

Television Factbook

THE AUTHORITATIVE REFERENCE FOR THE ADVERTISING, TELEVISION AND ELECTRONICS INDUSTRIES
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TV



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Description of Station Directory Section

The Station Maps

The only official and uniform rough guide to a station's physical coverage is found in the files of the Federal Communications Commission. Each TV station grantee is required to submit to the Commission its coverage contours predicted on the basis of engineering formulas designated by the Commission. The FCC specifies three grades of service as a rough indication of the probable quality of reception.

The FCC does not intend or expect the predicted coverage contours, submitted by each station, to reflect whether a signal is received or not received at any specific location. Rather, the Commission regards the contours as a rough guide to probable reception. The basic use made by the Commission of the contours is as a tool to determine where to allocate channels to minimize interference among stations.

Though all stations and applicants are required to submit predicted contours to the FCC, stations may also file contours based on actual measurements of transmitted signals. Under FCC rules, such filings are not mandatory, and only a relatively few stations have offered such measurements voluntarily. The Commission has no official and uniform rules for measuring service contours; such submissions are associated with stations' files but are not given official status by the Commission.

The three grades of predicted contours required by the FCC are as follows:

Grade B Service: The quality of picture expected to be satisfactory to the median observer at least 90% of the time for at least 50% of the receiving locations within the contour, in the absence of interfering co-channel and adjacent-channel signals.

Grade A Service: Satisfactory service expected at least 90% of the time for at least 70% of the receiving locations.

Principal City Service: Satisfactory service expected at least 90% of the time for at least 90% of the receiving locations.

We obtained the predicted contour maps from the FCC files. We publish two contour lines, "Grade A" and "Grade B."

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ARB TELEVISION COVERAGE/65

Television circulation estimates are the basic research foundation of the industry and, in ARB Television Coverage/65, the American Research Bureau provides new and timely estimates to reflect the current impact of television in the United States. The dynamic growth of television and the changes which have taken place since ARB's last major coverage study in 1960 gave impetus to the new report.

Sampling in more than 3,000 counties during one to three Nationwide Sweep Surveys provided the framework for this report. More than a quarter-million family viewing diaries supplied the detailed viewing estimates.

(Data from the American Research Bureau are fully protected by copyright. Reproduction in whole or part is prohibited without written permission from the American Research Bureau.)

Net Weekly Circulation and Average Daily Circulation estimates are provided for all television stations which are reported in ARB television market reports. Also on each station page are SRDS Total Households and ARB's TV Homes and TV Penetration estimates for each county reported by ARB Television Coverage/65 for the individual station.

It should be noted that counties listed for individual stations include the home market ARB metro rating area plus all surrounding counties in which a station has 5% or more net weekly circulation.

SURVEY METHODS

As Described By ARB

ARB Television Coverage/65 measures two areas of established station audiences . . . the number of television-owning households and the intensity of viewing to each station received. Coverage studies provide broad-scale station circulation information by geographical areas as opposed to reports of program audience by station and time period.

Many industry studies, while providing useful estimates of television penetration and reception, have lagged behind in their attempts to define individual station circulation. Various techniques have been tried and found wanting. Respondents to post card ballots have been asked to recall how often they view a number of stations each week. While this technique may provide circulation data of limited validity, it is certainly far short of a record of family viewing.

ARB's approach to circulation, as in the 1960 Coverage Study, was to conduct nationwide all-county surveys, utilizing its well-accepted family viewing diary. As a result, all areas of television circulation have been greatly strengthened in both scope and validity with circulation based on hundreds of thousands of viewing records gathered from cooperating respondents throughout the nation.

DEFINITIONS OF TERMS & CODES

ARB Terms:

Total Homes—For purposes of ARB Television Coverage/65, the terms "Homes" and "Households" are considered interchangeable. A household or home is comprised of all persons who occupy a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total homes figures shown in the current study are Standard Rate and Data Service estimates as of May 1965 projected to January 1966.

Television Homes—A television home is an occupied dwelling unit having one or more television sets. Estimates for each county are based on an updating of ARB TV penetration estimates using historical regional growth

(Continued on page 4-a)

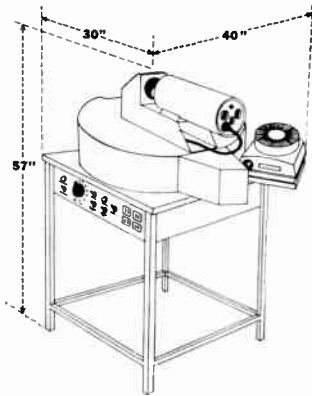
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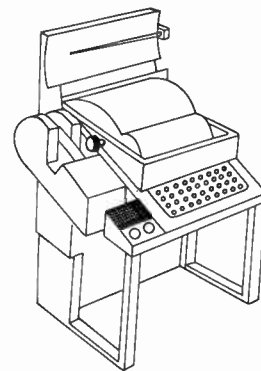


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Station Directory Description

curves to January 1966. This penetration percentage is then applied to SRDS total homes projections for estimates of total television homes. Mathematical differences may occur due to computer rounding to whole numerals from fractions of a percent.

TV Penetration—The percent of total homes having one or more television sets at the time of the survey.

Net Weekly Circulation—The estimated number of different television homes viewing a particular station at least once per week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

Average Daily Circulation—The estimated average number of different television homes reached by a particular station on each day of the week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

Color Penetration—Percentage of homes in market with color receivers.

EXPLANATION OF FCC FILING SYMBOLS

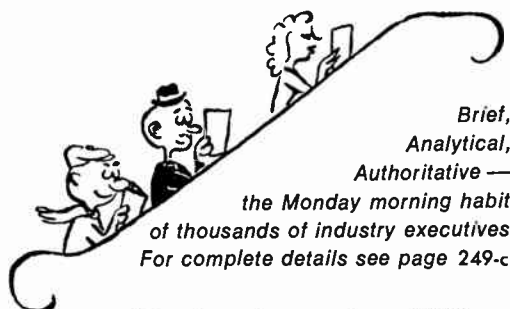
FCC Filing Symbols:

1. BPCT: Broadcast Permit Commercial Television.
2. BMPCT: Broadcast Modification of Permit Commercial Television.
3. DOC: Docket. (Designation applied by FCC to hearing cases.)
4. GRANTED: Date of authorization by FCC.

Note: "BPCT" and "BMPCT" designations, accompanied by numbers, are affixed by the FCC to applications for new or changed station facilities to identify each when it is accepted for filing. They therefore constitute file numbers. Each map in the *Factbook* is accompanied with its file number to facilitate reference to the Commission's official files. In each case, the file number used is the one affixed to the application for facilities which were subsequently authorized by the FCC and in use at the time this *Factbook* was published. "Docket" numbers are used in those few cases where the application is in a hearing status and a file number hasn't been assigned. The "granted" date indicates when the FCC approved construction of facilities involved.

After a station is completed according to the terms of its construction permit, it receives a license; this is identified by a number with a "BLCT" (Broadcast License

People on the way up read Television Digest*



*People on the way down didn't!

Commercial Television) prefix. When a license is renewed, a number with a "BRCT" (Broadcast Renewal Commercial Television) prefix is employed. Applications for licenses or license renewals do not include requests for changes in facilities, thus do not affect predicted Grade A & B contours. Therefore, they are not employed as references in the *Factbook*.

The Grade A & B contours on the maps are predicted by station engineers according to the formulas designated by the FCC, as previously explained. They are based on facilities in use by stations at the time of *Factbook* publication. Where a station has a construction permit for a change in facilities but has not completed the change, both existing and projected contours are shown—the latter by dotted broken lines.

BUREAU OF BROADCAST MEASUREMENT SURVEY METHODS

The Bureau of Broadcast Measurement conducts National Surveys covering all of Canada except the Yukon and Northwest Territories.

These surveys are conducted by mail, a log being sent to each household in the sample in which the household is asked to record the tuning by all its members to radio and television over a week's time period, by one-quarter hours.

For the purpose of the survey, the whole of Canada is divided into 187 cells or BBM areas, which are either Metropolitan areas as defined by the Dominion Bureau of Statistics, or single counties or census divisions or combinations thereof.

The Survey provides figures on Television ownership in each BBM area and also, for each station, the weekly reach of the station in each cell. By weekly reach is meant the percent, or number of households that tuned to the station at least once during the survey week.

For any station, therefore, it is possible to arrange its audience reached weekly according to—

- (a) those BBM cells in which it reached over 50% of the households
- (b) those cells in which it reached 25-50% of the households and finally—
- (c) those cells in which it reached 5-24% of the households.

This, therefore, is the arrangement followed herein and opposite each BBM cell is shown also the estimated number of households in that cell, and the estimated number of Television households, together with a percentage expressing the Television households as a percent of total households in the cell.

In addition, a figure designated as "BBM Weekly Reach" is shown. This is the estimated total number of households that tuned to the station during the survey in all of its coverage area—i.e., in all the BBM cells into which its signal penetrated, including the cells in which its reach was less than 5%.

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our word about
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Boston
market.

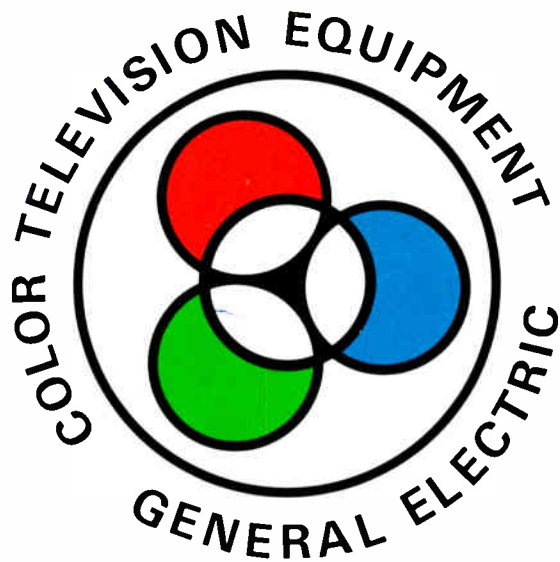
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PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
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**Don't take
our word about
how KYW-TV
reaches the
Philadelphia
market.**

Turn to page 553-B and see.

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NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPX

WESTINGHOUSE BROADCASTING COMPANY

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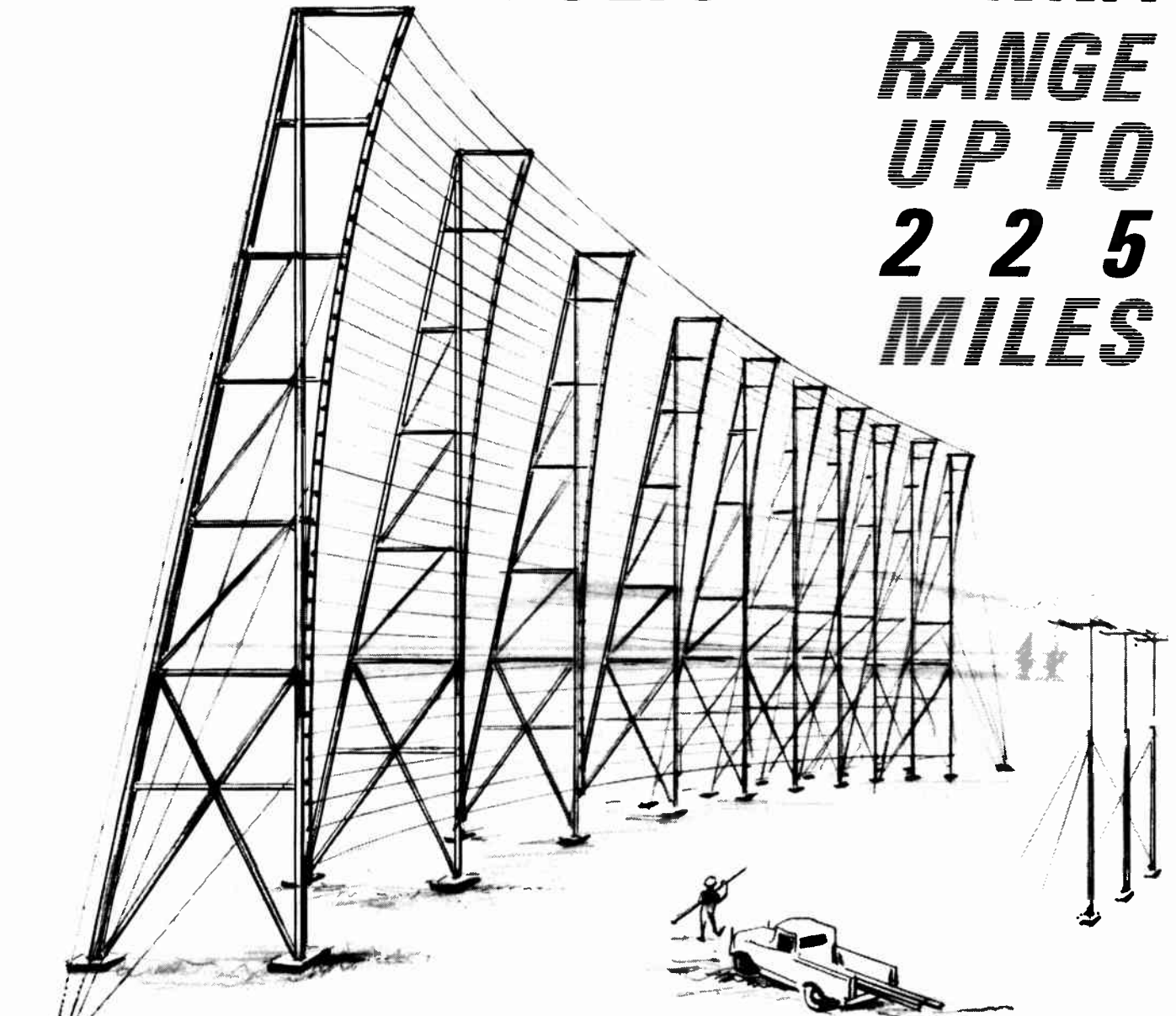


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PHILADELPHIA KYW · KYW-TV
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**Don't take
our word about
how KDKA-TV
reaches the
Pittsburgh
market.**

Turn to page 555-B and see.



BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
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Dallas, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis and San Francisco.

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reaches the
San Francisco
market.

Turn to page 86-B and see.

GROUP



BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
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Bunch M



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MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

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**LOLITA HAS A
REPUTATION!**

**SO DO 89 OTHERS IN THE BIGGEST NEW
LIST OF POST '48 FEATURES FOR TELEVISION**

MGM 6

WITH SUCH HITS AS:
RAINTREE COUNTY, QUO VADIS, NEVER SO FEW, KING OF KINGS, SOMETHING
OF VALUE, SWEET BIRD OF YOUTH, JAILHOUSE ROCK AND ALL FALL DOWN,
YOU CAN'T HELP BUT OUTPERFORM, OUTSELL ALL COMPETITION.

90 BIG ONES IN ALL! / 36 IN COLOR!

Get the most for your feature film dollar! Build a reputation
for the greatest in entertainment...and profits.
Your MGM-TV representative has availabilities.



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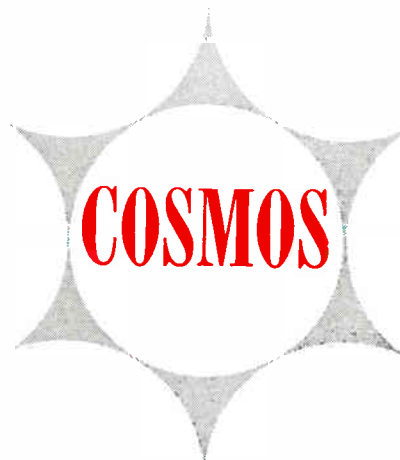
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In Columbia, Montgomery and Toledo



is a “People-to-People” program

3,379,600* people in these three major market areas depend on Cosmos stations for news, information and entertainment. Each station is effective and influential in its respective community—well-manned with experienced, eager personnel who actively seek out the needs and desires of the audiences they serve — then fulfill those requirements. Average weekly audiences — both Nielsen and ARB — offer eloquent proof.

**Includes population in counties with 25% or more Net Weekly Circulation. (ARB Coverage Study/65) (Toledo ARB Coverage Study/60.) Population 1/1/65, SRDS.*

WIS, Columbia, S.C., NBC/P-G-W
WIS-TV, Columbia, S.C., NBC/P-G-W
WSFA-TV, Montgomery, Ala., NBC/P-G-W
WTOL-TV, Toledo, Ohio, CBS-NBC/H-R
Cosmos Cablevision Corp.

COSMOS
BROADCASTING CORPORATION

G. RICHARD SHAFTO, PRESIDENT
1111 BULL STREET COLUMBIA, SOUTH CAROLINA

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Bell System Network Quality TV Channels

Available to any user at reasonable charges



For many years the Bell System has been the prime supplier of reliable, high-definition transmission service to the nation's television networks. This long experience, coupled with the latest and best in microwave and coaxial equipment, is available to non-network users in a variety of fields.

Education: ETV transmission facilities for both broadcast and closed circuit systems.

Industry, Government, Professions: For meetings, training, medical and scientific conferences, and

other business and professional applications of television.

CATV: Bell System multi-channel service geared to the needs of community antenna operators.

Bell System services are backed by Bell Telephone Laboratories research and development, and by the installation and maintenance experience of the Bell System Operating Companies. For further information, just call your Bell Telephone Business Office.



Bell System

American Telephone & Telegraph
and Associated Companies

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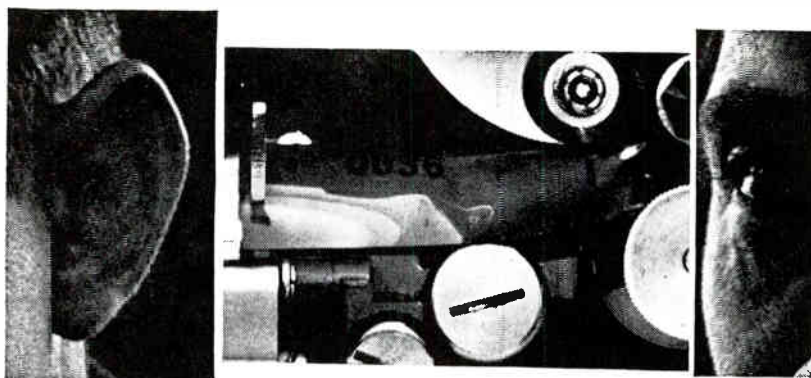
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Color Set Penetration

(Continued from page 29-a)

Market Area	Homes with Color TV	
	In Survey Area Number	%
Tyler, Tex.	8,200	5
Utica, N.Y.	31,000	7
Visalia, Cal.	47,100	13
Waco-Temple	13,700	5
Washington, D.C.	120,900	7
Watertown-Carthage	8,800	6
Wausau, Wis.	9,700	5
West Palm Beach, Fla.	55,900	9
Wheeling-Steubenville	159,100	11
Wichita, Kansas	31,100	8
Wichita Falls-Lawton	13,400	7
Wilkes Barre-Scranton	64,100	12
Wilmington, N.C.	14,000	7
Yakima, Wash.	16,500	11
Youngstown, Ohio	59,900	12
Yuma-El Centro	2,700	8
Zanesville, Ohio	13,800	14



Every word and every note in every minute of broadcasting on every Storer station is taped. Quality control is one of the Storer Standards.



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

Taping the total daily output of every Storer station and checking it for quality at Storer headquarters is just one of the many ways Storer carries out its communications responsibility. The exacting standards adhered to by all Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.

Storer Standards make every Storer station a great salesman.

HOW DOES NBC COLOR THE NEWS?

Superbly.

On Nov. 15 "The Huntley-Brinkley Report" became network television's first weekday nighttime news program to be presented in color.

A few days later, the new "Scherer-MacNeil Report"—already distinguishing itself as network television's first half-hour Saturday evening news program—made a similar switch to color.

That's only part of the story. With "Today" and Sunday's "Frank McGee Report" also in color, NBC News now has brought color to *all* of its major, regularly scheduled network programs seven



days a week. What's more, at least 80 per cent of NBC News' planned *specials* this season will be colorcasts.

For over a decade, the NBC Television Network alone presented an expanding volume of color programming year after year. Now, as the Full Color Network,

NBC is far ahead of the field in color experience and facilities.

As broadcasting's leader in both color *and* news for so many seasons, it was eminently logical for NBC to add color to its responsible reporting, interpretation and analysis of the world around us.

It is, to be sure, a turbulent world that might be more cheerfully viewed through rose-colored glasses than the unsparring eye of the color camera. But NBC News has never shied from the realities; and that—in reality—is a major reason for its status as the most honored organization in broadcast journalism.

NBC NEWS

QUALITY—DIVERSITY—POPULARITY... ALL THIS AND COLOR, TOO

CAN COLOR BE A MOVING EXPERIENCE?

Certainly.

Particularly for the personnel manning an NBC color mobile unit. The talented staffs of these fully equipped "color studios on wheels" are forever travelling where the action is, so that NBC viewers can see television's best coverage of news and sports in exciting color.

The latest addition to NBC's color mobile fleet is an ultra-modern caravan of three 40-foot trailers and two supplementary trucks, and more units are coming as we cover more and more of the world of actuality.

Through the use of elaborate mobile color facilities, NBC News has



been able to provide outstanding coverage of such events as the visit of Pope Paul VI to New York and the Gemini launchings. In sports, our color equipment makes possible such colorcasts as weekly AFL contests; the Bowl games; the World Series, and baseball's game of the week.

With all of NBC's ma-

jor, regular news and most of our sports coverage now in color, our color mobile units are busier than ever. As the only fully manned, fully equipped color network, NBC takes such activity in stride.

The network's use of color in news, sports and virtually all prime-time programming is the logical outgrowth of NBC's color pioneering. Over the past decade, ours has been the only network to expand its color programming year after year. So it was only natural for NBC, last Fall, to become known as the Full Color Network. Don't you wish *all* the networks were?



NATIONAL BROADCASTING COMPANY

QUALITY-DIVERSITY-POPULARITY...ALL THIS AND COLOR, TOO

Color Set Penetration by Markets

Estimates Compiled by American Research Bureau during November 1965 Nationwide Sampling Sweep
 Note: Percentage of homes with color TV sets in table below is percentage of Total Homes with TV.

Market Area	Homes with Color TV In Survey Area Number %	Market Area	Homes with Color TV In Survey Area Number %	Market Area	Homes with Color TV In Survey Area Number %
Aberdeen, S.D.	3,700 3	Bristol-Johnson City	29,900 7	Dayton, Ohio	127,800 13
Abilene-Sweetwater	10,700 9	Buffalo (U.S. Only)	65,400 7	Decatur, Ala.	5,700 5
Ada, Okla.	8,000 4	Burlington-Plattsburgh	11,400 5	Denver, Colo.	32,600 6
Akron, Ohio	41,200 12	Butte, Mont.	4,500 5	Des Moines, Iowa	23,400 6
Albany, Ga.	15,100 6	Cadillac-Traverse City	32,600 7	Detroit, Mich.	174,100 10
Albany-Schenectady-Troy	91,700 8	Cape Girardeau-Paducah- Harrisburg	19,100 5	Dickinson, N.D.	800 2
Albuquerque, N.M.	13,300 6	Carlsbad, N.M.	2,200 7	Dothan, Ala.	19,800 6
Alexandria, La.	14,000 5	Casper, Wyo.	3,700 4	Duluth-Superior	11,400 5
Alexandria, Minn.	5,500 5	Cedar Rapids-Waterloo	37,700 7	Eau Claire, Wis.	4,700 3
Amarillo, Tex.	16,700 10	Champaign-Decatur- Springfield	41,000 9	El Paso, Tex.	4,800 4
Ardmore, Tex.	5,400 4	Charleston, S.C.	23,900 7	Elk City, Okla.	15,600 7
Atlanta, Ga.	71,600 9	Charleston-Huntington	46,900 8	Ensign, Kan.	6,200 7
Augusta, Ga.	24,900 7	Charlotte, N.C.	64,200 6	Erie, Pa.	30,500 8
Austin, Tex.	9,600 5	Chattanooga, Tenn.	27,200 7	Eugene, Ore.	23,600 10
Austin-Mason City-Rochester	19,600 5	Cheyenne, Wyo.	7,900 4	Eureka, Cal.	4,400 7
Bakersfield, Cal.	36,200 13	Chicago, Ill.	249,800 10	Evansville, Ind.	17,900 6
Baltimore, Md.	138,500 7	Chico-Redding	53,500 14	Fargo, N.D.	7,700 5
Bangor, Me.	7,000 4	Cincinnati, Ohio	126,200 13	Florence, Ala.	1,000 3
Baton Rouge, La.	22,700 6	Clarksburg-Fairmont	14,500 5	Florence, S.C.	19,100 6
Beaumont-Port Arthur	15,700 7	Cleveland, Ohio	161,500 11	Ft. Dodge, Iowa	2,300 3
Bellingham, Wash.	42,400 9	Colorado Springs-Pueblo	16,800 9	Ft. Myers, Fla.	3,400 8
Big Spring, Tex.	6,400 12	Columbia, S.C.	36,700 7	Fort Smith, Ark.	3,300 3
Billings, Mont.	9,100 5	Columbia-Jefferson City	8,600 4	Fort Wayne, Ind.	32,100 12
Biloxi, Miss.	13,400 6	Columbus, Ga.	27,700 5	Fresno, Cal.	46,100 13
Binghamton, N.Y.	39,800 8	Columbus, Miss.	4,300 3	Glendive, Mont.	200 2
Birmingham, Ala.	29,800 5	Columbus, Ohio	110,100 15	Grand Junction-Montrose	1,500 3
Bismarck, N.D.	3,600 3	Coos Bay, Ore.	23,600 10	Grand Rapids-Kalamazoo	64,600 9
Bluefield, W. Va.	16,100 6	Corpus Christi, Tex.	7,400 6	Great Falls, Mont.	6,500 9
Boise, Ida.	14,300 8	Dallas-Ft. Worth	70,700 8	Green Bay, Wis.	22,800 6
Boston, Mass.	139,700 7			Greensboro-Winston Salem- High Point	41,200 5
Bowling Green, Ky.	17,500 7				



Market Area	Homes with Color TV In Survey Area	Number	%
Greenville-Spartanburg-Asheville	60,700	7	
Greenville-Washington-New Bern	22,800	6	
Greenwood, Miss.	4,700	5	
Hannibal-Quincy	15,100	7	
Harrisburg, Pa.	64,400	13	
Harrisburg-Lancaster-Lebanon-York	145,900	13	
Harrisonburg, Va.	11,500	5	
Hartford-New Haven	140,800	8	
Hastings-Kearney	19,500	6	
Hattiesburg-Laurel	7,000	4	
Hawaii	7,200	5	
Hays, Kansas	7,700	8	
Helena, Mont.	500	6	
Houston, Tex.	52,100	8	
Huntsville, Ala.	7,100	5	
Idaho Falls-Pocatello	13,300	7	
Indianapolis, Ind.	75,300	9	
Jackson, Miss.	25,200	7	
Jackson, Tenn.	4,200	3	
Jacksonville, Fla.	33,200	9	
Johnstown-Altoona	107,200	8	
Jonesboro, Ark.	7,100	6	
Joplin-Pittsburg	7,900	4	
Kansas City, Mo.	39,100	6	
Klamath Falls, Ore.	2,600	9	
Knoxville, Tenn.	33,000	7	
La Crosse, Wis.	12,800	4	
Lafayette, Ind.	12,200	12	
Lafayette, La.	13,800	5	
Lake Charles, La.	17,000	7	
Lansing, Mich.	112,600	11	
Laredo, Tex.	Less than 1%		
Las Vegas, Nev.	11,800	12	
Lexington, Ky.	10,500	6	
Lima, Ohio	10,600	9	
Lincoln-Hastings-Kearney	19,500	6	
Little Rock, Ark.	23,300	6	
Los Angeles, Cal.	585,300	17	
Louisville, Ky.	37,000	7	

Lower Rio Grande Valley (Harlingen & Weslaco, Tex.)	1,700	2
Lubbock, Tex.	23,200	14
Lufkin, Tex.	2,700	4
Macon, Ga.	5,000	4
Madison, Wis.	55,200	8
Manchester, N.H.	117,700	7
Mankato, Minn.	5,400	4
Marion, Ind.	19,600	15
Marquette, Mich.	3,700	4
Medford, Ore.	6,700	8
Memphis, Tenn.	23,900	4
Meridian, Miss.	6,300	4
Miami, Fla.	55,400	8
Milwaukee, Wis.	102,800	11
Minneapolis-St. Paul	38,400	5
Minot, N.D.	1,200	2
Missoula, Mont.	9,900	5
Mitchell, S.D.	1,500	2
Mobile-Pensacola	28,300	7
Monroe-El Dorado	19,600	6
Montgomery, Ala.	14,500	5
Muncie, Ind.	23,000	15
Nashville, Tenn.	31,200	6
New Orleans, La.	36,600	6
New York, N.Y.	560,300	9
Norfolk-Portsmouth-Newport News-Hampton	23,900	6
North Platte, Neb.	2,300	7
Oak Hill, W. Va.	22,400	8
Odessa-Midland	15,500	10
Oklahoma City, Okla.	23,200	5
Omaha, Neb.	19,800	5
Orlando-Daytona Beach	39,100	10
Ottumwa, Iowa	9,600	5
Panama City, Fla.	16,000	8
Parkersburg, W. Va.	5,100	8
Pembina, N.D.	1,300	2
Peoria, Ill.	34,800	11
Philadelphia, Pa.	293,300	11
Phoenix, Ariz.	33,200	7
Pittsburgh, Pa.	122,100	8
Portland, Me.	31,200	6
Portland, Ore.	62,200	11
Presque Isle, Me.	600	2
Providence, R.I.	130,000	7

Quad City (Moline & Rock Island, Ill., Davenport, Ia.)	37,100	8
Raleigh-Durham	37,000	6
Rapid City, S.D.	2,400	4
Reno, Nev.	9,200	12
Richmond, Va.	17,600	4
Riverton, Wyo.	700	3
Roanoke, Va.	32,500	6
Rochester, N.Y.	33,700	8
Rockford, Ill.	44,100	11
Roseburg, Ore.	20,100	10
Roswell, N.M.	9,200	9
Sacramento-Stockton	141,500	13
Saginaw-Bay City-Flint	83,400	11
St. Joseph, Mo.	38,100	6
St. Louis, Mo.	64,900	7
Salinas-Monterey-Santa Cruz	180,800	13
Salisbury, Md.	3,300	6
Salt Lake City-Ogden-Provo	32,300	8
San Angelo, Tex.	2,200	6
San Antonio, Tex.	24,600	6
San Diego, Cal.	153,700	18
San Francisco, Cal.	188,400	12
Santa Barbara, Cal.	85,500	16
Savannah, Ga.	10,700	7
Seattle-Tacoma	58,200	9
Selma, Ala.	1,700	5
Shreveport, La.	21,600	5
Sioux City, Iowa	13,700	5
Sioux Falls, S.D.	10,900	4
South Bend-Elkhart	35,200	11
Spokane, Wash.	33,400	9
Springfield, Mo.	8,200	3
Springfield-Holyoke	42,400	8
Syracuse, N.Y.	46,400	7
Tallahassee-Thomasville	14,200	6
Tampa-St. Petersburg	45,500	9
Terre Haute, Ind.	21,500	6
Toledo, Ohio	177,100	11
Topeka, Kansas	16,800	6
Tucson, Ariz.	31,200	7
Tulsa, Okla.	27,200	6
Tupelo, Miss.	3,000	3
Twin Falls, Idaho	2,000	5

(Continued on page 24-a)




If you had the Quality touch

You'd enjoy the luxurious feeling of an Aladdin with an all-powerful lamp. You could wish for full color facilities to fulfill your fondest dreams of complete program, commercial and remote production. Presto! Almost as easily as rubbing a lamp, at your command would be eight live color cameras, two complete color film chains, six color videotape recorders. Get that Quality Touch of an Aladdin... Call our Operations Manager Jim Pratt or your Petryman for the colorful details.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

 Channel 8, Communications Center / Broadcast Services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

Color Status

Color Capabilities of U.S. Television Stations

(As of March 1, 1966)

Listed below are all operating commercial TV stations with color equipment in operation (x) or ordered. Information was obtained from networks, manufacturers and individual stations. Target dates have been listed where equipment has been ordered but not shipped, as of date of compilation. Affiliates are listed under their primary networks.

ABC AFFILIATES

City	Station	Network	Slide & Film	Tape	Live
Ada, Okla.	KTEN	X	-	-	-
Akron, O.	WAKR-TV	X	-	-	-
Albany, N. Y.	WAST	X	X	X	1966
Albuquerque, N. M.	KOAT-TV	X	X	-	-
Amarillo, Tex.	KVII-TV	X	X	-	-
Anderson, S. C.	WAIM-TV	X	-	X	-
Asheville, N. C.	WLOS-TV	X	X	X	-
Atlanta, Ga.	WAIL-TV	X	X	X	-
Austin, Minn.	KMMT	X	-	-	-
Austin, Tex.	KHFI-TV	X	-	-	-
Bakersfield, Cal.	KLVD-TV	X	X	X	-
Baltimore, Md.	WJZ-TV	X	X	-	X
Beaumont, Tex.	KBMT	X	-	-	-
Biloxi, Miss.	WLOX-TV	X	-	-	-
Binghamton, N. Y.	WBJA-TV	X	-	-	-
Birmingham, Ala.	WBRC-TV	X	-	-	-
Boston, Mass.	WNAC-TV	X	X	X	-
Buffalo, N. Y.	WKBW-TV	X	X	X	-
Cedar Rapids, Ia.	KCRG-TV	X	X	X	-
Charleston, S. C.	WUSN-TV	X	X	X	-
Chicago, Ill.	WBKB	X	X	-	-
Chattanooga, Tenn.	WTVC	X	X	-	-
Cincinnati, O.	WKRC-TV	X	X	-	-
Cleveland, O.	WEWS	X	X	Spring/66	-
Colorado Springs, Colo.	KRDO-TV	X	-	-	-
Columbia, S. C.	WOLO-TV	X	-	-	-
Columbus, Ga.	WTVM	X	X	-	-
Columbus, O.	WTVN-TV	X	X	-	-
Corpus Christi, Tex.	KIII	X	-	-	-
Dallas, Tex.	WFAA-TV	X	X	X	X
Dayton, O.	WLWD	X	X	X	-
Decatur, Ill.	WTVP	X	-	-	-
Denver, Colo.	KBTW	X	X	X	Spring/66
Des Moines, Ia.	WOL-TV	X	X	-	-
Detroit, Mich.	WXYZ-TV	X	X	-	-
Duluth, Minn.	WDIO-TV	X	X	-	-
El Paso, Tex.	KELP-TV	X	-	X	-
Eugene, Ore.	KEZI-TV	X	X	-	-
Evansville, Ind.	WTWV	X	X	-	-
Fairmont, W. Va.	WDTV	X	-	-	-
Fargo, N. D.	KTHI-TV	X	-	-	-
Flint, Mich.	WJRT	X	-	-	-
Ft. Wayne, Ind.	WPTA	X	-	-	-
Fresno, Cal.	KJEO	X	X	-	-
Grand Rapids, Mich.	WZZM-TV	X	X	X	-
Green Bay, Wis.	WLUK-TV	X	-	-	-
Harrisburg, Ill.	WSIL-TV	X	-	-	-
Harrisburg, Pa.	WTPA	X	X	-	-
High Point, N. C.	WGHP-TV	X	X	X	-
Hilo, Hawaii	KHVO	X	X	X	-

City	Station	Network	Slide & Film	Tape	Live
Honolulu, Hawaii	KHVV-TV	X	X	X	X
Houston, Tex.	KTRK-TV	X	X	X	-
Huntington, W. Va.	WHTN-TV	X	X	Spring/66	-
Huntsville, Ala.	WAAY-TV	X	-	-	-
Indianapolis, Ind.	WLWI	X	X	X	X
Jacksonville, Fla.	WJKS-TV	X	X	X	X
Kansas City, Mo.	KMBC-TV	X	X	-	-
Kearney, Neb.	KHOL-TV	X	X	-	-
Knoxville, Tenn.	WTVK	X	X	-	-
Lafayette, La.	KATC	X	X	-	-
Las Vegas, Nev.	KSHO-TV	X	-	-	-
Lexington, Ky.	WKYT-TV	X	-	-	-
Little Rock, Ark.	KATV	X	-	-	-
Los Angeles, Cal.	KABC-TV	X	X	X	X
Louisville, Ky.	WLKY	X	X	X	-
Lynchburg, Va.	WLVA-TV	X	-	-	-
Madison, Wis.	WKOW-TV	X	X	X	-
Memphis, Tenn.	WHBQ-TV	X	X	-	-
Miami, Fla.	WLBW-TV	X	X	X	-
Milwaukee, Wis.	WITI-TV	X	X	X	X
Minneapolis, Minn.	KMSP-TV	X	X	X	-
Moline, Ill.	WQAD-TV	X	X	-	-
Monahans, Tex.	KVKM-TV	X	X	-	-
Montgomery, Ala.	WKAB-TV	X	-	-	-
Mt. Washington, N. H.	WMTW-TV	X	X	-	-
Nashville, Tenn.	WSIX-TV	X	X	-	-
New Bern, N. C.	WNBE-TV	X	-	-	-
New Haven, Conn.	WNHC-TV	X	X	-	-
New Orleans, La.	WVUE	X	X	X	-
New York, N. Y.	WABC-TV	X	X	X	X
Norfolk, Va.	WVEC-TV	X	X	-	-
Oklahoma City, Okla.	KOCO-TV	X	X	X	-
Omaha, Neb.	KETV	X	X	X	-
Orlando, Fla.	WFTV	X	X	-	X
Pembina, N. D.	KCND	X	-	-	-
Pensacola, Fla.					
Mobile, Ala.	WEAR-TV	X	X	-	-
Peoria, Ill.	WIRL-TV	X	X	-	-
Philadelphia, Pa.	WFIL-TV	X	X	-	X
Phoenix, Ariz.	KTVK	X	X	X	-
Pittsburgh, Pa.	WTAE	X	X	X	-
Portland, Ore.	KATU	X	X	-	-
Providence, R. I.	WTEV	X	X	X	-
Raleigh, N. C.	WRAL-TV	X	X	X	-
Richmond, Va.	WXEX-TV	X	X	-	-
Rochester, N. Y.	WOKR	X	X	-	-
Rockford, Ill.	WREX-TV	X	X	-	-
Sacramento, Cal.	KOVR	X	X	X	-
St. Louis, Mo.	KTVI	X	X	-	-
St. Petersburg, Fla.	WLCY-TV	X	-	X	-
Salt Lake City, Utah	KCPX-TV	X	X	-	-
San Diego, Cal.	XETV	X	X	Fall/66	X
San Antonio, Tex.	KONO-TV	X	X	X	-

People on the move read **Television Digest, Inc.**



See why on page 249-c



RCA
NEW
LOOK

COLOR TV CAMERA "LUMINANCE MAGIC"

WorldRadioHistory.com





Separate luminance channel ...like the black plate in full color printing magically sharpens the color

...adds the detail that gives snap to the picture

NEW COLOR PROCESS

From its all-new operating principle to its all-new look, the TK-42 represents an entirely new concept in color camera performance. It adds a separate luminance channel to the red, green and blue (chrominance) channels, to supply high-quality monochrome information. This is like the black plate in 4-color printing, for giving finest detail, superior color pictures.

NEW PICTURE PERFORMANCE

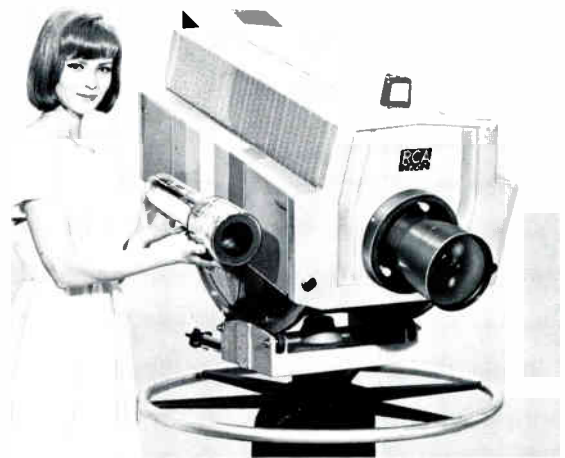
A big picture 4½-inch tube is used in the luminance channel. (It's the same tube used in RCA's deluxe TK-60 camera for superb monochrome reproduction.) Result: highest quality monochrome pictures and highest quality color pictures.

NEW EASE OF OPERATION

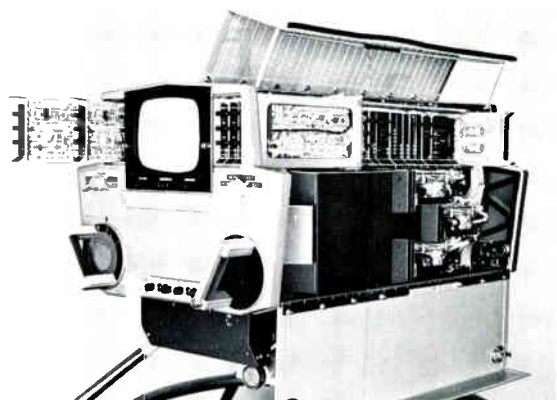
Self-compensating circuits are used to avoid drift, permitting the camera to operate for long periods without adjustment. For ease of operation a zoom lens is built in, also a large 8-inch viewfinder and complete test facilities.

THE CHOICE OF BROADCASTERS

New luminance principle proved by 5 years' intensive engineering, product research, and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, Broadcasters registered their choices regarding the luminance principle, the built-in zoom lens, and other features—the present camera is the result.



This is the 4-1/2 inch image orthicon tube used in the luminance channel to sharpen the picture.



Plug-in transistorized modules speed servicing, increase reliability.

*Call your RCA Representative for the complete story. Or write RCA
Broadcast and Television Equipment, Building 15-5, Camden, N.J.*



The Most Trusted Name in Television

City	Station	Network	Slide & Film	Tape	Live
San Francisco, Cal.	KGO-TV	X	X	-	-
San Jose, Cal.	KNTV	X	X	-	-
Santa Barbara, Cal.	KEYT	X	-	-	-
Scranton, Pa.	WNBP-TV	X	X	-	-
Seattle, Wash.	KOMO-TV	X	X	-	X
Selma, Ala.	WLSA	X	-	-	-
Shreveport, La.	KTBS-TV	X	X	X	-
South Bend, Ind.	WSJV	X	-	-	-
Spokane, Wash.	KREM-TV	X	X	X	-
Springfield-Holyoke, Mass.	WHYN-TV	X	X	-	-
Syracuse, N. Y.	WNYS-TV	X	X	1966	-
Toledo, O.	WSPD-TV	X	X	-	-
Tucson, Ariz.	KGUN-TV	X	X	X	Fall/66
Tulsa, Okla.	KTUL-TV	X	X	-	-
Wailuku, Hawaii	KMVI-TV	X	X	X	-
Washington, D. C.	WMAL-TV	X	X	X	X
Wausau, Wis.	WAOW-TV	X	X	X	-
West Palm Beach, Fla.	WEAT-TV	X	X	-	-
Wichita, Kan.	KAKE-TV	X	X	-	-
Wilmington, N. C.	WWAY	X	-	-	-
Youngstown, O.	WYTV	X	-	-	-

CBS AFFILIATES

Albany, N. Y.	WTEN-TV	X	X	-	-
Albuquerque, N. M.	KGGM-TV	X	-	X	-
Altoona, Pa.	WFBG-TV	X	X	-	-
Amarillo, Tex.	KFDA-TV	X	-	X	-
Atlanta, Ga.	WAGA-TV	X	X	X	-
Augusta, Ga.	WRDW-TV	X	X	-	-
Austin, Tex.	KTBC-TV	X	X	-	-
Bakersfield, Cal.	KBAK-TV	X	X	-	-
Baltimore, Md.	WMAR-TV	X	X	X	X
Bangor, Me.	WABI-TV	X	-	-	-
Baton Rouge, La.	WAFB-TV	X	X	X	X
Beaumont, Tex.	KFDM-TV	X	X	X	-
Bellingham, Wash.	KVOS-TV	X	-	X	-
Billings, Mont.	KOOK-TV	X	X	-	-
Binghamton, N. Y.	WBNF-TV	X	X	-	-
Bismarck, N. D.	KXMB-TV	X	X	-	-
Boise, Ida.	KBOI-TV	X	X	X	-
Boston, Mass.	WHDH-TV	X	X	X	X
Bryan, Tex.	KBTX-TV	X	-	-	-
Buffalo, N. Y.	WBEN-TV	X	X	Mid/66	Mid/66
Burlington, Vt.	WCAX-TV	X	-	-	-
Butte, Mont.	KXLF-TV	X	X	-	-
Cadillac, Mich.	WWTV	X	-	-	-
Cape Girardeau, Mo.	KFVS-TV	X	X	X	-
Cedar Rapids, Ia.	WMT-TV	X	X	X	-
Champaign, Ill.	WCIA	X	X	X	-
Charleston, S. C.	WCSC-TV	X	X	-	-
Charleston, W. Va.	WCHS-TV	X	-	-	-
Charlotte, N. C.	WBTV	X	X	X	X
Chattanooga, Tenn.	WDEF-TV	X	X	-	-
Cheyenne, Wyo.	KFBC-TV	X	-	-	-
Chicago, Ill.	WBBM-TV	X	X	Mid/66	-
Chico, Cal.	KHSL-TV	X	X	-	-
Cincinnati, O.	WCPO-TV	X	X	X	-
Cleveland, O.	WJW-TV	X	X	X	X
Colorado Springs, Colo.	KKTV	X	X	-	-
Columbia, S. C.	WNOK-TV	X	-	-	-
Columbus, Ga.	WRBL-TV	X	X	-	-
Columbus, Miss.	WCBI-TV	X	-	-	-
Columbus, O.	WBNS-TV	X	X	X	-
Corpus Christi, Tex.	KZTV	X	1966	-	-
Dallas, Tex.	KRLD-TV	X	X	X	X
Dayton, O.	WHIO-TV	X	X	-	-
Denver, Colo.	KLZ-TV	X	X	X	-
Des Moines, Ia.	KRNT-TV	X	X	-	-
Detroit, Mich.	WJBK-TV	X	X	X	-
Dickinson, N. D.	KDIX-TV	X	-	-	-
Dothan, Ala.	WTYV	X	X	-	-
Duluth, Minn.	KDAL-TV	X	X	-	-
Durham, N. C.	WTVD	X	X	X	-
El Paso, Tex.	KROD-TV	X	X	X	-
Ensign, Kan.	KTVG	X	-	-	-

City	Station	Network	Slide & Film	Tape	Live
Erie, Pa.	WSEE	X	X	-	-
Eureka, Cal.	KIEM-TV	X	-	-	-
Evansville, Ind.	WEHT	X	-	-	-
Florence, S. C.	WBTW	X	-	X	-
Fort Myers, Fla.	WINK-TV	X	-	-	-
Fort Smith, Ark.	KFSA-TV	X	-	-	-
Fort Wayne, Ind.	WANE-TV	X	X	Fall/66	Fall/66
Freeport-Rockford, Ill.	WCEE-TV	X	X	-	-
Fresno, Cal.	KFRE-TV	X	X	-	-
Grand Junction, Colo.	KREX-TV	X	-	-	-
Great Falls, Mont.	KFBB-TV	X	X	-	-
Green Bay, Wis.	WBAY-TV	X	X	X	-
Greensboro, N. C.	WFMY-TV	X	X	X	Fall/66
Greenville, N. C.	WNCT-TV	X	X	Spring/66	-
Greenwood, Miss.	WABG-TV	X	-	-	-
Hannibal, Mo.-Quincy, Ill.	KHQA-TV	X	X	-	-
Harlingen, Tex.	KGFT-TV	X	X	-	-
Harrisburg, Pa.	WHP-TV	X	X	X	-
Hartford, Conn.	WTIC-TV	X	X	X	X
Hays, Kan.	KAYS-TV	X	-	-	-
Honolulu, Hawaii	KGMB-TV	X	X	X	-
Houston, Tex.	KHOU-TV	X	X	Fall/66	Fall/66
Huntsville, Ala.	WHNT-TV	X	-	-	-
Idaho Falls, Ida.	KID-TV	X	-	-	-
Indianapolis, Ind.	WISH-TV	X	X	Spring/66	Spring/66
Jackson, Miss.	WJTV	X	X	-	-
Jackson, Tenn.	WDXI-TV	X	-	-	-
Jacksonville, Fla.	WJXT	X	X	X	-
Jefferson City, Mo.	KRCG	X	-	-	-
Johnson City, Tenn.	WJHL-TV	X	X	-	-
Joplin, Mo.	KODE-TV	X	X	-	-
Kalamazoo, Mich.	WKZO-TV	X	X	-	-
Kansas City, Mo.	KCMO-TV	X	X	X	X
Klamath Falls, Ore.	KOTI	X	X	X	-
Knoxville, Tenn.	WBIR-TV	X	X	-	-
LaCrosse, Wis.	WKBT	X	-	-	-
Lafayette, Ind.	WFAM-TV	X	-	-	-
Lafayette, La.	KLFY-TV	X	X	X	-
Lancaster-Lebanon, Pa.	WLYH-TV	X	X	-	-
Lansing, Mich.	WJIM-TV	X	-	-	-
Laredo, Tex.	KGNS-TV	X	-	-	-
Las Vegas, Nev.	KLAS-TV	X	X	-	-
Lewiston, Ida.	KLEW-TV	X	-	-	-
Lincoln, Neb.	KOLN-TV	X	X	-	-
Little Rock, Ark.	KTHV	X	X	-	-
Los Angeles, Cal.	KNXT	X	X	X	X
Louisville, Ky.	WHAS-TV	X	X	-	-
Lubbock, Tex.	KLBK-TV	X	X	-	-
Macon, Ga.	WMAZ-TV	X	-	X	-
Madison, Wis.	WISC-TV	X	X	-	-
Mankato, Minn.	KEYC-TV	X	X	-	-
Marquette, Mich.	WLUC-TV	X	-	-	-
Mason City, Ia.	KGLO-TV	X	X	-	-
Medford, Ore.	KTVM	X	X	-	-
Memphis, Tenn.	WREC-TV	X	X	X	-
Meridian, Miss.	WTOK-TV	X	X	X	-
Miami, Fla.	WTVJ	X	X	X	1966
Milwaukee, Wis.	WISN-TV	X	X	X	Fall/66
Minneapolis, Minn.	WCCO-TV	X	X	X	-
Minot, N. D.	KXMC-TV	X	-	-	-
Mobile, Ala.	WKRQ-TV	X	X	X	X
Monroe, La.	KNOE-TV	X	-	X	-
Montgomery, Ala.	WCOV-TV	X	X	X	X
Montrose, Colo.	KREY-TV	X	-	-	-
Nashville, Tenn.	WLAC-TV	X	X	X	-
New Orleans, La.	WWL-TV	X	X	X	X
New York, N. Y.	WCBS-TV	X	X	X	X
Norfolk, Va.	WTAR-TV	X	X	X	-
Odessa, Tex.	KOSA-TV	X	X	X	-
Oklahoma City, Okla.	KWTV	X	X	X	-
Omaha, Neb.	WOW-TV	X	X	-	-
Orlando, Fla.	WDBO-TV	X	X	X	-
Ottumwa, Ia.-Kirksville, Mo.	KTVO	X	Fall/66	Fall/66	-
Pasco, Wash.	KEPR-TV	X	X	-	-
Peoria, Ill.	WMBD-TV	X	X	X	-
Philadelphia, Pa.	WCAU-TV	X	X	X	-

Color Status

City	Station	Network	Slide & Film	Tape	Live
Phoenix, Ariz.	KOOL-TV	X	X	X	
Pittsburgh, Pa.	KDKA-TV	X	X		
Portland, Me.	WGAN-TV	X		X	
Portland, Ore.	KOIN-TV	X	X	X	
Providence, R. I.	WPRO-TV	X			
Rapid City, S. D.	KOTA-TV	X			
Reno, Nev.	KOLO-TV	X	X	X	
Richmond, Va.	WTVR	X	X	X	
Riverton, Wyo.	KWRB-TV	X			
Roanoke, Va.	WDBJ-TV	X	X	X	
Rochester, N. Y.	WHEC-TV	X	X		
Rock Island, Ill.	WHBF-TV	X	X		
Roswell, N. M.	KBIM-TV	X	X		
Sacramento, Cal.	KXTV	X	X	X	Spring/66
Saginaw, Mich.	WKIX-TV	X			
St. Louis, Mo.	KMOX-TV	X	X		
Salisbury, Md.	WBOC-TV	X	1966	1966	1966
Salt Lake City, Utah	KSL-TV	X	X	X	X
San Angelo, Tex.	KCTV	X			
San Antonio, Tex.	KENS-TV	X	X	X	
San Diego, Cal.	KFMB-TV	X	X		
San Francisco, Cal.	KPIX	X	X		
Savannah, Ga.	WTOC-TV	X	X	X	
Scottsbluff, Neb.	KSTF	X			
Scranton, Pa.	WDAU-TV	X			
Seattle, Wash.	KIRO-TV	X	X	X	X
Shreveport, La.	KSLA-TV	X	X	X	Fall/66
Sioux City, Ia.	KVTV	X	X		X
Sioux Falls, S. D.	KELO-TV	X	X	X	
South Bend, Ind.	WSBT-TV	X	X	X	
Spartanburg, S. C.	WSPA-TV	X	X		
Spokane, Wash.	KXLY-TV	X	X		
Springfield, Mo.	KTTS-TV	X	X		
Sterling, Colo.	KTVS	X			
Steubenville, O.	WSTV-TV	X	X		
Sweetwater, Tex.	KPAR-TV	X			
Syracuse, N. Y.	WHEN-TV	X	X		
Tallahassee, Fla.	WCTV	X	X		
Tampa, Fla.	WTVT	X	X	X	X
Terre Haute, Ind.	WTHI-TV	X	X	X	
Toledo, O.	WTOL-TV	X	X		
Topeka, Kan.	WBW-TV	X		Spring/66	Winter/66
Tucson, Ariz.	KOLD-TV	X			
Tulsa, Okla.	KOTV	X	X	Mid/66	Fall/66
Tuscaloosa, Ala.	WCFT-TV	X			
Twin Falls, Ida.	KMVT	X	X		
Valley City, N. D.	KXJB-TV	X			
Waco, Tex.	KWTX-TV	X	X	X	
Washington, D. C.	WTOP-TV	X	X	X	
Watertown, N. Y.	WWNY-TV	X	Spring/66	Spring/66	
Wausau, Wis.	WSAU-TV	X			
Wichita, Kan.	KTVH	X	X	X	X
Wichita Falls, Tex.	KAUZ-TV	X	X	X	X
Yakima, Wash.	KIMA-TV	X	X		
York, Pa.	WSBA-TV	X			
Youngstown, Ohio	WKBN-TV	X	X	X	
Yuma, Ariz.	KBLU-TV	X			

NBC AFFILIATES

Aberdeen, S.D.	KXAB-TV	X		Mid/66	
Abilene, Tex.	KRBC-TV	X			
Albany, Ga.	WALB-TV	X	X	Spring/66	Spring/66
Albuquerque, N. M.	KOB-TV	X	X	X	
Alexandria, La.	KALB-TV	X	Fall/66	Fall/66	
Alexandria, Minn.	KCMT	X			
Amarillo, Tex.	KGNC-TV	X	X	X	Winter/66
Ardmore, Okla.	KXII	X	Fall/66		
Atlanta, Ga.	WSB-TV	X	X	X	X
Augusta, Ga.	WJBF	X	X	X	X
Bakersfield, Cal.	KERO-TV	X	X		
Baltimore, Md.	WBAL-TV	X	X	X	X
Bangor, Me.	WLBZ-TV	X			
Baton Rouge, La.	WBRZ	X	X	X	X
Beaumont-Pt. Arthur, Tex.	KPAC-TV	X			
Billings, Mont.	KULR-TV	X	X	X	

City	Station	Network	Slide & Film	Tape	Live
Binghamton, N. Y.	WINR-TV	X			
Birmingham, Ala.	WAPI-TV	X	Spring/66	Spring/66	
Bismarck, N. D.	KFYR-TV	X			
Bluefield, W. Va.	WHIS-TV	X			
Boise, Ida.	KTVB	X	X	X	X
Boston, Mass.	WBZ-TV	X	X	1966	1966
Bristol, Va.					
Johnson City, Tenn.	WCYB-TV	X	X	X	X
Buffalo, N. Y.	WGR-TV	X	X		
Casper, Wyo.	KTWO-TV	X			
Champaign-Urbana, Ill.	WCHU	X			
Charleston, S. C.	WCIV	X	X		
Charlotte, N. C.	WSOC-TV	X	X	X	1966
Chattanooga, Tenn.	WRCB-TV	X	X	1966	
Cheboygan, Mich.	WTOM-TV	X			
Chicago, Ill.	WMAQ-TV	X	X	X	X
Cincinnati, O.	WLWT	X	X	X	X
Clarksburg, W. Va.	WBOY-TV	X			
Cleveland, O.	WKYC	X	X	X	X
Columbia, Mo.	KOMU-TV	X			
Columbia, S. C.	WIS-TV	X	X		
Columbus, O.	WLWC	X	X	X	X
Coos Bay, Ore.	KCBY-TV	X			
Corpus Christi, Tex.	KRIS-TV	X	X	1966	
Davenport, Ia.	WOC-TV	X	X	1966	1966
Daytona Beach-Orlando, Fla.	WESH-TV	X	X		
Decatur, Ala.	WMSL-TV	X			
Denver, Colo.	KOA-TV	X	X	X	
Des Moines, Ia.	WHO-TV	X	X	X	
Detroit, Mich.	WWJ-TV	X	X	X	
Duluth, Minn.-Superior, Wis.	WDSP-TV	X	X		X
Eau Claire, Wis.	WEAU-TV	X			
El Dorado, Ark.	KTVE	X			
Elmira, N. Y.	WSYE-TV	X			
El Paso, Tex.	KTSM-TV	X	X	X	
Erie, Pa.	WICU-TV	X			
Eugene, Ore.	KVAL-TV	X	X	X	
Eureka, Cal.	KVIQ-TV	X	Spring/66	Spring/66	
Evansville, Ind.	WFIE-TV	X			
Fargo, N. D.	WDAY-TV	X		X	
Florence, Ala.	WOWL-TV	X			
Fort Dodge, Ia.	KQTV	X			
Fort Wayne, Ind.	WKJG-TV	X	X	Spring/66	
Fort Worth-Dallas, Tex.	WBAP-TV	X	X	X	X
Fresno, Cal.	KMJ-TV	X	X		
Glendive, Mont.	KXGN-TV	X			
Grand Rapids, Mich.	WOOD-TV	X	X		
Great Bend, Kan.	KCKT	X			
Great Falls, Mont.	KRTV	X			
Green Bay, Wis.	WFRV	X	X	X	X
Greenfield, Mass.	WRLP	X			
Greenville-Spartanburg, S. C.	WFBC-TV	X	X	X	Fall/66
Harrisonburg, Va.	WSVA-TV	X			
Hartford-New Britain, Conn.	WHNB-TV	X	X		
Hastings-Kearney, Neb.	KHAS-TV	X			
Hattiesburg-Laurel, Miss.	WDAM-TV	X	X		
Helena, Mont.	KBLL-TV	X			
Hilo, Hawaii	KHAW-TV	X	X	X	
Honolulu, Hawaii	KHON-TV	X	X	X	
Houston, Tex.	KPRC-TV	X	X	X	
Huntington-Charleston, W. Va.	WSAZ-TV	X	X		X
Idaho Falls, Ida.	KIFI-TV	X	X		1966
Indianapolis, Ind.	WFBM-TV	X	X	X	X
Jackson, Miss.	WLBT	X			
Jacksonville, Fla.	WFGA-TV	X	X	X	X
Johnstown, Pa.	WJAC-TV	X	X	X	X
Kansas City, Mo.	WDAF-TV	X	X		
Knoxville, Tenn.	WATE-TV	X	X		
La Grande, Ore.	KTVR	X			
Lake Charles, La.	KPLC-TV	X			
Lancaster, Pa.	WGAL-TV	X	X	X	X
Lansing-Onondaga, Mich.	WILX-TV	X	1966		

Do your Viewers Switch Rather than fight?



Yes!

You may be transmitting a powerful signal the likes of which no station has ever seen. But—look at it from the other end. Many sets within range of your signal may *not* be receiving it as crisply and clearly because of an inadequate antenna.

Bad pictures show it. Station surveys prove it: Old or obsolete receiving antennas wreak havoc on even the best signal. And "snow", ghosts are bad enough in black and white. In *color*—they're *murder!*

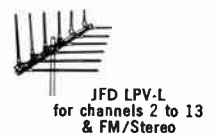
Could be the gain curve of an old or obsolete antenna is "sucking out" or "rolling off" *your* channel—while your competitor's channel blasts through (luckily) on a peak of the curve. Is it any wonder so many potential viewers would rather switch channels than fight these vexations?

Help your audience get sharper, more pleasurable TV reception and watch it grow in size and loyalty. We at JFD can assist you in achieving these objectives with "Operation Bootstrap". This unique program combines on-air time with intensive merchandising through local TV dealers, installers and distributors to promote and expand your market coverage with JFD antennas.

Not with any ordinary antenna mind you, but with JFD LPV Color Log Periodic—the patented space-age antenna discovery that has revolutionized reception of VHF, UHF, and FM/Stereo. Developed from research performed at the famous University of Illinois Antenna Research Laboratories, the Log Periodic is acknowledged as the most advanced configuration in the state of the antenna art. And only JFD has it—in a wide, versatile selection of performance-proved designs to satisfy every location—town or country—in vivid color or black and white.

Write or phone us for details on how "Operation Bootstrap" has helped increase audiences for other stations. LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,958,081; 2,985,879; 3,011,168; 3,108,280; 3,150,376; 3,210,767. RE. 25,740 AND ADDITIONAL PATENTS PENDING IN U.S.A. AND CANADA. PRODUCED BY JFD ELECTRONICS CORPORATION UNDER EXCLUSIVE LICENSE FROM THE UNIVERSITY OF ILLINOIS FOUNDATION.

JFD ELECTRONICS CORPORATION, 15th Ave. at 62nd St., Brooklyn, N. Y. 11219, 212 DE 1-1000



Color Status

City	Station	Network	Slide & Film	Tape	Live
Laredo, Tex.	KGNS-TV	X	-	-	-
Las Vegas, Nev.	KORK-TV	X	X	X	-
Lexington, Ky.	WLEX-TV	X	X	X	X
Lima, O.	WIMA-TV	X	-	-	-
Little Rock, Ark.	KARK-TV	X	X	-	-
Los Angeles, Cal.	KNBC	X	X	X	X
Louisville, Ky.	WAVE-TV	X	X	X	X
Lubbock, Tex.	KCBD-TV	X	X	Spring/66	Spring/66
Lufkin, Tex.	KTRE-TV	X	-	-	-
Macon, Ga.	WMAZ-TV	X	-	-	-
Madison, Wis.	WMTV	X	-	-	-
McCook, Neb.	KOMC	X	-	-	-
Medford, Ore.	KMED-TV	X	-	-	-
Memphis, Tenn.	WMCT	X	X	Spring/66	1966
Miami, Fla.	WCKT	X	X	X	X
Midland-Odessa, Tex.	KMID-TV	X	-	X	-
Milwaukee, Wis.	WTMJ-TV	X	X	X	X
Minneapolis-St. Paul, Minn.	KSTP-TV	X	X	X	X
Minot, N. D.	KMOT	X	-	-	-
Missoula, Mont.	KGVO-TV	X	-	-	-
Mitchell, S. D.	KORN-TV	X	-	-	-
Mobile, Ala.-Pensacola, Fla.	WALA-TV	X	X	-	X
Montgomery, Ala.	WSFA-TV	X	1966	1966	-
Muncie, Ind.	WLBC-TV	X	-	-	-
Nashville, Tenn.	WSM-TV	X	X	X	-
New Orleans, La.	WDSU-TV	X	X	X	X
Norfolk-Portsmouth, Va.	WVAP-TV	X	X	X	X
New York, N. Y.	WNBC-TV	X	X	X	X
North Platte, Neb.	KNOP-TV	X	-	-	-
Oklahoma City, Okla.	WKY-TV	X	X	X	X
Omaha, Neb.	KMTV	X	X	X	X
Paducah, Ky.-Cape Girardeau, Mo.	WPSD-TV	X	X	X	-
Palm Beach, Fla.	WPTV	X	X	Winter/66	-
Panama City, Fla.	WJHG-TV	X	X	Spring/66	-
Parkersburg, W. Va.	WTAP-TV	X	-	-	-
Peoria, Ill.	WEEK-TV	X	X	-	-
Philadelphia, Pa.	KYW-TV	X	X	X	Winter/66
Phoenix, Ariz.	KTAR-TV	X	X	X	X
Pittsburg, Kan.-Joplin, Mo.	KOAM-TV	X	X	X	Spring/66
Pittsburgh, Pa.	WIIIC-TV	X	X	X	-
Plattsburgh, N. Y.	WPTZ	X	-	-	-
Portland, Me.	WCSH-TV	X	X	-	-
Portland, Ore.	KGW-TV	X	X	X	X
Presque Isle, Me.	WAGM-TV	X	-	-	-
Providence, R. I.	WJAR-TV	X	X	X	Spring/66
Pueblo-Colorado Springs, Colo.	KOAA-TV	X	-	-	-
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	X	X	-	-
Redding, Cal.	KRCR-TV	X	X	Spring/66	-
Reno, Nev.	KCRL	X	X	-	-
Richland, Wash.	KNDU	X	1966	-	-
Richmond, Va.	WRVA-TV	X	X	-	-
Roanoke, Va.	WLSL-TV	X	X	-	-
Rochester, Minn.	KROC-TV	X	-	X	-
Rochester, N. Y.	WROC-TV	X	X	-	-
Rockford, Ill.	WTVO	X	X	-	-
Roseburg, Ore.	KPIC	X	-	-	-
Roswell, N. M.	KSWs-TV	X	-	-	-
Sacramento, Cal.	KCRA-TV	X	X	X	X
Saginaw-Bay City, Mich.	WNEM-TV	X	X	-	-
St. Louis, Mo.	KSD-TV	X	X	X	X
Salinas-Monterey, Cal.	KSBW-TV	X	-	-	-
Salt Lake City, Utah	KUTV	X	X	X	-
San Angelo, Tex.	KACB-TV	X	-	-	-
San Antonio, Tex.	WOAI-TV	X	X	-	-
San Diego, Cal.	KOGO-TV	X	X	-	-
San Francisco, Cal.	KRON-TV	X	X	1966	Winter/66

City	Station	Network	Slide & Film	Tape	Live
San Luis Obispo, Cal.	KSBY-TV	X	-	-	-
Savannah, Ga.	WSAV-TV	X	X	X	X
Schenectady, N. Y.	WRGB	X	X	X	X
Seattle-Tacoma, Wash.	KING-TV	X	X	X	-
Shreveport, La.	KTAL-TV	X	X	X	X
Sioux City, Ia.	KTIV	X	X	X	-
Sioux Falls, S. D.	KSOO-TV	X	-	-	-
South Bend-Elkhart, Ind.	WNDU-TV	X	X	-	-
Spokane, Wash.	KHQ-TV	X	X	X	X
Springfield-Decatur, Ill.	WICS	X	X	-	-
Springfield-Holyoke, Mass.	WWLP	X	X	-	-
Springfield, Mo.	KYTV	X	X	X	Spring/66
Syracuse, N. Y.	WSYR-TV	X	X	-	-
Tampa-St. Petersburg, Fla.	WFLA-TV	X	X	X	X
Temple-Waco, Tex.	KCEN-TV	X	-	Spring/66	-
Terre Haute, Ind.	WTWO	X	X	-	-
Traverse City, Mich.	WPBN-TV	X	-	-	-
Tucson, Ariz.	KVOA-TV	X	-	X	-
Tulsa, Okla.	KVOO-TV	X	X	X	X
Tyler, Tex.	KLTV	X	-	-	-
Utica, N. Y.	WKTV	X	-	-	-
Wailuku, Hawaii	KAIH-TV	X	-	-	-
Washington, D. C.	WRC-TV	X	X	X	X
Washington-Greenville, N. C.	WITN-TV	X	X	Fall/66	-
Waterloo-Cedar Rapids, Ia.	KWWL-TV	X	X	X	-
Weslaco, Tex.	KRGV-TV	X	-	-	-
Wheeling, W. Va.	WTRF-TV	X	X	X	X
Wichita, Kan.	KARD-TV	X	X	X	X
Wichita Falls, Tex.	KFDX-TV	X	X	X	X
Wilkes Barre-Scranton, Pa.	WBRE-TV	X	X	X	X
Williston, N. D.	KUMV-TV	X	-	-	-
Wilmington, N. C.	WECT	X	-	-	-
Winston Salem-Greensboro, N. C.	WSJS-TV	X	Fall/66	Fall/66	Fall/66
Yakima, Wash.	KNDO	X	X	-	-
Youngstown, O.	WFMJ-TV	X	-	-	-
Yuma, Ariz.	KIVA	X	-	-	-
Zanesville, O.	WHIZ-TV	X	-	-	-

INDEPENDENTS

Birmingham, Ala.	WBMG	X	X	-	X
Chicago, Ill.	WGN-TV	X	X	X	X
	WFLD	-	X	X	-
Detroit, Mich.	WKBD	X	X	X	-
Ft. Worth-Dallas, Tex.	KTVT	X	X	X	X
Los Angeles, Cal.	KCOP	X	X	-	X
	KHJ-TV	X	X	X	X
	KTLA	X	X	X	X
	KTTV	X	X	X	X
Minneapolis-St. Paul, Minn.	WTCN-TV	X	X	-	-
New York, N. Y.	WNEW-TV	X	X	X	-
	WOR-TV	X	X	X	X
	WPIX	X	X	X	Spring/66
Newark, N. J.	WNJU-TV	X	X	X	-
Oakland-San Francisco, Cal.	KTVU	X	X	-	-
Philadelphia, Pa.	WKBS	X	X	X	X
	WPHL-TV	X	X	X	-
Phoenix, Ariz.	KPHO-TV	-	X	-	-
Portland, Ore.	KPTV	X	X	-	-
St. Louis, Mo.	KPLR-TV	X	X	-	-
San Diego, Cal.	KAAR	-	X	-	-
Tacoma-Seattle, Wash.	KTNT-TV	X	X	X	X
Washington, D. C.	WTTG	X	X	-	X

Today's many worlds of music
are the result of an opportunity provided
by BMI for thousands of composers,
writers and publishers to be heard,
to be treated with dignity and respect,
and to share
in the economic rewards
of their talents.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



BROADCAST MUSIC, INC.

