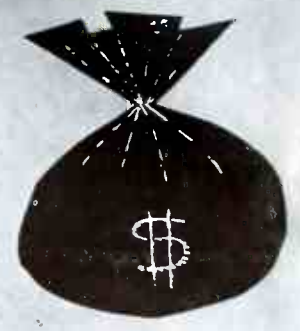
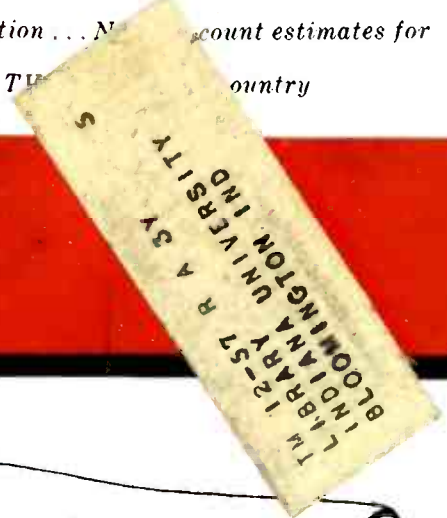


TELEVISION MAGAZINE

Exclusive! County-by-county market definition... Network count estimates for every TV country

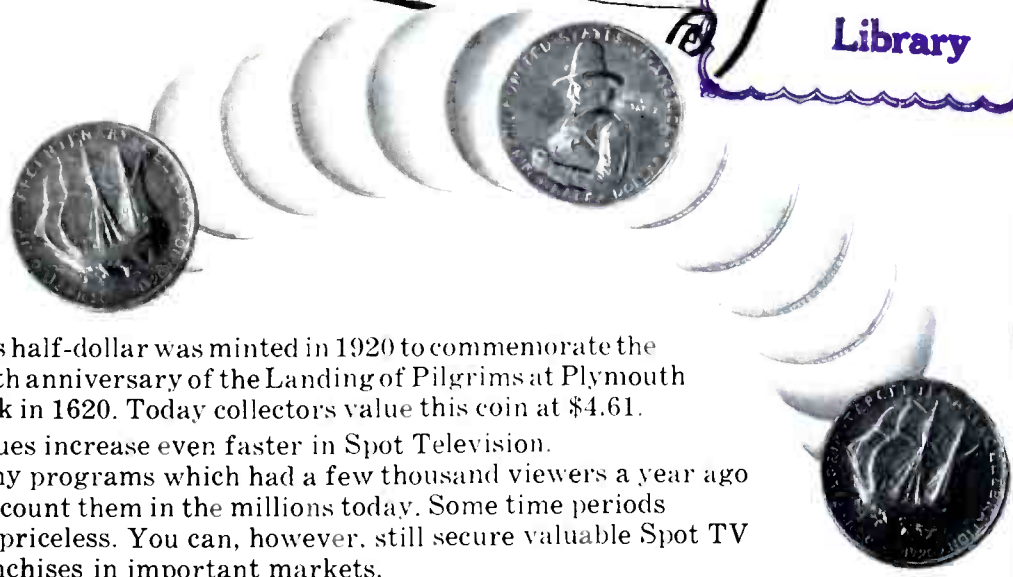


What advertisers spent for network time and programs, by company, product and show... Local advertising... Sp.



In Spot TV too...

Value increases with Time
Indiana University
APR 4 1956
Library



This half-dollar was minted in 1920 to commemorate the 300th anniversary of the Landing of Pilgrims at Plymouth Rock in 1620. Today collectors value this coin at \$4.61.

Values increase even faster in Spot Television. Many programs which had a few thousand viewers a year ago can count them in the millions today. Some time periods are priceless. You can, however, still secure valuable Spot TV franchises in important markets.

Buys which you can be sure will become even more valuable in the months ahead. For the true facts on such time periods—and their long-range potentials—check with your Petry man. He is equipped to give you the full story on Television Advertising in these markets.

- WSB-TV Atlanta
- WBAL-TV Baltimore
- WFAA-TV Dallas
- WTVD Durham-Raleigh
- WVCU Erie
- KTRC-TV Houston
- WHTN-TV Huntington
- WJIM-TV Lansing
- KARK-TV Little Rock
- KABC-TV Los Angeles
- WISN-TV Milwaukee
- KSTP-TV Minneapolis-St. Paul
- WSM-TV Nashville
- WTAR-TV Norfolk
- KMTV Omaha
- WTVH Peoria
- KCRA-TV Sacramento
- WOAI-TV San Antonio
- KFMB-TV San Diego
- KGO-TV San Francisco
- KTBS-TV Shreveport
- KREM-TV Spokane
- KOTV Tulsa
- KARD-TV Wichita
- ABC Pacific Television Regional Network

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

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

COLOR VISION



in the carolinas

WBTV

Color Television

On New Year's Eve, WBTV originated its first local live color program . . . becoming the first TV station between Baltimore and New Orleans to be completely equipped for color telecasting.

Face to the future, WBTV has invested more than \$300,000 in color telecasting equipment alone . . . this in spite of a color set count of only 200 as compared with more than a half million regular receivers!

In equipment, programming, engineering, promotion, research, merchandising and market development, Jefferson Standard Vision is your guarantee of *greater* sales results.

Contact CBS Television Spot Sales or WBTV at your first opportunity for the complete story of "Vision in the Carolinas."

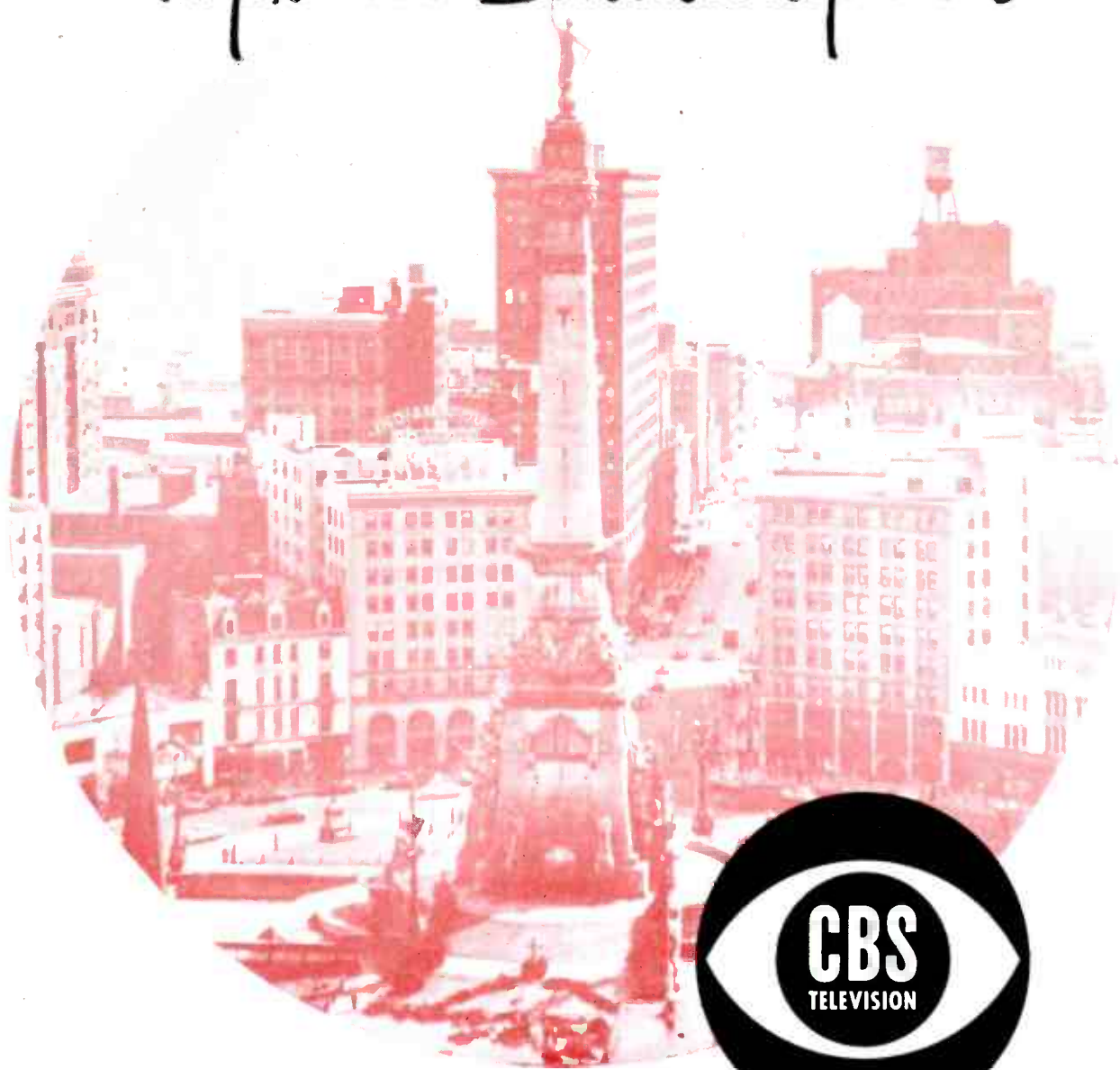


WBTV
CHARLOTTE

Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY
"VISION IN THE CAROLINAS"

Tops in Indianapolis



All ratings confirm that
the one *dominant* station
in Indianapolis is

WISH-TV
channel **8**

12th year of publication

TELEVISION

MAGAZINE

This issue \$3.00

DATA BOOK, 1956 • VOLUME XIII, NO. 3 • MARCH

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THE '56 ELECTION YEAR — Though advertisers already have some inkling of how all the complexities of election-year activity affect them, TV's role this year will assume unprecedented importance. The April issue of TELEVISION MAGAZINE will feature a comprehensive roundup of the plans of the political parties, their agencies, and the networks, with an analysis of how the campaigns will affect TV advertising and how TV will affect the elections. In the same issue: Feature film's emergence as big-time programming; a report on where station executives come from; Alcoa's "vertical saturation."

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MAGIC WAND
DEPARTMENT

WMT-TV attracts more viewers
in its 25-county area
than all other stations combined.

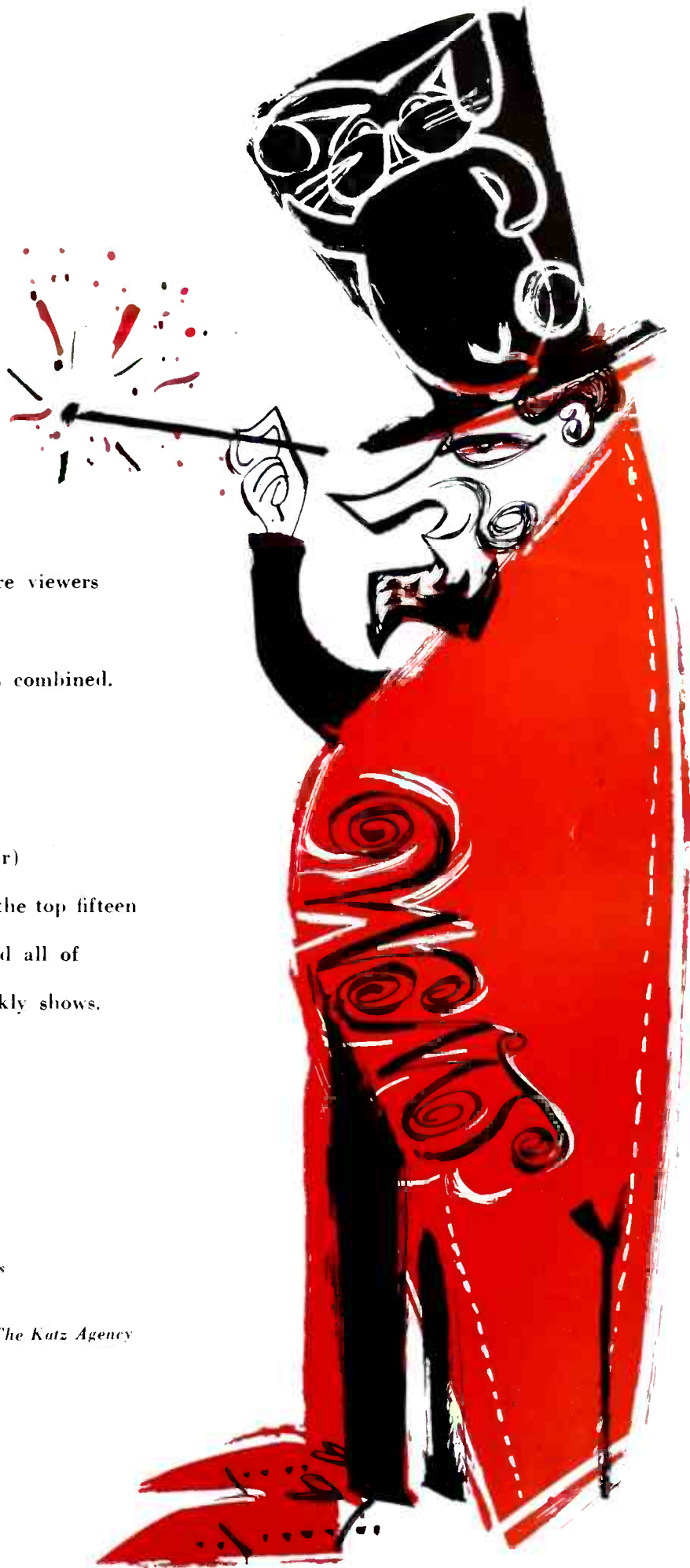
The new TelePulse
(like the one last year)
gives WMT-TV all of the top fifteen
once-a-week shows, and all of
the top ten multi-weekly shows.

WMT-TV

Mail Address: Cedar Rapids

CBS

National Representatives: The Katz Agency





McCANN-ERICKSON TV SHOWS

Climax!
Studio One
Shower of Stars
Disneyland
It's a Great Life
Wednesday Night Fights
The Lucy Show
Sky King
Death Valley Days
Stage Show
Mickey Mouse Club
Esso Reporter
Home
Today
Tonight
Garry Moore Show
Bob Crosby Show
Color Story Spread
Prescription for Living
Science in Action
Sohio Reporter
The Ohio Story

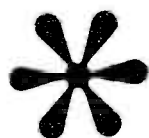
M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax!*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many, many others.

ME loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broadminded lot.)

In fact

McCann originates and produces *more* television throughout America (from I.D.'s to hour shows) than any other agency.



McCANN-ERICKSON, INC.

New York, Boston, Cleveland, Detroit, Chicago, Louisville, Houston,

Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

KGUL-TV
Galveston, Texas

1st

IN THE HOUSTON AREA ARB*

(January, 1956)

**WITH THESE
NUMBER ONE SHOWS**

1 **Half-Hour Participating Program**
Monday thru Friday
"My Little Margie"
6 P. M.

1 **Late Evening Participating Show**
Monday thru Friday
"The Late Show"
10:30 P. M.

1 **Farm Program**
Monday thru Friday
"Rural Reveille"
6:30 A. M.

1 **Night Time Feature Film**
"Weekend Theatre"
Friday at 10:30 P. M.

1 **Unduplicated audience for any
multi-weekly program**
Monday thru Friday
"My Little Margie" 6 P. M.

These top rated shows sell for your clients: all are available on a participating basis. Plan now to include these outstanding buys in your spot programs. See your CBS-TV Spot Sales Representative today.

kgulTV

**CHANNEL
ELEVEN**



SELLING GALVESTON, HOUSTON AND THE TEXAS GULF COAST MARKET

* Houston Area ARB covers Galveston, Harris, Brazoria, Chambers, Fort Bend, Liberty, Montgomery, and Waller Counties.

LONGSHOTS

BIG BOOST FOR FEATURES—IF P&G's six-agency committee gives go-ahead on either of two ventures. One is 90-minute showcase of top properties as major nighttime entry...company would like a network to tie up time and vehicles in solid package. Other project is possible conversion of CBS 4-5 p.m. daily strip to features...proper format being pondered. (See report on feature films in next month's issue).

EXIT OF ROBERT WEITMAN FROM ABC FOR CBS BERTH RAISES question of possible battle for control between theatre group, headed by AB-PT president Leonard Goldenson, to which Weitman belonged, and Robert Kintner-Ed Noble team. Kintner is unquestionably running network at present time, with full backing of Noble.

ARE NBC EXECUTIVE ECHELONS ALSO UNDERGOING BASIC RESHUFFLE? After 26 years with NBC, researcher Hugh Beville has been named a v.p. This could be harbinger of future changes under Sarnoff aegis.

WHERE DOES GLEASON GO NOW? Early ratings since switch to 8:00 p.m. suggest that real question is not whether "Honeymooners" can catch up with or pass Como, but whether gifted comic can really regain his one-time position as a rating powerhouse. Would return to last season's live, one-hour format do the trick?

TOM O'NEIL AND RKO TELERADIO CAN STILL BE ON THE HOOK if C.&C. sales campaign of the 742 RKO films strikes snag. Talk has it that O'Neil's signature was necessary before First National of Boston would lend Matty Fox 12 1/2-million dollars. And 8-million dollars received from Hughes for two films is on guaranteed sale basis--if Hughes doesn't gross that amount, RKO Teleradio is on line to make up difference.

LOWER-COST SPECTACULARS IN THE OFFING. ABC, believing competition has gone overboard in production costs, will try to bring them in close to \$100,000 mark next season.

NOW THAT EISENHOWER HAS DECIDED TO RUN, one network finally knows what price it will get for convention and election coverage. Client is reported to have asked for two-price deal based on expectation of differing viewer interest in conventions, depending on whether Ike would be candidate.

SUCCESS OF CBS'S EXTENDED MARKET PLAN (now just about sold out for nighttime) posing problem for reps. With hour cost per station, under \$50 with discounts, this is considerable competition for national spot prices for same stations.

ZIV SHO

"Mr. DISTRICT ATTORNEY"



Starring
DAVID BRIAN

Champion of the people! Here's proof!

28.1

ST. LOUIS

beats Robert Montgomery,
Arthur Godfrey, Milton Berle,
This Is Your Life and others.

ARB—Dec. '55-Jan. '56

31.5 BOSTON

23.9 SEATTLE-TACOMA

RENEWED BY
**CARTER'S IN
37 MARKETS!**

"I LED 3 LIVES"



Starring
RICHARD CARLSON

GRETA

"HIGHWAY PATROL"



Starring
BRODERICK CRAWFORD

An Award-Winning Performance
by Academy Award Winning Star!

38.7

DAYTON

beats Dragnet, Jackie Gleason,
Groucho Marx, \$64,000
Question.

ARB—Jan. '56

29.7 HOUSTON

32.9 TACOMA SEATTLE-

SELLING FOR
**BALLANTINE'S
IN 23 MARKETS!**

"THE MAN CALLED X"



Starring
BARRY SULLIVAN

NO. 1 RATE

**NOW! *2nd* YEAR
IN PRODUCTION!**
... Voted No. 1 NEW SYNDICATED FILM SERIES

**"SCIENCE
FICTION
THEATRE"**

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by OLYMPIA BEER in
• LOS ANGELES • SAN FRANCISCO • SAN DIEGO
• PORTLAND • SEATTLE-TACOMA • SPOKANE
• and 15 other west coast markets.

Also renewed in these markets:
• BUFFALO • PHOENIX • YUMA • MILWAUKEE
• PORTLAND, MAINE • GRAND JUNCTION, COLO.
• BALTIMORE • DETROIT • NEW YORK CITY • SALT
LAKE CITY • PHILADELPHIA • WASHINGTON, D. C.
• CHICAGO • ST. LOUIS • CLEVELAND • BOSTON

• SYRACUSE • CHARLOTTE • INDIANAPOLIS
• GRAND RAPIDS • GREENSBORO • ROCHESTER
• PROVIDENCE

. . . by these sponsors and stations:
• ARPEAKO • ARIZONA PUBLIC SERVICE • CENTRAL
MAINE POWER CO. • WISCONSIN OIL CO. • MESA
DRUG CO. • BROMO-SELTZER • KLAS-TV in LAS
VEGAS • WTVJ in MIAMI • KBTU in DENVER
• KRDO-TV in COLORADO SPRINGS • KTTS-TV in
SPRINGFIELD, MO. • WFAA-TV in DALLAS
• KERO-TV in BAKERSFIELD • KIDO-TV in BOISE
• KID-TV in IDAHO FALLS • WMCT-TV in MEMPHIS
• KVAL-TV in EUGENE, ORE. • WCCO in MINNEAP-
OLIS • KGGM-TV in ALBUQUERQUE • and others.



NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

THE **HOT** SHOWS
COME FROM ZIV!

Year in Production!
3.2
MILWAUKEE
Lundigan, What's My
Name Lucy, Milton
C. Keefe
PRICE—Dec. '55 ARB—Jan. '56

!!!

**NEW! ZIV'S
NEXT BIG
PING-GETTER!**

as a member of Society...



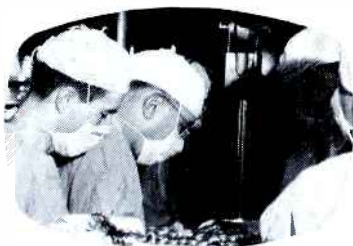
CRUSADE FOR CHILDREN...

For 17 consecutive hours on September 24 and 25, 1955, WHAS-TV conducted its second CRUSADE FOR CHILDREN, actually collecting \$183,000 for physically and mentally handicapped children of Kentucky and southern Indiana. Grants to a score of children's agencies were allocated by a board of ministers representing Catholic, Jewish, Protestant and Unitarian faiths.



CHILDREN READ TODAY...

In a 90-minute program on September 28, 1955, WHAS-TV in cooperation with city and county public and parochial schools demonstrated modern methods of teaching reading, then gave viewers opportunity to phone questions to the experts during the final 30 minutes.



RX:MD...

A 4-week series of half-hour documentaries with live and special film portions presented the story of the family doctor . . . his questions, answers, procedures and problems. Produced in cooperation with the Jefferson County Medical Society, many doctors, including the president-elect of the Kentucky Medical Society, took part.



INSIDE OUR SCHOOLS...

This fifth annual look inside local Kentucky and southern Indiana public and parochial schools presented 15 hours of actual classroom remote telecasts over a six day period from November 2 through 9, 1955, in connection with National Education Week. Special programs on school tax issues, double-session teaching, teachers' and students' view of schools supplemented the classroom telecasts.



BASIC CBS-TV Network

Now in its sixth year of telecasting, WHAS-TV continues its concentration on programming excellence. Participating advertisers know that in Louisville, WHAS-TV programming pays off!

Your sales message deserves the impact of programming of character.

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.

Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

focus on BUSINESS

March, 1956

Final returns on 1955 television business exceed even some of the most optimistic predictions. December's record network billings brought the year's total close to the \$407,000,000 mark. Receiver sales for 1955—439,084—represent an increase of more than 100,000 units over the preceding year's record.

Even from this early vantage point, there is little question that the records set in '55 won't last very long. With such factors as the boom in daytime and weekend sponsorship, increasing color activity, and the early start predicted for fall buying, 1956 should easily establish new records for the industry.

COST PER THOUSAND

February	\$3.12	August	\$3.74
March	2.98	September	3.55
April	3.23	October	3.64*
May	3.38	November	3.67
June	3.25	December	3.64
July	3.74		

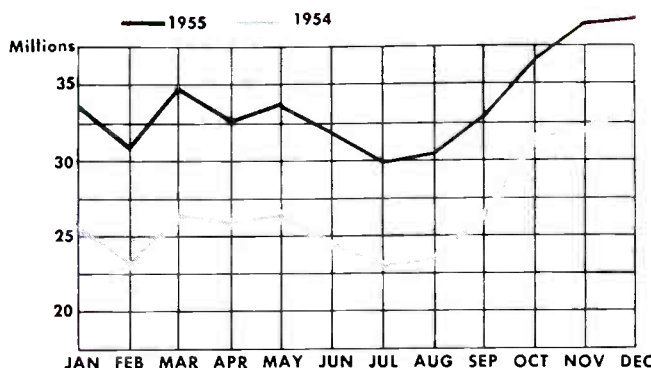
* This is an adjusted figure, based on new season's production cost changes. Previously-published October c-p-m was based on preliminary figures.

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 7:30-10 p.m. period during the week ended by ARB each month since February 1955.

Generally, the results reflect the seasonal nature of viewing—a low c-p-m index will correspond with a high-billing month, and vice versa. In the case of October and November, the deviation from the pattern is an expected result of the time lag before the season's new programs reach their full audience potential.

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

TV NETWORK BILLINGS



	Dec. '55	Dec. '54
ABC	\$ 6,301,578	\$ 3,994,832
CBS	17,086,161	15,060,653
DuM	—	1,457,436
NBC	16,010,878	13,047,419
Total	\$39,398,617	\$33,560,340

Source: PIB

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

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			FOR NETWORK BUYERS
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	% Sets-in-use by EST Total U. S.
7 AM	6.2	6.6	5.9	2.9
8 AM	14.4	15.8	8.7	8.9
9 AM	13.8	16.8	13.4	11.4
10 AM	16.3	17.7	11.8	14.0
11 AM	18.3	22.7	11.0	13.4
NOON	24.8	20.0	22.1	22.8
1 PM	14.3	14.8	13.6	14.5
2 PM	13.0	20.4	13.0	12.0
3 PM	19.8	15.9	10.1	18.7
4 PM	18.6	25.2	22.8	16.1

Source: ARB, January, 1956

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

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			FOR NETWORK BUYERS
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	% Sets-in-use by EST Total U. S.
5 PM	40.4	36.5	44.8	28.9
6 PM	38.4	41.3	49.4	31.7
7 PM	47.4	72.7	66.2	38.9
8 PM	76.9	75.3	75.7	65.4
9 PM	76.5	71.4	71.6	66.8
10 PM	67.3	45.0	52.6	63.2
11 PM	36.5	15.9	18.2	41.4
MIDNIGHT	13.4	3.4	4.3	20.6

Source: ARB, January, 1956

TV CIRCULATION

FEB. 1, 1956

Number of U. S. TV homes	34,550,000
% of U. S. homes owning TV sets	71.5%
Total number of TV markets	254
Commercial stations U. S. and possessions	437

Source: TELEVISION MAGAZINE

TV RECEIVERS

	Dec. '55	Dec. '54
Production	604,626	833,423
Retail Sales	933,467	1,093,702

Source: PFTG

focus on

PEOPLE

During the course of every broadcast season, there will be a handful of advertisers whose campaigns, either in approach or scope, reach beyond established concepts. The four companies represented on this page fall into this category, and their recent or current activities in the medium may well affect the future pattern of all television advertising.



David L. Yunich (l.), president of Bamberger's (Macy chain's Newark outlet), and Irving R. Rosenhaus, WATV head, whose recent million-dollar deal represents a bold use of TV by a member of the video-shy department-store group. Bulk of Bamberger's extensive air schedule (currently 42 spots and four sponsored quarter-hours per week on TV alone) is being financed by vendor money. A Harvard Business School and Macy training squad grad, Yunich was named president of Bamberger's last year.



There is little question that "Bert and Harry," animated-cartoon mouthpieces for Piel Brothers' beer advertising on TV, are the season's most original and talked-about commercial personalities. Offbeat campaign, according to advertising and promotion director Thomas P. Hawkes, was designed to reflect the "warm, friendly spirit of the Piel organization and its product." Born in New York City, Hawkes joined the company 14 years ago and attained his present post last year.



As its advertising manager, Torrence M. Hunt played a major role in Alcoa's pioneer use of a new television pattern—"vertical saturation." In a one-day pre-Christmas blitz, the company bought into eight NBC network shows. Success of relatively low-cost experiment illustrates the versatility of network TV and will undoubtedly prompt others to follow suit. (Full story on "Alcoa Day" in April issue.) Native of Pittsburgh and Williams College grad, Hunt came to Alcoa as a sales engineer in 1947.



Size of Robert Hall Clothes' current spot saturation campaign is unique in TV, particularly for a retailer. Heaviest barrage—some 1,500 TV spots per week in 75 cities—was loosed in conjunction with opening of 20 new outlets. Says Frank B. Sawdon, ad and sales v.p.: "Spot TV can be used successfully by a retailer if it is appreciated as a real, not supplementary, medium." Chicago-born Sawdon has been with the company since its inception in 1940.

MORE AUDIENCE* THAN

ANY STATION IN CINCINNATI

..... THAT'S WHAT

WNBF-TV, BINGHAMTON, N.Y.

DELIVERS DAY AND NIGHT

SEVEN DAYS A WEEK-AT

LOWER COST PER 1000.

YOUR BLAIR-TV MAN HAS

THE EVIDENCE FOR YOU.

*Also more audience than
any station in Washington, D. C.,
Houston, Minneapolis-St. Paul
and other major markets.
Telepulse, December, 1955.



Channel 12
NBC-TV • ABC-TV



FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

UP TO THE MINUTE NEWS — Both local and national news coverage, dramatically televised in full color from last minute reports.

WEATHER NEWS—United States Weather Bureau news from WBAP-TV's own modern weather studios.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

LATEST
SET
COUNT

540,930

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

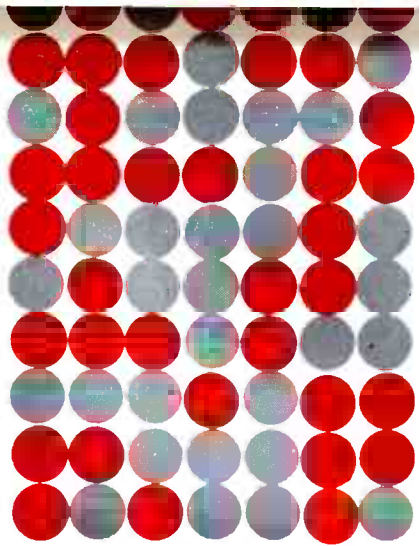
HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

Color Letter



AS OF MARCH . . .

Latest industry estimates have it that 193 stations, in 134 cities, can now transmit network color, 65 stations are equipped for color film and slide originations . . . Most recent additions to list of stations with live-color equipment are: KOMO-TV, Seattle; KJEO-TV, Fresno; WSAZ-TV, Huntington; WTVJ, Miami. This brings total to 23 . . . Estimates on color receiver sales to date run a wide gamut. Most sources place the figure somewhere in the 45,000-50,000 bracket . . . RCA, for one, is determined to swell this number at least five-fold by the end of the year, its own '56 production quota is in excess of 200,000. That company means business is demonstrated by the more than \$5,000,000 it poured into conversion of its Bloomington plant to tint-set-per-minute production . . . RCA's corporate subsidiary NBC, in meantime, has joined BBDO in financing of Advertest "ColorTown" study, which will provide twice-yearly reports on effects of color-set ownership on family habits.

FROM THE NEWEST "LIVE COLOR" STATIONS

KOMO-TV made color news with color news when it telecast its 6:30 p.m. newscast, *Deadline!*, in live color and color spot news film. For its daily color test pattern, station uses color films of its "Miss Color-vision of 1956."

KJEO-TV, one of the few UHF outlets to be so equipped, is transmitting its 2-2:30 p.m. *Del Gore Show* in color at least three days per week.

WSAZ-TV tied in its entry into regular live colorcasting with a half-hour closed-circuit presentation for some 200 RCA-Victor dealers. The special telecast was sponsored by Van Zandt Supply Company, central Ohio Valley RCA distributor. For its first regularly-scheduled colorcast, station chose the Monday-Friday *Current*, a woman's interest feature now telecast in color three days weekly. Also slated for tint treatment: *Aunt Drew*, another Monday-Friday strip. Says v.p. and general manager Lawrence H. Rogers: ". . . we are looking forward to the not-too-distant future when substantially all television will be color television."

COLOR'S EMOTIONAL IMPACT ADDS EXTRA DIMENSION

Over and above the copy content of his commercial message, the TV advertiser's use of colors alone can induce specific emotional responses in viewers. Though there are individual variations, studies have shown a fairly consistent pattern of reaction to color. Generally speaking, warm colors stimulate and cool colors subdue. Valuable data along these lines can be obtained from the periodic reports on psychological aspects of light and color issued by DuPont's Fabrics and Finishes department. Findings of similar DuPont studies will be reported in this column from time to time.

To next page

MARTIN KANE
 Manager of
 Time Buying
 Ogilvy, Benson
 & Mather, Inc.



For over 18 months time buyers around the country have been telling you in these ads about a fine station in one of America's most important markets. Like them, I, too, call on my buying experience and can highly recommend WNHC-TV. For instance, check the cost-per-thousand figures on their morning Breakfast Playhouse show or, at the other end of the program schedule, the Nitecap Theater. Either one can sell for you in the Southern New England market.

Time buyers who check the facts always
 choose WNHC-TV.

COVERS CONNECTICUT COMPLETELY
 316,000 WATTS MAXIMUM POWER
 Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.

WNHC

Channel 8 • Television

color letter *From preceding page*

COLOR TV SPARKS NEW ERA IN POINT-OF-SALE ADVERTISING

The Owens-Corning Fiberglas Corporation's "Color Cavalcade," whose ten-month tour of department stores in 33 cities was launched in Miami last month, marks the first extensive use of color television as an adjunct to retail merchandising. In this mammoth merchandising effort, Fiberglas products are to be shown in full color over closed-circuit TV in each store. Company expects these in-store colorcasts to provide a strong stimulus to impulse buying.

WHAT SOME OF THE "VETERANS" HAVE BEEN DOING

Getting ready for the impending revolution in package design being sparked by color TV, Atlanta Paper Company held a seminar on the subject, in conjunction with that city's WSB-TV. Experiments, using soft drink cartons, were conducted on color as well as monochrome cameras. Says Atlanta Paper's Robert Gerson: "Product identification through color and design will . . . be . . . deeply impressed on the mind and eye of the consumer, making selection at the retail level almost automatic . . . Your carton on the shelf or 'on camera' is your star salesman and color is its most important asset."

Bay Area's KRON-TV hosted special color clinic opening the three-day Western Radio and Television Conference in San Francisco. Clinic covered such subjects as: programming problems, availability and quality of color film, commercial integration, selection of colors to achieve equally effective monochrome and color reception.

Produce advertising on TV should get a strong lift from color. In New Orleans last month, the National Convention of the United Fresh Fruit and Vegetable Association viewed a closed-circuit color demonstration of modern packaging and merchandising methods for fruits and vegetables. Colorcast was produced by WDSU-TV for C-7 Lettuce Shippers of Arizona and California.

NBC flagship WRCA-TV is devoting the bulk of its on-the-air promotions to color shows. Sample announcements: "This is the year—Color is here," and "Channel 4—the Colorful station."

"We can televise anything in color that can be done in black-and-white," reports Aaron Britton, color coordinator for Oklahoma City's WKY-TV. Station has sunk some \$300,000 into equipment and shot over 450 hours of live color since its April 1954 tint debut. Some of its outstanding colorcasts: production of half-hour NBC feed from the National Square Dance Festival, hour-long colorcast of Oklahoma City Symphony Orchestra concert in difficult low-key lighting, closed-circuit of a major surgical operation from a studio converted to an operating room. Current weekly schedule carries five hours of local live color.

In order to stimulate its advertisers to experiment with color film (16 mm) and slides (35 mm), Detroit's WWJ-TV is programming *Colorland*, a five-day, fifteen-minute color travelogue. Station offers color service at no extra charge, pending increase in area's estimated 500-1,000 sets.

BANK ENCOURAGES COLOR SET SALES

Philadelphia RCA distributor Raymond Rosen & Co., expects major boost to set sales from favorable credit system instituted by Philly's largest bank: First Pennsylvania Banking & Trust has established a 10%-down-24-months-to-pay setup for color (compared to 15%-24 months for black-and-white). Bank wrote appliance-dealer customers: "It is our judgment, based on an analysis of the ever-growing number of color TV shows on the air, that color TV receivers are a desirable investment now and will become even more so in the future." Rosen, who reported sale of 100 color sets during one week last month, attributes much of this success to its free home-demonstration program. According to president Thomas F. Joyce, home demonstrations "have a big psychological effect, with people feeling that the product has arrived if dealers are willing to demonstrate it free." END

now for 1956 ...

THIS IS
MCA
TV

FILM SYNDICATION

america's no. 1 distributor of television film programs



serving you
with ... **30** offices ...

only

MCA TV

FILM SYNDICATION

has a show for
every product,
every market,
every budget!



only

MCA TV

FILM SYNDICATION

has this kind
of merchandising,
advertising and
publicity follow-up
for your
TV sales campaign!

make them
STOP,
make them
LISTEN,
make them
LOOK!

MCA TV offers every advertiser award-winning* promotions to build bigger audiences for your commercials...

- Action-packed ads in mat form... ready for immediate release to newspapers and TV magazines
- "Star material" . . . biographies, glossy photos, column items, action and portrait shots
- Story synopses, newspaper and magazine articles, pre-opening, opening and follow-up releases
- Personal appearances by your star in the markets of your choice
- Prestige-building show coverage by syndicated columnists
- Powerful on-the-air promotion . . . announcements, trailers, slides, telops
- Crowd-stoppers galore . . . posters, window streamers, counter cards, throwaways, stickers, envelope stuffers, etc. . . . *at less than cost*
- Personalized commercials — delivered by the star of your show

* **FIRST PRIZE** for audience promotion won by MCA TV Film Syndication Division in The National Annual Poll

only

MCA TV

FILM SYNDICATION

has a show for
every product,
every market,
every budget!



WALTER GREAZA

FEDERAL MEN

Thrill-packed dramas based on actual cases from the files of the U. S. Treasury Department. First-run-off-the-network after a sensational 5-year national sponsorship by the Bordeh Company and Chevrolet. Now it can sell for you!

39 half hours



Western Features Start

GENE AUTRY

Hottest program category on — lowest cost per thousand in syndication! Top-budget Republic Pictures Corporation featuring Gene Autry and a cast of supporting players.

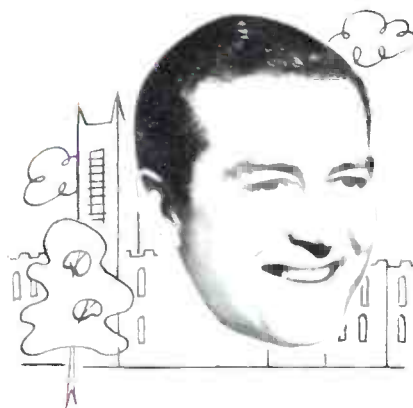
56 hour-long features

GUY LOMBARDO

and his ROYAL CANADIANS

America's No. 1 Musical Favorite hits the TV top! Each film features a famous girl vocalist, guest stars, and the entire Lombardo aggregation with "the sweetest music this side of heaven."

78 half hours



THE

RAY MILLAND

SHOW

Oscar-winner Ray Milland funniest as a witty, girl-beat professor of dramatics. A comedy that tickled millions straight years on the CBS with General Electric sponsorship.

76 half hours

JOHN HOWARD

DR. HUDSON'S SECRET JOURNAL

The first TV dramatic series taken from the inspired writings of Lloyd C. Douglas, best-selling author of The Robe. John Howard an immediate hit as the courageous doctor endowed with a strange power.

39 half hours



LOUIS HAYWARD

THE LONE WARRIOR

Louis Hayward stars as the most famous adventurer, evil and intrigue. No expense has been spared in this pulse-quick series filmed round-the-world.

39 half hours

BILL WILLIAMS

ADVENTURES OF KIT CARSON

The #1 Western of all Westerns! Sponsored nationally by Coca Cola for four years, it stars Bill Williams as the famous frontiersman. 52 of these true-to-history films are first-run in all but 12 markets.

104 half hours



HEART OF THE CITY

One of the most popular news series to hit TV! Captures a nation and drama behind the lines. Pat McVey, Jane Norton. (Also known as "City Assignment").

91 half hours

MARK STEVENS

HEADLINE

Mark Stevens portrays crusading editor, Steve Wilson, in this series that played the network as "Big Town." High-budget, documentary style shows filmed on location at the Los Angeles Times.

39 half hours



PAUL HARTMAN

PRIDE OF THE FATHERS

A hilarious comedy series for the entire family. Stars Paul Hartman, the incomparable zany by millions. Try an audiotape laugh your head off!

40 half hours

ures Starring

AUTRY

category on the air
r thousand homes
pp-budget Republic
tion features star-
and a cast of top
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ures



PRESTON FOSTER WATERFRONT

Year's greatest syndicated film hit.
#1 rating in myriad markets. Pres-
ton Foster turns in his greatest per-
formance in these dockside dramas
with a family background. Realis-
tically filmed in picturesque Los
Angeles harbor.

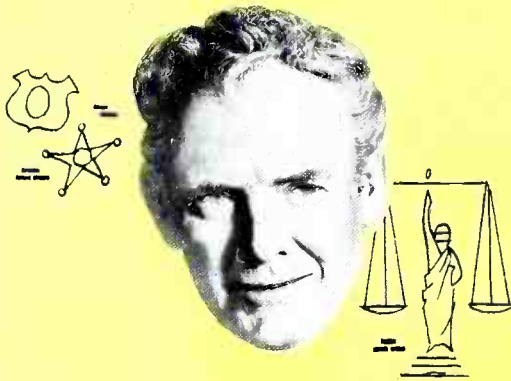
78 half hours

IE

MILLAND

OW

ly Milland at his
fty, girl-bedevelled
amatics. Situation
ed millions for two
the CBS network,
tric sponsoring.



CHARLES BICKFORD MAN BEHIND THE BADGE

As host and narrator, Charles Bick-
ford takes viewers on true-life cases
with courageous law-enforcement
officers. Taut first-run dramas filmed
expressly for syndication following
a tremendous network stint.

39 half hours

AYWARD

THE WOLF

ars as the world's
lventurer, fighting
. No expense has
is pulse-quicken-
nd-the-world.



Western Features Starring ROY ROGERS

Hottest program category on the air
— lowest cost per thousand homes
in syndication! Top-budget Repub-
lic Pictures Corporation features star-
ring Roy Rogers and a cast of top
supporting players.

67 hour-long features

THE CITY

popular newspaper
Captures all the ac-
behind the head-
y, Jane Nigh star.
("City Assignment.")



CURTAIN CALL

Big stars win big ratings in this pre-
stige anthology of great dramas. Lew
Ayres, Joan Bennett, Miriam Hop-
kins, Thomas Mitchell, Gloria Swan-
son, Ann Sheridan, Claude Dauphin,
Laraine Day, many others.

39 half hours

ARTMAN

FAMILY

dy series to amuse
. Stars Paul Hart-
arable zany loved
an audition, and
off!



ROCKY JONES SPACE RANGER

For the kids! — breathtaking rocket-
ship adventures with Rocky and his
young "Space Ranger" pal, Bobby.
The first and foremost of all space
shows. Ask your MCA TV salesman
to show you its full success story!

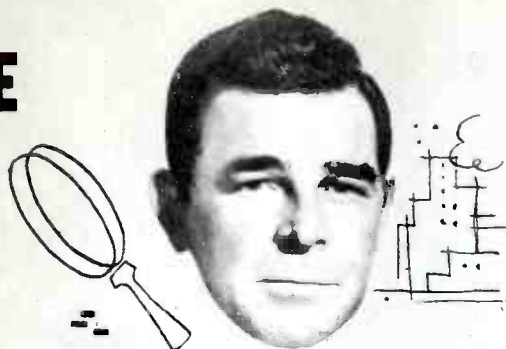
39 half hours

ROD CAMERON

CITY DETECTIVE

A spellbinding series of metropolitan mystery and adventure starring the inimitable Rod Cameron. In its fourth year of successful selling . . . City Detective's popularity continues unabated in market after market.

65 half hours



THOMAS MITCHELL

MAYOR OF THE TOWN

Drama full of the warmth and humor of America's grassroots. "Mayor" Thomas Mitchell gives a twinkling performance worthy of his Oscar award. No. 1 syndicated series in Chicago month after wonderful month. Huge ready-made audience.

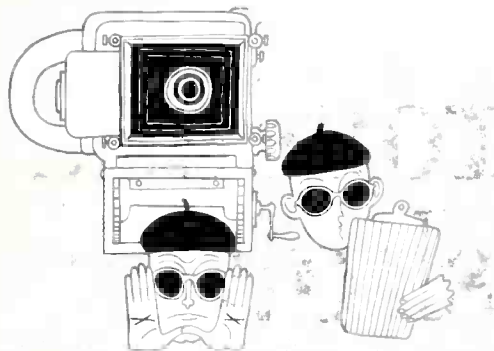
39 half hours



FAMOUS PLAYHOUSE

Syndication's most popular anthology of comedy, mystery, drama and adventure. Studded with famous Hollywood stars. New films added continually. "Famous Playhouse" is highly rated wherever shown!

Over 250 half hours



ALAN HALE, JR. RANDY STUART

BIFF BAKER, U.S.A.

Suspenseful, intriguing dramas filmed in the romantic cities of the world. Alan Hale, Jr. and Randy Stuart play a typical American couple who run the gauntlet of thrills and danger.

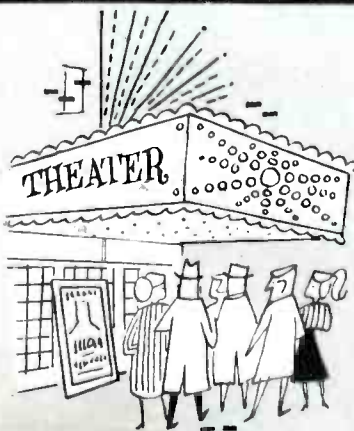
26 half hours



PLAYHOUSE "15"

Unique quarter-hour dramas running the gamut of adventure, mystery, comedy. Surprise endings with a terrific wallop. Perfect for strip scheduling! Filmed by the renowned Bernard Prockter, it spells "hard sell."

78 quarter hours



ercial

commercial team?

ils, McCann-Erickson, Inc.

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know how best to achieve the
advertising man—with com-
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To page

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City Assignment.")

ARTMAN

FAMILY

ly series to amuse
Stars Paul Hart-
arable zany loved
an audition, and
off!



Stop press!

**THREE GREAT NEW FIRST-RUN
SERIES FILMED EXCLUSIVELY
FOR THE SYNDICATION
MARKET...**

**MCA LEADS THE WAY TO
A BANNER YEAR FOR THE
LOCAL AND REGIONAL BUYER!**

First '56 Release

the rosemary clooney show

*Most expensive, most talented, most IMPORTANT
new TV film series ever offered for syndication!*

AVAILABLE IMMEDIATELY — your biggest bet for massive audience appeal

Clooney sings, Clooney charms, Clooney woos and wows viewers (and sells!) like nobody else in show business!

- CO-STAR WITH BING CROSBY in Paramount's all-time-high-gross "White Christmas"
- 12,000,000 Clooney Columbia records including sensational "Come On-A My House" and "Tenderly"
- JUKE BOX QUEEN year after year . . . TV-RADIO NETWORK STAR

NOW — ROSEMARY CLOONEY sings and sells for you! Nelson Riddle and his orchestra . . . the "Hi-Los" and outstanding top-of-the-top guest star talent each week . . . 39 stunning half hours featuring current hit songs in every show!

**ALREADY SOLD to FOREMOST DAIRIES, Inc.
IN 57 CITIES PRIOR TO RELEASE**

This series will not wait — call MCA today!

Watch for spectacular second and third releases later this year from MCA TV!



McMahan on the commercial

Who should run the agency commercial team?

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

Who's on first? Who is the top man on the agency creative team for the television commercial? The writer, the art director or the agency producer? Should the agency go outside for basic creative work?

These are the obstreperous questions of the business as television zooms higher in agency billings, outmoding operational machinery and tightening the field of trained manpower.

There are at least three plans in the works among major agencies for the creation and production responsibility of television commercials. Most plans stem from the equivalent handling of print advertising and fail to recognize the greater creative complexities of the television commercial and the shortage of comparable individual skill and experience.

Writers in television simply haven't mastered their craft as well as the print boys in these ten harum-scarum years of television (only five of national network cable, mind you!) And, actually, their audio-visual craft requires a broader knowledge.

The ideal TV-commercial writer would be one who has experience in three fields so he may dominate the task before him and create his script with a single, sharp perspective. He should be: a writer—with creative skill in graphic ideas, and the words and pictures that communicate these ideas to others; a craftsman—with experience in the techniques of film and live television, to know how best to achieve the maximum potential of the medium; an advertising man—with competent knowledge of his objectives and television's place in the overall selling strategy for his product.

Such a combination in one person is rare. A decade of commercial television has developed only a handful who can do this complete creative task successfully. As an alternative, the advertising agency has come to rely on a creative team of three or more specialists to accomplish the single purpose.

This arrangement, however, is not always entirely satisfactory. There are faults when too many work on the basic writing of the commercial. The perspective may be lost. The script may have to be revised and repaired too many times and the result may be patchwork.

Creatively, complete democracy is impractical. There must be one dominant figure to keep an eye on the objective and correlate the contributions of the others to a single well-defined end.

In the early days of commercial television, there were many competent film writers and producers who knew their own craft thoroughly

To page 27



Harry: We're the Piel Brothers. I'm Harry . . . and he's Bert . . . to tell you why. . . .
Bert: He means Piel's tastes best. Tell them right out, Harry.

THIS MONTH'S CHOICE

Television audiences outside of New York are missing a highly delightful new series of commercials for Piel's Beer, a regional product. Fresh, amusing, and with a delightfully subtle sell, the minute spots are setting a new high in trade comment and viewer applause.

Cartooned by UPA and voiced by the ever hilarious team of Bob and Ray, the series features the mythical "Piel Brothers." The short one is Bert, brash and impulsive in trying to sell the product, quietly interrupted by slow, conservative Harry who wants to keep the facts at low pressure.

Young & Rubicam's Ed Graham and Jack Sidebotham are responsible for the idea and storyboard, respectively. Quite a few others contributed to the series while it was in preparation. The design is a unique cartoon brush treatment with a pen-and-ink simplicity.

Leader!



The last time we were rash enough to venture such a bold prediction was when **Captain Kangaroo** made its bow on CBS Television. Nielsen's latest report rates it 45% higher than its competition. A gratifying report for us, and a profitable one for its growing list of sponsors.

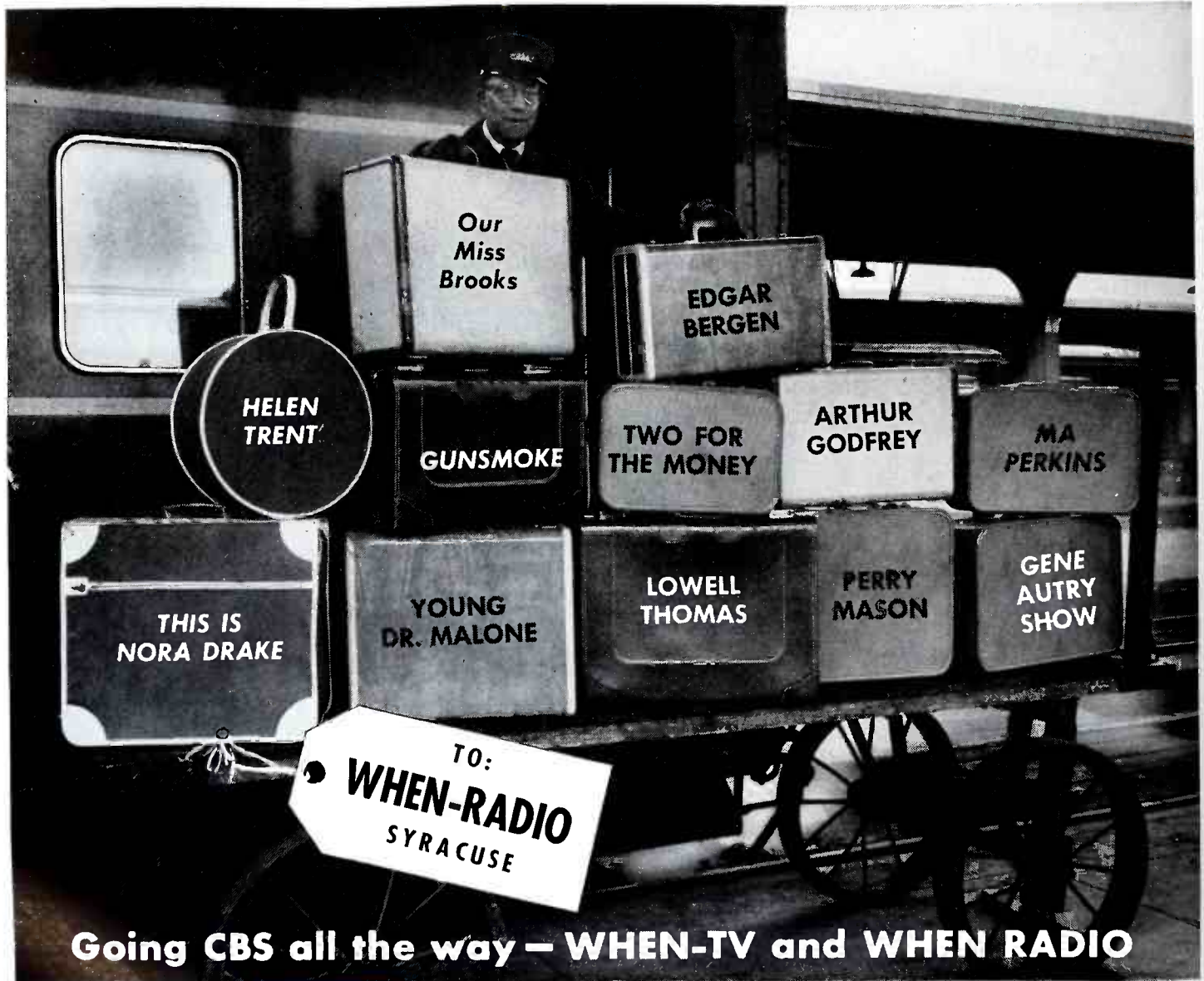
CBS Television

Leader?



On Monday February 20, from 7 to 8 am, one of America's most genuine and appealing personalities began his new program on CBS Television... **"Good Morning!" with Will Rogers, Jr.** We are certain it will soon become the most popular entertainment in its time period.

Arriving **WHEN**-radio...April 1



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	ABC	CBS	ABC	CBS	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

but failed to understand advertising viewpoints. Similarly, competent advertising men found themselves baffled by the techniques required by this unfamiliar audio-visual medium.

Since it is difficult to get a solid grounding in either the advertising field or in the field of film and television production in anything short of years, few people have had the opportunity to learn both well simultaneously.

It may be another decade before a sufficient number of ideal writers are developed to take care of the industry's obvious needs. In the meantime, teamwork is in order, and there are several approaches. Three methods of team operation are: the step-by-step, or assembly-line, method; the agency conference and collaboration technique; agency-producer collaboration.

In the step-by-step or assembly-line method, writers receive the assignment and prepare the commercial script, which then goes to art director for storyboards or sketches of key scenes. The agency then submits it to the client or sponsor for approval. Finally, it goes to either the film or live production department for actual translation to the medium.

The hazards of such an operation are fairly obvious. In a creative work the perspective may be changed many times before it is finally brought to life. There is lacking the one dominant controlling figure who must keep perspective correctly focused and be responsible for the success of the venture.

A second plan uses the simultaneous collaborative efforts of writer, art director, film (or live) television producer—all members of the agency's television department. In conference they examine the data on the assignment and discuss the possible solution to the problem before any writing is done.

This method can be successful if primary responsibility and authority are delegated to one man rather than to the group as a whole. In most cases, this one man logically would be the writer, since the basic creative concept is generally his. He, in turn, should draw on the production man for suggestions in translating his ideas to film or live television, and he should also consult the art director on the styling and design of the commercial. The art director, in order to be as useful as his print colleague, needs at least a working knowledge of scenic design, camera lens characteristics, animation requirements, and advertising objectives.

Production men, for both live and film television, should be competent personnel, able to go into a studio and produce and direct. These, too, may be difficult to find because it is no small task to combine the talents of film production with a knowledgeable experience in visual advertising. Live TV or film craftsmanship alone will not accomplish the desired end, because the television commercial generally requires a different approach and different types of lighting, camera work, direction, and editing.

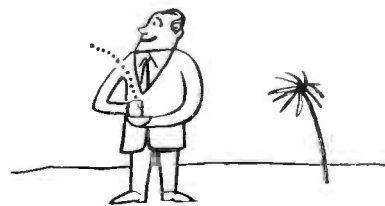
For instance, most commercials are in high-key lighting, bright in mood and atmosphere. Camera work deals more in close-ups than other types of production. Special lenses and handling are often required. Direction must always consider the advertising requirements of the message, yet never insult the intelligence of the viewer. Editing, or cutting, invariably is faster in tempo and uses many opticals to condense action into a shorter time limit.

It seems obvious that, on any commercial, the writer is the one man who can prevent most failures in its later production. His knowledge of production techniques is mandatory to avoid budget waste on costly impractical scenes.

Then, the detail and clarity with which his script is written holds the key to successful interpretation by other creative men. Each scene and each action must be described so expertly that only one picture is created in their minds.

But in these adolescent days of the television commercial, the responsibility and authority of successful work is bound to vary more according to the manpower available than to operational charts. Strong writers will dominate their assignments, while at the same time, strong producers will arise and likewise prove their merit.

So the problem is more manpower than method. The fact remains that hazards are greater in the creation and production of television commercials than in any other form of advertising. Advertising agencies are beginning to recognize this and adjust operationally, but nothing will solve this problem as successfully as the development of more and better craftsmen. This is the job the industry has neglected. END



FLAT ASSERTION

The highest point in our coverage area is 203 ft. above sea level. No wonder our maximum powered signal gets home to an area containing 313,428 tv sets.

WMBR-TV

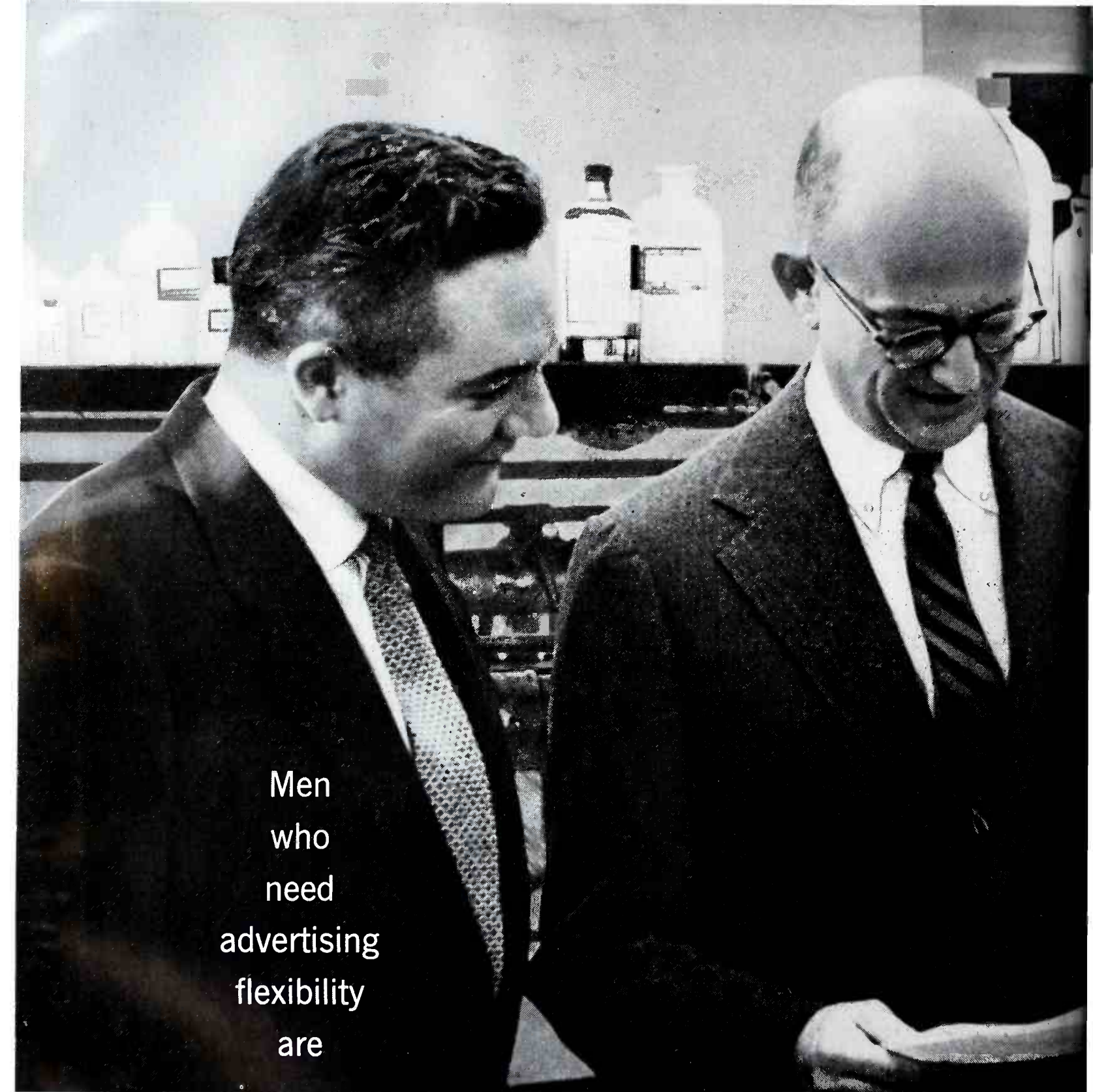
Jacksonville, Fla.

Basic CBS

Channel 4

CBS Television Spot Sales

Operated by The Washington Post
Broadcast Division



Men
who
need
advertising
flexibility
are

**SOLD
ON
SPOT**

Grove Laboratories and its agency, Harry B. Cohen Advertising Company, are Sold on Spot as a basic advertising medium.

As the weather turns cold in various sections of the country, Grove Laboratories puts a large part of its advertising budget for 4-Way Cold Tablets into Spot TV and Spot Radio.

This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at a low cost in selected key markets, and has helped make 4-Way the largest selling cold tablet in the United States.



spot can do the same for you on the stations represented
 NBC Spot Sales in fourteen major markets, accounting
 8% of the nation's retail sales.

*Left to right: GENE K. FOSS, V.P. in charge of Advertising, Grove
 Laboratories, Inc.; JAMES H. GROVE, Pres., Grove Laboratories, Inc.;
 HARRISON MULFORD JR., TV Representative, NBC Spot Sales;
 HARRY B. COHEN, Pres., Harry B. Cohen Advertising Co., Inc.*



SPOT SALES

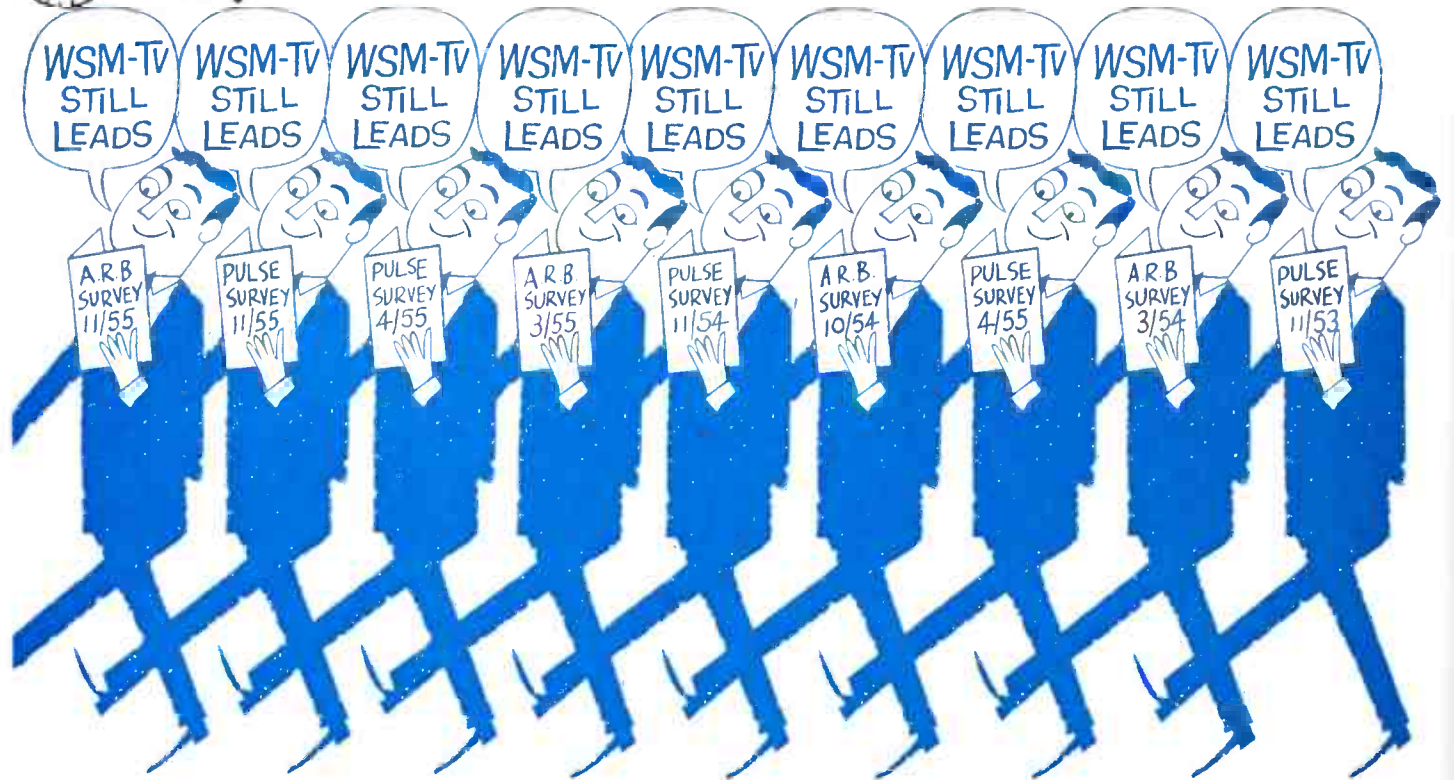
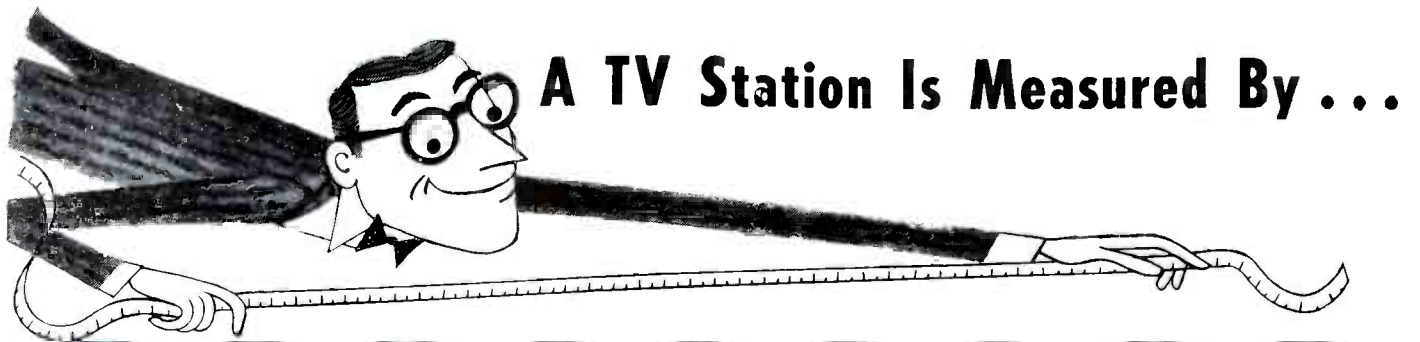
30 Rockefeller Plaza, New York 20, N. Y.,
 Chicago, Detroit, San Francisco, Los Angeles, Charlotte*,
 Atlanta*, Dallas* *Bomar Lowrance Associates

**NBC Spot Sales Represents
 TELEVISION STATIONS:**

WRCA-TV, New York
 WNBQ, Chicago
 KRCA, Los Angeles
 WRCV-TV, Philadelphia
 KSD-TV, St. Louis
 WRC-TV, Washington, D. C.
 WBUF-TV, Buffalo
 KOMO-TV, Seattle
 KPTV, Portland, Ore.
 KOA-TV, Denver
 WAVE-TV, Louisville
 WRGB, Schenectady-Albany-Troy
 KONA-TV, Honolulu, Hawaii

**NBC Spot Sales Represents
 RADIO STATIONS:**

WRCA, New York
 WMAQ, Chicago
 WRCV, Philadelphia
 KNBC, San Francisco
 KSD, St. Louis
 WRC, Washington, D. C.
 KOMO, Seattle
 KOA, Denver
 WAVE, Louisville
 KGU, Honolulu, Hawaii
 and the NBC
 WESTERN RADIO NETWORK



...Its AUDIENCE!

Of the top 10 shows in this three-station market,
7 are on WSM-TV . . . Survey by A.R.B., November, 1955

That's the latest in a long parade of ratings—all of which showed WSM-TV far out in front. By every audience yardstick, WSM-TV is clearly Nashville's #1 TV station—and always has been. A rating of this market by The Pulse, Inc., was taken also in November, 1955, immediately preceding the A.R.B. rating cited above. Using a much larger sample of homes, it reflected even more favorably on WSM-TV, reporting that 9 of the

top 10 multi-weekly shows and 10 of the top 15 once-a-week shows are on WSM-TV.

And when it comes to comparing TV stations, there's no substitute for audience.

There *are* other important yardsticks, of course—coverage, sales results, experience, initiative, public service, and programming (to name just a few). In these respects, too, WSM-TV still leads. For proof of this, watch for our sequel ads in this "Measuring A TV Station" series.

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

Luncheon



with Linnea

How media and TV-film people can work together

As a result of the January column being done without benefit of luncheon, I decided I'd better pay my debts—and so called those I'd previously cancelled out.

Eldon Campbell; Jim Luce, associate media director of J. Walter Thompson Company; and Bob Rodgers, New York City supervisor of NBC TV Films, came as "post mortem" guests. I thought it was about time Fred Kugel got into some of this conversation, so suggested he come along and bring his guest, Ted Kelly, manager of radio-TV time-buying at McCann-Erickson.

The January column on film resulted in considerable comment and correspondence, but so much of our luncheon time was spent in discussing the newspaper tirade against television advertising that I can't avoid mentioning it here.

There was some disagreement within our group as to whether TV should fight back by using tactics similar to newspapers, or simply by building up television.

Fred Kugel felt there was a definite educational job to be done, particularly on the local level where many retailers think in terms of total newspaper circulation and compare it to individual program ratings. Fred thought it high time that more print advertisers were made aware of the research available on readership of newspaper ads.

Eldon says we should fight a real war—fight fire with fire. But I have always been of the opinion that it is better to concentrate on

To page 33



With Linnea Nelson are (l. to r.) Fred Kugel, TELEVISION MAGAZINE; Bob Rodgers, NBC TV Films; Ted Kelly, timebuying mgr., McCann-Erickson; Jim Luce, assoc. media director, J. Walter Thompson; Eldon Campbell.

do
it
yourself



WGAL-TV

LANCASTER, PENNA.

NBC and CBS

BUY

the Channel 8

Multi-City

Market.

Consider the

facts:

population—

3½ million;

TV sets—

917,320;

yearly effective

buying income

—\$5½ billion.

Channel 8 Multi-City Market



Harrisburg
York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Carlisle
Sunbury
Martinsburg

Reading
Lebanon
Pottsville
Hazleton
Shamokin
Mount Carmel
Bloomsburg
Lewisburg
Lewistown
Lock Haven
Hagerstown

316,000 WATTS

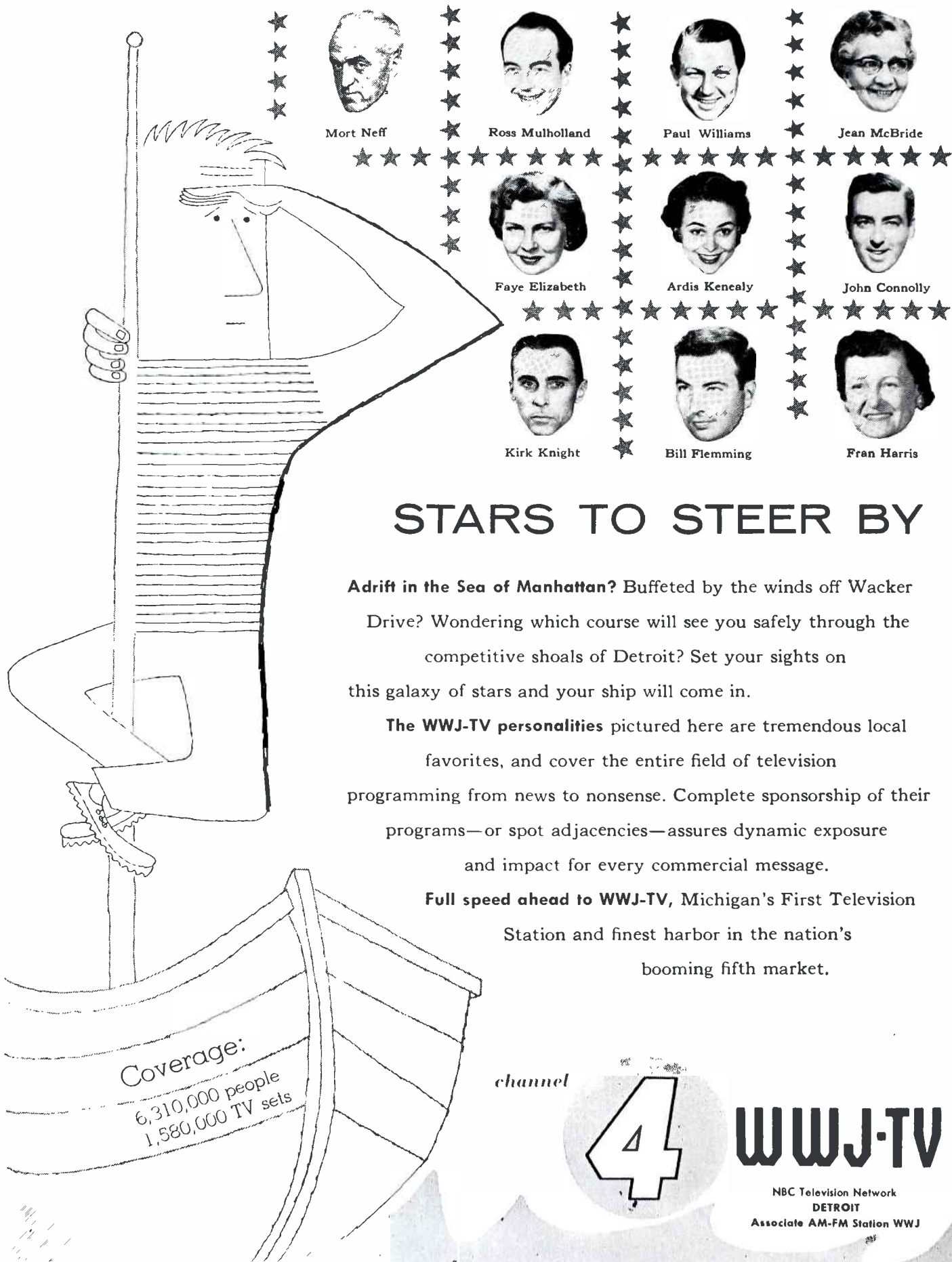
STEINMAN STATION
CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, INC.

New York
Los Angeles

Chicago
San Francisco



Mort Neff

Ross Mulholland

Paul Williams

Jean McBride

Faye Elizabeth

Ardis Kenealy

John Connolly

Kirk Knight

Bill Flemming

Fran Harris

Coverage:
6,310,000 people
1,580,000 TV sets

STARS TO STEER BY

Adrift in the Sea of Manhattan? Buffeted by the winds off Wacker Drive? Wondering which course will see you safely through the competitive shoals of Detroit? Set your sights on this galaxy of stars and your ship will come in.

The **WWJ-TV personalities** pictured here are tremendous local favorites, and cover the entire field of television programming from news to nonsense. Complete sponsorship of their programs—or spot adjacencies—assures dynamic exposure and impact for every commercial message.

Full speed ahead to WWJ-TV, Michigan's First Television Station and finest harbor in the nation's booming fifth market.

channel

4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
National Representatives: FREE & PETERS, INC.

building up what you believe in and what you are selling rather than waste time on emphasizing the "enemy." Jim Luce had very much the same thinking. From what I gather, this seems to be the opinion of the TVB and I hope the majority will go along with their ideas.

A few who read this will find the comment rather familiar. . . . I used to tell some of the salesmen, "Stop unselling the other network or station and concentrate on selling your own. All you're doing is making me give time to thinking more about the other one!"

Besides, we're not fighting a war to the death. We need all media and the growth of the advertising dollar indicates there is room for all. With each addition the percentage is divided further—but the total over-all dollar volume continues to go up.

But back to films for TV programs. Some of our group had left the luncheon when Ted Kelly, Bob Rodgers, and I returned to the subject. Bob finds himself becoming more and more active with timebuyers, to a point of helping them find available time when he has the right program.

He and Ted were also discussing the fact that often, after the agency program man has selected the film show to be used, there might be an even more desirable one available in a single market. Here the buyer has an opportunity to evaluate one against the other and make his recommendation to the program man for final consideration. Such substitution can be made when a single specific program is not the requirement for the campaign.

When an advertiser needs an alternate-week program, frequently the film salesman knows before the station that another advertiser is also looking for a similar property and can get the two together. Ted said this had recently happened to him.

All this thinking ties in so well with a comment in a letter from Jim Bently, director of radio-television of the Mallory Advertising Agency in San Jose, California. He agrees with the importance of the timebuyer's knowledge of programming, but adds that "in most instances, the individual affiliates and local stations are not yet equipped to furnish the current market data on which to base any definite conclusions. . . . It is far more important to evaluate current statistics from similar markets than to experiment with new station program ideas or discarded program material."

This is where the film listings and program histories in our trade publications are really important.

A letter from Kendall Smith, program director of WHYN-TV Springfield Holyoke, Mass., is worth quoting because this kind of planning is what more of us would like to see stations do. "Let us tell you how we feel about film buying by agency timebuyers versus purchases of established properties in individual markets. If a buyer plans to use the same film in every market, he will undoubtedly save money with a multiple-market purchase from the film company. His only chance of doing this, nine out of ten times, will be by choosing a new, untried film show.

"If his campaign requires only a limited number of markets, however, he can often save time and trouble by contacting the stations (or station reps) in said markets and determine what properties they own (or would buy for him) and, in turn, what time they would offer for his program choice.

"The latter method has several advantages: (1) by saving the agency's time, it saves the clients' money; (2) it gives the station its proper voice in programming and (3) it therefore results in a better buy. The agency, the client and the station are happy, and the program is placed in a logical spot."

This particular station owns some top syndicated series, keeps a list of those they would buy if needed, and is ready to advise prospective purchasers.

Ken may not realize it, but this sounds like Utopia! You see, the agency buyers now take all the steps suggested only to find that after contacting the station direct, there is a time slot available, but no program. Then the buyer is advised that the slot can be held for only 48 hours, and unless the buyer can find a program to put into it, the time must be forfeited. I now realize how much we need the film salesman! Timebuyers are in the habit of having to work fast, but the pace will have to be stepped up so that they can call on film salesmen too whenever there is a program-purchase problem. And film salesmen will have to work hand-in-hand with stations and their reps, in clearing time for these programs.

—LINNEA NELSON

have
you
seen
the
latest

telepulse
report ?

W W L P
Channel
22

first... and
foremost

in the
springfield, holyoke
mass. metropolitan
area

a tribute to

NBC
PROGRAMMING

Hollingbery

National Representative

Kettell-Carter

BOSTON

Channel 22 Sales

New!

PHILCO
COLOR TV
BROADCAST
EQUIPMENT
Catalog

PHILCO CORPORATION
Government and Industrial Division • PHILADELPHIA 44
PENNSYLVANIA

OVER 100 PAGES

Complete with Illustrations, Diagrams, Planning Information and Prices!

Here is the new Philco Color TV Broadcast Equipment Catalog—over 100 pages, crammed with factual information on Philco Color TV equipment. Carefully cross-indexed, this handy reference volume for TV station engineers, places valuable data at your fingertips. Units are grouped in "building block" sequence to save you precious time in selecting and ordering equipment to meet your requirements.

- Each unit clearly described, fully illustrated.
- Performance specifications conveniently tabulated.
- Complete technical information for reference.
- System block diagrams included for ease of planning . . . new ideas for simplifying equipment layout and reducing installation floor space required.

INCLUDES ALL COMPONENTS FOR THESE APPLICATIONS:

- ✓ Network Color Re-broadcast
- ✓ Color Slide Origination
- ✓ CineScanner 16mm and 35mm Film Origination
- ✓ Color Processing
- ✓ Color Switching
- ✓ Color Test and Monitoring
- ✓ Television S-T-b Relaying
- ✓ Television Remote Pickup Relaying
- ✓ Television Network Relaying

A Copy Has Been Reserved for You!

Ask your Philco Broadcast Representative for a free copy or write to Philco, Dept. T, Philadelphia on your station letterhead.

PHILCO REGIONAL SALES OFFICES

CHICAGO 11, ILLINOIS
666 Lakeshore Drive

SAN FRANCISCO 3, CALIF.
1355 Market St.

LOS ANGELES 25, CALIF.
10589 Santa Monica Blvd.

WASHINGTON 6, D.C.
744 Jackson Place, N.W.

DAYTON 2, OHIO
Talbot Bldg., 1st & Ludlow Sts.

DALLAS 1, TEXAS
201 Southland Life Bldg.

PHILCO CORPORATION

Government and
Industrial Division

PHILADELPHIA 44
PENNSYLVANIA



Just 72 minutes...from there to here..





ews while it's news means split-
 and schedules, schedules you
 ut meet. A dignitary arrives at
 airport far from the heart of
 n . . . with minutes to go until
 ime. You're always in a hurry.
 anyway—it's easy . . . inexpen-
 s too . . . provided you work out
 or schedules and . . . **USE**
EASTMAN TRI-X FILM.

or complete information—what
 into use, latest processing tech-
 c—write to:

ation Picture Film Department
EASTMAN KODAK COMPANY
 Rochester 4, N. Y.

East Coast Division

4 Madison Ave., New York 17, N. Y.

Midwest Division

3 North Wabash Ave., Chicago 2, Ill.

West Coast Division

6706 Santa Monica Blvd.,
 Hollywood 38, Calif.

Dr. W. J. GERMAN, Inc.

Agents for the sale and distribution of
 Eastman Professional Motion Picture Film,
 New York, N.Y.; Chicago, Ill.; Hollywood, Calif.

... it's been done with EASTMAN
 TRI-X! Shot at 5:20 PM, La Guardia
 Airport . . . rushed to New York
 . . . processed (twice as fast
 as Super XX Reversal
 Film) . . . on the air by
 6:32 PM.



props and premiums

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

Hoppin' good idea for kid shows! Bunny Ears spark up pre-Easter children's program formats as prizes and make clever gimmicks for animating kid stories. Perky white felt ears, with pink "inners," are reinforced by chenille wire to stand almost 12 inches high and can be shaped for comic effects. Attached to plastic clamp-on headband, ears fit any head size and have special decorations to indicate the "sexes." Boys' ears have miniature black top hat with bright ribbon perched on the headband, while girls' are distinguished by a colorful spray of spring flowers.

Bunny Ears come individually packed in trim wedge-shaped boxes, easy to handle and mail. Wide foot at bottom of wedge box makes simple display stand.

This unusual prize item is available at \$6.00 per dozen, assorted or specified lots. Minimum order — one gross.

Screen extravaganza for '56. Display manufacturers top previous showings with screens more specifically designed for modern, traditional, and special effects, many with television use in mind.

Modern trend is pointed up in Flight Contrast, a sleek, streamlined screen made of dark walnut, spaced by brass rods and ferrules. Rods are tipped with highly polished birch dowels. A similarly designed screen with reverse coloring is the Surfwood Contrast. Limed surfwood panels, joined by black rods and brass ferrules, with flat white dowels tipping the black rods, are more suitable for summer or outdoor displays. Among the traditionals, the Duncan has a richly

To page 38



**YOUR
BEST
TELEVISION
BUY**

IS
KSLA
IN
SHREVEPORT

* **19** OF THE **20** SHOWS
TOP

* **68%** OF THE NIGHT-TIME AUDIENCE

* **61%** OF THE DAY-TIME AUDIENCE

* **LEADS IN**
150
OUT OF
168

NIGHTTIME QUARTER-HOURS

*Based on ARB Survey of television viewing — week of October 9-15.



- NOW FULL POWER
- BASIC CBS TELEVISION AFFILIATE
- 25 MONTHS ON AIR

PAUL H. RAYMER COMPANY, INC.
National Representatives



props and premiums *From preceding page*

ornate effect. It's made up of multi-sectional panels finished in high-gloss black. The center section of each panel is louvred and the outer section has crossed brass rods with brass medallion trim. Sections are connected with brass couplings.

For sheer handiness, nothing beats the miniature shutter screen for table top displays, etc. Each natural-finished cherry panel (7 inches wide by 24 inches high) joins the next by double-acting hinges. At present, this screen is in very limited supply.

Several other styles are well worth your investigating to spruce up and add versatility to your set supply: the unusual balustrade screen, continental styles like Espagna and Provincial, classic English and American styles such as the Victoria, the Adam, the Chippendale, and the Orleans, or Eastern effects like Shoji.

Many screens have the useful features of removable louvres for cleaning or repainting, removable or hinged panels for additional display space, and double-acting hinges; some have removable shutter sections for separate use. Screens average from 17-20 inches in panel-width and 78-96 inches in height, and are sturdily built to take the roughness of studio wear.

Complete brochure of line available on request.

Free "green thumb" know-how. A year-round service provides a clipping sheet with pictures, diagrams, and text that gives talent enough background to teach garden techniques on the air from seed planting to harvest. For example, one clipping sheet might contain information and illustrations on landscaping a home with flower seed, how to cut garden budgets, electric and basement window hot-beds, window and porch boxes, advantages of family gardening, and planting times by U. S. climate zones.

Mat finish prints are also furnished without charge. As additional program material, two 25 minute, 16 mm sound films—some in color—are available at no cost. Several of these films are made to be used in short segments as parts of a daily program format, or may be used as whole. None of material utilizes commercial tie-ins of any nature. Write for information on this free garden service.

New angle in merchandising and sales promotion. Memory Jogger makes ideal merchandising gift for client's salesmen or station sales staff. In handy, pocket-size form, this monthly booklet has brief, informative features on salesmanship and sales trends, the year's calendar plus holiday dates, a ruler, etc. The outstanding facet is a daily calendar page with space for appointments and projects, notes and a daily itemized expense section.

Summary pages include a monthly expense record, sales appraisal record, sales personality appraisal page, and space for sales contracts and addresses. A permanent plastic pocket binder is furnished with each first booklet. Cost for this novel sales tool ranges from 20-27 cents per salesman per month.

Snack cozies make colorful come-ons for kitchen or home shows. A very ingenious use of three layers of handsome damask-design embossed paper to put together to form little pockets. Just snap the cozy into a "rosette" shape by two metal fasteners, then cozy is ready to be filled with a variety of tasty snacks.

Packed three to a cellophane package in unusually good-looking shades of pink, yellow, white or light green, these cozies cost \$5.40 per dozen packaged sets or, in bulk, \$13.50 per 100.

This same firm has a complete line of unusual party paper ideas for premium offers. Write for complete information.

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

turning high adventure into high ratings

(and that means high sales) For years CRUNCH and DES have had a faithful following among the 11,750,000 weekly readers of the Saturday Evening Post. On TV these Philip Wylie characters are more popular than ever. Already, this new program is hard at work in over one hundred markets, building success after success for sponsor after sponsor. If you'd like to know what CRUNCH and DES can do for your product, call or wire NBC Television Films at 663 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset and Vine Streets

Crunch and Des

in Hollywood. In
Canada: RCA Victor,
Ltd., Toronto.

*popular characters of the
Saturday Evening Post series,
now available for syndication*

NBC Television Films

*Programs for
All Stations
All Sponsors*



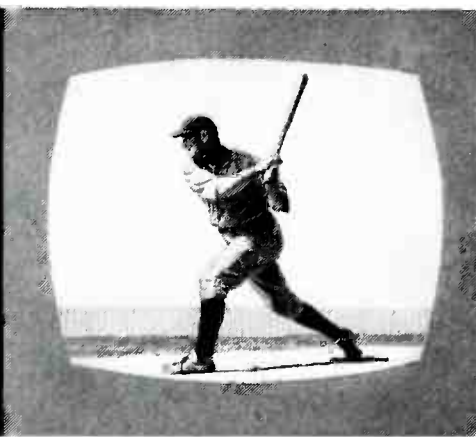
A DIVISION OF KAGRAN CORPORATION



DO YOU REMEMBER THESE TV "FIRSTS"



- 1** December, 1945 — **First Intercity Telecast:** Army-Navy Game. Bell Telephone lines link Municipal Stadium, Philadelphia, to New York City. From there it was broadcast by TV stations throughout the area.



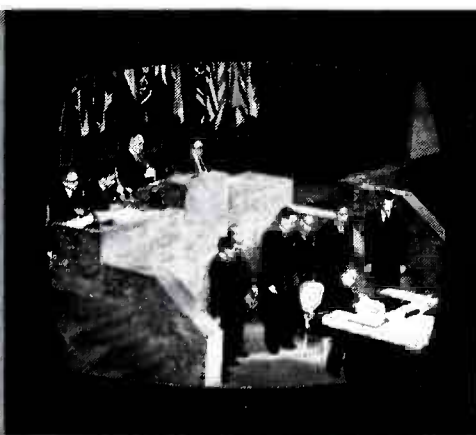
- 2** October, 1947 — **First Telecast of World Series.** Baseball fans in Philadelphia and Washington, D. C., are brought within television range of the baseball classic in New York by Bell System coaxial cable facilities.



- 3** May, 1948 — **First Commercial Service Starts:** New York City, Baltimore and Washington, D. C. Bell System opens commercial use of coaxial cable between New York and Washington, D. C.



- 7** June, 1951 — **First Theater TV.** Prize fight in Madison Square Garden carried to nine theaters in six eastern and midwestern cities. Telecasts in New York travel from ringside over Bell System video channels.



- 8** September, 1951 — **First Coast-to-Coast TV.** Japanese Peace Treaty Conference, San Francisco. To cover ceremonies Bell System advances previous plans, by about a month, for opening cross-country TV service.



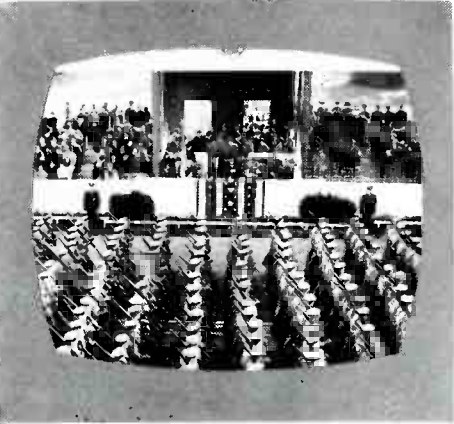
- 9** November, 1952 — **First Presidential Election on TV.** Bell System opens almost 30,000 miles of intercity television channels to carry events to a nation! Programs are transmitted to 110 television stations in 67 cities.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow



BRING THE PAST DECADE?



1948 — **First TV Political Convention Coverage.** Bell System's eastern television network connects Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond covering important sessions.

5 January, 1949 — **First East-Midwest TV Link.** Bell System's eastern and midwestern television networks join 30 TV stations in 14 cities from the Atlantic to the Mississippi — another television milestone.

