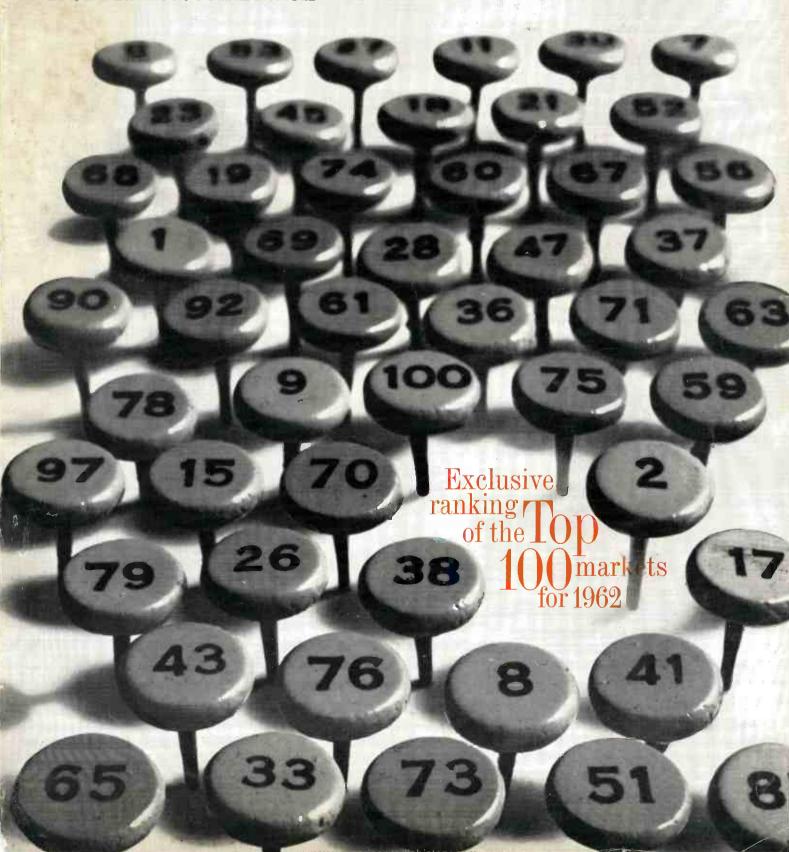
February 1962 Vol.XIX No. 2 Two Dollars

IEEE SION

1962 Marketbook Edition



REVIEW OF FACTS

(1) BASIC MEDIUM... WCCO Television has a daily circulation of 78%* of the 752,300† homes in the 68-county Twin City area. More than any other TV station... More than any other advertising medium.

(2) BASIC MARKET . . . The Twin City market is 14th most populous area in the country . . . 12th in the nation for retail sales.

NOW, ANOTHER FACT

BASIC SELLING . . . involves many elements . . . audience, station image, programming and MERCHANDISING. WCCO Television's TELE-SELL Merchandising guarantees a qualified advertiser displays in 145 Twin City supermarkets.

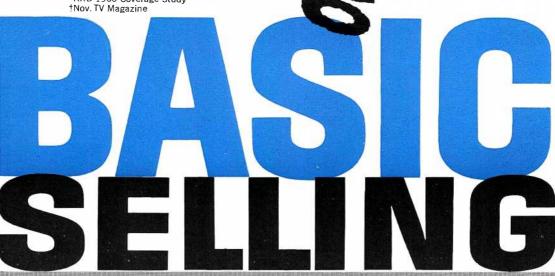
Three TELE-SELL Merchandisers personally visit all 145 cooperating stores twice each month . . . and check on pre-arranged TELE-SELL displays.

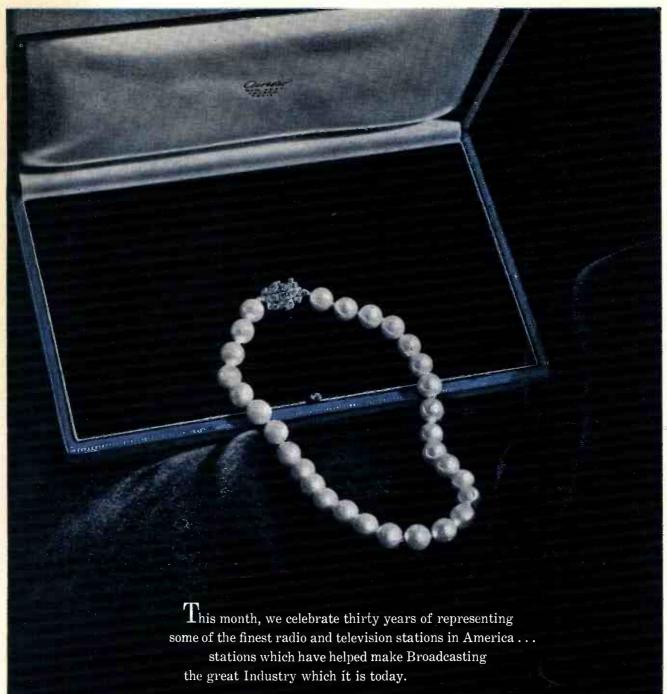
Documented reports are compiled and submitted for each product . . . listing displays, stores, dates, and photographs.

For a TELE-SELL Brochure write WCCO Television, Minneapolis-St. Paul or contact your nearest Peters, Griffin, Woodward, Inc. "Colonel."

MORE THAN THE DOMINANT STATION in the Minneapolis-St. Paul Markets, WCCO television is the medium to BUY FIRST OF ALL!

*ARB 1960 Coverage Study





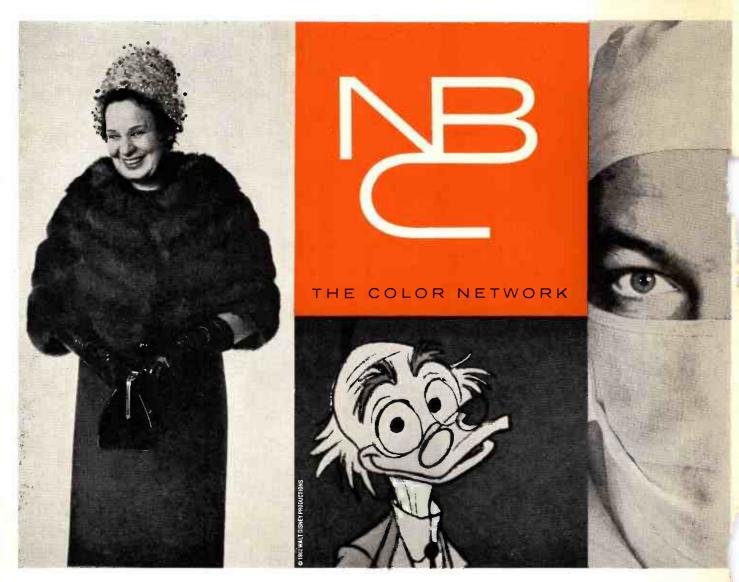
As the original Station Representative, we are proud to be identified with an Industry which has contributed so much to our Country.

We look forward to still greater achievements by Broadcasting during the years ahead.

EDWARD PETRY & CO., INC.

Pearls courtesy of Cartier, Inc.

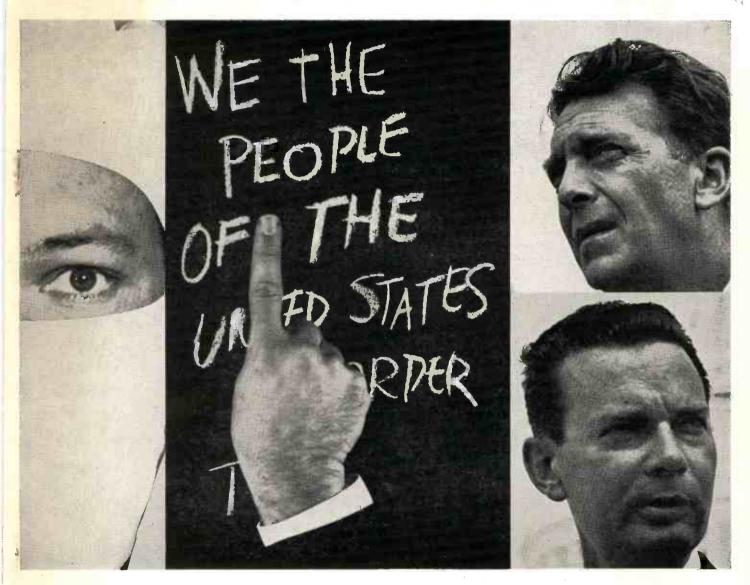
A MAID NAMED HAZEL/A DUCK NAMED LUDWIG/A DOCTOR NAMED KILDARE/A COLLEGE COURSE



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

IN WHAT MAKES DEMOCRACY TICK/AND "GOODNIGHT DAVID" AND "GOODNIGHT CHET"



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

TELEVISION

THE DIMENSIONS OF U.S. TELEVISION The latest facts and figures on the television medium from coast to coast, compiled exclusively by Television Magazine's research department and presented in this 1962 edition of the Television MARKETBOOK. The concensus to be gleaned from the important data herein: the television industry has reached virtual maturity in size, is within percentage points of black-and-white saturation THE HUNDRED AT THE TOP Another exclusive feature of the 1962 MARKETBOOK: TELEVISION MAGAZINE'S own **CLOSEUP: PETER LEVATHES** An executive of unlikely background but distinctive talent is taking on new responsibilities in the 20th Century-Fox organization—Peter Levathes, ex-agency man, ex-FBI agent, ex-lawyer, present-day heir apparent to Spyros Skouras as head of this film major. A TELEVISION CLOSEUP traces his career to its present eminence 42 THE TELEVISION MARKETBOOK U.S. TELEVISION HOMES BY COUNTIES 58 TELEVISION MARKETS VS. STANDARD METROPOLITAN MARKETS THE TELEVISION MARKETS **DEPARTMENTS** FOCUS ON COMMERCIALS Focus on News 23

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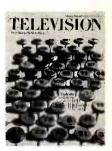
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Cover: The observant reader will notice there are only 50 pins in the illustration on this month's cover. He'll find the other 50 on pages 40-41, pinpointing the top 100 U.S. television markets. This is just one of the many features making the 1962 Marketbook one the TV executive will want to keep handy for quick reference.



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REMEMBER WHEN



Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience,

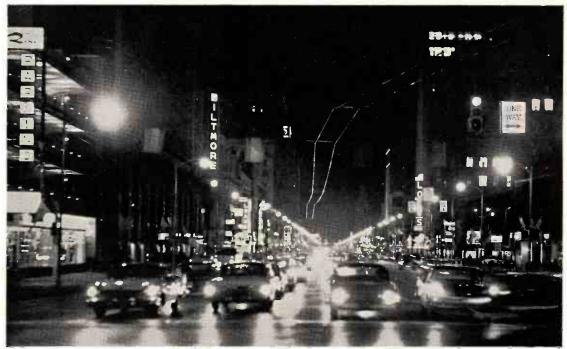
WGAL-TV Channel 8



Representative: The MEEKER Company, Inc. . New York . Chicago . Los Angeles . San Francisco



It's FIFTH Avenue in NEW YORK . . .



It's MAIN STREET in Ohio's Third Market

The very fact that Dayton has a Main Street—as do many other communities within range of our signal—says something significant. Not that we're bucolic, we trust, but that we are a kind of people who aren't ashamed of Main Street. Programming to an audience like this requires an understanding of that attitude. It is not New York programming. It is Dayton-area programming which, for more than twenty-five years, has won WHIO and WHIO-TV the respect accorded to an understanding friend. And, gentlemen of the media buying world, if we're not monumentally sophisticated, it may pleasure you some to know we're mighty well fixed. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina



FOCUS ON BUSINESS

Winter's freeze brings speeches, problems and presentations

Not only did January bring a sub-zero chill to most of the nation, television itself seemed to be in a state of frozen introspection—and it looks like the thaw will be slow in developing. But things in the industry do not just stop. On the surface, it was "business as usual."

At the networks, program planners were busy ticking off the names of the shows that will not make it into 1962-63, rummaging through the new possibilities for next fall, rearranging their present schedules in the hindsight of ratings reports

The network heads also were busy—polishing their speeches and answers for the FCC hearing on programming practices now underway in Washington. Perhaps in this instance the chill will come in the long wait between the conclusion of hearings and the final FCC recommendations. Those recommendations? Opinion abounds that they will include an FCC say on programming, perhaps via licensing of the three networks.

In this delicate area, which touches on government censorship vs. the right of free speech (programming), LeRoy Collins, president of the National Association of Broadcasters, took television's case to the public via the platform of an article in TV Guide magazine.

He said that the "proper, and the surest, road to improved programming lies not in increased governmental controls but in a greater degree of industry responsibility for self-regulation and self-improvement." In this he urged the U.S. TV audience to help broadcasters improve their programs by letting stations know what they like as well as what they dislike.

If the U.S. TV audience complies with the Collins request, the medium will perhaps have yet another rating service. The road to the public's taste is at best rocky. In the aggregate the public has never shown in full measure its desire for "quality," as witness the dismal ratings history on the so-called "quality" shows.

If broadcasters must ponder their programming future, however it is charted, the chill winds of January also blew in a problem for advertisers and their agencies via the Federal Trade Commission decision on Colgate-Palmolive's controversial "sandpaper" commercial for Rapid Shave. The decision: deceptive advertising. Included: a warning for all TV advertisers to abandon exaggerated or misleading product claims, portrayal through gimmick "methods."

While the incidence of intentionally misleading TV advertising (or what is constituted to be misleading) is minute, each violation piles on the pressure for all advertisers. Where do you draw the line between make-believe (wearing a blue shirt to sell a white one—because blue shows up better on camera) and feality?

What the new FTC decision—strong in tone and broad in scope—will mean for the future of TV advertising remains a nagging question. It could change the complexion of the commercial for the drug type of product where a small advantage is sometimes emphasized out of proportion—however strongly entrenched this gambit may be in the textbooks of advertising technique.

The "sandpaper" case, up for appeal by Colgate, may curtail a TV advertiser's yen for comparison demonstrations. But most ad men do not see the start of an age of government unreasonableness toward TV selling. The warning, however, is out for a long think on future TV commercial approaches.

Where television and its supplier or allied companies stand in the crossfire of government agencies, the sniping of critics and in the esteem of a not unnoticing public is the big question over the tundrafied landscape of the new year.

Down at financial bedrock, television has expanded far and fast. For the investor in many of the publicly-owned broadcasting organizations or supplier satellites, there has been a period of heady growth. But now there are questions and conclusions.

The Wall Street ticker-watchers feel that the broadcasting and programming fields no longer represent exceptional growth potential. Radio-TV stocks have for the most part been holding to a plateau for the past few years.

Among built in influences mitigating against future boom is television's present saturation—90% of all U. S. households are now TV homes. Network and station time sales are generally so good investors can't see room for much more growth without rate increases of a size probably not feasible. TV station sales, too, with purchase prices so high, have investors feeling stock investment would have a long time making return.

TV growth is expected, but slower. Individual companies will be "hot," others "cold" in the normal fate-and-fortune cycle of things. Behind it all, however, clouding the picture with uncertainty, is Washington's attitude toward television, the outcome of FCC and congressional investigations.

In sum, television today is a cautious business come on cautious times. And only time—perhaps 1962—can point the direction of the years ahead.

Looming as a big chunk of potential business for local television are the nation's fast-growing discount houses, dispensers of most anything imaginable for the U. S. consumer. Discount store sales for 1961 are estimated at \$4.1 billion, up from \$2.9 billion in 1960 and passing even the formidable mail order and vari-

something special!

In troubled times, the nation's need for an alert, informed citizenry takes on special urgency.

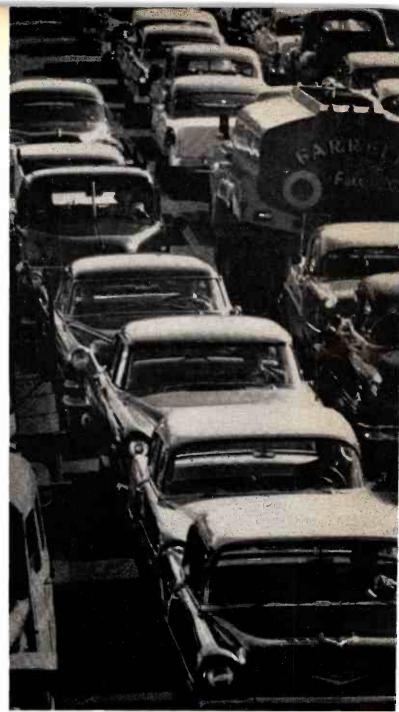
Aware of their unique ability—and responsibility—to <u>communicate en masse</u>, last year (as in years past) the five CBS Owned television stations originated an impressive number of <u>locally-produced</u> prime-time "specials," whose contents ranged widely, and incisively, across community, national and international affairs.

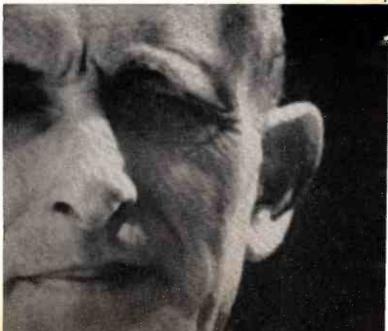
There was, for example, WCBS-TV's "Junkyard by the Sea," an indictment of drug trafficking in the nation's largest city; WBBM-TV's "The Other Americans," a two-part exposé of Communist activity in Latin America; KNXT's "Meet the Officer," a candid study of local law enforcement in action; WCAU-TV's "Dead End 1975," an eye-opening report on today's steadily-worsening traffic crisis; and KMOX-TV's "The Concrete Curtain," which dramatized the importance of increased civil defense in an atomic age, And there were many more!

In 1961, the five stations devoted almost 15 million dollars' worth of station time and facilities to nonnetwork public affairs programs and announcements. This amount—an all-time high!—is one more example of exceptional service rendered to communities for whom the words "CBS Owned" have always signified something special!

© CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc. Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis





www.americanradiohistory.com



BUSINESS continued

ety stores in volume. According to the Television Bureau of Advertising, they must look to television for more gains in customers, sales and image.

TvB, out with a new presentation called "Mass Customers for Mass Merchandisers," calls the discount houses "the most aggressive local users of television advertising." While it gives no figures on overall discount store TV spending, TvB does cite as examples 13 mass merchandisers now embarked on successful local TV campaigns.

The battle for discount house advertising, of course, is to sway stores out of newspapers. The key factor in shifting to TV, as TvB points up in its examples, is that a discount house usually draws customers from a much wider marketing area than newspapers reach or have adequate circulation. TV signals, on the other hand, traveling greater distances, can expand a store's reach for customers.

As discounting grows bigger, TV will be getting a bigger part of the discounter's ad dollar. The courting for the major share of that dollar appears to be getting more serious.

THE RATE PROBLEM

TvB also appears to be getting more serious-and worried-about another kind of discounting: rate cutting in its own medium.

The industry group has been urging TV broadcasters to hold the line on attempts by advertisers to cut rates, feels that broadcasters would be sacrificing additional ad revenues in the future for the sake of quick, cut-rate sales today.

States TvB President Norman E. Cash on the subject: "TV rate reductions more than likely will only mean more dollars for other media and in no way will bring about increased expenditures for TV. Cash goes on to call TV "the most underpriced of all ad media" and feels that "rather than cutting rates, we should be giving consideration to raising them."

To back up his point, Cash cites a recent report by one advertising trade magazine on ad costs. The report found that in magazines, costs have risen 60% since 1955 whereas circulation has gone up only 28%, with a cost-per-thousand rise of 25%.

For newspapers, the report finds costs up 26% in the period, circulation up only 3% and c-p-m up 22%. In contrast, spot TV costs rose 53%, TV usage up 48%, putting c-p-m up only 3%.

Cash notes that one television advertiser is currently seeking to obtain 40second spots at rates equal to 150% of the 20-second spot price in a number of markets where rate cards list 40-second spots at 200% of the 20-second price.

Advertisers cannot be blamed for seeking efficiency at the lowest cost possible but, according to Cash, broadcasters can be for going along with such rate-cutting attempts.

While most TV advertisers may not feel that the medium is underpriced, Cash feels that for the selling job it performs it is. He says that charges for television time have already leveled off and notes that "Unless we place a higher value on our medium, TV may soon join other media in heading downward."

One prominent independent TV broadcast group president echoes Cash, says, "The problem facing the industry is one of reappraising the value of television in absolute terms, and in relation to other media, so that TV time can be priced fairly to both the advertiser and broadcaster.

"Such a reappraisal," the broadcaster continues, "will undoubtedly indicate the need for an upward adjustment of TV rates. Doing so will make possible additional revenue for programming."

Other media, as it happens, also seem to have faith in the dollar potential of TV. Many newspapers have long been carried by their broadcasting interests. And the magazine case in point could stand as Time Inc.

For a company that has often blasted television via the platform of its various publications, Time Inc. shows every indication of strengthening its links with the electronic medium. If it is not wholly a believer in the esthetics of television. it at least sees financial reward in "the light that failed," as it once classified TV in a Fortune article.

The Time-Life broadcast division has been extremely active of late in its TV ties, both in the U.S. and overseas. Its most recent domestic purchase, for a reported \$6,125,000 (subject to approval by the FCC), is kogo-AM-TV San Diego, Calif.

Acquisition of the West Coast outlet (from a syndicate of investors) will bring Time to its full complement of five VHF TV stations. It owns others in Indianapolis, Denver, Minneapolis and Grand Rapids.

Overseas, Time-Life Broadcast, with a minority interest in two TV channels in Beirut, Lebanon, and a compact with a TV investment company in Southern Rhodesia to search out TV investments throughout Africa (and looking for other broadcast investments world-wide), has stretched itself into Germany for its first joint production venture outside the U.S.

In a deal with Cologne-based German publisher-printer M. DuMont Schauberg (engineered by Time-Life vice president Sig Mickelson), a new company, Du-Mont-Time Fernseh-Programm-Gesellschaft, will produce, sell and distribute TV documentaries in German-speaking countries

Aside from its financial interests, it is apparently Time's ambition to have an editorial effect on the growing foreign market via TV-in league with its already established international publishing interests, including Time magazine's foreign editions.

If Time-Life's broadcast expansion continues at its present snappy pace, it is not inconceivable that TV may someday be the tail wagging one of publishing's top dogs.

TILT: PIN-BALL WARFARE

On another front comes a kind of TV pin-ball warfare called "Tilt." Subtitle: "The After-Math of Network Television." It's a new presentation by Television Advertising Representatives Inc. and it champions spot TV over, naturally, television advertising of the network variety.

In the prologue of the presentation, TvAR mentions network TV as having often been described as delivering equal ad pressure in all markets . . . "an erroneous concept," says TvAR, "which has taken root because of the tendency on the part of many advertisers to think of network programs only in terms of their national audience.

"In reality," TvAR continues, "the advertiser who uses network TV has virtually no control over the distribution of his audience. He never knows his advertising weight in individual markets until local rating reports, from which the necessary mathematical calculations can be made, are available-often months after the start of the television season."

It is the representative's contention that when the network advertiser does his after-math "he discovers that the distribution of his audience, all too often, bears little relationship to his sales needs in individual markets . . . a serious "tilt" to his advertising structure . . ."

After examining the audiences of 65 network programs in the "Top 20" TV markets (expressed as a percentage of the total national audience) to show coverage "deficiency," TvAR goes on to recommend the cure for "tilt"-a switch to spot TV, a reinforcement of network shows with spot, the dropping of "poorest'" net participations and a diversion of the money saved into spot in "must" markets.





Starting Feb. 14, at 7:30 PM Howard K. Smith will speak his mind.

Howard K. Smith, as you know by now, has joined the ABC-TV News staff.

He starts work on Wednesday, Feb. 14, at 7:30 PM. At this prime time period each week he will report on and analyze the news of the week, the issues of the day.

When the news warrants it, when the issues demand it, Howard K. Smith will extend his analysis by person-to-person interviews with the persons in the news, by firsthand reports from ABC newsmen overseas, by special film coverage.

But principally, in his weekly news review, sponsored by Nationwide Insurance, Howard K. Smith will be free to do what he does best. He will examine, sift, analyze, interpret. He will, when he deems it possible and pertinent, spell out the effects of today's news on tomorrow's headlines. And he will, in all instances, train his lucid, tempered insights and foresights on those matters that matter most in this our world today.

Thus, a good part of the news analysis that was lost to television audiences when Howard K. Smith resigned his last post is now restored—in prime, evening viewing time. We shall all be better-informed citizens for hearing this man speak his mind.

FOCUS ON PEOPLE

The Kudner Agency announced top-level staff changes at the start of the new year. Robert M. Watson, executive vice president, becomes chairman of the board, succeeding C. M. Rohrabaugh, retiring. Watson also will be chief executive officer. The new president of Kudner is Roger A. Purdon, who has been senior vice president and creative director of McCann-Erickson. Watson, previously chairman of the board of Erwin Wasey, Ruthrauff & Ryan, joined Kudner in 1959 as senior v.p. Purdon, prior to his association with McCann-Erickson, had been v.p. and creative director of Bryan Houston, earlier served with Y&R, K&E, Lord & Thomas and H. W. Weintraub.

The news at Ted Bates is the return of Theodore L. Bates as the agency's chief executive, relieving Rosser Reeves of administrative chores to concentrate on his main function as creative head. According to an agency spokesman, administrative duties at Bates are rotated among Reeves, Bates, William H. Kearns (vice chairman) and Rudolph Montgelas (president), all of whom have prominent holdings in the agency. Bates retains his title, honorary chairman of the board, while assuming the chief executive title. Reeves remains chairman of the board.

Frank J. Shakespeare Jr. has been appointed vice president and assistant to the president of the CBS Television Network. Shakespeare has served as vice president of the CBS Television Stations Division and general manager of wcbs-tv New York since 1959. He joined the network in 1950, became wcbs-tv general sales manager in 1954, general manager of wxix Milwaukee in 1957 and, in December 1958, returned to wcbs-tv as general manager. Named to succeed Shakespeare at wcbs-tv was Norman Walt Jr., former general sales manager. G. Gerald Danford replaces Walt.

Robert E. Healy, former chairman of McCann-Erickson, has been named vice chairman of parent Interpublic Inc., succeeding Frank K. White, retired. Healy joined M-E in 1952 as vice president and treasurer; prior to that he was director of advertising at Colgate. Frank White served as president of Mutual from 1949-1952 and as NBC president from 1952 to 1953. He will continue as a consultant to the agency.

Robert M. Weitman, v.p. in charge of TV operations since 1960, has been appointed v.p. and studio administrator of Metro-Goldwyn-Mayer, succeeding Sol C. Siegel who returned to independent production. Prior to his association with M-G-M, Weitman served at CBS-TV as v.p. in charge of all independent production and at ABC-TV as v.p., programming and talent.

Robert L. Eskridge has been appointed director of advertising and promotion, Ralston Division of the Ralston Purina Company. The 38-year-old Eskridge, a 13-year veteran with the company, will supervise an estimated \$10 million advertising budget for Purina Dog Chow, Ralston and Chex cereals and Ry-Krisp. He joined Ralston Purina in 1949 as a house organ editor, was appointed assistant promotion manager of the Chow Division in 1953 and be-



WATSON



PURDON



RATES



REEVES



SHAKESPEARE



HEALY



ESKRIDGE



BARNATHAN



HOWARD K. SMITH (r) with ABC news chief James C. Hagerty

FLORIDA's

Fastest Growing

Market

Now No. 3*

| | National Market Ranking | TV Homes |
|---------------------|-------------------------------|----------|
| Miami | 27 | 556,600 |
| Tampa | 42 | 419,500 |
| Orlando- Daytona | 65 | 288,000 |
| Jacksonville | 7 5 | 256,500 |

*TELEVISION, 1962

WESH-TV

Florida's Channel 2

Covers More of Florida Than

Any Other TV Station

Avery-Knodel, Inc. National Reps.

PEOPLE continued

came assistant advertising and promotion manager of the Ralston Division in 1958.

American Broadcasting-Paramount Theatres named Julius Barnathan president of the ABC owned and operated TV stations and Stephen C. Riddleberger president of its owned and operated radio stations in a move attributed to gains which "make it necessary that the television and radio owned stations have their own chief executive officers." ABC o-and-o TV stations are WABC-TV New York, WBKB Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco. Barnathan, formerly ABC v.p. for affiliated TV stations, joined the network in 1954 as supervisor of ratings.

Howard K. Smith, former CBS chief Washington correspondent who left four months ago after a 20-year association with the network, joined ABC News. Starting February 14, he will present a weekly report and analysis of the important news stories of each week. Smith, who joined CBS News in 1941, served as chief European correspondent for over 11 years. Upon his return to the U. S., he took over assignments as moderator, commentator or reporter on CBS Reports, Face the Nation, Eyewitness and The Great Challenge.

Executive vice president Walter L. Lingle Jr. will go on leave of absence from Procter & Gamble to accept appointment by President Kennedy as Deputy Administrator of the Agency for International Development, effective March 1. Other changes announced with Lingle's appointment: D. H. Robinson, vice president-overseas operations, assumes top responsibility for the company's foreign operations; E. A. Snow, vice president-toilet goods division, becomes v.p.-group executive; E. G. Harness, presently manager of household soap products advertising, becomes manager of the toilet goods division, succeeding Snow; M. P. Link, a brand promotion manager of the household soap products division, becomes that division's advertising manager.

The U. S. Junior Chamber of Commerce named America's Ten Outstanding Young Men of 1961. Among them: Newton N. Minow, 35, chairman of the FCC, "who urged the FCC to become tougher about issuing and renewing broadcast licenses and has appealed for more public service programming"; Peter G. Peterson, 35, president of Bell & Howell, "who expanded his company into fields beyond photography and sponsors prime-viewing television documentaries free from advertising influence."

Others on the move:

Thomas J. Lipton named three new directors: Ken McAllister, vice president for advertising, Edward M. Scheu Jr., vice president for development, and Harold L. Suttle, vice president for sales. McAllister is a former senior v.p. of Benton & Bowles who joined Lipton last June.

NBC named Peter B. Kenney vice president, Washington. Kenney, who joined the network in 1956, has served as consultant for NBC International in the formation and operation of channel 9 (station CADETE) Buenos Aires, and station manager of wrc-TV Washington.

Kenneth M. Curto has been appointed general manager of Triangle station KFRE Fresno, Calif., succeeding H. George Carroll, who has been assigned to the Triangle headquarters staff. Since 1957, when he joined Triangle, Curto has been sales manager of WFIL-TV Philadelphia.

Lon King, director of television promotion and research for Peters, Griffin, Woodward, has been elected a vice president of the station representative firm. He has been with PGW for 10 years.

John Sias, West Coast vice president for Peters, Griffin, Woodward, was appointed national television sales manager for Westinghouse Broadcasting.

Two Kudner Agency vice presidents, James F. Black and William A. Mac-Donough, have been elected senior vice presidents. Both are members of the board of directors and the executive committee.

John McClay, general manager of wjz-tv Baltimore, has been named a special assistant to the president of Westinghouse Broadcasting. He will assume duties in the New York office of WBC, as well as field assignments. McClay, wjz-tv general manager since 1959, was previously general manager of Kyw-tv Cleveland. He entered broadcasting as an announcer for wpg Atlantic City, served as program manager in Philadelphia for both wpen and wcau-tv. Succeeding McClay as wjz-tv general manager is Herbert B. Cahan, program manager of wbz-tv, WBC's Boston television station.

The Katz Agency, station representatives, announced several staff changes. Michael Membrado, assistant TV sales manager, was named sales manager for the Katz-represented eastern group of TV stations. Frank McCann succeeds him as assistant sales manager. In the Chicago office, Robert Rohde was made assistant TV sales manager for the western stations and Joseph Hogan fills the

No. 2 of a series

95,767
WOMEN WATCH WJBK-TV
PER DAYTIME QUARTER HOUR*

57% MORE than Station B 120% MORE than Station C 147% MORE than Station D

THE NO.1 BUY IN DETROIT IS



*NSI, Nov. 19, 1961 (Average M-F, 9 a.m.-5 p.m.)

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

ROANOKE! Virginia's No. 1 TV Market*

| Rank | Market | TV Homes |
|------|----------|----------|
| 57 | Roanoke | 317,900 |
| 59 | Norfolk | 309,000 |
| 66 | Richmond | 282,800 |

*TELEVISION, 1962

WSLS-TV Roanoke, Virginia

where
leadership
&
integrity
are
tradition!



NATIONAL REPRESENTATIVES AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

PEOPLE continued

same spot for the eastern stations. And in Los Angeles, Gerald Jones was appointed manager of the West Coast office.

Ken Marston has been named general manager of the Dixie Network. The Robinson Enterprises properties include wdx1 and wdx1-tv Jackson, Tenn., four other radio stations in Tennessee and one in Mississippi.

Murray Hysen, associate research director of Geyer, Morey, Madden & Ballard, has been elected a vice president of the agency.

BBDO elected three new vice presidents: Suren H. Ermoyan, Leo J. Turner and C. J. Villante, all in the New York office. Ermoyan joined the agency in 1959 as creative visual supervisor prior to which he had seen senior v.p. and visual director of Lennen & Newell. Turner is director of public relations at BBDO and Villante is TV sports director and is in charge of local and syndicated programming.

The Esso Standard Region, Humble Oil & Refining Co., named Wallace L. Rusher coordinator of advertising and sales promotion. He succeeds William N. Farlie, who has been appointed manager of Esso's public relations department

Albert J. Petcavage, director of media, and Don Trevor, in charge of television commercial production, have been named vice presidents of Doyle Dane Bernbach.

Robert Pasch, former v.p. and creative group supervisor at Kenyon & Eckhardt, has been appointed a vice president of Ogilvy, Benson & Mather.

Frank W. Mansfield, director of marketing research at Sylvania Electric Products, was elected chairman of the board of directors of the Advertising Research Foundation. Mansfield, who has been vice chairman for the past year and director since 1954, succeeds Arthur Hull Hayes, president of CBS Radio. Elected vice chairman of the ARF was Lyndon O. Brown, senior v.p. of Dancer-Fitzgerald-Sample.

Ira Wolff was appointed to the newly created position of manager, sales planning, for NBC Films. He had been manager, sales promotion, for NBC Television for the past four years.

Greg Sherry, executive vice president, has been appointed head of Grant Advertising's Chicago office.

Compton Advertising named Thomas H. Dunkerton, with the agency since 1950, to the post of research director. He succeeds Edward Battey, who retired at the end of 1961.

Milton D. Friedland has been named a vice president of the Plains Television Corporation, which operates wics Springfield-Decatur, wchu Champaign-Urbana and wich Danville, all in Illinois.

Frank J. Lionette has been elected a vice president of Kenyon & Eckhardt.

Hicks & Greist copy chief Arthur C. Mayer has been named a vice president of the New York agency.

James P. Storer, national sales manager at wise Philadelphia since 1959, has been appointed assistant general manager at wise Cleveland. Both stations are Storer stations. Storer, son of George B. Storer Sr., chairman and principal executive officer, has been in broadcasting since 1950 when he joined wess Miami.

Jack Denninger, vice president of Blair-TV for seven years, resigned to form his own company. Blair also announced the return of Richard Gerken to the organization. He was with Blair from 1946 to 1954, subsequently served as president and general manager of whim Providence, vice president of KGIL Los Angeles and eastern sales manager of Metropolitan Broadcasting National Sales.

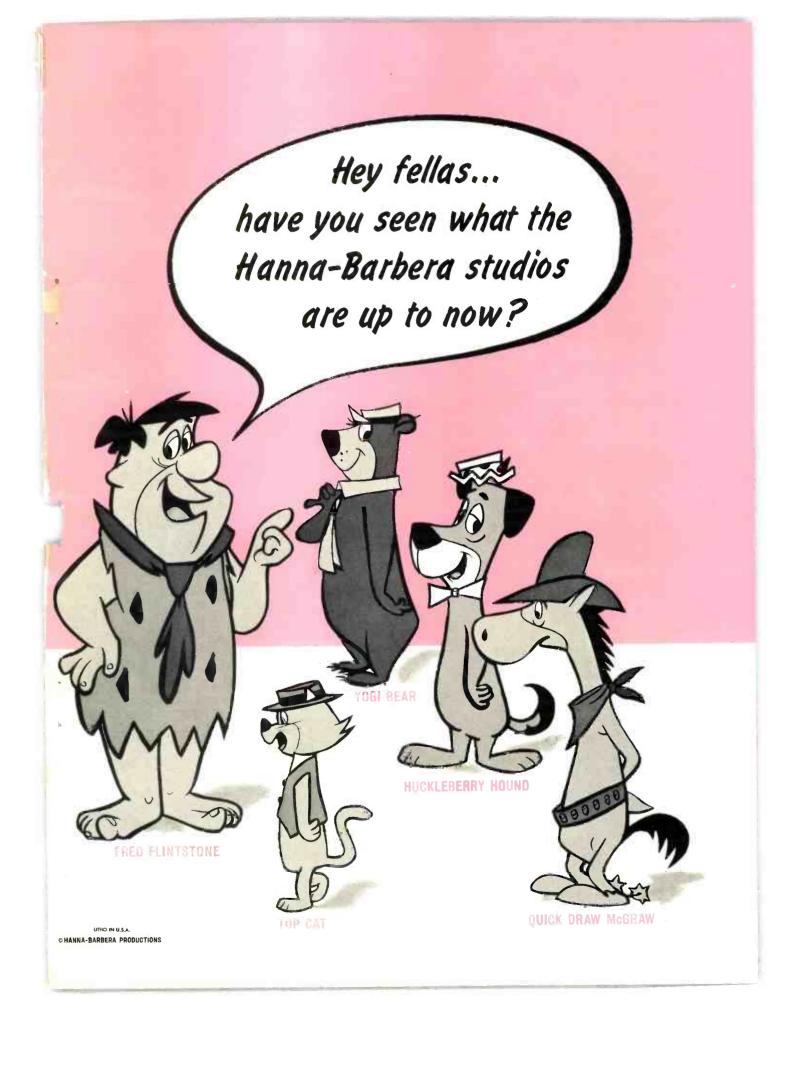
Retirements

Vincent R. Bliss, vice president and assistant to the president of Campbell-Ewald, retired at the end of 1961 after nearly 30 years in the agency field. Bliss, formerly president of Earle Ludgin & Co., joined C-E in 1959. He has been a national director and central region chief of the AAAA and a director and chairman of the project planning committee of the Advertising Research Foundation.

John A. H. Rehm, vice chairman of the board of Gardner Advertising, has retired from active service with the agency. Rehm, who was president of the Paris & Peart agency when it merged with Gardner in 1959, has been a director of Gardner and chief executive officer in New York since the merger.

Obituary

J. Ferd Oberwinder, St. Louis advertising executive who retired as president of D'Arcy Advertising in 1955, died of cancer on December 13. He was 73 years old. Mr. Oberwinder began his 51-year advertising career as an apprentice with the H. D. Lesan Advertising Co., left to become a newspaper sales representative and, in 1912, joined D'Arcy. In 1945, he became D'Arcy's second president, succeeding the agency's founder, William C. D'Arcy.





From the EMMY AWARD winning studios of HANNA-BARBERA

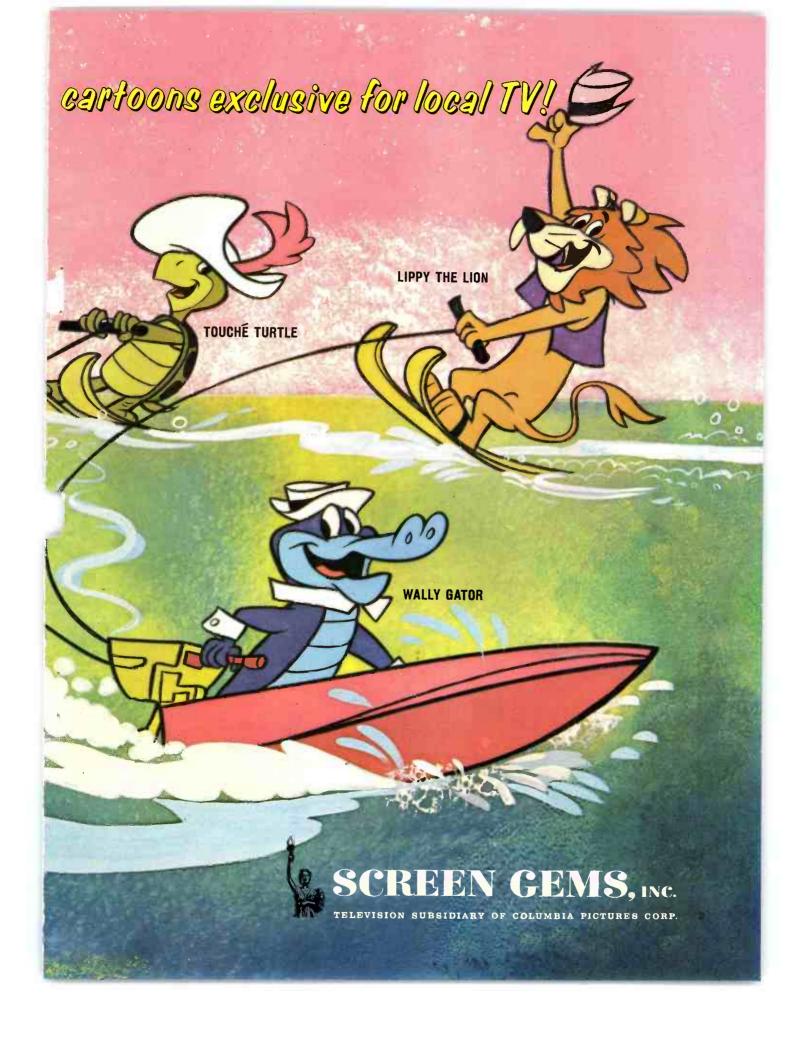
creators of Huckleberry Hound, The Flintstones, Yogi Bear, Quick Draw McGraw and Top Cat

For the first time, the incomparably creative and successful animation studios of Hanna-Barbera are producing a series of cartoons in full color expressly for syndication.

The three hilarious new characters—Wally Gator, Touché Turtle and Lippy the Lion—are destined to share the same popularity as Hanna-Barbera's other great cartoon stars that have won the affection and loyalty of all the kids—and grown-ups, too—across the nation.

Put these five minute cartoons—52 each of Wally, Touché and Lippy—into your station's lineup, today!

Get the facts Today...You'll sign-up Tomorrow!







Plans are set by Screen Gems Merchandising Division to flood every city with product tie-ins that will give these cartoons a tremendous plus of free advertising ... more than you could ever afford to buy!

To date, the unique Hanna-Barbera characters, represented in toys, dolls, games, etc., have sold in the many millions of dollars ... at the same time, adding immeasurably to the popularity of their TV series. In short, "Lippy," "Touché," "Wally" and their wacky pals will enjoy the same nationwide merchandising support as their kinfolk from Hanna-Barbera.

We'll be happy to show you how you can share in this important extra dividend!

CHANNA-BARBERA PRODUCTIONS







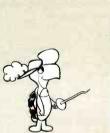
HARDY HAR HAR



WALLY GATOR



MR. TWIDDLE



TOUCHE TURTLE



DUM DUM



DISTRIBUTED EXCLUSIVELY BY

CREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



KUDOS

Your "Closeup" on Edward Petry (December 1961) is excellent. Knowing the man as I do, I feel you have succeeded in creating an honest, fair and accurate profile of the man.

Petry should be very proud of this—and so should you. Thanks for letting me have a part in it. MARCUS BARTLETT General Manager, wsb-tv Atlanta.

Television Magazine is part of my home reading simply because I don't have a chance to enjoy it sufficiently in the office. I have just read your December issue, and want to congratulate you on the stature you have attained in the lication of an apparently muchd magazine in the TV industry.

M Dalton President, National unity TV Assn., Washington, D.C.

gratulations on a most informative attractive magazine. The three issues on Felevision Magazine. I have received to date have been packed from cover to cover with interesting articles and illustrations. I await each new issue with eagerness.

Since returning to Australia from a television course in the U.S.A., I felt somewhat removed from the center of television activities. Thanks to your wonderful publication and generous subscription rates, I once again feel part of the American television scene.

Your article "Forecast 61/62" (October 1961) was of great interest to me as 50% of the network programs listed on pages 30-31 are now screening on Australian television. Eight of the top 10 have been seen on most channels here. John H. Adey Producer/Director, ADS Television, Adelaide, Australia.

NEWS BEAT DEBATED

My compliments on the excellent "Closeup" article, "The Ascending Star of TV News," in your November issue. I think it's the best thing that's ever been done on the leading news figures

of the three major television networks.

May I submit a footnote in the interest of accurate history? In 1953, Queen Elizabeth's Coronation found both CBS and NBC caught with their jets late. NBC requested by phone from the Boston airport that they be allowed to hook into the ABC-TV feed. News director John Madigan generously agreed. However, ABC had a 15-minute beat in U.S. TV homes—via cooperation with the Canadian Broadcasting Corp. Don L. Kearney Director of Sales, Corinthian Broadcasting Corp., New York.

[Editor's Note: Mr. Kearney is correct. ABC had the beat, but by about three minutes. While both ABC and CBS gambled on jetting in Coronation film, ABC, in an arrangement with the CBC, had invested in a microwave relay system from Toronto to Buffalo to pick up the CBC transmission. By most accounts at the time, ABC was on first in the U.S. with the actual Coronation film. NBC, with ABC and CBC permission, cut in shortly afterwards.]

CREATIVE SELLING

The March issue of Television Magazine carried an article entitled "Creative Selling." In my estimation this was one of the most interesting and informative pieces I have ever read in regard to the actual selling of television time. I ordered additional copies of this issue for the WISH-TV salesmen.

We are now in the process of building new sales manuals for our sales staff, and would like to include this profound article as a part of the manual. Howard R. Bunnell Manager Local Sales, WISHTV Indianapolis, Ind.

TELEFLUBS

Normally I am not a letter-to-the-editor writer. However, in the TELECAST section of your January 1962 issue, Benton & Bowles is indicated as agency of record for Car 54, Where Are You? We at Leo Burnett are proud of the fact that over a period of two years, and with a considerable expenditure of energy by many of our people, we developed this show for our client, the Procter & Gamble Company. We are proud enough of Car 54, in fact, that we are moved to ask that your records be corrected to show the Leo Burnett Company as producing agency on this show. L. S. MATTHEWS Executive Vice President, Leo Burnett Company, Chicago.

The American Dairy Association's sponsorship on the Dinah Shore Show is handled by Compton Advertising. Your January Telecast gives credit to Ted Bates in error. C. E. Bolgard Vice President-Media, Compton Advertising, Chicago.



Main Studio at WDBJ-TV. New building is one of the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV Brings You the News About Wealsome Western Virginia!

The prosperous, solid Western Virginia market keeps making news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia—in counties with nearly 2,000,000 population. For high ratings at low costs, you're right to use Roanoke and WDBJ-TV.



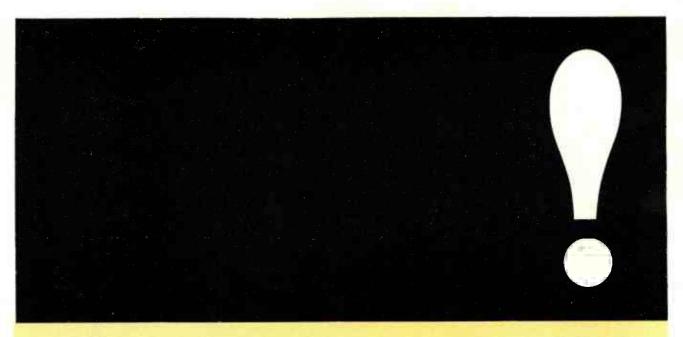
By A Dam Site. Completion of Smith Mountain Dam (artists conception above) will put another big man-made lake in the heart of WDBJ-TV territory... to create new Opportunities for sports industries.

Ask Your PGW Colonel For Current Availabilities





ROANOKE, VIRGINIA



CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

120

DL=Day Letter

NL=Night Letter

LT=International Letter Telegra

The filing time shown in the date line on Jomestic relegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

RA 113 BB 125

B RIAO27 PD=RI NEW YORK NY 19 1134A EST=

FRED FLETCHER=

1962 JAN 19 AM 11 46

STATION WRAL-TV= RALEIGH NCAR=

RALEIGH-DURHAM NOW 50TH TV MARKET WITH 343,800 TV HOMES=
TELEVISION MAGAZINE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



Contact H-R for complete new data on the nation's 50th TV market

WRAL-TV
CHANNEL 5
Raleigh - Durham, N. C.
Represented Nationally by H-R



Advertisers and agencies are left in a state of uncertainty over the extent and application of a Federal Trade Commission decision which reversed a hearing examiner in finding Colgate-Palmolive guilty of misleading advertising in the "sandpaper" TV commercial—in which coated plexiglas was used to represent sandpaper, demonstrating the soaking qualities of Rapid Shave lather. The FTC said advertising deceptions on TV are increasing and its generalizations on the use of props, camera tricks and mockups left some confusion over what may and may not be done in TV commercials under the terms of the FTC order. Colgate-Palmolive plans to appeal the order.

FCC Chairman Newton Minow told San Francisco audience that television in the next ten years will see many more stations through development of the UHF band, a nationwide educational TV network and the beginning of worldwide TV. He implied the results he predicts will come largely through the present FCC policies.

In a talk in Washington, Minow again emphasized the development of UHF by announcing that the FCC's No. 1 legislative goal this year will be the enactment of legislation to require manufacturers to make only all-channel sets. Electronics Industries Assn. repeated its opposition to such a mandatory requirement for set makers.

The Pulse Inc. has found in a study that few viewers realize the 40-second station break is here—and has been since last summer.

RCA-NBC at last is getting some cards to back up the chips and the claims it has been shoveling into color television for some years.

The improvement in the acceptance of color TV by the public, the advertiser and the set maker is reflected in the year-end reports of various executives of RCA and NBC. Brig. Gen. David Sarnoff, RCA board chairman, said the

RCA turns the corner on color TV; Minow plugs for UHF; ASCAP and broadcasting off key on TV music

company's consumer products division in 1961 had its most profitable year since 1955 and that a substantial share of sales was stimulated by color TV. NBC experienced the most profitable year in its history and during the year increased its color TV programming to 1,670 hours—62% above 1960. In its first year of colorcasting, in 1954, NBC carried 68 hours of color. Advertisers have gone from 6 in 1954 to 245 in 1961.

RCA executives say they expect 1961 to be known as the "turning point" in color TV. RCA color set sales were up 51% from 1960 and were up 101% during the three weeks before Christmas 1961. RCA's color set sales surpassed black-and-white for the first time in November and Gen. Sarnoff predicts \$200 million in color sales for the entire TV industry in 1962. RCA expects a 250% rise in industry demand for color tubes this year and plans an expansion of \$1.5 million for its \$10 million color TV picture tube plant in 1962, the new facilities to be operating by the second half of the year. There are now 10 other set makers producing color sets and there has even been a Japanese import.

NBC's undaunted faith in color is indicated in the name of the network's new West Coast television operation—Color City—to be ready for operation in Bur-

bank, Calif., by the spring of 1963. The number of color television sets sold exceeded the number of Cadillacs sold for the first time in 1961 (an estimated 150,000 sets as compared to 143,611 Cadillacs).

Television broadcasters have gone to court after a breakdown in their negotiations with ASCAP over television's request for at-the-source clearance of TV rights for ASCAP music played in feature films and syndicated TV programs. The hearing is to start Feb. 14 in federal court in New York and the court will decide on the request by TV broadcasters under provisions of a 1950 consent decree by which stations may ask the court to determine a "reasonable" arrangement with ASCAP on the use of the latter's music. The court has continued licenses and fees which were to have expired last Dec. 31, subject to retroactive adjustment based on the court's final decision.

In setting the hearing the court blocked ASCAP's tactical move of claiming it lacks authority to act in TV licensing, an authority ASCAP now acknowledges it has. ASCAP, answering the TV industry's successful request for a hearing, charges that broadcasters seek to "control" music performed in syndicated TV programs and to nullify the bargaining power of non-BMI music writers and publishers.

TV broadcasters feel the \$19.3 million the TV industry paid to ASCAP in 1960 can be reduced substantially through payment to ASCAP by program producers instead of the present blanket licenses. ASCAP thinks the present license fees should be increased. The networks are conducting separate negotiations with ASCAP.

Rheingold beer's \$8 million in billings has been moved to J. Walter Thompson from Foote, Cone & Belding, and Brown & Williamson Tobacco Co.'s Belair cigarette brand reportedly is moving its \$6 million billing from Ted Bates, New



NEWS continued

York, to Keyes, Madden & Jones, Chicago.

AT&T revealed that though it gets a lot of money from television in long line rentals, it also puts a lot into TV. A special report by the company showed that the Bell system companies' 1961 budgets totaled about \$9.3 million, mostly in spot, and about \$1.9 million in 1961 for gross network time purchases.

The extent of Shell Oil Co.'s return to television, after a year's experiment with newspapers, will be \$3-\$4 million for consumer products advertising, it's reported. Shell will continue with its institutional advertising in television, which will make Shell's total \$5.4 million in TV. Los Angeles TV stations—and other advertising media in that city—are scrambling for the millions of dollars in advertising canceled by the demises of the morning Examiner and the evening Mirror there.

MGM-TV reports it will release a second group of 30 post-1948 feature films to television. Its estimated backlog now is 308.

Walter Reade Inc., which has a chain of theatres and other interests, is merging with Sterling TV Co., both New York, to produce, distribute and exhibit films for theatres and TV. Desilu Productions is betting that comedies will be the thing on TV and plans five pilots of comedy series in January for what the company says could turn out to be 275 half-hours with a gross value of \$14 million for the 1962-63 season. Television Affiliates Corp. (TAC) reports its 23 member stations have begun using about 30 programs from its library of cultural and informational shows. MGM announces it is at its highest TV production peak with 12 series now in pilot or regular production.

New House Speaker John W. McCormack (D-Mass.) plans to keep predecessor Rayburn's ban on radio-TV coverage of House committee proceedings.

Corinthian Broadcasting Corp. plans to appeal an NLRB decision which permits union boycott pressure against the company's KXTV (TV) San Francisco.

The principle that the economic welfare of a local television station should be taken into account in considering applications by community antenna television operators for microwave systems has been espoused by the FCC in the agency's instructions looking to denial of a microwave grant to Carter Mountain Transmission Corp., a Wyoming CATV setup. The FCC stand came after a

protest by KWRB-TV Riverton, Wyo., which would compete with the CATV system in its community.

The Advertising Research Foundation's board has concluded that no change in its procedure is warranted after weathering heavy criticism from researcher Alfred Politz. Dr. Politz had recommended that ARF be dissolved or boycotted by advertisers and agencies. Dr. Politz charged among other things that ARF, by offering a "consultation service," is competing at bargain rates against independent research firms.

The Madow Report on the TV ratings services—which last spring found the methodology of the ratings services to be based on sound scientific technique—was itself endorsed by a discussion panel during the American Statistical Assn. convention in New York. The Madow study was made as part of a study of ratings by the House Commerce Committee, headed by Rep. Oren Harris (D-Ark.), and was underwritten by that group. Rep. Harris' committee has not yet finished with its ratings investigation.

The FCC announces it will inaugurate rulemaking to discourage "trafficking" in station properties by requiring hearings on the sale of stations held less than three years. CBS-TV and the National Football League have a new contract, but it took an act of Congress. They have signed for the 1962-63 season with terms similar to those voided last year. Congress later exempted professional sports from antitrust laws in the area of single contracts.

HOW TO SUCCEED . . .

Television broadcasters who sometimes get discouraged about their finances ought to read up on the career of Roy Thomson, who started with a radio station at Timmons, Ont., 30 years ago. Thomson, with associates, recently acquired television and radio licenses in Renya, Rhodesia, Western Nigeria, Gibraltar, Sierra Leone, Mauretania, Senegal and Ivory Coast. He now has 93 newspapers in North America, Great Britain, Africa, the Caribbean area and Australia. He also recently obtained TV licenses in Trinidad and Port-of-Spain. Mr. Thomson has lots of ideas and opinions about the mass communications media, but one of the most attractive is a statement attributed to him about his ownership of 80% of Scottish Television, an operation that has been phenomenally successful. Mr. Thomson's remark: that his Scottish TV station is the equivalent of a license by the British government to print money.



...SAYS EARL MORELAND, MANAGER, WMCT-TV, MEMPHIS

"The clarity of RCA Tape commercials has been a big factor in selling time to local and regional food advertisers. Through RCA Tape, WMCT has secured increased schedules and new business. Advertisers can produce commercials on tape faster and more economically than on film. And once they see how real their productions look on RCA Tape, they buy it on sight. We are already producing over 50 commercials a month—and we've just started.

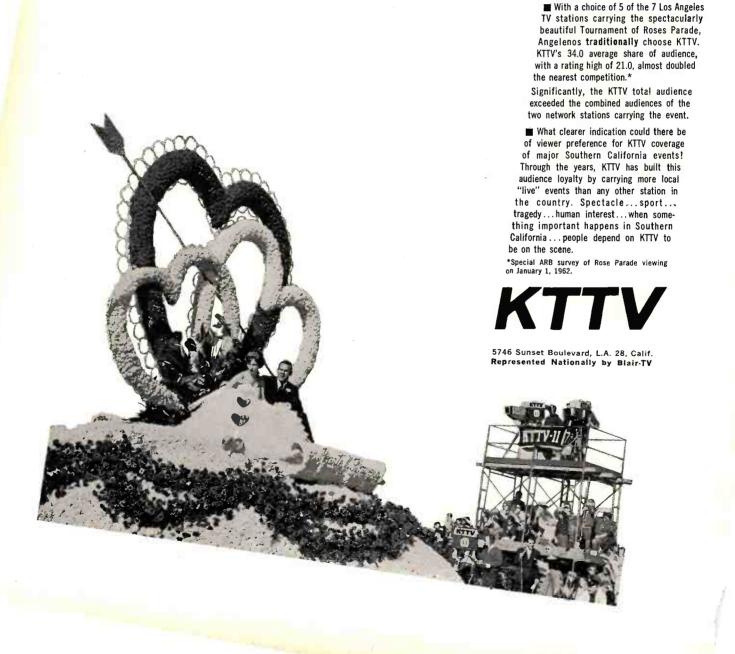
"From an engineering standpoint, the RCA recorder was selected because: 1) RCA produces equipment geared to broadcast requirements, using parts familiar to television engineers; 2) The machine is designed for ease of service; 3) Based on many years' dealings, the station felt confident that professional assistance from RCA would be readily available should the need arise."

For information on the finest quality TV Tape Recorder, call your RCA Broadcast Representative, or write to RCA, Broadcast and Television Equipment, Dept. E-121, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

KTTV WINS ROSE PARADE RATING SWEEPSTAKES FOR 7TH CONSECUTIVE YEAR!



PLAYBACK BY BY CK

A monthly measure of comment and criticism about TV



Lee R. Rich, senior vice president, media & TV programming, Benton & Bowles, before the Advertising Club of Metropolitan Washington:

Television, comparatively speaking, is brand new. It's been with us, as a strong factor, for approximately one dozen years. In this short span of time it has become the tenth largest industry in the country. It is responsible for vast numbers of jobs, for the growth of entire new industries and businesses, contributing to an important portion of our total gross national product. Furthermore, television has achieved this standing three times as quickly as the giant automobile industry. It has grown at a far more rapid pace than radio, the telephone, washing machines, toasters and, yes, even faster than indoor plumb-

With this kind of growth a certain amount of growing pains can certainly be expected.

But television's detractors insist, nevertheless, that even in this astoundingly short period of time, the medium should be doing greater things than it is doing. So, let's dispense with discussions of quantity for a moment and talk about quality. To begin with, consider the demands that are made—day after day after day—on its quality, whatever that may be.

There are 450 stations broadcasting 20 hours per day, seven days a week, 52 weeks a year, year in and year out. This amounts to approximately ten billion words being broadcast annually. That's more verbiage than all the plays, all the novels, all the magazines produced since the invention of the printing press in the 15th century.

Television is the hungriest monster that ever devoured script. A successful play can enjoy an extended run on Broadway and then get still more mileage by means of road companies. A new movie travels the circuit of theatres over a period of months and sometimes years. A novel can be on the best-seller lists week after week. But what happens to a good television offering? It is seen once—or perhaps twice—and then is laid to rest in a vault.

With every tick of that clock a deadline comes due . . . and perfected or not, that script must be produced.

I can assure you that we would be happy to relax the pace. But 150 million Americans have gotten a taste of television fare and they're demanding more—with every move of that second-hand.

But let's move now to a more analytical appraisal of standards.

Come back with me to the so-called "Golden Age of Television" and look at a network program log for November 1950: This is Show Business, Celebrity Time, Arthur Murray Party, Take a Chance, Talent Scouts, Lights Out, Can You Top This?, Roller Derby, Captain Video, Wrestling, Break the Bank, Blind Date.

Sure, there was also the *Philco-Goodyear Playhouse, Kraft Theatre, Studio One* and *Show of Shows*. But when anyone is tempted to refer to these programs as a part of "television's renaissance," it might be a good idea for him to check the revues of these programs on the "day after."

Contrast this with the development

of programming today: CBS Reports, NBC's Project 20, The White Paper series and Close-Up series, the weekly drama and musical programs presented by the DuPont Company and the Aluminum Corporation of America, the special programs being presented by Westinghouse, Cities Service Corporation, Hallmark Greeting Cards . . .

Someone once said, as well as I can remember, that the rung of a ladder was never meant to stand upon; it was only meant to support one's foot until one could put the other a bit higher. The present level of television was never intended as the level at which we must remain. But we can use it, we can use the lessons we've learned and the experience we've gained, to support us for that next move up the ladder. I admit that where we are is important, but so is where we are going. And I honestly believe that a comparison of televisionpast with television-present indicates that our direction is the right one.

Now let's see what can be done about taking that next step. At this time I'd like to point out something that all of us concerned with television—that is, the government, the public in general and the television industry and those who use it—may forget on occasion. And that is the fact that our aims, our objectives are not the same.

But this difference of individual aims is basic—not only to our industry, but to the entire system of government under which we live. It was so fundamental to the concepts of those who founded this country that it influenced practically every phase of the Constitution they created.

This philosophy of checks and balances, of the pursuit of different objectives, is nothing new . . . and it's put to good use every day in this country. To illustrate:

A typical business in any field is usually a matter of management, em-

PLAYBACK continued

ployees, customers and suppliers. Strictly speaking none of these have the same objectives. Management is seeking to maximize profits; the fellow operating the machine on a piece-rate is interested in turning out more parts so his pay will be higher; the supplier wants his goods to be used in this process, and the customer wants a product that will serve his needs. Are these people wrong for wanting to achieve these things? Not at all, and the most effective operation will probably be the one in which this difference of objectives is capitalized upon.

It is only when one group is allowed to realize its own objectives completely—to the exclusion of the others—that trouble results.

The same thing applies to television. Companies with products to sell hope that television will enhance their means of doing so; the public wants to be informed and entertained; the government wants the rights of all concerned to be preserved. And each of these has a right to pursue his own objectives—the advertiser to seek customers, if he intends to stay in business; the viewer to seek the best TV fare, regardless of whether he defines that to be a western or Shakespeare, and the government to protect its citizens.

My point is that none of these should be penalized because he is seeking a different set of aims. The task before us is not to eradicate the differences, but the wide divergence. When they run completely contrary to each other there is a problem.

What we're really seeking, all of us, is a balanced achievement of our goals. In one sentence, we hope to make the best possible television fare profitable and in the interests of the entire community.



Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, to the Magazine Promotion Group:

The waste that I think we should be concerned with here is in advertising that fails of advertising's true purpose.

I am speaking specifically of the advertising of circulation—merely in numbers. There are two specific reasons why I believe this is wasteful and wrong.

Now I appreciate that screaming out that such and such a magazine has attained a new, all-time high in circulation, and that the numbers read 6,700,000 or 7,600,000, or whatever, is advertising that is known as "hard sell."

In the grocery business or the drug store business, hard sell is when catsup or cake mixes or aspirin or nasal spray or hot water bottles are thrust at the household trade in large black type—purely on the basis of price. The difference, of course, should be obvious to anyone.

The character and the merits and the promise of these products is clearly established in other advertising. And the grocers' and the druggists' hard sell on price depends upon that other advertising.

The magazines' hard sell on numbers, which is comparable to this price advertising, unfortunately has no such support. It stands all by itself. And it is naked and unattractive. It doesn't tell anyone anything that is really new.

Any agency man worth his salt, and every advertising manager, knows to within a few hundreds the circulation of every magazine that carries advertising for anything more important than mink breeding. It is their business to know these, just as it is the business of your salesmen to make sure they do. There is a thing called Standard Rate & Data that puts these numbers down in all their numerical detail.

And, insofar as they are simply figures, I would leave them there.

The second reason why I take a dim view of this hard sell by numbers is because these numbers aren't really terribly impressive.

And I can only believe that it results from a kind of occupational tradition that is inbred and that I think we should beware.

It denies the new red cells of television in the blood stream of advertising. And it couldn't be less realistic.

For no matter what is wrong with television, it is surely here to stay. Television gives lip service to the public interest; but its performance follows within such narrow limits, on the whole, that if our grandfathers could come back to watch, this interest would seem to lie mostly in murder, robbery and humor at the high school level. What our grandmothers might think is hideous to contemplate.

Nevertheless, television has every advantage that lies in numbers. Thus,

when the magazines advertise theirs they only point up the difference and the disparity.

While I know all about the people who are supposed to leave their sets en masse to go to the kitchen or somewhere when the commercials come on, I also know something else. I am a people watcher. And I have watched people on trains and planes and in doctors' and dentists' waiting rooms, where they were definitely a captive audience; and the way they turn the advertising pages, the way they go past advertisements that bear little red marks of my own blood, has dealt me a trauma that I expect to live with all my life.

There are certain categories where I would rather have television advertising, with all the millions of viewers I can get, than any other kind.

These are either products of frequent use where product differences have been made small by alert competitors (and I would want to keep my product name uppermost in the housewife's mind); or they are products of infrequent use when the job is to cover the waterfront for possible users, as often as I could afford.

S.O.S. magic scouring pads, prior to the purchase of the company by General Foods, had lost ground to Brillo, slowly, to be sure, but steadily during several years of magazine and supplement advertising when Brillo offered more pads in a package at the same package price.

The advertising, in magazines, of certain product claims for S.O.S., that would mitigate the unfavorable pad count, had no discernible effect.

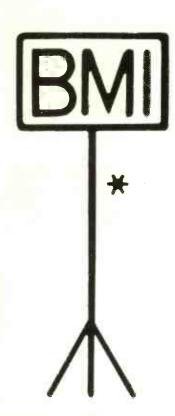
As I said, scouring pads make dreadfully unexciting printed copy.

But then the story of these tiny steel-wool muffins, with more soap loaded, as explained currently by Gertrude Berg, and demonstrated in an electric mixer (as you could only do effectively on television) moved S.O.S. immediately and dramatically, first into contention with Brillo, and then, without a pause, into commanding sales leadership.

Television made the difference because it reached so many people and held them long enough to win an argument they didn't know they had the slightest interest in.

That is what television does best. And I think to quarrel with it is a waste of time and money and the brains of able people. It confronts imagination with an impossible task, and the results may well range downward from little to ludicrous.

The numbers, let me say for the last time, are all on the other side. And in many places and many ways they are working very well.



MUSIC IN ALL DIMENSIONS

Composers, writers and publishers bring to BMI music which encompasses all forms, all styles, all dimensions.

The BMI repertory is complete in every musical category—from the Pulitzer Prize-winning Symphony of Walter Piston to the current popularity of "The Twist."

The BMI catalog is kept constantly up-to-date...and at the top in every category. Among the honors and achievements in music during 1961 are these from the BMI repertoire...

SYMPHONIC

Walter Piston-Pulitzer Prize-"Symphony No. 7"

CHAMBER

Elliott Carter-First Prize, International Rostrum of Composers, UNESCO-"Second String Quartet"

OPERA

Alban Berg—"Wozzeck"—Featured at the New York Metropolitan Opera

BALLET

Gunther Schuller-"Variants"-Performed by the New York City Center Ballet Co.

POP

"The Twist"—originally written and first recorded by Hank Ballard—published by Lois Music Publishing Co.

JAZZ

George Russell-chosen Top "New Star" arrangercomposer by Down Beat's 9th Annual International Jazz Critics Poll

COUNTRY & WESTERN

Harlan Howard-voted "favorite song writer" in the Billboard 14th Annual Disc Jockey Poll

MUSICAL COMEDY

Jerry Herman-current Broadway smash hit-"Milk & Honey"

MOTION PICTURES

Academy Award Winner-"Never On Sunday"

In other categories, too, such as Latin American, sacred and gospel, rhythm and blues, including rock and roll, and popular ballads, both American and European, BMI-affiliated composers, writers and publishers are prominently represented.

Serving Music Since 1940

BROADCAST MUSIC, INC. • 589 Fifth Avenue, New York 17, N. Y.

FOCUS ON COMMERCIALS



Clairol's Adams family lives here, springboard for commercial story involving . . .



daughter Laurie, here getting advice from girl friend on becoming blonde while . . .



her married sister, in flash-back scene, gets Clairol treatment at beauty salon.

THE PROBLEM

How to point up and sum up several years worth of commercial messages in one swoop.

THE SOLUTION

Sponsor an hour documentary and use the four commercial breaks for a continuity story devoted to the product as used—and reacted to—by the various members of one American family.

Clairol Inc., which a few years ago put the nation on notice that "blondes have more fun," this month shows the TV viewer what its hair color products can do for the females of the "Adams family" in a kind of "Our Town" or "Any Town" approach to the subject of hair beauty.

The commercial, prepared by Foote, Cone & Belding and filmed in Los Angeles by Robert Lawrence Productions, will run on an hour-long NBC-TV special projects show "Debutante '62" on February 9th, repeat on NBC in another special, "The Vanishing 400," on April 6th.

Both vehicles, while in the news documentary vein, are "society-oriented," light enough to accommodate the kind of selling customary for Clairol. They presumably fill the bill for drawing the fashion-conscious, socially-astute audience Clairol wants.

The idea for the commercial came up last fall. Basically it called for an expansion or culmination of all of Clairol's TV advertising. It would cover a range of products (Lady Clairol, Miss Clairol, Silk & Silver Rinse, Loving Care Rinse), set them off against American family life.

FC&B's Clairol account group established a Clairol family tree, populated it with a mother, father, single daughter, married daughter, son-in-law, two grandchildren, aunt and uncle. Satellite to this core it brought in a boy friend and girl friend for the single daughter and a beauty shop operator—the professional touch or key in the family's hair color problem-solution cycle—a cast of 12.

À neat, solid-looking home in suburban Los Angeles was selected as residence for the Adams family and here, with cameras moving in and out on the house and from room-to-room as scenes develop, the commercial was shot over a two-week period last December. A studio set was also used for a beauty shop scene.

The result is six minutes of commercial to be spread in four parts throughout the hour program in continuous story technique, a novel, expansive format in which to develop characters and tell their hair color story via cast dialogue and voice-over narration.

The first commercial introduces the family—gathered over a weekend for the mother's birthday—notes what hair coloring each of the four female principals use.

In each commercial segment parts of the story unfold. Daughter Laurie asks her girl friend if "blondes really have more fun?" She goes to the beauty shop, becomes a Clairol blonde and goes on to captivate her boy friend.

In another scene a mantle photo of Aunt Connie shows her streaky gray hair of five years ago. Alongside of it now—after using Loving Care—she has the gray erased, her natural color back. And so goes the Clairol magic for the mother and the married daughter in other scenes.

The fades and intros on the various commercial segments—"More about the Adams family in a little while . . ." to "Our Clairol story about the Adams family continues . . ."—tie the whole together into one smooth-flowing visual story.

Part of the Clairol selling job here, as in the past, is to counteract the social disapproval once linked with hair coloring, make tinting an approved, tasteful part of every-day life. The Adams family is held up as typical in overcoming an old-fashioned taboo.

Incidental to this Clairol story is the

T. V. spot editor

Sponsored by one of the leading film producers in television



Photographic magic dramatically demonstrates how an Autolite sparkplug "actually cleans itself while you drive". Exciting "electronic" musical effects, by Raymond Scott, accent the action of Autolite products featured in this series of commercials.

Produced by SARRA for AUTOLITE MOTORCRAFT DIVISION OF THE FORD MOTOR COMPANY through BATTEN, BARTON, DURSTINE & OSBORN, INC.



New York: 200 East 56th Street

Chicago: 16 East Ontario Street

Have the underwater ballerina swim directly to the edge of the television set, add product glamour shots with a water background, and you have the perfect way of saying "Jergens Moisture Cream". This is one of a series of commercials for Andrew Jergens products.

Produced by SARRA for THE ANDREW JERGENS CO. through CUNNINGHAM & WALSH, INC.



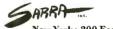
Chicago: 16 East Ontario Street





"Butter! Real butter! Costs a little more, but it's worth a lot more". That's the theme of this series of 60-second color spots for the American Dairy Assn. Seen on the Dinah Shore show, they appetizingly prove, through eye-tasting food photography, that the little difference is worth a lot more.

Produced by SARRA for the AMERICAN DAIRY ASSN. through CAMPBELL-MITHUN, INC.



New York: 200 East 56th Street

Chicago: 16 East Ontario Street

Problem: Sell Bulova to the consumer. Sell the jeweler to the consumer. This series of Bulova Watch commercials does just that. Human interest scenes, striking watch photography and jewelry store shots, all add up to the fact that "Bulova is the watch you can give with pride, wear with pride, because it is made with pride", and obtainable at "America's watch expert", your jeweler.

Produced by SARRA for BULOVA WATCH COMPANY, INC. through SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.



New York: 200 East 56th Street

Chicago: 16 East Ontario Street



New York: 200 East 56th Street



Chicago: 16 East Ontario Street

HOTBED!

Central Iowa is a hotbed of consumer buying activity. It's sparked, but no longer dominated, by the farm dollar. Booming industries (including 43 new ones during the first 7 months of '61) give this area a profile of prosperity and widely diversified growth. For 6 consecutive months in '61, Des Moines has ranked among the Nation's top 37 markets (Sales Management).

WHO-TV's primary coverage area includes all of Central Iowa. It represents a vital \$2.5 billion market for advertisers. Less than half of the area's total income now comes from agriculture. But the Central Iowa farmer is still extremely important. His average annual income: \$14,700!

WHO-TV programming, audience promotion, and services are aimed at *every* segment of this important market. Sell *all* of Central Iowa, *all* the time, with WHO-TV. See your PGW Colonel for availabilities.

Sources: Sales Management Surrey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

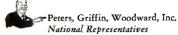
> WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC and WOC-TV, Davenport



WHO-TV

Channel 13 · Des Moines

NBC Affiliate



COMMERCIALS continued

identity of the hairdresser in the beauty shop scene. Although not identified in the commercial, she is Patricia Westmore, one of the Westmore beauty family recognizable at least to her Hollywood

Expanding on this "authenticity" in more tangible form, Clairol (on its "Debutante '62" sponsorship) ties in nicely with a timely event.

With music up to finish on the commercial, the announcer will close with the words "Visit your hairdresser now during National Beauty Salon Week."

Overall, Clairol weaves what in effect is a six-minute commercial into a specially selected platform, tells a complete selling story refreshingly, at length and

Future plans at FC&B are to have a few of the Adams family segments lifted from the commercial to stand alone as spots in Clairol's normal television schedule.

THE PROBLEM

How to plant in the mass mind the idea that soup is a great companion for the greatest quick meal in America-the sandwich.

THE SOLUTION

Take a hit song—"Love and Marriage"and change the words to "Soup 'n Sandwich." Then tie the jingle into an appetizing abstract visual treatment of what all the singing is about.

Sandwiches, as research would easily show, are consumed by the millions daily throughout the U.S. by tots, housewives, factory workers and busy executives.

While it had tied the two together before, the Campbell Soup TV account group at BBDO began working on an allout union of soup and sandwiches late in 1960. The result has been a TV commercial series-abstract and live action —hung around the catchy "Love and Marriage" tune converted to an equally sprightly variation called "Soup and

Key in the series has been what BBDO calls the "Soup 'n Sandwich" abstract jingle commercial-complex in production, clever in concept, a one-minute segment that has run on three network shows sponsored by Campbell Soup over some 290 TV stations.

As roughed out last spring, the commercial came out on a 40-frame storyboard. The abstract technique used was too complicated to get in a straight presentation, so BBDO worked up a test film utilizing the storyboard with the intended music for client okay.



Soup & Sandwich go together, to the tune of "Love & Marriage," in scenes above coordinating live and stop-motion photography with words and letters matted in.

After approval, production started at Elliot, Unger & Elliot. Black and white live photography—rather than easier touse still pictures—was used in visual squeeze technique. Story elements included soup, soup bowls, sandwiches, sandwich components, Campbell Soup can, bridal veil, white bow tie and lettered captions.

The purpose of the live photography was to enhance positive food values, such as steam rising from soup, mustard oozing over hot dogs and ketchup spreading over hamburger. It also helped heighten a three-dimensional effect. Neither of these sell or plus factors were possible with still photos used in visual squeeze.

Keyed to the music (arranged by Eddie Manson and sung by Louise O'Brien), the action in the commercial is a sequence of visual gymnastics. Sandwiches get bitten off in tempo with the jingle. Letters and words pop in and out of the movement. Throughout, a bowl of soup spells the "o" in the word "soup."

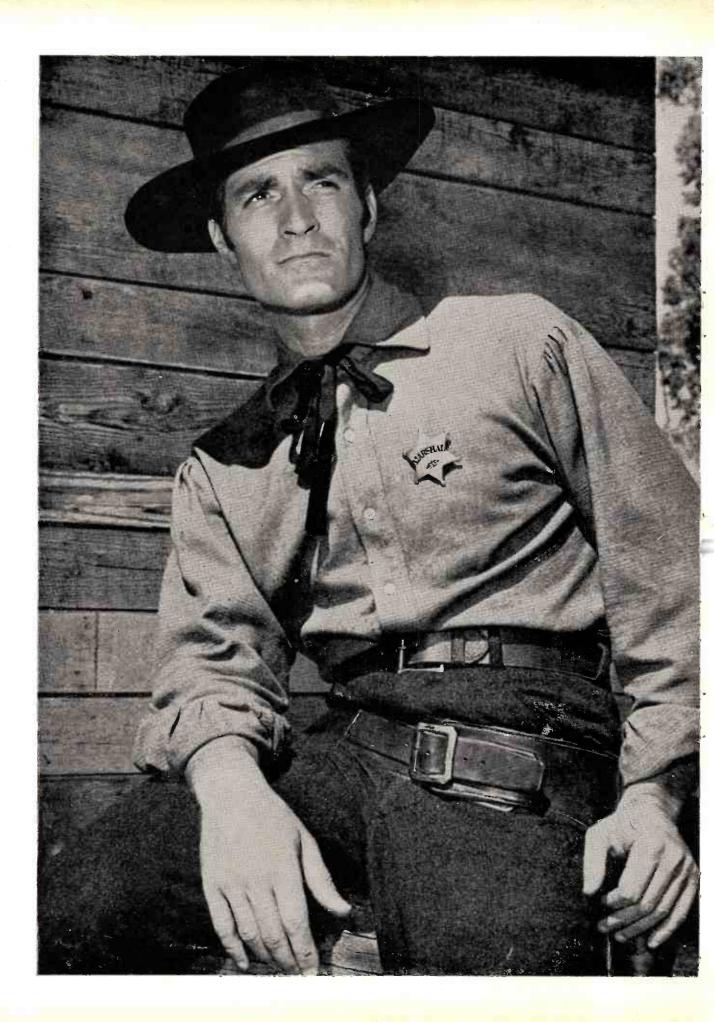
At commercial mid-point comes a

"marriage" scene. The music builds up to it. "Soup and sandwich. Soup and sandwich. Have your favorite Campbell's soup and sandwich. Any time or weather. Soup and Sandwich go together. Always delicious, h'm! h'm! They belong together-like Mr. & Mrs." Here a bridal veil animates around a bowl of soup. A white bow tie appears below the sandwich and both soup and sandwich move together in an abstract picture of bride and groom.

In another scene a frankfurter appears in the lower frame below a bowl of soup and is surrounded by the word "sandwich." The soup, moving to form the "o" in the word "soup," lowers in the bowl and segments of the frankfurter disappear in sync to the music.

The close is a closeup on a can of soup. The video goes to large "M'm M'm good!" letters and the audio repeats this familiar Campbell theme.

The total effect is highly imaginative. And the message, however abstract the video gets, is clear: think of soup the next time you have a sandwich.



How to Double Your Share of Audience with

WYATT EARP

Case in point: KDKA-TV, Pittsburgh. WYATT EARP moved into a 7:30-8:00 P.M. time slot (Thurs.)—and whoosh! N. S. I. ratings zoomed from a previous high of 11.5 to 23.3—and homes delivered jumped from 128,850 to 207,800. Want the hottest syndicated show going? Get WYATT EARP. But don't take our word for it. Consult your N. S. I. or ARB. You'll see how WYATT EARP does it:

In Kansas City on KMBC-TV (Thurs., 6:30-7:00 P.M.)—pulls a 23.95** rating... delivers 102,200 homes... becomes the top rated syndicated show in the K. C. market.

In Boston, WYATT EARP started just recently—(WBZ-TV, Thurs., 7:00-7:30 P. M.)—now delivers 237,700** homes, more than any other syndicated show in Boston.

In Los Angeles, WYATT EARP on KRCA (Friday, 7:00-7:30 P. M.) rockets to first place in its time period, more than doubles homes delivered with 250,150.*

In New York on WPIX against prime time network competition at 8:30 P. M., Tuesday, WYATT EARP practically doubles the lead-in rating... doubles the homes delivered.*

In Cleveland, KYW-TV (Tuesday, 7:00 to 7:30 P.M.) goes to the top of its time period as WYATT EARP delivers 228,450 homes.*

And so it goes—the day WYATT EARP goes on the air for you, you're on your way to the top in ratings...share...homes delivered.

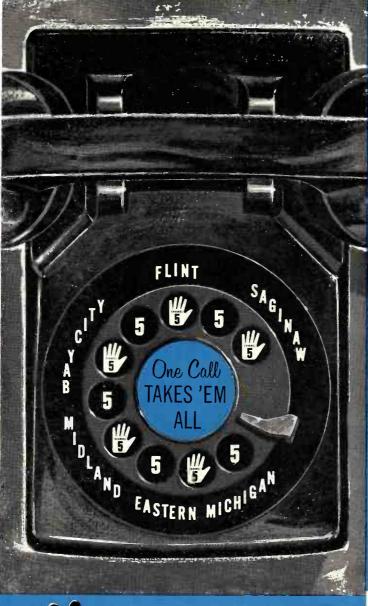
That's right—for home delivery strength, strength where it counts for stations and advertisers—it's WYATT EARP, ready to go for you now.

ABC FILMS, INC.

1501 Broadway, New York City, New York • Phone: LA 4-5050

360 N. Michigan Avenue Chicago 1. Illinois Telephone AN 3-0800 190 N. Canon Drive Beverly Hills, California Telephone NO 3-3311 4871 Dumfries Houston 35, Texas Telephone PA 3-1307

*Source: NSI, Oct., Nov. 1961 **Source: ARB, Oct., Nov. 1961





Channel 5 MARKET BULLETIN!

SAGINAW

"Tree-lined parks, superb recreational facilities and excellent schools make this city one of Michigan's most attractive areas in which to live. Saginaw's friendly citizens add to the warm welcome extended to visitors and new industries alike."

Mayor G. Stewart Francke

BAY CITY

"Bay City has much to offer the growing family: an up-to-date school system, beautiful churches, convenient shopping, and year 'round recreational and cultural facilities. As a port on the St. Lawrence Seaway, Bay City offers both a challenge and an opportunity to those who would make their homes here."

Mayor Donald E. Powers

FLINT

"As Mayor of Flint we welcome industry both large and small to consider Flint as a fine city in which to locate. We also invite individuals, especially the technically skilled and from the professions to think of Flint as a city which offers the best in churches, schools and community spirit in which to live."

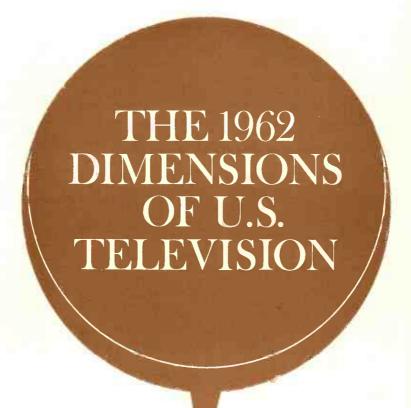
Mayor Charles A. Mobley

If you are seeking a midwestern plant site contact any one of the above business-minded Mayors. Plenty of power . . . plenty of water . . . plenty of help . . . plenty of space for expansion . . . in Eastern Michigan.

WNEM-TV



TELEVISION



THERE are 5,367,000 C.S. households without television sets. There are 48,533,000 with them.

As far as the television industry is concerned, that relationship approaches what it ought to be. Penetration is now just over 90%. Although TV is still short of radio's estimated 97% penetration—and is likely to remain so—it's long passed the telephone's 80% penetration, the bathtub's 73%, and the vacuum cleaner's 71%.

But the boom, boys, is behind. TV has gone most of the way there is to go. Those holdout households are coming in more slowly now. The curve has leveled off; the ultimate in penetration may be only a few percentage points away.

This conclusion, among myriad others, emerges from the Television Marketbook's analysis of the national TV picture as of February 1, 1962. [The Marketbook is published as a special 75-page supplement of this issue, beginning on page 57.]

The 1962 edition, with its exclusive estimates of circulation, coverage and television market data, is as exacting as

ontinued

the latest available measurements can make it. An added plus: for the first time in a decade, the household "base" figures against which television home penetration figures are projected are grounded in an actual U.S. Census (1960), from which short-term projections have been made.

Additionally, the 1962 market study shows up what appear to be declines in total TV households for many markets. This is a reflection of the mixed blessing that comes with the new 1960 Census data: the actual counts in many areas are below the estimated figures that had been used in those markets while Census information was not available. For those markets which had benefited from inflated estimates, that much of the honeymoon is over.

The significance in the corrections made to previous figures will be better appreciated when the findings of the 1960 Census are understood. The hard fact is that nearly half of the nation's 3,134 counties lost population between 1950 and 1960, and half of those lost more than 10%—certainly a major reason behind the flux in TV homes in some areas.

Conversely, TV home gain in other areas has been strongly affected by the migrations or population shifts apparent in the Census figures. Forty-nine of the 1,573 counties which gained more than doubled their populations.

The household count of the nation gained by about 25% over the last decade, and it was obvious that the growth rate was unevenly distributed. A cursory examination of the Census figures would quickly indicate that certain states, particularly California and Florida, grew most heavily in numbers, a fact pre-figured by the recent shifts among states in Congressional representation. California gained enough new Congressional districts to challenge New York State (which lost some representation) for national leadership.

In addition to shift and uneven growth rates between states, the "within" state shifts continued to show population movement away from the rural to the urban counties. Movement of another kind also was apparent. In many cases the large central cities actually declined in population because of the enormous and continuing tide to the suburbs. Accordingly, metropolitan areas showed the largest increases

In the analysis of metropolitan markets (page 77), big city reach was definitely on the upswing. Of 178 metropolitan areas measured for TV homes (as of December 1961), 100 markets showed an increase since the previous Television Marketbook analysis in September 1960. An additional 32 metropolitan areas gained only fractionally in TV homes or retained their approximate 1960 standing. The remaining metropolitan areas, 46 of them, took a dip in TV homes.

On a state-by-state basis, only five states and the District of Columbia took a loss in TV homes over the last year. The reason: a decline in total state households due to population shifts across state boundaries.

In the loss column: Indiana took a TV home tumble from 1,310,600 (as of September 1960) to 1,254,800 presently. The state was also down in households, from 1,441,600 to 1,403,400. Iowa was down from 769,900 TV homes to 765,300; in households from 861,500 to 845,900. Michigan was down in TV homes from 2,171,700 to 2,125,700; in households from 2,389,900 to 2,274,100. Missouri, with

households up slightly, nonetheless dipped in TV homes, from 1,225,400 to 1,216,800. Ohio, with households off from 2,943,200 to 2,890,900, was also off in TV homes, 2,725,000 in 1960 vs. 2,686,300 today. And the District of Columbia, with a slight rise in households, had a TV home drop from 228,500 to 226,500.

In the early days of television, one station might have had an entire state (and portions of a neighboring state) viewing its programming. It had thousands of TV sets to itself. But as new stations popped up here and there within its coverage area, thousands of viewers were figuratively torn away from the pioneer station and divided up among the newcomers.

Nationally, the picture has been the same. Over the years the total TV home pic has grown larger; yet, with more slices coming out for new stations and major station facilities expansion, many individual markets have come in for smaller TV home shares. In this process of competitive slicing, or leveling out, many markets have come to suffer what might be termed the penalty of saturation in the overall success of the medium.

TV home decline, an unpopular subject for stations in the adversely affected markets, is many times not the damaging blow it may appear on surface examination. In the multi-station market (or the nearby competitive market), chances are that all stations suffer equally with no actual change in the competitive situation.

Other factors outside corrections necessitated by Census data can account for shifts in market coverage patterns. Even in those comparatively rare instances where no major facility, affiliation, programming or other changes have occurred either within a particular market or in competitive markets adjacent to it, certain changes will be seen to have occurred.

THE ACTUAL VS. THE POTENTIAL

The A. C. Nielsen Company late last year, following the release of its preliminary station coverage report (NCS '61), observed that while the average U.S. county could view an average 4.4 TV stations, it exercised this option only to the extent of viewing 2.8 stations per week.

The significance of this point may be inferred from the considerable coverage shifts that have occurred in the "fringe" areas of many markets.

Over the years—and over a period of several national county-by-county coverage studies—there has been an observable pattern that can be roughly described as an ebb and flow of fringe county viewing, often for no apparent reason.

If viewing homes maximized their TV station potential, and viewed their average 4.4 stations, this gain and loss flow of a television market's outer fringe would presumably be more predictable—and would occur only where significant changes in physical or programming conditions were made.

The latest announced Nielsen Coverage Service findings, incidentally, noted that while there are 8.7 radio stations serving the average county, the average home uses only 2.7 of them per week, a point below the TV average on a greater number of stations. And, as would be expected, Nielsen finds that on a regional basis, the areas of greatest population have more TV stations generally available to them, use the visual medium more, rely on radio less.

Some of the Nielsen findings regionally on TV stations



and the viewing average: In the Middle Atlantic states, the average county has 5.4 TV stations with viewers tuning 3.3 of them per week. The South Atlantic states, with 4.8 stations per average county, get the greatest use of TV on a weekly basis, use 3.4 stations per home. The West averages 3.9 TV stations per county while the per home viewing averages 2.5 stations.

Nielsen offers some explanations of why some areas view the available stations in their markets to a greater or lesser degree than the national average. The research organization finds that while adequate numbers of stations are present, many of them offer less than complete network scheduling, a factor resulting in more dial-switching than in other areas where TV has been established for longer periods. (The average TV home has had 8.4 years of television exposure, according to Nielsen.)

The importance of cable systems, boosters and similar

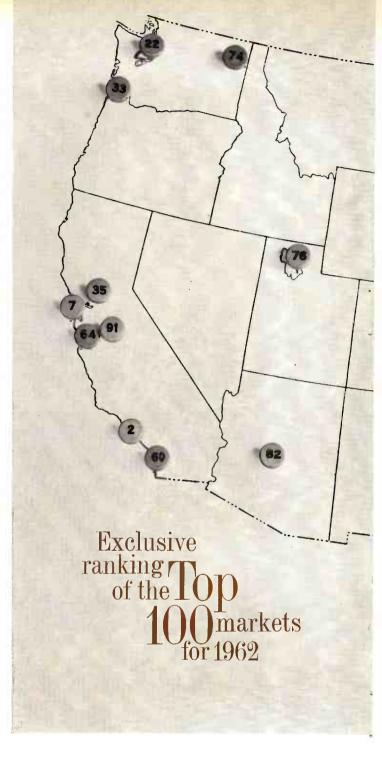
methods of getting a signal into a home, Nielsen finds, is major in permitting even counties in the mountain areas to receive an average of 3.3 different TV stations.

The factor of urbanization also plays a big part in station use. Nielsen finds that in some 2,100 counties having less than 10,000 homes per county, an average of 2.7 TV stations are used per week. As the number of households per county increases, so does station use. In counties of 50,000 to 100,000 homes, 3.2 TV stations are used. In counties having over 500,000 homes, 4.3 TV stations are used per week.

In the 16 months between editions of the Television Marketbook, U.S. households have grown by nearly one million. Along with this has come an increase in TV homes of better than 2.6 million—a 3% increase in national TV penetration. For television, the growth is slower, but the growth is still there.

| 1 | New York | 5,322,400 | 52 | Davenport, Iowa-Rock Island- | 227 600 |
|---|---|---|---|--|---|
| 2 | Los Angeles | 2,848,800 | *E2 | Moline, III. | 327,600 |
| 3 | Chicago | 2,229,500 | | Poland Spring-Portland, Me. Rochester, N.Y. | 325,800 322,800 |
| 4 | Philadelphia | 2,019,200 | | Champaign-Springfield- | 322,000 |
| | Boston-Manchester, N.H | | JJ | Decatur, III. | 322,200 |
| | Detroit | | 56 | Tulsa, Okla | 320,100 |
| 7 | San Francisco-Oakland | 1,334,100 | *57 | Roanoke-Lynchburg, Va | 3 17,900 |
| | Cleveland | | 58 | Omaha, Neb. | 317,300 |
| | Pittsburgh | | 59 | Norfolk, Va | 309,000 |
| | Washington, D. C. | 847,800 | 60 | San Diego | 308,400 |
| | St. Louis | 795,600 | 61 | Green Bay, Wis | 307,300 |
| | Dallas-Fort Worth | 736,800 | 62 | Cedar Rapids-Waterloo, Iowa | 302,600 |
| | Minneapolis-St. Paul Cincinnati | 733,000 | 63 | Shreveport, LaTexarkana, ArkTex. | 293,100 |
| | Baltimore | 731,800 722,500 | *64 | San Jose-Salinas-Monterey, | 200,100 |
| | Hartford-New Haven-New | 722,300 | 01 | Calif. | 290,600 |
| 10 | Britain, Conn. | 702,900 | 65 | Orlando-Daytona Beach, Fla. | 288,000 |
| 17 | Providence, R.I. | 695,500 | 66 | Richmond, Va. | 282,800 |
| *18 | Indianapolis-Bloomington | 676,000 | *67 | Ames-Des Moines, Iowa | 282,100 |
| 19 | Milwaukee | 626,700 | 68 | Baton Rouge, La | 281,700 |
| 20 | Charlotte, N.C. | 595,600 | 69 | Wichita-Hutchinson, Kan | 276,700 |
| 21 | Kansas City | 594,000 | | San Antonio, Tex | 275,500 |
| 22 | Seattle-Tacoma, Wash | 577,800 | | Jackson, Miss | 271,200 |
| *23 | Johnstown-Altoona, Pa | 572,700 | | Mobile, AlaPensacola, Fla. | 266,100 |
| 2 4 | Atlanta | 570,600 | 73 | Scranton-Wilkes-Barre, Pa | 258,100 |
| | Buffalo | 568,800 | | Spokane, Wash. | 257,600 |
| *26 | Lancaster-Harrisburg-York- Lebanon, Pa. | 557,900 | | Jacksonville, Fla. | 256,500 |
| 27 | Miami | 556,600 | 76 | Salt Lake City-Ogden-Provo, Utah | 251,600 |
| | Grand Rapids-Kalamazoo, | 330,000 | 77 | Madison, Wis, | 244,200 |
| 20 | Mich. | 543,100 | 78 | Knoxville, Tenn | 243,100 |
| | | | 14 | MIOAVITIC, TCIIII | 243,100 |
| 29 | Houston | 498,000 | | Cape Girardeau, MoHarris- | |
| | Houston | | *79 | Cape Girardeau, MoHarrisburg, IIIPaducah, Ky | 237,600 |
| 30 | | 498,000 | *79 80 | Cape Girardeau, MoHarrisburg, IIIPaducah, Ky Little Rock, Ark | 237,600 235,400 |
| 30 31 32 | Memphis | 498,000 491,200 | *79 80 81 | Cape Girardeau, MoHarrisburg, IIIPaducah, Ky Little Rock, Ark Binghamton, N.Y | 237,600 235,400 232,500 |
| 30 31 32 33 | Memphis | 498,000 491,200 487,500 471,500 466,600 | *79 80 81 82 | Cape Girardeau, MoHarrisburg, IIIPaducah, Ky Little Rock, Ark | 237,600 235,400 232,500 228,200 |
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| 30 31 32 33 34 35 *36 | Memphis | 498,000 491,200 487,500 471,500 466,600 458,800 448,000 | *79 80 81 82 83 84 | Cape Girardeau, MoHarrisburg, IIIPaducah, Ky Little Rock, Ark Binghamton, N.Y Phoenix, Ariz Sioux Falls, S.D Columbia, S.C Evansville, IndHenderson, | 237,600 235,400 232,500 228,200 222,900 222,400 |
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^{*} Market combination differs from that in television markets listing, page 83.



There are only 340 miles separating New York City from Youngstown, Ohio, but between the two there's still another difference—5,155,100 TV homes, the span separating the nation's No. 1 and No. 100 television markets in Television Magazine's exclusive 1962 ranking.

