma, Portland,
Spokane, Yakima.

LION OIL COMPANY

... in Memphis, Pine Bluff, Jackson, Miss., Jackson,
Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith,
and Texarkana, Texas.

SAFEWAY STORES, INC.

... in Tulsa, Oklahoma City



"HIGHWAY PATROL" OFFERS THE mightiest, the most complete **PROMOTION PLANS** ever put in the hands of TV Advertisers!

YOU GET THE UNIQUE NEW ZIV-PLANNED

EMPLOYEE ENTHUSIASM KIT

To get your employees talking up your TV show wherever they go, you get a carefully planned kit containing practical suggestions for letters to executives, bulletins to salesmen, postcards to employees' homes, payroll inserts, postage meter designs, etc. Your entire personnel is included in the plan.

YOU GET THE PRESTIGE-BUILDING ZIV-PLANNED

SAFETY KIT

You'll capitalize on community interest in highway safety and win big audiences for your TV show. The kit includes: "road conditions" ad, TV announcements, newspaper editorials on highway safety, "Safety" streamers, letters from Broderick Crawford to newspapers . . . plus National Safety Council tie-in literature.

YOU GET THE FULL-SCALE ZIV-PLANNED

ADVERTISING & PUBLICITY KIT

Packed with ideas to alert customers and prospects to your TV show . . . publicity stories and photos, large and small-space ad campaigns, point-of-purchase display materials, TV announcement series, mass distribution literature, personal "star-signed" letters, etc. . . .

IN ADDITION, you get vast opportunities to make new friends for yourself and your product through timely tie-ins with local and state safety campaigns, safety education programs and safe driving promotions. You'll find your auto club, PTA, highway patrol, chamber of commerce and other civic groups eager to co-operate with you.



LITHO. IN U.S.A.



McMahan From page 16

is a point in selecting a few outstanding samples that show the tremendous versatility and effectiveness now being achieved.

Maxwell House Coffee

Probably the best usage of a "personality" in an ID is Rex Marshall for Maxwell House Instant. Opening on Marshall, the video dissolves easily to the product and the product in use, against this audio:

"Amazing coffee discovery! Millions of tiny flavor buds give you that 'good to the last drop' flavor! Instant Maxwell House!"

Nestlé's Chocolate

Nestlé's has a top Instant Coffee ID, too, with its wavy "Percolated flavor," but this ID advertiser is still better in the Chocolate department. The well-known sing-song slogan is done this time with a cartoon girl on the chocolate bar steps:

"N-E-S-T-L-É'S . . . Nestlé's makes the very best . . . Choc-L't!" You know, I wouldn't be surprised to see the new generation of TV viewers give Nestlé's eventual domination over Hershey's.

Lipton Tea

On the beverage side again, Lipton tea has some new timely summer spots that cartoon into this story: Heat got you beat?—Come alive with brisk Lipton Iced Tea—most refreshing thirst-quencher of all!"

This is just the sort of 'reminder' spot that can pay off with consumer action on a hot summer's evening.

Schaefer Beer

From a production standpoint, we think a top award should go to Schaefer Beer for their little miniature musicals in '57. Using the angle: "Get Schaefer — It's Real Beer," the series goes through an almost unending series of variations in New York. Two of the latest are the Mexican and Hillbilly versions.

I'm not sure how good an advertising job these ID's are doing, but again I say they deserve an award for production.

Coke

Looking over a nearer shoulder, we like the new Coca-Cola commercials that introduce the family and king size bottle of Coke. Cartoon over 'finger-painting' backgrounds, one of these Coke ID's pogo sticks its way over the three different sizes and

TULSA
Now the **43rd***
TELEVISION MARKET!

*CBS report to FCC, December, 1955.
(Larger than Omaha; Denver, Oklahoma City, San Diego)

KOTV Completely

DOMINATES

the **43rd** Television Market!



After more than six years of telecasting, experience and almost two years of competition against two maximum power stations — KOTV Channel 6, is unquestionably Eastern Oklahoma's First and COMPLETELY DOMINANT TV station!

Represented by
Edward Petry & Co., Inc.

KOTV 6
channel
TULSA

**AT ANY TIME OF DAY
CHANNEL 10 GETS THE
BIGGEST ROCHESTER
AUDIENCES!**

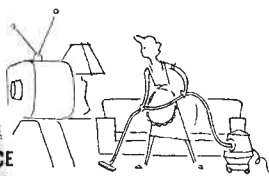


MORNINGS...



63.4%

AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

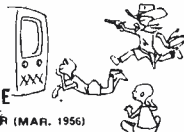


AFTERNOONS...



54.6%

AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



EVENINGS...



52.0%

AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



WRITE US TODAY FOR
CHOICEST AVAILABILITIES
IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHCC-TV AND WVET-TV

ROCHESTER, N. Y.

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

bounces up the "Bring Home the Coke" theme.

Incidentally, all the Coke ID's ingeniously tie in with the special 20-second and one-minute commercials used in new bottle introductions.

Jell-O

Jell-O plays the same game, only without the saturation. After the tremendously successful "Busy Day" Jell-O commercials last year, a new series of ID's uses enough of a reminder of the art work and treatment to recall all the plus factors, yet be fresh.

This also may set a track record for copy in :07.

"Busy day. Busy day. Ooh that Busy-Day dessert. Jell-O Instant Pudding! So quick! So good! Tried it lately?"

Bug-Geta

How an ID can start a catchphrase is well demonstrated by the Bug-Geta spot which has been setting San Francisco on its amused ear. In cartoon it shows the slow-talking snail (but he does it in :07!) who meets up with this bug killer. The famous last-and-only-words are: "Us snails hate Bug-Geta!" This killing quote is now a classic among the bejeaned, bejargoned youngsters.

Crisp and Krispy

Using the ID for a simple demonstration of product superiority is well exemplified by the Krispy Cracker seven-second. With the little baker to demonstrate, the audio states:

"We wrap them once . . . we wrap them twice . . . Sunshine Krispy Crackers are double-waxed wrapped to stay fresh longer!"

Crisp . . . and to the point!

Time Magazine

And even Time Magazine has found the ID useful in a smart subtle way. With a woman's hand picking up the current issue, a slightly wry voice comments:

"A man hardly ever has TIME . . . all for himself . . ."

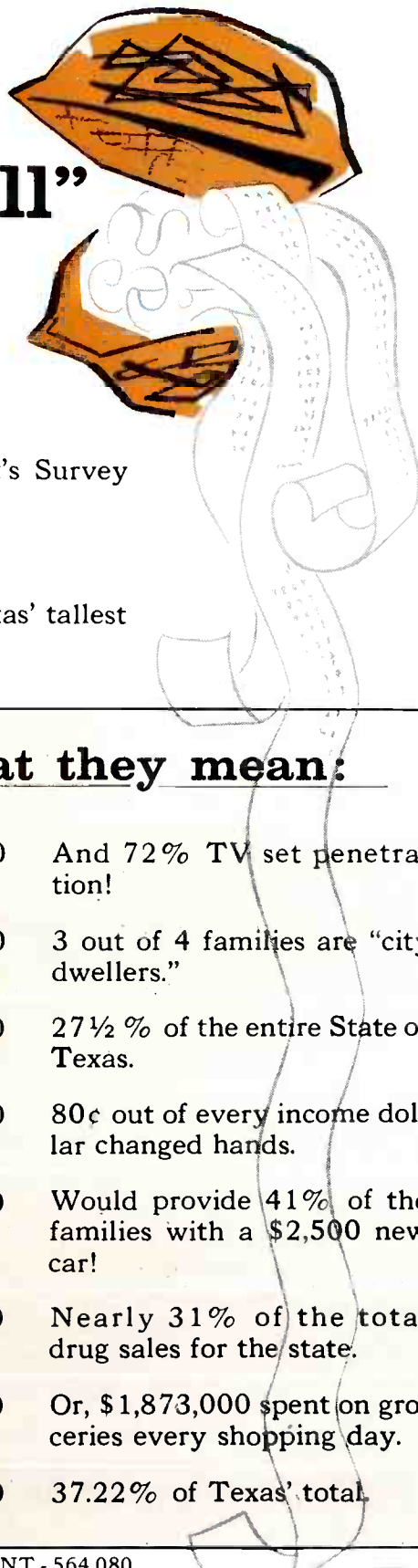
So . . . the ID comes of age. For jingle and catch-phrase, for production value, for memorability in idea for low comedy or subtle wit, for simple reminding in a saturation campaign or for just plain hard sell . . . here's the TV baby that's grown up and doing a man-sized job.

Let us now have a short applause for Station Identifications . . . EN

FACTS in a "nutshell"

... about WFAA-TV's
rich 42-county
Dallas-Fort Worth market!

A great market grows even greater as Sales Management's Survey of Buying Power (May 10, 1956) reveals an upward trend in all major marketing statistics year after year. A money-making, big-spending, area blanketed by WFAA-TV's maximum power from atop Texas' tallest structure — 1,521' from concrete base to antenna tip.



FACTS and what they mean:

POPULATION:	2,344,800	And 72% TV set penetration!
URBAN POPULATION:	1,741,600	3 out of 4 families are "city dwellers."
EFFECTIVE BUYING INCOME:	\$ 3,559,408,000	27½ % of the entire State of Texas.
RETAIL SALES:	\$ 2,909,268,000	80¢ out of every income dollar changed hands.
AUTO SALES:	\$ 725,963,000	Would provide 41% of the families with a \$2,500 new car!
DRUG SALES:	\$ 94,383,000	Nearly 31% of the total drug sales for the state.
FOOD SALES:	\$ 584,367,000	Or, \$1,873,000 spent on groceries every shopping day.
GENERAL MERCHANDISE:	\$ 459,495,000	37.22% of Texas' total.

Call your PETRYMAN for availabilities, market data and complete coverage information

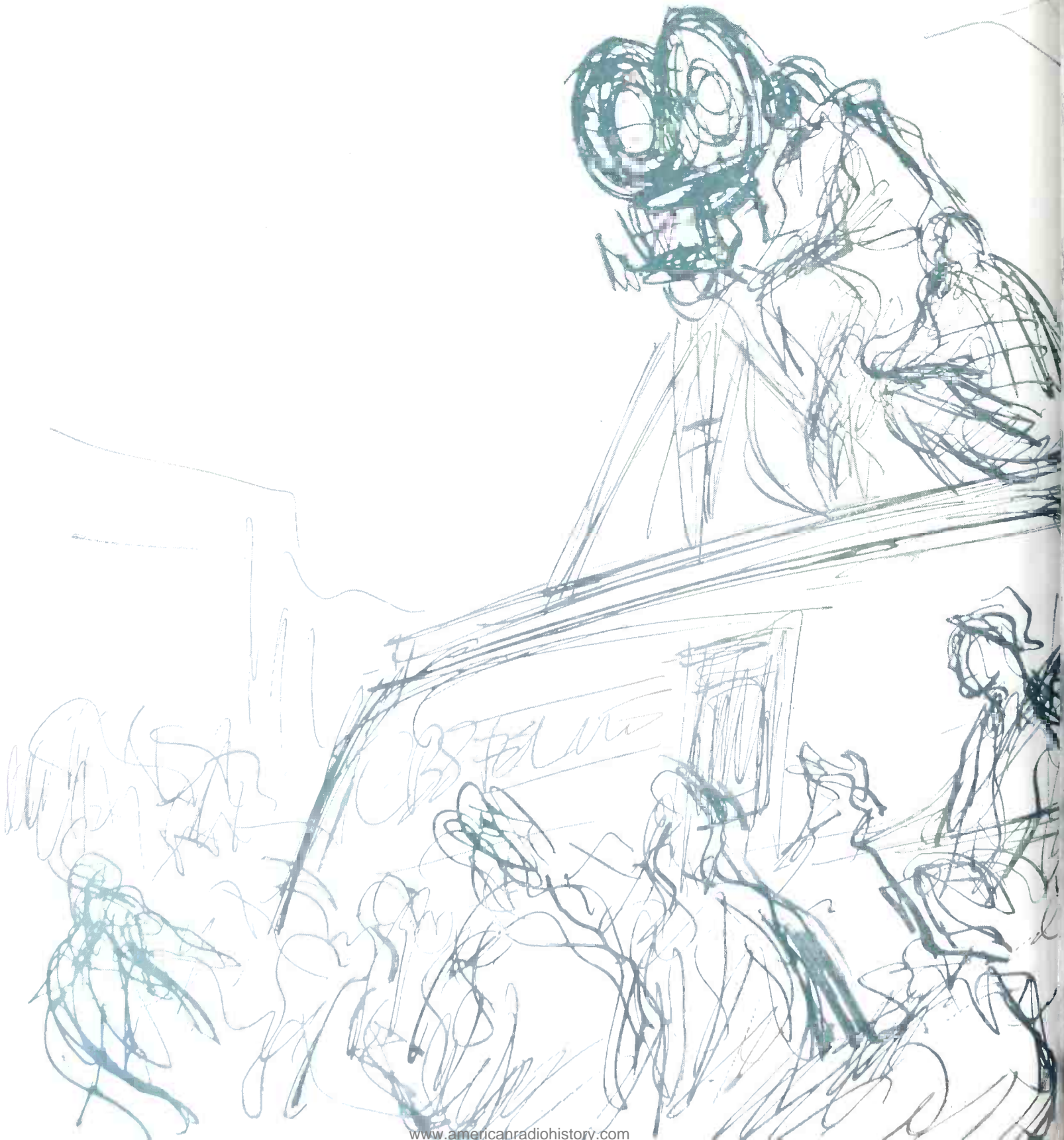
NBC-ABC

Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager

SET COUNT - 564,080



Newsfilm gets on top of it!





Wherever there's news breaking, Newsfilm gets there *fast!* Its more than 250 camera correspondents around the globe provide the sort of world-wide as-it-happens news coverage that stations using other syndicated services seldom see.

And Newsfilm has another major advantage: it's the *only* news service produced *exclusively for television stations*. From start to finish, it's shot and scripted exclusively for station use, so it suits stations' and sponsors' needs to a T. Here's what long-time sponsor Eddy's Bakery, Boise, says. Writes manager C. A. Beavers: "Our use of Newsfilm has been a practical and profitable association *ever since KBOI-TV started telecasting in 1953...* our only advertising used consistently. Since then we've enjoyed consistent business increases... a substantial increase in 1955 over 1954 and a similar increase for 1954 over 1953. What's more, this increase carried over into 1956. We also note high-volume, immediate response to the special promotions that we've run in connection with Newsfilm!"

Newsfilm, a product of CBS News, is available to all stations. Contact...

CBS Television Film Sales, Inc.

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto

Johannes Grotz

THE SOUTHERN CALIFORNIA LOOK



It's rows of roses rambling over yards of unpressed pleats—in this fresh new cotton designed by Alex Colman of California.

It's acres of flowers—an eight-million-dollar garden, within the KRCA signal area, that produces 45% of America's rose crop.

It's millions of lasting impressions—on big earning, big-spending Southern Californians by advertisers who use

KRCA·4

www.americanradiohistory.com

SOLD BY **NBC** SPOT SA



Luncheon with Linnea

agency people find station junkets sound business

What with vacations and business trips, some of the people I've had lunch with recently are out of town. I always try to show the column to the people who've attended the luncheon. Since I can't reach them, I'll just proceed on my own without naming names.

Occasionally I've had lunch with someone who has just been on, or just returned from, a trip sponsored by a station. Some of these people were involved for the first time and others had been doing this for years.

Knowing the value of these expeditions as far as I personally was concerned when directly involved with time-buying, I could not help but ask the . . . shall I say . . . younger members of the group whether they felt these trips instructive and worthwhile.

Those who go do find them definitely worth the time, just as many others and I found the trip to Pittsburgh under the friendly auspices of station KDKA back in 1939 . . . and we still talk about it. There were some before that, and many others after it. Each brings back pleasant memories and never ceases to be a subject for conversation when members of the group get together.

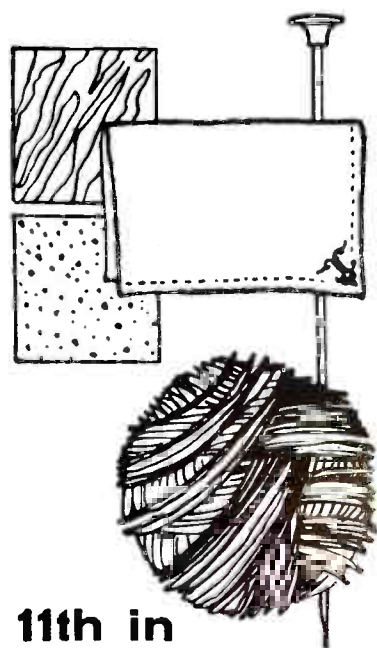
There are times when fairly recent newcomers to the business avoid opportunities to take advantage of these gatherings, claiming they are much too busy. They are so bogged down by detail that they feel anyone who leaves the desk must have far less to do than they have. Just one or two expeditions, for anyone interested in making progress on the job, will convince these people that there is a good percentage of business involved and that these jaunts are not all for fun. It's therefore well worth a few nights of overtime, if necessary, to make up for the time away from the office to get a broader view and greater know-how which will contribute much to future planning and activities. You're not "playing hookey from school" when you take advantage of the opportunity to go any place. On the other hand, if you are involved in a major crisis, you just can't leave. But the least you can do is phone your host and arrange for a substitute. There should be no vacant seats.

Print media people have been finding the time, for years, to attend these functions upon invitation and have made many fine friends over the years.

Today the number of people in the industry has increased so tremendously that it is difficult for anyone to get a small representative group together, but somehow a few manage to do it. They know they risk hurting the feelings of some people who cannot be included . . . but these people usually have the opportunity of going some other place at some other time . . . and it all evens out. (They don't always have "a budget for every available station" either.)

Even when the facilities are seemingly endless insofar as the accommodation of a large crowd is concerned, and invitations do come to all at the advertising agency who have any dealings with the station, this poses a problem right within the agency. It's mighty difficult to have to tell some of your co-workers that they must decline in order to stay home and mind the shop! But those who've been

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11th in manufacture of textile mill products wgal-tv

LANCASTER, PENNA.

NBC and CBS

Among the television markets foremost in the manufacture of textile mill products, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956).

Channel 8 Multi-City Market

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

316,000 WATTS

STEINMAN STATION

CLAIR McCOLLOUGH, Pres.

Representative

the **MEEKER** company, inc.

New York
Chicago

Los Angeles
San Francisco

COMEDY

NOW PLAYING..

COMEDY BUILDS AUDIENCE!*

"MY LITTLE MARGIE"



LOOK AT THESE GAINS IN AUDIENCE ... ALL REGISTERED WHEN STATIONS RE-PROGRAMMED DAYTIME WITH "MARGIE"!

**CHICAGO	WGN-TV	2210%
CLEVELAND	KYW-TV	910%
BALTIMORE	WBAL-TV	775%
SAN FRANCISCO	KGO-TV	430%
NEW YORK	WCBS-TV	145%

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
ATLANTA	10	20	70
WASHINGTON	20	30	50

(AGAINST "MICKEY MOUSE CLUB" IN BOTH MARKETS)

*ARB REPORTS — 1955-56
 **CHICAGO — ANY QUESTIONS? CALL THE MAN FROM OFFICIAL!

COMEDY STAYS POPULAR!*



"MY HERO"

LOOK AT THE SHARE OF AUDIENCE "MY HERO" PULLS

CLEVELAND	65%	PEORIA	73%
ST. LOUIS	60%	BOSTON	58%

*ARB REPORTS — 1955-56

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
BOSTON	15	18	67
ST. LOUIS	17	32	51



ALWAYS LEAVES EM LAUGHING!

EDDY

in markets of every size

COMEDY SELLS THE WHOLE FAMILY!*



"WILLY"

LOOK AT THE AUDIENCE COMPOSITION AND RATINGS FOR "WILLY"

	MEN	WOMEN	CHILDREN
CLEVELAND	20	29	51
ST. LOUIS	14	27	59
CLEVELAND	13.6%	ST. LOUIS	12.1%
Station "B"	4.9%	Station "B"	5.2%
Station "C"	4.4%		

*ARB REPORTS - 1955-56

COMEDY GETS "LION'S SHARE!"*



"TROUBLE WITH FATHER"

THE "STU ERWIN SHOW" RATES IN SHARE OF AUDIENCE

CHICAGO	WGN-TV	35%
DETROIT	WXYZ-TV	33%
HOUSTON	KGUL-TV	56%
OKLAHOMA CITY	KWTV	57%
LINCOLN-OMAHA	KOLN-TV	64%

AUDIENCE COMPOSITION
 PHOENIX KPHO-TV MEN 15 WOMEN 30 CHILDREN 55
 (AGAINST "MICKEY MOUSE CLUB")

*ARB REPORTS - 1955-56

IT WAS GREAT AT THE PALACE AND IT'S GREAT ON TV!



phone wire
write the man
from Official
today!



OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N.Y.
PLaza 7-0100

Representatives in: Beverly Hills - San Francisco - Minneapolis - Chicago - St. Louis - Boston - Atlanta - Philadelphia

A TV Station Is Measured By...



1st. = WSM-TV

Every field has its pacesetters, and this is especially true of TV. In most multi-station markets, one station leads (and forces the others to follow by sheer pressure of competition). That's the primary significance of the many WSM-TV firsts, only partially illustrated here.

WSM-TV was the first TV station to set up shop in this market by a margin of more than three years. And WSM-TV built the longest privately owned television relay system in the world in order to bring its viewers live network TV three years before public transmission facilities could be provided.

...ITS INITIATIVE!

In that pioneering tradition, WSM-TV continues to lead the way.

Two current examples:

WSM-TV's entirely new type tall tower, now under construction, that will be not only the tallest tower in the South, but will also do a coverage job that no other tall tower now in existence can do.

The latest Pulse survey of this market (April, 1956) showing WSM-TV with 12 of the top 15 once-a-week shows, 8 of the top 10 multi-weekly shows.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.

Linnea From page 23

around long enough know that their turn will come next, and noses don't stay out of joint very long.

What brought all this to mind was hearing about a trip to Little Rock, Arkansas recently, at the invitation of station KTHV, and how much those present were impressed by the people, the arrangements and the entire territory . . . how very much many were looking forward to the trip to Albany and Saratoga races sponsored by the Hudson Valley Broadcasting Company (their TV Station is WCDA) which, by the time this is published, will be over and everyone will be counting their racehorse winnings or losses. But the sunburns may still be showing as a result of the annual picnic of WHNC-TV in New Haven.

One of the highlights of the season was the all-day party arranged by Max Buck of WRCA-AM-FM-TV, with the boat and bus trip to attend the horse races at Monmouth, New Jersey. I was fortunate enough to attend that one and found it a mighty fine way for all to meet station people, talent, clients and agency friends.

While having lunch with Tom Harker of the Storer Broadcasting Corporation recently, we were discussing some of the past events, including the trips on the Storer yacht. During one of the summers that it was based in the Hudson River, Tom arranged dinner and sailing parties for small groups. Being enthusiastic about boats, I spent most of my time watching the captain.

As we were heading north, there was a signal from the galley hatch at the forward part of the boat. I didn't know what the signal meant, but the captain did. He looked at me and said, "You've handled a boat before. I've got to go below, so you take the wheel and head for that light on the George Washington Bridge." With that, he was gone and I was completely alone, knowing the biggest boat I ever handled was about the size of this boat's dinghy!

What good is all this? I doubt if there are ever any tangible, immediate results. But the good-will created, the friendships developed, and so often the knowledge gained makes for greater understanding of problems on all sides and for far easier opportunities to discuss them in the future.

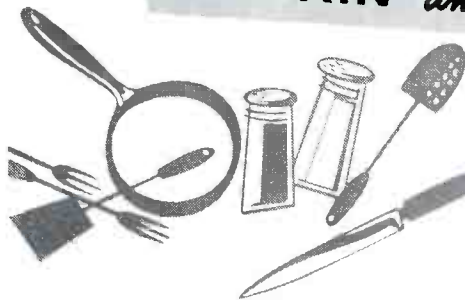
Building good-will is an important part of any business and each manager must decide for himself the best basis on which to build it.

—LINNEA NELSON

Marion Roberts'

PLAIN and FANCY COOKING

PLAIN and FANCY TALK



MAKES PLAIN GOOD SENSE . . . AND A GOOD BUY TO NATIONAL ADVERTISERS IN THE WBEN-TV MARKET

If your product is for a woman, or her home, or her family, Marion Roberts can profitably sell it for you in Western New York.

For Marion has been doing just that for more than 50 food, appliance, home-product manufacturers since 1952 on WBEN-TV. Selling women comes easy to Marion. Prior to her "Plain and Fancy" programs she traveled the menu-making trail from Ciudad Juarez to Edmonton, Alberta.

Today she cooks "on camera" and fills her morning shows with things that Western New York homemakers want to hear and learn about . . . from sewing hints and home budgeting to party planning and food preparation.

Rating-wise, cost-wise, coverage-wise it makes plain good sense to consider "Plain and Fancy Cooking, Plain and Fancy Talk" . . . Monday through Friday, 9:30 a.m. on Channel 4.

WBEN-TV

BUFFALO • CH 4

CBS BASIC

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.



THE PIONEER STATION of WESTERN NEW YORK



SPEEDICRAFT BOAT CO. makes 14 and 16' outboard pleasure boats which are sold throughout the United States and Cuba. Wood comes from Holland, is shaped by 50 craftsmen into peerless pleasure craft.



DOLPHIN CRAFT are reinforced fiberglass plastic boats, moulded in one piece, trimmed with mahogany, oak or cypress, made in Jacksonville at the rate of 50 a week.



GATOR BOAT TRAILERS are made by Peterson Bros., who employ 77 full-time employees, account for more than \$1,000,000 in annual local purchases, have 1,300 dealers in the U. S. and 11 foreign countries.

U. S. NAVY destroyer in Gibbs Corporation drydock. Navy's vast Jacksonville complex includes \$350 million worth of Navy and Naval Air installations, employs 21,000 uniformed and civilian workers.



Workboats, Dreamboats, and Everything In-Between

JACKSONVILLE, important world port served by 51 steamship lines, is a bustling ship-building and repair center. Facilities include the vast Gibbs yards, the drydocks of Merrill Stevens, the yacht-building plant of Huckins, the Diesel workboat shops, and extensive yards where builders of smaller pleasure craft practice their demanding trade.

With an annual payroll in excess of ten million dollars, the ship-building industry is just one of Jacksonville's many facets.

Largest naval stores and lumber market on the Atlantic Coast financial and insurance center of the Southeast, site of six great Naval installations, Jacksonville is the home of 600 thriving industries.

Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area. Most of them watch WMBR-TV.



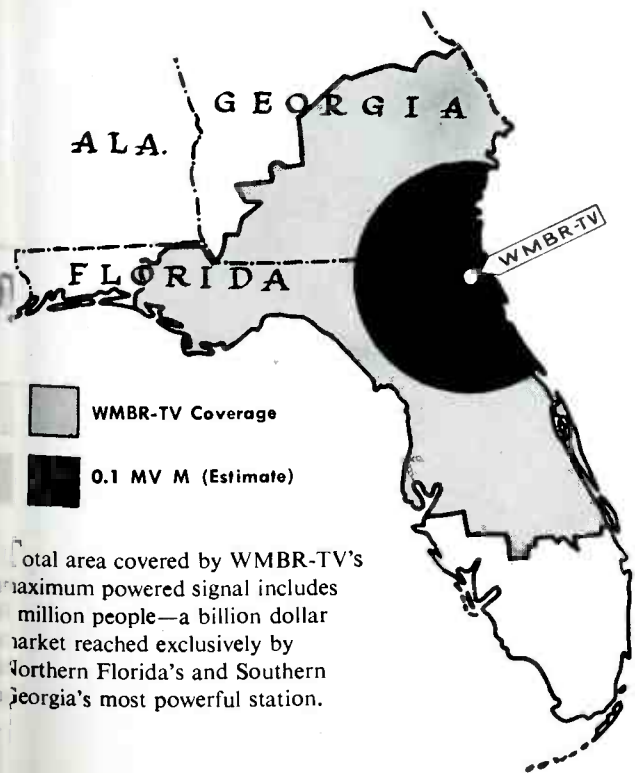
MERRILL STEVENS DRYDOCK & REPAIR CO. employs 1,200, handles repairs on seagoing ships up to 16,000 tons. Local purchases exceed \$1 million. Availability of deep water and sheltered harbor easily reached by land make Jacksonville a major port and repair center; tonnage handled exceeds that of closest rival by 40%.

VIEW OF DOWNTOWN JACKSONVILLE across the St. Johns River. Lower right quarter, Gibbs Corporation facilities, including six dry docks, eight piers, six landing ways. Gibbs employs 2,000, performs marine repairs and conversion jobs, makes virtually all kinds of work and pleasure craft on 24-hour-a-day basis.



PLEASURE CRAFT built by Huckins Yacht Corp., builder of custom yachts in the \$30,000 to \$250,000 category. Huckins employs 130, makes all yacht components except motors and electronic equipment.

DIESEL SHIPBUILDING CO. builds tugs and dredges, shrimp trawlers and barges. Facilities are on Inland Waterway, which offers 12' channel along entire Atlantic coast. Diesel also makes wood and steel repairs, and hydraulic pipeline dredges.



Total area covered by WMBR-TV's maximum powered signal includes million people—a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

WMBR-TV • Jacksonville, Fla.
 Channel 4
 Operated by *The Washington Post Broadcast Division*
 Represented by CBS Television Spot Sales

props and premiums

A REPORT ON
PRODUCTION, SALES, AND
PROMOTION AIDS
BY TAD REEVES



Election Gadget cued to catch the public interest during the 1956 presidential campaign! Timely and non-partisan, it's a unique novelty designed for use as a give-away, mailing piece or envelope stuffer. A real conversation-piece, caption reads "Who Will Be Our Next President?" and by pulling or pushing bottom tab, the Republican or Democratic candidate's picture and name comes into view.

Cost is 6½¢ each for as few as 250, and in quantities of 5,000 cost runs 3¼¢ each. Lower portion of "gadget" is reserved for imprinting sales message. It will be ready for shipment one week after the end of the last national party convention with pictures of the 1956 presidential candidates.

Sculptured paper panels answer quick-change needs for TV backgrounds. Full clover leaf design cut in heavy weight seamless paper (3' wide by 9' high) makes versatile, light, easily placed screening. These panels can be mounted on 1x1" frame or dropped from a 1"x2" crosspiece and weighted or tacked at bottom for variety of effects and uses. Roll up for storage.

Available in light colors which can be readily adapted to gray tone scale, cost is \$5.75 per panel.

Exhibit A—visual aids for health and medical programs are provided free of charge by an authoritative national health organization. Plastic anatomical reproductions of skeletal parts, three-dimensional models, and the Dickinson-Belskie obstetrical models are available on free loan. (New processes of making anatomical models of rubber and plastic compounds provide exhibits in full color, unbreakable, and easy to ship.)

Furnished in gratis photo prints with no return necessary are full-color anatomical charts and black-and-white diagrams and line drawings, which reproduce excellently on TV. The colored charts are keyed to appear accurately and clearly in tones of black and gray on TV screens. If requested, efforts will be made to provide charts on special topics. Three weeks necessary for preparation.

A program service at no cost is also available. Offered are two series for use with local physician acting as commentator: (1) 15-minute scripts with 10-minute film insert, (2) TV production packets which provide scripts, film slide and posters covering 12 topics. By the end of 1956, this last series will be included in 15-minute script form with all visuals on film. To reach farm audiences is a series of 13 15-minute rural health scripts which incorporate local farmers, youth leaders, 4-H'ers, county agents, physicians, veterinarians, etc. Filmed television programs are available in 5 30-minute lengths.

Catalogue of *TV-Tested AMA Televisuals* is available.

Write to Props and Premiums, TELEVISION MAGAZINE, 600 Madison Avenue, New York 22, N.Y., for names and addresses of suppliers—or for help with problems concerning premiums or production aids.

Accident

... BUT NOT ON FILM! No you'll "air" no fluffs, no goofs, flips, no slips when you use film spot retakes take care of the And, what's more, you'll be able pre-test your opus—show it as like it to selected audiences... their reactions at relatively low cost Also, you'll enjoy advantages expert programming, deeper coverage, wider scope material! Yes, wise — and economical — to EASTMAN FILM.

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

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



will happen

West Coast Division
1306 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

or **W. J. GERMAN, INC.**

Agents for the sale and distribution of Eastman Professional
Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

TELEVISION MAGAZINE'S STATUS MAP



STATIONS AND MARKETS AS OF AUGUST 1, 1956

1-channel markets	138
2-channel markets	71
3-channel markets	34
4 (or more) channel markets	15
Total Markets	258
Commercial stations U.S. & Possessions	447



"tower for two!"

Two RCA Superturnstile high-power high-gain antennas, Candelabra-mounted on Ideco Tower soar 1521 feet into the sky to serve two Dallas stations—WFAA-TV and KRLD-TV.

(SEE NEXT PAGE)

World's most unique TV antenna installation!

PROVIDES SAVINGS UPWARDS OF \$500,000

This unique antenna installation was developed by RCA and Ideco to meet the special needs of Stations WFAA-TV and KRLD-TV which have relocated transmitter sites and increased power in order to deliver greater coverage to the rich Dallas-Fort Worth, North Texas market area.

MULTIPLE ADVANTAGES

The RCA "Candelabra" represents a radical approach to TV antenna design. It promises broadcasters who desire the same antenna location such advantages as equal height and simplified transmission line installation combined with the economies of a common tower and single-site erection and construction costs. Through it, maximum height allowable under aeronautical regulation may be achieved for both antennas.

\$250,000 SAVINGS PER STATION

The cost of the complete Hill Tower installation, including tower, antennas, transmission lines and erection was close to one million dollars. Actual saving to each station is estimated at \$250,000—a total of a half million for the two. The tower was purchased and is operated by Hill Tower Corporation, which is owned jointly by the two stations.

WORLD'S SECOND TALLEST MAN-MADE STRUCTURE

The height of the tower from base to top of antenna is 1521 feet. This two-in-one antenna installation is the second tallest man-made structure in the world.

Atop the tower is mounted the antenna platform, 80 feet across and 12 feet high. It is triangular in shape to fit the tower's cross-section pattern. The RCA antennas occupy two of the corners . . . with a counterweight on the third corner.

ASK YOUR RCA BROADCAST SALES REPRESENTATIVE . . .

Your Broadcast Sales Representative will be glad to answer your questions about television antennas and show you how RCA can provide you with the kind you need. In Canada, write RCA VICTOR Company, Ltd., Montreal.

OTHER INTERESTING FACTS ABOUT "HILL TOWER"

WFAA-TV ANTENNA. RCA Type TF-12AH for effective radiated power of 316 kw. Height 82' 9". Channel 8.

KRLD-TV ANTENNA. RCA Type TF-6BM for effective radiated power of 100 kw. Height 82' 9". Channel 4.

Both antennas are designed to withstand winds anticipated at high altitudes.

ELEVATOR for carrying personnel up the tower to the 1435-foot level. Operated by new electronic control system.

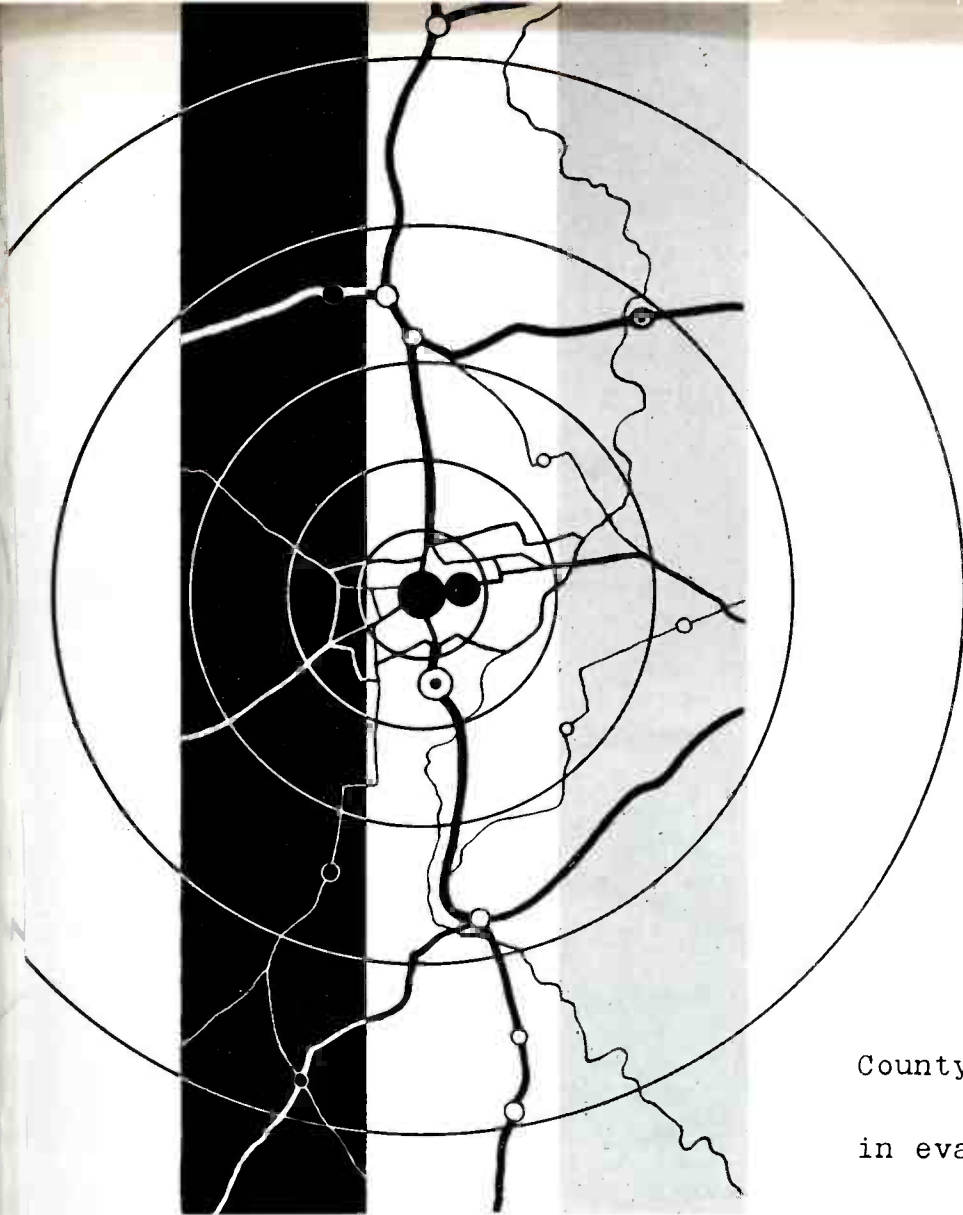
CATWALKS run out from elevator landing in center of platform to three corners of platform, for necessary maintenance.

LINE-OF-SIGHT DISTANCE, tower top to horizon, approximately 60 miles.

Tower structure nearing half-way mark.



RADIO CORPORATION of AMERICA
BROADCAST AND TV EQUIPMENT
CAMDEN, N.J.



County-by-county data--essential
in evaluating TV-market coverage

MARKET BOOK 1956

Presented here are the raw materials needed in making TV-market decisions—set circulation, population, families, Effective Buying Income for every TV market and every TV county. The coverage area of the nation's 259 TV markets has been defined and the data have been correlated to these areas.

These exclusive reports were prepared by TELEVISION MAGAZINE's research department.

The receiver circulation estimates are as of August 1, based on county-by-county projections of the Advertising Research Foundation's data. The ARF had a special study made by the U.S. Census in June, 1955. This was the first definitive nation-wide study of set ownership since 1953. It provided a greatly needed new benchmark for estimating circulation. To get estimates for the counties not actually surveyed by the Census, the ARF used Census data correlated with the averages of the estimates prepared by NBC and those computed by TELEVISION MAGAZINE.

Only TELEVISION MAGAZINE has projected these figures on a continuing basis, providing up-to-date receiver circulation each month.

In this book, circulation and market data are presented in three ways:

- U.S. TV Homes By Counties—a directory of the states and their counties, giving the number of families and the number of VHF homes as of August 1.
- Television Markets—definition of each market's coverage by counties, with the number of VHF homes as of August 1 and the population, families and EBI for each county and for the total market.
- Television Markets vs. Standard Markets—a comparison of the population, families and EBI included in the full coverage area of each TV market with the corresponding data for each standard metropolitan market. These figures illustrate the importance of the TV area as a new concept in marketing. They also provide a convenient summary of the TV market-data totals.

For an explanation of how TELEVISION MAGAZINE computes receiver circulation, see "Receiver Circulation for August," page 83. For a description of market-definition procedures, see "How Market Coverage Is Defined," page 38.

The Market Book provides the base for projecting ratings, analyzing coverage, planning schedules and correlating sales or distribution with TV-station coverage. The single, independent source for essential TV-market data is TELEVISION MAGAZINE.



WBUF, Channel 17, Buffalo, is sold

NBC Television has a new address in Buffalo



As of August 14, WBUF is *the* basic affiliate of the NBC Television Network in the nation's 14th market. Now, with *all* the big NBC-TV shows coming to Buffalo *exclusively* on WBUF, local and national spot advertisers are staking out prime availabilities next to top-rated stars like Perry Como, Bob Hope, George Gobel, Groucho Marx, Dinah Shore, Jack Webb, Steve Allen, Sid Caesar . . . next to top-drawer special events like the World Series, NCAA Football, NBC Spectaculars!

What's more, WBUF is upping its coverage area — increasing power to 500,000 watts and shifting transmission to a new 740-foot tower (1349 feet above sea level) — to bring additional Greater Buffalo counties within reach of the WBUF signal.

In the first seven months of this year, only a limited number of NBC-TV programs were aired by WBUF. Yet so strong was the appeal of those few network shows, coupled with WBUF's superior film programs, that the conversion in Buffalo's metropolitan area rose an impressive 52.5% — from 105,000 to 160,100!

Now is the time to join national spot advertisers like Bulova, Coca Cola, Lever Brothers, Liggett & Myers, P. Lorillard, Philip Morris, Simmons Mattress and Bell Telephone in discovering the selling power of NBC's newest basic affiliate.

With WBUF, Buffalo—as with each of the NBC Spot Sales Stations—it's the happy marriage between NBC quality programming and outstanding local shows that makes it the choicest buy in its market!

There's always something extra on the stations represented by NBC Spot Sales.



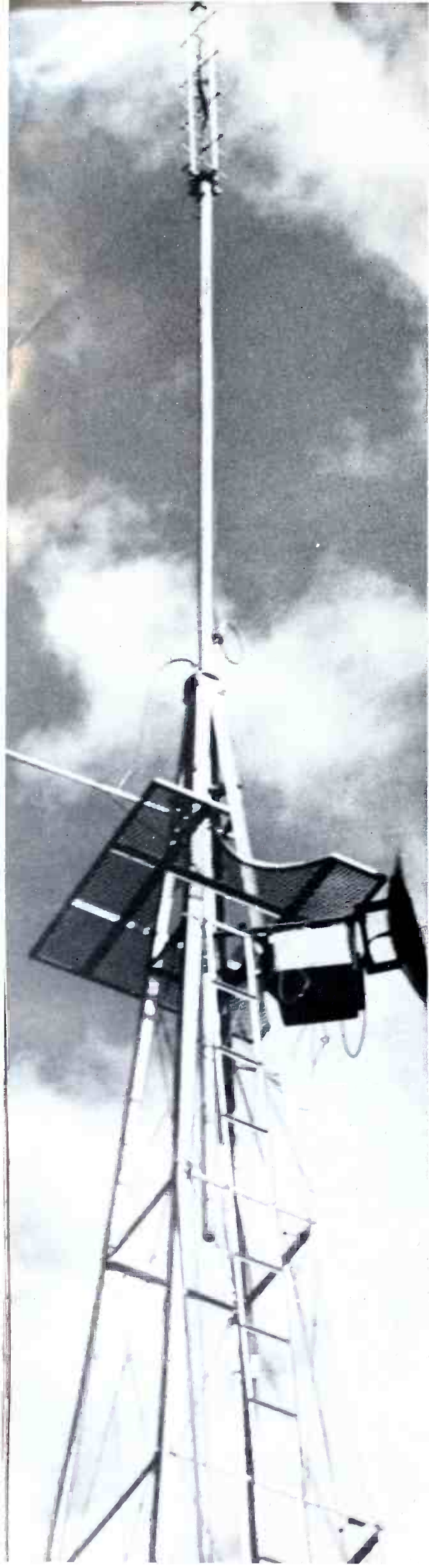
REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK WRCA, WRCA-TV
SCHENECTADY-
ALBANY-TROY WRGB
PHILADELPHIA WRCV, WRCV-TV
WASHINGTON WRC, WRC-TV
MIAMI WCKT

BUFFALO WBUF
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAQ, WNBQ
ST. LOUIS KSD, KSD-TV
DENVER KOA, KOA-TV

SEATTLE-TACOMA KOMO, KOMO-TV
LOS ANGELES KRCA
PORTLAND KPTV
SAN FRANCISCO KNBC
HONOLULU KGU, KONA-TV

NBC SPOT SALES



HOW

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

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

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

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

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

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

Antenna height and power boosts

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

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

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

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

Effective Radiated Power (ERP)

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

Grade A and B service

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

The Grade A contour is the line at which the required signal strength can be measured in 70% of the locations at least 90% of the time. For Channels 2-6, the required strength is 2.5 mv/m; for Channels 7-13, 3.5E mv/m; and for Channels 14-83, E mv/m.

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

COVERAGE IS DEFINED

Higher the frequency or channel, the greater the effective radiated power needed to provide equivalent service.

Grade B service is exactly what it sounds like. Required strength for Channels 2-6 is .22 mv/m; for Channels 7-13, .63 mv/m; and for Channels 14-83, 1.6 mv/m.

It should be noted that while Grade A service is generally required in urban areas to provide a clear and reliable picture in spite of electron-

ic interference, Grade B service is generally satisfactory in rural localities.

Basically TELEVISION MAGAZINE uses a Grade B contour in defining markets, but extends this whenever available research material provides clear evidence of viewing beyond this line.

Millivolts per meter (mv/m)

A millivolt per meter is 1/1,000th

of a volt per meter. This is a basic measurement of the field strength of a signal. .22 mv/m, one of the measurements required by the FCC, means .00022 volts per meter.

"Dbu"

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

ENGINEERING PROJECTION OF COVERAGE PREPARED BY CBS-TV ENGINEERING

GRADE A COVERAGE

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

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

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

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

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

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

GRADE B COVERAGE

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

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

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

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

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

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300 FT.	9	15	22	26	29	31	40
500 FT.	11.5	20	28	32	37	40	47
700 FT.	13.5	23	33	37	41	45	52
1000 FT.	16.5	28	39	43	47	50	59
2000 FT.	24	41	52	57	62	65	73
5000 FT.	41	64	79	85	90	95	105



HERE IS

PHILCO TLR-4 FEATURES

- Simultaneous transmission of 15 kc program channel and either color or monochrome
- Designed for *unattended* multi-hop relay service
- High effective radiated power—10,000 watts with 6' antenna
- Positive AFC lock-in
- Built-in metering and alarm functions
- Wide frequency coverage—5900 to 7400 mc
- 4-watt power amplifier available (optional)

The TLR-4 repeater is completely packaged in a standard 19" x 84" cabinet or rack. Transmitter and receiver assemblies occupy even less rack space.

True Multi-Hop Color TV Relay

PHILCO MODEL TLR-4

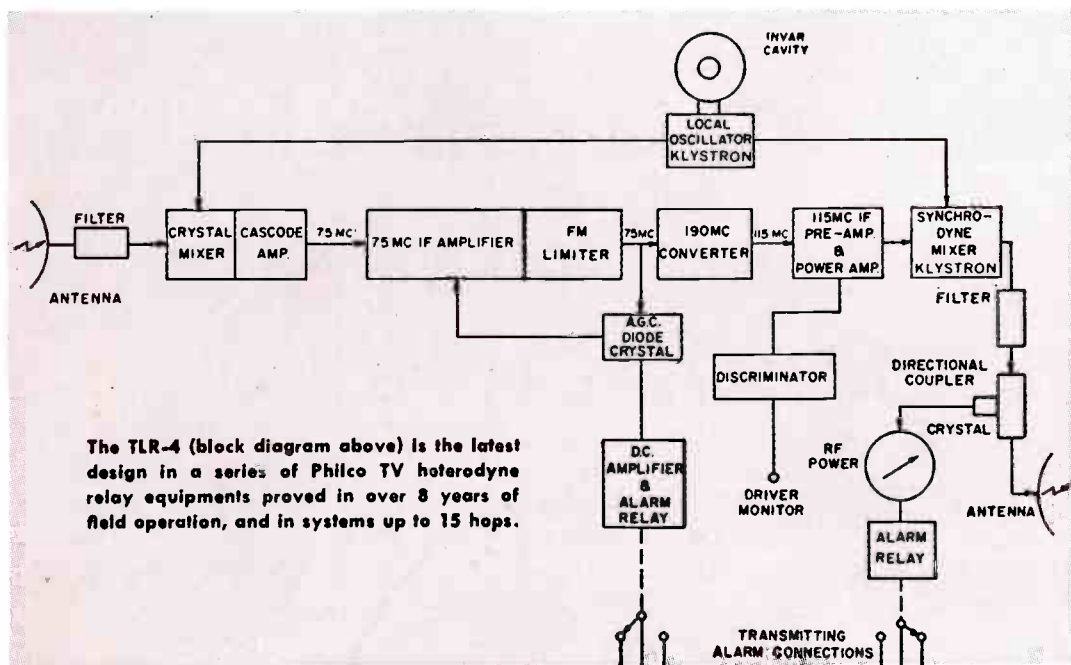
with 15 kc audio program channel

Here you see a microwave TV relay that provides excellent picture quality and reliable performance not only for short distances, but over many, many miles. The secret? A unique design feature of Philco TLR-4—a true heterodyne repeater which requires *no demodulation to video at relay stations!* Carrier is converted to an intermediate frequency to modulate Philco's 1 watt TLR-4 output klystron. Result? Greater freedom from distortion . . . higher signal to noise ratio . . . a single cabinet (or rack) repeater design not found in other relay systems.

Designed for transmission of monochrome as well as color with simultaneous 15 kc audio program channel, Philco TLR-4 relay provides a *true* multi-hop system with advanced circuitry exclusive with Philco.

★ ★ ★

From field survey—and installation—to training of operating and maintenance personnel, Philco is prepared to render a thorough, personal service through an extensive field engineering staff that guarantees performance satisfaction. Write to Dept. T for further information.



PHILCO CORPORATION

GOVERNMENT AND
INDUSTRIAL DIVISION

PHILADELPHIA 44
PENNSYLVANIA



In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario



WKRG TV

Full CBS star studded programming for more than 800,000 people ... with 187,000 sets.
Local recognition ... Recognized locally as **THE STATION**—with local news—live shows—and the **BEST PICTURE** in the South.

MAXIMUM POWER

...

647 feet above sea level in flat country.



We're truly the Kollosus 'Round the Gulf.

...

AVERY KNODEL—
National Representative

U. S. TV HOMES BY COUNTIES

A directory of the 3,071 counties, with family totals as of January 1, 1956
and estimates of TV homes updated to August 1, 1956

by Television Magazine from ARF-Census data

Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56				
Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes			
ALABAMA																		
Aauga	4,100	1,358	Macon	6,700	2,482	ARKANSAS										Madison	2,500	499
Bdwin	11,700	7,518	Madison	21,100	7,951	Arkansas	6,900	4,298	Marion	1,800	266							
Bbour	6,500	1,746	Marengo	6,800	1,640	Ashley	5,500	4,130	Miller	11,000	8,433							
Bb	3,900	2,608	Marion	6,500	3,426	Baxter	2,500	600	Mississippi	18,800	13,446							
Bunt	6,900	4,057	Marshall	11,700	6,406	Benton	11,000	3,643	Monroe	5,000	1,697							
Block	3,600	1,692	Mobile	73,700	51,611	Boone	4,200	1,964	Montgomery	1,400	184							
Bler	6,500	3,153	Monroe	5,400	1,736	Bradley	3,600	2,137	Nevada	3,300	1,773							
Bhoun	22,900	14,708	Montgomery	43,600	29,364	Calhoun	1,500	920	Newton	1,600	199							
Bmbers	9,600	4,380	Morgan	14,600	10,642	Carroll	3,500	1,014	Ouachita	11,000	4,259							
Brokee	3,800	2,449	Perry	4,100	1,069	Chicot	5,700	1,949	Perry	1,100	456							
Bilton	6,500	3,732	Pickens	5,100	1,605	Clark	5,800	3,307	Phillips	13,500	5,162							
Bctaw	4,200	1,524	Pike	7,300	3,398	Clay	6,300	3,139	Pike	2,200	914							
Brke	6,300	2,774	Randolph	5,000	2,608	Cleburne	2,400	988	Poinsett	7,600	5,635							
Bry	3,000	1,322	Russell	10,700	6,048	Cleveland	1,900	755	Polk	3,600	890							
Bburne	2,700	1,283	St. Clair	6,400	3,353	Columbia	7,000	4,371	Pope	5,500	1,622							
Bffee	7,200	4,311	Shelby	7,600	5,832	Conway	4,000	2,271	Prairie	3,200	1,708							
Bbert	11,500	3,427	Sumter	5,200	1,821	Craighead	13,700	9,577	Pulaski	72,400	46,592							
Bnech	4,500	1,847	Talladega	16,400	11,889	Crawford	6,200	2,153	Randolph	3,200	1,965							
Bosa	2,500	1,683	Tallapoosa	8,900	4,404	Crittenden	13,900	7,872	St. Francis	8,900	4,369							
Bvington	10,100	5,181	Tuscaloosa	24,100	10,844	Cross	6,000	3,485	Saline	6,900	3,776							
Bnshaw	4,500	2,354	Walker	15,500	10,512	Dallas	3,100	1,895	Scott	1,800	470							
Bllman	11,800	8,172	Washington	3,400	1,259	Dasha	6,400	2,261	Searcy	2,500	585							
Blle	4,800	3,150	Wilcox	4,700	1,109	Drew	4,100	1,173	Sebastian	22,300	16,977							
Bllas	14,500	6,937	Winston	4,000	2,511	Faulkner	5,900	4,586	Sevier	2,300	1,368							
Bkalb	11,200	5,623	Total	817,300	476,693	Franklin	2,800	1,061	Sharp	1,900	194							
Bnore	7,200	4,658	ARIZONA										Stone	1,500	228			
Bambia	7,400	4,771	Apache	6,100	432	Garland	16,100	10,626	Union	15,800	8,551							
Bwah	28,100	18,426	Cochise	12,600	2,247	Grant	2,400	1,806	Van Buren	2,100	946							
Bvette	4,400	1,547	Coconino	8,000	1,945	Greene	7,200	2,592	Washington	15,800	5,841							
Bnclin	6,100	2,508	Gila	7,800	3,996	Hempstead	5,700	2,034	White	10,000	4,248							
Beneva	6,000	2,003	Graham	3,700	890	Hot Spring	7,400	3,035	Woodruff	4,000	1,247							
Breene	3,500	807	Greenlee	4,300	708	Howard	2,800	2,025	Yell	3,300	1,126							
Bsle	4,600	1,080	Maricopa	146,500	107,326	Independence	5,600	3,152	Total	519,100	276,478							
Bnry	3,800	2,395	Mohave	2,300	230	Izard	1,800	383	CALIFORNIA									
Bouston	12,500	10,624	Navajo	7,700	633	Jackson	7,200	3,523	Alameda	292,600	246,157							
Bickson	8,700	3,938	Pima	62,300	37,263	Jefferson	23,800	13,046	Alpine	200	63							
Bfferson	173,400	123,373	Pinal	15,300	9,442	Johnson	4,000	621	Amador	2,600	1,916							
Bmar	3,600	1,611	Santa Cruz	2,700	864	Lafayette	3,200	1,303	Butte	22,600	14,914							
Bnderdale	15,300	3,604	Yavapai	7,000	1,736	Lawrence	4,900	2,666	Calaveras	3,000	1,982							
Bawrence	6,200	2,753	Yuma	11,800	6,930	Lee	6,400	2,924	Colusa	3,600	2,441							
Bee	11,200	6,169	Total	298,100	174,642	Lincoln	3,300	974	Contra Costa	101,700	80,435							
Bmestone	8,400	4,450				Little River	2,800	1,912	Del Norte	6,400	1,714							
Bowndes	3,600	1,467				Logan	4,400	1,314										
						Lonoke	6,400	4,190										

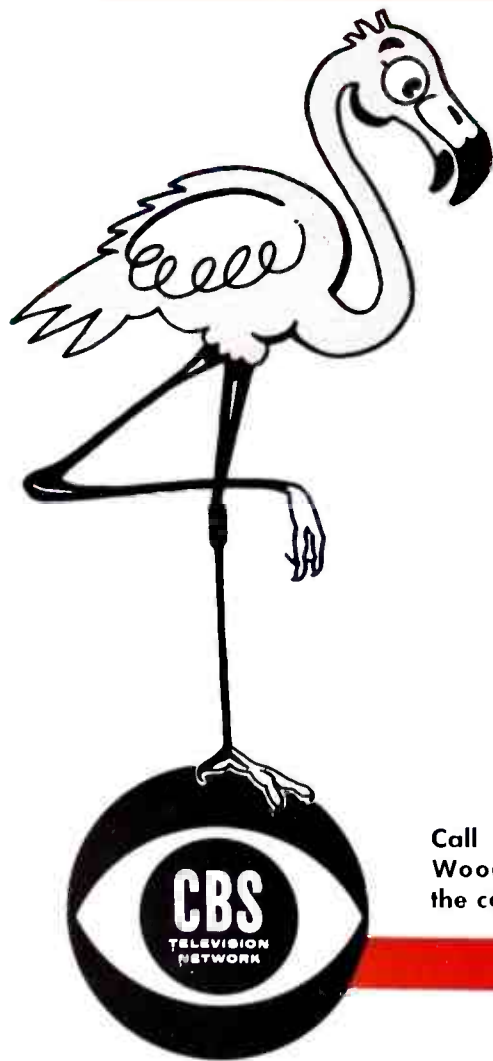
TV homes, © TELEVISION MAGAZINE, Families © 1956, Sales Management Survey of Buying Power; further reproduction not licensed.

In Matters of TV...It

PRESTIGE BEGINS AT HOME

When Burdine's, Miami's oldest department store, ran a huge, closed-circuit TV "Color Cavalcade", the television personalities were drawn exclusively from WTVJ, channel 4

FIRST IN TALENT 



Basic Affiliate

Call your Peters, Griffin, Woodward Colonel for the complete WTVJ story.



RALPH RENICK



ALEC GIBSON



JACK CUMMINS



HOWARD BROWN



LEE TAYLOR



BONNIE GIBSON



FRANK WILCOX



NOAH TYLER



JACKIE PIERCE



JIM DOOLEY



UNCLE DAN



HELEN RUTH



ALENE HOLDAHL



DEL FRANK



ALAN KEYS



BOB WEAVER



Always **WTVJ** in S. Florida

... and no wonder

FIRST IN EXPERIENCED PERSONNEL

WTVJ's staff of 189 TV-trained personnel is the largest and most experienced of any station in the South. Twenty-nine engineers and twenty-two production personnel have a total of 268 years of experience with WTVJ Television.

FIRST IN FACILITIES

WTVJ's facilities are unequalled by any other South Florida Television Station.

Full 100,000 watts power • 15 studio and remote cameras • 1,000 ft. tower • Complete network and local facilities • Award-winning merchandising department • Three studios.

WORLD'S LARGEST REMOTE UNIT

Designed and built by WTVJ's own staff of engineers, who have worked as a team for over 7 years.



... so, no wonder
WTVJ IS THE STATION THAT
DOES SO MANY NETWORK
ORIGINATIONS FROM
FLORIDA.



FLORIDA'S FIRST TELEVISION STATION



Good Provider

A hearty appetite is a good sign of growth and well-being... and consumer appetites don't come any heartier than in the prosperous Los Angeles market.

Last year, for example, total retail sales to the 2½ million families served by KNXT zoomed to a record-breaking \$10,282,059,000...15% higher than the year before. Food and drug store sales, too, are up sharply. KNXT, Southern California's most popular television station, provides the perfect way to create a keen appetite for your product. In a single year, KNXT has increased its share of this free-spending audience a *whopping 13%*, and now commands not only the largest share of audience in the market, but also the widest margin of superiority over any other Los Angeles television station *in its history!* To reach more customers—ready, willing and able to buy—your best provider is...

KNXT CBS Owned—Channel 2, Los Angeles
Represented by CBS Television Spot Sales

KNXT COVERAGE DATA:
POPULATION 7,631,000
FAMILIES 2,585,000

TOTAL RETAIL SALES
\$10,282,059,000
FOOD SALES \$ 2,364,011,000
DRUG SALES \$ 321,859,000
EFFECTIVE BUYING INCOME
\$14,657,286,000
EFFECTIVE BUYING INCOME
PER FAMILY \$5,670

SOURCES:
SALES MANAGEMENT
SURVEY OF BUYING POWER,
MAY 1956; NIELSEN,
APRIL 1956-APRIL 1955

Keep this list of 159 Pulse TV Markets handy

ALBANY-TROY-SCHENECTADY
 ALBUQUERQUE
 AMES-DES MOINES AREA
 ATLANTA
 AUGUSTA, GA.
 BALTIMORE
 BANGOR, ME.
 BINGHAMTON, N. Y.
 BIRMINGHAM
 BOISE-MERIDIAN
 BOSTON
 BUFFALO
 CEDAR RAPIDS
 CHARLOTTE, N. C.
 CHARLESTON, S. C.
 CHATTANOOGA
 CHICAGO
 CINCINNATI
 CLEVELAND
 COLORADO SPRINGS
 COLUMBIA, S. C.
 COLUMBUS, OHIO
 DALLAS
 DAVENPORT-ROCK ISLAND
 DAYTON
 DENVER
 DETROIT
 DULUTH-SUPERIOR
 EL PASO
 ERIE
 FRESNO
 FORT WORTH
 GRAND RAPIDS
 GREEN BAY
 GREENSBORO
 HARRISBURG, PA.
 HONOLULU-OAHU ISLAND
 HOUSTON
 HOUSTON-GALVESTON
 INDIANAPOLIS
 JACKSON, MISS.
 JACKSONVILLE, FLA.
 JOHNSTON, PA.
 KANSAS CITY, MO.
 LANSING
 LITTLE ROCK, ARK.
 LOS ANGELES
 LOUISVILLE
 LUBBOCK
 MACON
 MARIETTA-PARKERSBURG
 MASON CITY-ALBERT LEA-
 AUSTIN
 MEMPHIS
 MIAMI

MILWAUKEE
 MINNEAPOLIS-ST. PAUL
 MONTGOMERY, ALA.
 NASHVILLE
 NEW HAVEN
 NEW ORLEANS
 NEW YORK
 NORFOLK
 OKLAHOMA CITY
 OMAHA
 PEORIA
 PHILADELPHIA
 PHOENIX
 PITTSBURGH
 PORTLAND, MAINE
 PORTLAND, ORE.
 PROVIDENCE
 PUEBLO
 QUINCY-HANNIBAL-KEOKUK
 RICHMOND
 ROANOKE
 ROCHESTER, N. Y.
 ROCKFORD, ILL.
 SACRAMENTO, CALIF.
 SAGINAW-BAY CITY-MIDLAND
 ST. LOUIS
 SALT LAKE CITY
 SAN ANTONIO
 SAN DIEGO
 SAN FRANCISCO-OAKLAND
 SANTA BARBARA-SAN LUIS
 OBISPO
 SCRANTON-WILKES BARRE
 SEATTLE
 SEATTLE-TACOMA
 SIOUX CITY, IA.
 SOUTH BEND-ELKHART
 SPOKANE
 SPRINGFIELD, MASS.
 SPRINGFIELD, MO.
 SYRACUSE
 TACOMA
 TAMPA-ST. PETERSBURG
 TOLEDO
 TUCSON
 TULSA
 WASHINGTON, D. C.
 WATERLOO
 WHEELING-STEUBENVILLE
 WICHITA
 WICHITA FALLS, TEXAS
 WILMINGTON
 WINSTON-SALEM, N. C.
 YORK, PA.
 YOUNGSTOWN, OHIO

**INDUSTRY'S LARGEST,
 MOST ACCURATE SAMPLE —
 1,800,000 DIFFERENT FAMILIES
 INTERVIEWED, 1955**

As the service with the most subscribers, Pulse calls your attention to the huge backlog of data available for the 108 markets listed to the left; *the other 51 are new markets added this year.*

Let us explain the many reasons why Pulse, with the largest sampling outside U. S. Census, is winning ever-widening preference. Now with over 600 subscribers, 1956 is the biggest year in Pulse's experience, dating back to 1941. Wire or phone for details.

PULSE, INC.

15 WEST 46TH STREET, NEW YORK 36

Telephone: JUdson 6-3316

IN LOS ANGELES: 6399 WILSHIRE BOULEVARD
 WEBSTER 1-2412

IN LONDON: 15 SACKVILLE STREET, REGENT 5349

ABILENE
 ALLENTOWN
 AMARILLO
 ANCHORAGE, ALASKA
 BAKERSFIELD, CAL.
 BATON ROUGE
 BEAUMONT-PORT ARTHUR
 BELLINGHAM, WASHINGTON
 BIRMINGHAM, ENGLAND
 BISMARCK
 BROWNSVILLE, TEX.
 BROWARD & PALM BEACH
 COUNTIES, FLA.
 COLUMBIA, MO.
 COLUMBUS, GA.
 CORPUS CHRISTI
 DECATUR, ILL.
 DES MOINES-AMES
 DUBUQUE COUNTY, IA.
 EVANSVILLE, IND.
 FAIRBANKS, ALASKA
 FLINT
 FLORENCE, S. C.
 FORT WAYNE
 GREEN BAY-MARINETTE
 GREENVILLE, S. C.

GREENVILLE-WASHINGTON,
 N. C.
 JEFFERSON COUNTY, TEXAS
 JOPLIN, MO.
 KNOXVILLE, TENN.
 LA CROSSE COUNTY, WISC.
 LAS VEGAS
 LAKE CHARLES, LA.
 LIMA, OHIO
 LONDON, ENGLAND
 MADISON
 MANCHESTER, ENGLAND
 MOBILE, ALA.
 PITTSBURG, KAN.
 RALEIGH
 SAGINAW COUNTY, MICH.
 SALINAS-MONTEREY
 SAVANNAH, GA.
 SCRANTON-WILKES BARRE
 SHREVEPORT
 SIOUX FALLS, TEXAS
 SPRINGFIELD, ILL.
 TEMPLE, TEX.
 TERRE HAUTE
 TEXARKANA
 WACO
 ZANESVILLE

Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56					
Families		TV Homes		Families		TV Homes		Families		TV Homes					
GEORGIA—Continued															
Beach	3,000	1,843	Kootenai	7,900	5,768	Marion	12,900	9,685							
Buckens	2,200	1,694	Latah	6,100	3,528	Marshall	4,000	2,675							
Burce	2,400	630	Lemhi	1,800	85	Mason	5,000	2,906							
Ke	1,800	951	Lewis	1,200	309	Massac	4,700	2,459							
Wlk	8,000	6,260	Lincoln	1,100	593	Menard	2,900	2,124							
Wlaski	2,100	1,279	Madison	2,500	2,002	Mercer	5,300	4,548							
Wltham	1,600	713	Minidoka	2,400	1,286	Monroe	4,000	3,600							
Wlthman	800	172	Nez Perce	7,500	4,018	Montgomery	10,400	6,546							
Wlthun	1,700	1,008	Oneida	1,000	534	Morgan	10,000	7,738							
Wltholph	3,000	1,426	Owvhee	1,700	1,041	Moutrie	4,000	3,055							
Wlthmond	44,400	29,667	Payette	3,600	1,678	Ogle	10,800	8,050							
Wlthdale	2,200	1,803	Power	900	520	Peoria	58,100	52,290							
Wlthley	800	256	Shoshone	6,800	3,911	Perry	6,700	4,316							
Wlthven	4,200	1,185	Tecon	700	565	Piatt	4,200	2,949							
Wlthnole	1,900	1,152	Twin Falls	13,300	7,810	Pike	6,900	6,210							
Wlthlding	8,800	7,111	Valley	1,200	436	Pope	1,500	676							
Wlthphens	4,800	3,012	Washington	2,400	1,349	Pulaski	4,400	2,441							
Wlthwart	2,100	728	Total	179,400	109,353	Puinam	1,300	613							
Wlthnter	6,300	3,605	ILLINOIS												
Wlthoot	1,800	834	Adams	21,800	19,515	Randolph	8,300	7,365							
Wlthafarro	900	430	Alexander	7,200	4,487	Richland	6,200	3,458							
Wlthnall	3,500	999	Bond	4,500	3,584	Rock Island	44,700	40,230							
Wlthlor	2,200	1,294	Boone	5,500	3,611	St. Clair	68,000	61,200							
Wlthffair	2,800	1,026	Brown	2,200	1,893	Saline	10,700	8,280							
Wlthfrell	3,100	2,261	Bureau	11,800	8,340	Sangamon	45,300	28,116							
Wlthlmas	9,300	5,487	Calhoun	1,700	1,530	Schuyler	3,100	2,237							
Wlthfi	6,400	2,609	Carroll	6,200	5,276	Scott	2,300	1,726							
Wlthombs	4,200	1,608	Cass	4,500	4,050	Shelby	7,600	3,404							
Wlthens	1,000	466	Champaign	32,600	24,871	Stark	2,600	1,792							
Wlthntlen	1,400	411	Christian	12,500	9,286	Stephenson	14,200	12,208							
Wlthnp	14,200	10,273	Clark	5,400	4,218	Tazewell	27,100	24,210							
Wlthuer	2,500	875	Clay	5,400	2,646	Union	5,400	3,713							
Wltheggs	1,700	482	Clinton	6,700	4,960	Vermilion	28,900	20,141							
Wlthon	1,700	787	Coles	13,500	8,832	Wabash	4,600	2,396							
Wlthupn	6,600	3,974	Cook	1,518,000	1,376,826	Warren	7,900	5,605							
Wlthwker	11,500	8,062	Crawford	7,200	5,172	Washington	4,500	3,633							
Wlthwton	5,000	3,789	Cumberland	3,100	2,790	Wayne	7,500	2,787							
Wlthwe	8,700	5,208	De Kalb	12,900	11,539	White	6,700	3,547							
Wlthwren	2,100	1,201	De Witt	5,300	4,311	Whiteside	16,500	14,850							
Wlthwhington	4,800	1,812	Douglas	5,100	4,462	Will	43,800	39,420							
Wlthwne	3,500	1,698	Du Page	71,300	50,968	Williamson	16,500	9,616							
Wlthwister	800	217	Edgar	7,700	5,456	Winnebago	54,100	48,690							
Wlthwieler	1,400	343	Edward	2,800	1,367	Woodford	6,700	4,924							
Wlthwie	1,400	692	Effingham	6,400	5,760	Total	2,922,400	2,472,261							
Wlthwifield	10,100	8,848	Fayette	7,000	4,860	INDIANA									
Wlthwox	2,300	1,437	Ford	5,000	4,421	Adams	6,700	5,938							
Wlthwes	2,800	1,872	Franklin	15,800	7,927	Allen	63,900	54,347							
Wlthwinson	2,200	797	Fulton	14,400	12,960	Bartholomew	13,100	11,790							
Wlthwith	4,300	1,784	Gallatin	2,700	768	Benion	3,200	2,880							
Total	964,800	642,589	Greene	5,900	4,826	Blackford	4,100	2,920							
IAHO															
As	25,000	18,647	Hancock	8,300	7,470	Boone	8,200	7,380							
Asms	900	404	Hardin	2,100	491	Brown	1,500	1,178							
Asnock	12,700	8,042	Henderson	2,500	1,883	Carroll	5,200	4,432							
Asr Lake	1,900	1,124	Henry	16,000	14,400	Cass	12,100	10,077							
Asawah	1,500	1,062	Iroquois	10,400	6,803	Clark	16,900	15,009							
Asigham	6,800	4,295	Jackson	12,800	8,017	Clay	7,700	5,398							
Asne	1,400	637	Jasper	3,700	2,910	Clinton	10,000	9,000							
Asie	600	378	Jefferson	12,100	7,095	Crawford	2,600	1,770							
Asiner	4,500	3,554	Jersey	4,800	3,882	Daviess	8,200	6,241							
Asineville	10,000	8,299	Jo Daviess	6,700	4,653	Dearborn	7,800	6,927							
Asndary	1,600	1,095	Johnson	2,400	1,045	Decatur	5,600	4,908							
Asie	800	374	Kane	48,900	44,010	De Kalb	8,500	6,809							
Asnas	300	84	Kankakee	20,800	18,720	Delaware	32,900	28,531							
Asny	17,100	9,301	Kendall	3,700	3,300	Dubois	6,800	4,561							
Asibou	2,000	1,006	Knox	18,200	15,275	Elkhart	29,300	22,854							
Asia	4,000	2,149	Lake	71,500	58,226	Fayette	7,700	6,202							
Asrk	200	122	La Salle	32,300	21,360	Floyd	15,500	13,950							
Asrwater	2,200	1,319	Lawrence	6,500	3,073	Fountain	5,800	4,291							
Asrter	1,000	308	Lee	10,200	7,019	Franklin	4,500	2,805							
Asrre	2,900	1,534	Livingston	10,900	7,893	Fulton	5,300	4,770							
Asrnklin	2,500	1,213	Logan	8,800	7,416	Gibson	9,600	5,902							
Asrnmont	2,400	1,922	McDonough	9,200	6,681	Grant	20,500	18,110							
Asrnm	2,300	1,559	McHenry	17,800	15,441	Greene	9,000	7,921							
Asrnoding	3,300	1,609	McLean	26,900	16,756	Hamilton	9,700	8,730							
Asrno	3,200	828	Macon	35,500	28,487	Hancock	7,100	6,390							
Asrnferson	2,800	1,302	Macoupin	14,000	9,337	Harrison	5,200	3,354							
Asrrome	3,400	1,753	Madison	63,200	56,880	Hendricks	11,500	10,350							



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

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

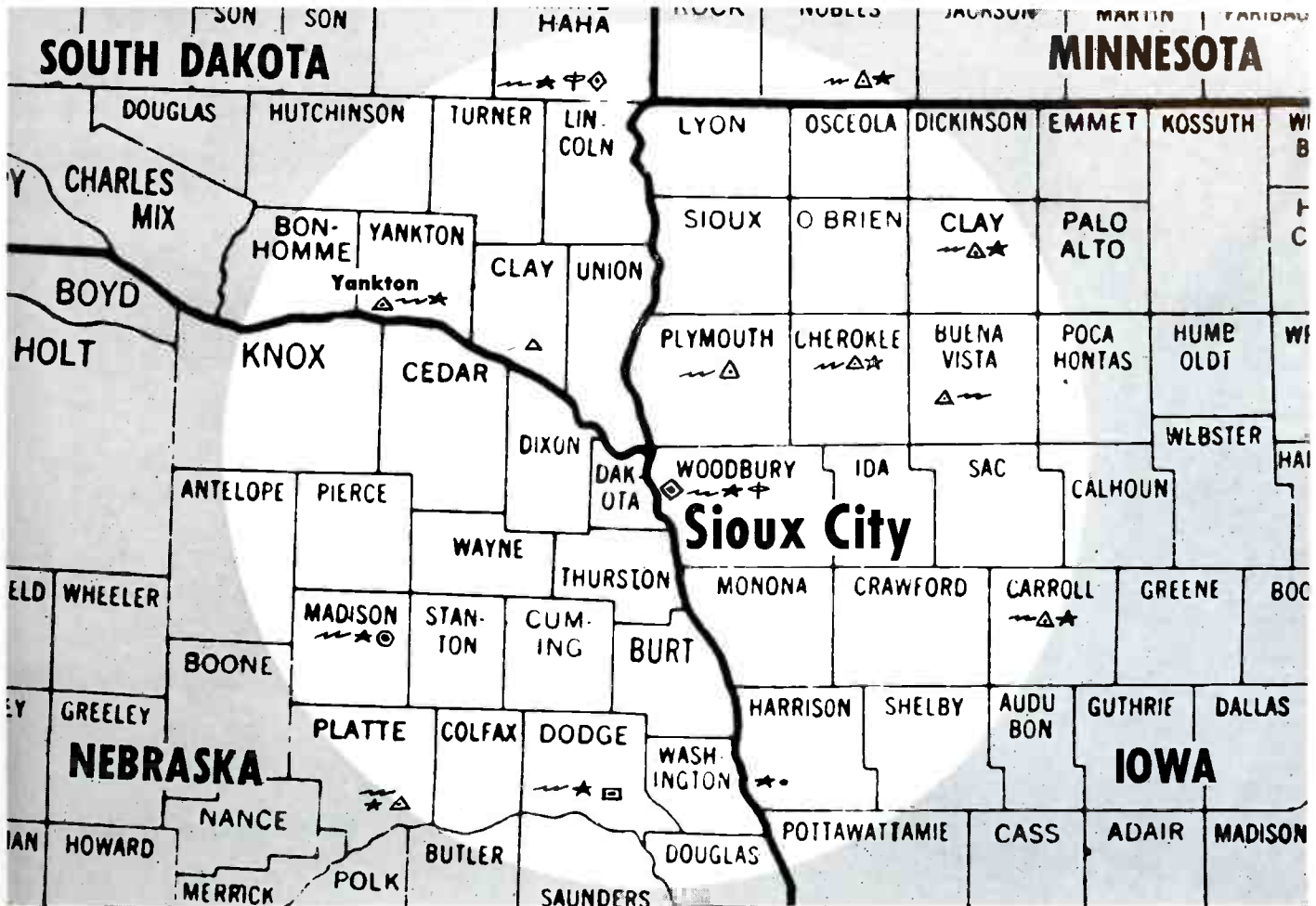
- ★ 91,759 UHF sets
- ★ The only Effective Way
to reach Eastern Indiana
- ★ \$225 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

KVTV Channel 9

Dominates the Sioux City market



The market

- 204,500 families in 40 counties
- Food Store Sales — \$220 million
- General Merchandise Sales — \$249 million
- Family income is \$1,013,713,000
- They spend \$991 million in retail stores

KVTV's dominance

based on 1956 Pulse

- All of the top 23 shows
- All of the top 32 local, live shows
- 34 of the top 35 network shows
- 65% Share of Audience 7 to noon Monday to Friday
- 69% Share of Audience 6 to midnight Saturday.
- 73% Share of Audience noon to 6 Sunday.