6 January, 1949 — **First Presidential Inaugural on TV.** Millions of Americans in the East and Midwest watch the inauguration ceremonies. On-the-spot TV coverage is transmitted over Bell System's Television Network.



January, 1953 — **First International Television.** Toronto's first television station links Canada to the U. S. by TV network facilities of the Bell System. This historic event marks the first regular video link between nations.

11 January, 1954 — **First Public Colorcast.** Tournament of Roses. Bell System converts transcontinental channels so that for the first time viewers from coast to coast can see the Pasadena classic in color.

12 September, 1955 — **First Colorcast of Football Game.** Georgia Tech-Miami U. game in Atlanta. For the first time a national audience sees football on color television. Game is colorcast to 100 stations in 100 cities.

Today, 10 years after the first intercity transmission of television, Bell System continues to make advances in equipment and technique. It assures the television industry the benefit of the best possible service, at low cost, now and in the future.

TELEVISION MAGAZINE'S STATUS MAP



STATIONS AND MARKETS AS OF FEBRUARY 1, 1956

1-channel markets	137
2-channel markets	71
3-channel markets	33
4 (or more)-channel markets	13
Total markets	254
Commercial stations U.S. & Possessions	437

DIVIDE

÷ costs

SUBTRACT

— guesses

ADD

+ customers

MULTIPLY

x sales



Your valuable dollars never had it so good. They go farther in terms of cost-per-thousand, and realize amazing results in terms of sales.

Powerful 10 "brings home" your message in Providence, Worcester, Fall River, New Bedford, Brockton and New London.

No wonder it's good arithmetic to buy Dominant 10!

WEED Television, National Representatives



NBC Basic — ABC Supplementary





ON-TARGET TELEVISION



KUDNER AGENCY, INC.

NEW YORK DETROIT WASHINGTON LOS ANGELES SAN FRANCISCO

TELEVISION MAGAZINE

DATA BOOK 1956

TV's vital statistics ...

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

... advertiser investments in network time and shows

... spot and local billings

In 1955, advertisers spent \$406,899,059 for network TV time and another estimated \$250,000,000 for program expenses. Combined billings for network and spot television went over the billion dollar mark for the first time.

With its first billion dollar year under the industry's belt, its leaders are planning on steady growth, to reach the two billion dollar level by the end of 1956.

The main avenue of growth appears to be in the local and spot categories. Many onlookers point to the pattern of development of TV billings much like that in radio. As the medium grows, spot and local business become a more important source of revenue.

Increased local and spot business is assumed on the basis of more stations and heavier use of color TV.

Procter & Gamble was the biggest network advertiser again in 1955 as it has been for the past few years. The figure of \$47 million as P&G's estimated gross time and production costs is shown in the chart of the Top Ten Network advertisers. Actually, frequency discounts pull P&G's

network outlay down to about \$33 million.

Right behind P&G were the auto makers, who, in 1955 placed more reliance on network TV as an advertising medium. Chrysler moved up from ninth to second place among the top TV advertisers by dollar expenditures, and Ford re-entered the top ten for the first time since 1952. These moves put the autos ahead of the tobacco and soap companies which had been the biggest spenders in the medium.

A breakdown, by company and product, of the way advertisers spent their money in network television in 1955 is given in the Advertiser Expenditures section beginning on page 57. This listing gives the parent company, its program(s), product(s), agency, network, number of stations used during the last month of the year, gross time and production costs, and total number of telecasts for the year.

PIB measurements of magazines, newspaper supplements, and network television showed that TV had received 36% of the gross time and space investments in all three media.

This figure was a slight rise for TV over its print competitors. The previous year, network television earned 32% of the total.

Costs level; program budgets rise

More money was spent on production of programs last year, though few advertisers came close to Ford's huge outlay of \$250,000 for each telecast of *Ford Star Jubilee*. Indeed, many advertisers took advantage of low-cost participations (\$2,800 per minute for the *Pinky Lee Show*) or the steady daytime programs at \$2,500 (*Brighter Day, Guiding Light, Love of Life, Secret Storm, Search for Tomorrow*).

Shared sponsorship was by no means only the tool of the low-budget advertiser. A 90-second participation on the *Sunday Night Spectaculars* went for \$72,000.

The continuing increase of shared sponsorship is not only due to rising production costs, but to a desire by advertisers to increase exposure for the same number of dollars by spreading them over more than one vehicle.

Program costs have leveled off. ▶

YOU'VE BEEN ASKING... YOU

"HOLLYWOOD

STARRING

HENRY FONDA

SID CAESAR

BING CROSBY

LLOYD NOLAN

CARY GRANT

ORSON WELLES

RAY MILLAND

LORETTA YOUNG

FRED ASTAIRE

GLENN FORD

SUSAN HAYWARD



104 FEATURES FOR

THE MOST FLEXIBLE SALE

Big or Small...A Plan For All!

104 52 26

SCREEN

TELEVISION

COLUMBI

233 WEST 49th STR

BEEN WAITING... NOW IT'S HERE!

MOVIE PARADE

HUMPHREY BOGART * CLAUDETTE COLBERT
 * * RITA HAYWORTH *
 CHARLES BOYER * RED SKELTON *
 TONY MARTIN * EDWARD G. ROBINSON *
 FREDRIC MARCH * IRENE DUNNE *
 INGRID BERGMAN * ROZ RUSSELL *
 ...AND MANY OTHER TOP STARS! *

FIRST RUN TV!

PLANS EVER OFFERED!

Pick The Package That Fits Your Needs!

GEMS, Inc.

SUBSIDIARY OF
PICTURES

SINGLE RUN	2-3-4 RUNS	LIBRARY DEAL
-----------------------	-----------------------	-------------------------

N. Y. 19, N. Y. CI 5-5044

No matter how you figure it...

Famous Film Festival is TV's
best participation buy!

Marshal the facts . . . study the figures . . . total the costs. You'll agree that ABC-TV's Sunday-night Famous Film Festival is the finest participation buy of all.

What TV show consistently gives you top stars like *Deborah Kerr*, *James Mason*, *Jean Simmons*, *Stewart Granger*? Which show always offers smash films like *The Lavender Hill Mob*, *Odd Man Out*, *The Red Shoes*?

What participation show outrates* all others? What participation show has a cost per thousand viewers per commercial minute of \$1.25? What participation show owns the prime Sunday-night time slot 7:30 to 9 EST?

The answer to all these questions is ABC-TV's Famous Film Festival. Very likely, it's just the answer you're looking for.

*Nielsen Dec. I & II, Jan. I

ABC Television Network



GROSS NETWORK TIME SALES CLIMB TO \$406,899,059

1955 | \$406,899,059

1954 | \$320,154,274

1953 | \$227,375,543

1952 | \$179,936,473

1951 | \$127,416,905

Source: Publishers Information Bureau

Many network advertisers paid no more for their shows in 1955 than they did in 1954. Representative of this group were: *Make Room for Daddy*, \$35,000; *Gene Autry*, \$28,000; *Your Hit Parade*, \$38,500.

Generally, situation comedies cost \$30-35,000, though *I Love Lucy* was \$50,000. Hour-long dramatic shows come to about \$40,000 and daytime soap operas, \$2,500.

Now 35,100,000 TV homes

The number of TV homes, TV stations, and markets were all up, but they have tapered their sharp upward climb of the past several years.

The figures as of March 1, 1956 were: number of TV homes, 35,100,000; percentage of homes owning TV sets, 72.6; total number of TV markets, 254; commercial TV stations in the U.S. and possessions, 437.

TELEVISION MAGAZINE's exclusive TV Markets report (see page 133), defines the coverage area for each TV market and lists each county reached via that market. Essential market data — population, families, and Effective Buying Income — are correlated for each TV market. These totals are based on preliminary estimates for *Sales Management's* 1956 "Survey of Buying Power."

New concept in defining markets

With television stations generally covering a much wider area than the standard metropolitan county area, it is unrealistic for most advertisers ▶

THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and production expenditures

Company	Rank	1955 Expenditure	Rank	1954 Expenditure	Rank	1953 Expenditure	Rank	1952 Expenditure	Rank	1951 Expenditure
Wm. W. Lee & Gamble	1	\$46,949,000	1	\$31,025,000	1	\$21,300,000	1	\$20,574,000	1	\$12,205,000
Chrysler	2	27,401,000	9	12,730,000						
General Motors	3	26,079,000	3	18,480,000	4	12,880,000	7	9,044,000		
Coca-Cola-Palmolive	4	25,559,000	2	19,485,000	2	16,260,000	2	12,464,000	4	6,831,000
General Foods	5	21,554,000	6	16,450,000	6	11,432,000	3	11,870,500	2	12,111,000
Gettys	6	21,333,000	5	17,190,000	7	11,000,000	9	7,286,000		
American Tobacco	7	17,786,000	7	15,700,000	5	12,246,500	6	10,693,000	6	6,371,000
R.J. Reynolds	8	17,593,500	4	17,810,000	3	13,275,500	4	11,481,000	3	7,586,000
Ford Motors	9	16,389,000					10	7,091,000	5	6,752,000
General Mills	10	15,012,000	10	12,545,000					10	4,087,000
Deere Brothers					9	10,763,000	5	11,130,500	8	4,974,000
General Electric			8	13,800,000	10	8,958,000				
W.C. Cigarette & Myers					8	10,777,000	8	7,402,500	7	5,942,000
Lorillard									9	4,784,000

to base TV campaigns on conventional concepts of markets.

That these markets differ drastically in some cases are shown by the following markets listed first by standard-market families, then by TV-market families: Columbia, S.C. 41,500 versus 183,300; Ft. Wayne, Ind. 63,200 as against 243,000; Green Bay, Wis. 28,900 and 253,300; Marinette, Wis. 48,300 and 706,000.

Featured in this issue is a complete listing of all TV areas as of January 1, 1956, comparing market data for each in terms of both TV-markets and standard-metropolitan-county definitions (see page 109).

A market breakdown by counties is available to show the extent of duplicated coverage by counties. For specific information on this listing, address all queries to TELEVISION MAGAZINE's Research Manager.

Rapid spot rate figures

A half-hour schedule in the top hundred markets would cost \$55,351 according to the Spot Rate Estimator on page 101. ID's would cost approximately \$10,000 to cover the same markets.

A \$10,000 budget might buy 15-minute periods in the top 30 markets

or 20-second spots in the top 116 markets.

The Spot Rate Estimator is a handy guide for rapidly planning a spot campaign. It lists the highest one-time rate in every market for time segments ranging from ID's to full hours. Markets are listed in order of set count as of January 1, 1956.

TV advertisers on the local level

A special survey of advertiser activity on the local level made for this edition of the Data Book found auto dealers, appliance dealers and food dealers to be the categories which account for the greatest amount of local business. Department and clothing stores were most frequently named as the largest individual account.

Film dominates local programming

Syndicated film continues to be the mainstay of local programming during 1955, TELEVISION MAGAZINE's survey concluded. This program source was named by 30% of the respondents as being in their top three rated shows and by 22% as one of their three most heavily sponsored participating shows.

News programs were second in the ratings-garnering category, followed by variety and disk jockey shows.

Daytime spot gains momentum

National spot billings, according to the same stations, amounted to 40% of their total business. (This figure is equal to the one reported for local billings.)

All industry sources estimate that spot is up, particularly daytime. Although final figures are not yet available, McCann-Erickson estimated that spot billings were up 29% over 1954 and totaled \$265 million for spot time and programs.

Who rates which market?

A calendar of rating services for over 150 TV markets indicates which are surveyed, how often, and by which services. The four rating organizations which issue local reports—American Research Bureau, Nielsen, Pulse, Videodex—are described and their techniques, samples, and costs are summarized.

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

Network cost-per-thousand

In a Nielsen comparison of the c-p-m homes per commercial minute scored by various types of programs, (see page 85) the range runs from \$1.78 for half-hour adult daytimers to \$4.44 for mystery dramas

Daytime shows generally come off better than evening vehicles. The lowest nighttime c-p-m was \$2.48, scored by hour-long variety shows; the highest daytimer was soap opera, at \$2.24.

Sources of data

All population and sales figures are based on preliminary estimates for 1956 from *Sales Management's* "Survey of Buying Power" and have been used with special permission. Further reproduction is forbidden. Advertisers' time costs are from Publishers Information Bureau, Inc.; production costs, circulation figures, and market data correlated for TV coverage, TELEVISION MAGAZINE.

Special thanks for cooperation in supplying essential data go to: N. W. Ayer, BBD&O, Benton & Bowles, Compton, Foote, Cone & Belding, McCann-Erickson, J. Walter Thompson, Young & Rubicam, the networks, the station representatives, the syndicated-film distributors, and the research services.

END

ONE
will get you...

FIVE

It is as "easy as duck soup" to dominate **five** of Virginia's most dynamic cities. Buy their one and only "V" Station . . . WTAR-TV. All well within WTAR-TV's "Grade A" Signal, they combine to make America's 26th Market.

In RETAIL SALES, for example . . . The Bureau of the Census (preliminary Report) shows that WTAR-TV's total coverage area has Retail sales of over \$1,583,874,000. And here are Retail sales by cities:

NORFOLK	\$405,230,000
HAMPTON	\$ 52,075,000
PORTSMOUTH	\$ 96,980,000
WARWICK	\$ 24,220,000
NEWPORT NEWS	\$ 88,264,000

WTAR-TV CHANNEL **3**
NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

- 1 "I Search For Adventure"
Film — Rating 53.9
- 2 "I Love Lucy"
CBS — Rating 52.6
- 3 "Disneyland"
ABC — Rating 51.1
- 4 "Burns and Allen"
CBS — Rating 48.2
- 5 "\$64,000-Question"
CBS — Rating 46.9
- 6 "The Millionaire"
CBS — Rating 46.9
- 7 "Robin Hood"
CBS — Rating 43.0
- 8 "Climax"
CBS — Rating 42.7
- 9 "Oops! We Slipped!"
- 10 "Wednesday Boxing"
ABC — Rating 40.6

THE DOMINANT STATION

in the rich San Joaquin Valley

9 OUT OF THE TOP 10
NOV. 1955 A. R. B.

IN LESS THAN TWO YEARS SINCE THE FIRST TV AUDIENCE SURVEY WAS MADE IN FRESNO, KJEO HAS STEADILY CLIMBED IN POPULARITY TO ITS PRESENT TOP POSITION. CBS AND ABC PROGRAMS COMBINE WITH THE BEST SYNDICATED FILMS AND WELL ESTABLISHED PERSONALITIES.

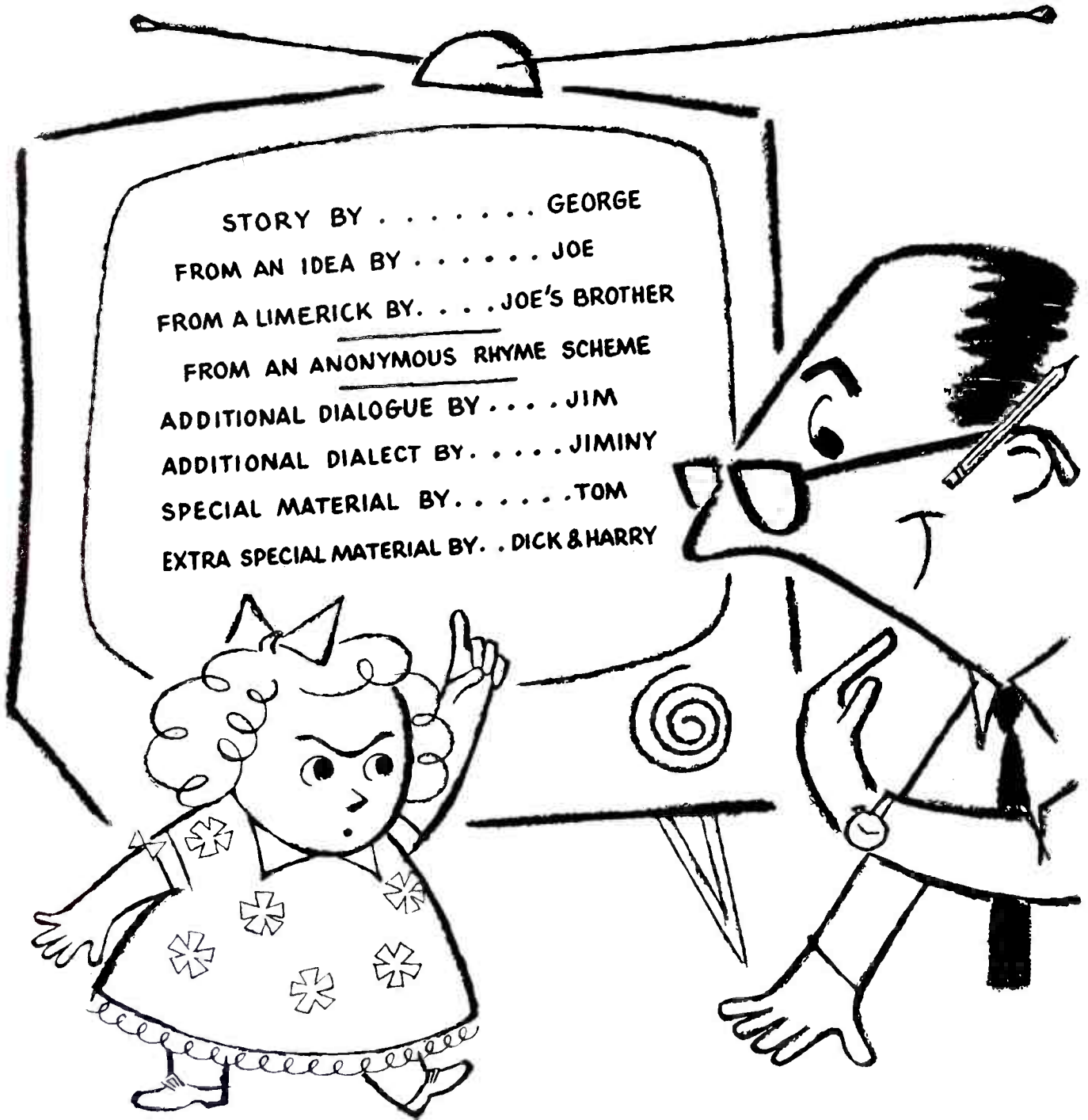
PULSE AGREES! The November 1955 Telepulse credits KJEO with six out of the top seven, and ten out of the top fifteen.
KJEO dominates in coverage, too. A superior antenna location gives KJEO much greater coverage from Merced north through Stanislaus County. Ask your Branham man!

THE BEST IN BUILDING
(AUDIENCE, THAT IS)

KJEO-TV
Fresno, California
Channel 47
CBS - ABC

See Your Branham Man





"BUT, DADDY, DIDN'T YOU WRITE THE COMMERCIAL?"

Yes, Virginia, there are people who write BBDO television commercials. But they don't get a credit line. Not because we aren't proud of our work. And not only because a long list of our TV writers, artists and technicians would eat up high-priced time. But mainly because BBDO wants to leave the viewer with a stirring memory of just one name — *the client's*.

Batten, Barton, Durstine & Osborn, Inc.

BBDO

Advertising

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

PRODUCTION COSTS

Per-telecast estimates for network programs on during 1955

Although longer programs and higher production budgets generally sent costs up during 1955, some advertisers utilized the medium with production expenditures as low as \$1,600 (for a segment of *Ding Dong School*). Contrasted with Ford's outlay of \$250,000 for each airing of *Ford Star Jubilee* were the many daytime programs turned out for \$2,500. Participations went for as low as \$550 to the high of \$72,000 for 90 seconds on the *Sunday Night Spectaculars*.

There were many half hour shows available in 1955 for the same or close to the same price as in 1954. Representative of this group were: *Make Room for Daddy*, \$35,000; *Gene Autry*, \$28,000; *Your Hit Parade*, \$8,500.

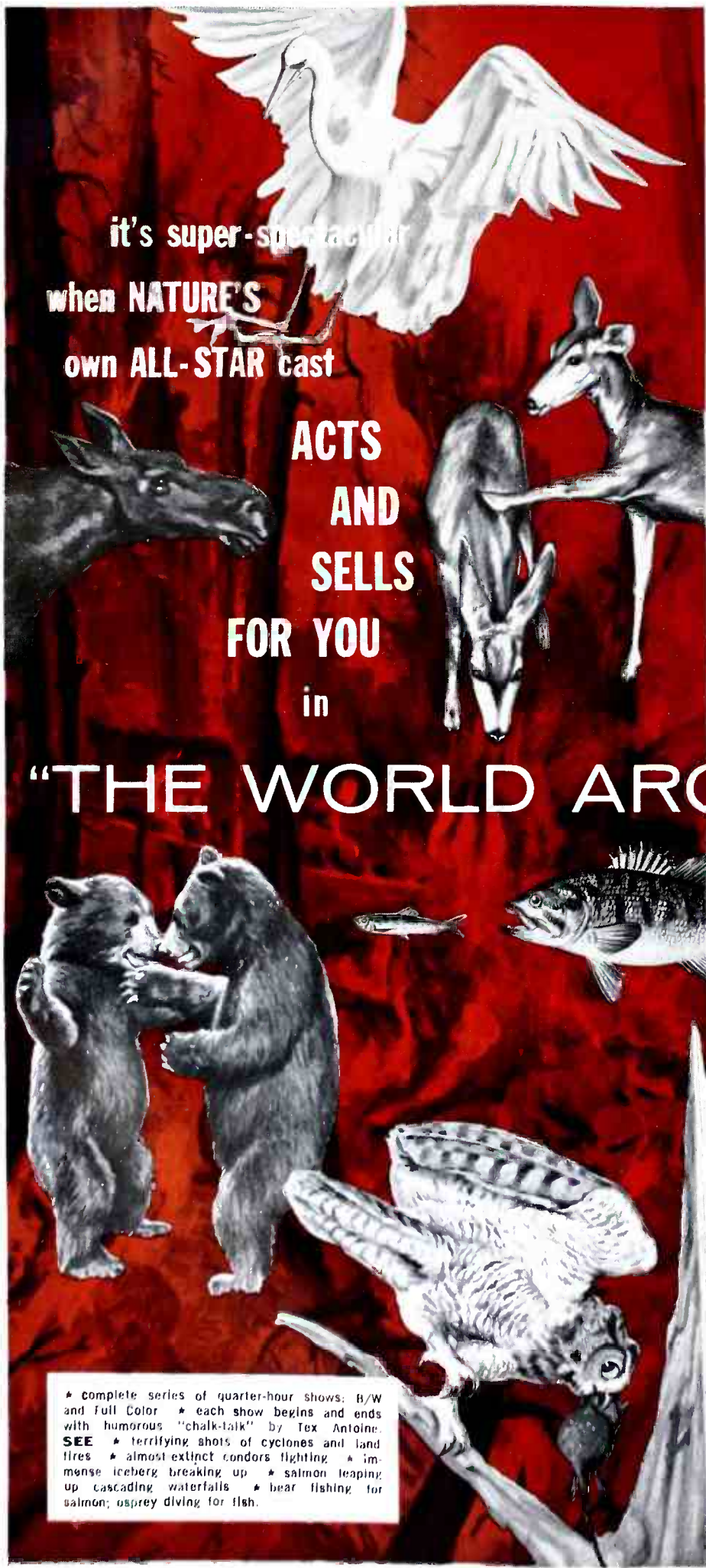
Listed below are TELEVISION MAGAZINE's exclusive estimates of what the advertiser paid for his program per telecast. Agency commissions are included; commercial production costs are not. Estimates for participation programs include time as well as production costs.

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

The shows listed are those that began before or during the calendar year 1955, and were still being telecast at the year's end. In the case of a shift in advertiser or network, the last association in 1955 is the one listed.

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

Program	Network	Advertiser	Per Telecast	Program	Network	Advertiser	Per Telecast
Aventures of Rin-Tin-Tin (F)	ABC	National Biscuit Co.	\$24,000	Colgate Variety Hour	NBC	Colgate-Palmolive Co.	\$80,000
Aventures of Ozzie & Harriet (F)	ABC	Hotpoint (A)	44,000	Crossroads (F)	ABC	General Motors (Chevrolet)	25,000
Aventures of Robin Hood (F)	CBS	Quaker Oats (every 4 weeks)	44,000	Crusader (F)	CBS	R. J. Reynolds Tobacco Co.	30,000
Boa Playhouse (A)	NBC	Telechron (every 4 weeks)	44,000	Damon Runyon Theatre (F)	CBS	Anheuser-Busch Co.	30,000
Bred Hitchcock Presents (F)	CBS	Johnson & Johnson (A)	35,000	Date with Life	NBC	Borden Co.	2,600
Bateur Hour	ABC	Wildroot (A)	35,000	December Bride	CBS	General Foods	30,000
Appointment with Adventure	CBS	Aluminum Co. of America	57,000	Dinah Shore Show	NBC	General Motors (Chevrolet)	15,000
Anstrong Circle Theatre (A)	NBC	Bristol-Myers Co.	42,000	Ding Dong School (1/4 hour segments)	NBC	Multi-sponsored	1,600
A Linkletter's House Party (1/4 hour segments)	CBS	ABC Serutan Co.	6,500	Disneyland	ABC	American Dairy Asso. (S & A)	35,000
Ahur Godfrey & His Friends (1/2 hour segments)	CBS	P. Lorillard Co.	26,000			American Motors Corp. (S)	35,000
Ahur Godfrey Time (1/4 hour segments)	CBS	Armstrong Cork Co.	50,000			Derby Foods (S & A)	35,000
Ahur Godfrey's Talent Scouts	CBS	Multi-sponsored	3,400			Beechnut (A)	11,000
Bit the Clock	CBS	Columbia (A)	35,000			Wine Corporation of America	13,000
B Payoff	CBS	Toni Co. (A)	35,000	Dr. Spock (F)	NBC		
B Story	NBC	Kellogg (A)	35,000	Dollar a Second	ABC		
Bj Surprise	NBC	Pillsbury (A)	35,000	Douglas Edwards with the News (1/4 hour segments)	CBS	Multi-sponsored	4,350
B Top	CBS	Multi-sponsored	†4,000	Down You Go	ABC	Western Union (A)	6,000
Bj Town (F)	NBC	Toni Co. (A)	†30,000	Dragnet (F)	NBC	Liggett & Myers	36,800
		Thomas J. Lipton (A)	†30,000	Du Pont Cavalcade Thea. (F)	ABC	Du Pont Co.	35,000
lb Crosby Show (1/4 hour segments)	CBS	Sylvania Electric	18,000	Ed Sullivan Show	CBS	Lincoln-Mercury Dealers	50,000
lb Cummings Show (F)	CBS	Colgate-Palmolive Co.	3,000	Ethel & Albert	ABC	Ralston-Purina	10,000
leak the Bank	ABC	American Tobacco Co. (A)	32,500	Faith for Today	ABC	Seventh Day Adventists	3,000
lighter Day	CBS	Simoniz Co. (A)	32,500	Famous Film Festival (F) (1 min. participations)	ABC	Participating	6,500
lms & Allen (F)	CBS	Speidel (A)	35,000	Father Knows Best (F)	NBC	Scott Paper Co.	38,000
		Purex (A)	35,000	Feather Your Nest (1/4 hour segments)	NBC	Multi-sponsored	2,700
lesar's Hour (20 minute segments)	NBC	National Dairy Products	15,000	Fireside Theatre (F)	NBC	Procter & Gamble	35,000
		General Motors		Football Scoreboard	NBC	Dow Chemical	5,500
		(AC Spark Plug Div.) (A)	32,500	Ford Star Jubilee (every 4th week)	CBS	Ford Motor Co. (Ford)	250,000
		Lever Brothers (A)	32,500	Ford Theatre (F)	NBC	Ford Motor Co. (Ford)	40,000
amel News Caravan (1/4 hour segments)	CBS	Multi-sponsored	3,700	Four Star Playhouse (F)	CBS	Bristol-Myers Co. (A)	32,000
aptain Gallant (F)	CBS	R. J. Reynolds Tobacco Co.	26,000			Singer Mfg. Co. (A)	32,000
apt. Hartz & His Pets	ABC	Chrysler Corp. (Dodge Div.)	17,500	Frontier (F)	NBC	Reynolds Metals	39,800
aptain Midnight (F)	CBS	Procter & Gamble	2,500	Fury (F)	NBC	General Foods	25,000
avalcade of Sports	CBS	Carnation Co. (A)	35,000	Garry Moore Show (1/4 hour segments)	CBS	Multi-sponsored	3,150
Chance of a Lifetime	ABC	General Mills (A)	35,000	Gene Autry (F)	CBS	Wm. Wrigley Co.	28,000
		American Chicle (S)	37,650	General Electric Theatre	CBS	General Electric	40,000
		Helene Curtis (S & A)	37,650	George Gobel Show	NBC	Armour & Co. (A)	42,400
		General Foods (S & A)	37,650			Pet Milk (A)	42,400
		Sperry Rand (S)	37,650	Goodyear Hour (A)	NBC	Goodyear Tire & Rubber	57,000
		R. J. Reynolds Tobacco Co.	5,000	Guiding Light	CBS	Procter & Gamble	2,500
amel News Caravan (1/4 hour segments)	NBC	H. J. Heinz	25,000	Gunsmoke (F)	CBS	Liggett & Myers	35,000
aptain Gallant (F)	NBC	Hartz Mountain Products	12,000	Home (1 min. participations)	NBC	Participating	7,000
apt. Hartz & His Pets	CBS	Wander Co.	15,000	The Honeymooners (F)	CBS	General Motors (Buick)	60,000
aptain Midnight (F)	NBC	Gillette Co.	40,000	Howdy Doody (1/4 hour segments)	NBC	Multi-sponsored	2,800
avalcade of Sports	ABC	Emerson Drug Co. (A)	10,000	I Love Lucy (F)	CBS	Procter & Gamble (A)	50,000
Chance of a Lifetime	ABC	Olin Mathieson Chemical (A)	10,000			General Foods (A)	50,000
		General Motors (Chevrolet)	146,700				
Chevy Show (every 3rd week)	NBC	Chrysler Corp. (Chrysler)	43,500				
Climax (3 out of 4 weeks)	CBS	Coca Cola Co.	14,000				
Coke Time	NBC						



it's super-spectacular
when NATURE'S
own ALL-STAR cast

ACTS
AND
SELLS
FOR YOU
in

"THE WORLD AROUND US"

* complete series of quarter-hour shows: B/W and Full Color * each show begins and ends with humorous "chalk-talk" by Tex Antoine. **SEE** * terrifying shots of cyclones and land fires * almost extinct condors fighting * immense iceberg breaking up * salmon leaping up cascading waterfalls * bear fishing for salmon; osprey diving for fish.

The new TV series
for **EVERYONE!**

In exclusive, never-before-photographed scenes THE WORLD AROUND US unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the *how* and *why* behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, *all-star* cast in its natural habitat.

Top TV showmen spent 2 years editing THE WORLD AROUND US into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular network personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

JOHN H. STORER pioneered in the slow-motion photography of birds. Some of his extraordinary shots of bird life were used in Walt Disney's Academy Award winning movie, "Water Birds," and in other True Life Adventure films.

"Today nature movies pack multi-million dollar box office appeal. As Charles M. Sievert of the N. Y. World-Telegram and Sun has said, after viewing several programs from THE WORLD AROUND US, "Disney apparently has started something."

Produced by Thomas Craven
Story and Photography by John H. Storer
Released by Pictura Films Corporation
Distributed by RCA Recorded Program Services



**recorded
program
services**

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

155 East 24th St., New York 10, N. Y., MUrray Hill 9-7200
445 N. Lake Shore Dr., Chicago 11, Ill., WHitohall 4-3530
522 Forsyth Bldg., Atlanta 3, Georgia, LAmar 7703
1907 McKinney Ave., Dallas 1, Texas, RIvorside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal., OLdfield 4-1660
TMKS. ®

Program	Network	Advertiser	Per Telecast	Program	Network	Advertiser	Per Telecast
... a Great Life (F)	NBC	Chrysler Corp. (Chrysler)	\$39,500	Phil Silvers Show (F)	CBS	Amana (A)	\$40,000
... Always Jan	CBS	Procter & Gamble	33,000			R. J. Reynolds (A)	40,000
... Got a Secret	CBS	R. J. Reynolds Tobacco Co.	27,500	Pinky Lee Show			
... Benny (A,F)	CBS	American Tobacco Co.	55,000	(1 min. participations)	NBC	Participating	2,800
... Daily & the News	ABC	Miles Labs. (A)	3,000	Playwrights '56 (A)	NBC	General Motors (Pontiac)	55,000
		Tide Water Asso. Oil Co. (A)	3,000	Plymouth News Caravan	NBC	Chrysler Corp. (Plymouth)	9,000
... Johnny Carson Show	CBS	General Foods	29,500	Private Secretary (A,F)	CBS	American Tobacco Co.	35,000
... Office	NBC	American Tobacco Co.	22,000	Producer's Showcase	NBC	Ford Motor Co. (Ford) (S)	130,000
... Night Television Theatre	NBC	Kraft Foods Co.	28,000			RCA (S)	130,000
... (F)	CBS	Campbell Soup (A)	27,500	Red Barber Show	NBC	State Farm Insurance Co.	4,000
		Kellogg Co. (A)	27,500	Red Skelton Show	CBS	S. C. Johnson (A)	32,000
... Lawrence Welk Show	ABC	Chrysler Corp. (Dodge)	7,000			Pet Milk Co. (A)	32,000
... Begins at 80	ABC	Serutan Co.	7,000	Robert Montgomery Presents	NBC	S. C. Johnson (A)	47,100
... is Worth Living	ABC	Admiral Corp.	15,000			Schick (A)	47,100
... of Riley (F)	NBC	Gulf Oil Co.	30,500	Robert Q. Lewis Show			
... Line-Up (F)	CBS	British-American Tobacco (A)	30,000	(1/4 hour segments)	CBS	Multi-sponsored	3,150
		Procter & Gamble (A)	30,000	Roy Rogers Show (F)	NBC	General Foods	23,500
... Ranger (F)	ABC	American Dairy Asso. (A)	25,000	Schlitz Playhouse of Stars (F)	CBS	Schlitz Brewing Co.	33,000
		General Mills (A)	25,000	Screen Directors' Playhouse (F)	NBC	Eastman Kodak	40,000
... Letta Young Show (F)	CBS	General Mills	20,000	Search for Beauty	NBC	Charles Antell	3,000
... of Life	NBC	Procter & Gamble	40,000	Search for Tomorrow	CBS	Procter & Gamble	2,500
... Story	CBS	American Home Products	2,500	Secret Storm	CBS	American Home Products	2,500
... Lucy Show (F)	CBS	American Home Products	2,500	Sergeant Preston (F)	CBS	Quaker Oats	32,000
... Video Theatre	NBC	Lehn & Fink	30,000	Shower of Stars			
... Room for Daddy (F)	ABC	Lever Bros.	50,000	(every 4th week)	CBS	Chrysler Corp. (Chrysler)	100,000
		American Tobacco Co. (A)	35,000	S64,000 Question	CBS	Revlon	35,000
		Chrysler Corp. (Dodge Div.) (A)	35,000	Stage Show	CBS	Nestle Co.	32,500
		General Foods	24,500	Star Stage	NBC	Campbell Soup (A)	35,000
... Arch of Medicine	NBC	Smith, Kline & French Labs.	30,000			Chesebrough-Pond's (A)	35,000
... Artha Raye Show—Milton	NBC	RCA (S)	48,900	Star Tonight	ABC	Brillo Mfg. Co.	15,000
... erle Show		Sunbeam (S)	48,900	Stop the Music	ABC	Necchi Sewing (A)	12,000
... 20 minute segments)		Whirlpool-Seeger (S)	48,900			Quality Goods Mfg. Asso. (A)	12,000
... Masquerade Party	ABC	Knemark Mfg. Co. (A)	11,000	Strike It Rich	CBS	Colgate-Palmolive Co.	3,000
		Serutan Co. (A)	11,000	Studio One	CBS	Westinghouse Electric	35,000
... Maurice Evans Presents	NBC	Hallmark Cards	165,000	Sunday News Special	CBS	Norwich Pharmacal	3,000
... Lieberman Presents	NBC	General Motors (Oldsmobile)	231,800	Sunday Night Spectaculars			
... (F)	NBC	Dow Chemical (A)	38,200	(90 sec. participations)	NBC	Participating	72,000
		General Electric (A)	38,200	Super Circus	ABC	Chunky Chocolate Corp. (A)	14,000
... Radical Horizons (F)	ABC	Ciba Inc.	10,000	Tales of the Texas Rangers (F)	CBS	General Mills	22,000
... et Millie	CBS	Carter Products (A)	21,000	Tennessee Ernie Ford Show			
		Serutan Co. (A)	21,000	(1/4 hour segments)	NBC	Multi-sponsored	2,700
... et the Press	NBC	Johns-Manville (A)	6,100	Texaco Star Theatre	NBC	Texas Co.	55,000
		Pan-American World Airways (A)	6,100	This is Your Life	NBC	Hazel Bishop (A)	58,800
... M Parade (F)	ABC	American Tobacco Co. (A)	40,000			Procter & Gamble (A)	58,800
		General Foods (A)	40,000	Today			
... Key Mouse Club	ABC	Multi-sponsored	2,700	(1 min. participations)	NBC	Participating	5,900
... Western Hayride	NBC	American Home Products (A)	10,750	Tonight			
		Avco Mfg. (A)	10,750	(1 min. participations)	NBC	Participating	5,600
... Millionaire (F)	CBS	Colgate-Palmolive Co.	28,000	Tony Martin Show	NBC	Associated Products (A)	15,000
... Modern Romances	NBC	Colgate-Palmolive Co.	2,000			Webster Chicago Corp. (A)	15,000
... rning Show				Topper (F)	ABC	Standard Brands	15,000
... 1 min. participations)	CBS	Participating	550	Truth or Consequences	NBC	P. Lorillard Co.	21,000
... Favorite Husband (F)	CBS	General Motors (Frigidaire)	32,000	TV Readers Digest (F)	ABC	Studebaker-Packard Motor Car	25,000
... AA Football Games				20th Century Fox Hour (F)	CBS	General Electric	60,000
... (sponsorship per quarter)	NBC	Avco Mfg. Corp. (S)	14,700	Two for the Money	NBC	P. Lorillard Co.	21,000
		General Cigar (S)	14,700			W. A. Sheaffer Pen (A)	25,000
		Gulf Oil (S)	14,700	Uncle Johnny Coons	CBS	Lever Bros.	2,500
		Schick (S)	14,700	United States Steel Hour	CBS	U.S. Steel Corp.	45,000
... me that Tune	CBS	American Home Products	15,000	Valiant Lady	CBS	Multi-sponsored	2,500
... vy Log (F)	CBS	Maytag Co. (A)	34,000	The Vise (F)	ABC	Sterling Drug	26,000
		W. A. Sheaffer Pen (A)	34,000	Voice of Firestone	ABC	Firestone Tire & Rubber	19,000
... BC Matinee Theatre	NBC	Participating	10,000	Wanted (F)	CBS	American Home Products	32,000
... (90 sec. participations)				Warner Bros. Presents (F)	ABC	General Electric (S & A)	58,000
... nibus	CBS	Aluminum Ltd. (S)	19,800			Liggett & Myers Tobacco (S)	58,000
... (1/4 hour segments)		Scott Paper (S)	19,800	Wednesday Night Fights	ABC	Mennen Co. (S)	16,000
... n Your Account	CBS	Procter & Gamble	2,500	What's My Line?	CBS	Sperry Rand	20,000
... ur Miss Brooks (F)	CBS	General Foods	32,000	Wide Wide World	NBC	General Motors	150,000
... ark Jubilee	ABC	American Home Products (A)	8,000	Wild Bill Hickok (F)	CBS	Kellogg Co.	22,000
		Charles Antell (A)	8,000	Winky Dink & You	CBS	Ideal Toy Corp.	5,000
... ul Winchell-Jerry Mahoney	NBC	Lionel Corp. (A)	28,200	World of Mr. Sweeney	NBC	Multi-sponsored	2,700
		Sweets Co. of America (A)	28,200	Wyatt Earp (F)	ABC	General Mills (A)	26,500
... eople are Funny (F)	NBC	Paper-Mate Co. (A)	24,700			Parker Pen Co. (A)	26,500
		Toni Co. (A)	24,700	You Are There	CBS	Prudential Insurance	25,000
... eople's Choice (F)	NBC	Borden	35,000	You Asked for It (F)	ABC	Best Foods	16,000
... Perry Como Show	NBC	Gillette (S & A)	36,000	You Bet Your Life (F)	NBC	Chrysler Corp. (Dodge)	42,500
... (20 minute segments)		Noxzema (S & A)	36,000	Your Hit Parade	NBC	American Tobacco (A)	38,000
		Armour (S & A)	36,000			Warner-Lambert (A)	38,000
		Dormeyer (S, various weeks)	36,000	Youth Wants to Know	NBC	General Dynamics Corp.	3,800
		Gold Seal (S & A)	36,000	Zoo Parade	NBC	American Chicle (A)	13,000
		Intntl. Cellucotton (S, various weeks)	36,000			Mutual of Omaha (A)	13,000
... Person to Person	CBS	Elgin National Watch Co. (A)	20,000				
		Hamm Brewing Co. (A & R)	20,000				
		Standard Oil Co. of Ind. (R)	20,000				



Theirs is the most
complicated simple business
 in the world

Television advertising is a very simple business. It's nothing but showing people what you have to sell, and telling them about it.

It's the business of the men and women above - the Television Commercial Department of Young & Rubicam.

But why are there so many of them?

To do that simple business *well* is probably the most complicated business in the world. It calls for more different abilities than any other part of advertising.

So, what you see above are writers and supervisors, artists and art directors, film producers, musicians, "live" directors, stylists, color experts, and researchers.

What you cannot see is their breadth and depth of experience.

One man has had 20 years with a major Hollywood studio. Another had his own orchestra. There are ex-editors, authors, actresses, teachers, salesmen, illustrators, song-writers, fashion-writers and a bewildering assortment of other backgrounds represented.

Result: a wealth of experience that can come up with the answers to almost any problem of words, music, pictures, or production.

Plus the specialized ability to express

those answers in fresh, exciting, dramatic ways.

Plus the instinct for thoroughness in handling the hundred-and-one details that often makes the difference between average and great.

When you add it all up, you can see why a group like that pictured above has a better-than-average chance of turning the complicated business of television into the simple, sound, sales-producing method of advertising it can be.

Young & Rubicam, Inc.
 ADVERTISING

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

ADVERTISER EXPENDITURES

Network time and program estimates for 1955

by company, product, show — a Television Magazine exclusive

During 1955, advertisers invested \$406,899,059 in gross network time. Their expenditures for programs are estimated to be in excess of \$250,000,000. How they spent these dollars is detailed on the following pages.

For each company using network TV during 1955, TELEVISION MAGAZINE has compiled, by product and by program, the total gross time charges, as reported by Publishers Information Bureau, Inc., and our own estimated total program budgets for all telecasts during the year. These program estimates include everything the advertiser paid for production and talent. They do not include the costs of the commercials. They are gross figures, including agency commissions. Wherever film shows have used reruns during the year, the lower price for each repeat showing is figured in to the total. For the

basic price for such series—and for all other programs now on the air—see the estimated weekly budgets in the Production Cost section of the Data Book.

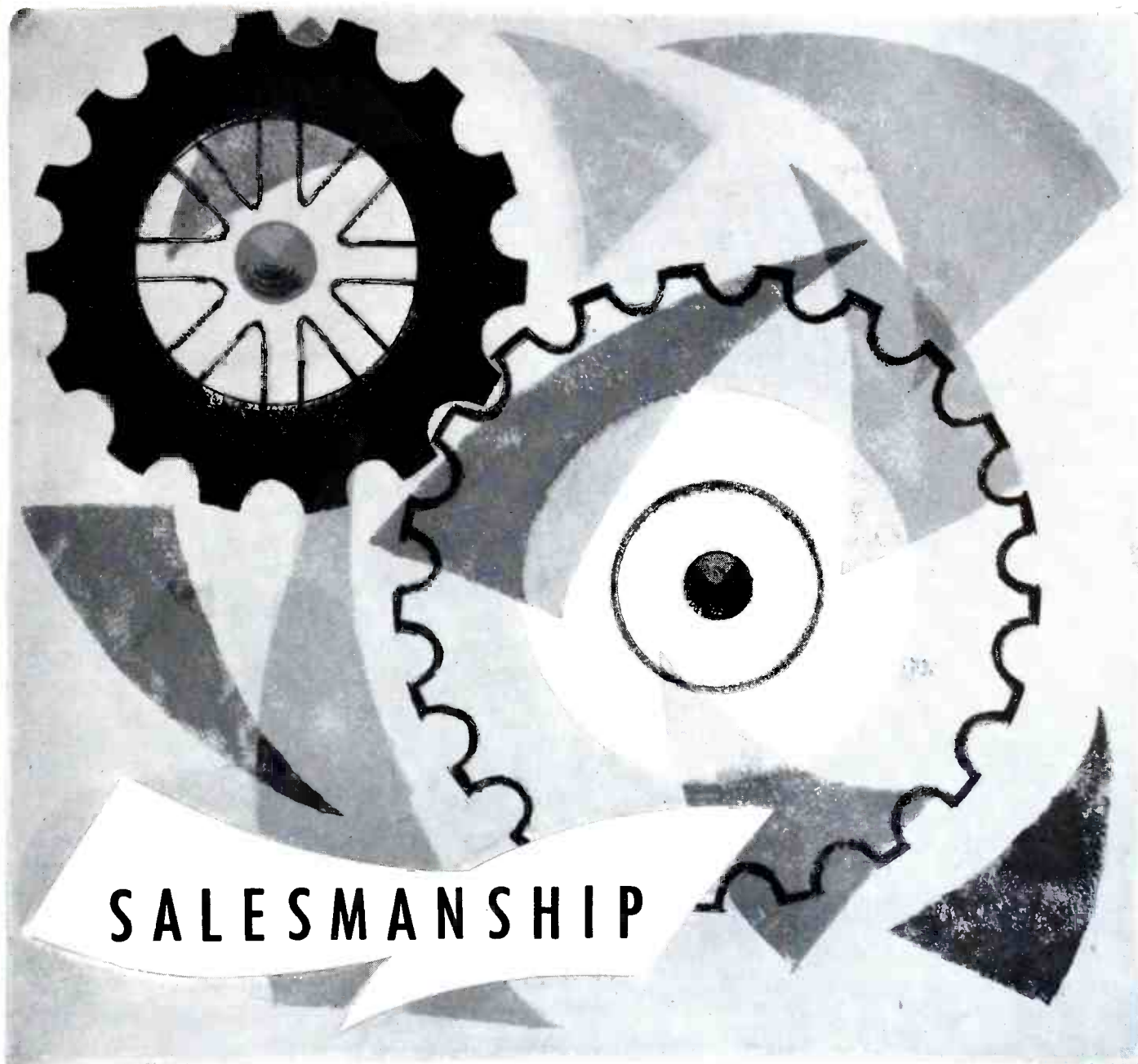
Also listed for each program are the agency placing the business (if agencies changed during the year, the most recent 1955 agency is named); the number of stations carrying each program, as of the last month it was telecast; and the number of telecasts during the year.

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

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

Client & Product	Program	Agency	Net-work	= of Sta-tions	Total Gross Time Cost	Estimated Program Total	= of Tele-casts
DAM HAT STORES, INC. Gemex Watch Bands	Stork Club	BBDO	ABC	38	\$ 29,185	\$ 40,000	5
ADMIRAL CORP. Admiral Major Appliances Admiral TV Sets & Appliances	Who Said That Life Is Worth Living Life Is Worth Living	Russel M. Seeds Russel M. Seeds Russel M. Seeds	ABC ABC DuM	54 114 163	122,689 463,855 817,445	40,000 180,000 255,000	5 12 17
DOLPH'S FOOD PRODUCTS Adolph's Meat Tenderizer & Adolph's Salt Substitute	Home	Shelley	NBC	90	53,068	70,000	10
ALUMINUM CO. OF AMERICA Alcoa Aluminum	See It Now Alcoa Hour Today Ding Dong School Feather Your Nest NBC Matinee Theatre Tennessee Ernie Ford Show Tonight World of Mr. Sweeney	F&S&R F&S&R F&S&R F&S&R F&S&R F&S&R F&S&R F&S&R F&S&R	CBS NBC NBC NBC NBC NBC NBC NBC NBC	52 89 64 54 43 50 46 50 48	826,398 489,020 87,017 8,022 6,687 9,502 7,520 9,134 7,982	648,000 342,000 106,200 1,600 2,700 10,000 2,700 11,200 2,700	27 6 18 1 1 1 1 2 1
Wear-Ever Cooking Utensils & Alcoa Aluminum Foil	Home	F&S&R	NBC	73	294,823	441,000	63
ALUMINUM GOODS MANUFACTURING CO. Mirro-Matic Pressure Pan	Today	Cramer-Krasselt	NBC	60	42,254	47,200	8
ALUMINUM LIMITED, INC. Aluminum	Omnibus	JWT	CBS	69	546,131	514,800	26
AMANA SOCIETY Amana Home Freezer	Big Ten Basketball Games Big Ten Football— Pacific Coast Football You'll Never Get Rich Phil Silvers Show	Maury, Lee & Marshall Maury, Lee & Marshall Maury, Lee & Marshall Maury, Lee & Marshall	CBS CBS CBS CBS	84 57 130 145	694,630 125,980 92,394 248,958	NA NA 80,000 200,000	10 7 2 5
Amana Home Freezer & Air Conditioner	Pinky Lee Show	Sterling	NBC	79	80,131	33,600	12
AMERICAN CHARACTER DOLL CO. American Character Dolls	Famous Film Festival	D-F-S	ABC	55	22,500	19,000	
AMERICAN CHICLE CO. Clorets Chlorophyll Gum Clorets Chlorophyll Gum, Dentyne Chewing Gum	Caesar's Hour Caesar Presents	D-F-S D-F-S	NBC NBC	146 107	818,942 177,981	1,204,800 255,500	12 12

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total
ARMSTRONG CORK CO. All Products	Armstrong Circle Theatre	BBDO	NBC	71	\$ 1,374,555	\$ 1,550,000
ASSOCIATED PRODUCTS, INC. 5-Day Deodorant Pads 5-Day Deodorant Pads, Kaywoodie Pipes	Tony Martin Show Arthur Murray Party	Grey Grey	NBC NBC	68 137	512,810 3,5978	285,000 105,000
ATLANTIC REFINING CO. Atlantic White Flash Gasoline, Motor Oil, Lubricants	Chicago Tribune All Star Football Game National Football League Championship Game	Ayer Ayer	ABC NBC	24 21	14,722 18,843	000 000
Petroleum Products & Automotive Services	Howdy Doody Pinky Lee Show Today World of Mr. Sweeney	R. A. Foley R. A. Foley R. A. Foley JWT	NBC NBC NBC NBC	65 58 55 42	133,248 40,176 71,571 281,330	19,800 18,800 94,100 70,200
ATLANTIS SALES CORP. French's Bird Care Products	Home Douglas Edwards with the News Midwestern Hayride NCAA Football Games Home	B&B Ludgin Ludgin Ludgin B&B	NBC CBS NBC NBC NBC	55 84 22 106 55	21,905 841,770 310,614 373,589 34,542	35,000 148,550 107,500 191,100 56,000
French's Bird Seed & Pet Foods French's Mustard & Spices	NBC Matinee Theatre	D-F-S	NBC	60	30,697	50,800
AVCO MANUFACTURING CORP. Bendix Major Appliances Bendix & Crosley Major Appliances	Saturday Night Fights Walter Winchell	Ellington D'Arcy	ABC ABC	25 31	49,125 136,470	60,000 198,000
Crosley Major Appliances	Home	FC&B	NBC	57	42,133	63,000
B. T. BABBITT, INC. Bab-O Cleanser	Dr. Spock	K&E	NBC	42	120,655	66,000
BAVUK CIGARS, INC. Phillies Cigars	Famous Film Festival Today	Oliani & Bronner Oliani & Bronner	ABC NBC	54 73	22,500 34,001	19,500 41,300
BEATRICE FOODS CO. La Choy Chinese Food Products	Today	Blow	NBC	59	9,502	11,800
BEECH-NUT PACKING CO. Beech-Nut Foods for Babies, Coffee, Gum & Peanut Butter	Robert Q. Lewis Show You Asked For It	D&F&S Guild Bascom & Bonfigli	CBS ABC	69 42	34,860 1,204,859	12,600 832,000
BELTONE HEARING AID CO. Beltone Hearing Aid	Garry Moore Show	Ludgin	CBS	75	421,197	82,500
BENRUS WATCH CO., INC. Benrus Watches	Home	Hutchins	NBC	56	14,730	21,000
BEST FOODS, INC. Nucoa Margarine, Hellman's Mayonnaise Sippy Peanut Butter	Dunninger Show This Is Your Life	Spector Spector	NBC NBC	81 107	461,253 1,121,703	275,000 1,470,000
Shinola Shoe Polish, Rit Tints & Dyes	Martha Raye Show Place the Face Max Liebman Presents	Spector Spector Spector	NBC NBC NBC	106 87 95	369,825 543,619 237,280	625,000 240,000 300,000
BIRGE CO., INC. Birge Wallpaper-Home	Home Today	Ayer Ayer	NBC NBC	64 55	277,659 208,390	413,000 265,500
HAZEL BISHOP, INC. Compact Make-Up, Lipstick & Complexion Glow Rouge Lipstick & Complexion Glow Rouge Lipstick, Nail Polish & Complexion Glow Rouge	Home Today Tonight	Van Sant Dugdale Van Sant Dugdale Van Sant Dugdale	NBC NBC NBC	57 61 50	15,320 52,830 42,851	21,000 59,000 61,600
BISSELL CARPET SWEEPER CO. Bissell Carpet Sweepers	Today	Hoyt	NBC	56	32,255	47,200
BLACK & DECKER MFG. CO. Electric Tools	Tonight	Hoyt	NBC	50	55,533	117,600
BLOCH BROTHERS TOBACCO CO. Kentucky Club Pipe Tobacco-Contest Kentucky Club Pipe Tobacco-Contest (eff. Oct.) Kentucky Club Pipe Tobacco	Danger Famous Film Festival	Cohen Cohen	CBS ABC	59 54	69,240 15,000	32,000 13,000
BLOCK DRUG CO., INC. Amm-i-dent Tooth Paste & Pycopay Toothbrush Amm-i-dent (Super) Tooth Paste	Way of the World Date With Life Justice Make the Connection People's Choice Garry Moore Show	Y&R Y&R Y&R Y&R Y&R DCS&S	NBC NBC NBC NBC NBC CBS	51 49 82 84 84 59	1,394,800 407,970 936,735 523,368 533,238 495,095	306,800 93,600 484,000 195,000 455,000 122,850
BORDEN CO. Borden's Dairy Products	Home Tonight	FC&B FC&B	NBC NBC	59 50	31,056 22,835	42,000 28,000
Borden's Instant Coffee & Other Products	So You Want to Lead a Band Star Tonight	JWT JWT	ABC ABC	39 48	82,620 1,130,700	50,000 720,000
Borden's Instant Coffee, Starlac	Four Star Playhouse	Y&R	CBS	103	176,760	46,000
BOURJOIS, INC. Cosmetics						
BRILLO MANUFACTURING CO., INC. Brillo Soap Pads & Brillo Cleanser						
BRISTOL-MYERS CO. Ban Deodorant, Vitella						



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 WBKB — Chicago, Ill.
 WXYZ-TV — Detroit, Mich.
 WGBI-TV — Scranton-Wilkes-Barre, Pa.
 WHBQ-TV — Memphis, Tenn.
 WDBO-TV — Orlando, Fla.
 WABT — Birmingham, Ala.
 KOVR — San Francisco-Stockton, Cal.
 KTRK-TV — Houston, Texas
 WFIL-TV — Philadelphia, Pa.
 KVOO-TV — Tulsa, Okla.
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Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# Tel. calls
Bufferin Antacid Analgesic	Arthur Godfrey Time	Y&R	CBS	52	\$ 1,060,848	\$ 416,000†	10
Bufferin Antacid Analgesic, Ipana Tooth Paste, Vitalis, Ban Deodorant	Four Star Playhouse	Y&R	CBS	99	901,770	672,000	2
Ipana Tooth Paste	Mickey Mouse Club	DCS&S	ABC	88	200,445	35,100	1
Ipana Tooth Paste, Ammen & Minit Rub	Garry Moore Show	DCS&S	CBS	66	519,217	163,800	5
Ipana Tooth Paste, Ammen's Medicated Powder & Trushay Hand Lotion	Garry Moore Show	DCS&S	CBS	57	73,245	18,900	
Ipana Tooth Paste, Sal Hepatica, Mum & Ammen	Your Favorite Playhouse	Y&R	CBS	75	146,460	100,000	
	Stage Seven	Y&R	CBS	80	1,467,280	875,000	
	Alfred Hitchcock Presents	Y&R	CBS	101	576,480	546,000	
BRITISH-AMERICAN TOBACCO CO., LTD.							
Raleigh Cigarettes & Sir Walter	Penny to a Million	Russel M. Seeds	ABC	46	344,709	260,000	
Raleigh Tobacco	The Line-Up	Bates	CBS	170	1,246,416	750,000	
Viceroy Cigarettes	Undercurrent	Bates	CBS	137	348,111	105,000	
	Robert Q. Lewis Show	Bates	CBS	51	232,675	63,000	
BROWN SHOE CO., INC.							
Buster Brown Shoes	Smilin' Ed McConnell	Burnett	ABC	38	201,203	90,000	
E. L. BRUCE CO.							
Bruce Floor Waxes & Cleaners	Today	Christiansen	NBC	29	137,484	395,300	
CALIFORNIA PACKING CORP.							
Del Monte Canned Vegetables, Fruits & Other Products	Home	McCann-Erickson	NBC	96	161,776	217,000	
	Today	McCann-Erickson	NBC	61	127,124	153,400	
	Tonight	McCann-Erickson	NBC	50	119,951	156,800	
CALORIC STOVE CORP.							
Caloric Gas Ranges	Home	Geare-Marston	NBC	64	40,790	56,000	
CAMEO CURTAINS, INC.							
Cameo Curtains	Home	Product Services	NBC	50	8,686	14,000	
CAMFIELD MANUFACTURING CO.							
Camfield Small Appliances	Tonight	Hanson & Hanson	NBC	50	42,367	56,000	
CAMPBELL CEREAL CO.							
Malt-O-Meal Cereal	Morning Show	Campbell-Mithun	CBS	27	23,056	8,800	
	Today	Campbell-Mithun	NBC	20	43,355	171,100	
CAMPBELL SOUP CO.							
Campbell's Soups	Lassie	BBDO	CBS	82	1,151,964	852,500	
	Pride of the Family	BBDO	NBC	61	177,936	90,000	
	Dear Phoebe	BBDO	NBC	88	890,768	747,500	
	Star Stage	BBDO	NBC	98	406,513	315,000	
Campbell's Soups & Other Products	Mickey Mouse Club	Burnett	ABC	88	297,187	35,100	
	Abbott & Costello	Burnett	CBS	53	144,608	81,000	
	Howdy Doody	Burnett	NBC	55	182,947	30,800	
	Pinky Lee	Grey	NBC	49	37,428	16,800	
	Today	Grey	NBC	63	32,418	35,400	
	Bob Crosby Show	Tatham-Laird	CBS	80	335,508	111,000	
	Robert Q. Lewis Show	Tatham-Laird	CBS	78	162,795	53,550	
	Cotton Bowl Football Game	Tatham-Laird	NBC	101	50,929	NA	
	Sugar Bowl Football Game	Tatham-Laird	ABC	69	14,384	NA	
	Mickey Mouse Club	Erwin, Wasey	ABC	88	200,485	35,100	
	Burns and Allen	Erwin, Wasey	CBS	145	1,322,400	910,000	
	Bob Crosby Show	Erwin, Wasey	CBS	107	130,150	29,600	
	Today	Erwin, Wasey	NBC	58	96,893	118,000	
	Meet Millie	SSC&B	CBS	97	1,014,270	525,000	
	Name That Tune	SSC&B	CBS	66	182,760	90,000	
	Hollywood Tryouts	SSC&B	CBS	66	29,745	NA	
	Famous Film Festival	SSC&B	ABC	54	30,000	26,000	
	Morning Show—Panorama Pacific	SSC&B	CBS	59	6,902	1,100	
CHESEBROUGH-POND'S, INC.							
All Products	Pond's Theatre	JWT	ABC	25	755,438	NA	
Pond's Creams, Powders, Lipstick & Make-Up Mist	Star Stage	JWT	NBC	75	337,269	280,000	
Vaseline Hair Products	Cotton Bowl Football Game	JWT	NBC	101	50,929	NA	
Vaseline Lip Ice	Today	JWT	NBC	68	42,729	47,200	
CHRYSLER CORP.							
Chrysler Corp., General Promotion	East-West Football Game	McCann-Erickson	NBC	102	271,456	NA	
Chrysler Passenger Cars	Climax	McCann-Erickson	CBS	126	1,410,255	783,000	
	Climax-Shower of Stars	McCann-Erickson	CBS	163	3,323,720	1,931,000	
	Famous Film Festival	McCann-Erickson	ABC	55	7,500	6,500	
	J. L. Hudson Co. Thanksgiving Day Parade	McCann-Erickson	ABC	82	21,002	NA	
	Today	McCann-Erickson	NBC	56	9,790	11,800	
Chrysler Passenger Cars, Parts & Service	It's a Great Life	McCann-Erickson	NBC	141	2,270,793	2,054,000	
De Soto Passenger Cars	Today	BBDO	NBC	55	4,858	5,900	
De Soto Passenger Cars, Parts & Service	You Bet Your Life	BBDO	NBC	154	1,942,206	1,572,500	
	The Best of Groucho	BBDO	NBC	153	798,069	210,000	

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

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# Tel cas
Dodge Passenger Cars	Break the Bank	Grant	ABC	174	\$ 2,251,198	\$ 927,500	
	Lawrence Welk Show	Grant	ABC	165	1,620,661	189,000	
	Make Room For Daddy	Grant	ABC	111	951,414	910,000	
	U.S. National Open Golf Tournament	Grant	NBC	98	77,330	NA	
Plymouth Passenger Cars	That's My Boy	BBDO	CBS	133	43,512	27,000	
	Plymouth News Caravan	Ayer	NBC	84	2,896,260	873,000	
CHUN KING SALES, INC. Chun King Chinese Food Products	Garry Moore Show	JWT	CBS	64	344,675	81,900	
CHUNKY CHOCOLATE CORP. "Chunkies" Chocolate Candy	Super Circus	Hilton & Riggio	ABC	37	147,754	98,000	
CIBA CO., INC. Pharmaceuticals	Horizons	Kieswetter, Baker	ABC	16	97,620	55,000	
	Medical Horizons	JWT	ABC	38	340,560	160,000	
CLUETT, PEABODY & CO., INC. All Products Arrow Shirts—Men	Home Today	Y&R Y&R	NBC NBC	55 55	88,478 127,725	126,000 147,500	
COCA-COLA CO. Coca-Cola	Mickey Mouse Club Coke Time	D'Arcy D'Arcy	ABC NBC	88 104	301,272 2,711,090	35,100 1,232,000	
COLGATE-PALMOLIVE CO. Colgate Dental Cream	Ding Dong School Howdy Doody Howdy Doody Feather Your Nest	Bates Bates Bates Esty	NBC NBC NBC NBC	60 77 64 92	238,217 651,514 477,410 1,228,249	41,600 142,800 109,200 353,700	
Colgate Dental Cream, Palmolive Soap, Vel Colgate Dental Cream, Lustre-Creme Shampoo, Vel, Barber Shave, Palmolive Shave Cream Colgate Dental Cream, Vel, Super Suds, Fab, Ajax, Palmolive Soap Palmolive Shave Cream, Veto, Lustre Cream Shampoo, Vel	Adventures of Champion Strike It Rich	Bates Esty	CBS CBS	115 94	95,760 5,105,597	70,000 780,000	
Palmolive Soap, Halo Shampoo, Colgate Dental Cream, Ajax	Strike It Rich The Millionaire	Esty Bates	CBS CBS	112 136	88,050 2,380,500	22,000 1,372,000	
Fab Detergent, Ajax Cleanser, Halo Shampoo, Cashmere Bouquet Soap Fab, Colgate Chlorophyll Tooth Paste, Cashmere Bouquet Soap, Cashmere Bouquet Lotion	Colgate Comedy Hour Colgate Variety Hour	Bates Esty	NBC NBC	133 134	1,463,155 1,989,850	1,445,000 1,760,000	
COLUMBIA BROADCASTING SYSTEM, INC. CBS Hytron Picture Tubes CBS Television Sets CBS Television Sets & LP Records CBS Television & Radio Sets	Modern Romances The Big Payoff	Bryan Houston Esty	NBC CBS	106 96	1,792,670 3,187,346	326,000 468,000	
COMSTOCK CANNING CORP. Comstock Pie-Sliced Fruit & Vegetables & Apple Sauce	Garry Moore Show Arthur Godfrey & His Friends See It Now Arthur Godfrey's Talent Scouts Life with Father Willy	Bennett & Northrop Bates Bates Bates Bates Bates	CBS CBS CBS CBS CBS CBS	86 156 114 97 76 80	87,490 462,876 53,406 285,048 596,007 206,500	18,900 315,000 24,000 210,000 617,500 176,500	
CONTINENTAL BAKING CO. Wonder Bread, Hostess Cake	Garry Moore Show	Burnett	CBS	57	144,470	37,800	
CONNECTICUT CHEMICAL RESEARCH CORP. Hep Insect Killer	Howdy Doody Today	Bates Ovesey, Berlow & Strauss	NBC NBC	54 62	1,102,047 15,682	145,600 17,700	
CONVERTED RICE, INC. Uncle Ben's Converted Rice	Garry Moore Show	Burnett	CBS	74	578,190	138,600	
CORN PRODUCTS REFINING CO. Mazola Oil Mazola Oil & Karo Syrup	Arthur Godfrey Time Robert Q. Lewis Show	C. L. Miller C. L. Miller	CBS CBS	54 75	411,783 382,194	180,000 122,850	
COWLES MAGAZINES, INC. Look Magazine	Home Today Tonight	McCann-Erickson McCann-Erickson McCann-Erickson	NBC NBC NBC	47 53 32	22,213 21,931 14,272	35,000 29,500 28,000	
CRANE CO. Crane Plumbing Equipment—Home	Morning Show	Burnett	CBS	55	41,977	7,150	
CROWELL-COLLIER PUBLISHING CO. Collier's Magazine Woman's Home Companion Magazine	Home Today Tonight Home Today	Kudner Kudner Kudner McCann-Erickson McCann-Erickson	NBC NBC NBC NBC NBC	47 54 36 47 55	4,535 214,724 3,423 43,642 4,620	7,000 283,200 5,600 70,000 5,900	
CULLIGAN, INC. Culligan Soft Water Service & Unit—Home	Home	Granz	NBC	73	66,874	91,000	
HELENE CURTIS INDUSTRIES, INC. Helene Curtis Hair Preparations	Professional Father Robert Q. Lewis Show Caesar's Hour Today Tonight	Ludgin Ludgin Ludgin Ludgin Ludgin	CBS CBS NBC NBC NBC	126 61 120 55 36	1,165,092 412,590 240,357 89,298 221,860	689,000 110,250 338,850 106,200 380,800	

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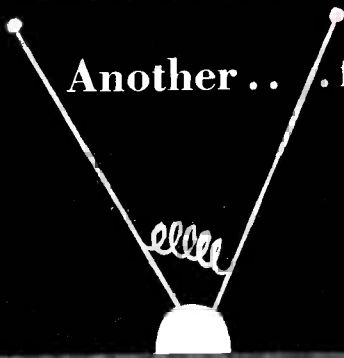
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Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Tele-cast
CURTIS CANDY CO. Curtiss Candy	Tales of the Texas Rangers	C. L. Miller	CBS	59	\$ 1,01,572	\$ 1,10,000	
CURTIS PUBLISHING CO. Holiday, Ladies' Home Journal, Saturday Evening Post Magazines	Today	BBDO	NBC	53	91,288	123,900	21
	Home	BBDO	NBC	77	130,989	189,000	27
	Tonight	BBDO	NBC	29	47,221	1,17,600	27
DAYSTROM, INC. Daystrom Furniture	Home	Ayer	NBC	63	88,674	133,000	19
DETROIT STEEL PRODUCTS CO. Fenestra Doors & Windows	Home	F&S&R	NBC	89	55,336	70,000	16
DIAMOND CRYSTAL SALT CO. Diamond Crystal Salt	Today	B&B	NBC	33	18,787	41,300	
DIXIE CUP CO. Dixie Cups	Super Circus	Hicks & Greist	ABC	58	330,332	182,000	13
DOESKIN PRODUCTS, INC. Doeskin Tissues & Paper Napkins	Robert Q. Lewis Show	Grey	CBS	46	132,445	40,950	13
DORMEYER CORP. Dormeyer Small Appliances & Power Tools	Perry Como Show	Shaw	NBC	75	175,473	252,000	
DOW CHEMICAL CO. Dow Anti-Freeze	NCAA Football Scoreboard	MacManus, John & Adams	NBC	71	180,730	38,500	
	Today	MacManus, John & Adams	NBC	59	49,035	64,900	
	Tonight	MacManus, John & Adams	NBC	33	19,896	39,200	
Dow Latex	Home	McManus, John & Adams	NBC	48	34,019	56,000	
Dow Saran Fabrics	Home	McManus, John & Adams	NBC	46	50,445	84,000	
Dow Styron Plastic	Home	McManus, John & Adams	NBC	55	145,160	231,000	
Dow Water Softener	Home	McManus, John & Adams	NBC	78	91,852	126,000	
Latex Paints—Home	Today	McManus, John & Adams	NBC	64	39,056	47,200	
Saran-Wrap	Arthur Godfrey Time	McManus, John & Adams	CBS	59	373,670	1,04,000	21
Saran-Wrap & Other Products	Medic	McManus, John & Adams	NBC	115	1,584,969	1,260,600	31
ALLEN B. DU MONT LABS., INC. DuMont Television Sets	East-West Football Game	Campbell-Ewald	DuM	18	55,875	NA	
	What's the Story	Campbell-Ewald	DuM	3	89,160	109,000	
E. I. DU PONT DE NEMOURS & CO., INC. Institutional	Cavalcade of America	BBDO	ABC	29	377,587	875,000	23
	DuPont Cavalcade Theatre	BBDO	ABC	64	413,022	560,000	16
DYNAMICS CORP. OF AMERICA Waring Small Appliances	Tonight	Hicks & Greist	NBC	50	47,941	72,800	
EASTCO, INC. Scratchex Dog Powder	Today	R&R	NBC	62	9,644	11,800	
EASTMAN KODAK CO. Eastman Kodak Cameras	Kodak Request Performance	JWT	NBC	69	1,054,522	337,500	
	Screen Director's Playhouse	JWT	NBC	67	536,070	520,000	
	Norby	JWT	NBC	50	465,555	520,000	
ECONOMICS LAB, INC. Soilax	Garry Moore Show	Mathes	CBS	52	102,500	28,350	
EDISON CHEMICAL CO. Dermassage	Breakfast Club	Critchfield	ABC	53	2,764	2,500	
	Morning Show	Critchfield	CBS	58	3,352	550	
	Home	Critchfield	NBC	47	4,280	7,000	
ELECTRIC COS. ADVERTISING PROGRAM Electric Light & Power Cos.	You Are There	Ayer	CBS	104	831,912	500,000	20
ELGIN NATIONAL WATCH CO. Elgin Watches	Elgin Hour	Y&R	ABC	106	753,888	480,000	
	Person to Person	Y&R	CBS	98	357,480	180,000	
EMERSON DRUG CO. Bromo-Seltzer	Chance of a Lifetime	Lennen & Newell	ABC	46	319,817	130,000	
	Chance of a Lifetime	Lennen & Newell	DuM	22	248,120	130,000	
ESQUIRE, INC. Esquire Magazine	Tonight	Grey	NBC	29	5,182	10,200	
EXQUISITE FORM BRASSIERES, INC. Exquisite Forms Brassieres	Stop the Music	Grey	ABC	82	318,765	132,000	
FALSTAFF BREWING CORP. Falstaff Beer	Chicago Bears-Cardinals Football Games	D-F-S	ABC	26	86,232	NA	
	Baseball Game of the Week	D-F-S	CBS	83	579,690	NA	
FIRESTONE TIRE & RUBBER CO. Firestone Foamex Firestone Tires, Tubes, Foamex, Velon & Other Products	Home	Sweeney & James	NBC	82	37,930	49,000	
	Voice of Firestone	Sweeney & James	ABC	83	1,523,820	468,000	

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TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 West 49 St. New York, New York

*Nov.-Dec. 1955 A.R.B.

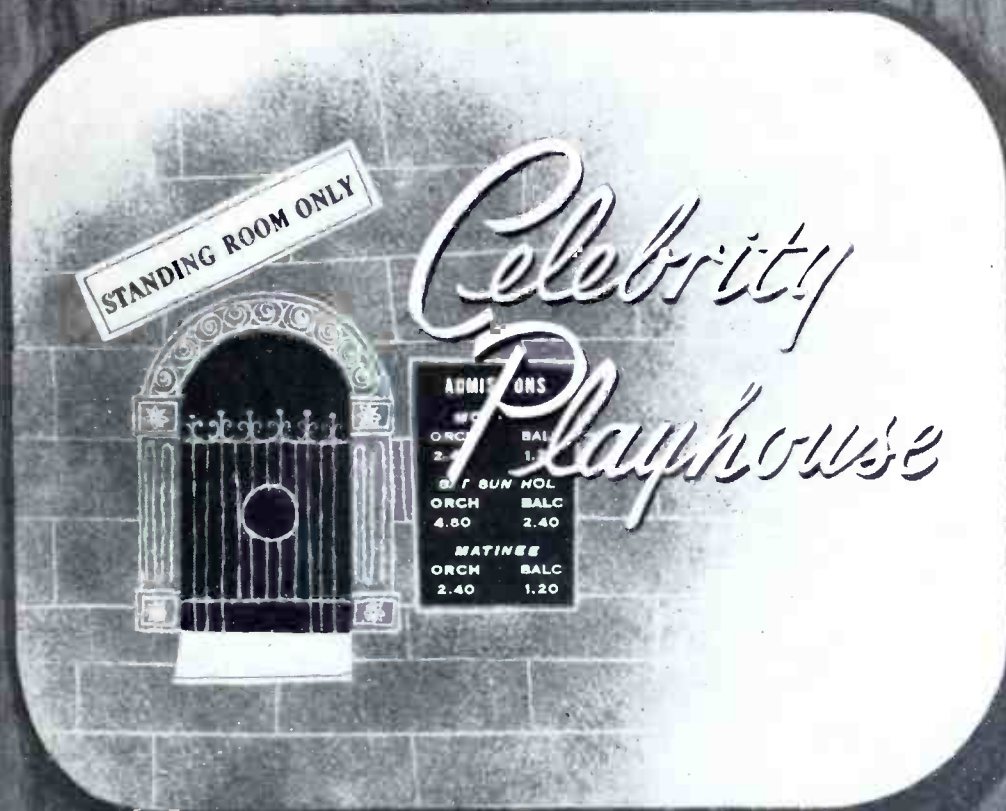
Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
FLORIDA CITRUS COMMISSION							
All Products	Twenty Questions	JWT	ABC	44	\$ 356,033	\$ 198,000	16
	Today	JWT	NBC	58	36,706	53,100	9
	Morning Show	JWT	CBS	57	78,646	14,300	26
Florida Oranges							
FLORIST'S TELEGRAPH DELIVERY ASS'N., INC.							
Florist's Telegraph Delivery Ass'n., Inc.	Color Spread	Grant	NBC	127	27,768	72,000	1
	Famous Film Festival	Grant	ABC	55	7,500	6,500	1
	Home	Grant	NBC	47	12,635	21,000	3
	Today	Grant	NBC	55	13,956	27,700	3
	Tonight	Grant	NBC	39	17,533	28,000	5
FOOD SPECIALTIES, INC.							
Appian Way Pizza Pie Mix	Today	Chambers & Wishwell	NBC	60	23,937	29,500	5
FORD MOTOR CO.							
Ford Passenger Cars	Ford Star Jubilee	JWT	CBS	171	557,789	1,000,000	4
Ford Passenger Cars, Trucks, Parts & Service							
Lincoln & Mercury Passenger Cars	Ford Theatre	JWT	NBC	145	2,669,436	2,080,000	52
	Producers Showcase	K&E	NBC	78	697,080	1,560,000	12
	Peter Pan	K&E	NBC	84	72,765	500,000	1
	Toast of the Town	K&E	CBS	173	3,325,181	1,900,000	38
	Ed Sullivan Show	K&E	CBS	173	1,326,549	700,000	14
GENERAL CIGAR CO., INC.							
White Owl & Robert Burns Cigars	NCAA Football Games	Y&R	NBC	106	374,105	191,100	15
GEN'L CONF. OF SEVENTH-DAY ADVENTISTS							
Religious Talks	Faith for Today	Rockhill	ABC	8	299,550	156,000	52
GENERAL DYNAMICS CORP.							
Airplanes, Heavy Duty Electric Motors, Atomic Submarines & Nuclear Research	Youth Wants to Know	Morey, Humm & Johnstone	NBC	8	133,947	70,000	11
GENERAL ELECTRIC CO.							
G.E. Automatic Blanket	Today	Ayer	NBC	56	37,528	47,200	8
G.E. Electrical Appliances	Front Row Center	Y&R	CBS	106	664,010	360,000	9
	20th Century Fox Hour	Y&R	CBS	117	536,860	420,000	7
	G.E. Theatre	BBDO	CBS	146	2,499,633	2,080,000	51
	I Married Joan	Y&R	NBC	104	614,607	490,000	14
	Jane Froman Show	BBDO	CBS	57	482,440	286,000	26
	Medic	BBDO	NBC	78	275,208	229,200	8
	Dear Phoebe	Y&R	NBC	65	505,098	422,500	13
G.E. Lamps							
G.E. Refrigerators & G.E. Washers	Warner Brothers Presents	Maxon	ABC	109	310,551	232,000	1
G.E. Television Sets, Radios & Small Appliances	Meet Mr. McNutley	Maxon	CBS	65	693,720	910,000	25
	Adventures of Ozzie & Harriet	Maxon	ABC	59	533,438	880,000	20
	Adventures of Ozzie & Harriet	Ayer	ABC	56	87,285	132,000	1
	Today	Ayer	NBC	58	126,004	159,300	2
	Bamberger Thanksgiving Eve					NA	
	Parade of Lights	BBDO	CBS	33	23,925	NA	
	New Year's Eve in Times Sq.	Ayer	NBC	50	12,275	NA	
Hotpoint Major Appliances							
Telechron Electric Clocks	Pinky Lee Show	B&B	NBC	58	156,636	70,000	25
G.E. Lamps & Small Appliances	Roy Rogers Show	B&B	NBC	170	1,470,150	611,000	26
	Home	B&B	NBC	92	5,685	7,000	
Telechron Electric Clocks	Johnny Carson Show	Y&R	CBS	78	898,905	649,000	22
GENERAL FOODS CORP.	M-G-M Parade	B&B	ABC	109	269,522	320,000	10
Baker's 4 in 1 Instant Cocoa							
Instant Puddings, Gaines Dog Food, Maxwell House Instant Coffee	Mama	B&B	CBS	79	1,389,691	833,000	34
Instant Restaurant & Hotel Pack Coffee	Pantomime Quiz	B&B	CBS	74	509,862	130,000	13
Jell-O Gelatin Dessert, Minute Rice, Sanka Instant Coffee	December Bride	B&B	CBS	174	1,852,238	1,110,000	37
Maxwell House Coffee, Minute Rice	Ethel & Albert	B&B	CBS	176	746,035	285,000	15
Maxwell House Coffee, Minute Rice, Baker's Chocolate, Post's Cereals	Jo Stafford Show	B&B	CBS	83	111,144	48,000	4
	Caesar's Hour	B&B	NBC	112	80,110	112,950	3
	Home	B&B	NBC	63	1,830	175,000	25
	Today	B&B	NBC	67	80,495	88,500	11
	Tonight	B&B	NBC	43	55,594	78,400	14
Maxwell House Instant Coffee, Gaines Dog Food & Other Products	Xmas with the Greatest Show on Earth	B&B	CBS	89	76,825	85,000	1
Maxwell House Instant Coffee, Swansdown Products	Three for Tonight	B&B	CBS	97	73,075	150,000	1
Minute Rice, Jell-O Products, Swansdown Products							
Post's Cereals	Bob Hope Show	Y&R	NBC	137	332,115	500,000	4
	Circus Highlights	Y&R	NBC	137	82,300	NA	
	Commando Cody	B&B	NBC	67	230,144	165,000	11
	Fury	B&B	NBC	70	299,940	350,000	14
Post's Cereals, Gaines Dog Food, Kool-Aid Powder	Roy Rogers' World Championship Rodeo	B&B	NBC	137	85,030	NA	
	Those Whiting Girls	Y&R	CBS	165	286,290	150,000	6
Sanka Instant Coffee, Post's Cereals	I Love Lucy	Y&R	CBS	153	327,175	350,000	7
	Roy Rogers Show	B&B	NBC	125	1,142,610	611,000	26
Sugar Crisp							
Swansdown Cake Mixes, Instant Sanka Coffee, Bird's Eye Frozen Foods	Our Miss Brooks	Y&R	CBS	98	1,451,802	1,216,000	33
	Ray Milland Show	Y&R	CBS	89	529,398	149,500	11

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syndication program from

SCREEN GEMS 

BIG TIME DRAMA SERIES AVAILABLE NOW!

STARRING... JOSEPH COTTEN • LINDA DARNELL • EDWARD G. ROBINSON • MONA FREEMAN
DANE CLARK • ANN SHERIDAN ...AND MANY OTHER TOP STARS!



Scan all ratings... Screen this show!

OKLAHOMA
CITY
23.9

BAY CITY,
MICH.
31.2

NEW
ORLEANS
33.2

DAVENPORT,
IA.
28.9

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SCREEN GEMS Inc. 

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 West 49 St. New York, New York

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Swansdown Cake Mixes, Postum Instant Coffee & Other Products	Portia Faces Life	Y&R	CBS	58	\$ 472,640	\$ 90,000	
	The Inner Flame	Y&R	CBS	36	711,970	212,500	
GENERAL MILLS, INC.							
Betty Crocker Baking & Frosting Mixes, Gold Medal Flour	Burns & Allen	BBDO	CBS	112	301,236	210,000	
Cereals, Baking Mixes & Other Products	Mickey Mouse Club	Knox Reeves	ABC	88	900,658	105,300	
Cereals, Baking & Frosting Mixes, Dog Food	Tales of the Texas Rangers	Tatham-Laird	CBS	59	261,112	286,000	
Cheerios, Gold Medal Flour	Life with Father	D-F-S	CBS	71	219,360	227,500	
Cheerios, Wheaties	Lone Ranger	D-F-S	ABC	73	1,319,084	1,075,000	
	Eddie Fisher Salutes Young America	D-F-S	ABC	105	31,923	NA	
Cheerios, Wheaties, Kix	Lone Ranger	D-F-S	CBS	47	840,919	1,060,000	
Cereals & Cake Mixes	Ding Dong School	Tatham-Laird	NBC	52	314,455	41,600	
Flour, Cereals & Other Products	Bob Crosby Show	Knox Reeves	CBS	86	1,327,872	562,400	
General Mills Products	Captain Midnight	Tatham-Laird	CBS	43	244,020	240,000	
Gold Medal Flour, Baking & Frosting Mixes, Bisquick	Garry Moore Show	BBDO	CBS	79	173,406	56,700	
Gold Medal Flour, Bisquick, Crustquick, Cake Mixes	Valiant Lady	D-F-S	CBS	97	1,413,972	380,000	
Gold Medal Flour, Cereals & Cake Mixes	Wyatt Earp	D-F-S	ABC	61	171,561	159,000	
Gold Medal Flour, Cereals, Mixes, Dog Food & O-Cel-O Sponges	Robert Q. Lewis Show	BBDO	CBS	52	453,036	214,200	
Gold Medal Flour, Cheerios & O-Cel-O Sponges	Willy	D-F-S	CBS	75	634,350	590,000	
Sugar Jets Cereal	Barker Bill's Cartoons	Esty	CBS	79	849,295	348,000	
GENERAL MOTORS CORP.							
AC Spark Plugs	Big Town	D. P. Brother	NBC	87	854,900	845,000	
Buick Passenger Cars	Wide Wide World	D. P. Brother	NBC	130	124,433	150,000	
	The Honeymooners	Kudner	CBS	181	820,095	315,000	
	Buick-Berle Show	Kudner	NBC	162	1,052,810	1,080,000	
	Color Spread	Kudner	NBC	120	27,226	72,000	
	Home	Kudner	NBC	98	10,145	14,000	
	Nat'l. Football Game						
	Championship Game	Kudner	NBC	159	128,394	NA	
	Today	Kudner	NBC	82	30,206	35,400	
	Today	MacManus, John & Adams	NBC	85	21,837	23,600	
Cadillac Passenger Cars	Garry Moore Show	Campbell-Ewald	CBS	88	77,820	15,750	
Chevrolet Passenger Cars	Treasury Men in Action	Campbell-Ewald	ABC	127	1,228,620	1,033,500	
Chevrolet Passenger Cars & Trucks	Crossroads	Campbell-Ewald	ABC	118	467,741	325,000	
	Chevy Show	Campbell-Ewald	NBC	196	517,810	733,500	
	Today	Campbell-Ewald	NBC	55	4,620	5,900	
Chevrolet Passenger Cars, Trucks, Parts & Service	Dinah Shore Show	Campbell-Ewald	NBC	104	2,648,386	1,320,000	
General Promotion	General Motors Motorama	Kudner	NBC	116	45,474	NA	
	General Motors Motorama (Regional)	Kudner	NBC	4	2,295	NA	
General Motors-United Motors Automotive Products	*Wide Wide World	Campbell-Ewald	NBC	130	244,873	300,000	
Guide Autronic Eye	Wide Wide World	D. P. Brother	NBC	131	124,975	150,000	
Oldsmobile Passenger Cars	Academy Awards Presentation	D. P. Brother	NBC	163	119,834	NA	
	Max Liebman Presents	D. P. Brother	NBC	118	1,445,826	2,781,600	
	Academy Awards Nominations	D. P. Brother	NBC	102	113,985	NA	
	Patti Page-Perry Como Show	D. P. Brother	NBC	85	41,691	NA	
	Today	D. P. Brother	NBC	82	5,231	5,900	
	Home	MacManus, John & Adams	NBC	54	9,914	7,000	
Pontiac Passenger Cars	Red Buttons Show-Jack Carson Show	MacManus, John & Adams	NBC	102	833,817	770,000	
	Today	MacManus, John & Adams	NBC	44	12,183	17,700	
	Tonight	MacManus, John & Adams	NBC	53	18,690	22,400	
	Wide Wide World	MacManus, John & Adams	NBC	129	100,191	150,000	
Pontiac Passenger Cars, Parts & Service	Playwrights '56	MacManus, John & Adams	NBC	110	493,265	385,000	
Frigidaire Div., All Products	Arthur Godfrey and His Friends	FC&B	CBS	117	639,925	490,000	
	Frankie Laine Time	FC&B	CBS	117	188,978	140,000	
	My Favorite Husband	Kudner	CBS	131	582,906	416,000	
	Arthur Godfrey Time	FC&B	CBS	61	1,075,850	360,000	
GENERAL TIME CORP.							
Westclox Clocks & Watches	Tonight	BBDO	NBC	50	143,426	207,200	
GENERAL TIRE & RUBBER CO.							
All Products	Detroit Lions vs. Green Bay Packers Football Game	D'Arcy	ABC	119	67,151	NA	
GERBER PRODUCTS CO.							
Gerber's Baby Food	Bob Crosby Show	D'Arcy	CBS	69	248,345	66,600	
	Ding Dong School	D'Arcy	NBC	81	662,405	76,800	

Another... first run... network caliber
syndication program from

SCREEN GEMS

TOPS COMPETITION IN 57 OUT OF 60 MARKETS!
...BACKED BY 35 UNIQUE PREMIUMS!

TALES OF THE TEXAS RANGERS



Scan all ratings... Screen this show!