These markets, indicated on the map above and listed in the columns at left, are ranked in progressive order of TV homes covered by the dominant station in each market, with some markets combined from nearby areas.

The last Television Magazine top 100 ranking appeared in December 1958. Comparing the two, much has changed. The 1958 ranking was based on 258 U. S. markets, 503 stations; 1962's is based on 271 markets, 547 stations. TV



homes in 1958 numbered 43,780,000; today there are 48,533,000. TV penetration was 85.5%; it's now 90%.

The top ten grouping has changed, too. New York, Los Angeles, Chicago and Philadelphia still place 1-2-3-4, but Boston-Manchester replaces Detroit as No. 5, San Francisco-Oakland replaces Cleveland as No. 7, and Washington, D.C., moves up from No. 12 to replace St. Louis as No. 10.

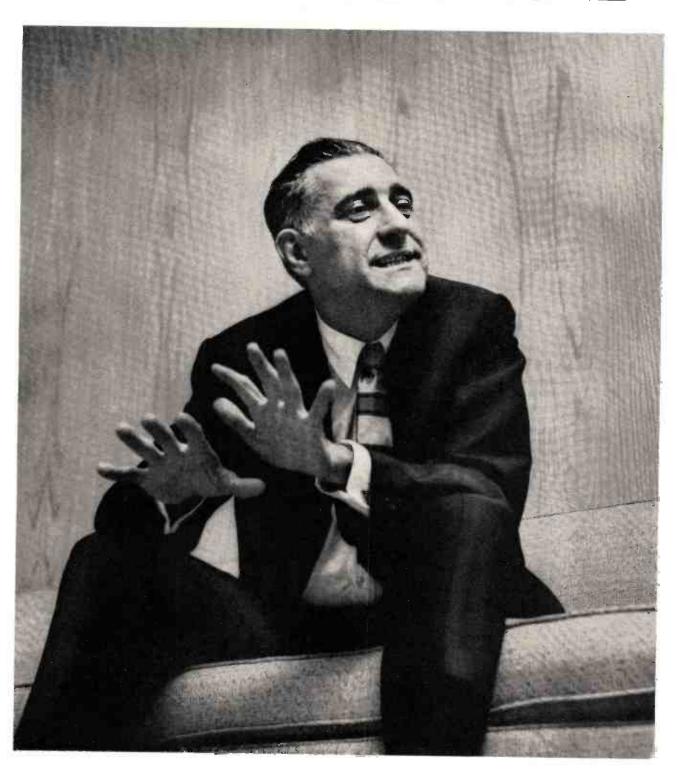
There are 14 market combinations in this top 100 ranking (indicated by asterisks) which differ from the market combinations appearing in the complete television markets section which begins on page 83 of this issue. This is because the top 100 ranking takes into account additional criteria of conventional marketing practices in determining

market combinations. Boston, for example, is linked with Manchester, N.H., in the top 100 list but not in the complete TV markets section. For marketing purposes, these two areas are generally considered to be one, and a buyer of television time buying Boston will also cover Manchester. The reverse would not be true. For another example: Cape Girardeau, Mo., Harrisburg, Ill., and Paducah, Ky., are combined in the top 100 list as they are in common marketing practice, yet the county coverage areas for each are sufficiently different to warrant listing them individually in the major television markets section. In all such market combinations the dominant market is listed first, and the set count given is that of the dominant station.

CLOSEUP

PETER G. LEVATHES

THE MAN AND



THE CHALLENGE

By Morris J. Gelman

To one veteran movie distributor, Peter G. Levathes is a way-out outsider from the alien and unfriendly worlds of television and advertising.

"Pete is a very nice guy with the wrong background for an impossible job," he said the other week. But former advertising and television executive Levathes, 20th Century-Fox Film's new executive vice president in charge of both motion picture and television production, seemingly has equipment enough for any job. A Harvard graduate, a member of the bar, an accomplished linguist, a self-taught musician, a former counter-espionage agent and a man who knows better than most how to execute a sharp business deal, Levathes, like one of his more celebrated predecessors at Fox, is determined not to fiddle while Rome burns. For Levathes is the protagonist in a repeat performance of history that had its premiere some 27 years ago.

It was in the fall of 1935 that a 33-year-old, tense, hard-driving ex-script writer named Darryl Zanuck stood at the nerve center of a tottering but potentially mighty cinema empire. He'd just taken over as production head of 20th Century-Fox Film Corp., formed only a few months earlier after a merger between Fox Film Corp. and 20th Century-Films. The new organization was heavily indebted to the banks, its personality nondescript, its operation haphazard. A touch of genius was needed to pull it out of the hole. The question Hollywood asked with some skepticism was, "What can Zanuck do?"

What Zanuck did was in the best tradition of how to succeed in business by really, really trying. Generating prodigious amounts of enthusiasm, energy and imagination, he molded the film company in his own blatant image. What came out was pure Zanuck and most of it was largely successful. From a state of wobbly immaturity, 20th Century-Fox prospered until it ranked among the leading corporate giants in the amusements field.

But history still had its second act to play. Now, once again, the company that Zanuck built is foundering in treacherous financial waters. Costs are at a zenith, production losses are staggering, the omnivorous presence of television hovers everywhere and the bankers are back knocking at the company door.

Although still one of the largest stockholders in the company, Zanuck, older, tamer, somewhat chastised, is no longer at the controls. (He's now an independent producer releasing most of his films through Fox.) Instead, a different breed of man has been asked to do what he did so well so many years ago.

Last May, the keys to the production kingdom at Fox were turned over to Pete Levathes, a well-rounded executive who's as unlike most of the slashing, autocratic studio bosses of the 30s and 40s as silk to wool. Born to movies, nurtured

in television and matured in advertising, Levathes is softspoken, literate and charming. For the most part, however, his art has been negotiation rather than creation and this has given movie people fuel for more skepticism than was ever directed at Zanuck.

"What can a guy who has never actually produced a movie or a TV series do for a company that must turn out better products in order to exist?" the aforementioned movie distributor asked in support of his argument.

Yet Levathes' career gives strong evidence that there are many ways to be creative. In the summer of 1958, for example, Levathes, then vice president and director of media relations for Young & Rubicam, developed a startling cooperative programming project between his agency and ABC-TV which was colorfully dubbed "Operation Daybreak." The project allowed the network, which up to that time had no regular daytime programming before 3 p.m., to open up a total of three additional hours a day, or 60 quarter-hours a week, Monday-Friday, starting at 11 a.m.

Advertisers ordering a minimum of four quarter-hours a week for 26 weeks were given 50% discounts. While the four quarter-hours had to be bought for a single day's programming schedule, the advertiser, subject to network approval, was allowed to swap two out of every three of his commercial messages with other "Daybreak" advertisers in order to reach a greater number of different homes.

Levathes practically underwrote the project by enrolling six Y&R clients, including General Foods, as charter sponsors at a total 52-week rate of \$13.3 million. In all, Y&R clients purchased 40 of the 60 quarter-hours.

Many cries of anguish, especially from the other networks, were heard along Madison Avenue when the project was first announced. Among other things, it was said that Levathes, using the immense buying power of Y&R as a wedge (the agency has always been one of the top broadcast shops with a roster top-heavy with blue chip clients), had forced through a substantial rate cut and would in effect be calling the daytime shots on ABC. But with the passage of time many critics have grudgingly admitted that Operation Daybreak was a valuable contribution to television advertising. Certainly, there can be little question that it set up ABC-TV in daytime business, making for healthy three-way competition among the networks.

Norman Glenn, a vice president in the radio and TV department at Y&R, believes the project proved something about Pete Levathes:

"Pete was not the conventional media man," he recalls. "Operation Daybreak is typical of the way his mind works. It represented imagination and persistence. It was really quite a creative thing for a media man to do. It also was a darn good notion, but then Pete was always interested and active in programming."

Saturday Night at the Movies, NBC-TV's two-hour-plus, weekly, full-length, prime-time (9 p.m. to conclusion) show-

More and more TV-oriented men are moving into Hollywood's executive suites

ings of post-1950 20th Century-Fox motion pictures, is another creative programming feather in Levathes' plumage. The program, which began last September with the presentation of the 1953-released color spectacular "How To Marry a Millionaire," is one of the few innovations of the current TV season. It marks the first time in the history of television that a weekly series of feature pictures has been slotted in prime time.

Pete Levathes engineered this deal for Fox during the waning days of 1960. He was then acting as president of 20th Century-Fox Television, a wholly owned subsidiary of 20th Century-Fox Film Corp. (Levathes still holds this title along with his more-recently-acquired executive vice presi-

dency of the parent company.)

The transaction called for the sale of 30 feature releases from 1951 up to and including 1955. NBC has the right to repeat 20 of these films during the summer, but this fall the picture rights revert back to Fox for syndication. The deal produced a \$5.5 million balm for the film company's long-suffering production wounds. In addition, it gave NBC-TV the option to purchase similar feature film packages from 20th Century, at slightly graduating rates, during the following two years. If all options are exercised Fox will receive \$16.5 million.

FOX PACKAGE PUT NBC-TV BACK IN FIGHT

This season's Fox package, which includes such star-stuffed, high-budgeted pictures as "The Snows of Kilimanjaro" (1952), "Titanic" (1953) and "On the Riviera" (1951), has gained a competitive audience for NBC-TV in a time period where it had been slaughtered by its powerful CBS-TV opposition.

"How to Marry a Millionaire," for instance, received a surprising 37.8 Nielsen share-of-audience compared to *Have Gun, Will Travel's* 35.2 and the hour-long *Gunsmoke's* 42.9. While this marked a high water mark in audience for *Saturday Night at the Movies*, succeeding presentations have remained competitive, if not actually outdrawing their rivals.

Levathes is hopeful that the program will be renewed by NBC-TV for next season. He thinks the feature film presentations, offered to advertisers on a participating basis and consistently about 90% sold, help make Saturday one of the more profitable nights in the network's schedule.

To the angry charges from theatre exhibitors that topflight films shown in prime time have hurt picture business, Levathes says, "Nothing's been established yet to prove it." He points out that independent stations have always programmed movies in prime time without any noticeable decline in movie theatre attendance.

"The evidence shows," he said when interviewed in 20th Century's New York offices last month, "that the audience we get for the program comes from existing TV shows, not away from theatres. There are no more sets in use now than there were before the program went on the air."

A hint of the long-time planning, determination and tenacity that Levathes put into the feature films-in-prime-network-time-concept, is given by David Levy, NBC-TV's former vice president in charge of network programming, and the executive who handled the Saturday Night at the

Movies negotiations for the network. Levy, who previously spent 21 years at Young & Rubicam (at the end of which he was vice president and associate radio and TV director), worked together with Levathes for more than six years before they faced each other on opposite sides of a business deal.

"At Y&R," Levy remembers, "we both had a theory that features of the right type could be successfully shown in prime time. Actually we were supposed to do just such a show for Henry J. Kaiser in 1957. We looked at various films, but found we couldn't get enough good ones to make a regular show possible."

According to Levy the idea came up again in the summer of 1959, after he had switched to the NBC programming job. "I wanted to buy a film package and put it on the network the following January," Levy recounts, "but I

couldn't swing it."

Perhaps one of the reasons Levy was unsuccessful is that he didn't have a Levathes pushing with him. In 1960, with Levathes now at Fox, the two former co-workers began

piecing out the details of the ultimate deal.

"Fox had very good pictures in the 50s," Levy says. "I know because I looked at 42 of them in toto. Pete knew that I wanted more adventure films, so he let me have some. When Clark Gable died, he threw in one of his pictures, 'Soldiers of Fortune.' He was very anxious to put the features over and extremely cooperative. I consider him a wonderfully able executive with one of the most agile minds that I've ever seen."

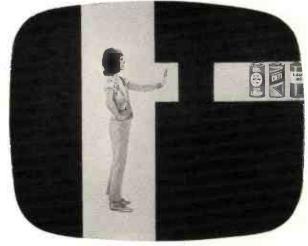
It's just this kind of solid television background, keen business acumen and instinctive flair for showmanship that makes Levathes a logical rather than illogical captain of 20th Century's future production destiny. For the picture business has changed a great deal in the past decade. All of the Hollywood studios, most of which formerly sneered at television as some sort of petty annoyance that would soon fade away, have been compelled to readjust their thinking. Video's increasing importance to the movie industry is now widely acknowledged, and more and more TV-oriented men are moving into Hollywood's executive suites.

Peter Levathes' appointment as studio boss at Fox is actually just part of what has become a general motion picture pattern. The actual making of movies is no longer considered all-important. Thus at Warner Brothers, William Orr, a former television executive, is in charge of production, while both Paramount Pictures and Columbia Pictures studios are run by men from the business side of the movie industry. And just last month, Robert M. Weitman, formerly a vice president at both ABC-TV and CBS-TV, was appointed studio administrator at Metro-Goldwyn-Mayer.

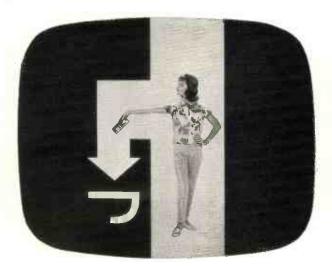
The formidable task that faces all these men, as well as Pete Levathes, is how to cut production overhead, while still turning out fine motion pictures, and at the same time revitalize and expand their television operations. The biggest job of all, however, faces Levathes. A close look at his company's overall operations tells the reasons why.

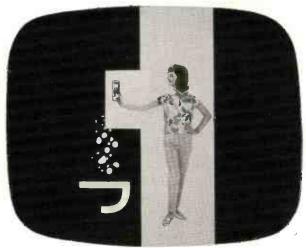
Twentieth Century-Fox has been likened to a oncemajestic moose, who, ravaged by the elements, is stoutly fighting off the wolves tearing at its side. Only the wolves





Cleaning? Who cleans? Household cleansers? Fine . . . but . . . !





Stoop and scour ... Not with VANISH.



Today's modern housewife lives a life of ease.

ADVERTISER: Dracket Company—VANISH
ADVERTISING AGENCY: Young & Rubicam, Inc.
PRODUCER: Transfilm-Caravel, Inc.

FILM does the unusual...

THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do...show how and why VANiSH obsoletes old ways and old ideas.

THE ANSWER: A unique combination of animation and live action together with precisely synchronized mattes! On film, of course! For film gives you the range of effects to make commercials exciting ... arresting ... the way you want them—and when!

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

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

East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 130 East Randolph Drive, Chicago 1, Ill. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

or **W. J. German, Inc.**, Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Only sale of studio properties saved 20th Century from an \$11 million loss in 1961

in this case are stockholders yelping about constantly shrinking profits.

Actually, only some highly lucrative real estate deals and the surprising discovery of oil deposits under studio grounds have enabled Fox to remain a profit-making organization in recent years. The most important of the property transactions was concluded on April 17, 1961, when Fox Realty Corp., a subsidiary of 20th Century-Fox Films, sold the film company's main studio property in Beverly Hills, comprising 260 acres, for \$43 million. Title to the property was taken in the name of the Aluminum Co. of America, which is partner in a venture with Webb & Knapp Inc., a real estate development concern, to build a \$300 million residential and commercial center, to be known as Century City, on the property. Some 75 acres, on which its main studio facilities are located, was leased back to Fox for 99 years at a net rental of \$1.5 million annually.

Twentieth Century got into the petroleum business in February 1954 when the Universal Consolidated Oil Co., which began drilling four months previously, struck oil on a studio lot. By the end of 1960, the film company had 22 oil wells drilled on its studio property, and they were producing royalties of about \$400,000 a year.

The company's most recent financial report, issued last December, shows how vital these earnings are to its wellbeing. Twentieth Century-Fox actually lost \$11,544,007 from operations during the first three quarters of 1961. (In 1960 the company had a loss of \$15,528,000 before taxes from its film operations.) A gain, however, of \$25,735,917 from the sale of studio properties, enabled the movie company to report a net income of \$14,191,910, equal to \$5.69 a share of common shares outstanding. Thus company stockholders were saved from a completely dividend-less year. As it was, Fox announced last year that for the first time it was switching to a 2% semi-annual stock dividend payable in March and September, rather than the policy of 40-cent quarterly cash payments on common shares in effect since 1954. The new policy, it was said, would remain in effect until production income increases.

The steadily declining annual wages earned by Spyros P. Skouras, the gritty and tough-minded old nickelodeon entrepreneur who's been the company's president for the past 20 years, somewhat reflect 20th Century's downward financial pattern. In 1957 Skouras earned \$250,225. One year later his pay was cut some \$17,000, and in 1960 he fell below the \$200,000 mark for the first time in many years, with earnings of \$185,960. In 1961, the sliding trend continued with Skouras registering some \$175,000 in wages earned.

And, indeed, it has been Skouras who has shouldered the blame for most of 20th Century's misfortune. Most of the major film companies currently have abandoned operations and function primarily as distributors for independent production. Fox, however, still finances, produces and distributes its own films, retaining a large and costly staff of contract producers. In Skouras' defense, it should be reminded that he is credited with discovery and purchase of CinemaScope, a large-screen process, which since its introduction in 1953 has breathed new life into the picture

business. ("The Robe," the first CinemaScope film released, is Fox's greatest all-time rental-earner, having so far grossed more than \$17 million.)

Twentieth Century's television operations, while a good deal firmer than its motion picture business, are still on the shaky side. In the past, the company has had only indifferent network success with the weekly programs it has produced. Man With a Gun, Flicka, Broken Arrow, 20th Century-Fox Hour, How To Marry a Millionaire, Hong Kong and Five Fingers never came close to setting any records for critical acclaim or longevity on the airways. The last two mentioned have since been put into off-network, domestic syndication, Fox's first such venture. The programs, both of 60-minute duration, are sold as a package in most markets. There are 26 episodes of Hong Kong and 16 Five Fingers stanzas available. The former has been sold in 22 and the latter in 18 domestic markets. In addition, they have been sold in 30 foreign markets.

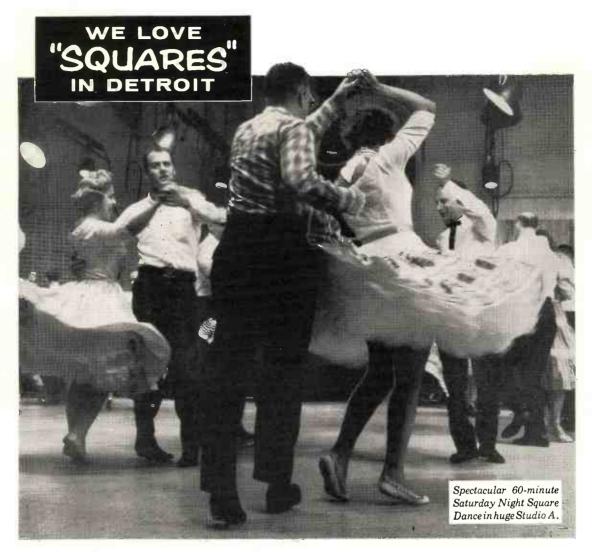
Other than for these two shows, 20th Century's domestic syndication larder is almost bare. In 1956, Fox made its first movie rental deal with National Telefilm Assoc. for the showing of 52 pre-1948 features in the U. S. and two foreign markets, at an average rental of about \$75,000 a picture. Since that time Fox has continued to release pictures to NTA for presentation on television and has already collected more than \$28 million in film rentals. In all, the film company will release some 480 pictures to NTA and, if all options are exercised, rentals are expected to total more than \$34 million by 1963.

SOLD 253 OUT OF BACKLOG OF 431

Fox also has released 88 features for \$6.4 million to Seven Arts Associates Corp. for world-wide TV showings. Sale of so many of its feature films (it's estimated that the film company has so far sold 253 of its total backlog of 431 post-'48 feature films to TV), and of much of its studio property has caused considerable consternation among stockholders. Some shareholders have charged that the company is systematically selling off its assets. However, rights to most of the films ultimately revert back to Fox after varying licensing periods expire.

This season, 20th has five weekly series, besides the Saturday showing of feature films, on the networks. They are Bus Stop, Follow the Sun, Adventures in Paradise, and Margie, all on ABC-TV, and Dobie Gillis on CBS-TV. Only Saturday Night at the Movies and Dobie Gillis seem likely returnees for the 1962-63 season. Just last month, ABC-TV announced that it was canceling both Bus Stop and Adventures in Paradise in the spring. Ironically enough the shows are victims of Levathes' pioneering programming efforts: they are being replaced by a weekly series of motion picture feature films which the network purchased from United Artists Associated Inc. Margie and Follow the Sun also are generally considered to 'be probable end-of-the-season casualties.

With all these weighted conditions rocking his 20-yearlong boat of state, Spyros P. Skouras wears his company crown rather uneasily these days. Last September, in an abortive palace revolt, some of the company's board of



Another lively demonstration of WWJ-TV's above-the-ordinary local programming! The typical Saturday night session features 60 colorfully attired dancers, a 26-man technical crew, and provides exciting, wholesome entertainment for thousands of dos-a-dos enthusiasts.

And we love 'em all—just as we love actionadventure fans, news and sports hounds, whodunit buffs. That's why we provide each with the best of his favorite fare.

Good, on-target programming like this is the hallmark of WWJ-TV. For the complete story, contact your PGW Colonel or your WWJ-TV local sales representative.



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

A telephone call from Spyros Skouras changed Levathes' future from law to films

directors made a determined effort to ease their president upstairs to the unoccupied post of chairman, leaving overall operating management to someone else. Carl M. Loeb, Rhoades & Co. and Treves & Co., two investment houses controlling more than 10% of the 2,500,000 shares of 20th Century stock outstanding, were reported to be the leaders of the move. Veteran campaigner Skouras was able to beat off this attempted coup, but indications are that his days of rule are nearing an end unless company fortunes take a happier turn.

Plunging head first into this churning sea of troubles is tall, broad-shouldered and bushy-browed Peter George Levathes, who was born on July 28, 1911, in Pittsburgh, Pa. He is the oldest child in a family of five, three boys and two girls. His father George, like several of his Greek compatriots, was one of the early movie theatre exhibitors. He operated a nickelodeon called the Rialto in Pittsburgh. Hard-working and dedicated parents, George Levathes and his wife Helen instilled a great respect for education in their

George C. Vournas, a Washington, D. C., lawyer, who knows the family well and who was a sort of catalyst in Pete Levathes' life, says that "you couldn't ask for better people. They were one of the finest families. Peter's two brothers became lawyers with the government and one of his sisters married a physician."

When young Peter was still in school, his father had to sell the theatre business because of ill-health and the family moved to Washington, D. C. There, when his health permitted, George Levathes ran a wholesale tobacco business. Peter meanwhile had become a devoted scholar. George Vournas remembers that he "was always studying," and also was "very ambitious, very able and showed great industry."

In 1929, Levathes' ambition and industry took him to Harvard U. where he took a pre-medical course, graduating in 1933 with a Bachelor of Science degree in biochemistry. Four years later he could add two more important academic trophies to his educational resumé. He obtained a Master of Arts degree in Romance languages at George Washington U. in 1934 and a law degree at Georgetown U. in 1937. That same year he passed the D. C. bar examination.

But all that schooling took money, so during his years at law school he supported himself by teaching high school French, Latin, history, physics and chemistry in the Washington educational system. In July 1937, two days after being admitted to the bar, he was scheduled to join Vournas' law firm as a junior partner, but a telephone call from New York intervened,

Greek communities in the U.S. being especially closeknit, Vournas had become a good friend of Spyros Skouras, and, in fact, was handling some legal work for 20th Century in Washington. Skouras, who was then president of National Theatres, a subsidiary of 20th Century-Fox Films, had need for a bright and reliable adjutant. He called Vournas for suggestions and Levathes, who showed far too much promise to be stuck in a law office for the rest of his life, was duly recommended.

Levathes' title in his new job was executive assistant to Spyros Skouras, but his duties were rather obscure. An old-

time film salesman who worked for Fox in those days flatly says: "He was just a male secretary to Skouras." To another former Fox worker Levathes was "one of the troubleshooters that Skouras always had hanging around."

Whatever he was, Levathes wasn't it for too long. In 1940 he was assigned to Wisconsin where he operated theatres and booked pictures for the Fox chain.

When the country went to war in 1941, Levathes was set to join the Navy, where he was offered an officer's commission, but some friends convinced him that because of his legal background and his talents as linguist (he then knew three foreign languages-Spanish, French and Greek-fluently) he'd prove of greater service as a Federal Bureau of Investigation agent. He was accepted by the FBI in February 1942 and was sent to the Quantico Marine Base in Virginia for special training. Next stop was Washington, where the fledgling agent was given a cram course that added another foreign language to his repertoire, Portuguese.

There was method to this instruction, because Levathes' assignment was Brazil. Levathes is reluctant to discuss his wartime experiences. He says only: "I was a member of the special intelligence corps doing counter-espionage work and I'm not supposed to talk about it."

A CHANCE TO STUDY THE MOVIE INDUSTRY

After the war, with Skouras now president of the company, Levathes returned to Fox as assistant general sales manager. It was an important job for the rising young executive because it gave him the chance to study and learn the immensely complex sales and distribution operations of the movie industry.

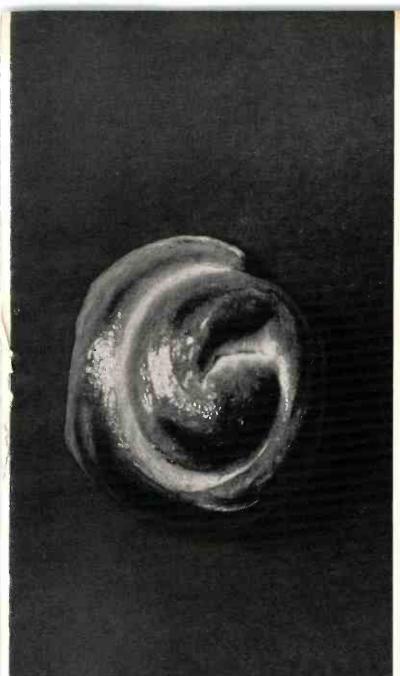
Little more than a year later he was placed in charge—as sales manager-of what one Fox executive once called "Miscellanea Inc."-short subjects, newsfilms and that pesty thing called television. After 10 years with the company, Levathes

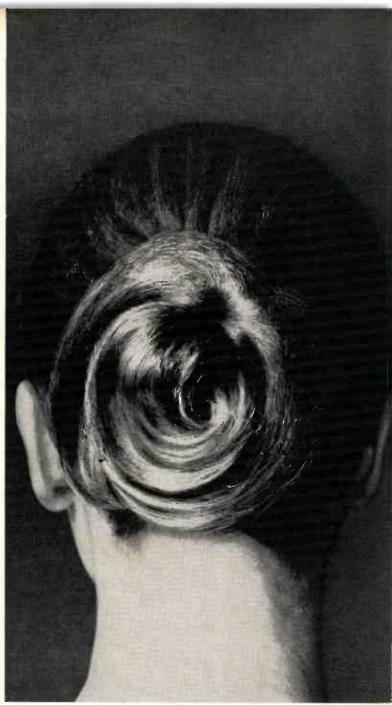
was finally moving into his element.

From the first he battled to push television past the shallow boundaries imposed upon it by a disinterested management. In 1948, Levathes created, sold and supervised Fox's initial television venture. It was the first daily network newsreel, a 10-minute summary of the day's news, compiled and produced by 20th Century-Fox's Movietone News division. He sold it to the R. J. Reynolds Tobacco Co. for Camel cigarettes. The program, first televised on February 16, 1948, was shown on NBC-TV's then fivestation hookup, Monday through Friday, 7:50-8 p.m. It marked the first time a major motion picture company had ever prepared a newsreel especially for telecasting. Called the Camel Newsreel Theatre, the program later was produced by the network's own news staff, picked up John Cameron Swayze as its commentator, and became one of the most popular programs on the air.

Kendall A. L. Foster, then vice president in charge of television for William Esty Co., advertising agency for Camels, and now a partner in the New York advertising firm of Lomas, Foster, Rodin & Co., handled the contract negotiations for the sale of the news program. He recently recounted Levathes' part in the proceedings:

"Levathes was Skouras' right hand man," Foster recol-





Buns look bunnier!

On Videotape* the tantalizing flavor of a hot biscuit, the sparkle of a soft shampoo-product appeal-comes into the home as it never can on film. You're invited to come to Videotape Center to see why! This is where the most appealing commercials on television are being created. Videotape Productions of New York Inc. 101 West 67 Street, New York-TR 3-5800

"A great sense of humor . . . Pete had the ability to laugh at the most crucial times"

lects: "The news show was hard to sell. We had to hammer it out with our legal department. There was a question of invasion of privacy in those days. Levathes ramrodded it through. He had lots of guts. There were no paths, no traditions to follow. We were really sticking our necks out, but Pete believed there was a great world in TV, so he dug his heels in and went right to work. He was never a high-pressure boy, but he had a direct line to Skouras, and he got things done."

That same year Levathes went to work on another TV project which was to help him make some influential friends. Time Inc. had turned Dwight D. Eisenhower's best-selling book, Crusade in Europe, into a lengthy news-reel for its "March of Time" series. Fox was distributing the film for Time and also acting as its sales agent. Levathes chopped the newsreel into 26 twenty-minute segments and sold the resulting package to Young & Rubicam, advertising agency for Time Inc., as a television series.

The series was televised weekly on ABC-TV's then four-station network on Thursday nights from May 5 to October 27, 1949. It subsequently was put into syndication and has been presented many times since. The program caused serious difficulties in its first showings because the 20-minute length was an awkward one and five-minute interviews with famous wartime people had to be filmed to pad out the show.

But the people from Y&R, cautiously feeling their way in the new medium and on the look-out for fresh talent, were attracted to Levathes' drive and determination.

David Levy, who at the time was in charge of Y&R's budding TV department, recalls that he thought of Levathes as "a very bright fellow."

A VALUABLE ACQUAINTANCE

Sigurd S. Larmon, then president of the agency and now its chairman of the board and chief executive officer, also retained a decidedly favorable impression of the enterprising young salesman from 20th Century-Fox. Both men renewed acquaintances with him during the presidential campaign of 1952. Larmon was national vice chairman of the Citizens for Eisenhower and David Levy was handling the group's radio and television operations. The Citizens' purpose was to win the Republican presidential nomination for Eisenhower, and Levy asked Levathes to help. Taking a leave of absence from his 20th Century-Fox job Levathes joined the volunteer organization and was put in charge of newsreel promotion and operations. During the hard, long and successful campaign, Larmon's early impressions of Levathes were strongly reinforced.

"I got to know Levathes real well during that time," Larmon, a distinguished-looking, soft-spoken man, said recently. "He did a fine, competent job. I thought he was an exceedingly intelligent young man."

In the winter of 1952, Larmon invited Levathes to join his agency. To Levathes the invitation couldn't have been more timely or welcome. After 15 years with Fox—minus time spent at war—Levathes had become completely disenchanted. He was convinced that television only had a minimal place in the company's future plans, which conse-

quently left an even more minimal place reserved for him.

In January 1953, Levathes left Fox and went to work at Young & Rubicam as vice president in the media department. Knowing little about agency operations, especially such a hugh and complex one as Y&R, he watched, listened, learned, experimented and gradually took over.

"Pete was just sitting on the sidelines watching the action for a few months," says a former Y&R employee who was working for the agency at the time. "He was heir apparent to Tony Geoghegan, who was getting moved up (A. V. B. [Tony] Geoghegan, now an executive vice president of Y&R and chairman of the plans board, was then vice president in charge of media relations). Pete had never been with an agency before and everything was new to him. He probed around a lot and felt his way."

Later that year, when Levathes had finished probing, he was named director of media relations replacing Geoghegan. He soon had the job well under control.

A member of the Y&R public relations staff remembers Levathes the media man this way: "Most men in his job go around with a vertical furrow in their brow, but Pete was always relaxed. He was a very open person—anyone could come to him with ideas. He was always seeking to combine a good advertising buy with a good artistic program. It's paradoxical, but he was forever on the go in a relaxed way. It was his great sense of humor that did it. He had the ability to laugh at the most crucial times."

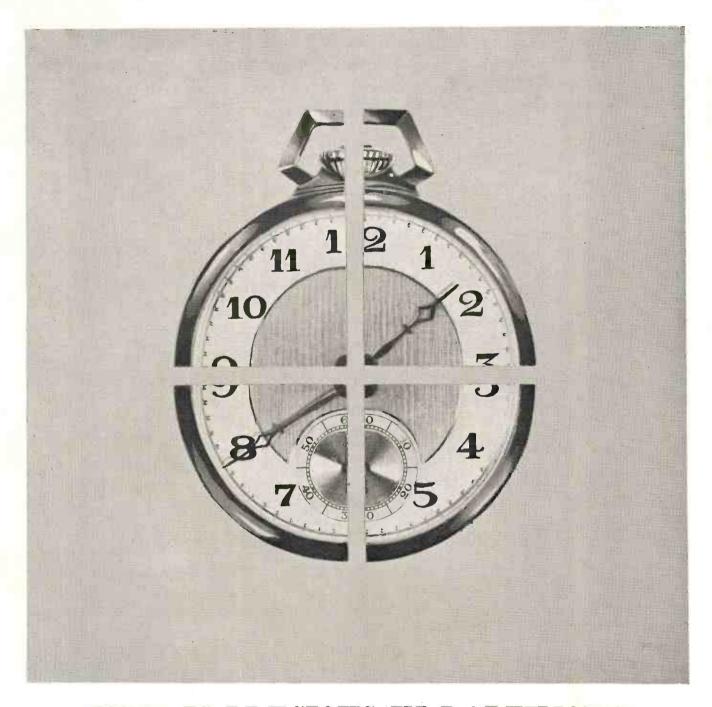
About a year after Levathes came to Y&R, the agency became the number one broadcasting agency in the country, and by 1958 Levathes was responsible for spending some \$87 million in TV billings alone for Y&R clients. Some of the bigger advertisers for whom he purchased time and space were General Foods, Bristol-Myers, Gulf and Thomas J. Lipton Inc.

After the stir caused by his 1958 Operation Daybreak plan, the top brass at Y&R became convinced that they had more than a media director in Levathes. On January I, 1959, the agency consolidated all of its timebuying and programming activity into a single unit within the radio and TV department, and Pete Levathes was put in charge of the newly-expanded operation. To Levathes the move was doubly rewarding because he had always believed that the agency should centralize its activities and that timebuying and programming had become inseparable.

But he didn't stay in his new position long enough to prove how efficiently a centralized broadcast department could work. Some 10 months after his appointment, he was back at 20th Century-Fox, this time as president of its television subsidiary (formed after Levathes had left).

At least one man was sorry to see Levathes leave the advertising business. "He left the agency voluntarily with blessings and good wishes," says Sig Larmon. "I didn't try to stop him. We always had a very cordial relationship, but I could sense his eagerness to leave. There was no question about his loyalty—it was the challenge of the Fox job that enticed him. I have a genuine liking for him, enjoyed being with him, and think that he can be a great help to any organization."

A man who was close to Levathes at the time offers a



TIME IS PRECIOUS IN BALTIMORE!

WMAR-TV quality programming has developed a precious value in the important area of ratings!

According to the Quarter-Hour Firsts analysis based on homes, covering the November 1961 ARB, WMAR-TV has more Quarter-Hour Home Firsts than both the other Baltimore stations combined.

WMAR-TV programs for Baltimore... by Baltimoreans! Interesting local shows plus CBS network features have developed precious loyalty...

as proven by month-after-month rating leadership. Audience loyalty is the plus quality advertisers get when they schedule WMAR-TV . . . the station Baltimoreans—and Marylanders—look to as their station

No Wonder - In Maryland Most People Watch



Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Back at Fox, Levathes immediately spurred the company's constricted TV growth

logical explanation of why he abandoned what appeared to be a safe and soaring career: "Pete had quite a position at Y&R," the man says. "He was a stockholder, a member of the plans board and was responsible for placing about \$200 million in total billings a year. He was also working with blue chip accounts in a blue chip shop with blue chip people. But he had to leave because the Fox deal gave him an opportunity to catapult to the top of this business. He couldn't afford to turn it down."

And there is good reason to believe that Fox, which supposedly had been trying to woo its former employee back to the fold for about three years previously, made Levathes an extremely attractive financial offer, one which included the granting of generous stock options. Then, too, Levathes, according to many of his friends and associates, never lost his affection for the film business and was impatient to get back to what had become a first obsession if not love.

A \$3.5 MILLION TV PURCHASE

Once back at Fox, Levathes immediately set out to widen the company's rather constricted television direction. Barely a month after he took over the presidential reins, 20th Century-Fox Television spent \$3.5 million to purchase KMSP-TV Minneapolis, the first in what it is hoped will be a network of TV stations. The station currently is an ABC-TV primary affiliate.

In another important move, Levathes brought George T. Shupert, an experienced and top-notch TV film salesman and executive, former head of TV at MGM, into the organization as vice president in charge of sales. He also activated the company's domestic syndication department and beefed up its foreign activities. The results, at least on one of these fronts, are easily discernible. Overseas business is flourishing, with the company's gross receipts from foreign TV distribution rising last year to a new high of about \$2.5 million.

Most noteworthy achievement of Levathes' early months back at Fox, however, was the increasing network interest in the company's TV products. This interest culminated in the six 20th Century programs being televised this season.

All of these good works were amply acknowledged in May of last year when Spyros Skouras, with demanding stockholders breathing hot and heavy down his neck, named Levathes temporary supervisor of over-all studio operations. The temporary portion of the title was eliminated in June when Levathes was officially appointed head of motion picture and television production for the studio replacing Robert Goldstein, who was reassigned to a job he formerly held, head of the company's European film production in London. In October, during a regular monthly meeting of the company's board of directors, Levathes received another vote of confidence, being elected executive vice president in charge of production and told that he would continue as president of the television subsidiary. In an effort to relieve Levathes of some of his mounting responsibilities, William Self, an executive TV producer at the studio, was pushed up to the post of vice president in charge of television production.

With a TV man like Levathes now in the driver's seat, the television division at Fox zoomed up in status. The company's television and motion picture production units have now become an almost totally integrated operation. The various departments at the studio—casting, story, music, legal, publicity, etc.—are also now integrated, working for both production units on a nearly equal basis. If, for instance, a property is surveyed by the story department for movie possibilities and is ultimately rejected, it is then immediately checked by the same people for potential TV production.

Bill Self gives an interesting capsule summary of how a TV property currently is channeled at Fox: "The basic or big decisions are made by Levathes," he reports. "Skouras certainly would want to know about it. Shupert and I, of course, are kept informed. Then it's given to me to do."

Levathes feels that while movies and TV are different mediums with their own artistic pecularities and own audiences, "there is no reason why they can't profitably coexist." Explaining the difference between the two he also indicates on which side of the bread Fox expects its biggest slab of butter. "TV has taken over the entertainment function of the movies of the old days. It takes up a good part of the leisure time of the public. Motion pictures must be superior entertainment. The movies we make will be far and above anything television has to offer. People pay a lot of money to see movies and they must be superior entertainment in every way."

But Levathes is by no means neglecting television. He mentions that Fox is going into all phases of the medium (with the exception of commercial production). "We're going into live, tape and we're certainly interested in pay TV," Lévathes says. Live and tape projects, mostly news, game and panel show concepts, are still being developed and are at least a full season away from realization. Commenting further about pay TV, the Fox executive says: "We are not opposed to pay TV: it's just another form of distributing entertainment. TV now is limited by the availability of funds from advertisers. The public can either ignore it or accept it, but we have no economic barometer. Pay TV would make unlimited funds available and give television a box office."

But with pay TV still only an eventual possibility, Fox is busily preparing for the next commercial TV season. The film company has seven new series to offer the networks. They are *Dateline: San Francisco*, a full-hour show about a news columnist; *Five Star Final*, a 30-minute program about the workings of a big city newspaper; *The Commuters*, a 60-minute dramatic series about suburban life; *Halls of Montezuma*, a story about the Marine Corps, which was filmed by Fox in 1950 as a feature film, now scheduled as a 30-minute long series; *Safari*, a half-hour action-adventure program with an African locale; *Nightmare Alley*, a mystery-thriller of 60-minute duration, and *Misty*, a 30-minute long, all-family type program about children and animals.

For the most part, Fox will only make pilots of these series if they get co-production deals with the networks. Best bets for actual network presentation during the 1962-63 season are *Misty*, which ABC-TV is co-financing, and

Dateline: San Francisco, which reportedly has aroused the interest of more than one network.

The Fox project, however, which, since it was first announced last fall, has created the biggest industry stir is a weekly television film series based on the classic Greek poems by Homer, The Iliaa and The Odyssey. Levathes believes that such a series would answer the present persistent appeals for better programming. Kimon Friar, an emient poet and translator of Greek poetry, is developing story lines for the program, which will be presented as 39 half-hours a season, hopefully beginning in the fall of 1963. It's estimated that it will take three such seasons to tell the complete story.

Fox does a good deal of its production on location. Of next season's offerings substantial portions of *Dateline: San Francisco, Five Star Final* and *Salasi* will, if they find network buyers, be filmed in their own natural localities. But the majority of the company's TV production is filmed at the three Fox locations, Westwood, Western Avenue and Malibu Ranch. Altogether, including business and creative people, there are about 130 people employed in the film company's TV operations.

Since taking over as overall production boss, Levathes has been concentrating on righting the lopsided movie end of his company's endeavors. Selectivity, apparently, is his measuring rod. He's announced that this year Fox will spend the same amount of money on film production as it did last year, but will make fewer pictures. "We are going all out on everything we decide to do," he has said. Almost all of the company's 1962 motion picture releases are already completed and production has been started on the 15 features scheduled for 1963 release.

THE "CLEOPATRA" HEADACHE

Fox's biggest and most publicized headache, and hopefully a big bonanza of its future, is the still-to-be completed motion picture extravaganza "Cleopatra." Now being filmed in Rome, where Levathes has spent a considerable part of his most recent time, the production is way over schedule and budget. Due to the near-fatal illness of its star, Elizabeth Taylor (only after a hard struggle was Fox able to collect some \$2 million in insurance damages against the \$3 million in losses it claimed the delay caused), the film has been nearly two years in the making.

"With this Cleopatra business and all, Pete must be wishing he were back working in the relative calm of the agency business," an advertising executive commented the other week. The comment is open to doubt, for Pete Levathes never let any job get the best of him.

According to Y&R's Norman Glenn, Levathes always handled his agency chores easily. "Work was never an obsession with him as it is with some people," Glenn says. "Pete used to put in just as much work as the job called for. When 5 o'clock came he closed up his desk and walked out."

Rod Erickson, president, Filmways Inc., and formerly manager of TV operations at Y&R, also remembers a Levathes who was rarely captive to his career: "In this business many men get to the top because they hate their families and hate their wives," Erickson remarks. "They devote all their time to getting ahead. The really unusual thing about Pete is that he always managed to spend time with his family and get ahead despite it."

Besides his wife (the former Christine Chakeres of Springfield, Ohio), the family that Levathes always finds time for consists of Peter Jr., 16, and Louise, 13. His present position makes Levathes mostly a California resident, but as yet he has not given up his New York domicile or obtained a permanent West Coast one. In New York, the family lives in a big apartment near Central Park and when in California they stay at the Beverly Hills Hotel.

Levathes, who with his strong features and striking, dark, gray-flecked hair is handsome enough to star in a 20th Century-Fox production, is a man of many interests. He's an avid reader, dabbles in photography and likes to listen to jazz and classical music. He has a natural flair for music, playing the piano and "strumming" the classical guitar.

In a business where character assassination is a commonly used tool of the trade, it's difficult to find a person who doesn't like and respect Levathes.

"Pete is one of the most creative, intelligent men that I ever met," says George Shupert. "He possesses the rare ingredient of integrity." The last is a comment often heard about him.

VOLATILE, QUICK-TRIGGERED AND SENTIMENTAL

There are still more facets to the Levathes personality. A former co-worker at Y&R remembers him as a sentimental man who frequently passed out gifts. He also says Levathes is a volatile, "quick-triggered" person who "once he didn't like you, there didn't seem to be anything you could do right."

David Levy claims that Fox's production chief has the ability to "apply show business by the seat of his pants," is a "great negotiator" and "an astute student of the motion picture industry." Levy recalls that even as an agency executive, Levathes would see all the movies he could.

Fox TV executive Bill Self mentions some other Levathes' attributes: "There's very little phoniness about him," observes Self. "His relationship with the networks and agencies are a big plus for us. They know he's going to deliver what they bargained for. He's really terribly respected in the industry."

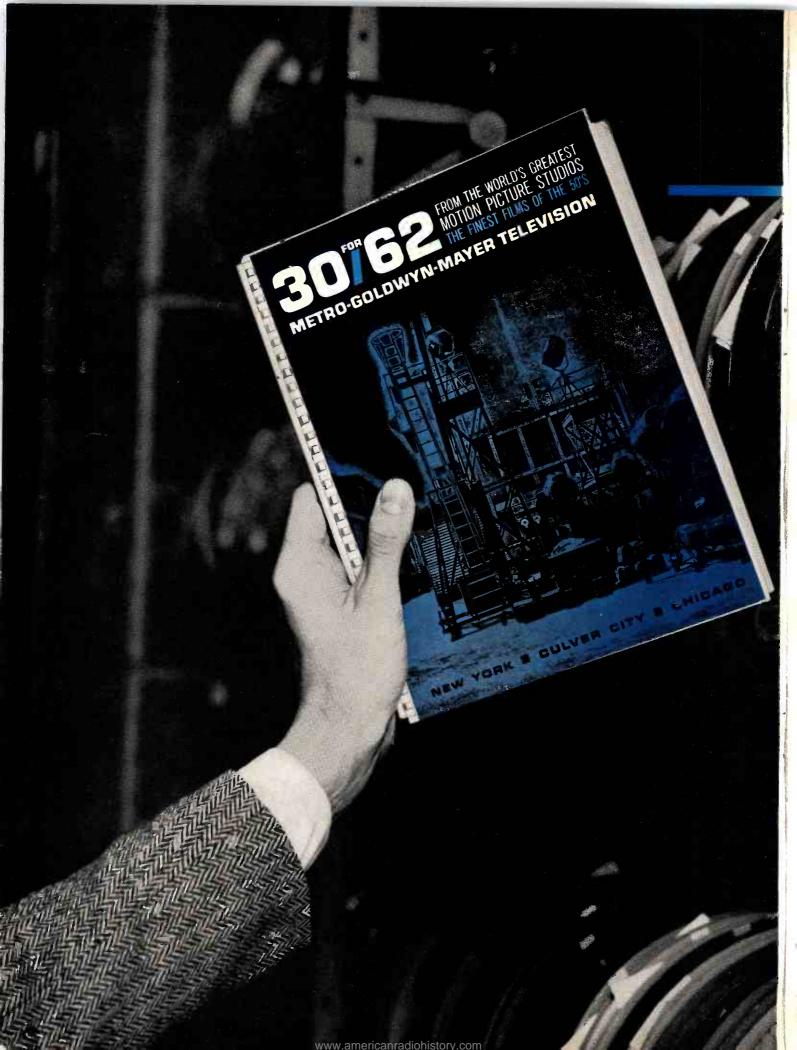
When asked if he thought his boss had the creative ability to handle his job, Self said, "Pete is creative. He's creative in matters of taste. He instinctively knows what will go and what will be a good device to use. He's a good editor who usually shows good judgment."

His talent for creativity is just about the only Levathes talent that is ever questioned. It has been rumored that Fox would place an experienced film maker at Levathes' side in a position akin to Bill Self's one with the TV subsidiary. But so far Levathes is firmly in command of the situation; so firmly, in fact, that recent industry stories have him replacing Spyros Skouras as boss of the entire Fox organization.

A veteran Hollywood observer thinks there is a substantial amount of truth to the story, but he points out that everything depends on how well "Cleopatra" does at the box office.

"'Cleopatra' can do for Fox what 'Ben Hur' did for MGM." (Since its release in 1959, the Biblical film has grossed over \$40 million in film rentals, and has completely revitalized MGM's operations.)

The industry pro also has a final prediction to make about Levathes: "How far Pete goes depends on the Skouras administration," he says. "If Skouras sinks, Pete goes down with him. If Skouras manages to hang on for awhile, expect to see Pete eventually take over."





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ABOVE AND BEYOND Robert Taylor, Eleanor Parker

ACROSS THE WIDE MISSOURI Clark Gable, Ricardo Montalban

ALL THE BROTHERS WERE VALIANT Robert Taylor, Stewart Granger, Ann Blyth

BANNERLINE Keefe Brasselle, Sally Forrest

BHOWANI JUNCTION Ava Gardner, Stewart Granger

BORDER INCIDENT Ricardo Montalban, George Murphy

CAUSE FOR ALARM Loretta Young, Barry Sullivan

CONSPIRATOR Robert Taylor, Elizabeth Taylor

CRISIS Cary Grant, Jose Ferrer, Paula Raymond

THE DOCTOR AND THE GIRL Glenn Ford, Gloria DeHaven, Janet Leigh

DON'T GO NEAR THE WATER Glenn Ford, Gia Scala, Earl Holliman, Anne Francis

FORBIDDEN PLANET Walter Pidgeon, Anne Francis

THE GIRL IN WHITE June Allyson, Gary Merrill, Arthur Kennedy

HER TWELVE MEN Greer Garson, Robert Ryan

INVITATION Van Johnson, Dorothy McGuire

IT'S A BIG COUNTRY Van Johnson, Gene Kelly, Gary Cooper, Janet Leigh

THE LAST TIME I SAW PARIS Elizabeth Taylor, Van Johnson, Donna Reed

MADAME BOVARY Jennifer Jones, James Mason, Van Heflin, Louis Jourdan

MOGAMBO Clark Gable, Ava Gardner, Grace Kelly

MOONFLEET Stewart Granger, George Sanders

THE OUTRIDERS Joel McCrea, Arlene Dahl

PAGAN LOVE SONG Esther Williams, Howard Keel

PLEASE BELIEVE ME Deborah Kerr, Robert Walker, Peter Lawford

RIGHT CROSS June Allyson, Dick Powell

ROGUE COP Robert Taylor, Janet Leigh

SCARAMOUCHE Stewart Granger, Eleanor Parker, Janet Leigh

SCENE OF THE CRIME Van Johnson, Arlene Dahl, Gloria DeHaven

SMALL TOWN GIRL Jane Powell, Farley Granger

SUMMER STOCK Judy Garland, Gene Kelly

TENSION Richard Basehart, Audrey Totter

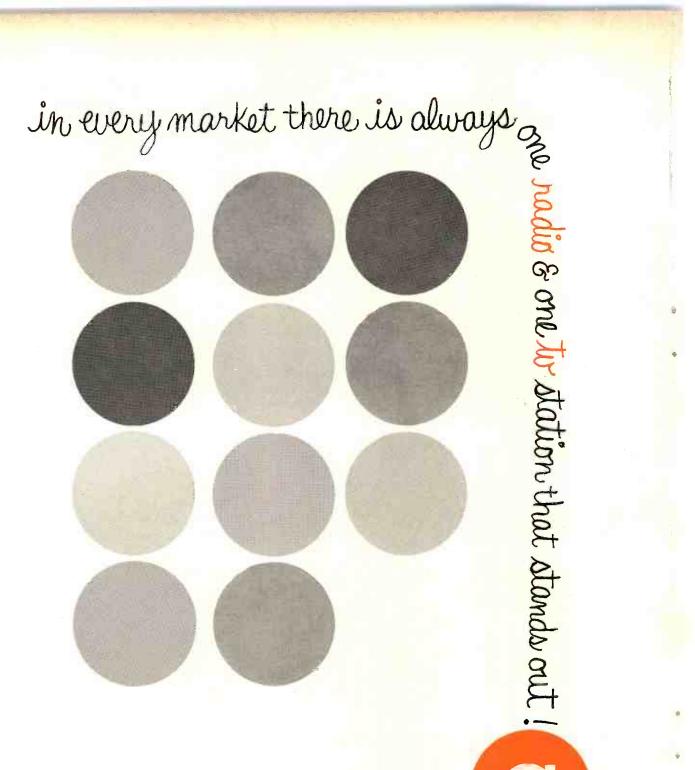
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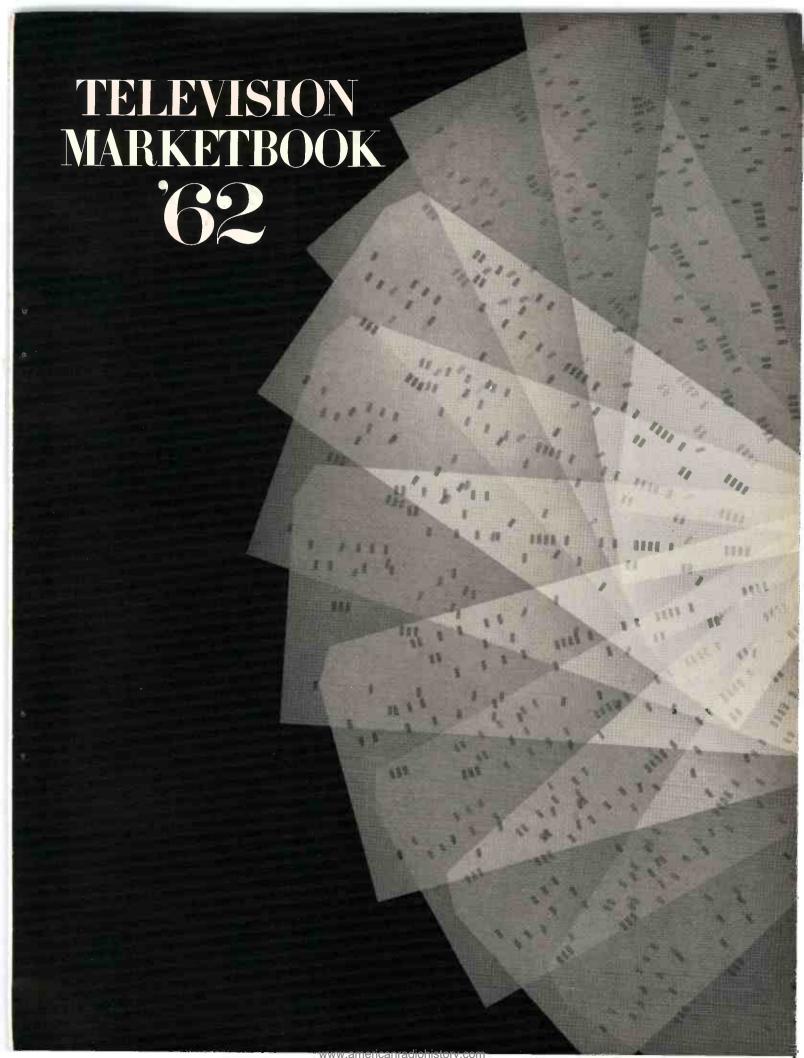
IN DENVER IT'S ... AND **KBTR**_{ADIO} **KBTV**

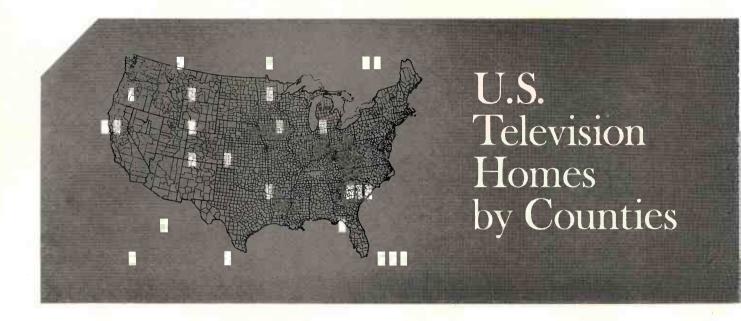


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DENVER'S FAMILY STATIONS John C. Mullins Joe Herold Vice President and General Manager Represented by

Peters, Griffin & Woodward-TV H-R Representatives Inc.—Radio





As of February 1962

A totals specially updated to February 1962.

Estimates of TV homes are updated to February 1962 by Television Magazine.

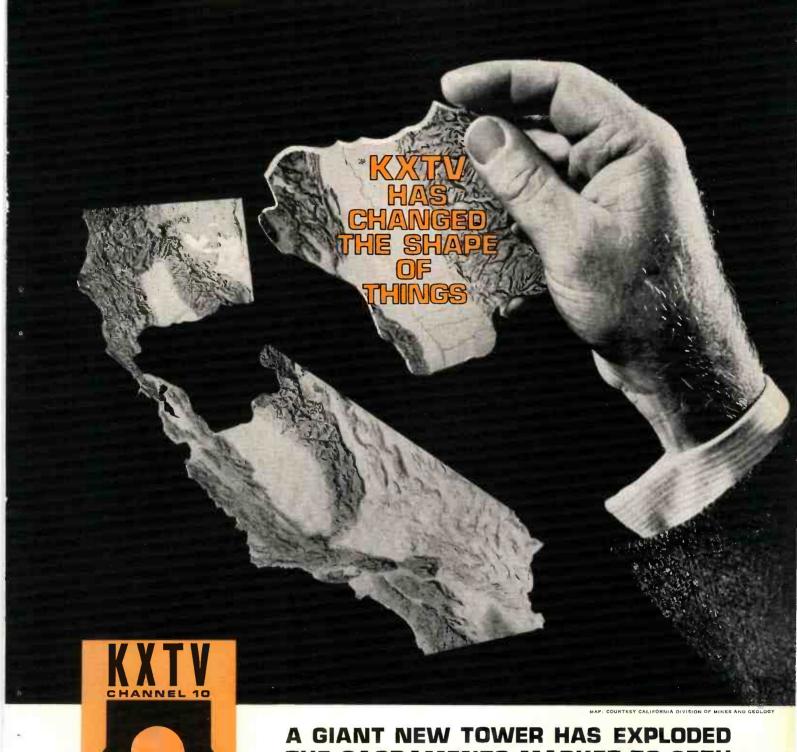
For the 1962 Marketbook, Television Magazine has continued to adjust its television penetration estimates by

the Advertising Research Foundation study of May 1961, and has also projected total households using the April 1960 Census as the base.

For a more detailed explanation of how coverage is defined, turn to the introduction to the Television Homes report on page 124.

| | | Total ouseholds Feb. '62 | | | Total louseholds Feb. '62 | | | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | TV Homes H Feb. '62 | Total louseholds Feb. '62 |
|--|--|--|---|---|--|--|--|--|---|--|--|--|--|--|
| ALABAMA Autauga Baldwin Barbour Bibb Blount Bullock Butler Calhoun Chambers Cherokee Chilton Choctaw Clarke Clay Cleburne Coffee Colbert Conecuth Coosa Covington Crenshaw Cullman Date | 3,700 9,700 4,700 2,500 4,900 2,200 4,700 21,000 5,900 3,500 5,200 3,400 4,600 2,400 1,900 6,000 9,800 3,000 1,800 7,400 2,800 9,100 5,700 | 4,800 13,200 6,500 3,700 6,400 26,100 10,500 4,300 7,200 4,300 2,900 8,400 12,900 4,600 12,900 4,600 12,900 4,600 12,900 4,500 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 12,900 8,400 8 | DeKalb Elmore Escambia Etowah Fayette Franklin Geneva Greene Hale Henry Houston Jackson Lamar Lauderdale Lawrence Lee Limestone Lowndes Macon Madison Marengo Marion Marshall | 9,000 5,600 6,700 21,300 3,100 4,200 4,300 2,700 2,900 11,300 6,900 2,700 13,400 4,100 9,500 2,200 4,300 25,100 4,500 10,800 | 11,800 8,000 8,800 27,600 6,200 6,300 3,200 14,400 9,600 17,300 6,200 12,600 9,600 3,400 6,100 32,000 6,700 6,300 13,600 | Monroe Montgomery Morgan Perry Pickens Pike Randolph Russell Saint Clair Shelby Sumter Talladega Tallapoosa Tuscaloosa Walker Washington Wilcox Winston Total ARIZONA | 4,000 37,500 12,800 2,600 3,900 5,000 4,000 9,100 6,300 3,000 13,800 20,600 11,800 2,500 2,800 3,000 689,700 | 5,600 46,600 17,300 4,100 5,600 6,900 5,500 11,800 8,500 4,700 17,000 28,000 15,100 3,500 4,200 4,200 4,200 892,000 | Coconino Gila Graham Greenlee Maricopa Mohave Navajo Pima Santa Cruz Yavapai Yuma Total ARKANSAS Arkansas Ashley Baxter Benton Boone Bradley Calhoun | 8,800 5,900 2,700 2,700 1,800 6,500 73,800 13,000 2,200 7,200 10,700 331,100 5,500 5,300 2,400 8,500 4,300 3,000 3,000 | 10,900 7,300 3,700 3,700 201,300 2,500 8,800 81,100 2,900 9,700 13,000 382,800 6,800 6,700 3,300 11,900 5,300 4,100 | Chicot Clark Clay Cleburne Cleveland Columbia Conway Craighead Crawford Crittenden Cross Dallas Desha Drew Faulkner Franklin Fulton Garland Grant Greene Hempstead Hot Spring Howard | 4,200 4,900 4,900 2,100 6,600 3,400 11,000 4,800 9,000 3,900 2,200 1,900 1,900 13,400 1,900 5,800 4,500 4,700 2,500 4,900 | 5,300 6,000 6,400 2,800 7,800 4,500 13,600 11,800 5,100 3,000 4,100 6,900 3,200 2,100 16,500 2,500 7,600 6,100 6,400 3,300 6,400 |
| Dallas | 11,000 | 14,500 | Mobile | 70,100 | 84,700 | Cochise | 12,400 | 15,900 | Carroll | 2,800 | 3,900 | izard | 1,500 | 2,100 |

TV homes and total households, (1) TELEVISION MAGAZINE; further reproduction not licensed.



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H. R. TELEVISION, INC.

SACRAMENTO

REACH FURTHER WITH KXTV

A CORINTHIAN STATION

*Source: C. R. Smith, Research Consultant.

| | | Total ouseholds Feb. '62 | N.F. | TV Homes H Feb. '62 | Total louseholds Feb. '62 | | | Total ouseholds Feb. '62 | | TV Homes I Feb. '62 | Total louseholds Feb. '62 | | | Total louseholds Feb. '62 |
|----------------------------------|------------------|--------------------------------|-------------------------|---------------------------|---------------------------------|------------------------|-------------------|--------------------------------|-------------------------|---------------------------|---------------------------------|----------------------------|--------------------|---------------------------------|
| ARKANSAS- | -continued | | Monterey | 45,800 17,000 | 53,400 19,300 | Larimer Las Animas | 14,900 4,100 | 16,800 5,800 | Clay Collier | 4,700 4,300 | 5,500 5,200 | Brantley Brooks | 900 2,900 | 1,400 3,900 |
| Jackson | 4,900 | 6,400 | Napa Nevada | 5,500 | 7,400 | Lincoln | 1,200 | 1,600 | Columbia | 4,600 | 5,600 | Bryan | 1,200 | 1,500 |
| Jefferson | 18,200 | 22,700 | Orange | 221,700 | 225,600 | Logan | 5,000 | 6,000 | Dade | 299,700 | 325,100 | Bulloch | 5,500 | 6,200 |
| Johnson | 2,800 | 3,900 | Placer | 15,100 | 17,600 | Mesa | 13,200 | 15,600 | De Soto | 2,500 | 3,000 | Burke | 3,900 | 5,100 |
| Lafayette | 2,400 | 3,100 | Plumas | 3,100 | 3,800 | Mineral | 100 | 100 | Dixie | 1,000 | 1,300 | Butts | 1,700 | 2,200 |
| Lawrence | 3,400 | 5,100 | Riverside Sacramento | 91,900 152,700 | 99,100 157,700 | Moffat Montezuma | 1,500 3,000 | 2,100 4,000 | Duval Escambia | 121,300 42,000 | 133,100 48,700 | Calhoun Camden | 1,400 2,100 | 1,900 2,500 |
| Lee | 3,700 | 5,200 | San Benito | 4,000 | 4,600 | Montrose | 4,500 | 5,400 | Flagler | 1,100 | 1,300 | Candler | 1.400 | 1,800 |
| Lincoln Little River | 2,400 2,100 | 3,300 2,700 | San | 1,000 | 1,000 | Morgan | 5,700 | 6,200 | Franklin | 1,500 | 2,100 | Carroll | 8,100 | 10,200 |
| Logan | 3,300 | 4,800 | Bernarding | | 156,300 | Otero | 5,800 | 7,000 | Gadsden | 6,700 | 8,700 | Catoosa | 4,800 | 5,800 |
| Lonoke | 5,400 | 6,800 | San Diego | 308,400 | 318,700 | Ouray | 300 | 500 | Gilchrist | 600 | 800 | Charlton | 1,000 | 1,300 |
| Madison | 1,700 | 2,700 | San Francisco | 262,500 | 294,000 | Park Phillips | 400 1,200 | 600 1,400 | Glades Gulf | 600 2,400 | 800 2,800 | Chatham Chattahooch | 48,200 ee 1,000 | 53,800 1.200 |
| Marion | 1,200 | 2,000 | San Joaquin | 71,000 | 75,800 | Pitkin | 600 | 800 | Hamilton | 1,500 | 2,000 | Chattooga | 4,700 | 5,600 |
| Miller Mississippi | 7,800 14,600 | 9,600 18,300 | San Luis | , 1,000 | , 0,000 | Prowers | 2,600 | 4,000 | Hardee | 3,000 | 3,600 | Cherokee | 5,400 | 6,400 |
| Monroe | 3,100 | 4,500 | Obispo | 23,100 | 26,200 | Pueblo | 29,100 | 32,800 | Hendry | 2,000 | 2,400 | Clarke | 10,800 | 12,400 |
| Montgomery | 1,200 | 1,700 | San Mateo | 137,500 | 141,800 | Rio Blanco | 900 | 1,500 | Hernando | 3,100 | 3,600 | Clay | 800 | 1,100 |
| Nevada | 2,400 | 3,300 | Santa | 47 900 | E4 000 | Rio Grande | 1,900 | 3,000 | Highlands | 6,100 | 7,100 | Clayton | 11,200 | 12,700 |
| Newton | 1,200 | 1,600 | Barbara Santa Clara | 47,800 190,000 | 54,000 196,700 | Routt Saguache | 1,000 900 | 1,900 1,200 | Hillsborough Holmes | 116,500 2,200 | 127,500 3,100 | Clinch Cobb | 1,300 30,100 | 1,700 32,400 |
| Quachita Perry | 7,400 1,000 | 9,200 1,400 | Santa Cruz | 27,900 | 31,100 | San Juan | 100 | 200 | Indian River | 7,400 | 8,800 | Coffee | 4,400 | 5,600 |
| Perry Phillips | 8,700 | 1,400 11,800 | Shasta | 16,600 | 18,900 | San Miguel | 700 | 900 | Jackson | 7,600 | 9,700 | Colquitt | 7,200 | 9,100 |
| Pike | 1,800 | 2,500 | Sierra | 600 | 700 | Sedgwick | 1,100 | 1,300 | Jefferson | 1,900 | 2,400 | Columbia | 2,900 | 3,400 |
| Poinsett | 6,100 | 8,000 | Siskiyou | 9,200 | 10,900 | Summit | 500 | 600 | Lafayette | 600 | 800 | Cook | 2,300 | 3,200 |
| Polk | 2,900 | 3,900 | Solano Sonoma | 37,200 42,400 | 39,000 48,300 | Teller Washington | 600 1,500 | 800 1,900 | Lake | 16,400 | 19,000 | Coweta | 6,900 | 7,900 |
| Pope | 4,600 | 6,300 | Stanislaus | 42,400 | 48,600 | Weld | 18,600 | 21,300 | Lee Leon | 16,900 16,300 | 19,000 19,900 | Crawford Crisp | 1,000 3,900 | 1,300 5,000 |
| Prairie Pulaski | 2,200 61,600 | 3,000 72,800 | Sutter | 8,200 | 10,100 | Yuma | 2,100 | 2,800 | Levy | 2,200 | 3,100 | Dade | 1,500 | 2,200 |
| Randolph | 2,700 | 3,800 | Tehama | 6,800 | 8,100 | Total | 471,100 | 544,000 | Liberty | 600 | 800 | Dawson | 700 | 900 |
| St. Francis | 6,100 | 8,200 | Trinity | 2,500 | 3,200 | | | | Madison | 3,000 | 3,700 | Decatur | 5,400 | 6,500 |
| Saline | 6,200 | 7,400 | Tulare | 42,700 | 48,900 | | | | Manatee | 24,300 | 26,200 | De Kalb | 70,400 | 76,600 |
| Scott | 1,600 | 2,300 | Tuolumne Ventura | 4,200 52,000 | 5,000 56,800 | | | | Marion Martin | 13,500 5,300 | 15,600 6,000 | .Dodge Dooly | 3,300 | 4,400 |
| Searcy | 1,700 | 2,400 | Yolo | 17,400 | 20,300 | CONNECTICU | T | | Monroe | 13,200 | 14,400 | Dougherty | 2,200 18,000 | 2,900 20,600 |
| Sebastian Sevier | 17,800 2,600 | 21,100 3,200 | Yuba | 9,100 | 10,000 | | | | Nassau | 4,000 | 4,700 | Douglas | 3,900 | 4,500 |
| Sharp | 1,400 | 2,000 | Total | 4,826,400 | 5,134,000 | Fairfield | 189,600 | 198,000 | Okaloosa | 15,200 | 17,300 | Early | 2,600 | 3,400 |
| Stone | 1,300 | 1,800 | | | | Hartford Litchfield | 198,800 33,800 | 209,800 36,900 | Okeechobee | 1,500 | 1,800 | Echols | 300 | 400 |
| Union | 12,400 | 15,000 | | | | Middlesex | 23,600 | 26,000 | Orange | 79,000 | 85,200 | Effingham | 2,000 | 2,500 |
| Van Buren | 1,700 | 2,300 | | | | New Haven | 192,900 | 201,800 | Osceola Palm Beach | 6,200 72,000 | 7,000 80,600 | Elbert Emanuel | 4,000 3,700 | 4,900 4,800 |
| Washington White | 12,600 7,400 | 17,300 9,900 | | | | New London | 51,500 | 53,800 | Pasco | 10,700 | 12,900 | Evans | 1,600 | 1,800 |
| Woodruff | 3,200 | 3,800 | COLORADO | | | Tolland | 16,400 | 18,400 | Pinellas | 140,200 | 153,500 | Fannin | 2,700 | 3,700 |
| Yell | 3,100 | 3,700 | Adams | 29,700 | 34,000 | Windham | 19,000 | 21,000 | Polk | 50,700 | 59,400 | Fayette | 1,600 | 2,100 |
| Total | 411,200 | 525,400 | Alamosa | 2,200 | 2,800 | Total | 725,900 | 766,000 | Putnam | 8,100 | 9,500 | Floyd | 17,300 | 19,800 |
| | ,= | , | Arapahoe | 30,800 | 33,000 | | | | St. John's St. Lucie | 8,100 11,100 | 9,200 12,700 | Forsyth Franklin | 2,600 3,000 | 3,300 |
| | | | Archuleta Baca | 500 1,300 | 700 1,900 | | | | Santa Rosa | 6,400 | 7,800 | Fulton | 151,700 | 3,700 165,700 |
| | | | Bent | 1,400 | 2,000. | | | | Sarasota | 28,600 | 30,400 | Gilmer | 1,700 | 2,400 |
| CALIFORNIA | | | Boulder | 20,900 | 22,900 | DELAWARE | | | Seminole | 15,300 | 16,700 | Glascock | 500 | 700 |
| | | | Chaffee | 2,100 | 2,600 | Kent | 17,500 | 18,700 | Sumter | 2,800 | 3,500 | Glynn | 10,000 | 11,900 |
| Alameda | 273,900 | 299,200 | Cheyenne | 500 | 800 | New Castle | 87,000 | 90,600 | Suwannee | 3,400 | 4,200 | Gordon | 4,500 | 5,500 |
| Alpine Amador | 100 2,700 | 100 3,100 | Clear Creek | 800 | 1,000 2,000 | Sussex | 19,000 | 22,200 | Taylor Union | 3,000 900 | 3,700 1,100 | Grady Greene | 3,800 2,100 | 4,700 2,800 |
| Butte | 24,200 | 27,700 | Conejos Costilla | 1,600 700 | 1,000 | Total | 123,500 | 131,600 | Volusia | 41,800 | 47,100 | Gwinnett | 10,800 | 12,000 |
| Calaveras | 2,900 | 3,400 | Crowley | 900 | 1,100 | | | | Wakulla | 1,100 | 1,400 | Habersham | 3,800 | 4,800 |
| Colusa | 3,400 | 3,900 | Custer | 200 | 400 | | | | Walton | 3,500 | 4,500 | Hali | 11,800 | 13,900 |
| Contra Costa | | 120,500 | Delta | 3,700 | 5,100 | | | | Washington | 2,100 | 3,100 | Hancock | 1,700 | 2,200 |
| Del Norte | 4,800 | 5,500 | Denver | 152,200 | 168,000 | DISTRICT OF | COLUMBIA | | Total | 1,480,900 | 1,642,800 | Haralson Harris | 3,600 1,900 | 4,200 2,700 |
| Eldorado Fresno | 8,500 101,900 | 10,100 108,700 | Dolores Douglas | 400 1,300 | 600 1,400 | Dist of Cal | 226 500 | 253,800 | | | | Hart | 3,200 | 4,100 |
| Glenn | 4,800 | 5,300 | Eagle | 700 | 1,300 | Dist. of Col. | | | | | | Heard | 1,000 | 1,400 |
| Humboldt. | 28,400 | 32,300 | Elbert | 900 | 1,100 | Total | 226,500 | 253,800 | | | | Henry | 3,700 | 4,400 |
| Imperial | 15,100 | 18,600 | El Paso | 39,500 | 44,000 | | | | GEORGIA | | | Houston | 9,600 | 10,500 |
| Inyo | 3,100 | 4,000 | Fremont | 5,100 | 6,200 | | | | Annling | 2 200 | 2 200 | Irwin | 1,700 | 2,300 |
| Kern Kings | 83,400 12,100 | 87,100 14,300 | Garfield Gilpin | 2,700 200 | 3,900 200 | F1 0012 * | | | Appling Atkinson | 2,200 90 0 | 3,200 1,500 | Jackson | 4,000 | 5,100 |
| Lake | 4,100 | 5,300 | Grand | 700 | 1,100 | FLORIDA | | | Bacon | 1,500 | 2,100 | Jasper | 1,200 | 1,600 |
| Lassen | 3,200 | 4,300 | Gunnison | 1,100 | 1,500 | Alachua | 15,600 | 19,800 | Baker. | 800 | 1,000 | Jeff Davis | 1,400 | 2,200 |
| Los Angeles 1 | | | Hinsdale | 100 | 100 | Baker | 1,400 | 1,700 | Baldwin | 4,400 | 5,600 | Jefferson | 3,300 | 4,400 |
| Madera | 10,000 | 11,700 | Huerfano | 1,600 | 2,300 | Bay | 16,100 | 18,900 | Banks | 1,300 | 1,700 | Jenkins Johnson | 1,900 | 2,400 |
| | 43,100 | 46,000 | Jackson | 400 | 500 | Bradford | 2,600 | 3,400 | Barrow | 3,300 | 4,200 | Jones | 1,500 1,600 | 2,200 2,100 |
| Marin | | | | | | | 36,800 | 38,600 | Bartow | 6,600 | 7,700 | 201103 | 1.000 | |
| Marin M <mark>aripo</mark> sa | 1,400 | 1,700 | Jefferson | 32,900 | 39,300 | Brevard | | | | | | Lamar | | 2 700 |
| Marin Mariposa Mendocino | 1,400 12,000 | 15,100 | Kiowa | 400 | 700 | Broward | 124,300 | 127,100 | Ben Hill | 2,600 | 3,900 | Lamar Lanier | 2,200 | 2,700 1.300 |
| Marin M <mark>aripo</mark> sa | 1,400 | | | | | | | | | | | Lamar Lanier Laurens | | 2,700 1,300 8,600 |

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device

It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.

POST · NEWSWEEK STATIONS

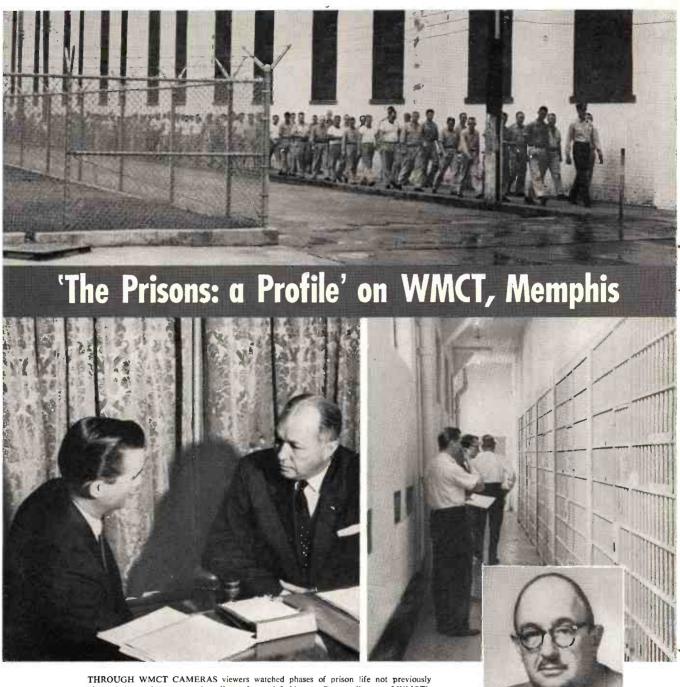
WTOP-TV, CHANNEL 9, WASHINGTON, D.C. WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA WTOP RADIO, WASHINGTON, D.C.

| | TV Homes H Feb. '62 | Total louseholds Feb. '62 | | TV Homes H Feb. '62 | Total ouseholds Feb. '62 | | TV Homes I Feb. '62 | Total louseholds Feb. '62 | | | Total ouseholds Feb. "62 | | TV Homes H Feb. '62 | Total louseholds Feb. '62 |
|----------------------|---------------------------|---------------------------------|------------------------|---------------------------|--------------------------------|-----------------------|---------------------------|---------------------------------|---------------------------|------------------|--------------------------------|-------------------------|---------------------------|---------------------------------|
| GEORGIA—c | ontinued | | Adams | 600 | 900 | Greene | 4,800 | 5,600 | Allen | 64,500 | 69,600 | Tippecanoe | 20,800 4,000 | 25,200 |
| Liberty | 2,800 | 3,500 | Bannock Bear Lake | 12,400 1,700 | 13,900 1,900 | Grundy Hamilton | 5,900 2,5 00 | 6,800 3,300 | Bartholomew Benton | 13,000 2,900 | 14,500 3,400 | Tipton Union | 1,500 | 4,900 1,900 |
| Lincoln | 1,100 | 1,400 | Benewah | 1,600 | 1,900 | Hancock | 7,000 | 7,900 | Blackford | 4,000 | 4,600 | Vanderburgh | | 50,800 |
| Long | 700 | 900 | Bingham | 6,200 | 7,100 | Hardin | 1,400 | 1,800 | Boone | 7,800 | 8,600 | Vermillion | 5,100 | 6,000 |
| Lowndes | 11,100 | 13,400 | Blaine | 1,100 | 1,300 | Henderson | 2,200 | 2,500 | Brown | 1,500 | 2,000 | Vigo | 32,700 | 34,400 |
| Lumpkin | 1,300 2,700 | 1,800 3,300 | Boise | 400 | 500 | Henry | 13,700 | 15,700 | Carroll | 4,500 | 5,200 | Wabash | 8,800 | 9,900 |
| McDuffie McIntosh | 1,200 | 1,600 | Bonner | 3,900 11,800 | 4,800 | troquois Jackson | 9,000 10,600 | 10,500 12,700 | Cass Clark | 10,000 16,500 | 12,400 18,100 | Warren Warrick | 2,10 0 5,900 | 2,5 0 0 6 ,900 |
| Macon | 2,300 | 3,200 | Bonneville Boundary | 1,100 | 13,000 1,600 | Jackson Jasper | 2,70 0 | 3,500 | Clay | 6,900 | 8,100 | Washington | 4,300 | 5,300 |
| Madison | 2,200 | 3,000 | Butte | 800 | 900 | Jefferson | 8,600 | 10,600 | Clinton | 8,200 | 9,800 | Wayne | 20,000 | 22,400 |
| Marion | 1,000 | 1,300 | Camas | 200 | 200 | Jersey | 4,000 | 4,900 | Crawford | 2,000 | 2,600 | Wells | 5,500 | 6,500 |
| Meriwether | 3,700 1,300 | 5,000 1, 80 0 | Canyon | 14,800 | 17,200, | Jo Daviess | 5,600 | 6,500 | Daviess | 6,500 | 8,000 | White | 5,400 | 6,100 |
| Miller Mitchell | 3,800 | 4,900 | Caribou | 1,300 | 1,600 | Johnson | 1,700 | 2,200 | Dearborn | 7,200 | 8,400 | Whitley | 5,700 | 6,300 |
| Monroe | 2,200 | 2,600 | Cassia Clark | 3,700 | 4,300 200 | Kane Kankakee | 57,700 22,100 | 60,200 24,100 | Decatur DeKalb | 5,100 .7,700 | 6,000 8,500 | Total | 1,25 4,800 | 1,403,400 |
| Montgomery | | 1,500 | Clearwater | 2,000 | 2,500 | Kendall | 4,700 | 5,000 | Delaware | 31,300 | 33,500 | | | |
| Morgan | 2,100 | 2,600 | Custer | 600 | 800 | Knox | 16,700 | 18,900 | Dubois | 6,400 | 7,400 | | | |
| Murray | 1,900 | 2,700 | Elmore | 3,700 | 4,500 | Lake | 76,300 | 79,100 | Elkhart | 26,400 | 32,400 | IOWA | | |
| Muscogee | 38,700 | 43,600 | Franklin | 1,800 | 2,200 | La Salle | 32,200 | 34,200 | Fayette | 6,600 | 7,400 | | | |
| Newton Oconee | 4,700 1,200 | 5,600 1,600 | Fremont | 2,100 | 2,300 | Lawrence | 4,900 | 6,000 | Floyd | 14,300 | 15,500 | Adair | 3,000 | 3,600 |
| Oglethorpe | 1,400 | 1,900 | Gem Gooding | 2,400 2,300 | 2,800 2,700 | Lee Livingston | 9,20 0 9,900 | 10,500 11,800 | Fountain Franklin | 5,200 3,500 | 6,000 4,500 | Adams | 2,100 | 2,400 |
| Paulding | 2,900 | 3,600 | Idaho | 3,000 | 3,800 | Logan | 7,700 | 9,100 | Fulton | 4,200 | 5,400 | Allamakee Appanoose | 4,000 4,600 | 4,500 5,500 |
| Peach | 2,700 | 3,500 | Jefferson | 2,500 | 2,900 | McDonough | 7,700 | 9,100 | Gibson | 8,000 | 9,500 | Audubon | 3,000 | 3,300 |
| Pickens | 1,800 | 2,400 | Jerome | 2,900 | 3,300 | McHenry | 24,100 | 25,000 | Grant | 19,000 | 22,500 | Benton | 6,700 | 7,200 |
| Pierce | 2,000 | 2,500 | Kootenai | 8,200 | 9,300 | McLean | 23,300 | 26,100 | Greene | 7,600 | 8,900 | Black Hawk | 33,900 | 35,900 |
| Pike Polk | 1,400 6,500 | 1,800 7,900 | Latah | 5,200 | 6,200 | Macon | 35,800 | 37,500 | Hamilton | 11,000 | 12,100 | Boone | 7,800 | 8,400 |
| ^o ulaski | 1,800 | 2,200 | Lemhi Lewis | 1,200 1,100 | 1,700 1,300 | Macoupin Madison | 12,000 63,200 | 14,100 67,600 | Hancock Harrison | 7,200 4,300 | 8,100 5,500 | Bremer | 5,300 | 6,100 |
| Putnam | 1,500 | 1,900 | Lincoln | 900 | 1, 0 00 | Marion | 11,200 | 12,900 | Hendricks | 11,300 | 12,300 | Buchanan Buena Vista | 5,600 6 ,200 | 6,000 6,600 |
| Quitman | 400 | 500 | Madison | 2,000 | 2,300 | Marshall | 3,600 | 4,200 | Henry | 13,200 | 14,800 | Butler | 4.700 | 5,400 |
| Rabun | 1,500 | 1,900 | Minidoka | 3,400 | 3,800 | Mason | 4,200 | 5,000 | Howard | 19,300 | 21,100 | Calhoun | 4,500 | 5,000 |
| Randolph | 2,200 31,700 | 2,900 35,400 | Nez Perce | 7,400 | 8,500 | Massac | 3,800 | 4,700 | Huntington | 9,300 | 10,400 | Carroll | 5,900 | 6,600 |
| Richmond Rockdale | 2,200 | 2,700 | Oneida | 800 1,600 | 1,000 | Menard Mercer | 2,600 | 2,900 5,300 | Jackson Jasper | 8,200 4,300 | 9,300 | Cass | 5,500 | 5,900 |
| Schley | 600 | 800 | Owyhee Payette | 3,100 | 1,800 3,800 | Monroe | 4,800 4,200 | 4,600 | Jaspei | 5,400 | 5,200 7,200 | Cedar Corre Corde | 5,000 | 5,500 |
| Screven | 3,000 | 3,800 | Power | 1,000 | 1,100 | Montgomery | | 10,300 | Jefferson | 5,800 | 6,700 | Cerro Gordo Cherokee | 14,000 4,700 | 15,400 5,300 |
| Seminole | 1,400 | 1,700 | Shoshone | 5,400 | 6,300 | Morgan | 8,700 | 10,500 | Jennings | 3,700 | 4,400 | Chickasaw | 3,600 | 4,300 |
| Spaulding | 9,100 | 10,200 | Teton | 500 | 600 | Moultrie | 3,500 | 4,200 | Johnson | 11,700 | 12,700 | Clarke | 2,300 | 2,800 |
| Stephens Stewart | 4,300 1,300 | 5,100 1,800 | Twin Falls | 11,000 | 12,800 | Ogle | 10,700 | 11,800 | Knox | 11,300 | 13,400 | Clay | 5,000 | 5,700 |
| Sumter | 5,200 | 6,600 | Valley Washington | 900 2,100 | 1,100 2,600 | Peoria Perry | 54,000 5,300 | 58,500 6,400 | Kosciusko Lagrange | 11,100 3,600 | 12,600 4,700 | Clayton | 5,900 | 6,600 |
| Talbot | 1,300 | 1,700 | Total | 168,800 | 195,800 | Piatt | 4,200 | 4,600 | Lake | 135,000 | 146,900 | Clinton Crawford | 15,800 5,100 | 16,600 5,600 |
| Taliaferro | 600 | 800 | IUIAI | 100,000 | 133,000 | Pike | 5,500 | 6,800 | La Porte | 24,700 | 27,300 | Dallas | 7,000 | 7,700 |
| Tattnall | 2,700 | 3,500 | U I MOIC | | | Pope | 1,000 | 1,300 | Lawrence | 9,600 | 11,300 | Davis | 2,500 | 2,900 |
| Taylor | 1,600 | 2,100 | ILLINOIS | | | Pulaski | 2,600 | 3,300 | Madison | 35,600 | 38,500 | Decatur | 2,500 | 3,300 |
| Telfair Terrell | 2,200 | 3,100 3,200 | Adams | 19,600 | 21,700 | Putnam | 1,200 | 1,400 | Marion | 201,000 | 214,800 | Delaware | 4,500 | 5,100 |
| Thomas | 7,700 | 9,300 | Alexander | 4,300 | 5,300 | Randolph Richland | 7,300 4,100 | 8,500 5,200 | Marshall Martin | 8,400 2,200 | 9,800 2,930 | Des Moines | 12,900 | 14,300 |
| Tift | 4,700 | 6,200 | Bond | 3,600 | 4,400 | Rock Island | | 46,500 | Miami | 8,800 | 11,200 | Dickinson Dubuque | 3,500 | 3,900 |
| Toombs . | 3,400 | 4,500 | Boone Brown | 5,400 1,700 | 6,100 2,000 | St. Clair | 72,200 | 78,800 | Monroe | 14,900 | 17,000 | Emmet | 19,200 3,700 | 21,300 4,400 |
| Towns | 800 | 1,100 | Bureau | 10,500 | 12,000 | Saline | 8,100 | 9,400 | Mon <mark>tgom</mark> ery | 9,100 | 10,200 | Fayette | 7,600 | 8,500 |
| Treutlen Troup | 1,100 | 1,500 | Calhoun | 1,400 | 1,800 | Sangamon | 42,800 | 47,900 | Morgan | 8,900 | 9,900 | Floyd | 5,800 | 6,500 |
| Troup Turner | 11,500 1,800 | 13,200 2,200 | Carroll | 5,400 | 6,100 | Schuyler Scott | 2,400 | 2,900 | Newton | 3,100 | 3,500 | Franklin | 4,300 | 4,800 |
| wiggs | 1,400 | 1,800 | Cass | 4,000 | 4,700 | Scott Shelby | 1,600 6,500 | 2,000 7,500 | Noble Ohio | 7,300 1,100 | 8,400 1,300 | Fremont | 2,900 | 3,300 |
| Jnion | 1,400 | 1,700 | Champaign Christian | 30,500 | 36,900 | Stark | 2,200 | 2,500 | Orange | 4,100 | 5.100 | Greene Grundy | 4,400 4,100 | 4,700 |
| lpson | 5,700 | 6,600 | Clark | 10,700 4,700 | 11,900 5,500 | Stephenson | 12,600 | 14,500 | Owen | 2,800 | 3,600 | Guthrie | 4,100 | 4,400 4,400 |
| Walker Walker | 11,600 | 12,800 | Clay | 4,200 | 5,200 | Tazewell | 27,900 | 30,10 0 | Parke | 4,100 | 4,700 | Hamilton | 5,600 | 6,300 |
| Málton Nare | 4,500 | 5,500 | Clinton | 5,800 | 6,800 | Union | 4,200 | 5,200 | Perry | 4,000 | 4,900 | Hancock | 3,800 | 4,300 |
| vare Varren | 8,600 1,300 | 9,700 1,800 | Coles | 12,200 | 13,600 | Vermilion Wahash | 26,500 | 30,300 | Pike Porter | 3,400 | 4,200 | Hardin | 7,000 | 7,300 |
| ashington | 3,400 | 4,900 | | | 1,617,700 | Wabash Warren | 3,800 6,000 | 4,500 6,800 | Porter Posey | 15,100 5,000 | 17,100 5,800 | Harrison | 4,900 | 5,500 |
| Wayne - | 3,600 | 4,600 | Crawford Cumberland | 6,100 2,300 | 7,000 3,100 | Washington | 3,400 | 4,400 | Pulaski | 2,700 | 3,800 | Henry Howard | 5,000 3,300 | 5,500 3,700 |
| Vebster | 500 | 700 | De Kalb | 13,700 | 14,800 | Wayne | 4,600 | 6,200 | Putnam | 5,800 | 6,900 | Humboldt | 2,900 | 3,900 |
| Vheeler | 800 | 1,300 | DeWitt | 4,700 | 5,600 | White | 5,300 | 6,400 | Randolph | 8,200 | 9,100 | lda | 2,900 | 3,200 |
| Vhite Vhitfield | 1,400 | 1,800 | Douglas | 5,300 | 6,000 | Whiteside | 16,400 | 17,900 | Ripley | 4,900 | 6,000 | lowa | 4,500 | 4,900 |
| Vhitfield Vilcox | 10,000 1,600 | 11,700 2,100 | Du Page | 86,000 | 88,500 | Williamson | 50,900 | 54,700 | Rush | 5,400 | 6,100 | Jackson | 5,200 | 6,100 |
| Viikes | 2,300 | 3,000 | Edgar | 6,600 | 7,500 | Williamson | 13,000 60,600 | 15,600 | St. Joseph Scott | 65,900 | 70,600 | Jasper | 9,400 | 11,100 |
| Vilkinson | 1,900 | 2,400 | Edwards | 2,100 | 2,600 | Winnebago Woodford | 6,000 | 63,900 7,200 | Shelby | 3,400 9,600 | 4,200 10,500 | Jefferson | 4,600 | 4,900 |
| Vorth | 3,000 | 4,000 | Effingham Fayette | 5,600 5,400 | 6,800 | Total | 2,884,000 | | Spencer | 3,500 | 4,600 | Johnson Jones | 13,700 | 15,200 5,800 |
| Total | | 1,086,200 | Ford | 5,400 4,800 | 6.800 5,100 | 10101 | E,007,000 | 0,121,100 | Starke | 4,300 | 5,200 | Keokuk | 5,200 4,400 | 4,900 |
| | | | Franklin | 11,000 | 14,000 | (3)5(4) | | | Steuben | 4,700 | 5,300 | Kossuth | 6,100 | 7,100 |
| DAHO | | | Fulton | 11,900 | 13,8 00 | INDIAŅA | | | Sullivan | 6,300 | 7,300 | Lee | 12,200 | 13,300 |
| Ada | 25,800 | 29,000 | Gallatin | 2,000 | 2,400 | Adams | 6,200 | 7,000 | Switzerland | 1,900 | 2,200 | Linn | 41,100 | 42,900 |

TV homes and total households, @ TELEVISION MAGAZINE; further reproduction not licensed.

| | | Total Households Feb. '62 | | | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | TV Homes I Feb. '62 | Total Households Feb. '62 |
|----------------------|-------------------------|---------------------------------|---------------------|----------------|--------------------------------|----------------------------------|-----------------|--------------------------------|------------------------|------------------------|--------------------------------|-----------------------------|---------------------------|---------------------------------|
| Louisa | 2,900 | 3,200 | Geary | 6,300 | 7,800 | KENTUCKY | | | Madison | 6,600 | 9,400 | Lafayette | 19,500 | 22,700 |
| Lucas | 3,300 | 3,600 | Gove | 800 | 1,100 | Adair | 2,500 | 4,100 | Magoffin | 1,600 | 2,600 | Lafourche | 12,000 | 14,300 |
| Lyon Madison | 3,500 3,60 0 | 4 ,100 3 ,900 | Graham Grant | 1,300 1,100 | 1,60 0 1,400 | Allen | 2,800 | 3,800 | Marion Marshall | 3,100 4,100 | 4,000 5,200 | LaSalle Lincoln | 2,900 6,000 | 3,900 7,100 |
| Mahaska | 6,700 | 7,600 | Gray | 1,100 | 1,300 | Anderson | 2,100 | 2,600 | Martin | 1,500 | 2,200 | Livingston | 5,500 | 7,100 |
| Marion | 6,400 | 7,700 | Greeley | 300 | 600 | Ballard | 2,100 | 2,600 | Mason | 4,400 | 5,500 | Madison | 3,100 | |
| Marshall | 8,500 | 12,000 | Greenwood | 3,300 | 3,900 | Barren | 5,900 | 8,500 | Meade | 3,500 | 5,000 | Morehouse | 7,400 | 8,900 |
| Mills | 3,300 | 3,600 | Hamilton | 600 | 900 | Bath Bell | 1,600 6,200 | 2,600 8,900 | Menifee | 700 | 1,100 | Natchitoche | 6,700 | 9,300 |
| Mitchell | 3,800 | 4,100 | Harper | 2,900 | 3,200 | Boone | 5,100 | 6,100 | Mercer | 3,600 | 4,600 | Orleans | 176,600 | |
| Monona | 3,800 | 4,400 3,200 | Harvey | 6,200 | 8,000 | Bourbon | 4,100 | 5,400 | Metcalfe Monroe | 1,500 | 2,40 0 3,300 | Ouachita Diagnamina | 25,600 | |
| Monroe Montgomery | 2,800 3,900 | 4,800 | Haskell Hodgeman | 700 700 | 800 900 | Boyd | 12,600 | 15,100 | Montgomery | 2,30 0 2,900 | 3,900 | Plaquemines Pointe Coup | 4,800 4,400 | 5,600 5,500 |
| Muscatine | 10,000 | 10,900 | Jackson | 3,100 | 3,400 | Boyle | 4,900 | 5,900 | Morgan | 1,900 | 2,800 | Rapides | 25,200 | |
| O'Brien | 5,100 | 5,800 | Jefferson | 2,700 | 3,400 | Bracken | 1,700 | 2,300 | Muhlenberg | 6,300 | 8,100 | Red River | 2,100 | 2,700 |
| Osceola | 2,600 | 2,900 | Jewell | 2,000 | 2,500 | Breathitt | 1,800 | 3,500 | Nelson | 4,200 | 5,300 | Richland | 4,700 | 6,100 |
| Page | 6,000 | 6,700 | Johnson | 40,800 | 42,800 | Breckinridge Bullitt | 3,000 3,400 | 4,200 4,200 | Nicholas | 1,500 | 2,100 | Sabine | 3,400 | |
| Palo Alto | 3,700 | 4,200 | Kearny | 700 | 800 | Butler | 2,100 | 2,700 | Ohio | 3,900 | 5,300 | St. Bernard | 600 | 8,800 |
| Plymouth | 6,300 | 6,800 | Kingman | 2,600 1,100 | 3,000 | Caldwell | 3,200 | 4,100 | Oldham | 2,600 1,800 | 3,000 2,500 | St. Charles | 4,700 | |
| Pocahontas Polk | 3,700 8 0,500 | 4,200 85,200 | Kiowa Labette | 7,200 | 1,400 8,900 | Calloway | 4,800 | 6,500 | Owen Owsley | 800 | 1,400 | St. Helena St. James | 1,600 3,300 | |
| Pottawattam | | 25,100 | Lane | 7,200 | 900 | Campbell | 19,600 | 25,700 | Pendleton | 2,300 | 2,900 | St. John | 3,600 | 4,300 |
| Poweshiek | 5,400 | 5,700 | Leavenworth | 10,000 | 12,400 | Carlisle | 1,400 | 1,800 | Perry | 5,200 | 8,100 | St. Landry | 16,100 | |
| Ringgold | 2,200 | 2,600 | Lincoln | 1,400 | 1,900 | Carroll | 1,900 | 2,400 | Pike | 11,600 | 16,200 | St. Martin | 5,800 | 7,100 |
| Sac | 4,600 | 5,200 | Linn | 2,200 | 2,900 | Carter | 3,900 2,400 | 5,300 3,700 | Powell | 800 | 1,700 | St. Mary | 10,400 | 12,700 |
| Scott | 32,900 | 36,000 | Logan | 700 | 1,200 | Casey Christian | 11,900 | 14,300 | Pulaski | 6,500 | 9,900 | St. Tammany | | 10,60 0 |
| Shelby | 3,200 | 4,400 | Lyon | 6,900 | 8,400 | Clark | 4,800 | 6,300 | Robertson | 500 | 700 | Tangipahoa | 13,000 | 16,100 |
| Story | 6,700 12,900 | 7,400 14,300 | McPherson Marion | 5,900 3,900 | 7,500 4,800 | Clay | 3,000 | 4,500 | Rockcastle Rowan | 2,100 2,400 | 3,300 3,200 | Tensas Terrebonne | 2,200 13,100 | 3,100 15,000 |
| Story Tama | 5,900 | 6,700 | Marshall | 4,200 | 5,200 | Clinton | 1,500 | 2,300 | Russell | 2,000 | 3,000 | Union | 3,700 | 4,900 |
| Taylor | 2,400 | 3,400 | Meade | 1,400 | 1,700 | Crittenden | 1,500 | 2,700 | Scott | 3,100 | 4,400 | Vermilion | 9,100 | 11,100 |
| Union | 4,000 | 4,600 | Miami | 5,100 | 6,000 | Cumberland | 1,400 | 2,200 | Shelby | 4,500 | 5,400 | Vernon | 3,800 | 5,300 |
| Van Buren | 2,900 | 3,200 | Mitchell | 2,400 | 2,900 | Daviess | 17,700 | 20,200 | Simpson | 2,800 | 3,500 | Washington | 9,900 | 12,300 |
| Wapello | 13,200 | 14,600 | Montgomery | 13,100 | 15,300 | Edmonson Elliott | 1,400 1,100 | 2,200 1,500 | Spencer | 1,200 | 1,500 | Webster | 9,900 | 11,700 |
| Warren | 5,500 | 6,100 | Morris | 2,000 | 2,400 | Estill | 2,000 | 3,500 | Taylor | 3,400 | 4,700 | W. Baton Rou | | |
| Washington Wayne | 5,400 2,900 | 6,000 3,400 | Morton Nemaha | 700 3,000 | 900 3,800 | Fayette | 31,100 | 39,000 | Todd Trigg | 2,600 1,900 | 3,300 2,500 | West Carrol W. Feliciana | 2,900 1,700 | 3,800 2,100 |
| Webster | 14,200 | 15,000 | Neosho | 5,700 | 6,400 | Fléming | 2,300 | 3,300 | Trimble | 1,100 | 1,400 | Winn | 3,700 | 4,700 |
| Winnebago | 2,900 | 4,000 | Ness | 1,400 | 1,700 | Floyd | 7,600 | 9,800 | Union | 3,400 | 4,200 | Total | 773,000 | |
| Winneshiek | 4,900 | 5,900 | Norton | 1,900 | 2.600 | Franklin | 7,600 | 8,800 | Warren | 11,000 | 13,400 | Тогда | 110,000 | 000,200 |
| Woodbury | 31,000 | 33,300 | 0 sage | 3,700 | 4,200 | Fulton | 2,800 900 | 3,400 1,100 | Washington | 2,200 | 2,900 | | | |
| Worth | 2,800 | 3,100 | 0sborne | 1,900 | 2,500 | Gallatin Garrard | 1,900 | 2,900 | Wayne | 2,500 | 3,800 | MAINE | | |
| Wright | 5,300 | 6,100 | Ottawa | 1,800 | 2,300 | Grant | 2,400 | 2,900 | Webster Whitley | 3,500 5,500 | 4,600 7,000 | Androscoggi | 24,800 | 26,400 |
| Total | 765,300 | 845,900 | Pawnee Phillips | 2,700 2,400 | 3,000 2,900 | Graves | 7,300 | 9,800 | Wolfe | 800 | 1,500 | Aroostook | 22,400 | |
| | | | Pottawatomi | 3,300 | 3,700 | Grayson | 3,100 | 4,500 | Woodford | 2,400 | 3,400 | Cumberland | 52,600 | 55,20 0 |
| 252110.00 | | | Pratt | 3,600 | 4,000 | Green | 2,200 | 3,300 | Total | 666,300 | 858,600 | Franklin | 4,900 | |
| KANSAS | | | Rawlins | 1,200 | 1,500 | Greenup | 5,700 | 7,800 | 70 tu | 000,000 | 000,000 | Hancock | 8,600 23,10 0 | 10,200 25,600 |
| Allen | 4,500 | 5,600 | Reno | 17,100 | 19,000 | Hancock Hardin | 1,100 10,300 | 1,500 13,500 | | | | Kennebec Knox | 7,600 | |
| Anderson | 2,300 | 2,900 | Republic | 2,700 | 3,400 | Harlan | 9,200 | 12,800 | LOUISIANA | | | Lincoln | 5,100 | |
| Atchison | 5,400 | 6,200 | Rice Riley | 3,800 9,200 | 4,500 10,900 | Harrison | 3,500 | 4,300 | A E . | 10.000 | 12 500 | 0xford | 11,100 | |
| Barber | 2,300 | 2,800 | Rooks | 2,600 | 2,900 | Hart | 2,800 | 4,100 | Acadia Allen | 10,900 4,500 | 13,500 5,500 | Penobscot | 31,200 | |
| Barton Bourbon | 8,800 4,700 | 9,900 5,700 | Rush | 1,700 | 2,000 | Henderson | 8,300 | 10,100 | Ascension | 6,100 | 7,200 | Piscataquis | 4,500 | 5,100 |
| Brown | 3,800 | 4,500 | Russell | 3,100 | 3,600 | Henry | 2,500 | 3,300 | Assumption | 3,500 | 4,400 | Sa'gadahoc Samaraat | 6,100 | |
| Butler | 9,700 | 12,000 | Saline | 14,700 | 16,600 | Hickman Honking | 1,500 8,900 | 2,100 11,700 | Avoyelles | 8,700 | 10,500 | Somerset Waldo | 9,800 5,600 | |
| Chase | 900 | 1,300 | Scott | 1,200 | 1,500 | H <mark>opkins</mark> Jackson | 1,100 | 2,700 | Beauregard | 3,800 | 5,400 | Washington | 8,500 | |
| Chautauqua | 1,700 | 2,100 | Sedgwick | 97,700 | 106,200 | Jefferson | 160,300 | 180,900 | Bienville | 3,800 | 4,700 | York | 26,500 | |
| Cherokee | 6,200. | 7,500 | Seward | 3,700 | 4,800 | Jassamine | 2,500 | 3,700 | Bossier | 11,900 | 15,700 | Total | 253,400 | |
| Cheyenne | 1,200 900 | 1,500 1,100 | Shawnee Sheridan | 40,700 900 | 44,400 1,200 | Johnson | 3,800 | 5,200 | Caddo Calcasieu | 60,300 35,400 | 67,200 40,200 | | | • |
| Clark Clay | 3,000 | 3,700 | Sherman | 1,700 | 2,100 | Kenton | 27,300 | 36,300 | Caldwell | 1,800 | 2,400 | MADVEAND | | |
| Cloud | 3,500 | 4,700 | Smith | 2,200 | 2,600 | Knott | 2,300 | 3,800 | Cameron | 1,500 | 1,800 | MARYLAND | | |
| Coffey | 2,200 | 2,900 | Stafford | 2,200 | 2,500 | Knox Larue | 4,000 2,200 | 6,300 3,000 | Catahoula | 2,200 | 3,000 | Allegany | 22,000 | 25,900 |
| Comanche | 900 | 1,100 | Stanton | 400 | 500 | Laurel | 4,400 | 6,400 | Claiborne | 4,300 | 5,700 | Anne Arunde | | |
| Cowley | 9,800 | 12,200 | Stevens | 1,100 | 1,300 | Lawrence | 2,000 | 3,200 | Concordia | 4,000 | 5,500 | Baltimore | 403,100 | |
| Crawford | 11,100 | 13,000 | Sumner | 7,100 | 8,200 | Lee | 1,100 | 1,900 | DeSoto E. Baton Rou | 5,000 ge 55 700 | 6,700 62,700 | Calvert Caroline | 3,400 5,300 | |
| Decatur Dickinson | 1,500 6,200 | 1,900 7,100 | Thomas | 2,000 | 2,200 | Leslie | 1,300 | 2,200 | East Carrol | 2,500 | 3,700 | Carroll | 13,100 | |
| Doniphan | 2,500 | 3,000 | Trego | 1,300 | 1,600 | Letcher | 4,500 | 7,200 | E. Feliciana | 2,600 | 3,500 | Cecil | 11,300 | 12,300 |
| Douglas | 10,600 | 12,600 | Wallace | 1,900 | 2,100 | Lewis | 2,400 | 3,400 | Evangeline | 6,600 | 8,800 | Charles | 7,100 | 7,900 |
| Edwards | 1,300 | 1,600 | Washington | 400 | 600 | Lincoln | 2,800 | 4,600 | Franklin | 4,600 | 6,600 | Dorchester | 7,800 | 9,100 |
| Eîk | 1,400 | 1,800 | Washington | 2,900 | 3,500 | Livingston | 1,400 | 2,200 | Grant | 3,000 | 3,800 | Frederick | 17,700 | |
| Ellis | 4,900 | 5,700 | Wichita Wilson | 500 3,600 | 700 4,400 | Logan | 4,900 | 6,300 | Iberia | 11,900 | 13,700 | Garrett | 4,300 | |
| Ellsworth | 2.100 | 2.500 | Woodson | 1,300 | 1,900 | Lyon McCracken | 1,000 14,600 | 1, 400 18,200 | lberville | 6,200 | 7,600 | Harford | 19,000 8,900 | 20,900 9,700 |
| Finney | 3,900 5,600 | 4,600 | Wyandotte | 51,300 | 56,200 | McCreary | 2,000 | 2,900 | Jackson Jefferson | 3,900 50,000 | 4,600 58,100 | Howard Kent | 4,300 | |
| Ford Franklin | 5,600 5,700 | 6,400 6,500 | Total | 591,800 | 681,300 | McLean | 1,900 | 2,800 | Jeff Davis | 6,800 | 8,100 | Montgomery | 91,100 | |
| r rankinn | 5,700 | 0,300 | ivial | 001,000 | 551,500 | mocount | 1,300 | 2,000 | Juli Davio | 0,000 | 0,100 | | 31,100 | 5. ,, 50 |

TV homes and total households. © TELEVISION MAGAZINE; further reproduction not licensed.