CBS • ABC

KVTV

Channel 9

SIoux CITY, IOWA

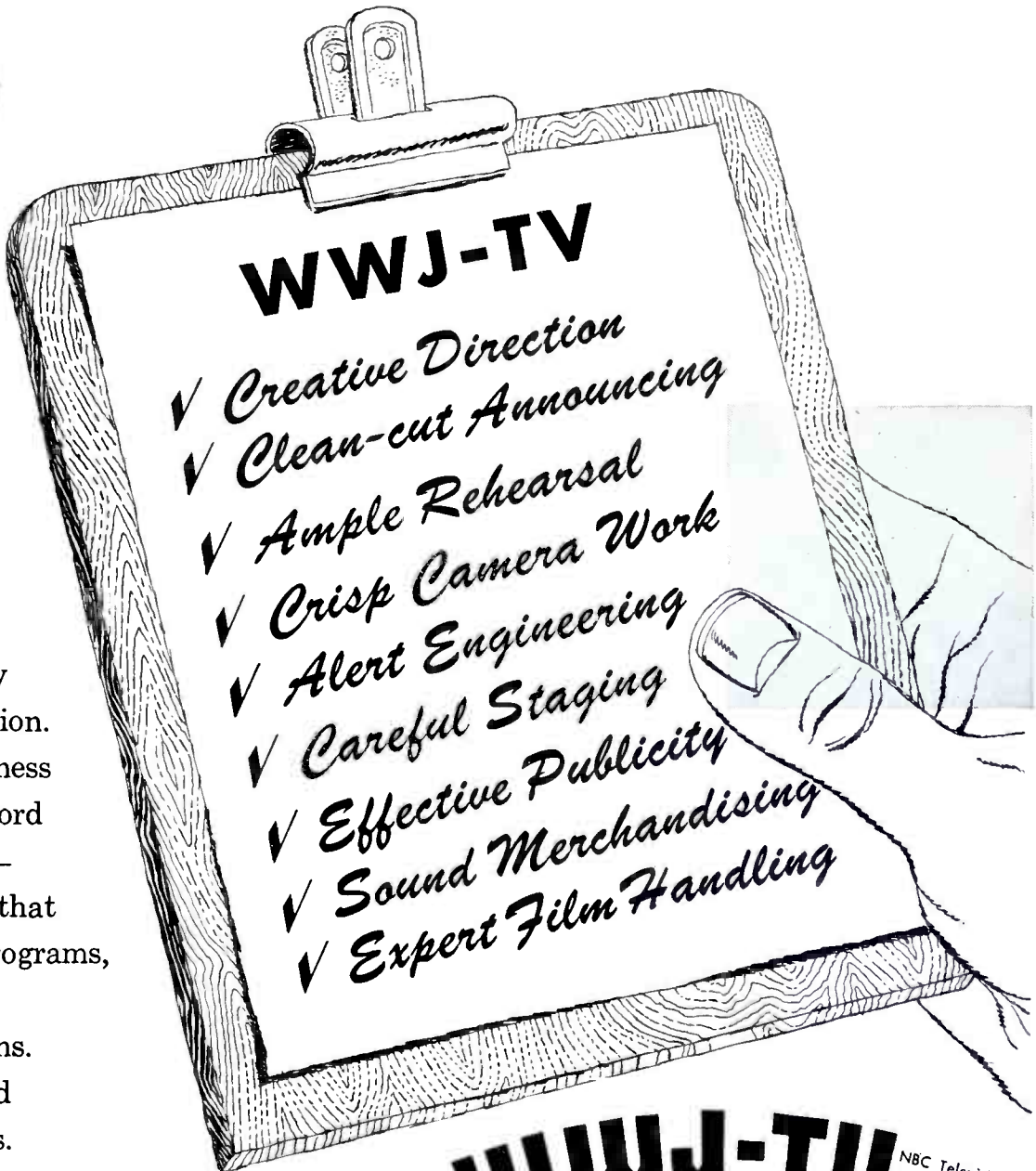
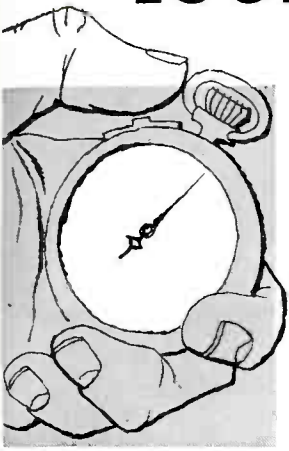
A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56	
Families		TV Homes		Families		TV Homes		Families		TV Homes	
KENTUCKY—Continued											
Johnson	4,500	3,060	Claiborne	6,300	2,410	Cecil	9,900	8,463	Lake	1,800	7,100
Kenton	36,100	30,875	Concordia	3,800	2,276	Charles	6,200	4,663	Lapeer	10,400	8,100
Knott	3,300	819	De Soto	5,900	3,418	Dorchester	8,200	6,191	Leelanau	2,500	8,100
Knox	6,300	1,282	E. Baton Rouge	59,200	41,946	Frederick	18,800	14,299	Lenawee	21,800	18,100
Larue	3,000	1,801	East Carroll	4,000	1,814	Garrett	5,200	2,630	Livingston	9,000	7,100
Laurel	6,000	1,218	East Feliciana	3,400	1,461	Harford	16,800	15,120	Luce	1,600	1,100
Lawrence	3,800	1,963	Evangeline	8,900	2,928	Howard	6,900	5,158	Mackinac	2,600	1,100
Lee	1,800	297	Franklin	7,200	3,297	Kent	4,000	3,600	Macomb	70,000	43,100
Leslie	3,100	623	Grant	3,500	1,900	Montgomery	72,500	50,876	Manistee	6,300	3,100
Letcher	6,800	1,749	Iberia	11,300	6,158	Prince Georges	75,800	57,691	Marquette	14,800	5,100
Lewis	3,100	1,308	Iberville	7,200	2,758	Queen Annes	4,200	3,439	Mason	6,500	4,100
Lincoln	5,000	2,611	Jackson	3,700	2,668	St. Marys	8,600	6,288	Mecosta	5,600	4,100
Livingston	2,100	658	Jefferson	42,700	32,642	Somerset	5,900	2,750	Menominee	7,600	4,100
Logan	6,900	3,062	Jefferson Davis	7,400	4,211	Talbot	6,100	5,382	Midland	11,600	1,100
Lyon	1,900	428	Lafayette	17,900	12,347	Washington	24,300	19,122	Missaukee	2,100	1,100
McCracken	23,300	9,419	Lafourche	11,300	7,607	Wicomico	12,900	9,769	Monroe	25,100	22,100
McCreary	2,900	658	La Salle	3,800	2,048	Worcester	7,700	3,385	Montcalm	10,500	8,100
McLean	3,400	1,536	Lincoln	6,800	2,902	Total	759,900	621,656	Montmorency	1,200	1,100
Madison	9,400	2,624	Livingston	5,600	2,484	MASSACHUSETTS					
Magoffin	2,400	1,257	Madison	4,500	2,511	Barnstable	17,200	15,480	Muskegon	41,300	37,100
Marion	3,500	2,760	Morehouse	9,100	3,837	Berkshire	41,600	37,440	Newaygo	6,900	3,100
Marshall	4,800	2,436	Natchitoches	9,500	3,322	Bristol	121,800	109,620	Oakland	154,600	133,100
Martin	2,300	1,113	Orleans	186,700	170,218	Dukes	1,800	1,620	Oceana	5,100	2,400
Mason	5,800	3,739	Ouachita	24,900	15,716	Essex	167,800	151,020	Ogemaw	2,700	2,100
Meade	2,100	1,890	Plaquemines	3,700	2,888	Franklin	17,400	13,886	Ontonagon	2,900	1,100
Menifee	900	337	Pointe Coupee	5,300	2,694	Hampden	117,500	105,750	Osceola	4,100	3,100
Mercer	4,200	2,551	Rapides	28,600	22,211	Hampshire	24,900	20,690	Oscoda	1,000	400
Metcalfe	1,700	1,011	Red River	2,800	1,271	Middlesex	321,800	289,620	Otsego	1,700	1,500
Monroe	2,900	1,671	Richland	6,500	5,012	Nantucket	1,100	876	Ottawa	24,800	22,300
Montgomery	2,600	1,437	Sabine	5,200	1,389	Norfolk	129,300	112,995	Presque Isle	2,900	1,100
Morgan	2,300	1,411	St. Bernard	3,600	2,597	Plymouth	63,800	57,420	Roscommon	2,500	1,400
Muhlenberg	7,900	3,594	St. Charles	3,600	2,663	Suffolk	244,200	219,780	Saginaw	49,100	44,100
Nelson	4,900	3,876	St. Helena	2,400	711	Worcester	168,600	154,517	St. Clair	30,700	27,600
Nicholas	2,100	1,300	St. James	3,600	2,420	Total	1,438,800	1,290,714	St. Joseph	12,200	10,900
Ohio	4,900	2,109	St. John the Baptist	3,500	1,885	MICHIGAN					
Oldham	2,800	1,880	St. Landry	20,300	9,355	Alcona	1,600	1,106	Sanilac	9,300	6,300
Owen	2,600	1,765	St. Martin	6,200	2,404	Alger	2,700	1,128	Schoolcraft	2,500	900
Owsley	1,400	281	St. Mary	10,300	5,017	Allegan	15,500	13,950	Shiawassee	14,900	13,600
Pendleton	3,000	1,990	St. Tammany	8,200	5,848	Alpena	6,600	2,021	Tuscola	11,600	9,800
Perry	7,800	1,952	Tangipahoa	16,000	11,024	Antrim	3,400	2,449	Van Buren	13,900	12,500
Pike	15,400	8,240	Tensas	3,300	1,226	Arenac	2,800	2,325	Washtenaw	41,500	37,000
Powell	1,600	459	Terrebonne	11,800	8,544	Baraga	2,300	932	Wayne	784,500	706,000
Pulaski	8,800	1,521	Union	4,800	2,523	Barry	9,000	8,100	Wexford	5,800	3,100
Robertson	700	515	Vermilion	10,200	3,936	Bay	28,200	25,328	Total	2,107,700	1,818,500
Rockcastle	2,700	347	Vernon	6,000	2,075	Benzie	2,500	1,188	MINNESOTA		
Rowan	2,800	1,465	Washington	11,000	8,884	Berrien	42,200	37,980	Aitkin	3,700	2,700
Russell	2,700	1,095	Webster	10,300	6,694	Branch	9,900	9,000	Anoka	14,100	12,600
Scott	4,400	2,388	W. Baton Rouge	3,300	897	Calhoun	40,600	37,352	Becker	6,600	2,800
Shelby	6,100	3,327	West Carroll	3,800	2,397	Cass	10,400	9,359	Beltrami	7,000	1,100
Simpson	3,900	1,803	West Feliciana	1,600	490	Charlevoix	3,900	2,177	Benton	4,000	1,100
Spencer	1,400	1,237	Winn	4,400	2,359	Cheboygan	3,700	710	Big Stone	2,500	1,100
Taylor	3,900	2,209	Total	817,200	553,185	Chippewa	8,600	2,819	Blue Earth	11,400	10,100
Todd	3,500	1,793	MAINE			Clare	3,400	2,427	Brown	7,500	5,100
Trigg	2,000	618	Androscoggin	24,300	20,942	Clinton	9,600	8,640	Carlton	6,700	4,700
Trimble	1,700	823	Aroostook	23,900	6,205	Crawford	1,300	902	Carver	5,100	4,500
Union	3,600	2,253	Cumberland	50,700	45,630	Delta	9,400	4,937	Cass	5,300	1,100
Warren	13,200	6,099	Franklin	5,600	3,537	Dickinson	7,500	6,230	Chippewa	4,800	2,100
Washington	2,900	2,061	Hancock	9,900	6,733	Eaton	13,500	12,150	Chisago	3,800	3,100
Wayne	3,500	660	Kennebec	23,300	20,970	Emmet	4,800	1,759	Clearwater	2,600	1,100
Webster	4,500	1,586	Knox	8,400	7,184	Genesee	97,200	87,089	Cook	900	300
Whitley	6,500	2,931	Lincoln	5,200	4,680	Gladwin	2,500	2,250	Cottonwood	4,600	2,100
Wolfe	1,300	307	Oxford	11,800	9,195	Gogebic	8,000	4,516	Crow Wing	9,400	8,000
Woodford	3,400	1,695	Penobscot	29,300	26,370	Grand Traverse	8,500	5,091	Dakota	15,500	13,500
Total	826,400	474,420	Piscataquis	5,000	3,974	Gratiot	10,100	9,090	Dodge	3,500	2,200
LOUISIANA											
Acadia	13,000	5,052	Sagadahoc	6,100	5,396	Hillsdale	11,900	7,046	Douglas	6,300	1,100
Allen	5,400	3,038	Somerset	11,000	5,148	Houghton	11,100	2,016	Faribault	7,000	4,100
Ascension	6,100	3,508	Waldo	6,100	4,455	Huron	9,300	7,497	Fillmore	7,200	4,100
Assumption	4,100	1,885	Washington	9,600	5,790	Ingham	59,600	54,832	Freeborn	10,400	7,100
Avoyelles	10,500	5,411	York	27,300	24,141	Iron	5,500	1,328	Goodhue	9,900	7,100
Beauregard	5,500	3,046	Total	287,500	200,350	Isabella	8,100	6,308	Grant	2,700	2,100
Bienville	4,500	1,935	MARYLAND			Jackson	35,300	31,770	Hennepin	230,100	214,100
Bossier	12,800	6,734	Allegany	27,000	14,796	Kalamazoo	43,700	40,204	Houston	4,100	3,100
Caddo	59,900	44,950	Anne Arundel	40,500	30,301	Kankakee	1,400	663	Hubbard	3,200	1,100
Calcasieu	33,700	22,020	Baltimore	377,500	339,750	Kent	98,800	90,896	Itasca	11,600	10,100
Caldwell	2,700	1,646	Calvert	3,200	2,561	Keweenaw	700	115	Jackson	4,500	1,100
Cameron	1,300	550	Caroline	5,500	4,950						
Catahoula	2,800	1,117	Carroll	12,200	10,472						

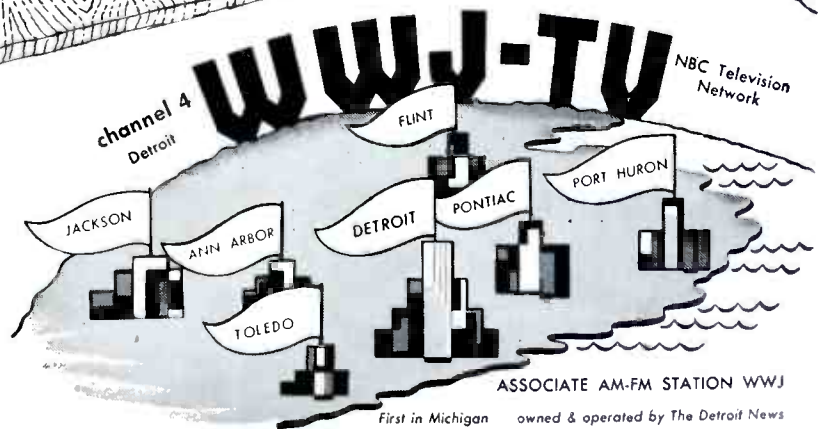
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LOOK BEHIND THE CALL LETTERS

It takes more than time
to make good television



You can buy "time" on any television station. But thoroughness is the watchword at WWJ-TV—thoroughness that builds finer programs, more effective sales campaigns. So look behind the call letters. Give your Detroit program the advantage of the top-drawer treatment offered by WWJ-TV, Michigan's First Television Station.



	Jan. '56 Families	Aug. '56 TV Homes		Jan. '56 Families	Aug. '56 TV Homes		Jan. '56 Families	Aug. '56 TV Homes		Jan. '56 Families	Aug. '56 TV Homes
MINNESOTA—Continued											
Lake	3,800	1,794	Issaquena	1,100	—	Clay	19,200	17,280	Taney	3,000	1,915
Lake of the Woods	1,200	208	Itawamba	4,100	807	Clinton	3,800	3,420	Texas	5,800	1,501
Le Sueur	5,800	4,797	Jackson	11,000	6,803	Cole	10,100	8,311	Vernon	6,800	3,420
Lincoln	2,900	2,023	Jasper	4,200	1,541	Cooper	5,100	3,628	Warren	2,500	1,640
Lyon	6,500	2,940	Jefferson	2,600	561	Crawford	3,400	1,360	Washington	4,000	1,560
McLeod	6,900	6,210	Jefferson Davis	3,600	1,046	Dade	2,900	1,604	Wayne	2,700	877
Mahnoman	1,500	497	Jones	17,100	7,667	Dallas	3,100	1,913	Webster	4,500	2,210
Marshall	4,100	1,236	Kemper	3,100	719	Daviess	3,600	2,575	Worth	1,600	940
Martin	7,800	4,587	Lafayette	5,200	1,558	De Kalb	2,800	1,971	Wright	4,800	2,640
Meeker	5,300	4,770	Lamar	3,400	1,317	Dent	3,200	1,629	Total	1,310,100	1,015,000
Mille Lacs	4,900	2,407	Lauderdale	19,800	13,719	Douglas	3,500	1,444	MONTANA		
Morrison	6,800	2,184	Lawrence	2,800	936	Dunklin	12,800	5,879	Beaverhead	2,500	481
Mower	12,600	8,886	Leake	5,000	3,407	Franklin	11,600	7,943	Big Horn	2,500	550
Murray	4,400	2,293	Lee	11,100	5,514	Gasconade	4,000	2,804	Blaine	2,500	132
Nicollet	5,400	3,018	Leflore	13,100	3,249	Gentry	3,300	2,367	Broadwater	900	202
Nobles	6,500	5,776	Lincoln	7,500	2,626	Greene	39,100	33,507	Carbon	3,300	1,106
Norman	3,200	2,880	Lowndes	10,500	2,061	Grundy	4,400	2,956	Carter	600	41
Olmsted	13,600	12,240	Madison	7,400	2,912	Harrison	4,300	2,048	Cascade	20,600	11,688
Otter Tail	13,300	5,795	Marion	6,000	2,043	Henry	6,600	5,424	Chouteau	2,400	835
Pennington	3,600	1,677	Marshall	5,500	2,438	Hickory	1,800	678	Custer	4,200	217
Pine	4,800	2,367	Monroe	9,500	1,482	Holt	3,000	1,669	Daniels	1,000	55
Pipestone	4,200	2,753	Montgomery	3,500	595	Howard	3,500	1,698	Dawson	3,000	174
Polk	10,200	4,541	Neshoba	6,100	2,896	Howell	7,100	1,593	Deer Lodge	5,300	907
Pope	3,400	820	Newton	5,400	5,179	Iron	2,400	1,206	Fallon	1,000	41
Ramsey	117,300	107,916	Noxubee	4,100	1,771	Jackson	197,400	181,608	Fergus	4,800	1,237
Red Lake	1,600	744	Oktibbeha	6,100	1,031	Jasper	28,700	21,412	Flathead	11,200	4,447
Redwood	6,300	3,444	Panola	7,200	4,153	Jefferson	12,600	9,905	Gallatin	7,600	1,132
Renville	6,700	3,677	Pearl River	5,600	4,224	Johnson	7,700	5,221	Garfield	700	—
Rice	9,500	7,248	Perry	2,200	478	Knox	2,500	1,776	Glacier	2,900	897
Rock	2,800	2,340	Pike	9,300	3,305	Laclede	6,000	3,590	Golden Valley	400	146
Roseau	3,800	521	Pontotoc	4,900	1,192	Lafayette	7,800	6,197	Granite	1,000	210
St. Louis	67,100	57,628	Prentiss	4,900	1,615	Lawrence	7,700	4,115	Hill	5,200	799
Scott	4,400	3,612	Quitman	6,100	1,843	Lewis	3,400	2,574	Jefferson	1,000	200
Sherburne	2,400	2,124	Rankin	5,900	1,949	Lincoln	4,800	3,960	Judith Basin	900	352
Sibley	3,800	3,420	Scott	5,100	3,318	Linn	6,500	2,835	Lake	3,800	1,321
Stearns	18,600	12,848	Sharkey	2,800	1,223	Livingston	5,300	3,626	Lewis and Clark	9,100	3,017
Steele	5,900	5,214	Simpson	5,200	2,411	McDonald	4,200	2,163	Liberty	400	342
Stevens	2,900	947	Smith	3,600	1,348	Madison	6,000	3,685	Lincoln	3,200	803
Swift	4,300	1,794	Stone	1,500	648	Madison	3,100	1,881	McCone	2,100	86
Todd	6,700	1,539	Sunflower	12,800	1,377	Maries	2,000	1,138	Madison	1,400	278
Traverse	2,100	1,098	Tallahatchie	7,100	1,560	Marion	10,100	8,543	Meagher	800	109
Wabasha	4,800	3,982	Tate	4,100	2,265	Mercer	2,400	1,127	Mineral	600	160
Wadena	3,400	843	Tippah	4,000	1,483	Miller	4,100	2,812	Missoula	13,600	5,617
Waseca	4,800	2,968	Tishomingo	3,900	832	Mississippi	6,100	2,705	Musselshell	1,900	672
Washington	11,100	9,990	Tunica	5,200	2,610	Moniteau	3,400	1,797	Park	4,200	811
Watsonwan	4,000	2,259	Union	5,400	2,038	Monroe	3,700	2,679	Petroleum	300	—
Wilkin	2,400	1,384	Walthall	3,300	768	Montgomery	3,800	3,420	Phillips	2,100	261
Winona	11,600	6,314	Warren	12,900	5,859	Morgan	3,000	1,282	Pondera	1,800	601
Wright	7,800	6,380	Washington	21,000	4,292	New Madrid	10,400	4,173	Powder River	1,000	—
Yellow Medicine	4,600	930	Wayne	3,700	713	Newton	9,000	6,569	Powell	1,800	241
Total	913,500	685,377	Webster	2,600	278	Nodaway	7,500	3,495	Prairie	800	—
			Wilkinson	3,100	701	Oregon	3,300	503	Ravalli	4,300	1,712
			Winston	5,200	1,819	Osage	2,900	2,322	Richland	3,200	—
			Yalobusha	3,600	810	Ozark	2,300	1,336	Roosevelt	3,000	159
			Yazoo	8,700	2,518	Pemiscot	12,300	6,290	Rosebud	1,800	—
			Total	568,800	225,823	Perry	4,100	2,262	Sanders	2,500	1,081
						Pettis	11,700	6,940	Sheridan	1,800	130
						Phelps	7,200	3,870	Silver Bow	20,100	12,600
						Pike	5,800	4,214	Stillwater	1,600	940
						Platte	5,200	4,680	Sweet Grass	1,100	174
						Polk	5,100	2,791	Teton	2,400	1,012
						Pulaski	3,200	3,028	Toole	2,100	757
						Putnam	2,800	1,141	Treasure	400	26
						Ralls	2,500	1,684	Valley	3,200	120
						Randolph	8,100	5,220	Wheatland	1,100	120
						Ray	5,400	4,860	Wibaux	400	—
						Reynolds	1,600	394	Yellowstone	23,100	14,200
						Ripley	3,500	1,073	Total	206,500	73,700
						St. Charles	9,700	8,653			
						St. Clair	3,300	1,432			
						St. Francois	10,500	8,010			
						St. Louis	428,700	385,830			
						Ste. Genevieve	3,000	2,700			
						Saline	8,200	3,996			
						Schuyler	1,800	1,018			
						Scotland	2,400	1,828			
						Scott	10,100	5,823			
						Shannon	2,100	486			
						Shelby	3,500	2,692			
						Stoddard	9,400	6,011			
						Stone	2,700	1,429			
						Sullivan	3,400	1,544			

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KFVS TELEVISION

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

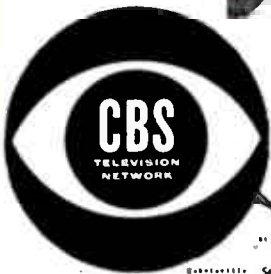
Antenna Height: 990 Ft. Above Average Terrain

POPULATION:

Class A Contour 331,587
Class B Contour 676,095
100 Micro-V per M Contour . . 1,078,856

Channel
12

Cape Girardeau,
Missouri



1,504,000 SETS

100 Micro-V per M

Class B

Class A

MISSOURI

Jackson • Cape Girardeau
KFVS-TV

ILLINOIS

THE BIG COVERAGE STATION

KFVS-TV FIVE STATE AREA ("MILLIONAREA")

Represented By HEADLEY-REED

**full
power
ON THE AIR
NOW**

FACT NO. 1
Highest Television
Antenna in the U.S.A.
10,876' Above Sea Level
4,270' Above Average Terrain

KOAT

TV

CHANNEL 7

**A B C Network
122 Tulane, S. E.
Phone 5-8716
TWX AQ-187**

FACT NO. 2
Maximum Legal Power
Over 300%
Greater Than Any
Competitor

FACT NO. 3
Record Breaking Coverage
Providing thousands
of New and Bonus
Television Homes

on
the
air
since
Oct.
3
1953

"CERTIFIED"
MEASURED COVERAGE
MAP AVAILABLE

CONTACT GEORGE P. HOLLINGBERY NOW!

Walter Stiles
VICE PRESIDENT & GENERAL MGR.

David Carpenter
VICE PRESIDENT & SALES MGR.

ALBUQUERQUE, NEW MEXICO

2 heads are better than 1



**ESPECIALLY WHEN THEY'RE
WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!**

**HIGHEST
TOWER
MAXIMUM
POWER**

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- \$2,694,644,000 in Total Effective Buying Income who spent
- \$1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Statistics: May 10, 1956, Sales Management
"Survey of Buying Power"

KOIN-TV

Channel 6 - Portland, Oregon



**THE BIG
MR. SIX
IN THE WEST**

Represented Nationally by CBS Television Spot Sales

A PACKED HOUSE EVERY PERFORMANCE"



"Damn Yankees", starring Gwen Verdon, Stephen Douglas, Ray Walston

A LOOK AT THE BOX-OFFICE *

	National	WICU
PERRY COMO	36.3	52.6
EDDIE FISHER	9.0	44.3
DINAH SHORE	9.6	43.5
GROUCHO MARX	35.4	55.3
LORETTA YOUNG	25.0	54.0
GEORGE GOBEL	28.7	56.0
DRAGNET	39.0	54.0
FIRESIDE THEATRE	25.3	54.5
BIG STORY	24.7	55.8
PLAYHOUSE OF STARS	23.4	57.5

* Telepulse February, 1956

When WICU station people aren't busy "packing them in", they're just as occupied "picking them up" — awards that is! Repeated NBC, ABC and CBS citations have deluged the nation's outstanding promotion-minded station with a total of 36 national awards.

Aggressive showmanship has stacked WICU's trophy shelf knee-deep in booty, much to the delight of General Mills, P&G, Chrysler, American Dairy Assoc., DuPont, etc.

Even the ratings are aggressive!

A recent view of the WICU box-office offers documented proof why clients can tilt back in plush easy chairs and relax. An agile index finger can quickly verify the score. Percentages consistently tally to good advantage — favor of WICU — and you.

WICU specializes in contented clients. You can join them easily enough: just call Petry or Ben McLaughlin, General Manager and name your trophy.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Detroit • San Francisco • St. Louis • Los Angeles

Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56	
Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes
TEXAS—Continued											
Bosque	3,100	1,771	Duval	3,300	1,059	Hudspeth	1,200	859	Menard	1,100	243
Bowie	20,100	10,726	Eastland	6,900	3,467	Hunt	11,500	9,605	Midland	13,600	10,630
Brazoria	16,500	12,199	Ector	19,600	13,799	Hutchinson	10,000	9,000	Milam	5,800	3,200
Brazos	11,700	5,104	Edwards	800	154	Irion	500	113	Mills	1,500	470
Brewster	1,900	—	Ellis	12,600	9,831	Jack	2,100	1,568	Mitchell	4,100	1,956
Briscoe	900	529	El Paso	63,500	53,851	Jackson	3,600	1,772	Montague	4,700	3,495
Brooks	2,800	757	Erath	5,100	2,219	Jasper	5,300	2,243	Montgomery	7,100	5,036
Brown	9,100	4,884	Falls	6,600	4,056	Jeff Davis	500	80	Moore	6,400	4,690
Burleson	3,100	1,570	Fannin	7,900	3,348	Jefferson	65,700	50,592	Morris	2,500	1,787
Burnet	2,800	1,519	Fayette	6,100	3,396	Jim Hogg	1,300	800	Motley	1,000	420
Caldwell	4,800	3,324	Fisher	2,600	1,218	Jim Wells	7,800	2,168	Nacogdoches	7,700	2,918
Calhoun	3,100	784	Floyd	3,000	2,360	Johnson	9,900	7,253	Navarro	10,800	5,902
Callahan	2,400	1,610	Foard	1,100	457	Jones	6,400	4,284	Newton	2,400	1,324
Cameron	39,200	22,232	Fort Bend	7,400	4,639	Karnes	3,900	2,100	Nolan	6,000	4,666
Camp	2,400	1,471	Franklin	1,500	629	Kaufman	7,500	5,463	Nueces	62,400	27,977
Carson	1,800	1,187	Freestone	3,800	1,986	Kendall	1,600	1,579	Ochiltree	2,000	865
Cass	6,300	4,551	Frio	2,700	1,646	Kenedy	100	86	Oldham	400	262
Castro	1,600	810	Gaines	2,400	2,284	Kent	500	169	Orange	16,400	10,364
Chambers	2,200	1,835	Galveston	39,100	24,513	Kerr	4,300	1,695	Palo Pinto	8,600	3,948
Cherokee	9,500	5,045	Garza	1,800	1,050	Kimble	1,200	227	Panola	4,400	1,532
Childress	3,500	1,208	Gillespie	3,100	1,405	King	200	41	Parker	7,600	5,385
Clay	2,500	1,936	Glasscock	200	112	Kinney	500	76	Farmer	1,800	618
Cochran	1,700	1,093	Goliad	1,300	424	Kleberg	6,400	2,732	Pecos	2,700	122
Coke	1,200	345	Gonzales	5,300	3,626	Knox	2,600	1,248	Polk	3,900	2,920
Coleman	3,900	2,720	Gray	7,600	4,917	Lamar	12,800	2,252	Potter	34,700	27,606
Collin	12,700	7,769	Grayson	22,800	12,364	Lamb	5,900	4,276	Presidio	1,500	—
Collingsworth	2,200	928	Gregg	21,700	12,457	Lampasas	2,900	2,130	Rains	800	402
Colorado	5,100	2,732	Grimes	3,700	2,008	La Salle	1,900	875	Randall	6,500	4,541
Comal	5,300	4,128	Guadalupe	7,100	6,821	Lavaca	5,600	3,737	Reagan	900	503
Comanche	4,000	919	Hale	9,500	6,538	Lee	2,500	1,460	Real	700	210
Concho	1,400	513	Hall	2,800	697	Leon	2,800	1,015	Red River	5,400	1,618
Cooke	7,300	4,878	Hamilton	3,000	1,637	Liberty	7,800	7,000	Reeves	4,200	—
Coryell	4,400	4,109	Hamphill	1,300	451	Limestone	6,000	3,426	Refugio	2,600	1,067
Cottle	1,400	512	Hansford	1,200	875	Lipscomb	1,100	235	Roberts	300	209
Crane	1,400	1,076	Hardeman	3,000	1,528	Live Oak	2,000	1,052	Robertson	4,900	2,300
Crockett	1,200	74	Hardin	5,700	2,974	Llano	1,700	817	Rockwall	1,400	1,263
Crosby	2,500	1,809	Harris	321,800	249,526	Loving	100	25	Runnels	4,500	2,800
Culberson	500	499	Harrison	12,500	6,130	Lubbock	42,800	28,466	Rusk	11,900	5,772
Dallam	2,400	1,849	Hartley	500	291	Lynn	2,800	1,526	Sabine	1,900	770
Dallas	243,100	207,367	Haskell	3,600	1,953	McCulloch	3,100	731	San Augustine	1,900	520
Dawson	5,900	2,855	Hays	4,500	3,734	McLennan	41,600	28,181	San Jacinto	1,600	851
Deaf Smith	3,200	1,717	Henderson	5,700	1,813	McMullen	500	146	San Patricio	9,700	4,953
Delta	2,000	600	Hidalgo	46,600	26,868	Madison	1,900	1,200	San Saba	2,300	573
Denton	12,300	7,956	Hill	8,500	6,470	Marion	2,400	1,183	Schleicher	700	200
De Witt	6,300	3,129	Hockley	7,200	4,567	Martin	1,400	1,093	Scurry	10,000	4,121
Dickens	1,700	741	Hood	1,300	985	Mason	1,600	453	Shackelford	1,100	668
Dimmit	2,400	932	Hopkins	6,100	2,496	Matagorda	6,500	3,392	Shelby	5,800	2,076
Donley	1,500	1,035	Houston	5,500	1,873	Maverick	3,000	767	Sherman	700	537
			Howard	8,800	7,297	Medina	4,600	3,446	Smith	22,800	12,729

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The **ONLY** way you can really **REACH...**

all of this rich **Central Texas Market is with**

It's long reach that counts!
Get over 158,126 TV Homes*
with **KTBC-TV** and over
\$782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage,
Sales Management, 1956

KTBC'S radio voice
REACHES 62 Central Texas
counties... but rates are
based on **ONLY 20** counties
of Austin's Trade Area!

KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.



**our job
doesn't
end
here...**

Signing the contract, to some, may mark the climax of a national spot sale. Harrington, Righter and Parsons men think otherwise. To them, it's the start of another and extremely vital effort.

Constant attention to detail . . . attentive service to all aspects of the account . . . an intelligent approach to any problem that arises—these are essentials of efficient television representation. To perform these tasks properly, we concentrate *exclusively* upon television.

Such thoroughness can be shared only by a limited list of stations which—like us—believe that successful television representation is a never-ending job. Maybe you feel the same way about it, too?

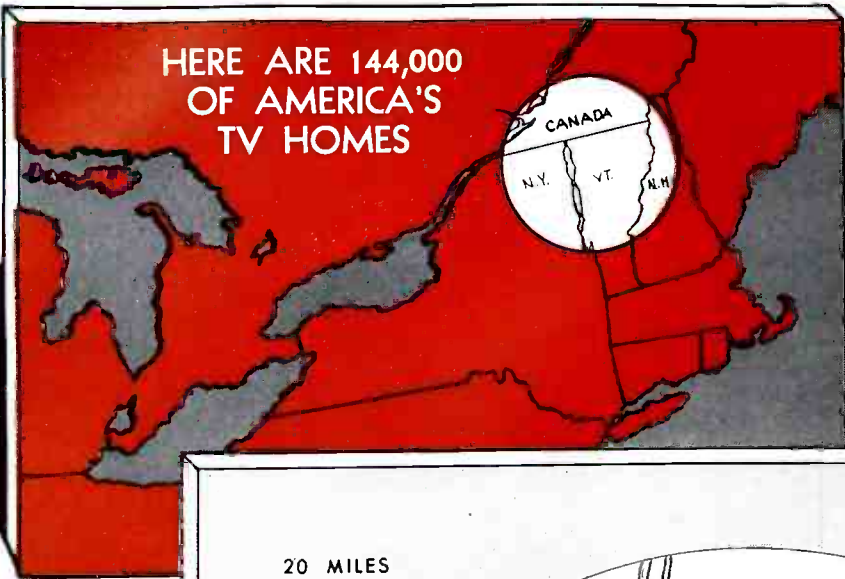
Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B Albany *WAAM* Baltimore *WBEN-TV* Buffalo *WJRT* Flint
WFMY-TV Greensboro/Winston-Salem *WTPA* Harrisburg
WDAF-TV Kansas City *WHAS-TV* Louisville *WTMJ-TV* Milwaukee
WMTW Mt. Washington *WRVA-TV* Richmond *WSYR-TV* Syracuse

HERE ARE 144,000
OF AMERICA'S
TV HOMES



20 MILES



POPULATION - 683,400
 HOMES - 190,000
 EFFEC. BUYING INCOME - \$850,000,000
 TV SET SATURATION - 76%

SHARE OF AUDIENCE
(19 COUNTY AREA PULSE)

WCAX-TV	45.6%
Station A	10.6%
Station B	14.3%
Station C	17.4%
Misc.	12.1%

ALL DATA U.S. ONLY

WCAX-TV
Channel 3
BURLINGTON VERMONT
 REPRESENTED BY WEED TELEVISION



Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56			
Families		TV Homes		Families		TV Homes		Families		TV Homes			
TEXAS—Continued				Wood	5,300	2,718	VERMONT				Charlotte	3,200	771
Somerveli	800	457		Yoakum	1,100	788	Addison	5,000	3,258	Charles City	900	1,578	
Star	3,100	577		Young	4,700	2,991	Bennington	7,500	5,086	Chesterfield	10,600	9,786	
Stephens	3,400	971		Zapata	1,000	—	Caledonia	7,000	5,290	Clarke	1,800	1,167	
Sterling	400	248		Zavala	2,700	919	Chittenden	18,200	16,380	Craig	800	565	
Stonewall	900	467		Total	2,523,800	1,702,754	Essex	1,800	1,144	Culpeper	3,300	2,432	
Sutton	1,000	118		UTAH				Franklin	8,100	6,708	Cumberland	1,600	680
Swisher	2,400	1,301		Beaver	1,300	124	Grand Isle	800	509	Dickenson	5,200	1,133	
Tarrant	154,400	122,241		Box Elder	5,700	4,559	Lamoille	2,900	2,159	Dinwiddie	14,200	10,619	
Taylor	21,500	16,507		Cache	9,700	7,000	Orange	4,600	2,022	Essex	1,400	1,144	
Terrell	900	73		Carbon	7,500	5,402	Orleans	5,600	3,830	Fairfax	33,600	27,956	
Terry	4,200	2,946		Carbon	7,500	5,402	Rutland	13,000	9,216	Fauquier	5,500	4,172	
Throckmorton	900	656		Daggett	100	23	Washington	11,800	9,933	Floyd	2,700	1,224	
Titus	4,700	2,288		Davis	10,800	9,017	Windham	8,300	2,867	Fluvanna	1,700	992	
Tom Green	21,600	12,825		Duchesne	2,100	774	Windsor	12,400	6,042	Franklin	5,800	3,116	
Travis	50,500	41,038		Emery	1,400	150	Total	107,000	74,444	Frederick	9,400	6,251	
Trinity	2,500	1,908		Garfield	900	129	VIRGINIA				Giles	5,100	3,519
Tyler	2,900	1,212		Grand	500	—	Accomac	10,300	4,291	Gloucester	3,000	1,952	
Upshur	5,000	2,737		Iron	2,600	165	Albemarle	14,000	6,957	Goochland	1,700	1,075	
Upson	1,600	938		Juab	1,500	954	Alleghany	7,800	5,428	Grayson	5,700	2,398	
Uvalde	4,700	1,601		Kane	600	44	Amelia	1,700	958	Greene	1,100	454	
Val Verde	4,400	271		Millard	2,500	1,130	Amherst	4,400	2,657	Greensville	3,900	1,954	
Van Zandt	5,600	4,459		Morgan	600	523	Appomattox	1,900	1,089	Halifax	9,400	7,047	
Victoria	10,100	3,426		Piute	500	21	Arlington	72,400	62,151	Hanover	5,700	3,534	
Walker	4,300	2,786		Rich	500	346	Augusta	18,100	9,391	Henrico	89,500	76,043	
Waller	3,000	2,185		Salt Lake	90,700	81,630	Bath	1,500	762	Henry	12,900	8,768	
Ward	4,400	1,308		San Juan	1,100	91	Bedford	7,600	4,081	Highland	800	555	
Washington	5,200	3,367		Sanpete	3,900	1,887	Bland	1,400	795	Isle of Wight	3,600	1,966	
Webb	14,600	2,108		Sevier	3,300	1,673	Botetourt	4,000	2,002	James City	2,700	2,430	
Wharton	9,900	5,359		Summit	1,800	1,245	Brunswick	4,400	2,266	King and Queen	1,400	925	
Wheeler	2,500	890		Tooele	5,600	4,097	Buchanan	8,100	2,191	King George	1,800	1,113	
Wichita	33,800	26,749		Uintah	2,800	321	Buckingham	2,700	941	King William	1,900	1,498	
Wilbarger	5,900	3,818		Utah	24,400	20,925	Campbell	21,800	15,547	Lancaster	2,300	1,304	
Willacy	6,000	2,585		Wasatch	1,300	995	Caroline	2,700	1,691	Lee	8,200	2,403	
Williamson	10,400	8,082		Washington	2,800	256	Carroll	6,900	2,922	Loudoun	5,200	4,295	
Wilson	3,300	1,896		Wayne	300	21				Louisa	3,100	1,902	
Winkler	3,900	1,540		Weber	28,700	24,656				Lunenburg	3,500	1,614	
Wise	4,400	2,925		Total	215,500	168,158				Madison	2,100	860	

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Mr. Telecaster!

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

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

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

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

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

Jan. '56		Aug. '56		Jan. '56		Aug. '56		Jan. '56		Aug. '56	
Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes	Families	TV Homes
VIRGINIA—Continued											
Mathews	1,700	1,521	King	264,200	214,397	Pocahontas	2,800	1,118	Oneida	6,500	2,880
Mécklenburg	8,200	4,959	Kitsap	28,000	25,200	Preston	7,600	3,698	Outagamie	24,800	22,320
Middlesex	1,900	1,454	Kittitas	6,500	2,058	Putnam	5,100	4,028	Ozaukee	7,500	6,750
Montgomery	10,600	7,799	Klickitat	4,200	1,495	Raleigh	23,400	11,062	Pepin	2,100	1,440
Nansemond	10,200	5,987	Lewis	14,400	8,728	Randolph	7,200	2,614	Pierce	6,200	5,360
Nelson	3,300	2,002	Lincoln	3,500	2,774	Ritchie	3,000	1,226	Polk	7,400	6,100
New Kent	1,000	629	Mason	4,900	3,882	Roane	3,900	2,026	Portage	9,200	5,720
Newport News	49,000	39,772	Okanogan	9,000	2,995	Summers	4,400	3,006	Price	4,600	1,440
Norfolk	132,400	115,537	Pacific	5,800	2,289	Taylor	4,500	1,705	Racine	35,600	32,000
Northampton	4,600	1,932	Pend Oreille	2,600	1,446	Tucker	2,400	1,014	Richland	5,400	3,180
Northumberland	2,500	1,543	Pierce	90,800	72,496	Tyler	2,600	1,294	Rock	30,600	21,840
Nottoway	4,400	2,893	San Juan	1,200	854	Upshur	4,900	1,330	Rusk	4,500	2,280
Orange	3,200	1,761	Skagit	14,800	9,014	Wayne	8,400	5,890	Saint Croix	7,700	6,900
Page	3,900	1,762	Skamania	1,800	717	Webster	4,000	1,890	Sauk	11,900	5,400
Patrick	3,700	1,346	Snohomish	44,500	33,781	Wetzel	4,800	2,491	Sawyer	2,900	1,700
Pittsylvania	27,700	13,684	Spokane	85,300	65,693	Wirt	1,200	577	Shawano	9,600	6,100
Powhatan	1,200	561	Stevens	6,200	3,334	Wood	20,500	9,097	Sheboygan	25,300	21,600
Prince Edward	3,800	2,471	Thurston	16,000	11,468	Wyoming	9,000	4,688	Taylor	4,700	2,300
Prince George	9,300	5,435	Wahkiakum	1,000	510	Total	512,300	336,897	Trempealeau	6,800	6,180
Prince William	5,300	4,804	Walla Walla	12,700	5,694	WISCONSIN					
Princess Anne	14,700	9,055	Whatcom	23,600	12,411	Adams	2,500	718	Vernon	7,700	4,200
Pulaski	7,700	4,193	Whitman	9,300	4,736	Ashland	5,500	2,990	Vilas	2,900	800
Rappahannock	1,400	948	Yakima	45,800	26,399	Barron	10,600	6,223	Walworth	14,400	12,400
Richmond	1,400	1,097	Total	844,900	595,530	Bayfield	3,800	1,640	Washburn	3,200	2,000
Roanoke	39,800	30,891	WEST VIRGINIA						Washington	10,700	9,600
Rockbridge	7,300	3,276	Barbour	4,700	2,767	Brown	29,400	26,460	Waukesha	28,900	26,000
Rockingham	12,800	7,087	Berkeley	8,200	6,274	Buffalo	4,300	2,782	Waupaca	10,500	8,800
Russell	6,200	2,265	Boone	7,700	4,959	Burnett	2,900	1,608	Waushara	4,200	1,700
Scott	6,700	2,405	Braxton	3,800	1,635	Calumet	5,400	4,593	Winnebago	29,000	21,900
Shenandoah	5,700	3,455	Brooke	7,000	6,375	Chippewa	11,800	8,314	Wood	15,100	10,800
Smyth	7,300	3,131	Cabell	33,800	30,420	Clark	9,000	4,223	Total	1,064,600	838,000
Southampton	6,400	3,191	Calhoun	2,200	1,007	Columbia	10,600	6,318	WYOMING		
Spotsylvania	6,600	5,080	Clay	3,300	1,936	Crawford	4,900	2,213	Albany	6,700	2,360
Stafford	3,200	1,816	Doddridge	2,100	666	Dane	52,200	39,864	Big Horn	3,700	700
Surry	1,500	1,014	Fayette	20,300	11,696	Dodge	17,200	13,586	Campbell	1,400	600
Sussex	2,800	2,020	Gilmer	2,100	695	Door	6,500	5,117	Carbon	5,100	670
Tazewell	11,800	4,826	Grant	2,200	837	Douglas	14,100	10,518	Converse	1,700	100
Warren	4,500	2,841	Greenbrier	9,400	5,377	Dunn	7,700	5,485	Crook	1,200	300
Washington	13,500	4,162	Hampshire	3,000	865	Eau Claire	17,200	12,605	Fremont	6,100	380
Westmoreland	2,800	1,889	Hancock	9,000	8,100	Florence	1,200	522	Goshen	3,700	1,320
Wise	13,900	5,677	Hardy	2,200	1,459	Fond du Lac	20,400	18,360	Hot Springs	1,800	117
Wythe	5,900	2,592	Harrison	22,900	8,662	Forest	2,300	1,023	Johnson	1,400	500
York	3,800	2,611	Jackson	3,600	1,949	Grant	12,400	6,972	Laramie	16,500	11,480
Total	943,600	651,899	Jefferson	4,400	3,112	Green	7,500	4,642	Lincoln	2,400	1,100
WASHINGTON											
Adams	3,100	1,302	Kanawha	66,600	56,508	Green Lake	4,600	2,930	Natrona	13,100	3,360
Asotin	4,000	2,331	Lewis	4,700	1,544	Iowa	5,600	2,982	Niobrara	1,200	120
Benton	20,000	8,433	Lincoln	4,800	3,874	Iron	2,500	893	Park	5,800	930
Chelan	14,000	6,339	Logan	18,000	13,044	Jackson	4,800	2,419	Platte	2,400	650
Clallam	8,900	6,133	McDowell	21,100	14,172	Jefferson	13,400	11,292	Sheridan	6,400	1,230
Clark	28,700	20,808	Marion	19,900	14,186	Juneau	5,400	2,021	Sublette	900	500
Columbia	1,500	872	Marshall	9,200	7,439	Kenosha	25,100	22,590	Sweetwater	6,500	4,100
Cowlitz	18,500	10,372	Mason	6,100	5,480	Kewaunee	4,700	3,676	Teton	800	530
Douglas	3,900	1,248	Mercer	18,800	12,273	La Crosse	21,000	14,822	Uinta	1,700	780
Ferry	1,100	659	Mineral	5,800	2,976	Lafayette	5,200	2,481	Washakie	2,100	740
Franklin	6,700	4,981	Mingo	11,100	8,668	Langlade	6,000	4,069	Weston	2,200	1,000
Garfield	900	434	Monongalia	16,100	10,125	Lincoln	6,500	4,032	Yellowstone Nat. Pk	100	500
Grant	12,000	4,508	Monroe	3,000	1,475	Manitowoc	20,400	18,139	Total	94,900	27,900
Grays Harbor	18,700	8,502	Morgan	2,300	934	Marathon	22,900	15,066	UNITED STATES		
Island	4,100	3,630	Nicholas	6,600	3,697	Marinette	10,400	6,652	Total	48,500,400	37,534,300
Jefferson	2,700	2,607	Ohio	23,000	20,474	Marquette	2,700	1,476			
			Pendleton	2,000	1,434	Milwaukee	288,100	265,052			
			Pleasants	1,600	1,049	Monroe	8,700	5,128			
						Oconto	7,300	5,377			

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

**ARE YOU
GETTING
INDIVIDUAL
MARKETING
ATTENTION
WITH YOUR
ADVERTISING?**



You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertiser are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?

1150

WISN

Milwaukee
RADIO

John B. Soell, Director

12

WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATES

Represented by **Edward Petry & Co., Inc.**

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

Here Are A Few More

FALL FACTS

From The Meredith Stations:

1

There's a best buy in every market. Decision-makers select as basic the Meredith Station in Kansas City, Syracuse, Phoenix and Omaha.

2

You have the benefits of audience loyalty and maximum penetration on the Meredith Stations.

3

You are partners for more help for more sales with the Meredith Stations.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
K	K	W	W	K	K	W	W
C	C	H	H	P	P	O	O
M	M	E	E	H	H	W	W
O	O	N	N	O	O	W	W
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC

JOHN BLAIR & CO BLAIR TV INC

MEREDITH Radio and Television **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

TELEVISION MARKETS VS. STANDARD MARKETS

TV coverage goes far beyond standard metropolitan areas; this latest Television Magazine study stresses the need for new marketing concept

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

The difference between TV and standard areas can be dramatic, not only in small markets, but also in major metropolitan areas. For exam-

ple, the coverage of the TV stations in Boston includes over half a million TV homes outside of Boston proper. These homes represent almost \$3,000,000,000 in Effective Buying Income that is not listed in standard market breakdowns.

The extent of the difference between TV markets and standard metropolitan county areas is strikingly illustrated in the following comparisons of the television mar-

kets as defined by TELEVISION MAGAZINE's research department and the standard metropolitan area as reported in 1956 *Sales Management's* "Survey of Buying Power."

All data are as of January 1, 1956. Where no data appear in the standard-metropolitan-area column, the city was not large enough to be ranked on a standard-area basis. "DI" indicates that data on the TV area is inadequate.

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Abilene-Sweetwater, Tex.	87,400	21,500 ¹	294,500	73,800 ¹	\$ 429,779,000	\$ 118,850,000 ¹
Ada, Okla.	155,800	—	541,000	—	558,571,000	—
Akron, Ohio	189,700	137,800	641,300	459,400	1,148,576,000	858,028,000
Albany, Ga.	105,900	—	419,600	—	365,985,000	—
Albany-Schenectady-Troy, N.Y.	516,000	171,900	1,699,500	547,700	2,600,938,000	949,741,000
Albuquerque, N.M.	118,200	58,400	464,900	208,200	580,585,000	338,798,000
Alexandria, La.	119,000	28,600	451,700	106,000	409,633,000	115,190,000
Altoona, Pa.	469,700	40,400	1,674,700	137,700	2,192,463,000	190,222,000
Amarillo, Tex.	104,700	41,200	354,200	132,400	633,874,000	256,712,000
Ames, Iowa	262,800	—	836,400	—	1,373,724,000	—
Anchorage, Alaska	DI	DI	DI	DI	DI	DI
Anderson, S.C.	117,400	—	460,900	—	491,556,000	—
Ann Arbor, Mich.	107,400	41,500	383,700	155,600	698,027,000	279,259,000
Asheville, N.C.	570,700	35,500	2,258,700	132,500	2,383,884,000	171,538,000
Atlanta, Ga.	721,000	223,700	2,696,300	778,900	3,326,929,000	1,361,091,000
Augusta, Ga.	214,700	70,400	849,900	263,500	813,824,000	336,181,000
Austin, Minn.	134,200	—	464,200	—	673,995,000	—
Austin, Tex.	175,600	50,500	640,600	190,500	779,784,000	282,495,000

¹ Abilene only

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Bakersfield, Cal.	135,400	77,900	454,600	262,100	\$ 719,325,000	\$ 448,631,000
Baltimore, Md.	759,600	418,000	2,710,100	1,481,600	4,244,413,000	2,360,849,000
Bangor, Me.	107,800	29,300	376,800	109,200	486,209,000	145,957,000
Baton Rouge, La.	315,500	59,200	1,212,500	212,500	1,238,383,000	348,274,000
Bay City-Saginaw, Mich.	300,400	28,200 ²	1,045,100	98,400 ²	1,641,631,000	152,106,000 ²
		49,100 ³		170,100 ³		280,631,000 ³
Beaumont, Tex.	164,500	65,700 ⁴	584,600	224,500 ⁴	809,068,000	372,429,000 ⁴
Bellingham, Wash.	97,100	23,600	295,500	70,800	449,489,000	104,030,000
Bethlehem-Allentown- Easton, Pa.	261,100	131,100	897,700	452,400	1,561,107,000	781,317,000
Big Spring, Tex.	40,400	—	142,700	—	251,177,000	—
Billings, Mont.	58,100	23,100	183,500	69,800	289,174,000	118,711,000
Binghamton, N. Y.	488,300	58,800	1,670,200	196,600	2,358,221,000	321,408,000
Birmingham, Ala.	530,200	173,400	2,020,700	612,700	2,108,426,000	889,479,000
Bismarck, N. D.	35,100	—	136,000	—	159,848,000	—
Bloomington, Ill.	89,900	26,900	294,100	86,400	484,468,000	150,002,000
Bloomington, Ind.	631,900	—	2,031,400	—	3,428,305,000	—
Bluefield, Ind.	DI	—	DI	—	DI	—
Boise, Idaho	85,000	42,100	281,700	138,000	369,169,000	189,116,000
Boston, Mass.	1,431,600	863,100	4,902,100	2,991,300	8,398,289,000	5,472,790,000
Bridgeport, Conn.	474,200	173,500 ⁵	1,643,400	592,000 ⁵	3,242,258,000	1,369,506,000 ⁵
Buffalo, N. Y.	514,200	357,200	1,732,300	1,212,400	2,687,195,000	1,978,712,000
Burlington, Vt.	174,200	18,200	625,000	68,400	793,893,000	91,706,000
Butte, Mont.	25,400	25,400 ⁶	75,100	75,100 ⁶	121,062,000	121,062,000 ⁶
Cadillac, Mich.	178,900	—	611,400	—	749,597,000	—
Cape Girardeau, Mo.	278,300	—	927,600	—	993,387,000	—
Carthage-Watertown, N. Y.	93,600	26,500 ⁷	323,200	86,800 ⁷	411,265,000	119,346,000 ⁷
Cedar Rapids, Iowa	254,700	36,800	843,600	114,900	1,321,316,000	210,424,000
Champaign, Ill.	444,700	32,600 ⁸	1,436,700	123,000 ⁸	2,342,015,000	241,462,000
Charleston, S. C.	201,500	51,700	833,200	189,200	754,657,000	235,969,000
Charleston-Huntington, W. Va.	536,000	86,900 ⁹	2,093,600	324,300 ⁹	2,307,682,000	470,933,300 ⁹
		72,600 ¹⁰		261,800 ¹⁰		346,550,000 ¹⁰
Charlotte, N. C.	676,000	61,600	2,686,500	229,400	2,987,119,000	385,921,000
Chattanooga, Tenn.	264,700	76,400	1,009,700	266,100	994,620,000	358,260,000
Cheyenne, Wyo.	111,100	16,500	372,600	58,100	597,296,000	102,012,000
Chicago, Ill.	2,259,600	1,887,700	7,386,100	6,150,900	15,449,873,000	13,380,431,000
Chico, Cal.	110,100	—	344,400	—	556,604,000	—
Cincinnati, Ohio	637,200	316,000	2,096,200	997,000	3,425,251,000	1,846,653,000
Cleveland, Ohio	1,273,500	487,000	4,285,900	1,616,800	8,153,695,000	3,597,116,000
Colorado Springs-Pueblo, Colo.	101,500	34,600 ¹¹	338,300	105,600 ¹¹	437,802,000	—
		30,100 ¹²		106,100 ¹²		160,255,000 ^{11,12}
		—		—		136,478,000 ¹²
Columbia-Jefferson City, Mo.	135,300	—	438,300	—	547,605,000	—
Columbia, S. C.	226,900	42,800	902,900	168,300	860,592,000	239,858,000
Columbus, Ga.	239,500	48,000	980,200	220,700	1,012,414,000	329,268,000
Columbus, Miss.	111,600	—	452,600	—	350,978,000	—
Columbus, Ohio	556,000	173,800	1,872,900	585,300	3,118,335,000	1,220,110,000
Corpus Christi, Tex.	132,100	62,400	504,500	233,900	670,443,000	349,253,000
Dallas-Ft. Worth, Tex.	707,600	243,100 ¹³	2,332,800	792,400 ¹³	3,523,449,000	1,506,285,000
		154,400 ¹⁴		507,000 ¹⁴		844,333,000
Danville, Ill.	120,300	28,900	397,600	90,600	650,651,000	147,320,000
Davenport, Iowa- Rock Island, Ill.	338,100	77,900 ¹⁵	1,102,200	253,800 ¹⁵	1,793,528,000	463,891,000

2. Bay City only

3. Saginaw only

4. Standard Metropolitan County Area listed as Beaumont-Port Arthur

5. Standard Metropolitan County Area listed as Bridgeport-Stamford-Norwalk

6. Standard Metropolitan County Area listed as Butte-Anaconda

7. Watertown only

8. Standard Metropolitan County Area listed as Champaign-Urbana

9. Charleston only

10. Huntington only; Standard Metropolitan County Area listed as Huntington-Ash

11. Colorado Springs only

12. Pueblo only

13. Dallas only

14. Fort Worth only

15. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

LEADING CITIZEN
in a LAND OF PROMISE...

WJW-TV



Industrial expansion nearing \$3 Billion!
Unequalled transportation facilities!
Vast, well-trained working force!
Superb geographical situation!

A vital part of booming Cleveland is WJW-TV, now housed in a handsome new Williamsburg colonial structure in the heart of the downtown area. Presenting the tops in television programming and public service to the market that tops the country in television set saturation, this basic CBS outlet will carry your sales story to new heights in the Best Location in the Nation.

WJW-TV Channel 8 (Formerly WXEL)

Represented Nationally by The Katz Agency

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Dayton, Ohio	528,900	155,600	1,773,700	526,700	\$2,994,849,000	\$ 1,072,359,000
Daytona Beach, Fla.	59,400	30,100	193,500	92,400	237,901,000	129,830,000
Decatur, Ala.	62,100	—	242,700	—	200,243,000	—
Decatur, Ill.	214,900	35,500	694,500	111,100	1,155,493,000	193,697,000
Denver, Colo.	322,900	229,600	1,041,100	725,100	1,697,971,000	1,247,924,000
Des Moines, Iowa	265,300	80,700	839,700	249,200	1,356,221,000	486,059,000
Detroit, Mich.- Windsor, Canada	1,506,800	1,009,100 ¹⁶	5,213,500	3,518,600 ¹⁶	10,418,887,000	7,386,946,000 ¹⁶
Dothan, Ala.	72,800	—	288,600	—	219,175,000	—
Duluth, Minn.-Superior, Wis.	157,000	81,200	524,500	264,200	706,956,000	411,543,000
Durham, N. C.	442,000	29,000	1,848,400	111,800	2,076,402,000	167,368,000
Easton-Bethlehem- Allentown, Pa.	261,100	131,100	897,700	452,400	1,561,107,000	781,317,000
Eau Claire, Wis.	102,100	29,000	363,300	103,200	436,308,000	143,333,000
El Dorado, Ark.	—	—	—	—	—	—
Elkhart-South Bend, Ind.	257,400	29,300 ¹⁷ 70,900 ¹⁸	842,600	93,700 ¹⁷ 238,400 ¹⁸	1,441,998,000	174,676,000 ¹⁷ 512,880,000 ¹⁸
Elmira, N. Y.	122,200	29,200	411,900	94,900	579,575,000	143,737,000
El Paso, Tex.	92,900	63,500	375,900	262,200	528,494,000	390,387,000
Enid, Okla.	108,800	16,400	352,200	53,000	472,306,000	81,086,000
Erie, Pa.	135,100	68,800	452,500	236,600	726,997,000	406,788,000
Eugene, Ore.	163,600	48,600	517,200	154,700	766,117,000	244,455,000
Eureka, Cal.	42,800	—	130,700	—	238,736,000	—
Evansville, Ind.- Henderson, Ky.	169,100	66,100	560,600	213,500	760,856,000	350,178,000
Fairbanks, Alaska	DI	DI	DI	DI	DI	DI
Fargo, N. D.	174,900	18,300	646,400	64,900	798,476,000	105,805,000
Fayetteville, N. C.	69,900	25,600	321,000	125,000	309,894,000	154,476,000
Florence, S. C.	252,200	—	1,118,800	—	947,894,000	—
Ft. Dodge, Iowa	97,600	—	319,100	—	511,568,000	—
Ft. Meyers, Fla.	34,600	—	112,800	—	150,933,000	—
Ft. Smith, Ark.	47,100	22,300	162,900	72,000	159,539,000	91,605,000
Ft. Wayne, Ind.	243,200	63,900	788,900	205,800	1,256,988,000	402,962,000
Ft. Worth-Dallas, Tex.	707,600	154,400 ¹⁹ 243,100 ²⁰	2,332,800	507,000 ¹⁹ 792,400 ²⁰	3,523,449,000	844,333,000 ¹⁹ 1,506,285,000 ²⁰
Fresno-Tulare, Cal.	254,800	96,800 ²¹	844,500	317,300 ²¹	1,277,824,000	499,235,000 ²¹
Galveston-Houston, Tex.	604,600	39,100 ²² 321,800 ²³	2,082,600	132,000 ²² 1,076,200 ²³	3,278,649,000	213,564,000 ²² 1,937,585,000 ²³
Grand Forks, N.D.	DI	—	DI	—	DI	—
Grand Junction, Colo.	28,100	—	92,400	—	110,057,000	—
Grand Rapids, Mich.	478,600	98,800	1,594,900	323,400	2,487,052,000	589,545,000
Great Bend, Kan.	107,800	—	346,100	—	518,303,000	—
Great Falls, Mont.	67,800	20,600	210,400	62,500	379,439,000	119,042,000
Green Bay, Wis.	260,500	29,400	917,600	107,500	1,279,400,000	165,440,000
Greensboro, N. C.	450,700	56,500	1,784,500	214,800	2,185,818,000	336,956,000
Greenville-Washington, N. C.	239,900	—	1,054,600	—	924,333,000	—
Greenville-Spartanburg, S. C.	434,700	50,900 ²⁴ 41,500 ²⁵	1,714,300	184,900 ²⁴ 158,800 ²⁵	1,865,461,000	262,159,000 ²⁴ 192,241,000 ²⁵
Hannibal, Mo.-Quincy, Ill.	191,000	21,800 ²⁶	587,200	68,100 ²⁶	802,510,000	99,072,000 ²⁶
Harlingen-Westaco, Tex.	107,900	85,800 ²⁷	456,300	362,300 ²⁷	437,653,000	344,516,000 ²⁷
Harrisburg, Ill.	65,100	—	197,600	—	229,194,000	—
Harrisburg, Pa.	254,800	92,800	877,600	313,300	1,396,384,000	531,030,000
Harrisonburg, Va.	154,100	—	608,100	—	647,664,000	—

16. Detroit only
17. Elkhart only
18. South Bend only
19. Fort Worth only
20. Dallas only
21. Fresno only

22. Galveston only
23. Houston only
24. Greenville only
25. Spartanburg only
26. Quincy only
27. Standard Metropolitan County, Area listed as Brownsville-Harlingen-McAllen

A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!

WJBK-TV

CHANNEL **2** DETROIT

Dominates

**IN SOUTHEASTERN
MICHIGAN**

No. 1 in Detroit (Pulse and ARB)
... No. 1 Outstate (ARB Annual
Outstate Market Surveys) ...
Tops in programming (both
CBS and local) ... terrific in
power (100,000 watts, 1,057-ft.
tower) ... and soon, magnificent
new studios with miles-ahead
facilities!

Take the big step ahead! Put
your sales message way out front
on Detroit's Channel 2 and watch
that sales curve climb!



Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
Murray Hill 8-8630

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Hartford-New Britain, Conn.	522,200	181,000	1,789,100	622,900	\$3,500,186,000	\$ 1,334,179,000
Hastings, Neb.	119,400	—	375,100	—	478,989,000	—
Hattiesburg, Miss.	113,300	—	437,000	—	406,639,000	—
Henderson, Ky.- Evansville, Ill.	169,100	66,100	560,600	213,500	760,856,000	350,178,000
Henderson-Las Vegas, Nev.	30,300	30,300 ²⁸	95,800	95,800 ²⁸	202,906,000	202,906,000 ²⁸
Honolulu, T. H.	DI	DI	DI	DI	DI	DI
Houston-Galveston, Tex.	604,600	321,800 ²⁹ 39,100 ³⁰	2,082,600	1,076,200 ²⁹ 132,000 ³⁰	3,278,649,000	1,937,585,000 ²⁹ 213,564,000 ³⁰
Huntington-Charleston, W. Va.	536,000	72,600 ³¹ 86,900 ³²	2,093,600	261,800 ³¹ 324,300 ³²	2,307,682,000	346,550,000 ³¹ 470,933,000 ³²
Hutchinson-Wichita-Kan.	333,400	19,100 ³³ 103,800 ³⁴	1,035,700	58,600 ³³ 315,800 ³⁴	1,542,358,000	89,619,000 542,521,000 ³⁴
Idaho Falls, Idaho	57,900	—	214,700	—	270,813,000	—
Indianapolis, Ind.	700,800	193,800	2,259,600	613,100	3,845,994,000	1,292,359,000
Jackson, Miss.	302,900	44,700	1,155,300	163,000	1,002,944,000	217,896,000
Jackson, Tenn.	152,900	—	567,300	—	487,053,000	—
Jacksonville, Fla.	415,200	112,300	1,534,600	398,000	1,733,346,000	573,269,000
Jefferson City- Columbia, Mo.	135,300	—	438,300	—	547,605,000	—
Johnson City, Tenn.	286,700	—	1,204,100	—	1,060,886,000	—
Johnstown, Pa.	604,700	79,200	2,095,900	294,000	2,860,154,000	373,511,000
Joplin, Mo.	152,500	37,700	470,300	112,500	528,512,000	144,690,000
Juneau, Alaska	DI	DI	DI	DI	DI	DI
Kalamazoo, Mich.	565,200	43,700	1,876,300	146,000	3,064,016,000	262,262,000
Kansas City, Mo.	581,900	314,400	1,785,800	955,500	2,985,864,000	1,849,781,000
Kearney, Neb.	134,400	—	427,700	—	579,156,000	—
Knoxville, Tenn.	346,500	96,800	1,394,400	358,600	1,292,881,000	481,181,000
La Crosse, Wis.	162,500	21,000	570,800	72,900	701,627,000	115,126,000
Lafayette, Ind.	73,900	23,400	241,500	83,300	403,849,000	153,315,000
Lafayette, La.	129,100	—	500,400	—	460,460,000	—
Lake Charles, La.	126,300	33,700	453,000	119,200	592,479,000	172,417,000
Lancaster, Pa.	688,100	69,800	2,424,100	243,600	3,803,706,000	461,694,000
Lansing, Mich.	373,200	59,600	1,272,300	202,400	2,185,413,000	410,408,000
Laredo, Texas	DI	14,600	DI	65,000	DI	54,659,000
Las Vegas-Henderson, Nev.	30,300	30,300 ³⁵	95,800	95,800 ³⁵	202,906,000	202,906,000 ³⁵
Lawton, Okla.	72,400	22,300	246,700	80,400	305,940,000	109,720,000
Lexington, Ky.	125,400	34,000	453,400	118,500	523,012,000	183,873,000
Lima, Ohio	93,500	29,400	312,500	97,500	469,308,000	165,360,000
Lincoln, Neb.	198,400	42,700	628,200	134,300	880,037,000	241,863,000
Little Rock-Pine Bluff, Ark.	257,200	72,400 ³⁶	911,300	240,900 ³⁶	915,374,000	334,354,000 ³⁶
Los Angeles, Cal.	2,245,300	1,956,800 ³⁷	6,578,500	5,666,200 ³⁷	12,712,902,000	11,272,051,000 ³⁷
Louisville, Ky.	675,700	203,200	2,355,800	675,500	3,113,694,000	1,117,330,000
Lubbock, Tex.	166,100	42,800	595,400	152,500	993,313,000	272,555,000
Lufkin, Tex.	76,700	—	276,300	—	267,362,000	—
Lynchburg, Va.	296,900	21,800	1,205,500	82,800	1,326,005,000	108,499,000
Macon, Ga.	154,800	43,900	609,100	155,200	590,167,000	208,995,000
Madison, Wis.	189,200	52,200	647,800	184,700	1,020,210,000	352,763,000
Manchester, N. H.	809,300	47,800	2,782,800	159,700	4,727,913,000	266,849,000
Marinette, Wis.	177,500	—	625,000	—	840,535,000	—
Marquette, Mich.	DI	—	DI	—	DI	—

28. Las Vegas only

29. Houston only

30. Galveston only

31. Huntington only; Standard Metropolitan County Area listed as Huntington-Ashtand

32. Charleston only

33. Hutchinson only

34. Wichita only

35. Las Vegas only

36. Little Rock North Little Rock only

37. Standard Metropolitan County Area listed as Los Angeles-Long Beach

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Mason City, Iowa	146,400	—	490,100	—	\$ 734,389,000	—
Mayaguez, P. R.	DI	DI	DI	DI	DI	DI
Medford, Ore.	84,200	—	262,600	—	396,124,000	—
Memphis, Tenn.	583,900	152,300	2,168,500	534,400	2,163,125,000	\$ 847,549,000
Meridian, Miss.	195,600	—	778,600	—	571,896,000	—
Miami-Ft. Lauderdale, Fla.	389,900	229,200 ³⁸	1,273,000	743,700 ³⁸	2,156,512,000	1,386,015,000 ³⁸
		53,400 ³⁹		172,600 ³⁹		274,650,000 ³⁹
Midland-Odessa, Tex.	89,900	13,600 ⁴⁰	316,500	44,900 ⁴⁰	570,740,000	102,756,000 ⁴⁰
		19,600 ⁴¹		66,800 ⁴¹		125,663,000 ⁴¹
Milwaukee, Wis.	697,800	288,100	2,372,000	965,700	4,351,217,000	1,913,081,000
Minneapolis-St. Paul, Minn.	764,100	377,000	2,639,200	1,247,600	4,100,929,000	2,361,663,000
Minot, N. D.	34,900	—	128,100	—	166,369,000	—
Missoula, Mont.	47,900	—	145,700	—	212,747,000	—
Mobile, Ala.	241,700	73,700	906,600	266,300	1,007,731,000	336,129,000
Monroe, La.	204,900	24,900 ⁴²	760,900	86,100 ⁴²	740,098,000	116,061,000 ⁴²
Montgomery, Ala.	195,200	43,600	772,500	155,400	695,114,000	211,035,000
Muncie, Ind.	135,700	32,900	435,700	105,100	705,561,000	182,485,000
Muskogee, Okla.	280,400	—	939,800	—	208,033,000	—
Nashville, Tenn.	538,000	100,400	1,951,800	354,600	2,031,230,000	554,116,000
New Britain-Hartford, Conn.	522,200	181,000	1,789,100	622,900	3,500,186,000	1,334,179,000
New Haven, Conn.	952,600	178,400 ⁴³	3,292,700	605,400 ⁴³	6,330,891,000	1,198,288,000 ⁴³
New Orleans, La.	446,100	233,000	1,609,200	797,100	2,004,517,000	1,211,460,000

38. Miami only
39. Ft. Lauderdale only
40. Midland only

41. Odessa only
42. Standard Metropolitan County Area listed as Monroe-West Monroe
43. Standard Metropolitan County Area listed as New Haven-Waterbury

THE MEMPHIS MARKET IS

2 billion dollars big

. . . . to sell this big mar-
ket, you need Memphis'
First station, WMCT.



Yes, the Memphis Market is *billions big*, with over two billion dollars in effective buying income. It's the tenth wholesale market in the nation, the Cotton Capital of the world, and the shopping center for 443,311 television home viewers* in the Mid-South territory. In a word, it's a market of big importance to you. And WMCT can best sell this big market for you.


In every sense of the word, WMCT is Memphis' first television station. A 41 county survey, (conducted by American Research Bureau in February, 1956) proves conclusively that most people prefer WMCT in Memphis and the Mid-South. Dominate this great market with Memphis' dominant TV station, WMCT.

*According to latest distributors' figures, Aug. 1, 1956

BIG ANY WAY YOU LOOK AT IT!

Population:	2,168,500
Households:	583,900
Consumer Spendable Income:	\$2,163,125,000
Consumer Spendable Income per Family:	\$3,705
Retail Sales:	\$1,685,286,000
Food Sales:	\$362,252,000
Drug Sales:	\$ 45,383,000
General Merchandising Sales:	\$238,949,000
Home Furnishing Sales:	\$ 77,858,000
Automotive Sales:	\$313,671,000
Gross Farm Income:	\$833,910,000

(Source: 1956, Sales Management Survey of Buying Power)



WMC-WMCF-WMCT

MEMPHIS

MEMPHIS' FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives
Blair TV

Owned and operated by
THE COMMERCIAL APPEAL

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
New York, N. Y.	5,030,100	4,326,300 ⁴⁴	16,525,700	14,124,600 ⁴⁴	\$33,551,476,000	\$28,954,669,000 ⁴⁴
Norfolk, Va.	365,700	147,100 ⁴⁵	1,430,500	535,300 ⁴⁵	1,848,239,000	868,543,000 ⁴⁵
Oak Hill, W. Va.	DI	—	DI	—	DI	—
Odessa-Midland, Tex.	89,900	19,600 ⁴⁶ 13,600 ⁴⁷	316,500	66,800 ⁴⁶ 44,900 ⁴⁷	570,740,000	125,663,000 ⁴⁶ 102,756,000 ⁴⁷
Oklahoma City, Okla.	383,900	126,300	1,268,800	394,900	1,706,823,000	662,111,000
Omaha, Neb.	339,700	122,400	1,101,900	401,600	1,733,017,000	697,153,000
Orlando, Fla.	211,900	54,100	711,000	177,400	899,297,000	260,249,000
Ottumwa, Iowa	184,000	—	538,900	—	684,082,000	—
Panama City, Fla.	39,700	—	154,400	—	142,019,000	—
Parkersburg, W. Va.	90,600	—	318,300	—	354,396,000	—
Pensacola, Fla.	168,400	43,500	638,900	163,400	763,465,000	202,703,000
Peoria, Ill.	221,300	85,200	705,200	275,000	1,186,122,000	500,257,000
Petersburg-Richmond, Va.	279,000	23,500 ⁴⁸ 100,100 ⁴⁹	1,117,400	99,800 ⁴⁸ 362,900 ⁴⁹	1,355,073,000	124,430,000 ⁴⁸ 615,199,000 ⁴⁹
Philadelphia, Pa.	1,995,200	1,172,400	6,910,600	4,076,300	12,744,573,000	7,695,112,000
Phoenix-Mesa, Ariz.	186,200	146,500 ⁵⁰	655,900	505,000 ⁵⁰	884,755,000	705,500,000 ⁵⁰
Pine Bluff-Little Rock, Ark.	257,200	72,400 ⁵¹	911,300	240,900 ⁵¹	915,374,000	334,354,000 ⁵¹
Pittsburg, Kan.	189,600	—	582,900	—	660,843,000	—
Pittsburgh, Pa.	1,189,600	658,400	4,170,900	2,292,700	6,745,212,000	3,969,271,000
Plattsburgh, N. Y.	123,700	—	450,500	—	560,530,000	—
Poland Spring, Me.	279,700	—	974,800	—	1,373,701,000	—
Portland, Me.	208,100	50,700	715,200	171,900	1,028,712,000	266,097,000
Portland, Ore.	483,900	265,200	1,480,200	785,600	2,323,959,000	1,301,021,000
Providence, R. I.	829,800	211,000 ⁵³	2,822,200	706,900 ⁵³	4,781,309,000	1,204,268,000 ⁵³
Pueblo-Colorado Springs, Colo.	101,500	30,100 ⁵⁴ 34,600 ⁵⁵	338,300	106,100 ⁵⁴ 105,600 ⁵⁵	437,802,000	136,478,000 ⁵⁴ 160,255,000 ⁵⁵

44. Standard Metropolitan County Area listed as New York-N.E. New Jersey

45. Standard Metropolitan County Area listed as Norfolk-Portsmouth

46. Odessa only

47. Midland only

48. Petersburg only; Standard Metropolitan County Area listed as Petersburg-Hopewell

49. Richmond only

50. Phoenix only

51. Little Rock-North Little Rock only

53. Standard Metropolitan County Area listed as Providence-Pawtucket

54. Pueblo only

55. Colorado Springs only

TV market studies to order

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

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

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



pay 50% less...
get 50% more!

In Philadelphia, when you buy twelve 10- or 20-second announcements per week anywhere on the WRCV-TV schedule, WRCV-TV's "12-50 PLAN" gives you an immediate 50% discount on all "B," "C" and "D" time announcements!

WRCV-TV's NEW "12-50 DIVIDEND PLAN" gives you an extra bonus of 50% — one station break in


what a
combination
for
saving!

kind for every two purchased between 9 a.m. and 5:59 p.m., Sunday through Saturday!

This money-saving combination delivers over 5 million sales impressions per week . . . for as little as 13¢ per thousand! Get the details today, from . . .

