

TELEVISION

THE MANAGEMENT MAGAZINE OF BROADCAST ADVERTISING

Bus
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TELEVISION Vs. STANDARD METROPOLITAN MARKETS

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DATA BOOK — 1959

Interview: *Al Petcavage*

Assistant Vice President and Media Group Supervisor of Ted Bates & Company, Inc.,
tells why he selects WLW Radio and TV Stations.



"From programs to promotions
on-the-air to point-of-sale, advertising
to merchandising . . . you just can'
beat the WLW TV-Radio
Stations for ringing up sales."

"We select the WLW TV Stations and
WLW Radio because of the complete
cooperation which the Crosley Stations
give advertisers."

"The Crosley Group are
famous for this all-around
service to advertisers, no
matter how large or
how small."

Call your WLW Stations Representative . . . you'll be glad you did!



Network Affiliations: NBC, ABC • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales—Detroit, Los Angeles; Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.



local boy makes good business... *via* SPOT TV

Selling for *national* advertisers at the *local* level is child's play to the M. C. who makes tying a shoe-lace or washing behind the ears a special kind of fun for the children of the community. Kids know him as a pal and a swell guy. He's seen at all the best places in town

—the supermarket right after the show, the Ladies Auxiliary in the afternoon... and the PTA that evening to discuss Spock. He's one of the biggest reasons why so many national advertisers consider SPOT-TV their *basic* advertising medium.

KOB-TV Albuquerque
 WSB-TV Atlanta
 KERO-TV Bakersfield
 WBAL-TV Baltimore
 WGN-TV Chicago
 WFAA-TV Dallas
 WNEM-TV Flint—Bay City
 WANE-TV Fort Wayne
 KPRC-TV Houston
 WHTN-TV Huntington-Charleston

KARK-TV Little Rock
 KCOP-TV Los Angeles
 WPST-TV Miami
 WISN-TV Milwaukee
 KSTP-TV Minneapolis-St. Paul
 WSM-TV Nashville
 WTAR-TV Norfolk
 KWTW Oklahoma City
 KMTV Omaha
 WTVH Peoria

WJAR-TV Providence
 WTVD Raleigh-Durham
 KCRA-TV Sacramento
 WOAI-TV San Antonio
 KFMB-TV San Diego
 KTBS-TV Shreveport
 WNDU-TV South Bend-Elkhart
 KREM-TV Spokane
 KOTV Tulsa
 KARD-TV Wichita

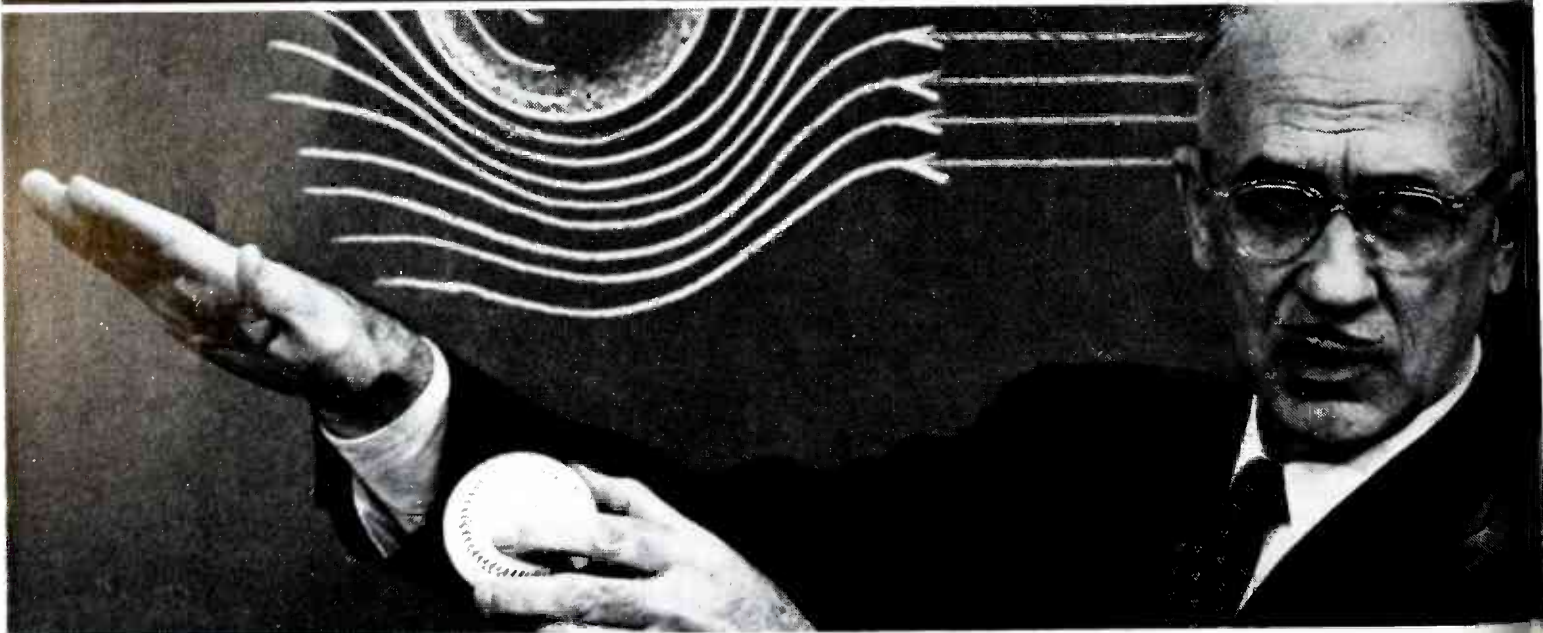
Television Division

Edward Petry & Co., Inc.

The Original Station Representative

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

ATI



WORLD'S LARGEST CLASSROOM

It would be hard to find three programs of greater distinction — and greater diversity.

Continental Classroom, with Dr. Harvey E. White, measures its success in its ability to repair the dangerous lag in America's science education. Network television's first college-level course uniquely serves the 368,000 viewers who make it the world's largest class, and the 280 colleges and universities who offer its instruction in Atomic Age Physics for academic

credit. Within a week of the second semester's opening last month, its new textbook had boomed into a national bestseller.

Wagon Train, starring Ward Bond and Robert Horton, measures its success in entertainment that draws an estimated 55,000,000 viewers. Based on Nielsen findings (Feb. 1), this hour-long dramatic Western anthology attracts the world's largest television audience — without counting the additional millions of viewers who make it one of England's top shows.

at the head of their class



WORLD'S LARGEST TV AUDIENCE



WORLD'S MOST TALKED-ABOUT TV PERSONALITY

The Jack Paar Show measures its success as a delightful national nightcap and morning-after conversation piece. Spontaneous and unpredictable as only live television can be, it made its irrepressible host Jack Paar the most talked-about TV personality in the nation, and the only one (in the world of television) to appear within the last six months on the covers of four major national magazines—Time, Life, Look and TV Guide.

No less than the distinction of these three programs, NBC prizes their diversity in meeting the different tastes and needs of all Americans. From Continental Classroom at dawn to Wagon Train at dusk to Jack Paar at midnight, America's first network strives for the true measure of network greatness — totality of program service.

NBC TELEVISION NETWORK

PRODUCTS OF SYRACUSE

... important in the home

Focus of attention wherever *he* is and wherever *it* is, this General Electric Television set brings Captain Kangaroo (and many other famous entertainers) to life in homes all over the country.

It is just one of the G.E. products, the many other products grown, manufactured or serviced in Syracuse that provide "living" for those in the area. But it is WHEN-TV airing Captain Kangaroo and all the other top-rated CBS programs as well as their own popular local shows that adds the PLUS to that "living"!

To add your product to "living" in Syracuse and all of Central New York, place it on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.



WHEN YOU WANT TO SELL SYRACUSE

WHEN-TV

CBS IN CENTRAL N. Y.

A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES

KCMO KCMO-TV / KPHO KPHO-TV / KRMG / WOW WOW-TV / WHEN
Kansas City / Phoenix / Tulsa / Omaha / Syracuse

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Established 1944 • Volume XVI • Number 3 • Data Book, March 1959

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TELEVISION

THE MANAGEMENT MAGAZINE OF BROADCAST ADVERTISING

"The RCA Television Tape Recorder Meets Fondest Dreams

"Monochrome and color pictures recorded and produced by the RCA color television tape recorder are



Tam Howard (kneeling) listens while Frank Bateman, Technical Operation's Manager (right) points out the cue-track recording head to other WBTV executives (left to right) Charles H. Crutchfield, Executive Vice-President, Jefferson Standard Broadcasting Company, and Kenneth Tredwell, Vice-President and Managing Director, WBTV.

WBTV, Charlotte, North Carolina—first television station to record and air a locally produced color television tape recording, has been using RCA Color Television Tape Equipment since September 5, 1958. Their experience has led Tom Howard to report: "It is evident that RCA's design engineers did not limit their efforts to just getting video and audio signals on tape—they remembered that their customers had to maintain and operate the gear day-in and day-out.

MASTER ERASE HEAD A TIME-SAVER

"We like the master erase head. It eliminates the necessity for bulk erasing, assures a clean tape at

all times and in many cases allows for selective erasing and re-recording of spots or other program material without destroying the entire contents of the reel. It is a time saver. For instance, if there has been a false start or a fluff in a spot or in the early part of a recording, it is only necessary to back up the tape and start again. There is no need to remove the reel, bulk erase, replace the reel and start all over again.

BUILT-IN FACILITIES COMMENDED

"We commend the decision of the RCA design engineers that necessary operational equipment should be built-in instead of being made available as 'accessories.' We appreciate their facing the facts of operational life by incorporating the master erase head, the built-in audio monitoring speaker for cuing and continuity, the built-in picture monitor, the built-in CRO, the built-in switcher for picture monitor and CRO input signal selection, the elapsed time meter for slip rings and brushes, the metering of individual

See your RCA
Broadcast Representative for latest
information about the RCA Color
Television Tape Recorder



of WBTV Engineers in Daily Operating Conveniences!"

—Says Thomas E. Howard, V.P. Engineering and General Services, WBTV.

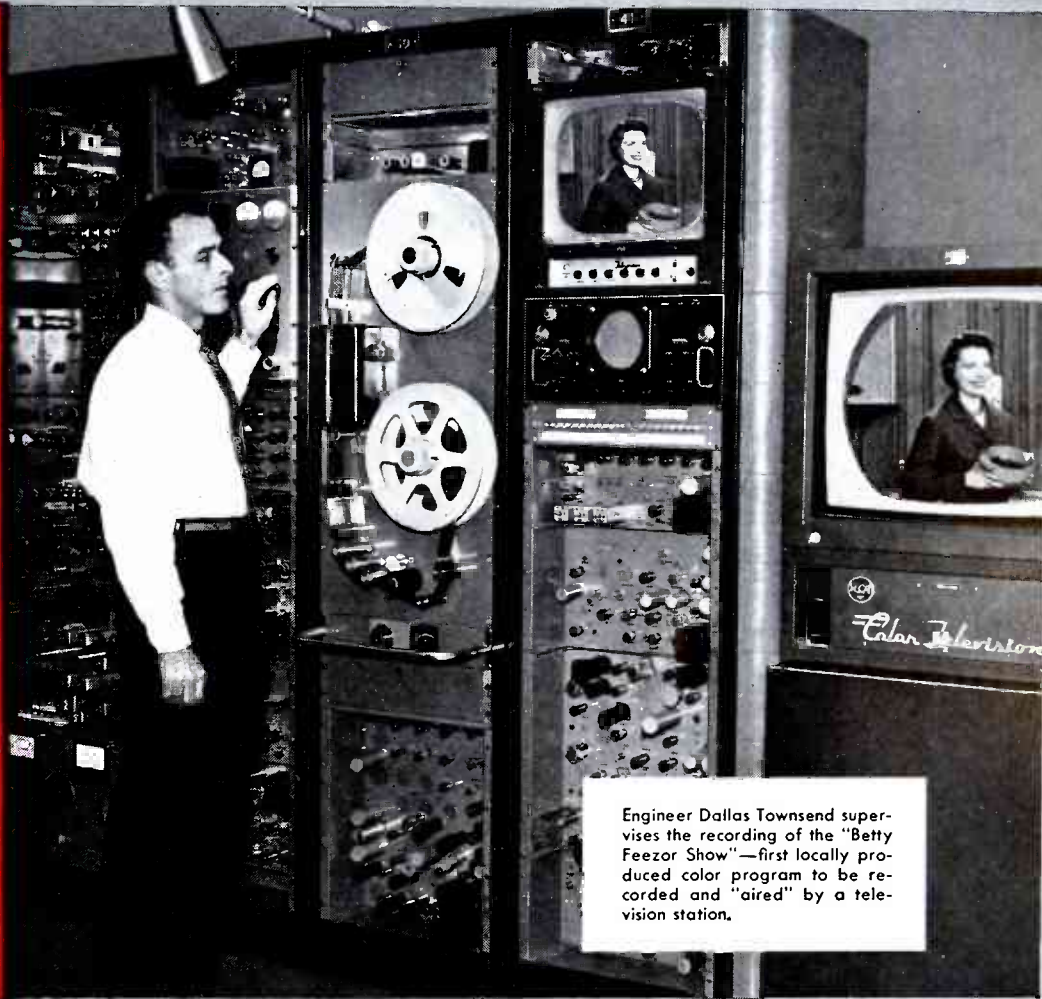
"Superb, and we are impressed by the convenience and versatility designed into the equipment."

WE LIKE the master erase head.

WE LIKE the built-in facilities.

MOST OF ALL, WE LOVE that cue track. In our opinion, it is destined to be a must in every tape operation."

**TOM HOWARD
WBTV**



Engineer Dallas Townsend supervises the recording of the "Betty Feezor Show"—first locally produced color program to be recorded and "aired" by a television station.

video head recording currents, the continuously adjustable tape wind and rewind speeds for rapid and accurate cuing of tape, and the built-in test signal channel for rapid check and trimming of color processing equipment, even while a color signal is being recorded.

CUE TRACK A "MUST"

"Most of all we love that cue track—in our opinion it is destined to be a 'must' in every tape operation. The value of the cue track seems to be limited only by the imagination and ingenuity of the user.

"We use the cue track to bridge the program director's channel during record operation. This

channel becomes our cue reference. This big feature has enabled us to salvage some 'fluffed' spots in programs or to insert new spots—live or on film—in a program that has already been recorded.

AVENUE TO AUTOMATION

"RCA's pioneering in incorporating the cue track in television tape recorders is a valuable contribution to smoother tape operation and definitely opens another avenue to automation."

Your RCA Broadcast Representative will gladly provide further particulars about the RCA Color Television Tape Recorder and help to integrate this equipment into your facilities. In Canada, write to RCA VICTOR Company, Limited, Montreal.



TMK(s) ©

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Big Pitch From Signal Hill

And this one's a belt-high blazer in anybody's ball game... *the Kansas City Athletics baseball broadcasts will come from WDAF Radio and TV starting this year!*

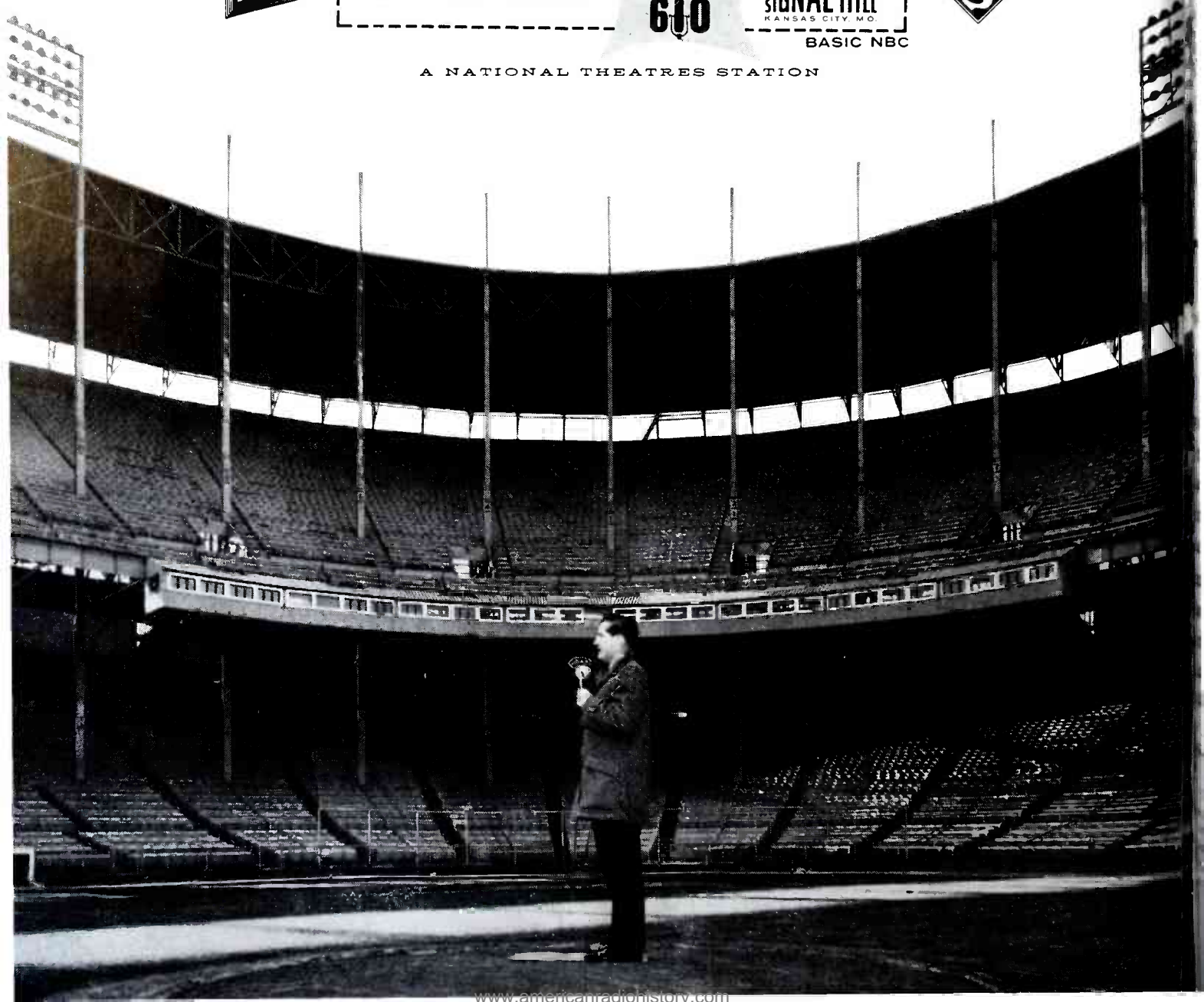
The young man tuning up below will bring together Kansas City's two most famous hills—the pitcher's mound he's standing on at Municipal Stadium and Signal Hill, home of WDAF. This is veteran sportscaster Merle Harmon, the Voice of the A's to millions of fans in six states. Merle will do play-by-play for the Joseph Schlitz Brewing Company and the Skelly Oil Company.

It was real cool at the Stadium when Merle got his first feel of the WDAF mike, but we couldn't wait to spread the word. In the first place, pitchers and catchers report very soon now, and Merle will be heading south for training camp. In the second place, we think our Athletics-WDAF team may figure big in your spring and summer selling plans for Mid-America. In short, it's later than you think. Better check with our good reps as soon as possible.

RADIO: Henry J. Christal Co., Inc. • TELEVISION: Harrington, Righter & Parsons, Inc.



A NATIONAL THEATRES STATION



FOCUS ON BUSINESS

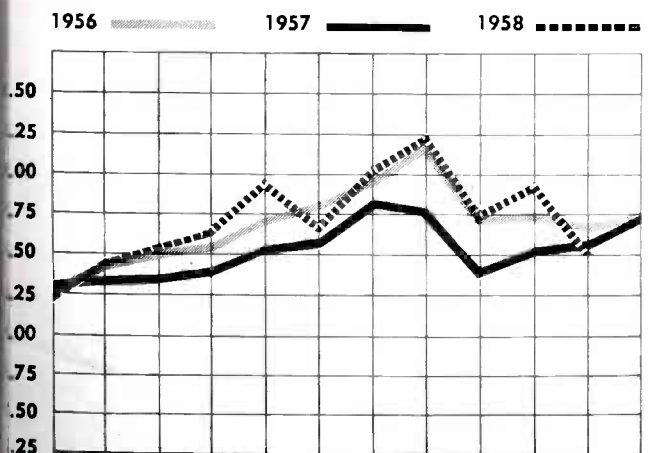
1958 SPOT TV INVESTMENT WAS \$511,704,000

MARCH, 1959

In 1958, national and regional advertisers invested \$511,704,000, or 14% more in spot TV than in 1957, according to latest figures from TvB. Spot TV passed the half billion dollar mark with expenditures of \$511,704,000 as compared with \$448,754,000 last year. The major share of this billing, \$371,934,000, was placed in announcements and participations (72.7%) with \$82,966,000 invested in programs and \$56,804,000 in IDs.

Audience levels declined for the first time in 1959, according to Nielsen figures for January audiences. The average weekday daytime audience in 1959 was 3,959,000, down 19.7%; and the average weekend daytime audience reached 4,967,000 homes, down 13.4%. The average evening program, however, reached 2.6% more homes than it had in 1958.

TV NETWORK COST-PER-THOUSAND



November 1958 index: \$3.51

This graph traces the trend in c-p-m per commercial minute of a representative network half-hour. Based on all sponsored shows telecast 9:30-10 p.m., N.Y.T., during the ARB rating week, it provides a continuing yardstick of the performance of nighttime TV. This index is obtained by dividing the total costs of the programs by the total number of homes reached by these shows, then dividing this by the number of commercial minutes.

Source: ARB, LNA-BAR TELEVISION MAGAZINE

TV NETWORK BILLINGS 1958 VS. 1957

Total, Daytime & Nighttime

	Nighttime (000)			Daytime (000)		
	1958	1957	% change	1958	1957	% change
ABC	\$ 81,190	\$ 70,010	16.0	\$ 21,827	\$ 13,061	67.1
CBS	162,025	154,452	4.9	85,758	84,833	1.1
NBC	150,885	134,769	12.0	64,906	59,077	9.9
Total	394,100	359,231	9.7	172,491	156,971	9.9

Total (000)

	1958	1957	% change
ABC	\$103,017	\$ 83,071	24.0
CBS	247,783	239,285	3.6
NBC	215,791	193,846	11.3
Total	566,591	516,202	9.8

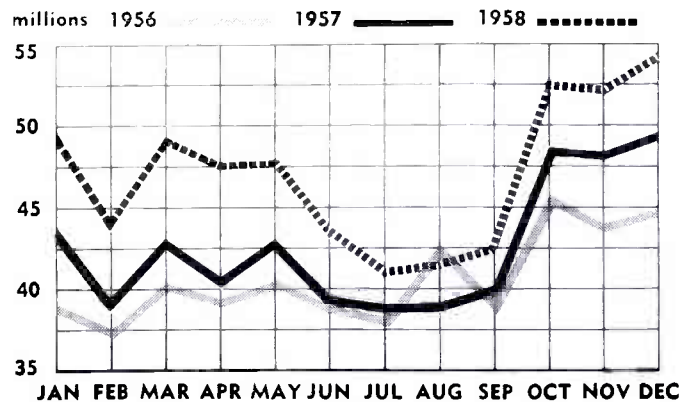
Source: BAR-LNA

TV VIEWING JANUARY TOTAL AUDIENCES, 1955-59

	1959	1958	1957	1956	1955
Evening Programs (000)	9,916	9,665	9,123	6,976	6,420
Weekday Daytime (000)	3,959	4,930	4,383	4,189	2,829
Weekend Daytime (000)	4,967	5,734	5,066	4,891	4,473

Source: A. C. Nielsen

TV NETWORK BILLINGS



December 1958

December 1957

ABC	\$10,466,104	\$ 8,614,646
CBS	22,836,275	21,980,607
NBC	20,636,442	19,146,483
Total	\$53,938,821	\$49,741,736

Source: LNA-BAR As released by TvB

The HOT SHOWS



MACKENZIE'S RAIDERS

starring
RICHARD CARLSON

2-Station
BIRMINGHAM
WBRC-TV

55.3%

SHARE

35.3 RATING

BEATS Restless Gun, Peter Gunn, Wells Fargo, Cheyenne, Groucho Marx, Perry Como and many others.

Pulse, Jan. '59



SEA HUNT

starring
LLOYD BRIDGES

4-Station
CHICAGO
WNBQ

36.0%

SHARE

25.1 RATING

BEATS Groucho Marx, Ed Sullivan, Wells Fargo, Peter Gunn, Gale Storm, GE Theatre and many others.

ARB, Jan. '59



HIGHWAY PATROL

starring
BRODERICK CRAWFORD

4-Station
SAN FRANCISCO
KRON-TV

46.3%

SHARE

21.9 RATING

BEATS Playhouse 90, Ed Sullivan, Ernie Ford, Cimarron City, Lawrence Welk, Californians and many others.

ARB, Jan. '59

Come from ZIV!

3-Station
CINCINNATI
WKRC-TV

47.7%

SHARE

20.7 RATING

BEATS Ed Sullivan, Phil Silvers, The Partridge Family, The Dick Van Dyke Show, The Dick Cavett Show, The Bob Cummings Show and many others.

ARB, Dec. '58

3-Station
MIAMI
WTVJ

46.3%

SHARE

26.3 RATING

BEATS GE Theatre, Texan, Danny Thomas, Ernie Ford, Cheyenne, Groucho Marx and many others.

ARB, Dec. '58

2-Station
JOPLIN-PITTSBURG
KOAM-TV

46.7%

SHARE

31.3 RATING

BEATS Trackdown, Ed Sullivan, Bob Cummings, George Burns, Red Skelton, Texan and many others.

ARB, Dec. '59



Dr. Sydney Roslow, director of Pulse, Inc., heads a nationwide staff trained to make and convert home interview reports into reliable ratings. Some of the Ziv show ratings used here are based on these authoritative findings.

4-Station
SAN FRANCISCO
KRON-TV

56.3%

SHARE

28.1 RATING

BEATS Desilu Playhouse, Ed Sullivan, Dinah Shore, Chevy Chase, The Dick Cavett Show, The Dick Van Dyke Show, The Dick Cummings Show and many others.

ARB, Jan. '59

4-Station
DETROIT
WJBK-TV

62.6%

SHARE

30.1 RATING

BEATS Perry Mason, Restless Gun, What's My Line, Jack Benny, Ed Sullivan, Bob Cummings and many others.

ARB, Jan. '59

3-Station
COLUMBUS
WBNS-TV

53.5%

SHARE

28.3 RATING

BEATS Ernie Ford, Danny Thomas, Groucho Marx, Lawrence Welk, Wells Fargo, Ed Sullivan and many others.

ARB, Dec. '58

3-Station
BOSTON
WBZ-TV

61.5%

SHARE

27.6 RATING

BEATS People Are Funny, Maverick, Have Gun - Will Travel, Wyatt Earp, Red Skelton, Real McCoys and many others.

ARB, Dec. '58

2-Station
BRISTOL-JOHNSON CITY
WJHL-TV

61.0%

SHARE

36.3 RATING

BEATS Wyatt Earp, Lineup, Perry Como, Maverick, Peter Gunn, Wells Fargo and many others.

ARB, Dec. '58

3-Station
ST. LOUIS
KSD-TV

48.7%

SHARE

27.5 RATING

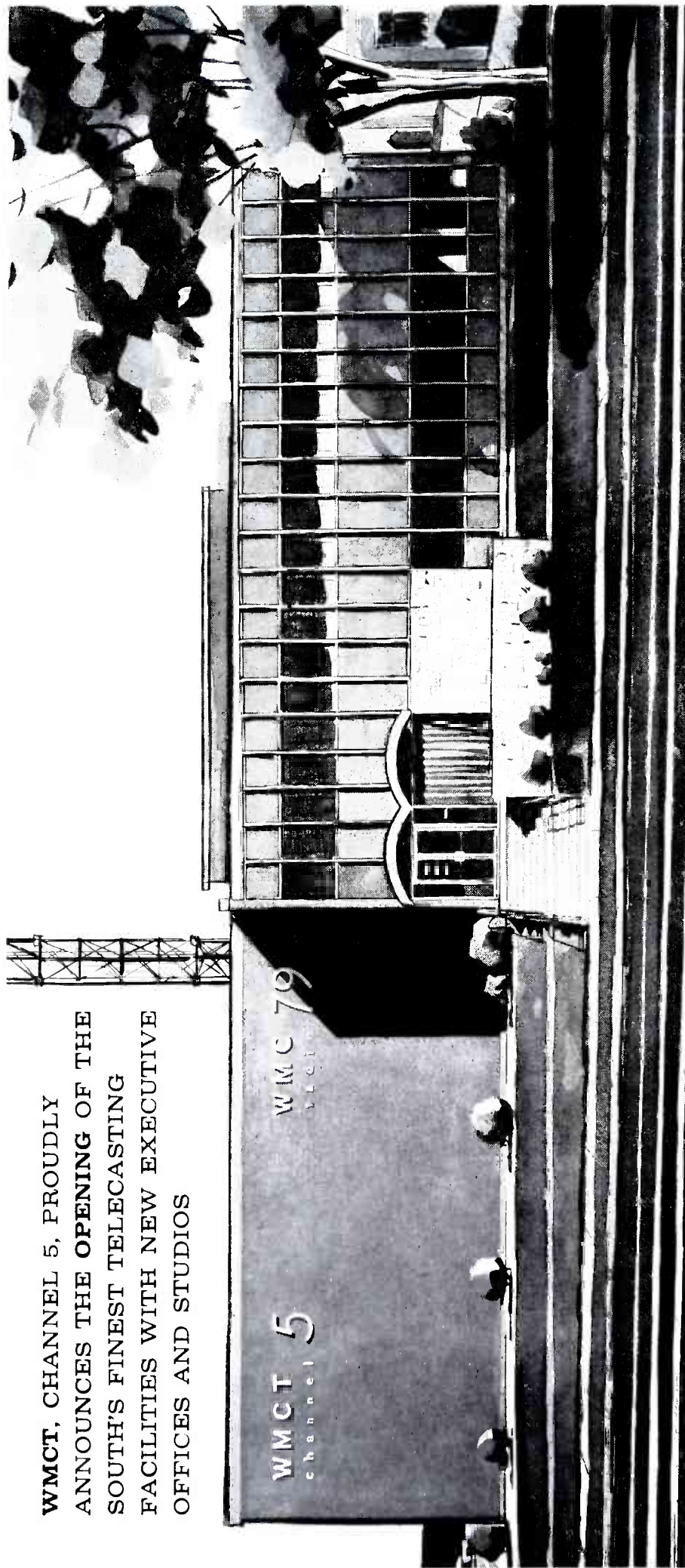
BEATS Cheyenne, Millionaire, Ernie Ford, Alfred Hitchcock, Ed Sullivan, Wells Fargo and many others.

ARB, Dec. '58

The Ziv man in your market can show you how to profit from using one of America's GREAT selling forces — a Ziv show!



**WMCT, CHANNEL 5, PROUDLY
ANNOUNCES THE OPENING OF THE
SOUTH'S FINEST TELECASTING
FACILITIES WITH NEW EXECUTIVE
OFFICES AND STUDIOS**



These, the newest, largest, finest, and most completely equipped television studios in Memphis and the South, feature the latest scientific and electronic developments available to the television industry.

More than ever before, your best buy to reach more people in the rich Memphis and Mid-South area is WMCT—now creating a new image a new advance in listening and viewing.

Channel 5

100,000 watts • NBC Affiliate

SHOWPLACE OF THE SOUTH

National Representatives Blair-TV

Owned and Operated by THE COMMERCIAL APPEAL

WMCT
Memphis

REPORT ON SPOT

BEER AND ALE ADVERTISERS USE SPOT TV IN 22 MAJOR MARKETS

Listed below are beer and ale advertisers who used spot TV during a representative week in the third quarter of 1958 in 22 major markets, as reported by Broadcast Advertisers Reports Inc. BAR tape-records all telecasts on a regular basis for seven-day periods. The schedules shown below represent the TV activity of the brands in the various markets during the recording week. They are taken from the BAR spot index, "A National Guide to Non-Network Television Advertisers by Product Categories."

For many of the brands listed, there appears to be no clear-cut or consistent pattern of usage in terms of frequency or campaign weight. This illustrates one of spot TV's key characteristics, its unusual flexibility in enabling an advertiser to match campaign intensity with the marketing situation as it varies from locality to locality. This flexibility also enables the advertiser to *time* his campaign with precision, increasing or lightening pressure as conditions warrant.

BEER & ALE		BLATZ BREWERY COMPANY PRODUCTS		Columbus	2 programs 5 spots
BLUES BEER		Chicago	23 spots	BURGERMEISTER BEER	
Detroit	78 spots	Columbus	5 programs 2 spots	Los Angeles	4 programs 67 spots
AMERICAN BEER		Detroit	5 programs	Portland	33 spots
Baltimore	1 program 2 spots	Milwaukee	13 programs 7 spots	San Francisco	57 spots
-1 PILSNER BEER		Washington	3 programs	BUSCH BAVARIAN BEER	
Los Angeles	3 spots	BLITZ-WEINHARD BEER		Dallas-Ft. Worth	15 spots
BROWN BEER		Portland	37 spots	St. Louis	1 program 40 spots
Baltimore	1 program	BRAUMEISTER BEER		CARLINGS BEER & RED CAP ALE	
CLAS BEER		Milwaukee	4 spots	Atlanta	15 spots
Chicago	16 spots	BUDWEISER BEER		Boston	36 spots
AUGUSTINER BEER		Atlanta	1 program	Cleveland	2 programs
Columbus	18 spots	Chicago	13 spots 1 program	Detroit	34 spots
ALLANTINE BEER & ALE		Boston	1 program	Houston	27 spots
Atlanta	1 spot	Chicago	1 program	Philadelphia	5 spots
Baltimore	1 program	Cleveland	12 spots	Pittsburgh	1 spot
Boston	1 program	Dallas-Ft. Worth	36 spots	Seattle	1 spot
Hartford	11 spots 3 programs 1 spot	Hartford	19 spots	Washington	1 program 7 spots
New York	8 programs 2 spots	Los Angeles	1 program	CINCI BEER	
Philadelphia	5 programs	Philadelphia	10 spots	Detroit	1 spot
Washington	1 program 12 spots	Seattle	5 spots	COORS BEER	
BAVARIAN OLD STYLE BEER		St. Louis	1 program 10 spots	Los Angeles	21 spots
Cincinnati	1 program 14 spots	Washington	1 program 12 spots	San Francisco	5 spots
Columbus	1 program	BURGER BEER		CROFT BANQUET ALE	
		Cincinnati	1 program 6 spots	Boston	1 spot

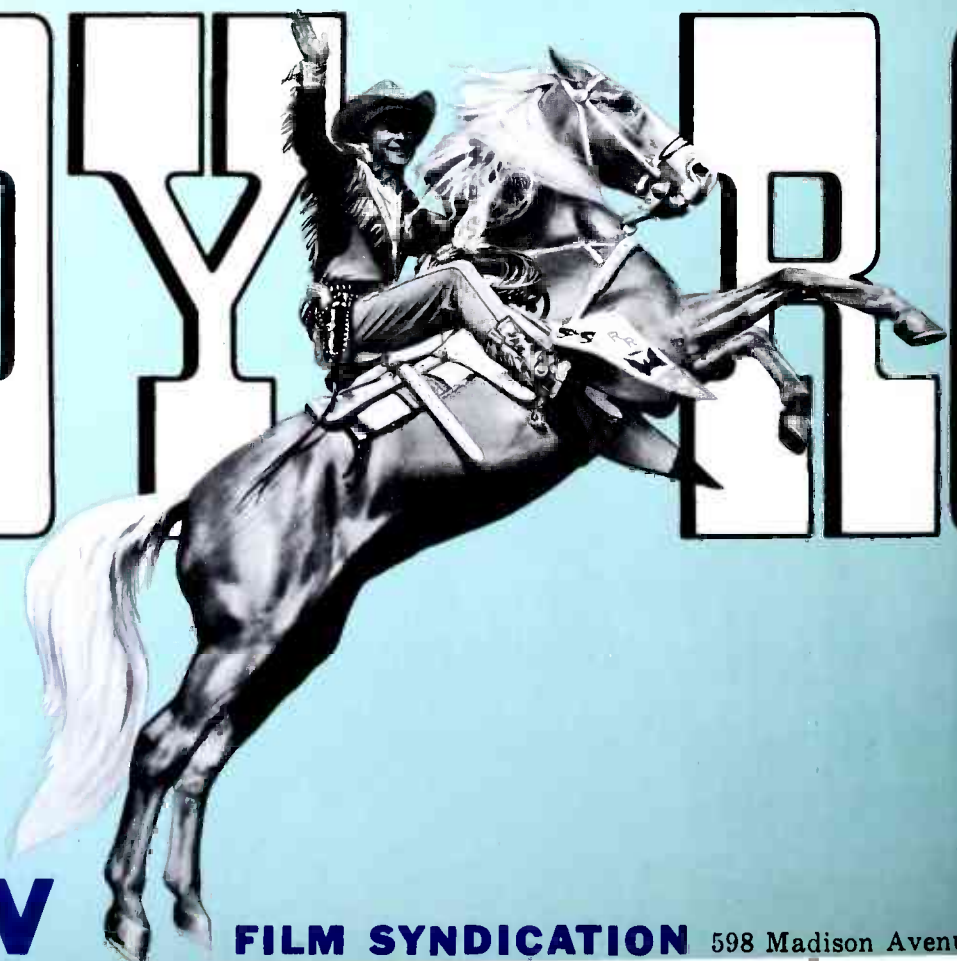
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GENTLE



TOP MONEY-MAKERS

ROYAL



mca tv

FILM SYNDICATION 598 Madison Avenue, New York

www.americanradiohistory.com

Flexibility!

Early morning or early evening, strips
single programs – top audience and sales
70% adults, 50% kids.

OUTRHY

Made by Republic Pictures Corporation and now being renewed in market after market for profitable programming.

56

hour films

IN TV HOUR STRIPS!

STARS

Durability!

More staying power year after year –
regardless of run – great audience
interest and acceptance.

67

hour films

Made by Republic Pictures Corporation and now being renewed in market after market for profitable programming.

Call 9-7500 and principal cities everywhere

TM
VIDEOTAPE



Now, you say when

And how often too! For once programs and commercials are Videotape* recorded, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities



*TM AMPEX CORP.

NEWRY'S BEER & ALE		IRON CITY BEER	
Chicago	1 program	Pittsburgh	4 programs
Detroit	1 program	JAX BEER	
QUESNE BEER		Dallas-Ft. Worth	10 programs
Cleveland	2 programs	Houston	5 programs
Pittsburgh	5 programs		1 spot
	4 spots	KINGSBURY BEER	
SLINGER BEER		Milwaukee	5 spots
Philadelphia	5 programs	KNICKERBOCKER BEER	
	6 spots	Boston	12 spots
STAFF BEER		Hartford	28 spots
Dallas-Ft. Worth	8 spots	New York	23 spots
Houston	5 spots	LABATT BEER & ALE	
	5 programs	Detroit	18 spots
Los Angeles	11 programs	LONE STAR BEER	
	22 spots	Dallas-Ft. Worth	1 program
St. Louis	9 programs		4 spots
	8 spots	Houston	1 program
RT PITT BEER			26 spots
Pittsburgh	6 spots	LUCKY LAGER BEER	
ANKENMUTH BEER & ALE		Los Angeles	22 spots
Detroit	28 spots	Portland	6 spots
AMBRINUS BEER		San Francisco	13 spots
Columbus	4 spots	Seattle	5 spots
DEBEL BEER		MEISTER BRAU BEER	
Detroit	2 programs	Chicago	3 programs
RAIN BELT BEER			3 spots
Minneapolis	1 program	MILLER HIGH LIFE	
	23 spots	Atlanta	16 spots
UNTER BEER		Hartford	3 spots
Baltimore	10 programs	Philadelphia	22 spots
	36 spots	Washington	3 programs
Washington	5 programs	NARRAGANSETT BEER & CROFT ALE	
	45 spots	Boston	4 programs
FFENREFFER BEER & ALE			12 spots
Boston	53 spots	Hartford	2 programs
AMM'S BEER			9 spots
Chicago	5 programs	NATIONAL BOHEMIAN BEER	
Dallas-Ft. Worth	11 spots	Baltimore	8 programs
Los Angeles	3 spots		6 spots
Milwaukee	1 program	Philadelphia	1 program
	17 spots	Pittsburgh	6 spots
Minneapolis	6 programs	Washington	3 programs
	25 spots		14 spots
San Francisco	10 spots	OLD TIMERS ALE	
Seattle	5 spots	Cleveland	4 spots
AMPDEN BEER & ALE		OLYMPIA BEER	
Hartford	3 spots	Los Angeles	1 spot
ARVARD EXPORT BEER		Portland	2 spots
Boston	1 program	San Francisco	1 program
QUENSTEIN BEER		PABST BEER & OLD TANKARD ALE	
Minneapolis	5 spots	Atlanta	1 program
EIDELBERG BEER & COLUMBIA ALE		Baltimore	37 spots
Portland	2 programs	Boston	14 spots
Seattle	1 program	Chicago	51 spots
EILEMAN OLD STYLE LAGER BEER		Cleveland	19 spots
Chicago	1 program	Detroit	15 spots
	6 spots	Hartford	2 programs
Milwaukee	1 program	Milwaukee	6 spots
		Minneapolis	1 program
EINEKINS BEER		New York	24 spots
Dallas-Ft. Worth	2 spots	Washington	24 spots
Houston	1 spot	PEARL BEER	
UDEPOHL BEER		Dallas-Ft. Worth	17 spots
Cincinnati	1 program	Houston	17 spots
	1 spot	PETER HANDS RESERVE BEER	
		Chicago	2 programs
			To page 20

Spot Perfection —“Live”



Mr. George Gould, President
NTA's Telestudios, Inc.
New York

"Agencies and advertisers that use our production facilities demand all the here-and-now intimacy, the depth, the dramatic impact of live delivery — plus the perfection and protection of pre-recording. That's why Norman, Craig & Kummel, Inc. came to us for Videotape* recording of the Speidel Corporation's watch band sales messages."

AMPEX
CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional
products division

*TM Ampex Corporation



pause for network identification

*NTI, October 1958—February 1, 1959
**February 1, 1959

The current television season is now at a point where the long-term achievements of the networks can be objectively measured and clearly identified.

In terms of the criteria that are most meaningful to advertisers and their agencies—size of audience and cost per thousand—this* is the CBS Television Network in March 1959:

It has the **largest average nighttime audience** of any network.
(14% bigger than the second network, 27% bigger than the third)

It has the largest average **daytime** audience of any network.
(8% bigger than the second, 97% bigger than the third)

It has as many of the **top ten programs** and as many of the **top forty** programs as the other two networks combined.
(5 of the top 10, 20 of the top 40)

It has the largest audiences in more **nighttime half-hour** periods than the other two networks combined.

It has the largest audiences in more **daytime quarter-hour** periods than any other network.

It has the **lowest average cost** per thousand for all **nighttime** programs. *(3% lower than the next network)*

It has the lowest average cost per thousand for all **daytime** programs. *(12% lower than the next network)*

It is also significant that the latest Nielsen report** continues to identify the CBS Television Network with the largest average audiences, day and night, in all television.

This kind of identification perhaps explains why so many advertisers are crystallizing their program decisions earlier than ever before and are turning again to the world's largest single advertising medium. **THE CBS TELEVISION NETWORK**

AMERICA'S 81st MARKET
IS THE ACTION MARKET!
KEL-O-LAND

KELO-TV
SIOUX FALLS
and Hoosters

KDLO-TV
A BEER - HOOK - MANTOWN

KPLO-TV
PURE VALENTINE-CHAMBERLAIN

103 COUNTIES! * 221,810 TV SETS! * ALL OF THEM DIALED TO THE KELO HOOKUP - EXCLUSIVELY!

*SOURCE: NCS No. 3

KEL-O-LAND is America's largest market area. Only one television beam serves it—Joe Floyd's unique KELO hookup, with 92% unduplicated coverage in South Dakota, Minnesota, Iowa, Nebraska. You get extraordinary sales action from your commercial, because all eyes are on your product when you're on KEL-O-LAND. ABC

General Offices Sioux Falls, S.D. • JOE FLOYD, President; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Assoc.

SPOT From page 17

PFEIFFER BEER	
Detroit	17 spots
PIELS BEER	
Hartford	4 programs
New York	4 spots
Philadelphia	8 programs
Philadelphia	6 spots
Philadelphia	6 programs
Philadelphia	13 spots
POC BEER	
Cleveland	1 program
Cleveland	22 spots
RAINIER BEER & ALE	
Los Angeles	15 spots
Portland	1 spot
San Francisco	2 spots
Seattle	3 spots
RHEINGOLD BEER	
Hartford	1 program
New York	7 spots
SCHAEFER BEER	
Boston	4 spots
New York	29 spots
Philadelphia	1 program
Washington	1 spot
SCHLITZ BEER	
Chicago	2 programs
Chicago	8 spots
Dallas-Ft. Worth	1 program
Dallas-Ft. Worth	2 spots
Houston	3 programs
Houston	4 spots
Los Angeles	70 spots
Milwaukee	1 program
Washington	1 program
SCHMIDT BEER & TIGER HEAD ALE	
Detroit	30 spots
Hartford	1 program
Minneapolis	8 spots
Philadelphia	6 programs
SCHOENLING BEER & OLD DUTCH ALE	
Cincinnati	14 programs
Cincinnati	14 spots
Columbus	7 spots
SHINER BEER	
Houston	2 spots
STAG BEER	
St. Louis	1 program
St. Louis	16 spots
STANDARD BEER	
Cleveland	3 programs
STONE BEER	
Pittsburgh	1 spot
STROH BREWERY COMPANY PRODUCTS	
Cleveland	1 program
Columbus	1 program
Columbus	20 spots
Detroit	1 program
TECH BEER	
Pittsburgh	4 programs
WIEDEMANN BEER	
Cincinnati	5 programs
Cincinnati	14 spots
Columbus	4 programs
Columbus	5 spots

END

It shouldn't happen to a dog!

And yet it does! It happens to the best of us, time and time again. We lavish care and money on original footage to get them just right—only to have prints turn up that are well off broadcast specifications.

The answer is—give your laboratory time and money to do the job right! Then all your release prints will be on the beam 100%.

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.

or

W. J. German, Inc.

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



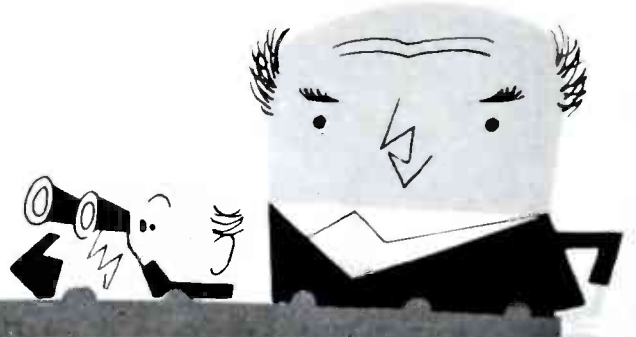
Always shoot it on EASTMAN FILM . . .
You'll be glad you did!



Lancaster
Harrisburg
York

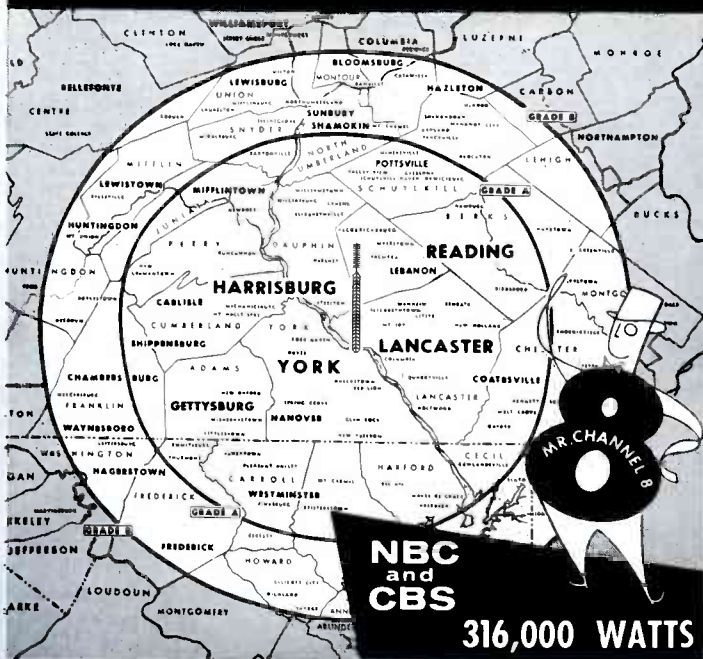
is ONE TV market
when you use

WGAL-TV



WGAL-TV

AMERICA'S 10th TV MARKET



CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

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

THE TV SCENE

By George G. Huntington, v.p. and general manager, TvB



SCRAPING THE BOTTOM OF A 20-YEAR-OLD BARREL

resorting to 1939 techniques, newspapers continue to produce distorted research

A new plague may soon be sweeping the land. Born amid music and dancing, part of a minor spectacular in which "the only things missing were the pig and pony acts," from the newspapers comes a new dimension called "total selling." Using all the tools and excitement of the television commercial they reject, the newspapers' Chicago convention outlined their selling campaign for 1959. Overlooking their use of the TV-technique for selling themselves, and overlooking their suggestion for selling newspaper space by telephone (a great endorsement for radio), the newspapers proposed "total selling." Part of it is a new form of media research. Beware, it will probably spread.

How a newspaper supposedly defeats TV

The newspaper bureau has developed a technique they recommend local newspapers use to compare themselves with television. A model of its research is available from the bureau under the title "How Long is Your Advertising Reach?" This booklet (which says 30,000 have been printed) shows how *The Akron Beacon Journal*, a newspaper, supposedly defeats all television. The newspaper report starts with two factors: the total daily television audience (80% of the housewives) and the total daily newspaper audience (86% of the housewives) and then goes on to provide the table at the right.

The unbalance of this table is symptomatic of this newspaper research.

Apparently, *The Akron Beacon Journal*, a newspaper, would like you to believe it gets a rating of 86% vs. TV's 13%. This "research" may well be the beginning of a new plague to both advertisers and their agencies.

	Television	Newspapers
Total daily audience	80%	86%
Maximum audience, one time segment	60%	
Maximum audience, one program	34%	
Average audience, evening program	13%	

Fortunately, the antidote is readily available. Like most antidotes, it is based on a reinjection of a diluted dose of the same disease which, when accepted by the system, destroys the disease and provides immunity. Back before the coming of television as a competitor, back on July 27th, 1939, back when John L. Lewis was calling John N. Garner a "rum-drinking evil old man" on the front page of *The Akron Beacon Journal*, a study was made. The Advertising Research Foundation-endorsed "Continuing Study of Newspaper Reading" started and *The Akron Beacon Journal* was its first case.

From this pre-television study, which was repeated about 140 times using other papers over some 16 years and widely distributed by the newspapers, *The*

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“Me an’ J.K.”

is just like this!” WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between “acts”, Jay interviews visiting celebrities, and leaders of local and national civic groups. “The Jay Kroll Show” — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10



Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.



PROMOTION

Conducted by Chuck Wilson, President, BPA



WHAT TO DO WHEN THE GUEST STAR VISITS

Take the most of your new, live celebrity by planning hour-for-hour well in advance

Our guest columnist for March is James A. Hanlon, publicity and public relations manager of WGN, Inc. Mr. Hanlon is in charge of all publicity, public relations and many areas of exploitation for WGN and WGN-TV in Chicago.

The value of the star visit to a local market has been a subject of pro and con discussion in the television industry for years.

In the Chicago market, however, the excellent results have been so well documented that there is no question regarding the publicity-promotion benefits accruing from a well-planned visit by a TV celebrity.

As a non-network station in Chicago, we are obliged to publicize and promote not only our own local productions and staff personalities but a wide range of half-hour syndicated features.

For the latter, we usually are provided with a publicity-promotion kit. Some of the material is terrific but in many cases, it is trite and unsaleable.

That is why the star visit is important to us. It gives us a live, new personality to work with.

Who covers the financial angle?

The basic question, however, is: Who will pay for it?

Among the costs involved are transportation, lodging, luncheons and dinners, pictures and miscellaneous expenses. Ideally, the distributor, syndicator or sponsor shares the cost, footing the bills for transportation and lodging. There are other areas in which they also can help, especially in providing

personnel to make the rounds while the celebrity is in town.

In arranging for the star visit, there are three important stages to consider:

1. *Advance planning:* At least two weeks prior to the arrival, if possible. During this period, you draw up an hour-for-hour schedule that includes meetings with newspaper people, color picture sittings, meetings with station and sponsor representatives, television and/or radio interviews. One booby-trap to avoid is setting up a schedule that does not allow time to prepare for special appointments.

Submit schedule for artist's approval

The schedule should be arranged as far in advance as possible and sent to the artist or the artist's representative for approval. This helps to avoid bickering when the star is in town, and makes it possible to work out problems in advance.

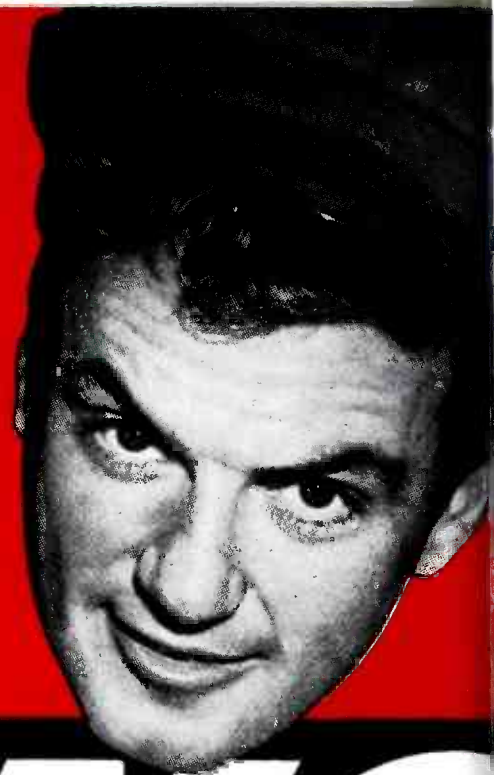
2. *The visit:* Preferably two or three days. Every effort should be made to keep on schedule. It is important to have sufficient, experienced personnel available so that someone—a station, agency, sponsor representative or the artist's manager—accompanies the celebrity on every appointment.

3. *The follow-up:* In many ways, this may be the most important part. All stories and features should be serviced at once with a complete follow-up report prepared for all who cooperated in the project.

If we had our choice of personalities, we would place at the top of the list the pleasant person—man, woman or child—who is an interesting conversa-

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WILLIAM CAMPBELL,
as Jeffry Austin, riding the roads to
adventure and action, as "Cannonball"
Mike Malone's driver-partner-sidekick,
in the new series by Robert Maxwell,
famed creator of LASSIE!



CANNONBALL

ADVERTISERS EVERYWHERE CLIMB ABOARD THE
CANNONBALL SALES CARAVAN! FIRESTONE TIRES!
GENERAL PETROLEUM! THE GREAT ATLANTIC & PACIFIC
TEA CO.! WINN-DIXIE FOOD STORES! JOHNSON'S WAX!
ROBIN HOOD FLOUR! SCHMIDT BEER! STANDARD
RADIATOR COMPANY! MARY JANE BAKERIES! PRICE'S
DAIRY! SHEPHERD'S LAUNDRIES! BURGER-KING!
JORDAN JEWELRY! FACTORY MOTOR EXCHANGE!

A FEW TOP MARKETS ARE STILL AVAILABLE! DON'T BE DISAPPOINTED—WIRE TODAY FOR YOURS!

**CANNONBALL RACES TO DYNAMIC
ACTION—HUMAN INTEREST SALES RECORD!
ONLY A FEW CHOICE MARKETS ARE STILL
AVAILABLE! PHONE—WIRE COLLECT TODAY!**

CANNONBALL

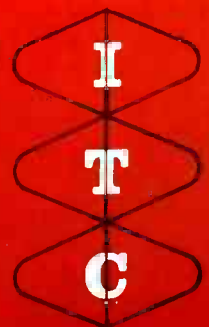


PAUL BIRCH,
as "Cannonball" Mike Malone,
one of the rugged men
entrusted to maintain the
nation's commercial lifeline —
the long-haul truckers!



**SOLD IN
MARKETS LIKE**
Philadelphia
San Francisco
Detroit
Salt Lake City
Cleveland
Denver
Minneapolis-St. Paul
Columbus, O.
San Diego
Dallas-Fort Worth
Jacksonville
New Orleans
New Haven-Hartford
Seattle-Tacoma
Portland
**AND 95 OTHERS!
EAST — WEST!
NORTH — SOUTH!**

**INDEPENDENT
TELEVISION
CORPORATION**



**Because
Local
Sponsors
Buy With That
"Critical Buck,"
They Buy
The Station
That Gets
"Next Day"
Results...**

**You've Got A Live One
When You Buy
KRNT
TOTAL RADIO
in Des Moines, Iowa**

In DES MOINES,

that result-getting station is . . .
and has always been . . .

KRNT RADIO, that "know-how,
go-now" station that keeps pace
with all that's going on in
Des Moines, Iowa's lively center of
business activity. Because KRNT
has news on the hour, total
sports, the best of music,
dramatic shows, complete weather
and complete service, local
sponsors spend nearly as much
on KRNT RADIO as on the
other 5 Des Moines

stations combined! Better See Katz Soon.

SOURCE: LATEST AVAILABLE F. C. C. FIGURES

KRNT RADIO-CBS
A Cowles Station

RADIO

By Kevin B. Sweeney, president, RAB



IMPACT LOST IN A SEA OF ANNOUNCEMENTS

By limiting their horizons, advertisers could achieve greater sales effectiveness

On Wednesday, two incidents reminded me forcibly that the lost art of *program* selling is costing advertisers, agencies, and the broadcast media a considerable sum each year.

The two incidents:

A radio station salesman, certainly a disciple of variation announcement selling, told me a success story. A transmission exchange account he had on the air was cancelling because of "no results" from traffic-time announcements. In a frenzy, the salesman suggested a news program. The first program brought more business than weeks of announcements.

Welter of free merchandise plugs

The same evening, I watched a network television program that, though sponsored by a single advertiser, spreads its plugs over three brands which are buried in a welter of free-merchandise plugs in a very brief half-hour. It reduced to the ad absurdum what is true of almost all nighttime network TV now—too many brands per program.

Whooaaaaa—I'm not against announcement radio or announcement television selling and buying, whatever its guise may be—participation, segments, sponsorships, alternate-sponsorships, etc. A distribution of eggs into a number of baskets is often prudent.

For many radio advertisers, announcements are

virtually the only path to success. Probably the same is true of television, but since the two media are at far different stages in their development, I hesitate to say it.

Programs almost necessary for some advertisers

But for other advertisers, programs are indicated; in fact, almost mandatory. And it is a disservice to the advertiser when agencies and stations recommend the announcement route simply because the cumulative audience figures are so large as to be preposterous.

What does it profit the advertiser if his participations reach 43% of all homes in the nation or in a metropolitan area in a week if the blows struck in these homes are so glancing that the brand share of market stays about the same?

Any advertising plan that reaches 25-30% of all homes each week should show dramatic sales results. But, examine your conscience with the help of your research department—how many such plans do you have on the air now that are showing little or no results?

There are many handy alibis for failure—"our competition is out-spending us," "the copy was wrong," "we shoulda had a gimmick that would have insured display."

But when the rating services tell you that you exerted some influence on better than a quarter of

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CBS Owned KMOX-TV's
and sky-high tower have

TALLEST IN ST. LOUIS — 1,214 FEET — 651 FEET HIGHER THAN THE OLD TOWER!

first by a wide margin,

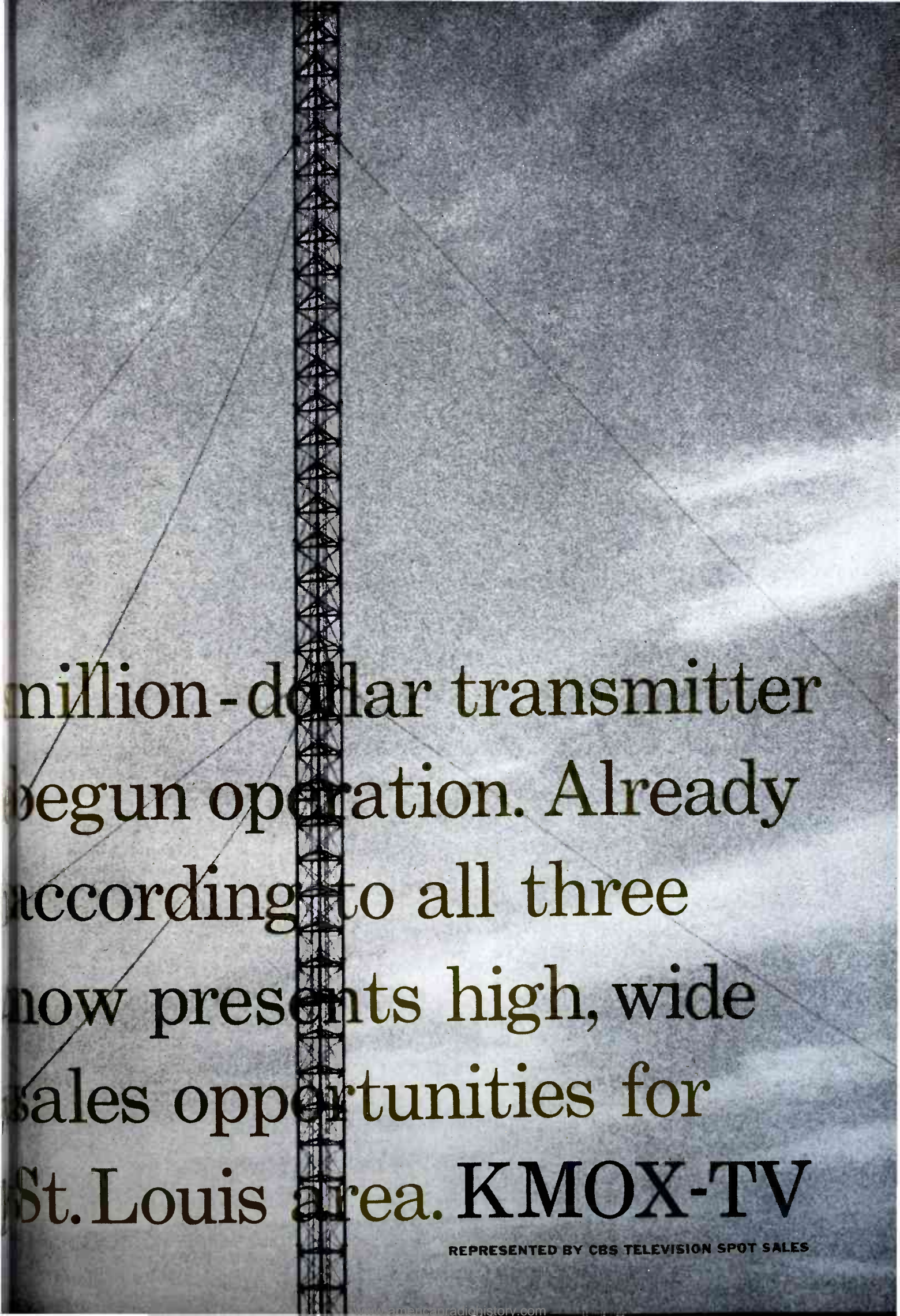
7,100 SQUARE MILES MORE COVERAGE — AND A CRYSTAL-CLEAR SIGNAL EVERYWHERE!

rating services, channel 4

and handsome new

A PRETTY PICTURE: BIG AUDIENCE LEADERSHIP... BROAD NEW COVERAGE!

advertisers in the rich



million-dollar transmitter
begun operation. Already
according to all three
now presents high, wide
sales opportunities for
St. Louis area. **KMOX-TV**

REPRESENTED BY CBS TELEVISION SPOT SALES

THE TV COMMERCIAL

By Harry Wayne McMahan



HOW TO AVOID PRODUCTION BRIBERY

A fairly simple way for agencies to put commercial production on an honest basis

Lately, a popular tirade in the trades has been the bribery of agency producers by film commercial houses.

This has been blown all out of proportion, it seems to me, and there has been far too much sermonizing and far too little problem-solving. The fact is, there's a fairly simple way the agency can remove this temptation and, at the same time, put its TV commercial production operations on a business-like basis.

First off, let's admit bribery exists. The Christmas season always points it up with its king-size liquor baskets, new suits and devious devices of "good will."

But most producers are clean. They'd rather sell on merit. They've seen the business grow up the hard way the last twelve years and even those who had an adolescent fling have come to more mature realizations.

Know compromise can be deadly

Most agency production men resist it, too. They know their reputation is hitched to results—and compromise can be deadly on both scores.

By and large, the situation is not nearly as serious as some would have you believe. It's cleaner, for instance, than almost any other such highly competitive business.

And what evils do exist can be readily eradicated. This, in my opinion, is the responsibility of the agency itself. The key is the agency's policy in handling competitive bids.

Here is one successful method I would recommend:

1. First, set up an "invitation-to-bid" list of producers. Four carefully-investigated qualifications are required of each:

- a. Financial responsibility
- b. Technical facilities
- c. Administrative structure (and especially, is there one single "account executive" to serve as the responsible contact for your job all the way through the shop?)
- d. Craftsmanship. (Men—directors, camera-men, editors—are more important than tools in this business. Who did what on their sample reels—and are these same men assured to you on your work?)

Select list according to agency needs

2. Once the suppliers are analyzed on these four points, select a list—maybe 5, maybe 9, maybe 15, according to your agency's size, your technique needs and your required locale of doing business.

a. At least three "live action" houses should be included. This may require those of specialized experience in cosmetics, automotive, food, etc.

b. At least three "cartoon" houses should be included. These may include some of the above "live action" houses that double in both techniques. Remember, in cartoon the designer and animation director are vital—you may want to specify their names in your contracts.