THROUGH WMCT CAMERAS viewers watched phases of prison life not previously pictured. At top, inmates march to dinner. Lower left, Norman Brewer, director of WMCT's news staff, discusses plans for prison improvement with Tennessee's Governor Ellington. Lower right, one of several pictures showing cell-rows and guard procedures.

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by RIAIR_TV

"Besides bringing close-ups of life in distant parts of the world, one of television's great values lies in its power to give our viewers a penetrating first-hand look at conditions in our own areas. At WMCT a fundamental goal of our operation is to stimulate community progress in every possible way. So we regularly devote our entire program personnel and facilities to the painstaking development of presentations like "The Prisons: a Profile." Of course we are pleased when such programs arouse enthusiastic comment—but comment or no, we would still feel a definite obligation to keep our cameras regularly focused on topics so vital to the area we serve."

EARL MORELAND Station Manager, WMCT

Sets new precedent behind prison walls

Prison problems are not limited to Tennessee. But in few other states have viewers had the opportunity to see prison life in the stark realism with which

life in the stark realism with which Tennesseans have seen it through the eyes of WMCT cameras.

With the cooperation of Gov. Buford Ellington, who personally appeared in the telecast, WMCT filmed 'The Prisons: a Profile' in the state penitentiary at Nashville. In several instances, WMCT showed areas never before pictured.

Throughout the South, leaders as instance claimed this unique telecast as instance.

claimed this unique telecast as instrumental in helping to improve prison conditions, and to reduce the high per-centage of prison 'alumni' who keep coming back behind bars because unable

to fit themselves into community life.

"The Prisons: a Profile" is one of a continuing series of special prime-time telecasts on WMCT, planned and produced for the specific purpose of giving viewers first-hand knowledge of situations of the state of t tions that affect the station's entire area. Other programs in the series include "Who Wears the Badge?" presenting problems and procedures of the Memphis police; and "How Green is My Valley" an in-depth survey of the modern methods that are diversifying the prosperity of southern agriculture.

To Blair-TV, penetrating communityinterest programming by great stations like WMCT is a constant source of inspiration. We are proud to serve more than a score of such stations in national

sales.

BLAIR-TV

Televisions's first exclusive national representative; serving:

W-TEN - Albany-Schenectady-Troy WFBG-TV - Altoona-Johnstown WNBF-TV — Binghamton WHDH-TV — Boston WKBW-TV — Buffalo WCPO-TV - Cincinnati WEWS — Cleveland WBNS-TV — Columbus KTVT - Dallas-Ft. Worth KOA-TV - Denver KFRE-TV - Fresno WNHC-TV - Hartford New Haven WJIM-TV - Lansing KTTV-Los Angeles WMCT - Memphis WDSU-TV - New Orleans WOW-TV — Omaha WFIL-TV — Philadelphia WIIC - Pittsburgh KGW-TV - Portland WPRO-TV - Providence KING-TV - Seattle-Tacoma KTVI - St. Louis WFLA-TV - Tampa-St. Petersburg

| | TV Homes H Feb. '62 | Total louseholds Feb. '62 | | TV Homes F Feb. '62 | Total louseholds Feb. '62 | | TV Homes H Feb. '62 | Total ouseholds Feb. '62 |
|----------------------------------|---------------------------|---------------------------------|-----------------------|---------------------------|---------------------------------|----------------------|---------------------------|--------------------------------|
| MARYLAND— | -continued | ±A | Kalkaska | 1,100 | 1,300 | Hennepin | 252,100 | 263,600 |
| | | | Kent | 101,200 | 107,100 | Houston | 4,000 | 4,600 3,000 |
| Prince George | es 93,500 | 99,500 | Keweenaw | 600 1,500 | 800 1,800 | Hubbard Isanti | 3,100 | 3,400 |
| Queen Annes | | 4,900 | Lake Lapeer | 9,500 | 10,800 | ltasca | 9,300 | 10,900 |
| St. Mary's | 7,700 | 9,100 | Leelanau | 2,100 | 2,600 | Jackson | 3,600 | 4,500 |
| Somerset | 4,500 6,000 | 5,700 6,800 | Lenawee | 19,800 | 22,100 | Kanabec | 2.100 | 2,600 |
| Talbot Washington | 23,200 | 27,500 | Livingston | 10,200 | 10,900 | Kandiyohi | 7,200 | 8,400 |
| Wicomico | 13,400 | 14,800 | Luce | 1,300 | 1,600 | Kittson | 1,800 | 2,400 |
| Worcester | 5,800 | 7,200 | Mackinac | 2,300 | 2,900 | Koochiching | | 5,000 |
| Total | 827,500 | 897,300 | Macomb | 110,600 | 113,400 5,800 | Lac Qui Par Lake | le 3,200 3,800 | 3,900 4,000 |
| | • | • | Manistee Marquette | 5,300 14,200 | 15,700 | Lake of Woo | | 1,200 |
| | | | Mason | 5,500 | 6,700 | Le Sueur | 5,100 | 5,800 |
| | | | Mecosta | 4,900 | 5,700 | Lincoln | 2,200 | 2,800 |
| MASSACHUSE | PTTS | | Menominee | 6,500 | 7,100 | Lyon | 5,300 | 6,400 |
| | | | Midland | 12,900 | 13,900 | McLeod | 6,600 1,200 | 7,200 1,600 |
| Barnstable | 21,600 | 22,500 | Missaukee | 1,400 25,400 | 1,900 28,000 | Mahnoman Marshall | 3,400 | 4,000 |
| Berkshire | 41,300 | 43,400 | Monroe Montcalm | 9,500 | 10,90 0 | Martin | 7,300 | 8,100 |
| Bristol | 119,000 1.800 | 125,000 2,000 | Montmorence | | 1.300 | Meeker | 4,800 | 5,400 |
| Dukes Essex | 157,000 | 175,700 | Muskegon | 39,200 | 42,900 | Mille Lacs | 3,600 | 4,300 |
| Essex Franklin | 15,200 | 17,000 | Newaygo | 5,900 | 7,100 | Morrison | 5,800 | 6,900 |
| Hampden | 125,300 | 131,200 | 0akland | 189,800 | | Mower | 13,200 | 13,900 |
| Hampshire | 25,900 | 27,700 | Oceana | 4,000 | 4,800 | Murray | 3,500 | 3,900 |
| Middlesex. | 340,300 | 356,400 | 0gemaw | 2,600 | 2,800 | Nicollet | 4,800 | 5,600 |
| Nantucket | 1,000 | 1,200 | Ontonagon | 2,400 | 3,100 3,900 | Nobles Norman | 5,800 2,900 | 6,600 3,400 |
| Norfolk | 140,300 | 146,600 | Osceola Oscoda | 3,400 800 | 1,000 | Olmsted | 17,200 | 18,900 |
| Plymouth | 71,000 240,200 | 74,200 252,700 | Otsego | 1,800 | 2,100 | Otter Tail | 10,100 | 13,800 |
| Suffolk Worcester | 162,300 | 174,034 | Ottawa | 26,300 | 27,800 | Pennington | 3,000 | 3,600 |
| | | 1,550,100 | Presque Isl | | | Pine | 3,900 | 4,800 |
| IUIAI | 1,402,300 | 1,000,100 | Roscommon | 2,000 | 2,400 | Pipestone | 3,600 | 4,000 |
| | | | Saginaw | 50,000 | 53,500 | Polk | 9,300 | 10,300 |
| | | | St. Clair | 28,600 | | Pope Ramsey | 3,000 121,200 | 3,500 127,000 |
| | | | St. Joseph Sanilac | 11,900 8,500 | 13,200 9,400 | Red Lake | 1,200 | 1,500 |
| MICHIGAN | | | Schoolcraft | 2,200 | 2,500 | Redwood | 4,800 | 6,300 |
| Alcona | 1,400 | 1,900 | Shiawassee | 13,700 | 15,500 | Renville | 4,900 | 6,600 |
| Alger | 2,300 | 2,600 | Tuscola | 10,400 | 11,900 | Rice | 9,200 | 9,700 |
| Allegan | 14,500 | 16,500 | Van Buren | 13,300 | | Rock | 2,900 | 3,300 |
| Alpena | 6,700 | 8,000 | Washtenaw | 45,200 | 48,200 | Roseau | 2,200 67,600 | 3,400 71,700 |
| Antrim | 2,700 2,500 | 3,100 2,900 | Wayne | 755,300 4,900 | 791,900 5,500 | St. Louis Scott | 5.000 | 5,70 |
| Arenac Baraga | 1,700 | 2,000 | Wexford Total | | 2,274,100 | Sherburne | 2,800 | 3,20 |
| Barry | 8,300 | 9,500 | IUIAI | 2,123,700 | 2,214,100 | Sibley | 3,900 | 4,50 |
| Bay | 28,400 | 30,400 | | | | Stearns | 17,300 | 19,100 |
| Benzie | 2,100 | 2,400 | | | | Steele | 6,600 | 7,400 |
| Berrien | 40,800 | 45,100 | | | | Stevens | 2,400 | 3,000 4,300 |
| Branch | 8,700 | 9,900 | MINNESOTA | | | Swift Todd | 3, 7 00 4,800 | 6,700 |
| Calhoun | 38,200 | 41,400 | Aitkin | 3,000 | 3,700 | Traverse | 1,800 | 2,100 |
| Cass Charlevoix | 9,300 3,500 | 10,900 3,900 | Aitkin | 2 2,000 | 22,700 | Wabasha | 4,300 | 4,800 |
| Cheboygan | 3,500 | 4,100 | Anoka Becker | 5,600 | 6,700 | Wadena | 2,200 | 3,400 |
| Chippewa | 7,900 | 9,000 | Beltrami | 3,900 | | Waseca | 3,900 | 4,700 |
| Clare | 3,100 | 3,500 | Benton | 3,400 | 4,400 | Washington | 12,700 | 14,000 |
| Clinton | 9,500 | 10,400 | Big Stone | 2,300 | | Watonwan | 3,500 | 4,20 |
| Crawford | 1,200 | 1,400 | Blue Earth | 11,400 | | Wilkin Winona | 2,300 10, 1 00 | 2,800 11,800 |
| Delta | 8,900 | 9,900 | Brown | 5,900 | 8,000 | Winona Wright | 7,300 | 8,30 |
| Dickinson Eaton | 6,700 13,300 | 7,400 14,300 | Carlton Carver | 6,900 5,300 | 7,600 5,800 | Yellow Medi | | 4,60 |
| Emmet | 3,900 | 4,600 | Cass | 3,000 | | Total | | 1,003,000 |
| Genesee | 101,600 | 107,200 | Chippewa | 4,200 | | | , | |
| Gladwin | 2,700 | 3,100 | Chisago | 3,700 | | | | |
| Gogebic | 7,100 | 7,800 | Clay | 9,600 | | | | |
| Grand Trave | | 9,100 | Clearwater | 1,600 | | | | |
| Gratiot | 9,100 | 10,500 10,300 | Cook Cottonwood | 800 3,700 | 1,000 4,800 | MISSISSIPPI | | |
| Hillsdale Houghton | 9,100 9,700 | 10,300 | Crow Wing | 7,400 | 9,700 | Adams | 8,300 | 10,200 |
| Huron | 8,000 | 9,500 | Dakota | 19,800 | 21,200 | Alcorn | 5,900 | 7,400 |
| Ingham | 57,300 | 61,300 | Dodge | 3,400 | 3,700 | Amite | 3,300 | 3,80 |
| lonia | 10,400 | 11,500 | Douglas | 5,100 | 6,300 | Attala | 4,800 | 5,70 |
| losco | 4,500 | 4,900 | Faribault | 6,000 | | Benton | 1,400 | 1,800 |
| Iron | 4,700 | 5,300 | Fillmore | 6,100 | 7,100 | Bolivar | 9,400 | 13,300 |
| to a ball of | 7,400 | 8,800 | Freborn | 10,100 | | Calhoun | 3,400 | 4,300 2,700 |
| Isabella | AP 400 | | | | | | | |
| Isabelia Jackson Kalamazoo | 35,100 46,300 | 37,900 48,900 | Goodhue Grant | 8,800 2,100 | 9,900 2,600 | Carroll Chickasaw | 1,900 3,400 | 4,500 |

TV homes and total households. © TELEVISION MAGAZINE; further reproduction not licensed:

| | TV Homes Ho Feb. '62 | | | TV Homes H Feb. '62 | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | | Total louseholds Feb. '62 | | TV Homes Ho Feb. '62 | Total ouseholds Feb. '62' |
|------------------------|----------------------------|-----------------|----------------------------|---------------------------|--------------------------------|-------------------|----------------|--------------------------------|----------------------|------------------|---------------------------------|--------------------|----------------------------|---------------------------------|
| MISSISSIPPI- | —continue | d | Perry | 1,900 | 2,200 | Caroll | 3,900 | 4,700 | St. François | 9,600 | 11,000 | Teton | 1,700 | 2,100 |
| Chastau | 1 600 | 2 200 | Pike | 8,000 4,100 | 9,600 4,900 | Carter Cass | 900 7,800 | 1,200 9,100 | St. Louis | 435,500 2,800 | 465,100 3,300 | Toole Treasure | 1,800 200 | 2,20 0 300 |
| Choctaw Claiborne | 1,600 2,000 | 2,300 2,600 | Pontotoc Prentiss | 4,100 | 5,100 | Cedar | 2,400 | 3,300 | Saline | 6,600 | 8,000 | Valley | 3,600 | 4,700 |
| Clarke | 3,600 | 4,400 | Quitman | 3,800 | 4,900 | Chariton | 3,400 | 4,300 | Schuyler | 1,400 | 1,700 | Wheatland | 700 | 900 |
| Clay | 3,800 | 5,000 | Rankin | 6,600 | 7,700 | Christian | 3,200 | 3,900 | Scotland | 1,900 | 2,200 | Wibaux | 300 | 400 |
| Coahoma | 9,800 | 11,900 | Scott | 4,500 | 5,400 | Clark | 2,300 | 2,800 | Scott | 8,100 | 9,600 | Yellowstone | 21,900 | 24,400 |
| Copiah | 6,100 | 7,100 | Sharkey | 2,000 | 2,500 | Clay | 25,200 | 26,800 | Shannon | 1,000 | 2,100 | Total | 166.800 | 204,300 |
| Covington | 2,900 | 3,500 | Simpson | 4,400 | 5,100 | Clinton | 3,500 | 3,900 | Shelby | 2,600 | 3,200 | | , | |
| De Soto | 4,600 | 5,500 | Smith | 3,100 | 3,700 | Cole | 10,500 | 11,500 | Stoddard | 6,800 | 8,700 | | | |
| Forrest | 13,200 | 14,800 | Stone | 1,400 | 1,800 | Cooper | 4,100 | 4,900 | Stone | 1,900 | 2,600 | | | |
| Franklin | 2,000 | 2,500 | Sunflower | 8,400 | 10,300 | Crawford | 3,000 | 4,100 | Sullivan | 2,400 | 3,100 | NEBRASKA | | |
| George | 2,400 | 2,800 | Tallahatchi | 4,700 | 5,800 | Dade | 1,900 | 2,600 | Taney | 2,400 | 3,300 | A Louis | 7.000 | 0.000 |
| Greene | 1,500 | 2,000 | Tate | 3,800 | 4,200 4,100 | Dallas Daviess | 2,400 2,300 | 3,200 3,400 | Texas | 3,800 5,100 | 5,500 | Adams | 7,900 2,400 | 8,900 3,100 |
| Grenada | 4,000 3,200 | 5,000 3,900 | Tippah Tishomingo | 3,200 2,900 | 4,100 | Daviess | 2,300 | 2,400 | Vernon Warren | 2,100 | 6,500 2,600 | Antelope Arthur | 2,400 100 | 200 |
| Hancock | 27,900 | 31,700 | Tunica | 3,400 | 4,000 | Dent | 2,200 | 3,400 | Washington | 2,900 | 3,900 | Banner | 200 | 300 |
| Harrison Hinds | 46,700 | 51,400 | Union | 4,400 | 5,300 | Douglas | 2,200 | 2,900 | Wayne | 2,500 | 2,700 | Blaine | 200 | 300 |
| Holmes | 5 ,300 | 6,700 | Walthail | 2,700 | 3,300 | Dunklin | 9,100 | 11,600 | Webster | 3,300 | 4,400 | Boone | 2,200 | 2,700 |
| Humphreys | 3,700 | 4,500 | Warren | 10,300 | 12,300 | Franklin | 10,600 | 13,600 | Worth | 1,100 | 1,300 | Box Butte | 2,900 | 3,500 |
| Issaguena | 700 | 800 | Washington | 15,700 | 20,400 | Gasconade | 3,300 | 4,000 | Wright | 3,100 | 4,600 | Boyd | 1,000 | 1,300 |
| ltawamba | 3,300 | 4,200 | Wayne | 3,400 | 4,100 | Gentry | 2,700 | 3,200 | | | 1,385,800 | Brown | 1.000 | 1,400 |
| Jackson | 13,700 | 15,200 | Webster | 2,200 | 2,900 | Greene | 37,800 | 41,700 | | , | .,000,000 | Buffalo | 6,700 | 8,000 |
| Jasper | 3,500 | 4,100 | Wilkinson | 2,700 | 3,200 | Grundy | 3,700 | 4,400 | | | | Burt | 3,000 | 3,300 |
| Jefferson | 1,900 | 2,500 | Winston | 4,300 | 4,900 | Harrison | 3,300 | 4,100 | | | | Butler | 2,800 | 3,200 |
| Jeff Davis | 2,700 | 3,300 | Yalobusha | 2,300 | 3,300 | Henry | 5,400 | 6,700 | | | | Cass | 4,900 | 5,400 |
| Jones | 13,600 | 15,900 | Yazoo | 6,700 | 8,000 | Hickory | 1,000 | 1,500 | MONTANA | | | Cedar | 3,100 | 3,500 |
| Kemper | 2,400 | 2,900 | Total | 478,100 | 571,400 | Holt | 2,400 | 2,700 | Beaverhead | 1,700 | 2,300 | Chase | 1,200 | 1,400 |
| Lafayette | 4,100 | 5,100 | | | | Hoŵard | 2,800 | 3,400 7,000 | Big Horn | 1,700 | 2,500 | Cherry | 1,900 | 2,400 |
| Lamar | 3,100 17,000 | 3,700 19,300 | MISSOURI | | | Howell Iron | 4,300 1,700 | 2,400 | Blaine | 1,500 | 2,200 | Cheyenne | 3,800 | 4,300 2,800 |
| Läuderdale Lawrence | 2,100 | 2,600 | Adair | 5,000 | 6,600 | Jackson | 195,600 | 211,600 | Broadwater | 600 | 800 | Clay Colfax | 2,500 2,900 | 3,100 |
| Leake | 3,800 | 4,800 | Andrew | 3,100 | 3,600 | Jasper | 23,500 | 27,300 | Carbon | 2,000 | 2,700 | Cuming | 2,900 | 3,600 |
| Lee | 10,000 | 11,700 | Atchison | 2,600 | 3,000 | Jefferson | 17,400 | 19,200 | Carter | 300 | 700 | Custer | 4,200 | 5,200 |
| LeFlore | 9,700 | 11,900 | Audrain | 7,400 | 8,300 | Johnson | 6,800 | 8,500 | Cascade | 20,100 | 22,600 | Dakota | 3,100 | 3,500 |
| Lincoln | 6,300 | 7,300 | Barry | 4,500 | 6,300 | Knox | 1,700 | 2,200 | Chouteau | 1,700 | 2,100 | Dawes | 2,200 | 2,900 |
| Lowndes | 10,200 | 12,100 | Barton | 2,900 | 3,900 | Laclede | 5,000 | 6,100 | Custer | 3,000 | 4,100 | Dawson | 5,400 | 6,000 |
| Madison | 6,500 | 7,500 | Bates | 4,800 | 5,600 | Lafayette | 7,100 | 8,200 | Daniels | 800 | 1,100 | Deuel | 800 | 1,000 |
| Marion | 5,300 | 6,100 | Benton | 2,500 | 3,100 | Lawrence | 6,200 | 7,700 | Dawson | 3,100 | 3,500 | Dixon | 2,100 | 2,400 |
| Marshall | 4,400 | 5,200 | Bollinger | 2,000 | 2,700 | Lewis | 3,100 | 3,500 | Deer Lodge | 4,500 | 5,000 | Dodge | 9,400 | 10,300 |
| Monroe | 7,600 | 9,300 | Boone | 13,600 | 16,100 | Lincoln | 4,000 | 4,800 | Fallon | 800 | 1,100 | Dougla s | 100,900 | 105,500 |
| Montgomery | 2,600 | 3,600 | Buchanan | 26,400 | 30,000 | Linn | 5,000 | 5,900 | Fergus | 3,100 | 4,100 | Dundy | 900 | 1,100 |
| Neshoba | 4,800 | 5,700 | Butler | 8,300 | 10,900 | Livingston | 4,300 | 5,300 | Flathead | 8,600 | 10,100 | Fillmore | 2,600 | 3,100 |
| Newton | 4,400 | 5,200 | Caldwell | 2,700 | 3,200 | McDonald | 2,900 | 3,900 | Gallatin Garfield | 6,000 | 7,800 | Franklin | 1,500 | 1,800 |
| Noxubee | 3,300 4,700 | 3,900 | Callaway | 5,500 | 6,400 | Macon Madison | 4,800 2,000 | 5,800 2,900 | Glacier | 400 2,400 | 500 | Frontier | 1,200 | 1,400 |
| Oktibbeha | 5,700 | 6,000 | Camden | 2,100 | 3,100 | Maries | 1,600 | 2,200 | Golden Valley | 200 | 3,0 0 0 300 | Furnas | 2,000 | 2,600 |
| Pänõla Pearl River | 5,200 | 7,100 6,100 | Cape Gira r deau | 11,400 | 12,900 | Marion | 8,700 | 9,900 | Granite | 700 | 900 | Gage Garden | 6,900 900 | 8,100 1,100 |
| i call Mivel | 3,200 | 0,100 | dirardead | 11,400 | 12,300 | Mercer | 1,400 | 2,000 | Hill | 4,200 | 5,200 | Garfield | 600 | 800 |
| | | | | | | Miller | 3,400 | 4,400 | Jefferson | 800 | 1,000 | Gosper | 600 | 700 |
| | | | | | | Mississippi | 4,600 | 5.700 | Judith Basin | 700 | 900 | Grant | 200 | 300 |
| | | | | | | Moniteau | 3,100 | 3,500 | Lake | 2,600 | 3,800 | Greeley | 1,100 | 1,300 |
| A | 1.1:1 | | | | | Monroe | 3,100 | 3,600 | Lewis & Clark | 7,500 | 9,000 | Hall | 10,100 | 11,300 |
| H | | IOD | al co | Me | S | Montgomery | 3,000 | 3,700 | Liberty | 500 | 700 | Hamilton | 2,500 | 2,700 |
| - | | - 411 | | h.A | 7 | Morgan | 2,600 | 3,200 | Lincoln | 2,900 | 3,600 | Harlan | 1,400 | 1,600 |
| | | | | | | New Madrid | 6,100 | 8,200 | McCone | 500 | 900 | Hayes | 400 | 500 |
| | | nt | the | | | Newton | 7,700 | 9,600 | Madison | 1,300 | 1,600 | Hitchcock | 1,300 | 1,500 |
| | | VI | FIIC | | | Nodaway | 5,700 | 6,800 | Meagher | 500 | 800 | Holf | 3,100 | 4,000 |
| | | | | | 4 | Oregon | 1,800 | 3,200 | Mineral Missoula | 600 | 800 | Hooker | 200 | 300 |

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0sage

Ozark

Perry

Pettis

Phelps

Pike

Platte

Pulaski

Putnam

Randolph

Ralls

Ray Reynolds

Ripley

St. Clair

St. Charles

Polk

Pemiscot

2,500

1,400

7,700

3,400

10,300

6,500

4,500

6,400

3,700

6,700

1,800

1,900

6,400

4,500

1,000

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13,700

2,200

3,000

2,100

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2,500

2,600 7,800

5,400 1,500 2,900

15,100

3,000

Missoula

Park

Musselshell

Petroleum

Phillips

Pondera

Powell

Prairie

Ravalli

Richland

Roosevelt

Rosebud

Sanders

Sheridan

Silver Bow

Stillwater

Powder River

10,900

1,300

3,500

1.200

1,600

1,700

3,200

2,500

2,700

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1,700

2,200 1,800 15,300

1,600

1,000

700

700

Howard

Jefferson

Johnson

Kearney

Kimball

Lancaster

McPherson

Madison

Merrick

Morrill

Nance

Nemaha

Lincoln

Logan

Loup

Knox

Keya Paha

Keith

1,600

3,300

1,600

1,800

2,200

2,000

3,200

44,300

7,200

200

100

100

6,600

2,200

1,500 1,400

2.500

400

2,100

3,900

2,000

2,000

2,400

2,300

4,000

48,400

8,900

300

300

200

7,800

2,600

2,100

1,700

2,900

50**0**

| | | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | TV Homeş F Feb. '62 | Total louseholds Feb. '62 | | | Total louseholds Feb. '62 | | | Total louseholds Feb. '62 |
|--------------|---------------|--------------------------------|--------------|---------|--------------------------------|------------|---------------------------|---------------------------------|-------------|---------|---------------------------------|------------|-------------------|---------------------------------|
| Nuckolls | 2,300 | 2,600 | Douglas | 1,100 | 1,200 | Burlington | 55, 300 | 57,300 | Hidalgo | 1,100 | 1,400 | Columbia | 13,800 | 14,500 |
| Otoe | 4,800 | 5,300 | Elko | 2,700 | 3,700 | Camden | 111,000 | 115,900 | Lea | 13,600 | 15,600 | Cortland | 11,200 | 11,900 |
| Pawnee | 1,300 | 1,700 | Esmeralda | 100 | 200 | Cape May | 14,100 | 16,200 | Lincoln | 1,900 | 2,300 | Delaware | 10,500 | 12,800 |
| Perkins | 1,000 | 1,200 | Eureka | 200 | 200 | Cumberland | | 32,000 | Los Alamos | 2,800 | 3,600 | Dutchess | 43,400 | 47,800 |
| Phelps | 2,700 | 3,100 | Humboldt | 1,500 | 1,900 | Essex | 277,200 | 291,000 | Luna | 2,200 | 2,800 | Erie | 306,600 | 320,800 |
| Pierce | 2,200 | 2,600 | Lander | 400 | 500 | Gloucester | 37,800 | 39,400 | McKinley | 5,800 | 7,800 | Essex | 8,900 | 10,000 |
| Platte | 5, 900 | 6,900 | Lincoln | 500 | 700 | Hudson | 188,900 | 198,600 | Mora | 1,000 | 1,500 | Franklin | 11,300 | 12,500 |
| Polk | 2,000 | 2,200 | Lyon | 1,800 | 1,900 | Hunterdon | 14,700 | 1 6 ,300 | Otero | 9,100 | 10,300 | Fulton | 15,300 | 16,700 |
| Redwillow | 3,500 | 4,200 | Mineral | 1,500 | 1,800 | Mercer | 74,400 | 77,800 | Quay | 2,700 | 3,600 | Genesee | 14,600 | 15,700 |
| Richardson | 3,700 | 4,600 | Nye | 1,000 | 1,500 | Middlesex | 120,200 | 124,600 | Rio Arriba | 4,100 | 5,500 | Greene | 8,800 | 9,800 |
| Rock | 500 | 800 | Ormsby | 2,200 | 2,400 | Monmouth | 92,900 | 98,800 | Roosevelt | 3,800 | 4,800 | Hamilton | 1,000 | 1,300 |
| Saline | 3,900 | 4,300 | Pershing | 900 | 1,100 | Morris | 71,700 | 74,400 | Sandoval | 2,300 | 2,900 | Herkimer | 19,200 | 20,200 |
| Sarpy | 7,400 | 8,100 | Storey | 100 | 200 | Ocean | 33,700 | 34,800 | San Juan | 12,200 | 14,500 | Jefferson | 23,800 | 26,200 |
| Saunders | 4,500 | 5,400 | Washoe | 26,600 | 29,100 | Passaic | 121,900 | 127,600 | San Miguel | 4,200 | 5,400 | Kings | 803,800 | 853,700 |
| Scotts Bluff | | 10,200 | White Pine | 2,500 | 3,000 | Salem | 16,400 | 17,200 | Santa Fe | 10,100 | 11,800 | Lewis | 5,300 | 6,200 |
| Seward | 3,100 | 4,000 | Total | 86,100 | 96,700 | Somerset | 39,600 | 41,200 | Sierra | 1,900 | 2,400 | Livingston | 10,800 | 12,000 |
| Sheridan | 2,200 | 2,600 | | | | Sussex | 14,100 | 14,700 | Socorro | 2,100 | 2,600 | Madison | 14,600 | 15,300 |
| Sherman | 1,300 | 1,600 | NEW HAMPS | HIRE | | Union | 146,400 | 152,900 | Taos | 2,400 | 3,800 | Monroe | 171,800 | 179,900 |
| Sioux | 500 | 700 | | | 0.000 | Warren | 18,500 | 19,400 | Torrance | 1,200 | 1,700 | Montgomery | 16,700 | 18,400 |
| Stanton | 1,300 | 1,700 | Belknap | 8,000 | 8,600 | Total | 1,754,900 | 1,840,400 | Union | 1,200 | 1,800 | Nassau | 353,500 | 364,900 |
| Thayer | 2,300 | 3,000 | Carroll | 4,500 | 5,000 | | | | Valencia | 8,000 | 9,700 | New York | 617,700 | 700,000 |
| Thomas | 200 | 300 | Cheshire | 11,000 | 13,300 | | | | Total | 216,700 | 259,10 0 | Niagara | 6 8,100 | 71,200 |
| Thurston | 1,700 | 2,000 | Coos | 10,200 | 10,900 | NEW MEXIC | 0 | | | | | Oneida | 73,400 | 76,900 |
| Valley | 1,700 | 2,100 | Grafton | 11,200 | 14,200 | Bernalillo | 66.100 | 74,600 | NEW YORK | | | Onondaga | 120,400 | 125,900 |
| Washington | 3,200 | 3,600 | Hillsborough | 51,300 | 54,400 | Catron | 200 | | Albany | 81,400 | 86,300 | Ontario | 18,200 | 19,500 |
| Wayne | 2,600 | 2,800 | Merrimack | 17,900 | 19,800 | Chaves | 13,900 | 800 | Allegany | 11,200 | 12.400 | Orange | 49,400 | 54,600 |
| Webster | 1,600 | 2,000 | Rockingham | 25,600 | 29,100 | Colfax | 2,600 | 3,900 | Bronx | 443,300 | 465,700 | Orleans | 9,600 | 10,100 |
| Wheeler | 200 | 300 | Strafford | 15,100 | 17,300 | Curry | 8,100 | | Broome | 61,100 | 64.000 | Oswego | 23.300 | 24,400 |
| York | 3,800 | 4,400 | Sullivan | 7,200 | 8,600 | De Baca | 600 | 9,400 800 | Cattaraugus | 21,300 | 23,700 | Otsego | 13,900 | 15,500 |
| Total | 386,300 | 437,100 | Total | 162,800 | 181,600 | Dona Ana | 12,600 | 15,200 | Cayuga | 20,100 | 21,400 | Putnam | 9,100 | 9,500 |
| NEVADA | | | NEW JERSEY | | | Eddy | 12,400 | 14,300 | Chautauqua | 41,500 | 46,000 | Queens | 565,200 40,400 | 591,300 43,300 |
| | 0.200 | 0.500 | | 40.100 | E0.000 | Grant | 3,600 | 5,100 | Chemung | 26,100 | 29,500 | Rensselaer | 58,300 | 62,400 |
| Churchill | 2,300 | 2,500 | Atlantic | 49,100 | 53,000 | Guadalupe | 1,000 | 1,400 | Chenango | 10,600 | 12,500 | Richmond | | |
| Clark | 40,000 | 44,100 | Bergen | 227,000 | 236,400 | Harding | 300 | 500 | Clinton | 16,400 | 18,100 | Rockland | 34,500 | 35,800 |

TV homes and total households, @ TELEVISION MAGAZINE; further reproduction not licensed

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

Sales begin long before sales are made, and WRGB is there at the outset in the homes and on the minds of the people who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin.

WRGB
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY



You reach more TV homes

MORE OFTEN MORE OFTEN on WBEN-TV

It takes more than radiated power to bring your sales message into the 785,171 television homes of Western New York and Northeastern Pennsylvania.

Audience loyalty, a kind of comfortable feeling people have with an old friend, is a factor, too, and WBEN-TV has generated that feeling among more than 2.5 million people on the Niagara Frontier.

Since 1948, when Buffalo television was first pioneered on Channel 4, station policy of dynamic public service programming, plus top network affiliation, has built for WBEN-TV the largest audience. Loyally, they look to Channel 4 for quality entertainment and authoritative information. In terms of sales impact, your sales message is among good loyal friends on WBEN-TV.

And that means your TV dollars count for more on Channel 4.

Get the facts from Harrington, Righter & Parsons,

WBEN-TV

The Buffalo Evening News Station



CH.

CBS in Buffalo

TV HOMES BY COUNTIES

| | | Total ouseholds Feb. '62 | | | Total louseholds Feb. '62 | | TV Homes Ho Feb. '62 I | Total useholds Feb. '62 | | | Total ouseholds Feb. '62 | | | Toţal ouseholds Feb. '62 |
|------------------------|-------------------------|--------------------------------|-------------------------|-----------------|---------------------------------|-------------------------|------------------------------|-------------------------------|----------------------|-------------------|--------------------------------|-------------------------|--------------------------|--------------------------------|
| NEW YORK- | confinued | | Jackson | 3,400 | 4,400 | Grant | 1,100 | 1,500 | Henry | 6,800 | 7,500 | Coal | 1,400 | 1,800 |
| St. Lawrence | 25,400 | 29,100 | Johnston Jones | 13,300 2,000 | 16,700 2,500 | Griggs Hettinger | 1,100 1,300 | 1,400 1,600 | Highland Hocking | 7,900 5,200 | 9,400 6,000 | Comanche Cotton | 20,900 | 23,400 2,60 0 |
| Saratoga | 24,900 | 26,100 | Leé | 5,900 | 7,200 | Kidder | 1,100 | 1,400 | Holmes | 4,400 | 5,400 | Craig | 3,700 | 4,500 |
| Schenectady | 47,200 | 49,500 | Lenoir | 11,700 | 14,000 | La Moure | 2,000 | 2,400 | Huron | 12,900 | 13,700 | Creek | 11,200 | 13,000 |
| Schoharie | 5,700 | 6,500 | Lincoln | 6,700 6,000 | 7,700 7,300 | Logan | 1,000 2,500 | 1,300 3,000 | Jackson | 7,000 | 8,500 | Custer | 5,900 3,100 | 6,700 4,100 |
| Schuyler | 3,700 | 4,400 | McDowell Macon | 3,200 | 4,100 | McHenry McIntosh | 1,400 | 1,900 | Jefferson Knox | 26,500 10,400 | 29,100 11,800 | Delaware Dewey | 1,700 | 2,100 |
| Seneca Steuben | 8,100 25,900 | 8,600 28,700 | Madison | 3,500 | 4,400 | McKenzie | 1,500 | 2,000 | Lake | 41,100 | 42,400 | Ellis | 1,200 | 1,900 |
| Suffolk | 183,400 | 186,900 | Martin | 5,600 | 6,500 | McLean | 2,900 | 3,800 | Lawrence | 14,500 | 16,000 | Garfield | 15,400 | 17,000 |
| Sullivan | 12,800 | 14,200 | Mecklenberg | 71,100 | 78,300 | Mercer | 1,400 | 1,900 | Licking | 24,900 | 27,500 | Garvin | 7,200 | 8,700 |
| Tioga | 9,700 | 10,800 | Mitchell Montgomery | 2,800 4,000 | 3,700 4,900 | Morton Mountrail | 5,000 2,000 | 5,600 2,700 | Logan Lorain | 9,800 58,400 | 10,800 60,900 | Grady Grant | 8,000 2,500 | 9,70 0 2,800 |
| Tompkins Ulster | 16.400 32,400 | 18.900 36,600 | Moore | 8,200 | 9,900 | Nelson | 1,700 | 2,000 | Lucas | 133,900 | 140,300 | Greer | 2,300 | 2,900 |
| Warren | 11,900 | 13,500 | Nash | 12,000 | 15,400 | Oliver | 500 | 600 | Madison | 6,500 | 7,100 | Harmon | 1,500 | 1,900 |
| Washington | 12,400 | 13,800 | New Hanover | | 21,100 | Pembina | 2,800 | 3,500 | Mahoning | 82,200 | 87,000 | Harper | 1,500 | 1,900 |
| Wayne | 18,400 | 19,700 | Northampton Onslow | 4,600 15,100 | 6,000 18,200 | Pierce Ramsey | 1,500 3,400 | 1,900 3,700 | Marion Medina | 16,300 16,800 | 18,000 18,500 | Haskell Hughes | 1,900 4,200 | 2,80 0 5,000 |
| Westchester Wyoming | 8,600 | 246,100 9,600 | Orange | 8,400 | 10,900 | Ransom | 1,900 | 2,400 | Meigs | 5,500 | 6,600 | Jackson | 7,100 | 8,900 |
| Yates | 4,900 | 5,600 | Pamlico | 2,000 | 2,500 | Renville | 1,000 | 1,300 | Mercer | 7,200 | 8,800 | Jefferson | 2,400 | 2,900 |
| | 4,990,400 | | Pasquotank | 6,200 | 6,900 | Richland | 4,600 | 5,200 | Miami | 20,400 | 22,600 | Johnston | 2,000 | 2,600 |
| | | | Pender Perquimans | 3,700 1,900 | 4,600 2,300 | Rolette Sargent | 1,800 1,600 | 2,400 1,800 | Monroe Montgomery | 3,800 152,700 | 4,600 157,800 | Kay Kingfisher | 14,600 3,100 | 16,700 3,500 |
| | | | Person | 5,500 | 6,600 | Sheridan | 900 | 1,100 | Morgan | 3,200 | 3,800 | Kiowa | 4,100 | 5,000 |
| | | | Pitt | 14,500 | 17,200 | Sioux | 500 | 700 | Morrow | 4,600 | 5,600 | Latimer | 1,600 | 2,300 |
| | | | Polk | 2,500 | 3,400 | Slope | 300 | 400 | Muskingum | 21,100 | 23,900 | Le Flore | 7,000 | 9,200 |
| NORTH CARO | DLINA | | Randolph Richmond | 15,000 8,800 | 17,700 10,400 | Stark Steele | 3,900 1,100 | 4.700 1,300 | Noble Ottawa | 2,900 9,900 | 3,300 10,500 | Lincoln | 5,200 5,300 | 6,200 6,100 |
| Alamance. | 22,000 | 24,300 | Robeson | 16,000 | 20,000 | Stutsman | 5,200 | 6,400 | Paulding | 3,900 | 4,900 | Logan Love | 1,500 | 1,800 |
| Alexander | 3,500 | 4,200 | Rockingham | 17,500 | 19,600 | Towner | 1,200 | 1,500 | Perry | 7,000 | 8,200 | McClain | 3,400 | 3,900 |
| Alleghany | 1,800 | 2,200 | Rowan | 21,000 | 24,000 | Traill | 2,600 | 3,000 | Pickaway | 8,300 | 9,400 | McCurtain | 5,900 | 7,700 |
| Anson Ashe | 5,100 4,300 | 6,200 5,200 | Rutherford Sampson | 10,400 9,400 | 12,600 11,900 | Walsh Ward | 4,300 11,700 | 4,700 13,300 | Pike Portage | 4,300 21,500 | 5,200 24,500 | McIntosh Major | 3,000 1,900 | 3,700 2,600 |
| Avery | 2,300 | 2, 9 00 | Scotland | 5,000 | 6,000 | Wells | 2,000 | 2,600 | Preble | 8,300 | 9,400 | Marshall | 2,000 | 2,400 |
| Beaufort | 8,100 | 9,600 | Stanly | 9,200 | 11,800 | Williams | 5,100 | 6,300 | Putnam | 6,700 | 7,500 | Mayes | 5,200 | 6,300 |
| Bertie | 4,600 | 5,700 | Stokes | 4,700 | 5,900 | Total | 147,400 | 174,500 | Richland | 31,000 | 34,900 | Murray | 3,000 | 3,500 |
| Bladen Brunswick | 5,200 4,100 | 6,700 5,000 | Surry Sw ai n | 10,600 | 13,600 | | | | Ross Sandusky | 14,800 14,900 | 17,000 | Muskogee | 15,800 3,200 | 19,300 3,500 |
| Buncombe | 32,300 | 38,700 | Transylvania | 1,500 3,700 | 2,200 4,400 | | | | Scioto | 20,600 | 16,500 25,400 | Noble Nowata | 3,000 | 3,500 |
| Burke | 11,800 | 13,600 | Tyrreli | 900 | 1,100 | | | | Seneca | 15,700 | 16,700 | Okfuskee | 2,900 | 3,600 |
| Cabarrus | 16,300 | 19,600 | Union | 8,700 | 11,700 | | | | Shelby | 8,300 | 9,600 | Oklahoma | 131,000 | 142,700 |
| Caldwell Camden | 11,600 1,200 | 13,100 | Vance | 7,100 | 8,200 | OHIO | | | Stark | 93,000 | 100,500 | Okmulgee | 10,000 | 11,900 |
| Carteret | 6,300 | 7,700 | Wake Warren | 41,100 3,700 | 46,300 4,500 | Adams | 4,400 | 6,000 | Súmmit Trumbull | 147,300 57,600 | 154,100 60,200 | Osage Ottawa | 9,000 8,000 | 10,300 9,400 |
| Caswell | 3,500 | 4,500 | Washington | 2,600 | 3,200 | Allen | 28,000 | 30,700 | Tuscarawas | 19,800 | 23,500 | Pawnee | 3,200 | 3,600 |
| Catawba | 18,700 | 20,600 | Watauga | 3,700 | 4,500 | Ashland | 10,700 | 11,900 | Union | 5,800 | 6,800 | Payne | 11,400 | 13,500 |
| Chatham | 5,900 3,400 | 7,000 4,300 | Wayne Wilkes | 17,700 9,800 | 20,500 11,800 | Ashtabula | 23,600 | 27,400 12,500 | Vanwert | 7,500 | 8,800 | Pittsburg | 8,300° 8,200 | 10,800 9,200 |
| Chowan | 2,300 | 2,900 | Wilson | 12,500 | 14,800 | Athens Auglaize | 10, 6 00 9,100 | 10,600 | Vinton Warren | 2,200 16,400 | 2,800 18,000 | Pontotoc Pottawatomi | | 13,600 |
| Clay | 1,100 | 1,400 | Yadkin | 4,800 | 6,300 | Belmont | 24,100 | 25,900 | Washington | 13,100 | 15,400 | Pushmataha | 2,000 | 2,900 |
| Cleveland | 15,300 | 17,500 | Yancey | 2,800 | 3,600 | Brown | 6,400 | 7,400 | Wayne | 18,700 | 20,700 | Roger Mills | 1,100 | 1,600 |
| Columbus Craven | 9,400 12,800 | 12,000 15,200 | Totał 1 | 1,041,200 | 1,219,800 | Butler | 54,700 | 57,100 | Williams Wood | 8,200 | 9,200 | Rogers | 5,600 7,800 | 6,600 |
| Cumberland | 30,200 | 35,000 | | | | Carroll Champaign | 4,900 7,900 | 5,800 8,800 | Wyandot | 18,100 5,500 | 20,500 6,30 0 | Seminole Sequoyah | 4,000 | 9,100 5, 10 0 |
| Currituck | 1,400 | 1.800 | | | | Clark | 37,500 | 39,300 | Total | 2,686,300 | | Stephens | 10,600 | 12,300 |
| Dare | 1,500 | 1,800 | | | | Clermont | 21,400 | 22,100 | | | | Texas | 3,000 | 4,300 |
| Davidson Davie | 19,100 3,80 0 | 22,500 4,600 | | | | Clinton | 8,000 | 8,900 | | | | Tillman | 4,000 | 4,700 |
| Duplin | 8,000 | 10,200 | NORTH DAKO | TA | | Columbiana Coshocton | 28,400 8,600 | 32,200 10,100 | | | | Tulsa Wagoner | 102,4 00 3,900 | 112,600 4,800 |
| Durham | 27,500 | 31,500 | Adams | 1,100 | 1,200 | Crawford | 13,000 | 14,500 | | | | Washington | 12,700 | 13,500 |
| Edgecombe | 12,100 | 13,100 | Barnes | 4,100 | 4,600 | Cuyahoga | 480,400 | 503,000 | | | | Washita | 4,500 | 5,300 |
| Forsyth Franklin | 50,100 5,700 | 55,200 7,100 | Benson | 1,900 | 2,500 | Darke | 11,600 | 13,800 | OKLAHOMA | | | Woods | 3,300 | 4,000 |
| Gaston | 31,800 | 35,200 | Billings Bottineau | 200 2,400 | 300 3,100 | Defiance Delaware | 7,400 9,200 | 9,000 10,200 | Adair | 2,900 | 3,700 | Woodward Total | 3,200 639,900 | 4,200 741,800 |
| Gates | 1,900 | 2,200 | Bowman | 1,000 | 1,200 | Erie | 18,400 | 20,300 | Alfalfa | 2,500 | 3,000 | iotai | 000,000 | 141,000 |
| Graham | 1,200 | 1,600 | Burke | 1,300 | 1,700 | Fairfield | 17,200 | 19,200 | Atoka | 2,300 | 3,000 | | | |
| Granville | 6,200 | 7,600 | Burleigh | 8,900 | 9,800 | Fayette | 6,700 | 7,600 | Beaver | 1,600 | 2,100 | | | |
| Greene Guilford | 2,800 65,500 | 3,600 70,600 | Cass Cavalier | 17,800 2,000 | 19,700 2,700 | Franklin Fulton | 196,400 7,100 | 204,900 8,500 | Beckham Blaine | 5,000 3,600 | 6,100 4,000 | | | |
| Halifax | 11,400 | 14,100 | Dickey | 1,900 | 2,700 | Gallia | 6,000 | 6,900 | Bryan | 6,300 | 7,900 | ODECON | | |
| Harnett | 10,400 | 12,400 | Divide | 1,100 | 1,500 | Geauga | 12,000 | 13,000 | Caddo | 7,400 | 9,000 | OREGON | | |
| Haywood | 9,500 | 11,300 | Dunn | 1,000 | 1,500 | Greene | 24,200 | 25,900 | Canadian | 6,400 | 7,500 | Baker | 4,500 | 5,600 |
| Henderson | 8,700 | 10,800 | Eddy | 1,100 | 1,300 | Guernsey | 9,300 | 11,500 | Carter | 10,500 | | Benton | 9,200 | 11,000 |
| Hertford Hoke | 4,300 2,800 | 5,400 3,400 | Emmons Foster | 1,600 1,200 | 2,000 1,500 | Hamilton Hancock | 252,100 14,900 | 267,000 16,700 | Cherokee Choctaw | 3,900 3,500 | | Clackamas Clatsop | 33,100 8,500 | |
| Hyde | 1,100 | 1,500 | Golden Valley | | | Hardin | 7,500 | 8,800 | Cimarron | 900 | | Columbia | 6,100 | |
| | 15,100 | 17,700 | Grand Forks | | | Harrison | 4,600 | 5,400 | Cleveland | 11,300 | | Coos | 13,100 | |

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ARB, November 1961

LOOK WHO'S **FIRST** IN JOHNSTOWN-ALTOONA TELEVISION. WJAC-TV

> WJAC-TV topped the Johnstown-Altoona market in share-of-audience with 58. Its peak hour share (6-10 PM Monday through Sunday) was 59. For more information on the top-ranking station in Johnstown-Altoona call Harrington, Righter & Parsons.

| | TV | Total | | TV | Total |
|-----------|------------|------------|--------------|---------------|--------------------------|
| | Homes H | louseholds | | Homes I | louseholds |
| | Feb. '62 | Feb. '62 | | Feb. '62 | Feb. '62 |
| | | | | 70.100 | 01 500 |
| OREGON- | —continued | | Lancaster | 72,100 | 81,500 |
| | | | Lawrence | 29,700 | 32,900 |
| Crook | 2,500 | 2,800 | Lebanon | 23,700 | 26,800 |
| Curry | 3,600 | 4,500 | Lehigh | 67,200 | 70,300 |
| Deschute | | 7,400 | Luzerne | 100,000 | 105,700 |
| Douglas | 17,800 | 20,200 | Lycoming | 29,500 | 33,800 |
| Gilliam | 700 | 900 | McKean | 15,000 | 16,900 |
| Grant | 1,800 | 2,400 | Mercer | 35,000 | 36,700 |
| Harney | 1,900 | 2,000 | Mifflin | 12,000 | 13,400 |
| Hood Riv | er 3,500 | 4,200 | Monroe | 11,100 | 12,200 |
| Jackson | 21,400 | 23,700 | Montgomery | 145,700 | 151,400 |
| Jefferson | 1,600 | 2,000 | Montour | 3,800 | 4,100 |
| Josephine | e 7,700 | 9,800 | Northampton | 58,500 | 61,300 |
| Klamath | 13,300 | 14,800 | Northumber- | 00.400 | 00 700 |
| Lake | 1,900 | 2,200 | land | 28,400 | 32,700 |
| Lane | 44,900 | 49,600 | Perry | 6,500 | 7,700 |
| Lincoln | 7,100 | 8,100 | Philadelphia | 587,300 | 617,400 |
| Linn | 15,800 | 17,700 | Pike | 2,500 | 3,100 |
| Malheur | 6,000 | 6,600 | Potter | 4,300 | 4,900 |
| Marion | 33,500 | 35,900 | Schuylkill | 46,600 | 54,200 |
| Morrow | 1,200 | 1,400 | Snyder | 5,500 | 7,000 |
| Multnom | ah 166,000 | 179,800 | Somerset | 20,300 | 22,400 |
| Polk | 7,200 | 8,200 | Sullivan | 1,400 | 1,700 |
| Sherman | 600 | 700 | Susquehanna | | 9,400 |
| Tillamoo | k 4,400 | 5,700 | Tioga | 8,800 | 10,500 |
| Umatilla | 10,800 | 13,300 | Union | 5,300 | 6,500 |
| Union | 4,300 | 5,800 | Venango | 16,700 | 1 8 ,8 0 0 |
| Wallowa | 1,600 | 2,200 | Warren | 11,100 | 13,000 |
| Wasco | 5,600 | 6,300 | Washington | 61,600 | 64,700 |
| Washingt | on 25,700 | 28,000 | Wayne | 6,800 | 8,100 |
| Wheeler | 700 | 800 | Westmorelan | | 103,400 |
| Yamhill | 8,800 | 10,100 | Wyoming | 4,100 | 4,900 |
| Total | 504,500 | 563,700 | York | 68,900 | 74,400 |
| Total | 00 1,000 | 300,730 | Total : | 3,148,200 | 3,382,600 |

| | PENNSYLVAN | IA | | RHODE ISLAN | ID | |
|---|------------|----------------|----------------|------------------|---------|------------------------|
| | Adams | 12,300 | 14.800 | Bristol | 10,300 | 1 0 ,800 |
| | Allegheny | 464,900 | 487,700 | Kent | 31,700 | 33,100 |
| | Armstrong | 20,400 | 23,700 | Newport | 19,800 | 20,700 |
| | Beaver | 57,100 | 59.80 0 | Providence | 169,900 | 178,500 |
| | Bedford | 10,000 | 12.300 | Washington | 15,500 | 16,200 |
| | Berks | 81,300 | 88.000 | Total | 247,400 | 259,500 |
| | Blair | 38,600 | 41,500 | | , | 200,000 |
| | Bradford | 13,400 | 15.800 | | | |
| | Bucks | 84,800 | 88,100 | | | |
| | Butler | 28,700 | 32,500 | | | |
| | Cambria | 54,600 | 57,400 | | | |
| | Cameron | 2,100 | 2,200 | SOUTH CARO | 1 TMA | |
| | Carbon | 14,500 | 16,200 | SUUIN CARU | LINA | |
| 1 | Centre | 17,500 | 20,500 | Abbeville | 4,600 | 5,700 |
| | Chester | 55,000 | 57,400 | Aiken | 19,400 | 22,300 |
| | Clarion | 9,700 | 10,700 | Allendale | 1,900 | 2,800 |
| | Clearfield | 20,700 | 24,100 | Anderson | 23,500 | 27,900 |
| | Clinton | 9,800 | 11,100 | Bamberg | 3,200 | 4,000 |
| | Columbia | 14,400 | 16,500 | Barnwell | 3,400 | 4,500 |
| | Crawford | 19,300 | 23,000 | Beaufort | 7,400 | 9,100 |
| | Cumberland | 34,700 | 37,400 | Berketey | 7,000 | 8,800 |
| | Dauphin | 63,500 | 68,700 | Calhoun | 2,200 | 2,900 |
| l | Delaware | 153,000 | 159,700 | Charleston | 49,800 | 56,200 |
| ŀ | Elk | 9,500 | 10,500 | Cheroke e | 7,600 | 9,300 |
| ľ | Erie | 70,100 | 73,500 | Chester | 6,700 | 7,900 |
| | Fayette | 42,900 | 49,900 | Chesterfield | 6,500 | 8,300 |
| l | Forest | 1,100 | 1,3 00 | Clarendon | 4,800 | 6,100 |
| l | Franklin | 20,800 | 26,500 | Colleton | 5,400 | 7,000 |
| ŀ | Fulton | 2,200 | 2,900 | Darlington | 10,300 | 12,800 |
| ı | Greene | 10,000 | 11,700 | Dillon | 5,100 | 6,800 |
| ١ | Huntingdon | 9,600 | 11,500 | Dorchester | 4,900 | 6,000 |
| ĺ | Indiana | 18,400 | 21,400 | Edgefield | 3,100 | 3 ,8 0 0 |
| | Jefferson | 12,700 | 14,200 | Fairfield | 3,700 | 4,900 |
| | Juniata | 3,600 | 4,600 | Florence | 16,800 | 20,700 |
| | Lackawanna | 66,9 00 | 70,40 0 | Georgetown | 6,400 | 7,900 |
| | | | | | | |

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WEBCTV

HAS TOTAL



GREENVILLE-SPARTANBURG-ASHEVILLE

MARKET

Here, from the November 1961 ARB, are the comparisons for the three stations serving the Greenville-Spartanburg-Asheville market. WFBC-TV, "The Giant of Southern Skies," completely dominates this market of over 400,000 † Television Homes. Contact us or Avery-Knodel for complete details of this ARB, as well as the latest Nielsen survey.

† Television Magazine, Jan. 1962

Channel
WFBC-TV

SERVING GREENVILLE-SPARTANBURG-ASHEVILLE

Nationally Represented by Avery-Knodel, Inc.

SHARE OF METROPOLITAN AUDIENCE* WFBC-TV 46 STA. "B" 25 STA. "C" 21 **LEADING QUARTER HOURS*** WFBC-TV 300 STA. "B" 104 STA. "C" 16 **AVERAGE HOMES REACHED*** 34,900 WFBC-TV STA. "B" 23.500 STA. "C" 13,800 *ARB — November, 1961. All results shown are for 9 AM to Midnight, Monday through Sunday.

TV HOMES BY COUNTIES

There's a whole new look to television market comparisons! And the reason why is

KELO-LAND TV.



IN THE ENTIRE CBS 181-STATION LINEUP!

AMONG ALL TOP STATIONS IN ALL MARKETS! -in actual homes delivered

Thanks to KELO-LAND TV's magnetic hold on its market, the Sioux Falls, S.D. market is bigger in effective population—homes delivered to the adveriser—than San Diego, Calif., Denver, Colo., Rochester, N.Y., Oklahoma City, Okla., Omaha, Neb. and scores of other CBS market cities.

CBS (Source: Special ARB Study, March 1961. Homes reached per quarter-hour, 6 p.m. to midnight, Sun. thru Sat.)

No Campaign is a National Campaign without

KELWLAND

KELO-tv SIOUX FALLS; and interconnected KDLO-tv Aberdeen, Huron, Watertown KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by H-R In Minneapolis by Wayne Evans & Associates



MIDCO

Midcontinent
Broadcasting Group
KELO-LAND/tv & radio Sieux
Falls, S.D.; WLOL/am, fm
Minneapolis-St. Paul;
WKOW/am & tv Madison,
Wis.; KSO Des Moines

| | TV Homes H Feb. '62 | Total ouseholds Feb. '62 | | TV Homes Ho Feb. '62 | Total ouseholds Feb. '62 | | TV Homes I Feb. '62 | Total louseholds Feb. '62 |
|----------------------|---------------------------|--------------------------------|-----------------------|----------------------------|--------------------------------|-------------------------|----------------------------------|---------------------------------|
| SOUTH CAROL | .INA—con | tinued | McPherson | 1,100 | 1,700 | Johnson | 2,000 | 2,900 |
| | _ | | Marshall Meade | 1,600 | • | Knox | 62,000 1,900 | 73,400 |
| Greenville | 53,700 | 59,900 | Mellette | 2,600 400 | 3,200 600 | Lake Lauderdale | 4,600 | 2,600 5,90 0 |
| Greenwood Hampton | 11,300 3,300 | 12,700 4,300 | Miner | 1,300 | 1,500 | Lawrence | 5,900 | 7,800 |
| Horry | 13,300 | 16,800 | Minnehaha | 23,400 | 25,400 | Lewis | 1,300 | 1,800 |
| Jasper | 2,300 | 2,900 | Moody | 2,000 | 2,300 | Lincoln | 5 ,400 | 6,900 |
| Kershaw | 6,700 | 8,300 | Pennington | 14,300 | 16,600 | Loudon | 5,200 | 6,700 |
| Lancaster | 8,100 | 10,200 | Perkins Potter | 1,500 1.000 | 1,700 1,300 | McMinn McNairy | 7,900 3,500 | 9,600 5,200 |
| aurens | 10,100 | 12,400 4,700 | Roberts | 2,900 | 3,600 | Macon | 2,600 | 3,600 |
| Lee Lexington | 3,600 12,500 | 16,500 | Sanborn | 1,100 | 1,300 | Madison | 14,700 | 18,000 |
| McCormick | 1,500 | 1,900 | Shannon | 900 | 1,200 | Marion | 4,400 | 5,500 |
| Marion | 6,300 | 7,600 | Spink | 2,700 | 3,200 | Marshall | 3,900 | 5,000 |
| Marlboro | 5,300 | 6,900 | Stanley Co. | 1,000 500 | 1,100 700 | Maury Meigs | 10,000 900 | 12,200 1,200 |
| Newberry | 6,600 8,900 | 8,100 10,500 | Todd | 700 | 1,000 | Monroe | 4,800 | 6,000 |
| Oconee Orangeburg | 12,600 | 16,400 | Tripp | 2,100 | 2,400 | Montgomery | 12,300 | 14,400 |
| Pickens | 11,100 | 13,000 | Turner | 3,000 | 3,500 | Moore | 700 | 1,000 |
| Richland | 42,200 | 47,000 | Union | 2,800 | 3,000 | Morgan. | 2,300 | 3,300 |
| Saluda | 2,900 | 3,700 | Walworth | 1,700 200 | 2,300 200 | Obion | 6,500 | 8,500 3,900 |
| Spartanburg | 36,300 | 43,600 | Washabaugh Yankton | 3,800 | 4,600 | Overton Perry | 2,8 00 1,100 | 1,500 |
| Sumter Union | 14,400 6,600 | 18,100 7,900 | Ziebach | 400 | 600 | Pickett | 800 | 1,100 |
| Williamsburg | 6,300 | 8,600 | Total | 165,300 | 196,100 | Polk | 2,500 | 3,200 |
| York | 17,100 | 20,000 | | | | Putnam | 5,900 | 8,100 |
| Total | 508,900 | 609,800 | | | | Rhea | 3,200 | 4,300 |
| | | | | | | Roane Robertson | 8,900 6,300 | 10,800 7,800 |
| | | | | | | Rutherford | 12,300 | 14,000 |
| | | | TENNESSEE | | | Scott | 2,100 | 3,700 |
| | | | | 12 200 | 10 100 | Sequatchie | 1,100 | 1,500 |
| SOUTH DAKO | TA | | Anderson Bedford | 13,300 5,700 | 16,400 7,0 0 0 | Sevier | 4,600 | 6,600 |
| Aurora | 1,200 | 1,300 | Benton | 2,300 | 3,300 | Shelby Smith | 154,0 00 2,8 00 | 177,700 3,700 |
| Beadle | 5,700 | 6,500 | Bledsoe | 1,100 | 1,900 | Smith Stewart | 1,500 | 2,200 |
| Bennett | 600 | 800 | Blount | 12,900 | 15,900 | Sullivan | 27,4 00 | 32,400 |
| Bon Homme | 2,200 | 2,800 | Bradley | 9,600 | 10,900 | Sumner | 8,600 | 10,600 |
| Brookings | 4,500 | 5,600 | Campbell | 5,200 | 7,300 | Tipton | 5,100 | 7,200 |
| Brown Brule | 8,300 1,500 | 9,900 1,800 | Cannon Carroll | 1,600 5,200 | 2,400 7,300 | Trous dale | 1,000 | 1,400 |
| Buffalo | 200 | 3 00 | Carter | 8,900 | 11,300 | Unicoi Unio n | 3,300 1,400 | 4,100 2,200 |
| Butte | 2,200 | 2,600 | Cheatham | 2,000 | 2,600 | Van Buren | 600 | 900 |
| Campbell | 700 | 900 | Chester | 1,900 | 2,700 | Warren | 5,100 | 6,700 |
| Charles Mix | 2,300 | 3,200 | Claiborne | 3,700 | 4,900 | Washington | 14,700 | 17,600 |
| Clark Clay | 1,800 2,300 | 2,100 3,000 | Clay Cocke | 1,200 4,600 | 1,900 6,200 | Wayne | 2,000 | 3,200 |
| Codington | 5,000 | 5.800 | Coffee | 6,700 | 8,300 | Weakley White | 5,300 3,400 | 7,749 4,500 |
| Corson | 1,000 | 1,400 | Crockett | 3,200 | 4,200 | Williamson | 5,600 | 6,800 |
| Custer | 1,100 | 1,500 | Cumberland | 3,600 | 4,900 | Wilson | 6,500 | 8,300 |
| Davison | 4,200 | 5,000 | Davidson | 102,000 | 116,400 | Total | 826,200 | 1,013,00 |
| Day | 2,500 | 3,100 | Decatur | 1,700 | 2,500 | | | |
| Deuel Dewey Co. | 1,400 90 0 | 1,900 1,300 | DeKalb Dickson | 2,500 4,400 | 3,200 5,500 | | | |
| Douglas | 1,000 | 1,400 | Dyer | 7,300 | 9,000 | | | |
| Edmunds | 1,300 | 1,700 | Fayette | 4,100 | 5,300 | | | |
| Fall River | 2,600 | 3,100 | Fentress | 1,700 | 3,100 | | | |
| Faulk Crant | 1,000 2,300 | 1,200 2,800 | Franklin Gibson | 5,200 11,300 | 6,900 13,900 | | | |
| Grant Gregory | 1,800 | 2,800 | Giles | 4,800 | 6,500 | TEXAS | | |
| Haakon | 800 | 900 | Grainger | 2,500 | 3, 3 00 | Anderson | 6,900 | 8,900 |
| Hamlin | 1,500 | 1,900 | Greene | 8,200 | 11,900 | Andrews | 3,600 | 4,100 |
| Hand | 1,500 | 1,800 | Grundy | 2,000 | 2,900 | Angelina | 10,000 | 12,20 |
| Hanson | 1,100 | 1,200 | Hamblen | 7,600 | 9,500 | Aransas | 1,900 | |
| Harding Hughes | 400 3,50 0 | 600 3,600 | Hamilton Hancock | 60,900 1,200 | 70,500 1,90 0 | Archer Armstrong | 1,600 500 | 1,900 6 0 0 |
| Hutchinson | 2,600 | 3,300 | Hardeman | 3,300 | 4,900 | Atascosa | 3,800 | 4,90 |
| Hyde | 600 | 700 | Hardin | 3,300 | 4,900 | Austin | 3,400 | 4,500 |
| Jackson | 400 | 500 | Hawkins | 6,200 | 8,200 | Bailey | 2,000 | 2,600 |
| Jerauld | 1,000 | 1,200 | Haywood | 4,000 | 5,600 | Bandera | 1,100 | 1,30 |
| Jones | 400 | 600 | Henderson | 3,500 | 4,600 | Bastrop | 4,200 | 5,20 |
| Kingsbury Lake | 2,300 3,000 | 2,700 3,400 | Henry Hickman | 5,700 2,500 | 7,100 3,300 | Baylor Bee | 1,700 5,100 | 2,006 6,10 |
| Lanc | 4,300 | 5,000 | Houston . | 900 | 1,300 | Bell | 22,200 | |
| | | | | 2,400 | 3,400 | Bexar | 166,900 | |
| Lawrence Lincoln | 3,100 | 3,700 | Humphreys | 2.400 | 3.400 | | | |
| Lawrence | 3,100 1,000 1,900 | 1,200 2,400 | Jackson Jefferson | 1,700 4,700 | 2,500 5,900 | Blanco Borden | 800 100 | 1,10 |

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| | TV Homes H Feb. '62 | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | | Total ouseholds Feb. '62 | | TV Homes I Feb: '62 | Total louseholds Feb. '62 | | | Total ouseholds Feb. '62 |
|--------------------------|---------------------------|--------------------------------|-----------------------|-------------------------|--------------------------------|----------------------|------------------------|--------------------------------|-------------------------|---------------------------|---------------------------------|--------------------------------|-----------------|----------------------------------|
| Bosque | 3,200 | 3,800 | Grimes | 3,100 | 3,900 | Mitchell | 2,900 | 3,400 | Wichita | 32,800 | 36,500 | Alleghany | 6,900 | 8,300 |
| Bowie | 15,600 | 18,600 | Guadalupe | 6,900 | 8,200 | Montague | 4,500 | 5,200 | Wilbarger | 4,800 | 5,700 | Amelia | 1,400 | 1,800 |
| Brazoria | 18,500 | 21,000 | Hale | 9,500 | 10,600 | Montgomery | 6,500 | 8,000 | Williamson | 3,500 9,200 | 4,500 | Amherst | 3,900 | 5,200 |
| Brazos Brewster | 10,200 1,200 | 12,200 1,800 | Hall Hamilton | 1,600 2,400 | 2,400 3,000 | Moore Morris | 3,40 0 3,100 | 4,100 3,600 | Williamson Wilson | 2,900 | 10,600 3,500 | Appomattox Arlington | 1,800 79,700 | 2,400 85,000 |
| Briscoe | 800 | 1,000 | Hansford | 1,600 | 1,800 | Motley | 500 | 900 | Winkler | 3,400 | 3,900 | Augusta | 15,200 | 20,500 |
| Brooks | 1,700 | 2,100 | Hardeman | 2,200 | 2,700 | Nacogdoches | 6,700 | 8,500 | Wise | 4,600 | 5,500 | Bath | 1,000 | 1,400 |
| Brown | 6,700 | 8,500 | Hardin | 5,900 | 7,200 | Navarro | 9,900 | 11,300 | Wood | 4,700 | 5,800 | Bedford | 6,600 | 8,300 |
| Burleson | 2,800 | 3,500 | Harris | 341,200 | 378,300 | Newton | 2,100 | 2,800 | Yoakum | 2,100 | 2,300 | Bland | 1,100 | 1,400 |
| Burnet | 2,500 | 2,900 | Harrison | 11,000 | 13,100 | Nolan | 5,300 | 6,000 | Young | 5,200 | 5,800 | Botetourt | 3,900 | 4,600 |
| Caldwell | 4,100 3,300 | 5,100 4,300 | Hartley Haskell | 500 2,900 | 600 3,600 | Nueces Ochiltree | 52,900 2,400 | 59,000 2,800 | Zapata Zavala | 600 1,800 | 1,000 2, 80 0 | Brunswick Buchanan | 3,500 6,200 | 4,200 8,100 |
| Calhoun Cailahan | 2,000 | 2,700 | Hays | 4,400 | 5,200 | Oldham | 400 | 500 | Total | 2,462,900 | | Buckingham | 2,000 | 2,700 |
| Cameron | 29,200 | 35,900 | Hemphill | 700 | 1,000 | Orange | 14,400 | 16,600 | iviai | 2,402,300 | 2,023,400 | Campbell | 21,000 | 25,100 |
| Camp | 2,100 | 2,500 | Henderson | 5,700 | 6,900 | Palo Pinto | 6,100 | 6,900 | | | | Caroline | 2,600 | 3,000 |
| Carson | 1,900 | 2,200 | Hidalgo | 33,000 | 41,200 | Panola | 4,100 | 5,000 | | | | Carroll | 6,200 | 7,900 |
| Cass | 5,800 | 7,000 | Hill | 6,900 | 8.000 | Parker | 6,200 | 7,200 | | | | Charlotte | 900 | 1,100 |
| Castro | 2,100 2,600 | 2,400 | Hockley Hood | 5,100 1,700 | 6,200 1, 8 00 | Parmer Pecos | 2,300 2,70 0 | 2,700 3,300 | UTAH | | | Charles City Chesterfield | 2,700 19,200 | 3,400 19,800 |
| Chambers Cherokee | 8,100 | 3,000 9,700 | Hopkins | 4,500 | 6,300 | Polk | 2,900 | 4,100 | Beaver | 1,000 | 1,200 | Clarke | 1,700 | 2,100 |
| Childress | 2,100 | 1,800 | Houston | 4,400 | 5,400 | Potter | 32,800 | 34,900 | Box Elder | 6,000 | 6,700 | Craig | 800 | 900 |
| Clay | 2,300 | 2,700 | Howard | 10,000 | 11,500 | Presidio | 900 | 1,400 | Cache | 8,300 | 9,900 | Culpeper | 3,500 | 4,100 |
| Cochran | 1,400 | 1,700 | Hudspeth | 600 | 800 | Rains | 700 | 1,000 | Carbon | 4,700 | 5,900 | Cumberland | 1,300 | 1,600 |
| Coke | 900 | 1,100 | Hunt | 10,900 | 12,800 | Randali | 8,700 | 10 ,400 | Daggett Davis | 100 14,900 | 300 16,200 | Dickenson | 3,800 | 4,600 |
| Coleman | 3,400 | 4,300 | Hutchinson | 9,000 | 10,300 | Reagan | 1,000 | 1,100 | Duchesne | 1,300 | 1,700 | Dinwiddie Essex | 12,900 1,300 | 15.100 |
| Collin Collingsworth | 10,900 | 13,000 2,000 | Irion Jack | 200 2,300 | 300 2,500 | Real Red River | 300 3,700 | 600 5,000 | Emery | 1,200 | 1,500 | Fairfax | 71,300 | 1,700 76,000 |
| Colorado | 4,400 | 5,600 | Jackson | 3,100 | 3,900 | Reeves | 4,100 | 4,700 | Garfield | 700 | 900 | Fauguier | 5,600 | 6,300 |
| Comal | 4,900 | 5,800 | Jasper | 5,100 | 6,300 | Refugio | 2,500 | 3,000 | Grand | 1,200 | 2,000 | Floyd | 2,200 | 2,900 |
| Comanche | 3,100 | 4,300 | Jeff Davis | 300 | 400 | Roberts | 200 | 300 | Iron | 2,200 | 2,900 | Fluvanna | 1,400 | 1,800 |
| Concho | 900 | 1,100 | Jefferson | 68,200 | 73,600 | Robertson | 4,100 | 4,900 | Juab Kane | 1,200 500 | 1,300 700 | Franklin | 5,200 | 6,700 |
| Cooke | 5,900 | 7,100 | Jim Hogg | 800 | 1,200 | Rockwall | 1,600 | 1,700 | Millard | 1,600 | 2,100 | Frederick | 9,100 | 11,000 |
| Coryell Cottle | 4,900 900 | 5,800 1.300 | Jim Wells Johnson | 7,400 9,500 | 8,700 11,100 | Runnels Rusk | 4,000 9,300 | 4,700 11,200 | Morgan | 600 | 700 | Giles Gloucester | 3,800 3,100 | 4,600 3,500 |
| Crane | 1,200 | 1,300 | Jones | 5,300 | 6,300 | Sabine | 1,500 | 2 ,100 | Piute | 300 | 400 | Goochland | 1,800 | 2,000 |
| Crockett | 800 | 1,100 | Karnes | 3,000 | 3,900 | San Augustin | | 2 ,200 | Rich | 300 | 400 | Grayson | 3,500 | 4,800 |
| Crosby | 2,500 | 2,900 | Kaufman | 7,200 | 8,400 | San Jacinto | 1,400 | 1,800 | Salt Lake | 103,400 | 110,200 | Greene | 700 | 1,100 |
| Culberson | 600 | 700 | Kendali | 1,400 | 1,900 | San Patricio | 9,800 | 11,200 | San Juan Sanpete | 1,600 3,000 | 2,100 3,300 | Greensville | 3,300 | 4,000 |
| Dallam | 1,800 | 2,000 | Kenedy | 100 | 200 | San Saba | 1,400 | 2,100 | Sevier | 2,700 | 3,000 | Halifax | 7,900 | 9,900 |
| Dallas Dawson | 279,200 4,500 | 299,500 5,500 | Kent Kerr | 400 4,000 | 500 5,100 | Schleicher Scurry | 700 5,000 | 800 5,900 | Summit | 1,400 | 1,600 | Hanover Henrico | 6,100 91,200 | 7,300 102,000 |
| Deaf Smith | 3,200 | 3,700 | Kimble | 800 | 1,300 | Schackelford | 1,200 | 1,400 | Tooele | 4,000 | 4,700 | Henry | 13,700 | 15,700 |
| Delta | 1,600 | 2,000 | King | 100 | 100 | Shelby | 4,700 | 6,300 | Uintah | 2,500 | 2,900 | Highland | 700 | 900 |
| Denton | 12,200 | 14,200 | Kinney | 300 | 600 | Sherman | 700 | 800 | Utah | 23,800 | 26,600 | Isle of Wight | | 4,300 |
| DeWitt | 5,000 | 6.400 | Kleberg | 6,200 | 7,600 | Smith | 23,300 | 26,400 | Wasatch Washington | 1,200 1,900 | 1,400 | James City | 3,700 | 4,200 |
| Dickens | 1,300 | 1,600 | Knox | 2,000 | 2,500 | Somervell | 700 | 900 | Washington | 400 | 2,800 400 | King and Que | en 1,100 | 1,500 |
| Dimmit | 1,400 | 2,200 | Lamar | 7,700 | 11,400 | Starr | 2,700 | 3,700 | Weber | 29,200 | 31,100 | King George | 1,600 | 1,900 |
| Donley | 1,200 | 1,500 | Lamb | 5,500 | 6,500 | Stephens | 2,700 | 3,100 | Total | 222,500 | 246,000 | King William | 1,700 | 1,900 |
| Duval | 2,600 | 3,300 | Lampasas | 2,600 | 3,000 | Sterling | 200 | 300 | | | , | Lancaster | 2,300 | 2,600 |
| Eastland Ector | 5,700 25,000 | 7,100 27,400 | LaSalle Lavaca | 1,000 4, 2 00 | 1,500 6,300 | Stonewall Sutton | 80 0 800 | 900 1,100 | | | | Lee | 5,300 5,300 | 6,600 |
| Edwards | 500 | 700 | Lee | 2,000 | 2,800 | Swisher | 2,600 | 3,100 | | | | Loudoun Louisa | | 6,500 |
| Ellis | 11,400 | 13,200 | Leon | 2,400 | 3,100 | Tarrant | 153,60 0 | 168,600 | VERMONT | | | Lunenburg | 2,500 2,700 | 3,300 3,300 |
| El Paso | 71,500 | 80,900 | Liberty | 7,800 | 9,300 | Taylor | 2 7,3 00 | 29 ,900 | | | | Madison | 1,400 | 2,200 |
| rath | 4,700 | 5,700 | Limestone | 4,800 | 6,100 | Terrell | 400 | 700 | Addison | 4,300 | 5,200 | Mathews | 1,900 | 2,200 |
| Falls | 5,100 | 6,600 | Lipscomb | 800 | 1,000 | Terry | 3,900 | 4,600 | Bennington | 6,100 | 7,500 | Mecklenburg | 6,200 | 7,900 |
| annin | 6,400 | 8,100 | Live Oak | 1,500 | 2,000 | Throckmorton | 700 | 900 | Caledonia Chittenden | 5,900 18 000 | 6,800 20,100 | Middlesex | 1,500 | 1,800 |
| ayette | 5,000 | 6,700 | Llano | 1,500 | 1,900 | Titus | 4,400 | 5,400 | Essex | 18,000 1,500 | 20,100 1,600 | Montgomery | 9,700 | 11,200 |
| isher | 2,100 | 2,400 | Loving | 100 | 100 | Tom Green | 16,700 | 19,600 | Franklin | 7,300 | 8,100 | Nansemond | 10,000 | 11,800 |
| loyd | 3,200 | 3,600 | Lubbock | 40,000 | 45,400 | Travis | 52,900 | 60,300 | Grand Isle | 700 | 800 | Nelson | 2,700 | 3,300 |
| oard | 800 | 1,000 | Lynn | 2,600 | 3,100 | Trinity | 1,700 | 2,400 | Lamoille | 2,800 | 3,000 | New Kent | 800 | 1,100 |
| Fort Bend Franklin | 9,400 1,300 | 10,500 1,700 | McCulloch McLennan | 2,000 40,700 | 3,000 46,000 | Tyler Upshur | 2,600 4,400 | 3,200 5,900 | Orange | 3,600 | 4,400 | Newport News | 116,100 | 55,200 |
| Freestone | 3,000 | 4,000 | McMullen | 40,700 200 | 300 | Upton | 1,500 | 1,700 | Orleans Rutland | 4,500 11,500 | 5,500 13,500 | Norfolk Northampton | 4,100 | 135,100 -4,9 0 0 |
| rio | 1,800 | 2,500 | Madison | 1,500 | 2,000 | Uvalde | 3,600 | 4,600 | Washington | 11,100 | 12,300 | Northumberia | | 2,800 |
| Gaines | 2,900 | 3,500 | Marion | 1,900 | 2,300 | Val Verde | 4,400 | 6,300 | Windham | 7,300 | 8,900 | Nottoway | 3,400 | 4,100 |
| Galveston | 38,400 | 42,900 | Martin | 1,100 | 1,400 | Van Zandt | 5,100 | 6,400 | Windsor | 10,700 | 12,700 | Orange | 2,900 | 3,600 |
| Garza | 1,600 | 1,900 | Mason | 800 | 1,300 | Victoria | 10,900 | 13,100 | Total | 95,900 | 111,200 | Page | 3,900 | 4,500 |
| Gillespie | 2,300 | 3,300 | Matagorda | 5,700 | 7,400 | Walker | 4,100 | 5,000 | | | • | Patrick | 3,200 | 4,000 |
| Glasscock | 200 | 300 | Maverick | 1,400 | 3,300 | Waller | 2,500 | 3,100 | | | | Pittsylvania | 23,300 | 28,700 |
| Goliad | 1,100 | 1,600 | Medina | 4,100 | 4,900 | Ward | 3,500 | 4,100 | | | | Powhatan | 1,200 | 1,400 |
| Gonzales | 4,200 | 5,300 | Menard | 500 | 900 | Washington | 4,500 | 6,000 | VIDCINIA | | | Prince Edwar | | 3,700 |
| | 9,100 | 10,000 | Midland | 20,000 | 21,200 | Webb | 12,200 | 15,000 | VIRGINIA | | | Prince George | | 12,300 |
| Gray | | | | | | | | | | | | | | |
| Gray Grayson Gregg | 20,800 19,200 | 23,600 21,800 | Milam Mills | 5,300 1,200 | 7,000 1,600 | Wharton Wheeler | 9,000 2,000 | 10,700 2,600 | Accomac Albemarle | 8,000 13,300 | 9,500 17,600 | Princess Ann Prince William | e 19,500 | 22,20 0 12,70 0 |

| | | Total Households | | | Total louseholds | | | Total Households | | TV Homes I Feb. '62 | Total Households Feb. '62 | |
|--------------|----------|---------------------|-------------|----------|---------------------|------------|----------|---------------------|--------------------|---------------------------|---------------------------------|----------------------------|
| | Feb. '62 | Feb. '62 | | Feb. '62 | Feb. '62 | | Feb. '62 | Feb. '62 | | red. 62 | rep. 62 | |
| VIRGINIAc | ontinued | | Island | 5,200 | 5,700 | Hancock | 10,100 | 11,200 | WISCONSIN | | | Ocento |
| | | | Jefferson | 2,500 | 2,900 | Hardy | 1,800 | 2,500 | Adama | 1.700 | 2,400 | Oneida |
| Pulaski | 6,400 | 7,401 | King | 296,200 | 3 12,800 | Harrison | 21,200 | 23,600 | Adams Ashland | 4,500 | 5,100 | Outagamie |
| Rappahannoc | | | Kitsap | 24,200 | 26,200 | Jackson | 4,400 | 5,100 | | 8,500 | 10,100 | Ozauk ee |
| Richmond | 1,400 | | Kittitas | 5,300 | 6,300 | Jefferson | 4,600 | 5,200 | Barron Bayfield | 3,000 | 3,500 | Pepin |
| Roanoke | 43,900 | | Klickitat | 3,300 | 4,100 | Kanawha | 66,100 | 73,200 | | 32,300 | 33,800 | Pierce |
| Rockbridge | 6,700 | | Lewis | 11,400 | 13,600 | Lewis | 4,500 | 5,200 | Brown Buffalo | 3,000 | 4,000 | Polk |
| Rockingham | 11.300 | | Lincoln | 3,100 | 3,500 | Lincoln | 4,000 | 4,900 | | 2,200 | 2,800 | Portage P |
| Russell | 4,800 | | Mason | 4,900 | 5,200 | Logan | 13,000 | 15,100 | Burnett | 5,300 | 5,900 | Price |
| Scott | 5,100 | | Okanogan | 6,400 | 7,800 | McDowell | 14,100 | 17,500 | Calumet | 10,000 | 11,900 | Racine |
| Shenandoah | 5,500 | | Pacific. | 4,200 | 5,000 | Marion | 17,600 | 19,700 | Chippewa | | 8,700 | Richland |
| Smyth | 6,400 | | Pend Oreill | 1,800 | 2,200 | Marshall | 9,500 | 10,800 | Clark | 7,000 9,300 | 10,900 | Rock |
| Southampton | 5,800 | | Pierce | 91,800 | 96,200 | Mason | 5,600 | 6,600 | Columbia | | 4,500 | Rusk |
| Spotsylvania | 6,300 | | San Juan | 900 | 1,000 | Mercer | 16,500 | 19,200 | Crawford | 3,600 | | St. Croix |
| Stafford | 3,600 | | Skagit | 14,000 | 15,900 | Mineral | 5,200 | 6,400 | Dane | 58,800 | 64,700 | Sauk |
| Surry | 1,200 | | Skamania | 1,300 | 1,600 | Mingo | 8,000 | 9,600 | Dodge | 14,900 | 17,900 | Sawyer |
| Sussex | 2,400 | | Snohomish | 47,400 | 53,300 | Monongalia | 13,900 | 16,000 | Door | 5,200 12,700 | 6,100 | Shawano |
| Tazewell | 9,200 | | Spokane | 84,200 | 89,000 | Monroe | 2,300 | 3,100 | Douglas | 6.300 | 13,600 7,400 | She b oy gan |
| Warren | 3,400 | | Stevens | 4,200 | 5,400 | Morgan | 2,100 | 2,500 | Dunn | | | Taylor |
| Washington | 12,200 | | Thurston | 16,800 | 17,600 | Nicholas | 5,200 | 6,500 | Eau Claire | 14,800 | 17,200 | Trempealean |
| Westmoreland | | | Wahkiakum | 900 | 1,000 | Ohio | 20,700 | 21,800 | Florence | 700 | 1,000 21,100 | Vernon |
| Wise | 10,800 | | Walla Walla | 10,800 | 12,700 | Pendleton | 1,400 | 2,000 | Fond Du Lac | 19,300 1, 6 00 | 2,100 | Vilas |
| Wythe | 5,100 | | Whatcom | 19,800 | 22,400 | Pleasants | 1,700 | 1,900 | Forest | | 12,400 | Walworth |
| York | 5,200 | | Whitman | 7,500 | 8,900 | Pocahontas | 2.000 | 2,800 | Grant | 10,900 | | Washburn |
| Total | | 1,098,000 | Yakima | 38,000 | 43,600 | Preston | 6,100 | 7,200 | Green | 6,400 4,200 | 7,700 | Washington |
| TULAI | 545,000 | 1,030,000 | Total | 830,300 | 905,600 | Putnam | 5,200 | 6,400 | Green Lake | 4,200 | 4,800 5,400 | Waukesha |
| | | | 1 4 4.1 | , | , | Raleigh | 17,800 | 20,900 | lowa | 2.200 | | Waupaca |
| | | | | | | Randolph | 5,200 | 7,000 | lfon lookeen | 3,700 | 2,40 0 4.400 | Waushara |
| WASHINGTON | | | WEST VIRGII | NIA | | Ritchie | 2,600 | 3,300 | Jackson | | | Winnebago |
| Adams | 2.700 | 2.900 | Barbour | 3,100 | 4,200 | Roane | 3,200 | 4,100 | Jefferson | 13,300 | 14,900 | Wood |
| Asotin | 3,500 | | Berkeley | 8,700 | 9,800 | Summers | 3,200 | 4,100 | Juneau | 4,200 | 5,200 | Total |
| Benton | 14,900 | | Boone | 6,100 | 7,200 | | | | Kenosha | 28,800 | 30,100 | |
| Chelan | 10,700 | | Braxton | 3,100 | 4,100 | Taylor | 3,700 | 4,500 | Kewaunee | 4,300 | 5,000 | |
| Clallam | 8,000 | | Brooke | 7,300 | 8,100 | Tucker | 1,800 | 2,200 | La Crosse | 19,100 | 21,200 | WYOMING |
| Clark | 27,000 | | Cabell | 30,100 | 33,100 | Tyler | 2,300 | 3,000 | Lafayette | 4,100 | 5,000 | Albany |
| Columbia | 1,200 | | Calhoun | 1,500 | 2,100 | Upshur | 3,600 | 5,100 | Langlade | 4,900 | 5,600 | Big Horn |
| Cowlitz | 16,400 | | Clay | 2,200 | 2,800 | Wayne | 8,800 | 10,500 | Lincoln | 5,800 | 6,600 | Campbell |
| Douglas | 3,600 | | Doddridge | 1,450 | 2,000 | Webster | 2,500 | 3,400 | Manitowoc | 19,500 | 21,600 | Carbon |
| Ferry | 800 | | Fayette | 13,500 | 16,400 | Wetzel | 4,900 | 5,600 | Marathon | 21,400 | 24,500 | Converse |
| Franklin | 6,000 | | Gilmer | 1,500 | 2,200 | Wirt | 900 | 1,200 | Marinette | 8,800 | 10,100 | Crook |
| Garfield | 800 | 900 | Grant | 1,500 | 2,200 | Wood | 21,300 | 23,600 | Marquette | 2,100 | 2,600 | Fremont |
| Grant | 11.800 | | Greenbrier | 7.700 | 9.500 | Wyoming | 6,800 | 8,300 | Milwaukee | 308,500 | 319,400 | Goshen |
| Grays Harbor | , | | Hampshire | 2,700 | 3,200 | Total | 448,700 | 522,700 | Monroe | 7,100 | 8,300 | Hot Springs |
| | 20,200 | 2.,. 30 | umponiro | 2,, 30 | 0,200 | | , | ,. 30 | | .,_,, | (| Johnson |
| | | | | | | | | | | | | 201110011 |

Serving The Great

"WYNECO"* MARKET

*The Tri-State Area Wyoming-Nebraska-Colorado

KFBC-TV
CHEYENNE, WYO. CH. 5

KSTF

SCOTTSBLUFF, NEBR. CH. 10

BUY BOTH FOR THE LOW SINGLE STATION RATE

- Over 400,000 Population
- 116,851 Households
- Over 90,000 TV Homes

The Brightest Picture of America's
Best Programs From CBS-ABC-NBC
Beamed From The Top of The Rockies.

| Portage | 9,100 | 10,100 |
|------------------------------------|------------------|--------------------------------------|
| Price | 3,500 | 4,300 |
| Racine Richland | 39,600 4,300 | 41,400 5,100 |
| Rock | 30,800 | 34,000 |
| Rusk | 3.300 | 4,200 |
| St. Croix | 7,500 | 8,100 |
| Sauk | 8.500 | 10,500 |
| Sawyer | 2,300 | 2,900 |
| Shawano Sheboygan | 8,200 23,700 | 9,500 26,300 |
| Taylor | 4,100 | 4,700 |
| Trempealeau | 5,800 | 6,800 |
| Vernon | 6,400 | 7,500 |
| Vilas | 2 ,200 | 3,000 |
| Walworth | 14,400 | 15,600 |
| Washburn Washington | 2,500 11,300 | 3,200 12,700 |
| Waukesha | 42,800 | 44,200 |
| Waupaca | 9,200 | 10,600 |
| Waushara | 3,500 | 4,200 |
| Winnebago | 28,400 | 31,400 |
| Wood | 14,6 00 | 16,300 |
| Total 1 | ,059, 300 | 1,159,20 0 |
| | | |
| WYOMING | | |
| Albany | 5,200 | 6,300 |
| Big Horn | 2,600 | 3,400 |
| Cam pbell Carb on | 1,200 3,300 | 1,800 4,600 |
| Converse | 1,600 | 2,000 |
| Crook | 900 | 1,300 |
| Fremont | 5 ,700 | 7,200 |
| Goshen | 3,100 | 3,600 |
| Hot Springs | 1,600 | 2,000 |
| Johnson Larami e | 1,300 16,900 | 1,700 18,600 |
| Lincoln | 1,800 | 2,500 |
| Natrona | 13,600 | 15,600 |
| Niobrara | 1,000 | 1,200 |
| Park | 3,900 | 4,900 |
| Platte Shoridan | 1,500 | 2,200 |
| Sheridan Sublette | 4,700 800 | 5,900 1,100 |
| Sweetwater | 4,300 | 5,500 |
| Teton | 700 | 900 |
| Uinta | 1,800 | 2,000 |
| Washakie | 2,100 | 2,500 2,300 |
| Weston Yellowstone | 1,100 | 2,300 |
| Total | 82,800 | 100,400 |
| Total | 02,000 | 100,400 |
| ALASKA | | |
| Juneau | 2,000 | 3,100 |
| Anchorage | 20.700 | 22,800 |
| Fairb an ks | 9,500 | 11,500 |
| 3 Areas Total | 32,400 | 37,600 |
| HAWAII. | _ | |
| HAWAII | | |
| Honolulu | 109,100 | 120,200 |
| Outer Islands | | 35,900 |
| Total | 136,300 | 156,100 |
| Total U.S. 48, | 533,000 5 | 3,897,000 |
| TV hames | d 62421 | hausak-14s |
| TV homes an | N MAGA | households, ZINE; fur- censed. |

TV Total Homes Households Feb. '62 Feb. '62

6,500

27,400

10,700

2,000 6,200

6,000

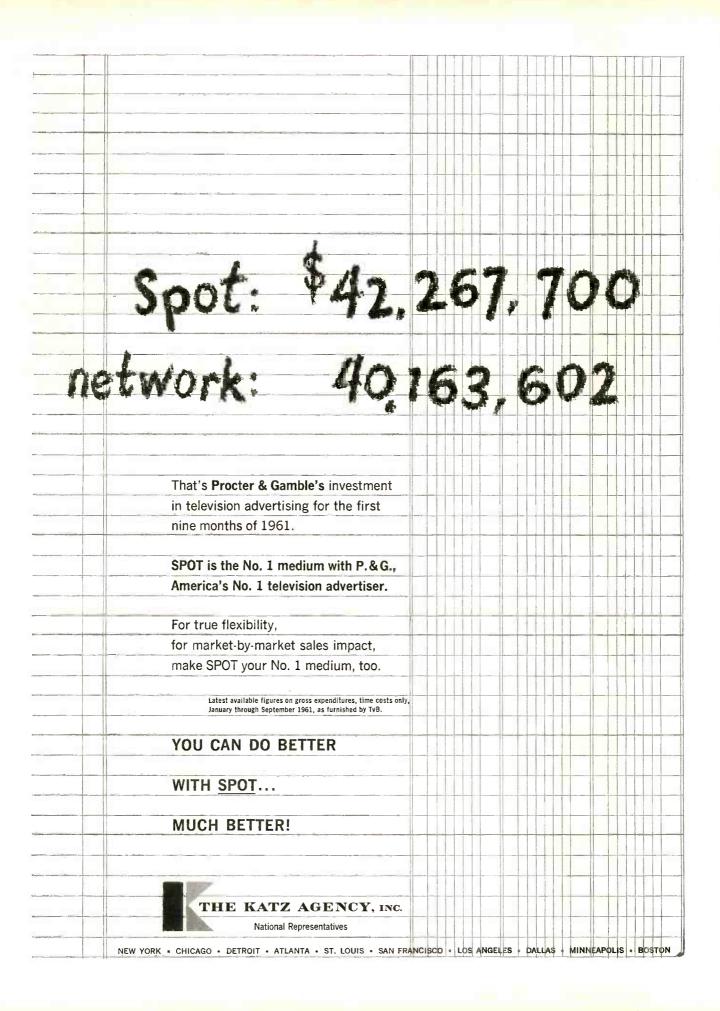
5,700

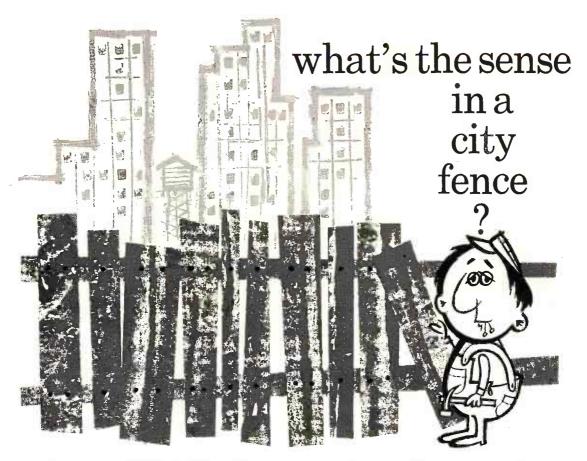
25,900

9,900

1,700

5,600 **6,6**00

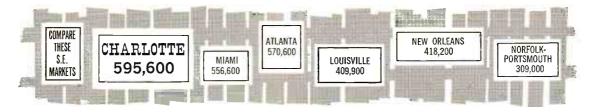




the Charlotte TV MARKET is First in the Southeast with 595,600 Homes*

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation. Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison . . . BUT the total Charlotte TV Market is first in the Southeast with 595,600 TV Homes.*

Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."**





* Television Magazine-1962

** ARB 1960 Coverage Study— Average Daily Total Homes Delivered

● CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising (TVAR) Representatives, Inc.