Television Market Rankings

Listing 230 markets according to ARB Net Weekly Circulation

With rank as to total homes and television households

Net Weekly Circulation information & rank are based on the Sept. 1965 ARB nationwide sweep survey.

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Market Area Commercial TV Stations
New York, N.Y.	5,375,400	1	6,771,200	1	6,524,300	1	WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WNJU-TV, WOR-TV, WPIX
Los Angeles, Cal.	2,987,700	2	3,671,700	2	3,474,900	2	KABC-TV, KCOF, KHJ-TV, KMEX-TV, KNBC, KNXT, KPOL-TV, KTLA, KTTV
Chicago, Ill.	2,348,300	3	2,682,400	4	2,598,300	4	WBBM-TV, WBKB, WCIU, WFLD, WGN-TV, WMAQ-TV
Philadelphia, Pa.	2,091,500	4	2,694,400	3	2,604,600	3	KYW-TV, WCAU-TV, WFIL-TV, WIBF-TV, WKBS, WPHL-TV
Boston, Mass.	1,675,000	5	2,199,900	5	2,126,800	5	WBZ-TV, WHDH-TV, WIHS-TV, WNAC-TV
Detroit, Mich.	1,519,600	6	1,833,000	7	1,790,300	6	CKLW-TV, WJBK-TV, WKBD, WWJ-TV, WXYZ-TV
San Francisco, Cal.	1,297,000	7	1,828,600	8	1,699,400	10	KGO-TV, KPIX, KRON-TV, KTVU
Cleveland, O.	1,243,300	8	1,494,600	15	1,455,100	15	WEWS, WJW-TV, WKYC-TV
Pittsburgh, Pa.	1,167,600	9	1,586,200	12	1,528,500	12	KDKA-TV, WIIC-TV, WTAE
Washington, D.C.	996,900	10	1,824,600	9	1,736,500	9	WMAL-TV, WOOK-TV, WRC-TV, WTOP-TV, WTTG
Baltimore, Md.	818,300	11	1,929,400	6	1,842,100	11	WBAL-TV, WJZ-TV, WMAR-TV
St. Louis, Mo.	811,100	12	947,600	23	892,200	23	KMOX-TV, KPLR-TV, KSD-TV, KTVI
Hartford- New Haven, Conn. ...	799,500	13	1,577,400	13	1,524,600	13	WHCT, WTIC-TV, WHNB-TV, WNHC-TV
Providence, R.I.	775,600	14	1,800,300	11	1,743,900	8	WJAR-TV, WPRO-TV, WTEV
Dallas-Ft. Worth, Tex. .	767,500	15	964,100	21	896,400	22	KRLD-TV, KTVT, WBAP-TV, WFAA-TV
Cincinnati, O.	719,500	16	1,056,100	19	1,009,900	19	WCPO-TV, WKRC-TV, WLWT
Minneapolis- St. Paul, Minn.	679,400	17	856,300	31	808,400	28	KMSP-TV, KSTP-TV, WCCO-TV, WTCN-TV
Indianapolis, Ind.	678,300	18	883,500	25	852,000	25	WFBM-TV, WISH-TV, WLWI, WTTV
Atlanta, Ga.	615,200	19	871,700	27	803,900	29	WAGA-TV, WAII-TV, WSB-TV
Miami, Fla.	611,400	20	700,600	38	656,300	39	WCKT, WLBW-TV, WTVJ
Seattle-Tacoma, Wash. .	606,500	21	706,100	37	658,900	38	KING-TV, KIRO-TV, KOMO-TV, KTNT-TV, KTVW
Buffalo, N.Y.	600,200	22	961,200	22	931,400	21	WBEN-TV, WGR-TV, WKBW-TV
Milwaukee, Wis.	583,500	23	864,900	30	842,400	27	WISN-TV, WITI-TV, WTMJ-TV, WUHF
Kansas City, Mo.	583,300	24	739,900	35	690,100	35	KCMO-TV, KMBC-TV, WDAF-TV
Houston, Tex.	559,700	25	676,500	43	621,900	42	KHOU-TV, KPRC-TV, KTRK-TV
Toledo, O.	549,600	26	1,806,700	10	1,763,800	8	WSPD-TV, WTOL-TV
Sacramento- Stockton, Cal.	535,500	27	945,400	24	882,000	24	KCRA-TV, KOVR, KXTV
Dayton, O.	533,600	28	1,009,500	20	976,300	20	WHIO-TV, WKEF, WLWD
Charlotte, N.C.	505,400	29	870,100	29	802,000	30	WBTV, WCCB-TV, WSOC-TV
Columbus, O.	501,100	30	749,300	34	723,900	33	WBNS-TV, WLWC, WTVN-TV
Wheeling, W.Va.- Steubenville, O.	495,100	31	1,554,400	14	1,500,800	14	WSTV-TV, WTRF-TV
Tampa- St. Petersburg, Fla. .	478,900	32	599,900	49	560,000	48	WFLA-TV, WLCY-TV, WSUN-TV, WTVT
Harrisburg-Lancaster- Lebanon-York, Pa. ...	472,700	33	839,000	32	798,600	31	WGAL-TV, WHP-TV, WLYH-TV, WSBA-TV, WTPA
Memphis, Tenn.	469,400	34	690,700	41	576,900	45	WHBQ-TV, WMCT, WREC-TV
Syracuse, N.Y.	466,800	35	712,200	36	685,400	36	WHEN-TV, WNYS-TV, WSYR-TV
Portland, Ore.	462,200	36	608,900	48	559,300	49	KATU, KGW-TV, KOIN-TV, KPTV
Albany-Schenectady- Troy, N.Y.	460,900	37	694,900	39	665,000	37	WAST, WRGB, WTEN
Grand Rapids- Kalamazoo, Mich.	450,100	38	656,300	45	635,000	41	WKZO-TV, WOOD-TV, WZZM-TV
Birmingham, Ala.	447,100	39	691,500	40	593,000	44	WBMG, WAPI-TV, WBRC-TV
Denver, Colo.	435,900	40	578,100	51	548,600	51	KBTU, KCTO, KLZ-TV, KOA-TV
Johnstown-Altoona, Pa. .	434,400	41	1,240,700	18	1,195,600	18	WARD-TV, WFBG-TV, WJAC-TV
Nashville, Tenn.	431,100	42	641,200	46	552,400	50	WLAC-TV, WSIX-TV, WSM-TV
New Orleans, La.	428,300	43	552,700	54	501,800	55	WDSU-TV, WVUE, WWL-TV
Greenville-Spartanburg, S.C.-Asheville, N.C. .	427,400	44	874,600	26	790,400	32	WFBC-TV, WISE-TV, WLOS-TV, WSPA-TV
Charleston- Huntington, W.Va. ...	410,000	45	566,800	52	512,500	52	WCHS-TV, WHTN-TV, WSAZ-TV
Flint-Saginaw- Bay City, Mich.	408,100	46	583,600	50	567,000	47	WJRT-TV, WKNX-TV, WNEM-TV
Lansing, Mich.	403,700	47	870,500	28	848,600	26	WILX-TV, WJIM-TV
Louisville, Ky.	395,700	48	556,300	53	506,500	53	WAVE-TV, WHAS-TV, WLKY-TV
Greensboro-Winston Salem- High Point, N.C.	392,300	49	757,700	33	699,000	34	WFMY-TV, WGHP-TV, WSJS-TV
Raleigh-Durham, N.C. .	364,400	50	671,100	44	610,400	43	WRAL-TV, WTVB
Oklahoma City, Okla. .	360,400	51	500,300	59	465,900	62	KOCO-TV, KWTU, WKY-TV
Salinas-Monterey- Santa Cruz, Cal.	357,100	52	1,373,200	17	1,277,700	17	KNTV (San Jose), KSBW-TV
Manchester, N.H.	348,800	53	1,490,800	16	1,441,000	16	WMUR-TV

Metropolitan Markets

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Market Area Commercial TV Stations
San Diego, Cal.	346,300	54	497,400	61	469,400	60	KFMB, KOGO-TV, KAAR, XETV, XEWT-TV
Norfolk-Portsmouth-Newport News-Hampton, Va. . .	338,400	55	437,800	69	403,700	70	WAVY-TV, WTAR-TV, WVEC-TV
Wichita, Kan.	332,100	56	430,800	75	398,800	71	KAKE-TV, KARD-TV, KTVH
San Antonio, Tex.	319,600	57	466,900	63	417,000	66	KENS-TV, KONO-TV, KWEX-TV, WOAI-TV
Tulsa, Okla.	316,300	58	458,800	64	423,000	64	KOTV, KTUL-TV, KVOO-TV
Portland-Poland							
Spring, Me.	313,800	59	497,500	60	475,700	58	WCSH-TV, WGAN-TV, WMTW-TV
Omaha, Neb.	313,500	60	409,700	79	386,800	75	KETV, KMTV, WOW-TV
Roanoke, Va.	306,800	61	625,800	47	574,100	46	WDBJ-TV, WLVA-TV, WSLS-TV
Phoenix, Ariz.	306,500	62	379,700	87	352,100	85	KOOL-TV, KPHO-TV, KTAR-TV, KTVK
Salt Lake City-Ogden-Provo, Utah	297,900	63	436,700	70	411,000	68	KCPX-TV, KSL-TV, KUTV
Green Bay, Wis.	296,600	64	439,100	68	424,600	63	WBAY-TV, WFRV-TV, WLUK-TV
Richmond, Va.	294,200	65	511,100	57	468,600	60	WRVA-TV, WTVR, WXEX-TV
Quad City (Davenport, Ia.-Rock Island-Moline, Ill.)	294,100	66	430,300	76	410,600	69	WHBF-TV, WOC-TV, WQAD-TV
Orlando-Daytona							
Beach, Fla.	291,200	67	426,500	77	393,400	72	WDBO-TV, WESH-TV, WFTV
Rochester, N.Y.	285,800	68	400,900	83	386,000	76	WHEC-TV, WOKR, WROC-TV
Shreveport, La.	280,600	69	435,700	71	385,800	77	KSLA-TV, KTAL-TV, KTBS-TV
Wilkes Barre-Scranton, Pa.	275,900	70	519,100	56	494,400	56	WBRE-TV, WDAU-TV, WNEP-TV
Little Rock, Ark.	267,700	71	404,900	82	355,100	84	KARK-TV, KATV, KTHV
Jacksonville, Fla.	265,500	72	391,400	85	356,200	83	WFGA-TV, WJXT
Champaign-Decatur-Springfield, Ill.	262,400	73	435,100	72	415,200	67	WCIA, WICS, WTVP
Cedar Rapids-Waterloo, Ia.	261,900	74	407,000	80	384,300	79	KCRG-TV, KWWL-TV, WMT-TV
Mobile, Ala.-Pensacola, Fla.	260,500	75	399,800	84	351,300	86	WALA-TV, WEAR-TV, WKRQ-TV
Des Moines, Ia.	251,100	76	360,200	91	340,200	89	KRNT-TV, WHO-TV, WOI-TV
Spokane, Wash.	248,100	77	372,400	90	343,500	87	KHQ-TV, KREM-TV, KXLY-TV
Springfield-Holyoke, Mass.	243,300	78	523,600	55	502,000	54	WHYN-TV, WWLP
Jackson, Miss.	241,900	79	431,900	74	341,400	88	WJTV, WLBT
Knoxville, Tenn.	239,200	80	456,000	65	384,800	78	WATE-TV, WBIR-TV, WTVK
Madison, Wis.	232,700	81	494,900	62	475,400	59	WISC-TV, WKOW-TV, WMTV
Binghamton, N.Y.	231,100	82	503,000	58	481,200	57	WBJA-TV, WINR-TV, WBNF-TV
Columbia, S.C.	225,600	83	424,300	78	379,000	80	WIS-TV, WNOK-TV, WOLO-TV
Columbus, Ga.	223,300	84	444,000	67	388,000	74	WRBL-TV, WTVM
Baton Rouge, La.	222,200	85	445,200	66	392,800	73	WAFB-TV, WBRZ
W. Palm Beach, Fla.	222,200	85	684,600	42	642,800	40	WEAT-TV, WPTV (Palm Beach)
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	220,700	87	353,400	94	314,600	95	KFVS-TV, WPSD-TV, WSIL-TV
Evansville, Ind.	219,000	88	356,300	92	325,500	92	WEHT, WFIE-TV, WTVW
Greenville-Washington-New Bern, N.C.	218,600	89	406,200	81	369,400	81	WITN-TV, WNBE-TV, WNCT-TV
Sioux Falls, S.D.	217,900	90	309,500	100	283,800	102	KELO-TV, KSOO-TV
Fresno, Cal.	216,300	91	319,000	97	295,300	98	KAIL, KFRE-TV, KJEO, KMJ-TV
Chattanooga, Tenn.	206,300	92	348,300	95	310,100	96	WDEF-TV, WRCB-TV, WTVC
Lincoln-Hastings-Kearney, Neb.	201,300	93	285,400	107	264,800	106	KHAS-TV, KHOL-TV, KOLN-TV
Rockford, Ill.	194,600	94	294,700	103	284,900	101	WCEE-TV, WREX-TV, WTVO
Youngstown, O.	193,800	95	434,200	73	421,500	65	WFMJ-TV, WKBN-TV, WYTV
Augusta, Ga.	191,600	96	376,200	88	334,600	90	WJBF, WRDW-TV
South Bend-Elkhart, Ind.	188,300	97	293,700	104	282,700	103	WNDU-TV, WSBT-TV, WSJV
Peoria, Ill.	184,700	98	329,300	96	315,600	94	WEEK-TV, WIRL-TV, WMBD-TV
Ft. Wayne, Ind.	181,600	99	306,100	102	294,500	100	WANE-TV, WKJG-TV, WPTA
Albuquerque, N.M.	179,300	100	227,800	126	208,200	126	KGGM-TV, KOAT-TV, KOB-TV
Bristol, Va.-Johnson City, Tenn. . .	177,500	101	374,700	89	322,700	93	WCYB-TV, WJHL-TV
Beaumont-Port Arthur, Tex.	172,300	102	229,500	124	210,400	125	KBMT, KFDM-TV, KPAC-TV
Erie, Pa.	162,200	103	312,000	99	299,700	97	WICU-TV, WSEE
Burlington, Vt.-Plattsburgh, N.Y.	158,300	104	243,400	120	232,300	118	WCAX-TV, WPTZ
Lafayette, La.	156,300	105	269,800	112	240,900	112	KATC, KLFY-TV
Springfield, Mo.	154,700	106	273,600	111	240,800	113	KTTS-TV, KYTV
Duluth, Minn.-Superior, Wis.	153,800	107	194,900	138	180,100	138	KDAL-TV, WDSM-TV, WDIO-TV
Austin-Rochester, Minn.-Mason City, Ia.	152,900	108	313,500	98	294,800	99	KROC-TV, KMMT, KGLO-TV
Terre Haute, Ind.	151,700	109	266,900	114	254,300	107	WTHI-TV, WTOO
Joplin, Mo.-Pittsburg, Kan.	150,000	110	212,800	131	192,200	131	KOAM-TV, KODE-TV
Hawaii	149,500	111	172,100	150	153,000	153	KGMB-TV, KHON-TV, KHVH-TV, KTRG-TV
Albany, Ga.	148,500	112	268,100	113	232,700	117	WALB-TV
Montgomery, Ala.	148,400	113	308,100	101	252,100	108	WCOV-TV, WKAB-TV, WSFA-TV
Florence, S.C.	147,400	114	222,700	129	194,800	130	WBTW
Utica, N.Y.	146,700	115	228,900	125	220,100	122	WKTV
Waco-Temple, Tex.	145,700	116	263,700	116	237,900	116	KCEN-TV, KWTX-TV



The Speaker of the House recognizes Television Age

We don't want to make a whole Federal case out of this but you might like to know that television's most readable, reputable and repeatable publication even gets quoted in Congress. In fact, recently we held the floor on two separate occasions for the television industry. The point is that whenever important people need a television authority—it's the most natural thing in the world to reach for Television Age. It happens in Con-

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TELEVISION AGE Meets The Needs Of The People Who Spend Over \$1,000,000,000 In Television Annually

1966 Edition

Metropolitan Markets

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Market Area Commercial TV Stations
Sioux City, Ia.	145,100	117	235,800	122	220,500	121	KTIV, KVTV
Tallahassee, Fla.- Thomasville, Ga.	145,000	118	276,300	110	240,200	114	WCTV
Charleston, S.C.	144,500	119	260,600	118	229,000	119	WCIV, WCSC-TV, WUSN-TV
Cadillac-Traverse City, Mich.	141,000	120	249,500	119	238,900	115	WPBN-TV, WWTW
Amarillo, Tex.	140,100	121	160,900	157	149,900	154	KFDA-TV, KGNC-TV, KVII
Austin, Tex.	139,600	122	224,600	128	200,200	128	KHFI-TV, KTBC-TV
Monroe, La.- El Dorado, Ark.	139,000	123	262,400	117	224,700	120	KNOE-TV, KTVE
Wichita Falls, Tex.- Lawton, Okla.	138,500	124	204,000	134	189,600	132	KAUZ-TV, KFDX-TV, KSWO-TV
La Crosse, Wis.	135,100	125	283,800	108	267,800	105	WKBT
Hannibal, Mo.- Quincy, Ill.	134,000	126	208,100	132	195,800	129	KHQA-TV, WGEM-TV
St. Joseph, Mo.	130,800	127	355,500	93	332,200	91	KFEQ-TV
Bluefield, W.Va.	129,700	128	280,400	109	249,500	109	WHIS-TV
Chico-Redding, Cal.	129,600	129	386,500	86	359,000	82	KHSL-TV, KRCR-TV
Fargo, N.D.	128,400	130	174,000	147	159,300	146	KTHI-TV, KXJB-TV (Valley City), WDAY-TV
Topeka, Kan.	126,400	131	189,400	141	173,900	139	WIBW-TV
Dothan, Ala.	124,900	132	285,600	106	245,100	110	WTVY
Columbia-Jefferson City, Mo.	122,600	133	188,500	142	169,900	141	KOMU-TV, KRCG
Tucson, Ariz.	122,500	134	175,600	145	160,300	145	KGUN-TV, KOLD-TV, KVOA-TV
El Paso, Tex.	121,800	135	136,300	169	126,500	168	KELP-TV, KROD-TV, KTSM-TV
Wausau, Wis.	121,400	136	192,100	140	184,000	135	WAOW-TV, WSAU-TV
Santa Barbara, Cal.	119,500	137	197,100	136	184,500	134	KCOY-TV (Santa Maria), KEYT
Wilmington, N.C.	119,200	138	205,800	133	184,600	133	WECT, WWAY
Colorado Springs- Pueblo, Colo.	119,200	138	142,400	166	133,300	163	KKTV, KOAA-TV, KRDO-TV
Lubbock, Tex.	118,800	140	164,600	154	154,200	149	KCBD-TV, KLBK-TV
Corpus Christi, Tex.	111,800	141	147,400	165	132,000	164	KIIL, KRIS-TV, KZTV
Lexington, Ky.	111,800	141	226,200	127	181,800	137	WKYT-TV, WLEX-TV
Savannah, Ga.	111,000	143	172,300	149	153,800	151	WSAV-TV, WTOG-TV
Yakima, Wash.	109,300	144	154,000	162	140,500	160	KIMA-TV, KNDO
Macon, Ga.	109,200	145	164,700	153	145,000	156	WMAZ-TV
Bakersfield, Cal.	108,100	146	289,700	105	268,600	104	KBAK-TV, KERO-TV, KLYD-TV
Odessa-Midland, Tex. ..	107,700	147	140,800	167	131,200	165	KMID-TV, KOSA-TV, KVKM-TV
Alexandria, Minn.	103,500	148	193,000	139	172,600	140	KCMT
Abilene-Sweetwater, Tex.	101,200	149	128,000	175	116,700	173	KPAR-TV, KRBC-TV
Eugene, Ore.	100,700	150	173,900	148	157,300	147	KEZI-TV, KVAL-TV
Cheyenne, Wyo.	99,000	151	161,400	156	149,000	155	KFBC-TV
Bismarck, N.D.	95,800	152	132,300	172	119,800	171	KFYR-TV, KXMB-TV
Tyler, Tex.	93,400	153	160,000	158	140,500	160	KLTV
Mankato, Minn.	90,600	154	175,000	146	160,800	144	KEYC-TV
Panama City, Fla.	88,800	155	175,700	144	153,500	152	WJHG-TV
Oak Hill, W.Va.	88,400	156	264,900	115	241,700	111	WOAY-TV
Bangor, Me.	87,800	157	171,100	151	162,800	143	WABI-TV, WEMT, WLBZ-TV
Las Vegas, Nev.	87,600	158	107,100	183	99,500	180	KLAS-TV, KORK-TV, KSHO-TV
Meridian, Miss.	87,000	159	195,200	137	154,000	150	WTOK-TV
Huntsville, Ala.	86,000	160	154,100	161	129,200	166	WAAV-TV, WHNT-TV
Eau Claire, Wis.	84,800	161	162,300	155	154,600	148	WEAU-TV
Boise, Ida.	83,800	162	120,900	180	112,000	176	KBOI-TV, KTVB
Lower Rio Grande Valley (Harlingen- Weslaco, Tex.)	83,300	163	95,300	185	84,800	185	KGBT-TV, KRGV-TV
Ottumwa, Ia.	82,500	164	153,900	163	141,600	158	KTVO (Kirksville, Mo.)
Biloxi, Miss.	76,700	165	150,100	164	128,500	167	WLOX-TV
Lake Charles, La.	72,700	166	156,800	160	141,000	159	KPLC-TV
Ada, Okla.	69,900	167	157,400	159	142,700	157	KTEN
Harrisonburg, Va.	69,300	168	199,500	135	182,000	136	WSVA-TV
Ft. Smith, Ark.	69,100	169	132,100	173	115,000	174	KFSA-TV
Alexandria, La.	69,100	169	140,100	168	118,600	172	KALB-TV
Bowling Green, Ky.	68,200	171	239,000	121	205,700	127	WLTV
Columbus, Miss.	67,600	172	170,100	152	137,200	162	WCBI-TV
Watertown- Carthage, N.Y.	66,000	173	103,000	184	99,000	181	WWNY-TV
Hattiesburg- Laurel, Miss.	65,300	174	115,600	182	95,200	183	WDAM-TV
Clarksburg- Fairmont, W.Va.	65,100	175	181,600	143	166,600	142	WBOY-TV, WDTV
Billings, Mont.	62,900	176	86,700	186	77,800	188	KOOK-TV, KULR-TV
Reno, Nev.	60,800	177	78,200	194	70,700	194	KCRL, KOLO-TV
Ardmore, Okla.	60,700	178	133,800	170	120,200	170	KXII
Bellingham, Wash.	60,500	179	122,100	179	114,300	175	KVOS-TV
Idaho Falls- Pocatello, Ida.	60,200	180	80,000	193	75,000	191	KID-TV, KIFI-TV
Marquette, Mich.	58,400	181	86,600	187	82,200	186	WLUC-TV
Visalia, Cal.	55,000	182	233,800	123	215,900	123	KICU-TV
Lima, O.	54,300	183	129,200	174	124,700	169	WIMA-TV
Roswell, N.M.	54,300	183	81,500	191	76,300	189	KSWS-TV
Rapid City, S.D.	53,900	185	73,600	198	66,300	198	KOTA-TV, KRSD-TV
Great Falls, Mont.	52,200	186	80,100	192	73,500	193	KFBB-TV, KRTV

Metropolitan Markets

Market	ARB Net Weekly		Total		Television		Market Area Commercial TV Stations
	Circulation	Rank	Homes	Rank	Households	Rank	
Jackson, Tenn.	51,600	187	123,600	178	102,700	179	WDXI-TV
Casper, Wyo.	50,700	188	84,100	189	76,100	190	KTWO-TV
Eureka, Cal.	50,100	189	67,300	201	60,200	202	KIEM-TV, KVIQ-TV
Butte, Mont.	48,300	190	70,700	200	64,700	200	KXLF-TV
Medford, Ore.	43,800	191	85,800	188	78,500	187	KMED-TV, KTVM
Hays, Kan.	43,000	192	77,300	195	70,400	196	KAYS-TV
Aberdeen, S.D.	42,700	193	76,600	197	70,200	197	KXAB-TV
Greenwood, Miss.	42,000	194	124,600	177	87,200	184	WABG-TV
Salisbury, Md.	41,800	195	71,500	199	64,800	199	WBOC-TV
Jonesboro, Ark.	40,900	196	127,600	176	110,700	178	KAIT-TV
Tupelo, Miss.	39,800	197	119,800	181	96,600	182	WTWV
Minot, N.D.	39,500	198	56,400	206	51,500	207	KMOT, KXMC-TV
Decatur, Ala.	39,000	199	133,700	171	111,900	177	WMSL-TV
Akron, O.	37,900	200	219,400	130	213,600	124	WAKR-TV
Ensign, Kan.	35,700	201	55,900	207	50,300	208	KTVC
Grand Junction- Montrose, Colo.	34,500	202	39,400	216	35,400	216	KREX-TV
Fort Dodge, Ia.	34,100	203	66,700	202	62,400	201	KQTV
Lufkin, Tex.	33,100	204	82,900	190	70,600	195	KTRE-TV
Ft. Myers, Fla.	32,500	205	50,900	210	45,800	210	WINK-TV
Missoula, Mont.	32,200	206	60,600	203	55,900	204	KGVO-TV
Twin Falls, Ida.	29,700	207	37,100	217	35,300	217	KMTV
San Angelo, Tex.	28,400	208	40,400	215	36,200	214	KACB-TV, KCTV
Zanesville, O.	27,000	209	59,300	204	56,400	203	WHIZ-TV
Presque Isle, Me.	24,900	210	27,700	224	26,100	223	WAGM-TV
Mitchell, S.D.	24,700	211	51,900	209	46,500	209	KORN-TV
Yuma, Ariz.- El Centro, Cal.	24,100	212	36,500	218	32,500	218	KBLU-TV, KIVA, XHBC-TV
Parkersburg, W.Va.	24,000	213	46,500	212	43,500	211	WTAP-TV
Florence, Ala.	23,900	214	48,500	211	39,100	212	WOWL-TV
North Platte, Neb.	21,200	215	34,100	220	31,400	220	KNOP-TV
Lafayette, Ind.	20,900	216	77,100	196	73,700	192	WFAM-TV
Klamath Falls, Ore.	20,600	217	32,200	221	29,100	221	KOTI
Dickinson, N.D.	20,100	218	36,200	219	32,200	219	KDIX-TV
Roseburg, Ore.	19,800	219	40,900	214	36,200	214	KPIC
Coos Bay, Ore.	19,100	220	43,400	213	38,500	213	KCBY-TV
Big Spring, Tex.	18,800	221	28,000	223	25,800	224	KWAB-TV
Pembina, N.D.	18,400	222	31,700	222	27,300	222	KCND-TV
Marion, Ind.	17,000	223	57,600	205	55,200	205	WTAF-TV
Muncie, Ind.	16,100	224	55,000	208	53,000	206	WLBC-TV
Laredo, Tex.	14,300	225	17,500	226	15,100	227	KGNS-TV
Riverton, Wyo.	12,500	226	16,900	227	15,400	226	KWRB-TV
Selma, Ala.	11,200	227	22,600	225	16,400	225	WSLA
Carlsbad, N.M.	10,400	228	15,100	228	14,200	228	KAVE-TV
Helena, Mont.	8,400	229	9,700	229	8,800	229	KBLL-TV
Glendive, Mont.	6,200	230	8,300	230	7,200	230	KXGN-TV

Alphabetical Rankings of TV Markets—ARB 1965

City	Rank	City	Rank	City	Rank
Aberdeen, S.D.	193	Atlanta, Ga.	19	Biloxi, Miss.	165
Abilene-Sweetwater, Tex.	149	Augusta, Ga.	96	Binghamton, N.Y.	82
Ada, Okla.	167	Austin, Tex.	122	Birmingham, Ala.	39
Akron, O.	200	Austin-Mason City-Rochester, Minn.	108	Bismarck, N.D.	152
Albany, Ga.	112	Bakersfield, Cal.	146	Bluefield, W.Va.	128
Albany-Schenectady-Troy, N.Y.	37	Baltimore, Md.	11	Boise, Ida.	162
Albuquerque, N.M.	100	Bangor, Me.	157	Boston, Mass.	5
Alexandria, La.	169	Baton Rouge, La.	85	Bowling Green, Ky.	171
Alexandria, Minn.	148	Bay City, Mich. (see Saginaw-Bay City-Flint)		Bristol-Johnson City, Tenn.	101
Altoona, Pa. (see Johnstown-Altoona)		Beaumont-Port Arthur, Tex.	102	Buffalo, N.Y.	22
Amarillo, Tex.	121	Bellingham, Wash.	179	Burlington-Plattsburgh, N.Y.	104
Ardmore, Okla.	178	Big Spring, Tex.	221	Butte, Mont.	190
Asheville, N.C. (see Greenville- Spartanburg-Asheville)		Billings, Mont.	176		

(Continued on next page)

Alphabetical Rankings of TV Markets—ARB 1965—(Continued)

City	Rank	City	Rank	City	Rank
Cadillac-Traverse City, Mich.	120	Jonesboro, Ark.	196	Quincy, Ill. (see Hannibal-Quincy)	
Cape Girardeau-Paducah-Harrisburg, Ill.	87	Joplin-Pittsburg, Kan.	110	Raleigh-Durham, N.C.	50
Carlsbad, N.M.	228	Kalamazoo, Mich.		Rapid City, S.D.	185
Carthage, N.Y. (see Watertown-Carthage)		(see Grand Rapids-Kalamazoo)		Redding, Cal. (see Chico-Redding)	
Casper, Wyo.	188	Kansas City, Mo.	24	Reno, Nev.	177
Cedar Rapids-Waterloo, Ia.	74	Kearney, Neb. (see Lincoln-Hastings-Kearney)		Richmond, Va.	65
Champaign-Decatur-Springfield, Ill.	73	Klamath Falls, Ore.	217	Riverton, Wyo.	226
Charleston, S.C.	119	Knoxville, Tenn.	80	Roanoke, Va.	61
Charleston-Huntington, W.Va.	45	La Crosse, Wis.	125	Rochester, Minn. (see Austin-Mason City-Rochester)	
Charlotte, N.C.	29	Lafayette, Ind.	216	Rochester, N.Y.	68
Chattanooga, Tenn.	92	Lafayette, La.	105	Rockford, Ill.	94
Cheyenne, Wyo.	151	Lake Charles, La.	166	Rock Island, Ill. (see Quad City)	
Chicago, Ill.	3	Lancaster, Pa. (see Harrisburg-Lancaster-Lebanon-York)		Roseburg, Ore.	219
Chico-Redding, Cal.	129	Lansing, Mich.	47	Roswell, N.M.	183
Cincinnati, O.	16	Laredo, Tex.	225	Sacramento-Stockton, Cal.	27
Clarksburg-Fairmont, W.Va.	175	Las Vegas, Nev.	158	Saginaw-Bay City-Flint, Mich.	46
Cleveland, O.	8	Laurel, Miss. (see Hattiesburg-Laurel)		St. Joseph, Mo.	127
Colorado Springs-Pueblo, Colo.	138	Lawton, Okla.		St. Louis, Mo.	12
Columbia, S.C.	83	(see Wichita Falls-Lawton)		St. Paul, Minn. (see Minneapolis-St. Paul)	
Columbia-Jefferson City, Mo.	133	Lebanon, Pa. (see Harrisburg-Lancaster-Lebanon-York)		St. Petersburg, Fla. (see Tampa-St. Petersburg)	
Columbus, Ga.	84	Lexington, Ky.	141	Salinas-Monterey-Santa Cruz, Cal.	52
Columbus, Miss.	172	Lima, O.	183	Salisbury, Md.	195
Columbus, O.	30	Lincoln-Hastings-Kearney, Neb.	93	Salt Lake City-Ogden-Provo, Utah	63
Coos Bay, Ore.	220	Little Rock, Ark.	71	San Angelo, Tex.	208
Corpus Christi, Tex.	141	Los Angeles, Cal.	2	San Antonio, Tex.	57
Dallas-Ft. Worth, Tex.	15	Louisville, Ky.	48	San Diego, Cal.	54
Davenport, Ia. (see Quad City)		Lower Rio Grande Valley-(Harlingen-Weslaco, Tex.)	163	San Francisco, Cal.	7
Dayton, O.	28	Lubbock, Tex.	140	Santa Barbara, Cal.	137
Daytona Beach, Fla. (see Orlando-Daytona Beach)		Lufkin, Tex.	204	Santa Cruz, Cal. (see Salinas-Monterey-Santa Cruz)	
Decatur, Ala.	199	Macon, Ga.	145	Savannah, Ga.	143
Decatur, Ill. (see Champaign-Decatur-Springfield)		Madison, Wis.	81	Schenectady, N.Y. (see Albany-Schenectady-Troy)	
Denver, Colo.	40	Manchester, N.H.	53	Scranton, Pa. (see Wilkes Barre-Scranton)	
Des Moines, Ia.	76	Mankato, Minn.	154	Seattle-Tacoma, Wash.	21
Detroit, Mich.	6	Marion, Ind.	223	Selma, Ala.	227
Dickinson, N.D.	218	Marquette, Mich.	181	Shreveport, La.	69
Dothan, Ala.	132	Mason City, Ia. (see Austin-Mason City-Rochester)		Sioux City, Ia.	117
Duluth-Superior, Wis.	107	Medford, Ore.	191	Sioux Falls, S.D.	90
Durham, N.C. (see Raleigh-Durham)		Memphis, Tenn.	34	South Bend-Elkhart, Ind.	97
Eau Claire, Wis.	161	Meridian, Miss.	159	Spartanburg, S.C. (see Greenville-Spartanburg-Asheville)	
El Centro, Cal. (see Yuma-El Centro)		Miami, Fla.	20	Spokane, Wash.	77
El Dorado, Ark. (see Monroe-El Dorado)		Midland, Tex. (see Odessa-Midland)		Springfield, Ill. (see Champaign-Decatur-Springfield)	
El Paso, Tex.	135	Milwaukee, Wis.	23	Springfield, Mo.	106
Elkhart, Ind. (see South Bend-Elkhart)		Minneapolis-St. Paul, Minn.	17	Springfield-Holyoke, Mass.	78
Ensign, Kan.	201	Minot, N.D.	198	Steubenville, O. (see Wheeling-Steubenville)	
Erie, Pa.	103	Missoula, Mont.	206	Stockton, Cal. (see Sacramento-Stockton)	
Eugene, Ore.	150	Mitchell, S.D.	211	Superior, Wis. (see Duluth-Superior)	
Eureka, Cal.	189	Mobile-Pensacola, Fla.	75	Sweetwater, Tex. (see Abilene-Sweetwater)	
Evansville, Ind.	88	Moline, Ill. (see Quad City)		Syracuse, N.Y.	35
Fairmont, W.Va. (see Clarksburg-Fairmont)		Monroe-El Dorado, Ark.	123	Tacoma, Wash. (see Seattle-Tacoma)	
Fargo, N.D.	130	Monterey, Cal. (see Salinas-Monterey-Santa Cruz)		Tallahassee-Thomasville, Ga.	118
Flint, Mich. (see Saginaw-Bay City-Flint)		Montgomery, Ala.	113	Tampa-St. Petersburg, Fla.	32
Florence, Ala.	214	Montrose, Colo. (see Grand Junction-Montrose)		Tempe, Tex. (see Waco-Temple)	
Florence, S.C.	114	Muncie, Ind.	224	Terre Haute, Ind.	109
Ft. Dodge, Ia.	203	Nashville, Tenn.	42	Thomasville, Ga. (see Tallahassee-Thomasville)	
Ft. Myers, Fla.	205	New Bern, N.C. (see Greenville-Washington-New Bern)		Toledo, O.	26
Fort Smith, Ark.	169	New Haven, Conn. (see Hartford-New Haven)		Topka, Kan.	131
Fort Wayne, Ind.	99	New Orleans, La.	43	Traverse City, Mich. (see Cadillac-Traverse City)	
Fort Worth, Tex. (see Dallas-Fort Worth)		Newport News, Va. (see Norfolk-Portsmouth-Newport News-Hampton)		Troy, N.Y. (see Albany-Schenectady-Troy)	
Fresno, Cal.	91	New York, N.Y.	1	Tucson, Ariz.	134
Glendive, Mont.	230	Norfolk-Portsmouth-Newport News-Hampton, Va.	55	Tulsa, Okla.	58
Grand Junction-Montrose, Colo.	202	North Platte, Neb.	215	Tupelo, Miss.	197
Grand Rapids-Kalamazoo, Mich.	38	Oak Hill, W.Va.	156	Twin Falls, Ida.	207
Great Falls, Mont.	186	Odessa-Midland, Tex.	147	Tyler, Tex.	153
Green Bay, Wis.	64	Ogden, Utah (see Salt Lake City-Ogden-Provo)		Utica, N.Y.	115
Greensboro-Winston Salem-High Point, N.C.	49	Oklahoma City, Okla.	51	Visalia, Cal.	182
Greenville-Spartanburg-Asheville, N.C.	44	Omaha, Neb.	60	Waco-Temple, Tex.	116
Greenville-Washington-New Bern, N.C.	89	Orlando-Daytona Beach, Fla.	67	Washington, D.C.	10
Greenwood, Miss.	194	Ottumwa, Ia. (see Cape Girardeau-Paducah-Harrisburg)		Washington, N.C. (see Greenville-Washington-New Bern)	
Hampton, Va. (see Norfolk-Portsmouth-Newport News-Hampton)		Panama City, Fla.	155	Waterloo, Ia. (see Cedar Rapids-Waterloo)	
Hannibal-Quincy, Ill.	126	Parkersburg, W.Va.	213	Watertown-Carthage, N.Y.	173
Harlingen, Tex. (see Lower Rio Grande Valley)		Pembina, N.D.	222	Wausau, Wis.	136
Harrisburg-Lancaster-Lebanon-York, Pa.	33	Pensacola, Fla. (see Mobile-Pensacola)		Weslaco, Tex. (see Lower Rio Grande Valley)	
Harrisburg, Ill. (see Cape Girardeau-Paducah-Harrisburg)		Peoria, Ill.	98	West Palm Beach, Fla.	85
Harrisonburg, Va.	168	Philadelphia, Pa.	4	Wheeling-Steubenville, O.	31
Hartford-New Haven, Conn.	13	Phoenix, Ariz.	62	Wichita, Kan.	56
Hastings, Neb. (see Lincoln-Hastings-Kearney)		Pittsburg, Kan. (see Joplin-Pittsburg)		Wichita Falls-Lawton, Okla.	124
Hattiesburg-Laurel, Miss.	174	Pittsburgh, Pa.	9	Wilkes Barre-Scranton, Pa.	70
Hawaii	111	Plattsburgh, N.Y. (see Burlington-Plattsburgh)		Wilmington, N.C.	138
Hays, Kan.	192	Pocatello, Ida. (see Idaho Falls-Pocatello)		Winston-Salem, N.C. (see Greensboro-Winston Salem-High Point)	
Helena, Mont.	229	Poland Spring, Me. (see Portland-Poland Spring)		Yakima, Wash.	144
High Point, N.C. (see Greensboro-Winston Salem-High Point)		Port Arthur, Tex. (see Beaumont-Port Arthur)		York, Pa. (see Harrisburg-Lancaster-Lebanon-York)	
Holyoke, Mass. (see Springfield-Holyoke)		Portland, Ore.	36	Youngstown, O.	95
Houston, Tex.	25	Portland-Poland Spring, Me.	59	Yuma-El Centro, Cal.	212
Huntington, W.Va. (see Charleston-Huntington)		Portsmouth, Va. (see Norfolk-Portsmouth-Newport News-Hampton)		Zanesville, O.	209
Huntsville, Ala.	160	Presque Isle, Me.	210		
Idaho Falls-Pocatello, Ida.	180	Providence, R.I.	14		
Indianapolis, Ind.	18	Provo, Utah (see Salt Lake City-Ogden-Provo)			
Jackson, Miss.	79	Pueblo, Colo. (see Colorado Springs-Pueblo)			
Jackson, Tenn.	187	Quad City (Davenport, Ia.-Rock Island-Moline, Ill.)	66		
Jacksonville, Fla.	72				
Jefferson City, Mo. (see Columbia-Jefferson City)					
Johnson City, Tenn. (see Bristol-Johnson City)					
Johnstown-Altoona, Pa.	41				

Ranking Within States

are on State pages.

Revenues, Expenses and Earnings

Television Stations: 1946-64

Summaries of the Financial Data Compiled Annually by FCC Economics Division
(Dollar Figures in Millions)

Year	No. of Stations Reporting	No. of Networks	Networks and Owned-and-Operated Stations			Other Stations				Total			
			No. of Stations	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	No. of stations Reporting	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	Broad-cast Revenues	Broad-cast Ex-penses	Earnings before Federal Tax ¹
TELEVISION													
1946 ²	10											\$.5	
1947 ²	15											1.9	
1948	50	4	10	\$4.8	\$11.2	(\$6.4)	40	\$3.9	\$12.4	(\$8.5)	8.7	\$28.6	(\$14.9)
1949	98	4	14	19.3	31.4	(12.1)	84	15.0	29.0	(13.5)	34.3	59.6	(25.3)
1950	107	4	14	55.5	65.5	(10.0)	93	50.4	49.6	.8	105.9	115.1	(9.2)
1951	108	4	15	128.4	117.4	11.0	93	107.3	76.7	30.6	235.7	194.1	41.6
1952 (total)	122	4	15	180.2	170.8	9.9	107	144.0	98.4	45.6	324.2	268.7	55.5
Pre-freeze	98						93	143.4	97.6	45.8			
Post-freeze	14						14	0.6	0.8	(0.2)			
1953 (total)	334	4	16	231.7	213.7	18.0	318	201.0	151.0	50.0	432.7	364.7	68.0
Pre-freeze	92						92	174.5	114.0	60.5			
Post-freeze VHF	114						114	16.1	20.3	(4.2)			
UHF	112						112	10.4	16.7	(6.3)			
1954 (total)	410	4	16	306.7	270.2	36.5	394	286.3	232.5	53.8	593.0	502.7	90.3
Pre-freeze	92						92	200.9	133.3	67.6			
Post-freeze VHF	177						177	60.0	63.8	(3.8)			
UHF	125						125	25.4	35.4	(10)			
1955 (total)	437	4 ⁴	16 ⁴	374.0	306.0	68.0	421	370.0	288.5	81.5	744.7	594.5	150.2
Pre-freeze	93						93	230.0	148.1	81.9			
Post-freeze VHF	225						225	112.2	107.4	4.8			
UHF	103						103	28.5	33.0	(4.5)			
1956	475	3	16 ⁴	442.3	356.9	85.4	459	454.6	350.4	104.2	896.9	707.3	189.6
Pre-Freeze	95						95	260.7	171.0	89.7			
Post-Freeze VHF	269						269	161.4	145.0	16.4			
UHF	96						96	32.5	34.4	(1.9)			
1957	501	3	16 ⁷	467.9	397.2	70.7	435	475.3	386.0	89.3	943.2	783.2	160.0
Pre-freeze	95						95	261.3	179.3	82.0			
Post-Freeze VHF	302						302	187.3	176.5	10.8			
UHF	88						88	26.7	30.2	(3.5)			
1958	514	3	19 ⁷	516.7	439.7	77.0	496	513.3	418.4	94.8	1030.0	858.1	171.9
Pre-freeze	94						94	263.6	187.8	75.8			
Post-freeze VHF	322						322	223.6	202.3	21.3			
UHF	79						79	26.1	28.3	(2.2)			
1959	521	3	17 ⁹	576.1	488.2	87.9	504	587.8	453.4	134.4	1163.9	941.6	222.3
Pre-freeze	93						93	291.2	196.1	95.1			
Post-Freeze VHF	334						334	268.6	228.8	39.8			
UHF	77						77	28.0	28.5	(.5)			
1960	530	3	15 ¹⁰	640.7	545.5	95.2	515	627.9	479.0	148.9	1268.6	1024.5	244.1
Pre-freeze	93						93	303.2	204.6	98.5			
Post-Freeze VHF	346						346	293.9	243.9	50.1			
UHF	76						76	30.8	30.5	.3			
1961	540	3	15 ¹⁰	675.3	588.3	87.0	525	643.0	493.0	150.0	1318.3	1081.3	237.0
Non-network-owned stations ¹¹													
VHF	444						444	611.6	461.0	150.6			
UHF	81						81	31.4	32.0	(.6)			
1962	554	3	15 ¹⁰	754.2	642.8	111.4	539	732.0	531.8	200.2	1486.2	1174.6	311.6
Non-network-owned stations													
VHF	456						456	697.6	498.3	199.3			
UHF	83						83	34.4	33.5	.9			
1963	565	3	15 ¹⁰	820.3	684.1	136.2	550	776.9	569.9	207.0	1597.2	1254.0	343.2
Non-network-owned stations													
VHF	464						464	737.8	531.0	206.8			
UHF	86						86	39.1	38.9	.2			
1964		3	15 ¹⁰	928.7	772.2	156.5	560	864.6	605.5	259.1	1793.3	1377.7	415.6
Non-network-owned stations													
VHF	468						468	820.3	563.9	256.4			
UHF	92						92	44.3	41.6	2.7			

Note: Revenues are net amounts received by stations and networks from all broadcast sources, including time, talent, programs, in case of TV, non-time revenues run as much as one-third.

¹ Parentheses denotes loss. ² No figures available for blank columns. ³ Four national networks plus regional networks. ⁴ Includes AM only, FM only and AM-FM stations. ⁵ Three networks after Sept. 15, 1955 when DuMont ceased operations. ⁶ Includes one post-freeze station (UHF). ⁷ Includes 3 post-freeze stations (UHF). ⁸ Not available. ⁹ In cludes 3 post-freeze and post-freeze stations not supplied by FCC prior to Dec. 31, 1959. ¹⁰ Includes one post-freeze VHF station. ¹¹ Break down between pre-freeze and post-freeze stations not supplied by FCC.

TV Station Income and Expenditures for 1960

In the United States

In Markets with 3 or More Operating Stations — Compiled annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Re- porting \$25,000 or More Time Sales	Time Sales			Total Sta- tions Re- porting	Total Broadcast Revenues	Total Broadcast Expenses	Total Broadcast Income
		Networks	National and Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,545,430	\$3,504,257	\$1,141,749	3	\$5,559,376	\$4,068,257	\$1,491,119
Albuquerque (3)	3	431,304	508,211	1,059,179	3	1,897,884	1,934,517	(36,633)
Amarillo (3)	3	430,177	588,320	1,013,561	3	1,866,699	2,050,761	(184,062)
Atlanta (3)	3	1,706,451	4,398,754	1,920,541	3	7,403,985	5,125,988	2,277,997
Bakersfield (3)	3	335,658	721,003	884,462	3	1,782,311	1,895,386	(113,075)
Baltimore (3)	3	2,114,802	6,204,613	2,621,699	3	9,712,385	7,008,743	2,703,642
Boise-Nampa (3#)	2	*	*	*	2	*	*	*
Boston (3)	3	3,626,556	13,869,110	5,499,416	3	20,304,196	11,091,579	8,942,617
Buffalo-Niagara Falls (3)	3	2,212,806	6,908,883	2,867,738	3	10,033,627	6,356,053	3,947,574
Cedar Rapids-Waterloo (3)	3	817,923	1,495,710	486,200	3	2,638,825	2,343,345	295,480
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,207,329	1,895,817	1,145,921	4	4,099,285	3,619,233	480,052
Chattanooga (3)	3	641,772	922,137	657,363	3	2,032,832	1,819,592	213,240
Chicago (4)	4	6,006,769	27,932,679	8,363,136	4	41,082,455	26,451,764	14,630,691
Cincinnati (3)	3	1,966,831	5,656,103	2,281,394	3	9,875,078	6,375,560	3,499,518
Cleveland (3)	3	3,443,895	10,391,390	3,648,897	3	16,894,929	8,850,107	8,044,822
Colorado Springs-Pueblo (3)	3	301,340	445,154	765,988	3	1,511,821	1,468,587	43,234
Columbus (3)	3	1,694,024	4,597,430	2,101,962	3	7,970,926	5,644,477	2,326,449
Dallas-Fort Worth (4)	4	2,073,965	5,234,258	3,614,757	4	10,211,021	7,418,177	2,792,844
Denver (4)	4	1,197,921	3,634,025	2,459,251	4	7,009,551	5,195,667	1,813,884
Des Moines-Ames (3)	3	1,058,590	2,387,922	685,976	3	3,707,314	3,053,578	653,736
Detroit (3)	3	4,442,733	10,798,087	4,238,898	3	18,138,798	9,912,697	8,226,101
El Paso (3)	3	379,903	637,577	882,895	3	1,907,287	1,913,099	(5,812)
Evansville, Ind. (3)	3	635,090	686,156	806,088	3	1,946,685	1,771,345	175,340
Flint-Saginaw-Bay City (3)	3	1,860,222	1,579,783	623,705	3	2,754,033	2,702,431	51,602
Fort Wayne (3)	3	763,227	953,474	830,550	3	2,397,023	2,046,465	350,558
Fresno (3)	3	833,683	1,658,056	870,139	3	2,918,192	2,887,166	31,026
Green Bay, Wis. (3)	3	908,003	912,777	844,265	3	2,517,191	2,255,327	261,864
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	794,533	1,545,104	799,944	4	2,946,452	2,346,327	600,125
Harrisburg-Lancaster-York-Lebanon (5)	5	1,216,273	2,791,432	1,148,558	5	4,325,126	3,365,178	959,948
Hartford-New Haven-New Britain- Waterbury (5)	5	1,815,167	7,016,968	1,377,046	5	8,916,436	5,977,667	2,938,769
Honolulu, Hawaii (3)	3	303,810	1,096,372	1,597,892	3	2,834,574	2,542,115	292,459
Houston-Galveston (3)	3	1,765,236	5,287,955	2,306,128	3	8,162,712	5,550,312	2,612,400
Indianapolis-Bloomington (4)	4	1,860,406	5,406,294	2,504,012	4	9,264,295	6,938,635	2,325,660
Johnstown-Altoona (3)	3	927,716	2,193,441	700,278	3	3,491,713	2,065,832	1,425,881
Kansas City, Mo. (3)	3	2,062,289	5,606,106	1,940,257	3	8,536,649	5,322,988	3,213,661
Knoxville (3)	3	712,541	1,189,632	792,704	3	2,391,767	1,885,560	506,207
Las Vegas-Henderson (3)	3	1,127,706	1,99,434	788,047	3	1,192,189	1,232,127	(39,938)
Little Rock (3)	3	686,836	1,010,414	808,313	3	2,375,891	2,048,294	327,597
Los Angeles (7)	7	5,683,471	28,012,507	17,501,092	7	45,403,977	38,028,854	7,375,123
Madison (3)	3	542,521	1,065,561	559,173	3	2,049,434	1,541,599	507,835
Memphis (3)	3	1,687,911	3,138,831	1,136,359	3	5,265,453	3,319,363	1,946,090
Miami (3)	3	1,468,535	4,950,197	3,004,992	3	9,247,336	6,485,246	2,762,090
Milwaukee (4)	4	2,140,931	5,877,647	2,198,681	4	9,194,858	6,075,645	3,119,213
Minneapolis-St. Paul (4)	4	2,432,439	5,413,561	4,138,632	4	11,461,224	8,817,751	2,643,473
Mobile, Ala.-Pensacola, Fla. (3)	3	1,586,712	1,258,125	1,002,573	3	2,788,216	2,460,359	325,857
Nashville (3)	3	1,287,797	1,939,130	1,864,890	3	4,600,650	3,612,570	988,080
New Orleans (3)	3	1,418,165	3,471,747	2,229,878	3	6,407,185	5,480,944	926,241
New York (7)	7	10,655,920	59,628,711	12,036,797	7	75,443,656	41,805,975	33,637,681
Norfolk-Portsmouth-Newport News- Hampton (3)	3	1,277,937	2,156,036	1,603,752	3	4,730,166	3,948,606	781,560
Oklahoma City-Enid (3)	3	1,372,358	2,833,120	1,548,003	3	5,575,011	3,900,339	1,674,672
Omaha (3)	3	1,364,627	2,360,536	1,012,572	3	4,631,240	3,544,498	1,086,742
Orlando-Daytona Beach (3)	3	543,365	955,742	1,040,388	3	2,405,315	2,171,986	233,329
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	601,064	1,048,500	327,545	3	1,861,505	1,307,927	553,578
Peoria (3)	3	709,654	1,010,988	852,223	3	2,391,738	2,331,370	60,368
Philadelphia (4#)	3	5,165,241	18,519,832	4,758,854	4	24,928,284	16,511,477	8,416,807
Phoenix-Mesa (4)	4	781,596	1,704,756	2,159,037	4	4,320,086	4,128,648	191,438
Pittsburgh (3)	3	3,057,425	10,726,959	3,700,334	3	15,371,436	9,521,980	5,849,456
Portland-Poland Springs, Me. (3)	3	819,730	1,658,969	585,972	3	2,808,653	2,420,040	388,613
Portland, Ore. (3)	3	1,560,360	4,554,490	1,556,302	3	6,560,160	4,636,934	1,923,226
Richmond-Petersburg (3)	3	972,911	1,321,093	820,320	3	3,255,795	2,629,786	626,009
Roanoke-Lynchburg (3)	3	871,137	1,194,959	813,779	3	2,633,875	2,122,928	510,947
Rochester (3)	3	1,050,627	2,591,360	1,002,101	3	4,109,105	3,155,802	953,303
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	393,475	595,017	673,904	3	1,674,402	1,422,429	251,973
Sacramento-Stockton (4#)	3	1,065,249	3,545,146	1,456,378	3	5,231,848	4,880,054	351,794
Salt Lake City-Ogden-Provo (5#)	3	968,742	1,425,756	1,592,506	4	3,902,662	3,600,696	301,966
San Antonio (4)	4	1,087,501	2,304,452	1,349,210	4	4,138,585	3,426,063	712,522
San Francisco-Oakland (4)	4	3,499,359	9,791,446	5,477,362	4	17,160,853	11,473,454	5,687,399
Seattle-Tacoma (5)	5	1,829,809	5,488,100	1,800,445	5	8,208,204	8,234,448	(26,244)
South Bend-Elkhart (3)	3	546,783	677,242	700,709	3	1,900,338	1,830,816	69,522
Spokane (3)	3	709,992	2,066,579	822,437	3	3,058,642	2,646,434	412,208
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	751,926	1,639,384	1,261,206	5	3,305,384	2,335,973	969,411
St. Louis (4)	4	2,595,287	8,136,610	3,129,008	4	12,433,587	9,631,464	2,802,123
Tampa-St. Petersburg (3)	3	1,064,802	2,983,439	1,739,017	3	5,274,793	3,887,656	1,387,137
Tucson (3)	3	358,071	504,285	1,205,998	3	1,980,203	1,768,061	212,142
Tulsa (3)	3	1,143,136	2,095,105	1,049,366	3	3,964,970	2,991,967	973,003
Walluku, Hawaii (3)	1	*	*	*	1	*	*	*
Washington, D.C. (4)	4	2,342,924	7,579,298	2,484,541	4	11,831,164	8,943,485	2,887,679
Wichita-Hutchinson, Kan. (3)	3	919,229	1,736,103	961,386	3	3,299,415	2,958,000	341,415
Wilkes Barre-Scranton (3)	3	896,801	1,310,438	990,183	3	3,044,118	2,668,764	375,354
Youngstown (4#)	3	524,832	849,873	523,335	4	1,837,840	1,612,363	225,477
Total 80 Markets (274)	266	\$112,644,339	\$371,986,488	\$161,750,149	269	\$602,300,879	\$428,807,690	\$173,493,189
Markets Less Than 3 Stations								
Total 192 Markets (261)	252	\$42,053,199	\$87,207,470	\$53,933,742	261	\$171,536,381	\$134,496,655	\$37,039,726
Total 272 Markets (535)	518	\$164,697,538	\$459,193,958	\$215,683,891	530	\$773,837,260	\$563,304,345	\$210,532,915

() denotes loss. #Not all stations in this market operated a full year during 1959. *Data not published for groups of less than 3 stations. **Data withheld because third station in this market in operation for short period during the year.