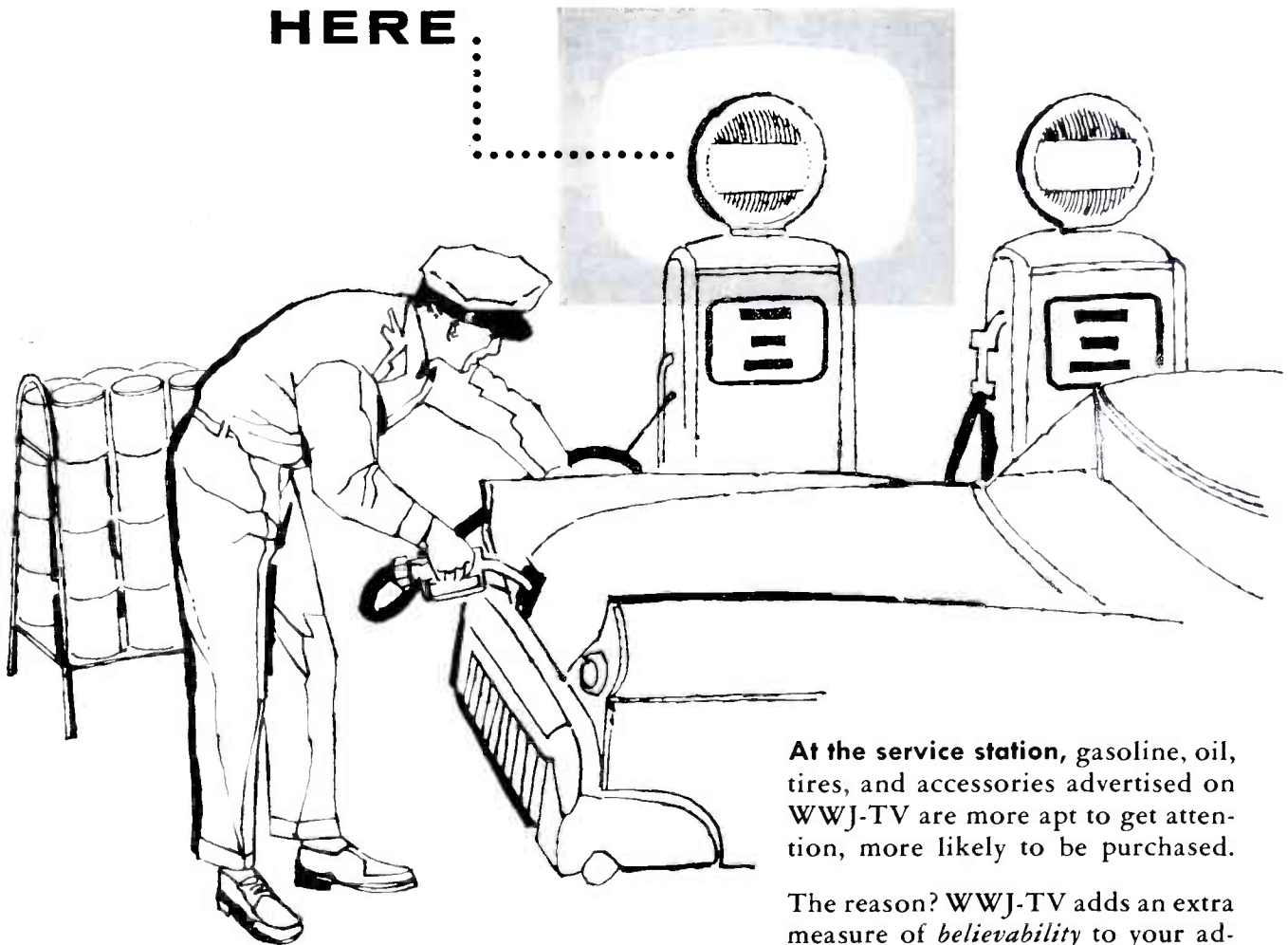
c. Other houses, specializing in stop motion, puppetry, etc., as required.

3. Announce this "invitation-to-bid" list to all

To page 37

BELIEVABILITY

PAYS
OFF
HERE.



At the service station, gasoline, oil, tires, and accessories advertised on WWJ-TV are more apt to get attention, more likely to be purchased.

The reason? WWJ-TV adds an extra measure of *believability* to your advertising. People in southeastern Michigan have faith in WWJ-TV, recognize its leadership, appreciate its high standards.

Give your spring campaigns this big advantage. Buy WWJ-TV, Detroit's Believability Station.



ASSOCIATE AM-FM STATION WWJ

First in Michigan • Owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

**BUYING
DETROIT AND
SOUTHEAST
MICHIGAN?**

NOW! 
WXYZ-TV

**YOUR BEST BUY
IN MICHIGAN
IS NOW A BETTER
BUY THAN EVER!**

NEW

TOWER!

tallest TV tower in south-east Michigan

NEW

POWER!

blanketing an even larger area with a powerful signal

NEW

AUDIENCE!

wxyz-tv adds new viewers running into the hundreds of thousands

NEW

COVERAGE!

wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! **now WXYZ-TV serves more people, better!**



BROADCAST HOUSE - 10 Mile and North-western, 14 miles northwest of central Detroit

**WXYZ-TV
CHANNEL
DETROIT ABC 7**

Represented Nationally by BLAIR-TV

HUNTINGTON From page 23

Akron Beacon Journal learned that there is a big, measurable difference between "total daily newspaper audience" and the audience of an advertiser in that newspaper. However, twenty years later, the 1958 newspaper booklet says "of these 86% of *Akron Beacon Journal* housewives who read the local daily newspaper, *each and every one* had the opportunity to *see each and every ad in the newspaper!*" The italics are theirs. I'd shift them to the word "opportunity." Just as the women had the opportunity to read, so too they had the opportunity to be run over by a newspaper truck. Opportunity is not nearly as important as its execution.

If you go back, you'll find (as the newspapers found) that instead of the average advertiser reaching all the newspaper readers, as they now would have you infer, 37% of the rated ads reached only 1% of the newspaper readers, 77% reached 10% or less. We learned that *page* readership ran from 100% on page one (which carried no advertising) to 2% on page 42 (all advertising).

Opportunity vs. actual exposure

In other words, the Advertising Research Foundation of the Association of National Advertisers and the American Association of Advertising Agencies, in co-operation with the newspaper bureau, reported in October 1939 that the July 27th, 1939 issue of *The Akron Beacon Journal* proved that there is a great difference between the *opportunity* for exposure and *actual* exposure. And with the average home today spending over 5 hours a day watching TV, I wonder what today's score would be for the 37% of the ads whose pre-TV rating was only 1%.

Remember that the newspapers' facts were based on interviews with people who said they read the paper, which means that non-readers weren't even interviewed.

No matter how loud the music or how dramatic their TV-like commercial, they cannot drown out the loss of over 143 million lines of newspaper advertising last year. Research is needed to help advertisers, but this latest technique should prove once more that big numbers that *don't* make sense *won't* make cents. END

WILSON From page 25

tionalist, has something to say, and can without constant repetition.

Our second choice would be pretty girls, preferably with a proper escort. There are some things you can't fight, and glamour gals continue to make good copy and are ideal picture subjects. We have also found that a distinct asset for any visiting celebrity can be an interesting, well-trained pet.

Advice to the visiting celebrity

Our ten points of advice to the visiting artist which agency, advertiser and stations might use as a guide would read as follows:

1. Above all—be pleasant.
2. Dress well and be well-groomed.
3. Have something to say but don't be the broken record type.
4. Be on time for all appointments, and don't complicate the schedule with personal commitments, if you can avoid them.
5. Study the schedule carefully and be prepared to be on the go from 16 to 18 hours. (This will work if the schedule provides ample time for all appointments and includes time for a quick nap.)
6. If you have a distinctive costume or props, plan to bring them along.
7. Provide as much detailed advance information as possible that will help in arranging interviews with food, sports, outdoor, travel and other specialized editors and feature writers for magazine supplements.

8. Give some advance thought to what you'll say in interviews and review this with the station representatives who have arranged your visit. This will enable them to set the direction and tone of the interviews, especially for TV and radio.

9. Cooperate with local representatives of your sponsor or sponsors, within reason. Let the publicity department guide you in this.

10. Advise the publicity department in advance of plans for arrival hotel accommodations (if you arrange for them) and departure. Also advise and give pertinent background information on other people in your party.

If there is still any doubt of the value of the star visit, we invite you to come up and see us sometime. We'd like to show you our clippings. END

Another thriller-diller from WJRT—

“How’s this for undercover work, Chief?”



“You’re getting warm, Ponsonby. But next time try WJRT. It’s the efficient way to blanket Flint, Lansing, Saginaw and Bay City.”

Hottest thing in mid-Michigan TV: WJRT, the single-station way to reach the nearly half-million TV households in mid-Michigan. And surely the most efficient way—for WJRT covers all four mid-Michigan metropolitan areas—Flint, Lansing, Saginaw and Bay City—with a

grade “A” or better signal. No further need to look in from the outside. WJRT gives you penetration from within. If you want to tell your story in Flint, Lansing, Saginaw and Bay City, WJRT is the way to cover all four with a single-station buy. Come on in; the selling’s fine.

WJRT
CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

February '59 Arbitron*

Network A 32.8

Network B 23.3

Network C 13.6

WNEW-TV 13.5

Independent D 8.9

Independent E 7.3

Independent F 5.9

Again, as in every monthly report since the inception of Arbitron, WNEW-TV is rated

**NEW YORK'S LEADING
INDEPENDENT
TELEVISION STATION**

* Average Quarter-Hour Shares, Sign-On To Sign Off, Entire Week, For Those Hours Each Station Broadcasts

WNEW-TV



**METROPOLITAN
BROADCASTING
CORPORATION**

ne total families in the area for a prolonged period and that most absolute measurement of success, cases shipped to dealers, does not show a significant rise, couldn't it be the intensity of the influence on the consumer that is to blame?

At the risk of wading into a pool that is beyond my depth—it seems to me that some advertisers, like tyro sales managers, want sales calls at the expense of actual sales. Twelve calls, no sales, can never be as good record as three calls, one sale, unless you believe that the implanted brand image will Lazarus-like arise months later to force the sale.

Letter to concentrate?

More limited horizons might bring more success. For instance, wouldn't the third-ranking brand of mayonnaise in Indianapolis (9.2% of the market) be well advised to zero in on about 10% of the total mayonnaise market, concentrate on selling it, rather than spreading itself thin over the total market?

Wouldn't that nationally-advised margarine that shows up in 3th place in a February, 1959 RAB survey be smarter to talk repeatedly to the same 5% of the margarine users rather than to one-fourth of the United States? Seems to me that it would better their 1% brand share if they could convince even a tiny percentage!

That's what programs can do—talk repeatedly to the same people. And "repeatedly" doesn't mean each week in my dictionary. It should mean with high-velocity products like the above several times in one day, or better still, several times in the course of an hour. No one knows how people remember and forget but they do know how quickly people forget—40% forget in 20 minutes, over half in an hour.

Putting aside the other benefits of exclusive program sponsorship for some advertisers, a program's ability to repeat and repeat on the same body of identifiable prospects is becoming more important each year.

With thousands of advertising impressions vying for the prospects' attention daily, the one-sponsor program offers to the advertisers who can use them properly a paradox—increased sales through decreased circulation. END

concerned, with the related fact that one new supplier is to be added to the list every six months—and one dropped!

a. The keenness of competition then is based on agency policy, not job-to-job whims.

b. The agency producer's time is conserved—and his viewpoint made more objective—by required semi-annual review of all current and prospective suppliers.

4. Three bids are required on every job. There may be rare exceptions, as when a continued relationship is essential to the best interests of the account.—But this must be done only with the full understanding and approval of the client.

a. Specifications submitted for bids should be in writing with spaces for the supplier to insert his quotes and conditions of bid. These identical forms with the three competitive bids become a part of agency record and prevent the "rigging" of specifications designed to get false bids.

b. The "invitation-to-bid" list has previously established that each of the producers is competent. Hence all bids are valid and the low bid gets the contract. No bid should ever be solicited, then rejected "for other reasons," when it is low. Watch this!

A semi-annual review

5. Review semi-annually the records of placement of work by the agency. This is a job for someone over and above the man responsible for letting the contracts. Perhaps it is done outside the TV department.

a. Review overall patterns in placement of work.

b. Review specification-bid forms on individual jobs. If an agency date-received stamp is used, especially note if the low bid invariably is the last received (this is the old trick of collusion).

c. Review the continuing pattern of the "invitation-to-bid" list.

Summed up, this successful plan is advantageous to agency, client and production house. It removes temptation. It forces periodic review of the fast-changing business, yet on a less time-consuming basis. It keeps producers on their toes, yet guarantees them a square deal for value received. It gives the agency a business-like policy. And it gives the advertiser his money's worth. END



My Mommy Listens to KFVB

More mommies, more daddies, more everybodies listen to KFVB around the clock in Los Angeles.

Hooper rates KFVB a fat first with a 32.4% share ... more audience than all four networks combined! Pulse confirms KFVB's leadership... proving that KFVB leads the second station in the market by 33%, the third station by 42%.


Buy KFVB... first in Los Angeles. It's the thing to do!




6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

Stations on the move...
in markets on the move!

KOTV TULSA 

The *first* station in *every* rating report for the last 10 years—in the *rich* half of Oklahoma.⁽¹⁾

KGUL - TV HOUSTON 

The station (now second) with the *new look* in dynamic Houston—forecasted as the *6th largest* U.S. city by 1960.⁽²⁾

WANE - TV FORT WAYNE 

Now the *first* station in Indiana's *second* market—in retail, food and drug sales plus buying income.⁽³⁾

WISH - TV INDIANAPOLIS 

The *first* station in Indiana's *first* market (and 14th TV market) in *every* rating report for the last 4 years.⁽⁴⁾

(1) ARB, Nielsen, Federal Reserve. (2) Nielsen Area Nov.-Dec. '58. (3) ARB Nov. '58. (4) ARB, Nielsen.

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

County-by-county coverage . . . Market data correlated to television areas . . . Advertiser investments in network and spot TV.

TELEVISION MAGAZINE

DATA BOOK 1959

Including both spot and network activity, gross television time charges totaled over one billion dollars in 1958.

Spot expenditures, reported by TvB-Rorabaugh, rose to \$511,704,000 during the year—an increase of 11% from 1957. In addition, each individual quarter was increasingly higher than the comparative quarter of the previous year.

The largest increases in spot activity took place in the daytime (which accounted for almost 36% of the money spent on spot) and in announcements and participations (which added to almost 73% of the year's expenditures) rather than ID's and programs.

Procter & Gamble Co. again was the year's leading spot advertiser with a total of \$33,833,100 (an increase of over 30%). Six other companies remained on the list of top ten spot advertisers, although there was a reshuffle in rank. The three new companies added to the list this year were Adell Chemical Co. (which almost tripled its spot expenditure from the preceding year), American Home Products Corp. and Warner-Lambert Pharm. Co.

Food and Groceries again ranked above all other product groups classified, with a total expenditure of \$135,662,000. Next were Cosmetics and Toiletries, and Drug Products.

The section on spot expenditures (page 89) lists all TV activity by national or regional advertisers who used announcements and participations, ID's or

GROSS NETWORK TIMES SALES

1958	\$566,590,401
1957	516,201,566
1956	488,167,634
1955	406,899,059
1954	320,154,274
1953	227,585,656
1952	180,794,780

Source: Publishers Information Bureau

programs on a market-by-market basis. These figures, supplied by TvB-Rorabaugh, are broken down by product classification and the top 100 advertisers.

Gross network time expenditures, reported by LNA-BAR Network TV Service, rose to \$566,590,401—an increase of 9% from 1957.

Procter & Gamble Co. maintained the lead in network advertising as well as spot activity. Their gross network time billings amounted to \$50,638,647.

TELEVISION MAGAZINE's estimates of gross time and talent costs are listed separately for all companies, their products and programs in the Network Expenditure section. Product listings were supplied by the networks. The companies that spent the most money on time and talent for network TV programs during the year are listed below. Nine out of ten of these advertisers are the same as the preceding year, although there have been changes in rank. The new addition to the list is Bristol-Myers

To next page

Co., with Ford Motor Co. dropping to 11th position. It is interesting to note that the top ten for time and talent combined are the same top ten advertisers for time alone. However, the addition of production costs has caused a difference in ranking order due to variance in cost of individual programs.

Exclusive production estimates

Production expenditures that have been included in these figures are also listed separately for each individual program on a per-telecast basis (page 44). These are exclusive estimates of TELEVISION MAGAZINE and include agency commissions but not commercial production costs. In general, regularly sponsored network programs showed little or no change in production costs from the preceding year. However, there were more numerous costly one-time-only programs, headed by *Wonderful Town*, which involved \$588,000 in production costs.

A listing of six rating services that measure performance of TV programs can be found on page 93,

TOP TEN SPOT ADVERTISERS		
Estimated gross time expenditures in 1958		
Rank	Company	Expenditures
1.	Procter & Gamble Co.	\$33,833,100
2.	Lever Brothers Co.	16,578,900
3.	Adell Chemical Co.	12,324,900
4.	General Foods Corp.	11,008,000
5.	Colgate-Palmolive Co.	10,998,500
6.	Brown & Williamson Tob. Co.	9,413,500
7.	Continental Baking Co.	9,223,900
8.	Warner-Lambert Pharm. Co.	8,833,100
9.	Miles Laboratories	7,895,900
10.	American Home Products Corp.	7,275,600

SPOT TV EXPENDITURES BY TIME OF DAY (1958)		
Day	\$182,712,000	(35.7%)
Night	273,111,000	(53.4%)
Late Night	55,881,000	(10.9%)

SPOT TV EXPENDITURES BY QUARTERS (1958)	
First quarter	\$119,062,000
Second quarter	130,353,000
Third quarter	113,184,000
Fourth quarter	149,105,000
Four-quarter total	\$511,704,000

SPOT EXPENDITURES BY TYPE OF SPOT (1958)	
Announcements & Participations	\$371,934,000 (72.7%)
ID's	56,804,000 (11.1%)
Programs	82,966,000 (16.2%)

Source: TVB-Rorabaugh

along with a description of each separate report, frequency, method and sample size, survey period, delivery date, and data supplied. In addition, there is a market-by-market calendar of local TV rating reports listing all areas and frequencies of surveys to be made by American Research Bureau, Inc., A. C. Nielsen

Co., Pulse, Inc., and Videodex, Inc. during 1959.

Changes in TV penetration throughout the last four years can be noted in data supplied by A. C. Nielsen Co. Percentages are given for total U.S. and broken down by market sections (territories and county size) and household characteristics

TRANSCONTINENT

Servicing and Selling the Markets of America

SYMBOL OF SERVICE
T
T
C

TRANSCONTINENT TELEVISION CORPORATION

Offices: 70 Niagara Street, Buffalo, MOhawk 2600 • 15 East 47th Street, New York City, PLaza 1-3030

age of housewife and by family
7)

Market-by-market set count

TELEVISION MAGAZINE's exclusive market-by-market set count estimates of March, 1959 reflect the most current shifts in the ever-changing coverage picture. Facility and affiliation changes and addition or deletion of stations have all been considered. The number of TV homes and the penetration figure for each market are based on the station with the

maximum amount of coverage in that market. However, a complete list of all TV stations and their network affiliations for each market are given.

In addition to TV homes, their location by counties for each market may be found beginning on page 103. Total households, population and retail sales are listed for further comparative purposes.

TV Markets vs. Standard Metropolitan Markets dynamically points up the extensive coverage of tele-

vision markets and the overlap into various trading areas.

Comparative information, such as population, households and retail sales, included in TV market sections was supplied by *Sales Management's* 1958 "Survey of Buying Power."

The directory section

The directories (beginning on page 197) include stations, station representatives, group-owned stations, networks, and syndicated and feature film distributors.

THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and production expenditures

Company	1958		1957		1956		1955		1954		1953		1952	
	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)
Pfizer & Gamble	1	\$68,948	1	\$66,325	1	\$62,045	1	\$46,949	1	\$31,025	1	\$21,300	1	\$20,574
General Motors	2	40,206	7	23,776	2	36,221	3	26,340	3	18,480	4	12,880	7	9,044
Coca-Cola-Palmolive	3	31,022	4	25,278	5	26,224	4	25,559	2	19,485	2	16,260	2	12,464
Warner Brothers	4	28,973	6	24,160	10	16,512					9	10,763	5	11,131
General Foods	5	28,802	3	25,576	3	29,126	6	21,651	6	16,450	6	11,432	3	11,871
Paul-Myers	6	26,504												
American Home Prod.	7	26,026	8	23,094	8	19,793								
Quaker	8	25,235	5	24,709	6	23,210	5	22,684	5	17,190	7	11,000	9	7,286
R.J. Reynolds	9	24,692	10	21,037	9	17,769	8	17,615	4	17,810	3	13,276	4	11,131
Casler	10	20,784	2	28,458	4	27,609	2	27,615	9	12,730				
Ford Motors			9	22,081	7	20,228	9	16,389					10	7,091
American Tobacco							7	17,786	7	15,700	5	12,247	6	10,693
General Mills							10	15,030	10	12,545				
General Electric									8	13,800	10	8,958		
Walt & Myers											8	10,777	8	7,403

SERVICING AND SELLING are two key words that dominate the objectives of **Transcontinent** stations. Whether it's...

- **WGR-TV and WGR Radio, Buffalo**, blanketing the mighty and prosperous market of Western New York known as the Niagara Frontier, or... **WROC-TV, Rochester**, with its 26.5% coverage advantage in the thriving 13-county industrial and agricultural area in up-state New York, or... **WNEP-TV, Scranton-Wilkes-Barre**, with the most powerful transmitter serving Northeastern Pennsylvania, the state's third largest market, or... **WSVA-TV and WSVA Radio, Harrisonburg**, covering the rich and diversified Shenandoah Valley area in Virginia...

...you'll find the **Transcontinent** station is well-known as a symbol of service to audiences and a symbol of sales to advertisers. Experienced management, intelligent program balance, strong merchandising and promotion plans, and a genuine feeling of community responsibility are basic characteristics that advertisers profit by when they select...

A TRANSCONTINENT STATION



WGR-TV, WGR, Buffalo, N.Y. • **WROC-TV, Rochester, N.Y.** • **WSVA-TV, WSVA, Harrisonburg, Va.** • represented by **Peters, Griffin, Woodward**
WNEP-TV, Scranton-Wilkes-Barre, Pa., represented by **Avery-Knodel**

Nice Fresh



PEOPLE

for Sale CHEAP!



We offer you a wide assortment. Eager young consumers or, if you prefer, the rich, mature-type chockful of deep down purchasing power. And all at BARGAIN PRICES!

We offer, too, something less obvious, but equally important — unless, of course, you LIKE to buy audience like potatoes or yard goods.

Along with rating points, we offer you the believability, the action-getting *quality* of WEWS. The station where a 15-minute women's program was sold out so constantly it had to be extended to 90 minutes. Where two other performers brought in \$229,000 in three weeks when they plugged vacation tours to Europe.



Where, in short, the most popular personalities in town make sure you buy not just "time" but attention, respect, and action. :: Bear it in mind, please, when you order your next supply of people in Northern Ohio.

WEWS

Channel 5
FIRST IN
CLEVELAND

SCRIPPS-HOWARD RADIO, Inc., Prop.

Represented by Blair-TV

An ABC-TV Affiliate

NETWORK TV EXPENDITURES

Estimates for 238 Network TV Advertisers Who Spent \$25,000 or More During 1958

6. A. S. R. Products Corp.	\$ 136,301	191. General Time Corp.	\$122,935	216. Philadelphia & Reading Corp.	\$48,297
7. Acad. of Mot. Pict. A & S	212,616	66. Gerber Products Co.	1,713,996	178. Philco Corp.	162,626
0. Alberta Culver Co.	1,434,882	232. Gilbert, A. C., Co.	29,730	28. Phiip Morris, Inc.	4,967,012
0. Aldan Rug Mills, Inc.	31,590	7. Gillette Co.	16,132,360	122. Phillips Van Heusen Corp.	699,234
7. Aluminium, Ltd.	478,638	231. Gaebel Brewing Co.	31,585	27. Pillsbury Mills, Inc.	5,205,578
7. Aluminium Co. of Amer.	1,531,362	89. Gold Seal Co.	1,195,315	111. Pittsburgh Plate Glass Co.	811,189
7. Amana Refrigeration, Inc.	249,264	162. Goadrich, B. F., Co.	228,860	94. Palaraid Corp.	1,031,872
9. Am. Broadcasting, Param. Thea.	237,387	64. Goodyear Tire & Rubber Co.	1,779,195	164. Polk Miller Products Corp.	217,864
8. Amer. Can Co.	1,253,570	195. Gassard, H. W., Co.	96,190	1. Procter & Gamble Co.	50,638,647
3. Amer. Character Doll Co.	59,164	115. Graham, Billy, Evang. Assn.	778,011	34. Prudential Ins. Co. of Amer.	3,826,756
3. Amer. Chicle Co.	2,969,625	72. Greyhound Corp.	1,633,818	126. Purex Corp. Ltd.	599,590
7. Amer. Dairy Assn.	996,376	131. Gulf Oil Corp.	549,012	31. Quaker Oats Co.	4,693,728
7. Amer. Express Co.	67,940	104. Hallmark Cards, Inc.	920,650	21. Radio Corp. of America	6,458,126
6. Amer. Gas Assn.	1,549,530	145. Hamm, Theodore Brew. Co.	366,480	40. Ralston Purina Co.	3,376,044
6. Amer. Home Prod. Corp.	20,507,683	187. Hanes, P. H. Knitting Co.	134,494	139. Renault, Inc.	420,028
1. Amer. Machine & Foundry Co.	720,590	147. Hartz Mountain Prods.	311,101	194. Republican Nat'l. Comm.	102,048
7. Amer. Petrofina, Inc.	26,156	114. Heinz H. J. Co.	795,518	22. Revlon, Inc.	6,309,037
0. Amer. Tel. & Tel. Co.	1,190,176	46. Helene Curtis, Ind. Inc.	2,938,475	161. Rexoll Drug Co.	234,455
2. Amer. Tobacco Co.	11,252,180	130. Hill's Brothers Coffee, Inc.	558,338	57. Reynolds Metals Co.	2,358,852
3. Amity Leather Products Co.	141,026	141. Hoover Co.	404,470	9. Reynolds, R. J. Tob. Co.	16,022,213
7. Armour & Co.	3,532,737	217. Hygrade Food Prod. Corp.	48,224	148. Ritchie, Horold F., Inc.	303,350
9. Armstrong Cork Co.	2,764,452	220. Ideal Toy Corp.	46,325	205. Rock of Ages Corp.	69,397
1. Arnald Schwinn & Co.	150,490	173. Insurance Co. of North Amer.	184,117	152. Ronson Corp.	279,595
2. Associated Products, Inc.	1,377,336	176. International Shoe Co.	175,858	99. Royal McBee Corp.	965,724
6. Atlantis Sales Corp.	1,322,987	165. Jackson Brewing Co.	216,155	109. Rubinstein, Helena, Inc.	822,346
8. Ballantine P. & Sons	130,931	229. Jackson & Perkins Co.	31,711	123. Bandura Co., Inc.	684,315
8. Bayuk Cigars, Inc.	743,001	135. Jerclaydon, Inc.	495,102	197. Savings & Loan Found., Inc.	84,387
4. Beech Nut Life Savers, Inc.	2,476,177	215. Johnson, Howard, D. Co.	53,064	184. Schering Corp.	140,675
0. Bell & Howell Co.	730,733	55. Johnson & Johnson	2,461,026	65. Schick, Inc.	1,737,741
5. Beltone Hearing Aid Co.	36,891	26. Johnson, S. C., & Son, Inc.	5,242,277	50. Schlitz, Joseph Brew. Co.	2,724,378
5. Bird & Son, Inc.	139,822	39. Kaiser Industries Corp.	3,387,268	38. Scott Poper Co.	3,418,096
1. Bishop, Hazel, Inc.	2,112,594	15. Kellag Co.	10,290,885	75. Sears Roebuck & Co.	1,552,128
5. Black Drug Co., Inc.	1,357,243	134. Kemper Insurance	503,057	84. Seven Up Co.	1,368,282
2. Borden Co., The	1,860,634	203. Kendall Co.	73,297	160. Sheaffer, W. A. Pen Co.	236,340
5. Breck, Jahn, H., Inc.	1,025,460	189. Keystone Camera Co., Inc.	129,893	110. Shulton, Inc.	812,095
3. Brillo Mfg. Co.	925,190	44. Kimberly Clark Corp.	2,966,771	59. Singer Manufacturing Co.	2,225,091
8. Bristol-Myers Co.	16,072,802	233. Knapp Monarch Co.	27,180	219. Smith Brothers, Inc.	46,877
9. Brown Shoe Co., Inc.	65,397	156. Lehn & Fink Products Corp.	251,833	192. Smith, Kline & French Labs.	112,990
9. Brawn & Williamson Tob. Co.	8,250,471	3. Lever Brothers Co.	21,958,373	67. Socony Mobil Oil Co., Inc.	1,709,593
0. Bulova Watch Co.	1,667,057	129. Lewis Hawe Co.	562,503	227. Speedway Petroleum Corp.	34,711
1. Bymart Tintair, Inc.	59,901	73. Libbey Owens Ford Glass Co.	1,623,869	91. Speidel Co.	1,133,904
0. California Prune Advs. Bd.	129,816	81. Libby, McNeill & Libby	1,427,411	48. Sperry Rand Corp.	2,802,210
3. Campbell Soup Co.	4,233,743	13. Liggett & Myers Tobacco Co.	10,849,983	132. Staley, A. E. Mfg. Co.	513,850
6. Canada Dry Corp.	68,562	18. Lorillard, P., Co.	9,791,226	23. Standard Brands, Inc.	6,144,983
1. Canadian Breweries, Ltd.	268,749	200. Lowe, Joe, Corp.	76,505	128. Standard Oil Co. of Ind.	585,326
2. Carnation Co.	2,661,252	125. Ludens, Inc.	600,325	224. Standard Oil Co. of Ohio	38,072
8. Carter Products, Inc.	2,340,095	124. Manhattan Shirt Co.	639,070	172. Star Kist Foods, Inc.	184,596
9. Chemstrand Corp.	1,506,984	71. Mars, Inc.	1,666,141	142. State Farm Mutual Auto Ins.	399,325
1. Chesebrough Ponds, Inc.	3,098,078	226. Marx, Louis, & Co.	36,048	17. Sterling Drug, Inc.	9,919,859
0. Chrysler Corp.	14,341,471	136. Mattel, Inc.	492,945	182. Sterns Nurseries, Inc.	143,546
3. Church & Dwight Co., Inc.	266,575	56. Mennen Co.	2,380,733	199. Stroh Brewery Co.	77,481
19. Clairal, Inc.	294,795	101. Mentholatum Co.	957,654	204. Studebaker Packard Corp.	71,380
3. Clinton Engines Corp.	105,847	30. Miles Laboratories, Inc.	4,785,393	93. Sunbeam Corp.	1,125,580
2. Colgate Palmolive Co.	22,857,497	113. Miller Brewing Co.	805,288	92. Sunshine Biscuits, Inc.	1,130,508
98. Consolidated Cigar Corp.	80,151	117. Minnesota Mining & Mfg. Co.	756,064	63. Sweets Co. of Amer. Inc.	1,838,374
46. Consolidated Electron Ind. Cr.	94,623	214. Minute Maid Corp.	57,778	45. Swift & Co.	2,953,650
01. Consolidated Foods Corp.	74,500	140. Mogen David Wine Corp.	415,331	53. Sylvania Elec. Prods. Inc.	2,597,008
19. Continental Baking Co.	740,261	146. Monsanto Chemical Co.	316,256	180. Technical Tape Corp.	150,634
02. Coopers, Inc.	74,161	177. Murray Corp. of America	167,318	221. Teleweather, Inc.	42,756
9. Corn Products Co.	4,927,204	163. Mutual Benefit Hlth. & Acc. As.	220,526	171. Texas Co., The	200,621
59. Cracker Jack Co., The	207,372	154. Nat'l. Assn. of Insur. Agnts.	258,787	116. Time, Inc.	774,563
06. Distillers' Corp., Seagram's Ld.	876,022	35. National Biscuit Co.	3,596,818	83. U. S. Rubber Co.	1,372,000
22. Dormeyer Corp.	40,831	158. National Brewing Co.	240,980	42. U. S. Steel Corp.	3,086,950
27. Dow Chemical Co.	598,592	223. Nat'l. Citizens, Eisenhower/Nix.	39,618	100. U. S. Time Corp, The	963,377
58. Drackett Co.	1,699,539	20. Nat'l. Dairy Prods. Corp.	6,709,514	87. Union Carbide Corp.	1,305,373
28. Drexel Furniture Co.	34,706	238. Nat'l. Federation of Post Off.	25,788	208. United Republican Dinners	66,174
51. DuPont, DeNemours, E. I. Co.	2,671,026	144. Nat. Grape Co., of Assn. Inc.	385,735	105. Van Camp Sea Food, Co., Inc.	920,195
55. Eastco, Inc.	257,996	166. National Presto Industries	212,999	212. Van Raalte Co., Inc.	59,499
24. Eastman Kodak Co.	5,937,361	36. Nestle Co., Inc., The	3,537,424	133. Vick Chemical Co.	510,621
50. Elgin National Watch Co.	288,857	218. N. Y. State Republican Comm.	47,845	179. Wander Co.	154,080
59. Factor, Max & Co.	1,695,612	175. Niagara Therapy Mfg. Corp.	179,689	47. Warner Lambert Pharma. Co.	2,892,606
98. Falstaff Brewing Corp.	969,879	108. North Amer. Philips Co., Inc.	840,729	235. Washington, State of	26,910
74. Firestone Tire & Rubber Co.	1,597,171	107. Naxzema Chemical Co.	856,729	32. Westinghouse Elec. Corp.	4,639,231
02. Florida Citrus Commission	944,625	143. Olin Mathiesan Chem. Corp.	392,868	236. White Motor Co., The	26,182
12. Florists' Telegraph Del. A.	807,468	234. Osrow Products, Co., Inc.	27,126	78. Wildroot Co., Inc.	1,509,171
11. Ford Motor Co.	12,561,121	138. Outboard Marine Corp.	470,241	170. Williamson Dickie Mfg. Co.	202,650
25. General Electric Co.	5,295,996	96. Pan Amer. World Airways	1,002,600	210. Young, W. F., Inc.	62,691
4. General Foods Corp.	20,733,118	60. Pet Milk Co.	2,211,093	168. Zenith Radio Corp.	211,275
14. General Mills, Inc.	10,790,118	174. Peter Paul, Inc.	179,770		
5. General Motors Corp.	20,593,366	16. Pharmaceuticals, Inc.	10,173,557		

Source: LNA-BAR—As released by TVB

Per-telecast estimates for network television programs broadcast during 1958. Agency commissions are included.

PRODUCTION ESTIMATES

TELEVISION MAGAZINE's exclusive estimates of production costs for 1958 network TV programs indicate a leveling off in prices of regularly sponsored shows with the average program showing little or no increase over the preceding year. On the other hand, the number of individual programs costing \$200,000 or more increased over the previous year. However, no program matched the high point of last season which was General Motors' *Fiftieth Anniversary Show* (\$705,800).

This season's highest cost was for *Wonderful Town*, with a production expenditure of \$588,000 (shared by Canadian Breweries, Ltd., General Time Corp., and Procter & Gamble Co.). This was followed by the *Rose Bowl Football Game* (Gillette Co.) which cost \$500,000, and the *Lucille Ball/Desi*

Arnaz Show (Ford Motor Co.) with \$350,000 in production expenses for each of its three telecasts. *Triple Crown Races* (Gillette Co.) at \$303,000; and the *Bing Crosby Show* (General Motors Corp.), *Gateways to the Mind* (American Tel. & Tel. Co.), and the *Miss America Pageant* (Philco Corp.) with an estimated cost of \$300,000 each, incurred the next highest production expenditures.

Per-telecast production costs, which include agency commissions but not commercial production expenses, are listed below by program, network and advertiser. Where more than one advertiser is listed per program, the expenditure is on an alternate or shared basis. The expenditure listed is the *total* production cost per telecast, unless otherwise noted under the program title.

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Adorn Playhouse (R)	CBS	Gillette Co.	\$15,000
Adventure At Scott Island (F)	ABC	Reynolds, R.J. Tobacco Co.	37,000
Adventures of Jim Bowie (F)	ABC	American Chicle Co.	33,500
Adventures of McGraw (F)	NBC	Procter & Gamble Co.	37,500
Adventures of Ozzie & Harriet (F)	ABC	Eastman Kodak Co. Quaker Oats Co.	45,000
Amahl and the Night Visitors (L)	NBC	General Motors Corp.	75,000
Adventures of Rin Tin Tin (F)	ABC	National Biscuit Co.	30,000
Adventures of Robin Hood (F)	CBS	Johnson & Johnson Wildroot Co.	35,000
Air Power (R)	CBS	Prudential Insurance Co. of America	19,000
Alcoa Theatre	NBC	Aluminum Co. of America	40,000
Alfred Hitchcock Presents (F)	CBS	Bristol-Myers Co.	42,500
All Star Baseball Game (L)	NBC	Gillette Co.	230,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
All Star Football Game (L)	ABC	Canadian Breweries, Ltd. Liggett & Myers Tobacco Co. Mennen Co. Standard Oil Co.	\$200,000
All-Star Golf (F)	ABC	Miller Brewing Co. Reynolds Metals Co. Wildroot Co., Inc.	20,500
American Bandstand			
(1/4 hour segments)	ABC	Multi-sponsored	1,700
(1 minute participations)	ABC	Participating	700
Andy's Gang (F)	NBC	Minnesota Mining & Mfg. Co.	7,000
Ann Sothern Show (F)	CBS	General Foods Corp.	45,000
Anybody Can Play (L)	ABC	Reynolds, R. J., Tobacco Co.	21,000
Arlene Francis Show			
(1/4 hour segments)	NBC	Sterling Drug Inc.	2,300
Armstrong Circle Theatre	CBS	Armstrong Cork Co.	51,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Linkletter's House Party (1/4 hour segments)	CBS	Multi-sponsored	\$3,400
Major Godfrey Show (L)	CBS	Gillette Co. Pharmaceuticals, Inc.	35,000
Major Godfrey Time (1/4 hour segments)	CBS	Multi-sponsored	14,600
Major Godfrey's Talent Scouts	CBS	Gillette Co. Lever Bros. Co.	30,000
Major Murray Show (L)	NBC	P. Lorillard Co.	30,000
The World Turns (1/4 hour segments)	CBS	Multi-sponsored	2,900
Wheel of Fortune (F)	CBS	American Tobacco Co.	39,500
Wheel of Fortune (F)	ABC	General Mills, Inc.	3,000
Wheel of Fortune (F)	CBS	Co-sponsorship	††1,888,000
Wheel of Fortune (F)	CBS	Co-sponsorship	††950,000
Wheel of Fortune (F)	CBS	American Home Products Corp. Carter Products, Inc. General Mills, Inc.	†††13,500
Wheel of Fortune (F)	NBC	National Dairy Prod. Corp.	38,000
Wheel of Fortune (F)	CBS	Multi-sponsored	3,000
Wheel of Fortune (F)	NBC	Chrysler Corp. Gillette Co. Lever Bros. Co.	29,500
Wheel of Fortune (F)	ABC	Chrysler Corp.	34,000
Wheel of Fortune (F)	CBS	Revlon, Inc.	30,000
Wheel of Fortune (F)	CBS	Colgate Palmolive Co.	5,000
Wheel of Fortune (F)	CBS	Colgate Palmolive Co.	4,000
Wheel of Fortune (F)	CBS	Armour & Co. General Motors Corp. Kellogg Co. Pillsbury Mills, Inc.	50,000
Wheel of Fortune (F)	CBS	Murray Corp. of America	125,000
Wheel of Fortune (F)	ABC	General Motors Corp.	300,000
Wheel of Fortune (F)	NBC	Gillette Co.	50,000
Wheel of Fortune (F)	NBC	Participating	75,000
Wheel of Fortune (F)	NBC	Chesebrough-Pond's, Inc. General Foods Corp. R. J. Reynolds Tobacco Co.	37,500
Wheel of Fortune (F)	NBC	Chrysler Corp. Consolidated Cigar Corp. General Motors Corp. Outboard Marine Corp.	270,000
Wheel of Fortune (F)	NBC	General Motors Corp.	250,000
Wheel of Fortune (F)	ABC	Ralston Purina Company	10,000
Wheel of Fortune (F)	ABC	American Machine & Foundry Co.	11,750
Wheel of Fortune (F)	NBC	Liggett & Myers Tobacco Co.	27,500
Wheel of Fortune (F)	CBS	Procter & Gamble Co.	2,500
Wheel of Fortune (F)	ABC	Miles Labs., Inc. Ralston Purina Co.	36,000
Wheel of Fortune (F)	CBS	American Tobacco Co.	14,500
Wheel of Fortune (F)	ABC	Corn Products Refining Co. Kellogg Co. Sweets Co. of America	2,900
Wheel of Fortune (F)	NBC	Ford Motor Co. Pillsbury Mills, Inc.	35,000
Wheel of Fortune (F)	ABC	General Motors Corp.	10,500
Wheel of Fortune (F)	CBS	Carnation Co. General Mills, Inc.	40,000
Wheel of Fortune (F)	CBS	General Motors Corp. U.S. Steel Corp.	1,150
Wheel of Fortune (F)	NBC	Lever Bros. Co. Singer Mfg. Co.	38,500
Wheel of Fortune (F)	CBS	Multi-sponsored	1,350
Wheel of Fortune (F)	CBS	Multi-sponsored	2,500
Wheel of Fortune (F)	CBS	Participating	900
Wheel of Fortune (F)	NBC	Gillette Co.	33,000
Wheel of Fortune (F)	NBC	General Motors Corp.	140,000
Wheel of Fortune (F)	ABC	General Motors Corp.	11,000
Wheel of Fortune (F)	ABC	Multi-sponsored	70,000
Wheel of Fortune (F)	NBC	Pillsbury Co. Procter & Gamble Co. Radio Corp. of America	10,000
Wheel of Fortune (F)	ABC	Kellogg Co. Mars, Inc.	22,000
Wheel of Fortune (F)	NBC	Mars, Inc.	10,000
Wheel of Fortune (F)	CBS	Chrysler Corp.	75,000
Wheel of Fortune (F)	NBC	Liggett & Myers Tobacco Co.	58,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Colgate Theatre (R)	NBC	Colgate-Palmolive Co.	\$15,000
Colt .45 (F)	ABC	American Home Prods. Corp. Beech-Nut Life Savers, Inc. Campbell Soup Co. Mennen Co.	37,500
Comedy Time	NBC	Multi-sponsored	3,500
Concentration (L) (1/4 hour segments)	NBC	Multi-sponsored	2,900
Conquest (F)	CBS	Monsanto Chemical Co.	100,000
Cotton Bowl Game	CBS	Texas Co.	62,500
Country Music Jubilee	ABC	Participating	12,500
County Fair (L) (1/4 hour segments)	NBC	Multi-sponsored	3,200
The Court of Last Resort (F)	NBC	P. Lorillard Co.	35,000
Danny Thomas Show (F)	CBS	General Foods Corp.	40,000
Date with the Angels (F)	ABC	Chrysler Corp.	35,000
Dean Martin Show	NBC	Liggett & Myers Tobacco Co. U.S. Time Corp.	235,000
December Bride (F)	CBS	General Foods Corp.	40,000
Decision (R)	NBC	Procter & Gamble Co.	12,500
Desilu Playhouse (F)	CBS	Westinghouse Electric Corp.	125,000
Destiny (R)	CBS	Ford Motor Co. General Foods Corp.	12,500
Detective's Diary (F)	NBC	Sterling Drug, Inc.	8,000
Dick Clark Show	ABC	Beech-Nut Life Savers, Inc.	15,000
Dick & the Duchess (F)	CBS	Helene Curtis Industries, Inc. Mogen David Wine Corp.	33,500
Dick Powell's Zane Grey Theatre (F)	CBS	General Foods Corp. Johnson, S.C. & Son, Inc.	45,000
Disneyland (F) (1/2 hour segments)	ABC	General Foods Corp. General Mills, Inc. Reynolds Metals Co. Swift & Co.	48,000
Do You Trust Your Wife (1/4 hour segments)	ABC	General Foods Corp.	3,000
Donna Reed Show (F) (1/2 hour segments)	ABC	Campbell Soup Co. Shulton, Inc.	39,750
Dotto	CBS	Colgate Palmolive Co.	4,000
Dough Re Mi (1/4 hour segments)	NBC	Multi-sponsored	2,875
Douglas Edwards with the News	CBS	Multi-sponsored	5,050
Dragnet (F)	NBC	Multi-sponsored	40,000
DuPont Show of the Month	CBS	E. I. DuPont de Nemours & Co., Inc.	**250,000
East-West Football Game (L) (quarter-game)	NBC	American Home Products, Corp. R. J. Reynolds Tobacco Co.	67,400
(half-game)		Savings & Loan Foundation	134,800
Ed Sullivan Show	CBS	Eastman Kodak Co. Ford Motor Co.	79,500
Ed Wynn Show (F)	NBC	Bulova Watch Co. Liggett & Myers Tobacco Co.	46,000
Eddie Fisher Show	NBC	Liggett & Myers Tobacco Co.	115,000
Edge of Night (1/4 hour segments)	CBS	Multi-sponsored	2,900
Election Night (L)	ABC	Consolidated Foods Corp.	75,000
Election Night Coverage (L)	CBS	American Home Prod., Corp. P. Lorillard Co.	175,000
Election Returns (L)	NBC	A.S.R. Products Corp. Bayuk Cigars, Inc.	103,000
Emmy Awards	NBC	General Motors Corp. Procter & Gamble Co.	207,000
End of the Rainbow	NBC	Pharmaceuticals, Inc.	35,000
Eve Ardon Show (F)	CBS	Lever Bros. Co. Shulton, Inc.	36,500
Extra-Sensory Perception (L)	ABC	Chesebrough-Pond's, Inc.	30,000
Far East: A Clear Danger (L)	NBC	P. Lorillard Co.	12,500
Father Knows Best (F)	NBC	Lever Bros. Co. Scott Paper Co.	38,000
Father Knows Best (F)	CBS	Lever Bros. Co. Scott Paper Co.	38,000
Fight Beat	NBC	Bristol-Myers Co.	5,750
For Love or Money (L) (plus prizes)	CBS	Lever Bros.	2,500
The Ford Show	NBC	Ford Motor Co.	45,000
Frank Sinatra Show (L & F)	ABC	Bulova Watch Co. Liggett & Myers Tobacco Co.	75,000
Fred Astaire Show	NBC	Chrysler Corp.	250,000
Frigidaire Summer Theatre (F)	ABC	General Motors Corp.	10,000

Economee TV

78
Fact-Based
Half Hours!



Host-
Narrator
TRUMAN
BRADLEY

SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . .

27.4

Economee TV

Citizen!
Communist!
Counterspy!



Starring
RICHARD
CARLSON

I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy . . .

24.9

Economee TV

Action!
Gallantry!
Excitement!



Starring
The Corps
Of Cadets

WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . .

26.3

Economee TV

Glorious as
our country's
history!



Starring
The U. S.
Midshipmen

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte . . .

28.7

Economee TV

Mystery!
Thrills!
Romance!



Starring
KENT
TAYLOR

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . .

25.2

SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

Economee TV

America's
Favorite
Family Show!



Starring
MACDONALD
CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . .

26.8

Economee TV

78
High-Rated
Half Hours!



Starring
DAVID
BRIAN

MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . .

21.3

CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

Economee TV

ECONOMEETV PROGRAMS, INC.,
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

Action and
suspense . . .
romance and
humor!



Host
HERBERT
MARSHALL

TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . .

32.5

ALL RATINGS SHOWN ARB or PLUSE, 1958

Economee TV

Great new
stars in
each show!



Host-
Narrator
ADOLPHE
MENJOU

FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . .

31.3

Economee TV

Puts a smile
in your
programming!



Starring
ANN
BAKER

MEET CORLISS ARCHER

39 sparkling half-hour situation comedies, lavishly staged, skillfully directed. Pensacola 17.4, Buffalo . . .

20.0

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
From These Roots	NBC	Albert-Culver Co. General Motors Corp. Miles Labs., Inc. Procter & Gamble Co.	\$ 2,608
Frontier Justice (R) Further Adventures of Ellery Queen (L) (1/2 hour segments)	CBS	General Foods Corp.	13,500
Fury (F)	NBC	Procter & Gamble Co. Radio Corp. of America	27,500
Garry Moore Show (L) (Day) (1/4 hour segments)	CBS	Borden Co.	25,000
Garry Moore Show (L) (Night)	NBC	General Foods Corp.	
Gateways to Mind (F)	CBS	Multi-sponsored	3,600
Gator Bowl Game (L) (quarter-game)	NBC	Multi-sponsored	59,000
General Electric Theatre (F)	CBS	American Tel. & Tel. Co.	300,000
George Burns Show (F)	NBC	Carter Products, Inc. Renault, Inc. R. J. Reynolds Tobacco Co. Shell Oil Co.	16,650
George Gobel Show	CBS	General Electric Co.	45,000
Gift of the Magi (L)	NBC	Colgate-Palmolive Co.	48,300
Ginger Rogers Show (L)	NBC	Radio Corp. of America	120,000
GiseleMacKenzie Show	CBS	W.A. Sheaffer Pen Co.	150,000
Goodyear Theatre	NBC	General Motors Corp.	250,000
The Guiding Light	CBS	Schick, Inc. Scott Paper Co.	45,000
Gunsmoke (F)	CBS	Goodyear Tire & Rubber Co.	40,000
Guy Lombardo's New Year's Eve Party (L)	NBC	Procter & Gamble Co.	2,700
Guy Mitchell Show	CBS	Liggett & Myers Tobacco Co. Sperry Rand Corp.	38,000
Haggis Baggis (L) (1/4 hour segments)	NBC	Clairol, Inc.	25,000
Hallmark Hall of Fame	CBS	Factor, Max & Co.	38,000
Hansel & Gretel	NBC	Alberto-Culver Co. Brillo Mfg. Co., Inc. Lever Bros. Co. Mentholatum Co.	2,700
Have Gun-Will Travel (F)	NBC	Hallmark Cards, Inc.	225,000
Huckle & Jeckle (F)	NBC	Rexall Drug Co.	150,000
Hemo the Magnificent	CBS	American Home Products Corp. Lever Bros. Co.	36,000
High Adventure with Lowell Thomas (F)	CBS	General Mills, Inc. Swift & Co.	3,250
Hotel Cosmopolitan	NBC	American Tel. & Tel. Co.	200,000
Howdy Doody (1/4 hour segments)	CBS	General Motors Corp.	225,000
I Love Lucy (F)	CBS	Swift & Co.	2,700
The Investigator	NBC	Continental Baking Co. Ford Motor Co.	3,000
It Could Be You (1/4 hour segments)	NBC	Clairol, Inc. General Foods Corp. Gold Seal Co. Pillsbury Mills, Inc.	30,000
I've Got A Secret	CBS	Liggett & Myers Tobacco Co. Radio Corp. of America	41,205
Jack Benny	NBC	Multi-sponsored	3,500
Jack Paar Show (1 minute participations)	CBS	R.J. Reynolds Tobacco Co.	30,000
Jackie Gleason Show (L)	NBC	American Tobacco Co.	55,000
Jane Wyman Show (F)	NBC	Participating	1,788
Jefferson Drum (F)	CBS	Lever Brothers Co. Pharmaceuticals, Inc.	60,000
Jerry Lewis Show	NBC	Bishop, Hazel, Inc. Quaker Oats Co.	38,500
Jimmy Dean Show	NBC	Chemstrand Corp. P. Lorillard Co. Pillsbury Mills, Inc. Sweets Co. of America, Inc.	29,650
John Daly and the News (L) (1/4 hour segments)	NBC	General Motors Corp. U.S. Time Corp.	235,000
	CBS	Multi-sponsored	12,000
	ABC	American Home Products Corp. P. Lorillard Co.	4,240

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Johnson's Wax Theatre (F) Joseph Cotton Shaw (F)	CBS	S.C. Johnson & Son, Inc.	\$13,500
Jubilee U.S.A. (L) (1 minute participations)	NBC	American Tobacco Co. Gillette Co.	14,500
Keep Talking (L)	ABC	Participating	2,200
Kentucky Derby Preview Kitty Foyle (1/4 hour segments)	CBS	Lever Bros. Co. P. Lorillard Co.	21,500
Kraft Mystery Theatre Kraft Television Theatre	CBS	Brown & Williamson Tobacco Corp.	2,400
Lassie (F)	NBC	American Can Co.	2,900
Law Man (F)	NBC	National Dairy Prods. Corp.	46,000
Lawrence Welk Show Lawrence Welk's Top Tunes & New Talents	NBC	National Dairy Products Corp.	42,000
Leave It To Beaver (F) Leave It To Beaver	CBS	Campbell Soup Co.	34,000
Life of Riley (F) The Line-Up (F)	ABC	General Mills Inc. R. J. Reynolds Tobacco Co.	43,000
Little Women (L) The Lone Ranger (F) The Lone Ranger (F)	ABC	Chrysler Corp.	22,500
Loretta Young Show (F) Love of Life Love that Jill (F) Lucille Ball-Desi Arnaz Show (F) Lux Playhouse (F) Lux Show Starring Rosemary Clooney	ABC	Chrysler Corp. Sperry Rand Corp. Miles Labs., Inc. Ralston Purina Co.	22,500 37,500 37,500
M-Squad (F)	NBC	Lever Bros. Co.	39,000
Macy's Thanksgiving Day Parade (L) Make Me Laugh Man with a Camera (F) March of Medicine (F) Masquerade Party (L) Masquerade Party (L) Masters Golf Tournament (1/2 hour segments) Maverick (F)	CBS	Brown & Williamson Tobacco Corp. Procter & Gamble Co. Sheaffer, W. A. Pen Co.	250,000
Meet the Press	ABC	Participating	25,000
Mickey Mouse Club (F) (1/4 hour segments) Mighty Mouse Playhouse (F)	CBS	General Mills, Inc. Nestle Co., Inc.	18,000
Mike Wallace Interviews The Millionaire (F) Milton Berle Starring in the Kraft Music Hall (L) Miss America Pageant (L) Mr. Krane Modern Romances (1/4 hour segments) Mr. Adams & Eve (F) Music Bingo	NBC	Procter & Gamble Co. Multi-sponsored	2,800
NBA Pro Basketball Games (per 1/4 game)	ABC	Factor, Max & Co.	38,000
NBC Football Scoreboard (L) NBC Major League Baseball (Regional)	CBS	Ford Motor Co.	350,000
NBC Matinee Theatre (90 second participations) NBC News (1/4 hour segments)	CBS	Lever Brothers Co.	31,700
	NBC	Lever Brothers Co.	42,000
	NBC	American Tobacco Co. Bishop, Hazel, Inc. Bulova Watch Co. Quaker Oats Co.	37,000
	NBC	Ideal Toy Corp. American Tobacco Co.	11,600 20,000
	ABC	General Electric Co.	36,670
	NBC	Smith, Kline & French Laboratories	105,000
	CBS	Gillette Co.	25,000
	NBC	Lorillard, P., Co.	30,000
	CBS	American Express Co. Drackett Co.	50,000 75,000
	ABC	Kaisers Industries Corp.	7,500
	NBC	Pan American World Airways, Inc.	7,500
	ABC	Multi-sponsored	6,000
	CBS	Colgate Palmolive Co. General Foods Corp.	7,750
	ABC	Philip Morris, Inc.	11,700
	CBS	Colgate Palmolive Co.	34,000
	NBC	National Dairy Products Co.	62,300
	CBS	Phileo Corp.	300,000
	NBC	Radio Corp. of America	41,200
	NBC	Multi-sponsored	2,700
	CBS	R. J. Reynolds Tobacco Co.	40,000
	NBC	Associated Products, Inc. Bishop, Hazel, Inc.	24,000
	NBC	Bristol-Myers Co. Bayuk Cigars, Inc. Carter Products, Inc.	1125,000
	NBC	Kemper Insurance Co.	6,000
	NBC	Hamm, Theodore Brewing Co. Jackson Brewing Co. National Brewing Co.	1163,600
	NBC	Participating	***10,650 to 20,310
	NBC	Multi-sponsored	7,500

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THE WORLD OF THE MIND**



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"THE SWEET 65"

*65 Columbia and Universal
"want-to-see" hits with titles, stories
and stars that make it one of the
best all-around TV packages
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*78 Columbia and Universal top titles
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match! TV's most diversified
power-packed package, with the
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**THE KILLERS
SEVEN SINNERS
HERE COMES MR. JORDAN
NAKED CITY
MAN FROM COLORADO
A SONG TO REMEMBER
SCARLET STREET**

*...and big-league, big-name features that
spell big profits for you!*

NEW YORK

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They're going



CHI.
N.Y.

PHILA. - 31.1
RATING

Source: ARB, JAN.-FEB. 1959

NASHVILLE - 22.0
PITTSBURGH - 25.3
BUFFALO - 27.7
CLEVELAND - 23.4

FRIDAY
RE

The 78 original "3 STOOGES" are setting rating records in city after city —

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"The hit show of this year"

VARIETY—Jan. 24, 1959

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**BY POPULAR DEMAND
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TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
NCAA Football Games (L) (¼ game)	NBC	Bayuk Cigars, Inc. Gulf Oil Corp. Libby-Owens Ford Glass Co. Sunbeam Corp.	\$800,000
NCAA Football Games (L) (Eastern Regional)	NBC	Bayuk Cigars, Inc.	68,000
(Big Ten Regional)	NBC	Bayuk Cigars, Inc.	63,000
(Pacific Coast Regional)	NBC	Socony Mobil Oil Co., Inc.	29,000
Naked City (F) (½ hour segments)	ABC	Brown & Williamson Tobacco Corp. Quaker Oats Co.	35,000
Name That Tune	CBS	American Home Prods. Corp. Kellogg Co.	25,000
National Invitation Tournament Basketball Games (⅓ participation)	CBS	Carter Products, Inc.	17,500
National League Hockey	CBS	Multi-sponsored	12,500
Navy Log (F)	ABC	American Home Prod. Corp. U.S. Rubber Co.	38,000
New York Philharmonic Orchestra (L)	CBS	Ford Motor Co.	25,000
No Warning	NBC	P. Lorillard Co. Royal McBee Corp.	17,250
Northwest Passage (F)	NBC	Radio Corp. of America R.J. Reynolds Tobacco Co.	49,000
Oh! Susanna (F)	CBS	Helene Curtis Industries, Inc. Nestle Co., Inc.	39,500
Omnibus (½ hour segments)	NBC	Aluminium Ltd. Union Carbide Corp.	35,000
Opening Night (F)	NBC	Factor, Max & Co.	12,000
Orange Bowl Game	CBS	Bristol-Myers Co. Carter Products, Inc. R.J. Reynolds Tobacco Co.	275,000
Original Amateur Hour	NCB	Pharmaceuticals, nc.	25,880

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Pantomime Quiz	ABC	Associated Products, Inc.	\$10,500
Pat Boone Chevy Showroom	ABC	General Motors Corp.	40,000
Patrice Munsel Show	ABC	General Motors Corp.	45,000
Patti Page Show (L) (½ hour segments)	ABC	General Motors Corp.	45,000
The Paul Winchell Show	ABC	General Mills, Inc. Hartz Mountain Products	14,800
People are Funny (F)	NBC	Gillette Co. R.J. Reynolds Tobacco Co.	27,500
People's Choice (F)	NBC	American Home Products Corp. Borden Co.	35,000
Perry Como Show (20 minute segments)	NBC	Participating	46,000
Perry Mason (F) (½ hour segments)	CBS	Multi-sponsored	40,000
Person to Person (Regional)	CBS	Multi-sponsored	25,000
(National)	CBS	Multi-sponsored	35,000
Personal Appearance (R)	CBS	Florists' Telegraph Delivery Ass'n, Inc.	12,500
Peter Gunn (F)	NBC	Bristol-Myers Co.	40,000
Peter and the Wolf (L)	ABC	Minnesota Mining & Manufacturing Co.	125,000
Phil Silvers on Broadway	CBS	General Motors Corp.	265,000
Phil Silvers Show (F)	CBS	Procter & Gamble Co. R.J. Reynolds Tobacco Co. Schick, Inc.	42,500
Pillsbury Grand National Bakeoff Awards Luncheon	CBS	Pillsbury Mills, Inc.	25,000
Play Your Hunch (L)	CBS	Gerber Products Co. Lever Bros. Co. Scott Paper Co. Swift & Co.	2,975
Playhouse 90 (L & F) (½ hour segments)	CBS	Multi-sponsored	45,000
The Polly Bergen Show	NBC	Factor, Max & Co.	45,000
The Price is Right (Night)	NBC	Multi-sponsored	27,500
The Price is Right (Day)	NBC	Multi-sponsored	3,000
Pro Football Exhibition Games (L) (½ participation)	NBC	Bayuk Cigars, Inc. Standard Oil Co. of Indiana	10,000

WGR-TV

Selling the Buffalo-Niagara Falls market

SYMBOL OF SERVICE

A TRANSCONTINENT STATION

PROGRAM	NETWORK	ADVERTISER	PER TELECAST	PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Football Games (L)	CBS	Multi-sponsored	*\$4,500,000	Saber of London (F)	NBC	Sterling Drugs, Inc.	\$25,000
Highlights & Program Casts)			2,500,000	The Sally Show (F)	NBC	Chemstrand Corp. Royal McBee Corp.	38,000
Football Games—World Championship (L)				Sammy Kaye Show (L)			
Quarter-game)	NBC	Clinton Machine Co.	96,250	(1/2 hour segments)	ABC	Manhattan Shirt Co.	10,000
Half-game)		Hygrade Food Prod. Corp.		Schlitz Playhouse (F)	CBS	Joseph Schlitz Brewing Company	37,000
Football Preview	CBS	Philip Morris, Inc.	192,500	Scotland Yard (F)	ABC	Bristol-Myers Co. General Foods Corp.	8,800
Suit (L)		Multi-sponsored	2,500	Search for Tomorrow	CBS	Procter & Gamble Co.	2,800
1/2 hour segments)	CBS	American Home Prod. Corp. Mennen Co. Procter & Gamble Co.	45,000	The Secret Storm	CBS	American Home Prod. Corp. General Foods Corp. General Mills, Inc. Quaker Oats Co. Scott Paper Co.	2,800
Open for a Day				Sergeant Preston of the Yukon (F)	CBS	Quaker Oats Co.	33,000
1/4 hour segments)	NBC	Multi-sponsored	3,900	77 Sunset Strip (F)	ABC	American Chicie Co. American Home Prod. Corp. Carter Products Inc. Harold F. Ritchie, Inc.	75,930
Real McCoys (F)	ABC	Sylvania Electric Prod., Inc.	44,000	Shirley Temple Storybook			
Barber's Corner	NBC	State Farm Mutual Automobile Insurance Co.	4,000	(Total program)	NBC	John N. Breck, Inc. Hills Bros. Coffee, Inc. National Dairy Prods. Corp.	130,000
Skelton Show	CBS	S.C. Johnson & Son Inc. Pet Milk Co.	40,000	Shower of Stars	CBS	Chrysler Corp.	150,000
Stainless Gun (F)	NBC	Multi-sponsored	37,500	Sid Caesar Invites You	ABC	Rubinstein, Helena, Inc.	52,900
Richard C. Hottelet				Sir Lancelot (F)			
and the News (L)	CBS	Ford Motor Co.	2,000	(1/4 hour segments)	ABC	Corn Prods. Refining Co. Kellogg Co. Joe. Lowe Corp. Wander Co.	1,450
Richard Diamond				The \$64,000 Challenge	CBS	P. Lorillard Co. Revlon Inc.	33,000
Private Detective (F)	CBS	Lorillard P., Co.	35,000	The \$64,000 Question	CBS	P. Lorillard Co. Revlon Inc.	35,000
Man (F)				Small World (L)	CBS	Olin Mathieson Chem., Corp. Renault, Inc.	28,000
1/2 hour segments)	ABC	Miles Labs., Inc. Procter & Gamble Co. Ralston Purina Co.	37,000	Sports Page (L)	CBS	General Mills, Inc.	2,500
Derby (L)	ABC	Gold Seal Co.	11,500				
Base Bowl Game	NBC	Gillette Co.	500,000				
High Riders (F)	ABC	P. Lorillard Co.	35,442				
Off & Reddy							
1/2 hour)	NBC	General Foods Corp. Ford Motor Co.	6,000				
1/4 hour)		General Foods Corp. Mars, Inc.	3,000				

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Spotlight Playhouse (R)	CBS	S.C. Johnson & Son, Inc. Pet Milk	\$13,500
Steve Allen Presents Steve Lawrence & Eydie Gorme (L) (1/2 hour segments)	NBC	American Machine and Foundry Co. Greyhound Corp. Procter & Gamble Co.	25,000
Steve Allen Show (Full hour)	NBC	Multi-sponsored	110,000
(1/2 hour segments)	NBC	Multi-sponsored	55,000
Steve Canyon (F)	NBC	Liggett & Myers Tobacco Co.	48,000
Strange Case of the Cosmic Ray (F)	NBC	American Tel. & Tel. Co.	276,000
Strike It Rich	CBS	Colgate Palmolive Co.	4,000
Studio One in Hollywood	CBS	Westinghouse Electric Corp.	50,000
Sugar Bowl Game	NBC	Consolidated Cigar Corp. Gulf Oil Corp. Volkswagenwerk, G.M.B.H.	125,000
Sugarfoot (F) (1/2 hour segments)	ABC	American Chicle Co.	35,000
(1 minute participation)	ABC	Participating	††28,100
Sunday News Special	CBS	American Home Prod., Corp. Carter Products, Inc.	5,000
Superman (F) (1/4 hour segments)	ABC	Kellogg Co. Sweets Co. of America, Inc.	2,600
Suspicion (L & F) (Full hour)	NBC	Ford Motor Co.	80,000
(1/2 hour segments)	NBC	Multi-sponsored	40,000
Swing Into Spring	NBC	Texas Co.	175,000
Swiss Family Robinson (L)	NBC	Rexall Drug Co.	172,500
Tales of the Texas Rangers (F)	ABC	Gold Seal Co. Sweets Co. of America, Inc.	9,250
Tales of Wells Fargo (F)	NBC	American Tobacco Co. General Motors Corp.	38,000
Ted Mack and the Original Amateur Hour (L)	CBS	Pharmaceuticals, Inc.	15,000
Telephone Time (F)	ABC	American Tel. & Tel. Co.	35,000
The Texan (F)	CBS	Brown & Williamson Tobacco Corp.	38,400
Thanksgiving Day Parade (L)	ABC	Chrysler Corp.	50,000
The Thin Man (F)	NBC	Colgate Palmolive Co.	38,000
This Is Your Life	NBC	Procter & Gamble Co.	52,000
Tic-Tac-Dough (Night)	NBC	Procter & Gamble Co. Radio Corp. of America Warner-Lambert Pharmaceutical Co.	25,000
Tic-Tac-Dough (Day) 1/4 hour segments)	NBC	Multi-sponsored	2,500
Timex All Star Jazz Show	CBS	U.S. Time Corp.	130,000
To Tell The Truth	CBS	Carter Products, Inc. Pharmaceuticals, Inc. Philip Morris, Inc.	22,000
Today (1 minute participations)	NBC	Participating	1,700
Today Is Ours (L)	NBC	Multi-sponsored	2,560
Tombstone Territory (F)	ABC	Bristol-Myers Co.	37,500
Top Dollar (plus prizes)	CBS	Brown & Williamson Tobacco Corp. Colgate Palmolive Co.	20,300
Tournament of Roses Parade	CBS	Quaker Oats Co.	30,000
Tournament of Roses Parade	NBC	Florisist Telegraph Delivery Ass'n, Inc. Minute Maid Corp.	20,000
Trackdown (F)	CBS	American Tobacco Co. Socony Mobil Oil Co., Inc.	36,000
Treasure Hunt (1/2 hour-Night)	NBC	Bishop, Hazel, Inc. Jerclaydon, Inc.	22,000
(1/4 hour-Day)	NBC	Multi-sponsored	2,700
Triple Crown Races	CBS	Gillette Co.	303,000
True Story (1/4 hour segments)	NBC	Sterling Drug Inc.	5,000
Truth or Consequences (1/4 hour segments)	NBC	Multi-sponsored	3,450
Turn of Fate	NBC	Aluminium Co. of America Goodyear Tire & Rubber Co.	40,000
Turning Point (F)	NBC	Shick, Inc. Scott Paper Co.	11,500
Twentieth Century (F)	CBS	Prudential Ins. Co. of America	45,000
Twenty-One	NBC	Pharmaceuticals, Inc.	35,000
USGA National Open Golf Championship	NBC	Carter Products, Inc. Young, W. F., Inc.	20,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Unchained Goddess	NBC	American Tel. & Tel. Co.	\$200,000
Uncle Al Show, The (L)	ABC	National Biscuit Co.	5,800
Undercurrent (F)	CBS	Brown & Williamson Tobacco Corp. Procter & Gamble Co.	10,000
United States Steel Hour	CBS	U.S. Steel Corp.	60,000
The Verdict Is Yours (1/4 hour segments)	CBS	Multi-sponsored	3,200
Victor Borge Show	CBS	General Motors Corp.	260,000
Voice of Firestone	ABC	Firestone Tire & Rubber Co.	20,000
Wagon Train (F) (Full hour)	NBC	Ford Motor Co.	50,000
(1/2 hour segments)	NBC	Multi-sponsored	25,000
Walt Disney Presents (F) (per half hour for new film)	ABC	Hills Bros. Coffee Kellogg Co. Reynolds Metal Co. Repeat	58,824
Walt Disney Presents Adventure Time (F) (per quarter hour)	ABC	Mars, Inc. Mattel, Inc. Miles Labs., Inc. National Biscuit Co. Procter & Gamble Co.	3,000
The Walter Winchell File (F)	ABC	Revlon, Inc.	40,000
Wanted Dead or Alive (F)	CBS	Brown & Williamson Tobacco Co.	39,600
Wednesday Night Fights (1/2 hour sponsorship)	ABC	Brown & Williamson Tobacco Corp. Mennen Co. Miles Labs., Inc.	21,000
West Point (F)	ABC	Bristol-Myers Co. Phillips-Van Heusen Corp.	10,800
What's It For?	NBC	Pharmaceuticals, Inc.	25,000
What's My Line?	CBS	Florida Citrus Commission Helene Curtis Industries, Inc. Kellogg Co. Mutual Benefit Health & Accident Assn.	30,000
Wheaties Sports Page Wheaties Sports Page (L) (Pre NCAA National Football game)	NBC	General Mills, Inc.	5,000
(Pre NCAA Regional Football game)	NBC	General Mills, Inc.	3,000
(Pre World Series Games)	NBC	General Mills, Inc.	3,000
Who Do You Trust (L) (1/4 hour segments)	ABC	General Foods Corp.	3,000
Wide Wide World	NBC	General Motors Corp.	160,000
Wild Bill Hickok (F)	ABC	Ford Motor Co. Kellogg Co. Procter & Gamble Co. Sweets Co. of America	4,700
Wild Bill Hickok (F)	CBS	Kellogg Co.	27,000
Wingo (plus prizes)	CBS	Gillette Co.	27,059
Women's Major League Bowling (L)	NBC	Brunswick-Balke-Collender Co.	11,500
Wonderful Town (L)	CBS	Canadian Breweries, Ltd. General Time Corp. Procter & Gamble Co.	588,000
Woody Woodpecker (F)	ABC	Kellogg Co.	7,500
World Series Baseball Games (L)	NBC	Gillette Co.	†††3,000,000
World Series Special (L)	NBC	Union Carbide Corp.	20,000
Wyatt Earp (F)	ABC	General Mills, Inc. Procter & Gamble Co.	31,000
Yancy Derringer (F)	CBS	S.C. Johnson & Son, Inc.	39,250
Years of Crisis (L)	CBS	Kellogg Co. Lever Bros. Co.	23,500
You Asked For It (F)	ABC	Best Foods, Inc.	16,000
You Bet Your Life (F)	NBC	Chrysler Corp. Gillette Co. Lever Bros.	52,000
Your Hit Parade (L)	CBS	American Tobacco Co.	42,500
Your Hit Parade	NBC	American Tobacco Co. Gillette Co.	46,000
Zorro (F)	ABC	General Motors Corp. Seven-Up Co.	44,500

Key: F, Film Show; L & F, Live & Film Show; R, Rerun; † AM & TV; †† Time & Talent; ††† Time & Talent, total package; *Time & talent, total package. Breakdown for individual advertisers not available. **Of 10 Du Pont Shows of the Month scheduled for this season, six will cost \$250,000 and four, \$100,000 to produce. ***Single position \$10,650; paired position \$20,310

*Network time and talent estimates for 1958 by company, product and program—**Television Magazine** exclusive.*

NETWORK ADVERTISER EXPENDITURES FOR PROGRAMMING AND TIME

Combined time and talent costs for 1958 network TV shows are estimated below. They are classified by companies, their products, programs, agencies and networks.