THE CONCEPT of television coverage departs drastically from traditional definitions of retail markets or 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 metro areas can be dramatic, not only in small markets, but also in major market areas. For example, the coverage of the television stations in Cleveland includes approximately 742,000 television homes outside of Cleveland proper. These homes represent millions in retail sales and even more in effective buying income that is not listed in the metropolitan area breakdowns for this market.

The extent of the difference between TV markets and metropolitan areas is clearly illustrated in the following comparisons of the television markets as defined by Tele-VISION MAGAZINE'S research department and the metropolitan statistical areas reported in the 1960 Bureau of the Census Reports.

Where no data appears in the metro-area column, the city is not large enough to be ranked on a metro-area basis. Where there is an adjacent metropolitan area covered by the market, this information is reported by a footnote.

"DI" indicates that the data for the television market is inadequate. For intermixed markets, only VHF data is shown. A dagger (†) indicates UHF TV homes.

TV HOMES TOTAL HOUSEHOLDS

(February 1962) (February 1962)

Television Metro Television Metro

Market Area Market

TOTAL HOUSEHOLDS TV HOMES (February 1962) (February 1962) Television Metro Television Metro Market Area Market Area (Thous.) (Thous.) (Thous.) (Thous.)

| Aberdeen, S.D. | 25.4 | ****** | 30.8 | |
|-------------------------------|-------|--------|-------|---------|
| Abilene,Tex. | 79.4 | 32.6 | 92.9 | 36.2 |
| Ada, Okla. | 83.0 | | 100.8 | ******* |
| Akron. Ohio | †69.3 | | 154.1 | |
| Albany, Ga. | 159.6 | 18.0 | 200.3 | 20.6 |
| Albany-Schenectady-Troy, N.Y. | 420.0 | 193.9 | 454.4 | 205.2 |
| Albuquerque, N.M. | 152.6 | 66.1 | 185.0 | 74.6 |
| Alexandria, La. | 105.5 | 25.2 | 133.4 | 29.9 |
| Alexandria, Minn. | 103.1 | | 127.5 | " |
| Alpine, Tex. | D. 1. | | | ******* |
| Altonna Pa | 305.3 | 38.6 | 345.6 | 41.5 |
| | | | | |

| | (Thous.) | (Thous.) | (Thous.) | (Thous.) |
|---|----------|----------|----------|----------|
| Amarillo, Tex. | 117.1 | 41.5 | 135.3 | 45.3 |
| Ames, lowa | 282.11 | | 313.1 | |
| Anchorage, Alaska | 20.8 | 1 | 22.8 | |
| Anderson, S.C. | D. I. | Comb | | |
| Ardmore, Okla. | 35.1 | | 43.9 | |
| Asheville, N.C., Greenville-Spartanburg, S.C. | 437.72 | 122.3 | 520.5 | 142.2 |
| Atlanta, Ga. | 570.6 | 274.2 | 655-6 | 299.4 |
| Augusta, Ga. | 197.6 | 51.1 | 242.9 | 57.7 |
| Austin, Minn. | 179.7° | | 202.5 | |
| Austin, Tex. | 141.5 | 52.9 | 169.9 | 60.3 |

Bakersfield, Calif.

See Des Moines, Iowa.
 Combined Standard Metropolitan Area shown.

TV MARKETS VS. METROPOLITAN MARKETS

TV HOMES

TOTAL HOUSEHOLDS

| | TV HO | | OTAL HOU | | | TV HO | | OTAL HOU | |
|--|---------------------|---------------|--------------------|-----------|--|----------------------|-----------|--------------------|-----------------|
| | (Februar | | (Februar | | | (Februar | | (Februar | |
| | Television | | | | | Television | | | |
| | Market (Thous) | Area (Thous) | Market (Thous.) | (Thous) | | Market (Thous) | (Thous) | Market (Thous.) | Area (Thous) |
| | (1110123.) | (Tilous./ | \1110us./ | (111005./ | | (Tilous./ | (111005.) | (Tilous.) | (111045.) |
| Baltimore, Md. | 722.5 | 474.8 | 788.6 | 506.8 | Dothan, Ala. | 111.9 | | 145.2 | |
| Bangor, Me. | 100.9 | 31.2 | 112.8 | 34.8 | Duluth, MinnSuperior, Wis. | 159:5 | 80.3 | 182.7 | 85.3 |
| Baton Rouge, La. | 281.7 | 5 5.7 | 335.7 | 62.7 | Durham-Ra <mark>leigh, N</mark> .C. | 343.8 ¹³ | 68.6 | 406.9 | 77.8 |
| Bay City-Saginaw-Flint, Mich. | 384.74 | 180.0 | 417.4 | 191.1 | | | | | |
| Beaumont-Port Arthur, Tex. | 160.4 | 82.6 | 183.1 | 90.2 | Eau Claire, Wis. | 88.1 | 24.8 | 102.6 | 29.1 |
| Bellingham, Wash. | 48.1 | 19.8 | 54.3 | 22.4 | El Dorado, ArkMonroe, La. | 167.418 | 25.6 | 209.5 | 29.5 |
| Big Spring, Tex. | 20.0 | | 23.1 | | Elkhart-South Bend, Ind. | †140.3 ¹⁹ | | 213.7 | 103.0 |
| Billings, Mont. | 58.8 | 21.9 | 71.3 | 24.4 | El Paso, Tex. | 100.8 | 71.5 | 116.5 | 80.9 |
| Binghamton, N.Y. | 232.5 | 61.1 | 259.5 | 64.0 | Ensign, Kan. | 36.8 | ., | 44.9 | |
| Birmingham, Ala. | 431.1 | 154.9 | 548.7 | 183.6 | Ephrata, Wash. | 5.1 | | 13.3 | |
| Bismarck, N.D. | 46.1 | | 55.5 | | Erie, Pa. | 165.9 | 70.1 | 182.9 | 73.5 |
| Bloomington, Ind. | 653.7 ⁵ | | 726.5 | | Eugene, Ore. | 101.1 | 44.9 | 115.4 | 49.6 |
| Bluefield, W.Va. | 138.7 | ******* | 169.8 | | Eureka, Calif. | 51.5 | | 60.7 | |
| Boise, Idaho | 78.5 | 40.6 | 89,9 | 46.2 | Evansville, IndHenderson, Ky. | 215.920 | 54.1 | 260.1 | 60.9 |
| Boston, Mass. | 1,774.2 | 877.8 | 1,888.8 | 931.4 | • | | | | |
| Bristol, VaJohnson City-Kingsport, Tenn. | 188.1° | 63.2 | 240.0 | 76.3 | Fairbanks, Alaska | 9.6 | | 11.5 | ***** |
| Bryan, Tex. | 44.9 | | 55.9 | | Fargo, N.D. | 150-Q | 27.4 | 179.8 | 30.4 |
| Buffalo, N.Y. | 568.8 | 374.7 | 607.3 | 392.0 | Flint-Bay City-Saginaw, Mich. | 384.721 | 180.0 | 417.4 | 191.1 |
| Burlington, Vt. | 160.1 | 18.0 | 181.8 | 20.1 | Florence, Ala. | †21.0 ²² | 21.0 | 30.2 | 30.2 |
| Butte, Mont. | 54.67 | 17:6 | 67.2 | 20.3 | Florence, S.C. | 154.8 | | 193.3 | |
| | | | | | Ft. Dodge, lowa | †29.3 | | 45.5 | |
| Cadillas Mish | 113.5 | | 129.5 | | Ft. Myers, Fla. | 29.2 | | 33.2 | |
| Cadillac, Mich. | 237.6 | | 297.0 | | Ft. Smith, Ark. | 67.6 | 17.8 | 88.7 | 21.1 |
| Cape Girardeau, Mo. | | | | ******* | Ft. Wayne, Ind. | †165.3 | 64.5 | 209.2 | 69.6 |
| Carlsbad, N.M. | 12.4 91.1° | 22.0 | 14.3 | | Fort Worth Dallas, Tex. | 734.423 | | 825.9 | 519.6 |
| Carthage-Watertown, N.Y. | | 23.8 | 99.7 | 26.2 | Fresno, Calif. | 188.9 | 100.9 | 259.8 | 108.7 |
| Casper, Wyo. | 42.4 302.6° | 13.6 | 51.5 | 15.6 | | | 200.0 | | 100.7 |
| Cedar Rapids-Waterioo, Iowa | | 75.0 | 331.1 | 78.8 | Glendive, Mont. | 3.8 | | 4.6 | |
| Champaign, III. | 322.2 | | 364.1 | 42.9 | Goodland, Kan. | 16.5 | | 21.0 | |
| Charleston, S.C. | 139.9 | 49.8 | 171.1 | 56.2 | Grand Forks, N.D. | 37.824 | 20.9 | 43.1 | 23.4 |
| Charleston-Huntington, W.Va. | 423.81 | | 512.0 | 147.9 | Grand Junction, Colo. | 27.5 | | 34.0 | |
| Charlotte, N.C. | 595.6 | 71.1 | 699.1 | 78:3 | Grand Rapids-Kalamazoo, Mich. | 543.1 ²⁵ | 147.5 | 591.0 | 156.0 |
| Chattanooga, Tenn. | 205.3 | 72.5 | 248.2 | 83.3 | Great Bend-Hays, Kan. | 137.3 | | 163.8 | |
| Cheboygan, Mich. | 35.9 | 100 | 42.4 | 10.0 | Great Falls, Mont. | 55.8 | 20.1 | 57.0 | 22.6 |
| Cheyenne, Wyo. | 88.0 | 16.9 | 104.1 | 18.6 | Green Bay, Wis. | 307.3 | 32.3 | 341.1 | 33.8 |
| Chicago, III. | 2,229.5 | 1,822.7 | 2,367.9 | 1,925.2 | Greensboro-Winston-Salem, N.C. | 382.428 | | 442.6 | 125.8 |
| Chico, Calif. | 123.1 | | 142.9 | 200.0 | Greenville-Spartanburg, S.CAsheville, N.C. | 406.627 | | 481.4 | 142.2 |
| Cincinnati, Ohio | 731.8 | 299.0 | 805.7 | 329.0 | Greenville-Washington, N.C. | 212.4 | | 255.7 | |
| Clarksburg, W.Va. | 95.0 | 21.2 | 111.9 | 23.6 | Greenwood, Miss. | 77.3 | | 99.2 | |
| Cleveland, Ohio | 1,262.5 | 521.5 | 1,345.2 | 545.4 | | | | | |
| Clovis, N.M. | 19.1 | | 23.1 | 70.0 | Hannibal, MoQuincy, III. | 159.7° | 19.6 | 183.9 | 21.7 |
| Colorado Springs-Pueblo, Colo. | 93.31 | | 108.6 | 76.8 | Harlingen-Weslaco, Tex. | 69.320 | 29.3 | 86.3 | 35.9 |
| Columbia-Jefferson City, Mo. | 124.5 | | 148.4 | | H <mark>arris</mark> burg, III. | 191.4 | | 236.4 | |
| Columbia, S.C. | 222.4 | 54.7 | 271.8 | 63.5 | Harrisburg, Pa. | †126.0 | 95.3 | 152.2 | 106.1 |
| Columbus, Ga. | 182.1 | 48.8 | 229.0 | 56.6 | Harrisonburg, Va. | 67.5 | , | 86.8 | |
| Columbus, Miss. | 75.6 | | 95.2 | , | Hartford-New Britain, Conn. | 702.9 | 198.8 | 743.6 | 209.8 |
| Columbus, Ohio | 471.5 | 196.4 | 512.8 | 204-9 | Hastings, Neb. | 103.0 | | 120.4 | |
| Coos Bay, Ore. | 13.2 | TO 0 | 16.9 | | Hattiesburg, Miss. | 56.2 | | 65.2 | |
| Corpus Christi, Tex. | 107.2 | 52.9 | 123.9 | 59.0 | Henderson, Ky. Evansville, Ind. | 207.080 | 54.1 | 248.4 | 60.9 |
| | | | | | Helena, Mont. | 7.5 | | 9.0 | |
| Dallas-Ft. Worth, Tex. | 736.81 | 476.8 | 829.1 | 519.6 | Henderson-Las Vegas, Nev. | 44.531 | 40.0 | 50.1 | 44.1 |
| Davenport, Iowa-Rock Island, III. | 327.61 | | 359.0 | 82.5 | Holyoke-Springfield, Mass. | †175. 7 | 147.0 | 194.3 | 158.9 |
| Dayton, Ohio | 487.5 | 197.3 | 525.4 | 206.3 | Honolulu, Hawaii | 136.4 | | 156.1 | |
| Daytona Beach-Qriando, Fla | 288.0 ¹⁰ | 136.1 | 321.9 | 149.0 | Hot Springs, Ark. | 13.5 | | 16.5 | |
| D <mark>ecatur, Ala.</mark> | †39.6° | | 82.4 | | Houston, Tex. | 498.0 | 341.2 | 553.4 | 378-3 |
| Decatur, III. | †125.1 | 35.1 | 150.9 | 37.5 | Huntington-Charleston, W.Va. | 419.0 | | 506.7 | 147.9 |
| Denver, Colo. | 348.8 | 266.5 | 391.2 | 297.2 | Huntsville, Ala. | †17.6 | | 41.6 | |
| Des Moines, Iowa | 264.3 | 80.5 | 291.2 | 85.2 | Hutchinson-Wichita, Kan. | 276.78 | | 317.4 | 125.2 |
| Detroit, Mich. | 1,541.2 | | 1,623.1 | 1,101.8 | | | | | |
| Dickinson, N.D. | 18.3 | ******* | 22.7 | | Jdaho Falls-Pocatello, Idaho | 63.4 | ******* | 72.6 | |

TV HOMES TOTAL HOUSEHOLDS (February 1962) (February 1962)

Combined Standard Metropolitan Area shown. See Indianapolis, Ind. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va. Standard Metropolitan Area listed as Butte-Anaconda.

Watertown only.

Watertown only.
Combined Standard Metropolitan Area shown.
Standard Metropolitan Area listed as Champaign-Urbana.
Standard Metropolitan Area listed as Charleston-Huntington-Ashland.
Combined Standard Metropolitan Area shown.
Combined Standard Metropolitan Area shown.
Standard Metropolitan Area listed as Davenport-Rock Island-Moline.
Combined Standard Metropolitan Area shown.
See Florence, Ala.
Combined Standard Metropolitan Area shown.
Standard Metropolitan Area Shown.
Standard Metropolitan Area Shown.

Combined Standard Metropolitan Area shown,

Combined Standard Metropolitan Area shown.
 Evansville only.
 Combined Standard Metropolitan Area shown.
 Standard Metropolitan Area listed as Florence-Sheffield-Tuscumbia-Muscle Shoals.
 Combined Standard Metropolitan Area shown.
 Standard Metropolitan Area listed as Grand Forks-East Grand Forks.
 Combined Standard Metropolitan Area shown.
 Standard Metropolitan Area listed as Greensboro-High Point-Winston-Salem.
 Combined Standard Metropolitan Area shown.
 Quincy only.
 Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.
 Evansville only.

^{24.} 25. 26. 27. 28. 29. 30.

Standard Metropolitan Area listed as Charleston-Huntington-Ashland.
 Combined Standard Metropolitan Area shown.

Ignore it

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

1201 (4-60)

SYMBOLS

NETWORK

NR = Edward

Petry & Co.

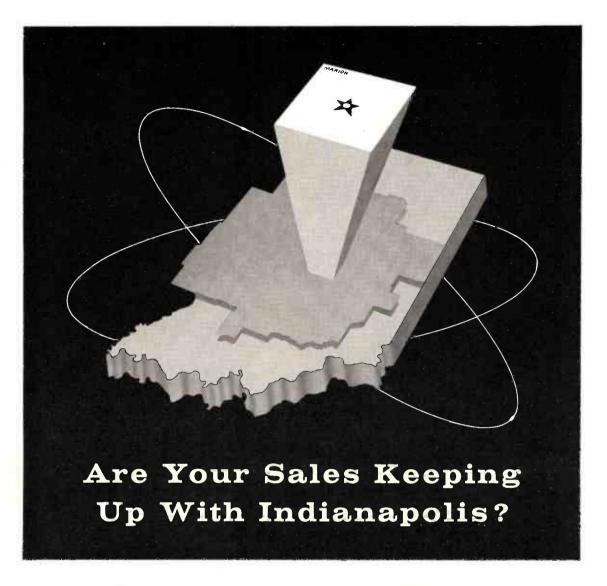
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IGNORE KPRC-TV, HOUSTON? YOU CAN'T. NO ONE EVER
IGNORED KPRC-TV. YOUR MESSAGE ALWAYS COMPELS
IMMEDIATE ATTENTION -- AND IMMEDIATE RESPONSE.
TO BE SURE TO GET ACTION, SELL OVER KPRC-TV.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

COURTESY OF WESTERN UNION



Marion County*—43% faster growth rate, 1950-1960, than the nation . . . plus WFBM-TV's unmatched area coverage in Mid-Indiana to double your sales potential!

This vital central market economically controls many specific areas that are retail trading centers in their own right. In fact, these satellite markets total 15% richer and 30% bigger than the 18-county Metropolitan trading area itself. Where else will you find such a rich, fast-growing and widespread marketing area covered from one central point . . . with no overlapping penetration in the area by basic affiliates of the same network? Only on WFBM-TV, the only basic NBC coverage for 734,000 TV set owning fami-*U.S. Census, 1960

America's 16th Television Market

lies. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TV MARKETS VS. METROPOLITAN MARKETS

| TV HOM | ES | TOTAL HOUS | EHOLDS |
|------------|----------|------------|----------|
| (February | 1962) | (February | 1962) |
| Television | Metro | Television | Metro |
| Market | Area | Market | Area |
| (Thous.) | (Thous.) | (Thous.) | (Thous.) |

TV HOMES TOTAL HOUSEHOLDS. (February 1962) Television Metro Television Metro Market Area Market Area (Thous.) (Thous.) (Thous.)

| Indianapolis, Ind. | 676.0 | 201.0 | 750.3 | 214.8 |
|--|---------------------|---------|---------------|---------|
| Jackson, Miss. | 271.2 | 46.7 | 323.4 | 51.4 |
| Jackson, Tenn. | 64.0 | | 84.4 | |
| lacksonville, Fla. | 256.5 | 121.3 | 297.1 | 133.1 |
| efferson City-Columbia, Mo. | 119.6 | | 142.5 | |
| ohnson City, TennBristol, Va. | 184.4 ³⁴ | 63.2 | 236.3 | 76.3 |
| ohnstown, Pa. | 572.7 | | 633.2 | |
| oplin, MoPittsburg, Kan. | 144.3 ²⁵ | 31.2 | 176.1 | 36.9 |
| uneau, Alaska | 2.0 | | 3.1 | |
| Kalamazoo-Grand Rapids, Mich. | 543.1 | 147,5 | 591.0 | 156.0 |
| Kansas City, Mo. | 594.0 | 312.9 | 665.1 | 337.4 |
| Cearney, Neb. | 106-6 | | 117.7 | ****** |
| Clamath Falls, Ore. | 26.5 | | 30.5 | |
| Knoxville, Tenn. | 243.1 | 88.3 | 318.3 | 105.7 |
| .a Crosse, Wis. | 109.9 | 19:1 | 127.2 | 21.2 |
| Lafayette, La. | 117.3 | 19.5 | 139.2 | 22.7 |
| ake Charles, La. | 101.2 | 35.4 | 122,5 | 40.2 |
| ancaster, Pa. | 557.9 | 72.1 | 626.1 | 81.5 |
| ancaster, ra. ansing, Mich. | 358.3 | 80.1 | 387.7 | 86.0 |
| aredo, Tex. | 14.1 | 12.2 | 17.8 | 15.0 |
| | 44.536 | 40.0 | 50.1 | 44.1 |
| as Vegas-Henderson, Nev. | †113.8 | 18,5 | 132.9 | 26.8 |
| ebanon, Pa | 20.2 | | 23.5 | |
| ewiston, Idaho | | 20.0 | | 20.0 |
| exington, Ky. | †69.8 | 28.9 | 125.2 | 39.0 |
| ima, Dhio | +44.9 | 27.2 | 66.4 | 30.7 |
| incoln, Neb. | 205.5 | 44.3 | 236.3 | 48.4 |
| Little Rock-Pine Bluff, Ark. | 235.437 | 61.6 | 296.2 | 72.8 |
| Los Angeles, Calif. | 2,848.838 | | 2,976.7 | 2,287.8 |
| Louisville, Ky. | 409.9 | 191.1 | 494.0 | 214.5 |
| ubbock, Tex. | 117.0 | 40.0 | 134.6 | 45.4 |
| .ufki <mark>n, Tex.</mark> .ynchburg, Va. | 58.6 169.3 | 24.9 | 73.0 200.1 | 30.3 |
| | | | | |
| Ma <mark>con</mark> , Ga. | 116.8 | 46.0 | 141.3 | 51.1 |
| Madison, Wis. | 244.2 | 58.8 | 277.6 | 64.7 |
| Manchester, N.H. | 148.6 | 51.3 | 165.0 | 54.4 |
| Ma <mark>nkato, M</mark> inn. | 109.3 | | 128.7 | |
| Marquette, Mich. | 59.8 | | 67.8 | |
| Mason City, Iowa | 164.6 | 14.0 | 184.7 | 15.4 |
| Medford, Ore. | 42.6 | | 48.3 | |
| Me <mark>mphis, Tenn.</mark> | 491.2 | 154.0 | 612.2 | 177.7 |
| Me <mark>ridian, Mi</mark> ss. | 130.0 | 17.0 | 158.6 | 19,3 |
| Mesa-Phoenix, Ariz. | 228.239 | 179.5 | 263.3 | 201.3 |
| Mi <mark>ami, Fla.</mark> | 556.6 | 299.7 | 601.3 | 325.1 |
| Midland-Odessa, Tex. | 97.040 | 45.0 | 109.3 | 48.6 |
| Milwaukee, Wis. | 626.7 | 351.3 | 665.5 | 363.6 |
| Minneapolis-St. Paul, Minn. | 7 33.0 | 427.8 | 804.0 | 448.5 |
| Minot, N.D. | 37.8 | | 46.3 | |
| Missoula, Mont. | 56.9 | 6 | 68.1 | |
| Mitchell, S.D. | 31.4 | , | 37.3 | |
| Mobile, Ala. | 266.1 | 118.5 | 319.8 | 141.2 |
| Monahans, Tex. | 31.2 | | 35.8 | |
| Monroe, La. El Dorado, Ark. | 165.511 | 25.6 | 207.0 | 29.5 |
| Nontgomery, Ala | 163.4 | 37.5 | 219.4 | 46.6 |
| Auncie, Ind. | †22.5 | 19.7 | 38.1 | 33.5 |
| fashville, Tenn. | 434.6 | 102.0 | 549.0 | 116.4 |
| lew Britain-Hartford, Conn. | 702.9 | 198.8 | 743.6 | 209.8 |
| New Haven, Conn. | 687.6 ¹² | 192.9 | 726.6 | 201.8 |
| New Orleans, La. | 418.2 | 234.2 | 475.2 | 258.2 |
| New York, N.Y. | | 3,295.5 | 5,638.1 | 3,506.8 |
| TOR LVIN, ILL. | 0,022.7 | 0,200.0 | 0,000.1 | 0,000.0 |

| Norfolk, Va. | 309.043 | 189.4 | | 218.5 |
|--|------------------------------|----------------|------------------|---------------|
| North Platte, Neb. | 26.0 | | 30:4 | ****** |
| Oak Hill, W.Va. | 89.4 | | 110.1 | |
| Oakland-San Francisco, Calif. | 1,334.144 | 869.8 | 1,447.0 | 940.5 |
| Odessa-Midland, Tex. | 97.0 | 45.0 | 109.3 | 48.6 |
| Oklahoma City, Okla. | 342.045 | 148.7 | 388.2 | 163.4 |
| Omaha, Neb. | 317.3 | 132.0 | 348.6 | 138.7 |
| Orlando-Daytona Beach, Fla. Ottumwa, Iowa | 288.0 ⁴⁸ 103.0 | 136.1 | 321.9 117.8 | 149.0 |
| Paducah, Ky. | 191.8 | 14.6 | 241.0 | 18.2 |
| | | | | 10.2 |
| Panama City, Fla. | 28.0 | 16.1 | 34.4 | 18.9 |
| Parkersburg, W.Va. | †22.1 | 17.7 | | 23.€ |
| Pasco, Wash. | †30.7 | | 53.7 | ****** |
| Pembina, N.D. Peoria, III. | 14.7 | 01.0 | 18.0 | |
| Philadelphia, Pa. | †167.4 2,019.2 | 81.9 | 217.3 | 88.6 |
| Phoenix-Mesa, Ariz. | 228.2 | 179.5 | 2,140.3 263.3 | 1,286.6 |
| Pittsburg, KanJoplin, Mo. | 144.318 | 31.2 | 176.1 | 36.9 |
| Pittsburgh, Pa. | 1,232.1 | 682.3 | 1,330.6 | 715.6 |
| Plattsburgh, N.Y. | 122.9 | 002.3 | 138.2 | 713.0 |
| Poland Spring, Me. | 325.849 | | 362.8 | |
| Port Arthur-Beaumont, Tex. | 160.4 | 82.6 | 183.1 | 90.2 |
| Portland, Me. | 227.6 | 52.6 | 251.3 | 55.2 |
| Portland, Ore. | 466.6 | 251.8 | 514.6 | 271. |
| Presque Isle, Me. | 22.5 | ******* | | |
| Providence, R.I. | 695.0 | 211.9 | 733.0 | 222.4 |
| Pueblo-Colorado Springs, Colo. | 93.350 | 68.6 | 108.6 | 76.8 |
| Quincy, IIIHannibai, Mo. | 152.0 ⁵¹ | 19.6 | 175.1 | 21.7 |
| Raleigh-Durham, N.C. | 340.952 | 68.6 | 403.2 | 77.8 |
| Rapid City, S.D. | 55.4 | 14.3 | 65.5 | 16.6 |
| Redding, Calif. | 80.1 | | 92.9 | , |
| Reno, Nev. | 46.2 | 26.6 | 52.3 | 29. |
| Richland, Wash. | †D. 1. 282.8 | 110.4 | 222.2 | 101 |
| Richmond, Va. Riverton, Wyo. | 12.3 | 110.4 | 332.2 15.1 | |
| Roanoke, Va. | 317.9 | 43.9 | 377.7 | 47. |
| Rochester, Minn. | 143.8 | 17.2 | 161.9 | 18.5 |
| Rochester, N.Y. | 322.8 | 171.8 | | 179.9 |
| Rockford, III. | 203.6 | 60.6 | 221.5 | 63.9 |
| Rock Island, III. Davenport, Iowa | 327.6 ⁵⁸ | 76.8 | 359.0 | 82.5 |
| Roswell, N.M. | 14.7 | | 16.8 | |
| Sacramento-Stockton, Calif. | 448.054 | 223.7 | 488.2 | 233.5 |
| St. Joseph, Mo. | 142.7 | 26.4 | 167.5 | 30.0 |
| St. Louis, Mo. | 795.6 | 602.0 | 880.0 | 645.8 |
| St. Pau <mark>l-Mi</mark> nneapolis, Minn. | 733.0 | 427.8 | 804.0 | 448. |
| St. Petersburg-Tampa, Fla. | 419.555 | 256.7 | 465.1 | 281. |
| Saginaw-Flint-Bay City, Mich. | 384.7 | 180.0 | 417.4 | 191 |
| Salinas-Monterey, Calif. | 218.5 | ******* | 248.7 | 4 |
| Salisbury, Md. | †33.6 | | 49.9 | |
| Salt Lake City, Utah | 251.656 | 103.4 | 278.8 | 110.2 |
| San Angelo, Tex. | 29.0 | 16.7 | 34.8 | 19.6 |
| San Antonio, Tex. San Diego, Calif. | 275.5 308.4 | 166.9 | 324.9 | 185. |
| San Francisco-Oakland, Calif. | 1,334.1 | 308.4 869.8 | 318.7 1,447.0 | 318. |
| San Jose, Calif | 290.6 | 190.0 | 311.6 | 940.9 196. |
| Santa Barbara, Calif. | 71.0 | 47.8 | 80.2 | 54.0 |
| | | | | |
| Savannah, Ga. | 115.0 | 48.7 | 13/.3 | 3.5 7 |
| Savannah, Ga. Schenectady-Troy-Albany, N.Y. | 115.0 420.0 | 48.2 193.9 | 137.3 454.4 | 53.8 205.2 |

Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.
 Joplin only.
 Las Vegas only.
 Standard Metropolitan Area listed as Little Rock-North Little Rock.
 Standard Metropolitan Area listed as Los Angeles-Long Beach.
 Phoenix only.
 Combined Standard Metropolitan Area shown.
 Standard Metropolitan Area listed as Monroe-West Monroe.
 Standard Metropolitan Area listed as New Haven-Waterbury-Meriden.
 Standard Metropolitan Area listed as New Index-Portsmouth.
 Combined Standard Metropolitan Area shown.
 Oklahoma City listing includes Enid, Okla.

Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Joplin only.

Las Vegas only.
Standard Metropolitan Area listed as Little Rock-North Little Rock.
Standard Metropolitan Area listed as Los Angeles-Long Beach.
Phoenix only.
Combined Standard Metropolitan Area shown.
Standard Metropolitan Area listed as Monroe-West Monroe.
Standard Metropolitan Area listed as Nornoe-West Monroe.
Standard Metropolitan Area listed as New Haven-Waterbury-Meriden.
Standard Metropolitan Area listed as Norfolk-Portsmouth.
Combined Standard Metropolitan Area shown.
Oklahoma City listing includes Enid, Okla.

Combined Standard Metropolitan Area shown. Phoenix only.

^{46.} 47. 48. 49. 50. 51. 52. 53. 54. 55. 56.

Phoenix only.
Joplin only.
See Portland, Me,
Combined Standard Metropolitan Area shown.
Quincy only.
Combined Standard Metropolitan Area shown.
Standard Metropolitan Area iisted as Davenport-Rock Island-Moline.
Combined Standard Metropolitan Area shown.
Combined Standard Metropolitan Area shown.
Includes metropolitan areas of Salt Lake and Provo, Utah.
Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazelton.

TV MARKETS VS. METROPOLITAN MARKETS

| TV HON | MES | TOTAL HOUS | SEHOLDS |
|------------|----------|------------|----------|
| (February | 1962) | (February | 1962) |
| Television | Metro | Television | Metro |
| Market | Area | Market | Area |
| (Thous.) | (Thous.) | (Thous.) | (Thous.) |

| TV HOMES TOTAL HOUSEHO | |
|---------------------------------|-----|
| (February 1962) (February 196 | 2) |
| Television Metro Television Me | tro |
| Market Area Market Ar | ea |
| (Thous.) (Thous.) (Thous.) (Tho | us. |

| Seattle-Tacoma, Washi. | 577.8 ⁵⁸ | 435.4 | 621.5 | 462.3 |
|--|---------------------|-------|-------|----------|
| Sedalia, Mo. | 29.6 | | 34.5 | |
| Seima, Ala. | 13.7 | | 18.6 | |
| Shreveport, La. | 293.1 | 95.5 | | 111.1 |
| Sioux City, Iowa | | | 351.7 | |
| | 164.7 | 31.0 | 186.1 | 33.3 |
| Sioux Falls, S.D. | 222.9 | 23.4 | 260.0 | 25.4 |
| South Bend-Elkhart, Ind. | 140.358 | 88.5 | 213.7 | 103.0 |
| Spartanburg-Greenville, S.CAsheville, N.C. | 406.6∞ | 122.3 | 481.4 | 142.2 |
| Spokane, Wash. | 257.6 | 84.2 | 295.9 | 89.0 |
| Springfield, III. | 1164.9 | 64.3 | 219.7 | 78.3 |
| Springfield-Holyoke, Mass. | †175.7 | 147.0 | 194.3 | 158.9 |
| Springfield, Mo. | 127.0 | 37.8 | 162.5 | 41.7 |
| Steubenville, Ohio | 445.2 ^{G1} | 43.9 | 494.1 | 48.4 |
| Stockton-Sacramento, Calif. | 448.062 | 223.7 | 488.2 | 233.5 |
| Superior, WisDuluth, Minn | 155.9 | 80.3 | 178.3 | 85.3 |
| Sweetwater, Tex. | 55.2 ⁶³ | | 62.5 | |
| Syracuse, N.Y. | 458.8 | 158.3 | 493.8 | 165.6 |
| Tacoma-Seattle, Wash. | 577.8 ⁶⁴ | 435.4 | 621.5 | 462.3 |
| Tallahassee, FlaThomasville, Ga. | 178.2°5 | 16.3 | 221.0 | 19.9 |
| Tampa-St. Petersburg, Fla. | 417.0 | 256.7 | 461.9 | 281.0 |
| Temple-Waco, Tex. | 137.466 | 62.9 | 162.3 | 71.9 |
| Terre Haute, Ind. | 183.0 | 32.7 | 210.6 | 34.4 |
| Toledo, Ohio | 384.2 | 133.9 | 417.6 | 140.3 |
| Topeka, Kan. | 126.8 | 40.7 | 146.9 | 44.4 |
| Traverse City, Mich. | 40.7 | | 46.1 | ******** |
| Troy-Albany-Schenectady, N.Y. | 420.0 | 193.9 | 454.4 | 205.2 |
| Tucson, Ariz. | 100.8 | 73.8 | 116.9 | 81-1 |
| Tulsa, Okla. | 320.1 | 122.6 | 375.7 | 135.9 |
| Tupelo, Miss. | 62.4 | 122.0 | 77.9 | |

| Twin Falls, Idaho | 29.6 | | 33.9 | |
|--------------------------------|----------------------|--------|-------|-------|
| Tyler, Tex. | 135.2 | 23.3 | 163.9 | 26.4 |
| Utica-Rome, N.Y. | 159.9 | 92.6 | 170.5 | 97.1 |
| Valley City, N.D. | 150.8 ⁶⁷ | | 180.3 | ., |
| Waco-Temple, Tex. | 132.4 ⁶⁸ | 62.9 | 156.1 | 71.9 |
| Washington, D.C. | 847.8 | 562.1 | 942.7 | 612.0 |
| Washington-Greenville, N.C. | 212.4 | | 255.7 | |
| Waterbury, Conn. | D. I. | | | |
| Waterloo-Cedar Rapids, Iowa | 283.1 | 75.0 | 311.2 | 78.8 |
| Wausau, Wis. | 131.7 | 21.4 | 152.3 | 24.5 |
| Weslaco-Harlingen, Tex. | 69.370 | 62.2 | 86.3 | 77.1 |
| West Palm Beach, Fla. | 100.1 | 72.0 | 113.1 | 80.6 |
| Weston, W.Va. | 98.8 | | 117.6 | |
| Wheeling, W.Va. | 310.4 | 54.3 | 347.9 | 58.5 |
| Wichita-Hutchinson, Kan. | 276.771 | 114.8 | 317.4 | 125.2 |
| Wichita Falls, Tex. | 140.3 | 55.3 | 162.6 | 61.8 |
| Wilkes-Barre-Scranton, Pa. | 258.1 ⁷² | 160.0 | 319.0 | 176.1 |
| Williston, N.D. | 29.7 | | 36.8 | |
| Wilmington, N.C. | 123.4 | 19.3 | 150.3 | 21.1 |
| Winston-Salem-Greensboro, N.C. | 378.8 ⁷³¹ | 1.15.6 | 437.7 | 125.8 |
| Worcester, Mass. | †D. I. | | | |
| Yakima, Wash. | † 38 .8 | 38.0 | 49.9 | 43.6 |
| York, Pa. | †42.7 | 42.7 | 74.4 | 74.4 |
| Youngstown, Ohio | †167.3 | 121.0 | 249.0 | 147.2 |
| Yuma, Ariz. | 25.9 | | 31.6 | ţ |
| Zanesville, Ohio | †19.2 | 17.7 | 37.8 | 23.9 |
| | | | | |

- Combined Standard Metropolitan Area shown.
 Combined Standard Metropolitan Area shown.
 Combined Standard Metropolitan Area shown.
 Standard Metropolitan Area isted as Steubenville-Weirton.
 Combined Standard Metropolitan Area shown.
 See Abliene, Tex.
 Combined Standard Metropolitan Area shown.
 Tallahassee only.

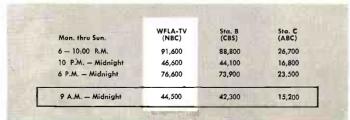
- 60. 61. 62. 63. 64. 65.

- 66. Combined Standard Metropolitan Area shown.
 67. See Grand Forks.
 68. Combined Standard Metropolitan Area shown.
 69. Combined Metropolitan Area shown.
 70. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.
 71. Combined Standard Metropolitan Area shown.
 72. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazelton.
 73. Standard Metropolitan Area listed as Greensboro-High Point-Winston-Salem.



REACHES MOST HOMES* MONDAY THROUGH SUNDAY IN TAMPA-ST. PETERSBURG

Average Quarter-Hour Homes Reached



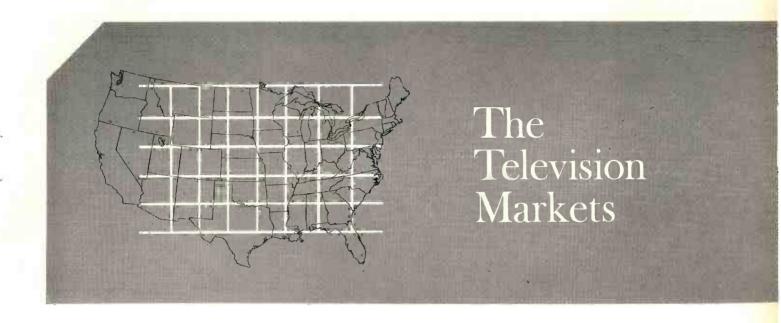
When people watch TV the most on Western Florida's booming coast, ARB says we lead the rest . . . this station, for advertisers, is the best.

*ARB OCTOBER 1961









Exclusive compilation of the vital statistics which delineate all U.S. television markets, the counties that comprise them and the TV homes they reach

THE TELEVISION MARKETBOOK is the only current and independent source for television homes and households data correlated with the coverage area of every television market and reported on a county-by-county basis. These are the tools essential for evaluating television advertising in terms of specific market coverage, enabling the advertiser to relate his use of TV to product distribution and sales.

If a county is covered by more than one market, the television homes reported are credited to each market reaching the county. A county is credited to a market just as long as 25% of the TV homes view the dominant station of the market on a weekly nightime basis. For a full explanation, see the Television Homes report, page 124.

In many areas, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no substantial difference in television homes. Furthermore, the decision to combine markets is based upon advertiser use and common marketing practice.

These estimates are unlike network circulation figures, which are unduplicated. By using the "TV Homes by

Counties" section with the "TV Markets" section, unduplicated data can be obtained.

Penetration has been kept to a theoretical ceiling of 95% for all markets. Higher penetration in metropolitan areas is shown by many rating services, but the available evidence indicates that penetration drops off outside the metropolitan area itself and that 95% is the most logical theoretical ceiling for the TV market as a whole.

All county television homes figures are VHF. Total VHF homes figures have been carried to the nearest hundred. UHF TV homes are listed by market totals preceded by a dagger (†). A bullet (•) indicates markets held pending further research data. "DI" indicates that data is incomplete, pending further study. Finally, the symbol "•" indicates that at least one major facility change occurred in the TV market subsequent to the latest survey measurement.

Total household figures are based on Television Magazine projections from the 1960 Census. TV market definition and circulation are computed by Television Magazine. This data is copyrighted and may not be reproduced without permission from the publisher.

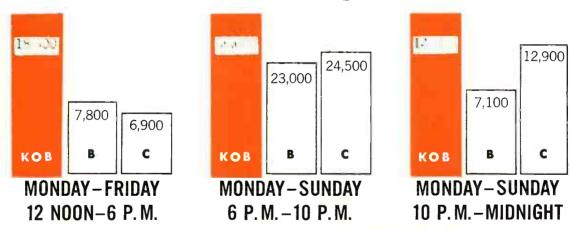
Albuquerque now the nation's 61st marketis growing faster than ever-



ARB SURVEY, NOVEMBER, 1961

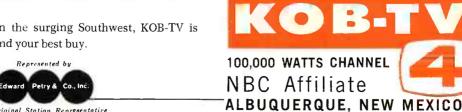
--- and so are KOB-TV ratings!

AVERAGE NUMBER OF TV HOMES REACHED BY EACH STATION PER QUARTER HOUR



For 14 consecutive years, KOB-TV has been first in New Mexico. As these latest ratings show, Channel 4 now dominates the fast-growing, active-buying Albuquerque market by a bigger margin than ever

To sell more in the surging Southwest, KOB-TV is your first buy and your best buy.



The Original Station Representative

| | Total Homes (Thous.) | VHF Homes | the c | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF · Homes | | Total . Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|-----------------------|----------------------------|------------------------|-------------------------|----------------------------|------------------|------------------------------------|----------------------------|-----------------|---------------------------|------------------------------|-----------------|-------------------------|----------------------------|---------------------------------|
| ABERDEEN, SOI | UTH DAK | OTA . | Leon | 19.9 | 16,392 | ALBUQUERQUE | . NEW M | EXICO | Grant | 2.6 | 2,105 | Dallam | 2.0 | 1,832 |
| North Dakota: | · | | Madison | 3.7 | 3,038 | | , | | Hubbard | 3.0 | 2,001 | Deaf Smith | 3.7 | 3,233 |
| | | | Taylor | 3.7 | 3,033 | Arizona: | | | Kandiyohi | 8.4 | 7,288 | Donley | 1.5 | 1,293 |
| Dickey | 2.4 | 1,934 | Georgia: | | | Apache | 5.9 | 3,615 | Lac Qui Parle Morrison | 3.9 6.9 | 3,252 5,833 | Gray Hall | 10.0 2.4 | 9,151 1,681 |
| South Dakota: | | | Atkinson | 1.5 | 989 | Onlanda | | | Otter Tail | 13:8 | 10,136 | Hansford | 1.8 | 1,615 |
| | | | Bacon | 2.1 | 1,534 | Color <mark>ado:</mark> | | | Pope | 3.5 | 3,075 | Hartley | .6 | 574 |
| Brown Clark | 9.9 2.1 | 8,340 1,852 | Baker | 1.0 | 825 | Alamosa | 2.8 | 2,279 | Renville | 6.6 | 4,935 | Hemphill | 1.0 | 759 |
| Day | 3.1 | 2,558 | Ben Hill | 3.9 | 2,608 | Archuleta | .7 | 571 | Stearns Stevens | 19.1 3.0 | 17,314 2,429 | Hutchinson Lipscomb | 10.3 1.0 | 9,09 9 806 |
| Edmunds | 1.7 | 1,341 | Berrien Brooks | 3.2 3.9 | 2,349 2,926 | Conejos Costilla | 2.0 | 1,656 734 | Swift | 4.3 | 3,755 | Moore | 4.1 | 3,4 63 |
| Faulk | 1.2 | 1,067 | Calhoun | 1.9 | 1,437 | Dolores | .6 | 456 | Todd | 6.7 | 4,828 | Ochiltree | 2.8 | 2,438 |
| McPherson Marshall | 1.7 1.9 | 1,123 1,638 | Clay | 1.1 | 863 | La Plata | 5.5 | 4,666 | Traverse | 2.1 | 1,813 | Oldham | .5 | 495 |
| Potter | 1.3 | 1,038 | Clinch | 1.7 | 1,316 | Montezuma | 4.0 | 3,083 | Wadena Yellow Medicin | 3.4 e 4.6 | 2,284 3,953 | Parmer Potter | 2.7 34.9 | 2,384 32,87 8 |
| Spink | 3.2 | 2,756 | Coffee Colquitt | 5.6 9.1 | 4,471 7,267 | Rio Grande Saguache | 1.2 | 1,991 970 | renow incurent | 4.0 | 0,000 | Randall | 10.4 | 8,786 |
| Walworth | 2.3 | 1,717 | Cook | 3.2 | 2,377 | ouguatine | 1.2 | 370 | South Dakota: | | | Roberts | .3 | 290 |
| Total | 30.8 | 25,400 | Crisp | 5.0 | 3,958 | New Mexico: | | | Graint | 2.8 | 2,326 | Sherman | -8 | 708 |
| | | | Decatur | 6.5 | 5,463 | Bernalillo | 74.6 | 66,197 | Total | 127.5 | 103,100 | Swisher Wheeler | 3.1 2.6 | 2,6 79 2,0 3 0 |
| ABÎLENE, TEXA | S | | Dodge Dooly | 4.4 2.9 | 3,365 2,269 | Catron | .8 | 299 | | | | Total | 135.3 | 117,100 |
| Texas: | | | Dougherty | 20.6 | 18,045 | Colfax | 3.9 | 2,666 | ALPINE, TEXAS- | —Data Ir | complete | | | , |
| | 0 5 | C 701 | Early | 3.4 | 2,624 | Guadalupe Lincoln | 1.4 | 1,072 1,948 | | | , | AMEC IOU. | | |
| Brown Callahan | 8.5 2.7 | 6,721 2,099 | Echols | .4 | 386 | Lincoln Los Alamos | 2.3 | 2,880 | ALTOONA, PEN | NSYLVAN | IA | AMES, IOWA | | |
| Coke | 1.1 | 907 | Grady Irwin | 4.7 2,3 | 3,810 1,716 | McKinley | 7,8 | 5,867 | | | | lowa: | | |
| Coleman | 4.3 | 3,416 | Jeff Davis | 2.2 | 1,459 | Mora | 1.5 | 1.049 | Pennsylvania: | | | Adair | 3 .6 | 3,072 |
| Concho | 1.1 | 930 | Lanier | 1.3 | 997 | Rio Arriba | 5.5 2.9 | 4,177 2,306 | Bedford | 12.3 | 10,023 | Appanoos e | 5 .5 | 4,634 |
| Eastland Fisher | 7.1 2.4 | 5.776 2,169 | Lee | 1.4 | 1,095 | Sandoval San Juan | 14.5 | 12,268 | Blair | 41.5 | 38,644 | Audubon | 3.4 | 3,002 |
| Haskeli | 3.6 | 2,939 | Lowndes Macon | 13.4 3.2 | 11,194 2,300 | San Miguel | 5.4 | 4,215 | Cambria Cameron | 57.4 2. 2 | 54,632 2,180 | Boon e Butler | 8.4 5.4 | 7,818 4,71 3 |
| Jones | 6.3 | 5,302 | Miller | 1.8 | 1,318 | Santa Fe | 11.8 | 10.125 | Centre | 20.5 | 17,544 | Calhoun | 5.0 | 4,531 |
| McCulloch | 3.0 | 2,050 | Mitchell | 4.9 | 3,855 | Sierra | 2.4 | 1,941 | Clearfield | 24.1 | 20,747 | Carroll | 6.6 | 5,928 |
| Menard Nolan | .9 6.0 | 578 5,301 | Pulaski | 1.9 | 1,574 | Socorro Taos | 2.6 3.8 | 2,126 2,423 | Clinton | 11.1 | 9,806 | Clarke | 2.8 | 2,337 |
| Runnels | 4.7 | 4,028 | Randolph Schley | 2.9 | 2,206 639 | Torrance | 1.7 | 1.284 | Elk Franklin | 10.5 26.5 | 9,555 20,817 | Dallas Decatur | 7.7 3 .3 | 7,01 2 2,56 9 |
| Scurry | 5.9 | 5,050 | Seminole | 1.7 | 1,469 | Valencia | 9.7 | 8,093 | Fulton | 2.9 | 2,204 | Emmet | 4.4 | 3,738 |
| Shackelford | 1.4 | 1,247 | Sumter | 6.6 | 5,229 | Ok. s | | | Huntingdon | 11.5 | 9,683 | Franklin | 4.8 | 4.348 |
| Stephens Stonewall | 3.1 | 2,710 835 | Telfair | 3.1 | 2,269 | Utah: | | | Indiana | 21.4 | 18.491 | Greene | 4.7 | 4,494 |
| Taylor | 29.9 | 27,341 | Terrell Thomas | 3.2 9.3 | 2,383 7,739 | San Juan | 2.1 | 1,659 | Jefferson Juniata | 14.2 4.6 | 12,720 3,696 | Grundy Guthrie | 4.4 4.4 | 4,166 4,259 |
| Total | 92.9 | 79,400 | Tift | 6.2 | 4,792 | Total | 185.0 | 152,600 | Lycoming | 33.8 | 29,577 | Hamilton | 6.3 | 5,684 |
| | | | Turner | 2.2 | 1,800 | | | | Mifflin | 13.4 | 12,031 | Hancock | 4.3 | 3,826 |
| ADA, OKLAHOM | 1A | | Wheeler | 1.3 | 856 | ALEXANDRIA, | LOUISIAN | A | Potter | 5.0 | 4,314 | Hardin | 7.3 | 7,021 2,954 |
| Oklahoma: | | | Wilcox Worth | 2.1 4.0 | 1,653 3,005 | Louisiana: | | | Snyder Somerset | 7.0 22.4 | 5,558 20,396 | Humboldt Jasper | 3.9 11.1 | 9,489 |
| | | | Total | 200.3 | 159,600 | Luuisialla: | | | 3011101301 | 22.7 | 20,000 | Kossuth | 7.1 | 6,181 |
| Atoka | 3.0 | 2,339 | | | | Allen | 5.5 | 4,503 | West Virginia: | | | Lucas | 3.6 | 3,329 |
| Bryan Carter | 7.9 12.8 | 6,371 10,570 | ALBANY—SCI | | —TROY, | Avoyelles Beauregard | 10.5 5.4 | 8,759 3,876 | Hampshire | 3.3 | 2,727 | Madison Mahaska | 3.9 7.6 | 3,67 6 6,79 9 |
| Choctaw | 5.2 | 3,545 | NEW YORK | | | Caldwell | 2.4 | 1,872 | Total | 345.6 | 305,300 | Marion | 7.7 | 6,432 |
| Coal | 1.8 | 1,496 | Massachusett | S: | | Catahoula | 3.0 | 2,200 | 10.01 | 0.00 | 000,000 | Marshal (| 12.0 | 8,564 |
| Garvin | 8.7 | 7,297 | Berkshire | 43.4 | 41,380 | Concordia | 5.5 | 4,093 | AMADULO TO | VAC | | Monroe | 3.2 | 2,829 |
| Hughes Johnston | 5.0 2.6 | 4,211 2,097 | Now York | | | E <mark>van</mark> geline Grant | 8:8 3.8 | 6,644 3,047 | AMARILLO, TE | AA5 | | Palo Alto Pocahontas | 4.2 4.2 | 3,756 3,774 |
| Latimer | 2.3 | 1,602 | New York: | 0.5 | 04 | La Salle | 3.9 | 2,999 | Kansas: | | | Polk | 85.2 | 80,551 |
| Marsháll | 2.4 | 2,065 | Albany | 86.3 | 81,480 | Natchitoches | 9.3 | 6,795 | Seward | 4.8 | 3,790 | Poweshiek | 5.7 | 5,498 |
| Murray | 3.5 | 3,020 | Columbia Delaware | 14.5 12.8 | 13,841 10,510 | Rapides | 29.9 | 25,292 | _ | | | Sac | 5.2 | 4,652 |
| Pittsburg Pontotoc | 10.8 9.2 | 8,344 8,255 | Fulton | 16.7 | 15,389 | Sabine St. Landry | 5.2 20.0 | 3,497 16,112 | New Mexico: | | | Story Tama | 14.3 6.7 | 12,944 5,98 1 |
| Pottawatomie | 13.6 | 11,900 | Greene | 9.8 | 8,898 | Vernon | 5.3 | 3,804 | Curry | 9.4 | 8,120 | Union | 4.6 | 4,047 |
| Pushmataha | 2.9 | 2,060 | Hamilton Herkimer | 1.3 20.2 | 1,075 19,274 | Winn | 4.7 | 3,738 | Quay | 3.6 | 2,759 | Warren | 6.1 | 5,525 |
| Seminole Total | 9.1 100.8 | 7,838 83,000 | Montgomery | 18.4 | 16,772 | Missississi | | | Union | 1.8 | 1,229 | Wayne | 3.4 | 2,985 |
| IULAI | 100.0 | 03,000 | Otsego | 15.5 | 13,963 | Mississippi: | | | 011.1 | | | Webster Wright | 15.0 6.1 | 14,209 5,372 |
| | | | Rensselaer | 43.3 | 40,463 | Adams | 10.2 | 8,309 | Oklahoma: | | | Total | 313.1 | 282,100 |
| AKRON, OHIO | UHF Mari | ket} | Saratoga Schenectady | 26.1 49.5 | 24,945 47,215 | Total | 133.4 | 105,500 | Cimarron | 1.3 | 995 | | 2.0.1 | ,,,,,, |
| Ohio: | | | Schoharie | 6.5 | 5,787 | | | | Roger Mills | 1.7 | 1,187 | ANDERSON, | SOUTH CA | ROLINA |
| Summit | 154.1 | 69,262 | Ulster | 36.6 | 32,486 | ALEXANDRIA, | MINNESO | TA | Texas | 4.3 | 3,094 | | | |
| Total | 154.1 | †69,300 | Warren Washington | 13.5 13.8 | 11,990 12,482 | Minnesota: | | | Texas: | | | Data Inco | mpiete | |
| ALDANY OFCE | 014 | | Vermont: | | | Benton | 4.4 | 3,466 | Armstrong | .6 | 569 | ARDMORE, C | KLAHOMA | |
| ALBANY, GEOR | UIA | | | | 4.050 | Big Stone | 2.6 | 2,317 | Briscoe | 1.0 | 872 | Oklahoma: | | |
| Florida: | | | Addison Bennington | 5.2 7.5 | 4,352 6,110 | Cass Chippewa | 4.9 4.9 | 3,047 4,299 | Carson Castro | 2.2 2,4 | 1,900 2,129 | Atoka | 3.0 | 2,339 |
| Gadsden | 8.7 | 6,778 | Rutland | 13.5 | 11,539 | Crow Wing | 9.7 | 7,427 | Childress | 2.8 | 2,100 | Bryan | 7.9 | 6,371 |
| | 2.4 | 1,970 | Total | 454.4 | 420,000 | Douglas | 6.3 | 5,190 | Collingsworth | 2.0 | 1,565 | Carter | 12.8 | 10,570 |

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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|------------------------|----------------------------|------------------|----------------------|----------------------------|------------------|--------------------------|----------------------------|-----------------|-----------------------|----------------------------|--------------------------|--------------------------------|----------------------------|------------------|
| ARDMORE, OK | LA.—cont | inued | ATLANTA, | GEORGIA | | Whitfiield [.] | 11.7 | 10,054 | Floyd | 6.5 | 5,816 | Maryland: | | |
| 01 - 1 | г о | 0.545 | Alabama: | | | Wilkes | 3.0 2.4 | 2,326 1,986 | Franklin Hancock | 4.8 | 4,348 3,826 | Anne Arundel | 53.5 | 49,727 |
| Choctaw Coal | 5.2 1.8 | 3,545 1,496 | Chambers | 10.5 | 6,988 | Wilkinson | 2.4 | 1,500 | Howard | 4.3 3.7 | 3,388 | Baltimore | 429.3 | 403,100 |
| Johnston | 2.6 | 2,097 | Cherokee | 4.3 | 3,592 | | | | Humbolot | 3.9 | 2,954 | Calvert | 3.8 | 3,472 |
| Love | 1.8 | 1,550 | Clay | 3.4 | 2,476 | North Carolina | ٠. | | Kossuth | 7.1 | 6,181 | Caroline Carroll | 6.0 14.3 | 5,345 13,171 |
| Marshall | 2.4 | 2,065 | Cleburne Randolph | 2.9 5.5 | 1,981 4,077 | - | | | Mitchell Palo Alto | 4.1 4.2 | 3,864 3,756 | Cécil | 12.3 | 11,306 |
| Murray Pushmataha | 3.5 2.9 | 3,020 2,060 | Mandolphi | 0.0 | 4,077 | Clay | 1.4 4.2 | 1,151 3,268 | Pocahontas | 4.2 | 3,774 | Dorchester | 9.1 | 7,853 |
| Total | 43.9 | 35,100 | Canraia | | | Macon Total | 655.6 | 570,000 | Winnebago | 4.0 | 2,980 | Frederick | 20.3 | 17,784 |
| | | , | Georgia: | 5.0 | | Total | 000.0 | 370,000 | Worth | 3.1 | 2,804 | Harford Howard | 20.9 9.7 | 19,063 8,947 |
| ASHEVILLE, N | ODTU CAD | OLIMA | Baldwin Banks | 5.6 1.7 | 4,474 1,337 | | | | Wright | 6.1 | 5,372 | Kent | 4.6 | 4,327 |
| GREENVILLE | | | Barrow | 4:2 | 3,349 | AUGUSTA, GEO | ORGIA | | | | | Queen Annes | 4.9 | 4,219 |
| SOUTH CAR | | Jonu, | Bartow | 7.7 | 6,642 | Georgia: | | | 44: | | | Somerset Talbot | 5.7 6.8 | 4,519 6,028 |
| OUT OAL | OLIMA | | Bibb Butts | 40.6 2.2 | 36,437 1,789 | | | | Minnesota: | | | Washington | 27.5 | 23,254 |
| Georgia: | | | Carroll | 10.2 | 8,147 | Appling | 3.2 | 2,207 | Blue Earth | 12.7 | 11,493 | Wicomico | 14:8 | 13,417 |
| * | | | Chattooga | 5.6 | 4,712 | Bulloch Burke | 6.2 5.1 | 5,575 3,966 | Dodge Faribault | 3.7 | 3,424 | Worcester | 7.2 | 5,893 |
| Banks Elbert | 1.7 4.9 | 1,337 4,039 | Cherokee | 6.4 | 5,412 | Candler | 1.8 | 1,463 | Fillmore | 7.0 7.1 | 6,089 6,109 | | | |
| Franklin | 3.7 | 3,055 | Clarke Clayton | 12.4 12.7 | 10,804 11,288 | Columbia | 3.4 | 2,926 | Freeborn | 11.2 | 10,120 | | | |
| Hart | 4.1 | 3,285 | Cobb | 32.4 | 30,187 | Elbert Emanual | 4.9 | 4,039 | Jackson | 4.5 | 3,615 | Pennsylvania: | | |
| Jackson | 5.2 | 4,080 | Coweta | 7.9 | 6,994 | Emanuel Evans | 4.8 1.8 | 3,714 1,610 | Martin | 8.1 | 7,369 | • | 140 | 10.050 |
| Madison | 3.0 | 2,257 | Crawford | 1.3 | 1,039 | Glascock | .7 | 561 | Mower Olmsted | 13.9 18.9 | 13,275 17,267 | Adams Franklin | 14.8 26.5 | 12,358 20,817 |
| Oglethorpe Stephens | 1.9 5.1 | 1,478 4,305 | Dawson | .9 | 774 | Greene | 2.8 | 2,111 | Steele | 7.4 | 6,626 | York | 74.4 | 68,913 |
| Wilkes | 3.0 | 2,326 | De Kalb Douglas | 76.6 4.5 | 70,474 3,962 | Hancock | 2.2 | 1,720 | Waseca | 4.7 | 3,966 | Total | 788.6 | 722,500 |
| | 0.0 | 2,024 | Elbert | 5.0 | 4,039 | Jeff Davis | 2.2 | 1,459 | Winne Shiek | 6.0 | 4,943 | | | |
| Kentucky: | | | Fannin | 3.7 | 2,715 | Jefferson Jenkins | 4.4 2.4 | 3,336 1,944 | Winona | 11.8 | 10,186 | | | |
| nontucky: | | | Fayette | 2.1 | 1,626 | Johnson | 2.2 | 1,573 | Total | 202.5 | 17 9,7 00 | | | |
| Harlan | 12.8 | 9,222 | Floyd | 19.8 | 17,357 | Laurens | 8.6 | 6,842 | | | | BANGOR, MAIN | E | |
| Leslie | 2.3 | 1,328 | Forsyth Franklin | 3.3 3.7 | 2,689 3,055 | Lincoln | 1.4 | 1,130 | | | | Maine: | | |
| | | | Fuiton | 165.7 | 151,711 | McDuffie Montgomery | 3.3 1.5 | 2,794 1,098 | AUSTIN, TEXA | S | | Hancock | 10.2 | 8,697 |
| North Carolir | ıa: | | Gilmer | 2.4 | 1,721 | Montgomery Ogelthorpe | 1.9 | 1,478 | Texas: | | | Kennebec | 25.6 | 23,190 |
| Buncombe | 38.7 | 32,323 | Gordon | 5.5 | 4,585 | Richmond | 35.4 | 31,772 | | 5 0 | 4.000 | Knox | 9.0 | 7,697 |
| Burke | 13.6 | 11,828 | Greene Gwinnett | 2.8 12.0 | 2,111 10,860 | Screven | 3:8 | 3,081 | Bastrop Bell | 5.2 25.9 | 4,222 22,263 | Penobscot | 34.8 | 31,223 |
| Caldwell Cleveland | 13.1 17.5 | 11,648 15,304 | Habershan | | 3,886 | Taliaferro | .8 | 664 | Blanco | 1.1 | 881 | Piscataquis | 5.1 11.5 | 4,593 |
| Gaston | 35.2 | 31,888 | Hall | 13.9 | 11,810 | Tattnall Telfair | 3.5 3.1 | 2,762 2,269 | Burleson | 3.5 | 2,830 | Somerset Waldo | 6.5 | 9,842 5,675 |
| Haywood | 11.3 | 9,596 | Hancock | 2.2 | 1,720 | Toombs | 4.5 | 3,404 | Burnet | 2.9 | 2,512 | Washington | 10.1 | 8,589 |
| Henderson | 10.8 | 8,746 | Haraison | 4.2 2.7 | 3,601 | Treutlen | 1.5 | 1,107 | Caldwell | 5.1 | 4,113 4,951 | Total | 112.8 | 100,900 |
| Jackson | 4.4 | 3,493 | Harris Heard | 1.4 | 1,930 1,085 | Warren | 1.8 | 1,323 | Coryell Fayette | 5.8 6.7 | 5,069 | | | |
| Lincoln McDowell | 7.8 7.3 | 6,719 6,003 | Henry. | 4.4 | 3,731 | Washington Wheeler | 4.9 1.3 | 3,486 856 | Gillespie | 3.3 | 2,327 | | | |
| Madison | 4.4 | 3,525 | Jackson | 5.1 | 4,080 | Wilkes | 3.0 | 2,326 | Gonzales | 5.3 | 4,208 | DATON BOLLE | Lamer | ANA |
| Mitchell | 3.7 | 2,803 | Jasper | 1.6 | 1,288 | | 0.0 | _, | Hays | 5.2 | 4,402 | BATON ROUGE, | FOOISIN | AINA |
| Polk | 3.4 | 2,567 | Jones Lamar | 2.1 2.7 | 1,643 2,249 | | | | Lampasas Lavaca | 3.0 6.3 | 2,600 4,262 | Louisiana: | | |
| Rutherford Swain | 12.6 2.2 | 10,432 1,531 | Lumpkin | 1.8 | 1,301 | South Carolina | a: | | Lee | 2.8 | 2,029 | Acadia | 13.5 | 10,983 |
| Transylvania | 4.4 | 3,741 | Madison | 3.0 | 2,257 | | | 4 000 | Llano | 1.9 | 1.549 | Ascension | 7.2 | 6,144 |
| Yancey | 3.6 | 2,820 | Meriwethe | | 3,784 | Abbeville Aiken | 5.7 22.3 | 4,606 19,449 | Mc Culloch | 3.0 | 2,050 | Assumption | 4.4 | 3,500 |
| | | | Monroe Morgan | 2.6 2.6 | 2,236 2,101 | Allendale | 2.8 | 1,973 | Mason Milam | 1.3 7.0 | 896 - 5,394 | Avoyelles Concordia | 10.5 5.5 | 8,759 4,093 |
| South Carolin | a: | | Murray | 2.7 | 1,998 | Bamberg | 4.0 | 3,205 | Mills | 1.6 | 1,225 | E. Baton Rouge | | 55,794 |
| Abbeville | 5.7 | 4 606 | Newton | 5.6 | 4,736 | Barnwell | 4.5 | 3,459 | San Saba | 2.1 | 1,496 | E. Feliciana | 3.5 | 2,657 |
| Anderson | 5.7 27.9 | 4,606 23,568 | Oconee - | 1.6 | 1,294 | Calhoun Edgefield | 2.9 3.8 | 2,282 | Travis | 60.3 | 52,985 | Evangeline | 8.8 | 6,644 |
| Cherokee | 9.3 | 7,680 | Oglethorp | | 1,478 | Fairfield | 4.9 | 3,188 3,729 | Williamson | 10.6 | 9,201 | Iberia | 13.7 | 11,921 |
| Chester | 7.9 | 6,780 | Paulding Peach | 3.6 3.5 | 2,985 2,761 | Greenwood | 12.7 | 11,362 | Total | 169,9 | 141,500 | Iberville Lafayette | 7.6 22.7 | 6,268 19,565 |
| Greenville | 59.9 | 53,726 | Pickens | 2.4 | 1,861 | Hampton | 4.3 | 3,302 | | | | Lafarche | 14.3 | 12,000 |
| Greenwood Laurens | 12.7 12.4 | 11,362 10,193 | Pike | 1.8 | 1,499 | Lexington | 16.5 | 12,588 | | | | Livingston | 7.2 | 5,581 |
| Newberry | 8.1 | 6,699 | Polk | 7.9 | 6,557 | McCormick Newberry | 1.9 8.1 | 1,551 6,699 | BAKERSFIELD, | CALIFORN | IIA | Pointe Coupee | 5.5 | 4,411 |
| Oconee | 10.5 | 8,966 | Putnam | 1.9 | 1,574 | Orangeburg | 16.4 | 12,698 | Californía: | | | St. Charles | 5.4 | 4,764 |
| Pickens | 13.0 | 11,170 | Rabun Rockdale | 1.9 2.7 | 1,580 2,267 | Saluda | 3.7 | 2,922 | | _ | _, . | St. Helena St. James | 2.1 4.1 | 1,613 3,326 |
| Spartanburg | 43.6 | 36,352 | Spaulding | | 9,135 | Total | 242.9 | 197,600 | Kern | 87.1 | 83,401 | St. John the | 4.1 | 3,320 |
| Union York | 7.9 20.0 | 6,606 17.145 | Stephens | 5.1 | 4,305 | | | | Kings | 14.3 | 12,192 | Baptist | 4.3 | 3,608 |
| IVIK | 20.0 | 17,145 | Talbot | 1.7 | 1,317 | | | | Tulare Total | 48.9 150.3 | 42,727 138,300 | St. Landry | 20:0 | 16,112 |
| T | | | Taliaferro | .8 | 664 | AUSTIN, MINN | VESOTA | | · v call | . 00.0 | 5, - 00 | St. Martin | 7.1 | 5,803 |
| Tennessee: | | | Taylor Towns | 2. 1 1.1 | 1,640 801 | | | | | | | St. Mary | 12.7 16.1 | 10,449 13,091 |
| Greene | 12.0 | 8,293 | Troup | 13.2 | 11,524 | lowa: | | | | | | Tangipahoa Terre Bonne | 15.0 | 13,108 |
| Jefferson | 4.8 | 2,591 | Union | 1.7 | 1,412 | Butler | 5.4 | 4,713 | BALTIMORE, N | MARYLAND | | Vermilion | 11.1 | 9,156 |
| Unicoi Washington | 4.2 | 3,390 | Upson | 6.6 | 5,751 | Cerro Gordo | 15.4 | 14,098 | Delaware: | | | Washington | 12.3 | 9,942 |
| | 17,7 | 14,719 | Walton | 5.5 | 4,514 | Chickasaw | 4.3 | 3,626 | | | | W Deten Bour | 3.7 | 3,380 |
| Washington Total | 520 5 | 437,700 | White | 1.8 | 1,412 | Emmet | 4.4 | 3,738 | Sussex | 22.2 | 19,008 | W. Baton Rouge W. Feliciana | 2.1 | 1,735 |

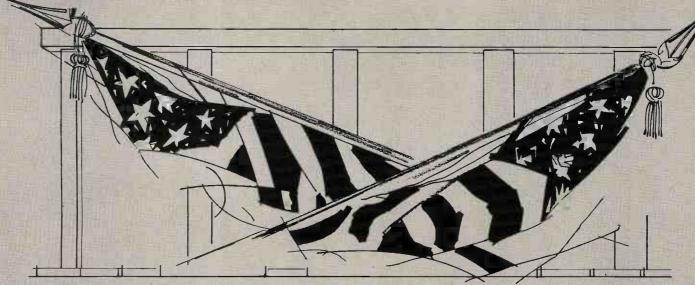
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ON GOVERNMENT UNDER LAW

"Honest men may hold different opinions on the merits of desegregating our public schools . . . The issue is not segregation; it is whether we should continue to have government under law."

From a broadcast editorial by Douglas Manship, President & General Manager (complete text available on request)



BOLD VIEWPOINTS BRING VIEWERS

THE MARKET HAS MONEY

4th Largest in the Gulf South Richest in Louisiana

Count the big ones in Gulf South states of Louisiana, Mississippi, and Texas, and you'll count Dallas-Fort Worth, Houston, New Orleans, then the big, big market served by WBRZ. Baton Rouge's industrial worker is among the highest paid in the nation. And throughout "WBRZ territory" industry and good jobs prevail. Retail sales in the coverage area, over a billion and a quarter.

Straddling a fence may not win enemies, but it does not win friends. WBRZ realizes its role as a public service medium... and fulfills that role by presenting bold, sometimes blistering, editorials when issues wax hot. It just as boldly makes equal free time available to the "other side" for rebuttal. Such practices build respect—and audience.

ABC

NBC

WBRZ Channel 2

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|--------------------------|----------------------------|-----------------|--------------------------|----------------------------|-------------------------|-------------------------------|----------------------------|------------------|-----------------------------|----------------------------|---------------------------|-----------------------------------|----------------------------|-------------------|
| BATON ROUGE, | LA.—co | ntinued | BIG SPRING, 1 | EXAS | | Cherokee | 4.3 | 3,592 | Crawford | 7.0 | 6,111 | Mercer | 19:2 | 16,520 |
| Mississippi: | | | Texas: | | | Chilton Clay | 7.2 3.4 | 5,219 2,476 | Edgar | 7.5 | 6,670 | Mingo Monroe | 9.6 3.1 | 8,007 2,325 |
| Adams | 10.2 | 8,309 | Borden | .3 | 185 | Cleburne | 2.9 | 1,981 | | | | Pocahontas | 2.8 | 2,034 |
| Amite | 3.8 | 3,342 | Glasscock | .3 | 297 | Colbert | 12.9 | 9,895 | Indiana: | | | Raleigh | 20.9 4.2 | 17,842 3,390 |
| Franklin Pike | 2.5 9.6 | 2,042 8,056 | Howard | 11.5 | 10,097 | Coosa Cullman | 2.8 12.5 | 1,877 9,180 | Bartholomew | 14.5 | 13,041 | Summers Wyoming | 8.3 | 6,822 |
| Walthall | 3.3 | 2,779 | Martin Mitchell | 1.4 3.4 | 1,154 2,943 | Dallas | 14.5 | 11,090 | Benton | 3.5 | 2,973 | Total | 169.8 | 138,700 |
| Wilkinson | 3.2 | 2,740 | Scurry | 5.9 | 5,050 | Etowah | 27.6 | 21,335 | Boone | 8.6 | 7,875 | | | |
| Total | 335.7 | 281,700 | Sterling | .3 | 299 | Fayette Franklin | 4.6 6.2 | 3,163 4,200 | Brown Carroll | 2.0 5.2 | 1,558 4.559 | | | |
| | | | Total | 23.1 | 20,000 | Greene | 3.2 | 2,506 | Cass | 12.4 | 10,083 | BOISE, IDAHO | | |
| DAY OF C | | | | | | Hale | 4.5 | 2,712 154,996 | Clay | 8.1 | 6,921 | idaho: | | |
| BAY CITY — S MICHIGAN | AGINAW - | FLINI, | BILLINGS, MO | NTANA | | Jefferson Lamar | 183.6 4.0 | 2,742 | Clinton Daviess | 9.8 8.0 | 8,294 6,531 | Ada Adams | 29 <u>:</u> 0 .9 | 25,815 656 |
| Michigan: | | | Montana: | | | Lauderdale | 17.3 | 13,431 | Decatur | 6.0 | 5,189 | Boise | .5 | 422 |
| _ | 0.0 | C 752 | Big Horn | 2.5 | 1,774 | Lawrence | 6.2 9.6 | 4,194 6,584 | Delaware | 33.5 | 31,318 6,623 | Canyon | 17.2 | 14,882 |
| Alpena Arenal | 8.0 2.9 | 6,753 2,561 | Carbon | 2.7 | 2,076 | Limestone Madison | 32.0 | 25,161 | Fayette Fountain | 7.4 6.0 | 5,299 | Elmore Gem | 4.5 2.8 | 3,769 2,483 |
| Bay | 30.4 | 28,432 | Custer Fergus | 4.1 | 3,037 3,107 | Marion | 6.3 | 4,564 | Grant | 22.5 | 19,082 | Owyhee | 1.8 | 1,656 |
| Clare Clinton | 3.5 10.4 | 3,184 | Garfield | .5 | 426 | Marshall | 13.6 17.3 | 10,860 12,887 | Greene Hamilton | 8.9 12.1 | 7,625 11,075 | Payette | 3.8 | 3,191 |
| Eaton | 14.3 | 9,539 13,388 | Golden Valley | .3 | 271 | Morgan Perry | 4.1 | 2,640 | Hancock | 8.1 | 7,224 | Twin Falls Valley | 12.8 1.1 | 11,084 995 |
| Genesee | 107.2 | 101,641 | Musselshell Park | 1.5 4.3 | 1,331 3,536 | Pickens | 5.6 | 3,989 | Hendricks | 12.3 | 11,376 | Washington | 2.6 | 2,148 |
| Gladwin Gratiot | 3.1 | 2,771 9,129 | Petroleum | .2 | 211 | Saint Clair Shelby | 6.8 8.5 | 5,146 6,361 | Henry | 14.8 21.1 | 13,288 19,336 | · · | | |
| Huron | 10.5 9.5 | 8,034 | Phillips | 1.8 | 1,296 | Talladega | 17.0 | 13,821 | Howard Jackson | 9.3 | 8,207 | Nevada: | | |
| Ingham | 61.3 | 57,369 | Powder River Rosebud | .7 | 376 | Tallapoosa | 9.7 | 7,428 | Jefferson | 6.7 | 5,857 | Humboldt | 1.9 | 1,596 |
| lonia | 11.5 | 10,424 | Stillwater | 1.7 1.6 | 1, 2 07 1,258 | Tuscaloosa | 28.0 15.1 | 20,616 11,823 | Jennings | 4.4 12.7 | 3,746 11,779 | Oregon: | | |
| losco Isabella | 4.9 8.8 | 4,535 7,464 | Sweet Grass | 1.0 | 665 | Walker Wilcox | 4.2 | 2,816 | Johnson Lawrence | 11.3 | 9,688 | Grant | 2.4 | 1,800 |
| Lapeer | 10.8 | 9,525 | Treasure | 3 .9 | 284 | Winston | 4.2 | 3,041 | Madison | 38.5 | 35,647 | Harney | 2.0 | 1,909 |
| Midland Montcalm | 13.9 10.9 | 12,927 9,583 | Wheatland Yellowstone | 24.4 | 708 21,997 | | | | Marion | 214.8 2.9 | 201,072 2,2 2 7 | Malheur | 6.6 | 6,073 |
| Ogemaw | 2.8 | 2,610 | | | | Mississippi: | | | Martin Miami | 11.3 | 8,870 | Total | 89.9 | 78,500 |
| Roscommon | 2.4 | 2,052 | | | | Lowndes | 12.1 | 10,250 | Monroe | 17.0 | 14,992 | | | |
| Saginaw Sanilac | 53.5 9.4 | 50,065 8,548 | Wyoming: | | | Total | 548.7 | 431,100 | Montgomery Morgan | 10.2 9.9 | 9,113 8,990 | BOSTON, MASS | ACUHEET | те |
| Shiawassee | 15.5 | 13,734 | Big Horn | 3.4 | 2,645 | | | | Orange | 5.1 | 4,119 | | ACHUSEI | 113 |
| Tuscola | 11.9 | 19,458 | Hot Springs Park | 2.0 4.9 | 1,695 3,903 | | | | Owen | 3.6 | 2,898 | Connecticut: | | |
| Total | 417.4 | 384,700 | Sheridan Washakie | 5.9 2.5 | 4,783 2,172 | BISMARCK, NO North Dakota: | RTH DAK | OTA | Parke Putn a m | 4.7 6.9 | 4,192 5,891 | New London Windham | 53.8 21.0 | 51,528 19,036 |
| | | | Total | 71.3 | 58,800 | Adams | 1.2 | 1,129 | Rush Scott | 6.1 4.2 | 5,496 3,441 | | | |
| BEAUMONT—P | ORT AR | THUR, | | | | Bowman | 1.2 | 1,050 | Shelby | 10.5 | 9,645 | Maine: | 20.7 | 20 - 20 - |
| TEXAS | | | DINOUANTON | NEW YOR | | Burleigh | 9.8 | 8,969 | Sullivan | 7.3 | 6,307 | York | 29,7 | 26,585 |
| Louisiana: | | | BINGHAMTON, | NEW YUR | K | Dunn Emmons | 1.6 2.0 | 1,072 1,631 | Tippecanoe Tipton | 25.2 4.9 | 20,861 4,040 | Massachusetts | • | |
| Beauregard | 5.4 | 3,876 | New York: | | | Grant | 1.5 | 1,146 | Vermillion. | 6.0 | 5,100 | Barnstable | 22.5 | 21,682 |
| Calcasieu Cameron | 40.2 1.8 | 35,478 1,586 | Broome Chemung | 64.0 | 61,134 | Hettinger | 1.6 | 1,342 | Vigo | 34.4 | 32,787 | Bristol | 125.0 | 119,099 |
| Vernon | 5.3 | 3,804 | Chenango | 29.5 12.5 | 26,108 10,652 | Kidder Logan | 1.4 1.3 | 1,105 1,097 | Warren Washington | 2.5 5.3 | 2,121 4,368 | Dukes | 2.0 | 1,802 |
| | | | Cortland | 11.9 | 11,269 | McIntosh | 1.9 | 1,496 | White | 6.1 | 5,467 | Essex | 175.7 | 157,004 15,240 |
| Texas: | | | Delaware | 12.8 | 10,510 | McLean | 3.8 | 2,977 | Total | 726.5 | 6 53,700 | Franklin Middlesex | 17.0 356.4 | 340,353 |
| Chambers | 3.0 | 2,690 | Otsego Schuyler | 15.5 4.4 | 13,963 3,763 | Mercer Morton | 1.9 5.6 | 1,448 5,092 | | | | Nantucket | 1,2 | 1,000 |
| Hardin Jasper | 7.2 6.3 | 5,921 5,139 | Steuben | 28.7 | 25,923 | Oliver | .6 | 518 | | | | No <mark>rfolk</mark> Plymouth | 146.6 74.2 | 140,394 71.044 |
| Jefferson | 73.6 | 68,234 | Tioga Tompkins | 10.8 18.9 | 9,773 | Sheridan | 1.1 | 999 586 | B <mark>luef</mark> ield, W | EST VIRG | INIA | Suffolk | 252.7 | 240,253 |
| Liberty | 9.3 | 7,869 | rompanis | 10.9 | 16,406 | Sioux Stutsm a n | .7 6.4 | 5 ,264 | Kentucky: | | | Worcester | 174.0 | 162,388 |
| Newton Orange | 2.8 16.6 | 2,195 14,465 | | | | Wells | 2.6 | 2,038 | Pike | 16.2 | 11,692 | | | |
| Polk | 4.1 | 2,957 | Pennsylvania: | | | | | | Virginia: | | | New Hampshir | | |
| Sabine | 2.1 | 1,597 | Bradford | 15.8 | 13,468 | South Dakota: | | | Bath | 1.4 | 1,058 | Belknap Carroll | 8.6 5.0 | 8,237 4,573 |
| San Augustine Tyler | 2.2 3.2 | 1,887 2,671 | Sullivan | 1.8 | 1,473 | | 0 | 700 | Bland | 1.4 | 1,188 | Cheshire | 13.3 | 11,094 |
| Total | 183.1 | 160,400 | .Susquehanna Tioga | 9.4 10.5 | 8,230 8,841 | Campbell Corson | :9 1.4 | 739 1,047 | Buchanan | 8.1 | 6,274 | Hillsborough | 54.4 | 51,375 |
| | | | Wayne | 8.1 | 6,822 | Dewey | 1.3 | 929 | Giles | 4.6 | 3,874 | Merrimack | 19.8 | 17,912 |
| | | | Wyoming | 4.9 | 4,189 | McPherson | 1.7 | 1,123 | Pulaski Smyth | 7.4 7.8 | 6,447 6,482 | Rockingham Strafford | 29.1 17.3 | 25,626 15,174 |
| BELLINGHAM, | WASHIN | GTON | Total | 259.5 | 232,500 | Perkins Walworth | 1.7 2.3 | 1,554 1,717 | Tazewell | 11.4 | 9,274 | Sullivan | 8.6 | 7,263 |
| Washington: | | | | | | Total | 55.5 | 46,100 | | | | | | |
| Clallam | 9.3 | 8,035 | BIRMINGHAM, | ALABAMA | | | | | | | | Rhode Island | | |
| Island | 5.7 | 5,222 | Alabama: | | | | | | West Virginia | : | | Bristol | 10.8 | 10,383 |
| San Juan Skagit | 1.0 15.9 | 950 14,074 | Bibb | 3.7 | 2,554 | BLOOMINGTON | , INDIAN | Α . | Fayette | 16.4 | 13,511 | Kent Newport | 33.1 20.7 | 31,792 19,815 |
| Whatcom | 22.4 | 19,813 | Blount | 7.1 | 4,982 | Illinois: | | | Greenbrier | 9.5 | 7,748 | Providence | 178.5 | 169,936 |
| Total | 54.3 | 48,000 | Calhoun | 26.1 | 21,026 | Clark | 5.5 | 4,710 | Mc Dowell | 17.5 | 14,189 | Washington | 16.2 | 15,522 |
| | | | | | | | | | | | | | | |

TV homes and total households. © TELEVISION MAGAZINE; further reproduction not licensed.

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|----------------------------|----------------------------|----------------|--------------------|----------------------------|------------------|
| Vermont: | | | Dickenson | 4.6 | 3,804 |
| Windham | 8.9 | 7,382 | Lee | 6.6 6.4 | 5,326 4,854 |
| Windsor | 12.7 | 10,706 | Russell Scott | 6.6 | 5,148 |
| Total | 1,888.8 1 | ,114,200 | Smyth | 7.8 | 6,482 |
| BRISTOL, VIR CITY-KINGS | | | Washington Wise | 15.0 12.3 | 12,209 10,851 |
| Kentucky: | | | Total | 240.0 | 188,100 |
| Harlan | 12.8 | 9,222 | | | |
| Knott | 3.8 | 2,361 | BRYAN, TEXAS | | |
| Leslie | 2.2 | 1,328 | | | |
| Letcher | 7.2 | 4,595 | Texas: | | |
| Perry | 8.1 | 5,203 | Brazos | 12.2 | 10,254 |
| Pike | 16. 2 | 11,692 | Burleson | 3.5 | 2,830 |
| North Carolin | 1a: | | Grimes | 3.9 | 3,178 |
| Ashe | 5.2 | 4,353 | Houston | 5.4 | 4,419 |
| Avery | 2.9 | 2,315 | Lee | 2.8 | 2,029 2,429 |
| Watauga | 4.5 | 3.734 | Leon Madison | 2.0 | 1,511 |
| Yancey | 3.7 | 2,820 | Milam | 7.1 | 5,394 |
| T | | | Robertson | 4.9 | 4.159 |
| Tennessee: | | | Walker | 5.0 | 4,176 |
| Carter | 11.3 | 8,981 | Washington | 6.0 | 4,547 |
| Cocke | 6.2 | 4,642 | Total | 55.9 | 44,900 |
| Greene Hamblen | 11.9 9.5 | 8,293 | | | |
| Hancock | 1.9 | 7,622 1,265 | | | |
| Hawkins | 8.2 | 6,208 | BUFFALO, NEV | V YURK | |
| Johnson | 2.9 | 2,089 | New York: | | |
| Sullivan | 32.4 | 27,477 | Alleghany | 12.4 | 11.247 |
| Unicoi | 4.1 | 3,390 | Cattaraugus | 23.7 | 21,372 |
| Washington | 17.6 | 14,719 | Chautaugua | 46.0 | 41,515 |
| Virginia: | | | Erie | 320.8 | 306,604 |
| · · | | | Genesee | 15.7 | 14,683 |
| Buchanan | 8.1 | 6,274 | Livingston | 12.0 | 10,883 |

| 6.2 11.9 9.5 | 4,642 8,293 7,622 | Total | 55.9 | 44,900 | Clinton Essex Franklin | 18.1 10.0 12.5 | 16.491 8,985 11,343 |
|--------------------|-------------------------|------------------------------------|-----------|---------|------------------------------|----------------------|---------------------------|
| 1.9 | 1,265 | BUFFALO, NEV | YORK | | Warren | 13.5 | 11,990 |
| 8.2 2.9 | 6,208 | New York: | | | Vermont: | | |
| 32.4 | 2,089 27,477 | | 12.4 | 11,247 | Addison | 5.2 | 4,352 |
| 4.1 | 3,390 | Alleghany Cattaraugus | 23.7 | 21,372 | Caledonia | 6.8 | 5,922 |
| 17.6 | 14,719 | Chautaugua | 46.0 | 41,515 | Chittenden | 20.1 | 18.058 |
| | | Erie | 320.8 | 306,604 | Essex | 1.6 | 1,507 |
| | | Genesee | 15.7 | 14,683 | Franklin | 8.1 | 7,310 |
| 8.1 | 6,274 | Livingston | 12.0 | 10,883 | Grand Isle | .8 | 795 |
| | | | | | Lamoille | 3.0 | 2,843 |
| | | | | | Orange | 4.4 5.5 | 3,688 4,587 |
| | | | | | Orleans Rutland | 13.5 | 11.539 |
| / | | | | | Washington | 12.3 | 11,143 |
| da | and the | | , | - | Windsor | 12.7 | 10,706 |
| A ST | - | 1 | 4 | | Total | 181.8 | 160,100 |
| | JE | 35 | (| | | | |
| 1 | 10 | 700 | 5 | | BUTTE, MONTA | ANA | |
| | MG. | N |) | | ldaho: | | |
| 1 | N | 1 | 1 | | Lemhi | 1.7 | 1,203 |
| A | X | 2 0 | | | Montana: | 0.0 | 1 770 |
| V | X | 1/2/ | 1 | | Beaverhead | 2.3 | 1,770 6 32 |
| V | (U | | Mai | | Broadwater Deer Lodge | 5.0 | 4,581 |
| 119 | MI | M. M | | | Gallatin | 7.8 | 6,051 |
| 20 | W/W | Za' Ala | A Company | | Granite | .9 | 732 |
| 11 | - | VIA | 1 1 | | Jefferson | 1.0 | 832 |
| What | $-IL\Lambda$ | VI/ | 45 | | Lake | 3.8 | 2,636 |
| - | 411 | | 1 | | Madison | 1.6 | 1,338 |
| | 90 | | į | | Meagher | .8 13.7 | 535 10,936 |
| | | | = į | | Missoula Park | 4.3 | 3,536 |
| | | ne Four | | | Powell | 2.0 | 1,741 |
| the l | Hidde | en Mark | eti | 1 | Ravalli | 3.9 | 3,244 |
| | | | } | | Sanders | 2.3 | 1,671 |
| | | vingstone, me | | | Silver Bow | 15.3 | 13,187 |
| | | Milrate and Wh | | | Total | 67-2 | 54,600 |
| | | he Tri-Cities fr ngle. Found m | | | | | |
| | | in Tucson, D | | | | | |
| | | . Found television | | | CADILLAC, MI | CHIGAN | |
| | | 9th_largest mar | | | Michigan: | | |
| | | st. Bought son | | | Alpena | 8.0 | 6,753 |
| | | es S. Ayres in t ell you some t | | | Antrim | 3.1 | 2,705 |
| WCYB- | IV • Bris | itol, TennVa. | 1 | | Benzie | 2.4 | 2,125 |
| | | | (| 4. | Charlevoix | 3.9 | 3,590 |
| + | | | i | - 4 | | | |
| | | | | | Circulation & © 1962, TELEV | market /ISION M. | definition AGAZINE; |
| | | | | | turther reprod | uction not | licensed. |



VHE

Homes

68,196

9,602

8,665

9.555

1.174

15.080

4.314

8,841

11,148 568,800

10,283

11.277

7,263

16.491

25,923

Total

Homes

(Thous.)