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GIBSON ART CO. Gibson Greeting Cards	Disneyland Park	Stockton-West- Burkhart	ABC	146	\$ 47,549	NA	5
GILLETTE CO. (Toni Co.) All Products	Perry Como Show	Weiss & Geller	NBC	85	123,671	\$ 180,000	13
Home Permanents, Hair Preparations	Tony Martin Show	Tatham-Laird	NBC	71	350,210	195,000	6
Home Permanents & Other Products	Arthur Murray Party	Tatham-Laird	NBC	134	318,651	105,000	7
Pamper Shampoo	Arthur Godfrey's Talent Scouts	North	CBS	137	343,305	210,000†	2
Prom Permanent Wave, White Rain	Pinky Lee Show	Clinton E. Frank	NBC	39	11,467	5,600	78
Lotion Shampoo	Valiant Lady	North	CBS	71	660,874	187,500	8
Toni Home Permanent & Other Products	Garry Moore Show	North	CBS	69	78,050	18,900	9
Toni Home Permanent, White Rain Lotion	Arthur Godfrey and His Friends	North	CBS	152	1,827,512	1,260,000	10
Shampoo, Deep Magic Cleansing Lotion, Viv Lipstick	Frankie Laine Time	Weiss & Geller	CBS	158	422,326	280,000	11
Toni Home Permanents	So This Is Hollywood	Weiss & Geller	NBC	104	1,301,464	465,000	12
Toni Home Permanents, Hair Preparations & Cleansing Creams	Arthur Godfrey Time	Weiss & Geller	CBS	61	421,479	228,000†	13
Toni Home Permanents, Hair Preparations, Cleansing Lotions, Creams	Bob Crosby Show	North	CBS	69	483,660	196,100	14
Toni Home Permanents, Hair Preparations & Cleansing Creams	Garry Moore Show	North	CBS	68	244,758	81,900	15
Toni Home Permanents, Hair Preparations, Cleansing Creams & Lipstick	Garry Moore Show	North	CBS	70	19,858	6,300	16
Toni Home Permanents, Hair Preparations, Cleansing Creams & Other Products	People Are Funny	Burnett	NBC	142	1,285,773	617,500	17
Toni Home Permanents, Hair Preparations & Other Products	Jan Murray Time	Weiss & Geller	NBC	108	149,886	202,500	18
GILLETTE CO. Bobbi Pin-Curl Home Wave	Dollar A Second	Weiss & Geller	NBC	101	374,568	104,000	19
Gillette Razors & Blades	Famous Film Festival	Tatham-Laird	ABC	55	60,000	52,000	20
Gillette Safety Razors	All Star Baseball Game	Maxon	NBC	146	277,393	NA	21
Gillette Safety Razors, Blades, Shaving Cream	1955 World Series Games	Maxon	NBC	193	1,273,554	NA	22
Gillette Safety Razors, Gillette Blue Blades, Gillette Shaving Cream	Rose Bowl Football Game	Maxon	NBC	169	271,879	NA	23
Tame Hair Conditioner, Tame Creme Rinse	Orange Bowl Football Game	Maxon	CBS	107	116,100	NA	24
White Rain Lotion Shampoo	Cavalcade of Sports	Maxon	NBC	164	3,202,789	1,800,000	25
Paper-Mate Pens	Sports Reel	Maxon	NBC	145	359,885	105,000	26
GLASS CONTAINER MFRS. INSTITUTE, INC. Glass Containers	Blue-Grey Football Game	Maxon	NBC	158	183,467	NA	27
GLIDDEN CO. Glidden Paint—Home & Durkee's Foods	Basketball Final of Eastern College Athletic Conference	Maxon	NBC	131	86,733	NA	28
Glidden Paint—Home	Belmont Stakes	Maxon	CBS	168	43,681	NA	29
GOLD FILLED MANUFACTURERS ASS'N., INC. Gold Filled Manufacturers Ass'n., Inc.	Kentucky Derby	Maxon	CBS	168	43,636	NA	30
GOLD SEAL CO. Gold Seal Glass Wax	Preakness Stakes	Maxon	CBS	168	43,636	NA	31
Gold Seal Glass Wax & Snowy Bleach	Famous Film Festival	Tatham-Laird	ABC	54	75,000	65,000	32
B. F. GOODRICH CO. B. F. Goodrich Tires, Tubes	Famous Film Festival	Tatham-Laird	ABC	54	67,500	58,500	33
GOODYEAR TIRE & RUBBER CO. Goodyear Tires—Car	People Are Funny	FC&B	NBC	153	1,217,481	568,100	34
Goodyear Tires—Car & Neolite Soles	Home	Givaudan	NBC	52	117,148	182,000	35
Institutional	Home	Meldrum & Fewsmith	NBC	75	140,067	203,000	36
GORDON BAKING CO. Silvercup Bread	Today	Meldrum & Fewsmith	NBC	84	45,877	47,200	37
GREEN GIANT CO. Green Giant Canned & Frozen Peas, Corn & Mexicorn	Today	Sutherland-Abbott	NBC	56	51,610	59,000	38
GRIFFIN MANUFACTURING CO., INC. Griffin Shoe Polish	Jo Stafford Show	Campbell-Mithun	CBS	85	565,892	252,000	39
GROCERY STORE PRODUCTS CO., INC. B in B Mushrooms & Kitchen Bouquet	Perry Como Show	Campbell-Mithun	NBC	81	231,714	324,000	40
GROVE LABS., INC. Bromo Quinine	Burns and Allen	BBDO	CBS	25	966,903	770,000	41
Fitch Shampoo	Color Spread	Y&R	NBC	102	25,603	72,000	42
4-Way Cold Tablets	Television Playhouse	Y&R	NBC	128	1,590,715	800,000	43
GRUEN WATCH CO. Gruen Watches	Goodyear Hour	Y&R	NBC	128	536,100	342,000	44
	No Room at the Inn	Y&R	NBC	138	42,993	NA	45
	Kuklapolitan Easter Show	D'Arcy	ABC	4	5,040	NA	46
	Mickey Rooney Show	Burnett	NBC	49	264,690	280,000	47
	Imogene Coca Show	BC&P	NBC	77	178,185	188,500	48
	Musical Chairs	BC&P	NBC	77	84,824	90,000	49
	Today	Bates	NBC	52	129,779	171,100	50
	Today	Gardner	NBC	54	84,254	112,100	51
	Today	Cohen	NBC	59	419,029	536,900	52
	Today	Gardner	NBC	60	63,832	70,800	53
	Home	Grey	NBC	56	49,571	70,000	54
	Today	Grey	NBC	56	77,190	88,500	55

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



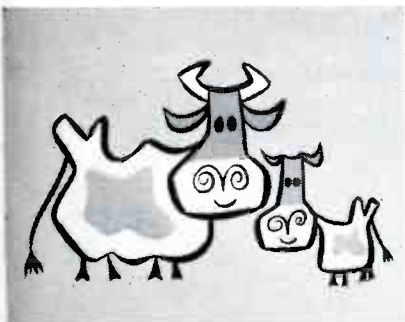
The old saw, "Why does a chicken cross the road?" gets a clever new twist in this bright, amusing commercial, one in the many faceted series by SARRA for C. A. SWANSON & SONS' frozen main course dinners and individual dishes. Imaginative animation takes full advantage of a flexible medium to metamorphose barnyard chicks into the letters of the Swanson name. Selling points . . . quality, taste, variety, convenience, brand identity . . . are quickly, smoothly and effectively presented. Produced by SARRA through TATHAM-LAIRD, INC. for SWANSON, a trade-mark owned by THE CAMPBELL SOUP COMPANY.

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



In this new series, CAMPBELL TAGGART ASSOCIATED BAKERIES, INC., extend their TV advertising with the use of color. Eye-pleasing 10 and 20-second spots sell effectively with amusing animated situations tuned to Campbell Taggart's already familiar musical jingle. Taste appeal and package identification are strongly emphasized in both the color and black and white versions for Colonial, Fair-Maid, Rainbo and Manor Breads. Produced by SARRA for CAMPBELL TAGGART ASSOCIATED BAKERIES, INC.

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



P.O.C. Beer keeps right in step with today's accelerated pace in still another series of TV commercials by SARRA. In these 20-second spots a highly stylized, modern design type of animation—set to catchy square dance music—provides just the right setting for P.O.C.'s recurring slogan, "Enjoy yourself . . . enjoy that flavor!" Short live action sequences make the most of P.O.C.'s outstanding label and further emphasize the product's refreshing taste appeal. Produced by SARRA for PILSENER BREWING COMPANY through CLIFFORD A. KROENING, INC.

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



Versatility, low cost and cleanliness are features advanced in favor of using gas in this series of 10 and 20-second spots by SARRA for THE EAST OHIO GAS COMPANY. The hard sell message is entertainingly presented by a modern treatment of animation, and an excellent musical background. The company's time-tested slogan, "Every hour of the day, you're glad it's gas" is re-echoed and cleverly adapted to specific appliances. Produced by SARRA for THE EAST OHIO GAS COMPANY through KETCHUM, MacLEOD & GROVE, INC.

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

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
GULF OIL CORP. Gulf Gasoline, Oil, Lubricants, Tires, Insecticides	Life of Riley	Y&R	NBC	117	\$ 2,040,310	\$ 1,586,000	33
Gulf Gasoline, Oil, Tires, Insecticides	NCAA Football Games	Y&R	NBC	43	122,275	147,000	10
HAGAN CORP. Calgon Water Softener & Other Products	Today	Ketchum MacCloud & Grave	NBC	76	117,443	141,600	24
HALLMARK CARDS, INC. Hallmark Greeting Cards	Hallmark Hall of Fame	FC&B	NBC	59	905,160	585,000	26
	Maurice Evans Presents	FC&B	NBC	107	267,240	495,000	3
THEODORE HAMM BREWING CO. Hamm's Beer	Person to Person	Campbell-Mithun	CBS	33	286,108	440,000	22
	Windows	Campbell-Mithun	CBS	29	50,000	60,000	4
HARTZ MOUNTAIN PRODUCTS Bird Seed & Other Pet Food	Captain Hartz and His Pets	Hartman	NBC	20	255,225	408,000	34
	Super Circus	Hartman	ABC	30	18,420	14,000	1
HAWAIIAN PINEAPPLE CO., LTD. Dole Canned Pineapple	Art Linkletter's House Party	Ayer	CBS	60	616,810	176,800	53
HEARST CORP. Good Housekeeping Magazine	Home	Direct	NBC	50	18,904	28,000	4
	Today	Direct	NBC	55	25,171	23,600	4
	Tonight	Direct	NBC	44	14,256	16,800	3
H. J. HEINZ CO. All Products Heinz Soups & Other Products	Studio "57"	Maxon	DuM	5	203,908	592,000	37
	Captain Gallant of the Foreign Legion	Maxon	NBC	55	1,601,843	1,150,000	41
	Home	Maxon	NBC	63	292,818	448,000	24
HOBART MANUFACTURING CO. Kitchen Aid Dishwasher	Tonight	Buchen	NBC	27	2,441	5,600	
HOOVER CO. Hoover Electric Cleaners	Famous Film Festival	Burnett	ABC	53	15,000	13,000	2
	Morning Show	Burnett	CBS	55	16,435	2,750	5
	Home	Burnett	NBC	51	22,640	35,000	5
	Today	Burnett	NBC	54	22,235	29,500	5
IDEAL TOY CORP. Toys	Winky Dink & You	Grey	CBS	62	163,535	65,000	10
	Macy's Thanksgiving Day Parade	Atlantic	NBC	83	39,395	NA	
INTERNAT'L CELLUCOTTON PRODUCTS CO. Kleenex Tissues	Cameo Theatre	FC&B	NBC	128	215,136	60,000	4
	Kleenex Summer Theatre	FC&B	NBC	106	200,286	52,000	4
	Midwestern Hayride	FC&B	NBC	87	261,024	64,500	6
	Perry Como Show	FC&B	NBC	90	238,202	324,000	7
Kleenex Tissues & Other Products	Halls of Ivy	Burnett	CBS	28	640,065	800,000	20
INTERNATIONAL HARVESTER CO. International Harvester Refrigerators, Freezers & Industrial Power	Home	Product Services	NBC	54	14,431	21,000	11
INTERNATIONAL MOLDED PLASTICS, INC. Brookpark Dinnerware	Today	Product Services	NBC	53	23,353	29,500	11
INTERNATIONAL SALT CO., INC. Sterling Salt	Today	BBDO	NBC	41	60,345	118,000	20
	Tonight	Scheidler, Beck & Werner	NBC	21	30,007	78,400	14
INTERNATIONAL SHOE CO. Poll Parrot Shoes Red Goose Shoes Shoes Weather-Bird Shoes—Children	Home	Krupnick	NBC	66	20,732	28,000	4
	Ding Dong School	D'Arcy	NBC	64	62,695	8,000	5
	Howdy Doody	HH&McD	NBC	65	128,450	19,600	7
	Pinky Lee Show	HH&McD	NBC	80	181,924	75,600	27
JERCLAYDON, INC. Glamorene Carpet Cleaner	Tonight	Hicks & Greist	NBC	43	14,780	28,000	6
	Home	Hicks & Greist	NBC	54	4,978	7,000	11
ANDREW JERGENS CO. Jergens Lotion & Other Products	First Love	Orr	NBC	41	1,261,895	332,100	121
JOHNS-MANVILLE CORP. Johns-Manville Products	Meet the Press	JWT	NBC	30	649,635	158,600	25
JOHNSON & JOHNSON Band-Aid, Johnson & Johnson Surgical Dressings & Baby Products	Imogene Coca Show	Y&R	NBC	96	190,539	188,500	13
	Musical Chairs	Y&R	NBC	95	89,952	90,000	6
Johnson's Baby Products, Johnson & Johnson Surgical Dressings	Adventures of Robin Hood	Y&R	CBS	121	305,703	245,000	7
	Home	Y&R	NBC	49	36,736	56,000	12
	Ted Mack Matinee	Y&R	NBC	58	51,908	10,500	7
	World of Mr. Sweeney	Y&R	NBC	65	59,754	18,900	7
	Ding Dong School	Y&R	NBC	54	76,469	12,800	6
	Pinky Lee Show	Y&R	NBC	53	39,052	22,400	8
Johnson's Baby Shampoo	Tennessee Ernie Ford Show	Y&R	NBC	65	124,837	40,500	15
Johnson's Baby Shampoo, Johnson's Baby Products, Surgical Dressings	Today	Ayer	NBC	55	45,981	53,100	9
Johnson's Back Plaster	Famous Film Festival	Ayer	ABC	54	30,000	26,000	4
Johnson's Elastic Hose	Home	Ayer	NBC	55	82,976	126,000	18
S. C. JOHNSON & SON, INC. Johnson's Glo-Coat, Car-Plate & Car-Nu Johnson's Waxes & Polishes	Robert Montgomery Presents	NL&B	NBC	1100	1,994,555	1,224,600	24
	New Red Skelton Show	FC&B	CBS	72	427,515	420,000	12
	Spotlight Playhouse	NL&B	CBS	74	230,385	90,000	6
	Red Skelton Show	FC&B	CBS	77	286,110	224,000	7
	Robert Q. Lewis Show	NL&B	CBS	51	386,525	110,250	35

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Johnson's Waxes, Cleaners, Polishes & Appliers WALTER H. JOHNSON CANDY CO. Power House Candy Bars	Mickey Mouse Club	NL&B	ABC	88	\$ 199,360	\$ 35,100	13
KALART CO., INC. Craig Projecto-Editor	Captain Video	F. Bruck	DuM	44	147,820	65,000	13
KELLOGG CO. Kellogg's Cereals	Today	Hoyt	NBC	56	9,806	11,800	2
Kellogg's Cereals & Gro-Pup Dog Foods Kellogg's Cereals Except Shredded Wheat & All Bran Kellogg's Cereals & Gro-Pup Dog Foods	Art Linkletter's House Party	Burnett	CBS	97	15,335	3,400	1
Kellogg's Corn Flakes, Pep & Other Cereals	Arthur Godfrey and His Friends	Burnett	CBS	109	243,345	175,000	5
Rice Krispies, Kellogg's Cereals	Lassie	Burnett	CBS	83	335,235	220,000	8
KENDALL CO. (Bauer & Black Div.) Blue Jay Foot Products	Art Linkletter's House Party	Burnett	CBS	66	910,758	350,200	103
Curad Plastic Bandages	Arthur Godfrey Time	Burnett	CBS	60	887,888	416,000†	104
Curad Plastic Bandages & Blue Jay Plasters Curad Plastic Bandages & Other Products	Garry Moore Show	Burnett	CBS	59	440,766	163,800	52
KIPLINGER WASHINGTON AGENCY, INC. Changing Times Magazine	Wild Bill Hickok	Burnett	CBS	78	622,754	660,000	30
KITCHENS OF SARA LEE, INC. Bakery Products	Super Circus	Burnett	ABC	73	744,162	448,000	32
KNOMARK MANUFACTURING CO. Esquire Shoe Polish	Wild Bill Hickok/Superman	Burnett	ABC	21	29,384	374,000	17
LANOLIN PLUS, INC. Lanolin Plus Liquid Make-Up & Other Products Lanolin Plus Liquid Make-Up, Shampoo & Other Products	Howdy Doody	Burnett	NBC	62	440,242	72,800	26
LARSEN CO. Veg-All Vegetables	Morning Show & Panorama Pacific	Burnett	CBS	56	58,520	8,800	16
LAU BLOWER CO. Lau Electric Fans	Today	Burnett	NBC	55	19,296	23,600	4
LEE, LTD. Dri-Mist Spray Deodorant, Sof-Set Hair Spray	Tonight	Burnett	NBC	40	63,907	100,800	18
LEHN & FINK PRODUCTS CORP. Dorothy Gray Cosmetics & Other Products Dorothy Gray Cosmetics, Lysol Disinfectant, Etiquet Deodorant	Home	Burnett	NBC	50	106,622	168,000	24
LEMON PRODUCTS ADVISORY BOARD Frozen Lemonade	Arthur Godfrey Time	Burnett	CBS	50	134,035	44,000†	11
LETTUCE, INC. C-7 Lettuce California & Arizona Fresh Fruits & Vegetables	Today	AF-GL	NBC	55	9,000	11,800	2
LEVER BROTHERS CO. Good Luck Margarine, Lifebuoy Soap, Pepsodent Tooth Paste Lipton's Tea, Lipton's Soups, Froste Dessert Mix Spry Shortening, Good Luck Margarine, Rinso Soap, Lux Liquid Detergent Lux Toilet Soap, Lux Flakes, Lux Liquid & Other Products Pepsodent Tooth Paste, Lux Liquid Detergent Rinso Soap Powder, Lifebuoy Soap, Margarine & Other Products Rinso Soap Powder, Lux Liquid Detergent Surf-Suds, Lifebuoy Soap, Good Luck Margarine	Chicago Daily News Relays	C&W	ABC	12	11,425	NA	1
LEWIS-HOWE CO. Tums Tablets	Masquerade Party	Mogul	ABC	93	833,645	286,000	26
LIBBY, McNEIL & LIBBY Libby's Baby Foods	Robert Q. Lewis Show	Biow	CBS	80	223,420	50,400	16
	Home	Biow	NBC	95	71,705	84,000	12
	Bob Crosby Show	Campbell-Mithun	CBS	73	69,300	18,500	5
	Tonight	Hutzler	NBC	40	48,796	78,400	14
	Caesar Presents	Erwin, Wasey	NBC	86	222,300	328,500	9
	Tonight	Erwin, Wasey	NBC	50	22,197	33,600	6
	Ray Bolger Show	Lennen & Newell	ABC	70	650,644	759,000	23
	Sunday Lucy Show	McCann-Erickson	CBS	78	979,893	750,000	25
	I Love Lucy	McCann-Erickson	CBS	70	480,882	650,000	13
	Home	McCann-Erickson	NBC	56	39,438	56,000	8
	Today	McCann-Erickson	NBC	55	20,120	23,600	4
	Tonight	McCann-Erickson	NBC	49	10,471	16,800	3
	Home	Cohan	NBC	94	16,819	21,000	3
	Mickey Mouse Club	Cohan	ABC	88	107,793	18,900	7
	Uncle Johnny Coons	FC&B	CBS	39	552,886	120,000	48
	Arthur Godfrey's Talent Scouts	Y&R	CBS	77	1,443,585	1,170,000†	39
	Garry Moore Show	JWT	CBS	64	69,965	22,050	7
	Lux Video Theatre	JWT	NBC	118	3,925,260	2,600,000	52
	Arthur Godfrey Time	JWT	CBS	57	917,508	416,000†	104
	Big Town	SSC&B	NBC	88	801,240	780,000	24
	Garry Moore Show	JWT	CBS	65	140,028	40,950	13
	Art Linkletter's House Party	BBDO	CBS	66	1,594,280	530,400	156
	Famous Film Festival	D-F-S	ABC	54	37,500	32,500	5
	Swaps-Nashua Match	D-F-S	CBS	113	48,546	NA	1
	Horse Race	D-F-S	NBC	103	52,392	144,000	2
	Color Spread	D-F-S	NBC	100	294,785	290,000	20
	Imogene Coca Show	D-F-S	NBC	99	135,628	135,000	9
	Musical Chairs	D-F-S	NBC	110	79,270	NA	1
	1955 Variety Show	D-F-S	NBC	110	79,270	NA	1
	All About Baby	McCann-Erickson	DuM	10	128,845	68,000	34

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts	
LIGGETT & MYERS TOBACCO CO. Chesterfield & L & M Cigarettes Chesterfield & L & M Filter Cigarettes	Dragnet	C&W	NBC	168	\$ 2,750,355	\$ 1,913,600	57	
	Warner Bros. Presents	C&W	ABC	109	619,572	464,000	14	
	Perry Como Show	C&W	CBS	89	1,969,430	750,000	74	
	TV's Top Tunes	C&W	CBS	134	414,920	22,500	8	
	Gunsmoke	C&W	CBS	142	654,604	455,000	15	
	New Stu Erwin Show	C&W	ABC	65	439,566	300,000	11	
	Mr. Citizen	C&W	ABC	50	372,622	195,000	13	
	NBC Matinee Theatre	C&W	NBC	89	209,728	370,000	37	
	L & M Filter Cigarettes	Paul Winchell-Jerry Mahoney	Grey	NBC	64	142,722	197,400	7
		Today	Donahue & Coe	NBC	58	5,199	5,900	1
LIONEL CORP. Trains	Tonight	Donahue & Coe	NBC	43	7,942	11,200	2	
LOEW'S INC. It's Always Fair Weather—M.G.M.	Longines Chronoscope	Bennett	CBS	42	197,185	229,500	51	
LONGINES-WITTNAUER WATCH CO., INC. Longines-Wittnauer Watches Longines-Wittnauer Watches & Clocks	Conquest	Bennett	CBS	64	78,837	NA	3	
	Thanksgiving Day Festival	Bennett	CBS	156	159,772	NA	1	
	Tonight	Friend-Reiss	NBC	21	2,021	5,600	1	
LORENTZEN HARDWARE MFG. CORP. Levolor Venetian Blind Products—Home	Father Knows Best	Y&R	CBS	119	571,164	416,000	13	
P. LORILLARD CO. Kent Cigarettes	Appointment with Adventure	Y&R	CBS	110	1,560,867	884,000	34	
	Two for the Money	Lennen & Newell	CBS	131	2,016,270	1,050,000	42	
	Truth or Consequences	Lennen & Newell	NBC	96	2,297,781	1,092,000	52	
JOE LOWE CORP. Ices, Ice Cream & Frozen Sherbert	Pinky Lee Show	Paris & Peart	NBC	91	245,383	92,400	33	
	Howdy Doody	Mathes	NBC	59	152,251	25,200	9	
LUDEN'S, INC. Fifth Avenue Candy Bar & Luden's Cough Drops Luden's Cough Drops	Pinky Lee Show	Mathes	NBC	37	47,536	28,000	10	
MAGLA PRODUCTS Magla Ironing Board Cover	Home	E. Lieb	NBC	101	39,204	49,000	7	
MANHATTAN SOAP CO., INC. Sweetheart Beauty Soap & Blu-White Flakes	Ding Dong School	Scheideler, Beck & Werner	NBC	79	682,312	80,000	50	
MARS, INC. Candy	Mickey Mouse Club	Burnett	ABC	88	200,445	35,100	13	
	Super Circus	Burnett	ABC	40	235,475	168,000	14	
C. H. MASLAND & SONS Masland Rugs	Garry Moore Show	Anderson & Cairns	CBS	57	252,130	63,000	24	
	Garry Moore Show	Anderson & Cairns	CBS	56	50,620	12,600	4	
MATTEL, INC. Toys	Mickey Mouse Club	Carson, Roberts	ABC	88	108,110	18,900	7	
	See It Now	Gordon Best	CBS	114	26,698	24,000	1	
MAYBELLINE CO. Maybelline Eye Make-Up	Color Spread	Gordon Best	NBC	102	102,548	288,000	4	
	Television Academy (Emmy) Awards	Gordon Best	NBC	59	23,060	NA	1	
	Jack Paar Show	Gordon Best	CBS	78	7,185	2,500	1	
	Robert Q. Lewis Show	Gordon Best	CBS	104	10,935	3,150	1	
	Home	Gordon Best	CBS	105	6,351	7,000	1	
	NBC Matinee Theatre	Gordon Best	NBC	121	6,388	10,000	1	
	Today	Gordon Best	NBC	99	6,362	5,900	1	
	Tonight	Gordon Best	NBC	50	4,567	5,600	1	
	Big Ten Basketball Games	McCann-Erickson	CBS	83	690,636	NA	10	
	Star Time Playhouse	McCann-Erickson	CBS	101	210,436	75,000	5	
	Navy Log	Leo Burnett	CBS	113	484,275	316,335	7	
	Martha Raye Show	McCann-Erickson	NBC	113	82,670	125,000	1	
	Max Liebman Presents	McCann-Erickson	NBC	104	65,468	75,000	1	
Today	McCann-Erickson	NBC	55	107,136	141,600	24		
MAYTAG CO. Maytag Electrical Appliances Maytag Washers & Other Appliances	Famous Film Festival	Erwin, Wasey	ABC	54	45,000	39,000	8	
	Ding Dong School	Grey	NBC	75	234,555	52,800	33	
McGRAW ELECTRIC CO. Toastmaster Toasters	Wednesday Night Fights	McCann-Erickson	ABC	101	715,354	248,000	31	
MENNEN CO. Mennen Baby Oil & Baby Powder Mennen Shave Cream, After Shave Lotion & Other Products	Morgan Beatty and the News	G. Wade	DuM	5	162,500	97,500	65	
MILES LABS, INC. Alka-Seltzer, One-A-Day Vitamin Tablets & Other Products Alka-Seltzer, One-A-Day Vitamin Tablets, Nervine, Tabclin, Bactine	John Daly and the News	G. Wade	ABC	31	686,678	234,000	78	
	Garry Moore Show	G. Wade	CBS	92	537,237	163,800	52	
	Robert Q. Lewis Show	G. Wade	CBS	91	476,994	160,650	51	
	Concerning Miss Marlowe	G. Wade	NBC	80	130,770	33,800	13	
	Modern Romances	G. Wade	NBC	49	110,663	26,000	13	
	Tennessee Ernie Ford Show	G. Wade	NBC	55	282,332	105,300	39	
	World of Mr. Sweeney	G. Wade	NBC	56	312,706	102,600	38	
	Ding Dong School	G. Wade	NBC	63	339,560	62,400	39	
	Chicago Tribune All Star Football Game	Mathleson	ABC	121	81,819	NA	1	
	National Football League Championship Game	Mathleson	NBC	135	54,030	NA	1	

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
MINNESOTA MINING & MFG. CO. Scotch Brand Tape	Arthur Godfrey Time	BBDO	CBS	50	\$ 544,945	\$ 192,000†	48
Scotch Brand Cellophane Tape & Sasheen Package Ribbon	Home	BBDO	NBC	55	20,212	28,000	4
MINUTE MAID CORP. Minute Maid Frozen Fruit Juice	Tournament of Roses Parade	Bates	NBC	72	50,306	NA	1
	Tennessee Ernie Ford Show	Bates	NBC	47	58,250	13,500	5
MOBILE HOMES MFRS. ASS'N. General Promotion	Today	JWT	NBC	55	81,924	106,200	18
	Tonight	JWT	NBC	47	70,118	112,000	20
MONSANTO CHEMICAL CO. General Promotion	Warner Bros. Presents	NL&B	ABC	109	303,981	232,000	8
Monsanto Plastics	Morning Show	NL&B	CBS	60	121,202	19,700	34
	Winky Dink and You	NL&B	CBS	83	64,711	20,000	4
MULES MONTENIER, INC. Stopette Spray Deodorant, Poof Body Powder	What's My Line	Ludgin	CBS	67	894,141	48,000	24
JOHN MORRELL & CO. Red Heart Dog & Cat Food	Pinky Lee Show	Campbell-Mithun	NBC	68	163,247	72,800	26
MORTON SALT CO. Morton's Salt	Mickey Mouse Club	NL&B	ABC	88	93,295	16,200	6
	Home	NL&B	NBC	54	58,790	91,000	13
	Today	NL&B	NBC	45	60,990	76,700	13
	Tonight	NL&B	NBC	45	64,619	100,800	18
MOTOR WHEEL CORP. Reo Lawn Mowers	Today	Y&R	NBC	65	15,684	17,700	3
	Tonight	Y&R	NBC	40	10,288	16,800	3
MOTOROLA, INC. Motorola TV	NBC Matinee Theatre	Burnett	NBC	57	45,342	90,000	9
MULLINS MANUFACTURING CORP. Youngstown Kitchens	Morning Show—Panorama						
	Pacific	BSF&D	CBS	61	3,667	550	1
	Tonight	BSF&D	NBC	45	3,721	5,600	1
MURINE CO., INC. Murine Eye Wash	Tonight	BBDO	NBC	41	21,064	33,600	6
MUSTEROLE CO. Musterole	Today	Erwin, Wasey	NBC	55	143,930	182,900	31
MUTUAL BENEFIT HEALTH & ACCIDENT ASS'N. Mutual of Omaha, Except Life	Greatest Moments in Sports	Bozell & Jacobs	NBC	94	75,285	18,000	3
	Zoo Parade	Bozell & Jacobs	NBC	91	147,560	65,000	5
NATIONAL DAIRY PRODUCTS CORP. All Products	Kraft Television Theatre	JWT	NBC	96	3,757,195	1,456,000	52
Kraft Caramels & Other Candy	Tom Corbett, Space Cadet	JWT	NBC	69	547,345	338,000	26
Kraft Cheese	Kraft TV Theatre	JWT	ABC	46	33,590	15,000	1
Sealtest Dairy Products	The Big Top	Ayer	CBS	75	1,579,869	795,000	53
NATIONAL BISCUIT CO. Dromedary Mixes	Home	Bates	NBC	46	242,607	371,000	53
	Tennessee Ernie Ford Show	Bates	NBC	45	91,584	29,700	11
	Today	Bates	NBC	62	125,761	153,400	26
	Tonight	Bates	NBC	21	2,146	5,600	1
	World of Mr. Sweeney	Bates	NBC	50	97,394	29,700	11
	Rin-Tin-Tin	K&E	ABC	64	867,241	840,000	35
	Adventures of Rin-Tin-Tin	K&E	ABC	64	481,389	408,000	17
	Halls of Ivy	McCann-Erickson	CBS	29	640,200	840,000	21
NATIONAL PRESTO INDUSTRIES, INC. Presto Pressure Cookers & Vapor-Steam Irons	Famous Film Festival	Gourfain-Cobb	ABC	55	112,500	97,500	15
NECCHI SEWING MACHINE SALES CORP. Necchi & Elna Sewing Machines	Stop the Music	Grey	ABC	86	154,814	96,000	8
NESTLE CO., INC. Nescafe Instant Coffee	Stage Show	Bryan Houston	CBS	114	781,530	530,000	19
	Jackie Gleason Show	Bryan Houston	CBS	134	532,731	450,000	20
	America's Greatest Bands	Bryan Houston	CBS	132	387,153	77,000	14
	Space Patrol	McCann-Erickson	ABC	46	58,860	36,000	4
Nestle Chocolate & Cocoa Products	Today	C. A. Gross	NBC	54	4,746	5,900	1
NOMA LITES, INC. Noma Spray Underground Lawn Sprinkler	Omnibus	Abbott Kimball	CBS	64	306,672	297,000	15
NORCROSS, INC. Norcross Greeting Cards	Home	Mathes	NBC	53	117,867	182,000	26
NORTHAM WARREN CORP. Cutex Nail Polish, Odo-Ro-No Deodorant	Today	Mathes	NBC	56	101,862	123,900	21
	Tonight	Mathes	NBC	35	80,043	134,400	24
NORWICH PHARMACAL CO. All Products	Sunday News Special	B&B	CBS	41	510,505	156,000	52
NOXZEMA CHEMICAL CO. Noxzema Medicated Cream	Person to Person	SSC&B	CBS	71	392,775	260,000	13
Noxzema Medicated Cream, Shave Cream, Sun Tan Cream & Lotion	Perry Como Show	SSC&B	NBC	86	209,504	288,000	8
OLD WELCH CO., INC. Welch's Grape Juice & Other Products	Mickey Mouse Club	K&E	ABC	88	198,125	35,100	13
	Howdy Doody	K&E	NBC	77	317,405	47,600	17

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
OLIN MATHIESON CHEMICAL CORP. Flashlights & Batteries Tweed Fragrance & Lentheric Men's Toiletries	Tonight	D'Arcy	NBC	50	\$ 64,321	\$ 84,000	16
	Chance of a Lifetime	C&W	ABC	44	309,290	130,000	13
	Chance of a Lifetime	C&W	DuM	27	231,000	120,000	12
ONEIDA, LTD. Community Silver Plate	Home	BBDO	NBC	55	122,987	196,000	28
	Today	HH&McD	NBC	60	96,568	112,100	19
JOHN OSTER MANUFACTURING CO. Oster Food Mixers	Today	HH&McD	NBC	60	96,568	112,100	19
OUTBOARD MARINE & MANUFACTURING CO. Evinrude Outboard Motors	Today	Cramer-Krasselt	NBC	89	47,011	47,200	8
	Tonight	Cramer-Krasselt	NBC	50	34,432	44,800	8
	Today	Cramer-Krasselt	NBC	52	28,071	35,400	6
Johnson Sea-Horse Outboard Motors	Today	McCann-Erickson	NBC	41	50,642	70,800	12
OWENS-CORNING FIBERGLAS CORP. Owens-Corning Fiberglas	Tonight	McCann-Erickson	NBC	20	1,921	5,600	1
	Tonight	McCann-Erickson	NBC	33	2,979	5,600	1
	Tonight	McCann-Erickson	NBC	33	2,979	5,600	1
PABST BREWING CO. Pabst Blue Ribbon Beer & Ale	Wednesday Night Fights	Warwick & Legler	ABC	100	716,738	248,000	31
	Pabst Blue Ribbon Bouts	Warwick & Legler	CBS	117	978,164	400,000	18
PACIFIC WESTERN OIL CORP. (Tide Water Asso. Oil Co.) Veedol Motor Oil, Tydol, Flying-A Gasoline & Other Products	John Daly and the News	Buchanan	ABC	10	453,080	390,000	130
	Today	Orr	NBC	55	119,653	153,400	26
PAN AMERICAN COFFEE BUREAU Pan American Coffee Bureau	Meet the Press	JWT	NBC	20	508,140	158,600	26
PAN AMERICAN WORLD AIRWAYS, INC. Pan American World Airways—Passenger	Home	Badger, Browning & Parcher	NBC	58	32,673	49,000	1
	Today	Badger, Browning & Parcher	NBC	59	21,328	23,600	4
PARKER BROTHERS, INC. Parker Games	Wyatt Earp	Tatham-Laird	ABC	62	328,026	291,500	11
	Home	Hicks & Greist	NBC	51	17,536	28,000	4
PARKER PEN CO. Parker Pens	Tonight	Hicks & Greist	NBC	50	34,531	56,000	10
	Tonight	Hicks & Greist	NBC	46	66,375	106,400	15
PAULSBORO MANUFACTURING CO. Sandran Plastic Floor Covering	Home	B&B	NBC	48	66,724	112,000	18
PEERLESS ELECTRIC, INC. Broil-Quik Infra-Red Broiler	Pepsi-Cola Playhouse	Biow	ABC	49	518,775	455,000	26
	New Red Skelton Show	Gardner	CBS	87	470,985	420,000	12
PEPPERELL MANUFACTURING CO. Pepperell Sheets	Spotlight Playhouse	Gardner	CBS	89	324,135	120,000	8
	Red Skelton Show	Gardner	CBS	91	261,510	192,000	6
PEPSI-COLA CO. Pepsi-Cola	George Gobel Show	Gardner	NBC	162	766,635	636,000	14
	And Here's the Show	Gardner	NBC	135	258,210	127,500	5
PET MILK CO. Pet Evaporated Milk	Home	D-F-S	NBC	89	95,107	133,000	19
	Today	D-F-S	NBC	43	58,050	76,700	13
	Tonight	D-F-S	NBC	32	44,876	72,800	11
PFAFF AMERICAN SALES CORP. Pfaff Sewing Machines	Today	Grey	NBC	54	19,650	23,600	4
	Tonight	Grey	NBC	50	13,701	16,800	3
PHILADELPHIA & READING CORP. Fruit of the Loom Underwear— Men and Boys	Miss America Pageant	Hutchins	A3C	118	86,925	NA	1
	Philco Convention	Hutchins	ABC	93	54,200	NA	1
PHILCO CORP. General Promotion	Philco Television Playhouse	Hutchins	NBC	124	1,617,830	800,000	20
	Famous Film Festival	Biow	ABC	53	15,000	13,000	2
PHILIP MORRIS, INC. Philip Morris Cigarettes	I Love Lucy	Biow	CBS	152	651,990	650,000	13
	Public Defender	Biow	CBS	70	589,260	357,000	17
PHILIP MORRIS, Parliament Cigarettes	Art Linkletter's House Party	Burnett	CBS	98	2,038,222	700,400	206
	Arthur Godfrey & His Friends	Burnett	CBS	107	984,420	770,000	17
PILLSBURY MILLS, INC. Pillsbury's Best Flour & Mixes	Arthur Godfrey Time	Burnett	CBS	92	1,977,300	832,000†	208
	Frosting Mixes	Burnett	NBC	49	266,460	280,000	8
	Pillsbury's Best Flour & Mixes	Burnett	CBS	101	24,922	NA	1
PIONEER RUBBER CO. Pioneer Rubber Gloves	Today	Carr Liggett	NBC	51	43,680	59,000	10
	Today	Walker & Downing	NBC	55	39,690	47,200	8
PITTSBURGH COKE & CHEMICAL CO. Fly Charmer Insecticide	Today	Doyle, Dane, Bernbach	NBC	53	37,430	53,100	9
	Tonight	Doyle, Dane, Bernbach	NBC	50	178,770	291,200	52
POLAROID CORP. Polaroid Land Camera	Home	Ayer	NBC	48	119,075	189,000	27
	Today	Ayer	NBC	56	51,134	59,000	10
POLK MILLER PRODUCTS CORP. Sergeant's Dog Care Products	Home	Ayer	NBC	48	119,075	189,000	27
	Today	Ayer	NBC	56	51,134	59,000	10

Product & Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
H. POND CO., INC. Keepsake Diamond Rings	Tonight Gluck	NBC	50	\$ 98,122	\$ 140,000	25
ROCTER & GAMBLE CO. Camay Soap	Cameo Theatre B&B	NBC	127	214,596	60,000	4
Drene Shampoo, Ivory Flakes, Crisco	Road of Life Compton	CBS	93	1,050,479	322,500	129
Gleem Dentifrice, Drene Shampoo, Lilt Home Permanent	This Is Your Life B&B	NBC	122	1,187,955	1,528,800	26
Gleem Dentifrice, Prell Shampoo	Jackie Gleason Show B&B	CBS	134	314,487	247,500	11
Lilt Home Permanent	Stage Show Compton	CBS	132	28,608	32,500	1
Pin-It Home Permanent, Drene Shampoo	America's Greatest Bands Compton	CBS	132	398,812	154,000	14
Shasta Shampoo	I Love Lucy Biow	CBS	155	695,520	650,000	13
Cheer Detergent	Those Whiting Girls Biow	CBS	154	366,948	175,000	7
Cheer Detergent & Other Products	Ding Dong School Biow	NBC	50	102,996	20,800	13
Detergents, Cleansers, Shortenings, Dentifrices	Topper B&B	CBS	125	903,822	700,000	20
Detergents, Dentifrices, Shortenings, Shampoos	Caesar's Hour B&B	NBC	103	124,782	188,250	5
Ivory Flakes	Down You Go Biow	ABC	22	41,640	30,000	5
Ivory, Crisco, Duz	Famous Film Festival Biow	ABC	55	37,500	32,500	5
Ivory, Crisco, Duz, Gleem	I Love Lucy Y&R	CBS	149	306,420	300,000	6
Ivory Flakes & Cheer Detergent	The Line-Up Y&R	CBS	133	696,329	420,000	14
Oxydol, Dreft, Ivory Snow, Camay	Undercurrent Y&R	CBS	138	296,458	90,000	6
Spic & Span, Joy Liquid Sudsmaker, Cheer Detergent	Golden Windows Y&R	NBC	73	291,574	82,200	32
Tide	My Favorite Husband Y&R	CBS	96	527,922	448,000	14
Tide, Dreft	Down You Go Y&R	CBS	121	290,442	42,000	7
Tide, Lilt Home Permanent	It's Always Jan Y&R	CBS	130	586,683	396,000	12
Tide & Prell	It Pays to be Married B&B	NBC	52	736,025	194,400	81
Fluffo Shortening	Tennessee Ernie Ford Show B&B	NBC	63	1,327,587	351,000	130
IDENTIAL INSURANCE CO. AMERICA Life Insurance	Bob Crosby Show Compton	CBS	78	30,328	14,800	4
IREX CORP., LTD. Old Dutch Cleanser & Other Products	Fireside Theatre Compton	NBC	124	2,125,523	1,540,000	44
Old Dutch Cleanser	The Guiding Light Compton	CBS	112	2,438,439	647,500	259
Old Dutch Cleanser & Other Products	The Brighter Day Y&R	CBS	122	2,410,994	647,500	259
QUALITY GOODS MANUFACTURERS SS'N., INC. Anson Men's Jewelry, J-B Watch Bands, Van Heusen Men's Wear, Van Heusen Men's Shirts	Welcome Travelers D-F-S	CBS	109	4,994,986	780,000	260
QUAKER OATS CO. Ken-L-Ration Dog Food	Search for Tomorrow Biow	CBS	123	2,724,569	647,500	259
Puss 'N Boots Cat Food	Concerning Miss Marlowe B&B	NBC	75	738,215	166,400	64
Aunt Jemima Pancake Mixes, Frozen Pancakes & Frozen Waffles	NBC Matinee Theatre B&B	NBC	50	422,550	450,000	45
Quaker Oats Cereals	NBC Matinee Theatre Biow	NBC	143	2,179,809	1,720,000	43
ADIO CORPORATION OF AMERICA All Products	Loretta Young Show B&B	CBS	125	5,195,238	650,000	260
RALSTON PURINA CO. Ry-Krisp	On Your Account B&B	CBS	125	5,195,238	650,000	260
	NBC Matinee Theatre Biow	NBC	51	19,288	40,000	4
	Today Biow	NBC	64	10,159	11,800	2
	Tonight Biow	NBC	50	4,545	5,600	1
	Garry Moore Show Calkins & Holden	CBS	98	173,121	37,800	12
	You Are There Calkins & Holden	CBS	151	1,188,711	600,000	24
	Home Weiss & Geller	NBC	48	118,029	196,000	28
	Today Weiss & Geller	NBC	53	168,343	300,900	51
	Today Weiss & Geller	NBC	52	53,770	76,700	13
	Tonight Weiss & Geller	NBC	34	12,352	22,400	4
	Big Surprise Weiss & Geller	NBC	81	265,452	210,000	6
	Stop the Music Grey	ABC	62	519,581	228,000	19
	Zoo Parade NL&B	NBC	56	352,545	130,000	10
	Today NL&B	NBC	59	112,483	141,600	24
	Adventures of Ozzie & Harriet JWT	ABC	56	112,610	176,000	4
	Contest Carnival Wherry, Baker & Tilden	CBS	68	670,508	209,000	38
	Sergeant Preston of the Yukon Wherry, Baker & Tilden	CBS	68	274,164	448,000	14
	Today Wherry, Baker & Tilden	NBC	41	13,617	17,700	3
	Tonight Wherry, Baker & Tilden	NBC	45	6,975	11,200	2
	Breakfast Club JWT	ABC	58	131,200	40,000	16
	Caesar's Hour K&E	NBC	108	385,279	602,400	16
	Caesar Presents K&E	NBC	108	229,089	328,500	9
	Martha Raye Show-Milton Berle Show K&E	NBC	166	320,173	489,000	10
	Producer's Showcase K&E	NBC	81	702,116	1,560,000	12
	Peter Pan K&E	NBC	84	72,765	500,000	1
	Home K&E	NBC	47	8,886	14,000	2
	Today K&E	NBC	55	9,840	11,800	2
	Tonight K&E	NBC	31	5,508	11,200	2
	Home Gardner	NBC	47	8,382	14,000	2
	Robert Q. Lewis Guild, Bascom & Bonfigli	CBS	54	63,270	15,750	5
	Garry Moore Show Guild, Bascom & Bonfigli	CBS	59	52,800	12,600	4

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total
Wheat Chex, Rice Chex & Other Products	The Name's the Same	Guild, Bascom & Bonfigli	ABC	54	\$ 1,055,697	\$ 600,000
	Ethel and Albert	Guild, Bascom & Bonfigli	ABC	53	323,537	180,000
	Space Patrol	Gardner	ABC	47	73,665	48,000
	Grand Ole Opry	Gardner	ABC	102	94,887	36,000
Livestock & Poultry Feeds & Other Products	Today	Ludgin	NBC	40	83,453	106,200
RATH PACKING CO.	Morning Show	Weintraub	CBS	55	86,431	14,300
Rath Black Hawk Canned Breakfast Sausage & Other Products	Public Defender	Weintraub	CBS	86	305,545	138,000
REVLON PRODUCTS CORP.	Johnny Carson Show	Norman, Craig & Kummel	CBS	71	194,150	147,500
Revlon Nail Polish	Pantomime Quiz	SSC&B	ABC	50	219,510	85,000
Nail Polish & Lipstick	Appointment with Adventure	Norman, Craig & Kummel	CBS	110	239,400	130,000
Revlon Preparations	Danger	Weintraub	CBS	66	298,020	128,000
	\$64,000 Question	Norman, Craig & Kummel	CBS	162	1,541,769	1,050,000
REXALL DRUG, INC.	Morning Show—Panorama Pacific	BBDO	CBS	58	70,392	1,650
Rexall Drug Stores	Home	BBDO	NBC	90	16,374	21,000
Rexall Drug Products	Today	BBDO	NBC	81	16,518	17,200
R. J. REYNOLDS TOBACCO CO.	Topper	Esty	CBS	148	898,044	665,000
Camel Cigarettes	Crusader	Esty	CBS	126	623,157	390,000
	You'll Never Get Rich	Esty	CBS	136	138,936	120,000
Camel Cigarettes, Cavalier Cigarettes	Phil Silvers Show	Esty	CBS	155	257,358	200,000
Camel Cigarettes, Winston Cigarettes	Camel News Caravan	Esty	NBC	88	4,762,540	310,000
	Pre-Game Huddle (Sugar Bowl Football Game)	Esty	ABC	62	6,442	NA
Cavalier Cigarettes, Winston Cigarettes	I've Got a Secret	Esty	CBS	165	2,545,407	1,402,500
	Bob Cummings Show	Esty	CBS	115	1,034,940	676,000
Winston Cigarettes, Camel Cigarettes	Pacific Coast Football	Esty	CBS	18	16,304	NA
Winston Cigarettes, Cavalier Cigarettes	Sports Highlights of 1954	Esty	NBC	127	14,788	NA
Winston Cigarettes, Camel Cigarettes, Cavalier Cigarettes	Feather Your Nest	Esty	NBC	47	477,755	121,500
REYNOLDS METALS CO.	Bob Cummings Show	Esty	NBC	96	1,418,775	1,014,000
Aluminum & Aluminum Products	Max Liebman Presents Mr. Peepers	Clinton E. Frank	NBC	94	222,974	200,000
	Do It Yourself Show	Clinton E. Frank	NBC	67	702,500	268,000
	Frontier	Buchanan	NBC	67	403,080	175,000
		Clinton E. Frank	NBC	75	474,820	4,800
RONSON CORP.	Douglas Edwards with the News	Norman Craig & Kummel	CBS	84	966,260	156,600
Ronson Lighters	Super Circus	Product Services	ABC	52	60,600	42,000
ROTO-BROIL CORP. OF AMERICA	Super Circus	Product Services	ABC	42	53,753	42,000
Rofo-Broil Rotisserie-Broiler-Grill	Home	Product Services	NBC	54	67,184	70,000
	Today	Product Services	NBC	53	164,186	212,400
	Tonight	Product Services	NBC	50	93,413	140,000
SAWYER'S INC.	Pinky Lee Show	Carvel, Nelson & Powell	NBC	108	64,793	25,200
View-Master Stereo Camera & View-Master Reels	Home	Carvel, Nelson & Powell	NBC	97	24,475	28,000
SCHICK, INC.	Stage Show	Kudner	CBS	32	130,398	162,500
Schick Electric Shaver	Jackie Gleason Show	K&E	CBS	133	531,135	450,000
	NCAA Football Games	K&E	NBC	105	372,635	191,100
	Robert Montgomery Presents	K&E	NBC	100	660,675	376,800
JOSEPH SCHLITZ BREWING CO.	Schlitz Playhouse of Stars	Lehnen & Newell	CBS	117	2,272,776	1,716,000
Schlitz Beer & Ale	Omnibus	JWT	CBS	69	541,049	1,800
SCOTT PAPER CO.	Bob Crosby Show	JWT	CBS	52	288,213	11,000
Cut-Rite Wax Paper & Scotties Tissues	Bob Crosby Show	JWT	CBS	54	154,996	48,100
Scott Paper Products	Garry Moore Show	JWT	CBS	52	284,156	81,700
	Garry Moore Show	JWT	CBS	53	218,750	53,550
	Vallant Lady	JWT	CBS	69	44,024	10,000
Scot Towels, Cut-Rite Wax Paper, Scotties, Scottkins	My Little Margie	JWT	NBC	69	1,324,251	935,000
	Father Knows Best	JWT	NBC	70	746,052	684,000
O. M. SCOTT & SONS CO.	Today	Kemper	NBC	33	11,676	28,600
Scott's Lawn Care Products	Home	Wells & Geller	NBC	71	34,678	49,000
SEALY, INC.	Today	Wells & Geller	NBC	68	36,264	41,800
Sealy Mattress & Boxspring	Tonight	Wells & Geller	NBC	40	24,003	39,200

Client & Product	Program	Agency	Net- work	# of Sta- tions	Total Gross Time Cost	Estimated Program Total	# of Tele- casts
ATA ASSOCIATES, INC. Berta Mattress & Boxspring	Garry Moore Show	Bozell & Jacobs	CBS	95	\$ 60,964	\$ 12,600	4
PUTAN CO. Geritol	Douglas Edwards with the News	Kletter	CBS	76	816,550	143,550	33
Gerutan	The Stranger	Kletter	DuM	21	108,200	48,000	6
Geritol, Serutan, RDX Reducing Aid	Life Begins at 80	Kletter	DuM	15	550,435	180,000	30
	Juvenile Jury	Kletter	NBC	30	212,487	180,000	12
	Meet Millie	Kletter	CBS	79	967,470	525,000	25
	Life Begins at 80	Kletter	ABC	72	365,391	91,000	13
	Ted Mack Amateur Hour	Kletter	ABC	66	222,698	58,500	9
	Life Begins at 80	Kletter	ABC	59	189,388	63,000	9
	Masquerade Party	Kletter	ABC	88	427,452	143,000	13
WEN-UP CO. 7-Up	Bob Crosby Show	JWT	CBS	79	56,500	14,800	4
	Today	JWT	NBC	88	48,856	47,200	8
	Tonight	JWT	NBC	50	36,536	44,800	8
A. SHEAFFER PEN CO. Sheaffer's Pens	Stage Show	Russel Seeds	CBS	128	103,048	130,000	4
	Jackie Gleason Show	Russel Seeds	CBS	128	232,653	202,500	9
	Who Said That	Russel Seeds	ABC	55	183,706	64,000	8
	Penny to a Million	Russel Seeds	ABC	50	309,423	306,000	12
	Star Time Playhouse	Russel Seeds	CBS	127	213,603	75,000	5
	Navy Log	Russel Seeds	CBS	136	397,581	238,000	7
	Two for the Money	Russel Seeds	CBS	131	573,486	275,000	11
	Home	Russel Seeds	NBC	81	37,624	49,000	7
	Today	Russel Seeds	NBC	78	177,195	188,800	32
	Tonight	Russel Seeds	NBC	40	56,263	89,600	16
MULTON, INC. Old Spice Cosmetics	See It Now	Wesley	CBS	91	73,025	24,000	1
HWAYDER BROS. Samsonite Luggage	Today	Grey	NBC	56	46,449	53,100	9
MMONS CO. Beautyrest Mattress, Hide-A-Bed Sofa	My Favorite Husband	Y&R	CBS	74	322,170	288,000	9
MONIZ CO. Simoniz Household Polishes	Garry Moore Show	Tatham-Laird	CBS	66	462,918	141,750	48
	The Big Story	SSC&B	NBC	90	890,196	650,000	20
	The Best in Mystery	SSC&B	NBC	92	280,926	75,000	5
	Tonight	Tatham-Laird	NBC	41	90,293	145,600	26
Simoniz Household Polishes & Other Products	Bob Crosby Show	SSC&B	CBS	73	456,125	170,200	46
INGER MANUFACTURING CO. Singer Sewing Machines	Four Star Playhouse	Y&R	CBS	107	1,201,275	864,000	27
SMITH, KLINE & FRENCH LABS. Medical Supplies	March of Medicine	Doremus-Eshleman	NBC	130	212,808	50,000	5
O.S. CO. S.O.S. Magic Scouring Pads	Bob Crosby Show	McCann-Erickson	CBS	69	321,855	96,200	26
	Garry Moore Show	McCann-Erickson	CBS	67	177,820	40,950	13
S.O.S. Magic Scouring Pads & Tuffy Dishwashing Mesh	Imogene Coca Show	McCann-Erickson	NBC	73	190,420	203,000	14
	Musical Chairs	McCann-Erickson	NBC	73	83,360	90,000	6
S.O.S. Magic Scouring Pads, Tuffy Dishwashing Mesh & Soil-Off	Mickey Mouse Club	McCann-Erickson	ABC	88	92,375	16,200	6
PEIDEL CORP. Speidel Watch Bands	Caesar's Hour	SSC&B	NBC	107	340,069	527,100	14
	Home	SSC&B	NBC	46	21,098	35,000	5
	Big Surprise	SSC&B	NBC	81	264,402	210,000	6
Speidel Watch Bands & Men's Jewelry	Masquerade Party	Y&R	ABC	96	397,113	143,000	13
SPERRY RAND CORP. Remington Electric Shavers	What's My Line	Y&R	CBS	111	1,166,148	560,000	28
Remington Electric Shavers, Remington Rand Business Machines	Caesar's Hour	Y&R	NBC	108	52,294	75,300	2
Remington Electric Shavers & Other Products	Caesar's Hour	Y&R	NBC	132	295,402	414,150	11
A. E. STALEY MANUFACTURING CO. Sta-Flo Starch & Sweetose Syrup	Garry Moore Show	R&R	CBS	60	319,480	78,750	25
STANDARD BRANDS, INC. Blue Bonnet Margarine, Royal Gelatin Desserts, Chase & Sanborn Coffee, Tender Leaf Tea	Topper	Compton	ABC	68	204,092	105,000	7
Blue Bonnet Margarine, Royal Gelatin Puddings & Desserts, Chase & Sanborn Coffee, Tender Leaf Tea, Hunt Club Dog Food	Tennessee Ernie Ford Show	Bates	NBC	73	509,730	108,000	40
Chase & Sanborn Coffee, Tender Leaf Tea & Other Products	Color Spread	Compton	NBC	102	50,966	72,000	1
Royal Gelatin Dessert & Puddings, Blue Bonnet Margarine, Hunt Club Dog Food	Howdy Doody	Bates	NBC	74	786,228	89,600	32
STANDARD OIL CO. OF INDIANA Amoco Gasoline & Oil	Person to Person	J. Katz	CBS	51	362,178	440,000	22
	Windows	J. Katz	CBS	49	67,836	60,000	4

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	Total
Amoco Gasoline Gasoline, Motor Oil, Lubricants	Years of Crisis	J. Katz	CBS	51	\$ 27,199	NA	
	Chicago Tribune All Star Football Game	J. Katz	ABC	38	19,510	NA	
STAR-KIST FOODS, INC. Star-Kist Tuna & Other Products	Home	Rhoades	NBC	62	138,029	\$ 203,000	
	Today	Rhoades	NBC	53	111,857	135,700	
	Tonight	Rhoades	NBC	33	93,344	151,200	
STATE FARM MUTUAL INSURANCE CO. State Farm Mutual Auto Insurance State Farm Mutual Automobile, Fire & Life Insurance	Red Barber's Corner	NL&B	CBS	62	239,600	64,000	
	Red Barber Show	NL&B	NBC	93	320,284	75,000	
	Red Barber's Corner	NL&B	NBC	80	74,518	16,000	
STERLING DRUG, INC. Bayer Aspirin Tablets, Phillips Milk of Magnesia, Phillips Tooth Paste	The Vise	D-F-S	ABC	86	1,414,613	1,124,500	
	Morning Show	Keisewetter, Baker, Hagedorn & Smith	CBS	17	7,304	2,750	
STERN'S NURSERIES, INC. Stern's Nurseries	Today	Keisewetter, Baker, Hagedorn & Smith	NBC	18	6,274	41,300	
	Tonight	Keisewetter, Baker, Hagedorn & Smith	NBC	17	1,614	5,600	
	Today	R&R	NBC	55	31,013	41,300	
STUDEBAKER-PACKARD CORP. Packard Passenger Cars	Tonight	R&R	NBC	44	36,488	56,000	
	TV Reader's Digest	R&R; Roche, Williams & Cleary	ABC	77	1,480,353	1,250,000	
Packard & Studebaker Passenger Cars	Tonight	Perrin-Paus	NBC	50	53,970	72,800	
	Today	Perrin-Paus	NBC	66	15,117	17,700	
SUNBEAM CORP. Sunbeam Women's Electric Shaver & Other Products	Color Spread	Perrin-Paus	NBC	124	317,220	216,000	
	Home	Perrin-Paus	NBC	108	381,799	476,000	
	Martha Raye Show-Milton Berle Show	Perrin-Paus	NBC	167	320,767	489,000	
Sunbeam Electrical Appliances	Max Liebman Presents	Perrin-Paus	NBC	105	300,268	375,000	
	Pinky Lee Show	Moselle & Eisen	NBC	47	451,621	201,600	
SWEETS CO. OF AMERICA, INC. Tootsie Candy Products	Pinky Lee Show	Moselle & Eisen	NBC	67	45,977	22,400	
	Pinky Lee Show	Moselle & Eisen	NBC	55	302,033	44,800	
	Tonight	Moselle & Eisen	NBC	44	3,690	5,600	
	Happy Felton's Spotlight Gang	Moselle & Eisen	NBC	70	110,188	68,000	
	Paul Winchell-Jerry Mahoney Show	Moselle & Eisen	NBC	45	623,977	987,000	
	World of Mr. Sweeney	Moselle & Eisen	NBC	49	61,630	13,500	
	Garry Moore Show	JWT	CBS	69	375,068	107,100	
	Disneyland	McCann-Erickson	ABC	157	1,248,115	910,000	
	Garry Moore Show	JWT	CBS	68	192,708	66,150	
	All About Baby	McCann-Erickson	DuM	10	98,715	54,000	
Disneyland Park	McCann-Erickson	ABC	146	47,549	NA		
Swift's Show Wagon	JWT	NBC	68	1,495,224	975,000		
Garry Moore Show	McCann-Erickson	CBS	69	103,840	25,200		
Home	McCann-Erickson	NBC	55	46,092	63,000		
Today	McCann-Erickson	NBC	58	24,990	29,500		
Today	JWT	NBC	56	277,913	365,800		
Swift's Premium Bacon	Beat the Clock	JWT	CBS	86	2,142,450	954,000	
	Swift's Premium Turkey, Bacon						
Swift's Premium Turkey, Bacon	Texaco Star Theatre	Kudner	NBC	103	1,777,203	2,200,000	
	Pard Dog Food						
SWIFT & CO. Allsweet Oleomargarine, Swift's Brookfield Sausage	Today	Y&R	NBC	55	19,272	23,600	
	Peter Pan Peanut Butter & Derby Canned Meats						
Swift's Brookfield Sausage	Sugar Bowl Football Game	Doner	ABC	69	14,384	NA	
Swift's Food for Babies	Mickey Mouse Club	R&R	ABC	88	200,638	35,100	
Swift's Meat & Meat Products	Chicago Tribune All Star Football Game	Y&R	ABC	7	6,463	NA	
Swift's Premium Bacon	Color Spread	F. D. Richards	NBC	116	53,618	72,000	
	Swift's Premium Turkey, Bacon						
SYLVANIA ELECTRIC PRODUCTS, INC. Sylvania Electrical Products	Home	Stockton, West, Burkhart	NBC	57	40,361	63,000	
	Pard Dog Food	The United States Steel Hour	BBDO	ABC	103	796,170	520,000
SYLVANIA ELECTRIC PRODUCTS, INC. Sylvania Electrical Products	The United States Steel Hour	BBDO	CBS	123	1,004,270	585,000	
	TEXAS CO. Texaco Gasoline	Pinky Lee Show	NBC	42	79,447	36,400	
TIME, INC. Sports Illustrated Magazine							
	TOP POP PRODUCTS CO. E-Z Pop Popcorn						
TV TIME FOODS CO. TV Time Pop Corn							
	UNION OIL CO. OF CALIFORNIA Royal Gasoline, Royal Triton Motor Oil						
U.S. RUBBER CO. U.S. Royal Tires							
	U.S. SHOE CORP. Red Cross Shoes—Women						
U.S. STEEL CORP. Institutional							
	U.S. TIME CORP. Timex Watches						

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
TOBACCO CO. Sano Cigarettes	Home	Kudner	NBC	48	\$ 320,383	\$ 532,000	76
AMMONIUM CARBIDE & CARBON CORP. Frostone Anti-Freeze	Arthur Godfrey & His Friends	Mathes	CBS	112	148,740	105,000	3
JOHN CO. Niacaps	Home	McAdams	NBC	103	71,194	91,000	13
UNITED STEELWORKERS OF AMERICA United Steelworkers of America	Narration by David J. McDonald	Wiltman & Callahan	ABC	77	19,979	NA	1
KEY-BRISTOL SHOE CO., INC. Pumping-Jack Shoes—Children	Home	Storm	NBC	71	5,175	7,000	1
	Today	Storm	NBC	54	13,442	17,700	3
SKY CHEMICAL CO. Sofskin Hand Cream	Famous Film Festival Home	Morse Morse	ABC NBC	56 95	15,000 47,906	13,000 56,000	2 8
WICKS VAPORUB, COUGH SYRUP, COUGH DROPS, Sofskin Hand Lotion & Medi-Mist Nasal Spray	Mickey Mouse Club	BBDO	ABC	88	200,485	35,100	13
SWANER CO. Svaline	Captain Midnight	Tatham-Laird	CBS	51	433,926	405,000	27
	Ding Dong School	Tatham-Laird	NBC	44	251,635	35,200	22
WERNER-LAMBERT PHARMACEUTICAL CO. Richard Hudnut Home Permanents & Toiletries	Your Hit Parade	K&E	NBC	162	1,050,252	760,000	20
	Your Play Time	K&E	NBC	154	321,693	60,000	6
WILSON PERMANENTS, HAIR PREPARATIONS, Listerine Antiseptic, Antizyme Tooth Paste	Robert Montgomery Presents	K&E	NBC	96	398,625	235,000	5
WILSON LISTERINE ANTISEPTIC, LISTERINE TOOTH PASTE, Pro-Phy-Lac-Tic Tooth Brush	Adventures of Ozzie & Harriet	Lambert & Feasley	ABC	56	332,020	572,000	13
WASHINGTON STATE APPLE Advertising Commission	Today	Cole & Weber	NBC	18	47,698	177,000	30
Washington State Apples	Today	Cole & Weber	NBC	52	17,128	23,600	4
	Today	Cole & Weber	NBC	21	23,400	88,500	15
WEATHER-PROOF CO. Weather-Proof Combination Windows & Doors—Home	Tonight	Marcus	NBC	43	23,630	39,200	7
WEBSTER CHICAGO CORP. Webcor Tape Recorder, Record Player, Home Use	Tony Martin Show	J. W. Shaw	NBC	67	243,050	135,000	9
WESTCO PRODUCTS CO. Dr. West's Toothbrushes	Today	JWT	NBC	53	58,887	76,700	13
WESSON OIL & SNOWDRIFT CO., INC. Wesson Oil	Valiant Lady	Fitzgerald	CBS	95	270,830	42,500	17
WESTERN UNION TELEGRAPH CO. Western Union Telegraph	Down You Go	AF-GL	ABC	24	131,160	48,000	8
	Down You Go	AF-GL	DuM	27	210,285	93,500	11
WESTINGHOUSE ELECTRIC CORP. All Products	Best of Broadway	McCann-Erickson	CBS	96	364,600	500,000	5
	Studio One	McCann-Erickson	CBS	127	3,088,235	1,365,000	39
	Studio One Summer Theatre	McCann-Erickson	CBS	124	938,035	360,000	12
WHIRLPOOL-SEEGER CORP. Whirlpool Automatic Washer	Martha Raye Show-Milton Berle Show	K&E	NBC	167	320,763	489,000	10
WHITE HOUSE CO. Phonograph Records, Mail Order House	Tonight	Von Zehle	NBC	22	4,208	11,200	2
WILSON HENNINGSON & SONS, INC. Prince Gardner Leather Accessories— Men and Women	Home	Grey	NBC	102	44,338	49,000	7
WILDROOT CO., INC. Wildroot Cream-Oil Hair Tonic	Adventures of Robin Hood	BBDO	CBS	123	323,043	245,000	7
W. B. WILLIAMS CO. Electric Shave Lotion	Tonight	JWT	NBC	44	3,690	5,600	1
WINE CORP. OF AMERICA Mogen David Wine	Dollar a Second	Weiss & Geller	ABC	128	1,421,502	689,000	43
WOMAN'S DAY, INC. Woman's Day Magazine	Today	Paris & Peart	NBC	18	8,256	23,600	4
	Today	Paris & Peart	NBC	35	9,902	23,600	4
A. WRIGHT CO., INC. Wright's Silver Cream Polish	Home	Humphrey, Alley & Richards	NBC	66	25,989	35,000	5
	Today	Humphrey, Alley & Richards	NBC	86	87,087	53,100	9
WILLIAM WRIGLEY, JR., CO. Chewing Gum	Gene Autry	R&R	CBS	11	741,360	1,484,000	53
YARDLEY OF LONDON, INC. Yardley Products	Garry Moore Show	Ayer	CBS	61	666,915	163,800	52
ZENITH RADIO CORP. Zenith Hearing Aid	Famous Film Festival	MacFarland, Aveyard Y&R	ABC	55	15,000	13,000	2
Zenith Radio & Television Sets	Omnibus	Y&R	CBS	64	306,672	297,000	15

LOCAL BILLINGS

Department and clothing stores are now the biggest users of TV on the local level; auto dealers, food stores comes next—a Television Magazine survey

LARGEST SINGLE LOCAL ADVERTISER

	% of Responses
Department & Clothing Stores	18
Auto Dealers	10
Food Stores	10
Appliance & Set Dealers	8
Breweries	8
Bakeries	6
Dairies	6
Food Products	6
Furniture Dealers	6
Others	22

LEADING LOCAL ADVERTISERS

(most named among top 3 advertisers)

	% of Responses
Auto dealers	46
Appliance & Set Dealers	37
Food Products	33
Food Stores	33
Breweries	26
Furniture Dealers	21
Department & Clothing Stores	16
Dairies	14
Soft Drink Bottlers	14
Bakeries	12
Banks	12
Utilities	11
Jewelers	9
Others	16

Local billings are still very much the bread and butter of the average television station according to 70 respondents to TELEVISION MAGAZINE's annual survey. These stations reported that local billings accounted for 42% of their total business—an amount equal to the sum produced by national spot.

Asked to name the three groups of local advertisers that contributed most to billings, 46% of the stations put auto dealers in the top three. Next often named were appliance dealers, cited by 37% of the stations and food products third, mentioned by 33%. Also high on the list were food stores, brewers, and furniture dealers, all of whom were placed in the top three by over 20% of the stations answering.

Asked to name their largest *single* local advertiser, 18% of the stations named department and clothing stores. This, despite the generally accepted belief that these stores are almost exclusively print advertisers. Auto dealers and food stores tied for second place, breweries and appliance dealers were third.

Breweries, traditionally high among the local mainstays of TV stations across the country, slipped down to third place.

A cross-section of the country gave this picture of *total* billings:

	Under 250,000 Sets	Over 250,000 Sets	All Markets
Network	17%	24%	20%
Nat'l Spot	35	41	40
Local	48	35	40

Announcements drew the most local revenue again this year, averaging 45% of local billings—almost the same percentage as last year. The typical local picture was:

	Average Share
Announcements	45%
Full Program Sponsorship	35
Participations	20

The figures were nearly identical for markets above or below 250,000 sets.

The situation by groups of advertisers was pretty much the same, regardless of the market.

Representative of local advertising around the country are these reports:

Binghamton: A national clothing chain's retail outlet in this market is WNBF-TV's biggest client and helps make clothing stores the station's largest group of advertisers. Local and network each account for 25% of the station's total billings, with national spot bringing the other 50%.

Cincinnati: Breweries are responsible for 40% of WLW-TV's local bill-

g's and its biggest single advertiser is also a brewery. Local billings account for about 25% of the total take. National spot revenue is about twice the size of local business. Second and third in local billings are food products and auto dealers.

Columbus, Ga.: WRBL-TV's biggest account is a bakery, and its biggest category is bakeries. Food products and banks are the second and third groups in the local billings. The biggest share of total billings are those taken in from local advertisers (38%).

Corpus Christi: Food stores are WVDQ-TV's biggest group of local clients, amounting to fully 25% of local billings. Furniture dealers and automobile dealers are second and third in the local picture, and hometown dollars add up to 62% of the total business.

El Paso: Billings from El Paso businessmen are 75% of KTSM-TV's total revenue, with food stores bringing in 15% of the local business. Appliance and set dealers rank second, building material dealers third.

Erie: WICU draws 20% of its total billings from local accounts, the biggest of which is a brewery. The largest category of local accounts is also breweries, with bakeries second and auto dealers third. National spot accounts for 55% of total billings.

New York: Banks are WRCA-TV's biggest advertisers in the metropolitan area, and are followed in size by beverages and entertainment advertising. Each of these categories accounts for about 20% of the station's local business, which in turn accounts about 20% of its total business. Network accounts for another 20% of the total, with national spot the mainstay, bringing 60%.

Oklahoma City: Food stores are the biggest hometown clients of KWTW, and amount to 20% of the station's local billings. Oklahoma City business brings in 30% of the total take for the year. National spot is 40% and network 30% of total business.

Wausau: Furniture dealers are the largest spending group of WSAU-TV's local clients. Dairies and breweries are the next. These help make up 60% of station's total billings.

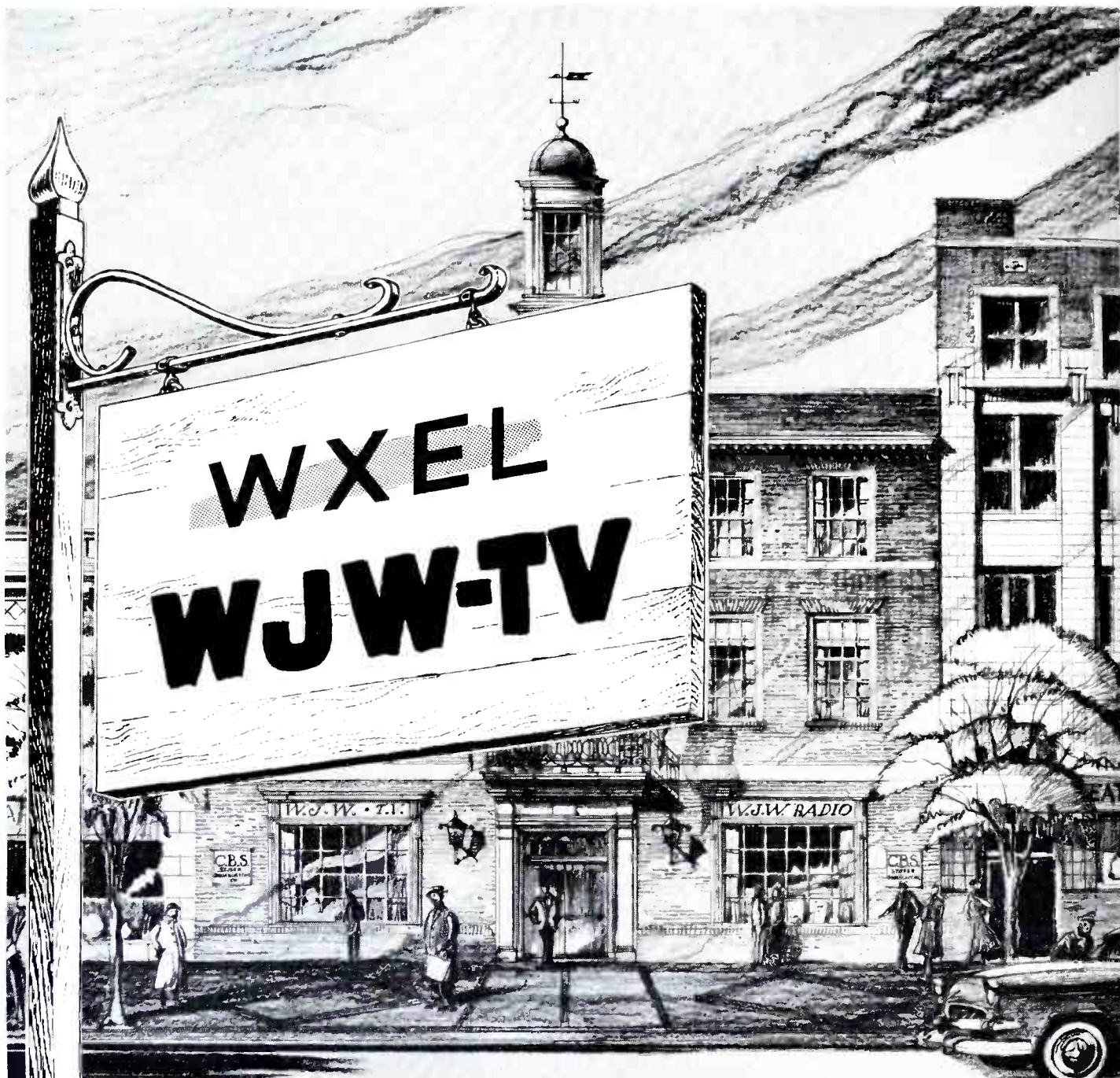
Yakima: Although a dairy is the largest local client on KIMA-TV, dairies are number four in local billings. They rank after appliance and set dealers, automobile dealers, and bakeries. Yakima accounts contribute about a third of the total billings of the station. END

NETWORK COST PER THOUSAND

NETWORK PROGRAMS C-P-M/COMMERCIAL MINUTE — NIELSEN

	MARCH-APRIL 1955		MARCH-APRIL 1954	
	No. of Pgs.*	C-p-m homes/Commercial Minute	No. of Pgs.*	C-p-m homes/Commercial Minute
EVENING				
General Drama (1/2 hr.)	16	\$4.05	13	\$3.12
General Drama (hr.)	10	3.37	7	2.77
Mystery Drama (1/2 hr.)	7	4.44	15	3.43
Situation Comedy (1/2 hr.)	29	4.18	25	3.73
Western Drama (1/2 hr.)	4	3.35	4	3.78
General Variety (1/2 hr.)	8	3.76	8	3.91
General Variety (hr.)	6	2.48	4	2.36
Quiz & Aud. Partic. (1/2 hr.)	16	3.92	19	3.78
Talent, Variety & Musical (1/2 hr.)	5	4.37	5	3.60
Informational (1/2 hr.)	5	3.97	5	3.86
WEEKDAY DAYTIME				
Adult Serials (1/4 hr.)	13	2.24	8	2.12
Other Adult (1/4 hr.)	6	2.06	7	2.54
Other Adult (1/2 hr.)	4	1.78	6	2.07
CHILDREN'S DAYTIME				
Once-a-week (1/2 hr.)	6	2.13	6	2.15
Multi-weekly (1/4 hr.)	3	1.98	3	1.61

*Each time segment of a program counted separately. Thus Arthur Godfrey & Friends is two 1/2-hour programs, etc. Audience, total cost, and c-p-m data shown are simple averages of all programs included in each group.



A NEW NAME... AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better-than-ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!



in Cleveland, keep your eye on channel 8

WJW-TV...Cleveland's Basic CBS Television Outlet

LOCAL

PROGRAMMING

Syndicated film leads in ratings

and advertiser use — a Television Magazine survey

Syndicated film is again the leader in audience ratings and sponsorship, according to TELEVISION MAGAZINE's second yearly survey of local programming.

Nearly 30 per cent of the 80 stations covered named syndicated film among their three highest-rated local programs. Syndicated film was mentioned by 22 per cent of the stations as one of their three most heavily sponsored *participating* programs. Feature film ranked second. In the full-program-sponsorship category, 68 per cent named syndicated film as first, second, or third most popular with sponsors.

News programs are second in rating leadership, as they were last year. Variety and disc jockey shows climbed to third place from the sev-

enth spot in the 1954 survey. Children's shows, which held third place in 1954 viewers' preference, are now in fifth place, mentioned by only eight per cent of the stations.

Homemaking-cooking and children's shows were named as top-sponsorship vehicles far more often than they were named as ratings winners. Within the syndicated film group, mystery was the top rating getter. It was also the type most favored by participating advertisers. Full-program sponsors put general dramatic shows slightly ahead of the thrillers.

Those stations that carry a combination of local and network shows reported approximately 46 per cent of their total programming is locally originated.

Here is how local programming breaks down into live shows, syndicated and feature film:

LOCAL PROGRAMMING BREAKDOWN BY TV MARKET SIZE

	All Markets	Under 250,000 Sets	Over 250,000 Sets
Live	38%	36%	36%
Syndicated film	39	40	31
Feature film	23	24	33

Among the respondents in markets with three or more stations, feature films are most frequently named as the highest-rated local show on the station, with syndicated film running a close second. In one- or two-station markets, syndicated film and news share top honors.

1 Highest-rated local show

	Responses
Syndicated film	29%
Mystery/Adventure	16
Children	3
Comedy	3
Western	3
Drama	3
Other	1
News	25
Variety/D.J.	14
Feature movies	12
Live children shows	8
Homemaking	4
Sporting events	4
Others	4

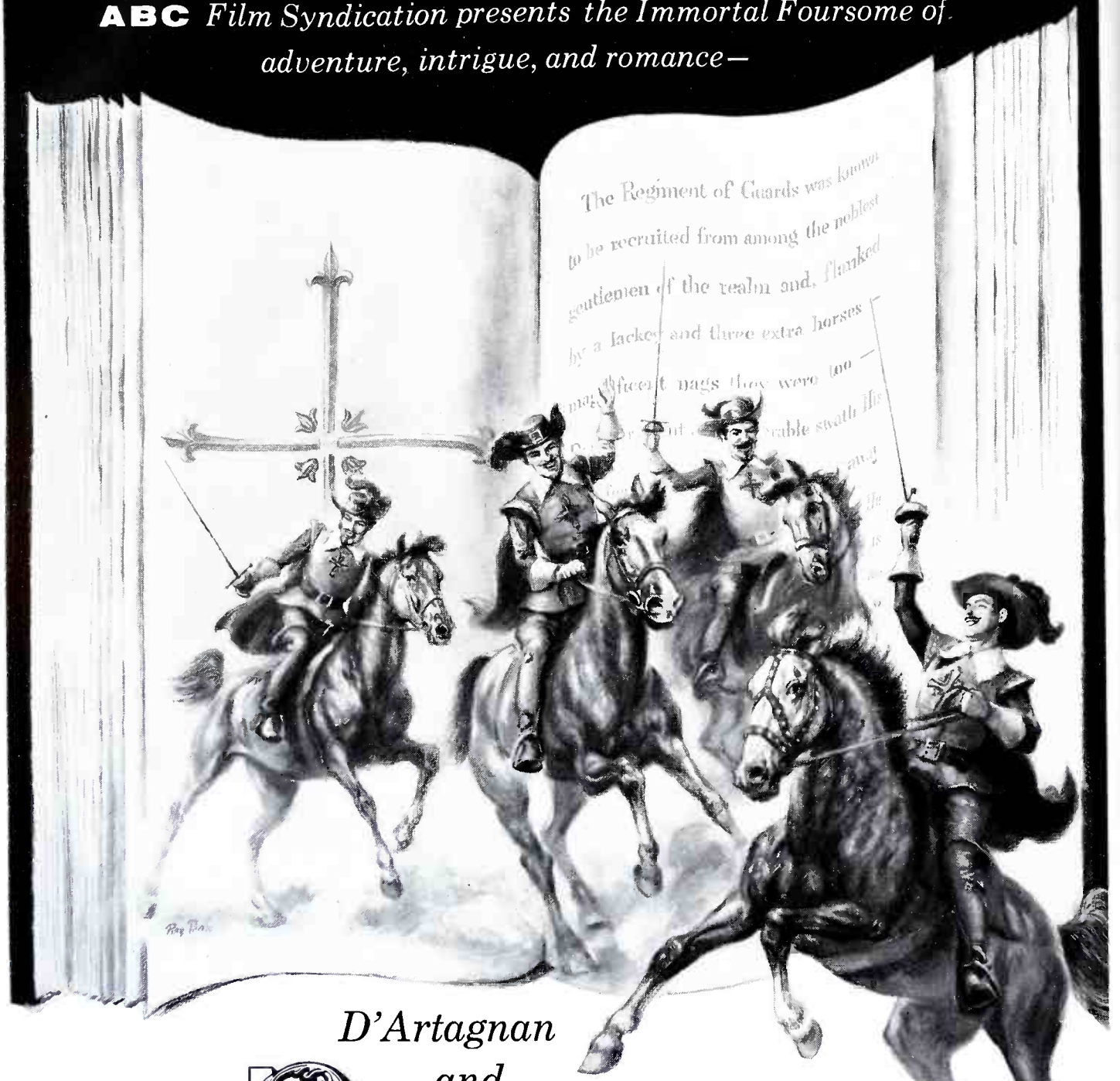
2 Among three types with most participations sold

	Responses
Syndicated film	22%
Mystery/Adventure	10
Children	4
Drama	3
Comedy	3
Wrestling	1
Other	1
Feature film	19
Homemaking	16
Live children shows	14
News	10
Variety/D.J.	7
Women's interest	5
Sports	5
Others	2

3 Among three types with most full sponsors

	Responses
Syndicated film	68%
Drama	24
Mystery/Adventure	23
Western	8
Comedy	7
Children	5
Other	1
News	19
Feature film	5
Sports	5
Others	3

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SYNDICATED FILM DIRECTORY

Currently available shows—length, number produced, distributor

ONE-HOUR FILMS

Adventure

Chico & Pablo

13—M & A Alexander

Impact

13—NTA

Sports

All American Wrestling

26—Kling

The Big Fight

13—The Big Fights

Bowling Time

13—Sterling

Championship Bowling

52—Walter Schwimmer

Ringside with Rasslers

52—George Bagnall

Texas Rasslin'

78—Texas Rasslin' Films or Sterling

Wrestling From Hollywood

Continuing—Paramount

Wrestling, International Amphitheatre

Continuing—Imperial World

Main Event Wrestling

65—Harriscope

Western

Action Adventure Series

32—Interstate

Gene Autry

56—MCA TV

Hopalong Cassidy

52—NBC TV Film

Roy Rogers

67—MCA TV

Wild Bill Elliot

16—Hygo

HALF-HOUR FILMS

Adventure & Mystery

Adventures of Ellery Queen

32—TPA

Adventures of the Falcon

39—NBC TV Film

Adventures of Long John Silver

26—CBS TV Film

Adventures of Rin Tin Tin*

34—Screen Gems

Adventures of Scarlet Pimpernel

39—Official

Badge 714

(rerun of "Dragnet")

48 Series A, 39 Series B, 39 Series C,

39 Series D—NBC TV Film

Biff Baker, U. S. A.

26—MCA TV

Boston Blackie

58—Ziv

Captain Gallant of the Foreign Legion*

39—TPA

Captured

(rerun of "Gangbusters")

26—NBC TV Film

Case Histories of Scotland Yard

26—American-British TV

Cases of Eddie Drake

13—CBS TV Film

China Smith

26—NTA

City Detective

65—MCA TV

Colonel March of Scotland Yard

26—Official

Count of Monte Cristo

39—TPA

Craig Kennedy, Criminologist

26—Louis Weiss

Crunch & Des

39—NBC TV Film

Dangerous Assignment

39—NBC TV Film

Fabian of Scotland Yard

39—CBS TV Film

Famous Jury Trials

52—Charles Michelson

Federal Men

(rerun of "Treasury Men in Action")

39—MCA TV

Files of Jeffrey Jones

39—CBS TV Film

Flash Gordon

39—UM & M

Follow That Man

(rerun of "Man Against Crime")

39—MCA TV

The Force

39—ABC Film

Foreign Intrigue reruns

Cross Current

39—Official

Dateline Europe

78—Official

Overseas Adventure

39—Official

Front Page Detective

39—George Bagnall

Hawkeye, The Last of the Mohicans

39—TPA

Here Comes Tobor

39—Guild

Headline

(rerun of "Big Town")

39—MCA TV

Heart of the City

91—MCA TV

Highway Patrol

39—Ziv

Hollywood Off-Beat

13—MCA TV

I Led Three Lives

78—Ziv

I'm the Law

26—MCA TV

Inner Sanctum

39—NBC TV Film

International Playhouse

26—NTA

International Police

26—NTA

Into the Night

26—Sterling

I Search For Adventure

26—George Bagnall

I Spy

39—Guild

Joe Palooka Story
26—Guild

Jungle Jim
26—Screen Gems

Lone Wolf
39—MCA TV

Man Behind the Badge
39—MCA TV

Man Called X
39—Ziv

Mr. District Attorney
78—Ziv

Mr. & Mrs. North
57—John W. Loveton

New Adventures of China Smith
26—NTA

New Orleans Police Department
39—UM & M

Orient Express
26—NTA

Paris Precinct
26—UM & M

Passport to Danger
39—ABC Film

The Plainclothes Man
200—Charles Michelson

Police Call
26—NTA

Racket Squad
98—ABC Film

Ramar of the Jungle
52—TPA

Rocky Jones, Space Ranger
39—MCA TV

Renfrew of the Royal Mounted
13—M & A Alexander Prod.

Science Fiction Theatre
39—Ziv

Secret File, U. S. A.
26—Official

Sheena, Queen of the Jungle
26—ABC Film

Soldiers of Fortune
26—MCA TV

Sherlock Holmes
39—UM & M

Tales of Tomorrow
26—Sterling

Tales of the Foreign Legion
39—CBS TV Film

Terry and the Pirates
18—Official

The Three Musketeers
26—ABC Film

Waterfront
78—MCA TV

The Whistler
39—CBS TV Film

Children's

Adventures of Danny Dee
39—Lakeside

Captain Z-Ro
26—Atlas

Children's Classic Fairy Tales
13—Major

Gigi and Jock
13—Sterling

Hans Christian Andersen Tales
26—Interstate

Jet Jackson, Flying Commando
(rerun of "Capt. Midnight")
39—Screen Gems

Johnny Jupiter
39—Associated Artists

Ray Forrest Show
39—Sterling

Sleepy Joe
13—Aurora

Superman
52—Flamingo

Comedy Drama

Abbott and Costello
52—MCA TV

Amos 'n' Andy
78—CBS TV Film

Beulah
78—Flamingo

Boss Lady
13—M & A Alexander Prod.

Duffy's Tavern
39—UM & M

Eddie Cantor Comedy Theatre
39—Ziv

Fearless Fosdick
13—Sterling

The Goldbergs
39—Guild

The Great Gildersleeve
39—NBC TV Film

The Hank McCune Show
52—UM & M

His Honor, Homer Bell
39—NBC TV Film

I Married Joan
98—Interstate

Jackson and Jill
13—George Bagnall

Life of Riley
143—NBC TV Film

Life with Elizabeth
65—Guild

Life with Father
26—CBS TV Film

Little Rascals
68—Interstate

Magic Lamp
13—Hollywood TV Prod.

Mayor of the Town
39—MCA TV

Meet Corliss Archer
39—Ziv

My Hero
33—Official

My Little Margie
126—Official

Pride of the Family
40—MCA TV

The Ruggles
91—Tom Carradine

So This Is Hollywood
24—Harriscopes

Stud's Place
39—Harry S. Goodman

Susie
(rerun of "Private Secretary")
52—TPA

Trouble with Father
(first year of the "Stu Erwin Show")
130—Official

Willy
39—Official

Documentary

American Standard of Living Stories
52—Associated Programs

Confidential File
39 (plan 78)—Guild

Crusade in Europe
26—Unity

Science in Action
52—TPA

Uncommon Valor
26—General Teleradio

Under the Sun
(selections from "Omnibus")
26—CBS TV Film

Victory at Sea
26—NBC TV Film

Where Were You?
26—MCA TV

World Close-up
26—Zach Baym

General Drama

American Story
(rerun of "Cavalcade of America")
39—Official

Celebrity Playhouse
39—Screen Gems

Conrad Nagel Theatre
26—Guild

Counterpoint
26—Interstate

Curtain Call
39—MCA TV

Dr. Christian
13—Ziv

Dr. Hudson's Secret Journal
39—MCA TV

Douglas Fairbanks Presents
78—ABC Film

Edward Arnold Star Showcase
52—TPA

Ethel Barrymore TV Theatre
13—Interstate

Famous Playhouse
300—MCA TV

Favorite Story
78—Ziv

Flamingo Theatre
(rerun of "Jeweler's Showcase")
29—Flamingo

General Electric Theatre
26—Stuart Reynolds

Heart of the City
(rerun of "Big Town")
91—MCA TV

Hollywood Half Hour
37—George Bagnall

Janet Dean, R.N.
39—UM & M

King's Crossroads
104—Sterling

Lilli Palmer Presents
39—NTA

Magic Vault
104—Lakeside

New York Confidential
39—TPA

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JOHN WAYNE
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VERA RALSTON
Walter Brennan
Ward Bond

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Irene Rich
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GABBY HAYES
Anne Jeffreys
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GEORGE BRENT
VERA RALSTON
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"Calling Wild Bill Elliott"
BILL ELLIOTT
GABBY HAYES
Anne Jeffreys
Fred Kohler

"THE PLUNDERER"
ROD CAMERON
ILONA MASSEY
Adrian Booth
Forrest Tucker

"Man from Thunder River"
BILL ELLIOTT
GABBY HAYES
Anne Jeffreys
Ian Keith

"PLAINSMAN AND THE LADY"
WILLIAM ELLIOTT
GAIL PATRICK
VERA RALSTON

"Overland Mail Robbery"
BILL ELLIOTT
ANNE JEFFREYS
Gabby Hayes

"The Fabulous Texan"
WILLIAM ELLIOTT
JOHN CARROLL
Catherine McLeod
Andy Devine
Jim Davis

"MOJAVE FIREBRAND"
BILL ELLIOTT
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THE DENVER KID
SILVER CITY KID
STAGECOACH TO MONTEREY
SHERIFF OF SUNDOWN
TOPEKA TERROR
CORPUS CHRISTI BANDITS
TRAIL OF KIT CARSON
HOME ON THE RANGE
Man From Rainbow Valley
OUT CALIFORNIA WAY

LAST FRONTIER UPRISING
ALONG THE OREGON TRAIL
UNDER COLORADO SKIES
CALIFORNIA FIREBRAND
THE TIMBER TRAIL
SON OF GOD'S COUNTRY
OUTLAWS OF PINE RIDGE
SUNDOWN KID
DEAD MAN'S GULCH
CARSON CITY CYCLONE
DAYS OF OLD CHEYENNE
ARIZONA TERRORS
STAGECOACH EXPRESS
JESSE JAMES, JR.
CYCLONE KID
THE PHANTOM COWBOY
CALIFORNIA JOE

Outlaws of Cherokee Trail
GAUCHOS OF ELDORADO
WEST OF CIMARRON
CODE OF THE OUTLAW
RAIDERS OF THE RANGE
WESTWARD HO
PHANTOM PLAINSMEN
SHADOWS ON THE SAGE
VALLEY OF HUNTED MEN
THUNDERING TRAIL
BLOCKED TRAIL
SANTA FE SCOUTS
RIDERS OF THE RIO GRANDE
PRAIRIE PIONEER
PALS OF THE PECOS
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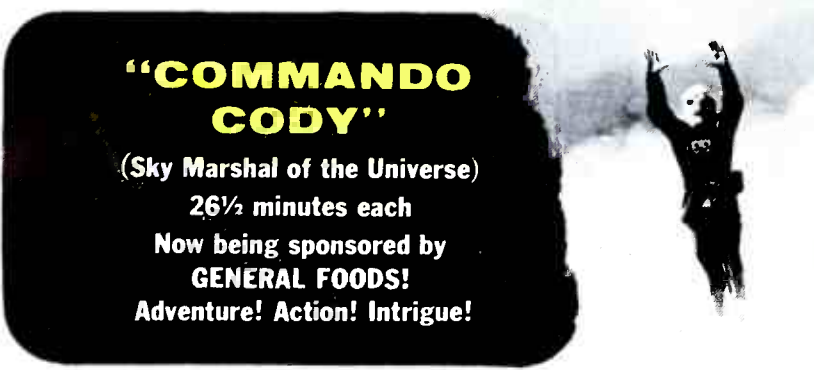
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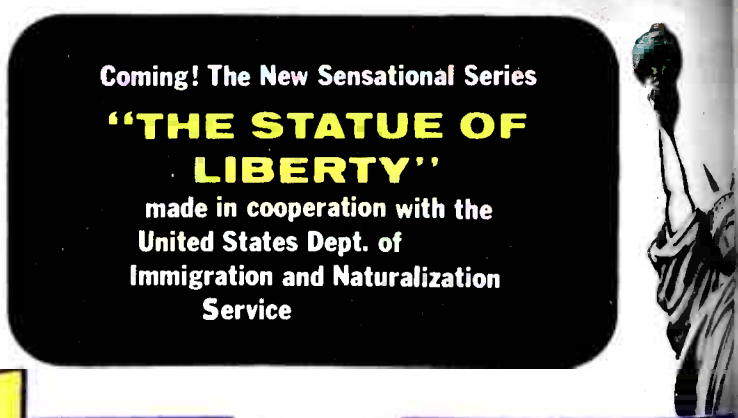
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DOCTOR"**
Now in Production!
26½ minutes each
Adventure! Action! Intrigue!