WRCV-TV•3

SOLD BY  SPOT SALES

 TELEVISION'S LEADERSHIP
STATION IN PHILADELPHIA

TED WALWORTH, JR., Sales Manager

	FAMILIES (Jan. 1956)		POPULATION (Jan. 1956)		EFFECTIVE BUYING INCOME (Jan. 1956)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Quincy, Ill.-Hannibal, Mo.	191,000	21,800 ⁵⁶	587,200	68,100 ⁵⁵	\$ 802,510,000	\$ 99,072,000
Raleigh, N. C.	198,800	38,300	825,000	156,000	938,306,000	220,664,000
Rapid City, S. D.	DI	16,700	DI	53,300	DI	78,339,000
Reading, Pa.	376,300	77,500	1,299,500	261,200	1,993,915,000	474,131,000
Reno, Nev.	27,600	21,700	85,400	65,700	188,363,000	157,162,000
Richmond-Petersburg, Va.	279,000	100,100 ⁵⁷	1,117,400	362,900 ⁵⁷	1,355,073,000	615,199,000 ⁵⁷
		23,500 ⁵⁸		99,800 ⁵⁸		124,430,000 ⁵⁸
Roanoke, Va.	396,400	39,800	1,667,900	145,300	1,746,982,000	228,738,000
Rochester, Minn.	133,000	—	470,700	—	615,370,000	—
Rochester, N. Y.	325,800	165,200	1,081,900	533,200	1,681,997,000	964,852,000
Rockford, Ill.	284,400	54,100	928,600	171,000	1,593,495,000	322,492,000
Rock Island, Ill.- Davenport, Iowa	338,100	77,900 ⁵⁹	1,102,200	253,800 ⁵⁹	1,793,528,000	463,891,000 ⁵⁹
Rome, Ga.	173,000	—	667,700	—	655,606,000	—
Roswell, N. M.	64,200	—	227,800	—	357,022,000	—
Sacramento, Cal.	411,900	122,100	1,327,000	389,900	2,326,605,000	764,405,000
Saginaw-Bay City, Mich.	300,400	49,100 ⁶⁰	1,045,100	170,100 ⁶⁰	1,641,631,000	280,630,000 ⁶⁰
		28,200 ⁶¹		98,400 ⁶¹		152,106,000 ⁶¹
St. Joseph, Mo.	161,700	32,200	504,300	101,800	727,409,000	160,801,000
St. Louis, Mo.	919,800	569,600	2,965,500	1,849,200	4,859,602,000	3,353,779,000
St. Petersburg-Tampa, Fla.	334,900	175,200	1,092,500	552,800	1,459,259,000	785,996,000
Salinas-Monterey, Cal.	125,000	—	397,900	—	725,520,000	—
Salisbury, Md.	67,300	—	225,800	—	248,647,000	—
Salt Lake City, Utah	223,100	90,700	806,400	312,400	1,153,840,000	512,650,000
San Angelo, Tex.	39,200	21,600	135,700	74,500	205,554,000	1,189,939,000
San Antonio, Tex.	303,900	152,900	1,172,900	580,500	1,389,734,000	764,766,000
San Diego, Cal.- Tijuana, Mex.	335,300	271,800 ⁶²	1,016,000	826,200 ⁶²	1,874,465,000	1,551,950,000 ⁶²
San Francisco, Cal.	1,262,600	867,000 ⁶³	3,898,500	2,613,100 ⁶³	7,896,802,000	5,696,328,000 ⁶³
San Jose, Cal.	294,900	136,700	952,200	444,200	1,674,545,000	816,013,000
San Juan, P. R.	DI	DI	DI	DI	DI	DI
San Luis Obispo, Cal.	20,600	—	61,800	—	105,018,000	—
Santa Barbara, Cal.	109,800	36,000	353,300	110,900	623,040,000	210,400,000
Savannah, Ga.	124,100	48,400	474,300	164,500	478,498,000	228,409,000
Schenectady-Albany-Troy, N. Y.	516,000	171,900	1,699,500	547,700	2,600,938,000	949,741,000
Scranton-Wilkes-Barre, Pa.	298,000	73,800 ⁶⁴	1,046,700	255,700 ⁶⁴	1,410,823,000	357,838,000 ⁶⁴
		106,500 ⁶⁵		379,700 ⁶⁵		524,068,000 ⁶⁵
Seattle-Tacoma, Wash.	536,800	264,200 ⁶⁶	1,634,700	777,800 ⁶⁶	3,031,203,000	1,628,460,000 ⁶⁶
		90,800 ⁶⁷		304,400 ⁶⁷		532,019,000 ⁶⁷
Sedalia, Mo.	59,500	—	184,000	—	229,995,000	—
Shreveport, La.	290,400	72,700	1,032,900	251,900	1,159,269,000	365,814,000
Sioux City, Iowa	190,700	35,700	632,800	113,500	946,524,000	201,074,000
Sioux Falls, S. D.	224,600	25,300	772,500	81,800	1,041,935,000	130,998,000
South Bend-Elkhart, Ind.	267,200	70,900 ⁶⁸	874,600	238,400 ⁶⁸	1,497,702,000	512,880,000 ⁶⁸
		29,300 ⁶⁹		93,700 ⁶⁹		174,676,000 ⁶⁹
Spartanburg-Greenville, S. C.	434,700	41,500 ⁷⁰	1,714,300	158,800 ⁷⁰	1,865,461,000	192,241,000 ⁷⁰
		50,900 ⁷¹		184,900 ⁷¹		262,159,000 ⁷¹
Spokane, Wash.	263,300	85,300	842,100	261,000	1,459,054,000	485,789,000
Springfield, Ill.	148,900	45,300	467,900	139,600	753,713,000	244,729,000
Springfield-Holyoke, Mass.	219,800	142,400 ⁷²	760,700	494,200 ⁷²	1,360,117,000	843,219,000 ⁷²
Springfield, Mo.	178,300	39,100	561,700	117,900	602,077,000	170,424,000

56. Quincy only

57. Richmond only

58. Petersburg only; Standard Metropolitan County Area listed as Petersburg-Hopewell

59. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

60. Saginaw only

61. Bay City only

62. San Diego only

63. Standard Metropolitan County Area listed as San Francisco-Oakland

64. Scranton only

65. Wilkes-Barre only

66. Seattle only

67. Tacoma only

68. South Bend only

69. Elkhart only

70. Spartanburg only

71. Greenville only

72. Includes Hampshire County, Massachusetts

anyone here

in the

dark



ARB:

"most everyone watches WSL5-TV"
(station's share of sets in use . . . 70.2%)

TELEVISION MAGAZINE:

"WSL5-TV made Roanoke . . .
Virginia's No. 1 TV Market"

OUR ADVERTISERS:

"We're spending our budgets on
the right station for results"

for more light on the subject...call Avery-Knodel

wsls-tv

ROANOKE, VIRGINIA

Channel 7

*316,000 WATTS

it's a matter of balance..

Strength, too. But the successful weight lifter starts **in the center** — not just at one end.

Likewise, astute advertisers seeking profits in our Upper Ohio Valley, look to WSTV-TV, with its tri-state coverage of over **one million** television sets . . . at Steubenville-Wheeling, humming hub of 11 bustling counties. By themselves, they're chocka-block with nearly **two billion** spending money, **half a billion** retail sales.

But — SEVEN of these 11 bulge with 64% of the buying power, 61% of the television families. AND TELE-PULSE SHOWS WSTV-TV SMOTHERING COMPETITION IN THE WHOLE BIG SEVEN!

No way around it. WSTV-TV is the only sure means to capture this superabundant market. Get a firm grip on your share today — lift yourself a record-smashing load of sales! Get details, too, from Avery-Knodel about our big Pittsburgh plus!

CBS-ABC AFFILIATE

WSTV-TV
CHANNEL 9



IN PLUMB CENTER OF INDUSTRIAL STEUBENVILLE-WHEELING



FAMILIES

(Jan. 1956)

POPULATION

(Jan. 1956)

EFFECTIVE BUYING INCOME

(Jan. 1956)

	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
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Stuebenville, Ohio	426,500	103,000 ⁷³	1,485,300	357,900 ⁷³	\$2,183,365,000	\$ 553,248,000 ⁷³
Stockton, Cal.	1,439,000	69,200	4,466,800	229,500	8,920,041,000	385,787,000
Superior, Wis.-Duluth, Minn.	157,000	81,200	524,500	264,200	706,956,000	411,543,000
Sweetwater-Abilene, Tex.	87,400	21,500 ⁷⁴	294,500	73,800 ⁷⁴	429,779,000	118,850,000 ⁷⁴
Syracuse, N. Y.	402,600	112,300	1,362,800	377,300	1,988,095,000	625,478,000
Tacoma-Seattle, Wash.	536,800	90,800 ⁷⁵ 264,200 ⁷⁴	1,634,700	304,400 ⁷⁵ 777,800 ⁷⁴	3,031,203,000	532,019,000 ⁷⁵ 1,628,460,000 ⁷⁴
Tallahassee, Fla.- Thomasville, Ga.	168,300	—	668,100	—	614,598,000	—
Tampa-St. Petersburg, Fla.	334,900	175,200	1,092,500	552,800	1,459,259,000	785,996,000
Temple-Waco, Tex.	178,500	24,100 ⁷⁷ 41,600 ⁷⁸	623,400	95,300 142,200	738,196,000	136,874,000 ⁷⁷ 191,898,000 ⁷⁸
Terre Haute, Ind.	225,000	34,800	704,200	106,700	1,038,576,000	183,395,000
Texarkana, Tex.	256,900	31,100	906,900	106,500	981,713,000	109,430,000
Thomasville, Ga.- Tallahassee, Fla.	168,300	—	668,100	—	614,598,000	—
Toledo, Ohio	411,100	131,000	1,369,800	429,700	2,428,237,000	943,827,000
Topeka, Kansas	182,400	41,500	584,500	127,400	938,680,000	213,189,000
Traverse City, Mich.	56,800	—	195,200	—	212,979,000	—
Tucson, Arizona	81,400	62,300	285,700	217,200	402,080,000	315,997,000
Tulare-Fresno, Cal.	254,800	96,800 ⁷⁹	844,500	317,300 ⁷⁹	1,277,824,000	499,235,000
Tulsa, Okla.	402,500	94,500	1,325,800	297,700	1,675,161,000	528,695,000
Twin Falls, Idaho	DI	—	DI	—	DI	—
Tyler, Tex.	139,100	22,800	483,500	78,800	542,400,000	101,883,000
Utica-Rome, N. Y.	169,800	87,800	598,100	296,900	856,207,000	427,602,000
Valley City, N. D.	195,200	—	723,300	—	888,161,000	—
Waco-Temple, Tex.	178,500	41,600 ⁸⁰ 24,100 ⁸¹	623,400	142,200 ⁸⁰ 95,300 ⁸¹	738,196,000	191,898,000 ⁸⁰ 136,874,000 ⁸¹
Washington, D.C.	756,200	511,500	2,689,700	1,802,100	5,085,906,000	3,979,860,000
Washington-Greenville, N. C.	239,900	—	1,054,600	—	924,333,000	—
Waterbury, Conn.	179,700	178,400 ⁸²	614,200	605,400 ⁸²	1,266,234,000	1,198,288,000 ⁸²
Waterloo, Iowa	254,500	33,900	846,800	111,300	1,321,843,000	203,532,000
Wausau, Wis.	113,000	—	405,700	—	487,741,000	—
Weslaco-Harlingen, Tex.	107,900	85,800 ⁸³	456,300	362,300 ⁸³	437,653,000	344,516,000 ⁸³
West Palm Beach, Fla.	129,100	52,400	419,600	165,600	618,013,000	244,832,000
Wheeling, W. Va.	368,100	103,000 ⁸⁴	1,279,000	357,900 ⁸⁴	1,830,683,000	553,248,000 ⁸⁴
Wichita-Hutchinson, Kan.	333,400	103,800 ⁸⁵ 19,100 ⁸⁶	1,035,700	315,800 ⁸⁵ 58,600 ⁸⁶	1,542,358,000	542,521,000 ⁸⁵ 89,619,000 ⁸⁶
Wichita Falls, Tex.	135,700	33,800	474,500	126,800	674,282,000	212,386,000
Wilkes-Barre-Scranton, Pa.	298,000	106,500 ⁸⁷ 73,800 ⁸⁸	1,046,700	379,700 ⁸⁷ 255,700 ⁸⁸	1,410,823,000	524,068,000 ⁸⁷ 357,838,000 ⁸⁸
Wilmington, Del.	276,200	90,700	969,600	315,300	1,796,855,000	631,687,000
Wilmington, N. C.	176,000	20,300	745,400	72,700	747,765,000	92,394,000
Winston-Salem, N. C.	475,900	46,400	1,889,900	170,200	2,136,903,000	253,644,000
Yakima, Wash.	136,000	45,800	444,300	148,500	726,682,000	203,204,000
York, Pa.	126,700	64,200	430,900	214,400	725,351,000	344,197,000
Youngstown, Ohio	274,900	161,800	958,400	570,500	1,624,529,000	1,022,863,000
Yuma, Ariz.	30,300	—	111,300	—	160,288,000	—
Zanesville, Ohio	78,000	24,100	256,800	79,400	352,502,000	116,021,000

73. Standard Metropolitan County Area listed as Wheeling-Steubenville

74. Abilene only

75. Tacoma only

76. Seattle only

77. Temple only

78. Waco only

79. Fresno only

80. Waco only

81. Temple only

82. Standard Metropolitan County Area listed as New Haven-Waterbury

83. Standard Metropolitan County Area listed as

Brownsville-Harlingen-McAllen

84. Standard Metropolitan County Area listed as Wheeling-Steubenville

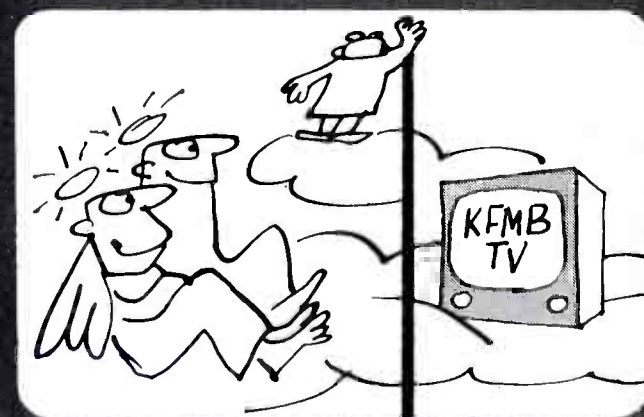
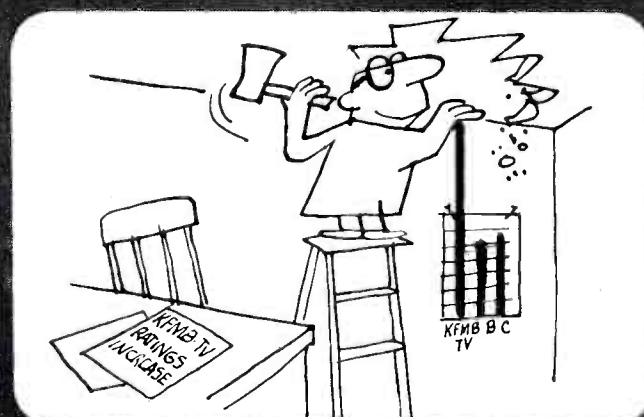
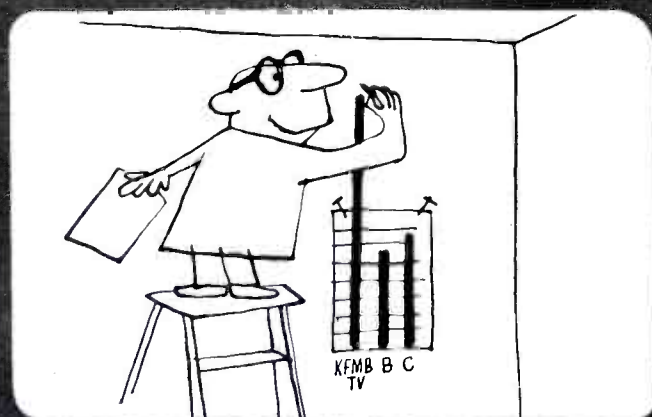
85. Wichita only

86. Hutchinson only

87. Wilkes-Barre only

88. Scranton only

Our ratings are higher in saturated San Diego!



Channel 8 has the top 33* programs in San Diego, the Nation's 19th market**

23 Network,
6 Local,
4 National Spot

There are more people in San Diego watching Channel 8 more than ever before.

*June 1950 Nielsen Report.

**Sales Management 1950 Survey of Buying Power.

KFMB  **TV**
WRATHER-ALVAREZ BROADCASTING, INC. Represented by **Edward Petry & Co., Inc.**

SAN DIEGO

America's more market

Television Magazine's Exclusive **RECEIVER**
CIRCULATION
REPORT FOR AUGUST

Independent estimates of TV set count for all markets, based on
our research department's projections for each U.S. county

Set-count estimates which appear in this section are based on TELEVISION MAGAZINE's projections of "The National Survey of Television Sets in U.S. Households, June, 1955," a report made by the U.S. Bureau of Census for the Advertising Research Foundation.

This Census study was sponsored by the three networks, the NARTB and the Television Bureau of Advertising. The raw materials used in arriving at county estimates beyond the Census sample were the Census data plus an adjusted average of estimates prepared by the NBC network and those computed by TELEVISION MAGAZINE's research department. TELEVISION MAGAZINE will project these ARF figures on a county-by-county basis every month. These estimates will be correlated to TV coverage areas to enable TELEVISION MAGAZINE to arrive at updated figures for television markets.

The sets credited to each market are those covered by the station with the maximum coverage in that market. It must be remembered that the statistics for each market are based on the coverage of one station only. Figures for other stations in a market will vary according to channel, power, etc.

Basic to any estimate of set circulation or market data for specific TV areas is definition of coverage.

It is impossible to define coverage in terms of signal contour alone. Evidence of viewing must be weighed.

In many areas, individual markets have been combined in a dual-market listing wherever there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.

As evidence of viewing, stations are studied, wherever possible, for over-all share of audience as reported by the rating services. There are, however, a number of instances where individual programs may deliver sizable audiences in counties not credited as coverage, which can be an important bonus to advertisers.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and affiliation among older stations. For this reason, TELEVISION MAGAZINE's Research Department is continuously re-examining markets and revising set counts accordingly.

A 90% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., 93.5% in Providence), but the available evidence shows that penetration drops off outside the metropolitan area and that 90% is the most logical *theoretical* ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some TV markets. Penetration figures in markets with both VHF and UHF outlets refer to the VHF area only.

CIRCULATION AS OF AUGUST 1, 1956
TOTAL U.S. TV HOMES 37,534,334

Unlike other published set counts, these are neither station nor network estimates. They are copyrighted and may not be reproduced without permission. Listed below are all stations on air August 1, 1956.

Market—% Penetration	Sets
ABILENE-SWEETWATER, Tex.—60.4 KRBC-TV (N); KPAR-TV (C)	52,793
ADA, OKLA.—56.1 KTEN (A,C,N)	87,373
AGANA, Guam KUAM-TV (N)	††
AKRON, Ohio—39.5 WAKR-TV† (A)	†75,722
ALBANY, Ga.—43.2 WALB-TV (A,N)	45,760
ALBANY-SCHENECTADY-TROY, N.Y.—85.1 WCDA-TV††† (C); WTRI† (A); WRGB (N) (WCDA-TV, Albany, N. Y. operates satellite WCDB-TV, Hagaman, N. Y.)	439,014 †170,776
ALBUQUERQUE, N.M.—49.9 KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	58,997
ALEXANDRIA, La.—52.2 KALB-TV (A,C,N)	62,097
ALTOONA, Pa.—81.1 WFBG-TV (A,C,N)	381,160
AMARILLO, Tex.—66.1 KFDA-TV (A,C); KGNC-TV (N)	69,201
AMES, Iowa—82.4 WOI-TV (A,C)	216,485
ANCHORAGE, Alaska—67.1 KENI-TV (A,N); KTVA (C)	23,412
• ANDERSON, S.C.—75.7 WAIM-TV† (C)	†88,870
• ANN ARBOR, Mich.—20.9 WPAG-TV†	†22,470
ASHEVILLE, N.C.—58.2 WISE-TV† (C,N); WLOS-TV (A)	332,253 †38,209
ATLANTA, Ga.—71.4 WAGA-TV (C); WLW-A (A); WSB-TV (N)	515,236

Iowa again ranks number one in the nation in meat production.

WMT-TV
where your copy is well fed



**Your BEST SALES
FORCE in
BUFFALO**



Nat. Reps: FREE and PETERS

Market—% Penetration	Sets
AUGUSTA, Ga.—56.6 WJBF-TV (A,N); WRDW-TV (C)	121,460
AUSTIN, Minn.—73.9 KMMT (A)	99,174
AUSTIN, Texas—72.2 KTBC-TV (A,C,N)	126,827
BAKERSFIELD, Cal.—75.7 KBAK-TV† (A); KERO-TV (C,N)	102,584 †71,091
BALTIMORE, Md.—83.9 WAAM (A); WBAL-TV (N); WMAR-TV (C)	637,385
BANGOR, Me.—79.1 WABI-TV (A,C,N); W-TWO (C)	85,304
BATON ROUGE, La.—55.4 WAFB-TV† (C); WBRZ (A,N)	174,943 †81,174
BAY CITY-SAGINAW, Mich.—84.3 WNEM-TV (A,N); WKNX-TV† (A,C)	252,896 †76,902
BEAUMONT, Tex.—68.5 KFDM-TV (A,C)	112,661
BELLINGHAM, Wash.—67.8 KVOS-TV (C)	65,823
BETHLEHEM-ALLENTOWN-EASTON, Pa.—27.8 WLEV-TV† (N); WGLV† (A)	†72,502
BIG SPRING, Tex.—61.9 KBST-TV (C)	25,006
BILLINGS, Mont.—38.9 KOOK-TV (A,C,N)	22,594
BINGHAMTON, N.Y.—84.2 WNB-TV (A,C,N)	410,948
BIRMINGHAM, Ala.—58.6 WABT (A,N); WBRC-TV (C)	310,542
BISMARCK, N.D.—61.4 KBMB-TV (C); KFYZ-TV (A,N)	21,553
BLOOMINGTON, Ill.—53.7 WBLN-TV† (A)	†48,724
BLOOMINGTON, Ind.—84.8 WTTV (N) (Includes Indianapolis, Ind.)	535,637
BLUEFIELD, W. Va. WHIS-TV (N)	††
BOISE, Ida.—60.5 KBOI (C); KIDO-TV (A,N)	51,410
BOSTON, Mass.—89.4 WBZ-TV (N); WNAC-TV (A, C)	1,279,912
BRIDGEPORT, Conn.—14.5 WICC-TV† (A)	†68,908
BUFFALO, N.Y.—89.0 WBEN-TV (C); WBUF-TV† (N); WGR-TV (A,C,N)	457,593 †178,920
BURLINGTON, Vt.—79.4 WCAX-TV (C)	138,282
BUTTE, Mont.—53.7 KXLF-TV (A)	13,635
CADILLAC, Mich.—70.8 WWTV (A,C)	126,716
CAPE GIRARDEAU, Mo.—55.8 KFVS-TV (C,N)	155,335
CARTHAGE-WATERTOWN, N.Y.—81.6 WCNY-TV (A,C)	*76,332
CEDAR RAPIDS, Iowa—80.7 KCRG-TV (A); WMT-TV (C)	205,491
CHAMPAIGN, Ill.—73.3 WCIA (C,N)	325,990
CHARLESTON, S.C.—63.1 WCSC-TV (A,C); WUSN-TV (N)	127,170
CHARLESTON-HUNTINGTON, W.Va.—67.2 WCHS-TV (C); WHTN-TV (A); WSAZ-TV (N)	360,203
CHARLOTTE, N.C.—65.5 WBTV (A,C,N)	442,467
CHATTANOOGA, Tenn.—57.5 WDEF-TV (A,C); WRGP-TV (N)	152,151
CHEYENNE, Wyo.—43.0 KFBC-TV (A,C,N) (Operates satellite KSIF, Scottsbluff, Neb.)	**47,789

... and set count is only half the story

McCANN ERICKSON

"We find TELEVISION Magazine's circulation data extremely useful . . . its' essential information."

J. WALTER THOMPSON

"For the last few years, it's been our official policy to use your market data and set figures."

TED BATES

"Your receiver estimates are a great aid in planning schedules for our clients."

KENYON & ECKHARDT

"Your circulation fills a real need for unbiased data. Thanks for helping us furnish our buyers with the facts they need."

The reliance upon TELEVISION MAGAZINE as the source for vital statistical data is heavily underscored by the agency comments above.

TELEVISION MAGAZINE is the publication advertising men *must* use when they're making market decisions. Our circulation reports are essential to their sound planning.

Important, exclusive departments

But set count is only half the TELEVISION readership story. Exclusive departments such as our Continuing Audience Study . . . Report on Spot . . . Cost per Thousand studies and others guarantee readership by the people you most want to reach.

And feature articles like "Do They Watch in the Daytime?" and "How TV Executive Live" and "How the Top 50 Advertisers Spend Their Money" bring agency and advertiser readers back to each issue again and again.

It's set count, plus departments, plus features that explain why TELEVISION MAGAZINE is having the biggest year in its 12-year history.

Market—% Penetration	Sets
CHICAGO, Ill.—88.8 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N)	2,005,694
CHICO, Cal.—59.1 KHSL-TV (A,C)	65,097
CINCINNATI, Ohio—84.1 WCPO-TV (A); WKRC-TV (C); WLW-TV (N)	536,163
CLEVELAND, Ohio—89.6 WEWS (A); KYW-TV (N); WJW-TV (C)	1,140,968
COLORADO SPRINGS-PUEBLO, Colo.—51.5 KKTU (A,C); KRDO-TV (N); KCSJ-TV (N)	52,228
COLUMBIA-JEFFERSON CITY, Mo.—64.1 KOMU-TV (A,N); KRCC-TV (C)	86,717
COLUMBIA, S.C.—56.2 WIS-TV (A,N); WNOK-TV† (C)	127,498 †44,369
COLUMBUS, Ga.—59.2 WDAK-TV† (A,N); WRBL-TV (A,C)	141,772 †58,835
COLUMBUS, Miss.—35.2 WCBI-TV (C,N)	39,244
COLUMBUS, Ohio—88.3 WBNS-TV (C); WLW-C (N); WTVN (A)	490,831
CORPUS CHRISTI, Tex.—43.0 KRIS-TV (N); KVDO-TV† (A,C)	56,900 †41,707
DALLAS-FT. WORTH, Tex.—71.1 KRLD-TV (C); WFAA-TV (A,N); KFJZ-TV; WBAP-TV (A,N)	503,316
DANVILLE, Ill.—42.1 WDAN-TV† (A)	†69,780
DES MOINES, Iowa—83.0 WOC-TV (N); WHBF-TV (A,C)	280,731
DAYTON, Ohio—88.6 WHIO-TV (C); WLW-D (A,N)	468,768
DAYTONA BEACH, Fla.—41.4 WESH-TV	24,582
DECATUR, Ala.—46.9 WMSL-TV† (C,N)	†29,095
DECATUR, Ill.—75.9 WTVF† (A,N)	†163,086
DENVER, Colo.—72.5 CBTV (A); KLZ-TV (C); KOA-TV (N); KTVR	234,242
DES MOINES, Iowa—80.8 KRNT-TV (C); WHO-TV (N)	214,328
DETROIT, Mich.-WINDSOR, Can.—89.2 WJBK-TV (C); WWJ-TV (N); WXYZ-TV (A); CKLW-TV	*1,344,454
DOTHAN, Ala.—47.2 WTVY (A,C)	34,386
DULUTH, Minn.-SUPERIOR, Wis.—66.1 KDAL-TV (A,C); WDSM-TV (C,N)	103,771
DURHAM, N.C.—61.5 WTVR (A,N)	271,827
ELIZABETH-BETHLEHEM-ALLENTOWN, Pa.—27.8 WGLV† (A); WLEV-TV† (N)	†72,502
EAU CLAIRE, Wis.—66.7 WEAU-TV (A,N)	68,021
EL DORADO, Ark.—52.3 KRBB	47,157
EVANSVILLE, Ind.—(See South Bend, Ind.)	
ELMIRA, N.Y.—34.1 WTVF† (A,N)	†41,680
EL PASO, Tex.-JUAREZ, Mex.—74.5 KROD-TV (A,C); KTSM-TV (N); XEJ-TV	69,223
ELWOOD, Okla.—65.6 KJGE-TV (A)	71,340
ELIZABETH, Pa.—90.0 WICU (A,N); WSEE-TV† (A,C)	*121,929 †66,329
EMERSON, Ore.—47.2 KVAL-TV (A,N) (Operates satellite KPIC-TV, Roseburg, Ore.)	**77,252
EMERYVILLE, Cal.—56.9 KJEM-TV (A,C,N)	24,346

Market—% Penetration	Sets
EVANSVILLE, Ind.-HENDERSON, Ky.—59.2 WFIE-TV† (A,N); WEHT† (C)	†100,176
FAIRBANKS, Alaska KFR-TV (A,N); KTVF (C)	††
FARGO, N.D.—52.1 WDAY-TV (A,N) (See also Valley City, N. D.)	91,096
FAYETTEVILLE, N.C.—29.4 WFLB-TV† (A,C,N)	†20,564
FLORENCE, S.C.—55.5 WBTW (A,C,N)	140,090
FT. DODGE, Iowa—19.3 KQTV† (N)	†18,821
FORT LAUDERDALE, Fla.—(See Miami, Fla.)	
FT. MEYERS, Fla.—58.9 WINK-TV (A,C)	20,394
FT. SMITH, Ark.—68.4 KFSA-TV† (A,C,N)	†32,219
FT. WAYNE, Ind.—50.5 WIN-TV† (A,C); WKJG-TV† (N)	†122,701
FT. WORTH-DALLAS, Tex.—71.1 KFJZ-TV; WBAP-TV (A,N); KRLD-TV (C); WFAA-TV (A,N)	503,316
FRESNO-TULARE, Cal.—75.6 KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (N); KVVG†	192,598 †148,936
GALVESTON-HOUSTON, Tex.—71.0 KGUL-TV (C); KPRC-TV*** (N); KTRK-TV (A) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	429,134
GRAND FORKS, N. D. KNOX-TV (N)	††
GRAND JUNCTION, Colo. KREX-TV (A,C,N)	††
GRAND RAPIDS, Mich.—88.8 WOOD-TV (A,N)	425,122
GREAT BEND, Kan.—62.6 KCKT-TV (N)	67,452
GREAT FALLS, Mont.—34.9 KFBB-TV (A,C,N)	23,647
GREEN BAY, Wis.—78.5 WBAY-TV (C); WFRV-TV (A)	204,533
GREENSBORO, N.C.—68.5 WFMY-TV (A,C)	308,725
GREENVILLE-WASHINGTON, N.C.—58.3 WNCT (A,C); WITN (N)	139,900
GREENVILLE-SPARTANBURG, S.C.—62.2 WFBC-TV (N); WSPA-TV (C)	270,698
HANNIBAL, Mo.-QUINCY, Ill.—78.1 KHQA-TV (C); WGEN-TV (A,N)	149,176
HARLINGEN-WESLACO, Tex.—52.0 KGBT-TV (A,C); KRGV-TV (N)	56,073
HARRISBURG, Ill.—44.2 WSIL-TV† (A)	†28,778
HARRISBURG, Pa.—73.3 WCMB-TV†; WHP-TV† (C); WTPA† (A,N)	†186,790
HARRISONBURG, Va.—57.2 WSVA-TV (A,C,N)	88,124
HARTFORD-NEW BRITAIN, Conn.—55.2 WGTH-TV† (A,C); WKNB-TV† (N)	†275,029
HASTINGS, Neb.—65.4 KHAS-TV (N)	78,100
HATTIESBURG, Miss.—49.5 WDAM-TV (A,N)	56,106
HENDERSON, Ky.-EVANSVILLE, Ind.—59.2 WEHT† (C); WFIE-TV† (A,N)	†100,176
HENDERSON-LAS VEGAS, Nev.—60.7 KLKJ-TV (A,N); KLAS-TV (C); KSHO-TV	18,393
HONOLULU, T.H.—69.8 KGMB-TV (C); KONA (N); KULA-TV (A) (KGMB-TV operates satellites KHBC-TV, Hilo and KMAU, Wailuku. KONA-TV operates satellite KMVI-TV, Wailuku)	**94,563

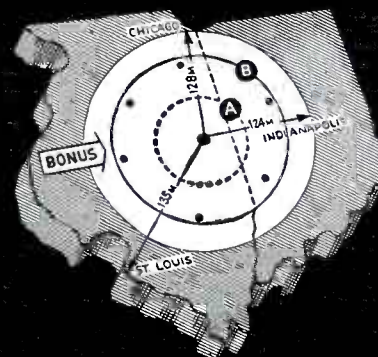


46th TV MARKET

Television Magazine, March 1956



- for • BLOOMINGTON
• CHAMPAIGN-URBANA
• DANVILLE
• DECATUR
• SPRINGFIELD



1,700,800 People
in A and B Contour
THE FIRST . . . AND ONLY VHF
COVERING THIS GREAT
MARKET

1000 ft. ANTENNA 100,000 WATTS

In the WCIA area is the largest
farm income covered by any station
on maximum power. Here's No. 1
U. S. FARM MARKET! Supporting
data on request.

GEO. P. HOLLINGBERY,
Representative

STUDIOS | TRANSMITTER
CHAMPAIGN | SEYMOUR

Famous on the local scene.

STORER BROADCASTING COMPANY



WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WBRC-TV
Birmingham, Ala.

KPTV
Portland, Ore.

WGBS-TV
Miami, Fla.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WBRC
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

et known throughout the nation.

Thomas Jefferson's great pride was in being known as
"father of the University of Virginia." Yet today he is revered
as a distinguished President of the United States.

er Stations too, are proud of their local leadership,
but with it they find prominence on the national scene.

A Storer station is a local station.

3 OFFICES

TOM HARKER—vice-president and national sales director

BOB WOOD—national sales manager

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

} 118 East 57th Street, New York 22 • Murray Hill 8-8630

Market—% Penetration	Sets	Market—% Penetration	Sets	Market—% Penetration	Sets
HOUSTON-GALVESTON, Tex.—71.0 KPRC-TV*** (N); KTRK-TV (A); KGUL-TV (C) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	429,134	LAKE CHARLES, La.—61.5 KPLC-TV (A,N); KTAG-TV† (C)	77,661 †49,004	MEDFORD, Ore.—39.7 KBES-TV (A,C,N)	33,401
HUNTINGTON-CHARLESTON, W. Va.—67.2 WHTN-TV (A); WSAZ-TV (N); WCHS-TV (C)	360,203	LANCASTER, Pa.—86.8 WGAL-TV (C,N)	597,471	MEMPHIS, Tenn.—58.5 WHBQ-TV (A); WMCT (A,N); WREC-TV (C)	348,695
HUTCHINSON-WICHITA, Kan.—64.9 KT VH (C); KAKE-TV (A); KARD-TV;	216,485	LANSING, Mich.—89.7 WJIM-TV (A,C,N); WTOM-TV†	334,935 †57,609	MERIDIAN, Miss.—42.1 WTOK-TV (A,C,N)	82,414
IDAHO FALLS, Ida.—63.9 KID-TV (A,C,N)	36,984	LAREDO, Tex. KHAD-TV (A,C,N)	††	MIAMI-FT. LAUDERDALE, Fla.—79.9 WCKT (N); WGBS-TV†; WITV† (A) WTVJ (C)	311,339 †182,445
INDIANAPOLIS, Ind.—85.1 WFBN-TV (A,N); WISH-TV (C) (See also Bloomington, Ind.)	596,435	LAS VEGAS-HENDERSON, Nev.—60.7 KLAS-TV (C); KSHO-TV; KLRJ-TV (A,N)	18,393	MIDLAND-ODESSA, Tex.—55.9 KMID-TV (A,N); KOSA-TV (C)	50,223
JACKSON, Miss.—41.8 WJTV (A,C); WLBT (N)	126,534	LAWTON, Okla.—63.9 KSWO-TV (A)	46,262	MILWAUKEE, Wis.—86.5 WISN-TV (A); WITI-TV; WTMJ-TV (N); WXIX† (C)	603,884 †240,346
JACKSON, Tenn.—52.1 WDXI-TV (C)	79,626	LEXINGTON, Ky.—29.2 WLEX-TV† (A,N)	†36,604	MINNEAPOLIS-ST. PAUL, Minn.—79.9 KEYD-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	610,634
JACKSONVILLE, Fla.—57.8 WJHP-TV† (A,N); WMBR-TV (A,C)	239,866 †59,076	LIMA, Ohio—69.2 WIMA-TV† (A,C,N)	†64,711	MINOT, N.D.—47.9 KCBJ-TV (A,C,N)	16,723
JEFFERSON CITY-COLUMBIA, Mo.—64.1 KRCG-TV (C); KOMU-TV (A,N)	86,717	LINCOLN, Neb.—75.9 KOLN-TV (A,C)	150,523	MISSOULA, Mont.—33.0 KGVO-TV (A,C)	15,803
JOHNSON CITY, Tenn.—47.0 WJHL-TV (A,C,N)	134,880	LITTLE ROCK-PINE BLUFF, Ark.—55.5 KARK-TV (N); KTHV (C); KATV (A,C)	142,796	MOBILE, Ala.—61.7 WALA-TV (A,C,N); WKRG-TV (C)	147,355
JOHNSTOWN, Pa.—84.4 WARD-TV† (A,C); WJAC-TV (A,C,N) (Circulation shown does not include Pittsburgh, Pa. where station has sizable share of audience.)	510,667 ††	LOS ANGELES, Cal.—84.7 KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV	1,902,018	MONROE, La.—50.7 KNOE-TV (A,C,N)	103,873
JOPLIN, Mo.—62.3 KSWM-TV (C)	95,042	LOUISVILLE, Ky.—66.7 WAVE-TV (A,N); WHAS-TV (C)	450,748	MONTGOMERY, Ala.—52.3 WCOV-TV† (A,C,N); WWSA-TV (A,N)	102,169 †71,723
JUNEAU, Alaska KINY-TV (C)	††	LUBBOCK, Tex.—57.0 KCBD-TV (A,N); KDUB-TV (C)	94,614	MUNCIE, Ind.—71.6 WLBC-TV† (A,C,N)	†97,246
KALAMAZOO, Mich.—89.1 WKZO-TV (A,C)	503,615	LUFKIN, Tex.—48.0 KTRE-TV (N) (Optional satellite of KPRC-TV, Houston, Tex.)	36,832	MUSKOGEE, Okla.—72.4 KTVX (A) (Includes Tulsa, Okla.)	203,063
KANSAS CITY, Mo.—82.1 KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	477,455	LYNCHBURG, Va.—67.2 WLVA-TV (A,C)	181,489	NASHVILLE, Tenn.—52.4 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	281,967
KEARNEY, Neb.—54.2 KHOL-TV (A,C,N) (Operates satellite KHPL-TV, Hayes Center, Neb.)	**72,789	MACON, Ga.—58.5 WMAZ-TV (A,C)	90,505	NEW BRITAIN-HARTFORD, Conn.—55.2 WKNB-TV† (N); WGTH-TV† (A,C)	†275,029
KNOXVILLE, Tenn.—49.6 WATE-TV (A,N); WTVK-TV† (A,C)	171,877 †74,595	MADISON, Wis. WISC-TV (C); WKOW-TV†; WMTV† (A,N)	†† †106,970	NEW HAVEN, Conn.—87.3 WNHC-TV (A,C,N)	831,461
LA CROSSE, Wis.—58.7 WKBT (A,C,N)	95,456	MANCHESTER, N.H.—89.0 WMUR-TV (A) (Circulation shown does not include Boston, Mass. where station has sizable share of audience.)	719,892	NEW ORLEANS, La.—74.3 WDSU-TV (A,C,N); WJMR-TV† (A,C)	330,003 †125,731
LAFAYETTE, Ind.—72.4 WFAM-TV† (C)	†53,480	MARINETTE, Wis.—78.7 WMBV-TV (A,N)	139,692	NEW YORK, N.Y.—89.1 WABC-TV (A); WABD; WATV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	4,482,415
LAFAYETTE, La.—47.6 KLFY-TV (C)	61,419	MARQUETTE, Mich. WDMJ-TV (C)	††	NORFOLK, Va.—74.9 WTAR-TV (A,C); WTOV-TV†; WVEC-TV† (N)	270,442 †150,907
		MASON CITY, Iowa—71.6 KGLO-TV (C)	104,832		
		MAYAGUEZ, P. R. WORA-TV (C)	††		

IMPORTANT

Please make the following changes on pages 70, 74, and 75 of your copy of the Market Book:

"TELEVISION MARKET" FIGURES SHOULD BE:

Page	Market	Families	Population	Effective Buying Income
70	Danville, Ill.	165,600	537,200	\$ 895,380,000
74	Hartford-New Britain, Conn.	498,200	1,707,200	3,363,007,000
74	Jacksonville, Fla.	415,200	1,534,600	1,733,364,000
75	New Britain-Hartford, Conn.	498,200	1,707,200	3,363,007,000

This new data is based on re-evaluations made by TELEVISION MAGAZINE's Research Department too late for inclusion in this issue's "Television Markets vs. Standard Markets" section.

THE QUAD-CITIES'

WHBF-TV STATION FACTS

WHBF-TV on the air since July, 1950, has the facilities, experience and talent to meet your requirements.

WHBF-TV is the basic CBS affiliate for the Quad-Cities. Also ABC affiliate.

WHBF-TV, channel 4, operates on 100,000 KW which covers 25,500 sq. miles of heavily populated industrial and farming area.

WHBF-TV telecasts the highest rated network and local programs according to most recent surveys.

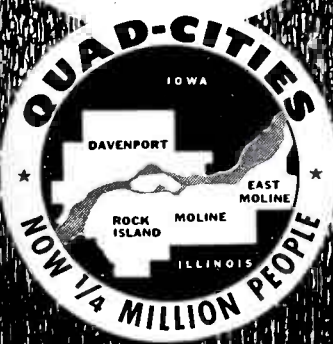
WHBF-TV is credited with 62% of the total night time audience and 64% of the day time audience according to recent surveys.

WHBF-TV covers the heart of the world's richest farm market. Thirteen of the nation's top 200 counties in Gross Cash Farm Income are in the WHBF-TV coverage area.

WHBF-TV is located in Rock Island County, which ranks 16th in the nation in the manufacture of machinery. The Quad-Cities has over 300 diversified industrial plants . . . and is also The Farm Equipment Manufacturing Center of the World.

WHBF-TV is represented by Avery-Knodel, Inc. Call them for latest market data and availabilities.

CBS FOR THE



WHBF AM
TV
ROCK ISLAND, ILL.

REPRESENTED BY AVERY-KNODEL

Market—% Penetration	Sets
OAK HILL, W. Va. WOAY-TV (A)	††
ODESSA-MIDLAND, Tex.—55.9 KOSA-TV (C); KMID-TV (A,N)	50,223
OKLAHOMA CITY, Okla.—72.1 KWTW (A,C); WKY-TV (A,N)	272,989
OMAHA, Neb.—86.0 KMTV (A,N); WOW-TV (C)	292,107
ORLANDO, Fla.—55.2 WDBO-TV (A,C,N)	117,033
OTTUMWA, Iowa—61.7 KTVO (C)	113,498
PANAMA CITY, Fla.—49.3 WJDM-TV (A,C,N)	19,584
PARKERSBURG, W. Va.—39.9 WTAP-TV† (A,C,N)	†36,161
PENSACOLA, Fla.—65.2 WEAR-TV (A,C)	109,748
PEORIA, Ill.—79.3 WEEK-TV† (N); WTVH-TV† (A,C)	†175,516
PETERSBURG, Va.—70.5 WXEX-TV (N) (Includes Richmond, Va.)	196,742
PHILADELPHIA, Pa.—89.6 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N)	1,786,769
PHOENIX-MESA, Ariz.—68.1 KOOL-TV (C); KPHO-TV; KTVK (A); KVAR (N)	126,870
PINE BLUFF-LITTLE ROCK, Ark.—55.5 KATV (A,C); KARK-TV (N); KTHV (C)	142,796
PITTSBURG, Kan.—63.5 KOAM-TV (A,N)	120,318
PITTSBURGH, Pa.—87.8 KDKA-TV (A,C,N); WENS† (A,C,N)	1,044,431 †317,507
PLATTSBURGH, N.Y.—80.2 WPTZ (A,N)	*99,245
POLAND SPRING, Me.—82.0 (Mt. Washington, N. H.) WMTW (A,C)	*229,392
PORTLAND, Me.—86.4 WCSH-TV (N); WGAN-TV (C)	179,755
PORTLAND, Ore.—63.0 KLOK-TV (A); KOIN-TV (C); KPTV† (N)	††304,904
PROVIDENCE, R.I.—88.8 WJAR-TV (A,N); WPRO-TV (C)	737,183
PUEBLO-COLORADO SPRINGS, Colo.—51.5 KCSJ-TV (N); KKTV (A, C); KRDO-TV (N)	52,228
QUINCY, Ill.-HANNIBAL, Mo.—78.1 WGEM-TV (A,N); KHQA-TV (C)	149,176
RALEIGH, N.C.—53.6 WNAO-TV† (A,C)	†106,566
RAPID CITY, S. D. KOTA-TV	††
READING, Pa.—46.2 WHUM-TV† (A,C)	†174,001
RENO, Nev.—73.1 KOLO-TV (A,C,N)	20,167
RICHMOND, Va.—70.5 WRVA-TV; WTVR (A,C); WXEX-TV (Petersburg, Va.) (N)	196,742
ROANOKE, Va.—61.6 WDBJ-TV (C); WSLS-TV (A,N)	244,222
ROCHESTER, Minn.—71.4 KROC-TV (A,N)	94,961
ROCHESTER, N.Y.—89.7 WHAM-TV (A,N); WHEC-TV (A,C); WVET-TV (A,C)	*292,110
ROCKFORD, Ill.—81.9 WREX-TV (A,C); WTVO† (N)	233,041 †131,435
ROCK ISLAND, Ill.-DAVENPORT, Iowa—83.0 WHBF-TV (A,C); WOC-TV (N)	280,731
ROME, Ga.—67.8 WROM-TV	117,316

WHTN-TV

CHANNEL 13

**IT'S A SELLER'S MARKET,
but we can give you
the BIGGEST BUY yet!**

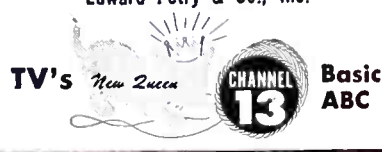
TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JACKSON 5-7661, or our representatives: Edward Petry & Co., Inc.



IS THIS YOUR MARKET BOOK?

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

Extra copies of the Market Book are available — now. Price: \$3.00 each.

Write or phone TELEVISION MAGAZINE, 600 Madison Ave., New York 22, N.Y., PL 3-9944.

HIGHER RATINGS

Feb. 1956 Shreveport ARB Area Survey

LEADING in 22½ morning quarter hours.

LEADING in 45½ afternoon quarter hours.

LEADING in 51 nighttime quarter hours.

GREATER COVERAGE

KTBS-TV Channel 3, Shreveport, Louisiana, covers 44 counties in Louisiana, east Texas and south Arkansas. Population 1,351,700; set count 249,895.

MORE VIEWERS PER DOLLAR

55% of the viewing audience from sign-on time to 12 noon.

82% of the weekday afternoon audience.

72% of the nighttime NBC audience in the Shreveport area.

MAXIMUM POWER

KTBS-TV
CHANNEL
3
SHREVEPORT
LOUISIANA

Represented by

Edward Petry & Co., Inc.

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

Market—% Penetration	Sets
ROSWELL, N.M.—42.6 KSWV-TV (A,C,N)	27,333
SACRAMENTO, Cal. KBET-TV (C); KCCC-TV† (A); KCRA-TV (N)	310,471 †153,290
SAGINAW-BAY CITY, Mich.—84.3 WKNX-TV† (A,C); WNEM-TV (A,N)	252,896 †76,902
ST. JOSEPH, Mo.—75.7 KFEQ-TV (C)	122,435
ST. LOUIS, Mo.—82.0 KSD-TV (N); KTV† (A,C); KWK-TV (C)	754,406 †299,499
ST. PETERSBURG-TAMPA, Fla.—62.1 WSUN-TV† (A); WFLA-TV (N); WTVT (C);	207,853 †149,654
SALINAS-MONTEREY, Cal.—72.7 KSBW-TV (A,C,N) (Figures are based on market's status as of Aug. 1 and do not take into account station's new trans- mitter location, effective August 13.)	90,919
SALISBURY, Md.—80.6 WBOC-TV† (A,C)	†54,264
SALT LAKE CITY, Utah—78.3 KSL-TV (C); KTVT (N); KUTV (A)	174,630
SAN ANGELO, Tex.—48.9 KTXL-TV (A,C,N)	19,166
SAN ANTONIO, Tex.—65.8 KCOR-TV†; KENS-TV (A,C); WOAI-TV (A,N)	200,025 ††
SAN DIEGO, Cal.-TIJUANA, Mex.—81.5 KFMB-TV (A,C); KFSD-TV (N); XETV (A)	273,111
SAN FRANCISCO, Cal.—79.3 KGO-TV (A); KPIX (C); KRON-TV (N); KSNB-TV† (Circulation shown does not include Sacramento, Cal. where stations have sizable share of audi- ence.) (See Stockton, Cal.)	1,000,628 †202,127
SAN JOSE, Cal.—73.3 KNTV	213,264
SAN JUAN, P. R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Cal. KVEC-TV (A,C)	††
SANTA BARBARA, Cal.—75.6 KEY-T (A,C,N) (Includes 31,376 TV homes in western portion of Los Angeles county.)	110,724
SAVANNAH, Ga.—60.0 WSAV-TV (N); WTOG-TV (A,C)	74,405
SCHENECTADY-ALBANY-TROY, N.Y.—85.5 WRGB (N); WCDA-TV†††(C); WTRI (A) **†183,173 (WCDA-TV operates satellite WCDB-TV, Hagaman, N. Y.)	439,014 **†183,173
SCRANTON-WILKES-BARRE, Pa.—75.4 WARM-TV† (A); WGBI-TV† (C); WBRE-TV† (N); WILK-TV† (A)	†224,692
SEATTLE-TACOMA, Wash.—77.0 KING-TV (A); KOMO-TV (N); KTNT-TV (C); KTVW	413,103
SEDALIA, Mo.—63.2 KDRO-TV	37,600
SHREVEPORT, La.—56.4 KSLA (A,C); KTBS-TV (A,N)	163,799
SIoux CITY, Iowa—80.8 KTIV (A,N); KVTV (A,C)	154,111
SIoux FALLS, S.D.—60.4 KELO-TV (A,C,N) (Operates satellite KDLO-TV, Florence, S. D.)	**135,742
SOUTH BEND-ELKHART, Ind.—63.0 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†168,368
SPARTANBURG-GREENVILLE, S.C.—62.3 WSPA-TV (C); WFBC-TV (N)	270,698
SPOKANE, Wash.—57.9 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	152,552
SPRINGFIELD, Ill.—46.7 WICS† (A,N)	†69,593

Market—% Penetration	Sets
SPRINGFIELD-HOLYOKE, Mass.—85.1 WHYN-TV† (C); WWLP† (A,N)	186,961
SPRINGFIELD, Mo.—59.2 KTTS-TV (C); KYTV (A,N)	105,590
STEBENVILLE, Ohio—82.2 WSTV-TV (A,C) (Circulation shown does not include Pittsburgh, Pa.,—Allegheny county, 410,580 sets—where sta- tion has sizable share of audience.)	350,705
STOCKTON, Cal.—78.7 KQVR (Circulation shown includes Sacramento and San Francisco counties, Cal.) (See San Francisco, Cal.)	1,131,891
SUPERIOR, Wis.-DULUTH, Minn.—66.1 WDSM-TV (C,N); KDAL-TV (A,C)	103,771
SWEETWATER-ABILENE, Tex.—60.4 KPAR-TV (C); KRBC-TV (N)	52,793
SYRACUSE, N.Y.—87.7 WHEN-TV (A,C); WSYR-TV (N)	*352,885
TACOMA-SEATTLE, Wash.—77.0 KING-TV (A); KOMO-TV (N); KTNT-TV (C); KTVW	413,103
TALLAHASSEE, Fla.—(See Thomasville, Ga.)	
TAMPA-ST. PETERSBURG, Fla.—62.1 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	207,853 †149,654
TEMPLE-WACO, Tex.—61.4 KCNV-TV (N); KWTX-TV (A)	109,576
TERRE HAUTE, Ind.—78.1 WTHI-TV (A,C)	175,626
TEXARKANA, Tex.—55.1 KCMC-TV (A,C)	141,710
THOMASVILLE, Ga.-TALLAHASSEE, Fla.—49.3 WCTV (C,N)	83,026
TOLEDO, Ohio—87.5 WSPD-TV (A,C,N)	359,913
TOPEKA, Kan.—71.3 WIBW-TV (A,C)	130,051
TRAVERSE CITY, Mich.—55.4 WPBN-TV (N)	31,482
TUCSON, Ariz.—52.5 KDWI-TV; KOPO-TV (C); KVOA-TV (A,N)	42,735
TULARE-FRESNO, Cal.—75.6 KVVG†; KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (N)	192,598 †148,936
TULSA, Okla.—68.6 KOTV (C); KVOO-TV (N); KTVX (Muskogee, Okla.) (A)	276,379
TWIN FALLS, Ida. KLIX-TV (A,C)	††
TYLER, Tex.—50.9 KLTV (A,C,N)	70,834
UTICA-ROME, N.Y.—87.7 WKTU (A,C,N)	156,224
VALLEY CITY, N.D.—52.2 KXJB-TV (C) (See also Fargo, N. D.)	101,879
WACO-TEMPLE, Tex.—61.4 KWTX-TV (A); KCEN-TV (N)	109,576
WASHINGTON, D.C.—79.3 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	599,733
WASHINGTON-GREENVILLE, N.C.—58.3 WITN (N); WNCT (A,C)	139,900
WATERBURY, Conn.—59.1 WATR-TV† (A)	†106,279
WATERLOO, Iowa—77.5 KWLW-TV (N)	197,177
WAUSAU, Wis.—61.1 WSAU-TV (A,C,N)	69,029
WESLACO-HARLINGEN, Tex.—52.0 KRGV-TV (N); KGBT-TV (A,C)	56,073
WEST PALM BEACH, Fla.—72.6 WEAT-TV (A,C); WJNO-TV (C,N)	93,682

REACH!



Reach **50% MORE**

viewers in this

1/2-Billion-Dollar-Plus*

WICHITA FALLS, TEX.

25-County Trade Area

TELEPULSE Area Report

MAR.-APR.-1956

shows...

KFDX-TV Channel 3

... has 50% greater average audience than Station B ... KFDX-TV leads decisively MORNING, AFTER-NOON, and EVENING.

* 25-county retail sales: \$542,579,000 (Source: Sales Management, May 10, 1956).

NBC-ABC-100 KW

Rep.: Paul H. Raymer Company

Market—% Penetration	Sets
WHEELING, W. Va.—80.1 WTRF-TV (A,N)	294,875
WICHITA-HUTCHINSON, Kan.—64.9 KAKE-TV (A); KARD-TV (N); KTVH (C)	216,485
WICHITA FALLS, Tex.—62.9 KFDX-TV (A,N); KSYD-TV (C)	85,365
WILKES-BARRE-SCRANTON, Pa.—75.4 WBRE-TV† (N); WILK-TV† (A); WARM-TV† (A); WGBI-TV† (C)	†224,692
WILMINGTON, Del.—88.6 WPFH (N) (Circulation shown does not include Philadelphia, Pa., where station has sizable share of audience.)	244,708
WILMINGTON, N.C.—41.0 WMFD-TV (A,N)	72,203
WINSTON-SALEM, N.C.—66.6 WSJS-TV (N); WTOB-TV† (A)	317,133 †79,505
YAKIMA, Wash.—52.6 KIMA-TV† (A,C,N) (Operates satellites KLEW-TV, Lewiston, Ida. and KEPR-TV, Pasco, Wash.)	**†71,459
YORK, Pa.—76.5 WNOV-TV†; WSBA-TV† (A)	†96,885
YOUNGSTOWN, Ohio—65.0 WFMJ-TV† (N); WKBN-TV† (A,C)	†178,706
YUMA, Ariz.—57.5 KIVA-TV (A,C,N)	17,412
ZANESVILLE, Ohio—62.6 WHIZ-TV† (A,C,N)	†48,861

• Unadjusted for new data pending further study.

† U.H.F.

†† Incomplete data.

††† V.H.F.-U.H.F.

* U.S. coverage only.

** Includes circulation of satellite.

*** Does not include circulation of satellite.

OFF THE AIR IN JUNE: 1

Market	Station	Channel
Ashtabula, Ohio	WICA-TV	(15)

OPENED IN JUNE: 6

Market	Station	Channel
Albany-Schenectady-Troy, N.Y.	WTRI	(35)
Columbus, Miss.	WCBI-TV	(4)
Daytona Beach, Fla.	WESH-TV	(2)
Hattiesburg, Miss.	WDAM-TV	(9)
Madison, Wis.	WISC-TV	(3)
Tucson, Arizona	KDWI-TV	(9)

OFF THE AIR IN JULY: 2

Market	Station	Channel
Beaumont, Tex.	KBMT	(31)
Poughkeepsie-Kingston, N.Y.	WKNY-TV	(66)

OPENED IN JULY: 2

Market	Station	Channel
Agana, Guam	KUAM-TV	(8)
Miami-Ft. Lauderdale, Fla.	WCKT	(7)

DUE TO OPEN IN AUGUST: 6

Market	Station	Channel
Ardmore, Okla.	KVSO-TV	(12)
Carlsbad, N.M.	KAVE-TV	(11)
El Paso, Tex.-Juarez, Mex.	KILT-TV	(13)
Klamath Falls, Ore.	KFJI-TV	(2)
Knoxville, Tenn.	WBIR-TV	(10)
Redding, Cal.	KVIP	(7)

TULSA • 43rd TV MARKET

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TULSA • 43rd TV MARKET

Tulsa is
now the **43rd**
television market

* CBS REPORT TO FCC, DEC. 1955

of 100 Largest Television Markets

Higher than Omaha, Denver,
Oklahoma City, San Diego

KOTV
Completely
Dominates the
43rd television market!

• More top rated leader hours from Sept. 1954 to Sept. 1955 than stations B and C combined

• More than twice the number of the most popular quarter-hours from 6:00 to 10:00 p.m. than stations B and C combined

SOURCE: ABB, JUNE 1956

KOTV
Channel 6
TULSA

Represented by
Edward Petry & Co., Inc.

BMI

New, Timely Election-Year Continuities

PRESIDENTIAL PACKAGE

An assortment of four half-hour TV program scripts containing many of the highlights of past presidential elections.

"Famous Campaign Songs"
(One half-hour TV Script)

Historically accurate accounts of the songs that influenced elections... for visual effect—a collection of the original sheet music.

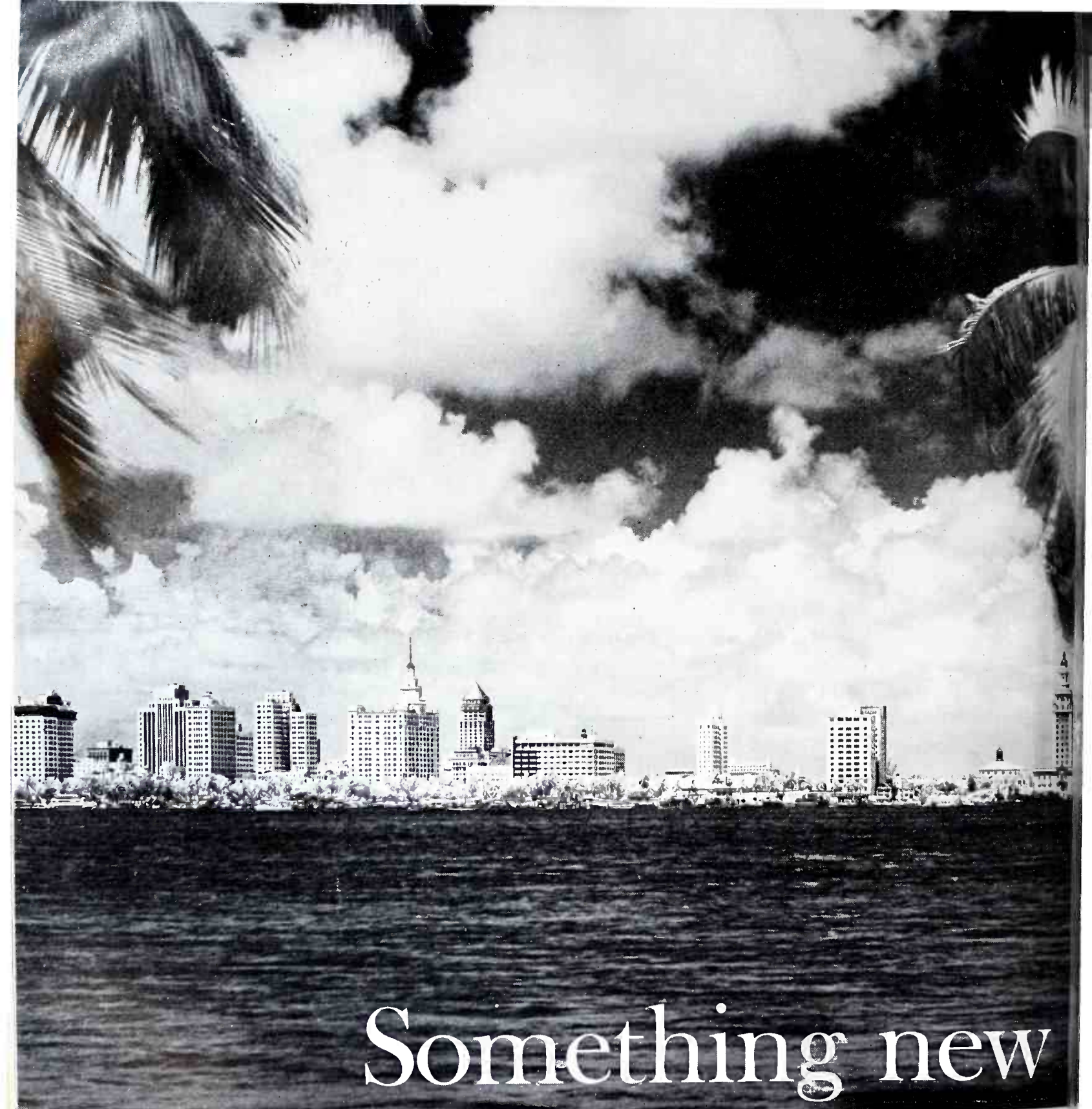
"Cavalcade of Presidents"
(One half-hour TV Script)

Intimate glimpses into the lives of our presidents... for visual effect—a collection of photographs, both formal and candid.

BMI's "Presidential Package" is available to all stations without charge—as a station and public service.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL



Something new under the Florida sun!

Miami, the 25th largest market in the nation, is now served by a great, new VHF television station . . . WCKT, Channel 7.

WCKT · CHANNEL 7
MIAMI



BASIC TELEVISION AFFILIATE

SOLD BY



SPOT SALES

County-
by-county
circulation...
market data
for
248 markets



TELEVISION MARKETS

TELEVISION MAGAZINE's Market Book is the only independent source for circulation, population, families and income data correlated with the coverage area of every TV market, county by county. These are the tools essential for evaluating TV advertising in terms of specific market coverage, enabling the advertiser to relate his use of TV to distribution and sales patterns.

Reported for each market are the total number of TV homes which can be reached via that market as of August 1. These are the only data published anywhere which update ARF-Census figures, county by county, on a current basis.

If a county is covered from more than one market, its sets and population, etc., are credited to each market reaching it. County coverage is that of the most powerful station in each market. In mixed markets, the coverage is that of the most powerful VHF outlet. For a full explanation, see "How Coverage Is Defined," page 38.

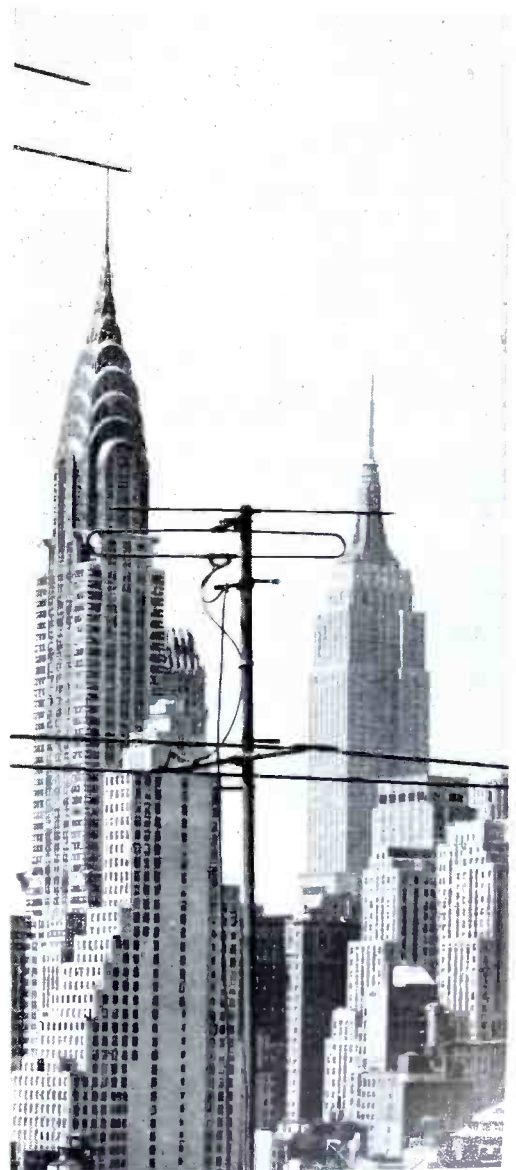
In many areas, individual markets have been combined in a dual-market listing wherever there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.

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

Penetration has been kept to a theoretical ceiling of 90% for all markets.

All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF. "DI" indicates that data is incomplete, pending further study.

Population, families and Effective Buying Income are from *Sales Management's* "Survey of Buying Power," as of January, 1956. TV circulation was computed by TELEVISION MAGAZINE. This data may not be reproduced without permission.



	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		
ABILENE-SWEETWATER, TEXAS																
Texas:																
Brown	4,884	29.1	9.1	\$ 36,345		Mitchell	1,858	22.0	5.3	17,307		La Salle	2,048	13.7	3.8	13
Callahan	1,610	8.1	2.4	8,704		Pulaski (50%)	640	4.0	1.1	3,394		Natchitoches	3,322	37.6	9.5	29
Coke (50%)	173	2.1	.6	3,166		Quitman	172	2.9	.8	1,827		Point Coupee (50%)	1,347	10.6	2.7	8
Coleman	2,720	12.4	3.9	13,937		Randolph	1,426	12.2	3.0	9,686		Rapides	22,211	106.0	28.6	115
Eastland	3,467	21.0	6.9	26,637		Seminole	1,152	7.7	1.9	6,361		St. Landry	9,355	84.9	20.3	65
Fisher	1,218	9.5	2.6	11,788		Stewart	728	8.5	2.1	5,778		Vernon	2,075	21.0	6.0	16
Haskell	1,953	12.9	3.6	17,152		Terrell	2,261	12.9	3.1	10,060		Winn	2,359	16.1	4.4	14
Jones	4,284	21.0	6.4	29,458		Tift	2,609	24.8	6.4	23,717		Mississippi:				
Mitchell	1,956	14.6	4.1	21,580		Turner	875	10.4	2.5	8,691		Adams	2,964	34.4	9.6	42
Nolan	4,666	20.0	6.0	31,669		Webster	217	4.2	.8	2,349		Total	62,997	451.7	119.0	\$ 409
Runnels	2,800	15.6	4.5	22,165		Wilcox	1,437	8.8	2.3	6,334		ALTOONA, PENNSYLVANIA				
Scurry	4,121	34.2	10.0	57,961		Worth	1,784	18.2	4.3	13,331		Maryland:				
Shackelford	668	4.2	1.1	5,993		Total	45,760	419.6	105.9	\$ 365,985		Allegheny	14,796	94.1	27.0	\$ 108
Stephens	971	10.8	3.4	16,208		ALBANY-SCHENECTADY-TROY, NEW YORK				Pennsylvania:						
Stonewall	467	3.5	.9	5,757		Massachusetts:					Adams (33%)	3,840	15.2	4.2	19	
Taylor	16,507	73.8	21.5	118,850		Berkshire	37,440	138.6	41.6	\$ 223,229		Armstrong	20,970	81.9	23.3	112
Throckmorton (50%)	328	1.7	.4	2,409		Franklin	13,886	55.5	17.4	82,016		Bedford	9,990	40.0	11.1	41
Total	52,793	294.5	87.4	\$ 429,779		Hampshire	20,690	94.6	24.9	145,975		Blair	36,360	137.7	40.0	190
ADA, OKLAHOMA																
Oklahoma:																
Atoka	1,148	12.5	3.3	\$ 9,007		New Hampshire:					Cambria	51,210	213.2	56.9	282	
Bryan	2,609	25.3	7.4	21,620		Cheshire	7,742	40.8	12.2	55,511		Cameron	267	7.0	1.9	11
Carter	6,688	42.0	13.1	53,193		Sullivan	7,135	28.0	8.5	39,298		Centre	15,390	68.2	17.1	98
Choctaw	951	15.4	4.2	12,049		New York:				Clarion	8,810	37.8	10.5	48		
Cleveland	8,042	43.0	10.8	55,571		Albany	72,000	252.2	80.0	434,230		Clearfield	20,970	82.8	23.3	99
Coal	1,335	6.6	1.6	4,469		Columbia	12,510	44.9	13.9	61,023		Clinton	7,525	37.2	10.6	50
Creek (50%)	5,146	20.8	6.3	23,363		Delaware	11,459	46.0	13.8	58,579		Cumberland (50%)	14,815	52.6	15.4	87
Garvin	5,909	32.3	9.3	34,257		Dutchess (50%)	16,740	70.3	18.6	105,905		Elk	5,073	35.0	9.6	49
Hughes	2,807	16.6	4.8	15,298		Fulton	14,977	52.7	17.5	76,627		Franklin	18,884	79.3	22.6	104
Johnston	1,394	9.6	2.5	6,867		Greene	7,978	29.1	8.9	32,868		Fulton	2,032	10.3	2.8	9
Lincoln	3,763	19.8	6.0	19,078		Hamilton (50%)	585	2.1	.7	2,438		Huntingdon	9,974	40.3	11.2	45
McClain	2,655	15.7	4.5	14,777		Herkimer (50%)	8,685	31.2	9.7	43,664		Indiana	16,116	75.5	20.8	93
McIntosh	2,326	14.2	3.7	9,264		Montgomery	16,353	60.8	19.0	101,786		Jefferson	11,596	47.6	13.9	51
Marshall	1,487	6.7	2.0	7,475		Otsego (25%)	3,550	13.4	4.2	18,382		Juniata	2,495	11.9	4.3	16
Murray	2,704	9.9	3.0	11,196		Rensselaer	38,160	139.5	42.4	219,559		Lycoming	18,514	104.5	3.6	155
Okfuskee	2,480	14.7	4.0	12,088		Saratoga	20,954	81.0	24.3	117,736		Mifflin	9,919	43.6	12.5	56
Okmulgee	8,488	39.6	11.8	43,466		Schenectady	44,550	156.0	49.5	295,952		Perry	6,480	25.4	7.2	37
Pittsburg	5,810	36.2	10.3	32,763		Schoharie	6,381	24.0	7.2	31,752		Potter (25%)	659	4.0	1.2	4
Pontotoc	6,161	30.4	9.1	36,187		Ulster	27,180	96.4	30.2	133,386		Snyder	4,505	23.7	6.3	25
Pottawatomie	7,783	45.1	13.5	49,300		Warren	12,107	40.9	12.7	56,632		Somerset	17,006	80.8	22.3	90
Seminole	6,561	42.1	11.8	46,428		Washington	11,430	47.2	13.7	56,574		Union	3,841	24.6	6.0	29
Texas:																
Lamar (50%)	1,126	42.5	12.8	40,855		Vermont:					Westmoreland (50%)	40,645	160.6	45.2	200	
Total	87,373	541.0	155.8	\$ 558,571		Bennington	5,086	24.7	7.5	34,649		West Virginia:				
AKRON, OHIO																
Ohio:																
Medina	UHF	45.3	13.7	\$ 74,925		Rutland	9,216	45.1	13.0	56,213		Berkeley	6,274	29.1	8.2	37
Portage	DI	72.3	20.1	118,207		Washington (33%)	3,311	14.2	3.9	19,447		Morgan	934	7.8	2.3	9
Summit	on county	459.4	137.8	858,028		Windham	2,867	28.4	8.3	38,632		Total	381,160	1,674.7	469.7	\$ 2,198,440
Wayne	basis	64.3	18.1	97,416		Windsor	6,042	41.9	12.4	58,875		AMARILLO, TEXAS				
Total	175,722	641.3	189.7	\$ 1,148,576		Total	439,014	1,699.5	516.0	\$ 2,600,938		New Mexico:				
ALBANY, GEORGIA																
Georgia:																
Baker	206	5.4	1.1	\$ 3,147		New Mexico:					Curry	2,694	25.9	7.8	\$ 41	
Ben Hill	1,385	14.5	3.9	12,954		Bernalillo	39,476	208.2	58.4	\$ 338,798		Quay	1,129	12.5	3.6	18
Berrien	1,115	13.1	3.1	10,447		Catron	154	2.4	.5	2,252		Texas:				
Brooks	1,490	16.6	3.8	12,322		Guadalupe	695	5.8	1.3	4,898		Armstrong	338	1.9	.6	5
Calhoun	689	8.2	2.1	6,201		Lincoln	712	7.4	1.9	8,362		Briscoe	529	3.6	.9	7
Clay	472	5.2	1.3	3,766		Los Alamos	1,468	13.4	3.6	32,788		Carson	1,187	6.5	1.8	11
Colquitt	5,428	36.2	9.2	33,910		McKinley	884	35.0	7.4	27,687		Castro	810	5.6	1.6	10
Cook	618	11.8	3.0	9,234		Mora	178	6.2	1.6	4,047		Collingsworth	928	8.2	2.2	10
Crisp	2,778	17.5	4.8	15,209		Rio Arriba	1,684	25.4	5.9	16,418		Dallas	1,849	7.8	2.4	13
Decatur	1,567	23.5	6.3	21,409		Sandoval	831	11.9	2.4	6,411		Deaf Smith	1,717	11.2	3.2	17
Dooly	1,559	12.9	3.2	8,832		San Juan	695	37.3	8.8	28,812		Donley	1,035	5.4	1.5	7
Dougherty	9,305	54.5	15.1	72,335		San Miguel	1,227	22.8	5.2	18,079		Gray	4,917	24.8	7.6	40
Early	570	16.6	4.1	12,474		Santa Fe	5,109	37.9	9.8	52,898		Hall	697	10.4	2.8	14
Grady	1,027	18.4	4.7	14,683		Socorro	939	8.9	2.2	8,025		Hansford	875	4.6	1.2	9
Irwin	724	11.0	2.4	8,283		Taos	848	14.2	3.0	8,943		Hartley	291	1.6	.5	3
Lee	737	6.0	1.4	3,739		Torrance	873	6.3	1.5	5,357		Hemphill	451	4.2	1.3	6
Marion (50%)	265	3.2	.7	1,859		Valencia	3,224	21.8	4.7	16,810		Hutchinson	9,000	35.1	10.0	48
Miller	666	8.4	2.1	6,346		Total	58,997	464.9	118.2	\$ 580,585		Moore	4,690	23.6	6.4	29
ALEXANDRIA, LOUISIANA																
Louisiana:																
Allen	3,038	19.9	5.4	\$ 19,007		ALEXANDRIA, LOUISIANA				Oldham	262	1.6	.4	1		
Avoyelles	5,411	38.7	10.5	30,312		Louisiana:					Parmer	618	6.0	1.8	8	
Caldwell	1,646	10.1	2.7	8,672		Allen	3,038	19.9	5.4	\$ 19,007		Potter	27,606	110.4	34.7	143
Catahoula	1,117	11.2	2.8	8,501		Avoyelles	5,411	38.7	10.5	30,312		Randall	4,641	22.0	6.5	24
Concordia	2,276	14.2	3.8	11,797		Caldwell	1,646	10.1	2.7	8,672		Roberts	209	.0	.3	1
Evangelina	2,928	33.3	8.9	26,671		Catahoula	1,117	11.2	2.8	8,501		Sherman	537	2.4	.7	4
ALBUQUERQUE, NEW MEXICO																
New Mexico:																
Bernalillo	39,476	208.2	58.4	\$ 338,798		Concordia	2,276	14.2	3.8	11,797		Swisher	1,301	8.7	2.4	10
Catron	154	2.4	.5	2,252		Evangelina	2,928	33.3	8.9	26,671		Wheeler	890	9.2	2.5	10
Guadalupe	695	5.8	1.3	4,898		ALBUQUERQUE, NEW MEXICO				Total	69,201	384.2	104.7	\$ 401		
Lincoln	712	7.4	1.9	8,362		New Mexico:					AMARILLO, TEXAS					
Los Alamos	1,468	13.4	3.6	32,788		Bernalillo	39,476	208.2	58.4	\$ 338,798		New Mexico:				
McKinley	884	35.0	7.4	27,687		Catron	154	2.4	.5	2,252		Curry	2,			

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)					
AMES, IOWA																			
Iowa:																			
Adair	2,708	11.5	3.8	\$ 14,909	White	692	5.8	1.4	3,431	Jackson	2,231	18.9	4.3	13,124					
Audubon (50%)	1,428	5.8	1.7	7,263	Wilkes	1,872	11.4	2.8	8,857	Lincoln	4,773	28.1	6.9	24,989					
Boone	6,536	26.6	8.1	41,027	North Carolina:														
Butler	3,885	17.2	5.3	23,007	Alexander (50%)	1,238	7.4	1.8	5,702	McDowell	4,300	27.1	6.6	26,371					
Calhoun	3,402	16.5	5.2	24,791	Avery	1,098	13.0	3.1	8,602	Macon	1,276	16.4	3.9	11,278					
Carroll	5,153	22.5	6.4	36,850	Buncombe	20,941	132.5	35.5	171,538	Madison	1,577	19.5	4.3	13,219					
Clarke	1,459	9.0	3.0	13,049	Burke	8,484	49.0	11.4	44,321	Mitchell	2,285	14.5	3.4	10,055					
Dallas	6,748	22.9	7.6	36,769	Caldwell	6,789	46.8	11.1	43,030	Polk	2,133	11.5	3.0	11,889					
Franklin	3,923	16.1	5.0	27,009	Catawba (33%)	4,631	22.3	5.8	26,049	Rutherford	8,939	45.5	11.5	41,644					
Greene	3,645	14.9	4.7	21,775	Clay	219	5.9	1.3	3,570	Swain	605	9.2	2.3	6,749					
Grundy	3,318	13.3	4.2	20,164	Cleveland	10,725	67.3	16.4	69,415	Transylvania	2,028	16.4	3.8	15,415					
Guthrie	3,407	14.1	4.3	16,661	Gaston	23,279	122.3	31.0	150,835	Watauga	1,645	18.1	4.1	12,246					
Hamilton	5,474	19.3	6.2	31,793	Haywood	4,788	38.6	9.8	41,049	Yancey	954	15.7	3.5	9,628					
Hardin	6,570	21.8	7.3	37,201	Henderson	4,230	33.1	9.2	34,349	South Carolina:									
Humboldt	2,064	12.7	3.9	21,029	Abbeville 4,082 22.3 5.6 22,565														
Jasper	8,210	31.9	10.0	50,847	Circulation & market definition © 1956, TELEVISION MAGAZINE, Market Data © 1956, Sales Management Survey of Buying Power; further reproduction not licensed														
Lucas	1,899	11.1	3.6	13,466															
Madison	3,147	12.4	4.1	16,440															
Wahaska	5,176	23.7	7.7	33,411															
Warion	6,924	24.9	7.4	31,483															
Warshall	8,489	35.4	11.0	59,248															
Wenroe	1,987	10.6	3.1	11,834															
Wocahontas (50%)	1,369	7.4	2.2	11,937															
Wolk	72,630	249.2	80.7	486,059															
Wloweshiek	3,758	19.3	5.6	28,108															
Wlory	11,847	46.4	13.2	79,059															
Wloma	5,820	21.1	6.8	30,873															
Wlonion	3,496	16.8	5.5	22,366															
Wlvarren	4,613	17.3	5.3	22,897															
Wlwebster	12,330	45.0	13.7	71,067															
Wlwright	5,070	19.7	6.2	31,332															
Total	216,485	836.4	262.8	\$ 1,373,724															