71.2

10.1

28.7

10.5

1.3

16.9

4.9

10.5

13.0

10.9

14.2

8.6

18.1

BURLINGTON, VERMONT

New Hampshire:

9.6

Niagara

Orleans

Steuben

Wyoming Pennsylvania:

Fik

Forest

Potter

Tioga

Total

Coos

Grafton

Sullivan

New York: Clinton

Warren

Mc Kean

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, read this!

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states*. Ratings far exceed those of any other television station in this area — and to approach WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. If you want it all, give us a call!

*WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.



| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|---|----------------------------|-----------------|-----------------------------------|----------------------------|-----------------|-----------------------|----------------------------|-----------------|--------------------------|----------------------------|--------------------------|-----------------------------|----------------------------|-------------------------|
| CADILLAC, MICH | I.—cont | inued | Iron Madison | 2.4 2.9 | 1,732 2,001 | Floyd Franklin | 6.5 4.8 | 5,816 4,348 | Tattnall Toombs | 3.6 4.5 | 2,762 3,404 | Fayette Gilmer | 16.4 2.2 | 13,511 1,586 |
| Clare | 3.5 | 3,184 | Mississippi | 5.7 | 4,649 | Grundy | 4.4 | 4,166 | Toombs | 4.5 | 3,404 | Jackson | 5.1 | 4,486 |
| Crawford | 1.4 | 1,207 | New Madrid | 8.2 | 6,128 | Hardin | 7.3 | 7,021 | | | | Kanawha | 73.2 | 66,108 |
| Emmet Gladwin | 4.6 3.1 | 3,945 2,771 | Perry Reynolds | 4.1 1.5 | 3,441 1,076 | Henry Howard | 5.5 3.7 | 5,078 3,388 | South Carolina | : | | Lincoln | 4.9 15.1 | 4,044 13,02 6 |
| Grand Traverse | 9.1 | 8,298 | Ripley | 2.9 | 1,962 | loward | 4.9 | 4,526 | Allendale | 2.8 | 1,973 | Logan Mc Dowell | 17.5 | 14,189 |
| Isabelía | 8.8 | 7,464 | Ste. Genevieve | 3.3 | 2,883 | Jackson | 6.1 | 5,214 | Bamberg | 4.0 | 3,205 | Mason | 6.6 | 5,685 |
| Kaikaska | 1.3 | 1,104 | Scott Stoddard | 9.6 | 8,101 | Jefferson | 4.9 | 4,663 | Beaufort Berkeley | 9.1 8.8 | 7,447 7,033 | Mingo | 9.6 | 8,007 |
| Lake Leelanau | 1.8 2.6 | 1,576 2,154 | Wayne | 8.7 2.7 | 6,857 2,567 | Johnson Jones | 15.2 5:8 | 13,705 5,257 | Calhoun | 2.9 | 2,282 | Nicholas Putnam | 6.5 6.4 | 5,271 5,298 |
| Manistee | 5.8 | 5,302 | , | | 2,007 | Keokuk | 4.9 | 4,478 | Charleston | 56.2 | 49,835 | Raleigh | 20.9 | 17,842 |
| Mason | 6.7 | 5,587 | Tennessee: | | | Linn | 42.9 | 41,114 | Clarendon Colleton | 6.1 7.0 | 4,831 5,467 | Ritchie | 3.3 | 2,626 |
| Mecosta Midland | 5.7 13.9 | 4,905 12,927 | Lake | 2.6 | 1,935 | Louisa Mahaska | 3.2 7.6 | 2,990 6,799 | Dorchester | 6.0 | 4,969 | Roane | 4.1 10.5 | 3,259 8,894 |
| Missaukee | 1.9 | 1,456 | Obion | 8.5 | 6,593 | Marshall | 12.0 | 8,564 | Georgetown | 7.9 | 6,402 | Wayne Webster | 3.4 | 2,546 |
| Montcalm | 10.9 | 9,583 | Weakley | 7.7 | 5,347 | Mitchell | 4.2 | 3,864 | Hampton | 4.3 | 3,302 | Wirt | 1.2 | 974 |
| Montmorency | 1.3 | 1,068 | Total | 297.0 | 237,600 | Muscatine | 10.9 | 10,058 | Horry Jasper | 16.8 2.9 | 13,395 2,398 | Wood | 23.6 | 21,394 |
| Newaygo Oceana | 7.1 4.8 | 5,914 4,065 | | | | Poweshiek Tama | 5.7 6.7 | 5,498 5,981 | Orangeburg | 16.4 | 12,698 | Wyoming Total | 8.3 512.0 | 6,822 423,800 |
| Ogemaw | 2.9 | 2,610 | | | | Wapello | 14.6 | 13,203 | Williamsburg | 8.6 | 6,311 | Total | 312.0 | 120,000 |
| Osceola | 3.9 | 3,477 | CARLSBAD, NEV | N MEXICO |) | Washington | 6.0 | 5,432 | Total | 171.1 | 139,900 | | | |
| Oscoda | 1.0 2.1 | 881 1,802 | New Mexico: | | | Winneshiek Wright | 5.9 6.1 | 4,943 5,372 | | | | | | |
| Otsego Roscommon | 2.4 | 2,052 | Eddy | 14.3 | 12,419 | wright | 0.1 | 3,372 | | | | CHARLOTTE, N | ORTH CA | ROLINA |
| Wexford | 5.5 | 4,994 | Total | 14.3 | 12,400 | Wisconsin: | | | CHARLESTON-H | | ON, | | | |
| Total | 129.5 | 113,500 | | | | | 4.5 | 0.010 | WEST VIRGII | NIA | | North Carolina | : | |
| | | | | | | Crawford Grant | 4.5 12.4 | 3,612 10,928 | Kentucky: | | | Alexander | 4.2 | 3,599 |
| | | | CARTHAGE-WAT | ERTOWN, | | Total | 331.1 | 302,600 | Bath | 2.6 | 1,699 | Alleghany Anson | 2.2 6.2 | 1,828 5,156 |
| CAPE GIRARDEA | U, MISS | URI | NEW YORK | | | | | | Boyd | 15.1 | 12,629 | Ashe | 5.2 | 4,353 |
| Arkansas: | | | New York: | | | | | | Breathitt Carter | 3.5 5.3 | 1,867 3,929 | Avery | 2.9 | 2,315 |
| Clay | 6.5 | 4,987 | Franklin | 12.5 | 11,343 | CHAMPAIGN, | ILLINOIS | | Elliott | 1.5 | 1,105 | Buncombe | 38.7 | 32,323 11,828 |
| , | 0.0 | 1,007 | Hamilton | 1.3 | 1,075 | | 122.110.0 | | Floyd | 9.8 | 7,612 | Burke Cabarrus | 13.6 19.6 | 16,360 |
| Illinois: | | | Jefferson | 26.2 | 23,878 | Ilļinois: | | | Greenup | 7.8 | 5,786 | Caldwell | 13.1 | 11,648 |
| Alexander | 5.3 | 4,376 | Lewi's Oswego | 6.2 24.4 | 5,320 23,310 | Champaign | 36.9 | 30,559 | Johnson Knott | 5.2 3.8 | 3,865 2,361 | Catawba | 20.6 | 18,745 |
| Clay | 5.2 | 4,220 | St. Lawrence | 29.1 | 25,464 | Christian Clark | 11.9 5.5 | 10,735 4,710 | Lawrence | 3.2 | 2,085 | Cleveland Davidson | 17.5 22.5 | 15,304 19,103 |
| Franklin | 14.0 | 11,064 | Total | 99.7 | 91,100 | Coles | 13.6 | 12,280 | Lee | 1.9 | 1.129 | Davie | 4.6 | 3,861 |
| Gallatin Hamilton | 2.4 3.3 | 2,007 2,533 | | | | Cumberland | 3.1 | 2,358 | Letcher | 7.2 3.4 | 4,595 | Forsyth | 55.2 | 50,155 |
| Hardin | 1.8 | 1,477 | | | | De Witt | 5.6 | 4,785 | Lewis Magoffin | 2.6 | 2,454 1,683 | Gaston | 35.2 | 31,888 9,596 |
| Jackson | 12.7 | 10,699 | CASPER, WYON | IING | | Douglas Edgar | 6.0 7.5 | 5,357 6,670 | Martin | 2.2 | 1,575 | Hayward Henderson | 11.3 10.8 | 8,746 |
| Jefferson | 10.6 | 8,602 | Wyoming: | | | Effingham | 6.8 | 5,674 | Menifee | 1.1 | 718 | iredell | 17.7 | 15,147 |
| Johnson Massac | 2.2 4.7 | 1,746 3,815 | Big Horn | 3,4 | 2,645 | Fayette | 6.8 | 5,446 | Morgan Perry | 2.8 8.1 | 1,956 5,203 | Lincoln | 7.7 | 6,719 |
| Perry | 6.4 | 5,385 | Campbell | 1.8 | 1,244 | Ford 1roquois | 5.1 10.5 | 4,881 9,051 | Pike | 16.2 | 11,692 | Mc Dowell Madison | 7.3 4.4 | 6,003 3,525 |
| Pope | 1.3 | 1,033 | Carbon | 4.6 | 3,378 | Jasper | 3.5 | 2,799 | Rowan | 3.2 | 2,431 | Mecklenburg | 78.3 | 71,168 |
| Pulaski Randolph | 3.3 8.5 | 2,651 7,300 | Converse | 2.0 | 1,678 | Lasalle | 34.2 | 32,282 | Wolfe | 1.5 | 840 | Mitchell | 3.7 | 2,803 |
| Saline | 9.4 | 8,182 | Crook Fremont | 1.3 7.2 | 969 5,786 | Livingston | 11.8 | 9,935 | | | | Montgomery | 4.9 | 4,001 |
| Union | 5.2 | 4,208 | Hot Springs | 2.0 | 1,695 | Logan Mc Lean | 9.1 26.1 | 7,726 23,315 | Ohio: | | | Polk Richmond | 3.4 10.4 | 2,567 8,881 |
| Wayne White | 6.2 | 4,615 | Johnson | 1.7 | 1,388 | Macon | 37.5 | 35.828 | Athens | 12.5 | 10,695 | Rowan | 24.0 | 21,022 |
| Williamson | 6.4 15.6 | 5,399 13,012 | Nat <mark>rona</mark> Niobrara | 15.6 1.2 | 13,623 1,089 | Menard | 3.0 | 2,621 | Gallia | 6.9 | 6,062 | Rutherford | 12.6 | 10,432 |
| ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 10.0 | 10,012 | Sheridan | 5.9 | 4,783 | Moultrie Piatt | 4.2 4.6 | 3,525 4,235 | Jackson | 8.5 | 7,062 | Scotland Stanly | 6.0 11.8 | 5,064 9,255 |
| Kentucky: | | | Washakie | 2.5 | 2,172 | Sangamon | 47.9 | 42,840 | Lawrence Meigs | 16.0 6.6 | 14,512 5, 5 51 | Surry | 13.6 | 10,698 |
| Ballard | 2.6 | 2,146 | Weston Total | 2.3 | 1,966 | Shelby | 7.5 | 6,564 | Morgan | 3.8 | 3,284 | Transylvania | 4.4 | 3,741 |
| Calloway | 6.5 | 4,828 | IVIAI | 51.5 | 42,400 | Vermilion Woodford | 30.3 7.2 | 26,535 | Pike | 5.3 | 4,376 | Union | 11.7 | 8,753 |
| Carlisle | 1.8 | 1,401 | | | | Woodioru | 1,2 | 6,035 | Scioto Vinton | 25.4 2.8 | 20,634 2,257 | Watauga Wilkes | 4,5 11.8 | 3,734 9,874 |
| Crittenden Fulton | 2.7 | 1,568 | CEDAR RAPIDS | .WATEDI (| n inwa | | | | Washington | 15.4 | 13,155 | Yadkin | 6.3 | 4,815 |
| Graves | 3.4 9.8 | 2,860 7,371 | | -MAILINE | O, IUWA | Indiana: | | | | | | Yancey | 3.6 | 2,820 |
| Hickman | 2.1 | 1,537 | lowa: | | | | | | | | | | | |
| Livingston | 2.2 | 1,470 | Allamakee | 4.5 | 4,046 | Benton Fountain | 3.4 6.0 | 2,973 | Vi <mark>rgini</mark> a: | | | South Carolina | : | |
| Lyon Mc Cracken | 1.4 18.2 | 1,077 14,696 | Benton Black Hawk | 7.2 35.9 | 6,736 33,930 | Vermillion | 6.0 | 5,299 5,100 | Buchanan | 8.1 | 6,274 | Chatchan | 9.3 | 7,680 |
| Marshall | 5.2 | 4,164 | Bremer | 6.1 | 5,367 | Warren | 2.5 | 2,121 | Dickenson | 4.6 | 3,804 | Cheroke e Chester | 7.9 | 6,780 |
| | | , | Buchanan | 6.0 | 5,630 | Total | 364.1 | 322,200 | | | | Chesterfield | 8.3 | 6,593 |
| Missouri; | | | Butler | 5.4 | 4,713 | | | | West Virginia: | | | Darlington | 12.8 | 10,322 |
| Bollinger | 2.7 | 2,099 | Cedar Chickasaw | 5.5 4.3 | 5,085 3,626 | | | | Boone | 7.2 | 6,198 | Fairfield Kershaw | 4.9 8.3 | 3,729 6,736 |
| Butler | 10.9 | 8,327 | Clayton | 6.6 | 5,954 | CHARLESTON | , SOUTH C | AROLINA | Braxton | 4.1 | 3,143 | Lancaster | 10.2 | 8,105 |
| Cape Girardeau | 12.9 | 11,466 | Delaware | 5.1 | 4,565 | Georgia: | | | Cabell | 33.1 | 30,180 | Laurens | 12.4 | 10,193 |
| Carter Dunklin | 1.2 11.6 | 905 9,116 | Dub <mark>uqu</mark> e Fayette | 21,3 8.5 | 19,239 7,694 | Appling | 3.2 | 2,207 | Calhoun Clay | 2.1 2.8 | 1,584 2,225 | Marlboro Newberry | 6.9 8.1 | 5,317 6,699 |
| 5 | | 2,-10 | , | 5.0 | . 100-1 | | 5.2 | -,-07 | viu, | ۷.0 | د,ددع | попрыту | 0.1 | 5,033 |

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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|-----------------------------|----------------------------|-------------------------|-----------------------|----------------------------|----------------------------|-----------------------|----------------------------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------|----------------------------|-----------------------------------|
| Spartanburg | 43.6 | 36,352 | CHEYENNE, V | WYOMING | | CHICO, CALIF | ORNIA | | CLARKS B URG, | WEST VII | RGINIA | Custer | .4 | 285 |
| Union York | 7.9 20.0 | 6,606 17,145 | Colorado: | | | Californias | | | West Virginia | | | El Paso Fremont | 44.0 6.2 | 39,5 3 9 5, 18 9 |
| | | | Eagle | 1.3 | 793 | Butte | 27.7 | 24,296 | Barbour | 4.2 | 3,127 | Huerfano Kiowa | 2.3 | 1,67 2 470 |
| Tennessee: | | | Garfield Jackson | 3.9 .5 | 2,707 400 | Colusa Glenn | 3.9 5.3 | 3,436 4,834 | Brayton Doddridge | 4.1 2.0 | 3,143 1,450 | Las Animas | 5.8 | 4,116 |
| Johnson Unicoi | 2.9 4.1 | 2,089 3, 3 90 | Larimer | 16.8 | 14,937 | Lassen | 4.3 | 3,254 | Gilmer | 2.2 | 1,586 | Lincoln Otero | 1.6 7.0 | 1,250 5,820 |
| Total | 699.1 | 595,600 | Logan Moffat | 6.0 2.1 | 5,083 1,501 | Modoc Placer | 2.6 17.6 | 2,012 15,155 | Harrison Lewis | 23.6 5.2 | 21,293 4,543 | Pueblo | 32.8 | 29,172 |
| | Ξ., | | Routt | 1.9 | 1,045 | Shasta Siskiyou | 18.9 | 16,696 9,220 | Marion Monongalia | 19.7 16.0 | 17,621 13,958 | Telker | .8 | 688 |
| CHATTANOOGA | TENNES | SEE | Nebraska: | | | Sutter Tehama | 10.1 8.1 | 8,252 6,894 | Preston Randolph | 7.2 7.0 | 6,185 5,236 | New Mexico: | | |
| Alabama: | , , , , , | OLL | Banner | .3 | 289 | Trinity | 3.2 | 2,509 | Ritchie | 3.3 | 2,626 | Colfax | 3.9 | 2,666 |
| | 11.0 | 0.005 | Box Butte Cheyenne | 3.5 4.3 | 2,941 3,816 | Yolo Yuba | 20.3 | 17,406 9,135 | Taylor Tucker | 4.5 2.2 | 3,768 1,895 | Total | 108-6 | 93,300 |
| De Kalb Jackson | 11.8 9.7 | 9,035 6,955 | Dawes | 2.9 | 2,232 | Total | 142.9 | 123,100 | Upshur | 5.1 | 3,623 | | | |
| Jaonson | 0.7 | 0,500 | Garden | 1.1 | 937 2,052 | | | | Wetzel | 5.6 | 4,958 | | | |
| Georgia: | | | Kimball Morrill | 2.3 | 1,596 | | | | Total | 111.9 | 95,000 | COLUMBIA-JEF | EEDSUN I | CITY |
| Catoosa | 5.8 | 4,854 | Scotts Bluff | | 9,071 | | | | | | | MISSOURI | TENSON I | |
| Chattooga Dade | 5.6 2.2 | 4,712 1,582 | Sheridan Sioux | 2.6 | 2,293 524 | CINCINNAȚI, | 0H10 | | CLEVELAND, | OH10 | | Missouri: | | |
| Fannin | 3.7 | 2,715 | | | | Indiana: | | | Ohio: | | | Audrain | 8.3 | 7,414 |
| Floyd Gilmer | 19.8 2.4 | 17,357 1,721 | South Dakot | a: | | Dearborn | 8.4 | 7,202 | Ashland | 11.9 | 10,782 | Boone | 16.1 | 13,624 |
| Gordon | 5.5 | 4,585 | Fall River | 3.1 | 2,637 | Fayette | 7.4 | 6,623 | Ashtabula | 27.4 | 23,659 | Callaway Camden | 6.4 3.1 | 5,512 2,134 |
| Murray Townes | 2.7 1.1 | 1,998 | Wyoming: | | | Franklin Jefferson | 4.5 6.7 | 3,543 5,857 | Carroll Coshocton | 5.8 10.1 | 4,920 8,670 | Chariton | 4.3 | 3,416 |
| Union | 1.7 | 801 1,412 | , , | | | Jennings | 4.4 | 3,746 | Crawford | 14.5 | 13,028 | Cole | 11.5 4.9 | 10,574 4,148 |
| Walker | 12.8 | 11,627 | Albany Carbon | 6.3 4.6 | 5,270 3,378 | Ohio | 1.3 | 1,175 | Cuyahoga Erie | 503.0 20.3 | 480,434 18,444 | Cooper Crawford | 4.1 | 3,012 |
| Whitfield | 11.7 | 1 <mark>0,05</mark> 4 | Converse | 2.0 | 1,678 | Ripley Switzerland | 6.0 2.2 | 4,948 1.946 | Geauga | 13.0 | 12,054 | Dent | 3.4 | 2,206 |
| North Carolina | a: | | Goshen Laramie | 3.6 18.6 | 3,133 16,973 | Union | 1.9 | 1,579 | Holmes | 5.4 | 4,446 12,967 | Gasconade Howard | 4.0 3.4 | 3,359 2,845 |
| Cherokee | 4.3 | 3,443 | Niobrara | 1.2 | 1,089 | Wayne | 22.4 | 20,034 | Huron Lake | 13.7 42.4 | 41,168 | Linn | 5.9 | 5,031 |
| Clay Graham | 1.4 1.6 | 1,151 1,275 | Platte Total | 2.2 104.1 | 1,583 88,000 | Kentucky: | | | Lorain Mahoning | 60.9 87.0 | 58,449 82,213 | Macon Maries | 5.9 2.2 | 4,868 1,653 |
| Cidilan | 1.0 | 1,2/3 | | | | Bath | 2:6 | 1,699 | Medina | 18.5 | 16,874 | Miller Moniteau | 4.4 3.5 | 3,449 3,126 |
| Tennessee: | | | CHICACO II | LIMOIC | | Boone Bourbon | 6.1 5.4 | 5,101 4,107 | Portage Richland | 24.5 34.9 | 21,583 31,024 | Monroe | 3.6 | 3,104 |
| Bledsoe | 1.9 | 1,171 | CHICAGO, IL | TIMU12 | | Bracken | 2.3 | 1,739 | Sandusky | 16.5 | 14,919 | Montgomery Morgan | 3.7 3.2 | 3,050 2,681 |
| Bradley Cumberland | 10.9 4.9 | 9,688 3,608 | Illinois: | | | Campbell | 25.7 | 19,661 | Seneca Stark | 16.7 100.5 | 15,788 93,007 | Osage | 3.0 | 2,547 |
| Franklin | 6.9 | 5,270 | Boone | 6.1 | 5,479 | Carroll Clark | 2.4 6.3 | 1,930 4,886 | Summit | 154.1 | 147,365 | Pettis | 11.8 7.6 | 10,332 6,591 |
| Grundy | 2.9 | 2,083 | Cook De Kalb | 1,017.7 | 1,527,733 13,738 | Fleming | 3.3 | 2,311 | Trumbull Tuscarawas | 60.2 23.5 | 57,671 19,8 7 8 | Phelps Pulaski | 8.3 | 6,710 |
| Mc Minn | 70.5 9.6 | 60,986 7,923 | Du Page | 88.5 | 86,033 | Franklin Gallatin | 8.8 1.1 | 7,675 974 | Wayne | 20.7 | 18,763 | Randolph | 7.8 | 6,420 |
| Marion | 5.5 | 4,469 | Grundy Iroquois | 6.8 10.5 | 5,993 9,051 | Grant | 2.9 | 2,499 | | | | Saline Total | 8.0 148.4 | 6,672 124,500 |
| Meigs Morgan | 1.2 3.4 | 968 2,333 | Kane | 60.2 | 57,754 | Harrison Henry | 4.2 3.3 | 3,543 2,531 | Pennsylvania: | | | | | • |
| Monroe | 6.0 | 4,830 | Kankakee Kendall | 24.1 5.0 | 22,157 4,730 | Kenton | 36.3 | 27,399 | Crawford | 23.0 | 19,390 | | | |
| Polk Rhea | 3.2 4.3 | 2,577 3,274 | Lake | 79.1 | 76,325 | Lewis | 3.4 | 2,454 4,459 | Mercer Total | 36.7 1.345.2 | 35,050 1,262,500 | | | |
| Roane | 10.8 | 8,988 | La Salle Mc Henry | 34.2 25.0 | 32,282 24,151 | Mason Montgomery | 5.5 3.9 | 2,991 | | | | COLUMBIA, S | OUTH CAR | OLINA |
| Sequatchie Van Buren | 1.5 .9 | 1,127 699 | Will | 54.7 | 50,919 | Nicholas | 2.1 | 1,558 | CLOVIC NEW | MEAICO | | South Carolin | a: | |
| Total | 248.2 | 205,300 | Indiana | | | Owen Pendleton | 2.5 2.9 | 1,850 2,365 | CLOVIS, NEW New Mexico: | | | Aikeo | 22.3 | 19,449 |
| | | | Indiana: | | 4.040 | Robertson Scott | .7 4.4 | 522 3,108 | | | 0.100 | Allendale | 2.8 | 1,973 |
| ourboyasu . | | | Jasper Lake | 5.2 .146.9 | 4,313 135,013 | Trimble | 1.4 | 1,102 | Curry Quay | 9.4 3.6 | 8,120 2,759 | Bamberg Barnwell | 4.0 4.5 | 3,205 3,459 |
| CHEBOYGAN, I | MICHIGAN | | La Porte | 27.3 | 24,748 | | | | Roosevelt | 4.8 | 3,809 | Calhoun Chester | 2.9 7.9 | 2,282 6,780 |
| Michigan: | | | Newton Porter | 3.5 17.1 | 3,135 15,117 | Ohio: | | | Toyon | | | Chesterfield | 8.3 | 6,593 |
| Alcona | 1.9 | 1,448 | Pulaski | 3.8 | 2,762 | Adams | 6.0 | 4,420 | Texas: | | 0.045 | Clarendon | 6.1 | 4,831 |
| Alpena Cheboygan | 8.0 4.1 | 6,753 3,520 | Starke | 5.2 | 4,346 | Brown Butler | 7.4 5 7.1 | 6,437 54,751 | Bailey Parmer | 2.6 2 .7 | 2,045 2,384 | Darlington Dillon | 12.8 6.8 | 10,322 5,142 |
| Chippewa | 9.0 | 7,957 | Michigan: | | | Clermont | 22.1 | 21,430 | Total | 23.1 | 19,100 | Edgefield | 3.8 | 3,188 |
| Emmet Luce | 4.6 1,6 | 3,945 1,380 | Berrien | 45.1 | 40,882 | Clinton Darke | 8.9 13.9 | 8,028 11,690 | | | | Fairfield Florence | 4.9 20.7 | 3,729 16,846 |
| Mackinac | 2.9 | 2,301 | Detrieil | 45.1 | 70,002 | Greene | 25.9 | 24,239 | 00100400 | DINCE DO | ED1 0 | Kershaw | 8.3 | 6,736 |
| Montmorency | 1.3 | 1,068 | Wisconsin: | | | Hamilton Highland | 267.0 9.4 | 252,147 7,978 | COLORADO SF COLORADO | | EBLU, | Lancaster Lee | 10.2 | 8,105 3,626 |
| Oscada Otsego | 1.0 2.1 | 881 1,802 | Kenosha | 30.1 | 28,829 | Montgomery | 157.8 | 152,770 | Colorado: | | | Lexington | 16.5 | 12,588 |
| Presque Isle Schoolcraft | 3.4 | 2,527 | Racine | 41.4 | 39,602 | Preble | 9.4 | 8,346 | | 2.0 | 1 470 | Marion | 7.6 | 6,320 5,317 |
| | 2.5 | 2,269 | Walworth | 15.6 | 14,456 2,229,500 | Warren Total | 18.0 805.7 | 16,475 731,800 | Bent Crowley | 2.0 1.1 | 1,478 999 | Marlboro | 6.9 | 6,699 |

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COLUMBUS, GEORGIA moves to the top on the world map as she

Goes into Orbit with WORLD'S TALLEST STRUCTURE

1749 Feet Above Ground: Scheduled completion date—May 15, 1962
TALLER than THE EMPIRE STATE BUILDING by over 277 feet
TALLER than THE TOKYO TOWER by over 667 feet,
TALLER than THE EIFFEL TOWER by over 765 feet

And- Even 43 feet taller than Khrushchev claims!

COLUMBUS, GEORGIA

CBS GEORGIA

NBC

WRBL TELEVISION

JIM WOODRUFF, Jr., Pres. & Gen. Mgr. GEORGE "Red" JENKINS, Dir. of National Sales
REPRESENTED BY GEORGE P. HOLLINGBERRY COMPANY

| | Total Homes (Thous,) | VHF Homes | -2 | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | |
|------------------------|----------------------------|---------------------------|-----------------------|----------------------------|--------------------------|--------------------------------|----------------------------|-----------------------------|------------------------|----------------------------|-----------------|----------------------------|----------------------------|----------------------------------|
| COLUMBIA, S | .C.—conti | nued | Monroe | 9.3 | 7,648 | Texas: | | | Dubuque | 21.3 | 19,239 | Limestone | 9.6 | 5,991 |
| Orangeburg | 16.4 | 12,698 | Montgomery Noxubee | 3.6 3.9 | 2,677 3,347 | Anderson | 8.9 | 6,949 | Henry Jackson | 5.5 6.1 | 5,078 5,214 | Madison Morgan | 32.0 17.3 | 11,57 4 8,634 |
| Richland | 47.0 | 42,221 | Oktibbeha | 6.0 | 4,755 | Bosque | 3.8 8.5 | 3,265 6,721 | Jefferson | 4.9 | 4,663 | Total | 82.4 | †39,600 |
| Saluda | 3.7 | 2,922 | Webster | 2.9 | 2,225 4,3 4 9 | Brown Cherokee | 9.7 | 8,122 | Johnson | 15.2 | 13,705 | | | |
| Sumter Inion | 18.1 7.9 | 14,464 6,606 | Winston Total | 4.9 95.2 | 75,600 | Collin | 13.0 | 10,973 | Jones Louisa | 5.8 3.2 | 5,257 2,990 | | | 12 |
| Willi a msburg | 8.6 | 6,311 | | | , | Comanche Cooke | 4.3 7.1 | 3,149 5,903 | Muscatine | 10.9 | 10,058 | DECATUR, ILL | INOIS (UHI | F Market) |
| Total | 271.8 | 222,400 | | | | Dallas | 299.5 | 279,205 | Scott | 36.0 | 32,970 5,432 | Illinois: | | |
| | | | COLUMBUS, O | OIHIO | | Delta | 2.0 | 1,646 | Washington Total | 6.0 359.0 | 327,600 | Christian | 11.9 | 10,306 |
| COLUMBUS, (| CEODOLA | | Ohio: | | | Denton Eastland | 14.2 7.1 | 12,225 5,776 | | | , | Coles De Witt | 13.6 5.6 | 6,508 3,780 |
| Alabama: | BEUNUIA | | Athens | 12.5 | 10,695 | Ellis | 13.2 | 11,417 | | | | Douglas | 6.0 | 3,964 |
| | C F | 4.700 | Champaign | 8.8 | 7,924 | Erath | 5.7 | 4,746 | DAYTON, OHIO | | | Logan | 9.1 | 7,726 |
| Barbour Bullock | 6.5 3.4 | 4,762 2,289 | Clark Coshocton | 39.3 10.1 | 37,518 8,670 | Fannin Freestone | 8.1 4.0 | 6,448 3,039 | | | | Macon Menard | 37.5 3.0 | 35,111 2,621 |
| Chambers | 10.5 | 6,988 | Crawford | 14.5 | 13,028 | Grayson | 23.6 | 20,867 | Indiana: | | | Moultrie. | 4.2 | 2,609 |
| Dale | 8.1 | 5,712 | Delaware | 10.2 | 9,271 | Hamilton | 3.0 | 2,462 | Fayette | 7.4 7.2 | 6,623 5,495 | Piatt | 4.6 | 3,346 |
| Elmore Henry | 8.0 3.9 | 5,698 2,958 | Fairfield Fayette | 19.2 7.6 | 17,254 6,761 | Henderson Hill | 6.9 8.0 | 5,710 6,964 | Jay Randolph | 9.1 | 8,202 | Sangamon Shelby | 47.9 7.5 | 42,840 6,301 |
| Lee | 12.6 | 9,512 | Franklin | 204.9 | 196,450 | Hood | 1.8 | 1,705 | Union | 1.9 | 1,579 | Total | | †125,100 |
| Macon | 6.1 | 4,321 | Hardin | 8.8 | 7,568 | Hopkins | 6.3 | 4,533 | Wayne | 22.4 | 20,034 | | | |
| Pike Randolph | 6.9 5.6 | 5,014 4,077 | Highland Hocking | 9.4 6.0 | 7,978 5,232 | H <mark>unt</mark> Jack | 12.8 | 10,923 2,326 | | | | | | |
| Russell | 11.8 | 9,148 | Knox | 11.8 | 10,481 | Johnson | 11.1 | 9,507 | Ohio | | | DENVER, COL | ORADO | |
| Tallapoosa | 9.7 | 7,428 | Licking | 27.5 | 24,940 | Kaufman | 8.4 | 7,222 | Ohio: | | 4.400 | Colorado: | | |
| | | | Logan | 10.8 7.1 | 9,863 6,510 | Lamar | 11.4 | 7,765 | Adams Allen | 6.1 30.7 | 4,420 28,081 | Adams | 34.0 | 29,742 |
| | | | Madison Marion | 18.0 | 16,347 | Leon Limestone | 3.2 6.1 | 2,429 4,866 | Auglaize | 10.6 | 9,156 | Arapahoe | 33.0 | 30,833 |
| Georgia: | | | Morgan | 3.8 | 3,284 | McLennan | 46.0 | 40,765 | Butler | 57.1 | 54,751 | Boulder | 22.9 | 20,933 |
| Calhoun | 1.9 | 1,437 | Morrow | 5.6 | 4,611 | Mills | 1.6 | 1,225 | Champaign Clark | 8.8 39.3 | 7,924 37,518 | Chaffee Clear Creek | 2.6 1.0 | 2,130 812 |
| Chattahooche | | 1,087 | Muskingum Perry | 23.9 8.2 | 21,127 7,052 | Montague Navarro | 5.2 11.3 | 4,574 9,904 | Clermont | 22.2 | 21,430 | Denver | 168.0 | 152,220 |
| Clay Crisp | 1.1 5.0 | 863 3,958 | Pickaway | 9.4 | 8,376 | Palo Pinto | 6.9 | 6,180 | Clinton | 8.9 | 8,028 | Douglas | 1.4 | 1,303 |
| Dooly | 2.9 | 2,269 | Pike | 5.2 | 4,376 | Parker | 7.2 | 6,284 | Darke | 13.8 7.6 | 11,690 | Eagle Elbert | 1.3 1.1 | 793 936 |
| Dougherty | 20.6 | 18,045 | Ross Union | 17.0 6.8 | 14,871 5,839 | Rains Rockwall | 1.0 1.7 | 786 1.616 | Fayette Greene | 25.9 | 6,761 24,239 | Gilpin | .2 | 228 |
| Harris Lee | 2.7 1.4 | 1,930 1,095 | Wyandot | 6.4 | 5,504 | Smith | 26.4 | 23,380 | Highland | 9.4 | 7,978 | Grand | 1.1 | 763 |
| Macon | 3.2 | 2,300 | Total | 512.8 | 471,500 | Somervell | .9 | 765 | Logan | 10.8 | 9,863 | Jefferson Lake | 39.3 1.9 | 32,915 1,398 |
| Marion | 1.3 | 1,024 | | | | Stephens Tarrant | 3.1 168.6 | 2,710 153,645 | Mercer Miami | 8.8 22.6 | 7,265 20,479 | Larimer | 16.8 | 14,937 |
| Meriwether Muscogee | 5.0 43.6 | 3,784 38,770 | | | | Van Zandt | 6.4 | 5,179 | Montgomery | 157.8 | 152,770 | Logan. | 6.0 | 5,083 |
| Peach | 3.5 | 2,761 | COOS BAY, OI | REGON | | Wise | 5.5 | 4,656 | Preble | 9.4 | 8,346 | Morgan Park | 6.2 .6 | 5,788 4 7 0 |
| Quitman | 5 | 430 | Oregon: | | | Wood Total | 5.8 829.1 | 4,767 736,800 | Shelby Warren | 9.6 18.0 | 8,395 16,475 | Summit | .6 | 524 |
| Randolph Schley | 2.9 | 2,206 639 | Coos | 16.9 | 13,171 | IUIAI | 023.1 | 730,000 | Total | 525.4 | 487,500 | Teller | .8 | 688 |
| Stewart | 1.8 | 1,333 | Total | 16.9 | 13,200 | | | | N. 7 | | | "Washington Weld | 1.9 21.3 | 1,559 18,647 |
| Sumter | 6.6 | 5,229 | | | | | | | | | | WEIG | 21.3 | 10,047 |
| Talbot Taylor | 1.7 2.1 | 1,317 1,640 | ACREUS SURI | OTI TEVA | | DAVENPORT, | IOWA-ROCK | ISLAND, | DAYTONA BEAC | H-ORLAN | nn | | | |
| Terre!I | 3.2 | 2,383 | CORPUS CHRI | SII, IEXAS | i | ILLINOIS | | | FLORIDA | III OILENIA | БО, | At . 5 | | |
| T <mark>roup</mark> | 13.2 | 11,524 | Texas: | | | Illinois: | | | Florida: | | | Nebraska: | | |
| Turner Upson | 2.3 6.7 | 1,800 5,751 | Aransas | 2.1 | 1,912 | Bureau | 12.0 | 10,572 | | 00.0 | 00.010 | Cheyenne | 4.3 | 3,816 |
| Webster | .7 | 572 | Bee Brooks | 6.1 2.1 | 5,190 1.724 | Carroll | 6.1 | 5,476 | Brevard Citrus | 38.6 3.2 | 36,813 2,580 | | | |
| Total . | 229.0 | 182,100 | Calhoun | 4.3 | 3,372 | Henderson Henry | 2.5 15.7 | 2,239 13,706 | Flagler | 1.3 | 1,154 | | | |
| | | | Duval | 3.3 | 2,604 | Henry Jo Daviess | 6.5 | 5,634 | Hernando | 3.6 | 3,191 | Wyoming: | | |
| | | | Jim Hogg Jim Wells | 1.2 8.7 | 833 7,406 | Knox | 18.9 | 16,745 | Indian River Lake | 8.8 19.0 | 7,467 16,457 | Albany | 6.3 | 5,270 |
| COLUMBUS, I | MISSISSIPI | PI | Kenedy | .2 | 100 | Lasalle Lee | 34.2 10.5 | 32,282 9,222 | Marion | 15.6 | 13,568 | Laramie Total | 18.6 391 .2 | 16,97 3 348,800 |
| Alabama: | | | Kleberg | 7.6 | 6 246 | M¢Donough | 9.1 | 7,777 | Orange | 85.2 | 79,065 | iviai | 331.2 | 340,000 |
| Fayette | 4.6 | 3,163 | Live Oak Nueces | 2.0 59.0 | 1,574 52,946 | Mercer | 5.3 | 4,841 | Osceola Pasco | 7.0 12.9 | 6,203 10,721 | | | |
| Lamar Marion | 4.0 | 2,742 | Refugio | 3.0 | 2,551 | Ogle Putnam | 11.8 1.4 | 10,713 1,252 | Polk | 59.4 | 50,735 | Bro Maines | 1011/4 | |
| Marion Pickens | 6.3 5.6 | 4,564 3,989 | San Patricio | 11.2 | 9,870 | Putnam Rock Islaind | 46.5 | 1,252 43,940 | Seminole | 16.7 | 15,306 | DES MOINES, | IOWA | |
| | | -,000 | Victoria Total | 13.1 123.9 | 10,957 107,200 | Stark | 2.5 | 2,245 | Sumter Võlusia | 3.5 47.1 | 2,880 41,864 | łowa: | | |
| | | | | | ,=== | Warren | 6.8 17.9 | 6,006 | Total | 321.9 | 288,000 | Adair | 3.6 | 3,072 |
| Mississippi: | | | | | | Whiteside | 17.9 | 16,455 | | | , | Appanoose Boone | 5.5 8.4 | 4,634 7,818 |
| Calhoun | 4.3 | 3,415 | DALLAS-FT. W | ORTH. TEX | (AS | | | | | | | Calhoun | 5.0 | 4,531 |
| Chickasaw | 4.5 | 3,437 | Oklahoma: | | | | | | DECATUR, ALAI | RAMA (III | IF Market) | Carroll | 6.6 | 5,928 |
| Choctaw | 2.3 | 1,680 3,894 | Bryan | 7.9 | 6,371 | lowa: | | | | PAINA (UII | II INGI KCU | Clarke Dalias | 2.8 7.7 | 2,337 7,012 |
| | | | OITCH | | U.J/ L | | | | Alakama. | | | Danas | 1.1 | 7,012 |
| Clay Itawamba | 5.0 4.2 | | Choctaw | | | Cedar | 5.5 | .5,085 | Alabama: | | | | | 2.563 |
| Clay | 4.2 11.7 12.1 | 3,374 10,042 10,250 | | 5.2 1.8 2.4 | 3,545 1,550 2,065 | Cedar Clinton Des Moines | 5.5 16.6 14.3 | . 5,085 15,848 12,951 | Lauderdale Lawrence | 17.3 6.2 | 12,222 1,174 | Davis Decatur Greene | 2.9 3.3 4.7 | 2,563 2,569 4,494 |

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| | Total Homes (Thous.) | VHF H <mark>omes</mark> | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous. | | | Total Homes (Thous.) | VHF Homes |
|-----------------------|----------------------------|----------------------------|-----------------------|----------------------------|-------------------------|-----------------------|----------------------------|-----------------|-----------------------|---------------------------|-----------------|----------------------|----------------------------|------------------------|
| DES MOINES, | IOWA—co | ntinued | Slope | .4 | 355 | Burnett | 2.8 | 2,231 | Chicot | 5.3 | 4,253 | ENSIGN, KANS | SAS | |
| Omeniale | 4.4 | 4166 | Stark. | 4.7 | 3,972 | Douglas Iron | 13.6 2.4 | 12,729 2,213 | Cleveland Columbia | 2.0 7.8 | 1,450 6,646 | Colorado: | | |
| Grundy Guthrie | 4.4 4.4 | 4,166 4,259 | South Dakota: | | | Price | 4.4 | 3,570 | Dallas | 3.0 | 2,298 | Baca | 1.9 | 1,357 |
| Hamilton | 6.3 | 5,684 | | | 475 | Sawyer | 2.9 | 2,399 | Desha | 5.6 | 4,427 | Edwards | 1.7 | 1,322 |
| Hardin | 7.3 | 7,021 | Harding Perkins | .6 1.7 | 475 1,554 | Washburn | 3.2 | 2,572 | Drew | 4.1 9.2 | 3,359 | Kansas: | | |
| Jasper Keokuk | 11.1 4.9 | 9,489 4,478 | Total | 22.7 | 18,300 | Total | 182.7 | 159,500 | Ouachita Union | 15.0 | 7,438 12,479 | Clark | 1.1 | 925 |
| Lucas | 3.6 | 3,329 | | | | | | | Cilion | 10.0 | 12,170 | Comanche | 1.1 | 904 |
| Madison | 3.9 | 3,676 | | | . — | | | | 1 . 120 | | | Finney | 4.6 | 3,976 |
| Mahaska | 7.6 | 6,799 | | | | DURHAM-RALI | IGH, NOR | T,H | Louisiana: | | | Ford Grant | 6,4 1.4 | 5,645 1,126 |
| Marion Marshall | 7.7 12.0 | 6,432 8,564 | DOTHAN, ALAB | AMA | | CAROLINA | | | Bienville | 4.7 | 3,882 | Gray | 1.3 | 1,150 |
| Monroe | 3.2 | 2,829 | Alabama: | | | North Carolin | ıa: | | Caldwell Catahoula | 2.5 3.0 | 1,872 2,200 | Hamilton | .9 | 674 |
| Polk | 85.2 | 80,551 | Barbour | 6.5 | 4,762 | Alamance | 24.3 | 22,041 | Claiborne | 5.7 | 4,388 | Haskell | .8 | 730 |
| Poweshiek | 5.7 2.6 | 5,498 2,295 | Coffee | 8.4 | 6,070 | Bladen | 6.7 | 5,254 | East Carroll | 3.7 | 2,598 | Hodgeman Kearney | .9 .8 | 791 707 |
| Ringgold Story | 14.3 | 12,944 | Covington Crenshaw | 10.3 4.0 | 7,474 2,867 | Chatham Cumberland | 7.0 35.0 | 5,954 30,229 | Franklin | 6.6 4,6 | 4,651 3,919 | Kiowa | 1.4 | 1,116 |
| Tama | 6.7 | 5,981 | Dale | 8.1 | 5,712 | Duplin | 10.2 | 8,094 | Jackson Lincoln | 7.1 | 6,024 | Lane | .9 | 773 |
| Union | 4.6 | 4,047 | Geneva | 6.3 | 4,366 | Durham | 31.5 | 27,598 | Madison | 4.4 | 3,135 | Meade | 1.7 | 1,400 |
| Wapello Warren | 14.6 6.1 | 13,203 5,525 | Henry | 3.9 | 2,958 | Edgecombe | 13.1 | 12,170 | Morehouse | 8.9 | 7,457 | Morton Scott | .9 1.5 | 733 1,222 |
| Wayne | 3.4 | 2,985 | Houston Pike | 14.4 | 11,310 5,014 | Franklin Granville | 7.1 7.6 | 5,700 6,204 | Ouachita | 29.5 6.1 | 25,603 | Seward | 4.8 | 3,790 |
| Webster | 15.0 | 14,209 | TINO | 0.5 | 3,017 | Green | 3.7 | 2,881 | Richland Union | 4.9 | 4,732 3,773 | Stanton | .5 | 485 |
| Wright | 6.1 | 5,372 | Florida: | | | Halifax | 14.1 | 11,451 | West Carroll | 3.8 | 2,915 | Stevens | 1.3 | 1,112 |
| Total | 291.2 | 264,300 | Bay | 18.9 | 16,136 | Harnett | 12.4 | 10,483 | Winn | 4.7 | 3,738 | Wichita | .7 | 570 |
| | | | Calhoun | 2.0 | 1,504 | Hoke Johnston | 3.4 16.7 | 2,823 13,397 | | | | Oklahoma: | | |
| | | | Gadsden | 8.7 | 6,778 | Lee | 7.2 | 5,978 | Mississippi; | | | Beaver | 2.1 | 1,688 |
| DETROIT, MIC | HIGAN | | Gulf Holmes | 2.8 3.1 | 2,417 2,253 | Lenoir | 14.0 | 11,774 | Bolivar | 13.3 | 9,463 | Harper | 1.9 | 1,556 |
| Michigan: | | | Jackson | 9.7 | 7,622 | Martin | 6.5 | 5,605 | Issaguena | 8 | 735 | Texas Total | 4.3 44. 9 | 3,094 36,800 |
| | 7070 | 101 041 | Liberty | .8 | 629 | Montgomery Moore | 4.9 9.9 | 4,001 8,212 | Sunflower | 10.3 | 8,420 | | 44.0 | 00,000 |
| Genesee Jackson | 107.2 37.9 | 101,641 35,124 | Walton | 4.5 | 3,537 | Nash | 15.4 | 12,089 | Washington | 20.4 | 15,797 | | | |
| Lapeer | 10.8 | 9,525 | Washington | 3.1 | 2,167 | Orange | 10.9 | 8,444 | Total | 209.5 | 167,400 | EPHRATA, WAS | HINGTON | |
| Lenawee | 22.1 | 19,834 | Georgia: | | | Pender Person | 4.6 6.6 | 3,716 | | | | (UHF Marke | | |
| Livingston | 10.9 | 10,209 | _ | 1.0 | 205 | Robeson | 20.0 | 5,524 16,059 | | | | Washington: | | |
| Macomb Monroe | 113.4 28.0 | 110,640 25,446 | Baker Calhoun | 1.0 1.9 | 825 1,437 | Sampson | 11.9 | 9,413 | ELKHART-SOUT | | INDIANA | Grant | 13.3 | 5,083 |
| Oakland | 196.5 | 189,837 | Clay | 1.1 | 863 | Vance | 8.2 | 7,136 | (UHF Marke | t) | | Total | 13.3 | †5,100 |
| St. Clair | 31.6 | 28,646 | Decatur | 6.5 | 5,463 | Wake Warren | 46.3 4.5 | 41,195 3,714 | Indiana: | | | | | |
| Sanilac | 9.4 15.5 | 8,548 13,734 | Early | 3.4 | 2,624 | Wayne | 20.5 | 17,797 | Elkhart | 32.4 | 25,909 | FRIF DENNEY | | |
| Shiawassee Tuscola | 11.9 | 10,458 | Miller Mitchell | 1.8 4.9 | 1,318 3,8 5 5 | Wilson | 14.8 | 12,536 | Fulton | 5.4 | 4,181 | ERIE, PENNSY | LVANIA | |
| Washtenaw | 48.2 | 45,239 | Quitman | .5 | 430 | Virginia: | | | Kosciusko Lagrange | 12.6 4.7 | 11,145 3,435 | New York: | | |
| Wayne | 791.9 | 755,315 | Seminole | 1.7 | 1,469 | Mecklenburg | 7.9 | 6,289 | Marshall | 9.8 | 8,289 | Chautaugua | 46.0 | 41,515 |
| | | | Total | 145.2 | 111,900 | Total | 406.9 | 343,800 | Pulaski | 3.8 | 1,050 | Ohio: | | |
| Ohio: | | | | | | | | , | St. Joseph | 70.6 5.2 | 62,663 1,651 | Ashtabula | 27.4 | 23,659 |
| Lucas | 140.3 | 133,962 | | | | | | | Starke | 5.2 | 1,051 | Asiitabula | 21.4 | 23,033 |
| Ottawa | 10.5 | 9,996 | DULUTH, MINI | NESOTA:SU | IPFRIND | EAST OF AIRE | wice en eu | | | | | | | |
| Sandusky | 16.5 | 14,919 | WISCONSIN | 1200111,00 | or which, | EAU CLAIRE, | MI2CON2II | V . | Michigan: | | | Pennsylvania: | | |
| Wood Total | 20.5 1, 623.1 1 | 18,154 .541.200 | Michigan: | | | Wisconsin: | | | Berrien | 45.1 | 8,994 | Crawford | 23.0 | 19,390 |
| , o.u. | 1,020.1 | ,011,200 | Gogebic | 7.8 | 7,194 | Barron | 10.1 | 8,505 | Cass St. Joseph | 10.9 13.2 | 5,699 7,302 | Erie | 73.5 | 70,146 |
| | | | Ontonagon | 3.1 | 2,426 | Buffalo Chippewa | 4.0 11.9 | 3,063 10,092 | Total | | †140,300 | Warren Total | 13.0 182.9 | 11,148 165,900 |
| | | | | | | Clark | 8.7 | 7,097 | | | | TOTAL | 102.5 | 100,500 |
| DICKINSON, N | ORTH DAK | OTA | Minnesofa: | | | Dunn | 7.4 | 6,396 | | | | | | |
| Montana: | | | Aitkin | 3.7 | 3,075 | Eau Claire | 17.2 | 14,844 | EL PASO, TEXA | AS | | EUGENE, OREG | ON | |
| Carter | .7 | 346 | Beltrami | 6.4 | 3,962 | Jackson La Crosse | 4. 4 21.2 | 3,794 19,160 | New Mexico: | | | Oregon: | | |
| Fallon | 1.1 | 861 | Carlton Cass | 7,6 4.9 | 6,948 | Pepin | 2.0 | 1,737 | Dona Ana | 15.2 | 12,665 | Benton | 11.0 | 9,248 |
| McCone | .9 | 560 | Cook | 1.0 | 3,047 868 | Rusk | 4.2 | 3,353 | Grant | 5.1 | 3,632 | Coos | 16.9 | 13,171 |
| Prairie Richland | .7 3.0 | 312 2,509 | Crow Wing | 9.7 | 7,427 | Taylor | 4.7 | 4,198 | Luna | 2.8 | 2,266 | Douglas | 20.2 | 17,893 |
| Wibaux | ,4 | 346 | Hubbard | 3.0 | 2,001 | Trempealeau Total | 6.8 102.6 | 5,865 88,100 | Otero | 10.3 | 9,107 | Lane Linn | 49.6 17.7 | 44,957 15,821 |
| | | | Itasca Koochiching | 10.9 | 9,313 | | . 0,2.0 | 00,100 | | | | Total | | 101,100 |
| North Dakata | | | Koochiching Lake | 5.0 4.0 | 3,618 3,837 | | | | Texas: | | | | | , |
| North Dakota: | * 0 | | Lake of Woods | 1.2 | 787 | | | | El Paso | 80.9 | 71,553 | | | |
| Adams. Billings | 1.2 | 1,129 | Pine | 4.8 | 3,960 | EL DORADO, A | | | Hudspeth | .8 | 660 | EUREKA, CALIF | DRNIA | |
| Billings Bowman | 3 1.2 | 240 1,050 | St. Louis | 71.7 | 67,639 | MONROE, L | UUISIANA | | Presidio | 1.4 | 936 | California: | | |
| Dunn | 1.5 | 1,072 | Winner | | | Arkansas: | | | Total | 116.5 | 100,800 | Del Norte | 5.5 | 4,816 |
| Golden Valley | .8 | 760 | Wisconsin: | _ | | Ashley | 6.7 | 5,370 | N | | | Humboldt | 32.3 | 28,459 |
| Hettinger Mercer | 1.6 | 1,342 | Ashland Payfield | 5.1 | 4,590 | Bradley | 4.1 | 3,046 | ENID, OKLAHOI | | | Mendocino Trinity | 15.1 | 12,050 |
| WHITH | 1.9 | 1,448 | Bayfield | 3.5 | 3,049 | Calhoun | 1.7 | 1,323 | (See Oklaho | ma GRY) | | Trinity | 3.3 | 2,509 |

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LOOK WHO'S FIRST AGAIN IN DES MOINES TELEVISION... KRNT-TV

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| Warne | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|--|---------------|----------------------------|----------------|---------------|----------------------------|--------------|------------|----------------------------|--------------|------------|----------------------------|-----------------|-------------|----------------------------|-----------------|
| Charge 1 | EUREKA, CALIF | .—contin | ued | | | | | | | | | | | | 765 2,710 |
| Carry Carr | Oregon: | | | | | | | | | | ; t/ | | | | 153,645 |
| Total 90 | _ | λs | 3 684 | Wilkin | 2.8 | 2,395 | | 10.4 | 8,881 | Indiana: | | | Van Zandt | 6.4 | 5,179 |
| Part | | | | North Dakota: | | | | | | | | | | | 4,656 4,767 |
| Marchen Marc | | | | Benson | 2.5 | 1,935 | | | 3,004 | Blackford | 4.6 | 2,727 | | | 736,800 |
| Chestation Che | | | | | | | Calhoun | 2 0 | 2 282 | Huntington | 10.4 | 9,399 | | | |
| Illinesis | HENDERSON, | KENTUC | KY | | | | | | | | | | FRESNO, CA | LIFORNIA | |
| Clay Grawford 7.0 Gall Grages 1.4 1.154 Horry 1.52 1.235 Gallours 1.54 Horry 1.52 1.235 Gallours 2.251 Hardin 1.54 Horry 1.52 1.235 Gallours 2.251 Hardin 1.54 Horry 1.52 1.235 Gallours 2.251 Hardin 1.55 Horry 1.52 1.235 Gallours 2.251 Hardin 1.55 Hardi | Illinois: | | | | | | | | | | | | (UHF Mark | (et) | |
| Crawford 7.0 6.111 Grand Forks 13.1 1.1669 Forence 20.7 1.6846 Substitution 3.2 3.548 Grand Forks 3.6 1.348 Grand Forks 3.6 3. | Clay | 5.2 | 4,220 | | | | | | | | | | California: | | |
| Edward Capacida | | | | | | | | | | | | | Fraeno | 108.7 | 100,932 |
| Hamilton 3.3 2.533 Mel-Dom 2.0 2.774 Mel-Dom 3.3 2.532 Mel-Dom 2.0 2.774 Mel-Dom 3.3 2.532 Mel-Dom 3.5 2.795 Mel | | | | | | | Horry | 16.8 | 13,395 | | | | Kings | | 11,582 |
| Hardin 1.8 1.477 Penthina 5.5 2.572 Marion 7.6 6.202 Marion 7.6 6.2 | | | | | | | | | | | | | Madera | | 8,928 |
| American American | | | | | | | | | | | | | | | 1,311 |
| Camera C | | | | | | 3,425 | | | | Ohio: | | | | | 9,760 18,343 |
| Walter S. S. S. S. S. Sargent S. S. S. S. Sargent S. S. S. Sargent S. S. S. Sargent S. S. S. S. Sargent S. S. S. S. S. S. S. S | | | | | | | | | 14,464 | Defiance | 9.0 | 7,273 | | | 38,027 |
| Wayne | | | | | | | _ | | | | 8.8 | 799 | | | †188,900 |
| Minish 6.4 5.399 Sutsman 6.4 5.264 Trail 3.0 2.694 Trail 3.0 2. | | | | | | | Total | 193.3 | 154,800 | | | | | | , |
| Refinal column | White | | | | | | | | | | | | | | |
| Indiana: | | | | Towner | | | | | | | | | GLENDIVE, N | MONTANA | |
| Davies A | Indiana: | | | | | | | | | | | | | | |
| Profestion Profession Pr | Crawford | 2.6 | 2,025 | | 4.7 | 4,308 | FT. DODGE, | IOWA (UHF | Market) | | | | | | |
| Total Part | | | | | | | lowa: | | | | | | | | 3,125 |
| Martin 29 | | | | | | | Calhoun | 5.0 | 3 265 | FORT WORTH | DALLAS, T | FXAS | | | 312 346 |
| Martini | | | | | | | | | | | | 2,11,0 | | | 3,800 |
| Perry | | | | TULAT | 175.0 | 130,000 | | | | Uklahoma: | | | ittai | 4.0 | 3,000 |
| Pike 42 3415 Sope Michigan Fixe Fixe | | 5.1 | 4,119 | | | | | | | Bryan | | | | | |
| Michigan: Fine Sept Sept | | | | FLINT-BAY CIT | Y-SAGINA | W. | | | | | | | GOODLAND | KANCAC | |
| Mehright Speech 4 | | | | | , | , | | | | | | | | MANUAU | |
| Marrick | | | | Michigan: | | | - | | | Maishail | 2.4 | 2,000 | Colorado: | | |
| Refulcky: | | | | - | 8.0 | 6.753 | | 4.8 | , | | | | Cheyenne | .8 | 557 |
| Rentrucky: | Warrick | 6.9 | 5,956 | | | | 79K | | | | | 0.040 | | | 1,404 |
| Preckinide | W - t - 1 | | | | | | | | | | | | Yuma | 2.8 | 2,172 |
| Proceded A | Kentucky: | | | | | | FT. MYERS. | FLORINA | | • | | | Kansas; | | |
| Critendem 2,7 1,568 Genesse 10,72 101,641 Function 1,708 Gladwin 3,1 2,771 Charlotte 5,2 4,306 Cooke 7,1 5,903 Coye 1,1 Greeley 6,6 Gratiot 10,5 9,129 Collier 5,2 4,306 Cooke 7,1 5,903 Coye 1,1 Complex 1,2 Common 4,2 2,514 Common 4,2 3,478 Coye 1,2 Coye | | | 3,042 | | | | | | | | | | Chevenne | 1.5 | 1.249 |
| Carathor Carathor | | | | | | | Florida: | | | | | | | | 817 |
| Hanclock 1.5 | | | | | | | Charlotte | | | | | | • | | 392 |
| Henderson 10.1 8.373 Ingham 61.3 57.369 Glades 8.3 637 Delta 2.0 1.642 Scott 1.5 | | | | | | | | | | | | | | | 784 |
| MoLean 11.7 8.941 Ionia 11.5 10.424 Lee 19.0 16.972 Denton 14.2 12.225 Sheridan 1.2 MoLean 2.8 1.977 Ionia 1.970 Ionoco 4.9 4.535 Moleane 3.1 6.327 Sheridan 1.2 Ionia 3.3 3.3 Ionoco 4.9 4.535 Ionoco 4.9 | | | | | | | | | | | | | | | 1,228 1,222 |
| Muhlenberg 8.1 6.327 Sabella 8.8 7.464 Sabella 8.8 7.464 Sabella 8.8 7.464 Sabella 8.8 7.464 Sabella Sabella 8.8 7.464 Sabella Sabella | | | | - | | | | | | Denton | | 12,225 | | | 920 |
| Chicago Chic | | | 0.007 | | | 4,535 | | | | | | | Sherman | 2.1 | 1,723 |
| Mindin | | | 0,327 3.390 | | | 7,464 | | | -, | | | | | 2.2 | 2,063 |
| Mebster 4.6 3,513 Montadam 10.9 9,583 Montadam 10.9 9,5710 Montagam 10.9 | | | | | | 12 927 | | | | | | | | | 434 570 |
| Total 260.1 215,900 Roscommon 2.4 2,052 Saginaw 53.5 50,065 Saginaw 53.5 Saginaw 53.5 Saginaw 53.5 So,065 Saginaw 53.6 So,075 Saginaw 53.5 So,065 Saginaw Saginaw | | 4.6 | 3,513 | | | 9.583 | | | | Freestone | 4.0 | 3,039 | | .1 | 3/0 |
| FARGO, NORTH DAKOTA | Total | 260.1 | 215,900 | Ogemaw | 2.8 | 2,610 | FT. SMITH. | ARKANSAS | | | | | Nebraska: | | |
| FARGO, NORTH DAKOTA Sanilac 9.4 8.548 Shiawassee 15.5 13.734 Total 11.9 10.458 Total 11.9 10.458 Total 11.9 10.458 Total 417.4 384,700 Logan 4.8 3.322 Jack 2.5 2.326 GRAND FORKS, NORTH DAKOTA Separation 1.0 | | | | | | | | | | | | | Dundy | 1,1 | 951 |
| Minnesota: Tuscola 11.9 10,458 Total 417.4 384,700 10.458 Total 417.4 384,700 10.7 9,629 Grant 2.6 2,105 Hubbard 3.0 2,001 Alabama: Washington 1.7 1.666 Marshall 4.0 3.432 Morman 3.4 2,975 Otter Tail 13.8 10,136 Pennington 3.6 3.63 3,037 Polk 10.3 9,343 Polk 10.3 9,343 Polk 10.3 9,343 Polk 10.3 9,343 Polk Carelina: Carelora 6.4 4,870 Hood 1.8 1,705 Hobdins 6.3 4,533 | F1000 | | | | | | | | | | | | Total | 21.0 | 16,500 |
| Minnesota: | FARGU, NORTH | I DAKOTA | | | | 13,734 | | | | Hood | 1.8 | 1,705 | | | |
| Becker 6.7 5,672 Beltrami 6.4 3,962 Clay 10.7 9,629 Clearwater 2.5 1,680 Grant 2.6 2,105 Hubbard 3.0 2,001 Alabama: Washington 17.3 12,606 Limestone 6.1 4,866 Mailson 17.3 12,606 Limestone 6.1 4,866 Mailson 3.6 Kittson 2.4 1,853 Lake of Woods 1.2 787 Lauderdale 17.3 12,222 Marshall 4.0 Marshall 4.0 3,432 Morman 3.4 2,975 Marshall 4.0 3,432 Morman 3.4 2,975 Otter Tail 13.8 10,136 Pennington 3.6 3,057 Polk 10.3 9,343 Morth Carolina: Sequoyah 5.1 4,058 Rockwall 1.7 1,616 Walsh 4.7 A.7 A.7 | Minnesota: | | | Tuscola | 11.9 | 10,458 | | | | | | | | | |
| Beltrami 6.4 3,962 70 70 70 70 70 70 70 7 | Becker | 6.7 | 5 672 | Total | 417.4 | 384,700 | | | | | | 10,923 2 326 | GRAND FORM | (S, NORTH I | DAKOTA |
| Clay 10.7 9,629 Clearwater 2.5 1,680 Grant 2.6 2,105 Clearwater 2.5 1,680 Clearwater 2.5 1,7834 Leon 3.2 2,429 Marshall 4.0 4,866 Pennington 3.6 Clearwater 12.9 8,807 Pell 3.7 3,159 McLennan 46.0 40,765 Polk 10.3 10.3 1.2 1 | | | 3,962 | | | | Madison | 2.7 | 1,757 | | | | Minneenta. | | |
| Comparison Com | | 10.7 | 9,629 | FINRENCE AL | ARAMA | | | | | Kaufman | 8.4 | 7,222 | | | |
| Hubbard 3.0 2,001 Alabama: Washington 17.3 12,606 Limestone 6.1 4,866 Pennington 3.6 Kittson 2.4 1,853 Colbert 12.9 8,807 Yell 3.7 3,159 McLennan 46.0 40,765 Polk 10.3 | | | | | | | | | | | | | | | 1,853 |
| Kittson 2.4 1.853 Colbert 12.9 8,807 Yell 3.7 3,159 McLennan 46.0 40,765 Polk 10.3 Lake of Woods 1.2 787 Lauderdale 17.3 12,222 Mills 1.6 1,225 Red Lake 1.5 Manshall 4.0 3,432 Total 30.2 †21,000 Oklahoma: Montague 5.2 4,574 Novarro 11.3 9,904 North Dakota: North Dakot | | | | | - | | | | | | | | | | 3,432 3,057 |
| Lake of Woods Mahnomen 1.2 787 Lauderdale 17.3 12,222 Mills 1.6 1,225 Red Lake 1.5 Mahnomen 1.6 1,266 Total 30.2 †21,000 Oklahoma: Montague 5.2 4,574 Novarro 11.3 9,904 North Dakota: | | | | | 120 | 0 007 | | | | | | | | | 9,343 |
| Mahnomen 1.6 1,266 Marshall 4.0 3,432 Morman 3.4 2,975 Otter Tail 13.8 10,136 Pennington 3.6 3,057 Polk 10.3 9,343 Morth Carolina: Sequoyah 5.1 4,058 Rockwall 1.7 1,616 Walsh 4.7 A.7 | | | | | | | | | | | | | | | 1,221 |
| Marshal 4.0 3,432 Norman 3.4 2,975 Haskel 2.8 1,982 Palo Pinto 6.9 6,180 North Dakota: Palo Pinto 6.9 6,180 Palo Pinto 6. | Mahnomen | 1.6 | 1,266 | | | | Oklahoma: | | | Montague | 5.2 | 4,574 | | | |
| Otter Tail 13.8 10,136 FLORENCE, SOUTH CAROLINA Latimer Le Flore 2.3 1,602 Parker 7.2 6,284 Grand Forks 13.1 Pennington Polk 10.3 9,343 North Carolina: Sequoyah 5.1 4,058 Rockwall 1.7 1,616 Walsh 4.7 | | | | | | 34 | Haskell | 2 8 | 1 982 | | | | North Dakot | a: | |
| Pennington 3.6 3,057 Polk 10.3 9,343 North Carolina: Le Flore 9.2 7,024 Rains 1.0 786 Pembina 3.5 Polk 10.3 9,343 North Carolina: Sequoyah 5.1 4,058 Rockwall 1.7 1,616 Walsh 4.7 | | | | FI ODEWAR | | | | | | | | | Grand Forks | 13.1 | 11,669 |
| Polk 10.3 9,343 North Carolina: Sequoyah 5.1 4,058 Rockwall 1.7 1,616 Walsh 4.7 | | | | | | ULINA | Le Flore | 9.2 | 7,024 | | | | | | 2,872 |
| | Polk | 10.3 | 9,343 | | | | | | | Rockwall | 1.7 | 1,616 | | | 4,308 |
| Red Lake 1.5 1,221 Anson 6.2 5,156 Total 88.7 67,600 Smith 26.4 23,380 Total 43.1 | Red Lake | 1.5 | 1,221 | Anson | 6.2 | 5,156 | Total | 88.7 | 67,600 | Smith | 26.4 | 23,380 | Total | 43.1 | 37,800 |

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| Co De Ga | AND JUNC' lorado: | TION. COI | | | | | | (Thous.) | | | (Thous.) | | | Homes (Thous.) | Homes |
|----------------|----------------------|--------------|----------------------|------------------------|-------------|-----------------|------------------------|--------------|------------------|------------------------------------|--------------|------------------|---------------------------|-------------------|------------------|
| De Ga | lorado: | | LORADO | Greeley Hamilton | .6 .9 | 392 | GREEN BAY, | WISCONSIN | | GREENVILLE-SP | | | Greene | 3.6 | 2,881 |
| Ga | | | | Haskell | .8 | 674 730 | Michigan: | | | SOUTH CAROLI North Carol | | LLE, | Halifax Hertford | 14.1 5.4 | 11,451 4,338 |
| | Ita | 5.1 | 3,789 | Hodgeman | .9 | 791 | Benzie | 2.4 | 2,125 | | | | Hyde | 1,5 | 1,195 |
| (411 | rfield | 3.9 | 2,707 | Jewell | 2.5 | 2,000 | Delta | 9.9 | 8,963 | Georgia: | | | Johnston | 16.7 | 13,397 |
| | nnison nsdale | 1.5 .1 | 1,100 66 | Kearny Kiowa | .8 1.4 | 707 1,116 | Dickinson | 7.4 | 6,739 | Banks | 1.7 | 1,337 | Jones | 2.5 14.0 | 2,038 11,7,74 |
| Me | | 15.6 | 13,275 | Lane | .9 | 773 | Iron Manistee | 5.3 5.8 | 4,750 5,302 | Elbert Franklin | 4.9 3.7 | 4,039 3,055 | Lenoir Martin | 6.5 | 5,605 |
| | ntrose | 5.4 | 4,574 | Lincoln | 1.9 | 1,410 | Mason | 6.7 | 5,587 | Hart | 4.1 | 3,285 | Nash | 15.4 | 12,089 |
| | ray | .5 | 389 | Logan Meade | 1.2 1.7 | 784 1,400 | Menominee | 7.1 | 6,523 | Jackson | 5.2 | 4,080 | Northampton | 6.0 | 4,693 |
| | kin n Juan | .8 | 671 194 | Mitchell | 2.9 | 2,491 | 100 | | | Madison | 3.0 | 2,257 | Onslow Pamlico | 18.2 2.5 | 15,189 2,043 |
| | n Miguel | .9 | 716 | Morton | .9 | 733 | Wisconsin: | | | Oglethorpe Stephens | 1.9 5.1 | 1,478 4,305 | Pender | 4.6 | 3,716 |
| Tot | - | 34.0 | 27,500 | Ness | 1.7 | 1,488 | Brown | 33.8 | 32,391 | Wilkes | 3.0 | 2,326 | Pitt | 17.2 | 14,524 |
| | | | | Norton Osborne | 2.6 2.5 | 1,957 1,955 | Calumet Door | 5.9 6.1 | 5,300 5,238 | | | | Sampson | 11.9 | 9,413 |
| | | | | Ottawa | 2.3 | 1,878 | Florence | 1.0 | . 791 | Kentucky: | | | Tyrrell Warren | 1.1 4.5 | 952 3,714 |
| | AND RAPID | S-KALAMA | Z00, | Pawnee | 3.0 | 2,721 | Fond du Lac | 21.1 | 19,319 | Harlan | 12.8 | 9,222 | Washington | 3.2 | 2,683 |
| 1 | MICHIGAN | | | Phillips Pratt | 2.9 4.0 | 2,473 3,696 | Forest | 2.1 | 1,665 | Leslie | 2.3 | 1,328 | Wayne | 20.5 | 17,797 |
| Ind | liana: | | | Rawlins | 1.5 | 1,228 | Green Lake Kewaunee | 4.8 5.0 | 4,249 4,325 | | | | Wilson | 14.8 | 12,536 |
| Lac | grange | 4.7 | 3,616 | Rice | 4.5 | 3,885 | Langlade | 5.6 | 4,976 | North Carolina | : | 374 | Total | 255.7 | 212,400 |
| | ble | 8.4 | 7,302 | Rooks | 2.9 | 2,618 | Manitowoc | 21.6 | 19,544 | Buncombe | 38.7 | 32,323 | - | | 44.1 |
| Ste | euben | 5.3 | 4,722 | Rush Russell | 2.0 3.6 | 1,707 3,163 | Marathon Marinette | 24.5 10.1 | 21,470 8,832 | Burke Caldwell | 13.6 13.1 | 11,828 11,648 | 3 | | |
| | | | | Saline | 16.6 | 14,708 | Marquette | 2.6 | 2,165 | Cleveland | 17.5 | 15,304 | GREENWOOD, | MISSISSIP | Pi |
| Mic | chigan: | | | Scott | 1.5 | 1,222 | Oconto | 7.0 | 6,034 | Gaston | 35.2 | 31,888 | Mississippi: | | |
| | egan | 16.5 | 14,599 | Seward Sheridan | 4.8 1.2 | 3,790 | Oneida | 6.5 | 5,755 | Haywood | 11.3 | 9,596 | _ | 12.2 | 9,463 |
| Bai | | 9.5 | 8,340 | Sherman | 2.1 | 920 1,723 | Outagamie Portage | 27.4 10.1 | 25,953 9,144 | Henderson Jackson | 10.8 4.4 | 8,746 3,493 | Bolivar Calhoun | 13.3 4.3 | 3,415 |
| | rrien anch | 45.1 9.9 | 40,882 8,748 | Smith | 2.6 | 2,266 | Shawano | 9.5 | 8,243 | Lincoln | 7.8 | 6,719 | Carroll | 2.7 | 1,982 |
| | lhoun | 41.4 | 38,289 | Stafford | 2.5 | 2,293 | Sheboygan | 26.3 | 23,782 | McDowell | 7.3 | 6,003 | Choctaw | 4.5 | 3,437 |
| Cas | | 10.9 | 9,343 | Stanton Stevens | .5 1.3 | 485 1,112 | Vilas | 3.0 | 2,226 | M <mark>ad</mark> ison Mitchell | 4.4 | 3,525 | Grenada Holmes | 5.0 6.7 | 4,093 5,302 |
| | nton | 10.4 14.3 | 9,539 | Thomas | 2.2 | 2,063 | Waupaca Waushara | 10.6 4.2 | 9,248 3,536 | Polk | 3.7 3.4 | 2,803 | Humphreys | 4.5 | 3,720 |
| Eat | atitot | 10.5 | 13,388 9,129 | Trego | 1.6 | 1,369 | Winnebago | 31.4 | 28,442 | Rutherford | 12.6 | 10,432 | Leflore | 11.9 | 9,705 |
| | Isdale | 10.3 | 9,197 | Wallace | .6 | 434 | Wood | 16.3 | 14,640 | Swain | 2.2 | 1,531 | Montgomery | 3.6 | 2,677 |
| | gham . | 61.3 | 57,369 | Wi <mark>chit</mark> a | .7 | 570 | Total | 341.1 | 307,300 | Transylvahia Yancey | 4.4 3.6 | 3,741 2,820 | Sunflower Tallahatchie | 10.3 5.8 | 8,420 4,704 |
| lon | iia :kson | 11.5 37.9 | 10,424 35,124 | | | | | | | rancey | J.0 | ±,020 | Washington | 20.4 | 15,797 |
| | amazoo | 48.9 | 46,365 | Nebraska; | | | | | | South Carolina | 1: | | Webster | 2.9 | 2,225 |
| Ker | | 107.1 | 101,272 | Chase | 1.4 | 1,201 | GREENSBORO- | | ALEM, | Abbeville | 5.7 | 4,606 | Yalobusha | 3.3 | 2,391 |
| | costa | 5.7 | 4,905 | Dundy Dundy | 1.1 | 951 | NORTH CAR | ULINA | | Anderson | 27.9 | 23,568 | Total | 99.2 | 77,300 |
| | ntcalm iskegon | 10.9 42.9 | 9,583 39,259 | Furnas | 2.6 | 2,038 | North Carolina | a: | | Cherokee | 9.3 | 7,680 | | | 100 |
| | waygo | 7.1 | 5,914 | Hayes Hitchcock | 5 1.5 | 444 1,305 | Alamance | 24.3 | 22,041 | Chester | 7.9 | 6,780 | | | |
| | eana | 4.8 | 4,065 | Red Willow | 4.2 | 3,599 | Alleghany | 2.2 | 1,828 | Greenville Greenwood | 59.9 12.7 | 53,726 11,362 | HANNIBAL, M | ISSOURI-QI | JINCY, |
| | Joseph | 27.8 13.2 | 26,337 11,970 | | | | Caswell Chatham | 4.5 7.0 | 3,538 5,954 | Laurens | 12.4 | 10,193 | ILLINOIS | | · · |
| | n Buren | 14.7 | 13,374 | Oklahoma: | | | Davidson | 22.5 | 19,103 | Newberry | 8.1 | 6,699 | Illinois: | | |
| | tal 💌 | 591.0 | 543,000 | | | | Davie | 4.6 | 3,861 | Oconee Pickens | 10.5 13.0 | 8,966 11,170 | | 01.7 | 10.000 |
| | | | | Beaver Harper | 2.1 1.9 | 1,688 1,556 | Durham Forsyth | 31.5 55.2 | 27.598 50,155 | Spartanburg | 43.6 | 36,352 | Adams Brown | 21.7 2.0 | 19,639 1,756 |
| | | | | Texas | 4.3 | 3,094 | Granville | 7.6 | 6,204 | Union | 7.9 | 6,606 | Cass | 4.7 | 4,043 |
| GRI | EAT BEND-H | IAYS. KAN | ISAS | Total | 163.8 | 137,300 | Guilford | 70.6 | 65,562 | York | 20.0 | 17,145 | Greene | 5.6 | 4,874 |
| | orado: | ., | | | | | Lee Montgomery | 7.2 | 5,978 | Tonnococo | | | Hancock Henderson | 7.9 2.5 | 7,065 2,239 |
| | | | | | | | Moore | 4.9 9.9 | 4,001 8,212 | Tennessee: | | | McDonough | 9.1 | 7,777 |
| Bac | | 1.9 | 1,357 | | | | Orange | 10.9 | 8,444 | Greene | 12.0 | 8,293 | Morgan | 10.5 | 8,757 |
| Pro Yur | wers | 4.0 2.8 | 2,643 2,172 | | | | Person | 6.6 | 5,524 | Jefferson Unicoi | 4.8 | 2,591 3,390 | Pike | 6.8 | 5,583 |
| | | 2.0 | 2,172 | GREAT FALLS, | MONTAN | A | Randolph Rockingham | 17.7 19.6 | 15,027 17,537 | Washington | 17.7 | 14,719 | Schuyler Scott | 2.9 2.0 | 2,460 1,690 |
| Kar | nsas; | | | Montana: | | | Rowan | 24.0 | 21,022 | Total | | 137,700 | 30011 | 2.0 | 1,000 |
| | rton | 9.9 | 8,847 | | 0.0 | 1 500 | Stokes | 5.9 | 4,774 | t- | | | lowa: | | |
| Che | eyenne | 1.5 1.1 | 1,249 9 25 | Blaine Cascade | 2.2 22.6 | 1,526 20,169 | Surry Vance | 13.6 8.2 | 10,698 7,136 | | | | Davis | 2.9 | 2,563 |
| Clo | | 4.7 | 3,552 | Chouteau | 2.1 | 1,797 | Yadkin | 6.3 | 4,815 | GREENVILLE-WA | | , | Des Moines | 14.3 | 12,951 |
| Cor | manche | 1.1 | 904 | Fergus | 4.1 | 3,107 | | | | NORTH CARE | JLINA | | Jefferson | 5.0 | 4,663 |
| | cature wards | 1.9 | 1,523 1,322 | Glacier Hill | 3.0 5.2 | 2,405 4,271 | Virginia: | | 4. | North Carolina | : | | Lee Van Buren | 13.3 3.2 | 12,203 2,918 |
| Elli | vards s | 1.6 5.7 | 4,962 | Judith Basin | .9 | 748 | Carroll | 7.9 | 6,282 | Beaufort | 9.6 | 8,127 | Van Buren | 3.2 | 2,310 |
| Ells | sworth | 2.5 | 2,189 | Lewis & Clark | 9.0 | 7,534 | Franklin | 6.7 | 5,273 | Bertie | 5.7 | 4,677 | Missouri: | | |
| | ney | 4.6 | 3,976 | Liberty | .7 .8 | 570 535 | Grayson Halifax | 4.9 9.9 | 3,599 7,956 | Carteret | 7.7 | 6,330 | | C C | E 000 |
| For Gov | | 6.4 | 5,645 817 | Meagher Pondera | 2.1 | 1,670 | Henry | 9.9 15.7 | 13,715 | Chowan Craven | 2.9 15.2 | 2,361 12,897 | Adair Audrain | 6.6 8.3 | 5,090 7,414 |
| | ham | 1.6 | 1,362 | Teton | 2.1 | 1,798 | Patrick | 4.0 | 3,200 | Duplin | 10.2 | 8,094 | Clark | 2.8 | 2,306 |
| Gra | ant | 1.4 | 1,126 | Toole | 2.2 | 1,821 | Pittsylvania | 28.7 | 23,319 | Edgecombe | 13.1 | 12,170 | Knox | 2.2 | 1,771 |
| Gra | ау | 1.3 | 1,150 | Total | 57:0 | 55,800 | Total | 442.6 | 382,400 | Franklin | 7.1 | 5,700 | Lewis | 3.5 | 3,104 |

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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|------------------------------|----------------------------|--------------------------|-------------------------------|----------------------------|-------------------|-------------------------------------|----------------------------|-----------------|------------------------|----------------------------|-------------------------|-------------------------|----------------------------|-----------------|
| HANNIBAL, M | O, QUINCY, | ILL,— | HARRISBURG, | | /ANIA | Dawson | 6.0 | 5,401 | Indiana: | | | HOUSTON, TEX | (AS | |
| continued | | | (UHF Market | t) | | Fillmore | 3.1 | 2,675 | Crawford | 2.6 | 2,025 | Texas: | | |
| | | | Pennsylvania: | | | Franklin Furnas | 1.8 2.6 | 1,549 2,038 | Daviess | 8.0 | 6,531 | | | 0.400 |
| Vacon | 5.8 | 4,868 | Cumberland | 37.4 | 33,701 | Garfield | .8 | 679 | Dubois | 7.4 | 6,481 | Austin Burleson | 4.5 3.5 | 3,409 2,830 |
| Marion | 9.9 3.6 | 8,749 3,104 | Dauphin | 68.7 | 61,601 | Gosper | .7 | 665 | Gibson | 9.5 13.4 | 8,090 11,306 | Brazoria | 21.0 | 18,580 |
| Monroe Montgomery | 3.8 | 3,104 | Juniata | 4.6 | 2,513 | Greeley | 1.3 | 1,102 | Knox Martin | 2.9 | 2,227 | Brazos | 12.2 | 10,254 |
| Pike | 5.5 | 4,582 | Lebanon | 26.8 | 18,521 | Hall | 11.3 | 10,165 2,514 | Orange | 5 .1 | 4,119 | Calhoun | 4.3 | 3,372 |
| Ralls | 2.6 | 1,968 | Perry Snyder | 7.7 7.0 | 4,446 5,225 | Hamilton Harlan | 2.7 1.6 | 1,410 | Perry | 4.9 | 4,013 | Chambers | 3.0 5.6 | 2,690 4,494 |
| Randolph | 7.8 | 6,420 | Total | | 1126,000 | Howard | 2.1 | 1,672 | Pike | 4.2 | 3,415 | Colorado Fort Bend | 10.5 | 9,414 |
| Schuyler Sco tland | 1.7 2.2 | 1,451 1,913 | Total | 102.2 | 1120,000 | Jefferson | 3.9 | 3,376 | Posey | 5.8 4.6 | 5,096 3,581 | Galveston | 42.9 | 38,445 |
| Shelby | 3.2 | 2,693 | | | | Kearney | 2.0 | 1,859 | Spencer Vanderburgh | 50.8 | 45,809 | Grimes | 3.9 | 3,178 |
| Total | 183.9 | 159,700 | HARRISONBUR | C VIDGIN | I A | Loup Merrick | .3 2.6 | 197 2,256 | Warrick | 6.9 | 5,956 | Harris | 378.3 | 341,202 |
| | | | Virginia: | u, Thain | IIA . | Nance | 1.7 | 1,412 | | | | Jackson Liberty | 3.9 9.3 | 3,127 7,869 |
| | | | | 17.6 | 12 247 | Nuckolis Phelps | 2.6 3.1 | 2,339 2,757 | Kentucky: | | | Madison | 2.0 | 1,511 |
| HARLINGEN-W | ESLACO, T | EXAS | Albemarle Augusta | 17.6 20.5 | 13,347 15,265 | Polk | 2.2 | 2,048 | Breckinridge | 4.2 | 3,042 | Matagorda Montgomery | 7.4 8.0 | 5,713 6,500 |
| Texas: | | | Greene | 1.1 | 755 | Seward | 4.0 | 3,170 | Crittenden | 2.7 | 1,568 | Polk | 4.1 | 2,957 |
| Cameron | 35.9 | 29,288 | Highland | .9 | 724 | Sherman | 1.6 | 1,363 | Daviess Grayson | -20.2 4.5 | 17,708 3,135 | San Jacinto | 1.8 | 1,408 |
| Hidalgo | 41.2 | 33,067 | Madison | 2.2 | 1,484 | Thayer | 3.0 | 2,340 | Hancock | 1.5 | 1,101 | Trinity | 2.4 | 1,770 |
| Starr | 3.7 | 2,704 | Orange Page | 3.6 4.5 | 2,927 3,930 | Valley Webster | 2.1 2.0 | 1,773 1,665 | Henderson | 10.1 | 8,373 | Walker | 5.0 3.1 | 4,176 2,552 |
| Willacy | 4.5 | 3,567 | Rappahannock | | 1,205 | Wheeler | .3 | 295 | Hopkins | 11.7 | 8,941 | Waller Washington | 6.0 | 4,547 |
| Zapata | 1.0 | 657 | Rockingham | 14.4 | 11,335 | York | 4.4 | 3,8 13 | McLean | 2.8 | 1,977 | Wharton | 10.7 | 9,049 |
| Total | 86.3 | 69,300 | Shenandoah | 6.5 | 5,518 | Total | 120.4 | 103,000 | Muhlenberg Ohio | 8.1 5.3 | 6,327 3,390 | Total | 553,4 | 498,000 |
| | | | Warren | 4.2 | 3,429 | | | | Union | 4.2 | 3,478 | | | |
| | | | Mira Mirairi | | | | | | Webster | 4.6 | 3,513 | | | |
| HARRISBURG | ILLINOIS | | West Virginia | | 1 001 | | | | Total | 260.1 | 215,900 | | | |
| Illinois | | | Grant Hampshir e | 2.2 3.2 | 1,551 2,727 | HATTIESBURG, | MISSISSI | PPI | | | | | | |
| Alexander | 5.3 | 4,376 | Hardy | 2.5 | 1,824 | Míssissippi: | | | HENDERSON-LA | S VEGAS. | NEVADA | | | |
| Clay Franklin | 5.2 14.0 | 4,2 2 0 11,064 | Pendleton | 2.0 | 1,429 | Covington | 3.5 | 2,921 | | io i Lyno, | HETADA | HUNTINGTON- | CHARLEST | ON, |
| Gallatin | 2.4 | 2,007 | Total | 86.8 | 67,400 | Forrest | 14.8 | 13,259 | Arizona: | | | WEST VIRG | INIA | |
| Hamilton | 3.3 | 2,533 | | | | Greene | 2.0 | 1,579 | Mohave | 2.5 | 1,884 | Kentucky: | | |
| Hardin | 1.8 | 1,477 | HARTEORD ME | W BRITAI | | J <mark>asp</mark> er Jeff Davis | 4.1 3.3 | 3,562 2,742 | | | | | 2.5 | 1 000 |
| Jackson | 12.7 | 10,699 8,602 | HARTFORD-NE CONNECTIO | | N, | Jones | 15.9 | 13,610 | Nevada: | | | B a th Boyd | 2.6 15.1 | 1,699 12,629 |
| Jefferson Johnson | 10.6 2.2 | 1,746 | | | | Lamar | 3.7 | 3,146 | Clark | 44.1 | 40,083 | Breathitt | 3.5 | 1,867 |
| Massac | 4.7 | 3,815 | Connecticut: | | | Marion | 6.1 | 5,392 | Lincoln | .7 | 557 | Carter | 5.3 | 3,929 |
| Perry | 6.4 | 5,385 | Hartford Litchfield | 209.8 36.9 | 198,862 | Perry Smith | 2.2 3.7 | 1,926 3,197 | | | | Elliott | 1.5 | 1,105 |
| Pope | 1.3 3.3 | 1,033 | Middlesex | 26.0 | 33,848 23,641 | Stone | 1.8 | 1,414 | Utah: | | | Floyd Greenup | 9.8 7.8 | 7,612 5,786 |
| Puláski Randolph | 8.5 | 2,651 7,300 | New Haven | 201.8 | 192,969 | Wayne | 4.1 | 3,462 | Washington | 2.8 | 1,974 | Johnson | 5.2 | 3,865 |
| Saline | 9.4 | 8,182 | New London | 53.8 | 51,528 | Total | 65.2 | 56,200 | Total | 50.1 | 44,500 | Knott | 3.8 | 2,36 |
| Union | 5,2 | 4,208 | Tolland | 18.4 | 16,405 | | | | | | | Lawrence | 3.2 | 2,085 |
| Wayne | 6,2 | 4,615 | Windham | 21.0 | 19,036 | | | | | | | Lee | 1.9 7.2 | 1,129 4,595 |
| White Williamson | 6.4 15.6 | 5,399 13,012 | Massachusett | s. | | | | | HOLYOKE-SPRI | NGFIELD, | | Letcher | 3.4 | 2,454 |
| ATTINGING ON | 10.0 | 10,012 | Franklin | 17.0 | 15 240 | HELENA, MON | TANA | | MASSACHUS | ETTS (UH | F Market) | Magoffin | 2.6 | 1,683 |
| Kentucky: | | | Hampden* | 131.2 | 15,240 125,366 | Montana: | | | Connecticut: | | | Martin | 2.2 | 1,575 |
| - | 0.0 | 0.140 | Hampshire | 27.7 | 25,958 | | | | Tolland | 18.4 | 14,765 | Menifee | 1,1 | 718 |
| Balaird Caldwell | 2.6 4.1 | 2,146 3,262 | Total | 743.6 | 702,900 | Lewis Clark | 9.0 | 7,534 | Tottallu | 10.4 | 14,703 | Morgan Perry | 2.8 8.1 | 1,956 5,203 |
| Calloway | 6.5 | 4,828 | | | | Total | 9.0 | 7,500 | Massachusetts | S: | | Pike | 16.2 | 11,692 |
| Carlisle | 1.8 | 1,401 | | | | | | | Franklin | | 12 050 | Rowan | 3.2 | 2,431 |
| Crittenden | 2.7 | 1,568 | HASTINGS, N | EBRASKA | | | | | Hampden | 17.0 131.2 | 13,868 121.605 | Wolfe | 1.5 | 840 |
| Fulton | 3.4 | 2,860 | Kansas: | | | | | | Hampshire | 27.7 | 25,439 | | | |
| Graves Hickman | 9.8 2.1 | 7,371 1,537 | | 47 | 0.550 | HENDERSON, | | | Total | | †175,700 | Ohio; | | |
| Livingston | 2.2 | 1,470 | Cl <mark>oud</mark> Jewell | 4.7 2.5 | 3,552 2,000 | EVANSVILLE | , INDIANA | 1 | | | | Athens | 12.5 | 10,695 |
| Lyon | 1.4 | 1,077 | Phillips | 2.9 | 2,473 | Illinois: | | | | | | Gallia | 6.9 | 6,062 |
| McCracken | 18.2 | 14,696 | Republic | 3.4 | 2,702 | | E 2 | 4 220 | HONOLULU, H | IIAWA | | Jackson | 8.5 | 7,062 |
| Marshall | 5.2 | 4,164 | Smith | 2.6 | 2,266 | Clay Crawford | 5.2 7.0 | 4,220 6,111 | Honolulu | 120.2 | 109,167 | Lawrence Meigs | 16.0 6.6 | 14,512 5,551 |
| Miccourt | | | Washington | 3.5 | 2,984 | Edwards | 2.6 | 2,141 | Outer Islands | 35.9 | 27,225 | Morgan | 3.8 | 3,284 |
| Missouri: | | | Nahraeka. | | | Gallatin | 2.4 | 2,007 | Total | 156.1 | 136,400 | Pike | 5.3 | 4,376 |
| Bollinger | 2.7 | 2,099 | Nebraska: | | | Hamilton | 3.3 | 2,533 | | | | Scioto | 25.4 | 20,634 |
| Cape Girarde | | 11,466 | Adams | 8.9 | 7,921 | Hardin | 1.8 | 1,477 | | | | Vinton | 2.8 | 2,257 |
| Mississippi New Madrid | 5.7 8.2 | 4,649 6,128 | Antelope Blaine | 3.1 .3 | 2,443 269 | Jasper Lawrence | 3.5 6.0 | 2,799 4,902 | HOT SPRINGS, | , ARKANS | AS | Washington | 15.4 | 13,155 |
| HOTE HIGHIN | 4.1 | 3,441 | Boone | 2.7 | 2,284 | Richland | 5.2 | 4,144 | Arkansas: | | | Virginia: | | |
| Perry | | 8,101 | Buffalo | 8.0 | 6,781 | Wabash | 4.5 | 3,801 | | 10.5 | 10.400 | _ | | |
| Perry Scott | 9.6 | 0,101 | | | | | | | | | | | | 0.07/ |
| | 9.6 8.7 236.4 | 6,857 191,400 | Clay Custer | 2.8 5.2 | 2,543 4,216 | Wayne White | 6.2 6:4 | 4,615 5,399 | Garland Total | 16.5 16.5 | 13,488 13,500 | Buchanan Dickenson | 8.1 4.6 | 6,274 3,804 |

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| | Total Homes (Thous.) | VHF Homes | | Tota <u>l</u> Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|----------------------|----------------------------|-----------------|------------------------------------|------------------------------------|-----------------|----------------------------------|----------------------------|--------------------------------|
| West Virgini | a: | | Pawnee | 3.0 | 2,721 | Carroll | 5.2 | 4,559 |
| Boone | 7.2 | 6,198 | Phillips | 2.9 | 2,473 | Cass | 12.4 | 10,083 |
| Braxton | 4.1 | 3,143 | Pratt Reno | 4.0 19.0 | 3,696 17,166 | Clay Clinton | 8.1 9.8 | 6,921 8,294 |
| Cabell | 33.1 | 30,180 | Rice | 4.5 | 3,885 | Decatur | 6.0 | 5,189 |
| Calhoun | 2.1 | 1,584 | Rooks | 3.0 | 2,618 | Delaware | 33.5 | 31,318 |
| Clay | 2.8 | 2,225 | Rush | 2.0 | 1,707 | Fayette | 7.4 | 6,623 |
| Fayette Gilmer | 16.4 2.2 | 13,511 1,586 | Russell | 3.6 | 3,163 | Founatin | 6.0 | 5,299 |
| Jackson | 5.1 | 4,486 | Saline | 16.6 106.2 | 14,708 | Grant | 22.5 | 19,082 |
| Kanawha | 73.2 | 66,108 | Sedgwick Sheridan | 1.2 | 97,790 920 | Greene Hamilton | 8.9 12.1 | 7,625 11.075 |
| Lincoln | 4.9 | 4,044 | Smith | 2.7 | 2,266 | Hancock | 8.1 | 7,224 |
| Logan | 15.1 | 13,026 | Stafford | 2.5 | 2,293 | Hendricks | 12.3 | 11,376 |
| McDowell Mason | 17.5 6.6 | 14,189 5,685 | Sumner | 8.2 | 7,192 | Henry | 14.8 | 13,288 |
| Mingo | 9.6 | 8,007 | Trego Wilson | 1.6 | 1,369 | H <mark>o</mark> ward Jackson | 21.1 9.3 | 19,336 |
| Nicholas | 6.5 | 5,271 | Woodson | 1.9 | 3,682 1,396 | Jay | 7.2 | 8,207 5,495 |
| Putnam | 6.4 | 5,298 | 110040011 | | 2,000 | Jennings | 4.4 | 3,746 |
| Raleigh | 20.9 | 17,842 | Oklahoma; | | | Johnson | 12.7 | 11,779 |
| Ritchie Roane | 3.3 4.1 | 2,626 3,259 | | 0.0 | 0.514 | Lawrence | 11.3 | 9,688 |
| Wayne | 10.5 | 8,894 | Grant Woods | 2.9° 4.0 | 2,514 | Madison Marion | 38.5 214.8 | 35,647 201,072 |
| Webster | 3.4 | 2,546 | Total | 317.4 | 276,700 | Martin | 2.9 | 2,227 |
| Wirt | 1.2 | 974 | Total. | 317.4 | 270,700 | Miami | 11.2 | 8,870 |
| Wood | 23.6 | 21,394 | | | | Monroe | 17.0 | 14.992 |
| Wyoming Total | 8.3 | 6,822 | | | | Montgomery | 10.2 | 9,113 |
| 10 tar | 512.0 | 423,800 | IDAHO FALLS-P | DCATELLO |), IDAHO | Morgan Owen | 9.9 3.6 | 8,990 2,898 |
| | | | Idaho: | | | Parke | 4.7 | 4.192 |
| | | | iuano: | | | Putnam | 6.9 | 5,891 |
| | | | Bannock | 13.9 | 12,474 | Randolph | 9.1 | 8,202 |
| HUNTSVILLE. | ALADAMA | | Bingham Blaine | 7.1 1.3 | 6,272 | Rush Shelby | 6.1 10.5 | 5,496 9,645 |
| (UHF Mark | | | Bonneville | 13.0 | 1,165 11,856 | Sullivan | 7.3 | 6,307 |
| | . U | | Butte | .9 | 807 | Tippecanoe | 25.2 | 20,861 |
| Alabama: | | | Caribou | 1.6 | 1,349 | Tipton | 4.9 | 4,040 |
| Limestone | 9.6 | 5,991 | Cassia | 4.3 | 3,746 | Vermillion | 6.0 | 5,100 |
| Madison | 32.0 | 11,574 | Clark Custer | .2 .8 | 241 652 | Vigo Wabash | 34.4 9.9 | 32,787 8,873 |
| Total | 41.6 | †17,600 | Fremont | 2.3 | 2.108 | Warren | 2.5 | 2,121 |
| | | | Jefferson | 2.9 | 2,589 | Wayne | 22.4 | 20,034 |
| | | 4 44 | Lemhi | 1.7 | 1,203 | White | 6.1 | 5,467 |
| | | | Madison | 2.3 | 2,017 | Total | 750.3 | 676,000 |
| | | | Minidoka Power | 3.8 1.1 | 3,458 1,045 | | | |
| HUTCHINSON | -WICHITA, I | (ANSAS | Teton | .6 | 593 | | · | |
| Kansas: | | | Montana: | | | | | |
| Barber | 2.8 | 2,362 | | | | | | |
| Barton Butler | 9.9 12.0 | 8,847 | Park | 4.3 | 3,536 | | | |
| Chase | 1.3 | 9,795 995 | | | | JACKSON, MIS | SISSIPPI | |
| Cloud | 4.7 | 3.552 | Wyoming: | | | Laufalana | | |
| Comanche | 1.1 | 904 | Big Horn | 3.4 | 2,645 | Louisiana: | | |
| Cowley | 12.2 | 9,804 | Lincoln | 2.5 | 1,827 | East Carroll | 3.7 | 2,598 |
| Dickinson Edwards | 7.1 1.6 | 6,271 1,322 | Sublette | 1.1 | 806 | Madison | 4.4 | 3,135 |
| Elk | 1.8 | 1,440 | Teton Washakie | .9 2.5 | 792 2,172 | Tensas | 3.1 | 2,232 |
| Ellis | 5.7 | 4,962 | Yellowstone Pk. | | 100 | Mississiani | | |
| Ellsworth | 2.5 | 2,189 | Total | 72:6 | 63,400 | Mississippi: | 116- | N/h |
| Gove | 1.2 | 817 | | | | Adams | 10.2 | 8,309 |
| Graham Greenwood | 1.7 3.9 | 1,362 3,377 | | | | Amite | 3.8 5.7 | 3,342 4,809 |
| Harper | 3.2 | 2.912 | | | | Attala Bolivar | 13.3 | 9,463 |
| Harvey | 8.0 | 6,257 | INDIANAPOLIS, | INDIANA | | Carroll | 2.7 | 1,982 |
| Kingman | 3.0 | 2,688 | Illinois: | | | Choctaw | 2.3 | 1,680 |
| Kiowa Lane | 1.4 .9. | 1,116 773 | Clark | | 4 710 | Claiborne | 2.6 | 2,093 |
| Lincoln | 1.9. | 1,410 | Crawford | 5.5 7.0 | 4,710 6,111 | Copiah Covington | 7.1 3.5 | 6,140 2,921 |
| Lyon | 8.5 | 6,967 | Edgar | 7.5 | 6,670 | Forrest | 14.8 | 13,259 |
| McPherson | 7.5 | 5,910 | - | - | | Franklin | 2.5 | 2,042 |
| Marion Mitchell | 4.8 | 3,951 | Indiana: | | | Hinds | 51.4 | 46,738 |
| | 2.9 | 2,491 | 0 11 1 | 14.5 | 13,041 | Holmes Humphreys | 6.7 4.5 | 5,302 3,720 |
| | 2 / | 2 1120 | | | | Uniting (ICA2 | 4 :1 | J. / ZU |
| Morris Ness | 2.4 1.8 | 2,024 1,488 | Bartholomew Benton | | | | | |
| Morris | 1.8 2.6 | 1,488 1,957 | Bartholomew Benton Blackford | 3.4 4.6 | 2,973 4,010 | Issaquena Jasper | 8 4.1 | 735 3,562 |
| Morris Ness | 1.8 | 1,488 | Benton | 3.4 | 2,973 | Issaquena | 8 | 735 3,562 1,964 2,742 |

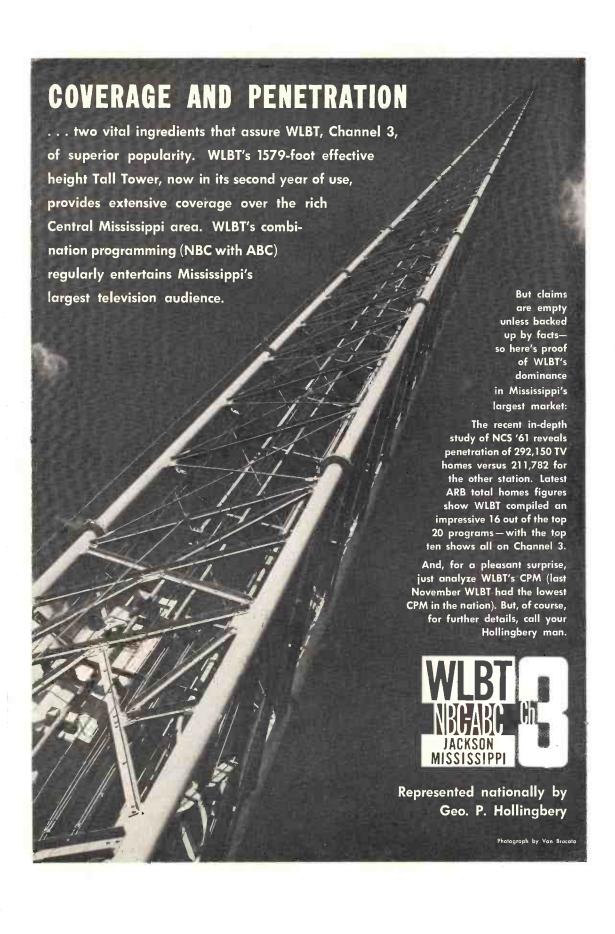
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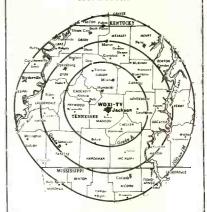
| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF- Homes |
|---------------------------|----------------------------|------------------|--------------------------|----------------------------|------------------------|----------------------|----------------------------|-----------------|
| JACKSON, MIS | SS —contin | ued | Georgia: | | | Tennessee: | | |
| lanas | 15.0 | 13,610 | Appling | 3.2 | 2,207 | Carter | 11.3 | 8,981 |
| Jones Lamar | 15.9 3.7 | 3,146 | Atkinson | 1.5 | 989 | Cocke Greene | 6.2 11.9 | 4,642 8,293 |
| Lawrence | 2.6 | 2,156 | Bacon Brantley | 2.1 1.4 | 1,534 991 | Hamblen | 9.5 | 7,622 |
| Leake | 4.8 | 3,884 | Camden | 2.5 | 2,108 | Hancock | 1.9 | 1,265 |
| Leflore | 11.9 | 9,705 | Charlton | 1.3 | 1,058 | Hawkins | 8.2 | 6,208 |
| Lincoln | 7.3 | 6,386 | Clinch | 1.7 | 1,316 | Johnson | 2.9 | 2,089 |
| Madison Marion | 7.5 6.1 | 6,562 5,392 | Coffee | 5.6 | 4,471 | Sullivan | 32.4 | 27,477 |
| Montgomery | 3.6 | 2.677 | Echols Glynn | .4 | 386 | Unicoi Washington | 4.1 17.6 | 3,390 14,719 |
| Neshoba | 5.7 | 4,829 | Jeff Davis | 11.9 2.2 | 10,048 | **asiiiigtoii | 17.0 | 14,/13 |
| Newton | 5.2 | 4,449 | Lanier | 1.3 | 997 | Virginia: | | |
| Pike | 9.6 | 8,056 | Lowndes | 13.4 | 11,194 | _ | | |
| Rankin Scott | 7.7 5.4 | 6,628 4,560 | McIntosh | 1.6 | 1,208 | Buchanan | 8.1 | 6,274 |
| Sharkey | 2.5 | 2,078 | Pierce Ware | 2.5 | 2,029 | Dickenson Lee | 4.6 6.6 | 3,804 5,326 |
| Simpson | 5.1 | 4,466 | Wayne | 9.7 4.6 | 8,647 3,625 | Russell | 6.4 | 4.854 |
| Smith | 3.7 | 3,197 | Total | 297.1 | 256,500 | Scott | 6.6 | 5.148 |
| Sunflower | 10.3 | 8,420 | Total | 237.1 | 230,300 | Smyth | 7.8 | 6,482 |
| Walthall | 3.3 | 2,779 | | | | Washington | 15.0 | 12,209 |
| Warren Washington | 12.3 20.4 | 10,376 15,797 | | | | Wise | 12.3 | 10,851 |
| Webster | 2.9 | 2,225 | | | | Total | 240.0 | 188,100 |
| Winston | 4.9 | 4,349 | IEEEEDCON OI | TV COLUM | DIA | | | |
| Yazoo | 8.0 | 6,754 | JEFFERSON CI MISSOURI | I Y-GULUN | BIA, | | | |
| Total | 323.4 | 271,200 | | | | JOHNSTOWN, | PENNSYLV | ANIA |
| | | | Missouri: | | | Maryland: | | |
| ji ^e | | | Audrain | 8.3 | 7,414 | Allegany | 25.9 | 22,088 |
| | | | Boone | 16.1 | 13,624 | Garrett | 5.5 | 4,370 |
| | | | Callaway Camden | 6.4 | 5,512 | | | |
| JACKSON, TE | NNESSEE | | Chariton | 3.1 4.3 | 2,134 3,416 | Pennsylvania: | | |
| Tennessee: | | | Cole | 11.5 | 10,574 | Armstrong | 23.7 | 20,416 |
| | 7.0 | F 070 | Cooper | 4.9 | 4,148 | Bedford | 12.3 | 10,023 |
| Carroll Chester | 7.3 2.7 | 5,276 1,926 | Crawford | 4.1 | 3,012 | Blair | 41.5 | 38,644 |
| Crockett | 4.2 | 3,224 | Dent Gasconade | 3.4 | 2,206 | Butler | 32.5 | 28,793 |
| Decatur | 2.5 | 1,762 | Howard | 4.0 3.4 | 3,359 2,845 | Cambria | 57.4 | 54,632 |
| Gibson | 13.9 | 11,300 | Linn | 5.9 | 5,031 | Cameron Centre | 2.2 | 2,180 |
| Hardeman | 4.9 | 3,325 | Macon | 5.9 | 4,868 | Clarion | 10.7 | 17,544 9,716 |
| Hardin | 4.9 | 3,320 | Maries | 2.2 | 1,653 | Clearfield | 24.1 | 20,747 |
| Henderson McNairy | 4.6 5.2 | 3,523 3,563 | Miller | 4.4 | 3,449 | Clinton | 11.1 | 9,806 |
| Madison | 18.0 | 14,796 | Moniteau Monroe | 3.5 | 3,126 | Elk | 10.5 | 9,555 |
| Obion | 8.5 | 6,593 | Montgomery | 3.6 3.7 | 3,104 3,050 | Fayette Forest | 49.9 | 42,918 |
| Weakley | 7.7 | 5,347 | Morgan | 3.2 | 2,681 | Fulton | 1.3 2.9 | 1,174 2,204 |
| Total | 84.4 | 64,000 | Osage | 3.0 | 2,547 | Huntingdon | 11.5 | 9,683 |
| | | | Pettis | 11.8 | 10,332 | Indiana | 21.4 | 18,491 |
| | | | Phelps | 7.6 | 6,591 | Jefferson | 14.2 | 12,720 |
| | | | Pulaski Randolph | 8.3 7.8 | 6,710 | McKean | 16.9 | 15,080 |
| | | | Saline | 8.0 | 6,420 6,67 2 | Mifflin Potter | 13.4 4.9 | 12,031 4;314 |
| JACKSONVILI | LE, FLORID | A | Total | 148.4 | 124,500 | Somerset | 22.4 | 20,396 |
| | | | | | | Venango | 18.8 | 16,799 |
| Florida: | | | | | | Washington | 64.7 | 61,632 |
| Alachua | 19.8 | 15,622 | | | | Westmorelan | d - 103.4 | 98,766 |
| Baker | 1.7 | 1,423 | | | | | | |
| Bradford Clay | 3.4 5.5 | 2,699 4,783 | JOHNSON CIT | Y-KINGSPI | DRT, | West Virgini | a: | |
| Columbia | 5.6 | 4,632 | TENNESSEE | BRISTOL, | VIRGINIA | Hampshire | 3.2 | 2,727 |
| Dixie | 1.3 | 1,038 | Kentucky: | | | Mineral | 6.4 | 5,210 |
| Duval | 133.1 | 121,379 | | | | Total | 633.2 | 572,700 |
| Flagler | 1.3 | 1,154 | Harlan | 12.8 | 9,222 | 9.1 | | |
| Gilchrist Hamilton | 2.0 | 626 1,564 | Knott Leslie | 3.8 2.2 | 2,361 1,328 | | | |
| Lafayette | .8 | 602 | Letcher | 7.2 | 4,595 | JOPLIN, MISS | OURI-PITT | SBURG, |
| Levy | 3.1 | 2,227 | Perry | 8.1 | 5,203 | KANSAS | | |
| Madison | 3.8 | 3,038 | Pike | 16.2 | 11,692 | Arkansas: | | |
| Marion | 15.6 | 13,568 | | | | Ronton | 11.9 | Q 517 |
| Nassau Put na m | 4.7 9.5 | 4,082 8,199 | North Carolin | ia: | | Benton | 11.3 | 8,517 |
| St. Johns | 9.2 | 8,155 | Ashe | 5.2 | 4,353 | Kansas: | | |
| Suwannee | 4.2 | 3,427 | Avery | 2.9 | 2,315 | nansas: | | |
| Taylor | 3.7 | 3,033 | Watauga | 4.5 | 3,734 | Allen | 5.6 | 4,543 |
| Union | 1.1 | 936 | Yancey | 3.7 | 2,820 | Bourbon | 5.7 | 4,774 |

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JACKSON, TENNESSEE

is the center of a \$400 million market.