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**"THE STATUE OF
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"THE HOODLUM EMPIRE"



Dynamic... Shock
Expose of the
Underworld Czars
Taken from the
Files of America's
Leading News

Dragon Playhouse
(rerun of "Douglas Fairbanks Presents")
39—NBC TV Film

Play of the Week
26—NTA

Playhouse
(rerun of "Schlitz Playhouse of Stars")
52—ABC Film

Public Defender
69—Interstate

Royal Playhouse
(rerun of "Fireside Theatre")
52—Interstate

San Francisco Beat
39—CBS TV Film

Sovereign Theatre
26—Stuart Reynolds

Star and the Story
39—Official

Story Theatre
26—Ziv

Times Square Playhouse
39—Ziv

Top Plays of 1955
(rerun of "Fireside Theatre")
44—Screen Gems

Tugboat Annie
39—TPA

The Unexpected
39—Ziv

The Visitor
44—NBC TV Film

Four All-Star Theatre
(rerun of "Ford Theatre")
117—Screen Gems

Four Family Theatre
43—Atlas

Four Jeweler's Showcase
26—Stuart Reynolds

Four Star Showcase
52—TPA

Four TV Theatre
120—Ziv

Music & Variety

Bobbie Neil and Her Ranch Girls
26—NTA

Eddy Arnold Time
26—Walter Schwimmer

Enchanted Music
13—Major

Famous Guests
13—Cavalcade TV Program

Floridan ZaBach Show
39—Guild

Fuy Lombardo
39—MCA TV

Holiday in Paris
13—CBS TV Film

Julia Holiday
39—George Bagnall

Korla Pandit
13—Snader Releases

Liberace
91—Guild

Music for Everybody
13—Sterling

Music to Remember
13—Screen Gems

Old American Barn Dance
26—Kling

Pan American Showtime
13—Standard TV

Rosemary Clooney
39—MCA TV

Showtime
39—Studio Films

Stars of the Grand Ole Opry
39—Flamingo

This Is Hawaii
26—George Bagnall

This Is Your Music
26—Official

The Talking Pictures Letter
13—Hollywood TV Prod.

Television Court
26—UM & M

Thrill of Your Life
13—Louis Weiss

News & Commentary

Eye on the World
Continuing—CBS TV Film

United Press Movietone
Continuing—UP

Quiz & Panel

A Word From the Stars
Continuing—Harry S. Goodman

Pantomime Quiz
13—NTA

Sports

Big Ten Football Highlights
13—Sportsvision

Boxing From Rainbow
26—Kling

Caliente Races
36—Cine-Tele

Jalopy Races From Hollywood
26—Harriscop

The Mad Whirl
13—NTA

Roller Derby
52—NTA

Speed Classics
13—Dynamic

Telesports Digest
Continuing—Tel Ra

Texas Rasslin'
78—Texas Rasslin' Films or Sterling

Wrestling From Hollywood
Continuing—Paramount

Wrestling—International Amphitheatre
Continuing—Imperial World Films

Main Event Wrestling
65—Harriscop

Westerns

Adventures of Champion
26—CBS TV Film

Adventures of Kit Carson
104—MCA TV

Annie Oakley
52—CBS TV Film

Buffalo Bill, Jr.
26—CBS TV Film

The Cisco Kid
130—Ziv

Cowboy G-Men
39—Flamingo

Gabby Hayes
52—UM & M

Gene Autry
78—CBS TV Film

Hopalong Cassidy
26 (each in series A & B)—NBC TV Film

Judge Roy Bean
39—Screencraft

The Range Rider
78—CBS TV Film

Steve Donovan, Western Marshal
39—NBC TV Film

Stories of the Century
39—Hollywood TV Service

Tales of the Texas Rangers*
26—Screen Gems

Wild Bill Hickok
52—Flamingo

Miscellaneous

Adventures In Sewing
13—Lakeside

Facts Forum Panel
Continuing—Facts Forum

Hand to Heaven
13—NTA

Holiday
13—NTA

It Can Happen to You
13—George Bagnall

The Living Book
13—Ziv

Out of the Past
39—Lakeside

Safari
26—Sterling

TV Kitchen
26—Kelsey-Fraser

Walt's Workshop
39—Reid H. Ray

QUARTER-HOURS

Adventure & Mystery

Adventure Album
26—Interstate

Adventure Is My Job
13—Lakeside

Armchair Adventure
104—Sterling

Jungle
39—Radio & TV Packagers

The Little Show
26—Sterling

Public Prosecutor
26—George Bagnall

Side Road
13—Thomas J. Barbre

Top Secret
26—Flamingo

Tropic Hazard
13—Sterling

World of Adventure
13—United

Children's

Adventures of Blinkey
26—Interstate

Adventures of Noah Beery, Jr.
26—United

Animal Adventures for Children
13—Coronet

Animal Time
104—Sterling

Betsy and the Magic Key
39—Sterling

Bobo the Hobo
26—NTA

Captain Quest and His Junior Explorers
13—Fleetwood

The Chimps
13—United

Cyclone Malone
65—Harry S. Goodman

Foodini the Great
40—Allan Keith

Jump Jump of Holiday House
65—Harry S. Goodman

Junior Crossroads
104—Sterling

Man of Tomorrow
13—Hour Glass

Muffin the Mule
32—American-British TV

Playtime with Jerry
13—Sterling

Stories for Children
13—Coronet

Streamlined Fairy Tales
13—Harry S. Goodman

Superman Cartoons
16—Flamingo

Telecomics
165—Flamingo

Tic Toc Tales
13—Abe Saperstein TV

Walter Lantz Cartoons
29—Ziv

The World of Wolo
13 (plan 52)—New Albion

Comedy

Bert & Elmer
13—Harry S. Goodman

Little Rascals
22—Interstate

Morganstone Comedy Newsreel
13—Lakeside

Old Time Comedies
52—Sterling

Paul Killiam Show
39—Sterling

The Shutterbug
26—Hollywood TV

Documentary

American Heritage Series
13—Coronet

American History Series
14—Associated Program Service

The Greatest Drama
39—General Teleradio

How Others Live
13—Coronet

The Magic of the Atom
26—Handel Film

Movie Museum
100—Sterling

This World of Ours
26—Sterling

Where In the World?
104—Lakeside

Wild Life In Action
52—Lakeside

The World We Live In
52—Sterling

The World Around Us
8—RCA

General Drama

Dilemma
13—Harry S. Goodman

Invitation Playhouse
26—Sterling

The James Mason Show
26—NTA

Little Theatre
52—Sterling

On Stage with Monty Woolley
13—Dynamic

The Passerby
26—NTA

Playhouse 15
78—MCA TV

Pulse of the City
26—Telescene

Secret Chapter
13—National TV

Strange Adventure
52—General TV

This Is Charles Laughton
26—Sterling

Music & Variety

Cafe Continental
26—American-British TV

Foy Willing and the Riders of the Purple Sage
250—RCA

The Frankie Laine Show
39—Guild (also 1/2 hrs.)

The Hormel Girls
44—Kling (also 1/2 hrs.)

Life and Songs of Stephen Foster
13—Aurora

Music for Millions
39—Major

Music of the Masters
13—NTA

Name Band Musicals
16—Associated Artists

Notes and Nonsense
26—Atlas

Opera and Ballet
13—Lakeside

Paradise Island
26—George Bagnall

67 Melody Lane
13—Syndicated Films

Smokey Mountain Jamboree
13—Strickland

Town and Country Time
52—RCA (also 1/2 hrs.)

Two Grand
13—Producers Film

Vienna Philharmonic Orchestra
13—Sterling

News & Commentary

Adventures in the News
13—Sterling

Daily Telenews
Continuing—INS

Drew Pearson
39—UM & M

INS-Telenews Weekly News Review
Continuing—INS

Newsfilm (Daily)
Continuing—CBS TV Film

Yesterday's Newsreel
137—Ziv

Quiz & Panel

A Word From the Stars
Continuing—Harry S. Goodman

Going Places
39—United World

Headlines on Parade
26—United World

Movie Quick Quiz
780—Walter Schwimmer (also 1/2 hrs.)

Professor Yes 'N' No
26—Screen Gems

Sportscholar
52—United World

Three Guesses
26—Unity

View the Clue
26—Medallion (also 1/2 hrs.)

What's Wrong with This Picture?
260—Morton

What's Your Eye-Q?
Unlimited—Lakeside

Sports

Adventure Out-of-Doors
21—Van Coevering

Adventures in Sport
26—Sterling

Beat the Experts
65—Sterling

The Big Fight
13—The Big Fights (also 1/2 hrs.)

The Big Playback
52—Screen Gems

Bil Corum Sports Show
26—NTA

Call the Play
52—Station Distributors (also 1/2 hrs.)

Double Play
37—Cavalcade TV

Famous Fights
52—Winik

Going Places with Gadabout Gaddis
26—Sterling

Grantland Rice
13—Atlas

Greatest Fights of the Century
52—Mannie Baum

Greatest Sport Thrills
104—Winik (also 1/2 hrs.)

Gridiron Cavalcade
13—Sportsvision

The Jimmy Demaret Show
13—Award TV

Madison Square Garden
26—Winik

Outdoors with Harris Breth
13—Syndicated Films

- Seed Classics**
13—Dynamic
- Sort Skills**
13—Coronet
- Sports Album**
104—Ziv
- Sports Mirror**
13—George Bagnall
- Sports on Parade**
104—Sterling (also 1/2 hrs.)
- Sports Spotlight**
Weekly—Tel Ra
- Sportsman's Club**
78—Syndicated Films (also 1/2 hrs.)
- Baseball Hall of Fame**
77—Flamingo
- Football Hall of Fame**
26—Flamingo
- Week in Sports**
Weekly—INS

- What Makes A Champion?**
13—Associated Program Service
- Wonders of the Wild**
39 (plan 52)—Sterling
- World's Greatest Fighters in Action**
26—The Big Fights
- Wrestling International Amphitheatre**
Continuing—Imperial World Films

Westerns

- Lash of the West**
39—National TV Films
- Tales of the Old West**
13—Cavalcade TV
- Tim McCoy**
39—UM & M

Miscellaneous

- The Answer Man**
13—Bruce Chapman

- Armchair Traveler**
39—Associated Program
- Bob Elson's Interviews of the Century**
13—Academy
- Camera's Eye**
39—Sterling
- Candid Camera**
189—Associated Artists
- Canine Comments**
13—Louis Weiss
- Children All Over the World**
18—Associated Program
- The Continental**
13—Dynamic
- Find a Hobby**
26—NTA
- For the Ladies**
104—Sterling
- Fun with Felix**
13—Lakeside
- Guided Tour**
13—Hollywood TV Production
- Hollywood to Broadway**
15—Atlas
- Hollywood Scrapbook**
26—Sterling
- Home Is Happiness**
198—Packaged Programs
- Home Making Series**
13—Associated Program
- Home Management**
13—Coronet
- It's Fun to Reduce**
65—Guild
- John Kieran's Kaleidoscope**
104—ABC Film
- Junior Science**
39—UM & M
- Know America Series**
13—Associated Program
- Lilli Palmer Show**
26—NBC TV Film
- Popular Science Newsreels**
78—Interstate
- Reading the Bible**
13—Foundation Films for TV
- Resorts**
13—Hollywood TV Production
- A Scene with a Star**
26—George Bagnall
- Science for Living**
39—Associated Program
- Sew Easy**
26—Home Craft Films
- Sewing Room**
26—George Bagnall
- Sightseeing with the Swayzes**
13—Robert Lawrence
- Spotlite on Hollywood**
Continuing—George Bagnall
- Stranger Than Fiction**
65—United World
- Turn of a Card**
13—Sterling
- Watch the World**
26—NBC TV Film

BMI For Service in TV

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

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

*Let BMI give you the
TV Music Story today*

Call or write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

* Not available where playing on network

Keep this list of 140 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 32 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 well over 500 subscribers, 1955 was 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

ALLENTOWN
AMARILLO
ANCHORAGE, ALASKA
BATON ROUGE
BELLINGHAM, WASHINGTON
BROWARD & PALM BEACH
COUNTIES, FLA.
COLUMBIA, MO.
COLUMBUS, GA.
DES MOINES
DUBUQUE COUNTY, IA.
FLINT
FLORENCE, S. C.
FORT WAYNE
GREEN BAY-MARINETTE
GREENVILLE-WASHINGTON,
N. C.
JEFFERSON COUNTY, TEXAS
JOPLIN, MO.
KNOXVILLE, TENN.
LA CROSSE COUNTY, WISC.
LAS VEGAS
LIMA, OHIO
MADISON
PITTSBURG, KAN.
RALEIGH
SAGINAW COUNTY, MICH.
SHREVEPORT
SIOUX FALLS, TEXAS
SPRINGFIELD, ILL.
TERRE HAUTE
TEXARKANA
WACO
ZANESVILLE

SPOT BILLINGS

Daytime spurts ahead in year of generally increased spot use

National spot billings in 1955 increased by 29 per cent over 1954, according to the McCann-Erickson Research Department. (See chart.) These figures show that 26 per cent of the money spent for TV time and programs went into television spot. The agency's estimated total amount of money spent on national spot in 1955 is \$265 million. This indicated an expenditure for time that is considerably more than the \$177 million spot billings of the TV stations covered by the FCC financial report for 1954.

During 1955, the biggest trend in spot was the swing to daytime. Avery-Knodel, on the basis of the first six months of 1955, estimated that 36 per cent of the dollars to be spent in spot TV for the year would be invested in daytime announcements, participations or programs.

A dramatic increase in daytime use was measured by one typical group of stations, those represented by H-R. (See chart.) Comparing 1955 and 1954, H-R found that in 1955 daytime advertisers nearly doubled those in 1954; number of daytime spot announcements purchased and number of daytime sponsored programs more than doubled 1954's total.

Advertisers are looking forward to the detailed report, soon to be released by the TvB, showing dollar expenditures of top spot users.

Another indication of spot growth is pointed out by Storer Broadcasting's Lee B. Wailes, executive vice president. Comparing the first eleven months of 1955 to the same period in 1954, over-all TV income for the Storer stations increased seven per cent in 1955, with national spot accounting for 40 per cent of the total.

SPOT SHARE OF TIME AND PROGRAM BILLINGS WAS 26% OF TOTAL TV EXPENDITURES (1955 report from McCann-Erickson Research Department)

	\$ in millions	Increase over 1954	Per cent of total
Network (incl. time & production costs)	\$520	24%	52%
National spot	265	29	26
Local	220	22	22

H-R: DAYTIME SPOT USE INCREASES NEARLY 100 PER CENT (1956 report from H-R Television, Inc.)

- Percentage of national spot units sold in:
 - A Announcements76%
 - B Participations20%
 - C Programs4%
- Ratio of nighttime announcements to daytime is 2 to 1.
- Among TV stations repped by H-R during 1954-55:
 - A Number of 1955 daytime advertisers nearly doubled those in 1954.
 - B Number of spot announcements bought by 1955 daytime advertisers more than doubled those in 1954.
 - C Number of daytime sponsored programs increased 57% in 1955 over 1954.

STATIONS SAY SPOT DOUBLES NETWORK BILLINGS

(1956 survey by Television Magazine)

	Total billings by market size		
	Under 250,000 Sets	Over 250,000 Sets	Total Markets
Network	17%	24%	21%
Natl. spot	35	41	42
Local	48	35	40

COFFEE AND CIGARETTES TOP SPOT USERS

(As reported by 3 reps)

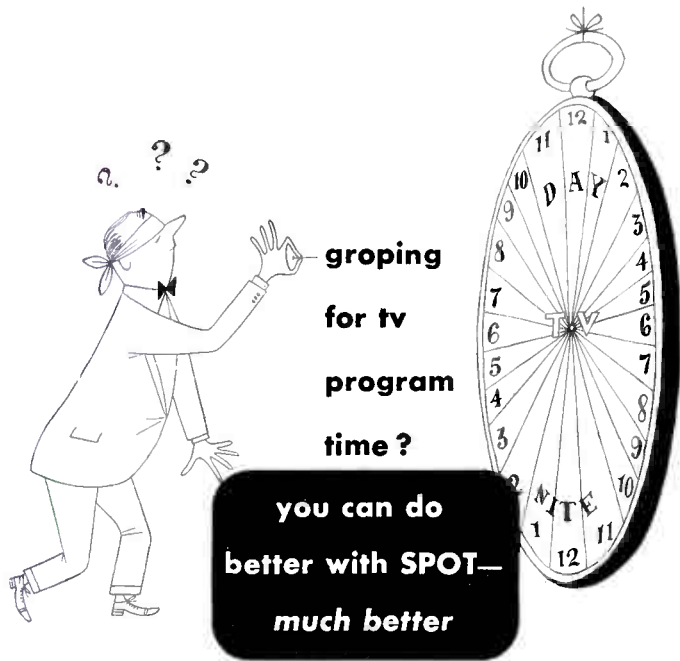
These groups biggest users of spot

Rep "A"	Rep "B"	Rep "C"
1. Soaps & detergents	1. Coffee & tea	1. Cigarettes
2. Cigarettes	2. Cigarettes	2. Soaps & toiletries
3. Food (especially coffee)	3. Drugs & remedies	3. Coffee
3. Drugs		

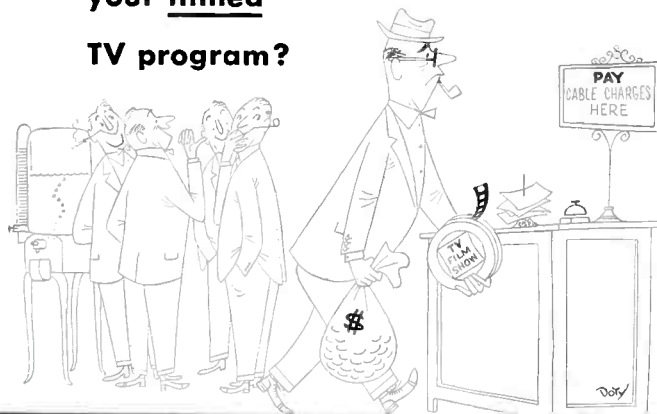
SPOT SHARE OF TIME BILLINGS WAS 33% IN 1954

(1954 FCC Report; excluding 17 stations with less than \$25,000 in time sales)

	377 non-network owned TV stations	Per cent of total	Total 4 networks & 393 TV stations	Per cent of total
Network time sales	\$ 64,013,000	22%	\$241,225,000	45%
National & regional	129,917,000	45	176,766,000	44
Local	97,589,000	33	120,131,000	22
	Total \$291,519,000		Total \$538,122,000	



paying
cable charges for
your filmed
TV program?



*when it comes to placing your
television programs, remember*

**you can do
better* with Spot...
much better.***

- * Free choice of markets.
- * No "must" stations or minimum group requirements.
- * Wholehearted station cooperation.
- * Better picture quality than kinescopes.
- * Savings in time costs—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. *National Advertising Representatives*

477 MADISON AVENUE, NEW YORK 22, NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

ATLANTA

DALLAS

KANSAS CITY

DETROIT

SPOT RATE ESTIMATOR

From ID's to hours, the highest one-time rates in all TV markets

Designed to give a quick approximation of the cost of a spot campaign, the Estimator presents the highest onetime rates for segments of various durations in every market that had a TV station in commercial operation on January 1, 1956. Frequency and other discounts, which might bring an advertiser's actual costs to half the gross charges, are not included, nor are special participation rates.

Using the Estimator, the buyer finds, for example, that

a half-hour period in the ten markets with the highest circulation totals \$17,430. The cost of an ID in these same areas is \$3,050. To buy a half-hour in each of the top 100 markets, the time bill would total \$55,351. With ID's in these 100 markets, could be covered for under \$10,000.

Looking at the Estimator another way, the advertiser can see how far a proposed budget will stretch. A \$10,000 appropriation can buy 15-minute periods in the top 30 markets or 20-second spots in the top 116.

Markets	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
New York, N. Y.	\$ 975	\$ 2050	\$ 2050	\$ 2100	\$ 3360	\$ 5040	\$ 8400
San Francisco							
Stockton, Cal.	150	300	300	375	600	900	1500
Chicago, Ill.	375	750	750	925	1480	2220	3700
Los Angeles, Cal.	300	650	650	900	1440	2160	3600
Philadelphia, Pa.	325	650	650	800	1280	1920	3200
Detroit, Mich.							
Windsor, Can.	220	550	550	600	880	1320	2200
Boston, Mass.	225	450	500	563	900	1350	2250
Cleveland, Ohio	200	400	400	460	680	1020	1700
Pittsburgh, Pa.	200	400	400	425	680	1020	1700
New Haven, Conn.	80	160	160	200	320	480	800
Group Total	\$ 3050	\$ 6360	\$ 6410	\$ 7348	\$ 11620	\$ 17430	\$ 29050

St. Louis, Mo.	\$ 165	\$ 330	\$ 330	\$ 375	\$ 600	\$ 900	\$ 1500
Providence, R. I.	102	204	204	250	400	600	1000
Lancaster, Pa.	120	240	240	360	480	720	1200
Baltimore, Md.	138	275	275	300	500	750	1250
Milwaukee, Wis.	80	200	200	240	460	690	1150
Indianapolis, Ind.	100	200	200	250	400	600	1000
Washington, D. C.	165	350	350	413	600	900	1500
Minneapolis							
St. Paul, Minn.	115	330	330	430	590	885	1475
Dallas							
Ft. Worth, Tex.	125	225	225	330	440	660	1000
Cincinnati, Ohio	125	250	250	250	400	600	1000
Group Total	\$ 1235	\$ 2604	\$ 2604	\$ 3198	\$ 4870	\$ 7305	\$ 12075

Cumulative Total \$ 4285 \$ 8964 \$ 9014 \$ 10546 \$ 16490 \$ 24735 \$ 41125

Bloomington, Ind.	\$ 75	\$ 150	\$ 150	\$ 200	\$ 320	\$ 480	\$ 800
Atlanta, Ga.	100	200	200	250	400	600	1000
Charlotte, N. C.	125	250	250	300	400	600	1000
Johnstown, Pa.	68	150	150	188	300	450	750
Louisville, Ky.	95	190	190	231	370	555	925
Kansas City, Mo.	100	200	200	250	400	600	1000
Columbus, Ohio	100	200	200	240	320	480	825
Kalamazoo, Mich.	100	200	200	264	400	600	1000
Dayton, Ohio	70	175	175	200	320	480	800
Albany-Schenectady-Troy, N. Y.	95	190	190	238	380	570	950
Group Total	\$ 928	\$ 1905	\$ 1905	\$ 2361	\$ 3610	\$ 5415	\$ 9050

Cumulative Total \$ 5213 \$ 10869 \$ 10919 \$ 12907 \$ 20100 \$ 30150 \$ 50175

Markets	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Houston-							
Galveston, Tex.	\$ 110	\$ 220	\$ 220	\$ 280	\$ 400	\$ 600	\$ 1000
Buffalo, N. Y.	90	175	175	240	380	570	950
Seattle-							
Tacoma, Wash.	95	190	190	285	380	570	950
Charleston-Huntington, W. Va.	80	160	160	200	320	480	800
Altoona, Pa.	60	120	120	150	240	360	600
Binghamton, N. Y.	80	160	185	200	320	480	800
Grand Rapids, Mich.	144	180	180	238	380	570	950
Memphis, Tenn.	73	145	160	200	320	480	800
Asheville, N. C.	30	60	60	75	120	180	300
Syracuse, N. Y.	100	200	200	250	350	510	850
Group Total	\$ 862	\$ 1610	\$ 1650	\$ 2118	\$ 3210	\$ 4800	\$ 8000

Cumulative Total \$ 6075 \$ 12479 \$ 12569 \$ 15025 \$ 23310 \$ 34950 \$ 58175

Toledo, Ohio	\$ 113	\$ 225	\$ 225	\$ 280	\$ 400	\$ 600	\$ 1000
Sacramento, Cal.	65	130	130	163	260	390	650
Steubenville, Ohio	40	80	80	100	160	240	400
Winston-							
Salem, N. C.	55	110	110	138	220	330	550
Champaign, Ill.	70	105	120	135	240	420	700
Birmingham, Ala.	185	210	210	240	320	480	800
Greensboro, N. C.	65	130	130	195	260	390	650
New Orleans, La.	90	180	180	255	340	510	850
Lansing, Mich.	75	150	150	200	320	480	800
Portland, Ore.	100	200	200	205	280	420	700
Group Total	\$ 858	\$ 1520	\$ 1535	\$ 1912	\$ 2800	\$ 4260	\$ 7050

Cumulative Total \$ 6933 \$ 13999 \$ 14104 \$ 16937 \$ 26110 \$ 39210 \$ 65225

Nashville, Tenn.	\$ 73	\$ 140	\$ 160	\$ 200	\$ 320	\$ 480	\$ 800
Wheeling, W. Va.	40	90	90	113	180	270	450
San Diego, Cal.-Tijuana, Mex.	90	180	180	240	320	480	800
Miami-Ft. Lauderdale, Fla.	50	100	100	150	200	300	500
Greenville, S. C.	56	113	113	113	180	270	450
Roanoke, Va.	60	140	140	150	240	360	600
Jacksonville, Fla.	80	180	180	210	280	420	700
Tulsa, Okla.	75	150	150	175	280	420	700
Okla. City, Okla.	113	225	225	163	320	480	800
Rochester, N. Y.	80	160	160	175	280	420	700
Group Total	\$ 717	\$ 1478	\$ 1498	\$ 1689	\$ 2600	\$ 3900	\$ 6500

Cumulative Total \$ 7650 \$ 15477 \$ 15602 \$ 18626 \$ 28710 \$ 43110 \$ 71725

Norfolk-Newport							
News, Va.	\$ 88	\$ 175	\$ 175	\$ 219	\$ 350	\$ 525	\$ 875
Omaha, Neb.	100	200	200	263	350	520	850
Durham, N. C.	45	90	90	113	180	270	450
Rockford, Ill.	40	80	80	100	160	240	400
Davenport, Iowa-							
Rock Island, Ill.	80	160	160	200	320	480	800
Denver, Colo.	75	150	150	200	260	390	650
Hartford-New							
Britain, Conn.	50	100	100	150	200	300	500
Hutchinson-							
Wichita, Kan.	50	100	100	113	180	270	450
Bay City-							
Saginaw, Mich.	50	100	100	150	250	300	500
San Jose, Cal.	35	70	70	105	140	210	350
Group Total	\$ 613	\$ 1225	\$ 1225	\$ 1613	\$ 2390	\$ 3505	\$ 5825

Cumulative Total ... \$ 8263 \$16702 \$16827 \$20239 \$31100 \$46615 \$ 77550

Manchester, N. H.	\$ 50	\$ 100	\$ 100	\$ 115	\$ 140	\$ 210	\$ 350
Poland Spring, Me.	40	80	80	100	160	240	400
San Antonio, Tex.	90	170	170	210	280	420	700
Ames, Iowa	50	100	100	125	200	300	500
Richmond-							
Petersburg, Va.	70	140	140	306	394	525	875
Muskogee, Okla.	88	175	175	188	300	450	750
Des Moines, Iowa	65	130	130	163	260	390	650
Knoxville, Tenn.	50	100	100	150	200	300	500
Cedar Rapids, Iowa	50	100	100	125	200	300	500
Waterloo, Iowa	40	80	80	100	160	240	400
Group Total	\$ 593	\$ 1175	\$ 1175	\$ 1582	\$ 2294	\$ 3375	\$ 5625

Cumulative Total ... \$ 8856 \$17877 \$18002 \$21821 \$33394 \$49990 \$ 83175

Lynchburg, Va.	\$ 30	\$ 60	\$ 60	\$ 75	\$ 120	\$ 180	\$ 300
Green Bay, Wis.	40	80	80	100	160	240	400
Utica-Rome, N. Y.	30	85	85	119	190	285	475
Scranton-							
Wilkes-Barre, Pa.	45	90	90	113	180	270	450
Terre Haute, Ind.	40	80	80	120	160	240	400
Erie, Pa.	70	140	140	210	280	420	700
Wilmington, Del.	100	200	200	300	400	600	1000
Portland, Me.	40	80	80	100	160	240	400
Harrisburg, Pa.	35	70	70	84	140	210	350
Baton Rouge, La.	33	65	65	63	100	150	250
Group Total	\$ 463	\$ 950	\$ 950	\$ 1290	\$ 1890	\$ 2835	\$ 4725

Cumulative Total ... \$ 9319 \$18827 \$18952 \$23111 \$35284 \$52825 \$ 87900

Salt Lake City,							
Utah	\$ 75	\$ 150	\$ 150	\$ 180	\$ 265	\$ 360	\$ 600
Youngstown, Ohio	35	70	70	105	140	210	350
St. Petersburg-							
Tampa, Fla.	63	125	125	125	200	300	500
Shreveport, La.	50	100	100	120	160	240	400
Peoria, Ill.	40	80	80	100	160	240	400
Springfield-							
Holyoke, Mass.	40	80	80	100	160	240	400
Reading, Pa.	45	90	90	113	180	270	450
South Bend-							
Elkhart, Ind.	50	100	100	125	200	300	500
Sioux City, Iowa	38	75	75	88	140	210	350
Texarkana, Tex.	26	52	52	62	104	156	260
Group Total	\$ 463	\$ 922	\$ 922	\$ 1119	\$ 1709	\$ 2526	\$ 4210

Cumulative Total ... \$ 9782 \$19749 \$19874 \$24230 \$36993 \$55351 \$ 92110

Florence, S. C.	\$ 38	\$ 75	\$ 75	\$ 90	\$ 120	\$ 180	\$ 300
Decatur, Ill.	30	60	60	90	120	180	300
Chattanooga, Tenn.	45	90	90	100	160	240	400
Greenville, N. C.	35	70	70	88	140	210	350
Charleston, S. C.	40	60	60	75	120	180	300
Hannibal, Mo.-							
Quincy, Ill.	25	50	50	63	100	150	250
Johnson City, Tenn.	25	50	50	65	100	150	250
Spokane, Wash.	69	138	138	165	220	330	550
Jackson, Miss.	30	60	60	75	120	180	300

Cape							
Girardeau, Mo.	30	60	60	75	120	180	300
Group Total	\$ 368	\$ 713	\$ 713	\$ 887	\$ 1320	\$ 1980	\$ 3300

Cumulative Total ... \$10150 \$20462 \$20587 \$25117 \$38313 \$57331 \$ 95410

Fresno-Tulare, Cal.	\$ 63	\$ 125	\$ 125	\$ 150	\$ 200	\$ 300	\$ 500
Washington, N. C.	33	65	65	90	130	195	325
St. Joseph, Mo.	30	60	60	90	120	180	300
Burlington, Vt.	30	60	60	75	120	180	300
Mobile, Ala.	45	90	90	113	180	270	450
Columbus, Ga.	40	60	60	90	120	180	300
Rome, Ga.	15	25	25	38	60	90	150
Marinette, Wis.	25	50	50	63	100	150	250
Phoenix-							
Mesa, Ariz.	50	100	100	150	200	300	500
Lincoln, Neb.	40	80	80	100	160	240	400
Group Total	\$ 372	\$ 715	\$ 715	\$ 960	\$ 1390	\$ 2085	\$ 3475

Cumulative Total ... \$10522 \$21177 \$21302 \$26077 \$39703 \$59416 \$ 98885

Columbia, S. C.	\$ 50	\$ 100	\$ 100	\$ 88	\$ 160	\$ 240	\$ 400
Topeka, Kan.	40	80	80	120	160	240	400
Bakersfield, Cal.	50	100	100	125	200	300	500
Little Rock-							
Pine Bluff, Ark.	45	90	90	113	180	270	450
Augusta, Ga.	25	50	50	63	100	150	250
Sioux Falls, S. D.	43	85	85	125	170	255	425
Cadillac, Mich.	30	60	60	90	120	180	300
Ottumwa, Iowa	30	60	60	90	120	180	300
Austin, Tex.	35	70	70	84	140	210	350
Ft. Wayne, Ind.	40	80	80	100	160	240	400
Group Total	\$ 388	\$ 775	\$ 775	\$ 998	\$ 1510	\$ 2265	\$ 3775

Cumulative Total ... \$10910 \$21952 \$22077 \$27075 \$41213 \$61681 \$102660

Pittsburg, Kan.	\$ 100	\$ 200	\$ 200	\$ 250	\$ 400	\$ 600	\$ 1000
Springfield, Mo.	24	60	60	72	95	144	240
Montgomery, Ala.	35	70	70	88	140	210	350
Wichita Falls, Tex.	36	60	60	75	120	180	300
Temple-Waco, Tex.	30	60	60	75	120	180	300
Beaumont, Tex.	36	60	60	75	120	180	300
Lubbock, Tex.	30	60	60	88	140	210	350
Madison, Wis.	25	50	50	75	100	150	250
Macon, Ga.	25	50	50	63	100	150	250
Raleigh, N. C.	33	65	65	90	130	195	325
Group Total	\$ 374	\$ 735	\$ 735	\$ 951	\$ 1466	\$ 2199	\$ 3665

Cumulative Total ... \$11284 \$22687 \$22812 \$28026 \$42679 \$63880 \$106325

Waterbury, Conn.	\$ 30	\$ 60	\$ 60	\$ 70	\$ 100	\$ 150	\$ 200
Mason City, Iowa	25	38	38	50	63	100	150
Columbia, Mo.	20	40	40	50	80	120	200
Plattsburg, N. Y.	25	50	50	63	100	150	250
Monroe, La.	30	60	60	90	120	180	300
Harrisonburg, Va.	15	30	30	40	80	120	200
Orlando, Fla.	28	55	55	63	100	150	250
Evansville-							
Henderson, Ind.	35	70	70	88	140	210	350
Austin, Minn.	18	30	30	50	80	120	200
Duluth, Minn.-							
Superior, Wis.	33	65	65	82	130	195	325
Group Total	\$ 260	\$ 498	\$ 510	\$ 661	\$ 1030	\$ 1545	\$ 2525

Cumulative Total ... \$11544 \$23185 \$23322 \$28687 \$43709 \$65425 \$108850

Salinas-							
Monterey, Cal.	\$ 38	\$ 75	\$ 75	\$ 90	\$ 140	\$ 210	\$ 350
Muncie, Ind.	23	45	45	50	68	90	135
Ada, Okla.	15	30	30	50	90	135	225
Joplin, Mo.	25	50	50	63	100	150	250
York, Pa.	20	30	38	55	90	125	200
Rochester, Minn.	20	40	40	50	80	120	200
Anderson, S. C.	25	40	40	60	80	120	200
Bangor, Mo.	25	50	50	63	100	150	250
Jefferson City, Mo.	20	40	40	50	80	120	200

Markets	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Valley City, N. D.	40	80	80	100	160	240	400
Group Total	\$ 251	\$ 480	\$ 493	\$ 650	\$ 1010	\$ 1505	\$ 2500
Cumulative Total	\$11795	\$23665	\$23815	\$29337	\$44719	\$66930	\$111350
Palm Bch., Fla.	25	50	50	75	100	150	250
Wargo, N. D.	30	60	60	75	120	180	300
Jackson, Tenn.	20	40	40	50	80	120	200
Crosse, Wis.	30	60	60	75	120	180	300
Santa Barbara, Cal.	45	90	90	113	225	270	450
Wilmington, N. C.	19	34	34	50	80	120	200
Mid, Okla.	15	30	30	50	90	135	225
Parthage- Watertown, N. Y.	20	40	40	50	80	120	200
Paso, Tex.- Juarez, Mex.	38	75	75	94	150	225	375
Marillo, Tex.	35	70	70	80	120	180	300
Group Total	\$ 277	\$ 549	\$ 549	\$ 713	\$ 1165	\$ 1680	\$ 2800
Cumulative Total	\$12072	\$24214	\$24364	\$30050	\$45884	\$68610	\$114150
Iron, Ohio	30	60	60	90	120	180	300
Great Bend, Kan.	20	20	40	45	90	135	225
Castings, Neb.	18	35	35	50	80	120	200
ler, Tex.	30	50	50	63	100	150	250
illingham, Wash.	35	70	70	105	140	210	350
ake Charles, La.	25	50	50	63	100	150	250
ethlehem-Allen- town-Easton, Pa.	15	30	30	50	80	120	200
earney, Neb.	15	30	30	50	80	120	200
pringfield, Ill.	25	50	50	68	100	150	250
arlingen- Weslaco, Tex.	23	45	45	75	100	150	250
Group Total	\$ 236	\$ 440	\$ 460	\$ 659	\$ 990	\$ 1485	\$ 2475
Cumulative Total	\$12308	\$24654	\$24824	\$30709	\$46874	\$70095	\$116625
Bridgeport, Conn.	10	20	20	27	40	60	100
Honolulu, T. H.	30	45	60	75	120	180	300
Meridian, Miss.	20	40	40	50	80	120	200
Savannah, Ga.	28	50	55	69	110	165	275
Stu Claire, Wis.	20	40	40	48	80	120	200
Eugene, Ore.	31	60	60	76	123	189	300
ma, Ohio	15	30	30	38	60	90	150
Chico, Cal.	23	43	43	60	100	150	250
Albuquerque, N. M.	30	55	60	75	120	180	300
Abilene- Sweetwater, Tex.	20	40	40	60	105	155	225
Group Total	\$ 228	\$ 423	\$ 448	\$ 560	\$ 938	\$ 1409	\$ 2300
Cumulative Total	\$12536	\$25077	\$25272	\$31269	\$47812	\$71504	\$118925
Alexandria, La.	25	50	50	75	100	150	250
Wausau, Wis.	25	50	50	75	125	150	250
Pensacola, Fla.	30	60	60	90	120	180	300
Thomasville, Ga.	20	40	40	50	80	120	200
Yafayette, La.	20	40	40	60	80	120	200
Idaho Falls, Ida.	15	40	40	55	75	105	175
Colorado Springs- Pueblo, Colo.	25	50	50	60	80	120	200
Lawton, Okla.	15	30	30	45	60	90	150
Yakima, Wash.	40	80	80	100	160	240	400
Salisbury, Md.	20	30	38	55	90	125	200
Group Total	\$ 235	\$ 470	\$ 478	\$ 665	\$ 826	\$ 1400	\$ 2325
Cumulative Total	\$12771	\$25547	\$25750	\$31934	\$48638	\$72904	\$121250
Lafayette, Ind.	20	40	40	60	80	120	200
Boise, Ida.	15	30	35	55	80	120	200
Midland- Odessa, Tex.	20	40	40	50	80	120	200
Zanesville, Ohio	15	30	30	38	60	90	150
Bloomington, Ill.	6	12	24	30	48	72	120
Albany, Ga.	20	40	40	60	80	120	200
Adams- Pittsfield, Mass.	20	30	40	60	100	150	250
Tucson, Ariz.	30	60	60	90	120	180	300

Markets	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
El Dorado, Ark.	20	40	40	50	80	120	200
Corpus Christi, Tex.	20	40	40	60	80	120	200
Group Total	\$ 186	\$ 362	\$ 389	\$ 553	\$ 808	\$ 1212	\$ 2020
Cumulative Total	\$12957	\$25909	\$26139	\$32487	\$49446	\$74116	\$123270
Danville, Ill.	12	25	25	42	60	90	150
Sedalia, Mo.	25	30	30	35	62	114	200
Lexington, Ky.	17	28	28	39	55	99	165
Poughkeepsie- Kingston, N. Y.	10	20	20	25	40	60	100
Parkersburg, W. Va.	17	25	25	35	60	90	150
San Luis Obispo, Cal.	15	30	38	50	80	120	200
Ft. Smith, Ark.	15	30	30	40	60	90	150
Medford, Ore.	20	34	40	50	80	120	200
Lufkin, Tex.	20	40	40	50	80	125	150
Ashtabula, Ohio	15	20	30	40	80	120	200
Group Total	\$ 163	\$ 282	\$ 307	\$ 406	\$ 657	\$ 1025	\$ 1665
Cumulative Total	\$13120	\$26191	\$26446	\$32893	\$50103	\$75141	\$124935
Decatur, Ala.	20	35	35	45	60	90	150
Harrisburg, Ill.	15	25	30	40	50	80	150
Eureka, Cal.	20	34	40	50	80	120	200
Traverse City, Mich.	15	22	22	36	58	87	120
San Angelo, Tex.	15	30	30	50	80	120	200
Dothan, Ala.	11	23	23	38	60	90	150
Roswell, N. M.	15	23	30	40	60	90	150
Henderson- Las Vegas, Nev.	25	50	50	63	100	150	250
Big Spring, Tex.	15	30	30	45	60	90	150
Ann Arbor, Mich.	15	30	30	45	60	90	150
Group Total	\$ 166	\$ 303	\$ 320	\$ 451	\$ 668	\$ 1007	\$ 1670
Cumulative Total	\$13286	\$26494	\$26766	\$33344	\$50771	\$76148	\$126605
Reno, Nev.	23	30	38	45	90	135	225
Cheyenne, Wyo.	15	30	30	45	60	90	150
Great Falls, Mont.	15	30	30	45	60	90	150
Ada, Okla.	15	30	30	50	90	135	225
Yuma, Ariz.	10	40	40	50	80	120	200
Billings, Mont.	15	30	30	45	60	90	150
Panama City, Fla.	18	35	35	53	70	105	175
Ft. Dodge, Iowa	15	23	23	38	60	90	150
Fayetteville, N. C.	20	30	30	41	60	90	150
Bismarck, N. D.	15	30	30	38	60	90	150
Group Total	\$ 162	\$ 308	\$ 316	\$ 451	\$ 690	\$ 1035	\$ 1725
Cumulative Total	\$13448	\$26802	\$27082	\$33795	\$51461	\$77183	\$128330
Ft. Meyers, Fla.	15	21	25	38	60	90	150
Butte, Mont.	8	15	15	23	30	45	75
Minor, N. D.	20	40	40	50	80	120	200
Anchorage, Alaska	15	20	30	38	60	90	150
Missoula, Mont.	15	30	30	45	60	90	150
Grd. Junction, Colo.	12	24	24	36	48	72	120
Group Total	\$ 85	\$ 150	\$ 164	\$ 230	\$ 338	\$ 507	\$ 845
Cumulative Total	\$13533	\$26952	\$27246	\$34025	\$51799	\$77690	\$129175

Listed below are those markets for which no circulation estimate had been compiled by TELEVISION MAGAZINE by press time.

Bluefield, W. Va.	20	40	40	50	80	120	200
Fairbanks, Alaska	20	30	30	38	60	90	150
Laredo, Tex.	15	30	30	45	60	90	150
Mayaguez, P. R.	8	10	20	25	50	75	120
Oak Hill, W. Va.	20	40	40	48	80	120	200
Rapid City, S. D.	12	18	25	36	60	90	150
San Juan, P. R.	25	35	65	75	120	180	300
Twin Falls, Ida.	12	24	24	30	48	72	120
Group Total	\$ 132	\$ 227	\$ 274	\$ 347	\$ 558	\$ 837	\$ 1390
Grand Total	\$13665	\$27177	\$27520	\$34368	\$52357	\$78327	\$130565

THE RATING SERVICES

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

American Research Bureau, Inc., National Press Bldg., Washington 4 (NAtional 8-0822): James W. Seiler, director. Publishes a monthly TV-NATIONAL REPORT and a varying number of METROPOLITAN AREA REPORTS.

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

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

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

West Coast office located at 234 S. Garfield, Monterey Park, Cal., and New York office at 551 5th Ave. ARB also handles special assignments.

A. C. Nielsen Co., 2101 Howard St., Chicago 45 (Hollycourt 5-4400): A. C. Nielsen, president. Publishes the national NIELSEN TELEVISION INDEX bi-weekly and a growing number of NIELSEN STATION INDEX REPORTS for local areas each month.

Sample Size: 800-plus nationally (grows with set ownership) all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U. S. television viewing audience.

Technique: Automatic, electronic "Audimeter" measurement; covers entire telecast day, with all four weeks of each month surveyed. Two separate reports, covering first and second two-week periods, respectively, issued for each month. Report published three weeks after last day of individual period surveyed. Two or more performances of same show within two-week period are averaged to get show's rating.

Cost: Varies.

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

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

Nielsen also publishes, as its local area measurement service, the NIELSEN STATION INDEX. Frequency of reports varies from 2 to 12 times yearly.

Sample Size: Varies with size of market. Area covered is entire TV reception area. Probability sample. *Technique:* Audimeter, supplemented by homes with diaries known as "Audilogs." For verification and quality control, Audilog homes have Recordimeters, electro-mechanical devices to record total usage and serve as reminders. Each report represents average of eight measured weeks. Measured period is 6 a.m. to 12 midnight, by quarter hours.

CALENDAR OF RATING SERVICES

Listed at right are markets currently covered by the four rating services which issue local reports. As indicated, rating reports vary in frequency, and each service uses a different numerical and geographical sample. (KEY—A, American Research Bureau, Inc.; N, Nielsen Co., Inc.; P, The Pulse, Inc.; V, Videodex, Inc. Those markets covered by Videodex only in March, June, September, and December are surveyed quarterly on requested programs.)

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

Cost: Varies.

Special analyses also available.

The Pulse, Inc., 15 W. 46th St., New York 36 (JUdson 6-3316): Dr. Sydney Roslow, director. Publishes a U. S. TELEPULSE and a varying number of METROPOLITAN-AREA TELEPULSES monthly.

Sample Size: (1) In one-station markets, minimum is 100 per $\frac{1}{4}$ hour daily; (2) in multi-station markets, minimum of 250 up to 1,000 per $\frac{1}{4}$ hour daily. More than 150 markets surveyed annually. U. S. TelePulse projectable to total U. S. television. Sample minimum: 125,000 personal interviews monthly; includes urban and rural.

Technique: Personal interview, roster recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except for holiday weeks when second week of month is used. To page 107

CALENDAR OF RATING SERVICES

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Albany-Troy-Schenectady		A		P						A		P
Albuquerque		A	P,V			V			V		A,P	V
Alhambra			V			V			V		P	V
Ames-Des Moines		P										
Anchorage			V			V			V			V
Atlanta	A,P,V	A,P,V	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Aurora						P						
Bakersfield			A,V			V			V		A	V
Baltimore	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V
Bangor	P		P		P		P		P		P	
Birmingham			V			V			V			V
Birminghamhampton			V			V			V			V
Birminghamhampton	N,P,V	P,V	A,P,V	P,V	N,P,V	P,V	P,V	P,V	P,V	P,V	A,P,V	P,V
Bloomington, Ind.			V			V			V			V
Boston			A								A	
Boston-Meridian			P									P
Boston	A,P,V	A,N,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V
Buffalo	P,V	A,P,V	N,P,V	P,V	P,V	A,N,P,V	P,V	P,V	P,V	A,P,V	N,P,V	P,V
California Central Valley		A			A						A	
Cedar Rapids											P	
Campaign			V			V			V			V
Charleston-Huntington		A									A	
Charleston, S. C.			P									V
Charleston, W. Va.			V			V			V			V
Charlotte	P,V	P,V	A,P,V	P,V	P,V	P,V	P,V	P,V	P,V	P,V	A,P,V	P,V
Cattanooga								P				P
Chicago	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Cincinnati	A,P,V	A,P,V	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Cleveland	A,P,V	A,N,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V
Colorado Springs			P					P				
Columbia, S. C.			A,V			V			V		A	V
Columbus, Ga.			V			V			V			V
Columbus, Ohio	A,P,V	A,P,V	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Dallas	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Dallas-Ft. Worth	A,N		A		N		A		N		A	
Davenport-Rock Island		A	P,V			A,V			V		A	V
Dayton	A,P,V	A,P,V	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Denver	A		A,P,V			A,P,V			V		A,P	V
Des Moines			V			V			V			V
Detroit	A,P,V	A,N,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V
Duluth			V			V			V			V
Duluth-Superior				P							P	
El Paso			P,V			V			V		P	V
El Paso		P	V			V			V			V
Evansville		A				A					A	
Fort Wayne		A									A	
Fort Worth	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Fresno	P		A,P,V		P	V	P		P,V		A,P	V
Galveston-Houston		P		P	P		P	P		P	P	V
Grand Rapids	V	V	V	V	V	V	V	V	V	V	V	V
Grand Rapids-Kalamazoo		A							P		A	
Green Bay			P								P	
Greensboro			V			V			P,V			V
Greenville-Washington, N. C.	P					A,V			V			P,V
Harrisburg		A	V						V	A		
Hartford		A								A		
Honolulu-Oahu Island		P									P	
Houston	N,P	P	V	A	N,P	V	P	P	V	N,P	P	V
Houston Area	A	A				V	A			A	A	
Huntington			V			V			V			V
Hutchinson			V			V			V			V
Indianapolis	A		N,V	A,P		N,V	A		V	P	A,N	V
Jackson, Miss.		P	V		P	V			V		P	V
Jacksonville	P		A,V	P		V	P		V	P	A	V
Johnstown		A	V			V			V	P	A	V
Kalamazoo	V	V	V	V	V	V	V	V	V	V	V	V
Kansas City	A,P	P	N,P,V	A,P		V	A,N,P	P	V		A,P	N,P,V
Knoxville			V			V			V			V
Lancaster			V			V			V			V
Lancaster	P		V			V			V			V
Lansing	P		V			V			V			V
Lima	P		V			V			V		V	V
Lincoln	V		V	V	V	V	V	V	V	V	V	V
Little Rock		A	V	P		V			V		A	P,V
Los Angeles	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Louisville		A,P	N,V			A,N,P,V			V		A,N,P	V
Lubbock			P,V			V			V		P	V
Lynchburg			V			V			V			V

CALENDAR OF RATING SERVICES *Continued*

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Macon											P	
Manchester			V			V			V			V
Marietta-Parkersburg											P	
Mason City-Albert Lea-Austin			A,P							P		
Memphis		A,P	V		P	A,V		P	V		A,P	V
Miami		P	V			P,V			V		P	V
Milwaukee	A,P,V	P,V	N,P,V	A,P,V	P,V	N,P,V	A,P,V	P,V	P,V	P,V	A,P,V	N,P,V
Minneapolis			N			N						N
Minneapolis-St. Paul	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,P,V
Montgomery											P	
Muncie		A									A	
Nashville			A,V	P		V			V		A,P	V
New Britain			V			V			V			V
New Haven			V		P	V		P	V		P	V
New Orleans	P	P	A,N,P,V	P	P	N,P,V	P	P	P,V	P	A,P	N,P,V
New York	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V
Norfolk		P	A,V		P	V			V		A,P	V
Oklahoma City	P	A	V		P	A,V			V	P	A	V
Omaha	P	A	P,V		P	A,V		P	P,V		A,P	V
Peoria			A,V			V			V		A,P	V
Pensacola			V			V			V			V
Philadelphia	A,P,V	A,N,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V
Phoenix	P	A	V		P	A,V			V		A,P	V
Pittsburgh	A,V	N,P,V	V	A,N,P,V	V	P,V	A,N,V	P,V	V	A,P,V	N,V	P,V
Portland, Me.			V			V			V		P	V
Portland, Ore.	P	A,P	N,P,V	P		A,N,V			P,V		A,P	N,P,V
Providence	N,P	A,P	P,V	P	P	A,N,P,V	P	P	P,V	A,P	P	P,V
Pueblo			P						P			
Quincy			V			V			V			V
Quincy-Hannibal-Keokuk			A,P							P		
Raleigh										P		
Reading			V			V			V			V
Richmond		P	A,V	P		P,V		P	V	P	A	P,V
Roanoke			V	P		V			V			V
Rochester, N. Y.		A	P,V			V			V	A,P		V
Rockford			V			V			P,V			V
Sacramento			V		P	V			V			V
Saginaw			V			V			V			V
Saginaw-Bay City-Midland	P											
St. Louis	A,P,V	N,P,V	P,V	A,N,P,V	P,V	P,V	A,N,P,V	P,V	P,V	P,V	A,N,P,V	P,V
Salinas			V			V			V			V
Salt Lake City		A	P,V			A,P,V			V		A	P,V
San Antonio	P,V	A,V	P,V	V	P,V	A,V	P,V	V	P,V	V	A,P,V	V
San Diego	N,P	N,P	A,N,V	P	P	V	N,P	P	V	P	A,N,P	N,V
San Francisco	A,V	A,N,V	A,V	A,N,V	A,V	A,V	A,V	A,N,V	A,V	A,V	A,V	A,N,V
San Francisco-Oakland	P	P	P	P	P	P	P	P	P	P	P	P
Santa Barbara-San Luis Obispo				P								
Santa Barbara			V			V			V			V
Schenectady			V			V			V			V
Scranton-Wilkes-Barre		A		P							A,P	
Seattle	P	N,P	P,V	P	P	N,P,V	P	P	P,V	P	P	N,P,V
Seattle-Tacoma	A,P	A,P	A,P	A,P	A,P	A,P	A,P	A,P	A,P	A,P	A,P	A,P
Shreveport			A									
Sioux City								P				
South Bend			V			V			V			V
South Bend-Elkhart		A,P									A	
Southeast Florida			A								A	
Spokane	P	A	V	P		V			V	P	A	V
Springfield, Mass.			P,V			V			V			V
Springfield, Mo.			A				P					
Steubenville			V			V			V			V
Steubenville-Wheeling		P							P			
Stockton			V			V			V			V
Syracuse		A,P	V	P		A,P,V			V			V
Tacoma	P	P	P	P	P	P	P	P	P	A,P	P	P,V
Tampa			V			V			V			V
Tampa-St. Petersburg						P					P	
Toledo	P,V	A,V	V	P,V	V	V	P,V	V	V	P,V	A,V	V
Tucson			P			A				P		
Tulsa		A,P	V			A,P,V			V		A,P	V
Utica			V			V			V			V
Washington, D. C.	A,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V
Waterloo, Ia.											P	
Wichita		A				A			P		A	
Wichita Falls, Tex.			P									P
Wilkes-Barre			V			V			V			V
Wilmington, Del.			V		P	V			V			V
Winston-Salem		A	P,V			V			V		A	V
York					P							
Youngstown		A	P,V			A,V			P,V		A	V

(KEY—A, American Research Bureau, Inc.; N, Nielsen Co., Inc.; P, The Pulse, Inc.; V, Videodex, Inc. Those markets covered by Videodex only in March, June, September, and December are surveyed quarterly on requested programs.)

RATING SERVICES *From page 104*

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

Costs: Varying.

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

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

Sample Size: Approximately 750 homes per ½-1 hour program. Fifteen cities with three or more stations are covered in this popularity report, using random telephone calls within non-toll areas of each city. Results are projectable to all TV telephone homes in the 15 cities.

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

three times yearly, an Audience Composition Index and a Sponsor Identification Index.

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

Additional services include special projects on broad, flexible basis, permitting studies of individual programs with reports available within 24 hours of telecast.

Videodex, Inc., 342 Madison Ave., New York 17 (Murray Hill 7-8837); Allan Jay, manager. Publishes a NATIONAL TELEVISION RATING REPORT, INDIVIDUAL CITY VIDEODEXES, and a MULTI-CITY VIDEODEX monthly.

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

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

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

Cost: Varies.

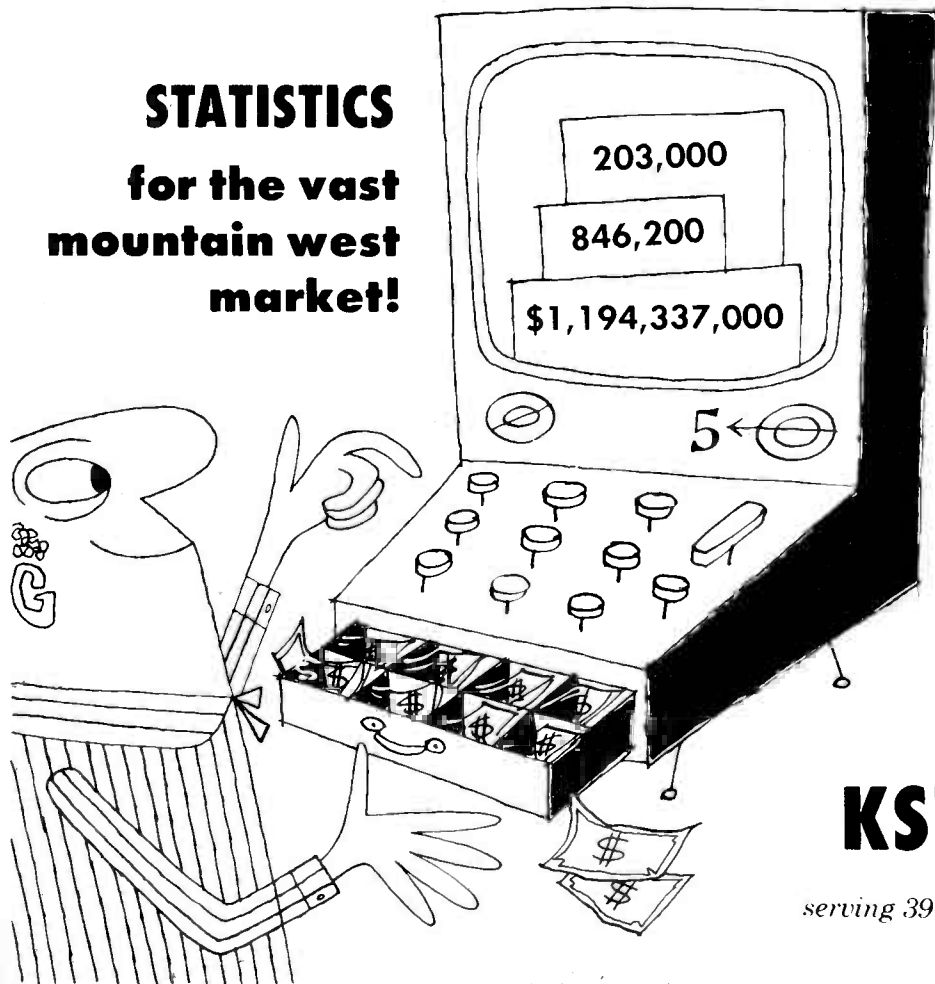
The national report covers all active TV markets and reports all sustaining and commercial telecasts. A special section is devoted to multiple-market syndicated film programs produced compositely.

Additional services include: Individual City Videodex (28 cities), published monthly; Multi-City Videodex, covering individual network programs in 28 cities. Quarterly ratings are issued for 90 additional cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as a whole, plus special tabulations including cumulative audience characteristics data from IBM cards.

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

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

STATISTICS for the vast mountain west market!



203,000 television sets,
846,200 people, and
\$1,194,337,000 net
effective buying income.

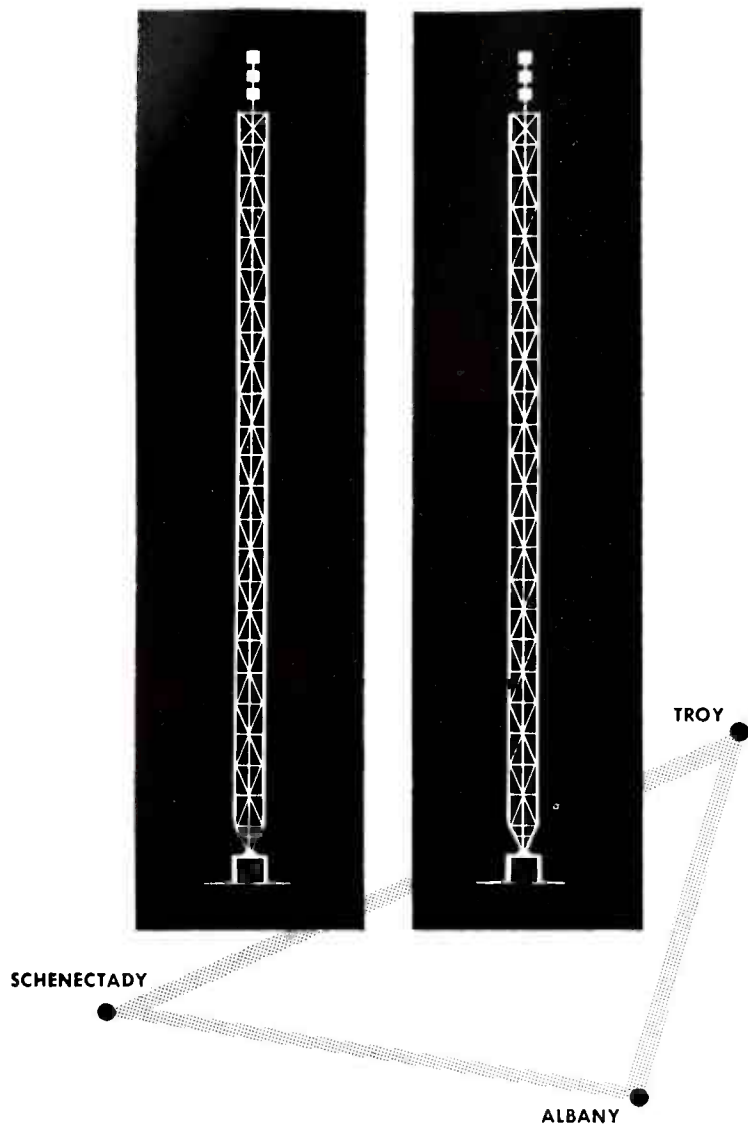
Those are the magical numbers playing the big part in making more sales for Mountain West Market advertisers. And, advertisers figuring on selling the Mountain West best, use KSL-TV, the area station.

For more information on the market and the station, contact CBS-TV SPOT SALES, or

KSL-TV SALT LAKE CITY

serving 39 counties in four western states

**SOURCES UPON REQUEST



WROW-TV

has made the

TRI-CITY AREA

ALBANY - TROY - SCHENECTADY

a 2 STATION MARKET

- • • full time programming
7 a.m. - 1 a.m. with over 11 hours of CBS and
ABC programs daily
- • • latest ARB shows 42.7% average
increase in rating (FEB. '55 vs DEC. '55)
- • • over 65% conversion rate as per ARB (DEC. '55)
- • • plan to double power to 538,000 watts
- • • satellite (Channel 29) C.P. approved to
increase viewing audience by 50% on or
about April 1

SEE HARRINGTON, RIGHTER AND PARSONS FOR AVAILABILITIES

WROW-TV

ALBANY - TROY - SCHENECTADY

TELEVISION MARKETS VS. STANDARD MARKETS

TV coverage goes far beyond the limits of standard metropolitan areas; this 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 Chicago includes over half a million TV homes outside of Chicago proper. These homes represent more than \$3,000,000,000 in Effective Buying Income.

The extent of the difference between TV markets and standard metropolitan county areas is strikingly illustrated in the following comparisons, worked out by TELEVISION MAG-

AZINE's Research Department from the 1955 "Survey of Buying Power," through the cooperation of Sales Management and Market Statistics, Inc.

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		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Abilene-Sweetwater, Tex.	86,500	20,900	\$ 314,826,000	\$ 96,399,000	\$ 422,965,000	\$ 116,199,000
Ada, Okla.	150,200	—	396,994,000	—	517,251,000	—
Adams-Pittsfield, Mass.	158,600	41,300 ¹	530,572,000	152,162,000 ¹	769,006,000	214,710,000 ¹
Akron, Ohio	184,700	133,800	722,795,000	522,612,000	1,103,936,000	829,353,000
Albany, Ga.	106,900	—	246,415,000	—	341,056,000	—
Albany-Schenectady-Troy, N. Y.	482,800	170,000	1,941,484,000	706,518,000	2,554,320,000	950,856,000
Albuquerque, N. M.	112,800	52,100	355,331,000	189,230,000	540,947,000	303,777,000
Alexandria, La.	118,600	28,000	284,924,000	69,092,000	401,129,000	113,231,000
Altoona, Pa.	510,300	40,500	1,617,767,000	132,681,000	2,359,331,000	186,710,000
Amarillo, Tex.	101,600	35,600	424,142,000	164,202,000	613,923,000	222,600,000
Ames, Iowa	259,000	—	964,403,000	—	1,262,646,000	—
Anchorage, Alaska	DI	DI	DI	DI	DI	DI
Anderson, S. C.	116,800	—	294,086,000	—	485,083,000	—
Ann Arbor, Mich.	67,900	40,400	251,178,000	161,219,000	434,301,000	252,749,000
Asheville, N. C.	583,800	34,900	1,523,620,000	111,825,000	2,396,195,000	160,154,000
Ashtabula, Ohio	68,500	—	252,100,000	—	398,649,000	—
Atlanta, Ga.	709,600	218,600	2,154,534,000	888,692,000	3,180,369,000	1,321,481,000
Augusta, Ga.	209,500	65,200	465,483,000	171,186,000	756,746,000	302,519,000
Austin, Minn.	133,900	—	549,240,000	—	628,648,000	—
Austin, Tex.	174,800	48,100	574,008,000	193,792,000	757,571,000	269,247,000
Bakersfield, Cal.	135,800	75,100	494,215,000	283,740,000	696,699,000	425,750,000
Baltimore, Md.	730,800	412,800	2,688,659,000	1,540,640,000	3,952,749,000	2,228,879,000
Bangor, Me.	108,700	29,200	357,512,000	120,602,000	475,291,000	144,422,000
Baton Rouge, La.	314,100	58,500	818,041,000	175,072,000	1,235,422,000	358,531,000
Bay City-Saginaw, Mich.	290,700	27,700 ²	1,112,323,000	103,259,000 ²	1,479,188,000	144,388,000 ²
		48,200 ²		184,339,000 ³		259,125,000 ³
Beaumont, Tex.	160,800	64,100 ¹	543,843,000	260,232,000 ¹	816,518,000	379,980,000 ¹
Bellingham, Wash.	93,600	22,300	325,617,000	98,033,000	425,496,000	95,705,000
Bethlehem-Allentown-Easton, Pa.	190,500	130,300	904,426,000	496,920,000	1,461,064,000	753,852,000
Big Spring, Tex.	26,800	—	107,196,000	—	173,781,000	—
Billings, Mont.	34,200	21,900	127,811,000	90,223,000	170,848,000	117,905,000
Binghamton, N. Y.	483,800	58,100	1,687,094,000	222,151,000	2,322,581,000	325,811,000
Birmingham, Ala.	535,200	171,700	1,383,739,000	583,146,000	2,094,089,000	868,037,000
Bismarck, N. D.	34,100	—	144,252,000	—	167,309,000	—
Bloomington, Ill.	84,300	24,300	282,863,000	102,559,000	440,481,000	130,494,000
Bloomington, Ind.	630,500	—	2,180,126,000	—	3,260,597,000	—

1. Pittsfield only
2. Bay City only

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

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Bluefield, W. Va.	DI	—	DI	—	DI	—
Boise, Ida.	84,000	41,500	\$ 333,487,000	\$ 162,189,000	\$ 373,284,000	\$ 191,299,000
Boston, Mass.	1,435,500	873,500	5,274,061,000	3,285,203,000	8,065,346,000	5,281,122,000
Bridgeport, Conn.	438,500	165,000 ⁵	1,739,446,000	699,390,000 ³	2,892,411,000	1,235,118,000 ⁴
Buffalo, N. Y.	498,100	342,100	1,912,287,000	1,358,608,000	2,643,296,000	1,945,804,000
Burlington, Vt.	172,700	17,900	643,163,000	76,954,000	768,573,000	91,589,000
Butte, Mont.	23,900	23,900 ⁶	74,849,000	74,849,000 ⁶	120,060,000	120,060,000
Cadillac, Mich.	177,800	—	618,742,000	—	722,217,000	—
Cape Girardeau, Mo.	290,800	—	704,435,000	—	980,320,000	—
Carthage-Watertown, N. Y.	93,100	26,400 ⁷	328,587,000	103,813,000 ⁷	406,684,000	118,306,000 ⁷
Cedar Rapids, Iowa	269,100	34,500	944,236,000	165,963,000	972,003,000	192,525,000
Champaign, Ill.	445,400	31,800 ⁸	1,560,532,000	124,910,000 ⁸	2,232,838,000	212,297,000 ⁸
Charleston, S. C.	197,800	49,600	510,704,000	146,522,000	728,805,000	228,825,000
Charleston-Huntington, W. Va.	538,900	86,000 ⁹	1,201,027,000	300,957,000 ⁹	1,928,367,000	460,285,000 ⁹
		70,700 ¹⁰		217,964,000 ¹⁰		332,941,000 ¹⁰
Charlotte, N. C.	667,500	58,900	1,847,097,000	238,809,000	2,855,085,000	361,729,000
Chattanooga, Tenn.	220,400	73,200	611,693,000	284,731,000	806,073,000	336,899,000
Cheyenne, Wyo.	76,800	—	189,839,000	—	272,030,000	—
Chicago, Ill.	2,166,300	1,798,300	8,957,850,000	7,562,964,000	14,213,142,000	12,224,933,000
Chico, Cal.	117,000	—	411,265,000	—	551,758,000	—
Cincinnati, Ohio	618,900	307,000	184,732,000	1,147,905,000	3,214,626,000	1,740,519,000
Cleveland, Ohio	1,224,300	473,700	4,837,688,000	2,007,787,000	7,699,290,000	3,321,895,000
Colorado Springs-Pueblo, Colo.	96,300	30,700 ¹¹	307,566,000	103,673,000 ¹¹	417,360,000	144,592,000 ¹¹
		29,000 ¹²		102,410,000 ¹²		134,622,000 ¹²
Columbia, Mo.	155,400	—	451,731,000	—	592,714,000	—
Columbia, S. C.	183,300	41,500	476,701,000	170,359,000	726,797,000	229,778,000
Columbus, Ohio	539,900	163,700	1,925,247,000	663,309,000	2,894,218,000	1,094,718,000
Columbus, Ga.	240,800	47,100	544,396,000	136,915,000	919,227,000	256,764,000
Corpus Christi, Tex.	81,000	56,400	311,747,000	232,223,000	444,241,000	328,730,000
Dallas-Ft. Worth, Tex.	685,100	230,500 ¹³	2,538,639,000	1,033,463,000 ¹³	2,898,510,000	1,484,440,000 ¹³
		148,200 ¹⁴		610,477,000 ¹⁴		819,294,000 ¹⁴
Danville, Ill.	85,600	28,700	292,706,000	101,955,000	434,519,000	142,434,000
Davenport, Ia.-Rock Island, Ill.	340,400	76,800 ¹⁵	1,269,590,000	303,938,000 ¹⁵	2,829,771,000	448,747,000 ¹⁵
Dayton, Ohio	518,400	151,000	1,919,414,000	596,922,000	125,647,000	999,947,000
Decatur, Ala.	42,200	—	100,317,000	—	1,211,069,000	—
Decatur, Ill.	215,700	34,800	766,752,000	140,338,000	1,224,563,000	184,196,000
Denver, Colo.	306,700	215,200	1,196,807,000	850,802,000	1,639,860,000	1,187,730,000
Des Moines, Iowa	261,600	76,700	950,335,000	337,275,000	1,246,016,000	437,646,000
Detroit, Mich.-Windsor, Can.	1,459,700	975,200 ¹⁶	6,220,362,000	4,307,783,000 ¹⁶	9,404,343,000	6,624,661,000 ¹⁶
Dothan, Ala.	76,200	—	156,819,000	—	216,671,000	—
Duluth, Minn.-Superior, Wis.	155,300	80,600	524,624,000	286,853,000	670,903,000	393,552,000
Durham, N. C.	437,900	28,500	1,363,066,000	109,865,000	1,963,777,000	156,147,000
Easton-Bethlehem-Allentown, Pa.	190,600	130,300	904,426,000	496,920,000	1,461,064,000	753,852,000
Eau Claire, Wis.	107,000	—	389,578,000	—	457,257,000	—
Elkhart-South Bend, Ind.	263,700	28,800 ¹⁷	947,200,000	113,398,000 ¹⁷	1,407,254,000	165,193,000 ¹⁷
		69,000 ¹⁸		288,214,000 ¹⁸		477,674,000 ¹⁸
El Dorado, Tex.	83,600	—	233,606,000	—	331,006,000	—
El Paso-Tex.-Juarez, Mex.	89,000	60,100 ¹⁹	325,411,000	241,551,000 ¹⁹	502,194,000	369,908,000 ¹⁹
Enid, Okla.	112,300	—	328,257,000	—	471,864,000	—
Erie, Pa.	133,600	67,900	523,288,000	277,780,000	704,985,000	391,492,000
Eugene, Ore.	109,900	46,800	369,844,000	162,674,000	540,738,000	242,916,000
Eureka, Cal.	39,200	—	139,527,000	—	208,200,000	—
Evansville, Ind.-Henderson, Ky.	170,000	55,600 ²⁰	510,480,000	199,246,000 ²⁰	737,656,000	306,767,000 ²⁰
Fairbanks, Alaska	DI	DI	DI	DI	DI	DI
Fargo, N. D.	175,000	17,800	695,679,000	91,113,000	799,426,000	112,453,000
Fayetteville, N. C.	68,200	23,900	182,602,000	81,697,000	298,966,000	153,892,000
Florence, S. C.	249,700	—	661,643,000	—	914,909,000	—
Ft. Dodge, Iowa	97,700	—	344,832,000	—	476,541,000	—
Ft. Myers, Fla.	34,700	—	118,049,000	—	140,148,000	—
Ft. Smith, Ark.	48,300	20,800	128,746,000	83,543,000	164,884,000	93,173,000
Ft. Wayne, Ind.	243,400	63,200	868,419,000	265,778,000	1,219,442,000	396,046,000
Ft. Worth-Dallas, Tex.	685,100	148,200 ²¹	2,538,639,000	610,477,000 ²¹	2,898,510,000	819,294,000 ²¹
		230,500 ²²		1,033,463,000 ²²		1,484,440,000 ²²
Fresno-Tulane, Cal.	191,500	94,000 ²³	706,464,000	367,861,000 ²³	903,860,000	459,483,000 ²³
Galveston-Houston, Tex.	566,200	38,500 ²⁴	2,114,748,000	154,397,000 ²⁴	3,159,157,000	219,135,000 ²⁴
		302,600 ²⁵		1,199,351,000 ²⁵		1,899,026,000 ²⁵
Grand Junction, Colo.	27,200	—	87,817,000	—	105,897,000	—
Grand Rapids, Mich.	461,900	97,500	1,669,027,000	396,089,000	2,246,197,000	544,406,000
Great Bend, Kan.	106,700	—	409,065,000	—	501,990,000	—
Great Falls, Mont.	66,100	19,700	254,778,000	77,903,000	371,049,000	115,096,000
Green Bay, Wis.	258,300	28,900	957,002,000	118,317,000	1,278,776,000	169,078,000
Greensboro, N. C.	445,300	55,300 ²⁶	1,355,038,000	251,503,000 ²⁶	2,059,813,000	312,556,000 ²⁶
Greenville, N. C.	245,600	—	630,869,000	—	871,367,000	—

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-Ashtand
11. Colorado Springs only
12. Pueblo only
13. Dallas only
14. Ft. Worth only
15. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

16. Detroit only
17. Elkhart only
18. South Bend only
19. El Paso only
20. Evansville only
21. Ft. Worth only
22. Dallas only
23. Fresno only
24. Galveston only
25. Houston only
26. Standard Metropolitan County Area listed as Greensboro-High Point

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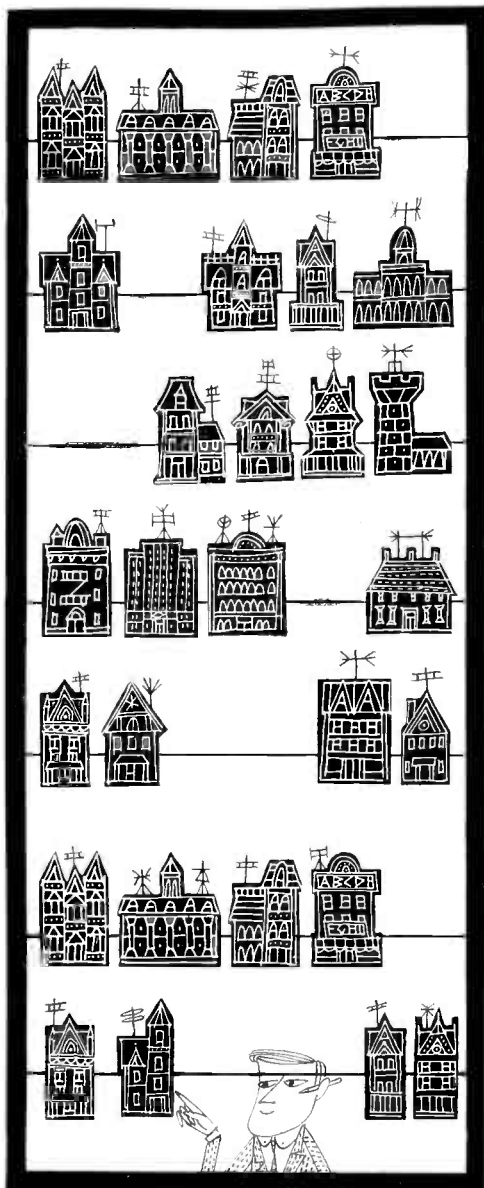
Pulling greater sales volume with the greater audiences, night and day, attracted by top CBS and local programming . . . No. 1 in both Pulse and ARB.

Attracting the nation's leading advertisers who buy on the basis of proved results . . . in the nation's fifth market.

In Detroit, CHANNEL 2 IS THE SPOT FOR YOU!

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National Sales Director, **TOM HARKER**
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It figures... if you have something to sell, the best place to be seen is a big market. Like Southern California — where nearly two and a half million families spend close to nine billion dollars annually.

More than 90% of Southern California homes now have television — and they watch KNXT more than any other station. Month after month, all year 'round, KNXT delivers the largest average audience of any Los Angeles station.

It adds up to one of the biggest week-long audiences in all television. Yet the cost is surprisingly economical. *Average announcement cost on KNXT comes to only sixty-six cents per thousand viewers!**

Figuring on selling big-spending, prosperous Southern California? Your best buy is...

KNXT

CBS Owned . . . Channel 2 in Los Angeles
Represented by CBS Television Spot Sales

KNXT COVERAGE DATA:

Population	7,218,800
Families	2,445,800
Television Families (Dec. 1, '55)	2,212,600
Television Saturation	90.5%
Retail Sales	\$8,966,036,000
Effective Buying Income	\$13,146,216,000
Effective Buying Income per Family	\$5,376
Source	1955 Sales Management Survey of Buying Power

*ARB Dec. '55

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Greenville, S. C.	430,800	50,000	\$ 1,136,751,000	\$ 174,225,000	\$ 1,819,078,000	\$ 269,835,000
Hannibal, Mo.-Quincy, Ill.	182,800	21,700 ²⁷	549,586,000	75,532,000 ²⁷	697,996,000	90,767,000 ²⁷
Hartsville-Weslaco, Tex.	106,100	83,800 ²⁸	323,413,000	250,494,000 ²⁸	415,689,000	325,044,000 ²⁸
Harrisburg, Ill.	66,800	—	146,926,000	—	220,498,000	—
Harrisburg, Pa.	252,600	91,600	884,418,000	344,261,000	1,348,369,000	511,946,000
Harrisonburg, Va.	153,800	—	469,777,000	—	607,057,000	—
Hartford-New Britain, Conn.	372,200	175,500	1,531,960,000	791,631,000	2,492,177,000	1,284,827,000
Hastings, Neb.	116,200	—	422,924,000	—	481,931,000	—
Anderson, Ky.-Evansville, Ind.	177,400	55,600 ²⁹	533,889,000	199,246,000 ²⁹	767,610,000	306,767,000 ²⁹
Anderson-Las Vegas, Nev.	25,900	25,900 ³⁰	97,761,000	97,761,000 ³⁰	164,120,000	164,120,000 ³⁰
Anchorage, Alaska	114,200	—	435,335,000	—	732,460,000	—
Austin-Galveston, Tex.	587,800	302,600 ³¹	2,162,911,000	1,199,351,000 ³¹	3,262,581,000	1,899,026,000 ³¹
		38,500 ³²		154,397,000 ³²		219,135,000 ³²
Huntington-Charleston, W. Va.	564,500	70,700 ³³	1,544,238,000	217,964,000 ³³	2,361,794,000	332,941,000 ³³
		86,000 ³⁴		300,957,000 ³⁴		460,285,000 ³⁴
Hutchinson-Wichita, Kan.	339,800	18,500 ³⁵	1,310,988,000	75,398,000 ³⁵	1,578,587,000	87,349,000 ³⁵
		96,000 ³⁶		374,608,000 ³⁶		507,800,000 ³⁶
Idaho Falls, Ida.	50,200	—	214,636,000	—	241,068,000	—
Indianapolis, Ind.	748,200	194,000	2,636,511,000	829,504,000	4,001,876,000	1,237,190,000
Jackson, Miss.	304,300	43,800	722,073,000	143,769,000	993,914,000	223,078,000
Jackson, Tenn.	154,000	—	324,203,000	—	469,856,000	—
Jacksonville, Fla.	478,900	105,500	1,417,214,000	388,881,000	2,509,180,000	518,551,000
Jafferson City, Mo.	134,100	—	393,110,000	—	481,360,000	—
Jackson City, Tenn.	284,300	—	784,523,000	—	1,250,469,000	—
Jonestown, Pa.	603,400	78,500	1,923,951,000	249,522,000	2,802,700,000	365,335,000
Joplin, Mo.	155,300	37,000	402,783,000	110,817,000	494,663,000	135,819,000
Jamaica, Mich.	556,900	42,600	2,061,916,000	164,209,000	2,831,071,000	239,294,000
Jansas City, Mo.	637,000	301,000	2,059,489,000	1,293,829,000	2,809,536,000	1,712,905,000
Jarney, Neb.	115,700	—	419,794,000	—	466,687,000	—
Jaxsonville, Tenn.	351,700	95,800	864,149,000	321,607,000	1,253,386,000	463,385,000
Jaxson-Crosse, Wis.	161,500	20,700	561,418,000	86,826,000	679,150,000	114,716,000
Jaxson-Fayette, Ind.	75,200	23,800	252,612,000	90,817,000	390,082,000	149,081,000
Jaxson-Fayette, La.	128,500	—	354,918,000	—	449,955,000	—
Jaxson-Charles, La.	127,800	32,400	385,175,000	104,885,000	611,140,000	177,884,000
Jaxson-Camden, Pa.	680,900	69,300	2,398,687,000	265,371,000	3,633,696,000	438,471,000
Jaxson-Ann Arbor, Mich.	361,600	57,900	1,426,351,000	261,175,000	1,975,190,000	371,572,000
Jaxson-El Paso, Tex.	DI	14,200	DI	52,583,000	DI	50,094,000
Jaxson-Las Vegas-Henderson, Nev.	25,900	25,900 ³⁷	97,761,000	97,761,000 ³⁷	164,120,000	164,120,000 ³⁷
Jaxson-Edmond, Okla.	69,700	—	210,034,000	137,036,000	279,580,000	—
Jaxson-Birmingham, Ky.	123,200	30,900	340,969,000	111,238,000	488,544,000	162,012,000
Jaxson-Columbus, Ohio	87,900	28,900	312,227,000	157,069,000	423,545,000	157,077,000
Jaxson-Lincoln, Neb.	196,400	40,800	678,554,000	227,848,000 ³⁸	840,024,000	225,756,000
Jaxson-Little Rock-Pine Bluff, Ark.	268,600	65,100 ³⁸	719,760,000	—	992,276,000	328,797,000 ³⁸
Jaxson-San Diego, Cal.	2,171,400	1,858,000	8,057,166,000	6,934,615,000	11,649,820,000	10,143,970,000
Jaxson-Louisville, Ky.	661,300	192,100	1,959,232,000	678,832,000	2,951,905,000	1,063,375,000
Jaxson-Abilene, Tex.	160,200	39,500	657,006,000	175,079,000	886,440,000	250,358,000
Jaxson-Lufkin, Tex.	77,300	—	210,621,000	—	264,059,000	—
Jaxson-Farmington, Va.	295,300	21,500	896,100,000	90,056,000	1,257,025,000	104,613,000
Jaxson-Macon, Ga.	155,500	42,400	358,737,000	123,313,000	559,473,000	197,371,000
Jaxson-Madison, Wis.	175,600	51,400	694,739,000	209,587,000	959,006,000	345,324,000
Jaxson-Manchester, N. H.	706,100	48,300	2,324,013,000	177,788,000	4,001,874,000	244,698,000
Jaxson-Marinette, Wis.	176,200	—	648,387,000	—	834,251,000	—
Jaxson-Mason City, Iowa	146,200	—	551,770,000	—	684,231,000	—
Jaxson-Medford, Ore.	83,000	—	306,681,000	—	396,237,000	—
Jaxson-Memphis, Tenn.	590,700	149,500	1,578,127,000	619,118,000	2,119,271,000	814,568,000
Jaxson-Meridian, Miss.	199,200	—	401,981,000	—	562,001,000	—
Jaxson-Miami-Ft. Lauderdale, Fla.	362,800	219,600 ³⁹	1,477,290,000	955,923,000 ³⁹	1,901,889,000	1,271,313,000 ³⁹
		45,900 ⁴⁰		186,565,000 ⁴⁰		218,394,000 ⁴⁰
Jaxson-Midland-Odessa, Tex.	81,700	—	332,092,000	—	535,483,000	—
Jaxson-Milwaukee, Wis.	667,800	273,200	2,692,200,000	1,186,131,000	4,112,908,000	1,815,010,000
Jaxson-Minneapolis-St. Paul, Minn.	747,500	362,800	2,995,055,000	1,551,460,000	3,757,561,000	2,127,436,000
Jaxson-Minot, N. D.	33,900	—	137,927,000	—	171,289,000	—
Jaxson-Missoula, Mont.	47,000	—	155,022,000	—	377,361,000	—
Jaxson-Mobile, Ala.	210,100	74,000	609,287,000	221,964,000	887,679,000	347,354,000
Jaxson-Monroe, La.	202,400	24,500 ⁴¹	497,036,000	93,457,000 ⁴¹	722,566,000	115,281,000 ⁴¹
Jaxson-Montgomery, Ala.	197,800	42,500	444,517,000	144,659,000	685,667,000	204,880,000
Jaxson-Muncie, Ind.	133,600	31,300	430,408,000	102,193,000	677,479,000	168,114,000
Jaxson-Muskogee, Okla.	281,600	—	853,389,000	—	1,179,321,000	—
Jaxson-Nashville, Tenn.	542,800	98,700	1,359,212,000	388,109,000	1,963,092,000	533,435,000
Jaxson-New Britain-Hartford, Conn.	372,200	175,500	1,531,960,000	791,631,000	2,492,177,000	1,284,827,000
Jaxson-New Haven, Conn.	905,700	174,200 ⁴²	3,611,593,000	677,275,000 ⁴²	5,838,301,000	1,117,727,000 ⁴²
Jaxson-New Orleans, La.	440,500	228,800	1,352,690,000	776,560,000	1,991,527,000	1,204,613,000
Jaxson-New York, N. Y.	4,918,900	3,135,900	19,358,384,000	12,475,852,000	31,505,421,000	19,959,280,000
Jaxson-Norfolk, Va.	346,900	143,600 ⁴³	1,074,791,000	482,443,000 ⁴³	1,622,870,000	805,926,000 ⁴³
Jaxson-Oak Hill, W. Va.	DI	—	DI	—	DI	—

27. Quincy only
 28. Standard Metropolitan County Area listed as Brownsville-Harlingen-McAllen
 29. Evansville only
 30. Las Vegas only
 31. Houston only
 32. Galveston only
 33. Huntington only. Standard Metropolitan County Area listed as Huntington-Ashland
 34. Charleston only

35. Hutchinson only
 36. Wichita only
 37. Las Vegas only
 38. Little Rock-North Little Rock only
 39. Miami only
 40. Ft. Lauderdale only
 41. Standard Metropolitan County Area listed as Monroe-West Monroe
 42. Standard Metropolitan County Area listed as New Haven-Waterbury
 43. Standard Metropolitan County Area listed as Norfolk-Portsmouth

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ROANOKE, VIRGINIA

Channel 10



***316,000 WATTS**

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Asa-Midland, Tex.	81,700	—	\$ 332,092,000	—	\$ 535,483,000	—
Atchafalaya, Okla.	367,100	117,600	1,163,043,000	\$ 422,377,000	1,620,366,000	\$ 601,582,000
Beatrice, Neb.	333,900	119,400	1,259,701,000	471,782,000	1,632,538,000	661,706,000
Beaumont, Fla.	193,800	47,300	578,573,000	167,640,000	759,406,000	211,751,000
Beaumont, Iowa	181,000	—	521,913,000	—	678,191,000	—
Beaumont, Fla.	44,200	—	96,527,000	—	146,870,000	—
Beaumont, W. Va.	77,700	—	207,784,000	—	293,337,000	—
Beaumont, Fla.	107,800	38,100	287,820,000	114,096,000	428,226,000	171,231,000
Beaumont, Ill.	218,900	84,400	765,185,000	292,677,000	1,141,691,000	496,775,000
Beaumont, Va. (See Richmond-Petersburg, Va.)	—	—	—	—	—	—
Beaumont, Va.	1,907,900	1,137,700 ¹⁴	7,460,670,000	4,370,113,000 ¹⁴	16,666,641,000	7,134,233,000 ¹⁴
Beaumont, Pa.	159,100	133,200 ¹⁵	581,661,000	499,840,000 ¹⁵	790,416,000	668,663,000 ¹⁵
Beaumont, Mesa, Ariz.	245,700	65,100 ¹⁶	644,511,000	227,848,000 ¹⁶	901,263,000	328,797,000 ¹⁶
Beaumont, Bluff-Little Rock, Ark.	194,200	—	520,736,000	—	647,808,000	—
Beaumont, Kan.	1,213,400	649,600	4,299,060,000	2,518,905,000	6,623,386,000	3,823,412,000
Beaumont, Pa.	124,800	—	468,289,000	—	561,220,000	—
Beaumont, N. Y.	279,200	—	997,350,000	—	1,332,256,000	—
Beaumont, Sand Spring, Me.	208,700	50,600	739,994,000	208,429,000	998,834,000	258,535,000
Beaumont, Me.	473,300	256,600	1,712,433,000	965,670,000	2,322,938,000	1,292,750,000
Beaumont, Ore.	158,900	83,800 ¹⁷	650,428,000	371,500,000 ¹⁷	798,572,000	450,673,000 ¹⁷
Beaumont, Poughkeepsie, N. Y.	815,600	209,600 ¹⁸	2,811,849,000	751,280,000 ¹⁸	4,463,133,000	1,109,844,000 ¹⁸
Beaumont, Providence, R. I.	96,300	29,000 ¹⁹	307,566,000	102,410,000 ¹⁹	417,360,000	134,622,000 ¹⁹
Beaumont, Pueblo-Colorado Springs, Colo.	193,400	30,700 ²⁰	591,687,000	103,673,000 ²⁰	752,238,000	144,592,000 ²⁰
Beaumont, Quincy, Ill.-Hannibal, Mo.	193,800	21,700 ²¹	580,907,000	75,532,000 ²¹	875,449,000	90,767,000 ²¹
Beaumont, Raleigh, N. C.	DI	37,500	DI	142,723,000	DI	209,714,000
Beaumont, Mid City, S. D.	338,800	76,700	992,686,000	294,816,000	1,531,630,000	454,935,000
Beaumont, Reading, Pa.	26,800	20,600	126,469,000	104,488,000	169,703,000	137,949,000
Beaumont, Reno, Nev.	278,200	99,300 ²²	1,276,368,000	421,625,000 ²²	921,683,000	597,092,000 ²²
Beaumont, Richmond-Petersburg, Va. ²³	375,400	22,800 ²⁴	1,059,357,000	72,862,000 ²⁴	1,569,675,000	115,757,000 ²⁴
Beaumont, Roanoke, Va.	132,700	39,500	496,083,000	166,411,000	576,779,000	223,125,000
Beaumont, Rochester, Minn.	319,800	—	1,191,279,000	—	1,664,243,000	—
Beaumont, Rochester, N. Y.	281,600	160,100	1,151,301,000	634,669,000	1,558,685,000	956,846,000
Beaumont, Rockford, Ill.	340,400	53,200	1,269,590,000	223,549,000	1,722,313,000	368,834,000
Beaumont, Rock Island, Ill.-Davenport, Ia.	173,900	76,900 ²⁵	406,563,000	303,938,000 ²⁵	641,377,000	448,747,000 ²⁵
Beaumont, Rome, Ga.	59,200	—	230,533,000	—	333,092,000	—
Beaumont, Roswell, N. M.	371,800	111,400	1,335,626,000	418,092,000	1,932,706,000	651,117,000
Beaumont, Sacramento, Cal.	290,700	48,200 ²⁶	1,112,323,000	184,339,000 ²⁶	1,479,188,000	259,125,000 ²⁶
Beaumont, Saginaw-Bay City, Mich.	161,800	27,700 ²⁷	472,282,000	103,259,000 ²⁷	704,313,000	144,388,000 ²⁷
Beaumont, St. Joseph, Mo.	933,100	31,700	3,121,372,000	100,756,000	4,801,543,000	156,485,000
Beaumont, St. Louis, Mo.	284,100	561,700	893,951,000	1,979,667,000	1,151,162,000	3,274,240,000
Beaumont, Petersburg-Tampa, Fla.	39,600	164,500	132,255,000	553,780,000	102,533,000	690,525,000
Beaumont, Salinas-Monterey, Cal.	68,400	—	304,308,000	—	237,689,000	—
Beaumont, Salisbury, Md.	218,100	88,600	816,666,000	353,621,000	1,111,247,000	492,711,000
Beaumont, Salt Lake City, Utah	38,200	20,200	139,227,000	77,057,000	196,485,000	111,764,000
Beaumont, San Angelo, Tex.	295,900	144,700	1,063,657,000	554,353,000	1,369,494,000	768,517,000
Beaumont, San Antonio, Tex.	301,100	242,500 ²⁸	984,331,000	798,689,000 ²⁸	1,600,406,000	1,316,524,000 ²⁸
Beaumont, San Diego, Cal.-Tijuana, Mex.	2,671,100	857,000 ²⁹	9,565,290,000	3,117,326,000 ²⁹	15,509,017,000	5,345,673,000 ²⁹
Beaumont, San Francisco-Stockton, Cal.	1,700,500	70,500 ³⁰	5,281,906,000	253,624,000 ³⁰	8,424,976,000	372,855,000 ³⁰
Beaumont, San Jose, Cal.	DI	118,000	DI	427,183,000	DI	656,057,000
Beaumont, San Juan, P. R.	20,800	—	69,193,000	—	101,103,000	—
Beaumont, San Luis Obispo, Cal.	108,000	34,400	389,428,000	149,490,000	555,994,000	190,119,000
Beaumont, Santa Barbara, Cal.	102,900	47,500	288,865,000	166,022,000	395,503,000	219,061,000
Beaumont, Savannah, Ga.	537,100	170,000	2,060,423,000	706,518,000	2,693,972,000	950,856,000
Beaumont, Shenectady-Albany-Troy, N. Y.	293,300	72,700 ³¹	947,188,000	229,044,000 ³¹	1,372,526,000	351,576,000 ³¹
Beaumont, Scranton-Wilkes-Barre, Pa.	535,100	105,900 ³²	1,810,778,000	358,003,000 ³²	2,935,722,000	520,611,000 ³²
Beaumont, Seattle-Tacoma, Wash.	60,300	265,800 ³³	161,431,000	957,316,000 ³³	217,779,000	1,582,761,000 ³³
Beaumont, Sedalia, Mo.	327,800	90,900 ³⁴	853,819,000	271,723,000 ³⁴	1,040,455,000	515,063,000 ³⁴
Beaumont, Shreveport, La.	190,300	—	735,685,000	—	900,183,000	—
Beaumont, Sioux City, Iowa	222,000	35,600	870,583,000	145,990,000	1,036,573,000	190,210,000
Beaumont, Sioux Falls, S. D.	263,700	23,200	947,200,000	104,772,000	1,407,254,000	135,254,000
Beaumont, South Bend-Elkhart, Ind.	251,600	69,000 ³⁵	910,652,000	288,214,000 ³⁵	1,562,447,000	477,674,000 ³⁵
Beaumont, Spokane, Wash.	112,800	28,800 ³⁶	424,140,000	113,398,000 ³⁶	554,832,000	165,193,000 ³⁶
Beaumont, Springfield, Ill.	215,800	80,000	819,162,000	288,232,000	1,292,476,000	440,969,000
Beaumont, Springfield-Holyoke, Mass.	140,400	45,000	459,310,000	178,677,000	558,301,000	235,349,000
Beaumont, Springfield, Mo.	—	140,400	—	531,011,000	—	803,660,000
Beaumont, Springfield, Mo.	—	36,900	—	121,790,000	—	155,516,000

14. Includes Camden, N. J.

15. Phoenix only

16. Little Rock-North Little Rock only

17. Standard Metropolitan County Area listed as Poughkeepsie-Newburgh-Beacon

18. Standard Metropolitan County Area listed as Providence-Pawtucket

19. Pueblo only

20. Colorado Springs only

21. Quincy only

22. Standard Metropolitan County Area listed as Petersburg-Hopewell-Colonial Heights

23. Richmond only

24. Petersburg only

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

56. Saginaw only

57. Bay City only

58. San Diego only

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

60. Stockton only

61. Scranton only

62. Wilkes-Barre-Hazleton only

63. Seattle only

64. Tacoma only

65. South Bend only

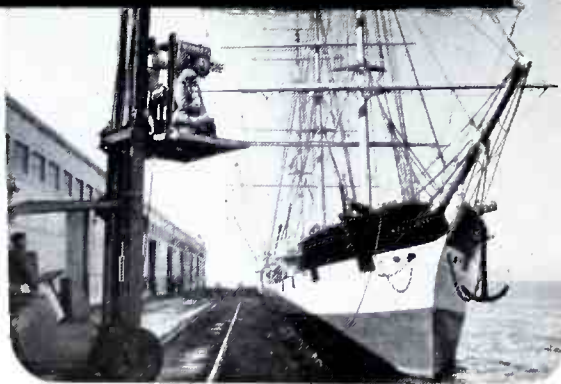
66. Elkhart only

KRON-TV highlights

Northern California's importance to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—more local originations to "Wide Wide World" than any other NBC affiliated station.