A record \$566,590,401 was spent for network time during 1958. This represents an increase in excess of 50 million dollars over the preceding year.

These expenditures are estimated by TELEVISION MAGAZINE on a gross time basis. Therefore, actual costs for some companies may be considerably less when frequency and volume discounts are taken into account.

Talent expenditures for regular network TV programs did not reflect any appreciable change from 1957. Production costs included in the figures below were estimated by TELEVISION MAGAZINE. They take agency commissions but not commercial production costs into consideration.

Procter & Gamble Co. spent \$68,948,463 for time and talent during 1958—the largest network expenditure by any company. General Motors Corp., with a total of \$40,205,813, and Colgate-Palmolive Co. with expenditures amounting to \$31,021,897, followed.

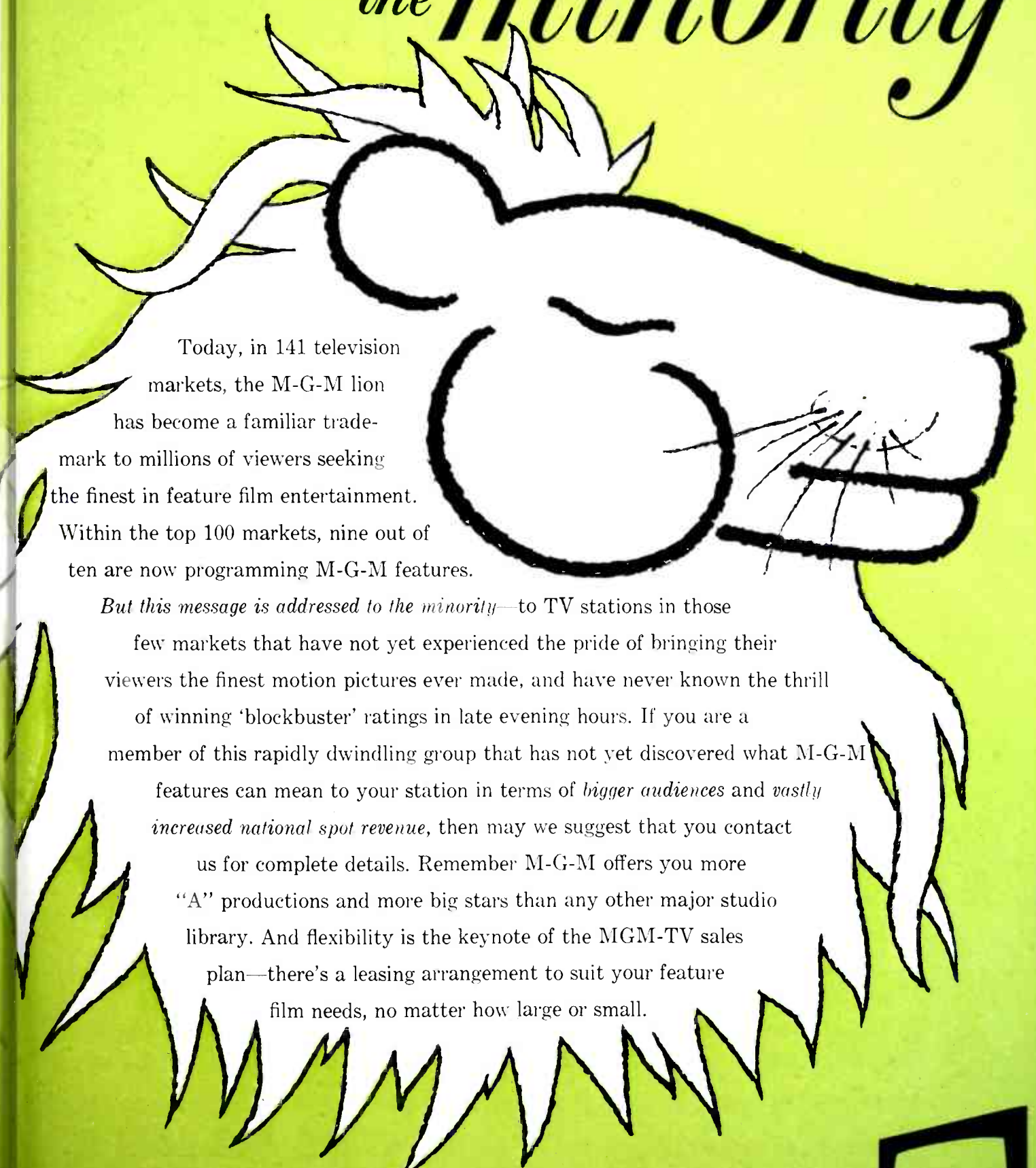
Company & Product	Program	Agency	Network	Gross Time & Talent Cost
A.R. PRODUCTS CORP. American Safety Razor Co. Safety razors & blades	Election Returns	K & E	NBC	\$ 187,801
ACADEMY OF MOTION PICT. A. & S. Institutional	Academy Awards	Acad. Mot. Pict. Arts & Sci.	NBC	212,616#
ALBERTO CULVER CO. Hair Care Products	Concentration	Geoffrey Wade	NBC	201,743
	From These Roots	Geoffrey Wade	NBC	26,216
	Today Is Ours	Geoffrey Wade	NBC	39,180
	Treasure Hunt	Geoffrey Wade	NBC	131,894
Hair Care Products, VO-5 Hair Dressing	Haggis Baggis	Geoffrey Wade	NBC	136,192
	Tic Tac Dough	Geoffrey Wade	NBC	125,163
Hair Care Products, VO-5 Hair Dressing Rinse-A-Way Shampoo	It Could Be You	Geoffrey Wade	NBC	344,319
	Price Is Right	Geoffrey Wade	NBC	328,103
	Queen For A Day	Geoffrey Wade	NBC	330,126
	Truth Or Consequences	Geoffrey Wade	NBC	237,442

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
ALDON RUG MILLS, INC. Rugs	Jack Paar Show	Arndt, Preston, Chapin, Lamb & Keen, Inc.	NBC	\$19,155
	Today	Arndt, Preston, Chapin, Lamb & Keen, Inc.	NBC	89,595
ALUMINIUM LTD. Institutional Aluminum & Aluminum Products	Omnibus	Esty JWT	NBC	1,131,976
	Alcoa Theatre Turn Of Fate	FSR Ketchum, MacLeod & Grove	NBC NBC	2,330,264 201,098
ALUMINUM CO. OF AMERICA Aluminum Products	Lone Ranger Anniv. Show	Compton	CBS	24,513
AMERICAN BAKERIES CO. Merita Bread & Cake	Mickey Mouse Club	Buchanan & Co.	ABC	321,387
	AMERICAN BROADCASTING-PARA. THTRS. (Am.-Par. Record Corp.) Phonograph Records	Comedy Time Dough Re Mi It Could Be You Kitty Foyle Modern Romances NBC Matinee Theatre Price Is Right Queen For A Day Tic Tac Dough Treasure Hunt Truth Or Consequences Jack Paar Show Today Douglas Edwards With the News	Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Hicks & Greist Compton Compton	NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC CBS
AMERICAN CAN CO. Paper plates, cups & cup dispensers Dixie Cups Cans Institutional	Captain Kangaroo	Webb Assoc.	CBS	71,314
	AMERICAN CHARACTER DOLL CO. Dolls	Adventures of Jim Bowie 77 Sunset Strip Sugarfoot	D-F-S Ted Bates Ted Bates	ABC ABC ABC
AMERICAN CHICLE CO. Dentyne, Clorets, Roloids, Beeman's, Chiclets, and Clove Chewing Gum	Bob Crosby Show Perry Como Show	Campbell-Mithun Campbell-Mithun	NBC NBC	378,832 1,503,544
	AMERICAN DAIRY ASS'N. Dairy Products	Masters Golf Tournament	B&B	CBS
AMERICAN EXPRESS CO. Travelers Cheques, Travel Service	Playhouse 90	L&N	CBS	2,539,530
	AMERICAN GAS ASSN. Institutional	As the World Turns Baseball Preview	Ted Bates Ted Bates	CBS CBS
AMERICAN HOME PRODUCTS CORP. Aerowax, Anacin Tablets, Dristan, Infra Rub, Griffin Shoe Polish Anacin Tablets Analgesic Tablets, Creams & Liniments, Decongestant Tablets, Waxes & Polishes Anacin Tablets, Dristan Anacin Tablets, Dristan, Infra Rub (Whitehall Pharmacal Co.) Anacin Anacin Tablets, Aero Shave, Heet Anacin, Bisodol, Dristan, Aero Shaves Anacin Tablets, Dristan Tablets, Infra Rub All Products Anacin Tablets, Bisodol Mints, Freezone, Infra Rub Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub (Whitehall Pharmacal Co.) Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	Behind Closed Doors Colt .45 Concentration	Ted Bates Ted Bates Ted Bates	NBC ABC NBC	391,170# 295,515 127,323
	AMERICAN HOME PRODUCTS CORP. Anacin Anacin Tablets, Aero Shave, Heet Anacin, Bisodol, Dristan, Aero Shaves Anacin Tablets, Dristan Tablets, Infra Rub All Products Anacin Tablets, Bisodol Mints, Freezone, Infra Rub Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub (Whitehall Pharmacal Co.) Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	Country Music Jubilee Douglas Edwards With the News East-West Football Edge Of Night Election Night Coverage Have Gun Will Travel It Could Be You	Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates	ABC CBS NBC CBS CBS CBS NBC
AMERICAN HOME PRODUCTS CORP. Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	John Daly & The News Jubilee, U. S. A.	Ted Bates Ted Bates	ABC ABC	742,978 82,320
	AMERICAN HOME PRODUCTS CORP. Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	Love Of Life NBC News Name That Tune	Ted Bates Ted Bates Ted Bates	CBS NBC CBS
AMERICAN HOME PRODUCTS CORP. Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	Navy Log People's Choice Price Is Right Pursuit	Ted Bates Ted Bates Ted Bates Ted Bates	ABC NBC NBC CBS	53,542 1,742,129 330,712 378,227
	AMERICAN HOME PRODUCTS CORP. Anacin Anacin Tablets Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers Anacin, Heet Anacin, Freezone (Whitehall Pharmacal Co.) Anacin Chef Boy-Ar-Dee, Aerowax Aerowax, Griffin Shoe Polish, Anacin Anacin Tablets, Dristan Aerowax, Griffin Polishes, Anacin, Heet, Infra Rub, Wizard Room Deodorizer, Easy-Off Oven Cleaner	Queen For A Day	Ted Bates	NBC

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Rowax, Wizard Wick Deodorizers, Easy-Off Oven Cleaner, Anacin, Heet Anacin Tablets, Dristan (Whitehall Pharmacal Co.) Anacin Anacin, Bisodol, Freezone	The Secret Storm 77 Sunset Strip	Ted Bates	CBS	\$3,429,684
		Ted Bates	ABC	621,025
	Sugarfoot Sunday News Special Treasure Hunt Truth Or Consequences	Ted Bates	ABC	56,200
		Ted Bates	CBS	407,297
		Ted Bates	NBC	167,113
		Ted Bates	NBC	157,214
AMERICAN MACH. & FOUNDRY CO. Automatic Pinspotters, Bicycles, De Walt Power Shops, Voit Athletic Equipment Automatic Pinspotters	All Star Bowling Final Bowling Stars Steve Allen Presents	Cunningham & Walsh	ABC	61,308#
		Fletcher D. Richards	ABC	743,597
		Fletcher D. Richards	NBC	272,685
AMERICAN OPTICAL CO. Sunglax Ray Sun Glasses	Jack Paar Show	Sutherland & Abbott	NBC	38,393
AMERICAN PETROFINA, INC. Products, Services	Pro Football Games	Taylor-Norsworthy, Inc.	CBS	26,156#
AMERICAN TEL. & TEL. CO. Institutional	Gateways To The Mind Hemo The Magnificent Strange Case Cosmic Ray Telephone Time The Unchained Goddess	Ayer	NBC	416,845
		Ayer	NBC	283,528
		Ayer	NBC	384,970
		Ayer	ABC	1,220,858
		Ayer	NBC	314,975
AMERICAN TOBACCO CO., THE Hit Parade Cigarettes, Lucky Strike Cigarettes Royal Filter Tareyton Cigarettes, Hit Parade Cigarettes Lucky Strike Cigarettes Tobacco Products All Mall Cigarettes & Other Products of The American Tobacco Co. Winter Tip Tareyton Cigarettes All Mall Cigarettes Lucky Strike Cigarettes All Mall Cigarettes Hit Parade Cigarettes	Bachelor Father	BBDO	CBS	3,309,612
	The Brothers	Gumbinner BBDO	CBS	528,156
	Jack Benny Show Joseph Cotten Show	BBDO BBDO	CBS NBC	2,063,542 500,892
	M Squad Make Me Laugh Tales of Wells Fargo Trackdown Wagon Train Your Hit Parade Your Hit Parade	SSCB Gumbinner SSCB BBDO SSCB BBDO BBDO	NBC ABC NBC CBS NBC NBC CBS	2,523,169 667,166 2,669,657 2,581,483 187,241 1,250,801 1,021,208
	Jack Paar Show	Edward H. Weiss	NBC	342,171
	Today	Gordon Best	NBC	89,875
	Today	Jerome O'Leary	NBC	15,848
	Today	Hockaday Associates	NBC	35,617
	Arthur Godfrey Time Big Record Cheyenne Concentration	Ayer FC&B FC&B FC&B FC&B	CBS CBS ABC NBC	933,655 797,495 240,523 331,139
	Dough Re Mi	FC&B	NBC	189,078
	It Could Be You	FC&B	NBC	178,613
Mickey Mouse Club Perry Mason Show Price Is Right	Ayer FC&B Ayer	ABC CBS NBC	141,713 1,237,620 92,230	
Today Is Ours	FC&B	NBC	121,770	
ARMSTRONG CORK CO. Monoleum, Tile	Armstrong Circle Theatre Jimmy Dean Show	BBDO	CBS	3,575,580
		BBDO	CBS	685,872
ARNOLD SCHWINN & CO. Bicycles	Captain Kangaroo	George Bond	CBS	161,290
ASSOCIATED PRODUCTS, INC. 3-Day Deodorant 3-Day Deodorant Pads, Stick & Roll-On, Insect Repellants, Athletes' Foot Remedies, Cosmetic Facial Cleansers	Music Bingo	Grey	NBC	691,020
	Pantomime Quiz	Grey	ABC	1,109,316

Client & Product	Program	Agency	Network	Gross Time & Talent Cost	
ATLANTIS SALES CORP. All French's Products	Art Linkletter's House Party	JWT	CBS	\$261,628	
	As The World Turns	JWT	CBS	139,359	
	Beat The Clock	JWT	CBS	137,052	
	Edge Of Night	JWT	CBS	412,681	
	Love Of Life	JWT	CBS	275,817	
	The Verdict Is Yours	JWT	CBS	409,350	
BALLANTINE, P. & SONS, INC. Beer, Ale	Pro Football Games	Esty	CBS	108,431	
BAYUK CIGARS, INC. Phillies Cigars	Election Returns	Feigenbaum & Werman	NBC	189,082	
	NBA Pro Basketball Game	Feigenbaum & Werman	NBC	275,000	
	NCAA Football Games	Feigenbaum & Werman	NBC	613,685	
	Pro Football Exhibition Games	Feigenbaum & Werman	NBC	59,350	
BEECH-NUT LIFE SAVERS, INC. Chewing Gum & Life Savers	Colt .45	Y&R	ABC	322,340	
	Dick Clark Show	Y&R	ABC	2,440,462	
BELL & HOWELL CO. Photographic Equipment	Cimmaron City	McCann-Erickson	NBC	156,417	
	Dragnet	McCann-Erickson	NBC	204,590	
	Further Adv. of Ellery Queen	McCann-Erickson	NBC	175,720	
	NBC News	McCann-Erickson	NBC	86,960	
	Restless Gun	McCann-Erickson	NBC	100,140	
	Suspicion	McCann-Erickson	NBC	106,195	
	Wagon Train	McCann-Erickson	NBC	85,861	
BELTONE HEARING AID CO. Beltone Hearing Aids	Today	Olian & Bronner	NBC	126,141	
BIRD & SON, INC. Roofing & Hard Surface Flooring	Jack Paar Show	H. B. Humphrey, Alley & Richards	NBC	266,418	
	Today	H. B. Humphrey, Alley & Richards	NBC	226,894	
	Jane Wyman Show	Raymond Spector	NBC	916,911	
BISHOP, HAZEL INC. Facial Preparations, Hair Grooming Products Lipstick, Nail Polish, Hair Spray Cosmetics	M Squad	Raymond Spector	NBC	964,285	
	Music Bingo	Raymond Spector	NBC	697,278	
	Treasure Hunt	Raymond Spector	NBC	564,405	
	Cimmaron City	Raymond Spector	NBC	45,293	
	NBC News	Raymond Spector	NBC	34,848	
	Today	Raymond Spector	NBC	39,074	
	Jack Paar Show	SSC&B	NBC	4,074,403	
	Today	SSC&B	NBC	134,550	
	Fury	B&B	NBC	1,493,319	
	People's Choice	Y&R	NBC	1,647,315	
BLOCK DRUG CO., INC. Nytol Sleeping Tablets, Polident Denture Cleanser, Poligrip Denture Fastener, Pycopay Tooth Brushes, (Minipoo Dry Shampoo) (Green Mint Mouthwash) Correga Denture Fastener, Omega Oil Nytol	Shirley Temple's Storybook	Ayer	NBC	1,935,460	
BORDEN CO., THE Milk Frozen Desserts (including Popsicles, ice cream in cups, ice cream pops, ice cream cake, rolls & frozen ices), fruit drinks of both fresh and concentrated juices Milk & milk products, ice cream, cheese, instant coffee	Haggis Baggis	JWT	NBC	151,115	
	It Could Be You	JWT	NBC	416,162	
	Modern Romance	JWT	NBC	237,613	
	Treasure Hunt	JWT	NBC	372,500	
BRECK, JOHN H. INC. Hair Preparations	Alfred Hitchcock Presents	Y&R	CBS	5,637,910	
BRILLO MFG. CO., INC. Brillo Cleansing Pads, Brillo Cleanser	Arthur Godfrey Time	Y&R	CBS	1,948,556	
	Beat The Clock	DCS&S	CBS	389,610	
	Fight Beat	DCS&S	NBC	1,248,289	
	Jack Paar Show	Y&R	NBC	3,606,002	
	John Daly & The News	Y&R	ABC	188,758	
	Mickey Mouse Club	DCS&S	ABC	1,250,751	
	NBA Pro Basketball Games	DCS&S	NBC	225,000	
	NBC News	Y&R	NBC	463,240	
	Orange Bowl Games	DCS&S	CBS	304,836	
	Perry Mason Show	Y&R	CBS	718,540	
	Peter Gunn	DCS&S	NBC	1,680,378	
	Playhouse 90	BBDO	CBS	2,546,208	
	Scotland Yard	Y&R	ABC	238,160	
	Today	Y&R	NBC	1,058,166	
	BRISTOL-MYERS CO. Ipana Tooth Paste, Bufferin, Vitalis, Ban Bufferin, Ban Ipana Vitalis, Trig, Bufferin Bufferin Bufferin Ipana Tooth Paste Vitalis Bufferin Bufferin, Vitalis Men's Hair Care, Men's Hair Grooming Products, Dentifrices, Internal & External Analgesics, Deodorants Vitalis, Ipana, Bufferin, Trushay Bufferin Ipana	Alfred Hitchcock Presents	Y&R	CBS	5,637,910
		Arthur Godfrey Time	Y&R	CBS	1,948,556
		Beat The Clock	DCS&S	CBS	389,610
Fight Beat		DCS&S	NBC	1,248,289	
Jack Paar Show		Y&R	NBC	3,606,002	
John Daly & The News		Y&R	ABC	188,758	
Mickey Mouse Club		DCS&S	ABC	1,250,751	
NBA Pro Basketball Games		DCS&S	NBC	225,000	
NBC News		Y&R	NBC	463,240	
Orange Bowl Games		DCS&S	CBS	304,836	

message for the minority



Today, in 141 television markets, the M-G-M lion has become a familiar trademark to millions of viewers seeking the finest in feature film entertainment. Within the top 100 markets, nine out of ten are now programming M-G-M features.

But this message is addressed to the minority—to TV stations in those few markets that have not yet experienced the pride of bringing their viewers the finest motion pictures ever made, and have never known the thrill of winning 'blockbuster' ratings in late evening hours. If you are a member of this rapidly dwindling group that has not yet discovered what M-G-M features can mean to your station in terms of *bigger audiences* and *vastly increased national spot revenue*, then may we suggest that you contact us for complete details. Remember M-G-M offers you more "A" productions and more big stars than any other major studio library. And flexibility is the keynote of the MGM-TV sales plan—there's a leasing arrangement to suit your feature film needs, no matter how large or small.

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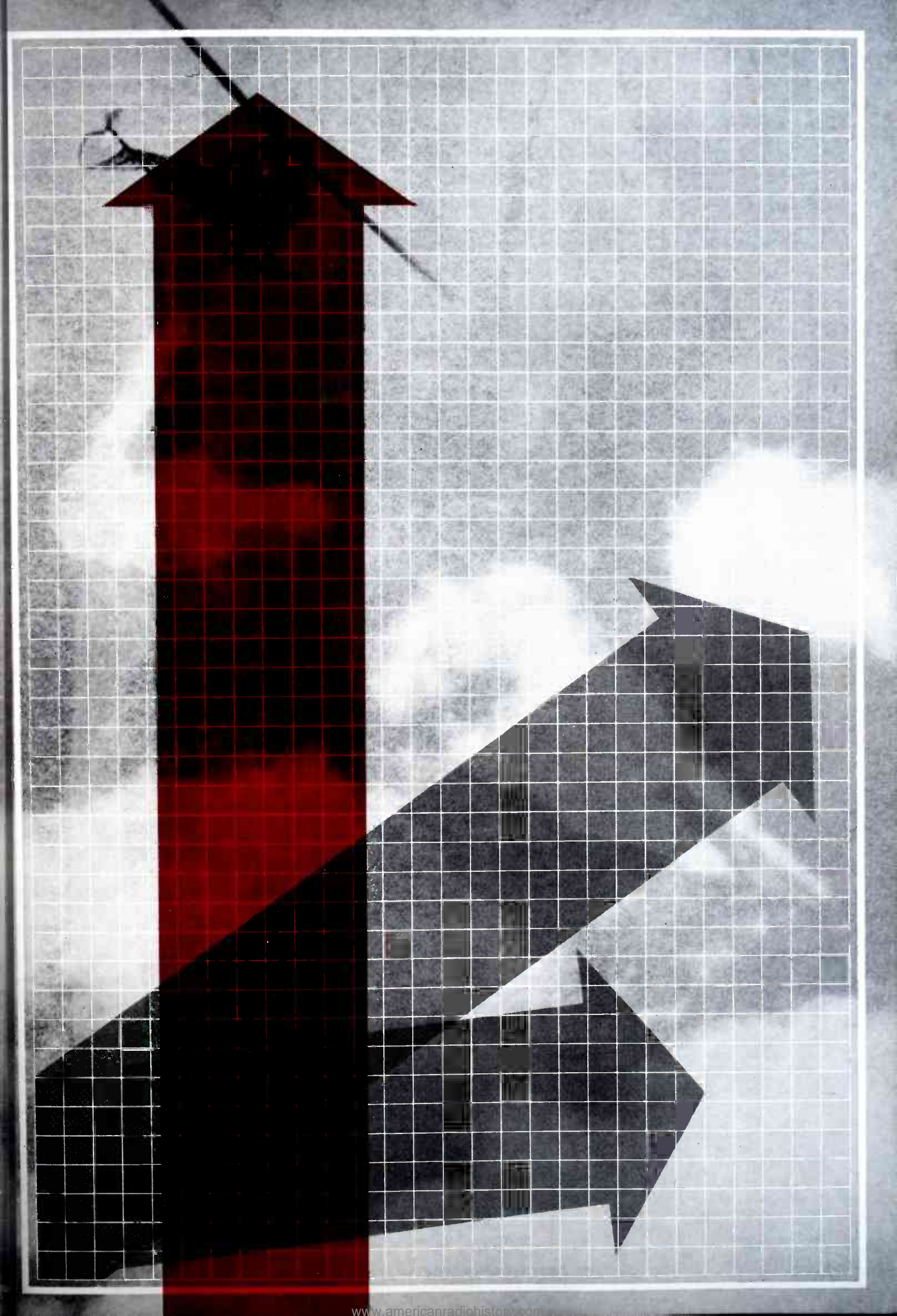
WHIRLYBIRDS moves ratings just one way... straight up! Ask Conoco, which has just renewed **WHIRLYBIRDS** for its third year in 65 markets. Or National Biscuit (10 markets), Scudder Foods (9 markets), Coca-Cola (4 markets). Or Anheuser-Busch, Citizens Savings & Loan, Duffy-Mott, General Electric, R. J. Reynolds, Philco, American Oil or Pillsbury Mills.

These advertisers (major-leaguers who know all the angles) know that **WHIRLYBIRDS** outclimbs competition. This high-flying action series is first in its time period in Portland, Me. (39.8 rating); Miami (35.4 rating); Roanoke-Lynchburg (39.7 rating); Milwaukee (30.8 rating); Mobile (44.1 rating); Atlanta (33.5 rating) and Denver (32.1 rating). These are only a few of the places where **WHIRLYBIRDS** commands supremacy of the air.

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Client & Product	Program	Agency	Network	Gross Time & Talent Cost
BRISTOL-MYERS CO. (Continued) Headache Remedies, Deodorants, Laxatives, Dentifrices, Hair Preparations, Hand Preparations Bufferin	Tombstone Territory Verdict Is Yours West Point	Y&R Y&R Y&R	ABC CBS ABC	\$3,482,253 1,068,146 231,072
BROWN SHOE CO., INC. Buster Brown Shoes	Captain Kangaroo	Leo Burnett	CBS	77,097
BROWN & WILLIAMSON TOBACCO CO. Viceroy Cigarettes	Douglas Edwards With the News The Line Up Kentucky Derby Preview The Texan Top Dollar Undercurrent It Could Be You Jimmy Dean Show Queen For A Day Naked City Wanted Dead Or Alive Wednesday Night Fights	Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Russell M. Seeds Keyes, Madden & Jones Russell M. Seeds Ted Bates Ted Bates Ted Bates	CBS CBS CBS CBS CBS CBS NBC CBS NBC ABC CBS ABC	1,823,484 1,267,308 38,055 1,528,422 2,045,873 567,477 351,587 81,045 343,843 558,886 2,048,673 486,018
Raleigh Cigarettes	Women's Major League Bowling	McCann-Erickson	NBC	36,466
Tobacco Products	Dragnet Jack Paar Show M Squad Today Ed Wynn Show NBC News Frank Sinatra Show	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson	NBC NBC NBC NBC NBC NBC ABC	593,970 227,634 628,221 233,772 634,200 212,120 513,150
BRUNSWICK-BALKE-COLLENDER Bowling Alleys & Equipment	Jack Paar Show	Olian & Bronner	NBC	62,059
BULOVA WATCH CO. Watches	Jack Paar Show	S. R. Leon	NBC	39,056
Watches, Radio, Electric Shavers	Jack Paar Show	Product Services	NBC	220,821
Watches, Clocks, Radios, Electric Shavers	Today	Botsford, Constantine & Gardner	NBC	474,066
BURGESS VIBROCRRAFTERS, INC. Electrical Sprayers & Can Openers	Art Linkletter's House Party	Leo Burnett	CBS	455,315
BURLINGTON INDUSTRIES, INC. (Burlington Ribbon Mills) Christmas Wrappings	Colt .45	BBDO	ABC	586,395
BYMART TINTAIR, INC. Hair Coloring Preparations, Curl Set Preparations	Donna Reed Show Lassie	BBDO BBDO	ABC CBS	680,360 4,827,880
CALIFORNIA PRUNE ADVISORY Prunes	Today	Mathes	NBC	196,062
CAMPBELL SOUP CO. Campbell Soups, Frozen Foods Soups, macaroni products, gravies, pork & beans, V-8 juice, tomato juice, ketchup, Swanson Prepared Dinners, Swanson Prepared Main Courses, meat casseroles, meat pies, dessert pies, chicken & turkey products, including packaged poultry & parts Canned, frozen, de-hydrated products, spaghetti products, gravies, dinners, casseroles, meat and dessert pies, poultry products Campbell Soups, Baked Beans, V-8	All Star Football Game National League Hockey Pro Football Games Wonderful Town	Lang, Fisher & Stashower Lang, Fisher & Stashower Lang, Fisher & Stashower Lang, Fisher & Stashower	ABC CBS CBS CBS	12,691# 238,886 67,657# 361,515
CANADA DRY CORP. Soft Drinks	Art Linkletter's House Party As the World Turns Burns & Allen Verdict is Yours	EWRR EWRR EWRR EWRR	CBS CBS CBS CBS	1,286,700 162,330 1,984,032 167,690
CANADIAN BREWERIES LTD. (Carling Brewing Co., Inc.) Beer Carling Red Cap Ale	American Bandstand Baseball Preview NBA Pro Basketball Game Pro Football Preview Country Music Jubilee	SSC&B Ted Bates SSC&B SSC&B Ted Bates	ABC CBS NBC CBS ABC	229,657 175,500 75,000 273,098 531,600
CARNATION CO. Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink	Douglas Edwards With the News Gator Bowl Game	Ted Bates SSC&B	CBS CBS	352,846 54,808
CARTER PRODUCTS, INC. Arrid Cream Deodorant Rise Shave Cream				
Arrid Cream Deodorant, Carters Little Liver Pills Arrid Cream, Arrid Whirl-In-Deodorant, Rise Shave Cream Rise Shave Cream				



Paramount Pictures Rating Power*

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Client & Product	Program	Agency	Network	Gross Time & Talent Cost
CARTER PRODUCTS, INC. (Continued) Arrid, Liver Pills & Rise	NBC News	Ted Bates	NBC	\$230,166
	Orange Bowl Games	SSC&B	CBS	304,836
	Sunday News Special	Ted Bates	CBS	391,375
Rise Shave Cream	Nat'l. Invt. Basketball	SSC&B	CBS	46,459
Arrid Whirl-In, Rise	The Restless Gun	SSC&B	NBC	98,760
Rise, Arrid, Liver Pills, Nair	77 Sunset Strip	Ted Bates	ABC	309,306
Arrid Cream, Arrid Whirl-In-Deodorant,				
Rise Shave Cream, Little Liver Pills	To Tell the Truth	SSC&B	CBS	523,653
Rise, Arrid Whirl-In, Arrid Spray	USGA Nat'l. Open Golf Championship	SSC&B	NBC	72,691
		Ted Bates		
CHANNEL MASTER CORP. TV Antennas	Today	S. R. Leon	NBC	58,485
CHEMSTRAND CORP. Carpets & blankets, nylon & Acrilan products Carpets, blankets, nylon products, Acrilan products Acrilan carpeting, nylon cord tires Carpets & blankets' nylon & Acrilan products	Jefferson Drum	DD&B	NBC	893,431
	Perry Como Show	DD&B	NBC	847,251
	Playhouse 90	DD&B	CBS	226,644
	Sally Show	DD&B	NBC	568,158
CHESEBROUGH PONDS, INC. Facial make-up, creams & lotions	American Bandstand		ABC	90,336
	Bob Cummings Show	McCann-Erickson	NBC	1,834,086
	Comedy Time	JWT	NBC	125,465
	NBC Matinee Theatre	JWT	NBC	308,858
Facial make-up, creams & lotions. Pertussin Cough Remedy, vaseline, petroleum jelly	Concentration	JWT	NBC	87,078
	Extra Sensory Perception	McCann-Erickson	ABC	498,693
	It Could Be You	JWT	NBC	449,785
	Price Is Right	JWT	NBC	361,306
	Queen For a Day	JWT	NBC	242,993
	Tic Tac Dough	JWT	NBC	111,800
	Treasure Hunt	JWT	NBC	307,701
CHRYSLER CORP. (Plymouth Motors Corp.) Plymouth Automobiles	Betty White Show	Grant	ABC	1,105,162
	Date With the Angels	Grant	ABC	429,445
Chrysler Products	Bob Hope Show	Leo Burnett	NBC	381,675
Chrysler Automobiles	Fred Astaire Show	Leo Burnett	NBC	368,500
De Soto, Dodge, Plymouth, Imperial Automobiles	Climax	McCann-Erickson	CBS	4,208,160
(De Soto Div.)	Shower of Stars	McCann-Erickson	CBS	1,065,120
Autos, parts & services	You Bet Your Life	BBDO	NBC	2,166,963
Dodge Automobiles	Lawrence Welk Show	Grant	ABC	6,573,155
Dodge & Plymouth Automobiles	Lawrence Welks' Top Tunes and New Talent	Grant	ABC	4,395,166
Automobiles, trucks, marine & industrial engines, Oilite & cycleweld products, Mopar parts & accessories, air conditioning, heating, cooling & refrigeration units	Thanksgiving Day Parade	Leo Burnett	ABC	91,130
CHURCH & DWIGHT CO., INC. Cow Brand & Arm & Hammer Baking Sodas	Tic Tac Dough	JWT	NBC	309,075
CLAIROL, INC. Hair Products, Shampoo	I Love Lucy	FC&B	CBS	474,795
CLINTON ENGINES CORP. Engines, Outboard Motors, Chain Saws, Engine Toy Kits	Pro Football Championship Game	W. B. Doner	NBC	144,677
COLGATE-PALMOLIVE CO. Halo Shampoo Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid	American Bandstand	D'Arcy	ABC	43,960
Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florident, Vel, Ad, Fab, Ajax	Baseball Games of the Week	Ted Bates	CBS	102,069*
	The Millionaire	Ted Bates	CBS	5,447,446
		L&N		
	Dotto	Ted Bates	CBS	5,533,913
		L&N		
	Top Dollar	Ted Bates	CBS	5,054,617
		L&N		
	Dotto	Ted Bates	NBC	484,939
	Colgate Theatre	Ted Bates	NBC	644,046
	George Burns Show	McCann-Erickson	NBC	1,150,602
	The Big Payoff	Ted Bates	CBS	5,424,810
		L&N		
	The Thin Man	Ted Bates	NBC	5,163,634
		L&N		

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Colgate Dental Cream	Lone Ranger	Ted Bates	ABC	\$147,347
Shave Creams and Shave Lotions	Mighty Mouse Playhouse	Ted Bates	CBS	999,041
Merident, Vel, Ad, Fab, Ajax	Perry Mason Show	Ted Bates	CBS	194,086
	Sugarfoot	Ted Bates	ABC	562,000
	Strike It Rich	Ted Bates	CBS	69,387
CONSOLIDATED CIGAR CORP.		L&N		
Butch Masters	Bob Hope Show	EWR&R	NBC	320,926
	Sugar Bowl Game	EWR&R	NBC	71,725
CONSOLIDATED ELECTRONICS				
(The Alliance Mfg. Co.)	Jack Paar Show	D-F-S	NBC	277,564
Wanna Rotors, Fry Pans, Clocks,	Today	D-F-S	NBC	17,549
Electric Can Openers				
CONSOLIDATED FOODS CORP.				
Bara Lee Cakes	Election Night	Cunningham & Walsh	ABC	112,000
CONTINENTAL BAKING CO.				
Bread & Cupcakes	Howdy Doody	Ted Bates	NBC	896,261
COOPERS, INC.				
Men's Underwear & Hose	Jack Paar Show	Henri-Hurst & McDonald	NBC	221,671
CORN PRODUCTS REFINING CO.				
Kosco	American Bandstand	Donahue & Coe	ABC	212,137
	The Buccaneers	Donahue & Coe	ABC	304,919
Maxola Salad Oil, NuSoft Laundry Fluffener,	Sir Lancelot	Donahue & Coe	ABC	303,591
Karo Syrup, Niagara Starch, Kasco Dog Food				
	It Could Be You	McCann-Erickson	NBC	933,801
	NBC Matinee Theatre	Miller	NBC	349,372
	The Price is Right	McCann-Erickson	NBC	438,084
	Queen For a Day	Miller	NBC	919,962
	Treasure Hunt	McCann-Erickson	NBC	477,338
Kippy Peanut Butter, margarines, salad dressings	You Asked For It	Miller	NBC	477,338
		Guild, Bascom & Bonfigli	ABC	2,651,161
CRACKER JACK CO.				
Caramel-coated popcorn and	Captain Kangaroo	Leo Burnett	CBS	85,357
Marshmallow products	Lone Ranger	Leo Burnett	ABC	356,223
DAINTY MFG. CO.				
Paint by the numbers	Today	Leroy Lustig	NBC	15,764
DEWILLERS CORP, SEAGRAMS				
Doldene, Ting	Arthur Godfrey Time	JWT	CBS	186,525†
Fresh Deodorant	Jack Paar Show	JWT	NBC	1,331,825
Personal Deodorants & cold remedies	Steve Allen Show	JWT	NBC	374,730
Fresh Deodorant	Today	JWT	NBC	153,792
DORMEYER CORP.				
Power tools	Jack Paar Show	J. W. Shaw	NBC	134,701
DOW CHEMICAL CO.				
Saran Wrap	Concentration	MacManus, John & Adams	NBC	57,471
	County Fair	MacManus, John & Adams	NBC	48,660
	Daugh Re Mi	MacManus, John & Adams	NBC	12,235
	The Price is Right	MacManus, John & Adams	NBC	107,680
	Tic Tac Dough	MacManus, John & Adams	NBC	184,522
	Treasure Hunt	MacManus, John & Adams	NBC	249,255
	Truth Or Consequences	MacManus, John & Adams	NBC	28,356
	Jack Paar Show	Woodard, Voss & Hevenoor	NBC	38,648
	Today	Woodard, Voss & Hevenoor	NBC	53,910
Saran Icicles	It Could Be You	Y&R	NBC	118,394
	Maverick	Y&R	ABC	1,079,092
	NBC Matinee Theatre	Y&R	NBC	244,743
	Price Is Right	Y&R	NBC	114,282
	Queen For a Day	Y&R	NBC	98,580
	Treasure Hunt	Y&R	NBC	86,934
	Wagon Train	Y&R	NBC	479,353

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
DREXEL FURNITURE CO. Furniture	Jack Paar Show	Arndt, Preston, Chapin, Lamb & Keen	NBC	\$19,766
	Today	Arndt, Preston, Chapin, Lamb & Keen	NBC	92,100
DU PONT DE NEMOURS, E. I. & CO. Institutional Carpet Nylon, Men's, women's & children's outerwear Du Pont Zerex Anti Freeze Carpet Nylon, Women's blouses & sweaters, Men's, women's & children's outerwear	Du Pont Show of the Month	BBDO	CBS	4,184,990
	Jack Paar Show	BBDO	NBC	439,481
	Steve Allen Show	BBDO	NBC	1,000,400
	Today	BBDO	NBC	983,085
DUQUESNE BREWING CO. OF PITTSBURGH Beer	Pro Football Games	Vic Maitland	CBS	23,750#
EASTCO, INC. Clearasil	American Bandstand	L&N	ABC	318,296
EASTMAN KODAK CO. All Products	Adventures of Ozzie & Harriet	JWT	ABC	4,475,904
	Beat the Clock	JWT	CBS	368,245
	Ed Sullivan Show	JWT	CBS	5,203,285
	Jimmy Dean Show	JWT	CBS	203,930
	Cheyenne	JWT	ABC	61,023
ELGIN NATIONAL WATCH CO. Elgin Watches	Perry Mason Show	JWT	CBS	64,825
	Perry Como Show	JWT	NBC	141,591
	Playhouse 90	JWT	CBS	114,861
	Wagon Train	JWT	NBC	95,557
	Jack Paar Show	Wm. L. Baxter	NBC	41,481
F. M. ENGINEERING CO., INC. Toys	Guy Mitchell Show	Anderson-McConnell	ABC	147,775
	Love That Jill	Anderson-McConnell	ABC	1,164,135
	Opening Night	Anderson-McConnell	NBC	508,662
	The Polly Bergen Show	DD&B	NBC	1,055,040
FALSTAFF BREWING CORP. Falstaff Beer	Baseball Games of the Week	D-F-S	CBS	652,149#
	Pro Football Games	D-F-S	CBS	42,874#
FIFTH AVENUE COLOR LAB, INC. Color Photo Processing	Today	Max Sackheim	NBC	15,771
	Today	Grey Sweeney & James	NBC ABC	38,656 2,364,015
FIRESTONE TIRE & RUBBER CO. All Products	Douglas Edwards With the News	B&B	CBS	51,198
	The Edge of Night	B&B	CBS	322,928
	Today	B&B	NBC	104,106
	What's My Line?	B&B	CBS	464,835
FLORISTS TELEGRAPH DELIVERY ASS'N., INC. Institutional	Person to Person	MacManus, John & Adams	CBS	744,490
	Personal Appearance	Grant	CBS	347,500
	Tournament of Roses Parade	Grant	NBC	67,978
FORD MOTOR CO. Ford Trucks, Automobiles, Parts & Services	Buckskin	JWT	NBC	1,378,901
	Cheyenne	JWT	ABC	30,146
	Douglas Edwards With the News	JWT	CBS	151,254
	Dragnet	Leo Burnett	NBC	101,050
	The Ford Show	JWT	NBC	4,478,808
	Playhouse 90	JWT	CBS	114,879
	Sugarfoot	JWT	ABC	59,900
	Suspicion	JWT	NBC	1,124,810
	Destiny	JWT	CBS	410,125
	Dick Powell's Zane Grey Theatre	JWT	CBS	1,147,170
	Lucille Ball Desi Arnaz Show	JWT	CBS	1,411,900
	New York Philharmonic Orchestra	K&E	CBS	75,438
	Ed Sullivan Show	K&E	CBS	5,196,745
	Richard C. Hottelot & News	K&E	CBS	113,678
	Ford Automobiles			
Lincoln Automobiles				
Mercury Automobiles				

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
General Automobiles	Wagon Train	FC&B	NBC	\$4,135,665
General Trucks	Wild Bill Hickok	FC&B	ABC	13,900
ARMAN, L. C. & SONS, INC.	Perry Mason Show	JWT	CBS	64,607
Accafilli	Today	C. Wendel Muench	NBC	53,351
GENERAL DEVELOPMENT CORP.				
Florida Real Estate	Jack Paar Show	Wm. Spier	NBC	37,612
GENERAL ELECTRIC CO.				
Household Electrical Products, Radio & Television Receivers, Sound Reproduction Equipment, Flashbulbs, Electronic Products	Cheyenne	Y&R	ABC	2,771,742
Institutional	General Electric Theatre	BBDO	CBS	5,683,563
Light Bulbs	Jack Paar Show	BBDO	NBC	135,434
Flash Bulbs, Photo Flood Lamps, Photographic Equipment	Today	BBDO	NBC	350,837
	Man With a Camera	Grey	ABC	452,846
GENERAL FOODS CORP.				
Coffee, Cereal, Dog Food	Ann Southern Show	B&B	CBS	1,373,999
	Dragnet	B&B	NBC	1,340,871
	Wagon Train	B&B	NBC	583,851
Swansdown Cake Flour, Baker's Coconut, Minute Potatoes	Arthur Godfrey Time	Y&R	CBS	385,579
Flour, Cake Mixes, Cereals	Beat the Clock	D-F-S	CBS	69,150
Long Instant Fruit Juice	Bob Cummings Show	Esty	NBC	501,120
Kool-Shake Beverage	Captain Kangaroo	FC&B	CBS	134,050
Jello Puddings, Pie Filling, Minute Rice	Comedy Time	Y&R	NBC	155,675
	It Could Be You	Y&R	NBC	302,930
	Concentration	Y&R	NBC	55,230
	Secret Storm	Y&R	CBS	185,270
	Country Music Jubilee	Y&R	ABC	415,800
	Jack Paar Show	Y&R	NBC	1,979,842
	Danny Thomas Show	B&B	CBS	3,810,638
	I Love Lucy	B&B	CBS	1,176,794
	December Bride	B&B	CBS	4,057,859
	Destiny	B&B	CBS	494,361
	Dick Powell's Zane Grey Theatre	B&B	CBS	2,261,379
	Frontier Justice	B&B	CBS	891,812
Jell-O, Jell-O Puddings & Pie Fillings, Jell-O Gelatin, Rice & Minute Potatoes, Whipped Cream type mixes, Baker's Instant Chocolate Drinks, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate	Disneyland	Y&R	ABC	1,977,826
Instant Postum, Minute Rice and Swansdown Cake Mix, Jello Instant Pudding	Do You Trust Your Wife	Y&R	ABC	697,694
Post's Cereals	Fury	B&B	NBC	1,371,572
	Mighty Mouse Playhouse	B&B	CBS	1,033,385
Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut	Garry Moore Show	Y&R	CBS	201,877
Baker's Cocoa and Baker's Chocolate (excluding candy), Frosting and Chocolate Products used for baking or cooking purposes	Mickey Mouse Club	Y&R	ABC	356,330
Jello Puddings, Pie Filling, Minute Rice, Baker's Coconut, Swansdown Cake Flour and Mix	The Price Is Right	Y&R	NBC	210,010
	Queen For a Day		NBC	210,838
	Ruff & Ready	B&B	NBC	19,625
Post Cereals, Pie Fillings & Dessert Mixes	Douglas Edwards With the News	Y&R	CBS	351,662
Sanka Instant Coffee	Scotland Yard	Y&R	ABC	232,020
Minute Rice, Jello Pudding, Jello Fillings, Swansdown Flour & Cake Mixes	Tic Tac Dough	Y&R	NBC	189,672
	Treasure Hunt	Y&R	NBC	196,982
	Truth or Consequences	Y&R	NBC	379,329
GENERAL MILLS, INC.				
Cheerios, Hi-Pro, Cereals, Flours & Flour Base Products	American Bandstand	D-F-S	ABC	394,044
Flour, Cake Mix, Cereals	Arthur Godfrey Time	D-F-S	CBS	139,685
	Beat the Clock	D-F-S	CBS	261,864
	Heckle & Jeckle	D-F-S	CBS	235,134
	Secret Storm	D-F-S	CBS	290,811
	The Verdict is Yours	D-F-S	CBS	1,119,338
	Burns & Allen	BBDO	CBS	1,927,545
	Disneyland	Tatham-Laird	ABC	1,982,161
	County Fair	Tatham-Laird	NBC	226,065
	Baseball Corner	Knox-Reeves	ABC	116,158
	Baseball Preview	Knox-Reeves	CBS	229,500
	Pro-Football Preview	Knox-Reeves	CBS	221,750
	Wheaties Sport Page	Knox-Reeves	NBC	136,060

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
GENERAL MILLS, INC. (Continued)				
Flour, Mixes, Cereals, Sponges	Garry Moore Show	D-F-S	CBS	\$263,879
Cereals	Captain Kangaroo	D-F-S		
		Tatham-Laird	CBS	427,428
Flour, Flour Base Prod., Cereals	Jimmy Dean Show	D-F-S	CBS	97,056
Flour Base Prod., Cereals, Pet Goods	Lawman	D-F-S	ABC	591,733
Flour, Flour Base Prod., Cereals	Love of Life	D-F-S	CBS	59,874
	Paul Winchell Show	D-F-S	ABC	154,150
Breakfast Cereals	Lone Ranger	D-F-S	CBS	938,887
	Lone Ranger Ann. Show	D-F-S	CBS	55,025
	Mickey Mouse Club	D-F-S	ABC	1,483,646
	The Price is Right	Tatham-Laird	NBC	127,403
	Tic Tac Dough	Tatham-Laird	NBC	121,143
	Treasure Hunt	Tatham-Laird	NBC	131,803
	Lone Ranger	D-F-S	ABC	1,118,663
Cereals, Flours, Baking Mixes, Frostings, Dog Food	Wyatt Earp	D-F-S	ABC	2,220,506
Gold Medal Flour, Wheaties, Cheerio, Cereals,				
Baking Mixes, Frostings				
GENERAL MOTORS CORP.				
Institutional, United Motors, Delco Remy	Amahl & the Night Visitors	Campbell-Ewald	NBC	136,865
Oldsmobile Automobiles	The Big Record	D. P. Brothers	CBS	1,967,123
	Patti Page Show	D. P. Brothers	ABC	1,475,781
	Bing Crosby Show	D. P. Brothers	ABC	400,035
Buick Automobiles, Parts & Service	Bob Hope Show	McCann-Erickson	NBC	643,578
	Tales of Wells Fargo	Kudner	NBC	2,800,614
Chevrolet Automobiles & Trucks	Chevy Show	Campbell-Ewald	NBC	13,189,030
	Pat Boone Chevy Showroom	Campbell-Ewald	ABC	3,891,325
	Chevy Showroom	Grey	ABC	744,839
Frigidaire, Major Household Electrical Appliances	Concentration	D-F-S	NBC	155,782
	County Fair	D-F-S	NBC	117,978
	Frigidaire Summer Theatre	Kudner	ABC	363,656
	From These Roots	D-F-S	NBC	160,938
	The Price is Right	D-F-S	NBC	223,968
	Treasure Hunt	D-F-S	NBC	353,332
Buick Automobiles, Trucks	Buick Action Theatre	McCann-Erickson	ABC	321,849
	Cheyenne	McCann-Erickson	ABC	59,663
Oldsmobile Cars	CBS Morning News	D. P. Brothers	CBS	99,952
Delco Products & United Motors Service	High Adventure with Lowell Thomas	Campbell-Ewald	CBS	2,343,870
	Jerry Lewis Show	D. P. Brothers	NBC	196,908
Oldsmobile Automotive Products	Patrice Munsel Show	Kudner	ABC	2,095,244
Buick Automobiles & Trucks, Frigidaire — Refrigerators, Ranges, Food Freezers, Dishwashers, Room Air Conditioners, Washers, Dryers, Combination Washers & Dryers	Emmy Awards	MacManus, John & Adams	NBC	196,908
Pontiac Automobiles	Ginger Rogers Show	MacManus, John & Adams	CBS	365,480
	Phil Silvers On Broadway	MacManus, John & Adams	CBS	388,420
Pontiac Cars	Victor Borge Show	MacManus, John & Adams	CBS	762,035
Institutional	Wide Wide World	MacManus, John & Adams	NBC	3,456,061
(A. C. Spark Plug) Spark Plugs, Oil Filters, Fuel Pumps, Guide (T-3) Headlamps, Autronic Eye, Gyros, Speed Switches, After-Burner Controls, Inertial Guidance Systems, Valve Lifters	Zorro	D. P. Brothers	ABC	2,440,877
GENERAL TIME CORP.				
Westclox Clocks, Watches	Wonderful Town	BBDO	CBS	416,935
GERBER PRODUCTS CO.				
Gerbers Baby Foods	Beat the Clock	D'Arcy	CBS	15,394
	Captain Kangaroo	D'Arcy	CBS	772,317
	Garry Moore Show	D'Arcy	CBS	520,663
	Jimmy Dean Show	D'Arcy	CBS	410,543
	Play Your Hunch	D'Arcy	CBS	386,254
GILBERT, A. C. CO.				
American Flyer Electric Trains & Science Sets	Lone Ranger	Banning Repplier	ABC	71,395
GILLETTE CO.				
Adorn Hair Spray, Hush Deodorant, Paper-Mate Pens, Self Home Permanent, Tame Creme Rinse, Toni Home Permanent, White Rain Lotion Shampoo	Adorn Playhouse	North	CBS	626,793
Razors, Blades, Foamy, Toni, Paper-Mate	All Star Baseball Game	Maxon	NBC	386,450
	Blue-Gray Football Game	Maxon	NBC	200,444
	American Bandstand	North	ABC	85,988
Toni Home Permanent, Pamper Shampoo	Art Linkletter's House Party	North	CBS	458,350
Toni Home Permanent Wave, Cleansing Cream, Hair Care Products, Shampoo, Lipstick	Arthur Godfrey Show	North	CBS	712,721
Home Permanents, Hair Preparations	Arthur Godfrey's Talent Scouts	North	CBS	1,559,877
Toni Home Permanent Wave, Hair Care Products, Deodorants, Paper-Mate Pens, Leads, Inks				

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Razors & Other Shaving Equipment, Pens and Other Writing Material, Home Permanent & Other Hair Care Grooming Products	Cavalcade of Sports	Maxon	NBC	\$6,466,992
Le Toni Co.) Home Permanents and Other Hair Care and Grooming Products, Cleansing Creams, Pens, Pencils and Their Accessories	Joseph Cotton Show Masquerade Party	North	NBC CBS	503,418 655,375
Home Permanents, Shampoos, Hair Sprays, Rinses, Curlers & Other Women's Grooming Products, Creams & Lotions, Deodorants, Cleansing & Conditional Creams & Lotions for the Hands, Face & Body, Pens & Pencils & Their Accessories	People Are Funny	North	NBC	2,427,142
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	Queen For a Day Rose Bowl Game	North Maxon	NBC NBC	270,326 670,266
Razors, Blades, Foamy, Toni, Paper-Mate Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	Tic Tac Dough	North	NBC	309,586
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	Treasure Hunt Triple Crown Races	Tatham-Laird Maxon	NBC CBS	60,736 1,056,316
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	The Verdict is Yours	Tatham-Laird	CBS	459,122
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	Wingo World Series Baseball Games	North Maxon	CBS NBC	536,454 3,000,000†††
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	You Bet Your Life	Tatham-Laird North	NBC	3,244,160
Home Permanents, Curlers, Sprays, Shampoo, Deep Magic Skin Cream	Your Hit Parade	North	NBC	1,373,781
HEBEL BREWING CO. Hebel Beer	Pro Football Games	Campbell-Ewald	CBS	31,585#
OLD SEAL CO. Old Seal Glass Wax	County Fair Dough Re Mi I Love Lucy American Bandstand Mickey Mouse Club Roller Derby Tales of the Texas Rangers	Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun	NBC NBC CBS ABC ABC ABC ABC	43,530 32,325 1,544,385 14,000 94,280 68,540 32,663
ODRICH, B. F. CO., THE Good Rubber Div.) F. Canvas Shoes	Mickey Mouse Club	McCann-Erickson	ABC	306,860
GODYEAR TIRE & RUBBER CO. Institutional	Douglas Edwards With the News	Y&R	CBS	295,944
es, Tubes & Tire Accessories, Shoe Products & Foam Latex Products Rubber Products	Goodyear Theatre Turn of Fate	Y&R Y&R	NBC NBC	2,268,913 204,638
GSSARD, H. W. CO. Gossard Girdles	Tic Tac Dough	Edward H. Weiss	NBC	111,190
GRAHAM, BILLY EVANG. ASS'N. Billy Graham TV Program	Billy Graham Crusade	Walter Bennett	ABC	778,011#
GREYHOUND CORP. Bus Travel, Rent-A-Car Service, Greyhound Post Houses, Grey Van Lines	Steve Allen Show	Grey	NBC	2,953,818
GF GUARANTY LAND & TITLE CO. ape Coral Real Estate	Today	Paul Venze Ass.	NBC	73,030
GF OIL CO. Petroleum Products, Batteries & Tires Gasoline & Oil	NCAA Football Games Perry Mason Show Sugar Bowl Game	Y&R Y&R Y&R	NBC CBS NBC	7,483,064 265,085 259,198
HALLMARK CARDS, INC. Greeting Cards, Gift Wrappings, Note Paper, Card-board Cut-out Toys, Party Favors	Hallmark Hall of Fame	FC&B	NBC	2,270,650

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
HAMM, THEODORE BREWING CO. Hamm's Beer	NBC Major League Baseball Perry Mason Show Person to Person Pro Football Games	Campbell-Mithun	NBC	\$826,800
		Campbell-Mithun	CBS	182,153
		Campbell-Mithun	CBS	208,985
		Campbell-Mithun	CBS	28,354#
HANES, P. H. KNITTING CO. Underwear, Baby Sleepware	Today	Ayer	NBC	491,494
HARTZ MOUNTAIN PRODUCTS Accessories & Food for Birds, Tropical Fish, Turtles, Cat & Dog Yummies	Paul Winchell Show	George H. Hartman	ABC	562,601
HAWAII VISITORS BUREAU Hawaiian Vacations	Today	Holst & Male	NBC	44,076
HEINZ, H. J. CO. Soup, Baby Foods, Condiments (Ketchup, Pickles, Vinegar), Spaghetti & Beans	Concentration County Fair Tic Tac Dough Today Is Ours Treasure Hunt	Maxon	NBC	242,842
		Maxon	NBC	16,222
		Maxon	NBC	248,269
		Maxon	NBC	191,793
		Maxon	NBC	257,012
HELENE CURTIS INDUSTRIES Stopette, Spray Net Suave, Kingsmen Toiletries Stopette, Poof, Finesse, Hair Dressings, Shampoos	Dick & The Duchess Oh! Susanna What's My Line	Gordon Best	CBS	491,345
		Weiss	CBS	1,932,040
		McCann-Erickson	CBS	2,277,090
HILLS BROTHERS COFFEE, INC. Coffee	Jubilee U.S.A. Shirley Temple's Storybook Walt Disney Presents	Ayer	ABC	52,595
		Ayer	NBC	1,368,659
		Ayer	ABC	676,276
THE HOOVER CO. Vacuum Cleaners, Floor Polishers, Irons	Garry Moore Show	Leo Burnett	CBS	476,470
HYGRADE FOOD PRODUCTS CORP. Meat Products	Pro Football Championship Game	W. B. Doner	NBC	144,474
IDEAL TOY CORP. Toys, Games, Dolls & Children's Novelties	Macy's Thanksgiving Day Parade	Grey	NBC	57,925
INDEPENDENT CIT. COMMITTEE HARRIMAN-HOGAN	Political Telecast Special Political Address		NBC	1,620#
			CBS	3,980#
INSURANCE CO. OF NORTH AMERICA Insurance	Today	Ayer	NBC	479,367
INTERNATIONAL SHOE CO. (Peters Branch) Weather Bird Shoes	Micky Mouse Club	Henri, Hurst & McDonald	ABC	235,858
JACKSON BREWING CO. Jax's Beer	NBC Major League Baseball	Fitzgerald Advertising	NBC	826,800
JACKSON & PERKINS CO. Rose Bushes	Today	Wunderman, Ricotta & Kline	NBC	120,961
JERCLAYDON, INC. Glamorene Liquid, Dry Cleaner, Applicators for Rug & Upholstery	Arthur Godfrey Time	Jules Power Productions	CBS	150,900†
JOHNSON, HOWARD D. CO. Restaurant	Today	Ayer	NBC	180,564
JOHNSON & JOHNSON Baby Products, Surgical Dressings, Baby Shampoo Bandages, Baby Products, Antiseptics, Brushes	Adventures of Robin Hood Beat the Clock Jimmy Dean Show Cheyenne The Verdict Is Yours	Y&R	CBS	1,951,133
		Y&R	CBS	324,167
		Y&R	CBS	55,118
		Y&R	ABC	450,540
		Y&R	CBS	49,210
JOHNSON, S. C. & SON, INC. Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers Floor Waxes	Dick Powell's Zane Grey Theatre Steve Allen Show The Verdict Is Yours It Could Be You Truth or Consequences	B&B	CBS	600,375
		Needham, Louis & Brorby	NBC	1,937,536
		Needham, Louis & Brorby	CBS	596,280
		Needham, Louis & Brorby	NBC	32,640
		Needham, Louis & Brorby	NBC	47,662