Check these facts:

WDXI-TV covers 716,000 people in the Midsouth.

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REVIEW THESE FACTS

ABOUT KALAMAZOO-GRAND RAPIDS!

POPULATION: Both Kalamazoo and Grand Rapids are among the 55 fastest growing markets in population and households. (Source: Television Magazine.)

INCOME-RETAIL SALES: Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management July 10, 1960.)

TELEVISION COVERAGE: WKZO-TV reaches more homes daily, weekly, monthly than any other station in Michigan outside Detroit. (Source: NCS No. 3.) This coverage area represents one of America's top 20 television markets.

and ARB Survey in recent years WKZO-TV has dominated ratings. For example, WKZO-TV delivers more homes than Station B in 160 of 196 quarter hours surveyed, Sunday through Saturday, 6 p.m:-1 a.m. (NSI—July 17-Aug. 13, 1961).

SERVICE: WKZO-TV is the only television station serving this important market area with studios in both Kalamazoo and Grand Rapids.

WKZO-TV will keep your sales in step with the outstanding growth in Kalamazoo-Grand Rapids and Greater Western Michigan. And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

WKZO-TV

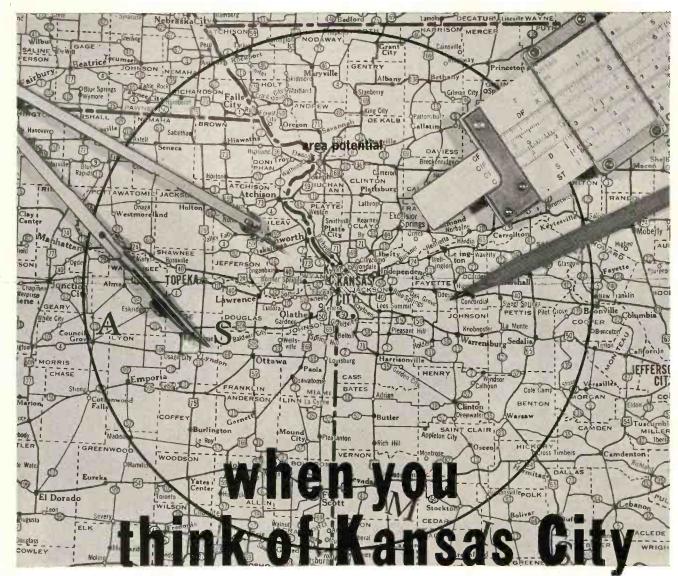
100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.

Exclusive National Representatives

| OPLIN, MOPITT continued Cherokee Coffey Crawford Abette Anntgomery Veosho Vilson Voodson Aissouri: Barry Barton Cedar Jade Jasper Jawrence Jawrence Jawrence Jawrence Jawrence Jawrence Jawrence Jawrence Jamry Jarry | 7.5 2.9 13.0 8.9 15.3 6.4 4.4 1.9 6.3 3.9 3.3 2.6 6.7 7.7 7.7 3.9 9.6 6.5 | 6,221 2,225 11,122 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Bourbon Brown Coffey Doniphan Douglas Franklin Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton Buchanan | 5.7 4.5 2.9 3.0 12.6 6.5 3.4 42.8 12.4 6.0 3.8 4.2 2.9 6.0 3.8 4.2 2.1 10.9 44.4 2.1 1.9 56.2 | 4,774 3,867 2,225 2,582 10,683 5,773 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 9,232 40,745 1,920 1,396 51,387 | Jewell Norton Phillips Rawlins Sheridan Sherman Smith Thomas Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier Furnas | 2.5 2.6 2.9 1.5 1.2 2.1 2.6 2.2 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 | 2,000 1,95 2,477 1,22 92 1,72 2,26 2,06 7,92 14 26 6,78 1,20 2,540 89 9,540 89 9,540 1,241 |
|--|--|--|---|--|--|--|---|--|
| Cherokee Coffey Crawford Abette Aontgomery Leosho Vilson Voodson Aissouri: Barry Barton Ledar Dade Dasper Lawrence Levenon Iklahoma: Craig Delaware Lowata Dittawa Lottal ALAMAZOO-GRAN MICHIGAN Indiana: Lagrange Loble Liteuben Aichigan: | 2.9 13.0 8.9 15.3 6.4 4.4 1.9 6.3 3.3 2.6 27.3 9.6 6.5 | 2,225 11,122 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Coffey Doniphan Douglas Franklin Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 2.9 3.0 12.6 6.5 3.4 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 56.2 | 2,225 2,582 10,683 5,773 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 9,232 40,745 1,920 1,396 51,387 | Phillips Rawlins Sheridan Sher | 2.6 2.9 1.5 1.2 2.1 2.6 2.2 8.9 2 3 8.1 1.4 2.8 5.2 6.0 1.0 | 1,95 2,47 1,22 92 1,72 2,26 2,06 7,92 14 26 6,78 1,20 4,21 5,40 89 95 1,544 1,28 |
| coffey crawford abette Montgomery Neosho Vision Voodson Aissouri: Barry Barton Cedar Jade Acconsid Lewton Vernon Iklahoma: Craig Lelaware Lowata Ottawa Michigan Aichigan: Aichigan: | 2.9 13.0 8.9 15.3 6.4 4.4 1.9 6.3 3.3 2.6 27.3 9.6 6.5 | 2,225 11,122 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Doniphan Douglas Franklin Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 3.0 12.6 6.5 3.4 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 2,582 10,683 5,773 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 9,232 40,745 1,920 1,396 51,387 | Rawlins Sheridan Sheridan Sheridan Sheridan Smith Thomas Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 1.5 1.2 2.1 2.6 2.2 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 | 1,22 92 1,72 2,26 2,06 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| coffey crawford abette Montgomery Neosho Vision Voodson Aissouri: Barry Barton Cedar Jade Acconsid Lewton Vernon Iklahoma: Craig Lelaware Lowata Ottawa Michigan Aichigan: Aichigan: | 2.9 13.0 8.9 15.3 6.4 4.4 1.9 6.3 3.3 2.6 27.3 9.6 6.5 | 2,225 11,122 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Douglas Franklin Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 12.6 6.5 3.4 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 10,683 5,773 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 3,320 9,232 40,745 1,936 51,387 | Sheridan Sherman Smith Thomas Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 1.2 2.1 2.6 2.2 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 | 92 1,72 2,26 2,06 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| crawford abette Abette Anontgomery leosho Vilson Voodson Aissouri: Barry Barton Bedar Bade Basper AcDonald lewton Vernon Iklahoma: Craig Belaware Blowata Attawa Fotal IALAMAZOO-GRAN MICHIGAN Indiana: Bagrange Boble Beteuben Aichigan: | 2.9 13.0 8.9 15.3 6.4 4.4 1.9 6.3 3.3 2.6 27.3 9.6 6.5 | 11,122 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Franklin Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 6.5 3.4 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 56.2 | 5,773 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 3,220 40,745 1,920 1,396 51,387 | Sherman Smith Thomas Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 2.1 2.6 2.2 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 | 1,72 2,26 2,06 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| abette Montgomery Neosho Vilson Voodson Missouri: Barry Sarton Sedar Jade Jasper Jawrence AcDonald Jewton Jernon Jeklahoma: Craig Jelaware Joware J | 8.9 15.3 6.4 4.4 1.9 6.3 3.9 3.3 2.6 27.3 7.7 9.6 6.5 | 7,267 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Jackson Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 3.4 3.4 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 3,118 2,778 40,894 10,021 2,237 5,118 3,074 3,720 9,232 40,745 1,920 1,396 51,387 | Smith Thomas Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 2.6 2.2 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.1 1.8 | 2,26 2,06 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Montgomery Jeosho Vilson Vison Vison Missouri: Barry Barton Jedar Joade Joage | 15.3 6.4 4.4 1.9 6.3 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 | 13,194 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Jefferson Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 3.4 42.8 12.4 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 2,778 40,894 10,021 2,237 5,118 3,074 3,720 9,232 40,745 1,920 1,396 51,387 | Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 |
| Neosho Vision Voodson Aissouri: Barry Barton Redar Red | 6.4 4.4 1.9 6.3 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 | 5,793 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Johnson Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 42.8 12.4 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 40,894 10,021 2,237 5,118 3,074 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Nebraska: Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 8.9 .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 7,92 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 |
| Vilson Voodson Aissouri: Barry Barton Bedar Bedar Bedar Bedar Bede Bedomaid Bewton Bernon Biklahoma: Braig Belaware Bowata Bittawa Gotal 1 ALAMAZOO-GRAN MICHIGAN Indiana: Bagrange Boble Beteuben Aichigan: | 4.4 1.9 6.3 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 | 3,682 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Leavenworth Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 12.4 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 10,021 2,237 5,118 3,074 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Voodson Aissouri: Barry Barton Bedar Beda | 1.9 6.3 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 | 1,396 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Linn Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 2.9 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 2,237 5,118 3,074 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Adams Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Missouri: Barry Barton Bedar Joade Joage Joage Joage Joage Joanald Joa | 6.3 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 | 4,564 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Miami Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 6.0 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 5,118 3,074 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Barry Barry Barton Bedar Bade Basper Bawrence Bawrence Barron Balahoma: Braig Belaware Bowata Bottawa | 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 4.1 3.5 9.4 | 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Nemaha Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 3.8 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 3,074 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Arthur Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | .2 .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 14 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Barry Barry Barton Bedar Bade Basper Bawrence Bawrence Barron Balahoma: Braig Belaware Bowata Bottawa | 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 4.1 3.5 9.4 | 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Osage Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 4.2 3.7 10.9 44.4 2.1 1.9 56.2 | 3,720 3,320 9,232 40,745 1,920 1,396 51,387 | Blaine Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | .3 8.1 1.4 2.8 5.2 6.0 1.0 1.1 | 26 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Barry Barry Barton Bedar Bade Basper Bawrence Bawrence Barron Balahoma: Braig Belaware Bowata Bottawa | 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 4.1 3.5 9.4 | 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Pottawatomie Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 3.7 10.9 44.4 2.1 1.9 56.2 | 3,320 9,232 40,745 1,920 1,396 51,387 | Buffalo Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 8.1 1.4 2.8 5.2 6.0 1.0 1.1 1.8 | 6,78 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| Barton Jedar Joade Joage | 3.9 3.3 2.6 27.3 7.7 3.9 9.6 6.5 4.1 3.5 9.4 | 2,970 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Riley Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 10.9 44.4 2.1 1.9 56.2 | 9,232 40,745 1,920 1,396 51,387 | Chase Clay Custer Dawson Deuel Dundy Franklin Frontier | 1.4 2.8 5.2 6.0 1.0 1.1 1.8 | 1,20 2,54 4,21 5,40 89 95 1,54 1,28 |
| dedar lade asper awrence deconded dewton dernon lklahoma: craig lelaware lowata lttawa fotal 1 ALAMAZOO-GRAN MICHIGAN midiana: agrange loble teuben Michigan: | 3.3 2.6 27.3 7.7 3.9 9.6 6.5 4.1 3.5 9.4 | 2,477 1,958 23,575 6,244 2,904 7,725 5,156 | Shawnee Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 44.4 2.1 1.9 56.2 3.6 5.6 | 40,745 1,920 1,396 51,387 | Clay Custer Dawson Deuel Dundy Franklin Frontier | 2.8 5.2 6.0 1.0 1.1 1.8 | 2,54 4,21 5,40 89 95 1,54 1,28 |
| adde asper asper awrence deDonald dewton dernon lklahoma: Craig delaware dowata ottal 1 ALAMAZOO-GRAN MICHIGAN Indiana: agrange loble deuben Michigan: | 2.6 27.3 7.7 3.9 9.6 6.5 4.5 4.1 3.5 9.4 | 1,958 23,575 6,244 2,904 7,725 5,156 | Wabaunsee Woodson Wyandotte Missouri: Andrew Bates Benton | 2.1 1.9 56.2 3.6 5.6 | 1,920 1,396 51,387 | Custer Dawson Deuel Dundy Franklin Frontier | 5.2 6.0 1. 0 1.1 1.8 | 4,21 5,40 89 95 1,54 1,28 |
| asper awrence awrence AcDonald lewton fernon Iklahoma: Craig lelaware lowata Ottawa Total CALAMAZOO-GRAN MICHIGAN Indiana: agrange loble teuben Afchigan: | 27.3 7.7 3.9 9.6 6.5 4.5 4.1 3.5 9.4 | 23,575 6,244 2,904 7,725 5,156 3,751 3,153 | Woodson Wyandotte Missouri: Andrew Bates Benton | 1.9 56.2 3.6 5.6 | 1,396 51,387 3,151 | Dawson Deuel Dundy Franklin Frontier | 6.0 1.0 1.1 1.8 | 5,40 89 95 1,54 1,28 |
| ALAMAZOO-GRAN MICHIGAN Idiana: ALAMAZOO-GRAN MICHIGAN Idiana: Agrange Ioble | 7.7 3.9 9.6 6.5 4.5 4.1 3.5 9.4 | 6,244 2,904 7,725 5,156 3,751 3,153 | Wyandotte Missouri: Andrew Bates Benton | 3.6 5.6 | 51,387 3,151 | De <mark>uel</mark> Dundy Franklin Frontier | 1.0 1.1 1.8 | 89 95 1,54 1,28 |
| McDonald lewton lernon Iklahoma: Iraig lelaware lowata Ittawa iotal 1 ALAMAZOO-GRAN MICHIGAN Indiana: agrange loble teuben Iichigan: | 3.9 9.6 6.5 4.5 4.1 3.5 9.4 | 2,904 7,725 5,156 3,751 3,153 | Missouri: Andrew Bates Benton | 3.6 5.6 | 3,151 | Dundy Franklin Frontier | 1.1 1.8 | 95 1,54 1,28 |
| ewton ernon klahoma: raig elaware lowata otal 1 ALAMAZOO-GRAN MICHIGAN ndiana: agrange loble teuben | 9.6 6.5 4.5 4.1 3.5 9.4 | 7,725 5,156 3,751 3,153 | Andrew Bates Benton | 5.6 | | Franklin Frontier | 1.8 | 1,54 1,28 |
| ernon klahoma: craig lelaware lowata lttawa otal 1 ALAMAZOO-GRAN MICHIGAN ndiana: agrange loble teuben fichigan: | 4.5 4.1 3.5 9.4 | 5,156 3,751 3,153 | Andrew Bates Benton | 5.6 | | Frontier | | 1,28 |
| iklahoma: craig lelaware lowata lttawa otal 1 ALAMAZOO-GRAN MICHIGAN ndiana: agrange loble teuben | 4.5 4.1 3.5 9.4 | 3,751 3,153 | Bates Benton | 5.6 | | | 1.4 | |
| raig elaware lowata ttawa otal 1 ALAMAZOO-GRAN MICHIGAN diana: agrange oble teuben | 4.1 3.5 9.4 | 3,153 | Bates Benton | 5.6 | | | | 0.00 |
| raig lelaware lowata ittawa iotal 1 ALAMAZOO-GRAN MICHIGAN Indiana: agrange loble teuben | 4.1 3.5 9.4 | 3,153 | Benton | | 4,865 | | 2.6 | 2,03 |
| raig lelaware lowata ittawa iotal 1 ALAMAZOO-GRAN MICHIGAN Indiana: agrange loble teuben | 4.1 3.5 9.4 | 3,153 | | 2 1 | 2,593 | Garden | 1.1 | 93 |
| lelaware lowata litawa otal 1 ALAMAZOO-GRAN MICHIGAN ndiana: agrange loble teuben fichigan: | 4.1 3.5 9.4 | 3,153 | DUCHANAN | 3.1 | | Gosper | .7 | 66 |
| owata ittawa iotal 1 ALAMAZOO-GRAN MICHIGAN Indiana: agrange loble teuben fichigan: | 3.5 9.4 | | Caldwell | 30.0 3.2 | 26,497 2,763 | Grant | .3 | 10.16 |
| Ittawa otal 1 ALAMAZOO-GRAN MICHIGAN ndiana: agrange toble teuben tichigan: | 9.4 | 3 000 | Carroll | 3.2 4.7 | 3.934 | Hall | 11.3 | 10,16 |
| otal 1 CALAMAZOO-GRAN MICHIGAN Indiana: Lagrange Loble Iteuben Michigan: | | , | | 9.1 | 7.885 | Hamilton | 2.7 | 2,51 |
| ALAMAZOO-GRAN MICHIGAN ndiana: agrange loble teuben tichigan: | 176.1 | 8,041 | Cass Chariton | 4.3 | 3,416 | Harlan | 1.6 | 1,41 |
| MICHIGAN Indiana: Indian | | 144,300 | Clay | 26.8 | 25,213 | Hayes | .5 1.5 | 1 20 |
| MICHIGAN Indiana: Indian | | | Clinton | 3.9 | 3,587 | Hitchcock | | 1,30 |
| MICHIGAN Indiana: Indian | | | Daviess | 3.4 | 2,351 | Hooker | .3 | 25 1.67 |
| MICHIGAN Indiana: Indian | IN PAR | ne | Daviess De Kalb | 2.4 | 2,331 | Howard Kearney | 2.1 2.0 | 1,67 1,85 |
| ndiana: agrange loble teuben fichigan: | ים עארו | , | Gentry | 3.2 | 2,760 | Keith | 2.4 | 2,21 |
| agrange Joble Iteuben Jichigan: | | | Grundy | 4.4 | 3,759 | Lincoln | 8.9 | 7,23 |
| loble teuben lichigan: | | | Harrison | 4.1 | 3,305 | Logan | .3 | 25 |
| loble iteuben Nichigan: | 4.7 | 2 616 | Henry | 6.7 | 5,475 | McPherson | .2 | 16 |
| iteuben Nichigan: | 8.4 | 3,616 | Holt | 2.7 | 2,461 | Perkins | 1.2 | 1,04 |
| Michigan: | 5.3 | 7,302 4,722 | Jackson | 211.6 | 195,686 | Phelps | 3.1 | 2,75 |
| | 5.5 | 4,722 | Johnson | 8.5 | 6,836 | Red Willow | 4.2 | 3,59 |
| | | | Lafayette | 8.2 | 7,168 | Sherman | 1.6 | 1,36 |
| llegan | | | Linn | 5.9 | 5,031 | Thomas | .3 | 26 |
| iii o gair | 16.5 | 14,599 | Livingston | 5.3 | 4,345 | Webster | 2.0 | 1,66 |
| Batry | 9.5 | 8,340 | Mercer | 2:0 | 1,410 | Total | 109.6 | 93,80 |
| | 45.1 | 40,882 | Nodaway | 6.8 | 5,781 | iotai | 100.0 | 00,00 |
| ranch | 9.9 | 8,748 | Pettis | 11.8 | 10,332 | | | |
| alhoun | 41.4 | 38,289 | Platte | 7.0 | 6,438 | | | |
| ass | 10.9 | 9,343 | Ray | 5.4 | 4,542 | MI ASSAULT CAL | Č ADEAA | |
| linton | 10.4 | 9,539 | St. Clair | 3.0 | 2,250 | KLAMATH FAL | LO, UKEGU | М |
| aton | 14.3 | 13,388 | Saline | 8.0 | 6,672 | California: | | |
| iratiot | 10.5 | 9,129 | Vernon | 6.5 | 5,156 | | | |
| | 10.3 | 9,197 | Worth | 1.3 | 1,135 | Modoc | 2.6 | 2,01 |
| ngham | 61.3 | 57,369 | | | | Siskiyoo | 10.9 | 9,22 |
| onia | 11.5 | 10,424 | Nebraska: | | | | | |
| ackson | 37.9 | 35,124 | | | | Oregon; | | |
| alamazoo | 48.9 | 46,365 | Richardson | 4.6 | 3,757 | Klamath | 140 | 12.22 |
| | 107.1 | 101,272 | Total | 665.1 | 594,000 | Klamath | 14.8 | 13,36 |
| lècosta | 5.7 | 4,905 | | | | Lake | 2.2 | 1,91 |
| lontcalm | 10.9 | 9,583 | | | | Totai | 30.5 | 26,50 |
| luskegon | 42.9 | 39,259 | | | | | | |
| ewaygo | 7.1 | 5,914 | | | | | | |
| ceana | 4.8 | 4,065 | | | | | | |
| ttawa | 27.8 | 26,337 | | | | KNOXVILLE, T | ENNESSEE | |
| t. Joseph | 13.2 | 11,970 | KEARNEY, NEB | RASKA | | Kentucky: | | |
| an Buren | 14.7 | 13,374 | | .,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | Nemucky: | | |
| otal ■ 5 | 591.0 | 543,000 | Colorado: | | | BeíÍ | 9.0 | 6,29 |
| | | | Kit Carson | 2.1 | 1,404 | Clay | 4.5 | 3,05 |
| | , | | Phillips | 1.4 | 1,206 | Harlan | 12.8 | 9,22 |
| | | | Sedgwick | 1.3 | 1,160 | Jackson | 2.7 | 1,16 |
| ANSAS CITY, MI | ISSOURI | | Yuma | 2.8 | 2,172 | Knox | 6.3 | 4,05 |
| ancac. | | | , | | _, _, _ | Laurel | 6.4 | 4,44 |
| ansas: | | | Vancos | | | Lee | 1.9 | 1,12 |
| llen | | 4,543 | Kansas: | | | Leslie | 2.3 | 1,32 |
| nderson | 5.6 | 2,393 | Cheyenne | 1.5 | 1,249 | McCreary | 2.9 | 2,00 |
| tchison | 5.6 2.9 | _, | Decatur | 1.9 | 1,523 | Owsley | 1.4 | 83 |



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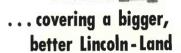
| | Total Homes (Thous. | | | Total Homes (Thous.) | VHF Homes | - 1 | Total Homes (Thous.) | VHF Homes | A Same | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|---|---|---|--|---|---|---|--|---|--|---|---|---|---|---|
| KNOXVILLE, | TENN.—co | ntinued | L <mark>afayett</mark> e, Lo | UISIANA | | Calhoun | 41.4 | 38,289 | Nez Perce | 8.5 | 7,409 | Custer | 5.2 | 4,216 |
| Pulaski | 9.9 | 6,537 | Louisiana: | | | Clare Clinton | 3.5 10.4 | 3,184 9,539 | Washington | | | Dawson Fillmore | 6.0 3.1 | 5,401 2,675 |
| Rockcastle | 3.3 | 2,148 | Acadia | 13.5 | 10,983 | Eaton | 14.3 | 13,388 | Washington: | | | Franklin | 1.8 | 1,549 |
| Wayne | 3.8 | 2,513 | Allen | 5.5 | 4,503 | Genesee | 107.2 | 101,641 | Asotin | 4.1 | 3,561 | Frontier | 1.4 | 1,285 |
| Whitley | 7.0 | 5,565 | Avoyelles | 10.5 | 8,759 | Gratiot Hillsdale | 10.5 10.3 | 9,129 | Garfield Total | .9 23.5 | 820 20,200 | Furnas Gage | 2.6 8.1 | 2,038 6,936 |
| | | | Evangeline | 8.8 13.7 | 6,644 11,921 | Ingham | 61.3 | 57,369 | Tutai | 23.0 | 20,200 | Garfield | .8 | 679 |
| North Carolin | na: | | Iberia Jeff Davis | 8.1 | 6,865 | lonia | 11.5 | 10,424 | | | | Gösper | .7 | 665 |
| Graham | 1.6 | 1,275 | Lafayette | 22.7 | 19,565 | Isabella | 8.8 | 7,464 | | | | Greeley | 1.3 | 1,102 |
| Jackson | 4.5 | 3,493 | Point Coupee | 5.5 | 4,411 | Jackson . | 37.9 10.9 | 35,124 10,209 | LEXINGTON, 1 | (ENTUCKY | | Hall Hamilton | 11.3 2.7 | 10,165 2,514 |
| Swain | 2.2 | 1,531 | St. Landry St. Martin | 20.0 7.1 | 16,112 5,803 | Livingston Midland | 13.9 | 12,927 | (UHF Marke | et) | | Harlan | 1.6 | 1,410 |
| Tennessee: | | | St. Mary | 12.7 | 10,449 | Montčalmi | 10.9 | 9,583 | Kentucky: | | | Holt | 4.0 | 3,113 |
| | | | Vermillion | 11.1 | 9,156 | Shiawassee | 15.5 | 13,734 | | 2.6 | 240 | Howard | 2.1 | 1,672 |
| Anderson | 16.4 | 13,357 | Total | 139.2 | 117,300 | Total | 387.7 | 358,300 | Bath Bourbon | 2.6 5.4 | 340 3,080 | Jefferson Johnson | 3.9 2.0 | 3,376 1,648 |
| Bledsoe Blount | 2.0 15.9 | 1,171 12,937 | | | | | | | Boyle | 5.9 | 3,162 | Kearney | 2.0 | 1,859 |
| Campbell | 7.3 | 5,296 | | | | | | | Casey | 3.7 | 961 | Lancaster | 48.4 | 44,398 |
| Claiborne | 4.9 | 3,740 | LANE OUTBLES | 1011101 | | LADERO TEVA | | | Clark | 6.3 | 3,665 | Loup | .3 | 197 |
| Cocke | 6.2 | 4,642 | LAKE CHARLES, | roni21 | AVIA | LAREDO, TEXA | 3 | | Estill Fayette | 3,5 39.0 | 1,447 28,986 | Madison Merrick | 7.8 2.6 | 6,608 2,256 |
| Cumberland Fentress | 4.9 3.1 | 3,608 1,765 | Louisiana: | | | Texas: | | | Franklin | 8.8 | 4,068 | Nance | 1.7 | 1,412 |
| Grainger | 3.3 | 2,542 | Acadia | 13.5 | 10,983 | Webb | 15.0 | 12,276 | Garrard | 2.9 | 1,860 | Nuckolls | 2.6 | 2,339 |
| Greene | 11.9 | 8,293 | Allen | 5.5 | 4,503 | Zavala | 2.8 | 1,867 | Jackson | 2.7 | 806 | Otoe | 5.3 | 4,880 |
| Hamblen | 9.5 | 7,622 | Beauregard | 5.4 | 3,876 | Total | 17.8 | 14,100 | Jessamine Lee | 3.7 1.9 | 1,976 565 | Pawnee | 1.7 | 1,331 |
| Hancock | 1.9 | 1,265 | Calcasieu | 40.2 | 35,478 | | | | Lincoln | 4.6 | 2,697 | Phelps Platte | 3.1 6.9 | 2,757 5,989 |
| Hawkins Jefferson | 8.2 5.9 | 6,208 4,794 | Cameron Evangeline | 1.8 8.8 | 1,586 6,644 | | | | Madison | 9.4 | 6,362 | Polk | 2.2 | 2,048 |
| Knox | 73.4 | 62,011 | Jeff Davis | 8.1 | 6,865 | | | | Mercer | 4.6 | 2,334 | Saline | 4.3 | 3,914 |
| Loudon | 6.7 | 5,297 | St. Landry | 20.0 | 16,112 | LA SALLE, ILL | INOIS (Sec | Peoria) | Montgomery | 3.9 | 2,094 | Saunders | 5.4 | 4,584 |
| McMinn | 9.6 | 7,923 | Vermilion | 11.1 | 9,156 | | | | Nicholas Owsley | 2.1 1.4 | 125 91 | Seward | 4.0 | 3,170 |
| Meigs | 1.2 | 968 | Vernon | 5.3 | 3,804 | | | | Powell | 1.7 | 622 | Stanton Thayer | 1.7 3.0 | 1,344 2,340 |
| Monroe Morgan | 6.0 3.3 | 4,830 2,333 | _ | | | | | | Rockcastle | 3.3 | 2,062 | Valley | 2.1 | 1,773 |
| Roane | 10.8 | 8,988 | Texas: | | | LAS VEGAS-HE | NDERSON, | NEVADA | Scott | 4.4 | 653 | Webster | 2.0 | 1,665 |
| Scott | 3.7 | 2,191 | Newton | 2.8 | 2,195 | Arizona: | | | Woodford | 3.4 | 1,869 | Wheeler | .3 | 295 |
| Sevier | 6.6 | 4,637 3,390 | Total | 122.5 | 101,200 | | | 1.00.1 | Total | 125.2 | †69,800 | York | 4.4 | 3,813 205,500 |
| Unicoj Union | 4.1 2.2 | 1,422 | | | | Mohave | 2.5 | 1,884 | | | | Total | 236.3 | 203,300 |
| Virginia: | | | LANGACTED DE | | | Nevada: | | | LIMA, OHIO (L | IHF Marke | t) | | | |
| Lee | 6.6 | 5,326 | LANCASTER, PE | NNSYLV | ANIA | Clark | 44.1 .7 | 40,083 557 | Ohia: | | | LITTLE ROCK-F | 1) I DE 11 C | r |
| Total | 318.3 | | Maryland: | | | Lincoln | .7 | 337 | | | | ARKANSAS | INE BLUF | Γ, |
| idia | 310.3 | | | | 13,171 | | | | Allen | 30.7 | 27,239 | AITIMITORO | | |
| | | 243,100 | Carroll | 143 | | Iltoh | | | | | | | | |
| | 1.0 | 243,100 | Carroll Washington | 14.3 27.5 | 23,254 | Utah: | | | Auglaize | 10.6 | 3,571 | Arkansas: | | |
| | `# | 243,100 | | | | Utah: Washington | 2.8 | 1,974 | Aug <mark>laize</mark> Mercer | 10.6 8.8 | 3,571 799 | Arkansas: Arkansas | 6.8 | 5,519 |
| | `# | 243,100 | | | | | 2.8 50.1 | 1,974 44,500 | Auglaize | 10.6 | 3,571 | Arkansas Baxter | 3.3 | 2,429 |
| LA CROSSÊ, Ý | | | Washington Pennsylvania: | 27.5 | 23,254 | Washington | | | Auglaize Mercer Putnam | 10.6 8.8 7.5 | 3,571 799 5,907 | Arkansas Baxter Boone | 3.3 5.3 | 2,429 4,345 |
| LA CROSSÉ, V | | | Washington | | 23,254 12,358 | Washington | | | Auglaize Mercer Putnam Vanwert | 10.6 8.8 7.5 8.8 | 3,571 799 5,907 7,396 | Arkansas Baxter Boone Bradley | 3.3 5.3 4.1 | 2,429 4,345 3,046 |
| LA CROSSÉ, V Iowa: | ŴISCOŃSIN | | Washington Pennsylvania: Adams Berks Clinton | 27.5 14.8 88.0 11.1 | 23,254 12,358 81,387 9,806 | Washington Total | 50.1 | 44,500 | Auglaize Mercer Putnam Vanwert | 10.6 8.8 7.5 8.8 | 3,571 799 5,907 7,396 | Arkansas Baxter Boone | 3.3 5.3 | 2,429 4,345 3,046 1,323 4,253 |
| LA CROSSÉ, V Iowa: Allamakee | ŴISCOŃSIN 4.5 | 4,046 | Washington Pennsylvania: Adams Berks Clinton Cumberland | 27.5 14.8 88.0 11.1 37.4 | 23,254 12,358 81,387 9,806 34,743 | Washington Total LAWTON, OKL | 50.1 | 44,500 | Auglaize Mercer Putnam Vanwert Total | 10.6 8.8 7.5 8.8 66.4 | 3,571 799 5,907 7,396 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark | 3.3 5.3 4.1 1.7 5.3 6.0 | 2,429 4,345 3,046 1,323 4,253 4,948 |
| LA CROSSÉ, V lowa: Allamakee Clayton | WISCONSIN 4.5 6.6. | 4,046 5,954 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin | 27.5 14.8 88.0 11.1 37.4 68.7 | 12,358 81,387 9,806 34,743 63,506 | Washington Total | 50.1 | 44,500 | Auglaize Mercer Putnam Vanwert | 10.6 8.8 7.5 8.8 66.4 | 3,571 799 5,907 7,396 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 |
| LA CROSSÉ, V Iowa: Allamakee | WISCONSIN 4.5 6.6. 3.7 | 4,046 5,954 3,388 | Washington Pennsylvania: Adams Berks Clinton Cumberland | 27.5 14.8 88.0 11.1 37.4 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 | Washington Total LAWTON, OKL | 50.1 | 44,500 | Auglaize Mercer Putnam Vanwert Total | 10.6 8.8 7.5 8.8 66.4 | 3,571 799 5,907 7,396 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard | WISCONSIN 4.5 6.6. | 4,046 5,954 | Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 | Washington Total LAWTON, OKL | 50.1 | 44,500 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: | 10.6 8.8 7.5 8.8 66.4 | 3,571 799 5,907 7,396 †44 ,900 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland Conway | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard | WISCONSIN 4.5 6.6. 3.7 | 4,046 5,954 3,388 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 | Washington Total LAWTON, OKL Wichita Fall | 50.1 AHOMA (Se s, Tex.) | 44,500 e | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell | 10.6 8.8 7.5 8.8 66.4 RASKÁ | 3,571 799 5,907 7,396 †44,900 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 | 2,429 4,345 3,046 1.323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: | ÅISCONSIN 4.5 6.6. 3.7 5.9 | 4,046 5,954 3,388 4,943 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 33.8 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 | Washington Total LAWTON, OKL Wichita Fall LEBANON, PEN | 50.1 AHOMA (Ses, Tex.) | 44,500 e | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 | Arkansas Baxter Boone Bradley Caihoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 | 2,429 4,345 3,046 1.323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore | WISCONSIN 4.5 6.6. 3.7 5.9 | 4,046 5,954 3,388 4,943 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon | 27.5 14.8 88.0 11.1 37.4 68.5 4.6 81.5 26.8 33.8 13.4 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 | Washington Total LAWTON, OKL Wichita Fall LEBANON, PER | 50.1 AHOMA (Ses, Tex.) | 44,500 e | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: | ÅISCONSIN 4.5 6.6. 3.7 5.9 | 4,046 5,954 3,388 4,943 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 33.8 13.4 32.7 7.7 | 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 | Washington Total LAWTON, OKL Wichita Fall LEBANON, PEN | 50.1 AHOMA (Ses, Tex.) | 44,500 e | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston | 4.5 6.6. 3.7 5.9 7.1 4.6 | 4,046 5,954 3,388 4,943 6,109 4,016 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 33.8 13.4 32.7 7.7 54.2 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland | 50.1 AHOMA (Ses, Tex.) INSYLVANI | 44,500 e a 33,701 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 1,362 13,488 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston | 4.5 6.6. 3.7 5.9 7.1 4.6 | 4,046 5,954 3,388 4,943 6,109 4,016 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder | 27.5 14.8 88.0 11.1 37.4 68.7 26.8 4.6 81.5 26.8 33.8 13.4 32.7 7.7 54.2 7.0 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin | 50.1 AHOMA (Ses, Tex.) INSYLVANI (1) 37.4 68.7 | 44,500 e a 33,701 61,601 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 | Arkansas Baxter Boone Bradley Calhoun Chicot. Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Grant | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 | 2,429 4,345 3,046 1,325 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 1,369 13,488 1,981 |
| LA CROSSÉ, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona | 4.5 6.6. 3.7 5.9 7.1 4.6 11.8 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan | 27.5 14.8 88.0 11.1 37.4 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon | 50.1 AHOMA (Ses, Tex.) INSYLVANI 37.4 68.7 26.8 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dalla's Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.6 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 1,989 1,362 13,488 1,981 4,797 |
| LA CROSSÉ, V lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona | 4.5 6.6. 3.7 5.9 7.1 4.6 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 | Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan | 27.5 14.8 88.0 11.1 37.4 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin | 50.1 AHOMA (Ses, Tex.) INSYLVANI 37.4 68.7 26.8 | 44,500 e a 33,701 61,601 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 1,362 13,488 1,981 1,981 4,797 4,923 |
| LA CROSSÉ, N lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona Wisconsin: Buffalo Clark Crawford | 4.5 6.6 3.7 5.9 7.1 4.6 11.8 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan | 27.5 14.8 88.0 11.1 37.4 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon | 50.1 AHOMA (Ses, Tex.) INSYLVANI 37.4 68.7 26.8 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence Izard | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 2.1 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 1,989 1,981 4,797 4,923 1,561 |
| LA CROSSE, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona Wisconsin: Buffalo Clark Crawford Grant | 4.5 6.6. 3.7 5.9 7.1 4.6 11.8 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 | Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan | 27.5 14.8 88.0 11.1 37.4 68.7 26.8 81.5 26.8 33.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 626.1 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon | 50.1 AHOMA (Ses, Tex.) INSYLVANI 37.4 68.7 26.8 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44, 90 0 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 269 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 2.1 6.4 22.7 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 1,362 13,488 4,797 4,923 1,561 4,963 1,963 18,270 |
| LA CROSSÉ, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona' Wisconsin: Buffalo Clark Crawford Grant Jackson | 4.5 6.6 3.7 5.9 7.1 4.6 11.8 4.0 8.7 4.5 12.4 4.4 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 3,794 | Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan | 27.5 14.8 88.0 11.1 37.4 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon Total | 50.1 AHOMA (Se s, Tex.) INSYLVANI 8) 37.4 68.7 26.8 132.9 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams Antelope Blaine Boone | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44,900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 269 2,284 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Garland Hot Spring Independence Izard Jackson Jefferson Johnson | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 2.1 6.4 6.3 2.1 6.4 6.3 2.1 6.4 6.3 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 1,362 13,488 1,981 4,792 4,792 1,561 4,963 18,270 2,805 |
| LA CROSSÉ, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona Wisconsin: Buffalo Clark Crawford Grant Jackson Juneau | 4.5 6.6. 3.7 5.9 7.1 4.6 11.8 4.0 8.7 4.5 12.4 4.4 5.2 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 3,794 4,201 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan York Total | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 626.1 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLL Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon Total | 50.1 AHOMA (Se s, Tex.) INSYLVANI 8) 37.4 68.7 26.8 132.9 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams Antelope Blaine Boone Buffalo | 10.6 8.8 7.5 8.8 66.4 RRASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 2,69 2,284 6,781 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dalla's Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence Izard Jackson Jefferson Johnson Lincoln | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 2.1 6.4 22.1 3.9 3.3 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,297 3,359 5,729 1,989 1,981 4,797 4,923 1,561 4,963 18,270 2,805 2,484 |
| LA CROSSÉ, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona' Wisconsin: Buffalo Clark Crawford Grant Jackson | 4.5 6.6 3.7 5.9 7.1 4.6 11.8 4.0 8.7 4.5 12.4 4.4 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 3,794 4,201 19,160 7,174 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan York Total | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 626.1 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLI Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon Total | 50.1 AHOMA (Se s, Tex.) INSYLVANI 8) 37.4 68.7 26.8 132.9 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams Antelope Blaine Boone Buffalo Butler | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 8.9 3.1 .3 2.7 8.0 3.2 | 3,571 799 5,907 7,396 †44,900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 269 2,284 6,781 2,828 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence Izard Jackson Jefferson Johnson Lincoln Logan | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 2.1 6.4 22.7 3.3 3.3 4.8 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 5,729 1,989 1,362 13,488 1,981 4,797 4,923 1,561 4,963 18,270 2,805 2,484 3,322 |
| LA CROSSÉ, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona Wisconsin: Buffalo Clark Crawford Grant Jackson Juneau La Crosse Monroe Trempealeau | 4.5 6.6 3.7 5.9 7.1 4.6 11.8 4.0 8.7 4.2 4.4 4.4 5.2 21.2 8.3 8.3 6.8 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 3,794 4,201 19,160 7,174 5,865 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan York Total LANSING, MICHI Michigan: | 27.5 14.8 88.0 11.1 37.4 68.7 26.8 81.5 26.8 33.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 626.1 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLL Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon Total | 50.1 AHOMA (Ses, Tex.) INSYLVANI (1) 37.4 68.7 26.8 132.9 1 | 44,500 e a 33,701 61,601 18,521 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams Antelope Blaine Boone Buffalo | 10.6 8.8 7.5 8.8 66.4 RRASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 | 3,571 799 5,907 7,396 †44, 900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 2,69 2,284 6,781 | Arkansas Baxter Boone Bradley Calhoun Chicot Clark Cleburne Cleveland Conway Dalla's Desha Drew Faulkner Franklin Fulton Garland Grant Hot Spring Independence Izard Jackson Jefferson Johnson Lincoln | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 2.1 6.4 22.1 3.9 3.3 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,297 3,359 5,729 1,989 1,981 4,797 4,923 1,561 4,963 18,270 2,805 2,484 |
| LA CROSSE, A lowa: Allamakee Clayton Howard Winneshiek Minnesota: Fillmore Houston Winona Wisconsin: Buffalo Clark Crawford Grant Jackson Juneau La Crosse Monroe | 4.5 6.6 3.7 5.9 7.1 4.6 11.8 4.0 8.7 4.5 12.4 4.4 5.2 21.2 8.3 | 4,046 5,954 3,388 4,943 6,109 4,016 10,186 3,063 7,097 3,612 10,928 3,794 4,201 19,160 7,174 | Washington Pennsylvania: Adams Berks Clinton Cumberland Dauphin Franklin Juniata Lancaster Lebanon Lycoming Mifflin Northumberland Perry Schuylkill Snyder Sullivan York Total | 27.5 14.8 88.0 11.1 37.4 68.7 26.5 4.6 81.5 26.8 13.4 32.7 7.7 54.2 7.0 1.7 74.4 626.1 | 23,254 12,358 81,387 9,806 34,743 63,506 20,817 3,696 72,162 23,745 29,577 12,031 28,487 6,538 46,647 5,558 1,473 68,913 | Washington Total LAWTON, OKLL Wichita Fall LEBANON, PEN (UHF Marke Pennsylvania: Cumberland Dauphin Lebanon Total LEWISTON, IDA Idaho: | 50.1 AHOMA (Se s, Tex.) AHOMA (Se s, Tex.) AHOMA (Se s, Tex.) AHOMA (Se s, Tex.) | 44,500 e 4 33,701 61,601 18,521 113,800 | Auglaize Mercer Putnam Vanwert Total LINCOLN, NEB Kansas: Cloud Jewell Marshall Phillips Republic Smith Washington Nebraska: Adams Antelope Blaine Boone Buffalo Butler Cass | 10.6 8.8 7.5 8.8 66.4 RASKA 4.7 2.5 5.2 2.9 3.4 2.6 3.5 8.9 3.1 .3 2.7 8.0 3.2 5.4 | 3,571 799 5,907 7,396 †44,900 3,552 2,000 4,263 2,473 2,702 2,266 2,984 7,921 2,443 269 2,284 6,781 2,828 4,930 | Arkansas Baxter Boone Bradley Caihoun Chicot Clark Cleburne Cleveland Conway Dallas Desha Drew Franklin Fulton Garland Grant Hot Spring Independence Izard Jackson Jefferson Johnson Lincoln Logan Lonoke | 3.3 5.3 4.1 1.7 5.3 6.0 2.8 2.0 4.5 3.0 5.6 4.1 6.9 3.2 2.1 16.5 2.5 6.4 6.3 2.1 6.4 22.7 3.9 3.4 8 6.8 | 2,429 4,345 3,046 1,323 4,253 4,948 2,172 1,450 3,483 2,298 4,427 3,359 1,989 1,362 13,488 1,981 4,797 4,923 1,561 4,963 18,270 2,805 2,484 3,322 5,450 |

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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|---|---------------------------------|----------------------------------|---------------------------------|----------------------------|--------------------------|--------------------------------|----------------------------|-----------------------|
| Nevada | 3.3 | 2,449 | Grayson | 4.5 | 3,135 | Sabine | 2.1 | 1,597 |
| Newton | 1.6 | 1,229 | Green. | 3.3 | 2,241 | San Augustine | 2.2 | 1,887 |
| Ouachita | 9.2 | 7,438 | Hancock | 1.5 | 1,101 | Shelby | 6.3 | 4,725 |
| Perry Pike | 1.4 2.5 | 1,072 1,848 | Hardin Hart | 13.5 4.1 | 10,398 2,870 | Trinity | 2.4 | 1,770 |
| Polk . | 3.9 | 2,976 | Henry | 3.3 | 2,531 | T.otal | 73.0 | 58,600 |
| Pope | 6.3 | 4,606 | Jefferson | 180.9 | 160,340 | | | |
| Prairie | 3.0 | 2,276 | Jessamine | 3.7 | 2,566 | | | |
| Pulaski | 72.8 | 61,640 | Larue | 3.0 | 2,206 | | | |
| Saline | 7.4 | 6,242 | Lincoln | 4:6 | 2,809 | LYNCHBURG, V | IRGINIA | |
| Scott Searcy | 2.3 2.4 | 1,641 1,727 | Marion Meade | 4.0 5.0 | 3,129 3,550 | North Carolina | | |
| Sharp | 2.0 | 1,430 | Mercer | 4.6 | 3,647 | MUITII Garuilla | | |
| Stone | 1.8 | 1,351 | Nelson | 5.3 | 4,234 | Caswell | 4.5 | 3,538 |
| Van Buren | 2.3 | 1,733 | Ohio | 5.3 | 3,930 | Person | 6.6 | 5,524 |
| White | 9.9 | 7,427 | Oldham. | 3.0 | 2,629 | Rockingham Warren | 19.6 4.5 | 17,537 3,714 |
| Woodruff | 3.8 | 3,240 | Owen | 2.5 | 1,850 | Wallell | 4.5 | 3,714 |
| Yell | 3.7 | 3,159 | Pulaski Rockcastle | 9.9 3.3 | 6,537 2,148 | Virginia: | | |
| Total | 296.2 | 235,400 | Russell | 3.0 | 2,009 | virginia: | | |
| | | | Scott | 4.4 | 3,108 | Amherst | 5.2 | 3,936 |
| | | | Shelby | 5.4 | 4,593 | Appomattox | 2.4 | 1,891 |
| | | | Spencer | 1.5 | 1,236 | Bedford Buckingham | 8.3 2.7 | 6,638 2,046 |
| LOC ANOPI | FC OALIFOR | | Taylor | 4.7 | 3,426 | Campbell | 25.1 | 21,022 |
| LUS ANGEL | ES, CALIFOR | NIA | Trimble | 1.4 2.9 | 1,102 2,272 | Charlotte | 1.1 | 930 |
| California: | | | Washington Woodford | 3.4 | 2,427 | Franklin | 6.7 | 5,273 |
| Inyo | 4.0 | 3,107 | Total | 494.0 | 409,900 | Greene | 1.1 | 755 |
| Los Angele | | 1,980,403 | Jotan | 707.0 | 400,000 | Halifax | 9.9 | 7,956 |
| Orange | 225.6 | 221,712 | | | | Lunenburg Mecklenburg | 3.3 7.9 | 2,706 6,289 |
| Riverside (| Nest) 99.1. | 91,926 | | | | Nelson | 3.3 | 2,796 |
| San Bernar | | | | | | Pittsylvania | 28.7 | 23,319 |
| (West) | 156.3 | 143,283 | | | | Prince Edward | 3.7 | 2,738 |
| San Diego | 318.7 | 308,437 | LUBBOCK, TE | XAS | | Ŕoanoke | 47.5 | 43,951 |
| Santa Bart Ventura | para 54.0 56.8 | 47,829 52,087 | New Mexico: | | | Rockbridge | 8.0 | 6,701 |
| Total | | 2,848,800 | | 0.4 | 0.100 | Total | 200.1 | 169,300 |
| 10001 | 2,0,0., | 210101003 | Curry Lea | 9.4 15.6 | 8,120 13,679 | | | |
| | | | Texas: | | | | | |
| 1011101111 | PRITHOUS | | Bailey | 2.6 | 2,045 | MACON, GEOR | iΙΑ | |
| TODI2AITĪT | E, KENTUCKY | | Borden | .3 | 185 | Georgia: | | |
| Indiana: | | | Cochran | 1.7 | 1,434 | Baldwin | 5.6 | 4,474 |
| Brown | 2.0 | 1,558 | Crosby | 2.9 5.5 | 2,539 4,539 | Ben Hill | 3.9 | 2,608 |
| Clark | 18.1 | 16,599 | Dawson Dickens | 1.6 | 1,386 | Bibb | 40.6 | 36,437 |
| Crawford | 2.6 | 2,025 | Floyd | 3.6 | 3,292 | Bleckley | 2.5 | 2,134 |
| Daviess | 8.0 | 6,531 | Gaines | 3.5 | 2,985 | Butts | 2.2 | 1,789 |
| Dubois | 7.4 | 6,481 | Garza | 1.9 | 1,676 | Crawford Crisp | 1.3 5.0 | 1,039 3,958 |
| Floyd | 15.5 | 14,330 | Hale | 10.6 | 9,531 | Crisp Dodge | 4.4 | 3,365 |
| Harrison | 5.5 9.3 | 4,341 8,207 | Hockley | 6.2 | 5,108 | Dooly | 2.9 | 2,269 |
| Jackson Jefferson | 6.7 | 5,857 | Kent Lamb | -5 6.5 | 486 5,567 | Houston | 10.5 | 9,629 |
| Jennings | 4.4 | 3,746 | Lubbock | 45.4 | 40,077 | 1rwin . | 2.3 | 1,716 |
| Lawrence | 11.3 | 9,688 | Lynn | 3.1 | 2,690 | Jasper | 1.6 | 1,288 |
| Martin | 2.9 | 2,227 | Motley | .9 | 559 | Johnson | 2.2 | 1,573 |
| Orange | 5.1 | 4,119 | Scurry | 5.9 | 5,050 | Jones | 2.1 | 1,643 2,249 |
| Perry | 4.9 | 4,013 | Terry | 4.6 | 3,924 | Lamar Laurens | 2.7 8.6 | 6,842 |
| Pike Scott | 4.2 4.2 | 3,415 3,441 | Yoakum | 2.3 | 2,108 | Macon | 3.2 | 2,300 |
| Spencer | 4.2 | 3,581 | Total | 134.6 | 117,000 | Monroe | 2.6 | 2,236 |
| Switzerland | | 1,946 | | | | Montgomery | 1.5 | 1,098 |
| Washington | | 4,368 | | | | Peach | 3.5 | 2,761 |
| | | | | | | Pulaski Putnam | 2.2 1.9 | 1,811 1,574 |
| Kentucky: | | | | | | Taylor | 2.1 | 1,640 |
| Adair | 4.1 | 2,591 | LUFKIN, TEXA | S | | Telfair | 3.1 | 2,269 |
| | 2.6 | 2,175 | | | | Treutien | 1.5 | 1,107 |
| Anderson | | | Texas: | | | Turner | 2.2 | 1,800 |
| Boyle Boyle | 5.9 | 4,940 | | | | Turinga | | |
| | 5.9 | 4,940 3,042 | Anderson | 8.9 | 6,949 | Twiggs | 1.8 | 1,453 |
| Boyle Breckinrid Bullitt | 5.9 ge 4.2 4.2 | 3,042 3,463 | Angelina | 12.2 | 10,065 | Upson | 6.6 | 5,751 |
| Boyle Breckinride Bullitt Carroll | 5.9 ge 4.2 4.2 2.4 | 3,042 3,463 1,930 | Angelina Cherokee | 12.2 9.7 | 10,065 8,122 | Upson Washington | 6.6 4.9 | 5,751 3,486 |
| Boyle Breckinride Bullitt Carroll Casey | 5.9 4.2 4.2 2.4 3.7 | 3,042 3,463 1,930 2,463 | Angelina Cherokee Houston | 12.2 9.7 5.4 | 10,065 8,122 4,419 | Upson Washington Wheeler | 6.6 4.9 1.3 | 5,751 3,486 856 |
| Boyle Breckinride Bullitt Carroll | 5.9 ge 4.2 4.2 2.4 | 3,042 3,463 1,930 | Angelina Cherokee | 12.2 9.7 | 10,065 8,122 | Upson Washington | 6.6 4.9 | 5,751 3,486 |

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Fish around Nebraska all you want for TV markets and you'll come up with just two "keepers." One is in the extreme Eastern part of the state; the other is Lincoln-Land.

In the East, three top TV stations divide your market (and your budget) three ways. But in Lincoln-Land you get the double coverage of two stations — KOLN-TV and satellite KGIN-TV. The map and figures give you an idea of the greatly expanded coverage Lincoln-Land now offers.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV— the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

VITAL STATISTICS OF THE NEW LINCOLN-LAND

(Sales Management, May 10, 1961)

| Population | ٠ | | | | | | .888,200 |
|--------------|----|----|-----|-------|--------|-------|-----------|
| Total Home | s | | | | | | .275,800 |
| Effective Bu | yi | ng | Inc | om | e . \$ | 1,519 | ,268,000 |
| TV Homes | | ٠. | | . ; . | | | .237,900 |
| Retail Sale | s | | | | \$ | 1,124 | 1,130,000 |



| | Total Homes (Thous | | | Total Homes (Thous. | | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|---------------------------|--------------------------|------------------|-------------------------|---------------------------|-----------------|-------------------------|----------------------------|---------------------------|---------------------|----------------------------|-------------------------|--|----------------------------|--------------------------|
| MADISON, WI | ISCONSIN | | Renville | 6.6 | 4,935 | MEDFORD, OR | EGON | | Dyer | 9.0 | 7,393 | Dadè | 325.1 | 299,740 |
| Illinois: | | | Sibley Walonnon | 4.5 | 3,916 3,532 | Oregon: | | | Fayette | 5.3 | 4,197 11,300 | Hendry | 2.4 | 2,014 7,467 |
| Jo Daviess | 6.5 | 5,634 | Waseca | 4.2 | 3,966 | Jackson | 23,7 | 21,493 | Gibson Hardeman | 13.9 4.9 | 3,325 | Indian River Lee | 8.8 19.0 | 16,972 |
| Stephenson | 14.5 | 12,686 | Total | 128.7 | 109,300 | Josephine | 9.8 | 7,750 | Hardin Haywood | 4.9 5.6 | 3,320 4,063 | Martin Monroe | 6.0 14.4 | 5,348 13,237 |
| laws. | | | | | | Klamath Total | 14.8 48.3 | 1 3,366 4 2,600 | Henderson | 4.6 | 3,523 | Palm Beach | 80.6 | 72,012 |
| lowa; | | to 000 | | | | iviai | 40.5 | 42,000 | Lake Lauderdale | 2.6 5.9 | 1,935 4,673 | St. Lucie Total | 12.7 601.3 | 11,102 556,600 |
| Dubuque | 21.3 | 19,239 | **** | | | | | | McNairy | 5.2 | 3,563 | rotai | 001.3 | 330,000 |
| Wisconsin: | | | MARINETTE, | | | | | | Madison Obion | 18.0 8.5 | 14,796 6,59 3 | | | |
| Adams | 2.4 | 1,786 | (See Gree | n Bay). | | | | | Shelby | 177.7 | 154,055 | | | |
| Columbia | 10.9 | 9,347 | | | | MEMPHIS, TEN | INESSEE | | Tipton Weakley | 7.2 7.7 | 5,175 5,347 | | | |
| Crawford Dane | 4.5 64.7 | 3,612 58,824 | | | | Arkansas: | | | Total | 612.2 | 491,200 | MIDLAND-ODE: | SSA TEYA | c |
| Dodge | 17.9 | 14,964 | MADOUETTE | MICHICAN | | Clay | 6.4 | 4,987 | | | , | | OUN, ILAM | .5 |
| Grant Green | 12.4 7.7 | 10,928 6,482 | MARQUETTE, | MIGHIGAN | | Craighead | 13.6 | 11,081 | | | | New Mexico: | * | |
| Green Lake | 4.8 | 4,249 | Michig <mark>an:</mark> | | | Crittenden Cross | 11.8 5.1 | 9,088 3,935 | MERIDIAN, MI | ISSISSIPPI | | Lea | 15.6 | 13,679 |
| lowa | 5.4 | 4,566 13,333 | Alger | 2.6 | 2,308 | Fulton | 2.1 | 1,362 | Alabama: | | | Texas: | | |
| Jefferson Juneau | 14.9 5.2 | 4,201 | Baraga Delta | 2.0 9.9 | 1,710 8,963 | Greene | 7.6 | 5,864 | | | | | 4.1 | 2 007 |
| Lafayette | 5.0 | 4,102 | Dickinson | 7.4 | 6,739 | Independence Jackson | 6.3 6.4 | 4,923 4,963 | Choctaw Clarke | 4.3 6.6 | 3,471 4,627 | Andrews Borden | 4.1 | 3,687 185 |
| Marquette Richland | 2.6 5.1 | 2,165 4,346 | Houghton | 10.8 5.3 | 9,743 4,750 | Lawrence | 5.1 | 3,408 | Greene | 3.2 | 2,506 | Brewster | 1.8 | 1,294 |
| Rock | 34.0 | 30,817 | Keweenaw | .8 | 652 | Lee Mississippi | 5.2 18.3 | 3,726 14,684 | Hale Marengo | 4.5 | 2,712 4,685 | Crane Crockett | 1.3 1.1 | 1,2 3 2 876 |
| Sauk | 10.5 7.5 | 8,553 | Luce | 1.6 | 1,380 | Monroe | 4.5 | 3,173 | Perry | 6.7 4.1 | 2,640 | Culberson | .7 | 622 |
| Vernon Walworth | 15.6 | 6,407 14,456 | Marquette Ontonagon | 15.7 3.1 | 14,220 2,426 | Phillips | 11.8 | 8,736 | Sumter | 4.7 | 3,042 | Dawson | 5.5 | 4,539 |
| Waushara | 4.2 | 3,536 | Schoolcraft | 2.5 | 2,269 | Poinsett Randolph | 8.0 3.8 | 6,100 2,778 | Mariantantant | | | Ector Gaines | 27.4 3.5 | 25,046 2,985 |
| Total | 277.6 | 244,200 | ries è | | | St. Francis | 8.2 | 6,160 | Mississippi: | | | Glasscock | .3 | 297 |
| | | | Wisconsin: | | | Sharp Woodruff | 2.0 3.8 | 1,430 3,240 | Choctaw Clarke | 2.3 4.4 | 1,680 3,684 | Jeff Davis Loving | .4 .1 | 352 57 |
| MANCHESTER, | NEW HAR | APSHIRE | Florence Forest | 1.0 2.1 | 791 | Woodian | 0,0 | 3,240 | Clay | 5.0 | 3,894 | Martin | 1.4 | 1,154 |
| | | III SIIIKE | Vilas | 3.0 | 1,665 2,226 | Mississippi: | | | Forrest | 14.8 4.1 | 13,259 | Midland Pecos | 21.2 3.3 | 20,018 2,700 |
| New Hampshi | | 0.007 | Total | 67.8 | 59,800 | Alcorn | 7.4 | 5,931 | Jasper Jones | 15.9 | 3,562 13,610 | Presidio | 1.4 | 936 |
| Belknap Carroll | 8.6 5.0 | 8,237 4,573 | | | | Benton Bolivar | 1.8 | 1,454 | Kemper | 2.9 | 2,419 | Reagan | 1.1 4.7 | 1,005 |
| Cheshire | 13.3 | 11,094 | | | | Calhoun | 13.3 4.3 | 9,463 3,415 | Lauderdale Leake | 19.3 4.8 | 17,096 3,884 | Reeves Sterling | .3 | 4,123 299 |
| Hillsborough Merrimack | 54.4 19.8 | 51,375 | | | | Chickasaw | 4.5 | 3,437 | Lowndes | 12.1 | 10,250 | Sutton | 1.1 | 853 |
| Rockingham | 29.1 | 17,912 25,626 | MASON CITY | , IOWA | | Coahoma De Soto | 11.9 5.5 | 9,899 4,677 | Neshoba Newton | 5.7 5.2 | 4,829 4,449 | Terrell Upton | .7 1.7 | 452 1,507 |
| Strafford | 17.3 | 15,174 | lowa: | | | Grenada | 5.0 | 4,093 | Noxubee | 3.9 | 3,347 | Ward | 4.1 | 3,533 |
| Sullivan | 8.6 | 7,263 | Butler | 5.4 | 4,713 | Itawamba Lafayette | 4.2 5.1 | 3,374 4,193 | Oktibbeha | 6.0 | 4,755 | Winkler Yoakum | 3.9 2.3 | 3,443 2,108 |
| Vermont: | | | Cerro Gordo | 15.4 | 14,098 | Lee | 11.7 | 10,042 | Scott Smith | 5.4 3.7 | 4,560 3,197 | Totai | 109.3 | 97,000 |
| Windfräm | 8.9 | 7,382 | Chickasaw Emmet | 4.3 | 3,626 3,738 | Leflore | 11.9 | 9,705 | Wayne | 4.1 | 3,462 | | 100.0 | 07,000 |
| Total | 165.0 | 148,600 | Floyd | 6.5 | 5,816 | Marshall Montgomery | 5.2 3.6 | 4,427 2,677 | Winston | 4.9 | 4,349 | | | |
| | | , | Franklin | 4.8 | 4,348 | Panola | 7.1 | 5,779 | T <mark>oțal</mark> | 158.6 | 130,000 | | | |
| | | | Hancock Howard | 4.3 3.7 | 3,826 3,388 | Pontotoc Prentiss | 4.9 | 4,123 | | | | | | |
| MANKATO, MII | NNESOTA | | Humboldt | 3.9 | 2,954 | Quitman | 5.1 4.9 | 4,139 3,889 | | | | MILWALLVEE | шеелыезы | |
| lowa: | | | Kossuth Mitchell | 7.1 4.1 | 6,181 3,864 | Tallahatchie | 5.8 | 4,704 | MESA-PHOENIX | , ARIZONA | 1 | MILWAUKEE, V | 412C0N21N | ı |
| Dickinson | 3.9 | 3,549 | Palo Alto | 4.2 | 3,756 | Tate Tippah | 4.2 4.1 | 3,820 3,271 | Arizona: | | | Wisconsin: | | |
| Emmet | 4.4 | 3,738 | Pocahontas | 4.2 | 3,774 | Tishomingo | 4.0 | 2,976 | Coconino | 10.9 | 8,873 | Calumet | 5.9 | 5,300 |
| Kossuth Palo Alto | 7.1 4.2 | 6,181 3,756 | Winnebago Worth | 4.0 3.1 | 2,980 2,804 | Tunica Union | 4.0 5.3 | 3,420 4,477 | Gila | 7.3 | 5,928 | Columbia Dodge | 10.9 17.9 | 9,347 14,964 |
| Ninnebago | 4.0 | 2,980 | Wright | 6.1 | 5,372 | Webster | 2.9 | 2,225 | Graham Greenlee | 3.7 3.0 | 2,753 2,328 | Fond du Lac | 21.1 | 19,319 |
| | | | Minasasta | | | Yalobusha | 3.3 | 2,391 | Maricopa | 201.3 | 179,536 | Gr <mark>een La</mark> ke Jefferson | 4.8 14.9 | 4,249 13,333 |
| Minnesota: | | | Minnesota: | | | Missouri: | | | Mohave Navajo | 2.5 8.8 | 1,884 6,571 | Kenosha | 30.1 | 28,829 |
| Blue Earth | 12.7 | 11,493 | Blue Earth Dodge | 12.7 3.7 | 11,493 3,424 | | 11.0 | 0 110 | Pinal | 16.1 | 13,059 | Manitowoc | 21.6 | 19,544 |
| Brown Cohonwood | 8.0 4.8 | 5,966 3,756 | Faribault | 7.0 | 6,089 | Dunklin Howell | 11.6 7.0 | 9,116 4,375 | Yavapai Total | 9.7 | 7,242 | Marquette Milwaukee | 2.6 319.4 | 2,165 308,511 |
| aribault | 7.0 | 6,089 | Fillmore | 7.1 | 6,109 | New Madrid | 8.2 | 6,128 | TULAI | 263.3 | 228,200 | Ozaukee | 10.7 | 9,918 |
| reeborn | 11.2 | 10,120 | Freeborn Jackson | 11.2 4.5 | 10,120 3,615 | Oregon | 3.2 | 1,810 | | | | Racine Rock | 41.4 34.0 | 39,602 30,817 |
| lackson _yon | 4.5 6.4 | 3,615 5,343 | Martin | 8.1 | 7,369 | Pemiscot Ripley | 10.4 2.9 | 7,728 1,962 | | | | Sheboygan | 26.3 | 23,782 |
| - | | -, | | 400 | | | 2.0 | 1,002 | MIAMI, FLORID | Δ | | Walworth | 15.6 | 14,456 |
| Martin | 8.1 | 7,369 | Mower | 13.9 | 13,275 | | | | WITHWIT, TEURID | | | | | |
| Murray | 8.1 3.9 | 3,543 | Olmsted | 18.9 | 17,267 | Tennessee: | | | Florida: | | | Washington | 12.7 | 11,323 |
| | 8.1 | | | | | Tennessee: Chester | 2.7 | 1,926 | | | 124,360 | | | |

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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|-----------------------|----------------------------|-------------------------|-----------------------|----------------------------|---|------------------------------------|----------------------------|-------------------------|
| MINNEAPOLIS | | | Burke Dunn | 1.7 1.5 | 1,349 1,072 | Florida: | | |
| MINNESOT | M | | Mc Henry | 3.0 | 2,514 | Bay | 18.9 | 16,136 |
| Minnesota: | | | Mc Kenzie | 2.0 | 1,510 | Escambia | 48.7 | 42,054 |
| Anoka | 22.7 | 22,042 | Mc Lean | 3.8 1.9 | 2,977 1,448 | Gulf Okaloosa | 2.8 17.3 | 2,417 15,293 |
| Benton Blue Earth | 4 .4 12.7 | 3,466 11,493 | Mercer Mountrail | 2.7 | 2.075 | Santa Rosa | 7.8 | 6,474 |
| Brown | 8.0 | 5,966 | Pierce | 1.9 | 1,579 | Walton | 4.5 | 3,537 |
| Carver | 5.8 | 5,313 | Renville Rolette | 1.3 2.4 | 1,084 1,813 | Mississippi: | | |
| Cass | 4.9 4.0 | 3,047 3,783 | Sheridan | 1.1 | 999 | | | |
| Chisago Cottonwood | 4.8 | 3,756 | Towner | 1.5 | 1,242 | Forrest George | 14.8 2.8 | 13,259 2,449 |
| Crow Wing | 9.7 | 7,427 | Ward Wells | 13.3 2.6 | 11,728 2,038 | Greene | 2.0 | 1,579 |
| Dakota Dodge | 21.2 3.7 | 19,814 3,424 | Total | 46.3 | 37,800 | Harrison | 31.7 | 27,979 |
| Goodhue | 9.9 | 8,855 | rota: | 70.5 | 07,000 | Jackson Lamar | 15.2 3.7 | 13,774 3,146 |
| Hennepin | 263.6 | 252,168 | | | | Perry | 2.2 | 1,926 |
| Hubbard | 3.0 3.4 | 2,001 3,102 | | | | Stone | 1.8 | 1,414 |
| Isanti Jackson | 4.5 | 3,102 | MISSOULA, MO | NTANA | | Wayne | 4.1 | 3,462 |
| Kanabec | 2.6 | 2,116 | Montana: | | | Total | 319.8 | 266,100 |
| Kandiyohi | 8.4 | 7,288 | | | | | | |
| Le Sueur Lyon | 5.8 6.4 | 5,131 5,343 | Deer Lodge | 5.0 | 4,581 | | | |
| McLeod | 7.2 | 6,644 | Flathead Granite | 10.1 | 8,638 732 | MONAHANS, T | EXAS | |
| Martin | 8.1 | 7,369 | Lake | 3.8 | 2.636 | New Mexico: | | |
| Meeker Mille Lacs | 5.4 4.3 | 4,816 3,641 | Lewis & Clark | | 7,534 | Lea | 15.6 | 13,679 |
| Morrison | 6.9 | 5,833 | Lincoln Mineral | 3.6 .8 | 2,973 665 | 200 | 10.0 | 10,070 |
| Nicollet | 5.6 | 4,869 | Missoula | 13.7 | 10,936 | Texas: | | |
| Olmsted Pine | 18.9 4.8 | 17,267 3,960 | Powell | 2.0 | 1,741 | Crane | 1.3 | 1,232 |
| Ramsey | 127.0 | 121,271 | Ravalli Silver Bow | 3.9 15.3 | 3,244 13,187 | Culberson | .7 | 622 |
| Redwood | 6.3 | 4,812 | Total | 68.1 | 56,900 | Jeff Davis | .4 | 352 |
| Renville Rice | 6.6 9.7 | 4,935 9,237 | 1014 | | 00,000 | Loving Pecos | .1 3.3 | 57 2,700 |
| Scott | 5.7 | 5,089 | | | | Reeves | 4.7 | 4,123 |
| Sherburne | 3.2 | 2,883 | | | | Uptown | 1.7 | 1,507 |
| Sibley | 4.5 | 3,916 17,314 | MITCHELL, SOI | JTH DAKO | ITA | Ward Winkler | 4.1 3.9 | 3,533 3,443 |
| Stearns Steele | 19.1 7.4 | 6,626 | Nebraska: | | | Total | 35.8 | 31,200 |
| Todd | 6.7 | 4,828 | | | 10.00 | | | |
| Wabasha Wadena | 4.8 3.4 | 4,374 2,284 | Boyd | 1.3 | 1,046 | | | |
| Waseca | 4.7 | 3,966 | South Dakota: | | | MONROE, LOU | ISIANA-EL | DORADO. |
| Washington | 14.0 | 12,793 | | 1.0 | 1.040 | ARKANSAS | | |
| Watonwan Winona | 4.2 11.8 | 3,532 10,186 | Rora Beadle | 1.3 6.5 | 1,243 5,734 | Arkansas: | | |
| Wright | 8.3 | 7.389 | Bon Homme | 2.8 | 2,218 | Ashley | 6.7 | 5,370 |
| Yellow Medic | | 3,953 | Charles Mix | 3.2 | 2,386 | Bradley | 4.1 | 3,046 |
| | | | Davison Douglas | 5.0 1.4 | 4,292 1,049 | Calhoun | 1.7 | 1,323 |
| Wisconsin: | | | Gregory | 2.2 | 1,879 | Chicot Cleveland | 5.3 2.0 | 4,253 1,450 |
| Barron | 10.1 | 8,505 | Hanson | 1.2 | 1,117 | Columbia | 7.8 | 6,646 |
| Buffalo Burnett | 4.0 2.8 | 3,063 2,231 | Hutchinson Jerauld | 3.3 1.2 | 2,610 1,021 | Dallas | 3.0 | 2,298 |
| Chippewa | 11.9 | 10,092 | Kingsbury | 2.7 | 2,351 | Desha | 5.6 4.1 | 4,427 3,359 |
| Dunn | 7.4 | 6,396 | Mc Cook | 2.4 | 1,963 | Drew Ouachita | 9.2 | 7,438 |
| Eau Claire | 17.2 2.0 | 14,844 | Miner Sanborn | 1.5 1.3 | 1,357 1,115 | Union | 15.0 | 12,479 |
| Pepin Pierce | 6.2 | 5,669 | Total | 37.3 | 31,400 | | | |
| Polk | 7.4 | 6,660 | 10(11) | 07.0 | • | Louisiana: | | |
| Rusk St. Craix | 4.2 8.1 | 3,353 7, 5 05 | | | | Bienville | 4.7 | 3,882 |
| St. Croix Total | 804.0 | 7,303 | MOBILE, ALAB | AMA | | Caldwell Catahoula Claiborne | 2.5 3.0 5.7 | 1,872 2,200 4,388 |
| | | | Alabama: | | | East Carroll | 3.7 | 2,598 |
| | | | | 100 | 0.755 | Franklin | 6.6 | 4,651 |
| | | | Baldwin Clarke | 13.2 6.6 | 9,758 4,627 | Jackson Lincoln | 4.6 7.1 | 3,919 6,024 |
| | | | Conecuh | 4.6 | 3,066 | Madison | 4.4 | 3,135 |
| MINOT NOD | TU DAKOTA | | Covington | 10.3 | 7,474 | Morehouse | 8.9 | 7,457 |
| MINOT, NOR | | | Escambia | 8.8 | 6,746 70,110 | Ouachita Richland | 29.5 6.1 | 25,603 4,732 |
| North Dakot | a: | | Mobile Monroe | 84.7 5.6 | 4,046 | Union | 4.9 | 3,773 |
| Benson | 2.5 | 1,935 | Washington | 3.5 | 2,512 | West Carroll | 3.8 | 2,915 |
| Bottineau | 3.1 | 2,485 | Wilcox | 4.2 | 2,816 | Winn | 4.7 | 3,738 |

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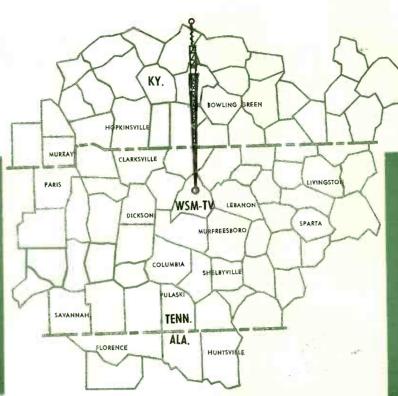
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| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|---|--|--|--|----------------------------|-------------------|------------------------------|----------------------------|----------------------------------|--|----------------------------|----------------------------------|---------------------------------|----------------------------|---|
| MONROE, LA. EL | L DORADO | , ARK.— | Hart | 4.1 | 2,870 | New Haven | 201.8 | 192,969 | New Jersey: | | | Nansemond | 11.8 | 10,047 890 |
| continued | | | Hopkins | 11.7 | 8,941 | New London Tolland | 53.8 18.4 | 51,528 16,405 | Bergen | 236.4 | 227,077 | New Kent Newport News | 1.1 55.2 | 48,600 |
| | | | Logan Lyon | 6.3 1.4 | 4,997 1,077 | Windham | 21.0 | 19,036 | Essex | 291.0 | 277,260 | Norfolk | 135.1 | 116,189 |
| Mississippi: | | | McLean | 2.8 | 1,977 | ja. | 21.0 | | Hudson | 198.6 | 188,928 | Northampton | 4.9 | 4,160 |
| Bolivar | 13.3 | 9,463 | Metcalfe | 2.4 | 1,518 | Massachusetts: | | 12.897 | Hunterdon | 16.3 | 14,788 | Northumberland | | 2,411 |
| ssaquena | .8 | 735 | Monroe | 3.3 | 2,356 | | | atter? | Mercer Middlesex | 77.8 124.6 | 74,421 120,232 | Princess Anne | 22.2 | 19,552 |
| Sunflower | 10.3 | 8,420 | Muhlenberg | 8.1 | 6,327 | Franklin | 17.0 | 15,240 | Monmouth | 98.8 | 92.996 | Richmond | 1.7 | 1,482 |
| Washington | 20.4 | 15,797 | Ohio | 5.3 | 3,930 | Hampden | 131.2 | 125,366 | Morris | 74.4 | 71,748 | Southampton | 6.6 | 5,840 |
| Total | 209.5 | 167,400 | Pulaski | 9.9 | 6,537 | Hampshire | 27.7 743.6 | 25,958 702,900 | Ocean | 34.8 | 33,732 | Surry Sussex | 1.5 2.9 | 1,211 2,492 |
| | | | Russell Simpson | 3.0 3.5 | 2,009 2,810 | Total | 143.0 | 102,500 | Passaic | 127.6 | 121,953 | York | 6.0 | 5,277 |
| MONTEDEV CALL | MAC CAL | IEODNIA | Todd | 3.3 | 2,621 | | | | Somerset [®] | 41.2 | 39,643 | Total | 360.0 | 309,000 |
| MONTEREY-SALI (See Salinas) | | LIFUKNIA | Trigg | 2.5 | 1,969 | NEW HAVEN, (| CONNECTI | CUT | Sussex | 14.7 | 14,179 | iotai | 300.0 | 303,000 |
| AGC Saimas | , | | Warren | 13.4 | 11,091 | | 011112011 | | Union | 152.9 | 146,459 | | | |
| | | | Wayne | 3.8 | 2,513 | Connecticut: | | | Warren | 19.4 | 18,555 | | | |
| MONTGOMERY, | ALABAM/ | ŀ | | | | Hartford | 209.8 | 198,862 | N V. | | | NORTH PLATTE, | , NEBRAS | SKA |
| | | | Tennessee: | | | Litchfield | 36.9 | 33,848 | New York: | | | Colorado: | | |
| Alabama: | | | Dodford | 7.0 | E 700 | Middlesex | 26.0 | 23,641 | Bronx | 465.7 | 443,357 | oolorauo: | | |
| Autauga | 4.8 | 3,727 | Bedford Benton | 7.0 3.3 | 5,782 2,322 | New Haven | 201.8 | 192,969 | Dutchess | 47.8 | 43,462 | Sedgwick | 1.3 | 1,160 |
| Barbour | 6.5 | 4,762 | Cannon | 2.4 | 1,651 | New London | 53.8 | 51,528 | Kings | 853.7 | 803,856 | | | 14- |
| Bullock | 3.4 | 2,289 | Carroll | 7.3 | 5,276 | Tolland | 18.4 | 16,405 | Nassau | 364.9 | 353,539 | Nebraska: | | 546 |
| Butler | 6.4 | 4,774 | Cheatham | 2.6 | 2,046 | Windham | 21.0 | 19,036 | New York | 700.0 | 617,799 | Arthur | 2 | 147 |
| Chilton | 7.2 | 5,219 | Clay | 1.9 | 1,260 | | | | Orange | 54.6 | 49,483 | Arthur | .2 .3 | 147 269 |
| Clarke | 6.6 8.4 | 4,627 6,070 | Coffee | 8.3 | 6,710 | Massachusetts | : | | Putnam | 9.5 591.3 | 9,189 565,220 | Blaine Custer | 5.2 | 4,216 |
| Coffee Conecuh | 4.6 | 3,066 | Davidson | 116.4 | 102,086 | Hampden | 131.2 | 125,366 | Queens Richmond | 62.4 | 58,308 | Dawson | 6.0 | 5,401 |
| Coosa | 2.8 | 1,877 | Decatur | 2.5 | 1,762 | Hampshire | 27.7 | 25,958 | Rockland | 35.8 | 34,532 | Deuel | 1.0 | 894 |
| Covington | 10.3 | 7,474 | De Kalb | 3.2 | 2,570 | Total | 726.6 | 687,600 | Suffolk | 186.9 | 183,447 | Frontier | 1.4 | 1,285 |
| Crenshaw | 4.0 | 2,867 | Dickson | 5.5 | 4,499 | | | | Sullivan | 14.2 | 12,847 | Garden | 1.1 | 937 |
| Dale | 8.1 | 5,712 | Fentress | 3.1 | 1,765 | | | | Ulster | 36.6 | 32,486 | Grant | .3 | 258 |
| Dallas | 14.5 | 11,090 | Franklin Giles | 6.9 6.5 | 5,270 4,805 | NEW ORLEANS, | LOUISIA | NA | Westchester [*] | 246.1 | 235,870 | Hooker | .3 | 251 |
| Elmore | 8.0 | 5,698 | Grundy | 2.9 | 2,083 | Louisiana: | | | | | | Keith | 2.4 | 2,210 |
| Geneva | 6.3 | 4,366 | Hardin | 4.9 | 3,320 | LUUISIAIIA: | | | Pennsylvania: | | | Lincoln | 8.9 | 7,238 |
| Henry | 3.9 | 2,958 | Henderson | 4.6 | 3,523 | Ascension | 7.2 | 6,144 | 11 | 10.0 | 11 100 | Logan McPhorcon | .3 .2 | 259 168 |
| Houston | 14.4 | 11,310 | Henry | 7.1 | 5,763 | Assumption | 4.4 | 3,500 | Monroe | 12.2 3.1 | 11,108 2,591 | McPherson Perkins | 1.2 | 1,042 |
| Lee Lowndes | 12.6 3.4 | 9,512 2,253 | Hickman | 3.3 | 2,512 | E. Feliciana | 3.5 | 2,657 | Pike Wayne | 8.1 | 6,822 | Thomas | .3 | 269 |
| Macon | 6.I | 4,321 | Houston | 1.3 | 988 | Iberville | 7.6 | 6,268 | - | | | Total | -30.4 | 26,000 |
| Monroe | 5.6 | 4,046 | Humphreys | 3.4 | 2,460 | Jefferson | 58.1 | 50,053 | Total | 3,030.1 | 5,322,400 | IVLAL | 30.4 | 20,000 |
| Montgomery | 46.6 | 37,521 | Jackson | 2.5 | 1,788 | Lafourche | 14.3 7.2 | 12,000 | | | | | | |
| Perry | 4.1 | 2,640 | Lawrence | 7.8 | 5,916 | Livingston Orleans | 191.3 | 5,581 176,629 | | | | | | |
| Pike | 6.9 | 5,014 | Lewis Lincoln | 1.8 6.9 | 1,355 5,404 | Plaquemines | 5.6 | 4,841 | NORFOLK, VIRG | INIA | | OAK HILL, WES | T VIRGIN | NIA |
| Tallapoosa | 9.7 | 7,428 | Macon | 3.6 | 2,630 | St. Bernard | 8.8 | 7,639 | Maryland: | | | Vivainia | | |
| Wilcox | 4.2 | 2,816 | Marshall | 5.0 | 3,986 | St. Charles | 5.4 | 4,764 | | | | Virginia: | | |
| Total | 219.4 | 163,400 | Maury | 12.2 | 10,035 | St. Helena | 2.1 | 1,613 | Somerset | 5.7 | 4,519 | Buchanan | 8.1 | 6,274 |
| | | | Montgomery | 14.4 | 12,367 | St. James | 4.1. | 3,326 | | | | | | |
| | | | Moore | 1.0 | 701 | St. John the | 4.0 | 0.000 | North Carolina | l: | | West Virginia: | | |
| MUNCIE, INDIA | ANA (UHF | Market) | Overton | 3.9 | 2,867 | Baptist St Many | 4.3 | 3,608 10,449 | Bertie | 5.7 | 4,677 | Dunistan | 4 7 | 2 1 4 2 |
| Indiana: | | | Perry | 1.5 | 1,166 | St. Mary St. Tammany | 12.7 10.6 | 9,155 | Camden | 1.4 | 1,258 | Braxton | 4.1 | 3,143 |
| | A C | 9 707 | Pickett | 1.1 | 825 | Tangipahoa | 16.1 | 13,091 | Chowan | 2.9 | 2,361 | Calhoun Clay | 2.1 2.8 | 1,584 2,225 |
| Blackford Delaware | 4.6 33.5 | 2,727 19,730 | Putnam Robertson | 8.1 7.8 | 5,962 | Terrebonne | 15.0 | 13,108 | Currituck | 1.8 | 1,463 | Fayette | 16.4 | 13,511 |
| Delaware Total | 33.5 38.1 | †22,500 | Rutherford | 7.8 14.0 | 6,376 12,337 | Washington | 12.3 | 9,942 | Dare | 1.8 | 1,520 | Gilmer | 2.2 | 1,586 |
| | 00.1 | ,000 | Smith | 3.7 | 2,803 | .3 | | | Gates | 2.2 | 1,923 | Greenbrier | 9.5 | 7,748 |
| | | | Stewart | 2.2 | 1,567 | Mississippi: | | | Halifax | 14.1 | 11,451 | McDowell | 17.5 | 14,189 |
| NASHVILLE, TE | NNESSEE | | Sumner | 10.6 | 8,682 | | | | Hertford | 5.4 | 4,338 | Nicholas | 6.5 | 5,271 |
| | | | Trousdale | 1.4 | 1,082 | Hancock | 3.9 | 3,261 | Martin Northampton | 6.5 | 5,605 | Raleigh | 20.9 | 17,842 |
| Alabama: | | | Van Buren | .9 | 699 | Harrison | 31.7 | 27,979 | Northampton Pasquotank | 6.0 6.9 | 4,693 6,232 | Roane | 4.1 | 3,259 |
| Colbert | 12.9 | 9,895 | Warren | 6.7 | 5,114 | Jackson | 15.2 | 13,774 | Perquimans | 2.3 | 1,935 | Summers | 4.2 | 3,390 |
| Lauderdale | 17.3 | 13,431 | Wayne | 3.2 | 2,088 | Lamar Marion | 3.7 6.1 | 3,146 5,392 | Tyrrell | 1.1 | 952 | Webster | 3.4 | 2,546 |
| Madison | 32.0 | 25,161 | White | 4.5 | 3,445 | Pearl River | 6.1 | 5,392 | Washington | 3.2 | 2,683 | Wyoming | 8.3 | 6,822 |
| Kontučku: | | | Williamson Wilson | 6.8 8.3 | 5,629 | Pike | 9.6 | 8,056 | | | , | Total | 110.1 | 89,400 |
| Kentučky: | | | Wilson | 8.3 | 6,513 | Stone | 1.8 | 1,414 | Virginià: | | | | | |
| | 4.1 | 2,591 | Total | 549.0 | 434,600 | Walthall | 3.3 | 2,779 | | | | | | |
| | 3.8 | 2,853 | | | | Wilkinson | 3.2 | 2,740 | Accomack | 9.5 | 8,055 | OAKLAND-SAN I | FRANCIC | cn |
| Allen | | 5,989 | | | | Total | 475.2 | 418,200 | Brunswick | 4.2 | 3,550 | CALIFORNIA | MANUIS! | |
| Allen Barten | 8.5 | | | | | • | | -,200 | Charles City | 3.4 | 2,732 | | | |
| Allen Barren Butler | 8.5 2.7 | 2,147 | | | | | | | Gloucester | 3.5 | 3,115 | 0 -116 | | |
| Allen Barten Butler Caldwell | 8.5 2.7 4.1 | 3,262 | NEW BRITAIN | -HARTFORD | ı | | | | | | | California: | | |
| Allen Barřen Butler Caldwell Calloway | 8.5 2.7 4.1 6.5 | 3,262 4,828 | NEW BRITAIN CONNECTIO | | ı | NEW YORK, NI | EW YORK | | Greensville | 4.0 | 3,368 | | 290.2 | 272 05 |
| Allen Barren Butler Caldwell Calloway Casey | 8.5 2.7 4.1 6.5 3.7 | 3,262 4,828 2,463 | CONNECTIO | | ı | | EW YORK | | Greensville Isle of Wight | 4.0 4.3 | 3,368 3,649 | Alameda | 299.2 120.5 | |
| Allen Barren Butler Caldwell Calloway Casey Christian | 8.5 2.7 4.1 6.5 3.7 14.3 | 3,262 4,828 2,463 11,979 | | | ı | NEW YORK, ŅI Cannecticut: | EW YORK | | Greensville Isle of Wight James City | 4.0 4.3 4.2 | 3,368 3,649 3,770 | Alameda Contra Costa | 120.5 | 115,602 |
| Allen Barfen Butler Caldwell Calloway Casey Christian Clinton | 8.5 2.7 4.1 6.5 3.7 14.3 2.3 | 3,262 4,828 2,463 11,979 1,584 | CONNECTIC Conn <mark>ecti</mark> cut: | CUT | | Connecticut: | | 189.689 | Greensville Isle of Wight James City King and Queer | 4.0 4.3 4.2 1 1.5 | 3,368 3,649 3,770 1,120 | Alameda Contra Costa Lake | 120.5 5.3 | 115,602 4,115 |
| Adair Allen Barten Butler Caldwell Calloway Casey Christian Clinton Cumberland Edmonson | 8.5 2.7 4.1 6.5 3.7 14.3 | 3,262 4,828 2,463 11,979 | CONNECTIO | | 198,862 33,848 | | 198.0 36.9 | 18 <mark>9,68</mark> 9 33,848 | Greensville Isle of Wight James City | 4.0 4.3 4.2 | 3,368 3,649 3,770 | Alameda Contra Costa | 120.5 | 273,950 115,602 4,115 43,116 12,050 |





52,000

TVHOMES

WSM-TV

Channel 4

NASHVILLE, TENNESSEE

Represented by



434,600 television homes

(a gain of 52,000 over last year).