TV Station Income and Expenditures for 1961

In the United States

In Markets with 3 or More Operating Stations — Compiled annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Stations Re- porting	Total Broadcast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,700,150	\$3,702,172	\$1,139,308	3	\$5,897,602	\$4,284,111	\$1,613,491
Albuquerque (3)	3	535,852	517,914	1,019,356	3	1,952,120	1,903,978	48,142
Amarillo (3)	3	524,843	597,398	1,020,213	3	2,011,166	1,933,403	77,763
Atlanta (3)	3	1,783,000	4,193,856	2,175,605	3	7,325,837	5,329,422	1,996,415
Bakersfield (3)	3	383,310	595,436	843,445	3	1,704,557	2,023,436	(318,879)
Baltimore (3)	3	2,310,477	6,346,228	2,614,800	3	9,937,761	7,007,795	2,929,966
Beaumont-Port Arthur (3)	3	474,191	706,176	523,976	3	1,529,297	1,659,303	(130,006)
Boston (3)	3	4,114,854	15,008,085	5,163,207	3	21,026,607	11,371,344	9,655,263
Buffalo-Niagara Falls (3)	3	2,362,722	7,446,618	2,790,515	3	10,735,007	6,865,839	3,869,168
Cedar Rapids-Waterloo (3)	3	858,776	1,348,517	507,715	3	2,613,421	2,281,855	331,566
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,361,663	1,916,889	1,032,202	4	4,105,533	3,653,965	451,568
Chattanooga (3)	3	689,357	796,377	591,290	3	1,937,843	2,069,067	(131,224)
Chicago (4)	4	6,500,921	30,582,400	8,292,851	4	43,335,035	27,563,545	15,771,490
Cincinnati (3)	3	2,528,096	5,427,586	2,267,917	3	10,092,505	6,332,823	3,759,682
Cleveland (3)	3	3,773,565	11,031,493	3,724,402	3	17,251,387	9,358,821	7,892,566
Colorado Springs-Pueblo (3)	3	357,850	478,003	608,172	3	1,416,148	1,444,931	(28,783)
Columbia, S.C. (3)	3	477,917	824,216	480,821	3	1,812,565	1,348,797	463,768
Columbus, Ohio (3)	3	1,849,788	4,610,724	2,121,399	3	8,184,067	5,789,778	2,394,289
Dallas-Fort Worth (4)	4	2,162,366	5,705,565	3,750,705	4	10,955,801	8,185,795	2,770,006
Denver (4)	4	1,269,099	3,718,836	2,268,542	4	6,986,615	4,921,529	2,065,086
Des Moines-Ames (3)	3	1,217,594	2,271,546	696,040	3	3,705,838	3,007,241	698,597
Detroit (3)	3	4,578,049	11,240,304	4,180,317	3	17,986,762	10,137,889	7,848,873
El Paso (3)	3	375,410	609,498	885,467	3	1,818,622	1,903,070	(84,448)
Evansville (3)	3	697,426	666,512	789,286	3	2,003,198	1,732,256	270,942
Flint-Saginaw-Bay City (3)	3	1,043,480	1,633,041	689,405	3	3,003,780	2,722,918	280,862
Fort Wayne (3)	3	832,833	1,129,955	644,066	3	2,428,154	1,970,855	457,299
Fresno-Hanford-Visalia (6*)	3	868,958	1,521,200	903,634	5	2,878,614	3,237,127	(358,513)
Green Bay (3)	3	979,969	1,000,056	696,905	3	2,516,792	2,459,644	57,148
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	905,854	1,450,742	864,398	4	3,069,702	2,526,286	543,416
Harrisburg-Lancaster-York-Lebanon (5)	5	1,458,043	2,759,312	1,149,109	5	4,527,891	3,372,158	1,155,733
Hartford-New Haven-New Britain- Waterbury (5)	5	1,888,766	7,058,547	1,304,038	5	9,016,283	6,411,913	2,604,370
Honolulu (3)	3	403,019	1,014,628	1,729,464	3	3,020,286	2,896,489	123,797
Houston-Galveston (3)	3	1,857,522	5,837,228	1,774,682	3	8,292,881	5,643,997	2,648,884
Indianapolis-Bloomington (4)	4	2,063,699	6,100,304	2,342,838	4	9,894,734	6,984,335	2,910,399
Johnstown-Altoona (3)	3	1,052,022	2,318,984	526,385	3	3,567,025	2,129,119	1,437,906
Kansas City (3)	3	2,161,783	5,846,259	2,082,627	3	8,976,145	5,667,264	3,308,881
Knoxville (3)	3	811,773	1,211,594	892,454	3	2,573,932	1,992,116	581,816
Las Vegas-Henderson (3)	3	128,777	191,886	860,369	3	1,248,887	1,125,290	123,597
Little Rock (3)	3	767,797	1,112,701	709,763	3	2,432,357	2,068,692	363,665
Los Angeles (7)	7	6,277,990	28,274,078	16,604,985	7	45,232,265	37,181,472	8,050,793
Louisville (3)	3	1,400,562	3,807,683	1,259,645	3	5,795,810	2,966,825	2,828,985
Madison (3)	3	566,612	1,081,913	564,094	3	2,088,215	1,615,331	472,884
Memphis (3)	3	1,705,379	3,066,457	1,030,811	3	5,250,945	3,534,179	1,716,766
Miami (3)	3	1,633,658	5,278,252	2,804,439	3	9,939,282	6,779,735	2,539,547
Milwaukee (4)	4	2,262,314	5,843,524	2,266,902	4	9,099,624	6,529,298	2,570,326
Minneapolis-St. Paul (4)	4	2,491,608	5,716,108	3,810,146	4	11,490,146	9,163,816	2,326,330
Mobile, Ala.-Pensacola, Fla. (3)	3	697,888	1,363,304	801,157	3	2,127,315	2,362,910	(235,595)
Nashville (3)	3	1,373,878	1,797,708	1,896,398	3	4,585,998	3,764,489	821,509
New Orleans (3)	3	1,549,411	3,564,538	1,852,186	3	6,177,260	5,496,569	680,691
New York (7)	7	11,826,017	59,421,359	12,565,521	7	76,911,980	44,311,462	32,600,518
Norfolk-Portsmouth-Newport-News- Hampton (3)	3	1,343,825	1,953,404	1,454,486	3	4,476,330	4,030,189	446,141
Oklahoma City-Enid (3)	3	1,512,846	2,900,935	1,377,733	3	5,492,693	3,946,124	1,546,569
Omaha (3)	3	1,435,912	2,419,737	1,031,903	3	4,805,780	3,572,308	1,233,472
Orlando-Daytona Beach (3)	3	703,050	974,579	931,944	3	2,446,953	2,131,570	315,383
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	691,623	960,306	270,818	3	1,795,525	1,448,637	346,888
Peoria (3)	3	777,061	816,799	970,036	3	2,359,955	2,369,649	9,694
Philadelphia (4)	4	5,554,742	19,067,636	4,902,126	4	25,839,186	16,370,743	9,468,443
Phoenix-Mesa (4)	4	857,516	1,757,597	2,239,218	4	4,488,826	4,371,104	117,722
Pittsburgh (3)	3	3,332,726	11,132,884	3,736,310	3	16,013,596	9,670,862	6,342,734
Portland-Poland Springs (3)	3	915,526	1,593,537	600,412	3	2,833,174	2,684,236	148,938
Portland, Ore. (3)	3	1,731,047	4,007,838	1,671,237	3	6,487,605	5,088,844	1,398,761
Richmond-Petersburg (3)	3	1,071,508	1,315,037	777,499	3	3,282,753	2,661,158	621,595
Roanoke-Lynchburg (3)	3	970,855	1,152,433	873,058	3	2,755,246	2,204,348	550,898
Rochester (3)	3	1,109,257	2,653,704	1,067,420	3	4,282,203	3,156,929	1,125,274
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	460,580	586,573	582,153	3	1,619,443	1,347,610	217,833
Sacramento-Stockton (3)	3	1,176,076	2,739,297	1,971,639	3	5,053,560	4,823,711	229,849
Salt Lake City-Ogden-Provo (4)	4	1,030,926	1,353,458	1,572,395	4	3,908,637	3,663,965	244,672
San Antonio (4)	4	1,153,765	2,112,770	1,150,541	4	3,995,090	3,412,788	582,302
San Francisco-Oakland (4)	4	3,760,861	10,662,544	5,902,959	4	18,062,683	11,663,170	6,399,513
Seattle-Tacoma (5)	5	2,002,995	5,360,616	1,794,716	5	8,262,816	7,627,943	634,873
Shreveport, La.-Texarkana, Texas (3)	3	853,257	1,779,449	921,736	3	3,198,080	2,957,835	240,245
South Bend-Elkhart (3)	3	614,307	714,197	613,906	3	1,907,255	1,852,122	55,133
Spokane (3)	3	803,487	1,942,610	791,605	3	3,088,720	2,705,008	383,712
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	876,627	1,672,606	1,340,963	5	3,565,300	2,645,685	919,615
St. Louis (4)	4	2,763,111	8,248,007	2,960,094	4	12,244,989	9,252,761	2,992,228
Tampa-St. Petersburg (3)	3	1,194,746	3,276,723	1,493,415	3	5,354,455	4,051,147	1,303,308
Tucson (3)	3	413,269	446,038	1,131,293	3	1,876,847	1,965,156	(88,309)
Tulsa (3)	3	1,165,488	2,046,581	965,738	3	3,894,090	3,107,541	786,549
Walluku (3)	3	*	*	*	3	*	*	*
Washington (4)	4	2,551,875	7,862,966	2,740,296	4	12,891,939	9,406,332	3,485,607
Wichita-Hutchinson (3)	3	989,069	1,580,680	847,431	3	3,144,686	2,924,383	220,303
Wilkes-Barre-Scranton (3)	3	944,190	1,346,162	918,671	3	3,040,036	2,777,877	262,159
Yonestown (4)	4	564,243	949,540	484,315	4	1,891,354	1,716,232	175,122
San Juan-Caguas, Puerto Rico (3)	3	605,673	2,854,929	185,338	3	3,183,225	2,744,251	438,974
Total 84 Markets (287)	281	\$137,913,923	\$889,987,258	\$162,404,508	286	\$630,017,263	\$451,563,798	\$178,453,465
Markets Less Than 3 Stations								
Total 189 Markets (263)	233	\$46,456,402	\$78,527,844	\$48,658,874	254	\$161,857,920	\$127,960,291	\$33,987,629
Total 273 Markets (550)	514	\$184,370,325	\$968,515,102	\$211,063,382	540	\$791,875,183	\$579,524,089	\$212,351,094

TV Station Income and Expenditures for 1962

In the United States

In Markets with 3 or More Operating Stations — Compiled Annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Stations Re- porting	Total Broadcast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,769,219	\$4,171,885	\$1,120,038	3	\$6,315,949	\$4,432,445	\$1,883,504
Albuquerque (3)	3	637,716	670,239	1,073,364	3	2,258,541	1,963,523	295,018
Amarillo (3)	3	529,857	627,274	1,169,080	3	2,247,342	2,079,528	167,814
Atlanta (3)	3	1,920,953	4,900,153	2,874,711	3	8,578,041	5,822,564	2,755,477
Bakersfield (3)	3	438,562	744,322	988,681	3	1,972,393	2,096,791	1 (123,652)
Baltimore (3)	3	2,413,171	8,414,497	2,831,439	3	12,063,319	8,476,622	3,586,697
Beaumont-Port Arthur (3)	3	556,897	928,335	530,470	3	1,796,159	1,891,837	(95,678)
Binghamton (3#)	2	*	*	*	3	2,781,916	1,735,199	1,046,717
Boston (3)	3	4,213,988	17,540,631	6,027,539	3	24,026,019	12,252,237	11,773,782
Buffalo-Niagara Falls (3)	3	2,482,228	8,697,893	3,099,577	3	12,043,928	7,844,161	4,199,767
Cedar Rapids-Waterloo (3)	3	952,322	1,398,532	534,394	3	2,689,424	2,201,256	488,168
Charleston-Oak Hill-Huntington, Wa. Va.- Ashland, Ky. (4)	4	1,770,390	2,106,503	1,187,899	4	4,789,132	3,909,063	880,069
Charleston, S.C. (3#)	3	652,171	514,964	778,436	3	1,871,180	1,565,503	305,677
Chattanooga (3)	3	740,249	894,958	669,869	3	2,164,774	2,143,552	21,222
Chicago (4)	4	7,054,125	34,199,837	10,573,458	4	48,713,762	29,712,522	19,001,240
Cincinnati (3)	3	2,636,123	5,989,381	2,341,772	3	11,107,538	6,686,423	4,421,115
Cleveland (3)	3	3,530,265	13,828,650	3,879,921	3	19,739,822	10,118,245	9,621,577
Colorado Springs-Pueblo (3)	3	365,273	530,601	708,873	3	1,562,268	1,574,571	(12,303)
Columbia (3)	3	530,792	928,481	720,623	3	2,236,208	1,734,717	501,491
Columbus (3)	3	1,769,178	5,722,156	2,477,788	3	9,390,350	5,891,318	3,499,032
Dallas-Fort Worth (4)	4	2,329,261	7,322,725	4,130,637	4	12,801,343	8,756,825	4,044,518
Denver (4)	4	1,361,121	4,293,642	2,311,271	4	7,699,734	5,345,256	2,354,478
Des Moines-Ames (3)	3	1,156,533	2,472,925	871,763	3	4,003,330	3,153,243	850,087
Detroit (3)	3	4,737,242	12,707,920	5,287,163	3	20,232,778	10,969,223	9,263,555
El Paso (3)	3	482,239	682,032	1,053,004	3	2,106,641	2,000,445	106,196
Evansville (3)	3	794,191	762,500	746,466	3	2,196,456	2,013,180	183,276
Flint-Saginaw-Bay City (3)	3	1,096,732	2,072,047	739,663	3	3,428,988	2,852,475	576,513
Fort Wayne (3)	3	879,616	1,142,865	773,944	3	2,584,645	1,949,544	635,101
Fresno-Hanford-Visalia (6)	6	913,478	1,822,197	1,287,073	6	3,497,579	3,839,727	(342,148)
Grand Rapids-Kalamazoo (3#)	3	1,913,712	4,382,493	629,362	3	6,761,511	3,587,208	3,174,303
Green Bay (3)	3	1,079,707	1,330,620	730,587	3	2,977,217	2,486,986	490,231
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	3	1,004,810	1,585,949	926,418	4	3,323,721	2,549,593	774,128
Harrisburg-Lancaster-York- Lebanon (5)	5	1,452,971	2,946,126	1,183,328	5	4,733,834	3,717,233	1,016,601
Hartford-New Haven-New Britain- Waterbury (5)	5	2,008,953	7,926,938	1,336,410	5	10,370,434	6,759,938	3,610,496
Hilo, Hawaii (3)	3	*	*	*	3†	*	*	*
Honolulu, Hawaii (4#)	4	457,005	962,720	2,330,126	4	3,549,234	3,395,306	153,928
Houston-Galveston (3)	3	1,984,638	6,978,977	2,239,536	3	9,761,650	6,304,526	3,457,124
Indianapolis-Bloomington (4)	4	2,135,058	6,598,003	2,685,897	4	10,727,396	6,765,439	3,961,957
Johnstown-Altoona (3)	3	1,417,855	2,302,319	579,148	3	4,022,671	2,134,230	1,888,441
Kansas City (3)	3	2,280,059	6,536,446	2,348,762	3	9,692,335	6,720,892	2,971,443
Knoxville (3)	3	937,744	1,321,457	930,356	3	2,899,801	1,972,773	927,028
Las Vegas-Henderson (3)	3	147,486	279,252	1,367,698	3	1,874,274	1,417,297	456,977
Lincoln-Hastings-Kearney (3)	3	739,198	885,663	870,453	3	2,398,321	1,850,650	547,671
Little Rock (3)	3	845,896	1,081,288	896,081	3	2,692,534	2,116,897	575,637
Los Angeles (8#)	8	6,845,247	36,163,611	20,988,614	8	56,622,760	42,684,065	13,938,695
Louisville (3)	3	1,583,143	3,999,144	1,273,317	3	6,158,751	3,460,988	2,697,763
Madison (3)	3	633,068	1,190,268	591,607	3	2,271,963	1,759,317	512,646
Memphis (3)	3	1,816,889	3,322,750	1,128,688	3	5,731,001	3,584,237	2,146,764
Miami (3)	3	1,839,260	6,719,402	2,971,569	3	10,826,617	6,887,705	3,938,912
Milwaukee (4)	4	2,291,172	7,019,040	2,684,280	4	10,602,818	6,913,168	3,689,650
Minneapolis-St. Paul (4)	4	2,636,324	6,486,793	4,491,651	4	13,519,250	10,257,873	3,261,377
Mobile, Ala.-Pensacola, Fla. (3)	3	819,447	1,367,162	938,207	3	2,914,618	2,464,171	450,447
Montgomery (3#)	2	*	*	*	2	*	*	*
Nashville (3)	3	1,494,134	2,219,666	2,054,635	3	5,211,981	4,018,152	1,193,829
New Orleans (3)	3	1,669,610	3,926,781	2,173,335	3	6,689,128	5,367,345	1,321,783
New York (6)	6	13,116,672	63,523,038	15,416,350	6	84,406,248	46,677,127	37,729,121
Norfolk-Portsmouth-Newport-News- Hampton (3)	3	1,514,252	2,133,714	1,749,562	3	4,972,764	4,003,813	968,951
Oklahoma City-Enid (3)	3	1,569,477	3,420,579	1,508,795	3	6,104,409	3,892,092	2,212,317
Omaha (3)	3	1,507,147	3,058,565	1,039,933	3	5,117,534	3,871,719	1,245,815
Orlando-Daytona Beach (3)	3	836,075	1,324,651	1,114,660	3	3,090,577	2,435,825	654,752
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	784,959	1,007,669	285,028	3	1,944,385	1,529,334	415,051
Peoria (3)	3	838,238	1,121,709	740,506	3	2,472,031	2,317,953	154,078
Philadelphia (3)	3	6,123,449	22,532,580	5,503,402	3	30,300,297	17,958,880	12,341,417
Phoenix-Mesa (4)	4	858,445	2,252,293	2,554,491	4	5,203,913	4,752,668	451,245
Pittsburgh (3)	3	3,611,811	12,910,122	4,535,551	3	18,488,914	10,273,852	8,215,062
Portland-Poland Springs, Me. (3)	3	1,026,183	1,752,671	796,588	3	3,241,222	2,931,924	309,298
Portland, Ore. (4#)	4	1,752,897	4,743,376	2,040,105	4	7,501,581	6,246,625	1,254,956
Richmond-Petersburg (3)	3	1,176,299	1,417,443	937,890	3	3,724,594	2,828,583	896,011
Roanoke-Lynchburg (3)	3	1,077,185	1,224,624	894,056	3	2,922,731	2,300,968	621,763
Rochester (3#)	3	1,289,729	2,741,813	1,244,134	3	4,683,385	3,812,746	870,639
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	584,211	602,242	569,372	3	1,713,378	1,345,048	368,330
Sacramento-Stockton (3)	3	1,308,104	4,383,124	1,535,029	3	6,155,399	5,462,726	692,673
Salt Lake City-Ogden-Provo (3)	3	1,068,769	1,651,968	1,534,529	3	4,166,520	3,936,015	230,505
San Antonio (4)	4	1,226,341	2,437,639	1,555,464	4	4,614,167	4,123,325	490,842
San Francisco-Oakland (4)	4	3,988,374	14,009,339	6,754,808	4	22,301,270	13,197,786	9,103,484
Seattle-Tacoma (5)	5	2,094,366	6,172,616	2,207,651	5	9,705,624	8,363,170	1,322,454
Shreveport, La.-Texarkana, Texas (3)	3	1,001,893	1,593,191	984,705	3	3,232,858	3,136,126	94,732
South Bend-Elkhart (3)	3	652,456	836,112	613,051	3	2,085,829	1,930,921	154,908
Spokane (3)	3	890,736	2,042,487	859,186	3	3,341,104	2,948,512	392,592
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	1,194,016	1,857,702	1,267,102	5	3,984,589	2,878,596	1,105,993
St. Louis (4)	4	2,922,823	9,391,393	3,249,113	4	13,439,737	9,540,893	3,898,844
Syracuse (3#)	3	1,567,681	4,429,384	1,117,765	3	6,171,269	3,397,199	2,774,070
Tampa-St. Petersburg (3)	3	1,349,931	3,909,115	1,793,844	3	6,208,533	4,109,447	2,099,086
Tucson (3)	3	452,937	526,182	1,216,354	3	2,111,922	2,045,375	66,547
Tulsa (3)	3	1,221,121	2,359,086	1,271,630	3	4,444,996	3,533,125	911,871

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TV Station Income and Expenditures for 1963

In the United States

In Markets with 3 or More Operating Stations — Compiled Annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Sta- tions Re- porting	Total Broadcast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,679,531	\$4,507,147	\$1,384,722	3	6,663,753	4,686,122	1,977,631
Albuquerque (3)	3	611,001	793,971	1,420,742	3	2,584,069	2,550,577	33,492
Amarillo (3)	3	526,280	614,686	1,158,346	3	2,225,932	2,220,993	4,945
Atlanta (3)	3	1,858,773	5,582,266	3,036,165	3	9,088,038	7,035,782	2,052,250
Bakersfield (3)	3	436,057	830,217	961,726	3	1,989,130	2,087,977	†(98,847)
Baltimore (3)	3	2,260,207	8,451,438	2,867,884	3	11,914,592	8,376,751	3,537,841
Beaumont-Port Arthur (3)	3	611,658	848,856	749,783	3	1,966,332	1,789,946	176,486
Binghamton (3)	3	819,125	1,298,166	779,114	3	2,598,027	1,878,179	612,448
Boston (3)	3	4,146,661	19,530,937	5,655,124	3	25,011,085	12,413,714	12,597,371
Buffalo-Niagara Falls (3)	3	2,745,202	8,784,787	3,213,108	3	12,548,291	8,028,254	4,520,037
Cedar Rapids-Waterloo (3)	3	956,890	1,566,127	610,952	3	2,893,567	2,158,327	735,240
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,887,777	2,364,963	1,245,364	4	5,162,272	3,971,609	1,190,663
Charleston, S.C. (3)	3	783,243	494,260	872,898	3	2,051,113	1,754,634	296,479
Chattanooga (3)	3	744,871	954,476	681,465	3	2,233,509	1,942,927	290,582
Chicago (4)	4	6,785,782	38,078,900	12,863,867	4	53,522,317	32,328,368	21,193,949
Cincinnati (3)	3	2,467,985	6,199,154	2,410,816	3	11,239,035	6,929,001	4,310,034
Cleveland (3)	3	3,333,380	14,862,779	4,652,822	3	21,294,381	10,899,640	10,394,741
Colorado Springs-Pueblo (3)	3	365,356	575,593	738,758	3	1,588,001	1,623,637	†(55,636)
Columbia, S.C. (3)	3	529,421	878,717	763,147	3	2,194,014	1,621,467	572,547
Columbus, O. (3)	3	1,694,054	6,063,326	2,526,598	3	9,591,086	6,237,088	3,353,998
Dallas-Fort Worth (4)	4	2,509,226	7,984,829	4,181,334	4	13,548,906	9,770,425	3,778,481
Davenport, Ia. Rock Island-Moline, Ill. (3#)	3	1,362,489	2,318,574	401,725	3	3,689,949	2,978,585	711,363
Denver (4)	4	1,335,016	5,034,258	2,672,089	4	8,218,138	5,879,520	2,338,619
Des Moines-Ames (3)	3	1,147,073	2,530,713	1,002,553	3	4,684,309	3,116,123	1,048,177
Detroit (3)	3	4,554,209	13,909,976	5,423,020	3	20,956,377	11,176,720	9,779,657
El Paso (3)	3	498,028	784,530	995,605	3	2,151,193	2,068,831	82,362
Evansville (3)	3	753,614	985,198	832,766	3	2,481,331	1,880,589	600,742
Flint-Saginaw-Bay City (3)	3	1,066,908	2,262,619	889,949	3	3,741,298	3,035,902	705,396
Fort Wayne (3)	3	837,699	1,414,126	766,828	3	3,729,078	2,030,274	698,804
Fresno-Hanford-Visalia (6)	6	883,347	2,194,248	1,244,201	6	3,674,611	3,935,260	†(260,649)
Grand Rapids-Kalamazoo (3)	3	2,078,499	4,740,198	945,015	3	7,492,159	4,446,893	3,045,266
Green Bay (3)	3	1,032,513	1,430,218	734,646	3	3,034,202	2,683,369	350,593
Greensboro-High Point- Winston-Salem (3#)	3	1,192,764	2,615,828	897,697	3	4,198,543	2,473,006	1,725,537
Greenville-Washington-New Bern, N.C. (3#)	3	739,267	1,000,927	620,858	3	2,237,874	2,013,736	224,138
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	3	1,005,618	2,031,236	770,631	4	3,568,004	2,730,363	837,641
Harrisburg-Lancaster-York- Lebanon (5)	5	1,419,503	3,052,562	1,231,034	5	4,888,971	3,888,314	1,000,657
Hartford-New Haven-New Britain- Waterbury (5)	4	2,046,608	8,501,421	1,339,616	4	10,310,696	6,430,971	3,879,725
Hilo, Hawaii (3)	3	510,434	1,111,506	2,537,445	4	3,926,512	3,946,359	†(19,847)
Honolulu, Hawaii (4)	4	2,027,913	7,553,309	2,357,649	4	10,429,301	6,533,559	3,895,742
Houston-Galveston (3)	3	2,159,079	6,898,621	2,441,603	3	10,055,477	6,829,168	3,226,309
Huntsville-Decatur (3#)	2	915,227	1,383,910	962,445	3	2,998,391	2,117,406	880,985
Idaho Falls-Pocatello (3)	2	1,287,758	7,489,254	2,736,922	4	11,669,659	7,516,400	4,153,259
Indianapolis-Bloomington (4)	4	1,427,151	2,066,957	615,535	3	3,806,209	2,202,104	1,604,105
Johnstown-Altoona (3)	3	2,159,079	6,898,621	2,441,603	3	10,055,477	6,829,168	3,226,309
Kansas City, Mo. (3)	3	915,227	1,383,910	962,445	3	2,998,391	2,117,406	880,985
Knoxville (3)	3	152,805	283,655	1,518,851	3	2,061,194	1,960,251	100,943
Las Vegas-Henderson (3)	3	775,959	1,021,485	947,523	3	2,616,668	2,114,206	502,462
Lincoln-Hastings-Kearney (3)	3	827,253	1,281,110	915,316	3	2,827,478	2,151,474	676,004
Little Rock (3)	3	6,729,542	44,989,557	19,859,735	9	61,567,984	46,322,792	15,245,192
Los Angeles (9#)	9	1,543,235	4,102,998	1,208,820	3	6,087,728	3,402,898	2,684,830
Louisville (3)	3	634,669	1,428,662	570,336	3	2,446,748	1,634,446	812,302
Madison (3)	3	1,800,486	3,656,522	1,169,230	3	5,963,387	3,783,977	2,169,410
Miami (3)	3	1,786,129	7,328,707	2,997,511	3	11,267,555	8,108,205	3,159,350
Milwaukee (4)	4	2,150,306	7,770,501	2,957,754	4	11,206,275	7,704,636	3,501,639
Minneapolis-St. Paul (4)	4	2,505,757	7,320,403	4,242,509	4	14,180,935	10,403,811	3,777,124
Mobile, Ala.-Pensacola, Fla. (3)	3	799,606	1,441,513	856,628	3	2,866,712	2,350,562	516,150
Nashville (3)	3	1,429,292	2,631,000	1,987,101	3	5,395,409	4,266,961	1,128,448
New Orleans (3)	3	1,603,898	4,485,360	2,698,332	3	7,593,467	5,827,399	1,766,068
New York (6)	6	12,741,092	74,184,249	17,258,353	6	93,643,683	55,064,304	38,579,379
Norfolk-Portsmouth- Newport News-Hampton, (3)	3	1,489,049	2,378,252	1,761,079	3	5,118,605	4,135,804	982,801
Oklahoma City-Enid (3)	3	1,514,485	4,044,691	1,139,364	3	6,219,396	4,141,824	2,076,572
Omaha (3)	3	1,456,078	3,132,056	1,007,344	3	5,096,266	4,268,452	827,814
Orlando-Daytona Beach (3)	3	911,289	1,625,820	1,223,228	3	3,476,640	2,659,870	816,770
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	817,882	1,178,027	323,040	3	2,164,447	1,632,727	531,720
Peoria (3)	3	814,059	1,367,938	764,009	3	2,674,581	2,250,551	424,030
Philadelphia (3)	3	5,880,443	25,112,850	5,957,401	3	31,670,790	17,754,234	13,916,556
Phoenix-Mesa (4)	4	877,420	2,780,131	2,592,017	4	5,649,519	4,865,610	783,909
Pittsburgh (3)	3	3,470,396	14,352,036	4,412,605	3	19,245,308	10,685,896	8,559,412
Portland-Poland Spring (3)	3	979,577	1,721,284	931,940	3	3,305,793	3,080,383	225,410
Portland, Ore. (4)	4	1,778,527	5,267,491	2,071,008	4	8,058,953	6,457,047	1,601,906
Providence (3)	3	1,967,504	5,426,516	1,203,418	3	7,300,622	5,647,874	1,652,948
Richmond-Petersburg (3)	3	1,102,143	1,424,476	1,065,356	3	3,764,626	2,801,780	962,846
Roanoke-Lynchburg (3)	3	1,010,976	1,251,300	880,630	3	2,882,316	2,366,061	516,255
Rochester, N.Y. (3)	3	1,487,259	2,606,292	1,391,352	3	4,902,436	4,240,236	662,200
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	592,778	612,959	598,373	3	1,736,684	1,278,662	458,022
Sacramento-Stockton (3)	3	1,356,377	5,598,495	2,132,183	3	7,696,061	6,033,901	1,662,160
Salt Lake City-Ogden-Provo (3)	3	976,999	1,919,290	1,798,154	3	4,653,855	4,055,683	598,172
San Antonio (4)	4	1,215,949	2,625,790	1,786,876	4	4,963,864	4,309,378	654,486
San Francisco-Oakland (4)	4	3,854,587	16,799,303	7,760,064	4	25,361,643	14,205,660	11,155,983
Seattle-Tacoma (5)	5	1,982,214	6,873,873	2,532,022	5	10,562,260	8,612,096	1,950,164
Shreveport, La.-Texarkana, Tex. (3)	3	949,248	1,562,918	1,098,113	3	3,221,320	3,026,313	195,007
South Bend-Elkhart (3)	3	626,116	902,898	586,505	3	2,089,871	2,018,502	71,369
Spokane (3)	3	889,018	2,008,724	867,824	3	3,248,857	2,864,998	383,859
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	1,183,558	2,257,798	1,292,899	5	4,341,643	3,178,805	1,162,838
St. Louis (4)	4	2,778,351	10,231,646	3,221,225	4	13,986,339	9,976,262	4,010,077
Syracuse (3)	3	1,663,686	4,505,386	1,098,416	3	6,274,178	4,436,108	1,838,070
Tampa-St. Petersburg (3)	3	1,379,912	4,494,434	1,747,350	3	6,603,709	4,316,586	2,287,123
Tucson (3)	3	384,792	672,377	1,161,645	3	2,072,167	2,234,519	162,352
Tulsa (3)	3	1,229,586	2,702,711	1,197,794	3	4,652,000	3,496,199	1,155,801

(Continued on next page)

TV Station Income and Expenditures for 1962—(Continued)

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Sta- tions Re- porting	Total Broad- cast Revenue (Less Commis- sions, Plus Talents & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Wailuku, Hawaii (3)	1	*	*	*	3†	*	*	*
Washington, D.C. (4)	4	2,788,509	9,231,269	2,634,732	4	14,632,666	10,428,148	4,204,518
Wichita-Hutchinson (3)	3	1,091,179	1,919,371	969,957	3	3,537,075	3,139,766	397,309
Wilkes Barre-Scranton (3)	3	1,030,076	1,433,491	952,479	3	3,232,657	2,865,590	367,067
Youngstown (4#)	3	668,634	1,076,851	455,608	4	2,084,187	1,816,190	267,997
San Juan-Caguas, Puerto Rico (3)	3	309,713	3,215,371	395,006	3	3,810,552	3,474,768	335,784
Total 91 Markets (308)	299	\$153,241,966	\$461,863,703	\$191,437,087	307	\$738,382,842	\$501,716,819	\$236,666,023
Markets Less Than 3 Stations								
Total 183 Markets (249)	234	\$48,601,888	\$77,548,829	\$51,064,564	247	\$163,040,746	\$124,870,468	\$38,170,278
Total 274 Markets (557)	533	\$201,843,854	\$539,412,532	\$242,501,651	554	\$901,423,588	\$626,587,287	\$274,836,301

†Parentheses () denotes loss. #Not all stations in this market operated a full year during 1959. *Data not published for groups of less than 3 stations. **Data withheld because third station in this market in operation for short period during the year.

TV Station Income and Expenditures for 1963—(Continued)

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Sta- tions Re- porting	Total Broad- cast Revenue (Less Commis- sions, Plus Talents & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
*Wailuku, Hawaii (3)	1	*	*	*	3	*	*	*
Washington, D.C. (5#)	5	2,658,991	10,892,832	2,421,128	5	15,346,304	11,638,404	3,707,900
Wichita-Hutchinson (3)	3	1,223,630	2,083,587	1,317,769	3	4,223,092	3,692,874	530,218
Wilkes Barre-Scranton (3)	3	1,026,955	1,495,644	907,387	3	3,218,966	2,940,824	278,142
Youngstown (3)	3	666,726	1,117,472	479,599	3	2,110,669	1,734,651	376,018
San Juan-Caguas, Puerto Rico (3)	3	169,296	3,359,556	508,763	3	4,603,174	4,021,032	582,142
Total 96 Markets (324)	314	\$156,779,082	\$530,878,365	\$205,620,446	323	\$804,513,500	\$550,474,538	\$254,038,962
Markets Less Than 3 Stations								
Total 180 Markets (242)	222	\$45,938,514	\$69,847,023	\$50,475,293	242	\$156,896,535	\$124,046,071	\$32,850,464
Total 276 Markets (566)	536	\$202,717,596	\$600,725,388	\$256,095,739	565	\$961,410,035	\$674,520,609	\$286,889,426

Notes: † Parentheses () denotes loss. # Not all stations in this market operated full year during 1963. * Data not published for groups of less than 3 stations. ** Data withheld to maintain confidentiality of individual station figures. † These markets show substantially less total broadcast income than in 1962 as result of larger depreciation expense reported. ‡ Does not include data for station in Hartford conducting Pay-TV experiment. † Hilo and Wailuku have 3 and 2 satellite stations, respectively, whose financial statistics are included in the reports of their parent stations.

TV Station Income and Expenditures for 1964

In the United States

In Markets with 3 or More Operating Stations — Compiled Annually by FCC Economics Division

See Footnote on next page for explanation of symbols in table.

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales			Total Sta- tions Re- porting	Total Broad- cast Revenue	Total Broadcast Expenses	Total Broadcast Income (Before Fed- eral Taxes)
		Networks	¹ National & Regional Advertisers & Sponsors	¹ Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,838,765	\$4,964,520	\$1,569,282	3	7,369,854	4,877,112	2,492,742
Albuquerque (3)	3	665,211	1,022,930	1,606,485	3	2,943,214	2,813,187	130,027
Amarillo (3)	3	557,989	814,326	1,162,668	3	2,423,888	2,281,120	142,768
Atlanta (3)	3	1,867,924	6,435,731	3,600,603	3	10,249,978	6,399,513	3,850,465
Bakersfield (3)	3	438,739	757,741	915,925	3	1,988,594	2,136,825	†(148,231)
Baltimore (3)	3	2,390,880	8,977,003	3,170,961	3	12,771,941	8,843,739	3,928,202
Beaumont-Port Arthur (3)	3	618,527	952,628	897,309	3	2,179,846	1,845,077	334,769
Binghamton (3)	3	877,187	1,215,249	774,538	3	2,594,494	1,949,809	644,687
Boston (4#)	4	4,365,739	22,455,608	6,778,006	4	28,467,755	12,951,645	15,516,110
Buffalo-Niagara Falls (3)	3	2,784,913	10,617,917	3,118,731	3	13,994,931	8,279,309	5,715,622
Cedar Rapids-Waterloo (3)	3	996,907	1,999,057	781,764	3	3,420,169	2,455,962	964,207
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,984,259	2,544,993	1,496,045	4	5,621,246	4,016,697	1,604,549
Charleston, S.C. (3)	3	793,414	526,964	862,802	3	2,101,718	1,733,591	368,127
Charlotte (3#)	3				3			
Chattanooga (3)	3	785,651	1,208,247	737,553	3	2,533,485	2,212,189	321,296
Chicago (5#)	5	6,992,559	48,635,274	12,012,120	5	61,987,696	37,168,662	24,798,944
Cincinnati (3)	3	2,570,093	7,458,139	2,605,824	3	12,098,492	6,969,701	5,128,791
Cleveland (3)	3	3,686,983	15,985,624	5,210,828	3	22,737,333	11,059,665	11,677,668
Colorado Springs-Pueblo (3)	3	461,622	704,734	784,131	3	1,789,200	1,585,106	204,094
Columbia, S.C. (3)	3	574,663	1,259,207	2,286,303	3	2,286,303	1,656,249	695,054
Columbus, O. (3)	3	1,743,023	6,744,577	2,996,075	3	10,456,541	6,401,448	4,058,073
Corpus Christi (3#)	3	479,985	816,455	584,434	3	1,708,380	1,648,784	59,596
Dallas-Fort Worth (4)	4	2,552,360	10,165,859	5,282,938	4	16,114,857	10,337,452	5,777,405
Davenport, Ia. Rock Island-Moline, Ill. (3)	3	1,568,425	2,323,505	702,861	3	4,167,689	3,744,667	423,022
Dayton (3#)	3				3			
Denver (4)	4	1,400,351	5,540,267	3,034,639	4	9,179,511	6,231,203	2,948,308
Des Moines-Ames (3)	3	1,163,839	2,660,614	1,194,012	3	4,453,877	3,278,226	1,175,651
Detroit (3)	3	4,751,298	15,712,419	8,242,013	3	25,095,850	13,041,828	12,054,022
El Paso (3)	3	510,221	907,173	1,079,324	3	2,342,961	2,164,661	178,300
Evansville (3)	3	798,373	1,226,787	991,996	3	2,818,613	2,077,002	741,611
Fargo-Valley City (3)	3	749,828	860,218	756,222	3	2,318,870	2,460,951	†(142,081)
Flint-Saginaw-Bay City (3)	3	1,147,665	2,789,804	1,073,370	3	4,388,672	3,304,093	1,084,579
Fort Wayne (3)	3	855,672	1,578,206	901,630	3	3,059,323	2,250,609	809,254
Fresno-Hanford-Visalia (6)	6	903,187	2,430,693	1,249,335	6	3,923,475	3,831,801	91,874
Grand Rapids-Kalamazoo (3)	3	2,109,013	5,288,111	1,219,820	3	8,269,166	4,606,958	3,662,208
Green Bay (3)	3	1,072,916	1,695,587	859,464	3	3,432,618	2,767,468	665,150
Greensboro-High Point- Winston Salem (3)	3	1,377,949	2,553,224	1,305,367	3	4,679,159	3,282,835	1,396,324
Greenville-Washington-New Bern, N.C. (3)	3	828,848	1,072,548	761,840	3	2,552,419	2,232,654	319,765
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	1,090,202	2,317,030	898,085	4	3,946,352	2,881,807	1,064,545
Harrisburg-Lancaster-York- Lebanon (5)	5	1,631,031	2,996,904	1,350,997	5	5,174,412	3,848,838	1,325,574
Hartford-New Haven-New Britain- Waterbury (5)	5	2,209,703	9,729,931	1,525,438	5	11,876,219	6,899,950	4,776,269
Hilo, Hawaii (3)	3				3			
Honolulu, Hawaii (4)	4	560,404	1,186,611	2,710,653	4	4,174,595	3,996,214	178,381
Houston-Galveston (3)	3	2,081,141	8,839,986	2,806,039	3	11,970,044	6,982,782	4,987,262
Huntsville-Decatur (3)	3	128,594	227,932	436,812	3	738,880	791,361	†(52,481)
Indianapolis-Bloomington (4)	4	2,117,733	8,576,653	3,621,098	4	13,556,400	8,114,285	5,242,585
Johnstown-Altoona (3)	3	1,515,268	1,940,816	662,240	3	3,843,115	2,262,062	1,581,653
Kansas City, Mo. (3)	3	2,212,340	8,461,145	2,120,576	3	11,156,530	6,649,862	4,506,668
Knoxville (3)	3	1,005,273	1,578,085	1,119,151	3	3,361,613	2,132,961	1,228,652
Las Vegas-Henderson (3)	3	176,291	332,691	1,513,028	3	2,124,773	2,027,980	96,793
Lincoln-Hastings-Kearney (4#)	4	886,346	1,253,684	1,032,956	4	2,987,213	2,228,637	758,576
Little Rock (3)	3	832,448	1,354,680	1,197,038	3	3,201,398	2,424,215	777,183
Los Angeles (9#)	9	7,137,953	56,364,598	22,919,137	9	72,458,474	50,610,286	21,848,188
Louisville (3)	3	1,664,506	4,050,695	1,555,698	3	6,445,626	3,573,295	2,872,331
Madison (3)	3	865,996	1,547,995	671,863	3	2,658,377	1,631,020	1,025,357
Memphis (3)	3	1,789,580	3,983,053	1,414,242	3	6,496,841	4,162,971	2,333,870
Miami (3)	3	1,809,817	8,624,117	3,448,009	3	12,500,005	8,088,205	4,461,800
Milwaukee (4)	4	2,225,471	8,000,187	3,666,812	4	16,955,134	7,935,241	4,069,893
Minneapolis-St. Paul (4)	4	2,529,357	8,278,353	5,182,454	4	15,489,368	11,212,651	4,276,717
Mobile, Ala.-Pensacola, Fla. (3)	3	831,005	1,522,200	665,554	3	3,086,552	2,291,754	794,798
Montgomery (3#)	3	577,094	941,425	951,579	3	1,979,140	1,457,970	521,870
Nashville (3)	3	1,435,771	2,947,244	2,408,058	3	6,107,370	4,576,242	1,531,128
New Orleans (3)	3	1,691,424	4,734,675	3,137,900	3	8,269,100	6,159,053	2,110,047
New York (6)	6	13,553,058	82,273,379	21,197,641	6	105,228,342	61,881,576	43,346,766
Norfolk-Portsmouth- Newport News-Hampton (3)	3	1,546,901	2,692,931	1,864,314	3	5,495,637	4,268,500	1,227,137
-Odessa-Midland-Monahans (3)	3	389,852	724,521	755,123	3	1,829,210	1,610,864	218,346
Oklahoma City-Enid (3)	3	1,608,536	4,692,182	1,490,967	3	7,227,020	5,147,194	2,079,826
Omaha (3)	3	1,531,816	3,022,002	1,622,371	3	5,685,735	4,796,221	889,514
Orlando-Daytona Beach (3)	3	992,555	1,916,950	1,430,770	3	3,978,310	2,919,562	1,058,748
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	884,769	1,364,941	371,446	3	2,442,217	1,758,719	683,498
Peoria (3)	3	841,403	1,411,403	1,000,173	3	2,935,347	2,456,173	479,174
Philadelphia (3)	3	5,997,183	29,145,087	5,678,671	3	34,681,292	18,861,444	15,819,848
Phoenix-Mesa (4)	4	949,006	3,450,572	2,668,126	4	6,407,113	5,223,194	1,183,919
Pittsburgh (3)	3	3,799,409	15,933,310	5,281,843	3	21,735,041	11,360,353	10,374,688
Portland-Poland Springs (3)	3	1,062,703	1,812,631	1,043,467	3	3,583,582	3,197,717	385,865
Portland, Ore. (4)	4	1,881,501	5,821,821	2,746,135	4	9,266,724	6,950,313	2,316,411
Providence (3)	3	2,057,588	5,389,708	1,570,661	3	7,755,035	5,875,414	2,079,621
Richmond-Petersburg (3)	3	1,115,436	1,401,779	1,199,332	3	3,902,380	2,867,553	1,034,827
Roanoke-Lynchburg (3)	3	1,030,036	1,235,925	1,050,097	3	3,063,742	2,529,343	534,399
Rochester, N.Y. (3)	3	1,461,985	2,825,631	1,682,884	3	5,314,863	4,321,441	993,422
**Rochester-Austin, Minn.- Mason City, Iowa (3)	3	618,626	679,396	610,335	3	1,834,412	1,326,810	507,602
Sacramento-Stockton (3)	3	1,506,585	6,730,180	2,475,056	3	8,986,443	6,461,631	2,524,812
Salt Lake City-Ogden-Provo (3)	3	1,064,850	2,478,750	1,963,343	3	5,116,513	4,289,890	826,623
San Antonio (4)	4	1,257,644	3,057,870	2,132,934	4	5,581,649	4,456,100	1,125,549
San Francisco-Oakland (4)	4	3,979,503	21,304,673	9,649,740	4	30,796,394	16,000,450	14,795,944
Seattle-Tacoma (5)	5	2,025,226	8,180,220	2,884,095	5	11,926,458	9,648,177	2,278,281
Shreveport, La.-Texarkana, Tex. (3)	3	1,000,392	1,745,862	1,172,167	3	3,462,589	3,152,578	310,011
South Bend-Elkhart (3)	3	722,460	1,033,083	698,839	3	2,404,533	2,050,371	354,162
Spokane (3)	3	926,431	2,330,716	940,282	3	3,589,052	3,086,964	502,088
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	1,223,777	2,496,252	1,553,397	5	4,810,639	3,220,637	1,590,002
St. Louis (4)	4	2,874,349	11,907,471	3,519,916	4	15,755,804	11,016,389	4,739,415
Syracuse (3)	3	1,703,300	4,950,604	1,294,236	3	6,875,258	4,682,905	2,192,353
Tampa-St. Petersburg (3)	3	1,495,241	4,964,137	2,160,216	3	7,392,551	4,646,968	2,745,643

(Continued on next page)

TV Station Income and Expenditures for 1964—(Continued)

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales			Total Stations Re- porting	Total Broad- cast Revenue	Total Broadcast Expenses	Total Income (Before Fed- eral Taxes)
		Networks	¹ National & Regional Advertisers & Sponsors	¹ Local Advertisers & Sponsors				
Tucson (3)	3	415,206	819,187	1,275,979	3	2,239,103	2,296,148	†(57,045)
Tulsa (3)	3	1,236,405	3,146,684	1,448,326	3	5,303,815	3,809,045	1,494,770
Walluku, Hawaii (3)	1	*	*	*	3 ¹	*	*	*
Washington, D.C. (5)	5	2,731,858	12,686,618	3,294,634	5	17,770,863	12,862,368	4,908,495
Wichita Falls, Tex.-Lawton, Okla. (3)	3	562,846	794,329	990,902	3	2,333,334	1,797,394	535,940
Wichita-Hutchinson (3)	3	1,285,635	2,470,157	1,591,158	3	4,895,977	4,014,283	881,694
Wilkes Barre-Scranton (3)	3	1,095,004	1,698,460	1,075,453	3	3,602,625	3,087,984	514,641
San Juan-Caguas, Puerto Rico (4#)	4	235,986	3,802,871	784,184	4	5,591,387	4,421,761	1,169,626
Youngstown (3)	3	728,971	1,198,827	655,824	3	2,414,095	1,906,238	507,857
Total 102 Markets (346)	334	167,463,960	616,203,709	242,825,560	345	917,330,713	601,876,830	315,453,883
Markets Less Than 3 Stations								
Total 171 Markets (230)	209	47,026,713	73,303,328	54,161,333	230	163,467,281	123,565,615	39,901,666
Total 273 Markets (576)	543	214,490,673	689,507,037	296,986,893	575	1,080,797,994	725,442,445	355,355,549

Notes: † Parentheses () denotes loss. # Not all stations in this market operated full year during 1964. * Data withheld to maintain confidentiality of individual station figures. ¹ Before commissions to agencies, representatives and others. ² Total revenues consist of total time sales less commissions plus talent and program sales. ³ Does not include data for station in Hartford conducting Pay-TV experiment. ⁴ Hilo and Walluku have 3 and 2 satellite stations, respectively, whose financial statistics are included in the reports of their parent stations.

Revenues, Expenses and Earnings

Of Radio Stations: 1946-1964

Summaries of the Financial Data Compiled Annually by FCC Economics Division
(Dollars Figures in Millions)

Year	No. of Stations Reporting	No. of Networks	Networks and Owned-and-Operated Stations			Other Stations				Total			
			No. of Stations	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	No. of stations Reporting	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹
RADIO													
1946	1025	8 ²	29	\$102.0	82.6	19.4	996	220.6	168.5	57.1	322.6	246.1	76.5
1947	1464	7 ²	27	104.4	84.8	19.6	1487	259.3	207.1	52.2	368.7	291.9	71.8
1948	1824	7 ²	27	109.1	91.0	18.1	1797	298.0	252.0	46.1	407.0	342.9	64.1
1949 ³	2021	7 ²	27	108.1	90.6	17.5	1994	305.7	266.9	38.8	413.8	357.5	56.3
1950 ³	2229	7 ²	26	110.5	91.5	19.0	2203	334.0	284.8	49.2	444.5	376.3	68.2
1951 ³	2266	7 ²	25	104.0	98.9	10.1	2241	346.4	299.0	47.4	450.4	392.9	57.5
1952 ³	2380	7 ²	25	100.6	89.4	11.2	2355	369.1	320.2	48.9	469.7	409.6	60.1
1953 ³	2479	7 ²	22	97.8	86.9	10.4	2457	378.0	338.4	44.6	475.8	420.8	55.0
1954 ³	2598	7 ²	21	88.6	80.4	8.2	2577	361.0	327.3	33.7	449.5	407.7	41.8
1955 ³	2742	7 ²	19	78.3	72.4	5.9	2724	375.0	335.0	40.0	453.4	407.4	46.0
1956 ³	2966	7 ²	19	70.2	69.8	0.4	2947	410.4	361.6	48.8	480.6	481.4	49.2
1957 ³	3164	7 ²	21	73.5	73.5	0.0	3143	444.4	389.8	54.6	517.9	468.3	54.6
1958 ³	3290	7 ²	23	69.4	73.0	(3.67)	3267	453.7	412.8	40.9	523.1	485.8	37.3
1959 ³	3528	7 ²	19	60.4	64.9	(4.5)	3529	499.6	452.7	46.9	560.0	517.6	42.4
1960 ³	3688	7 ²	19	63.0	66.0	(3.0)	3669	534.7	485.8	48.9	597.7	551.8	45.9
1961	3610	7 ²	19	61.5	61.3	0.2	3591	522.1	490.2	31.8	583.6	511.6	32.0
1962	3698	7 ²	19	64.1	61.9	2.2	3679	562.7	518.2	44.5	626.8	580.1	46.7
1963	3832	7 ²	19	68.9	63.0	5.9	3813	600.7	548.6	52.1	669.7	611.6	58.1
1964	3896	7 ²	19	71.1	66.8	4.3	3877	648	578.5	69.5	719.2	645.4	73.8

Note: Revenues are net amounts received by stations and networks from all broadcast sources, including time, talent, programs; in case of radio, non-time revenues run around 10%.

¹ Parentheses denotes loss. ² Four national networks plus regional networks. ³ Includes AM only, FM only and AM-FM stations.

People on the move read **Television Digest, Inc.**



See why on page 249-c

Statistical Analysis, 1946-65*

The Television Industry

Production • Factory Value • Consumer Sales • Sets-in-Use • Sets Scrapped
(000 Omitted)

Year	FACTORY PRODUCTION		VALUE OF FACTORY PRODUCTION		SALES TO CONSUMERS		SETS-IN-USE END OF YEAR				SETS SCRAPPED	
	Year	Cumulative	Year	Cumulative	Year	Cumulative	Under 16"	16"-21"	22" & Over	Total	Year	Cumulative
1946	6	6	\$1,250	\$1,250	6	6	5	—	—	5	—	—
1947	179	185	50,000	51,250	137	142	140	—	—	140	—	—
1948	975	1,160	230,000	281,250	835	977	975	—	—	975	—	—
1949	3,000	4,160	580,000	861,250	2,623	3,600	3,595	—	—	3,595	—	—
1950	7,464	11,624	1,350,000	2,211,250	6,132	9,732	6,410	3,290	—	9,700	27	32
1951	5,385	17,009	956,986	3,168,236	5,905	15,637	6,665	8,845	—	15,510	95	127
1952	6,096	23,105	1,049,000	4,217,236	6,145	21,782	6,525	14,880	5	21,410	245	372
1953	7,216	30,321	1,230,298	5,447,534	6,371	28,153	5,965	20,795	160	26,920	861	1,233
1954	7,347	37,668	1,028,540	6,476,074	7,322	35,475	5,185	27,060	500	32,750**	1,492	2,725
1955	7,757	45,425	1,071,020	7,547,094	7,441	42,916	4,375	32,030	1,130	37,560**	2,631	5,356
1956	7,387	52,812	938,596	8,485,690	6,855	49,771	4,820	36,115	1,770	42,780**	1,635	6,991
1957	6,399	59,211	832,747	9,318,437	6,625	56,396	5,030	39,860	2,250	47,280**	2,125	9,116
1958	4,920	64,131	667,899	9,986,336	5,200	61,596	4,990	43,060	2,450	50,700**	1,780	10,896
1959	6,349	70,480	896,405	10,882,741	5,849	67,445	4,710	46,560	2,860	54,430**	2,119	13,015
1960	5,708	76,188	825,484	11,708,225	6,072	73,517	4,090	48,855	4,010	57,380**	3,122	16,137
1961	6,178	82,366	835,423	12,543,648	6,000	79,515	3,455	49,345	6,715	60,090**	3,290	19,425
1962	6,471	88,837	822,000	13,365,648	6,740	86,255	2,900	49,580	9,385	62,780**	4,050	23,475
1963	7,130	95,967	909,000	14,274,648	7,740	93,995	2,725	49,330	11,970	65,610**	4,910	28,385
1964	8,107	104,074	886,544	15,161,192	9,350	103,345	3,555	48,015	14,220	68,650**	6,310	34,695
1965	8,382	112,456	882,892	16,044,084	11,200	114,545	5,170	46,170	15,710	72,500**	7,350	42,045

* Sources: Production, Factory Value and Consumer Sales figures through 1960 from Electronics Industry Assn., monochrome sets only. 1965 figures are preliminary. Sets-in-Use, Sets Scrapped and Consumer sales figures after 1960 from Sylvania Electric Products Inc. ** Includes Color Sets-in-Use: 1954:5; 1955:25; 1956:75; 1957:140; 1958:200; 1959:300; 1960:425; 1961:575; 1962:915; 1963:1,585; 1964:2,860; 1965:5,450. Note: Sales to Consumers figures include imports.

NBC Research Estimates TV Homes, Sets & % Saturation (1946-1966)

For other countries, see International TV Directory

Year	TV Homes (000)	Sec-ondary Sets in Homes (000)	Non-home Sets*	Total TV Sets (000)	Total Homes (000)	% TV Saturation
1946	8	—	2	10	37,825	.02
1947	14	—	2	16	38,575	.04
1948	172	1	17	190	39,950	.4
1949	940	10	50	1,000	41,475	2.3
1950	3,875	50	75	4,000	43,000	9.0
1951	10,320	165	115	10,600	43,888	23.5
1952	15,300	315	185	15,800	44,760	34.2
1953	20,400	505	295	21,200	45,640	44.7
1954	26,000	800	500	27,300	46,660	55.7
1955	30,700	1,000	800	32,500	47,621	64.5
1956	34,900	1,620	1,080	37,600	48,600	71.8
1957	38,900	2,500	1,300	42,700	49,500	78.5
1958	41,924	3,668	1,408	47,000	50,370	83.2
1959	43,950	4,550	1,500	50,000	51,150	85.9
1960	45,750	5,950	1,600	53,300	52,500	87.1
1961	47,200	6,700	1,700	55,600	53,170	88.8
1962	48,855	7,520	1,800	58,175	54,300	90.0
1963	50,300	8,650	2,250	61,200	55,100	91.3
1964	51,600	10,075	2,500	64,175	55,900	92.3
1965	52,700	11,600	2,550	66,850	56,900	92.6
1966**	54,200	13,550	2,600	70,350	58,600	92.5

*Sets in hotels, motels, commercial establishments, schools, offices, clubs, etc. **Preliminary.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers
 WASHINGTON, D.C.: RCA Building 333-9270
 CHICAGO: 333 N. Michigan Avenue, 346-6460
 ATLANTA: Momy Building, 873-5626
 BEVERLY HILLS: Bank of America Bldg. 274-8151

Television Production*

Black & White only, 1965 vs. 1964
Including all-channel sets

Month	Total		All-Channel
	1965	1964	
January	617,297	642,080	116,281
February	681,365	660,604	105,168
March	790,379	771,488	148,820
April	577,450	620,351	183,879
May	581,438	487,148	483,219
June	714,405	711,785	703,790
July	464,592	427,231	420,743
August	596,453	564,811	555,743
September	917,291	875,895	860,713
October	795,008	799,867	788,394
November	770,150	760,238	747,068
December	876,270	785,896	775,426
Total	8,382,098	8,107,404	5,889,244

* Source: EIA. 1965 figures are preliminary.

Television Set Production

Portables • Consoles • Combinations
1947-1965

Year	Table & Portable	Console	Phono-comb.	Total No. of Sets	Value (000 omitted)
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405
1960	3,274,347	2,211,239	222,760	5,708,346	825,501
1961	3,812,160	2,135,361	230,276	6,177,797	835,423
1962	4,330,345	1,843,999	296,816	6,471,160	822,000
1963	4,861,145	1,958,491	310,715	7,130,351	909,000
1964	6,260,380	1,637,217	209,807	8,107,404	886,544
1965	6,955,464	1,318,331	108,303	8,382,098	882,892

Source: EIA. 1965 figures are preliminary.

ANNUAL VOLUME OF ADVERTISING IN UNITED STATES

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission

By Media, 1955-65
(In Millions of Dollars)

These are total expenditures by advertisers, not merely receipts by media.

MEDIUM		1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
TELEVISION	Total	1,025.3	1,206.7	1,265.3	1,354.3	1,493.5	1,590.1	1,615.0	1,897.0	2,031.6	2,289.0	2,010.0*
	Network	540.2	625.1	670.1	708.9	740.3	782.9	810.0	975.5	1,025.0	1,132.0	NA
	Spot	260.4	329.0	351.6	397.0	486.4	526.7	530.0	611.0	678.8	779.8	NA
	Local	224.7	252.6	243.6	248.1	266.8	280.5	275.0	310.5	327.8	377.2	NA
RADIO	Total	544.9	567.0	617.9	619.2	656.3	692.4	695.0	736.0	788.9	832.9	305.0
	Network	84.4	60.5	63.5	57.8	44.1	47.1	40.0	45.8	56.4	58.6	NA
	Spot	134.1	161.0	186.9	189.7	208.4	221.6	215.0	228.8	237.8	242.5	NA
	Local	326.4	345.5	367.5	371.7	405.8	427.7	440.0	461.4	494.7	531.8	NA
NEWSPAPERS	Total	3,087.8	3,235.6	3,283.3	3,192.8	3,546.0	3,702.8	3,623.1	3,681.4	3,803.9	4,140.0	845.0
	National	743.3	788.9	809.7	768.7	828.2	836.1	802.3	781.6	784.9	840.0	NA
	Local	2,344.5	2,446.7	2,473.6	2,424.1	2,719.8	2,866.7	2,820.8	2,899.8	3,039.0	3,300.0	NA
MAGAZINES	Total	729.4	794.7	814.3	766.8	866.2	940.8	923.6	973.0	1,034.2	1,107.7	1,185.0
	Weeklies	396.4	439.5	451.4	425.4	478.4	525.3	507.7	519.0	539.8	583.0	NA
	Women's	161.1	165.6	164.4	150.5	168.2	183.8	186.7	199.8	217.8	230.9	NA
	Monthlies	133.4	152.5	160.9	157.7	185.0	200.0	200.0	223.2	244.4	260.3	NA
	Farm	38.5	37.1	37.6	33.2	34.6	31.7	29.2	31.0	32.2	33.5	NA
FARM PUBLICATIONS (National Publications Under Magazines).	Regional	33.8	36.0	33.7	34.2	36.4	34.5	33.1	34.0	34.0	32.5	NA
DIRECT MAIL	Total	1,298.9	1,419.2	1,470.9	1,588.6	1,687.6	1,830.2	1,876.0	1,933.0	2,078.0	2,184.0	NA
BUSINESS PAPERS	Total	446.2	496.0	567.6	524.7	569.3	609.3	578.2	597.2	615.1	622.5	660.0
OUTDOOR	Total	192.4	201.3	199.1	191.7	193.2	203.3	180.4	170.5	171.0	174.6	NA
	National	129.9	135.9	134.4	129.4	130.4	137.2	121.8	115.0	115.0	116.6	120.0
	Local	62.5	65.4	64.7	62.3	62.8	66.1	58.6	55.5	56.0	58.0	NA
MISCELLANEOUS	Total	1,835.7	1,948.2	2,058.5	2,029.5	2,206.3	2,328.3	2,320.6	2,358.7	2,523.0	2,741.6	NA
	National	1,040.0	1,115.3	1,184.2	1,199.4	1,278.2	1,368.0	1,356.2	1,400.0	1,506.2	1,614.4	NA
	Local	795.7	832.9	874.3	830.1	928.1	960.3	964.3	958.7	1,016.8	1,127.2	NA
TOTAL	National	5,406.8	5,925.6	6,253.2	6,331.0	6,835.1	7,295.9	7,253.2	7,660.9	8,124.2	8,712.8	NA
	Local	3,787.6	3,979.1	4,057.4	3,970.8	4,419.7	4,635.8	4,591.8	4,719.9	4,983.2	5,442.2	NA
GRAND TOTAL		9,194.4	9,904.7	10,310.6	10,301.8	11,254.8	11,931.7	11,845.0	12,380.8	13,107.4	14,155.0	14,705.0*

*For 1946, 47, 48 & 49 figures, see TV Factbook No. 23, p. 24. For 1950, 51, 52 & 53 figures, see TV Factbook No. 32, p. 26. For 1964 figures, see TV Factbook No. 35, p. 46-a. †Preliminary.
 1 Network & spot. 2 Includes \$3,920,000 in other investments by national advertisers, \$9,045,000 estimated total investments by national advertisers and \$5,660,000 estimated total investments by local advertisers.

McCann-Erickson

Estimated Advertising Volume

By Media, 1963 vs. 1964

Prepared by Printers' Ink Magazine
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Medium	1963 total advertising volume		1964 total advertising revenue		% change vs. 1963
	Millions	% of Total	Millions	% of Total	
Newspapers					
total	\$3,803.9	29.0	\$4,140.0	29.2	+ 8.8
national	764.9	5.8	840.0	5.9	+ 9.8
local	3,039.0	23.2	3,300.0	23.3	+ 8.6
Magazines					
total	1,034.2	7.9	1,107.7	7.8	+ 7.1
weeklies	539.8	4.1	583.0	4.1	+ 8.0
women's	217.8	1.7	230.9	1.6	+ 6.0
monthlies	244.4	1.9	260.3	1.9	+ 6.5
farm, nat'l.	32.2	0.2	33.5	0.2	+ 4.0
Television					
total	2,031.6	15.5	2,289.0	16.2	+12.7
network	1,025.0	7.8	1,132.0	8.0	+10.4
spot	678.8	5.2	779.8	5.5	+14.9
local	327.8	2.5	377.2	2.7	+15.1

Medium	1963 total advertising revenue		1964 total advertising revenue		% change vs. 1963
	Millions	% of Total	Millions	% of Total	
Radio					
total	788.9	6.0	832.9	5.9	+ 5.6
network	56.4	0.4	58.6	0.4	+ 4.0
spot	237.8	1.8	242.5	1.7	+ 2.0
local	494.7	3.8	531.8	3.8	+ 7.5
Farm pubs. (reg.)	34.0	0.3	32.5	0.3	- 4.4
**Total Farm pubs.	(66.2)	(0.5)	(66.0)	(0.5)	- 0.3
Direct mail	2,078.0*	15.9	2,184.0	15.4	+ 5.1
Business papers	615.1	4.7	622.5	4.4	+ 1.2
Outdoor					
total	171.0	1.3	174.6	1.2	+ 2.1
national	115.0	0.9	116.6	0.8	+ 1.4
local	56.0	0.4	58.0	0.4	+ 3.6
Transit					
total	27.7	0.2	30.2	0.2	+ 9.0
national	12.8	0.1	14.7	0.1	+14.8
local	14.9	0.1	15.5	0.1	+ 4.0
Miscellaneous					
total	2,523.0*	19.2	2,741.6	19.4	+ 8.7
national	1,506.2*	11.5	1,614.4	11.4	+ 7.2
local	1,016.8*	7.7	1,127.2	8.0	+10.9
Total National	8,124.2	62.0	8,712.8	61.6	+ 7.2
Total Local	4,983.2	38.0	5,442.2	38.4	+ 9.2
GRAND TOTAL	\$13,107.4	100.0	\$14,155.0	100.0	+ 8.0

* Revised. ** Included in other media totals—not to be added.

For Network TV Billings, see page 57-a



One of America's shrewdest economists was getting a little concerned about our

Jack Benny, star of stage, screen, radio and TV, and bulwark of the American dollar.

country's money problems. So he wrote this post card to the Secretary of Commerce.

Dear Secretary Connor,
 I've been hearing so much about America's balance-of-payments deficit and our outflow of dollars that, naturally, I got concerned.
 First of all does "balance-of-payments deficit" mean we owe other countries money? If so, how did we ever get into a situation like that? And can't we just owe it to them? Everybody knows we're good for the money. So why should we have to pay it?
 Secondly, even if they ask for their money why do we have to give it to them in gold? Won't ordinary American dollars do?
 Last but not least, I was wondering if there was any reason for me, personally, to be concerned? Not that I have that much money. But over the years I've managed to hold on to a few dollars. Paper dollars, that is. Do you think they'll remain as good as gold?
 Sincerely,

Jack Benny

This was the reply Mr. Benny got from the Secretary of Commerce.



THE SECRETARY OF COMMERCE
 WASHINGTON 25, D.C.

Dear Mr. Benny:

We appreciate your interest in America's balance-of-payments deficit. It is a serious problem, but one we have every confidence of solving with the help of American businessmen and bankers and the understanding of the American people.

To answer your questions: "Balance-of-payments deficit" means more dollars are going out of this country than are coming in. We got into this situation by spending more abroad, over the short term, than we receive from abroad.

For example, American business is expanding overseas, using American dollars to build factories and office buildings for future economic growth. Our military bases abroad and our economic assistance to developing countries take dollars...much more than the dollars we get back, for instance, for the goods we export. As a result, our "outgo" is greater than our income. So, we have a balance-of-payments deficit.

When foreign countries ask to redeem their dollars in gold, we must give it to them because this country is pledged to exchange dollars for gold upon demand. The strength and stability of the dollar and to a great extent, the strength and stability of all the world's currency, depend on our fulfilling that pledge.

Finally, Mr. Benny, you certainly need not be concerned about your personal finances. The dollar is as good as gold. It is backed up by the world's most productive and efficient economy that gets more productive and more efficient every year. In addition, our government, businessmen, bankers, and military are all working together to solve the balance-of-payments problem. And it will be solved.

As President Lyndon Johnson has said, "Those who fear for the dollar are needlessly afraid. We will eliminate our international deficit. We will maintain the dollar at full value."

For the full story on our balance-of-payments situation and what we are doing about it, I am enclosing a booklet, "Keeping the American Dollar Strong." If any of your friends would like a free copy just ask them to write to: "Good as Gold," U.S. Department of Commerce, Washington, D.C. 20230. A postcard will do.

Sincerely,

John T. Connor
 John T. Connor
 Secretary of Commerce



Published as a public service in co-operation with The Advertising Council and the Department of Commerce.

TELEVISION TIME SALES — NETWORK, SPOT & LOCAL, 1949-1963

Compiled for *Television Digest* by Television Bureau of Advertising Inc.

Year	National Network	% Increase From Preceding Year	National non-Network	% Increase From Preceding Year	Local	% Increase From Preceding Year	Total	% Increase From Preceding Year
1949	\$ 10,796,000	\$ 7,275,000	\$ 9,460,000	\$ 27,530,000
1950	35,210,000	226.1	25,034,000	244.1	30,385,000	221.2	90,629,000	229.2
1951	97,558,000	177.1	59,733,000	138.6	51,304,000	68.8	208,595,000	130.2
1952	137,664,000	41.1	80,235,000	34.3	65,171,000	27.0	283,070,000	35.7
1953	171,900,000	24.9	124,318,000	54.9	88,474,000	35.8	384,692,000	35.9
1954	241,224,000	40.3	176,766,000	42.2	120,131,000	35.8	538,122,000	39.9
1955	308,900,000	28.1	222,400,000	25.8	149,800,000	24.7	681,100,000	26.6
1956	367,700,000	19.0	281,200,000	26.4	174,200,000	16.3	823,100,000	20.8
1957	394,200,000	7.2	296,400,000	5.4	178,100,000	2.2	868,700,000	5.5
1958	424,500,000	7.7	345,200,000	16.5	181,300,000	1.8	951,000,000	9.5
1959	445,800,000	5.0	424,200,000	22.9	200,600,000	10.6	1,070,600,000	12.6
1960	471,600,000	5.8	459,200,000	8.3	215,800,000	7.6	1,146,600,000	7.1
1961	480,300,000	1.8	468,500,000	2.0	211,200,000	(-2.1)	1,160,000,000	1.2
1962	521,500,000	8.6	539,500,000	15.2	242,500,000	14.8	1,303,500,000	12.4
1963	537,900,000	3.1	600,700,000	11.3	256,100,000	5.6	1,394,700,000	7.0
1964	562,800,000	4.8	689,500,000	14.8	297,000,000	16.0	1,549,900,000	11.1

Note: Foregoing are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Talent and production costs not included. Figures are those officially reported by the FCC. Parentheses () denote loss.

RADIO TIME SALES—NETWORK, SPOT & LOCAL, 1935-1963

As Reported by the Federal Communications Commission

Year	National Network	% Change From Preceding Year	Regional Network	% Change From Preceding Year	National non-Network	% Change From Preceding Year	Local	% Change From Preceding Year	Total	% Change From Preceding Year
1935 ¹	\$39,737,867	\$13,805,200	\$26,074,476	\$79,617,543
1936 ¹
1937	56,192,396	41.4	\$2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	-9.4	5,192,000	-29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	0.2	272,011,000	9.9	456,481,000	0.7
1956	44,839,000	-25.6	3,585,000	-5.9	145,461,000	20.8	297,822,000	9.5	491,707,000	7.7
1957	47,951,000	6.9	3,709,000	3.5	169,511,000	16.5	316,493,000	6.3	537,664,000	9.3
1958	42,786,000	-8.7	3,733,000	0.6	171,939,000	1.4	323,207,000	2.0	541,665,000	0.9
1959	35,663,000†	-23.4	188,143,000	9.4	359,138,000	11.1	555,732,000	6.7
1960	35,026,000†	-1.7	202,102,000	7.4	385,346,000	7.3	591,863,000	6.5
1961	35,837,000†	2.3	197,352,000	-2.4	384,053,000	-0.3	617,242,000	-0.8
1962	37,326,000†	4.2	208,455,000	5.6	419,468,000	9.2	665,249,000	7.8
1963	41,797,000†	12.0	220,227,000	5.6	449,717,000	7.2	711,741,000	7.0
1964	43,783,000	4.8	232,038,000	5.4	487,947,000	8.5	763,768,000	7.3

¹ Nation-wide and regional networks combined. ² Data not available. * Figures prior to this date not comparable in all categories. † This figure includes Regional Network time sales, not listed separately.

Network Television Billings: 1949-57*

(PIB Reports)

Year	ABC	CBS	DuMont	NBC	Total
1949	\$ 1,391,991	\$ 3,446,893	\$ 955,525	\$ 6,500,104	\$ 12,294,513
1950	6,628,662	12,964,531	†	21,185,692	40,778,885
1951	18,585,911	42,470,844	7,761,506	59,171,452	127,989,713
1952	18,353,003	69,058,548	10,140,656	83,242,573	180,794,780
1953	21,110,680	97,466,809	12,374,360	96,658,551	227,610,400
1954	34,713,098	146,222,660	13,143,919	126,074,597	320,154,274
1955	51,393,434	189,018,121	3,102,708††	163,384,796	406,899,059
1956	76,726,129	223,520,382	187,921,123	488,167,634
1957	83,071,284	239,284,899	193,845,383	516,201,566

* Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. The 1952 figures also do not include revenues from July national political conventions. PIB began compiling TV figures in 1949, discontinued monthly reports as of Jan. 1, 1958.

† Not available, but DuMont reported total 1950 network revenue as \$4,500,000.

†† Effective Sept. 15, 1955, DuMont (now Metropolitan Broadcasting) changed from a national network to a local operation.

Network Television Billings: 1958-65*

(TvB Reports)

Year	ABC	CBS	NBC	Total
1958	\$103,016,938	\$247,782,734	\$215,790,729	\$566,590,401
1959	125,313,746	266,339,064	235,290,937	644,942,747
1960	158,591,010	274,139,783	249,640,296	682,371,089
1961	190,615,140	280,599,084	277,659,284	748,873,488
1962	205,224,342	311,709,771	281,874,025	798,808,138
1963	214,593,600	325,609,900	292,533,300	832,736,800
1964	na	na	na	1,145,889,700
1965	338,033,300	492,309,800	429,976,700	1,260,314,800

* Note: Like PIB 1949-57 reports, these figures do not represent actual revenues to the networks. They're compiled by Broadcast Advertising Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time networks rates, or before frequency or cash discounts.

† These figures represent net time and program billings for all three networks. Estimates for individual networks are no longer available.