From the platform of one of San Francisco's famous cable cars . . . from the decks of the Balclutha, last full-rigged sailing ship in the world . . . to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.



Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a must buy to reach the greatest share of that important market.

San Francisco

KRON-TV

Represented Nationally
by Free & Peters, Inc.

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Stuebenville, Ohio	414,400	101,300 ⁶⁷	\$ 1,298,388,000	\$ 316,142,000 ⁶⁷	\$ 2,101,624,000	\$ 535,522,000 ⁶⁷
Stockton-San Francisco, Cal.	2,626,600	70,500 ⁶⁸ 857,000 ⁶⁹	9,565,290,000	253,624,000 ⁶⁸ 3,117,326,000 ⁶⁹	15,509,017,000	372,855,000 ⁶⁸ 5,345,673,000 ⁶⁹
Superior, Wis.-Duluth, Minn.	138,900	80,600	464,007,000	286,853,000	611,708,000	393,552,000
Sweetwater-Abilene, Tex.	86,500	20,900	314,826,000	96,399,000	422,965,000	116,119,000
Tacoma, N. Y.	398,100	110,300	1,480,528,000	440,778,000	1,961,809,000	628,333,000
Tacoma-Seattle, Wash.	535,100	90,900 ⁷⁰ 265,800 ⁷¹	1,810,778,000	271,723,000 ⁷⁰ 957,316,000 ⁷¹	2,935,772,000	515,063,000 ⁷⁰ 1,582,761,000 ⁷¹
Tampa-St. Petersburg, Fla.	297,400	164,500	931,052,000	553,780,000	1,200,306,000	690,525,000
Temple-Waco, Tex.	167,500	41,000 ⁷²	521,583,000	166,407,000 ⁷²	682,568,000	190,281,000 ⁷²
Terre Haute, Ind.	228,000	35,800	701,587,000	127,968,000	1,014,009,000	181,417,000
Texarkana, Tex.	259,400	29,900	758,123,000	95,678,000	997,639,000	108,488,000
Thomasville, Ga.	147,700	—	344,557,000	—	465,670,000	—
Toledo, Ohio	375,400	129,100	1,424,299,000	551,358,000	2,123,694,000	886,076,000
Topeka, Kan.	178,400	39,700	495,668,000	141,459,000	874,401,000	205,738,000
Traverse City, Mich.	49,100	—	161,729,000	—	169,330,000	—
Tucson, Ariz.	77,100	60,400	273,633,000	210,857,000	399,810,000	320,937,000
Tulare-Fresno, Cal.	210,300	94,000 ⁷³	777,319,000	367,861,000 ⁷³	1,010,298,000	459,483,000 ⁷³
Tulsa, Okla.	403,500	88,400	1,480,935,000	356,893,000	2,208,642,000	\$ 497,964,000
Twin Falls, Ida.	DI	—	DI	—	DI	—
Tyler, Tex.	138,000	22,100	422,806,000	80,478,000	524,012,000	99,301,000
Waco-Rome, N. Y.	176,700	87,100	651,185,000	320,720,000	833,096,000	427,385,000
Wiley City, N. D.	195,100	—	785,019,000	—	908,817,000	—
Waco-Temple, Tex.	158,700	41,000 ⁷⁴	495,107,000	166,407,000 ⁷⁴	647,048,000	190,281,000 ⁷⁴
Washington, D. C.	658,700	484,800	2,596,096,000	2,068,417,000	4,422,001,000	3,676,895,000
Washington, N. C.	224,800	—	590,311,000	—	811,424,000	—
Waterbury, Conn.	174,400	174,200 ⁷⁵	734,454,000	677,275,000 ⁷⁵	1,201,278,000	1,117,727,000 ⁷⁵
Waterloo, Ia.	254,900	33,300	965,312,000	133,316,000	1,217,189,000	190,895,000
Wausau, Wis.	114,600	—	420,552,000	—	495,945,000	—
Weslaco-Harlingen, Tex.	98,300	83,800 ⁷⁶	293,873,000	250,494,000 ⁷⁶	377,808,000	325,044,000 ⁷⁶
West Palm Beach, Fla.	116,200	46,000	446,803,000	187,913,000	511,563,000	199,131,000
Wheeling, W. Va.	366,000	101,300 ⁷⁷	1,111,521,000	316,142,000 ⁷⁷	1,785,148,000	535,522,000 ⁷⁷
Wichita-Hutchinson, Kan.	345,100	96,000 ⁷⁸ 18,500 ⁷⁹	1,328,459,000	374,608,000 ⁷⁸ 75,398,000 ⁷⁹	1,602,550,000	507,800,000 ⁷⁸ 87,349,000 ⁷⁹
Wichita Falls, Tex.	130,800	32,700	472,178,000	130,843,000	660,151,000	205,822,000
Wilkes-Barre-Scranton, Pa.	293,300	105,900 ⁸⁰ 72,700 ⁸¹	947,188,000	358,003,000 ⁸⁰ 229,044,000 ⁸¹	1,372,526,000	520,611,000 ⁸⁰ 351,576,000 ⁸¹
Wilmington, Del.	237,800	88,100	884,130,000	371,526,000	1,542,461,000	605,132,000
Wilmington, N. C.	136,300	19,800	344,566,000	73,766,000	476,835,000	81,604,000
Winston-Salem, N. C.	476,400	44,300	1,362,957,000	132,390,000	2,062,186,000	\$ 230,014,000
Yakima, Wash.	101,800	44,600	336,642,000	155,642,000	511,318,000	196,868,000
York, Pa.	125,500	63,600	459,894,000	225,235,000	704,873,000	341,067,000
Youngstown, Ohio	253,800	159,600	924,764,000	600,746,000	1,497,463,000	998,327,000
Yuma, Ariz.	29,400	—	148,759,000	—	157,624,000	—
Zanesville, Ohio	77,300	23,800	272,265,000	71,429,000	411,064,000	112,938,000

75. Standard Metropolitan County Area listed as Wheeling-Steubenville

76. Use complete listing as of San Francisco

77. Use complete listing as of San Francisco

78. Tacoma only

79. Seattle only

80. Waco only

81. Fresno only

82. Waco only

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

76. Standard Metropolitan County Area listed as Brownsville-Harlingen-McAllen

77. Standard Metropolitan County Area listed as Wheeling-Steubenville

78. Wichita only

79. Hutchinson only

80. Wilkes-Barre-Hazleton only

81. Scranton only

Mr. Telecaster!

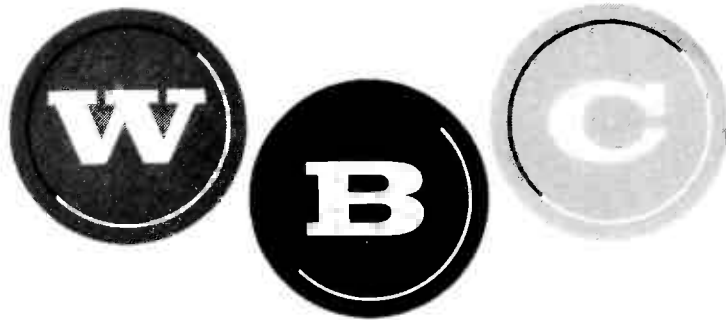
HOW MANY HALF HOURS HAVE YOU SOLD TO
ANOTHER TELEVISION STATION?

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.



means . . .

Radio

BOSTON, SPRINGFIELD—WBZ+WBZA—51,000 Watts

PITTSBURGH—KDKA—50,000 Watts

CLEVELAND—KYW—50,000 Watts

FORT WAYNE—WOWO—50,000 Watts

PORTLAND, ORE.—KEX—50,000 Watts

Television

BOSTON—WBZ-TV—Channel 4

PITTSBURGH—KDKA-TV—Channel 2

CLEVELAND—KYW-TV—Channel 3

SAN FRANCISCO—KPIX (TV)—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For facts, contact Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, N. Y.

WESTINGHOUSE BROADCASTING COMPANY

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

RECEIVER CIRCULATION REPORT

Television Magazine's Exclusive

Independent estimates

for March

prepared by our own Research Department

NEW SET COUNT FIGURES

Presented for the first time in this issue are new set count estimates 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 in the Advertising Research Foundation. This Census study was sponsored by the three networks, the National Association of Radio and Television Broadcasters, and the Television Bureau of Advertising.

The Census survey reported 32,000 sets as of June 1, 1955, a total considerably lower than all previous industry estimates. The networks and the research services have adjusted their U.S. totals accordingly.

TELEVISION MAGAZINE has adjusted previous county set estimates and projected these new figures on market level. As TELEVISION MAGAZINE's Data Book went to press detailed county-by-county estimates had not yet been released by the Advertising Research Foundation. The market circulations published reflect preliminary adjustments based on the Census material already released.

To derive our estimates, we have adjusted county figures by such factors as Census area, metropolitan, non-metropolitan and RETMA ship-

ments. These adjustments serve to bring the new totals more closely in line with the Census findings.

The Advertising Research Foundation county-by-county material will not be published until mid-April. Final refinements will be made at that time.

For some time now, we have recognized the need for a nationwide study which could serve the industry as a benchmark in estimating TV set count on a local level. The last major study was the November, 1953, "CBS-Nielsen." It was apparent that current projections, based on data almost two years old, were bound to include an ever-increasing margin of error. Until the ARF study was released, it was impossible to establish precisely the areas of inflation.

During the past few years TELEVISION MAGAZINE's set count estimates and TV-market data have gained acceptance with almost every major agency and advertiser as the only independent source for this essential information.

Realizing that this position of trust imposes great responsibility, TELEVISION MAGAZINE will continue its examination of all new data, in order to provide the television industry each month with updated set count, based on updated market definitions.

ROCKFORD



Scene of
market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction \$25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

WREX-TV



Scene of
sales power!

DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER, 1955



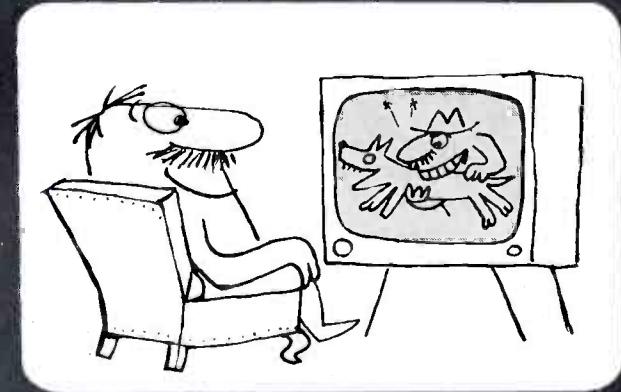
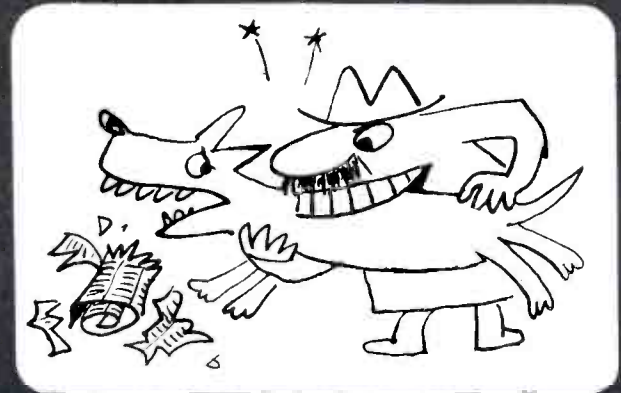
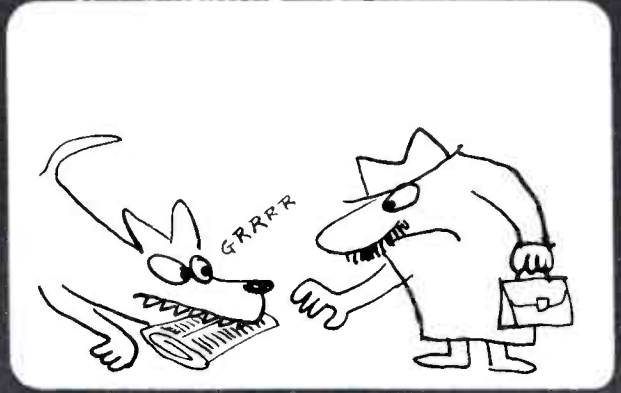
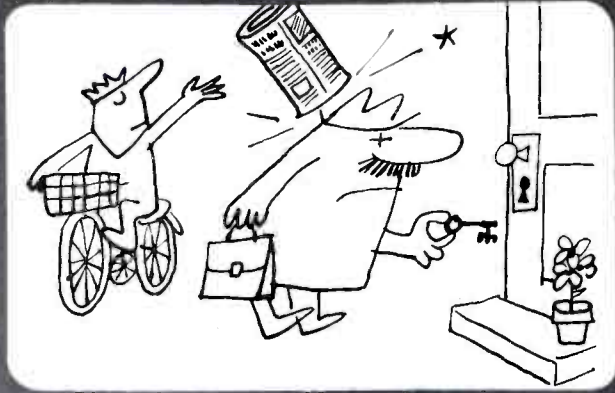
WREX-TV

channel 13

CBS - ABC AFFILIATIONS
teletasting in color

represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

In newsy San Diego it's all on Channel 8!



On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8* on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

*San Diego Nelson TV report, January, 1956

KFMB  **TV**
WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
 REPRESENTED BY PETRY

America's more market

CIRCULATION AS OF MARCH 1

TOTAL U.S. TV HOMES 35,100,000

Like 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 2/1/56.

Market	% Penetration	Sets
MILENE-SWEETWATER, Tex.***	44.7	59,760
KRBC-TV (N)		
OKLAHOMA, Okla.	57.5	89,609
KFTN (A,C,N)		
AMSPITTSFIELD, Mass.		††
WAMGT† (A)		
OHIO, Ohio	90.0	†73,140
WAKR-TV† (A)		
GEORGIA, Ga.***	33.9	35,944
WALB-TV (A,N)		
BANY-SCHENECTADY-TROY, N.Y.		454,427
WROW-TV† (A,C); WRGB (N)		†145,826
BUQUERQUE, N. M.	48.1	56,819
KGGM-TV (C); KOAT-TV (A); KOB-TV (N)		
ALEXANDRIA, La.	39.2	46,666
KALB-TV (A,C,N)		
TOONA, Pa.	83.4	391,755
WFBG-TV (A,C,N)		
MARILLO, Tex.	62.0	64,918
KFDA-TV (A,C); KGNC-TV (N)		

Market	% Penetration	Sets
AMES, Iowa	74.8	196,590
WOI-TV (A,C)		
ANCHORAGE, Alaska***		14,250
KENI-TV (A,N); KTVA (C)		
ANDERSON, S. C.***	52.9	†88,870
WAIM-TV† (C)		
ANN ARBOR, Mich.***	21.7	†22,470
WPAG-TV†		
ASHEVILLE, N. C.***		307,224
WISE-TV† (C,N); WLOS-TV (A)		†43,170
ASHTABULA, Ohio***	39.5	†27,540
WICA-TV†		
ATLANTA, Ga.	74.9	536,213
WAGA-TV (C); WLW-A (A); WSB-TV (N)		
AUGUSTA, Ga.	44.8	96,245
WJBF-TV (A,N); WRDW-TV (C)		
AUSTIN, Minn.	70.6	94,739
KMMT (A)		
AUSTIN, Tex.	58.4	102,548
KTBC-TV (A,C,N)		
BAKERSFIELD, Cal.		110,096
KBK-TV† (A); KERO-TV (C,N)		†76,335
BALTIMORE, Md.	85.0	645,416
WAAM (A); WBAL-TV (N); WMBR-TV (C)		
BANGOR, Maine	88.0	94,870
WABI-TV (A,C,N); W-TWO (C)		
BATON ROUGE, La.		151,669
WAFB-TV†*** (C); WBRZ (A,N)		†74,275

Market	% Penetration	Sets
BAY CITY-SAGINAW, Mich.		249,935
WNEM-TV (A,N); WKNX-TV† (A,C)		††
BEAUMONT, Tex.		90,520
KBMT† (A,N); KFDM-TV (A,C)		†47,278
BELLINGHAM, Wash.	63.2	**61,403
KVOS-TV (C)		
BETHLEHEM-ALLENTOWN-EASTON, Pa.	28.3	†68,983
WLEV-TV† (N); WGLV† (A)		
BILLINGS, Mont.	57.8	20,445
KOOK-TV (A,C,N)		
BINGHAMTON, N. Y.	78.3	382,127
WNBF-TV (A,C,N)		
BIRMINGHAM, Ala.	56.7	300,400
WABT (A,N); WBRC-TV (C)		
BISMARCK, N. D.	53.6	18,819
KBM3-TV (C); KFYZ-TV (A,N)		
BLOOMINGTON, Ill.	55.2	†46,359
WBLN-TV† (A)		
BLOOMINGTON, Ind.	89.7	566,529
WTTV (N)		
(Includes Indianapolis)		
BLUEFIELD, W. Va.		††
WHIS-TV (N)		
BOISE, Ida.	63.6	54,076
KBOI (C); KIDO-TV (A,N)		
BOSTON, Mass.		1,278,119
WBZ-TV (N); WNAC-TV (A,C); WTOG-TV† (A)		†149,692
BRIDGEPORT, Conn.	15.7	†65,564
WICC-TV† (A)		



**Cash Registers are Singing
 in the WBRZ Area because:**

POPULATION IS UP **84%**
 EFFECTIVE BUYING INCOME IS UP **100%**
 FOOD STORE SALES ARE UP **209%**

—Sales Management's area growth ratings, 1945-1955

NBC-ABC

Represented by Hollingbery

\$899,481,000.00 spendable dollars

from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana

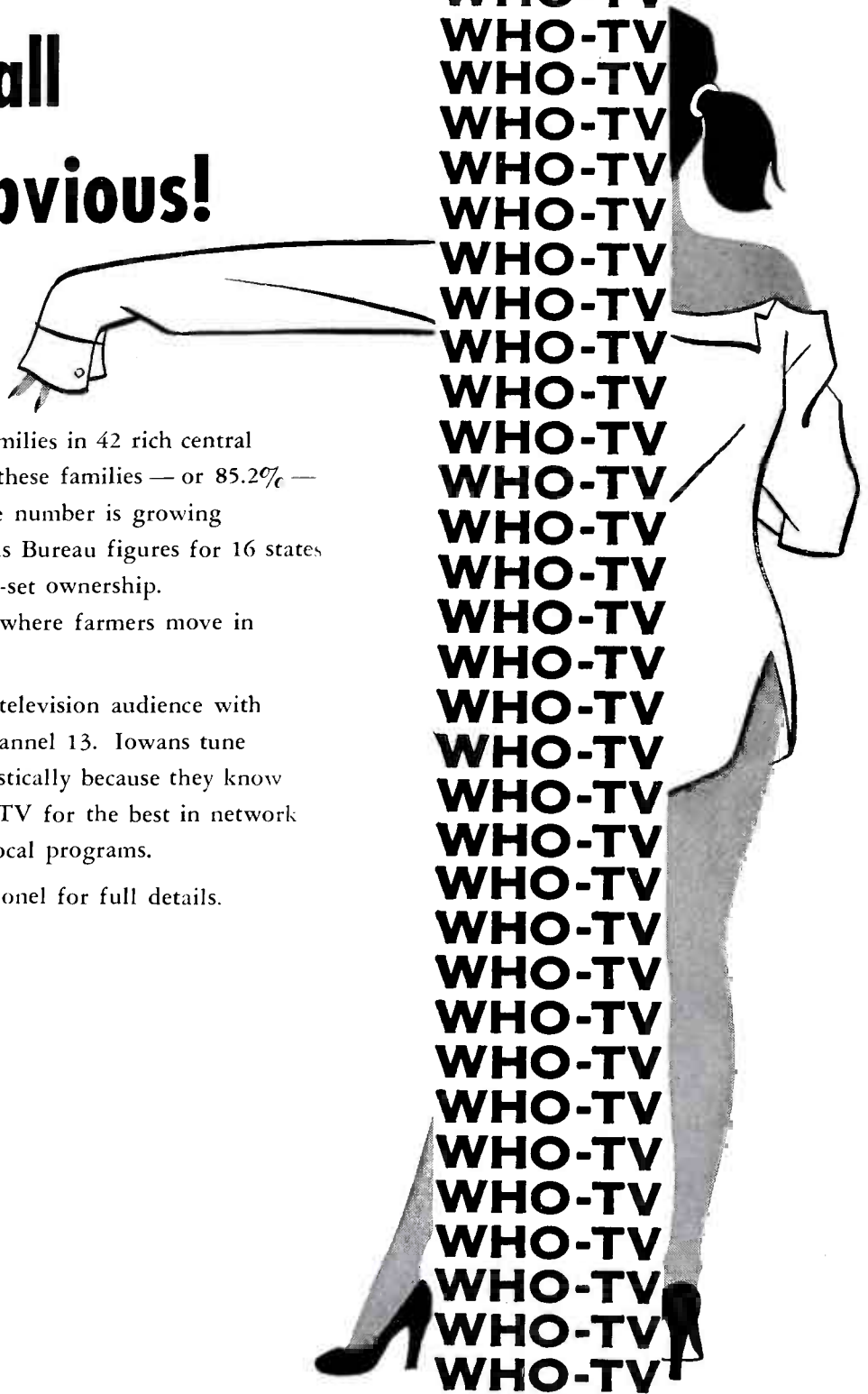
Power: 100,000 watts
 Tower: 1001 ft. 6 in.



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

It's all pretty obvious!



WHO-TV serves 334,750 families in 42 rich central Iowa counties. 284,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership.

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Channel 13 • Des Moines



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P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives



Market	% Penetration	Sets
BUFFALO, N. Y.		**470,529
WBEN-TV (C); WBUF-TV† (N);		†186,360
WGR-TV (A,C,N)		
BURLINGTON, Vt.	90.0	**156,780
WCAX-TV (C)		
BUTTE, Mont.	51.3	13,028
KXLF-TV (A)		
DETOIT, Mich.	64.4	115,262
WWTV (A,C)		
LAKE CHARLES, La.	52.9	147,110
KFVS-TV (C,N)		
ALBANY, N. Y.	90.4	**84,619
WCNY-TV (A,C)		
DES MOINES, Iowa***	79.6	231,290
KCRG-TV (A); WMT-TV (C)		
CHICAGO, Ill.	67.8	301,413
WCIA (C,N)		
COLUMBIA, S. C.	66.8	134,731
WCSC-TV (A,C); WUSN-TV (N)		
CHARLESTON-HUNTINGTON, Va.	70.6	336,721
WCHS-TV (A,C); WHTN-TV (A);		
WSAZ-TV (A,N)		
CHARLOTTE, N. C.***	75.0	528,210
WBTV (A,C,N)		
CHATTANOOGA, Tenn.	58.6	130,572
WDEF-TV (A,C,N)		
CHEYENNE, Wyo.	53.1	§§25,454
KFBC-TV (A,C,N)		
(Operates satellite KSTF, Scottsbluff)		
CHICAGO, Ill.	90.0	2,033,640
WBBM-TV (C); WBKB (A);		
WGN-TV; WNBQ (N)		
CHICO, Cal.	63.0	69,360
KHSL-TV (A,C,N)		
CINCINNATI, Ohio	90.0	573,480
WCPO-TV (A); WKRC-TV (C);		
WLW-TV (N)		
CLEVELAND, Ohio	90.0	**1,146,150
WEWS (A); KYW-TV (N); WJW-TV (C)		
COLORADO SPRING-PUEBLO, Colo.	52.0	52,799
KKTU (A,C); KRDO-TV (N);		
KCSJ-TV (N)		
COLUMBIA, Mo.	66.3	89,644
KOMU-TV (A,N)		
COLUMBIA, S. C.		106,709
WIS-TV (A,N); WNOK-TV† (C)		†
COLUMBUS, Ga.		127,655
WDAK-TV† (A,N); WRBL-TV (A,C)		††
COLUMBUS, Ohio	90.0	500,400
WBNS-TV (C); WLW-TV (N);		
WTVN (A)		
CORPUS CHRISTI, Tex.	47.5	†39,683
KVDO-TV† (A,C,N)		
DALLAS-FORT WORTH, Tex.***	78.1	540,930
KRLD-TV (C); WFAA-TV (A,N);		
KFJZ-TV; WBAP-TV (A,N)		
DANVILLE, Ill.	46.7	†39,643
WDAN-TV† (A)		
DAVENPORT, Ia.-ROCK ISLAND, Ill.	83.3	281,733
WOC-TV (N); WHBF-TV (A,C)		
DAYTON, Ohio	90.0	476,010
WHIO-TV (C); WLW-D (A,N)		
DECATUR, Ala.	40.3	†27,684
WMSL-TV† (C,N)		
DECATUR, Ill.	65.1	†155,171
WTVP† (A,N)		
DENVER, Colo.	67.9	222,216
KBTU (A); KLZ-TV (C);		
KOA-TV (N); KTVR		
DES MOINES, Iowa	73.8	195,924
KRNT-TV (C); WHO-TV (N)		

- WROW-TV**
- WAAM**
- WBEN-TV**
- WJRT**
- WFMY-TV**
- WTPA**
- WDAF-TV**
- WHAS-TV**
- WTMJ-TV**
- WMTW**
- WRVA-TV**
- WSYR-TV**

- Albany*
- Baltimore*
- Buffalo*
- Flint*
- Greensboro*
- Harrisburg*
- Kansas City*
- Louisville*
- Milwaukee*
- Mt. Washington*
- Richmond*
- Syracuse*

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(Primary A & B)
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Dec. 30, 1955

260 TIME RATE
20 Second or 1 Minute
Average Class A Rating
TELEPULSE Dec. '54



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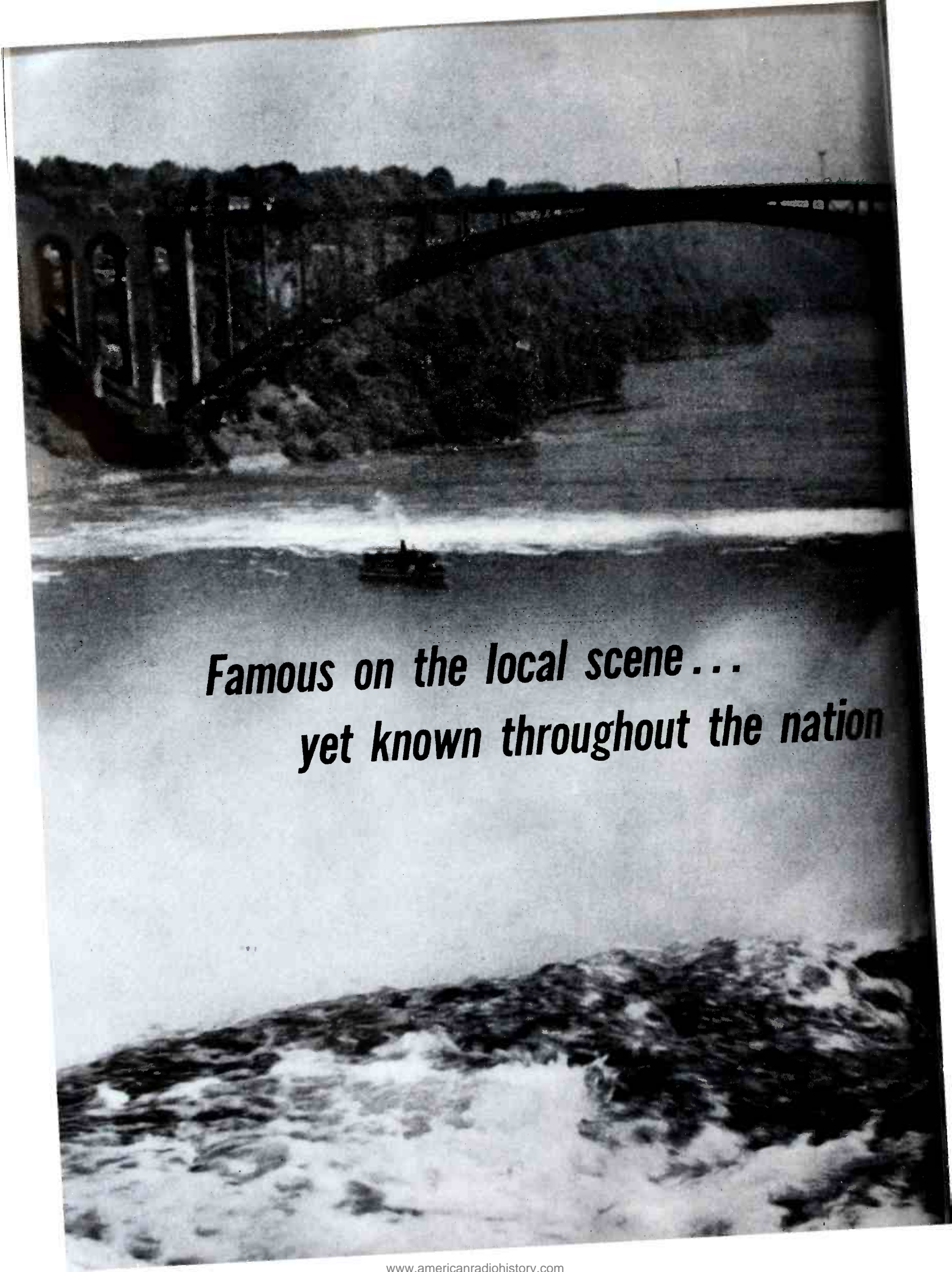
Another example of how WMCT makes *friends* of its viewers. Another reason why you *need* WMCT in Memphis to *sell* Memphis and the Mid-South.

*On television



Market	% Penetration	Sets	Market	% Penetration	Sets	Market	% Penetration	Sets
D ROIT, Mich.-WINDSOR, Can.	90.0	**1,356,120	GREENSBORO, N. C.	69.3	312,250	LA CROSSE, Wis.	50.6	82,229
WJBL-TV (C); WWJ-TV (N);			WFMY-TV (A,C)			WKBT (A,C,N)		
WXYZ-TV (A); CKLW-TV			GREENVILLE, N. C.	54.0	129,429	LAFAYETTE, Ind.	68.1	150,884
B HAN, Ala.	37.9	27,579	WNCT (A,C)			WFAM-TV† (C)		
TVY (A,C)			GREENVILLE, S. C.	241,094		LAFAYETTE, La.	40.7	52,524
D UTH, Minn.-SUPERIOR, Wis.	57.9	90,923	WFBC-TV (N); WGVLT† (A)		194,470	KLFY-TV (C)		
DAL-TV (A,C); WDSM-TV (C,N)			HANNIBAL, Mo.-QUINCY, Ill.	66.6	127,283	LAKE CHARLES, La.		62,969
D HAM, N. C.	62.6	276,614	KHQA-TV (C); WGEM-TV (A,N)			KPLC-TV (A, N); KTAG-TV† (C)		138,754
HVM (A,N)			HARLINGEN-WESLACO, Tex.***	66.7	65,460	LANCASTER, Pa.	90.0	619,290
E TON-BETHEHEM-			KGBT-TV (A,C); KRGV-TV (N)			WGAL-TV (C,N)		
E NTOWN, Pa.	28.3	168,983	HARRISBURG, Ill.	42.0	127,381	LANSING, Mich.		387,375
WGLV† (A); WLEV-TV† (N)			WSIL-TV† (A)			WJIM-TV (A,C,N)***; WTOM-TV†		166,998
B I CLAIRE, Wis.	56.8	57,945	HARRISBURG, Pa.	68.5	117,725	LAREDO, Tex.		††
VEAU-TV (A,N)			WCMB-TV†; WHP-TV† (C);			KHAD-TV (A,C,N)		
D ORADO, Ark.	46.1	41,517	WTPA† (A,N)			LAS VEGAS-HENDERSON,		
RBB			HARRISONBURG, Va.	54.3	83,698	Nev.***	76.6	22,570
H ART, Ind.—(See South Bend)			WSVA-TV (A,C,N)			KLAS-TV (C); KLRJ-TV (A,N)		
P ASO, Tex.-JUAREZ, Mex.	71.9	66,832	HARTFORD-NEW BRITAIN, Conn.	50.9	1261,681	LAWTON, Okla.	63.1	45,709
ROD-TV (A,C); KTSM-TV (N);			WGTH-TV† (A,C); WKNB-TV† (N)			KSWO-TV (A)		
EJ-TV			HASTINGS, Neb.	60.3	70,278	LEXINGTON, Ky.	27.2	134,120
D OKLA, Okla.	63.9	69,514	KHAS-TV (N)			WLEX-TV† (A,N)		
GEO-TV (A)			HENDERSON, Ky.-EVANSVILLE,			LIMA, Ohio	60.2	161,570
E E, Pa.	**121,590		Ind.	54.1	195,314	WIMA-TV† (A,C,N)		
WICU (A,N); WSEE-TV† (A,C)		169,074	WEHT† (C); WFIE-TV† (A,N)			LINCOLN, Neb.	68.1	135,140
E NE, Ore.	49.9	55,559	HENDERSON-LAS VEGAS, Nev.	47.9	14,509	KOLN-TV (A,C)		
VAL-TV (A,N)			KLRJ-TV (A,N); KLAS-TV (C)			LITTLE ROCK-PINE BLUFF, Ark.	48.8	125,403
E KA, Cal.	54.1	23,170	HONOLULU, T. H.***	56.8	§§64,705	KARK-TV (N); KTHV (C);		
MEM-TV (A,C,N)			KGMB-TV (C); KONA (N);			KATV (A,C)		
ANSVILLE, Ind.-HENDERSON,			KULA-TV (A)			LOS ANGELES, Cal.	86.4	1,939,593
Ind.	54.1	195,314	(KGMB-TV operates satellites KHBC-TV,			KABC-TV (A); KCOP; KHJ-TV;		
WFIE-TV† (A,N); WEHT† (C)			Hilo and KMAU, Wailuku. KONA-TV			KNXT (C); KRCA-TV (N); KTLA; KTTV		
R BANKS, Alaska	††		operates satellite KMVI-TV, Wailuku)			LOUISVILLE, Ky.***	72.7	500,600
FAR-TV (A,N); KTVF (C)			HOUSTON-GALVESTON, Tex.	66.5	404,637	WAVE-TV (A,N); WHAS-TV (C)		
G O, N. D.	50.1	87,644	KPRC-TV (N); KTRK-TV (A);			LUBBOCK, Tex.	60.2	100,064
VDAY-TV (A,N)			KGUL-TV (C)			KCBD-TV (A,N); KDUB-TV (C)		
See also Valley City)			HUNTINGTON, W. Va.	62.7	336,271	LUFKIN, Tex.	38.7	29,651
F ETTEVILLE, N. C.	26.4	117,680	(See Charleston-Huntington)			KTRE-TV (N)		
WFLB-TV† (C,N)			HUTCHINSON-WICHITA, Kans.		196,969	LYNCHBURG, Va.	59.9	177,942
I RENCE, S. C.***	61.9	154,265	KTVH (C); KAKE-TV (A);		1138,143	WLVA-TV (A,C)		
WBTW (A,C,N)			KARD-TV; KEDD† (N)			MACON, Ga.	55.7	86,161
D ODGE, Iowa	18.3	117,907	IDAHO FALLS, Ida.	69.0	34,771	WMAZ-TV (A,C)		
KQTV† (N)			KID-TV (A,C,N)			MADISON, Wis.	58.8	1101,778
M EYERS, Fla.	48.5	16,785	INDIANAPOLIS, Ind.	90.0	629,280	WKOW-TV† (C); WMTV† (A,N)		
WINK-TV (A,C)			WFBM-TV (A,N); WISH-TV (C)			MANCHESTER, N. H.	79.2	541,275
S MOOTH, Ark.	59.5	130,654	(See also Bloomington, Ind.)			WMUR-TV (A)		
WFSB-TV† (A,C,N)			JACKSON, Miss.	35.0	105,946	MARINETTE, Wis.***	79.6	142,180
W AYNE, Ind.	48.4	1116,746	WJTV (A,C); WLBT (N)			WMBV-TV (A,N)		
WIN-T† (A,C); WKJG-TV† (N)			JACKSON, Tenn.	43.6	66,687	MASON CITY, Iowa	67.3	98,596
W ORTH-DALLAS, Tex.***	78.1	540,930	WDXI-TV (C)			KGLO-TV (C)		
KFJZ-TV; WBAP-TV (A,N);			JACKSONVILLE, Fla.		279,889	MAYAGUEZ, P. R.		††
KRLD-TV (C); WFAA-TV (A,N)			WJHP-TV† (A,N); WMBR-TV (A,C)		161,691	WORA-TV (C)		
ESNO-TULARE, Cal.	71.3	1136,327	JEFFERSON CITY, Mo.	65.7	78,676	MEDFORD, Ore.	39.1	32,888
KJEO-TV† (A,C); KMJ-TV† (N);			KRCG-TV (C)			KBES-TV (A,C,N)		
KVVG†			JOHNSON CITY, Tenn.***	56.6	191,390	MEMPHIS, Tenn.***	63.6	374,655
ALVESTON-HOUSTON, Tex.	66.7	406,011	WJHL-TV (A,C,N)			WHBQ-TV (A); WMCT (A,N);		
KGUL-TV (C); KPRC-TV (N);			JOHNSTOWN, Pa.	*510,909		WREC-TV (C)		
KTRK-TV (A)			WARD-TV† (A,C); WJAC-TV (A,C,N)		††	MERIDIAN, Miss.	38.7	75,630
R AND FORKS, N. D.		††	JOPLIN, Mo.	57.8	88,209	WTOK-TV (A,C,N)		
R AND JUNCTION, Colo.		††	KSWM-TV (C)			MIAMI-FT. LAUDERDALE, Fla.		301,439
KFXJ-TV (A,C,N)			KALAMAZOO, Mich.	81.9	462,976	WGBS-TV† (N); WTVJ (C);		1177,940
R AND RAPIDS, Mich.	81.6	390,730	WKZO-TV (A,C)			WITV† (A)		
WOOD-TV (A,N)			KANSAS CITY, Mo.	79.9	465,219	MIDLAND-ODESSA, Tex.	43.0	38,697
R EAT BEND, Kans.	56.9	61,349	KCMO-TV (C); KMBC-TV (A);			KMID-TV (A,N); KOSA-TV (C)		
KCKT-TV (N)			WDAF-TV (N)			MILWAUKEE, Wis.		595,057
R EAT FALLS, Mont.	33.0	22,366	KEARNEY, Neb.	47.8	64,288	WISN-TV (A); WTMJ-TV (N);		1240,487
KFBB-TV (A,C,N)			KHOL-TV (A,C,N)			WXIX† (C)		
R EEN BAY, Wis.	75.4	196,464	(Operates satellite KHPL-TV, Hayes Center)			GREENSBORO, N. C.		
WBAY-TV (C); WFRV-TV (A)			KNOXVILLE, Tenn.		229,360	WFMY-TV (A,C)		
			WATE-TV (A,N)***; WTSK-TV† (A,C)		198,015	GREENVILLE, N. C.		

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yet known throughout the nation*

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WGBS • WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
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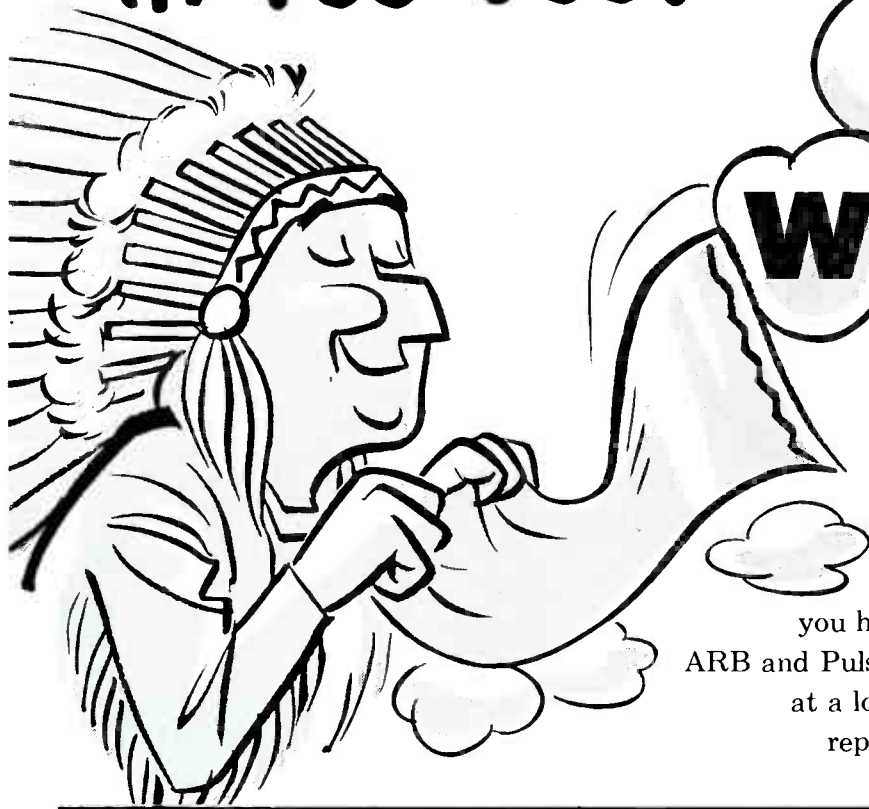
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Monday—Friday

	Pulse, January, 1956		ARB, January, 1956		
	MORNING 9 a.m.-12 noon	AFTERNOON 12 noon-6 p.m.	MORNING 9 a.m.-12 noon	AFTERNOON 12 noon-6 p.m.	
WTCN-TV	28%	40%	WTCN-TV	33%	37%
Station B	17	18	Station B	23	23
Station C	55	38	Station C	44	38
Station D	—	4	Station D	—	2

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"THE STATION OF THE STARS"

MINNEAPOLIS • ST. PAUL

ABC Network

Market	% Penetration	Sets
MINNEAPOLIS-ST. PAUL, Minn.	74.7	570,822
KSTP-TV (N); KSTP-TV (N);		
WCCO-TV (C); WTCN-TV (A)		
MOBILE, N. D.	42.5	14,825
KCBJ-TV (A,C,N)		
MISSOULA, Mont.	30.1	14,432
KGVO-TV (A,C)		
MOBILE, Ala.	60.7	130,821
WALA-TV (A,C,N); WKRG-TV (C)		
MONROE, La.	47.8	98,031
KNOE-TV (A,C,N)		
MONTGOMERY, Ala.		108,410
WCOV-TV† (A,C,N); WSFA (A,N)***		†74,129
MUNCIE, Ind.	58.7	†91,759
WLBC-TV† (A,C,N)		
MUSKOGEE, Okla.	68.5	192,168
KTVX (A)		
Includes Tulsa		
MEMPHIS, Tenn.	44.8	240,960
WLAC-TV (C); WSIX-TV (A);		
WSM-TV (N)		
NEW BRITAIN-HARTFORD, Conn.	50.9	†261,681
WKNB-TV† (N); WGTH-TV† (A,C)		
NEW HAVEN, Conn.	84.3	802,799
WNHC-TV (A,C,N)		
NEW ORLEANS, La.		290,735
WDSU-TV (A,C,N); WJMR-TV† (A,C)		†113,039
NEW YORK, N. Y.	88.1	4,431,652
WABC-TV (A); WABD; WATV;		
WCBS-TV (C); WOR-TV; WPIX;		
WRCA-TV (N)		
NORFOLK, Va.		253,225
WTAR-TV (A,C); WTOV-TV†;		†142,450
WVEC-TV† (N)		
NORFOLK, W. Va.		††
WOAY-TV (A)		
NOBLESSE-MIDLAND, Tex.***	56.5	46,735
KOSA-TV (C); KMID-TV (A,N)		
OKLAHOMA CITY, Okla.	70.5	270,564
KWTW (A,C); WKY-TV (A,N)		
OMAHA, Neb.	90.0	301,050
KMTV (A,N); WOW-TV (C)		
ORLANDO, Fla.	53.7	113,301
WDBO-TV (A,C,N)		
OSKUMWA, Iowa	54.9	99,812
KTVO (C)		
PANAMA CITY, Fla.	42.2	16,755
WJDM-TV (A,C,N)		
PARKERSBURG, W. Va.	45.3	†34,406
WTAP-TV† (A,C,N)		
PENSACOLA, Fla.***	71.3	140,910
WEAR-TV (A,C)		
PEORIA, Ill.	73.1	†165,685
WEEK-TV† (N); WTVH-TV† (A,C)		
PETERSBURG, Va.	65.7	183,437
WXEX-TV (N)		
Includes Richmond		
PHILADELPHIA, Pa.	90.0	1,795,680
WCAU-TV (C); WFIL-TV (A);		
WRCV-TV (N)		
PHOENIX-MESA, Ariz.	66.9	115,583
KOOL-TV (C); KPHO-TV;		
KTVK (A); KVAR (N)		
PINE BLUFF-LITTLE ROCK, Ark.	48.8	125,403
KATV (A,C); KARK-TV (N);		
KTHV (C)		
PITTSBURG, Kan.	58.4	110,790
KOAM-TV (A,N)		
PITTSBURGH, Pa.		1,070,640
KDKA-TV (A,C,N); WENS† (A,C,N)		†322,725
PLATTSBURG, N. Y.	90.0	**111,330
WIRI (A,N)		
POLAND SPRING, Me.	83.7	**240,088
(Mt. Washington, N. H.)		
WMTV (A,C)		
PORTLAND, Me.	90.0	187,290
WCSH-TV (N); WGAN-TV (C)		

Market	% Penetration	Sets
PORTLAND, Ore.		†††293,047
KLOR-TV (A); KOIN-TV (C); KPTV† (N)		
POUGHKEEPSIE-KINGSTON, N. Y.	26.9	†37,011
WKNY-TV† (A,C,N)		
PROVIDENCE, R. I.	78.2	649,281
WJAR-TV (A,N); WPRO-TV (C)		
PUEBLO-COLORADO SPRINGS, Colo.	52.0	52,799
KCSI-TV (N); KKTU (A,C); KRDO-TV (N)		
QUINCY, Ill.-HANNIBAL, Mo.	66.6	127,283
WGEM-TV (A,N); KHQA-TV (C)		
RALEIGH, N. C.	47.4	†101,394
WNAO-TV† (A,C)		
RAPID CITY, S. D.	67.5	134,223
KOTA-TV		
READING, Pa.	44.9	†168,875
WHUM-TV† (A,C)		
RENO, Nev.	75.3	20,790
KZTV (A,C,N)		
RICHMOND, Va.	65.7	183,437
WTVR (A,C); WXEX-TV (Petersburg) (N)		
ROANOKE, Va.***	68.0	293,405
WDBJ-TV (C); WSLS-TV (A,N)		
ROCHESTER, Minn.	63.0	83,813
KROC-TV (A,N)		
ROCHESTER, N. Y.	90.0	**293,220
WHAM-TV (A,N); WHEC-TV (A,C);		
WVET-TV (A,C)		
ROCKFORD, Ill.		280,000
WREX-TV (A,C)***; WTVO† (N)		†110,231
ROCK ISLAND, Ill.-DAVENPORT, Iowa	83.3	281,733
WHBF-TV (A,C); WOC-TV (N)		
ROME, Ga.	58.8	101,752
WROM-TV		
ROSWELL, N. M.	39.1	25,092
KSWB-TV (A,C,N)		
SACRAMENTO, Cal.		357,195
KBET-TV (C)***; KCCC-TV† (A,N);		†142,471
KCRA-TV (N)***		
SAGINAW-BAY CITY, Mich.		249,935
WKNX-TV† (A,C); WNEM-TV (A,N)		††
ST. JOSEPH, Mo.	71.2	116,339
KFEQ-TV (C)		
ST. LOUIS, Mo.		766,367
KSD-TV (N); KTVH† (A,C);		†300,702
KWK-TV (C)		
ST. PETERSBURG-TAMPA, Fla.		183,108
WSUN-TV† (A); WFLA-TV (N);		†148,354
WTVT (C)		
SALINAS-MONTEREY, Cal.***	74.0	109,110
KSBW-TV (A,C,N)		
SALISBURY, Md.	61.6	†41,431
WBOC-TV† (A,C)		
SALT LAKE CITY, Utah	82.0	182,921
KSL-TV (C); KTVT (N); KUTV (A)		
SAN ANGELO, Tex.	64.7	24,670
KTXL-TV (A,C,N)		
SAN ANTONIO, Tex.		182,635
KCOR-TV†; KENS-TV (A,C);		††
WOAI-TV (A,N)		
SAN DIEGO, Cal.-TIJUANA, Mex.***	90.0	305,460
KFMB-TV (A,C); KFSD-TV (N); XETV		
SAN FRANCISCO-STOCKTON, Cal.		*905,902
KGO-TV (A); KPIX (C);		†185,694
KRON-TV (N); KSNB-TV†; KOVR		
SAN JOSE, Cal.	45.4	203,693
KNTV		
SAN JUAN, P. R.		††
WAPA-TV (A,N); WKAQ-TV (C)		
SAN LUIS OBISPO, Cal.***	74.1	92,810
KVEC-TV (A,C)		
SANTA BARBARA, Cal.	75.4	82,774
KEY-T (A,C,N)		

I'D GLADLY EXCHANGE Spots...



WITH
KROC-TV
 CHANNEL 10 NBC
ROCHESTER MINNESOTA
 OVER 120,000* SETS
 in the
NATION'S NATURAL SUPERMARKET

*RETMA, Dec. 1, 1955

REPRESENTATIVES
 Meeker TV, Inc.
 Elizabeth Beckjordan (Network)
 Harry Hyett (Mpls., St. Paul)

IN WICHITA

NBC

IS

CHANNEL

3

EFFECTIVE MAY 1

ON

KARD-TV

WM. J. MOYER, General Manager

DON SBARRA, Sales Director



Now...with an affiliation with the NBC Television Network, beginning May 1, **KARD-TV Channel 3** is your best buy in the rich Kansas market. Operating on 100,000 KW, **KARD-TV** is Wichita's maximum power station, and with a tower height of 1,070 feet, reaches over 40% of the population of Kansas, plus eight counties in the rich oil field country of Oklahoma. Total population of **KARD'S** coverage area is 1,033,000 people who spend \$1,198,145,000 each year in retail sales. Start getting your share of the Kansas market...

call your Petry man today.

your color station for the center of the nation

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT

• LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Channel **3**

KARD-TV
WICHITA • KANSAS

Market	% Penetration	Sets	Market	% Penetration	Sets
SPANNA, Ga.	58.0	60,079	UTICA-ROME, N. Y.	88.2	149,826
SAV-TV (N); WTOC-TV (A,C)			WKTV (A,C,N)		
CONNECTADY-ALBANY-			VALLEY CITY, N. D.	50.5	98,595
NY, N. Y.		454,427	KXJB-TV (C)		
RGB (N); WROW-TV† (A,C)		†145,826	(See also Fargo)		
SCRANTON-WILKES-BARRE, Pa.	68.8	†204,945	WACO-TEMPLE, Tex.	60.2	100,246
ARM-TV† (A); WGBI-TV† (C);			KWTX-TV (A); KCEN-TV (N)		
BRE-TV† (N); WILK-TV† (A)			WASHINGTON, D. C.	83.0	607,765
TLE-TACOMA, Wash.	77.8	417,724	WMAL-TV (A); WRC-TV (N);		
NG-TV (A); KOMO-TV (N);			WTOP-TV (C); WTTG		
TNT-TV (C); KTVW			WASHINGTON, N. C.	54.7	122,881
ALIA, Mo.	59.6	35,468	WITN (N)		
DRO-TV			WATERBURY, Conn.	48.2	†101,121
EVESPORT, La.	52.6	152,831	WATR-TV† (A)		
SLA (A,C); KTBS-TV (A,N)			WATERLOO, Iowa	66.7	169,700
UX CITY, Iowa	77.1	147,010	KWWL-TV (N)		
TIV (A,N); KVTV (A,C)			WAUSAU, Wis.	54.6	61,646
UX FALLS, S. D.	57.4	§§128,967	WSAU-TV (A,C,N)		
ELO-TV (A,C,N)			WESTACO-HARLINGEN, Tex.***	66.7	65,460
Operates satellite KDLO-TV,			KRGV-TV (N); KGBT-TV (A,C)		
(Iowa)			WEST PALM BEACH, Fla.		84,711
TH BEND-ELKHART, Ind.	62.3	†160,196	WEAT-TV (A,C); WIRK-TV†;		†42,339
YNDU-TV† (N); WSBT-TV† (C);			WJNO-TV (C,N)		
SJV-TV† (A)			WHEELING, W. Va.	77.3	284,652
KANE, Wash.	58.5	152,044	WTRF-TV (A,N)		
HQ-TV (N); KREM-TV (A);			WICHITA-HUTCHINSON, Kan.		196,969
KLY-TV (C)			KAKE-TV (A); KARD-TV;		†138,143
PNGFIELD, Ill.	59.1	†66,716	KEDD† (N); KTVH (C)		
WICS† (A,N)			WICHITA FALLS, Tex.***	72.1	105,135
NGFIELD-HOLYOKE, Mass.	80.1	176,113	KFDX-TV (A,N); KSYD-TV (C)		
WHYN-TV† (C); WWLP† (A,N)			WILKES-BARRE-SCRANTON, Pa.	68.8	†204,945
WNGFIELD, Mo.	52.7	86,857	WBRE-TV† (N); WILK-TV† (A);		
TTS-TV (C); KYTV (A,N)			WARM-TV† (N); WGBI-TV† (C)		
UBENVILLE, Ohio	80.6	335,956	WILMINGTON, Del.	80.3	••221,664
WSTV-TV (A,C)			WPFH (N)		
UCKTON, Cal.—(See San Francisco)			WILMINGTON, N. C.	45.7	62,684
UPERIOR, Wis.—DULUTH, Minn.	57.9	90,923	WMFD-TV (A,N)		
WDSM-TV (C,N); KDAL-TV (A,C)			WINSTON SALEM, N. C.		349,650
WETWATER-ABILENE, Tex.***	44.7	59,760	WSJS-TV (N)***; WTOB-TV† (A)		†75,397
RBC-TV (N)			YAKIMA, Wash.	55.3	†75,153
WACUSE, N. Y.	90.0	**362,340	KIMA-TV† (A,C,N)		
WHEN-TV (A,C); WSyr-TV (N)			(Operates satellites KLEW-TV, Lewiston,		
WOMA-SEATTLE, Wash.	77.8	417,724	Ida. and KEPR-TV, Pasco)		
WING-TV (A); KOMO-TV (N)			YORK, Pa.	73.7	†92,183
WINT-TV (C); KTVW			WNOW-TV†; WBSA-TV† (A)		
WMPA-ST. PETERSBURG, Fla.		183,108	YOUNGSTOWN, Ohio	49.8	†170,983
WFLA-TV (N); WTVT (C);		†148,354	WFMJ-TV† (N); WKBN-TV† (A,C)		
WSUN-TV† (A)			YUMA, Ariz.***	66.4	19,490
WAPLE-WACO, Tex.	60.2	100,246	KIVA-TV (A,C,N)		
KCEN-TV (N); KWTX-TV (A)			ZANESVILLE, Ohio	60.5	†46,480
WRE HAUTE, Ind.	77.0	165,494	WHIZ-TV† (A,C,N)		
WTHI-TV (A,C)					
WARKANA, Tex.***	61.7	161,840			
KCMC-TV (A,C)					
WOMASVILLE, Ga.	34.1	52,287			
WCTV (C,N)					
WLEDO, Ohio	90.0	352,620			
WSPD-TV (A,C,N)					
WPEKA, Kan.	54.1	98,735			
WIBW-TV (A,C)					
WLAVERSE CITY, Mich.	52.2	29,655			
WPBN-TV (N)					
WJCSN, Ariz.	47.4	38,547			
KOPO-TV (C); KVOA-TV (A,N)					
WULARE-FRESNO, Cal.	71.3	†136,327			
KVVG†; KJEO-TV† (A,C);					
KMJ-TV† (N)					
WULSA, Okla.	68.0	271,517			
KOTV (C); KVOO-TV (N);					
KTVX (Muskogee) (A)					
WUWIN FALLS, Ida.		††			
KLIX-TV (A,C)					
WUTLER, Tex.	48.7	67,803			
KLTV (A,C,N)					

† UHF circulation.
 †† Incomplete data.
 ††† VHF-UHF.
 * Does not include Pittsburgh, where station has sizable share of audience.
 ** Does not include Canadian coverage.
 *** Unadjusted for new data pending further study.
 § Includes circulation of satellite.
 §§ Does not include circulation of satellite.
 • Does not include Sacramento, where KQVR has sizable share of audience.
 •• Does not include Philadelphia, where station has sizable share of audience.

DUE TO OPEN IN MARCH: 4

Market	Station	Channel
Clarksburg, W. Va.	WBLK-TV	(12)
Elmira, N. Y.	WIVE	(24)
El Paso, Tex.	KOKE-TV	(13)
Juneau, Alaska	KINY-TV	(8)

TULSA TV MARKET

43rd TV MARKET - TULSA

TULSA TV MARKET

43rd TV MARKET - TULSA

TULSA TV MARKET

43rd TV MARKET - TULSA

TULSA TV MARKET

43rd TV MARKET - TULSA

Tulsa is now the 43rd television market

* CBS REPORT TO FCC DEC. 1955

KOTV Completely Dominates the 43rd television market!


- 24 out of 25 of the most popular TV shows in Tulsa
- 17 out of 25 of the most popular TV shows in Tulsa
- 15% of the most popular TV shows in Tulsa

KOTV Channel 6 TULSA

1954 LEAD IN VIEWING HABITS

Represented by Edward Petty & Co., Inc.

43rd TV MARKET



Why Overlook A Good Thing?

A good thing is hard to find! WNDU-TV is not hard to find, and it is a good thing. Over 176,000 UHF families in South Bend - Elkhart have found the programs they want on WNDU-TV. Your sales message will find the families you want on WNDU-TV ... a good thing!



Represented Nationally by **MEEKER TV**

WNDU-TV
CHANNEL 46



**CLEVELAND'S
NEW
SIGHT AND
SOUND**



KYW ³ TV

There's excitement in the air in Cleveland and all of Northern Ohio. KYW-TV, the newest member of the WBC family, is taking the town.

KYW-TV's audience is watching new and outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything in sight and sound.

To you this means audience action in the nation's 7th largest market . . . 1,217,000 TV homes and the highest per-capita-income in the country!

Put KYW-TV to work for you in these 27 rich counties. Call Albert Krivin, Sales Manager at CHerry 1-0942 or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, New York.

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, GRIFFIN, WOODWARD, INC.

TELEVISION MARKETS

Defining each TV market in terms

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

A comprehensive re-evaluation of the coverage of all television markets in the country has been completed for this Data Book. TELEVISION MAGAZINE's Research Department has studied the latest possible information available, including the American Research Bureau's new "A to Z" study.

Basic to any estimate of set circulation or market data for specific TV areas is the definition of station coverage. Since a television station usually covers a much greater area than the ordinary retail market or standard metropolitan county area (see market comparison, p. 109), it is essential for the advertiser to have market data specifically correlated to television coverage.

In the market listings that follow, counties generally have been included in a market if they fall within the Grade B contour.

However, it is impossible to define coverage in terms of signal contour alone. Evidence of viewing must be taken into account.

An increasingly acute problem is the effect of new stations in fringe areas of old markets. In some cases,

the new station has rapidly taken over the audience; in others, both the local and the outside station are viewed. Each situation must be studied individually.

The coverage picture is constantly shifting. Emergence of new stations or changes in power, antenna, channel, and affiliation by older stations, alter conditions almost daily. For this reason, TELEVISION MAGAZINE's Research Department is continuously re-examining markets and revising its market data accordingly.

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

These definitions of coverage differ considerably from network estimates, which justifiably reduce coverage by eliminating duplicated areas. However, unduplicated coverage does not tell the national-spot or local advertiser how many people he can reach. Nor does it give the net-

work advertiser complete data essential in determining market selection for his network lineup. TELEVISION MAGAZINE's statistics are compiled to provide this information.

The coverage areas listed on the following pages have been prepared by compiling and then cross-checking all available data—engineering studies, RETMA shipment data, research surveys, and rating reports. Listed for each TV market are:

- 1) Population
- 2) Families
- 3) Effective buying income
- 4) Counties in coverage area

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

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

ABILENE—
the center of
a tremendous
market in Texas

The retail trade area is composed of 22 counties with 335,000 people; a buying income of 494 million and retail sales of 358 million. The effective buying income of the wholesale trade area is almost a billion dollars. There are more independent oil producers in Abilene than in any other city in the world. It is the home of new \$75,000,000 permanent SAC base.

This city is the highest in the nation for per capita auto sales.

KRBC-TV is the only station in Abilene, Texas, that can deliver this *ENTIRE* market. Seventeen hours programming daily with live shows from the NBC Television Network.

Our antenna is 1038 feet above Abilene, delivering one of the finest pictures in Texas. If you would get the entire market, you will use Channel 9.

Contact our reps, John E. Pearson for availabilities or call, write or wire Forest Lane, National Sales Manager.

krbc-tv CHANNEL **9**

Dale Acker, *President*

John Kelly, *Station Manager*

NBC • ABC • CBS

THE TELEVISION MARKETS

County-by-county TV coverage
with market data correlated to TV areas

ARIZONA-SWEETWATER, Tex.

Population 294,500
Families 87,500
E.B.I. \$429,779,000

AS: Brown, Callahan, Coke (50%), Coleman, Cleveland, Fisher, Haskell, Jones, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Throckmorton, Taylor, Throckmorton (50%)

ARIZONA, Okla.

Population 541,000
Families 155,800
E.B.I. \$558,571,000

ARIZONA: Atoka, Bryan, Carter, Choctaw, Cleveland, Coal, Creek (50%), Garvin, Hughes, Johnston, Lincoln, McClain, McIntosh, Marshall, Murray, Okfuskee, Okmulgee, Pittsburg, Pottawatomie, Seminole; AS: Lamar (50%)

ARIZONA-PITTSFIELD, Mass.

Population 444,900
Families 135,900
E.B.I. \$654,011,000

CONNECTICUT: Litchfield (25%); MASSACHUSETTS: Berkshire, Franklin; NEW YORK: Columbia, Fulton, Greene (50%), Washington; VERMONT: Bennington, Windham, Windsor (25%)

ARIZONA, Ohio

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

OHIO: Medina, Portage, Summit, Wayne

ARIZONA, Ga.†

Population 453,600
Families 114,700
E.B.I. \$393,681,000

GEORGIA: Baker, Ben Hill, Berrien, Brooks, Chatham, Clay, Colquitt, Cook, Crisp, Decatur, DeKalb, Dougherty, Early, Grady, Irwin, Lee, Wilkes, Wilcox, Yamacraw (50%), Miller, Mitchell, Pulaski (50%),

Quitman, Randolph, Seminole, Stewart, Terrell, Tift, Turner, Webster, Wilcox, Worth, Macon (50%), Schley, Sumter

†Unadjusted for new data pending further study.

ALBANY-SCHENECTADY-TROY, N. Y.

Population 1,699,500
Families 516,000
E.B.I. \$2,600,938,000

MASSACHUSETTS: Berkshire, Franklin, Hampshire; NEW HAMPSHIRE: Cheshire, Sullivan; NEW YORK: Albany, Columbia, Delaware, Dutchess (50%), Fulton, Greene, Hamilton (50%), Herkimer (50%), Montgomery, Otsego (25%), Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington; VERMONT: Bennington, Rutland, Washington (33%), Windham, Windsor

ALBUQUERQUE, N. M.

Population 464,900
Families 118,200
E.B.I. \$580,585,000

NEW MEXICO: Bernalillo, Catron, Guadalupe, Lincoln, Los Alamos, McKinley, Mora, Ria Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taos, Torrance, Valencia

ALEXANDRIA, La.

Population 451,700
Families 119,000
E.B.I. \$409,633,000

LOUISIANA: Allen, Avoyelles, Caldwell, Catahoula, Concordia, Evangeline, La Salle, Natchitoches, Pointe Coupee (50%), Rapides, St. Landry, Vernon, Winn; MISSISSIPPI: Adams

ALLENTOWN, Pa.—See Bethlehem-Allentown-Easton

ALTOONA, Pa.

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

MARYLAND: Allegany; PENNSYLVANIA: Adams (33%), Armstrong, Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Cumberland (50%), Elk, Franklin, Fulton, Huntington, Indiana, Jefferson, Juniata, Lycoming, Mifflin, Perry, Potter (25%),

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

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

Metropolitan Albuquerque
Population — 205,500 (Mid-1955)

Television homes—69,069 (Nov. 25, 1955)

Bank Clearings—\$1,876,617,113.00 (Total for 1955)
Up 12.6% over 1954

Building Permits—\$41,843,619.43 (Total for 1955)
Up 23.5% over 1954

from the nation's highest transmitter site

KGGM-TV
Albuquerque, N. M.
with CBS-TV
Represented Nationally
by Weed Television



Welcome Guests
in 490,000 Homes
in Western New York*

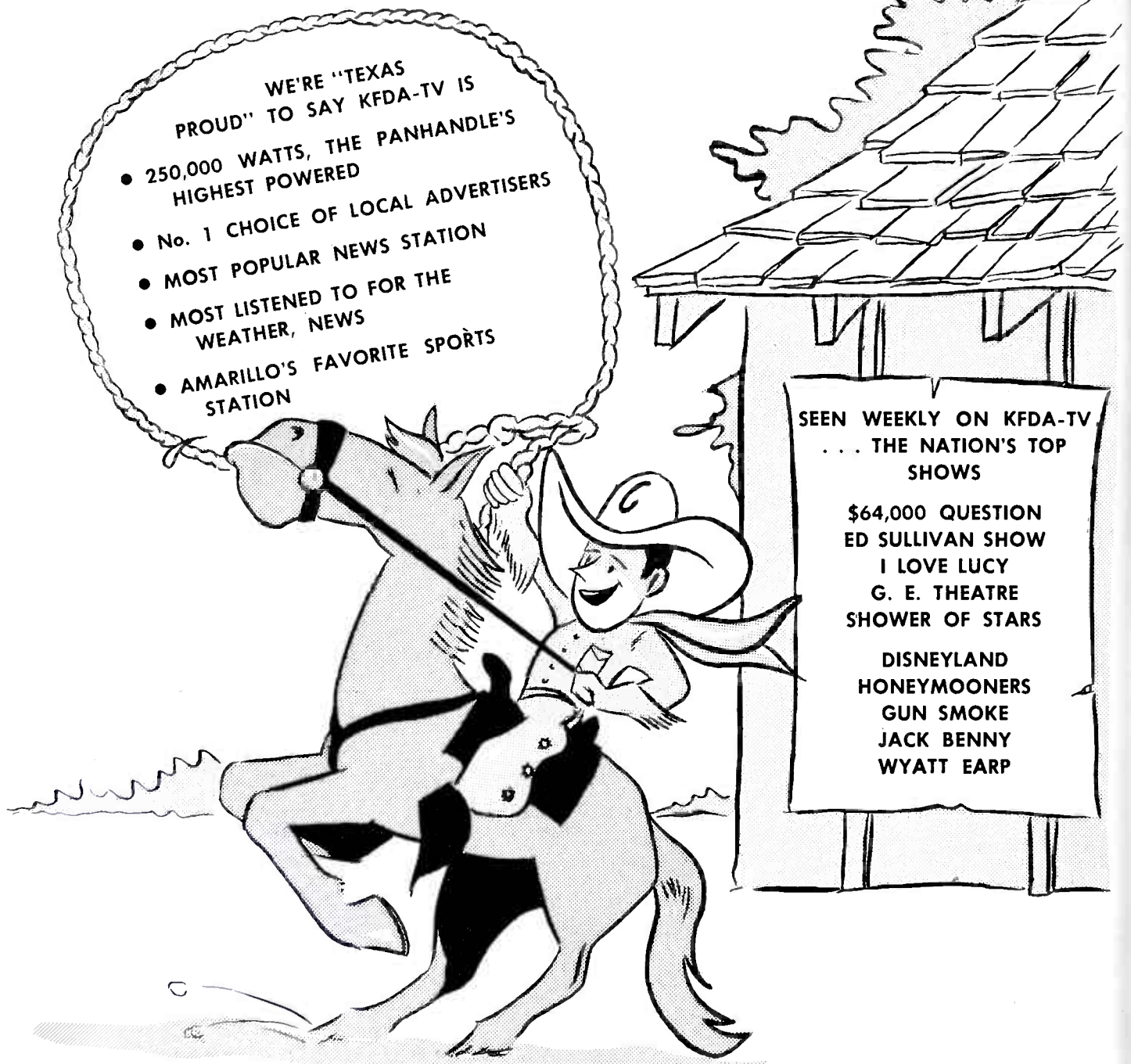
*Plus a bonus of 485,000 Canadian Homes



Nat. Reps. FREE & PETERS

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

WHOA, WE'VE GOT SOMETHIN' TO SAY



KFDA-TV



CHANNEL 10

AMARILLO, TEXAS



REPRESENTED NATIONALLY BY H-R TELEVISION, SOUTHERN CLARKE BROWN CO.

der, Somerset, Union, Westmoreland (50%);
 ST VIRGINIA: Berkeley, Morgan

ARILLO, Tex.

Population 354,200
 Families 104,700
 E.B.I. \$633,874,000

W MEXICO: Curry, Quay;

AS: Armstrong, Briscoe, Carson, Castro,
 llingsworth, Dallam, Deaf Smith, Donley, Gray,
 l, Hansford, Hartley, Hemphill, Hutchinson,
 ore, Oldham, Parmer, Potter, Randall, Roberts,
 rman, Swisher, Wheeler

ES, Iowa

Population 836,400
 Families 262,800
 E.B.I. \$1,373,724,000

NA: Adair, Audubon (50%), Boone, Butler,
 houn, Carroll, Clarke, Dallas, Franklin, Greene,
 ndy, Guthrie, Hamilton, Hardin, Humboldt,
 er, Lucas, Madison, Mahaska, Marion, Marshall,
 nroe, Pocahontas (50%), Polk, Poweshiek, Story,
 ana, Union, Warren, Webster, Wright

DERSON, S. C.†

Population 642,700
 Families 122,400
 E.B.I. \$761,391,000

ORGIA: Elbert, Franklin, Hart, Lincoln (50%).
 hison, Oglethorpe (50%), Stephens, Wilkes (50%);
 JTH CAROLINA: Abbeville, Anderson,
 enwood, Laurens, McCormick, Oconee, Pickens,
 irtanburg (50%), Greenville

†adjusted for new data pending further study.

AN ARBOR, Mich.

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

CHIGAN: Lenawee (75%), Livingston (50%),
 nroe (25%), Oakland (25%), Washtenaw

ABEVILLE, N. C.

Population 2,258,700
 Families 570,700
 E.B.I. \$2,383,884,000

ORGIA: Banks, Clarke, Elbert (50%), Franklin,
 bersham, Hart, Lincoln, Oconee, Oglethorpe,
 oun, Stephens, Towns, White, Wilkes;

ORTH CAROLINA: Alexander (50%), Avery,
 ncombe, Burke, Caldwell, Catawba (33%), Clay,
 veland, Gaston, Haywood, Henderson, Jackson,
 coln, McDowell, Macon, Madison, Mitchell, Polk,
 itherford, Swain, Transylvania, Watauga, Yancey;

OUTH CAROLINA: Abbeville, Anderson, Cherokee,
 uester (50%), Fairfield (50%), Greenville,
 eenwood, Laurens, McCormick, Newberry (50%),
 onee, Pickens, Spartanburg, Union, York (50%);

NNESSEE: Carter, Cocke, Grainger, Greene,
 ancock, Hawkins, Jefferson, Johnson, Sevier,
 illivan, Unicoi, Washington;

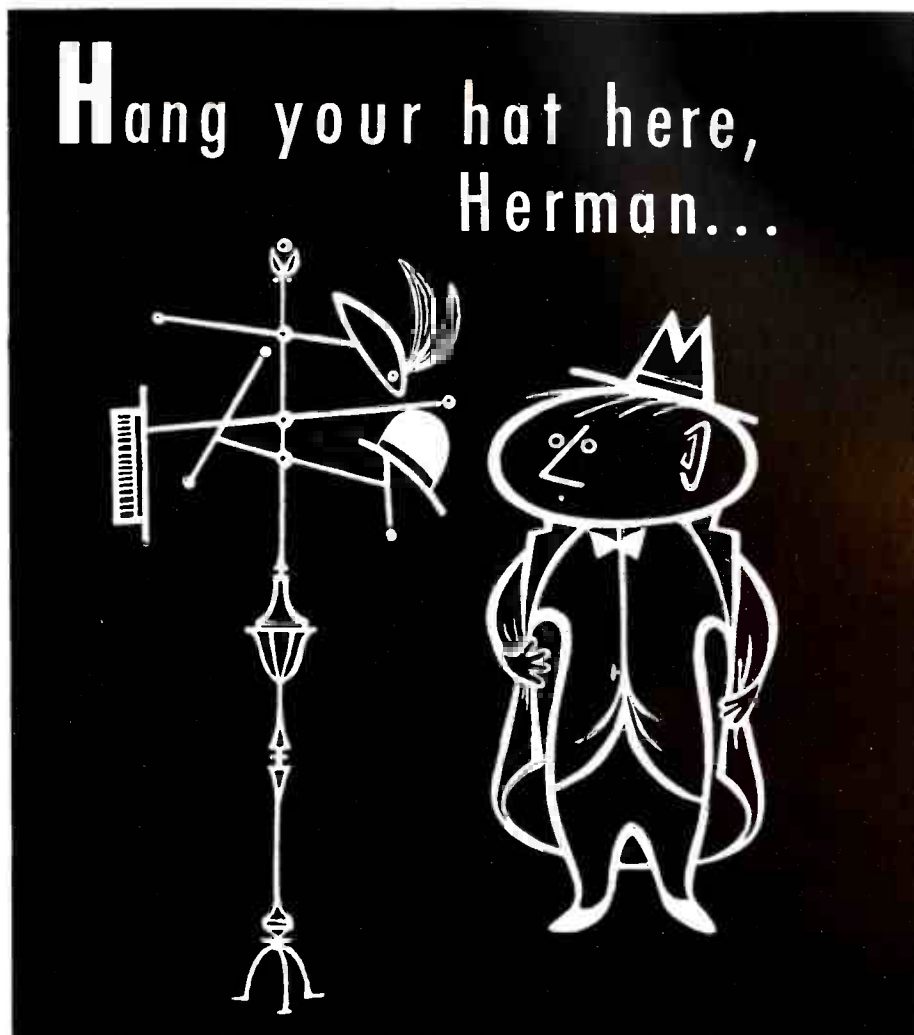
IRGINIA: Lee, Scott, Washington

SHTABULA, Ohio

Population 236,000
 Families 70,000
 E.B.I. \$417,190,000

HIO: Ashtabula, Geauga (50%), Lake,
 umberland (25%)

Market definition, Television Magazine. Market data
 from preliminary estimates, Sales Management '56
 survey of Buying Power; reproduction not licensed.



**You've just found a mighty comfortable home
 for your clients right here in Central Iowa.**

Here's that big, beautiful J. Arthur Rank Afternoon Film Festival on WOI-TV complete with built-in audience. (This is confidential, of course, but we think you should know . . . WOI-TV was the only station in the area for so many years that thousands of antennas are rusted to Channel 5. So who knows there IS any other station in Iowa?)

And do you have neighbors! . . . A MILLION OF THEM. They'll see you on more than 316,000 Tv sets in Des Moines plus 51 additional Iowa counties.

It's an economical little package, too. Weed Television has the details.

WOI-TV

5

AMES-DES MOINES
CHANNEL 5
100,000 WATTS

IOWA STATE COLLEGE

First in Viewers

First in Ratings

First in Service

First in Baltimore



WEEK AFTER

WEEK ...

MONTH AFTER

MONTH ...

YEAR AFTER

YEAR ...

WMAR-TV

LEADS ALL OTHER

BALTIMORE

STATIONS



See ARB Ratings



SUNPAPERS TELEVISION, BALTIMORE, MD.

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

ATLANTA, Ga.

Population 2,676,100
Families 716,100
E.B.I. \$3,305,759,000

ALABAMA: Calhoun, Chambers, Cherokee, Cleburne, Randolph;
GEORGIA: Baldwin, Banks, Barrow, Bartow, Bibb, Bleckley, Butts, Carroll, Catoosa, Chattooga, Cherokee, Clarke, Clayton, Cobb, Coweta, Crawford, Dade, Dawson, De Kalb, Dooly, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Hancock, Haralson, Hart, Heard, Henry, Houston, Jackson, Jasper, Jones, Lamar, Lumpkin, Macon, Madison, Meriwether, Monroe, Morgan, Murray, Oconee, Oglethorpe, Paulding, Peach, Pickens, Pike, Polk, Pulaski, Putnam, Rabun, Rockdale, Schley, Spaulding, Stephens, Taliaferro, Taylor, Towns, Troup, Twiggs, Union, Upson, Walker, Walton, White, Whitfield, Wilkes, Wilkinson;
NORTH CAROLINA: Cherokee, Clay, Macon;
TENNESSEE: Bradley, Hamilton, McMinn, Meigs, Monroe, Polk, Rhea

AUGUSTA, Ga.

Population 849,900
Families 214,700
E.B.I. \$813,824,000

GEORGIA: Bulloch, Burke, Candler, Columbia, Effingham, Elbert, Emanuel, Glascock, Greene, Hancock, Jefferson, Jenkins, Johnson, Lincoln, McDuffie, Oglethorpe, Richmond, Screven, Taliaferro, Warren, Washington, Wilkes;
SOUTH CAROLINA: Abbeville, Aiken, Allendale, Bamberg, Barnwell, Calhoun (50%), Colleton (50%), Edgefield, Greenwood, Hampton, Laurens (25%), Lexington (25%), McCormick, Newberry, Orangeburg, Saluda

AUSTIN, Minn.

Population 642,200
Families 134,200
E.B.I. \$673,995,000

IOWA: Cerra Gordo, Chickasaw, Floyd, Hancock, Howard, Mitchell, Winnebago, Winneshiek (50%), Worth;
MINNESOTA: Blue Earth, Dodge, Faribault, Filmore, Freeborn, Goodhue (50%), Mower, Olmsted, Rice (50%), Steele, Waseca

AUSTIN, Tex.

Population 640,600
Families 175,600
E.B.I. \$779,784,000

TEXAS: Bastrop, Bell, Blanco, Brazos (25%), Brown (50%), Burleson, Burnet, Caldwell, Comal, Coryell, Fayette, Gillespie, Gonzales, Guadalupe, Hays, Kendall, Lampasas, Lavaca, Lee, Llano, Milam, Robertson, Travis, Washington, Williamson

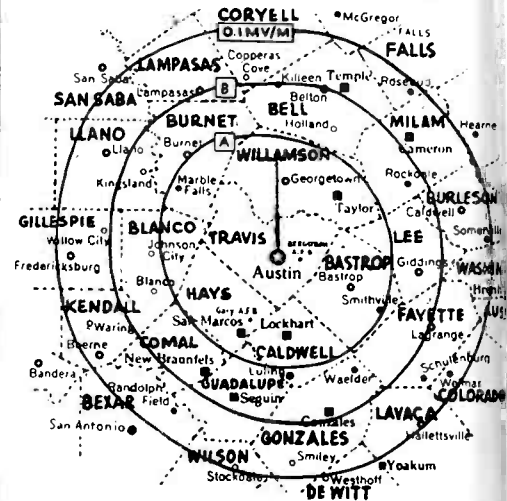
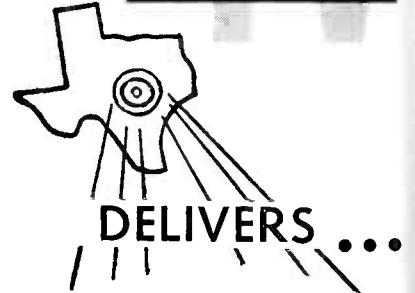
Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

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

TELEVISION MAGAZINE

KTBC

AUSTIN



...this market
which has over...

\$760,000,000

EFFECTIVE BUYING
INCOME*

Whole or partial coverage

* Sales Management, 1955

WITH

150,748

TV HOMES*

* January, 1956

KTBC-TV

CHANNEL 7

CBS—NBC—ABC

316 KW MAXIMUM

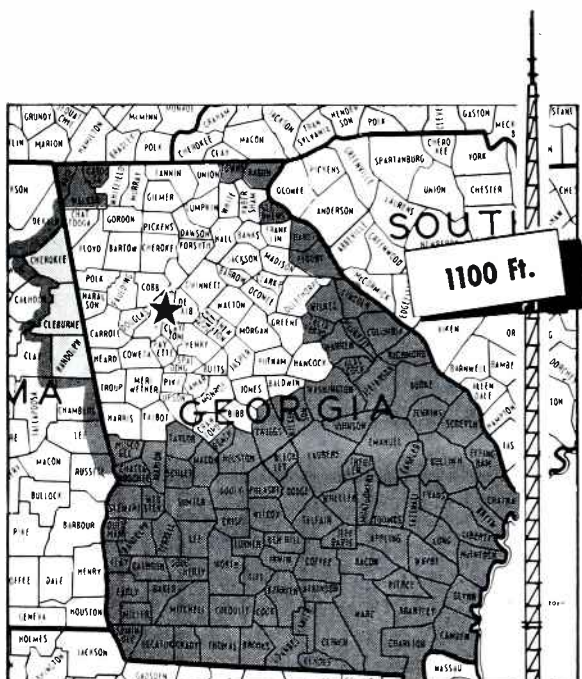
Nat'l. Rep: Paul H. Raymer Co., Inc.

ATLANTA POPULATION 813,632*

RETAIL SALES \$888,692,000

WAGA-TV REACHES AN ADDITIONAL 1,118,600

WITH RETAIL SALES OF \$687,704,000



THIS IS WAGA-LAND

WAGA-TV's 1100-foot tower 2049 feet above sea level covers in its 0.1 milivolt contour 57 counties in Georgia and 3 in Alabama. Mail count adds additional counties in Tennessee, the Carolinas, and Georgia. The grade "A" curve is 39 miles; grade "B", 71 miles and the 0.1 milivolt contour extends a full 81 miles.

Atlanta's standard metropolitan area population has jumped 21% since 1950. It now ranks as the 21st market in the nation. But to this market, WAGA-TV adds over one million more people and nearly a billion dollars in retail sales. Here are market data of the area covered by WAGA-TV based on its 0.1 milivolt contour:

Population	1,932,232
Disposable Income . . .	\$2,401,564,000
Retail Sales	\$1,576,396,000

Pulse shows 88.4% television ownership in Metropolitan Atlanta. In the area beyond set ownership averages 72%.

Only WAGA-TV, with its new 1100-foot tower 2049 feet above sea level, and its full 100,000 watts on Channel 5—plus CBS-TV and outstanding local shows—can cover this market completely.

Get the facts on *Waga-land* from your representative.

*METROPOLITAN PLANNING COMMISSION ESTIMATE AS OF JULY 1, 1955



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.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Harker, Nat'l Sales Director; Bob Wood, Nat'l Sales Manager

select

BAKERSFIELD



focal point for the

rich rural San Joaquin Valley

KERO-TV
GIVES YOU

BILLION DOLLAR COVERAGE

including 3 of America's top 5 farm counties
only VHF station serving this productive area
highest TV transmitter in the West
Effective promotion for clients' products
serving over half-million people
lowest cost per thousand

KERO-TV

GENE DeYOUNG, President
ED URNER, V.P.-Nat'l Sales Mgr.