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Johnson's Wax, Cleaners, Polishers	Johnson's Wax Theatre	FC&B	CBS	\$1,098,600
	Red Skelton Show	FC&B	CBS	1,695,644
	Spotlight Playhouse	FC&B	CBS	500,880
Wide Furniture Polish, Stride Floor Wax	Modern Romances	Needham, Louis & Brorby	NBC	62,037
	NBC Matinee Theatre	Needham, Louis & Brorby	NBC	166,405
	The Price Is Right	Needham, Louis & Brorby	NBC	63,089
	Treasure Hunt	Needham, Louis & Brorby	NBC	106,076
Wax, Cleaners, Polishers	Perry Mason Show	FC&B	CBS	208,850
Auto Coat, Pride, Stride, Raid	Tic Tac Dough	Needham, Louis & Brorby	NBC	15,063
	Yancy Derringer	Needham, Louis & Brorby	CBS	1,177,730
INFANILE SHOE CORP. OF AMERICA				
Goody Bones Shoes	Today	Storm	NBC	18,501
Kaiser Industries Corp.				
Aluminum, Steel, Gypsum, Cement & Cement Products. Pressed Wood & Other Building & Construction Materials. Trucks & Automobiles, Hotels & Jeeps. Metal Products; Paving Materials	Maverick	Y&R	ABC	7,287,268
KLOGG CO.				
Cereals & Dog Foods	Art Linkletter's House Party	Leo Burnett	CBS	2,299,053
	Arthur Godfrey Time	Leo Burnett	CBS	253,765†
	The Big Record	Leo Burnett	CBS	691,806
	Circus Boy	Leo Burnett	ABC	1,241,220
	Garry Moore Show	Leo Burnett	CBS	715,813
	Name That Tune	Leo Burnett	CBS	1,863,341
	Verdict Is Yours	Leo Burnett	CBS	15,624
	Walt Disney Presents	Leo Burnett	ABC	948,393
	What's My Line	Leo Burnett	CBS	1,690,515
	Wild Bill Hickok	Leo Burnett	CBS	1,116,750
	Years Of Crisis	Leo Burnett	CBS	85,870
Breakfast Cereals, Dog Foods, Soft Drinks	The Buccaneers	Leo Burnett	ABC	352,352
	Sir Lancelot	Leo Burnett	ABC	298,275
	Superman	Leo Burnett	ABC	551,556
	Wild Bill Hickok	Leo Burnett	ABC	606,946
	Woody Woodpecker	Leo Burnett	ABC	1,481,473
Kemper Insurance				
Chamberlain's Insurance	Jack Paar Show	John Shaw	NBC	192,332
Insurance	NBC Football Scoreboard	John Shaw	NBC	127,835
	NBC News	John Shaw	NBC	436,990
Kendall Co., The				
Cellulose Products	Captain Kangaroo	Leo Burnett	CBS	93,547
Kystone Camera Co., Inc.				
Cameras, Projectors	Today	The Bresnick Co.	NBC	461,393
Maberly Clark Corp.				
Greenex Tissues & Table Napkins	Bob Crosby Show	FC&B	NBC	624,812
	Perry Como Show	FC&B	NBC	1,986,134
	Playhouse 90	FC&B	CBS	2,697,825
Wmapp Monarch Co.				
Liquidizer, Redi Baker	Today	Frank Block Ass.	NBC	90,930
Lin & Fink Products Corp.				
Polysol	It Could Be You	McCann-Erickson	NBC	152,695
Skincare Cream	Truth Or Consequences	McCann-Erickson	NBC	161,688
Mer Brothers Co.				
Wisk, Pepsodent Toothpaste, Pepsodent Toothbrushes	American Bandstand	BBDO	ABC	577,786
	Art Linkletter's House Party	FC&B	CBS	2,126,702
	Arthur Godfrey's Talent Scouts	JWT	CBS	1,083,003
	Beat The Clock	Y&R	CBS	620,301
	The Californians	SSC&B	CBS	2,678,893
	Concentration	Y&R	NBC	811,602
	County Fair	Needham, Louis & Brorby	NBC	454,847
	Eve Arden Show	BBDO	NBC	565,111
	Father Knows Best	JWT	CBS	1,891,255
	Father Knows Best	JWT	CBS	750,782
	For Love or Money	JWT	NBC	220,284
	Garry Moore Show	Ogilvy, Benson & Mather	CBS	498,550
	Haggis Baggis	JWT	CBS	128,738
	Have Gun Will Travel	JWT	NBC	2,504,511
	Jack Paar Show	JWT	CBS	618,533
	Jackie Gleason Show	Y&R	NBC	912,126
		JWT	CBS	

Client & Product	Program	Agency	Network	Gross Time & Talent Co.
LEVER BROTHERS CO. (Continued)				
Breeze Detergent, Imperial Margarine	Jimmy Dean Show	SSC&B	CBS	\$419,874
Wisk, Ready-Whip, Imperial Margarine	Keep Talking	JWT	CBS	177,010
Detergents, Toothpaste, Soaps & Margarine	Life Of Riley	BBDO	NBC	3,253,272
Lucky Whip Dessert Topping, Bar Soap, Margarine	Love Of Life	Needham, Louis & Brorby	CBS	253,561
Lux Soap, Lux Liquid	Lux Playhouse	JWT	CBS	609,667
Soaps, Lux Liquid Detergent, Margarine & Shortening	Lux Show, Starring Rosemary Clooney	JWT	NBC	2,658,531
Dove Beauty Bar	Play Your Hunch	Ogilvy, Benson & Mather	CBS	162,373
Detergents, Bar Soaps, Edible Fats, Dentifrices, Dove Bar Soap, Wisk Detergent, Toilet Soaps, Detergents (liquid and powder), Toilet Bars, Margarine, Shortening	The Price Is Right	BBDO	NBC	1,895,523
Detergents, Dishwashing Soaps, Dentifrices, Soaps Imperial Margarine, Miscellaneous Detergents	Treasure Hunt	OB&M	NBC	157,254
Lucky Whip Dessert Topping, Bar Soap, Margarine, All Products	Truth Or Consequences	JWT	NBC	1,278,109
(3 of the following 4): Toilet Soaps, Toilet Bars, (including Dove & Lux Toilet Soap), Detergents, Edible Fats, Dentifrices	Verdict Is Yours	JWT	NBC	157,254
Wisk, Ready-Whip, Imperial Margarine	You Bet Your Life	Needham, Louis & Brorby	NBC	1,278,109
	Years Of Crisis	Ogilvy, Benson & Mather	CBS	734,345
		BBDO	NBC	668,367
		JWT	CBS	88,960
LEWIS HOWE CO.				
Tums	Jack Paar Show	McCann-Erickson	NBC	184,246
Tums & Headache Remedy	Perry Mason Show	McCann-Erickson	CBS	65,507
	Wagon Train	McCann-Erickson	NBC	648,517
LIBBEY OWENS FORD GLASS CO.				
Automotive Safety Plate Glass, Thermopane & Window Glass, Mirrors	NCAA Football Games	FSR	NBC	7,614,362
Auto Safety Glass & Other Glass Products	Perry Mason Show	FSR	CBS	1,969,507
LIBBY MCNEILL & LIBBY				
Canned Fruits, Vegetables	Arthur Godfrey Time	JWT	CBS	676,840†
Canned Pineapple, Pineapple Products, Fruit Cocktail & Corn	As the World Turns	JWT	CBS	102,908
	Beat The Clock	JWT	CBS	124,013
	Garry Moore Show	JWT	CBS	355,542
	Jimmy Dean Show	JWT	CBS	140,881
	Love Of Life	JWT	CBS	89,010
	Verdict Is Yours	JWT	CBS	255,443
	Modern Romance	JWT	NBC	43,482
	NBC Matinee Theatre	JWT	NBC	98,922
LIFT SAVERS, INC.				
Women's Heel Savers	Jack Paar Show	Product Services	NBC	19,178
LIGGETT & MYERS TOBACCO CO.				
L & M Cigarettes	All Star Football Game	D-F-S	ABC	60,270#
Liggett & Myers Tobacco Products	Gunsmoke	D-F-S	CBS	2,844,337
Chesterfield & Oasis	Pro Bowl Game	D-F-S	NBC	74,583#
L & M, Oasis	Behind Closed Doors	D-F-S	NBC	386,832#
L & M Cigarettes, Liggett & Myers Tobacco Products	Brains & Brawn	McCann-Erickson	NBC	1,279,499
Chesterfield, Oasis, L & M Cigarettes	Club Oasis	McCann-Erickson	NBC	2,140,383
	Ed Wynn Show	McCann-Erickson	NBC	638,325
	The Investigator	McCann-Erickson	NBC	908,835
	Pled Piper	McCann-Erickson	NBC	168,375#
	Steve Canyon	McCann-Erickson	NBC	1,474,833
	Dean Martin Show	McCann-Erickson	NBC	340,375
	Senior Bowl Game	McCann-Erickson	NBC	68,616#
	Eddie Fisher Show	D-F-S	NBC	3,592,930
	Dragnet	D-F-S	NBC	2,093,242
	Frank Sinatra Show	McCann-Erickson	ABC	513,150
LORILLARD, P. CO.				
Tobacco Products	Arthur Murray Show	L&N	NBC	887,235
Kent Cigarettes	Court of Last Resort	L&N	NBC	1,424,000
	Jefferson Drum	L&N	NBC	1,005,890
	John Daly & the News	L&N	ABC	682,016
	Masquerade Party	L&N	NBC	947,215
	No Warning	L&N	NBC	901,857
	Rough Riders	L&N	ABC	1,126,941
	Election Night Coverage	L&N	CBS	317,817
	Person To Person	L&N	CBS	1,039,795
	\$64,000 Challenge	L&N	CBS	1,716,939
	\$64,000 Question	L&N	CBS	298,980

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Kent, Newport Cigarettes	Far East A Clear Danger	L&N	NBC	\$58,625
	Keep Talking	L&N	CBS	350,900
Old Gold	Richard Diamond, Private Detective	L&N	CBS	3,855,786
	Suspicion	L&N	NBC	106,585
LOVE, JOE CORP.				
Oppsicle, Creamsicle, Fudgsicle	American Bandstand	Paris & Peart	ABC	27,020
Oppsicle, Creamsicle, Fudgsicle, Other Frozen Confections	Sir Lancelot	Paris & Peart	ABC	57,485
MENS, INC.				
14th Avenue Candy Bars	American Bandstand	Mathes	ABC	134,039
Men's Products	Captain Kangaroo	Mathes	CBS	187,140
Men's Cough Drops	Sugarfoot	Mathes	ABC	524,910
MANHATTAN SHIRT CO.				
Men's Wear	Sammy Kaye Show	Peck	ABC	779,070
MRS, INC.				
Candies	Circus Boy	Knox-Reeves	ABC	1,303,750
	Circus Boy	Knox-Reeves	NBC	285,478
	Mickey Mouse Club	Knox-Reeves	ABC	440,308
	Ruff & Reddy	Knox-Reeves	NBC	104,460
	Walt Disney's Adventure Time	Knox-Reeves	ABC	253,145
MURX, LOUIS & CO.				
Toys	Jack Paar Show	Al Paul Lefton	NBC	116,508
MUTEL, INC.				
Toys	Mickey Mouse Club	Carson, Roberts	ABC	532,795
	Walt Disney's Adventure Time	Carson, Roberts	ABC	116,150
MENNEN CO., THE				
Men's & Women's Toiletries	All Star Football Game	McCann-Erickson	ABC	60,270#
Mennen Gold Crest	American Bandstand	Warwick & Legler	ABC	11,200
Men's and Women's Toiletries & Baby Products	Colt .45	McCann-Erickson	ABC	586,395
Mennen Gold Crest	Jack Paar Show	Warwick & Legler	NBC	19,317
Men's Grooming Toiletries, Baby Care Products, Mennen Gold Crest	Pursuit Today	Grey Warwick & Legler	CBS NBC	1,222,141 17,982
Mennen's Shave Cream (Brushless, Lather & Foam Shave), Pre-Shave, After Shave Lotions, Shampoos, Deodorants, Skin Bracer, After Shave Talcum, Bath Talc, Hair Cream, Men's Cologne, Foot Powder, Men's Skin Lotions, Baby Toilet Products	Wednesday Night Fights	McCann-Erickson Grey	ABC	1,521,692
MENTHOLATUM CO.				
Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets	Comedy Time	JWT	NBC	100,398
Cold Remedies, Medicated Lip Pomades, Analgesics	Dough Re Mi	JWT	NBC	100,417
Cold Remedies, Medicated Lip Pomades, Medicated Lip Pomade, Cold Remedies, Mentholatum Cold Tablets	Haggis Baggis	JWT	NBC	125,725
Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets	It Could Be You	JWT	NBC	232,354
Medicated Lip Pomade, Cold Remedies, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets	The Price Is Right	JWT	NBC	336,146
Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets	Queen For a Day	JWT	NBC	112,318
Medicated Lip Pomade, Cold Remedies, Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets	Treasure Hunt	JWT	NBC	173,046
MERRIAM, G. & C. CO.				
Dictionaries	Today	Anderson & Cairn	NBC	72,756
MILES LABORATORIES, INC.				
Alka Seltzer, Bactine, One-A-Day Brand Vitamins	As the World Turns	Geoffrey Wade	CBS	142,415
One-A-Day Brand Vitamins, Alka-Seltzer, Bactine, Nervine,	Beat The Clock	Geoffrey Wade	CBS	34,914
Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Tabcin & Nervine	Broken Arrow	Geoffrey Wade	ABC	1,653,090
Alka-Seltzer, One-A-Day Brand Vitamins	Comedy Time	Geoffrey Wade	NBC	158,039
Antacid Analgesic, Vitamins	Concentration	Geoffrey Wade	NBC	156,165
Alka-Seltzer, Bactine, One-A-Day Brand Vitamins	Edge of Night	Geoffrey Wade	CBS	164,126
Analgesics, Vitamins	From These Roots	Geoffrey Wade	NBC	38,913
Alka-Seltzer, One-A-Day Vitamins, Vitamin Pills	It Could Be You	Geoffrey Wade	NBC	332,185
Alka-Seltzer, Bactine, One-A-Day Brand Vitamins	Jimmy Dean Show	Geoffrey Wade	CBS	168,296
Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine	Leave It To Beaver	Geoffrey Wade	ABC	332,299
Bactine, One-A-Day Brand Multiple Vitamins	Mickey Mouse Club	Geoffrey Wade	ABC	464,483
Alka-Seltzer, One-A-Day Vitamins	The Price Is Right	Geoffrey Wade	NBC	310,058
Alka-Seltzer, One-A-Day Vitamins, Vitamin Pills	Queen For a Day	Geoffrey Wade	NBC	326,211
Alka-Seltzer, One-A-Day Brand Vitamins	Rifleman	Geoffrey Wade	ABC	460,235

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
MILES LABORATORIES, INC. (Continued) Alka-Seltzer, One-A-Day Vitamins Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine	Truth or Consequences	Geoffrey Wade	NBC	\$176,236
	Wednesday Night Fights	Geoffrey Wade	ABC	1,997,097
MILLER BREWING CO. Beer	All Star Golf	Mathisson	ABC	1,338,288
MINNESOTA MINING & MFG. CO. Scotch Tapes Scotch Tape & Related Products Scotch Brand Tapes Scotch Pl. Household Tape, Scotch Brand Tapes	American Bandstand	BBDO	ABC	10,590
	Andy's Gang	BBDO	NBC	393,461
	Peter & The Wolf	MacManus, John & Adams	ABC	168,150
	Queen For a Day	BBDO	NBC	195,281
	Tic Tac Dough	BBDO	NBC	178,128
MINUTE MAID CORP. Minute Maid Frozen Foods	Tournament Of Roses	Ted Bates	NBC	67,778
MOGEN DAVID WINE CORP. Magen David Wine	Beat The Clock	Edw. H. Weiss	CBS	55,949
	Dick & The Duchess	Edw. H. Weiss	CBS	569,382
MONSANTO CHEMICAL CO. Institutional	Conquest	Gardner	CBS	716,256
MURRAY CORP. OF AMERICA Washing Machines	Bing Crosby & His Friends	Ludgin	CBS	292,318
MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION OF OMAHA Insurance	Arthur Godfrey Time	Bozell & Jacobs	CBS	24,750†
	Perry Mason Show	Bozell & Jacobs	CBS	129,330
	What's My Line	Bozell & Jacobs	CBS	184,380
NATIONAL ASSOCIATION OF INS. AGENTS Insurance	Today	Doremus & Co.	NBC	756,037
NATIONAL BISCUIT CO. Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback Toasts, Pretzels, Potato Chips, Bake Mixes, Waffle Mix, Rusk, Crackers, Biscuits, Cracker Meal, Cookies, Pancake Mix, Cakes, Dates, Animal Foods Salted Crackers, Cookies, Cereals, Crackers Crackers, Cookies, Baking Mixes, Cereals Bake Goods, including Baking Mixes, Cereals, Dog Food	Adventures of Rin Tin Tin	K&E	ABC	4,113,630
	Uncle Al Show	K&E	ABC	117,540
	Walt Disney's Adventure Time	K&E	ABC	39,080
	Concentration	McCann-Erickson	NBC	176,524
	County Fair	McCann-Erickson	NBC	127,048
	Today Is Ours	McCann-Erickson	NBC	176,179
	Wagon Train	McCann-Erickson	NBC	676,837
	NBC Major League Baseball	W. B. Doner	NBC	826,800
	Pro Football Games	W. B. Doner	CBS	11,223#
		Political Sp. Pres. Eisenhower	BBDO	ABC
NATIONAL DAIRY PRODUCTS CORP. Kraft Foods & Sealtest Products Kraft Cheeses, Kraft Cheez Whiz, Kraft Dinner, Kraft Jellies, Jams & Sandwich Spreads, Kraft Salad Dressing & Miracle Whip, Margarine, Kraft Orange Juice & Orangeade, Fruit Punch, Grape Drink, Kraft Marshmallow Caramels, Party Snacks Kraft Salad Dressing, Cheese Preparations, Mar- garine, Confections, Soft Drinks, Jellies, Pre- serves, Kraft Food Products Kraft Food Products Dairy Products	Bat Masterson	JWT	NBC	1,149,952
	Comedy Time	JWT	NBC	151,588
	Modern Romances	JWT	NBC	159,606
	NBC Matinee Theatre	JWT	NBC	396,171
	Tic Tac Dough	JWT	NBC	149,817
	Kraft Television Theatre	JWT	NBC	5,486,905
	Kraft Music Hall, Starring Milton Berle	JWT	NBC	1,436,731
	Shirley Temple's Storybook	Ayer	NBC	1,995,474
NATIONAL GRAPE CO. OP. ASSN., INC. Welch's Fruit Jams, Jellies, Preserves, Fruit Juices, Non-carbonated Soft Drinks	American Bandstand	Richard K. Manoff	ABC	306,446
	Comedy Time	Richard K. Manoff	NBC	77,553
	Queen For a Day	Richard K. Manoff	NBC	88,736
NATIONAL PRESTO IND., INC. Electric Coffeemakers, Pressure Cookers	Jack Paar Show	Donahue & Coe	NBC	137,069
	Today	D. & C.	NBC	552,300

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
PHILCO CORP. Electrical & Electronic Products	Miss America Pageant	BBDO	CBS	\$462,626
PHILIP MORRIS, INC. Marlboro Cigarettes	Baseball Games of the Week	Leo Burnett	CBS	351,579
	Jack Paar Show	B&B	NBC	1,963,309
	National League Hockey	Leo Burnett	CBS	376,170
	Playhouse 90	Leo Burnett	CBS	664,005
Parliament Cigarettes	Douglas Edwards With News	B&B	CBS	351,906
	Perry Mason Show	B&B	CBS	450,699
Tobacco Products	Mike Wallace Interview	Ayer	ABC	745,123
Marlboro, Parliament Cigarettes	Pro Football Games	Leo Burnett	CBS	175,821
	To Tell The Truth	Leo Burnett	CBS	1,404,301
Parliament Cigarettes, Philip Morris Cigarettes	Suspicion	Leo Burnett	NBC	515,650
	Pro Football Championship	Leo Burnett	NBC	289,354
PHILIPS VAN HEUSEN CORP. Van Heusen Shirts, Men's Sportswear Men's Apparel Van Heusen Shirts Men Shirts & Men's Sportswear	John Daly & the News	Grey	ABC	9,413
	Perry Mason Show	Grey	CBS	424,337
	Suspicion	Grey	NBC	318,585
	West Point	Grey	ABC	519,912
PILLSBURY CO. Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds Flour, Cake Mix, Pie Mix, Hot Roll Mix Baking Mixes & Flour Baking Mixes & Flour, Frostings Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds Baking Mixes & Flour Baking Mixes & Flour Baking Mixes & Flour, Frostings Baking Mixes & Flour Flour, Frozen, Refrigerated & Dry Mix Products (having as a base one or more cereal flours, including, but not limited to, gingerbread, brownie & cookie mixes) & Frosting Mixes Flour, Cake Mix, Pie Mix, Hot Roll Mix Flour, Cake Mix, Pie Mix, Hot Roll Mix Baking Mixes, Flour, Frostings	Art Linkletters House Party	Campbell-Mithun	CBS	923,698
	As the World Turns	Campbell-Mithun	CBS	846,866
	Big Record	Leo Burnett	CBS	562,075
	Buckskin	Leo Burnett	NBC	522,567
	Cimarron City		NBC	77,826
	Concentration	Leo Burnett	NBC	103,244
	The Edge of Night	Campbell-Mithun	CBS	860,579
	Further Adv. of Ellery Queen	Leo Burnett	NBC	175,720
	I Love Lucy	Leo Burnett	CBS	793,872
	It Could Be You	Leo Burnett	NBC	105,688
	Jefferson Drum	Leo Burnett	NBC	75,565
	Mickey Mouse Club	Leo Burnett	ABC	441,053
	Perry Mason	Leo Burnett	CBS	104,185
	Pillsbury Bakeoff Awards	Campbell-Mithun	CBS	60,055
	Playhouse 90	Leo Burnett	CBS	1,023,363
	Price Is Right	Leo Burnett	NBC	131,467
	Queen For a Day	Leo Burnett	NBC	111,720
	Tic Tac Dough	Leo Burnett	NBC	115,499
	Treasure Hunt	Leo Burnett	NBC	109,886
PITTSBURGH PLATE GLASS CO. Pittsburgh Paint, Plate Glass Products	Garry Moore Show	Maxon BBDO	CBS	604,314
POLAROID CORP. Polaroid Land Camera Camera, Film & Accessories Photographic Equipment	Jack Paar Show	DDB	NBC	799,019
	Perry Como Show	DDB	NBC	575,498
	Steve Allen Show	DDB	NBC	868,165
POLK MILLER PRODUCTS CORP. Sergeant's Dog Care Products Dog Remedies	American Bandstand	Ayer	ABC	93,267
	Jack Paar Show	Ayer	NBC	461,737
PROCTER & GAMBLE CO., THE Tide, Lilt, Prell, Gleem Oxydol, Ivory Snow, Camay, Comet Cleanser Blue Cheer, Crisco, Gleem Crest, Prell Big Top Peanut Butter, Dentifrices, Bar Soaps, Cake Mixes Camay, Gleem, Lilt, Tide Crest Toothpaste Tide, Lava Soap, Spic & Span, Dreft, Comet Cleanser Lilt Detergents, Bar Soaps, Home Permanents, Cake Mixes & Shortenings, Deodorant Bar Soap, Baking Mixes Crest Ivory Soap, Duz Detergents (Oxydol) and Bar Soaps Cheer, Gleem, Ivory Bar Camay, Gleem, Tide, Lilt	Adventures of McGraw	B&B	NBC	2,508,264
	As the World Turns	B&B	CBS	4,190,534
	The Brighter Day	Y&R	CBS	4,103,179
	Cimarron City	B&B	NBC	140,577
	Comedy Time	Compton	NBC	568,012
	Decision	B&B	NBC	1,058,930
	Dragnet	B&B	NBC	198,215
	The Edge of Night	B&B	CBS	4,104,520
	Emmy Awards	Grey	NBC	192,328
	From These Roots	B&B	NBC	1,494,582
	Further Adv. of Ellery Queen	B&B	NBC	86,660
	The Guiding Light	Compton	CBS	4,127,370
	It Could Be You	D-F-S	NBC	1,717,725
	The Line Up	Y&R	CBS	2,653,524
	Loretta Young Show	B&B	NBC	4,185,831

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Fluffo Shortening	Love of Life	Tatham-Laird	CBS	\$647,793
Ivory Snow, Lava Soap, Gleem Toothpaste, Tide Detergent	Mickey Mouse Club		ABC	115,308
Fluffo, Pace Home Permanent Wave	NBC Matinee Theatre	B&B	NBC	8,201,675
Best Toothpaste	Phil Silvers Show	Leo Burnett	CBS	2,005,989
	Playhouse 90	B&B	CBS	346,617
	Pursuit	B&B	CBS	191,233
Dentifrices (M-Th only), Peanut Products, Bar Soaps, Cleansers, Detergents, Gleem Toothpaste, Ivory Snow, Dash Detergent, Big Top Peanut Butter	Queen For a Day	D-F-S	NBC	4,221,608
Peanut Butter, Bar Soaps, Detergents	Restless Gun	Leo Burnett	NBC	1,214,157
Fluffo	Rifleman	B&B	ABC	333,332
Fluffo, Spic & Span, Gleem	Search For Tomorrow	Leo Burnett	CBS	4,263,278
Fluffo, Gleem	Steve Allen Presents	Compton	NBC	453,515
Fluffo, Ivory, Gleem	Suspicion	Compton	NBC	2,128,940
Women's Hair Care and Women's Hair Grooming Products, Dentifrices, Detergents	This Is Your Life	Compton	NBC	4,874,099
Detergents, Bar Soaps, Edible Fats (shortening), Cleansers, Dentifrices, Comet Cleanser, Gleem Toothpaste, Crisco Shortening, Dreft, Camay Bar Soap, Fluffo Shortening, Crest, Women's Hair Care, Detergents, Bar Soaps, Toothpastes, Women's Hair Grooming Products	Tic Tac Dough	D-F-S	NBC	3,962,617
		Grey		
		B&B		
Laundry Soaps, Bar Soap, Dentifrices	Today Is Ours	Compton	NBC	1,235,870
Detergents, Dishwashing Soaps, Dentifrices, Cheer Detergent, Camay Bar Soap, Fluffo Shortening	Treasure Hunt	JWT	NBC	141,930
		Y&R		
Cheer	Undercurrent	Y&R	CBS	468,631
Big Top Peanut Butter	Walt Disney's Adv. Time	Compton	ABC	121,696
	Wild Bill Hickok	Compton	ABC	285,515
	Wonderful Town	Grey	CBS	214,515
Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, Home Permanents and Peanut Butter	Wyatt Earp	Compton	ABC	2,189,894
FIDUCIAL INS. CO. OF AMERICA	Air Power	Reach, McClinton & Co.	CBS	1,433,017
Insurance	Twentieth Century	Reach, McClinton & Co.	CBS	4,272,739
FLUFFO CORP. LTD.	Beat The Clock	Edw. H. Weiss	CBS	108,915
Butch Cleanser, Beads-O-Bleach, Sweetheart Soap, Trend, Blu-White	Perry Mason Show	Edw. H. Weiss	CBS	908,675
FLOUR BAKER OATS CO.	Jane Wyman Show	Needham, Louis, Brorby	NBC	1,124,135
Cat and Dog Food; Cereals, Baking Mixes	Adventures of Ozzie & Harriet	JWT	ABC	584,865
Cereals, Pet Food, Pancake and Baking Mixes	Love of Life	JWT	CBS	246,706
	Naked City	JWT	ABC	552,580
	Secret Storm	JWT	CBS	128,586
	Verdict Is Yours	JWT	CBS	132,481
	M Squad	JWT	NBC	780,968
Cat and Dog Food, Cereals, Baking Mixes	Sgt. Preston of the Yukon	Wherry, Baker, & Tilden	CBS	3,645,597
Breakfast Foods	Tournament of Roses Parade	Lynn Baker	CBS	130,510
GENCO CORP. OF AMERICA	Bob Crosby Show	K&E	NBC	437,688
TV, Radio & Recorder Services and Appliances (Whirlpool), Major Kitchen Appliances, Vacuum Cleaners, Air Conditioners	Cimarron City	Grey	NBC	186,446
TV Sets	Further Adv. of Ellery Queen	K&E	NBC	883,700
Various	George Gabel Show	Grey	NBC	3,927,221
TV Sets	The Investigator	K&E	NBC	906,090
TV, Radio & Recorder Services and Appliances, (Whirlpool), Major Kitchen Appliances, Vacuum Cleaners, Air Conditioners	Mr. Krane	K&E	NBC	151,640
Hi-Fi-TV Sets, Records, Washing Machines & Dryers (Whirlpool) Automatic Washers, Dryers, and other Kitchen Appliances	NBC Matinee Theatre	K&E	NBC	437,197
Electric Sound & Sound Receivers & Recorders, Industrial Electronic Communication Equipment & Services	Northwest Passage	K&E	NBC	768,175
TV Radio & Recorder Services and Appliances, (Whirlpool) Major Kitchen Appliances, Vacuum Cleaners, Air Conditioners	Perry Como Show	K&E	NBC	1,381,763
TV Sets, Industrial and Electronic Equipment	The Price Is Right	K&E	NBC	935,668
Electronic Sight & Sound Receivers & Recorders, Industrial Electronic Communication Equipment & Services	Tic Tac Dough	K&E	NBC	987,297
TV Sets	Today	K&E	NBC	30,645
(Whirlpool Corp.) Major Kitchen & Home Laundry Appliances	Today Is Ours	K&E	NBC	95,505

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
RALSTON PURINA CO. Ry-Krisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, New Purina Dog Chow New Purina Dog Chow	Bold Journey Broken Arrow Leave It To Beaver Rifleman	Guild, Bascom & Bonfigli Gardner Gardner Gardner	ABC	\$2,461,621
			ABC	1,661,973
			ABC	330,705
			ABC	460,745
READER'S DIGEST ASSN., INC. Reader's Digest	Today	JWT	NBC	19,248
REALEMON-PURITAN CO. Lemon Extract	Jack Paar Show	Lillian Field	NBC	20,145
RENAULT, INC. Product and Services of Renault, Inc.	Gator Bowl Games Small World	Needham, Louis & Brorby Needham, Louis & Brorby	CBS	54,808
			CBS	549,870
REPUBLICAN NATIONAL COMMITTEE	Policitcal Speech President Eisenhower Special Political Address	BBDO	ABC	27,255#
			CBS	74,793#
REVLON, INC. All Revlon Products Knamark, Esquire Shae Polish, Revlon Nail Care, Hi and Dri Facial Make-Up, Beauty Lotions, Sun Tan Prepara- tions, Women's Fragrances, Beauty Creams (other than hair creams) Hair Sprays, Hair Dye & Colorings, Baby Products, Lipsticks, Nail Polishes, Removers, Eye Preparations, Lipstick Coses, Reducing Aids, Skin Preparations, Liquid Detergents for Fabrics, Room Deodorizers Esquire Boot Polish Revlon Cosmetics Lipstick, Nail Enamel, Touch & Glow, Hair Spray	Bid N Buy Garry Moore Show \$64,000 Challenge \$64,000 Question	Warwick & Legler LaRoche Warwick & Legler Warwick & Legler	CBS	1,006,481
			CBS	1,319,539
			CBS	1,717,686
			CBS	2,837,628
	Bob Crosby Show	Emil Mogul	NBC	449,071
	Walter Winchell File Jack Paar Show Person to Person Perry Como Show	Lc Rache Emil Magul Warwick & Legler Warwick & Legler	ABC	1,115,815
			NBC	38,056
			CBS	292,035
			NBC	761,046
REXALL DRUG CO. All Products of the Rexall Drug Co.	Hansel & Gretel Swiss Family Robinson	BBDO BBDO	NBC	266,595
			NBC	290,360
REYNOLDS METAL CO. Aluminum Products	Disneyland Walt Disney Presents All Star Golf	Clinton E. Frank Clinton E. Frank Clinton E. Frank	ABC	1,984,986
			ABC	1,734,482
			ABC	367,057
REYNOLDS, R. J., TOBACCO CO. All R. J. Reynolds Tobacco Products Winston Cigarettes Camel Cigarettes Winston & Camel Cigarettes	Adventure At Scott Island Anybody Can Play Lawman Northwest Passage People Are Funny Wagon Train Bob Cummings Show Gator Bowl Game I've Got A Secret Mr. Adams & Eve East-West Football Game Phil Silvers Show Playhouse 90 Orange Bowl Games	Esty Esty Esty JWT Esty Esty Esty Esty Esty Esty Esty Esty Esty Esty Esty Esty	ABC	2,335,535
			ABC	1,672,543
			ABC	707,691
			NBC	530,015
			NBC	2,534,077
			NBC	482,870
			NBC	2,490,114
			CBS	54,808
			CBS	5,325,048
			CBS	3,885,490
			NBC	109,207
			CBS	3,013,135
			CBS	1,257,230
			CBS	304,836
			RITCHIE HAROLD F., INC. Brylcreem, other Hair Dressings, Hair Nutrient, Hair Products	Cheyenne 77 Sunset Strip
ROCK OF AGES CORP. Monuments	Today	Harold Cabot	NBC	235,147
RONSON CORP. Lighters, Electric Shavers, Shaving Items, Hair Dryer	Arthur Godfrey Time	Grey	CBS	339,395†
ROYAL MCBEE CORP. Business machines and their accessories	No Warning Sally Show	Y&R Y&R	NBC	814,356
			NBC	569,118

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
HEINSTEIN, HELENA, INC. Toilet Goods, Cosmetics, Drugs	Sid Caesar Invites You	OB&M	ABC	\$1,774,546
INDURA CO. Sandran Floor Covering Sandran Floor, Wall and Counter Coverings	Jack Paar Show The Price is Right Queen For a Day County Fair	Hicks & Greist H&G H&G H&G	NBC NBC NBC NBC	298,360 274,961 312,589 116,055
INGS & LOAN FOUNDATION Services	East-West Football Game	McCann-Erickson	NBC	151,787
HERING CORP. (Pharmacraft Co.) Coldene Tablets, Cough Syrup, Nasal Spray & Chest Rub	Comedy Time It Could Be You	JWT JWT	NBC NBC	84,769 97,906
HICK, INC. Electric Razors, Pre-Shave Lotion and Replacement Accessories Electric Shavers, Butane Lighters, Accessories, Pre-Shave Lotions Lighters, Shavers	Dragnet Giselle MacKenzie Show Turning Point Phil Silvers Show	B&B B&B B&B B&B	NBC NBC NBC CBS	222,248 637,560 877,713 785,720
SCHLITZ, JOSEPH, BREWING CO. Schlitz Beer	Schlitz Playhouse	JWT	CBS	4,315,378
THONBRUNN S. A. & CO. Savarin Coffee	Guy Lombardo New Year's Eve Party	FC&B	CBS	31,750
COTT PAPER CO. Scott Towels, Cutrite Wax Paper, Scotties, Scotkins Cutrite Wax Paper, Scotkins, Toilet Tissues, Scottowels, Scotties	Father Knows Best Father Knows Best Love of Life Secret Storm The Verdict Is Yours Giselle MacKenzie Show Turning Point Play Your Hunch	JWT JWT JWT JWT JWT JWT JWT JWT	NBC CBS CBS CBS CBS NBC NBC CBS	1,910,062 856,750 219,859 116,383 238,584 641,340 885,123 110,620
HARS ROEBUCK & Co. Allstate Insurance Company Institutional	Playhouse 90	Leo Burnett	CBS	2,586,128
EVEN UP 7 Up	Zorro	JWT	ABC	2,080,282
MAKESPEARE CO. Fishing Rods	Today	MacDonald-Cook	NBC	52,465
HEAFFER, W. A., PEN CO. Sheaffers Pens & Pencils	Gift of the Magi Little Women	BBDO BBDO	CBS CBS	369,550 366,790
SHELL OIL CO. Shell Oil Products	Gator Bowl Game	JWT	CBS	19,322
HULTON, INC. Old Spice after Shave Lotion, Pre-Electric Shave Lotion, Colognes, Talcum Powder, Smooth Shave, Brushless and Lather Shaving Creams, Stick De- odorant and Bath Soap, Bronztan, Desert Flower Beauty Cream and Beauty Ice Old Spice Toiletries, Hair Preparations Old Spice Products Men's & Women's Toiletries, Room Deodorizers, Insecticides	American Bandstand Eve Arden Show The Price is Right Donna Reed Show	Wesley Wesley Wesley Wesley	ABC CBS NBC ABC	46,947 471,430 83,456 597,140
INGER MFG. CO. Sewing Machines, Sewing Aids, Vacuum Cleaners	Arthur Godfrey Time The Californians	Y&R Y&R	CBS NBC	636,625† 2,652,166
SMITH, A. O., CORP. Water Heaters	Today	Cramer-Krasselt	NBC	19,229
SMITH BROTHERS, INC. Smith Bros. Cough Drops	Lone Ranger	SSC&B	ABC	113,541
SMITH KLINE & FRENCH LABS Institutional	March of Medicine	Doremus-Eshleman	NBC	217,990

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
SOCONY MOBIL OIL CO., INC. Socony Products, Mobilgas, Mobiloil	Trackdown NCAA Football Games (Pacific Coast Regional)	Compton	CBS	\$2,626,191
		Compton	NBC	135,402
SPEEDWAY PETROLEUM CORP. Gasoline	Pro Football Games	W. B. Doner	CBS	34,711#
SPEIDEL CO. Men's & Women's Watchbands, Photo-identification Bands, Men's Jewelry	The Price is Right	Norman, Craig & Kummel	NBC	1,656,404
SPERRY RAND CORP. Remington Electric Shavers & Office Equipment	Gunsmoke Leave It To Beaver	Y&R	CBS	2,708,915
		Compton	CBS	1,718,295
STALEY, A. E., MANUFACTURING CO. Sta-Flo Liquid, Laundry Starch, Pro-Myl, Sta-Puf	Art Linkletter's House Party	EWR&R	CBS	602,250
STANDARD BRANDS, INC. Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts Coffee, Tea, Margarine Puddings, Coffee & Tea, Pie Fillings, Gelatins, Margarines, Dog Food Blue Bonnet Margarine, Chase & Sonborn Coffee, Royal Desserts & Pie Fillings, Pet Foods, Tender Leaf Tea	Art Linkletter's House Party Arthur Godfrey Time The Verdict Is Yours The Edge of Night	JWT	CBS	869,775
		Ted Bates	CBS	1,853,930†
		Ted Bates	CBS	886,374
		Compton	CBS	599,175
	It Could Be You	Ted Bates	NBC	210,288
	The Price Is Right Queen For a Day Tic Tac Dough	Ted Bates	NBC	855,743
		Ted Bates	NBC	599,176
		Ted Bates	NBC	834,072
	STANDARD OIL CO. OF INDIANA Gasoline & Oil Products Amoco Gasoline, Super Permalube, Motor Oil Gasoline and Oil	All Star Football Game National League Hockey Person To Person Pro Football Games Pro Football Exhibition Game	D'Arcy	ABC
D'Arcy			CBS	116,000
D'Arcy			CBS	279,455
D'Arcy			CBS	171,594#
D'Arcy			NBC	26,896
STANDARD OIL CO. OF OHIO Oil Products & Services	Pro Football Games	McCann-Erickson	CBS	38,072#
STAR KIST FOODS, INC. Star Kist Canned Tuna	The Price Is Right Tic Tac Dough	Honig-Cooper	NBC	113,945
		Honig-Cooper	NBC	109,151
STARK BROS. NURSERIES & ORCHARDS Flower Catalogue	Today	Harry Schneiderman	NBC	19,229
STATE FARM MUTUAL AUTO INS. Auto Insurance	Baseball Games of the Week Red Barber's Corner	Needham, Louis & Brorby	CBS	362,713#
		Needham, Louis & Brorby	NBC	40,612
STERLING DRUG, INC. Bayer Aspirin, Bayer Nasal Spray, Analgesic Bayer Aspirin, Phillips Milk of Magnesia, Haley's M.O., Bayer Nasal Spray Fizrin, Haley's M.O. Laxatives, Dentifrices, Vitamin Supplements Bayer Aspirin & Nasal Spray, Dentifrices, Milk of Magnesia, Haley's M.O., Cleaning Fluid, Dr. Lyon's Tooth Powder, Isonized Yeast Bayer Aspirin, Energine Lighter & Cleaning Fluid, Fizrin, Haley's M.O., Fletcher's Castoria, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia & Tablets Bayer Aspirin Tablets Fizrin, Haley's M.O., Vitamin supplements, Analgesics, Fletcher's Castoria, Bayer Aspirin, Isonized Yeast Isonized Yeast, Phillips Milk of Magnesia (liquid & tablets), Bayer Aspirin Bayer Aspirin Tablets, Phillips Milk of Magnesia (liquid & tablets), Dentifrices Bayer Aspirin, Isonized Yeast, Phillips Milk of Magnesia (liquid & tablets) Aspirin Analgesic, Laxatives	Arlene Francis Show	D-F-S	NBC	95,267
		D-F-S	CBS	833,127
		D-F-S	CBS	357,989
	As The World Turns The Edge of Night The Verdict Is Yours Concentration County Fair	D-F-S	CBS	457,864
		D-F-S	NBC	32,181
		D-F-S	NBC	384,803
	Detective's Diary True Story	D-F-S	NBC	988,815
		D-F-S	NBC	853,077
	Modern Romances	D-F-S	NBC	1,232,005
	Perry Mason Show	D-F-S	CBS	451,456
	The Price Is Right	D-F-S	NBC	905,368
	Restless Gun	D-F-S	NBC	640,605
	Saber of London	D-F-S	NBC	2,094,337
	Suspicion	D-F-S	NBC	1,799,342
	Today	D-F-S	NBC	308,320
Today Is Ours	D-F-S	NBC	364,113	

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
Analgesics, Laxatives, Fizrin, Haley's M.O., Fletcher's Castoria, Bayer Aspirin & Nasal Spray	Treasure Hunt	D-F-S	NBC	\$886,761
Bayer Aspirin & Nasal Spray, Dentifrices, Milk of Magnesia & Tablets, Haley's M.O., Energine, Dr. Lyon's Tooth Powder	True Story Truth or Consequences	D-F-S D-F-S	NBC NBC	853,077 759,135
BERNS NURSERIES, INC. Chrysanthemums	Jack Paar Show Today	Fairchild Fairchild	NBC NBC	76,052 452,634
BLUH BREWERY CO. Stroh Beer	National League Hockey	Zimmer, Keller & Calvert	CBS	177,481
BUDEBAKER PACKARD CORP. Budebaker Lark	Jack Paar Show Today	D'Arcy D'Arcy	NBC NBC	104,195 97,985
ENBEAM CORP. Small Electrical Household Appliances	Bob Crosby Show Perry Como Show	Perrin-Paus Perrin-Paus	NBC NBC	192,600 1,099,618
Small Electrical Kitchen Appliances, Shavers & Floor Polishers	NCAA Football Games	Perrin-Paus	NBC	7,614,362
ENSHINE BISCUIT, INC. Biscuits, Crackers	Beat The Clock Garry Moore Show The Price Is Right Tic Tac Dough	C&W C&W C&W C&W	CBS CBS NBC NBC	246,510 619,628 210,504 178,941
Salted Crackers, Sweet Cookies Salted Crackers, Dog Food, Cookies	The Buccaneers Superman Tales of the Texas Rangers Wild Bill Hickok Howdy Doody Jefferson Drum	Henry Eisen Henry Eisen Henry Eisen Henry Eisen Sweets Co. of America Sweets Co. of America	ABC ABC ABC ABC NBC NBC	199,708 400,716 573,062 397,839 79,175 180,030
ETTES CO. OF AMERICA, INC. Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins	Art Linkletter's House Party As The World Turns The Edge of Night Heckle & Jeckle Hotel Cosmopolitan Play Your Hunch The Verdict Is Yours Captain Kangaroo Disneyland	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson	CBS CBS CBS CBS CBS CBS CBS CBS CBS ABC	896,301 394,265 175,143 142,620 85,941 76,948 465,873 83,013 1,923,521
Tootsie Rolls	The Real McCoys	JWT	ABC	4,885,008
EVITT & CO. All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter	Jack Paar Show	Product Services	NBC	512,704
Peter Pan Peanut Butter, Meat & Poultry Products	Today	Birmingham, Castleman & Pierce	NBC	221,256
PENNSYLVANIA ELECTRIC PRODUCTS, INC. Flashbulbs, TV Sets, Hi-Fi, Radios, Cameras, Camera Equipment, Phonographs, Radio and TV Tubes, Light Bulbs, Lighting	Cotton Bowl Games Swing Into Spring	C&W C&W	CBS NBC	148,086 290,035
TECHNICAL TAPE CORP. Tack Tape, 10 Day Press on Nail Color	Jack Paar Show Today Person to Person	Gans Gans Y&R	NBC NBC CBS	127,930 287,248 1,090,005
WHELEATHER, INC. Ski Resorts	Jubilee U.S.A.	Fletcher D. Richards	ABC	11,870
THE TEXAS CO. Texaco Gasoline Petroleum Products	Navy Log	Fletcher D. Richards	ABC	2,464,330
TIME, INC. Time Magazine Life Magazine	Arthur Godfrey Time United States Steel Hour CBS Morning News	BBDO BBDO BBDO	CBS CBS CBS	251,435† 4,487,615 32,300

Client & Product	Program	Agency	Network	Gross Time & Talent Cost
THE U.S. TIME CORP. Timex Watches	Dean Martin Show	Peck	NBC	\$182,291
Clocks, Watches, Timers	Timex All Star Jazz Show	Peck	CBS	468,025
	Jerry Lewis Show	Peck	NBC	366,616
	Steve Allen Show	Peck	NBC	998,945
UNION CARBIDE CORP. Prestone Anti-freeze, Eveready Products	Cheyenne	Esty	ABC	269,267
	Jubilee U.S.A.	Esty	ABC	62,248
	NBC News	Esty	NBC	511,340
	Perry Mason Show	Esty	CBS	215,999
	Playhouse 90	Esty	CBS	185,598
Anti-freeze, Flashlights, Batteries, Insect Repellents, Cooking Gas, Synthetic Gems	World Series Special	Mathes	NBC	68,615
	Omnibus	Mathes	NBC	656,100
UNITED REPUBLICAN DINNERS	United Republican Dinner		NBC	66,174#
VAN CAMP SEAFOOD CO., INC. Chicken of the Sea Canned Fish Products	Art Linkletter's House Party	EWR&R	CBS	372,120
	As The World Turns	EWR&R	CBS	105,178
	It Could Be You	EWR&R	NBC	219,095
	Jimmy Dean Show	EWR&R	CBS	177,705
	Queen For a Day	EWR&R	NBC	192,917
	The Verdict Is Yours	EWR&R	CBS	110,680
VAN RAALTE CO., INC. Hosiery	Jack Paar Show	LaRoche	NBC	207,009
VICK CHEMICAL CO. Vick's Cough Drops	American Bandstand	Morse International	ABC	97,053
Cold Remedies	As The World Turns	Morse International	CBS	79,599
	Beat The Clock	Morse International	CBS	85,343
	The Edge of Night	Morse International	CBS	94,542
	Garry Moore Show	Morse International	CBS	194,498
VITAMIN SALES CO. Catalogue Vitamins	Today	Fairchild	NBC	30,780
VOLKSWAGEN GMBH Cars & Trucks	Sugar Bowl Game	North	NBC	71,725
WANDER CO. Ovaltine	Sir Lancelot	Tatham-Laird	ABC	162,780
WARNER LAMBERT PHARM. CO., INC. Listerine Mouth Wash, Bromo Seltzer, Anahist, Richard Hudnut Hair Line	Restless Gun	SSC&B	NBC	3,078,219
Listerine, Bromo-Seltzer, Anahist, Bliss, Hudnut Hair Line, Lipstick	Tic Tac Dough	Lambert & Feasley	NBC	1,426,887
STATE OF WASHINGTON Potatoes	Today	Howard J. Ryan & Son	NBC	218,160
WESTINGHOUSE ELECTRIC CORP. Westinghouse Kitchen Appliances, Radio & Tele- vision Sets, Turbojet, Plane Motors	Desilu Playhouse	McCann-Erickson	CBS	2,721,300
Institutional	Studio One	McCann-Erickson	CBS	5,211,125
	Today	Ketchum, MacLeod & Grove	NBC	19,556
THE WHITE MOTOR CO. Institutional	Today	D'Arcy	NBC	77,182
WILDROOT CO., INC. Wildroot Hair Tonic Wildroot Cream Oil, Formula No. 2, Vain	Adventures of Robin Hood	BBDO	CBS	1,967,546
	All Star Golf	BBDO	ABC	278,375
WILLIAMSON DICKIE MFG. CO. Men's Apparel	Country Music Jubilee	Evans & Assoc.	ABC	332,250
	Jubilee U.S.A.	Evans & Assoc.	ABC	71,100
YOUNG, W. F., INC. Absorbine, Jr.	USGA National Open Golf Championship	JWT	NBC	72,691
ZENITH RADIO CORP. Radio, TV, Recorders, Hearing Aids	Steve Allen Show	FC&B	NBC	376,275

Key: #, gross time costs only;
†, AM production costs included;
†††, total package, all games.

A breakdown of the United States television audience by territories, county sizes and family characteristics.

THE TELEVISION AUDIENCE

SEPTEMBER—DECEMBER OF EACH YEAR

	% of Families In Each Group Owning TV Set				% of Total U.S. TV Families Found In Each Group				% of Total U.S. Non-TV Families Found In Each Group			
	1958	1957	1956	1955	1958	1957	1956	1955	1958	1957	1956	1955
REGIONS												
Northeast	91%	89%	83%	83%	26%	28%	29%	31%	16%	16%	19%	15%
East Central	89	87	82	79	17	18	18	19	13	12	13	12
West Central	86	81	77	67	19	19	20	19	18	21	19	21
South	76	71	65	50	24	21	20	17	39	39	34	39
Pacific	86	84	74	71	14	14	13	14	14	12	15	13
COUNTY SIZE												
A	92	90	85	84	37	40	41	44	21	20	23	19
B	89	86	82	74	27	29	29	28	21	22	20	22
C	80	75	69	53*	20	18	18	28*	26	27	26	59*
D	70	66	57		16	13	12		32	31	31	
AGE OF HOUSEWIFE												
No Housewife	85	82	74	68	18	18	17	16	22	19	20	17
16-34 Years	94	93	86	82	21	24	24	28	10	9	12	15
35-49 Years	89	86	82	77	30	32	33	31	18	23	23	22
50 Years & Over	76	71	65	56	31	26	26	25	50	49	45	46
FAMILY SIZE												
1 & 2 Members	75	70	64	59	40	34	33	34	67	68	61	54
3 & 4 Members	92	90	85	79	38	42	43	43	21	20	24	27
5 Members & Over	92	90	84	74	22	24	24	23	12	12	15	19
TOTAL U.S. FAMILIES	85%	82%	76%	70%	100%	100%	100%	100%	100%	100%	100%	100%

*Information on C & D counties available combined only in 1955.
Total U.S. Family Base: 1958—51,100,000; 1957—50,200,000; 1956—49,432,000;
1955—48,021,000.

Source: A. C. Nielsen Company

...yes, mother....

I'm going to do it...



...yes, mother....



The American people are like small boys: Unless you keep telling them and telling them, they do nothing—for you.

With SPOT, you can tell them over and over again.

With SPOT, you can tell them over and over again... in the markets of your choice... at the precise time that impact is needed... with the frequency your sales demand.

The KATZ Agency, Inc.

STATION REPRESENTATIVE
666 Fifth Avenue, New York 19

CHICAGO • DETROIT • ST. LOUIS • ATLANTA
DALLAS • SAN FRANCISCO • LOS ANGELES

The top 100 spot advertisers in 1958; quarterly breakdown of expenditures by product category with year's total.

SPOT ADVERTISER EXPENDITURES

Spot expenditures for 1958 totaled \$511,704,000, an increase of 14% over last year. The most significant increases in spot activity took place in the daytime, and in announcements and participations rather than ID's and show sponsorship.

Spot expenditures are listed below by product classification and by top 100 national and regional advertisers.

Food and Groceries again ranked above all other categories with a yearly total of \$135,662,000. This

group was followed by Cosmetics and Toiletries and then Drug Products.

Procter & Gamble Co. again headed the list of spot advertisers, and increased its spot expenditure by more than eight million dollars over last year's outlay.

The figures, which are supplied by TvB-Rorabaugh, are based on gross time rates and include information from well over 300 reporting TV stations.

HOW THEY RANK BY PRODUCT GROUPS

	TOTAL '58		1ST QUARTER '58		2ND QUARTER '58		3RD QUARTER '58		4TH QUARTER '58	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Agriculture	25	\$1,379,000	24	\$ 388,000	26	\$ 289,000	25	\$ 292,000	25	\$ 410,000
Feeds, Meals		776,000		188,000		169,000		195,000		224,000
Miscellaneous		603,000		200,000		120,000		97,000		186,000
Ale, Beer & Wine	4	44,205,000	4	9,399,000	3	11,603,000	2	11,610,000	4	11,593,000
Beer & Ale		40,289,000		8,900,000		10,746,000		11,225,000		9,828,000
Wine		3,916,000		909,000		857,000		385,000		1,765,000
Amusements, Entertainment	28	568,000	28	84,000	28	168,000	26	141,000	26	175,000
Automotive	13	7,378,000	12	2,089,000	14	1,915,000	14	1,438,000	15	1,936,000
Anti-Freeze		95,000		3,000		—		1,000		91,000
Batteries		130,000		15,000		—		9,000		106,000
Cars		4,134,000		1,536,000		917,000		424,000		1,257,000
Tires & Tubes		1,554,000		225,000		541,000		593,000		195,000
Trucks & Trailers		150,000		17,000		37,000		54,000		42,000
Miscellaneous Accessories & Supplies		1,315,000		293,000		420,000		357,000		245,000

HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '58		1ST QUARTER '58		2ND QUARTER '58		3RD QUARTER '58		4TH QUARTER '58	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Building Material, Equipment, Fixtures, Paints	23	2,779,000	22	514,000	19	1,130,000	21	621,000	23	514,000
Fixtures, Plumbing, Supplies		563,000		143,000		165,000		147,000		108,000
Materials		656,000		165,000		175,000		140,000		176,000
Paints		1,184,000		111,000		712,000		250,000		111,000
Power Tools		60,000		10,000		6,000		7,000		37,000
Miscellaneous		316,000		85,000		72,000		77,000		82,000
Clothing, Furnishings, Accessories	12	13,211,000	11	2,879,000	12	2,984,000	11	3,124,000	10	4,224,000
Clothing		11,269,000		2,489,000		2,377,000		2,653,000		3,750,000
Footwear		1,416,000		286,000		552,000		335,000		243,000
Hosiery		496,000		94,000		50,000		136,000		216,000
Miscellaneous		30,000		10,000		5,000		—		15,000
Confections & Soft Drinks	7	28,325,000	7	6,278,000	7	7,648,000	7	6,399,000	7	8,000,000
Confections		12,111,000		3,249,000		2,145,000		2,253,000		4,464,000
Soft Drinks		16,214,000		3,029,000		5,503,000		4,146,000		3,536,000
Consumer Services	10	14,603,000	9	3,481,000	11	3,771,000	10	3,284,000	11	4,067,000
Dry Cleaning & Laundries		81,000		25,000		26,000		9,000		21,000
Financial		2,179,000		419,000		502,000		525,000		733,000
Insurance		2,772,000		632,000		723,000		733,000		684,000
Medical & Dental		152,000		48,000		32,000		33,000		39,000
Moving, Hauling, Storage		317,000		121,000		58,000		56,000		82,000
Public Utilities		7,099,000		1,847,000		1,884,000		1,504,000		1,864,000
Religious, Political, Unions		1,224,000		242,000		285,000		235,000		462,000
Schools & Colleges		135,000		35,000		29,000		23,000		48,000
Miscellaneous Services		644,000		112,000		232,000		166,000		134,000
Cosmetics & Toiletries	2	46,754,000	3	11,544,000	2	12,565,000	4	10,980,000	3	11,665,000
Cosmetics		8,133,000		2,300,000		1,342,000		1,583,000		2,908,000
Deodorants		3,426,000		790,000		1,141,000		1,095,000		400,000
Depilatories		296,000		51,000		64,000		167,000		14,000
Hair Tonics & Shampoos		8,921,000		2,159,000		2,808,000		2,028,000		1,926,000
Hand & Face Creams, Lotions		2,814,000		932,000		721,000		544,000		617,000
Home Permanents & Coloring		5,644,000		1,464,000		1,650,000		1,923,000		607,000
Perfumes, Toilet Waters, etc.		1,704,000		135,000		308,000		155,000		1,106,000
Razors, Blades		1,904,000		25,000		249,000		545,000		1,085,000
Shaving Creams, Lotions etc.		1,692,000		481,000		386,000		387,000		438,000
Toilet Soaps		10,745,000		3,000,000		3,479,000		2,387,000		1,879,000
Miscellaneous		1,475,000		207,000		417,000		166,000		685,000
Dental Products	11	14,386,000	10	3,263,000	9	4,923,000	12	2,652,000	12	3,548,000
Dentifrices		11,131,000		2,966,000		4,381,000		2,231,000		1,553,000
Mouthwashes		2,375,000		90,000		285,000		212,000		1,788,000
Miscellaneous		880,000		207,000		257,000		209,000		207,000
Drug Products	3	44,630,000	2	11,560,000	6	8,841,000	5	8,746,000	2	15,483,000
Cold Remedies		12,631,000		2,712,000		932,000		1,651,000		7,336,000
Headache Remedies		7,792,000		2,063,000		1,820,000		1,563,000		2,346,000
Indigestion Remedies		8,988,000		2,566,000		2,037,000		2,068,000		2,317,000
Laxatives		3,081,000		846,000		884,000		857,000		494,000
Vitamins		2,750,000		969,000		753,000		464,000		564,000
Weight Aids		1,917,000		303,000		704,000		451,000		459,000
Miscellaneous Drug Products		6,597,000		1,916,000		1,530,000		1,492,000		1,659,000
Drug Stores		874,000		185,000		181,000		200,000		308,000
Food & Grocery Products	1	135,662,000	1	33,331,000	1	32,257,000	1	25,883,000	1	44,191,000
Baked Goods		26,466,000		7,031,000		7,234,000		5,315,000		6,886,000
Cereals		11,552,000		2,254,000		2,332,000		2,283,000		4,683,000
Coffee, Tea & Food Drinks		32,048,000		8,778,000		6,893,000		5,580,000		10,797,000
Condiments, Sauces, Appetizers		5,515,000		1,128,000		1,908,000		1,125,000		1,354,000
Dairy Products		7,571,000		1,539,000		2,336,000		1,362,000		2,334,000
Desserts		2,305,000		1,009,000		344,000		298,000		654,000
Dry Foods (Flour, Mixes, Rice, etc.)		8,314,000		1,819,000		1,743,000		1,470,000		3,282,000

	TOTAL '58		1ST QUARTER '58		2ND QUARTER '58		3RD QUARTER '58		4TH QUARTER '58	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Fruits & Vegetables, Juices		9,412,000		1,466,000		1,975,000		1,780,000		4,191,000
Macaroni, Noodles, Chili, etc.		1,934,000		515,000		327,000		333,000		759,000
Margarine, Shortenings		6,673,000		2,440,000		1,280,000		842,000		2,111,000
Meat, Poultry & Fish		6,365,000		1,440,000		1,717,000		1,519,000		1,689,000
Soups		461,000		115,000		70,000		68,000		208,000
Miscellaneous Foods		6,505,000		1,478,000		1,409,000		1,547,000		2,071,000
Miscellaneous Frozen Foods		1,454,000		290,000		332,000		304,000		528,000
Food Stores		9,087,000		2,029,000		2,357,000		2,057,000		2,644,000
Garden Supplies & Equipment	27	661,000	27	251,000	25	296,000	30	69,000	30	45,000
Gasoline & Lubricants	8	24,476,000	8	5,177,000	8	6,926,000	8	5,595,000	8	6,778,000
Gasoline & Oil		23,406,000		4,905,000		6,627,000		5,350,000		6,524,000
Oil Additives		859,000		227,000		252,000		181,000		199,000
Miscellaneous		211,000		45,000		47,000		64,000		55,000
Hotels, Resorts, Restaurants	29	423,000	28	84,000	30	116,000	27	102,000	28	121,000
Household Cleaners, Cleansers, Polishes, Waxes	9	20,801,000	13	1,987,000	10	4,566,000	9	4,434,000	5	9,814,000
Cleaners, Cleansers		15,203,000		1,365,000		2,837,000		2,756,000		8,245,000
Floor & Furniture Polishes, Waxes		4,146,000		314,000		1,443,000		1,364,000		1,025,000
Glass Cleaners		391,000		93,000		89,000		87,000		122,000
Home Dry Cleaners		405,000		97,000		77,000		4,000		227,000
Shoe Polish		147,000		21,000		11,000		35,000		80,000
Miscellaneous Cleaners		509,000		97,000		109,000		188,000		115,000
Household Equipment — Appliances	16	4,606,000	18	1,083,000	17	1,398,000	16	940,000	18	1,195,000
Household Furnishings	22	2,923,000	21	661,000	22	613,000	19	669,000	20	980,000
Beds, Mattresses, Springs		1,671,000		497,000		387,000		331,000		456,000
Furniture & Other Furnishings		1,252,000		164,000		226,000		338,000		524,000
Household Laundry Products	5	38,680,000	5	8,643,000	4	10,009,000	3	11,581,000	6	8,447,000
Bleaches, Starches		4,813,000		1,029,000		1,484,000		1,156,000		1,144,000
Packaged Soaps, Detergents		32,044,000		7,149,000		8,166,000		10,025,000		6,704,000
Miscellaneous		1,823,000		465,000		359,000		400,000		599,000
Household Paper Products	15	5,205,000	17	1,284,000	16	1,401,000	15	1,048,000	16	1,472,000
Cleansing Tissue		1,412,000		335,000		362,000		173,000		542,000
Food Wraps		1,415,000		195,000		407,000		346,000		467,000
Napkins		348,000		83,000		115,000		85,000		65,000
Toilet Tissue		796,000		262,000		184,000		221,000		129,000
Miscellaneous		1,234,000		409,000		333,000		223,000		269,000
Household, General	19	4,100,000	19	1,058,000	18	1,223,000	18	757,000	19	1,062,000
Brooms, Brushes, Mops, etc.		431,000		159,000		93,000		49,000		130,000
China, Glassware, Crockery, Containers		356,000		7,000		29,000		59,000		261,000
Disinfectants, Deodorizers		1,089,000		359,000		223,000		159,000		348,000
Fuels (heating, etc.)		488,000		152,000		201,000		60,000		75,000
Insecticides, Rodenticides		821,000		42,000		334,000		379,000		66,000
Kitchen Utensils		88,000		33,000		51,000		51,000		4,000
Miscellaneous		827,000		306,000		292,000		51,000		178,000
Recreations	30	385,000	30	65,000	29	156,000	28	90,000	29	74,000
Sport Products	18	4,410,000	14	1,477,000	21	916,000	17	759,000	17	1,258,000
Publications	26	757,000	25	300,000	27	219,000	29	87,000	27	151,000
							23	380,000	13	2,092,000
Sporting Goods, Bicycles, Toys	20	3,047,000	26	260,000	24	315,000				
Bicycles & Supplies		35,000				3,000		16,000		16,000
General Sporting Goods		10,000		10,000						
Toys & Games		2,820,000		216,000		284,000		311,000		2,009,000
Miscellaneous		182,000		34,000		28,000		53,000		67,000
Stationery, Office Equipment	31	149,000	31	36,000	31	21,000	31	66,000	31	26,000

HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '58		1ST QUARTER '58		2ND QUARTER '58		3RD QUARTER '58		4TH QUARTER '58	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Television, Radio, Phonograph, Musical Instruments	24	1,516,000	23	342,000	23	333,000	24	378,000	24	463,000
Antennas		108,000		77,000		7,000		4,000		20,000
Radio & Television Sets		222,000		49,000		103,000		17,000		53,000
Records		750,000		207,000		95,000		219,000		229,000
Miscellaneous		436,000		9,000		128,000		138,000		161,000
Tobacco Products & Supplies	6	31,120,000	6	8,072,000	5	8,918,000	6	8,330,000	9	5,800,000
Cigarettes		28,166,000		7,400,000		8,177,000		7,793,000		4,796,000
Cigars, Pipe Tobacco		2,562,000		603,000		623,000		514,000		822,000
Miscellaneous		392,000		69,000		118,000		23,000		182,000
Transportation & Travel	21	2,937,000	20	666,000	20	935,000	20	631,000	22	705,000
Air		1,470,000		268,000		380,000		425,000		397,000
Bus		665,000		168,000		278,000		50,000		169,000
Rail		702,000		220,000		220,000		136,000		126,000
Miscellaneous		100,000		10,000		57,000		20,000		13,000
Watches, Jewelry, Cameras	17	4,457,000	16	1,362,000	15	1,765,000	22	469,000	21	861,000
Cameras, Accessories, Supplies		289,000		77,000		94,000		75,000		43,000
Clocks & Watches		1,924,000		1,044,000		826,000		11,000		43,000
Jewelry		160,000		21,000		39,000		37,000		63,000
Pens & Pencils		1,988,000		211,000		792,000		323,000		662,000
Miscellaneous		96,000		9,000		14,000		23,000		50,000
Miscellaneous	14	7,171,000	15	1,444,000	13	2,133,000	13	1,629,000	14	1,965,000
Trading Stamps		893,000		162,000		290,000		216,000		225,000
Miscellaneous Products		2,759,000		527,000		915,000		658,000		659,000
Miscellaneous Stores		3,519,000		755,000		928,000		755,000		1,081,000
Total		\$511,704,000		\$119,062,000		\$130,353,000		\$113,184,000		\$149,105,000

TOP 100 SPOT ADVERTISERS

Advertiser	Rank	Total 1958 Expenditure	Advertiser	Rank	Total 1958 Expenditure	Advertiser	Rank	Total 1958 Expenditure
Adell Chemical Co.	3	\$12,324,900	Food Mfrs., Inc.	22	3,259,900	Pacific Tel. & Tel. Co.	88	962,700
Alberto Culver Co.	94	890,900	Ford Motors	84	1,034,100	Parker Pen Co.	97	861,300
American Bakeries	69	1,297,200	General Cigar Co.	87	977,600	Pepsi-Cola Co. Bottlers	23	3,161,000
American Chicle Co.	39	2,089,000	General Foods Corp.	4	11,008,000	Peter Paul, Inc.	92	904,600
American Home Prods. Corp.	10	7,275,600	General Mills, Inc.	27	2,987,100	Philip Morris Co.	16	4,066,700
American Tobacco Co.	26	3,018,200	General Motors Corp.	71	1,257,700	Phillips Petroleum Co.	54	1,608,100
Anheuser-Busch, Inc.	28	2,924,800	Gillette Co.	51	1,715,400	Piel Bros., Inc.	47	1,873,900
Charles Antell, Inc.	29	2,596,300	Great A. & P. Tea Co.	72	1,237,400	Procter & Gamble Co.	1	33,833,100
Atlantic Refining Co.	89	935,700	Gulf Oil Corp.	53	1,608,200	Quaker Oats Co.	59	1,529,900
Atlantis Sales Corp.	98	850,000	Robert Hall Clothes	18	3,994,000	R. J. Reynolds Tob. Co.	33	2,434,300
Avon Products, Inc.	30	2,578,100	Theo. Hamm Brewing Co.	52	1,690,200	H. F. Ritchie	68	1,351,700
P. Ballantine & Sons	73	1,205,800	H. J. Heinz Co.	75	1,198,600	Safeway Stores, Inc.	95	878,100
Block Drug Co.	58	1,533,300	Heublein, Inc.	90	932,000	Salada-Shiriff-Horsey	45	1,895,200
Borden Co.	63	1,484,400	Hills Bros. Coffee, Inc.	80	1,086,200	Jos. E. Schlitz Brew. Co.	49	1,788,700
Bristol-Myers Co.	32	2,525,400	International Latex Corp.	12	5,678,500	Shell Oil Co.	21	3,272,400
Brown & Williamson Tob. Co.	6	9,413,500	Interstate Bakeries	83	1,035,800	Standard Brands, Inc.	15	4,368,300
Bulova Watch Co.	48	1,846,600	Andrew Jergens Co.	24	3,153,300	Standard Oil Co. of Indiana	42	1,964,400
Burgermeister Brewing Co.	77	1,171,800	S. C. Johnson & Son, Inc.	62	1,485,500	Sterling Drug, Inc.	20	3,645,100
Carling Brewing Co.	56	1,556,700	Kellogg Co.	31	2,549,400	Stokely-Van Camp, Inc.	85	990,800
Cartar Products, Inc.	14	4,553,600	Kroger Co.	78	1,170,400	Sun Oil Co.	50	1,744,300
Chesebrough-Pond's, Inc.	79	1,166,900	Levor Brothers	2	16,578,900	Swift & Co.	86	985,000
Coca-Cola Co. Bottlers	19	3,699,300	Liggitt & Meyers Tobacco	55	1,576,800	Tea Council of U.S.A.	99	832,800
Colgate-Palmolive Co.	5	10,998,500	P. Lorillard & Co.	11	6,727,400	Texize Chemicals, Inc.	13	4,704,200
Continental Baking Co.	7	9,223,900	Marathon Corp.	34	2,434,000	Tidy House Products Co.	91	929,800
Continental Can-Na-Va	67	1,387,000	Maybelline Co.	57	1,553,900	U.S. Borax & Chem. Corp.	41	1,988,700
Corn Products Ref. Co.	36	2,344,100	Miles Laboratories, Inc.	9	7,895,900	Vick Chemical Co.	44	1,944,900
Drug Research Corp.	38	2,144,100	Minuto Mold Corp.	100	825,400	Wander Co.	65	1,404,500
Dumas Milner Co.	61	1,486,300	M. J. B. Co.	76	1,180,100	Ward Baking Co.	74	1,202,200
Esso Standard Oil Co.	35	2,383,500	National Biscuit Co.	17	4,023,000	Warner-Lambert Pharma. Co.	8	8,833,100
Eversharp, Inc.	93	891,500	National Brewing Co.	82	1,050,100	Welch Grape Juice Co.	70	1,264,300
Exquisite Form Brassieres	43	1,946,600	Nehl Corp.	64	1,450,100	William Wrigley Jr. Co.	40	2,072,000
Falstaff Brewing Corp.	37	2,288,900	Nestles Co., Inc.	60	1,500,000			
Max Factor & Co.	81	1,073,000	Norwich Pharmaceutical Co.	46	1,877,700			
Fels & Co.	96	877,200	Pabst Brewing Co.	66	1,402,700			
J. A. Falger & Co.	25	3,075,200						

Source: TVB-Rorabaugh

Techniques, sample sizes, costs, and a twelve-month listing of television markets surveyed.