\$2½ billion effective buying income.

Their TV sets are tuned to Nashville.

Nashville delivers more nighttime homes

than Birmingham, Denver, Toledo, Charlotte,

San Antonio, Louisville ... many others.

And their favorite is WSM-TV,

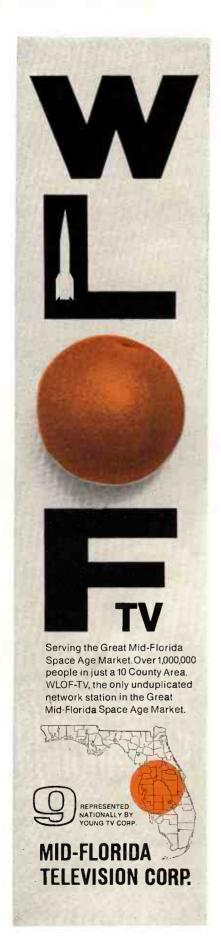
Nashville's first station,

with a 40% share-of-audience.

Shouldn't Nashville and WSM-TV be on THE LIST?

(Figures from TELEVISION MARKET BOOK and ARB, Nov., 1961)

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY



| | Total Homes (Thous | Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|--------------------------|--------------------------|-------------------|--------------------------|----------------------------|------------------------|------------------------|----------------------------|------------------|
| OAKLAND-SAN | | CO, | Greer | 2.9 | 2,385 | Stanton | 1.7 | 1,344 |
| CALIF.—contin | nued | | Harper Hughes | 1.9 5.0 | 1,556 4,211 | Thurston Washington | 2.0 3.6 | 1,739 3,249 |
| Napa | 19.3 | 17,065 | Kay | 16.7 | 14,627 | Total | 348.6 | 317,300 |
| San Benito | 4.6 | 4,040 | Kingfisher | 3.5 | 3,135 | | 070.0 | 017,000 |
| San Francisco | 294.0 | 262,501 | Kiowa Lincoln | 5.0 | 4,115 | | | |
| San Joaquin San Mateo | 75.8 141.8 | 71,008 137,529 | Logan | 6.2 6.1 | 5,245 5,324 | | | |
| Santa Clara | 196.7 | 190,014 | McClain | 3.9 | 3,431 | ORLANDO-DAYT | ONA REA | CH |
| Santa Cruz | 31.1 | 27,940 | Major | 2.6 | 1,970 | FLORIDA | Olin pen | · · · · · |
| Solano | 39.0 | 37,292 | Murray | 3.5 | 3,020 | Brevard | 38.6 | 20 012 |
| Sonoma | 48.3 | 42,485 | Noble Okfuskee | 3.5 3.6 | 3,215 2,940 | Citrus | 3.2 | 36,813 2,580 |
| Stanislaus Tuolumne | 48.6 5.0 | 42,657 4,246 | Oklahoma | 142.7 | 131,035 | Flagler | 1.3 | 1,154 |
| Tuorannio | 0.0 | 7,270 | Pawnee | 3.6 | 3,289 | Hernando | 3.6 | 3,191 |
| Nevada: | | | Payne | 13.5 | 11,422 | Indian River | 8.8 | 7,467 |
| | 1.0 | 1.540 | Pontotoc Pottawatomie | 9.2 13.6 | 8,255 11,900 | Lake Marion | 19.0 15.6 | 16,457 13,568 |
| Mineral Nye | 1.8 1.5 | 1,549 1,045 | Roger Mills | 1.6 | 1.187 | Orange | 85.2 | 79,06 5 |
| Total | | 1,334,100 | Seminole | 9:1 | 7,838 | Osceola | 7.0 | 6,203 |
| ipidi | 1,777.0 | 1,557,100 | Stephens | 12.3 | 10,630 | Pasco | 12.9 | 10,721 |
| | | | Washita | 5.3 | 4,591 | Polk | 59.4 16.7 | 50,735 |
| | | | Woods Woodward | 4.0 4.2 | 3,399 3,285 | Seminole Sumter | 3.5 | 15,306 2,880 |
| ODESSA-MIDLA | ND, TEXA | S | Total | 388.2 | 342,000 | Volusia | 47.1 | 41,864 |
| New Mexico: | | | 19121 | 000.Z | 342,000 | Total. | 321.9 | 288,000 |
| Lea | 15.6 | 13,679 | | | | | | |
| Texas: | | | | | | | | |
| | 4.1 | 2.007 | OMAHA, NEBRA | ISKA | | OTTUMWA, IOV | VA | |
| Andrews Borden | 4,1 .3 | 3,687 185 | lawa. | | | lowa: | | |
| Brewster | 1.8 | 1,294 | lowa: | | | Annoneses | | 4 624 |
| Crane | 1.3 | 1,232 | Adams | 2.4 | 2,156 | Appanoose Davis | 5.5 2.9 | 4,634 2,563 |
| Crockett | 1.1 | 876 | Audubon Cass | 3.3 5.9 | 3,002 | Henry | 5.5 | 5,078 |
| Culberson Dawson | .7 5.5 | 622 4,539 | Crawford | 5.6 | 5 ,578 5,101 | Jefferson | 4.9 | 4,663 |
| Ector | 27.4 | 25,046 | Fremont | 3.3 | 2,954 | Keokuk | 4.9 | 4,478 |
| Gaines | 3.5 | 2,985 | Harrison | 5.5 | 4,967 | Lee Lucas | 13.3 3.6 | 12,203 3,329 |
| Glasscock | .3 | 297 | Mills | 3.6 4.4 | 3,359 | Mahaska | 7.6 | 6,799 |
| Jeff Davis Loving | .4 | 352 57 | Monona' Montgomery | 4.4 | 3,855 3,963 | Monroe | 3.2 | 2,829 |
| Martin | .1 1.4 | 1.154 | Page | 6.7 | 6,017 | Van Buren | 3.2 | 2,918 |
| Midland | 21.2 | 20,018 | Pottawattamie | 25.1 | 23,785 | Wapello Washington | 14.6 6.0 | 13,203 5,432 |
| Pecos | 3.3 | 2,700 | Shelby | 4.4 | 3,231 | Wayne | 3.4 | 2,985 |
| Presidio Reagan | 1.4 1.1 | 936 1,005 | Taylor | 3.4 | 2,414 | • | | , |
| Reeves | 4.7 | 4,123 | Missourí: | | | Missouri: | | |
| Sterling | .3 | 299 | | | | Adair | 6.6 | 5.090 |
| Sutton | 1.1 | 853 | Atchison Nodaway | 3.0 | 2,617 | Clark | 2.8 | 2,306 |
| Terreli Upton | .7 1.7 | 452 | Nouaway | 6.8 | 5,781 | Grundy | 4.4 | 3,759 |
| Ward | 1.7 4.1 | 1,507 3,533 | Nebraska: | | | Knox | 2.2 | 1,771 |
| Winkler | 3.9 | 3,443 | | | | Linn Macon | 5.9 5.8 | 5,031 4,868 |
| Yoakum | 2.3 | 2,108 | Antelope Burt | 3.1 3.3 | 2,443 | Mercer | 2.0 | 1,410 |
| Total | 109.3 | 97,000 | Butler | 3.3 | 3,028 2,828 | Putnam | 2.5 | 1,898 |
| | | | Cass | 5.4 | 4,930 | Schuyler | 1.7 | 1,451 |
| | | | Colfax | 3.1 | 2,900 | Scotland Sullivan | 2.2 3.1 | 1,913 2,405 |
| OKLAHOMA CIT | Y. OKLAH | IOMA | Cuming | 3.6 | 2,972 | Total | 117.8 | 103,000 |
| Oklahoma: | , | | Dodge Douglas | 10.3 105.5 | 9,499 100,958 | 10141 | 1,7.0 | 100,000 |
| Alfalfa | 3.0 | 2,542 | Gage Jefferson | 8,1 3.9 | 6,936 3,376 | | | |
| Beckham | 6.1 | 5,058 | Johnson | 2.0 | 1,648 | | | |
| Blaine | 4.0 | 3,613 | Lancaster | 48.4 | 44,398 | PADUCAH, KEN | TUCKY | |
| Caddo: | 9.0 | 7,488 | Madison | 7.8 | 6,608 | Illinois: | | |
| Canadian | 7.5 | 6,419 | Nemaha | 2.9 | 2,564 | | F 0 | 4.070 |
| Cleveland Creek | 13.2 13.0 | 11,310 11,246 | Otoe Pawnee | 5.3 1.7 | 4,880 | Alexander Franklin | 5.3 | 4,376 |
| Custer | 6.7 | 5,981 | Platte | 6.9 | 1,331 5,989 | Gallatin | 14.0 2.4 | 11,064 2,007 |
| Dewey | 2.1 | 1,796 | Polk | 2.2 | 2,048 | Hamilton | 3.3 | 2,533 |
| Ellis | 1.9 | 1,287 | Richardson | 4.6 | 3,757 | Hardin | 1.8 | 1,477 |
| Garfield | 17.0 | 15,412 | Saline | 4.3 | 3,914 | Jackson | 12.7 | 10,699 |
| Garvin Grady | 8.7 9.7 | 7,297 8,080 | Sarpy Saunders | 8.1 5.4 | 7,438 4,584 | Johnson Massac | 2.2 4.7 | 1,746 3,815 |
| Grant | 2.8 | 2, 514 | Seward | 4.0 | 3,170 | Pope | 1.3 | 1,033 |
| Circulation & m | | | | | | E 80 - 525 | | , |

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|-------------------------------|----------------------------|---------------------------------|--------------------------|----------------------------|------------------|------------------------------|----------------------------|------------------|----------------------------|----------------------------|-------------------|------------------------|----------------------------|--------------------------|
| Pulaski | 3.3 | 2,651 | Washington: | | | Lancaster | 81.5 | 72,162 | Ohio: | | | Franklin | 5.7 | 4,987 |
| Saline | 9.4 | 8,182 | Benton | 17.7 | 11,368 | Lebanon | 26.8 | 23,745 | Dalmont | 25.9 | 24,162 | Kenn e bec | 25.6 | 23,190 |
| Union Williamson | 5.2 15.6 | 4,208 13,012 | Franklin | 6.9 | 3,851 | Lehigh | 70.3 12.2 | 67,240 11,108 | Belmont Columbiana | 32.2 | 28,480 | Knox | 9.0 5.7 | 7,697 |
| IIIIIaiii30ii | 15.0 | 15,012 | Walla Walla | 12.7 | 5,223 | Monroe Montgomery | 151.4 | 145,758 | Harrison | 5.4 | 4,690 | Lincoln Oxford | 12.8 | 5,107 11,160 |
| Kentucky: | | | Total | 53.7 | †30,700 | Northampton Northumberlan | 61.3 | 58,532 28,487 | Jefferson Monroe | 29.1 4.6 | 26,562 3,825 | Sagadahoc Somerset | 6.9 11.5 | 6,109 9,842 |
| Ballard Coldwall | 2.6 | 2,146 | | | | Philadelphia | 617.4 | 587,312 | | | | Waldo | 6.5 | 5,67 5 |
| Caldwell Calloway | 4.1 6.5 | 3,262 4,828 | PEMBINA, NOR | TH DAKO | TA | Schuylkill | 54.2 | 46,647 | Pennsylvania: | | | York | 29.7 | 26,585 |
| Carlisle | 1.8 | 1,401 | Minnesota: | | | Total | 2,140.3 2 | ,019,200 | Allegheny | 487.7 | 464,932 | New Hampshire | ٠. | |
| Crittenden | 2.7 | 1,568 | Kittson | 2.4 | 1,853 | | | | Armstrong | 23.7 59.8 | 20,416 57,191 | Belknap | 8.6 | 8,237 |
| Fulton Graves | 3.4 9.8 | 2,860 7,371 | Marshall | 4.0 | 3,432 | | | | Beaver Butler | 32.5 | 28,793 | Carroll | 5.0 | 4,573 |
| Hickman | 2.1 | 1,537 | Roseau | 3.4 | 2,231 | PHOENIX-MES | A. ARIZON | 1 | Cambria | 57.4 | 54,632 | Coos | 10.9 | 10,283 |
| Hopkins | 11.7 | 8,941 | Markly Dalanta | | | | | | Clarion | 10.7 | 9,716 | Grafton | 14.2 | 11,277 |
| Livingston | 2.2 | 1,470 | North Dakota: | | | Arizona: | | | Crawford Fayette | 23.0 49.9 | 19,390 42,918 | Merrimack Strafford | 19.8 17.3 | 17,91 2 15,174 |
| Lyon McCracken | 1.4 18.2 | 1,077 14,696 | Pembina | 3.5 | 2,872 | Coconino | 10.9 | 8,873 | Forest | 1.3 | 1,174 | Sullivan | 8.6 | 7,263 |
| Marshall | 5:2 | 4,164 | Walsh | 4.7 | 4,308 | Gila Graham | 7.3 3.7 | 5,928 2,753 | Greene | 11.7 | 10,084 | | | · |
| Trigg | 2.5 | 1,969 | Total | 18.0 | 14,700 | Greeni e e | 3.0 | 2,328 | Indiana | 21.4 | 18,491 | New York: | | |
| Webster | 4.6 | 3,513 | | | | Maricopa | 201.3 | 179,536 | Jefferson Lawrence | 14.2 32.9 | 12,720 29,753 | Clinton | 18.1 | 16,491 |
| Missauri | | | BEODIA ILLINO | nie duur | 80 1 4 | Mohave | 2.5 | 1,884 | Mercer | 36.7 | 35,050 | Essex | 10.0 | 8,985 |
| Mis souri: | | | PEORÍA, ILLINO | DI2 (OHF | Market) | Navajo Pinal | 8.8 16.1 | 6,571 13,059 | Somerset | 22.4 | 20,396 | Vermont: | | |
| Bollinger | 2.7 | 2,099 | Illinois: | | | Yavapai | 9.7 | 7,242 | Venango | 18.8 | 16,799 | | c o | 5,922 |
| Cape Girardeau Mississippi | 12.9 5.7 | 11,466 4,649 | Bureau | 12.0 | 3,912 | Total | 263.3 | 228,200 | Washington Westmoreland | 64.7 103.4 | 61,632 98,766 | Caledonia Essex | 6.8 1.6 | 1,507 |
| New Madrid | 8.2 | 6.128 | Cass | 4.7 | 768 | | | | resumerenana | 100.1 | 30,700 | Lamoille | 3.0 | 2,843 |
| Scott | 9.6 | 8,101 | DeWitt | 5.6 | 3,780 | | | | West Virginia: | | | Orange | 4.4 | 3,688 |
| Stoddard | 8.7 | 6,857 | Fulton La Salle | 13.8 34.2 | 11,584 19,046 | | | | Barbour | 4.2 | 3,127 | Orleans Washington | 5.5 12.3 | 4,587 11,14 3 |
| | | | Logan | 9.1 | 7,726 | PITTSBURG, | (ANSAS-JOF | LIN, | Brooke | 8.1 | 7,327 | Windsor | 12.7 | 10,706 |
| Tennessee: | | | McLean | 26.1 | 19,351 | MISSOURI | | | Grant | 2.2 | 1,551 | Windham | 9.0 | 7,382 |
| Carroll | 7.3 | 5,276 | Marshall | 4.2 | 3,591 | Arkansas: | | | Hancock | 11.2 | 10,178 | Total | 362.8 | 325,800 |
| Henry | 7.1 | 5,763 | Mason Menard | 5.0 2.9 | 4,297 2,621 | Benton | 11.9 | 8,517 | Harrison Lewis | 23.6 5.2 | 21,293 4,543 | | | |
| Lake Obion | 2.6 8.5 | 1,93 5 6, 59 3 | Peoria | 58.5 | 54,051 | benton | 11.0 | 0,011 | Marion | 19.7 | 17,621 | PORT ARTHUR- | BEAUMON | I T , TEXAS |
| Weakley | 7.7 | 5,347 | Putnam | 1.4 | 1,227 | Kansas: | | | Marshall | 10.8 | 9,529 | Louisiana: | | |
| Total = | 241.0 | 191,800 | Stark Tazewell | 2.5 30.1 | 1,392 27,991 | Allen | 5.6 | 4,543 | Moneral | 6.4 | 5,210 | Beauregard | 5.4 | 3,876 |
| | | | Woodford | 7.2 | 6,035 | Bourbon | 5.7 | 4,774 | Monongalia Ohio | 16.0 21.8 | 13,958 20,785 | Calcasieu | 40.2 | 35,478 |
| | | | Total | | †167,400 | Cherokee | 7.5 | 6,221 | Preston | 7.2 | 6,185 | Cameron | 1.8 | 1,586 |
| PANAMA CITY, | FLORIDA | | | | | Coffey | 2.9 | 2,225 | Randolph | 7.0 | 5,236 | Vernon | 5.3 | 3,804 |
| Florida: | | | | | | Crawford Labette | 13.0 8.9 | 11,122 7,267 | Taylor | 4,5 | 3,768 | | | |
| Bay | 18.9 | 16,136 | PHILADELPHIA, | PENNSY | LVANIA | Montgomery | 15.3 | 13,194 | Tucker Wetzel | 2.2 5.6 | 1,895 4,958 | Texas: | | |
| Calhoun | 2.0 | 1,504 | Delaware: | | | Neosho | 6.4 | 5,793 | Total | 1,330.6 1 | | Chambers | 3.0 | 2,690 |
| Gulf | 2.8 | 2,417 | | | | Wilson | 4.4 1.9 | 3,682 | | ., | ,, | Hardin Jasper | 7.2 6.3 | 5,921 5,139 |
| Holmes Walton | 3.1 4.5 | 2,253 3,537 | Kent New Castle | 18.7 90.6 | 17,533 87,002 | Woodson | 1.5 | 1,396 | | | | Jefferson | 73.6 | 68,234 |
| Washington | 3.1 | 2,167 | Sussex | 22.2 | 19,008 | Mis so uri: | | | PLATTSBURGH, | NEW YOR | RK . | Liberty | 9.3 | 7,869 |
| Total = | 34.4 | 28,000 | | | , | | | 4 5 6 4 | New York: | | | Newton Orange | 2.8 16.6 | 2,195 14,465 |
| | | | Maryland: | | | Barry Barton | 6.3 3.9 | 4,564 2,970 | Clinton | 10 1 | 16,491 | Polk | 4.1 | 2,957 |
| | | | Cecil | 12.3 | 11,306 | Cedar | 3.3 | 2,477 | Essex | 18.1 10.0 | 8,985 | Sabine | 2.1 | 1,597 |
| PARKERSBURG, | | RGINIA | | | , | Dade | 2.6 | 1,958 | Franklin | 12.5 | 11,343 | San Augustine | 2.2 | 1,887 |
| (UHF Market) | | | New Jersey: | | | Jasper Lawrence | 27.3 7.7 | 23,575 6,244 | St. Lawrence | 29.1 | 25,464 | Tyler | 3.2 | 2,671 |
| Ohio: | | | Atlantic | 53.0 | 49,153 | McDonald | 3.9 | 2,904 | | | | Total | 183.1 | 160,400 |
| Washington | 15.4 | 3,947 | Burlington | 57.3 | 55,312 | Newton | 9.6 | 7,725 | Vermont: | | | DODTI AND 344 | INE | |
| | | -, | Camden | 115.9 | 111,070 | Vernon | 6.5 | 5,156 | Addison | 5.2 | 4,352 | PORTLAND, MA | INE | |
| West Virginia: | | | Cape May | 16.2 | 14,122 | Obj. t. | | | Chittenden | 20.1 | 18,058 | Maine: | | |
| Pleasants | 1.9 | 378 | Cumberland Gloucester | 32.0 39.4 | 28,973 37,894 | Oklahoma: | | | Franklin Grand Isle | 8.1 .8 | 7,310 795 | Androscoggin | 26.4 | 24,888 |
| Wood | 23.6 | 17,757 | Hunterdon | 16.3 | 14,788 | Craig | 4.5 | 3,751 | Lamoille | 3.0 | 2,843 | Cumberland | 55.2 | 52,616 |
| Total | 40.9 | †22,100 | Mercer | 77.8 | 74,421 | Delaware | 4.1 | 3,153 | Orleans | 5.5 | 4,587 | Franklin Kennebec | 5.7 25.6 | 4,987 23,190 |
| | | | Ocean | 34.8 17.2 | 33,732 | Nowata Ottawa | 3.5 9.4 | 3,029 8,041 | Rutland Washington | 13.5 | 11,539 | Knox | 9.0 | 7,697 |
| | | | Salem Warren | 17.2 19.4 | 16,453 18,555 | Total | 176.1 | 144,300 | Washington Total | 12.3 138.2 | 11,143 122,900 | Lincoln | 5.7 | 5,107 |
| PASCO, WASHIN | IGTON | | | 10.7 | 20,000 | | | , | IUIAI | 130.2 | 122,300 | Oxford | 12.8 | 11,160 |
| (UHF Market) | | | Pennsylvania: | | | | | | | | | Sagadahoc Somerset | 6.9 11.5 | 6,109 9,842 |
| Oregon: | | | • | 00 0 | 01 207 | | | | POLAND SPRIM | IG. MAIN | | York | 29.7 | 26,585 |
| Gilliam | 1.0 | 730 | Berks Bucks | 88.0 88.1 | 81,387 84,890 | PITTSBURGH, | PENNSYLV | ANIA | | - e, manu | | | | |
| Morrow | 1.4 | 1,104 | Carbon | 16.2 | 14,514 | Maryland: | | | Maine; | | | New Hampshir | e: | |
| | .7 | 590 | Chester | 57.4 | 55,099 | mai fiailu: | | | Androscoggin | 26.4 | 24,888 | Belknap | 8.6 | 8,237 |
| Sherman Umatilla | 13.3 | 7,803 | Delaware | 159.7 | 153,034 | Garrett | 5.5 | 4,370 | Cumberland | 55.2 | 52,616 | Carroll | 5.0 | 4,573 |

IN Portland Oregon...

IT'S EYE-CATCHING



KOIN-TV

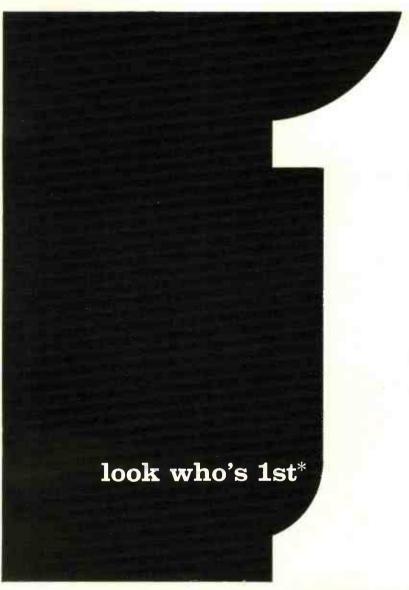
Women can get bored to death when all they have to look forward to every day is housework. KOIN-TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to ... a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

Channel 6, Portland, Oregon One of America's great influence stations

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

Give them a call, won't you?

| | Total Homes (Thous:) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF |
|--------------------------|----------------------------|---------------------------|--------------------------|----------------------------|-----------------|--------------------------|----------------------------|-----------------|
| PORTLAND, ME | .—contin | ued | PUEBLO-COLOR | ADO SPRII | NGS, | Duplin | 10.2 | 8,094 |
| | | | COLORADO | | | Durham | 31.5 | 27,598 |
| Coos | 10.9 | 10,283 | Colorado: | | | Edgecombe Franklin | 13.1 7.1 | 12,170 5,700 |
| Graffon | 14.2 | 11,277 | | • • | | Granville | 7.6 | 6,204 |
| Strafford | 17.3 | 15,174 | Bent | 2.0 | 1,478 | Green | 3.7 | 2,881 |
| Vermont: | | | Crowley Custer | 1.1 | 999 285 | Halifax | 14.1 | 11,451 |
| vermont: | | | El Paso | 44.0 | 39,539 | Harnett | 12.4 | 10,483 |
| Caledonia | 6.8 | 5,922 | Fremont | 6.2 | 5,189 | Hoke | 3.4 | 2,823 |
| Total | 251.3 | 227,600 | Huerfano | 2.3 | 1,672 | Johnston | 16.7 | 13,397 |
| | | | Kiowa | .7 | 470 | Lee | 7.2 14.0 | 5,978 11,774 |
| PORTLAND, OF | PECON | | Las Animas | 5.8 | 4,116 | Lenoir Martin | 6.5 | 5,605 |
| | Lucit | | Lincoln | 1.6 | 1,250 | Montgomery | 4.9 | 4,001 |
| Oregon: | | | Otero | 7.0 | 5,820 | Moore | 9.9 | 8,212 |
| Benton | 11.0 | 9,248 | Pueblo Telker | 32.8 .8 | 29,172 688 | Nash | 15.4 | 12,089 |
| Clackamas Clatsop | 35.0 9.4 | 33,135 8,503 | icivei | .0 | 000 | Orange | 10.9 | 8,444 |
| Columbia | 7.0 | 6,108 | New Mexico: | | | Pender | 4.6 | 3,716 |
| Coos | 16.9 | 13,171 | New Mexicu: | | | Person | 6.6 | 5,524 |
| Crook | 2.8 | 2,561 | Colfax | 3.9 | 2,666 | Robeson | 20.0 11.9 | 16,059 9,413 |
| Deschutes | 7.4 | 6,464 | Total | 108.6 | 93,300 | Sampson Vance | 8.2 | 7,136 |
| Gilliam. | .9 | 730 | | | | Wake | 46.3 | 41.195 |
| Hood River | 4.2 | 3,581 | | | | Warren | 4.5 | 3,714 |
| Jefferson | 2.0 | 1,648 | QUINCY, ILLIN | INIC BANNI | BAI | Wayne | 20.5 | 17,797 |
| Lane | 49.6 | 44,957 | MISSOURI | UIS-IIANN | DAL, | Wilson | 14.8 | 12,536 |
| Lincoln | 8.1 | 7,157 | | | | Virginia: | | |
| Línn Marion | 17.7 35.9 | 15,821 33,554 | Illinois: | | | Mecklenburg | 7.9 | 6,289 |
| Multnomah | 179.8 | 166,020 | Adams | 21.7 | 19,639 | Total | 406.9 | 343,800 |
| Polk | 8.2 | 7.225 | Brown | 2.0 | 1.756 | | | |
| Sherman | .7 | 671 | Cass | 4.7 | 4,043 | | | |
| Tillamook | 5.7 | 4,463 | Greene | 5.6 | 4,874 | | | |
| Wasco | 6.3 | 5,664 | Hancock | 7.9 | 7,065 | RAPID CITY, S | OUTH DA | COTA |
| Washington | 28.0 | 25,791 | Henderson | 2.5 | 2,239 | Nebraska: | | |
| Wheeler | .8 | 732 | McDonough | 9.1 | 7,777 | | | |
| Yamhill | 10.1 | 8,824 | Morgan Pike | 10.5 6.8 | 8,757 5,583 | Box Butte | 3.6 | 2,941 |
| Washington: | | | Schuyler | 2.9 | 2,460 | Dawes | 3.0 10.3 | 2,232 9,071 |
| _ | | | Scott | 2.0 | 1,690 | Scotts Bluff Sheridan | 2.7 | 2,293 |
| Clark Cowlitz | 28.9 | 27,004 | | | | Sioux | .8 | 524 |
| Klickitat | 17.9 4.1 | 16,419 3,317 | lowa: | | | o loux | | |
| Lewis | 13.6 | 11,498 | | 0.0 | 0.500 | South Dakota | | |
| Skamania | 1.6 | 1,372 | Davis Des Moines | 2.9 14.3 | 2,563 12,951 | | | 670 |
| Wahkiakum | 1,0 | 945 | Jefferson | 5.0 | 4,663 | Bennett Butte | 8 2.6 | 672 2,240 |
| Total | 514.6 | 466,600 | Lee | 13.3 | 12,203 | Custer | 1.5 | 1,158 |
| | | | Van Buren | 3.2 | 2.918 | Fall River | 3.1 | 2,637 |
| DDECOUR 1011 | E MAINE | | | | | Haakon | .9 | 823 |
| PRESQUE ISLI | L, MAINE | | Missouri: | | | Harding | .6 | 475 |
| Maine: | | | A.d.: | | F 000 | Jackson | .5 | 457 |
| Aroostook | - 26.0 | 22,476 | Adair | 6.6 8.3 | 5,090 | Lawrence | 5.0 | 4,359 |
| Total | 26.0 | 22,500 | Audrain Clark | 2.8 | 7,414 2,306 | Meade | 3.2 | 2,679 |
| | | | Knox | 2.2 | 1,771 | Pennington Perkins | 16.6 1.7 | 14,379 1,554 |
| De AUICE | -110 | | Lewis | 3.5 | 3,104 | Shannon | 1.7 | 955 |
| PROVIDENCE, | RHODE IS | SLAND | Macon | 5.8 | 4,868 | Washabaugh | .2 | 209 |
| Connecticut: | | | Marion | 9.9 | 8,749 | Ziebach | .6 | 494 |
| | F0.0 | F1 F00 | Monroe | 3.6 | 3,104 | | | |
| New London | 53.8 | 51,528 | Montgomery | 3.8 | 3,050 | Wyoming: | | |
| Windham | 21.0 | 19,036 | Pike | 5.5 | 4,582 | , , | | 1 0 8 8 |
| Massachusett | S: | | Rails Randolph | 2.6 7.8 | 1,968 6,420 | Campbell | 1.8 | 1,244 969 |
| | | 01.000 | Schuyler | 1.7 | 1,451 | Crook Niobrara | 1.3 1.2 | 1,089 |
| Barnstable | 22.5 | 21,682 | Scotland | 2.2 | 1,913 | Weston | 2.3 | 1,966 |
| Bristol Dukes | 125.0 | 119,099 1,802 | Shelby | 3.2 | 2,693 | Total | 65.5 | 55,400 |
| Nantucket | 2.0 | 1,802 | Total | 183.9 | 159,700 | , utai | 30.0 | 55, 100 |
| Plymouth | 74.2 | 71,044 | | | | | | |
| Worcester | 174.0 | 162,388 | | | | | | |
| Rhode Island: | | ,, | RALEIGH-DURI Carolina | IAM, NORT | 'H | REDDING, CAI | .!FORNIA | |
| | | 10.000 | | | | California: | | |
| Bristol | 10.8 | 10,383 | North Carolin | a: | | Dutto | 27.7 | 24,296 |
| Kent Newport | 33.1 20.7 | 31,792 19,815 | Alamance | 24.3 | 22,041 | Butte Colusa | 3.9 | 3,436 |
| | 20.7 178.5 | 169,936 | Bladen | 6.7 | 5,254 | Glenn | 5.3 | 4,834 |
| Providence | | | | 7.0 | 5,954 | Modoc | 2.6 | 2,012 |
| Providence Washington | 16.2 | 10.5// | Gliatilam | | | | | |
| Washington Total | 16.2 733.0 | 15,522 695 ,000 | Chatham Cumberland | 35.0 | 30,229 | Shasta | 18.9 | 16,696 |





PROVIDENCE WJAR-TV

Most crowded television market in the country where the impact of WJAR-TV packs continuing market leadership.

*Latest ARB — October 29 through November 25, 1961, rates WJAR-TV first in homes reached in every Mon.–Fri. daytime day-part classification and Mon.–Sun. evening day-part classification, delivering an average of 28% more total homes than the second station from 9 a.m. to midnight, Mon.—Sun.

25% more homes from 9 a.m. to Noon, Mon.–Fri.
11% more homes from Noon to 6 p.m., Mon.–Fri.
52% more homes from 6 p.m. to 10 p.m., Mon.–Sun.
44% more homes from 10 p.m. to Midnight, Mon.–Sun.

*Latest Neilsen Index — October 23 through November 19, 1961 — WJAR-TV is first over the second station in every day-part station share from 9 a.m. to sign-off.

118% more homes 9 a.m. to Noon, Mon.-Fri.
42% more homes Noon to 3 p.m., Mon.-Fri.
69% more homes 3 p.m. to 5 p.m., Mon.-Fri.
16% more homes 5 p.m. to 7:30 p.m., Mon.-Fri.
59% more homes 7:30 p.m. to 11 p.m., Sat. & Sun.
50% more homes 11 p.m. to 2 a.m., Sat. & Sun.

WJAR-TV Affiliated with WJAR Radio - NBC, ABC • Represented by Edward Petry & Co. Inc.

*WJAR-TV percentage of homes over second station.

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | 1 | Total Homes (Thous.) | VHF Homes |
|------------------------------|---------------------------------------|-----------------|---------------------------|----------------------------|-----------------|-------------------------|----------------------------|-------------------------|-----------------------|----------------------------|------------------|----------------------|----------------------------|-----------------|
| REDDING, CA | ALIF.—confi | nued | Madison | 2.2 | 1,484 | Roanoke | 47.5 | 43,951 | Jo Daviess | 6.5 | 5,634 | Butte | 27.7 | 24,296 |
| | *** | | Mathews Mecklenburg | 2.2 7.9 | 1,975 6,289 | Rockbridge | 8.0 | 6,701 6,482 | Lee | 10.5 | 9,222 | Calaveras Colusa | 3.4 3.9 | 2,925 3,436 |
| Siskiyou Sutter | 10.9 10.1 | 9,220 8,252 | Middlesex | 1.8 | 1,582 | Smyth Tazewell | 7.8 11.4 | 9,274 | McHenry Ogle | 25.0 11.8 | 24,151 10,713 | El Dorado | 10.1 | 8,538 |
| Tehama | 8.1 | 6,894 | Nelson | 3.3 | 2,796 | Wythe | 5.9 | 5,147 | Stephenson | 14.5 | 12,686 | Glenn | 5.3 | 4,834 |
| Trinity | 3.2 | 2,509 | New Kent | 1.1 | 890 | | | | Winnebago | 63.9 | 60,672 | Lake | 5.3 | 4,115 |
| | | | Northumberland | 2.8 | 2,411 | West Virginia | : | | | | | Lassen | 4.3 | 3,254 |
| Oregon: | | | Nottoway Orange | 4.1 3.6 | 3,413 2,927 | Greenbrier | 9.5 | 7,748 | Wisconsin: | | | Nevada Placer | 7.4 17.6 | 5,556 15,155 |
| Lake | 2.2 | 1,913 | Page | 4.5 | 3,930 | Mercer | 19.2 | 16,520 | Green | 7.7 | 6,482 | Plumas | 3.8 | 3,148 |
| Total | 92.9 | 80,100 | Powhatan | 1.4 | 1,209 | Monroe | 3.1 | 2,325 | Lafayette | 5.0 | 4,102 | Sacramento | 157.7 | 152,740 |
| Total | 32.3 | 00,100 | Prince Edward | 3.7 | 2,738 | Pocahontas | 2.8 | 2,034 | Rock | 34.0 | 30,817 | San Joaquin | 75.8 | 71,008 |
| | | | Prince George Richmond | 12.3 1.7 | 10,193 1,482 | Summers Total | 4.2 377.7 | 3,390 317,900 | Walworth- | 15.6 | 14,456 | Sierra Solano | .7 39.0 | 604 37,292 |
| | | | Rockingham | 14.4 | 11,335 | iviai | 3/1./ | 317,300 | Total | 221.5 | 203,600 | Stanislaus | 48.6 | 42,657 |
| RENO, NEVAI | DA | | Southampton | 6.6 | 5,840 | | | | | | | Sutter | 10.1 | 8,252 |
| California: | | | Spotsylvania | 7.6 | 6,371 | ROCHESTER, | MINNESOTA | | | | | Tuolumne | 5.0 | 4,246 |
| Alpine | .1 | 82 | Surry | 1.5 | 1,211 | | militari (2017 | | ROCK ISLAND, | | | Yolo Yuba | 20.3 10.0 | 17,406 9,135 |
| Lassen | 4.3 | 3,254 | Sussex Westmoreland | 2.9 2.9 | 2,492 2,429 | lowa: | | | DAVENPORT | , IOWA | | Tuba | 10.0 | 3,133 |
| Modoc | 2.6 | 2,012 | York | 6.0 | 5,277 | Allamakee | 4.5 | 4,046 | Illinois: | | | Nevada: | | |
| Mono | .8 | 706 | Total | 332.2 | 282,800 | Cerro Gordo | 15.4 | 14,098 | Bureau | 12.0 | 10,572 | | | 00.55- |
| | | | | | | Chickasaw Floyd | 4.3 6.5 | 3,626 5,816 | Carroll | 6.1 | 5,476 | Washoe | 29.1 | 26,685 |
| Nevada: | | | | | | Franklin | 4.8 | 4,348 | Henderson | 2.5 | 2,239 | Total | 488.2 | 448,000 |
| Churchill | 2.5 | 2,333 | | | | Howard | 3.7 | 3,388 | Henry | 15.7 | 13,706 | | | |
| Douglas | 1.2 | 1,118 | DIVEDTON: WWO | LILLIO | | Mitchell | 4.1 | 3,864 | Jo Daviess | 6.5 | 5,634 | | | |
| Esmeralda | .2 | 100 | RIVERTON, WYO | WING | | Winnebage Winneshiek | 4. 0 5.9 | 2,980 4,943 | Knox Lasalle | 18.9 34.2 | 16,745 32,282 | SAGINAW-FLIN | T-BAY CIT | Y. |
| Eureka Humboldt | .2 1.9 | 238 1,596 | Wyoming: | | | Worth | 3.1 | 2,804 | Lee | 10.5 | 9,222 | MICHIGAN | | •, |
| Lander | .5 | 402 | Big Horn | 3.4 | 2,645 | | | _, | McDonough | 9.1 | 7,777 | Minhimon | | |
| Lyon | 1.9 | 1,845 | Fremont | 7.2 | 5,786 | Minnesota: | | | Mercer | 5.3 | 4,841 | Michigan: | | |
| Mineral | 1.8 | 1,549 | Hot Springs | 2.0 | 1,695 | Dodge | 3.7 | 3,424 | Ogle | 11.8 | 10,713 | Alpena | 8.0 | 6,753 |
| Nye | 1.5 | 1,045 | Washakie | 2.5 | 2,172 | Faribault | 7.0 | 6,089 | Putnam Rock Island | 1.4 46.5 | 1,252 43,940 | Arenal | 2.9 | 2,561 |
| Ormsby Pershing | 2.4 1.1 | 2,262 925 | Total | 15.1 | 12,300 | Fillmore | 7.1 | 6,109 | Stark | 2.5 | 2,245 | Bay Clare | 30.4 3.5 | 28,432 3,184 |
| Storey | .2 | 139 | | | | Freeborn Houston | 11.2 4.6 | 10,120 4,016 | Warren | 6.8 | 6,006 | Clinton | 10.4 | 9,539 |
| Washoe | 29.1 | 26,685 | | | | Mower | 13.9 | 13,275 | Whiteside | 17.9 | 16,455 | Eaton | 14.3 | 13,388 |
| Total | 52 ₃3 | 46,300 | | | | Olmsted | 18.9 | 17,267 | | | | Genesee | 107.2 | 101,641 |
| | | | ROANOKE, VIRGI | N1A | | Steele | 7.4 | 6,626 | lowa: | | | Gladwin Gratiot | 3.1 10.5 | 2,771 9,129 |
| | | | North Carolina: | | | Wabasha Waseca | 4.8 4.7 | 4,374 3,966 | Cedar | 5.5 | 5,085 | Huron | 9.5 | 8,034 |
| RICHLAND, V | VASHINGTO | 1 | | | 00.044 | Winona | 11.8 | 10,186 | Clinton | 16.6 | 15,848 | Ingham | 61,3 | 57,369 |
| | et)—Datailn | | Allegheny | 24.3 2.2 | 22,041 1,828 | | | | Des Moines | 14.3 | 12,951 | Ionia | 11.5 | 10,424 |
| | | | Alleghany Caswell | 4.5 | 3,538 | Wisconsin: | | | Dubuque Henry | 21.3 5.5 | 19,239 5,078 | losco Isabella | 4.9 8.8 | 4,535 7,464 |
| | | | Person | 6.6 | 5,524 | Buffalo | 4.0 | 3,063 | Jackson | 6.1 | 5,214 | Lapeer | 10.8 | 9,525 |
| RICHMOND, | VIRGINIA | | Rockingham | 19.6 | 17,537 | Crawford | 4.5 | 3,612 | Jefferson | 4.9 | 4,663 | Midland | 13.9 | 12,927 |
| | · · · · · · · · · · · · · · · · · · · | | | | | Pepin | 2.0 | 1,737 | Johnson | 15.2 | 13,705 | Montcalm | 10.9 | 9,583 |
| Virginia; | | | Virginia: | | | Total | 161.9 | 143,800 | Jones Louisa | 5.8 | 5,257 2,990 | Ogemaw | 2.8 2.4 | 2,610 2,052 |
| Albemarle | 17.6 | 13,347 | Alleghany | 8.3 | 6,934 | | | | Muscatine | 3.2 10.9 | 10,058 | Roscommon Saginaw | 53.5 | 50,065 |
| Amelia | 1.8 | 1,435 | Amherst | 5.2 | 3,936 | | | | Scott | 36.0 | 32,970 | Sanilac | 9.4 | 8,548 |
| Appomattoy | 2.4 | 1,891 | Appomattox | 2.4 | 1,891 | ROCHESTER, | NEW YORK | | Washington | 6.0 | 5,432 | Shiawassee | 15.5 | 13,734 |
| Augusta Brunswick | 20.5 4.2 | 15,265 3,550 | Augusta Bath | 20.5 1.4 | 15,265 1,058 | New York: | | | Total | 359.0 | 327,600 | Tuscola | 11.9 | 10,458 |
| Buckingham | 2.7 | 2,046 | Bedford | 8.3 | 6,638 | Allegany | 12.4 | 11,247 | | | | Total | 417.4 | 384,700 |
| Caroline | 3.0 | 2,690 | Bland | 1.4 | 1,188 | Cayuga | 21.5 | 20,197 | | | | | | |
| Charlotte | 1.1 | 930 | Botetourt | 4.6 | 3,977 | Genesee | 15.7 | 14,683 | ROME-UTICA, | NEW YOR | K | | | |
| Charles City Chesterfield | 3.4 19.8 | 2,732 19,217 | Buckingham | 2.7 25.1 | 2,046 21,022 | Livingston | 12.0 | 10,883 | (See Utica) | 1 | | ST. JOSEPH, I | MISSOURI | |
| Cumberland | 1.6 | 1,307 | Campbell Carroll | 7.9 | 6,282 | Monroe Ontario | 179.0 19.5 | 171,891 18,218 | | | | , | | |
| Dinwiddie | 15.1 | 12,932 | Charlotte | 1.1 | 930 | Orleans | 10.1 | 9,602 | | | | lówa: | | |
| Essex | 1.7 | 1,391 | Craig | .9 | 820 | Seneca | 8.6 | 8,127 | ROSWELL, NEV | W MEXICO | | Page | 6.7 | 6,017 |
| Fluvanna. | 1.8 | 1,434 | Floyd | 2.9 | 2,221 | Steuben | 28.7 | 25,923 | New Mexico: | | | Ringgold | 2.6 | 2,295 |
| Gloucester Goochland | 3.5 2.0 | 3,115 1,826 | Franklin Giles | 6.7 4.6 | 5,273 3,874 | Wayne Wyoming | 19.7 9.6 | 18,426 8,665 | | | | Taylor | 3.4 | 2,414 |
| Greene | 1.1 | 755 | Grayson | 4.8 | 3,599 | Yater | 5.6 | 4,976 | Chaves | 16.0 | 13,957 | V | | |
| Greensville | 4.0 | 3,368 | Halifax | 9.9 | 7,956 | Total | 343.3 | 322,800 | De Baca | .8 | 694 | Kansas: | | |
| Hanover | 7.3 | 6,184 | Henry | 15.7 | 13,715 | | - 10.0 | , | Total | 16.8 | 14,700 | Atchison | 6.2 | 5,438 |
| Henrico | 102.0 | 91,251 | Highland | .9 | 724 | | | | | | | Brown | 4.5 | 3,867 |
| Isle of Wight James City | 4.3 | 3,649 3,770 | Linenburg Mecklenburg | 3.3 7.9 | 2,706 6,289 | ROCKFORD, I | LLINOÍS | | | | | Doniphan Jackson | 3.0 3.4 | 2,582 3,118 |
| King and Que | | 1,120 | Montgomery | 11.2 | 9,733 | | | | SACRAMENTO- | | i, | Jackson Jefferson | 3.4 | 2,778 |
| King William | 1.9 | 1,705 | Nelson | 3.3 | 2,796 | Illinois: | | | CALIFORNIA | | | Leavenworth | 12.4 | 10,021 |
| l anagatar | 2.6 | 2,355 | Patrick | 4.0 | 3,200 | Boone | 6.1 | 5,479 | California: | | | Marshall | 5.2 | 4,263 |
| Lancaster | | 2,579 | Pittsylvania. | 28.7 | 23,319 | Carroll | 6.1 | 5,476 | | | | Nemaha | 3.8 | 3,074 |
| Louisa Lunenburg | 3.3 3.3 | 2,706 | Pulaski | 7.4 | 6,447 | De Kalb | 14.8 | 13,738 | Amador | 3.1 | 2,758 | Pottawasony | 3.7 | 3,320 |

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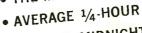
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|---------------------------------|--|---|--|
| No. | 6 Dick Tower | Channel 5 | |
| No. | 7 Bonanza 8 Saturday Night at the Movies 9 Hazel 10 Checkmate November, 1961 ARB | | |
| | | | |

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|---|---|--|--|--|--|--|--|--|--|---|--|--|--|---|
| ST. JOSEPH, | MO.—cont | inued | St. Francois | 11.0 | 9,635 | ST. PETERSBUR | RG-TAMP/ | ١, | Lander | .5 | 402 | Frio | 2.5 | 1,831 |
| | | | St. Louis | 465.1 | 435,506 | FLORIDA | | | White Pine | 3.0 | 2,587 | Gillespie | 3.3 | 2,327 |
| Missouri: | | | Ste. Genevieve Shannon | 3.3 2.1 | 2,883 1,030 | Florida: | | | | | | Goliad Gonzales | 1.6 5.3 | 1,176 4,20 8 |
| Andrew | 3.6 | 3,151 | Warren | 2.6 | 2,162 | Charlotte | 5.2 | 4,712 | Utah: | | | Guadalupe | 8.2 | 6,970 |
| Atchison | 3.0 | 2,617 | Washington | 3.9 | 2,978 | Citrus | 3.2 | 2,580 | Beaver | 1.2 | 1,095 | Hays | 5.2 | 4,402 |
| Buchanan | 30.0 | 26,497 | Total | 880.0 | 795,600 | De Soto | 3.0 | 2,578 | Box Elder | 6.7 | 6 <u>,</u> 075 | Karnes | 3.9 | 3,069 |
| Caldwell | 3.2 | 2,763 | | | | Hardee | 3.6 | 3, 0 85 | Cache | 9.9 | 8,363 | Kendall | 1.9 | 1,491 |
| Carroll Clinton | 4.7 3.9 | 3,934 3,587 | | | | Hernando | 3.6 | 3,191 | Carbon Daggett | 5.9 .3 | 4,784 162 | Kerr Kimble | 5.1 1.3 | 4,057 846 |
| Daviess | 3.4 | 2,351 | | | | Highlands | 7.1 | 6,070 | Davis | 16.2 | 14,912 | Kinney | .6 | 334 |
| De Kalb | 2.4 | 2,164 | | | | Hillsborough Lee | 127.5 19.0 | 116,585 16,972 | Duchesne | 1.7 | 1,347 | La Salle | 1.5 | 1,092 |
| Gentry | 3.2 | 2,760 | ST. PAUL-MINN | EAPOLIS | | Manatee | 26.2 | 24,333 | Emery | 1.5 | 1,231 | Lavaca | 6.3 | 4,262 |
| Grundy | 4.4 | 3,759 | MINNESOTA | | | Osceola | 7.0 | 6,203 | Garfield | .9 | 772 | Live Oak | 2.0 | 1,574 |
| Harrison | 4.1 2.7 | 3,305 2,461 | Minnesota: | | | Pasco | 12.9 | 10,721 | Grand | 2.0 2.9 | 1,220 2,291 | McMullen | .3 | 285 896 |
| Holt Linn | 5.9 | 5,031 | | 00.7 | 00.040 | Pinellas | 153.5 | 140,204 | Iron Juab | 1.3 | 1,230 | Mason Maverick | 1.3 3.3 | 1,469 |
| Livingston | 5.3 | 4,345 | Anoka Benton | 22.7 4.4 | 22,042 3,466 | Polk | 59.4 | 50,735 28,685 | Millard | 2.1 | 1,601 | Medina | 4.9 | 4,192 |
| Mercer | 2.0 | 1,410 | Blue Earth | 12.7 | 11,493 | Sarasota Sumter | 30.4 3.5 | 2,880 | Morgan | .7 | 660 | Real | .6 | 380 |
| Nodaway | 6.8 | 5,781 | Brown | 8.0 | 5,966 | Total | 465.1 | 419,500 | Piute | .4 | 305 | Uvalde | 4.6 | 3,655 |
| Plate | 7.0 | 6,438 | Carver | 5.8 | 5,313 | IVIAI | 700.1 | 713,300 | Rich | .4 | 334 | Val Verde | 6.3 | 4,476 |
| Sullivan Worth | 3.1 | 2,405 | Cass | 4.9 | 3,047 | | | | Salt Lake | 110.2 3.3 | 103,442 3,020 | Victoria | 13.1 | 10,957 2,945 |
| WOILII | 1.3 | 1,135 | Chisago | 4.0 | 3,783 | | | | Sanpete Sevier | 3.0 | 2,742 | Wilson Zavala | 3.5 2,8 | 1,867 |
| Nebraska: | | | Cottonwood | 4.8 | 3,756 | | | | Summit | 1.6 | 1,473 | Total | 324.9 | 275,500 |
| Neuraska: | | | Crow Wing Dakota | 9.7 21.2 | 7,427 19,814 | SALINAS-MONT | EDEA C | MITTORNIA | Tooele | 4.7 | 4,015 | TULAL | 324.3 | 213,300 |
| Nenaha | 2.9 | 2,564 | Dodge | 3.7 | 3,424 | | LIKEI, OF | ALII UNINA | Uintah | 2.9 | 2,531 | | | |
| Pawnee | 1.7 | 1,331 | Goodhue | 9.9 | 8,855 | California: | | | Utah | 26.6 | 23,858 | | | |
| Richardson | 4.6 | 3,757 | Hennepin | 263.6 | 252,168 | Merced | 25.8 | 22,697 | Wasatch | 1.4 | 1,233 | | | |
| Total | 167.5 | 14 <mark>2,70</mark> 0 | Hubbard | 3.0 | 2,001 | Monterey | 53.4 | 45,883 | Wayne Weber | .4 | 446 29,202 | SAN DIEGO, | CALIFORNI: | Δ |
| | | | Isanti | 3.4 | 3,102 | San Benito | 4.6 | 4,040 | weber | 31.1 | 23,202 | | 0/12/1 0/1/1/1/ | |
| | | | Jackson | 4.5 | 3,615 | San Luis Obispo | | 23,161 | Wyoming: | | | California: | | |
| | | | Kanabec Kandiyohi | 2.6 8.4 | 2,116 7,288 | Santa Barbara | 54.0 | 47,829 | | | | San Diego | 318.7 | 308,437 |
| ST. LOUIS, I | MÍSSOURI | | Le Sueur | 5.8 | 5,131 | Santa Cruz. | 31.1 | 27,940 | Lincoln | 2.5 | 1,827 | Total | 318.7 | 308,400 |
| | | | Lyon | 6.4 | 5,343 | Stanislaus Tuolumne | 48.6 5.0 | 42,657 4,246 | Sweetwater Uinta | 5.5 2.0 | 4,310 1,841 | | | |
| Illinois: | | | McLeod | 7.2 | 6,644 | Total | 248.7 | 218,500 | Total | 278.8 | 251,600 | | | |
| Bond | 4.4 | 3,681 | Martin | 8.1 | 7,369 | 7000 | 210.7 | 2.0,000 | Total | 270.0 | 201,000 | | | |
| Calhoun | 1.8 | 1,446 | Meeker Mille Lacs | 5.4 4.3 | 4,816 3,641 | | | | | | | | | |
| Clay Clinton | 5.2 6.8 | 4,220 5,803 | Morrison | 6.9 | 5,833 | | | | | | | SAN FRANCIS | | ND, |
| Effingham | 6.8 | 5,674 | Nicollet | 5.6 | 4,869 | | | | CAN ANGELO | TEVAC | | CALIFORNI | A | |
| Fayette | 6.8 | 5,446 | Olmsted | 18.9 | 17,267 | SALISBURY, M | ARYLAND | | SAN ANGELO, | I EXAS | | California: | | |
| Franklin | 14.0 | 11,064 | Pine | 4.8 | 3,960 | (UHF Market | | | Texas: | | | | 200.2 | 272.050 |
| Greene | 5.6 | 4,874 | Ramsey | 127.0 | 121,271 | Delewers | | | Coke | 1.1 | 907 | Alameda Contra Costa | 299.2 120.5 | 273,950 115,602 |
| Jackson | 12.7 | 10,699 | Redwood | 6.3 | 4,812 | Delaware: | | | | | | Lake | | |
| Jefferson | 10.0 | | Ronville | | 1 435 | | | | Concho | 1.1 | 930 | | | 4.110 |
| lorcov | 10.6 | 8,602 | Renville Rice | 6.6 9.7 | 4,935 9,237 | Sussex | 22.2 | 10,454 | Concho Crockett | 1.1 1.1 | 930 876 | Marin | 5.3 46.0 | 4,115 43,116 |
| | 4.9 | 8,602 4,036 | Rice | 9.7 | 9,237 | Sussex | 22.2 | 10,454 | | 1.1 .3 | 876 299 | | 5.3 | 43, <mark>116</mark> 12,050 |
| Macoupin | 4.9 14.1 | 8,602 4,036 12,058 | | | | Sussex Maryland: | 22.2 | 10,454 | Crockett Irion McCulloch | 1.1 .3 3.0 | 876 299 2,050 | Marin Mendocino Monterey | 5.3 46.0 15.1 53.4 | 43,116 12,050 45,883 |
| Macoupin Madison | 4.9 | 8,602 4,036 | Rice Scott Sherburne Sibley | 9.7 5.7 3.2 4.5 | 9,237 5,089 2,883 3,916 | Maryland: | | | Crockett Irion McCulloch Menard | 1.1 .3 3.0 .9 | 876 299 2,050 578 | Marin Mendocino Monterey Napa | 5.3 46.0 15.1 53.4 19.3 | 43,116 12,050 45,883 17,065 |
| Macoupin Madison Marion Monroe | 4.9 14.1 67.6 12.9 4.6 | 8,602 4,036 12,058 63,280 11,291 4,220 | Rice Scott Sherburne Sibley Stearns | 9.7 5.7 3.2 4.5 19.1 | 9,237 5,089 2,883 3,916 17,314 | Maryland: Somerset | 5.7 | 4,383 | Crockett Irion McCulloch Menard Reagan | 1,1 .3 3.0 .9 1.1 | 876 299 2,050 578 1,005 | Marin Mendocino Monterey Napa San Benito | 5.3 46.0 15.1 53.4 19.3 4.6 | 43,116 12,050 45,883 17,065 4,040 |
| Macoupin Madison Marion Monroe Montgomery | 4.9 14.1 67.6 12.9 4.6 10.3 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 | Rice Scott Sherburne Sibley Stearns Steele | 9.7 5.7 3.2 4.5 19.1 7.4 | 9,237 5,089 2,883 3,916 17,314 6,626 | Maryland: Somerset Wicomico | 5.7 14.8 | 4,383 13,014 | Crockett Irion McCulloch Menard Reagan Runnels | 1.1 .3 3.0 .9 1.1 4.7 | 876 299 2,050 578 1,005 4,028 | Marin Mendocino Monterey Napa San Benito San Francisco | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 | 43,116 12,050 45,883 17,065 4,040 262,501 |
| Macoupin Madison Marion Monroe Montgomery Morgan | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 | Rice Scott Sherburne Sibley Stearns Steele Todd | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 | Maryland: Somerset Wicomico Worcester | 5.7 14.8 7.2 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher | 1,1 .3 3.0 .9 1.1 | 876 299 2,050 578 1,005 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 | Maryland: Somerset Wicomico | 5.7 14.8 7.2 | 4,383 13,014 | Crockett Irion McCulloch Menard Reagan Runnels | 1.1 .3 3.0 .9 1.1 4.7 | 876 299 2,050 578 1,005 4,028 730 | Marin Mendocino Monterey Napa San Benito San Francisco | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 | Rice Scott Sherburne Sibley Stearns Steele Todd | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 | Maryland: Somerset Wicomico Worcester | 5.7 14.8 7.2 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 | 876 299 2,050 578 1,005 4,028 730 853 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 | Maryland: Somerset Wicomico Worcester | 5.7 14.8 7.2 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 | Maryland: Somerset Wicomico Worcester | 5.7 14.8 7.2 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 | Maryland: Somerset Wicomico Worcester Total | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 | Maryland: Somerset Wicomico Worcester Total | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 |
| Macoupin Madison Marison Marison Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicing | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 2†33,600 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri; Carter | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 | Maryland: Somerset Wicomico Worcester Total | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral | 5.3 46.0 15.1 53.4 19.3 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marison Marison Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: Carter Crawford | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Barron | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 11.8 8.3 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,963 10,186 7,389 3,953 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 2†33,600 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 | Marin Mendocino Monterey Napa San Benito San Francisco San Jaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: Carter Crawford Dent Franklin | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 | 8,602 4,036 12,056 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4,7 14.0 4.2 11.8 8 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: | 5.7 14.8 7.2 49.9 | 4,383 13,014 5,716 2†33,600 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa | 1.1 .3 3.0 .9 .1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missourí; Carter Crawford Dent Franklin Gasconade | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4,7 14.0 4.2 11.8 8.3 e 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock | 5.7 14.8 7.2 49.9 Y, UTAH | 4,383 13,014 5,716 2†33,600 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marison Marison Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: Carter Crawford Dent Franklin Gasconade Iron | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 3.4 13.6 4.0 2.4 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Barron Buffalo Burnett Chippewa | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 1,138 7,389 3,953 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marison Marison Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: Carter Crawford Dent Franklin Gasconade Iron Jefferson | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 3.4 13.6 4.0 2.4 19.2 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 17,431 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 e 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,963 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 1.1 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 881 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missouri: Carter Crawford Dent Franklin Gasconade Iron Lincoln | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 3.4 13.6 4.0 2.4 19.2 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 17,431 4,054 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn Eau Claire | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 11.8 8.3 e 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 14,844 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou Franklin | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 1,838 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco Caldwell | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 1.15.1 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 81 4,113 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair St. Clair St. Clair Carter Crawford Dent Franklin Gasconade Iron Jefferson Lincoln Madison | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 13.6 4.0 2.4 19.2 4.8 2.9 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 17,431 4,054 2,001 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn Eau Claire Pepin | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 14.0 4.2 11.8 8.3 4.6 10.1 4.0 2.8 11.9 7.4 17.2 2.0 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 14,844 1,737 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco Caldwell Calhoun | 1.1 3.3 3.0 9 1.1 4.7 8.8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 1.1 185.7 1.1 4.3 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 881 4,113 3,372 | Marin Mendocino Monterey Napa San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missourí: Carter Crawford Dent Franklin Gasconade Iron Jefferson Lincoln Madison Montgomery | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 13.6 4.0 2.4 19.2 4.8 19.2 4.8 2.9 3.7 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 217,431 4,005 2,001 3,050 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn Eau Claire | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 4.8 3.4 4.7 11.8 8.3 e 4.6 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,963 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 14,844 1,737 5,666 6,660 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou Franklin Oneida | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 1,838 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco Caldwell Calhoun Comal | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 1.1 5.1 4.3 5.8 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 881 4,113 4,113 4,212 4,922 | Marin Mendocino Monterey Napa San Benito San Francisco San Jaoquin San Mateo Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye Total | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missourí: Carter Crawford Dent Franklin Gasconade Iron Jefferson Lincoln Madison Montgomery Perry | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 13.6 4.0 2.4 19.2 4.8 2.9 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 7,300 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 17,431 4,054 2,001 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn Eau Claire Pepin Pierce Polk Rusk | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 14.0 4.2 11.8 8.3 4.6 10.1 4.0 2.8 11.9 7.4 17.2 2.0 6.2 7.4 4.2 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,966 12,793 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 6,484 1,737 5,669 6,669 6,669 6,353 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou Franklin | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 1,838 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco Caldwell Calhoun | 1.1 3.3 3.0 9 1.1 4.7 8.8 1.1 19.6 34.8 4.9 1.3 5.2 6.1 185.7 1.1 185.7 1.1 4.3 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 881 4,113 3,372 | Marin Mendocino Monterey Napa San Benito San Francisco San Jaquin San Mateo Santa Clara Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye Total | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |
| Jersey Macoupin Madison Marion Monroe Montgomery Morgan Perry Pike Randolph St. Clair Scott Washington Missourí: Carter Crawford Dent Franklin Gasconade Iron Jefferson Lincoln Madison Montgomery Perry Pike Reynolds St. Charles | 4.9 14.1 67.6 12.9 4.6 10.3 10.5 6.4 6.8 8.5 78.8 2.0 4.4 1.2 4.1 3.4 13.6 4.0 2.4 19.2 4.8 2.9 | 8,602 4,036 12,058 63,280 11,291 4,220 9,358 8,757 5,385 5,583 72,270 1,690 3,459 905 3,012 2,206 10,602 3,359 1,732 17,431 4,054 2,001 3,050 3,441 | Rice Scott Sherburne Sibley Stearns Steele Todd Wabasha Wadena Waseca Washington Watonwan Winona Wright Yellow Medicine Wisconsin: Barron Buffalo Burnett Chippewa Dunn Eau Claire Pepin Pierce Polk | 9.7 5.7 3.2 4.5 19.1 7.4 6.7 14.0 4.2 11.8 8.3 e 4.6 10.1 4.0 2.8 11.9 7.4 17.2 2.0 6.2 7.4 | 9,237 5,089 2,883 3,916 17,314 6,626 4,828 4,374 2,284 3,963 3,532 10,186 7,389 3,953 8,505 3,063 2,231 10,092 6,396 14,844 1,737 5,666 6,660 | Maryland: Somerset Wicomico Worcester Total SALT LAKE CIT Colorado: Rio Blanco Idaho: Bannock Bear Lake Caribou Franklin Oneida | 5.7 14.8 7.2 49.9 Y, UTAH 1.5 | 4,383 13,014 5,716 2†33,600 984 12,474 1,767 1,349 1,838 | Crockett Irion McCulloch Menard Reagan Runnels Schleicher Sutton Tom Green Total SAN ANTONIO Texas: Atascosa Bandera Bastrop Bee Bexar Blanco Caldwell Calhoun Comal DeWitt | 1.1 .3 3.0 .9 1.1 4.7 .8 1.1 19.6 34.8 4.9 1.3 5.2 6.7 1.1 5.1 4.3 6.4 | 876 299 2,050 578 1,005 4,028 730 853 16,768 29,000 3,887 1,138 4,222 5,190 166,930 881 4,113 3,372 4,922 5,043 | Marin Mendocino Monterey Napa San Benito San Francisco San Jaoquin San Mateo Santa Cruz Solano Sonoma Stanislaus Tuolumne Nevada: Mineral Nye Total | 5.3 46.0 15.1 53.4 19.3 4.6 294.0 75.8 141.8 196.7 31.1 39.0 48.3 48.6 5.0 | 43,116 12,050 45,883 17,065 4,040 262,501 71,008 137,529 190,014 27,940 37,292 42,485 42,657 4,246 |



according to a <u>new</u> measurement: STATION IMAGE

A study* of television in the San Francisco Bay Area, conducted by the Institute for Motivational Research under the direction of Dr. Ernest Dichter, states that viewers say KRON-TV has the greatest variety of programming.

KRON-TV has the best quality programs and personalities.

KRON-TV has the best newscasts, commentators and most expert information.

KRON-TV has done most to improve quality of local advertising.

KRON-TV has the most helpful, interesting and reliable advertising. In short,

KRON-TV is the most respected television station in the San Francisco Market — as well as the most watched (total homes per avg. ½ hour, ARB, Nov. 1961).

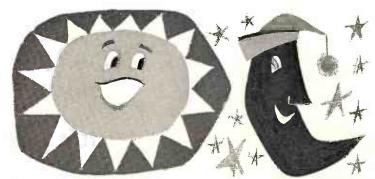
For more information about this study of San Francisco television, contact KRON-TV, or Peters, Griffin, Woodward, Inc.



KRON-TV channel 4 San Francisco

Affiliated with NBC and the San Francisco Chronicle

*released in the fall of 1961



DAY or NIGHT in Prime Time

your best Shreveport buy is

First ARB since SHREVEPORT became a 3-STATION MARKET . . . a 4-week survey begun 8 weeks after the new Kay-Tall hit the air . . . shows:

*In PRIME NIGHTTIME hours (6:30 - 10 P.M., Mon. - Sun.) Tall-Tower KTAL-TV is 2nd by only 200 homes in average-homes-delivered !

41,000 KTAL-TV

Station B 41,200

Station C 38,400

*In PRIME DAYTIME hours (9 A.M. - 12 Noon, 1 - 4 P.M., Mon. - Fri.) Tall-Tower KTAL-TV offers the HIGHEST AVERAGE total-homes-delivered-per-quarter-hour!

KTAL-TV 15,950

Station B 13,020

Station C 12,510

*And in SHREVEPORT METRO

RATING (6:30 - 10 P.M., Mon. - Sun.) KTAL-TV has MORE 1st or 2nd rated half-hour periods than either other station!

1st or 2nd 35 KTAL-TV 14 Station B 32 17 Station C 31 18

*Shreveport ARB-November 1961



Walter M. Windsor

James S. Dugan

3rd



SHREVEPORT-TEXARKANA and The Ark-La-Tex

| March Marc | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous. | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|--|------------------------------|----------------------------|--------------|---------------|---------------------------|--------------|---------------------|----------------------------|----------------|---------------|----------------------------|--------------|----------------------|----------------------------|-------------------------|
| Samite face 6.5 4.50 5.00 6.50 5.2 4.55 5.00 6.50 5.2 4.55 5.00 6.50 5.2 4.55 5.00 6.50 5.2 5.50 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 5.2 5.00 6.50 | SAN JOSE, CALI | F.—con | inued | Vermont: | | | SHREVEPORT, | LOUISIANA | _ | Minnesota: | | | | | 4,538 |
| Samita Col. | | | | Bennington | 7.5 | 6,110 | | 7.0 | CCAC | | | | Brule | 1.8 | 8,340 1,571 284 |
| SAM LUIS OBISPO, CALIFORNIA (1987 Marter) See Salinas Munterey PENNYTY KANIA (1987 Marter) PENNYTY K | Santa Cruz | 31.1 | 27,940 | | | | Hempstead Howard | 6.1 3.3 | 4,538 2,579 | Nebraska: | | | Clark | 2.1 | 2,386 1,852 2,336 |
| See Salinas-Muntersy PENNSTIVANIA USE Marved Seerier 3.3 2.449 Cedar 3.5 3.109 Cedar 3. | SAN LUIS OBISE | O. CALII | ORNIA | CCDANTON WIL | VEC DAD | DE. | Little River | 2.7 | 2,167 | Boyd | 1.3 | 1,046 | Codington Davison | 5.8 5.0 | 5,043 4,292 |
| Search Pennsylvania Pennsylvan | (<mark>See S</mark> alinas- | Montere ₃ | 1) | | | | | | | Cedar | 3.5 | 3,109 | Deuel | 1.9 | 1,405 929 |
| Ballerinia 1.5 | SANTA BARBAR | A. CALIF | ORNIA | Pennsylvania: | | | Lnuisiana | | | Dakota | 3.5 | 3,178 | Douglas | 1.4 | 1,049 |
| Sartis Elbring 2, 22, 23,161 Columbia 16.5 12,129 Soutiser 15.7 1,1996 Minox 4.0 3,235 Gregory 2, 22 Els Adams and 70, 40, 56,266 Gregory 2, 22 Els Adams and 70, 56,266 Gregory 2, 22 Els Adams and 70, 56,267 Gregory 2, 22 | | ,, 0,,0,, | | | | | | 4.7 | 2 002 | | 4.0 | 3,113 | | | 1,341 1,067 |
| Santa Batharia So. 0.7, 279 1.2 | San Luis Obispo | 26.2 | 23,161 | | | | | | | | | | Grant | 2.8 | 2,326 |
| SANAWAN, CEORGIA 1,000 1 | | | 47,829 | | | | | | | | | | | | 1.879 823 |
| SAMANMAN, EOBRIA Monthumberland 23 24 24 1 33 26 25 24 34 1 1 1 1 25 25 24 34 25 25 24 34 25 25 24 34 25 25 24 34 25 25 24 34 25 25 24 25 25 25 25 2 | Total | 80.2 | 71,000 | | | | | | | | 1.7 | 1,344 | | | 1,548 |
| SAMANNAH, 6CBRIA | | | | Montour | 4.1 | 3,326 | Jackson | 4.7 | 3,919 | | | | | | 1,542 |
| Bergin September Septemb | SAVANNAH, GEO | RGIÀ | | | | | | | | | 2.0 | 2,043 | | | 1,117 3,508 |
| Appling 3.2 2.207 | Georgia: | | | | | | | | | South Dakota: | | | Hutchinson | 3.3 | 2,610 |
| Baron 2.1 1.534 Wymme 4.9 3.225 Webster 11.7 9.920 Webster 11.7 9.920 September 1.5 1.217 Total 18.0 1.28 1.20 McCurtain 7.7 5.947 McCurtain 3.7 3.192 3.0 4.266 4.46 McCurtain 7.7 5.947 Mc | | | | Wayne | 8.1 | 3,138 | Sabine | 5.2 | 3,497 | Bon Homme | 2.8 | 2.218 | | | 61 5 457 |
| Delication 1.5 | | | | | | | Webster | 11.7 | 9,920 | Clay | 3.0 | 2,336 | | | 1,021 |
| Candler 1.8 1.463 1.463 1.463 1.463 1.463 1.463 1.464 1.46 | | | | IOTAI | 319.0 | 1238,100 | Oklahoma | | | | | | Jones | .6 | 445 |
| Chatham S3,8 48,207 Effingham 2.5 2.035 Emanuel 4.8 3.714 Evans 1.8 1,610 Grgon; 1.9 10,448 Evans 1.8 1,610 Grgon; 1.9 1.9 Evans 1.8 | | | 1,463 | | | | | | | | | | 0 , | | 2,351 |
| Emanuel 2,3 2,3 2,3 2,3 4 2,3 2,3 4 2,3 3 2,3 2,3 3 3 3 3 3 3 3 3 3 | | | | | | | McCurtain | 7.7 | 5,947 | | | | | | 3,034 |
| Event 1,8 1,610 | | | | SEATTLE-TACON | ia, Wasi | HINGTON | Toyacı | | | | | | L yman | 1.2 | 1,027 |
| Defin Davis 1,459 | | | | Oregon; | | | | | | Total | 186.1 | 164,700 | | | 1,963 |
| Cliberty 3.5 2.854 Clore 3.6 2.854 Clore 3.6 3.124 Clore 3.6 3.1 | | | | Clatsop | 9.4 | 8,503 | | | | | | | | | 1,638 |
| Cheroke 9,7 8,122 Montgomery 1,5 1,098 Montgomery 1,5 1,0 | | | | | | | | | | SINIIY FALLS | SOUTH D | AKOTA | Mellette | .6 | 491 |
| Montgomey 1.5 1.09 | | .9 | 772 | Washington: | | | | | | | JOUTH D | AROTA | | | 1,357 |
| Prierce 2.5 2.029 Sland 5.7 5.222 Marsinon 2.3 1.980 Dickinson 3.9 3.549 Roberts 3.6 2.99 Coreven 3.8 3.081 Sland 5.7 5.222 Marsinon 2.3 1.980 Dickinson 3.9 3.549 Roberts 3.6 2.99 Coreven 3.8 3.081 Sland 5.7 5.222 Marsinon 2.3 1.980 Dickinson 3.9 3.549 Roberts 3.6 2.99 Coreven 3.8 3.081 Sland 5.7 South Carollina: Free Sland 5.0 4.74 S | | | | Clallam | | | | | | lowa: | | | | | 2,036 |
| Screen 3.8 3.081 1.58 2.59 1.58 3.2 2.50 3.2 2.50 3.2 3.2 2.50 3.2 3.2 2.50 3.2 3.2 2.50 3.2 3.2 2.50 3.2 3.2 2.50 3.2 3.2 2.50 3.2 3.2 3.2 2.50 3.2 | | | | | | | | | | | | | | | 1,097 |
| Non- | Screven | 3.8 | 3,081 | | | | | | | | | | | | 2,968 1,115 |
| Treutien 1.5 1.107 Kitsah 2b.2 24.248 24.258 24.247 24.248 24.24 | | | | | 312.8 | 296,213 | | | | | | | | | 2,756. |
| Wayne | | | | | | | | | | | | | | | 1,058 |
| Neelef | | | | | | | | | | | | | | | 555 780 |
| South Carolina | Wheeler | 1.3 | 856 | | 5.2 | 4,927 | | | | Sioux | 7.4 | 0,732 | | | 2,108 |
| Beaufort 9.1 7,447 San Juan 1.0 950 Shelby 26.4 23.380 Shelby 26.4 23.4 | South Carolina | | | | | | | | | Minnesota: | | | | | 3,044 |
| Hampton 4.3 3,302 Skagit 15.9 14.074 Titus 5.4 4,438 Chippewa 4.9 4,299 Yankton 4.6 3.8 4,389 Yankton 4.6 3.8 4,438 Yankton 2.9 Yankton 4.6 3.8 Ya | | 0 1 | 7 117 | | | | | | | Big Stone | 26 | 2 317 | | | 2,850 1,717 |
| Jasper 2.9 2.38 | | | | | 15.9 | 14,074 | | | | | | | | | 3,891 |
| SCHENECTADY-TROY-ALBANY New York Massachusetts: Fulton 14.5 13.841 14.5 13.841 16.7 16. | Jasper | | 2,398 | | | | | | | | | | | .6 | 494 |
| SCHENECTADY-TROY-ALBANY NEW YORK Total 621.5 577.800 5 | Total | 137.3 | 115,000 | | | | | | , | | | | Total | 260.0 | 222,900 |
| New York: Missouri: Iowa: Traverse | | | | | | | Total ■ | 351.7 | 293,100 | Lincoln | 2.8 | 2.208 | | | |
| Massachusetts: Missouri: SIOUX CITY, IOWA Rock 3.3 2,974 Stevens 3.0 2,429 Cloper 4.9 4.148 Cherokee 5.3 4,790 Clay 5.7 5,086 Fulton 16.7 15,389 Creene 9.8 8,898 Pettis 11.8 10,332 Dickinson 3.9 3,549 Herkimer 20.2 19,274 Sarabaga 26.1 24,945 Schenectady 4.9.5 Stevens 3.0 2,429 Stevens 3.0 2,429 Clay S.7 5,086 Stevens 3.0 2,429 Clay S.7 5,086 Stevens 3.0 2,429 Clay S.7 5,086 Stevens 3.0 2,429 Clay S.7 Stevens 3.0 2,429 Stevens 3.0 2,429 Clay S.7 Stevens 3.0 2,429 Stevens 3.0 3,953 Stevens 3.0 3,953 Stevens 3.0 3,953 | | ROY-ALB | ANY, | Total | 621.5 | 577,800 | | | | | | | | | |
| Berkshire | | | | | | | | | | | | | | | , |
| New York: Missouri: Iowa: Traverse 2.1 1,813 1,814 Cooper 4.9 4,148 Cherokee 5.3 4,790 Columbia 14.5 13,841 Cooper 4.9 4,148 Cherokee 5.3 4,790 Cherokee 12.8 10,510 Moniteau 3.5 3,126 Clay 5.7 5,086 Fulton 16.7 15,389 Morgan 3.2 2,681 Crawford 5.6 5,101 Boyd 1.3 1,046 Kosciusko 12.6 11,1 Crawford 5.6 5,101 Boyd 1.3 1,046 Kosciusko 12.6 11,1 Crawford 1.3 1,075 Saline 8.0 6,672 Emmet 4.4 3,738 Cherry 2.4 1,904 Marshall 9.8 8,2 Herkimer 20.2 19,274 Total 34.5 29,600 Ida 3.2 2,948 Holt 4.0 3,113 Pulaški 3.8 1,0 Montganery 18.4 16,772 Cotsego 15.5 13,963 Rensselaer 43.3 40,463 Saratoga 26.1 24,945 Schoharie 6.5 5,787 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | | 12.1 | 41 200 | CEDALIA MICCI | NIIDI | | | | | Pipestone | 4.0 | 3,647 | COUTH BEND | FIVUADT | INDIANA |
| New York: Missouri: Iowa: Iowa: Yellow Medicine 4.6 3,953 Indiana: Yellow Medicine 4.6 3, | POL VOILLI C | 73.4 | 71,000 | | OUNI | | SIDUX CITY, I | UWA | | Stevens | 3.0 | 2,429 | | | ANAIUMI |
| Albany 86.3 81,480 bellott 3.1 2,939 bellott 3.5 3,126 cherokee 5.3 4,790 belloware 12.8 10,510 Moniteau 3.5 3,126 clay 5.7 5,086 Fulton 5.4 4,1 1,083 bellott 5.4 1,083 bel | New York: | | | Wissouri: | | | lowa: | | | | | | | | |
| Columbia 14.5 13,841 Copper 4.9 4.148 Cherokee 5.3 4,790 Nebraska: Elkhart 32.4 25,9 | | | | | | | | | | I SHOW WEUTCH | · 4·0 | 3,703 | | | 05.500 |
| Fulton 16.7 15,389 Morgan 3.2 2,681 Crawford 5.6 5,101 Boyd 1.3 1,046 Kosciusko 12.6 11,1,1 Greene 9.8 8,898 Pettis 11.8 10,332 Dickinson 3.9 3,549 Brown 1.4 1,083 Lagrange 4.7 3,4 Hamilton 1.3 1,075 Saline 8.0 6,672 Emmet 4.4 3,738 Cherry 2.4 1,904 Marshall 9.8 8,2 Herkimer 20.2 19,274 Total 34.5 29,600 Ida 3.2 2,948 Holt 4.0 3,113 Pulaski 3.8 1,0 Mongonery 18.4 16,772 Otsego 15.5 13,963 Kensselaer 43.3 40,463 Saratoga 26.1 24,945 Schoharie 6.5 5,787 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | | | | | | | | | 4,790 | Nebraska: | | | | | 25,909 4,181 |
| Greene 9.8 8,898 Pettis 11.8 10,332 Dickinson 3.9 3,549 Brown 1.4 1,083 Lagrange 4.7 3,4 Hamilton 1.3 1,075 Saline 8.0 6,672 Emmet 4.4 3,738 Cherry 2.4 1,904 Marshall 9.8 8,2 Herkimer 20.2 19,274 Total 34.5 29,600 Ida 3.2 2,948 Holt 4.0 3,113 Pulaski 3.8 1,0 Montgomery 18.4 16,772 Lyon 4.1 3,529 Keya Paha .5 407 St. Joseph 70.6 62,6 Otsego 15.5 13,963 Mondra 4.4 3,855 Knox 4.0 3,235 Starke 5,2 1,6 Rensselaer 43.3 40,463 SELMA, ALABAMA O'Brien 5.8 5,135 Rock .8 579 Schoharie 6.5 5,787 Alabama: | | | | Morgan | 3.2 | 2,681 | | | | | 1 3 | 1.046 | | | 11,145 |
| Herkimer 20.2 19,274 Total 34.5 29,600 Ida 3.2 2,948 Holt 4.0 3,113 Pulaski 3.8 1,0 Montgomery 18.4 16,772 Otsego 15.5 13,963 Rensselaer 43.3 40,463 Saratoga 26.1 24,945 Schenectady 49.5 47,215 Schoharie 6.5 5,787 Ullster 36.6 32,486 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 Total 34.5 29,600 Ida 3.2 2,948 Holt 4.0 3,113 Pulaski 3.8 1,0 Roll 4.0 3,215 Roll 4.0 3,215 Roll 4.0 3,235 Starke 5.2 1,6 Roll 4.0 3,235 Starke 5.2 1,6 Roll 5.0 Roll 5.8 5,135 Rock 8.8 579 Michigan: South Dakota: Berrien 45.1 8,9 Roll 5.0 | Greene | 9.8 | 8,898 | | | | Dickinson | 3.9 | 3,549 | Brown | 1.4 | 1,083 | Lagrange | 4.7 | 3,435 |
| Montgomery 18.4 16,772 Lyon 4.1 3,529 Keya Paha .5 407 St. Joseph 70.6 62,6 | | | | | | | | | | | 2.4 | 1,904 | | | 8,289 1,050 |
| Otsego 15.5 13,963 Monona 4.4 3,855 Knox 4.0 3,235 Starke 5,2 1,6 Rensselaer 43.3 40,463 Scharitoga 26.1 24,945 Schuh, ALABAMA O'Brien 5.8 5,135 Rock .8 579 Schenectady 49.5 47,215 Alabama: Palo Alto 4.2 3,756 South Dakota: Berrien 45.1 8,9 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | | | | , () (a) | 44.0 | 23,000 | | | | | | | | | 62,663 |
| Rensselaer 43.3 40,463 SELMA, ALABAMA O'Brien 5.8 5,135 Rock .8 579 Schenectady 49.5 47,215 Alabama: Palo Alto 4.2 3,756 South Dakota: Berrien 45.1 8,9 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | Otsego | 15.5 | 13,963 | | | | Monona | 4.4 | 3,855 | | 4.0 | 3,235 | | | 1,651 |
| Schenectady 49.5 47,215 Alabama: Palo Alto 4.2 3,756 South Dakota: Schoharie 6.5 5,787 Plymouth 6.8 6,361 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | | | 40,463 | SELMA, ALABAN | MA | | | | | Rock | | | | | |
| Schoharie 6.5 5,787 Plymouth 6.8 6,361 South Banklar Berrien 45.1 8,9 Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | | | 47,215 | | | | | | | 0. 46. 52. 1 | | | Wichigan: | | |
| Ulster 36.6 32,486 Dallas 14.5 11,090 Sac 5.2 4,652 Aurora 1.3 1,243 Cass 10.9 5,6 Warren 13.5 11,990 Perry 4.1 2,640 Sioux 7.4 6,732 Beadle 6.5 5,734 St. Joseph 13.2 7,3 | Schoharie | 6.5 | 5,787 | | | 4-0 | Plymouth | 6.8 | 6,361 | South Dakota: | | | | | 8,994 |
| | | | | | | | | | 4,652 | | | | | | 5,699 7,302 |
| 2-1 1944 1949 1993331 90.0 014072 DJN HOHING 2.0 2/210 19481 219.7 1170,9 | | | | | | | | | | | | | | | |
| | | 20,0 | 11,.02 | | 10.0 | . 0, 100 | y | 30.0 | 01,0/2 | Part Housing | 2.0 | ۷,210 | r y sull | 210.7 | |

| | | Total Homes | VHF Homes | | Tota! Homes | VHF Homes | | Total Homes | VHF Hom e s | | Total Homes | VHF Homes | | Total Homes | VHF Homes |
|------------------------|---|--|--|---|---|---|---|--|--|--|--|---|--|--|---|
| | | (Thous.) | | | (Thous.) | | | (Thous.) | | | (Thous.) | | | (Thous.) | |
| S N G B E | PARTANBURG-I OUTH CAROLIN ORTH CAROLII eorgia: anks Ibert ranklin | 1.7 4.9 3.7 | 1,337 4,039 3,055 | Montana: Flathead Glacier Hill Mineral Missoula Sanders | 10.1 3.0 5.2 .8 13.7 2.2 | 8,638 2,405 4,271 665 10,936 1,671 | Cedar Christian Dade Dallas Douglas Greene Hickory Howell Laclede | 3.3 3.9 2.6 3.2 2.9 41.7 1.5 7.0 6.1 | 2,477 3,268 1,958 2,409 2,062 37,803 1,060 4,375 5,096 | Tyler Upshur Wetzel Total | 3.0 5.1 5.6 494.1 | 2,370 3,623 4,958 445,200 | SWEETWATER, Texas: Callahan Fisher Haskell Jones Mitchell | 2.7 2.4 3.6 6.3 3.4 | 2,099 2,169 2,939 5,302 2,943 |
| Ja M O S W | art ackson ladison glethorpe tephens filkes entucky: | 4.1 5.2 3.0 1.9 5.1 3.0 | 3,285 4,080 2,257 1,478 4,305 2,326 | Oregon: Baker Umatilla Union Wallowa | 5.6 13.3 5.8 2.2 | 4,550 10,837 4,352 1,666 | Lawrence McDonald Ozark Polk St. Clair Stone Taney | 7.7 3.9 2.1 4.7 3.0 2.6 3.3 | 6,244 2,904 1,425 3,728 2,250 1,951 2,453 | STOCKTON-SACE CALIFORNIA California: Amador Butte Calaveras | 3.1 27.7 3.4 | 2,758 24,296 2,925 | Nolan Scurry Shackelford Stonewall Taylor Total | 6.0 5.9 1.4 .9 29.9 62.5 | 5,301 5,050 1,247 835 27,341 55,200 |
| | arlan | 12.8 | 9,222 | Washington: Adams | 2.9 | 2,739 | Texas Webster | 5.5 4.4 | 3,843 3,311 | Colusa | 3.9 | 3,436 | | | |
| L N | eslie orth Carolina: | 2.3 | 1,328 | Asotin Cheian Columbia Douglas | 4.1 13.4 1.5 4.3 | 3,561 10,747 1,289 3,665 | Wright Total | 4.6 | 3,155 127,000 | El Dorado Glenn Lake Lassen Nevada | 10.1 5.3 5.3 4.3 7.4 | 8,538 4,834 4,115 3,254 5,556 | SYRACUSE, NE New York: | W YORK | |
| C C G H | uncombe urke aldwell leveland aston aywood enderson | 38.7 13.6 13.1 17.5 35.2 11.3 10.8 | 32,323 11,828 11,648 15,304 31,888 9,596 8,746 | Ferry Franklin Garfield Grant Kittitas Lincoln Okanogan | 1.1 6.9 .9 13.3 6.3 3.5 7.8 | 878 6,017 820 11,822 5,358 3,162 6,498 | SPRINGFIELD-H MASSACHUSI Connecticut: Tolland | | Market) 14,765 | Placer Plumas Sacramento San Joaquin Sierra Solano Stanislaus | 17.6 3.8 157.7 75.8 .7 39.0 48.6 | 15,155 3,148 152,740 71,008 604 37,292 42,657 | Cayuga Chemung Chenango Cortland Hamilton Jefferson Lewis | 21.4 29.6 12.5 11.9 1.3 26.2 6.2 | 20,197 26,1 0 8 10,652 11,269 1,075 23,878 5,320 |
| L N N N P | ackson incoln fcDowell ladison litchell olk utherford | 4.4 7.8 7.3 4.4 3.7 3.4 12.6 | 3,493 6,719 6,003 3,525 2,803 2,567 10,432 | Pend Oreille Spokane Stevens Walla Walla Whitman Total | 2:2 89.0 5.4 12.7 8.9 | 1,873 84,266 4,235 10,882 7,500 257,600 | Massachusetts: Franklin Hampden Hampshire Total | 17.0 131.2 27.7 | 13,868 121,605 25,439 | Sutter Tuolumne Yolo Yuba Nevada: | 10.1 5.0 20.3 10.0 | 8,252 4,246 17,406 9,135 | Madison Oneida Onondaga Ontario Oswego Otsego Schuyler | 15.3 76.9 125.9 19.5 24.4 15.5 | 14,665 73,447 120,441 18,218 23.310 13,963 |
| Y | wain ransylvania ancey | 2.2 4.4 3.6 | 1,531 3,741 2,820 | SP <mark>RINGFIEL</mark> D, (UHÉ Marke | | | iotai | 194.3 † | 175,700 | Washoe Total | 29.1 488.2 | 26,685 44 8,000 | Seneca Steuben Tioga Tompkins | 8.6 28.7 10.8 18.9 | 3,763 8,127 25,923 9,773 16,406 |
| | outh Carolina: | | 4.000 | Illinois: | | | STEUBENVILLE, | 0110 | | | | | Wayne Yates | 19.7 5.6 | 18,426 4,976 |
| Α | bbeville nderson | 5.7 27.9 | 4,606 23,568 | Cass Champaign | 4.7 36.9 | 768 18,947 | Ohio: | | | SUPERIOR, WI | SCONSIN | DULUTH, | | 5.0 | 4,370 |
| C | herokee hester | 9.3 7.9 | 7,680 6,780 | Christian DeWitt | 11.9 5.6 | 10,306 3,780 | Belmont Carroll | 25.9 5.8 | 24,162 4,920 | MINNESOTA | | , | Pennsylvania: | 10.5 | 0.041 |
| G L N O | reenville reenwood aurens ewberry conee ickens | 59.9 12.7 12.4 8.1 10.5 13.0 | 53,726 11,362 10,193 6,699 8,966 11,170 | Douglas Logan Macon Menard Morgan Moultrie | 6.0 9.1 37.5 2.9 10.5 4.2 | 3,964 7,726 35,111 2,621 5,079 2,609 | Columbiana Coshocton Guernsey Harrison Jefferson Monroe | 32.2 10.1 11.5 5.4 29.1 4.6 | 28,480 8,670 9,366 4,690 26,562 3,825 | Michigan: Gogebic Ontonagon Minnesota: | 7.8 3.1 | 7,194 2,426 | Tioga Total | 10.5 493.8 | 8,841 458,800 |
| U | partanburg Inion Tork | 43.6 7.9 20.0 | 36,352 6,606 17,145 | Piatt Sangamon Shelby Vermilion | 4.6 47.9 7.5 30.4 | 3,346 42,840 6,301 21,493 | Noble Tuscarawas Pennsylvania: | 3.3 23.5 | 2,968 19,878 | Aitkin Beltrami Carlton | 3.7 6.4 7.6 | 3,075 3,962 6,948 | TACOMA-SEATT Oregon: | | |
| | ennessee: | 10.0 | 0.000 | Tötal | 219.7 | 164,900 | Beaver | 59.8 | 57,191 | Cass Cook | 4.9 1.0 | 3,047 868 | Clatsop | 9.4 | 8,503 |
| J. U V | reene efferson Inicoi /ashīngton otal | 12.0 4.8 4.2 17.7 520.5 | 8,293 2,591 3,390 14,719 437,700 | SPRINGFIELD, Arkansas: | MISSOURI | | Butler Greene Lawrence Washington | 32.5 11.7 32.9 64.7 | 28,793 10,084 29,753 61,632 | Crow Wing Hubbard Itasca Koochiching Lake | 9.7 3.0 10.9 5.0 4.0 | 7,427 2,001 9,313 3,618 3.837 | Washington: Clallam Grays Harbor Island | 9.3 17.7 5.7 | 8,035 15,105 5,222 |
| le | POKANE, WASI daho: enewah | HINGTON 1.9 | 1,634 | Baxter Benton Boone Carroll Fulton Madison | 3.3 11.9 5.3 3.9 2.1 2.7 | 2,429 8,517 4,345 2,889 1,362 1,757 | West Virginia: Barbour Brooke Hancock Harrison | 4.2 8.1 11.2 23.6 | 3,127 7,327 10,178 21,293 | Lake of Woods Pine Price St. Louis Wisconsin: | 1.2 4.8 4.4 71.7 | 787 3,960 3,570 67,639 | Jefferson King Kitsap Kittitas Lewis Mason | 2.9 312.8 26.2 6.3 13.6 5.2 | 2,535 296,213 24,236 5,358 11,498 4,927 |
| B C I | onner oundary learwater daho ootenai | 4.8 1.6 2.5 3.8 9.3 | 3,943 1,189 2,060 3,017 8,262 | Marion Newton Searcy Missouri: | 2.7 2.0 1.6 2.4 | 1,757 1,285 1,229 1,727 | Lewis Marion Marshall Ohio Pleasants | 5.2 19.7 10.8 21.8 1.9 | 4,543 17,621 9,529 20,785 1,799 | Ashland Bayfield Burnett Douglas | 5.1 3.5 2.8 13.6 2.4 | 4,590 3,049 2,231 12,729 | Pacific Pierce San Juan Skagit Snohomish | 5.0 96.2 1.0 15.9 53.3 | 4,274 91,827 950 14,074 47,472 |
| L | atah ewis lez Perce hoshone | 6.2 1.3 8.5 6.3 | 5,233 1,118 7,409 5,436 | Barry Barton Camden | 6.3 3.9 3.1 | 4,564 2,970 2,134 | Preston Randolph Taylor Tucker | 7.2 7.0 4.5 2.2 | 6,185 5,236 3,768 1,895 | Iron Sawyer Washburn Total | 2.9 3.2 182.7 | 2,213 2,399 2,57 2 159,500 | Thurston Wahkiakum Whatcom Total | 17.6 1.0 22.4 621.5 | 16,838 945 19,813 577,800 |

| FLORIDA- E, GEORG | ΙĀ | | | | | (Thous.) | | | (Thous.) | | | (Thous.) | |
|----------------------|--|---|------------|--|--|---------------|-----------------|------------------------|--------------------|-------------------------|--------------------|---------------------------------------|--------------------------------|
| | | TEMPLE-WACO, | TEXAS | | Ohio: | | | TROY-ALBANY- | SCHENECT | ADY, | Osage | 10.3 9.4 | 9,095 8,041 |
| | | Texas: | | | Atlen | 30.7 | 28,081 | NEW YORK | | | Ottawa Pawnee | 3.6 | 3,289 |
| | | Bell | 25.9 | 22,263 | Crawford | 14.5 | 13,028 | Massachus et ts | : | | Payne | 13.5 | 11,422 |
| 14.4 | 11,310 | Bosque | 3.8 | 3,265 | Defiance Erie | 9.0 | 7,421 18,444 | Berkshire | 43.4 | 41,380 | Pittsburg | 10.8 | 8,344 |
| 100 | 10 100 | Brazos | 12.2 | 10,254 | Fulton | 8.5 | 7,126 | Nam Vant | | | Rogers Sequoyah | 6.6 5.1 | 5,67 6 4,05 8 |
| 18.9 2.0 | 16,136 1,504 | Burleson Burnet | 3.5 3.0 | 2,830 2,512 | Hancock | 16.7 | 14,975 | New York: | | | Tulsa | 112.6 | 102,418 |
| 1.3 | 1,038 | Coryell | 5.8 | 4,951 | Hardin | 8.8 | 7,568 | Albany | 86.3 | 81,480 | Wagoner | 4.8 | 3,902 |
| 2.1 | 1,569 | Falls | 6.6 | 5,188 | Henry Huron | 7.5 13.7 | 6,802 12,967 | Columbia | 14.5 | 13,841 | Washington | 13.5 | 12,704 |
| | | Freestone | 4.0 | | Lucas | 140.3 | 133,962 | | | | Total | 375.7 | 320,100 |
| | | | | | Ottawa | 10.5 | 9,906 | Greene | 9.8 | 8,898 | | | |
| | | | | | | | | Hamilton | 1.3 | 1,075 | BURELA MINA | | |
| 9.7 | 7,622 | Leon | 3.2 | 2,429 | | | | | | | TUPELU, MISSI | SSIPPI | |
| 2.4 | 1,970 | Limestone | 6.1 | 4,866 | Williams | 9.2 | 8,293 | | | | Alabama: | | |
| | | | | | Wood | 20.5 | 18,154 | Rensselaer | 43.3 | | Franklin | 6.2 | 4,200 |
| | | | | | | | | Saratoga | 26.1 | 24,945 | Trankini | 0.2 | 1,200 |
| 3.7 | 3,038 | Mills | 1.6 | 1,225 | Total | 417.6 | 384,200° | Schenectady | 49.5 | 47,215 | Mississinni: | | |
| 4.2 | 3,427 | Robertson | 4.9 | 4,159 | | | | | | | | 7. | F 001 |
| 3.7 | 3,033 | San Saba | 2.1 | 1,496 | | | | | | | | | 5,931 3,415 |
| | | | | | | | | | 13.8 | | | | 3,413 |
| 3.1 | 2,10/ | ıotal | 162.3 | 137,400 | | | | | | | Clay | 5.0 | 3,894 |
| | | | | | TODEKA KAME | 24 | | Vermont: | | | Itawamba | 4.2 | 3,374 |
| | | TERRE HALITE | INDIANA | | TUPERA, RANS | нэ | | Addison | 5.2 | 4.352 | | | 10,042 |
| | | | INDIANA | | Kansas: | | | Bennington | 7.5 | 6,110 | | | 7,648 4,75 5 |
| | | Illinois: | | | Anderson | 2.9 | 2,393 | Rutland | 13.5 | 11,539 | | 4.9 | 4,123 |
| | | Clark | 5.5 | 4,710 | Brown | 4.5 | 3,867 | Total | 454.4 | 420,000 | Prentiss | 5.1 | 4,139 |
| 1.9 | 1,437 | Clay | 5.2 | 4,220 | Chase | 1.3 | 995 | | | | Tishomingo | 4.0 | 2,976 |
| 1.7 | 1,316 | | | | | | | TUCSON, ARIZ | ONA | | | | 4,477 |
| | | | | | | | | Arizono | | | Total | 77.9 | 62,400 |
| | | | | | Douglas | 12.6 | 10,683 | Arizona: | | | | | |
| 6.5 | 5,463 | Effingham | 6.8 | 5,674 | Franklin | 6.5 | 5,773 | Apache | 6.0 | 3,615 | | | |
| 20.6 | 18.045 | Jasper | 3.5 | 2,799 | Geary | 7.8 | | | | | TWIN FALLS, I | DAHO | |
| 3.4 | | | | | | | | | | | Idaho: | | |
| | | | | | | | | Pima | 81.1 | | Plaina | 1 2 | 1,165 |
| | | · ciminon | 00.0 | 20,000 | Marshall | 5.2 | 4,263 | Santa Cruz | 2.9 | 2,218 | | | 215 |
| 2.2 | 1,459 | Indiana: | | | Morris | 2.4 | 2,024 | Total | 116.9 | 100,800 | Cassia | 4.3 | 3,746 |
| 1.3 | 997 | | 0.1 | 6 021 | | | | | | | Elmore | 4.5 | 3,769 |
| | | | | | | | | TÚLSA, OKLAH | OMA | | | | 2,314 2,954 |
| | | Fountain | 6.0 | 5,299 | Riley | 10.9 | 9,232 | Arkonooo | | | | | 903 |
| 1.7 | 1,469 | Greene | 8.9 | 7,625 | Shawnee | 44.4 | 40,745 | Alkalisas: | | | Minidoka | 3.8 | 3,458 |
| 9.3 | 7,739 | | 13.4 | | | | | Benton | 11.9 | 8,517 | Twin Falls | 12.8 | 11,084 |
| 6.2 | | | | | wasington | 3.5 | 2,984 | Washington | 17.3 | 12,606 | Total | 33.9 | 29,600 |
| | | | | | Nobracka. | | | Kancar. | | | | | |
| | | Pike | 4.2 | | Heni aska: | | | Naiisas: | | | | | |
| 221.0 | 170,200 | Putnam | 6.9 | 5,891 | Richardson | 4.6 | 3,757 | Chautauqua | 2.1 | 1,770 | TYLER, TEXAS | | |
| | | | | | Total | 146.9 | 126,800 | | | | Tayas | | |
| | | | | | | | | | | | | | |
| RSBURG | | | | | | | | Montgomery | 15.3 | 13,194 | | | 6,949 |
| | | Total | | | | | | Wilson | 4.4 | 3,682 | | | 2,111 8,122 |
| | | | | | | | | Oklahama | | | Delta | 2.0 | 1,646 |
| F 6 | 4.740 | | | | TRAVERSE CITY | , MICHIG | AN | | | | Franklin | 1.7 | 1,365 |
| | | | | | Michigan: | | | | | | | | 19,297 11,032 |
| | | rzee zureveb | oru) | | Antrim | 3.1 | 2.705 | | | | | | 5,710 |
| 3.6 | 3,085 | | | | | | | | | | Hopkins | 6.3 | 4,533 |
| 3.6 | 3,191 | THOMASVILLE. | GEORGIA- | | Charlevoix | 3.9 | 3,590 | Delaware | 4.1 | 3,153 | Houston | | 4,419 |
| | | | | | | | | | | | | | 7,765 3,124 |
| | | | | | | | | | | | | | 6,744 |
| | | | | | | | | | | | Rains | 1.0 | 786 |
| 7.0 | 6,203 | | | | Leelanau | 2.6 | 2,154 | Lincoln | 6.2 | 5,245 | Rusk | 11.2 | 9,338 |
| 12.9 | 10,721 | TOLEDO, OHIO | | | Manistee | 5.8 | 5,302 | McIntosh | 3.7 | 3,001 | Smith | 26.4 | 23,380 |
| | | Michigan: | | | Missaukee | 1.9 | 1,456 | Mayes | 6.3 | 5,276 | | | 4,438 |
| | | | 10.2 | 0.107 | | | | | | | | | 4,464 5,179 |
| | | | | | | | | | | | Wood | 5.8 | 4,767 |
| | | Monroe | | | Total | 4 6 .1 | | | | | | | 135,200 |
| | 8.7 2.8 2.0 3.1 9.7 2.4 8 19.9 8 3.7 4.2 3.7 1.4 3.1 1.5 1.0 3.2 3.9 1.7 5.6 9.1 1.7 5.6 9.1 1.7 2.3 2.2 1.3 13.4 1.8 4.9 1.7 9.3 6.5 2.2 4.0 2.1 1.7 9.3 6.5 2.2 4.0 2.2 1.3 1.7 9.3 6.5 1.7 9.3 6.5 1.7 9.3 6.5 1.7 9.3 6.5 1.7 9.3 1.7 1.7 1.7 1.7 1.7 1.7 1.7 1.7 1.7 1.7 | 8.7 6,778 2.8 2,417 2.0 1,564 3.1 2,253 9.7 7,622 2.4 1,970 8.8 602 19.9 16,392 8.8 629 3.7 3,033 1.4 1,114 3.1 2,167 1.5 989 1.0 825 3.2 2,349 3.9 2,926 1.9 1,437 1.7 1,316 5.6 4,471 9.1 7,267 3.2 2,377 6.5 5,463 20.6 18,045 3.4 2,624 4.7 3,810 2.3 1,716 2.2 1,459 1.3 997 13.4 11,194 1.8 1,318 4.9 3,855 1.7 1,469 9.3 7,739 6.2 4,792 2.2 1,800 4.0 3,005 221.0 178,200 RSBURG, RSBURG, RSBURG, RSBURG, RSBURG, 11,194 1.8 1,318 4.9 3,855 1.7 1,469 9.3 7,739 6.2 4,792 2.2 1,800 4.0 3,005 221.0 178,200 | 8.7 6,778 | 8.7 6,778 Freestone 4.0 2.8 2,417 Hamilton 3.0 3.1 2,253 Lampasas 3.0 9.7 7,622 Leon 3.2 2.4 1,970 Limestone 6.1 8 602 McLennan 46.0 19.9 16,392 Madison 2.0 8 629 Milam 7.0 3.7 3,038 Mills 1.6 4.2 3,427 Robertson 4.9 3.7 3,033 San Saba 2.1 1.4 1,114 Williamson 10.6 3.1 2,167 Total 162.3 1.5 989 Illinois: 3.2 2,349 3.9 2,926 Clark 5.5 1.9 1,437 Clay 5.2 1.7 1,316 Coles 13.6 5.6 4,471 Crawford 7.0 9.1 7,267 Cumberland 3.1 5.6.6 4,471 Crawford 7.0 9.1 7,267 Cumberland 3.1 2.2 2,377 Edgar 7.5 6.5 5,463 Effingham 6.8 3.4 2,624 Lawrence 3.5 3.4 2,624 Lawrence 6.2 4.7 3,810 Vermilion 30.3 2.3 1,716 2.2 1,459 Indiana: 1.3 1,318 Daviess 6.0 4.9 3,855 Fountain 6.0 1.7 1,469 Greene 8.9 9.3 7,739 Knox 13.4 4.9 3,855 Fountain 6.0 1.7 1,469 Greene 8.9 9.3 7,739 Knox 13.4 4.9 3,855 Fountain 6.0 1.7 1,469 Greene 8.9 9.3 7,739 Knox 13.4 4.9 3,855 Fountain 6.0 1.7 1,469 Greene 8.9 9.3 7,739 Knox 13.4 4.9 3,855 Fountain 6.0 1.7 1,469 Greene 8.9 9.3 7,739 Knox 13.4 4.0 3,005 Parke 4.7 Pike 4.2 Putnam 6.9 221.0 178,200 Vermillion 6.0 Vigo 34.4 Warren 2.5 Total 210.6 TALLAHASSEE, FLORID (See Tallahassee) 1 TOLEDO, OHIO 1 TOLEDO, OHIO 1 TOLEDO, OHIO 1 Michigan: 3.5 2,880 Hillsdale 10.3 Lenawee 2.1 | 8.7 6,778 Freestone 4.0 3,039 2.8 2,417 Hamilton 3.0 2,462 2.0 1,564 Hill 8.0 6,964 3.1 2,253 Lampasas 3.0 2,600 9.7 7,622 Leon 3.2 2,429 2.4 1,970 Limestone 6.1 4,866 8.8 602 McLennan 46.0 40,765 19.9 16,392 Madison 2.0 1,511 8.8 629 Millam 7.0 5,394 3.7 3,038 Mills 1.6 1,225 4.2 3,427 Robertson 4.9 4,159 3.7 3,033 San Saba 2.1 1,496 4.1 1,114 Williamson 10.6 9,201 3.1 2,167 Total 162.3 137,400 1.5 989 TERRE HAUTE, INDIANA 1.0 825 1.4 1,114 Williamson 10.6 9,201 3.1 2,167 Total 162.3 137,400 1.5 989 TERRE HAUTE, INDIANA 1.0 825 1.4 20 1.7 1,316 Coles 13.6 12,280 1.8 1,337 Clay 5.2 4,220 1.7 1,316 Coles 13.6 12,280 2.3 2,349 Saper 3.5 2,799 3.4 2,624 Lawrence 6.0 4,902 4 386 Richland 5.2 4,144 4.7 3,810 Vermillon 30.3 26,535 1.7 1,469 Clay 8.1 6,921 1.3 997 Lawrence 6.0 4,902 4 386 Richland 5.2 4,144 4.7 3,810 Vermillon 30.3 26,535 1.3 997 Indiana: 1.3 1,16 2.2 1,800 Owen 3.6 2,898 4.0 3,005 Parke 4.7 4,192 2.2 1,800 Owen 3.6 2,898 4.0 3,005 Parke 4.7 4,192 2.2 1,800 Owen 3.6 2,898 3.6 3,085 3 | 2.1 | 2.1 | 2.1 | 2.1 1,569 Alls | 2.1 1.599 Freestone | 1.599 | 1. 1. 1. 1. 1. 1. 1. 1. | 1.099 Falls |