VHF CHANNEL
BAKERSFIELD • CALIFORNIA

10



*GET THE COMPLETE STORY FROM HOLLINGBERY

STOCKERSFIELD, Cal.

Population 454,600
 Families 135,400
 E.B.I. \$719,325,000

CALIFORNIA: Kern, Kings, Tulare

BALTIMORE, Md.

Population 2,710,100
 Families 759,600
 E.B.I. \$4,244,413,000

DELAWARE: Kent, Sussex;
MARYLAND: Anne Arundel, Baltimore, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Montgomery, Prince Georges, Queen Annes, Somerset, Talbot, Wicomico, Worcester;
PENNSYLVANIA: Adams (50%), York (50%)

BANGOR, Me.

Population 376,800
 Families 107,800
 E.B.I. \$486,209,000

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

BATON ROUGE, La.

Population 1,212,500
 Families 315,500
 E.B.I. \$1,238,383,000

LOUISIANA: Acadia, Ascension, Assumption, Iberville, Concordia, E. Baton Rouge, E. Feliciana, Evangeline, Iberia, Iberville, Lafayette, Lafourche, Livingston, Plaquemines, Pointe Coupee, St. Charles, St. Helena, St. James, St. John, St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Vermilion, Washington, W. Baton Rouge, West Feliciana;
MISSISSIPPI: Adams, Amite, Franklin, Pike, Wilkerson, Withall, Wilkinson

BAY CITY-SAGINAW, Mich.

Population 1,045,100
 Families 300,400
 E.B.I. \$1,641,631,000

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

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

Looking for a big, rich market?

Annual retail sales in Flint and the Saginaw Valley top **ONE BILLION DOLLARS!**

MICHIGAN'S 2nd RICHEST MARKET!
 The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market... and the influence of the Golden Valley's most important station—WNEM-TV.

Here, in the Flint-Saginaw market, average city-family income is \$6,092.75. And retail sales are more than *one billion dollars*. That's a lot of spending...

- \$298,940,000 for food
- \$243,634,000 for automobiles and accessories
- \$51,806,000 for home furnishings
- \$36,387,000 for drug products

These big-talking dollars listen to WNEM-TV. 81% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only station completely covering the 271,520-set Flint-Saginaw market*. ARB and PULSE say WNEM-TV is the *BIG "first"*. See Headley-Reed or Michigan Spot Sales.

WNEM-TV
 A GERTY STATION
 serving Flint, Saginaw, Bay City, Midland



your direct channel to Michigan's Golden Valley

FOR CURRENT SET ESTIMATES, SEE

the **circulation report**

IN EACH ISSUE

MARKET DATA PROVES...

It's a Big Market



TV Homes	127,656
Population	992,000*
Families	242,000*
Retail Sales	\$664,000,000*
E.B.I.	\$1,023,300,000*

*Source: Prelim. Estimates Jan. 1, 1956



BUT THAT'S ONLY HALF THE STORY...

Area Telepulse* Proves Audiences Prefer



A FAST GROWING MARKET—Rate of growth from 1945 to 1954 for Columbus, Georgia, compared with the average for the State was: Population—45%, State—18%; Effective Buying Income—78%, State—65%; Retail Sales—131%, State—122%.

Channel **4** WRBL-TV

COLUMBUS, GEORGIA

Here's a combination of top ratings that spell big audiences and big response for your TV advertising . . . Pulse shows WRBL-TV carries the top 48 weekly and multi-weekly shows, top 55 Kid quarter hours, top 31 night time network shows, top 12 comedy variety shows . . . WRBL-TV is tops in all but 2 of the 372 competitive quarter hours.

*Area Telepulse
Nov. 1955

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



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

CALL HOLLINGBERY COMPANY

BEAUMONT, Tex.

Population	584,600
Families	164,500
E.B.I.	\$809,068,000

LOUISIANA: Allen (50%), Beauregard, Calcasieu, Cameron, Jeff Davis;
 TEXAS: Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk, San Jacinto, Tyler

BELLINGHAM, Wash.

Population	295,500
Families	97,100
E.B.I.	\$449,489,000

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

BETHLEHEM-ALLENTOWN-EASTON, Pa.

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

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

BIG SPRING, Tex.

Population	134,000
Families	37,800
E.B.I.	\$234,976,000

TEXAS: Borden, Dawson, Glasscock, Howard, Martin, Midland (50%), Mitchell, Scurry, Sterling

BILLINGS, Mont.

Population	109,100
Families	35,400
E.B.I.	\$174,088,000

MONTANA: Big Horn, Carbon, Golden Valley, Musselshell, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone

BINGHAMTON, N. Y.

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

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

BIRMINGHAM, Ala.

Population	2,020,700
Families	530,200
E.B.I.	\$2,108,426,000

ALABAMA: Autauga, Bibb, Blount, Calhoun, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, Dallas, De Kalb, Elmore, Etowah, Fayette, Franklin, Greene, Hale, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Perry, Pickens, Randolph, St. Clair, Shelby, Talladega, Tallapoosa, Tuscaloosa, Walker, Winston;
 MISSISSIPPI: Lowndes, Monroe, Noxubee

BISMARCK, N. D.

Population	136,000
Families	35,100
E.B.I.	\$159,848,000

NORTH DAKOTA: Burleigh, Emmons, Grant, Kidder, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Ramsey (10%), Sheridan, Sioux, Towner (20%), Wells

BLOOMINGTON, Ill.

Population	294,100
Families	89,900
E.B.I.	\$484,468,000

ILLINOIS: Dewitt, Livingston, Logan, McLean, Piatt, Tazewell, Woodford

BLOOMINGTON, Ind.

Population	2,031,400
Families	631,900
E.B.I.	\$3,428,305,000

ILLINOIS: Clark, Crawford, Edgar, Lawrence, Vermilion;
 INDIANA: Bartholomew, Boone, Brown, Carroll, Cass (25%), Clay, Clinton, Crawford, Daviess, Decatur, Dubois, Fountain, Greene, Hamilton, Hancock, Hendricks, Howard, Jackson, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Martin, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Pike, Putnam, Rush, Scott, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Warren, Washington

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

IN BEAUMONT-ORANGE PORT ARTHUR MORE PEOPLE WATCH KFDM-TV THAN ALL OTHER STATIONS COMBINED


KFDM-TV CHANNEL 6 BEAUMONT TEXAS

Serving 101,000
 TV families

PULSE
 Share of Audience
 6-12 Midnight

KFDM-TV	71.0
Channel 31	4.0
Channel 11	10.0
Channel 7	5.0
Channel 2	10.0


Nov. 1955



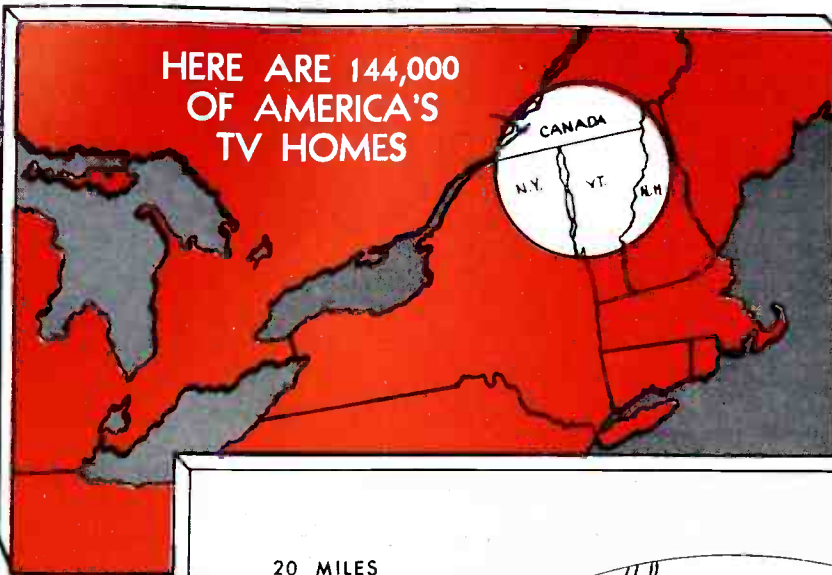
ARB
 % of TV Homes
 Station Viewed Most
 after 6 P.M.

KFDM-TV	93
Channel 2	2
Channel 11	1
Channel 7	1
Others	2
No choice	1

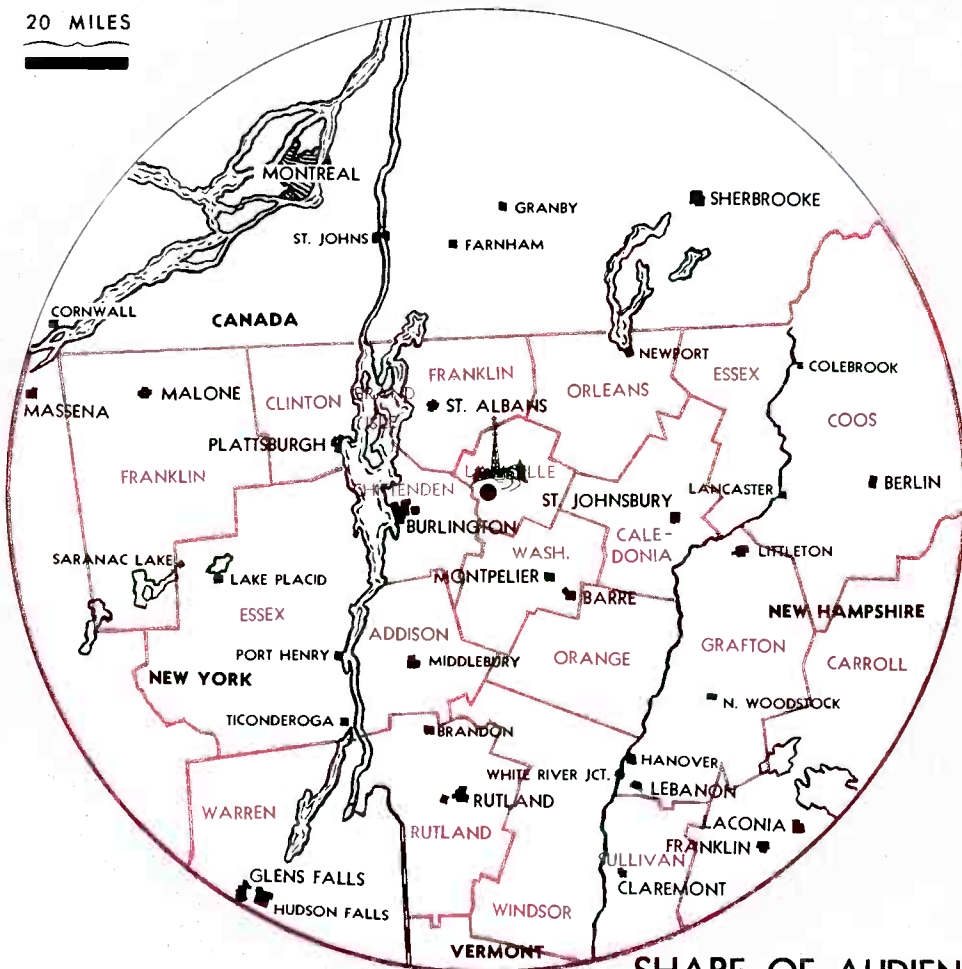
Jan. 1956



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)

WCAJ-TV 45.6%

Station A 10.6%

Station B 14.3%

Station C 17.4%

Misc. 12.1%

WCAJ-TV
Channel 3
BURLINGTON VERMONT
REPRESENTED BY WEED TELEVISION

ALL DATA U.S. ONLY



BLUEFIELD, W. Va.		
DATA INCOMPLETE		
BOISE, Ida.		
Population	281,700	
Families	85,000	
E.B.I.	\$369,169,000	
IDAHO: Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Gooding, Owyhee, Payette, Twin Falls, Washington;		
OREGON: Baker, Malheur		
WOODSTON, Mass.		
Population	4,902,100	
Families	1,431,600	
E.B.I.	\$8,398,289,000	
MAINE: Cumberland, York;		
MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;		
NEW HAMPSHIRE: Cheshire, Hillsborough, Merrimack, Rockingham, Strafford		
BRIDGEPORT, Conn.		
Population	1,643,400	
Families	474,200	
E.B.I.	\$3,242,258,000	
CONNECTICUT: Fairfield, New Haven;		
NEW YORK: Suffolk		
BUFFALO, N. Y.		
Population	1,732,300	
Families	514,200	
E.B.I.	\$2,687,195,000	
NEW YORK: Allegany, Cattaraugus, Chautaugua, Erie, Genesee, Livingston, Niagara, Orleans, Seneca, Yates (50%), Wyoming;		
PENNSYLVANIA: McKean (50%), Warren (50%)		
BURLINGTON, Vt.		
Population	625,000	
Families	174,200	
E.B.I.	\$793,893,000	
NEW HAMPSHIRE: Belknap (50%), Carroll (75%), Coos, Grafton, Sullivan;		
NEW YORK: Clinton, Essex, Franklin, Hamilton (33%), St. Lawrence (33%), Warren (50%), Washington (25%);		
VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland (50%), Washington, Windsor (50%)		
BUTTE, Mont.		
Population	75,100	
Families	25,400	
E.B.I.	\$121,062,000	
MONTANA: Deer Lodge, Silver Bow		
ADILLAC, Mich.		
Population	611,400	
Families	178,900	
E.B.I.	\$749,597,000	
MICHIGAN: Alcona, Alpena, Antrim, Arenac, Benzie, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Gladwin, Grand Traverse, Gratiot, Iosco, Isabella, Kalkaska, Lake, Leelanau, Manistee, Mason, Mecosta, Missaukee, Montcalm, Montmorency, Muskegan, Newaygo, Oceana, Ogemaw, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Wexford		

These top agencies rely on TELEVISION MAGAZINE's Receiver Circulation Report:

McCANN ERICKSON

"We find TELEVISION MAGAZINE's circulation data extremely useful . . . it's essential information."

J. WALTER THOMPSON

"Since last year, it's been our official policy to use your market data and set figures."

TED BATES

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

KENYON & ECKHARDT

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

LENNEN & NEWELL

"Everyone connected with buying looks at your estimates. Aside from our own research your data is our basic guide."

N. W. AYER

"Your method of computing circulation should produce the soundest available figures; we've decided to adopt them as a standard for now."

ESTY

"Your circulation report comes closer to what we need than anything else that is generally available. We really do make use of it."

BIOW

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

MAXON

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

EARLE LUDGIN

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

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

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

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

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

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

KFVS TELEVISION

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

Antenna Height: 990 Ft. Above Average Terrain

Channel 12

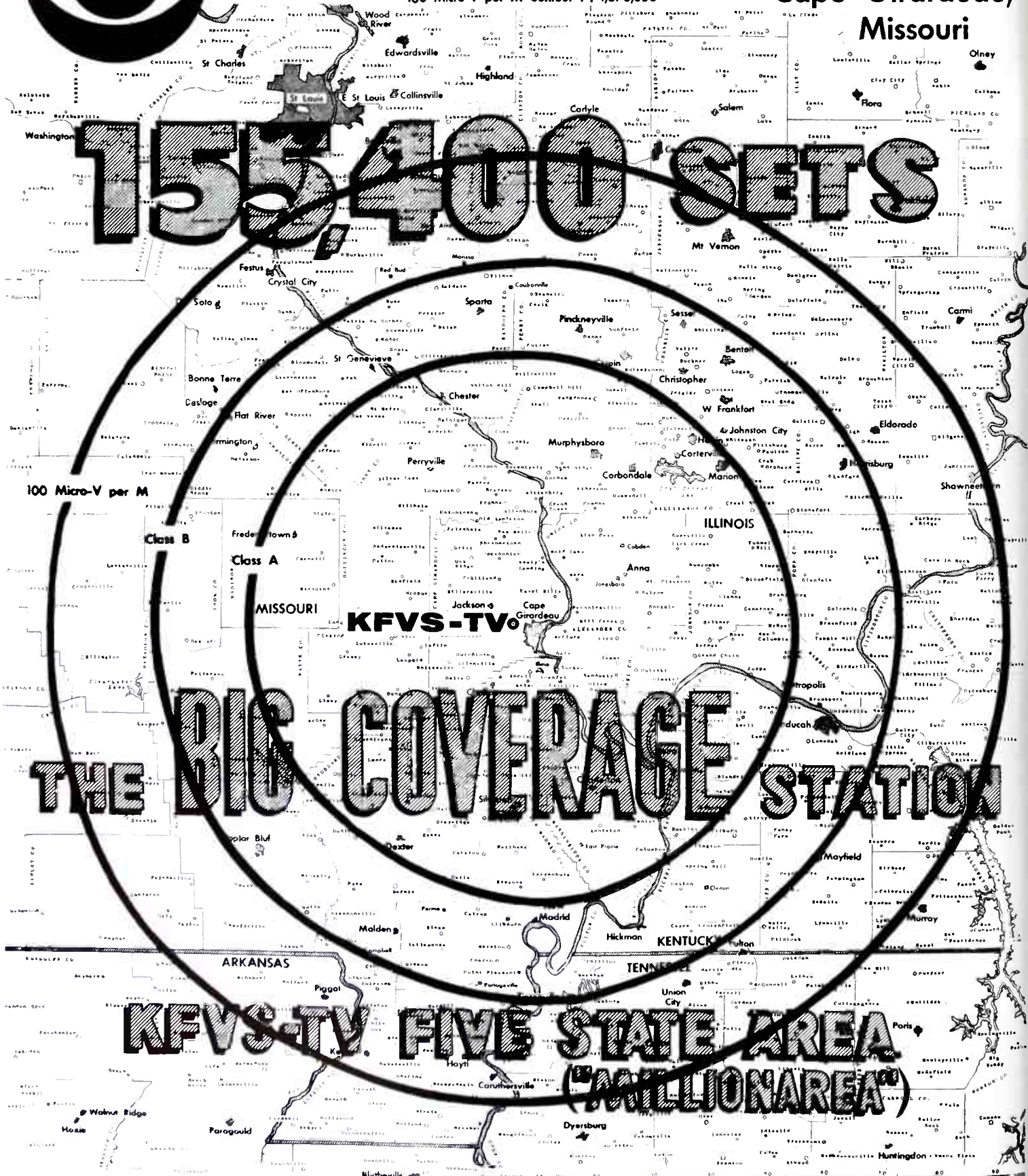


POPULATION:

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

Cape Girardeau, Missouri

1,534,000 SETS



100 Micro-V per M

Class B

Class A

MISSOURI

KFVS-TV

ILLINOIS

THE BIG COVERAGE STATION

KFVS-TV FIVE STATE AREA (MILLIONAIRE)

Represented By HEADLEY-REED

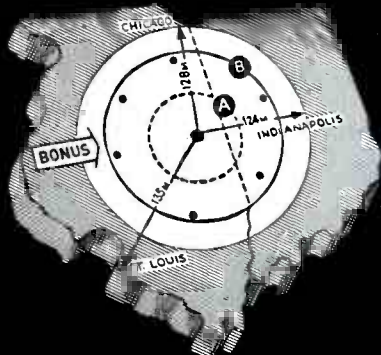
WCIA CHANNEL 3

45th TV MARKET
Television Magazine, February 1956



CBS
Official Outlet

- 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

CAPE GIRARDEAU, Mo.

Population	927,600
Families	278,300
E.B.I.	\$993,387,000

ARKANSAS: Clay (50%);
ILLINOIS: Alexander, Franklin, Jackson, Jefferson (50%), Johnson, Massac, Perry, Pope, Pulaski, Randolph, Saline, Union, Washington, Williamson;
KENTUCKY: Ballard, Callaway, Carlisle, Fulton, Graves, Hickman, Livingston, McCracken, Marshall (50%);
MISSOURI: Bollinger, Butler, Cape Girardeau, Dunklin (50%), Iron, Madison, Mississippi, New Madrid, Pemiscot (50%), Perry, Reynolds, St. Francois, Ste. Genevieve, Scott, Stoddard, Wayne;
TENNESSEE: Lake, Obion

CARTHAGE-WATERTOWN, N. Y.

Population	323,200
Families	93,600
E.B.I.	\$411,265,000

NEW YORK: Hamilton (50%), Herkimer (10%), Jefferson, Lewis, Oneida (10%), Oswego, St. Lawrence

CEDAR RAPIDS, Iowa†

Population	945,200
Families	285,600
E.B.I.	\$1,469,046,000

ILLINOIS: Jo Daviess;
IOWA: Benton, Black Hawk, Bremer, Buchanan, Cedar, Clayton, Delaware, Dubuque, Fayette, Grundy, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Muscatine, Poweshiek, Tama, Wapello (50%), Washington, Butler, Clinton, Henry (75%), Jasper (50%);
WISCONSIN: Grant

†Unadjusted for new data pending further study.

CHAMPAIGN, Ill.

Population	1,436,700
Families	444,700
E.B.I.	\$2,342,015,000

ILLINOIS: Champaign, Christian, Clark, Coles, Crawford, Cumberland, De Witt, Douglas, Edgar, Effingham, Ford, Grundy, Iroquois, Jasper, La Salle, Livingston, Logan, McLean, Macon, Morgan (25%), Moultrie, Piatt, Sangamon, Shelby, Tazewell, Vermilion, Woodford;
INDIANA: Benton, Clay, Fountain, Montgomery, Newton, Parke, Putnam, Sullivan, Tippecanoe, Vermillion, Warren

CHARLESTON, S. C.

Population	833,200
Families	201,500
E.B.I.	\$754,657,000

GEORGIA: Chatham (25%);
SOUTH CAROLINA: Allendale (50%), Bamberg, Beaufort, Berkeley, Calhoun (50%), Charleston, Clarendon, Colleton, Dorchester, Florence, Georgetown, Hampton, Horry, Jasper, Marion, Orangeburg, Sumter, Williamsburg

CHARLESTON-HUNTINGTON, W. Va.

Population	2,093,600
Families	536,000
E.B.I.	&2,307,682,000

KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Letcher, Lewis, Magoffin, Martin, Morgan, Perry, Pike, Rowan;
OHIO: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Scioto, Vinton, Washington;

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

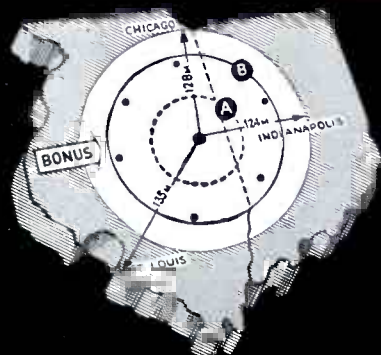
WCIA CHANNEL 3

45th TV MARKET
Television Magazine, February 1956



CBS
Official Outlet

- 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

KHSL-TV DELIVERS 89% OF TUNE-IN AUDIENCE*

CHECK THESE FACTS!

STATION	SHARE OF AUDIENCE
KHSL-TV	89%
Station B	3%
Station C	2%
Station D	2%
Station E	2%
Station F	1%
Misc. TV	1%



IF YOU'RE LOOKING FOR AUDIENCE IN THE GOLDEN EMPIRE, REMEMBER THIS!

- 1 KHSL-TV is located in Chico, California, in the heart of the Golden Empire – an area walled in by mountains that obstruct the signals of most other stations.
- 2 There isn't another TV transmitter within 105 air miles of KHSL-TV, Channel 12, Chico.
- 3 Without KHSL-TV, you would need 9 radio stations and 16 newspapers to cover the area.
- 4 KHSL-TV is affiliated with CBS, NBC, and ABC, carrying the cream of the country's TV programs.
- 5 *You have to be on the inside – like KHSL-TV – to do the job in the Golden Empire!*

Population 391,500
 Potential TV Homes 124,800
 Retail Sales \$437,400,000

KHSL-TV
CHANNEL 12
THE GOLDEN EMPIRE STATION

180 E. FOURTH STREET, CHICO, CALIFORNIA

Represented by: Avery-Knodel, Inc.
 New York • Chicago • Dallas • Atlanta • Los Angeles

San Francisco Representative
 Golden Empire Broadcasting Company
 George Ross, Nat'l. Sales Mgr., San Francisco

*PULSE, INC.

Television Share of Audience
 Four California Counties
 Butte, Glenn, Tehama, Shasta
 October 24, 25, 26, 27, 28, 1955
 6:00 P.M. to 12 Midnight.

WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mason, Mercer (50%), Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Randolph, Roane, Upshur, Wayne, Webster, Wirt, Wood, Wyoming

CHARLOTTE, N. C.

Population 2,686,500
Families 676,000
E.B.I. \$2,987,119,000

NORTH CAROLINA: Alexander, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Iredell, Lincoln, McDowell, Mecklenburg, Mitchell, Montgomery, Moore, Polk, Randolph, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanly, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey;

SOUTH CAROLINA: Cherokee, Chester, Chesterfield, Darlington, Dillon, Fairfield, Greenville (25%), Kershaw, Lancaster, Laurens, Lee, Marlboro, Newberry, Pickens, Spartanburg, Union, York

CHATTANOOGA, Tenn.

Population 848,400
Families 222,900
E.B.I. \$848,236,000

ALABAMA: Cherokee, De Kalb, Jackson;

GEORGIA: Catoosa, Chattooga, Dade, Dawson, Fannin, Floyd (33%), Gilmer, Gordon, Lumpkin, Murray, Pickens, Union, Walker, Whitfield;

NORTH CAROLINA: Cherokee, Clay, Graham;

TENNESSEE: Bledsoe, Bradley, Coffee, Franklin, Grundy, Hamilton, Lincoln, McMinn, Marion, Meigs, Moore, Polk, Rhea, Sequatchie, Van Buren, Warren, White

CHEYENNE, Wyo.

Population 163,800
Families 47,900
E.B.I. \$264,303,000

COLORADO: Larimer (10%), Weld (25%);

NEBRASKA: Banner, Kimball, Scottsbluff;
WYOMING: Albany, Goshen, Laramie, Platte

CHICAGO, Ill.

Population 7,386,100
Families 2,259,600
E.B.I. \$15,449,873,000

ILLINOIS: Boone, Cook, De Kalb, Du Page, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, Livingston, McHenry, Ogle, Will;

INDIANA: Fulton (25%), Jasper, Lake, LaPorte, Marshall (50%), Newton, Porter, Pulaski, St. Joseph (50%), Starke;

MICHIGAN: Berrien, Cass, Van Buren;

WISCONSIN: Kenosha, Racine, Walworth

CHICO, Cal.

Population 344,400
Families 110,100
E.B.I. \$556,604,000

CALIFORNIA: Butte, Colusa, Glenn, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Sutter, Tehama, Yolo (50%), Yuba

CINCINNATI, Ohio

Population 2,096,200
Families 637,200
E.B.I. \$3,425,251,000

INDIANA: Dearborn, Decatur, Fayette, Franklin, Henry (50%), Jefferson, Jennings, Ohio, Ripley, Rush, Switzerland, Union, Wayne;

KENTUCKY: Boone, Bourbon, Bracken, Campbell, Carroll, Fayette, Fleming (50%), Franklin, Gallatin, Grant, Harrison, Henry, Kenton, Lewis (50%), Mason, Nicholas, Owen, Pendleton, Robertson, Scott, Trimble, Woodford (50%);

OHIO: Adams, Brown, Butler, Clermont, Clinton, Fayette, Greene, Hamilton, Highland, Preble, Warren

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

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

Charles P. Cahill
Commercial Manager

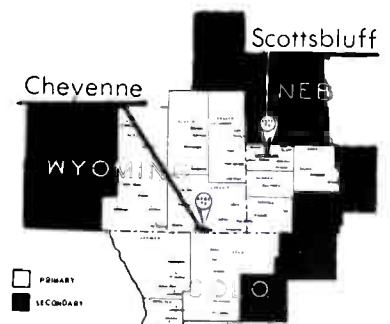
George P. Hollingberry
National Sales Representative

**CBS
ABC
NBC**



TWO FOR ONE
Two Stations For the Price
of One In a New Metro-
politan Area *

\$64,000 Question
George Gobel
Phil Silvers
Disneyland
Person to Person
Your Hit Parade
Do You Trust Your Wife?
Dragnet
Lawrence Welk
Jackie Gleason



Cheyenne • Scottsbluff

* SALES MANAGEMENT
Population 422,000

CLEVELAND, Ohio

Population 4,285,900
 Families 1,273,500
 E.B.I. \$8,153,695,000

OHIO: Ashland, Ashtabula, Carroll, Columbiana, Coshoto, Crawford, Cuyahoga, Erie, Geauga, Harrison, Holmes, Huron, Jefferson (33%), Knox, Lake, Lorain, Mahoning, Marion (50%), Medina, Morrow, Ottawa, Portage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot;
 PENNSYLVANIA: Crawford (25%), Lawrence (50%), Mercer (50%)

COLORADO SPRINGS-PUEBLO, Colo.

Population 338,300
 Families 101,500
 E.B.I. \$437,802,000

COLORADO: Bent, Cheyenne, Crowley, Custer, Douglas (50%), Elbert, El Paso, Fremont, Huerfano, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Pueblo, Teller

COLUMBIA, Mo.

Population 438,300
 Families 135,300
 E.B.I. \$547,605,000

MISSOURI: Audrain, Benton (50%), Boone, Callaway, Camden, Chariton, Cole, Cooper, Franklin (50%), Gasconade, Howard, Macon (50%), Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pike (25%), Pulaski, Ralls (25%), Randolph, Saline, Shelby (50%), Warren (50%)

COLUMBIA, S. C.

Population 774,500
 Families 187,600
 E.B.I. \$753,997,000

SOUTH CAROLINA: Aiken (50%), Bamberg, Barnwell, Calhoun, Chester, Chesterfield (50%), Clarendon, Darlington (50%), Edgefield, Fairfield, Kershaw, Lancaster, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter, Union

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

** Now more than ever*

Tops in all 3

in Columbia, South Carolina

WIS-TV ch.10

dominates all 3 network, local productions, syndicated film.

31
~~29~~ of the top 36 shows are on WIS-TV! †

*An important change has occurred in the Columbia Television market. There are now 2 stations here instead of 3. And WIS-TV—Columbia's only V—adds ABC's top-rated shows to its existing powerhouse schedule.

† ARB Columbia, S. C., Nov. 13-19, 1955

Only WIS-TV reaches so many so much of the time.



for details see your FREE & PETERS man

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

WIS-TV
CHANNEL 10
 COLUMBIA, SOUTH CAROLINA.

TV market studies to order

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

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

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

TV is a business of
personalities and

WEWS

ABC-TV
CHANNEL 5

has the *top selling* personalities in
CLEVELAND



Bob Dale

"As you present them, we LIKE watching commercials." That's what viewers often write to Bob Dale... since 1948 a favorite emcee and movie host, whose deft handling of cut-ins makes commercials more resultful for WEWS advertisers.



Mary Ellen

Large Ballroom needed to accommodate studio-audience crowds... 6000 write-ins from one announcement... Guests booked five months ahead... Such is typical viewer-enthusiasm for Cleveland's big, new TV personality, vivacious Mary Ellen and her "Fun Farm."



Gene Carroll

Sales up 242% in first 26 weeks, with continued gains over six-year period... Five-year unbroken record of sales gains for another advertiser... just a few of the sales achievements of Gene Carroll, song, dance and comedy favorite of the WEWS audience.



Paige Palmer

Consistently voted Cleveland's outstanding show for women, Paige Palmer's tips on beauty, health and better living have built a loyal audience that believes AND BUYS when Paige recommends... ideal for effective presentation of any product for the Home.

These are just four of the WEWS personalities who are welcomed and respected friends in the more than a million homes of America's 11th TV market.

Throughout the 35 WEWS counties in northern Ohio and western Pennsylvania, they're the people viewers know as friends—whose believability materially increases results for participating sponsors.

And WEWS on-the-air performers are supported by unequalled production personnel and sales-service departments... plus increasingly strong ABC-TV network features... all good reasons that make it pleasant as well as profitable to do business with WEWS.



SCRIPPS - HOWARD RADIO INC.

Represented by

BLAIR-TV

WOW!! HOW WE'VE GROWN!

WTVN TV % of audience December 1953	
sign on-noon	13.9
noon-6 p.m.	23.2
6 p.m.-midnight	16.4

*

WTVN TV % of audience December 1955	
sign on-noon	33.5
noon-6 P.M.	34.8
6 P.M.-midnight	24.5

*



*ARB

WTVN TV HAS INCREASED ITS AUDIENCE IN TWO YEARS	
sign on-noon	141.0%
noon-6 p.m.	50.0%
6 p.m.-midnight	49.4%

*

See your Katz-man for top availabilities



WTVN-TV CHANNEL SIX
COLUMBUS OHIO
A B C

COLUMBUS, Ga.

Population 980,200
 Families 239,500
 E.B.I. \$1,012,414,000

ALABAMA: Barbour, Bullock, Chambers, Clay, Coosa (75%), Dale, Elmore, Henry, Houston (50%), Lee, Macon, Pike, Randolph, Russell, Tallapoosa;
 GEORGIA: Baker, Calhoun, Chattahoochee, Clay, Coweta, Crawford, Crisp, Dooly (50%), Dougherty, Early, Harris, Heard, Lamar, Lee, Macon, Marion, Meriwether, Miller, Muscogee, Peach (50%), Pike, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson, Webster, Worth (50%)

COLUMBUS, Ohio

Population 1,872,900
 Families 556,000
 E.B.I. \$3,118,335,000

OHIO: Ashland, Athens, Champaign, Clark, Clinton, Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene, Hardin, Highland, Hocking, Holmes, Jackson, Knox, Licking, Logan, Madison, Marion, Morgan, Morrow, Muskingum, Perry, Pickaway, Pike, Richland, Ross, Union, Vinton, Wyandot

CORPUS CHRISTI, Tex.

Population 331,900
 Families 86,300
 E.B.I. \$463,317,000

Texas: Jim Wells, Kleberg, Nueces, San Patricio

DALLAS-FORT WORTH, Tex.†

Population 2,194,800
 Families 665,700
 E.B.I. \$3,499,989,000

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

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

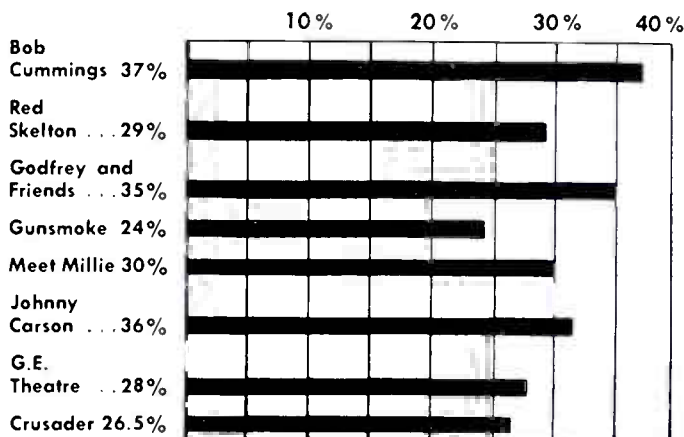


Like
 Magic?
 No....



wbns-tv's dominant position
 in the rapidly growing
 Central Ohio market
 determines audience delivery.

wbns-tv Percentage Ratings Over National Ratings.



In January, 1956, for instance, **wbns-tv's** audience delivery on "Stage Show" was 50% over national ratings.

Other ratings on popular CBS evening network programs* (illustrated in the graph) indicate strong market preference for **wbns-tv's** program schedule.

In the fast growing Central Ohio market, dominated by **wbns-tv**, the Columbus Metropolitan population alone now stands at 607,890 and is increasing at the rate of 48.8 persons per day.

Ask your "Blair" man about spot availabilities around these high rated programs. **wbns-tv** is a sure buy in one of America's fastest growing markets.

*Composite ratings for CBS-TV programs based on multiple markets and specially prepared for **wbns-tv** by the American Research Bureau.

wbns-tv

**channel 10
 columbus, ohio**

*Affiliated with
 Columbus Dis-
 patch. General
 Sales Office: 33
 North High St.*



THE QUAD-CITIES

one of the

"FIRST 100" MARKETS

(from Sales Management's 1955 Survey)

86TH IN POPULATION

79TH IN NO. OF FAMILIES

75TH IN RETAIL SALES

83RD IN FOOD STORE SALES

74TH IN GEN. MDSE. SALES

69TH IN AUTOMOTIVE SALES

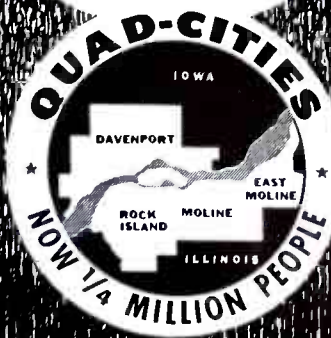
71ST IN DRUG STORE SALES

50TH IN EBI PER FAMILY

43RD IN EBI PER CAPITA

WHBF am-tv is the Quad Cities favorite station for one quarter million people who spend \$450 million.

CBS FOR THE



WHBF AM TV
ROCK ISLAND, ILL.

REPRESENTED BY AVERY-KNODEL

OKLAHOMA: Bryan, Marshall;
TEXAS: Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Limestone, McLennan (25%), Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Smith, Somervell, Tarrant, Van Zandt, Wise, Wood

†Unadjusted for new data pending further study.

DANVILLE, ILL.

Population	397,600
Families	120,300
E.B.I.	\$650,651,000

ILLINOIS: Champaign, Douglas, Edgar, Ford, Iroquois, Vermillion, Warren;

INDIANA: Benton, Fountain, Parke, Vermillion, Warren

DAVENPORT-ROCK ISLAND, ILL.

Population	1,102,200
Families	338,100
E.B.I.	\$1,793,528,000

ILLINOIS: Bureau, Carroll, Fulton (50%), Henderson, Henry, Jo Daviess, Knox, La Salle (50%), Lee (50%), McDonough (50%), Marshall (50%), Mercer, Ogle (50%), Rock Island, Stark, Stephenson (50%), Warren, Whiteside;

IOWA: Cedar, Clinton, Des Moines, Dubuque, Henry, Jackson, Johnson, Jones, Lee, Louisa, Muscatine, Scott, Washington

DAYTON, Ohio

Population	1,773,700
Families	528,900
E.B.I.	\$2,994,849,000

INDIANA: Adams, Fayette, Franklin, Jay, Randolph, Union, Wayne;

OHIO: Allen, Auglaize, Brown, Butler, Champaign, Clark, Clinton, Darke, Fayette, Greene, Hardin, Highland, Logan, Madison, Marion, Mercer, Miami, Montgomery, Preble, Putnam, Shelby, Union, Van Wert, Warren, Wyandot

DECATUR, Ala.

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

ALABAMA: Cullman, Lawrence, Limestone, Madison, Morgan

DECATUR, ILL.

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

ILLINOIS: Champaign, Christian, Coles, Cumberland, DeWitt, Douglas, Effingham (50%), Fayette (50%), Logan, Macon, Mason (75%), Menard, Montgomery, Moultrie, Piatt, Sangamon, Shelby, Tazewell (50%)

DENVER, Colo.

Population	1,056,600
Families	327,200
E.B.I.	\$1,714,266,000

COLORADO: Adams, Arapahoe, Boulder, Clear Creek, Denver, Douglas, Elbert, Gilpin,

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

How much income do you reach?

	Standard Metro. Area	Television Market
Lynchburg	\$ 104,613,000	\$1,257,025,000
Macon	197,371,000	559,473,000
Madison	345,324,000	959,006,000
Manchester	244,698,000	4,001,874,000
Memphis	814,568,000	2,119,271,000
Milwaukee	1,815,010,000	4,112,908,000
Monroe	115,281,000	722,566,000
Montgomery	204,880,000	685,667,000
Muncie	168,114,000	677,479,000
Nashville	533,435,000	1,963,092,000

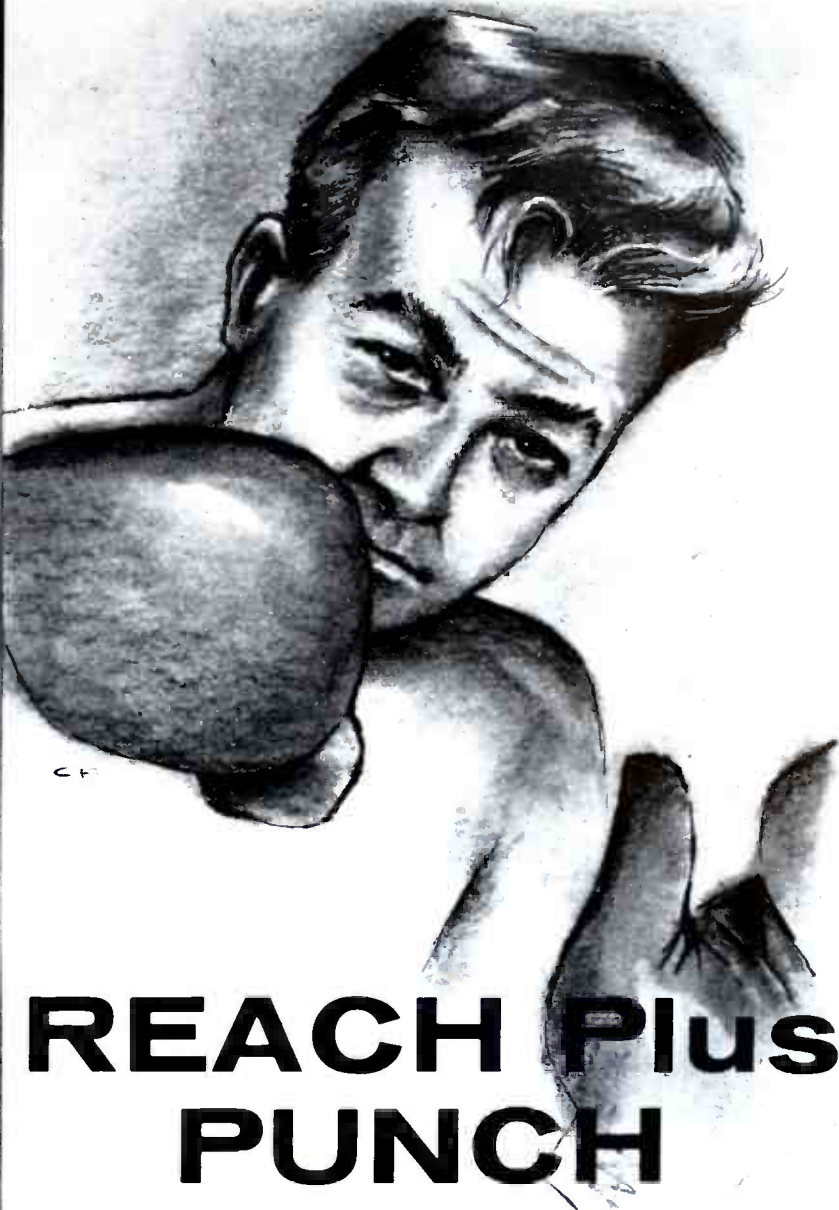
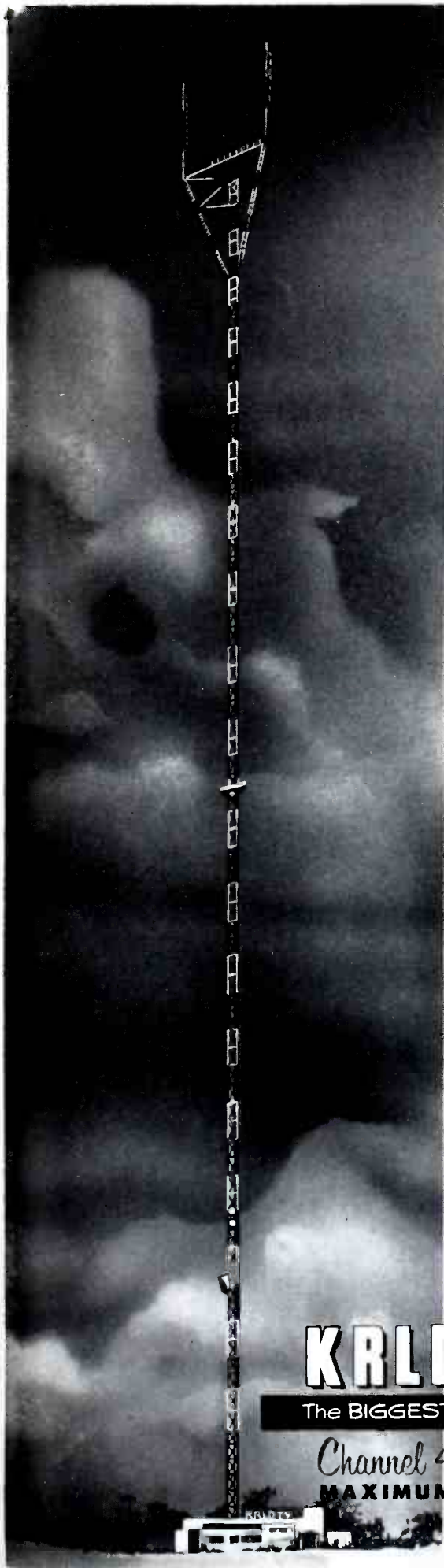
The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Manchester, for example, 94 per cent of the television market's spending money is outside 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 109-117 of this issue.

TELEVISION MAGAZINE

12th year of publication



REACH Plus PUNCH

REACH...

KRLD-TV's maximum-power Channel 4 signal is now beamed from atop Texas' tallest tower... 1,685 feet above average terrain... vastly increasing its coverage area.

PUNCH...

Telepulse, December, 1955, for the Dallas Metropolitan Area, showed KRLD-TV, in this 4-station market, with 15 out of the 16 top once-a-week programs... that KRLD-TV dominates, with more viewers, morning, afternoon and night, Monday through Friday.

No other medium sells the Top O' Texas Market like...

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas
MAXIMUM POWER

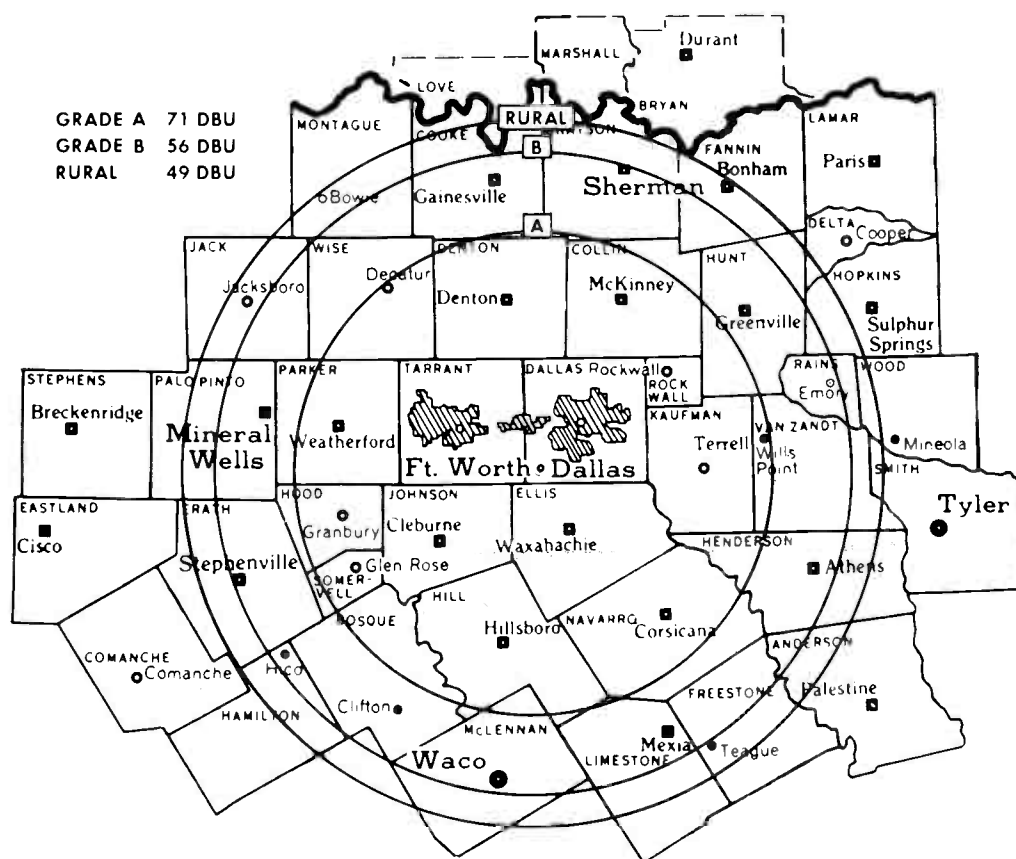
Owners and operators of KRLD, 50,000 Watts
The Times Herald Station... The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



316,000



**DALLAS-FT. WORTH
NORTH TEXAS MARKET**

C H A N N E L 8

W F A A - T V

watts strong

1,521 feet above ground
(1685 feet above average terrain)

Check These Fabulous Facts:

Population (39 Texas and 3
Oklahoma Counties) 2,272,600

Urban 1,603,900

Rural 668,700

Effective Buying

Income \$3,477,072,000

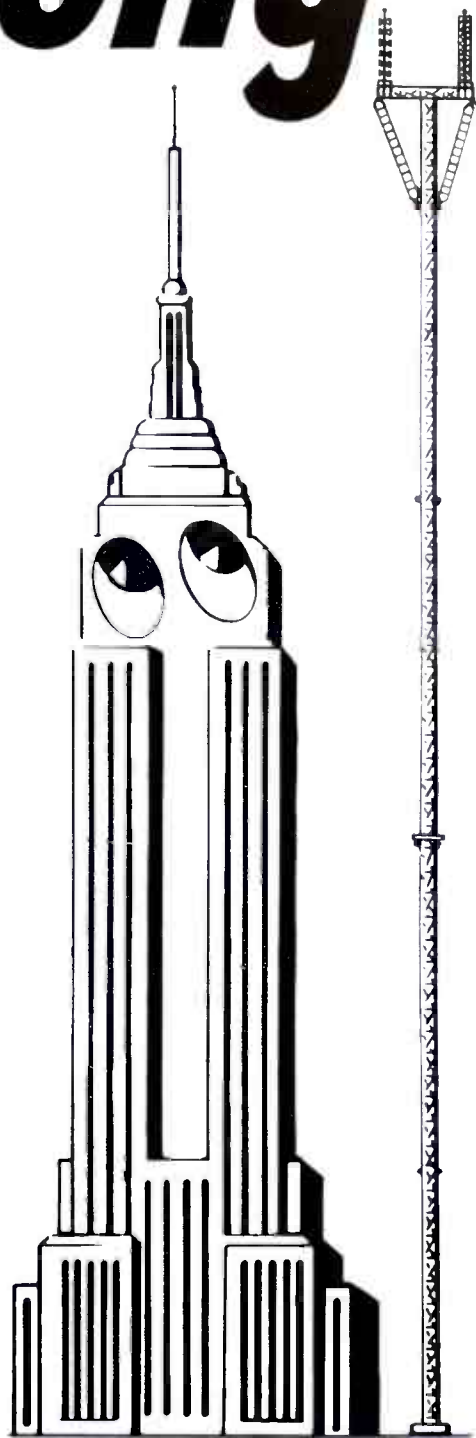
Retail Sales . . . \$2,582,192,000

(Source: Sales Management Survey of Buying
Power, May 10, 1955)

SET COUNT 552,740

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station



DALLAS

51 Ft. Taller
than the
EMPIRE STATE BLDG.



WOW!

**LOOK AT THE
NEW RATINGS
IN IOWA**

ARB and PULSE AGREE:

KRNT  TV

**NOW DOMINATES
In Des Moines**

**TO MENTION A FEW OF THE CHANNEL 8
LEADS IN ARB NOVEMBER SCOREBOARD:**

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

**KATZ HAS ALL THE FACTS ON
KRNT & KRNT-TV . . . Cowles Operations**

Grand, Jefferson, Lake, Larimer, Logan, Morgan, Phillips, Washington, Weld, Yuma;
WYOMING: Laramie

DES MOINES, Iowa

Population 839,700
Families 265,300
E.B.I. \$1,356,221,000

IOWA: Adair, Appanoose, Benton (50%), Boone, Carroll, Clarke, Dallas, Decatur, Franklin (50%), Greene, Grundy (50%), Guthrie, Hamilton, Hardin, Iowa, Jasper, Keokuk, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Polk, Poweshiek, Story, Tama (50%), Union, Wapello, Warren, Wayne, Webster (50%)

DETROIT, Mich.-WINDSOR, Can.

Population 5,213,500
Families 1,506,800
E.B.I. \$10,418,887,000

MICHIGAN: Genesee, Hillsdale, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne;
OHIO: Fulton, Henry (50%), Lucas, Ottawa, Sandusky (50%), Wood (50%)

DOTHAN, Ala.

Population 288,600
Families 72,800
E.B.I. \$219,175,000

ALABAMA: Barbour (75%), Coffee, Covington (15%), Dale, Geneva, Henry, Houston, Pike (50%);
FLORIDA: Holmes, Jackson, Walton (10%), Washington;
GEORGIA: Calhoun (75%), Clay, Decatur (25%), Early, Miller, Quitman (50%), Randolph (25%), Seminole

DULUTH, Minn.-SUPERIOR, Wis.

Population 524,500
Families 157,000
E.B.I. \$706,956,000

MICHIGAN: Gogebic;
MINNESOTA: Aitkin, Beltrami, Carlton, Crow Wing, Itasca, Lake, Pine, St. Louis;
WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Sawyer, Washburn

DURHAM, N. C.

Population 1,848,400
Families 442,000
E.B.I. \$2,076,402,000

NORTH CAROLINA: Alamance, Caswell, Chatham, Cumberland, Durham, Edgecombe, Franklin, Granville, Guilford, Halifax, Harnett, Hoke, Johnston, Lee, Montgomery (50%), Moore, Nash, Orange, Person, Randolph, Rockingham, Sampson (50%), Vance, Wake, Warren, Wayne, Wilson;
VIRGINIA: Brunswick, Charlotte, Halifax, Henry, Lunenburg, Mecklenburg, Pittsylvania

EASTON, Pa.—See Bethlehem-Allentown-Easton

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

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

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

- unduplicated circulation data for individual lineups
- market rankings by current and potential circulation
- studies showing maximum or minimum coverage

Write to the Research Manager,

TELEVISION MAGAZINE
600 Madison Avenue
New York 22, N. Y.

New ARB Study:

WTVD

leads 4 to 1

**IN DURHAM-RALEIGH
MARKET**

CLASS A & B QUARTER HOURS

WTVD leads in 135

Others lead in 33

CLASS A QUARTER HOURS

WTVD leads in 71

Others lead in 27

CLASS B QUARTER HOURS

WTVD leads in 64

Others lead in 6

*Your Best Buy
for Durham-Raleigh*

WTVD

DURHAM-RALEIGH

**Channel 11
NBC-ABC**

Call Edward Petry Co.



**THE NEXT
MEDICAL MILESTONE—
CONQUEST
OF CANCER?**

In a few short years we've seen the discovery of antibiotics, new wonder drugs for tuberculosis, a vaccine for polio.

We will see the conquest of cancer, too, if people want it badly enough.

Last year the American Cancer Society was unable to fill requests for research funds totalling almost \$3,000,000. The reason—

not enough money. Did you give all you could? Will you give all you can?

Give to your Unit of the American Cancer Society, or mail your gift to **CANCER**, c/o your town's Postmaster.



**AMERICAN CANCER
SOCIETY**

EAU CLAIRE, Wis.

Population	363,300
Families	102,100
E.B.I.	\$436,308,000

WISCONSIN: Barron, Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Pepin, Pierce (25%), Rusk, St. Croix (25%), Taylor, Trempealeau, Wood

EL DORADO, Ark.

Population	332,900
Families	90,000
E.B.I.	\$321,459,000

ARKANSAS: Ashley, Bradley, Calhoun, Cleveland, Columbia, Dallas, Nevada, Ouachita, Union;
LOUISIANA: Claiborne, Lincoln, Morehouse, Union, Webster

ELKHART-SOUTH BEND, Ind.

Population	842,600
Families	257,400
E.B.I.	\$1,441,998,000

INDIANA: DeKalb (25%), Elkhart, Fulton, Kosciusko, Lagrange, La Porte, Noble, Pulaski, St. Joseph, Starke, Steuben (25%), Whitley;
MICHIGAN: Berrien, Branch (50%), Cass, St. Joseph, Van Buren

EL PASO, Tex.-JUAREZ, Mex.

Population	375,900
Families	92,900
E.B.I.	\$528,494,000

NEW MEXICO: Dona Ana, Grant, Luna, Otero, Sierra;
TEXAS: El Paso, Hudspeth

ENID, Okla.

Population	352,200
Families	108,800
E.B.I.	\$472,306,000

KANSAS: Barber (50%), Cowley (50%), Harper, Sumner;
OKLAHOMA: Alfalfa, Blaine, Dewey (50%), Garfield, Grant, Kay, Kingfisher, Lincoln (50%), Logan, Major, Noble, Osage (50%), Pawnee, Payne, Woods

ERIE, Pa.

Population	452,500
Families	135,100
E.B.I.	\$726,997,000

NEW YORK: Chautauqua (50%);
OHIO: Ashtabula (50%);
PENNSYLVANIA: Crawford, Erie, Warren (50%)

EUGENE, Ore.

Population	359,300
Families	111,300
E.B.I.	\$532,242,000

OREGON: Benton, Douglas, Lane, Lincoln (50%), Linn, Polk

EUREKA, Cal.

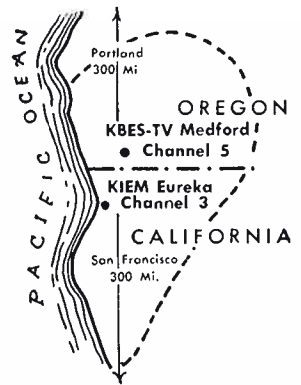
Population	130,700
Families	42,800
E.B.I.	\$238,736,000

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

**the CALIF.-ORE.
TV TWINS**

*... bridge the gap between
San Francisco and Portland
with EXCLUSIVE VHF
coverage on
Channels 3 & 5*

(FULL POWER IN 1956)



the Smullin TV Stations

KIEM | **KBES**
Channel **3** | Channel **5**
Eureka, Calif. | *Medford, Ore.*

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

TWO MARKETS • ONE BILLING

MARKET FACTS

Population	321,766
Families	106,535
TV Families	57,240
Retail Sales	\$420,528,000
Consumer Spendable Income	\$467,743,000



for CALIF.-ORE. TV TWINS call
DON TELFORD Mgr. (TWX Eureka 16)
Hillside 3-3123

or ask



national representatives

New York • Chicago • Detroit • Jacksonville
St. Louis • San Francisco • Los Angeles • Dallas
Boston • Seattle

EL PASO'S GROWTH & DEVELOPMENT

... staggering ... in scope

Reader's Digest
January, 1956

Go Southwest,
Young Man!

By Paul Gallico



Impressions of "the boomingest, wealthiest, most vital, expanding and exciting state in the Union"

Construction on another multi-million dollar shopping center will begin this fall.

KROD-TV's antenna atop this same mountain, is the highest above sea level in Texas.

Acquisition of 4 1/2 more miles of right-of-way will hasten completion of another new City-County expressway.

THE LAST stop in the state is El Paso—The Pass, open door between the United States and Mexico on the Rio Grande. It was almost 20 years since I had visited that city, then a sleepy border town noted chiefly as the gateway to a drink and a bottle of French perfume. Its growth and development as of 1955 were staggering and Texan in scope.

What had been dust-dry desert country east of the city is now a humming series of airports, Army bases and jet airfields. Here was Fort Bliss, the guided-missile base, plus barracks, newly erected housing projects, shopping centers, stores and factories stretching almost as far as the eye could reach. From atop a 4000-foot mountain to the west the amazed eye took in networks of new roads and expressways in and around the city, new residences and flower gardens dotting the hills, the chimneys and towers, of industry. El Paso was El Paso no longer, but another of those self-contained worlds in which this always astonishing state abounds.

Military plans call for over 13 1/2 million in permanent construction at Fort Bliss and Biggs Field.

Northrop Aircraft plans a \$20,000,000 long-range development in El Paso.

One 5,000 home project under way—another 5,000 unit development just announced. City population now more than 220,009.

This "world" is the hub of the nation's largest retail trading area... and only KROD-TV covers it all.

El Paso is "staggering" in scope, but the El Paso Southwest market is even more FABULOUS! A market that shouldn't be overlooked when selecting your basic schedule.

It's America's largest retail trading area and covers 5 rich, growing Southern New Mexico and 2 West Texas counties and Juarez, Mexico, as well as Reader's

Digest's "prosperous, thriving El Paso." Buying power — more than 1 1/2 billion dollars!

KROD-TV, with its mountain-top antenna, is the only television station in El Paso that can effectively beam your selling message to this entire Fabulous Southwest. And KROD-TV is known throughout the industry for its effective promotion and merchandising.



KROD-TV

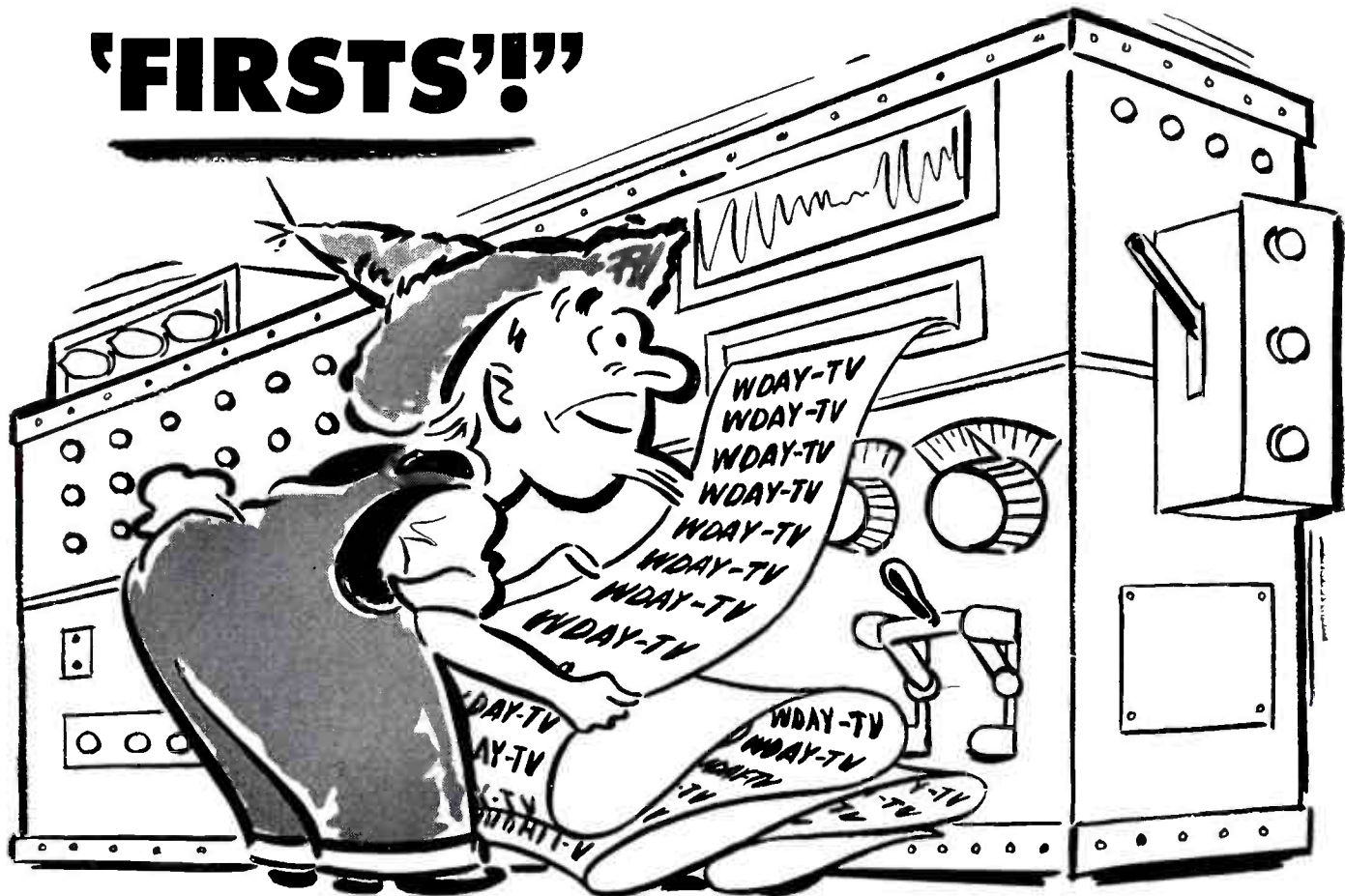
A MUST IN SELLING THE EL PASO SOUTHWEST

CBS and ABC Television Network Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

Owned and operated by the El Paso Times, Inc. Roderick Broadcasting Co. Affiliated with KROD—600 kc—5,000 watts Represented Nationally by the Branham Co.

"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"



YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area—14 of the top 15 FILM shows—all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — each between 40 and 50 miles away!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.
Exclusive National Representatives

AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
November 13-19, 1955

	AVERAGE WEEKLY RATINGS	
	WDAY-TV	Station B
12:00 - 5:00 p.m. Monday thru Friday	18.6	4.0
5:00 - 6:00 p.m. Monday thru Friday	33.8	8.7
6:00 - 10:30 p.m. Sunday thru Saturday	40.5	17.6

EXCLUSIVE WDAY-TV

"SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is PRODUCING RESULTS. Want some yourself?

Plan includes:

- 1 Free mass displays in all participating "supers" in one-week period — simultaneously.
- 2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.
- 3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

CALIFORNIA: Del Norte, Humboldt, Siskiyou (25%), Trinity

EVANSVILLE, Ind.-HENDERSON, Ky.

Population 560,600
Families 169,100
E.B.I. \$760,856,000

ILLINOIS: Edwards, Gallatin, Hamilton (25%),

Hardin (25%), Wabash, White;

INDIANA: Daviess (10%), Dubois (50%), Gibson,

Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Crittenden, Daviess, Hancock (50%),

Henderson, Hopkins, McLean, Muhlenberg (50%),

Ohio (25%), Union, Webster

FARGO, N. D.

Population 646,400
Families 174,900
E.B.I. \$798,476,000

MINNESOTA: Becker, Beltrami, Clay, Clearwater,

Douglas, Grant, Hubbard, Kittson, Mahnoman,

Marshall, Norman, Otter Tail, Pennington,

Polk, Red Lake, Stevens, Traverse, Wadena, Wilkin;

NORTH DAKOTA: Barnes, Benson (33%), Cass,

Cavalier (25%), Dickey, Eddy, Foster, Grand Forks,

Griggs, La Moure, Nelson, Pembina, Ramsey,

Ransom, Richland, Sargent, Steele, Stutsman (50%),

Towner (50%), Trail, Walsh, Wells (20%);

SOUTH DAKOTA: Codrington (20%), Day, Marshall,

Roberts

FAYETTEVILLE, N. C.

Population 321,000
Families 69,900
E.B.I. \$309,894,000

NORTH CAROLINA: Bladen (50%), Cumberland,

Harnett, Hoke, Johnston (10%), Lee (50%),

Moore (25%), Robeson (50%), Sampson (75%),

Scotland (10%)

FLORENCE, S. C.

Population 1,118,800
Families 252,200
E.B.I. \$947,894,000

NORTH CAROLINA: Anson, Bladen, Columbus,

Cumberland, Hoke, Montgomery, Moore,

Richmond, Robeson, Scotland, Union;

SOUTH CAROLINA: Calhoun, Chesterfield,

Clarendon, Darlington, Dillon, Florence,

Georgetown, Horry, Kershaw, Lancaster, Lee,

Marion, Marlboro, Sumter, Williamsburg

FT. DODGE, Iowa

Population 319,100
Families 97,600
E.B.I. \$511,568,000

IOWA: Boone, Buena Vista (50%), Calhoun,

Dallas (25%), Franklin (75%), Greene,

Guthrie (25%), Hamilton, Hancock, Hardin (75%),

Humboldt, Kossuth (50%), Palo Alto, Pocahontas,

Sac (75%), Story, Webster, Wright

FT. LAUDERDALE, Fla.—See Miami-Ft. Lauderdale

FT. MYERS, Fla.

Population 112,800
Families 34,600
E.B.I. \$150,933,000

FLORIDA: Charlotte, Collier, De Soto, Glades,

Hendry, Highlands (50%), Lee, Sarasota

FT. SMITH, Ark.

Population 162,900
Families 47,100
E.B.I. \$159,539,000

ARKANSAS: Crawford, Franklin (50%), Logan (50%),

Scott, Sebastian;

OKLAHOMA: Adair (25%), Le Flore, Sequoyah

FT. WAYNE, Ind.

Population 788,900
Families 243,200
E.B.I. \$1,256,988,000

INDIANA: Adams, Allen, Blackford, DeKalb,

Grant, Huntington, Jay, Kosciusko, LaGrange,

Miami, Noble, Steuben, Wabash, Wells, Whitley;

MICHIGAN: Branch, St. Joseph;

OHIO: Defiance, Mercer, Paulding, Vanwert,

Williams

Market definition, Television Magazine Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

Mr. Telecaster!

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

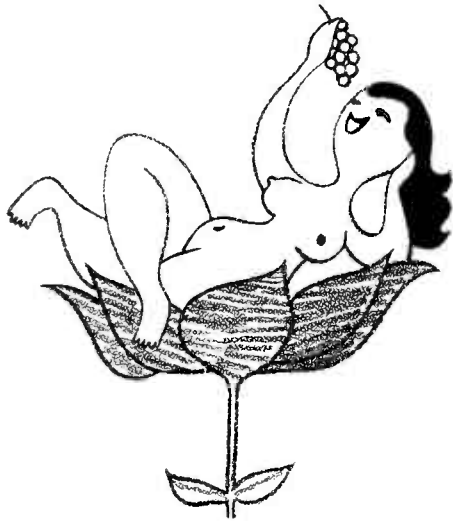
No, we're not being facetious. We're just trying to emphasize that when you tell your story in TELEVISION MAGAZINE, you're not just talking to your fellow broadcasters. Here's what some of the country's top buyers say about their use of our magazine:

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

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

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

Interested in WOMEN?



WNCT aims more than 16 hours a week at women!

Interested in MEN?

WNCT aims more than 5 hours a week at men!

Interested in FARMERS?

WNCT aims more than 4 hours a week at farmers!

CHILDREN?

WNCT aims more than 18 hours a week at children!

WHOLE FAMILY?

WNCT aims more than 65 hours a week at the family!

117 hours a week, **WNCT** is welcomed into 150,000 Eastern Carolina homes! Won't you join us?



Serving ALL of Eastern Carolina
Eastern N.C.'s #1 Television Station

FT. WORTH-DALLAS, Tex.†

Population	2,194,800
Families	665,700
E.B.I.	\$3,499,989,000

OKLAHOMA: Bryan, Marshall;
TEXAS: Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Limestone, McLennan (25%), Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Smith, Somervell, Tarrant, Van Zandt, Wise, Wood

†Unadjusted for new data pending further study.

FRESNO-TULARE, Calif.

Population	636,600
Families	191,300
E.B.I.	\$954,976,000

CALIFORNIA: Fresno, Kings, Madera, Mariposa, Merced, Tulare

GALVESTON-HOUSTON, Tex.

Population	2,098,800
Families	608,500
E.B.I.	\$3,297,693,000

TEXAS: Angelina, Austin, Brazoria, Brazos, Burleson, Chambers, Colorado, Fort Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Jefferson, Jim Wells, Liberty, Madison, Matagorda, Montgomery, Nacogdoches (50%), Newton, Orange, Polk, San Jacinto, Trinity, Tyler, Victoria, Walker, Waller, Washington, Wharton

GRAND JUNCTION, Colo.

Population	92,400
Families	28,100
E.B.I.	\$110,057,000

COLORADO: Delta, Garfield, Mesa, Montrose

GRAND RAPIDS, Mich.

Population	1,594,900
Families	478,600
E.B.I.	\$2,487,052,000

MICHIGAN: Allegan, Barry, Berrien (50%), Branch (25%), Calhoun, Cass (50%), Clare, Clinton, Eaton, Gratiot, Ingham (33%), Ionia, Isabella, Jackson (25%), Kalamazoo, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, St. Joseph, Shiawassee, Van Buren, Wexford

GREAT BEND, Kan.

Population	346,100
Families	107,800
E.B.I.	\$518,303,000

KANSAS: Barber (50%), Barton, Edwards, Ellis, Ellsworth, Ford, Graham, Harvey (50%), Hodgeman, Kingman, Kiowa, Lincoln, McPherson, Mitchell, Ness, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rooks, Rush, Russell, Saline (25%), Stafford, Trego

GREAT FALLS, Mont.

Population	210,400
Families	67,800
E.B.I.	\$379,439,000

MONTANA: Broadwater, Cascade, Chouteau, Fergus, Gallatin, Glacier, Hill, Jefferson, Judith Basin, Lewis & Clark, Meagher, Park, Pondera, Teton, Toole, Wheatland

GREEN BAY, Wis.

Population	917,600
Families	260,500
E.B.I.	\$2,279,400,000

MICHIGAN: Menominee;
WISCONSIN: Brown, Calumet, Door, Fond Du Lac, Forest, Green Lake, Kewaunee, Langlade, Manitowoc, Marathon, Marinette, Oconto, Outagamie, Portage, Shawano, Sheboygan, Waupaca, Waushara, Winnebago

GREENSBORO, N. C.

Population	1,784,500
Families	450,700
E.B.I.	\$2,185,818,000

NORTH CAROLINA: Alamance, Alleghany, Cabarrus, Caswell, Chatham, Davidson, Davie, Durham, Forsyth, Granville, Guilford, Harnett, Hoke, Iredell, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wake, Yadkin;
VIRGINIA: Halifax, Henry, Patrick, Pittsylvania

GREENVILLE, N. C.

Population	1,054,600
Families	239,900
E.B.I.	\$924,333,000

NORTH CAROLINA: Beaufort, Bertie, Carteret, Chowan, Craven, Duplin, Edgecombe, Franklin, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pender, Perquimans, Pitt, Sampson, Tyrrell, Warren, Washington, Wayne, Wilson

GREENVILLE, S. C.

Population	1,714,300
Families	434,700
E.B.I.	\$1,865,461,000

GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln (50%), Madison, Oglethorpe (50%), Rabun, Stephens, Towns, White, Wilkes (50%);
NORTH CAROLINA: Buncombe, Burke, Catawba (33%), Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey;
SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York

HANNIBAL, Mo.-QUINCY, Ill.

Population	587,200
Families	191,000
E.B.I.	\$802,510,000

ILLINOIS: Adams, Brown, Calhoun, Cass, Fulton (50%), Greene, Hancock, Henderson, McDonough, Mason (25%), Morgan, Pike, Schuyler, Scott, Warren (33%);
IOWA: Des Moines (75%), Henry (33%), Lee, Van Buren;
MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Lincoln, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph (50%), Schuyler, Scotland, Shelby

HARLINGEN-WESLACO, Tex.

Population	456,300
Families	107,900
E.B.I.	\$437,653,000

TEXAS: Brooks, Cameron, Hidalgo, Jim Hogg, Jim Wells, Kenedy, Starr, Willacy, Zapata

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

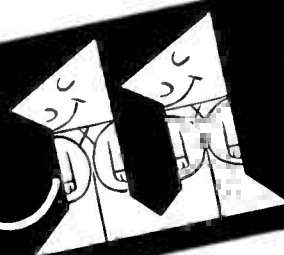
**BEFORE YOU BUY
TELEVISION IN THE
FT. WORTH-DALLAS
MARKET...**

✓ CHECK THE RATINGS...

✓ CHECK THE PROGRAMING...

✓ CHECK THE RATES... ON

Channel



KHOU-TV

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

**FORT WORTH,
TEXAS**

HARRISBURG, Ill.

Population 197,600
 Families 65,100
 E.B.I. \$229,194,000

ILLINOIS: Franklin, Gallatin, Hamilton, Hardin, Johnson, Pope, Saline, White, Williamson;
 KENTUCKY: Crittenden (25%), Livingston (50%), Union (33%)

HARRISBURG, Pa.

Population 877,600
 Families 254,800
 E.B.I. \$1,396,384,000

PENNSYLVANIA: Adams (50%), Cumberland, Dauphin, Juniata, Lancaster (75%), Lebanon, Mifflin, Northumberland (50%), Perry, Schuylkill (25%), Snyder, York (25%)

HARRISONBURG, Va.

Population 608,100
 Families 154,100
 E.B.I. \$647,664,000

VIRGINIA: Albemarle, Augusta, Bath, Clarke, Culpeper, Fauquier, Fluvanna, Frederick (50%), Greene, Highland, Loudoun, Louisa, Madison, Nelson, Orange, Page, Rappahannock, Rockbridge, Rockingham, Shenandoah, Spotsylvania, Warren;
 WEST VIRGINIA: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Pocohontas, Randolph, Tucker

HARTFORD-NEW BRITAIN, Conn.

Population 1,789,100
 Families 522,200
 E.B.I. \$3,500,186,000

CONNECTICUT: Hartford, Litchfield (50%), Middlesex, New Haven, New London (50%), Tolland;

MASSACHUSETTS: Franklin (50%), Hampden (50%), Hampshire (50%)

HASTINGS, Neb.

Population 36,600
 Families 116,600
 E.B.I. \$469,084,000

KANSAS: Cloud, Jewell, Phillips (50%), Republic, Smith;

NEBRASKA: Adams, Boone, Buffalo, Butler (50%), Clay, Custer (50%), Dawson (50%), Fillmore, Franklin, Gosper, Greeley, Hall, Hamilton, Harlan, Howard, Jefferson, Kearney, Merrick, Nance, Nuckolls, Phelps, Polk, Saline, Seward, Sherman, Thayer, Valley, Webster, York

HENDERSON, Ky.-EVANSVILLE, Ind.

Population 560,600
 Families 169,100
 E.B.I. \$760,856,000

ILLINOIS: Edwards, Gallatin, Hamilton (25%), Hardin (25%), Wabash, White;

INDIANA: Daviess (10%), Dubois (50%), Gibson, Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Crittenden, Daviess, Hancock (50%), Henderson, Hopkins, McLean, Muhlenberg (50%), Ohio (25%), Union, Webster

OHIO: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Scioto, Vinton, Washington;

WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell,

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WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell,

KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Letcher, Lewis, Magoffin, Martin, Morgan, Perry, Pike, Rowan;

HONOLULU, T. H.

Population 433,900*
 Families 114,200*
 E.B.I. \$732,460,000*

HAWAII: Honolulu, Kauai, Maui

*1955 Sales Management estimates

HOUSTON-GALVESTON, Tex.

Population 2,098,800
 Families 608,500
 E.B.I. \$3,297,693,000

TEXAS: Angelina, Austin, Brazoria, Brazos, Burleson, Chambers, Colorado, Fort Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Jefferson, Jim Wells, Liberty, Madison, Matagorda, Montgomery, Nacogdoches (50%), Newton, Orange, Polk, San Jacinto, Trinity, Tyler, Victoria, Walker, Waller, Washington, Wharton

HUNTINGTON-CHARLESTON, W. Va.

Population 2,093,600
 Families 536,000
 E.B.I. \$2,307,682,000

KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Letcher, Lewis, Magoffin, Martin, Morgan, Perry, Pike, Rowan;
 OHIO: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Scioto, Vinton, Washington;
 WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell,

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

Covers the Rich Shenandoah Valley Area

CBS **WSVA-TV** **ABC**
NBC **DuMont**

HARRISONBURG, VA.

maximum power
 antenna 2130 feet
 above average terrain
 highest in Virginia

Channel 3

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

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

A Mountain-Shielded Area

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

A Diversified Market

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

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

National Representative
 John E. Pearson

DAYTIME TV



DIGEST



What's Your Answer



CLUB 30

IS BIG TIME



SPORTS DIGEST



CONN. REPORT



NEWS at SIX

ON WKNB-TV



BAR 30

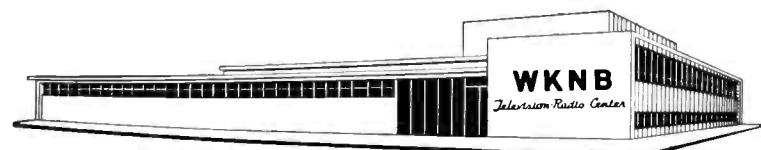


The WEATHERVANE



BIRTHDAY PARTY

HARTFORD County



STUDIOS AND OFFICES • WEST HARTFORD, CONN.

Represented by THE BOLLING CO., INC.

The "customer is always right"—that's uppermost in all of WKNB-TV's program planning. We think the viewers of Channel 30 are the *world's nicest people* and we cater to them.

Yes, viewers like *us* too. You should see the thousands of letters we get from men, women and children. You should see the fascinating programs built around more than 200 women's and men's service clubs. You should see the thousands of children who participate in the several types of programs designed for children of all ages—from pre-kindergarten to teenagers. You should see the thousands of people who visit our studios (more than 90,000 last year). You should *hear* what they say about WKNB-TV, Connecticut's leadership station.

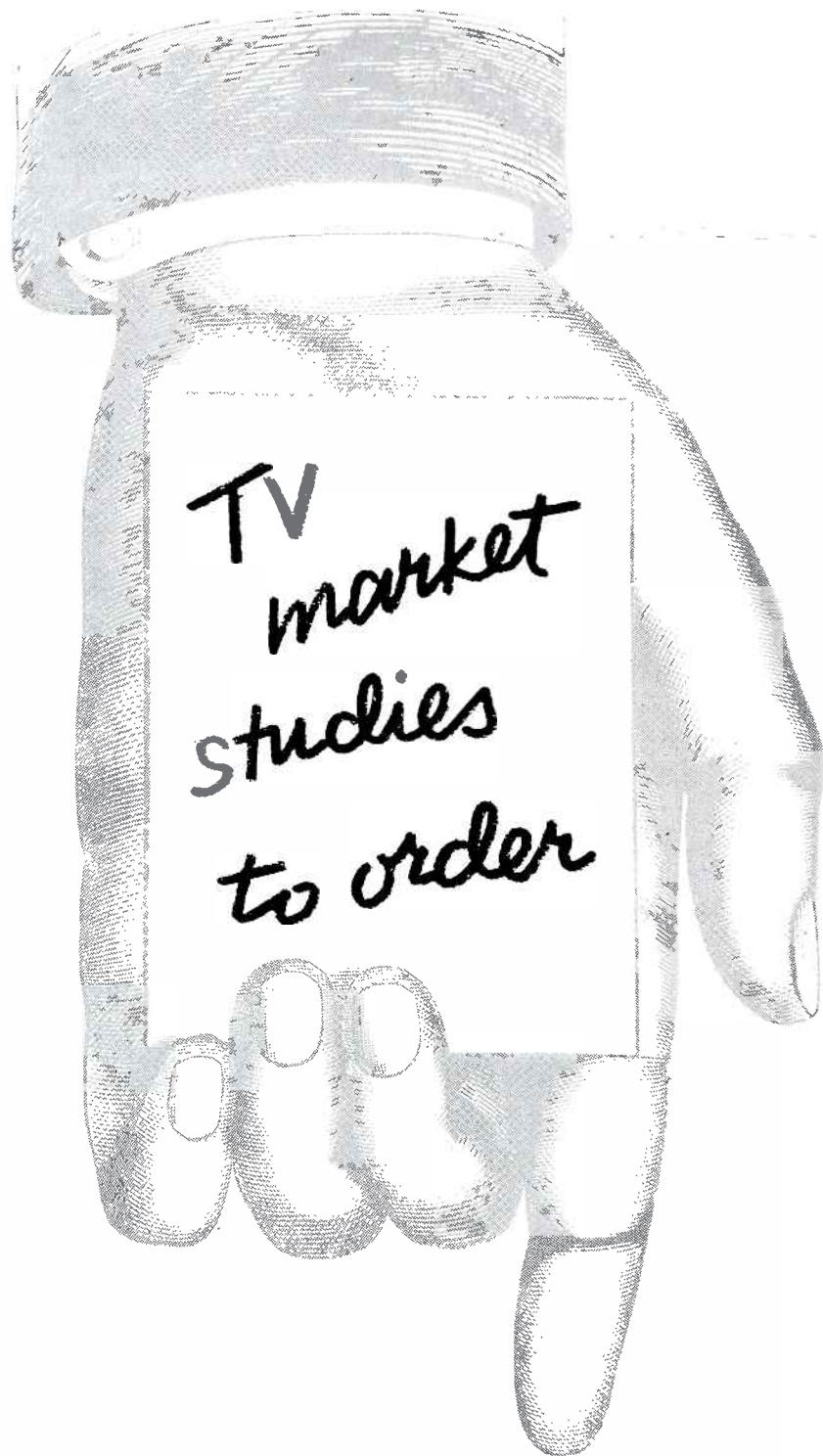
Our own programs, plus all the NBC shows make a *powerful and convincing* sales vehicle. If you want *productive advertising coverage* at low cost—WKNB-TV is one of America's great TV buys.

WKNB-TV

Basic **NBC**

channel

30



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

Now TELEVISION MAGAZINE's Research Department can help you answer these questions. Because all the data in the 1956 Data Book is 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.

Kansas Personal Incomes Reach An ALL-TIME HIGH!



"From 1940 to 1954, the per capita income of Kansas increased 296 per cent, the second highest percentage increase in the United States."

(U. S. Department of Commerce Survey of Current Business)

Kansas with its "Balanced Economy" is one of your best markets

To reach this rich Central Kansas Market, your best buy is KTVH, with unduplicated CBS coverage in Wichita and 14 other important communities.

To Sell Kansas . . . Buy **KTVH**

KTVH
MUTCHINSON
KANSAS

CHANNEL 12
CBS BASIC

Represented Nationally by H-R Representatives, Inc.

VHF 240,000 WATTS

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

Mason, Mercer (50%), Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Randolph, Roane, Upshur, Wayne, Webster, Wirt, Wood, Wyoming

HUTCHINSON-WICHITA, Kan.

Population	1,056,100
Families	339,900
E.B.I.	\$1,610,075,000

KANSAS: Barber, Barton, Butler, Chase, Chatauqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellis, Ellsworth, Ford, Geary, Greenwood, Harper, Harvey, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Mitchell, Montgomery (50%), Morris, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rush, Russell, Saline, Sedgwick, Stafford, Sumner, Wilson, Woodson;
OKLAHOMA: Alfalfa, Grant, Kay (50%), Osage (50%), Woods

IDAHO FALLS, Ida.

Population	186,500
Families	50,400
E.B.I.	\$238,625,000

IDAHO: Bannock, Bear Lake, Bingham, Bonneville, Butte, Caribou, Clark, Franklin, Fremont, Jefferson, Madison, Oneida, Power, Teton;
WYOMING: Lincoln, Teton

INDIANAPOLIS, Ind.

Population	2,254,600
Families	699,200
E.B.I.	\$3,839,306,000

ILLINOIS: Vermilion (50%);
INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Decatur, Delaware, Fayette, Fountain, Franklin, Grant, Greene, Hamilton, Hancock, Hendricks, Henry,

Howard, Huntington, Jackson, Jay, Jennings, Johnson, Lawrence, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Ripley, Rush, Shelby, Tippecanoe, Tipton, Union, Vermillion, Vigo, Wabash, Warren, Wayne (25%), Wells, White

JACKSON, Miss.

Population	1,155,300
Families	302,900
E.B.I.	\$1,002,944,000

LOUISIANA: East Carroll, Madison, Tensas;
MISSISSIPPI: Adams, Amite, Attala, Carroll, Claiborne, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jeff Davis, Jones, Lamar, Lauderdale (25%), Lawrence, Leake, LeFlore, Lincoln, Lowndes (33%), Madison, Marion, Neshoba, Newton, Noxubee (33%), Oktibbeha (33%), Pike, Rankin, Scott, Sharkey, Simpson, Smith, Walthall, Warren, Washington, Winsion, Yazoo

JACKSON, Tenn.

Population	567,300
Families	152,900
E.B.I.	\$487,053,000

MISSISSIPPI: Alcorn, Benton, Marshall (50%), Tippah, Tishomingo (50%);
TENNESSEE: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Humphreys (50%), Lake, Lauderdale, McNairy, Madison, Obion, Perry, Tipton, Wayne (50%), Weakley

JACKSONVILLE, Fla.

Population	1,833,000
Families	502,000
E.B.I.	\$2,113,197,000

FLORIDA: Alachua, Baker, Bradford, Brevard, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Gadsden, Gilchrist, Hamilton, Hernando, Jefferson, Lafayette, Lake, Leon (25%), Levy, Madison, Marion, Nassau, Orange, Osceola, Pasco, Polk, Putnam, St. Johns, Seminole, Sumter, Suwannee, Taylor, Union, Volusia, Wakulla;

GEORGIA: Appling, Atkinson, Bacon, Berrien, Brantley, Brooks, Bryon, Camden, Charlton, Clinch, Coffee, Colquitt, Cook, Echols, Evans, Glynn, Grady, Irwin, Jeff Davis, Lanier, Liberty, Long, Lowndes, McIntosh, Montgomery, Pierce, Tattnall, Thomas (25%), Toombs, Ware, Wayne, Wheeler

JEFFERSON CITY, Mo.

Population	393,800
Families	119,800
E.B.I.	\$486,557,000

MISSOURI: Audrian, Benton (50%), Boone, Callaway, Camden, Cole, Cooper, Franklin (50%), Gasconade, Howard, Laclede, Maries, Miller, Moniteau, Monroe (50%), Montgomery, Morgan, Osage, Pettis, Phelps, Pulaski, Randolph (50%), Saline (50%), Warren (50%)

JOHNSON CITY, Tenn.†

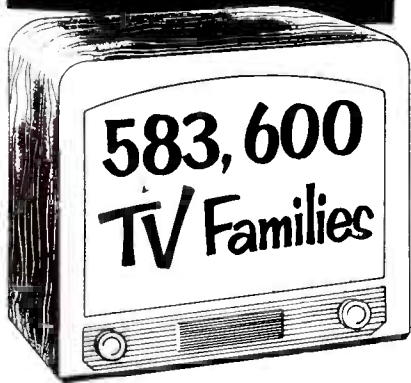
Population	1,396,000
Families	337,600
E.B.I.	\$1,262,731,000

KENTUCKY: Harlan, Letcher, Perry (25%), Pike;
NORTH CAROLINA: Alexander (50%), Alleghany (50%), Ashe, Avery, Burke, Caldwell, McDowell, Madison, Mitchell, Watauga, Wilkes (50%); Yancey, Buncombe, Haywood, Henderson (50%), Polk (50%), Rutherford (50%);
TENNESSEE: Carrier, Cocke, Grainger (50%), Greene, Hamblen, Hancock, Hawkins, Jefferson (50%), Johnson, Sullivan, Unicoi, Washington;
VIRGINIA: Buchanan, Dickenson, Grayson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise

†Unadjusted for new data pending further study

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

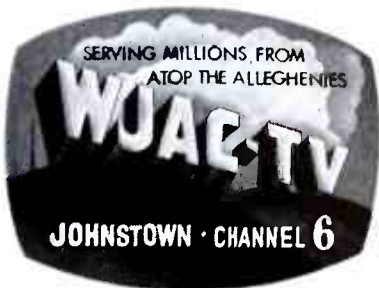
IS
PENNSYLVANIA'S
4th TV MARKET
IN YOUR PICTURE



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!



Get full details from your KATZ man!