AM & FM Radio Station Growth

1945-1965

Year	AM Stations		FM Stations	
	Licenses & CPs	On Air	Licenses & CPs	On Air
1945	1056	913	288	48
1946	1579	1027	684	140
1947	1961	1586	1010	374
1948	2131	1877	976	687
1949	2246	2045	791	728
1950	2351	2199	706	672
1951	2410	2306	654	640
1952	2516	2377	648	612
1953	2644	2451	602	550
1954	2782	2662	583	549
1955	2941	2814	557	536
1956	3140	3024	559	528
1957	3289	3180	588	537
1958	3423	3318	686	571
1959	3527	3456	839	677
1960	3667	3547	1018	821
1961	3826	3618	1136	894
1962	3941	3760	1312	1050
1963	4050	3854	1358	1126
1964	4181	4044	1597	1205
1965	4126	4065	1951	1730
Bestg.*	4126	4050	1637	1431
FCC*	4128	4050	1657	1446

* The table above is compiled by Television Digest's Addenda Service. The other 1965 totals are those reported by *Broadcasting Magazine* and by the Federal Communications Commission.

Radio Production, 1922-65

Home • Clock • Portable • Auto

(000)

Year	Home	Clock	Portable†	Auto	Total	Value
1922	100	100	\$ 5,000
1923	500	500	13,326
1924	1,500	1,500	50,000
1925	2,000	2,000	82,500
1926	1,750	1,750	100,000
1927	2,350	2,350	137,000
1928	3,250	3,250	194,000
1929	4,428	4,428	222,000
1930	3,755	34	3,789	155,432
1931	3,484	110	3,594	104,706
1932	2,301	145	2,446	54,375
1933	3,432	725	4,157	70,269
1934	3,699	780	4,479	94,859
1935	4,840	1,190	6,030	128,399
1936	6,849	1,400	8,249	169,360
1937	6,193	1,890	8,083	165,391
1938	6,342	800	7,142	112,263
1939	8,547	616	1,600	10,763	153,421
1940	8,482	1,219	2,130	11,831	176,627
1941	9,470	1,572	2,600	13,642	233,841
1942*	3,374	573	360	4,307	102,969
1946	13,276	1,069	1,610	15,955	434,244
1947	14,083	2,458	3,459	20,000	650,000
1948	9,630	2,630	4,240	16,500	525,000
1949	5,961	1,843	3,596	11,400	310,000
1950†	7,053	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,484
1961	3,042	3,017	5,747	5,568	17,374	313,531
1962	3,015	3,257	5,640	7,250	19,162	368,675
1963	2,496	3,225	4,614	7,947	18,281	na
1964	2,947	3,558	4,358	8,313	19,176	na
1965	3,382	4,669	6,031	10,037	24,118	na

Source: EIA. 1965 figures are preliminary.

* Civilian production terminated April 1942.

† Radio-Phonograph Combinations are included in figures to 1950.

‡ Number of receivers with one or more transistors for 1956 totaled 986 thousand, for 1957 totaled 1.6 million, for 1958 totaled 2.7 million, for 1959 totaled 3.9 million, and more than 95% for 1960 and 1961.

From Radio Advertising Bureau

Estimated Radio Sets-in-Use

1946-1965

Jan. 1	Radio Sets Except Auto (000)	Automobile Sets (000)	Total Sets (000)
1946	50,300	7,500	57,800
1947	58,500	8,000	66,500
1948	64,000	10,000	74,000
1949	64,200	14,800	79,000
1950	na	na	85,200
1951	72,500	23,500	96,000
1952	na	na	105,300
1953	na	na	110,500
1954	92,500	25,000	117,500
1955	94,000	27,000	121,000
1956	95,600	29,000	124,000
1957	103,000	32,000	135,000
1958	107,600	35,000	142,600
1959	109,000	37,200	146,200
1960	116,010	40,384	156,394
1961	125,698	42,616	168,314
1962	136,900	46,900	183,800
1963	150,310	49,948	200,258
1964	160,983	53,370	214,353
1965	171,000	57,000	228,000
1966	182,000	60,000	242,000

Estimated Total Radio Sets, 1922-1945

Jan. 1	Total Radio Sets (000)	% Radio Saturation	Jan. 1	Total Radio Sets (000)	% Radio Saturation
1922	60	.2	1934	23,950	64.8
1923	400	1.5	1935	26,006	67.3
1924	1,250	4.7	1936	30,519	70.9
1925	2,850	10.1	1937	33,800	75.1
1926	4,750	16.1	1938	37,617	80.8
1927	7,250	23.8	1939	40,800	82.6
1928	8,750	27.6	1940	45,000	81.8
1929	11,250	34.8	1941	50,600	82.6
1930	14,750	46.0	1942	57,800	84.7
1931	18,200	54.9	1943	60,850	84.1
1932	20,450	59.9	1944	60,000	88.9
1933	21,950	61.8	1945	59,000	88.7

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WorldRadioHistory

Stations On Air

As of Jan. 1 for Each Year
(ETV Totals in Parentheses)

Year	Vhf	Uhf	Total
1946	6*	—	6*
1947	12	—	12
1948	16	—	16
1949	51	—	51
1950	98	—	98
1951	107	—	107
1952	108	—	108
1953	120	6	126
1954	234(1)	122(1)	356(2)
1955	305(8)	117(3)	422(11)
1956	357(13)	102(5)	459(18)
1957	398(17)	96(6)	494(23)
1958	433(22)	90(6)	523(28)
1959	461(28)	84(7)	545(35)
1960	474(34)	85(10)	559(44)
1961	488(37)	91(15)	579(52)
1962	501(43)	102(19)	603(62)
1963	512(46)	113(22)	625(68)
1964	529(53)	120(32)	649(85)
1965	539(58)	129(41)	668(99)
1966	551(65)	148(49)	699(114)

* Does not include 1 CP operating intermittently.

TV & Radio

Distributor Sales*

1965 vs. 1964

	Black-&-White TV		Radio (excl. auto)	
	1965	1964	1965	1964
January	632,009	588,555	693,005	544,815
February	609,538	644,062	892,017	864,871
March	662,755	687,746	1,056,047	769,425
April	524,413	513,058	745,221	600,301
May	425,092	396,528	705,901	571,989
June	533,123	613,124	1,020,575	868,247
July	658,907	557,183	1,160,053	794,326
August	647,539	562,182	1,031,745	869,500
September	918,258	839,863	1,438,605	1,297,571
October	880,822	759,970	1,546,218	1,158,890
November	769,070	711,243	1,261,281	1,148,658
December	766,450	811,446	1,731,030	1,482,883
Total	8,027,981	7,684,960	13,281,698	10,771,276

* Source: EIA. 1965 figures are preliminary.

Factory Sales of Consumer Products 1957-1965

(In Millions of Dollars)

Year	TV Sets	Home Radios	Auto Radios	Phono-graphs	Records & Magnetic Tapes	Hi-fi Components	Other Consumer Products	Total
1957	\$831	\$240	\$143	\$187	\$190	\$34	\$172	\$1,797
1958	886	241	96	198	213	36	177	1,647
1959	886	211	130	373	248	38	212	2,088
1960	825	209	154	395	246	32	240	2,101
1961	892†	209	134	335	265	42	270	2,147
1962	953†	205	181	385	310	48	325	2,407
1963	1,030†	177	206	417	286	48	371	2,535
1964								
1964	1,366†	179	na	440	na	na	na	na
1965	1,849†	212	na	505	na	na	na	na

Source: EIA. 1965 figures are preliminary.
† Includes color sets.

Phonographs

Distributor-to-Dealer Sales*

for 1965 vs. 1964

	1965			1964		
	Port. & Table	Console	Total	Port. & Table	Console	Total
January	191,318	117,306	308,624	158,888	113,396	272,284
February	272,533	112,979	385,512	164,220	116,920	281,140
March	239,209	136,264	375,473	179,204	144,880	324,084
April	194,959	81,916	276,875	132,858	86,431	219,289
May	138,662	51,152	189,814	136,669	70,682	207,351
June	214,292	111,371	325,663	217,171	126,026	343,197
July	262,984	128,655	391,639	184,613	101,706	286,319
August	352,940	149,353	502,293	260,702	134,051	394,753
September	520,581	188,504	709,085	393,326	214,947	608,273
October	452,779	175,381	628,160	485,346	187,742	673,088
November	497,529	188,912	686,441	420,383	190,555	610,938
December	708,229	266,873	975,102	684,234	251,339	935,573
Total	4,046,015	1,708,666	5,754,681	3,417,614	1,738,675	5,156,289

* Source: EIA. 1965 figures are preliminary.

EIA Estimates of Factory

TV Picture Tube Sales, 1947-65

	Initial Equipment	Renewal	Export	Govt.	Value
	1947	238,427	28,649	8,402*	—
1948	1,258,797	95,816	2,225	5,090	36,215,978
1949	3,343,996	216,415	6,704	9,948	101,884,679
1950	7,530,849	494,499	13,346	19,065	214,918,874
1951	4,539,089	703,208	25,982	54,856	130,642,576
1952	6,222,706	1,447,114	87,903	60,860	178,844,275
1953	7,704,373	1,818,819	457,806	22,050	244,632,370
1954	7,596,930	1,824,849	602,499	47,770	206,075,994
1955	7,828,025	2,394,929	774,159	32,907	220,528,725
1956	7,638,036	2,762,795	734,369	37,590	211,842,537
1957	6,174,979	2,779,111	766,676	242	183,231,337
1958	4,954,816	2,503,242	794,199	223	163,482,674
1959	6,134,882	2,630,212	757,319	133	183,771,922
1960	5,714,738	2,405,952	892,969	12	180,832,131
1961	6,021,800	2,112,000	1,173,000	200	185,553,642
1962	6,456,977	1,698,353	914,083	221	173,661,723
1963	7,314,500	1,130,700	510,200	50	187,269,400
1964	7,745,917	1,218,042	549,162	—	164,790,791
1965	7,698,738	901,142	505,051	—	151,355,399

Note: 1965 figures are preliminary.

EIA Estimates of Factory

Receiving Tube Sales, 1949-65

	Initial Equipment	Renewal	Export	Govt.	Value
	1949	147,298,436	39,696,297	10,072,845	1,685,717
1950	301,483,350	69,324,540	10,767,831	1,384,878	250,000,000
1951	247,855,249	94,596,563	24,438,351	8,753,534	261,000,000
1952	241,405,452	83,843,283	13,935,151	29,335,357	259,116,089
1953	293,601,162	112,785,183	20,614,075	10,091,135	191,328,171
1954	246,728,971	115,357,829	15,922,364	7,080,294	385,089,458
1955	288,810,000	150,718,000	24,442,000	15,832,000	358,110,000
1956	262,898,000	166,558,000	25,397,000	9,333,000	374,188,000
1957	240,708,000	184,493,000	23,378,000	7,845,000	384,402,000
1958	191,832,000	167,805,000	24,597,000	13,132,000	341,929,000
1959	227,669,000	170,729,000	19,969,000	14,569,000	368,872,000
1960	200,362,000	161,092,000	21,375,000	10,226,000	331,742,000
1961	188,176,000	150,249,000	22,245,000	14,336,000	311,098,000
1962	190,140,000	134,390,000	19,804,000	16,905,000	301,525,000
1963	186,487,000	123,018,000	16,958,000	11,902,000	273,670,000
1964	212,010,000	125,006,000	20,430,000	10,642,000	na
1965	227,893,000	130,325,000	17,198,000	16,108,000	na

Note: 1965 figures are preliminary.

EIA Estimates of Factory

Transistor Sales, 1954-1965

Year	Units	Value
1954	1,318,000	\$ 5,122,000
1955	3,647,000	12,253,000
1956	12,840,000	37,352,000
1957	28,738,000	69,739,000
1958	47,050,184	112,729,427
1959	82,294,120	222,009,722
1960	127,928,586	301,432,285
1961	190,916,354	299,538,760
1962	240,299,000	291,404,000
1963	297,090,000	293,282,000
1964*	405,702,963	318,879,644
1965*	605,603,209	379,999,348

Note: 1965 figures are preliminary.

* Does not include Field Effect transistors and Dual transistors.

Television Households by States and Counties

American Research Bureau Data as of Sept. 1965. A. C. Nielsen Data as of Sept. 1965.
 ARB Household Estimates compiled by *Standard Rate & Data Service*.
 Nielsen Households compiled by *Sales Management*.
 Figures updated from 1960 U.S. Census.

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Asterisk (*) with Nielsen data indicates it is total for county, rather than split figures provided by ARB.

State and County	American Research Bureau			A. C. Nielsen Co.			County State and	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%		Total Households	TV Households Number	%	Total Households	TV Households Number	%
ALABAMA													
Autauga	5,200	4,100	79	4,500	3,890	86	Bradley	4,300	3,700	86	3,900	3,200	82
Baldwin	14,500	12,900	89	14,100	12,900	91	Calhoun	1,800	1,500	86	1,500	1,240	83
Barbour	6,000	4,400	73	6,000	4,470	75	Carrroll	4,100	3,600	87	4,100	3,420	83
Bibb	3,200	2,600	81	3,400	2,780	82	Chicot	5,500	4,300	78	5,100	3,730	73
Blount	6,600	5,600	86	6,600	5,770	87	Clark	6,400	5,600	88	5,900	4,990	85
Bulloch	2,700	1,900	69	3,300	2,340	71	Clay	6,300	5,500	87	6,200	5,210	84
Butler	5,800	4,500	78	5,900	4,750	80	Cleburne	2,600	2,200	87	2,700	2,250	83
Calhoun	28,500	25,400	89	27,800	25,410	91	Cleveland	1,700	1,400	82	1,800	1,390	77
Chambers	10,500	8,700	83	10,300	8,830	86	Columbia	8,300	7,100	86	7,700	6,320	82
Cherokee	4,200	3,500	84	4,200	3,620	86	Conway	4,500	4,000	88	4,400	3,750	85
Chilton	7,100	5,800	81	7,000	5,730	82	Craighead	14,800	13,700	93	14,600	13,470	92
Choctaw	4,300	3,000	69	4,100	2,920	71	Crawford	7,400	6,400	86	6,600	5,420	82
Clarke	6,600	4,800	73	6,600	4,910	74	Crittenden	13,400	11,400	85	12,900	11,030	86
Clay	3,200	2,600	83	3,300	2,760	84	Cross	5,000	4,400	88	4,700	3,960	84
Cleburne	2,700	2,200	81	2,900	2,420	84	Dallas	3,000	2,600	87	2,800	2,340	84
Coffee	8,500	7,000	83	8,500	7,250	85	Desha	5,700	4,800	85	5,400	4,350	81
Colbert	14,100	11,700	83	13,700	11,730	86	Drew	4,200	3,500	82	4,300	3,360	78
Conecuh	4,100	2,900	72	4,100	3,110	76	Faulkner	7,600	6,800	89	8,200	7,090	86
Coosa	2,700	2,200	81	2,600	2,120	81	Franklin	3,200	2,700	86	3,200	2,630	82
Covington	9,700	8,000	82	9,700	8,230	85	Fulton	1,700	1,200	72	1,800	1,180	66
Crenshaw	3,400	2,700	79	3,500	2,850	82	Garland	18,600	16,600	89	17,000	15,150	89
Cullman	12,300	11,100	90	12,300	11,370	92	Grant	2,600	2,300	89	2,400	2,050	85
Dale	9,400	8,100	87	9,400	8,280	88	Greene	7,800	7,000	90	7,300	6,380	87
Dallas	15,000	11,600	78	14,600	11,860	81	Hempstead	5,900	5,100	86	5,600	4,620	82
De Kalb	11,500	9,800	85	11,600	10,150	87	Hot Spring	7,200	6,400	89	6,300	5,400	86
Elmore	8,000	6,600	82	8,000	6,790	85	Howard	3,300	3,000	89	3,200	2,750	86
Escambia	9,200	7,400	80	9,100	7,610	84	Independence	6,400	5,600	87	6,400	5,360	84
Etowah	29,400	26,600	91	30,400	28,130	93	Izard	1,800	1,300	75	2,000	1,350	68
Fayette	4,200	3,400	82	4,500	3,740	83	Jackson	6,800	6,000	87	6,200	5,210	84
Franklin	5,900	4,700	80	5,800	4,780	82	Jefferson	26,300	23,600	90	25,000	22,090	88
Geneva	6,000	4,900	82	5,700	4,800	84	Johnson	3,700	3,100	84	3,800	3,050	80
Greene	2,900	1,700	59	3,100	1,900	61	Lafayette	3,200	2,800	89	2,900	2,470	85
Hale	4,600	3,100	67	4,500	3,090	69	Lawrence	4,900	4,200	85	5,100	4,130	81
Henry	3,600	2,900	81	3,600	2,940	82	Lee	5,500	4,400	80	5,200	3,870	74
Houston	15,300	13,600	89	15,300	13,840	90	Lincoln	3,300	2,800	83	3,400	2,690	79
Jackson	9,500	8,000	83	9,600	8,240	86	Little River	2,500	2,100	83	2,500	1,970	79
Jefferson	197,100	180,500	92	194,700	181,620	93	Logan	4,600	3,800	87	4,600	3,820	83
Lamar	3,700	3,000	81	3,900	3,250	83	Lonoke	7,200	6,600	92	6,500	5,860	90
Lauderdale	18,500	15,000	81	18,200	15,310	84	Madison	2,500	1,900	75	2,800	1,950	70
Lawrence	5,900	4,600	78	6,100	4,920	81	Marion	1,600	1,400	87	1,800	1,500	84
Lee	13,400	11,200	83	13,200	11,330	86	Miller	10,700	9,600	90	9,700	8,730	90
Limestone	11,500	9,300	81	10,700	9,000	84	Mississippi	19,000	16,900	89	19,600	17,500	89
Lowndes	3,000	1,900	63	3,100	2,020	65	Monroe	4,900	3,900	80	4,700	3,530	75
Macon	5,700	4,300	75	5,800	4,610	80	Montgomery	1,600	1,300	84	1,500	1,190	80
Madison	52,500	45,100	86	45,800	40,310	88	Nevada	3,000	2,500	83	3,000	2,370	79
Marengo	6,500	4,500	70	6,500	4,640	71	Newton	1,300	1,000	73	1,500	1,000	67
Marion	5,700	4,900	85	5,600	4,800	86	Ouachita	10,100	8,700	86	9,100	7,720	85
Marshall	14,300	12,400	87	14,100	12,490	89	Perry	1,200	1,100	91	1,400	1,230	88
Mobile	95,800	87,300	91	94,900	88,200	93	Phillips	13,000	10,800	82	12,000	9,610	80
Monroe	5,300	3,700	70	5,100	3,640	71	Pike	2,200	1,900	86	2,200	1,810	82
Montgomery	50,600	44,200	87	51,000	46,030	90	Polk	7,800	7,000	90	7,800	7,020	90
Morgan	18,600	15,900	86	18,500	16,470	89	Poinsett	4,000	3,300	83	3,400	2,870	78
Perry	3,800	3,500	92	3,900	2,600	67	Polk	6,900	6,100	89	6,700	5,740	86
Pickens	3,300	3,800	72	3,300	4,020	76	Pope	2,800	2,300	82	2,800	2,360	84
Pike	6,300	4,800	76	6,600	5,290	80	Prairie	85,300	79,800	94	81,900	76,430	93
Randolph	5,300	4,200	80	5,200	4,180	80	Pulaski	3,600	3,000	83	3,500	2,760	79
Russell	12,700	10,400	82	12,800	10,920	87	Randolph	7,400	6,400	86	8,400	6,950	83
St. Clair	6,600	5,600	85	6,600	5,740	87	Saline	8,900	8,400	94	8,200	7,540	92
Shelby	8,900	7,800	88	8,700	7,890	91	Scott	1,900	1,600	84	2,000	1,590	80
Sumter	4,500	3,100	70	4,400	3,140	71	Searcy	2,200	1,700	81	2,200	1,660	75
Talladega	17,500	14,800	85	17,400	15,370	88	Sebastian	25,000	23,200	93	26,400	24,480	93
Tallapoosa	9,800	8,200	83	9,800	8,390	86	Sevier	3,300	2,900	89	3,300	2,650	80
Tuscaloosa	29,900	25,500	85	29,700	26,310	89	Sharp	1,600	1,200	74	1,700	1,140	67
Walker	14,200	12,700	89	14,300	13,090	92	Stone	1,800	1,400	81	1,700	1,270	75
Washington	3,600	2,800	76	3,600	2,790	77	Union	16,900	15,100	90	14,900	13,170	88
Wilcox	3,800	2,300	62	3,800	2,450	64	Van Buren	1,900	1,700	87	2,200	1,840	84
Winston	3,700	3,200	86	3,800	3,290	87	Washington	20,600	17,700	86	19,900	16,830	85
TOTALS	944,400	809,500	86	932,500	820,420		White	10,200	9,100	90	10,300	9,090	88
							Woodruff	3,500	2,900	84	3,600	2,860	79
							Yell	3,800	3,300	87	3,700	3,110	84
ARIZONA							TOTALS	562,400	495,800	88	542,400	467,940	
Apache	7,200	5,200	72	6,300	3,280	52	CALIFORNIA						
Cochise	17,900	16,200	91	19,000	16,400	86	Alameda East	11,500	10,800	94
Coconino	13,900	11,300	81	13,400	9,120	68	Alameda West	335,500	315,400	94	*333,000	313,450	94
Gila	8,300	7,400	89	7,500	6,120	82	Alpine	200	100	77	100	80	75
Graham	4,800	4,200	87	3,900	3,030	78	Amador	3,400	3,100	91	3,300	2,920	89
Greenlee	3,200	3,000	92	2,900	2,510	87	Butte	31,300	28,500	91	32,200	29,400	91
Maricopa	255,500	242,500	95	256,200	239,370	93	Calaveras	3,600	3,300	91	3,700	3,300	89
Mohave	3,500	3,100	88	2,800	2,210	79	Colusa	4,000	3,700	91	3,900	3,460	89
Navajo	10,700	8,300	78	9,800	6,030	62	Contra Costa East	74,300	71,200	96
Pima East	94,100	89,200	95	Contra Costa West	70,900	67,800	96	140,700	135,060	96
Pima West	4,200	4,000	95	*97,200	90,700	93	Del Norte	6,500	5,700	87	5,800	4,900	85
Pinal	19,200	17,600	91	18,500	16,360	88	El Dorado West	9,000	8,300	93
Santa Cruz	4,100	3,600	87	3,200	2,540	79	El Dorado East	3,300	3,100	93	*12,700	11,810	93
Yavapai	10,900	9,400	86	10,600	8,140	77	Fresno	122,500	113,700	93	122,800	114,280	93
Yuma	16,100	14,800	92	15,600	13,370	86	Glenn	5,700	5,300	93	5,900	5,390	91
TOTALS	473,600	439,800	93	466,900	419,180		Humboldt	38,200	35,200	92	34,400	31,720	92
ARKANSAS							Imperial	20,400	17,700	87	21,500	18,380	85
Arkansas	7,600	6,900	91	7,000	6,270	90	Inyo	4,100	3,300	80	4,200	3,130	74
Ashley	7,30												

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
CALIFORNIA--(Continued)						
Kern West	83,300	77,700 93
Kern East	14,100	13,200 93	*97,300	90,970 93
Kings	15,200	13,800 91	16,600	15,110 91
Lake	6,000	5,100 86	6,500	5,370 83
Lassen	3,500	3,100 87	4,200	3,600 86
Los Angeles	2,330,900	2,208,700 95	2,307,900	2,191,350 95
Madera	12,600	11,500 91	12,300	11,260 92
Marin	55,900	52,500 94	57,000	53,650 94
Mariposa	1,900	1,700 86	2,000	1,640 82
Mendocino	17,100	14,600 86	15,500	13,040 84
Merced	28,900	26,700 93	29,100	27,000 93
Modoc	2,500	2,200 86	2,400	2,020 84
Mono	900	700 74	900	610 68
Monterey West	33,300	30,900 93
Monterey East	27,900	25,900 93	*59,700	55,460 93
Napa North	3,700	3,500 93
Napa South	18,200	17,000 93	*22,000	20,440 93
Nevada West	7,100	6,300 89
Nevada East	800	700 89	*8,300	7,400 89
Orange North	266,300	257,200 97
Orange South	61,300	59,200 97	*318,600	308,720 97
Placer West	20,400	18,900 93
Placer East	1,200	1,100 93	*20,900	19,440 93
Plumas	3,600	3,100 87	3,800	3,260 86
Riverside East	5,000	4,700 93
Riverside West	117,700	109,200 93	130,100	120,930 93
Sacramento	190,500	180,600 95	189,300	180,060 95
San Benito	4,900	4,500 91	5,100	4,580 90
San Bernardino East	2,500	2,300 94
San Bernardino West	185,800	174,400 94	*190,700	179,600 94
San Diego	373,700	353,600 95	362,800	344,370 95
San Francisco	299,900	264,500 88	291,900	256,610 88
San Joaquin	84,100	77,400 92	80,700	74,380 92
San Luis Obispo	32,600	29,800 92	31,400	28,830 92
San Mateo	167,800	161,700 96	163,000	157,600 97
Santa Barbara North	34,100	31,500 92
Santa Barbara South	42,000	38,900 93	*74,600	69,100 93
Santa Clara West	242,100	229,800 95
Santa Clara East	8,800	8,300 95	*257,800	245,660 95
Santa Cruz	36,700	33,700 92	37,600	34,630 92
Shasta	22,700	21,300 94	22,800	21,360 94
Sierra	800	700 86	900	740 82
Siskiyou	11,700	10,200 87	11,600	9,970 86
Solano East	19,600	18,700 96
Solano West	25,900	24,700 96	*45,900	43,990 96
Sonoma North	38,300	35,200 92
Sonoma South	17,900	16,400 92	*56,800	52,200 92
Stanislaus	54,500	49,600 91	53,700	48,960 91
Sutter	11,500	10,800 94	11,200	10,460 93
Tehama	9,200	8,700 94	9,200	8,640 94
Trinity	3,900	3,300 86	3,300	2,760 84
Tulare	54,600	50,200 92	52,500	48,410 92
Tuolumne	5,500	4,900 90	5,500	4,810 88
Ventura	88,400	84,300 95	77,200	73,840 96
Yolo	24,200	22,400 93	24,300	22,460 92
Yuba	11,600	10,900 94	12,300	11,400 93
TOTALS	5,989,500	5,628,700 94	5,911,400	5,563,970 94		
COLORADO						
Adams	43,800	43,000 98	40,500	39,650 98
Arapahoe	2,800	2,500 88	2,900	2,420 84
Archuleta	42,700	41,500 97	39,300	38,140 97
Baca	700	600 82	700	530 76
Bent	1,800	1,300 76	2,000	1,330 67
Boulder	1,800	1,600 92	1,900	1,680 88
Chaffee	28,200	26,400 94	27,800	26,040 94
Cherokee	3,000	2,600 89	2,700	2,310 86
Cheyenne	700	600 86	800	640 80
Clear Creek	900	900 92	1,000	890 89
Conjoes	1,900	1,600 86	2,000	1,620 81
Costilla	700	500 74	900	590 65
Crowley	900	800 95	1,100	1,020 93
Custer	300	300 86	400	330 83
Delta	5,000	4,500 90	5,100	4,480 88
Denver	180,000	170,700 95	183,300	170,890 93
Dolores	700	500 73	500	350 70
Douglas	1,900	1,800 98	1,600	1,550 97
Eagle	1,600	1,400 86	1,300	1,060 81
Elbert	900	800 91	1,200	1,050 88
El Paso	56,400	54,300 96	55,500	53,340 96
Fremont	7,200	6,500 91	6,400	5,600 87
Garfield	4,300	3,800 88	4,000	3,350 84
Gilpin	300	300 93	400	370 92
Grand	1,100	900 85	1,100	880 80
Gunnison	1,600	1,300 84	1,600	1,250 78
Hinsdale	100	100 99	200	200 100
Huerfano	2,000	1,800 86	2,300	1,860 81
Jackson	400	400 92	500	450 90
Jefferson	49,900	48,800 98	54,400	53,080 98
Kiowa	700	600 86	700	560 80
Kit Carson	1,900	1,700 86	2,100	1,680 80
Lake	2,300	2,000 89	2,100	1,790 85
La Plata	6,700	5,900 89	6,100	5,200 87
Larimer	19,800	18,700 95	20,500	19,370 94
Las Animas	5,300	4,500 84	5,700	4,470 78
Lincoln	1,700	1,600 92	1,700	1,510 89
Logan	7,000	6,400 92	6,200	5,580 90
Mesa	18,600	17,400 94	17,400	16,120 93
Mineral	200	100 78	200	140 71
Moffat	2,500	2,100 84	2,400	1,870 78
Montezuma	4,900	4,400 89	4,200	3,630 87
Montrose	6,300	5,700 91	5,900	5,250 89
Morgan	7,300	7,000 96	6,300	5,990 95

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
Otero	7,500	6,900 92	7,100	6,380 90
Ourray	400	300 83	600	490 81
Park	500	500 90	600	520 86
Phillips	1,500	1,400 96	1,500	1,410 94
Pitkin	1,000	800 78	1,000	710 71
Prowers	4,000	3,400 84	4,000	3,130 78
Pueblo	38,600	37,100 96	35,500	34,080 96
Rio Blanco	1,800	1,600 91	1,500	1,310 87
Rio Grande	2,800	2,400 86	3,200	2,590 81
Routt	1,500	1,300 82	1,800	1,360 76
Saguache	1,000	800 84	1,100	850 77
San Juan	200	100 92	200	180 91
San Miguel	1,000	800 83	900	720 81
Sedgwick	1,000	1,000 93	1,300	1,170 90
Summit	700	700 90	600	520 86
Teller	800	800 94	900	830 92
Washington	1,900	1,700 89	2,000	1,700 85
Weld	24,100	23,000 96	23,300	22,240 95
Yuma	2,600	2,400 90	2,800	2,400 86
TOTALS	621,700	587,200 94	614,800	572,780 94		
CONNECTICUT						
Fairfield	216,200	210,500 97	217,400	210,900 97
Hartford	228,000	220,000 96	229,100	220,050 96
Litchfield	39,500	37,900 96	40,100	38,240 95
Middlesex	28,400	27,300 96	28,600	27,290 95
New Haven	216,200	209,600 97	217,900	210,380 97
New London	58,800	55,900 95	56,600	53,510 95
Tolland	20,900	20,000 96	21,300	20,280 95
Windham	22,100	21,100 96	22,100	20,980 95
TOTALS	830,100	802,300 97	833,100	801,630 95		
DELAWARE						
Kent	21,300	20,200 94	21,700	20,350 94
New Castle	100,200	97,300 97	100,600	97,450 97
Sussex	23,200	21,200 91	23,700	21,460 91
TOTALS	144,700	138,700 96	146,000	139,260 95		
DISTRICT OF COLUMBIA						
District of Columbia	270,000	251,100 93	266,100	244,840 92
TOTALS	270,000	251,100 93	266,100	244,840 92		
FLORIDA						
Alachua	21,500	18,800 87	23,900	20,080 84
Baker	1,900	1,700 91	1,700	1,500 88
Bay	21,400	19,900 93	20,600	18,970 92
Bradford	3,400	3,100 90	3,600	3,140 87
Brevard	44,400	41,700 94	47,400	43,430 92
Broward	142,100	136,400 96	142,100	135,450 95
Calhoun	1,900	1,600 82	2,100	1,560 74
Charlotte	6,200	5,600 91	7,600	6,670 88
Citrus	3,700	3,200 88	3,900	3,210 82
Clay	6,000	5,500 92	5,700	5,090 89
Collier	7,700	6,600 86	7,200	5,960 83
Columbia	5,900	5,200 88	6,300	5,240 83
Dade	380,300	358,400 94				



Why should you care about Mrs. Brennan?

Chances are you don't even know Mrs. Brennan. She's rather an everyday housewife. Shops. Scrubs floors. Makes peanut butter sandwiches for three kids. On occasion, she's even been known to stand up and speak her piece at PTA meetings. Mrs. Brennan's an everyday housewife, *but not an ordinary woman*. She accomplishes what she sets out to do with a vital dedication and enthusiasm.

That's what makes her important to ARB . . . and to you.

You see, Mrs. Brennan is an ARB interviewer, one of hundreds in communities all over the country. She's close to her community and its people. She works *in* her community. If you think she makes a mean peanut butter sandwich, you should hear her gain the cooperation of selected sample families and note her pleasant, courteous follow-up calls. She's a real professional.

So you really should care about Mrs. Brennan. And, someday when you are pondering an ARB audience measurement report, remember her. We do. And it sure makes us feel a lot more confident.



**AMERICAN
RESEARCH
BUREAU**

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
GEORGIA						
Appling	3,200	2,700	84	3,200	2,470	77
Atkinson	1,300	1,000	74	1,400	900	64
Bacon	2,100	1,800	85	2,100	1,710	82
Baker	800	600	80	1,000	730	73
Baldwin	6,300	5,500	87	6,100	4,960	81
Banks	1,700	1,400	86	1,700	1,410	83
Barrow	4,600	4,200	92	4,400	3,950	90
Bartow	8,300	7,800	94	8,600	7,860	91
Ben Hill	3,800	3,100	84	3,900	3,010	77
Berrien	3,000	2,500	84	3,000	2,310	77
Bibb	45,800	42,600	93	46,000	42,350	92
Bleckley	2,700	2,300	86	2,600	2,070	80
Brantley	1,400	1,200	88	1,500	1,250	83
Brooks	3,700	3,200	87	3,700	3,000	81
Bryan	1,600	1,400	89	1,500	1,270	85
Bulloch	6,500	5,800	89	6,500	5,520	85
Burke	5,100	4,200	82	4,900	3,680	75
Butts	2,300	2,100	91	2,300	2,020	88
Calhoun	1,800	1,300	74	1,700	1,100	65
Camden	3,000	2,800	92	2,700	2,420	90
Candler	1,600	1,300	85	1,600	1,270	80
Carroll	11,200	10,400	93	11,100	10,250	92
Catoosa	6,800	6,600	96	6,400	6,040	94
Charlton	1,400	1,200	87	1,300	1,090	84
Chatham	61,500	57,400	93	57,100	52,700	92
Chattahoochee	1,500	1,400	96	1,300	1,230	95
Chattooga	5,800	5,300	92	5,500	4,910	89
Cherokee	6,900	6,400	94	6,600	6,060	92
Clarke	14,300	13,000	91	14,000	12,630	90
Clay	1,000	800	82	1,000	750	75
Clayton	15,400	14,900	97	16,400	15,620	95
Clinch	1,800	1,500	84	1,800	1,400	78
Cobb	39,400	38,200	97	38,600	37,060	96
Coffee	5,600	4,800	85	5,600	4,420	79
Colquitt	9,700	8,700	90	9,000	7,890	88
Columbia	4,100	3,700	91	3,900	3,440	88
Cook	3,200	2,800	87	3,200	2,580	81
Coweta	8,500	7,600	90	8,000	6,920	87
Crawford	1,300	1,000	79	1,400	1,000	71
Crisp	5,100	4,300	85	5,100	4,050	79
Dade	2,500	2,300	92	2,400	2,170	90
Dawson	1,000	800	86	1,000	830	83
Decatur	7,100	6,300	89	6,100	5,130	84
De Kalb	94,600	92,100	97	92,900	89,620	96
Dodge	4,300	3,700	87	4,200	3,430	82
Dooly	2,700	2,300	86	2,800	2,250	80
Dougherty	25,300	23,100	91	23,800	21,450	90
Douglas	5,300	5,000	94	4,900	4,520	92
Early	2,900	2,500	84	3,000	2,350	78
Echols	300	200	80	500	360	72
Effingham	2,800	2,500	89	2,600	2,200	85
Elbert	5,000	4,600	92	5,000	4,480	90
Emanuel	4,700	4,000	85	4,700	3,740	80
Evans	2,100	1,900	90	1,900	1,640	86
Fannin	3,500	3,100	88	3,500	2,890	82
Fayette	2,200	2,000	92	2,100	1,880	89
Floyd	21,700	20,200	93	20,500	18,850	92
Forsyth	3,700	3,500	95	3,500	3,260	93
Franklin	3,800	3,500	93	3,600	3,250	90
Fulton	185,300	175,900	95	177,300	166,700	94
Gilmer	2,400	2,000	86	2,200	1,820	83
Glascok	500	400	87	600	500	84
Glynn	14,200	13,100	92	14,200	12,720	90
Gordon	5,800	5,400	93	5,600	5,080	91
Grady	4,600	4,100	89	4,800	4,070	85
Greene	2,600	2,200	85	2,700	2,140	79
Gwinnett	14,000	13,300	95	13,800	12,910	94
Habersham	5,300	4,700	89	5,100	4,410	86
Hall	15,800	14,700	93	15,000	13,790	92
Hancock	2,200	1,700	78	2,200	1,530	69
Haralson	4,300	3,900	91	4,200	3,740	89
Harris	2,800	2,500	88	2,800	2,360	84
Hart	4,500	4,100	92	4,300	3,860	90
Heard	1,200	1,100	88	1,200	1,020	85
Henry	4,900	4,400	90	4,700	4,100	87
Houston	13,000	12,200	94	12,300	11,420	93
Irwin	2,100	1,800	86	2,200	1,770	80
Jackson	5,200	4,800	91	5,100	4,520	89
Jasper	1,400	1,100	83	1,400	1,110	79
Jeff Davis	2,200	1,900	85	2,200	1,750	80
Jefferson	4,300	3,600	85	4,300	3,500	81
Jenkins	2,200	1,900	87	2,200	1,800	82
Johnson	2,000	1,700	88	2,000	1,670	83
Jones	2,300	2,000	88	2,200	1,820	83
Lamar	2,900	2,600	90	2,800	2,430	87
Lanier	1,200	1,000	83	1,300	1,000	77
Laurens	8,900	7,600	85	9,000	7,510	83
Lee	1,400	1,200	86	1,400	1,120	80
Liberty	4,300	3,800	89	3,700	3,100	84
Lincoln	1,300	1,200	88	1,400	1,180	84
Long	1,100	900	85	1,000	790	79
Lowndes	15,800	13,900	88	13,800	11,700	85
Lumpkin	1,900	1,800	92	1,800	1,600	89
McDuffie	3,800	3,400	89	3,600	3,100	86
McIntosh	1,800	1,500	85	1,700	1,340	79
Macon	3,200	2,700	83	3,200	2,450	76
Madison	2,900	2,600	89	3,000	2,590	86
Marion	1,200	900	77	1,300	890	69
Meriwether	5,000	4,400	87	4,900	4,100	84
Miller	1,600	1,300	84	1,700	1,310	77
Mitchell	4,700	4,000	86	4,800	3,830	80
Monroe	2,700	2,400	89	2,600	2,230	86
Montgomery	1,300	1,000	78	1,500	1,040	70
Morgan	2,500	2,100	86	2,500	2,060	82
Murray	2,900	2,500	89	2,800	2,400	86
Muscogee	50,600	47,600	94	48,500	45,090	93
Newton	6,100	5,600	92	5,900	5,270	89
Oconee	1,500	1,400	95	1,600	1,500	94
Oglethorpe	1,700	1,400	86	1,800	1,460	81
Paulding	4,000	3,800	94	3,800	3,500	92

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Peach	4,000	3,600	90	3,800	3,260	86
Pickens	2,600	2,300	91	2,500	2,210	89
Pierce	2,300	1,900	86	2,300	1,850	80
Pike	1,600	1,400	85	1,700	1,380	81
Polk	7,900	7,300	92	8,200	7,380	90
Pulaski	2,200	1,900	85	2,200	1,730	79
Putnam	1,900	1,700	88	2,000	1,660	83
Quitman	500	400	83	600	450	75
Rabun	2,100	1,800	87	2,000	1,670	84
Randolph	2,600	2,200	83	2,700	2,040	76
Richmond	41,400	38,900	94	38,200	35,450	93
Rockdale	3,100	2,900	92	2,900	2,600	90
Schley	700	600	86	900	720	80
Screven	3,400	2,800	84	3,500	2,730	78
Seminole	1,600	1,400	87	1,700	1,400	82
Spalding	11,400	10,500	92	11,000	10,020	91
Stephens	5,700	5,100	90	5,300	4,600	87
Stewart	1,600	1,300	78	1,800	1,240	69
Sumter	7,000	5,900	84	6,900	5,320	77
Talbot	1,700	1,400	83	1,700	1,330	78
Talafarro	600	500	82	700	540	77
Tattnall	3,700	3,300	88	3,600	3,000	83
Taylor	2,100	1,800	86	2,000	1,600	80
Telfair	2,900	2,300	79	3,000	2,130	71
Terrell	3,100	2,600	84	3,200	2,500	78
Thomas	9,900	8,800	89	10,300	8,950	87
Tift	6,800	6,000	87	6,400	5,250	82
Toombs	4,600	3,800	82	4,500	3,400	75
Towns	1,200	1,100	90	1,100	950	86
Treutlen	1,500	1,200	82	1,500	1,130	75
Troup	13,500	12,000	89	13,100	11,470	88
Turner	2,000	1,700	87	2,100	1,710	82
Twiggs	1,800	1,500	84	1,800	1,390	77
Union	1,600	1,400	89	1,600	1,350	85
Upson	6,600	6,000	91	6,700	5,930	89
Walker	14,400	13,600	94	14,100	13,160	93
Walton	6,000	5,400	91	5,600	4,970	89
Ware	10,900	9,800	89	10,000	8,650	87
Warren	1,600	1,300	83	1,700	1,340	79
Washington	4,700	3,800	80	4,700	3,380	72
Wayne	5,300	4,800	90	5,100	4,340	85
Webster	500	400	75	800	520	66
Wheeler	1,100	900	80	1,300	940	72
White	2,000	1,800	88	1,900	1,580	83
Whitfield	13,300	12,500	94	13,600	12,590	93
Wilcox	1,800	1,500	87	1,900	1,550	82
Wilkes	3,000	2,400	81	2,900	2,220	77
Wilkinson	2,400	2,100	87	2,300	1,860	81
Worth	3,900	3,400	88	3,900	3,240	83
TOTALS	1,190,100	1,092,500	92	1,156,000	1,034,980	
HAWAII						
Hawaii 1	2,200	1,700	80
Hawaii 2	1,300	1,000	80
Hawaii 3	8,500	6,800	80
Hawaii 4	2,500	2,000	80
Hawaii 5	800	700	80	*15,600	12,950	83
Honolulu 1	16,600	15,300	92
Honolulu 2	4,600	4,200	92
Honolulu 3	4,600	4,200	92
Honolulu 4	112,600	103,500	92	*143,700	135,290	94
Kauai	7,900	4,500	57	7,800	4,370	56
Maul 1	1,700	1,500	86
Maul 2	4,800	4,100	86
Maul 3	2,800	2,400	86
Maul 4	1,200	1,100	86	*11,900	10,620	89
TOTALS	172,100	153,000	89	179,000	163,230	
IDAHO						
Ada	32,800	31,300	95	33,000	31,050	94
Adams	900	800	90	900	740	83
Pannock	15,700	14,800	94	15,000	13,880	93
Bear Lake	2,000	1,900	93	2,000	1,760	88
Benewah	1,900	1,800	94	1,900	1,730	91
Bingham	7,900	7,600	97	7,800		

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
ILLINOIS						
Adams	22,100	21,400	97	22,400	21,550	96
Alexander	4,300	3,900	91	4,600	4,080	89
Bond	4,400	4,100	93	4,500	4,080	91
Boone	6,400	6,100	96	6,600	6,270	95
Brown	2,000	1,900	94	2,000	1,840	92
Bureau	11,800	11,300	96	11,900	11,330	95
Calhoun	1,600	1,500	95	1,800	1,670	93
Carroll	6,100	5,800	97	6,200	5,910	95
Cass	4,300	4,100	95	4,700	4,370	93
Champaign	39,100	37,400	96	40,000	38,040	95
Christian	11,300	10,800	96	11,700	11,130	95
Clark	5,100	4,800	94	5,400	5,000	93
Clay	4,600	4,200	91	5,000	4,340	87
Clinton	6,900	6,600	96	7,000	6,640	95
Colès	13,900	13,300	96	14,100	13,400	95
Cook	1,675,000	1,619,700	97	1,678,600	1,612,630	96
Crawford	6,700	6,400	96	7,000	6,610	94
Cumberland	3,100	2,900	94	3,100	2,840	92
Dekalb	16,000	15,500	97	18,200	17,500	96
De Witt	5,600	5,400	96	5,700	5,390	95
Douglas	6,200	6,000	96	6,600	6,250	95
Dupage	104,000	102,400	98	103,300	101,150	98
Edgar	7,100	6,800	96	7,500	7,070	94
Edwards	2,300	2,100	91	2,500	2,180	87
Effingham	6,900	6,300	92	7,000	6,270	90
Fayette	6,100	5,700	94	6,400	5,860	92
Ford	5,100	4,900	96	5,300	5,030	95
Franklin	12,100	11,400	94	12,600	11,640	92
Fulton	13,300	12,700	96	13,600	12,920	95
Gallatin	2,000	1,800	91	2,200	1,890	86
Greene	5,200	5,000	96	5,500	5,210	95
Grundy	7,100	6,900	97	7,300	7,040	96
Hamilton	2,900	2,600	89	3,000	2,510	84
Hancock	7,500	7,200	96	7,700	7,320	95
Hardin	1,500	1,400	94	1,700	1,560	92
Henderson	2,600	2,400	95	2,600	2,420	93
Henry	16,000	15,500	97	16,400	15,850	97
Iroquois	10,600	10,100	95	10,700	10,140	95
Jackson	13,100	12,200	93	13,400	12,420	93
Jasper	3,200	3,000	93	3,400	3,100	91
Jefferson	9,800	9,100	93	10,000	9,240	92
Jersey	5,000	4,800	95	5,200	4,860	94
Jo Daviess	6,400	6,000	94	6,500	5,960	92
Johnson	1,800	1,700	93	2,100	1,890	90
Kane	66,100	64,200	97	66,500	64,180	97
Kankakee	25,800	24,900	97	26,500	25,450	96
Kendall	5,600	5,500	98	5,800	5,630	97
Knox	19,600	19,100	97	20,200	19,570	97
Lake	90,400	88,900	98	91,000	89,000	98
La Salle	35,000	33,500	96	35,600	33,900	95
Lawrence	5,300	5,000	95	5,800	5,390	93
Lee	10,600	10,200	97	10,800	10,370	96
Livingston	12,000	11,300	95	12,200	11,460	94
Logan	9,400	9,000	96	9,600	9,130	95
McDonough	9,100	8,700	96	9,200	8,710	95
McHenry	27,900	27,500	98	29,000	28,420	98
McLean	26,600	25,400	95	27,500	26,050	95
Macon	39,700	38,300	96	40,000	38,390	96
Macoupin	13,800	13,200	96	14,100	13,430	95
Madison	73,200	71,000	97	73,700	71,110	96
Marion	12,200	11,600	95	12,600	12,080	94
Marshall	4,100	3,900	95	4,200	3,930	94
Mason	4,900	4,700	96	5,000	4,750	95
Massac	4,600	4,300	93	4,800	4,370	91
Menard	3,000	2,800	94	3,000	2,780	93
Mercer	5,100	4,900	97	5,400	5,200	96
Monroe	4,800	4,600	96	4,900	4,620	94
Montgomery	9,800	9,300	95	10,200	9,620	94
Morgan	10,500	9,800	94	10,800	10,080	93
Moultrie	4,200	3,900	94	4,200	3,850	92
Ogle	12,200	11,700	96	12,600	12,060	96
Peoria	59,700	57,600	96	60,500	58,000	96
Perry	5,600	5,300	94	5,900	5,430	92
Platt	4,600	4,500	98	4,800	4,640	97
Pike	6,300	6,000	95	6,700	6,230	93
Pope	900	800	89	1,200	1,030	86
Pulaski	2,900	2,600	91	2,800	2,460	88
Putnam	1,500	1,400	93	1,500	1,360	91
Randolph	8,100	7,800	96	8,300	7,880	95
Richland	5,000	4,600	93	5,000	4,480	90
Rock Island	48,100	47,100	98	48,900	47,640	97
St. Clair	81,900	78,800	96	85,000	81,230	96
Saline	7,800	7,300	94	8,200	7,640	93
Sangamon	49,400	47,000	95	49,400	46,740	95
Schuyler	2,700	2,500	96	2,800	2,640	94
Scott	1,700	1,700	97	1,900	1,820	96
Shelby	7,000	6,600	93	7,300	6,650	91
Stark	2,300	2,200	97	2,400	2,290	95
Stephenson	14,900	14,300	96	15,200	14,500	95
Tazewell	32,700	31,700	97	33,200	32,010	96
Union	4,600	4,400	95	4,800	4,470	93
Vermillion	31,200	29,900	96	31,700	30,240	95
Wabash	4,200	4,000	94	4,300	3,940	92
Warren	6,500	6,300	97	6,800	6,500	96
Washington	4,000	3,800	93	4,300	3,910	91
Wayne	5,600	5,000	90	6,100	5,210	85
White	5,900	5,300	90	6,100	5,200	85
Whiteside	19,100	18,400	96	19,500	18,710	96
Will	61,000	59,500	98	62,000	60,100	97
Williamson	15,000	14,200	94	15,600	14,630	94
Winnebago	70,200	68,100	97	69,100	66,740	97
Woodford	7,600	7,200	95	7,800	7,260	93
TOTALS	3,231,600	3,118,200	96	3,267,500	3,129,510	
INDIANA						
Adams	6,900	6,600	96	7,600	7,200	95
Allen	74,100	71,700	97	77,800	75,340	97
Bartholomew	15,500	15,000	96	16,000	15,440	96
Benton	3,200	3,100	96	3,300	3,140	95
Blackford	4,600	4,400	96	4,800	4,590	96
Brown	8,600	8,400	97	8,800	8,490	97
Brown	2,100	2,000	97	2,100	2,010	96
Carroll	5,200	5,100	97	5,500	5,280	96
Cass	12,100	11,600	95	12,700	12,120	95
Clark	19,200	18,500	96	19,200	18,520	96

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Clay	7,600	7,400	97	8,000	7,660	96
Clinton	9,500	9,200	97	10,100	9,730	96
Crawford	2,300	2,100	91	2,400	2,150	89
Daviess	7,400	7,000	93	8,000	7,380	92
Dearborn	8,600	8,300	97	9,100	8,740	96
Decatur	5,900	5,700	96	6,400	6,070	95
DeKalb	8,400	8,200	97	8,800	8,510	97
Delaware	35,000	34,000	97	35,600	34,520	97
Dubois	7,400	6,900	94	7,900	7,290	92
Elkhart	33,900	32,300	95	34,900	33,250	95
Payette	7,000	6,700	97	7,300	6,990	96
Floyd	16,200	15,700	97	16,300	15,820	97
Fountain	5,900	5,700	96	6,000	5,730	95
Franklin	4,400	4,200	94	4,500	4,170	93
Fulton	5,100	4,900	96	5,500	5,240	95
Gibson	8,700	8,300	95	9,300	8,860	95
Grant	23,300	22,400	96	23,900	22,910	96
Greene	8,100	7,700	95	8,900	8,390	94
Hamilton	13,200	12,900	98	13,400	12,980	97
Hancock	9,600	9,300	97	9,400	9,090	97
Harrison	5,500	5,200	95	5,500	5,180	94
Hendricks	13,500	13,100	98	13,400	12,980	97
Henry	15,300	14,800	97	15,200	14,710	97
Howard	22,900	22,200	97	23,100	22,380	97
Huntington	10,400	10,100	97	10,900	10,570	97
Jackson	9,200	8,900	96	9,400	8,990	96
Jasper	5,200	5,000	96	5,300	5,020	95
Jay	6,600	6,200	95	7,400	6,920	94
Jefferson	6,600	6,300	95	6,900	6,510	94
Jennings	4,400	4,200	95	4,700	4,430	94
Johnson	14,200	14,000	98	14,600	14,260	98
Knox	12,600	12,000	96	13,600	13,020	96
Kosciusko	13,100	12,600	96	13,800	13,210	96
La Grange	4,700	4,200	90	4,900	4,340	89
Lake	159,100	154,600	97	157,000	151,690	97
La Porte	28,600	27,900	98	29,600	28,850	97
Lawrence	11,300	10,800	96	11,400	10,940	96
Madison	40,200	39,200	97	40,700	39,630	97
Marion	226,800	220,100	97	229,800	222,950	97
Marshall	10,400	10,000	96	9,800	9,320	95
Martin	2,800	2,600	95	2,900	2,710	94
Miami	12,100	11,600	96	12,400	11,790	95
Monroe	17,500	16,500	94	18		

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
IOWA—(Continued)						
Dallas	7,800	7,400	95	7,700	7,350	95
Davis	2,800	2,600	93	2,700	2,530	94
Decatur	2,900	2,500	87	3,100	2,740	88
Delaware	5,200	4,900	94	5,300	5,010	94
Des Moines	14,600	13,800	95	14,500	13,880	96
Dickinson	4,000	3,600	91	3,900	3,580	92
Dubuque	22,500	20,800	93	22,400	21,100	94
Emmet	4,000	3,900	98	4,500	3,920	87
Fayette	8,500	8,000	94	8,500	8,090	95
Floyd	6,500	6,100	94	6,500	6,140	94
Franklin	4,600	4,400	96	4,700	4,500	96
Fremont	2,800	2,700	96	3,300	3,180	96
Greene	4,400	4,200	96	4,600	4,430	96
Grundy	4,400	4,200	96	4,500	4,330	96
Guthrie	4,100	3,900	94	4,400	4,150	94
Hamilton	6,300	5,900	95	6,500	6,190	95
Hancock	4,200	4,000	94	4,400	4,160	95
Hardin	7,300	6,900	95	7,500	7,140	95
Harrison	5,000	4,800	94	5,300	5,020	95
Henry	5,300	4,800	90	5,400	4,900	91
Howard	3,800	3,300	88	3,800	3,400	89
Humboldt	4,000	3,700	93	4,000	3,740	94
Ida	3,000	2,900	95	3,200	3,050	95
Iowa	5,000	4,600	94	5,000	4,700	94
Jackson	6,400	5,900	93	6,300	5,890	93
Jasper	11,600	11,100	96	11,600	11,180	96
Jefferson	4,900	4,500	92	4,900	4,550	93
Johnson	16,100	14,700	91	16,100	15,010	93
Jones	6,100	5,900	96	6,000	5,740	96
Keokuk	4,500	4,100	91	4,800	4,410	92
Kossuth	7,100	6,800	95	7,200	6,880	96
Lee	13,500	12,800	95	13,500	12,920	96
Linn	48,100	46,300	96	46,300	44,840	97
Louisa	2,900	2,700	93	3,200	3,000	94
Lucas	3,300	3,000	90	3,500	3,130	89
Lyon	4,100	3,800	92	4,200	3,890	93
Madison	3,900	3,700	96	3,800	3,660	96
Mahaska	7,400	6,900	93	7,400	6,910	93
Marion	7,700	7,200	94	7,700	7,270	94
Marshall	12,300	11,900	97	12,000	11,890	97
Mills	3,500	3,300	95	3,400	3,240	95
Mitchell	4,200	3,900	94	4,200	3,980	95
Monona	3,900	3,700	94	4,300	4,050	94
Monroe	2,900	2,700	93	3,100	2,910	94
Montgomery	4,500	4,200	94	4,800	4,530	94
Muscatine	11,100	10,600	96	11,100	10,690	96
O'Brien	5,800	5,500	96	5,800	5,560	96
Osceola	3,000	2,800	93	3,000	2,800	93
Page	6,200	5,700	93	6,600	6,160	93
Palo Alto	3,900	3,500	89	4,100	3,640	89
Plymouth	6,800	6,500	95	6,800	6,700	96
Pocahontas	3,900	3,600	93	4,100	3,850	94
Polk	92,100	88,300	96	91,500	88,410	97
Pottawattamie	26,800	25,500	95	27,000	25,930	96
Poweshiek	5,700	5,400	95	5,700	5,410	95
Ringgold	2,300	2,100	94	2,400	2,270	94
Sac	5,200	4,800	93	5,300	4,970	94
Scott	38,300	36,800	96	38,900	37,610	97
Shelby	4,400	4,200	96	4,600	4,400	96
Sioux	7,400	6,700	90	7,600	6,890	91
Story	14,700	13,900	94	15,000	14,310	95
Tama	6,700	6,300	94	6,800	6,240	95
Taylor	2,900	2,600	89	3,300	2,970	90
Union	4,200	3,900	93	4,500	4,210	93
Van Buren	3,100	2,800	91	3,000	2,750	92
Wapello	14,300	13,500	95	14,800	14,160	96
Warren	6,800	6,300	93	6,400	6,140	96
Washington	5,900	5,400	91	5,900	5,410	92
Wayne	3,000	2,700	90	3,200	2,900	91
Webster	15,500	14,600	94	15,400	14,720	96
Winnebago	4,000	3,800	95	3,900	3,700	95
Winneshiek	5,900	5,400	92	5,900	5,450	92
Woodbury	33,900	32,400	96	34,000	32,790	96
Worth	2,900	2,700	94	2,900	2,740	95
Wright	6,000	5,700	95	6,100	5,820	95
TOTALS	856,100	808,700	95	863,400	821,620	
KANSAS						
Allen	5,300	4,700	89	6,000	5,400	90
Anderson	2,600	2,300	91	2,900	2,630	91
Atchison	6,000	5,700	95	6,200	5,920	95
Barber	2,900	2,600	90	2,700	2,440	91
Barton	10,200	9,800	96	10,900	10,490	96
Bourbon	5,200	4,800	92	5,800	5,350	92
Brown	4,000	3,700	92	5,100	4,710	92
Butler	12,700	11,900	94	11,900	11,330	95
Chase	1,100	1,000	88	1,300	1,160	89
Chautauqua	1,700	1,600	92	2,100	1,930	92
Cherokee	7,200	6,800	94	7,600	7,190	95
Cheyenne	1,200	1,100	91	1,500	1,360	91
Clark	1,000	1,000	94	1,300	1,220	94
Clay	3,300	2,900	86	3,600	3,070	85
Cloud	4,400	3,800	87	4,700	4,060	86
Coffey	2,500	2,100	86	2,800	2,390	86
Comanche	1,000	900	85	1,000	860	86
Cowley	12,200	11,200	92	12,200	11,440	94
Crawford	13,000	12,100	93	13,100	12,400	95
Decatur	1,600	1,500	91	2,000	1,820	91
Dickinson	7,100	6,500	92	7,700	7,020	91
Doniphan	2,700	2,400	92	3,100	2,870	93
Douglas	13,700	12,500	91	13,400	12,340	92
Edwards	1,400	1,300	93	1,700	1,580	93
Elk	1,400	1,300	87	1,700	1,480	87
Ellis	5,900	5,600	94	6,000	5,680	95
Ellsworth	2,400	2,200	90	2,600	2,330	89
Flinney	5,000	4,600	93	5,300	4,960	94
Ford	6,600	6,200	94	6,700	6,320	94
Franklin	6,400	5,900	92	7,000	6,500	93
Geary	8,600	8,100	94	8,500	7,930	93
Gove	1,200	1,000	86	1,300	1,110	86

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Graham	1,800	1,600	93	1,600	1,480	93
Grant	1,500	1,400	92	1,500	1,390	92
Gray	1,100	1,000	92	1,300	1,210	93
Greeley	600	600	91	600	540	90
Greenwood	3,500	3,100	90	3,700	3,330	90
Hamilton	800	700	87	1,000	860	86
Harper	2,900	2,700	92	3,300	3,060	93
Harvey	8,600	7,900	91	8,100	7,460	92
Haskell	900	800	93	900	840	93
Hodgeman	800	700	88	900	800	89
Jackson	3,100	2,800	91	3,400	3,110	92
Jefferson	3,500	3,200	92	3,500	3,230	92
Jewell	2,100	1,700	83	2,500	2,060	82
Johnson	50,200	49,000	98	51,700	50,550	98
Kearny	800	700	93	900	840	94
Kingman	2,900	2,800	95	3,300	3,150	95
Kiowa	1,500	1,200	85	1,500	1,290	86
Labette	8,300	7,600	92	8,900	8,230	92
Lane	900	900	93	900	830	92
Leavenworth	13,100	12,400	95	12,900	12,360	96
Lincoln	1,600	1,400	86	2,000	1,720	86
Linn	2,500	2,300	91	2,900	2,660	92
Logan	1,200	1,100	87	1,300	1,120	86
Lyon	8,500	7,600	89	8,400	7,440	89
McPherson	7,600	6,700	88	7,700	6,860	89
Marion	4,400	3,900	89	4,700	4,220	90
Marshall	4,800	4,200	89	5,300	4,690	88
Meade	1,600	1,600	98	1,800	1,760	98
Miami	6,000	5,800	96	6,100	5,850	96
Mitchell	2,500	2,200	88	2,900	2,530	87
Montgomery	14,900	13,500	91	15,200	14,090	93
Morris	2,100	1,900	88	2,400	2,150	89
Morton	1,100	900	90	1,100	970	88
Nemaha	3,500	3,200	92	3,900	3,620	93
Neosho	6,100	5,700	92	6,400	5,950	93
Ness	1,400	1,300	92	1,900	1,730	91
Norton	2,400	2,200	91	2,800	2,530	91
Osage	4,300	3,900	92	4,300	3,970	92
Osborne	2,200	1,900	86	2,400	2,060	86
Ottawa	2,200	1,900	86	2,400	2,060	86
Pawnee	2,800	2,600	93	3,000	2,790	93
Phillips	2,500	2,200	85	3,200	2,910	85
Pottawatomie	3,500	3,200	91	4,100	3,360	91
Pratt	3,900	3,700	94	4,100	3,850	94
Rawlins	1,400	1,300	91	1,600	1,440	90
Reno	19,500	18,500	95	19,900	19,090	96
Republic	3,000	2,600	89	3,300	2,930	89
Rice	4,100	3,900	95	4,400	4,180	95
Riley	11,900	10,700	90	11,400	10,420	91
Rooks	3,000	2,800	93	2,800	2,590	93
Rush	1,700	1,500	93	1,900	1,770	93
Russell	3,200</					

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Garrard	2,800	2,300	81	3,000	2,560	85
Grant	2,600	2,300	87	2,900	2,650	91
Graves	9,800	8,800	90	9,700	9,040	93
Grayson	4,600	3,600	80	4,300	3,620	84
Green	3,500	2,800	80	3,400	2,870	84
Greenup	8,700	7,900	91	8,000	7,500	94
Hancock	1,500	1,200	82	1,700	1,490	88
Hardin	15,700	14,300	91	14,900	14,170	95
Harlan	10,700	8,500	79	10,500	9,120	87
Harrison	4,500	4,000	88	4,300	3,940	92
Hart	4,200	3,600	86	3,900	3,470	89
Henderson	10,800	9,500	88	10,400	9,740	94
Henry	3,500	3,000	86	3,400	3,090	91
Hickman	1,800	1,600	88	1,900	1,740	92
Hopkins	12,200	10,300	85	11,900	10,730	90
Jackson	2,400	1,400	57	2,500	1,630	65
Jefferson	191,200	180,100	94	195,100	188,600	97
Jessamine	4,100	3,200	79	3,800	3,190	84
Johnson	4,900	4,000	82	4,600	4,040	88
Kenton	40,000	38,400	96	37,800	36,860	98
Knott	3,600	2,300	64	3,600	2,610	73
Knox	5,900	4,200	72	6,100	5,000	82
Larue	3,400	2,900	87	3,100	2,790	90
Laurel	6,700	5,100	76	6,600	5,270	80
Lawrence	2,900	2,500	86	3,100	2,800	90
Lee	1,700	1,000	59	1,800	1,220	68
Leslie	1,800	1,000	54	2,100	1,320	63
Letcher	6,200	4,500	72	6,500	5,330	82
Lewis	3,600	2,800	80	3,500	2,940	84
Lincoln	4,400	3,400	77	4,400	3,620	82
Livingston	2,200	1,900	86	2,400	2,170	91
Logan	6,400	5,500	87	6,200	5,650	91
Lyon	1,300	1,000	82	1,500	1,300	86
McCracken	20,300	18,600	92	19,200	18,160	95
McCreary	2,500	1,700	69	2,700	2,060	76
McLean	3,000	2,600	87	2,800	2,520	90
Madison	9,900	7,700	78	10,300	8,850	86
Magoffin	2,400	1,700	73	2,300	1,820	79
Marion	4,100	3,700	89	4,200	3,890	93
Marshall	5,900	5,400	91	5,700	5,360	94
Martin	2,100	1,500	73	2,100	1,730	82
Mason	5,700	4,900	87	5,600	5,100	91
Meade	6,300	5,900	94	5,600	5,350	95
Menifee	900	700	74	1,100	870	79
Mercer	4,800	4,000	85	4,700	4,140	88
Metcalfe	2,400	2,000	81	2,300	1,970	86
Monroe	3,100	2,700	86	3,100	2,760	89
Montgomery	4,300	3,200	75	4,000	3,230	81
Morgan	2,600	1,900	75	2,700	2,170	80
Muhlenberg	7,600	6,500	87	7,500	6,850	91
Nelson	5,900	5,300	89	5,400	5,010	93
Nicholas	1,900	1,500	79	1,900	1,640	86
Ohio	5,000	4,200	84	4,900	4,290	88
Oldham	3,600	3,300	92	3,100	2,930	95
Owen	2,200	1,800	83	2,400	2,120	88
Owsley	1,100	500	50	1,200	720	60
Pendleton	3,300	3,100	93	3,000	2,850	95
Perry	6,900	4,800	69	7,100	5,710	80
Pike	15,300	12,400	81	15,200	13,360	88
Powell	1,800	1,100	61	1,700	1,160	68
Pulaski	9,400	6,600	70	9,500	7,710	81
Robertson	800	700	88	800	730	91
Rockcastle	3,100	2,000	64	3,100	2,200	71
Rowan	3,400	2,700	80	3,400	2,880	85
Russell	2,800	2,100	76	2,800	2,280	81
Scott	4,800	4,100	85	4,700	4,230	90
Shelby	5,800	5,200	90	6,000	5,610	94
Simpson	3,600	3,200	87	3,700	3,380	91
Spencer	1,600	1,400	90	1,600	1,490	93
Taylor	5,300	4,300	81	4,900	4,180	85
Todd	3,100	2,700	86	3,300	2,990	91
Trigg	2,600	2,300	87	2,500	2,240	90
Trimble	1,400	1,300	89	1,400	1,300	93
Union	4,300	3,700	87	4,200	3,760	89
Warren	14,400	12,600	87	14,500	13,300	92
Washington	2,800	2,500	88	2,900	2,660	92
Wayne	3,700	2,200	60	3,800	2,580	68
Webster	4,700	3,800	81	4,500	3,840	85
Whitley	6,400	5,200	80	6,800	5,750	85
Wolfe	1,400	900	64	1,500	1,080	72
Woodford	3,800	3,200	84	3,500	3,140	90
TOTALS	885,400	770,500	87	876,300	797,660	
LOUISIANA						
Acadia	13,800	12,400	90	14,000	12,420	89
Allen	5,600	4,800	87	5,600	4,690	84
Ascension	7,800	6,800	87	8,000	6,690	84
Assumption	4,500	3,900	86	4,500	3,690	82
Ayoelles	10,300	9,000	87	10,500	9,020	86
Beauregard	5,500	4,600	85	5,600	4,510	81
Bienville	4,200	3,600	86	4,400	3,620	82
Bossier	17,700	16,400	93	17,400	16,130	93
Caddo	73,900	68,500	93	72,300	66,950	93
Caldcasieu	46,400	43,500	94	46,400	43,380	93
Caldwell	2,200	1,900	85	2,300	1,880	82
Cameron	1,900	1,700	90	2,000	1,740	87
Catahoula	2,800	2,200	79	3,100	2,290	74
Clalborne	4,800	4,100	85	5,000	4,060	81
Concordia	6,300	5,100	81	6,300	4,840	77
De Soto	6,700	5,600	84	6,700	5,500	82
East						
Baton Rouge	69,000	64,900	94	70,700	66,280	94
East Carroll	3,400	2,700	80	3,400	2,550	75
East Feliciana	3,600	2,900	81	3,700	2,830	76
Evangeline	8,800	7,300	83	8,800	7,130	81
Franklin	6,100	5,300	87	6,100	5,230	86
Grant	3,600	3,000	86	3,800	3,130	82
Iberia	15,100	13,900	92	15,100	13,700	91
Iberville	7,900	7,000	88	8,100	6,900	85
Jackson	4,600	4,100	89	4,700	4,020	85
Jefferson	70,000	67,200	96	68,200	65,090	95
Jefferson Davis	8,500	7,600	90	8,700	7,590	87
Lafayette	25,500	23,700	93	25,100	23,060	92
Lafourche	15,700	14,600	93	16,100	14,900	93

(Continued on next page)



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are watching ...
... and they watch
KSLA-TV the most!***

TOTAL WEEKLY HOURS VIEWED*

KSLA-TV	38%
Sta. A	29%
Sta. B	33%

KSLA-TV has 38% of 10,662,400 home-hours-viewed weekly . . . in more than 300,000 homes in 50 counties of 4 states!