THE RATING SERVICES

AMERICAN RESEARCH BUREAU, INC.

Beltsville, Md.: 4320 Ammendale Road (Webster 5-2600); James W. Miller, Director. New York: 400 Park Avenue (Plaza 1-5577). Monterey Park, Cal.: 234 S. Garfield. Chicago: 2105 Tribune Tower. Los Angeles: 6223 Selma Ave. (Hollywood 1683).

REPORT: ARB TV Nationals

FREQUENCY: Monthly

METHOD: Diary

SAMPLE: 2,000-2,200 different homes each month (telephone homes in major cities)

SURVEY PERIOD: Usually first 7 days of month, alternate week programs following 7 days.

DELIVERY DATE: 3-4 weeks after last survey date.

DATA SUPPLIED: Program coverage, ratings, homes and viewers reached, audience composition.

PROJECTABLE TO: U.S. TV homes.

REPORT: ARB Metropolitan Area reports (one week and one week/four week reports).

FREQUENCY: Monthly to bi-annually, varying with market size.

METHOD: Diary

SAMPLE: 200-500 different telephone homes each month, different homes each week in one week/four week reports.

SURVEY PERIOD: Usually first 7 days of month, one week/four week reports—four consecutive weeks.

DELIVERY DATE: 3-4 weeks after last survey date.

DATA SUPPLIED: Sets-in-use, program ratings, audience composition, and in one week/four week reports 4 week average ratings.

PROJECTABLE TO: TV homes with telephones in survey area.

REPORT: Arbitron (New York and Multi-City)

FREQUENCY: Continuous

METHOD: Electronic Meter

SAMPLE: Currently 231 homes in NY report, currently 454 homes in seven-city report, fixed sample.

SURVEY PERIOD: Continuous

DELIVERY DATE: Following day.

DATA SUPPLIED: NY: sets-in-use, ratings, audience composition monthly (from diaries placed in 300 homes). Multi-city: sets-in-use, rat-

ings, number of cities program telecast. Special tabulations (90 second ratings, audience flow, etc.) available.

PROJECTABLE TO: TV homes in survey area.

ENTERTAINMENT RESEARCH ASSOCIATES

(Division of Home Testing Institute, Inc.) Port Washington, NY: 90 Main St. (Port Washington 7-6363); Henry Brenner, Director.

REPORT: National TV Q-Ratings

FREQUENCY: Monthly

METHOD: National mail consumer panel, questionnaires filled out by all members of family 6 years and over.

SAMPLE: 12,000 homes, fixed sample, 1,000 homes (approximately 750 TV homes) surveyed each month.

SURVEY PERIOD: First week in each month (except Sept.-no report, Oct.-2 reports).

DELIVERY DATE: 21st of each month.

DATA SUPPLIED: Data on approximately 200 TV programs. Fa-

To next page

THE RATING SERVICES *Continued*

miliarity (per cent of respondents who have seen the program) and TV Q-ratings (per cent of those familiar with program who rate it "one of their favorites"); breakdowns by sex and age. Other breakdowns (income, market size, etc.) available.

PROJECTABLE TO: U.S. TV homes.

A. C. NIELSEN CO.

Chicago 45: 2101 Howard St. (Hollycourt 5-4400); A. C. Nielsen, Jr., President. Chicago: 360 N. Michigan Ave. (Franklin 2-3810). New York: 575 Lexington Ave. (Murray Hill 8-1020). San Francisco: 70 Willow Road, Menlo Park (Davenport 5-0021).

REPORT: Nielsen Television Index

FREQUENCY: Semi-monthly, 24 times a year

METHOD: Audimeter

SAMPLE: 1050 TV homes, fixed sample

SURVEY PERIOD: Continuous

DELIVERY DATE: 3 weeks after last survey date to be included in report.

DATA SUPPLIED: Semi-Monthly Rating Reports (pocket-piece): Sets-in-use, program coverage, ratings, shares, homes reached, trends in set-usage and ratings by program types. Bi-Monthly Complete Reports: Additional program data such as minute-by-minute audience flow, audience duplication, cumulative audience, audience by various market breakdowns, etc. Special analysis available.

Multi-network Area Ratings (a breakout of national): Sets-in-use, ratings, shares, and coverage figures for network programming at original telecast-time in 24 cities (41% U.S. TV homes).

National Nielsen Audience Composition Reports: Audience composition issued 3 times a year (from matched sample of 1050 TV homes with audilog).

PROJECTABLE TO: Semi-Monthly, Bi-Monthly and Audience Composition Reports projectable to all U.S. TV homes, Multi-Network Area Ratings projectable to 41% U.S. TV homes.

REPORT: Nielsen Station Index (Television)

FREQUENCY: Various

METHOD: Audimeter and Audi-log—Recordimeter

SAMPLE: Varies by size of market and total reach of individual stations. Not less than 150 different homes reporting a minimum of one week each per report month for the smallest or "metro area" breakout.

SURVEY PERIOD: Monthly reports—4 week cycles, Bi-Monthly reports—8 weeks of broadcasting.

DELIVERY DATE: 3 weeks after last survey date.

DATA SUPPLIED: In monthly reports: Sets-in-use, program metro area ratings and shares, station total homes reached.

In bi-monthly reports: Per broadcast ratings, four week cumulative audiences in metro area and station's complete broadcasting area, audience composition.

PROJECTABLE TO: TV homes in survey area.

REPORT: NCS #3.

METHOD: Mail ballot, personal interview, and audimeter.

SAMPLE: 200,000 homes.

SURVEY PERIOD: Spring, 1958.

DATA SUPPLIED: Daily, weekly, monthly audiences for stations by counties.

THE PULSE, INC.

New York 19: 730 Fifth Ave. (Judson 6-3316); Dr. Sydney Roslow, Director. Los Angeles 48: 6399 Wilshire Blvd.; Edwin Cahn, Director. Chicago: 435 N. Michigan Ave.; George Herro, Director.

REPORT: U.S. Pulse TV

FREQUENCY: Monthly

METHOD: Personal interview, roster recall, different homes each month.

SAMPLE: 5,000 per once-a-week program, 20,000 per daytime strip.

SURVEY PERIOD: Usually first 7 days of each month.

DELIVERY DATE: 30 days after completion of interviewing.

DATA SUPPLIED: Ratings in 22 individual markets and weighted average ratings for network programs and spot film programs, audience composition, information on special questions (cigarette smoking, automobile usage, etc.).

PROJECTABLE TO: TV homes in survey area.

REPORT: Telepulse Reports

FREQUENCY: 22 markets monthly, 178 markets variously.

METHOD: Personal interview, roster recall, different homes each month.

SAMPLE: 200 homes per quarter-hour in single station markets, 300-400 per quarter-hour in multi-station markets.

SURVEY PERIOD: Blind week.

DELIVERY DATE: 30 days after completion of interviewing.

DATA SUPPLIED: Quarter-hour sets-in-use and ratings, program audience composition.

PROJECTABLE TO: TV homes in survey area.

TRENDEX, INC.

New York 17: 535 Fifth Ave. (Murray Hill 2-1182); Edward G. Hynes, Jr., President; Robert Rogers, Executive Vice-President; Mary Smith, Vice President.

Qualitative Research, Inc. (Subsidiary) Jack Boyle, President.

REPORT: TV Program Popularity

FREQUENCY: Monthly

METHOD: Telephone-coincidental in non-toll areas in 20 markets, each having 3 or more VHF stations.

SAMPLE: 1,000 calls per half-hour evening, different homes each month.

SURVEY PERIOD: Usually first 7 days of month.

DELIVERY DATE: 15th of each month (overnight on special orders).

DATA SUPPLIED: Sets-in-use, program ratings and shares. (On special order, brand last-purchased data in top 75 markets.)

PROJECTABLE TO: Telephone subscribing TV homes in the 20 cities.

REPORT: Television Advertisers' Report (Supplement to Popularity Report).

FREQUENCY: Every two months.

METHOD: Telephone-coincidental in non-toll areas in 20 markets, each having 3 or more VHF stations.

SAMPLE: 1,000 calls per half-hour evening, different homes each month.

SURVEY PERIOD: Usually first 7 days of month, alternate week programs and sponsors following 7 days.

DELIVERY DATE: 30th of every other month.

DATA SUPPLIED: Audience composition, program selectivity and sponsor identification.

PROJECTABLE TO: Telephone subscribing TV homes, 20 cities.

VIDEODEX, INC.

New York 17: 342 Madison Ave.
Murray Hill 7-8837; Allan Jay,
Manager.

REPORT: Network TV Ratings

FREQUENCY: Monthly

METHOD: Diary

SAMPLE: 9,200 tabulated diaries,
rotating panel each month, each
home included in 6 reports.

SURVEY PERIOD: First 7 days in
month except when subject to holi-
day bias.

DELIVERY DATE: 21st of each
month.

DATA SUPPLIED: Sets-in-use, pro-
gram coverage, ratings, and homes
reached, audience composition by
time periods, opinions of programs
and commercials (quarterly). Multi-
city reports (broken out from na-
tional) supply 27 individual city
ratings for network programs and
spot shows. Special tabulations avail-
able.

PROJECTABLE TO: All TV
homes in the telecast area.

REPORT: Individual City Video-
dex Reports.

FREQUENCY: Monthly, quarterly,

and three times annually.

METHOD: Diary

SAMPLE: An average of 350-450
homes; 250 in single station markets,
up to 600 in multi-station markets.

SURVEY PERIOD: 7 days of each
month, usually early.

DELIVERY DATE: 3 weeks after
last survey date.

DATA SUPPLIED: Quarter-hour
sets-in-use, program ratings, shares
and viewers.

PROJECTABLE TO: All TV
homes in the telecast area.

CALENDAR OF LOCAL RATING REPORTS

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Bilene—Sweetwater			P	A\$						A\$	A	
Broken			V			V			V			V
Albany—Schenectady			V			V			V			V
Albany—Schenectady—Troy	A†		N	A†,P				N		P	A†	
Albuquerque			A†,V	P		V			V		A†,P	V
Altoona			V	A\$		V			V	A\$		V
Amorillo	P	A†	V		A†	V	P		V		A†	V
Anchorage											P	
Asheville			V	P		V			V			V
Atlanta	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V
Augusta			P,V			V			V		P	V
Austin, Minn.				A\$						A\$		
Austin, Texas			V			V			V			V
Bakersfield			A†,V		P	A†,V			P,V		A†	V
Baltimore	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V
Bangor			P,V	A\$		V			V	A\$	P	V
Baton Rouge		A†	V		A†	P,V			V		A†	P,V
Beaumont			V			V			V			V
Beaumont—Port Arthur		A†		P	A†						A†	P
Bellings				A\$						A\$		
Binghamton			V	A\$		V			V	A\$		V
Birmingham	P,V	P,V	A†,P,V	P,V	N,P,V	A†,N ,P,V	P,V	P,V	P,V	P,V	A†,N,P,V	N ,P,V
Bismark										P		
Bloomington, Ind.			V			V			V			V
Boise			P	A\$						A\$		P
Boston	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V
Bristol—Johnson City				A†							A†	
Buffalo	A†,P,V	N,P,V	N*,P,V	P,V	A†,N,P,V	N*,P,V	P,V	P,V	P,V	P,V	A†,N,P,V	N*,P,V
Burlington			V			V			V			V
Burlington—Plattsburg				A†							A†	
Cadillac				V				V				V
Cape Girardeau			V			V			V			V

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CALENDAR OF LOCAL RATING REPORTS (Continued)

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Cedar Rapids			A†,V			A†,V			V		A†,P	V
Champaign			V			V			V			V
Charleston, S. C.			V	A†,P		V			P,V		A†	V
Charleston, W. Va.		A†			A†						A†	
Charleston—Huntington, W. Va.			V	P		V			V	P		V
Charlotte	V	A†,V	P,V	N,V	A†,V	V	V	V	V	P,V	A†,N,V	V
Chattanooga			A†,V			A†,P,V			V		A†	P,V
Chicago	A,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V
Chico			V			V			V			V
Cincinnati	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V
Cleveland	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V
Colorado Springs			P	A\$,V				V	P	A\$		V
Columbia, Mo.			V			V		V	V			V
Columbia—Jefferson City, Mo.			P	A\$						A\$		
Columbia, S. C.			V	A†		V		P	V		A†	V
Columbus, Ga.			P,V			V			V			V
Columbus, Ohio	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V
Corpus Christi			V	A\$		P,V		V	A\$		V	V
Dallas	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Dallas—Ft. Worth	A,N	A,N*	A,N*	A,N*	A	A	A,N	A,N*	A	A	A,N	A,N*
Davenport—Rock Island		A†	P,V			A†,V			V	P	A†	V
Dayton	P,V	P,V	A†,P,V	N,P,V	N*,P,V	A†,P,V	N,P,V	N*,P,V	P,V	P,V	A†,N,P,V	N*,P,V
Decatur, Ill.			V			V		V	V			V
Decatur—Springfield				A\$						A\$		
Denver	A†	N	A†,P,V		A†	P,V	N		P,V		A†	P,V
Des Moines	A†		N,P,V	A†		V	N		P,V		A†,V	A†,V
Detroit	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V
Duluth			V			V			V		V	V
Duluth—Superior				A†,P							A†,P	
El Dorado				A\$						A\$		
El Paso			A†,V		P	A†,V			V		A†	P,V
Erie			P,V	A\$		V			V	A\$,P		V
Eureka				A\$						A\$		
Evansville		A†				A†					A†,P	
Evansville—Henderson			V			V			V			V
Fairbanks			P									
Fargo			V	A\$		V			V	A\$		V
Flint				A\$						A\$		
Florence				V				V				V
Fort Smith			V			V			V			V
Fort Wayne		A†	V	P		A†,V			V		A†	V
Fort Worth	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V	V	P,V
Fresno	P	A†	N,V	P	A†	V	N,P		V	P	A†	N,V
Galveston—Houston		P		P		P		P		P	P	
Grand Island—Hastings				A\$						A\$		
Grand Rapids	V	V	V	V	V	V	V	V	V	V	V	V
Grand Rapids—Kalamazoo		A†			A†				P		A†	
Green Bay			P,V	A†		V			V		A†,P	V
Greensboro				P,N							N	
Greensboro—Winston Salem			A†,V			A†,V			V		A†	V

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Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Greenville, N. C.			V			V			V			V
Greenville—Washington, N. C.				A§						A§		
Greenville—Washington—New Bern, N. C.				P								
Greenville, S. C.			V			V			V			V
Greenville—Spartanburg, S. C.				P								
Greenville—Spartanburg—Asheville, S. C.			A								A	
Hannibal—Quincy			P,V	A§		V		V		A§	P	V
Hartlingen				V				V				V
Harrisburg, Pa.		A†	V		A†	V			V		A†	P,V
Hartford	A†	P	N		A†			N		A†	P	A†,N
Hastings				V				V				V
Honolulu		A†			P	A†					A†,P	
Houston	N	A†,P,N*	V	P	A†,N	N*,P,V		P	A†,V	P	A†,N,P	N*,V
Huntington		A†			A†						A†	
Hutchinson—Wichita			V			V			V			V
Indianapolis	A†,N	N*	A†,V	N,P	A†,N*	V	N	N*	V	A†,P	N	A†,N*,V
Jackson, Miss.		A,P	V			P,V			V	A†	P	V
Jacksonville			A†,V	P		A†,V			V	P	A†	V
Johnson City				V				V				V
Johnstown			V	A†		V			V	P		A†,V
Joplin				V				V				V
Joplin—Pittsburgh		P		A†				P		A§		
Kalamazoo	V	V	V	V	V	V	V	V	V	V	V	V
Kansas City	A†,N,P	N*	A†,N,V	N*,P		A†,N,V	N*,P		V	A†	N,P	A†,N*,V
Kearney				A§						A§		
Knoxville		P	A†,V			V			V		A†,P	V
La Crosse				A§						A§		
Lafayette				A§						A§		
Lake Charles			P,V			V			V		P	V
Lancaster			V			V			V			V
Lansing	P		V			V			V			V
Las Vegas				A§	P					A§		P
Lexington				V				V				V
Lincoln	V	V	V	A§,V	V	V	V	V	V	A§,V	V	V
Little Rock		A†	V	P		A†,V			V		A†,P	V
Los Angeles	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V
Louisville		A†,N,P	N*,V			A†,P	N	N*	V		A†,N,P	N*,V
Lower Rio Grande Valley				A§						A§		
Lubbock			P,V	A§		V			V	A§	P	V
Lufkin				A§						A§		
Lynchburg			V			V			V			V
Macon			P	V				V			P	V
Madison			A†,V	P		V			V	P	A†	V
Manchester			V			V			V			V
Marietta—Parkersburg											P	
Mason City				A§						A§		
Mason City—Albert Lea—Austin			P									
Memphis	N*	A†,P	N,V	N*	A†,P	V	N	N*	P,V	A†,N*	P	A†,N,V

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CALENDAR OF LOCAL RATING REPORTS (Continued)

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Miami	A,N*,V	A,P,V	A,N,V	A,N*,V	A,V	A,P,V	A,N,V	A,N*,V	A,V	A,V	A,P,V	A,N,V
Midland			V			V			V			V
Milwaukee	A†,N,P,V	N*,P,V	A†,N,P,V	N*,P,V	A†,P,V	N,P,V	A†,N*,P,V	P,V	P,V	A†,P,V	N,P,V	A†,N*,P,V
Minneapolis	V	V	V	V	V	V	V	V	V	V	V	V
Minneapolis—St. Paul	A,N,P	A,N*,P	A,N,P	A,N*,P	A,N,P	A,N*,P	A,N,P	A,N*,P	A,P	A,P	A,N,P	A,N*,P
Mobile			A†,P,V			A†,V			P,V		A†	V
Monroe				A§						A§		
Montreal		P				P				P		
Montgomery			V	A†,P		V			V		A†,P	V
Muncie			V			V			V			V
Nashville		A†	V	N,P	A†	V		N	V		A†,P	V
New Britain—Hartford			V			V			V			V
New Haven		P	V	A§		V			V	A§	P	V
New Orleans	A,N*,P	A,P	A,N,P,V	A,N*,P	A,P	A,P,V	A,N,P	A,N*,P	A,P,V	A,P	A,P	A,N,P,V
New York	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V	A†,N,P,V	A†,N*,P,V
Norfolk		P	A†,V	N	P	A†,V		N	V		A†,P	V
Odessa—Midland				A§,P						A§		
Oklahoma City	P	N	A†,V		A†	N,P,V			V		A†,P	N,V
Omaha	A†	N	A†,P,V			A†,N,P,V			P,V		A†,N	P,V
Orlando			V			V			V			V
Orlando—Daytona Beach					A†						A†	
Ottumwa				A§						A§		
Paducah				A§						A§		
Pensacola			V	A§		V			V		A§	V
Peoria			A†,P,V		A†	V			V		A†,P	V
Philadelphia	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V
Phoenix			AT,P,V			AT,P,V			V		A†,P	V
Pittsburgh	A,N,V	A,N*,P,V	A,N,V	A,N*,P,V	A,V	A,P,V	A,N,V	A,N*,P,V	A,V	A,N,P,V	A,N*,V	A,P,V
Portland, Me.			V	A†		V			V	P	A†	V
Portland, Ore.	A†,P	N,P	A†,N*,P,V	P		A†,N,V	N*		P,V	A†,P	N,P	A†,N*,P,V
Providence	A†,P	P	P,V	N,P	A†,N*,P	P,V	N,P	N*,P	P,V	N,P	A†,N*,P	P,V
Pueblo			P	A§					P	A§		
Raleigh—Durham		A†	V			A†,V			V	P	A†	V
Redding—Red Bluff—Chico				A§						A§		
Richmond	P	A†	N,P,V		A†,P	V	N,P		P,V	A†	P	A†,V
Rio Grand Valley		P						P				
Roanoke			A†,V			A†,V			V		A†	V
Roanoke—Lynchburg				P								
Rochester, N. Y.		A†	P,V			A†,V			V	P	A†	V
Rockford			A†,V			A†,V			V		A†,P	V
Sacramento		N	P,V	N		V	N		V	P	N	V
Sacramento—Stockton Valley		A†	A†	A†	A†	A†	A†			A†	A†	A†
Saginaw—Bay City			V	A§		V			V	A§		V
Saginaw—Bay City—Midland							P					
St. Louis	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V	A,N,P,V	A,N*,P,V
Salinas			V			V			V			V
Salinas—Monterey										P		

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Sanas—Monterey— Santa Cruz				A§						A§		
San Lake City	P	N	V	N		V	N,P		V	P	N	N,V
San Lake City—Ogden— Provo		A†				A†					A†	
San Antonio	P,V	V	A†,P,V	V	P,V	A†,V	P,V	V	P,V	V	A†,P,V	V
San Diego	A†,P	N,P	A†,N*,V	A†,N,P	N*,P	A†,V	P	P	V	A†,N,P	N*,P	A†,V
San Francisco	A,N*,V	A,N,V	A,N*,V	A,N,V	A,N*,V	A,N,V	A,N*,V	A,N,V	A,N*,V	A,N,V	A,N*,V	A,N,V
San Francisco—Oakland	P	P	P	P	P	P	P	P	P	P	P	P
San Luis Obispo				A§						A§		
Santa Barbara		P	V			V			V			V
Spannah			P,V	A§		V			V	A§	P	V
Stanton—Wilkes-Barre		A†	V	P	A†	V			V		A†,P	V
Stittie	P	P	P	P	P	P,V	P	P	P	P	P	P
Stittie—Tacoma	A,N	A,N*	A,N,V	A,N*	A,N	A,N*	A	A	A,V	A,N	A,N*	A,V
Steveport	P	A†	V		A†	P,V			V		A†	V
Sux City	P		A†,V			V		P	V	A†		V
Sux Falls				A§						A§		
South Bend—Elkhart		A†,P	V			A†,V		P	V		A†	V
Spokane	P	A†	N,V	P		V		N	V	P	A†	V
Springfield, Ill.			P	V				V		P		V
Springfield, Mass.	P			P			P			P		
Springfield—Holyoke			V	A§		V			V	A§		V
Springfield, Mo.			V	A§		V	P		V	A§		V
Sracuse	A†		P,V	N	A†	V	P	N	V		A†,P	V
Tacoma	P			P			P			P		
Tampa—St. Petersburg			A†,V			A†,P,V			V		A†,P	V
Temple			P,V			V			V	P		V
Temple—Waco				A§						A§		
Terre-Haute			V			V			V			V
Warkana				A§						A§		
Walledo	P,V	A†,V	V	P,V	V	A†,V	V	V	V	P,V	A†,V	V
Wapeka				A§						A§		
Warronto		P				P				P		
Wacsson			P,V	A†		V			V	P	A†	V
Walsa		P	A†,N,V			A†,N,P,V			V		A†,N,P	V
Wler				A§						A§		
Wca			V			V			V			V
Waco		P							P			
Washington, D. C.	A,N*,P,V	A,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,P,V	A,N,P,V	A,N*,P,V	A,N,P,V
Waterloo											P	
West Palm Beach		P	V	A§		V			V	A§		V
Wheeling—Steubenville			A†,P,V			A†,V			V		A†,P	V
Wichita		A†,N	A†,P		A†	N				A†,P		A†
Wichita Falls			A†,V		P	V			V		A†	P,V
Wilmington, Del.		P										
Winston—Salem				P								
Wark			V		P	V			V			V
Wungstown		A†	V	P	A	V			P,V		A†	V
Wama—El Centro				A§						A§		

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penetrating the charcoal

gray curtain

To quote Foote, Cone & Belding's president Fairfax Cone: "... every moment of the reader's and viewer's time has become more precious.

Our competition is for time . . .

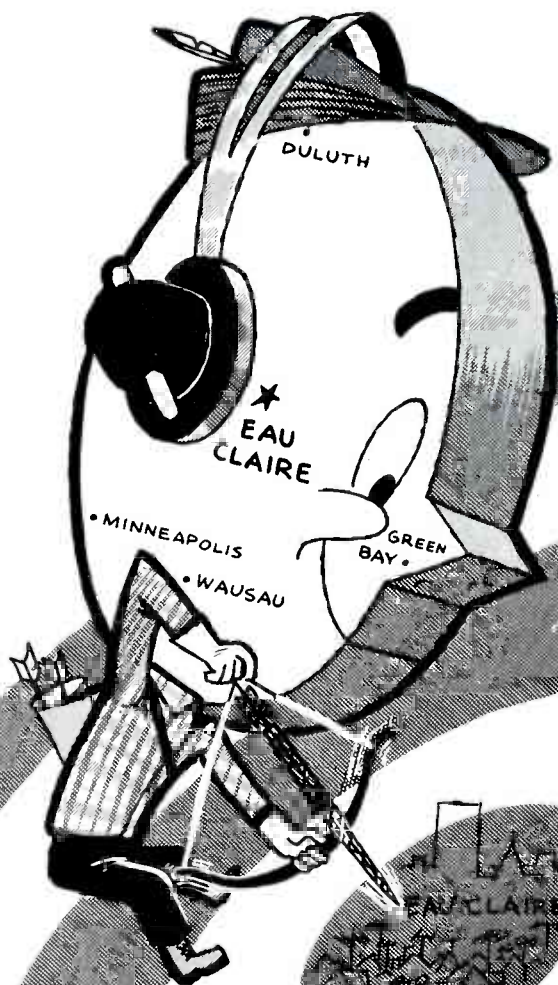
advertising must reach new creative heights to capture attention. Ordinary advertising won't do this."

And ordinary editorial coverage won't do it either. To penetrate the charcoal gray curtain and reach the decision makers, to capture the attention, the readership of the busy TV executive, TELEVISION MAGAZINE has invested heavily in special research projects that go considerably beyond the usual trade paper coverage.

Publishing essential information not available elsewhere, such as TV set count, TV market data and continuing brand studies is a policy that has made TELEVISION MAGAZINE the industry's one authoritative source for the facts and figures of TV advertising.

This is the kind of coverage that sets TELEVISION MAGAZINE apart from other publications in the field —and is your guarantee of maximum readership of the magazine and its advertising.

TELEVISION
MAGAZINE



**YOU
CAN'T
MISS!**

with

WEAU-TV

Eau Claire the

BIG CHEESE

IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving a giant land of $\frac{3}{4}$ million people and two million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

See your Hollingbery man
in Minneapolis, see BILL HURLEY

Defining each television market in terms of counties covered; 1958 market data correlated to these television areas.

TELEVISION MARKETS

The backbone of TELEVISION MAGAZINE's comprehensive reevaluation of all television markets has been provided by the Nielsen Coverage Service Number 3, where this has been made available by CBS subscribers. In working with the Nielsen data, it became apparent that any cut-off plan rigidly applied could not provide an accurate picture of station coverage.

The method adopted by TELEVISION MAGAZINE utilizes a flexible cut-off point of 25% based on a nighttime weekly-viewing index. Normally a county will be credited to a market if one quarter of the TV homes in that county view the market's dominant station at least one night a week. This plan was arrived at after careful study, testing of various formulae and consulting with a number of the country's major advertising agencies.

The coverage picture is constantly shifting with the emergence of new stations, changes in power, antenna, and transmitter site moves by older stations. For this reason, the TELEVISION MAGAZINE research department is continuously re-examining markets and revising its market data accordingly.

In addition to the Nielsen Coverage Service, ARB "A to Z" Reports and, in some cases, ARB and Pulse rating reports were used.

There are certain markets where it has been impossible to evaluate the available data. These markets are being restudied and new figures will be

reported only when TELEVISION MAGAZINE's research department is convinced that a sound estimate can be made.

Since a television station usually covers a much greater area than the standard metropolitan county area (see market comparison, p. 161), it is essential for the advertiser to have market data specifically correlated with TV coverage.

Listed on the following pages, for each TV market, are:

- 1) Television Homes
- 2) Total Households
- 3) Population
- 4) Retail Sales
- 5) Counties covered

The market statistics are based on estimates from *Sales Management's* 1958 "Survey of Buying Power" (copyright, *Sales Management*; reproduction not licensed).

The counties listed for each market on the following pages are those covered by the station with the maximum coverage in that market. Figures for each station may vary according to channel, power, affiliation, antenna height, etc.

STORER BUYING FACTS

ATLANTA Market Ranking #25

TV HOMES	555,300
POPULATION	2,610,600
FAMILIES	680,400
RETAIL SALES	\$2,491,082,000



ATLANTA'S BEST BUY

The Early, Early Show

The Early Show "Theatre 5"

Saturday Nights—Big Movie Double Feature

United Artists • Rocket 86

Warner Brothers • NTA • RKO

Screen Gems • Medallion • ABC

and many more first runs.

ATLANTA'S

WAGA-TV STORER



Storer Broadcasting Company

WAGA-TV
ATLANTA, GA.

WJW-TV
CLEVELAND, OHIO

WJBK-TV
DETROIT, MICH.

WITI-TV
MILWAUKEE, WIS.

WSPD-TV
TOLEDO, OHIO

THE TELEVISION MARKETS

BRIDGEMAN, S.D. — Data incomplete

BRENE, Tex.
 TV Homes 75,800
 Total Households 102,200
 Population 345,200
 Retail Sales \$382,590,000

BROWN, S.D.: Brown, Callahan, Coke, Coleman, Conche, Concho, Eastland, Fisher, Haskell, Jones, McCulloch, Menard, Mitchell, Nolan, Roberts, Scurry, Shackelford, Stephens, Stonewall, Throckmorton, Young

OKLAHOMA: Atoka, Bryan, Carter, Choctaw, Garvin, Haskell, Hughes, Johnston, Latimer, Love, Marshall, Murray, Okfuskee, Pittsburg, Pottawatomie, Pushmataha, Seminole

OHIO: Summit
 TV Homes 168,400
 Total Households 148,900
 Population 496,200
 Retail Sales \$667,871,000

FLORIDA: Baker, Berrien, Brooks, Calhoun, Chattahoochee, Clay, Colquitt, Cook, Crisp, Dade, Dooly, Dougherty, Early, Grady, Irwin, Jones, Macon, Marion, Miller, Mitchell, Pulaski, Randolph, Schley, Seminole, Stewart, Taylor, Terrell, Thomas, Tift, Turner, Wilcox, Worth

NEW YORK: Albany, Columbia, Delaware, Dutchess, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Ulster, Warren, Washington

VERMONT: Addison, Bennington, Chittenden, Franklin, Grand, Washington, Windsor

NEW MEXICO: Bernalillo, Catron, Colfax, Guadalupe, Harding, Lincoln, Los Alamos, Luna, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Union, Valencia

NEW MEXICO: Bernalillo, Catron, Colfax, Guadalupe, Harding, Lincoln, Los Alamos, Luna, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Union, Valencia

NEW MEXICO: Bernalillo, Catron, Colfax, Guadalupe, Harding, Lincoln, Los Alamos, Luna, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Union, Valencia

La Plata, Mineral, Montezuma, Pitkin, Rio Grande, Saguache, San Juan;

NEW MEXICO: Bernalillo, Catron, Colfax, Guadalupe, Harding, Lincoln, Los Alamos, Luna, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Union, Valencia

ALEXANDRIA, La.
 TV Homes 88,900
 Total Households 132,400
 Population 503,300
 Retail Sales \$359,362,000

LOUISIANA: Allen, Avoyelles, Beauregard, Caldwell, Catahoula, Concordia, Evangeline, Grant, LaSalle, Natchitoches, Rapides, Sabine, St. Landry, Vernon, Winn;

MISSISSIPPI: Adams

ALEXANDRIA, Minn.
 TV Homes 51,000
 Total Households 66,600
 Population 278,200
 Retail Sales \$288,512,000

MINNESOTA: Chippewa, Douglas, Grant, Kandiyohi, Morrison, Pope, Stearns, Stevens, Swift, Todd

ALTOONA, Pa.
 TV Homes 290,300
 Total Households 331,600
 Population 1,187,500
 Retail Sales \$1,150,311,000

MARYLAND: Allegany 20%;

PENNSYLVANIA: Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Clinton, Elk, Forest 20%, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, Mifflin, Perry, Snyder, Somerset;

WEST VIRGINIA: Hampshire, Morgan

AMARILLO, Tex.
 TV Homes 106,200
 Total Households 140,600
 Population 482,200
 Retail Sales \$606,636,000

KANSAS: Grant, Hamilton, Haskell, Kearny, Morton, Seward, Stanton, Stevens;

NEW MEXICO: Colfax, Curry, Harding, Quay, Union;

OKLAHOMA: Beaver, Cimarron, Texas;

TEXAS: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler

AMES, Iowa
 TV Homes 313,800
 Total Households 347,100
 Population 1,111,600
 Retail Sales \$1,334,170,000

IOWA: Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Butler, Calhoun, Carroll, Cass, Clarke, Dallas, Decatur, Emmet, Franklin, Greene, Grundy, Guthrie, Hamilton, Hancock, Hardin, Humboldt, Jasper, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Sac, Shelby, Story, Tama, Union, Wapello, Warren, Wayne, Webster, Winnebago, Wright

ANDERSON, S.C.
 TV Homes 13,700
 Total Households 23,800
 Population 90,600
 Retail Sales \$78,753,000

SOUTH CAROLINA: Anderson

ARDMORE, Okla.
 TV Homes 30,400
 Total Households 39,900
 Population 136,400
 Retail Sales \$122,202,000

OKLAHOMA: Bryan, Carter, Garvin, Johnston, Love, Marshall, Murray

ASHEVILLE, N.C., GREENVILLE-SPARTANBURG, S.C.
 TV Homes 387,400
 Total Households 499,900
 Population 1,966,500
 Retail Sales \$1,538,055,000

GEORGIA: Banks, Barrow, Clarke, Elbert, Franklin, Hart, Jackson, Lincoln, Madison, Stephens, Taliaferro, Wilkes;

KENTUCKY: Harlan;

NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Cleveland, Gaston, Graham, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey;

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Spartanburg, Union, York;

TENNESSEE: Greene, Jefferson

ATLANTA, Ga.
 TV Homes 555,300
 Total Households 680,400
 Population 2,610,600
 Retail Sales \$2,491,082,000

ALABAMA: Chambers, Cherokee, Clay, Cleburne, Coosa, Randolph;

GEORGIA: Atkinson, Baldwin, Banks, Barrow, Bartow, Ben Hill, Berrien, Bibb, Bleckley, Butts, Carroll, Chattahoochee, Chattoogo, Cherokee, Clarke, Clayton, Cobb, Coffee, Coweta, Crawford, Crisp, Dade, Dawson, DeKalk, Dodge, Dooley, Douglas, Elbert, Fannin, Fayette, Floyd,

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ATLANTA, Ga. — Continued

Forsyth, Franklin, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Hancock, Haralson, Harris, Hart, Heard, Henry, Houston, Irwin, Jackson, Jasper, Jeff Davis, Johnson, Jones, Lamar, Lincoln, Lumpkin, Macon, Madison, Marion, Meriwether, Monroe, Morgan, Murray, Newton, Oconee, Oglethorpe, Paulding, Peach, Pickens, Pike, Polk, Pulaski, Putnam, Rabun, Rockdale, Schley, Spaulding, Stephens, Stewart, Sumter, Talbot, Taliaferro, Taylor, Telfair, Towns, Troup, Turner, Twiggs, Union, Upson, Walton, Washington, Webster, Wheeler, White, Whitfield, Wilcox, Wilkes, Wilkinson, Worth;

NORTH CAROLINA: Cherokee, Clay, Macon;

TENNESSEE: Polk

AUGUSTA, Ga.

TV Homes 186,300
 Total Households 260,700
 Population 1,032,300
 Retail Sales \$716,979,000

GEORGIA: Ben Hill, Bulloch, Burke, Candler, Columbia, Effingham, Elbert, Emanuel, Glascock, Greene, Hart, Jeff Davis, Jefferson, Jenkins, Johnson, Laurens, Lincoln, McDuffie, Montgomery, Oglethorpe, Richmond, Screven, Taliaferro, Tattnall, Telfair, Toombs, Treutlen, Twiggs, Warren, Washington, Wheeler, Wilkes, Wilkinson;

SOUTH CAROLINA: Abbeville, Aiken, Allendale, Bamberg, Barnwell, Calhoun, Edgefield, Fairfield, Greenwood, Hampton, Jasper, Lexington, McCormick, Newberry, Orangeburg, Saluda

AUSTIN, Minn.

TV Homes 119,900
 Total Households 135,000
 Population 463,300
 Retail Sales \$572,033,000

IOWA: Cerro Gordo, Chickasaw, Floyd, Franklin, Hancock, Howard, Kossuth, Mitchell, Winnebago, Worth;

MINNESOTA: Dodge, Faribault, Fillmore, Freeborn, Martin, Mower, Olmsted, Steele, Waseca

AUSTIN, Tex.

TV Homes 145,300
 Total Households 189,600
 Population 693,500
 Retail Sales \$715,015,000

TEXAS: Bastrop, Bell, Blanco, Brazos, Burleson, Burnet, Caldwell, Comal, Concho, Coryell, Fayette, Gillespie, Gonzales, Guadalupe, Hays, Kerr, Kimble, Lampasas, Lavaca, Lee, Llano, McCulloch, Mason, Menard, Milam, Mills, Robertson, San Saba, Travis, Williamson

BAKERSFIELD, Cal.††

TV Homes 167,600
 Total Households 165,500
 Population 554,400
 Retail Sales \$731,507,000

CALIFORNIA: Fresno 50%, Kern, Kings, Tulare

†† Unadjusted for new data pending further study.

BALTIMORE, Md.

TV Homes 651,300
 Total Households 697,100
 Population 2,474,500
 Retail Sales \$2,939,918,000

DELAWARE: Sussex;

MARYLAND: Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Prince George 25%, Queen Annes, Somerset, Talbot, Wicomico, Worcester;

PENNSYLVANIA: Adams, York

BANGOR, Me.

TV Homes 116,900
 Total Households 133,800
 Population 485,300
 Retail Sales \$522,624,000

MAINE: Aroostook, Franklin, Hancock, Kennebec, Knox, Penobscot, Piscataquis, Somerset, Waldo, Washington

BATON ROUGE, La.

TV Homes 255,600
 Total Households 356,000
 Population 1,369,900
 Retail Sales \$1,188,060,000

LOUISIANA: Acadia, Allen, Ascension, Assumption, Avoyelles, Cameron, Catahoula, Concordia, E. Baton Rouge, E. Feliciana, Evangeline, Iberia, Iberville, Jeff Davis, Lafayette, Lafourche, Livingston, Pointe Coupee, Rapides 25%, St. Charles, St. Helena, St. James, St. John Bapt., St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Vermilion, Washington, W. Baton Rouge, W. Feliciana;

MISSISSIPPI: Adams, Amite, Claiborne, Franklin, Jefferson, Lamar, Marion, Pike, Walthall, Wilkinson

BAY CITY-SAGINAW, Mich.

TV Homes 298,900
 Total Households 322,000
 Population 1,125,700
 Retail Sales \$1,312,005,000

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

BEAUMONT-PORT ARTHUR, Tex.

TV Homes 148,100
 Total Households 189,500
 Population 674,800
 Retail Sales \$720,064,000

LOUISIANA: Allen, Beauregard, Calcasieu, Cameron, Jeff Davis, Sabine, Vernon;

TEXAS: Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk, Sabine, San Jacinto, Trinity, Tyler

BELLINGHAM, Wash.

TV Homes 51,800
 Total Households 61,800
 Population 190,500
 Retail Sales \$192,586,000

WASHINGTON: Clallam, Island, San Juan, Skagit, Snohomish 15%, Whatcom

BIG SPRING, Tex.

TV Homes 23,700
 Total Households 31,600
 Population 113,300
 Retail Sales \$137,629,000

TEXAS: Borden, Coke, Dawson, Howard, Martin, Mitchell, Scurry

BILLINGS, Mont.

TV Homes 46,300
 Total Households 75,300
 Population 245,400
 Retail Sales \$308,000,000

MONTANA: Big Horn, Carbon, Custer, Fergus, Garfield, Golden Valley, Judith Basin, Musselshell, Park, Petroleum, Phillips, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone

WYOMING: Big Horn, Hot Springs, Johnson, Park, Sheridan, Teton, Washakie, Yellowstone Park

BINGHAMTON, N.Y.

TV Homes 323,200
 Total Households 365,500
 Population 1,235,500
 Retail Sales \$1,308,249,000

NEW YORK: Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Steuben, Tioga, Tompkins;

PENNSYLVANIA: Bradford, Lackawanna, Lycoming, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

BIRMINGHAM, Ala.

TV Homes 418,500
 Total Households 550,500
 Population 2,102,100
 Retail Sales \$1,662,143,000

ALABAMA: Bibb, Blount, Calhoun, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, Dallas, Elmore, Etowah, Fayette, Franklin, Greene, Hale, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Madison, Marengo, Marion, Marshall, Morgan, Perry, Pickens, Saint Clair, Shelby, Talladega, Tallapoosa, Tuscaloosa, Walker, Wilcox, Winston;

MISSISSIPPI: Choctaw, Clay, Lowndes, Monroe, Noxubee, Oktibbeha

BISMARCK, N.D.

TV Homes 50,400
 Total Households 73,600
 Population 282,700
 Retail Sales \$281,713,000

NORTH DAKOTA: Adams, Billings, Bowman, Burleigh, Dickey, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, LaMoure, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Pierce, Sheridan, Sioux, Slope, Stark, Stutsman, Wells;

SOUTH DAKOTA: Butte, Campbell, Corson, Dewey, Edmunds, Harding, McPherson, Perkins, Walworth, Ziebach

BLOOMINGTON, Ind.

TV Homes 626,400
 Total Households 669,100
 Population 2,167,300
 Retail Sales \$2,520,527,000

How dominant can you be?

In the 3-V-station Atlanta market

the WSB-TV share of sets in use
as shown by January ARB...

454

*Sign-on to sign-off, Sunday through Saturday — the whole works!
While WSB-TV racked up 45.4% of the sets-in-use, station B
barely made the thirties, station C was in the low twenties. Even
more dominating is the WSB-TV position in audience ratings. Of
the 452 quarter-hours measured WSB-TV led in 56.4% of them.
Check the records — it's the same story month after month. Cer-
tainly your advertising in Atlanta belongs on WSB-TV.*

WSB / TV

Represented by Edw. Petry & Co.
Affiliated with the Atlanta Journal and
Constitution. NBC affiliate.

**YOUR ONLY WAY
TO SELL
A BIG MARKET!**

WWTV—

SERVING THE

*"Solid Gold
Cadillac"*

MARKET!



NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes and nighttime weekly circulation in 106,130 homes in 36 Northern Lower Michigan counties.

WWTV, Cadillac, offers lower cost coverage and far greater popularity than any other advertising medium in Northern Lower Michigan!

WWTV covers 36 Michigan counties in which you'd need 13 daily newspapers and 16 radio stations to get the same kind of audiences. And, in this area, Pulse rates WWTV *first* in 152 out of 168 quarters surveyed!

Add WWTV to your WKZO-TV schedule and get all the rest of out-state Michigan worth having. *If you want it all, give us a call!*

WWTV

316,000 WATTS • CHANNEL 13 • 128' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

BLOOMINGTON, Ind. — Continued

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

BLUEFIELD, W. Va.

TV Homes	122,300
Total Households	173,000
Population	735,800
Retail Sales	\$447,992,000

KENTUCKY: Pike;

VIRGINIA: Bland, Buchanan, Carroll, Giles, Grayson, Russell, Smyth, Tazewell, Wythe;
WEST VIRGINIA: Greenbrier, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, Wyoming

BOISE, Idaho

TV Homes	67,500
Total Households	86,900
Population	288,100
Retail Sales	\$358,266,000

IDAHO: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Twin Falls, Valley, Washington;

OREGON: Grant, Harney, Lake, Malheur, Wheeler

BOSTON, Mass.

TV Homes	1,418,100
Total Households	1,542,200
Population	5,285,400
Retail Sales	\$6,517,441,000

CONNECTICUT: Windham;

MAINE: York;

MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Franklin, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;

NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Hillsboro, Merrimack, Rockingham, Strafford, Sullivan;

RHODE ISLAND: Bristol, Kent, Newport, Washington;

VERMONT: Windham, Windsor

BRIDGEPORT, Conn. — Data incomplete

BRISTOL, Va.-Tenn.

TV Homes	148,800
Total Households	225,500
Population	945,500
Retail Sales	\$565,536,000

KENTUCKY: Harlan, Letcher, Perry, Pike;

NORTH CAROLINA: Avery, Mitchell, Watauga;

TENNESSEE: Carter, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Johnson, Sullivan, Union, Washington;

VIRGINIA: Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Washington, Wise

BRYAN, Tex.

TV Homes	39,800
Total Households	57,000
Population	205,800
Retail Sales	\$195,208,000

TEXAS: Austin, Brazos, Burleson, Freestone, Grimes, Houston, Lee, Leon, Madison, Milam, Robertson, Walker, Washington

BUFFALO, N.Y.

TV Homes	633,700
Total Households	691,800
Population	2,347,500
Retail Sales	\$2,729,616,000

NEW YORK: Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagara, Orleans, Steuben, Wyoming;

PENNSYLVANIA: Cameron, Crawford, Elk, Erie, Forest, McKean, Potter, Tioga, Warren

BURLINGTON, Mont.

TV Homes	164,400
Total Households	186,500
Population	665,200
Retail Sales	\$751,258,000

NEW HAMPSHIRE: Coos, Grafton, Sullivan;

NEW YORK: Clinton, Essex, Franklin, Warren, Washington;

VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor

BUTTE, Mont.

TV Homes	38,100
Total Households	59,000
Population	178,300
Retail Sales	\$212,174,000

MONTANA: Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Lewis & Clark, Madison, Meagher, Park, Powell, Silver Bow, Sweet Grass

CADILLAC, Mich.

TV Homes	128,700
Total Households	148,600
Population	521,600
Retail Sales	\$606,043,000

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Throughout
the 27-county
Bristol Television
Market

MORE
PEOPLE
WATCH

WCYB-TV

THAN ANY
OTHER
STATION

Source:
NCS#3

Represented nationally by
**WEED TELEVISION
CORPORATION**

MICHIGAN: Alcona, Alpena, Antrim, Arenac, Benzie, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Gladwin, Gr Traverse, Gratiot, Iosco, Isabella, Kalkaska, Lake, Leelanau, Manistee, Mason, Mecosta, Midland, Missaukee, Montcalm, Montmorency, Newaygo, Oceana, Ogemaw, Oshtemo, Oscoda, Otsego, Presque Isle, Roscommon, Wexford

CAPE GIRARDEAU, Mo.

TV Homes	221,300
Total Households	284,500
Population	956,100
Retail Sales	\$844,787,000

KANSAS: Clay;
ILLINOIS: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson, Massac, Perry, Pope, Pulaski, Randolph, Saline, Union, White, Williamson;

KENTUCKY: Ballard, Carlisle, Crittenden, Frankfort, Graves, Hickman, Livingston, Lyon, Madison, Meade, Marshall, Trigg;

MISSOURI: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi, New Madrid, Perry, Reynolds, Ripley, Ste Genevieve, Stoddard, Wayne;

TENNESSEE: Lake, Obion, Weakley

CARLSBAD, N.M.

TV Homes	10,700
Total Households	13,900
Population	50,400
Retail Sales	\$56,545,000

NEW MEXICO: Eddy

WATERTOWN, N.Y.

TV Homes	76,900
Total Households	90,900
Population	315,200
Retail Sales	\$318,242,000

NEW YORK: Hamilton, Jefferson, Lewis, Oswego, Warren, Lawrence

WYOMING: Big Horn, Campbell, Converse, Fremont, Johnson, Natrona, Niobrara, Sheridan, Washakie, Weston

WYOMING: Big Horn, Campbell, Converse, Fremont, Johnson, Natrona, Niobrara, Sheridan, Washakie, Weston

WYOMING: Big Horn, Campbell, Converse, Fremont, Johnson, Natrona, Niobrara, Sheridan, Washakie, Weston

WYOMING: Big Horn, Campbell, Converse, Fremont, Johnson, Natrona, Niobrara, Sheridan, Washakie, Weston

WATERLOO, Iowa

TV Homes	320,200
Total Households	354,200
Population	1,171,600
Retail Sales	\$319,948,000

ILLINOIS: Jo Daviess;

IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Delaware, Dubuque, Emmet, Fayette, Floyd, Franklin, Grundy, Hardin, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Muscatine, Palo Alto, Poweshiek, Pottawattamie, Washington, Winneshiek, Wright;

WISCONSIN: Crawford, Grant

WHAT'S IN IT FOR YOU?

The kind of facts-and-figures you find in the Data Book are only part of what you get in TELEVISION MAGAZINE.

1958 brought you articles such as "Ogilvy, Hard-Boiled Scot"; "Booz, Allen & Hamilton"; "Little of Colgate"; "Networks in Ferment"; "Do Today's Programs Provide the Wrong Commercial Climate?"; "Brand Study: breads, banks, gasolines and shampoos in Chicago"; and "Inside Jack Gould."

In each issue you find provocative, thorough appraisals of the long-range developments that will affect what you do next month, next year.

In this fast moving business, the daily headlines are like pieces of a huge jigsaw puzzle. TELEVISION MAGAZINE puts these pieces together for you, giving you the complete picture.

What are the policy-makers thinking about, planning to do? Who are the men who guide the top agencies and advertiser operations?

What about your own role as an advertising executive—how will you be affected by shifts in salary levels, pension and bonus plans?

You find interesting answers to these important questions in every issue of TELEVISION MAGAZINE.

Get your own copy sent to your home or office. Just send your name, address and check for \$5.00 to TELEVISION MAGAZINE, 422 Madison Avenue, New York 17.

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ARE YOU OVERLOOKING . . .

CHATTANOOGA

Industrial Center of The South



KOEHRING SOUTHERN



E. I. DuPONT DeNEMOURS & CO.



CUTTER LABORATORIES



CENTRAL SOYA COMPANY



QUAKER OATS COMPANY

OVER 1500 DIFFERENT TYPES
OF PRODUCTS MANUFACTURED
IN CHATTANOOGA

**A DIVERSIFIED TELEVISION MARKET
READY TO BUY YOUR PRODUCT**

WELL OVER 200,000 TELEVISION HOMES
WITH A POPULATION OF OVER A MILLION
POTENTIAL BUYERS OF YOUR PRODUCT.

MORE THAN 500 MANUFACTURERS
FURNISHING A GROWING YEAR 'ROUND
PAYROLL.

Test Market of The South



WDEF-TV **WTVC** **WRGP-TV**

CHANNEL 12

CHANNEL 9

CHANNEL 3

CAMPAIGN, ILL.
 TV Homes 370,100
 Total Households 413,000
 Population 1,341,200
 Retail Sales \$1,605,111,000

ILINOIS: Champaign, Christian, Clark, Clay, Coles, Cumberland, DeWitt, Douglas, Edgar, Edwards, Effingham, Fayette, Ford, Iroquois, Joer, LaSalle, Livingston, Logan, McLean, Mason, Menard, Montgomery, Moultrie, Pitt, Richland, Sangamon, Shelby, Vermilion, Woodford;

INDIANA: Benton, Fountain, Parke, Tippecanoe, Vermillion, Warren

CHARLESTON, S.C.
 TV Homes 147,400
 Total Households 196,800
 Population 820,200
 Retail Sales \$624,537,000

GEORGIA: Appling, Candler, Long, Tattnell, Wilkes, Wayne;

NORTH CAROLINA: Brunswick;

SOUTH CAROLINA: Allendale, Bamberg, Beaufort, Berkeley, Calhoun, Charleston, Clarendon, Colleton, Dorchester, Florence, Georgetown, Hampton, Horry, Jasper, Lancaster, Williamsburg

CHARLESTON-HUNTINGTON, W. Va.
 TV Homes 436,500
 Total Households 552,100
 Population 2,177,000
 Retail Sales \$1,665,002,000

KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Estill, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Lee, Letcher, Lewis, Magoffin, Martin, Menifee, Montgomery, Morgan, Perry, Taylor, Powell, Rowan, Wolfe;

OHIO: Athens, Gallia, Jackson, Lawrence, Madison, Meigs, Morgan, Pike, Scioto, Vinton, Washington;

VIRGINIA: Buchanan, Dickenson, Wise;

WEST VIRGINIA: Boone, Braxton, Cabell, Calhoun, Clay, Doddridge, Fayette, Gilmer, Hancock, Kanawha, Lewis, Lincoln, Logan, Mingo, Mingo, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Ritchie, Raane, Wayne, Boone, Webster, Wirt, Waad, Wyoming

CHARLOTTE, N.C.
 TV Homes 585,800
 Total Households 725,900
 Population 2,865,200
 Retail Sales \$2,411,173,000

NORTH CAROLINA: Alexander, Alleghany, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Hoke, Iredell, Jackson, Lincoln, McDowell, Madison, Mecklenburg, Mitchell, Montgomery, Polk, Richmond, Rowan, Rutherford, Scotland, Stanly, Surry, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey;

SOUTH CAROLINA: Cherokee, Chester, Chesterfield, Darlington, Edgefield, Fairfield, Kershaw, Lancaster, Laurens, Lexington, Marlboro, Newberry, Saluda, Spartanburg, Union, York;

TENNESSEE: Johnson, Sullivan, Unicoi, Washington;

VIRGINIA: Grayson

CHATTANOOGA, Tenn.
 TV Homes 196,800
 Total Households 262,500
 Population 1,002,700
 Retail Sales \$794,367,000

ALABAMA: DeKalb, Jackson, Madison;

GEORGIA: Catoosa, Chattooga, Dade, Fannin, Floyd, Gilmer, Gordon, Lumpkin, Murray, Union, Walker, Whitfield;

NORTH CAROLINA: Cherokee, Clay;

TENNESSEE: Bledsoe, Bradley, Cumberland, Franklin, Grundy, Hamilton, McMinn, Marion, Meigs, Monroe, Moore, Polk, Rhea, Roane, Sequatchie, Van Buren, Warren, White

CHEYENNE, Wyo.
 TV Homes 85,400
 Total Households 110,600
 Population 375,500
 Retail Sales \$440,249,000

COLORADO: Eagle, Grand, Jackson, Larimer, Logan, Summit, Washington, Weld;

NEBRASKA: Banner, Box Butte, Cheyenne, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sioux;

WYOMING: Albany, Carbon, Goshen, Laramie, Platte

CHICAGO, Ill.
 TV Homes 2,120,400
 Total Households 2,258,500
 Population 6,266,200
 Retail Sales \$8,674,138,000

ILLINOIS: Boone, Cook, DeKalb, DuPage, Ford, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, Livingston, McHenry, Will; **INDIANA:** Benton, Jasper, Lake, LaPorte, Marshall, Newton, Porter, Pulaski, Starke, White; **MICHIGAN:** Berrien; **WISCONSIN:** Kenosha, Racine, Walworth

CHICO, Calif.
 TV Homes 92,900
 Total Households 120,300
 Population 377,200
 Retail Sales \$517,417,000

CALIFORNIA: Butte, Colusa, Glenn, Lake, Lassen, Placer, Shasta, Sutter, Tehama, Trinity, Yolo, Yuba

CINCINNATI, Ohio
 TV Homes 636,500
 Total Households 702,700
 Population 2,333,500
 Retail Sales \$2,601,648,000

INDIANA: Dearborn, Decatur, Fayette, Franklin, Jefferson, Jennings, Ohio, Ripley, Rush, Switzerland, Union, Wayne;

KENTUCKY: Bath, Boone, Bourbon, Bracken, Campbell, Carroll, Clark, Estill, Fayette, Fleming, Franklin, Gallatin, Grant, Harrison, Henry, Kenton, Lewis, Madison, Mason, Menifee, Montgomery, Nicholas, Oldham, Owen, Pendleton, Powell, Robertson, Rowan, Scott, Trimble, Woodford;

OHIO: Adams, Brown, Butler, Clermont, Clinton, Darke, Greene, Hamilton, Highland, Preble, Warren

CLARKSBURG, W. Va.
 TV Homes 75,400
 Total Households 110,100
 Population 413,700
 Retail Sales \$347,011,000

WEST VIRGINIA: Barbour, Braxton, Doddridge, Gilmer, Grant, Hardy, Harrison, Lewis, Marion, Monongalia, Pendleton, Preston, Randolph, Ritchie, Taylor, Tucker, Upshur

CLEVELAND, Ohio
 TV Homes 1,277,000
 Total Households 1,344,200
 Population 4,527,900
 Retail Sales \$5,998,629,000

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For Current TV Set Estimates See

THE CIRCULATION REPORT

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Updated Monthly

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AMERICA'S

TALLEST

TV
TOWER

*The Towering Pride
of South Carolina*

*From Columbia, the capital
City, WIS-TV's 1526-foot
tower serves more of South
Carolina, by far, than any
other television station—plus
coverage in adjoining states.*

channel 10
WIS-TV 

*the MAJOR SELLING FORCE in
South Carolina*
COLUMBIA, S. C.

represented nationally by
PETERS, GRIFFIN, WOODWARD, INC.

CLEVELAND, Ohio — Continued

OHIO: Ashland, Ashtabula, Carroll, Columbiana, Cashoctan, Crawford, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Larain, Mahoning, Medina, Ottawa, Partage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot;

PENNSYLVANIA: Crawford, Mercer, Venango

CLOVIS, N.M.

TV Homes	11,400
Total Households	18,000
Population	61,900
Retail Sales	\$68,806,000

NEW MEXICO: Curry, DeBaca, Quay, Roosevelt

COLORADO SPRINGS-PUEBLO, Colo.

TV Homes	90,400
Total Households	118,700
Population	402,100
Retail Sales	\$442,413,000

COLORADO: Baca, Bent, Cheyenne, Crowley, Custer, Douglas, Elbert, El Paso, Fremont, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo;

NEW MEXICO: Colfax, Harding, Union

COLUMBIA-JEFFERSON CITY, Mo.

TV Homes	124,900
Total Households	157,000
Population	507,200
Retail Sales	\$482,904,000

MISSOURI: Audrain, Benton, Boone, Calloway, Camden, Chariton, Cole, Cooper, Dent, Gasconade, Hickory, Howard, Linn, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgon, Osage, Pettis, Phelps, Pulaski, Ralls, Randolph, Saline, Shelby, Warren

COLUMBIA, S.C.††

TV Homes	207,300
Total Households	218,800
Population	899,100
Retail Sales	\$653,508,000

SOUTH CAROLINA: Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Chesterfield, Clarendon, Darlington, Edgefield, Fairfield, Kershaw, Lancaster, Lee, Lexington, Newberry, Orangeburg, Richland, Soluda, Sumter, Union

†† Unadjusted for new data pending further study.

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STORER BUYING FACTS

CLEVELAND Market Ranking #7

TV HOMES	1,277,000
POPULATION	4,527,900
FAMILIES	1,344,200
RETAIL SALES	\$5,998,629,000

CLEVELAND'S BEST BUY

*Four Productive Movie Programs per day
from outstanding film library of more
than twenty-one hundred titles representing:
**Paramount • Warner Brothers
20th Century Fox • United Artists and others.***

*The Top Rated Local News And
Children's Programs.*

CLEVELAND'S

WJW-TV STORER



Storer Broadcasting Company

WJW-TV
CLEVELAND, OHIO

WAGA-TV
ATLANTA, GA.

WJBK-TV
DETROIT, MICH.

WITI-TV
MILWAUKEE, WIS.

WSPD-TV
TOLEDO, OHIO

COLUMBUS, Ga.

TV Homes 138,500
 Total Households 189,400
 Population 783,800
 Retail Sales \$532,701,000

ALABAMA: Barbour, Bullock, Chambers, Dale, Henry, Houston, Lee, Macon, Pike, Randolph, Russell, Tallapoosa;

GEORGIA: Baker, Calhoun, Chattahoochee, Clay, Harris, Lee, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson, Webster

COLUMBUS, Miss.

TV Homes 53,500
 Total Households 95,100
 Population 372,400
 Retail Sales \$224,354,000

ALABAMA: Fayette, Lamar, Marion, Pickens;

MISSISSIPPI: Calhoun, Carroll, Chickasaw, Choctaw, Clay, Itawamba, Lee, Lowndes, Monroe, Montgomery, Noxubee, Oktibbeha, Prentiss, Webster, Winston

COLUMBUS, Ohio

TV Homes 478,600
 Total Households 503,800
 Population 1,697,300
 Retail Sales \$2,029,638,000

OHIO: Athens, Champaign, Clark, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Highland, Hocking, Jackson, Knox, Licking, Logan, Madison, Marion, Morgan, Marrow, Muskingum, Noble, Perry, Pickaway, Pike, Ross, Union, Vinton, Wyandot

CORPUS CHRISTI, Tex.

TV Homes 107,000
 Total Households 144,000
 Population 561,400
 Retail Sales \$556,030,000

TEXAS: Aransas, Bee, Brooks, Calhoun, Duval, Goliad, Jim Hogg, Jim Wells, Karnes, Kenedy, Kleberg, LaSalle, Live Oak, McMullen, Nueces, Refugio, San Patricio, Starr, Victoria, Willacy, Zapata

DALLAS-FORT WORTH, Tex.

TV Homes 656,600
 Total Households 789,600
 Population 2,619,400
 Retail Sales \$3,211,305,000

OKLAHOMA: Bryan, Choctaw, Love, Marshall, Pushmataha;

TEXAS: Anderson, Bosque, Brown, Callahan, Cherokee, Clay, Collin, Comanche, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath,

Fannin, Franklin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Houston, Hunt, Jack, Johnson, Kaufman, Lamar, Leon, Limestone, McLennan, Madison, Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Shackelford, Smith, Somervell, Stephens, Tarrant, Van Zandt, Wise, Wood

DANVILLE, Ill.

TV Homes 136,200
 Total Households 71,300
 Population 244,500
 Retail Sales \$284,806,000

ILLINOIS: Champaign, Vermilion;

INDIANA: Fountain, Warren

DAVENPORT, Iowa-ROCK ISLAND, Ill.

TV Homes 341,700
 Total Households 370,800
 Population 1,212,700
 Retail Sales \$1,449,385,000

ILLINOIS: Bureau, Carroll, Hancock, Henderson, Henry, Jo Daviess, Knox, Lee, McDonough, Marshall, Mercer, Ogle, Putnam, Rock Island, Stark, Stephenson, Warren, Whiteside;

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FOLLOW THE LEADER !
ALL ROADS LEAD TO COLUMBUS, GEORGIA and . . .

WRBL-TV Channel 4

STATE TROOPER
 42.6

TV-Inc. Survey
 Average Rating
 24.6

WRBL-TV 43 STATION
 Average Rating

NOTE: TV-INC. SURVEY Gives STATE TROOPER National Share of Audience—56.2%, WRBL-TV 66.4% Film Sponsors: Falstaff, R. J. Reynolds, Blue Plate, Campbell's, Nehi, National Biscuit.

JOIN THE PARADE • CALL GEO. P. HOLLINGBERY CO.

IA: Cedar, Clinton, Des Moines, Dubuque,
 ey, Jackson, Jefferson, Johnson, Jones,
 ia, Muscatine, Scott, Washington;

CONSIN: Grant, Lafayette

OHIO, Ohio

TV Homes	474,900
Total Households	499,900
Population	1,682,600
Retail Sales	\$1,959,314,000

IANA: Adams, Fayette, Franklin, Jay,
 taloph, Union, Wayne;

IND: Allen, Auglaize, Butler, Champaign,
 ck, Clinton, Darke, Fayette, Greene,
 land, Logan, Madison, Mercer, Miami,
 atgomery, Preble, Shelby, Warren

FLORIDA BEACH-ORLANDO, Fla.

TV Homes	196,200
Total Households	256,000
Population	859,300
Retail Sales	\$1,097,221,000

FLORIDA: Brevard, Citrus, Dixie, Flagler,
 onist, Glades, Hendry, Hernando, Highlands,
 oan River, Lafayette, Lake, Levy, Marion,
 lachobee, Orange, Osceola, Pasco, Polk,
 uam, Seminole, Sumter, Volusia

ALABAMA, Ala.

TV Homes	†21,900
Total Households	45,200
Population	172,100
Retail Sales	\$129,399,000

ALABAMA: Lauderdale, Lawrence, Limestone,
 gan

ALABAMA, Ill.