JOHNSTOWN, Pa.

Population 2,095,900
Families 604,700
E.B.I. \$2,860,154,000

MARYLAND: Allegany, Garrett;
PENNSYLVANIA: Armstrong, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Elk, Fayette, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lawrence (25%), Mifflin, Somerset, Venango, Washington, Westmoreland

JOPLIN, Mo.

Population 470,300
Families 152,500
E.B.I. \$528,512,000

ARKANSAS: Benton;
KANSAS: Allen, Bourbon, Cherokee, Crawford, Labette, Neosho;
MISSOURI: Barry, Barton, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, Vernon;
OKLAHOMA: Craig, Delaware, Ottawa

JUAREZ, Mex.—See El Paso-Juarez

KALAMAZOO, Mich.

Population 1,876,300
Families 565,200
E.B.I. \$3,064,016,000

INDIANA: Elkhart, LaGrange, St. Joseph (50%), Steuben;
MICHIGAN: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Clinton, Eaton, Gratiot, Hillsdale, Ingham (33%), Ionia, Jackson, Kalamazoo, Kent, Montcalm, Muskegon, Newaygo, Ottawa, St. Joseph, Van Buren

KANSAS CITY, Mo.

Population 1,785,800
Families 581,900
E.B.I. \$2,985,864,000

KANSAS: Allen, Anderson, Atchison, Bourbon, Brown, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Miami, Osage, Shawnee, Woodson, Wyandotte;
MISSOURI: Andrew, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Gentry, Henry, Holt, Jackson, Johnson, Lafayette, Livingston, Pettis, Platte, Ray, St. Clair, Saline

KEARNEY, Neb.

Population 427,700
Families 134,400
E.B.I. 579,156,000

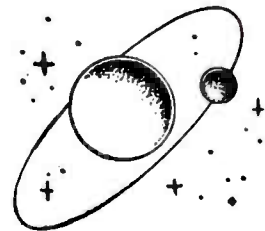
COLORADO: Phillips, Sedgwick;
KANSAS: Cheyenne, Decatur, Jewell, Norton, Osborne, Phillips, Rawlins, Republic, Rooks, Smith;
NEBRASKA: Adams, Arthur, Buffalo, Chase, Clay, Custer, Dawson, Deuel, Dundy, Franklin, Frontier, Furnas, Garden, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Howard, Kearney, Keith, Logan, Lincoln, McPherson, Merrick, Nance, Nuckolls, Perkins, Phelps, Redwillow, Sherman, Valley, Webster

KNOXVILLE, Tenn.

Population 1,392,400
Families 346,100
E.B.I. \$1,291,678,000

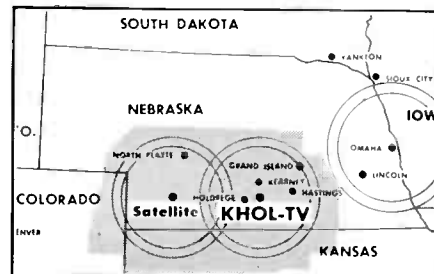
KENTUCKY: Bell, Clay, Harlan, Knox, Laurel, Leslie, McCreary, Perry (10%), Pulaski, Wayne, Whitley;

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.



Nebraska's
2nd Big
Market

**KHOL-TV Plus
New Satellite Station**



**Bonus Coverage of
161,715 Families at as Low
a Cost Per Thousand in TV**

Write for Free Folder on Satellite
Station Built by Viewers' Donations

**KHOL-TV
& SATELLITE STATION**

CBS • ABC
Write in care of Holdredge, Nebr.
National Representatives MEEKER TV

IN THE
**Industrial Heart
OF AMERICA'S
Tri-State Area**
It's TV's
New Queen



Selling 1½ million customers in
Huntington - Ashland - Charleston
Ironton - Portsmouth.

316,000 watts of V.H.F. power

**WHTN-TV
BASIC ABC**

Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185



YOU MIGHT THROW THE JAVELIN 263'* —

**BUT . . . YOU NEED WKZO-TV
TO BE CHAMP
IN WESTERN MICHIGAN!**

AMERICAN RESEARCH BUREAU
NOVEMBER, 1955 REPORT
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours With Higher Rating	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8 a.m.-6 p.m.	109	91
6 p.m.-11 p.m.	80	20
SATURDAY & SUNDAY		
10 a.m.-11 p.m.	87	17

NOTE: Survey based on sampling in the following proportions—Grand Rapids (43%), Kalamazoo (20%), Battle Creek (18%), Muskegon-Muskegon Heights (17%).

The November, 1955 American Research Bureau Report (left) shows that WKZO-TV is the favorite station in Battle Creek and Muskegon, as well as in Kalamazoo and Grand Rapids. By better than 2-to-1, in fact!

WKZO-TV is the Official Basic CBS Television Outlet for Western Michigan. 100,000 watts—Channel 3. Serves over half a million television homes in 29 Western Michigan and Northern Indiana counties.

Your Avery-Knodel man has all the facts.

100,000 WATTS — CHANNEL 3 — 1000' TOWER

WKZO-TV

**Kalamazoo-Grand Rapids
and Greater Western Michigan**

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

*Bud Held set this world's record in Pasadena on August 8, 1953.

EVERY TIME
is
"CLASS A" TIME
on
WKBT
(La Crosse, Wis.)

FACT . . . Ratings in the 20's and 30's usually are associated with Big-Name, High-Budget TV Shows, scheduled during Key Evening Hours!



BUT . . . In our "Captive Market," with competition no appreciable factor, afternoon periods have consistent ratings in the coveted 20's, 30's and even 40's!



**SETS IN USE
AND WKBT RATINGS
ARE "SYNONYMOUS" IN
OUR COVERAGE AREA!**

(Source: Telepulse, Dec., 1955)

WKBT

"Serving 110,000 TV Homes"

CHANNEL **8** LA CROSSE, WIS.

CBS • NBC • ABC

Represented by:

H-R TELEVISION, INC.

&

HARRY HYETT, Minneapolis

NORTH CAROLINA: Buncombe (10), Cherokee, Clay, Graham, Haywood (25%), Jackson (50%), Macon, Madison, Swain, Yancey (25%);
TENNESSEE: Anderson, Bledsoe, Blount, Bradley (50%), Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Overton, Pickett, Polk, Rhea, Roane, Scott, Sevier, Unicoi, Union, Washington;
VIRGINIA: Lee, Scott

LA CROSSE, Wis.

Population	570,800
Families	162,500
E.B.I.	\$701,627,000

IOWA: Allamakee, Clayton (50%), Winneshiek;
MINNESOTA: Fillmore, Houston, Winona;
WISCONSIN: Adams, Buffalo, Clark, Crawford, Grant, Iowa, Jackson, Juneau, La Crosse, Monroe, Richland, Sauk, Trempealeau, Vernon, Wood

LAFAYETTE, Ind.

Population	241,500
Families	73,900
E.B.I.	\$403,849,000

INDIANA: Benton, Boone, Carroll, Clinton, Fountain, Montgomery, Tippecanoe, Warren, White

LAFAYETTE, La.

Population	500,400
Families	129,100
E.B.I.	\$460,460,000

LOUISIANA: Acadia, Allen (50%), Avoyelles (50%), Evangeline, Iberia, Iberville, Jeff Davis (75%), Lafayette, Pointe Coupee, St. Landry, St. Martin, St. Mary, Vermilion, W. Baton Rouge, W. Feliciana

LAKE CHARLES, La.

Population	453,000
Families	126,300
E.B.I.	\$592,479,000

LOUISIANA: Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline (50%), Jeff Davis, Vermilion (50%);
TEXAS: Jefferson (50%), Newton (50%), Orange

LANCASTER, Pa.

Population	2,424,100
Families	688,100
E.B.I.	\$3,803,706,000

MARYLAND: Baltimore (10%), Carroll, Cecil, Frederick, Harford, Washington;
PENNSYLVANIA: Adams, Berks (50%), Centre (67%), Chester (50%), Columbia (50%), Cumberland, Dauphin, Franklin, Huntingdon, Juniata, Lancaster, Lebanon, Lehigh, Mifflin,

Montgomery (25%), Montour, Northumberland, Perry, Schuylkill (50%), Snyder, Union, York

LANSING, Mich. †

Population	2,936,200
Families	457,300
E.B.I.	\$2,670,934,000

MICHIGAN: Barry, Bay, Calhoun, Clinton, Eaton, Genesee, Gratiot, Ingham, Ionia, Isabella, Jackson, Livingston, Midland, Montcalm, Saginaw, Shiawassee, Washtenaw

†Unadjusted for new data pending further study.

LAREDO, Tex.

DATA INCOMPLETE

LAS VEGAS-HENDERSON, Nev.

Population	95,800
Families	30,300
E.B.I.	\$202,906,000

NEVADA: Clark

LAWTON, Okla.

Population	246,700
Families	72,400
E.B.I.	\$305,940,000

OKLAHOMA: Caddo (75%), Comanche, Cotton, Grady, Jackson, Jefferson, Kiowa, Stephens, Tillman

LEXINGTON, Ky.

Population	453,400
Families	125,400
E.B.I.	\$523,012,000

KENTUCKY: Anderson, Bath, Bourbon, Boyle, Casey, Clark, Estill, Fayette, Franklin, Garrard, Harrison, Jackson, Jessamine, Lee, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Powell, Rockcastle, Scott, Washington, Woodford

LIMA, Ohio

Population	312,500
Families	93,500
E.B.I.	\$469,308,000

OHIO: Allen, Auglaize, Hardin, Logan, Mercer, Putnam, Shelby, Vanwert

LINCOLN, Neb.

Population	628,200
Families	198,400
E.B.I.	\$880,037,000

KANSAS: Cloud, Marshall, Republic, Washington;
NEBRASKA: Adams, Boone, Butler, Cass, Clay, Colfax, Cuming, Fillmore, Gage, Greeley, Hall, Hamilton, Howard, Jefferson, Johnson, Lancaster, Madison, Merrick, Nance, Nemaha,

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

ADDITIONAL COPIES OF THE

DATA BOOK

ARE AVAILABLE AT \$3.00



**“Take this
down”**

WJIM-TV
Lansing
Covering more
of Michigan
than any other
TV station!

ARE YOU HALF-COVERED IN LINCOLN-LAND NEBRASKA'S OTHER BIG MARKET?

KOLN-TV, one of America's great area stations, covers Lincoln-Land, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA. This important market is as independent of Omaha as South Bend is of Fort Wayne—Hartford of Providence—or Syracuse of Rochester.

Lincoln-Land consists of 42 counties with 200,000 families—125,000 unduplicated by any other TV station!

Telepulse credits KOLN-TV with 138.1% more afternoon Lincoln-Land viewers than the next station—194.4% more nighttime viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

42-COUNTY LINCOLN-LAND AREA TELEPULSE Share of Audience—September, 1955				
	KOLN-TV	"B"	"C"	"D"
Monday thru Friday: 1:00—6:00 p.m.	50	21	13	11*
6:00—11:00 p.m.	53	18	14	11*
Saturday: 1:00—6:00 p.m.	52	15	15	8
6:00—11:00 p.m.	50	13	15	17
Sunday: 1:00—6:00 p.m.	34*	36	13	16*
6:00—11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.



The Feltzer Stations

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

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

KOLN-TV

COVERS LINCOLN-LAND
NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc.,
Exclusive National Representatives

Nuckolls, Otoe, Pawnee, Platte, Polk, Richardson, Saline, Saunders, Seward, Stanton, Thayer, Washington, Webster, York

LITTLE ROCK-PINE BLUFF, Ark.

Population 911,300
Families 257,200
E.B.I. \$915,374,000

ARKANSAS: Arkansas, Bradley, Calhoun, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Independence, Jefferson, Lee (50%), Lincoln, Lonoke, Monroe, Montgomery, Ouachita, Perry, Phillips (50%), Pike (10%), Pope, Prairie, Pulaski, Saline, Searcy, Stone, Union (50), Van Buren, White, Woodruff, Yell;
MISSISSIPPI: Washington

LOS ANGELES, Cal.

Population 6,578,500
Families 2,245,300
E.B.I. \$12,712,902,000

CALIFORNIA: Imperial (33%) Kern (50%), Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, Ventura

LOUISVILLE, Ky.†

Population 2,409,000
Families 690,000
E.B.I. \$3,194,750,000

INDIANA: Bartholomew, Brown, Clark, Crawford, Daviess, Decatur, Dubois, Floyd, Gibson, Harrison, Jackson, Jefferson, Jennings, Lawrence, Martin, Orange, Perry, Pike, Posey, Scott, Spencer, Vanderburgh, Warrick, Washington, Monroe;
KENTUCKY: Adair, Anderson, Barren, Boyle, Breckinridge, Bullitt, Butler, Carroll, Casey, Christian, Daviess, Edmonson, Estill, Fayette, Franklin, Garrard, Grayson, Green, Hancock, Hardin, Hart, Henderson, Henry, Hopkins, Jefferson, Jessamine, Larue, Lincoln, McLean, Madison, Marion, Meade, Mercer, Metcalfe, Muhlenberg, Nelson, Ohio, Oldham, Owen, Pulaski, Rockcastle, Russell, Scott, Shelby, Spencer, Taylor, Trigg, Trimble, Union, Warren, Washington, Webster, Woodford

†Unadjusted for new data pending further study.

LUBBOCK, Tex.

Population 595,400
Families 166,100
E.B.I. \$993,313,000

TEXAS: Andrews, Bailey, Borden, Briscoe, Castro, Cochran, Cottle, Crosby, Dawson, Dickens, Fisher, Floyd, Gaines, Garza, Hale, Hall, Hockley, Howard, Kent, King, Lamb, Lubbock, Lynn, Martin, Mitchell, Motley, Parmer, Scurry, Stonewall, Swisher, Terry, Yoakum;
NEW MEXICO: Curry, Lea, Roosevelt

LUFKIN, Tex.

Population 276,300
Families 76,700
E.B.I. \$267,362,000

TEXAS: Anderson, Angelina, Cherokee, Houston, Jasper, Leon, Madison, Nacogdoches, Polk, Rusk (50%), Sabine, San Augustine, Shelby, Trinity, Tyler

LYNCHBURG, Va.

Population 1,205,500
Families 296,900
E.B.I. \$1,326,005,000

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

5th

MARKET
COVERAGE
THAT
SAVES
YOU...

75%

Morning Noon and Night

ABC-TV In BOSTON-MANCHESTER

WMUR-TV 9

REPRESENTED BY WEED

NORTH CAROLINA: Caswell, Granville (50%), Person, Rockingham;
VIRGINIA: Albemarle, Alleghany, Amelia, Amherst, Appomattox, Augusta, Bath, Bedford, Botetourt, Buckingham, Campbell, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Goochland, Greene, Halifax, Henry, Highland, Lunenburg, Mecklenburg, Montgomery, Nelson, Nottoway, Patrick, Pittsylvania, Powhatan, Prince Edward, Pulaski, Roanoke, Rockbridge, Rockingham

MACON, Ga.

Population 609,100
Families 154,800
E.B.I. \$590,167,000

GEORGIA: Baldwin, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Greene, Hancock, Henry, Houston, Jasper, Johnson, Jones, Lamar, Laurens, Macon, Marion, Monroe, Morgan, Newton, Peach, Pike, Pulaski, Putnam, Schley, Spaulding, Sumter, Talbot, Taylor, Telfair, Twiggs, Upson, Washington, Wilcox, Wilkinson

MADISON, Wis.

Population 647,800
Families 189,200
E.B.I. \$1,020,210,000

WISCONSIN: Adams, Columbia, Dane, Dodge, Green, Green Lake, Iowa, Jefferson, Juneau, Lafayette, Marquette, Richland, Rock, Sauk, Walworth

MANCHESTER, N. H.

Population 2,369,700
Families 683,300
E.B.I. \$4,037,112,000



First in Kentucky—

“The Blue-Chip Buy in the Bluegrass State”

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC & ABC



SPOT SALES

Exclusive National Representatives



NOW 316,000 WATTS

Unduplicated Service to East Mississippi and West Alabama

75,545 TELEVISION HOMES in TV Area

TELEVISION MAGAZINE • March 1956

On the Air since 1953

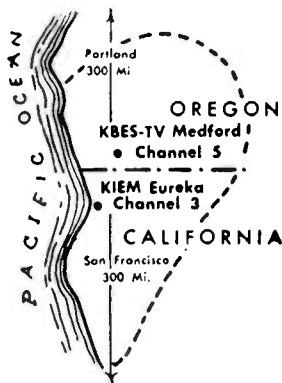
WTOK • TV

CHANNEL **11** MERIDIAN, MISS.
 CBS • NBC • ABC Represented by Headley-Reed
 POWER 316,000 Watts • TOWER 562 ft. ant

the CALIF.-ORE. TV TWINS

... bridge the gap between
San Francisco and Portland
with **EXCLUSIVE VHF**
coverage on
Channels 3 & 5

(FULL POWER IN 1956)



the Smullin TV Stations

KBES
Channel **5**
Medford,
Ore.

KIEM
Channel **3**
Eureka,
Calif.

(Affiliated with KIEM-AM, 5000 Watts,
1480 KC., KRED-FM, Eureka, Calif., and
KUIN, KGPO-FM, Grants Pass, Oregon)

TWO MARKETS • ONE BILLING

MARKET FACTS

Population	321,766
Families	106,535
TV Families	57,240
Retail Sales	\$420,528,000
Consumer Spendable Income	\$467,743,000



for CALIF.-ORE. TV TWINS call
DON TELFORD Mgr. (TWX Eureka 16)
Hillside 3-3123

or ask



New York • Chicago • Detroit • Jacksonville
St. Louis • San Francisco • Los Angeles • Dallas
Boston • Seattle

MASSACHUSETTS: Essex (25%), Middlesex,
Worcester;
NEW HAMPSHIRE: Belknap, Carroll, Cheshire,
Grafton, Hillsborough, Merrimack, Rockingham,
Strafford, Sullivan

MEDFORD, Ore.

Population	262,600
Families	84,200
E.B.I.	\$396,124,000

CALIFORNIA: Del Norte, Siskiyou;
OREGON: Douglas, Jackson, Josephine, Klamath

MARINETTE, Wis.

Population	625,000
Families	177,500
E.B.I.	\$840,535,000

MICHIGAN: Delta, Dickinson, Menominee;
WISCONSIN: Brown, Calumet, Door, Florence,
Forest, Kewaunee, Langlade, Manitowoc,
Marinette, Oconto, Outagamie, Shawano, Waupaca,
Winnebago (50%)

MEMPHIS, Tenn.

Population	2,168,500
Families	583,900
E.B.I.	\$2,163,125,000

ARKANSAS: Clay, Craighead, Crittenden, Cross,
Greene, Independence, Jackson, Lawrence, Lee,
Mississippi, Monroe, Phillips, Poinsett, Randolph,
St. Francis, Woodruff;
MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun,
Coahoma, De Soto, Grenada, Lafayette, Lee, Leflore,
Marshall, Panola, Pontotoc, Prentiss, Quitman,
Tallahatchie, Tate, Tippah, Tishomingo, Tunica,
Union, Yalobusha;
MISSOURI: Dunklin, New Madrid, Pemiscot;
TENNESSEE: Carroll, Chester, Crockett, Dyer,
Fayette, Gibson, Hardeman, Hardin, Haywood,
Henderson, Lake, Lauderdale, McNairy, Madison,
Obion, Shelby, Tipton, Weakley

MASON CITY, Iowa

Population	490,100
Families	146,400
E.B.I.	\$734,389,000

IOWA: Bremer, Butler, Cerro Gordo, Chickasaw,
Floyd, Franklin, Grundy, Hamilton, Hancock,
Hardin, Howard, Humboldt, Kossuth, Mitchell,
Winnebago, Winneshiek, Worth, Wright;
MINNESOTA: Dodge, Faribault, Freeborn, Mower,
Steele, Waseca

MERIDIAN, Miss.

Population	778,600
Families	195,600
E.B.I.	\$571,896,000

Market definition, Television Magazine. Market data from preliminary estimates,
Sales Management '56 Survey of Buying Power; reproduction not licensed.

Is this your DATA Book?

If you're relying on route-list or departmental copies of
TELEVISION MAGAZINE, now is the time to enter a subscrip-
tion of your own and get *your personal copy* of the Data
Book — FREE. Send us this coupon — start 12 full months
of TELEVISION MAGAZINE for \$5.00.

Extra copies of the Data Book are available — now.
Price: \$2.50 each. Use this coupon.

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group Rates } \$3.00 each for ten or more Bill Co.
 } \$3.50 each for five to nine Bill Me

Add 50c per year for Canada
Add \$1.00 per year for foreign subscription

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to Home
Address _____

Please
send me

**TELEVISION
MAGAZINE**
every month

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

... and set count is only half the story

McCANN ERICKSON

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

J. WALTER THOMPSON

"Since last year, it's been our official policy to use your market data and set figures."

TED BATES

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

KENYON & ECKHARDT

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

N. W. AYER

"Your method of computing circulation should produce the soundest available figures; we've decided to adopt them as a standard for now."

FOOTE, CONE & BELDING

"We have been using your circulation figures extensively. They've been compiled with a great deal of effort and care."

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

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

Important, exclusive departments

But set count is only half the TELEVISION readership story. Exclusive departments such as our Continuing Audience Study . . . Film Buying Guide . . . 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 Executives Live" and "How the Top 50 Advertisers Spend Their Money" bring agency and advertiser readers back to each issue again and again.

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

ALABAMA: Choctaw, Clarke, Greene, Hale, Marengo, Pickens, Sumter, Washington, Wilcox;
MISSISSIPPI: Attala, Choctaw, Clarke, Covington, Forrest, Greene, Jasper, Jones, Kemper, Lauderdale, Leake, Lowndes, Madison, Neshoba, Newton, Noxubee, Oktibbeha, Perry, Rankin, Scott, Simpson, Smith, Wayne, Winston

MIAMI-FT. LAUDERDALE, Fla.

Population	1,273,000
Families	389,900
E.B.I.	\$2,156,512,000

FLORIDA: Broward, Charlotte, Collier, Dade, De Soto, Glades, Hendry, Highlands, Indian River, Lee, Martin, Monroe, Okeechobee, Palm Beach, St. Lucie

MIDLAND-ODESSA, Tex.

Population	316,500
Families	89,900
E.B.I.	\$570,740,000

TEXAS: Andrews, Borden (50%), Crane, Dawson, Ector, Gaines, Glasscock, Howard, Loving, Martin, Midland, Pecos, Reagan, Reeves, Upton, Ward, Winkler;

NEW MEXICO: Lea

MILWAUKEE, Wis.

Population	2,372,000
Families	697,800
E.B.I.	\$4,351,217,000

ILLINOIS: Boone, Lake, McHenry;
WISCONSIN: Calumet, Columbia, Dane (25%), Dodge, Fond Du Lac, Green Lake, Jefferson, Kenosha, Manitowoc, Marquette, Milwaukee, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Winnebago

MINNEAPOLIS-ST. PAUL, Minn.

Population	2,639,200
Families	764,100
E.B.I.	\$4,100,929,000

MINNESOTA: Aitkin, Anoka, Benton, Blue Earth, Brown, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Dodge, Douglas, Faribault, Fillmore, Freeborn, Goodhue, Hennepin, Isanti, Jackson, Kanabec, Kandiyohi, Le Sueur, McLeod, Martin, Meeker, Mille Lacs, Morrison, Mower, Nicollet, Olmsted, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Swift, Todd, Wabasha, Waseca, Washington, Watonwan, Winona (33%), Wright;
WISCONSIN: Barron, Buffalo, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Washburn

MINOT, N. D.

Population	128,100
Families	34,900
E.B.I.	\$166,369,000

NORTH DAKOTA: Benson (25%), Bottineau, Burke, McHenry, McLean, Mountrail, Pierce, Renville, Rolette, Sheridan, Ward, Wells (10%)

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

Tele-Sell merchandising has provided...

13,401 advertising pieces placed...

1,172 retail contacts for specific products...

6,092 feature displays in 146 super markets

The record of its first full year of operation provides positive proof of the power of WCCO-TV's TELE-SELL Merchandising Plans.

This all important tie-in of television advertising impact at the point of purchase included 146 cooperating supermarkets —accounting for 40% of all food business in the Twin City region.

All TELE-SELL Merchandising activity is performed at no extra cost to advertisers who qualify under one of the three WCCO-TV TELE-SELL Merchandising Plans.

The same proven sales assistance is ready to give your product a sales boost in the Minneapolis-St. Paul market . . . eighth largest in the United States in retail sales.

all this in just one year of operation...

WCCO-TV

Channel 4

Minneapolis • St. Paul

CBS Television in the Northwest

For further details call Free and Peters or Don Gillies at WCCO-TV



your message
obtains more
COVERAGE*
with **KGVO-TV**
than with any other
single medium in
western Montana

* and it's all
captive—

MAGNIFY YOUR SALES
IN THIS STABLE **\$170,491,000**
MARKET



167 Mountainous Miles from Spokane

MISSOULA, Mont.

Population 145,700
Families 47,900
E.B.I. \$212,747,000

MONTANA: Flathead, Granite, Lake,
Lewis and Clark, Mineral, Missoula, Powell,
Ravalli, Sanders

MOBILE, Ala.

Population 807,200
Families 215,400
E.B.I. \$913,308,000

ALABAMA: Baldwin, Clark, Escambia, Mobile,
Monroe, Washington;
FLORIDA: Escambia;

MISSISSIPPI: Forrest, George, Greene, Harrison,
Jackson, Perry, Stone

MONROE, La.

Population 760,900
Families 204,900
E.B.I. \$740,098,000

ARKANSAS: Ashley, Chicot, Union;
LOUISIANA: Bienville, Caldwell, Catahoula,
Claiborne, Concordia, East Carroll, Franklin,
Grant, Jackson, La Salle, Lincoln, Madison,
Morehouse, Natchitoches, Ouachita, Rapides (50%),
Red River, Richland, Tensas, Union, Webster,
West Carroll, Winn;
MISSISSIPPI: Adams, Washington

MONTEREY, Cal.—See Salinas-Monterey

Market definition, Television Magazine. Market data from preliminary estimates,
Sales Management '56 Survey of Buying Power; reproduction not licensed.

A FIVE DOLLAR

INVESTMENT IN

Television Magazine

WILL BRING YOU

- Independently computed Circulation Report — TV set count for every market
- Continuing Study of the Audience — 1,000 home interviews correlating viewing with brand awareness and use
- Cost per Thousand study — comparing the efficiency of network, spot and local buys
- Film Buying Guide — analyzing the rating performance of syndicated film shows against varying competition in five markets
- For \$5 a year you get 12 big issues, including our basic reference editions, the Data Book and Market Book. Send in this coupon now.

**Please send me TELEVISION MAGAZINE
every month**

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00
Group } \$3.00 each for ten or more Bill Co.
Rates } \$3.50 each for five or more Bill Me
Add 50c per year for Canada, \$1.00 for foreign

Name.....
Company.....
Address.....
City..... Zone..... State.....
 Send to Home
Address.....

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

now there are

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—
(1)—the map of your market, and
(2) statistics on your market, will be right where they belong—in SRDS—with
(3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.



**Standard Rate &
Data Service, Inc.**



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
Kolosus
'Round the
Gulf.

...

AVERY KNODEL—
National Representative

MONTGOMERY, ALABAMA

WSFA-TV
CHANNEL 12

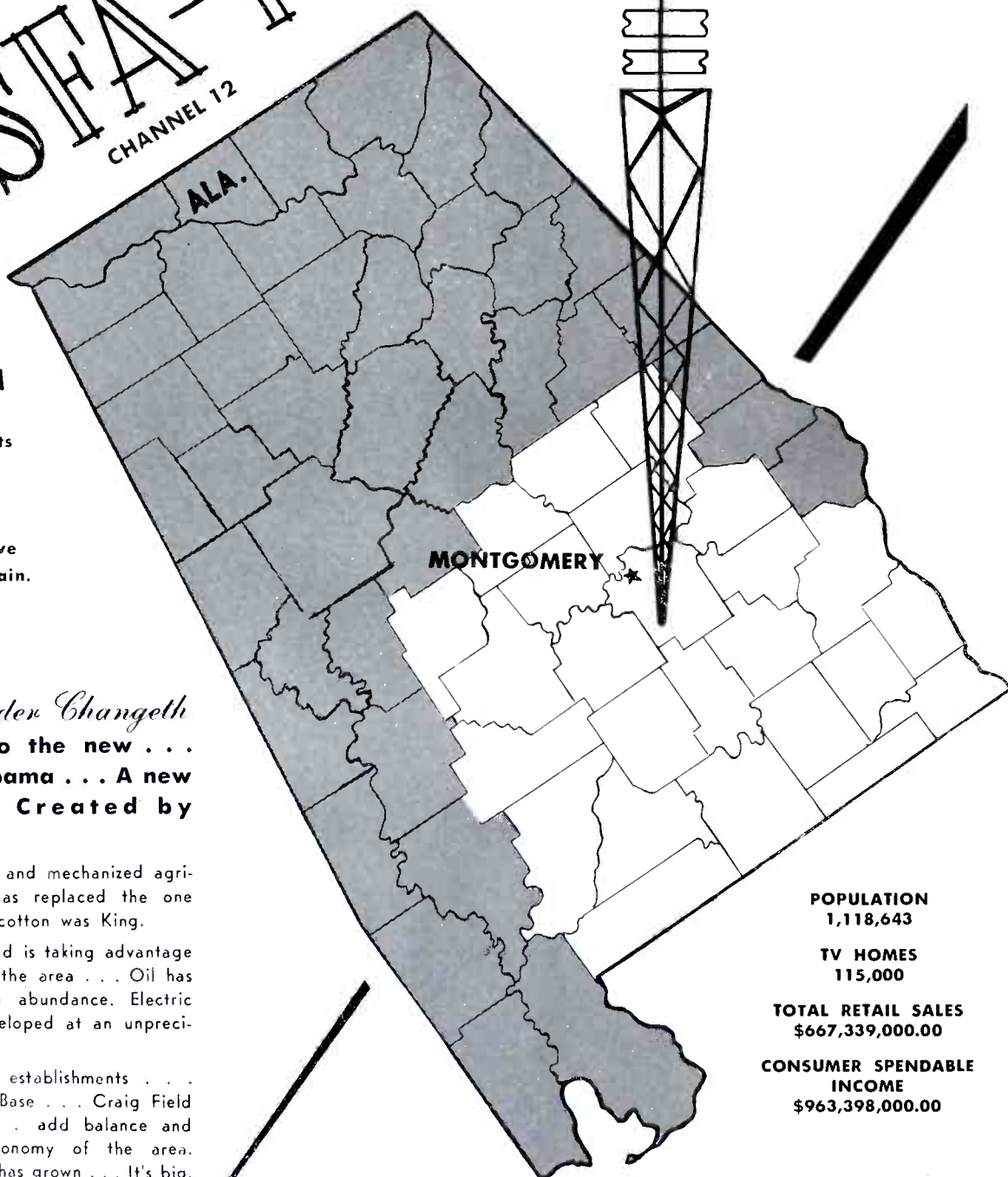
MAXIMUM POWER
316,000 Watts
ANTENNA HEIGHT
1040 feet above average terrain.

The Old Order Changeth
Giving way to the new . . .
Southeast Alabama . . . A new market . . . Created by **WSFA-TV.**

A highly diversified and mechanized agricultural economy has replaced the one crop system where cotton was King.

Industry has seen and is taking advantage of the potential of the area . . . Oil has been discovered in abundance. Electric power is being developed at an unprecedented rate.

Permanent military establishments . . . Maxwell Air Force Base . . . Craig Field . . . Fort Rucker . . . add balance and growth to the economy of the area. Southeast Alabama has grown . . . It's big.



POPULATION
1,118,643
TV HOMES
115,000
TOTAL RETAIL SALES
\$667,339,000.00
CONSUMER SPENDABLE INCOME
\$963,398,000.00

SOUTHEAST ALABAMA, A RICH NEW SINGLE MARKET IS COMPLETELY COVERED AND SERVED ONLY BY WSFA-TV . . . WHERE . . . YOUR MESSAGE WILL BE SEEN MORE . . . MEAN MORE . . .

CHANNEL **12** **WSFA-TV**
Montgomery, Alabama



OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
THE FARMER-STOCKMAN
WSFA. & WSFA-TV WKY, WKY-TV.
Represented by **THE KATZ AGENCY, INC.**

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

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43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

Tulsa is now the 43rd television market

* CBS REPORT TO FCC, DEC. 1955
100 Largest Television Markets
Larger than Omaha, Denver,
Oklahoma City, San Diego

KOTV Completely Dominates the 43rd television market!

- 26 out of 25 of the most popular one-hour weekly shows.
- 11 out of 25 of the most popular multi-weekly shows.
- 12% of the most popular quarter-hours from 6:00 to 10:30 p.m.

SOURCE • APR, NOV 1955



Represented by Edward Petry & Co., Inc.

one will get you three

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads — because — (1) — the map of your market, and (2) statistics on your market, will be right where they belong — in SRDS — with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.



Standard Rate & Data Service, Inc.

MONTGOMERY, Ala.

Population	772,500
Families	195,200
E.B.I.	\$695,114,000

ALABAMA: Autauga, Barbour, Bullock, Butler, Chilton, Coffee, Conecuh, Coosa, Covington, Crenshaw, Dale, Dallas, Efmore, Escambia, Geneva, Henry, Lee, Lowndes, Macon, Monroe, Montgomery, Perry, Pike, Tallapoosa, Wilcox

MUNCIE, Ind.

Population	435,700
Families	135,700
E.B.I.	\$705,561,000

INDIANA: Blackford, Delaware, Grant, Hamilton (50%), Hancock (50%), Henry, Jay, Madison, Randolph, Tipton (50%)

MUSKOGEE, Okla.

Population	939,800
Families	280,400
E.B.I.	\$1,208,033,000

ARKANSAS: Benton (33%), Crawford (33%), Sebastian (50%), Washington (33%); OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Hughes, Latimer, Le Flore (33%), Lincoln, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Ottawa (50%), Payne (50%), Pittsburg, Pottawatomie (33%), Rogers, Seminole, Sequoyah, Tulsa, Wagoner, Washington

NASHVILLE, Tenn.

Population	1,951,800
Families	538,000
E.B.I.	\$2,031,230,000

ALABAMA: Colbert, Lauderdale; ILLINOIS: Hardin, Massac, Pope; KENTUCKY: Allen, Ballard, Barren, Butler, Caldwell, Calloway, Carlisle, Christian, Clinton, Crittenden, Cumberland, Edmondson, Graves, Grayson, Hart, Hickman, Hopkins, Livingston, Logan, Lyon, Marshall, McCracken, McLean, Metcalfe, Monroe, Muhlenberg, Ohio (50%), Simpson, Todd, Trigg, Warren, Webster; TENNESSEE: Bedford, Benton, Bledsoe, Cannon, Carroll, Cheatham, Clay, Coffee, Cumberland, Davidson, Decatur, De Kalb, Dickson, Fentriss, Franklin, Giles, Grundy, Hardin, Henderson, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marion, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Sequatchie, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, Weakley, White, Williamson, Wilson

NEW BRITAIN-HARTFORD, Conn.

Population	1,789,100
Families	522,200
E.B.I.	\$3,500,186,000

CONNECTICUT: Hartford, Litchfield (50%), Middlesex, New Haven, New London (50%), Tolland; MASSACHUSETTS: Franklin (50%), Hampden (50%), Hampshire (50%)

NEW HAVEN, Conn.

Population	3,292,700
Families	952,600
E.B.I.	\$6,330,891,000

CONNECTICUT: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham; MASSACHUSETTS: Hampden, Hampshire, Worcester (10%); NEW YORK: Suffolk

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.



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

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

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



MUNCIE, INDIANA

WVEC-TV

channel 15

**LARGEST UHF
CIRCULATION
ON EAST COAST...
NEW YORK TO
MIAMI!**

--- serving:
**NORFOLK
HAMPTON
NEWPORT NEWS
PORTSMOUTH
WARWICK
VIRGINIA BEACH**

**NORFOLK
WVEC-TV
HAMPTON**

buy
WVEC-TV

- the number one Virginia market
- lowest cost — per-thousand
- a basic NBC station

basic affiliate

represented by **AVERY-KNODEL**

NEW ORLEANS, La.

Population	1,609,200
Families	446,100
E.B.I.	\$2,004,517,000

LOUISIANA: Ascension, Assumption, Iberia, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington;
 MISSISSIPPI: Forrest, Hancock, Harrison, Jackson, Jones, Lamar, Marion, Pearl River, Stone, Walthall

NEWPORT NEWS, Va.—See Norfolk-Newport News

NEW YORK, N. Y.

Population	16,525,700
Families	5,030,100
E.B.I.	\$33,551,476,000

CONNECTICUT: Fairfield, Middlesex (50%), New Haven;
 NEW JERSEY: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren;
 NEW YORK: Bronx, Dutchess, Kings, Nassau, New York Co., Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Ulster, Westchester

NORFOLK-NEWPORT NEWS, Va.

Population	1,401,400
Families	356,400
E.B.I.	\$1,781,285,000

NORTH CAROLINA: Bertie, Brunswick, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, Washington;
 VIRGINIA: Accomac, Brunswick, Charles City, Dinwiddie, Essex, Gloucester, Greensville, Isle of Wight, James City, King and Queen, King William, Lancaster, Mathews, Middlesex, Nansemond, New Kent, Newport News, Norfolk, Northampton, Northumberland, Prince George, Princess Anne, Richmond, Southampton, Surry, Sussex, York

OAK HILL, W. Va.

DATA INCOMPLETE

ODESSA, Tex.—See Midland-Odessa

OKLAHOMA CITY, Okla.

Population	1,268,800
Families	383,900
E.B.I.	\$1,706,823,000

OKLAHOMA: Alfalfa, Blaine, Caddo, Canadian, Carter, Cleveland, Coal, Comanche (50%), Creek, Custer, Dewey, Garfield, Garvin, Grady, Grant, Hughes, Johnston, Kay, Kingfisher, Lincoln, Logan, McClain, Major, Murray, Noble, Okfuskee, Oklahoma, Pawnee, Payne, Pittsburg, Pontotoc, Pottawatomie, Seminole, Stephens, Tillman, Washita

OMAHA, Neb.

Population	1,084,600
Families	334,500
E.B.I.	\$1,709,860,000

IOWA: Adams, Audubon, Carroll, Cass, Crawford, Fremont, Harrison, Mills, Monona, Montgomery, Page, Pottawattamie, Shelby, Taylor, Woodbury (50%);
 MISSOURI: Atchison, Nodaway (50%);

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KTVO

"An AREA Station"

Serving

"A MILLION WITH A
BILLION TO SPEND"

— with —

CBS AND NBC

— from —

THE MIDWEST'S TALLEST
TOWER
(1101 ft.)

— on —

CHANNEL 3

Offices:

Ottumwa, Iowa

Representatives:

The Bolling Company, Inc.

NEBRASKA: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Gage, Johnson, Lancaster, Madison, Nemaha, Otoe, Pawnee, Platte, Richardson, Sarpy, Saunders, Seward, Stanton, Thurston, Washington

ORLANDO, Fla.

Population	717,100
Families	210,600
E.B.I.	\$895,492,000

FLORIDA: Alachua (33%), Brevard, Citrus, Flagler, Hernando, Highlands (25%), Indian River, Lake, Marion, Orange, Osceola, Pasco, Polk, Seminole, Sumter, Volusia

OTTUMWA, Iowa

Population	523,400
Families	181,800
E.B.I.	\$679,514,000

ILLINOIS: Hancock, Henderson;
 IOWA: Appanoose, Clarke (25%), Davis, Decatur, Des Moines (25%), Henry, Jefferson, Keokuk, Lee, Louisa (25%), Lucas, Mahaska, Marion, Monroe, Van Buren, Wapello, Washington, Wayne;
 MISSOURI: Adair, Chariton (50%), Clark, Grundy, Harrison (50%), Knox, Lewis, Linn, Livingston, Macon, Mercer, Monroe (50%), Putnam, Randolph (50%), Schuyler, Scotland, Shelby, Sullivan

PANAMA CITY, Fla.

Population	154,400
Families	39,700
E.B.I.	\$142,019,000

FLORIDA: Bay, Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Walton, Washington

TIME TO USE

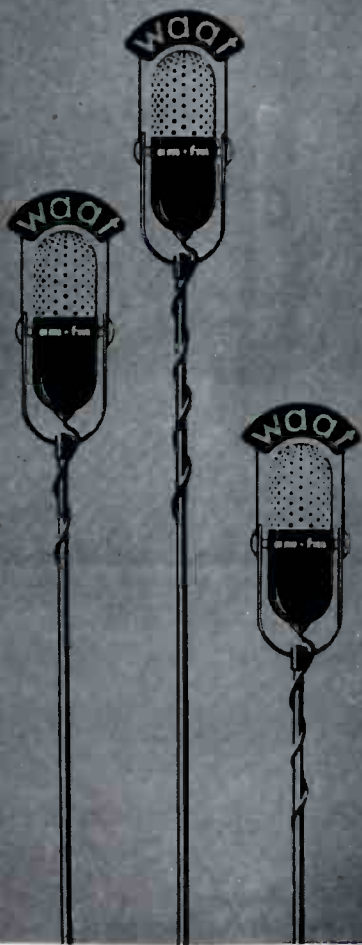
THIRTEEN

the **FIRST** local TV station
in the metropolitan N. Y.
- N. J. market.



**TELEVISION CENTER
NEWARK 1, NEW JERSEY**

national rep.: **FORJOE-TV, inc.**



FIRST STATION in N. J.

covering 82% of the State
plus a big bonus in N. Y.

FIRST WITH AUDIENCES

according to Pulse

FIRST WITH ADVERTISERS

and 7 out of 10 are retail

FIRST WITH BUSINESS

which has never been better

WAAT

970 on your dial

NEWARK 1, N. J. nat. rep.: FORJOE & Co.

PARKERSBURG, W. Va.

Population 318,300
 Families 90,600
 E.B.I. \$354,396,000

OHIO: Athens, Meigs, Monroe, Morgan, Noble, Washington;
 WEST VIRGINIA: Calhoun, Jackson, Mason, Pleasants, Ritchie, Roane, Tyler, Wirt, Wood

PENSACOLA, Fla.†

Population 848,700
 Families 225,500
 E.B.I. \$1,036,026,000

ALABAMA: Baldwin, Covington, Escambia, Geneva (25%), Houston (25%), Mobile;
 FLORIDA: Bay, Escambia, Okaloosa, Santa Rosa, Walton;
 MISSISSIPPI: Harrison, Jackson

†Unadjusted for new data pending further study.

PEORIA, Ill.

Population 705,200
 Families 221,300
 E.B.I. \$1,186,122,000

ILLINOIS: Bureau (50%), Cass (50%), De Witt, Fulton, Henry (50%), Knox, LaSalle (25%), Livingston (50%), Logan, Marshall, Mason, McDonough (50%), McLean, Menard, Peoria, Putnam, Schuyler (50%), Stark, Tazewell, Warren (50%), Woodford;

PETERSBURG, Va.—See Richmond-Petersburg

PHILADELPHIA, Pa.

Population 6,910,600
 Families 1,995,200
 E.B.I. \$12,744,573,000

DELAWARE: New Castle;
 MARYLAND: Cecil;

NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset;
 PENNSYLVANIA: Berks, Bucks, Chester, Delaware, Lancaster, Lehigh, Montgomery, Northampton, Philadelphia, Schuylkill

PHOENIX, Ariz.

Population 602,300
 Families 172,800
 E.B.I. \$824,626,000

ARIZONA: Gila, Maricopa, Pinal (75%), Yavapai

PINE BLUFF, Ark.—See Little Rock-Pine Bluff

PITTSBURG, Kan.

Population 582,900
 Families 189,600
 E.B.I. \$660,843,000

ARKANSAS: Benton;
 KANSAS: Allen, Anderson (50%), Bourbon, Cherokee, Crawford, Labette, Linn, Montgomery, Neosho, Wilson, Woodson;
 MISSOURI: Barry, Barton, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, Vernon;
 OKLAHOMA: Craig, Delaware, Mayes, Nowata, Ottawa

PITTSBURGH, Pa.

Population 4,170,900
 Families 1,189,600
 E.B.I. \$6,745,212,000

OHIO: Belmont, Carroll, Columbiana, Harrison, Jefferson, Mahoning;
 PENNSYLVANIA: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Venango, Washington, Westmoreland;
 WEST VIRGINIA: Brooke, Hancock, Harrison, Marion, Marshall, Monongalia, Ohio, Preston, Taylor

PLATTSBURG, N. Y.

Population 450,500
 Families 123,700
 E.B.I. \$560,530,000

NEW YORK: Clinton, Essex, Franklin, Hamilton (50%), St. Lawrence (50%), Warren (50%), Washington (10%);
 VERMONT: Addison, Caledonia (33%), Chittenden, Franklin, Grand Isle, Lamoille, Orange (50%), Orleans (75%), Rutland (33%), Washington, Windsor (33%)

POLAND SPRING, Me.

Population 1,002,900
 Families 286,800
 E.B.I. \$1,407,447,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Oxford, Sagadahoc, York;
 NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Merrimack, Strafford, Sullivan;
 NEW YORK: Clinton (50%);
 VERMONT: Caledonia, Essex, Lamoille, Orange, Orleans, Washington, Windsor

PORTLAND, Me.

Population 715,200
 Families 208,100
 E.B.I. \$1,028,712,000

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

in **MAINE**

WGAN-TV

CHANNEL 13

316,000 WATTS



2 / 3

FAMILIES

SALES - TV HOMES

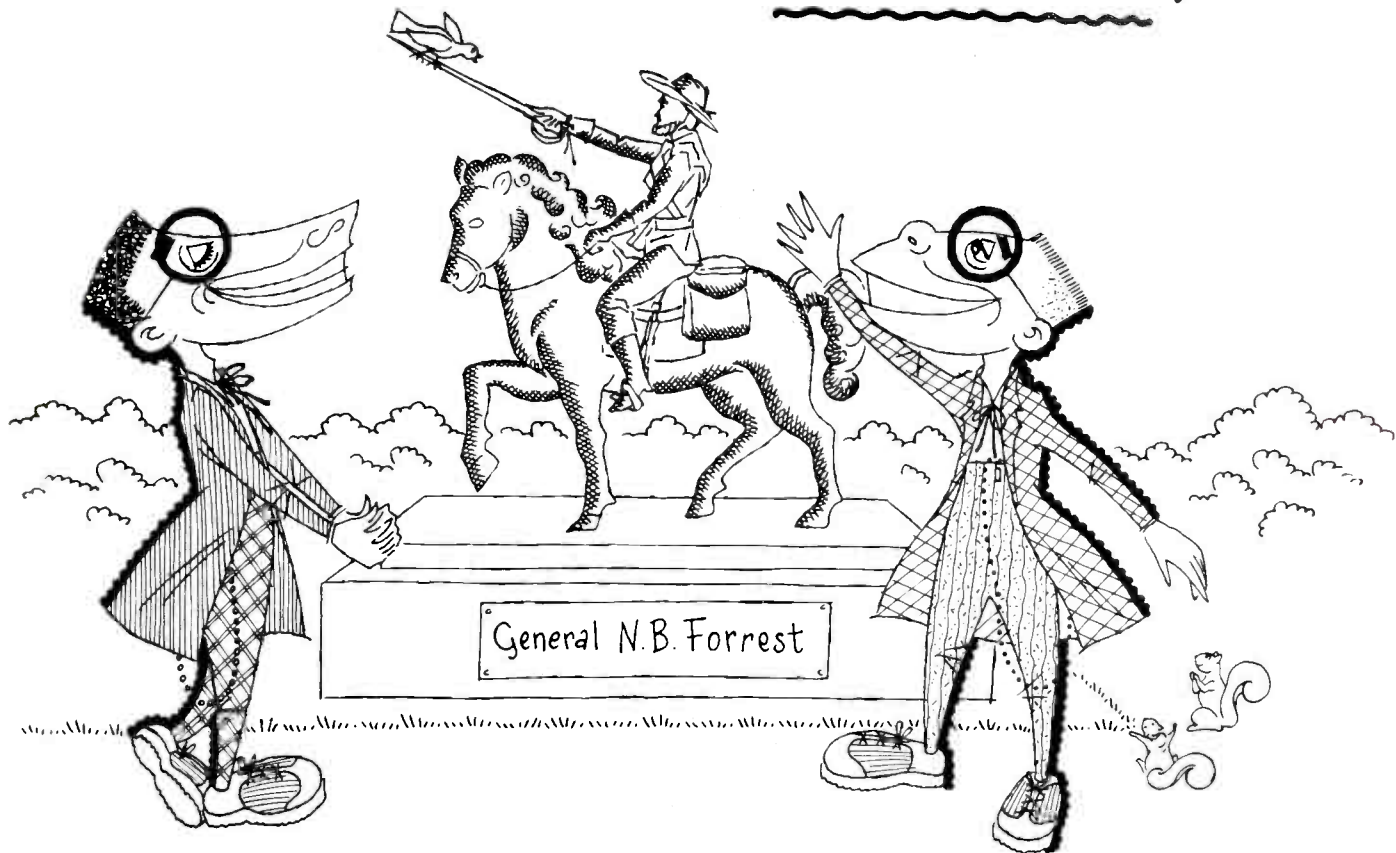
INCOME

and over a billion dollars of buying income

390 CONGRESS STREET

PORTLAND, MAINE

Man! He's the MOSTEST!



"No doubt about it . . . Nathan Bedford Forest is the most. Even better, he's the mostest!"

"He sure stated the case for KATV when he said 'Get thar fustest with the mostest!'"

"KATV is sure fustest! They were the fust 'V' TV in Arkansas and all those 142,900 TV homes are tuned smack to Channel 7!"

"Mostest too, Man! No other Arkansas station covers 1,104,100 people and 313,800 families who have a Consumer Spendable Income of \$1,137,930,000.00!"

"I'm sure ol' Nate won't mind if KATV borrows his quotation, 'cause they can prove that they're 'Fustest with the Mostest' in the Billion Dollar Arkansas Market!"

STUDIOS IN LITTLE ROCK & PINE BLUFF

KATV

CHANNEL 7

JOHN H. FUGATE, General Manager
Avery-Knodel, Inc, National Representatives
620 Beech Street, Little Rock, Arkansas



**GIVE YOUR
Convention
or
Sales Meeting
the
GOLDEN
Opportunity to Succeed!**



The GOLDEN GATE resort hotel provides the GOLDEN setting for the most exacting convention tastes. Among its many modern features will be found:

- 3 Convention Halls accommodating 1500, 400, and 600 persons
- New Banquet Hall seating 1200 persons
- Meeting Halls for smaller groups from 20 up
- Complete adjustable stage and motion picture projection booth
- Colorful Coffee Shop — Dining Room and Cafeteria—3 intimate Cocktail Lounges
- 650 Luxurious Hotel, Motel — Apartment and Villa accommodations
- 4500 Additional room accommodations available on ocean adjacent to the Golden Gate

And when sessions are over, relax! Sun and swim in the 3 swimming pools or the refreshing surf. Enjoy the friendly atmosphere of 3 cocktail lounges, and appease your appetite in the oceanfront dining room, a separate cafeteria, or the Convention Hall coffee shop. Delight in the tempting, savory, varied cuisine, served in settings to suit your mood of the moment.

Thrill to surf, ocean-pier or deep-sea fishing . . . Prove your skill on the putting green or the 3 nearby golf courses . . . Play shuffleboard and tennis, or less active games in the game rooms. Water shows, dancing and other planned entertainment round out the varied activity list.

European, modified American or full American Plans are available. Write, wire, or call the Convention Manager, The Golden Gate, Miami Beach, Florida.

The
**GOLDEN GATE
HOTEL**

John M. Duff, Jr., General Manager
On the Ocean at 194th Street
MIAMI BEACH, FLORIDA

MAINE: Androscoggin, Cumberland, Franklin, Kennebeck, Knox, Lincoln, Oxford, Sagadahoc, York;
NEW HAMPSHIRE: Belknap, Carroll, Coos, Rockingham (33%), Strafford

PORTLAND, Ore.

Population	1,480,200
Families	483,900
E.B.I.	\$2,323,959,000

OREGON: Benton, Clackamas, Clatsop, Columbia, Hood River, Jefferson, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Sherman, Tillamook, Wasco, Washington, Yamhill;
WASHINGTON: Clark, Cowlitz, Klickitat (50%), Lewis, Pacific, Skamania, Wahkiakum

POUGHKEEPSIE-KINGSTON, N. Y.

Population	587,000
Families	174,100
E.B.I.	\$862,072,000

CONNECTICUT: Litchfield (50%);
NEW YORK: Columbia, Dutchess, Greene, Orange, Putnam, Sullivan, Ulster

PROVIDENCE, R. I.

Population	2,822,200
Families	829,800
E.B.I.	\$4,781,309,000

CONNECTICUT: New London, Tolland, Windham;
MASSACHUSETTS: Barnstable, Bristol, Dukes, Norfolk, Plymouth, Worcester;
RHODE ISLAND: Bristol, Kent, Newport, Providence, Washington

PUEBLO, Colo.—See Colorado Springs-Pueblo

QUINCY, Ill.—See Hannibal, Mo.—Quincy

RALEIGH, N. C.

Population	825,000
Families	198,800
E.B.I.	\$938,306,000

NORTH CAROLINA: Alamance, Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Nash (50%), Orange, Person, Vance, Wake, Wayne, Wilson

RAPID CITY, S. D.

DATA INCOMPLETE

READING, Pa.

Population	1,299,500
Families	376,300
E.B.I.	\$1,993,915,000

PENNSYLVANIA: Berks, Columbia, Cumberland, Dauphin (50%), Juniata, Lancaster (50%), Lebanon, Lycoming, Mifflin, Montour, Northumberland, Perry, Schuylkill, Snyder, Union

RENO, Nev.

Population	85,400
Families	27,600
E.B.I.	\$188,363,000

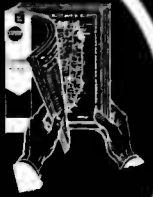
CALIFORNIA: Nevada (25%), Placer (10%);
NEVADA: Douglas, Lyon, Ormsby, Storey, Washoe

RICHMOND-PETERSBURG, Va.

Population	1,117,400
Families	279,000
E.B.I.	\$1,355,073,000

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

**3-way street
to more sales**



Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS Standard Rate & Data Service, Inc.

FOR CURRENT SET
ESTIMATES, SEE

**the
circulation
report**

IN EACH ISSUE

2 heads are better than **1**



ESPECIALLY when they're
watching your commercials

and in the
Portland, Oregon Market

KOIN-TV

delivers

2½

times the
audience of the
other two stations
combined

- ★ All top 15 weekly shows
- ★ 9 of the top 10 multi-weekly shows

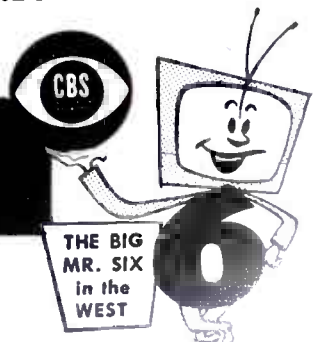
*November 1955 ARB, 19-County Portland Market

TOP RATINGS • TOP COVERAGE • TOP VALUE
HIGHEST TOWER • MAXIMUM POWER

KOIN-TV Channel 6

PORTLAND, OREGON

Represented Nationally by CBS Television Spot Sales



NBC-TV

BASIC NETWORK

in the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

WXEX-TV

Tom Tinsley, President

Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

NEATEST TRICK IN ROCHESTER, N. Y.

Turning 1/4 HOURS



... into
2/3 OURS!



The latest (October, 1955) ARB report tells the story: 132 firsts for Channel 10 out of the 200 competitive quarter-hours, 7 AM to 5 PM, Mondays through Fridays! —And, incidentally, Channel 10 rates 273 firsts out of the weekly, day-and-night total of 461 quarter-hours! Mighty good figures, Mr. Time Buyer!

COVERAGE AREA

A Rich and Ready Market!

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

WRITE US TODAY FOR
CHOICEST AVAILABILITIES
IN ROCHESTER

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

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

NORTH CAROLINA: Gates (50%), Hertford (50%), Northampton;
VIRGINIA: Albemarle, Amelia, Appomattox, Brunswick, Buckingham, Caroline, Charlotte, Charles City, Chesterfield, Culpeper, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King and Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nansemond, Nelson, New Kent, Northumberland, Nottoway, Orange, Powhatan, Prince Edward, Prince George, Richmond, Southampton, Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

ROANOKE, Va.†

Population	1,763,300
Families	432,600
E.B.I.	\$1,907,219,000

NORTH CAROLINA: Alleghany, Caswell, Rockingham, Stokes, Surry, Yadkin (50%);
VIRGINIA: Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Floyd, Franklin, Giles, Grayson, Halifax, Henry, Highland, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe, Albemarle;
WEST VIRGINIA: Greenbrier, McDowell, Mercer, Monroe, Nicholas, Pocahontas, Summers, Webster, Wyoming, Fayette, Raleigh

†Unadjusted for new data pending further study.

ROCHESTER, Minn.

Population	470,700
Families	133,000
E.B.I.	\$615,370,000

IOWA: Allamakee, Howard, Mitchell, Winneshiek, Worth;
MINNESOTA: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Waseca, Winona;
WISCONSIN: Buffalo, Pepin, Trempealeau

ROCHESTER, N. Y.

Population	1,081,900
Families	325,800
E.B.I.	\$1,681,997,000

NEW YORK: Allegany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates

ROCKFORD, Ill.

Population	928,600
Families	284,400
E.B.I.	\$1,593,495,000

ILLINOIS: Boone, Carroll, De Kalb, Joe Daviess, Kane, La Salle (50%), Lee, McHenry, Ogle, Stephenson, Whiteside, Winnebago;
WISCONSIN: Green, Jefferson (50%), Lafayette, Rock, Walworth

ROCK ISLAND, Ill—See Davenport-Rock Island

ROME, Ga.

Population	667,700
Families	173,000
E.B.I.	\$655,606,000

ALABAMA: Calhoun, Cherokee, Cleburne, De Kalb, Etowah (25%), Jackson, Marshall;
GEORGIA: Bartow, Carroll (50%), Catoosa, Chattooga, Cherokee, Cobb (50%), Dade, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker, Whitfield

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed

"Just Issued"

AMERICAN RESEARCH BUREAU

announces the

1956 METROPOLITAN AREA

Surveyed Jan. 10 thru Feb. 5 and available now!

... presenting reception and tune-in preference data for 225 key TV-served markets

Now, for the second year, ARB makes available to the broadcast industry the results of comprehensive and significant research into coverage and viewing habits in TV's problem areas. This new 1956 study is an enlargement of ARB's now well-known "Abilene to Zanesville" survey released early in 1955. The first "A-to-Z" report proved to be one of the most widely accepted and valuable broadcast measurement studies ever produced, and the bigger 1956 study will be even more useful to broadcast buyers and sellers.

Many key markets reported in the 1956 study are served *only* by TV stations located *outside* their own area, providing an excellent cross-reference to station coverage and viewer acceptance.

For each of the 225 markets (see list), these facts will be reported: 1) Percent homes having TV (including UHF saturation); 2) Stations operating in the area with percent of TV homes able to receive; 3) Stations viewed most (with 1st and 2nd preference) for daytime and evening.

ALABAMA

Decatur
Dothan
Florence-Sheffield
Gadsden
Selma

ARKANSAS

El Dorado
Fayetteville
Fort Smith
Texarkana

CALIFORNIA

Chico
El Centro
Merced
Salinas-Monterey
San Luis Obispo
Santa Barbara
Santa Cruz
Tulare

CONNECTICUT

Middletown
New London
Torrington
Waterbury
Willimantic

FLORIDA

Daytona Beach
Fort Myers
Gainesville

Ocala
Panama City

GEORGIA

Albany
Athens
Brunswick
Columbus
La Grange
Macon
Rome
Savannah
Thomasville, Ga.-
Tallahassee, Fla.
Valdosta
Waycross

IDAHO

Idaho Falls
Twin Falls

ILLINOIS

Bloomington
Centralia
Danville
Dixon
Freeport
Harrisburg
Jacksonville

La Salle-Peru
Mattoon

INDIANA

Anderson
Bloomington
Lafayette
La Porte
Logansport
Marion
Richmond
Terre Haute
Vincennes

IOWA

Burlington
Carroll
Cedar Rapids
Dubuque
Fort Dodge
Iowa City
Mason City
Ottumwa
Waterloo

KANSAS

Atchison
Coffeyville
Dodge City
Emporia
Manhattan
Salina
Topeka

North Adams-
Pittsfield
Worcester

MICHIGAN

Battle Creek
Cadillac
Flint
Ironwood
Lansing
Port Huron
Traverse City

MINNESOTA

Bemidji
Brainerd
Duluth, Minn.-
Superior, Wis.
Winona

MISSISSIPPI

Columbus
Greenville
Greenwood
Hattiesburg-Laurel
Natchez
Tupelo

MISSOURI

Cape Girardeau
Joplin
Kirksville
Poplar Bluff
St. Joseph
Sedalia

Kingston
Massena
Ogdensburg
Oneonta
Plattsburg
Poughkeepsie
Watertown

NORTH CAROLINA

Asheville
Burlington
Elizabeth City
Fayetteville
Hickory
New Bern
Rocky Mount
Salisbury

NORTH DAKOTA

Grand Forks
Jamestown

OHIO

Ashtabula
Canton
Chillicothe
Coshocton
Findlay
Lima
Portsmouth
Sandusky
Warren
Zanesville

Reading
Sunbury
Uniontown
Williamsport
York

SOUTH CAROLINA

Anderson
Florence
Greenville
Greenwood
Myrtle Beach

SOUTH DAKOTA

Aberdeen

TENNESSEE

Jackson

TEXAS

Alice
Beaumont-Port Arthur
Brownwood
Bryan
Corpus Christi
Longview
Midland
Nacogdoches
Palestine
Paris
Victoria
Waco

VERMONT

Montpelier
Rutland

VIRGINIA

Bristol, Va.-Tenn.
Charlottesville
Danville
Lynchburg
Winchester

WASHINGTON

Walla Walla
Wenatchee

WEST VIRGINIA

Beckley
Bluefield
Clarksburg
Fairmont
Parkersburg

WISCONSIN

Eau Claire
Fond du Lac
Green Bay
Janesville
Kenosha
Manitowoc
Marinette
Oshkosh

WYOMING

Cheyenne

CANADA

Hamilton
Toronto

COVERAGE STUDY

KENTUCKY

Frankfort
Hazard
Lexington
Madisonville
Owensboro
Paducah

LOUISIANA

Lafayette
Lake Charles
Monroe
Natchitoches

MAINE

Augusta
Bangor

MARYLAND

Cumberland
Salisbury

MASSACHUSETTS

Lawrence
Lowell

MONTANA

Helena

NEBRASKA

Beatrice
Grand Island
Lincoln
Norfolk

NEW HAMPSHIRE

Concord
Keene
Portsmouth

NEW MEXICO

Carlsbad
Clovis
Hobbs

NEW YORK

Elmira
Gloversville
Hornell
Ithaca
Jamestown

OKLAHOMA

Ada
Ardmore
Enid
McAlester
Ponca City
Stillwater

OREGON

Eugene
Pendleton
Roseburg
Salem

PENNSYLVANIA

Bethlehem-Allentown
Easton
Erie
Hazleton
Lewistown
New Castle
Oil City
Pottsville

Phone, wire or write for further information . . .

AMERICAN RESEARCH BUREAU, INC.

Jack L. Gross
551 Fifth Ave.,

New York 17, N.Y.
Murray Hill 7-3787

James W. Seiler
National Press Building

Washington 4, D.C.
National 8-0822

Roger N. Cooper
234 So. Garfield Ave.

Monterey Park
Los Angeles, Calif.
Cumberland 3-3149

"Here's Something
to Remember About
Sacramento!"

The Senator



When you buy time on
KCRA-TV
in Sacramento,
California, you get

**UNDUPLICATED
NBC NETWORK
COVERAGE IN 10
COUNTIES AND
176,260 TV HOMES**

in the Sacramento television
market.

This means no other NBC network
programming reaches the tremend-
ous buying power of these 10 Cal-
ifornia counties except KCRA-TV,
Channel 3!

Call Petry and buy KCRA-TV!

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC **NBC** AFFILIATE
represented by Edward Petry & Co.

ROSWELL, N. M.

Population 227,800
Families 64,200
E.B.I. \$357,022,000

NEW MEXICO: Chaves, Curry, De Baca, Eddy,
Lea, Lincoln, Otero (50%), Roosevelt

SACRAMENTO, Cal.

Population 1,206,100
Families 375,100
E.B.I. \$2,075,922,000

CALIFORNIA: Alpine, Amador, Butte, Calaveras,
Colusa, Eldorado, Napa, Nevada, Placer, Plumas,
Sacramento, San Joaquin, Sierra, Solano (50%),
Stanislaus, Sutter, Tuolumne, Yolo, Yuba

SAGINAW, Mich.—See Bay City-Saginaw

ST. JOSEPH, Mo.

Population 504,300
Families 161,700
E.B.I. \$727,409,000

IOWA: Page (50%), Taylor (50%)

KANSAS: Atchison, Brown, Doniphan, Jackson,
Jefferson, Leavenworth (50%), Shawnee (50%)

MISSOURI: Andrew, Atchison, Buchanan, Caldwell,
Clay, Clinton, Daviess, De Kalb, Gentry, Grundy,
Harrison, Holt, Livingston (50%), Nodaway,
Platte (50%), Worth

NEBRASKA: Nemaha (50%), Richardson

ST. LOUIS, Mo.

Population 2,965,500
Families 919,800
E.B.I. \$4,859,602,000

ILLINOIS: Bond, Calhoun, Cass, Christian, Clinton,
Ettingham, Fayette, Franklin, Greene, Jackson,
Jefferson, Jersey, Macon (50%), Macoupin,
Madison, Marion, Monroe, Montgomery, Morgan,
Perry, Pike, Randolph, St. Clair, Sangamon,
Scott, Shelby, Washington

MISSOURI: Audrain, Callaway, Crawford, Dent,
Franklin, Gasconade, Iron, Jefferson, Lincoln,
Madison, Montgomery, Perry, Phelps, Pike,
Ralls, Reynolds, St. Charles, St. Francois,
St. Louis, Ste. Genevieve, Warren, Washington

ST. PAUL, Minn.—See Minneapolis-St. Paul

ST. PETERSBURG, Fla.—See Tampa-St. Petersburg

SALINAS-MONTEREY, Cal.†

Population 167,700
Families 52,000
E.B.I. \$266,213,000

CALIFORNIA: Monterey, San Benito, Santa Cruz,
Merced (50%), Stanislaus (33%)

†Unadjusted for new data pending further study.

SALISBURY, Md.

Population 225,800
Families 67,300
E.B.I. \$248,647,000

DELAWARE: Kent (10%), Sussex;

MARYLAND: Caroline (67%), Dorchester,
Somerset, Wicomico, Worcester;

VIRGINIA: Accomac (50%)

SALT LAKE CITY, Utah

Population 806,400
Families 223,100
E.B.I. \$1,153,840,000

IDAHO: Bear Lake, Cassia, Franklin, Oneida;

NEVADA: Elko, White Pine;

UTAH: Box Elder, Cache, Carbon, Davis,
Duchesne, Emery, Juab, Millard, Morgan, Rich,
Salt Lake, Sanpete, Sevier, Summit, Tooele,
Utah, Wasatch, Weber;

WYOMING: Lincoln, Uinta

Market definition, Television Magazine. Market data
from preliminary estimates, Sales Management '56

How much
income do
you reach!

	Standard Metro. Area	Television Market
Beaumont	\$ 379,980,000	\$ 816,518,000
Bellingham	95,705,000	425,496,000
Bethlehem-		
Allentown-		
Easton	753,852,000	1,461,064,000
Birmingham	325,811,000	2,322,581,000
Birmingham	868,037,000	2,094,089,000
Bloomington, Ill.	130,494,000	440,481,000
Boston	5,281,122,000	8,065,346,000
Bridgeport	1,235,118,000	2,892,411,000
Champaign	212,297,000	2,232,838,000
Charlotte	361,729,000	2,855,085,000

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 cov-
erage area far outranks the home
county. In Champaign, for example,
90 per cent of the television mar-
ket'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 109-117 of this issue.

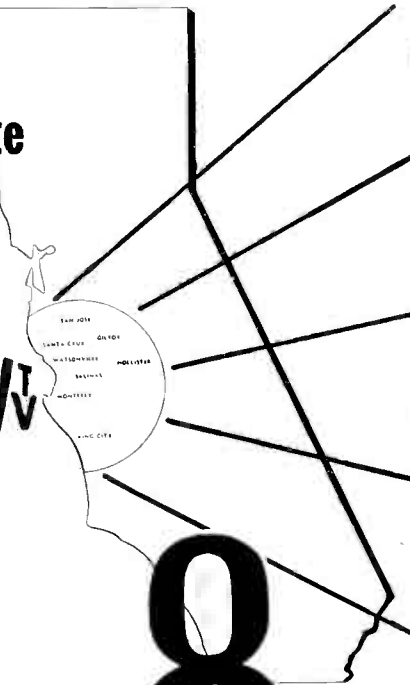
**TELEVISION
MAGAZINE**

12th year of publication

CALIFORNIA ADVERTISING

is
Incomplete
without

KSBW-TV



KSBW-TV

The
Exclusive
SALES PLACE

CHANNEL

8

of the Rich
Central
Coast
Counties
of
California

96

PROGRAMS Placed
by National Blue Chip
Advertisers each month

136

HOURS Network
Programs Monthly

CBS .. NBC .. ABC

Positive Proof

This Market must be
covered from within by

KSBW-TV

Salinas-Monterey

Sales are
always
Great
when you use ..

CHANNEL

8





*In
the
dark
all
cats
are
gray*

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

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

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

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

TELEVISION
MAGAZINE

CHANNEL 11

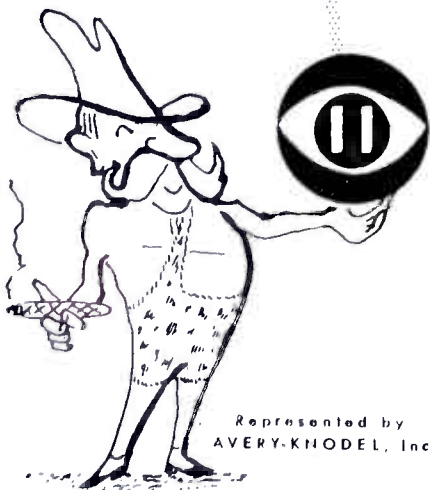
WTOC-TV Savannah, Georgia

Tallest tower
Highest power
Greatest coverage



WTOC-TV
• TOWER: 501 Ft.
above ground
• POWER: 207.5 KW

STATION B
• TOWER: 363 Ft.
above ground
• POWER: 32.4 KW



Represented by
AVERY-KNODEL, Inc

SAN ANGELO, Tex.

Population	135,700
Families	39,200
E.B.I.	\$205,554,000

TEXAS: Coke, Concho, Crockett, Irion, Mason, McCulloch, Menard, Reagan, Runnels, Schleicher, Sterling, Sutton, Tom Green

SAN ANTONIO, Tex.

Population	1,172,900
Families	303,900
E.B.I.	\$1,389,734,000

TEXAS: Aransas, Atacosa, Bandera, Bee, Bexar, Blanco, Caldwell, Comal, De Witt, Dimmit, Duval, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Jim Wells, Karnes, Kendall, Kerr, Kimble, Kinney, LaSalle, Lavaca, Live Oak, Maverick, McMullen, Medina, Nueces (10%), Real, Refugio, San Patricio, Uvalde, Victoria, Webb, Wilson, Zavala

SAN DIEGO, Cal.-TIJUANA, Mex.†

Population	1,078,200
Families	353,800
E.B.I.	\$1,974,475,000

CALIFORNIA: Imperial, Orange (50%), San Diego

†Unadjusted for new data pending further study.

SAN FRANCISCO-STOCKTON, Cal.

Population	3,894,000
Families	1,261,000
E.B.I.	\$7,893,171,000

CALIFORNIA: Alameda, Colusa, Contra Costa, Lake, Marin, Monterey, Napa, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz (25%), Solano, Sonoma, Stanislaus, Yolo

SAN JOSE, Cal.

Population	952,200
Families	449,100
E.B.I.	\$1,674,545,000

CALIFORNIA: Imperial, Orange (50%), San Diego, San Joaquin (50%), Santa Clara, Santa Cruz, Stanislaus

SAN LUIS OBISPO, Cal.†

Population	323,000
Families	99,700
E.B.I.	\$532,423,000

CALIFORNIA: Fresno (10%), Kern (50%), Kings, San Luis Obispo, Santa Barbara (50%)

†Unadjusted for new data pending further study.

SANTA BARBARA, Cal.

Population	353,300
Families	109,800
E.B.I.	\$623,040,000

CALIFORNIA: Kern (10%), San Luis Obispo, Santa Barbara, Ventura

SAVANNAH, Ga.

Population	389,200
Families	103,500
E.B.I.	\$416,361,000

GEORGIA: Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Glynn, Liberty, Long, McIntosh, Screven, Tattnall, Wayne;
SOUTH CAROLINA: Allendale, Beaufort, Hampton, Jasper

Market definition, television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

Fight cancer



with a checkup



and a check!

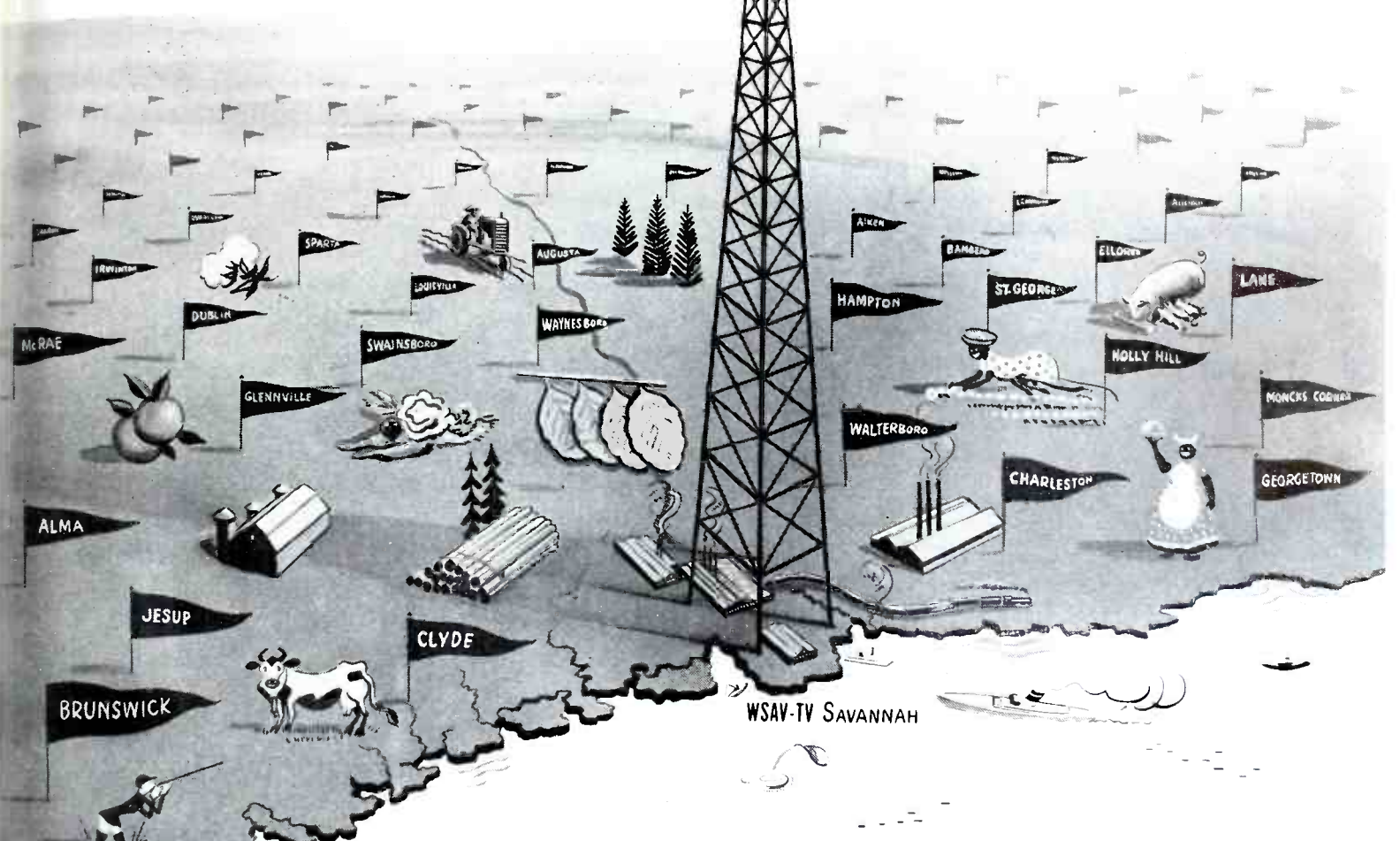
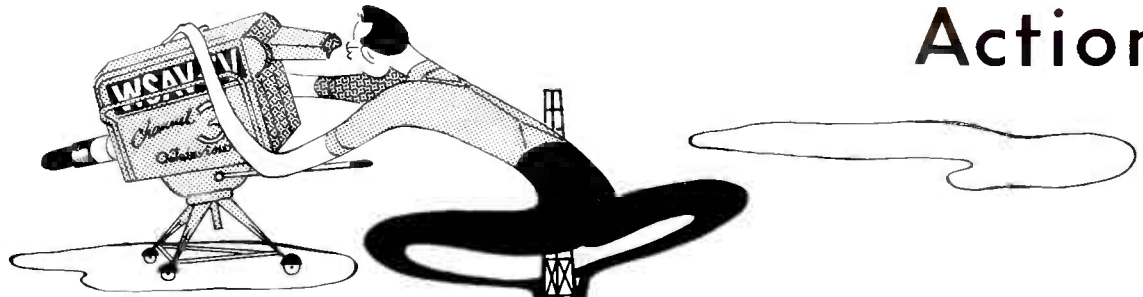


American Cancer Society

Lights

Camera

Action



WSAV-TV SAVANNAH

When WSAV-TV throws the spotlight on an advertiser's product, the reaction is immediate . . . yes, advertised products fairly dance off dealers' shelves as cash registers ring out a happy sales song that is heard all over the Coastal Empire. Ask your dealers . . . then let WSAV-TV spotlight your product and get ready for action.

Clearly . . . Savannah's Preferred-Channel Station

It's **3** in Savannah
WSAV-TV



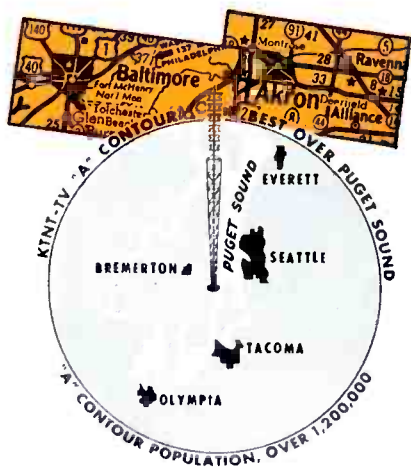
Represented by HOAG-BLAIR Offices in: New York and Chicago
 Represented by BLAIR-TV Offices in: Detroit, Boston, San Francisco, Dallas,
 St. Louis, Jacksonville, Los Angeles & Seattle

316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area

KTNT-TV
CHANNEL 11
CBS

the population of
Baltimore and
Akron Combined
is less than that
within KTNT-TV's
"A" Contour!

SWIM SUIT BY JANTZEN



This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the retail sales of the state.

CBS Television for Seattle,
Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

... and more than 2 million people live in the ENTIRE area covered by KTNT-TV

... and what's more —
Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- Seattle ● Tacoma ● Everett
- Bremerton ● Olympia

KTNT-TV
CBS
CHANNEL ELEVEN BASIC

Represented nationally by
WEED TELEVISION

SCHENECTADY, N. Y.—See Albany-Schenectady

SCRANTON-WILKES-BARRE, Pa.

Population	1,046,700
Families	298,000
E.B.I.	\$1,410,823,000

PENNSYLVANIA: Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Susquehanna, Union, Wayne, Wyoming

SEATTLE-TACOMA, Wash.

Population	1,634,700
Families	536,800
E.B.I.	\$3,031,203,000

WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom

SEDALIA, Mo.

Population	184,000
Families	59,500
E.B.I.	\$229,995,000

MISSOURI: Benton, Cooper, Henry, Howard, Johnson, Lafayette, Moniteau, Morgan, Pettis, Saline

SHREVEPORT, La.

Population	1,032,900
Families	290,400
E.B.I.	\$1,159,269,000

ARKANSAS: Columbia, Hempstead (50%), Lafayette, Little River, Miller, Nevada (50%), Ouachita (25%), Sevier (50%), Union (33%); LOUISIANA: Bienville, Bossier, Caddo, Claiborne, De Soto, Jackson (50%), Lincoln, Natchitoches, Red River, Union (50%), Webster, Winn (25%); TEXAS: Bowie, Camp, Cass, Franklin, Gregg, Harrison, Lamar (50%), Marion, Morris, Nacogdoches (50%), Ponola, Red River (50%), Rusk, Shelby, Smith (50%), Titus, Upshur, Wood (50%)

SIoux CITY, Iowa

Population	632,800
Families	190,700
E.B.I.	\$946,524,000

IOWA: Buena Vista, Cherokee, Clay, Crawford, Dickinson (50%), Harrison, Ida, Lyon, Monona, O'Brien, Osceola, Plymouth, Sac, Sioux, Woodbury; NEBRASKA: Burt, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Pierce, Stanton, Thurston, Washington, Wayne; SOUTH DAKOTA: Bon Homme, Clay, Lincoln, Minnehaha (33%), Turner, Union, Yankton

SIoux FALLS, S. D.

Population	772,500
Families	224,600
E.B.I.	\$1,041,935,000

IOWA: Cherokee (75%), Clay, Dickinson, Lyon, O'Brien, Osceola, Sioux; MINNESOTA: Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Yellow Medicine; NEBRASKA: Cedar, Dixon, Knox; SOUTH DAKOTA: Aurora, Beadle, Bon Homme, Brookings, Brown, Charles Mix, Clark, Clay, Codrington, Davison, Day, Deuel, Douglas, Edmunds, Faulk, Grant, Hamlin, Hand, Hanson, Hutchinson, Jerauld, Kingsbury, Lake, Lincoln, Marshall, McCook, Miner, Minnehaha, Moody, Roberts, Sanborn, Spink, Turner, Union, Yankton

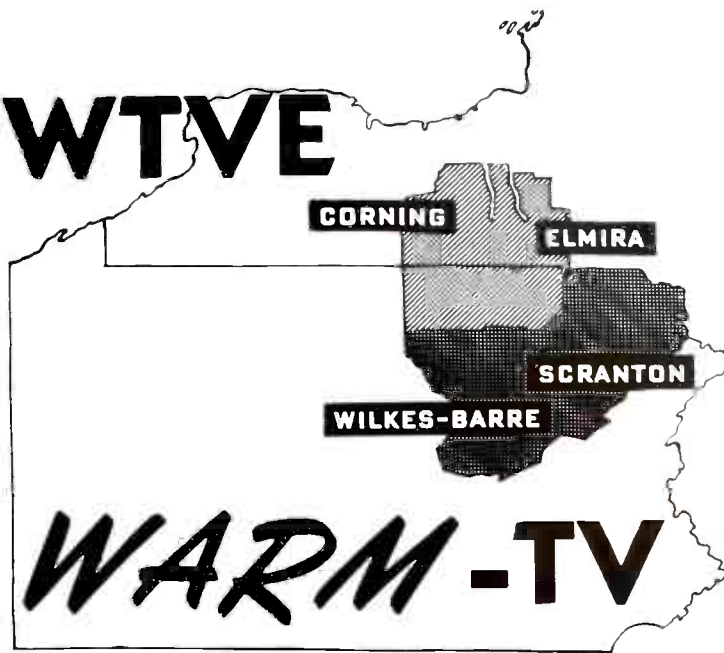
Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.



**COVERAGE FOR
SCRANTON AND
WILKES-BARRE, PA.**

**ELMIRA AND
CORNING, N. Y.**

WTVE



SOUTH BEND-ELKHART, Ind.

Population 874,600
Families 267,200
E.B.I. \$1,497,702,000

INDIANA: De Kalb (25%), Elkhart, Fulton, Kosciusko, LaGrange, La Porte, Marshall, Noble, Pulaski, St. Joseph, Starke, Steuben (25%), Whitley;
MICHIGAN: Berrien, Branch (50%), Cass, St. Joseph, Van Buren

SPOKANE, Wash.

Population 831,500
Families 259,800
E.B.I. \$1,441,626,000

IDAHO: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, Shoshone;
MONTANA: Lincoln;
OREGON: Umatilla, Union, Wallowa;
WASHINGTON: Adams, Asotin, Benton,

Chelan (75%), Columbia, Douglas, Ferry, Franklin, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Walla Walla, Whitman

SPRINGFIELD-HOLYOKE, Mass.

Population 760,700
Families 219,800
E.B.I. \$1,360,117,000

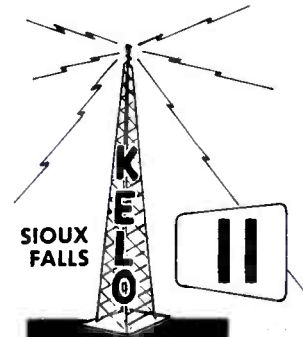
CONNECTICUT: Hartford (25%), Tolland;
MASSACHUSETTS: Franklin, Hampden, Hampshire

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.



**LOOK WHAT JOE'S
UP TO NOW!**

Joe Floyd is building KELO-TV's new tower to the mammoth height of 1,032 feet—one of the two tallest structures of any kind in the entire midwest. And no barren mountain top added in. KELO-TV's new tower rises straight up from housetops, a never-ending panorama of tv homes. That's the kind of landscape that counts with time-buyers, the kind you get on Joe Floyd stations.



1,032 feet-PLUS!

That's the new KELO-TV tower alone. Add Floyd's neighboring market KDLO-TV, and you get MORE THAN 1,800 FEET OF

TOWER covering South Dakota, Minnesota, Iowa and Nebraska.

KELO-TV

JOE FLOYD, President

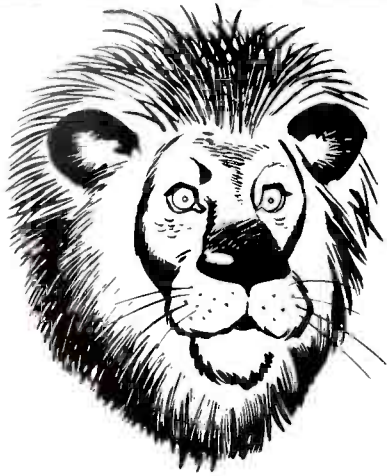
Evans Nord, Gen'l Mgr.

Larry Bentson, Vice-Pres.

Represented by H-R TELEVISION



NBC PRIMARY



**GET THE
LION'S
SHARE**

**PULSE (Dec. 1955) PROVES
WICS Channel 20
HAS THE AUDIENCE THAT
MAKES SALES**

TOP 15 ONCE-A-WEEK SHOWS:

WICS HAS	10
STA. B HAS	5
STA. C HAS	0

TOP 10 MULTI-WEEKLY SHOWS:

WICS HAS	8
STA. B HAS	1
STA. C HAS	1

**CHECK THESE RATINGS OF TOP
NETWORK, FILM, & LOCAL SHOWS**

Gillette Fights	50.5	Waterfront	27.5
Groucho Marx	42.0	Soldiers of Fortune	27.0
Lux Video Theater	39.4	I Am The Law	26.0
Ford Theater	38.0	Million \$\$ Movie	25.5
Dragnet	37.5	Howdy Doody	25.3
George Gobel	35.5	Roy Rogers Show	24.5
Red Barber's Corner	36.0	US Steel Hour	24.4
Big Story	34.8	TV News Final	24.0
Perry Como Show	30.5	Tennessee Ernie	13.2
Pontiac Pow Wow (Feature)	30.0	NBC Matinee Theater	12.8
It's a Great Life	29.5	Ding Dong School	11.7
Chevy Show	29.0	Home	9.7
Caesar's Hour	28.5	Today	7.9

PLUS PENETRATION:	66.8%
CONVERSION:	99.8%

GET ALL THE FACTS ABOUT ONE OF THE
BEST SMALLER TV MARKETS IN THE U.S.
AND

THE LION'S SHARE OF AUDIENCE IN
ILLINOIS' STATE CAPITAL MARKET.

BUY: **PRIMARY**

ILLINOIS' STATE CAPITAL MARKET

WICS
Channel 20
SPRINGFIELD, ILLINOIS

For availabilities call, write, or wire
WICS direct or Young Television Corp.

SPRINGFIELD, III.

Population	467,900
Families	148,900
E.B.I.	\$753,713,000

ILLINOIS: Cass, Christian, Logan, Macon,
Macoupin, Mason, Menard, Montgomery, Morgan,
Sangamon

SPRINGFIELD, Mo.

Population	517,000
Families	164,700
E.B.I.	\$602,686,000

ARKANSAS: Benton, Boone, Carroll, Marion (25%);
KANSAS: Cherokee (50%), Crawford (50%);
MISSOURI: Barry, Barton (75%), Benton (25%),
Camden, Cedar, Christian, Dade, Dallas, Douglas,
Greene, Hickory, Jasper (25%), Laclade, Lawrence,
McDonald (25%), Newton, Ozark (75%), Polk,
Pulaski (50%), St. Clair (75%), Stone, Taney,
Texas (50%), Vernon (25%), Washington (50%),
Webster, Wright

STUEBENVILLE, Ohio

Population	1,451,400
Families	417,000
E.B.I.	\$2,135,977,000

OHIO: Belmont, Carroll, Columbiana,
Coshocton (25%), Guernsey, Harrison, Jefferson,
Monroe, Noble, Tuscarawas, Washington (50%);
PENNSYLVANIA: Beaver, Fayette (33%), Greene,
Lawrence (33%), Washington;
WEST VIRGINIA: Brooke, Hancock, Harrison, Marion,
Marshall, Monongalia, Ohio, Tyler, Wetzel

STOCKTON, Cal.—See San Francisco-Stockton

SUPERIOR, Wis.—See Duluth, Minn.-Superior

SWEETWATER, Tex.—See Abilene-Sweetwater

SYRACUSE, N. Y.

Population	1,362,800
Families	402,600
E.B.I.	\$1,988,095,000

NEW YORK: Cayuga, Chenango, Cortland, Herkimer,
Jefferson, Lewis, Madison, Oneida, Onondaga,
Ontario, Oswego, Otsego (25%), Schuyler, Seneca,
Tioga, Tompkins, Wayne, Yates

TACOMA, Wash.—See Seattle-Tacoma

TAMPA-ST. PETERSBURG, Fla.

Population	1,014,900
Families	311,800
E.B.I.	\$135,323,400

FLORIDA: Charlotte, Citrus, De Soto, Hardee,
Hernando, Highlands, Hillsborough, Lake (50%),
Lee (75%), Manatee, Marion (50%), Orange (25%),
Osceola, Pasco, Pinellas, Polk, Sarasota, Sumter

TEMPLE-WACO, Tex.