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TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
LOUISIANA—(Continued)						
La Salle	3,900	3,400	86	3,900	3,220	83
Lincoln	7,400	6,900	93	7,600	6,870	90
Livingston	6,000	7,000	88	8,000	6,780	85
Madison	4,200	3,400	81	4,300	3,280	76
Morehouse	9,200	8,100	88	9,200	8,000	87
Natchitoches	8,900	7,000	79	9,000	6,980	78
Orleans	202,000	188,400	93	202,400	187,810	93
Ouachita	32,700	30,500	93	33,200	30,830	93
Plaquemines	6,600	6,100	93	6,700	6,110	91
Pointe Coupee	5,600	4,800	86	5,600	4,600	82
Rapides	32,200	29,800	93	32,900	30,410	92
Red River	2,400	1,900	81	2,500	1,970	79
Richland	5,600	4,900	87	5,800	4,920	85
Sabine	4,700	3,700	79	4,900	3,600	74
St. Bernard	10,500	10,300	98	10,200	9,920	97
St. Charles	6,300	5,900	93	6,300	5,790	92
St. Helena	2,100	1,700	80	2,200	1,660	76
St. James	4,400	3,900	89	4,400	3,860	88
St. John the Baptist	4,800	4,300	89	4,900	4,290	87
St. Landry	20,400	17,400	85	20,700	17,320	84
St. Martin	7,400	6,700	91	7,400	6,520	88
St. Mary	14,200	13,100	92	14,500	13,230	91
St. Tammany	12,000	11,100	92	12,100	11,010	91
Tangipahoa	16,900	14,800	88	16,900	14,820	88
Tensas	2,800	2,200	79	2,900	2,140	74
Terrebonne	16,800	15,500	92	17,200	15,780	92
Union	4,700	4,200	91	4,800	4,220	88
Vermilion	11,600	10,700	92	11,600	10,520	91
Vernon	5,200	4,300	84	5,300	4,240	80
Washington	13,000	11,300	87	13,200	11,480	87
Webster	12,300	10,900	89	12,300	10,960	89
West Baton Rouge	4,000	3,600	89	4,100	3,530	86
West Carroll	3,300	2,800	86	3,500	2,950	84
West Feliciana	2,300	1,900	83	2,300	1,810	79
Winn	4,500	3,800	84	4,700	3,780	80
TOTALS	969,100	884,600	91	974,100	879,030	
MAINE						
Androscoggin	27,100	26,100	97	26,900	25,880	96
Aroostook	27,700	26,100	94	26,700	24,690	92
Cumberland	58,300	56,300	97	57,000	54,820	96
Franklin	5,900	5,500	92	5,600	5,040	90
Hancock	10,500	10,100	96	10,200	9,730	95
Kennebec	27,000	25,800	95	26,200	24,840	95
Knox	9,300	8,700	94	9,200	8,430	92
Lincoln	6,000	5,700	95	5,800	5,440	94
Oxford	13,100	12,600	96	12,800	12,240	96
Penobscot	37,800	36,300	96	36,800	35,150	96
Piscataquis	5,200	5,000	96	5,000	4,710	94
Sagadahoc	7,300	6,900	95	7,100	6,640	93
Somerset	11,700	11,100	95	11,600	10,880	94
Waldo	6,800	6,400	94	6,800	6,300	93
Washington	10,000	9,300	93	9,700	8,970	92
York	31,200	30,300	97	30,800	29,770	97
TOTALS	294,900	282,200	96	288,200	273,530	
MARYLAND						
Allegany	25,400	23,900	94	26,400	24,680	93
Anne Arundel	64,200	62,200	97	62,800	60,510	96
Baltimore	452,500	438,200	97	423,500	415,370	98
Calvert	4,400	4,100	92	4,600	4,140	90
Caroline	6,300	5,800	92	5,900	5,270	89
Carroll	15,800	15,100	97	15,700	15,110	96
Cecil	14,200	13,700	96	14,200	13,630	96
Charles	8,900	8,300	93	8,900	8,130	91
Dorchester	9,400	8,600	91	9,500	8,470	89
Frederick	21,800	20,800	96	22,200	21,100	95
Garrett	5,300	4,700	89	6,100	5,150	84
Harford	24,000	23,100	96	24,200	23,180	96
Howard	11,400	11,000	97	12,200	11,690	96
Kent	5,000	4,700	94	5,500	5,090	93
Montgomery	116,800	113,800	97	114,600	111,210	97
Prince Georges	116,800	113,900	98	128,000	124,580	97
Queen Annes	5,400	5,000	93	5,200	4,720	91
St. Marys	10,200	9,700	95	10,300	9,620	93
Somerset	5,600	4,900	88	5,800	4,850	84
Talbot	7,200	6,700	94	8,300	7,710	93
Washington	29,400	27,800	95	30,500	28,680	94
Wicomico	16,400	15,400	94	16,300	15,140	93
Worcester	7,400	6,500	89	7,500	6,290	84
TOTALS	983,400	947,900	96	968,200	934,320	
MASSACHUSETTS						
Barnstable	25,400	24,400	96	26,000	24,820	95
Berkshire	44,400	42,700	96	44,500	42,530	96
Bristol	127,200	124,000	97	128,300	124,690	97
Dukes	2,100	1,900	91	2,000	1,770	88
Essex	186,500	181,800	97	183,900	178,570	97
Franklin	17,300	16,100	93	17,200	15,870	92
Hampden	138,000	133,400	97	138,800	133,500	96
Hampshire	29,300	27,900	95	29,300	27,680	94
Middlesex	374,800	365,100	97	376,900	365,590	97
Nantucket	1,200	1,100	93	1,200	1,090	91
Norfolk	159,500	156,100	98	161,400	157,460	98
Plymouth	81,100	78,800	97	83,100	80,500	97
Suffolk	247,500	234,700	95	235,700	221,440	94
Worcester	177,900	172,400	97	179,000	172,750	97
TOTALS	1,612,200	1,560,400	97	1,607,300	1,548,260	
MICHIGAN						
Alcona	2,000	1,800	92	1,800	1,640	91
Alger	2,300	2,200	95	2,500	2,320	93
Allegan	17,000	16,800	97	16,800	16,130	96
Alpena	8,500	7,800	92	8,300	7,350	89
Antrim	2,700	2,600	96	3,200	3,030	95
Arenac	2,900	2,800	96	2,800	2,650	95

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Baraga	1,700	1,600	95	2,100	1,960	93
Barry	9,900	9,600	97	8,800	8,490	97
Bay	32,500	31,700	98	31,400	30,620	98
Benzle	2,000	1,900	94	2,500	2,330	93
Berrien	47,400	45,600	96	47,800	46,030	96
Branch	9,900	9,600	97	10,000	9,670	97
Calhoun	43,600	42,600	98	43,900	42,830	98
Cass	11,500	11,100	97	11,300	10,860	96
Charlevoix	3,600	3,400	96	4,200	3,950	94
Cheboygan	4,000	3,700	93	4,000	3,600	90
Chippewa	9,000	8,500	95	10,400	9,630	93
Clare	3,500	3,300	95	3,800	3,570	94
Clinton	10,700	10,500	98	12,000	11,720	98
Crawford	1,500	1,400	93	1,500	1,380	92
Delta	9,600	9,100	95	10,000	9,420	94
Dickinson	6,900	6,700	97	7,700	7,410	96
Eaton	14,900	14,600	98	15,400	15,010	97
Emmet	4,200	3,900	94	4,800	4,400	92
Genesee	116,400	113,900	98	117,000	114,390	98
Gladwin	3,200	3,000	95	3,100	2,920	94
Gogebic	7,000	6,600	95	7,200	6,680	93
Grand Traverse	9,300	8,800	95	9,900	9,340	94
Gratiot	10,600	10,200	96	10,800	10,400	96
Hillsdale	10,300	9,800	95	10,100	9,630	95
Houghton	9,700	9,000	93	10,500	9,630	92
Huron	9,200	8,700	95	9,700	9,250	95
Ingham	63,200	61,300	97	66,100	64,110	97
Ionia	11,600	11,300	98	12,100	11,810	98
Iosco	5,400	5,300	97	6,900	6,660	96
Iron	4,800	4,600	96	5,200	4,910	94
Isabella	9,100	8,700	96	9,000	8,530	95
Jackson	39,900	38,900	98	39,100	38,130	98
Kalamazoo	52,400	50,900	97	51,500	50,000	97
Kalkaska	1,100	1,000	94	1,300	1,210	93
Kent	112,900	109,100	97	114,600	110,780	97
Keweenaw	700	600	95	800	750	93
Lake	1,800	1,700	93	1,800	1,650	92
Lapeer	11,100	10,800	98	11,400	11,110	97
Leelanau	2,700	2,600	95	2,900	2,730	94
Lenawee	22,900	22,200	97	22,200	21,520	97
Livingston	11,800	11,600	98	11,800	11,290	97
Luce	1,600	1,500	93	1,600	1,440	90
Mackinac	3,000	2,800	95	3,000	2,770	92
Macomb	134,600	133,000	99	136,300	134,380	99
Manistee	5,700	5,500	96	6,100	5,790	95
Marquette	16,000	15,500	97	17,200	16,620	97
Mason	6,600	6,100	93	6,800	6,220	91
Mecosta	5,600	5,400	96	5,900	5,590	95
Menominee	6,600	6,400	97	7,100	6,810	96
Midland	15,100	14,800	98	15,100	14,780	98
Missaukee	1,800	1,700	93	1,800	1,650	92
Monroe	29,600	29,000	98	30,400	29,730	98
Montcalm	11,100	10,700	97	11,700	11,310	97
Montmorency	1,400	1,400	91	1,300	1,140	88
Muskegon	45,400	44,100				

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Lake	4,700	4,500	95	4,500	4,280	95
Lake of the Woods	1,000	700	64	1,300	800	62
Le Sueur	5,800	5,400	94	6,100	5,730	94
Lincoln	2,900	2,600	91	2,800	2,570	92
Lyon	6,300	5,600	89	6,500	5,770	89
McLeod	7,300	6,900	95	7,600	7,220	95
Mahnomen	1,300	1,200	89	1,700	1,510	89
Marshall	3,600	3,200	89	4,000	3,550	89
Martin	8,300	7,700	93	8,100	7,560	93
Meeker	5,300	4,900	92	5,600	5,190	93
Millie Lacs	4,000	3,700	92	4,400	4,030	92
Morrison	6,800	6,000	89	7,300	6,430	88
Mower	14,400	13,700	96	14,200	13,690	96
Murray	3,700	3,500	94	3,900	3,670	94
Nicollet	5,700	5,300	93	5,700	5,350	94
Nobles	6,600	6,300	95	6,700	6,390	95
Norman	3,000	2,700	89	3,300	2,930	89
Olmsted	20,600	19,600	95	20,100	19,320	96
Otter Tail	13,200	11,700	89	14,400	13,020	90
Pennington	3,700	3,200	87	3,700	3,190	86
Pine	4,500	4,000	89	4,900	4,430	90
Pipestone	3,900	3,700	94	4,100	3,850	94
Polk	10,200	9,400	92	10,800	10,020	93
Pope	3,300	2,900	87	3,500	3,030	87
Ramsey	132,900	127,300	96	131,100	126,390	96
Red Lake	1,300	1,200	91	1,500	1,360	91
Redwood	6,200	5,300	86	6,200	5,430	88
Renville	6,200	5,600	89	6,900	6,220	90
Rice	9,900	9,300	94	10,200	9,690	95
Rock	3,400	3,200	96	3,300	3,180	96
Roseau	3,000	2,100	71	3,400	2,380	70
St. Louis	74,600	70,300	94	73,400	70,050	95
Scott	6,100	5,900	97	7,000	6,800	97
Sherburne	3,400	3,200	94	3,700	3,490	94
Sibley	4,500	4,200	94	4,600	4,330	94
Stearns	19,800	18,200	92	20,800	19,540	94
Steele	7,800	7,400	95	8,000	7,620	95
Stevens	3,100	2,800	92	3,200	2,960	92
Swift	3,900	3,500	90	4,200	3,820	91
Todd	6,000	5,200	86	6,800	5,840	86
Traverse	1,900	1,800	92	2,200	2,040	93
Wabasha	4,700	4,500	94	5,000	4,710	94
Wadena	3,300	2,700	82	3,600	2,910	81
Waseca	4,900	4,600	94	5,000	4,720	94
Washington	15,700	15,200	97	17,800	17,290	97
Watsonwan	4,100	3,700	90	4,200	3,830	91
Wilkin	2,900	2,700	95	3,000	2,860	95
Winona	11,700	10,700	92	12,500	11,570	93
Wright	8,500	7,900	93	9,100	8,530	94
Yellow Medicine	4,200	3,500	82	4,600	3,840	83
TOTALS	1,030,300	964,500	94	1,047,700	986,250	

MISSISSIPPI

Adams	11,900	9,200	78	10,400	8,450	81
Alcorn	7,800	6,200	80	7,600	6,280	83
Amite	3,600	2,600	72	3,700	2,700	73
Attala	5,400	3,900	73	5,500	4,090	74
Benton	1,900	1,400	76	1,800	1,430	79
Bolivar	13,300	8,400	63	12,900	8,950	69
Calhoun	4,400	3,400	77	4,200	3,370	80
Carroll	2,400	1,400	60	2,400	1,500	63
Chickasaw	4,600	3,500	76	4,400	3,490	79
Choctaw	2,000	1,400	71	2,000	1,430	71
Claiborne	2,800	1,900	67	2,400	1,660	69
Clarke	4,400	3,500	80	4,300	3,460	80
Clay	5,600	4,400	78	5,300	4,290	81
Coahoma	12,600	8,700	69	11,900	8,800	74
Copiah	7,300	5,700	79	6,800	5,590	82
Covington	3,400	2,600	77	3,400	2,710	80
De Soto	6,100	4,500	75	5,700	4,470	78
Forrest	17,000	14,900	88	16,000	14,300	89
Franklin	2,600	1,800	70	2,400	1,720	72
George	3,200	2,800	89	2,800	2,500	89
Greene	2,300	1,600	71	2,000	1,460	73
Grenada	5,400	3,900	74	5,100	3,820	75
Hancock	4,500	3,800	84	4,500	3,860	86
Harrison	36,300	32,600	90	36,100	33,250	92
Hinds	59,600	53,400	90	57,800	53,140	92
Holmes	6,500	4,400	69	6,200	4,600	74
Humphreys	4,300	3,100	71	4,200	3,050	73
Issaquena	600	400	64	600	390	66
Itawamba	4,300	3,400	81	4,100	3,420	83
Jackson	18,700	16,600	89	18,800	17,120	91
Jasper	4,200	3,400	81	4,100	3,350	82
Jefferson	2,700	1,600	59	2,400	1,490	62
Jefferson Davis	3,300	2,300	70	3,100	2,230	72
Jones	17,600	15,500	88	16,100	14,440	90
Kemper	2,700	1,900	70	2,600	1,870	72
Lafayette	5,400	4,300	80	5,000	4,030	81
Lamar	4,100	3,300	82	3,900	3,280	84
Lauderdale	21,200	18,600	88	20,300	18,390	91
Lawrence	2,400	1,800	74	2,400	1,810	75
Leake	4,800	3,900	81	4,300	3,500	81
Lee	13,100	10,900	83	12,200	10,470	86
Leflore	12,500	8,900	71	12,000	9,140	76
Lincoln	7,900	6,300	79	7,100	5,700	80
Lowndes	14,100	12,100	85	13,400	11,740	88
Madison	8,100	6,100	75	7,500	5,930	79
Marion	6,700	5,100	76	5,600	4,300	77
Marshall	5,700	4,300	75	5,200	3,980	77
Monroe	9,800	8,100	82	9,200	7,820	85
Montgomery	3,700	2,600	69	3,500	2,480	71
Neshoba	5,500	4,400	82	5,200	4,270	82
Newton	5,300	4,400	82	5,000	4,130	83
Noxubee	3,900	2,500	63	3,900	2,680	69
Oktibbeha	6,800	4,900	72	6,600	5,030	76
Panola	7,500	5,900	79	7,000	5,900	84
Pearl River	6,700	5,600	83	6,700	5,710	85
Perry	2,400	1,800	78	2,300	1,860	81
Pike	10,600	8,100	77	9,700	7,840	81
Pontotoc	5,000	4,000	80	4,900	4,060	83
Prentiss	5,200	4,200	82	5,100	4,290	84
Quitman	4,700	3,400	72	4,600	3,380	73

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Rankin	8,900	7,500	84	8,300	7,010	84
Scott	5,900	4,800	81	5,600	4,600	82
Sharkey	2,500	1,800	70	2,400	1,710	71
Simpson	5,500	4,600	83	5,100	4,260	84
Smith	3,600	2,800	78	3,500	2,760	79
Stone	2,200	1,800	82	1,800	1,510	84
Sunflower	10,000	6,300	63	9,600	6,700	70
Tallahatchie	5,500	3,500	64	5,100	3,600	71
Tate	4,600	3,500	77	4,500	3,630	81
Tippah	4,200	3,500	84	4,000	3,420	86
Tishomingo	4,100	3,100	75	4,100	3,220	79
Tunica	3,700	2,600	70	3,700	2,660	72
Union	5,700	5,000	89	5,400	4,850	90
Walthall	3,400	2,500	73	3,200	2,380	74
Warren	13,800	11,100	81	13,000	10,880	84
Washington	22,900	17,100	75	20,600	16,270	79
Wayne	4,400	3,300	75	4,000	3,060	76
Webster	3,000	2,200	73	2,700	2,080	77
Wilkinson	3,300	2,100	64	3,100	2,050	66
Winston	4,900	3,700	75	4,800	3,750	78
Yalobusha	3,100	2,200	71	3,100	2,240	72
Yazoo	8,300	6,300	76	8,000	6,400	80
TOTALS	611,900	486,900	80	581,800	479,440	

MISSOURI

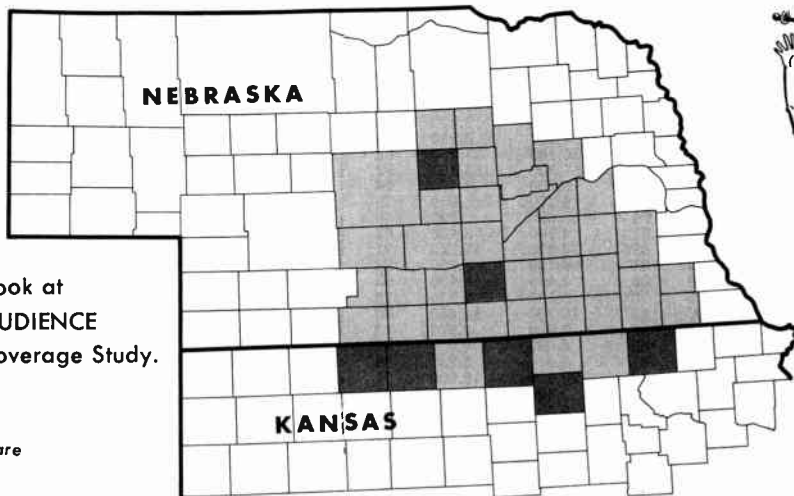
Adair	6,500	6,100	93	6,800	6,290	92
Andrew	3,600	3,400	94	3,500	3,290	94
Atchison	2,600	2,400	93	2,800	2,620	93
Audrain	8,500	7,900	94	8,800	8,290	94
Barry	5,700	5,100	90	5,800	5,170	89
Barton	3,500	3,200	91	3,700	3,350	91
Bates	5,200	4,600	89	5,500	4,930	90
Benton	3,100	2,600	85	3,100	2,670	86
Bollinger	2,400	2,100	86	2,600	2,270	87
Boone	16,700	15,400	92	17,900	16,780	94
Buchanan	30,100	28,000	93	29,100	27,540	95
Butler	10,200	8,800	86	10,700	9,390	88
Caldwell	2,800	2,600	94	3,100	2,920	94
Callaway	6,400	5,900	93	6,500	6,060	93
Camden	3,400	3,000	88	3,300	2,930	89
Cape Girardeau	13,400	12,400	93	13,800	12,990	94
Carroll	4,300	3,900	91	4,400	4,040	92
Cass	1,200	800	71	1,200	840	70
Cass	10,400	9,800	95	10,600	10,060	95
Chariton	2,900	2,600	88	3,100	2,710	88
Christian	3,800	3,300	87	3,900	3,380	87
Clark	4,000	3,600	92	4,000	3,690	92
Clay</						

TV Households

County State and	American Research Bureau			A. C. Nielsen Co.		
	Households Total	Number TV Households	%	Total Households	TV Households Number	%
Pulaski	10,300	9,200	90	9,800	8,880	91
Putnam	2,000	1,900	95	2,200	2,080	95
Ralls	2,300	2,200	94	2,500	2,370	95
Randolph	7,600	7,000	92	7,800	7,230	93
Ray	5,400	5,000	93	5,400	5,080	94
Reynolds	1,200	900	78	1,400	1,090	78
Ripley	2,500	1,800	74	2,600	1,900	73
St. Charles	20,300	19,400	96	18,900	18,230	96
St. Clair	2,500	2,200	85	2,600	2,260	87
St. Francois	11,100	10,200	92	11,200	10,540	94
St. Louis	478,600	451,900	94	470,800	458,370	97
Ste. Genevieve	3,300	3,100	93	3,400	3,170	93
Saline	7,600	6,900	91	8,100	7,470	92
Schuyler	1,500	1,300	87	1,600	1,380	86
Scotland	2,000	1,800	93	2,100	1,960	93
Scott	9,500	8,800	93	9,600	9,050	94
Shannon	1,900	1,400	71	2,000	1,380	69
Shelby	3,000	2,800	91	3,000	2,750	92
Stoddard	8,000	7,300	91	8,200	7,630	93
Stone	2,200	1,800	84	2,400	2,060	86
Sullivan	2,600	2,300	91	2,600	2,360	91
Taney	3,400	3,100	91	3,400	3,120	92
Texas	5,100	4,200	82	5,400	4,390	81
Vernon	6,000	5,300	89	6,400	5,750	90
Warren	3,000	2,600	90	2,900	2,630	91
Washington	3,900	3,500	89	4,000	3,550	89
Wayne	2,500	2,100	84	2,600	2,230	86
Webster	4,300	3,800	88	4,200	3,750	89
Worth	1,100	1,000	94	1,200	1,140	95
Wright	4,200	3,600	84	4,400	3,670	83
TOTALS	1,403,000	1,300,400	93	1,413,400	1,332,760	
MONTANA						
Beaverhead	2,400	2,000	85	2,400	1,890	79
Big Horn	2,500	2,100	86	2,600	2,110	81
Blaine	2,300	1,900	82	2,300	1,740	76
Broadwater	900	800	88	800	660	83
Carbon	2,400	2,200	91	2,500	2,210	89
Carter	700	500	82	800	600	75
Cascade	25,600	24,400	95	25,800	24,400	95
Chouteau	2,300	2,100	93	2,200	2,000	91
Custer	4,300	3,700	86	4,400	3,540	80
Daniels	1,200	1,100	90	1,100	940	86
Dawson	4,000	3,600	90	3,900	3,430	88
Deer Lodge	5,300	5,100	95	5,200	4,830	93
Fallon	1,200	1,000	88	1,300	1,090	84
Fergus	4,200	3,600	87	4,400	3,610	82
Flathead	10,700	9,800	92	10,500	9,510	91
Gallatin	8,600	7,800	91	8,400	7,320	87

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Garfield	500	400	71	600	360	60
Glacier	3,300	2,900	87	3,500	2,970	85
Golden Valley	400	300	85	400	320	80
Granite	1,000	900	93	1,000	900	90
Hill	6,000	5,600	93	5,900	5,290	90
Jefferson	1,100	1,000	90	1,100	940	86
Judith Basin	1,000	900	87	900	740	83
Lake	3,700	3,400	92	4,000	3,610	90
Lewis & Clark	9,700	8,800	91	9,700	8,500	88
Liberty	900	800	93	700	630	90
Lincoln	4,200	3,700	89	4,200	3,680	88
McCone	1,000	900	87	900	760	84
Madison	1,400	1,300	95	1,600	1,480	92
Meagher	900	800	85	900	710	79
Mineral	1,000	900	93	1,100	990	90
Missoula	15,300	14,000	91	15,000	13,550	90
Musselshell	1,200	1,100	88	1,500	1,240	83
Park	4,600	4,200	91	4,500	3,950	88
Petroleum	300	200	83	300	230	78
Phillips	1,800	1,400	82	1,800	1,350	75
Pondera	2,400	2,200	93	2,300	2,100	91
Powder River	600	500	77	700	480	69
Powell	2,100	1,900	90	2,100	1,800	86
Prairie	800	600	78	700	530	76
Ravalli	3,800	3,500	92	4,000	3,520	88
Richland	3,000	2,800	91	3,100	2,790	90
Roosevelt	3,400	3,100	92	3,400	3,090	91
Rosebud	1,700	1,400	84	1,700	1,330	78
Sanders	2,200	1,800	83	2,300	1,780	77
Sheridan	2,000	1,800	93	2,000	1,840	92
Silver Bow	15,500	14,600	94	15,200	14,310	94
Stillwater	1,800	1,700	96	1,700	1,600	94
Steele	1,000	800	83	1,100	850	78
Teton	2,000	1,900	93	2,100	1,930	92
Toole	2,400	2,200	93	2,400	2,170	90
Treasure	400	300	86	400	330	82
Valley	5,500	4,700	87	6,300	5,150	82
Wheatland	1,000	800	88	800	670	83
Wibaux	400	300	91	500	450	89
Yellowstone	26,800	25,700	96	26,300	25,160	96
TOTALS	216,700	197,800	92	217,300	193,960	
NEBRASKA						
Adams	9,300	8,800	95	9,300	8,840	95
Antelope	2,900	2,500	88	3,000	2,610	87
Arthur	200	200	89	200	180	90
Banner	400	300	94	400	380	96
Blaine	300	200	75	300	220	75
Boone	2,600	2,400	92	2,500	2,300	92
Box Butte	3,600	3,300	92	3,600	3,330	93
Boyd	1,400	1,200	88	1,400	1,220	87
Brown	1,300	1,100	84	1,400	1,160	83
Buffalo	8,500	8,000	94	8,200	7,770	95
Burt	3,000	2,900	96	3,100	2,970	96

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 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WTVT-FM CADILLAC

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 Avery-Knodel, Inc., Exclusive National Representative

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Butler	3,100	2,800	91	3,100	2,830	91
Cass	5,800	5,600	96	5,700	5,450	96
Cedar	3,700	3,500	94	3,600	3,410	95
Chase	1,300	1,200	94	1,300	1,220	94
Cherry	2,500	2,200	90	2,500	2,270	91
Cheyenne	4,900	4,400	91	4,800	4,390	91
Clay	2,900	2,900	98	2,900	2,840	98
Colfax	3,200	2,900	90	3,200	2,920	91
Cuming	3,700	3,400	93	3,600	3,350	93
Custer	4,800	4,200	89	4,800	4,230	88
Dakota	4,000	3,800	97	3,700	3,590	97
Dawes	3,000	2,600	87	3,000	2,570	86
Dawson	6,300	5,900	94	6,000	5,650	94
Deuel	1,000	1,000	93	1,000	920	92
Dixon	2,200	2,100	96	2,200	2,110	96
Dodge	11,700	11,200	96	11,600	11,180	96
Douglas	116,500	111,100	95	117,800	113,380	96
Dundy	1,000	900	90	900	820	91
Fillmore	3,100	2,900	94	3,100	2,930	94
Franklin	1,500	1,400	94	1,700	1,600	94
Frontier	1,100	1,000	93	1,300	1,220	94
Furnas	2,200	2,000	89	2,400	2,160	90
Gage	8,300	7,700	93	8,200	7,700	94
Garden	1,000	800	82	1,000	840	84
Garfield	900	800	88	800	700	88
Gosper	800	700	96	800	770	96
Grant	300	300	78	300	240	81
Greeley	1,100	900	86	1,100	940	86
Hall	12,500	11,800	95	12,000	11,500	96
Hamilton	2,800	2,600	95	2,700	2,570	95
Harlan	1,300	1,200	94	1,400	1,310	94
Hayes	600	500	92	600	550	92
Hitchcock	1,300	1,200	95	1,500	1,420	95
Holt	4,200	3,400	82	3,900	3,130	80
Hooker	400	300	98	400	400	100
Howard	1,800	1,700	92	2,000	1,830	92
Jefferson	3,600	3,300	92	3,500	3,250	93
Johnson	1,900	1,800	92	1,900	1,760	93
Kearney	2,100	2,000	98	2,100	2,050	98
Keith	2,500	2,400	95	2,600	2,480	95
Keya Paha	500	500	90	500	460	92
Kimball	2,900	2,800	97	2,800	2,720	97
Knox	3,900	3,300	85	3,800	3,220	85
Lancaster	55,000	52,300	95	53,500	51,450	96
Lincoln	9,400	8,800	94	9,200	8,640	94
Logan	300	300	83	300	250	83
Loup	300	300	91	300	270	92
McPherson	200	200	82	200	160	80
Madison	8,300	7,500	90	8,000	7,280	91
Merrick	2,700	2,500	92	2,700	2,480	92
Morrill	2,000	1,700	88	1,900	1,680	89
Nance	1,600	1,500	91	1,600	1,440	90
Nemaha	2,600	2,400	92	2,700	2,490	92
Nuckolls	2,500	2,300	90	2,500	2,280	91
Otoe	5,500	5,200	94	5,400	5,120	95
Pawnee	1,400	1,300	87	1,600	1,420	88
Perkins	1,200	1,100	98	1,200	1,170	98
Phelps	3,400	3,200	97	3,300	3,190	97
Pierce	2,600	2,500	93	2,500	2,320	93
Platte	7,700	7,300	95	7,500	7,120	95
Polk	2,000	1,900	97	2,200	2,130	97
Red Willow	4,500	4,200	94	4,400	4,140	94
Richardson	4,200	3,800	92	4,100	3,810	93
Rock	800	700	89	800	700	88
Saline	4,200	4,000	94	4,100	3,850	94
Sarpy	9,800	9,600	98	9,700	9,520	98
Saunders	5,700	5,400	95	5,400	5,140	95
Scotts Bluff	10,600	9,800	92	10,200	9,440	93
Seward	4,300	3,900	90	4,100	3,740	91
Sheridan	2,700	2,500	91	2,700	2,470	91
Sherman	1,500	1,400	90	1,500	1,350	90
Sioux	800	700	89	800	720	90
Stanton	1,700	1,600	90	1,600	1,450	91
Thayer	2,900	2,600	93	2,800	2,610	93
Thomas	400	300	76	300	230	76
Thurston	1,700	1,600	92	1,800	1,660	92
Valley	2,100	1,800	87	1,900	1,640	86
Washington	3,900	3,800	97	3,700	3,600	97
Wayne	3,000	2,900	97	2,900	2,810	97
Webster	1,700	1,600	95	1,900	1,800	95
Wheeler	400	300	85	400	340	86
York	4,500	4,100	91	4,500	4,110	91
TOTALS	457,800	428,800	94	453,700	427,880	

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
NEVADA						
Churchill	3,100	3,000	95	2,900	2,680	92
Clark	84,700	80,800	95	71,500	67,190	94
Douglas	1,500	1,300	90	1,700	1,430	84
Elko	4,200	3,400	83	4,100	2,870	70
Esmeralda	200	200	70	200	100	50
Eureka	300	200	75	300	170	58
Humboldt	2,000	1,800	91	2,200	1,870	85
Lander	500	400	81	500	340	68
Lincoln	400	400	88	700	550	79
Lyon	2,400	2,100	89	2,500	2,050	82
Mineral	2,000	1,800	92	2,000	1,730	86
Nye	2,000	1,600	80	1,800	1,170	65
Ormsby	3,200	3,000	94	3,100	2,800	90
Pershing	1,200	1,100	91	1,000	850	85
Storey	200	200	86	200	160	79
Washoe	36,600	34,300	94	35,700	32,760	92
White Pine	3,300	3,000	91	3,100	2,640	85
TOTALS	147,800	138,600	94	133,500	121,360	
NEW HAMPSHIRE						
Belknap	9,300	9,000	97	8,700	8,350	96
Carroll	5,300	5,100	96	4,900	4,630	94
Cheshire	14,600	13,700	94	13,700	12,730	93
Coos	11,600	11,100	96	10,700	10,260	96
Grafton	15,000	14,000	93	14,300	13,170	92
Hillsborough	59,000	57,300	97	58,400	56,360	97
Merrimack	21,300	20,400	95	20,700	19,620	95
Rockingham	34,200	33,100	97	32,300	31,220	97
Strafford	19,200	18,500	96	18,000	17,190	96
Sullivan	9,200	8,500	93	8,500	7,720	91
TOTALS	198,700	190,700	96	190,200	181,250	
NEW JERSEY						
Atlantic	58,600	56,200	96	55,700	53,170	95
Bergen	271,600	267,700	99	267,600	263,260	98
Burlington	67,600	66,300	98	67,200	65,720	98
Camden	130,100	127,600	98	127,300	124,560	98
Cape May	18,200	17,600	96	18,200	17,470	96
Cumberland	35,200	34,200	97	35,400	34,300	97
Essex	302,700	293,700	97	298,600	288,510	97
Gloucester	43,900	43,100	98	42,000	41,120	98
Hudson	201,800	196,200	97	192,400	186,380	97
Hunterdon	18,100	17,600	97	18,100	17,460	96
Mercer	84,800	82,100	97	81,700	78,840	97
Middlesex	145,000	142,400	98	143,800	140,910	98
Monmouth	114,400	111,800	98	111,500	108,710	98
Morris	87,100	85,700	98	85,100	83,550	98
Ocean	42,000	41,200	98	40,800	39,900	98
Passaic	140,100	136,700	98	138,800	134,960	97
Salem	18,800	18,200	97	18,700	18,060	97
Somerset	47,400	46,400	98	47,300	46,190	98
Sussex	16,900	16,300	97	16,800	16,150	96
Union	170,000	166,900	98	167,400	163,970	98
Warren	21,100	20,400	97	20,800	20,020	96
TOTALS	2,035,400	1,988,300	98	1,995,200	1,943,210	
NEW MEXICO						
Bernalillo	85,800	82,300	96	86,900	82,190	95
Catron	500	400	75	700	430	62
Chaves	17,800	16,900	95	19,300	18,070	94
Colfax	3,300	2,800	86	3,900	3,050	78
Curry	10,300	9,600	94	10,800	9,780	91
De Baca	700	600	91	900	800	89
Dona Ana	16,800	15,300	91	17,600	15,740	89
Eddy	15,100	14,200	94	15,200	14,010	92
Grant	4,500	3,900	87	5,200	4,140	80
Guadalupe	1,100	900	84	1,300	990	76
Harding	300	200	78	400	270	67
Hidalgo	1,400	1,200	85	1,400	1,080	77
Lea	5,000	4,700	94	5,000	4,000	80
Lea North	12,800	11,900	94	13,000	14,080	92
Lincoln	2,200	2,000	89	2,400	1,990	83

(Continued on next page)



National Representative: Geo. P. Hollingbery Co.

TV Households

County State and	American Research Bureau			A. C. Nielsen Co.		
	Households Total	Number TV Households	%	Total Households	TV Households Number	%
NEW MEXICO—(Continued)						
Los Alamos	3,900	3,700	96	4,400	4,110	93
Luna	3,000	2,700	90	3,000	2,560	85
McKinley	8,400	6,900	81	8,700	6,150	71
Mora	1,000	700	70	1,200	630	53
Otero	12,000	11,200	94	9,000	8,190	91
Quay	3,100	2,800	88	3,000	3,250	83
Rio Arriba	5,300	4,400	83	6,100	4,500	74
Roosevelt	4,600	4,300	92	5,300	4,710	89
Sandoval	3,100	2,600	85	3,500	2,710	77
San Juan	16,300	13,900	85	11,900	9,130	77
San Miguel	4,900	4,000	82	5,200	3,710	71
Santa Fe	12,300	11,400	92	12,800	11,440	89
Sierra	2,000	1,700	84	2,700	2,060	76
Socorro	2,600	2,400	93	2,700	2,400	89
Taos	3,500	2,800	78	4,300	2,900	67
Torrance	1,400	1,200	86	1,600	1,320	82
Union	1,400	1,200	83	1,700	1,240	73
Valencia	11,000	10,600	96	9,600	8,400	88
TOTALS	277,400	255,400	92	278,900	246,030	
NEW YORK						
Albany	95,100	91,800	97	90,800	87,330	96
Allegany	13,100	12,400	94	12,500	11,710	94
Bronx	476,700	460,900	97	464,000	446,600	96
Broome	70,700	68,600	97	67,700	65,460	97
Cattaraugus	25,200	24,100	96	24,100	22,960	95
Cayuga	23,000	21,900	95	22,000	20,890	95
Chautauqua	49,700	47,900	96	47,700	45,810	96
Chemung	32,600	31,200	96	30,700	29,180	95
Chenango	13,700	13,100	96	13,000	12,370	95
Clinton	21,100	20,500	97	20,300	19,700	97
Columbia	15,800	15,100	96	15,100	14,390	95
Cortland	13,100	12,600	96	12,600	12,070	96
Delaware	13,400	12,500	93	12,700	11,720	92
Dutchess	54,500	52,200	96	52,400	50,020	95
Erie	332,000	323,900	98	341,100	331,690	97
Essex	10,600	10,200	96	10,100	9,670	96
Franklin	13,200	12,500	95	12,700	11,960	94
Fulton	17,700	17,100	96	16,800	16,120	96
Genesee	17,300	16,800	97	16,600	16,110	97
Greene	10,600	10,200	96	10,300	9,840	95
Hamilton	1,400	1,300	94	1,400	1,300	93
Herkimer	21,900	21,100	96	21,100	20,250	96
Jefferson	27,700	26,800	97	26,700	25,730	96
Kings	865,500	833,000	96	847,200	810,600	96
Lewis	6,600	6,400	96	6,400	6,050	95
Livingston	13,100	12,600	96	12,600	12,060	96
Madison	17,200	16,600	97	16,500	15,890	96
Monroe	197,400	191,800	97	192,000	185,990	97
Montgomery	18,900	18,100	96	18,000	17,150	95
Nassau	412,000	407,000	99	402,000	396,530	99
New York	675,300	603,400	89	640,200	562,540	88
Niagara	70,500	68,800	98	75,700	73,610	97
Oneida East	58,900	57,100	97
Oneida West	27,800	27,000	97	*82,500	79,690	97
Onondaga	142,300	138,500	97	136,300	132,280	97
Ontario	21,400	20,800	97	20,600	19,920	97
Orange	61,200	58,800	96	59,200	56,670	96
Orleans	11,200	10,800	96	10,700	10,180	95
Oswego	26,800	26,000	97	25,600	24,760	97
Otsego	16,500	15,600	94	15,700	14,720	94
Putnam	11,500	11,100	97	12,800	12,280	96
Queens	656,700	642,200	98	639,100	623,250	98
Rensselaer	46,700	44,900	96	45,000	43,100	96
Richmond	70,800	69,400	98	68,800	67,290	98
Rockland	51,100	49,600	97	44,500	43,000	97
St. Lawrence	32,100	30,800	96	31,300	29,950	96
Saratoga	29,200	28,400	97	28,400	27,570	97
Schenectady	53,400	51,900	97	50,700	49,130	97
Schoharie	6,900	6,600	95	6,600	6,180	94
Schuyler	4,800	4,500	94	4,600	4,280	93
Seneca	9,400	9,200	98	8,900	8,650	97
Steuben	31,000	29,500	95	29,500	27,930	95
Suffolk	237,500	232,600	98	226,700	221,400	98
Sullivan	15,500	14,500	94	14,900	13,840	93
Tioga	12,500	12,000	96	12,000	11,520	96
Tompkins	20,800	18,700	90	20,000	17,830	89
Ulster	41,900	39,500	94	40,300	37,730	94
Warren	14,900	14,200	95	14,300	13,570	95
Washington	14,700	14,200	96	14,000	13,430	96
Wayne	22,000	21,200	96	21,400	20,550	96
Westchester	268,200	261,500	98	272,100	264,450	97
Wyoming	10,400	10,100	98	9,900	9,650	97
Yates	6,000	5,700	95	5,800	5,430	94
TOTALS	5,680,700	5,459,300	96	5,525,200	5,283,530	
NORTH CAROLINA						
Alamance	26,600	25,300	95	25,700	24,170	94
Alexander	4,500	4,200	92	4,400	3,950	90
Alleghany	2,100	1,800	87	2,200	1,820	83
Anson	6,100	5,300	87	5,900	4,940	84
Ashe	5,000	4,200	85	4,900	3,970	81
Avery	2,900	2,500	85	2,800	2,280	81
Beaufort	9,700	8,800	91	9,500	8,550	90
Bertie	5,500	4,700	85	5,600	4,520	81
Bladen	6,700	5,600	84	6,600	5,080	77
Brunswick	5,300	4,700	89	5,100	4,290	84
Buncombe	41,500	38,000	92	40,600	36,770	91
Burke	14,800	13,800	93	14,800	13,680	92
Cabarrus	20,500	19,600	95	20,600	19,430	94
Caldwell	14,200	13,200	93	13,800	12,730	92
Camden	1,500	1,400	93	1,500	1,360	90
Carteret	8,700	8,000	91	8,700	7,610	87
Caswell	4,500	4,000	90	4,400	3,820	87
Catawba	22,500	21,500	95	22,700	21,450	94
Chatham	7,400	6,700	91	7,200	6,340	88
Cherokee	4,100	3,800	86	4,100	3,280	79
Chowan	2,900	2,600	90	2,900	2,500	86

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Clay	1,500	1,300	86	1,500	1,140	76
Cleveland	18,200	16,900	93	17,700	16,330	92
Columbus	12,200	10,700	87	11,700	9,850	84
Craven	16,700	15,600	94	16,400	15,210	93
Cumberland	39,900	36,900	92	41,000	36,880	90
Currituck	1,900	1,600	85	1,900	1,550	82
Dare	1,900	1,600	84	2,000	1,560	78
Davidson	25,100	23,400	93	24,700	22,820	92
Davie	5,000	4,400	88	4,800	4,110	86
Duplin	10,300	9,100	88	10,000	8,600	85
Durham	33,600	30,900	92	33,600	30,560	91
Edgecombe	13,800	12,600	91	13,500	12,150	90
Forsyth	61,300	57,800	94	61,000	56,960	93
Franklin	6,800	5,900	87	6,800	5,550	82
Gaston	38,100	35,900	94	37,500	35,030	93
Gates	2,200	1,900	85	2,300	1,860	81
Graham	1,500	1,300	86	1,600	1,270	79
Granville	8,000	7,100	89	7,700	6,630	86
Greene	3,700	3,300	90	3,600	3,140	87
Guilford Inner	38,300	36,400	95
Guilford Outer	40,700	38,600	95	*77,400	72,730	94
Halifax	14,600	12,500	86	13,900	11,440	82
Harnett	12,900	11,700	91	12,600	11,140	88
Haywood	11,900	10,700	90	11,600	10,120	87
Henderson	11,800	10,700	91	11,600	10,250	88
Hertford	5,600	5,100	90	5,500	4,800	87
Hoke	3,600	3,100	86	3,500	2,800	80
Hyde	1,200	1,000	80	1,400	1,010	72
Iredell	18,800	17,500	93	18,500	17,050	92
Jackson	4,300	3,600	84	4,300	3,610	84
Johnston	16,600	15,000	90	16,300	14,330	88
Jones	2,600	2,300	91	2,500	2,170	87
Lee	7,800	7,200	92	7,800	6,970	89
Lenoir	15,400	14,100	92	14,900	13,510	91
Lincoln	8,100	7,700	95	7,900	6,930	88
McDowell	7,700	7,000	91	7,500	6,640	89
Macon	4,100	3,400	81	4,000	2,940	75
Madison	4,200	3,400	82	3,900	2,960	76
Martin	6,500	5,900	91	6,400	5,660	88
Mecklenburg	87,800	83,200	95	89,800	84,190	94
Mitchell	3,600	3,200	88	3,500	2,910	83
Montgomery	5,300	4,800	92	5,100	4,580	90
Moore	10,700	9,500	89	10,500	9,020	86
Nash	15,900	14,400	91	15,600	13,760	88
New Hanover	22,800	21,200	93	21,900	20,160	92
Northampton	6,100	5,200	86	5,900	4,820	82
Onslow	21,800	20,700	95	21,800	19,160	88
Orange	12,200	10,800	89	12,000	10,510	88
Pamlico	2,600	2,300	92	2,500	2,220	89
Fasquotank	7,200	6,500				

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Oliver	700	600	93	600	560	93
Pembina	3,600	3,000	85	3,300	2,770	84
Pierce	1,700	1,600	90	1,700	1,530	90
Ramsey	3,800	3,500	92	3,600	3,290	91
Ransom	2,400	2,300	94	2,200	2,080	94
Renville	1,200	1,100	96	1,200	1,150	96
Richland	5,300	5,000	93	5,200	4,880	94
Rolette	2,500	2,000	80	2,400	1,910	79
Sargent	1,900	1,800	94	1,800	1,700	95
Sheridan	1,000	900	91	1,000	900	90
Sioux	800	600	79	800	640	81
Slope	500	500	93	500	470	94
Stark	5,200	4,800	92	5,000	4,640	93
Steele	1,300	1,300	95	1,300	1,240	96
Stutsman	6,900	6,600	96	6,600	6,350	96
Towner	1,400	1,300	90	1,500	1,340	89
Trall	3,100	3,000	96	2,800	2,690	96
Walsh	4,800	4,500	94	4,600	4,280	93
Ward	15,100	14,200	94	15,000	14,290	95
Wells	2,500	2,300	92	2,500	2,300	92
Williams	7,400	6,800	93	7,500	6,990	93
TOTALS	180,800	167,300	93	176,600	164,660	93
OHIO						
Adams	5,700	5,100	91	6,000	5,330	89
Allen	32,500	31,200	96	32,600	31,380	96
Ashland	12,400	12,100	98	12,900	12,570	97
Ashtabula	28,500	27,500	97	29,500	28,510	97
Athens	12,300	11,600	94	13,800	12,950	94
Auglaize	11,000	10,600	96	11,400	10,980	96
Belmont	23,300	24,500	97	25,300	24,480	97
Brown	7,600	7,200	94	7,900	7,330	93
Butler	62,300	60,700	97	62,500	60,860	97
Carroll	6,000	5,800	97	6,000	5,780	96
Champaign	9,000	8,700	97	9,400	9,060	96
Clark	41,100	40,100	98	41,600	40,570	98
Clermont	25,500	24,800	97	26,600	25,880	97
Clinton	9,400	9,100	97	9,700	9,330	96
Columbiana	32,500	31,600	97	33,200	32,160	97
Coshocton	10,000	9,400	94	10,400	9,760	94
Crawford	15,100	14,600	96	15,800	15,270	97
Cuyahoga	535,200	522,100	97	520,500	506,810	97
Darke	14,000	13,500	97	14,500	14,010	97
Defiance	9,400	9,100	97	9,700	9,310	96
Delaware	10,700	10,400	98	11,100	10,850	98
Erie	21,800	21,200	97	22,100	21,520	97
Fairfield	20,300	19,800	98	20,500	20,020	98
Fayette	7,800	7,500	96	8,100	7,710	95
Franklin	223,000	217,600	98	233,600	227,780	98
Fulton	8,800	8,400	96	9,100	8,640	95
Gallia	6,900	6,400	94	7,100	6,580	93
Geauga	14,900	14,400	97	15,400	14,830	97
Greene	29,200	28,400	98	30,500	29,730	97
Guernsey	11,200	10,600	95	11,500	10,910	95
Hamilton	285,000	276,100	97	287,000	277,530	97
Hancock	17,600	17,100	97	18,400	17,890	97
Hardin	8,800	8,400	96	9,100	8,620	95
Harrison	5,000	4,800	96	5,300	5,040	95
Henry	7,700	7,500	98	8,000	7,780	97
Highland	9,400	8,900	95	9,600	8,990	94
Hocking	6,000	5,700	96	6,100	5,770	95
Holmes	5,600	5,000	88	5,800	4,970	86
Huron	14,300	13,900	97	15,000	14,510	97
Jackson	8,600	8,200	95	8,800	8,270	94
Jefferson	28,400	27,700	97	29,800	29,010	97
Knox	12,000	11,600	97	12,400	12,010	97
Lake	49,000	48,300	99	47,300	46,530	98
Lawrence	16,300	15,700	96	16,800	16,130	96
Licking	29,300	28,600	98	30,500	29,710	97
Logan	11,000	10,600	97	11,500	11,110	97
Lorain	67,100	65,700	98	70,200	68,650	98
Lucas	146,700	143,400	98	149,600	146,110	98
Madison	7,500	7,100	96	7,800	7,370	95
Mahoning	91,900	89,900	98	91,300	89,200	98
Marion	18,900	18,500	97	19,400	18,880	97
Medina	20,900	20,400	98	20,700	20,170	97
Meigs	6,200	5,900	94	6,400	5,970	93
Mercer	9,200	8,900	97	9,400	9,010	96
Miami	23,600	23,000	98	24,400	23,790	97
Monroe	4,400	4,100	94	4,600	4,260	93
Montgomery	172,500	168,900	98	173,900	170,200	98
Morgan	3,500	3,300	93	3,800	3,480	92
Morrow	5,800	5,600	97	5,900	5,680	96
Muskingum	23,800	22,900	96	25,000	24,010	96
Noble	3,000	2,700	91	3,200	2,870	90
Ottawa	11,000	10,700	98	11,400	11,070	97
Paulding	4,900	4,700	96	5,100	4,870	95
Perry	7,800	7,500	96	8,100	7,720	95
Pickaway	10,000	9,700	98	10,100	9,820	97
Pike	5,700	5,300	94	5,900	5,460	93
Portage	26,800	26,200	98	28,600	27,940	98
Preble	9,900	9,600	98	10,200	9,910	97
Putnam	7,600	7,300	96	8,000	7,610	95
Richland	37,800	36,600	97	37,500	36,320	97
Ross	17,400	16,600	96	17,700	16,920	96
Sandusky	17,500	17,100	98	18,000	17,600	98
Scioto	24,800	23,700	96	25,900	24,740	96
Seneca	17,200	16,700	97	17,700	17,170	97
Shelby	10,000	9,700	97	10,300	9,960	97
Stark	106,500	103,700	97	106,900	104,070	97
Summit	165,000	161,600	98	165,500	161,860	98
Trumbull	64,500	63,000	98	66,500	64,970	98
Tuscarawas	23,800	22,700	96	24,600	23,520	96
Union	7,000	6,700	97	7,100	6,800	96
Van Wert	8,900	8,700	97	9,200	8,880	97
Vinton	2,600	2,400	94	2,900	2,710	93
Warren	20,500	19,900	97	21,700	21,130	97
Washington	15,800	14,900	94	16,600	15,640	94
Wayne	22,000	20,800	95	23,100	21,880	95
Williams	9,500	9,100	96	9,800	9,320	95
Wood	21,600	21,000	97	22,500	21,920	97
Wyandot	6,600	6,300	96	6,800	6,270	95
TOTALS	3,061,100	2,974,600	97	3,102,800	3,010,520	97

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
OKLAHOMA						
Adair	3,700	3,000	81	3,600	2,770	77
Alfalfa	2,500	2,300	89	2,500	2,200	88
Atoka	3,200	2,900	93	2,500	2,180	87
Beaver	2,200	2,000	91	2,200	1,950	89
Beckham	5,700	5,000	87	5,500	4,600	84
Blaine	3,600	3,300	92	3,500	3,170	91
Bryan	8,000	6,900	86	7,300	6,150	84
Caddo	8,500	7,800	92	8,100	7,430	92
Canadian	7,800	7,400	95	7,400	6,950	94
Carter	14,100	12,900	92	13,500	12,200	90
Cherokee	5,200	4,600	88	4,900	4,250	87
Choctaw	4,400	3,400	78	4,400	3,150	72
Cimarron	1,400	1,200	85	1,400	1,110	79
Cleveland	14,900	13,900	93	13,800	12,770	93
Coal	1,700	1,600	94	1,500	1,330	89
Comanche	28,500	26,900	94	27,600	25,960	94
Cotton	2,200	2,000	93	2,200	2,030	92
Craig	4,500	4,100	91	4,300	3,860	90
Creek	13,600	12,500	91	12,600	11,490	91
Custer	7,300	6,700	91	6,900	6,110	89
Delaware	4,100	3,500	84	3,900	3,200	82
Dewey	1,700	1,400	88	1,600	1,350	84
Ellis	1,500	1,200	80	1,700	1,280	75
Garfield	18,300	17,300	94	18,100	16,980	94
Garvin	10,100	9,500	94	9,700	8,060	93
Grady	9,500	8,700	92	8,100	8,360	92
Grant	2,400	2,200	93	2,400	2,190	91
Greer	2,500	2,100	86	2,400	1,980	83
Harmon	1,500	1,300	89	1,600	1,380	86
Harper	2,000	1,800	91	1,900	1,700	90
Haskell	2,100	1,800	88	2,300	1,960	85
Hughes	4,700	4,400	94	4,200	3,550	85
Jackson	10,800	10,100	94	10,300	9,420	92
Jefferson	2,400	2,200	92	2,400	2,170	90
Johnston	2,800	2,400	86	2,400	2,050	86
Kay	18,400	17,100	93	17,400	16,140	93
Kingfisher	3,300	3,200	95	3,100	2,900	94
Kiowa	4,600	4,200	92	4,400	3,980	91
Latimer	2,000	1,600	80	2,200	1,640	75
Le Flore	8,700	7,500	87	8,300	7,100	86
Lincoln	5,800	5,500	94	5,600	5,210	93
Logan	5,700	5,200	92	5,500	4,970	90
Love	1,500	1,300	89	1,700	1,490	87
McClain	3,900	3,700	95	3,700	3,490	94
McCurain	7,100	5,900	84	6,900	5,660	82
McIntosh	3,000	2,700	89	3,000	2,590	86
Major	2,200	1,800	82	2,200	1,770	80
Marshall	2,600	2,400	92	2,300	1,980	86
Mays	6,800	6,200	91	6,300	5,650	90
Murray	4,600	4,400	95	3,600	3,180	88
Muskogee	20,200	18,500	91	19,400	17,690	91
Noble	3,400	3,200	94	3,300	3,080	93
Nowata	3,300	3,100	94	3,200	2,950	92
Oklfuskee	2,900	2,500	86	3,000	2,530	84
Oklahoma	168,600	160,000	95	167,700	158,610	95
Oklmulgee	11,400	10,600	93	11,400	10,550	93
Osage	10,900	10,400	95	10,200	9,630	94
Ottawa	9,300	8,700	94	8,800	8,220	93
Pawnee	3,300	3,000	93	3,200	2,930	91
Payne	14,200	13,000	92	13,300	12,180	92
Pittsburg	11,200	10,100	90	9,700	8,620	89
Pontotoc	10,400	9,800	95	9,800	8,990	92
Pottawatomie	14,300	13,300	93	13,300	12,300	92
Pushmataha	2,900	2,400	81	2,500	1,800	72
Roger Mills	1,200	1,000	85	1,300	1,050	81
Rogers	7,300	6,700	92	6,800	6	

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
OREGON—(Continued)						
Morrow	1,500	1,300 86	1,500	1,240 82		
Multnomah	190,100	176,600 93	191,700	178,490 93		
Polk	8,300	7,700 93	9,300	8,520 92		
Sherman	800	700 86	1,200	1,110 93		
Tillamook	5,800	5,000 86	5,300	4,390 83		
Umatilla	13,800	12,200 88	13,200	11,480 87		
Union	5,800	5,100 87	5,800	4,860 84		
Wallowa	2,300	1,900 86	2,200	1,820 83		
Wasco	7,000	6,200 89	7,000	6,050 86		
Washington	32,000	30,600 96	34,000	32,630 96		
Wheeler	600	500 89	800	690 86		
Yamhill	10,100	9,200 91	10,300	9,300 90		
TOTALS	600,400	550,200 92	612,900	599,730 98		

PENNSYLVANIA

Adams	15,300	14,600 95	16,000	15,150 95		
Allegheny	489,800	476,000 97	493,700	481,260 97		
Armstrong	23,000	22,200 96	23,500	22,770 97		
Beaver	61,300	59,800 97	61,000	59,660 98		
Bedford	12,300	11,600 94	12,500	11,680 93		
Berks	88,900	85,800 97	89,900	86,470 96		
Blair	40,600	39,200 96	41,200	39,590 96		
Bradford	15,900	15,100 95	16,400	15,570 95		
Butks	99,800	97,900 98	99,200	96,980 98		
Butler	33,700	32,800 97	34,900	34,100 98		
Cambria	56,200	54,500 97	56,300	54,480 97		
Cameron	2,200	2,200 97	2,400	2,320 97		
Carbon	15,000	14,400 96	15,500	14,860 96		
Centre	21,400	20,100 94	22,900	21,440 94		
Chester	65,100	63,200 97	67,700	61,570 97		
Clarion	10,300	9,800 95	10,700	10,290 96		
Clearfield	22,800	21,900 96	23,400	22,420 96		
Clinton	11,000	10,500 96	11,200	10,710 96		
Columbia	16,100	15,400 96	16,400	15,650 95		
Crawford	22,500	21,300 95	22,800	21,800 96		
Cumberland	40,300	38,800 96	41,700	40,000 96		
Dauphin	69,700	66,900 96	70,900	67,740 96		
Delaware	174,900	171,900 98	171,400	168,130 98		
Elk	10,600	10,200 96	11,000	10,520 96		
Erie	76,500	74,400 97	78,100	76,260 98		
Fayette	46,600	44,300 95	47,000	45,130 96		
Forest	1,100	1,100 97	1,400	1,360 97		
Franklin	27,300	25,500 93	28,500	26,390 93		
Fulton	3,000	2,700 90	3,000	2,630 88		
Greene	10,500	10,000 95	10,800	10,360 96		
Huntingdon	11,000	10,300 94	11,300	10,570 94		
Indiana	20,700	19,800 96	21,200	20,430 96		
Jefferson	13,500	13,000 96	13,900	13,430 97		
Juniata	4,700	4,300 91	4,700	4,170 89		
Lackawanna	68,500	66,700 97	66,700	64,770 97		
Lancaster	85,600	79,600 93	87,200	80,490 92		
Lawrence	33,300	32,200 96	34,100	33,100 97		
Lebanon	27,300	26,100 95	27,700	26,290 95		
Lehigh	72,300	70,100 97	74,300	71,830 97		
Luzerne	99,500	96,600 97	98,000	94,880 97		
Lycoming	34,200	32,000 94	35,000	32,540 93		
McKean	16,100	15,200 95	16,600	15,670 94		
Mercer	37,800	36,400 96	38,400	37,230 97		
Mifflin	13,300	12,400 93	13,500	12,470 92		
Monroe	12,700	12,200 96	12,900	12,370 96		
Montgomery	165,900	162,200 98	168,700	164,430 97		
Montour	4,200	3,900 94	4,400	4,050 92		
Northampton	61,800	59,700 97	63,600	61,200 96		
Northumberland	30,200	28,500 94	30,500	28,530 94		
Perry	7,800	7,400 95	7,900	7,390 94		
Philadelphia	650,200	625,900 96	629,200	602,650 96		
Pike	3,200	3,000 93	3,200	2,920 91		
Potter	4,800	4,500 94	5,000	4,610 92		
Schuylkill	49,700	47,400 96	49,800	47,360 95		
Snyder	7,200	6,500 91	7,400	6,580 89		
Somerset	21,100	20,100 95	21,600	20,470 95		
Sullivan	1,800	1,700 95	1,700	1,580 93		
Susquehanna	9,400	9,000 96	9,600	9,160 95		
Tioga	10,500	9,800 93	10,700	9,920 93		
Union	6,600	6,000 91	6,800	6,030 89		
Venango	18,400	17,200 94	18,900	17,930 95		
Warren	13,100	12,200 93	13,500	12,780 95		

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
Washington	64,100	62,100 97			62,700	60,930 97
Wayne	7,800	7,200 93			8,100	7,350 91
Westmoreland	105,700	103,000 97			104,700	102,230 98
Wyoming	4,800	4,600 95			4,900	4,600 94
York	77,100	74,200 96			79,100	75,790 96
TOTALS	3,459,600	3,337,100 96			3,464,900	3,336,020 97

RHODE ISLAND

Bristol	12,500	12,200 98			12,000	11,760 98
Kent	38,900	38,100 98			37,300	36,490 98
Newport	23,900	23,200 97			23,400	22,630 97
Providence	187,600	182,400 97			181,100	175,500 97
Washington	18,200	17,600 96			17,600	16,870 96
TOTALS	281,100	273,500 97			271,400	263,250 97

SOUTH CAROLINA

Abbeville	5,600	5,000 88			5,700	4,840 85
Aiken	26,400	24,800 94			25,800	23,990 93
Allendale	2,900	2,300 81			2,900	2,120 73
Anderson	30,200	28,100 93			29,000	26,690 92
Bamberg	3,900	3,300 85			3,800	2,990 79
Barnwell	4,700	4,100 87			4,500	3,670 81
Beaufort	11,200	10,000 90			11,100	9,680 87
Berkeley	14,200	12,400 87			11,900	10,180 86
Calhoun	2,700	2,200 82			2,600	1,960 75
Charleston	67,100	62,100 93			66,200	60,550 91
Cherokee	9,600	8,900 93			9,400	8,600 91
Chester	8,000	7,300 91			7,800	7,010 90
Chesterfield	8,300	7,300 87			8,000	6,740 84
Clarendon	6,000	4,600 77			6,000	4,360 73
Colleton	7,300	6,000 83			7,000	5,490 78
Darlington	13,800	12,400 90			13,500	11,780 87
Dillon	7,100	6,200 88			6,800	5,860 86
Dorchester	6,500	5,900 90			7,700	6,740 88
Edgefield	3,700	3,300 89			3,700	3,100 84
Fairfield	4,800	4,000 84			4,800	3,850 80
Florence	22,000	20,200 92			22,300	20,150 90
Georgetown	8,700	7,400 86			8,000	6,740 84
Greenville	66,900	63,100 94			65,100	60,700 93
Greenwood	13,600	12,600 93			13,000	11,890 91
Hampton	4,200	3,500 83			4,200	3,320 79
Horry	18,400	16,200 88			19,500	16,630 85
Jasper	3,200	2,700 83			3,500	2,740 78
Kershaw	8,800	7,800 88			8,500	7,400 87
Lancaster	10,800	10,100 93			10,900	10,040 92
Laurens	12,800	11,700 92			12,500	11,170 89
Lee	4,700	3,900 82			4,600	3,590 78
Lexington	19,100	17,300 91			18,600	16,620 89
McCormick	1,900	1,600 86			1,900	1,560 82
Marion	7,700	6,500 85			7,500	6,120 82
Marlboro	6,600	5,700 87			6,500	5,430 84
Newberry	8,100	7,300 90			8,000	7,010 88
Oconee	11,000	10,200 93			10,600	9,660 91
Orangeburg	17,000	14,300 84			16,300	13,120 81
Pickens	14,200	12,900 91			13,800	12,200 88
Richland	55,900	51,100 91			52,900	47,820 90
Saluda	3,600	3,200 89			3,500	2,930 84
Spartanburg	46,100	43,100 94			44,600	41,260 93
Sumter	20,600	18,300 89			20,900	17,960 86
Union	7,900	7,300 92			7,700	6,940 90
Williamsburg	8,600	7,000 82			8,400	6,710 80
York	21,800	20,000 92			20,800	18,880 91
TOTALS	668,200	605,200 91			652,300	578,790 89

SOUTH DAKOTA

Aurora	1,400	1,200 87			1,400	1,200 86
Beadle	7,200	6,500 91			7,200	6,580 91
Bennett	800	600 83			800	670 84
Bon Homme	3,000	2,600 88			2,800	2,500 89
Brookings	6,300	5,900 93			5,900	5,510 93
Brown	10,700	10,200 96			10,100	9,710 96
Brule	2,000	1,900 92			1,900	1,750 92
Buffalo	400	300 72			400	300 75
Butte	2,900	2,600 91			2,600	2,340 90
Campbell	1,000	800 85			1,000	830 83
Charles Mix	2,900	2,400 85			2,600	2,240 86
Clark	2,100	1,900 94			2,000	1,880 94
Clay	3,300	3,100 94			3,000	2,830 94
Codington	6,500	6,200 96			6,300	6,020 96
Corning	1,400	1,100 77			1,400	1,050 75
Custer	1,400	1				