TV Homes	†121,400
Total Households	147,600
Population	465,200
Retail Sales	\$608,043,000

ALABAMA: Cass, Christian, Coles, DeWitt,
 iglas, Logan, Macon, Moultrie, Piatt,
 agamon, Shelby

ARIZONA, Colo.

TV Homes	351,000
Total Households	402,300
Population	1,308,400
Retail Sales	\$1,741,545,000

ARIZONA: Adams, Arapahoe, Boulder,
 affee, Cheyenne, Clear Creek, Denver,
 diglas, Eagle, Elbert, Gilpin, Grand, Jackson,
 erson, Kiowa, Kit Carson, Lake, Larimer,
 n Animas, Lincoln, Logan, Moffat, Morgan,
 k, Phillips, Routt, Sedgwick, Summit, Teller,
 shington, Weld, Yuma;

ARIZONA: Cheyenne, Deuel, Garden;

ARIZONA: Albany, Carbon, Laramie, Natrona

ARIZONA MOINES, Iowa

TV Homes	275,100
Total Households	302,000
Population	955,800
Retail Sales	\$1,130,476,000

ARIZONA: Adair, Adams, Appanoose, Boone,
 alhoun, Carroll, Clarke, Dallas, Decatur,
 inklin, Greene, Grundy, Guthrie, Hamilton,
 rdin, Jasper, Keokuk, Lucas, Madison,
 haska, Marion, Marshall, Monroe, Polk,
 washiek, Ringgold, Story, Tama, Taylor, Union,
 apello, Warren, Wayne, Webster, Wright;

ARIZONA: Putnam, Sullivan

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 stantly."*

For stations, the importance of these agencies' acceptance
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 data cannot be overestimated. This acceptance insures
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TELEVISION MAGAZINE is the publication that advertising
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 that guarantee readership of the magazine—and of your
 advertising—among the people you want most to reach.

Put TELEVISION MAGAZINE to work for you. It gets your
 sales message to your prime prospects at the very time that
 they are seeking TV information.

DETROIT, Mich.-WINDSOR, Can.

TV Homes 1,552,700
 Total Households 1,634,400
 Population 5,656,600
 Retail Sales \$7,162,030,000

MICHIGAN: Genesee, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne;

OHIO: Fulton, Henry, Lucas, Ottawa, Sandusky, Wood

DICKINSON, N.D.

TV Homes 22,100
 Total Households 42,400
 Population 152,300
 Retail Sales \$189,484,000

MONTANA: Carter, Custer, Dawson, Fallon, McCone, Powder River, Prairie, Richland, Roosevelt, Sheridan, Wibaux;

NORTH DAKOTA: Adams, Billings, Bowman, Dunn, Golden Valley, Hettinger, McKenzie, Mercer, Mountrail, Oliver, Slope, Stark;

SOUTH DAKOTA: Butte, Harding, Perkins

DOTHAN, Ala.

TV Homes 71,900
 Total Households 122,600
 Population 495,300
 Retail Sales \$358,871,000

ALABAMA: Barbour, Coffee, Covington, Dale, Geneva, Henry, Houston, Pike;

FLORIDA: Calhoun, Gadsden, Gulf, Holmes, Jackson, Walton, Washington;

GEORGIA: Baker, Calhoun, Clay, Decatur, Early, Grady, Miller, Mitchell, Quitman, Randolph, Seminole

DULUTH, Minn.-SUPERIOR, Wis.

TV Homes 169,900
 Total Households 209,100
 Population 705,800
 Retail Sales \$760,382,000

MICHIGAN: Gogebic, Houghton, Ontonagon;

MINNESOTA: Aitkin, Beltrami, Carlton, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Kanabec, Koochiching, Lake, Lake of Woods, Pine, St. Louis, Todd, Wadena;

WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, Washburn

DURHAM-RALEIGH, N.C.

TV Homes 269,100
 Total Households 357,000
 Population 1,544,100
 Retail Sales \$1,259,715,000

NORTH CAROLINA: Alamance, Bladen, Caswell, Chatham, Cumberland, Duplin, Durham, Edgecombe, Franklin, Granville, Greene, Halifax, Harnett, Hoke, Johnston, Lee, Montgomery,

Moore, Nash, Orange, Person, Robeson, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson;

VIRGINIA: Mecklenburg

EAU CLAIRE, Wis.

TV Homes 118,000
 Total Households 135,000
 Population 479,400
 Retail Sales \$504,200,000

WISCONSIN: Barron, Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, LaCrosse, Monroe, Pepin, Price, Rusk, Taylor, Trempealeau, Wood

ELKHART, Ind. — See South Bend-Elkhart

EL PASO, Tex.-JUAREZ, Mex.

TV Homes 88,300
 Total Households 107,700
 Population 436,700
 Retail Sales \$431,936,000

NEW MEXICO: Dona Ana, Grant, Hidalgo, Luna, Otero, Sierra;

TEXAS: Brewster, Culberson, El Paso, Hudspeth, Jeff Davis, Presidio

ENID, Okla. — See Oklahoma City

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IMPACT!

56.1%

BIGGEST SHARE OF AUDIENCE IN AMERICA IN MARKETS OF 3 OR MORE STATIONS*

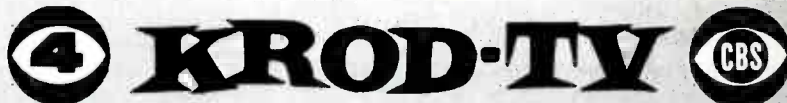
Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (*ARB, November 1958)

EL PASO POPULATION NOW 5th IN TEXAS

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth:

5th	El Paso	283,000
6th	Austin	197,000
7th	Corpus Christi	175,000
8th	Lubbock	148,000
9th	Amarillo	145,000
10th	Waco	125,000

See your Branham man for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



STORER BUYING FACTS

DETROIT Market Ranking #5

TV HOMES	1,900,000
POPULATION	7,286,000
FAMILIES	2,141,000
RETAIL SALES	\$9,000,000,000

DETROIT'S BEST BUY

Augmenting the solid CBS network line-up with Detroit's best rounded complement of local programming for adjacencies sale and participation.

***Detroit Tiger Baseball • Detroit Red Wings Hockey
Big 10 Basketball • 16 Feature Films weekly
News, Weather • Outstanding
1/2 hour participation programming***

Traditionally Detroit's top station in America's most dynamic industrial market.

DETROIT'S

WJBK-TV STORER



Storer Broadcasting Company

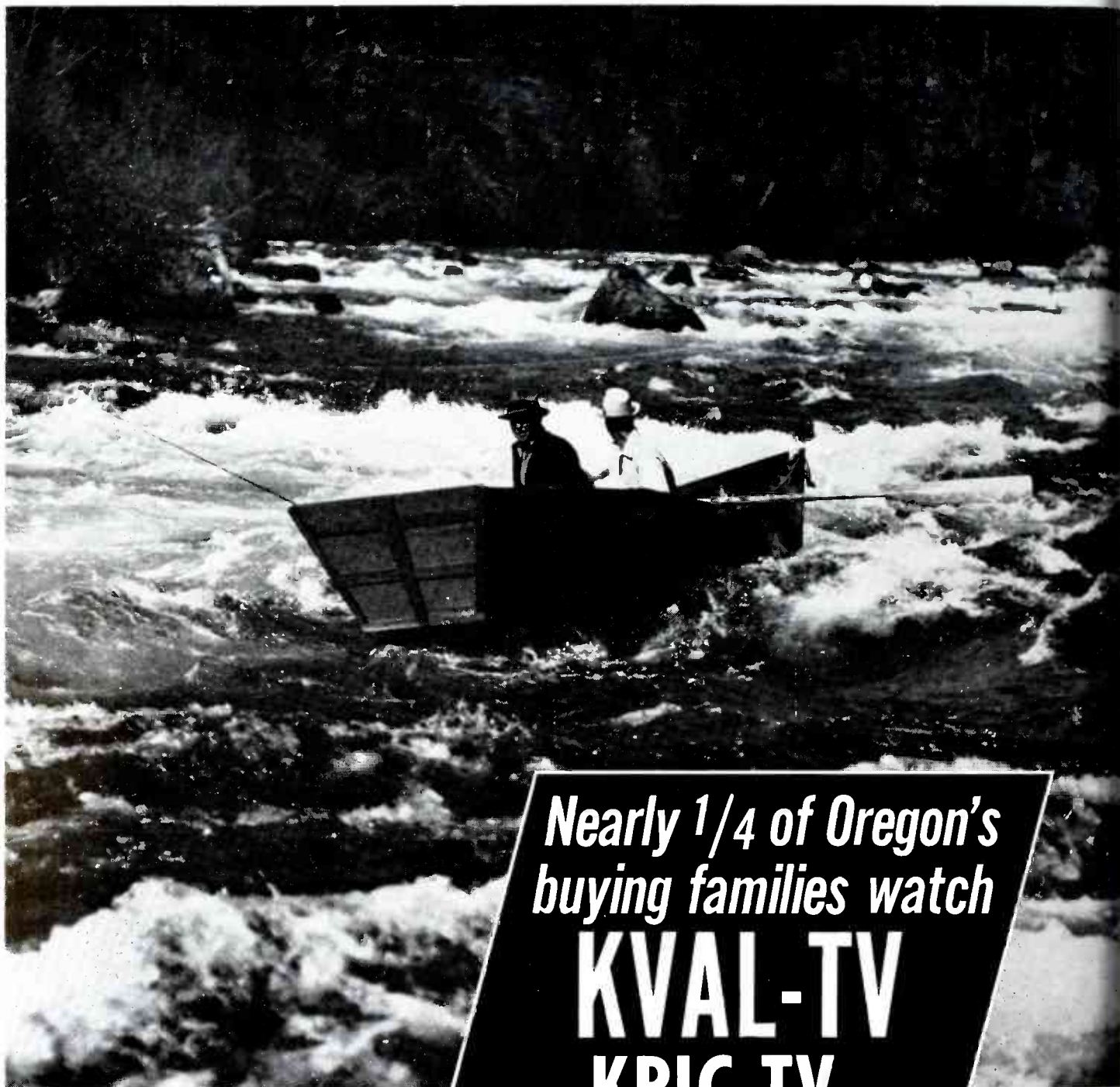
WJBK-TV
DETROIT, MICH.

WJW-TV
CLEVELAND, OHIO

WAGA-TV
ATLANTA, GA.

WITI-TV
MILWAUKEE, WIS.

WSPD-TV
TOLEDO, OHIO



Trout fishing on the McKenzie River near Eugene, Oregon.

Nearly 1/4 of Oregon's buying families watch

KVAL-TV
KPIC-TV



The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

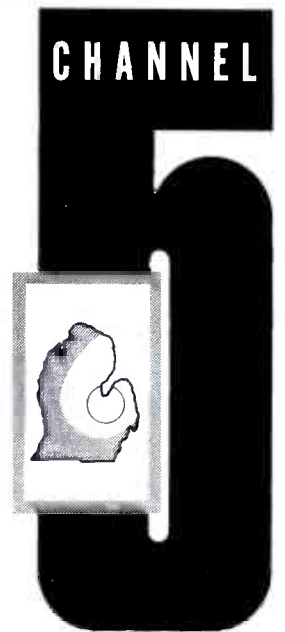
KVAL-TV Eugene
NBC Affiliate Channel

13

KPIC-TV Roseburg • Channel 4
Satellite

IGN-GARDEN CITY, Kan.	
TV Homes	38,900
Total Households	63,100
Population	219,900
Retail Sales	\$256,299,000
DRADO: Baca, Bent, Prowers;	
SAS: Clark, Edwards, Finney, Ford, Grant,	
ny, Lane, Logan, Meade, Morton, Ness,	
ree, Scott, Seward, Stafford, Stanton,	
ins, Wallace, Wichita;	
AHOMA: Beaver, Cimarron, Ellis, Horper,	
is, Woodward	
Pa.	
TV Homes	166,400
Total Households	180,400
Population	601,300
Retail Sales	\$722,582,000
YORK: Chautauqua;	
D: Ashtabula;	
NSYLVANIA: Crawford, Erie, Warren	
ENE, Ore.	
TV Homes	107,600
Total Households	138,800
Population	444,400
Retail Sales	\$476,678,000
IGON: Benton, Coos, Douglas, Lone, Lincoln,	
o Polk	
KA, Calif.	
TV Homes	46,000
Total Households	59,800
Population	185,600
Retail Sales	\$250,007,000
FORNIA: Del Norte, Humboldt, Mendocino;	
IGON: Curry	
EVNSVILLE, Ind.-HENDERSON, Ky.	
TV Homes	246,700
Total Households	300,800
Population	1,003,500
Retail Sales	\$927,004,000
NOIS: Clay, Crawford, Edwards, Gallatin,	
lton, Hardin, Jasper, Jefferson, Lawrence,	
is, Richland, Saline, Wabash, Wayne, White;	
ANA: Crawford, Daviess, Dubois, Gibson,	
in, Martin, Orange, Perry, Pike, Posey,	
cer, Vanderburgh, Warrick;	
XTUCKY: Breckinridge, Butler, Caldwell,	
enden, Daviess, Grayson, Hancock,	
nderson, Hopkins, Livingston, McLean, Meade,	
allenberg, Ohio, Union, Webster	
AGO, N.D.	
TV Homes	133,500
Total Households	180,700
Population	673,200
Retail Sales	\$718,231,000
MINNESOTA: Becker, Beltrami, Big Stone, Clay,	
arwater, Douglas, Grant, Hubbard, Kittson,	
nomomen, Marshall, Norman, Otter Tail,	
ington, Polk, Pope, Red Lake, Roseau,	
Stens, Traverse, Wadena, Wilkin;	
ORTH DAKOTA: Barnes, Benson, Cass,	
eblier, Dickey, Eddy, Foster, Griggs, La Moure,	
ain, McIntosh, Nelson, Pembina, Ramsey,	
oom, Richland, Rolette, Sargent, Steele,	
ner, Traill, Walsh;	
OUTH DAKOTA: Day, Grant, Marshall, Roberts	
RT, Mich.	
TV Homes	380,000
Total Households	403,600
Population	1,673,300
Retail Sales	\$2,008,180,000

the one
dominant
force...
is five,
of course.



**WNEM-TV is FIRST* in the
Great Saginaw Valley**

FLINT-SAGINAW-BAY CITY

The Metropolitan Hub of the Great Saginaw Valley

- Channel 5 leads every other station day and night*
- Channel 5 leads its VHF neighbor by 90% - 147% in audience*
- Channel 5 leads all Detroit stations combined*

*Trendex—Feb. 16-22-1959

**WNEM-TV Sells a 25-County
Eastern Michigan Market**

**100% Coverage of this GOLDEN 25-County* Eastern
Michigan Market:**

POPULATION	1,125,700	Gross Farm Income	253,424,000
(24% of outstate Michigan)		Retail Sales	1,321,331,000
FAMILIES	322,000	(28% of outstate Michigan)	
TV HOMES	296,000**	Food Sales	303,257,000
Effective Buying Income	\$1,822,963,999	Drug Sales	46,773,000
(24.3% of outstate Michigan)		Automotive Sales	324,131,000
		Gasoline Station Sales	121,636,000

*Source: NCS #3, 1958

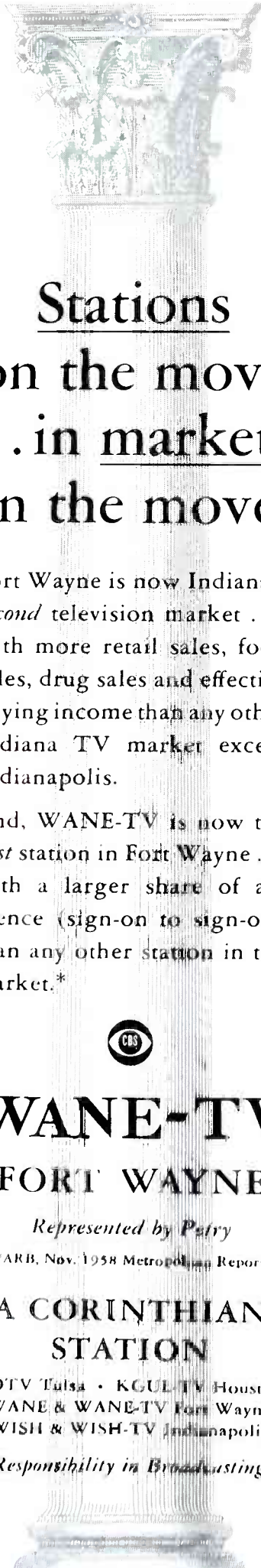
**Source: Television Magazine
Dec. 1958

WNEM-TV



CENTRAL STUDIOS & OFFICES **NATIONAL SALES OFFICE & STUDIOS**
5700 Becker • Saginaw, Mich. Bishop Airport • Flint, Mich.

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Stations on the move ...in markets on the move!

Fort Wayne is now Indiana's *second* television market . . . with more retail sales, food sales, drug sales and effective buying income than any other Indiana TV market except Indianapolis.

And, WANE-TV is now the *first* station in Fort Wayne . . . with a larger share of audience (sign-on to sign-off) than any other station in the market.*



WANE-TV FORT WAYNE

Represented by *Putry*

*ARB, Nov. 1958 Metropolitan Report

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

Responsibility in Broadcasting

FLINT, Mich. — Continued

MICHIGAN: Arenac, Bay, Clinton, Eaton, Genesee, Gladwin, Grotiot, Huron, Ingham, Ionia, Isabella, Lapeer, Livingston, Midland, Montcalm, Saginaw, Sonilac, Shiawassee, Tuscola

FLORENCE, Ala.

TV Homes	18,500
Total Households	27,500
Population	104,900
Retail Sales	\$89,043,000

ALABAMA: Colbert, Lauderdale

FLORENCE, S.C.

TV Homes	173,100
Total Households	243,600
Population	1,086,400
Retail Sales	\$758,254,000

NORTH CAROLINA: Anson, Bladen, Columbus, Cumberland, Hoke, Moore, Richmond, Robeson, Scotland;

SOUTH CAROLINA: Calhoun, Chesterfield, Clarendon, Darlington, Dillon, Florence, Georgetown, Horry, Kershaw, Lancaster, Lee, Marion, Marlboro, Sumter, Williamsburg

FT. DODGE, Iowa

TV Homes	126,700
Total Households	48,800
Population	162,500
Retail Sales	\$191,948,000

IOWA: Calhoun, Emmet, Humboldt, Kossuth, Palo Alto, Pocahontas, Webster, Wright

FT. MYERS, Fla.

TV Homes	16,400
Total Households	23,100
Population	77,700
Retail Sales	\$120,400,000

FLORIDA: Charlotte, Collier, DeSoto, Hardee, Lee

FT. SMITH, Ark.

TV Homes	53,000
Total Households	75,000
Population	263,500
Retail Sales	\$218,622,000

ARKANSAS: Crawford, Franklin, Johnson, Logan, Scott, Sebastian, Washington, Yell;

OKLAHOMA: Adair, Haskell, Latimer, LeFlore, Sequoyah

FT. WAYNE, Ind.

TV Homes	1203,300
Total Households	233,600
Population	764,100
Retail Sales	\$902,641,000

INDIANA: Adams, Allen, Blackford, Dekalb, Huntington, Kosciusko, Lagrange, Noble, Steuben, Wabash, Wells, Whitley;

OHIO: Allen, Defiance, Mercer, Paulding, Putnam, Van Wert, Williams

FT. WORTH-DALLAS, Tex.

TV Homes	656,600
Total Households	789,600
Population	2,619,400
Retail Sales	\$3,211,305,000

OKLAHOMA: Bryan, Choctaw, Love, Marshall, Pushmataha;

TEXAS: Anderson, Bosque, Brown, Callahan, Cherokee, Clay, Collin, Comanche, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Franklin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Houston, Hunt, Jack, Johnson, Kaufman, Lamar, Leon, Limestone, McLennan, Madison, Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Shackelford, Smith, Somervell, Stephens, Tarrant, Van Zandt, Wise, Wood

FRESNO, Calif.

TV Homes	215,600
Total Households	247,300
Population	817,500
Retail Sales	\$1,078,301,000

CALIFORNIA: Fresno, Inyo, Kings, Madera, Merced, Stanislaus, Tulare

GLENDIVE, Mont.

TV Homes	2,600
Total Households	5,300
Population	17,800
Retail Sales	\$24,952,000

MONTANA: Dawson, McCone, Prairie, Wibaux

GRAND FORKS, N.D.

TV Homes	38,700
Total Households	52,200
Population	195,900
Retail Sales	\$229,929,000

MINNESOTA: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau;

NORTH DAKOTA: Grand Forks, Griggs, Pembina, Steele, Traill, Walsh

GRAND JUNCTION, Colo.

TV Homes	24,300
Total Households	36,700
Population	126,000
Retail Sales	\$154,626,000

COLORADO: Delta, Garfield, Mesa, Montrose, Ouray, Rio Blanco, San Miguel;

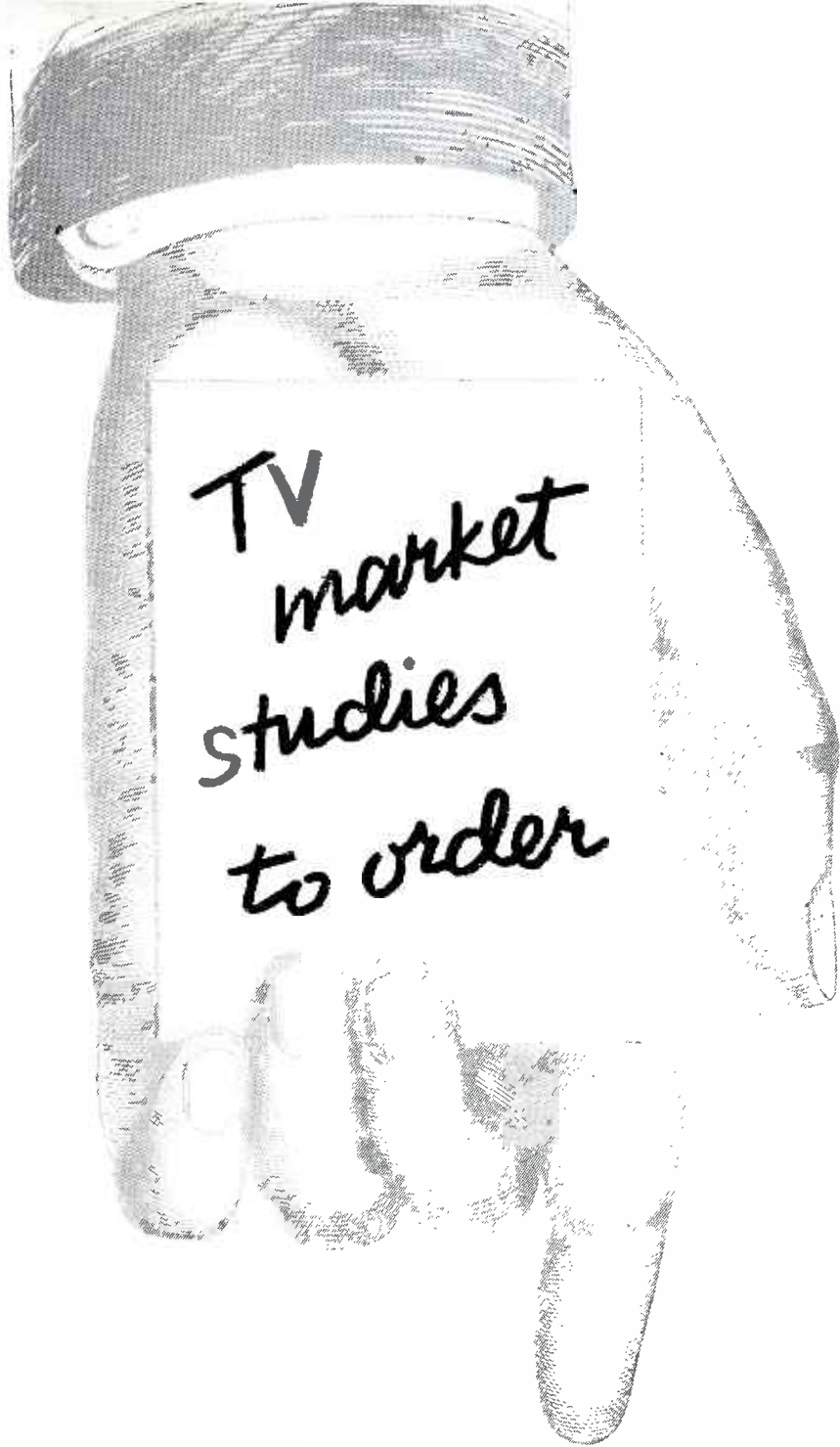
UTAH: Daggett, Duchesne, Uintah

GRAND RAPIDS, Mich.

TV Homes	479,500
Total Households	507,700
Population	1,697,500
Retail Sales	\$1,911,446,000

MICHIGAN: Allegan, Barry, Branch, Calhoun, Cass, Clare, Clinton, Eaton, Gladwin, Gratiot, Ingham, Ionia, Isabella, Kalamazoo, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, St. Joseph, Van Buren

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- *How do the TV markets rank by families?*
- *How do these rankings compare with Standard Metro areas?*
- *How many markets cover County X?*

Now TELEVISION MAGAZINE'S Research Department can help you answer these questions. Because all the data in the 1959 Data Book is on IBM cards, we can fill requests for individual breakdowns on coverage and circulation.

Write to Research Manager,

Television Magazine, 422 Madison Avenue, New York 17, N. Y.

AN IMPORTANT
CHANGE
IN GREEN BAY!
WISCONSIN'S
SECOND LARGEST
MARKET **WMBV-TV**
CHANNEL 11

Will shortly be covering the nation's 56th Market.*

Rich... Rich... Green Bay-Land... A Billion Dollar Market.

318,200 Total Television Homes.

Covering the nation's 56th Market.

Serving over $\frac{1}{3}$ of Wisconsin's Population.

Covering 37 Counties and 8 Major Cities.

316,000 watts—1050 Feet Above Average Terrain.

Tip to timebuyers: Hollingbery's ready to talk.



*Top 100 TV Markets, *Television Magazine*, Dec. 1958

GEAT BEND-HAYS, Kan.

TV Homes	89,100
Total Households	120,700
Population	398,900
Retail Sales	\$470,807,000

KANSAS: Barber, Barton, Clark, Clay, Cloud, Comanche, Decatur, Edwards, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Gray, Greeley, Hodgeman, Jewell, Kiowa, Lane, Lincoln, Logan, Osage, Mitchell, Ness, Norton, Osborne, Pawnee, Pawnee, Phillips, Pratt, Rice, Rooks, Russell, Saline, Scott, Sheridan, Smith, Seward, Trego, Wallace, Wichita

GEAT FALLS, Mont.

TV Homes	41,200
Total Households	67,200
Population	211,500
Retail Sales	\$300,216,000

MONTANA: Blaine, Broadwater, Cascade, Cascade, Couteau, Fergus, Gallatin, Glacier, Hill, Judith Basin, Lewis & Clark, Liberty, Meagher, Park, Park, Teton, Toole

GREEN BAY, Wis.

TV Homes	318,200
Total Households	353,900
Population	1,240,700
Retail Sales	\$1,379,922,000

MICHIGAN: Alger, Benzie, Delta, Dickinson, Iron, Ionia, Ionia, Luce, Manistee, Mason, Menominee, Montcalm, Schoolcraft

WISCONSIN: Brown, Calumet, Door, Florence, Fond Du Lac, Forest, Green Lake, Kewaunee, Lincoln, Lincoln, Manitowac, Marathon, Marinette, Marquette, Oconto, Oneida, Outagamie, Portage, Shawano, Sheboygan, Waubesa, Waupaca, Waushara, Winnebago, Wood

GREENSBORO, N.C.

TV Homes	410,600
Total Households	496,900
Population	2,005,300
Retail Sales	\$1,925,486,000

NORTH CAROLINA: Alamance, Caswell, Chatham, Cumberland, Davidson, Davie, Durham, Forsyth, Guilford, Guilford, Harnett, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Swain, Stanly, Stokes, Surry, Vance, Wake, Warren, Yadkin

VIRGINIA: Carroll, Floyd, Franklin, Grayson, Halifax, Henry, Mecklenburg, Patrick, Pittsylvania

GREENVILLE-SPARTANBURG, S.C.-ASHEVILLE, N.C.

TV Homes	387,400
Total Households	499,900
Population	1,966,500
Retail Sales	\$1,538,055,000

GEORGIA: Banks, Barrow, Clarke, Elbert, Franklin, Hart, Jackson, Lincoln, Madison, Stephens, Taliaferro, Wilkes

KENTUCKY: Harlan

NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Cleveland, Gaston, Graham, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Spartanburg, Union, York

TENNESSEE: Greene, Jefferson

GREENVILLE-WASHINGTON, N.C.

TV Homes	189,600
Total Households	254,100
Population	1,118,400
Retail Sales	\$773,534,000

NORTH CAROLINA: Beaufort, Bertie, Carteret, Chowan, Craven, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pender, Pitt, Sampson, Tyrrell, Vance, Warren, Washington, Wayne, Wilson

HANNIBAL, Mo.-QUINCY, Ill.

TV Homes	189,800
Total Households	213,800
Population	663,100
Retail Sales	\$714,292,000

ILLINOIS: Adams, Brown, Cass, Fulton, Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott, Warren

IOWA: Davis, Des Moines, Jefferson, Lee, Van Buren

MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph, Schuyler, Scotland, Shelby, Warren

HARLINGEN-WESLACO, Tex.

TV Homes	69,800
Total Households	103,500
Population	438,900
Retail Sales	\$271,833,000

TEXAS: Brooks, Cameron, Hidalgo, Jim Hogg, Kenedy, Starr, Willacy, Zapata

HARRISBURG, Ill.

TV Homes	170,900
Total Households	218,600
Population	710,200
Retail Sales	\$661,458,000

ILLINOIS: Alexander, Edwards, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson, Massac, Perry, Pope, Pulaski, Saline, Union, Wayne, White, Williamson

INDIANA: Posey

KENTUCKY: Ballard, Caldwell, Carlisle, Crittenden, Graves, Hickman, Livingston, Lyon, McCracken, Marshall, Union, Webster

MISSOURI: Cape Girardeau, Mississippi, Perry, Scott

**THE ONLY ONE
THAT GIVES YOU
ALL THREE**



**GREENVILLE
SPARTANBURG
ASHEVILLE**

Only WFBC-TV, "The Giant of Southern Skies," gives you dominant coverage in these three metropolitan markets.

Ask the Station or WEED for latest market data, surveys and availabilities.

Represented Nationally by
WEED TELEVISION CORP.

**CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK**

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG



Stations on the move ...in markets on the move!

Houston is the fastest growing metropolitan area of one million or over in the United States today. By 1960, according to forecast, Houston will be the sixth largest city in the nation.

And in Houston, KGUL-TV is *the* dynamic station—with new programming, new community services, new promotional activities, and in the very near future, a new home equipped with the most advanced television facilities available.

Sources: National Chamber of Commerce; Sales Management



KGUL-TV HOUSTON

Represented by CBS Spot Sales

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fair Wayne
WISH & WISH-TV Indianapolis

Responsibility in Broadcasting

HARRISBURG, Pa.

TV Homes	†113,000
Total Households	158,700
Population	540,900
Retail Sales	\$626,335,000

PENNSYLVANIA: Cumberland, Dauphin, Juniata, Lebanon, Mifflin, Perry, York 20%

HARRISONBURG, Va.

TV Homes	73,400
Total Households	86,900
Population	345,000
Retail Sales	\$342,377,000

MARYLAND: Garrett;

VIRGINIA: Albemarle, Augusta, Clarke, Culpeper, Greene, Madison, Orange, Page, Rappahannock, Rockingham, Shenandoah, Warren;

WEST VIRGINIA: Grant, Hardy, Pendleton, Tucker

HARTFORD-NEW BRITAIN, Conn.

TV Homes	626,600
Total Households	672,100
Population	2,302,700
Retail Sales	\$3,049,743,000

CONNECTICUT: Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;

MASSACHUSETTS: Franklin, Hampden, Hampshire

HASTINGS, Nebr.

TV Homes	114,400
Total Households	151,300
Population	490,000
Retail Sales	\$537,015,000

KANSAS: Cloud, Decatur, Graham, Jewell, Mitchell, Morton, Osborne, Phillips, Republic, Rooks, Sheridan, Smith, Washington;

NEBRASKA: Adams, Arthur, Blaine, Boone, Boyd, Brown, Buffalo, Cherry, Clay, Custer, Dawson, Fillmore, Franklin, Furnas, Garfield, Gosper, Grant, Greeley, Hall, Hamilton, Harlan, Holt, Hooker, Howerd, Jefferson, Kearney, Keya Paha, Logan, Loup, McPherson, Merrick, Nance, Nuckolls, Phelps, Polk, Rock, Seward, Sherman, Thayer, Thomas, Valley, Webster, Wheeler, York

HATTIESBURG, Miss.

TV Homes	48,900
Total Households	80,900
Population	316,200
Retail Sales	\$217,456,000

MISSISSIPPI: Clarke, Covington, Forrest, George, Greeno, Jasper, Jeff Davis, Jones, Lamar, Lawrence, Marion, Perry, Scott, Smith, Stone, Walthall, Wayne

HENDERSON, Ky.-EVANSVILLE, Ind.

TV Homes	246,700
Total Households	300,800
Population	1,003,500
Retail Sales	\$927,004,000

ILLINOIS: Clay, Crawford, Edwards, Gallatin, Hamilton, Hardin, Jasper, Jefferson, Lawrence, Pope, Richland, Saline, Wabash, Wayne, White;

INDIANA: Crawford, Daviess, Dubois, Gibson, Knox, Martin, Orange, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Breckinridge, Butler, Caldwell, Crittenden, Daviess, Grayson, Hancock, Henderson, Hopkins, Livingston, McLean, Meade, Muhlenberg, Ohio, Union, Webster

HENDERSON-LAS VEGAS, Nev.

TV Homes	34,700
Total Households	36,500
Population	115,900
Retail Sales	\$193,451,000

ARIZONA: Mohave;

NEVADA: Clark

HAWAII (Territory)††

TV Homes	115,300
Total Households	143,500
Population	588,600
Retail Sales	\$503,724,000

HILO: Hawaii;

OAHU: Honolulu;

WAILUKU: Maui

†† Unadjusted for new data pending further study.

HOUSTON, Tex.

TV Homes	472,000
Total Households	552,600
Population	1,898,600
Retail Sales	\$2,272,061,000

TEXAS: Aransas, Austin, Brazoria, Brazos, Burleson, Calhoun, Chambers, Colorado, Fayette, Fort Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Lavaca, Lee, Liberty, Madison, Matagorda, Montgomery, Polk, Refugio, San Jacinto, Trinity, Tyler, Victoria, Walker, Waller, Washington, Wharton

HUNTINGTON-CHARLESTON, W. Va.

TV Homes	436,500
Total Households	552,100
Population	2,177,000
Retail Sales	\$1,665,002,000

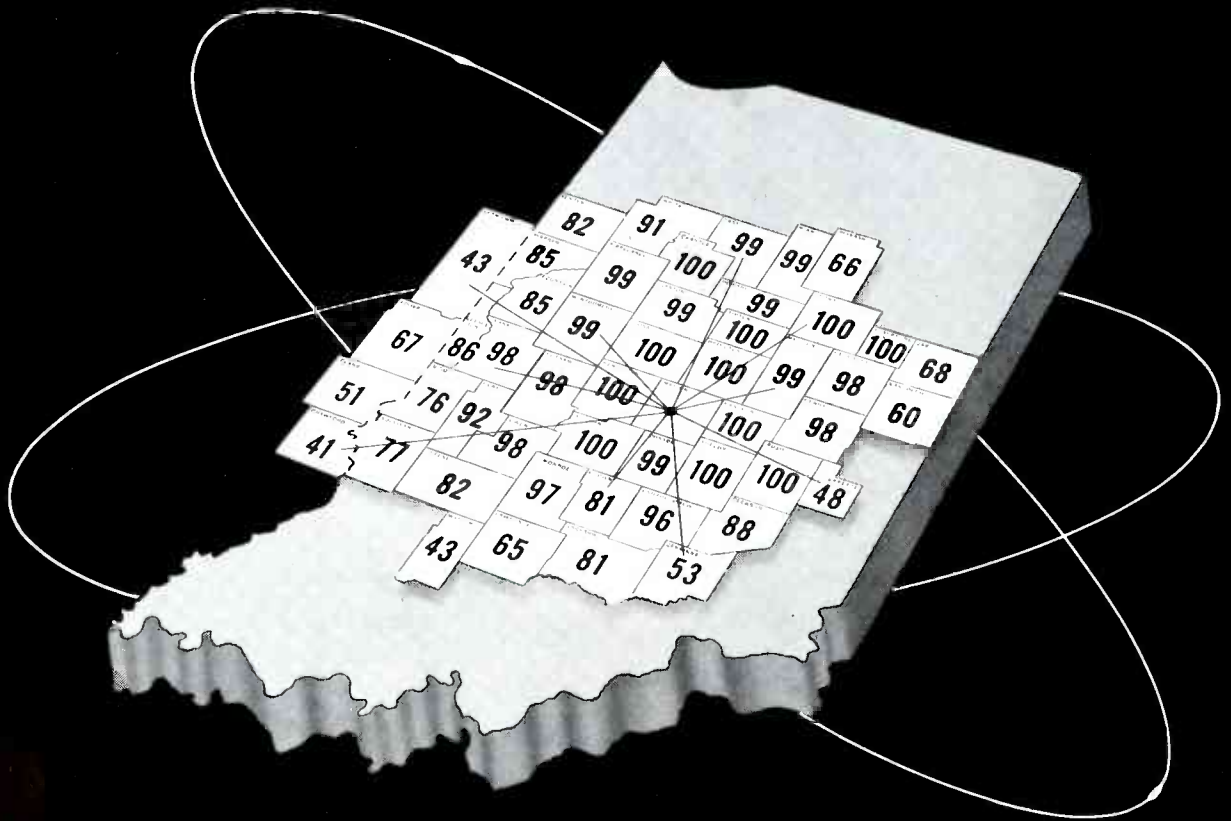
KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Estill, Fleming, Floyd, Greenup, Jahnson, Knott, Lawrence, Lee, Letcher, Lewis, Magoffin, Martin, Menifee, Montgomery, Morgan, Perry, Pike, Powell, Rowan, Wolfe;

OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Morgan, Pike, Scioto, Vinton, Washington;

VIRGINIA: Buchanan, Dickenson, Wise;

WEST VIRGINIA: Boone, Braxton, Cabell, Calhoun, Clay, Doddridge, Fayette, Gilmer, Jackson, Kanawha, Lewis, Lincoln, Logan, McDowell, Mason, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Ritchie, Roane, Wayne, Webster, Wirt, Waod, Wyoming

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See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

- will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
- does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look!* *We are proud of our current ARB . . . and of course we have 100% in Marion County, too!*

The Nation's 13th Television Market
 . . . with the only basic NBC coverage
 of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families with 90% television ownership!

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ Agency**



BASIC NBC-TV AFFILIATE

How much sales power do you reach?

Retail Sales

	Standard Metro. Area (000)	Television Market (000)
Albany	\$ 304,153	\$ 720,064
Birmingham	66,181	192,586
Birmingham	634,563	1,622,143
Boston	3,944,481	6,517,441
Champaign	141,758	1,605,111
Charlotte	335,100	2,411,173
Chattanooga	307,582	794,367
Chicago	8,674,138	10,053,266
Cincinnati	1,349,146	2,601,648

TELEVISION MAGAZINE'S Television Vs. Standard Markets study stresses the need for revising marketing concepts. The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 91 per cent of the television market's spending money is outside the metropolitan area.

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

TELEVISION MAGAZINE

15th year of publication

HUTCHINSON-WICHITA, Kan.

TV Homes	252,900
Total Households	297,800
Population	929,400
Retail Sales	\$1,124,840,000

KANSAS: Barber, Barton, Butler, Chase, Chautouqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellsworth, Ford, Greenwood, Harper, Harvey, Hodgeman, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Meade, Morris, Ottawa, Pawnee, Pratt, Reno, Rice, Saline, Sedgwick, Stafford, Sumner, Wabaunsee, Wilson, Woodson;

OKLAHOMA: Woods;

TEXAS: Hemphill, Lipscomb, Ochiltree, Roberts

IDAHO FALLS, Ida.

TV Homes	58,600
Total Households	82,700
Population	295,200
Retail Sales	\$362,053,000

IDAHO: Bannock, Bear Lake, Bingham, Blaine, Bonneville, Butte, Camas, Caribou, Cassia, Clark, Custer, Franklin, Fremont, Jefferson, Lemhi, Madison, Oneida, Power, Teton;

MONTANA: Beaverhead, Gallatin, Park, Sweet Grass;

WYOMING: Lincoln, Park, Sublette, Teton, Uinta, Yellowstone Park

INDIANAPOLIS, Ind.

TV Homes	703,800
Total Households	754,200
Population	2,427,400
Retail Sales	\$2,816,988,000

ILLINOIS: Clark, Crawford, Edgar, Jasper, Lawrence, Vermilion;

INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Daviess, Decatur, Delaware, Fayette, Fountain, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jay, Jennings, Johnson, Lawrence, Madison, Marion, Martin, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Rush, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Wabash, Warren, White

JACKSON, Miss.

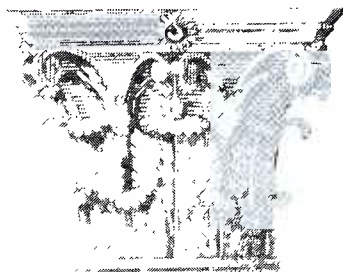
TV Homes	229,900
Total Households	362,300
Population	1,381,600
Retail Sales	\$1,003,562,000

ARKANSAS: Chicot;

LOUISIANA: East Carroll, Madison, Tensas;

MISSISSIPPI: Adams, Amite, Attala, Bolivar, Carroll, Choctaw, Claiborne, Clay, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jeff Davis, Jones, Kemper, Lamar, Lauderdale, Lawrence, Leake, Leflore, Lincoln, Madison, Marion, Montgomery, Neshoba, Newton, Oktibbeha, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Sunflower, Walthall, Warren, Washington, Webster, Wilkinson, Winston, Yazoo

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Stations on the move ... in markets on the move!

WISH-TV is the *first* station in Indianapolis as it has been in *every* survey for the last 4 years.

Indianapolis, Indiana's *first*, and the nation's *14th* TV market serves almost two-and-a-half million people with over four billion dollars of effective buying income—people who always look first to WISH-TV for entertainment and information.

Sources: ARB, Nielsen, Sales Management, May 10, 1958



WISH-TV INDIANAPOLIS

Represented by Bolling

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

Responsibility in Broadcasting



GETTING IN TO SEE THE CLIENT

Telling your story directly to the advertising and sales manager—it's a tough job, but an important one.

One out of every four TV stations now on the air is advertising in this issue of TELEVISION MAGAZINE because it is used by almost all of TV's important clients.

And it is read under circumstances most favorable to you—when the advertiser is specifically seeking TV information, while he is reading a magazine that reflects the stature and influence of the broadcast media.

You talk directly to the advertiser when you tell your story in TELEVISION MAGAZINE.

JACKSON, Tenn.
TV Homes 87,400
Total Households 134,900
Population 492,600
Retail Sales \$329,347,000

KENTUCKY: Fulton;

MISSISSIPPI: Alcorn, Tishomingo;

TENNESSEE: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Lauderdale, McNairy, Madison, Obion, Perry, Wayne, Weakley

JACKSONVILLE, Fla.
TV Homes 286,600
Total Households 390,600
Population 1,471,500
Retail Sales \$1,574,665,000

FLORIDA: Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Franklin, Godsdon, Gilchrist, Hamilton, Hernando, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Marion, Nassau, Putnam, St. Johns, Suwannee, Taylor, Union, Volusia, Wakulla;

GEORGIA: Appling, Atkinson, Bacon, Ben Hill, Berrien, Brantley, Brooks, Bryan, Camden, Candler, Charlton, Clinch, Coffee, Colquitt, Cook, Echols, Evans, Glynn, Irwin, Jeff Davis, Lanier, Liberty, Long, Lowndes, McIntosh, Pierce, Tattnall, Telfair, Thomas, Toombs, Ware, Wayne, Wheeler

JEFFERSON CITY-COLUMBIA, Mo.
TV Homes 124,900
Total Households 157,000
Population 507,200
Retail Sales \$482,904,000

MISSOURI: Audrain, Benton, Boone, Callaway, Camden, Chariton, Cole, Cooper, Dent, Gasconade, Hickory, Howard, Linn, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pulaski, Ralls, Randolph, Saline, Shelby, Warren

JOHNSON CITY, Tenn.
TV Homes 121,200
Total Households 180,900
Population 748,700
Retail Sales \$483,584,000

KENTUCKY: Harlan, Perry;

TENNESSEE: Carter, Cocke, Greene, Hamblen, Hawkins, Johnson, Sullivan, Unicoi, Washington;

VIRGINIA: Buchanan, Lee, Russell, Scott, Smyth, Washington, Wise

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NCS No. 3 shows that **WKZO-TV** does **FAR** the best job in **Western Michigan!**

WKZO-TV covers 606,780 television homes in 34 Western Michigan and Northern Indiana counties—one of America's top-20 television markets. Its nighttime *daily* NCS Circulation is actually greater than Station B's nighttime *weekly!* No competitive station even approaches WKZO-TV's circulation daytime or nighttime, *daily or weekly!*

NCS No. 3 SPRING, 1958

	DAYTIME		NIGHTTIME	
	Weekly	Daily	Weekly	Daily
WKZO-TV	390,330	265,990	472,250	386,280
STATION B	314,950	202,190	384,570	304,780
STATION C	264,330	152,910	349,890	222,400

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
Exclusive National Representatives

MOON, Pa.
 TV Homes 565,800
 Total Households 628,700
 Population 2,248,500
 Retail Sales \$2,119,146,000

ND: Allegany, Garrett;

PA: Armstrong, Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clinton, Elk, Fayette, Forest, Fulton, Huntingdon, Indiana, Jefferson, McKean, Potter, Somerset, Venango, Warren, Westmoreland;

VA: Hampshire, Mineral, Morgan

Mo.-PITTSBURG, Kan.

TV Homes 151,000
 Total Households 191,000
 Population 596,100
 Retail Sales \$577,067,000

KANSAS: Benton, Washington;

MO: Allen, Bourbon, Cherokee, Coffey, Labette, Montgomery, Neosho, Woodson;

MO: Barry, Barton, Cedar, Dade, Jasper, McDonald, Newton, Vernon;

OKLAHOMA: Craig, Delaware, Nowata, Ottawa

MICHIGAN:

TV Homes 593,200
 Total Households 628,800
 Population 2,092,800
 Retail Sales \$2,386,077,000

NY: Elkhart, Lagrange, Noble, Steuben;

OHIO: Allegan, Barry, Berrien, Branch, Cass, Clinton, Eaton, Gratiot, Hillsdale, Ionia, Jackson, Kalamazoo, Kent, Lake, Montcalm, Muskegon, Newaygo, Osceola, Ottawa, St. Joseph, Van Buren

MT:

TV Homes 11,200
 Total Households 17,700
 Population 91,200
 Retail Sales \$105,039,000

PA: Flathead, Lake, Lincoln

MO:

TV Homes 600,900
 Total Households 670,300
 Population 2,075,900
 Retail Sales \$2,518,556,000

MO: Ringgold, Taylor;

MO: Allen, Anderson, Atchison, Bourbon, Coffey, Doniphan, Douglas, Franklin, Jefferson, Johnson, Leavenworth, Linn, Marshall, Miami, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Wyandotte;

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The Facts on the Kansas City Market

Today NCS #3 tells us KCMO-TV serves 74 counties, an increase of 21% over NCS #2.

Total Homes Reached Day or Night

	NCS #3 May 1958	% Increase Over NCS #2
Total Homes In Area	725,000	8%
Television Homes in Area	616,940	23%
Monthly Coverage	546,800	17%
Weekly Coverage	535,560	17%
Daytime Circulation		
Weekly	477,790	23%
Daily	307,170	9%
Nighttime Circulation		
Weekly	528,520	18%
Daily	389,270	5%

MT:

TV Homes 11,200
 Total Households 17,700
 Population 91,200
 Retail Sales \$105,039,000

PA: Flathead, Lake, Lincoln

MO:

TV Homes 600,900
 Total Households 670,300
 Population 2,075,900
 Retail Sales \$2,518,556,000

MO: Ringgold, Taylor;

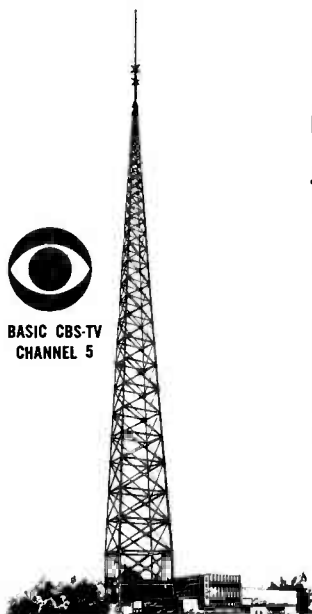
MO: Allen, Anderson, Atchison, Bourbon, Coffey, Doniphan, Douglas, Franklin, Jefferson, Johnson, Leavenworth, Linn, Marshall, Miami, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Wyandotte;

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KCMO-TV Channel 5 is the only Kansas City Station to show an increase in all classifications.



BASIC CBS-TV CHANNEL 5



Kansas City MO-TV

Joe Hartenbower, General Manager Sid Tremble, Station Manager

KANSAS CITY KCMO KCMO-TV The Katz Agency
 SYRACUSE WHEN WHEN-TV The Katz Agency
 PHOENIX KPHO KPHO-TV The Katz Agency
 OMAHA WOW WOW-TV John Blair & Co.—Blair-TV
 TULSA KRMG John Blair & Co.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

Represented Nationally by Katz Agency

KANSAS CITY, Mo. — Continued

MISSOURI: Andrew, Atchison, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Charitan, Clay, Clinton, Daviess, De Kalb, Gentry, Grundy, Harrison, Henry, Hickory, Holt, Jackson, Jahnson, Lafayette, Linn, Livingston, Mercer, Nodaway, Pettis, Platte, Ray, St. Clair, Saline, Vernon, Worth

KEARNEY, Neb.

TV Homes	101,900
Total Households	140,900
Population	462,000
Retail Sales	\$530,763,000

COLORADO: Phillips, Sedgwick, Yuma;

KANSAS: Cheyenne, Decatur, Graham, Greeley, Jewell, Logan, Mitchell, Norton, Osborne, Phillips, Rawlins, Rooks, Sheridan, Sherman, Smith, Thomas, Wallace, Wichita;

NEBRASKA: Adams, Arthur, Buffalo, Chase, Cheyenne, Clay, Custer, Dawson, Dundy, Franklin, Frontier, Furnas, Gosper, Grant, Greeley, Hall, Harlan, Hayes, Hitchcock, Hoaker, Haward, Kearney, Keith, Lincoln, Logan, McPherson, Nuckolls, Perkins, Phelps, Red Willow, Sherman, Thomas, Valley, Webster

KLAMATH FALLS, Ore.

TV Homes	20,000
Total Households	30,400
Population	95,700
Retail Sales	\$129,100,000

CALIFORNIA: Modoc, Siskiyou;
OREGON: Harney, Klamath, Lake

KNOXVILLE, Tenn.

TV Homes	225,500
Total Households	327,600
Population	1,319,900
Retail Sales	\$898,361,000

KENTUCKY: Bell, Casey, Clay, Clinton, Harlan, Jackson, Knox, Laurel, Leslie, McCreary, Owen, Pulaski, Rockcastle, Russell, Wayne, Whitley;

NORTH CAROLINA: Cherokee, Clay, Graham, Jackson, Swain;

TENNESSEE: Anderson, Bledsae, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Pickett, Polk, Rhea, Roane, Scott, Sequatchie, Sevier, Unicoi, Union, Van Buren, White;

VIRGINIA: Lee

LA CROSSE, Wis.

TV Homes	115,500
Total Households	138,400
Population	485,800
Retail Sales	\$488,480,000

IOWA: Allamakee, Clayton, Howard, Winneshiek;

MINNESOTA: Fillmore, Houston, Winona;

WISCONSIN: Adams, Buffalo, Clark, Crawford, Grant, Jackson, Juneau, La Crosse, Monroe, Pepin, Richland, Trempealeau, Vernon

LAFAYETTE, Ind.

TV Homes	110,700
Total Households	267,000
Population	94,400
Retail Sales	\$105,547,000

INDIANA: Benton 25%, Tippecanoe, White 25%

LAFAYETTE, La.

TV Homes	92,500
Total Households	137,000
Population	528,000
Retail Sales	\$437,658,000

LOUISIANA: Acadia, Allen, Avoyelles, Cameron, Evangeline, Iberia, Jeff Davis, Lafayette, Pointe Coupee, Rapides 25%, St. Landry, St. Martin, St. Mary, Vermilion

LAKE CHARLES, La.

TV Homes	84,000
Total Households	116,000
Population	423,000
Retail Sales	\$371,983,000

LOUISIANA: Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline, Jeff Davis, Vermilion, Vernon;

TEXAS: Newton, Orange, Sabine

LANCASTER, Pa.

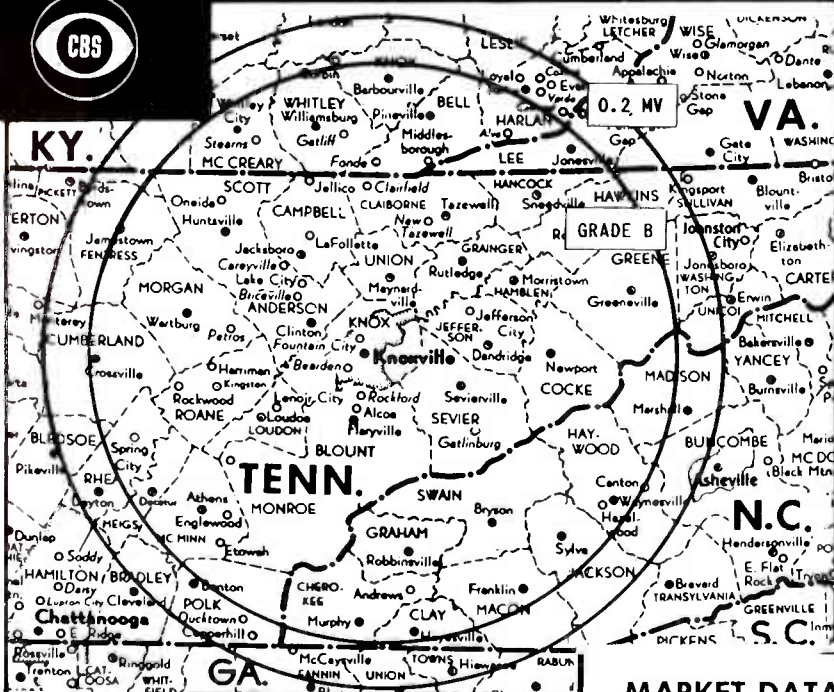
TV Homes	511,000
Total Households	573,000
Population	1,980,000
Retail Sales	\$2,197,341,000

MARYLAND: Carroll, Cecil, Washington;

PENNSYLVANIA: Adams, Berks, Cumberland, Dauphin, Franklin, Fulton, Juniata, Lancaster, Lebanon, Lycoming, Mifflin, Northumberland, Perry, Schuylkill, Snyder, York

TV FACTS for KNOXVILLE

WBIR-TV - Ch. 10 - 316,000 wts.



MARKET DATA

POPULATION:

Metropolitan Area	367,300
TV Area	1,319,900

TV HOMES:

Metropolitan Area	89,500
TV Area	225,500

RETAIL SALES:

Metropolitan Area	\$395,703,000
TV Area	\$898,361,000

Source:
Television Magazine, March 1959
Sales Management, Jan. 1958

Movies Available:

WBIR-TV has been very successful in programming an Early Show (4:30 PM, Sunday thru Saturday) and a Late Show (11:00 PM, Monday thru Saturday). Featured in these movies have been the top films available; such as, MGM, Screen Gems, Warner Brothers, NTA, Signet, RKO Teleradio, Quality, TPA, M&A Alexander, and features from other well-known film distributors. Ratings have been consistently high on these pictures, which offer a low cost-per-thousand buy. Contact your Katz man for details.

Rep. by the **KATZ AGENCY**

WBIR-TV

CBS Ch. 10

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IN KANSAS CITY

AMERICA'S 17th MARKET



the *SWING* is to



KMBC-TV

• NOW SERVING 34,142 MORE TV HOMES WITH CLASS A POWER THAN ANY OTHER TV STATION IN THE KANSAS CITY MARKET.



Six Reasons Why the SWING is to "BUY KMBC-TV"

1. **POWER:** 316,000 Watts from a "Tall Tower" make KMBC-TV the most far-reaching TV station in the Kansas City Area.

2. **PREFERRED PROGRAMMING** of ABC network productions including a popular, new DAYTIME schedule plus the station's own local program features.

IN PROGRAM POPULARITY from 3 P.M. to 10 P.M. KMBC-TV LEADS BY 9.7% over its nearest competitor and 17.2% over the third station!

Above figures from ARB 4 wk. survey Jan. '59 Metropolitan area (Mondays thru Fridays)

3. **POPULATION** of 1,055,000 in Greater Kansas City area.

4. **INCOME** the Effective Buying Income of Greater Kansas City is more than 2 Billion, 49 Million Dollars annually!

5. **RETAIL SALES** of 1 Billion, 400 Million Dollars annually!

6. **STABILITY** "Kansas City ranks third among cities in the nation enjoying prosperous business conditions. It is the largest city showing outstanding gains over a year ago." . . . says Forbes Business and Finance Magazine of December 1958.

KMBC-TV
Channel 9



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

In Kansas City the Swing is to

KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Manager of Television

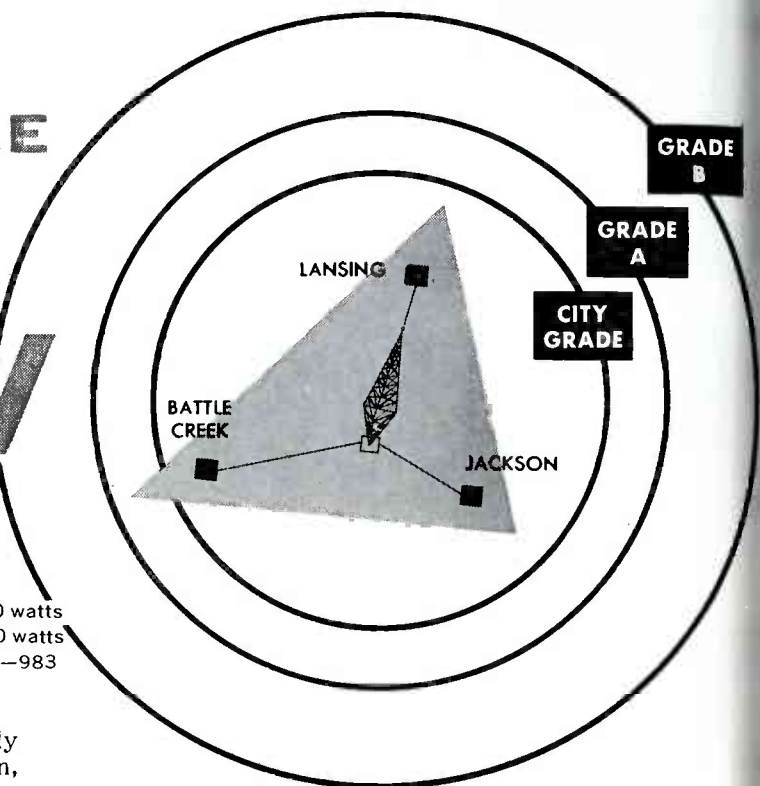
*. . . and in Radio, it's **KMBC of Kansas City—KFRM for the State of Kansas***

Completely Cover Michigan's Rich
GOLDEN TRIANGLE
 with a City Grade signal!

WILX-TV

CHANNEL
10

FULL POWER:
 Video—316,000 watts
 Audio—174,000 watts
 Antenna height—983



WILX-TV, an NBC affiliate, is the only—repeat—only station covering the three key Michigan cities of Jackson, Lansing and Battle Creek with a *City Grade* signal!

WILX-TV has the **Right** coverage in the **Right** spot

TOTAL STATE EXCLUDING METROPOLITAN DETROIT

B SIGNAL AREA

Population	43.4%	Retail Food Sales	47.3%
Households	44.7%	Retail Drug Sales	48.6%
TV Households	44.0%	Retail Automotive Sales	50.3%
Farm Population	34.1%	Retail Filling Stations	46.3%
Retail Sales	47.3%	Gross Farm Income	39.9%

Only WILX-TV, an NBC affiliate, can so thoroughly cover and deliver this rich out-state market! Just check those figures again!

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area** in the nation.

*BASED ON BRDS CONSUMER MARKET DATA
 **BASED ON TELEVISION AGE 100 TOP MARKETS

prime time now available!

RIGHT NOW... is the time to contact

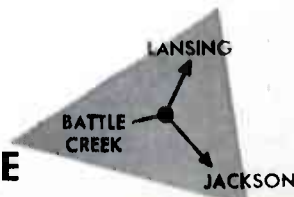
VENARD, RINTOUL & McCONNELL, INC.
 for complete market information

WILX-TV

CHANNEL

10

SERVING MICHIGAN'S
GOLDEN TRIANGLE



ANN ARBOR, Mich.
 TV Homes 441,900
 Total Households 469,900
 Population 1,600,000
 Retail Sales \$1,871,063,000

ANN ARBOR, Mich.
 Barry, Branch, Calhoun, Clare, Genesee, Gladwin, Gratiot, Ingham, Ionia, Isabella, Jackson, Livingston, Mecosta, Midland, Montcalm, Shiawassee

ARLINGTON, Tex.
 TV Homes 9,800
 Total Households 15,200
 Population 67,700
 Retail Sales \$52,814,000

ATLANTA, Ga.
 TV Homes 110,600
 Total Households 32,400
 Population 104,100
 Retail Sales \$135,950,000

ATLANTA, Ga.
 La Salle

ATLANTA, Nev.
 TV Homes 34,700
 Total Households 36,500
 Population 115,900
 Retail Sales \$193,451,000

ATLANTA, Nev.
 Mohave; Clark

ATLANTA, Okla.
 TV Homes 48,900
 Total Households 61,000
 Population 210,300
 Retail Sales \$215,258,000

ATLANTA, Okla.
 Caddo, Comanche, Cotton, Jackson, Jefferson, Kiowa, Stephens, Tillman

ATLANTA, Pa.
 TV Homes 158,300
 Total Households 73,900
 Population 253,100
 Retail Sales \$293,426,000

ATLANTA, Pa.
 Cumberland, Dauphin 25%, Lebanon

ATLANTA, Ky.
 TV Homes 142,700
 Total Households 99,600
 Population 362,400
 Retail Sales \$324,076,000

ATLANTA, Ky.
 Bath, Bourbon, Boyle, Clark, Estill, Garrard, Jackson, Jessamine, Lincoln, Menifee, Mercer, Montgomery, Powell, Rockcastle, Scott, Woodford

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LIMA, Ohio
 TV Homes 146,900
 Total Households 58,700
 Population 195,400
 Retail Sales \$235,210,000

LIMA, Ohio
 Allen, Auglaize, Putnam, Van Wert

LINCOLN, Neb.
 TV Homes 186,100
 Total Households 222,800
 Population 714,900
 Retail Sales \$818,682,000

LINCOLN, Neb.
 KANSAS: Clay, Cloud, Jewell, Marshall, Mitchell, Republic, Washington;

LINCOLN, Neb.
 NEBRASKA: Adams, Antelope, Blaine, Boone, Boyd, Butler, Cass, Clay, Colfax, Fillmore, Gage, Garfield, Greeley, Hall, Hamilton, Holt, Howard, Jefferson, Johnson, Knox, Lancaster, Loup, Madison, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Saunders, Seward, Sherman, Stanton, Thayer, Valley, Webster, Wheeler, York

LITTLE ROCK-PINE BLUFF, Ark.
 TV Homes 231,500
 Total Households 323,600
 Population 1,158,000
 Retail Sales \$923,890,000

LITTLE ROCK-PINE BLUFF, Ark.
 ARKANSAS: Arkansas, Baxter, Boone, Bradley, Calhoun, Carroll, Chicot, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lincoln, Logan, Lonoke, Madison, Marion, Monroe, Montgomery, Nevada, Newton, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Van Buren, White, Woodruff, Yell;

LITTLE ROCK-PINE BLUFF, Ark.
 MISSISSIPPI: Bolivar;
 MISSOURI: Howell, Oregon, Shannon

LOCK HAVEN, Pa.
 TV Homes 122,700
 Total Households 34,900
 Population 123,400
 Retail Sales \$121,542,000

LOCK HAVEN, Pa.
 PENNSYLVANIA: Centre 50%, Clinton, Lycoming 50%

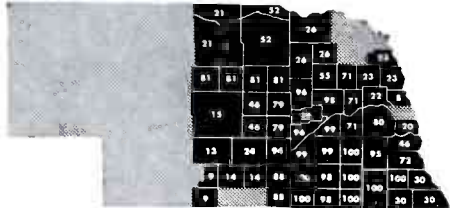
LOS ANGELES, Cal.
 TV Homes 2,569,900
 Total Households 2,745,300
 Population 8,089,700
 Retail Sales \$11,627,681,000

LOS ANGELES, Cal.
 CALIFORNIA: Imperial, Inyo, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Ventura

YOU'RE ONLY HALF-COVERED IN NEBRASKA



IF YOU DON'T USE KOLN-TV!

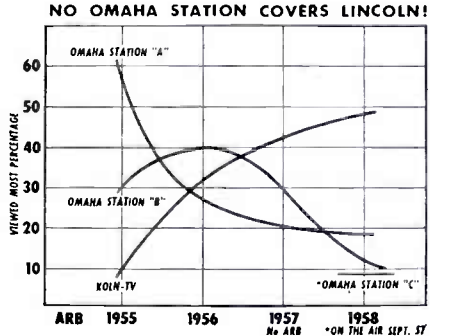


This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

Nebraska has two big markets. One is the extreme East. The other is big (66 counties), well-to-do Lincoln-Land, containing more than half the buying power of the entire state!

Three top TV stations are battling for ratings in the extreme Eastern market (and, naturally, slicing the pie three ways). In Lincoln-Land, there are no such goings-on. *The NCS #3 map shows clearly that KOLN-TV is the one-and-only station that covers this wealthy area.*

Ask Avery-Knodel for the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV
 CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
 COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
 Avery-Knodel, Inc., Exclusive National Representatives

LOUISVILLE, Ky.