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
ANDERSON, SOUTH CAROLINA				
Georgia:				
Libert	UHF	17.4	4.5	\$ 15,970
Franklin	DI	13.0	3.3	9,417
Wart	on county	13.5	3.3	10,502
Wncoln (50%)	basis	2.9	.7	2,211
Wladison		11.2	2.7	8,372
Wnglethorpe (50%)		4.5	1.1	3,198
Wstephens		18.3	4.8	19,209
Wwilkes (50%)		5.7	1.4	4,429
South Carolina:				
Abbeville		22.3	5.6	22,565
Anderson		90.8	23.9	101,652
Greenwood		44.4	11.8	59,700
Lurens		48.1	11.7	52,616
McCormick		9.2	2.1	6,615
Oconee		39.8	9.4	36,350
Richkens		40.4	10.3	42,629
Wartanburg (50%)		79.4	20.8	96,121
Total	†88,870	460.9	117.4	\$ 491,556

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
ANN ARBOR, MICHIGAN				
Michigan:				
Wanawee (75%)	UHF	55.0	16.4	\$ 86,395
Wvingston (50%)	DI	15.3	4.5	23,582
Wlonroe (25%)	on county	22.1	6.3	33,897
Wlakland (25%)	basis	135.7	38.7	274,894
Wlashtenaw		155.6	41.5	279,259
Total	†22,470	383.7	107.4	\$ 698,027

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
ASHEVILLE, NORTH CAROLINA				
Georgia:				
Wanks		637	6.1	\$ 3,603
Wlarke		5,764	41.0	56,591
Wlibert (50%)		1,660	8.7	7,985
Wranklin		2,635	13.0	9,417
Wlabersham		2,155	16.9	14,936
Wlart		2,168	13.5	10,502
Wncoln		914	5.8	4,421
Wconee		877	6.8	4,800
Wnglethorpe		1,102	8.9	6,395
Wlabin		1,008	7.2	5,284
Wstephens		3,012	18.3	19,209
Wlowns		466	4.3	2,681

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
NORTH CAROLINA continued														
Anderson	14,450	90.8	23.9	101,652	Hall	9,649	42.5	11.3	45,585	Oglethorpe	1,102	8.9	2.2	6,395
Berkeley	5,639	37.2	9.0	34,530	Hancock	1,358	9.7	2.2	5,323	Richmond	29,667	166.2	44.4	236,206
Cherokee	2,396	16.1	4.0	16,121	Haralson	3,052	14.8	3.7	13,789	Screven	1,185	17.0	4.2	10,357
Clay (50%)	1,562	10.4	2.4	8,192	Hart	2,168	13.5	3.3	10,502	Taliaferro	430	4.0	.9	2,676
Columbus	37,590	184.9	50.9	262,159	Heard	731	6.3	1.5	4,147	Warren	1,201	8.4	2.1	5,961
Durham	7,710	44.4	11.8	59,700	Henry	3,050	15.9	3.8	11,513	Washington	1,812	19.2	4.8	13,016
Forsyth	5,135	48.1	11.7	52,616	Houston	4,559	27.2	7.0	31,451	Wilkes	1,872	11.4	2.8	8,857
Franklin	1,346	9.2	2.1	6,615	Jackson	2,933	17.9	4.5	14,824					
Greene	2,039	16.0	4.1	15,953	Jasper	904	6.8	1.6	5,403	South Carolina:				
Haywood (50%)	3,807	39.8	9.4	36,350	Jones	658	6.8	1.6	5,442	Abbeville	4,082	22.3	5.6	22,565
Henderson	4,350	40.4	10.3	42,629	Lamar	1,897	9.7	2.4	10,571	Aiken	13,673	97.3	26.0	99,975
Lincoln	25,906	158.8	41.5	192,241	Lumpkin	629	6.9	1.5	5,685	Allendale	1,523	14.8	3.3	9,784
Macon	4,874	30.9	7.6	31,115	Macon	1,493	13.2	3.2	9,487	Bamberg	992	16.9	4.0	12,574
McDowell (50%)	5,851	42.2	10.3	50,394	Madison	1,293	11.2	2.7	8,372	Barnwell	2,063	28.5	7.0	17,996
Tennessee:					Meriwether	3,424	20.5	5.2	17,942	Calhoun (50%)	762	7.1	1.7	4,479
Anderson	6,625	44.7	11.1	45,021	Monroe	1,852	10.2	2.5	10,141	Colleton (50%)	1,638	14.3	3.6	10,182
Berkeley	1,895	21.6	5.3	14,389	Morgan	1,382	10.5	2.6	7,823	Edgefield	2,645	15.9	3.7	12,431
Cherokee	918	12.4	2.9	7,372	Murray	2,057	10.6	2.5	8,055	Greenwood	7,710	44.4	11.8	59,700
Clay	3,556	40.4	10.6	34,554	Newton	3,999	20.2	5.1	21,170	Hampton	2,425	18.5	4.4	11,491
Columbia	562	7.8	2.0	4,162	Oconee	877	6.8	1.6	4,800	Laurens (25%)	1,284	12.0	2.9	13,154
Davidson	2,560	31.0	7.5	24,582	Oglethorpe	1,102	8.9	2.2	6,395	Lexington (25%)	1,834	12.2	3.2	12,020
Durham	2,716	19.0	4.9	15,693	Paulding	2,029	10.9	2.7	7,815	McCormick	1,346	9.2	2.1	6,615
Forsyth	1,046	11.5	2.7	7,609	Peach	1,843	11.9	3.0	12,240	Newberry	4,079	31.9	8.2	31,906
Franklin	1,900	22.3	5.5	17,111	Pickens	1,694	8.6	2.2	6,945	Orangeburg	9,941	70.5	16.4	53,438
Greene	16,825	110.1	29.2	146,574	Pike	951	7.8	1.8	5,707	Saluda	1,707	15.3	3.7	10,863
Henderson	1,639	16.0	3.9	15,643	Polk	6,260	31.3	8.0	29,693	Total	121,460	849.9	214.7	\$ 813,824
Lincoln	12,174	61.8	15.8	69,308	Pulaski	1,279	8.0	2.1	6,787					
Georgia:					Putnam	713	7.0	1.6	5,873	AUSTIN, MINNESOTA				
Albany	2,403	36.9	8.2	22,925	Rabun	1,008	7.2	1.7	5,284	Iowa:				
Cherokee	2,405	27.5	6.7	19,964	Rockdale	1,803	8.8	2.2	7,872	Cerro Gordo	12,097	46.5	14.5	\$ 80,061
Durham	4,162	57.4	13.5	51,966	Schley	256	3.4	.8	2,440	Chickasaw	2,601	14.8	4.3	19,444
Total	332,253	2,258.7	570.7	\$ 2,383,884	Spaulding	7,111	32.3	8.8	41,117	Floyd	3,421	22.4	6.9	34,873
MISSISSIPPI:					Stephens	3,012	18.3	4.8	19,209	Hancock	3,312	14.7	4.3	24,358
Calhoun	2,403	36.9	8.2	22,925	Taliaferro	430	4.0	.9	2,676	Howard	1,800	13.3	3.8	16,282
Cherokee	2,405	27.5	6.7	19,964	Taylor	1,294	8.4	2.2	5,920	Mitchell	2,661	13.6	4.0	17,520
Durham	4,162	57.4	13.5	51,966	Towns	466	4.3	1.0	2,681	Winnebago	3,243	13.1	3.8	19,334
Total	332,253	2,258.7	570.7	\$ 2,383,884	Troup	10,273	52.5	14.2	64,264	Winneshiek (50%)	1,263	11.1	3.2	14,473
FLORIDA:					Twiggs	482	7.6	1.7	5,310	Worth	2,542	10.9	3.2	15,500
Alachua	14,708	87.7	22.9	95,677	Union	787	7.2	1.7	4,324	Minnesota:				
Brevard	4,380	36.8	9.6	37,865	Upson	3,974	25.2	6.6	27,342	Blue Earth	10,192	39.6	11.4	60,555
Collier	2,449	15.6	3.8	10,938	Walker	8,062	42.3	11.5	51,569	Dodge	2,256	12.6	3.5	13,929
DeSoto	1,283	11.1	2.7	7,208	Walton	3,789	19.6	5.0	16,497	Faribault	4,453	24.4	7.0	33,604
Duval	2,608	20.3	5.0	14,124	White	692	5.8	1.4	3,431	Fillmore	4,591	24.3	7.2	27,195
Alabama:					Whitfield	8,848	38.5	10.1	42,910	Freeborn	7,944	35.8	10.4	50,544
Blount	14,708	87.7	22.9	95,677	Wilkes	1,872	11.4	2.8	8,857	Goodhue (50%)	3,866	16.9	5.0	22,289
Cherokee	4,380	36.8	9.6	37,865	Wilkinson	797	8.9	2.2	7,892	Mower	8,886	45.0	12.6	72,551
Clay	2,449	15.6	3.8	10,938	North Carolina:					Olmsted	12,240	49.1	13.6	79,014
Dallas	1,283	11.1	2.7	7,208	Cherokee	1,447	18.2	4.2	12,469	Rice (50%)	3,624	19.8	4.8	24,458
Davie	2,608	20.3	5.0	14,124	Clay	219	5.9	1.3	3,570	Steele	5,214	20.2	5.9	26,817
Arkansas:					Macon	1,276	16.4	3.9	11,278	Waseca	2,968	16.1	4.8	21,194
Benton	2,018	32.8	5.2	21,341	Tennessee:					Total	99,174	464.2	134.2	\$ 673,995
Clay	637	6.1	1.5	3,603	Bradley	5,103	33.5	8.8	33,029	AUSTIN, TEXAS				
Crawford	2,528	13.0	3.5	11,713	Hamilton	42,655	223.8	64.9	306,691	Texas:				
Dallas	5,345	27.7	7.1	26,910	McMinn	3,801	31.6	8.3	28,877	Bastrop	3,055	18.0	5.1	\$ 16,208
DeWitt	22,663	128.0	36.9	177,544	Meigs	512	6.0	1.3	4,017	Bell	17,957	95.3	24.1	136,874
Franklin	1,238	8.5	2.2	6,365	Monroe	3,550	23.3	5.6	16,454	Blanco	755	3.8	1.3	3,756
Greene	1,700	8.9	2.2	7,422	Polk	1,693	12.8	3.1	10,045	Brazos (25%)	1,276	10.9	2.9	14,306
Madison	6,560	32.8	8.8	29,685	Rhea	2,146	15.2	3.9	12,632	Brown (50%)	2,442	14.6	4.6	18,173
Marion	3,371	16.8	4.4	18,156	Total	515,236	2,696.3	721.2	\$ 3,326,929	Burleson	1,570	11.0	3.1	9,644
Monroe	3,675	21.9	5.5	23,582	Georgia:					Burnet	1,519	9.6	2.8	10,447
Quitman	3,953	20.9	5.3	18,770	Bulloch	3,620	23.3	5.8	\$ 18,468	Caldwell	3,324	17.6	4.8	18,057
Sumner	5,764	41.0	10.9	56,591	Burke	2,861	22.0	5.6	15,205	Comal	4,128	18.8	5.3	22,924
Tallapoosa	6,085	28.8	7.6	39,579	Candler	843	7.3	1.8	5,988	Coryell	4,109	14.6	4.4	15,347
Wilcox	18,203	78.7	21.4	102,764	Columbia	1,739	9.2	2.3	8,087	Fayette	3,396	20.7	6.1	19,916
Louisiana:					Columbia	1,739	9.2	2.3	8,087	Gillespie	1,405	10.1	3.1	11,349
Beaufort	5,507	27.1	7.3	23,797	Effingham	667	8.9	2.2	6,940	Gonzales	3,626	20.2	5.3	17,884
Calcasieu	601	5.5	1.2	4,298	Elbert	3,321	17.4	4.5	15,970	Guadalupe	6,821	25.8	7.1	26,241
DeCade	1,530	8.4	1.7	6,296	Emanuel	1,510	17.6	4.4	13,694	Hays	3,734	18.5	4.5	20,261
Franklin	312	3.1	.7	1,887	Glascocock	193	3.0	.7	1,670	Kendall	1,579	5.4	1.6	7,026
Jefferson	39,510	168.8	49.4	336,198	Greene	1,528	12.0	2.9	8,824	Lampasas	2,130	9.6	2.9	10,401
Madison	1,559	12.9	3.2	8,832	Hancock	1,358	9.7	2.2	5,323	Lavaca	3,737	19.6	5.6	18,417
Orleans	2,634	12.7	3.1	10,556	Jefferson	3,159	17.5	4.3	12,561	Lee	1,460	9.1	2.5	7,402
St. Martin	3,321	17.4	4.5	15,970	Jenkins	1,289	9.4	2.3	7,087	Llano	817	5.1	1.7	6,963
Terrebonne	1,813	14.8	3.6	13,211	Johnson	785	8.9	2.4	6,065	Milam	3,200	19.7	5.8	16,790
Washington	1,428	7.8	1.9	7,053	Lincoln	914	5.8	1.3	4,421					
West Feliciana	11,861	67.3	18.0	83,703	McDuffie	2,700	11.7	3.0	10,880					
West Orleans	2,028	10.8	2.7	6,444										
West River	2,635	13.0	3.3	9,417										
West Town	135,206	531.4	152.9	922,129										
Westmoreland	1,132	9.6	2.4	5,750										
Winn	4,051	18.5	4.8	14,349										
Winn	1,528	12.0	2.9	8,824										
Winn	6,063	32.9	8.6	31,305										
Winn	2,155	16.9	4.2	14,936										

" Month after month
more advertisers
spend more dollars
on **WBAL-TV...**
than any other
Baltimore station "



Nationally Represented by
Edward Petry and Co., Inc.

Television Baltimore
WBAL-TV
NBC in Maryland

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
JUSTIN continued				
Robertson	2,300	18.0	4.9	15,478
Ravis	41,038	190.5	50.5	282,495
Washington	3,367	18.0	5.2	15,732
Williamson	8,082	36.1	10.4	37,693
Total	126,827	640.6	175.6	\$ 779,784

SAKERSFIELD, CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Ern	57,348	262.1	77.9	\$ 448,631
ngs	12,501	48.0	14.1	73,139
lare	32,735	144.5	43.4	197,555
Total	102,584	454.6	135.4	\$ 719,325

ULTIMORE, MARYLAND

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Delaware:				
Int	11,970	45.0	13.3	\$ 57,958
Ssex	19,169	73.1	22.4	84,192

Byland:

Anne Arundel	30,301	160.6	40.5	220,974
Baltimore	339,750	1,321.0	377.5	2,139,875
Coline	4,950	18.8	5.5	18,967
Croll	10,472	47.9	12.2	50,156
Cil	8,463	38.9	9.9	44,543
Dchester	6,191	28.6	8.2	29,006
Fiderick	14,299	70.5	18.8	83,422
Hford	15,120	64.1	16.8	87,892
Hvard	5,158	27.5	6.9	34,875
Kir	3,600	14.0	4.0	15,758
Montgomery	50,876	259.5	72.5	564,272
Prince Georges	57,691	286.1	75.8	474,561
Queen Annes	3,439	14.8	4.2	13,505
Scersset	2,750	20.8	5.9	19,376
Teot	5,382	20.1	6.1	23,617
Wormico	9,769	43.4	12.9	55,527
Wcester	3,385	25.1	7.7	24,006

Pasylvania:

Ams (50%)	5,760	23.1	6.4	29,832
Yc (50%)	28,890	107.2	32.1	172,099
Total	637,385	2,710.1	759.6	\$ 4,244,413

BATON ROUGE, MAINE

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Maie:				
Hrock	6,733	34.0	9.9	\$ 43,207
Knebec	20,970	83.3	23.3	118,261
Krk	7,184	26.5	8.4	34,657
Lioln	4,680	17.2	5.2	20,020
Pebscot	26,370	109.2	29.3	145,957
Pistaquis	3,974	16.5	5.0	20,958
Scersset	5,148	37.8	11.0	46,754
WJo	4,455	20.2	6.1	21,937
Whington	5,790	32.1	9.6	34,458
Total	85,304	376.8	107.8	\$ 486,209

BATON ROUGE, LOUISIANA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Lousiana:				
Adia	5,052	49.0	13.0	\$ 45,987
Ansion	3,508	23.3	6.1	19,388
Aumption	1,885	16.7	4.1	11,356
Ayelles	5,411	38.7	10.5	30,312
Coordia	2,276	14.2	3.8	11,797
Eaton Rouge	41,946	212.5	59.2	348,274
Elciana	1,461	19.8	3.4	10,484
Engeline	2,928	33.3	8.9	26,671
Itia	6,158	43.1	11.3	44,890
Itville	2,758	26.5	7.2	23,515
Layette	12,347	67.6	17.9	75,905
Laurche	7,607	45.7	11.3	42,005
Lingston	2,484	21.5	5.6	20,745
Pquemines	2,888	15.2	3.7	16,779
Pte Coupee	2,694	21.2	5.3	17,120
SCharles	2,663	13.8	3.6	13,482
SHelena	711	9.4	2.4	6,703
SJames	2,420	15.1	3.6	9,215
SJohn	1,885	14.8	3.5	11,556
SLandry	9,355	84.9	20.3	65,045
SMartin	2,404	26.6	6.2	20,938
SMary	5,017	39.1	10.3	41,625

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
St. Tammany	5,848	29.3	8.2	27,007
Tangipahoa	11,024	59.0	16.0	52,867
Terrebonne	8,544	48.6	11.8	46,245
Vermilion	3,936	37.2	10.2	33,963
Washington	8,884	41.2	11.0	41,030
W. Baton Rouge	897	12.1	3.3	11,134
W. Feliciana	490	9.5	1.6	5,462

Mississippi:

Adams	2,964	34.4	9.6	42,107
Amite	1,184	17.5	4.3	11,514
Franklin	540	10.0	2.6	8,041

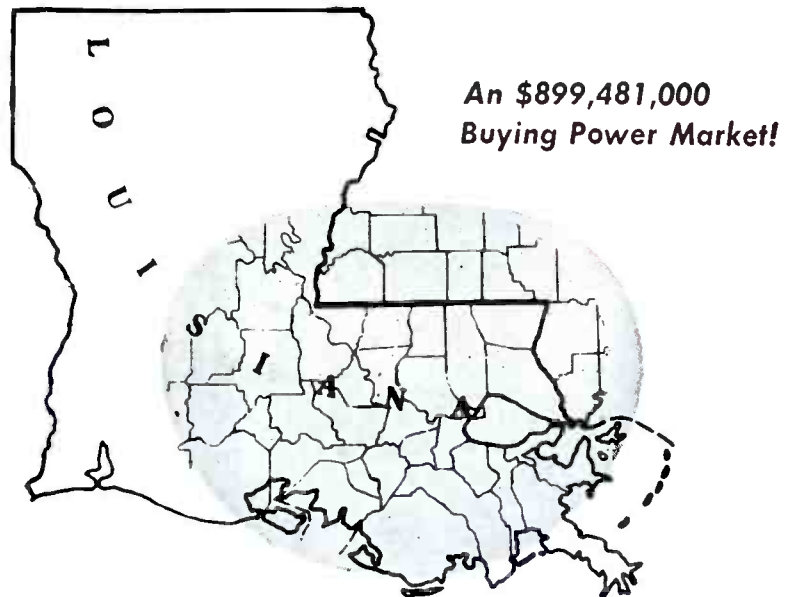
	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Pike	3,305	34.5	9.3	29,073
Walthall	768	14.0	3.3	8,030
Wilkinson	701	13.2	3.1	8,118
Total	174,943	1,212.5	315.5	\$ 1,238,383

BAY CITY-SAGINAW, MICHIGAN

Michigan:

Alcona	1,106	5.8	1.6	\$ 5,149
Alpena	2,021	23.3	6.6	28,643
Arenac	2,325	9.9	2.8	10,551
Bay	25,328	98.4	28.2	152,106

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MORE AUDIENCE
than any other TV station in the
rich heart of Louisiana



FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out
of 149.



FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ rating Tops All Others Combined!

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



WBRZ Channel **2**

BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.

NBC-ABC
Represented by Hollingbery

A BIG MARKET?

Retail sales top
1 1/3 BILLION DOLLARS
in Flint and the Saginaw Valley

over a billion dollar market

5

MIDLAND BAY CITY SAGINAW
FLINT
LANSING PONTIAC
DETROIT
MICH. OHIO ONTARIO

NBC abc The stars shine on WNEM-TV. Advertisers know the influence of the Golden Valley's most important station.

Michigan's 2nd richest market

Here, in the Flint-Saginaw market, average city-family income is \$6,413.75. And retail sales are more than one and one-third billion dollars . . .

- \$298,940,000 for food
- \$343,660,000 for automobiles and accessories
- \$46,208,000 for drug products

86.9% of the market homes are television homes—and WNEM-TV is the one, the only station completely covering them all. ARB and PULSE survey results say so.

Contact Headley-Reed or Michigan Spot Sales

WNEM-TV

A *Genity* STATION

serving Flint, Saginaw, Bay City, Midland

Radio Stations **WPON** — Pontiac, Michigan
WABJ — Adrian, Michigan



	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
BAY CITY-SAGINAW continued				
Clare	2,427	11.6	3.4	13,948
Clinton	8,640	34.2	9.6	43,541
Genesee	87,089	330.0	97.2	651,865
Gladwin	2,250	9.2	2.5	8,951
Gratiot	9,090	34.6	10.1	41,749
Huron	7,497	33.8	9.3	37,938
Isosco	2,572	12.5	3.8	14,707
Isabella	6,308	30.1	8.1	40,695
Lapeer	8,111	41.1	10.4	46,097
Midland	9,852	41.5	11.6	65,115
Montmorency	487	4.4	1.2	4,459
Ogemaw	2,100	9.6	2.7	9,084
Oscoda	403	3.6	1.0	3,016
Presque Isle	573	11.8	2.9	11,328
Roscommon	1,404	7.6	2.5	9,721
Saginaw	44,190	170.1	49.1	280,631
Sanilac	6,329	31.5	9.3	37,646
Shiawassee	13,699	49.4	14.9	74,688
Tuscola	9,095	41.1	11.6	50,003
Total	252,896	1,045.1	300.4	\$ 1,641,631

BEAUMONT, TEXAS

Louisiana:				
Allen (50%)	1,519	10.0	2.7 \$	9,504
Beauregard	3,046	20.2	5.5	18,518
Calcasieu	22,020	119.2	33.7	172,417
Cameron	550	5.4	1.3	5,580
Jeff Davis	4,211	27.9	7.4	31,393

Texas:				
Chambers	1,835	7.9	2.2	10,774
Hardin	2,974	20.6	5.7	21,378
Jasper	2,243	20.7	5.3	18,517
Jefferson	50,592	224.5	65.7	372,429
Liberty	7,000	27.8	7.8	32,457
Newton	1,324	9.7	2.4	7,049
Orange	10,364	59.0	16.4	79,520
Polk	2,920	14.2	3.9	14,045
San Jacinto	851	6.4	1.6	4,767
Tyler	1,212	11.1	2.9	10,720
Total	112,661	584.6	164.5 \$	809,068

BELLINGHAM, WASHINGTON

Washington:				
Clallam	6,133	27.7	8.9 \$	47,680
Island	3,630	13.3	4.1	19,109
San Juan	854	3.2	1.2	4,823
Skagit	9,014	46.8	14.8	65,621
Snohomish	33,781	133.7	44.5	208,226
Whatcom	12,411	70.8	23.6	104,030
Total	65,823	295.5	97.1 \$	449,489

BETHLEHEM-ALLENTOWN-EASTON, PENNSYLVANIA

New Jersey:				
Hunterdon	UHF	47.2	14.3 \$	72,308
Morris (50%)	DI	101.9	28.6	205,180
Warren	on county basis	59.2	18.0	95,136
Pennsylvania:				
Bucks		227.5	67.2	402,493
Carbon (75%)		42.0	11.9	58,461
Lehigh		204.6	59.2	363,935
Monroe (75%)		26.7	8.0	41,348
Northampton		188.6	53.9	322,246
Total		1,225.0	368.1 \$	1,561,107

BIG SPRING, TEXAS

Texas:					
Borden		162	1.1	.2 \$	1,456
Dawson		2,855	22.0	5.9	36,555
Ector (10%)		1,310	6.7	2.0	12,566
Glasscock		112	.9	.2	1,553
Howard		7,297	31.8	8.8	53,251

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	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
artin	1,093	5.7	1.4	9,522
idland (50%)	5,315	22.5	6.8	51,378
itchell	1,956	14.6	4.1	21,580
olan (10%)	467	2.0	.6	3,635
urry	4,121	34.2	10.0	57,961
erling	248	1.3	.4	1,720
Total	25,006	142.7	40.4 \$	251,177

ILLINGS, MONTANA

Montana:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
g Horn	581	9.4	2.5 \$	11,819
arbon	1,106	9.8	3.3	11,254
ergus	1,233	14.5	4.8	27,607
iden Valley	146	1.4	.4	2,260
esselshell	672	5.4	1.9	8,776
k	681	12.7	4.2	20,086
roleum	—	.9	.3	1,513
ebud	85	6.5	1.8	9,129
ilwater	964	4.8	1.6	6,985
setgrass	176	3.7	1.1	6,004
asure	125	1.4	.4	2,366
heatland	123	3.4	1.1	5,913
owstone	14,259	69.8	23.1	118,711
Wyoming:				
si Horn	766	13.3	3.7	15,941
la	935	18.7	5.8	28,937
hakie	742	7.8	2.1	11,873
Total	22,594	183.5	58.1 \$	289,174

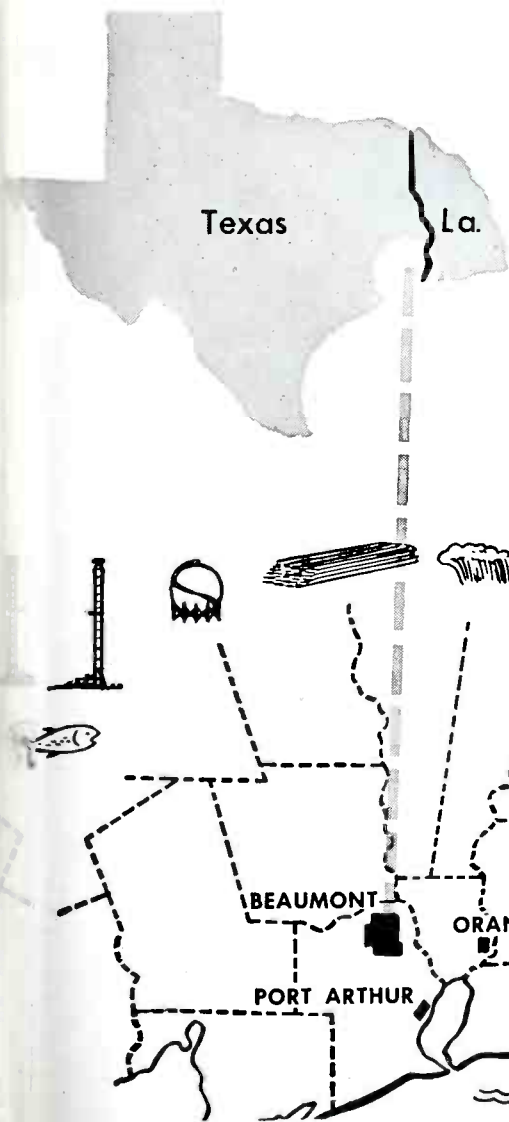
BINGHAMTON, NEW YORK

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
New York				
Broome	52,920	196.6	58.8 \$	321,408
Cayuga (50%)	9,630	36.2	10.7	49,403
Chemung	21,795	94.9	29.2	143,737
Chenango	10,810	40.9	12.3	56,298
Cortland	9,849	39.0	11.7	54,108
Delaware	11,459	46.0	13.8	58,579
Madison (50%)	6,153	25.3	7.3	35,893
Otsego	14,203	53.5	16.8	73,526
Schuyler	4,140	15.1	4.6	15,853
Seneca (50%)	3,195	13.7	3.6	16,314
Steuben (50%)	11,840	47.7	14.1	63,439
Sullivan	11,880	42.5	13.2	56,657
Tioga	8,271	31.8	9.7	40,752
Tompkins	14,807	68.1	18.6	113,283
Yates (50%)	2,484	9.3	2.9	12,965
Pennsylvania:				
Bradford	12,726	52.3	15.5	68,928
Lackawanna	66,420	255.7	73.8	357,838
Luzerne	93,793	379.7	106.5	524,068
Lycoming	18,514	104.5	31.6	155,619
Sullivan	1,101	6.2	1.7	6,382
Susquehanna	7,789	31.0	8.7	36,744
Tioga	6,981	35.9	10.6	44,214
Wayne	5,868	27.7	7.8	32,288
Wyoming	4,320	16.6	4.8	19,925
Total	410,948	1,670.2	488.3 \$	2,358,221

BIRMINGHAM, ALABAMA

Alabama:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Autauga	1,358	16.7	4.1 \$	12,035
Bibb	2,608	16.0	3.9	11,205
Blount	4,057	27.1	6.9	19,411
Calhoun	14,708	87.7	22.9	95,677
Cherokee	2,449	15.6	3.8	10,938
Chilton	3,732	25.1	6.5	18,036
Clay	1,322	12.3	3.0	8,822
Cleburne	1,283	11.1	2.7	7,208
Colbert	3,427	43.4	11.5	46,873
Coosa	1,683	10.5	2.5	7,645
Cullman	8,172	47.4	11.8	32,622
Dallas	6,937	56.1	14.5	51,195
De Kalb	5,623	43.6	11.2	29,187
Elmore	4,658	29.2	7.2	24,773
Etowah	18,426	103.0	28.1	120,383
Fayette	1,547	17.7	4.4	12,209
Franklin	2,508	24.0	6.1	18,453
Greene	807	14.5	3.5	8,784
Hale	1,080	19.0	4.6	10,926
Jefferson	123,373	612.7	173.4	889,479
Lamar	1,611	14.4	3.6	8,538
Lauderdale	3,604	56.6	15.3	59,704
Lawrence	2,753	25.7	6.2	16,495
Limestone	4,450	34.3	8.4	25,206
Madison	7,951	82.4	21.1	75,453
Marion	3,426	25.7	6.5	16,512
Marshall	6,406	44.1	11.7	33,848

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DOMINATES THIS IMPORTANT GOLD COAST CITIES MARKET

KFDM-TV

STUDIOS IN BEAUMONT
CHANNEL 6

- ▶ 109,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
- ▶ Complete Dominance (Supported by Telepulse Survey)
- ▶ Grade A Coverage in Beaumont — Port Arthur — Orange
- ▶ CBS — Primary — ABC — Secondary

Represented by Peters, Griffin, Woodward, Inc.



Just like downtown

Colossal!

It's "Boston Movietime," a bright new programming concept, scheduled daily, 4:45-6:30 PM, over WBZ-TV, reaching Mom, Dad *and* the kids. All of 'em.

Mainstay will be WBZ-TV's new Warner Brothers package of features, like "Sergeant York," "Life of Emile Zola," "Adventures of Robin Hood," "Johnny Belinda." With stars like Gary Cooper, Bette Davis, Errol Flynn, Jane Wyman, Paul Muni. Big deal. First time on TV, too.

"Boston Movietime" will start off with those utterly incomparable cartoons, build through Selected Short Subjects with Leon Errol, Edgar Kennedy (*just like*

downtown) to the big Warner Brothers pictures.

Promotion? Naturally. Newspapers, car cards, cab covers, contests, on-the-air spots, the works. All of which means more families in a happy movie party mood, settled and set to stop, look and buy.

Bring your own popcorn. We'll bring the folks. And Herb Massé, WBZ-TV Sales Manager, he's at the participation box office: Algonquin 4-5670, Boston. Oh yes, A. W. "Bink" Dannenbaum, WBC VP-Sales, is operating the New York ticket window at Murray Hill 7-0808. Get 'em while they're hot.

In Boston, no selling campaign is complete without the WBC station . . . **WBZ-TV**



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

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

TELEVISION

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

Support The Ad Council Campaigns!

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
BIRMINGHAM—continued					Jackson	6,902	29.2	8.8	35,538
Birmingham	10,642	52.9	14.6	50,467	Jennings	3,181	16.1	4.1	14,538
Anniston	1,069	18.1	4.1	11,741	Johnson	9,450	34.4	10.5	55,168
Prichard	1,605	22.0	5.1	13,987	Knox	11,644	44.2	13.9	63,390
Dodds	2,608	20.3	5.0	14,124	Lawrence	8,533	35.4	10.8	46,356
Clairmont	3,353	25.6	6.4	22,179	Madison	32,580	115.2	36.2	198,148
Shelby	5,832	30.5	7.6	25,878	Marion	178,296	613.1	193.8	1,292,359
Madison	11,889	67.0	16.4	63,011	Martin	2,395	10.7	3.1	11,515
Opelika	4,404	34.3	8.9	33,395	Monroe	12,211	55.0	14.5	90,263
Calhoun	10,844	101.0	24.1	104,101	Montgomery	8,730	30.2	9.7	49,323
Walker	10,512	60.5	15.5	49,046	Morgan	7,463	31.7	9.7	39,156
Boston	2,511	16.4	4.4	12,933	Orange	3,216	16.4	4.9	18,121
Mississippi:					Owen	2,810	11.4	3.5	12,369
Meridian	2,061	15.8	3.6	9,620	Parke	4,012	15.1	4.7	18,814
Greenville	1,482	22.9	5.4	15,950	Pike	3,110	14.1	4.4	16,877
Clarksdale	1,771	17.5	4.1	10,577	Putnam	4,043	23.6	6.8	30,492
Total	310,542	2,020.7	530.2	\$ 2,108,426	Rush	5,468	20.3	6.1	30,094
MARCK, NORTH DAKOTA					Scott	3,406	13.8	4.2	15,700
North Dakota:					Shelby	8,640	30.2	9.6	46,263
Grand Forks	6,627	31.2	8.8	\$ 43,322	Sullivan	5,670	19.1	6.3	24,791
Minot	1,242	8.7	2.1	8,596	Tippecanoe	16,084	83.3	23.4	153,315
Wahpeton	690	6.5	1.6	6,536	Tipton	4,230	15.9	4.7	22,406
Devils Lake	830	6.1	1.5	5,988	Vermillion	4,892	19.0	6.5	23,074
Wahpeton	598	5.7	1.3	4,223	Vigo	31,320	106.7	34.8	183,395
Wahpeton	1,099	6.9	1.7	5,807	Warren	2,066	8.2	2.5	12,749
Wahpeton	2,271	19.6	5.2	26,594	Washington	3,536	16.8	5.0	18,643
Wahpeton	1,071	7.9	2.1	9,267	Total	535,637	2,031.4	631.9	\$ 3,428,305
Wahpeton	4,442	21.0	5.3	24,872	BLUEFIELD, WEST VIRGINIA				
Wahpeton	323	2.7	.5	3,402	Data incomplete				
Wahpeton (10%)	152	1.3	.3	1,796	BOISE-MERIDIAN, IDAHO				
Wahpeton	551	4.7	1.2	5,225	Idaho:				
Wahpeton	176	2.9	.6	2,259	Ada	18,647	80.0	25.0	\$ 120,349
Wahpeton (20%)	68	1.0	.3	1,218	Adams	404	3.1	.9	4,185
Wahpeton	1,413	9.8	2.6	10,743	Boise	378	1.8	.6	2,069
Total	21,553	136.0	35.1	\$ 159,848	Camas	84	1.4	.3	2,307
BLOMINGTON, ILLINOIS					Canyon	9,301	58.0	17.1	68,767
Illinois:					Elmore	1,534	9.8	2.9	12,791
Bloomington	UHF	15.9	5.3	\$ 28,201	Gem	1,559	7.8	2.3	8,563
Macomb	DI	36.6	10.9	57,071	Gooding	1,609	11.5	3.3	13,077
Shelby	on county	32.6	8.8	44,733	Owyhee	1,041	6.4	1.7	6,401
Clinton	basis	86.4	26.9	150,002	Payette	1,678	12.2	3.6	12,527
Madison		13.1	4.2	21,353	Twin Falls	7,810	43.3	13.3	61,812
Wabash		87.4	27.1	148,688	Washington	1,349	8.0	2.4	8,964
Hofford		22.1	6.7	34,420	Oregon:				
Total	148,724	294.1	89.9	\$ 484,468	Baker	2,081	15.4	5.1	20,538
BLOMINGTON, INDIANA					Malheur	3,935	23.0	6.5	26,819
Illinois:					Total	51,410	281.7	85.0	\$ 369,169
Bloomington	4,218	16.3	5.4	\$ 21,768	BOSTON, MASSACHUSETTS				
Warren	5,172	20.8	7.2	29,112	Maine:				
Madison	5,456	23.4	7.7	32,919	Cumberland	45,630	171.9	50.7	\$ 266,097
Madison	3,073	20.1	6.5	26,753	York	24,141	93.1	27.3	135,747
Madison	20,141	90.6	28.9	147,320	Massachusetts:				
Indiana:					Barnstable	15,480	52.8	17.2	76,816
Bloomington	11,790	43.0	13.1	62,811	Bristol	109,620	402.2	121.8	588,348
Madison	7,380	25.5	8.2	42,538	Dukes	1,620	5.7	1.8	7,332
Madison	1,178	5.6	1.5	5,471	Essex	151,020	550.6	167.8	921,067
Madison	4,432	16.4	5.2	25,133	Middlesex	289,620	1,140.7	321.8	2,118,413
Madison (25%)	2,519	10.2	3.0	15,151	Nantucket	876	3.5	1.1	4,329
Madison	5,398	23.3	7.7	33,621	Norfolk	112,995	453.3	129.3	961,447
Madison	9,000	31.0	10.0	49,760	Plymouth	57,420	208.0	63.8	323,203
Madison	1,770	9.1	2.6	8,142	Suffolk	219,780	846.7	244.2	1,471,863
Madison	6,241	27.6	8.2	34,578	Worcester	154,517	580.2	168.6	927,233
Madison	4,908	18.8	5.6	26,468	New Hampshire:				
Madison	4,561	24.9	6.8	32,798	Cheshire	7,742	40.8	12.2	55,511
Madison	4,291	17.6	5.8	25,232	Hillsborough	42,278	159.7	47.8	266,849
Madison	7,921	26.9	9.0	33,101	Merrimack	14,817	64.6	18.3	89,904
Madison	8,730	30.7	9.7	49,727	Rockingham	20,758	76.3	23.3	107,960
Madison	6,390	22.0	7.1	33,493	Strafford	11,598	52.0	14.6	76,170
Madison	10,350	38.2	11.5	64,998	Total	1,279,912	4,902.1	1,431.6	\$ 8,398,289
Madison	16,830	60.3	18.7	104,554					

LEADER IN BOSTON

AND
First in Films in New England!

**W
N
A
C
TV**

CH. 7

BOSTON

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A stylized map of Michigan is the central focus. A tall tower with a cross-arm at the top is positioned on the left side of the map. An airplane is flying in the upper right corner. The map is surrounded by clouds and a landscape with trees and a river. The text is arranged around the map.

it's
set
for
September . . .

MAXIMUM POWER
on Michigan's
TALLEST TOWER!

There's a dramatic change scheduled for Michigan's television picture in September, 1956 . . . and WWTV is pulling the switch! We're harnessing 316,000 watts of sales power to our 1282' tower to bring bigger and better television service to 48 of Michigan's 83 counties! We're increasing our grade "A" coverage set count by 27% . . . boosting grade "B" by 37% . . . and adding a new bonus in grade "C" for an impressive total of 381,894 sets (RETMA 4/27/56).

The HIGH SPOT in Michigan television!

13
WWTV

SPARTON BROADCASTING COMPANY

**CBS-ABC
CHANNEL 13**

CADILLAC, MICHIGAN

**NAT'L REPS.
WEED TV**

VHF					Pop.					Fam.					EBI				
Sets					(00)					(00)					(000)				
BRIDGEPORT, CONNECTICUT																			
Connecticut:																			
Bridgeport	UHF	592.0	173.5	\$ 1,369,506															
New Haven	DI	605.4	178.4	1,198,288															
on county basis																			
New York:																			
Westchester		446.0	122.3	674,464															
Total		1,643.4	474.2	\$ 3,242,258															
BUFFALO, NEW YORK																			
New York:																			
Buffalo		12,060	45.5	13.4	\$ 59,319														
Warren		21,780	81.1	24.2	110,703														
Westchester		41,123	143.3	46.7	207,208														
Total		265,770	1,002.5	295.3	1,641,114														
CHICAGO, ILLINOIS																			
Illinois:																			
Chicago		13,050	49.7	14.5	70,841														
Rockford		9,612	40.2	10.9	48,931														
Peoria		55,710	209.9	61.9	337,598														
Springfield		8,550	30.8	9.5	39,283														
Decatur (50%)		11,840	47.7	14.1	63,439														
Yonkers		8,053	32.7	9.2	36,303														
Pennsylvania:																			
Philadelphia (50%)		5,834	27.7	8.4	43,508														
Pittsburgh (50%)		4,211	21.2	6.1	28,948														
Total		457,593	1,732.3	514.2	\$ 2,687,195														
BURINGTON, VERMONT																			
New Hampshire:																			
Manchester (50%)		3,287	13.9	4.1	19,647														
Portsmouth (75%)		3,165	11.9	3.6	14,466														
Concord		8,769	36.0	10.1	45,862														
Keene		9,613	45.6	12.8	66,929														
Windsor		7,135	28.0	8.5	39,298														
New York:																			
Albany		12,870	56.2	14.3	67,493														
Utica		8,721	35.7	10.4	40,920														
Watkinsville		9,291	45.4	12.6	56,503														
Watsonville (33%)		390	1.4	.4	1,609														
Watsonville (33%)		7,267	33.4	9.1	40,413														
Watsonville (50%)		6,054	20.5	6.4	28,316														
Watsonville (25%)		2,858	11.8	3.4	14,144														
Vermont:																			
Windsor		3,258	19.8	5.0	23,552														
Windsor		5,290	23.5	7.0	26,572														
Windsor		16,380	68.4	18.2	91,706														
Windsor		1,144	5.9	1.8	7,333														
Windsor		6,708	29.8	8.1	35,550														
Windsor		509	3.3	.8	3,411														
Windsor		2,159	11.2	2.9	12,974														
Windsor		2,022	16.6	4.6	18,784														
Windsor		3,830	20.6	5.6	22,531														
Windsor (50%)		4,608	22.6	6.5	28,107														
Windsor		9,933	42.5	11.8	58,346														
Windsor (50%)		3,021	21.0	6.2	29,438														
Total		138,282	625.0	174.2	\$ 793,893														
BOZEMAN, MONTANA																			
Bozeman:																			
Bozeman		959	19.2	5.3	28,549														
Bozeman		12,677	55.9	20.1	92,513														
Total		13,636	75.1	25.4	\$ 121,062														
DEARBORN, MICHIGAN																			
Dearborn:																			
Dearborn		1,106	5.8	1.6	5,149														
Dearborn		2,021	23.3	6.6	28,643														
Dearborn		2,449	11.0	3.4	10,108														
Dearborn		2,325	9.9	2.8	10,551														

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LEADERSHIP

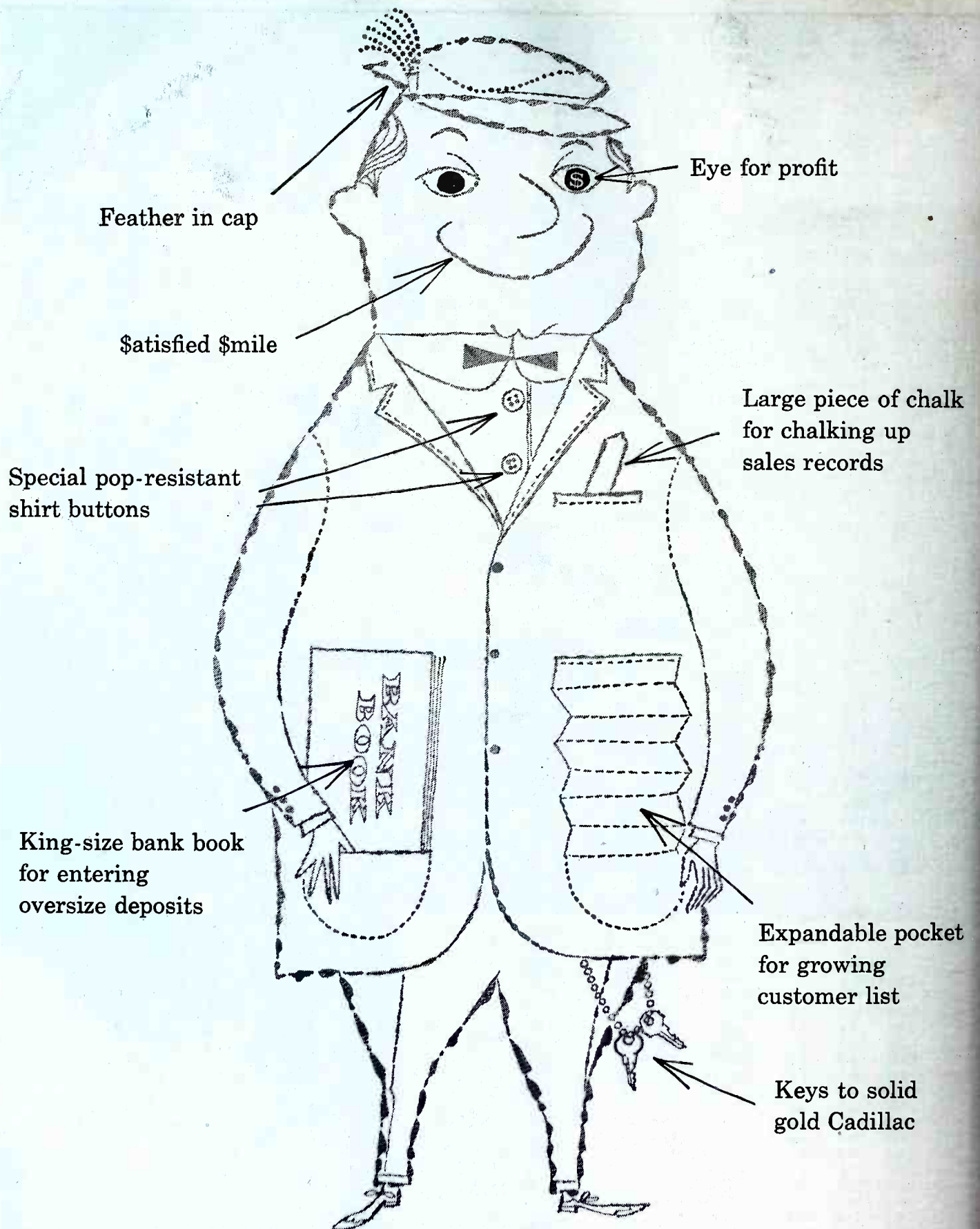


TOTAL MEASURED QUARTER HOURS	
WDEF-TV	300
Station B	171
TOP TEN NETWORK PROGRAMS	
WDEF-TV	8
Station B	2
TOP FIFTEEN SYNDICATED PROGRAMS	
WDEF-TV	12
Station B	3
A•R•B June 8-14, 1956	
THE BRANHAM COMPANY	

CHATTANOOGA • The 79th Market

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
CAMPAIGN continued					Pike	5,194	25.5	6.9	21,093	Chesterfield	4,541	35.9	8.1	26,590
Albion	3,055	12.9	4.0	19,338	Scioto	24,944	102.8	30.0	131,246	Darlington	6,964	51.9	12.3	44,756
Avon	2,949	13.1	4.2	21,353	Vinton	2,390	11.1	2.8	9,231	Dillon	4,434	31.0	6.7	22,363
Chillicothe	28,116	139.6	45.3	244,729	Washington	10,543	46.5	14.3	57,560	Fairfield	3,124	20.8	4.8	16,384
Chillicothe	3,404	23.4	7.6	30,352	West Virginia:					Greenville (25%)	9,397	46.2	12.7	65,540
Cincinnati	24,210	87.4	27.1	148,688	Barbour	2,767	18.6	4.7	17,420	Kershaw	5,434	31.6	7.5	26,633
Cincinnati	20,141	90.6	28.9	147,320	Boone	4,959	33.9	7.7	34,862	Lancaster	5,374	38.4	9.0	40,622
Clarksburg	4,924	22.1	6.7	34,420	Braxton	1,635	15.7	3.8	11,841	Laurens	5,135	48.1	11.7	52,616
Alabama:					Cabell	30,420	111.6	33.8	169,011	Lee	3,534	22.4	4.7	12,089
Albany	2,880	11.0	3.2	18,322	Calhoun	1,007	8.8	2.2	6,254	Marlboro	4,424	30.2	7.2	20,746
Anniston	5,398	23.3	7.7	33,621	Clay	1,936	14.2	3.3	11,585	Newberry	4,079	31.9	8.2	31,906
Antwerp	4,291	17.6	5.8	25,232	Fayette	11,696	82.5	20.3	92,969	Pickens	4,350	40.4	10.3	42,629
Asheville	8,730	30.2	9.7	49,323	Greenbrier	5,377	37.5	9.4	41,981	Spartanburg	25,906	158.8	41.5	192,241
Ashland	3,060	11.2	3.4	18,086	Jackson	1,949	14.2	3.6	11,589	Union	4,874	30.9	7.6	31,115
Atlanta	4,012	15.1	4.7	18,814	Kanawha	56,508	241.8	66.6	377,964	York	11,702	84.3	20.5	100,788
Atlantic City	4,043	23.6	6.8	30,492	Lincoln	3,874	21.2	4.8	16,152	Total	442,467	2,686.5	676.0	\$ 2,987,119
Augusta	5,670	19.1	6.3	24,791	Logan	13,044	78.2	18.0	93,742	CHATTANOOGA, TENNESSEE				
Aurora	16,084	83.3	23.4	153,315	McDowell	14,172	92.0	21.1	105,071	Alabama:				
Chattanooga	4,892	19.0	6.5	23,074	Mason	5,480	23.1	6.1	21,466	Cherokee	2,449	15.6	3.8	\$ 10,938
Chickamauga	2,066	8.2	2.5	12,749	Mercer (50%)	6,136	37.1	9.4	44,332	De Kalb	5,623	43.6	11.2	29,187
Total	325,990	1,436.7	444.7	\$ 2,342,015	Mingo	8,668	48.0	11.1	44,777	Jackson	3,938	35.9	8.7	24,135
CHARLESTON, SOUTH CAROLINA					Nicholas	3,697	27.9	6.6	26,238	Madison	7,951	82.4	21.1	75,453
Georgia:					Pocahontas	1,118	11.4	2.8	9,196	Marshall (33%)	2,135	14.7	3.9	11,271
Bartow (33%)	1,782	9.2	2.4	8,961	Putnam	4,028	20.8	5.1	19,572	Georgia:				
Catoosa	3,371	16.8	4.4	18,156	Raleigh	11,062	95.4	23.4	106,144	Bartow (33%)	1,782	9.2	2.4	8,961
Chattooga	3,675	21.9	5.5	23,582	Randolph	2,614	29.3	7.2	27,799	Catoosa	3,371	16.8	4.4	18,156
Dade	1,530	8.4	1.7	6,296	Roane	2,026	16.6	3.9	13,190	Chattooga	3,675	21.9	5.5	23,582
Dawson	312	3.1	.7	1,887	Upshur	1,330	18.6	4.9	18,713	Dade	1,530	8.4	1.7	6,296
Fannin	1,813	14.8	3.6	13,211	Wayne	5,890	40.7	8.4	37,591	Dawson	312	3.1	.7	1,887
Floyd (50%)	5,930	33.7	9.0	41,852	Webster	1,890	16.8	4.0	14,742	Fannin	1,813	14.8	3.6	13,211
Gilmer	1,132	9.6	2.4	5,750	Wirt	577	4.5	1.2	3,390	Floyd (50%)	5,930	33.7	9.0	41,852
Gordon	4,051	18.5	4.8	14,349	Wood	9,097	68.6	20.5	91,626	Gilmer	1,132	9.6	2.4	5,750
Lumpkin	629	6.9	1.5	5,685	Wyoming	4,688	40.3	9.0	41,527	Gordon	4,051	18.5	4.8	14,349
Murray	2,057	10.6	2.5	8,055	Total	360,203	2,093.6	536.0	\$ 2,307,682	Lumpkin	629	6.9	1.5	5,685
Pickens	1,694	8.6	2.2	6,945	CHARLOTTE, NORTH CAROLINA					Murray	2,057	10.6	2.5	8,055
Union	787	7.2	1.7	4,324	North Carolina:					Pickens	1,694	8.6	2.2	6,945
Walker	8,062	42.3	11.5	51,569	Alexander	2,476	14.8	3.5	\$ 11,403	Union	787	7.2	1.7	4,324
Whitfield	8,848	38.5	10.1	42,910	Anson	3,861	25.8	6.0	18,682	Walker	8,062	42.3	11.5	51,569
North Carolina:					Ashe	2,918	21.6	5.0	13,469	Whitfield	8,848	38.5	10.1	42,910
Cherokee	1,447	18.2	4.2	12,469	Avery	1,098	13.0	3.1	8,602	North Carolina:				
Clay	219	5.9	1.3	3,570	Buncombe	20,941	132.5	35.5	171,538	Cherokee	1,447	18.2	4.2	12,469
Graham	398	7.2	1.7	5,403	Burke	8,484	49.0	11.4	44,321	Clay	219	5.9	1.3	3,570
Tennessee:					Cabarrus	12,849	66.5	17.3	83,952	Graham	398	7.2	1.7	5,403
Bedford	3,862	23.5	6.7	22,538	Caldwell	6,789	46.8	11.1	43,030	Tennessee:				
Bledsoe	881	8.4	1.7	5,282	Catawba	13,893	67.7	17.7	78,937	Bedford	3,862	23.5	6.7	22,538
Bradley	5,103	33.5	8.8	33,029	Cleveland	10,725	67.3	16.4	69,415	Bledsoe	881	8.4	1.7	5,282
Coffee	4,683	26.2	7.2	23,361	Davidson	12,666	67.3	17.6	74,814	Bradley	5,103	33.5	8.8	33,029
Cumberland	1,096	20.0	4.6	13,931	Davie	2,870	15.6	3.9	16,408	Coffee	4,683	26.2	7.2	23,361
Franklin	2,015	25.1	6.2	21,225	Forsyth	34,898	170.2	46.4	253,644	Cumberland	1,096	20.0	4.6	13,931
Grundy	1,244	12.4	2.9	7,634	Gaston	23,279	122.3	31.0	150,835	Franklin	2,015	25.1	6.2	21,225
Hamilton	42,655	223.8	64.9	306,691	Haywood	4,788	38.6	9.8	41,049	Grundy	1,244	12.4	2.9	7,634
Lincoln	2,084	24.3	6.5	21,373	Henderson	4,230	33.1	9.2	34,349	Hamilton	42,655	223.8	64.9	306,691
McMinn	3,801	31.6	8.3	28,877	Iredell	9,993	58.7	15.1	60,340	Lincoln	2,084	24.3	6.5	21,373
Marion	4,065	20.9	5.0	16,600	Lincoln	4,773	28.1	6.9	24,989	McMinn	3,801	31.6	8.3	28,877
Meigs	512	6.0	1.3	4,017	McDowell	4,300	27.1	6.6	26,371	Marion	4,065	20.9	5.0	16,600
Moore	236	4.0	1.2	2,942	Mecklenberg	47,012	229.4	61.6	385,921	Meigs	512	6.0	1.3	4,017
Polk	1,693	12.8	3.1	10,045	Mitchell	2,285	14.5	3.4	10,055	Moore	236	4.0	1.2	2,942
Rhea	2,146	15.2	3.9	12,632	Montgomery	2,590	17.6	4.3	15,078	Polk	1,693	12.8	3.1	10,045
Sequatchie	704	6.1	1.3	4,091	Moore	4,540	33.2	8.2	34,971	Rhea	2,146	15.2	3.9	12,632
Van Buren	220	4.0	.8	2,258	Polk	2,133	11.5	3.0	11,889	Sequatchie	704	6.1	1.3	4,091
Warren	3,485	22.5	6.4	19,666	Randolph	8,940	53.2	13.8	57,270	Van Buren	220	4.0	.8	2,258
White	1,833	15.8	4.0	12,470	Richmond	7,369	40.3	10.1	46,029	Warren	3,485	22.5	6.4	19,666
Total	152,151	1,009.7	264.7	\$ 994,620	Robeson	11,839	93.9	20.2	70,550	White	1,833	15.8	4.0	12,470
CHEYENNE, WYOMING					Rowan	13,949	79.2	21.3	102,058	CHEYENNE, WYOMING				
Colorado:					Rutherford	8,939	45.5	11.5	41,644	Colorado:				
Larimer	10,939	48.0	15.0	\$ 66,980	Scotland	2,892	27.2	6.2	20,527	Larimer	10,939	48.0	15.0	\$ 66,980
Weld (75%)	10,349	54.3	15.6	67,506	Stanly	9,005	39.9	10.7	44,299	Weld (75%)	10,349	54.3	15.6	67,506
Nebraska:					Transylvania	2,028	16.4	3.8	15,415	Nebraska:				
Banner	—	1.5	.5	2,875	Union	6,829	43.9	10.6	37,526	Banner	—	1.5	.5	2,875
Box Butte	188	12.7	3.7	19,672	Watauga	1,645	18.1	4.1	12,246	Box Butte	188	12.7	3.7	19,672
Cheyenne	861	16.4	4.9	31,367	Wilkes	5,168	46.0	10.9	33,097	Cheyenne	861	16.4	4.9	31,367
South Carolina:					Yadkin	4,815	22.8	5.6	18,978	South Carolina:				
Cherokee	5,639	37.2	9.0	34,530	Yancey	954	15.7	3.5	9,628	Cherokee	5,639	37.2	9.0	34,530
Chester	4,793	32.2	7.9	32,242						Chester	4,793	32.2	7.9	32,242

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Advertiser on WEWS

—reaching 1,224,790 homes*

ABC Television Network

Represented by



CHANNEL 5

FIRST IN
CLEVELAND

*based on Television Magazine penetration survey updated with regional market data.

EVENNE continued				Waltham				Ohio:					
VHF Sets	Pop. (00)	Fam. (00)	EBI (000)	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		
75	9.2	2.7	13,706	12,402	46.9	14.4	71,759	Adams	5,181	21.7	6.6	21,038	
137	3.4	1.0	5,951	Total	2,005,694	7,386.1	2,259.6	\$15,449,873	Brown	6,128	23.5	7.2	24,187
43	3.5	1.0	5,146	CHICO, CALIFORNIA				Butler	43,020	166.7	47.8	298,371	
41	1.1	.2	1,944	California:				Clermont	12,150	47.0	13.5	60,359	
654	4.6	1.3	9,776	Butte	14,914	66.0	22.6	\$ 104,153	Clinton	7,650	27.6	8.5	40,101
656	7.9	2.2	9,676	Colusa	2,441	11.7	3.6	21,775	Fayette	6,840	24.3	7.6	33,474
3,825	33.9	10.1	49,873	Glenn	2,975	16.0	4.9	27,057	Greene	18,180	70.3	20.2	131,891
49	9.5	2.8	15,455	Lassen	1,068	17.8	5.6	30,928	Hamilton	233,496	796.9	253.6	1,540,091
—	3.1	.9	4,068	Nevada	3,947	18.4	6.5	28,189	Highland	8,550	30.4	9.5	34,991
Summing:				Placer	10,800	47.0	14.2	68,381	Preble	7,920	30.1	8.8	44,463
2,363	22.3	6.7	40,660	Plumas	1,902	12.1	3.9	22,060	Warren	12,240	47.9	13.6	69,047
675	16.9	5.1	30,718	Shasta	6,737	43.2	14.1	71,860	Total	536,163	2,096.2	637.2	\$ 3,425,251
101	5.7	1.7	7,481	Sierra	259	2.8	.8	4,252	CLEVELAND, OHIO				
1,321	12.8	3.7	18,596	Sutter	5,211	29.2	9.0	47,189	Ohio:				
11,489	58.1	16.5	102,612	Tehama	4,593	19.6	6.4	32,223	Ashland	9,990	35.6	11.1	\$ 57,332
3,368	40.0	13.1	82,523	Yolo (50%)	4,603	27.2	8.3	47,961	Ashtabula	23,490	84.9	26.1	138,186
655	7.7	2.4	11,311	Yuba	5,647	33.4	10.2	50,576	Carroll	5,220	20.2	5.8	25,738
47,789	372.6	111.1	\$ 597,296	Total	65,097	344.4	110.1	\$ 556,604	Columbiana	28,545	106.6	32.2	162,543
CHICAGO, ILLINOIS				CINCINNATI, OHIO				Crawford (25%)					
Indiana:				Dearborn				Lawrence (50%)					
3,611	18.0	5.5	\$ 28,645	6,927	26.6	7.8	\$ 38,654	Mercer (50%)					
1,376,826	4,866.1	1,518.0	10,769,380	4,908	18.8	5.6	26,468	Total					
11,539	43.1	12.9	73,177	6,202	26.3	7.7	43,778	5,529	20.1	5.9	29,641		
50,968	244.2	71.3	550,059	2,805	17.1	4.5	18,002	14,085	54.2	15.7	88,307		
4,927	19.4	6.1	29,882	6,123	24.8	7.4	39,506	14,882	58.6	16.7	99,583		
6,803	32.8	10.4	47,229	5,670	22.9	6.3	27,464	Total	1,140,968	4,285.9	1,273.5	\$ 8,153,695	
44,010	164.9	48.9	313,561	3,181	16.1	4.1	14,538	COLORADO SPRINGS-PUEBLO, COLORADO					
18,720	81.4	20.8	116,526	1,002	4.3	1.2	5,327	Colorado:					
3,300	12.3	3.7	19,204	4,960	19.3	5.9	22,452	Bent	707	8.8	2.2	\$ 9,011	
58,226	259.0	71.5	562,196	5,468	20.3	6.1	30,094	Cheyenne	113	3.4	1.1	4,934	
21,360	103.6	32.3	177,859	1,829	6.8	2.0	7,388	Crowley	785	5.4	1.4	5,363	
7,893	36.6	10.9	57,071	1,360	5.8	1.6	8,671	Michigan:					
15,441	57.4	17.8	100,986	19,710	76.1	23.0	126,024	37,980	136.6	42.2	214,654		
8,050	33.9	10.8	54,776	Kentucky:				9,359	33.0	10.4	43,695		
39,420	151.1	43.8	255,456	Boone	3,442	16.7	4.7	18,456	12,510	43.0	13.9	59,223	
Minnesota:				Bourbon	2,707	17.6	5.1	21,752	Wisconsin:				
1,193	4.2	1.3	6,069	Bracken	1,686	9.3	2.9	8,798	22,590	83.1	25.1	148,362	
4,623	18.5	5.3	26,623	Campbell	21,896	84.8	26.3	124,169	32,040	119.4	35.6	228,644	
120,780	465.6	134.2	929,779	Carroll	2,015	8.6	2.6	10,032	Florida:				
22,279	87.7	26.1	140,383	Fayette	14,918	118.5	34.0	183,873	As of September 1				
4,280	16.0	4.9	27,852	Fleming (50%)	754	5.2	1.5	3,963	Television Magazine's new telephone number will be				
3,060	11.2	3.4	18,086	Franklin	4,707	26.2	7.8	38,422	PLAZA 3-9944				
11,992	47.2	13.5	78,640	Gallatin	985	3.7	1.1	3,806	TELEVISION MAGAZINE • MARKET BOOK 1956				
2,999	13.2	3.9	20,024	Grant	2,291	10.4	3.2	8,959	www.americanradiohistory.com				
31,905	119.2	35.5	256,440	Harrison	2,842	15.5	4.9	17,329	109				
4,608	17.5	5.2	23,633	Henry	1,533	11.1	3.3	10,517	1956				
Ohio:				Kenton	30,875	115.3	36.1	182,393	1956				
37,980	136.6	42.2	214,654	Lewis (50%)	654	6.5	1.6	4,803	1956				
9,359	33.0	10.4	43,695	Mason	3,739	20.2	5.8	23,036	1956				
12,510	43.0	13.9	59,223	Nicholas	1,300	6.8	2.1	6,627	1956				
Wisconsin:				Owen	1,765	8.7	2.6	8,489	1956				
22,590	83.1	25.1	148,362	Pendleton	1,990	9.7	3.0	10,178	1956				
32,040	119.4	35.6	228,644	Robertson	515	2.7	.7	2,557	1956				
Florida:				Scott	2,388	15.5	4.4	18,165	1956				
As of September 1				Trimble	823	5.8	1.7	5,661	1956				
Television Magazine's new telephone number will be				Woodford (50%)	848	5.8	1.7	6,887	1956				
PLAZA 3-9944				PLAZA 3-9944				1956					
TELEVISION MAGAZINE • MARKET BOOK 1956				TELEVISION MAGAZINE • MARKET BOOK 1956				1956					

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As of September 1

Television Magazine's new telephone number will be

PLAZA 3-9944

Columbus Georgia . . .
a billion \$ market

best buy ---- Share of Audience*

WRBL-TV DAYTIME **64** STATION B **27**
NIGHTTIME **62** STATION B **27**

*AREA TELEPULSE NOV. 1955

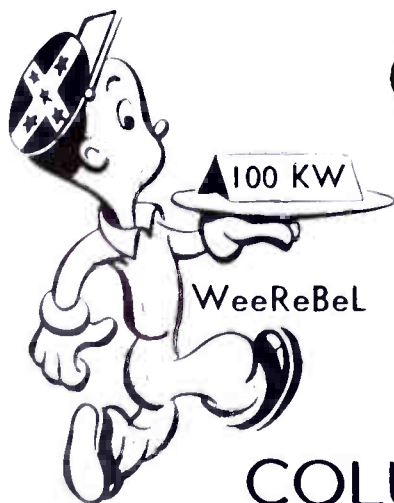
best buy ---- Competitive 1/4 Hrs.

Area Telepulse Nov. 1955

WRBL-TV FIRST IN **402** OF **404**
QUARTER HOURS

Metropolitan Area Telepulse Feb. 1956

WRBL-TV FIRST IN **298** OF **416**
QUARTER HOURS



CHANNEL

4



COLUMBUS, GA.

REPRESENTED BY HOLLINGBERY COMPANY

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
COLORADO SPRINGS-PUEBLO continued				
Auster	216	1.5	.6	1,629
Bogulas (50%)	286	1.8	.6	1,971
Bert	577	4.3	1.1	4,276
Paso	21,721	105.6	34.6	160,255
Emont	2,500	18.5	5.6	18,351
erfano	794	10.0	3.0	9,272
owa	314	3.0	.9	5,366
Carson	262	9.5	2.8	13,729
Animas	1,399	25.5	7.1	25,189
coln	509	6.1	1.9	8,738
ero	4,139	26.8	7.9	30,831
eblo	17,602	106.1	30.1	136,478
iller	304	2.0	.6	2,409
al	52,228	338.3	101.5	437,802

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
COLUMBIA-JEFFERSON CITY, MISSOURI				
Missouri:				
Adrain	5,269	25.5	8.3	37,552
Blton (50%)	709	4.2	1.3	3,894
Bne	8,343	50.7	14.2	77,248
Caway	4,405	24.2	6.4	26,682
Caden	1,276	7.5	2.4	6,433
Criton	2,302	14.3	4.7	16,909
De	8,311	36.8	10.1	51,679
Cper	3,628	16.2	5.1	22,324
Franklin (50%)	3,971	19.0	5.8	23,775
Conade	2,804	12.6	4.0	13,898
Howard	1,698	11.3	3.5	15,466
Mon (50%)	1,843	8.7	3.0	9,747
Wies	1,138	6.8	2.0	5,910
War	2,812	13.3	4.1	11,955
Witeau	1,797	10.4	3.4	10,601
Wroce	2,679	11.1	3.7	13,474

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Montgomery	3,420	11.3	3.8	12,411
Morgan	1,282	9.6	3.0	8,636
Osage	2,322	11.0	2.9	9,562
Pettis	6,940	34.1	11.7	46,948
Phelps	3,870	24.6	7.2	27,574
Pike (25%)	1,053	4.2	1.5	5,590
Pulaski	3,028	10.4	3.2	9,662
Ralls (25%)	421	2.1	.6	2,555
Randolph	5,220	23.2	8.1	34,550
Saline	3,996	26.6	8.2	33,282
Shelby (50%)	1,346	4.7	1.8	5,187
Warren (50%)	834	3.9	1.3	4,101
Total	86,717	438.3	135.3	547,605

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
COLUMBIA, SOUTH CAROLINA				
South Carolina:				
Aiken	13,673	97.4	26.0	99,976
Bamberg	992	16.9	4.0	12,574
Barnwell	2,063	28.5	7.0	17,996
Calhoun	1,524	14.2	3.3	8,957
Chester	4,793	32.2	7.9	32,242
Chesterfield (50%)	2,270	18.0	4.1	13,295
Clarendon	1,809	32.3	6.6	18,593
Darlington (50%)	3,482	26.0	6.2	22,378
Dorchester (25%)	1,056	5.9	1.4	4,754
Edgefield	2,645	15.9	3.7	12,431
Fairfield	3,124	20.8	4.8	16,384
Florence (20%)	3,051	17.0	4.1	14,452
Greenwood (33%)	2,570	14.8	3.9	19,880
Kershaw	5,434	31.6	7.5	26,633
Lancaster	5,374	38.4	9.0	40,622
Laurens (33%)	1,712	61.6	16.9	17,521
Lee	3,534	22.4	4.7	12,089
Lexington	7,333	48.7	12.6	48,079

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Newberry	4,079	31.9	8.2	31,906
Orangeburg	9,941	70.5	16.4	53,438
Richland	31,782	168.3	42.8	239,858
Saluda	1,707	15.3	3.7	10,863
Sumter	8,070	63.0	14.5	54,556
Union	4,874	30.9	7.6	31,115
Total	127,498	902.9	226.9	860,592

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
COLUMBUS, GEORGIA				
Alabama:				
Barbour	1,746	26.2	6.5	17,616
Bullock	1,692	15.0	3.6	9,619
Chambers	4,380	36.8	9.6	37,865
Clay	1,322	12.3	3.0	8,822
Coosa (75%)	1,263	7.9	1.9	5,734
Dale	3,150	19.0	4.8	13,484
Elmore	4,658	29.2	7.2	24,773
Henry	2,395	16.7	3.8	11,578
Houston (50%)	5,312	23.3	6.3	21,637
Lee	6,169	47.3	11.2	51,452
Macon	2,482	30.9	6.7	24,582
Pike	3,398	28.3	7.3	23,206
Randolph	2,608	20.3	5.0	14,124
Russell	6,048	43.0	10.7	36,342
Tallapoosa	4,404	34.3	8.9	33,395
Georgia:				
Baker	206	5.4	1.1	3,147
Calhoun	689	8.2	2.1	6,201
Chattahoochee	—	43.9	1.6	81,273
Clay	472	5.2	1.3	3,766
Coweta	5,507	27.1	7.3	23,797
Crawford	601	5.5	1.2	4,298
Crisp	2,778	17.5	4.8	15,209

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Behold TV efficiency PLANNED 170 YEARS AGO

In 1786 - Columbia's birth was deliberately pre-planned at South Carolina's center - for easiest, permanent accessibility to all South Carolinians.

In 1956 - this 170 year old plan is of tremendous value to every TV timebuyer - who now reaches more of South Carolina from its geographic center through WIS-TV, Columbia's one wide coverage station.

This Centered Carolina Coverage fits natural distribution exactly

Centered Carolina Coverage is WIS-TV's exclusively!

Map circa 1793

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA



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



**PETERS, GRIFFIN,
WOODWARD, INC.**
Exclusive National Representatives

Wee ReBeL



WRBL-TV

CHANNEL

4

CBS
: ABC

Columbus, Georgia

... a Billion dollar*
TV market with
a population of
991,900**

* E. B. I. ** 1956 Survey of B. P.

CALL HOELINGBERY CO.