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Dewey	1,400	1,100	78	1,400	1,070	76
Douglas	1,300	1,200	87	1,500	1,290	86
Edmunds	1,400	1,300	88	1,500	1,310	87
Fall River	3,600	3,200	89	3,100	2,780	90
Faulk	1,300	1,200	90	1,300	1,170	90
Grant	3,000	2,700	91	2,800	2,570	92
Gregory	2,100	1,900	90	2,000	1,820	91
Haakon	1,100	1,000	90	900	800	89
Hamlin	1,800	1,700	93	1,800	1,670	93
Hand	1,900	1,800	93	1,900	1,760	93
Hanson	1,300	1,200	92	1,300	1,190	91
Harding	600	500	86	700	600	85
Hughes	4,400	4,100	94	4,300	4,050	94
Hutchinson	3,600	3,300	90	3,300	2,970	90
Hyde	700	700	95	800	760	95
Jackson	500	500	84	600	500	83
Jerauld	1,200	1,100	91	1,200	1,090	91
Jones	500	500	90	600	540	90
Kingsbury	2,900	2,700	94	2,600	2,440	94
Lake	3,700	3,500	95	3,400	3,240	95
Lawrence	5,500	5,000	91	5,000	4,500	90
Lincoln	4,000	3,800	95	3,800	3,610	95
Lyman	1,300	1,200	94	1,200	1,140	95
McCook	2,400	2,300	96	2,400	2,300	96
McPherson	1,400	1,200	87	1,500	1,290	86
Marshall	1,900	1,600	87	1,800	1,580	88
Meade	3,600	3,200	91	3,400	3,040	89
Mellette	600	500	82	700	580	83
Miner	1,500	1,400	92	1,400	1,300	93
Minnehaha	29,500	28,600	97	29,300	28,520	97
Moody	2,500	2,300	94	2,400	2,260	94
Pennington	20,300	19,100	94	21,700	20,560	95
Perkins	1,600	1,400	83	1,400	1,150	82
Potter	1,400	1,300	91	1,400	1,260	90
Roberts	3,500	3,100	89	3,500	3,150	90
Sanborn	1,300	1,100	89	1,400	1,240	88
Shannon	1,200	800	67	1,200	840	70
Spink	3,300	3,100	94	3,200	3,030	95
Stanley	1,400	1,300	88	1,300	1,150	89
Sully	800	700	94	700	650	93
Todd	1,100	800	74	1,100	840	77
Tripp	2,600	2,400	92	2,500	2,310	92
Turner	3,700	3,500	94	3,300	3,110	94
Union	3,200	3,100	97	3,000	2,920	97
Walworth	2,600	2,200	86	2,400	2,020	84
Washabaugh	200	100	81	300	240	80
Yankton	5,100	4,700	93	5,000	4,660	93
Ziebach	600	400	70	600	410	68
TOTALS	210,100	193,300	92	204,500	188,820	

TENNESSEE

Anderson	17,300	15,700	91	18,100	16,780	93
Bedford	7,200	6,300	88	7,300	6,530	90
Benton	3,500	2,900	83	3,200	2,690	84
Bledsoe	1,900	1,500	77	1,800	1,450	81
Blount	16,800	15,100	90	16,100	14,820	92
Bradley	12,100	10,900	90	12,800	11,830	92
Campbell	6,900	5,400	78	6,500	5,320	82
Cannon	2,500	2,100	85	2,400	2,080	87
Carroll	7,000	5,700	81	6,700	5,490	82
Carter	11,800	10,300	87	11,200	10,100	90
Cheatham	2,800	2,500	90	2,700	2,440	90
Chester	2,500	2,100	84	2,500	2,120	85
Claiborne	4,300	3,200	74	4,200	3,180	76
Clay	1,700	1,300	77	1,800	1,400	78
Cocke	6,700	5,400	80	6,200	5,020	81
Coffee	9,300	8,400	90	9,000	8,220	91
Crockett	4,000	3,400	85	4,000	3,470	87
Cumberland	5,100	4,000	78	4,900	3,860	79
Davidson	131,700	123,300	94	127,900	121,120	95
Decatur	2,200	1,800	79	2,400	1,910	80
De Kalb	3,200	2,600	83	3,100	2,630	85
Dickson	5,700	5,100	90	5,500	5,020	91
Dyer	8,800	7,500	86	8,400	7,500	89
Fayette	5,100	3,700	72	5,100	3,910	77
Fentress	3,000	2,200	74	3,000	2,270	76
Franklin	7,400	6,400	87	6,900	6,010	87
Gibson	13,900	11,800	85	13,300	11,640	88
Giles	6,100	4,900	80	6,000	4,870	81
Grainger	3,400	2,600	77	3,200	2,480	78
Greene	12,600	10,900	86	12,700	11,210	88
Grundy	3,000	2,300	78	2,800	2,200	79
Hamblen	11,100	9,600	86	12,000	10,370	86
Hamilton	78,300	72,300	92	76,200	71,450	94
Hancock	1,700	1,300	76	1,800	1,390	77
Hardeman	4,800	3,800	79	4,800	3,850	80
Hardin	5,100	3,800	76	4,900	3,760	77
Hawkins	8,600	7,000	82	8,200	6,940	85
Haywood	5,400	4,200	78	5,300	4,290	81
Henderson	4,800	3,900	82	4,500	3,710	82
Henry	7,100	5,800	82	7,000	5,770	82
Hickman	3,300	2,800	86	3,200	2,810	88
Houston	1,300	1,000	80	1,400	1,160	83
Humphreys	3,600	3,200	89	3,500	3,170	91
Jackson	2,300	1,800	78	2,100	1,660	79
Jefferson	6,400	5,600	87	6,100	5,340	88
Johnson	2,700	2,200	82	2,700	2,270	84
Knox	80,800	73,400	91	79,400	73,630	93
Lake	2,400	1,900	81	2,400	1,980	82
Lauderdale	5,700	4,800	85	5,400	4,680	87
Lawrence	8,100	6,800	84	7,800	6,700	86
Lewis	1,900	1,600	82	1,800	1,530	85
Lincoln	6,700	5,600	83	6,800	5,660	83
Loudon	7,200	6,500	91	6,800	6,250	92
McMinn	10,200	8,900	88	9,800	8,640	88
McNairy	5,000	4,000	80	4,800	3,890	81
Macon	3,600	3,000	85	3,400	2,960	87
Madison	19,000	16,400	86	19,400	17,090	88
Marion	5,800	5,200	90	5,600	5,080	91
Marshall	5,100	4,500	89	4,800	4,320	90
Maury	13,100	11,600	88	12,200	11,100	91
Melgs	1,100	900	88	1,100	970	88
Monroe	5,900	4,900	83	5,800	4,940	85
Montgomery	16,300	14,900	92	15,600	14,540	93
Moore	800	600	81	1,000	820	82

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Morgan	3,200	2,600	82	3,300	2,720	82
Obion	8,500	7,500	88	8,300	7,290	88
Overton	3,600	2,800	78	3,600	2,840	79
Perry	1,200	1,000	83	1,400	1,190	85
Pickett	1,000	700	76	1,100	850	78
Polk	3,000	2,500	84	2,900	2,500	86
Putnam	8,400	7,100	85	8,600	7,300	85
Rhea	4,500	3,700	83	4,300	3,580	83
Roane	12,300	10,700	88	11,800	10,670	90
Robertson	8,300	7,500	90	7,800	7,080	91
Rutherford	16,100	14,600	91	15,300	14,200	93
Scott	3,600	2,600	73	3,500	2,620	75
Sequatchie	1,600	1,300	85	1,500	1,300	87
Sevier	7,200	5,800	82	6,700	5,510	82
Shelby	203,400	184,400	91	201,100	186,280	93
Smith	3,500	3,100	87	3,400	3,010	89
Stewart	2,000	1,700	86	2,000	1,760	88
Sullivan	36,200	33,200	92	35,700	33,330	93
Sumner	11,500	10,300	90	11,100	10,190	92
Tipton	7,500	6,200	83	7,100	6,060	85
Trousdale	1,200	1,000	86	1,300	1,140	88
Unicoi	4,300	3,700	85	4,000	3,400	85
Union	2,300	1,800	76	2,200	1,710	78
Van Buren	900	700	74	900	700	77
Warren	7,200	6,000	83	7,500	6,240	83
Washington	19,000	17,300	91	18,500	17,190	93
Wayne	3,000	2,200	72	2,900	2,190	76
Weakley	7,300	6,100	84	7,100	5,980	84
White	4,700	3,800	83	4,400	3,670	83
Williamson	7,300	6,400	88	7,000	6,240	89
Wilson	8,800	7,900	89	8,600	7,760	90
TOTALS	1,087,300	961,300	89	1,064,200	958,780	

TEXAS

Anderson	8,300	7,300	88	8,900	7,710	87
Andrews	5,100	4,700	93	3,900	3,520	90
Angelina	13,100	11,900	91	13,100	11,720	89
Aransas	2,500	2,300	93	2,500	2,280	91
Archer	1,600	1,500	96	1,800	1,700	95
Armstrong	500	400	93	700	640	91
Atascosa	4,900	4,200	87	4,700	4,010	85
Austin	4,300	3,600	83	4,300	3,380	79
Bailey	3,000	2,800	93	2,800	2,550	91
Bandera	1,200	1,100	92	1,400	1,260	90
Bastrop	4,900	4,200	85	4,900	3,990	81
Baylor	1,700	1,600	96	1,800	1,700	94
Bee	6,900	6,000	87	6,600	5,490	83
Bell	29,000	27,200	94	31,100	29,060	93
Bexar	213,300	197,600	93	207,200	191,510	92
Blanco	1,200	1,100	88	1,200	1,040	87
Borden	300	300	89	300	270	89
Bosque	3,600	3,200	90	3,600	3,140	87
Bowling	19,200	17,700	92	19,500	17,920	92
Brazoria	24,900	23,500	94	25,000	23,460	94
Brazos	13,400	12,100	90	13,300	11,840	89
Brewster	1,500	1,200	78	1,700	1,220	72
Briscoe	1,100	1,000	93	1,100	1,000	91
Brooks	2,000	1,800	87	2,100	1,750	83
Brown	7,900	6,800	86	8,600	7,270	85
Burleson	3,200	2,500	80	3,300	2,570	78
Burnet	2,700	2,500	93	2,800	2,560	92
Caldwell	4,800	4,200	88	4,700	4,060	86
Calhoun	5,200	4,600	88	5,100	4,330	85
Callahan	2,400	2,200	93	2,900	2,620	90
Cameron	39,900	36,200	91	37,000	31,830	86
Camp	2,200	1,800	84	2,400	1,910	80
Carson	2,400	2,300	97	2,300	2,210	96
Cass	6,800	6,100	90	6,400	5,640	88

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
TEXAS—(Continued)						
Floyd	3,900	3,700 95	4,100	3,840 94		
Foard	700	700 93	900	820 91		
Fort Bend	11,800	10,700 91	11,700	10,590 90		
Franklin	1,400	1,200 85	1,600	1,310 82		
Freestone	3,500	3,000 85	3,500	2,840 81		
Frio	2,500	2,000 81	2,500	1,980 79		
Gaines	3,900	3,700 94	3,900	3,510 92		
Galveston	47,800	44,400 93	48,500	45,010 93		
Garza	1,900	1,800 92	1,900	1,740 91		
Gillespie	3,200	2,500 79	3,300	2,460 74		
Glasscock	400	300 75	400	380 95		
Goliad	1,500	1,300 83	1,500	1,180 79		
Gonzales	5,000	4,300 87	4,900	4,180 85		
Gray	11,300	10,800 95	10,900	10,270 94		
Grayson	24,700	22,700 92	24,400	22,410 92		
Gregg	23,400	21,500 92	23,800	21,830 92		
Grimes	3,500	2,900 82	3,600	2,900 80		
Guadalupe	9,000	8,000 89	8,800	7,650 87		
Hale	12,000	11,100 93	12,600	11,530 92		
Hall	1,600	1,300 83	1,800	1,410 78		
Hamilton	2,600	2,200 87	2,600	2,190 84		
Hansford	2,100	2,000 95	2,100	1,970 94		
Hardeman	2,300	2,000 88	2,600	2,190 84		
Hardin	8,100	7,300 90	8,300	7,250 87		
Harris	432,000	407,000 94	438,200	410,550 94		
Harrison	13,000	11,500 89	13,100	11,480 88		
Hartley	700	600 86	700	670 95		
Haskell	3,200	2,900 90	3,100	2,750 89		
Hays	5,500	5,000 90	5,400	4,770 88		
Hemphill	700	600 86	800	700 88		
Henderson	6,700	5,900 88	7,600	6,420 84		
Hidalgo North	39,700	35,400 89				
Hidalgo South	4,800	4,200 88	45,200	38,210 85		
Hill	6,800	6,200 91	6,900	6,220 90		
Hockley	6,700	6,400 96	6,800	6,460 95		
Hood	1,900	1,800 92	1,900	1,730 91		
Hopkins	5,600	4,900 89	6,200	5,310 86		
Houston	5,100	4,100 81	4,900	3,730 76		
Howard	13,600	13,000 96	12,700	12,030 95		
Hudspeth	600	500 83	700	500 72		
Hunt	12,500	11,300 91	12,800	11,580 90		
Hutchinson	11,000	10,500 96	10,500	10,060 96		
Irion	400	300 75	400	330 82		
Jack	2,400	2,200 93	2,600	2,400 92		
Jackson	4,100	3,500 86	4,100	3,390 83		
Jasper	6,900	6,100 88	6,600	5,590 85		
Jeff Davis	500	300 60	400	280 70		
Jefferson	82,300	78,400 95	80,000	75,940 95		
Jim Hogg	1,300	1,000 77	1,300	940 73		
Jim Wells	9,700	8,500 87	9,700	8,150 84		
Johnson	12,000	11,300 94	12,300	11,530 94		
Jones	5,900	5,500 93	5,800	5,330 92		
Karnes	3,600	3,100 86	3,600	2,970 83		
Kaufman	8,500	7,600 89	8,300	7,410 89		
Kendall	1,900	1,600 85	1,900	1,570 83		
Kenedy	200	200 100	200	180 89		
Kent	400	400 100	600	590 98		
Kerr	5,700	4,900 85	6,400	5,220 82		
Kimble	1,200	900 75	1,200	830 69		
King	200	200 100	200	160 78		
Kinney	600	400 67	700	430 62		
Kleberg	8,800	7,900 91	7,800	6,860 88		
Knox	2,000	1,800 90	2,100	1,800 86		
Lamar	10,100	8,000 79	10,900	8,460 78		
Lamb	7,000	6,500 94	7,400	6,870 93		
Lampasas	2,900	2,700 92	3,100	2,810 91		
La Salle	1,200	900 75	1,300	960 74		
Lavaca	6,000	4,500 75	6,100	4,240 69		
Lee	2,500	2,100 85	2,600	2,120 81		
Leon	2,700	2,100 78	2,900	2,190 76		
Liberty	10,100	9,000 89	10,000	8,720 87		
Limestone	5,400	4,700 86	5,500	4,540 83		
Lipscomb	800	700 88	1,100	870 79		
Live Oak	1,800	1,600 88	1,900	1,610 85		
Llano	1,900	1,700 88	1,900	1,630 84		
Loving	200	100 50	200	100 50		
Lubbock	53,700	50,800 95	52,200	49,240 94		
Lynn	3,200	2,900 91	3,700	3,390 92		
McCulloch	2,500	2,000 80	2,600	1,940 74		
McLennan	50,000	46,700 93	48,600	45,290 93		
McMullen	400	300 75	400	340 85		
Madison	1,700	1,400 82	1,900	1,510 79		
Marion	2,000	1,700 85	2,100	1,730 83		
Martin	1,500	1,400 95	1,400	1,300 93		
Mason	900	700 78	1,100	780 71		
Matagorda	8,300	7,400 88	8,100	6,910 85		
Maverick	3,700	2,800 76	3,900	2,420 62		
Medina	5,400	4,700 87	5,100	4,370 86		
Menard	700	500 71	800	470 59		
Midland	23,800	22,700 95	20,600	19,350 94		
Milam	7,000	6,000 86	6,500	5,450 84		
Mills	1,200	1,000 84	1,400	1,150 82		
Mitchell	3,000	2,700 90	2,900	2,570 89		
Montague	4,800	4,500 92	4,800	4,360 91		
Montgomery	8,600	7,800 91	9,500	8,210 86		
Moore	4,500	4,300 96	3,700	3,500 94		
Morris	4,100	3,700 91	3,500	3,130 89		
Motley	600	500 83	700	520 74		
Nacogdoches	8,400	7,000 84	8,500	7,050 83		
Navarro	10,700	9,400 88	11,300	9,950 88		
Newton	2,800	2,300 82	2,800	2,160 77		
Nolan	6,000	5,600 94	5,900	5,470 93		
Nueces	66,400	61,300 92	63,000	58,050 92		
Ochiltree	3,300	3,000 91	3,400	3,080 91		
Oldham	500	500 100	500	450 90		
Orange	19,400	18,300 94	17,700	16,630 94		
Palo Pinto	7,700	6,900 90	7,000	6,180 88		
Panola	4,700	4,100 88	4,600	3,880 84		
Parker	7,700	7,200 94	7,500	6,870 92		
Parmer	3,300	3,100 92	3,300	2,990 91		

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number %	Total Households	TV Households Number %	Total Households	TV Households Number %
Pecos	3,600	3,300 90	3,600	3,140 87		
Polk	3,700	3,000 81	4,100	3,240 79		
Potter	40,800	38,900 95	40,400	38,300 95		
Presidio	1,200	800 67	1,300	840 64		
Rains	700	700 100	800	700 88		
Randall	13,900	13,600 98	14,900	14,450 97		
Reagan	1,100	1,100 100	900	860 95		
Real	400	300 75	700	430 62		
Red River	4,200	3,400 81	4,400	3,340 76		
Reeves	5,600	5,000 90	4,700	4,130 88		
Refugio	3,200	3,000 94	3,200	2,790 87		
Roberts	400	300 75	400	380 95		
Robertson	4,500	3,900 87	4,400	3,740 85		
Rockwall	1,600	1,500 94	1,800	1,600 89		
Runnels	4,400	4,000 91	4,400	3,930 89		
Rusk	10,600	9,500 90	10,500	9,310 89		
Sabine	1,900	1,500 79	2,000	1,460 73		
San Augustine	1,900	1,500 79	2,100	1,570 75		
San Jacinto	1,500	1,100 73	1,600	1,110 69		
San Patricio	12,700	11,200 88	10,600	9,400 89		
San Saba	1,600	1,400 87	2,200	2,250 102		
Schleicher	900	800 89	900	760 84		
Scurry	5,500	5,100 93	5,200	4,710 91		
Shackelford	1,100	1,000 91	1,200	1,040 87		
Shelby	5,900	5,000 85	5,900	4,710 80		
Sherman	800	800 100	800	730 91		
Smith	28,700	28,200 98	28,100	25,650 91		
Somervell	900	800 89	900	810 90		
Starr	4,100	3,300 80	4,100	2,760 67		
Stephens	2,700	2,400 89	3,000	2,560 85		
Sterling	400	300 75	400	340 85		
Stonewall	700	700 100	900	850 95		
Swisher	1,100	800 73	1,100	760 69		
Tarrant	193,300	183,900 95	184,900	174,950 95		
Taylor	34,900	33,000 95	34,100	32,170 94		
Terrell	700	500 71	800	560 69		
Terry	5,200	4,800 92	5,100	4,670 92		
Throckmorton	600	500 83	900	770 86		
Titus	5,500	4,800 87	5,500	4,660 85		
Tom Green	21,000	19,500 93	21,100	19,540 93		
Travis	68,600	63,600 93	68,000	62,910 93		
Trinity	2,000	1,600 80	2,100	1,530 73		
Tyler	3,100	2,600 84	3,000	2,390 80		
Upshur	5,900	5,300 90	5,900	5,100 86		
Upton	1,900	1,700 89	1,700	1,500 88		
Uvalde	4,900	4,100 84	4,800	3,850 80		
Val Verde	7,400	6,000 81	7,100	5,310 75		
Van Zandt	6,000	5,300 88	5,900	5,080 86		
Victoria	15,400	13,500 88	15,300	13,250 87		
Walker	5,400	4,300 79	5,100	4,010 79		
Waller	3,300	2,800 85	3,400	2,850 84		
Ward	4,500	4,200 93	3,600	3,280		

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Washington	12,800	12,300	96	12,300	11,730	95
Windham	9,900	8,600	87	9,200	7,810	85
Windsor	13,300	12,500	94	13,000	11,950	92
TOTALS	117,200	111,200	95	113,000	105,860	
VIRGINIA						
Accomack	9,500	8,200	86	9,000	7,390	82
Albemarle	19,600	17,100	87	19,400	16,380	84
Alleghany	8,700	8,000	93	8,100	7,330	91
Amelia	1,900	1,600	82	1,900	1,470	77
Amherst	5,800	5,100	89	5,700	4,900	86
Appomattox	2,500	2,300	91	2,700	2,390	88
Arlington	97,500	93,900	96	94,500	90,460	96
Augusta	22,700	20,900	92	22,100	19,900	90
Bath	1,400	1,200	90	1,400	1,200	85
Bedford	9,000	8,100	90	8,500	7,330	86
Bland	1,700	1,400	80	1,500	1,260	84
Botetourt	5,000	4,600	93	4,700	4,250	90
Brunswick	4,200	3,600	86	4,300	3,450	80
Buchanan	8,600	7,200	84	8,300	6,680	81
Buckingham	2,500	2,100	84	2,500	1,940	78
Campbell	28,000	26,000	93	27,300	25,050	92
Caroline	3,200	2,900	89	3,200	2,740	86
Carroll	6,100	5,300	87	8,100	6,760	83
Charles City	1,200	1,000	84	1,100	880	80
Charlotte	3,600	3,200	88	3,600	3,050	85
Chesapeake	149,900	141,500	94	143,200	133,830	93
Chesterfield	27,900	26,800	96	25,000	23,810	95
Clarke	2,500	2,300	94	2,400	2,220	92
Craig	1,000	900	86	1,000	830	83
Culpeper	4,600	4,200	92	4,400	3,930	89
Cumberland	1,500	1,200	83	1,500	1,140	76
Dickenson	4,400	3,900	89	4,200	3,630	86
Dinwiddie	16,600	14,900	90	15,800	14,000	89
Essex	1,800	1,500	86	1,700	1,390	82
Fairfax	91,600	89,300	98	90,300	87,720	97
Fauquier	7,100	6,500	91	6,700	5,960	89
Floyd	2,900	2,600	89	2,700	2,290	85
Fluvanna	1,900	1,600	87	1,800	1,470	82
Franklin	7,200	6,400	90	7,200	6,190	86
Frederick	12,300	11,500	93	11,800	10,730	91
Giles	4,600	4,300	93	4,300	3,900	91
Gloucester	3,900	3,600	92	3,700	3,330	90
Goochland	2,200	1,900	88	2,400	2,030	85
Grayson	6,900	6,200	89	4,700	3,950	84
Greene	1,200	900	76	1,100	740	68
Greensville	4,200	3,700	88	4,100	3,480	85
Halifax	10,200	9,000	88	10,000	8,650	86
Hampton-						
Newport News	64,600	61,600	95	62,500	59,030	94
Hanover	8,300	7,500	90	8,800	7,680	87
Henrico	110,500	104,100	94	108,600	101,260	93
Henry	17,900	16,500	93	17,200	15,740	92
Highland	600	500	90	800	680	85
Isle of Wight	4,900	4,500	91	4,600	4,030	88
James City	4,900	4,500	92	5,400	4,820	89
King and Queen	1,500	1,300	85	1,500	1,210	80
King George	2,000	1,900	92	2,200	1,980	90
King William	2,000	1,800	92	2,000	1,780	89
Lancaster	2,900	2,600	89	2,600	2,250	86
Lee	5,500	4,600	84	6,600	5,300	80
Loudoun	7,500	6,700	92	7,800	6,990	90
Louisiana	3,600	3,100	85	3,400	2,740	81
Lunenburg	3,300	2,900	89	3,700	3,120	84
Madison	2,200	1,900	85	2,300	1,810	79
Mathews	2,000	1,800	90	2,200	1,900	86
Mecklenburg	8,100	7,100	87	8,100	6,840	84
Middlesex	1,900	1,700	89	1,900	1,630	86
Montgomery	12,300	11,300	93	12,000	10,980	91
Nansemond	13,300	11,800	89	12,600	11,070	88
Nelson	3,300	2,800	85	3,300	2,670	81
New Kent	1,100	1,000	90	1,100	960	88
Northampton	5,200	4,500	88	4,900	4,060	83
Northumberland	3,000	2,700	90	2,900	2,540	88
Notoway	4,300	3,900	90	4,100	3,590	88
Orange	3,800	3,300	86	3,600	2,950	82
Page	4,700	4,600	96	4,500	3,940	88
Patrick	4,300	3,800	87	4,100	3,350	82
Pittsylvania	30,700	27,900	91	29,400	26,430	90
Powhatan	1,600	1,500	90	1,600	1,390	87
Prince Edward	3,600	3,200	88	3,500	2,960	85
Prince George	10,600	9,900	94	14,900	13,660	92
Prince William	15,900	15,300	96	17,200	16,200	94
Pulaski	7,700	7,100	92	7,500	6,730	90
Rappahannock	1,300	1,200	88	1,200	1,000	83
Richmond	1,800	1,600	89	1,800	1,550	86
Roanoke	53,400	50,600	95	53,100	49,810	94
Rockbridge	8,700	7,800	90	8,200	7,050	86
Rockingham	16,800	15,500	92	16,000	14,180	89
Russell	6,600	5,800	87	6,800	5,680	84
Scott	6,700	5,600	84	6,400	5,130	80
Shenandoah	7,000	6,500	93	6,600	6,000	91
Smyth	8,500	7,800	92	7,900	7,040	89
Southampton	7,100	6,300	89	5,100	4,270	84
Spotsylvania	8,400	7,700	92	8,400	7,500	89
Stafford	5,500	5,100	93	5,200	4,720	91
Surry	1,600	1,400	88	1,600	1,350	84
Sussex	3,000	2,500	83	2,900	2,290	79
Tazewell	14,000	12,700	91	11,100	9,990	90
Virginia Beach	33,900	32,400	96	33,800	32,010	95
Warren	4,500	4,000	89	4,300	3,710	86
Washington	16,000	14,700	92	15,800	14,170	90
Westmoreland	3,300	2,800	85	3,100	2,530	82
Wise	12,000	10,500	88	9,800	8,290	85
Wythe	6,000	5,300	88	5,700	4,730	83
York	7,400	7,000	94	7,700	7,060	92
TOTALS	1,222,200	1,134,700	93	1,189,800	1,084,360	
WASHINGTON						
Adams	3,300	3,100	94	3,500	3,280	94
Asotin	4,600	4,400	94	4,400	4,130	94
Benton	19,200	18,000	94	19,400	18,160	94
Chelan	13,900	12,800	92	13,600	12,400	91
Chillam	10,000	9,200	92	9,900	8,990	91

TV Households

State and County	American Research Bureau			A.C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Clark	31,300	29,800	95	32,100	30,630	95
Columbia	1,500	1,300	86	1,500	1,260	84
Cowlitz	18,900	17,700	94	18,900	17,640	93
Douglas	4,800	4,500	94	4,300	4,000	93
Ferry	1,100	900	87	1,100	930	84
Franklin	8,200	7,700	94	7,200	6,730	93
Garfield	700	600	90	900	800	88
Grant	16,000	14,800	92	13,900	12,740	92
Grays Harbor	18,100	15,900	88	18,000	15,630	87
Island	6,900	6,600	96	6,200	5,920	96
Jefferson	2,500	2,300	92	2,900	2,650	91
King	338,100	315,300	93	336,900	314,360	93
Kitsap	27,400	26,100	95	25,100	23,980	96
Kittitas	6,200	5,500	89	7,000	6,100	87
Klickitat	4,500	3,900	87	4,400	3,870	83
Lewis	13,500	12,200	91	13,800	12,510	91
Lincoln	3,500	3,300	95	3,500	3,320	95
Mason	5,800	5,300	95	5,500	5,180	94
Okanogan	7,300	6,400	88	7,900	6,770	86
Pacific	4,600	4,100	88	4,700	4,020	85
Pend Oreille	2,000	1,800	92	2,200	1,990	90
Pierce	104,600	99,500	95	103,700	98,740	95
San Juan	800	700	92	1,100	1,000	91
Skagit	17,300	16,000	93	16,600	15,420	93
Skamania	1,600	1,500	89	1,600	1,410	88
Snohomish	61,100	57,900	95	63,200	60,050	95
Spokane	95,500	89,600	94	92,900	87,440	94
Stevens	5,400	4,900	90	5,200	4,570	88
Thurston	19,400	18,400	95	19,100	18,130	95
Wahklakum	800	700	90	1,100	970	88
Walla Walla	13,400	11,800	88	13,300	11,580	87
Whatcom	23,500	21,600	92	22,800	20,640	91
Whitman	8,800	8,100	92	9,600	8,770	91
Yakima	45,200	41,400	92	44,800	41,090	92
TOTALS	971,100	905,600	93	963,800	897,800	
WEST VIRGINIA						
Barbour	3,500	3,100	89	3,700	3,290	89
Berkeley	10,200	9,600	94	10,300	9,830	95
Boone	6,500	6,000	92	6,200	5,820	94
Braxton	3,600	3,000	84	3,700	3,010	81
Brooke	8,200	8,000	97	8,400	8,190	98
Cabell	33,700	32,100	95	32,700	31,470	96
Calhoun	1,600	1,400	87	1,900	1,620	85
Clay	2,300	2,000	87	2,600	2,220	85
Doddridge	1,600	1,400	88	2,300	2,030	88
Fayette	13,400	12,400	93	14,300	13,460	94
Gilmer	1,700	1,500	87	2,400	2,150	90

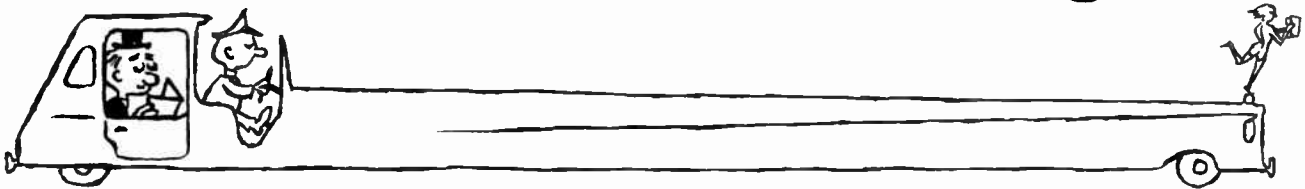
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TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
WEST VIRGINIA—(Continued)						
Grant	2,500	2,000	81	2,200	1,850	84
Greenbrier	9,600	8,400	88	8,900	8,240	93
Hampshire	3,000	2,600	85	2,800	2,330	83
Hancock	11,900	11,700	98	12,000	10,640	89
Hardy	2,600	2,100	78	2,400	1,960	81
Harrison	21,800	20,900	96	21,800	20,890	96
Jackson	5,400	5,100	95	5,600	5,250	94
Jefferson	5,300	4,900	93	5,400	5,040	93
Kanawha	75,200	71,500	95	72,400	69,500	96
Lewis	4,900	4,400	91	5,400	4,890	91
Lincoln	4,500	4,100	91	5,000	4,550	91
Logan	12,900	12,000	93	12,400	11,700	94
McDowell	17,800	15,800	88	14,100	13,180	93
Marion	18,100	16,900	94	18,600	17,630	95
Marshall	11,200	10,700	96	10,900	10,500	96
Mason	6,600	6,300	95	6,700	6,380	95
Mercer	21,700	20,000	92	18,200	17,280	95
Mineral	6,200	5,700	91	6,500	5,790	89
Mingo	8,500	7,600	89	8,700	7,920	91
Monongalia	14,800	13,500	91	15,900	14,720	93
Monroe	3,000	2,400	78	2,900	2,460	85
Morgan	2,500	2,200	91	2,500	2,240	89
Nicholas	6,100	5,500	91	5,700	5,090	89
Ohio	22,200	21,400	96	20,200	19,590	97
Pendleton	2,000	1,700	84	1,900	1,600	84
Pleasant	2,000	1,800	92	2,200	2,040	93
Pocahontas	2,800	2,000	72	2,600	2,090	80
Preston	6,400	5,700	89	6,700	5,970	89
Putnam	6,600	6,300	95	6,800	6,430	95
Raleigh	23,500	21,300	91	18,100	16,890	93
Randolph	6,200	5,500	88	7,400	6,590	89
Ritchie	2,700	2,300	86	3,100	2,620	84
Roane	3,600	3,200	89	3,900	3,390	87
Summers	4,600	3,800	82	3,700	3,160	85
Taylor	3,900	3,500	90	3,900	3,490	90
Tucker	1,700	1,500	87	1,900	1,630	86
Tyler	2,700	2,400	89	3,000	2,690	90
Upshur	4,800	4,300	90	4,900	4,400	90
Wayne	10,600	9,800	92	10,500	9,860	94
Webster	2,800	2,400	85	2,900	2,420	83
Wetzel	5,200	4,900	93	5,900	5,500	93
Wirt	1,000	900	89	1,200	1,050	88
Wood	25,200	23,500	93	23,600	22,080	94
Wyoming	9,400	8,300	88	8,000	7,330	92
TOTALS	512,300	473,300	92	497,900	463,940	
WISCONSIN						
Adams	2,400	2,200	93	2,400	2,150	89
Ashland	4,600	4,400	96	5,300	5,000	94
Barron	9,700	9,100	94	9,900	9,250	93
Bayfield	3,100	3,000	96	3,300	3,100	94
Brown	36,400	35,800	98	37,400	36,600	98
Buffalo	3,900	3,700	95	4,100	3,830	93
Burnett	2,800	2,600	94	2,700	2,450	91
Calumet	6,200	6,000	97	6,500	6,230	96
Chippewa	12,100	11,700	97	12,300	11,830	96
Clark	8,400	7,800	93	8,600	7,880	92
Columbia	11,100	10,600	96	11,400	10,840	95
Crawford	4,100	3,900	96	4,300	4,010	93
Dane	70,900	67,700	95	76,300	72,460	95
Dodge	18,300	17,600	96	18,700	17,840	95
Door	6,000	5,800	97	6,100	5,890	97
Douglas	13,600	13,200	97	13,300	12,840	97
Dunn	7,000	6,700	95	7,200	6,740	94
Eau Claire	17,300	16,600	96	18,300	17,530	96
Florence	800	800	96	1,000	930	93
Fond Du Lac	21,700	20,900	97	21,200	20,350	96
Forest	1,800	1,600	92	2,000	1,750	87
Grant	12,700	11,900	94	12,800	11,880	93
Green	7,900	7,600	96	8,100	7,660	95

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Green Lake	4,800	4,600	96	5,000	4,660	93
Iowa	5,300	5,000	95	5,400	4,980	92
Iron	2,100	2,000	96	2,400	2,290	95
Jackson	4,300	4,100	94	4,300	3,970	92
Jefferson	15,600	15,100	97	16,400	15,830	97
Juneau	4,800	4,400	92	5,100	4,500	88
Kenosha	33,900	33,100	98	33,300	32,310	97
Kewaunee	5,100	4,900	97	5,200	5,010	96
La Crosse	21,500	20,900	97	21,900	21,190	97
Lafayette	4,900	4,700	95	5,000	4,690	94
Langlade	5,100	4,900	96	5,500	5,190	94
Lincoln	6,500	6,300	97	6,600	6,330	96
Manitowoc	22,300	21,900	98	22,300	21,810	98
Marathon	25,100	24,500	98	25,700	24,940	97
Marquette	9,800	9,600	98	10,000	9,750	97
Marwaukee	2,700	2,500	93	2,700	2,420	89
Menominee	339,600	330,700	97	342,500	331,570	97
Monroe	8,100	7,700	95	8,300	7,830	94
Oconto	6,700	6,500	96	6,900	6,540	95
Oneida	6,600	6,300	95	6,700	6,150	92
Ontonagon	29,200	28,700	99	29,900	29,320	98
Ozaukee	12,300	12,000	98	12,600	12,160	97
Pepin	2,100	1,900	94	2,000	1,850	93
Pierce	6,400	6,200	96	6,500	6,190	95
Polk	7,300	7,100	97	7,500	7,180	96
Portage	10,100	9,700	96	10,500	10,070	96
Price	3,800	3,500	92	4,100	3,620	88
Racine	44,600	43,800	98	45,800	44,760	98
Richland	4,600	4,400	94	4,900	4,490	92
Rock	36,100	35,200	97	37,400	36,230	97
Rusk	3,600	3,400	94	3,900	3,550	91
St. Croix	8,300	8,100	98	8,700	8,400	97
Sauk	10,000	9,500	95	10,400	9,790	94
Sawyer	2,700	2,500	93	2,700	2,390	89
Shawano	9,200	8,800	96	9,500	9,090	96
Sheboygan	27,000	26,400	98	27,300	26,550	97
Taylor	4,500	4,300	95	4,700	4,330	92
Trempealeau	6,700	6,200	93	6,800	6,210	91
Vernon	6,900	6,600	95	7,200	6,630	92
Vilas	3,000	2,800	94	3,000	2,740	91
Walworth	16,600	16,100	97	16,700	16,060	96
Washburn	2,900	2,700	96	3,100	2,900	93
Washington	13,900	13,600	98	14,400	14,000	97
Waukesha	51,000	49,900	98	54,100	52,740	97
Waupaca	10,400	10,100	97	10,600	10,240	97
Waushara	4,100	3,900	95	4,300	3,980	92
Winnebago	33,000	32,400	98	33,800	32,980	98
Wood	17,100	16,600	97	17,700	17,100	97
TOTALS	1,205,000	1,167,300	97	1,234,500	1,186,550	
WYOMING						
Albany	7,100	6,300	89	7,100	6,030	85
Big Horn	3,400	3,000	89	3,200	2,730	85
Campbell	2,000	1,800	87	2,000	1,630	82
Carbon	4,800	4,200	88	4,600	3,970	86
Converse	2,100	1,900	90	2,000	1,760	88
Crook	1,400	1,200	84	1,400	1,090	78
Fremont	8,400	7,800	93	8,000	7,300	91
Goshen	3,800	3,500	94	3,500	3,230	92
Hot Springs	2,200	2,000	88	2,200	1,880	85
Johnson	1,800	1,600	86	1,800	1,520	84
Laramie	21,100	20,100	95	20,900	19,920	95
Lincoln	2,700	2,400	88	2,500	2,090	84
Niobrara	18,800	17,800	94	18,000	16,840	94
Niobrara	1,200	1,100	90	1,100	940	86
Park	5,400	4,800	89	5,200	4,390	84
Platte	2,200	1,900	87	2,200	1,810	82
Sheridan	6,100	5,300	87	5,900	4,840	82
Sublette	1,500	1,300	86	1,300	1,040	80
Sweetwater	5,000	4,500	90	5,000	4,410	88
Teton	1,100	1,000	90	1,000	860	86
Uinta	2,200	2,000	91	2,000	1,760	88
Washakie	2,900	2,600	92	2,700	2,440	90
Weston	2,600	2,300	87	2,500	2,060	82
Yellowstone						
National Park	100	70	67
TOTALS	109,800	100,400	91	106,200	94,610	

People on the move read **Television Digest, Inc.**



See why on page 249-c

ARB GEOGRAPHIC REGIONS SUMMARY TV Ownership by Regions and States

1965 vs. 1966

Region	SEPTEMBER 1965			SPRING 1966		
	Total Homes	TV Homes	% TV	Total Homes	TV Homes	% TV
NORTHEAST	14,509,900	14,005,000	97	13,059,400	12,288,260	94
New Eng-land	3,334,200	3,220,300	97	2,951,800	2,769,160	94
Conn.	830,100	802,300	97	707,700	671,400	95
Maine	294,900	282,200	96	260,900	229,300	88
Mass.	1,612,200	1,560,400	97	1,461,700	1,390,000	95
N. H.	198,700	190,700	96	168,200	147,700	88
R. I.	281,100	273,500	97	249,800	244,300	98
Vt.	117,200	111,200	95	103,500	86,460	84
Middle Atlantic	11,175,700	10,784,700	97	10,107,600	9,519,100	94
N. J.	2,035,400	1,988,300	98	1,751,500	1,697,400	97
N. Y.	5,680,700	5,459,300	96	5,085,700	4,768,000	94
Pa.	3,459,600	3,337,100	96	3,270,400	3,053,700	93
NORTH						
CENTRAL	16,139,200	15,464,600	96	15,616,000	13,962,280	89
East North Central	11,307,600	10,955,000	97	10,918,600	9,962,670	91
Ill.	3,231,600	3,118,200	96	3,107,400	2,839,600	91
Ind.	1,446,900	1,395,900	96	1,424,200	1,246,600	88
Mich.	2,363,000	2,299,000	97	2,337,100	2,174,920	93
Ohio	3,061,100	2,974,600	97	2,898,500	2,669,000	92
Wis.	1,205,000	1,167,300	97	1,151,400	1,032,550	90
West North Central	4,831,600	4,509,600	93	4,697,400	3,999,610	85
Iowa	856,100	808,700	95	859,800	766,900	89
Kan.	693,500	646,600	93	675,300	568,540	84
Minn.	1,030,300	964,500	94	974,300	855,900	88
Mo.	1,403,000	1,300,400	93	1,373,600	1,129,200	82
Neb.	457,800	428,800	94	440,300	381,990	87
N. D.	180,800	167,300	93	176,000	137,860	78
S. D.	210,100	193,300	92	198,100	159,220	80
SOUTH	17,094,700	15,568,300	91	14,968,300	12,145,860	81
South Atlantic	8,155,300	7,575,600	93	6,971,600	5,841,650	84
Del.	144,700	138,700	96	126,900	117,700	93
D. C.	270,000	251,100	93	243,500	212,600	87
Fla.	1,864,700	1,737,500	93	1,448,500	1,241,000	86
Ga.	1,190,100	1,092,500	92	1,024,400	833,520	81
Md.	983,400	947,900	96	865,900	780,800	90
N. C.	1,299,700	1,194,700	92	1,115,400	909,700	82
S. C.	668,200	605,200	91	594,900	469,700	79
Va.	1,222,200	1,134,700	93	1,039,500	851,230	82
W. Va.	512,300	473,300	92	512,600	425,400	83
East South Central	3,529,000	3,028,200	86	3,188,300	2,357,960	74
Ala.	944,400	809,500	86	838,600	592,300	71
Ky.	885,400	770,500	87	831,100	589,210	71
Miss.	611,900	486,900	80	555,700	441,470	79
Tenn.	1,087,300	961,300	89	962,900	734,980	76
West South Central	5,410,400	4,964,500	92	4,808,400	3,946,250	82
Ark.	562,400	495,800	88	482,100	349,200	72
La.	969,100	884,600	91	855,800	695,500	81
Okla.	800,800	744,100	93	679,700	567,300	83
Tex.	3,078,100	2,840,000	92	2,790,800	2,334,250	84
WEST	10,066,800	9,418,400	94	8,364,300	7,464,060	89
Mountain	2,333,700	2,180,900	93	1,946,600	1,590,240	82
Ariz.	473,600	439,800	93	357,200	288,300	81
Colo.	621,700	587,200	94	514,600	462,040	83
Idaho	211,400	199,400	94	185,600	153,750	83
Mont.	216,700	197,800	92	213,900	164,180	77
Nev.	147,800	138,600	94	89,600	75,800	85
N. M.	277,400	255,400	92	245,900	191,640	78
Utah	275,300	262,300	95	243,500	215,730	89
Wyo.	109,800	100,400	91	96,300	74,800	78
Pacific & Hawaii	7,733,100	7,237,500	94	6,417,700	5,873,820	92
Calif.	5,989,500	5,628,700	94	4,902,100	4,524,270	92
Ore.	600,400	550,200	92	588,500	515,180	88
Wash.	971,100	905,600	93	927,100	834,370	90
Hawaii	172,100	153,000	89	158,400	134,400	85
TOTAL U.S.	57,810,600	54,456,300	94	52,166,400	45,994,860	88

Note: Data for Alaska not available.

NIELSEN GEOGRAPHIC REGIONS SUMMARY TV Ownership by Regions and States

1965 vs. 1956

Region	SEPTEMBER 1965			SPRING 1956		
	Total Homes	TV Homes	% TV	Total Homes	TV Homes	% TV
NORTHEAST	14,288,500	13,736,540	96	12,859,800	10,548,160	82.0
New Eng-land	3,303,200	3,173,780	96	2,949,800	2,374,400	80.5
Conn.	833,100	801,630	96	688,800	565,490	82.1
Maine	288,200	273,530	95	263,200	188,510	71.6
Mass.	1,607,300	1,548,260	96	1,474,200	1,212,460	82.2
N. H.	190,200	181,250	95	164,200	124,510	75.8
R. I.	271,400	263,250	97	249,800	213,390	85.4
Vt.	113,000	105,860	94	109,600	70,040	63.9
Middle Atlantic	10,985,300	10,562,760	96	9,910,000	8,173,760	82.5
N. J.	1,995,200	1,943,210	97	1,672,100	1,404,970	84.0
N. Y.	5,525,200	5,283,530	96	5,011,400	4,139,470	82.6
Pa.	3,464,900	3,336,020	96	3,226,500	2,629,320	81.5
NORTH						
CENTRAL	16,322,400	15,634,800	96	14,816,100	11,630,760	78.5
East North Central	11,458,000	11,051,910	96	10,232,500	8,463,740	82.7
Ill.	3,267,500	3,129,510	96	2,983,300	2,445,000	82.0
Ind.	1,478,400	1,420,640	96	1,348,000	1,073,630	79.6
Mich.	2,374,800	2,304,690	97	2,148,000	1,805,000	84.0
Ohio	3,102,800	3,010,520	97	2,670,500	2,328,000	87.2
Wis.	1,234,500	1,186,550	96	1,082,700	812,110	75.0
West North Central	4,864,400	4,582,890	94	4,583,600	3,167,020	69.1
Iowa	863,400	821,620	95	830,600	635,180	76.5
Kan.	705,100	660,900	94	688,900	435,330	63.2
Minn.	1,047,700	986,250	94	929,200	661,450	71.2
Mo.	1,413,400	1,332,760	94	1,332,500	973,720	73.1
Neb.	453,700	427,880	94	433,100	290,390	67.0
N. D.	176,600	164,660	93	169,900	84,400	49.7
S. D.	204,500	188,820	92	199,400	86,550	43.4
SOUTH	16,858,400	15,274,040	91	13,723,000	8,440,010	61.5
South Atlantic	8,043,700	7,360,020	92	6,179,800	4,030,450	65.2
Del.	146,000	139,260	95	108,300	92,960	85.8
D. C.	266,100	244,840	92	253,000	209,990	83.0
Fla.	1,886,000	1,726,110	92	1,089,900	687,440	63.1
Ga.	1,156,000	1,034,980	90	948,900	584,880	61.6
Md.	968,200	934,320	97	748,700	607,820	81.2
N. C.	1,281,400	1,153,420	90	1,041,200	620,290	59.6
S. C.	652,300	578,790	89	559,500	308,190	55.1
Va.	1,189,800	1,084,360	91	927,900	614,850	66.3
W. Va.	497,900	463,940	93	502,400	304,030	60.5
East South Central	3,454,800	3,056,300	88	3,072,700	1,655,700	53.9
Ala.	932,500	820,420	88	803,200	444,070	55.3
Ky.	876,300	797,660	91	811,600	463,810	57.1
Miss.	581,800	479,440	82	558,600	211,820	37.9
Tenn.	1,064,200	958,780	90	899,000	536,000	59.6
West South Central	5,359,900	4,857,720	91	4,470,500	2,753,860	61.6
Ark.	542,400	467,940	86	509,600	234,610	46.0
La.	974,100	879,030	90	804,400	488,110	60.7
Okla.	763,700	701,700	92	668,500	444,930	66.6
Tex.	3,079,700	2,809,050	91	2,488,000	1,586,210	63.8
WEST	9,785,000	9,114,230	93	7,385,700	4,876,400	66.0
Mountain	2,296,900	2,092,730	91	1,715,100	882,560	51.5
Ariz.	466,900	419,180	90	292,200	168,460	57.7
Colo.	614,800	572,780	93	465,900	271,050	58.2
Idaho	205,800	189,050	92	173,800	87,570	50.4
Mont.	217,300	193,960	89	200,400	63,260	31.6
Nev.	133,500	121,360	91	71,200	33,010	46.4
N. M.	278,900	246,030	88	210,100	89,830	42.8
Utah	273,500	255,760	94	209,400	145,630	69.5
Wyo.	106,200	94,610	89	92,100	23,750	25.8
Pacific & Hawaii	7,488,100	7,021,500	94	5,670,600	3,993,840	70.4
Calif.	5,911,400	5,563,970	94	4,312,300	3,177,350	73.7
Ore.	612,900	559,730	91	537,700	285,550	53.1
Wash.	963,800	897,800	93	820,600	530,940	64.7
Hawaii	179,000	163,230	91
TOTAL U.S.	57,433,300	53,922,840	94	48,784,600	35,495,330	72.8

Note: Data for Hawaii not available for 1956.
Note: Data for Alaska not available.

TV Households by Provinces, Counties & Subdivisions

Estimates as of 1965 Compiled by The Bureau of Broadcast Measurement
After Survey of Canadian TV Set Ownership

Projected from Dominion Bureau of Statistics Data for 1961
Reprinted by Permission from The Bureau of Broadcast Measurement.

PROVINCIAL SUMMARY †

Province	Population	Households	TV Households	% TV
Alberta	1,446,100	380,800	331,700	87
British Columbia	1,770,800	496,400	446,700	90
Manitoba	959,900	250,900	226,000	90
New Brunswick	621,100	138,000	127,700	93
Nova Scotia	760,700	182,000	166,300	91
Prince Edward Island	108,100	24,600	20,900	85
Newfoundland	493,900	95,200	65,600	69
Ontario	6,667,800	1,755,100	1,663,200	95
Quebec	5,624,500	1,275,800	1,212,400	95
Saskatchewan	945,900	251,000	211,500	84
**Canada	19,398,800	4,849,800	4,472,000	92

** Not including the Yukon and Northwest Territories

† Population, Households and TV Households are rounded to hundreds, and % TV to the nearest whole percentage.

Canadian TV Households by Counties & Subdivisions

Estimates as of 1965

Province and County or Subdivision	Total Households	TV Households Number	%
ALBERTA			
Census Div. 1	11,400	10,600	93
Census Div. 2	22,900	21,100	92
Census Div. 3	7,200	6,400	89
Census Div. 4, 7	14,800	12,900	87
Census Div. 5	10,000	8,800	88
*Metro Calgary	89,200	81,800	92
Census Div. 6 (bal.)	11,800	10,600	90
Census Div. 8	20,600	18,100	88
Census Div. 9, 14	10,900	7,700	71
Census Div. 10 East	5,100	4,100	80
Census Div. 10 West	15,700	11,100	81
*Metro Edmonton	101,000	93,500	93
Census Div. 11 (bal.)	20,000	17,500	88
Census Div. 12	11,000	6,400	58
Census Div. 13	12,000	9,000	75
Census Div. 15 East	11,600	7,000	60
Census Div. 15 West	7,600	5,100	67
Total	380,800	331,700	87
BRITISH COLUMBIA			
Census Div. 1	9,700	7,800	80
Census Div. 2A, B	12,400	11,100	90
Census Div. 2C	8,200	7,100	87
Census Div. 3A North	8,600	7,900	92
Census Div. 3A South	10,000	9,200	92
Census Div. 3B, C	10,900	9,800	90
*Metro Victoria	51,800	47,300	91
Census Div. 5A, B (bal.)	10,200	9,200	90
*Metro Victor	51,800	47,300	91
Census Div. 5, B (bal.)	10,200	9,200	90
Census Div. 5C	12,200	10,900	89
Census Div. 5D, E, F	18,600	15,800	85
Census Div. 6	18,900	15,700	83
Census Div. 7	5,700	4,600	81
Census Div. 8	20,200	13,400	66
Census Div. 9	9,100	8,400	92
Census Div. 10	9,900	8,000	81
Total	496,400	446,700	90

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
MANITOBA			
Census Div. 1, 2	15,300	11,300	74
Census Div. 20	13,300	12,100	91
*Metro Winnipeg	137,000	129,000	94
Census Div. 5, 19	7,200	6,600	92
Census Div. 6	9,900	8,600	87
Census Div. 9, 12	9,800	8,900	91
Census Div. 3, 4	19,100	18,000	94
Census Div. 7, 8	12,700	11,200	88
Census Div. 10, 11, 13	15,300	12,900	84
Census Div. 14, 15, 17, 18	11,300	7,400	65
Census Div. 16	11,300	7,400	65
Total	250,900	226,000	90
NEW BRUNSWICK			
*Metro Moncton	14,100	13,700	97
Albert (bal.)	11,400	10,800	95
Westmoreland (bal.)	25,600	24,700	96
*Metro Saint John	14,800	13,800	93
Charlotte, Kings (bal.)	19,200	18,200	95
Sunbury, York	15,500	13,600	88
Kent, Northumberland	11,900	10,300	87
Gloucester	8,000	7,200	90
Restigouche	10,300	9,200	89
Carleton, Victoria	7,200	6,200	86
Madawaska	7,200	6,200	86
Total	138,000	127,700	93
NOVA SCOTIA			
*Metro Sydney-Glace Bay	23,500	22,800	97
Cape Breton (bal.)	14,100	12,000	85
Inverness, Richmond, Victoria	6,100	5,200	85
Antigonish, Guysborough	11,200	10,100	90
Pictou	45,000	43,000	96
*Metro Halifax	45,000	43,000	96

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
NOVA SCOTIA—(Continued)			
Halifax (bal.)	10,400	9,800	94
Lunenburg, Queens	17,400	15,200	87
Shelburne	11,400	9,900	87
Digby, Yarmouth	23,800	21,200	89
Annapolis, Hants, Kings	9,100	8,100	89
Colchester	10,000	9,000	90
Cumberland	10,000	9,000	90
Total	182,000	166,300	91
PRINCE EDWARD ISLAND			
Kings, Queens	15,100	13,000	86
Prince	9,500	7,900	83
Total	24,600	20,900	85
NEWFOUNDLAND			
*Metro St. Johns	19,600	18,200	93
Census Div. 1 (bal.)	21,200	17,700	83
Census Div. 7	8,600	5,200	60
Census Div. 2, 3	9,600	2,200	23
Census Div. 6, 8	16,800	10,700	64
Census Div. 4, 5	19,400	11,600	60
9, 10	19,400	11,600	60
Total	95,200	65,600	69
ONTARIO			
Glengarry, Stormont	19,300	18,100	94
Dundas, Grenville	11,000	10,300	94
*Metro Ottawa	118,000	113,000	96
Carleton (bal.), Prescott, Russell	17,000	16,300	96
Leeds	13,000	12,200	94
Lanark	10,800	9,900	92
Renfrew	22,800	20,900	92
*Metro Kingston	16,800	15,900	95
Frontenac (bal.), Lennox & Addington	12,800	12,000	94
Hastings, Prince Edward	31,600	29,200	92
Northumberland	11,900	11,000	92
Peterborough (bal.)	7,100	6,600	93
*Metro Peterborough	14,100	13,700	97
Victoria	8,800	8,200	93
*Metro Oshawa	23,800	22,900	96
Durham (bal.)	10,800	10,000	93
Ontario (bal.)	8,800	8,400	95
Toronto Metro	533,000	510,000	96
York (bal.)	16,500	16,200	98
Dufferin, Simcoe (bal.)	27,200	25,600	94
Simcoe East (Electoral District)	16,000	15,000	94
Haliburton, Muskoka	10,400	9,300	89
Feel (bal.)	10,400	10,200	98
*Metro Hamilton	113,000	109,000	96
Halton (bal.)	6,400	6,100	95
*Metro St. Catharines	27,600	26,200	95
Lincoln (bal.)	12,000	11,400	95
*Metro Niagara Falls	15,500	15,200	98
Welland (bal.)	27,600	26,600	96
Haldimand	7,900	7,400	94
Brant	24,100	23,100	96
Norfolk	14,600	13,700	94
*Metro Kitchener	45,500	42,500	93
Waterloo (bal.)	5,700	5,600	98
Oxford	20,000	18,900	95
*Metro London	54,000	51,700	96
Middlesex (bal.)	11,500	10,900	95
Elgin	17,700	16,700	94
Lambton	28,800	27,200	94
Kent	25,600	24,300	95
*Metro Windsor	54,700	53,200	97
Essex (bal.)	18,100	17,500	97
Huron	15,000	13,800	92
*Metro Guelph	12,200	11,600	95
Perth	16,300	15,200	93
Wellington (bal.)	11,000	10,300	94
Bruce	12,200	11,300	93
Grey	18,300	16,800	92
Nipissing, Parry Sound	25,300	23,200	92
*Metro Sudbury	27,600	26,700	97
Manitoulin, Sudbury (bal.)	16,700	15,000	90
Timiskaming	13,000	11,400	88
Cochrane	23,000	20,800	90
Algoma	29,100	26,800	92

* Metropolitan or greater urban area.

(Continued on next page)

Canadian TV Homes

Province and County or Subdivision	Total Households	TV Households Number	%
ONTARIO—(Continued)			
Thunder Bay	36,500	33,400	92
Rainy River	6,800	6,100	90
Kenora	12,900	10,300	80
Total	1,778,200	1,684,800	95
	Less part of Ottawa Metro included under Ont., but actually situated in Que.		
	23,100	21,600	94
ONTARIO PROPER	1,755,100	1,663,200	95
QUEBEC			
Bonaventure, Gaspé East, Gaspé West, Matane, Îles de la Madeleine	16,400	13,800	84
Matapédia	15,300	14,200	93
Saguenay East	7,600	6,200	82
Saguenay West	9,000	8,500	94
Rimouski	11,700	11,300	97
Rivière du Loup, Temiscouata	12,400	11,500	93
*Metro Chicoutimi-Jonquière	20,600	20,000	97
Chicoutimi (bal.)	8,700	8,100	93
Lac St. Jean East	8,000	7,900	99
Lac St. Jean West	10,200	9,600	94

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
Charlevoix, Kamouraska, L'Islet	15,300	14,000	92
Bellechasse, Montmagny, Montmorency	15,400	14,600	95
*Metro Quebec	86,000	82,800	96
Levis (bal.), Portneuf, Quebec (bal.)	16,400	15,700	96
Lotbinière, Mégantic	17,700	17,100	97
Beauce, Dorchester, Frontenac	24,800	23,100	93
Sherbrooke	19,900	18,700	94
Compton, Stanstead	13,800	13,100	95
Drummond	12,700	12,000	94
Richmond	9,300	9,000	97
Arthabaska, Nicolet, Wolfe	19,400	18,700	96
Brome, Shefford	16,500	16,000	97
Bagot, St. Hyacinthe	16,200	15,600	96
Richelieu, Yamaska	12,100	11,800	98
Iberville, Missisquoi, Rouville	17,500	17,000	97
Laprairie (bal.), Napierville, St. Jean	13,000	12,700	98
Beauharnois, Châteauguay (bal.), Huntingdon	19,600	19,000	97
Chambly (bal.), Vercheres	9,400	9,300	99
*Metro Montreal	599,000	570,000	95
Argenteuil Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,200	18,600	97
Terrebonne (bal.)	20,900	20,000	96

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
L'Assomption (bal.), Montcalm	10,700	10,300	96
Berthier, Joliette, Maskinonge	20,000	19,300	97
*Metro Trois Rivières	19,700	19,200	97
Champlain (bal.)			
St. Maurice (bal.)	15,700	13,800	88
*Metro Shawinigan	14,600	14,000	96
Abitibi	20,900	19,200	92
Temiscamingue	12,200	11,600	95
Hull (bal.), Pontiac	11,800	11,400	97
Labelle, Papineau	13,100	12,100	92
Total	1,252,700	1,190,800	95
SASKATCHEWAN			
Census Div. 1	10,600	8,100	76
Census Div. 2	8,900	7,900	89
Census Div. 3, 4	12,600	10,200	81
Census Div. 5	12,400	10,000	81
*Metro Regina	32,300	29,700	92
Census Div. 6 (bal.)	11,300	10,100	89
Census Div. 7	17,300	15,500	90
Census Div. 8	11,600	10,100	87
Census Div. 9	13,900	10,800	78
Census Div. 10	9,000	8,000	89
*Metro Saskatoon	27,900	25,000	90
Census Div. 11 (bal.)	8,100	7,000	86
Census Div. 12, 13	16,100	13,500	84
Census Div. 14, 18	19,000	13,200	69
Census Div. 15	21,200	17,700	83
Census Div. 16	11,400	8,800	77
Census Div. 17	7,400	5,900	80
Total	251,000	211,500	84

* Metropolitan or greater urban area.

Network Engineering Departments

For Consulting Engineers, see page 925-a

AMERICAN BROADCASTING COMPANIES INC.

7 W. 66th St., New York, N.Y. (10023). Susquehanna 7-5000.
Operations and Engineering Executives: Julius Barnathan, v.p. of broadcast operations & engineering; Merle Worster, dir. of TV operations, N.Y.; Frederick Zellner, dir. of radio operations; R. La Verne Pointer, dir. of broadcast engineering; Frederick Schuhmann, dir. of TV production services; George Milne, dir. of traffic & communications; Larry Ruddell, dir. of film services, N.Y.; Frank Ralston, dir. of film services, Hollywood; Ted Grenier, dir. of TV operations, Hollywood.

CANADIAN BROADCASTING CORP.

Executive Offices: 1500 Bronson Ave., Ottawa 8, Ont. P.O. Box 478 Terminal "A", Ottawa, Ont. Phone: 731-3111. J. E. Hayes, vice president engineering (Ottawa).
Engineering Executives: 7925 Cote St. Luc Rd., Montreal. Phone: 488-2551. R. D. Cahoon, chief engineer; W. A. Nichols, asst. chief engineer; D. G. McKinstry, staff architect; N. R. Olding, operations engineer; J. Carlisle, plant engineer; R. E. Santo, transmission & development engineer; E. C. Stewart, coordinator of engineering projects & services.
 Toronto, Ont. 354 Jarvis St. Phone: 925-3311. H. E. S. Hamilton, supervisor of network operations.

COLUMBIA BROADCASTING SYSTEM INC.

51 West 52nd St., New York, N.Y. (10019). Phone: 765-4321.
Engineering and Operations Executives, CBS Television Network Division.

Engineering Dept.: William B. Lodge, v.p. of affiliate relations & engineering; Richard S. O'Brien, dir. of engineering; H. A. Chinn, chief consultant; K. B. Benson, dir. of audio/video engineering; F. L. Flemming, dir. of plant systems engineering; J. D. Parker, dir. of transmission engineering; J. B. French, dir. of engineering services.

Operations Dept.: Edward L. Saxe, v.p., operations; Drew Brinckerhoff, gen. mgr., operations (New York); James Hesen, gen. mgr. (Hollywood); Charles L. Chester, dir. of operations (Washington); Robert H. Bridges, asst. to v.p., operations; Joseph A. Flaherty, dir. of technical facilities staff; Walter R. Pierson, dir., production facilities planning; Robert Hammer, dir. of technical services (New York); Gilbert Wyland, dir. of technical services (Hollywood).

MUTUAL BROADCASTING SYSTEM INC.

135 W. 50th St., New York, N.Y. (10020). Phone: 581-6100.
Engineering Executives: Leslie Learned, chief engineer; James Chapman, supervisor of engineering traffic.

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York 20, N.Y. Circle 7-8300.
Operations and Engineering Executives: William H. Trevarthen, v.p., operations & engineering; James L. Wilson, dir., engineering; Joseph J. Arnone, mgr., architectural design and construction; Donald H. Castle, mgr., engineering planning and equipment development; Allen A. Walsh, mgr., facilities design and construction.

AMERICAN TELEPHONE & TELEGRAPH CO. (Long Lines Dept.)

32 Avenue of the Americas, New York 13, N.Y. 393-9700.
Executives: L. F. Wingert, v.p.; C. E. Schooley, director of operations; L. E. Eastmond, asst. v.p., operating staff; J. R. Rae, asst. v.p., engineering; W. B. Kelley, asst. v.p., marketing; W. R. Kellogg, area sales manager, White Plains, N.Y.; W. H. Ragette, area sales mgr., Washington, D.C.; R. L. Hake, sales mgr., New York; W. B. Snell, area sales mgr., Atlanta; W. W. Betteridge, area sales mgr., Chicago; H. M. Williams, Jr., area sales mgr., Kansas City; C. R. Deyo, asst. v.p., public relations; J. W. Cannon, publications mgr.; G. E. Ashley, general attorney; C. F. Martin & J. W. Grady, Jr., asst. general attorneys.



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Television Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

All data as furnished by networks.

Map of Present and Projected Interconnections Published as Insert with This Factbook.

AMERICAN BROADCASTING CO.

(A division of American Broadcasting Companies Inc.)

Executive Offices: 1330 Ave. of the Americas, New York, N.Y. Phone: 581-7777.

Business Offices and Studios: 1330 Ave. of the Americas, New York, N.Y. Phone: 581-7777. (Studio also at Elysee, Ritz & Colonial Theatres.)

Other Affiliations: ABC owns and operates TV stations WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KABC-TV, Los Angeles; KGO-TV, San Francisco. Owned & operated AM stations are: WABC, New York; WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; KQV, Pittsburgh. It also owns radio WLS, Chicago. Also has sales rep firm for its Western Regional TV Network. Also has interest in Technical Operations Inc. and Microwave Associates Inc., Arlington, Mass. and owns 51% of Central American TV Network.

Board of Directors (AB-PT): Alger B. Chapman, Samuel Clark, John A. Coleman, Everett Erlick, E. Chester Gersten, Leonard H. Goldenson, Jack Hausman, Robert H. Hinckley, Robert L. Huffines Jr., George P. Jenkins, Walter P. Marshall, Joseph A. Martino, Thomas W. Moore, Simon B. Siegel.