TV Homes	452,400
Total Households	553,300
Population	1,958,900
Retail Sales	\$1,846,431,000

INDIANA: Bartholemew, Brown, Clark, Crawford, Daviess, Dubois, Floyd, Harrison, Jackson, Jefferson, Jennings, Lawrence, Martin, Orange, Perry, Pike, Scott, Spencer, Warrick, Washington;
 KENTUCKY: Adair, Anderson, Boyle, Breckinridge, Bullitt, Butler, Carroll, Casey, Clinton, Daviess, Edmonson, Estill, Fayette, Franklin, Gallatin, Garrard, Grant, Grayson, Green, Hancock, Hardin, Hart, Henry, Jackson, Jefferson, Jessamine, Larue, Lincoln, McLean, Madison, Marion, Meade, Menifee, Mercer, Muhlenberg, Nelson, Ohio, Oldham, Owen, Powell, Pulaski, Rockcastle, Russell, Scott, Shelby, Spencer, Taylor, Trimble, Washington, Wayne, Woodford

LUBBOCK, Tex.

TV Homes	101,800
Total Households	130,900
Population	473,400
Retail Sales	\$612,840,000

NEW MEXICO: Lea;

TEXAS: Andrews, Bailey, Borden, Briscoe, Castro, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hall, Hockley, Kent, King, Lamb, Lubbock, Lynn, Martin, Motley, Swisher, Terry, Yoakum

LUFKIN, Tex.

TV Homes	50,600
Total Households	74,700
Population	269,100
Retail Sales	\$233,392,000

TEXAS: Anderson, Angelina, Cherokee, Houston, Madison, Nacogdoches, Newton, Polk, Rusk, Sabine, San Augustine, San Jacinto, Shelby, Trinity

LYNCHBURG, Va.

TV Homes	147,200
Total Households	185,200
Population	750,600
Retail Sales	\$661,950,000

NORTH CAROLINA: Caswell, Person, Vance, Warren;

VIRGINIA: Albemarle, Amherst, Appomattox, Bath, Bedford, Campbell, Charlotte, Franklin, Halifax, Highland, Mecklenburg, Nelson, Pittsylvania, Prince Edward, Roanoke, Rockbridge

MACON, Ga.

TV Homes	105,900
Total Households	153,400
Population	602,500
Retail Sales	\$453,280,000

GEORGIA: Baldwin, Ben Hill, Berrien, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Emanuel, Hancock, Houston, Irwin, Jeff Davis, Johnson, Jones, Lamar, Laurens, Macon, Monroe, Montgomery, Peach, Pulaski, Putnam, Sumter, Taylor, Telfair, Treutlen, Turner, Twiggs, Upson, Washington, Wheeler, Wilcox, Wilkinson, Worth

MADISON, Wis.

TV Homes	223,600
Total Households	249,500
Population	854,300
Retail Sales	\$1,019,428,000

ILLINOIS: Jo Daviess, Stephenson;

WISCONSIN: Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Jefferson, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Walworth, Waushara

MANCHESTER, N.H.

TV Homes	563,100
Total Households	611,800
Population	2,078,300
Retail Sales	\$2,362,026,000

MAINE: York;

MASSACHUSETTS: Essex, Middlesex 25%, Worcester;

NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Grafton, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan;

VERMONT: Windham

MARINETTE, Wis.

TV Homes	161,700
Total Households	178,000
Population	631,300
Retail Sales	\$699,214,000

MICHIGAN: Alger, Delta, Dickinson, Iron, Luce, Menominee, Schoolcraft;

WISCONSIN: Brown, Calumet, Door, Florence, Forest, Kewaunee, Langlade, Manitowoc, Marinette, Oconto, Outagamie, Shawano, Waupaca

MARQUETTE, Mich.

TV Homes	62,700
Total Households	79,100
Population	271,700
Retail Sales	\$283,888,000

MICHIGAN: Alger, Baraga, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Marquette, Menominee, Ontonagon, Schoolcraft;

WISCONSIN: Florence, Forest

MASON CITY, Iowa

TV Homes	170,900
Total Households	194,800
Population	666,000
Retail Sales	\$828,740,000

IOWA: Butler, Cerro Gordo, Chickasaw, Dickinson, Emmet, Floyd, Franklin, Hancock, Howard, Humboldt, Kossuth, Mitchell, Osceola, Palo Alto, Pocahontas, Winnebago, Worth, Wright;

MINNESOTA: Blue Earth, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Jackson, Martin, Mower, Olmsted, Steele, Waseca, Watonwan

MEDFORD, Ore.

TV Homes	43,900
Total Households	58,400
Population	180,000
Retail Sales	\$226,588,000

CALIFORNIA: Siskiyou;

OREGON: Jackson, Josephine, Klamath

MEMPHIS, Tenn.

TV Homes	473,600
Total Households	659,700
Population	2,459,700
Retail Sales	\$1,935,510,000

ARKANSAS: Clay, Craighead, Crittenden, Crossett, Fulton, Greene, Independence, Izard, Jackson, Lawrence, Lee, Mississippi, Monroe, Phillips, Poinsett, Randolph, St. Francis, Sharp, Woodruff

MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun, Carroll, Chickasaw, Choctaw, Clay, Coahoma, De Sota, Grenada, Itawamba, Lafayette, Lee, Leflore, Marshall, Monroe, Montgomery, Oktibbeha, Panola, Pontotoc, Prentiss, Quitman, Sunflower, Tallahatchie, Tate, Tippah, Tishomingo, Tunica, Union, Webster, Yalobusha

MISSOURI: Carter, Dunklin, Howell, New Madrid, Oregon, Pemiscot, Reynolds, Ripley, Shannon, Stoddard;

TENNESSEE: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Lake, Lauderdale, McNairy, Madison, Obion, Shelby, Tipton, Weakley

MERIDIAN, Miss.

TV Homes	100,100
Total Households	166,300
Population	652,700
Retail Sales	\$417,028,000

ALABAMA: Bibb 20%, Choctaw, Clarke, Green, Hale, Marengo, Perry 20%, Pickens, Sumter, Washington, Wilcox;

MISSISSIPPI: Choctaw, Clarke, Clay, Forrest, Jasper, Jones, Kemper, Lauderdale, Leake, Lowndes, Neshoba, Newton, Noxubee, Oktibbeha, Scott, Smith, Wayne, Winston

MIAMI, Fla.

TV Homes	391,100
Total Households	431,100
Population	1,408,100
Retail Sales	\$2,420,634,000

FLORIDA: Broward, Collier, Dade, Glades, Hendry, Highlands, Indian River, Lee, Martin, Monroe, Palm Beach, St. Lucie

MIDLAND-ODESSA, Tex.

TV Homes	82,300
Total Households	112,300
Population	397,300
Retail Sales	\$548,493,000

NEW MEXICO: Lea;

TEXAS: Andrews, Borden, Brewster, Coke, Crockett, Dawson, Ector, Gaines, Glasscock, Howard, Irion, Loving, Martin, Midland, Mitchell, Pecos, Presidio, Reagan, Reeves, Schleicher, Sterling, Sutton, Terrell, Upton, Ward, Winkler

How tall can you get?*



WISC-TV

CHANNEL

MADISON, WISC.



*the tallest tower in Wisconsin

The tallest man-made structure in Wisconsin now brings to WISC-TV viewers in thirty-two counties in Wisconsin, Illinois and Iowa the finest television service to 378,310 TV homes.

1200 ft. above average terrain

1107 ft. Antenna Height

2227 ft. above sea level



Represented Nationally by
Peters, Griffin, Woodward, Inc.

**IN RICH
MONROE MARKET**

During 363 Weekly
Quarter Hours

KNOE-TV

Has

80% to 98%

SHARE OF AUDIENCE

As reported in ARB, Dec. '58

From Sign On To
Sign Off 7 Days A Week

KNOE-TV

Has

79.4%

Average Share Of
Audience

**JUST LOOK AT THIS
MARKET DATA!**

Population	1,520,100
Households	423,600
Consumer Spend- able Income	\$1,761,169,000
Food Sales	\$ 300,486,000
Drug Sales	\$ 40,355,000
Automotive Sales	\$ 299,539,000
General Merchandise	\$ 148,789,000
Total Retail Sales	\$1,286,255,000

And you get more impact and
circulation per dollar in radio on
WNOE-Radio* 50,000 watts
New Orleans 1060 KC

KNOE-Radio 5,000 watts
Monroe 1390 KC
Edd Roull, Vice Pres. &
Gen. Mgr.

*Survey program No. 1, 8 a.m.—6 p.m.
by A. C. Nielsen

KNOE-TV

CHANNEL 8 MONROE, LA.
CBS • ABC

A James A. Noe Station
NOE ENTERPRISES, INC.
James A. Noe, Jr.—President
Paul H. Goldman—Executive
Vice President & General Manager
Represented by EIR Television, Inc.

MILWAUKEE, Wis.

TV Homes	615,000
Total Households	648,100
Population	2,188,100
Retail Sales	\$2,762,594,000

MICHIGAN: Mason, Oceana;

WISCONSIN: Adams, Calumet, Columbia, Dodge, Fond Du Lac, Green Lake, Jefferson, Juneau, Kenosha, Manitowac, Marquette, Milwaukee, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waushara, Winnebago

MINNEAPOLIS-ST. PAUL, Minn.

TV Homes	738,200
Total Households	812,400
Population	2,810,200
Retail Sales	\$3,393,222,000

MINNESOTA: Aitkin, Anoka, Benton, Blue Earth, Brown, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Dodge, Douglas, Faribault, Goodhue, Grant, Hennepin, Hubbard, Isanti, Jackson, Kanabec, Kandiyohi, Le Sueur, Lincoln, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Olmsted, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Wabasha, Wadena, Waseca, Washington, Watonwan, Winona, Wright, Yellow Med;

WISCONSIN: Barron, Buffalo, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, Price, Rusk, St. Croix, Washburn

MINOT, N.D.

TV Homes	42,200
Total Households	64,100
Population	237,400
Retail Sales	\$272,061,000

NORTH DAKOTA: Benson, Bottineau, Burke, Cavalier, Divide, Dunn, Eddy, Foster, McHenry, McKenzie, McLean, Mercer, Mountrail, Oliver, Pierce, Ramsey, Renville, Rolette, Sheridan, Towner, Ward, Wells, Williams

MISSOULA, Mont.

TV Homes	47,000
Total Households	68,300
Population	206,000
Retail Sales	\$245,045,000

MONTANA: Flathead, Granite, Lake, Lewis & Clark, Mineral, Missoula, Powell, Ravalli, Sanders, Silver Bow

MOBILE, Ala.

TV Homes	216,200
Total Households	283,100
Population	1,086,300
Retail Sales	\$1,039,763,000

ALABAMA: Baldwin, Choctaw, Clarke, Conecuh, Covington, Escambia, Mobile, Monroe, Washington, Wilcox;

FLORIDA: Bay, Escambia, Holmes, Okaloosa, Santa Rosa, Walton, Washington;

MISSISSIPPI: Forrest, George, Greene, Harrison, Jackson, Perry, Stone

MONAHANS, Tex. — Data incomplete

MONROE, La.-EL DORADO, Ark.

TV Homes	135,600
Total Households	192,800
Population	710,300
Retail Sales	\$580,966,000

ARKANSAS: Ashley, Chicot, Union;

LOUISIANA: Bienville, Caldwell, Catahoula, Claiborne, Concordia, East Carroll, Franklin, Grant, Jackson, La Salle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Richland, Tensas, Union, West Carroll, Winn;

MISSISSIPPI: Adams, Issaquena, Sharkey, Warren, Washington

MONTGOMERY, Ala.

TV Homes	150,100
Total Households	224,000
Population	888,800
Retail Sales	\$656,546,000

ALABAMA: Autauga, Barbour, Bibb, Bullock, Butler, Chilton, Clarke, Cloy, Coffee, Conecuh, Coosa, Covington, Crenshaw, Dale, Dallas, Elmore, Geneva, Henry, Houston, Lee, Lowndes, Macon, Monroe, Montgomery, Perry, Pike, Tallapoosa, Wilcox;

FLORIDA: Holmes, Walton, Washington

MUNCIE, Ind.

TV Homes	130,900
Total Households	45,500
Population	145,500
Retail Sales	\$158,606,000

INDIANA: Blackford, Delaware, Jay

NASHVILLE, Tenn.

TV Homes	342,000
Total Households	484,600
Population	1,793,500
Retail Sales	\$1,434,329,000

ALABAMA: Lauderdale;

KENTUCKY: Adair, Allen, Barren, Butler, Caldwell, Calloway, Casey, Christian, Clinton, Crittenden, Cumberland, Edmonson, Green, Hart, Hopkins, Livingston, Logan, Lyon, McLean, Marshall, Metcalfe, Monroe, Muhlenberg, Ohio, Pulaski, Russell, Simpson, Todd, Trigg, Warren, Wayne;

TENNESSEE: Bedford, Benton, Bledsoe, Cannon, Carroll, Cheatham, Clay, Coffee, Cumberland, Davidson, Decatur, DeKalb, Dickson, Fentress,

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STORER BUYING FACTS

MILWAUKEE Market Ranking #16

TV HOMES	615,000
POPULATION	2,188,100
FAMILIES	648,100
RETAIL SALES	\$2,762,594,000

for the first time **VHF**
coverage in Milwaukee with . . .

MILWAUKEE'S BEST BUY

*The great CBS line-up of stars
plus the greatest film library in America.*

Paramount • MGM • RKO

United Artists • 20th Century Fox

and many more.

WITI-TV STORER



Storer Broadcasting Company

WITI-TV
MILWAUKEE, WIS.

WJW-TV
CLEVELAND, OHIO

WAGA-TV
ATLANTA, GA.

WJBK-TV
DETROIT, MICH.

WSPD-TV
TOLEDO, OHIO

Announcing...

The Central South's Most Important Advertising Development Since The Advent of Telecasting

Now that WSM-TV is telecasting from the Central South's tallest tower (1408 feet above average terrain), all previous information about and strategy for selling the Nashville Market is obsolete.

HERE ARE THE FACTS:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	550,300
Effective Buying Income	\$2,074,487,000.00	\$573,556,000.00
Retail Sales (Market Data — Sales Management)	\$1,519,052,000.00	\$417,878,000.00

ALL THIS AND A 40.5 SHARE TOO (FEB. ARB)

To evaluate quickly, by buying WSM-TV you can now reach over a half-million new people, who add over half a billion dollars in effective buying income, who actually spend nearly half a billion dollars annually. In short, the new WSM-TV Tower has increased the potential of the Nashville Market by better than one-fourth.

Isn't it time to re-evaluate your market strategy in the Central South?

WSM-TV

Nashville, Tennessee
Represented by Petry

NASHVILLE, Tenn. — Continued

Franklin, Giles, Grundy, Hordin, Henderson, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Sequatchie, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, Wilson

NEW BRITAIN-HARTFORD, Conn.

TV Homes	626,600
Total Households	672,100
Population	2,302,700
Retail Sales	\$3,049,743,000

CONNECTICUT: Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;

MASSACHUSETTS: Franklin, Hampden, Hampshire

NEW HAVEN, Conn.

TV Homes	834,900
Total Households	895,600
Population	3,046,300
Retail Sales	\$4,022,507,000

CONNECTICUT: Fairfield 50%, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;

MASSACHUSETTS: Hampden, Hampshire;

NEW YORK: Suffolk

NEW ORLEANS, La.

TV Homes	370,500
Total Households	455,500
Population	1,660,200
Retail Sales	\$1,643,370,000

LOUISIANA: Ascension, Assumption, E. Feliciana, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. Helena, St. James, St. John Bapt., St. Mary, St. Tammany, Tangipohoo, Terrebonne, Washington, W. Feliciana;

MISSISSIPPI: Amite, Forrest, Hancock, Harrison, Jackson, Lamar, Marion, Pearl River, Perry, Pike, Stone, Walthall, Wilkinson

NEW YORK, N.Y.

TV Homes	4,846,300
Total Households	5,104,900
Population	17,114,800
Retail Sales	\$22,110,325,000

CONNECTICUT: Fairfield, Litchfield, Middlesex, New Haven;

NEW JERSEY: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren;

NEW YORK: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester;

PENNSYLVANIA: Monroe, Pike, Wayne

NORFOLK, Va.

TV Homes	327,400
Total Households	380,600
Population	1,493,300
Retail Sales	\$1,367,806,000

MARYLAND: Somerset;

NORTH CAROLINA: Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Posquotank, Perquimans, Tyrrell, Washington;

VIRGINIA: Accomack, Brunswick, Caroline, Charles City, Dinwiddie, Essex, Gloucester, Greenville, Isle of Wight, James City, King & Queen, King William, Lancaster, Lunenburg, Mathews, Middlesex, Nansemond, New Kent, Newport News, Norfolk, Northampton, Northumberland, Prince George, Princess Anne, Southampton, Surry, Sussex, York

NORTH PLATTE, Neb.

TV Homes	20,500
Total Households	29,600
Population	127,500
Retail Sales	\$149,238,000

NEBRASKA: Arthur, Chase, Custer, Dawson, Frontier, Hayes, Hooker, Keith, Lincoln, Logan, McPherson, Perkins, Thomas

OAK HILL, W. Va.

TV Homes	127,500
Total Households	182,900
Population	746,600
Retail Sales	\$499,584,000

VIRGINIA: Buchanan, Tazewell;

WEST VIRGINIA: Barbour, Boone, Braxton, Calhoun, Clay, Doddridge, Fayette, Gilmer, Greenbrier, Lewis, McDowell, Mercer, Monroe, Nicholas, Pocahontas, Raleigh, Ritchie, Roane, Summers, Upshur, Webster, Wyoming

ODESSA-MIDLAND, Tex.

TV Homes	82,300
Total Households	112,300
Population	397,300
Retail Sales	\$548,493,000

NEW MEXICO: Lea;

TEXAS: Andrews, Borden, Brewster, Coke, Crane, Crockett, Dawson, Ector, Gaines, Glasscock, Howard, Irion, Loving, Martin, Midland, Mitchell, Pecos, Presidio, Reagan, Reeves, Schleicher, Sterling, Sutton, Terrell, Upton, Ward, Winkler

OKLAHOMA CITY, Okla.

TV Homes	329,700
Total Households	397,300
Population	1,316,900
Retail Sales	\$1,451,709,000

OKLAHOMA: Alfalfa, Atoka, Beckham, Blaine, Caddo, Canadian, Carter, Cleveland, Coal, Comanche, Creek, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Harper, Hughes, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Okfuskee, Oklahoma, Pawnee, Payne, Pontotoc, Pottawatomie, Roger Mills, Seminole, Stephens, Washita, Woods, Woodward

OMAHA, Neb.

TV Homes	332,000
Total Households	362,600
Population	1,174,200
Retail Sales	\$1,388,895,000

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GA: Adair, Adams, Audubon, Cass, Crawford, Fremont, Harrison, Mills, Monona, Montgomery, Pottawattamie, Ringgold, Shelby, Taylor;

ONTANA: Atchison, Holt, Nodaway;

BRASKA: Antelope, Burt, Butler, Cass, Colfax, DeWing, Dodge, Douglas, Gage, Hamilton, Johnson, Johnson, Knox, Lancaster, Madison, Mahaha, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Sarpy, Saunders, Seward, Stanton, Thurston, Washington, York

FLORIDA-DAYTONA BEACH, Fla.

TV Homes	196,200
Total Households	256,000
Population	859,300
Retail Sales	\$1,097,221,000

FLORIDA: Brevard, Citrus, Dixie, Flagler, Glades, Hendry, Hernando, Highlands, Indian River, Lafayette, Lake, Levy, Marion, Okechobee, Orange, Osceola, Pasco, Polk, Volusia, Seminole, Sumter, Volusia

IOWA, Iowa

TV Homes	135,400
Total Households	163,000
Population	502,900
Retail Sales	\$517,522,000

IOWA: Appanoose, Davis, Decatur, Henry, Jefferson, Keokuk, Lee, Louisa, Mahaska, Marion, Warren, Van Buren, Wapello, Washington, Wayne;

MISSOURI: Adair, Chariton, Clark, Grundy, Harrison, Knox, Lewis, Linn, Livingston, Macon, Mercer, Putnam, Randolph, Schuyler, Scotland, Shelby, Sullivan

PADUCAH, Ky.

TV Homes	186,600
Total Households	254,800
Population	846,900
Retail Sales	\$747,769,000

ILLINOIS: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Johnson, Massac, Pope, Pulaski, Saline, Union, White, Williamson;

KENTUCKY: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Hopkins, Livingston, Lyon, McCracken, Marshall, Trigg, Union, Webster;

MISSOURI: Cape Girardeau, Mississippi, New Madrid, Scott, Stoddard;

TENNESSEE: Carroll, Henry, Lake, Obion, Weakley

PANAMA CITY, Fla.

TV Homes	20,700
Total Households	29,800
Population	115,100
Retail Sales	\$113,570,000

FLORIDA: Bay, Calhoun, Gulf, Holmes, Walton, Washington

PARKERSBURG, W. Va.

TV Homes	124,100
Total Households	41,300
Population	136,300
Retail Sales	\$158,206,000

OHIO: Morgan, Washington;

WEST VIRGINIA: Wood

PENSACOLA, Fla.

TV Homes	187,800
Total Households	243,300
Population	932,900
Retail Sales	\$910,146,000

ALABAMA: Baldwin, Butler, Clarke, Conecuh, Covington, Escambia, Geneva, Mobile, Monroe;

FLORIDA: Bay, Calhoun, Escambia, Franklin, Gulf, Holmes, Liberty, Okaloosa, Santa Rosa, Wakulla, Washington;

MISSISSIPPI: George, Greene, Jackson

PEORIA, Ill.

TV Homes	1148,100
Total Households	179,500
Population	579,500
Retail Sales	\$692,389,000

ILLINOIS: Bureau, Cass, Fulton, Logan, McLean, Marshall, Mason, Menard, Peoria, Putnam, Stark, Tazewell, Woodford

PHILADELPHIA, Pa.

TV Homes	1,879,300
Total Households	2,018,400
Population	6,992,000
Retail Sales	\$8,322,727,000

DELAWARE: Kent, New Castle, Sussex;

MARYLAND: Cecil;

NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Ocean, Salem, Warren;

PENNSYLVANIA: Berks, Bucks, Carbon, Chester, Delaware, Lancaster, Lebanon, Lehigh, Monroe, Montgomery, Northampton, Northumberland, Philadelphia, Schuylkill

PHOENIX-MESA, Ariz.

TV Homes	194,300
Total Households	225,500
Population	806,500
Retail Sales	\$956,578,000

ARIZONA: Coconino, Gila, Graham, Greenlee, Maricopa, Mohave, Navajo, Pinal, Santa Cruz, Yavapai;

NEW MEXICO: Grant, Hidalgo

PINE BLUFF-LITTLE ROCK, Ark.

TV Homes	231,500
Total Households	323,600
Population	1,158,000
Retail Sales	\$923,890,000

ARKANSAS: Arkansas, Baxter, Boone, Bradley, Calhoun, Carroll, Chicot, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lincoln, Logan, Lonoke, Madison, Marion, Monroe, Montgomery, Nevada, Newton, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Van Buren, White, Woodruff, Yell;

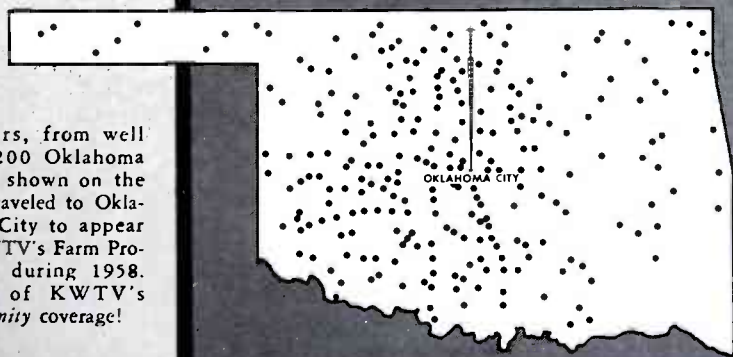
MISSISSIPPI: Bolivar;

MISSOURI: Howell, Oregon, Shannon

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This is the KWTV Community!

Viewers, from well over 200 Oklahoma towns shown on the map, traveled to Oklahoma City to appear on KWTV's Farm Programs during 1958. Proof of KWTV's community coverage!



Community Coverage makes **KWTV** OKLAHOMA CITY Oklahoma's No. 1 Television Station


See your **PETRY**man

The TOWER with SALESpower in Oklahoma!



An aerial, black and white photograph of a coastal town. The foreground shows a wide, sandy beach with many people and umbrellas. A long, low building, possibly a hotel or promenade, runs along the water's edge. Behind it, several multi-story buildings are visible, including a prominent white building with many windows. The background shows a dense residential area with many smaller houses and trees.

HAVE WONDERFUL TIME
Want to Buy Some?



TIDEWATER, VA.,
tops all metro areas
in the Southeast
but Atlanta and Miami.

TIDEWTAR is a better way
to spell it . . . and the best way
to sell it . . . for WTAR-TV is
the greatest marketing force
in this great and growing market.

The picture is of Virginia Beach, front yard of TIDEWTAR, Va. . . . the big, fast growing, surprising Norfolk-Newport News market: largest U.S. port in total export-import tonnage; a manufacturing and shipbuilding center; major base of air, land and sea forces; and the greatest concentration of population and purchasing power in the southeast, excepting Atlanta and Miami. There are nearly 1,000,000 permanent residents in the metropolitan county area alone . . . to say nothing of the hundreds of thousands here temporarily during the year as vacationers at the more than 20 miles of beach (within the metro area), or from merchant and U.S. Navy ships standing in the world's greatest natural harbor.



Virtually
Unduplicated

WTAR-TV CHANNEL 3, NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Pepper

BIG REACH

WEEK A

WEEK B

Participation in three key 1/2 hours one week, alternating with three other key 1/2 hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week...\$1200
 3—CB per week.....\$ 900



Mon. 10:30 P. M. DIAL 999



Mon. 7:00 P. M. WHIRLYBIRDS



Tues. 7:00 P. M. HIGHWAY PATROL



Wed. 10:30 P. M. TARGET



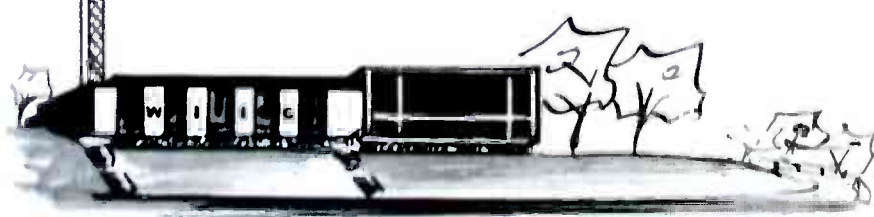
Sat. 7:00 P. M. HONEYMOONERS



Fri. 7:00 P. M. UNION PACIFIC

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
 BLAIR-TV

ST. LOUIS, Mo.

TV Homes	151,000
Total Households	191,000
Population	596,100
Retail Sales	\$577,067,000

KANSAS: Benton, Washington;

KANSAS: Allen, Bourbon, Cherokee, Coffey, Ford, Labette, Montgomery, Neosho, Wilson, Wagon;

KENTUCKY: Barry, Barton, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, Vernon;

KENTUCKY: Craig, Delaware, Nowata, Ottawa

PITTSBURGH, Pa.

TV Homes	1,261,100
Total Households	1,372,700
Population	4,837,200
Retail Sales	\$5,299,480,000

PENNSYLVANIA: Belmont, Carroll, Columbiana, Harrison, Jefferson, Mahoning, Monroe;

PENNSYLVANIA: Allegheny, Armstrong, Beaver, Berks, Cambria, Clarion, Crawford, Fayette, Franklin, Greene, Indiana, Jefferson, Lawrence, Luzerne, Somerset, Venango, Washington, Westmoreland;

PENNSYLVANIA: Barbour, Brooke, Grant, Hancock, Hardy, Harrison, Marion, Marshall, Washington, Ohio, Pendleton, Pleasants, Preston, Randolph, Taylor, Tucker, Tyler, Upshur, Wetzell

PITTSBURGH, N.Y.

TV Homes	119,900
Total Households	140,200
Population	514,900
Retail Sales	\$537,652,000

PENNSYLVANIA: Clinton, Essex, Franklin, Schuylkill, Lawrence;

PENNSYLVANIA: Addison, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington

PITTSBURGH, Me.

TV Homes	310,500
Total Households	345,000
Population	1,205,000
Retail Sales	\$1,381,478,000

PENNSYLVANIA: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Somerset, Waldo, York;

NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Merrimack, Strafford, Sullivan;

NEW YORK: Clinton, Essex;

VERMONT: Caledonia, Chittenden, Essex, Franklin, Grand Isle, Orleans, Washington, Windsor

PITTSBURGH, Me.

TV Homes	210,300
Total Households	232,700
Population	803,100
Retail Sales	\$953,425,000

PENNSYLVANIA: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Somerset, York;

NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Strafford;

VERMONT: Caledonia

PORTLAND, Ore.

TV Homes	455,200
Total Households	540,700
Population	1,661,000
Retail Sales	\$1,937,600,000

OREGON: Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Deschutes, Gilliam, Grant, Hood River, Jefferson, Lane, Lincoln, Linn, Marion, Morrow, Multnomah, Polk, Sherman, Tillamook, Wasco, Washington, Wheeler, Yamhill;

WASHINGTON: Clark, Cowlitz, Klickitat, Lewis, Pacific, Skamania, Wahkiakum

PRESQUE ISLE, Me.

TV Homes	19,600
Total Households	24,200
Population	100,400
Retail Sales	\$85,007,000

MAINE: Aroostook**PROVIDENCE, R.I.**

TV Homes	778,500
Total Households	843,100
Population	2,868,000
Retail Sales	\$3,198,094,000

CONNECTICUT: New London, Tolland, Windham;

MASSACHUSETTS: Barnstable, Bristol, Dukes, Nantucket, Norfolk, Plymouth, Worcester;

RHODE ISLAND: Bristol, Kent, Newport, Providence, Washington

PUEBLO-COLORADO SPRINGS, Colo.

TV Homes	90,400
Total Households	118,700
Population	402,100
Retail Sales	\$442,413,000

COLORADO: Baca, Bent, Cheyenne, Crowley, Custer, Douglas, Elbert, El Paso, Fremont, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo;

NEW MEXICO: Colfax, Harding, Union

QUINCY, Ill.-HANNIBAL, Mo.

TV Homes	189,800
Total Households	213,800
Population	663,100
Retail Sales	\$714,292,000

ILLINOIS: Adams, Brown, Cass, Fulton, Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott, Warren;

IOWA: Davis, Des Moines, Jefferson, Lee, Van Buren;

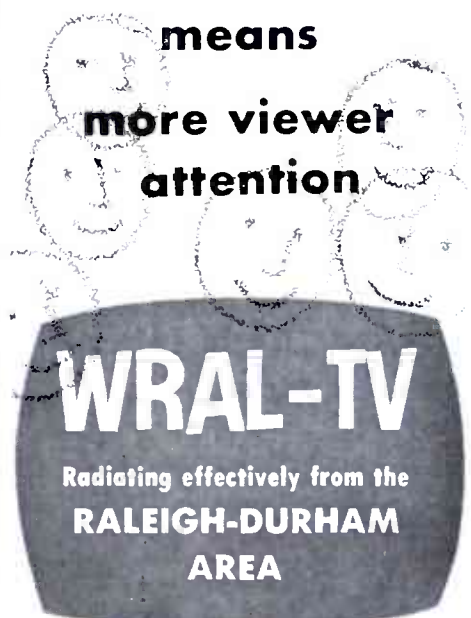
MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph, Schuyler, Scotland, Shelby, Warren

RALEIGH-DURHAM, N.C.

TV Homes	269,100
Total Households	357,000
Population	1,544,100
Retail Sales	\$1,259,715,000

TOP RATING RECORD

means
more viewer
attention



WRAL-TV has an unequalled rating record in the Raleigh-Durham area . . . based on ARB surveys, sign-on to sign-off, since the day this station started operations.

The reasons? Plenty of them! The best of the NBC network shows, from TODAY to JACK PAAR . . . popular choices from ABC . . . plus exclusive local programs that attract and hold loyal audiences.

Superlative equipment is another WRAL-TV asset — first Ampex Videotape recorder in North Carolina . . . \$100,000 4-camera mobile unit . . . two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting boards.

To get sales results, use the station viewers choose!

CAROLINA'S Colorful CAPITAL STATION

WRAL-TV



Full power Channel 5
NBC and Local Color
RALEIGH, N. C.

REPRESENTED BY
H-R, INC.

Don't Be Out-of-Data



about the RALEIGH-DURHAM Market!

Chances are you may be using out-of-date data about the Raleigh-Durham market.

Why? Because now WTVD, channel 11, is transmitting from its new 1500-foot tower, the tallest man-made structure in North Carolina. WTVD's new tower, soaring over 325 feet above its nearby competitor, now delivers the DOMINANT signal in the market.

This signal not only DOMINATES the old Raleigh-Durham market, but provides as a BONUS, city-grade service in the rich tobacco cities of Eastern North Carolina.

Combine this dominant signal with dominant programming—and see why you can't afford to be out-of-date on the Raleigh-Durham market.

Get up-to-date data now. Call your PETRY man.

WTVD
CBS-TV 11
RALEIGH - DURHAM

Call Edward PETRY & Co.

RALEIGH-DURHAM, N.C. — Continued

NORTH CAROLINA: Alamance, Bladen, Caswell, Chatham, Cumberland, Duplin, Durham, Edgecombe, Franklin, Granville, Greene, Halifax, Harnett, Hoke, Johnston, Lee, Montgomery, Moore, Nash, Orange, Person, Robeson, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson;

VIRGINIA: Mecklenburg

RAPID CITY, S.D.

TV Homes	34,200
Total Households	60,500
Population	210,700
Retail Sales	\$244,129,000

NEBRASKA: Box Butte, Dawes, Sheridan, Sioux;

SOUTH DAKOTA: Bennett, Butte, Corson, Custer, Dewey, Fall River, Haakon, Harding, Jackson, Jones, Lawrence, Meade, Mellette, Pennington, Perkins, Shannon, Stanley, Todd, Washabaugh, Ziebach;

WYOMING: Campbell, Crook, Weston

REDDING, Cal.

TV Homes	57,400
Total Households	77,000
Population	232,400
Retail Sales	\$335,471,000

CALIFORNIA: Butte, Colusa, Glenn, Lake, Modoc, Shasta, Siskiyou, Tehama, Trinity

RENO, Nev.

TV Homes	38,300
Total Households	45,000
Population	143,200
Retail Sales	\$244,123,000

CALIFORNIA: Lassen, Modoc;

NEVADA: Churchill, Douglas, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Lyon, Mineral, Nye, Ormsby, Pershing, Storey, Washoe

RICHMOND-PETERSBURG, Va.

TV Homes	259,500
Total Households	314,600
Population	1,266,100
Retail Sales	\$1,254,258,000

NORTH CAROLINA: Northampton;

VIRGINIA: Albemarle, Amelia, Amherst, Appomattox, Augusta, Brunswick, Buckingham, Caroline, Charlotte, Charles City, Chesterfield, Culpeper, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King & Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Page, Powhatan, Prince Edward, Prince George, Rappahannock, Richmond, Rockingham, Southampton, Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

RIVERTON, Wyo.

TV Homes	8,000
Total Households	15,200
Population	52,800
Retail Sales	\$68,603,000

WYOMING: Big Horn, Fremont, Hot Springs, Johnson, Washakie

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Just send us your name and address and we will start your subscription immediately.

WXEX-TV Merchandising

st

1. FOOD MERCHANDISING
2. COMMUNITY CLUB AWARDS
3. IN-STORE FOOD DISPLAYS
4. IN-STORE DRUG DISPLAYS
5. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
6. STORE WINDOW DISPLAYS
7. GROCERY BAR PROMOTIONS
8. MAILINGS TO RETAILERS
9. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
10. REPORTS TO FOOD ADVERTISERS
11. PROMOTIONAL SPOTS
12. NEWSPAPER ADS

NBC-TV BASIC

Tom Tinsley
President

Irvin Abeloff
Vice Pres.

in the rich
market of
Richmond,
Petersburg
& Central Va.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

WREX-TV

new, wide range



with
**HIGH
 POWER**
 229 KW VIDEO
 115 KW AUDIO
 spans a
BILLION DOLLAR
 Rockford primary
 market

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass \$1.1-billion potential . . . widens the "secondary" range of influence to include a total \$2.5-billion.

Tops in sales power!

WREX-TV — "The Viewers' Choice DELIVERS your message to the buyers in this rich industrial and agricultural market.

The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year!

TOTAL MARKET:

Population	1,343,651
Households	413,099
Spendable Income	\$2,502,773,000
Retail Sales	\$1,768,295,000

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 33 of top 37 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area — station share of sets-in-use summary — for 4 weeks

Source ARB Oct. 21 - Nov. 19 — 1958

	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	56.3*	48.4
Noon to 6:00 PM	70.3	28.7
6:00 PM to Mid.	55.1	43.8
All Week — Sign-On to Sign-Off	59.2	40.7

* Shares — station on less than the station telecasting the most quarter hours during particular period.

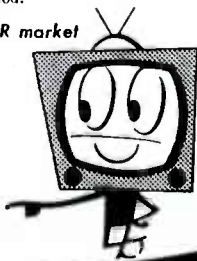
a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV

CHANNEL 13 ROCKFORD

J. M. BAISCH, Gen. Mgr.

Represented By
 H-R TELEVISION, INC.



ROANOKE, Va.	
TV Homes	285,200
Total Households	362,200
Population	1,465,400
Retail Sales	\$1,202,881,000

NORTH CAROLINA: Alamance, Caswell, Person, Rockingham, Stokes;

VIRGINIA: Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Blond, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Grayson, Halifax, Henry, Highland, Mecklenburg, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe;

WEST VIRGINIA: Greenbrier, Mercer, Monroe, Pocahontas, Summers, Webster

ROCHESTER, Minn.

TV Homes	91,200
Total Households	102,900
Population	373,500
Retail Sales	\$432,413,000

IOWA: Howard, Mitchell, Worth;

MINNESOTA: Dodge, Faribault 50%, Fillmore, Freeborn, Houston, Mower, Olmsted, Steele, Wabasha, Waseca, Winona;

WISCONSIN: Buffalo, Pepin

ROCHESTER, N.Y.

TV Homes	310,800
Total Households	341,100
Population	1,137,600
Retail Sales	\$1,422,088,000

NEW YORK: Alleghany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates

ROCKFORD, Ill.††

TV Homes	194,300
Total Households	212,000
Population	689,700
Retail Sales	\$923,361,000

ILLINOIS: Baane, Carroll, DeKalb, Jo Daviess, Lee, McHenry, Ogle, Stephenson, Whiteside 20%, Winnebago;

WISCONSIN: Green, Lafayette, Rock, Walworth

†† Unadjusted for new data pending further study.

ROCK ISLAND, Ill.-DAVENPORT, Iowa

TV Homes	341,700
Total Households	370,800
Population	1,212,700
Retail Sales	\$1,449,385,000

ILLINOIS: Bureau, Carroll, Hancock, Henderson, Henry, Jo Daviess, Knox, Lee, McDanough, Marshall, Mercer, Ogle, Putnam, Rock Island, Stark, Stephenson, Warren, Whiteside;

IOWA: Cedar, Clinton, Des Moines, Dubuque, Henry, Jackson, Jefferson, Johnson, Janes, Lousia, Muscatine, Scott, Washington;

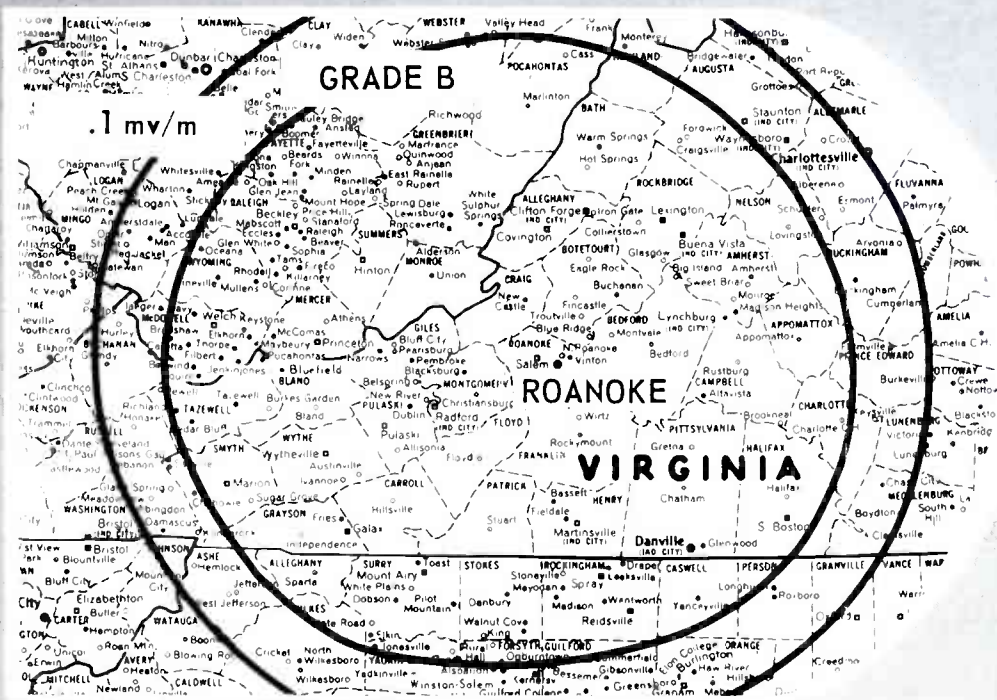
WISCONSIN: Grant, Lafayette

ROSWELL, N.M.

TV Homes	52,800
Total Households	73,500
Population	262,500
Retail Sales	\$307,164,000

NEW MEXICO: Chaves, Curry, DeBaca, Eddy, Lea, Lincoln, Otero, Quay, Roosevelt

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R is for
ROANOKE, the

RESPONSIVE MARKET

One of America's great and growing markets, unified by the superior coverage of WSLs-TV

Low-cost power --- raw materials --- competent labor. These three great factors keep pushing commercial development in the Roanoke area, and keep Roanoke moving steadily forward as one of America's most responsive markets.

Industry means people -- with earning power -- and buying power. Major U. S. industries -- like Allied Chemical & Dye, Bassett Industries, Celanese Corp., Hercules Powder, National Carbide, Norfolk & Western, Pet Milk, U.S. Steel, Westvaco Paper, to name just a few -- keep pouring tremendous payrolls into the Roanoke market, week after week, the year 'round.

How to sell this responsive market? NCS No. 3 points to WSLs-TV. All along the line, it is Roanoke's Number One Station:

- No. 1 Daily Daytime
- No. 1 Daily Nighttime
- No. 1 Weekly Daytime
- No. 1 Weekly Nighttime

WSLS-TV reaches far more homes than any other station in the Greater Roanoke Market of nearly 420,000 TV families. Ask your Blair man for the clinching data.

WSLS · TV
CHANNEL 10 
ROANOKE, VIRGINIA



BLAIR TELEVISION ASSOCIATES
National Representatives

WSLS-Radio, another broadcast service of the Shenandoah Life Insurance Co. is Represented by John Blair & Co.



3 YEARS OF AUDIENCE LEADERSHIP

For more than three continuous years... covering sixteen consecutive ARB Rating Periods... KCRA-TV has enjoyed audience leadership in the prosperous, growing SACRAMENTO, CALIFORNIA TELEVISION MARKET.

This KCRA-TV audience leadership means more viewers... more sales impressions... greater results for your advertising dollar.

ARB RATING PERIODS	KCRA-TV	STATION "B"	STATION "C"
Nov. 7 - Nov. 13, 1955	32.3	30.3	31.1°
Feb. 8 - Feb. 14, 1956	34.2	29.7	29.7°
June 2 - June 8, 1956	35.7	35.6	25.2°
Nov. 15 - Nov. 21, 1956	43.8	36.1	22.1°
Feb. 8 - Feb. 14, 1957	49.1	32.4	21.7°
• March 18 - April 14, 1957	46.5	31.0	24.7°
May 8 - May 14, 1957	49.7	34.5	19.5°
Oct. 14 - Oct. 20, 1957	58.7	35.3	6.2
Oct. 29 - Nov. 4, 1957	48.8	40.4	11.4
Dec. 1 - Dec. 7, 1957	49.0	39.8	13.8
Feb. 8 - Feb. 14, 1958	49.2	40.9	11.0
May 12 - May 18, 1958	48.0	42.3	16.1
Sept. 9 - Sept. 15, 1958	53.5	35.8	14.1
• Oct. 4 - Oct. 31, 1958	50.7	37.6	12.2
• Nov. 8 - Dec. 5, 1958	50.6	35.6	15.2
• Jan. 5 - Feb. 1, 1959	44.8	30.2	14.9

(*) Denotes total audience share of stations "C & D". Station "D" went off the air after May 8 thru 14, 1957 rating period.
 • Denotes four week rating periods.

KCRA-TV

SACRAMENTO

3

CALL YOUR PETRY MAN for availabilities on KCRA-TV, the flourishing Sacramento Audience Leadership Station.

Represented by Edward Petry & Co.

SACRAMENTO-STOCKTON, Cal.

TV Homes 371,000
 Total Households 430,000
 Population 1,284,000
 Retail Sales \$1,814,000.00

CALIFORNIA: Amador, Butte, Colusa, Colusa, Contra Costa 15%, Eldorado, Lake, Mendocino, Nevada, Placer, Plumas, Sacramento, San Joaquin, Sierra, Solano, Stanislaus, Sutter, Yolo, Yuba

SAGINAW-BAY CITY, Mich.

TV Homes 290,000
 Total Households 372,000
 Population 1,125,000
 Retail Sales \$1,312,000.00

MICHIGAN: Alcona, Alpena, Arenac, Bay, Cass, Clinton, Crawford, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Lapeer, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, Shiawassee, Tuscola

ST. JOSEPH, Mo.

TV Homes 201,100
 Total Households 230,300
 Population 722,900
 Retail Sales \$758,395.00

IOWA: Page, Ringgold, Taylor;

KANSAS: Atchison, Brown, Doniphan, Jackson, Jefferson, Leavenworth, Marshall, Nemaha, Pottawatomie, Shawnee;

MISSOURI: Andrew, Atchison, Buchanan, Caldwell, Carroll, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Holt, Lafayette, Lincoln, Livingston, Mercer, Nodaway, Platte, Putnam, Ray, Sullivan, Worth;

NEBRASKA: Nemaha, Pawnee, Richardson

ST. LOUIS, Mo.

TV Homes 845,300
 Total Households 918,300
 Population 2,984,700
 Retail Sales \$3,341,027.00

ILLINOIS: Bond, Calhoun, Christian, Clay, Clinton, Effingham, Fayette, Franklin, Greene, Jackson, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Morgan, Perry, Pike, Randolph, St. Clair, Scott, Shelby, Washington, Wayne, Williamson;

MISSOURI: Ballinger, Carter, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Montgomery, Oregon, Osage, Perry, Phelps, Pike, Reynolds, Ripley, St. Charles, St. Francois, St. Louis, Ste. Genevieve, Shannon, Warren, Washington, Wayne

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PETERSBURG-TAMPA, Fla.

TV Homes	294,200
Total Households	356,000
Population	1,158,400
Retail Sales	\$1,642,629,000

FLORIDA: Charlotte, Citrus, DeSoto, Glades, Hialeah, Hendry, Hernando, Highlands, Hillsborough, Lake, Lee, Levy, Manatee, Marion, Oklawaha, Osceola, Pasco, Pinellas, Polk, Volusia, Sumter

SAN FRANCISCO-MONTEREY, Cal.

TV Homes	184,900
Total Households	215,300
Population	683,900
Retail Sales	\$867,913,000

CALIFORNIA: Alpine, Mariposa, Merced, Mono, Monterey, San Benito, San Luis Obispo, Santa Clara 50%, Santa Clara 6%, Santa Cruz, Stanislaus, Tuolumne

SARASOTA, Md.

TV Homes	†32,700
Total Households	61,000
Population	205,100
Retail Sales	\$255,210,000

DELAWARE: Sussex;
MARYLAND: Somerset, Wicomico, Worcester;
VIRGINIA: Accomack

SALT LAKE CITY, Utah

TV Homes	244,400
Total Households	276,600
Population	1,008,600
Retail Sales	\$1,140,531,000

IDAHO: Bannock, Bear Lake, Caribou, Cassia, Franklin, Oneida, Power;

NEVADA: Elko, White Pine;

UTAH: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber;

WYOMING: Lincoln, Sublette, Sweetwater, Uinta

SAN ANGELO, Tex.

TV Homes	27,800
Total Households	37,500
Population	130,600
Retail Sales	\$157,096,000

TEXAS: Coleman, Concho, Crockett, McCulloch, Menard, Runnels, Schleicher, Sutton, Tom Green

SAN ANTONIO, Tex.††

TV Homes	276,300
Total Households	304,300
Population	1,171,000
Retail Sales	\$1,138,089,000

TEXAS: Atascosa, Bandera, Bee, Bexar, Blanco, Caldwell, Comal, Crockett, DeWitt, Dimmit, Duval, Edwards, Fayette, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Karnes, Kendall, Kerr, Kimble, Kinney, LaSalle, Lavaca, Live Oak, McMullen, Maverick, Medina, Real, Schleicher, Sutton, Uvalde, Val Verde, Victoria, Webb, Wilson, Zavala

†† Unadjusted for new data pending further study.

SAN DIEGO, Cal.-TIJUANA, Mex.

TV Homes	292,400
Total Households	317,200
Population	977,100
Retail Sales	\$1,230,218,000

CALIFORNIA: Imperial, San Diego

SAN FRANCISCO-OAKLAND, Cal.

TV Homes	1,268,600
Total Households	1,408,500
Population	4,353,700
Retail Sales	\$5,709,801,000

CALIFORNIA: Alameda, Alpine, Amador, Calaveras, Colusa, Contra Costa, El Dorado, Lake, Marin, Mariposa, Mendocino, Mono,

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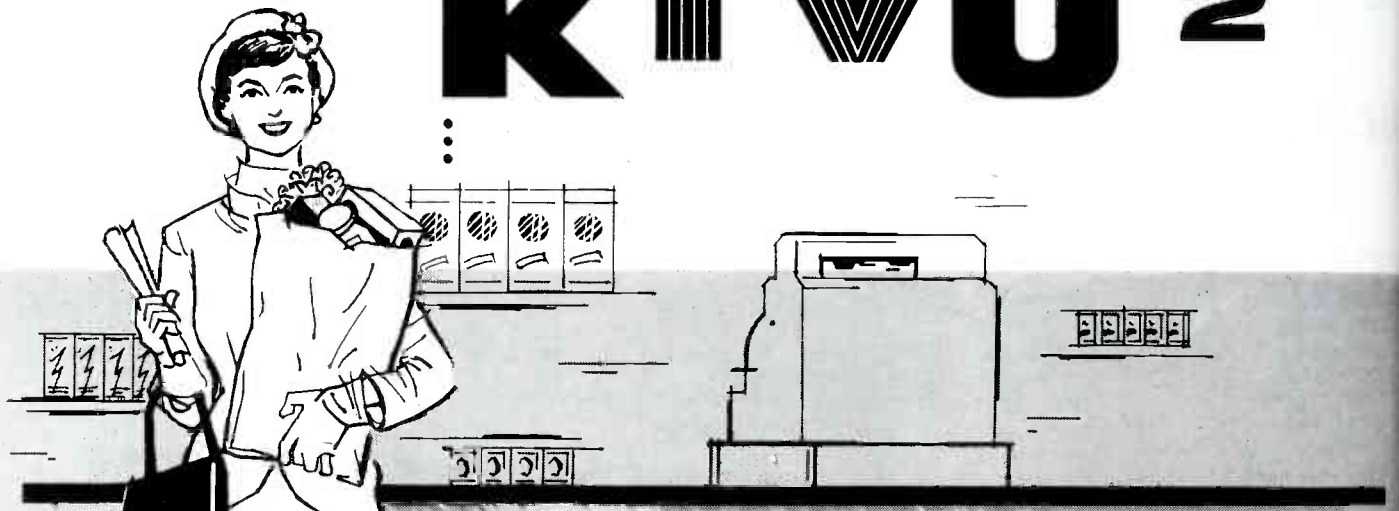
- TELEVISION MAGAZINE is the only source for updated market-by-market TV Homes.
- All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the most powerful station in the market.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.
- A 95% ceiling has been established as the most logical theoretical cutoff on penetration for the entire TV market.
- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing.
- "DI" indicates that data is incomplete.
- Circulation and market definition are compiled by TELEVISION MAGAZINE's research department. This exclusive data may not be reproduced without permission.

to REACH and SELL..

the GREATER SAN FRANCISCO • OAKLAND MARKET

BUY

KTVU CHANNEL 2



⋮
**MOVING MERCHANDISE
IN AMERICA'S SIXTH MARKET with:**

Full-sell Minute Announcements in *all* time classifications.

Greater Area coverage through *unduplicated* independent programming.

Top-quality, *full-length* feature films in AA time.

Exclusive live and Videotape coverage of Bay Area college and professional sports – from football and basketball to rugby and tennis.

Largest, most *up-to-date* studios and facilities in the Area.

Complete Area coverage through *maximum power*:
100 KW Video; 50 KW Audio.

**CALL KTVU or H-R Television, Inc., NOW
for complete information and availabilities.**



San Francisco • Oakland Television INC.

ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

WDAU-TV

points

to

results in

**NORTHEASTERN
PENNSYLVANIA**

WDAU-TV

operates the world's most powerful transmitter system in the largest UHF market plus Community Antenna Coverage greater than any other station, anywhere!

SERVING

1,500,000 viewers in the Scranton-Wilkes Barre area including 62 communities, each with a population of 5000 or more

A vast network of communities relying on WDAU-TV... the only source providing for routine coverage of its local and regional news and events.

THE EYES AND EARS OF THE INDUSTRIAL VALLEYS, U. S. A.

One of the nation's foremost industrial centers... with new prosperity and a constantly growing market for consumer goods.

WDAU-TV

CHANNEL 22

SCRANTON • WILKES BARRE

CBS-TV AFFILIATE

ALL H-R TELEVISION

SAN FRANCISCO-OAKLAND, Cal. — Continued

Monterey, Napa, Nevada, Placer, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Tuolumne, Yolo

SAN JOSE, Cal.

TV Homes	225,500
Total Households	249,200
Population	801,100
Retail Sales	\$1,006,560,000

CALIFORNIA: Monterey, San Benito, Santa Clara, Santa Cruz

SAN LUIS OBISPO, Cal. — See Salinas-Monterey

SANTA BARBARA, Cal.

TV Homes	49,000
Total Households	58,000
Population	177,000
Retail Sales	\$263,467,000

CALIFORNIA: San Luis Obispo, Santa Barbara

SAVANNAH, Ga.

TV Homes	104,300
Total Households	146,200
Population	560,200
Retail Sales	\$480,921,000

GEORGIA: Appling, Atkinson, Ben Hill, Brantley, Bryan, Bulloch, Candler, Chatham, Clinch, Coffee, Echols, Effingham, Emanuel, Evans, Glynn, Jeff Davis, Jenkins, Lanier, Liberty, Long, McIntosh, Montgomery, Pierce, Screven, Tattnall, Telfair, Toombs, Treutlen, Wayne, Wheeler;
SOUTH CAROLINA: Beaufort, Hampton, Jasper

SCHENECTADY-ALBANY-TROY, N.Y.

TV Homes	449,400
Total Households	493,500
Population	1,615,200
Retail Sales	\$1,950,520,000

MASSACHUSETTS: Berkshire;
NEW YORK: Albany, Columbia, Delaware, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington;
VERMONT: Addison, Bennington, Chittenden, Rutland, Washington, Windsor

SCRANTON-WILKES-BARRE, Pa.

TV Homes	1242,700
Total Households	304,000
Population	1,067,800
Retail Sales	\$1,005,985,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Susquehanna, Union, Wayne, Wyoming

SEATTLE-TACOMA, Wash.

TV Homes	537,700
Total Households	602,800
Population	1,835,300
Retail Sales	\$2,228,228,000

OREGON: Clatsop, Wasco;
WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

SEDALIA, Mo.

TV Homes	26,200
Total Households	30,900
Population	93,700
Retail Sales	\$89,036,000

MISSOURI: Benton, Cooper, Hickory, Moniteau, Morgan, Pettis, St. Clair

SHREVEPORT, La.

TV Homes	247,200
Total Households	327,500
Population	1,175,800
Retail Sales	\$1,088,456,000

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HAVE RATINGS WON'T BUDGE



"When a man's business card reads 'HAVE GUN—WILL TRAVEL' he must always stay one jump ahead of the competition." Again KSLA-TV has "notched-up" EIGHT of the TOP TEN shows. . . . 20 of the TOP 25 with a weekly audience of 51.1% mornings, 61.2% afternoons and 57.5% nighttime.*

You just can't quarrel with a station that promotes consistently . . . programs imaginatively . . . delivers a clean, clear picture . . . is backed up with BASIC CBS programming . . . and comes out ON TOP in every TV audience survey, time after time.

You can hire a TOP GUN to work for you in Shreveport by contacting Messrs. Harrington, Righter and Parsons for the complete KSLA-TV story.

* November, 1958 ARB

KSLA-TV
channel
12 shreveport, la.



Represented nationally by:
Harrington, Righter and Parsons, Inc.

ADVERTISING'S BIGGEST PULL IS THE KEL-O-LAND HOOKUP!

One single-station rate card (KELO-TV, Sioux Falls) buys you 73,496 square miles of TV viewers in South Dakota, Iowa, Minnesota, Nebraska, North Dakota. Joe Floyd's powerful hookup blankets 103 counties,* 221,810 tv homes.* (*NCS No. 3)

Largest one-
medium market in
America!
Lowest cost-per-
thousand offered!



General Offices: Sioux Falls, S.D. • JOE FLOYD, President; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Assoc. CBS • ABC

SHREVEPORT, La. - Continued

ARKANSAS: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Sevier;
LOUISIANA: Bienville, Bossier, Caddo, Claiborne, DeSoto, Jackson, Lincoln, Natchitoches, Red River, Sabine, Union, Vernon, Webster;
OKLAHOMA: McCurtain;

TEXAS: Bowie, Camp, Cass, Gregg, Harrison, Marion, Morris, Nacogdoches, Newton, Panola, Red River, Rusk, Sabine, San Augustine, Shelby, Smith, Titus, Upshur, Wood

SIoux CITY, Iowa

TV Homes	201,900
Total Households	231,100
Population	777,300
Retail Sales	\$892,668,000

IOWA: Buena Vista, Cherokee, Clay, Crawford, Dickinson, Emmet, Ida, Lyon, Monona, O'Brien, Osceola, Palo Alto, Plymouth, Sac, Sioux, Woodbury;

MINNESOTA: Jackson, Nobles, Pipestone, Rock;
NEBRASKA: Antelope, Boyd, Burt, Cedar, Cuming, Dakota, Dixon, Holt, Knox, Madison, Pierce, Thurston, Wayne;

SOUTH DAKOTA: Bon Homme, Charles Mix, Clay, Douglas, Hutchinson, Lincoln, Minnehaha, Turner, Union, Yankton

SIoux FALLS, S.D.

TV Homes	219,600
Total Households	296,500
Population	1,037,300
Retail Sales	\$1,142,404,000

IOWA: Clay, Dickinson, Lyon, O'Brien, Osceola, Sioux;

MINNESOTA: Big Stone, Chippewa, Cottonwood, Douglas, Grant, Jackson, Lac Qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Pope, Rock, Stevens, Swift, Traverse, Watonwan, Yellow Med;
NEBRASKA: Antelope, Boyd, Brown, Cherry, Holt, Keya Paha, Knox, Pierce, Rock;

NORTH DAKOTA: Dickey, La Moure, Logan, McIntosh;

SOUTH DAKOTA: Aurora, Beadle, Bennett, Bon Homme, Brookings, Brown, Brule, Buffalo, Campbell, Charles Mix, Clark, Clay, Codington, Corson, Davison, Day, Deuel, Dewey, Douglas, Edmunds, Faulk, Grant, Gregory, Haakon, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jackson, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Mellette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Union, Walworth, Washabaugh, Yankton, Ziebach

SOUTH BEND-ELKHART, Ind.

TV Homes	114,000
Total Households	204,800
Population	668,400
Retail Sales	\$788,324,000

INDIANA: Elkhart, Fulton, Kosciusko, La Grange, Marshall, St. Joseph;

MICHIGAN: Berrien, Cass, St. Joseph

SPOKANE, Wash.

TV Homes	231,600
Total Households	294,600
Population	939,500
Retail Sales	\$1,125,683,000

IDAHO: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, Shoshone;

MONTANA: Flathead, Lincoln, Mineral, Missoula, Sanders;

OREGON: Baker, Umatilla, Union, Willamette;

WASHINGTON: Adams, Asotin, Chelan, Columbia, Douglas, Ferry, Franklin, Garfield, Grant, Kittitas, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Walla Walla, Whitman

SPRINGFIELD, Ill.

TV Homes	117,500
Total Households	162,300
Population	513,000
Retail Sales	\$651,529,000

ILLINOIS: Cass, Christian, DeWitt, Logan,

Morgan, Macoupin, Mason, Menard, Montgomery, Morgan, Sangamon, Shelby

SPRINGFIELD-HOLYOKE, Mass.

TV Homes	116,100
Total Households	198,600
Population	691,100
Retail Sales	\$982,718,000

CONNECTICUT: Hartford 20%, Tolland;

MASSACHUSETTS: Franklin, Hampden, Hampshire

SPRINGFIELD, Mo.

TV Homes	177,000
Total Households	228,600
Population	733,800
Retail Sales	\$674,485,000

ARKANSAS: Baxter, Benton, Boone, Carroll, Madison, Marion, Newton, Searcy, Washington;

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When it comes to
selecting a market's
leading station,

THE PROOF IS WHERE THEY'RE BUYING!

In this three station South Bend-Elkhart market local advertisers consistently use WNDU-TV more than the other two stations combined. And what's even more significant is that they pay top dollars while doing it. It's proof positive that if you want this important market for your product, buy where the local advertisers (the people who know the market best) buy... on WNDU-TV!

call Petry today!

WNDU-TV NBC
CHANNEL 16

Bernie Barth and Tom Hamilton



WE'RE SELLING MORE
IN THE
LAND OF

Profitunity!

Every basic economic index in the WFLA-TV
26-county sales area—the land of Profitunity—
has rocketed to new highs!

In the Big Eight years since 1950 . . .

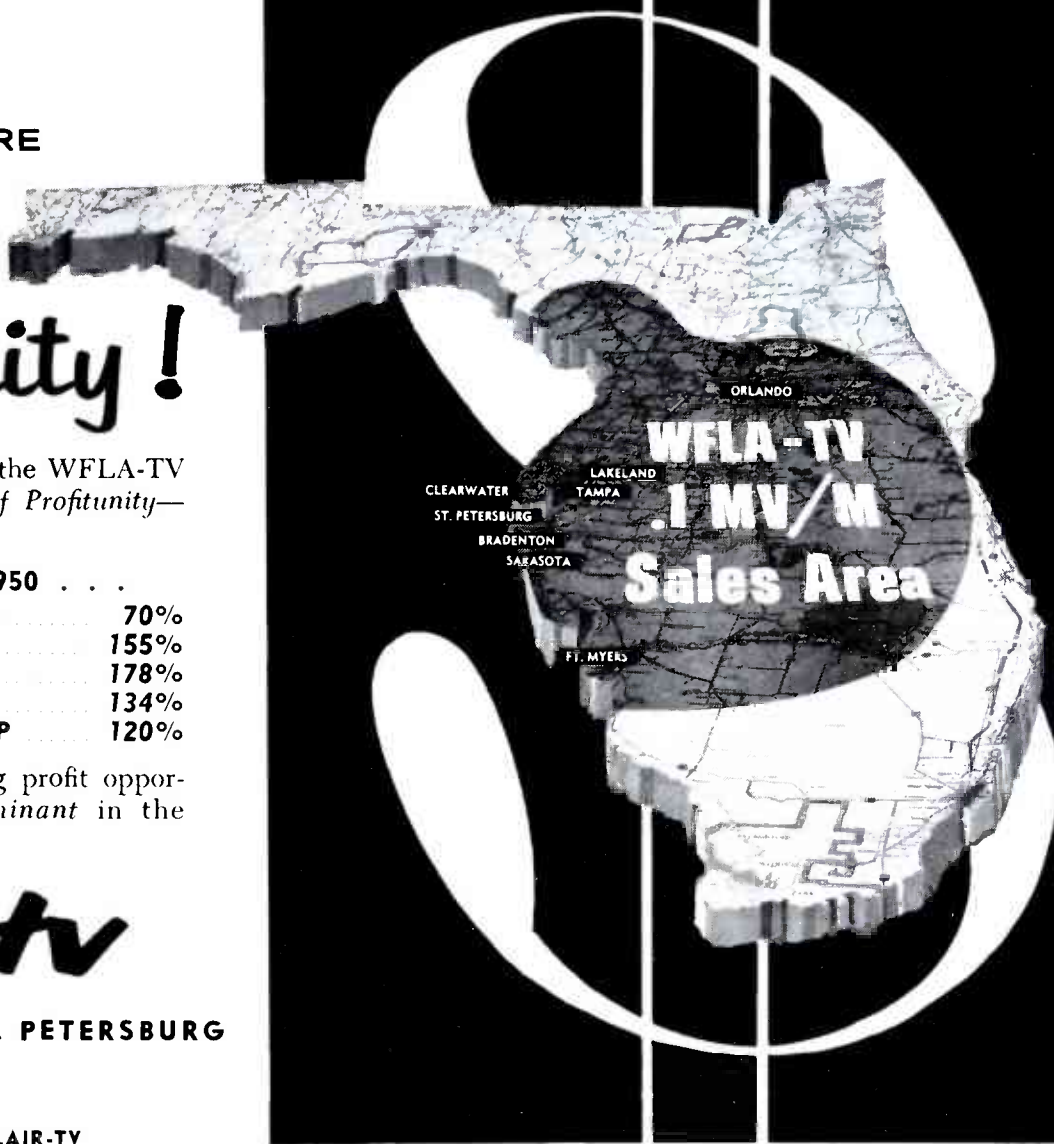
POPULATION IS UP	70%
RETAIL SALES UP	155%
PROD SALES UP	178%
DRUG SALES UP	134%
EFFECTIVE BUYING POWER UP	120%

Get your share of this exciting profit oppor-
tunity. Buy WFLA-TV—dominant in the
land of Profitunity!

wfla-tv

CHANNEL 8 TAMPA-ST. PETERSBURG
NBC

National Representatives: BLAIR-TV



MISSOURI: Barry, Barton, Benton, Camden, Clear, Christian, Dade, Dallas, Dent, Douglas, Grine, Hickory, Howell, Jasper, Laclede, Lawrence, McDonald, Newton, Oregon, Ozark, Pol Pulaski, St. Clair, Shannon, Stone, Taney, Tins, Vernon, Webster, Wright

STEUBENVILLE, Ohio

TV Homes	482,300
Total Households	538,700
Population	1,896,400
Retail Sales	\$1,908,263,000

INDIANA: Belmont, Carroll, Columbiana, Coshocton, Gansey, Harrison, Jefferson, Monroe, Noble, Parrawas;

PENNSYLVANIA: Beaver, Butler, Fayette, Greene, Lawrence, Washington;

WEST VIRGINIA: Barbour, Brooke, Hancock, Mason, Marion, Marshall, Monongalia, Ohio, Pleasants, Preston, Randolph, Taylor, Tyler, Upshur, Wetzel

SUPERIOR, Wis.-DULUTH, Minn.