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
COLUMBUS, GEORGIA continued									
Dooly (50%)	780	6.5	1.6	4,416	Marion	15,365	55.7	17.2	86,761
Dougherty	9,305	54.5	15.1	72,335	Morgan	3,601	13.2	4.1	14,327
Early	570	16.6	4.1	12,474	Morrow	4,566	18.3	5.3	21,358
Harris	1,617	11.0	2.7	8,535	Muskingum	18,300	79.4	24.1	116,021
Heard	731	6.3	1.5	4,147	Perry	7,960	29.4	8.5	33,675
Lamar	1,897	9.7	2.4	10,571	Pickaway	7,110	30.9	7.9	38,268
Lee	737	6.0	1.4	3,739	Pike	5,194	25.5	6.9	21,093
Macon	1,493	13.2	3.2	9,487	Richland	27,270	102.3	30.3	187,765
Marion	529	6.4	1.4	3,717	Ross	18,850	59.2	16.5	76,064
Meriwether	3,424	20.5	5.2	17,942	Union	5,740	21.8	6.6	29,397
Miller	666	8.4	2.1	6,346	Vinton	2,390	11.1	2.8	9,231
Muscogee	30,938	133.8	35.7	211,653	Wyandot	5,760	21.4	6.4	31,051
Peach (50%)	922	6.0	1.5	6,120	Total	490,831	1,872.9	556.0	\$ 3,118,335
Pike	951	7.8	1.8	5,707	CORPUS CHRISTI, TEXAS				
Quitman	172	2.9	.8	1,827	Texas:				
Randolph	1,426	12.2	3.0	9,686	Aransas	524	4.1	1.2	\$ 4,722
Schley	256	3.4	.8	2,440	Bee	2,744	19.4	5.0	22,016
Stewart	728	8.5	2.1	5,778	Brooks	757	10.9	2.8	11,992
Sumter	3,605	23.5	6.3	22,029	Calhoun	784	11.0	3.1	15,414
Talbot	834	7.4	1.8	4,944	Dewitt	3,129	21.5	6.3	23,079
Taylor	1,294	8.4	2.2	5,920	Duval	1,059	14.2	3.3	13,529
Terrell	2,261	12.9	3.1	10,060	Goliad	424	5.3	1.3	5,326
Troup	10,273	52.5	14.2	64,264	Jackson	1,772	13.2	3.6	16,269
Upson	3,974	25.2	6.6	27,342	Jim Wells	2,168	32.4	7.8	38,088
Webster	217	4.2	.8	2,349	Karnes	2,100	16.3	3.9	16,805
Worth (50%)	892	9.1	2.2	6,666	Kenedy	86	.6	.1	348
Total	141,772	980.2	239.5	\$ 1,012,414	Kleberg	2,732	25.5	6.4	35,022
COLUMBUS, MISSISSIPPI					Live Oak	1,052	8.1	2.0	8,471
Alabama:					McMullen	146	1.5	.5	1,814
Fayette	1,547	17.7	4.4	\$ 12,209	Nueces	27,977	233.9	62.4	349,253
Greene	807	14.5	3.5	8,784	Refugio	1,067	9.7	2.6	14,534
Lamar	1,611	14.4	3.6	8,538	San Patricio	4,953	40.1	9.7	40,954
Pickens	1,605	22.0	5.1	13,987	Victoria	3,426	36.8	10.1	52,807
Sumter	1,821	22.0	5.2	15,255	Total	56,900	504.5	132.1	\$ 670,445
Tuscaloosa	10,844	101.0	24.1	104,101	DALLAS-FT. WORTH, TEXAS				
Winston	2,511	16.4	4.0	12,933	Oklahoma:				
Mississippi:					Bryan	2,609	25.3	7.4	\$ 28,624
Calhoun	852	16.6	4.2	11,490	Carter	6,688	42.0	13.1	53,191
Chickasaw	566	17.4	4.4	12,000	Love	791	7.0	1.7	4,977
Choctaw	1,080	9.7	2.5	5,702	Marshall	1,487	6.7	2.0	7,471
Clay	421	16.2	4.1	10,932	Texas:				
Hawamba	807	15.9	4.1	10,391	Anderson	3,227	29.2	8.4	31,671
Kemper	719	13.8	3.1	7,301	Bosque	1,771	9.9	3.1	10,556
Lee	5,514	39.5	11.1	34,967	Brown	4,884	29.1	9.1	36,334
Lowndes	2,061	15.8	3.6	9,620	Collin	7,769	41.9	12.7	44,081
Monroe	1,482	22.9	5.4	15,950	Comanche	919	13.1	4.0	14,442
Neshoba (25%)	724	5.9	1.5	3,648	Cooke	4,878	24.8	7.3	29,401
Noxubee	1,771	17.5	4.1	10,377	Dallas	207,367	792.4	243.1	1,506,281
Oktibbeha	1,031	24.8	6.1	22,561	Delta	600	6.8	2.0	6,771
Pontotoc	1,192	18.4	4.9	13,491	Denton	7,956	44.6	12.3	61,031
Webster	278	10.2	2.6	6,741	Eastland	3,467	21.0	6.9	26,631
Total	39,244	452.6	111.6	\$ 350,978	Ellis	9,831	43.5	12.6	50,121
COLUMBUS, OHIO					Erath	2,219	16.3	5.1	17,771
Ohio:					Fannin	3,348	25.7	7.9	23,231
Ashland	9,990	35.6	11.1	\$ 57,332	Franklin	629	4.9	1.5	4,071
Athens	8,269	46.2	12.5	56,394	Freestone	1,986	13.2	3.8	12,011
Champaign	7,319	28.5	8.7	40,895	Grayson	12,364	73.4	22.8	92,411
Clark	33,390	122.1	37.1	213,780	Hamilton	1,637	9.5	3.0	9,811
Clinton	7,690	27.6	8.5	40,101	Henderson	1,813	19.6	5.7	18,011
Coshocton	6,783	32.7	10.3	48,989	Hill	6,470	27.7	8.5	32,511
Crawford	11,262	41.4	13.0	64,600	Hood	985	4.6	1.3	5,311
Delaware	8,151	32.3	9.1	50,466	Hopkins	2,496	20.0	6.1	20,811
Fairfield	15,300	56.1	17.0	83,204	Hunt	9,605	37.7	11.5	42,511
Fayette	6,840	24.3	7.6	33,474	Jack	1,568	6.5	2.1	8,811
Franklin	159,896	585.3	173.8	1,220,110	Johnson	7,253	31.8	9.9	38,311
Greene	18,180	70.3	20.2	131,891	Kaufman	5,463	27.9	7.5	25,611
Hardin	8,273	30.4	9.2	40,080	Lamar	2,252	42.5	12.8	40,811
Highland	8,550	30.4	9.5	34,991	Limestone	3,426	20.8	6.0	18,711
Hocking	4,962	19.6	5.6	22,352	McLennan (25%)	7,045	35.6	10.4	47,511
Holmes	4,826	20.2	5.4	21,966	Montague	3,495	15.1	4.7	18,411
Jackson	7,552	30.3	8.5	33,233	Navarro	5,902	35.6	10.8	40,411
Knox	9,619	38.1	11.6	58,236	Palo Pinto	3,948	26.1	8.6	31,211
Licking	16,895	76.3	23.7	121,522	Parker	5,385	24.0	7.6	29,111
Logan	9,370	33.2	10.6	46,268	Rains	402	3.0	.8	2,111
Madison	5,608	23.8	6.4	33,440	Red River	1,618	18.6	5.4	14,111
					Rockwall	1,263	5.3	1.4	4,111

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VHF Sets (00) **Pop. (00)** **Fam. (00)** **EPI (000)**

DALLAS-FT. WORTH, TEXAS continued

Smith	12,729	78.8	22.8	101,883
Somervell	457	2.4	.8	2,763
Stephens	971	10.8	3.4	16,208
Tarrant	122,241	507.0	154.4	844,333
Tarrant Zandt	4,459	18.5	5.6	18,303
Vise	2,925	14.6	4.4	15,319
Wood	2,718	18.0	5.3	18,954
Total	503,316	2,332.8	707.6	\$ 3,523,449

EVANVILLE, ILLINOIS

Illinois:				
Champaign	UHF	123.0	32.6	\$ 241,462
Douglas	DI	15.9	5.1	22,058
Jackson	on county	23.4	7.7	32,919
Wayne	basis	16.0	5.0	23,356
Monroe		32.8	10.4	47,229
Franklin		139.6	45.3	244,729
Clinton		90.6	28.9	147,320
Clinton		25.0	7.9	38,116
Illiana:				
Clinton		11.0	3.2	18,322
Clinton		17.6	5.8	25,232
Clinton		15.1	4.7	18,814
Clinton		19.0	6.5	23,074
Clinton		8.2	2.5	12,749
Total		169,780	537.2	165.6 \$ 895,380

DENVENPORT, IOWA-ROCK ISLAND, ILLINOIS

Illinois:				
Beau	8,340	37.0	11.8	\$ 56,620
Croll	5,276	19.1	6.2	29,573
Clinton (50%)	6,480	21.5	7.2	32,796
Hiderson	1,883	8.2	2.5	11,783
Hry	14,400	48.8	16.0	74,874
Waviness	4,653	21.9	6.7	29,157
K x	15,275	55.7	18.2	93,211
Laalle (50%)	10,680	51.8	16.2	88,930
La(50%)	3,509	18.8	5.1	28,503
Wagonough (50%)	3,341	14.4	4.6	20,796
Wshall (50%)	1,337	6.4	2.0	9,999
Mcer	4,548	16.9	5.3	24,634
Go (50%)	4,025	17.0	5.4	27,388
Rock Island	40,230	145.4	44.7	263,262
Sik	1,792	8.5	2.6	13,589
Shenson (50%)	6,104	22.1	7.1	35,440
Wren	5,605	25.0	7.9	38,116
Weside	14,850	52.5	16.5	79,489
Iowa:				
Car	5,147	18.4	5.4	29,688
Clton	14,914	51.7	16.0	85,089
Des Moines	12,893	44.7	14.3	76,755
Duque	18,270	75.8	20.3	123,821
Hry	3,460	18.8	5.5	26,032
Jason	4,950	18.4	5.5	23,899
Janson	8,685	49.0	13.0	86,006

VHF Sets (00) **Pop. (00)** **Fam. (00)** **EPI (000)**

Jones	5,040	18.9	5.6	25,821
Lee	8,828	43.5	13.3	64,433
Louisa	2,880	10.6	3.2	14,659
Muscantine	9,540	33.9	10.6	49,606
Scott	29,880	108.4	33.2	200,629
Washington	3,916	19.1	6.2	28,930
Total	280,731	1,102.2	338.1	\$ 1,793,528

DAYTON, OHIO

Indiana:

Adams	5,938	23.1	6.7	\$ 32,726
Fayette	6,202	26.3	7.7	43,778
Franklin	2,805	17.1	4.5	18,002
Jay	4,711	23.3	7.5	33,538
Randolph	8,100	27.6	9.0	40,074
Union	1,360	5.8	1.6	8,671
Wayne	19,710	76.1	23.0	126,024

Ohio:

Allen	24,653	97.5	29.4	165,360
Auglaize	9,000	33.5	10.0	48,157
Brown	6,128	23.5	7.2	24,187
Butler	43,020	166.7	47.8	298,371
Champaign	7,319	28.5	8.7	40,895
Clark	33,390	122.1	37.1	213,780
Clinton	7,650	27.6	8.5	40,101
Darke	12,150	44.5	13.5	59,801
Fayette	6,840	24.3	7.6	33,474
Greene	18,180	70.3	20.2	131,891
Hardin	8,273	30.4	9.2	40,080
Highland	8,550	30.4	9.5	34,991
Logan	9,370	33.2	10.6	46,268
Madison	5,608	23.8	6.4	33,440
Marion	15,365	55.7	17.2	86,761
Mercer	7,048	31.0	8.7	44,955
Miami	18,810	66.9	20.9	110,610
Montgomery	124,568	456.4	135.4	940,468
Preble	7,920	30.1	8.8	44,463
Putnam	6,684	27.0	7.6	37,433
Shelby	7,564	31.2	8.9	40,619
Union	5,740	21.8	6.6	29,397
Vanwert	8,112	28.7	9.1	46,436
Warren	12,240	47.9	13.6	69,047
Wyandot	5,760	21.4	6.4	31,051
Total	468,768	1,773.7	528.9	\$ 2,994,849

DAYTONA BEACH, FLORIDA

Florida:

Brevard (25%)	399	11.2	3.6	\$ 13,737
Flagler	454	4.1	1.2	4,142
Lake (25%)	2,028	11.3	3.3	13,290
Marion (50%)	1,267	22.9	6.5	23,021
Putnam (50%)	1,076	13.9	3.9	14,194
St. John's (10%)	50	3.0	.9	3,644
Seminole	4,844	34.7	9.9	36,043
Volusia	14,464	92.4	30.1	129,830
Total	24,582	193.5	59.4	\$ 237,901

VHF Sets (00) **Pop. (00)** **Fam. (00)** **EPI (000)**

DECATUR, ALABAMA

Alabama:

Cullman	UHF	47.4	11.8	\$ 32,622
Lawrence	DI	25.7	6.2	16,495
Limestone	on county	34.3	8.4	25,206
Madison	basis	82.4	21.1	75,453
Morgan		52.9	14.6	50,467
Total		129,095	242.7	62.1 \$ 200,243

DECATUR, ILLINOIS

Illinois:

Champaign	UHF	123.0	32.6	\$ 241,462
Christian	DI	38.6	12.5	61,310
Coles	on county	42.2	13.5	64,210
Cumberland	basis	9.8	3.1	10,922
De Witt		15.9	5.3	28,201
Douglas		15.9	5.1	22,058
Effingham (50%)		10.6	3.2	13,682
Fayette (50%)		11.2	3.5	13,149
Logan		32.6	8.8	44,733
Macon		111.1	35.5	193,697
Mason (75%)		11.3	3.8	17,607
Menard		8.9	2.9	13,375
Montgomery		30.7	10.4	40,971
Moultrie		12.9	4.0	19,338
Piatt		13.1	4.2	21,353
Sangamon		139.6	45.3	244,729
Shelby		23.4	7.6	30,352
Tazewell (50%)		43.7	13.6	74,344
Total		1163,086	694.5	214.9 \$ 1,155,493

DENVER, COLORADO

Colorado:

Adams	11,298	66.1	17.4	\$ 91,912
Arapahoe	13,189	75.7	22.8	106,559
Boulder	10,489	54.2	16.3	80,095
Clear Creek	657	3.7	1.2	4,954
Denver	133,875	498.1	163.4	927,406
Douglas	572	3.5	1.2	3,941
Elbert	577	4.3	1.1	4,276
Gilpin	51	.8	.2	977
Grand	408	3.6	1.1	5,081
Jefferson	16,185	85.2	26.0	122,047
Lake	713	5.8	1.8	9,063
Larimer	10,939	48.0	15.0	66,980
Logan	4,036	18.7	5.4	25,583
Morgan	3,339	19.3	5.5	23,858
Phillips	606	5.0	1.5	7,052
Washington	1,071	8.0	2.5	10,062
Weld	13,799	72.2	20.7	90,006
Yuma	949	10.8	3.3	16,107
Wyoming:				
Laramie	11,489	58.1	16.5	102,012
Total	234,242	1,041.1	322.9	\$ 1,697,971

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in 462 quarter hours surveyed

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multi-weekly shows - local news ratings up to 35.4

★ **9 of top 10**
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Very Highly Audience Rated,
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VHF Sets Pop. (00) Fam. (00) EBI (000)

MOINES, IOWA

Walt	2,708	11.5	3.8	\$ 14,909
Wair	3,850	17.6	5.9	17,139
Wanoose	3,150	11.1	3.5	16,252
Waton (50%)	6,536	26.6	8.1	41,027
Wine	5,153	22.5	6.4	36,850
Wroll	1,459	9.0	3.0	13,049
Wtke	6,748	22.9	7.6	36,769
Wlas	1,951	11.8	3.6	13,263
Watur	1,961	8.1	2.5	13,505
Waklin (50%)	3,645	14.9	4.7	21,775
Wene	1,659	6.7	2.1	10,082
Windy (50%)	3,407	14.1	4.3	16,661
Wthrie	5,474	19.3	6.2	31,793
Wmilton	6,570	21.8	7.3	37,201
Widin	3,859	15.1	4.7	23,505
Woa	8,210	31.9	10.0	50,847
Wsaer	4,063	16.6	5.4	20,335
Wuk	1,899	11.1	3.6	13,466
Wus	3,147	12.4	4.1	16,440
Wlison	5,176	23.7	7.7	33,411
Waska	6,924	24.9	7.4	31,483
Wion	8,489	35.4	11.0	59,248
Wshall	1,987	10.6	3.1	11,834
Wroce	72,630	249.2	80.7	486,059
Wcoeshiek	3,758	19.3	5.6	28,108
Wdy	11,847	46.4	13.2	79,059
Wwab (50%)	2,910	10.6	3.4	15,437
Winn	3,496	16.8	5.5	22,366
Wvello	8,740	46.9	15.0	71,792
Wvren	4,613	17.3	5.3	22,897
Wvne	2,144	11.1	3.7	12,125
Wvster (50%)	6,165	22.5	6.9	35,534
Wtel	214,328	839.7	265.3	\$ 1,356,221

DETROIT, MICHIGAN

Michigan:				
Wessee	87,089	330.0	97.2	\$ 651,865
Widale	7,046	38.7	11.9	47,110
Widun	7,497	33.8	9.3	37,938
Widagon	31,770	120.6	35.3	199,416
Wlaer	8,111	41.1	10.4	46,097
Wawee	18,688	73.3	21.8	115,193
Wingsston	7,692	30.6	9.0	47,163
Wpomb	63,000	254.1	70.0	437,790
Wmroe	22,590	88.3	25.1	135,587
Wdland	139,140	542.8	154.6	1,099,577
Wstair	27,630	103.1	30.7	158,342
Wsalac	6,329	31.5	9.3	37,646
Wshwassee	13,699	49.4	14.9	74,688
Wtuola	9,095	41.1	11.6	50,003
Wwhitenaw	37,350	155.6	41.5	279,259
Wvne	706,050	2,721.7	784.5	5,849,579
Wvion	7,380	27.6	8.2	39,568
Wvtry (50%)	3,099	11.5	3.5	16,904
Wvlus	117,900	429.7	131.0	943,827
Wvawa	8,451	32.6	9.8	58,962
Wvshdusky (50%)	6,478	24.2	7.9	39,145
Wvmbd (50%)	8,370	32.2	9.3	53,228
Wvtel	1,344,454	5,213.5	1,506.8	\$ 10,418,887

JEFFERSON, ALABAMA

Alabama:				
Wbour (75%)	1,309	19.7	4.9	\$ 13,212
Wfree	4,311	28.7	7.2	20,722
Wington (15%)	777	5.6	1.5	4,725
Wbe	3,150	19.0	4.8	13,484
Wveva	2,003	23.2	6.0	16,893
Wvtry	2,395	16.7	3.8	11,578
Wvturn	10,624	46.6	12.5	43,274
Wvtd (50%)	1,700	14.2	3.7	11,603
Wvwa				
Wvwb	406	12.3	2.9	7,589
Wvwd	2,562	35.1	8.4	24,941

VHF Sets Pop. (00) Fam. (00) EBI (000)

Walton (10%)	148	1.5	.4	1,108
Washington	791	11.4	2.9	7,760
Georgia:				
Wcalhoun (75%)	516	6.2	1.6	4,651
Wclay	472	5.2	1.3	3,766
Wdecat (25%)	392	5.9	1.6	5,352
Wearly	570	16.6	4.1	12,474
Wmiller	666	8.4	2.1	6,346
Wquitman (50%)	86	1.5	.4	914
Wrandolph (25%)	356	3.1	.8	2,422
Wseminole	1,152	7.7	1.9	6,361
Total	34,386	288.6	72.8	\$ 219,175

DULUTH, MINNESOTA-SUPERIOR, WISCONSIN

Michigan:				
Wgogebic	4,516	26.3	8.0	\$ 31,758
Minnesota:				
Waitkin	2,715	12.5	3.7	11,845
Wbeltrami	949	24.8	7.0	25,050
Wcarlton	4,375	25.1	6.7	30,939
Wcrow wing	3,094	31.1	9.4	37,721
Witasca	4,959	40.4	11.6	49,235
Wlake	1,794	11.6	3.8	17,906
Wpine	2,367	17.0	4.8	16,504
Wst. louis	57,628	217.3	67.1	341,834
Wisconsin:				
Washland	2,990	19.5	5.5	21,815
Wbayfield	1,640	13.0	3.8	12,192
Wburnett	1,608	9.7	2.9	8,742
Wdouglas	10,518	46.9	14.1	69,709
Wiron	893	8.2	2.5	10,016
Wsaywer	1,707	9.9	2.9	10,019
Wwashburn	2,018	11.2	3.2	11,671
Total	103,771	524.5	157.0	\$ 706,956

DURHAM, NORTH CAROLINA

North Carolina:				
Walamance	16,629	78.8	20.5	\$ 104,282
Wcaswell	2,099	20.6	4.3	14,075
Wchatham	3,802	25.0	6.1	20,732
Wcumberland	10,302	125.0	25.6	154,476
Wdurham	21,290	111.8	29.0	167,368
Wedgecombe	7,298	52.4	11.8	51,224
Wfranklin	4,421	30.8	7.0	23,290
Wgranville	4,250	32.5	6.8	26,667
Wguilford	40,511	214.8	56.5	336,956
Whalifax	6,053	58.6	12.7	50,373
Wharnett	4,057	49.3	11.5	45,362
Whoke	1,869	15.9	3.3	9,470
Wjohnston	7,158	65.6	15.7	51,907
Wlee	3,391	26.5	6.3	28,596
Wmontgomery (50%)	1,295	8.8	2.2	7,539
Wmoore	4,540	33.2	8.2	34,971
Wnash	6,007	62.2	14.2	57,187
Worange	5,896	38.8	8.7	55,121
Wperson	3,689	23.2	5.2	18,405
Wrandolph	8,940	53.2	13.8	57,270
Wrockingham	12,021	68.7	17.7	76,837
Wsampson (50%)	2,225	25.3	5.8	16,646
Wvance	4,866	32.8	7.8	31,335
Wwake	27,681	156.0	38.3	220,664
Wwarren	1,915	23.7	4.9	15,583
Wwayne	11,178	67.6	15.8	56,421
Wwilson	9,135	55.2	13.0	59,562

Virginia:				
Wbrunswick	2,266	21.2	4.4	15,249
Wcharlotte	771	13.9	3.2	8,595
Whalifax	7,047	41.4	9.4	31,244
Whenry	8,768	53.7	12.9	61,224
Wlunenber	1,614	14.6	3.5	13,372
Wmecklenburg	4,959	35.5	8.2	31,932
Wpittsylvania	13,884	111.8	27.7	122,467
Total	271,827	1,848.4	442.0	\$ 2,076,402

TV market studies

to order

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

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KVAL-TV - KPIC

EUGENE

ROSEBURG

EAU CLAIRE, WISCONSIN				EL PASO, TEXAS				EUGENE, OREGON						
VHF Sets	Pop. (00)	Fam. (00)	EPI (000)	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)			
Wisconsin:				New Mexico:				Oregon:						
Barron	6,223	36.3	10.6 \$	40,402	Dona Ana	7,395	45.4	11.2 \$	53,997	Benton	4,624	37.1	10.6 \$	57,406
Buffalo	2,782	15.1	4.3	14,598	Grant	2,517	19.9	5.4	24,989	Coos	4,378	54.9	18.3	90,624
Chippewa	8,314	44.7	11.8	50,070	Luna	1,607	10.5	2.8	11,674	Curry (50%)	313	4.0	1.4	5,457
Clark	4,223	32.1	9.0	33,908	Otero	2,252	27.1	7.0	36,648	Douglas	6,637	69.2	21.2	98,352
Dunn	5,485	27.5	7.7	30,728	Sierra	742	5.2	1.8	5,773	Jackson	14,247	67.8	22.1	97,629
Eau Claire	12,605	58.5	17.2	93,263	Texas:				Josephine	4,446	31.2	10.5	40,165	
Jackson	2,419	16.2	4.8	16,021	El Paso	53,851	262.2	63.5	390,387	Lane	29,151	154.7	48.6	244,455
Pepin	1,348	7.5	2.1	7,906	Hudspeth	859	5.6	1.2	5,026	Lincoln (50%)	956	12.0	4.1	15,794
Pierce (25%)	1,340	5.4	1.6	6,599	Total	69,223	375.9	92.9 \$	528,494	Linn	8,334	62.4	19.4	84,140
Rusk	2,207	16.4	4.5	18,464	ENID, OKLAHOMA				Polk	4,166	23.9	7.4	32,095	
St. Croix (25%)	1,733	6.8	1.9	8,790	Kansas:				Total	77,252	517.2	163.6 \$	766,117	
Taylor	2,391	17.9	4.7	17,556	Barber (50%)	972	4.7	1.5 \$	7,341	EUREKA, CALIFORNIA				
Trempealeau	6,120	24.2	6.8	23,516	Cowley (50%)	3,818	18.5	6.0	24,826	California:				
Wood	10,831	54.7	15.1	74,487	Harper	2,105	10.2	3.4	12,392	Del Norte	1,714	19.6	6.4 \$	30,587
Total	68,021	363.3	102.1 \$	436,308	Sumner	5,490	26.9	9.0	37,662	Humboldt	21,382	96.3	31.3	184,222
EL DORADO, ARKANSAS				OKLAHOMA:				EVANSVILLE, INDIANA-HENDERSON, KENTUCKY						
Arkansas:				Alfalfa	1,893	9.3	3.0	12,242	Illinois:					
Ashley	4,130	21.0	5.5 \$	17,637	Blaine	3,061	13.7	4.1	14,695	Edwards	UHF	8.8	2.8 \$	9,747
Bradley	2,137	13.7	3.6	10,770	Dewey (50%)	637	3.7	1.1	3,476	Gallatin	DI	9.1	2.7	9,629
Calhoun	920	6.1	1.5	4,243	Garfield	12,246	53.0	16.4	81,086	Hamilton	on county basis	2.9	.9	2,751
Cleveland	755	7.0	1.9	4,837	Grant	1,555	9.0	2.6	13,753	(25%)		1.9	.5	1,779
Columbia	4,371	25.4	7.0	23,391	Kay	10,867	50.9	16.2	75,241	Hardin (25%)		14.9	4.6	23,885
Dallas	1,895	11.8	3.1	8,884	Kingfisher	2,783	11.1	3.4	13,839	Wabash		20.5	6.7	27,495
Nevada	1,773	12.1	3.3	9,364	Lincoln (50%)	1,882	9.9	3.0	9,539	Indiana:				
Nevada	4,259	39.4	11.0	37,864	Logan	4,393	20.1	6.2	23,881	Daviess (10%)		2.8	.8	3,458
Union	8,551	53.9	15.8	62,453	Major	1,337	10.1	3.0	12,565	Dubois (50%)		12.5	3.4	16,399
Louisiana:				Noble	2,681	10.0	3.1	11,829	Gibson		30.7	9.6	41,850	
Caliborne	2,410	23.7	6.3	23,649	Osage (50%)	3,565	17.2	5.3	20,329	Pike		14.1	4.4	16,877
Lincoln	2,902	26.8	6.8	29,857	Pawnee	2,630	13.8	4.2	14,518	Posey		19.8	6.0	25,215
Morehouse	3,837	35.2	9.1	34,952	Payne	7,798	47.0	13.3	62,598	Spencer		13.5	3.8	15,570
Union	2,523	18.9	4.8	15,556	Woods	1,627	13.1	4.0	20,494	Vanderburgh		179.2	55.7	310,097
Webster	6,694	37.9	10.3	38,002	Total	71,340	352.2	108.8 \$	472,306	Warrick		23.1	7.0	29,212
Total	47,157	332.9	90.0 \$	321,459	ERIE, PENNSYLVANIA				Kentucky:					
TRALKHART, IND.—See South Bend-Elkhart				New York:				Crittenden						
MIRAMIRA, NEW YORK				Chautauqua	20,561	71.7	23.4 \$	103,604	8.7					
New York:				(50%)	Ohio:				2.6					
Chemung	UHF	94.9	29.2 \$	143,737	Ashtabula (50%)	11,745	42.5	13.1	69,093	6,804				
Schuyler	DI	15.1	4.6	15,853	Pennsylvania:				17.3					
Steuben	on county basis	95.3	28.2	126,878	Crawford	22,116	80.5	23.7	118,564	78,409				
Tioga	basis	31.8	9.7	40,752	Erie	63,296	236.6	68.8	406,788	1,929				
Tompkins		68.1	18.6	113,283	Warren (50%)	4,211	21.2	6.1	28,948	40,081				
Yates		18.5	5.8	25,930	Total	121,929	452.5	135.1 \$	726,997	47,637				
Pennsylvania:				Ohio:				Indiana:						
Bradford		52.3	15.5	68,928	Ashtabula (50%)	11,745	42.5	13.1	69,093	9,363				
Tioga		35.9	10.6	44,214	Pennsylvania:				11,385					
Total	†41,680	411.9	122.2 \$	579,575	Crawford	22,116	80.5	23.7	118,564	3,433				
TRALKHART, IND.—See South Bend-Elkhart				Ohio:				Indiana:						
MIRAMIRA, NEW YORK				Ashtabula (50%)	11,745	42.5	13.1	69,093	14,594					
New York:				Pennsylvania:				13,257						
Chemung	UHF	94.9	29.2 \$	143,737	Crawford	22,116	80.5	23.7	118,564	Total				
Schuyler	DI	15.1	4.6	15,853	Erie	63,296	236.6	68.8	406,788	†100,176				
Steuben	on county basis	95.3	28.2	126,878	Warren (50%)	4,211	21.2	6.1	28,948	560.6				
Tioga	basis	31.8	9.7	40,752	Total	121,929	452.5	135.1 \$	726,997	169.1 \$				
Tompkins		68.1	18.6	113,283	Ohio:				760,856					
Yates		18.5	5.8	25,930	Ashtabula (50%)	11,745	42.5	13.1	69,093	7.0				
Pennsylvania:				Ohio:				Indiana:						
Bradford		52.3	15.5	68,928	Ashtabula (50%)	11,745	42.5	13.1	69,093	29,212				
Tioga		35.9	10.6	44,214	Pennsylvania:				6,804					
Total	†41,680	411.9	122.2 \$	579,575	Crawford	22,116	80.5	23.7	118,564	78,409				

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**how many unduplicated homes
does your spot schedule reach?**

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

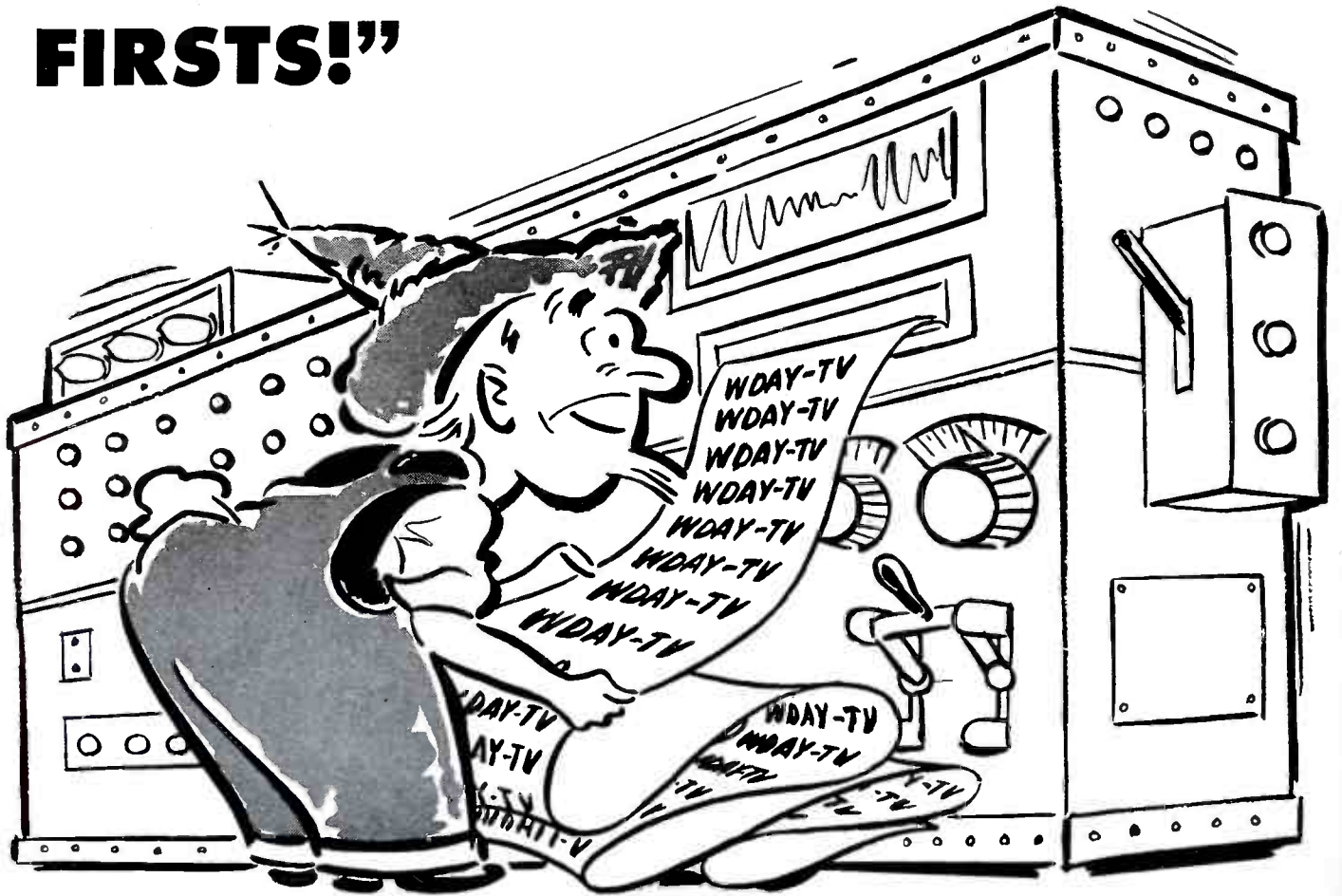
- unduplicated circulation data for individual lineups
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Write to the Research Manager,
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"STILL MORE WDAY-TV FIRSTS!"



JUNE, 1956 ARB figures credit WDAY-TV with another tremendous batch of "firsts"! They show that —

- WDAY-TV has 27 of the top 30 NIGHTTIME shows!
- WDAY-TV has 10 of the top 10 FILM shows!
- WDAY-TV has 20 of the top 20 DAYTIME shows!

In addition to Fargo-Moorhead, the new ARB Survey covered five other North Dakota and Minnesota cities — each between 40 and 60 miles away!

Let your PGW Colonel give you all the new WDAY-TV facts!

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PETERS, GRIFFIN, WOODWARD, INC.
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AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
June 11-17, 1956

SHARE OF AUDIENCE

12:00 Noon-6:00 P.M. (Mon.-Fri.)
WDAY-TV . . . 83.3 %
6:00 P.M.-10:30 P.M. (Sun.-Sat.)
WDAY-TV . . . 70.3 %
10:30 P.M. to Sign-Off (Sun.-Sat.)
WDAY-TV . . . 81.5 %

AVERAGE WEEKLY RATINGS

	WDAY-TV	Station B
12:00-5:00 P.M. Monday thru Friday	15.6	3.1
5:00-6:00 P.M. Monday thru Friday	15.9	2.8
6:00-10:30 P.M. Sunday thru Saturday	28.8	11.9
10:00-10:30 P.M. Sunday thru Saturday	40.3	6.1
10:30-11:00 P.M. Sunday thru Saturday	21.8	4.1
11:00-Sign Off Sunday thru Saturday	10.0	3.1

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FARGO, NORTH DAKOTA				
Minnesota:				
Becker	2,886	24.2	6.6	\$ 26,273
Chippewa	949	24.8	7.0	25,050
Deer Lake	8,578	36.8	9.6	55,325
Hector	471	9.7	2.6	7,968
Lincoln	1,861	21.7	6.3	24,124
Rolette	893	9.4	2.7	10,788
Sargent	529	11.2	3.2	10,715
Stutsman	472	9.0	2.5	12,446
Towner	497	6.6	1.5	5,683
Ward	1,236	15.4	4.1	15,245
Wells	2,880	11.9	3.2	13,363
Walsh	5,795	49.6	13.3	62,480
Woodbury	1,677	13.1	3.6	15,825
Yankton	4,541	36.7	10.2	47,169
Zitko	744	6.8	1.6	5,969
Bismarck	947	11.0	2.9	15,722
Devils Lake	1,098	7.4	2.1	9,068
Grand Forks	843	12.7	3.4	13,088
Sioux Falls	1,384	9.4	2.4	12,700

SOUTH DAKOTA:				
Becker	3,870	15.6	4.3	16,830
Bismarck	325	3.0	.8	2,985
DeSmet	13,857	64.9	18.3	105,805
Sioux Falls (25%)	156	2.6	.7	2,942
Sioux Falls (75%)	1,279	8.9	2.5	9,162
Yankton	710	4.8	1.2	5,142
Sioux Falls (100%)	1,109	5.2	1.5	5,084
Grand Forks	7,291	44.1	12.1	66,794
Sioux Falls (20%)	1,170	4.8	1.3	5,679
Mohr	1,569	8.4	2.3	6,936
Sioux Falls (50%)	1,530	7.0	1.7	8,384
Sioux Falls (75%)	1,008	13.3	3.5	18,364
Sioux Falls (100%)	1,518	13.1	3.4	17,955
Sioux Falls (125%)	1,580	7.8	2.2	8,433
Sioux Falls (150%)	3,673	18.6	5.1	25,198
Sioux Falls (200%)	795	7.1	1.8	6,827
Sioux Falls (300%)	843	4.5	1.2	6,692
Sioux Falls (400%)	1,778	13.3	3.3	15,328
Sioux Falls (500%)	170	2.6	.7	3,046
Sioux Falls (600%)	2,281	10.7	2.9	14,275
Sioux Falls (700%)	1,913	20.0	4.6	24,851
Sioux Falls (800%)	282	2.0	.5	2,149

SOUTH DAKOTA:				
Sioux Falls (20%)	672	4.0	1.2	5,498
Sioux Falls (50%)	1,152	11.6	3.3	12,557
Sioux Falls (100%)	914	7.2	2.1	8,475
Sioux Falls (150%)	1,370	13.9	3.6	14,084
Sioux Falls (200%)	91,096	646.4	174.9	\$ 798,476

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
GREENSBORO, NORTH CAROLINA				
North Carolina:				
Greensboro (50%)	UHF	15.0	3.3	\$ 10,058
Greensboro (75%)	DI	125.0	25.6	154,476
Greensboro (100%)	on county basis	49.3	11.5	45,362
Greensboro (125%)	basis	15.9	3.3	9,470
Greensboro (150%)		6.6	1.6	5,191
Greensboro (200%)		13.3	3.2	14,298
Greensboro (250%)		8.3	2.1	8,743
Greensboro (300%)		47.0	10.1	35,275
Greensboro (350%)		37.9	8.6	24,968
Greensboro (400%)		2.7	.6	2,053
Total	†20,564	321.0	69.9	\$ 309,894

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
CHARLOTTE, SOUTH CAROLINA				
North Carolina:				
Anson	3,861	25.8	6.0	\$ 18,682
Bladen	1,900	30.0	6.6	20,116
Columbus	4,552	52.2	11.9	40,587
Cumberland	10,302	125.0	25.6	154,476
Halifax	1,869	15.9	3.3	9,470
Montgomery	2,590	17.6	4.3	15,078
Richmond	4,540	33.2	8.2	34,971
York	7,369	40.3	10.1	46,029

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
ROBESON, NORTH CAROLINA				
Robeson	11,839	93.9	20.2	70,550
Scotland	2,892	27.2	6.2	20,527
Union	6,829	43.9	10.6	37,526
SOUTH CAROLINA:				
Calhoun	1,524	14.2	3.3	8,957
Chesterfield	4,541	35.9	8.1	25,590
Clarendon	1,809	32.3	6.6	18,593
Darlington	6,964	51.9	12.3	44,756
Dillon	4,434	31.0	6.7	22,363
Florence	15,204	85.1	20.3	72,261
Georgetown	5,010	34.1	7.9	28,901
Horry	3,555	64.0	14.2	51,442
Kershaw	5,434	31.6	7.5	26,633
Lancaster	5,374	38.4	9.0	40,622
Lee	3,534	22.0	4.7	12,089
Marion	5,607	34.6	7.8	26,170
Marlboro	4,424	30.2	7.2	20,746
Sumter	8,070	63.0	14.5	54,556
Williamsburg	6,063	45.1	9.1	25,203
Total	140,090	1,118.8	252.2	\$ 947,894

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FORT DODGE, IOWA				
Iowa:				
Boone	UHF	26.6	8.1	\$ 41,027
Buena Vista	DI			
(50%)	on county basis	11.0	3.5	18,958
Calhoun		16.5	5.2	24,791
Dallas (25%)		5.7	1.9	9,192
Franklin (75%)		12.1	3.8	20,257
Greene		14.9	4.7	21,775
Guthrie (25%)		3.5	1.1	4,165
Hamilton		19.3	6.2	31,793
Hancock		14.7	4.3	24,358
Hardin (75%)		16.4	5.5	27,901
Humboldt		12.7	3.9	21,029
Kossuth (50%)		12.9	3.7	21,265
Palo Alto		14.2	4.2	19,540
Pocahontas		14.8	4.4	23,874
Sac (75%)		12.7	4.0	20,185
Story		46.4	13.2	79,059
Webster		45.0	13.7	71,067
Wright		19.7	6.2	31,332
Total	†18,821	319.1	97.6	\$ 511,568

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FORT MYERS, FLORIDA				
Florida:				
Charlotte	907	5.4	1.8	\$ 5,859
Collier	2,068	10.7	3.3	13,946
De Soto	1,120	9.1	2.3	8,466
Glades	202	2.7	.7	2,731
Hendry	1,255	6.7	1.8	8,652
Highlands (50%)	1,096	7.7	2.3	9,399
Lee	5,885	32.1	9.8	42,231
Sarasota	7,861	38.4	12.6	59,649
Total	20,394	112.8	34.6	\$ 150,933

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FORT SMITH, ARKANSAS				
Arkansas:				
Crawford	UHF	21.5	6.2	\$ 17,264
Franklin (50%)	DI	5.2	1.4	3,825
Logan (50%)	on county basis	8.2	2.2	6,258
Scott		6.5	1.8	4,716
Sebastian		72.0	22.3	91,605
Oklahoma:				
Adair (25%)		3.2	.8	1,957
Le Flore		28.9	8.0	22,249
Sequoyah		17.4	4.4	11,665
Total	†32,219	162.9	47.1	\$ 159,539

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FORT WAYNE, INDIANA				
Indiana:				
Adams	UHF	23.1	6.7	\$ 32,726
Allen	DI	205.8	63.9	402,962
Blackford	on county basis	13.5	4.1	19,827
Dekalb		27.4	8.5	40,514

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
GRANT, NORTH CAROLINA				
Grant		67.2	20.5	99,663
Huntington		32.7	10.4	49,090
Jay		23.3	7.5	33,538
Kosciusko		34.7	11.0	50,896
Lagrange		15.9	4.4	18,943
Miami		29.2	9.4	46,851
Noble		26.6	8.0	36,748
Steuben		16.4	4.8	24,312
Wabash		30.7	9.5	44,193
Wells		19.8	6.2	29,373
Whitley		19.8	6.3	28,176
MICHIGAN:				
Branch		33.8	10.0	44,206
St. Joseph		37.8	12.2	55,482
OHIO:				
Defiance		28.0	8.4	44,454
Mercer		31.0	8.7	44,955
Paulding		15.5	4.7	20,090
Vanwert		28.7	9.1	46,436
Williams		28.0	8.9	43,553
Total	†122,701	788.9	243.2	\$ 1,256,988

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FT. WORTH-DALLAS, TEXAS				
Oklahoma:				
Bryan	2,609	25.3	7.4	\$ 21,620
Carter	6,688	42.0	13.1	53,193
Love	791	7.0	1.7	4,977
Marshall	1,487	6.7	2.0	7,475
TEXAS:				
Anderson	3,227	29.2	8.4	31,670
Bosque	1,771	9.9	3.1	10,561
Brown	4,884	29.1	9.1	36,345
Collin	7,769	41.9	12.7	44,085
Comanche	919	13.1	4.0	14,425
Cooke	4,878	24.8	7.3	29,408
Dallas	207,367	792.4	243.1	1,506,285
Delta	600	6.8	2.0	6,778
Denton	7,956	44.6	12.3	61,032
Eastland	3,467	21.0	6.9	26,637
Ellis	9,831	43.5	12.6	50,126
Erath	2,219	16.3	5.1	17,710
Fannin	3,348	25.7	7.9	23,237
Franklin	629	4.9	1.5	4,077
Freestone	1,986	13.2	3.8	12,001
Grayson	12,364	73.4	22.8	92,431
Hamilton	1,637	9.5	3.0	9,835
Henderson	1,813	19.6	5.7	18,018
Hill	6,470	27.7	8.5	32,590
Hood	985	4.6	1.3	5,304
Hopkins	2,496	20.0	6.1	20,849
Hunt	9,605	37.7	11.5	42,565
Jack	1,568	6.5	2.1	8,851
Johnson	7,253	31.8	9.9	38,368
Kaufman	5,463	27.9	7.5	25,615
Lamar	2,252	42.5	12.8	40,855
Limestone	3,426	20.8	6.0	18,755
McLennan (25%)	7,045	35.6	10.4	47,975
Montague	3,495	15.1	4.7	18,214
Navarro	5,902	35.6	10.8	40,412
Palo Pinto	3,948	26.1	8.6	31,774
Parker	5,385	24.0	7.6	29,675
Rains	402	3.0	.8	2,706
Red River	1,618	18.6	5.4	14,349
Rockwall	1,263	5.3	1.4	4,903
Smith	12,729	78.8	22.8	101,883
Somervell	457	2.4	.8	2,763
Stephens	971	10.8	3.4	16,208
Tarrant	122,241	507.0	154.4	844,333
Van Zandt	4,459	18.5	5.6	18,303
Wise	2,925	14.6	4.4	15,319
Wood	2,718	18.0	5.3	18,954
Total	503,316	2,332.8	707.6	\$ 3,523,449

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
FRESNO-TULARE, CALIFORNIA				
California:				
Fresno	75,710	317.3	96.8	\$ 499,235

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1/4 of Texas
 The buying power of the market area represents over 25% of the buying power of the entire state. KGUL-TV's area includes Galveston, Houston and the rich Texas Gulf Coast.

Area charted in proportion to effective buying income.

New Super Tower
 KGUL-TV's new super tower is bringing a stronger signal and improved picture to thousands of additional gulf coast families. And KGUL-TV is the only station delivering primary city service to both Galveston and Houston.

in First Place
 KGUL-TV leads in more prime periods than other two stations combined. Here are the 1/4 hour wins, 6 P. M. to Midnight, 7 days, from the May, 1956 Telepulse for the Galveston-Houston Area.

KGUL-TV	92
Station B	62
Station C	12
Ties	2



Television for the Rich
 Texas Gulf Coast Market

Represented Nationally by
 CBS Television Spot Sales



GALVESTON, TEXAS

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)	
RESNO-TULARE continued										
ern (25%)	14,337	65.5	19.5	112,158		Newaygo	5,649	22.9	6.9	26,411
ings	12,501	48.0	14.1	73,139		Oceana	2,558	17.5	5.1	17,735
adera	9,750	38.1	10.9	49,248		Osceola	3,618	14.7	4.1	14,204
ariposa	734	4.4	1.3	7,672		Ottawa	22,320	84.1	24.8	120,892
erced	17,520	84.3	24.8	128,127		St. Joseph	10,980	37.8	12.2	55,482
tanislaus	29,311	142.4	44.0	210,690		Shiawasse	13,699	49.4	14.9	74,688
ulare	32,735	144.5	43.4	197,555		Van Buren	12,510	43.0	13.9	59,223
total	192,598	844.5	254.8	\$ 1,277,824		Wexford	3,647	19.6	5.8	23,748
						Total	425,122	1,594.9	478.6	\$ 2,487,052

ALVESTON-HOUSTON, TEXAS

Texas:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Angelina	7,019	37.1	10.8	\$ 41,596
Austin	2,203	13.5	4.1	16,006
Azoria	12,199	61.3	16.5	86,115
Azules	5,104	43.6	11.7	57,223
Burleson	1,570	11.0	3.1	9,644
Chambers	1,835	7.9	2.2	10,774
Colorado	2,732	17.1	5.1	21,216
Fort Bend	4,639	29.6	7.4	31,920
Galveston	24,513	132.0	39.1	213,564
Galveston	2,008	12.4	3.7	10,847
Harris	2,974	20.6	5.7	21,378
Harris	249,526	1,076.2	321.8	1,937,585
Houston	1,873	19.5	5.5	16,438
Jackson	1,772	13.2	3.6	16,269
Jasper	2,243	20.7	5.3	18,517
Jefferson	50,592	224.5	65.7	372,429
Jordan Wells (50%)	1,084	16.2	3.9	19,044
Liberty	7,000	27.8	7.8	32,457
Madison	1,200	6.4	1.9	5,494
Matagorda	3,392	22.9	6.5	30,815
Montgomery	5,036	24.3	7.1	25,001
Neches	2,918	14.1	3.9	14,080
Newton	1,324	9.7	2.4	7,049
Orange	10,364	59.0	16.4	79,520
Rockwall	2,920	14.2	3.9	14,045
San Jacinto	851	6.4	1.6	4,767
San Antonio	1,908	8.4	2.5	7,115
San Antonio	1,212	11.1	2.9	10,720
San Antonio	3,426	36.8	10.1	52,807
Walker	2,786	19.1	4.3	17,642
Wall	2,185	11.9	3.0	15,761
Washington	3,367	18.0	5.2	15,732
Wharton	5,359	36.1	9.9	45,079
Total	429,134	2,082.6	604.6	\$ 3,278,649

GRAND FORKS, NORTH DAKOTA

Market data incomplete

GRAND JUNCTION, COLORADO

Market data incomplete

GRAND RAPIDS, MICHIGAN

Michigan:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Alcona	13,950	51.3	15.5	\$ 66,555
Alcona	8,100	29.1	9.0	39,056
Alcona (50%)	18,990	68.3	21.1	107,327
Alcona (25%)	2,250	8.4	2.5	11,052
Alcona	37,352	138.7	40.6	237,411
Alcona (50%)	4,680	16.5	5.2	21,848
Alcona	2,427	11.6	3.4	13,948
Alcona	8,640	34.2	9.6	43,551
Alcona	12,150	44.3	13.5	61,535
Alcona	2,546	15.9	4.3	19,589
Alcona	9,090	34.6	10.1	41,749
Alcona (33%)	18,277	66.8	19.7	135,435
Alcona	9,728	39.9	11.3	46,287
Alcona	6,308	30.1	8.1	40,695
Alcona (25%)	7,942	30.2	8.8	49,854
Alcona	40,204	146.0	43.7	262,262
Alcona	90,896	323.4	98.8	589,545
Alcona	735	5.2	1.8	4,664
Alcona	4,444	20.8	6.5	26,570
Alcona	4,636	18.3	5.6	20,556
Alcona	8,800	33.3	10.5	42,672
Alcona	37,996	139.0	41.3	212,508

GREAT BEND, KANSAS

Kansas:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Barber (50%)	972	4.7	1.5	\$ 7,341
Barton	8,910	35.2	10.9	63,788
Edwards	1,169	5.8	2.0	8,388
Ellis	2,977	20.3	5.2	27,736
Ellsworth	1,771	9.2	2.9	11,897
Ford	2,178	19.3	6.2	33,457
Graham	449	5.5	1.6	6,016
Harvey (50%)	2,496	12.3	3.8	18,898
Hodgeman	242	3.4	.9	5,144
Kingman	1,864	11.0	3.4	11,695
Kiowa	1,025	4.8	1.4	8,909
Lincoln	920	6.6	2.0	8,930
McPherson	4,502	23.5	7.5	34,305
Mitchell	1,512	9.6	3.0	11,272
Ness	1,158	6.1	2.1	9,267
Osborne	1,163	8.4	2.6	10,564
Ottawa	1,020	7.0	2.5	7,355
Pawnee	2,458	11.9	3.0	16,604
Pratt	2,610	12.7	4.0	21,033
Reno	15,372	58.6	19.1	89,619
Rice	3,784	15.1	5.0	24,086
Rooks	1,368	10.4	3.2	13,918
Rush	1,349	7.1	2.2	11,028
Russell	2,272	13.2	4.0	22,451
Saline (25%)	1,831	10.4	3.4	16,537
Stafford	1,655	8.7	2.8	10,796
Trego	425	5.3	1.6	7,269
Total	67,452	346.1	107.8	\$ 518,303

GREAT FALLS, MONTANA

Montana:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Broadwater	202	2.9	.9	\$ 4,324
Cascade	11,688	62.5	20.6	119,042
Chouteau	835	7.0	2.4	16,586
Fergus	1,233	14.5	4.8	27,607
Gallatin	1,132	24.1	7.6	40,652
Glacier	897	10.2	2.9	14,413
Hill	799	16.2	5.2	26,152
Jefferson	200	4.0	1.0	4,043
Judith Basin	353	3.3	.9	6,814
Lewis & Clark	3,017	26.9	9.1	49,220
Meagher	109	2.1	.8	3,143
Park	681	12.7	4.2	20,086
Pondera	604	6.4	1.8	14,525
Teton	1,017	7.2	2.4	12,624
Toole	757	7.0	2.1	14,295
Wheatland	123	3.4	1.1	5,913
Total	23,647	210.4	67.8	\$ 379,439

GREEN BAY, WISCONSIN

Michigan:	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Menominee	4,582	26.2	7.6	\$ 30,983
Wisconsin:				
Brown	26,460	107.5	29.4	165,440
Calumet	4,593	19.8	5.4	24,670
Door	5,117	21.6	6.5	25,599
Fond Du Lac	18,360	71.5	20.4	107,978
Forest	1,023	8.7	2.3	8,638
Green Lake	2,930	15.4	4.6	19,609
Kewaunee	3,676	17.8	4.7	18,994
Langlade	4,069	21.8	6.0	26,313
Manitowoc	18,139	70.1	20.4	105,332
Marathon	15,066	83.8	22.9	107,561
Marinette	6,652	35.9	10.4	41,676

How much income do you reach!

	Standard Metro. Area	Television Market
Beaumont	\$ 372,429,000	\$ 809,068,000
Bellingham	104,030,000	449,489,000
Bethlehem-		
Allentown-		
Easton	781,317,000	1,561,107,000
Binghamton	321,408,000	2,358,221,000
Birmingham	889,479,000	2,108,426,000
Bloomington, Ill.	150,002,000	484,468,000
Boston	5,472,790,000	8,398,289,000
Bridgeport	1,369,506,000	3,242,258,000
Champaign	241,462,000	2,342,015,000
Charlotte	385,921,000	2,987,119,000

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 90 per cent of the television market's spending money is outside the metropolitan area.

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

For similar comparisons for every TV market see pages 69-81 of this issue.

TELEVISION MAGAZINE

13th year of publication

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
GREEN BAY continued				
Oconto	5,377	25.9	7.3	26,020
Outagamie	22,320	89.2	24.8	136,282
Portage	5,721	35.2	9.2	46,815
Shawano	6,136	35.6	9.6	39,581
Sheboygan	21,680	83.8	25.3	136,331
Waupaca	8,884	35.8	10.5	42,734
Waushara	1,799	13.9	4.2	12,588
Winnebago	21,949	98.1	29.0	156,256
Total	204,533	917.6	260.5	\$ 1,279,400

GREENSBORO, NORTH CAROLINA

North Carolina:

Alamance	16,629	78.8	20.5	\$ 104,282
Alleghany	1,151	7.9	2.1	6,027
Cabarrus	12,849	66.5	17.3	83,952
Caswell	2,099	20.6	4.3	14,075
Chatham	3,802	25.0	6.1	20,732

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Davidson	12,666	67.3	17.6	74,814
Davie	2,870	15.6	3.9	16,408
Durham	21,290	111.8	29.0	167,868
Forsyth	34,898	170.2	46.4	253,644
Granville	4,250	32.5	6.8	26,667
Guilford	40,511	214.8	56.5	336,956
Harnett	4,057	49.3	11.5	45,362
Hoke	1,869	15.9	3.3	9,470
Iredell	9,993	58.7	15.1	60,340
Lee	3,391	26.5	6.3	28,596
Montgomery	2,590	17.6	4.3	15,078
Moore	4,540	33.2	8.2	34,971
Orange	5,896	38.8	8.7	55,121
Person	3,689	23.2	5.2	18,405
Randolph	8,940	53.2	13.8	57,270
Rockingham	12,021	68.7	17.7	76,837
Rowan	13,949	79.2	21.3	102,058
Stanly	9,005	39.9	10.7	44,299
Stokes	3,766	20.4	4.8	17,731

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Surry	8,463	47.3	11.7	49,000
Wake	27,681	156.0	38.3	220,600
Yadkin	4,815	22.8	5.6	18,900
Virginia:				
Halifax	7,047	41.4	9.4	31,200
Henry	8,768	53.7	12.9	61,200
Patrick	1,346	15.9	3.7	11,700
Pittsylvania	13,884	11.8	27.7	122,400
Total	308,725	1,784.5	450.7	\$ 2,185,800

GREENVILLE-WASHINGTON, NORTH CAROLINA

North Carolina:

Beaufort	7,010	37.0	9.0	\$ 29,000
Bertie	2,900	26.5	5.9	18,800
Carteret	3,531	26.0	6.6	27,000
Chowan	1,798	12.7	2.9	11,000
Craven	11,551	57.1	13.4	65,700
Duplin	4,623	41.1	9.6	27,000
Edgecombe	7,298	52.4	11.8	51,200
Franklin	4,421	30.8	7.0	23,200
Greene	1,701	17.8	3.6	14,200
Halifax	6,053	58.6	12.7	50,300
Harnett	4,057	49.3	11.5	45,300
Hertford	3,641	21.9	4.8	16,100
Hyde	634	6.0	1.4	3,800
Johnston	7,158	65.6	15.7	51,900
Jones	710	10.7	2.5	7,200
Lenoir	7,297	48.7	11.4	46,400
Martin	4,637	28.6	6.1	20,000
Nash	6,007	62.2	14.2	57,100
Northampton	2,897	28.2	5.9	19,200
Onslow	6,637	54.2	10.5	71,300
Pamlico	645	10.3	2.5	7,800
Pender	1,699	18.6	4.3	12,200
Perquimans	1,565	9.5	2.5	7,400
Pitt	12,625	65.3	14.7	59,600
Sampson	4,451	50.5	11.5	33,200
Tyrrell	411	5.1	1.2	3,500
Warren	1,915	23.7	4.9	15,500
Washington	1,715	13.4	3.0	12,200
Wayne	11,178	67.6	15.8	56,400
Wilson	9,135	55.2	13.0	59,500
Total	139,900	1,054.6	239.9	\$ 924,300

GREENVILLE-SPARTANBURG, SOUTH CAROLINA

Georgia:

Banks	637	6.1	1.5	\$ 3,600
Elbert	3,321	17.4	4.5	15,900
Franklin	2,635	13.0	3.3	9,400
Habersham	2,155	16.9	4.2	14,900
Hart	2,168	13.5	3.3	10,500
Lincoln (50%)	457	2.9	.7	2,210
Madison	1,293	11.2	2.7	8,300
Oglethorpe (50%)	551	4.5	1.1	3,190
Rabun	1,008	7.2	1.7	5,280
Stephens	3,012	18.3	4.8	19,200
Towns	466	4.3	1.0	2,680
White	692	5.8	1.4	3,430
Wilkes (50%)	936	5.7	1.4	4,420

North Carolina:

Buncombe	20,941	132.5	35.5	171,500
Burke	8,484	49.0	11.4	44,320
Catawba (50%)	6,946	23.3	5.8	26,040
Clay	219	5.9	1.3	3,570
Cleveland	10,725	67.3	16.4	69,410
Gaston	23,279	122.3	31.0	150,830
Haywood	4,788	38.6	9.8	41,040
Henderson	4,230	33.1	9.2	34,340
Jackson	2,231	18.9	4.3	13,120
Lincoln	4,773	28.1	6.9	24,980
McDowell	4,300	27.1	6.6	26,370
Macon	1,276	16.4	3.9	11,270
Madison	1,577	19.5	4.3	13,210
Polk	2,133	11.5	3.0	11,880
Rutherford	8,939	45.5	11.5	41,640
Swain	605	9.2	2.3	6,700

Eastern Carolina's
No. 1
TV Station **WNCT***
is pleased to announce
the appointment of
The George P. Hollingbery Co.

as their exclusive
National Sales Representative with
offices in New York, Chicago, Detroit,
Atlanta, San Francisco, Los Angeles,
Seattle, Minneapolis



* First in every minute of every hour, every day -- day and night, according to Jan. '56 Pulse.

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Transylvania	2,028	16.4	3.8	15,415
Yancey	954	15.7	3.5	9,628
South Carolina:				
Abbeville	4,082	22.3	5.6	22,565
Anderson	14,450	90.8	23.9	101,652
Cherokee	5,639	37.2	9.0	34,530
Chester	4,793	32.2	7.9	32,242
Edgefield	2,645	15.9	3.7	12,431
Fairfield	3,124	20.8	4.8	16,384
Greenville	37,590	184.9	50.9	262,159
Greenwood	7,710	44.4	11.8	59,700
Laurens	5,135	48.1	11.7	52,616
McCormick	1,346	9.2	2.1	6,615
Newberry	4,079	31.9	8.2	31,906
Oconee	3,807	39.8	9.4	36,350
Pickens	4,350	40.4	10.3	42,629
Saluda	1,707	15.3	3.7	10,863
Spartanburg	25,906	158.8	41.5	192,241
Union	4,874	30.9	7.6	31,115
York	11,702	84.3	20.5	100,788
Total	270,698	1,714.3	434.7	\$ 1,865,461

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Henderson	1,883	8.2	2.5	11,783
McDonough	6,681	28.8	9.2	41,591
Mason (25%)	726	3.8	1.3	5,869
Morgan	7,738	35.6	10.0	51,450
Pike	6,210	20.5	6.9	25,297
Schuyler	2,237	8.9	3.1	9,969
Scott	1,726	6.6	2.3	9,776
Warren (33%)	1,868	8.3	2.6	12,578
Iowa:				
Des Moines (75%)	9,669	33.5	10.7	57,566
Henry (33%)	1,153	6.2	1.8	8,591
Lee	8,828	43.5	13.3	64,433
Van Buren	2,820	10.4	3.5	12,195

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Missouri:				
Adair	3,860	20.1	6.7	22,021
Audrain	5,269	25.5	8.3	37,552
Clark	2,061	8.8	2.8	8,849
Knox	1,776	7.0	2.5	8,394
Lewis	2,574	10.4	3.4	12,928
Lincoln	3,960	13.4	4.8	16,127
Macon	3,685	17.4	6.0	19,494
Marion	8,543	30.4	10.1	43,259
Monroe	2,679	11.1	3.7	13,474
Montgomery	3,420	11.3	3.8	12,411
Pike	4,214	16.6	5.8	22,358
Ralls	1,684	8.5	2.5	10,220
Randolph (50%)	2,610	11.6	4.1	17,275
Schuyler	1,018	5.5	1.8	5,706
Scotland	1,828	6.7	2.4	6,973
Shelby	2,692	9.4	3.5	10,373
Total	149,176	587.2	191.0	\$ 802,510

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
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HARLINGEN-WESLACO, TEXAS				
Texas:				
Brooks	757	10.9	2.8	\$ 11,992
Cameron	22,232	160.4	39.2	167,316
Hidalgo	26,868	201.9	46.6	177,200
Jim Hogg	800	5.0	1.3	4,760
Jim Wells	2,168	32.4	7.8	38,088
Kenedy	86	.6	.1	348
Starr	577	14.9	3.1	9,999
Willacy	2,585	25.4	6.0	24,651
Zapata	—	4.8	1.0	3,299
Total	56,073	456.3	107.9	\$ 437,653

HARRISBURG, ILLINOIS				
Illinois:				
Franklin	UHF	45.8	15.8	\$ 55,517
Gallatin	DI	9.1	2.7	9,629
Hamilton	on county basis	11.4	3.7	11,002
Hardin	basis	7.4	2.1	7,116
Johnson		7.7	2.4	6,122
Pope		4.9	1.5	4,038
Saline		32.1	10.7	41,171
White		20.5	6.7	27,495
Williamson		48.6	16.5	58,026

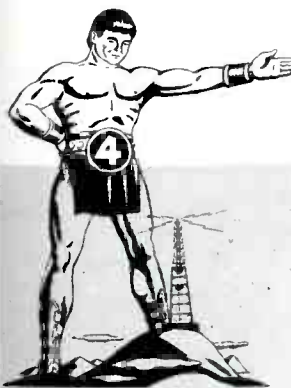
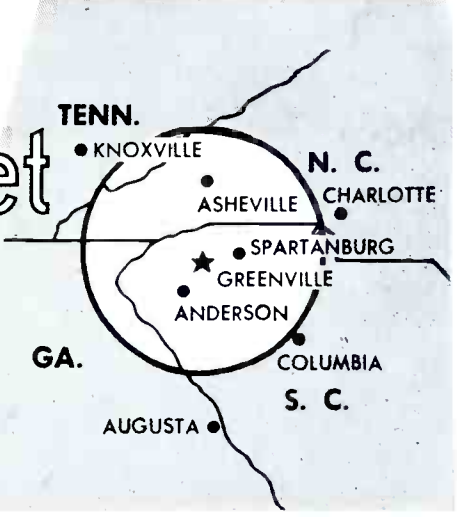
Kentucky:				
Crittenden (25%)		2.2	.7	1,701
Livingston (50%)		3.6	1.1	2,561
Union (33%)		4.3	1.2	4,816
Total		†28,788	197.6	65.1

ANNIBAL, MISSOURI-QUINCY, ILLINOIS

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Illinois:				
Damascus	19,515	68.1	21.8	\$ 99,072
Downs	1,893	6.4	2.2	8,611
Elkhorn	1,530	6.1	1.7	6,102
Missouri	4,050	14.0	4.5	20,903
Union (50%)	6,480	21.5	7.2	32,796
Greene	4,826	17.9	5.9	22,196
Franklin	7,470	25.2	8.3	34,318

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population	1,991,700
Incomes	\$2,115,295,000.
Retail Sales	\$1,467,678,000.
Television Homes	367,230

"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM)
 Audio—50,000 Watts
 Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

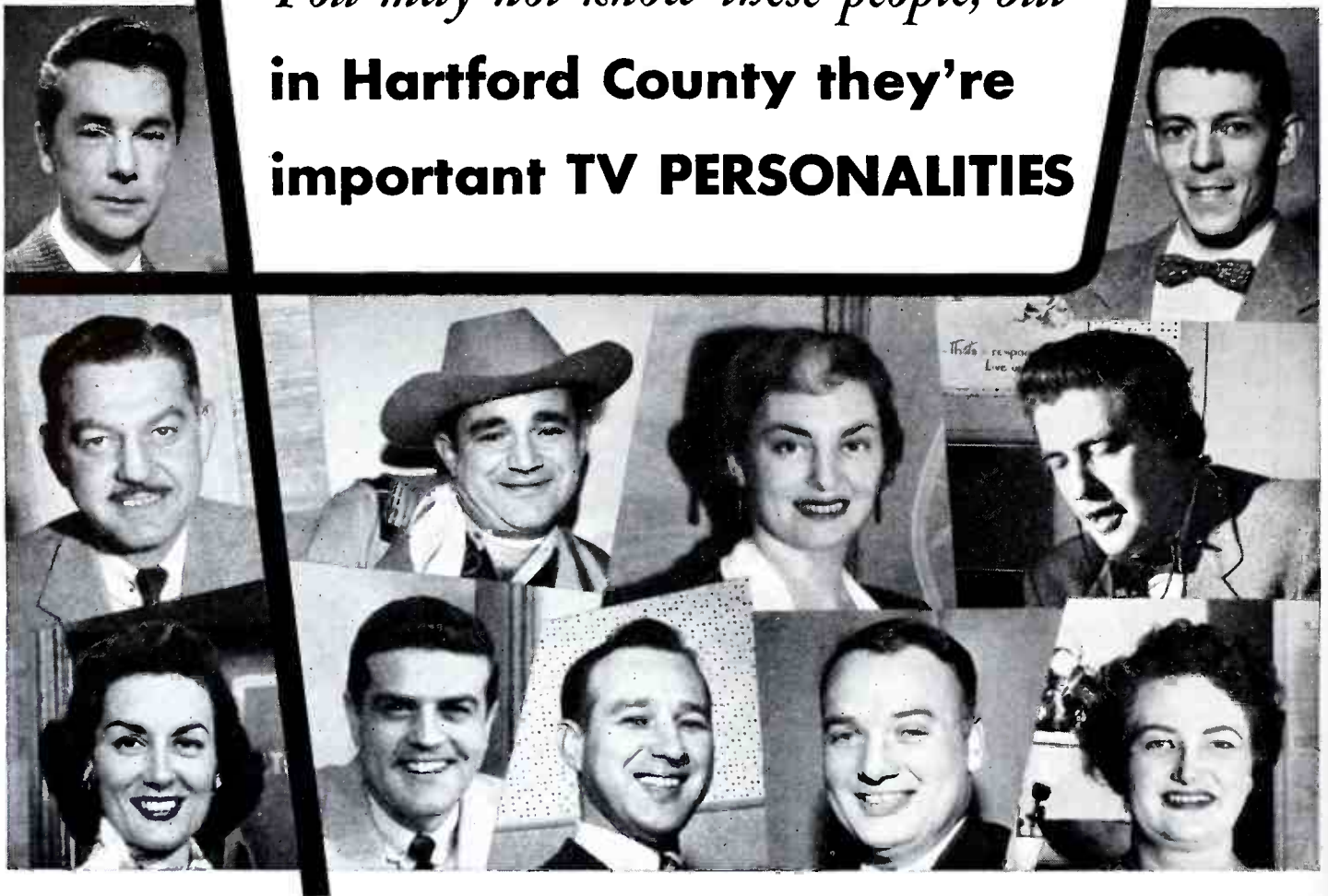
Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

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NBC NETWORK

You may not know these people, but
in Hartford County they're
important TV PERSONALITIES



They make WKNB-TV

the *personality* station

and give you a premium audience at moderate cost.

We have pictured the top-flight local TV personalities in Northern and Central Connecticut. They are successful salespeople who call on 375,000 homes daily through WKNB Television.

Here in Hartford County, 3rd richest market in the United States, WKNB-TV's local programming is a powerful complement to the entire NBC lineup of shows—a strong selling force in a 1¾ BILLION DOLLAR MARKET.

Let Hartford County's Top TV personalities sell your product in the Hartford County market. Any way you look at it, any time of day or night, WKNB-TV is your BEST BUY in advertising.



National Representative: The Bolling Co., Inc.

Basic



WKNB-TV

channel

30

Studios and Offices • West Hartford 10, Conn.

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HARRISBURG, PENNSYLVANIA				
Pennsylvania:				
Adams (50%)	UHF	23.1	6.4	\$ 29,832
Cumberland	DI	105.2	30.7	174,269
Dauphin	on county basis	208.1	62.1	356,761
Juniata	basis	14.9	4.3	15,852
Lancaster (75%)		182.7	52.4	346,271
Lebanon		91.3	26.3	138,584
Mifflin		43.6	12.5	56,439
Northumberland (50%)		57.0	16.6	72,332
Perry		25.4	7.2	31,295
Schuylkill (25%)		49.0	13.9	63,539
Snyder		23.7	6.3	25,161
York (25%)		53.6	16.1	86,049
Total		†186,790	877.6	254.8 \$ 1,396,384

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HARRISONBURG, VIRGINIA				
Virginia:				
Albemarle		6,957	55.8	14.0 \$ 75,521
Augusta		9,391	72.6	18.1 87,020
Bath		762	6.0	1.5 5,606
Clarke		1,167	7.4	1.8 8,111
Fulpeper		2,432	13.8	3.3 13,215
Gauquier		4,172	22.1	5.5 23,055
Luvanna		992	6.6	1.7 5,646
Frederick (50%)		3,126	17.1	4.7 20,204
Greene		454	4.7	1.1 3,363
Highland		555	3.9	.8 2,448
Rockingdon		4,295	21.9	5.2 23,532
Stafford		1,902	12.8	3.1 9,102
Stafford		860	8.6	2.1 5,629
Sherburne		2,002	13.8	3.3 9,448
Stafford		1,761	13.2	3.2 13,548
Stafford		1,962	15.5	3.9 13,666
Stafford		948	5.9	1.4 3,404
Stafford		3,276	30.1	7.3 35,620
Stafford		7,087	49.6	12.8 56,513
Stafford		3,465	21.6	5.7 19,618
Stafford		5,080	25.9	6.6 34,616
Stafford		2,841	17.1	4.5 21,196
West Virginia:				
Boone		6,274	29.1	8.2 37,038
Boone		837	8.1	2.2 6,201
Boone		865	12.0	3.0 9,631
Boone		1,459	9.0	2.2 7,215
Boone		3,112	16.6	4.4 17,443
Boone		2,976	21.0	5.8 22,037
Boone		934	7.8	2.3 7,026
Boone		1,434	8.5	2.0 5,609
Boone		1,118	11.4	2.8 9,196
Boone		2,614	29.3	7.2 27,799
Boone		1,014	9.3	2.4 7,988
total		88,124	608.1	154.1 \$ 647,664

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HARTFORD-NEW BRITAIN, CONNECTICUT				
Connecticut:				
Hartford	UHF	622.9	181.0	\$ 1,334,179
Litchfield (50%)	DI	111.2	33.5	200,433
Middlesex	on county basis	37.5	10.6	66,152
New Haven	basis	605.4	178.4	1,198,288
Tolland		55.3	14.7	101,337
Massachusetts:				
Franklin (50%)		27.8	8.7	41,008
Hampden (50%)		199.8	58.8	348,622
Hampshire (50%)		47.3	12.5	72,988
Total		†275,029	1,707.2	498.2 \$ 3,363,007

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HASTINGS, NEBRASKA				
Kansas:				
Cloud		2,020	15.6	5.1 \$ 19,362
Jewell		680	9.0	2.9 10,400
Norton		1,345	9.1	2.8 9,905
Phillips (50%)		961	5.2	1.8 6,825
Republic		1,423	10.6	3.6 13,530
Smith		1,130	8.3	2.8 8,816
Nebraska:				
Adams		8,089	31.8	9.3 41,730
Boone		1,508	10.3	3.1 11,081
Buffalo		6,490	25.8	8.2 34,993
Butler (50%)		1,135	5.9	2.0 6,030
Clay		2,172	9.0	3.1 10,287
Custer (50%)		1,215	9.1	2.9 11,659
Dawson (50%)		2,413	10.2	3.3 14,583
Fillmore		2,202	9.0	3.0 10,395
Franklin		1,722	6.6	2.3 7,334
Gosper		394	2.5	.8 3,596
Greeley		698	5.7	1.6 6,042
Hall		9,622	37.0	11.6 56,858
Hamilton		2,610	8.7	2.9 11,780
Harlan		1,432	5.9	1.9 9,155
Howard		1,103	6.8	2.2 8,314
Jefferson		2,612	12.8	4.1 15,682
Kearney		1,358	6.3	2.0 7,805
Merrick		1,423	8.3	2.7 11,224
Nance		811	6.3	1.9 5,867
Nuckolls		1,610	9.9	2.9 11,824
Phelps		2,513	10.1	3.2 15,018
Polk		1,745	8.0	2.6 11,963
Saline		3,436	13.3	4.5 18,007
Seward		3,177	13.1	4.1 16,779
Sherman		940	6.5	1.8 6,966
Thayer		2,169	9.9	3.2 11,568
Valley		715	7.2	2.3 7,566
Webster		1,731	6.9	2.3 7,025
York		3,422	14.4	4.6 19,020
Total		78,026	375.1	119.4 \$ 478,989

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HATTIESBURG, MISSISSIPPI				
Alabama:				
Washington (10%)		126	1.5	.3 941
Louisiana:				
Washington (25%)		2,221	10.3	2.8 10,258
Mississippi:				
Covington		2,155	15.1	3.5 \$ 8,682
Forrest		5,882	50.0	14.3 53,259
George		1,490	10.7	2.6 6,350
Greene		391	7.4	1.8 4,318
Hancock		2,564	11.4	3.0 10,035
Harrison		19,057	117.2	30.6 154,473
Jackson (10%)		680	4.0	1.1 3,721
Jasper (50%)		870	9.1	2.1 5,199
Jefferson Davis		1,046	15.1	3.6 8,180
Jones		7,667	63.3	17.1 58,231
Lamar		1,317	13.3	3.4 9,593
Lawrence		936	11.5	2.8 7,329
Marion		2,043	22.9	6.0 17,372

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Pearl River				
Perry		4,224	20.9	5.6 17,770
Simpson (33%)		478	8.8	2.2 5,151
Smith (50%)		804	6.9	1.7 4,320
Walthall		674	7.5	1.8 3,955
Wayne		768	14.0	3.3 8,030
Wayne		713	16.1	3.7 9,469
Total		56,106	437.0	113.3 \$ 406,639

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HENDERSON, KENTUCKY-EVANSVILLE, INDIANA				
Illinois:				
Edwards	UHF	8.8	2.8	\$ 9,747
Gallatin	DI	9.1	2.7	9,629
Hamilton (25%)	on county basis	2.9	.9	2,751
Hardin (25%)	basis	1.9	.5	1,779
Wabash		14.9	4.6	23,885
White		20.5	6.7	27,495
Kentucky:				
Daviess (10%)		2.8	.8	3,458
Dubois (50%)		12.5	3.4	16,399
Gibson		30.7	9.6	41,850
Pike		14.1	4.4	16,877
Posey		19.8	6.0	25,215
Spencer		13.5	3.8	15,570
Vanderburgh		179.2	55.7	310,097
Warrick		23.1	7.0	29,212
Kentucky:				
Crittenden		8.7	2.6	6,804
Daviess		61.3	17.3	78,409
Hancock (50%)		2.5	.8	1,929
Henderson		34.3	10.4	40,081
Hopkins		41.9	12.4	47,637
McLean		12.0	3.4	9,363
Muhlenberg (50%)		14.7	4.0	11,385
Ohio (25%)		4.3	1.2	3,433
Union		13.1	3.6	14,594
Webster		14.0	4.5	13,257
Total		560.6	169.1	\$ 760,865

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HENDERSON, NEV.—see Las Vegas-Henderson				
HOUSTON-GALVESTON, TEXAS				
Texas:				
Angelina		7,019	37.1	10.8 \$ 41,596
Austin		2,203	13.5	4.1 16,006
Brazoria		12,199	61.3	16.5 86,115
Erazos		5,104	43.6	11.7 57,223
Burleson		1,570	11.0	3.1 9,644
Chambers		1,835	7.9	2.2 10,774
Colorado		2,732	17.1	5.1 21,216
Fort Bend		4,639	29.6	7.4 31,520
Galveston		24,513	132.0	39.1 213,564
Grimes		2,008	12.4	3.7 10,847
Hardin		2,974	20.6	5.7 21,378
Harris		249,526	1,076.2	321.8 1,937,585
Houston		1,873	19.5	5.5 16,438
Jackson		1,772	13.2	3.6 16,269
Jasper		2,243	20.7	5.3 18,517
Jefferson		50,592	224.5	65.7 372,429
Jim Wells (50%)		1,084	16.2	3.9 19,044
Liberty		7,000	27.8	7.8 32,457
Madison		1,200	6.4	1.9 5,494
Matagorda		3,392	22.9	6.5 30,815
Montgomery		5,036	24.3	7.1 25,001
Nacogdoches		2,918	14.1	3.9 14,080
Newton		1,324	9.7	2.4 7,049
Orange		10,364	59.0	16.4 79,520
Polk		2,920	14.2	3.9 14,045
San Jacinto		851	6.4	1.6 4,767
Trinity		1,908	8.4	2.5 7,115
Tyler		1,212	11.1	2.9 10,720
Victoria		3,426	36.8	10.1 62,807
Walker		2,786	19.1	4.3 17,542
Waller		2,185	11.9	3.0 15,761
Washington		3,367	18.0	5.2 15,732
Wharton		5,359	36.1	9.9 45,079
Total		429,134	2,082.6	604.6 \$ 3,278,649

FOR CURRENT SET ESTIMATES, SEE
the circulation report
IN EACH ISSUE

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
HUNTINGTON-CHARLESTON, WEST VIRGINIA				
Kentucky:				
Bath	613	9.4	2.5	\$ 7,075
Boyd	12,127	57.2	15.7	76,847
Breathitt	531	18.0	3.6	9,088
Carter	3,272	24.2	5.8	17,400
Elliott	1,173	6.8	1.4	3,682
Fleming	1,508	10.3	3.0	7,926
Floyd	6,225	42.9	9.4	32,827
Greenup	4,245	28.7	7.2	28,276
Johnson	3,060	18.6	4.5	12,805
Knott	819	16.7	3.3	8,658
Lawrence	1,963	15.3	3.8	10,216
Letcher	1,749	30.6	6.8	23,036
Lewis	1,308	12.9	3.1	9,605

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Magoffin	1,257	11.5	2.4	5,995
Martin	1,113	10.7	2.3	5,555
Morgan	1,411	9.3	2.3	5,698
Perry	1,952	35.8	7.8	26,665
Pike	8,240	68.4	15.4	53,787
Rowan	1,465	11.6	2.8	9,503
Ohio:				
Adams	5,181	21.7	6.6	21,038
Athens	8,269	46.2	12.5	56,394
Gallia	5,705	25.3	6.7	22,866
Jackson	7,552	30.3	8.5	33,233
Lawrence	13,230	52.3	14.7	63,101
Meigs	5,519	23.7	7.0	26,332
Pike	5,194	25.5	6.9	21,093
Scioto	24,944	102.8	30.0	131,246

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Vinton	2,390	11.1	2.8	9,23
Washington	10,543	46.5	14.3	57,56
West Virginia:				
Barbour	2,767	18.6	4.7	17,42
Boone	4,959	33.9	7.7	34,86
Braxton	1,635	15.7	3.8	11,84
Cabell	30,420	111.6	33.8	169,01
Calhoun	1,007	8.8	2.2	6,25
Clay	1,936	14.2	3.3	11,58
Fayette	11,696	82.5	20.3	92,96
Greenbrier	5,377	37.5	9.4	41,98
Jackson	1,949	14.2	3.6	11,58
Kanawha	56,508	241.8	66.6	377,96
Lincoln	3,874	21.2	4.8	16,15
Logan	13,044	78.2	18.0	93,74
McDowell	14,172	92.0	21.1	105,07
Mason	5,480	23.1	6.1	21,46
Mercer (50%)	6,136	37.1	9.4	44,33
Mingo	8,668	48.0	11.1	44,77
Nicholas	3,697	27.9	6.6	25,23
Pocahontas	1,118	11.4	2.8	9,19
Putnam	4,028	20.8	5.1	19,57
Raleigh	11,062	95.4	23.4	106,14
Randolph	2,614	29.3	7.2	27,79
Roane	2,026	16.6	3.9	13,19
Upshur	1,330	18.6	4.9	18,71
Wayne	5,890	40.7	8.4	37,59
Webster	1,890	16.8	4.0	14,74
Wirt	577	4.5	1.2	3,39
Wood	9,097	68.6	20.5	91,62
Wyoming	4,688	40.3	9.0	41,52
Total	360,203	2,093.6	536.0	\$ 2,307,68

It Would Take a Mighty **BIG YARDSTICK...**

to measure the height of the tail structure of the fabulous Wichita-built B-52. And they don't make yardsticks big enough to measure the astounding growth of

WICHITA

HUB OF THE RICH CENTRAL
KANSAS MARKET!