Population	582,800
Families	166,500
E.B.I.	\$693,695,000

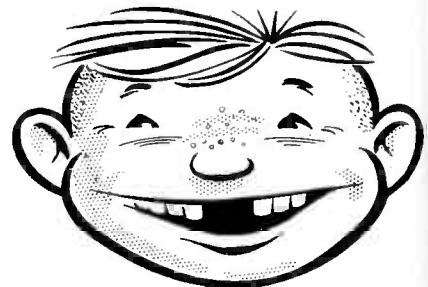
TEXAS: Bell, Bosque, Brazos, Brown, Burleson,
Burnet (50%), Coryell, Falls, Freestone, Hamilton,
Hill, Lampasas, Lee, Leon, Limestone, McLennon,
Milam, Navarro, Robertson, Williamson

TERRE HAUTE, Ind.

Population	670,300
Families	214,900
E.B.I.	\$989,257,000

Market definition, Television Magazine. Market data
from preliminary estimates, Sales Management '56
Survey of Buying Power; reproduction not licensed.

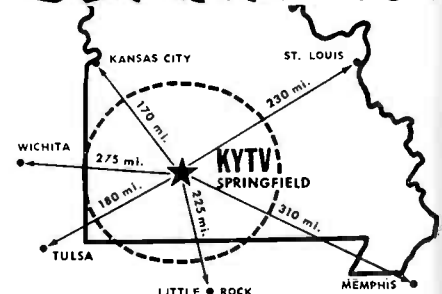
**Don't leave a
GAP in your
SALES MAP**



It takes

KYTV
Channel 3
100,000 WATTS

**to cover the
OZARK area**



**YOU CAN'T COVER THE
RICH OZARK MARKET
WITH BASIC NBC
STATIONS BECAUSE . . .**

The Heart of the Ozark
Empire is 230 miles from St.
Louis; 170 miles from Kansas
City; 275 miles from Wichita;
180 miles from Tulsa; 310
miles from Memphis; 225
miles from Little Rock!

PHONE • WIRE • WRITE

R. L. STUFFLEBAM
Commercial Manager

National Representative
GEORGE P. HOLLINGBERY CO.
ORIGINATING STATION ABC
"OZARK JUBILEE"

TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA



108,000 *unduplicated* CBS-TV homes



TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

7 + 11 + 43
EQUALS 2?



IT'S TRUE IN TULSA . . .

7th (in consumer Spendable Income, \$6,666.00 per family)*
plus 11th (in per capita population increase since 1950)*
plus 43 (Tulsa is the "43rd" TV market in America)**
equals TWO . . . Channel TWO . . . for complete coverage
of this oil rich, cattle rich market.

*Sales Management Survey of Buying Power — 1955
**CBS Report to FCC — Dec. 1955

There's a **SPOT** for . . . YOU on . . .
Channel

KVOO-TV

the eyes of Oklahoma

T U L S A



• For current availabilities contact any office of **BLAIR**

ILLINOIS: Clark, Coles, Crawford, Cumberland, Douglas, Edgar, Jasper, Richland, Vermilion;
INDIANA: Boone (20%), Clay, Daviess, Fountain, Greene, Hendricks, Knox, Martin (50%), Montgomery, Owen, Parke, Putnam, Sullivan, Vermillion, Vigo, Warren

TEXARKANA, Tex.†

Population	886,400
Families	250,700
E.B.I.	\$962,501,000

ARKANSAS: Clark, Columbin, Hempstead, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Sevier;

LOUISIANA: Bossier, Caddo, Claiborne, Webster;
OKLAHOMA: Choctaw, McCurtain, Pushmataha;
TEXAS: Bowie, Camp, Cass, Delta (50%), Franklin, Gregg (50%), Harrison, Hopkins (25%), Lamar (50%), Marion, Morris, Panola (50%), Red River, Titus, Upshur, Wood (25%)

†Unadjusted for new data pending further study.

THOMASVILLE, Ga.

Population	611,900
Families	153,300
E.B.I.	\$554,333,000

ALABAMA: Houston;

FLORIDA: Calhoun, Franklin, Gadsden, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwanee, Taylor, Wakulla;
GEORGIA: Baker, Berrien, Brooks, Calhoun, Colquitt, Cook, Decatur, Dougherty (33%), Early, Echols, Grady, Lanier, Lowndes, Miller, Mitchell, Seminole, Thomas, Tift, Worth

TOLEDO, Ohio

Population	1,305,400
Families	391,800
E.B.I.	\$2,323,959,000

INDIANA: De Kalb, Steuben;
MICHIGAN: Hillsdale, Jackson (50%), Leelanau, Monroe, Washtenaw (50%);
OHIO: Allen (50%), Crawford, Defiance, Erie (33%), Fulton, Hancock, Henry, Huron, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot

TOPEKA, Kan.

Population	584,500
Families	182,400
E.B.I.	\$938,680,000

KANSAS: Anderson, Archison (33%), Brown, Chase, Coffey, Douglas, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marshall, Miami, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee

TRAVERSE CITY, Mich.

Population	195,200
Families	56,800
E.B.I.	\$212,979,000

MICHIGAN: Antrim, Benzie, Charlevoix, Cheboygan, Clare (50%), Crawford, Emmet, Grand Traverse, Kalkaska, Lake, Leelanau, Manistee, Missaukee, Osceola, Otsego, Roscommon (50%), Wexford

TROY, N. Y.—See Albany-Schenectady-Troy

TUCSON, Ariz.

Population	285,700
Families	81,400
E.B.I.	\$402,080,000

ARIZONA: Cochise, Pima, Pinal (25%), Santa Cruz

TULARE, Cal.—See Fresno-Tulare

TULSA, Okla.

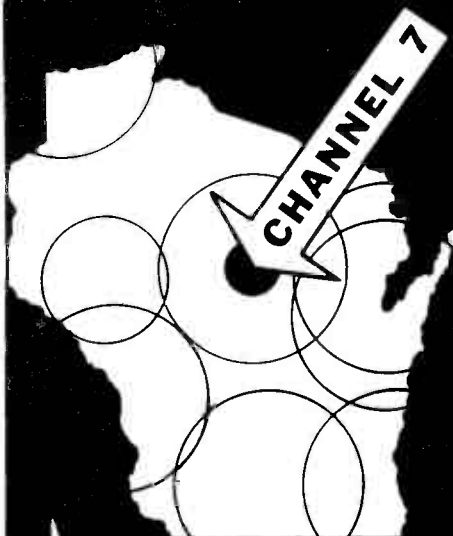
Population	1,314,300
Families	399,100
E.B.I.	\$1,662,836,000

ARKANSAS: Benton, Crawford (33%), Sebastian (25%), Washington;
KANSAS: Chautauque, Cherokee (33%), Cowley, Crawford (25%), Elk, Labette, Montgomery, Neosho (33%), Wilson (25%), Woodson (10%);
MISSOURI: Jasper (15%), McDonald, Newton (25%);

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

WSAU-TV

WAUSAU, WISCONSIN



CBS • NBC
ABC • DuMont

CHANNEL 7
100,000 watts

1,921 ft. above sea level

540,000 population

\$662,899,000
spendable income

152,000 homes

Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.

Stockholders Include

RADIO STATIONS:

WSAU - WFHR - WATK

NEWSPAPERS:

Wausau Daily Record-Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhineland Daily News
Antigo Daily Journal

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Grant (33%), Haskell, Hughes, Kay, Latimer, Le Flore, Lincoln, Logan, Mayes, McIntosh, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Payne, Pittsburg, Rogers, Seminole, Sequoyah, Tulsa, Wagoner, Washington

TYLER, Tex.

Population	483,500
Families	139,100
E.B.I.	\$542,400,000

TEXAS: Anderson, Camp, Cherokee, Franklin, Freestone (50%), Gregg, Harrison (50%), Henderson, Hopkins, Houston, Marion (50%), Morris (50%), Nocogdoches (50%), Navarro (50%), Panola (50%), Rains, Rusk, Smith, Titus, Upshur, Van Zandt, Wood

UTICA-ROME, N. Y.

Population	598,100
Families	178,200
E.B.I.	\$856,207,000

NEW YORK: Chenango, Cortland, Delaware, Hamilton, Herkimer, Lewis, Madison, Montgomery, Oneida, Otsego (25%), Schoharie

VALLEY CITY, N. D.

Population	723,300
Families	195,200
E.B.I.	\$888,161,000

MINNESOTA: Becker, Beltrami, Clay, Clearwater, Douglas, Kittson, Mahnomon, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Wilkin;

NORTH DAKOTA: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Foster, Grand Forks, Griggs, Kidde La Moure, Logan, McIntosh, Nelson, Pembina, Pierce, Ramsey, Ransom, Richland, Rolette, Sargent, Sheridan, Steele, Stutsman, Towner, Traill, Walsh, Wells;
SOUTH DAKOTA: Brown, Codington, Day, Marshall Roberts

WACO-TEMPLE, Tex.

Population	582,800
Families	166,500
E.B.I.	\$693,695,000

TEXAS: Bell, Bosque, Brazos, Brown, Burleson, Burnet (50%), Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Lee, Leon, Limestone, McLennon, Milam, Navarro, Robertson, Williamson

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

What a \$5 investment in Television Magazine will give you . . .

These usable, informative features will come straight to your desk every month:

- **A TELEVISION MAGAZINE EXCLUSIVE**
Independently computed Circulation Report—TV set count for every market
- **A TELEVISION MAGAZINE EXCLUSIVE**
Continuing Study of the Audience—1,000 home interviews correlating viewing with brand awareness and use
- **A TELEVISION MAGAZINE EXCLUSIVE**
Cost Per Thousand Study—comparing the efficiency of network, spot and local buys
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Film Buying Guide—analyzing the rating performance of syndicated film shows against various kinds of competition.

AND

Concise reports on major industry developments, written from the point of view of the advertiser and agency man • Provocative articles by industry leaders, telling how they're licking the problems all TV executives face • Profiles of the newsmakers whose activities affect your work • These features can help you in your daily work • You will find them only in TELEVISION Magazine. Subscribe now • For \$5 a year, you get 12 big issues, including our basic reference editions, the Data Book and the Market Book.

You can have your subscription start with the 1956 Data Book.

WRITE OR PHONE:

TELEVISION MAGAZINE

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

WASHINGTON, D. C.

Population	2,647,800
Families	731,900
E.B.I.	\$4,971,889,000

Dist. of Columbia;

MARYLAND: Allegany, Anne Arundel, Calvert, Charles, Dorchester, Frederick, Howard, Montgomery, Prince Georges, St. Marys, Talbot;
 VIRGINIA: Arlington, Caroline, Clarke, Culpeper, Fairfax, Fauquier, Frederick, King George, Loudoun, Madison, Orange, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland, Wicomico (50%);
 WEST VIRGINIA: Berkeley, Jefferson

WASHINGTON, N. C.

Population	987,200
Families	224,700
E.B.I.	\$876,561,000

NORTH CAROLINA: Beaufort, Bertie, Carteret, Chowan, Craven, Duplin, Edgecombe, Franklin (50%), Greene, Halifax, Harnett (50%), Hertford (50%), Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pender, Perquimans (50%), Pitt, Sampson, Tyrrell, Warren (50%), Washington, Wayne, Wilson

WATERBURY, Conn.

Population	614,200
Families	179,700
E.B.I.	\$1,266,234,000

CONNECTICUT: Hartford (50%), New Haven (50%)

WATERLOO, Iowa

Population	846,800
Families	254,500
E.B.I.	\$1,321,843,000

IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo (50%), Chickasaw, Clayton, Delaware, Dubuque (50%), Fayette, Floyd, Franklin, Grundy, Hardin, Howard, Iowa, Jackson (50%), Johnson, Jones, Keokuk (50%), Linn, Mahaska (10%), Marshall, Mitchell (50%), Poweshiek, Tama, Washington (50%), Winneshiok;
 WISCONSIN: Crawford, Grant

WAUSAU, Wis.

Population	405,700
Families	113,000
E.B.I.	\$487,741,000

WISCONSIN: Adams (50%), Clark, Forest, Juneau (50%), Langlade, Lincoln, Marathon, Oneida, Portage, Price, Shawano, Taylor, Wapaca, Waushara (50%), Wood

WESLACO, Tex.—See Harlingen-Weslaco

WEST PALM BEACH, Fla.

Population	419,600
Families	129,100
E.B.I.	\$618,013,000

FLORIDA: Broward, Glades, Hendry, Highlands, Indian River, Martin, Okeechobee, Palm Beach, St. Lucie

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

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43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

TULSA • 43rd TV MARKET

43rd TV MARKET • TULSA

Tulsa is
 now the 43rd
 television market

* CBS REPORT TO FCC, DEC. 1955

re: "100 Largest Television Markets"
 (Larger than Omaha, Denver,
 Oklahoma City, San Diego)

KOTV
 Completely
 Dominates the
 43rd television market!

- 24 out of 25 of the most popular once-weekly shows.
- 17 out of 25 of the most popular multi-weekly shows.
- 82% of the most popular quarter-hours from 6:00 to 10:30 p.m.

SOURCE • ARB, NOV. 1955



TULSA

5 YEAR LEAD IN VIEWING HABITS

BASIC CBS AFFILIATE

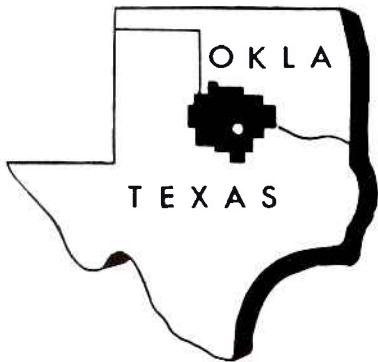
Represented by

Edward Petry & Co., Inc.

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

TELEPULSE AREA REPORT
December, 1955:

In this
25-COUNTY AREA
of NORTH TEXAS and
SOUTHERN OKLAHOMA



90%

OF THE TIME
More People
Watch



WICHITA FALLS
TEXAS

than any other
TV station!

KFDX-TV's average audience is
71.8% larger than Station B's.

KFDX-TV has 13 of the top 15
once-a-week shows.

KFDX-TV has ALL of the top 10
multi-weekly shows Monday
through Friday.

NBC-ABC

100,000 Watts

Rep. by PAUL H. RAYMER CO.

WHEELING, W. Va.

Population	1,279,000
Families	368,100
E.B.I.	\$1,830,683,000

OHIO: Belmont, Carroll, Columbiana, Coshocton (25%), Guernsey, Harrison, Jefferson, Monroe, Noble, Tuscarawas, Washington (50%); PENNSYLVANIA: Beaver (25%), Fayette (20%), Greene, Washington; WEST VIRGINIA: Brooke, Doddridge, Hancock, Harrison, Marion, Marshall, Monongalia, Ohio, Pleasants, Ritchie, Tyler, Wetzel

WICHITA-HUTCHINSON, Kan.

Population	1,056,100
Families	339,900
E.B.I.	\$1,610,075,000

KANSAS: Barber, Barton, Butler, Chase, Chatauqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellis, Ellsworth, Ford, Geary, Greenwood, Harper, Harvey, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Mitchell, Montgomery (50%), Morris, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rush, Russell, Saline, Sedgwick, Stafford, Sumner, Wilson, Woodson; OKLAHOMA: Alfalfa, Grant, Kay (50%), Osage (50%), Woods

WICHITA FALLS, Tex.

Population	474,500
Families	135,700
E.B.I.	\$672,484,000

OKLAHOMA: Carter (25%), Comanche, Cotton, Harmon, Jackson, Jefferson, Love, Stephens, Tillman;

TEXAS: Archer, Baylor, Childress, Clay, Cottle, Foard, Hardeman, Haskell, Jack, Knox, Montague, Stephens, Throckmorton, Wichita, Wilbarger, Young

WILKES-BARRE, Pa.—See Scranton-Wilkes-Barre

WILMINGTON, Del.

Population	969,600
Families	276,200
E.B.I.	\$1,796,855,000

DELAWARE: Kent, New Castle;

MARYLAND: Cecil;

NEW JERSEY: Gloucester (33%), Salem;

PENNSYLVANIA: Berks (10%), Bucks (25%), Chester (33%), Delaware (50%), Northampton (25%), Schuylkill (50%)

WILMINGTON, N. C.

Population	599,700
Families	137,200
E.B.I.	\$515,089,000

NORTH CAROLINA: Bladen, Brunswick, Carteret, Columbus, Duplin, Jones, New Hanover, Onslow, Pender, Robeson, Sampson;

SOUTH CAROLINA: Dillon, Horry, Marion

WINSTON-SALEM, N. C.

Population	1,889,900
Families	475,900
E.B.I.	\$2,136,903,000

NORTH CAROLINA: Alamance, Alexander, Alleghany, Ashe, Burke (25%), Cabarrus, Caldwell, Caswell (50%), Catawba, Chatham, Davidson, Davie, Forsyth, Guilford, Iredell, Lincoln, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Watauga, Wilkes, Yadkin; TENNESSEE: Johnson (50%); VIRGINIA: Bland, Carroll, Floyd, Franklin, Giles, Grayson, Halifax, Henry, Montgomery, Patrick, Pittsylvania, Pulaski, Smyth, Wythe

Market definition, Television Magazine. Market data from preliminary estimates, Sales Management '56 Survey of Buying Power; reproduction not licensed.

BONUS BUY!

IN WINSTON-SALEM
OVER 300,000 SETS EXTRA

Check these figures:

- 349,300 Sets reported by Television Magazine
- 364,420 Bonus sets reported by RETMA
- 713,720 Total set count

More TV sets in full coverage area — 91 counties in 5 states — than any station south of Washington, D.C.

- Top Tower—2000 ft. above average terrain
- Top Power—316,000 watts
- Population—3,943,000 people
- Buying Power—\$4,350,000,000

Buy Bonus with

WSJS-TV

CHANNEL 12

WINSTON-SALEM, N. C.

NBC
AFFILIATE

Call HEADLEY-REED, Reps.

the Wheeling market is

**316,000 WATTS
EQUIPPED FOR
NETWORK COLOR**

CHANNEL 7

NBC

When you think of Wheeling, be sure you get the COMPLETE PICTURE! Wheeling is the hub of a market area with a radius of 30 miles. The market includes 37 cities and towns having a population of 2,500 or more. 88 per cent of the people in the Wheeling retail market live outside of the city. The Wheeling market covers a wide area, like Boston; straddles three states, like Huntington; is bisected by a river, like Minneapolis and St. Paul; is bordered by busy suburbs, like Chicago. Remember, Wheeling is NOT a Southern town—actually it is farther north than Philadelphia—farther east than Cleveland.

Diversified industry and skilled manpower are on the march in this rich industrial heartland. Latest figures show 416,210 families, consisting of 1,409,300 people, with a combined spendable income of \$1,973,985,000—an average of \$4,742 per household!

BIGGER than you think!

The Wheeling market is a BIG market, and the BIG advertising medium to reach this thriving industrial area is WTRF-TV, Wheeling. By every accepted method of audience measurement, WTRF-TV is the dominant station.

In any campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and the most dominant advertising medium, WTRF-TV, Wheeling!

JUST HOW FAST CAN A MARKET GROW?

The spectacular rise in industry and population in the Wheeling-Steubenville market has been truly amazing. During the past three years, industries have invested 325 MILLION DOLLARS in new plants and expansion in this fertile manufacturing area!

For the NEXT three years, proposed expenditures for the Upper Ohio Valley total 450 MILLION DOLLARS—and these Ohio Valley Industrial Corporation estimates are considered conservative! There are planning experts who believe that the six-year total, conservatively pegged at 775 MILLION, may reach ONE BILLION DOLLARS before the end of this period!

Diversified American industries have faith in the industrial future of the "rich Ruhr Valley of America!" It is rapidly looming as one of the most important manufacturing areas in the nation!



For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177.

Here's an IDEAL *TEST MARKET

Served by

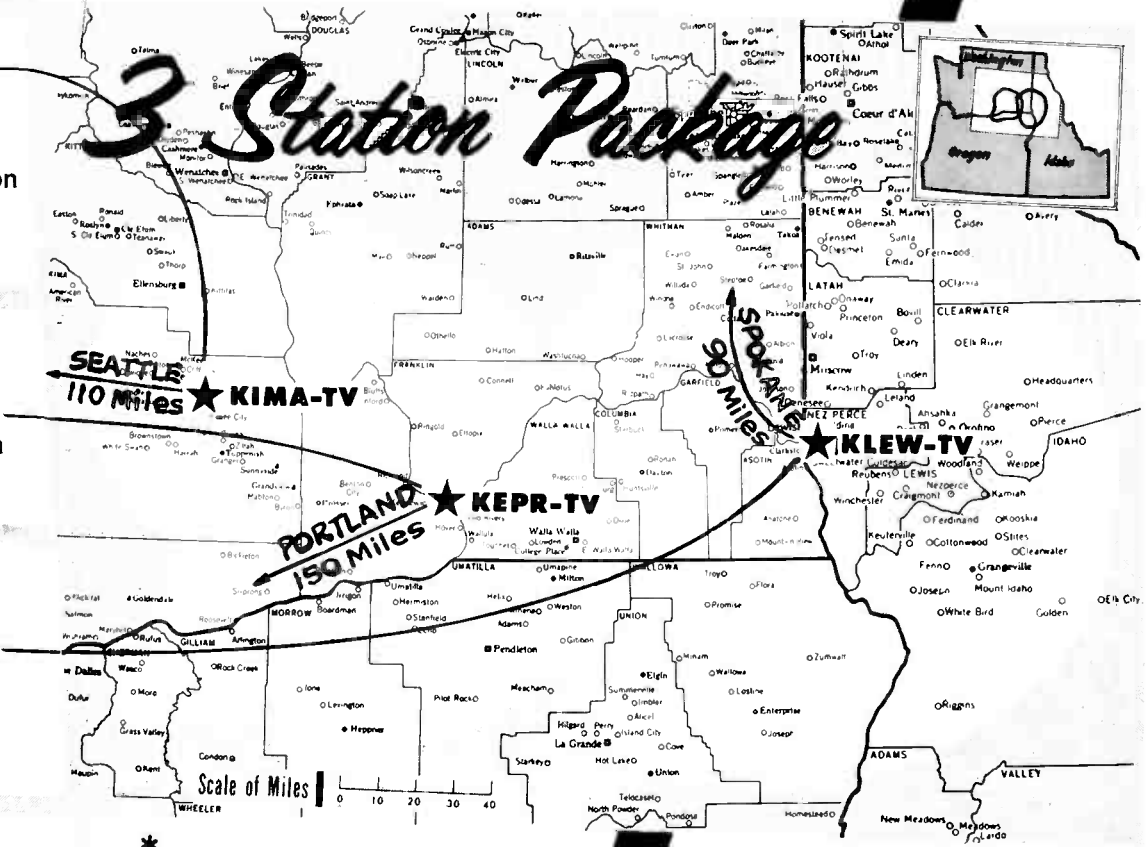
CASCADE TELEVISION

KIMA-TV
Yakima, Washington

KEPR-TV
Pasco, Washington

KLEW-TV
Lewiston, Idaho

3 Station Package



- * LOW COST
- * ISOLATION
- * POPULATION
- * DIVERSIFICATION
- * SHOWMANSHIP

Market Facts

Households 145,200
Retail Sales \$530,521,000
Food Sales \$117,361,000

Source:
1955 Sales Management Survey
of Buying Power

Contact

WEED TELEVISION

Pacific Northwest: MOORE & LUND

YAKIMA, Wash.

Population 444,300
 Families 136,000
 E.B.I. \$726,682,000

IDAHO: Benewah, Clearwater, Idaho (10%), Latah, Lewis, Nez Perce;

OREGON: Morrow, Umatilla, Wallowa (50%);

WASHINGTON: Asotin, Benton, Columbia, Franklin, Garfield, Walla Walla, Whitman, Yakima

YORK, Pa.

Population 430,900
 Families 126,700
 E.B.I. \$725,351,000

PENNSYLVANIA: Adams (50%), Cumberland (10%), Dauphin (25%), Lancaster (50%), Lebanon (10%), York

YOUNGSTOWN, Ohio

Population 958,400
 Families 274,900
 E.B.I. \$1,624,529,000

OHIO: Carroll, Columbiana, Mahoning, Portage, Trumbull;

PENNSYLVANIA: Crawford, Lawrence, Mercer

YUMA, Ariz.

Population 111,300
 Families 30,300
 E.B.I. \$160,288,000

ARIZONA: Yuma;
 CALIFORNIA: Imperial

ZANESVILLE, Ohio

Population 256,800
 Families 78,000
 E.B.I. \$352,502,000

OHIO: Coshocton, Fairfield (25%), Guernsey, Hocking (25%), Licking (50%), Morgan, Muskingum, Noble (50%), Perry

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STATION DIRECTORY

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
CKLW-TV	Detroit, Mich.	3300 Guardian Bldg., Woodward 1-7200	J. E. Campeau	C. E. Gunn	Young, C
KABC-TV	Los Angeles, Cal.	4151 Prospect Ave., Normandy 3-3311	S. J. Seligman	Elton Rule	Petry, A
KAKE-TV	Wichita, Kan.	1500 N. West St., Whitehall 3-4221	Martin Umansky	Don Waldron	Katz, A
KALB-TV	Alexandria, La.	6th at Washington, 3-2543	Willard Cobb	Marvin Reuben	Weed, A, C, N
KARD-TV	Wichita, Kan.	218 N. Broadway, Amhurst 5-5633	Wm. J. Moyer	Don Sbarra	Petry
KARK-TV	Little Rock, Ark.	1001 Spring St., Franklin 6-2481	T. K. Barton	Lee Bryant	Petry, N
KATV	Pine Bluff, Ark.	620 Beech St., Little Rock, Ark., Mohawk 6-9401	John H. Fugate	Ben H. Holmes	Avery-Knodel, A, C
KBAK-TV	Bakersfield, Cal.	29 Woody Rd., Fairview 4-6421	Al Constant		Weed, A
KBES-TV	Medford, Ore.	Box 1189, Medford 3-4581	Wm. B. Smullin	Jerald R. Poulos	Hoag-Blair, A, C, N
KBET-TV	Sacramento, Cal.	601 7th Ave., Hudson 1-4041	John H. Schacht	George Kapel	H-R, C
KBMB-TV	Bismarck, N. D.	Box 626, Fargo, N. D. Capital 3-9197	John W. Boler	Wm. L. Hurley	Weed, C
KBMT	Beaumont, Tex.	Box 1192, 9-2476	R. C. Reed	Walter J. Morris	Forjoe, A, N
KBOI-TV	Boise, Idaho	311 N. 10th St., 3-2511	Westerman Whillock	Earl Glade, Jr.	F & P, C
KBST-TV	Big Spring, Tex.	Box 1632, 3-2611	Wm. J. Wallace	John McMinn	Pearson, C
KBTW	Denver, Colo.	1089 Bannock St., Tabor 5-6386	Joseph Herold	John Henry	F & P, A
KCBD-TV	Lubbock, Tex.	Box 1507, Sherwood 4-1414	Joe H. Bryant	Ray Poindexter	Raymer, A, N
KCCC-TV	Sacramento, Cal.	Hotel Senator, GI 3-4843	Ashley L. Robison	Al Richards	Weed, A, N
KCEN-TV	Temple, Tex.	Box 188, Prospect 3-6868	Burton Bishop		Hollingbery, N
KCJB-TV	Minot, N. D.	Box 1712, 15-161	John W. Boler	Chester Rietan	Weed, A, C, N
KCKT	Great Bend, Kan.	Box 182, 7868	Leslie Ware	Otis Cowan	Bolling, N
KCMC-TV	Texarkana, Tex.	Box 1290, 32-8201	Walter M. Windsor	Richard Peters	V R & M, A, C
KCMO-TV	Kansas City, Mo.	125 E. 31 St., Jefferson 1-6789	E. K. Hartenbower	S. B. Tremble	Katz, C
KCOP	Los Angeles, Cal.	1000 Cahuenga Blvd., Hollywood 2-7311	Jack Heintz	Amos T. Baron	Weed
KCOR-TV	San Antonio, Tex.	111 Martinez, Capitol 5-2751	Nathan Safir	R. A. Cortez, Jr.	O'Connell
KCRA-TV	Sacramento, Cal.	310 10th St., Hudson 1-4631	Ewing C. Kelly		Petry, N
KCRG-TV	Cedar Rapids, Ia.	1st Ave. & 1st St. SW, 4-4194	Joseph F. Hladky, Jr.	W. E. McClenahan	Hoag-Blair, A
KCSJ-TV	Pueblo, Colo.	2226 TV Lane, Lincoln 4-5782		Jerry Gordon	Pearson, N
KDAL-TV	Duluth, Minn.	Bradley Bldg., Randolph 2-4466	Dalton A. LeMasurier	John Grandy	Avery-Knodel, A, C
KDKA-TV	Pittsburgh, Pa.	1 Gateway Center, Express 1-3000	Harold C. Lund	Lloyd G. Chapman	F & P, A, C, N
KDLO-TV	Florence, S. D.	Phillips Ave. & 8th St., Sioux Falls 4-5841	Joe Floyd	Evans A. Nord	H-R, A, C, N
KDRO-TV	Sedalia, Mo.	2100 W. Broadway, 4004	Herbert W. Brandes	Bill Lytle	Pearson
KDUB-TV	Lubbock, Tex.	7400 College Ave., Sherwood 4-2345	W. D. Rogers	E. A. Hassett, Jr.	Branham, C
KEDD	Wichita, Kan.	P. O. Box 1740, Temple 8-3321	Jack Todd	Jack Todd	Young, N
KELO-TV	Sioux Falls, S. D.	8th St. & Phillips Ave., 4-5841	Joe Floyd	Evans Nord	H-R, A, C, N

Note: city listed is city of license; for definition of coverage area see "The Television Markets," page 133. Individual listed as general manager or national sales manager might have other titles but performs function named.

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW.
KENI-TV KENS-TV KEPR-TV KERO-TV KEYD-TV KEY-T	Anchorage, Alaska San Antonio, Tex. Pasco, Wash. Bakersfield, Cal. Minneapolis, Minn. Santa Barbara, Cal.	P. O. Box 939, 5-2211 Transit Tower Bldg., Capitol 7-8151 Box 702, Yakima, Wash., Yakima 6104 1420 Truxtun Ave., Fairview 7-1441 Foshay Tower, Fillmore 8811 730 Miramonte Dr., Woodland 5-8533	Jack Ellison Albert D. Johnson Monte Strobel Gene DeYoung Robert Purcell Colin M. Selph	James Duncan Wayne Kears Herchel Cary Ed Usher Lee L. Whiting R. Hill Carruth	James Fletcher, A F & P, A, C Weed, A, C, N Hollingbery, C, N Avery-Knodel Hollingbery, A, C, N
KFAR-TV KFBB-TV KFBC-TV KFDA-TV KFDL-TV KFDX-TV KFJZ-TV KFMB-TV KFSA-TV KFSD-TV KFVS-TV KFXJ-TV KFYR-TV	Fairbanks, Alaska Great Falls, Mont. Cheyenne, Wyo. Amarillo, Tex. Beaumont, Tex. Wichita Falls, Tex. St. Joseph, Mo. Ft. Worth, Tex. San Diego, Cal. Fr. Smith, Ark. San Diego, Cal. Cape Girardeau, Mo. Grd. Junction, Colo. Bismarck, N. D.	P. O. Box 910, 2125 Box 1139, 4-4377 2923 E. Lincolnway, 4-4461 P. O. Box 1400, Drake 4-5343 P. O. Box 2950, 4-7524 P. O. Box 2040, 2-8668 40th & Faraon Sts., 3-2528 4801 W. Freeway, Pershing 6631 1405 Fifth Ave., Belmont 2-2114 P. O. Box 569, Sunset 2-9125 3642 Enterprise St., Cypress 8-7151 324 Broadway, 5-5511 Box 30, 1300 202 1/2 Fourth Street, Capital 3-0900	A. O. Bramstedt Joseph P. Wilkins William C. Grove Ed Moore C. B. Locke Howard H. Fry Glenn G. Griswold Charles B. Jordan George Whitney Millman Rochester William E. Goetze R. O. Hirsch Rex Howell W. Ekberg	Robert Johnson W. C. Blanchette Chas. P. Cahill Dan Hayslett Mott M. Johnson Howard H. Fry Wayne Beavers Dale Drake Bill Fox Roland Hundley Jay Grill Jack Ramey A. L. Anderson	James Fletcher, A Hoag-Blair, A, C, N Hollingbery, A, C, N H-R, A, C F & P, A, C Raymer, A, N Headley-Reed, C H-R Petry, A, C Pearson, A, C, N Katz, N Headley-Reed, C Holman, A, C, N Hoag-Blair, A, N
KGBT-TV KGEQ-TV KGGM-TV KGLO-TV KGMB-TV KGNC-TV KGO-TV KGUL-TV KGVO-TV	Harlingen, Tex. Enid, Okla. Albuquerque, N. M. Mason City, Ia. Honolulu, T. H. Amarillo, Tex. San Francisco, Cal. Galveston, Tex. Missoula, Mont.	Box 711, Garfield 3-4880 206 E. Randolph, Adams 4-5000 1414 Coal Ave. SW, 3-4543 2nd & Penna. Ave., 2800 1534 Kapiolani Blvd., 9-2011 Box 751, Drake 4-4601 277 Golden Gate, Underhill 3-0077 2002 45th St., 3-1607 127 E. Main St., 9-4169	Troy McDaniel George Streets A. R. Hebenstreit Herbert R. Ohrt J. Howard Worrall Wes Izzard James H. Connolly Paul E. Taft A. J. Mosby	Ingham S. Roberts George Streets George Morgan Walter Rothschild Ralph H. Davison, Jr. Aubrey Jackson Dave Sacks Robert S. Wilson Bob Rolfsen	H-R, A, C Pearson, A Weed, C Weed, C F & P, C Katz, N Petry, A CBS TV Spot, C Gill-Perna, A, C
KHAD-TV KHAQ-TV KHBC-TV KHJ-TV KHOL-TV KHPL-TV	Laredo, Tex. Hastings, Neb. Hilo, T. H. Los Angeles, Cal. Holdrege, Neb. Hayes Center, Neb.	Box 993, 3-3674 Box 542, 3-1321 1534 Kapiolani Blvd., Honolulu 9-2011 1313 N. Vine St., Hollywood 2-2133 414 East Ave., Sherwood 3-4541 414 East Ave., Holdrege, Neb., SH 3-4541, Axtell, Neb.	Shaun F. Murphy Duane L. Watts J. Howard Worrall John T. Reynolds Jack Gilbert Jack Gilbert	Duane L. Watts Ralph H. Davison, Jr. Howard L. Wheeler	Pearson, A, C, N Weed, N F & P, C H-R Meeker, A, C, N Meeker, A, C
KHQ-TV KHQA-TV KHSL-TV	Spokane, Wash. Quincy, Ill. Chico, Cal.	Radio Central Bldg., Madison 5131 WCU Bldg., Baldwin 2-6200 180 E. 4th St., Fireside 2-0141	Richard O. Dunning Walter Rothschild M. F. Woodling	J. Birney Blair Walter Rothschild George Rothschild	Katz, N Weed, C Avery-Knodel, A, C, N
KID-TV KIDO-TV KIEM-TV KIMA-TV KING-TV KINY-TV KIVA	Idaho Falls, Ida. Boise, Ida. Eureka, Cal. Yakima, Wash. Seattle, Wash. Juneau, Alaska Yuma, Ariz.	Box 701, 3 700 Crestline Dr., 2-4611 Box 1021, Hillside 3-3123 P.O. Box 702, 6104 320 Aurora Ave., Mutual 3555 Box 1040, 197 Box 1708, State 6-8311	C. N. Layne Walter E. Wagstaff Donald H. Telford Thomas C. Bostic Otto P. Brandt W. J. Wagner Ray C. Smucker	Claude Cain Barry Tucker Herchel Cary James Neidigh J. Mangan	Gill-Perna, A, C, N Hoag-Blair, A, N Hoag-Blair, A, C, N Weed, A, C, N Blair, A Alaska Radio-TV, C Raymer, A, C, N
KJEO-TV	Fresno, Cal.	P.O. Box 1708, 7-8405	Joe Dilling	Bill Edholm	Bingham, A, C
KKTV	Colo. Spgs., Colo.	P.O. Box 1078, Melrose 4-2844	James D. Russell	Robert D. Ellis	Bohling, A, C
KLAS-TV KLEW-TV KLFY-TV KLIX-TV KLOR-TV KLRJ-TV KLT KLZ-TV	Las Vegas, Nev. Lewiston, Ida. Lafayette, La. Twin Falls, Ida. Portland, Ore. Las Vegas, Nev. Tyler, Tex. Denver, Colo.	P.O. Box 711, 7138 Box 358, 3-5581 1301 Oak Ave., CE 5-9494 P.O. Box 432, 2820 4700 S.W. 19th St., Belmont 4-9721 P.O. Box 628, Dudley 2-6260 Box 957, 2-3875 131 Speer Blvd., Main 3-4271	Marian Komar Charles R. White James W. Lucas Frank C. McIntyre S. John Schlie Bob Gardner Marshall H. Pengra Hugh B. Terry	Alex Gold Willard W. Thomas Frank C. McIntyre Jack N. Wassan Marshall H. Pengra Jack Tipton	Weed, C Weed, A, C, N V R & M, C Gill-Perna, A, C Hollingbery, A Pearson, A, N Pearson, A, C, N Katz, C
KMAU KMBC-TV KMID-TV KMJ-TV KMMT KMTV KMVI-TV	Wailuku, T.H. Kansas City, Mo. Midland, Tex. Fresno, Cal. Austin, Minn. Omaha, Neb. Wailuku, T.H.	1534 Kapiolani Blvd., Honolulu 9-2011 11th & Central St., Harrison 2650 P.O. Box 2758, 2-7321 1559 Van Ness Ave., Fresno 8-5771 405-A N. Main St., Hemlock 8836 2615 Farnam, Harney 3333 206 Koula St., Honolulu 6-2366	J. Howard Worrall John T. Schilling Ray Herndon Perry Nelson Gene P. Loffler Owen Saddler Ezra J. Crane	Ralph H. Davison, Jr. George Higgins Wilson Lester Don Jones Arden Swisher Frank Kovacic	F & P, C F & P, A V R & M, A, N Raymer, N Avery-Knodel, A Petry, A, N NBC Spot, N
KNOE-TV KNOX-TV	Monroe, La. Grand Forks, N. D.	Box 17113, 81155 Box 142, 4-4611	Paul H. Goldman Carroll E. Day	Jack Ansell, Jr. Robert Lukkoson	H-R, A, C, N Rambau, A, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
KNTV	San Jose, Cal.	645 Park Ave., Cypress 7-5577	Douglas D. Kahle	Len Cinnamond	Bolling
KNXT	Los Angeles, Cal.	1313 N. Vine St., Webster 8-3011	James T. Aubrey, Jr.	Robert D. Wood	CBS TV Spot, C
KOA-TV	Denver, Colo.	1625 California, Main 3-6211	William Grant	William McCrystall	NBC Spot, N
KOAT-TV	Pittsburg, Kan.	P.O. Box 603, 2508	R. E. Wade	R. E. Wade	Katz, A, N
KOB-TV	Albuquerque, N.M.	122 Tulane S.E., 5-8716	Walter Stiles	Jack Charles	Hollingbery, A
KOIN-TV	Albuquerque, N.M.	P.O. Box 1351, 3-4411	Wayne Coy	Rolf S. Nielsen	Branham, N
KOLN-TV	Portland, Ore.	140 S.W. Columbia, CA 8-3333	C. Howard Lane	John L. Paimer	CBS TV Spot, C
KOMO-TV	Lincoln, Neb.	40th & W Streets, 6-2367	A. James Ebel	Thomas L. Young	Avery-Knodei, A, C
KOMU-TV	Seattle, Wash.	100 4th Ave., N., Seneca 6000	W. W. Warren	Maitland Jordan	NBC Spot, A, N
KONA	Columbia, Mo.	Hwy. 63 South, 2-1122	Dr. E. C. Lambert	John O. Conwell	H-R, A, N
KOOK-TV	Honolulu, T.H.	206 Koula St., 6-2366	John D. Keating	James Gunn	NBC Spot, N
KOOL-TV	Billings, Mont.	Box 2557, 9-2382	V. V. Clark	John Conner	Headley-Reed, A, C, N
KOPO-TV	Phoenix, Ariz.	511 W. Adams St., Alpine 3-3121	Tom Chauncey	Robert C. Garland	Hollingbery, C
KOSA-TV	Tucson, Ariz.	115 W. Drachman, 4-2511	E. S. Mittendorf	Robert C. Garland	Hollingbery, C
KOTA-TV	Odessa, Tex.	1211 N. Whitaker, 7-8301	Cecil L. Trigg	Ed Costello	Pearson, C
KOTV	Rapid City, S.D.	1918 W. St. Joe, Fillmore 2-2000	Leo D. Borin	Jack A. Crowley	Headley-Reed, A, C, N
KOVR	Tulsa, Okla.	302 So. Frankfort, Cherry 2-9233	C. Wrede Petersmeyer	Jas. C. Richdale, Jr.	Petry, C
	Stockton, Cal.	Mark Hopkins Hotel, San Francisco, EX 7-0215	Terry H. Lee	Frank G. King	Blair
KPAR	Lubbock, Tex.	7400 College Ave., SH 4-2345	Dan Guthrie	E. A. Hassett, Jr.	Branham, C
KPHO-TV	Phoenix, Ariz.	631 N. 1st Ave., Alpine 8-4511	Richard B. Rawls	C. A. Larson	Katz
KPIX	San Francisco, Cal.	2655 Van Ness Ave., Prospect 6-5100	Philip G. Lasky	Lou Simon	Katz, C
KPLC-TV	Lake Charles, La.	P.O. Box 1521, Hemlock 6-3631	David Wilson	Pelham Mills, Jr.	Weed, A, N
KPRC-TV	Houston, Tex.	P.O. Box 1234, Madison 3-9271	Jack Harris	Jack Healy	Petry, N
KPTV	Portland, Ore.	735 S.W. 20th Pl., Capitol 2-9921	Frank Riordan	Donald Tykeson	NBC Spot, N
KQTV	Ft. Dodge, Ia.	912 1st Ave. So., 4-0351	Edward Breen	Rollie Camp	Pearson, N
KRBB	El Dorado, Ark.	Box 791, 2-3488	Bill Bigley		Pearson, N
KRBC-TV	Abilene, Tex.	P.O. Box 178, 2-8491	Dale Ackers	Forest Lane	Pearson, N
KRCA	Los Angeles, Cal.	Sunset & Vine, Hollywood 9-6161	Thomas C. McCray	James Parks	NBC Spot, N
KRCG-TV	Jefferson City, Mo.	Callaway Hills Farm, 6-6188	Bob Blosser	George Diederick	Hoag Blair, C
KRDO-TV	Colo. Spgs., Colo.	P.O. Box 1457, Melrose 2-1515	Harry W. Hoth, Jr.	Harry W. Hoth, Jr.	Pearson, N
KREM-TV	Spokane, Wash.	4103 S. Regal, Keystone 0466	Robert H. Temple	Robert H. Temple	Petry, A
KRGV-TV	Weslaco, Tex.	Box 626, 516 or 517	Byron W. Ogle	Kenneth Markel	Pearson, N
KRID-TV	Dallas, Tex.	Herald Square, Randolph 6811	Roy Flynn	Gene Cuny	Branham, C
KRNT-TV	Des Moines, Ia.	9th & Pleasant Sts., 3-2111	Robert Dillon	Bill Hippee	Katz, C
KROC-TV	Rochester, Minn.	100 First Ave. Bldg., 2-7721	G. David Gentling	G. David Gentling	Meeker, A, N
KROD-TV	El Paso, Tex.	P.O. Box 1799, 2-6551	Val Lawrence	Dick Watts	Branham, A, C
KRON-TV	San Francisco, Cal.	929 Mission, Garfield 1-1100	Harold P. See	Norman Louvan	F & P, N
KSAN-TV	San Francisco, Cal.	1355 Market, Market 1-8171	Norwood J. Patterson	Bob Kane	Stars Nat'l.
KSBW-TV	Salinas, Cal.	P.O. Box 1651, 2-6422	John Cohan	G. Moore	H-R, A, C, N
KSD-TV	St. Louis, Mo.	1111 Olive St., Main 1-1111	George M. Burbach	Guy E. Yeldell	NBC Spot, N
KSL-TV	Salt Lake City, U.	145 Social Hall Ave., EL 5-4641	D. Lennox Murdoch	Edward B. Kimball	CBS TV Spot, C
KSIA	Shreveport, La.	P.O. Box 1661, 3-6151	Don George	Deane Flett	Raymer, A, C
KSTF-TV	Scottsbluff, Neb.	Box 708, 1477	D. E. Allen	D. E. Allen	Hollingbery, A, C, N
KSTP-TV	St. Paul, Minn.	3415 University Ave., Midway 5-2724	Stanley E. Hubbard	Marvin L. Rosene	Petry, N
KSWM-TV	Joplin, Mo.	1928 W. 13th St., Main 3-7260	Austin A. Harrison	D. T. Knight	V R & M, C
KSWO-TV	Lawton, Okla.	P.O. Box 1385, 7725	Ross B. Baker		Pearson, A
KSW5-TV	Roswell, N.M.	Box 670, Main 2-6450	John A. Barnett	Paul B. McEvoy	Meeker, A, C, N
KSYD-TV	Wichita Falls, Tex.	Box 420, 3-4181	Sidney A. Grayson	Lambert Cain	Hoag-Blair, C
KTAG-TV	Lake Charles, La.	P.O. Box 173, Hemlock 9-9413	William F. Hession	Harper Clark	Young, C
KTBC-TV	Austin, Tex.	P.O. Box 717, GR 2-2424	J. C. Kellam	O. P. Bobbitt	Raymer, A, C, N
KTBS-TV	Shreveport, La.	312 E. Kings Hwy., 7-3644	E. Newton Wray	Mrs. Marie Gifford	Petry, A, N
KTEN	Ada, Okla.	Box 10, 1010 or 1050	Bill Hoover	Bill Hoover	V R & M, A, C, N
KTHV	Little Rock, Ark.	313 Main St., Franklin 4-3764	B. G. Robertson	W. V. Hutt	Branham, C
KTIV	Sioux City, Ia.	10th & Grandview, 8-0545	Dietrich Dirks	Gene Flaherty	Hollingbery, A, N
KTLA	Los Angeles, Cal.	5800 Sunset Blvd., Hollywood 9-3181	Klaus Landsberg	Stanley S. Chambers	Raymer
KTNT-TV	Tacoma, Wash.	So. 11th & Grant, Fulton 2561	Leonard Higgins	Larry Carino	Weed, C
KTRE-TV	Lufkin, Tex.	Box 701, 3-7771	Richman Lewin	Murphy Martin	V R & M, N
KTRK-TV	Houston, Tex.	P.O. Box 12, Jackson 6-1313	W. E. Walbridge	Bill Bennett	Blair, A
KTSM-TV	El Paso, Tex.	801 N. Oregon St., 2-5423	Karl O. Wyler, Sr.	Roy Chapman	Hollingbery, N
KTT5-TV	Springfield, Mo.	P.O. Box 1716, 2-7474	G. Pearson Ward	Bob Burke	Weed, C
KTTV	Los Angeles, Cal.	5746 Sunset Blvd., Hollywood 2-7111	Richard A. Moore	John R. Vrba	Blair
KTVB	Anchorage, Alaska	Mt. McKinley Bldg., 5-4321 or 2-2101	A. G. Hiebert		Alaska Radio-TV, C
KTVF	Fairbanks, Alaska	P.O. Box 590, 3636 or 2468	A. G. Hiebert	John A. Griffin	Alaska Radio-TV, C
KTVH	Hutchinson, Kan.	1800 N. Plum, Mohawk 5-5503	Howard O. Peterson	E. W. Dallier, Jr.	H-R, C
KTVI	St. Louis, Mo.	5915 Berthold Ave., Mission 7-3600	J. Schainblatt		Weed, A, C
KTVK	Phoenix, Ariz.	P.O. Box 5068, Amherst 5-5691	Leon M. Nowell	Burton B. LaDow	Weed, A
KTVQ	Ottumwa, Ia.	209 E. Second, Murray 2-4535	James J. Conroy	Berg Allison	Bolling, C
KTVR	Denver, Colo.	550 Lincoln St., Keystone 4-8281	Jon R. McKinley	Jon R. McKinley	Hoag-Blair
KTVT	Salt Lake City, U.	130 Social Hall, DA 2-5681	G. Bennett Larson	Harold Woolley	Katz, N
KTVW-TV	Tacoma, Wash.	230 8th Ave. N., Seattle. Seneca 3113	William Veneman	Cy Flory	Hollingbery
KTVX	Muskogee, Okla.	Box 9697, Tulsa. Hickory 6-6184	L. A. Blust, Jr.	Ben Holmes	Avery-Knodei, A
KTXL-TV	San Angelo, Tex.	Box 1271, 7183	J. H. Hubbard	George Olsen	V R & M, A, C, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP & NETS
KULA-TV KUTV	Honolulu, T.H. Salt Lake City, U.	P.O. Box 1479, 6-3666 179 Social Hall, DA 2-2505	Jack Burnett Brent H. Kirk	Franklyn Warren Robert B. Smith	Young, A Hollingbery, A
KVAL-TV KVAR KVDO-TV KVEC-TV KVOA-TV KVOO-TV KVOS-TV KVTV KVVG	Eugene, Ore. Phoenix, Ariz. Corpus Christi, Tex. San Luis Obispo, Cal. Tucson, Ariz. Tulsa, Okla. Bellingham, Wash. Sioux City, Ia. Tulare, Cal.	P.O. Box 548, 4-3245 1101 N. Central, Alpine 4-4161 P.O. Box 2223, Tulip 2-7468 787 Higuera St., 1100 P.O. Box 2911, 3-2555 311 S. Denver, Luther 4-7204 1151 Ellis St., 790 7th & Douglas 2-2711 1385 E. Tulare St., 6-3481	S. W. McCready Richard O. Lewis L. W. Smith Clinton D. McKinnon C. B. Akers David Mintz R. R. Tincher E. David Beatie	Glenn Nickell E. W. Harvey R. B. Williams Si Darrah J. C. Underwood, Jr. John Devine Fred Elsethagen D. D. Sullivan E. David Beatie	Hollingbery, A, N Raymer, N Young, A, C, N Grant, A, C Branham, A, N Blair, N Forjoe, C Katz, A, C
KWK-TV KWTV KWTX-TV KWWL-TV	St. Louis, Mo. Okla. City, Okla. Waco, Tex. Waterloo, Ia.	1215 Cole, Main 1-9100 P.O. Box 8788, Victor 3-6641 P.O. Box 3128, 3-7331 Hotel Russell Lamsson, Adams 4-4404	Robert T. Convey Edgar T. Bell M. N. Bostick R. J. McElroy	James E. Goldsmith Fred L. Vance Charles Boland Donald E. Inman	Katz, C Avery-Knodel, A, Pearson, A Avery-Knodel, N
KXJB-TV KXLF-TV KXLY-TV	Valley City, N. D. Butte, Mont. Spokane, Wash.	Box 626, Fargo 4461 Box 1988, 2-2696 315 W. Sprague Ave., Madison 4291	John W. Boler E. B. Craney Richard E. Jones	William H. Hurley Arne Anzjon James Agostino	Weed, C Walker, A Avery-Knodel, C
KYTV	Springfield, Mo.	999 W. Sunshine, 6-2766	R. L. Stufflebam Carl Fox	R. L. Stufflebam	Hollingbery, A, N
KYW-TV	Cleveland, Ohio	815 Superior Ave., Cherry 1-0942	Roland V. Tooke	Albert Kriven	F & P, N
KZTV	Reno, Nev.	P.O. Box 2448, 3-0721	Harry Huey	William D. Styles	Pearson, A, C, N
WAAM-TV WABC-TV WABD WABI-TV WABT WAFB-TV WAGA-TV WAIM-TV WAKR-TV WALA-TV WALB-TV WAPA-TV WARD-TV WARM-TV WATE-TV WATR-TV WATV WAVE-TV	Baltimore, Md. New York, N. Y. New York, N. Y. Bangor, Me. Birmingham, Ala. Baton Rouge, La. Atlanta, Ga. Anderson, S. C. Akron, O. Mobile, Ala. Albany, Ga. San Juan, P.R. Johnstown, Pa. Scranton, Pa. Knoxville, Tenn. Waterbury, Conn. Newark-New York Louisville, Ky.	Television Hill, Mohawk 4-7600 7 W. 66th St., Susquehanna 7-5000 205 E. 67th St., Lehigh 5-1000 57 State St., 8255 P.O. Box 2553, 4-3506 Box 1566, 4-8571 1018 W. Peachtree St., Vernon 3553 321 Kingsley Rd., Canal 6-1511 853 Copley Rd., Portage 2-8811 P.O. Box 1548, Hemlock 3-3756 Stuart Ave. at Greenwood Dr., Hemlock 5-8386 P.O. Box 2050, 3-3006 Cover Hill, 8-1216 333 Madison Ave., Diamond 3-1245 612 Gay St. S.W., 2-7111 440 Meadow St., Plaza 5-1121 515 Madison Ave., N. Y. Plaza 5-1331 334 E. Broadway, Wabash 2201	Ken Carter Robert L. Stone Ted Cott Leon P. Gorman, Jr. Charles P. Grisham Tom E. Gibbens Glenn C. Jackson Glenn P. Warnock Roger G. Berk W. B. Pape T. R. Stillwagon David H. Polinger R. J. Butterfield William M. Dawson W. H. Linebaugh Samuel R. Elman Irving R. Rosenhaus Nathan Lord	Armand Grant Joseph Stamler George Baren Bregge William J. Mullen Ron Litteral John Collins, Jr. John McCallum Kenneth M. Keegan H. K. Martin Jack Mayer Camilo Fraticelli R. J. Butterfield Sam Feigenbaum J. T. McCloud Samuel R. Elman Edward Cossman Ralph Jackson	H R & P, A Weed, A Raymer Hollingbery, A, C, N Blair, A, N Young, C Katz, C Headley-Reed, C Weed, A Headley-Reed, A, C, V R & M, A, N Carib. Netw'ks, A, N Weed, A, C Hollingbery, A Avery-Knodel, A, Stuart, A Forjoe NBC Spot, A, N
WBAL-TV WBAP-TV WBAY-TV WBBM-TV WBEN-TV WBKB WBLN-TV WBNS-TV WBOC-TV WBRC-TV WBRE-TV WBRZ WBTW WBTW WBUF-TV WBZ-TV	Baltimore, Md. Fr. Worth, Tex. Green Bay, Wis. Chicago, Ill. Buffalo, N. Y. Chicago, Ill. Bloomington, Ill. Columbus, O. Salisbury, Md. Birmingham, Ala. Wilkes-Barre, Pa. Baton Rouge, La. Charlotte, N. C. Florence, S. C. Buffalo, N. Y. Boston, Mass.	2610 N. Charles St., Hopkins 7-3000 3900 Barnett St., Lockwood 1981 115 S. Jefferson St., Hemlock 2-3330 410 N. Michigan Ave., Whitehall 4-6000 Hotel Statler, Mohawk 0930 190 N. State St., Andover 3-0800 Box 646, 4-3031 33 N. High St., Capital 8-2611 Radio Park, 6131 Atop Red Mtn., 4-4701 62 S. Franklin, Valley 3-3101 P.O. Box 1926, 8-1491 1 Jefferson Place, Edison 3-8833 Box 630, 2-1566 344 Delaware Ave., Mohawk 1733 1170 Soldiers Field Rd., Algonquin 4-5670	D. L. Proyost George Cranston Haydn R. Evans H. Leslie Atlas Robert Thompson Sterling C. Quinlan Worth S. Rough Richard A. Borel Charles J. Truitt J. Robert Kerns David M. Baltimore Roy Dabadie C. H. Crutchfield J. William Quinn Charles C. Bevis, Jr. F. A. Tooke	Willis K. Friert Roy Bacus Robert C. Nelson George Arkedis Nicholas J. Malter Clar Helder Robert D. Thomas Charles J. Truitt Oliver V. Naylor Ernest Lewis Guy Corley Wallace Jorgenson John H. Brock William B. Decker C. H. Messe	Petry, N F & P, A, N Weed, C CBS TV Spot, C H R & P, C Blair, A McGillvra, A Blair, C Burn-Smith, A, C Katz, C Headley-Reed, N Hollingbery, A, N CBS TV Spot, A, C, N CBS TV Spot, A, C, N NBC Spot, N F & P, N
WCAU-TV WCAX-TV WCBS-TV WCCO-TV WCHS-TV WCIA WCMB-TV WCNY-TV	Philadelphia, Pa. Burlington, Vt. New York, N. Y. Minneapolis, Minn. Charleston, W. Va. Champaign, Ill. Harrisburg, Pa. Carthage- Watertown, N. Y.	City & Monument Aves., Greenwood 7-8300 135 Main St., Burlington 2-5761 485 Madison Ave., Plaza 1-2345 50 South 9, FE 8-0552 1111 Virginia St. E., 6-5358 509 S. Nell St., 6-8333 228 Court St., Cedar 4-3005 Box 211, Watertown, Watertown 2930	Donald W. Thornburgh Stuart Martin Sam Cook Digges F. Van Konynenburg John T. Gelder, Jr. Ed K. Smith Louis Salfi, Jr.	Robert M. McGredy John Dobson Frank Shakespeare, Jr. Robert N. Ekstrum John L. Sinclair, Jr. Guy F. Maln Ed K. Smith Alfred M. Tauroney	CBS TV Spot, C Weed, C CBS TV Spot, C F & P, C Branham, A, C Hollingbery, C, N Gill-Perna Weed, A, C
WCOV-TV WCPQ-TV WCSC-TV WCSP-TV WCTV	Montgomery, Ala. Cincinnati, O. Charleston, S. C. Portland, Me. Thomasville, Ga.	P.O. Box 2111, 5-3561 2345 Symmes St., Capitol 1-0777 485 East Bay, 3-8371 157 High, Spruce 2-0181 2225 N. Monroe, Tallahassee, 3-3666	Hugh M. Smith M. C. Watters Roland Weeks William H. Rines L. Herschell Graves	Hugh M. Smith Clarence L. Doty Ralph Thornley Jack S. Atwood L. Herschell Graves	Raymer, A, C Blair, A F & P, A, C Weed, N Meeker, C, N

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WDAF-TV WDAK-TV WDAN-TV WDBY-TV WDBJ-TV WDBO-TV WDEF-TV WDSM-TV WDSU-TV WDXI-TV	Kansas City, Mo. Columbus, Ga. Danville, Ill. Fargo, N. D. Roanoke, Va. Orlando, Fla. Chattanooga, Tenn. Duluth, Minn. New Orleans, La. Jackson, Tenn.	31st & Summit, Harrison 1200 Martin Bldg., 2-8828 1500 N. Washington, 1700 Box 1031, 2-3371 P.O. Box 150, 5-8131 P.O. Box 3707, 5-0541 Volunteer Bldg., 7-3393 921 Tower Ave., Superior, Export. 4-4451 520 Royal St., Tulane 4376 Williams Bldg., 7-9611	William Bates Allen M. Woodall Robert J. Burrow Tom Barnes Ray P. Jordan Harold P. Danforth Harold Anderson Rodney A. Quick Robert D. Swezey William H. Winsett	E. Manne Russo Joe V. Windsor John Eckert Jack Lester Blake Brown Otis H. Segler Tom Gavin Louis Read Jack Murphy	H R & P, N Headley-Reed, A, N McKinney, A F & P, A, N F & P, C Blair, A, C, N Branham, A, C, N F & P, C, N Blair, A, C, N Burn-Smith, C
WEAR-TV WEAT-TV WEAU-TV WEEK-TV WENT WENS WNEWS	Pensacola, Fla. W. Palm Beach, Fla. Eau Claire, Wis. E. Peoria, Ill. Henderson, Ky. Pittsburgh, Pa. Cleveland, O.	Box 431, GL 5-7331 Box 70, 3-9668 2415 S. Hastings Way, 2-3589 2907 Springfield Rd., 6-5571 P.O. Box 395, Evansville, Ind., HA 4-9215 Carlton House, Wellington 1-1200 1816 E. 13 St., Tower 1-5454	Mel Wheeler Gordon R. Kerr Leo Howard Fred C. Mueller Cecil M. Sansbury Larry H. Israel James C. Hanrahan	Milt de Reyna Philip A. Porterfield Dick Kepler William J. Flynn Charles C. Palmisano V. E. Oldenburg J. Harrison Hartley	Hollingbery, A, C Walker, A, C Hollingbery, A, N Headley-Reed, N Meeker, C Branham, A, C, N Blair, A
WFAA-TV WFAM-TV WFBC-TV WFBG-TV WFBM-TV WFIE-TV WFIL-TV WFLA-TV WFLB-TV WFMJ-TV WEMY-TV WFRV-TV	Dallas, Tex. Lafayette, Ind. Greenville, S. C. Altoona, Pa. Indianapolis, Ind. Evansville, Ind. Philadelphia, Pa. Tampa, Fla. Fayetteville, N. C. Youngstown, O. Greensboro, N. C. Green Bay, Wis.	3000 Hines Blvd., Riverside 3315 McCarty Lane, 2-4300 WFBC Bldg., 9-1321 1320 11th Ave., 6467 1330 N. Meridian, Melrose 4-8521 Sta. B, Box 84, Harrison 5-6201 46th & Market Sts., Evergreen 2-4700 P. O. Box 1410, 2-0131 Box 512, 2-7136 101 W. Boardman St., Riverside 3-4121 200 N. Davie St., 4-0114 Box 162, Hemlock 7-5411	Ralph W. Nimmons O. E. Richardson Beverly T. Whitmire Jack Snyder William F. Kiley Ted Nelson Roger W. Clipp George W. Harvey W. D. Bailey William F. Maag, Jr. Gaines Kelley Don C. Wirth	John McMinn Robert Q. Glass Hugh Kibbey Robert Dean Kenneth W. Stowman William B. Faber Wm. B. Belche Mitchell Stanley Joseph Lake John Schulz	Petry, A, N Rambeau, C Weed, N H-R, A, C, N Katz, A, N V R & M, A, N Blair, A Blair, N Young, C, N Headley-Reed, N H R & P, A, C Headley-Reed, A
WGAL-TV WGAN-TV WGBI-TV WGBS-TV WGEM-TV WGLV-TV WGN-TV WGR-TV WGTH-TV WGVL-TV	Lancaster, Pa. Portland, Me. Scranton, Pa. Miami, Fla. Quincy, Ill. Easton, Pa. Chicago, Ill. Buffalo, N. Y. Hartford, Conn. Greenville, S. C.	24 S. Queen St., 3-5851 390 Congress St., Spruce 2-4661 1000 Wyoming Ave., Diamond 2-7634 316 N. E. 21 St., JA 3-6531 Hotel Quincy, Baldwin 2-6840 2857 Nazareth Rd., 3-3557 441 N. Michigan Ave., Michigan 2-7600 184 Barton St., Summer 7115 555 Asylum St., Jackson 7-8925 P. O. Box 2344, 5-0471	Clair McCollough Creighton E. Gatchell George D. Coleman Walter Koessler Joe Bonansinga Charles R. Thon Frank P. Schreiber J. Joseph Bernard Alex Campbell, Jr. Ben K. McKinnon	J. Robert Gulick Richard E. Bates Jack Nedell Dick Sloan Jim Muse Charles R. Thon Theodore Weber G. Paschall Swift George Morris Wade Angus Davis	Meeker, C, N Avery-Knodel, C H-R, C Katz, N Young, A, N Headley-Reed, A Hollingbery F & P, A, C, N H-R, A, C H-R, A
WHAM-TV WHAS-TV WHBF-TV WHBQ-TV WHEC-TV WHEN-TV WHIO-TV WHIS-TV WHIZ-TV WHO-TV WHP-TV WHYN-TV WHUM-TV WHYN-TV	Rochester, N. Y. Louisville, Ky. Rock Island, Ill. Memphis, Tenn. Rochester, N. Y. Syracuse, N. Y. Dayton, O. Bluefield, W. Va. Zanesville, O. Des Moines, Ia. Harrisburg, Pa. Huntington, W. Va. Reading, Pa. Springfield, Mass.	201 Humboldt St., Hubbard 1221 6th & Broadway, Wabash 2211 Telco Bldg., 6-5441 P. O. Box 176, 32-3441 40 Franklin St., Baker 6740 101 Court St., 74-5711 1414 Wilmington Ave., Madison 6581 Municipal Bldg., DA 7-7115 Lind Arcade, GL 2-5431 1100 Walnut St., AT 8-6511 216 Locust St., Cedar 4-3211 625 1/2 4th Ave., JA 5-7661 Skyline Dr., 4-4805 1300 Liberty St., Republic 4-1126	John W. Kennedy, Jr. Neil Cline Leslie C. Johnson John Cleghorn C. Glover DeLaney Paul Adanti Robert H. Moody Hugh Shott, Jr. Allan Land Paul A. Loyet A. K. Redmond Fred Weber Humboldt J. Greig Charles N. DeRose	Armin Bender Albert J. Gillen Ted Arnold L. O. Dobson LeMoine C. Wheeler Frederick R. Menzies Harvey R. Young, Jr. John C. Shott Nate Milder Harold W. Fulton A. K. Redmond Fred Weber Elliott Rothschild Patrick J. Montague	Hollingbery, A, N H R & P, C Avery-Knodel, A, C Blair, A Boling, A, C Katz, A, C Hollingbery, C Katz, N Pearson, A, C, N F & P, N Bolling, C Petry, A H-R, A, C Branham, C
WIBW-TV WICA-TV WICC-TV WICS WICU-TV WILK-TV WIMA-TV WINK-TV WIN-T WINI WIS-TV WJIS-TV WJSH-TV WJSN-TV WJTN-TV WJTV	Topeka, Kan. Ashtabula, O. Bridgeport, Conn. Springfield, Ill. Erie, Pa. Wilkes-Barre, Pa. Lima, O. Ft. Myers, Fla. Ft. Wayne, Ind. Plattsburg, N. Y. W. Palm Beach, Fla. Columbia, S. C. Asheville, N. C. Indianapolis, Ind. Milwaukee, Wis. Washington, N. C. Ft. Lauderdale, Fla.	Box 119, 3-2377 Box 372, 32-126 P. O. Box 9140, Amherst 8-1601 523 E. Capitol, 8-0465 3514 State St., 4-5201 88 N. Franklin St., Valley 4-4666 1424 Rice Ave., 6-3411 Box 1072, Edison 4-1331 2000 Lincoln Tower, Anthony 8475 361 Cornelia St., 3070 711 S. Flagler, 3-1711 1111 Bull St., 3-6431 100 College St., 3-5381 1440 N. Meridian, Melrose 4-6411 710 N. Plankinton, Broadway 1-4644 Box 468, 1760 228 N. E. 3rd St., Miami, FR 4-3108, 9-3268	Ben Ludy John Colin Philip Merryman Milton D. Friedland Ben McLaughlin Thomas P. Shelburne Robert Mack A. J. Bauer Ben B. Baylor, Jr. Carl F. Stohn, Sr. Joseph S. Field, Jr. Charles A. Batson Harold H. Thoms Robert B. McConnell I. E. Showerman Wm. R. Roberson, Jr. C. Edward Little	Hilton Hodges Vernon Webster Manning Slater Warren King Karl Nelson Malcolm Dale J. L. Spring A. J. Bauer Albert LaFrance John Hargis Law Epps Joseph J. Master Robert F. Ohleyer L. A. Larson T. H. Patterson C. Edward Little	Capper, A, C Young, A Young, A, N Petry, A, N Avery-Knodel, A H-R, A, C, N McGillvra, A, C H-R, A, C McGillvra, A, N Cooke F & P, N Bolling, C, N Bolling, C Petry, A Headley-Reed, N Forjoe, A

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW.
WJAC-TV	Johnstown, Pa.	329 Main St., 5-1262	Alvin D. Schrott	John H. Hepburn	Katz, A, C, N
WJAR-TV	Providence, R. I.	176 Weybosset St., Gaspee 1-8255	Peter James	Ed Boghosian	Weed, A, N
WJBF-TV	Augusta, Ga.	Box 490, 7-7787	D. M. Kelly, Jr.	George P. Moore	Hollingbery, A, N
WJBK-TV	Detroit, Mich.	500 Temple, Temple 3-7900	Bill Michaels	Maurice E. McMurray	Katz, C
WJDM-TV	Panama City, Fla.	P. O. Box 428, Adams 4-2251	Me. Wheeler	Milt de Reyna	Hollingbery, A, C
WJHL-TV	Johnson City, Tenn.	145 W. Main St., 2780	Hanes Lancaster, Jr.		Pearson, A, C, N
WJHP-TV	Jacksonville, Fla.	4038 Phillips Hwy., Exbrook 8-9751	T. S. Gilchrist, Jr.	Bill Fraker	John H. Perry, A,
WJIM-TV	Lansing, Mich.	E. Saginaw at Howard St., Ivanhoe 2-1333	Harold F. Gross		Petry, A, C, N
WJMR-TV	New Orleans, La.	Jung Hotel, Canal 0356	George Mayoral	Paul Beville	Bolling, A, C
WJNO-TV	Palm Beach, Fla.	5 Coconut Row, 3-2471	Theodore A. Eiland	William F. Housner	V R & M, C, N
WJTV	Jackson, Miss.	P. O. Box 8187, 4-2512	L. M. Sepaugh	J. W. Carlier	Katz, A, C
WJW-TV	Cleveland, O.	1630 Euclid Ave., Tower 1-6080	Ben Wickham	John Garfield	Katz, C
WKAQ-TV	San Juan, P. R.	P. O. Box 1072, 3-3800	Jose Oviedo	Jorge Rivero	Inter-Amer. Publ.
WKBN-TV	Youngstown, O.	3930 Sunset Blvd., Sterling 2-1145	W. P. Williamson, Jr.	J. L. Bowden	Raymer, A, C
WKBT	La Crosse, Wis.	141 S. 6th St., 2-4678	Howard Dahl	R. Z. Morrison, Jr.	H-R, A, C, N
WKJG-TV	Ft. Wayne, Ind.	220 E. Jefferson, Anthony 2295	Edward G. Thoms	Carleton B. Evans	Raymer, N
WKNB-TV	New Britain, Conn.	1422 New Britain Ave., W. Hart'd, Adams 3-8551	Peter B. Kenney	David Scott	Bolling, N
WKNX-TV	Saginaw, Mich.	221 S. Washington, 3-4471	William J. Edwards	Robert Chandler	Gill-Perna, A, C
WKNY-TV	Kingston, N. Y.	601 Broadway, 4500	Robert M. Peebles	Robert L. Sabin	Meeker, A, C, N
WKOW-TV	Madison, Wis.	Gilbert Rd., AL 7-2681	Ben Hovel	Ben Hovel	Headley-Read, C
WKRC-TV	Cincinnati, O.	Times-Star Bldg., Garfield 1-1331	David G. Taft	Kenneth W. Church	Katz, C
WKRG-TV	Mobile, Ala.	162 St. Louis St., Hemlock 2-5505	C. P. Persons, Jr.	C. P. Persons, Jr.	Avery-Knodel, C
WKTV	Utica, N. Y.	P. O. Box 386, Utica 3-0404	Michael C. Fusco	Michael C. Fusco	Cooke, A, C, N
WKY-TV	Okla. City, Okla.	P. O. Box 8668, Trinity 8-2161	P. A. Sugg	John Haberlan	Katz, A, N
WKZO-TV	Kalamazoo, Mich.	124 W. Michigan, 5-2101	Carl E. Lee	Donald DeSmit	Avery-Knodel, A,
WLAC-TV	Nashville, Tenn.	159 4th Ave. N., Chapel 2-4331	T. B. Baker, Jr.	Robert M. Reuschle	Katz, C
WLBC-TV	Muncie, Ind.	Box 70, 4403	Donald A. Burton	W. F. Craig	Walker, A, C, N
WLBT	Jackson, Miss.	Box 2171, 2-2691	Fred L. Beard	Frank Gentry	Hollingbery, N
WLEV-TV	Bethlehem, Pa.	Savercool Ave., Fountain Hill. (Allentown phone no.) Hemlock 4-6278	Clair R. McCollough	J. Robert Gulick	Meeker, N
WLEX-TV	Lexington, Ky.	134 N. Limestone St., 4-8747	Earl L. Boyles	Forrest Whitten	Fonjoe, A, N
WLOS-TV	Asheville, N. C.	288 Macon Ave., 2-2431	James E. Edmonds	Bradley H. Roberts	V R & M, A
WLVA-TV	Lynchburg, Va.	925 Church St., 2-1242	Philip P. Allen	Philip P. Allen	Hollingbery, A, C
WLW-A	Atlanta, Ga.	1611 W. Peachtree St. N. E., Vernon 1141	Harry A. Le Brun	Bernard J. Ochs	Crosley, A
WLW-C	Columbus, O.	3165 Olentangy River Rd., Amherst 3-5441	James Leonard	Charles Dodsworth	Crosley, N
WLW-D	Dayton, O.	4595 S. Dixie Hwy., Walnut 2101	H. Peter Lasker	Dale Smith	Crosley, A, N
WLW-T	Cincinnati, O.	Crosley Sq., Cherry 1-1822	R. E. Dunville	C. George Henderson	Crosley, N
WMAL-TV	Washington, D. C.	4461 Conn. Ave. N. W., Kellogg 7-1100	Fred S. Houwink	Neal J. Edwards	Katz, A
WMAR-TV	Baltimore, Md.	Old Sun Bldg., Mulberry 5-5670	E. K. Jett	Ernest A. Lang	Katz, C
WMAZ-TV	Macon, Ga.	Bankers Ins. Bldg., 2-7373	Wilton E. Cobb	Frank Crowther	Avery-Knodel, C
WMBR-TV	Jacksonville, Fla.	605 S. Main St., Exbrook 8-0501	Glenn Marshall, Jr.	Charlie Stone	CBS TV Spot, A, C
WMBV-TV	Marinette, Wis.	Radio-TV Park, 2-6631	Joseph D. Mackin		V R & M, A, N
WMCT	Memphis, Tenn.	P. O. Box 311, Jackson 6-7464	H. W. Slavick	Earl Moreland	Branham, A, N
WMFD-TV	Wilmington, N. C.	225 Princess St., 3-4666	R. A. Dunlea, Jr.	Claud O'Shields	Weed, A, N
WMGT	Pittsfield, Mass.	8 Bank Row, Pittsfield 2-1553	William P. Geary	Allan Bonney	Walker, A
WMSL-TV	Decatur, Ala.	Mutual Savings Life Bldg., 802	Frank Whisenant	Louis C. Blizzard	McGillvra, C, N
WMT-TV	Cedar Rapids, Ia.	Paramount Theatre Bldg., 4-0177	William B. Quarton	Lew Van Nosttrand	Katz, C
WMTV	Madison, Wis.	W. Beltline Hwy., Cedar 3-5381	Gerald A. Bartell	Morton J. Wagner	Bolling, A, N
WMTW	Poland Spring, Me.	Riccar Inn, Poland 51	John H. Norton, Jr.	John H. Norton, Jr.	H R & P, A, C
WMUR-TV	Manchester, N. H.	1819 Elm St., 3-8061	Norman A. Gittleston	Gordon E. Moore	Weed, A
WNAO-TV	Boston, Mass.	21 Brookline Ave., Commonwealth 6-8000	Norman Knight	Thomas H. Bateson	H-R, A, C
WNAO-TV	Raleigh, N. C.	2128 Western Blvd., 4-8282	John H. Bone	Earl Walde	Avery-Knodel, A
WNBZ-TV	inghamton, N. Y.	1 Henry St., 3-7311	George R. Dunham	Andrew G. Hubbell	Blair, A, C, N
WNBQ	Chicago, Ill.	Merchandise Mart, Superior 7-8300	Jules Herbuviaux	Floyde Beaton	NBC Spot, N
WNCT	Greenville, N. C.	Box 898, 6181	A. Hartwell Campbell	John G. Clark, Jr.	Pearson, A, C
WNDU-TV	South Bend, Ind.	Box 989, Central 3-7111	Bernard C. Barth	Wm. T. Hamilton	Meeker, N
WNEM-TV	Bay City, Mich.	814 Adams, 36-505	O. W. Myers	John J. Keenan	Headley-Read, A
WNHC-TV	New Haven, Conn.	1110 Chapel St., Spruce 7-3611	Aldo DeDominicis	J. Vincent Callanan	Katz, A, C, N
WNOK-TV	Columbia, S. C.	1811 Main St., 3-9401	H. Moody McElveen, Jr.		Raymer, C
WNOW-TV	York, Pa.	P. O. Box 306, 2-7821	Lowell W. Williams	Robert M. Stough	Keller
WOAI-TV	San Antonio, Tex.	P. O. Box 2641, CA 7-4221	James M. Gaines	Edward V. Cheviot	Petry, A, N
WOAY-TV	Oak Hill, W. Va.	P. O. Box 251, 651	Robert R. Thomas, Jr.	Vic Ludington	Pearson, A
WOC-TV	Davenport, Ia.	805 Brady St., 3-3661	Ralph Evans	Mark Wodlinger	F & P, N
WOI-TV	Ames, Ia.	Service Bldg., Cedar 2-3400	Richard B. Hull	Robert Mulhall	Weed, A, C
WOOD-TV	Grand Rapids, Mich.	120 College Ave. S. E., 9-4125	Willard Schroeder	Arthur M. Swift	Katz, A, N
WOR-TV	New York, N. Y.	1440 Broadway, Longacre 4-8000	Gordon Gray	William P. Dix	WOR-TV Sales
WORA-TV	Mayaguez, P. R.	Darlington Bldg., 1151	Alfredo R. de Arellano, Jr.	R. M. Dupont	Young, C
WOW-TV	Omaha, Neb.	Insurance Bldg., Webster 3400	Frank P. Fogarty	Fred Ebener	Blair, C
WPAQ-TV	Ann Arbor, Mich.	Hutzel Bldg., Normandy 2-5517	Edward F. Baughn	Kenneth MacDonald	McKinney
WPBN-TV	Traverse City, Mich.	Paul Bunyan Bldg., 2700	Les Biederman		Holman, N
WPFH	Wilmington, Del.	Box 867, 6-8171	David Kalgler, Jr.	Robert R. Nelson	Meeker, N
WPIX	New York, N. Y.	220 E. 42nd St., Murray Hill 2-6500	Fred M. Thrower	John Patterson	F & P
WPRO-TV	Providence, R. I.	24 Mason St., Plantations 1-9776	Arnold F. Schoen, Jr.	Eugene W. Wilkin	Blair, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WRBL-TV	Columbus, Ga.	1350 13th Ave., 2-0601	J. W. Woodruff, Jr.	George Jenkins	Hollingbery, A, C
WRC-TV	Washington, D. C.	Sheraton Park Hotel, Adams 4-5400	Carleton D. Smith	Charles DeLozier	NBC Spot, N
WRCV-TV	New York, N. Y.	30 Rockefeller Plaza, Circle 7-8300	Hamilton Shea	Jay Heitin	NBC Spot, N
WRD-TV	Philadelphia, Pa.	1600 Architects Bldg., Locust 4-5500	Lloyd E. Yoder	Theodore H. Walworth	NBC Spot, N
WRD-TV	Augusta, Ga.	Georgia & Observatory Aves., 7-5432	James W. Hicks	Stewart Spencer	Headley-Reed, C
WREC-TV	Memphis, Tenn.	Hotel Peabody, Jackson 5-1313	Hoyt B. Wooten	Charles Brakefield	Katz, C
WREX-TV	Rockford, Ill.	Auburn & Winnebago Rds., 8-1813	Joe M. Baisch	A. J. Bilardello	H-R, A, C
WRGB	Schenectady, N. Y.	60 Washington Ave., Franklin 7-2261	R. W. Welpott	R. F. Reid	NBC Spot, N
WROM-TV	Rome, Ga.	121 Broad St., 2-0833	Ed McKay	Charles Doss	McGillvra
WROW-TV	Albany, N. Y.	P. O. Box 4100, Albany 3-2225	Thomas S. Murphy	Harry L. Goldman	H R & P, A, C
WSAU-TV	Wausau, Wis.	714 5th St., 2-1021	George T. Frechette	Richard D. Dudley	Meeker, A, C, N
WSAV-TV	Savannah, Ga.	Liberty Natl. Bank Bldg., 3-0234	Harben Daniel	Tom Belcher	Hoag-Blair, N
WSAZ-TV	Huntington, W. Va.	201 9th St., 4-4126	Lawrence H. Rogers	Robert E. White	Katz, A, N
WSB-TV	Atlanta, Ga.	1601 W. Peachtree, Elgin 6711	John M. Outler, Jr.	Marcus Bartlett	Petry, N
WSBA-TV	York, Pa.	S. Queen St. Extended, 2-5531	Louis J. Appell, Jr.	Louis J. Appell, Jr.	Young, A
WSBT-TV	South Bend, Ind.	Tribune Bldg., Central 3-3141	Neal B. Welch	Richard Holloway	Raymer, C
WSEE	Erie, Pa.	1220 Peach St., 5-7575	Frank Palmer	Don Boyce	Avery-Knodel, A, C
WSFA-TV	Montgomery, Ala.	P. O. Box 2566, 5-1251	Hoyt Andres	John C. Hughes	Katz, A, N
WSIL-TV	Harrisburg, Ill.	21 W. Poplar St., 373	Oscar L. Turner		Walker, A
WSIX-TV	Nashville, Tenn.	1402 Nashville Trust Bldg., AL 5-5431	Robert D. Stanford, Jr.	E. S. Tanner	Hollingbery, A
WSJS-TV	Winston-Salem, N.C.	419 N. Spruce, St., 5-2311	Harold Essex	Harry B. Shaw	Headley-Reed, N
WSJV-TV	Elkhart, Ind.	416 S. 2nd St., 2-1518	John F. Dille, Jr.	Paul C. Brines	H-R, A
WSLS-TV	Roanoke, Va.	3rd St. & Church, 4-9227	James H. Moore	C. R. Garrison	Avery-Knodel, A, N
WSM-TV	Nashville, Tenn.	14th & Compton Ave., Alpine 4-5656	John H. DeWitt, Jr.	Irving C. Waugh	Petry, N
WSPD-TV	Toledo, O.	136 Huron St., Cherry 8-6201	Allen L. Haid	Bill Ashworth	Katz, A, C, N
WSTV-TV	Stuebenville, O.	Exchange Realty Bldg., Atlantic 2-6265	John J. Laux	Rod Gibson	Avery-Knodel, A, C
WSUN-TV	St. Petersburg, Fla.	Box 240, 5-4121	Charles L. Kelly	Barney Kobres	V R & M, A
WSVA-TV	Harrisonburg, Va.	Rawley Pike, 4-4431	Frederick L. Allman	Howard C. Evans	Pearson, A, C, N
WSYR-TV	Syracuse, N. Y.	224 Harrison St., 3-7111	E. R. Vadeboncoeur	W. R. Alford, Jr.	H R & P, N
WTAO-TV	Cambridge, Mass.	439 Concord Ave., Eliot 4-0500	Wallace Dunlap	Wallace Dunlap	Keller, A
WTAP	Parkersburg, W. Va.	Box 1880, Hudson 5-4589	Allan Land	Milton Komito	Pearson, A, C, N
WTAR-TV	Norfolk, Va.	720 Boush St., Madison 5-6711	Campbell Arnoux	Robert M. Lambe	Petry, A, C
WTCN-TV	Minneapolis, Minn.	2925 Dean Blvd., Walnut 7-8881	Miller C. Robertson	David Cole	Katz, A
WTHI-TV	Terre Haute, Ind.	918 Ohio St., Crawford 9481	Joseph M. Higgins	David J. Kirk	Bolling, A, C
WTMJ-TV	Milwaukee, Wis.	720 E. Capitol Dr., Broadway 1-6000	Walter J. Damm	Neale V. Bakke	H R & P, N
WTOB-TV	Winston-Salem, N.C.	Box 5176, Ardmore P.O., 3-4353	John G. Johnson	John G. Johnson	V R & M, A
WTOC-TV	Savannah, Ga.	Box 858, 2-0127	W. T. Knight, Jr.	Ben B. Williams	Avery-Knodel, A, C
WTOK-TV	Meridian, Miss.	Box 1771, 3-1441	Robert F. Wright	W. B. Crooks, Jr.	Headley-Reed, A, C, N
WTOM-TV	Lansing, Mich.	407 N. Washington, Ivanhoe 2-1659	L. G. Christian	L. P. Frankel	McGillvra
WTOP-TV	Washington, D. C.	40th & Brandywine NW, Emerson 2-9300	George Hartford	R. A. J. Bordley	CBS TV Spot, C
WTOV-TV	Norfolk, Va.	1318 Spratley St., Portsmouth, Export 9-7583	Temus R. Bright		McGillvra
WTPA	Harrisburg, Pa.	3235 Hoffman St., Cedar 8-7171	David J. Bennett	Alan P. Solada	H R & P, A, N
WTRF-TV	Wheeling, W. Va.	1329 Market St., Wheeling 1177	Robert W. Ferguson	H. Needham Smith	Hollingbery, A, N
WTTG	Washington, D. C.	Raleigh Hotel, Sterling 3-5300	Leslie G. Arries, Jr.		Raymer
WTTV	Indianapolis, Ind.	Essex House, Melrose 5-8656	Bob Lemon	Paul Lennon	Meeker, N
WTVB	Durham, N. C.	Box 2009, 2-2111	Harmon L. Duncan	M. J. Thompson	Petry, A, N
WTVH-TV	Peoria, Ill.	234 N. Madison, 6-5503	Henry P. Slane	Harold V. Phillips	Petry, A, C
WTVJ	Miami, Fla.	P. O. Box 1271, FR 4-6262	Lee Ruwitch	Stan Gordon	F & P, C
WTVK-TV	Knoxville, Tenn.	P. O. Box 1388, 5-2113	J. A. Engelbrecht	J. A. Engelbrecht	Pearson, A, C
WTVN-TV	Columbus, O.	753 Harmon Ave., Capital 8-5801	Wally McGough	Robert Wiegand	Katz, A
WTVQ	Rockford, Ill.	P. O. Box 470, 3-5413	Harold Froelich	Harold Froelich	Headley-Reed, N
WTVP	Decatur, Ill.	Box 108, 8-4304	W. L. Shellabarger		Bolling, A, N
WTVR	Richmond, Va.	P. O. Box 5229, 5-8611	Wilbur M. Havens	Wilbur M. Havens	Blair, A, C
WTVT	Tampa, Fla.	P. O. Box 1198, 7-1113	W. Walter Tison	W. Walter Tison	Avery-Knodel, C
WTVY	Dothan, Ala.	P. O. Box 798, 5-2810	F. E. Busby	Jerry William	Young, A, C
W.TWO	Bangor, Me.	Box 732, 2-4822	Murray Carpenter	Rudolph O. Marcoux	V R & M, C
WUSN-TV	Charleston, S. C.	Box 879, Mt. Pleasant 4141	J. Drayton Hastie	Grange Cuthbert	H-R, N
WVEC-TV	Hampton, Va.	812 W. 21st St., Norfolk, 6332	Thomas P. Chisman	Harrol A. Brauer, Jr.	Avery-Knodel, N
WVET-TV	Rochester, N. Y.	17 Clinton Ave. S., Hamilton 4820	Ervin F. Lyke	A. Murrellwright	Bolling, A, C
WWJ-TV	Detroit, Mich.	622 W. Lafayette, Woodward 2-2000	Edwin K. Wheeler	Ray Colie	F & P, N
WWLP	Springfield, Mass.	17 Pearl St., State 8-4521	William L. Putnam	James H. Ferguson, Jr.	Hollingbery, A, N
WWTV	Cadillac, Mich.	214 N. Mitchell, Prospect 5-3478	David F. Milligan	Gene Ellerman	Weed, A, C
WXEX-TV	Petersburg, Va.	6200 Broad St. Road, Richmond, Regent 3-7876	Irvin G. Abeloff	Irvin G. Abeloff	Forjoe, N
WXIX-TV	Milwaukee, Wis.	5445 N. 27 St., Uptown 3-1919	Edmund C. Bunker	Theodore F. Shaker	CBS TV Spot, C
WXYZ-TV	Detroit, Mich.	1700 Mutual Bldg., Woodward 3-8321	James G. Riddell	Ralph Dawson	Blair, A
XETV	Juarez, Mex.	P. O. Box 442, El Paso, 111-511	Pedro Meneses Hojos	Rafael Fitzmaurice	Nat'l. Time Sales
XETV	Tijuana, Mex.	4229 Park Blvd., San Diego, Cypress 8-7191	Julian M. Kaufman	Harry Dangerfield	Weed

THE TELEVISION AUDIENCE

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

	% of Families in Each Group Owning TV Set			% of Total U. S. TV Families Found in Each Group			% of Total U. S. Non-TV Families Found in Each Group		
	1/56	7/55	1/55	1/56	7/55	1/55	1/56	7/55	1/55
REGIONS									
Northeast	86%	85%	81%	32%	35%	35%	15%	13%	15%
South	61	54	46	17	16	15	31	30	31
North Central	77	70	68	31	30	31	26	29	27
Mountain & Southwest	60	52	46	9	8	8	17	16	16
Pacific	74	66	64	11	11	11	11	12	11
CITY SIZE									
Farm	51%	43%	35%	9%	8%	7%	24%	23%	22%
Under 2,500	63	56	49	11	11	11	20	20	21
2,500 to 50,000	62	53	49	13	12	11	23	23	22
50,000 to 500,000	80	75	70	28	28	28	20	20	21
500,000 and over	89	87	85	39	41	43	13	14	14
TOTAL FAMILY INCOME									
Upper Fourth	86%	81%	76%	29%	30%	29%	14%	15%	16%
Next Fourth	81	76	70	28	28	25	18	19	19
Next Fourth	75	69	66	25	25	25	24	25	23
Lowest Fourth	54	48	46	18	17	21	44	41	42
EDUCATION OF FAMILY HEAD									
Grammar School	67%	62%	57%	43%	44%	40%	62%	58%	56%
High School	82	75	71	41	41	40	26	29	29
College	79	73	71	16	15	20	12	13	15
FAMILY SIZE									
1 & 2 Members	66%	59%	56%	35%	34%	36%	53%	51%	51%
3 Members	77	73	68	22	23	23	19	18	19
4 & 5 Members	84	78	75	32	33	31	18	20	18
6 Members & Over	74	66	58	11	10	10	10	11	12
AGE OF HOUSEWIFE									
Under 35 Years	81%	75%	70%	34%	35%	26%	23%	25%	19%
35 thru 44 Years	79	74	73	24	24	27	18	19	17
45 Years & Over	67	61	56	42	41	47	59	56	64
PRESENCE OF CHILDREN									
5 Years & Under	80%	75%	70%	26%	26%	18%	19%	19%	14%
6 thru 12 Years	82	76	72	34	34	22	21	23	15
13 thru 20 Years	76	71	66	23	24	16	21	21	15
No Children	68	61	58	45	44	44	61	61	56
TOTAL U. S. TV FAMILIES									
	74%	68%	64%						

Source: Market Research Corporation of America. Total U. S. Family Base: January 1955, 48,226,000; July 1955, 48,437,000; January 1956, 48,647,000.