ABC OFFICERS

Leonard H. Goldenson, *president of ABC Inc.; pres. of ABC*
Simon B. Siegel, *executive v.p.*
Charles T. Ayres, *vice president*
Julius Barnathan, *vice president*
Alfred Beckman, *vice president*
Edward Bischoff, *vice president*
Edward Bleier, *vice president*
Michael P. Boland, *vice president*
Martin Brown, *v.p. and treas. of ABC & treas. of AB-PT*
Slocum Chapin, *vice president*
Robert Coe, *vice president*
Douglas Cramer, *vice president*
Don B. Curran, *vice president*
Theodore Douglas, *vice president*
James E. Duffy, *vice president*
Theodore Fetter, *vice president*
Don Foley, *vice president*
Michael J. Foster, *vice president*
Vincent Francis, *vice president*
Richard Freund, *vice president*
John O. Gilbert, *vice president*
William Gillogly, *vice president*
Leonard Goldberg, *vice president*
Henry T. Hede, *vice president*
Ben Hoberman, *vice president*
Robert Kaufman, *vice president*
Elmer W. Lower, *vice president*
Jack Mann, *vice president*
Edward Masket, *vice president*
D. Thomas Miller, *vice president*
Thomas W. Moore, *vice president*
William P. Mullen, *vice president*
Earl Mullin, *vice president*
Thomas O'Brien, *vice president*
Robert Pauley, *vice president*
Frederick Pierce, *vice president*
James G. Riddell, *vice president*
Stephen Riddleberger, *vice president*
Elton Rule, *vice president*
David Sacks, *vice president*
Alfred Schneider, *vice president*
Edgar J. Scherick, *vice president*
Walter A. Schwartz, *vice president*
Theodore F. Shaker, *vice president*
Mortimer Weinbach, *vice president & general counsel*
Jesse Zousmer, *vice president*

FINANCE, PERSONNEL & GENERAL SERVICES

Simon B. Siegel, *executive v.p.*
Martin Brown, *treas. ABC Inc.; v.p. & treas. ABC*
Michael P. Boland, *vice president in charge of financial controls*
David Sweeney, *chief accountant*
Grace Johnsen, *director of broadcast standards & practices*
Marie McWilliams, *director of personnel*
Joseph J. Spagnola, *office & studio services director*
George Ast, *purchasing agent*
Henry Epstein, *art director*
Carl Falk, *manager of data processing*
John Fasciano, *manager of systems*
Margaret Michaud, *manager of treasury affairs*
Alfred Schneider, *vice president*
Joseph Fitzpatrick, *assistant treasurer*
J. Laurence Lecky, *mgr. of print production control unit*
Dr. Theodore Gold, *medical director*

For AB-PT Corporate Listing

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ENGINEERING

Julius Barnathan, *v.p. in charge of broadcast operations & engineering*
Henry Dabrowski, *chief engineer, WABC-TV*
Thomas Flynn, *manager of video recording*
Robert Gabrielson, *mgr. of TV operations*
Henry Grossman, *dir. of national film & video recording services*
Phillip Levens, *asst. director of TV engrn. operations*
Bernard Koval, *radio operations supervisor*
George Milne, *director of traffic & communications*
Clure Owen, *administrative assistant to v.p. in charge*
Lawrence A. Ruddell, *recording director*
Joseph Sauer, *traffic mgr.*
Merle Worster, *dir. of technical operations, TV*
Frederick Zellner, *dir. of technical operations, AM*
Sammie Aed, *assistant director of AM engineering operations*
Frank Faist, *video recordings supervisor*
Richard Hamilton, *communications supervisor*
Royce Pointer, *director of audio-video engineering*

PRODUCTION SERVICES

Ruth K. Blainey, *operations manager*
John Kneeshaw, *business manager, production*
Frederick Schuhmann, *director of production services*
Arthur Segal, *scenic services manager*
David Eschelbacher, *asst. director of production services*
Donald Degenhardt, *studio services manager*

NEWS, SPECIAL EVENTS & PUBLIC AFFAIRS

Elmer Lower, *v.p., ABC, & president of news, special events & public affairs.*
Don Coe, *director of operations*
Wiley Hance, *manager of public affairs*
John Secondari, *producer, special projects*
John Madigan, *dir. of daily electronic feed unit*
Jesse Zousmer, *vice president & dir. of TV news*
Jules Bergman, *science editor*
Thomas O'Brien, *director of radio news*
Jack Bush, *director of films*
Fraser Head, *business manager*
Nich Archer, *director of basic news*
Benjamin Blank, *creative graphic arts direction*
Robert Fleming, *Chief of Washington news bureau*
Robert Goldman, *general manager*
Beryl Reubens, *director of promotion & publicity*
Robert Sammon, *director of TV news operations*
Arnold Snyder, *manager of political unit*

LEGAL & LABOR RELATIONS

Mortimer Weinbach, *vice president & asst. general counsel of ABC Inc.*
Richard L. Freund, *vice president in charge of labor relations*
Everett Erlick, *v.p. & general counsel of ABC Inc.*
Charles DeBare, *general attorney for radio network and o & o stations*
Robert Kaufman, *vice president & general attorney for sales and program contracts*
Edward Masket, *vice president & director of program business affairs*
Donal Flynn, *director of sales contracts*
Irving Novick, *director of labor relations*
I. Martin Pompadur, *director of business affairs*

PRESS INFORMATION

Michael J. Foster, *v.p. in charge of press information*
Stephen Strassberg, *director of press information*
Phillip Bernstein, *asst. director of press information*
George Hoover, *trade news editor*
Ellen MacKinnon, *supervisor of audience information*
Catharine Lynch, *librarian*
Sidney R. Mesibov, *director of special exploitation projects*
Richard Sarno, *photo editor*
Mari Yanofsky, *magazine editor*

BROADCAST STANDARDS & PRACTICES

Grace Johnsen, *director of Broadcast Standards & Practices*

ART

Henry Epstein, *art director*

ADVERTISING & PROMOTION

Don Foley, *v.p. in charge*
Andre Gebstaedt, *advertising mgr.*
Theodore Kirby, *mgr. of affiliated station promotion*

ABC INTERNATIONAL TELEVISION, INC.

Donald Coyle, *president*
James Larkin, *director of business affairs*
Patrick Petrino, *sales manager*
Harvey Jacobs, *manager of advertising, sales promotion & public relations*
Jack Singer, *program manager*

(Continued on next page)

Network Rates and Data

Television Network

Thomas W. Moore, president

Stephen C. Riddleberger, vice president-administration

ABC-TV Stations Affiliates Association: Herbert Cahan, WJZ-TV, Baltimore, Md., *chairman*; Martin Umansky, KAKE-TV, Wichita, Kan., *vice chairman*; Ben West, KOCO-TV, Oklahoma City, Okla., *secretary*; Robert Doubleday, KATV, Little Rock, Ark., *treasurer*; Burt Ladow, KTVK, Phoenix, Ariz.; Robert Wiegand, WTVN-TV, Columbus, Ohio; Leslie Norins, KEYT-TV, Santa Barbara, Cal.; Joseph Brechner, WFTV, Orlando, Fla.; Joseph Hladky, KCRG-TV, Cedar Rapids, Iowa.

TV Programming

Edgar Scherick, *v.p. in charge*
Theodore Petter, *v.p. & national program director*
Edward Breier, *v.p. in charge daytime programming & sales*
Douglas Cramer, *v.p. of program development*
Leonard Goldberg, *v.p. in charge daytime programming*
David Sontag, *network executive producer*
Edward Warren, *network executive*
Warren Lyons, *manager of talent development*
Peter Miner, *director of daytime program development*
Edwin Vane, *dir. of daytime programs*
George Patrick, *program & commercial production manager*
Theodore Lyman, *mgr. of announcing*
Frederick P. Laffey, *program service mgr.*
Leonard Maskin, *director of program administration, east coast*
Peter Rabow, *manager of program planning*

Station Relations

Robert Coe, *v.p. in charge of station relations*
Donald Shaw, *dir. of TV station relations*
Joseph Giaquinto, *director of TV station clearance*
Mario Cucinotta, *manager of TV station clearance*

Network Sales

James E. Duffy, *v.p. in charge*
Edward Bleier, *v.p. in charge of daytime programming & sales*
Slocum Chapin, *v.p. client relations*
Charles T. Ayres, *v.p. & general sales executive*
Frederick Pierce, *v.p. & national dir. of sales*
Henry T. Hede, *v.p. & administrative sales manager*
William Firman, *director of news & special events sales*
Marshall Karp, *sales manager, eastern div.*
Yale Roe, *director of daytime sales*
Charles Allen, *director of sales service*
Jerry Solomon, *regional sales manager*
Carmela Cuomo, *manager of order processing*
Thomas Del Priove, *eastern nighttime sales service manager*
Harold Geary, *manager of nighttime sales service*
John McCarthy, *director of daytime sales service*
Alice Stamatia, *western sales service manager*

Station Clearance

Joseph Giaquinto, *director of station clearance*

Research & Sales Development

Paul Sonkin, *director of research*
Seymour Amlen, *associate director of research*
Jerome Zucker, *mgr. of sales development*
Joel Cohen, *assistant manager of sales development*

Sales Planning

Mark Cohen, *director of sales planning*
Ronald Pollock, *manager of sales planning*

Radio Network

Robert R. Pauley, president

ABC Radio Stations Affiliates Advisory Board: District 1—Simon Goldman, WJTN, Jamestown, N.Y.; District 2—J. P. Williams, WING, Dayton, O.; District 3—Phil Hoffman, WTCN, Minneapolis, Minn.; District 4—T. B. Lanford, KFMB, Shreveport, La.; District 5—C. B. Locke, KFDM, Beaumont, Tex.; District 6—William C. Grove, KFBC, Cheyenne, Wyo.; District 7—James W. Wallace, KPQ, Wenatchee, Wash.; District 8—J. S. Younts, WEEB, Southern Pines, N.C.

Radio Programming & Services

John Thayer, *national director of programs*
George Sax, *national director of program operations & co-operative program manager*
Ruth B. Smith, *supervisor of production control unit*
Frank Vagnoni, *manager of music division*

Station Relations

Earl Mullin, *v.p. in charge*

Radio Network Sales

Theodore Douglas, *national director of sales & v.p.*
Robert Holmgren, *dir. of sales service & business admin.*
Don Schlosser, *director of advertising & sales development*
Herbert Granath, *eastern sales manager*
Marvin Grieve, *sales manager, special program services division*

Research

Arthur Sulzburgh, *research manager*

For ABC-TV Network Rates

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ABC Owned & Operated Stations

TELEVISION STATIONS

WABC-TV, New York: John O. Gilbert, *v.p. & general manager*; Richard Beesemyer, *general sales manager*; Seymour Horowitz, *program director*.

WBKB, Chicago: D. Thomas Miller, *v.p. & general mgr.*; John Campbell, *general sales mgr.*; Manuel Fingerhut, *controller*; Clar Heider, *national spot sales mgr.*; Samuel Roseman, *program dir.*

KABC-TV, Los Angeles: Elton Rule, *v.p. & gen. mgr.*; James C. Riddell, *v.p. in charge western div.*; Richard O'Leary, *general sales mgr.*; Howard Lipstone, *program director*.

KGO-TV, San Francisco: David Sachs, *v.p. & gen. mgr.*, KGO-TV; Calvin Thomas, *program manager*; Russ Coughlan, *sales mgr.*

WXYZ-TV, Detroit: John F. Pival, *pres. of WXYZ Inc. & gen. mgr.* WXYZ-TV; John Reynolds, *controller*; Donald Keck, *general sales manager*; Peter Strand, *program manager*.

Central Division (Chicago)

William C. Gillogly, *v.p. & sales manager, TV network*
D. Thomas Miller, *general manager & v.p.*
Donald Peterson, *director of publicity & promotion*
Charles Buzzard, *manager engineering department*

Western Division (Los Angeles)

William McSherry, *dir. of news, TV network*
Adrian Samish, *dir. of current programming, TV network*
Jerry Zigmond, *dir. of exploitation*
Theodore Toll, *program mgr., radio, western div.*
Vincent Francis, *v.p. & sales manager, TV network*
Charles Barris, *director of daytime programming, TV network*
Jerome Bredouw, *director of on-the-air promotion, TV network*
Herbert Jellinek, *director of budgets & cost control*
Dorothy L. Brown, *director of continuity acceptance*
William W. Edwards, *mgr. of advertising & prom., TV network*
Rowe S. Glesen, *dir. of administration, TV network program*
Theodore B. Grenier, *chief engineer, TV & radio*
Arthur Harvey, *director, labor relations & business affairs*
Elliott W. Henry Jr., *director, TV network press information*
Ben Hoberman, *v.p. & general manager, KABC*
Jack Mann, *v.p. in charge of ABC Radio*
Courtney McLeod, *regional manager, TV station relations*
Norma T. Olsen, *director, TV program operations, network & local, Hollywood*
Frank G. Ralston, *director, TV network film department*
James G. Riddell, *v.p. in charge of Western Division*
Elton H. Rule, *v.p. & gen. mgr., KABC-TV*
Louis F. Sanman, *mgr. of live production & facilities*
Florence T. Schiro, *personnel director*
Arthur Sterman, *mgr., radio engineering operations, Hollywood*
John C. Wagner, *controller, Western Division*

San Francisco

David Sacks, *v.p. & gen. mgr. of KGO-TV*
Jack Gregory, *sales mgr. of KGO-TV*
Lorraine Pedersen, *continuity acceptance editor*
Edith Kirby, *traffic manager*
Henry A. Saroyan, *controller*
Harry Jacobs, *chief engineer*
Robert Mitchell, *manager, film dept.*
George Rodman, *dir. of publicity, advertising, & promotion*
Victor Reed, *dir. of public affairs*

Washington

1124 Connecticut Ave., Executive 3-7700

Alfred Beckman, *v.p. in charge, Washington Office*

RADIO STATIONS

WABC, New York: Walter Schwartz, *v.p. & gen. mgr.*; Richard Sklar, *program manager*; George Williams, *sales mgr.*; Donn Winther, *advertising & promotion manager*; Michael Asselta, *business manager*.

KABC, Los Angeles: Ben Hoberman, *v.p. & gen. mgr.*; George Green, *sales mgr.*; Jon Myers, *program director*; Jack Mann, *v.p., ABC Radio Network, Western Division*.

KQV, Pittsburgh: John Gibbs, *gen. mgr.*; Edward Smith, *sales mgr.*; Edward Tracy, *controller*.

WXYZ, Detroit: Charles Fritz, *gen. mgr.*; Robert Baldrice, *radio sales mgr.*; Donald Davenport, *production mgr.*

KGO, San Francisco: Don Curran, *v.p. & gen. mgr.*; James Dunbar, *program director*.

WLS, Chicago: Ralph Beaudin, *gen. mgr.*; John Allen, *controller*.

Central Division (Chicago)

Clar Heider, *national spot sales manager*
Edward Bischoff, *v.p. of sales, radio network, central div.*
Alexander MacCallum, *program dir. AM network, central div.*

Western Division (Hollywood)

Dorothy L. Brown, *dir. of continuity acceptance, Western Div.*
Theodore B. Grenier, *chief engineer, Western Division*
Jack Mann, *v.p. of ABC radio network, Western Division*
Florence T. Schiro, *personnel director, Western Division*
Arthur Sterman, *manager of radio engineering operations*
John C. Wagner, *controller, Western Division*

ABC Network Listing

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ABC Television Network

Network Rates and Data

ABC Network Data—(Continued)

ABC TELEVISION SPOT SALES INC.
663 Fifth Ave., New York, N.Y.

James Conley, *president*
Fred Nettere, *vice president*
Martin Pollins, *eastern sales mgr.*
Mark Ellentuck, *business manager*
Walter M. Stein, *research & promotion manager*
Charles Barrickman, *sales mgr., Hollywood*
Arthur Decoster, *sales mgr., Chicago*
James Osborn, *sales mgr., San Francisco*
Robert Sullivan, *sales mgr., St. Louis*

SPORTS PROGRAMS INC.
663 Fifth Ave., New York, N.Y.

Elliott Ames, *manager of sports promotion & client services*
James Colligan, *producer*
Roone Arledge, *director of sports*
John Fitzgerald, *business manager*
Richard Kirchner, *producer*
Jack Lubell, *producer*
Barry Frank, *dir. of program planning*
Patrick Shearer, *operations manager*
F. Chester Forte, *producer*

ABC-TV NETWORK RATES

(Rate Card No. 11, Dec. 1, 1964)

(Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., daily). Class C rates (All other times other than those listed for Class A & D are 50% of Class A rates.) Class D rates (daytime up to 5 p.m., Mon.-Fri. except for special and sports where Class C will prevail) are 33.3% of Class A rates. Note: Advertisers are required to purchase for each program a minimum clear gross for station time equivalent to \$100,000 for each Class A hour telecast.

GROSS STATION RATES—(Class A Rates)

Station	Hour	30 Min.	15 Min.
**KXAB-TV, Aberdeen, S.D.	\$175.00	105.00	70.00
KRBC-TV, Abilene, Tex.	425.00	255.00	170.00
KTEN, Ada, Okla.	225.00	135.00	90.00
WAKR-TV, Akron, Ohio	150.00	90.00	60.00
*WALB-TV, Albany, Ga.	475.00	285.00	190.00
WAST, Albany-Schenectady-Troy	1000.00	600.00	400.00
*KOAT-TV, Albuquerque, N.M.	425.00	255.00	170.00
KCMT, Alexandria, Minn.	300.00	180.00	120.00
WFEG-TV, Altoona, Pa.	1000.00	600.00	400.00
KVII, Amarillo, Tex.	325.00	195.00	130.00
WAIM-TV, Anderson, S.C.	150.00	90.00	60.00
WLOS-TV, Asheville, N.C.	850.00	510.00	340.00
WAIH-TV, Atlanta, Ga.	1100.00	660.00	440.00
WJBF-TV, Augusta, Ga.	675.00	405.00	270.00
WRDW-TV, Augusta, Ga.	425.00	255.00	170.00
KMMT, Austin-Rochester, Minn.	300.00	180.00	120.00
KTBC-TV, Austin, Tex.	625.00	375.00	250.00
KLYD-TV, Bakersfield, Cal.	300.00	180.00	120.00
WJZ-TV, Baltimore, Md.	1750.00	1050.00	700.00
WAFB-TV, Baton Rouge, La.	450.00	270.00	180.00
WBRZ-TV, Baton Rouge, La.	625.00	375.00	250.00
†KBMT-TV, Beaumont, Tex.	350.00	210.00	140.00
KWAB-TV, Big Springs, Tex.	75.00	45.00	30.00
KOOK-TV, Billings, Mont.	275.00	165.00	110.00
KULR-TV, Billings, Mont.	200.00	120.00	80.00
WLQX-TV, Biloxi, Miss.	175.00	105.00	70.00
WBJA-TV, Binghamton, N.Y.	200.00	120.00	80.00
†WBRC-TV, Birmingham, Ala.	1600.00	960.00	640.00
KXMB-TV, Bismarck, N.D.	150.00	90.00	60.00
KFYR-TV, Bismarck, N.D.	225.00	135.00	90.00
WHIS-TV, Bluefield, W. Va.	300.00	180.00	120.00
KBOI-TV, Boise, Ida.	325.00	195.00	130.00
KTVB, Boise, Ida.	3000.00	1800.00	1200.00
WNAC-TV, Boston	575.00	345.00	230.00
WCYB-TV, Bristol, Va.	100.00	60.00	40.00
KBTX-TV, Bryan, Tex.	1900.00	1140.00	760.00
WKBW-TV, Buffalo, N.Y.	300.00	180.00	120.00
KXLF-TV, Butte, Mont.	450.00	270.00	180.00
WWTW, Cadillac, Mich.	250.00	150.00	100.00
KTWO-TV, Casper, Wyo.	725.00	435.00	290.00
KCRG-TV, Cedar Rapids-Waterloo, Iowa	500.00	300.00	200.00
WUSN-TV, Charleston, S.C.	1575.00	945.00	630.00
WBTV-TV, Charlotte, N.C.	1500.00	900.00	600.00
WSOC-TV, Charlotte, N.C.	525.00	315.00	210.00
WTVC, Chattanooga, Tenn.	325.00	195.00	130.00
WTOM-TV, Cheboygan, Mich.	3000.00	1800.00	1200.00
Bonus to WPBN-TV, Traverse City			
KFBC-TV, Cheyenne, Wyo.	325.00	195.00	130.00
WBKB, Chicago, Ill.	4500.00	2700.00	1800.00
WKRC-TV, Cincinnati, Ohio	1800.00	1080.00	720.00
WEWS, Cleveland, Ohio	3000.00	1800.00	1200.00
KRDO-TV, Colorado Springs	325.00	195.00	130.00
†KOMU-TV, Columbia, Mo.	375.00	225.00	150.00
WOLO-TV, Columbia, S.C.	200.00	120.00	80.00
WTVM, Columbus, Ga.	600.00	360.00	240.00
WCBI, Columbus, Miss.	200.00	120.00	80.00
WTVN-TV, Columbus, Ohio	1300.00	780.00	520.00
KIII-TV, Corpus Christi, Tex.	325.00	195.00	130.00
WFAA-TV, Dallas-Fort Worth	1600.00	960.00	640.00
WHIO, Dayton, Ohio	1400.00	840.00	560.00

Station	Hour	30 Min.	15 Min.
WLW-D, Dayton, Ohio	1300.00	780.00	520.00
WTVP, Decatur, Ill.	400.00	240.00	160.00
KBTW, Denver, Colo.	1050.00	630.00	420.00
WOI-TV, Des Moines, Iowa	800.00	480.00	320.00
WXYZ-TV, Detroit, Mich.	3300.00	1980.00	1320.00
KDIX-TV, Dickenson, N.C.	75.00	45.00	30.00
†WTVY, Dothan, Ala.	325.00	195.00	130.00
†WDSM-TV, Duluth, Minn.	700.00	420.00	280.00
KDAL-TV, Duluth, Minn.	700.00	420.00	280.00
KTVE, El Dorado, Ark.	450.00	270.00	180.00
†KELP-TV, El Paso, Tex.	250.00	150.00	100.00
WICU-TV, Erie, Pa.	650.00	390.00	260.00
WSEE, Erie, Pa.	275.00	165.00	110.00
KEZI-TV, Eugene, Ore.	275.00	165.00	110.00
KVIQ-TV, Eureka, Cal.	125.00	75.00	50.00
KIEM-TV, Eureka, Cal.	225.00	135.00	90.00
WTVW, Evansville, Ind.	800.00	480.00	320.00
WJPB-TV, Fairmont, W. Va.	225.00	135.00	90.00
KTHI-TV, Fargo, N.D.	450.00	270.00	180.00
WJRT, Flint, Mich.	1250.00	750.00	500.00
†WBTW, Florence, S.C.	575.00	345.00	230.00
KDLO-TV, Florence, S.D.	Bonus to KELO-TV, Sioux Falls, S.D.		
KFSA-TV, Fort Smith, Ark.	325.00	195.00	130.00
WPTA, Ft. Wayne, Ind.	525.00	315.00	210.00
KJEO, Fresno, Cal.	575.00	345.00	230.00
KLOE-TV, Goodland, Kan.	50.00	30.00	20.00
KREX-TV, Grand Junction, Colo.	200.00	120.00	80.00
WZZM-TV, Grand Rapids, Mich.	900.00	540.00	360.00
KFBB-TV, Great Falls, Mont.	250.00	150.00	100.00
WLUK-TV, Green Bay, Wis.	700.00	420.00	280.00
WGHP-TV, Greensboro-High Point, N.C.	700.00	420.00	280.00
WNBE-TV, Greenville-New Bern, N.C.	275.00	165.00	110.00
*KGBT-TV, Harlingen, Tex.	375.00	225.00	150.00
WTPA, Harrisburg, Pa.	500.00	300.00	200.00
WSIL-TV, Harrisburg, Ill.	350.00	210.00	140.00
KPOB-TV, Poplar Bluff, Mo. [Satellite of WSIL-TV]			
WSVA-TV, Harrisonburg, Va.	300.00	180.00	120.00
†WDAM-TV, Hattiesburg, Miss.	250.00	150.00	100.00
KHPL-TV, Hayes Center, Neb.	Bonus to KHOL-TV, Kearney-Holdrege, Neb.		
KAYS-TV, Hays, Kan.	115.00	69.00	46.00
KBLI, Helena, Mont.	50.00	30.00	20.00
KTRK-TV, Houston, Tex.	1550.00	930.00	620.00
WHTN-TV, Huntington, W. Va.	1000.00	600.00	400.00
WAAV-TV, Huntsville, Ala.	100.00	60.00	40.00
†KID-TV, Idaho Falls, Ida.	275.00	165.00	110.00
WLW-I, Indianapolis, Ind.	1500.00	900.00	600.00
WJTV, Jackson, Miss.	625.00	375.00	250.00
WLBT, Jackson, Miss.	600.00	360.00	240.00
WDXI, Jackson, Tenn.	200.00	120.00	80.00
WFGA-TV, Jacksonville, Fla.	925.00	555.00	370.00
WJXT, Jacksonville, Fla.	975.00	585.00	390.00
†KRCG-TV, Jefferson City, Mo.	425.00	255.00	170.00
†WJHL-TV, Johnson City, Tenn.	475.00	285.00	190.00
WARD-TV, Johnstown, Pa.	200.00	120.00	80.00
WJAC-TV, Johnstown, Pa.	1,250.00	750.00	500.00
†KODE-TV, Joplin, Mo.	375.00	225.00	150.00
KMBC-TV, Kansas City, Mo.	1550.00	930.00	620.00
KHOL-TV, Kearney, Neb.	600.00	360.00	240.00
KOTI, Klamath Falls, Ore.	150.00	90.00	60.00
WTVK, Knoxville, Tenn.	300.00	180.00	120.00
†WKBT, La Crosse, Wis.	450.00	270.00	180.00
KATC, Lafayette, La.	350.00	210.00	140.00
KGNS-TV, Laredo, Tex.	100.00	60.00	40.00
KSHO-TV, Las Vegas, Nev.	Bonus to network		
KSWO-TV, Lawton, Okla.-Wichita Falls, Tex.	350.00	210.00	140.00
WKYT, Lexington, Ky.	300.00	180.00	120.00
WIMA-TV, Lima, Ohio	175.00	105.00	70.00
KATV, Little Rock, Ark.	550.00	330.00	220.00
KABC-TV, Los Angeles, Cal.	4400.00	2640.00	1760.00
WLKY-TV, Louisville, Ky.	400.00	240.00	160.00
KCBD-TV, Lubbock, Tex.	500.00	300.00	200.00
KLBK-TV, Lubbock, Tex.	550.00	330.00	220.00
KTRE-TV, Lufkin, Tex.	200.00	120.00	80.00
WLVA-TV, Lynchburg-Roanoke	350.00	210.00	140.00
WMAZ-TV, Macon, Ga.	500.00	300.00	200.00
WKOW-TV, Madison, Wis.	350.00	210.00	140.00
WMUR-TV, Manchester, N.H.	600.00	360.00	240.00
WLUC-TV, Marquette, Mich.	325.00	195.00	130.00
KTVM, Medford, Ore.	250.00	150.00	100.00
KMED-TV, Medford, Ore.	200.00	120.00	80.00
WHBQ-TV, Memphis, Tenn.	1200.00	720.00	480.00
†WTOK-TV, Meridian, Miss.	425.00	255.00	170.00
WLBW-TV, Miami, Fla.	1100.00	660.00	440.00
WITI-TV, Milwaukee, Wis.	1600.00	960.00	640.00
KMSP-TV, Minneapolis-St. Paul, Minn.	1350.00	810.00	540.00
KMOT, Minot, N.D.	150.00	90.00	60.00
KXMC-TV, Minot, N.D.	200.00	120.00	80.00
KGVO-TV, Missoula, Mont.	200.00	120.00	80.00
WEAR-TV, Mobile, Ala.-Pensacola, Fla.	650.00	390.00	260.00
WQAD-TV, Moline, Ill.	900.00	540.00	360.00
*KVKM-TV, Monahans, Tex.	150.00	90.00	60.00
KNOE-TV, Monroe, La.	550.00	330.00	220.00
WKAB-TV, Montgomery, Ala.	200.00	120.00	80.00
WLBC-TV, Muncie, Ind.	200.00	120.00	80.00
WSIX-TV, Nashville, Tenn.	950.00	570.00	380.00
WNHC-TV, New Haven, Conn.	2250.00	1350.00	900.00
WVUE, New Orleans, La.	950.00	570.00	380.00
WABC-TV, New York, N.Y.	7750.00	4650.00	3100.00
WVEC-TV, Norfolk, Va.	850.00	510.00	340.00
KOCO-TV, Oklahoma City, Okla.	800.00	480.00	320.00
KETV, Omaha, Neb.	1000.00	600.00	400.00
WFTV, Orlando, Fla.	700.00	420.00	280.00
WJHG-TV, Panama City, Fla.	225.00	135.00	90.00
WTAP-TV, Parkersburg, W. Va.	100.00	60.00	40.00
KCND-TV, Pembina, N.D.	100.00	60.00	40.00
Bonus to KNOX-TV, Grand Forks, N.D.			
ZBM-TV, Pembroke, Bermuda	75.00	45.00	30.00
WTVH-TV, Peoria, Ill.	550.00	330.00	220.00
WFIL-TV, Philadelphia, Pa.	4300.00	2580.00	1720.00

Station	Hour	30 Min.	15 Min.
KTVK, Phoenix, Ariz.	600.00	360.00	240.00
†KOAM-TV, Pittsburg, Kan.	425.00	255.00	170.00
WTAE, Pittsburgh, Pa.	2600.00	1560.00	1040.00
††WPTZ, Plattsburgh, N.Y.- Burlington, Vt.	500.00	300.00	200.00
KPOB-TV, Poplar Bluff, Mo.			
Bonus to WSIL-TV, Harrisburg, Ill.			
WCSH-TV, Portland, Me.	725.00	435.00	290.00
WMTW-TV, Portland, Me.- Mt. Washington, N.H.	750.00	450.00	300.00
KATU, Portland, Ore.	1050.00	630.00	420.00
*WAGM-TV, Presque Isle, Me.	175.00	105.00	70.00
WTEV-TV, Providence, R.I.	1000.00	600.00	400.00
†WGEM-TV, Quincy, Ill.- Hannibal, Mo.	575.00	345.00	230.00
WRAL-TV, Raleigh, N.C.	1150.00	690.00	460.00
KOTA-TV, Rapid City, S.D.	275.00	165.00	110.00
KRSD-TV, Rapid City, S.D.	100.00	60.00	40.00
KRCR-TV, Redding, Cal.	375.00	225.00	150.00
KOLO-TV, Reno, Nev.	250.00	150.00	100.00
KNDU, Richland, Wash.	Bonus to KNDO-TV, Yakima		
WRVA-TV, Richmond, Va.	700.00	420.00	280.00
WKEK-TV, Richmond, Va.	750.00	450.00	300.00
KWRB-TV, Riverton, Wyo.	100.00	60.00	40.00
WOKR, Rochester, N.Y.	800.00	480.00	320.00
WREX-TV, Rockford, Ill.	725.00	435.00	290.00
*KSWs-TV, Roswell, N.M.	325.00	195.00	130.00
KOVR, Sacramento-Stockton	1000.00	600.00	400.00
KFEQ-TV, St. Joseph, Mo.	350.00	210.00	140.00
KTVI, St. Louis, Mo.	1750.00	1050.00	700.00
WSUN-TV, Tampa- St. Petersburg, Fla.	475.00	285.00	190.00
WBNB-TV, St. Thomas, V.I.	50.00	30.00	20.00
KSLN-TV, Salina, Kan.		Bonus to Network	
WBOC-TV, Salisbury, Md.	175.00	105.00	70.00
KCPX-TV, Salt Lake City	825.00	495.00	330.00
KCTV, San Angelo, Tex.	200.00	120.00	80.00
KONO-TV, San Antonio, Tex.	925.00	555.00	370.00
WWUP-TV, Sault Ste. Marie, Mich.	Bonus to WWTW, Cadillac- Traverse City, Mich.		
XETV, Tijuana, Mex.- San Diego, Cal.	800.00	480.00	320.00
KGO-TV, San Francisco, Cal.	2600.00	1560.00	1040.00
KNTV, San Jose, Cal.	450.00	270.00	180.00
KEYT, Santa Barbara, Cal.	330.00	198.00	132.00
WTOC-TV, Savannah, Ga.	325.00	195.00	130.00
WSAV-TV, Savannah, Ga.	400.00	240.00	160.00
KSTF-TV, Scottsbluff, Neb. Bonus to KFBC-TV, Cheyenne, Wyo.			
WNEP-TV, Scranton- Wilkes Barre, Pa.	725.00	435.00	290.00
KOMO-TV, Seattle, Wash.	1600.00	960.00	640.00
KMOS-TV, Sedalia, Mo.	Bonus to KRCG-TV, Jefferson City, Mo.		
KTBS-TV, Shreveport, La.	625.00	375.00	250.00
WLSA-TV, Selma, Ala.		Bonus to network	
†KVTW, Sioux City, Iowa	550.00	330.00	220.00
†KTTV, Sioux City, Iowa	575.00	345.00	230.00
†KELO-TV, Sioux Falls, S.D.	1050.00	630.00	420.00
KSOO-TV, Sioux Falls, S.D.	450.00	270.00	180.00
WSJV-TV, So. Bend-Elkhart	475.00	285.00	190.00
KREM-TV, Spokane, Wash.	650.00	390.00	260.00
WHYN-TV, Springfield- Holyoke, Mass.	500.00	300.00	200.00
†KYTV, Springfield, Mo.	475.00	285.00	190.00
KTTs, Springfield, Mo.	375.00	225.00	150.00
WSTV-TV, Steubenville, Ohio	775.00	465.00	310.00
KPAR-TV, Sweetwater-Abilene, Tex.	200.00	120.00	80.00
WNYS-TV, Syracuse, N.Y.	850.00	510.00	340.00
*WCTV, Tallahassee, Fla.- Thomasville, Ga.	450.00	270.00	180.00
WLCY-TV, Tampa-St. Peters- burg, Fla.	475.00	285.00	190.00
†WTHI-TV, Terre Haute, Ind.	700.00	420.00	280.00
WSPD-TV, Toledo, Ohio	1100.00	660.00	440.00
WPBN-TV, Traverse City, Mich.	300.00	180.00	120.00
KGUN-TV, Tucson, Ariz.	300.00	180.00	120.00
KTUL-TV, Tulsa, Okla.	825.00	495.00	330.00
KMVT-TV, Twin Falls, Ida.	200.00	120.00	80.00
KLTV, Tyler, Tex.	325.00	195.00	130.00

Network Rates and Data

Station	Hour	30 Min.	15 Min.
WKTU, Utica, N.Y.	600.00	360.00	240.00
KWTX-TV, Waco, Tex.	375.00	225.00	150.00
WMAL-TV, Washington, D.C.	1650.00	990.00	660.00
WITN-TV, Washington, N.C.	550.00	330.00	220.00
WATR-TV, Waterbury, Conn.	200.00	120.00	80.00
WVNY-TV, Watertown-Carth- age, N.Y.	350.00	210.00	140.00
WAOW-TV, Wausau, Wis.	475.00	285.00	190.00
†WSAU-TV, Wausau, Wis.	550.00	330.00	220.00
*KRGV-TV, Weslaco, Tex.	375.00	225.00	150.00
WEAT-TV, W. Palm Beach, Fla.	225.00	135.00	90.00
WTRF-TV, Wheeling, W. Va.	800.00	480.00	320.00
KAKE-TV, Wichita, Kan.	950.00	570.00	380.00
††KAYS-TV, Hays, Kan.			
KUMV-TV, Williston, N.D.	150.00	90.00	60.00
WWAY-TV, Wilmington, N.C.	150.00	110.00	70.00
KIMA-TV, Yakima, Wash.	650.00	390.00	260.00
WYTV, Youngstown, O.	450.00	270.00	180.00
WHIZ-TV, Zanesville, Ohio	120.00	72.00	48.00

† Limited Live Service. * Non-Interconnected.

†† Unless advertiser is notified to the contrary, this station will schedule for simultaneous telecast the network programs carried by associated station without additional charge.

(1) KHVH-TV Honolulu, Hawaii and WAPA-TV San Juan, P.R. subject to an additional charge for shipping and handling. (2) Combination rate \$250 (Class A hour) for KENI-TV, Anchorage and KFAR-TV, Fairbanks. (3) Daytime Station—Monday-Friday 12:30-5 p.m.; Sat.-Sun. 12:00-7:00 p.m.

Advertisers using any bonus station by film, prefilm or delayed telecast will pay a service charge of \$5 per min. net (non-commissionable) for each minute up to a maximum of \$15 per telecast, while station is furnished as a bonus.

ABC WESTERN REGIONAL NETWORK—ABC Television Center.
Hollywood 27, Cal. Telephone: Normandy 3-3311. Pacific Coast stations: KETV, San Diego; KABC-TV, Los Angeles; KVIQ-TV, Eureka; KEYT, Santa Barbara; KVIP-TV, Redding; KLYD-TV, Bakersfield; KJEO, Fresno; KGO-TV, San Francisco; KOVR, Sacramento-Stockton; KOLo-TV, Reno; KSHO-TV, Las Vegas; KEZI-TV, Eugene, Ore.; KNTV, San Jose, Cal.; KBES-TV, Medford, Ore.; KPTV, Portland Ore.; KNDO-TV, Yakima, Wash.; KOTI, Klamath Falls, Ore.; KOMO-TV, Seattle; KREM-TV, Spokane Mountain stations: KCPX-TV, Salt Lake City; KBTW, Denver; KTVK, Phoenix; KTWO-TV, Casper; KELP-TV, El Paso; KGUN-TV, Tucson; KRDO-TV, Colorado Springs, Colo.; KSWs-TV, Roswell, N.M.; KOAT-TV, Albuquerque, N.M.; KTVB, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KKLX-TV, Twin Falls, Ida.; KXLF-TV, Butte, Mont.; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KWRB-TV, Riverton, Wyo.; KFAR-TV, Fairbanks, Alaska; KENI-TV, Anchorage, Alaska; KHVH-TV, Honolulu; KMVI-TV, Wailuku, Maui; KHJK-TV, Hilo, Hawaii. Executives: Vincent Francis, v.p., sales, Western Division; John Wagner, controller; Theodore Grenier, chief engineer.

ALASKA-HAWAII-PUERTO RICO SERVICE

Station	Hour	30 Min.	15 Min.
*KENI-TV, Anchorage, Alaska ..	\$150.00(3)	\$ 90.00	\$ 60.00
*KFAR-TV, Fairbanks, Alaska ..	150.00	90.00	60.00
KHJK-TV, Hilo, Hawaii	Bonus to KHVH-TV, Honolulu, Hawaii		
KINY-TV, Juneau, Alaska	50.00	30.00	20.00
KHVH-TV, Honolulu	600.00	360.00	240.00
††Hilo			
KMVI-TV, Wailuku, Hawaii Bonus to KHVH-TV Honolulu, Hawaii			
*WAPA-TV, San Juan, P.R. ..	300.00(2)	180.00	120.00

* Non-Interconnected.

COLUMBIA BROADCASTING SYSTEM INC

Executive Offices: 51 West 52nd St., New York (10019). Phone: 765-4321.

Board of Directors, CBS Inc.: William S. Paley, Leon Levy, Ralph F. Colin, Frank Stanton, Merle S. Jones, Goddard Lieberson, Arthur Hull Hayes, Robert A. Lovett, Millicent C. McIntosh, Richard S. Salant, William A. M. Burden, John A. Schneider, J. A. W. Iglehart.

Columbia Broadcasting System Inc. (William S. Paley, chairman; Frank Stanton, president) owns and CBS Television Stations Division (Merle S. Jones, president) operates WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WCAU-TV, Philadelphia; KMOX-TV, St. Louis. CBS Television Stations Division also operates CBS Television Stations National Sales. CBS Radio Division (Arthur Hull Hayes, president) operates AM-FM stations WCBS, New York; KCBS, San Francisco; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston; WCAU, Philadelphia and KMOX, St. Louis. CBS Radio Division also operates the CBS Radio Network and CBS Radio Spot Sales. The CBS Television Network Division (John A. Schneider, president) operates the CBS Television Network. Other CBS Inc. divisions are the CBS News Division (Fred W. Friendly, president); CBS Laboratories Division (Peter C. Goldmark, president); Columbia Records Division (Goddard Lieberson, president). CBS, Inc. also owns a majority interest in the New York Yankees Inc.; CBS Films Inc.; CBS Japan Inc.; April Music Inc.; Blackwood Music Inc.; CBS Australia Pty., which in turn owns CBS Films Pty. Ltd., Australian Record Co. Ltd., Australian Record Club Pty. Ltd., and April Music Pty. Ltd. (Australia); CBS Records Ltd. (England); CBS Columbia AG (Switzerland), which in turn owns Columbia Broadcasting System (CBS Europe) AG (Switzerland) and CBS Ltd. (England). April Musikverlag GmbH Germany and a majority interest in CBS Records (Israel) Ltd.; Disques CBS SA (France), which in turn owns Art. Technique et Commerce SA which in turn owns Disques Versailles SARL; Classic Developments Ltd. (Canada), which in turn owns a majority interest in Canadian Wirevision Ltd.; a majority interest in National Cablevision Ltd. (Canada), which in turn owns Tele-Cable de Quebec; CBS Films de Brasil Ltda.; CBS Television Network Sales of Canada Ltd.; Columbia Records of Canada Ltd., which in turn owns Columbia Records Distributors Canada Ltd., April Music Ltd. (Canada) and Blackwood Music Ltd. (Canada); Lito Reproductores SA (Mexico); Discosclub SA (Mexico); Discos CBS SA (Mexico), which in turn owns Mundo Musical SA (Mexico); Discos CBS SA (Brazil), which in turn owns Editora Mundo Musical Ltda. and Editora Latino Americana de Musica Ltda.; Discos CBS SAICF (Argentina), which in turn owns Ediciones Mundo Musical SRL and Melograf SRL; Discos CBS SA (Colombia); and CBS Radio of Canada Ltd.

Broadcast Center: 524 W. 57th St., New York (10019). Phone: 765-4321.

Television Studios: CBS-TV has these studios in New York: Studios 41, 42, 43, 44, 45 and 46 at 530 West 57th St.; Studio 50, 1697 Broadway; Studio 51, 221 West 26th St.; Studio 52, 254 West 54th St.; Studio 53, 1456 First Ave. Other studios are in Los Angeles at 6121 Sunset Blvd. and Television City; in Chicago at 630 N. McClurg Court; in St. Louis at 12th & Cole Sts.; in Philadelphia at City & Monument Aves.

CBS Television Network Division

OFFICERS

John A. Schneider, *president*
 John T. Reynolds, *senior v.p.*
 John P. Cowden, *v.p., information services*
 Joseph N. Curl, *v.p., daytime sales*
 Michael H. Dann, *v.p., programs*
 Thomas H. Dawson, *v.p., sales*
 Salvatore J. Iannucci, Jr., *v.p., business affairs*
 John J. Karol, *v.p. & director of special projects; business manager, network sales*
 Perry Lafferty, *v.p., programs, Hollywood*
 William B. Lodge, *v.p., affiliate relations & engineering*
 William C. MacPhail, *v.p., sports*
 William M. Materne, *v.p., Eastern sales*
 Roy C. Porteous, *v.p., Central sales*
 Edward L. Saxe, *v.p., operations*
 Irwin B. Segelstein, *v.p., programs, New York*
 Donald Sipes, *v.p., business affairs, Hollywood*
 Charles S. Steinberg, *v.p., public information*
 William H. Tankersley, *v.p., program practices*
 Carl W. Tillmanns, *v.p. & general sales manager*
 Carl S. Ward, *v.p. & director affiliate relations*
 James H. Geer, *v.p., controller*

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers
 WASHINGTON, D.C.: RCA Building 333-9270
 CHICAGO: 333 N. Michigan Avenue, 346-6460
 ATLANTA: Mony Building, 873-5626
 BEVERLY HILLS: Bank of America Bldg. 274-8151

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 Robert Millford, *director, live programs & production, New York*
 Alan C. Wagner, *director, nighttime program & development, New York*
 Thomas O. Loeb, *director, program sales, New York*
 Fred Silverman, *director, daytime programs & development*
 Robert Dale Martin, *director, talent & casting, New York*
 Lillian Curtis, *manager, program personnel, New York*
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 Howard R. McCullough, *manager, program coordinator, network programs, New York*
 Leonard Blair, *director, program development, Hollywood*
 Charles H. Schultz, *director, program activities, Hollywood*
 Boris B. Kaplan, *director, nighttime programming, Hollywood*
 C. Howard Adamson, *manager, program department, Hollywood*
 Ethel Winant, *director, new program projects, Hollywood*
 Helen L. Madden, *manager, story department, Hollywood*
 Stanley Kallis, *executive producer, Hollywood*
 Henry Colman, *executive producer, Hollywood*
 Stanley Shepeter, *executive producer, Hollywood*

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 John M. Dolph, *director, sports*
 William C. Fitts, III, *administrative director*
 John W. Purves, *coordinator, sports sales*
 William Brendle, *manager, sports information services*

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 J. Norman Nelson, *director*
 Charles Pettijohn, *director, program practices, Hollywood*

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 Sidney H. Lyons, *director, business affairs administration, Hollywood*
 Gerald Rubin, *director, package negotiations, New York*
 Louis Telcher, *director, music operations*
 Anthony G. O'Malley, *director, sales contracts*
 Bertrand M. Lanchner, *director, sports contracts*
 Elizabeth P. Wellman, *manager, syndication*
 Emil D. Poklitar, *manager, music clearance*
 Leo Lefcourt, *director, music administration, Hollywood*

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 Walter A. Pierson, *director, production facilities planning*
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 Kurt Oppenheimer, *director, design & shop services*
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 Everett L. Sears, *director, broadcast services, Hollywood*
 Gilbert P. Wyland, *director, technical services, Hollywood*
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 George A. Sunga, *supervisor, production, Hollywood*
 Herbert W. Pangborn, *director, sound & quality control, Hollywood*
 Robert W. Norvet, *general manager, film operations, Hollywood*
 Frank W. Townley, *director finance, film operations, Hollywood*

INFORMATION SERVICES

John P. Cowden, *v.p., information services*

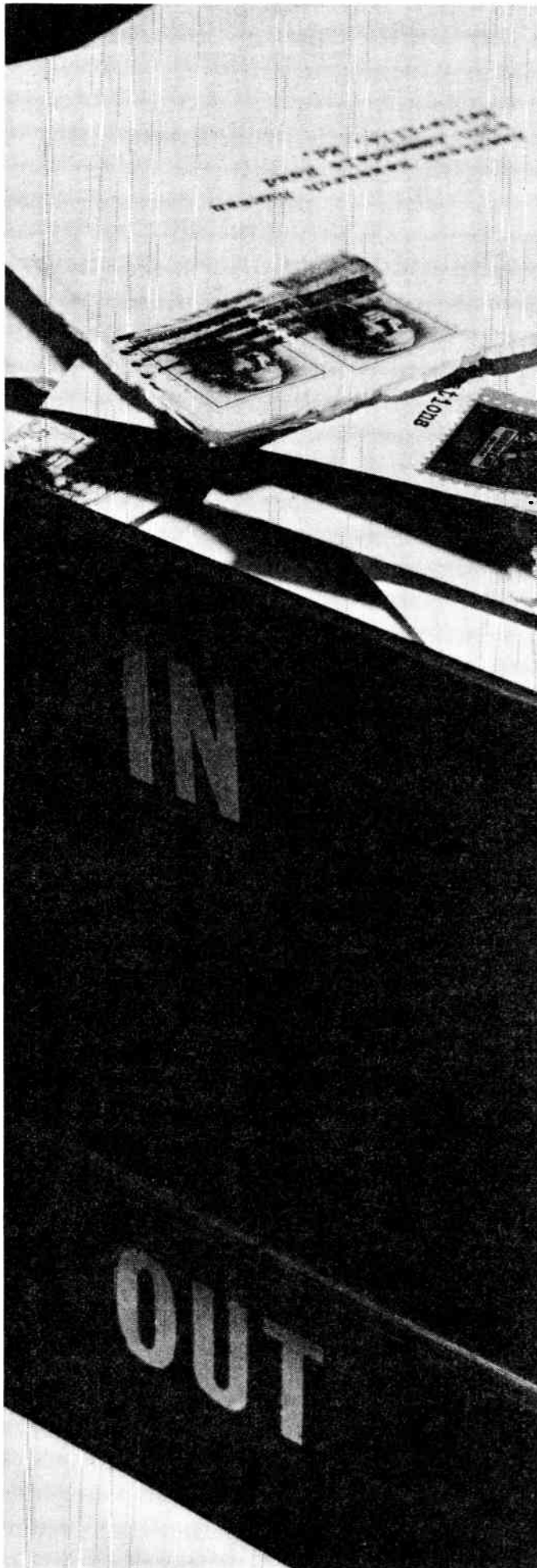
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 Leonard Broom, *asst. to director*
 Alex Kennedy, *director, audience promotion*
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 Leo Giuliano, *associate art director, graphic arts*
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 James J. Kane, *assoc. dir., press information*
 Ed Reynolds, *asst. dir., press information, New York*
 Murray Weissman, *asst. dir., press information, Hollywood*
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 Rudy Bergman, *manager, news publicity*
 Barry D. Richardson, *manager, photo unit*
 Jack Fields, *manager, New York press*
 George Ettinger, *manager, out-of-town press*

(Continued on page 90-a)



Isabel Brown turns them down

We have a long list of volunteers eager to become a part of the American Research Bureau's sampling activities. People write to us regularly requesting that they be included in our audience surveys, eager to cast their "vote." But Isabel Brown turns them down.

As Field Staff Director, she knows that good sampling requires using only those people who are *selected* during the due course of ARB's procedures . . . the idea being that everyone in the defined universe is given an equal opportunity for selection. This is the critical criterion. We don't have to ask everybody, but once we do make a selection we are particularly concerned that those people, and those alone, participate.

For those over-eager volunteers, we have to make a friendly policy. *Don't call us, we'll call you . . . maybe.* It just has to be that way to keep ARB audience reports as good as they are.



**AMERICAN
RESEARCH
BUREAU**

Network Rates and Data

CBS Network Data—(Continued)

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Robert A. Goldfarb, *manager, program analysis*
Rose Marie O'Reilly, *manager, ratings*
Herbert Schmitz, *manager, graphics & presentations*

PHOTOGRAPHY

Walter I. Seigal, *manager*
Martin Silverstein, *supervisor, production*
J. Winston Pennock, *manager, photography, Hollywood*

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James H. Geer, *controller*
Robert B. Jackson, *controller, Hollywood*
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Farrell W. Bushing, *director, accounting*
James A. Walsh, *director, systems & procedures*
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Robert Wood, *manager, contracts & records*
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Edward E. Scovill, *Midwest manager*
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Arthur J. Fox, *manager, affiliate services*

CBS TELEVISION AFFILIATE ADVISORY BOARD

Donald P. Campbell, *WMAR-TV, Baltimore, Md.*; Robert Dillon, *KRNT-TV, Des Moines, Ia.*; Eugene B. Dodson, *WTVT, Tampa, Fla.*; Kenneth R. Giddens, *WKRG-TV, Mobile, Ala.*; Carl E. Lee, *WKZO-TV, Kalamazoo, Mich.*; Vann Kennedy, *KZTV, Corpus Christi, Tex.*; William Grove, *KFBC-TV, Cheyenne, Wyo.*; Lou Simon, *KPIX, San Francisco, Calif.*; Charles Grisham, *WHNT-TV, Huntsville, Ala.*; Tom Bostic, *KIMA-TV, Yakima, Wash.*

NETWORK SALES

Thomas H. Dawson, *v.p., sales*
Carl W. Tillmanns, *v.p. & general sales manager*
John J. Karol, *v.p. & director, special projects; business manager*
William M. Materne, *v.p., Eastern sales*
Joseph N. Curl, *v.p., daytime sales*
Roy C. Porteous, *v.p., Central sales*
Robert L. Swats, *Detroit sales manager*
Robert L. Stolf, *Pacific Coast sales manager*
Robert W. Golden, *director, market planning*
Robert F. Jamieson, *director, station sales & station clearances*
Robert E. Philpot, *coordinator, network sales*
Frank M. Smith, *general sales executive*

CBS Television Stations Division

OFFICERS

Merle S. Jones, *president*
Craig R. Lawrence, *exec. v.p.*
Frank J. Shakespeare, *exec. v.p.*
Richard A. Forsling, *v.p., business administration*
E. Hal Hough, *v.p., program services*
Harvey J. Struthers, *v.p., station services*
Theodore W. O'Connell Jr., *v.p., general manager, CBS Television Stations National Sales*
Bruce R. Bryant, *v.p., general manager, WCAU-TV*
Clark B. George, *v.p., general manager, WCBS-TV*
Edward R. Keneflick, *v.p., general manager, WBBM-TV*
Eugene B. Wilkey, *v.p., general manager, KMOX-TV*
Robert D. Wood, *v.p., general manager, KNXT*
William J. Flynn, *controller*

ENGINEERING

Joseph L. Stern, *director*

FINANCIAL

William J. Flynn, *controller*
Edwin J. Curran, *director, accounting*
Herbert S. Ornstein, *assistant controller*
Robert E. Ellsworth, *director, systems & procedures*
Eugene Friedman, *manager, credit and collection*

INFORMATION SERVICES

Howard Berk, *director, information services*

INTERNATIONAL

Howard L. Kany, *director, business relations*

RESEARCH

Robert Davis, *director*

SALES PROMOTION AND ADVERTISING

Thomas L. Means, *director*
Ted Andresakes, *art director*
Jacques Sammes, *copy chief*
Harold Black, *production manager*

CBS OWNED TELEVISION STATIONS

Craig R. Lawrence, *exec. v.p.*
E. Hal Hough, *v.p., program services*
Harvey J. Struthers, *v.p., station services*

WCBS-TV, 51 W. 52nd St., New York (10019); Clark B. George, *v.p., general manager*; Gerald G. Danford, *general sales manager*.

WBBM-TV, 630 N. McClurg Court, Chicago (60611); Edward E. Keneflick, *v.p. & general manager*; Robert Cochran, *general sales manager*.

KNXT, 6121 Sunset Boulevard, Los Angeles (90028); Robert D. Wood, *v.p., general manager*; Ray Beindorf, *general sales manager*.

WCAU-TV, City & Monument Aves., Philadelphia (19131); Bruce R. Bryant, *v.p., general manager*; Frank Beazley, *general sales manager*.

KMOX-TV, 12th and Cole, St. Louis (63106); Gene Wilkey, *v.p., gen. manager*; Charles M. McAbee Jr., *general sales manager*.

Note: see station listings for other executives and additional details.

WASHINGTON NEWS BUREAU

2020 M St. NW, Washington, D.C. (20036). Phone: 296-1234.
George Reading, *manager-correspondent*

CBS TELEVISION STATIONS NATIONAL SALES

Craig R. Lawrence, *exec. v.p.*
Theodore W. O'Connell Jr., *v.p., general manager*
David Mink, *director of research & sales promotion*
Stuart Temkin, *business manager*
Richard R. Loftus, *eastern sales manager*
Robert H. Perez, *midwestern sales manager*
Charles Linton, *director of sales, West Coast*
Samuel F. Hill Jr., *Los Angeles sales manager*
John S. Logan, *Detroit sales manager*
Thomas Stanton, *St. Louis sales manager*

CBS FILMS INC.

Frank J. Shakespeare, *exec. v.p.*
Sam Cook Digges, *administrative v.p.*
Ralph M. Baruch, *v.p., international sales*
James Victory, *v.p., domestic sales*
Murray A. Benson, *director, licensing*
George Faber, *director, client relations—Hollywood*
Robert A. Fuller, *director, publicity*
Joseph Irwin, *director, business affairs*
Fred J. Mahlstedt, *managing director, operations, domestic & international*
Willard Block, *director, international sales*
Edward Cooper, *manager, film service*
Stanley Moldow, *manager, sales service*
Eugene W. Moss, *sales promotion manager*

TERRYTOONS

William M. Weiss, *v.p. and general manager*

COLUMBIA BROADCASTING SYSTEM

CBS (EUROPE) SA
Zug, Switzerland

Merle S. Jones, *chairman*
Robert C. Mayo, *managing director*

CBS LIMITED

London, England

Merle S. Jones, *chairman*
Frank J. Shakespeare, *vice-chairman*
Robert C. Mayo, *managing director*

CBS FILMS PTY. LTD. (AUSTRALIA)

North Sydney, Australia

Merle S. Jones, *chairman*
William G. Wells, *managing director*

CBS JAPAN INC.

Merle S. Jones, *president*
Frank J. Shakespeare, *exec. v.p.*
Koreaki Takahashi, *v.p. & general manager, Tokyo*

CBS FILMES DO BRASIL LTDA

Jorge Adib, *superintendent*

Columbia Broadcasting System Inc.

Listing is on page 324-c

CBS News Division

OFFICERS

Richard S. Salant, *president*
Gordon Manning, *v.p.*
Bill Leonard, *v.p.*
David Klinger, *v.p., administration*
William Fennessy, *controller*
Herbert Mitgang, *asst. to the president & executive editor*
Ralph Paskman, *asst. director of television news*
Lee Hanna, *director of radio news*
Ben Kubasik, *director of information services*
May M. Dowell, *director of special projects*
Donald C. Hamilton, *director of business affairs*
Pamela Hott, *director of religious broadcasts*
Marshall Davidson, *director, film operations*
Arthur Kane, *manager, live & videotape production*
Lee Otis, *executive assignment editor, radio*
John M. Cooper, *manager, newsfilm syndication*
Henry Weffing, *manager, news administration*

WASHINGTON NEWS BUREAU

2020 M St. NW, Washington, D.C. (20036). Phone: 296-1234
William Small, *bureau manager & news director*
Donald W. Richardson, *assistant news director*
Eric Sevareid, *national correspondent*
Marvin Kalb, *diplomatic correspondent*
Harry Reasoner, *correspondent, White House*

FOREIGN OFFICES

Brazil—Robert Schackne (bureau chief), CBS News, Rua Mexico 3, Rio de Janeiro.
England—Dan Rather (bureau chief), Frank Kearns (Africa bureau chief), 26 Hallam St., London W. 1.
France—Charles Collingwood (chief European correspondent), Bernard Kalb, 37 Rue Marbeuf, Paris 8e.
Germany—Daniel Schorr, Koblenzer Strasse 270, Bonn.
Southeast Asia-India Bureau—Murray Fromson, Lakeside Bldg., 259 Gloucester Road, Flat 16A, Hong Kong, B.C.C.
Italy—Winston Burdett, Piazza Di Spagna 51, Rome.
Japan—Peter Kallscher, Foreign Correspondents Club, Marunouchi, Tokyo.
U.S.S.R.—Hughes Rudd, CBS News, c/o American Embassy (M), Helsinki, Finland.
Vietnam—Morley Safer, Hotel Caravelle, Saigon.

CBS Radio Division

OFFICERS

Arthur Hull Hayes, *president*
Walter Rozett, *v.p. & assistant to president*
James M. Seward, *executive vice president*
George M. Perkins, *v.p., network programs*
Fred Ruegg, *v.p., station administration*
Jules Dundes, *v.p., general manager, station KCBS*
Donald J. Trageser, *v.p., general manager, station WEEI*
Robert F. Hyland, *v.p., general manager, station KMOX*
Davidson M. Vorhes, *v.p., operations & engineering*
W. Thomas Dawson, *v.p., information services*
George J. Arkedis, *v.p., network sales*
William A. Schudt Jr., *v.p., affiliate relations*
E. H. Shomo, *v.p., general manager, station WBBM*
Ralph W. Goshen, *v.p., general manager, station WCBS*
Robert P. Sutton, *v.p., general manager, station KNX & CRPN*
John O. Downey, *v.p., general manager, station WCAU*
Maurie Webster, *v.p., gen. mgr., CBS radio spot sales*
Andrew Subbiondo, *controller*

ADMINISTRATIVE OPERATIONS

William D. Greene, *director*

NETWORK SALES

George J. Arkedis, *v.p.*; Benjamin S. Lochridge, *general sales manager*; Roger K. Huston, *Chicago sales manager*; Cornelius V. S. Knox Jr., *Eastern sales manager*; Douglas H. Donoho, *Detroit sales manager*; Craig Rogers, *West Coast sales manager*; Jack Stuppler, *business manager*; Louis Riggio, *director of sales development*.

NETWORK PROGRAMS

George M. Perkins, *vice president*
James M. Dolan, *director, sports*

OPERATIONS & ENGINEERING

Davidson M. Vorhes, *vice president*; Arthur G. Peck, *director, broadcast operations*; Ogden Prestholdt, *director, engineering*; Mason Escher, *mgr., tech. services*; Harry F. Glaeser, *mgr., broadcast operations*; Kenneth F. Davis, *manager, traffic operation*; George W. McCaughna, *director, network operations, Hollywood*.

AFFILIATE RELATIONS

William A. Schudt Jr., *vice president*; Eric H. Salline, *national mgr.*; Gerald F. Maulsby, *admin. mgr.*; Alfred N. Greenberg, *field mgr.*

INFORMATION SERVICES

W. Thomas Dawson, *vice president*
Naomi Andrews, *director, advertising*
Norman Ober, *director, press & program information*
Leon Luxenberg, *director, sales promotion and merchandising*
Sally Miller, *director, art*
John Tittmann, *production manager*

Network Rates and Data

RESEARCH

Harper Carraine, *director*
Edward Reeve, *sales promotion & research mgr.*
Howard Miller, *coverage & marketing research mgr.*

BUSINESS AFFAIRS

Bernard S. Krause, *director*

FINANCIAL OPERATIONS

Andrew Subbiondo, *controller*
Patrick D. Ghblin, *assistant controller*
William T. Wilson, *director, accounting*
Donald D. Ducotey, *manager, credits & collections*

EDITING

Donald I. Ball, *director*

STATION ADMINISTRATION

Fred Ruegg, *vice president*
Richard F. Hess, *asst. to v.p.*
Paul Kagan, *manager, press information*

CBS RADIO SPOT SALES

Maurie Webster, *v.p. & general manager*
Edward G. O'Berst, *New York sales manager*
George Arnold, *director, marketing*
Allan J. Hughes, *client relations manager*
Robert DiMattina, *director, operations*
Frank Quillman Jr., *research manager*
Norman S. Ginsburg, *director, sales promotion*
Chicago: 630 N. McClurg Court. James K. Francis, *mgr.*
Atlanta: 15 Peachtree St. N.E., George Swearingen, *mgr.*
Detroit: Fisher Bldg. Ralph H. Patt Jr., *mgr.*
Hollywood: 6121 Sunset Blvd. Roland H. McClure, *mgr.*
Philadelphia: City & Monument Avenues, Eugene R. Myers, *mgr.*
San Francisco: Sheraton-Palace Hotel. Jack Loughmiller, *mgr.*
St. Louis: 1144 Hampton Ave. William O'Donnell, *mgr.*

CBS-OWNED RADIO STATIONS

WCBS & WCBS-FM, 51 West 52nd St., New York (10019); Ralph Goshen, *v.p. & gen. mgr.*; Robert L. Hosking, *sales mgr.*
KCBS & KCBS-FM, Sheraton-Palace Hotel, San Francisco (94419); Jules Dundes, *v.p. & gen. mgr.*; Robert Price, *sales mgr.*
KMOX & KMOX-FM, 1144 Hampton Ave., St. Louis (63139); Robert Hyland, *v.p. & gen. mgr.*; William T. Dean, *sales mgr.*
KNX & KNX-FM and Columbia Pacific Radio Network, 6121 Sunset Blvd., Los Angeles (90028); Robert P. Sutton, *v.p. & gen. mgr.*; Richard F. McCreary, *sales mgr.*
WBBM & WBBM-FM, 630 N. McClurg Court, Chicago (60611); E. H. Shomo, *v.p. & gen. mgr.*; Jack Bivans, *sales mgr.*
WEEI & WEEI-FM, 182 Tremont St., Boston (02011); Donald J. Trageser, *v.p. & gen. mgr.*; Neil E. Derrough, *sales mgr.*
WCAU & WCAU-FM, City & Monument Aves., Philadelphia (19131); John O. Downey, *v.p. & gen. mgr.*; E. C. Litt, *sales mgr.*

(Continued on next page)



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Television Digest**

Turn to page 249-c
for just a few of their reasons

Networks Rates and Data

CBS Network Data—(Continued)

CBS TELEVISION NETWORK RATES

(Rate Card 16—Subject to Change)

(Consult Network for Discounts, Specifications, etc.)

The CBS Television Network, as a national advertising medium, solicits those orders which will provide the largest nationwide circulation, the best program quality most suitable for a given time period, and which will leave no substantial portion of the nation without network service. While no minimum line-up of stations is required, the CBS Television Network, in determining whether to accept a particular order, will consider the foregoing objectives. In the case of a participating or co-sponsored program, such consideration will include the station line-ups carrying the program or ordered by other sponsors.

Class A (6-11 p.m., Sunday through Saturday) gross rates per hour are listed under Station Time Rates, Class C (sign on to 6 p.m., 11 p.m. to sign off, Sunday through Saturday) gross rates are 50% of Class A.