...but there is a yardstick big enough to measure

KTVH

penetration and influence in Wichita and 14 other important Kansas communities. That yardstick is the PEOPLE, with whom repeated audience surveys show this CBS basic station MEASURES UP as **NUMBER ONE** in the market.

VHF
240,000 WATTS

KTVH
MUTCHINSON
KANSAS

CBS BASIC
Represented Nationally by H-R Television, Inc.
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita.
HOWARD O. PETERSON, General Manager

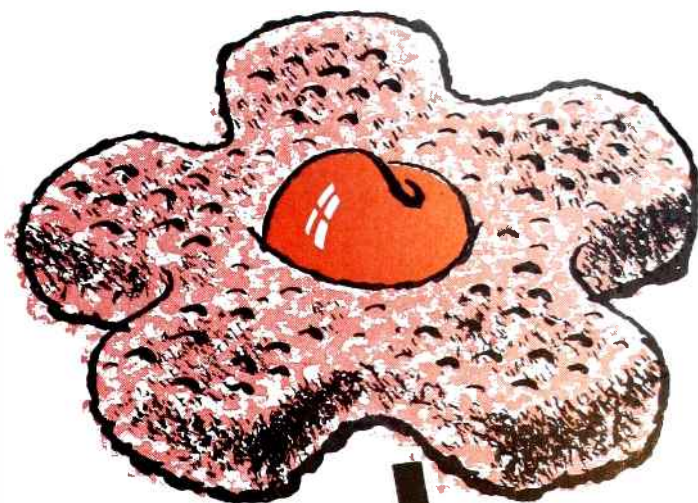
CHANNEL
12

HUTCHINSON-WICHITA, KANSAS

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Kansas:				
Barber	1,944	9.3	3.0	\$ 14,68
Barton	8,910	35.2	10.9	63,78
Butler	8,961	37.1	12.1	53,51
Chase	968	4.8	1.6	6,85
Chautauqua	971	6.7	2.2	7,43
Clark	271	3.6	1.1	7,02
Clay	1,683	11.0	3.7	14,45
Cloud (10%)	202	1.5	.5	1,95
Coffey	1,595	9.0	2.7	10,94
Comanche	717	3.6	1.2	5,90
Cowley	7,636	36.9	12.0	49,65
Dickinson	2,734	22.0	7.3	29,31
Edwards	1,169	5.8	2.0	8,30
Elk	1,035	6.0	2.0	6,84
Ellis	2,977	20.3	5.2	27,75
Ellsworth	1,771	9.2	2.9	11,81
Ford	2,178	19.3	6.2	33,41
Geary	3,266	18.7	6.1	30,41
Greenwood	2,517	12.4	4.2	16,51
Harper	2,105	10.2	3.4	12,31
Harvey	4,992	24.5	7.6	37,71
Kingman	1,864	11.0	3.4	11,61
Kiowa	1,025	4.8	1.4	8,91
Lincoln	920	6.6	2.0	8,91
Lyon	4,621	24.5	7.8	35,61
McPherson	4,502	23.5	7.5	34,31
Marion	2,631	16.4	5.2	18,61
Mitchell	1,512	9.6	3.0	11,21
Morris	1,214	8.2	2.5	10,71
Osborne	1,163	8.4	2.6	10,51
Ottawa	1,020	7.0	2.5	7,31
Pawnee	2,458	11.9	3.0	16,61
Pratt	2,610	12.7	4.0	21,01
Reno	15,372	58.6	19.1	89,81
Rice	3,784	15.1	5.0	24,01
Rush	1,349	7.1	2.2	11,51
Russell	2,272	13.2	4.0	22,41
Saline	7,323	41.5	13.4	66,11
Sedgwick	81,653	315.8	103.8	542,51
Stafford	1,655	8.7	2.8	10,21
Sumner	5,490	26.9	9.0	37,81
Willson	2,680	14.8	5.0	15,51
Woodson	1,038	6.0	2.0	7,11

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the flour that grew.. and grew..



If you like to trade recipes, here's a tasty one, discovered by Martha White Mills of West Virginia. Very filling — particularly of this advertiser's sales record.

Back in 1954, the Martha White millers had distribution in WSAZ-TV's fringe area. None, though, in Huntington-Charleston, southern Ohio, northeast Kentucky. A small announcement schedule on WSAZ-TV brought sales boosts for several wholesalers.

"Hmm," observed Martha White Mills. "A little works so well? A lot should do better!" So this company bought a regularly-scheduled half-hour show. First telecast alone produced nearly 1,000 unsolicited letters!

The rest was, as the saying goes, a piece of cake. "Your station has been largely responsible for attracting several new wholesalers within your coverage area," quoth Jack Broderick, Martha White president. And — to add the frosting — Martha White Mills added a distribution operation in Huntington to meet product demand.

"Since then," Mr. Broderick states, gleefully, "our flour business in West Virginia has grown over 500% — and Martha White Cake Mixes have increased over 1,000%."

That's how it goes when you count on WSAZ-TV. Here's the *only* station to wrap up these 100 golden counties in the Industrial Heart of America.

Carries your message across a *four billion dollar market* with over half a million product-hungry TV families.

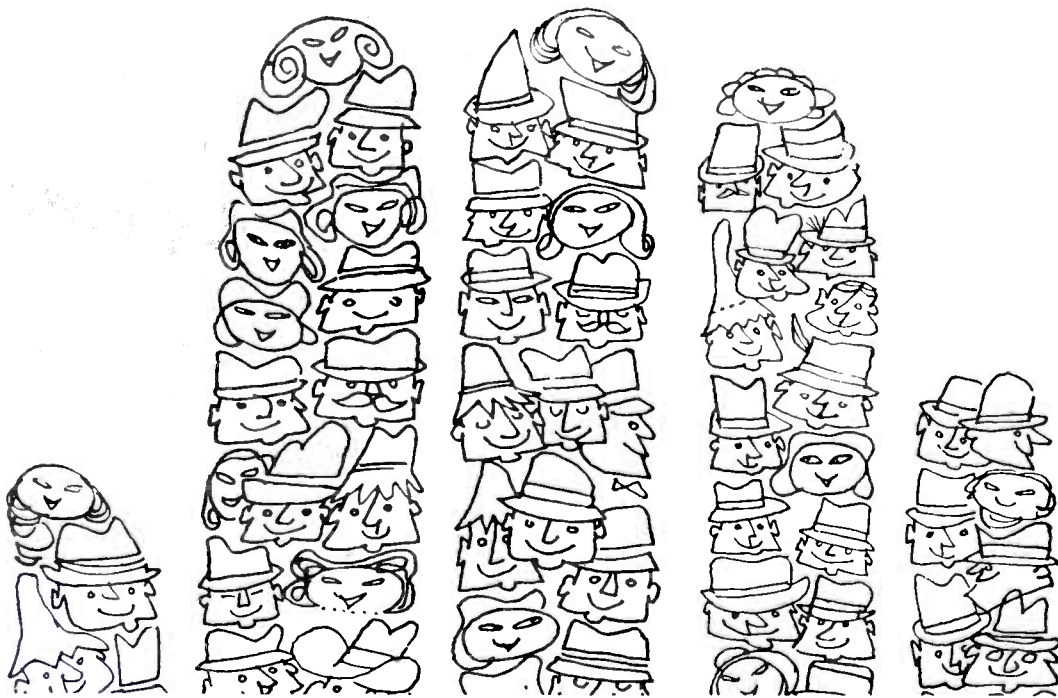
If you want to see your dough rise, try the WSAZ-TV baker's dozen. The nearest Katz office has a recipe for you.



Huntington-
Charleston,
West Virginia
CHANNEL 3
Maximum Power
NBC BASIC
NETWORK

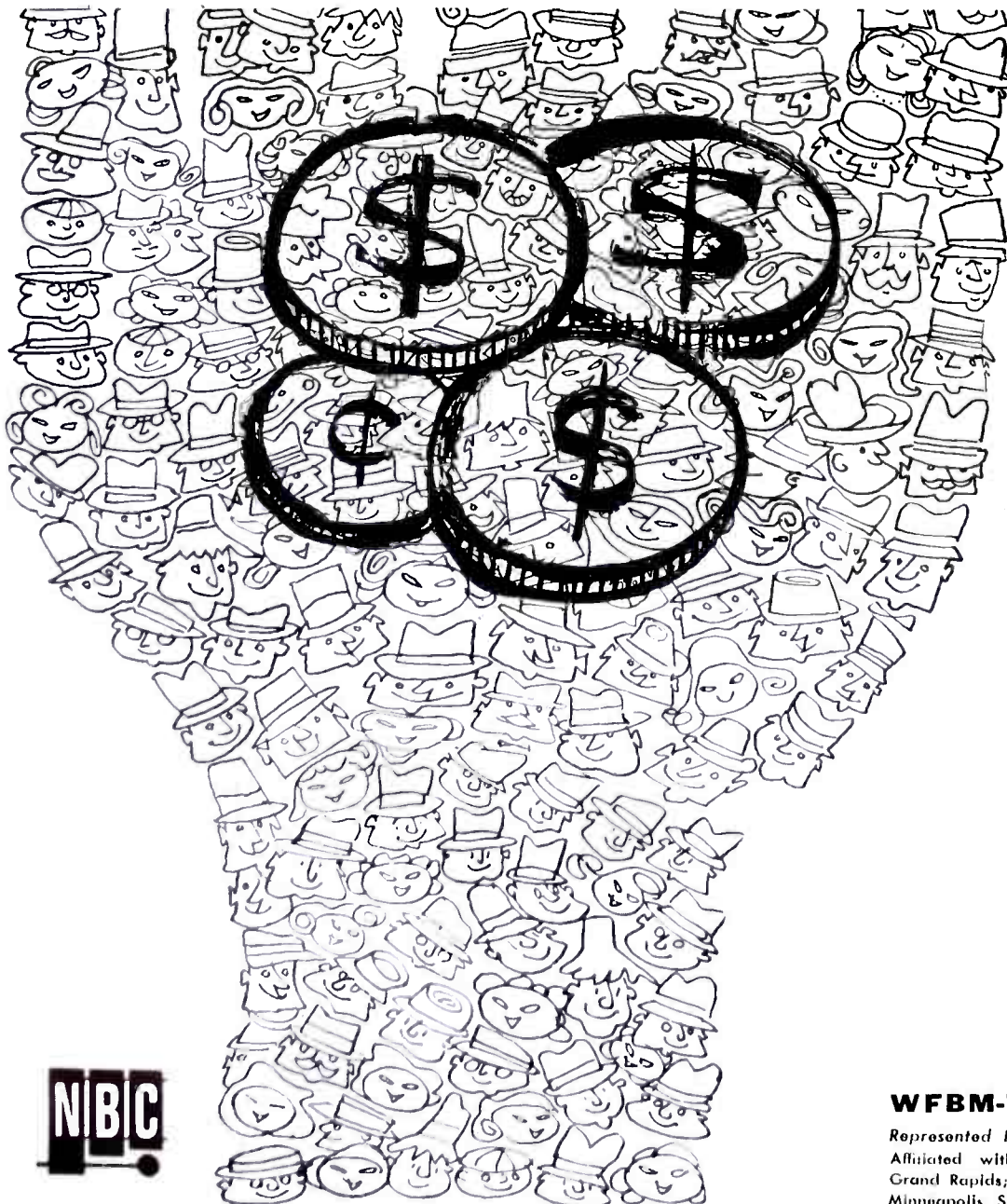


TELEVISION
also affiliated with Radio Stations WSAZ,
Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and
General Manager, WSAZ, Inc.
represented nationally by
The Katz Agency



OVER HALF OF THE SPENDABLE INCOME IN INDIANA

*is in the
hands of
people served
by
WFBM-TV*



WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul.

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
MUTCHINSON-WICHITA continued				
Oklahoma:				
Alfalfa	1,893	9.3	3.0	12,242
Grant	1,555	9.0	2.6	13,753
May (10%)	1,087	5.1	1.6	7,524
Seage (50%)	3,565	17.2	5.3	20,329
Woods	1,627	13.1	4.0	20,494
Total	216,485	1,035.7	333.4	\$ 1,542,358

PAHO FALLS, IDAHO

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Idaho:				
Annock	8,042	45.5	12.7	\$ 68,218
Bar Lake	1,124	6.7	1.9	6,955
Ingham	4,295	27.5	6.8	32,756
onneville	8,299	34.9	10.0	49,448
otte	374	3.2	.8	3,615
aribou	1,006	7.4	2.0	10,518
ssia	2,149	14.8	4.0	16,583
ark	122	.9	.2	1,106
anklin	1,213	9.8	2.5	9,513
emont	1,922	8.8	2.4	10,544
fferson	1,302	11.2	2.8	9,668
icoln	593	4.0	1.1	4,926
adison	2,002	9.5	2.5	9,913
idoka	1,286	9.4	2.4	10,679
neida	534	3.9	1.0	4,467
rwer	520	3.5	.9	5,194
ton	565	2.9	.7	2,749

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Yoming:				
icoln	1,102	8.2	2.4	9,976
ton	534	2.6	.8	3,985
Total	36,984	214.7	57.9	\$ 270,813

DIANAPOLIS, INDIANA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
inois:				
wrence (25%)	768	5.0	1.6	\$ 6,688
ermillion (50%)	10,070	45.3	14.5	73,660
diana:				
riholomew	11,790	43.0	13.1	62,811
inton	2,880	11.0	3.2	18,322
ackford	2,920	13.5	4.1	19,827
ione	7,380	25.5	8.2	42,538
own	1,178	5.6	1.5	5,471
rroll	4,432	16.4	5.2	25,133
tes	10,077	40.7	12.1	60,604
ay	5,398	23.3	7.7	33,621
inton	9,000	31.0	10.0	49,760
icatur	4,908	18.8	5.6	26,468
elaware	28,531	105.1	32.9	182,485
yette	6,202	26.3	7.7	43,778
untain	4,291	17.6	5.8	25,232
anklin	2,805	17.1	4.5	18,002
tant	18,110	67.2	20.5	99,663
reene	7,921	26.9	9.0	33,101
amilton	8,730	30.7	9.7	49,727
ancock	6,390	22.0	7.1	33,493
endricks	10,350	38.2	11.5	64,998
enry	12,246	49.4	14.7	79,613
oward	16,830	60.3	18.7	104,554
untington	6,454	32.7	10.4	49,090
ackson	6,902	29.2	8.8	35,538
ay	4,711	23.3	7.5	33,538
onnings	3,181	16.1	4.1	14,538
ohnson	9,450	34.4	10.5	55,168
awrence	8,533	35.4	10.8	46,356
adison	32,580	115.2	36.2	198,148
arion	178,296	613.1	193.8	1,292,359
iani	5,866	29.2	9.4	46,851
larroe	12,211	55.0	14.5	90,263
ontgomery	8,730	30.2	9.7	49,323
organ	7,463	31.7	9.7	39,156
owan	2,810	11.4	3.5	12,369
Parke	4,012	15.1	4.7	18,814
Putnam	4,043	23.6	6.8	30,492
Randolph	8,100	27.6	9.0	40,074
Ridgely	4,960	19.3	5.9	22,452
Rush	5,468	20.3	6.1	30,094
Schuyler	8,640	30.2	9.6	46,263

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Tippecanoe	16,084	83.3	23.4	153,315
Tipton	4,230	15.9	4.7	22,406
Union	1,360	5.8	1.6	8,671
Vermillion	4,892	19.0	6.5	23,074
Vigo	31,320	106.7	34.8	183,395
Wabash	6,542	30.7	9.5	44,193
Warren	2,066	8.2	2.5	12,749
Wayne (25%)	4,927	19.0	5.8	31,506
Wells	4,420	19.8	6.2	29,373
White	4,977	18.3	5.9	27,477
Total	596,435	2,259.6	700.8	\$ 3,845,994

JACKSON, MISSISSIPPI

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Louisiana:				
East Carroll	1,814	15.5	4.0	\$ 12,260
Madison	2,511	16.9	4.5	13,650
Tensas	1,226	12.7	3.3	9,539

Mississippi:

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Adams	2,964	34.4	9.6	42,107
Amite	1,184	17.5	4.3	11,514
Attala	2,860	24.4	6.1	16,284
Carroll	413	13.4	3.2	7,626
Claiborne	1,119	11.0	2.7	8,932
Copiah	3,197	28.5	7.4	21,028
Covington	2,155	15.1	3.5	8,682
Forrest	5,882	50.0	14.3	53,259
Franklin	540	10.0	2.6	8,041
Hinds	27,457	163.0	44.7	217,896
Holmes	2,095	29.8	7.4	18,717
Humphreys	1,877	21.1	5.1	12,743
Issaquena	—	4.5	1.1	2,578
Jasper	1,541	18.3	4.2	10,398
Jefferson	561	9.9	2.6	5,685
Jeff Davis	1,046	15.1	3.6	8,180
Jones	7,667	63.3	17.1	58,231
Lamar	1,317	13.3	3.4	9,593
Lauderdale (25%)	3,429	16.7	5.0	17,309
Lawrence	936	11.5	2.8	7,329
Leake	3,407	19.9	5.0	11,711
Leflore	3,249	50.2	13.1	46,137
Lincoln	2,626	27.8	7.5	24,333
Lowndes (33%)	687	13.2	3.5	11,208
Madison	2,912	30.9	7.4	20,603
Marion	2,043	22.9	6.0	17,372
Neshoba	2,896	23.5	6.1	14,593
Newton	5,179	21.2	5.4	14,135
Noxubee (33%)	590	5.8	1.4	3,424
Oktibbeha (33%)	344	8.2	2.0	7,445
Pike	3,305	34.5	9.3	29,073
Rankin	1,949	28.4	5.9	18,852
Scott	3,318	20.3	5.1	13,144
Sharkey	1,223	11.6	2.8	7,700
Simpson	2,411	20.9	5.2	13,092
Smith	1,348	15.0	3.6	7,910
Walthall	768	14.0	3.3	8,030
Warren	5,859	41.0	12.9	47,026
Washington	4,292	74.3	21.0	67,258
Winston	1,819	21.2	5.2	14,239
Yazoo	2,518	34.6	8.7	24,078
Total	126,534	1,155.3	302.9	\$ 1,002,944

JACKSON, TENNESSEE

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Mississippi:				
Alcorn	2,878	26.8	7.6	\$ 22,485
Benton	655	8.0	2.0	4,629
Marshall (50%)	1,219	12.0	2.8	6,843
Tippah	1,483	16.1	4.0	10,453
Tishomingo (50%)	416	7.3	2.0	4,757

Tennessee:

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Benton	1,151	10.8	3.0	8,925
Carroll	3,565	26.2	7.5	22,381
Chester	1,542	11.1	2.8	8,054
Crockett	2,274	15.3	4.1	14,263
Decatur	785	8.8	2.4	5,772
Dyer	5,880	31.7	9.0	31,199
Fayette	4,707	25.9	5.9	14,558
Gibson	6,300	48.1	14.1	48,381

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Hardeman	3,247	22.5	5.0	14,028
Hardin	1,714	16.1	4.1	11,206
Haywood	3,988	24.6	6.0	17,134
Henderson	1,741	15.9	4.2	12,184
Henry	2,622	21.9	6.6	22,728
Humphreys (50%)	929	5.2	1.4	4,943
Lake	1,178	10.9	2.8	9,032
Lauderdale	4,467	24.9	6.5	20,195
McNairy	2,657	19.3	5.0	13,685
Madison	10,772	61.8	17.6	71,225
Obion	3,894	27.3	8.1	29,632
Perry	421	5.8	1.5	3,945
Tipton	5,535	29.9	7.5	25,496
Wayne (50%)	279	6.8	1.7	4,157
Weakley	3,327	26.3	7.7	24,763
Total	79,626	567.3	152.9	\$ 487,053

JACKSONVILLE, FLORIDA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Florida:				
Alachua	7,171	63.0	15.8	\$ 73,404
Baker	1,131	6.2	1.3	4,192
Bradford	2,430	11.2	2.7	8,635
Brevard	6,284	44.7	14.4	54,948
Clay	3,463	20.0	4.7	20,931
Columbia	2,649	20.2	5.2	18,919
Dixie	322	3.9	.9	2,872
Duval	87,381	398.0	112.3	573,269
Flagler	454	4.1	1.2	4,142
Gadsden	4,680	39.0	7.8	25,243
Gilchrist	333	2.8	.6	1,782
Hamilton	757	9.0	2.2	5,772
Jefferson	1,440	9.7	2.4	6,439
Lafayette	204	3.2	.7	2,111
Lake	8,113	45.2	13.2	53,158
Leon (25%)	2,235	15.3	3.7	19,926
Levy	724	10.2	2.7	8,288
Madison	1,061	14.1	3.3	8,642
Marion	5,068	45.8	13.0	46,041
Nassau	2,866	15.1	3.7	13,671
Orange (50%)	20,244	88.7	27.1	130,125
Osceola	2,872	13.1	4.4	13,746
Putnam	4,303	27.7	7.7	28,388
St. Johns	4,965	29.9	8.6	36,435
Seminole	4,844	34.7	9.9	36,043
Suwannee	1,727	16.1	4.0	12,282
Taylor	2,220	13.7	3.7	11,680
Union	995	8.0	.9	3,056
Volusia	14,464	92.4	30.1	129,830
Wakulla	240	4.9	1.3	3,266

Georgia:

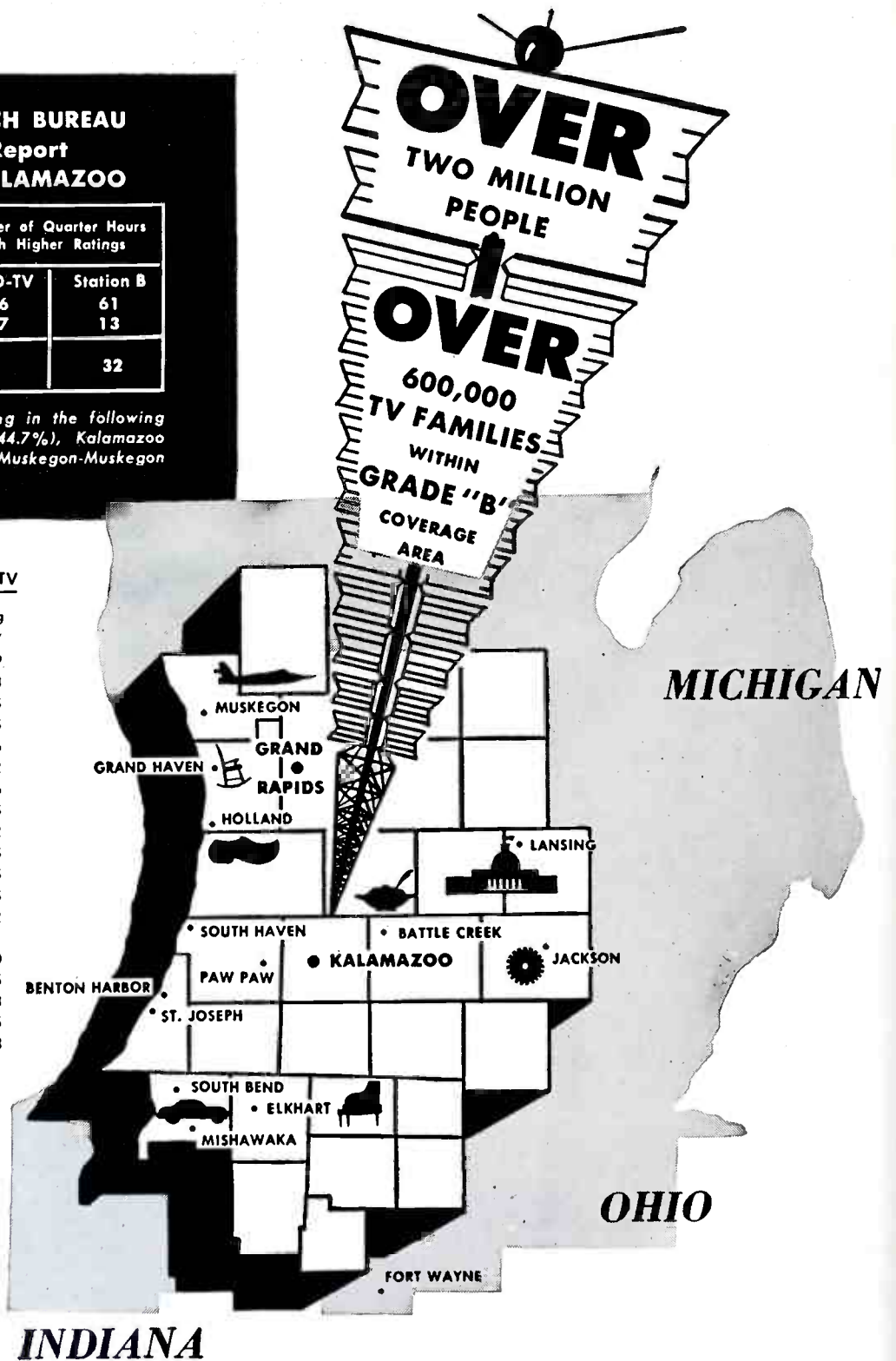
**AMERICAN RESEARCH BUREAU
March, 1956 Report
GRAND RAPIDS-KALAMAZOO**

	Number of Quarter Hours with Higher Ratings	
	WZKO-TV	Station B
MONDAY THRU FRIDAY		
8 a.m. - 6 p.m.	136	61
6 p.m. - 11 p.m.	87	13
SATURDAY AND SUNDAY		
10 a.m. - 11 p.m.	72	32

NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

MARCH ARB TOP TWENTY ALL ON WKZO-TV

Program	Rating
1. I've Got A Secret	56.7
2. Wyatt Earp	55.9
3. Disneyland	55.8
4. I Love Lucy	55.4
5. Ed Sullivan	53.4
6. Godfrey & Friends	52.6
7. The Millionaire	52.2
8. Name That Tune	49.6
9. Godfrey's Talent Scouts	48.4
10. Robin Hood	48.2
11. Mama	46.4
12. Burns and Allen	45.4
13. Sgt. Preston of the Yukon	45.4
14. \$64,000 Question	45.2
15. Climax	45.1
16. December Bride	44.0
17. Mobile Theatre	43.5
18. Honeymooners	43.3
19. Rin Tin Tin	42.5
20. Lone Ranger	42.3



WKZO-TV (Channel 3) has 100,000 watts of power—1000-foot tower—offers you 600,000 families within its grade B coverage area!

So more than ever, WKZO-TV can put you over the top in sales in Western Michigan!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

**Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives**



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WZKO RADIO — KALAMAZOO-BATTLE CREEK
 WJFF RADIO — GRAND RAPIDS
 WJFF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBG RADIO — PEORIA, ILLINOIS

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
JACKSONVILLE continued									
Combs	1,608	17.4	4.2	14,589	Russell	2,265	27.7	6.2	19,248
Core	5,208	33.0	8.7	38,213	Scott	2,405	27.5	6.7	19,964
Doyle	1,698	14.4	3.5	11,955	Smyth	3,131	32.1	7.3	26,862
Geeler	343	6.1	1.4	4,298	Tazewell	4,826	51.7	11.8	49,003
Total	239,866	1,534.6	415.2	\$ 1,733,364	Washington	4,162	57.4	13.5	51,966
					Wise	5,677	60.3	13.9	50,637
					Total	134,880	1,204.1	286.7	\$ 1,060,886
JEFFERSON CITY-COLUMBIA, MISSOURI					JOHNSTOWN, PENNSYLVANIA				
Missouri:					Maryland:				
Adrain	5,269	25.5	8.3	\$ 37,552	Allegany	14,796	94.1	27.0	\$ 108,502
Anton (50%)	709	4.2	1.3	3,894	Garrett	2,630	21.3	5.2	17,271
Boone	8,343	50.7	14.2	77,248	Pennsylvania:				
Claway	4,405	24.2	6.4	26,682	Armstrong	20,970	81.9	23.3	112,663
Conden	1,276	7.5	2.4	6,433	Bedford	9,990	40.0	11.1	41,309
Crittton	2,302	14.3	4.7	16,909	Blair	36,360	137.7	40.4	190,222
Dave	8,311	36.8	10.1	51,679	Butler	25,650	101.7	28.5	142,305
Deper	3,628	16.2	5.1	22,324	Cambria	51,210	213.2	56.9	282,552
Dunklin (50%)	3,971	19.0	5.8	23,775	Cameron	1,267	7.0	1.9	11,388
Evconade	2,804	12.6	4.0	13,898	Centre	15,390	68.2	17.1	98,203
Howard	1,698	11.3	3.5	15,466	Clarion	8,810	37.8	10.5	44,060
Johnson (50%)	1,843	8.7	3.0	9,747	Clearfield	20,970	82.8	23.3	99,928
Kies	1,138	6.8	2.0	5,910	Clinton	7,525	37.2	10.6	50,424
Kier	2,812	13.3	4.1	11,955	Elk	5,073	35.0	9.6	49,891
Kiiteau	1,797	10.4	3.4	10,601	Fayette	46,530	186.7	51.7	238,579
Kirroe	2,679	11.1	3.7	13,474	Franklin	18,884	79.3	22.6	104,948
Kitgomery	3,420	11.3	3.8	12,411	Fulton	2,032	10.3	2.8	9,023
Kogan	1,282	9.6	3.0	8,636	Huntingdon	9,974	40.3	11.2	45,808
Kodge	2,322	11.0	2.9	9,562	Indiana	16,116	75.5	20.8	93,246
Koss	6,940	34.1	11.7	46,948	Jefferson	11,596	47.6	13.9	59,326
Krups	3,870	24.6	7.2	27,574	Juniata	2,495	14.9	4.3	15,852
Krui (25%)	1,053	4.2	1.5	5,590	Lawrence (25%)	7,043	26.1	7.8	44,154
Kruski	3,028	10.4	3.2	9,662	Mifflin	9,919	43.6	12.5	56,439
Kruss (25%)	421	2.1	.6	2,555	Somerset	17,006	80.8	22.3	90,559
Kudolph	5,220	23.2	8.1	34,550	Venango	12,601	65.2	18.5	80,547
Kuene	3,996	26.6	8.2	33,282	Washington	54,540	211.8	60.6	311,245
Kuiby (50%)	1,346	4.7	1.8	5,187	Westmoreland	81,290	321.1	90.3	461,310
Kuwn (50%)	834	3.9	1.3	4,101	Total	510,667	2,095.9	604.7	\$ 2,860,154
Kuvel	86,717	438.3	135.3	\$ 547,605					
JACKSON CITY, TENNESSEE					JOPLIN, MISSOURI				
Kentucky:					Arkansas:				
Kilian	7,059	67.7	15.9	\$ 64,854	Benton	3,643	35.5	11.0	\$ 32,763
Kisher	1,749	30.6	6.8	23,036	Kansas:				
Kipey (25%)	488	9.0	2.0	6,666	Allen	3,140	17.2	5.9	19,419
Kipey	8,240	68.4	15.4	53,787	Bourbon	3,722	17.6	6.1	21,088
North Carolina:					Cherokee				
Kalander (50%)	1,238	7.4	1.8	5,702	Crawford	4,316	24.4	8.0	28,580
Kalghany (50%)	575	4.0	1.1	3,014	Labette	7,115	31.4	10.3	37,392
Kale	2,918	21.6	5.0	13,469	Neosho	4,611	20.7	6.7	24,581
Kalery	1,098	13.0	3.1	8,602	Missouri:				
Kalke	8,484	49.0	11.4	44,321	Barry	3,588	21.3	6.5	19,213
Kalwell	6,789	46.8	11.1	43,030	Barton	2,640	12.0	4.2	12,997
Kalwell	4,300	27.1	6.6	26,371	Cedar	1,598	10.3	3.6	8,991
Kalwell	1,577	19.5	4.3	13,219	Dade	1,604	9.1	2.9	8,313
Kalwell	2,285	14.5	3.4	10,055	Jasper	21,412	83.3	28.7	113,367
Kalwell	1,645	18.1	4.1	12,246	Lawrence	4,115	23.3	7.7	24,800
Kalwell	2,584	23.0	5.5	16,549	McDonald	2,163	14.2	4.2	11,561
Kalwell	954	15.7	3.5	9,628	Newton	6,569	29.2	9.0	31,323
Tennessee:					Oklahoma:				
Kalwell	6,625	44.7	11.1	45,021	Craig	3,299	16.7	4.3	13,361
Kalwell	1,895	21.6	5.3	14,389	Delaware	2,063	11.0	3.1	8,167
Kalwell	459	6.2	1.5	3,686	Ottawa	7,008	27.3	8.5	32,125
Kalwell	3,556	40.4	10.6	34,554	Total	95,042	470.3	152.5	\$ 528,512
Kalwell	3,607	26.3	7.0	27,163	KALAMAZOO, MICHIGAN				
Kalwell	562	7.8	2.0	4,162	Indiana:				
Kalwell	2,560	31.0	7.5	24,582	Elkhart	22,854	93.7	29.3	\$ 174,676
Kalwell	1,358	9.5	2.5	8,347	LaGrange	3,461	15.9	4.4	18,943
Kalwell	1,046	11.5	2.7	7,609	St. Joseph (50%)	31,905	119.2	35.5	256,440
Kalwell	16,825	110.1	29.2	146,374	Stauben	3,598	16.0	4.8	24,312
Kalwell	1,639	16.0	3.9	15,643	Michigan:				
Kalwell	12,174	61.8	15.8	69,308	Allegan	13,950	51.3	15.5	\$ 66,555
Virginia:									
Kalwell	2,191	40.7	8.1	27,554					
Kalwell	1,133	25.3	5.2	17,713					
Kalwell	2,398	22.2	5.7	19,027					
Kalwell	2,403	36.9	8.2	22,925					

IS PENNSYLVANIA'S 4th TV MARKET IN YOUR PICTURE

583,600
TV Families

WJAC-TV is the Number One Station not only in Johnstown, but in Altoona as well, and this one-two punch covers an area that rates 4th in the rich state of Pennsylvania, and 28th in the entire country!

Well over half a million (583,600, to be exact) television families look to WJAC-TV for the best in television entertainment.

Add to this the free bonus of WJAC-TV coverage into Pittsburgh, and you have a total market for your sales message that just can't be overlooked, if you really want to tap the potential of Southwestern Pennsylvania!

WJAC-TV

JOHNSTOWN - CHANNEL 6

Get full details from your KATZ man!

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Jeff Davis (75%)	3,158	20.9	5.6	23,545
Lafayette	12,347	67.6	17.9	75,905
Pointe Coupee	2,694	21.2	5.3	17,120
St. Landry	9,355	84.9	20.3	65,045
St. Martin	2,404	26.6	6.2	20,938
St. Mary	5,017	39.1	10.3	41,625
Terrebonne	3,936	37.2	10.2	33,963
West Baton Rouge	897	12.1	3.3	11,134
West Feliciana	490	9.5	1.6	5,462
Total	61,419	500.4	129.1	\$ 460,460

MAKES CHARLES, LOUISIANA

Louisiana:				
Acadia	5,052	49.0	13.0	\$ 45,987
Allen	3,038	19.9	5.4	19,007
Bienville	3,046	20.2	5.5	18,518
Cadillac	22,020	119.2	33.7	172,417
Cameron	550	5.4	1.3	5,580
Calumet	1,464	16.7	4.5	13,336
Jeff Davis	4,211	27.9	7.4	31,393
Orleans (50%)	1,968	18.6	5.1	16,982
Total	77,661	453.0	126.3	\$ 592,479

LANCASTER, PENNSYLVANIA

Pennsylvania:				
Baltimore (10%)	33,975	132.1	37.8	\$ 213,988
Croft	10,472	47.9	12.2	50,156
Civil	8,463	38.9	9.9	44,543
Frederick	14,299	70.5	18.8	83,422
Hanford	15,120	64.1	16.8	87,692
Washington	19,122	85.3	24.3	114,017
Total	100,571	462.8	139.4	\$ 584,818

Pennsylvania:				
Aims	11,520	46.1	12.8	59,663
Bks (50%)	34,875	130.6	38.8	237,066
Citrus (67%)	10,260	45.7	11.5	65,796
Clister (50%)	20,160	85.6	22.4	149,547
Columbia (50%)	6,065	26.4	7.9	34,610
Cumberland	27,630	105.2	30.7	174,269
Dolphin	55,890	208.1	62.1	356,761
Franklin	18,884	79.3	22.6	104,948
Hittingdon	9,974	40.3	11.2	45,808
Juata	2,495	14.9	4.3	15,852
Lancaster	64,216	243.6	69.8	461,694
Lenon	23,670	91.3	26.3	138,584
Legh	53,280	204.6	59.2	363,935
Mifflin	9,919	43.6	12.5	56,439
Montgomery (25%)	25,222	101.5	28.0	227,024
Montour	3,240	16.4	3.6	16,047
Northumberland	21,184	114.0	33.2	144,664
Pry	6,480	25.4	7.2	31,295
Suylkill (50%)	24,930	98.0	27.7	127,079
Sider	4,505	23.7	6.3	25,161
Union	3,841	24.6	6.0	29,249
York	57,780	214.4	64.2	344,197
Total	597,471	2,424.1	688.1	\$ 3,803,706

LANSING, MICHIGAN

Michigan:				
Bry	8,100	29.1	9.0	\$ 39,056
B (50%)	12,664	49.2	14.1	76,053
Chouin	37,352	138.7	40.6	237,411
Clinton	8,640	34.2	9.6	43,541
Easton	12,150	44.3	13.5	61,535
Genesee	87,089	330.0	97.2	651,865
Gtior	9,090	34.6	10.1	41,749
Ipswich	54,832	202.4	59.6	410,408
Isabella	9,728	39.9	11.3	46,287
Jackson	6,308	30.1	8.1	40,695
St. Clair	31,770	120.6	35.3	199,416
St. Clair	7,692	30.6	9.0	47,163
St. Clair (50%)	4,926	20.8	5.8	32,558
St. Clair	8,800	33.3	10.5	42,672
St. Clair (50%)	22,095	85.1	24.6	140,316
Washtenaw	13,699	49.4	14.9	74,688
Total	334,935	1,272.3	373.2	\$ 2,185,413

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
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LAREDO, TEXAS
Data incomplete

LAWTON, OKLAHOMA

Oklahoma:				
Caddo (75%)	4,828	22.0	6.4	\$ 22,906
Comanche	14,033	80.4	22.3	109,720
Cotton	1,632	11.2	3.2	11,733
Grady	7,409	31.4	9.6	35,936
Jackson	2,860	23.0	7.2	27,575
Jefferson	1,680	9.6	2.8	10,390
Kiowa	3,050	16.3	4.9	19,783
Stephens	7,960	36.9	11.2	49,043

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
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Tillman 2,810 15.9 4.8 18,854
Total 46,262 246.7 72.4 \$ 305,940

LEXINGTON, KENTUCKY

Kentucky:				
Anderson	UHF	7.8	2.2	\$ 7,794
Bath	DI	9.4	2.5	7,075
Bourbon	on county basis	17.6	5.1	21,752
Boyle		21.7	5.6	23,491
Casey		14.4	3.4	8,838
Clark		20.8	6.1	24,970
Estill		11.3	2.8	8,939
Fayette		118.5	34.0	183,873

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- TELEVISION MAGAZINE's circulation estimates are the only ones published anywhere which update the ARF-Census data on a county-by-county basis.
- All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the most powerful station in the market. In mixed markets, the coverage is that of the powerful VHF outlet.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.
- A 90% ceiling has been established as the most logical theoretical cutoff on penetration.
- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing. Data for unduplicated coverage of a specific lineup of stations can be obtained, however, by using this section in conjunction with the TV homes by counties section.
- "DI" indicates that data is incomplete.
- Circulation and market definition are compiled by TELEVISION MAGAZINE's research department. These exclusive data may not be reproduced without permission.

ALSO SEE "HOW COVERAGE IS DEFINED," PAGE 38

Little Rock's **POWER PACKAGE...**



KARK-TV Channel 4

• POWER PREFERENCE • POWER PROGRAMMING • POWER FACILITIES

Power Preference

Across the board, Little Rock viewers choose KARK-TV—

ARB Survey, June 1956—KARK-TV has 7 of the top 12 nighttime shows selected by Little Rock viewers—

1. **Highway Patrol—KARK-TV***
2. **Your Hit Parade—KARK-TV**
3. **\$64,000 Question—Station B**
4. **Perry Como Show—KARK-TV**
5. **You Bet Your Life—KARK-TV**
6. **I've Got a Secret—Station B**
7. **Badge 714—Station C**
8. **\$64,000 Challenge—Station B**
9. **Lux Video Theatre—KARK-TV**
10. **Ed Sullivan Show—Station B**
11. **George Gobel Show—KARK-TV**
12. **This Is Your Life—KARK-TV**

*Shown during same time period on KARK-TV and station C. Combined rating scores first place. Breakdown: KARK-TV, 26.9; Station C, 19.1.

5 of the Top 5 Multiweekly Shows—Network and local, KARK-TV viewers voted for Channel 4 programming—sweeping the first five places with—

1. **I Married Joan—3:00 p.m. Mon. thru Fri.**
2. **News Final—10:00 p.m. Sun thru Sat.**
3. **Queen for a Day—2:00 p.m. Mon. thru Fri.**
4. **Tennessee Ernie Ford Show—12:30 p.m. Mon. thru Fri.**
5. **Evening News & Weather—6:00 p.m. Mon. thru Fri.**

Major Share of Nighttime Audience—From 6:00 to 10:00 p.m. KARK-TV captures the largest overall share of Little Rock viewers. 62 quarter-hour firsts of 119 quarter-hours per week—the largest audience in Little Rock.

Power Preference—Power Programming—Power Facilities . . . the KARK-TV Power Package means Sales Power in Arkansas.

Power Programming

Network and local, quality programming is increasing the already proven Pulse audience lead of KARK-TV —

NBC Television — Programming voted best by Little Rock viewers in the June 1956 ARB survey . . . and KARK-TV represents NBC's only exclusive outlet in the entire state.

Top-Rated Local Programming—Specialized local programming for everyone—from Pat's Party for the children to News Final, the program 10:00 p.m. viewers voted in the top Multi-Weekly programs in Little Rock.

Power Facilities

KARK-TV facilities complete the power package in programming and preference —

Higher Tower-Maximum Power—KARK-TV's new tower-power package delivers your message to almost all of Arkansas.

Operating on Maximum Power—100,000 watts.

Full network color facilities.

One of the Tallest Towers in the Nation—1,693 feet above average terrain, —1,175 feet above ground.

Little Rock Plus 44-County Coverage . . .

Now your sales message to thousands of new viewers . . . the facts inside the 100 mv/m contour —



	KARK-TV Coverage	State Total
Counties	44	75
Population	1,028,300	1,785,000
Households	289,150	503,060
Spend. Inc.	\$1,094,231,000	\$1,876,635,000
Retail Sales	805,057,000	1,399,436,000
Gross Farm Inc.	284,375,000	592,572,000

(Source: '56 SRDS Estimates of Consumer Markets)

KARK-TV

CHANNEL 4 NBC Affiliate

Little Rock, Arkansas

Represented by

Edward Petry & Co., Inc.

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

LINCOLN, NEBRASKA				LITTLE ROCK-PINE BLUFF, ARKANSAS			
VHF Sets	Pop. (00)	Fam. (00)	EBI (000)	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
LINCOLN, NEBRASKA				LITTLE ROCK-PINE BLUFF, ARKANSAS			
Kansas:				Arkansas:			
Cloud	2,020	15.6	5.1 \$ 19,362	Arkansas	4,298	23.5	6.9 \$ 25,044
Marshall	2,524	17.5	5.9 22,704	Bradley	2,137	13.7	3.6 10,770
Republic	1,423	10.6	3.6 13,530	Calhoun	920	6.1	1.5 4,243
Washington	2,004	12.6	4.1 14,924	Clark	3,307	21.5	5.8 18,867
Nebraska:				Cleburne	988	9.0	2.4 5,560
Adams	8,089	31.8	9.3 41,730	Cleveland	755	7.0	1.9 4,837
Boone	1,508	10.3	3.1 11,081	Conway	2,271	15.3	4.0 10,668
Butler	2,270	11.7	3.9 12,059	Dallas	1,895	11.8	3.1 8,884
Cass	4,950	17.2	5.5 22,631	Desha	2,261	24.5	6.4 18,364
Clay	2,172	9.0	3.1 10,287	Drew	1,173	15.2	4.1 11,443
Colfax	2,751	10.4	3.3 15,254	Faulkner	4,586	22.3	5.9 19,206
Cuming	2,695	12.8	3.7 16,014	Garland	10,626	50.8	16.1 64,336
Fillmore	2,202	9.0	3.0 10,395	Grant	1,806	8.6	2.4 6,251
Gage	6,925	27.2	8.2 34,554	Hot Spring	3,035	26.2	7.4 23,917
Greeley	698	5.7	1.6 6,042	Independence	3,152	20.0	5.6 15,539
Hall	9,622	37.0	11.6 56,858	Jefferson	13,046	83.5	23.8 81,088
Hamilton	2,610	8.7	2.0 11,780	Lee (50%)	1,462	12.4	3.2 8,880
Howard	1,103	6.8	2.2 8,314	Lincoln	974	13.1	3.3 7,783
Jefferson	2,612	12.8	4.1 15,682	Lonoke	4,190	23.7	6.4 21,119
Johnson	1,805	6.4	2.2 7,540	Monroe	1,697	19.1	5.0 14,867
Lancaster	39,284	134.3	42.7 241,863	Montgomery	184	5.2	1.4 3,681
Madison	5,743	25.6	7.7 32,839	Ouachita	4,259	39.4	11.0 37,864
Merrick	1,423	8.3	2.7 11,224	Perry	456	4.4	1.1 2,964
Nance	811	6.3	1.9 5,867	Phillips (50%)	2,581	24.7	6.8 20,796
Nemaha	2,713	11.4	3.5 15,452				
Nuckolls	1,610	9.9	2.9 11,824				
Otoe	4,770	16.5	5.3 22,443				
Pawnee	1,233	5.9	2.0 6,712				
Platte	4,740	21.1	6.2 25,544				
Polk	1,745	8.0	2.6 11,963				
Richardson	3,167	15.2	4.9 21,377				
Saline	3,436	13.3	4.5 18,007				

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HALF-COVERED

IN NEBRASKA'S OTHER BIG MARKET?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

- You're half naked in Nebraska coverage if you don't reach Lincoln-Land—*
- Lincoln-Land consists of 42 counties with 200,000 families—125,000 unduplicated by any other TV station!
 - KOLN-TV covers Lincoln-Land, 95.5% of which is outside the Grade B Area of Omaha!
 - Telepulse figures credit KOLN-TV with 138.1% more afternoon Lincoln-Land viewers than the next station—194.4% more nighttime viewers!

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBD RADIO — PEORIA, ILLINOIS

	VHF Sets	Pop. (00)	Fam. (00)	EI (000)
LITTLE ROCK-PINE BLUFF continued				
Pike (10%)	91	.8		626
Pope	1,622	19.9	5.5	16,862
Prairie	1,708	12.3	3.2	8,589
Pulaski	46,592	240.9	72.4	334,354
Saline	3,776	28.5	6.9	24,318
Searcy	585	9.4	2.5	5,762
Stone	228	5.8	1.5	3,538
Union (50%)	4,276	9.5	2.4	7,778
Van Buren	946	7.5	2.1	5,035
White	4,248	35.2	10.0	28,065
Woodruff	1,247	16.3	4.0	10,455
Yell	1,126	11.6	3.3	8,097
Mississippi:				
Washington	4,292	12.6	4.1	14,924
Total	142,796	911.3	257.2	\$ 915,374

LOS ANGELES, CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EI (000)
California:				
Imperial (33%)	3,494	22.7	6.1	\$ 33,765
Kern (50%)	28,674	13.1	3.9	22,432
Los Angeles	1,568,793	5,300.3	1,833.5	10,647,282
Orange	97,566	365.9	123.3	624,769
Riverside	52,541	221.4	73.0	330,110
San Bernardino	89,189	389.8	124.1	581,385
Santa Barbara	25,164	110.9	36.0	210,400
Ventura	36,597	154.4	45.4	262,759
Total	1,902,018	6,578.5	2,245.3	\$12,712,902

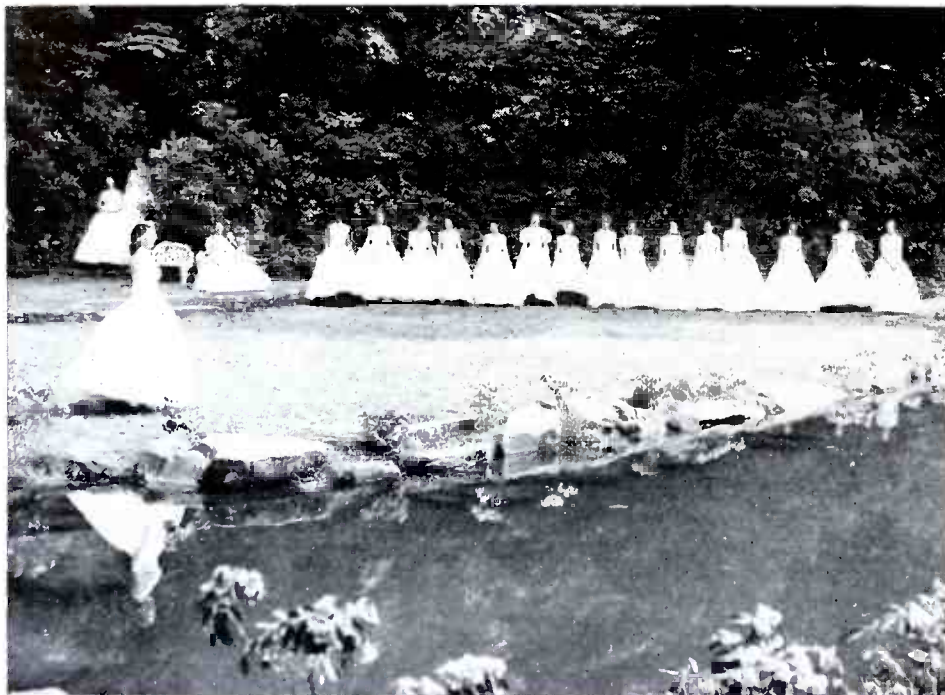
LOUISVILLE, KENTUCKY

	VHF Sets	Pop. (00)	Fam. (00)	EI (000)
Indiana:				
Bartholomew	11,790	43.0	13.1	\$ 62,811

	VHF Sets	Pop. (00)	Fam. (00)	EI (000)
Brown	1,178	5.6	1.5	5,41
Clark	15,009	57.6	16.9	77,4
Crawford	1,770	9.1	2.6	8,1
Daviess	6,241	27.6	8.2	34,5
Decatur	4,908	18.8	5.6	26,4
Dubois	4,561	24.9	6.8	32,7
Floyd	13,950	49.9	15.5	76,8
Gibson	5,902	30.7	9.6	41,8
Harrison	3,354	18.6	5.2	21,5
Jackson	6,902	29.2	8.8	35,5
Jefferson	5,670	22.9	6.3	27,4
Jennings	3,181	16.1	4.1	14,5
Lawrence	8,533	35.4	10.8	46,3
Martin	2,395	10.7	3.1	11,5
Orange	3,216	16.4	4.9	18,1
Perry	3,479	17.5	5.0	18,9
Pike	3,110	14.1	4.4	16,8
Posey	5,400	19.8	6.0	25,2
Scott	3,406	13.8	4.2	15,7
Spencer	2,616	13.5	3.8	15,5
Vanderburgh	40,652	179.2	55.7	310,0
Warrick	5,866	23.1	7.0	29,2
Washington	3,536	16.8	5.0	18,6

Kentucky:

Adair	1,862	14.4	3.7	9,6
Anderson	1,801	7.8	2.2	7,7
Barren	3,705	30.0	8.7	28,2
Boyle	3,064	21.7	5.6	23,4
Breckinridge	2,607	14.4	4.0	11,8
Bullitt	2,876	13.8	3.9	13,8
Butler	1,087	9.3	2.3	6,2
Carroll	2,015	8.6	2.6	10,0
Casey	1,535	14.4	3.4	8,8
Christian	5,153	67.0	16.9	78,1
Daviess	13,061	61.3	17.3	78,4
Edmondson	699	7.6	1.9	4,6
Estill	1,030	11.3	2.8	8,9
Fayette	14,918	118.5	34.0	183,8
Franklin	4,707	26.2	7.8	38,4
Garrard	1,506	12.0	3.3	12,2
Grayson	1,741	16.3	4.5	11,4
Green	1,358	8.9	2.6	6,6
Hancock	768	5.0	1.5	3,8
Hardin	7,416	61.0	11.2	88,0
Hart	2,253	12.9	3.7	9,7
Henderson	5,157	34.3	10.4	40,0
Henry	1,533	11.1	3.3	10,5
Hopkins	4,046	41.9	12.4	47,0
Jefferson	139,269	568.0	170.8	963,0
Jessamine	1,689	14.2	4.1	16,7
Larue	1,801	11.3	3.0	10,0
Lincoln	2,611	19.0	5.0	14,0
McLean	1,536	12.0	3.4	9,3
Madison	2,624	34.1	9.4	38,0
Marion	2,760	14.6	3.5	13,0
Meade	1,890	11.5	2.1	10,0
Mercer	2,551	13.8	4.2	13,0
Mercalfe	1,011	6.5	1.7	4,0
Muhlenberg	3,594	29.4	7.9	22,0
Nelson	3,876	20.0	4.9	19,0
Ohio	2,109	17.3	4.9	13,0
Oldham	1,880	12.0	2.8	11,0
Owen	1,765	8.7	2.6	8,0
Pulaski	1,521	33.3	8.8	25,0
Rockcastle	347	11.2	2.7	6,0
Russell	1,095	10.5	2.7	6,0
Scott	2,388	15.5	4.4	18,0
Shelby	3,327	21.1	6.1	23,0
Spencer	1,237	5.5	1.4	5,0
Taylor	2,209	14.3	3.9	12,0
Trigg	618	7.9	2.0	6,0
Trimble	823	5.8	1.7	5,0
Union	2,253	13.1	3.6	14,0
Warren	6,099	44.4	13.2	48,0
Washington	2,061	11.2	2.9	8,0
Webster	1,586	14.0	4.5	13,0
Woodford	1,695	11.6	3.4	13,0
Total	450,748	2,355.8	675.7	\$ 3,115



Showmanship with that KENTUCKY FLAIR!

Here are twenty beautiful Kentucky coeds—all competing for the Queen's crown of Laurel at the colorful Mountain Laurel Festival in Pineville. . .

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the finest in television showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets audience preference!

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because it has low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky . . . in 1948. Its experienced staff has the know-how to make your programs—and your commercials—sell!

LOUISVILLE'S
WAVE-TV

CHANNEL **3**

FIRST IN KENTUCKY

Affiliated with NBC



SPOT SALES
Exclusive National Representatives

*ARB Louisville, Feb., 1956

*Metropolitan ARB, March, 1956

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	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
BOCK, TEXAS				
Mexico:				
try	2,694	25.9	7.8	\$ 40,252
sevelt	4,818	55.0	16.1	96,567
	916	15.5	4.3	19,425
Texas:				
Andrews	1,742	9.1	2.6	16,077
Beckey	1,734	8.2	2.2	12,575
Bellevue	162	1.1	.2	1,456
Brewster	529	3.6	.9	7,163
Brookhaven	810	5.6	1.6	13,327
Cherokee	1,093	7.3	1.7	12,028
Comanche	512	5.3	1.4	9,447
Cook	1,809	9.2	2.5	13,790
Dallas	2,855	22.0	5.9	36,555
Dallas	741	6.3	1.7	10,599
Denton	1,218	9.5	2.6	11,788
Dewitt	2,360	10.2	3.0	15,999
Dickens	2,284	9.0	2.4	13,485
Dominion	1,050	7.0	1.8	10,510
Dove	6,538	33.6	9.5	57,596
Dove	697	10.4	2.8	14,328
Dove	4,567	26.9	7.2	43,869
Edwards	7,297	31.8	8.8	53,251
El Paso	169	1.6	.5	2,732
El Paso	41	.9	.2	1,389
El Paso	4,276	21.3	5.9	30,682
El Paso	28,466	152.5	42.8	272,555
El Paso	1,526	10.5	2.8	17,515
El Paso	1,093	5.7	1.4	9,522
El Paso	1,956	14.6	4.1	21,580
El Paso	420	3.5	1.0	5,621
El Paso	618	6.0	1.8	11,415
El Paso	4,121	34.2	10.0	57,961
El Paso	467	3.5	.9	5,737
El Paso	1,301	8.7	2.4	17,595
El Paso	2,946	15.8	4.2	22,870
El Paso	788	4.1	1.1	6,032
El Paso	94,614	595.4	166.1	\$ 993,313
DAKIN, TEXAS				
Texas:				
Anderson	3,227	29.2	8.4	\$ 31,670
Armadillo	7,019	37.1	10.8	41,596
Cherokee	5,045	35.7	9.5	33,191
Horton	1,873	19.5	5.5	16,438
Jaeger	2,243	20.7	5.3	18,517
Levell	1,015	9.9	2.8	8,005
Mason	1,200	6.4	1.9	5,494
Negoches	2,918	28.1	7.7	28,159
Panola	2,920	14.2	3.9	14,045
Ru (50%)	2,886	21.1	6.0	23,988
Sane	770	7.5	1.9	6,373
St. Augustine	520	7.2	1.9	5,015
Shelby	2,076	20.2	5.8	17,037
Trinity	1,908	8.4	2.5	7,115
Tyler	1,212	11.1	2.9	10,720
Tulsa	36,832	276.3	76.7	\$ 267,362
DYCHBURG, VIRGINIA				
North Carolina:				
Cowell	2,099	20.6	4.3	\$ 14,075
Gnville (50%)	2,125	16.3	3.4	13,334
Person	3,689	23.2	5.2	18,405
Rockingham	12,021	68.7	17.7	76,837
Virginia:				
Alexander	6,957	55.8	14.0	75,521
Alleghany	5,428	30.7	7.8	38,211
Allegheny	958	8.3	1.7	5,938
Ashley	2,657	20.1	4.4	15,927
Botetourt	1,089	9.0	1.9	7,752
Buckingham	9,391	72.6	18.1	87,020
Chatham	762	6.0	1.5	5,606
Chatham	4,081	30.4	7.6	26,876
Chatham	2,002	16.3	4.0	14,789
Chatham	941	12.3	2.7	8,543
Chatham	15,547	82.8	21.8	108,499

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
CHARLOTTE, TEXAS				
Charlotte	771	13.9	3.2	8,595
Craig	565	3.0	.8	2,093
Cumberland	680	7.0	1.6	4,616
Floyd	1,224	11.7	2.7	7,724
Fluvanna	992	6.6	1.7	5,646
Franklin	3,116	25.3	5.8	18,023
Giles	3,519	21.8	5.1	23,365
Goochland	1,075	9.2	1.7	6,302
Greene	454	4.7	1.1	3,363
Halifax	7,047	41.4	9.4	31,244
Henry	8,768	53.7	12.9	61,224
Highland	555	3.9	.8	2,448
Lunenburg	1,614	14.6	3.5	13,372
Mecklenburg	4,959	35.5	8.2	31,932
Montgomery	7,799	43.8	10.6	52,581
Nelson	2,002	13.8	3.3	9,448
Nottoway	2,893	17.8	4.4	19,372
Patrick	1,346	15.9	3.7	11,719
Pittsylvania	13,884	111.8	27.7	122,467
Powhatan	561	5.8	1.2	5,085
Prince Edward	2,471	15.8	3.8	15,893
Pulaski	4,193	30.4	7.7	31,289
Roanoke	30,891	145.3	39.8	228,738
Rockbridge	3,276	30.1	7.3	35,620
Rockingham	7,087	49.6	12.8	56,513
Total	181,489	1,205.5	296.9	\$ 1,326,005
MACON, GEORGIA				
Georgia:				
Baldwin	2,018	32.8	5.2	\$ 21,341
Bibb	22,663	128.0	36.9	177,544
Bleckley	1,238	8.5	2.2	6,365
Butts	1,700	8.9	2.2	7,422
Crawford	601	5.5	1.2	4,298
Crisp	2,778	17.5	4.8	15,209
Dodge	1,986	16.2	4.0	12,437
Dooly	1,559	12.9	3.2	8,832
Greene	1,528	12.0	2.9	8,824
Hancock	1,358	9.7	2.2	5,323
Henry	3,050	15.9	3.8	11,513
Houston	4,559	27.2	7.0	31,451
Jasper	904	6.8	1.6	5,403
Johnson	785	8.9	2.4	6,065
Jones	658	6.8	1.6	5,442
Lamar	1,897	9.7	2.4	10,571
Laurens	4,554	30.3	7.6	23,338
Macon	1,493	13.2	3.2	9,487
Marion	529	6.4	1.4	3,717
Monroe	1,852	10.2	2.5	10,141
Morgan	1,382	10.5	2.6	7,823
Newton	3,999	20.2	5.1	21,170
Peach	1,843	11.9	3.0	12,240
Pike	951	7.8	1.8	5,707
Pulaski	1,279	8.0	2.1	6,787
Putnam	713	7.0	1.6	5,873
Schley	256	3.4	.8	2,440
Spaulding	7,111	32.3	8.8	41,117
Sumter	3,605	23.5	6.3	22,029
Talbot	834	7.4	1.8	4,944
Taylor	1,294	8.4	2.2	5,920
Telfair	1,026	11.6	2.8	9,500
Twiggs	482	7.6	1.7	5,310
Upson	3,974	25.2	6.6	27,342
Washington	1,812	19.2	4.8	13,016
Wilcox	1,437	8.8	2.3	6,334
Wilkinson	797	8.9	2.2	7,892
Total	90,505	609.1	154.8	\$ 590,167
MADISON, WISCONSIN				
Wisconsin:				
Adams	UHF	8.0	2.5	\$ 8,559
Columbia	DI	35.1	10.6	50,099
Dane	on county	184.7	52.2	352,763
Dodge	basis	60.3	17.2	82,706
Green		24.6	7.5	43,043
Green Lake		15.4	4.6	19,609
Iowa		19.6	5.6	21,912
Jefferson		45.8	13.4	64,807
Jeanne		18.9	5.4	21,682

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
LAFAYETTE, TEXAS				
Lafayette		18.1	5.2	20,033
Marquette		9.2	2.7	9,867
Richland		19.7	5.4	21,871
Rocks		100.8	30.6	177,585
Sauk		40.7	11.9	53,915
Walworth		46.9	14.4	71,759
Total	†106,970	647.8	189.2	\$ 1,020,210
MANCHESTER, NEW HAMPSHIRE				
Massachusetts:				
Essex	151,020	550.8	168.0	\$ 921,068
Middlesex	289,620	1,141.0	322.0	2,118,410
Worcester	154,517	580.4	168.8	927,232
New Hampshire:				
Belknap	6,574	27.7	8.2	39,294
Carroll	4,220	15.9	4.8	19,288
Cheshire	7,742	40.8	12.2	55,511
Grafton	9,613	245.6	12.8	66,929
Hillsborough	42,278	159.7	47.8	266,849
Merrimack	14,817	64.6	18.3	89,904
Rockingham	20,758	76.3	23.3	107,960
Strafford	11,598	52.0	14.6	76,170
Sullivan	7,135	28.0	8.5	39,298
Total	719,892	2,782.8	809.3	\$ 4,727,913
MARINETTE, WISCONSIN				
Michigan:				
Delta	4,937	32.4	9.4	\$ 37,675
Dickinson	6,230	23.9	7.5	29,437
Menominee	4,582	26.2	7.6	30,983
Wisconsin:				
Brown	26,460	107.5	29.4	165,440
Calumet	4,593	19.8	5.4	24,670
Door	5,117	21.6	6.5	25,599
Florence	522	3.7	1.2	3,033
Forest	1,023	8.7	2.3	8,638
Kewaunee	3,676	17.8	4.7	18,994
Langlade	4,069	21.8	6.0	26,313
Manitowoc	18,139	70.1	20.4	105,332
Marinette	6,652	35.9	10.4	41,676
Oconto	5,377	25.9	7.3	26,020
Outagamie	22,320	89.2	24.8	136,582
Shawano	6,136	35.6	9.6	39,281
Waupaca	8,884	35.8	10.5	42,734
Winnebago (50%)	10,975	49.1	14.5	78,128
Total	139,692	625.0	177.5	\$ 840,535
MASON CITY, IOWA				
Iowa:				
Bremer	4,434	18.8	5.6	\$ 25,367
Butler	3,885	17.2	5.3	23,007
Cerro Gordo	12,097	46.5	14.5	80,061
Chickasaw	2,601	14.8	4.3	19,444
Floyd	3,421	22.4	6.9	34,873
Franklin	3,923	16.1	5.0	27,009
Grundy	3,318	13.3	4.2	20,164
Hamilton	5,474	19.3	6.2	31,793
Hancock	3,312	14.7	4.3	24,358
Hardin	6,570	21.8	7.3	37,201
Howard	1,800	13.3	3.8	16,282
Humboldt	2,064	12.7	3.9	21,029
Kossuth	4,169	25.7	7.3	42,530
Mitchell	2,661	13.6	4.0	17,520
Winnebago	3,243	13.1	3.8	19,334
Winneshiek	2,527	22.1	6.4	28,946
Worth	2,542	10.9	3.2	15,500
Wright	5,070	19.7	6.2	31,332
Minnesota:				
Dodge	2,256	12.6	3.5	13,929
Faribault	4,453	24.4	7.0	33,604
Freeborn	7,944	35.8	10.4	50,544
Mower	8,886	45.0	12.6	72,551
Steele	5,214	20.2	5.9	26,817
Waseca	2,968	16.1	4.8	21,194
Total	104,832	490.1	146.4	\$ 734,389

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VHF Sets Pop. (00) Fam. (00) EBI (000)

EDFORD, OREGON

California:				
Norte	1,714	19.6	6.4	\$ 30,587
Wiyou	2,632	31.7	10.5	57,378
Oregon:				
Douglas	6,637	69.1	21.1	98,352
Johnson	14,247	67.8	22.1	97,629
Josephine	4,446	31.2	10.5	40,165
Umatilla	3,725	43.2	13.6	72,013
Total	33,401	262.6	84.2	\$ 396,124

MEMPHIS, TENNESSEE

Kansas:				
Adair	3,139	22.5	6.3	\$ 16,796
Arghead	9,577	51.5	13.7	49,889
Franklin	7,872	54.2	13.9	39,039
Franklin	3,485	23.3	6.0	18,574
Greene	2,592	26.1	7.2	21,197
Independence	3,152	20.0	5.6	15,539
Madison	3,523	26.7	7.2	21,560
Madison	2,666	17.8	4.9	12,542
Madison	2,924	24.8	6.4	17,759
Mississippi	13,446	72.8	18.8	60,848
Adair	1,697	19.1	5.0	14,867
Adair	5,162	49.3	13.5	41,591
Adair	5,635	30.6	7.6	23,443
Adair	1,965	13.1	3.2	9,562
Adair	4,369	35.2	8.9	26,118
Adair	1,247	16.3	4.0	10,455
Mississippi:				
Adair	2,878	26.8	7.6	22,485
Adair	655	8.0	2.0	4,629
Adair	3,018	60.2	15.9	43,357
Adair	852	16.6	4.2	11,490
Adair	3,451	53.6	14.7	46,196
Adair	3,625	22.5	5.6	14,006
Adair	1,036	18.0	4.7	14,574
Adair	1,558	21.7	5.2	20,522
Adair	5,514	39.5	11.1	34,967
Adair	3,249	50.2	13.1	46,137
Adair	2,438	24.0	5.5	13,686
Adair	4,153	28.5	7.2	18,583
Adair	1,192	18.4	4.9	12,122
Adair	1,615	18.6	4.9	13,491
Adair	1,843	24.1	6.1	14,280
Adair	1,560	28.1	7.1	17,618
Adair	2,265	16.5	4.1	11,215
Adair	1,483	16.1	4.0	10,453
Adair	832	14.6	3.9	9,514
Adair	2,610	20.3	5.2	13,844
Adair	2,038	19.1	5.4	13,809
Adair	810	13.9	3.6	9,358
Missouri:				
Dulin	5,879	46.4	12.8	39,889
New Madrid	4,173	41.1	10.4	31,983
Percot	6,290	46.2	12.3	40,173
Tennessee:				
Caill	3,565	26.2	7.5	22,381
Chick	1,542	11.1	2.8	8,054
Cricket	2,274	15.3	4.1	14,263
Dyer	5,880	31.7	9.0	31,199
Fayette	4,707	25.9	5.9	14,558
Gibson	6,300	48.1	14.1	48,381
Hauman	3,247	22.5	5.0	14,028
Hain	1,714	16.1	4.1	11,206
Hawood	3,988	24.6	6.0	17,134
Hederson	1,741	15.9	4.2	12,184
Le	1,178	10.9	2.8	9,032
Lauderdale	4,467	24.9	6.5	20,195
Mairy	2,657	19.3	5.0	13,685
Wilson	10,772	61.8	17.6	71,225
Con	3,894	27.3	8.1	29,632
Siby	137,070	534.4	152.3	847,549
Tenn	5,535	29.9	7.5	25,496
Walker	3,327	26.3	7.7	24,763
Total	341,326	2,168.5	583.9	\$ 2,163,125

VHF Sets Pop. (00) Fam. (00) EBI (000)

MERIDIAN, MISSISSIPPI

Alabama:				
Choctaw	1,524	17.8	4.2	\$ 11,113
Clarke	2,774	24.9	6.3	18,304
Greene	807	14.5	3.5	8,784
Hale	1,080	19.0	4.6	10,926
Marengo	1,640	27.0	6.8	18,831
Pickens	1,605	22.0	5.1	13,987
Sumter	1,821	22.0	5.2	15,255
Washington	1,259	15.2	3.4	9,413
Wilcox	1,109	21.2	4.7	11,454
Mississippi:				
Attala	2,860	24.4	6.1	16,284
Choctaw	1,080	9.7	2.5	5,702
Clarke	1,488	18.0	4.5	10,949
Covington	2,155	15.1	3.5	8,682
Forrest	5,882	50.0	14.3	53,260
Greene	391	7.4	1.8	4,318
Jasper	1,541	18.3	4.2	10,398
Jones	7,667	63.3	17.1	58,231
Kemper	719	13.8	3.1	7,310
Lauderdale	13,719	66.9	19.8	69,234
Leake	3,407	19.9	5.0	11,711
Lowndes	2,061	39.6	10.5	33,624
Madison	2,912	30.9	7.4	20,603
Neshoba	2,896	23.5	6.1	14,593
Newton	5,179	21.2	5.4	14,135
Noxubee	1,771	17.5	4.1	10,377
Oktibbeha	1,031	24.8	6.1	22,561
Perry	478	8.8	2.2	5,151
Rankin	1,949	28.4	5.2	18,852
Scott	3,318	20.3	5.1	13,144
Simpson	2,411	20.9	5.2	13,092
Smith	1,348	15.0	3.6	7,910
Wayne	713	16.1	3.7	9,469
Winston	1,819	21.2	5.2	14,239
Total	82,414	778.6	195.6	\$ 571,896
Florida:				
Broward	45,539	172.6	53.4	\$ 274,650
Charlotte	907	5.4	1.8	5,859
Collier	2,068	10.7	3.3	13,946
Dade	203,034	743.7	229.2	1,386,015
De Soto	1,120	9.1	2.3	8,466
Glades	202	2.7	.7	2,731
Hendry	1,255	6.7	1.8	8,652
Highlands	2,192	15.4	4.6	18,797
Indian River	2,375	15.3	4.5	18,705
Lee	5,885	32.1	9.8	42,231
Martin	1,936	9.8	3.1	11,382
Monroe	4,643	52.4	14.4	81,982
Okechobee	757	4.2	1.1	3,864
Palm Beach	35,636	165.6	52.4	244,832
St. Lucie	3,790	27.3	7.5	34,400
Total	311,339	1,273.0	389.9	\$ 2,156,512
MIDLAND-ODESSA, TEXAS				
New Mexico:				
Lea	4,818	55.0	16.1	\$ 96,567
Texas:				
Andrews	1,742	9.1	2.6	16,077
Borden (50%)	81	.6	.1	728
Crane	1,076	5.1	1.4	9,563
Dawson	2,855	22.0	5.9	36,555
Ector	13,799	66.8	19.6	125,663
Gaines	2,284	9.0	2.4	13,485
Glasscock	112	.9	.2	1,553
Howard	7,297	31.8	8.8	53,251
Loving	25	.2	.1	353
Martin	1,093	5.7	1.4	9,522
Midland	10,630	44.9	13.6	102,756
Pecos	122	10.7	2.7	15,468
Reagan	503	3.6	.9	7,059
Reeves	—	16.1	4.2	24,749
Upton	938	5.3	1.6	8,895
Ward	1,308	16.3	4.4	23,978
Winkler	1,540	13.4	3.9	24,518
Total	50,223	316.5	89.9	\$ 570,740

VHF Sets Pop. (00) Fam. (00) EBI (000)

MILWAUKEE, WISCONSIN

Illinois:				
Boone	3,611	18.0	5.5	\$ 28,645
Lake	58,226	259.0	71.5	562,196
McHenry	15,441	57.4	17.8	100,986
Wisconsin:				
Calumet	4,593	19.8	5.4	24,670
Columbia	6,318	35.1	10.6	50,099
Dane (25%)	9,966	46.2	13.1	88,191
Dodge	13,586	60.3	17.2	82,706
Fond Du Lac	18,360	71.5	20.4	107,978
Green Lake	2,930	15.4	4.6	19,609
Jefferson	11,292	45.8	13.4	64,807
Kenosha	22,590	83.1	25.1	148,362
Manitowoc	18,139	70.1	20.4	105,332
Marquette	1,476	9.2	2.7	9,867
Milwaukee	265,052	965.7	288.1	1,913,081
Ozaukee	6,750	26.1	7.5	45,369
Racine	32,040	119.4	35.6	228,644
Rock	21,843	100.8	30.6	177,585
Sheboygan	21,680	83.8	25.3	136,331
Walworth	12,402	46.9	14.4	71,759
Washington	9,630	37.5	10.7	55,484
Waukesha	26,010	102.8	28.9	173,260
Winnebago	21,949	98.1	29.0	156,256
Total	603,884	2,372.0	697.8	\$ 4,351,217
MINNEAPOLIS-ST. PAUL, MINNESOTA				
Minnesota:				
Aitkin	2,715	12.5	3.7	\$ 11,845
Anoka	12,690	52.0	14.1	69,507
Benton	1,562	15.9	4.0	15,831
Blue Earth	10,192	39.6	11.4	60,555
Brown	5,640	26.5	7.5	32,995
Carver	4,590	18.7	5.1	25,008
Chippewa	2,054	16.7	4.8	21,864
Chisago	3,389	12.6	3.8	14,944
Cottonwood	2,465	15.9	4.6	23,602
Crow Wing	3,094	31.1	9.4	37,721
Dakota	13,857	57.8	15.5	82,136
Dodge	2,256	12.6	3.5	13,929
Douglas	1,861	21.7	6.3	24,124
Faribault	4,453	24.4	7.0	33,604
Fillmore	4,591	24.3	7.2	27,195
Freeborn	7,944	35.8	10.4	50,544
Goodhue	7,732	33.8	9.9	44,577
Hennepin	211,692	749.3	230.1	1,489,818
Isanti	2,885	10.6	2.7	10,209
Jackson	3,077	15.8	4.5	21,809
Kanabec	1,227	8.4	2.4	8,562
Kandiyohi	5,237	30.9	8.2	36,191
Le Sueur	4,797	19.7	5.8	23,647
McLeod	6,210	24.3	6.9	31,172
Martin	4,587	27.0	7.8	38,879
Meeker	4,770	19.1	5.3	22,042
Mille Lacs	2,407	17.1	4.9	17,399
Morrison	2,184	26.3	6.8	24,648
Mower	8,886	45.0	12.6	72,551
Nicollet	3,018	23.0	5.4	29,162
Olmsted	12,240	49.1	13.6	79,014
Pine	2,367	17.0	4.8	16,504
Pope	820	12.3	3.4	13,248
Ramsey	107,916	388.5	117.3	720,202
Redwood	3,444	22.3	6.3	29,959
Renville	3,677	24.1	6.7	32,194
Rice	7,248	39.6	9.5	48,915
Scott	3,612	17.0	4.4	19,863
Sherburne	2,124	9.6	2.4	9,808
Sibley	3,420	13.9	3.8	17,538
Stearns	12,848	78.7	18.6	94,230
Steele	5,214	20.2	5.9	26,817
Swift	1,794	15.4	4.3	19,165
Todd	1,539	24.6	6.7	22,928
Wabasha	3,982	17.0	4.8	18,573
Waseca	2,968	16.1	4.8	21,194
Washington	9,990	39.8	11.1	54,100
Watsonwan	2,259	14.0	4.0	19,041
Winona (33%)	2,105	13.3	3.8	17,589
Wright	6,380	28.2	7.8	29,337

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)				
MINNEAPOLIS-ST. PAUL continued					Chicot					1,949	19.9	5.7	14
Wisconsin:					Union					8,551	53.9	15.8	62
Barron	6,223	36.3	10.6	40,402	Louisiana:								
Buffalo	2,782	15.1	4.3	14,598	Bienville	1,935	17.5	4.5	13				
Burnett	1,608	9.7	2.9	8,742	Caldwell	1,646	10.1	2.7	8				
Chippewa	8,314	44.7	11.8	50,070	Catahoula	1,117	11.2	2.8	8				
Dunn	5,485	27.5	7.7	30,728	Claiborne	2,410	23.7	6.3	23				
Eau Claire	12,605	58.5	17.2	93,263	Concordia	2,276	14.2	3.8	11				
Pepin	1,348	7.5	2.1	7,906	East Carroll	1,814	15.5	4.0	12				
Pierce	5,364	21.6	6.2	26,395	Franklin	3,297	29.1	7.2	22				
Polk	6,034	24.6	7.4	27,221	Grant	1,900	13.8	3.5	10				
Rusk	2,207	16.4	4.5	18,464	Jackson	2,668	14.9	3.7	13				
St. Croix	6,930	27.1	7.7	35,161	La Salle	2,048	13.7	3.8	13				
Sawyer	1,707	9.9	2.9	10,019	Lincoln	2,902	26.8	6.8	29				
Washburn	2,018	11.2	3.2	11,671	Madison	2,511	16.9	4.5	13				
Total	610,634	2,639.2	764.1	\$ 4,100,929	Morehouse	3,837	35.2	9.1	34				
MINOT, NORTH DAKOTA					Natchitoches	3,322	37.6	9.5	29				
North Dakota:					Ouachita	15,716	86.1	24.9	116				
Benson (25%)	244	2.3	.6	\$ 2,261	Rapides (50%)	11,106	53.0	14.3	57				
Bottineau	1,630	10.9	3.0	13,141	Red River	1,271	10.8	2.8	7				
Burke	495	6.0	1.8	7,881	Richland	5,012	25.7	6.5	20				
McHenry	1,475	11.4	3.0	12,792	Tensas	1,226	12.7	3.3	9				
McLean	2,271	19.6	5.2	26,594	Union	2,523	18.9	4.8	15				
Mountrail	795	8.8	2.5	12,059	Webster	6,694	37.9	10.3	38				
Pierce	877	7.8	2.1	7,864	West Carroll	2,397	16.0	3.8	11				
Renville	890	5.3	1.5	6,728	Winn	2,359	16.1	4.4	14				
Rolette	477	10.0	2.3	7,321	Mississippi:								
Sheridan	551	4.7	1.2	5,225	Adams	2,964	34.4	9.6	42				
Ward	6,877	40.3	11.4	63,429	Washington	4,292	74.3	21.0	67				
Wells (10%)	141	1.0	.3	1,074	Total	103,873	760.9	204.9	\$ 740				
Total	16,723	128.1	34.9	\$ 166,369	MONTGOMERY, ALABAMA								
MISSOULA, MONTANA					Alabama:								
Montana:					Autauga	1,358	16.7	4.1	\$ 12				
Flathead	4,447	33.9	11.2	\$ 47,229	Barbour	1,746	26.2	6.5	17				
Granite	210	2.7	1.0	3,938	Bullock	1,692	15.0	3.6	9				
Lake	1,322	12.4	3.8	12,378	Butler	3,153	26.9	6.5	18				
Lewis & Clarke (33%)	1,006	26.9	9.1	49,220	Chilton	3,732	25.1	6.5	18				
Mineral	160	2.0	.6	2,753	Coffee	4,311	28.7	7.2	20				
Missoula	5,617	41.7	13.6	65,814	Conecuh	1,847	19.6	4.5	11				
Powell	240	6.3	1.8	8,601	Coosa	1,683	10.5	2.5	7				
Ravalli	1,717	12.7	4.3	14,605	Covington	5,181	37.4	10.1	31				
Sanders	1,084	7.1	2.5	8,209	Crenshaw	2,354	17.8	4.5	12				
Total	15,803	145.7	47.9	\$ 212,747	Dale	3,150	19.0	4.8	13				
MOBILE, ALABAMA					Dallas	6,937	56.1	14.5	51				
Alabama:					Elmore	4,658	29.2	7.2	24				
Baldwin	7,518	44.0	11.7	\$ 39,695	Escambia	4,771	30.2	7.4	24				
Clarke	2,774	24.9	6.3	18,304	Geneva	2,003	23.2	6.0	16				
Escambia	4,771	30.2	7.4	24,974	Henry	2,395	16.7	3.8	11				
Mobile	51,611	266.3	73.7	336,129	Lee	6,169	47.3	11.2	51				
Monroe	1,736	22.9	5.4	15,950	Lowndes	1,467	15.8	3.6	9				
Washington	1,259	15.2	3.4	9,413	Macon	2,482	30.9	6.7	24				
Florida:					Monroe	1,736	22.9	5.4	15				
Bay (25%)	2,814	14.1	3.8	17,586	Montgomery	29,364	155.4	43.6	211				
Escambia	29,857	163.4	43.5	202,703	Perry	1,069	18.1	4.1	11				
Santa Rosa	2,599	22.0	5.4	18,606	Pike	3,398	28.3	7.3	23				
Mississippi:					Tallapoosa	4,404	34.3	8.9	32				
Forrest	5,882	50.0	14.3	53,259	Wilcox	1,109	21.2	4.7	11				
George	1,490	10.7	2.6	6,350	Total	102,169	772.5	195.2	\$ 692				
Greene	391	7.4	1.8	4,318	MUNCIE, INDIANA								
Harrison	19,057	117.2	30.6	154,473	Indiana:								
Jackson	6,803	40.1	11.0	37,205	Blackford	UHF	13.5	4.1	\$ 11				
Jones	7,667	63.3	17.1	58,231	Delaware	DI	105.1	32.9	181				
Perry	478	8.8	2.2	5,151	Grant	on county	67.2	20.5	9				
Stone	648	6.1	1.5	5,384	Hamilton (50%)	basis	15.4	4.8	2				
Total	147,355	906.6	241.7	\$ 1,007,731	Hancock (50%)		11.0	3.6	11				
MONROE, LOUISIANA					Henry		49.4	14.7	7				
Arkansas:					Jay		23.3	7.5	3				
Ashley	4,130	21.0	5.5	\$ 17,637	Madison		115.2	36.2	19				
MONTESSA, ALABAMA					Randolph		27.6	9.0	4				
Alabama:					Tipton (50%)		8.0	2.4	1				
Montgomery:					Total	†97,246	435.7	135.7	\$ 70				

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	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)		VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
KOGEE, OKLAHOMA					Trigg	618	7.9	2.0	6,143
ansas:					Warren	6,099	44.4	13.2	48,066
on (33%)	1,214	11.7	3.6 \$	10,812	Webster	1,586	14.0	4.5	13,257
ford (33%)	718	7.1	2.0	5,697	Tennessee:				
ian (50%)	8,489	36.0	11.2	45,803	Bedford	3,862	23.5	6.7	22,538
ington					Benton	1,151	10.8	3.0	8,925
(%)	1,947	17.8	5.2	19,326	Bledsoe	881	8.4	1.7	5,282
oma:					Cannon	1,388	8.1	2.1	5,868
	1,239	12.9	3.3	7,826	Carroll	3,565	26.2	7.5	22,381
kee	2,089	13.7	3.5	9,838	Cheatham	1,777	8.1	2.0	6,477
	3,299	16.7	4.3	13,361	Clay	905	7.5	1.9	4,423
	10,291	41.5	12.6	46,726	Coffee	4,683	26.2	7.2	23,361
are	2,063	11.0	3.1	8,167	Cumberland	1,096	20.0	4.6	13,931
ill	1,024	11.7	2.9	8,703	Davidson	81,613	354.6	100.4	554,116
s	2,807	16.6	4.8	15,298	Decatur	785	8.8	2.4	5,772
ir	583	7.9	2.1	6,377	De Kalb	1,425	10.6	2.6	7,164
re (33%)	653	9.5	2.6	7,342	Dickson	3,515	18.0	5.1	14,780
	3,763	19.8	6.0	19,078	Fentress	975	15.1	3.3	8,730
ish	2,326	14.2	3.7	9,264	Franklin	2,015	25.1	6.2	21,225
ri	3,791	17.8	5.1	15,069	Giles	1,467	25.4	6.9	22,486
ggee	14,055	57.1	16.9	66,292	Grundy	1,244	12.4	2.9	7,634
wa	2,678	11.9	3.6	12,301	Hardin	1,714	16.1	4.1	11,206
lee	2,480	14.7	4.0	12,088	Henderson	1,741	15.9	4.2	12,184
nggee	8,488	39.6	11.8	43,466	Henry	2,622	21.9	6.6	22,728
ng	7,130	34.4	10.5	40,657	Hickman	1,629	12.7	3.1	10,531
an (50%)	3,504	13.7	4.3	16,063	Houston	600	4.5	1.2	3,087
an(50%)	3,899	23.5	6.7	31,299	Humphreys	1,858	10.3	2.8	9,886
strg	5,810	36.2	10.3	32,763	Jackson	1,268	11.1	2.6	6,965
atonomie					Lawrence	2,669	27.7	7.1	20,317
SS)	2,594	14.9	4.5	16,269	Lewis	827	6.0	1.5	4,651
age	3,915	19.2	5.5	19,928	Lincoln	2,084	24.3	6.5	21,373
Smile	6,561	42.1	11.8	46,428	Macon	1,909	13.0	3.5	8,388
Suoh	1,924	17.4	4.4	11,665	Marion	4,065	20.9	5.0	16,600
Tasa	82,827	297.7	94.5	528,695	Marshall	3,023	17.8	5.1	18,936
Vager	3,167	15.1	4.1	11,952	Maury	5,296	38.8	11.0	39,464
Washington	7,735	36.4	11.5	69,480	Montgomery	7,977	51.4	12.3	69,977
Total	203,063	939.8	280.4 \$	208,033	Moore	236	4.0	1.2	2,942
MSVILLE, TENNESSEE					Overton	1,150	16.5	4.0	10,042
Ambsa:					Perry	421	5.8	1.5	3,945
Osbe	3,427	43.4	11.5 \$	46,873	Pickett	451	4.5	1.0	2,376
Waddale	3,604	56.6	15.3	59,704	Putnam	4,087	31.2	8.1	28,666
ama					Robertson	4,870	25.6	7.0	23,845
ardi	491	7.4	2.1	7,116	Rutherford	8,685	42.8	11.3	47,876
Assi	2,459	14.4	4.7	14,839	Sequatchie	704	6.1	1.3	4,091
boel	676	4.9	1.5	4,038	Smith	1,940	13.0	3.6	10,783
anta					Stewart	1,380	7.8	2.0	5,680
ardi					Sumner	6,915	32.6	8.9	28,836
Assi					Trousdale	863	5.5	1.6	3,524
boel					Van Buren	220	4.0	.8	2,258
anta					Warren	3,485	22.5	6.4	19,666
ardi					Wayne	559	13.5	3.3	8,314
Assi					Weakley	3,327	26.3	7.7	24,763
boel					White	1,833	15.8	4.0	12,470
anta					Williamson	3,985	22.7	5.9	20,595
ardi					Wilson	4,837	26.8	7.6	25,149
Assi					Total	281,967	1,951.8	538.0 \$	2,031,230
boel					NEW BRITAIN, CONN.—See Hartford-New Britain				
anta					NEW HAVEN, CONNECTICUT				
ardi					Connecticut:				
Assi					Fairfield	154,210	592.0	173.5 \$	1,369,506
boel					Hartford	162,900	622.9	181.0	1,334,179
anta					Litchfield	30,150	111.2	33.5	200,433
ardi					Middlesex	19,080	75.0	21.2	132,304
Assi					New Haven	160,560	605.4	178.4	1,198,288
boel					New London	36,028	163.7	47.9	274,358
anta					Tolland	12,465	55.3	14.7	101,337
ardi					Windham	18,080	69.0	20.8	110,080
Assi					Massachusetts:				
boel					Hampden	105,750	399.6	117.5	697,244
anta					Hampshire	20,690	94.6	24.9	145,975
ardi					Worcester				
Assi					(10%)	15,452	58.0	16.9	92,723
boel					New York:				
anta					Suffolk	96,096	446.0	122.3	674,464
ardi					Total	831,461	3,292.7	952.6 \$	6,330,891

"I didn't know it was loaded!"