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|--|----------------------------|---------------------------|---|----------------------------|------------------------|---------------------------------------|----------------------------|-------------------------|--------------------------------------|----------------------------|-------------------------|----------------------|----------------------------|--------------------------|
| UTICA-ROME, N | EW YORK | | Brazos | 12.2 | 10,254 | WASHINGTON- | | E, | Tama | 6.7 | 5,981 | WESTON, WEST | VIRGINIA | A |
| New York: | | | Burleson Burnet | 3.5 3.0 | 2,830 2,512 | NORTH CAR | ULINA | | Wapello Washington | 14.6 6.0 | 13,203 5,432 | West Virginia: | | |
| F. 16 | 10.7 | 15 200 | Coryell | 5.8 | 4,951 | North Carolina | l: | | Winneshiek | 5.9 | 4,943 | Barbour | 4.0 | 3,127 |
| Fulton Hamilton | 16.7 1.3 | 15,389 1,075 | Falls | 6.6 | 5,188 | Beaufort | 9.6 | 8,127 | Wright | 6.1 | 5,372 | Braxton | 4.2 4.1 | 3,143 |
| Herkimer | 20.2 | 19,274 | Freestone | 4.0 | 3,039 | Bertie | 5.7 | 4,677 | | | | Calhoun | 2.1 | 1,584 |
| Lewis | 6.2 | 5,320 | Hamilton | 3.0 | 2,462 | Carteret | 7.7 | 6,330 | Wisconsin: | | | Clay | 2.8 | 2,225 |
| Madison | 15.3 | 14,665 | Hill | 8.0 3.0 | 6,964 2,600 | Chowan | 2.9 | 2,361 | Crawford | 4.5 | 3,612 | Doddridge | 2.0 | 1,450 |
| Montgomery | 18.4 | 16,772 | Lampasas Leon | 3.2 | 2,429 | Craven | 15.2 | 12,897 | Grant | 12.4 | 10,928 | Gilmer | 2.2 | 1,586 |
| Oneida Otsego | 76.9 15.5 | 73,447 13,963 | Limestone | 6.1 | 4,866 | Duplin Edgecombe | 10.2 13.1 | 8,094 12,170 | Total | 331.1 | 302,600 | Harrison Lewis | 23.6 5.2 | 21,293 4,543 |
| Total | 170.5 | 159,900 | McLennan | 46.0 | 40,765 | Franklin | 7.1 | 5,700 | | •••• | , | Marion | 19.7 | 17,621 |
| Total | (10.5 | 100,000 | Madison | 2.0 | 1,511 | Greene | 3.6 | 2,881 | | | | Monongalia | 16.0 | 13,958 |
| | | | Milam Mills | 7.0 1.6 | 5,394 1,225 | Halifax_ | 14.1 | 11,451 | | | | Preston | 7.2 | 6,185 |
| VALLEY CITY, I | AU MEGUN | KOTA | Robertson | 4.9 | 4,159 | Hertford | 5.4 | 4,338 | WATERTOWN- | | | Randolph | 7.0 | 5,236 |
| TALLET OTTE, I | TURIN DA | NUIN | San Saba | 2.1 | 1,496 | Hyde Johnston | 1.5 16.7 | 1,195 13,397 | NEW YORK | (See Cart | thage) | Ritchie Taylor | 3.3 4.5 | 2,626 3,768 |
| Minnesota: | | | Williamson | 10.6 | 9,201 | Jones | 2.5 | 2,038 | | | | Tucker | 2.2 | 1,895 |
| Becker | 6.7 | 5,672 | Total | 162.3 | 137,400 | Lenoir | 14.0 | 11,774 | | | | Tyler | 3.0 | 2,370 |
| Belhavin | 6.4 | 3,962 | | | | Martin | 6.5 | 5,605 | WALLCALL | CONCIN | | Upshur | 5.1 | 3,623 |
| Clay | 10.7 | 9,629 | | | | Na'sh | 15.4 | 12,089 | WAUSAU, WI | PCONZIN | | Webster | 3.4 | 2,546 |
| Clearwater | 2.5 | 1,680 | WASHINGTON. | ח ר | | Northampton Onslow | 6.0 18.2 | 4,693 15,189 | Michigan: | | | Total | 117.6 | 98,800 |
| Grant Hubbard | 2.6 3.0 | 1,680 2,001 | | | | Pamlico- | 2.5 | 2,043 | Iron | 5.3 | 4,750 | | | |
| Kittson | 2.4 | 1,853 | District of Colu | ımbia: | | Pender | 4.6 | 3,716 | IIOII | J.3 | 4,730 | | | |
| Lake of Woods | | 787 | Dis. of Col. | 253.8 | 226,586 | Pitt | 17.2 | 14,524 | Wisconsin: | | | | | |
| Mahnomen | 1.6 | 1,266 | | | , | Sampson | 11.9 | 9,413 | | | | WHEELING, WE | ST VIRGI | NIA |
| Marshall | 4.0 | 3,432 | Maryland: | | | Tyrrell Warren | 1.1 4.5 | 952 3,714 | Adams | 2.4 | 1,786 | Ohio | | |
| Norman Otter Tail | 3.4 13.8 | 2,975 10,136 | Allogony | ar ń | 22.000 | Washington | 3.2 | 2,683 | Clark Florence | 8.7 1.0 | 7,097 791 | Ohio: | | |
| Pennington | 3.6 | 3,057 | Allegany Anne Arundel | 25.9 53.5 | 22,088 49,727 | Wayne | 20.5 | 17,797 | Forest | 2.1 | 1,665 | Belmont | 25.9 | 24,162 |
| Polk | 10.3 | 9,343 | Calvert | 3.8 | 3,472 | Wilson | 14.8 | 12,536 | Green Lake | 4.8 | 4,249 | Carroll | 5.8 | 4,920 |
| Red Lake | 1.5 | 1,221 | Caroline | 6.0 | 5,345 | Total | 255.7 | 212,400 | Jackson | 4.4 | 3,794 | Guernsey Harrison | 11.5 5.4 | 9,366 4,690 |
| Roseau | 3.4 | 2,231 | Charles | 7.9 | 7,188 | | | | Juneau | 5.2 | 4,201 | Jefferson | 29.1 | 26,562 |
| Traverse Wilkin | 2.1 2.8 | 1,813 | Dorchester | 9.1 | 7,853 | | | | Langlade Lincoln | 5.6 6.6 | 4,976 5,861 | Monroe | 4.6 | 3,825 |
| AALIKIII | 2.0 | 2,395 | Frederick Howard | 20. 3 9.7 | 17,784 8,947 | | | | Marathon | 24.5 | 21,470 | Noble | 3.3 | 2,968 |
| North Dakota: | | | Montgomery | 97.7 | 91,186 | WATERBURY, | CONNECTIO | CUT— | Monroe | 8.3 | 7,174 | Tuscarawas | 23.5 | 19,878 |
| | | | Prince Georges | | 93,515 | Data Incom | | | Oneida | 6.5 | 5,755 | | | |
| Barnes | 4.6 | 4,115 | Queen Annes | 4.9 | 4,219 | | | | Portage | 10.1 | 9,144 | Pennsylvania: | | |
| Benson Cass | 2.5 19.7 | 1,935 | St. Marys | 9.1 | 7,742 | | | | Price Rusk | 4.3 4.2 | 3,570 3,353 | Greene | 11.7 | 10,084 |
| Cavalier | 2.7 | 17,855 2,012 | Talbot Washington | 6.8 27.5 | 6,028 23,254 | | | | Shawano | 9.5 | 8,243 | Washington | 64.7 | 61,632 |
| Dickey | 2.3 | 1,934 | **asiiiigtoii | 27.5 | 23,234 | WATERLOO-CE | DAR RAPID | S, IOWA | Taylor | 4.7 | 4,198 | | | |
| Eddy | 1.3 | 1,168 | Pennsylvania: | | | lowa: | | | Vilas | 3.0 | 2,226 | West Virginia: | | |
| Foster | 1.5 | 1,273 | - | | | | | | Waupaca | 10.6 | 9,248 | Barbour | 4.2 | 3,127 |
| Grand Forks | 13.1 | 11,669 | Franklin | 26.5 | 20,817 | Allamakee | 4.5 | 4,046 | Waushara | 4.2 | 3,536 | Brooke | 8.1 | 7,327 |
| Griggs La Moure | 1.4 2.4 | 1,184 2,031 | Fulton | 2.9 | 2,204 | Benton | 7.2 | 6,736 | Wood | 16.3 | 14,640 | Doddridge | 2.0 | 1,450 |
| Logan | 1.3 | 1,097 | Virginia | | | Black Hawk Bremer | 35.9 6.1 | 33,930 5,367 | Total | 152.3 | 131,700 | Hancock | 11.2 | 10,178 |
| McIntosh | 1.9 | 1,496 | Virginia: | | | Buchanan | 6.0 | 5,630 | | | | Harrison | 23.6 5.2 | 21,293 4,543 |
| Nelson | 2.0 | 1,751 | Arlington | 85.0 | 79,714 | Butler | 5.4 | 4,713 | | | | Lewis Marion | 19.7 | 17,621 |
| Pembina | 3.5 | 2,872 | Clarke | 2.1 | 1,708 | Cedar | 5.5 | 5,085 | WESLACO-HAI | RLINGEN. T | FXAS | Marshall | 10.8 | 9,529 |
| Ramsey Ransom | 3.7 2.4 | 3,425 1,925 | Culpep e r Fairfax | 4.1 76.0 | 3,506 71,393 | Chickasaw | 4.3 | 3,626 | | | LANO | Monongalia | 16.0 | 13,958 |
| Richland | 5.2 | 4,607 | Fauquier | 6.3 | 5,626 | Clayton Delaware | 6.6 5.1 | 5,954 4,565 | Texas: | | | Ohio | 21.8 | 20,785 |
| Sargent | 1.8 | 1,641 | Frederick | 11.0 | 9,113 | Dubuque | 21.3 | 19,239 | Cameron | 35.9 | 29,288 | Pleasants Preston | 1.9 7.2 | 1,799 6,185 |
| Steele | 1.3 | 1,112 | King George | 1.9 | 1,625 | Fayette | 8.5 | 7,694 | Hidalgo | 41.2 | 33,067 | Randolph | 7.2 | 5,236 |
| Stutsman | 6.4 | 5,264 | Loudoun | 6.5 | 5,382 | Floyd | 6.5 | 5,816 | Starr | 3.7 | 2,704 | Ritchie | 3.3 | 2,626 |
| Towner Traill | 1.5 3.0 | 1,242 2,694 | Madison Page | 2.2 4.5 | 1,484 3 ,930 | Franklin | 4.8 | 4,348 | Willacy Zapata | 4.5 1.0 | 3,567 657 | Taylor | 4.5 | 3,768 |
| Walsh | 4.7 | 4,308 | Prince William | 12.7 | 11,820 | Grundy Hardin | 4.4 7.3 | 4,166 7,021 | Total | 86.3 | 69,300 | Tucker | 2.2 | 1,895 |
| Wells: | 2.6 | 2,038 | Rappahannock | 1.4 | 1,205 | Henry | 5.5 | 5,078 | Total | 00.5 | 03,300 | Tyler | 3.0 | 2,370 |
| | | | Rockingham | 14.4 | 11,335 | Howard | 3.7 | 3,388 | | | | Upshur Wetzel | 5.1 5.6 | 3,623 4,958 |
| | | | Shenandoah | 6.5 | 5,518 | lowa | 4.9 | 4,526 | | | | Total | 347.9 | 310,400 |
| South Dakota: | 1.9 | 1,000 | Spotsylvania | 7.6 | 6,371 | Jackson | 6.1 | 5,214 | WEST PALM | REACH: FLI | ORIDA | iutai | 347.3 | 310,400 |
| | | 1,638 2,968 | Stafford Warren | 4.6 4.2 | 3,633 3,429 | Jefferson | 4.9 | 4,663 | , | | | | | |
| Marshall | | -,000 | Westmoreland | 2.9 | 2,429 | Johnson Jones | 15.2 5.8 | 13,705 5,257 | Florida: | | | | | |
| Marshall Roberts | 3.6 | 150 800 | | | , • | Keokuk | 4.9 | 4,478 | Glades | .8 | 637 | | | |
| Marshall | | 150,800 | **estillorerallu | | | VEOVAV | | | | | | | | |
| Marshall Roberts | 3.6 | 150,800 | West Virginia: | | | Linn | 42.9 | 41,114 | Hendry | 2.4 | 2,014 | WICHITA FALLS | S, TEXAS | |
| Marshall Roberts Total | 3.6 180.3 | 150,800 | West Virginia: | 0.0 | 0.700 | Linn Louisá | 42.9 3.2 | 2,990 | Indian River | 8.8 | 7,467 | | S, TEXAS | |
| Marshall Roberts | 3.6 180.3 | 150,800 | West Virginia: Berkeley | 9.8 5.2 | 8,709 4,612 | Linn Louisá Mahaska | 42.9 3.2 7.6 | 2,990 6,799 | Indian River Martin | 8.8 6.0 | 7,467 5,348 | Oklahoma: | | F 05- |
| Marshall Roberts Total | 3.6 180.3 | 150,800 | West Virginia: Berkeley Jefferson | 5.2 | 4,613 | Linn Louisá Mahaska Marshall | 42.9 3.2 7.6 12.0 | 2,990 6,799 8,564 | Indian River Martin Okeechobee | 8.8 6.0 1.8 | 7,467 5,348 1,565 | Oklahoma: Beckham | 6.1 | 5,058 |
| Marshall Roberts Total WACO-TEMPLE, | 3.6 180.3 | 1 50,800 22,263 | West Virginia: Berkeley | | | Linn Louisá Mahaska | 42.9 3.2 7.6 | 2,990 6,799 | Indian River Martin | 8.8 6.0 | 7,467 5,348 | Oklahoma: | | 5,058 20,941 2,175 |

| | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes | | Total Homes (Thous.) | VHF Homes |
|----------------------|----------------------------|----------------|-------------------|----------------------------|-----------------|--------------------------|----------------------------|-----------------|-------------------------|----------------------------|-----------------|---------------|----------------------------|--------------|
| Harmon | 1.9 | 1,528 | Greenwood | 3.9 | 3,377 | Luzerne | 105.7 | 94,439 | South Carolina |) <u>.</u> | | YAKIMA, WASI | | |
| Jackson | 8.9 2.9 | 7,116 2,436 | Harper | 3.2 | 2,912 | Lycoming | 33.8 | 29,577 | Dillon | 6.8 | 5,142 | (UHF Marke | U | |
| Jefferson Kiowa | 5.0 | 4,115 | Harvey Kingman | 8.0 3.0 | 6,257 2,688 | Montour Northumberlan | 4.1 d 32.7 | 3,326 24,784 | Horry | 16.8 | 13,395 | Washington: | | |
| Love | 1.8 | 1.550 | Kiowa | 1.4 | 1,116 | Susquehanna | 9.4 | 6.337 | Marion | 7.6 | 6,320 | Kittitas | 6.3 | 804 |
| Stephens | 12.3 | 10,630 | Lane | .9 | 773 | Union | 6.5 | 5,060 | Total | 150.3 | 123,400 | Yakima | 43.6 | 38,035 |
| Tillman | 4.7 | 4,005 | Lincoln | 1.9 | 1,410 | Wayne | 8.1 | 3,138 | | | , | Total | 49.9 | 138,800 |
| Washita | 5.3 | 4,591 | Lyon | 8.5 | 6,967 | Wyoming | 4.9 | 3,226 | | | | Iutai | 43.3 | 130,000 |
| | | ., | McPherson | 7.5 | 5,910 | Total | | 1258,100 | | | | | | |
| Texas: | | | Marion | 4.8 | 3,951 | TULAT | 313.0 | 1230,100 | | | | | | |
| I cya?: | | | Mitchell | 2.9 | 2,491 | | | | WINSTON-SALE | | BORO, | YORK, PENNS | | |
| Archer | 1.9 | 1,680 | Morris | 2.4 | 2,024 | | | | NORTH CAR | OLINA | | (UHF Marke | t) | |
| Baylor | 2.0 | 1,704 | Ness | 1.8 | 1,488 | | | | North Carolina | ٠. | | Pennsylvania: | | |
| Childress | 2.8 | 2,100 | Norton | 2.6 | 1,957 | WILLISTON, N | ORTH DAI | COTA | Hortii Qarolina | 1. | | V. d. | 74.4 | 42.726 |
| Clay | 2.7 | 2,364 | Osborne | 2.5 | 1,955 | Montana: | | | Alamance | 24.3 | 22,041 | York | 74.4 | , |
| Collingsworth | 2.0 | 1,565 | Ottawa | 2.3 | 1,878 | | 1 1 | 000 | Alleghany | 2.2 | 1,828 | Total | 74.4 | 142,700 |
| Cottle | 1.3 | 949 | Pawnee | 3.0 | 2,721 | Daniels Dawson | 1.1 3.5 | 882 3,125 | Caswell | 4.5 | 3,538 | | | |
| Foard | 1.0 | 825 | Phillips | 2.9 | 2,473 | McCone | .9 | 560 | Chatham | 7.0 | 5,954 | | | |
| Hardeman | 2.7 | 2,224 | Pratt | 4.0 | 3,696 | Phillips | 1.8 | 1,296 | Davidson | 22.5 | 19,103 | YOUNGSTOWN | . DHIO | |
| Haskell | 3.6 | 2,939 | Reno | 19.0 | 17,166 | Richland | 3.0 | 2,509 | Davie | 4.6 | 3,861 | (UHF Marke | | |
| Jack | 2.5 2.5 | 2,326 2,013 | Rice | 4.5 | 3,885 | Roosevelt | 3.1 | 2,742 | Durham | 31.5 | 27,598 | | | |
| Knox | 5.2 | 4,574 | Rooks | 3.0 | 2,618 1,707 | Sheridan | 1.8 | 1,500 | Forsyth | 55.2 | 50,155 | Ohio: | | |
| Montague Stephens | 3.1 | 2,710 | Rush Russell | 2.0 3.6 | 3.163 | Valley | 4.7 | 3,666 | Granville | 7.6 | 6,204 | Columbiana | 32.2 | 1,424 |
| Throckmorton | .9 | 790 | Saline | 16.6 | 14,708 | Wibaux | .4 | 346 | Guilford | 70.6 | 65,562 | Mahoning | 87.0 | 81,391 |
| Wheeler | 2.6 | 2,030 | Sedgwick | 106.2 | 97,790 | TTIDGUA | | 0.10 | Lee | 7.2 | 5,978 | Trumbull | 60.2 | 39,793 |
| Wichita | 36.5 | 32,857 | Sheridan | 1.2 | 920 | North Dakota: | | | Montgomery Moore | 4.9 9.9 | 4,001 8,212 | | | |
| Wilbarger | 5.7 | 4,860 | Smith | 2.7 | 2,266 | | | | Orange | 10.9 | 8,444 | Pennsylvania: | | |
| Young | 5.8 | 5,264 | Stafford | 2.5 | 2,293 | Burke | 1.7 | 1,349 | Person | 6.6 | 5,524 | Lawrence | 32.9 | 20,530 |
| Total | 162.6 | 140,300 | Sumner | 8.2 | 7,192 | Divide | 1.5 | 1,115 | Randolph | 17.7 | 15,027 | Mercer | 36.7 | 24,185 |
| Tojai | 102.0 | 140,000 | Trego | 1.6 | 1,369 | Dunn | 1.5 | 1,072 | Rockingham | 19.6 | 17,537 | Total | | 1167,300 |
| | | | Wilson | 4.4 | 3,682 | Golden Valley | .8 | 760 | Rowan | 24.0 | 21,022 | IVĻAI | 243.0 | 1107,300 |
| | | | Woodson- | 1.9 | 1,396 | McKenzie | 2.0 | 1,510 | Stokes | 5.9 | 4,774 | | | |
| | | | | | , | Mountrail | 2.7 | 2,075 | Surry | 13.6 | 10,698 | | | |
| | | | | | | Williams | 6.3 | 5,176 | Vance | 8.2 | 7,136 | YUMA, ARIZO | NA | |
| | | | Oklahoma: | | | Totai | 36.8 | 29,700 | Yadkin | 6.3 | 4,815 | Árizona: | | |
| WICHITA-HUTC | HINSON, | KANSAS | Grant | 2.9 | 2,514 | | | | | | | Yuma | 13.0 | 10,793 |
| Kansas: | | | Woods | 4.0 | 3,399 | | | | Virginia: | | | Tullia | 13.0 | 10,733 |
| Ransas. | | | Total | 317.4 | 276,700 | | | | • | | | California: | | |
| Barber | 2.8 | 2,362 | lutai | 317.4 | 210,700 | WILMINGTON, | NORTH | CAROLINA | Carroll | 7.9 | 6,282 | | | |
| Barton | 9.9 | 8,847 | | | | North Carolina | | | Franklin | 6.7 | 5,273 | Imperial | 18.6 | 15,115 |
| Butler | 12.0 | 9,795 | | | | | | | Grayson | 4.9 | 3,599 | Total | 31.6 | 25,900 |
| Chase | 1.3 | 995 | | | | Bladen | 6.7 | 5,254 | Halifax | 9.9 | 7,956 | | | |
| Cloud | 4.7 | 3,552 | | | | Brunswick | 5.0 | 4,159 | Henry | .15.7 4.0 | 13,715 | | | |
| Comanche | 1.1 | 904 | WILKES-BARR | E.CCDANTO | M | Columbus | 12.0 | 9,427 | Patrick Pittsylvánia | 28.7 | 3,200 23,319 | ZANESVILLE, | AUIA | |
| Cowley | 12.2 | 9,804 | PENNSYLVA | | | Duplin | 10.2 | 8,094 | • | | | (UHF Mark | | |
| Dickinson | 7.1 | 6,271 | 1 Edito (EV) | MIN WHE | mainet | Hoke | 3.4 | 2,823 | Total | 442.6 | 382,400 | | G L/ | |
| Edwards | 1.6 | 1,322 | Pennsylvania: | : | | New Hanover | 21.1 | 19,338 | | | | Ohio: | | |
| Elk | 1.8 | 1,440 | Davidend | 15.0 | 4.000 | Onslow | 18.2 | 15,189 | | | | Coshocton | 10.1 | 1,214 |
| Ellis | 5,7 2.5 | 4,962 | Bradford | 15.8 11.1 | 4,983 | Pender | 4.6 20.0 | 3,716 16.059 | | | | Morgan | 3.8 | 197 |
| Ellsworth | 1.2 | 2,189 | Clinton | | 5,491 12,120 | Robeson | 20.0 | 9.413 | WORCESTER. | LANCONPL | HETTE | Muskingum | 23.9 | 17,747 |
| Gove | 1.7 | 817 | Columbia | 16.5 | 65,620 | Sampson | 6.0 | 5,064 | (UHF Marke | | | Total | 37.8 | 19,200 |
| Graham | 1./ | 1,362 | Lackawanna | 70.4 | 65,626 | Scotland | 6.0 | 5,064 | (UMF Marke | :u-Data II | icomplete | TOTAL | 3/.0 | 13,2 |

Additional copies of the 1962 TELEVISION MARKETBOOK are available at \$2.00



TELESTATUS

Exclusive estimates computed by Television Magazine's research department for all markets updated each month from projections for each U.S. county

FEBRUARY TELEVISION HOMES

T v homes in each market are totals of Television Magazine's county-by-county projections of the television set count made by the Bureau of the Census in 1960, plus various industry interim reports.

The coverage area of a television market is defined by Television Magazine's research department. Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception.

Other factors, however, may well rule out any incidence of viewing despite the quality of the signal. Network affiliations, programming and the number of stations in the service area must all be taken into consideration. The influence of these factors is reflected in the ARB 1960 Coverage Study and in the March 1961 Nielsen TV Coverage Study in those markets where this data has been made available by NCS subscribers.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%. Normally, all the television homes in a county will be credited to a market if one-quarter of these homes view the dominant station in the market at least one night a week.

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas, but the available evidence indicates that penetration drops off outside the metropolitan area itself and that 95% appears to be the most logical theoretical ceiling for the television market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF facilities refer to VHF only.

Penetration potential varies by sections of the country. Many areas in New England have achieved a saturation level above 90%. Other areas—sections of the South, for example—have reached a rather lower plateau. Future increases from either level can be expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

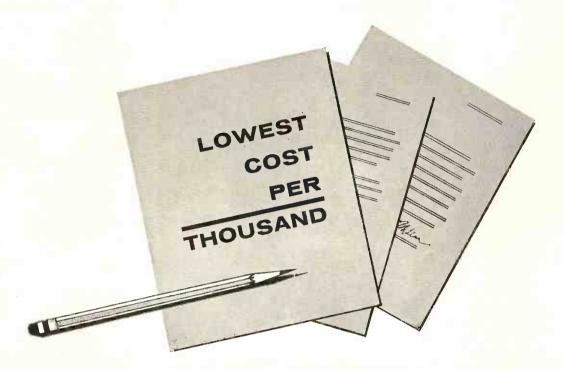
In a number of markets, therefore, the TV homes count is at a temporary plateau even though the television penetration level is below the 95% ceiling established by Television Magazine. These markets will be held for an indefinite period of time. The factor chiefly responsible for this situation is that penetration increases are often offset by current trends of population movement which for some regions have shown at least a temporary decline.

In some markets it has been impossible to evaluate the available and sometimes contradictory data. These areas are being re-studied by this magazine's research department and new figures will be reported as soon as a sound estimate can be made.

In many regions individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no substantial difference in television homes. Furthermore, the decision to combine markets is based upon advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason our research department is continuously reexamining markets and revising TV homes figures accordingly where updated survey data becomes available. For a complete explanation of the various symbols used in this section, refer to the "footnote" key at the bottom of each page.

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THIS IS ONE WE SOLVED OURSELVES

But remember the old problem: SAVE

MORE

MONEY . . . where you

substitute numbers for the letters indicated (when letters are repeated the substituted number is constant) based upon the logic of addition. The solution is simple.**

So's time buying in Washington, D. C. Take the ineluctable truth stated in the illustration above. When you buy WMAL-TV late-night feature films, that's what you get. (ARB, Oct. '60 thru April, '61.)

We're told it is impossible to find a substitution of numbers for letters which makes LOWEST+COST+PER=THOUSAND, so we'll give a very special prize for anyone who cuts it.

*This old puzzle has been around for so many years that you shouldn't have much trouble with it. Correct answers aren't worth very much—but we'll provide a small token of achievement for winners.



An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

| FEBRUARY, 1962 | |
|-----------------------|------------|
| TOTAL U.S. TV HOMES | 48,533,000 |
| TOTAL U.S. HOUSEHOLDS | 53,900,000 |
| U.S. TV PENETRATION | 90% |

Unlike other published coverage figures, these are neither station nor network estimates. They are copyrighted and may not be reproduced without permission. Listed below are all commercial stations on the air.

| Market & Stations—% Penetration | TV Homes |
|---|---------------------|
| ABERDEEN, S.D.—82 KXAB-TV (N,C,A) | 25,400 |
| ABILENE, Tex.—85 KRBC-TV (N) | 79,400 |
| ADA, Okľa.—82 KTEN (A.C.N) | 83,000 |
| AGANA, Guam KUAM-TV (C.N.A) | †† |
| AKRON, Ohio—45 WAKR-TV† (A) | 169,300 |
| ALBANY, Ga.—80 WALB-TV (A.N) | 159,600 |
| ALBANY-SCHENECTADY-TROY, N.Y.—92 WTEN (C); WAST (A); WRGB (N) (W-TEN operates satellite WCDC, Adams, N. | **420,000 fass.) |
| ALBUQUERQUE, N.M.—82 KCGM-TV (C); KOAT-TV (A); KOB-TV (N | 152,600 |
| ALEXANDRIA, La.—79 KALB-TV (A,C,N) | 105,500 |
| ALEXANDRIA, Minn.—81 KCMT (N.A) | 103,100 |
| ALPINE, Tex. KVLF-TV (A) | † †† |
| ALTOONA, Pa.—88 WFBG-TV (A,C) | 305,300 |
| AMARILLO, Tex.—86 KFDA-TV (C); KGNC-TV (N); KVII-TV (A) | 117,100 |
| AMES, Iowa—90 WOI-TV (A) | 282,100 |
| ANCHORAGE, Alaska—91 KENI-TV (A,N); KTVA (C) | 20,800 |
| ANDERSON, S.C. WAIM-TV (A.C) | ŧŧ |
| ARDMORE, Okia.—80 KXII (N) | 35,100 |

| WISE-TV* (C, N); WLÖS-TV* (A); WFBC-TV* (N); WSPA-TV* (C) 1 ATLANTA, Ga.—87 WACA-TV* (C); WLWA* (A); WSB-TV* (N) AUGUSTA, Ga.—81 W[BF-TV* (A,N); WRDW-TB* (C) AUSTIN, Minn.—89 KMM* (A) AUSTIN, Tex.—83 KTBC-TV* (A,C,N) BAKERSFIELD, Calif.—92 KBAK-TV* (C); KERO-TV* (N); MARC-TV* (C) BANCOR, Mc.—89 W[Z-TV* (A); WBAL-TV* (N); WMAR-TV* (C) BANCOR, Mc.—89 WABI-TV* (A,C); WLBZ-TV* (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV* (C,A); WBRZ* (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV* (A,N); WKNK-TV* (A,C); WJRT* (A) BEAUMONT-PORT ARTHUR, Tex.—88 KEDIN-TV* (C,A); WBAC-TV* (N); KBMT-TV* (A) BELLINCHAM, Wash.—89 KVOS-TV* (C) BIG SPRING, Tex.—87 KEDY-TV* (C,A) BILLINGS, Mont.—82 KOOK-TV* (A,C); WINF-TV* (A,N,C) BIRMARCK, N.—90 WNBF-TV* (A,C); WHRC-TV* (N,A) BINGHAMTON, N.Y.—90 WNBF-TV* (A,C); WINF-TV* (A,C) BIRMINGHAM, Ala.—79 WAPI-TV* (N); WBRC-TV* (A,C) BISMARCK, N. D.—83 KXMB-TV* (A,C); KFPR-TV* (N,A) (KFYR-TV* operates satellites KUMV-TV, WIlliston, N.D., and KMOT, Minot, N.D.) BLOOMINGTON, Ind.—90 WTTV* (See also Indianapolis, Ind.) | Market & Stations—% Penetration | TV Homes |
|--|--|---------------|
| \$PARTANBURG, S.C.—84 WISE—TV (C,N) WLOS—TV (A); WFBC—TV (N); WSPA—TV (C) ATLANTA, Ga.—87 WACA—TV (C); WLWA (A); WSB—TV (N) AUGUSTA, Ca.—81 WJBF—TV (A,N); WRDW—TB (C) AUSTIN, Minn.—89 KMMT (A) AUSTIN, Tax—83 KTBC—TV (A,C,N) BAKERSFIELD, Calif.—92 KBAK—TV (C); KERO—TV (N); (C) BANGOR, Md.—92 WJZ—TV (A); WBAL—TV (N); WMAR—TV (C) BANGOR, Me.—89 WABI—TV (A,C); WLBZ—TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB—TV (C,A); WBRZ—(N,A) BAY CITY—SAGINAW—FLINT, Mich.—92 WNEM—TV (A,N); WKNK—TV† (A,C); (59,80) WJRT (A) BELLINCHAM, Wash.—89 KYOS—TV (C) BIG SPRING, Tex.—87 KEDY—TV (C,A) BILLINGS, Mont.—82 KOOK—TV (A,C); KGHL—TV (N) BINGHAMTON, N,Y.—90 WNBF—TV (A,C); WGRT—TV (A,N,C) BINGHAMTON, NY.—90 WNBF—TV (A,C); KFYR—TV (A,C) BINGHAMTON, NY.—90 WNBF—TV (A,C); KFYR—TV (A,C) BISMARCK, N.D.—83 KXMB—TV (A,C); KFYR—TV (N,A) BLIMNGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | ASHEVILLE N.C. GREENVISSE- | |
| ATLANTA, Ga.—87 WAGA-TV (C); WLWA (A); WSB-TV (N) AUGUSTA, Ga.—81 WJBF-TV (A,N); WRDW-TB (C) AUSTIN, Minn.—89 KMMT (A) AUSTIN, Tex.—83 KTBC.TV (A,C,N) BAKERSFIELD, Calif.—92 KBAK-TVT (C,C) KERO-TV (N); WARA-TV (C) BALTIMORE, Md.—92 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C) BANCOR, Me.—89 WABI-TV (A,C); W.B.Z-TV (N,A) (Includes CATV Homes) BAY CITY-SAGINAW-FLINT, Mich.—92 WJZ-TV (A,N); WKNK-TVT (A,C); WJRT (A,N) BAY CITY-SAGINAW-FLINT, Mich.—92 WNRM-TV (A,N); WKNK-TVT (A,C); WJRT (A,N) BELLINGHAM, Wash.—89 KYOS-TV (C) BIC SPRING, Tex.—87 KEDY-TV (C,A); WSH.—89 KYOS-TV (C,A); WINT-VY (A,N,C) BINGHAMTON, NY.—90 WNBF-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates safellites KUMV-TV, WIlliston, N.D., and KMOT, Minot, N.D.) BLOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | SPARTANBURG, S.C.—84 | 437,700 |
| ATLANTA, Ga.—87 WAGA-TV (C); WLWA (A); WSB-TV (N) AUGUSTA, Ga.—81 WJBF-TV (A,N); WRDW-TB (C) AUSTIN, Minn.—89 KMMT (A) AUSTIN, Tex.—83 KTBC.TV (A,C,N) BAKERSFIELD, Calif.—92 KBAK-TVT (C,C) KERO-TV (N); WARA-TV (C) BALTIMORE, Md.—92 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C) BANCOR, Me.—89 WABI-TV (A,C); W.B.Z-TV (N,A) (Includes CATV Homes) BAY CITY-SAGINAW-FLINT, Mich.—92 WJZ-TV (A,N); WKNK-TVT (A,C); WJRT (A,N) BAY CITY-SAGINAW-FLINT, Mich.—92 WNRM-TV (A,N); WKNK-TVT (A,C); WJRT (A,N) BELLINGHAM, Wash.—89 KYOS-TV (C) BIC SPRING, Tex.—87 KEDY-TV (C,A); WSH.—89 KYOS-TV (C,A); WINT-VY (A,N,C) BINGHAMTON, NY.—90 WNBF-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates safellites KUMV-TV, WIlliston, N.D., and KMOT, Minot, N.D.) BLOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | WISE-TV1 (C,N); WLOS-TV (A); WFBC-TV (N); WSPA-TV (C) | †† |
| AUGUSTA, Ca.—81 W/JBF-TV (A,N); WRDW-TB (C) AUSTIN, Minn.—89 KMMT (A) AUSTIN, Tex.—83 KTBC-TV (A,C,N) KRBK-TV1 (C); KERO-TV (N); KBAK-TV1 (C); KERO-TV (N); KBAK-TV (A,C) BALTIMORE, Md.—92 W/Z-TV (A); WBAL-TV (N); WMAR-TV (C) BANCOR, Me.—89 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV (C,A); WBAZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV1 (A,C); WRT (A) BELLINGHAM, Wash.—89 KYOS-TV (C) BIC SPRING, Tex.—87 KEDY-TV (C,A) BILLINGS, Mont.—82 KOOK-TV (A,C); KGHL-TV (N) BINGHAMTON, NY.—90 WNBF-TV (A,C); WGHL-TV (A,C) BINGHAMTON, NY.—90 WNBF-TV (A,C); WGHL-TV (A,C) BIRMINGHAM, AIa.—79 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N. D.—83 KXMB-TV (A,C); KFYR-TV (N,A) BLISMARCK, N. D.—83 SKAMB-TV (A,C); KFYR-TV (N,A) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | | 570,600 |
| AUSTIN, Minn.—89 KMMT (A) BAKERSFIELD, Calif.—92 KBAK-TV1 (C): KERO-TV (N); BAKERSFIELD, Calif.—92 KBAK-TV1 (C): KERO-TV (N); KLYD-TV1 (A) BALTIMORE, Md.—92 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C) BANCOR, Me.—89 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV1 (A,C); WJRT (A) BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINGHAM, Wash.—89 KVOS-TV (C) BIG SPRING, Tex.—87 KEDY-TV (C,A) BILLINGS, Mont.—82 KOOK-TV (A,C); KCHL-TV (N) BINGHAMTON, N.Y.—90 WNBF-TV (A,C); WINR-TV1 (A,N,C) BIRGNAMTON, N.Y.—90 WNBF-TV (A,C); WFR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, WIlliston, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, WIlliston, N.D.—81 BLOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | | 197,600 |
| AUSTIN, Tex.—83 KTBC-TV (A,C,N) KTBC-TV (A,C,N) BAKERSFIELD, Calif.—92 KBAK-TVT (C); KERO-TV (N); MAR-TV (C) BANCOR, Me.—89 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C) BANCOR, Me.—89 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (C,A); WBRZ (N,A) BEAUMONT-PORT ARTHUR. Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINCHAM, Wash.—89 KVOS-TV (C) BILLINCAM, WSS.—87 KEDY-TV (C,A) BILLINCS, Mont.—82 KOOK-TV (A,C); KCHL-TV (N) BINGHAMTON, N,Y.—90 WNBF-TV (A,C); WBRCTV (A,C) BIRMINGHAM, Ala—79 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, WIlliston, N,D., and KMOT, Minot, N,D.) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | AUSTIN, Minn.—89 | 179,700 |
| KBAK-TVf (C); KERO-TV (N); 165,90 | AUSTIN, Tex.—83 | 141,500 |
| BALTIMORE, Md.—92 W]Z-TV (A); WBAL-TV (N); WMAR-TV (C) BANGOR, Me.—89 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV (C,A); WBZZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A) BEALINGHAM, Wash.—89 KYOS-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINGHAM, Wash.—89 KYOS-TV (C,A) BILLINGS, Mont.—82 KOOK-TV (A,C); KCHL-TV (N) BINGHAMTON, N,Y.—90 WNBF-TV (A,C); WINR-TV† (A,N,C) BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | BAKERSFIELD, Calif.—92 | 138,30 |
| WJZ-TV (A); WBAL-TV (N); WMAR-TV (C) BANGOR, Me.—89 100,90 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 281,70 WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 384,70 WIRT (A), N); WKNK-TV† (A,C); WJRT (A), WRNK-TV† (A,C); WJRT (A), WRNK-TV† (A,C); WJRT (A), WRST, WRS | KBAK-1VT (C); KERO-1V (N); KLYD-TVT (A) | 165,90 |
| BANGOR, Me.—89 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) BATON ROUGE, La.—84 WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A) BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINGHAM, Wash.—89 KVOS-TV (C) BIG SPRING, Tex.—87 KEDY-TV (C,A) BILLINGS, Mont.—82 KOOK-TV (A,C); KGHL-TV (N) BINGHAMTON, N.Y.—90 WNBF-TV (A,C); WINR-TV† (A,N,C) BIRGHINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C) BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D.—81 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, WIlliston, N.D.—80 BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | BALTIMORE, Md.—92 WIZ-TV (A): WBAL-TV (N): WMAR-TV | 722,500 |
| BATON ROUGE, La.—84 WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A) BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINGHAM, Wash.—89 KVOS-TV (C) BIG SPRING, Tex.—87 KEDY-TV (C,A) BILLINGS, Mont.—92 KOOK-TV (A,C); KGHL-TV (N) BINGHAMTON, N,Y.—90 WNBF-TV (A,C); WINR-TV† (A,N,C) BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | | 100,90 |
| WAFB-TV (C,A); WBRZ (N,A) BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A) BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A) BELLINGHAM, Wash.—89 KVOS-TV (C) BIG SPRING, Tex.—87 KEDY-TV (C,A) BILLINGS, Mont.—92 KOOK-TV (A,C); KGHL-TV (N) BINGHAMTON, NY.—90 BINGHAMTON, NY.—90 WNBF-TV (A,C); WINR-TV† (A,N,C) BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates safellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes) | |
| BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV† (A,C); W159,80 WNEM-TV (A,N); WKNK-TV† (A,C); W159,80 W150,80 W15 | BATON ROUGE, La.—84 | 281,70 |
| W RT (A) | BAY CITY-SAGINAW-FLINT, Mich -92 | 384,70 |
| BELLINGHAM, Wash.—89 *48,10 KVOS-TV (C) BIG SPRING, Tex.—87 20,00 KEDY-TV (C,A) 58,80 KOOK-TV (A,C); KGHL-TV (N) 58,80 BINCHAMTON, N.Y.—90 232,50 WNBF-TV (A,C); WINR-TV† (A,N,C) †48,20 BIRMINGHAM, AIa.—79 431,10 WAPI-TV (N); WBRC-TV (A,C) **46,10 BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) **46,10 BLOOMINGTON, Ind.—90 653,70 WTTV (See also Indianapolis, Ind.) | WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A) | †59,80 |
| BIC SPRING, Tex.—87 | BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV | 160,40 (A) |
| BIC SPRING, Tex.—87 | BELLINGHAM, Wash.—89 KVOS-TV (C) | *48,10 |
| BILLINGS, Mont.—82 58,80 KOOK-TV (A,C); KGHL-TV (N) 232,50 BINGHAMTON, N,Y.—90 232,50 WNBF-TV (A,C); WINR-TV† (A,N,C) 148,20 BIRMINGHAM, Ala.—79 431,10 WAPI-TV (N); WBRC-TV (A,C) **46,10 BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) **46,10 BLOOMINGTON, Ind.—90 653,70 WTTV (See also Indianapolis, Ind.) **5,80 | | 20,00 |
| BINGHAMTON, N.Y.—90 232,50 148,20 | BILLINGS. Mont.—82 | 58,80 |
| WNBF-TV (A,C); WINR-TV† (A,N,C) 148,20 BIRMINGHAM, Ala.—79 431,10 WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 **46,10 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | | 232 50 |
| WAPI-TV (N); WBRC-TV (A,C) BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINCTON, Ind.—90 WTTV (See also Indianapolis, Ind.) | WNBF-TV (A,C); WINR-TV† (A,N,C) | †48,20 |
| KXMB-TV (A,C.): KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.) BLOOMINCTON, Ind.—90 WTTV (See also Indianapolis, Ind.) 653,70 | | 431,10 |
| BLOOMINGTON, Ind.—90 653,70 WTTV (See also Indianapolis, Ind.) | BISMARCK, N.D.—83 | **46,10 |
| BLOOMINGTON, Ind.—90 653,70 WTTV (See also Indianapolis, Ind.) | KXMB-TV (A,C); KFYR-TV (N,A) (KFYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot. N.D.) | |
| (See also Indianapolis, Ind.) | BLOOMINGTON, Ind.—90 | 653,70 |
| | | |
| WHIS-TV (N,A) | BLUEFIELD, W. Va82 | 138,70 |

| Market & Stations—% Penetration | TV Homes |
|--|-----------------------|
| BOISE, Idaho—87 KBOI-TV (C); KTVB (A,N) | 78,500 |
| BOSTON, Mass.—94 WBZ-TV (N); WNAC-TV (A,C); WHDH-T | 1,774,200 V (C,N) |
| BRISTOL, VaJOHNSON CITY- KINGSPORT, Tenn.—78 WCYB-TV (A,N); WJHL-TV (A,C) | 188,100 |
| BRYAN, Tex.—80 KBTX-TV (A,C) | 44,900 |
| BUFFALO, N.Y.—94 WBEN-TV (C); WGR-TV (N); WKBW-TV | 568,800 (A) |
| BURLINGTON, Vt.—88 WCAX-TV (C) | *160,100 |
| BUTTE, Mont.—81 KXLF-TV (A,C,N) | 54,600 |
| CADILLAC, Mich.—88 WWTV (A,C) | 113,500 |
| CAGUAS, P.R. WKBM-TV | tt |
| CAPE GIRARDEAU, Mo.—80 KFVS-TV (C) | 237,600 |
| CARLSBAD, N.M.—87 KAVE-TV (A,C) | 12,400 |
| CARTHAGE-WATERTOWN, N.Y.—91 WCNY-TV (A,C) (Includes CATV Homes) | *91,10 <mark>0</mark> |
| CASPER, Wyo.—82 KTWO-TV (A,N,C) | 42,400 |
| CEDAR RAPIDS-WATERLOO, Iowa—91 KCRG-TV (A); WMT-TV (C); KWWL-TV | 302,600 (N) |
| CHAMPAIGN, III.—88 WCIA (C); WCHU† (N)¹ (¹See Springfield listing) | 322,200 |
| CHARLESTON, S.C.—82 WCSC-TV (C); WUSN-TV (A,N) | 139,900 |
| Major facility change in market subseque county survey measurement date. Market's coverage area being re-evaluate | |
| † U.H.F. †† Incomplete data. ††† New station; coverage study not comple | eted |
| U.S. Coverage only. Includes circulation of satellite (or boos. Does not include circulation of satellite. | |
| ■ Market being held as it has reached 95% tion. | TV penetra- |



Galileo Found the Hidden Market

Leo R. (Rocky) Galileo, marketing chief for the Higher Priced Spread, found Tri-Cities residents spread more bread than residents of Winston-Salem, Roanoke or Green Bay. (After all, it's the 19th ranked market in the Southeast!): If you want to find out which side your bread is _____d on, call Meeker (in the Southeast, James S. Ayres).

WCYB-TV

Bristol, Tenn.-Va.



A SIMPLE SOLUTION TO THE PROBLEM



Columbia, S.C.

WCCB-TV

Montgomery, Ala.

NATIONAL REPRESENTATIVE WEED TELEVISION CORP.

| Market & Stafions—% Penefration T | √ Homes |
|--|---------------------------|
| CHARLESTON-HUNTINGTON, W. Va.—83 WCHS-TV (A); WHTN-TV (C); WSAZ-TV (N | 423,800 |
| CHARLOTTE, N.C.—85 WBTV (C,A); WSOC-TV (N,A) | 595,600 |
| CHATTANOOGA, Tenn.—83 WDEF-TV (A,C); WRGP-TV (N); WTVC (A) | 205,300 |
| CHEBOYGAN, Mich.—85 WTOM-TV (N,A) (See also Traverse City) | 35,900 |
| | **88,000 |
| CHICAGO, III.—94 | 2,229,500 (N) |
| WBBM-TV (C); WBKB (A); WCN-TV; WNBQ CHICO, Calif86 KHSL-TV (A,C) | 123,100 |
| CINCINNATI, Ohio—91 WCPO-TV (C); WKRC-TV (A); WLWT (N) | 731,800 |
| CLARKSBURG, W. Va.—85 WBOY-TV (A,C,N) | 95,000 |
| CLEVELAND, Ohio—94 WEWS (A); KYW-TV (N); WJW-TV (C) | ,262,500 |
| CLOVIS, N.M.—83 KVER-TV (C,A) | 19,100 |
| COLORADO SPRINGS-PUEBLO, Colo.—86 KKTV (C); KRDO-TV (A); KCSJ-TV (N) | 93,300 |
| COLUMBIA-JEFFERSON CITY, Mo.—84 KOMU-TV (A,N); KRCG-TV (A,C) | 124,500 |
| COLUMBIA, S.C.—82 WIS-TV (N); WNOK-TV† (C); WCCA-TV† | † 224,20 0 A) |
| COLUMBUS, Ga.—80 WVTM (A,N); WRBL-TV (C) | 182,100 |
| COLUMBUS, Miss.—79 WCBI-TV (C,N,A) | 75,600 |
| COLUMBUS, Ohio—92 WBNS-TV (C); WLWC (N); WTVN-TV (A) | 471,500 |
| COOS BAY, Ore.—78 KCBY-TV (N) | 13,200 |
| CORPUS CHRISTI, Tex.—87 KRIS-TV (N); KZTV (C, A) | 107,200 |
| DALLAS-FT. WORTH, Tex.—89 KRDL-TV (C); WFAA-TV (A); KTVT; WBAP | 736,800 -TV (N) |
| DAVENPORT, Iowa-ROCK ISLAND, III.—91 WOC-TV (N); WHBF-TV (A,C) | 327,600 |
| DAYTON, Ohio—93 WHIO-TV (C); WLWD (A,N) | 487,500 |
| DAYTONA BEACH-ORLANDO, Fla.—89 WESH-TV (N); WDBO-TV (C); WLOF-TV (A) | 288,000 |
| DECATUR, Ala.—48 WMSL-TV† (C,N) | †39,600 |
| DECATUR, III.—83 WTVP† (A) | †125,100 |
| DENVER, Colo.—89 KBTV (A); KLZ-TV (C); KOA-TV (N); KTV | 348,800 |
| DES MOINES, lowa91 KRNT-TV (C); WHO-TV (N) | 264,300 |
| WJBK-TV (C); WWJ-TV (N); WXYZ (A) | 1,541,200 |
| DICKINSON, N.D.—81 KDIX-TV (C) | 18,300 |
| DOTHAN, Ala.—77 WTVY (A,C) | 111,900 |
| DULUTH, MinnSUPERIOR, Wis.—87 KDAL-TV (C); WDSM-TV (A,N) | 159,500 |
| DURHAM-RALEIGH, N.C.—84 WTVD (A,C); WRAL-TV (N) | 343,800 |
| EAU CLAIRE, Wis.—86 WEAU-TV (A,C,N) | 88,100 |
| EL DORADO, ArkMONROE, La.—80 KTVE (A,N); KNOE-TV (A,C) | 167,400 |
| ELKHART-SOUTH BEND, Ind66 WSJV-TV† (A); WSBT-TV† (C); WNDU-TV† (N) | †140,300 |
| EL PASO, Tex.—87 KELP-TV (A); KROD-TV (C); KTSM-TV (N) | *100, 8 0 0 |
| ENID, Okla. (See Oklahoma City) ENSIGN, Kan.—82 | 36,800 |
| KTVC (C) EPHRATA, Wash.—38 KBAS-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash.) | † 5, 100 |
| ERIE, Pa.—91 WICU-TV (A); WSEE-TV† (C,N) (Includes CATV Homes) | 165,900 †60,100 |
| EUGENE, Ore.—88 KVAL-TV (N); KEZI-TV (A) | **101,100 |
| EUREKA, Calif.—85 | Ore. } 51,500 |
| KIEM-TV (A,C); KVIK-TV (A,N) EVANSVILLE, Ind.—HENDERSON, Ky.—83 WFIE-TV† (N); WTVW (A); WEHT-TV† (C) | 215,900 †115,300 |

| Market & Stations—% Penetration | TV Homes |
|--|--------------------------------|
| FAIRBANKS, Alaska—83 KFAR-TV (A,N); KTVF (C) | 9,600 |
| FARGO, N.D.—83 | 150,000 |
| FARGO, N.D.—83 WDAY-TV (N); KXGO-TV (A) (See also Valley City, N.D.) FLINT-BAY CITY-SAGINAW, Mich—92 | 384,700 |
| FLINT-BAY CITY-SAGINAW, Mich—92 WJRT (A); WNEM (A,N); WKNK-TV† (A,C) FLORENCE, Ala; —70 | †59,800 †21,000 |
| WOWL-TV† (C,N,A) FLORENCE, S.C.—80 WBTW (A,C,N) | 154,800 |
| FT. DODGE, Iowa—64. KQTV† (N) | 129,300 |
| FT. MYERS, Fla.—88 WINK-TV (A,C) | 29,200 |
| FT. SMITH, Ark.—76 KFSA-TV (C,N,A) | 67,600 |
| FT. WAYNE, Ind.—79 WANE-TV† (C); WKJG-TV† (N); WPTA-TV† (A) | †165,300 |
| FT. WORTH-DALLAS, Tex.—89 KTVT; WBAP-TV (N); KRLD-TV (C); WFAA-TV (A) | 734,400 |
| | m†188,900 |
| GLENDIVE, Mont.—83 KXGN-TV (C,A) | 3,800 |
| GOODLAND, Kan.—79 KWHT-TV (C) | 16,500 |
| GRAND FORKS, N.D.—88 KNOX-TV (A,N) | 37,800 |
| GRAND JUNCTION, Colo.—81 KREX-TV (A,C,N) (Operates satellite KREY-TV, Montrose, Colo | **2 7,5 00 |
| | .) ■543,100 |
| WOOD-TV (A,N); WKZO-TV (A,C) | **137,300 |
| KCKT-TV (N) (KCKT operates satéllite KGLD, Garden City, Kan., and KOMC-TV, McCook, Neb.) | 131,300 |
| GREAT FALLS, Mont.—95 KFBB-TV (A.C.N); KRTV (Includes CATV Homes) | ▼ 51,600 |
| GREEN BAY, Wis.—90 WBAY-TV (C); WFRV (N); WLUK-TV (A) | 307,300 |
| GREENSBORO-WINSTON-SALEM, N.C.—86 WFMY-TV (A,C); WSJS-TV (N) | 382,400 |
| GREENVILLE-SPARTANBURG, S.C., ASHEVILLE, N.C.—84 WFBC-TV (N); WSPA-TV (C); WLOS-TV (A | 406,600 |
| WISE-TV† (C,N) GREENVILLE-WASHINGTON, N.C.—83 | 212,400 |
| WNCT (A,C); WITN (N) GREENWOOD, Miss.—78 | 77,300 |
| WABG-TV (C) HANNIBAL, MoQUINCY, III.—87 | 159,700 |
| KHQA (C,A); WGEM-TV (A,C) HARLINGEN-WESLACO, Tex.—80 KGBT-TV (A,C); KRGV-TV (A,N) | *69,300 |
| HARRISBURG, III.—81 | 191,400 |
| WSIL-TV (A) HARRISBURG, Pa.—83 WHP-TV† (C); WTPA† (A) | †126,000 |
| HARRISONBURG, Va.—78 WSVA-TV (A,C,N) | 67,500 |
| HARTFORD-NEW BRITAIN, Conn.—95 WTIC-TV (C); WNBC† (N); WHCT† | 702,900 †3 22, 700 |
| HASTINGS, Neb.—86 KHAS-TV (N) | 103,000 |
| HATTIESBURG, Miss.—86 WDAM-TV (A,N) | 56,200 |
| HELENA, Mont.—83 KBLL-TV (C,N) | 7,500 |
| HENDERSON, KyEVANSVILLE, Ind.—83 WEHT-TV† (C); WFIE-TV† (N); WTVW (A) | 207,000 †115,300 |
| HENDERSON-LAS VEGAS, Nev.—89 KLBJ-TV (N); KLAS-TV (C); KSHO-TV (A) | 44,500 |
| | **†1 7 5,700 |
| (WWLP operates satellite WRLP† Greenfield, HONOLULU, Hawaii—87 | Mass.) **136,400 |
| HONOLULU, Hawaii—87 KGMB-TV (C); KONA-TV (N); KHVH-TV (Satellites: KHBC-TV, Hilo and KMAU-TV, to KGMB-TV. KMVI-TV, Wailuku and K Hilo to KHVH; KALA, Wailuku to KONA-TV | A) Wailuku HJK-TV, .) |
| ■ Major facility change in market subsequen county survey measurement date. | t to latest |
| Markét's coverage area being re-evaluated. † U.H.F. †† Incomplete data. | |
| ††† New station; coverage study not complete | r). |
| ** Includes circulation of satellite (or booste ** Does not include circulation of satellite. ▼ Market being held as it has reached 95% T tion. | V penetra- |

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North Carolina's Grade A World

provides Grade A Coverage strength for:

- Winston-Salem, Greensboro, High Point—North Carolina's largest metropolitan area!
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WAVE-TV gives you 28.8% more MOTORISTS

-28.8% more viewers, minimum!

Since November-December, 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B, in any average week.

And the *superiority* during that period has gone as high as 63.6% more viewers!

During 1961, the minimum was 58.0% more viewers for WAVE-TV. More viewers = more impressions = more sales! Ask Katz for the complete story,

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



| Market & Stations—% Penetration | TV Homes |
|---|-----------------------------|
| HOT SPRINGS, Ark.—82 KFOY-TV | 13,500 |
| HOUSTON, Tex.—90 KPRC-TV (N); KTRK-TV (A); KHOU-TV (C | 498,000 |
| HUNTINGTON-CHARLESTON, W. Va.—83 WHTN-TV (C); WSAZ-TV (N); WCHS-TV | |
| HUNTSVILLE, Ala.—42 WAFG-TV† (A) | †17, <mark>600</mark> |
| HUTCHINSON-WICHITA, Kan.—87 KTVH (C); KAKE-TV (A); KARD-TV (N) (KAYS-TV, Hays, Kan., satellite of KAKE-TV | **276,700 |
| IDAHO FALLS, Idaho—87 KID-TV A,C); KIFI-TV (N) | 63,400 |
| INDIANAPOLIS, Ind.—90 | 676,000 |
| WFBM-TV (N); WISH-TV (C); WLWI (A) (See also Bloomington, Ind.) JACKSON, Miss.—84 WJTV (C); WLBT (A,N) | 271,200 |
| JACKSON, Tenn.—76 WDXI-TV (A,C) | 64,000 |
| JACKSONVILLE, Fla.—86 WJXT (C,A); WFGA-TV (N,A) | 256,500 |
| JEFFERSON CITY-COLUMBIA, Mo.—84 KRCG-TV (A,C); KOMU-TV (A,N) | 119,600 |
| JOHNSON CITY-KINGSPORT, Tenn BRISTOL, Va.—78 WJHL-TV (A,C); WCYB-TV (A,N) | 184,400 |
| JOHNSTOWN, Pa.—90 WARD-TV† (A,C); WJAC-TV (N,A) | 572, <mark>700</mark> |
| IOPLIN. MoPITTSBURG. Kan.—82 | 144,300 |
| KODE-TV (A,C); KOAM-TV (A,N) JUNEAU, Alaska—65 KINY-TV (C) | 2,000 |
| KALAMAZOO-GRAND RAPIDS, Mich.—92 WKZO-TV {A,C}; WOOD-TV (A,N) | ■543 ,100 |
| KANSAS CITY, Mo.—89 KCMO-TV (C); KMBC-TV (A); WDAF-TV | 594,000 |
| KEARNEY, Neb.—91 | (N) |
| KEARNEY, Neb.—91 KHOL-TV (A) (Operates satellite KHPL-TV, Hayes Centèr, | |
| KLAMATH FALLS, Ore.—87 KOTI-TV (A,C,N) | 26,500 |
| WATE-TV (N); WBIR-TV (C); WTVKt (A) | 243,100 †41,400 |
| LA CROSSE, Wis.—86 WKBT (A,C,N) | 109,900 |
| LAFAYETTE, La.—84 KLFY-TV (C) (Includes CATV Homes) | 117,300 |
| KPLC-TV (A,N) | 101,200 |
| LANCASTER, Pa.—89 WGAL-TV (C,N) | 557,900 |
| WJIM-TV (C,A); WILX-TV (N) (Onondaga | 358,300 |
| LAREDO, Tex.—79 KGNS-TV (A,C,N) | 14,100 |
| LA SALLE, III. (See Peoria, III.) | 44,500 |
| LAS VEGAS-HENDERSON, Nev.—89 KLAS-TV (C); KSHO-TV (A); KLRJ-TV (N) LAWTON, Okla. (See Wichita Falls, Tex.) | 44,500 |
| LEBANON, Pa.—86 WLYH-TV† (A) | †113 <mark>,80</mark> 0 |
| LEWISTON, Idaho—86 KLEW-TV (C,N) (Satellite of KIMA-TV†, Yakima, Wash.) | 2 <mark>0,</mark> 200 |
| LEXINGTON, Ky.—56 | †69,800 |
| WLEX-TV† (N); WKYT† (A,C) LIMA, Ohio—68 | †44,900 |
| LINCOLN, Neb.—87 KOLN-TV (C) (Operates satellite KGIN-TV, Grand Island, | **205,500 |
| LITTLE ROCK, Ark.—79 KARK-TV (N); KTHV (C); KATV (A) | Neb.) 235,500 |
| | ▼ 2,82 7 ,900 |
| LOS ANGELES, Calif.—95 KABC-TV (A); KCOP; KHJ-TV; KTLÁ; KNXT (C); KRCA (N); KTTV LOUISVILLE, Ky.—83 | 409,900 |
| LOUISVILLE, Ky.—83 WAVE-TV (N); WHAS-TV (C); WLKY-TV† | (A) ttt |
| Major facility change in market subseque county survey measurement date. Market's coverage area being re-evaluated U.H.F. tt incomplete data. | d. |
| ††† New station; coverage study not comple * U.S. Coverage only. * Includes circulation of satellite (or boost ** Does not include circulation of satellite. | er). |
| Does not include circulation of satellite. Market being held as it has reached 95% tion. | TV penetra- |
| | |

| Market & Stations% Penetration | TV Homes |
|---|----------------------------|
| LUBBOCK, Tex.—87 KCBD-TV (N); KDUB-TV (C,A) | 117,000 |
| LUFKIN, Tex.—80 KTRE-TV (N.C.A) | 58,600 |
| LYNCHBURG, Va.—85 WLVA-TV (A) | 169,300 |
| MACON, Ga.—83 WMAZ-TV (A,C,N) | 116,800 |
| MADISON, Wis.—88 WISC-TV (C); WKOW-TV+ (A); WMTV+ (N) | 244,200 |
| | †108,300 |
| MANCHESTER, N.H.—90 WMUR-TV (A) | 148,600 |
| MANKATO, Minn.—85 KEYC-TV (C) | 109,300 |
| MARINETTE, Wis. (See Green Bay) | |
| MARQUETTE, Mich.—88 WLUC-TV (C,N,A) | 59,800 |
| MASON CITY, Iowa—89 KGLO-TV (C) | 164,600 |
| MAYACUEZ, P.R. WORA-TV | 17 # |
| MEDFORD, Ore.—88 KBES-TV (A,C); KMED-TV (N) | 42,600 |
| MEMPHIS, Tenn.—80 WHBQ-TV (A); WMCT (N); WREC-TV (C) | 491,200 |
| MERIDIAN, Miss.—82 WTOK-TV (À,C,N) | 130,000 |
| MESA-PHOENIX, Ariz.—87 KTAR-TV (N); KTVK (A); KPHO-TV; KOOI | 228,200 L-TV (C) |
| MIAMI, Fla.—93 WCKT (N); WLBW-TV (A); WTV; (C) | 556,600 |
| MIDLAND-ODESSA, Tex.—89 KMID-TV (A,N); KOSA-TV (C); KDCD-TV; | 97,000 †† |
| MILWAUKEE, Wis.—94 WISN-TV (C); WITI-TV (A); WTMJ-TV | 626,700 |
| WXIX† | †166,600 |
| MINNEAPOLIS-ST. PAUL Minn.—91 KMSP-TV (A); KSTP-TV (N); WCCO-TV (WTCN-TV | 733,000 |
| MINOT, N.D.—82 KXMC-TV (A,C); KMOT-TV (A,N) | °37,800 |

56,900

| Remarkable | \$ S |
|-------------|------------------------|
| BELONGS | IN YOUR MIX |
| MA | IN YOUR RKET MIX |
| STIR | |
| UP | |
| SALES _ | |
| BUY | |
| WREX-TV | |
| | |
| THE S | |
| HOT | E |
| BUY | GET THE FACTS FROM OUR |
| EVERY | PERSPIRING REPS |
| MONTH | HR TELEVISION, INC. |
| WRI CHANNEL | 3 ROCKFORD |
| J. M | s. BAISCH |

| MITCHELL, S.D.—84 KORN-TV (A,N) | 31,400 |
|--|---------------------------|
| MOBILE, Ala.—83 WALA-TV (N); WKRG-TV (C); WEAR-TV (. (Pensacola) | 266,100 A) |
| MONAHANS, Tex.—87 KVKM-TV (A) | 31,200 |
| MONROE, LaEL DORADO, Ark.—80 KNOE-TV (A,C); KTVE (A,N) | 165,500 |
| MONTEREY-SALINAS, Calif. (See Salinas) | |
| MONTGOMERY, Ala.—74 WCOV-TV† {C}; WSFA-TV (N,A); WCCB-TV† (A) | 163,400 |
| MUNCIE, Ind.—59 WLBC-TV† (A,C,N) | †22,500 |
| NASHVILLE, Tenn.—79 WLAC-TV (C); WSIX-TV (A); WSM-TV (I | 434,600 |
| NEW BRITAIN-HARTFORD, Conn.—95 WTOC-TV (C); WNBC† (N); WHCT† | 702,900 †322,700 |
| NEW HAVEN, Conn.—95 WNHC-TV (A) | 687,600 |
| NEW ORLEANS, La.—88 WDSU-TV (N); WVUE (A); WWL-TV (C) | 418,200 |
| NEW YORK, N.Y.—94 WABC-TV (A); WNEW-TV; WNTA-TV; WC (C); WOR-TV; WPIX; WNBC-TV (N) | 5,322,400 BS-TV |
| NORFOLK, Va.—86 WAVY (N); WTAR-TV (C); WVEC-TV (A) | |
| NORTH PLATTE, Neb.—86 KNOP-TV (N) | 26,000 |
| OAK HILL, W. Va.—87 WOAY-TV (A,C) | 89,400 |
| OAKLAND-SAN FRANCISCO, Calif.—92 KTVU; KRON-TV (N); KPIX (C); KGO-TV | 1,334,100 (A) |
| ODESSA-MIDLAND, Tex.—89 KOSA-TV (C); KMID-TV (A,N); KDCL-TV† | 97,000 †† |
| OKLAHOMA CITY, Okla.—88 KWTV (C); WKY-TV (N); KOCO-TV (A) (I | 342,000 Enid) |
| OMAHA, Neb.—91 KMTV N); WOW-TV (C); KETV (A) | 317,300 |
| ORLANDO-DAYTONA BEACH, Fla.—89 WDBO-TV (C); WLOF-TV (A); WESH-TV (| 288,000 N} |
| OTTUMWA, Iowa87 KTVO (C,N,A) | 103,000 |
| PADUC <mark>AH,</mark> Ky.—80 WPSD-TV (N) | ■ 191,800 |
| PANAMA CITY, Fla.—81 WJHG-TV (A,N) | ■28,000 |
| PARKERSBURG, W. Va.—54 WTAP† (A,C,N) | †22,100 |
| PASCO, Wash.—57 KEPR-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash) | †30, 70 0 |
| PEMBINA, N.D.—82 KCND-TV (A) | 14,700 |
| PEORIA, III.—77 WEEK-TV† (N); WMBD-TV† (C); WTVH† (WEEK-TV† operates WEEQ-TV†, La Salle, I | **†167,400 (A) |
| PHILADELPHIA, Pa.—94 WCAU-TV (C); WFIL-TV (A); WRCV-TV | 2,019, 2 00 (N) |
| PHOENIX-MESA, Ariz.—87 KOOL-TV (C); KPHO-TV; KTVK (A); KTAR | 228,200 R-TV (N) |
| PITTSBURG, KanJOPLIN, Mo.—82 KOAM-TV (A,N); KODE-TV (A,C) | 144,300 |
| PITTSBURGH, Pa.—93 KDKA-TV (C); WIIC (N); WTAE (A) | 1, 2 32,100 |
| PLATT\$BURG, N.Y.—89 WPTZ (A,N) | 122,900 |
| POLAND SPRING, Me.—90 WMTW-TV (A,C) (Mt. Washington, N.H.) | 325,800 |
| PONCE, P.R. WSUR-TV; WRIK-TV | Ϋ́ |
| PORT ARTHUR-BEAUMONT, Tex.—88 KBMT-TV (A); KPAC-TV (N); KFDM-TV | 160,4 0 0 |
| PORTLAND, Me.—91 WC\$H-TV (N); WGAN-TV (C) | 227,600 |
| PORTLAND, Ore.—91 KGW-TV (N); KOIN-TV (C); KPTV (A) | 466,600 |
| PRESQUE ISLE, Me.—87 WAGM-TV (A,C,N) | 22,500 |
| PROVIDENCE, R.I.—95 WJAR-TV (A,N); WPRO-TV (C) | 695,500 |
| PUEBLO-COLORADO SPRINGS, Colo.—86 KCSJ-TV (N); KKTV (C); KRDO-TV (A) | 93,300 |
| QUINCY, IIIHANNIBAL, Mo.—87 WGEM-TV (A,N); KHQA-TV (C,A) | 152,000 |
| RALEIGH-DURHAM, N.C.—85 WRAL-TV (N); WTVD (A,C) | 340,900 |
| | |

Market & Stations—% Penetration

TV Homes

| Market & Stations—% Penetration | TV Homes |
|---|--------------------|
| RAPID CITY, S.D.—85 KOTA-TV (A,C); KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Neb); (KRSD-TV operates satellite KDS)-TV, Deadwood, S.D.) | **55,400 |
| REDDING, Calif.—86 KVIP-TV (A;N) | 80,100 |
| RENO, Nev:—88 KOLO-TV (A,C.N) | 46,200 |
| RICHLAND, Wash. KNDU-TV† (A) (Satellite of KNDO-TV†, Yakima, Wash.) | †† |
| RICHMOND, Va.—85 WRVA-TV (A); WTVR (C); WXEX-TV (N) (Petersburg, Va.) | 282,800 |
| RIVERTON, Wyo.—81 KWRB-TV C,N,A) | 12,300 |
| ROANOKE, Va.—84 WDBJ-TV (C); WSLS-TV (A,N) | 317,900 |
| ROCHESTER, Minn.—89 KROC-TV (N) | 143,800 |
| ROCHESTER, N.Y.—94 WROC-TV (A.N); WHEC-TV (A,C) | 322,800 |
| ROCKFORD, III.—92 WREX-TV (A,C); WTVO† (N) | †.203,600 |
| ROCK ISLAND, IIIDAVENPORT, lowa—91 WHBF-TV (A,C); WOC-TV (N) | 327,600 |
| ROME-UTICA, N.Y. (See Utica) ROSWELL, N.M.—88 KSWS-TV (A,C,N) | 14,700 |
| SACRAMENTO-STOCKTON, Calif.—92 KXTV (C); KCRA-TV (N); KOVR (A) | 448,000 |
| SAGINAW-BAY CITY-FLINT, Mich.—92 WKNX-TV† (A,C); WNEM-TV (A,N); | 384,700 |
| WJRT (A) ST. JOSEPH, Mo.—85 KFEQ-TV (C,A) | †59,800 †42,700 |
| ■ Major facility change in market subsequer county survey measurement date. • Market's coverage area being re-evaluated | |

county survey measurement date.

Market's coverage area being re-evaluated.

† U.H.F.

†† Incomplete data.

†† New station; coverage study not completed.

© U.S. Coverage only.

© Includes circulation of satellite (or booster).

Does not include circulation of satellite.

W Market being held as it has reached 95% TV penetration.

NOTE: Above Sacramento Data Precedes New

TOWER TV

KCRA-TV and other stations now operate from a 1,549 foot tower, tallest structure in California. Low band Channel 3 now serves new multi-metro-market: Sacramento, Modesto, Stockton, Marysville-Yuba City and Eastern Contra Costa County.

Station estimates 550,000-650,000 TV homes.

KCRA-TV is only primary NBC station in Northern California's rich valley area.



REACHING MOST OF NORTHERN CALIFORNIA



Market & Stations-% Penetration

TV Homes

55.200

384,200

SPARTANBURG-GREENVILLE,S.C.-ASHEVILLE, N.C.—84 WSPA-TV (C); WFBC-TV (N); WLOS-TV (A); ††406.600

257,600 SPOKANE, Wash.—87 KHQ-TV (N); KREM-TV (A); KXLY-TV (C) SPRINCFIELD, III.—75
WICS† (N)
(Operates satellites WCHU† Champaign, and
WICD-TV† Danville, III.) **†164,900

SPRINGFIELD-HOLYOKE, Mass.—90 WHYN-TV† (A,C); WWLP† (N) (WWLP†operates satellite WRLP† Greenfield, Mass.) **†175.700 127,000

SPRINGFIELD, Mo.—78 KTTS-TV (C); KYTV (A,N) STEUBENVILLE, Ohio-90 WSTV-TV (A,C) 445,200 STOCKTON-SACRAMENTO, Calif.—92 KOVR (A); KCRA (N); KXTV (C) 448,000 SUPERIOR, Wis.-DULUTH, Minn.—87 WDSM-TV (N.A); KDAL-TV (C) 155,900

SWEETWATER, Tex.—88 KPAR-TV (C,A) SYRACUSE, N.Y.—93 WHEN-TV (A,C); WSYR-TV (N,A) (WSYR-TV operates satellite WSYE-TV, **458,800 Elmira, N.Y.)

TACOMA-SEATTLE, Wash.—93 KTNT-TV (C); KTVW; KING-TV (N); KOMO-TV (A); KIRO-TV (C) ***577,800** 178,200 TALLAHASSEE, Fla.-THOMASVILLE, Ga.-81

TAMPA-ST. PETERSBURG, Fla.—90
WFLA-TV (N); WTVT (C); WSUN-TV1 (A) 417,000 †259,400 TEMPLE-WACO, Tex.—85
KCEN-TV (N); KWTZ-TV (A,C) 137,400 TERRE HAUTE, Ind.-87 WTHI-TV (A.C) 183,000

TEXARKANA, Tex. (See Shreveport)

THOMASVILLE, Ga.-TALLAHASSEE, Fla. (See Tallahassee) TOLEDO, Ohio—92 WSPD-TV (A,N); WTOL-TV (C,N)

TOPEKA, Kan.—86 WIBW-TV (C,A,N) 126,800 ***40.700 TRAVERSE CITY, Mich.—88

| Please send me | TE: E: (1010): MAGGAZINE | |
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| | TELEVISION MAGAZINE | every mo <mark>nt</mark> h |
| ☐ 1 YEAR \$5.00 | ☐ 2 YEARS \$9.00 | ☐ 3 YEARS \$12.00 |
| Group \$3.00 each for ten Rates \$3.50 each for five | or more or more | ☐ Bill Co. ☐ Bill Me |
| Company | | |
| | Zone Sta | |

TROY-ALBANY-SCHENECTADY, N.Y.—92
WRCB (N); WTEN (C); WAST (A)
(WTEN operates satellite WCDC Adams, Mass.) **420,000 TUCSON, Ariz.—86
KGUN-TV (A); KOLD-TV (C); KVOA-TV (N) 100,800 TULSA, Okla.—85 KOTV (C); KVOO-TV (N); KTUL-TV (A) TUPELO, Miss.—80 62,400 TWIN FALLS, Idaho-87 29.600 135,200 TYLER, Tex.-82 KLTV (A,C,N) UTICA-ROME, N.Y.—94 WKTV (A,C,N) 159 900 VALLEY CITY, N.D.—84 KXJB-TV (C) (See also Fárgo, N.D.) 150,800 WACO-TEMPLE, Tex.—85 KWTX-TV (A,C); KCEN-TV (N) 132:400 WASHINGTON, D.C.—90
WMAL-TV (A); WRC-TV (N); WTOP-TV (C)
WITG 847,800 WASHINGTON-GREENVILLE, N.C.—83 WITN (N); WNCT (A,C) WATERBURY, Conn. WATR-TV† (A) †† WATERLOO-CEDAR RAPIDS, Iowa—91 KWWL-TV (N); KCRG-TV (A); WMT-TV (C) 283,100 WATERTOWN-CARTHAGE, N.Y.—91 (See Carthage) WAUSAU, Wis.—86 WSAU-TV (A,C,N) 131,700 WESLACO-HARLINGEN, Tex.—80 KRGV-TV (N.A); KGBT-TV (A,C) *69.300 WEST PALM BEACH, Fla.—89 WEAT-TV (A); WPTV (N) 100,100 WESTON, W. Va.—84 WJPB-TV (A) 98,800 WHEELING, W. Va.—89 WTRF-TV (A,N) 310,400 WICHITA-HUTCHINSON, Kan.—87
KAKE-TV (A); KARD-TV (N); KTVH (C)
(KAYS-TV, Hays, Kan., satellite of KAKE-TV) ÷*276,700 WICHITA FALLS, Tex.—86

KFDX-TV (N); KSYD-TV (C); KSWO-TV (A)
(Lawton) 140,300 WILKES-BARRE-SCRANTON, Pa.—81 WBRE-TV†(N); WNEP-TV†(A); WDAU-TV† (C) (Includes CATV Homes) †258,100 WILLISTON, N.D.--81 KUMV-TV (N,A) 29.700 WILMINGTON, N.C.—82 WECT (A,N,C) 123.400 WINSTON-SALEM-GREENSBORO, N.C.--87 WSJS-TV (N); WFMY-TV (A,C) 378,800 WORCESTER, Mass. WWORT (N) YAKIMA, Wash.—78

KIMA-TV† (C,N); KNDO-TV† (A)

(KIMA-TV† operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV† Ephrata, Wash., KEPR-TV† Pasco, Wash.; KNDO-TV† operates satellite KNDU-TV†

Richland, Wash.) ***†38,800 YORK, Pa.—57 WSBA-TV† (A) YOUNGSTOWN, Ohio—67 WFMJ-TV†; WKBN-TV† (C); WKST-TV† (A) (!ncludes CATV Homes) †167,300 YUMA, Ariz.—82 KIVA (C,N,A) 25,900 ZANESVILLE, Ohio—51 WHIZ-TVT (A.C.N) †19.200 Major facility change in market subsequent to latest county survey measurement date. Market's coverage area being re-evaluated. † U.H.F., †† Incomplete data ††† New station; coverage study nof completed. * U.S. Coverage only. ** Includes circulation of satellite (or booster) Does not include circulation of satellite.

Market being held as it has reached 95% TV penetra-

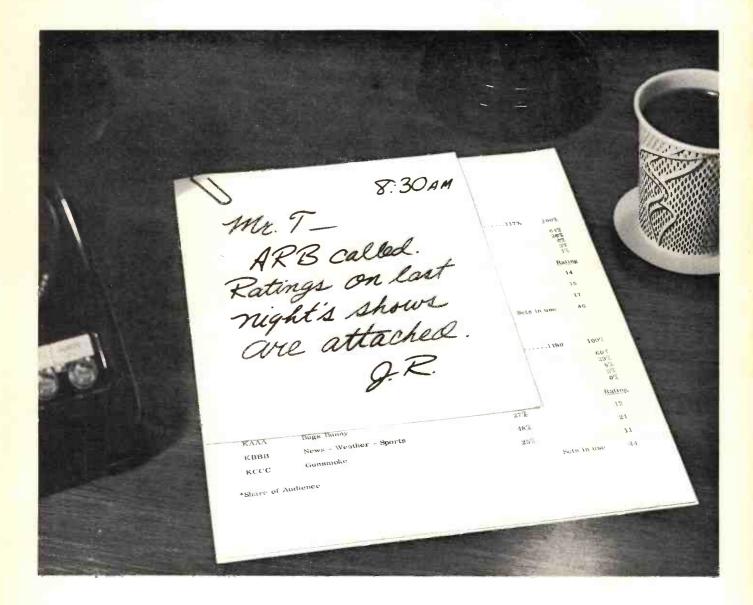
Market & Stations—% Penetration

TV Homes

131 1-channel markets

2-channel markets 64 3-channel markets 61 4—(or more)—channel markets 15 271 Total U.S. Markets

Commercial Stations U.S. & possessions



Yesterday, a question ... today, a fact

Ask today's businessman when he needs an item of important information. He'll probably say, "Yesterday!" If such dreams could come true, ARB might well trade its computers for a supply of magic wands!

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WHERE DO YOU GO FROM THE TOP?

The television market statistics in this issue show how fantastically television has grown in the dozen years of its existence.

They also show that the era of fantastic growth has passed.

More than 90 per cent of all U.S. homes have television sets. The figure is so near the saturation point that from now on television circulation can increase at no better than a slightly higher rate than that of the increase in total households.

The usage of sets has also reached a plateau. Depending on the research authority that measures it, set usage in the average television home runs between five and six hours a day. That level of viewing has been contant for some time. It is not apt to be significantly increased unless light viewers can be persuaded to view more and heavy viewers to learn how to devote less time to their two other principal activities, working and sleeping.

At this point of television history the available audience is about as big as it is likely to get. That fact has similar implications for television receiver manufacturers and for television broadcasters.

Receiver manufacturers must now content themselves with a total annual volume of about six million sets, many of them low-profit portables and table models. That volume is considerably below the 7,421,000 units sold in the peak year of 1955, when a big proportion of sales were in high-profit consoles.

The broadcasters—in both network and station operations— must compete for a total available audience that, as matters now stand, has quit growing. They are unaccustomed to this situation. Until a year or so ago the total audience was in a state of continual expansion that justified a coinciding process of elevation of television advertising rates.

Both the manufacturers and the broadcasters now face a stabilized economy. Absent the development

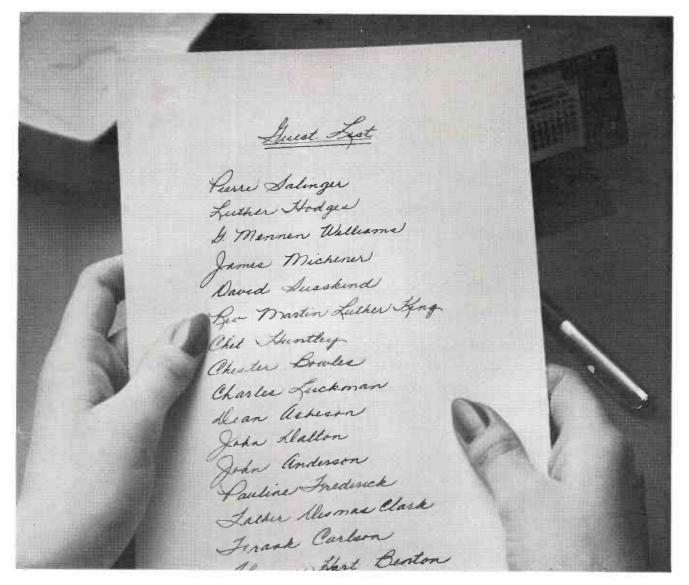
of new types of receivers that will accelerate replacements and enlarge the second-set market, manufacturers are tied to the level of six million units a year. Absent dramatic increases in the amount of time that the public is willing to give to television viewing or dramatic discoveries that will add impact to television commercials, broadcasters are tied to approximately the level of their present advertising rates. At both the transmitting and receiving ends growth has been arrested.

In these circumstances a new force is needed to revive television progress. The force must be capable of stimulating receiver sales in a market that is already saturated, intensifying viewing among millions who already give a large measure of their time to television and enhancing the advertising effectiveness of TV. The only force immediately available to meet those specifications is color television.

Right now most manufacturers and broadcasters lack a strong incentive to risk capital investments in the exploitation of color TV. Most manufacturers are engaged in other enterprises—electronics or appliances—that dwarf their television operations. Most broadcasters are earning a big enough yield to keep stockholders satisfied. In its present conformation and its present shades of gray television is big enough and influential enough to encourage a feeling of security among its operators.

Yet this feeling of security may prove to be illusory. If communicators had always chosen to sit on their plateaus, today's spectacular would be measured by the size of the stone slab it was chiseled on or the height of the smoke signal conveying it.

The history of communications is a history of restless search for new technologies that will speed and give dimensions to ideas. History has not stopped with the invention of television. The black-and-white set has no more claim to permanent utility than the stylus of the Egyptian scribe.



Kilroy Didn't Make It But, as you can see from this partial guest list, a good many notables did make the "Insight" scene last year. • Chances are you've never heard of "Insight" if you live outside WDAF-TV's coverage area. But Kansas Citians will tell you—with considerable pride—that it's another of those network-type programs WDAF-TV puts on locally. Veteran Newsmen Walt Bodine and Bill Leeds host this unrehearsed and spontaneous half-hour each Sunday. It's not unusual when Monday morning's news is featured by the results of their gentle probing. • Kansas Citians do take pride in WDAF-TV. They appreciate the fact that it's far more than a local outlet for network shows ... that local programming of the "Insight" calibre is the rule, not the exception ... that it is the Heartland's prime source of entertainment and information. And, of course, this respect for WDAF-TV pays off in the cash registers of its advertisers.

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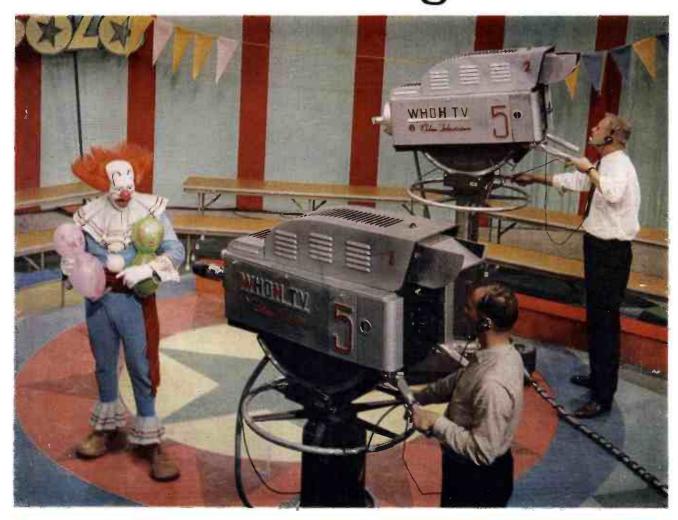


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