U.S. NETWORK 193 STATIONS

City	Time Zone	Hour Rate	30 Min.	15 Min.
W-TEN, Albany, New York	E	\$1150	\$690	\$460
WCDC, Adams, Mass. (Booster)	E	**		
KGGM-TV, Albuquerque, N.M.	M	400	240	160
WFBG-TV, Altoona, Pennsylvania	E	1000	600	400
KFDA-TV, Amarillo, Texas	C	425	255	170
KFDW, Clovis, N.M. (booster)	**			
KTVA, Anchorage, Alaska (non-interconnected)	P	150	90	60
Combination rate with Fairbanks, Alaska \$250.				
WAGA-TV, Atlanta, Georgia	E	1300	780	520
WRDW-TV, Augusta, Georgia	E	425	255	170
KTBC-TV, Austin, Texas	C	625	375	250
KBAK-TV, Bakersfield, California	P	275	165	110
WMAR-TV, Baltimore, Maryland	E	1650	990	660
WABI-TV, Bangor, Maine	E	400	240	160
WAFB-TV, Baton Rouge, La.	C	450	270	180
KFDM-TV, Beaumont, Texas	C	500	300	200
KVOS-TV, Bellingham, Wash.	P	300	180	120
*KWAB-TV, Big Spring, Tex. (EMP)	C	75	45	30
KOOK-TV, Billings, Montana	M	275	165	110
WNFB-TV, Binghamton, N.Y.	E	1100	660	440
*KXMB-TV, Bismarck, N.D. (EMP)	C	150	90	60
KBOI-TV, Boise, Idaho	M	350	210	140
WRDH-TV, Boston, Massachusetts	E	3250	1950	1300
*KBTX-TV, Bryan, Tex. (EMP)	C	130	78	52
Combination rate with Waco, Tex.	\$475.			
WBEN-TV, Buffalo, N.Y.	E	1800	960	640
WCAK-TV, Burlington, Vermont	E	600	360	240
KKLF-TV, Butte, Montana	M	300	180	120
WWTV, Cadillac, Michigan	E	450	270	180
WWUP-TV, Sault St. Marie, Mich. (booster)	**			
KFVS-TV, Cape Girardeau, Mo.	C	775	465	310
*KAVE-TV, Carlsbad, N.M. (EMP)	M	70	42	28
WMT-TV, Cedar Rapids, Iowa	C	925	555	370
WCIA, Champaign, Illinois	C	1250	750	500
WCSC-TV, Charleston, S.C.	E	500	300	200
WCHS-TV, Charleston, W.Va.	E	1000	600	400
WBT, Charlotte, North Carolina	E	1575	945	630
WDEF-TV, Chattanooga, Tenn.	E	500	300	200
KFBC-TV, Cheyenne, Wyoming	M	315	195	130
*KSTF, Scottsbluff, Nebraska	M	***		
*KTVS, Sterling, Colo.	M	***		
WBBM-TV, Chicago, Illinois	C	4750	2850	1900
KHSL-TV, Chico, California	P	325	195	130
WCPO-TV, Cincinnati, O.	E	1750	1050	700
WJW-TV, Cleveland, Ohio	E	2400	1440	960
KKTU, Colorado Springs, Colo.	M	325	195	130
WNOK-TV, Columbia, S.C.	E	200	120	80
WRBL-TV, Columbus, Georgia	E	600	360	240
WCBI-TV, Columbus, Miss.	C	275	165	110
WBNS-TV, Columbus, Ohio	E	1200	720	480
KZTV, Corpus Christi, Texas	C	375	225	150
KRLD-TV, Dallas, Texas	C	1900	1140	760
WHIO-TV, Dayton, Ohio	E	1400	840	560
KLZ-TV, Denver, Colorado	M	1000	600	400
KRNT-TV, Des Moines, Iowa	C	825	495	330
WJBK-TV, Detroit, Michigan	E	3100	1860	1240
*KDIX-TV, Dickinson, N.D. (EMP)	M	75	45	30
WTVY, Dothan, Ala.	C	350	210	140
KDAL-TV, Duluth, Minnesota	C	700	420	280
WTVB, Durham, North Carolina	E	1000	600	400
KROD-TV, El Paso, Texas	M	400	240	160
*KTVC, Ensign, Kan. (EMP)	C	135	81	54
WSEE, Erie, Pennsylvania	E	275	165	110
KIEM-TV, Eureka, California	P	225	135	90
WEHT, Evansville, Indiana	C	400	240	160
KTVP, Fairbanks, Alaska (non-interconnected)	P	150	90	60
Combination rate with Anchorage, Alaska \$250				
KXJB-TV, Fargo-Valley City, N.D.	C	450	270	180
WBTW, Florence, South Carolina	E	575	345	230
*WINK-TV, Fort Myers, Fla. (EMP)	E	120	72	48
KFSA-TV, Fort Smith, Arkansas	C	325	195	130
WANE-TV, Fort Wayne, Indiana	C	525	315	210
KFRE-TV, Fresno, California	P	600	360	240
*KXGN-TV, Glendive, Mont. (EMP)	M	50	30	20
*KLOE-TV, Goodland, Kan. (EMP)	C	50	30	20

City	Time Zone	Hour Rate	30 Min.	15 Min.
Combination rate with Hays, Kan. (EMP) \$145.				
KREX-TV, Grand Junction, Colo.	M	200	120	80
*KREZ-TV, Durango, Colo.	M	**		
*KREY-TV, Montrose, Colo.	M	**		
KFBB-TV, Great Falls, Mont.	M	250	150	100
WBAY-TV, Green Bay, Wisconsin	C	850	510	340
WFMY-TV, Greensboro, N.C.	E	950	570	380
WNCT, Greenville, North Carolina	E	600	360	240
*WABG-TV, Greenwood, Miss. (EMP)	C	200	120	80
KGBT-TV, Harlingen, Texas	C	375	225	150
WHP-TV, Harrisburg, Pa.	E	325	195	130
Combination rate with York & Lancaster-Lebanon, Pa. \$550.				
WTIC-TV, Hartford, Conn.	E	2300	1380	920
*KAYS-TV, Hays, Kan. (EMP)	C	115	69	46
Combination rate with Goodland, Kan. \$145.				
*KBLI-TV, Helena, Mont. (EMP)	M	50	30	20
*KGMB-TV, Honolulu, Hawaii	H	375	225	150
KHBC-TV, Hilo (Booster)	H	*		
Combination rate with Wailuku, Hawaii \$400.				
KHOU-TV, Houston, Texas	C	1425	855	570
*WHNT-TV, Huntsville, Ala. (EMP)	C	125	75	50
KID-TV, Idaho Falls, Idaho	M	275	165	110
WISH-TV, Indianapolis, Indiana	E	1500	900	600
WJTV, Jackson, Mississippi	C	625	375	250
WDXI-TV, Jackson, Tenn.	E	200	120	80
WJXT, Jacksonville, Florida	E	1025	615	410
KRCG-TV, Jefferson City Mo.	C	425	255	170
*KAMOS, Sedalia, Mo.	C	**		
WJHL-TV, Johnson City, Tenn.	E	475	285	190
WARD-TV, Johnstown, Pa.	E	200	120	80
KODE-TV, Joplin, Missouri	C	425	255	170
*KINY-TV, Juneau, Alaska (EMP) (non-interconnected)	P	50	30	20
WKZO-TV, Kalamazoo, Mich.	E	1400	840	560
KCMO-TV, Kansas City, Missouri	C	1500	900	600
*KOTI-TV, Klamath Falls, Ore. (EMP)	P	110	66	44
WBIR-TV, Knoxville, Tennessee	E	650	390	260
WKBT, LaCrosse, Wisconsin	C	500	300	200
*WFAM-TV, Lafayette, Ind. (EMP)	C	85	51	34
KLFY-TV, Lafayette, Louisiana	C	400	240	160
WLYH-TV, Lancaster-Lebanon, Pa.	E	100	60	40
Combination rate with Harrisburg & York, Pa. \$550.				
WJIM-TV, Lansing, Michigan	E	900	540	360
*KJMS-TV, Laredo, Tex. (EMP)	C	50	30	20
*KLAS-TV, Las Vegas, Nev.	P	175	105	70
*KLEW-TV, Lewiston, Ida. (EMP)	P	100	60	40
Combination rate with Yakima & Pasco, Wash. \$650.				
KOLN-TV, Lincoln, Nebraska	C	775	465	310
KGIN-TV, Grand Island, Neb. (booster)	**			
KTHV, Little Rock, Arkansas	C	650	390	260
KNXT, Los Angeles, California	P	5000	3000	2000
WHAS-TV, Louisville, Kentucky	C	1300	780	520
KLKB-TV, Lubbock, Texas	C	550	330	220
WMAZ-TV, Macon, Georgia	E	500	300	200
WISC-TV, Madison, Wisconsin	C	700	420	280
*KEYC-TV, Mankato, Minn. (EMP)	C	150	90	60
WLUC-TV, Marquette, Mich.	E	325	195	130
KGLO-TV, Mason City, Iowa	C	475	285	190
KTVM, Medford, Oregon	P	250	150	100
WRCC-TV, Memphis, Tennessee	C	1300	780	520
WTOK-TV, Meridian, Mississippi	C	425	255	170
WTJV, Miami, Florida	E	1500	900	600
WISN-TV, Milwaukee, Wisconsin	C	1500	900	600
WCCO-TV, Minneapolis, Minn.	C	1700	1020	680
KXMC-TV, Minot, North Dakota	C	200	120	80
WKRQ-TV, Mobile, Alabama	C	800	480	320
KNQE-TV, Monroe, Louisiana	C	550	330	220
WCOV-TV, Montgomery, Alabama	C	225	135	90
WLAC-TV, Nashville, Tennessee	C	1125	675	450
WWLV-TV, New Orleans, La.	C	1150	690	460
WCBS-TV, New York, New York	E	9500	5700	3800
WTAZ-TV, Norfolk, Virginia	E	1050	630	420
KOSA-TV, Odessa, Texas	C	375	225	150
KWTV, Oklahoma City, Okla.	C	1100	660	440
WOW-TV, Omaha, Nebraska	C	950	570	380
WDBO-TV, Orlando, Fla.	E	750	450	300
KTVU, Ottumwa, Iowa	C	325	195	130
KEPR-TV, Pasco, Wash.	P	250	150	100
Combination rate with Yakima, Wash., and Lewiston, Ida. (EMP) \$650.				
WMBD-TV, Peoria, Illinois	C	575	345	230
WCAU-TV, Philadelphia, Pa.	E	4000	2400	1600
KOOL-TV, Phoenix, Arizona	M	700	420	280
KDKA-TV, Pittsburgh, Pa.	E	2800	1680	1120
WGAN-TV, Portland, Maine	E	600	360	240
KOIN-TV, Portland, Oregon	P	1225	735	490
*WAGM-TV, Presque Isle, Me.	E	175	105	70
WPRO-TV, Providence, R.I.	E	1400	840	560
KHQA-TV, Quincy, Illinois	C	575	345	230
KOTA-TV, Rapid City, S.D.	M	275	165	110
*KDUH-TV, Hay Springs, Neb.	M	***		
KOLO-TV, Reno, Nevada	P	250	150	100
WTVR, Richmond, Virginia	E	750	450	300
*KWRB-TV, Riverton, Wyoming (EMP)	M	50	30	20
WDBJ-TV, Roanoke, Virginia	E	775	465	310
WHCC-TV, Rochester, New York	E	900	540	360
WCEE-TV, Rockford, Ill.	C	250	150	100
WHBF-TV, Rock Island, Illinois	C	1050	630	420
KBIM-TV, Roswell, N.M.	M	200	120	80
KXTV, Sacramento, California	P	1000	600	400
WKNX-TV, Saginaw, Michigan	E	300	180	120
KMOX-TV, St. Louis, Missouri	C	2000	1200	800
KSBW-TV, Salinas-Monterey, Cal.	P	650	390	260

City	Time Zone	Hour Rate	30 Min.	15 Min.
††KSBY-TV, San Luis Obispo		***		
*WBOC-TV, Salisbury, Md.	E	175	105	70
KSL-TV, Salt Lake City, Utah	M	700	420	280
KCTV, San Angelo, Texas	C	200	120	80
KENS-TV, San Antonio, Texas	C	850	510	340
KFMB-TV, San Diego, California	P	1050	630	420
KPIX, San Francisco, California	P	2500	1500	1000
WTOC-TV, Savannah, Georgia	E	350	210	140
WDAU-TV, Scranton, Pa.	E	625	375	250
KIRO-TV, Seattle, Wash.	P	1100	660	440
KSLA-TV, Shreveport, Louisiana	C	675	405	270
KVTV, Sioux City, Iowa	C	650	390	260
KELO-TV, Sioux Falls, S.D.	C	1050	630	420
††KDLO-TV, Florence, S.D.	C	***		
††KPLO-TV, Reliance, S.D.	C	***		
WSBT-TV, South Bend, Indiana	C	500	300	200
WSFA-TV, Spartanburg, S.C.	E	575	345	230
KXLY-TV, Spokane, Wash.	P	625	375	250
KTTS-TV, Springfield, Missouri	C	375	225	150
WSTV-TV, Steubenville, Ohio	E	775	465	310
KPAR-TV, Sweetwater-Abilene	C	225	135	90
WHEN-TV, Syracuse, New York	E	1000	600	400
WCTV, Tallahassee, Fla.	E	450	270	180
WTVT, Tampa, Florida	E	1325	795	530
WTHI-TV, Terre Haute, Indiana	C	700	420	280
WTOL-TV, Toledo, Ohio	E	1300	780	520
WIBW-TV, Topeka, Kansas	C	520	315	210
KOLD-TV, Tucson, Arizona	M	275	165	110
KOTV, Tulsa, Oklahoma	C	925	555	370
KMVT, Twin Falls, Ida.	M	200	120	80
KWTK-TV, Waco, Texas	C	375	225	150
Combination rate with Bryan, Texas (EMP) \$475				
*KMAU-TV, Wailuku, Hawaii (EMP)	H	50	30	20
WTOP-TV, Washington, D. C.	E	1700	1020	680
WWNY-TV, Watertown-Carthage, New York	E	375	225	150
WSAU-TV, Wausau, Wisconsin	C	550	330	220
KAUZ-TV, Wichita Falls, Texas	C	425	255	170
KTVH, Wichita-Hutchinson, Kan.	C	750	450	300
KIMA-TV, Yakima, Washington	P	325	195	130
Combination rate with Pasco, Washington and Lewiston, Idaho (EMP) \$650.				
WSBA-TV, York, Pa.	E	200	120	80
Combination rate with Harrisburg & Lancaster-Lebanon, Pa. \$550.				
WKBN-TV, Youngstown, Ohio	E	500	300	200
*KBLU-TV, Yuma, Ariz. (EMP)	M	50	30	20

*Members of CBS Extended Market Plan, U.S. Group, available individually with network order.

**In the event of failure of a "booster" station's facilities, a pro rata rebate is allowed.

***In the event of failure of a "satellite" station's facilities, no rebate is allowed since no charge is made for the "satellite" when used with the parent station.

† Subject to film shipping charges, available on request.

†† Satellites.

ALSO AVAILABLE

City	Time Zone	Hour Rate	30 Min.	15 Min.
WAIM-TV, Anderson, S.C.	E	\$150	\$ 90	\$ 60
WAPI-TV, Birmingham, Ala.	C	1400	840	560
KTWO-TV, Casper, Wyo.	M	200	120	80
WBOY-TV, Clarksburg, W. Va.	E	200	120	80
WSVA-TV, Harrisonburg, Va.	E	300	180	120
WLEX-TV, Lexington, Ky.	E	350	210	140
KTRE-TV, Lufkin, Tex.	C	125	75	50
KMSO-TV, Missoula, Mont.	M	200	120	80
WOAY-TV, Oak Hill, W.Va.	E	150	90	60
KFEQ-TV, St. Joseph, Mo.	C	350	210	140

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*It happened to one of America's largest chemical companies. And there are dozens of others—large and small—that have been just as successful abroad. Case histories on request from U.S. Dept. of Commerce, Washington, D.C.



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NATIONAL BROADCASTING CO.

Executive & Business Offices: RCA Building, New York 20, N.Y.

Telephone: Circle 7-8300. **Telegraphic Address:** NATBROCAST, N.Y.

Studios: RCA Bldg. Color TV studios in RCA Bldg., Brooklyn studios in New York, Burbank studios in Cal. NBC also has studios at Florida Exhibition Hall, RCA Bldg., New York & Merchandise Mart, Chicago. NBC-TV network originates programs from the TV studios at each of the owned and operated TV station locations.

Corporate Affiliations: NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WNBC-TV, New York; WRC-TV, Washington; WMAQ-TV, Chicago; WKYC-TV, Cleveland; KNBC, Los Angeles. Its owned & operated AM stations are: WNBC, New York; WRC, Washington; WMAQ, Chicago; WKYC, Cleveland; WJAS, Pittsburgh; KNBR, San Francisco. NBC also owns NBC Films Inc.

NBC-TV, Affiliates Board of Delegates—A. Louis Read, WDSU-TV, New Orleans, La., chairman; Otto P. Brandt, KING-TV, Seattle, Wash., vice chairman; George Comte, WTMJ-TV, Milwaukee, Wis., secy.-treas.; Charles A. Batson, WIS-TV, Columbia, S.C.; Wm. Thomas Hamilton, WNDU-TV, South Bend, Ind.; Ralph Jackson, WAVE-TV, Louisville, Ky.; James Schiavone, WWJ-TV, Detroit, Mich.; Willard Schroeder, WOOD-TV, Grand Rapids, Mich.; Irving C. Waugh, WSM-TV, Nashville, Tenn.

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Raymond W. Welpott, exec. v.p.	Angus Robinson, v.p.
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Rocco Laginestra, v.p.	

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Raymond W. Welpott, president, NBC Owned Stations.
George C. Laufest, director, station operations.
William S. Rubens, director, marketing services.
Robert E. Small, director, business affairs.

NBC Owned Stations

(See station listings for executives and details)

WNBC-TV, WNBC, WNBC-FM, New York; Theodore H. Walworth Jr., v.p. & general manager.

WRC-TV, WRC, WRC-FM, Washington; Joseph W. Goodfellow, vice president & general manager.

WJAS, WJAS-FM, Pittsburgh; Stephen J. Rooney, general manager.

WMAQ-TV, WMAQ, WMAQ-FM, Chicago; Robert Lemon, vice president & general manager.

WKYC-TV, WKYC, WKYC-FM, Cleveland; Arthur A. Watson, v.p. & general manager.

KNBC, Los Angeles; Thomas C. McCray, vice president & general manager.

KNBR, KNBR-FM, San Francisco; William B. Decker, general manager.

For RCA Corporate Officers, see section c

NBC Spot Sales

Richard H. Close, vice president, NBC spot sales.
Frederick T. Lyons Jr., director, radio spot sales.
William D. Edouarde, manager, radio spot sales, Los Angeles
Frank DeRosa, manager, radio spot sales, central.
Edward H. Macaulay, manager, radio spot sales, San Francisco
William Loudon, manager, television spot sales, Los Angeles
Robert H. Anderson, manager, television spot sales, San Francisco
Charles Bergh, manager, television spot sales, eastern office.
Byron E. Goodell, director, television spot sales.

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Robert D. Kasmire, vice president, corporate information.
Kathryn Cole, manager information.
Robert Brown, director, corporate information.

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Dr. Thomas E. Coffin, vice president, research.
Allen R. Cooper, director, corporate planning.
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Carl Watson, director, broadcast standards.

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Anthony Cervini, station relations, regional manager.
William M. Kelley, station relations, regional manager.
Malcolm B. Laing, station relations, regional manager.
Raymond O'Connell, station relations, regional manager.
Theodore S. Reinhard, station relations, regional manager.
Paul Ritthenhouse, station relations, regional manager.

Public Information

Sydney H. Elges, vice president, public information.
Philip Minoff, coordinator, special projects.

Advertising

Lawrence K. Grossman, vice president, advertising.
Stewart Bronfeld, manager, on-the-air advertising.
John Graham, creative director.
Gerald E. Rowe, director, advertising.

Promotion

Alexander S. Rylander, vice president, promotion.
Peter M. Tintle, manager, guest relations.
Paul Mosher, mgr., program merchandise.
John Scuoppo, director, promotion.
Leonard Traube, administrator, corporate projects.

Press & Publicity

Merryle S. Rukeyser Jr., vice president, press & publicity.
J. Alan Baker, director, program publicity.
Joseph Derby, director, news publicity.
Sidney Desfor, manager, photo unit.
Gene H. Walsh, manager, business & trade publicity.
Cornelius K. Sullivan, manager, administration & services.

Law

Thomas E. Ervin, vice president & general attorney.
John V. Shute, assistant general attorney.
Benjamin D. Raub, assistant general attorney.
Croydon B. Dunham, assistant general attorney.

WASHINGTON OFFICE

1725 K St. Emerson 2-4000

Peter B. Kenney, v.p., Washington.
Howard Monderer, assistant general attorney, Washington.
Malcolm H. Oettinger Jr., coordinator, news information.

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Aaron Rubin, financial exec. v.p.
Richard J. Raburn Jr., vice president & controller.
Rocco M. Laginestra, vice president, financial planning & budgets.
Ulrich Caro, director, capital budgets & office services.
Helen Davis, manager, general office services.
Anthony J. Dente, mgr., operating budgets & financial evaluation.
Miriam Hoffmeir, manager, program analysis.
A. G. DeSherbinin, director, accounting.
John B. Highmark, director, auditing.
Melvin Cornfield, director, tax administration.
Harry F. McKeon, director, tax office.
Charles J. Ochsenreiter, director, systems & data processing.
Randall R. McMillin, director, purchasing & materials.
Albert E. Walker, manager, transportation.
William A. Williams, assistant treasurer.

(Continued on next page)

HOW DOES NBC COLOR THE NEWS?

Superbly.

On Nov. 15 "The Huntley-Brinkley Report" became network television's first weekday nighttime news program to be presented in color.

A few days later, the new "Scherer-MacNeil Report"—already distinguishing itself as network television's first half-hour Saturday evening news program—made a similar switch to color.

That's only part of the story. With "Today" and Sunday's "Frank McGee Report" also in color, NBC News now has brought color to *all* of its major, regularly scheduled network programs seven



days a week. What's more, at least 80 per cent of NBC News' planned *specials* this season will be colorcasts.

For over a decade, the NBC Television Network alone presented an expanding volume of color programming year after year. Now, as the Full Color Network,

NBC is far ahead of the field in color experience and facilities.

As broadcasting's leader in both color *and* news for so many seasons, it was eminently logical for NBC to add color to its responsible reporting, interpretation and analysis of the world around us.

It is, to be sure, a turbulent world that might be more cheerfully viewed through rose-colored glasses than the unsparring eye of the color camera. But NBC News has never shied from the realities; and that—in reality—is a major reason for its status as the most honored organization in broadcast journalism.

NBC NEWS

QUALITY—DIVERSITY—POPULARITY... ALL THIS AND COLOR, TOO

Networks Rates and Data

NBC Network Data—(Continued)

Personnel

George H. Fuchs, *vice president, personnel.*
H. O. Lumb, *director, salary administration & employee services.*
J. Noel Deutscher, *director, organization development, employment & training.*
Richard N. Goldstein, *director, labor relations.*
Dr. Bernard J. Handler, *company physician.*

NBC Enterprises

George A. Graham Jr., *president, NBC Enterprises.*
William J. Schmitt, *general manager*
David H. Horowitz, *manager, business affairs*
James W. Dodd, *manager, sales services*

Domestic Enterprises

Morris Rittenberg, *director, Domestic Enterprises*
Morton Slakoff, *manager, sales promotion*

NBC Films Inc.

Morris Rittenberg, *president, NBC Films Inc.*
Jacques Liebhenguth, *vice president, sales, NBC Films Inc.*

International Enterprises

Joseph M. Klein, *director, International Enterprises*
Harold E. Anderson, *manager, special projects.*
John J. Meelan, *administrator, sales promotion & planning.*

West Coast

3000 W. Alameda Ave., Burbank, Cal.
213-845-7000; 213-849-3911

Thomas W. Sarnoff, *staff executive vice president, West Coast.*

Laurence M. Bub, *manager, talent & program administration.*
Morton Fleischmann, *manager, promotion.*
Richard Graham, *vice president, law.*
Sheldon B. Hickox Jr., *director, station relations.*
Max Bauman, *manager, purchasing.*
Fenton Coe, *director, film production.*
Maurice J. Corwin, *manager, broadcast facilities & operations.*
Dean Craig, *manager, daytime programs.*
Frank Gertz, *mgr., business affairs, network programs & production.*
John R. Kennedy, *manager, technical operations.*
Joseph L. Kubin, *assistant controller, West Coast.*
Henry Maas, *manager, sales service.*
Richard Loeb, *manager, live nighttime & special programs.*
Gino Conte, *manager, production services.*
George J. Habib, *manager, unit managers.*
Norton D. Hinsey, *director NBC Productions.*
Ralph F. Shawhan, *director, press & publicity.*
Edward Smith, *administrator, practices.*
Jerome Stanley, *director, program administration.*
Robert D. Thompson, *manager, facilities administration.*
Grant A. Tinker, *vice president, TV Network Programs.*
Oscar C. Turner, *director, personnel & labor relations.*
Richard C. Welsch, *director, production & business affairs.*
Robert J. Shafer, *manager, news.*
Richard Eastland, *manager, standard practices.*

NBC News

William R. McAndrew, *president.*
Donald Meaney, *general manager.*
William Corley, *manager, news, Chicago.*
William B. Monroe, *director, news, Washington.*
Malcolm E. Madden, *director, special news projects.*
Carl Lindemann Jr., *vice president, sports.*
Rex R. Goad, *director, news.*
Irving Gitlin, *exec. producer, creative projects.*
Sigmund Bajas, *manager, news film.*
Frank Jordan, *manager, election planning.*
James F. White, *director, business affairs.*

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RESIDENCE

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La Rue Media Brokers Inc.

Radio Television CATV

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Foreign Representatives

England—Joseph C. Harsch, National Broadcasting Co. Inc., 4 Queen Anne Street, London W. 1.
France—Louis Hepp, Bernard Frizell, 17 Avenue Matignon, Paris.
Japan—John Rich, 8th Floor, Sanko Daiichi Bldg., 6 Nishikubo Shiba-Sakuragawa, Minato-Ku, Tokyo.
Germany—James G. Robinson, Kurfuerstandamm 26-A, Berlin W151, Germany. Welles Hagen, 32 Dahlmann Strasse, Bonn, Germany.
Hong Kong—Jack M. Perkins, Suite 2431, Hong Kong Hilton Hotel, Hong Kong, BCC.
Italy—Irving R. Levine, Apartment 13, Piazza Grazioli 18, Rome.
Latin America—Thomas Streithorst, 311 Avenida Rio Branco, Sala-610, Rio de Janeiro, Brazil.
India—Welles Hagen, New Delhi.

NBC Television Network

ADMINISTRATION

Dan Durgin, *president, NBC Television Network.*

GENERAL MANAGER

Robert L. Stone, *vice president & general manager.*

Business Affairs

Nicholas C. Gilles, *vice president, business affairs.*
Alan B. Fendrick, *mgr. business admin., operations & engineering.*
Robert O'Connor, *director, business administration.*
Donald Carswell, *director, pricing & financial evaluation.*
Stephen Weston, *director, unit managers & telesales.*

Operations & Engineering

William H. Trevarthen, *vice president, operations and engineering.*
Edward M. Lowell, *manager, facilities admin.*
Donald H. Castle, *manager, engineering planning & equipment development.*
Allen A. Walsh, *manager, facilities design & construction.*
James L. Wilson, *director, engineering.*
Joseph Arnone, *manager, architectural design & construction.*

Radio Network Operations

Charles L. Bennis, *director, radio network operations.*

Production Services

Bernard I. Paulson, *director, production services.*
J. Clifton Stiegelbauer, *manager, design, scenic art & services.*
Anthony Bloch, *manager, studio-theatre operations.*
Howard L. Eitelbach, *manager, film operations.*

Television Network Operations

Charles E. Corcoran, *dir. television network operations.*
John J. P. Weir, *mgr., facilities planning & operations control.*
John B. Rogers, *mgr., video tape, film & kinescope operations.*
John A. Hilton, *mgr., traffic & lines.*
Thomas H. Phelan, *mgr., technical facilities & maintenance.*
Robert J. Galvin, *mgr., studio-field technical operations.*

Television Network Programs

Mort Werner, *vice president, programs.*
Edwin S. Friendly Jr., *v.p., special programs.*
Herbert I. Rosenthal, *v.p., program development.*
David Tebet, *vice president, talent relations.*
Robert F. Aaron, *director, daytime programs.*
Joseph Cunneff, *director, nighttime programs.*
John Curran, *manager, announcers.*
Ross Donaldson, *director, program services.*
Donald B. Hyatt, *director, special projects.*
Thomas A. McAvity, *general program executive.*
Ernest V. Thelss, *manager, administration.*

Television Network Sales

John M. Otter, *v.p., sales.*
Joseph Iaricci, *dir., sales administration.*
Stephen Flynn, *dir., station sales & clearance.*
Max Buck, *v.p., eastern sales.*
Charles R. Arby, *v.p. & general sales executive.*
James Hergen, *dir., daytime program sales.*
William Storke, *v.p., program administration.*
Dean Shaffner, *dir., sales planning.*
George Walker, *mgr., sales development.*
Arthur Johnson, *mgr., co-op station sales & clearances.*
David Hedley, *director, program presentations.*
Robert Greenwell, *art director.*
Angus Robinson, *v.p. central sales.*
Walter W. Gross, *mgr., TV sales, Detroit.*
Harry T. Floyd, *mgr., TV sales, Los Angeles.*

Talent & Program Administration

Herbert S. Schlosser, *v.p., talent & program administration.*
Robert Hanna, *manager, music & literary rights.*
Robert Dunne, *director, news & sports.*
Joseph M. Milroy, *manager, contract administration.*

For Canadian Network Listings
see pages 98-a through 100-a

NBC Radio Network

Stephen B. Labunski, *president.*
 Marion Stephenson, *vice president, administration.*
 Lambert Beeuwkes, *director, sales.*
 Paul Mensing, *manager, Detroit sales.*
 Gene F. Seehafer, *manager, sales, eastern office.*
 George H. Gallup, *manager, sales, central office.*
 Paul Holter, *manager, sales, western.*
 Ludwig W. Simmel, *manager, radio sales service & traffic.*
 Robert Wogan, *v.p., programs.*
 Howard Gardner, *manager, sales development & administration.*

NBC-TV NETWORK RATES

Effective May 31, 1966

(Consult Network for Discounts, Specifications, etc.)

In order to serve the public interest in having NBC television programs available on a national basis and to maintain the network function as an effective national advertising medium, orders for NBC-TV Network facilities are subject to acceptability of the station line-up ordered.

Consistent with the foregoing objectives, a station line-up order shall be deemed acceptable if the Class A hourly rates of the stations ordered total \$110,000 or more. Recognizing the interests of national advertisers with unusual marketing requirements, NBC will consider for individual approval orders for station line-ups which do not meet the hourly rate totals specified.

In connection with administering orders for participating or multi-sponsored programs, NBC may designate for each such program individually the basis of station order acceptability.

Gross Rates follow (applicable to 6-11 p.m., Mon.-Sun.). One-half gross rates apply to 5-6 p.m. & 11 p.m.-1 a.m. Mon. thru Sun.; 4-5 p.m. Sat. & Sun. All other times, 35% of Gross Rates. Note: Rates following are to be used only as an estimate of cost, subject to change.

U.S. AFFILIATED STATIONS—Interconnected

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
KRBC-TV, Abilene, Tex.	C	\$425	\$255	\$170
San Angelo, Tex. (KABC-TV)†				
WALB-TV, Albany, Ga.	E	475	285	190
KOB-TV, Albuquerque, N.M.	M	400	240	160
KALB-TV, Alexandria, La.	C	325	195	130
KCMT, Alexandria, Minn.	C	300	180	120
Walker, Minn. (KNMT)†				
KGNC-TV, Amarillo, Tex.	C	425	255	170
WSB-TV, Atlanta, Ga.	E	1650	990	660
WJBF, Augusta, Ga.	E	675	405	270
KTBC-TV, Austin, Tex.	C	625	375	250
KERO-TV, Bakersfield, Cal.	P	450	270	180
WBAL-TV, Baltimore, Md.	E	1650	990	660
WLBZ-TV, Bangor, Me.	E	375	225	150
WBRZ, Baton Rouge, La.	C	625	375	250
KPAC-TV, Beaumont-Port Arthur, Tex.	C	510	306	204
WINE-TV, Binghamton, N.Y.	E	260	156	104
WAPI-TV, Birmingham, Ala.	C	1400	840	560
WHIS-TV, Bluefield, Va.	E	350	210	140
KTVE, Boise, Ida.	M	325	195	130
La Grande, Ore. (KTVR)†				
WBZ-TV, Boston, Mass.	E	3250	1950	1300
WCYB-TV, Bristol, Va.-Johnson City, Tenn.	E	575	345	230
WGR-TV, Buffalo, N.Y.	E	1800	1080	720
KTWO-TV, Casper, Wyo.	M	250	150	100
WCIV-TV, Charleston, S.C.	E	500	300	200
WSOC-TV, Charlotte, N.C.	E	1300	780	520
WRCB-TV, Chattanooga, Tenn.	C	600	360	240
KFBC-TV, Cheyenne, Wyo.	M	325	195	130
Scottsbluff, Neb. (KSTF)†				
Sterling, Colo. (KTVS)†				
WMAQ, Chicago, Ill.	C	4600	2760	1840
WLW-TV, Cincinnati, O.	E	1850	1110	740
WKYC-TV, Cleveland, O.	E	2800	1680	1120
KOMU-TV, Columbia, Mo.	C	375	225	150
WIS-TV, Columbia, S.C.	E	600	360	240
WLW-TV, Columbus, O.	E	1150	690	460
KRIS-TV, Corpus Christi, Tex.	C	385	231	154
WOC-TV, Davenport, Ia.	C	1100	660	440
WESH-TV, Daytona Beach-Orlando, Fla.	E	600	360	240
KOA-TV, Denver, Colo.	M	1025	615	410
WHO-TV, Des Moines, Ia.	C	825	495	330
WWJ-TV, Detroit, Mich.	E	3300	1980	1320
WDSM-TV, Duluth, Minn.-Superior, Wis.	C	700	420	280
WTVD, Durham-Raleigh, N.C.	E	1000	600	400
WEAU-TV, Eau Claire, Wis.	C	325	195	130
KTVE, El Dorado, Ark.-Monroe, La.	C	450	270	180
KTSM-TV, El Paso, Tex.	M	400	240	160
WICU, Erie, Pa.	E	650	390	260
KVAL-TV, Eugene, Ore.	P	350	210	140
Roseburg, Ore. (KPIC-TV)†				
Coos Bay, Ore. (KCBY-TV)†				
KVIQ-TV, Eureka, Cal.	P	175	105	70
WFIE-TV, Evansville, Ind.	†C	400	240	160
WDAY-TV, Fargo, N.D.	C	475	285	190
KFSI-TV, Fort Smith, Ark.	C	325	195	130
WKJG-TV, Fort Wayne, Ind.	†C	525	315	210
WBAP-TV, Fort Worth-Dallas, Tex.	C	1400	840	560
KMJ-TV, Fresno, Cal.	P	650	390	260
WOOD-TV, Grand Rapids, Mich.	E	1400	840	560
WFRV, Green Bay, Wis.	C	725	435	290

Network Rates and Data

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
WFBC-TV, Greenville-Spartanburg, S.C.	E	950	570	380
WSVA-TV, Harrisonburg, Va.	E	300	180	120
WHNB-TV, Hartford-New Britain, Conn.	E	600	360	240
KHAS-TV, Hastings-Kearney, Neb.	C	350	210	140
KBLI-TV, Helena, Mont.	M	100	60	40
KPRC-TV, Houston, Tex.	C	1500	900	600
WSAZ-TV, Huntington-Charleston, W. Va.	E	1600	960	640
WFBS-TV, Indianapolis, Ind.	†C	1625	975	650
WLBT, Jackson, Miss.	C	600	360	240
WFGA-TV, Jacksonville, Fla.	E	925	555	360
WJAC-TV, Johnstown, Pa.	E	1250	750	500
WDAF-TV, Kansas City, Mo.	C	1600	960	640
WATE-TV, Knoxville, Tenn.	E	925	555	370
KPLC-TV, Lake Charles, La.	C	200	120	80
WGAL-TV, Lancaster-Harrisburg-York, Pa.	E	1500	900	600
WILX-TV, Lansing-Onondaga, Mich.	E	700	420	280
WLEK-TV, Lexington, Ky.	C	400	240	160
KARK-TV, Little Rock, Ark.	C	575	345	230
KNBC, Los Angeles, Cal.	P	5000	3000	2000
WAVE-TV, Louisville, Ky.	†C	1650	990	660
KCBZ-TV, Lubbock, Tex.	C	500	300	200
WMTV, Madison, Wis.	C	300	180	120
WMCT, Memphis, Tenn.	C	1275	765	510
WKCT, Miami, Fla.	E	1350	810	540
KMID-TV, Midland-Odessa, Tex.	C	375	225	150
WTMJ-TV, Milwaukee, Wis.	C	1800	1080	720
KSTP-TV, Minneapolis-St. Paul, Minn.	C	1650	990	660
KGVO-TV, Missoula, Mont.	M	200	120	80
WALA-TV, Mobile, Ala.-Pensacola, Fla.	C	600	360	240
WSFA-TV, Montgomery, Ala.	C	625	375	250
WSM-TV, Nashville, Tenn.	C	1125	675	450
WDSU-TV, New Orleans, La.	C	1400	840	560
WNBC-TV, New York, N.Y.	E	9500	5700	3800
WAVY-TV, Norfolk-Portsmouth, Va.	E	850	510	340
WKY-TV, Oklahoma City, Okla.	C	1175	705	470
KMTV, Omaha, Neb.	C	1050	630	420
WPDS-TV, Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	C	600	360	240
WPTV, Palm Beach, Fla.	E	300	180	120
WEEK-TV, Peoria, Ill.-La Salle, Ill. (WEEQ-TV)†	C	550	330	220
KYWB-TV, Philadelphia, Pa.	E	4100	2460	1640
KTAR-TV, Phoenix-Mesa, Ariz.	M	600	360	240
KOAM-TV, Pittsburg, Kan.-Joplin, Mo.	C	425	255	170
WIC, Pittsburgh, Pa.	E	2350	1410	940
WPTZ, Plattsburgh, N.Y.	E	500	300	200
WCSH-TV, Portland, Me.	E	725	435	290
KGW-TV, Portland, Ore.	P	1225	735	490
WJAR-TV, Providence, R.I.	E	1550	930	620
KOAA-TV, Pueblo-Colorado Springs, Colo.	M	275	165	110
WGEM-TV, Quincy, Ill.-Hannibal, Mo.	C	575	345	230
KRCR-TV, Redding, Cal.	P	375	225	150
KCRJ, Reno, Nev.	P	250	150	100
WRVA-TV, Richmond, Va.	E	750	450	300
WLSL-TV, Roanoke, Va.	E	850	510	340
KROC-TV, Rochester, Minn.	C	375	225	150
WROC-TV, Rochester, N.Y.	E	1000	600	400
WTVO, Rockford, Ill.	C	450	270	180
KSWI-TV, Roswell, N.M.	C	325	195	130
KCRA-TV, Sacramento, Cal.	P	1200	720	480
WNEM-TV, Saginaw-Bay City, Mich.	E	1000	600	400
KSD-TV, St. Louis, Mo.	C	2100	1260	840
KSBW-TV, Salinas-Monterey, Cal.	P	650	390	260
San Luis Obispo, (KSBY-TV)†				
KUTV, Salt Lake City, Utah	M	825	495	330
WOAI-TV, San Antonio, Tex.	C	925	555	370
KOGO-TV, San Diego, Cal.	P	960	576	384
KRON-TV, San Francisco, Cal.	P	2750	1650	1100
KCOY-TV, Santa Maria, Cal.	P	150	90	60
WSAV-TV, Savannah, Ga.	E	400	240	160
WRGB, Schenectady, N.Y.	E	1625	975	650
KING-TV, Seattle-Tacoma, Wash.	P	1550	930	620
KTAL-TV, Shreveport, La.-Texarkana, Tex.	C	650	390	260
KTIV, Sioux City, Ia.	C	575	345	230
KSOO-TV, Sioux Falls, S.D.	C	450	270	180
Mitchell, S.D. (KORN-TV)†				
WNDU-TV, South Bend-Elkhart, Ind.	†C	475	285	190
KHQ-TV, Spokane, Wash.	P	725	435	290
WICS, Springfield-Decatur, Ill.	C	350	210	140
WWLP, Springfield, Mass.-Greenfield, Mass. (WRLF)†				
KYT, Springfield, Mo.	C	475	285	190
WSYR-TV, Syracuse, N.Y.-Elmira, N.Y. (WSYE-TV)†	E	1300	780	520
WFLA-TV, Tampa, Fla.	E	1350	810	540
KCEN-TV, Temple-Waco, Tex.	C	450	270	180
WTWO, Terre Haute, Ind.	E	675	402	207
WPBN-TV, Traverse City, Mich.-Cheboygan, Mich. (WTOM-TV)†	E	300	180	120
KVOA-TV, Tucson, Ariz.	M	375	225	150
KVOO-TV, Tulsa, Okla.	C	875	525	350

Networks Rates and Data

NBC TV Network Rates—(Continued)

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
KLTV, Tyler, Tex.	E	325	195	130
WKTV, Utica, N.Y.	C	600	360	240
WRC-TV, Washington, D.C.	E	1950	1170	780
WITN, Washington-Greenville, N.C.	E	600	360	240
KWWL-TV, Waterloo-Cedar Rapids, Ia.	C	525	315	210
KRGV-TV, Weslaco, Tex.	C	375	225	150
WTRE-TV, Wheeling, W. Va.	E	800	480	320
KARD-TV, Wichita, Kan.	C	800	480	320
KFDX-TV, Wichita Falls, Tex.	C	425	255	170
WBRE-TV, Wilkes-Barre & Scranton, Pa.	E	700	420	280
WECT, Wilmington, N.C.	E	360	216	144
WSJS-TV, Winston-Salem & Greensboro, N.C.	E	1000	600	400
KNDO, Yakima, Wash.	P	500	300	200
Richland, Wash. (KNDU)†				
WFMJ-TV, Youngstown, O.	E	500	300	200
Total (166 stations)		\$145,900	\$87,540	\$58,360

NON-INTERCONNECTED

	Hour	30 Min.	15 Min.
*KENI-TV, Anchorage, Alaska	150	90	60
*KFAF-TV, Fairbanks, Alaska	150	90	60
KHON-TV, Honolulu	400	240	160
Walluku (KAH-TV)†			
Hilo (KHAW-TV)†			
Total (5 stations)	\$700	\$420	\$280

* Combination rate—\$250.00 if both KENI-TV, Anchorage and KFAF-TV, Fairbanks are ordered and available.

PROGRAM EXTENSION PLAN GROUP-INTERCONNECTED

Call letters, City & State	Hour	30 Min.	15 Min.
KXAB-TV, Aberdeen, S.D.	\$175	\$105	\$ 70
KXII, Ardmore, Okla.	175	105	70
KULR-TV, Billings, Mont.	200	120	80
KFYR-TV, Bismarck, N.D.	225	135	90
WCHU, Champaign-Urbana, Ill.	175	105	70
Danville, Ill., (WICD-TV)†			
WBOY-TV, Clarksburg, W. Va.	200	120	80
WMSL-TV, Decatur, Ala.	125	75	50
WOWL-TV, Florence, Ala.	125	75	50
KQTV, Fort Dodge, Iowa	100	60	40
CKCT, Great Bend, Kan.	275	165	110
Garden City, Kan. (KGLD-TV)†			
McCook, Neb. (KOMC-TV)†			
KRTV, Great Falls, Mont.	200	120	80
WDAM-TV, Hattiesburg-Laurel, Miss.	250	150	100
KIFI-TV, Idaho Falls, Ida.	200	120	80
KGNS-TV, Laredo, Tex.	100	60	40
KORK-TV, Las Vegas	250	150	100
WIMA-TV, Lima, O.	175	105	70
KTRE-TV, Lufkin, Tex.	200	120	80
KMED-TV, Medford, Ore.	200	120	80
KMOT, Minot, N.D.	125	75	50
WLBC-TV, Muncie, Ind.	200	120	80
KNOP, North Platte, Neb.	100	60	40
WJHG-TV, Panama City, Fla.	225	135	90
WTAP-TV, Parkersburg, W. Va.	100	60	40
KRSD-TV, Rapid City, S.D.	100	60	40
Lead-Deadwood, S. D. (KDSJ-TV)†			
KUMV-TV, Williston, N.D.	125	75	50
KIVA, Yuma, Ariz.	150	90	60
WHIZ-TV, Zanesville, O.	120	72	48
Total (31 stations)	\$4,595	\$2,757	\$1,838

† Associated station—included in station count. Unless an advertiser is specifically notified to the contrary, this station for which no additional time charge is made, will schedule for simultaneous telecast network programs carried by the ordered station with which it is associated.
††C—operates on Eastern time.

CANADIAN BROADCASTING CORP.

Television Network

Executive Offices: CBC Building, 1500 Bronson Ave., Ottawa, Ont. Telephone: 731-3111. Telex: 01-3260. P.O. Box 478, Terminal A.

Business Offices and Studios: Ontario & English Networks Division: 354 Jarvis St., Toronto, Ont. Telephone: Walnut 5-3311. Telex: 02255. P.O. Box 500, Quebec & French Network Division: 1425 Dorchester St. W., Montreal, P.Q. Telephone: 868-3211. Telex: 01-2288. P.O. Box 6000. (TV studios also in Ottawa, Halifax, Winnipeg & Vancouver; Edmonton, Alberta; Cornerbrook & St. John's Newfoundland, and Moncton, New Brunswick).

Corporate structure: The Canadian Broadcasting Corp. is a publicly-owned corporation charged by Parliament with carrying on a national broadcasting service in Canada. It is directly responsible to Parliament and is financed by an annual Parliamentary appropriation, supplemented by revenue from advertising.

CBC national programming is fed out over 456 transmitters of AM, FM & short wave radio & VHF television. Of these, 195 are TV stations and their satellites, including 149 which are privately-owned and 46 maintained by the CBC. Because of the bicultural nature of the country, broadcast services are provided in English and French. There is one English-language TV network and one radio network; in the French-language, there is one TV and one radio network. There is also a service to Arctic communities, with 6 northern radio stations and short-wave broadcasts. The program services of the two national radio networks are received by 261 transmitters, which can broadcast to 98 per cent of Canadians. This is achieved by means of 42 stations and 133 low power relay transmitters of the CBC, and 86 privately-owned stations. This is a unique feature of the Canadian system, that privately-owned radio and television stations are affiliated with the publicly-owned body and assist in the vital task of distributing national program service.

CBC DIRECTORS

J. Alphonse Oulmet, *president*; W.E.S. Briggs, *vice president*; F. L. Jenkins, *London, Ont.*; David M. MacAulay, *Sackville, N.B.*; T. W. L. MacDermot, *Lennoxville, Que.*; E. B. Osler, *Winnipeg, Man.*; Dr. S. Potoski, *Yorkton, Sask.*; Dr. Andre Raynaud, *Montreal, Que.*; Roger N. Seguin, *Ottawa, Ont.*; J. G. Prentice, *Vancouver, B.C.*; Dr. J. M. R. Beveridge, *Wolfville, N.S.*

PRINCIPAL OFFICERS

Alphonse Oulmet, *president*
W.E.S. Briggs, *vice president*

OFFICE OF THE VICE PRESIDENT Assistant to the President

R. C. Fraser, *v.p., assistant to president*
A.W. Wilson, *director of information services*
J.D. Lusher, *director of public relations*
L.B. MacDonald, *director of policy section*
I. Ritchie, *director of station relations*
W. A. Macdonald, *director of historical section*
J. R. Alleen, *general counsel*

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W. D. Ross, *director of organization & management development*
D. B. Sumner, *director of personnel*
C.B. McKee, *director of industrial & talent relations*

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E.S. Hallman, *vice president, programming*
J.M. Beaudet, *assistant vice president, programming*
D. L. Bennett, *director of program policy*
Orville Shugg, *director of sales policy & planning*
A.J. Laird, *director of research*
R. L. Lewis, *director of statistics*

ENGINEERING & TECHNICAL SERVICES

J. E. Hayes, *vice president, engineering*
R. Cahoon, *chief engineer (Montreal)*
C.E. Stiles, *director of purchasing & stores*
F.P. Johnson, *director of special projects*

OFFICE OF THE COMPTROLLER

V. F. Davies, *vice president, finance*
C. G. Spence, *director of accounting*
J. J. Pelland, *director of auditing*
M. J. McGoey, *director of head office accounts*
A. A. Rudy, *director of management services*

PLANNING

J. P. Gilmore, *vice president, planning*
W. Duffield, *director of planning*
D. C. West, *director of operations*
J. W. R. Graham, *director of broadcasting*
D. E. Lytle, *director of film*

English Network

H. G. Walker, *v.p. & gen. mgr., English network broadcasting*
R. W. McGall, *asst. gen. mgr., English network broadcasting*
W. H. Hogg, *director, news and public affairs (Toronto)*
M. L. Munro, *director of television (Toronto)*

French Network

Marcel Oulmet, *v.p. & gen. mgr., French network broadcasting*
R. David, *asst. gen. mgr., French network broadcasting*
J. Grand-Landau, *dir. of news & public affairs (Montreal)*
J. Blais, *director of television (Montreal)*

Regional Broadcasting

Charles Jennings, *v.p., gen. mgr., regional broadcasting*
W. F. Galgay, *director for Newfoundland (St. John's)*
S. R. Kennedy, *director for Maritime Provinces (Halifax)*
J. R. Finlay, *director for the Prairie provinces (Winnipeg)*
K. P. Caple, *director for British Columbia (Vancouver)*
J. J. Dunn, *director for the Ottawa area (Ottawa)*
Andrew Cowan, *director, northern & Armed Forces services (Ottawa)*
K. A. Murray, *station manager, Windsor*

International Service (Montreal)

C. R. Delafield, *director*
S. Basil Duke, *engineering services*
K. Renner, *information service*
G. R. E. Arthur, *program operations*

Foreign Offices

Jean St-Georges, *CBC representative in Paris*
F. Mutrie, *CBC representative in London*
Miss D. McCallum, *CBC representative at the United Nations*

ENGLISH NETWORK DIVISION (Toronto)

R. W. McGall, *asst. gen. mgr., network broadcasting.*
 M. L. Munro, *director of television.*
 W. H. Hogg, *director, news & public affairs.*
 J. D. Nixon, *director of television programming.*
 J. T. Craine, *director of radio.*
 P. Garvie, *program director, radio networks.*
 H. R. Hilliard, *director of divisional services.*
 C. Smith, *director, information services.*
 G. H. Jones, *divisional engineer.*
 J. C. McCabe, *supervisor, special sports projects.*
 Reeves Haggan, *supervisor of public affairs.*
 F. E. Rainsberry, *supr. of school broadcasts & youth programs.*
 H. Kemp, *network special projects editor.*
 W. J. Dunlop, *supervisor of international exchange, religious & institutional broadcasts.*
 Bruce F. Attridge, *supervisor of children's programs.*
 E. W. Ljung, *supervisor of drama.*
 R. G. Knowles, *supervisor of farm and fisheries broadcasts.*
 J. D. Paterson, *manager, TV film service.*
 W. C. Anderson, *supervisor of program clearance and traffic.*
 J. R. Malloy, *television sales director.*
 D. MacDonald, *television networks station relations.*
 J. N. Mogridge, *radio networks station relations.*
 R. S. Joynt, *sales manager radio.*

QUEBEC AND FRENCH NETWORKS DIVISION (Montreal)

R. David, *asst. gen. mgr., network broadcasting.*
 J. Blais, *director of television operations.*
 F. Guerard, *director of radio.*
 P. Colbert-Dionne, *production manager.*
 Etienne Dubreuil, *divisional engineer.*
 Ernest Hebert, *dir. information services & public relations.*
 Paul Dumont-Frenette, *public relations officer.*
 Maurice Valliquette, *director of television sales.*
 Benoit Lafleur, *supervisor of station relations.*
 J. Grand-Landau, *director news & public affairs.*
 Marc Thibault, *supervisor of adult education and public affairs.*
 Robert Charbonneau, *script supervisor.*
 Armand Berube, *supervisor of farm & fisheries.*
 J. M. Beaudoin, *supervisor of TV film service.*
 Roy Royal, *supervisor of music.*
 G. Robert, *general supervisor, drama.*
 P.N. Raymond, *general supervisor, sports and special events.*
 J. M. Laurence, *gen. supervisor of linguistics service.*

ENGINEERING DEPARTMENT (Montreal)

R. Cahoon, *chief engineer.*
 W. A. Nichols, *assistant chief engineer.*
 D. G. McKinstry, *chief architect.*
 N. R. Olding, *operations engineer.*
 J. Carlisle, *plant engineer.*
 R. E. Santo, *transmission and development engineer.*
 E. C. Stewart, *co-ordinator, engineering projects & services.*
 G. H. Lareau, *purchasing agent.*
 S. Basil Duke, *supervisor of engineering, international service.*

CBC REGIONAL OFFICES

NEWFOUNDLAND REGION: T. A. Bldg., St. John's—W. F. Galgay, *director (for the Province of Newfoundland);* J. Postema, *regional engineer.*

CBYT, Cornerbrook: C. V. Hierlihy, *station mgr.*
 CBC also manages: CFLA-TV, Goose Bay (USAF side of Goose Airport, Nfld.), L. V. Harvey, *CBC management representative;* CFNS-TV, Harman Air Base (Box 190 Stephenville, Nfld.), A. W. Barrett, *CBC management representative;* CBNT, St. John's, C. Mardel, *mgr., TV operations.*

MARITIME REGION: United Services Bldg., 5600 Sackville St., Halifax—S. R. Kennedy, *director (for the Maritime Provinces);* H. K. Urbach, *regional engineer;* K. R. Barry, *regional program director;* J. Simonsen, *director of TV;* D. H. Orr, *supervisor of information services;* A. L. Redden, *sales representative.*

CBHT, Halifax: 70 Bell Rd.; W. M. Harper, *production manager.* Also satellite transmitters at Shelburne, Yarmouth, Liverpool & Sheet Harbor.

CBFT (French), Moncton, N.B.: Nil D'Entremont, *supervisor of technical operations;* Guy Theriault, *station mgr.*

QUEBEC DIVISION: 1425 Dorchester St., Montreal—R. David, *asst. general manager, French network broadcasting;* E. Dubreuil, *divisional engineer;* J. Blais, *director of TV;* F. Guerard, *director of radio;* Ernest Hebert, *supervisor of information services;* Benoit Lafleur, *supervisor of station relations;* M. Valliquette, *director of sales;* Herbert Steinhouse, *director, English programming.*

CBFT (French) & CBMT, Montreal: Radio-Canada Bldg. (zone CBMT program director; C. Frenette, *director of TV services.* 25); (Vacant), *French Network program director;* K. Davey,

ONTARIO DIVISION: 354 Jarvis St., Toronto—R. W. McGall, *asst. general manager, English network broadcasting;* G. H. Jones, *divisional engineer;* M. L. Munro, *director of TV operations;* P. Garvie, *program director, radio;* H. R. Hilliard, *director of divisional services;* C. Smith, *dir., information services;* J. D. Nixon, *program dir., television.*

CBLT, Toronto: 354 Jarvis St. (zone 5); J. Lant, *manager;* R. Horton, *technical director.*

OTTAWA AREA: Box 1045, Ottawa—J. J. Dunn, *director of Ottawa area;* M. Gilbert, *area engineer;* L. O'Neill, *area sales manager;* R. G. Gordon, *supervisor of information services.*

CBOT & CBOFT (French), Ottawa: Scott St.; George S. Huard, *mgr. of TV operations;* Pierre Normandin, *program director;* J. H. Book, *technical director.*

PRAIRIE REGION: 541 Portage Ave., Winnipeg, Man.—J. R. Finlay, *director for the Prairie Provinces;* D. E. Cameron, *regional pro-*

CBC Network Rates and Data

gram director; W. Carpentier, *director of TV;* J. J. Trainor, *regional operations director;* D. H. O'Neill, *supervisor of information services;* C. Barr, *regional sales manager.*

CBWT, Winnipeg: 541 Portage Ave.; B. MacPherson, *operations manager;* J. Gibson, *technical director, television.* Also satellites in northwestern Ontario.

CBWFT (French), Winnipeg: 541 Portage Ave.; Max Desauiniers, *program director;* Leopold Dumaine, *program operations officer.*

CBXT, Edmonton: 8861-75th St.; R. Horley, *station manager;* Armand Baril, *program director;* P. Burgess, *technical director.*

BRITISH COLUMBIA REGION: 701 Hornby St., Vancouver, B.C.—K. P. Caple, *director for the Province of British Columbia;* Raymond Whitehouse, *regional program director;* Hugh Palmer, *director of TV;* L. Wilson, *director of radio;* J. J. Wighton, *regional engineer;* R. Jessup, *supervisor of information services;* K. Buhr, *regional sales manager.*

CBUT, Vancouver: 701 Hornby St.; W. Inglis, *program director;* R. L. Whiteside, *technical director.*

CBC INTERNATIONAL SERVICE: Radio Canada Building, Montreal, P.Q.; C. R. Delafeld, *director;* S. Basil Duke, *supervisor, engineering service;* K. Renner, *supervisor information services.*

FOREIGN OFFICES

United Nations: New York. Miss D. McCallum, *CBC representative.*

United Kingdom: The Langham, Portland Place, London W. 1., England. F. Mutrie, *CBC representative.*

European Office: Hotel Napoleon, 17 Avenue Matignon, Paris 8e, France. Jean St-Georges, *CBC representative.*

CBC NETWORK RATES—RATE CARD NO. 21, April 1, 1965)
 (Consult network for Discounts, Specifications, Charges, etc.)
Class A—6-11 p.m. Mon.-Sat., 5-11 p.m. Sun. (gross rates as listed below). **Class B—5-6 p.m. Mon.-Fri., 1-6 p.m. Sat., 1-5 p.m. Sun., 11 p.m.-sign off daily (75% of gross rates).** **Class C—Sign-on-1 p.m. Sat. & Sun. (60% of gross rates).** **Class D—Sign-on-5 p.m. Mon.-Fri. (40% of gross rates).** Rates for periods less than 1 hour: 80% for 45 min., 60% for 30 min., 50% for 20 min., 40% for 15 min., 35% for 10 min., 30% for 5 min.

CBC TELEVISION NETWORK—(English)

ATLANTIC REGION

Station	Hour	30 Min.	15 Min.
CBNT, St. John's, Nfld.			
[with satellite in Port Rexton]	\$275.00	\$165.00	\$110.00
CBYT, Corner Brook, Nfld.	75.00	45.00	30.00
CFCY-TV, Charlottetown, P.E.I.			
[with satellite in New Glasgow, N.S.]	250.00	150.00	100.00
CBHT, Halifax, N.S.	350.00	210.00	140.00
[with satellites in Liverpool, Shelburne, Yarmouth and Sheet Harbour.]			
CJCB-TV, Sydney, N.S.			
[with satellites in Inverness & Antigonish]	355.00	213.00	142.00
CKCW-TV, Moncton, N.B.			
[with satellites in Campbellton; New-castle & Harrison Brook, P.Q.] ..	460.00	276.00	184.00
CHSJ-TV, Saint John, N.B.			
[with satellite in Bon Accord, N.B.]	500.00	300.00	200.00

MID-EASTERN REGION

Station	Hour	30 Min.	15 Min.
CBLT, Toronto, Ont.	\$1,250.00	\$750.00	\$500.00
CHEL-TV, Peterboro, Ont.	315.00	189.00	126.00
CKWS-TV, Kingston, Ont.	375.00	225.00	150.00
CBOT, Ottawa, Ont.	520.00	312.00	208.00
CBMT, Montreal, P.Q.	1,000.00	600.00	400.00
CFPL-TV, London, Ont.	630.00	378.00	252.00
CKNX-TV, Wingham, Ont.	300.00	180.00	120.00
CKLW-TV, Windsor, Ont.	460.00	276.00	184.00
CKVR-TV, Barrie, Ont.			
[with satellites in Parry Sound, Hunts-wille & Haliburton, Ont.]	475.00	285.00	190.00
CFCH-TV, North Bay, Ont.	185.00	111.00	74.00
CKSO-TV, Sudbury, Ont.			
[with satellite in Elliot Lake]	345.00	207.00	138.00
CFCL-TV, Timmins, Ont.			
[with satellites in Kapuskasing, Kearns & Hearst, Ont.]	300.00	180.00	120.00
CJJC-TV, Sault Ste. Marie, Ont.	180.00	108.00	72.00
CKPR-TV, Port Arthur, Ont.	255.00	153.00	102.00

(Continued on next page)

For Canadian TV Households

see page 80-a

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PRAIRIE REGION

Station	Hour	30 Min.	15 Min.
CBWT, Winnipeg, Man.	\$650.00	\$390.00	\$260.00
CKX-TV, Brandon, Man.	300.00	180.00	120.00
[with satellites in Foxwarren, Man. & Melita, Man.]			
CKBI-TV, Prince Albert, Sask.	280.00	168.00	112.00
[with satellites in Alticane, North Battleford, Nipawin & Greenwater Lake, Sask.]			
CKCK-TV, Regina, Sask.	420.00	252.00	168.00
[with satellites in Colgate, Sask. Willow Bunch & Marquis, Sask.]			
CFQC-TV, Saskatoon, Sask.	380.00	228.00	152.00
[with satellite in Stralraer, Sask.]			
CKOS-TV, Yorkton, Sask.	370.00	222.00	148.00
[with satellites in Baldy Mountain, Man.; Carlyle Lake & Wynyard, Sask.]			
CHCT-TV, Calgary, Alta.	530.00	318.00	212.00
[with satellite in Drumheller, Alta.]			
CBXT, Edmonton, Alta.	620.00	372.00	248.00
[with satellites in Grande Prairie, Alta., High Prairie & Peace River, Alta.]			
CJLH-TV, Lethbridge, Alta.	290.00	174.00	116.00
[with satellite in Burmis, Alta.]			

PACIFIC REGION

Station	Hour	30 Min.	15 Min.
CHBC-TV, Kelowna, B.C.			
[with satellites in Vernon, Penticton, Salmon Arm, Oliver, Enderby, Celista, B.C.]			
CBUT, Vancouver, B.C.	\$260.00	\$156.00	\$104.00
[with satellite in Courtenay, B.C.]			
CHEK-TV, Victoria, B.C.	360.00	216.00	144.00

SUPPLEMENTARY STATIONS

Station	Hour	30 Min.	15 Min.
CJCN-TV, Grand Falls, Nfld.	\$100.00	\$60.00	\$40.00
CKMI-TV, Quebec, P.Q.	200.00	120.00	80.00
CHOV-TV, Pembroke, Ont.	185.00	111.00	74.00
CJFB-TV, Swift Current, Sask.	155.00	93.00	62.00
[with satellites in Eastend, Val Marie & Riverhurst, Sask.]			
CKSA-TV, Lloydminster Sask.-Alta.	180.00	108.00	72.00
[with satellite in Meadow Lake]			
CHAT-TV, Medicine Hat, Alta.	145.00	87.00	58.00
[with satellite in Pivot, Alta.]			
CHCA-TV, Red Deer, Alta.	225.00	135.00	90.00
[with satellites in Coronation & Banff, Alta.]			
CJDC-TV, Dawson Creek, B.C.	120.00	72.00	48.00
CFCR-TV, Kamloops, B.C.	180.00	108.00	72.00
[with satellites in Ashcroft, Boston Bar, Chase, Clearwater, Clinton, Lillooet, Merritt, Mt. Timothy, Quesnel, Savona, Williams Lake & Promontory Mt., B.C.]			
*CKPG-TV, Prince George, B.C.	100.00	60.00	40.00
[with satellites in Fort Fraser & Hixon, B.C.]			
*CFTK-TV, Terrace, B.C.	120.00	72.00	48.00
[with satellites in Prince Rupert, Smithers, Burns Lake, Kemano & Kildala, B.C.]			

*Non-connected station.

CBC TELEVISION NETWORK—(French)

Station	Hour	30 Min.	15 Min.
CBFT, Montreal, P.Q.	\$1,250.00	750.00	500.00
[with satellites in Mont-Tremblant & Mont-Laurier, P.Q.]			
CBOT, Ottawa, Ont.	300.00	180.00	120.00
CHLT-TV, Sherbrooke, P.Q.	800.00	480.00	320.00
CKTM-TV, Three Rivers, P.Q.	380.00	228.00	152.00
CBVT, Quebec, P.Q.	665.00	399.00	266.00
CKRT-TV, Riviere Du Loup, P.Q.	180.00	108.00	72.00
[with satellites in Baie St. Paul, St. Patrice & Ste. Rose du Dejele, P.Q.]			
CKRS-TV, Jonquiere, P.Q.	325.00	195.00	130.00
[with satellite in Chicoutimi, Port Alfred & Roberval, P.Q.]			
CJBR-TV, Rimouski, P.Q.	305.00	183.00	122.00
[with satellite in Edmondston, N.B.]			
CKBL-TV, Matane, P.Q.	215.00	129.00	86.00
[with satellites in Mont-Climont & Murdochville, P.Q.]			
CKRN-TV, Rouyn, P.Q.	255.00	153.00	102.00
[with satellites in Senneterre, Matagami, Val D'Or & Ville Marie, P.Q.]			
CHAU-TV, Carleton, P.Q.	230.00	138.00	92.00
[with satellites in Chandler, Gaspé, Perce, Port Daniel, Riviere-au-Renard, Ste.-Marguerite-Marie, P.Q., St. Quentin, N.B.]			
CBAPT, Moncton, N.B.	75.00	45.00	30.00
*CBWFT, Winnipeg, Man.	75.00	45.00	30.00

*Non-connected station.

Note: Station time rates, after frequency discounts are deducted, are subject to regional discounts.

CBC RADIO EXECUTIVES

J. T. Craine, program dir., English Radio networks (Toronto).
 Reynald Teasdale, director of radio operations (Montreal).
 J. M. Kannawin, director of English radio operations (Toronto).
 L. B. McIlhagga, director of radio (Prairie Region).
 S. H. Dale, radio presentation officer (Ottawa area).
 R. G. Harlow, director of radio (British Columbia Region).
 F. G. Cooke, director of radio (Maritime Region).
 R. G. O'Brien, presentation officer (Newfoundland Region).
 C. R. Delafeld, director of international service (Montreal).

CBC Radio

English language stations: CBI, Sydney, N.S.; CBH, Halifax, N.S.; CBZ, Fredericton, CBD, St. John, CBA, Sackville, N.B.; CBM-AM, CBM-FM, Montreal, Que.; CBO-AM, CBO-FM, Ottawa, Ont.; CBL, CBC-FM, Toronto, Ont.; CBE, Windsor, Ont.; CBW, Winnipeg, Man.; CBK, Regina, Sask.; CBR, Calgary, CBX, Edmonton, Alta.; CBU, CBU-FM, CBUX, Vancouver, B.C.; CFP, Prince Rupert, B.C.; CFGB, Goose Bay, Nfld.; CBN, CBNK, St. John's, Nfld.; CBG, Gander, Nfld.; CBT, Grand Falls, Nfld.; CBY, Corner Brook, Nfld.; CFYK, Yellowknife, N.W.T.; CHFC, Fort Churchill, Man.; CFWH, Whitehorse, Y.T.; CHAK, Inuvik, N.W.T.; CFFB, Frobisher Bay, N. W. T. Basic French Language stations: CBAF, Moncton, N.B.; CBV, Quebec City; CBF-AM, CBF-FM, Montreal, Que.; CBJ, Chicoutimi, Que.; CBOF, Ottawa; CJBC, Toronto.

Also operates 125 low-power relay radio stations.

CTV TELEVISION NETWORK LTD.

Executive Offices: 42 Charles St. E., Toronto 5, Canada. Telephone: Walnut 4-5454. Telex 02-2678. Montreal: Suite 200, 1420 Sherbrooke St. W. New York & Chicago: Ask long distance operator for Enterprise 6868, R. A. Aiken (no toll charge).

Studios: Available through affiliated stations.

Corporate Structure: Private company, licensed by the BBG to operate a privately-owned television network. All affiliated stations are shareholders.

BOARD OF DIRECTORS

Spencer W. Caldwell	E. Finlay MacDonald
Gordon F. Keeble	R. K. Martin
Kenneth B. Andras	William F. McLean
J. B. W. Carmichael	Michael Hind-Smith
Floyd S. Chalmers	D. M. Pringle
Sydney Hermant	

PRINCIPAL OFFICERS

Gordon F. Keeble, president
 Michael Hind-Smith, vice president programming & sales
 Stanley S. Wilson, v.p., operations
 R. A. Aiken, general sales manager
 Barry Nicholls, manager, sales planning
 Vincent Dittmer, business manager
 Arthur Weinthal, executive producer
 Oliver Babirad, production manager
 James Smith, operations supervisor
 Dorene Shanahan, microwave traffic

STATIONS

CFCN-TV, Calgary, Alta. (also repeaters in Banff, Drumheller, Brooks & Columbia River Valley).
 CFRN-TV, Edmonton, Alta. (also repeaters in Carrot Creek, Edson & Whitecourt).
 CJCH-TV, Halifax, N.S. (also repeaters in Amherst, Canning & Digby).
 CKCO-TV, Kitchener/London, Ont.
 CHAB-TV, Moose Jaw, Sask. (also repeater in Regina).
 CFCF-TV, Montreal, Que.
 CJOH-TV, Ottawa, Ont. (also repeater in Cornwall).
 CJON-TV, St. John's, Nfld. (also repeaters in Argentia, Bonavista, Central Newfoundland & Corner Brook).
 CFTO-TV, Toronto, Ont.
 CHAN-TV, Vancouver, B.C. (also repeater in Chilliwack).
 CJAY-TV, Winnipeg, Man.

CTV RATES—RATE CARD NO. 5A—(April 1, 1965)

(Consult Network for Discounts, Specifications, etc.)

	BROADCAST TIME, INTERCONNECTION and ORIGINATION CHARGES			
	60 Minutes	30 Minutes	Co-Sponsored	15 Minutes
	Sponsored	Sponsored	Sponsored	Sponsored
Up to 1:00 p.m.				
Monday to Friday	\$6,170	\$3,700	\$2,160	\$2,470
Saturday-Sunday	6,670	4,000	2,335	2,670
1:00-5:00 p.m.				
Monday to Friday	7,170	4,300	2,510	2,870
Saturday-Sunday	7,670	4,600	2,685	3,070
5:00-6:00 p.m.				
Monday to Friday	7,670	4,600	2,685	3,070
Saturday-Sunday	8,500	5,100	2,975	3,400
6:00-7:00 p.m.				
Daily	10,000	6,000	3,500	4,000
7:00-10:30 p.m.				
Daily	10,670	6,400	3,735	4,270
10:30-11:00 p.m.				
Daily	10,330	6,200	3,615	4,130
11:00-11:30 p.m.				
Daily	8,500	5,100	2,975	3,400
11:30-Sign Off				
Daily	5,800	3,480	2,030	2,320