Says **JOAN RUTMAN**
Time Buyer
GREY ADVERTISING AGENCY

"But I sure have learned that WNHC-TV is loaded—loaded right up to their coverage limits with inducements that attract a smart time buyer! The only VHF outlet in Southern New England's \$3 billion market, WNHC-TV was shown in a recent survey* to hold a 54% share of audience and 433 of 514 quarter-hour firsts. Add to this WNHC-TV's policy of courtesy announcements, paid newspaper ads and trade mailings and you've got a *big gun* in a *big market*."

*ARB 9-county survey, January 1956

WNHC-TV
channel 8

COVERS CONNECTICUT COMPLETELY
948,702 TV Homes: 316,000 Watts

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
NEW ORLEANS, LOUISIANA:				
Louisiana:				
Ascension	3,508	23.3	6.1	\$ 19,388
Assumption	1,885	16.7	4.1	11,356
Iberia	6,158	43.1	11.3	44,890
Iberville	2,758	26.5	7.2	23,515
Jefferson	32,642	152.2	42.7	214,693
Lafourche	7,607	45.7	11.3	42,005
Livingston	2,484	21.5	5.6	20,745
Orleans	170,218	630.2	186.7	980,718
Plaquemines	2,888	15.2	3.7	16,779
St. Bernard	2,597	14.7	3.6	16,049
St. Charles	2,663	13.8	3.6	13,482
St. James	2,420	15.1	3.6	9,215
St. John	1,885	14.8	3.5	11,556
St. Mary	5,017	39.1	10.3	41,625
St. Tammany	5,848	29.3	8.2	27,007
Tangipahoa	11,024	59.0	16.0	52,867
Terrebonne	8,544	48.6	11.8	46,245
Washington	8,884	41.2	11.0	41,030
Mississippi:				
Forrest	5,882	50.0	14.3	53,259
Hancock	2,564	11.4	3.0	10,035
Harrison	19,057	117.2	30.6	154,473
Jackson	6,803	40.1	11.0	37,205
Jones	7,667	63.3	17.1	58,231
Lamar	1,317	13.3	3.4	9,593
Marion	2,043	22.9	6.0	17,372
Pearl River	4,224	20.9	5.6	17,770
Stone	648	6.1	1.5	5,384
Walthall	768	14.0	3.3	8,030
Total	330,003	1,609.2	446.1	\$ 2,004,517

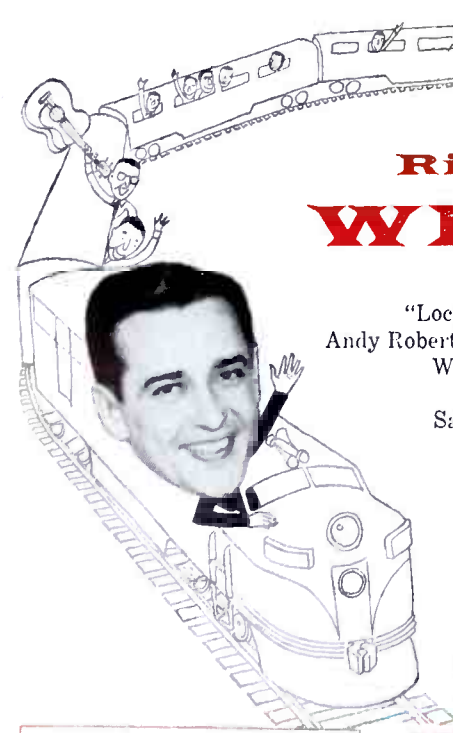
NEW YORK, NEW YORK				
Connecticut:				
Fairfield	154,210	592.0	173.5	\$ 1,369,506
Middlesex (50%)	9,540	37.5	10.6	66,152

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
New Haven	160,560	605.4	178.4	1,198,288
New Jersey:				
Bergen	187,136	687.7	210.7	1,644,209
Essex	262,620	980.0	291.8	2,191,449
Hudson	175,410	642.1	194.9	1,199,561
Hunterdon	12,870	47.2	14.3	72,308
Mercer	63,000	259.0	70.0	515,059
Middlesex	80,908	327.9	94.3	622,184
Monmouth	75,150	278.8	83.5	512,377
Morris	51,390	203.7	57.1	410,359
Ocean	20,500	69.3	22.8	102,031
Passaic	102,510	366.1	113.9	722,969
Somerset	29,880	119.2	33.2	222,263
Sussex	10,260	37.8	11.4	54,643
Union	122,490	461.1	136.1	1,087,372
Warren	16,200	59.2	18.0	95,136
New York:				
Bronx	400,519	1,477.9	454.1	2,617,819
Dutchess	33,480	140.6	37.2	211,809
Kings	752,760	2,730.1	836.4	4,739,435
Nassau	274,310	1,065.1	315.4	2,582,323
New York	572,760	1,885.1	636.4	4,312,258
Orange	42,300	156.7	47.0	232,059
Putnam	5,757	21.2	6.9	34,053
Queens	479,520	1,703.9	532.8	3,605,187
Richmond	51,030	202.3	56.7	351,204
Rockland	22,885	103.0	26.2	154,330
Suffolk	96,096	446.0	122.3	674,464
Ulster	27,180	96.4	30.2	133,386
Westchester	189,184	723.4	214.0	1,817,283
Total	4,482,415	16,525.7	5,030.1	\$33,551,476
NORFOLK, VIRGINIA:				
North Carolina:				
Beaufort (10%)	701	3.7	.9	\$ 2,904
Bertie	2,900	26.5	5.9	18,891
Camden	1,148	5.1	1.4	4,106
Chowan	1,798	12.7	2.9	11,042

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Currituck	1,145	6.1	1.8	5
Dare	696	5.3	1.3	4
Edgecombe (25%)	1,825	14.3	3.4	16
Gates	1,526	9.6	2.3	5
Halifax	6,053	58.6	12.7	50
Hertford	3,641	21.9	4.8	16
Hyde (10%)	63	.6	.2	
Martin	4,637	28.6	6.1	20
Nash (25%)	1,501	15.6	3.6	14
Northampton	2,897	28.2	5.9	19
Pasquotank	4,378	26.0	6.9	28
Perquimans	1,565	9.5	2.5	7
Tyrrell	411	5.1	1.2	3
Washington	1,715	13.4	3.0	12
Virginia:				
Accomac	4,291	35.3	10.3	36
Charles City	1,578	4.8	.9	3
Chesterfield (10%)	979	4.3	1.1	6
Dinwiddie	10,619	57.8	14.2	62
Essex	1,144	6.3	1.4	4
Gloucester	1,952	10.6	3.0	8
Greensville	1,954	17.2	3.9	14
Henrico (10%)	7,604	32.0	9.0	55
Isle of Wight	1,966	15.7	3.6	15
James City	2,430	15.0	2.7	16
King and Queen	925	6.6	1.4	5
King William	1,498	7.9	1.9	7
Lancaster	1,304	8.4	2.3	7
Mathews	1,521	6.6	1.7	6
Middlesex	1,454	7.0	1.9	5
Nansemond	6,987	40.1	10.2	40
New Kent	629	4.1	1.0	3
Newport News	39,772	187.2	49.0	290
Norfolk	115,537	475.0	132.4	780
Northampton	1,932	17.3	4.6	15
Northumberland	1,343	9.8	2.5	8
Prince George	5,435	42.0	9.3	62
Princess Anne	9,055	60.3	14.7	88
Richmond	1,097	5.9	1.4	5
Southampton	3,191	27.5	6.4	22
Surry	1,014	6.6	1.5	5
Sussex	2,020	13.2	2.8	10
York	2,611	15.2	3.8	18
Total	270,442	1,409.3	361.3	\$ 1,832

OAK HILL, WEST VIRGINIA				
Data incomplete				
ODESSA-MIDLAND, TEXAS				
New Mexico:				
Lea	4,818	55.0	16.1	\$ 96
Texas:				
Andrews	1,742	9.1	2.6	16
Borden (50%)	81	.6	.1	9
Crane	1,076	5.1	1.4	36
Dawson	2,855	22.0	5.9	125
Ector	13,799	66.8	19.6	157
Gaines	2,284	9.0	2.4	15
Glasscock	112	.9	.2	1
Howard	7,297	31.8	8.8	53
Loving	25	.2	.1	5
Martin	1,093	5.7	1.4	5
Midland	10,630	44.9	13.6	102
Pecos	122	10.7	2.7	15
Reagan	503	3.6	.9	7
Reeves	—	16.1	4.2	2
Upton	938	5.3	1.6	1
Ward	1,308	16.3	4.4	2
Winkler	1,540	13.4	3.9	2
Total	50,223	316.5	89.9	\$ 571

OKLAHOMA CITY, OKLAHOMA				
Oklahoma:				
Allalfa	1,893	9.3	3.0	\$ 1
Blaine	3,061	13.7	4.1	1
Caddo	6,437	29.3	8.5	3
Canadian	5,817	24.6	7.2	2



Ride with the WINNER!

"Local Boy Makes Good"! That's the story of Andy Roberts, singing star on his own local show on WTAR-TV, formerly with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan. And just recently three-time winner on Dennis James' "Chance of a Life Time".

Andy took the \$3,000 but passed up the engagement in Las Vegas (at \$1,000 a week) to come home to Norfolk and continue making his big audience and his advertisers happy. Won't you join them?



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THE 20th
CENTURY
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- How Green Was My Valley
- The Ox-Bow Incident
- Foxes of Harrow
- House on 92nd Street
- Kiss of Death
- Daisy Kenyon
- Centennial Summer
- Hudson's Bay
- Les Miserables
- Belle Starr
- Western Union
- Wing and a Prayer

				VHF Sets	Pop. (00)	Fam. (00)	EI (000)					VHF Sets	Pop. (00)	Fam. (00)	EI (000)					VHF Sets	Pop. (00)	Fam. (00)	EI (000)																	
OKLAHOMA CITY continued								ORLANDO, FLORIDA																																
Carter	6,688	42.0	13.1	53,193	Florida:				Holmes	406	12.3	2.9	7.5					Jackson	2,562	35.1	8.4	24.9																		
Cleveland	8,042	43.0	10.8	55,571	Alachua (33%)	2,390	20.8	5.2 \$	24,223	Liberty	58	2.4	.7	1.7					Walton	1,477	14.9	3.8	11.0																	
Coal	1,335	6.6	1.6	4,469	Brevard	6,284	44.7	14.4	54,948	Washington	791	11.4	2.9	7.7					Total	19,584	154.4	39.7 \$	142.0																	
Comanche (50%)	7,017	40.2	11.2	54,860	Citrus	772	6.0	1.6	5,911									PARKERSBURG, WEST VIRGINIA:																						
Creek	10,291	41.5	12.6	46,726	Flagler	454	4.1	1.2	4,142									Ohio:																						
Custer	3,952	18.7	5.8	23,782	Hernando	986	7.9	2.2	7,930									Athens	UHF	46.2	12.5 \$	56.3																		
Dewey	1,274	7.4	2.2	6,951	Highlands (25%)	548	3.9	1.2	4,699									Meigs	DI	23.7	7.0	26.3																		
Garfield	12,246	53.0	16.4	81,086	Indian River	2,375	15.3	4.5	18,705									Monroe	on county basis	15.4	4.5	14.5																		
Garvin	5,909	32.3	9.3	34,257	Lake	8,113	45.2	13.2	53,158									Morgan		13.2	4.1	14.3																		
Grady	7,409	31.4	9.6	35,936	Marion	5,068	45.8	13.0	46,041									Noble		11.7	3.5	12.5																		
Grant	1,555	9.0	2.6	13,753	Okeechobee (25%)	189	1.1	.3	966									Washington		46.5	14.3	57.5																		
Hughes	2,807	16.6	4.8	15,298	Orange	40,487	177.4	54.1	260,249									West Virginia:																						
Johnston	1,394	9.6	2.5	6,867	Osceola	2,872	13.1	4.4	13,746									Calhoun		8.8	2.2	6.2																		
Kay	10,867	50.9	16.2	75,241	Pasco	3,830	24.8	7.4	25,833									Jackson		14.2	3.6	11.5																		
Kingfisher	2,783	11.1	3.4	13,839	Polk	21,559	160.1	45.5	200,119									Mason		23.1	6.1	21.4																		
Lincoln	3,763	19.8	6.0	19,078	Putnam (10%)	430	2.8	.8	2,839									Pleasants		5.8	1.6	5.3																		
Logan	4,393	20.1	6.2	23,881	Seminole	4,844	34.7	9.9	36,043									Richie		10.9	3.0	10.6																		
McClain	2,655	15.7	4.5	14,777	Sumter	1,368	10.9	2.9	9,915									Roane		16.6	3.9	13.1																		
Major	1,337	10.1	3.0	12,565	Volusia	14,464	92.4	30.1	129,830									Tyler		9.1	2.6	9.1																		
Murray	2,704	9.9	3.0	11,196	Total	117,033	711.0	211.9 \$	899,297									Wirt		4.5	1.2	3.3																		
Noble	2,681	10.0	3.1	11,829					OTTUMWA, IOWA												Wood		68.6	20.5	91.6															
Okfuskee	2,480	14.7	4.0	12,088					Illinois:												Total	†36,161	318.3	90.6 \$	354.3															
Oklahoma	104,945	394.9	126.3	626,111					Iowa:												PENSACOLA, FLORIDA																			
Pawnee	2,630	13.8	4.2	14,518					Appanoose	3,850	17.6	5.9	19,139									Alabama:																		
Payne	7,798	47.0	13.3	62,598					Clarke (25%)	364	2.3	.8	3,262									Baldwin	7,518	44.0	11.7 \$	39.6														
Pittsburg (50%)	2,905	18.1	5.2	16,382					Davis	1,409	9.2	2.9	10,815									Covington	5,181	37.4	10.1	31.5														
Pontotoc	6,161	30.4	9.1	36,187					Decatur	1,951	11.8	3.6	13,263									Escambia	4,771	30.2	7.4	24.9														
Pottawatomie	7,783	45.1	13.5	49,300					Des Moines	3,223	11.2	3.6	19,189									Geneva (25%)	501	5.8	1.5	42.2														
Seminole	6,561	42.1	11.8	46,428					(25%)	3,460	18.8	5.5	26,032									Houston (25%)	2,656	17.7	3.1	10.8														
Stephens	7,960	36.9	11.2	49,043					Henry	3,460	18.8	5.5	26,032									Mobile (50%)	25,806	133.2	36.9	168.0														
Tillman	2,810	15.9	4.8	18,854					Jefferson	3,824	15.2	4.9	19,171									Florida:																		
Washita	2,646	16.0	4.7	18,354					Keokuk	4,063	16.6	5.4	20,335									Bay	11,255	56.2	15.0	70.2														
Total	272,989	1,250.7	378.8 \$	1,690,442					Lee	8,828	43.5	13.3	64,433									Escambia	29,857	163.4	43.5	202.7														
																				Okaloosa	5,196	41.4	9.2	47.6																
																				Santa Rosa	2,599	22.0	5.4	13.6																
																				Walton	1,477	14.9	3.8	11.0																
																				Mississippi:																				
																				Harrison (50%)	9,529	58.6	15.3	77.2																
																				Jackson (50%)	3,402	20.1	5.5	18.6																
																				Total	109,748	638.9	168.4 \$	763.4																
																				PEORIA, ILLINOIS																				
																								Illinois:																
																								Bureau (50%)	UHF	18.5	5.9 \$	28.3												
																								Cass (50%)	DI	7.0	2.3	10.4												
																								De Witt	on county basis	15.9	5.3	28.2												
																								Fulton		42.9	14.4	65.1												
																								Henry (50%)		24.4	8.0	37.4												
																								Knox		55.7	18.2	93.1												
																								La Salle (25%)		25.9	8.1	44.4												
																								Livingston (50%)		18.3	5.5	28.1												
																								Logan		32.6	8.8	44.1												
																								McDonough (50%)		14.4	4.6	20.1												
																								McLean		86.4	26.9	150.1												
																								Marshall		12.7	4.0	19.1												
																								Mason		15.0	5.0	23.1												
																								Menard		8.9	2.9	13.1												
																								Peoria		187.6	58.1	351.1												
																								Putnam		4.0	1.3	5.1												
																								Schuyler (50%)		4.5	1.6	13.1												
																								Stark		8.5	2.6	13.1												
																								Tazewell		87.4	27.1	148.1												
																								Warren (50%)		12.5	4.0	19.1												
																								Woodford		22.1	6.7	34.1												
																								Total	†175,516	705.2	221.3 \$	1,186.4												
																								PANAMA CITY, FLORIDA																
																												Florida:												
																																Bay	11,255	56.2	15.0 \$	70,265				
																																Calhoun	1,826	7.4	1.9	4,955				
																																Franklin	409	5.2	1.5	4,502				
																																Gulf	100	9.5	2.6	9,152				

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ARB TV REPORT CURRENT AVAILABILITY NOTICE

Listed below are all markets for which ARB television audience reports are currently available or are due to be issued in the near future.

Southern Rating Reports

Atlanta	Monthly
Baltimore	Monthly
Birmingham	March
Charleston, S. C.	March
Charleston, W. Va. }	February
Huntington, W. Va. }	
Charlotte	March
Chattanooga	June
Columbia, S. C.	March
Dallas	April-July
Fort Worth	
Harlingen	March
Brownsville	
Weslaco	April-July
McAllen	
Houston	March
Jacksonville	February-June
Little Rock	February-June
Louisville	February
Lubbock	February-June
Memphis	March
Miami	
Fort Lauderdale }	March
West Palm Beach }	
Mobile	March
Nashville	March
New Orleans	March
Norfolk	March
Oklahoma City	February-June
Raleigh }	March
Durham }	
Richmond	March-July
Roanoke	March
San Antonio	February-June
Shreveport	March
Tulsa	February-June
Washington	Monthly
Winston-Salem	February

Central Rating Reports

Chicago	Monthly	Madison	January
Cincinnati	Monthly	Milwaukee	April-July
Cleveland	Monthly	Minneapolis }	Monthly
Columbus, Ohio	Monthly	St. Paul }	
Davenport	February-June	Muncie	February
Rock Island }		Feb.-Apr.-June	Omaha
Dayton	Monthly	Peoria	May
Des Moines	March	Rockford	June
Detroit	Monthly	Saginaw }	
Duluth }	March	Bay City }	April-July
Superior }		February-June	
Evansville	February	St. Louis	February
Fort Wayne	March	South Bend }	March
Grand Rapids }	April-July	Elkhart }	
Kalamazoo }	April-July	Springfield, Mo. }	February
Hannibal }	April-July	Toledo }	
Keokuk }	June	Wheeling }	April
Quincy	April-July	Steubenville }	February-June
Indianapolis		February-May	
Kansas City		Youngstown	

Western Rating Reports

Albuquerque	March	Salinas	June
Bakersfield	March	Monterey }	
Boise	March	Santa Cruz }	
Colorado Springs	January	Salt Lake City }	February-June
Denver	March-June	Ogden }	
Fresno	March-June	Provo }	March-May
Honolulu	June	San Diego }	
Los Angeles	Monthly	San Francisco	Monthly
Northern Calif. }	February-June	Seattle }	Monthly
Central Valley }		February-July	
Phoenix	February-June	Spokane }	June
Portland, Oregon	Feb.-Mor.-June	Stockton }	
Pueblo	January	Modesto }	
Sacramento	February-June	Tucson	December-June

Eastern Rating Reports

Albany	February	Philadelphia	Monthly
Schenectady }		Pittsburgh	April-July
Troy }		Portland, Maine	June
Boston	Monthly	Providence, R. I.	February-June
Buffalo	February-June	Rochester, N. Y.	February
Harrisburg	February-June	Scranton	March-June
Hartford, Co.n.	February-April	Wilkes-Barre }	
Johnstown	February	Syracuse	February-June
New York	Monthly		

Advertising Agency rates for these reports are listed below with procedure for ordering. Most reports are available for immediate delivery with July reports to be completed shortly. For further information please contact your nearest ARB office.

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Covering over 100 markets these reports include quarter-hour ratings and audience composition and cover all programs on all stations. Metropolitan Area Coverage Studies also available in 300 additional markets. Information on request.

Prices	Agency TV Billing Per Year	
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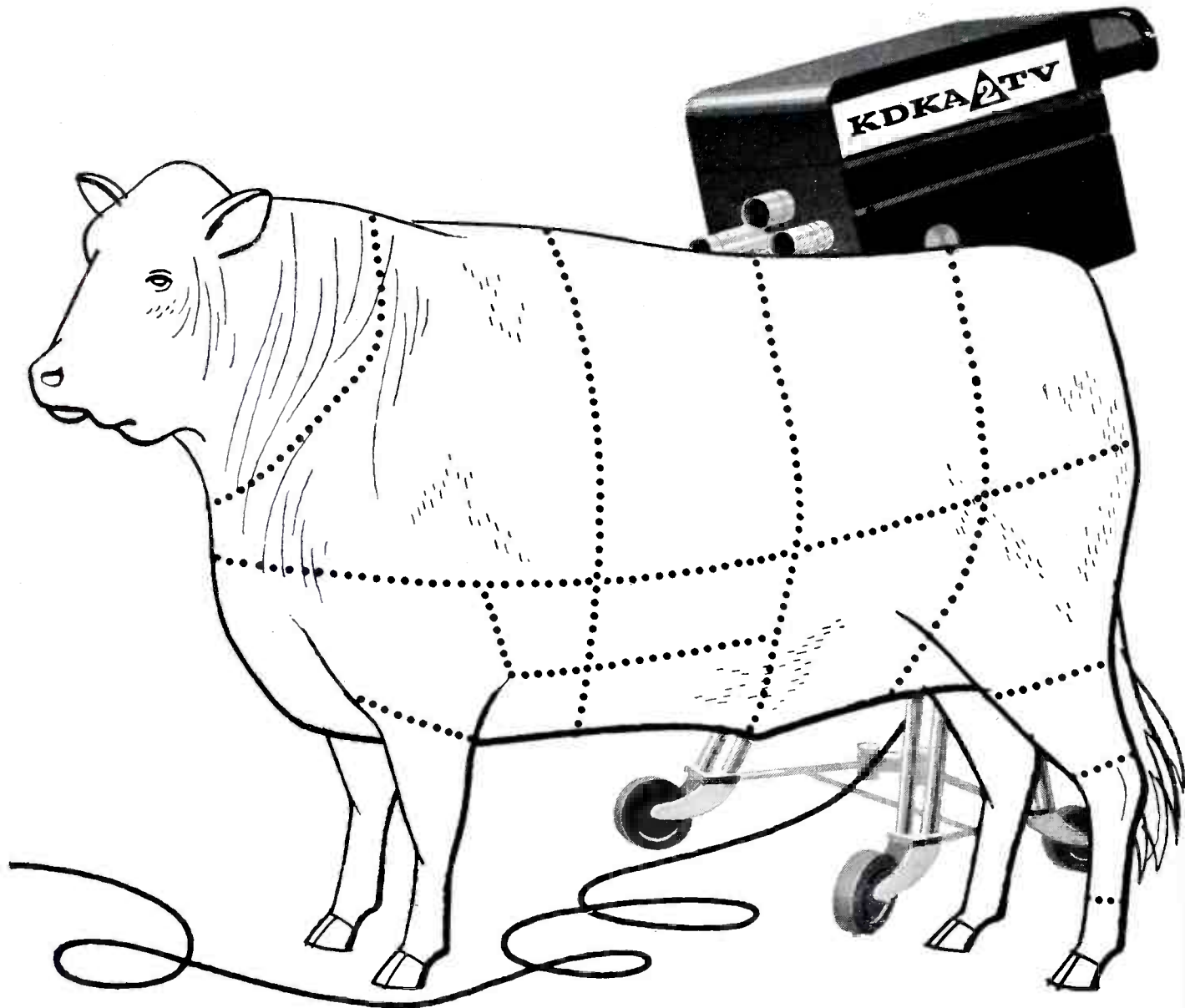
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BOY, DID THEY EAT ME UP!

*Thorofare Super Markets
sure didn't have any beef
with KDKA-TV!*

Literally none! 300,000 pounds—12 carloads of beef—sold out by noon the day after people watched just 4 commercials on Thorofare's Friday night Startime Theatre program.

Imagine! Thorofare has some 56 super markets throughout Western Pennsylvania. And not one of them had a pound of beef left after 12 noon on Saturday! And when you think that Thorofare's program is on KDKA-TV late in the evening, beginning at 11:15 PM, the whole thing is even more phenomenal.

But it just proves the tremendous selling power

of KDKA-TV in the Pittsburgh market. KDKA-TV, Channel 2, is Pittsburgh's pioneer TV station . . . gives more viewers in the tri-state area than any other station! For information and availabilities, call Lloyd Chapman, Sales Manager at EXpress 1-3000, Pittsburgh, or "Bink" Dannenbaum, WBC Vice President—Sales, MUrray Hill 7-0808, New York.

In Pittsburgh, no selling campaign is complete without the WBC station . . .

KDKA-TV

FIRST IN THE PITTSBURGH MARKET



WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
BOSTON—WBZ | WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

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

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GIFFIN, WOODWARD, INC.

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
PHILADELPHIA, PENNSYLVANIA				
Delaware:				
New Castle	65,341	259.9	74.1	\$ 537,820
Maryland:				
Cecil	8,463	38.9	9.9	44,543
New Jersey:				
Atlantic	40,050	141.9	44.5	235,602
Burlington	36,720	162.1	40.8	281,247
Camden	89,280	335.5	99.2	607,915
Campe May	12,240	41.9	13.6	62,809
Cumberland	27,180	100.9	30.2	152,436
Doucestor	28,890	107.2	32.1	177,346
Interdon	12,870	47.2	14.3	72,308
Mercer	63,000	259.0	70.0	515,059
Middlesex	80,908	327.9	94.3	622,184
Monmouth	75,150	278.8	83.5	512,377
Ocean	20,500	69.3	22.8	102,031
Salem	14,940	55.4	16.6	93,867
Somerset	29,880	119.2	33.2	222,263
Pennsylvania:				
Eks	69,750	261.2	77.5	474,131
Eks	60,480	227.5	67.2	402,493
Gester	40,320	171.1	44.8	299,093
Daware	123,541	500.7	142.3	1,099,533
Lcaster	64,216	243.6	69.8	461,694
Ligh	53,280	204.6	59.2	363,935
Mtgomery	100,890	405.8	112.1	908,094
Nthampton	48,510	188.6	53.9	322,246
Philadelphia	570,510	2,166.4	633.9	3,919,391
Suykill	49,860	196.0	55.4	254,156
Tel	1,786,769	6,910.6	1,995.2	\$12,744,573

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
PHOENIX-MESA, ARIZONA				
Arizona:				
Conino (25%)	486	8.2	1.5	\$ 4,812
Gl	3,996	28.0	7.8	36,092
Micopa	107,326	505.0	146.5	705,500
Najo (25%)	158	8.4	1.9	7,146
Pia (10%)	3,726	21.7	6.2	31,600
Pil	9,442	61.1	15.3	66,286
Yapai	1,736	23.5	7.0	33,319
Tel	126,870	655.9	186.2	\$ 884,755

ROCK BLUFF, ARK. - See Little Rock-Pine Bluff

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
SPRINGFIELD, KANSAS				
Kansas:				
Bton	3,643	35.5	11.0	\$ 32,763
Ksas:				
Am	3,140	17.2	5.9	19,419
Alerson (50%)	632	5.0	1.6	5,673
Brbon	3,722	17.6	6.1	21,088
Grokee	4,316	24.4	8.0	28,580
Wford	9,012	43.4	15.0	54,930
Lette	7,115	31.4	10.3	37,392
Ln	2,145	9.0	3.2	9,436
Mtgomery	12,312	48.1	16.6	66,770
Osaho	4,611	20.7	6.7	24,581
Wson	2,680	14.8	5.0	15,996
Woodson	1,038	6.0	2.0	7,086
Missouri:				
Hy	3,588	21.3	6.5	19,213
rtin	2,640	12.0	4.2	12,997
dy	1,598	10.3	3.6	8,991
de	1,604	9.1	2.9	3,313
Wson	21,412	83.3	28.7	113,367
Wlance	4,115	23.3	7.7	24,800
Wald	2,163	14.2	4.2	11,561
Wson	6,569	29.2	9.0	31,323
Wson	3,424	22.4	6.8	25,541

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Oklahoma:				
Craig	3,299	16.7	4.3	13,361
Delaware	2,063	11.0	3.1	8,167
Mayes	3,791	17.8	5.1	15,069
Nowata	2,678	11.9	3.6	12,301
Ottawa	7,008	27.3	8.5	32,125
Total	120,318	582.9	189.6	\$ 660,843

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
PITTSBURGH, PENNSYLVANIA				
Ohio:				
Belmont	23,722	89.0	26.7	\$ 118,489
Carroll	5,220	20.2	5.8	25,738
Columbiana	28,545	106.6	32.2	162,543
Harrison	4,608	19.4	5.8	26,196
Jefferson	25,290	98.7	28.1	165,776
Mahoning	70,110	277.4	77.9	521,957

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Pennsylvania:				
Allegheny	410,580	1,576.9	456.2	2,877,981
Armstrong	20,970	81.9	23.3	112,663
Beaver	46,170	183.1	51.3	318,735
Butler	25,650	101.7	28.5	142,305
Clarion	8,810	37.8	10.5	44,060
Fayette	46,530	186.7	51.7	238,579
Greene	7,975	45.0	12.3	56,229
Indiana	16,116	75.5	20.8	93,246
Lawrence	28,170	108.3	31.3	176,614
Mercer	29,764	117.1	33.4	199,165
Somerset	17,006	80.8	22.3	90,959
Venango	12,601	65.2	18.5	80,547
Washington	54,540	211.8	60.6	311,245
Westmoreland	81,290	321.1	90.3	461,310

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
West Virginia:				
Brooke	6,375	25.8	7.0	39,226
Hancock	8,100	34.4	9.0	55,896
Harrison	8,662	19.4	5.8	26,196
Marion	14,186	69.2	19.9	94,976
Marshall	7,439	33.6	9.2	41,401
Monongalia	10,125	60.2	16.1	84,610
Ohio	20,474	76.4	23.0	132,460
Preston	3,698	30.9	7.6	28,126
Taylor	1,705	16.8	4.5	17,984
Total	1,044,431	4,170.9	1,189.6	\$ 6,745,212

PLATTSBURGH, NEW YORK

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
New York:				
Clinton	12,870	56.2	14.3	\$ 67,493
Essex	8,721	35.7	10.4	40,920
Franklin	9,291	45.4	12.6	56,503
Hamilton (50%)	585	2.1	.7	2,438
St. Lawrence (50%)	10,901	50.6	13.8	60,626
Warren (50%)	6,054	20.5	6.4	28,316
Washington (10%)	1,143	4.7	1.4	5,657

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Vermont:				
Addison	3,258	19.8	5.0	23,552
Caledonia (33%)	1,763	7.8	2.3	8,769
Chittenden	16,380	68.4	18.2	91,706
Franklin	6,708	29.8	8.1	35,550
Grand Isle	509	3.3	.8	3,411
Lamoille	2,159	11.2	2.9	12,974
Orange (50%)	1,011	8.3	2.3	9,392
Orleans (75%)	2,873	15.5	4.2	16,898
Rutland (33%)	3,072	14.9	4.4	18,550
Washington	9,933	42.5	11.8	58,346
Windsor (33%)	2,014	13.8	4.1	19,429
Total	99,245	450.5	123.7	\$ 560,530

POLAND SPRING, MAINE

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Maine:				
Androscoggin	20,942	84.3	24.3	\$ 130,229
Cumberland	45,630	171.9	50.7	266,097

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Franklin				
Franklin	3,537	20.1	5.6	26,959
Kennebec	20,970	83.3	23.3	118,261
Oxford	9,195	41.9	11.8	55,909
Sagadahoc	5,396	20.1	6.1	24,592
York	24,141	93.1	27.3	135,747
New Hampshire:				
Belknap	6,574	27.7	8.2	39,294
Carroll	4,220	15.9	4.8	19,288
Coos	8,769	36.0	10.1	45,862
Grafton	9,613	45.6	12.8	66,929
Merrimack	14,817	64.6	18.3	89,904
Strafford	11,598	52.0	14.6	76,170
Sullivan	7,135	28.0	8.5	39,298
New York:				
Clinton (50%)	6,435	28.1	7.2	33,747
Vermont:				
Caledonia	5,290	23.5	7.0	26,572
Essex	1,144	5.9	1.8	7,333
Lamoille	2,159	11.2	2.9	12,974
Orange	2,022	16.6	4.6	18,784
Orleans	3,830	20.6	5.6	22,531
Washington	9,933	42.5	11.8	58,346
Windsor	6,042	41.9	12.4	58,875
Total	229,392	974.8	279.7	\$ 1,373,701

*In every field,
there's one
basic reference
source—*

*in television,
it's*

**TELEVISION
MAGAZINE**

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IN NEW ENGLAND'S

BIG

PROVIDENCE, R.I.

Fall River, Mass.

New Bedford, Mass.

3

MARKET

WPRO-TV



PROVIDENCE, R.I.

Channel

316,000 WATTS

12

**REPRESENTED BY
BLAIR-TV**

VHF Sets Pop. (00) Fam. (00) EBI (000)

PORTLAND, MAINE

Line:				
Androscoggin	20,942	84.3	24.3	\$ 130,229
Berberland	45,630	171.9	50.7	266,097
Franklin	3,537	20.1	5.6	26,959
Henebec	20,970	83.3	23.3	118,261
Kennebec	7,184	26.5	8.4	34,657
Lincoln	4,680	17.2	5.2	20,020
York	9,195	41.9	11.8	55,909
Madawash	5,396	20.1	6.1	24,592
Total	24,141	93.1	27.3	135,747

New Hampshire:

Rockingham	6,574	27.7	8.2	39,294
Sullivan	4,220	15.9	4.8	19,288
Washington (33%)	8,769	36.0	10.1	45,862
Rockingham (33%)	6,919	25.2	7.7	35,627
Rockingham	11,598	52.0	14.6	76,170
Total	179,755	715.2	208.1	\$ 1,028,712

PORTLAND, OREGON

Line:				
Washington	4,624	37.1	10.6	\$ 57,406
Washington	17,329	93.5	30.1	128,500
Washington	4,687	33.8	11.3	55,710
Washington	2,977	22.5	7.2	28,948
Washington	2,098	12.9	3.9	17,364
Washington	848	7.4	2.2	11,104
Washington	29,151	154.7	48.6	244,455
Washington	1,913	24.0	8.2	31,588
Washington	8,334	62.4	19.4	84,140
Washington	21,267	105.1	31.8	140,293
Washington	137,772	527.2	182.7	923,869
Washington	4,166	23.9	7.4	32,095
Washington	195	2.2	.7	5,139
Washington	2,956	20.6	6.6	29,904
Washington	2,250	21.9	7.4	32,924
Washington	16,002	74.5	23.7	110,294
Washington	4,163	31.0	9.8	38,383
Washington:				
Washington	20,808	90.4	28.7	138,358
Washington	10,372	59.1	18.5	102,912
Washington (50%)	748	6.4	2.1	9,702
Washington	8,728	43.8	14.4	62,508

VHF Sets Pop. (00) Fam. (00) EBI (000)

Pacific	2,289	16.7	5.8	25,535
Skamania	717	5.2	1.8	7,469
Wahkiakum	510	3.9	1.0	5,359
Total	304,904	1,480.2	483.9	\$ 2,323,959

PROVIDENCE, RHODE ISLAND

Connecticut:

New London	36,028	163.7	47.9	\$ 274,358
Tolland	12,465	55.3	14.7	101,337
Windham	18,080	69.0	20.8	110,080

Massachusetts:

Barnstable	15,480	52.8	17.2	76,816
Bristol	109,620	402.2	121.8	588,348
Dukes	1,620	5.7	1.8	7,332
Norfolk	112,995	453.3	129.3	961,447
Plymouth	57,420	208.0	63.8	323,203
Worcester	154,517	580.2	168.6	927,233

Rhode Island:

Bristol	7,830	30.9	8.7	51,429
Kent	24,390	91.1	27.1	148,062
Newport	16,020	69.9	17.8	118,401
Providence	157,680	584.9	175.2	1,004,777
Washington	13,038	55.2	15.1	88,486
Total	737,183	2,822.2	829.8	\$ 4,781,309

PUEBLO, COLO.—See Colorado Springs-Pueblo

QUINCY, ILL.—See Hannibal-Quincy

RALEIGH, NORTH CAROLINA

North Carolina:

Alamance	UHF	78.8	20.5	\$ 104,282
Chatham	DI	25.0	6.1	20,732
Durham	on county basis	111.8	29.0	167,368
Franklin		30.8	7.0	23,290
Granville		32.5	6.8	26,667
Harnett		49.3	11.5	45,362
Johnston		65.6	15.7	51,907
Lee		26.5	6.3	28,596



Now They're Talking About 10!

Fall — Winter campaigns for '56 — '57 are being planned right now in every advertising agency in the country. WJAR-TV is an important part of those plans because ad men know from experience that Channel 10 delivers southeast New England like nothing else can. Don't miss your share of this great market.



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ABC Supplementary

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In using this data, remember—

- TELEVISION MAGAZINE's circulation estimates are the only ones published anywhere which update the ARF-Census data on a county-by-county basis.
- All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the most powerful station in the market. In mixed markets, the coverage is that of the powerful VHF outlet.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.
- A 90% ceiling has been estab-

lished as the most logical theoretical cutoff on penetration.

- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing. Data for unduplicated coverage of a specific lineup of stations can be obtained, however, by using this section in conjunction with the TV homes by counties section.
- "DI" indicates that data is incomplete.
- Circulation and market definition are compiled by TELEVISION MAGAZINE's research department. These exclusive data may not be reproduced without permission.

ALSO SEE "HOW COVERAGE IS DEFINED," PAGE 38

	VHF Sets	Pop. (00)	Fam. (00)	EB (00)
RALEIGH continued				
Nash (50%)		31.1	7.1	28.5
Orange		38.8	8.7	55.1
Person		23.2	5.2	18.4
Vance		32.8	7.8	31.3
Wake		156.0	38.3	220.6
Wayne		67.6	15.8	56.4
Wilson		55.2	13.0	59.5
Total	†106,566	825.0	198.8	\$ 938.2

RAPID CITY, SOUTH DAKOTA

Data incomplete

READING, PENNSYLVANIA

Pennsylvania:				
Berks	UHF	261.2	77.5	\$ 474.1
Columbia	DI	52.8	15.7	69.2
Cumberland	on county	105.2	30.7	174.2
Dauphin (50%)	basis	104.1	31.1	178.3
Juniata		14.9	4.3	15.8
Lancaster (50%)		121.8	34.9	230.8
Lebanon		91.3	26.3	138.5
Lycoming		104.5	31.6	155.6
Mifflin		43.6	12.5	56.4
Montour		16.4	3.6	16.0
Northumberland		114.0	33.2	144.5
Perry		25.4	7.2	31.2
Schuylkill		196.8	55.4	254.1
Snyder		23.7	6.3	25.1
Union		24.6	6.0	29.2
Total		†174,001	1,299.5	376.3 \$ 1,993.9

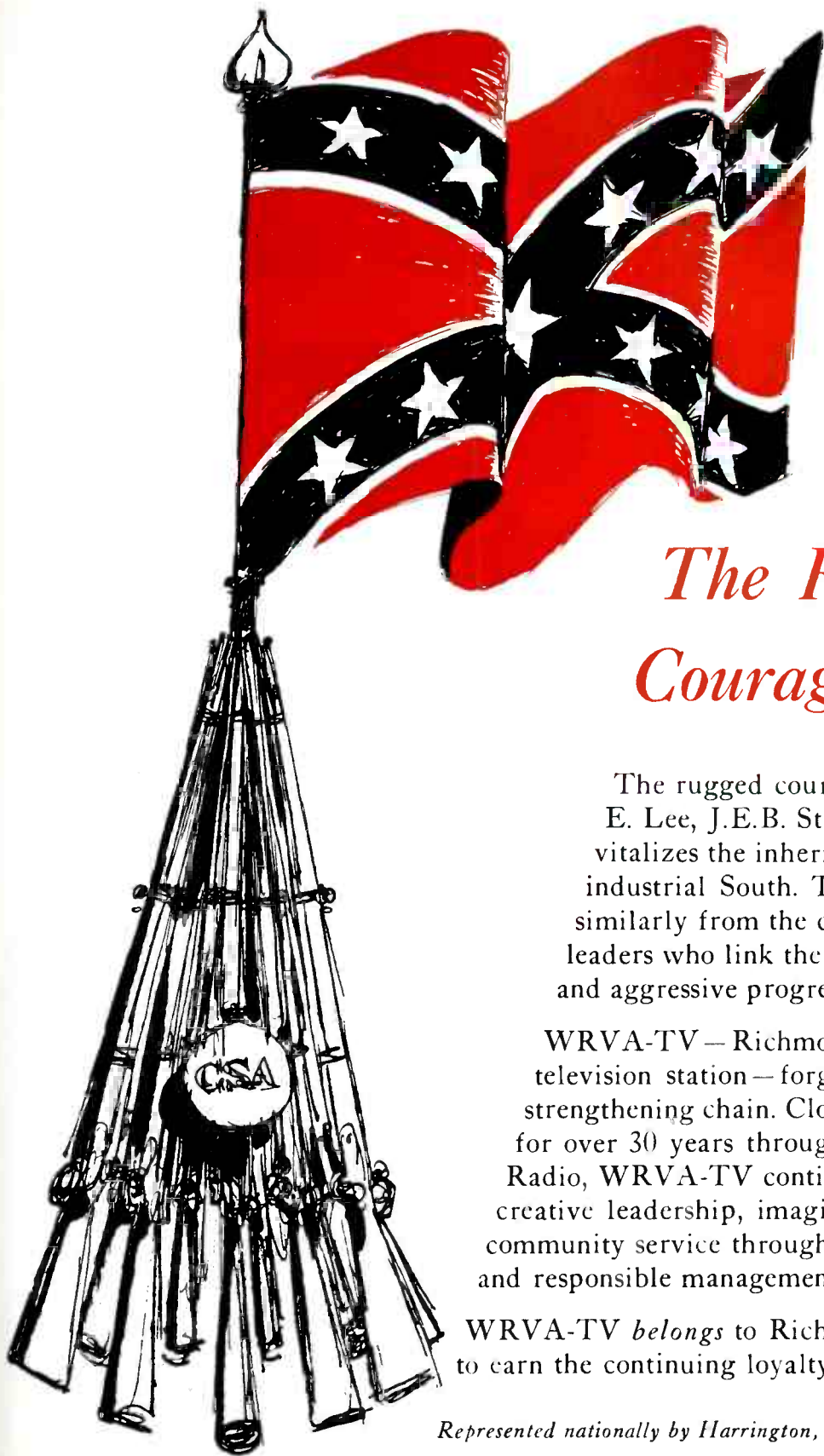
RENO, NEVADA

California:				
Nevada (25%)		987	4.6	1.6 \$ 7.0
Placer (10%)		1,080	4.7	1.4 5.8
Nevada:				
Douglas		216	2.2	.5 4.1
Lyon		355	3.2	.9 4.2
Ormsby		442	4.3	1.2 7.8
Storey		98	.7	.3 1.0
Washoe		16,989	65.7	21.7 157.1
Total		20,167	85.4	27.6 \$ 188.3

RICHMOND-PETERSBURG, VIRGINIA

North Carolina:				
Gates (50%)		763	4.8	1.2 \$ 2.9
Hertford (50%)		1,820	11.0	2.4 8.0
Northampton		2,897	17.3	4.6 15.1
Virginia:				
Albemarle		6,957	55.8	14.0 75.5
Amelia		958	8.3	1.7 5.9
Appomattox		1,089	9.0	1.9 7.2
Brunswick		2,266	21.2	4.4 15.2
Buckingham		941	12.3	2.7 8.5
Caroline		1,691	12.3	2.7 9.5
Charlotte		771	13.9	3.2 8.5
Charles City		1,578	4.8	.9 3.0
Chesterfield		9,786	43.3	10.6 62.6
Culpeper		2,432	13.8	3.3 13.2
Cumberland		680	7.0	1.6 4.6
Dinwiddie		10,619	57.8	14.2 62.2
Essex		1,144	6.3	1.4 4.5
Fluvanna		992	6.6	1.7 5.4
Gloucester		1,952	10.6	3.0 8.7
Goochland		1,075	9.2	1.7 6.3
Greene		454	4.7	1.1 3.1
Greensville		1,954	17.2	3.9 14.1
Hanover		3,534	23.8	5.7 24.4
Henrico		76,043	319.6	89.5 552.1
Isle of Wight		1,966	15.7	3.6 15.1
James City		2,430	15.0	2.7 16.1
King and Queen		925	6.6	1.4 5.1
King George		1,113	7.2	1.8 8.1
King William		1,498	7.9	1.9 7.1

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The Rugged Courage..

The rugged courage of such heroes as Robert E. Lee, J.E.B. Stuart, "Stonewall" Jackson vitalizes the inheritance behind our expanding, industrial South. Today's economic growth stems similarly from the courage and vision of modern leaders who link the traditions of the old South and aggressive progress of the new.

WRVA-TV — Richmond's own (and newest) television station — forges another bond in this strengthening chain. Closely tied to Richmond tradition for over 30 years through long-respected WRVA Radio, WRVA-TV continues the finest standards of creative leadership, imaginative programming, community service through experienced, competent and responsible management.

WRVA-TV *belongs* to Richmond. Its highest aim will be to earn the continuing loyalty of Richmond viewers.

Represented nationally by Harrington, Richter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic

Channel **12**

C. T. Lucey, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

HIGHEST PULSE*!

- **WXEX-TV leads in more $\frac{1}{4}$ hours than other two Richmond area stations combined...from 7A.M. to midnight, 7 days a week!**
- **WXEX-TV has 10 of the top 15 shows!**

*MAY-JUNE, 1956

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Farjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

VHF Pop. Fam. EBI
Sets (00) (00) (000)

RICHMOND-PETERSBURG continued

Amcaster	1,304	8.4	2.3	7,905
Buvisa	1,902	12.8	3.1	9,102
Glenberg	1,614	14.6	3.5	13,372
Madison	860	8.6	2.1	5,629
Mathews	1,521	6.6	1.7	6,036
Mecklenburg	4,959	35.5	8.2	31,932
Middlesex	1,454	7.0	1.9	5,963
Pansemmond	6,987	40.1	10.2	40,435
Ralston	2,002	13.8	3.3	9,448
Sw Kent	629	4.1	1.0	3,458
Northumberland	1,343	9.8	2.5	8,730
Stoway	2,893	17.8	4.4	19,372
Wange	1,761	13.2	3.2	13,948
Whatan	561	5.8	1.2	5,085
Prince Edward	2,471	15.8	3.8	15,893
Prince George	5,435	42.0	9.3	62,138
Richmond	1,097	5.9	1.4	5,131
Southampton	3,191	27.5	6.4	22,881
West Virginia	5,080	25.9	6.6	34,616
Stafford	1,816	13.2	3.2	13,365
Stry	1,014	6.6	1.5	5,345
Westsex	2,020	13.2	2.8	10,129
Westmoreland	1,889	11.0	2.8	9,492
York	2,611	15.2	3.8	18,111
Total	196,742	1,117.4	279.0	\$ 1,355,073

ROANOKE, VIRGINIA

North Carolina:

Amance	16,629	78.8	20.5	\$ 104,282
Aghany	1,151	7.9	2.1	6,027
Cwell	2,099	20.6	4.3	14,075
Rockingham	12,021	68.7	17.7	76,837
Sees	3,766	20.4	4.8	17,731
Stry	8,468	47.3	11.7	49,059
Yorkin (50%)	2,408	11.4	2.8	9,489

Virginia:

Aghany	5,428	30.7	7.8	38,211
Aherst	2,657	20.1	4.4	15,927
Accomattox	1,089	9.0	1.9	7,752
Augusta	9,391	72.6	18.1	87,020
Bh	762	6.0	1.5	5,606
Biford	4,081	30.4	7.6	26,876
Bnd	795	6.4	1.4	4,501
Beaufort	2,002	16.3	4.0	14,789
Rockingham	941	12.3	2.7	8,543
Campbell	15,547	82.8	21.8	108,499
Croll	2,922	28.2	6.9	20,281
Curtoite	771	13.9	3.2	8,595
Gig	565	3.0	.8	2,093
Fyd	1,224	11.7	2.7	7,724
Franklin	3,116	25.3	5.8	18,023
Ges	3,519	21.8	5.1	23,365
Gyson	2,398	22.2	5.7	19,027
Hifax	7,047	41.4	9.4	31,244
Inry	8,768	53.7	12.9	61,224
Ishland	555	3.9	.8	2,448
Montgomery	7,799	43.8	10.6	52,581
Illson	2,002	13.8	3.3	9,448
Brick	1,346	15.9	3.7	11,719
West Virginia	13,884	111.8	27.7	122,467
Prince Edward	2,471	15.8	3.8	15,893
Waski	4,193	30.4	7.7	31,289
Roanoke	30,891	145.3	39.8	228,738
Rockbridge	3,276	30.1	7.3	35,620
Smith	3,131	32.1	7.3	26,862
Weswell	4,826	51.7	11.8	49,003
Wythe	2,592	24.6	5.9	20,541

West Virginia:

Greenbrier	5,377	37.5	9.4	41,981
McCowell	14,172	92.0	21.1	105,071
Mercer	12,273	74.1	18.8	88,664
Monroe	1,475	12.4	3.0	10,187
Nicholas	3,697	27.9	6.6	26,238

VHF Pop. Fam. EBI
Sets (00) (00) (000)

Pocahontas	1,118	11.4	2.8	9,196
Summers	3,006	17.6	4.4	15,967
Webster	1,890	16.8	4.0	14,742
Wyoming	4,688	40.3	9.0	41,527
Total	244,222	1,667.9	396.4	\$ 1,746,982

ROCHESTER, MINNESOTA

Iowa:

Allamakee	2,605	15.7	4.5	\$ 17,212
Howard	1,800	13.3	3.8	16,282
Mitchell	2,661	13.6	4.0	17,520
Winneshiak	2,527	22.1	6.4	28,946
Worth	2,542	10.9	3.2	15,500

Minnesota:

Dodge	2,256	12.6	3.5	13,929
Fillmore	4,591	24.3	7.2	27,195
Freeborn	7,944	35.8	10.4	50,544
Goodhue	7,732	33.8	9.9	44,577
Houston	3,201	14.4	4.1	17,281
Mower	8,886	45.0	12.6	72,551
Olmsted	12,240	49.1	13.6	79,014
Rice	7,248	39.6	9.5	48,915
Steele	5,214	20.2	5.9	26,817
Wabasha	3,982	17.0	4.8	18,573
Waseca	2,968	16.1	4.8	21,194
Winona	6,314	40.4	11.6	53,300

Wisconsin:

Buffalo	2,782	15.1	4.3	14,598
Pepin	1,348	7.5	2.1	7,906
Trempealeau	6,120	24.2	6.8	23,516
Total	94,961	470.7	133.0	\$ 615,370

ROCHESTER, NEW YORK

New York:

Allegany	12,060	45.5	13.4	\$ 59,319
Cayuga	19,260	72.4	21.4	98,805
Genesee	13,050	49.7	14.5	70,841
Livingston	9,612	40.2	10.9	48,931
Monroe	151,057	533.2	165.2	964,852
Ontario	16,200	62.6	18.0	88,237
Orleans	8,550	30.8	9.5	39,283
Schuyler	4,140	15.1	4.6	15,853
Seneca	6,390	27.4	7.1	32,628
Steuben	23,680	95.3	28.2	126,878
Wayne	16,200	58.5	18.0	74,137
Wyoming	8,053	32.7	9.2	36,303
Yates	4,968	18.5	5.8	25,930
Total	292,110	1,081.9	325.8	\$ 1,681,997

ROCKFORD, ILLINOIS

Illinois:

Boone	3,611	18.0	5.5	\$ 28,645
Carroll	5,276	19.1	6.2	29,573
De Kalb	11,539	43.1	12.9	73,177
Jo Daviess	4,653	21.9	6.7	29,157
Kane	44,010	164.9	48.9	313,561
La Salle (50%)	10,680	51.8	16.2	88,930
Lee	7,019	37.5	10.2	57,006
McHenry	15,441	57.4	17.8	100,986
Ogle	8,050	33.9	10.9	54,776
Stephenson	12,208	44.2	14.2	70,879
Whiteside	14,850	52.5	16.5	79,489
Winnebago	48,690	171.0	54.1	322,492

Wisconsin:

Green	4,642	24.6	7.5	43,043
Jefferson (50%)	5,646	22.9	6.7	32,404
Lafayette	2,481	18.1	5.2	20,033
Rock	21,843	100.8	30.6	177,585
Walworth	12,402	46.9	14.4	71,759
Total	233,041	928.6	284.4	\$ 1,593,495

We've Moved

TO THE TOP!



• TOP POWER
316,000 Watts

• TOP ELEVATION
2,000 Ft. above average terrain - 3,936 Ft. above sea level

• EXCLUSIVE CBS AFFILIATE



For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now—it's TOP HEIGHT—TOP POWER for WDBJ-TV—with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV goes to maximum power and height about mid-August—backed by a power-packed viewer promotion program throughout the coverage area!

Ask Peters, Griffin, Woodward!



ROANOKE, VA.

Owned and operated by the Times-World Corp.

Peters, Griffin, Woodward, Inc
National Representatives

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● Still Growing in Sacramento!

KCRA-TV REACHES

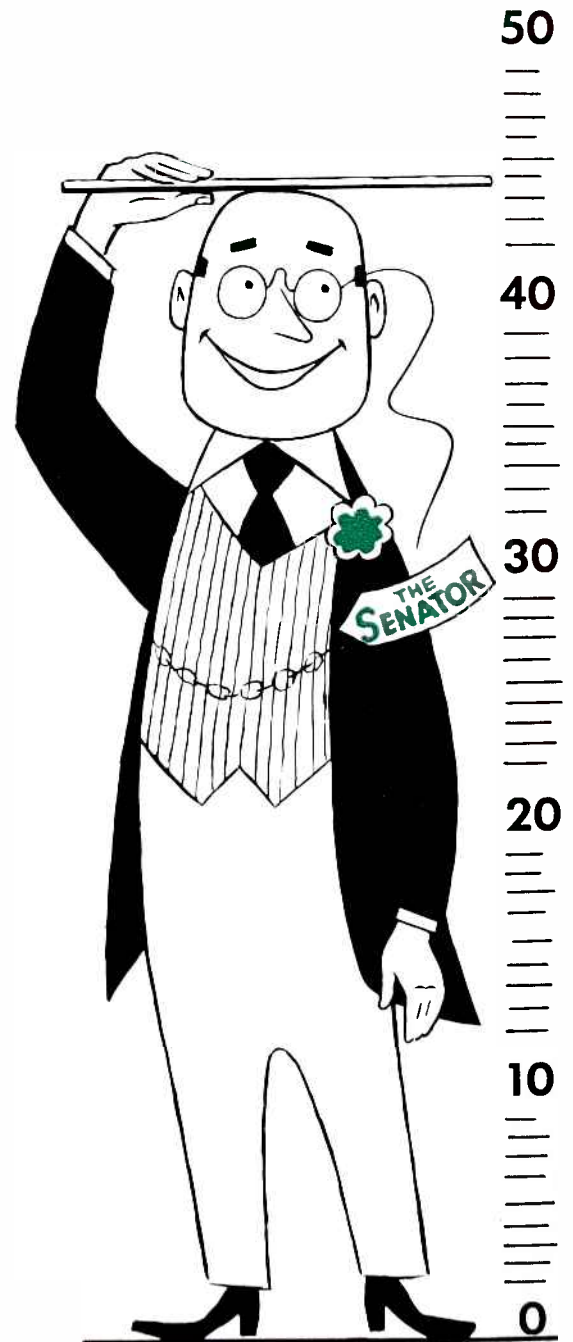
43%

OF AUDIENCE* Noon to Midnight

- **STRONG LOCAL PROGRAMS** give KCRA-TV more Noon to Midnight audience and Sacramento's three highest-rated local participating shows:
- **WOMAN'S DAYTIME PARTICIPATING SHOW** — "Valley Playhouse," 12.4 Average Rating; 74.4% Share of Audience; follows "Queen for A Day" daily with Warners Bros.-Columbia Screen Gems double feature.
- **KID'S SHOW** — **CAPTAIN SACTO**, 11.4 Average Rating; 44.6% Share of Audience; 6-7 P.M. daily
- **LATE MOVIE** — **"THREE STAR THEATRE,"** 9.5 Average Rating; 59.4% Share of Audience; 11 P.M. Saturday and Sunday.
- In addition, KCRA-TV has 58.8% Share of Audience, Noon to 6 P.M.—no other station heads KCRA-TV from Noon to 5 P.M.—and 39.4% Share of Audience from 6 P.M. to Signoff.
- KCRA-TV and Fall Schedules get along beautifully together.

* Sacramento Television Audience
ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC **NBC** AFFILIATE



Represented by

EDWARD PETRY & CO., INC.

VHF Pop. Fam. EBI
Sets (00) (00) (000)

ROCK ISLAND, ILL.-DAVENPORT, IOWA

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Illinois:				
Bureau	8,340	37.0	11.8	\$ 56,620
Carroll	5,276	19.1	6.2	29,573
Clinton (50%)	6,480	21.5	7.2	32,796
Anderson	1,883	8.2	2.5	11,783
Henry	14,400	48.8	16.0	74,874
Daviess	4,653	21.9	6.7	29,157
Scott	15,275	55.7	18.2	93,211
Salle (50%)	10,680	51.8	16.2	88,930
Winn (50%)	3,509	18.8	5.1	28,503
Donough (50%)	3,341	14.4	4.6	20,796
Marshall (50%)	1,337	6.4	2.0	9,999
Greer	4,548	16.9	5.3	24,634
Wells (50%)	4,025	17.0	5.4	27,388
Rock Island	40,230	145.4	44.7	263,262
York	1,792	8.5	2.6	13,589
Whitson (50%)	6,104	22.1	7.1	35,440
Warren	5,605	25.0	7.9	38,116
Wintside	14,850	52.5	16.5	79,489

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Iowa:				
Clar	5,147	18.4	5.4	29,688
Clinton	14,914	51.7	16.0	85,089
Des Moines	12,893	44.7	14.3	76,755
Embuque	18,270	75.8	20.3	123,821
Henry	3,460	18.8	5.5	26,032
Johnson	4,950	18.4	5.5	23,899
Jones	8,685	49.0	13.0	86,006
Jess	5,040	18.9	5.6	25,821
Lee	8,828	43.5	13.3	64,433
Lisa	2,880	10.6	3.2	14,659
McAtine	9,540	33.9	10.6	49,606
Scott	29,880	108.4	33.2	200,629
Washington	3,916	19.1	6.2	28,930
Wells	280,731	1,102.2	338.1	\$ 1,793,528

ROME, GEORGIA

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Alabama:				
Chilton	14,708	87.7	22.9	\$ 95,677
Crooke	2,449	15.6	3.8	10,938
Cumbe	1,283	11.1	2.7	7,208
Dalb	5,623	43.6	11.2	29,187
Evah (25%)	4,607	25.8	7.0	30,096
Jason	3,938	35.9	8.7	24,135
Wshall	6,406	44.1	11.7	33,848

VHF Pop. Fam. EBI
Sets (00) (00) (000)

Georgia:

Bartow	5,345	27.7	7.1	26,910
Carroll (50%)	3,280	16.4	4.4	14,843
Catoosa	3,371	16.8	4.4	18,156
Chattooga	3,675	21.9	5.5	23,582
Cherokee	3,953	20.9	5.3	18,770
Cobb (50%)	9,102	39.4	10.7	51,382
Dade	1,530	8.4	1.7	6,296
Floyd	11,861	67.3	18.0	83,703
Gilmer	1,132	9.6	2.4	5,750
Gordon	4,051	18.5	4.8	14,349
Haralson	3,052	14.8	3.7	13,789
Murray	2,057	10.6	2.5	8,055
Paulding	2,029	10.9	2.7	7,815
Pickens	1,694	8.6	2.2	6,945
Polk	6,260	31.3	8.0	29,693
Walker	8,062	42.3	11.5	51,569
Whitfield	8,848	38.5	10.1	42,910
Total	117,316	677.7	173.0	\$ 655,606

ROSWELL, NEW MEXICO

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
New Mexico:				
Chaves	8,367	56.2	15.6	\$ 89,972
Curry	2,694	25.9	7.8	40,252
De Baca	538	2.8	.8	3,474
Eddy	8,162	51.3	14.1	80,645
Lea	4,818	55.0	16.1	96,567
Lincoln	712	7.4	1.9	8,362
Otero (50%)	1,126	13.6	3.5	18,324
Roosevelt	916	15.6	4.4	19,426
Total	27,333	227.8	64.2	\$ 357,022

SACRAMENTO, CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
California:				
Alpine	63	.3	.2	\$ 620
Amador	1,916	8.3	2.6	12,659
Butte	14,914	66.0	22.6	104,153
Calaveras	1,982	9.0	3.0	13,743
Colusa	2,441	11.7	3.6	21,775
Contra Costa (33%)	26,812	116.1	33.9	213,885
Eldorado	3,335	16.4	5.9	24,366
Napa	6,652	58.5	16.5	80,434
Nevada	3,947	18.4	6.5	28,189
Placer	10,800	47.0	14.2	68,381
Plumas	1,902	12.1	3.9	22,060
Sacramento	96,491	389.9	122.1	764,405
San Joaquin	53,163	229.5	69.2	385,787
Sierra	259	2.8	.8	4,252
Solano	33,322	126.6	38.9	234,465
Stanislaus	29,311	152.4	44.0	210,690
Sutter	5,211	29.2	9.0	47,189
Tuolumne	3,096	13.6	4.8	23,489
Yolo	9,207	54.4	16.5	95,921
Yuba	5,647	33.3	10.2	50,576
Total	310,471	1,385.5	428.4	\$ 2,407,039

SAGINAW-BAY CITY, MICHIGAN

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Michigan:				
Alcona	1,106	5.8	1.6	\$ 5,149
Alpena	2,021	23.3	6.6	28,643
Arenac	2,325	9.9	2.8	10,551
Bay	25,328	98.4	28.2	152,106
Clare	2,427	11.6	3.4	13,948
Clinton	8,640	34.2	9.6	43,541
Genesee	87,089	330.0	97.2	651,865
Gladwin	2,250	9.2	2.5	8,951
Gratiot	9,090	34.6	10.1	41,749
Huron	7,497	33.8	9.3	37,938
Iosco	2,572	12.5	3.8	14,707
Isabella	6,308	30.1	8.1	40,695
Lapeer	8,111	41.1	10.4	46,097
Midland	9,852	41.5	11.6	65,115
Montmorency	487	4.4	1.2	4,459
Ogemaw	2,100	9.6	2.7	9,084
Oscoda	403	3.6	1.0	3,016
Presque Isle	573	11.8	2.9	11,328

VHF Pop. Fam. EBI
Sets (00) (00) (000)

Roscommon	1,404	7.6	2.5	9,721
Saginaw	44,190	170.1	49.1	280,631
Sanilac	6,329	31.5	9.3	37,646
Shiawassee	13,699	49.4	14.9	74,688
Tuscola	9,095	41.1	11.6	50,003
Total	252,896	1,045.1	300.4	\$ 1,641,631

ST. JOSEPH, MISSOURI

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Iowa:				
Page (50%)	3,193	11.6	3.6	\$ 16,042
Taylor (50%)	1,310	5.9	1.9	7,619
Kansas:				
Atchison	4,818	21.1	6.5	29,394
Brown	3,494	14.7	5.0	19,132
Doniphan	2,004	10.9	3.3	12,375
Jackson	3,060	10.5	3.4	11,244
Jefferson	2,477	11.2	3.6	12,504
Leavenworth (50%)	4,815	19.5	5.4	28,125
Shawnee (50%)	16,665	63.7	20.8	106,595

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Missouri:				
Andrew	2,743	11.4	3.9	13,515
Atchison	1,785	10.9	3.3	16,207
Buchanan	26,187	101.8	32.2	160,801
Caldwell	2,464	9.6	3.4	10,631
Clay	17,280	58.9	19.2	101,909
Clinton	3,420	11.3	3.8	15,135
Daviess	2,575	10.9	3.6	12,173
De Kalb	1,971	7.7	2.8	8,199
Gentry	2,367	10.2	3.3	12,292
Grundy	2,956	12.9	4.4	16,025
Harrison	2,048	13.3	4.3	14,765
Holt	1,669	9.7	3.0	12,567
Livingston (50%)	1,813	8.2	2.7	11,209
Nodaway	3,495	24.0	7.5	33,347
Platte (50%)	2,340	8.6	2.6	11,454
Worth	962	4.9	1.6	5,048

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Nebraska:				
Nemaha (50%)	1,357	5.7	1.8	7,726
Richardson	3,167	15.2	4.9	21,377
Total	122,435	504.3	161.7	\$ 727,409

ST. LOUIS, MISSOURI

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Illinois:				
Bond	3,584	13.9	4.5	\$ 16,968
Calhoun	1,530	6.1	1.7	6,102
Cass	4,050	14.0	4.5	20,903
Christian	9,286	38.6	12.5	61,310
Clinton	4,960	22.6	6.7	27,148
Effingham	5,760	21.2	6.4	27,363
Fayette	4,860	22.3	7.0	26,298
Franklin	7,927	45.8	15.8	55,517
Greene	4,826	17.9	5.9	22,196
Jackson	8,017	40.6	12.8	55,832
Jefferson	7,095	36.9	12.1	48,715
Jersey	3,882	16.0	4.8	17,338
Macon (50%)	14,244	55.6	17.8	96,849
Macoupin	9,337	41.8	14.0	59,069
Madison	56,880	202.6	63.2	337,403
Marion	9,685	39.9	12.9	58,849
Monroe	3,600	13.4	4.0	19,434
Montgomery	6,546	30.7	10.4	40,971
Morgan	7,738	35.6	10.0	51,450
Perry	4,316	20.7	6.7	23,763
Pike	6,210	20.5	6.9	25,297
Randolph	7,365	30.0	8.3	38,025
St. Clair	61,200	225.0	68.0	342,378
Sangamon	28,116	139.6	45.3	244,729
Scott	1,726	6.6	2.3	9,776
Shelby	3,404	23.4	7.6	30,352
Washington	3,633	13.7	4.5	15,543
Missouri:				
Audrain	5,269	25.5	8.3	37,552
Callaway	4,405	24.2	6.4	26,682
Crawford	1,360	11.4	3.4	11,321

FOR CURRENT SET ESTIMATES, SEE

the
circulation
report

IN EACH ISSUE

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penetrating the charcoal



gray curtain

To quote Foote, Cone & Belding's president Fairfax Cone: "... every moment of the reader's and viewer's time has become more precious. Our competition is for time . . . advertising must reach new creative heights to capture attention. Ordinary advertising won't do this."

And ordinary editorial coverage won't do it either. To penetrate the charcoal gray curtain and reach the decision makers, to capture the attention, the readership of the busy TV executive, TELEVISION MAGAZINE has invested heavily in special research projects that go considerably beyond the usual trade paper coverage.

Publishing essential information not available elsewhere, such as TV set count, TV market data and continuing brand studies is a policy that has made TELEVISION MAGAZINE the industry's one authoritative source for the facts and figures of TV advertising.

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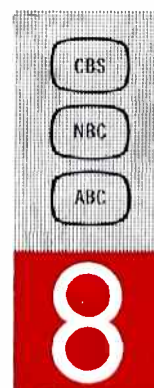
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**WITH ALL THREE
WONDERFUL NETWORKS
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KSBW

TELEVISION

ASK H-R TV INC.



SALINAS-MONTEREY

CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
LOUIS continued				
Ant	1,629	10.5	3.2	9,309
Franklin	7,943	37.9	11.6	47,549
Lisbonade	2,804	12.6	4.0	13,898
on	1,206	9.1	2.4	7,284
erson	9,905	41.9	12.6	56,746
coln	3,960	13.4	4.8	16,127
lison	1,881	11.1	3.1	11,959
ntgomery	3,420	11.3	3.8	12,411
ry	2,262	15.1	4.1	16,150
lips	3,870	24.6	7.2	27,574
is	4,214	16.6	5.8	22,358
olds	1,684	8.5	2.5	10,220
Charles	394	6.2	1.6	4,340
Charles	8,653	33.7	9.7	45,809
Francis	8,010	35.6	10.5	43,324
Louis	385,830	1,387.9	428.7	2,628,189
Genevieve	2,700	11.2	3.0	12,306
ren	1,668	7.8	2.5	8,202
Whington	1,562	14.4	4.0	10,714
Tel	754,406	2,965.5	919.8	\$ 4,859,602

PETERSBURG, FLA.—See Tampa-St. Petersburg

SAN JUAN MONTEREY, CALIFORNIA*

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Monterey	34,253	168.5	49.9	\$ 315,792
San Benito	2,988	14.6	4.4	23,090
San Clara (33%)	33,226	147.9	45.5	271,732
San Cruz	20,452	66.9	25.2	114,906
Tel	90,919	397.9	125.0	\$ 725,520

*Figures are based on market's status as of August 1 and do not take into account station's new transmission location, effective August 13.

SAN MARSHBURG, MARYLAND

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Deware:				
Ke (10%)	UHF	4.5	1.3	\$ 5,796
Stax	DI	73.1	22.4	84,192
	on county basis			
Maryland:				
Caline (67%)		12.6	3.7	12,708
Dchester		28.6	8.2	29,006
Seerset		20.8	5.9	19,376
Womico		43.4	12.9	55,527
Wcester		25.1	7.7	24,006
Virginia:				
Omoc (50%)		17.7	5.2	18,036
Tel	154,264	225.8	67.3	\$ 248,647

LAKE CITY, UTAH

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Idaho:				
Br Lake	1,124	6.7	1.9	\$ 6,955
Csja	2,149	14.8	4.0	15,583
Fnklin	1,213	9.8	2.5	9,513
Gida	534	3.9	1.0	4,467
Nevada:				
Bo	605	12.8	3.8	29,805
White Pine	187	13.2	3.8	24,417
Ohio:				
W Elder	4,559	21.7	5.7	26,572
Cha	7,000	36.3	9.7	44,446
rbon	5,402	28.5	7.5	38,447
vis	9,017	41.8	10.8	55,189
richesne	774	8.8	2.1	7,543
nerly	150	5.9	1.4	5,626
ab	954	5.8	1.5	7,291
illard	1,130	9.8	2.5	10,415
rgan	523	2.5	.6	2,635
rh	346	1.7	.5	2,091
ult Lake	81,630	312.4	90.7	512,650
ngate	1,887	13.9	3.9	13,035
vis	1,673	12.5	3.3	12,552
ransmit	1,245	7.1	1.8	6,947
ow	4,097	21.3	5.6	32,228
	20,925	95.0	24.4	111,533

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Wasatch	995	5.4	1.3	5,516
Weber	24,656	99.8	28.7	147,896
Wyoming:				
Lincoln	1,102	8.2	2.4	9,976
Uinta	753	6.8	1.7	9,512
Total	174,630	806.4	223.1	\$ 1,153,840

SAN ANGELO, TEXAS

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Texas:				
Coke	345	4.1	1.2	\$ 6,331
Concho	513	4.6	1.4	6,102
Crockett	74	4.7	1.2	7,455
Irion	113	1.6	.5	1,804
McCulloch	731	10.8	3.1	13,775
Mason	453	4.6	1.6	5,710
Menard	243	3.9	1.1	5,278
Reagan	503	3.6	.9	7,059
Runnels	2,800	15.6	4.5	22,165
Schleicher	200	2.6	.7	3,731
Sterling	248	1.3	.4	1,720
Sutton	118	3.8	1.0	5,485
Tom Green	12,825	74.5	21.6	116,939
Total	19,166	135.7	39.2	\$ 205,554

SAN ANTONIO, TEXAS

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Texas:				
Aransas	524	4.1	1.2	\$ 4,722
Atascosa	3,011	19.8	4.7	18,895
Bandera	725	4.1	1.2	4,317
Bee	2,744	19.4	5.0	22,016
Bexar	125,192	580.5	152.9	764,766
Blanco	755	3.8	1.3	3,756
Caldwell	3,324	17.6	4.8	18,057
Comal	4,128	18.8	5.3	22,924
De Witt	3,129	21.5	6.3	23,079
Dimmit	932	11.7	2.4	7,974
Duval	1,059	14.2	3.3	13,529
Frio	1,646	11.2	2.7	10,021
Gillespie	1,405	10.1	3.1	11,349
Goliad	424	5.3	1.3	5,326
Gonzales	3,626	20.2	5.3	17,884
Guadalupe	6,821	25.8	7.1	26,241
Hays	3,734	18.5	4.5	20,261
Jim Wells	2,168	32.4	7.8	38,088
Karnes	2,100	16.3	3.9	16,805
Kendall	1,579	5.4	1.6	7,026
Kerr	1,695	14.8	4.3	19,535
Kimble	227	4.4	1.2	4,957
Kinney	76	2.2	.5	2,679
La Salle	875	7.8	1.9	7,243
Lavaca	3,737	19.6	5.6	18,417
Live Oak	1,052	8.1	2.0	8,471
McMullen	146	1.5	.5	1,814
Maverick	767	14.1	3.0	12,271
Medina	3,446	18.0	4.6	16,814
Nueces (10%)	2,798	23.4	6.2	34,925
Real	210	2.7	.7	2,397
Refugio	1,067	9.7	2.6	14,534
San Patricio	4,953	40.1	9.7	40,954
Uvalde	1,601	17.9	4.7	20,056
Victoria	3,426	36.8	10.1	52,807
Webb	2,108	65.0	14.6	54,659
Wilson	1,896	13.5	3.3	10,570
Zavala	919	12.6	2.7	9,595
Total	200,025	1,172.9	303.9	\$ 1,389,734

SAN DIEGO, CALIFORNIA-TIJUANA, MEXICO

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Imperial (10%)	1,048	6.8	1.8	\$ 10,130
Orange (50%)	48,783	183.0	61.7	312,385
San Diego	223,280	826.2	271.8	1,551,950
Total	273,111	1,016.0	335.3	\$ 1,874,465

SAN FRANCISCO, CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Alameda	246,157	864.6	292.6	\$ 1,798,863
Butte (10%)	1,491	6.6	2.3	10,415
Colusa (10%)	244	1.2	.4	2,178
Contra Costa	80,435	348.2	101.7	641,655
Lake	1,941	11.1	3.9	15,930

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Marin	27,371	116.1	35.7	253,017
Merced (10%)	1,752	8.4	2.5	12,813
Monterey	34,253	168.5	49.9	315,792
Napa	6,652	58.5	16.5	80,434
San Benito	2,988	14.6	4.4	23,090
San Francisco	257,850	806.5	286.5	1,938,242
San Joaquin	53,163	229.5	69.2	385,787
San Mateo	85,245	351.1	111.6	830,086
Santa Clara	99,678	444.2	136.7	816,013
Santa Cruz (25%)	5,113	16.9	6.3	29,017
Solano	33,322	126.6	38.9	234,465
Sonoma	24,455	129.1	43.0	202,394
Stanislaus	29,311	142.4	44.0	210,690
Yolo	9,207	54.4	16.5	95,921
Total	1,000,628	3,898.5	1,262.6	\$ 7,896,802

SAN JOSE, CALIFORNIA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Monterey	34,253	168.6	50.0	\$ 315,792
San Benito	2,988	14.6	4.4	23,090
San Joaquin (50%)	26,582	114.8	34.6	192,894
Santa Clara	99,678	444.2	136.7	816,013
Santa Cruz	20,452	67.6	25.2	116,066
Stanislaus	29,311	142.4	44.0	210,690
Total	213,264	952.2	294.9	\$ 1,674,545

SAN LUIS OBISPO, CALIFORNIA

Data incomplete

SANTA BARBARA, CALIFORNIA**

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
California:				
Kern (10%)	5,735	26.2	7.8	\$ 44,863
San Luis Obispo	11,852	61.8	20.6	105,018
Santa Barbara	25,164	110.9	36.0	210,400
Ventura	36,597	154.4	45.4	262,759
Total	79,348	353.3	109.8	\$ 623,040

**Does not include 31,376 TV homes in western portion of Los Angeles county.

SAVANNAH, GEORGIA

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Georgia:				
Appling	863	13.5	3.1	\$ 8,978
Bacon	1,377	8.8	2.2	6,680
Brantley	612	6.5	1.5	4,084
Bryan	486	6.2	1.4	4,868
Bulloch	3,620	23.3	5.8	18,468
Candler	843	7.3	1.8	5,988
Chatham	38,014	164.5	48.4	228,409
Effingham	667	8.9	2.2	6,940
Evans	1,030	6.1	1.5	4,041
Glynn	5,535	34.1	9.4	43,374
Liberty	1,237	8.9	2.2	5,772
Long	373	3.7	.9	2,667
McIntosh	445	6.4	1.6	4,869
Pierce	630	10.3	2.4	7,443</

For coverage in the Wilkes-Barre - Scranton area

You MUST use the most POWERFUL station in Northeastern Pennsylvania's rich 17 county area to really cover the market!

wilk-tv Reaches better than 85% of the 224,692 TV sets in its coverage area!

wilk-tv Reaches more community cable subscribers than any other station in the Wilkes-Barre-Scranton area!

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Get the facts! . . . See Avery-Knodel, Inc.

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)	
New York:					Island	3,630	13.3	4.1	19,109	Lincoln	2,902	26.8	6.8	29,857	
Albany	77,914	252.2	80.0	434,230	Jefferson	2,607	9.1	2.7	15,048	Natchitoches	3,322	37.6	9.6	29,530	
Columbia	13,323	44.9	13.9	61,023	King	214,397	777.8	264.2	1,628,460	Red River	1,271	10.8	2.8	7,727	
Delaware	11,459	46.0	13.8	58,579	Kitsap	25,200	85.4	28.0	138,305	Union (50%)	1,261	9.5	2.4	7,778	
Dutchess (50%)	17,025	70.3	18.6	105,905	Lewis	8,728	43.8	14.4	62,508	Webster	6,694	37.9	10.3	38,002	
Fulton	14,977	52.7	17.5	76,627	Mason	3,882	15.4	4.9	25,222	Winn (25%)	590	4.0	1.1	3,515	
Greene	7,978	29.1	8.9	32,868	Pierce	72,496	304.4	90.8	532,019	Texas:					
Hamilton (50%)	642	2.1	.7	2,438	San Juan	854	3.2	1.2	4,823	Bowie	10,726	68.4	20.1	72,394	
Herkimer (50%)	8,793	31.2	9.7	43,664	Skagit	9,014	46.8	14.8	65,621	Camp	1,471	8.0	2.4	6,885	
Montgomery	16,353	60.8	19.0	101,786	Snohomish	33,781	133.7	44.5	208,226	Cass	4,551	23.4	6.3	18,814	
Otsego (25%)	3,550	13.4	4.2	18,382	Thurston	11,468	47.4	16.0	82,271	Franklin	629	4.9	1.5	4,077	
Rensselaer	39,086	139.5	42.4	219,559	Whatcom	12,411	70.8	23.6	104,030	Gregg	12,457	71.8	21.7	109,294	
Saratoga	20,954	81.0	24.3	117,736	Total	413,103	1,634.7	536.8	\$ 3,031,203	Harrison	6,130	46.6	12.5	45,622	
Schenectady	47,008	156.0	49.5	295,952	SEDALIA, MISSOURI					Lamar (50%)	1,126	21.3	6.4	20,428	
Schoharie	6,381	24.0	7.2	31,752	Missouri:					Marion	1,183	9.2	2.4	7,378	
Ulster	27,690	96.4	30.2	133,386	Benton	1,417	8.4	2.5	7,788	Morris	1,787	9.0	2.5	7,452	
Warren	12,107	40.9	12.7	56,632	Cooper	3,628	16.2	5.1	22,324	Nacogdoches (50%)	1,459	14.1	3.9	14,080	
Washington	3,790	47.2	13.7	56,574	Henry	5,424	19.3	6.6	22,481	Panola	1,532	17.3	4.4	18,001	
Vermont:					Howard	1,698	11.3	3.5	15,466	Red River (50%)	809	9.3	2.7	7,175	
Bennington	5,086	24.7	7.5	34,649	Johnson	5,221	23.7	7.7	30,245	Rusk	5,772	42.2	11.9	47,975	
Rutland	9,216	45.1	13.0	56,213	Lafayette	6,197	24.4	7.8	32,224	Shelby	2,076	20.2	5.8	17,037	
Washington (33%)	3,311	14.2	3.9	19,447	Moniteau	1,797	10.4	3.4	10,601	Smith (50%)	6,364	39.4	11.4	50,942	
Windham	2,867	28.0	8.3	38,632	Morgan	1,282	9.6	3.0	8,636	Titus	2,288	16.4	4.7	16,314	
Windsor	6,042	41.9	12.4	58,875	Pettis	6,940	34.1	11.7	46,948	Upshur	2,737	18.3	5.0	16,329	
Total	431,348	1,699.5	516.0	\$ 2,600,938	Saline	3,996	26.6	8.2	33,282	Wood (50%)	1,359	9.0	2.7	9,477	
					Total	37,600	184.0	59.5	\$ 229,995	Total	163,799	1,032.9	290.4	\$ 1,159,269	
SCRANTON-WILKES-BARRE, PENNSYLVANIA					SHREVEPORT, LOUISIANA					Iowa:					
Pennsylvania:					Arkansas:					Buena Vista	4,093	21.9	7.0	\$ 37,915	
Columbia	UHF	52.8	15.7	\$ 69,220	Columbia	4,371	25.4	7.0	\$ 23,391	Cherokee	3,880	18.7	5.1	30,252	
Lackawanna	DI	255.7	73.8	357,838	Hempstead (50%)	1,017	9.9	2.9	8,017	Clay	3,634	19.6	6.0	32,868	
Luzerne	on county	3/9.7	106.5	524,068	Lafayette	1,303	12.3	3.2	9,564	Crawford	4,309	18.8	5.4	28,645	
Lycoming	basis	104.5	31.6	155,619	Little River	1,912	10.4	2.8	8,504	Dickinson (50%)	1,162	6.4	2.0	10,598	
Montour		16.0	3.6	16,047	Miller	8,433	38.1	11.0	37,036	Harrison	4,806	17.9	5.5	24,072	
Northumberland		114.0	33.2	144,664	Neveda (50%)	887	6.1	1.7	4,682	Ida	2,583	10.5	3.2	18,125	
Snyder		23.7	6.3	25,161	Ouechita (25%)	1,065	9.9	2.8	9,466	Lyon	3,585	14.5	4.1	23,013	
Susquehanna		31.0	8.7	36,744	Sevier (50%)	684	4.1	1.2	3,343	Monona	4,320	15.6	4.8	21,788	
Union		24.6	6.0	29,249	Union (33%)	2,850	17.8	5.2	20,610	O'Brien	4,463	18.6	5.9	30,484	
Wayne		27.7	7.8	32,288	Louisiana:					Osceola	1,769	10.1	2.9	16,806	
Wyoming		16.6	4.8	19,925	Bienville	1,935	17.5	4.5	13,352	Plymouth	5,888	22.9	6.6	34,365	
Total	†224,692	1,046.7	298.0	\$ 1,410,823	Bossier	6,734	46.0	12.8	58,249	Sac	3,992	16.9	5.3	26,913	
					Caddo	44,950	205.9	59.9	307,565	Sioux	6,007	25.0	7.2	33,808	
SEATTLE-TACOMA, WASHINGTON					Clallame	2,410	23.7	6.3	23,649	Woodbury	32,130	113.5	35.7	201,074	
Washington:					De Soto	3,418	22.9	5.9	18,870	Nebraska:					
Clallam		6,133	27.7	8.9	\$ 47,680	Jackson (50%)	1,334	7.5	1.9	6,890	Burt	2,970	11.1	3.3	15,671
Grays Harbor		8,502	55.9	18.7	97,881										

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IS SOLD BY



	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Cedar	3,092	13.5	3.6	15,828
Colfax	2,751	10.4	3.3	15,254
Cuming	2,695	12.8	3.7	16,014
Dakota	2,741	11.5	3.3	14,229
Dixon	2,463	9.1	2.8	10,030
Dodge	8,370	29.0	9.3	46,603
Knox	2,881	14.4	4.2	19,948
Madison	5,743	25.6	7.7	32,839
Pierce	1,612	8.8	2.7	10,430
Stanton	1,176	6.2	1.8	8,262
Thurston	1,761	8.5	2.5	10,921
Washington	3,240	11.7	3.6	16,580
Wayne	2,236	10.3	2.9	15,478
South Dakota:				
Bon Homme	1,932	8.2	2.5	9,982
Clay	2,488	12.0	3.5	16,023
Lincoln	3,078	12.3	3.7	14,129
Minnehaha (33%)	7,459	27.0	8.3	43,229
Turner	2,820	11.0	3.4	11,808
Union	3,073	10.2	3.2	11,296
Yankton	2,909	18.3	4.7	21,240
Total	154,111	632.8	190.7	946,524
SIOUX FALLS, SOUTH DAKOTA				
Iowa:				
Cherokee (75%)	2,910	14.0	3.8	22,689
Clay	3,634	19.6	6.0	32,868
Dickinson	2,323	12.8	3.9	21,195
Lyon	3,585	14.5	4.1	23,013
O'Brien	4,463	18.6	5.9	30,484
Osceola	1,769	10.1	2.9	16,806
Sioux	6,007	25.0	7.2	33,808
Minnesota:				
Cottonwood	2,465	15.9	4.6	23,602
Jackson	3,077	15.8	4.5	21,809
Lincoln	2,023	10.3	2.9	14,261
Lyon	2,940	22.7	6.5	32,314
Murray	2,293	16.8	4.4	21,199
Nobles	5,776	23.4	6.5	33,733
Pipestone	2,753	15.6	4.2	19,518
Redwood	3,444	22.3	6.3	29,959
Rock	2,340	9.8	2.8	15,935
Yellow Medicine	930	16.2	4.6	20,056
Nebraska:				
Cedar	3,092	13.5	3.6	15,828
Dixon	2,463	9.1	2.8	10,030
Knox	2,881	14.4	4.2	19,948
South Dakota:				
Aurora	192	4.6	1.3	4,551
Beadle	2,588	21.6	6.7	29,577
Bon Homme	1,932	8.2	2.5	9,982
Brookings	1,950	18.3	5.2	24,222
Brown	3,776	34.2	10.3	48,793
Charles Mix	522	16.7	4.7	20,977
Clark	1,005	8.2	2.5	9,269
Clay	2,488	12.0	3.5	16,023
Codington	3,358	20.0	6.0	27,490
Davison	1,971	17.0	5.2	26,046
Day	1,152	11.6	3.3	12,557
Deuel	586	6.5	1.7	7,354
Douglas	314	4.9	1.2	5,804
Edmunds	357	7.1	1.8	6,211
Faulk	581	4.6	1.5	5,544
Grant	1,126	9.7	2.7	11,645
Hamlin	860	6.5	2.1	7,158
Hand	296	6.5	1.8	8,352
Hanson	533	4.9	1.3	5,368
Hutchinson	1,798	10.7	3.2	10,561
Jerauld	646	3.9	1.2	4,209
Kingsbury	1,864	9.4	2.8	11,100
Lake	2,397	10.5	3.0	13,531
Lincoln	3,078	12.3	3.7	14,129
Marshall	914	7.2	2.1	8,475
McCook	1,568	8.2	2.5	9,000
Miner	1,198	5.8	1.7	6,140

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64% of the weekly afternoon audience

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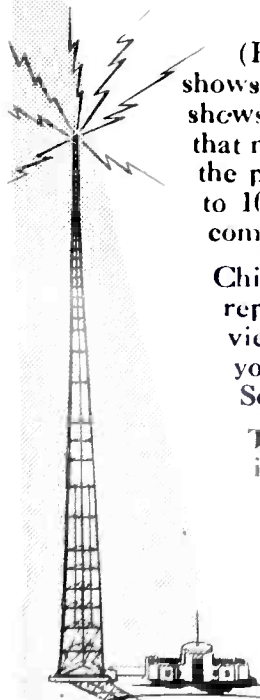
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WSBT-TV

SOUTH BEND, IND.

CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

	VHF Sets	Pop. (00)	Fam. (00)	EB (000)
SIOUX FALLS continued				
Minnehaha	22,377	81.8	25.3	130,99
Moody	1,525	9.1	2.5	10,22
Roberts	1,370	13.9	3.6	14,08
Sanborn	369	4.6	1.4	4,98
Spink	1,081	12.1	3.3	14,07
Turner	2,820	11.0	3.4	11,80
Union	3,073	10.2	3.2	11,29
Yankton	2,909	18.3	4.7	21,24
Total	135,742	772.5	224.6	\$ 1,041,93

SOUTH BEND-ELKHART, INDIANA

Indiana:				
Dekalb (25%)	UHF	6.9	2.1	\$ 10,12
Elkhart	DI	93.7	29.3	174,67
Fulton	on county basis	16.8	5.3	24,27
Kosciusko		34.7	11.0	50,89
Lagrange		15.9	4.4	18,94
La Porte		87.7	26.1	140,38
Marshall		32.0	9.8	55,70
Noble		26.6	8.0	36,74
Pulaski		13.2	3.9	20,02
St. Joseph		238.4	70.9	512,88
Starke		17.5	5.2	23,63
Steuben (25%)		4.1	1.2	6,07
Whitley		19.8	6.3	28,17

Michigan:

Berrien		136.6	42.2	214,65
Branch (50%)		16.9	5.0	22,10
Cass		33.0	10.4	43,69
St. Joseph		37.8	12.2	55,48
Van Buren		43.0	13.9	59,22
Total		†168,368	874.6	267.2

SPARTANBURG-GRENVILLE, SOUTH CAROLINA

Georgia:

Banks	637	6.1	1.5	\$ 3,603
Elbert	3,321	17.4	4.5	15,970
Franklin	2,635	13.0	3.3	9,417
Habersham	2,155	16.9	4.2	14,936
Hart	2,168	13.5	3.3	10,502
Lincoln (50%)	457	2.9	.7	2,211
Madison	1,293	11.2	2.7	8,372
Oglethorpe (50%)	551	4.5	1.1	3,198
Rabun	1,008	7.2	1.7	5,284
Stephens	3,012	18.3	4.8	19,209
Towns	466	4.3	1.0	2,681
White	692	5.8	1.4	3,431
Wilkes (50%)	936	5.7	1.4	4,429

North Carolina:

Buncombe	20,941	132.5	35.5	171,538
Burke	8,484	49.0	11.4	44,321
Catawba (50%)	6,946	23.3	5.8	26,049
Clay	219	5.9	1.3	3,570
Cleveland	10,725	67.3	16.4	69,415
Gaston	23,279	122.3	31.0	150,835
Haywood	4,788	38.6	9.8	41,049
Henderson	4,230	33.1	9.2	34,349
Jackson	2,231	18.9	4.3	13,124
Lincoln	4,773	28.1	6.9	24,989
McDowell	4,300	27.1	6.6	26,371
Macon	1,276	16.4	3.9	11,278
Madison	1,577	19.5	4.3	13,219
Polk	2,133	11.5	3.0	11,889
Rutherford	8,939	45.4	11.5	41,644
Swain	605	9.2	2.3	6,749
Transylvania	2,028	16.4	3.8	15,415
Yancey	954	15.7	3.5	9,628

South Carolina:

Abbeville	4,082	22.3	5.6	22,565
Anderson	14,450	90.8	23.9	101,652
Cherokee	5,639	37.2	9.0	34,530
Chester	4,793	32.2	7.9	32,242
Edgefield	2,645	15.9	3.7	12,431
Fairfield	3,124	20.8	4.8	16,384
Greenville	37,590	184.9	50.9	262,159
Greenwood	7,710	44.4	11.8	59,700

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Laurens	5,135	48.1	11.7	52,616	Benton	3,643	35.5	11.0	32,763	Colusa	2,441	11.7	3.6	21,775
McCormick	1,346	9.2	2.1	6,615	Boone	1,964	14.2	4.2	12,331	Contra Costa	80,435	348.2	101.7	641,655
Newberry	4,079	31.9	8.2	31,906	Carroll	1,014	10.9	3.5	8,932	El Dorado	3,335	16.4	5.9	24,366
Conroe	3,807	39.8	9.4	36,350	Madison (50%)	250	5.0	1.3	3,123	Lake	1,941	11.1	3.9	15,930
Tickens	4,350	40.4	10.3	42,629	Marion	266	6.0	2.0	4,416	Marin	27,371	116.1	35.7	253,017
Aluda	1,707	15.3	3.7	10,863	Washington (50%)	2,920	27.0	7.9	29,282	Mariposa	734	4.4	1.3	7,672
Parlanburg	25,906	158.8	41.5	192,241	Kansas:					Merced	17,520	84.3	24.8	128,127
Union	4,874	30.9	7.6	31,115	Cherokee (50%)	2,158	12.2	4.0	14,290	Monterey (75%)	25,690	126.4	37.4	236,844
Ark	11,702	84.3	20.5	100,788	Crawford (50%)	4,506	21.7	7.5	27,465	Napa	6,652	58.5	16.5	80,434
Total	270,698	1,714.3	434.7	\$ 1,865,461						Placer	10,800	47.0	14.2	68,381

POKANE, WASHINGTON

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Idaho:				
Amewah	1,062	5.4	1.5	\$ 7,127
Banner	3,554	14.6	4.5	15,147
Boundary	1,095	5.7	1.6	6,171
Clearwater	1,319	7.8	2.2	11,552
Iaho	828	11.3	3.2	13,287
Idenai	5,768	25.4	7.9	33,556
Idah	3,528	21.4	6.1	31,788
Idwis	309	4.1	1.2	8,136
Idaz Perce	4,018	23.8	7.5	38,440
Idoshone	3,911	22.8	6.8	37,030
Montana:				
Idncoln	803	10.1	3.2	13,042
Oregon:				
Idmatilla	6,205	43.7	13.8	65,129
Idnion	1,529	18.0	5.9	23,949
Idallowa	844	6.6	2.1	9,401
Washington:				
Idams	1,302	9.8	3.1	25,428
Idofin	2,331	12.2	4.0	19,874
Idnton	8,433	65.1	20.0	127,417
Idelan	6,339	42.5	14.0	69,711
Idumbia	872	4.7	1.5	8,186
Iduglas	1,248	12.7	3.9	22,737
Idrry	659	4.3	1.1	5,772
Idnklin	4,981	20.7	6.7	40,923
Idrfield	434	3.2	.9	7,035
Idunt	4,508	41.6	12.0	83,974
Idcoln	2,774	11.1	3.5	29,163
Idanogan	2,995	29.8	9.0	42,004
Idnd Oreille	1,446	8.1	2.6	10,916
Idokane	65,693	261.0	85.3	485,789
Idwens	3,334	20.3	6.2	23,430
Idlfa Walla	5,694	42.2	12.7	76,578
Idhitman	4,736	32.1	9.3	66,362
Total	152,552	842.1	263.3	\$ 1,459,054

SPRINGFIELD, ILLINOIS

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Illinois:				
Idlas	UHF	14.0	4.5	\$ 20,903
Idtation	DI	38.6	12.5	61,310
Idgan	on county	32.6	8.8	44,733
Idcon	basis	111.1	35.5	193,697
Idcoupin		41.8	14.0	59,069
Idcon		15.0	5.0	23,476
Idward		8.9	2.9	13,375
Idntgomery		30.7	10.4	40,971
Idrgan		35.6	10.0	51,450
Idngamon		139.6	45.3	244,729
Total	†69,593	467.9	148.9	\$ 753,713

SPRINGFIELD, MASSACHUSETTS

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Connecticut:				
Idfford (25%)	UHF	155.7	45.3	\$ 333,545
Idland	DI	55.3	14.7	101,337
	on county			
	basis			
Massachusetts:				
Idnklin		55.5	17.4	82,016
Idmpden		399.6	117.5	697,244
Idmpshire		94.6	24.9	145,975
Total	†186,961	760.7	219.8	\$ 1,360,117

SPRINGFIELD, MISSOURI

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Missouri:				
Idster		600	8.5	\$ 7,835

MISSOURI:

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Barry	3,588	21.3	6.5	19,213
Barton (75%)	1,980	9.0	3.2	9,748
Benton (25%)	354	2.1	.6	1,947
Camden	1,276	7.5	2.4	6,433
Cedar	1,598	10.3	3.6	8,991
Christian	2,179	12.2	3.8	10,788
Dade	1,604	9.1	2.9	8,313
Dallas	1,913	10.1	3.1	8,240
Douglas	1,444	12.4	3.5	9,207
Greene	33,507	117.9	39.1	170,424
Hickory	678	5.2	1.8	4,040
Jasper (33%)	7,137	27.7	9.6	37,751
Laclede	3,590	19.9	6.0	19,593
Lawrence	4,115	23.3	7.7	24,800
McDonald (25%)	541	3.6	1.1	2,890
Newton	6,569	29.2	9.0	31,323
Ozark (75%)	1,002	6.5	1.7	4,525
Polk	2,791	15.8	5.1	15,823
Pulaski (50%)	1,515	5.2	1.6	4,831
St. Clair (75%)	1,074	7.4	2.5	7,009
Stone	1,429	9.5	2.7	7,365
Taney	1,915	10.2	3.0	9,254
Texas (50%)	751	9.4	2.9	7,529
Vernon (25%)	856	5.6	1.7	6,385
Webster	2,213	14.8	4.5	12,389
Wright	2,650	15.5	4.8	12,829
Total	105,590	561.7	178.3	\$ 602,077

STUEBENVILLE, OHIO

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Ohio:				
Belmont	23,722	89.0	26.7	\$ 118,489
Carroll	5,220	20.2	5.8	25,738
Columbiana	28,545	106.6	32.2	162,543
Cooshocton (25%)	1,696	8.2	2.6	12,248
Guernsey	8,856	39.1	11.6	46,067
Harrison	4,608	19.4	5.8	26,196
Jefferson	25,290	98.7	28.1	165,776
Monroe	3,115	15.4	4.5	14,511
Noble	2,581	11.7	3.5	12,545
Tuscarawas	20,520	74.7	22.8	107,830
Washington (50%)	5,271	23.3	7.2	28,780

PENNSYLVANIA:

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Beaver	46,170	183.1	51.3	318,735
Butler (33%)	8,550	33.9	9.5	47,388
Fayette (33%)	15,510	61.6	17.1	78,731
Greene	7,975	45.0	12.3	56,229
Lawrence (33%)	9,390	35.8	10.4	58,283
Washington	54,540	211.8	60.6	311,245

WEST VIRGINIA:

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Brooke	6,375	25.8	7.0	39,226
Hancock	8,100	34.4	9.0	55,896
Harrison	8,662	81.0	22.9	115,336
Marion	14,186	69.2	19.9	94,976
Marshall	7,439	33.6	9.2	41,401
Monongalia	10,125	60.2	16.1	84,610
Ohio	20,474	76.4	23.0	132,460
Tyler	1,294	9.1	2.6	9,154
Wetzel	2,491	18.1	4.8	18,972
Total	350,705	1,485.3	426.5	\$ 2,183,365

STOCKTON, CALIFORNIA

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
California:				
Alameda	246,157	864.6	292.6	\$ 1,798,863
Amador	1,916	8.3	2.6	12,659
Calaveras	1,982	9.0	3.0	13,743

Colusa	2,441	11.7	3.6	21,775
Contra Costa	80,435	348.2	101.7	641,655
El Dorado	3,335	16.4	5.9	24,366
Lake	1,941	11.1	3.9	15,930
Marin	27,371	116.1	35.7	253,017
Mariposa	734	4.4	1.3	7,672
Merced	17,520	84.3	24.8	128,127
Monterey (75%)	25,690	126.4	37.4	236,844
Napa	6,652	58.5	16.5	80,434
Placer	10,800	47.0	14.2	68,381
Sacramento	96,491	389.9	122.1	764,405
San Benito (75%)	2,241	11.0	3.3	17,318
San Francisco	257,850	806.5	286.5	1,938,242
San Joaquin	53,163	229.5	69.2	385,787
San Mateo	85,245	351.1	111.6	830,086
Santa Clara	99,678	444.2	136.7	816,013
Solano	33,322	126.6	38.9	234,465
Sonoma	24,455	129.1	43.0	202,394
Stanislaus	29,311	142.4	44.0	210,690
Sutter	5,211	29.2	9.0	47,189
Tuolumne	3,096	13.6	4.8	23,489
Yolo	9,207	54.4	16.5	95,924
Yuba	5,647	33.3	10.2	50,576
Total	1,131,891	4,466.8	1,439.0	\$ 8,920,041

SUPERIOR, WIS.—See Duluth-Superior

SWEETWATER, TEX.—See Abilene-Sweetwater

SYRACUSE, NEW YORK

City	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
New York:				
Cayuga	19,260	72.4	21.4	\$ 98,805
Chenango	10,810	40.9	12.3	56,298
Cortland	9,849	39.0	11.7	54,108
Herkimer	17,370	62.4	19.3	87,328
Jefferson	19,388	86.8	26.5	119,346
Lewis	5,325	22.4	6.4	25,157
Madison	12,306	50.6	14.5	71,786
Oneida	61,650	234.5	68.5	340,274
Onondaga	101,070	377.3	112.3	625,478
Ontario	16,200</			

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TEMPLE-WACO, TEXAS				
Texas:				
Anderson (50%)	1,614	14.6	4.2	\$ 15,835
Bell	17,957	95.3	24.1	136,874
Bosque	1,771	9.9	3.1	10,561
Brazos	5,104	43.6	11.7	57,223
Brown	4,884	29.1	9.1	36,345
Burleson	1,570	11.0	3.1	9,644
Burnet (50%)	760	4.8	1.4	5,224
Comanche	919	13.1	4.0	14,425
Coryell	4,109	14.6	4.4	15,347
Falls	4,056	23.1	6.6	21,217
Freestone	1,986	13.2	3.8	12,001
Hamilton	1,637	9.5	3.0	9,835
Hill	6,470	27.7	8.5	32,590
Lampasas	2,130	9.6	2.9	10,401
Lee	1,460	9.1	2.5	7,402
Leon	1,015	9.9	2.8	8,005
Limestone	3,426	20.8	6.0	18,755
McLennan	28,181	142.2	41.6	191,898
Milam	3,200	19.7	5.8	16,790
Mills	470	5.1	1.5	5,984
Navarro	5,902	35.6	10.8	40,412
Robertson	2,300	18.0	4.9	15,478
San Saba	573	7.8	2.3	8,257
Williamson	8,082	36.1	10.4	37,693
Total	109,576	623.4	178.5	\$ 738,196

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TERRE HAUTE, INDIANA				
Illinois:				
Clark	4,218	16.3	5.4	\$ 21,768
Coles	8,832	42.2	13.5	64,210
Crawford	5,172	20.8	7.2	29,112
Cumberland	2,790	9.8	3.1	10,922
Douglas	4,462	15.9	5.1	22,058
Edgar	5,456	23.4	7.7	32,919
Jasper	2,910	11.5	3.7	11,979
Lawrence	3,073	20.1	6.5	26,753
Richland	3,458	18.2	6.2	24,776
Vermilion	20,141	90.6	28.9	147,320
Indiana:				
Boone (20%)	1,476	5.1	1.6	8,508
Clay	5,398	23.3	7.7	33,621
Daviess	6,241	27.6	8.2	34,578
Fountain	4,291	17.6	5.8	25,232
Green	7,921	26.9	9.0	33,101
Hendricks	10,350	38.2	11.5	64,998
Knox	11,644	44.2	13.9	63,390
Martin (50%)	1,198	5.4	1.6	5,758
Monroe (25%)	3,052	13.8	3.6	22,566
Montgomery	8,730	30.2	9.7	49,323
Owen	2,810	11.4	3.5	12,369
Parke	4,012	15.1	4.7	18,814
Putnam	4,043	23.6	6.8	30,492
Sullivan	5,670	19.1	6.3	24,791
Vermillion	4,892	19.0	6.5	23,074
Vigo	31,320	106.7	34.8	183,395
Warren	2,066	8.2	2.5	12,749
Total	175,626	104.2	225.0	\$ 1,038,576

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TEXARKANA, TEXAS				
Arkansas:				
Clark	3,307	21.5	5.8	\$ 18,867
Columbia	4,371	25.4	7.0	23,391
Hempstead	2,034	19.7	5.7	16,034
Howard	2,025	10.1	2.8	6,985
Lafayette	1,303	12.3	3.2	9,564
Little River	1,912	10.4	2.8	8,504
Miller	8,433	38.1	11.0	37,036
Montgomery	184	5.2	1.4	3,681
Nevada	1,773	12.1	3.3	9,364
Ouachita	4,259	39.4	11.0	37,864
Pike	914	7.9	2.2	6,262
Polk	890	12.3	3.6	8,797
Sevier	1,368	8.2	2.3	6,686
Louisiana:				
Bossier	6,734	46.0	12.8	58,249

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Caddo				
Caddo	44,950	205.9	59.9	307,565
Claiborne	2,410	23.7	6.3	23,649
Webster	6,694	37.9	10.3	38,002
Oklahoma:				
Choctaw	951	15.4	4.2	12,649
McCurtain	2,568	22.2	5.9	14,625
Pushmataha	660	10.4	2.9	7,682
Texas:				
Bowie	10,726	68.4	20.1	72,394
Camp	1,471	8.0	2.4	6,885
Cass	4,551	23.4	6.3	18,814
Delta (50%)	300	3.4	1.0	3,389
Franklin	629	4.9	1.5	4,077
Gregg (50%)	6,228	35.9	10.9	54,647
Harrison	6,130	46.6	12.5	45,622
Hopkins (25%)	624	5.0	1.5	5,212
Lamar	2,252	42.5	12.8	40,855
Marion	1,183	9.2	2.4	7,378
Morris	1,787	9.0	2.5	7,452
Panola (50%)	766	8.7	2.2	9,001
Red River	1,618	18.6	5.4	14,349
Titus	2,288	16.4	4.7	16,314
Upshur	2,737	18.3	5.0	16,329
Wood (25%)	680	4.5	1.3	4,739
Total	141,710	906.9	256.9	\$ 981,713

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
THOMASVILLE, GEORGIA-TALLAHASSEE, FLORIDA				
Alabama:				
Houston	10,624	46.6	12.5	\$ 432,274
Florida:				
Bay	11,255	56.2	15.0	70,265
Calhoun	1,826	7.4	1.9	4,955
Franklin	409	5.2	1.5	4,502
Gadsden	4,680	39.0	7.8	25,243
Gulf	800	9.5	2.6	9,152
Hamilton	757	9.0	2.2	5,772
Jackson	2,562	35.1	8.4	24,941
Jefferson	1,440	9.7	2.4	6,439
Lafayette	204	3.2	.7	2,111
Leon	8,940	61.0	14.9	79,705
Liberty	58	2.4	.7	1,780
Madison	1,061	14.1	3.3	8,642
Suwannee	1,727	16.1	4.0	12,282
Taylor	2,220	13.7	3.7	11,680
Wakulla	240	4.9	1.3	3,266

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Georgia:				
Baker	206	5.4	1.1	3,147
Berrien	1,115	13.1	3.1	10,447
Brooks	1,490	16.6	3.8	12,322
Calhoun	689	8.2	2.1	6,201
Colquitt	5,428	36.2	9.2	33,910
Cook	618	11.8	3.0	9,234
Decatur	1,567	23.5	6.3	21,409
Dougherty (33%)	3,102	18.0	5.0	23,871
Early	570	16.6	4.1	12,474
Echols	214	2.4	.5	1,766
Grady	1,027	18.4	4.7	14,683
Lanier	328	5.0	1.3	3,690
Lowndes	4,313	44.1	11.9	46,744
Miller	666	8.4	2.1	6,346
Mitchell	1,858	22.0	5.3	17,307
Seminole	1,152	7.7	1.9	6,361
Thomas	5,487	34.6	9.3	33,629
Tift	2,609	24.8	6.4	23,717
Worth	1,784	18.2	4.3	13,331
Total	83,026	668.1	168.3	\$ 614,598

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TOLEDO, OHIO				
Indiana:				
Dekalb	6,809	27.4	8.5	\$ 40,514
Stauben	3,598	16.4	4.8	24,312
Michigan:				
Hillsdale	7,046	38.7	11.9	47,110
Jackson (50%)	15,985	60.3	17.7	99,708
Lenawee	18,688	73.3	21.8	115,193

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
Monroe				
Monroe	22,590	88.3	25.1	135,587
Washtenaw (50%)				
Washtenaw (50%)	18,675	77.8	20.8	139,630
Ohio:				
Allen (50%)	12,327	48.8	14.7	82,680
Crawford	11,262	41.4	13.0	64,600
Defiance	7,560	28.0	8.4	44,454
Erie (33%)	5,310	19.1	5.8	32,359
Fulton	7,380	27.6	8.2	39,568
Hancock	13,950	47.6	15.5	75,532
Henry	6,198	23.0	7.0	33,808
Huron	10,923	43.1	12.9	65,780
Lucas	117,900	429.7	131.0	943,827
Ottawa	8,451	32.6	9.8	58,962
Putnam	6,684	27.0	7.6	37,433
Sandusky	12,957	48.4	15.8	78,290
Seneca	15,210	57.5	16.9	87,831
Williams	8,010	28.0	8.9	43,553
Wood	16,740	64.4	18.6	106,455
Wyandot	5,760	21.4	6.4	31,051
Total	359,913	1,369.8	411.1	\$ 2,428,237

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TOPEKA, KANSAS				
Kansas:				
Anderson	1,263	10.0	3.2	\$ 11,345
Atchison (33%)	1,606	7.0	2.1	9,700
Brown	3,494	14.7	5.0	19,132
Chase	968	4.8	1.6	6,856
Coffey	1,595	9.0	2.7	10,944
Douglas	7,746	37.2	10.7	57,608
Franklin	4,421	20.3	6.6	25,086
Geary	3,266	18.7	6.1	30,461
Jackson	3,060	10.5	3.4	11,244
Jefferson	2,477	11.2	3.6	12,504
Johnson	29,579	117.4	37.3	265,821
Leavenworth	9,630	39.0	10.7	56,249
Linn	2,145	9.0	3.2	9,436
Lyon	4,621	24.5	7.8	35,650
Marshall	2,524	17.5	5.9	22,704
Miami	4,641	20.7	6.3	23,405
Morris	1,214	8.2	2.5	10,770
Nemaha	1,972	13.9	4.2	16,771
Osage	3,247	13.2	4.4	15,846
Pottawatomie	1,682	12.1	3.7	150,26
Riley	4,360	31.4	7.7	51,356
Shawnee	33,330	127.4	41.5	213,189
Wabaunsee	1,210	6.8	2.2	7,577
Total	130,051	584.5	182.4	\$ 938,680

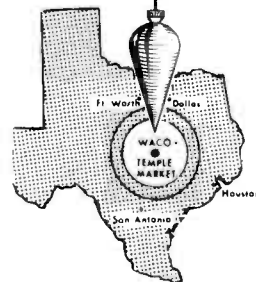
	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TRAVERSE CITY, MICHIGAN				
Michigan:				
Antrim	2,449	11.0	3.4	\$ 10,108
Benzie	1,118	8.1	2.5	8,207
Charlevoix	2,177	13.7	3.9	13,495
Cheboygan	710	13.0	3.7	11,899
Clare (50%)	1,213	5.8	1.7	6,974
Crawford	902	4.1	1.3	3,918
Emmet	1,759	16.8	4.8	20,006
Grand Traverse	5,091	31.7	8.5	39,178
Kalkaska	663	4.3	1.4	3,723
Lake	735	5.2	1.8	4,664
Leelanau	876	8.9	2.5	10,915
Manistee	3,214	20.4	6.3	23,453
Missaukee	1,00			

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TULSA, OKLAHOMA				
Arkansas:				
Benton	3,643	35.5	11.0	\$ 32,763
Crawford (33%)	718	7.1	2.0	5,697
Sebastian (25%)	4,244	18.0	5.6	22,901
Washington	5,841	53.9	15.8	58,564
Oklahoma:				
Chautauqua	971	6.7	2.2	7,433
Cherokee (33%)	1,439	8.1	2.6	9,431
Cowley	7,636	36.9	12.0	49,652
Crawford (25%)	2,253	10.9	3.8	13,733
Okfuskee	1,035	6.0	2.0	6,882
Osage	7,115	31.4	10.3	37,392
Montgomery	12,312	48.1	16.6	66,770
Nowata (33%)	1,537	6.8	2.2	8,112
Wilson (25%)	670	3.7	1.3	3,999
Woodson (10%)	104	.6	.2	709
Missouri:				
Asper (15%)	3,211	12.5	4.3	17,005
McDonald	2,163	14.2	4.2	11,561
Lewiston (25%)	1,642	7.3	2.3	7,831
Oklahoma:				
Adair	1,239	12.9	3.3	7,826
Cherokee	2,089	13.7	3.5	9,838
Craig	3,299	16.7	4.3	13,361
Creek	10,291	41.5	12.6	46,726
Delaware	2,063	11.0	3.1	8,167
Grant (33%)	518	3.0	.9	4,538
Haskell	1,024	11.7	2.9	8,703
Hughes	2,807	16.6	4.8	15,298
Kay	10,867	50.9	16.2	75,241
Latimer	583	7.9	2.1	6,377
McFlore	1,959	28.9	8.0	22,249
Lincoln	3,763	19.8	6.0	19,078
Logan	4,393	20.1	6.2	23,881
McIntosh	2,326	14.2	3.7	9,264
Mayes	3,791	17.8	5.1	15,069
Muskogee	14,055	57.1	16.9	66,292
Noble	2,681	10.0	3.1	11,829
Nowata	2,678	11.9	3.6	12,301
Okfuskee	2,480	14.7	4.0	12,088
Okmulgee	8,488	39.6	11.8	43,466
Osage	7,130	34.4	10.5	40,657
Ottawa	7,008	27.3	8.5	32,125
Pawnee	2,630	13.8	4.2	14,518
Payne	7,798	47.0	13.3	62,598
Pittsburg	5,810	36.2	10.3	32,763
Pottawatomie (25%)	1,946	11.5	3.4	12,325
Rogers	3,915	19.2	5.5	19,928
Seminole	6,561	42.1	11.8	46,428
Sequoyah	1,924	17.4	4.4	11,665
Tulsa	82,827	297.7	94.5	528,695
Wagoner	3,167	15.1	4.1	11,952
Washington	7,735	36.4	11.5	69,480
Total	276,379	1,325.8	402.5	\$ 1,675,161
WIN FALLS, IDAHO				
Data incomplete				
WALTER, TEXAS				
Texas:				
Anderson	3,227	29.2	8.4	\$ 31,670
Camp	1,471	8.0	2.4	6,885
Cherokee	5,045	35.7	9.5	33,191
Franklin	629	4.9	1.5	4,077
Greystone (50%)	993	6.6	1.9	6,001
Gregg	12,457	71.8	21.7	109,294
Harrison (50%)	3,065	23.3	6.3	22,811
Anderson	1,813	19.6	5.7	18,018
Popkins	2,496	20.0	6.1	20,849
Houston	1,873	19.5	5.5	16,438
Marion (50%)	591	4.6	1.2	3,689
Morris (50%)	893	4.5	1.3	3,726
Macgdoches (50%)	1,459	14.1	3.9	14,080
Navarro (50%)	2,951	17.8	5.4	20,206
Pinola (50%)	766	8.7	2.2	9,001
Winters	402	3.0	.8	2,706
Wask	5,772	42.2	11.9	47,975
Worth	12,729	78.8	22.8	101,883

	VHF Sets	Pop. (00)	Fam. (00)	EPI (000)
TITUS				
Titus	2,288	16.4	4.7	16,314
Upshur	2,737	18.3	5.0	16,329
Van Zandt	4,459	18.5	5.6	18,303
Wood	2,718	18.0	5.3	18,954
Total	70,834	483.5	139.1	\$ 542,400
UTICA-ROME, NEW YORK				
New York:				
Chenango	10,810	40.9	12.3	\$ 56,298
Cortland	9,849	39.0	11.7	54,108
Delaware	11,459	46.0	13.8	58,579
Hamilton	1,170	4.1	1.3	4,875
Herkimer	17,370	62.4	19.3	87,328
Lewis	5,325	22.4	6.4	25,157
Madison	12,306	50.6	14.5	71,786
Montgomery	16,353	60.8	19.0	101,786
Oneida	61,650	234.5	68.5	340,274
Otsego (25%)	3,551	13.4	4.2	24,264
Schoharie	6,381	24.0	7.2	31,752
Total	156,224	598.1	178.2	\$ 856,207
VALLEY CITY, NORTH DAKOTA				
Minnesota:				
Becker	2,886	24.2	6.6	\$ 26,273
Beltrami	949	24.8	7.0	25,050
Clay	8,578	36.8	9.6	55,325
Clearwater	471	9.7	2.6	7,958
Douglas	1,861	21.7	6.3	24,124
Kittson	472	9.0	2.5	12,446
Mahnomen	497	6.6	1.5	5,683
Marshall	1,236	15.4	4.1	15,245
Norman	2,880	11.9	3.2	13,363
Otter Tail	5,795	49.6	13.3	52,480
Pennington	1,677	13.1	3.6	15,825
Polk	4,541	36.7	10.2	47,169
Red Lake	744	6.8	1.6	5,969
Wilkin	1,384	9.4	2.4	12,700
North Dakota:				
Barnes	3,870	15.6	4.3	16,830
Benson	976	9.0	2.3	9,044
Cass	13,857	64.9	18.3	105,805
Cavalier	625	10.2	2.6	11,769
Dickey	1,279	8.9	2.5	9,162
Eddy	710	4.8	1.2	5,142
Foster	1,109	5.2	1.5	5,084
Grand Forks	7,291	44.1	12.1	66,794
Griggs	1,170	4.8	1.3	5,679
Kidder	830	6.1	1.5	5,988
La Moure	1,569	8.4	2.3	6,936
Logan	598	5.7	1.3	4,223
McIntosh	1,099	6.9	1.7	5,807
Nelson	1,530	7.0	1.7	8,384
Pembina	1,008	13.3	3.5	18,364
Pierce	877	7.8	2.1	7,864
Ramsey	1,518	13.1	3.4	17,555
Ransom	1,580	7.8	2.2	8,433
Richland	3,673	18.6	5.1	25,198
Rolette	477	10.0	2.3	7,321
Sargent	795	7.1	1.8	6,827
Sheridan	551	4.7	1.2	5,225
Steele	843	4.5	1.2	6,692
Stutsman	3,557	26.5	6.6	30,655
Towner	339	5.2	1.3	6,092
Traill	2,281	10.7	2.9	14,275
Walsh	1,913	20.0	4.6	24,851
Wells	1,413	9.8	2.6	10,743
South Dakota:				
Brown	3,776	34.2	10.3	48,793
Codington	3,358	20.0	6.0	27,490
Day	1,152	11.6	3.3	12,557
Marshall	914	7.2	2.1	8,475
Roberts	1,370	13.9	3.6	14,084
Total	101,879	723.3	195.2	\$ 888,161
WACO-TEMPLE, TEXAS				
Texas:				
Anderson (50%)	1,614	14.6	4.2	\$ 15,835
Bell	17,957	95.3	24.1	134,874

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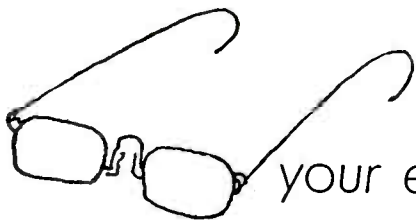
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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
ACO-TEMPLE continued				
Asque	1,771	9.9	3.1	10,561
azos	5,104	43.6	11.7	57,223
awn	4,884	29.1	9.1	36,345
rlason	1,570	11.0	3.1	9,644
rnet (50%)	760	4.8	1.4	5,224
manche	919	13.1	4.0	14,425
ryell	4,109	14.6	4.4	15,347
lls	4,056	23.1	6.6	21,217
estone	1,986	13.2	3.8	12,001
ilton	1,637	9.5	3.0	9,835
ll	6,470	27.7	8.5	32,590
mpasas	2,130	9.6	2.9	10,401
h	1,460	9.1	2.5	7,402
n	1,015	9.9	2.8	8,005
estone	3,426	20.8	6.0	18,755
lennan	28,181	142.2	41.6	191,898
lam	3,200	19.7	5.8	16,790
lls	470	5.1	1.5	5,984
arro	5,902	35.6	10.8	40,412
bertson	2,300	18.0	4.9	15,478
a Saba	573	7.8	2.3	8,257
Williamson	8,082	36.1	10.4	37,693
al	109,576	623.4	178.5	\$ 738,196

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WASHINGTON, D. C.				
City of Col.: District of Columbia	231,480	876.8	257.2	\$ 1,956,059
Delaware:				
Delaware	14,796	94.1	27.0	108,502
Duane Arundel	30,301	160.6	40.5	220,974
DeWitt	2,561	13.5	3.2	11,666
Dorchester	4,663	27.0	6.2	26,907
Dorchester	6,191	28.6	8.2	29,006
Dorchester	14,299	70.5	18.8	83,422
Dorchester	5,158	27.5	7.9	34,875
Dorchester	50,876	259.5	72.5	564,272
Dorchester	57,691	286.1	75.8	474,561
Dorchester	6,288	39.8	8.6	46,114
Dorchester	5,382	20.1	6.1	23,617
Dorchester	19,122	85.3	24.3	114,017
Dorchester	4,885	43.4	12.9	55,527
Florida:				
Dorchester	62,151	244.8	72.4	708,691
Dorchester	1,691	12.3	2.7	9,923
Dorchester	1,167	7.4	1.8	8,111
Dorchester	2,432	13.8	3.3	13,215
Dorchester	27,956	134.9	33.6	276,277
Dorchester	4,172	22.1	5.5	23,055
Dorchester	6,251	34.2	9.4	40,407
Dorchester	1,113	7.2	1.8	8,500
Dorchester	4,295	21.9	5.2	23,532
Dorchester	860	8.6	2.1	5,629
Dorchester	1,761	13.2	3.2	13,948
Dorchester	1,962	15.5	3.9	13,666
Dorchester	4,804	24.0	5.3	35,261
Dorchester	948	5.9	1.4	3,404
Dorchester	3,465	21.6	5.7	19,618
Dorchester	5,080	25.9	6.6	34,616
Dorchester	1,816	13.2	3.2	13,365
Dorchester	2,841	17.1	4.5	21,196
Dorchester	1,889	11.0	2.8	9,492
Virginia:				
Dorchester	6,274	29.1	8.2	37,038
Dorchester	3,112	16.5	4.4	17,443
Dorchester	599,733	2,689.7	756.2	\$ 5,085,906

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WASHINGTON-GREENVILLE, NORTH CAROLINA				
North Carolina:				
Washington	7,010	37.0	9.0	\$ 29,035
Washington	2,900	26.5	5.9	18,891
Washington	3,531	26.0	6.6	27,028
Washington	1,798	12.7	2.9	11,042
Washington	11,551	57.1	13.4	65,740
Washington	4,623	41.1	9.6	27,016
Washington	7,298	52.4	11.8	51,224
Washington	4,421	30.8	7.0	23,290
Washington	1,701	17.8	3.6	14,209

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Halifax	6,053	58.6	12.7	50,373
Harnett	4,057	49.3	11.5	45,362
Hertford	3,641	21.9	4.8	16,100
Hyde	634	6.0	1.4	3,854
Johnston	7,158	65.6	15.7	51,907
Jones	710	10.7	2.5	7,200
Lenoir	7,297	48.7	11.4	46,426
Martin	4,637	28.6	6.1	20,011
Nash	6,007	62.2	14.2	57,187
Northampton	2,897	28.2	5.9	19,224
Onslow	6,637	54.2	10.5	71,330
Pamlico	645	10.3	2.5	7,894
Pender	1,699	18.6	4.3	12,264
Perquimans	1,565	9.5	2.5	7,425
Pitt	12,625	65.3	14.7	59,680
Sampson	4,451	50.5	11.5	33,291
Tyrrell	411	5.1	1.2	3,553
Warren	1,915	23.7	4.9	15,583
Washington	1,715	13.4	3.0	12,211
Wayne	11,178	67.6	15.8	56,421
Wilson	9,135	55.2	13.0	59,562
Total	139,900	1,054.6	239.9	\$ 924,333

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WATERBURY, CONNECTICUT				
Connecticut:				
Hartford (50%)	DI	311.5	90.5	\$ 667,090
New Haven	on county basis	302.7	89.2	599,144
(50%)				
Total	†106,279	614.2	179.7	\$ 1,266,234

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WATERLOO, IOWA				
Iowa:				
Allamakee	2,605	15.7	4.5	\$ 17,212
Antoni	6,300	22.1	7.0	32,504
Black Hawk	29,972	111.3	33.9	203,532
Bremer	4,434	18.8	5.6	25,367
Buchanan	5,315	21.7	5.9	25,608
Butler	3,885	17.2	5.3	23,007
Cedar	5,147	18.4	5.4	29,688
Cerro Gordo (50%)	6,049	23.3	7.3	40,031
Chickasaw	2,601	14.8	4.3	19,444
Clayton	4,428	21.1	6.4	28,285
Delaware	4,500	17.3	5.0	25,035
Dubuque (50%)	9,135	37.9	10.2	61,911
Fayette	4,978	27.2	8.0	38,421
Floyd	3,421	22.4	6.9	34,873
Franklin	3,923	16.1	5.0	27,009
Grundy	3,318	13.3	4.2	20,164
Hardin	6,570	21.8	7.3	37,201
Howard	1,800	13.3	3.8	16,282
Iowa	3,859	15.1	4.7	23,505
Jackson (50%)	2,475	9.2	2.8	11,950
Johnson	8,685	49.0	13.0	86,006
Jones	5,040	18.9	5.6	25,821
Keokuk (50%)	2,032	8.3	2.7	10,168
Linn	33,120	114.9	36.8	210,424
Mahaska (10%)	518	2.4	.8	3,341
Marshall	8,489	35.4	11.0	59,248
Mitchell (50%)	1,330	6.8	2.0	8,760
Poweshiek	3,758	19.3	5.6	28,108
Tama	5,820	21.1	6.8	30,873
Washington (50%)	1,958	9.6	3.1	14,465
Winneschek	2,527	22.1	6.4	28,946
Wisconsin:				
Crawford	2,213	18.0	4.9	18,751
Grant	6,972	43.0	12.4	55,904
Total	197,177	846.8	254.5	\$ 1,321,843

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WAUSAU, WISCONSIN				
Wisconsin:				
Adams (50%)	359	4.0	1.4	\$ 4,280
Clark	4,223	32.1	9.0	33,908
Forest	1,023	8.7	2.3	8,638
Juneau (50%)	1,011	9.5	2.7	10,841
Langlade	4,069	21.8	6.0	26,313
Lincoln	4,032	22.4	6.5	25,576
Marathon	15,066	83.8	22.9	107,561
Oneida	2,888	21.6	6.5	26,810
Portage	5,721	35.2	9.2	46,815

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
Price	1,495	15.6	4.6	15,347
Shawano	6,136	35.6	9.6	39,581
Taylor	2,391	17.9	4.7	17,556
Waupaca	8,884	35.8	10.5	42,734
Waushara (50%)	900	7.0	2.1	6,294
Wood	10,831	54.7	15.1	74,487
Total	69,029	405.7	113.0	\$ 487,741

WESLACO, TEX.—See Harlingen-Weslaco

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WEST PALM BEACH, FLORIDA				
Florida:				
Broward	45,539	172.6	53.4	\$ 274,650
Glades	202	2.7	.7	2,731
Hendry	1,255	6.7	1.8	8,652
Highlands	2,192	15.4	4.6	18,797
Indian River	2,375	15.3	4.5	18,705
Martin	1,936	9.8	3.1	11,382
Okeechobee	757	4.2	1.1	3,864
Palm Beach	35,636	165.6	52.4	244,832
St. Lucie	3,790	27.3	7.5	34,400
Total	93,682	419.6	129.1	\$ 618,013

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WHEELING, WEST VIRGINIA				
Ohio:				
Belmont	23,722	89.0	26.7	\$ 118,489
Carroll	5,220	20.2	5.8	25,738
Columbiana	28,545	106.6	32.2	162,543
Coshocton (25%)	1,696	8.2	2.6	12,248
Guernsey	8,856	39.1	11.6	46,067
Harrison	4,608	19.4	5.8	26,196
Jefferson	25,290	98.7	28.1	165,776
Monroe	3,115	15.4	4.5	14,511
Noble	2,581	11.7	3.5	12,545
Tuscarawas	20,520	74.7	22.8	107,830
Washington (50%)	5,271	23.3	7.2	28,780
Pennsylvania:				
Beaver (25%)	11,543	45.8	12.8	79,684
Fayette (20%)	9,306	37.4	10.4	47,716
Greene	7,975	45.0	12.3	56,229
Washington	54,540	211.8	60.6	311,245
West Virginia:				
Brooke	6,375	25.8	7.0	39,226
Doddridge	666	8.2	2.1	6,998
Hancock	8,100	34.4	9.0	55,896
Harrison	8,662	81.0	22.9	115,336
Marion	14,186	69.2	19.9	94,576
Marshall	7,439	33.6	9.2	41,401
Monongalia	10,125	60.2	16.1	84,610
Ohio	20,474	76.4	23.0	132,460
Pleasants	1,049	5.8	1.6	5,364
Ritchie	1,226	10.9	3.0	10,694
Tyler	1,294	9.1	2.6	9,154
Wetzel	2,491	18.1	4.8	18,972
Total	294,875	1,279.0	368.1	\$ 1,830,683

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)
WICHITA-HUTCHINSON, KANSAS				
Kansas:				
Barber	1,944	9.3	3.0	\$ 14,681
Barton	8,910	35.2	10.9	63,788
Butler	8,961	37.1	12.1	53,517
Chase	968	4.8	1.6	6,856
Chautauqua	971	6.7	2.2	7,433
Clark	271	3.6	1.1	7,026
Clay	1,683	11.0	3.7	14,458
Cloud (10%)	202	1.5	.5	1,936
Coffey	1,595	9.0	2.7	10,944
Comanche	717	3.6	1.2	5,902
Cowley	7,636	36.9	12.0	49,652
Dickinson	2,734	22.0	7.3	29,358
Edwards	1,169	5.8	2.0	8,388
Elk	1,035	6.0	2.0	6,882
Ellis	2,977	20.3	5.2	27,736
Ellsworth	1,771	9.2	2.9	11,897
Ford	2,178	19.3	6.2	33,457
Geary	3,266	18.7	6.1	30,461
Greenwood	2,517	12.4	4.2	16,552
Harper	2,105	10.2	3.4	12,392

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Market facts that mean results in North Carolina

WSJS-TV...

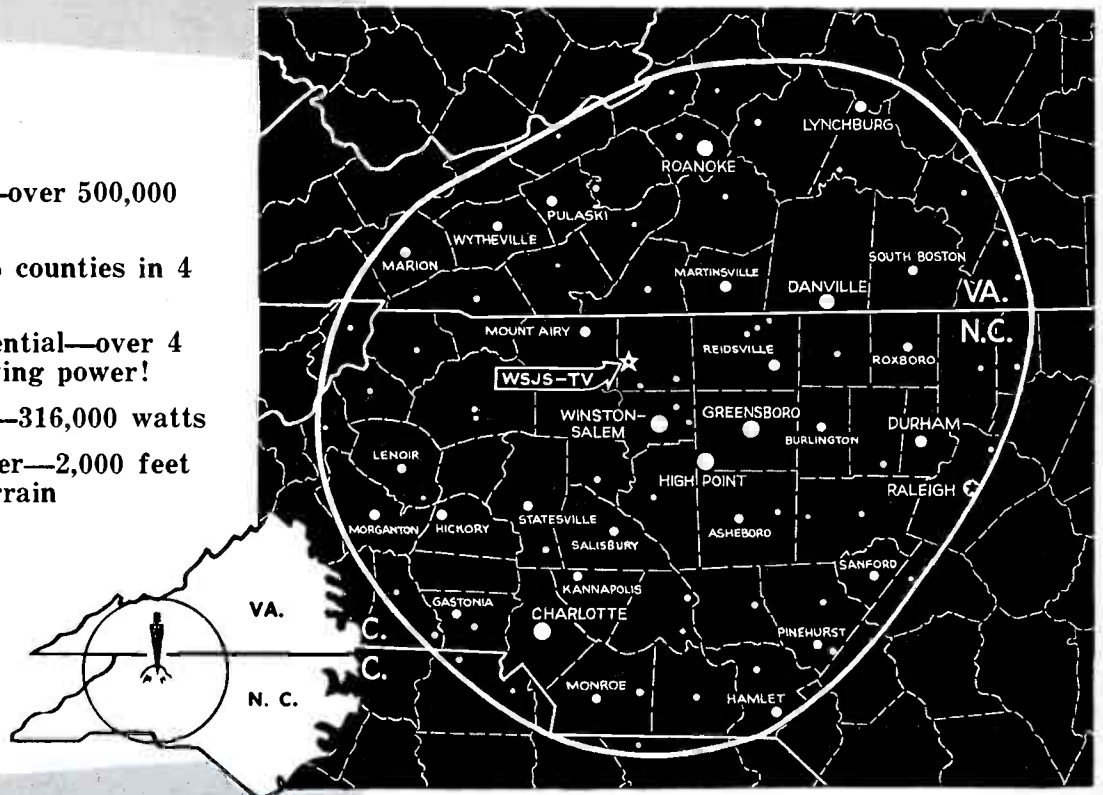
Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

- More TV Homes—over 500,000 TV homes!
- Top Coverage—75 counties in 4 states!
- Rich Market Potential—over 4 billion dollars buying power!
- Maximum Power—316,000 watts
- Mountaintop Tower—2,000 feet above average terrain



channel 12



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WINSTON-SALEM

NORTH CAROLINA

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You MUST use the most POWERFUL station in Northeastern Pennsylvania's rich 17 county area to really cover the market!

wilk-tv Reaches better than 85% of the 224,692 TV sets in its coverage area!

wilk-tv Reaches more community cable subscribers than any other station in the Wilkes-Barre-Scranton area!

wilk-tv Provides a clearer "line-of-sight" to all important surrounding population centers than any other station in the area!

wilk-tv Carries your message from Reading to New York State—from the Lock Haven-Williamsport area to New Jersey!

Get the facts! . . . See Avery-Knodel, Inc.

	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)					
WICHITA-HUTCHINSON continued																			
Arvey	4,992	24.5	7.6	37,795	Foard	457	3.9	1.1	5,476	WILMINGTON, NORTH CAROLINA									
Angman	1,864	11.0	3.4	11,695	Hardeman	1,528	9.7	3.0	13,804	North Carolina:									
Iowa	1,025	4.8	1.4	8,909	Haskell	1,953	12.9	3.6	17,152	Bladen	1,900	30.0	6.6	20,116					
McCollin	920	6.6	2.0	8,930	Jack	1,568	6.5	2.1	8,851	Brunswick	1,515	20.2	4.5	13,338					
Monroton	4,621	24.5	7.8	35,650	Knox	1,248	9.7	2.6	14,685	Carteret	3,531	26.0	6.6	27,028					
McPherson	4,502	23.5	7.5	34,305	Montague	3,495	15.1	4.7	18,214	Columbus	4,552	52.2	11.9	40,587					
Marion	2,631	16.4	5.2	18,626	Stephens	971	10.8	3.4	16,208	Cumberland (33%)	3,434	41.7	8.5	51,492					
Mitchell	1,512	9.6	3.0	11,272	Throckmorton	656	3.4	9	4,817	Duplin	4,623	41.1	9.6	27,016					
Morris	1,214	8.2	2.5	10,770	Wichita	26,749	126.8	33.8	212,386	Jones	710	10.7	2.5	7,200					
Osborne	1,163	8.4	2.6	10,564	Wilbarger	3,818	20.5	5.9	29,146	New Hanover	13,716	72.7	20.3	92,394					
Putawa	1,020	7.0	2.5	7,355	Young	2,991	15.1	4.7	22,710	Onslow	6,637	54.2	10.5	71,330					
Riverview	2,458	11.9	3.0	16,604	Total	85,365	474.5	135.7	\$ 674,282	Pender	1,699	18.6	4.3	12,264					
Statt	2,610	12.7	4.0	21,033	WILKES-BARRE-SCRANTON, PENNSYLVANIA														
Stono	15,372	58.6	19.1	89,619	Pennsylvania:														
Sumner	3,784	15.1	5.0	24,086	Columbia	UHF	52.8	15.7	\$ 69,220	South Carolina:									
Taylor	1,349	7.1	2.2	11,028	Lackawanna	DI	255.7	73.8	358,838	Dillon	4,434	31.0	6.7	22,363					
Wassell	2,272	13.2	4.0	22,451	Luzerne	on county	379.7	106.5	524,068	Horry	3,555	64.0	14.2	51,442					
Wheeler	7,323	41.5	13.4	66,146	Lycoming	basis	104.5	31.6	155,619	Marion	5,607	34.6	7.8	26,170					
Whitwick	81,653	315.8	103.8	542,521	Montour		16.0	3.6	16,047	Total	72,203	745.5	176.0	\$ 747,765					
Wheeler	1,655	8.7	2.8	10,796	Northumberland		114.0	33.2	144,664	WINSTON-SALEM, NORTH CAROLINA									
Wimmer	5,490	26.9	9.0	37,662	Snyder		23.7	6.3	25,161	North Carolina:									
Wilson	2,680	14.8	5.0	15,996	Susquehanna		31.0	8.7	36,744	Alamance	16,629	78.8	20.5	\$ 104,282					
Woodson	1,038	6.0	2.0	7,086	Union		24.6	6.0	29,249	Alexander	2,476	14.8	3.5	11,403					
Oklahoma:																			
Alfalfa	1,893	9.3	3.0	12,242	Wayne		27.7	7.8	32,288	Alleghany	1,151	7.9	2.1	6,027					
Ant	1,555	9.0	2.6	13,753	Wyoming		16.6	4.8	19,925	Ashe	2,918	21.6	5.0	13,469					
Asy (10%)	1,087	5.1	1.6	7,524	Total	†224,692	1,046.7	298.0	\$ 1,410,823	Burke (25%)	2,121	12.3	2.9	11,080					
Asy (50%)	3,565	17.2	5.3	20,329	WILMINGTON, DELAWARE														
Coods	1,627	13.1	4.0	20,494	Delaware:														
Total	216,485	1,035.7	333.4	\$ 1,542,358	Kent	11,970	45.0	13.3	\$ 57,958	North Carolina:									
WICHITA FALLS, TEXAS																			
Oklahoma:																			
Center (25%)	1,672	10.5	3.3	\$ 13,298	New Castle	65,341	259.9	74.1	537,820	Alamance	16,629	78.8	20.5	\$ 104,282					
Comanche	14,033	80.4	22.3	109,720	Maryland:														
Clinton	1,632	11.2	3.2	11,733	Cecil	8,463	38.9	9.9	44,543	Alexander	2,476	14.8	3.5	11,403					
Conron	642	7.3	2.1	11,231	New Jersey:														
Conkerson	2,860	23.0	7.2	27,575	Gloucester (33%)	9,630	35.4	10.6	58,524	Alleghany	1,151	7.9	2.1	6,027					
Conkerson	1,680	9.6	2.8	10,390	Salem	14,940	55.4	16.6	93,867	Ashe	2,918	21.6	5.0	13,469					
Conover	791	7.0	1.7	4,977	Pennsylvania:														
Conphens	7,960	36.9	11.2	49,043	Berks (10%)	6,975	26.1	7.7	47,413	Burke (25%)	2,121	12.3	2.9	11,080					
Conman	2,810	15.9	4.8	18,854	Bucks (25%)	15,120	56.9	16.8	100,623	Cabarrus	12,849	66.5	17.3	83,952					
Massachusetts:																			
Cher	1,171	6.5	1.8	8,341	Chester (33%)	13,440	56.5	14.8	98,701	Caldwell	6,789	46.8	11.1	43,030					
Chlor	1,024	6.5	2.1	7,747	Delaware (50%)	61,771	250.4	71.2	549,767	Caswell (50%)	1,050	10.3	2.2	7,038					
Childress	1,208	11.8	3.5	16,676	Northampton					Catawba	13,893	67.7	17.7	78,937					
Chy	1,936	8.2	2.5	10,003	(25%)	12,128	47.1	13.5	80,561	Chatham	3,802	25.0	6.0	20,732					
Chille	512	5.3	1.4	9,447	Schuykill					Davidson	12,666	67.3	17.6	74,814					
Total																			
244,708 969.6 276.2 \$ 1,796,855																			

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	VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)		VHF Sets	Pop. (00)	Fam. (00)	EBI (000)					
WINSTON-SALEM continued					Oregon:					Columbiana DI 106.6 32.2 162.5									
Watauga	1,645	18.1	4.1	12,246	Morrow		5.0	1.4	8,901	Mahoning on county	277.4	77.9	521.9						
Wilkes	5,168	46.0	10.9	33,097	Umatilla		43.7	13.8	65,129	Portage basis	72.3	20.1	118.2						
Yadkin	4,815	22.8	5.6	18,978	Wallowa (50%)		3.3	1.1	4,701	Trumbull	176.0	50.5	301.7						
Tennessee:					Washington:					Pennsylvania:									
Johnson (50%)	523	5.8	1.4	3,805	Asotin		12.2	4.0	19,874	Crawford		80.5	23.7	118.5					
Virginia:					Benton		65.1	20.0	127,417	Lawrence		108.3	31.3	176.6					
Bland	795	6.4	1.4	4,501	Columbia		4.7	1.5	8,186	Mercer		117.1	33.4	199.1					
Carroll	2,922	28.2	6.9	20,281	Franklin		20.7	6.7	40,923	Total	†178,706	958.4	274.9	\$ 1,624.5					
Floyd	1,224	11.7	2.7	7,724	Garfield		3.2	.9	7,035	YUMA, ARIZONA									
Franklin	3,116	25.3	5.8	18,023	Walla Walla		42.2	12.7	76,578	Arizona:									
Giles	3,519	21.8	5.1	23,365	Whitman		32.1	9.3	66,362	Yuma	6,930	42.4	11.8	\$ 57.9					
Grayson	2,398	22.2	5.7	19,027	Yakima		148.5	45.8	203,204	California:									
Halifax	7,047	41.4	9.4	31,244	Total	†71,459	444.3	136.0	\$ 726,682	Imperial	10,482	68.9	18.5	102.3					
Henry	8,768	53.7	12.9	61,224	YORK, PENNSYLVANIA					Total	17,412	111.3	30.3	\$ 160.21					
Montgomery	7,799	43.8	10.6	52,581	Pennsylvania:					ZANESVILLE, OHIO									
Patrick	1,346	15.9	3.7	11,719	Adams (50%)	UHF	23.1	6.4	\$ 29,832	Ohio:									
Pittsylvania	13,884	111.8	27.7	122,467	Cumberland	DI				Coshocton	UHF	32.7	10.3	\$ 48.91					
Pulaski	4,193	30.4	7.7	31,289	(10%)	on county	10.5	3.1	17,427	Fairfield (25%)	DI	14.0	4.3	20.81					
Smyth	3,131	32.1	7.3	26,862	Dauphin (25%)	basis	52.0	15.5	89,190	Guernsey	on county	39.1	11.6	46.00					
Wythe	2,592	24.6	5.9	20,541	Lancaster (50%)		121.8	34.9	230,847	Hocking (25%)	basis	4.9	1.4	5.58					
Total	317,133	1,889.9	475.9	\$ 2,136,903	Lebanon (10%)		9.1	2.6	13,858	Licking (50%)		38.2	11.9	60.76					
YAKIMA, WASHINGTON					York		214.4	64.2	344,197	Morgan		13.2	4.1	14.31					
Idaho:					Total	†96,885	430.9	126.7	\$ 725,351	Muskingum		79.4	24.1	116.02					
Benewah	UHF	5.4	1.5	\$ 7,127	YOUNGSTOWN, OHIO					Noble (50%)		5.9	1.8	6.27					
Clearwater	DI	7.8	2.2	11,552	Ohio:					Perry		29.4	8.5	33.67					
Idaho (10%)	on county	1.1	.3	1,329	Carroll	UHF	20.2	5.8	\$ 25,738	Total	†48,861	256.8	78.0	\$ 352.56					
Latah	basis	21.4	6.1	31,788	Circulation & market definition © 1956, TELEVISION MAGAZINE, Market Data © 1956, Sales Management Survey of Buying Power; further reproduction not licensed														
Lewis		4.1	1.2	8,136															
Nez Perce		23.8	7.5	38,440															

IMPORTANT ADDITIONAL DATA

Please make the following additions on pages 133 and 137 of your copy of the Market Book:

Page 133

LAS VEGAS-HENDERSON, NEVADA

Nevada:

Clark	18,393	95.8	30.3	\$ 202,906
Total	18,393	95.8	30.3	\$ 202,906

Page 137

MARQUETTE, MICHIGAN

Data incomplete

Please make the following changes on pages 70, 74, and 75:

"TELEVISION MARKET" FIGURES SHOULD BE:

Page	Market	Families	Population	Effective Buying Income
70	Danville, Ill.	165,600	537,200	\$ 895,380,000
74	Hartford-New Britain, Conn.	498,200	1,707,200	3,363,007,000
74	Jacksonville, Fla.	415,200	1,534,600	1,733,364,000
75	New Britain-Hartford, Conn.	498,200	1,707,200	3,363,007,000

This new data is based on re-evaluations made by TELEVISION MAGAZINE's Research Department too late for inclusion in this issue's "Television Markets vs. Standard Markets" section.