TV Homes	169,900
Total Households	209,100
Population	705,800
Retail Sales	\$760,382,000

MICHIGAN: Gogebic, Houghton, Ontonagon;

MINNESOTA: Aitkin, Beltrami, Carlton, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Koochiching, Lake, Lake of Woods, St. Louis, Todd, Wadena;

WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, Washburn

SWEETWATER, Tex.

TV Homes	63,400
Total Households	83,400
Population	271,000
Retail Sales	\$2,022,856,000

TEXAS: Callahan, Coke, Eastland, Fisher, Foard, Hardeman, Haskell, Jones, Knox, Mitchell, Nolan, Scurry, Shackelford, Stephens, Stonewall, Taylor, Throckmorton, Young

SYRACUSE, N.Y.

TV Homes	455,500
Total Households	501,700
Population	1,695,200
Retail Sales	\$2,022,856,000

NEW YORK: Cayuga, Chemung, Chenango, Cortland, Hamilton, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, Yates;
PENNSYLVANIA: Tioga

TACOMA-SEATTLE, Wash.

TV Homes	537,700
Total Households	602,800
Population	1,835,300
Retail Sales	\$2,228,228,000

OREGON: Clatsop, Wasco;
WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

TALLAHASSEE, Fla.-THOMASVILLE, Ga.

TV Homes	111,200
Total Households	184,000
Population	736,800
Retail Sales	\$606,320,000

ALABAMA: Houston;

FLORIDA: Bay, Calhoun, Dixie, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwannee, Taylor, Wakulla;

GEORGIA: Atkinson, Baker, Berrien, Brooks, Calhoun, Clinch, Coffee, Colquitt, Cook, Decatur, Early, Echols, Grady, Irwin, Lanier, Lowndes, Miller, Mitchell, Seminole, Thomas, Tift, Turner, Worth

TAMPA-ST. PETERSBURG, Fla.

TV Homes	294,200
Total Households	356,000
Population	1,158,400
Retail Sales	\$1,642,629,000

FLORIDA: Charlotte, Citrus, DeSoto, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lake, Lee, Levy, Manatee, Marion, Okeechobee, Osceola, Pasco, Pinellas, Polk, Sarasota, Sumter

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Additional
copies
of the
**DATA
BOOK**
are available
at \$2.50

TEMPLE-WACO, Tex.

TV Homes 121,600
Total Households 156,500
Population 551,200
Retail Sales \$550,056,000

TEXAS: Bell, Bosque, Brazos, Burleson, Burnet, Comanche, Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Lee, Leon, Limestone, Llano, McLennan, Mason, Milam, Mills, Robertson, San Saba, Somervell, Williamson

TERRE HAUTE, Ind.

TV Homes 214,700
Total Households 238,400
Population 752,100
Retail Sales \$815,344,000

ILLINOIS: Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Edwards, Effingham, Jasper, Lawrence, Richland, Vermilion, Wabash;

INDIANA: Benton, Clay, Daviess, Fountain, Greene, Knox, Martin, Montgomery, Owen, Parke, Pike, Putnam, Sullivan, Vermillion, Vigo, Warren

TEXARKANA, Tex.

TV Homes 81,900
Total Households 117,200
Population 417,500
Retail Sales \$315,020,000

ARKANSAS: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Sevier;

OKLAHOMA: Choctaw, McCurtain, Pushmataha;
TEXAS: Bowie, Cass, Lamar, Marion, Morris, Red River, Titus

THOMASVILLE, Ga. — See Tallahassee, Fla.

TOLEDO, Ohio

TV Homes 352,200
Total Households 371,000
Population 1,226,500
Retail Sales \$1,457,259,000

MICHIGAN: Hillsdale, Lenawee, Monroe;

OHIO: Allen 25%, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot

TOPEKA, Kan.

TV Homes 113,800
Total Households 142,600
Population 453,500
Retail Sales \$522,765,000

KANSAS: Anderson, Brown, Chase, Clay, Cloud, Coffey, Dickinson, Douglas, Franklin, Geary, Greenwood, Jackson, Jefferson, Lyon, Marshall, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Woodson

TRAVERSE CITY, Mich.

TV Homes 52,300
Total Households 64,600
Population 229,300
Retail Sales \$279,441,000

MICHIGAN: Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Leelanau, Mackinac, Manistee, Missaukee, Montmorency, Otsego, Presque Isle, Roscommon, Wexford

TUCSON, Ariz.

TV Homes 97,800
Total Households 115,100
Population 421,100
Retail Sales \$444,259,000

ARIZONA: Apache, Cochise, Gila, Pima, Pinal, Santa Cruz

TULSA, Okla.

TV Homes 303,400
Total Households 366,600
Population 107,200
Retail Sales \$1,230,180,000

ARKANSAS: Benton, Washington;
KANSAS: Chautauqua, Cowley, Elk, Greenwood, Labette, Montgomery, Neosho, Wilson;

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TAKE A GOOD LOOK AT THE CHOICE OF KANSANS

**WIBW-
RADIO**

580 Kc., CBS, 5,000 W.
24 hour daily service with
40% penetration in 1½ million farm
homes in 94 counties in Kansas,
Nebr. and Mo. . . . First of
42 stations in 200 out of 252
rated quarter-hours in
27-county Topeka market.
(Pulse — Oct. '58)

Represented
by
Avery-Knodel, Inc.

**WIBW-
TV**

CBS . . . NBC . . . ABC
The ONLY station in Topeka —
2nd largest market in Kansas . . .
serves 38 rich counties with
218,102 TV homes . . .
First in daytime; first at night;
first all weekend . . . In
273 rated quarter-hours,
WIBW-TV ranked First of
4 rated stations in
Metro Topeka.
(Nov. '58 ARB)



COVERAGE • PROMOTION

MERCHANDISING • RESULTS

STORER BUYING FACTS

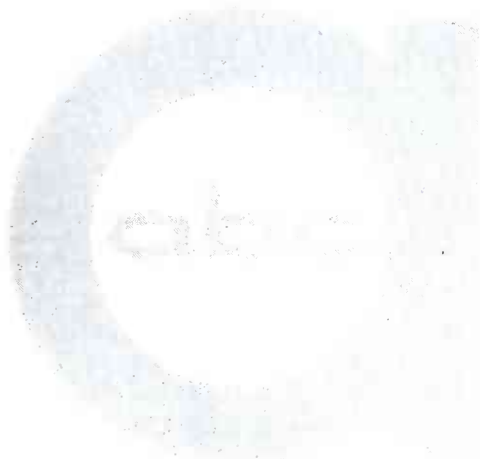
TOLEDO Market Ranking #47

TV HOMES 477,800

POPULATION 1,743,600

FAMILIES 520,800

RETAIL SALES \$2,075,201,000



TOLEDO'S BEST BUY

WSPD's Outstanding Feature Film

Programs including:

RKO • MGM

Warner Brothers • United Artists

Rocket 86

TOLEDO'S

WSPD-TV STORER



Storer Broadcasting Company

WSPD-TV
TOLEDO, OHIO

WJW-TV-
CLEVELAND, OHIO

WAGA-TV
ATLANTA, GA.

WJBK-TV
DETROIT, MICH.

WITI-TV
MILWAUKEE, WIS.



Stations on the move ...in markets on the move!

Virtually half the State of Oklahoma is the Tulsa television market: 47% of the entire population; 45% of the retail sales; 45% of the food sales; 44% of the drug sales; and 46% of the total buying income. This dynamic market also includes 13 counties in Arkansas, Kansas, and Missouri . . . a whopping 330,780 television homes.

In Tulsa, KOTV has been the *first station in every* rating report for the last ten years!

Sources: NCS #3, ARB, Nielsen, Sales Management



Represented by Terry

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

Responsibility in Broadcasting

TULSA, Okla. — Continued

MISSOURI: McDonald;

OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Hughes, Kay, Latimer, Lincoln, McIntosh, Mayes, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Payne, Pittsburg, Rogers, Sequoyah, Tulsa, Wagoner, Washington

TUPELO, Miss.

TV Homes	55,100
Total Households	97,000
Population	369,400
Retail Sales	\$230,812,000

ALABAMA: Franklin, Marion;

MISSISSIPPI: Alcorn, Benton, Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Lee, Lawndes, Monroe, Oktibbeha, Pontotoc, Prentiss, Tippah, Tishomingo, Union

TWIN FALLS, Ida.

TV Homes	26,400
Total Households	37,100
Population	131,400
Retail Sales	\$151,619,000

IDAHO: Blaine, Butte, Camas, Cassia, Elmore, Gooding, Jerome, Lincoln, Minidoka, Oneida, Owyhee, Power, Twin Falls

TYLER, Tex.

TV Homes	110,400
Total Households	157,400
Population	550,900
Retail Sales	\$537,374,000

TEXAS: Anderson, Camp, Cherokee, Delta, Franklin, Gregg, Harrison, Henderson, Hopkins, Lamar, Nacogdoches, Panola, Rains, Red River, Rusk, San Augustine, Smith, Titus, Upshur, Van Zandt, Wood

UTICA-ROME, N.Y.

TV Homes	135,700
Total Households	147,200
Population	493,800
Retail Sales	\$558,730,000

NEW YORK: Herkimer, Lewis, Madison, Montgomery, Oneida, Otsego

VALLEY CITY, N.D.

TV Homes	166,600
Total Households	226,400
Population	841,700
Retail Sales	\$929,808,000

MINNESOTA: Becker, Beltrami, Big Stone, Clay, Clearwater, Douglas, Grant, Hubbard, Kittson, Mahanomen, Marshall, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin;

NORTH DAKOTA: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Emmans, Foster, Grand Forks, Griggs, Kidder, La Moore, Lagan, McIntosh, Nelson, Pembina, Pierce, Ramsey, Ransom, Richland, Rolette, Sargent, Sheridan, Steele, Stutsman, Towner, Traill, Walsh, Wells;

SOUTH DAKOTA: Brown, Campbell, Day, Edmunds, Grant, McPherson, Marshall, Roberts, Walworth

WACO-TEMPLE, Tex.

TV Homes	121,400
Total Households	156,500
Population	551,200
Retail Sales	\$550,056,000

TEXAS: Bell, Bosque, Brazos, Burleson, Burnet, Comanche, Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Lee, Leon, Limestone, Llano, McLennan, Mason, Milam, Mills, Robertson, San Saba, Somervell, Williamson

WASHINGTON, D.C.

TV Homes	809,900
Total Households	880,200
Population	3,204,600
Retail Sales	\$3,865,739,000

DISTRICT OF COLUMBIA: District of Columbia;

MARYLAND: Allegany, Anne Arundel, Calvert, Caroline, Carroll, Charles, Dorchester, Frederick, Howard, Kent, Montgomery, Prince George, Queen Annes, St. Marys, Somerset, Talbot, Washington, Wicameca;

PENNSYLVANIA: Adams, Franklin, Fulton;

VIRGINIA: Arlington, Caroline, Clarke, Culpeper, Essex, Fairfax, Fauquier, Frederick, Greene, King & Queen, King George, King William, Loudoun, Madison, Orange, Page, Prince William, Rappahannock, Richmond, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland;

WEST VIRGINIA: Berkeley, Hampshire, Jefferson, Mineral, Morgan

WASHINGTON-GREENVILLE, N.C.

TV Homes	189,600
Total Households	254,100
Population	1,118,400
Retail Sales	\$773,534,000

NORTH CAROLINA: Beaufort, Bertie, Carteret, Chawan, Craven, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pender, Pitt, Sampson, Tyrrell, Vance, Warren, Washington, Wayne, Wilson

WATERBURY, Conn. — Data incomplete

WATERLOO-CEDAR RAPIDS, Iowa

TV Homes	320,200
Total Households	354,200
Population	1,171,600
Retail Sales	\$1,405,531,000

ILLINOIS: Jo Daviess;

IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Delaware, Dubuque, Emme, Fayette, Floyd, Franklin, Grundy, Hardin, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Muscatine, Palo Alto, Paweshiek, Tama, Wapella, Washington, Winneshiek, Wright;

WISCONSIN: Crawford, Grant

WAUSAU, Wis.

TV Homes	96,600
Total Households	111,900
Population	402,400
Retail Sales	\$404,856,000

WISCONSIN: Clark, Florence, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Shawano, Taylor, Vilas, Waupaca, Wood

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**FORMIDABLE
FORMULA**

**THE NEW
WKTV
UTICA-ROME
CHANNEL 2**

Formula for the Rebirth of a TV Station:

Take an excellent established facility —
WKTV UTICA-ROME —
since 1949 the **only** station serving
Utica-Rome, the nation's 76th metropolitan
market. Tastefully blend in the
programming of all three networks.
Switch the frequency from channel 13
to **channel 2**. Place under vigorous,
experienced new ownership and management.

Then add the sales catalyst — announce the
appointment of **H-R TELEVISION, INC.**, as
national representatives, effective immediately.

The result? The rebirth of WKTV,
dedicated to giving advertisers unprecedented
sales results in the prosperous,
burgeoning Mohawk Valley.

H-R also represents WKAL, Rome-Utica.
Paul F. Harron, chairman
Gordon Gray, president & general manager

WESLACO-HARLINGEN, Tex.

TV Homes	69,800
Total Households	103,500
Population	438,900
Retail Sales	\$271,833,000

TEXAS: Brooks, Cameron, Hidalgo, Jim Hogg, Kenedy, Starr, Willacy, Zapata

WEST PALM BEACH, Fla.

TV Homes	66,600
Total Households	81,700
Population	266,700
Retail Sales	\$440,732,000

FLORIDA: Glades, Hendry, Highlands, Indian River, Martin, Palm Beach, St. Lucie

WHEELING, W. Va.

TV Homes	347,100
Total Households	400,800
Population	1,407,300
Retail Sales	\$1,429,726,000

OHIO: Belmont, Carroll, Columbiana, Coshocton, Guernsey, Harrison, Jefferson, Monroe, Noble, Tuscarawas, Washington;

PENNSYLVANIA: Greene, Washington;

WEST VIRGINIA: Barbour, Braxton, Brooke, Doddridge, Gilmer, Hancock, Harrison, Lewis, Marion, Marshall, Monongalia, Ohio, Pleasants, Preston, Randolph, Ritchie, Taylor, Tyler, Upshur, Wetzel

WICHITA-HUTCHINSON, Kan.

TV Homes	252,900
Total Households	297,800
Population	929,400
Retail Sales	\$1,124,840,000

KANSAS: Barber, Barton, Butler, Chase, Chautauqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellsworth, Ford, Greenwood, Harper, Harvey, Hodgeman, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Meade, Morris, Ottawa, Pawnee, Pratt, Reno, Rice, Saline, Sedgwick, Stafford, Sumner, Wabaunsee, Wilson, Woodson;

OKLAHOMA: Woods;

TEXAS: Hemphill, Lipscomb, Ochiltree, Roberts

NEW TALL TOWER!

**TALLEST
*my*me TOWER
IN WEST TEXAS**

KFDX-TV

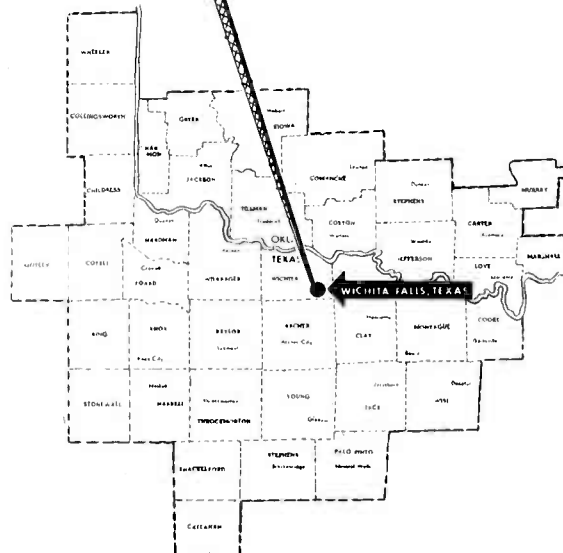
now telecasting
from new

1049-Foot TOWER

TWICE THE HEIGHT

of any previous television tower
in Wichita Falls . . . giving
KFDX-TV the largest audience
. . . by far . . . of any
television station in West
Texas or Southern Oklahoma.

ASK YOUR RAYMER
REPRESENTATIVE FOR NEW
COVERAGE STUDY!



KFDX-TV CHANNEL 3

WICHITA FALLS, TEXAS

NBC—ABC—NTA

WICHITA FALLS, Tex.

TV Homes	125,800
Total Households	162,000
Population	568,300
Retail Sales	\$603,898,000

OKLAHOMA: Carter, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Love, Marshall, Stephens, Tillman;

TEXAS: Archer, Baylor, Briscoe, Callahan, Childress, Clay, Collingsworth, Cottle, Foard, Hall, Hardeman, Haskell, King, Knox, Montague, Motley, Shackelford, Stephens, Throckmorton, Wheeler, Wichita, Wilbarger, Young

WILKES-BARRE-SCRANTON, Pa.

TV Homes	1242,700
Total Households	304,000
Population	1,067,800
Retail Sales	\$1,005,985,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Susquehanna, Union, Wayne, Wyoming

WILLISTON, N.D.

TV Homes	19,100
Total Households	37,300
Population	128,900
Retail Sales	\$177,647,000

MONTANA: Daniels, Dawson, Garfield, McCone, Phillips, Prairie, Richland, Roosevelt, Sheridan, Valley, Wibaux;

NORTH DAKOTA: Burke, Divide, McKenzie, Mountrail, Renville, Williams

WILMINGTON, N.C.

TV Homes	119,100
Total Households	176,800
Population	792,100
Retail Sales	\$557,187,000

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NC: Bladen, Brunswick, Columbus, Cumberland, Duplin, Hoke, New Hanover, Onslow, Pender, Robeson, Sampson, Wayne;
NC: Dillon, Horry, Marion, York

WINSTON-SALEM, N.C.
 TV Homes 332,300
 Total Households 385,800
 Population 1,503,900
 Retail Sales \$1,474,423,000

NC: Alamance, Alexander, Beaufort, Bladen, Cabarrus, Caswell, Catawba, Chowan, Davidson, Davie, Forsyth, Guilford, Iredell, Jones, Montgomery, Person, Randolph, Rockingham, Wayne, Stanly, Stokes, Surry, Wilkes, Yadkin;
VA: Carroll, Floyd, Grayson, Henry, Loudoun, Pittsylvania

WASHINGTON, D.C.
 TV Homes 1103,800
 Total Households 152,800
 Population 501,000
 Retail Sales \$589,105,000

IDAHO: Benewah, Idaho, Latah, Lewis, Nez Perce;
OREGON: Gilliam, Morrow, Sherman, Umatilla;
WASHINGTON: Asotin, Benton, Columbia, Franklin, Garfield, Grant, Kittitas, Walla Walla, Yalaha

PA:
 TV Homes 133,100
 Total Households 65,900
 Population 220,100
 Retail Sales \$256,945,000

PENNSYLVANIA: York
 TV Homes 140,900
 Total Households 200,700
 Population 705,500
 Retail Sales \$876,454,000

OHIO: Mahoning, Trumbull;
PENNSYLVANIA: Lawrence, Mercer

ARIZ.
 TV Homes 24,700
 Total Households 32,200
 Population 117,900
 Retail Sales \$151,036,000

ARIZONA: Yuma;
CALIFORNIA: Imperial

OHIO:
 TV Homes 16,400
 Total Households 24,100
 Population 79,400
 Retail Sales \$87,341,000

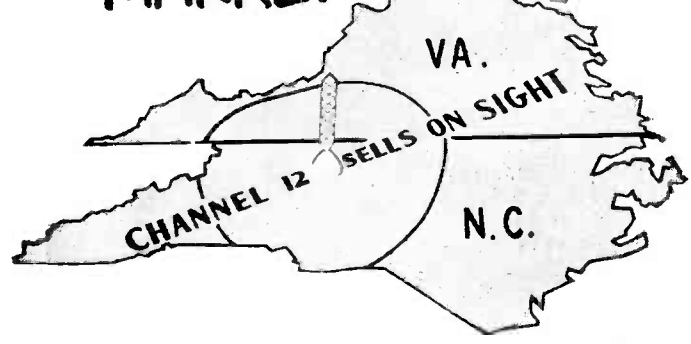
OHIO: Morgan, Muskingum

OHIO:
 TV Homes 16,400
 Total Households 24,100
 Population 79,400
 Retail Sales \$87,341,000

YOUR TOP SALESMAN ON SIGHT

in the

SOUTHEAST'S BIGGEST RICH MARKET



Yes, you get the top salesman on sight—WSJS Television—with a 4 state, 4 Billion Dollar regional market:

- 75 populous industrialized counties
- Largest Piedmont Metropolitan Area — Winston-Salem, Greensboro, High Point
- Consumer Spendable Income: \$4,231,613,000
- Total Market Population: 3,283,900
- Total Set Count: 683,979
- Total Households: 844,400
- Total Retail Sales: \$3,076,392,000
- Maximum Power: 316,000 Watts
- Mountaintop Tower: 2,000 ft. above average terrain

WSJS

television

WINSTON-SALEM, N. C.

Call Headley-Reed, Reps.



54-COUNTY COVERAGE

46TH TV MARKET (Television Magazine Dec. '58)

26TH in LUMBER and HARDWARE SALES*

34TH in GASOLINE and SERVICE
STATION SALES*

39TH in DRUG SALES*

41ST in RETAIL SALES*

41ST in EFFECTIVE BUYING INCOME*

47TH in FOOD SALES*

including nearly 2,000 cities, towns and villages, is yours when you buy the WCIA Television Market—covering Central Illinois and Western Indiana.

WCIA, Channel 3, puts more than 1,951,900 (NCS #3) prospective customers in the palm of your hand. It places an effective buying income of \$3,504,010,000 at your fingertips.

You can reach more people in this rich area through WCIA, Champaign, Illinois, located just 128 miles from Chicago, 135 miles from St. Louis, and 124 miles from Indianapolis.

TOTAL FAMILIES

594,000 (NCS #3)

RETAIL SALES

\$2,210,444,000

TOTAL TV HOMES

370,100

TV Mag. March '59



WCIA 3

Champaign, Ill.

*Figures include only the 5 metropolitan areas and do not include the vast interurbia served by WCIA.

George P. Hollingbery, Representative

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

TELEVISION MARKETS VS. STANDARD MARKETS

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

The difference between TV and standard areas can be dramatic, not only in small markets, but also in major metropolitan areas. For example, the coverage of the TV stations in Boston includes over three quarters of a million TV homes outside of Boston proper. These homes represent almost 4 billions in Retail Sales that is not listed in standard market breakdowns.

The extent of the difference between TV markets

and standard metropolitan areas is strikingly illustrated in the following comparisons of the television markets as defined by TELEVISION MAGAZINE's research department and the standard metropolitan area as reported in the 1958 *Sales Management's* "Survey of Buying Power."

Where no data appear in the standard-metropolitan-area column, the city was not large enough to be ranked on a standard-area basis. However, where there is an adjacent metropolitan area covered by the market, this information is reported by a footnote. "DI" indicates that data on the TV area is inadequate. For intermixed markets, only VHF data are shown.

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Aberdeen, S. D. (D. I.)	—	—	—	—	—	—	—	—
Abilene, Tex.	75.8	20.2	102.2	24.6	345.2	84.5	382,590	103,059
Ada, Okla.	79.3	—	105.3	—	367.8	—	305,601	—
Akron, Ohio	68.4	—	148.9	148.9	496.2	496.2	667,871	667,871
Albany, Ga.	79.4	12.6	127.6	16.1	543.0	58.2	359,512	72,515
Albany-Schenectady-Troy, N. Y.	449.4	165.4	493.5	178.9	1615.2	570.0	1,950,520	725,887
Albuquerque, N. Mex.	119.6	59.7	160.8	62.9	630.8	224.1	678,312	271,040
Alexandria, La.	88.9	22.2	132.4	29.9	503.3	110.8	359,362	97,530
Alexandria, Minn.	51.0	—	66.6	—	278.2	—	288,512	—
Altoona, Pa.	290.3	36.9	331.6	39.9	1187.5	136.1	1,150,311	140,302
Amarillo, Tex.	106.2	39.9	140.6	44.8	482.2	143.8	606,636	209,456
Ames, Ia.	313.8	—	347.1	—	1111.6	—	1,334,170	—
Anderson, S. C.	3.7	—	23.8	—	90.6	—	78,753	—
Ardmore, Okla.	30.4	—	39.9	—	136.4	—	122,202	—

1. See Des Moines, Ia.

Market	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television	Stand. Met.	Television	Stand. Met.	Television	Stand. Met.	Television	Stand. Met.
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Asheville, N. C.-Greenville-Spartanburg, S. C.	387.4	109.0 ²	499.9	133.8	1966.5	497.8	1,538,055	467,727
Atlanta, Ga.	555.3	229.0	680.4	247.8	2610.6	866.2	2,491,082	1,233,398
Augusta, Ga.	186.3	57.5	260.7	71.0	1032.3	265.6	716,979	222,485
Austin, Minn.	119.9	— ³	135.0	—	463.3	—	572,033	—
Austin, Tex.	145.3	43.4	189.6	51.9	693.5	195.6	715,015	213,479
Bakersfield, Cal.	167.6	73.6	165.5	82.2	554.4	276.5	731,507	368,087
Baltimore, Md.	651.3	421.6	697.1	444.8	2474.5	1576.8	2,939,918	1,943,190
Bangor, Me.	116.9	28.1	133.8	30.9	485.3	115.1	522,624	141,594
Baton Rouge, La.	255.6	52.9	356.0	64.2	1369.9	230.7	1,188,060	281,267
Bay City-Saginaw, Mich.	298.9	77.9	322.0	82.0	1125.7	285.1	1,312,005	325,521
Beaumont-Port Arthur, Tex.	148.1	58.8	189.5	68.8	674.8	235.1	720,064	304,155
Bellingham, Wash.	51.8	19.8	61.8	24.6	190.5	73.6	192,586	66,181
Big Spring, Tex.	23.7	—	31.6	—	113.3	—	137,629	—
Billings, Mont.	46.3	19.0	75.3	23.6	243.4	73.5	308,680	105,622
Binghamton, N. Y.	323.2	56.7	365.5	61.9	1235.5	206.9	1,308,249	243,907
Birmingham, Ala.	418.5	159.3	550.5	178.1	2102.1	629.4	1,662,143	634,563
Bismarck, N. D.	50.4	—	73.6	—	282.7	—	281,713	—
Bloomington, Ind.	626.4	— ⁴	669.1	—	2167.3	—	2,520,527	—
Bluefield, W. Va.	122.3	—	173.0	—	735.8	—	477,992	—
Boise, Ida.	67.5	36.7	86.9	43.1	288.1	141.4	358,266	182,040
Boston, Mass.	1418.1	797.0	1542.2	866.6	5285.4	3003.2	6,517,441	3,944,481
Bridgeport, Conn. (D. I.)	—	—	—	—	—	—	—	—
Bristol, Va.-Tenn.	148.8	43.1 ⁵	225.5	59.8	945.5	234.4	565,536	213,719
Bryan, Tex.	39.8	—	57.0	—	205.8	—	195,208	—
Buffalo, N. Y.	633.7	360.5	691.8	384.3	2347.5	1304.2	2,729,616	1,577,242
Burlington, Vt.	164.4	16.6	186.5	18.1	665.2	68.0	751,258	81,690
Butte, Mont.	38.1	21.1 ⁶	59.0	26.4	178.3	77.9	212,174	89,686
Cadillac, Mich.	128.7	—	148.6	—	521.6	—	606,043	—
Cape Girardeau, Mo.	221.3	—	284.5	—	956.1	—	844,787	—
Carlsbad, N. M.	10.7	—	13.9	—	50.4	—	56,545	—
Carthage-Watertown, N. Y.	76.9	22.3 ⁷	90.9	26.9	315.2	87.9	318,242	110,073
Casper, Wyo.	23.3	—	41.4	—	135.2	—	195,021	—
Cedar Rapids-Waterloo, Ia.	320.2	71.1	354.2	74.8	1171.6	239.5	1,405,531	319,948

2. Combined Standard Metropolitan Area shown.
3. See Rochester, Minn., or Mason City, Ia.
4. See Indianapolis, Ind.

5. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.
6. Standard Metropolitan Area listed as Butte, Anaconda.
7. Watertown only.

Throughout
the 27-county
Bristol Television
Market

**MORE
PEOPLE
WATCH
WCYB-TV
THAN ANY
OTHER
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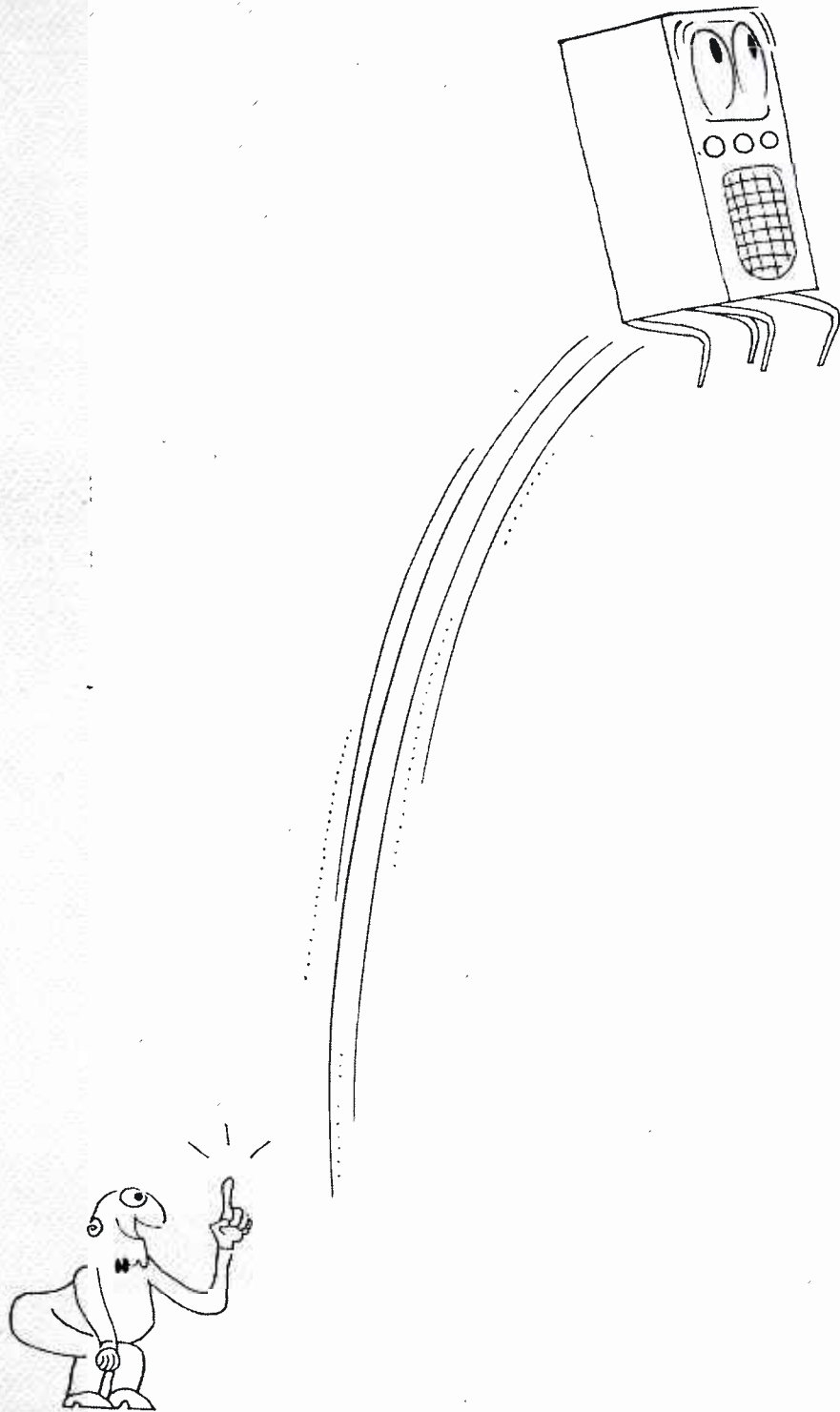
THE PROOF IS WHERE THEY'RE BUYING!

In this three station South Bend-Elkhart market local advertisers consistently use WNDU-TV more than the other two stations combined. And what's even more significant is that they pay top dollars while doing it. It's proof positive that if you want this important market for your product, buy where the local advertisers (the people who know the market best) buy . . . on WNDU-TV!

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WNDU-TV NBC
CHANNEL 16

Bernie Barth and Tom Hamilton



We Came In Third In Hypo
(and furthermore, hurrah.)

Dollar value of newspaper space scheduled in Cedar Rapids Gazette, Waterloo Courier, and Dubuque Telegraph Herald during last ARB rating period has WMT-TV running third. Station B used about \$300 more space; station C used about \$16,000 more.
Box score: WMT-TV's 50.8 over-all share of sets

in use is the highest ever recorded by ARB in this market. (Nov. 1-wk.—4-wk. Cedar Rapids—Waterloo.) In Dubuque: 19 of 20 top shows. WMT-TV, CBS Television for Eastern Iowa, represented by The Katz Agency, covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Champaign, Ill.	370.1	30.1 ⁸	413.0	33.3	1341.2	125.9	1,605,111	141,750
Charleston, S. C.	147.4	47.1	196.8	54.0	820.2	197.8	624,537	190,730
Charleston-Huntington, W. Va.	436.5	145.7	552.1	164.7	2177.0	604.7	1,665,002	624,450
Charlotte, N. C.	585.8	64.2	725.9	70.7	2865.2	263.3	2,411,173	335,100
Chatanooga, Tenn.	196.8	70.5	262.5	83.4	1002.7	290.4	794,367	307,580
Cheyenne, Wyo.	85.4	14.9	110.6	17.1	375.5	60.0	440,249	71,340
Chicago, Ill.	2120.4	1807.9	2258.5	1923.3	7387.7	6266.2	10,053,266	8,674,130
Chicago, Cal.	92.9	—	120.3	—	377.2	—	517,417	—
Cincinnati, Ohio	636.5	320.6	702.7	334.7	2333.5	1056.5	2,601,648	1,349,140
Clarksburg, W. Va.	75.4	14.4	110.1	22.5	413.7	79.5	347,011	89,630
Cleveland, Ohio	1277.0	507.8	1344.2	517.8	4527.9	1719.7	5,998,629	2,477,520
Clovis, N. M.	11.4	—	18.0	—	61.9	—	68,806	—
Colorado Springs-Pueblo, Colo.	90.4	61.6	118.7	71.2	402.1	231.9	442,413	299,000
Columbia-Jefferson City, Mo.	124.9	—	157.0	—	507.2	—	482,904	—
Columbia, S. C.	207.3	38.6	218.8	45.1	899.1	177.7	653,508	191,020
Columbus, Ga.	138.5	47.4	189.4	54.2	783.8	247.3	532,701	177,320
Columbus, Mo.	53.5	—	95.1	—	372.4	—	224,354	—
Columbus, Ohio	478.6	188.5	503.8	191.7	1697.3	645.3	2,029,638	866,890
Corpus Christi, Tex.	107.0	55.9	144.0	67.7	561.4	254.0	556,030	282,310
Dallas-Ft. Worth, Tex.	656.6	382.5	789.6	433.9	2619.4	1418.6	3,211,305	1,997,490
Danville, Ill.	36.2	—	71.3	29.4	244.5	92.0	284,806	116,050
Davenport, Ia.-Rock Island, Ill.	341.7	77.5 ¹⁰	370.8	82.0	1212.7	267.1	1,449,385	337,630
Dayton, Ohio	474.9	171.7	499.9	174.0	1682.6	589.3	1,959,314	700,530
Daytona Beach-Orlando, Fla.	196.2	59.0	256.0	65.9	859.3	215.9	1,097,221	314,800
Decatur, Ala.	21.9	— ¹¹	45.2	—	172.1	—	129,399	—
Decatur, Ill.	121.4	—	147.6	36.0	465.2	112.6	608,048	163,150
Denver, Colo.	351.0	232.2	402.3	245.2	1308.4	780.3	1,741,545	1,115,300
Des Moines, Ia.	275.1	79.2	302.0	83.3	956.8	257.0	1,130,476	356,200
Detroit, Mich.	1552.7	1066.0	1634.4	1101.1	5656.6	3843.0	7,162,030	4,997,150
Dickinson, N. D.	22.1	—	42.4	—	152.3	—	189,484	—
Dothan, Ala.	71.9	—	122.6	—	495.3	—	358,871	—
Duluth, Minn.-Superior, Wis.	169.9	77.9	209.1	83.6	705.8	272.1	760,382	327,540
Durham-Raleigh, N. C.	269.1	77.9	357.0	97.9	1544.1	414.7	1,259,715	436,900
Eau Claire, Wis.	118.0	27.4	135.0	30.0	479.4	106.7	504,200	121,050
El Paso, Tex.-Juarez, Mex.	88.3	61.9 ¹²	107.7	71.6	436.7	295.7	431,936	309,910
Ensign-Garden City, Kan.	38.9	—	63.1	—	219.9	—	256,299	—
Erie, Pa.	166.4	65.3	180.4	69.7	601.3	239.6	722,582	282,150
Eugene, Ore.	107.6	44.5	138.8	50.6	444.4	161.1	476,678	182,360
Eureka, Cal.	46.0	—	59.8	—	185.6	—	250,007	—
Evansville, Ind.-Henderson, Ky.	246.7	61.1	300.8	68.3	1003.5	220.5	927,004	244,800
Fargo, N. D.	133.5	17.8	180.7	19.4	673.2	68.7	718,231	108,610
Flint, Mich.	380.0	98.3	403.6	104.8	1673.3	355.8	2,008,180	470,410
Florence, Ala.	8.5	—	27.5	27.5	104.9	104.9	89,043	89,043
Florence, S. C.	173.1	18.1 ¹³	243.6	28.2	1086.4	137.5	758,254	114,000
Fort Dodge, Ia.	26.7	—	48.8	—	162.5	—	191,948	—
Fort Myers, Fla.	16.4	—	23.1	—	77.7	—	120,400	—
Fort Smith, Ark.	53.0	18.1	75.0	21.4	263.5	69.1	218,622	95,800
Fort Wayne, Ind.	203.3	—	233.6	69.1	764.1	222.8	902,641	281,900
Fort Worth-Dallas, Tex.	656.6	382.5	789.6	433.9	2619.4	1418.6	3,211,305	1,997,490
Fresno, Cal.	215.6	90.6	247.3	102.5	817.5	336.0	1,078,301	453,900
Glendive, Mont.	2.6	—	5.3	—	17.8	—	24,952	—
Grand Forks, N. D.	38.7	18.4	52.2	23.4	195.9	84.9	229,929	116,500
Grand Junction, Colo.	24.3	—	36.7	—	126.0	—	154,626	—
Grand Rapids, Mich.	479.5	98.4	507.7	103.3	1697.5	338.1	1,911,446	431,900
Great Bend-Hays, Kan.	89.1	—	120.7	—	398.9	—	470,807	—
Great Falls, Mont.	41.2	17.7	67.2	23.1	211.5	70.1	300,216	97,900
Green Bay, Wis.	318.2	28.9	353.9	30.3	1240.7	110.9	1,379,922	149,600
Greensboro, N. C.	410.6	54.3 ¹⁴	496.9	59.1	2005.3	224.7	1,925,486	331,900
Greenville-Spartanburg, S. C.-Asheville, N. C.	387.4	109.0	499.9	133.8	1966.5	497.8	1,538,055	467,700
Greenville-Washington, N. C.	189.6	—	254.1	—	1118.4	—	773,534	—
Hannibal, Mo.-Quincy, Ill.	189.8	19.8 ¹⁵	213.8	21.3	663.1	66.5	714,292	75,200
Harlingen-Weslaco, Tex.	69.8	60.5 ¹⁶	103.5	88.8	438.9	375.1	271,833	239,000
Harrisburg, Ill.	170.9	—	218.6	—	710.2	—	661,458	—
Harrisburg, Pa.	113.0	88.8	158.7	97.8	540.9	330.2	626,335	399,000
Harrisonburg, Va.	73.4	—	86.9	—	346.0	—	342,377	—
Hartford-New Britain, Conn.	626.6	174.7	672.1	186.5	2302.7	641.6	3,049,743	954,100
Hastings, Neb.	114.4	—	151.3	—	490.0	—	537,015	—
Hattiesburg, Miss.	48.9	—	80.9	—	316.2	—	217,456	—
Henderson, Ky.-Evansville, Ind.	246.7	61.1	300.8	68.3	1003.5	220.5	927,004	244,800
Henderson-Las Vegas, Nev.	34.7	34.1 ¹⁷	36.5	34.2	115.9	108.1	193,451	178,000
Houston, Tex.	472.0	351.1	552.6	389.9	1898.6	1305.3	2,272,061	1,526,000
Huntington-Charleston, W. V.	436.5	145.7 ¹⁸	552.1	164.7	2177.0	604.7	1,665,002	624,450

8. Standard Metropolitan Area listed as Champaign-Urbana.

9. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.

10. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.

11. See Florence, Ala.

12. El Paso only.

13. Covers Fayetteville, N. C.

14. Standard Metropolitan Area listed as Greensboro-High Point.

15. Quincy only.

16. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.

17. Las Vegas only.

18. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.

TWO YEARS AGO WE RAN THIS AD

Some scoffers said . . .
"Great, but wait'll you
get more competition!"

NOW . . .

We've been a three-station
market for nearly five years . . .

Based on the Latest CHARLESTON-
HUNTINGTON AREA ARB* . . . We're ready to say again . . .

9 OUT OF THE TOP 10 20 OUT OF THE TOP 25

- 1—Ernie Ford Show—WSAZ-TV
- 2—Wells Fargo—WSAZ-TV
- 3—Shirley Temple's Story Book—WSAZ-TV
- 4—The Real McCoys—Station B
- 5—Restless Gun—WSAZ-TV
- 6—Peter Gunn—WSAZ-TV
- 7—Whirlybirds—WSAZ-TV
- 8—NBC News—WSAZ-TV
- 9—Perry Como—WSAZ-TV
- 10—Groucho Marx—WSAZ-TV
- 11—Union Pacific—WSAZ-TV
- 12—This Is Your Life—WSAZ-TV
- 13—Price Is Right—WSAZ-TV
- 14—The Rifleman—Station B
- 15—Buckskin—WSAZ-TV
- 16—The Maverick—Station B
- 17—People Are Funny—WSAZ-TV
- 18—Death Valley Days—WSAZ-TV
- 19—Wyatt Earp—Station B
- 20—Saturday Night Jamboree—WSAZ-TV
- 21—The News Picture—WSAZ-TV
- 22—M-Squad—WSAZ-TV
- 23—Loretta Young Show—WSAZ-TV
- 24—Cheyenne—Station B
- 25—Ellery Queen—WSAZ-TV



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N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
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Represented by The Katz Agency

*Nov. 1958 ARB

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Hutchinson-Wichita, Kans.	252.9	117.6	297.8	125.3	929.4	381.6	1,124,840	489,845
Idaho Falls, Ida.	58.6	—	82.7	—	295.2	—	362,053	—
Indianapolis, Ind.	703.8	193.7	754.2	202.3	2,427.4	640.0	2,816,988	934,631
Jackson, Miss.	229.9	38.1	362.3	46.1	1,381.6	168.0	1,003,562	183,140
Jackson, Tenn.	87.4	—	134.9	—	492.6	—	329,347	—
Jacksonville, Fla.	286.6	108.3	390.6	118.0	1,471.5	418.2	1,574,665	576,989
Jefferson City-Columbia, Mo.	124.9	—	157.0	—	507.2	—	482,904	—
Johnson City, Tenn.	121.2	43.1 ¹⁹	180.9	59.8	748.7	234.4	483,584	213,719
Johnstown, Pa.	565.8	72.0	628.7	79.1	2,248.5	293.6	2,119,146	263,313

19. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Va.-Tenn.

the South's fastest growing TV market...

Jackson, Mississippi!

the nation's business gains leader since mid-1958

*see Forbes Magazine
Sales Management
Rand McNally
"The Business Trend"*

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**CBS
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WLBT 3

**NBC ABC
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*Southwestern
Pennsylvania*

AND YOU WANT THE BIGGEST AUDIENCE

71.9

WJAC-TV

28.1

WFBG-TV

.04

WARD-TV

WE'RE TALKING ABOUT THE JOHNSTOWN-ALTOONA AREA . . . a market of well over a million TV homes. And we're talking about a viewer preference factually proved by A.R.B. (Nov. 1958).

WJAC-TV shows a 71.9 station share of audience from sign-on to sign-off--more than 2½ times the audience of WFBG-TV with a 28.1 share. Check the facts in the map below . . . check the area that includes 36 Pennsylvania counties, 3 in Maryland and 2 in West Virginia.



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CHOICE**

SERVING MILLIONS FROM
ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

**NOW REPRESENTED NATIONALLY BY
HARRINGTON, RIGHTER & PARSONS, INC.**

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Joplin, Mo.-Pittsburg, Kan.	151.0	33.3 ²⁰	191.1	37.5	596.1	112.0	577,067	136,081
Kalamazoo, Mich.	593.2	45.6	628.8	47.5	2092.8	158.7	2,386,077	196,102
Kalispell, Mont.	11.2	—	17.7	—	91.2	—	105,039	—
Kansas City, Mo.	600.9	313.4	670.3	331.0	2075.9	1009.2	2,518,556	1,400,326
Kearney, Neb.	101.9	—	140.9	—	462.0	—	530,763	—
Klamath Falls, Ore.	20.0	—	30.4	—	95.7	—	129,100	—
Knoxville, Tenn.	225.5	89.5	327.6	99.2	1319.9	367.3	898,361	395,703
La Crosse, Wis.	115.5	19.3	138.4	21.6	485.8	74.8	488,480	95,367
Lafayette, Ind.	10.7	22.2	26.7	24.4	94.4	86.9	105,547	95,094
Lafayette, La.	92.9	—	137.2	18.5	528.4	70.0	437,658	85,506
Lake Charles, La.	84.2	28.9	116.1	36.5	423.9	129.2	371,983	148,958
Lancaster, Pa.	511.6	65.2	573.4	70.1	1980.8	244.6	2,197,341	299,006
Lansing, Mich.	441.9	60.8	469.9	63.7	1600.0	216.1	1,871,063	277,788
Laredo, Tex.	9.8	9.8	15.2	15.2	67.7	67.7	52,814	52,814
La Salle, Ill.	10.6	—	32.4	—	104.1	—	135,950	—
Las Vegas-Henderson, Nev.	34.7	34.1 ²¹	36.5	34.2	115.9	108.1	193,451	178,705
Lawton, Okla.	48.9	17.7	61.0	20.5	210.3	74.0	215,258	74,999
Lebanon, Pa.	58.3	—	73.9	24.8	253.1	86.0	293,426	104,922
Lexington, Ky.	42.7	—	99.6	34.8	362.4	121.1	324,076	150,934
Lima, Ohio	46.9	—	58.7	31.0	195.4	103.1	235,210	138,850
Lincoln, Neb.	186.1	43.3	222.8	45.8	714.9	143.9	818,682	175,245
Little Rock-Pine Bluff, Ark.	231.5	63.7 ²²	323.6	76.6	1158.0	255.1	923,890	268,560
Lock Haven, Pa.	22.7	— ²³	34.9	15.7	123.4	51.9	121,542	54,012
Los Angeles, Cal.	2569.9	1992.1 ²⁴	2745.3	2108.7	8089.7	6109.1	11,627,681	9,121,422
Louisville, Ky.	452.4	194.7	553.3	210.9	1958.9	700.6	1,846,431	822,121
Lubbock, Tex.	101.8	40.1	130.9	47.9	473.4	170.5	612,840	204,718
Lufkin, Tex.	50.6	—	74.7	—	269.1	—	233,392	—
Lynchburg, Va.	147.2	18.5	185.2	22.0	750.6	83.6	661,950	100,403
Macon, Ga.	105.9	37.7	153.4	47.1	602.5	166.3	453,280	173,469
Madison, Wis.	223.6	54.0	249.5	58.8	854.3	208.1	1,019,428	256,756
Manchester, N. H.	563.1	46.0	611.8	49.2	2078.3	164.4	2,362,026	211,589
Marinette, Wis.	161.7	—	178.0	—	631.3	—	699,214	—
Marquette, Mich.	62.7	—	79.1	—	271.7	—	283,888	—
Mason City, Ia.	170.9	15.5	194.8	16.3	666.0	52.1	828,740	72,441
Medford, Ore.	43.9	—	58.4	—	180.0	—	226,588	—
Memphis, Tenn.	473.6	141.5	659.7	156.7	2459.7	550.0	1,935,510	703,150
Meridian, Miss.	100.1	—	166.3	—	652.7	—	417,028	—
Miami, Fla.	391.1	232.4	431.1	246.1	1408.1	800.1	2,420,634	1,470,987
Midland-Odessa, Tex.	82.3	33.2	112.3	40.0	397.3	134.4	548,493	205,746
Milwaukee, Wis.	615.0	332.3	648.1	343.1	2188.1	1157.1	2,762,594	1,539,094
Minneapolis-St. Paul, Minn.	738.2	388.6	812.4	401.5	2810.2	1329.4	3,393,222	1,763,103
Minot, N. D.	42.2	—	64.1	—	237.4	—	272,061	—
Missoula, Mont.	47.0	18.2	68.3	20.9	206.0	58.1	245,045	71,942
Mobile, Ala.	216.2	67.4	283.1	76.5	1086.3	276.4	1,039,763	296,362
Monahans, Tex. (D.I.)	—	—	—	—	—	—	—	—
Monroe, La.-El Dorado, Ark.	135.6	20.8 ²⁵	192.8	25.5	710.3	88.5	580,966	109,686
Montgomery, Ala.	150.1	39.6	224.0	45.7	888.8	163.0	656,546	178,703
Muncie, Ind.	30.9	—	45.5	33.8	145.5	108.2	158,606	120,288

20. Joplin only.

21. Las Vegas only.

22. Standard Metropolitan Area listed as Little Rock-North Little Rock.

23. Covers Williamsport, Pa.

24. Standard Metropolitan Area listed as Los Angeles-Long Beach.

25. Standard Metropolitan Area listed as Monroe-West Monroe.

How many households do you reach?

	Households	
	Television Market	Standard Met. Area
Wichita Falls, Tex.	162,000	35,200
Wilmington, N.C.	176,800	21,100
Winston-Salem, N.C.	385,800	48,900
Yakima, Wash.	152,800	46,600
York, Pa.	65,900	65,900
Youngstown, Ohio	200,700	169,400
Yuma, Ariz.	32,200	*
Zanesville, Ohio	24,100	24,100

* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 87% of the television market's households are outside the metropolitan area. For income and sales data correlated to TV coverage areas, TELEVISION MAGAZINE is the only standard source.

How much sales power do you reach?

	Retail Sales	
	Standard Metro. Area (000)	Television Market (000)
Beaumont	\$ 304,153	\$ 720,064
Bellingham	66,181	192,586
Birmingham	634,563	1,662,143
Boston	3,944,481	6,517,441
Champaign	141,758	1,605,111
Charlotte	335,100	2,411,173
Chattanooga	307,582	794,367
Chicago	8,674,138	10,053,266
Cincinnati	1,349,146	2,601,648

TELEVISION MAGAZINE'S Television Vs. Standard Markets study stresses the need for revising marketing concepts. The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 91 per cent of the television market's spending money is outside the metropolitan area.

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

TELEVISION
MAGAZINE

15th year of publication

This four-leaf clover is worth looking over!



MISSOURI'S THIRD TV MARKET 150,600 TV HOMES*

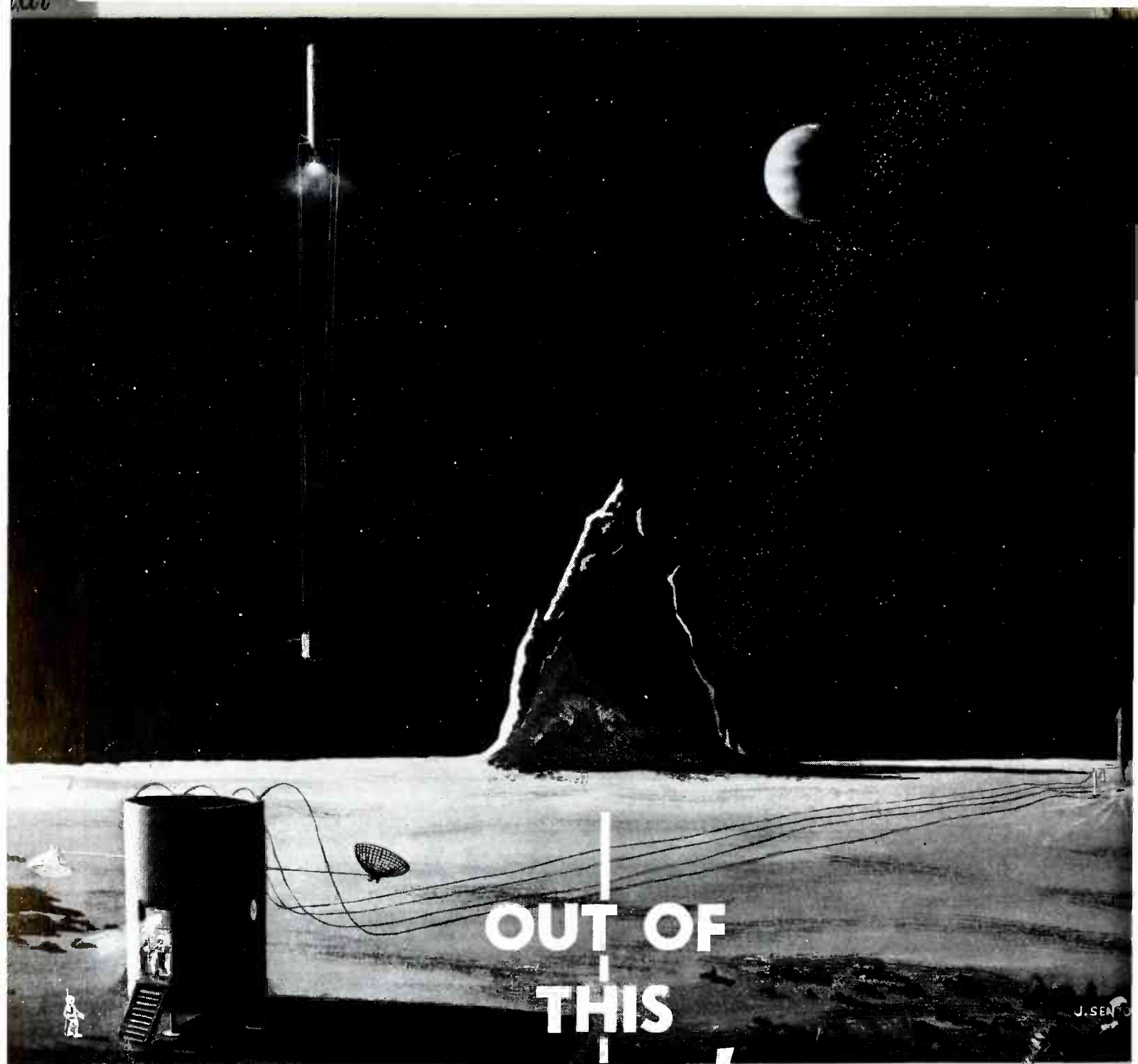
Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 150,600 TV Homes • 669,800 people with \$776,919,000 buying power.

KODE-TV CHANNEL **12**
JOPLIN, MISSOURI CBS - ABC

Represented by Avery-Knodel

A member of the  Friendly Group

*Television Magazine, January 1959



OUT OF THIS WORLD!

● **COUNTDOWN**

In the big WLAC-TV 91 county area, more than 400,000 TV homes rely on Channel 5. Current ARB (November 1958) area survey shows WLAC-TV with a great audience value of 44% from sign-on to sign-off seven days a week. Blast off your advertising campaign and hit the earthlings through WLAC-TV. *It's an easy shot . . .*

Take five: and get 44% of the audience!



The illustration is a photograph of Sentovle's painting depicting a proposal by Kraft A. Ehrlicke, of Convair's Astronautics Division, for landing nuclear-powered space liners on the moon. The rocket is backed down until its gondola touches the surface with a 15,000-pound payload, its crew communicates with Earth (upper right) by microwave antennas.



	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Memphis, Tenn.	342.0	93.6	484.6	104.9	1793.5	370.2	1,434,329	475,429
Winston-Salem-Hartford, Conn.	626.6	174.7	672.1	186.5	2302.7	641.6	3,049,743	954,127
Hartford, Conn.	834.9	172.7 ²⁶	895.6	183.9	3046.3	624.9	4,022,507	835,890
New Orleans, La.	370.5	217.0	455.5	246.2	1660.2	845.0	1,643,370	949,465
New York, N. Y.	4846.3	4082.4 ²⁷	5194.9	4378.1	17114.8	14330.0	22,110,325	18,277,661
Richmond, Va.	327.4	150.4 ²⁸	380.6	161.3	1493.3	588.9	1,367,806	593,308
Lincoln, Neb.	20.5	—	29.6	—	127.5	—	149,238	—
Wichita, Kan.	127.5	—	182.9	—	764.6	—	499,584	—
Midland, Tex.	82.3	33.2	112.3	40.0	397.3	134.4	548,493	205,746
Oklahoma City, Okla.	329.7	115.5 ²⁹	397.3	130.0	1316.9	406.6	1,451,709	539,085
Omaha, Neb.	332.0	121.5	362.6	127.8	1174.2	420.2	1,388,895	531,398
Daytona Beach, Fla.	196.2	59.0	256.0	65.9	859.3	215.9	1,097,221	314,800
Mobile, Ala.	135.4	—	163.0	—	502.9	—	517,522	—
Paducah, Ky.	186.6	14.5	254.8	22.0	846.9	69.1	747,769	74,111

Standard Metropolitan Area listed as New Haven-Waterbury.
Standard Metropolitan Area listed as New York-N.E. New Jersey.
Standard Metropolitan Area listed as Norfolk-Portsmouth. For purposes of radio

and television coverage, Newport News may be considered part of the
Norfolk-Portsmouth Metropolitan Area.
29. Oklahoma City listing includes Enid, Oklahoma.

In every field,

there's one

basic reference

source—

in broadcast

advertising,

it's

TELEVISION
MAGAZINE

Now in its 15th year
of publication

WPSD-TV POINTS TO

RESULTS

REGIONAL BREAD

Half-hour show weekly, plus spots, following own survey, which established WPSD-TV as favorite station of viewers in key towns. "No doubt about it, WPSD-TV is a major factor in our expanded distribution and sales."

LOCAL DAIRY QUEEN

Doubled volume of business in 26 weeks of sponsoring "Dance Party." Won trip to Europe for largest increase in sales in state of Kentucky. "Best advertising dollar for dollar I've ever done. Couldn't do without it."

LOCAL DRY CLEANER

Multiple spots weekly. "Thanks to WPSD-TV, which enabled us to actually show our maximum security storage vault, we have many new customers in Paducah and within a 100-mile radius of the city."

LOCAL BOTTLER

Half-hour show alternate weeks, plus spots. "Television advertising was not available to us until WPSD-TV went on the air. We are highly gratified with results and glad you are here. Bring in our new contract anytime."

LOCAL LAUNDRY

Multiple spots weekly. "Our returns have been good from the start, but the minute spots, featuring new equipment for pressing shirts, have been remarkable. We are up more than a thousand shirts per week."

LOCAL SUPER MARKETS

Half-hour weekly, plus spots. "I increased my advertising budget to add your station and the results, particularly from a standpoint of new customers, many from suburban areas, have been amazing."



Serving West Kentucky, Southern Illinois, Southeast Missouri and Northwest Tennessee
With MAXIMUM POWER—NBC

Represented By Pearson

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Panama City, Fla.	20.7	—	29.8	—	115.1	—	113,570	—
Parkersburg, W. Va.	24.1	—	41.3	22.8	136.3	76.2	158,206	88,68
Pensacola, Fla.	187.8	36.7	243.3	43.0	932.9	161.5	910,146	197,43
Peoria, Ill.	148.1	81.5	179.5	87.1	579.5	281.2	692,389	370,96
Philadelphia, Pa.	1879.3	— ³⁰	2018.4	1249.2	6992.0	4349.1	8,322,727	4,948,60
Phoenix-Mesa, Ariz.	194.3	150.2 ³¹	225.5	159.0	806.5	548.0	956,578	668,97
Pine Bluff-Little Rock, Ark.	231.5	63.7 ³²	323.6	76.6	1158.0	255.1	923,890	268,56
Pittsburg, Kan.-Joplin, Mo.	151.0	33.3	191.1	37.5	596.1	112.0	577,067	136,08
Pittsburgh, Pa.	1261.1	653.2	1372.7	691.5	4837.2	2408.3	5,299,480	2,804,25
Plattsburg, N. Y.	119.9	—	140.2	—	514.9	—	537,652	—
Poland Spring, Me.	310.5	85.2 ³³	345.0	93.4	1205.0	325.2	1,381,478	417,21

30. Includes Camden, New Jersey.
31. Phoenix only.

32. Standard Metropolitan Area listed as Little Rock-North Little Rock.
33. See Portland, Me.

NOW IT'S OFFICIAL

The Mountain's the Best Buy

1

Television Magazine ranks the Mt. Washington market **FIRST** in Northern New England. The "Mountain" serves 310,500 TV homes. For **COMPLETE** Northern New England coverage—WMTW-TV is the "Must Buy."

4

Television Magazine ranks the Mt. Washington market **FOURTH** in all New England. Only the Boston, New Haven-Hartford and Providence markets are larger. For **COMPLETE** New England coverage you need the "Mountain."

59

The Mt. Washington TV market ranks 59th nationally. The "Mountain" delivers the Portland market—86th in rank—**PLUS 100,860** additional TV homes in Northern New England.

MT. WASHINGTON TV, INC.
WMTW-TV • Channel 8 • ABC

POLAND SPRING, MAINE

Represented by Harrington, Richter & Parsons, Inc.

How many households do you reach?

	Television Market	Standard Area
Wichita Falls, Tex.	162,000	35,200
Wilmington, N.C.	176,800	21,100
Winston-Salem, N.C.	385,800	48,900
Yakima, Wash.	152,800	46,600
York, Pa.	65,900	65,900
Youngstown, Ohio	200,700	169,400
Yuma, Ariz.	32,200	—
Zanesville, Ohio	24,100	24,100

* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 87% of the television market households are outside the metropolitan area.

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	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Andover, Me.	210.3	46.2	232.7	50.9	803.1	172.7	953,425	233,048
Portland, Ore.	455.2	256.7	540.7	282.0	1661.0	838.1	1,937,600	1,028,701
Prudence Island, Me.	19.6	—	24.2	—	100.4	—	85,007	—
Providence, R. I.	778.5	194.4 ³⁴	843.1	210.5	2868.0	705.3	3,198,094	2,830,161
Pueblo-Colorado Springs, Colo.	90.4	61.6	118.7	71.2	402.1	231.9	442,413	299,005
Quincy-Hannibal, Ill.	189.8	19.8 ³⁵	213.8	21.3	663.1	66.5	714,292	75,205
Raleigh-Durham, N. C.	269.1	77.9	357.0	97.9	1554.1	414.7	1,259,715	436,901
Rapid City, S. D.	34.2	13.1	60.5	18.8	210.7	60.0	244,129	83,156
Redding, Cal.	57.4	—	77.0	—	232.4	—	335,471	—
Reno, Nev.	38.3	26.7	45.0	25.1	143.2	76.0	244,123	143,903
Richmond-Petersburg, Va.	259.5	118.5 ³⁶	314.6	128.9	1266.1	483.9	1,254,258	577,866
Riverton, Wyo.	8.0	—	15.2	—	52.8	—	68,603	—
Roanoke, Va.	285.2	37.9	362.2	40.9	1465.4	149.4	1,202,881	179,659
Rochester, Minn.	91.2	13.5	102.9	14.0	373.5	50.5	432,413	84,442
Rochester, N. Y.	310.8	165.0	341.1	178.1	1317.6	574.9	1,422,088	718,781
Rockford, Ill.	221.4	54.0	212.0	58.4	689.7	184.7	923,361	268,371
Rock Island-Davenport, Ill.	341.7	77.5 ³⁷	370.8	82.0	1212.7	267.1	1,449,385	337,639
Roswell, N. Mex.	52.8	—	73.5	—	262.5	—	307,164	—
Sacramento-Stockton, Cal.	371.6	186.5	430.4	205.1	1384.9	664.1	1,814,020	897,453
Saginaw-Bay City, Mich.	298.9	77.9	322.0	82.0	1125.7	285.1	1,312,005	325,521
St. Joseph, Mo.	201.1	30.3	230.5	32.4	722.9	102.5	758,395	116,020
St. Louis, Mo.	845.5	572.1	918.3	605.1	2984.7	1965.1	3,341,027	2,371,018
St. Petersburg-Tampa, Fla.	294.2	177.6	356.0	197.5	1158.4	620.0	1,642,629	907,532
Stockton-Monterey, Cal.	184.9	—	215.3	—	683.9	—	867,913	—
Sturbridge, Md.	32.7	—	61.0	—	205.1	—	255,210	—
Salt Lake City, Utah	244.4	100.5	276.6	102.6	1008.6	353.1	1,140,531	486,442
San Angelo, Tex.	27.8	17.1	37.5	21.5	130.6	74.2	157,096	91,795
San Antonio, Tex.	276.3	138.1	304.3	163.3	1171.0	620.0	1,138,089	624,495
San Diego, Cal.-Tijuana, Mex.	292.4	278.0 ³⁸	317.2	298.2	977.1	906.4	1,230,218	1,133,359
San Francisco-Oakland, Cal.	1268.6	823.1 ³⁹	1408.5	894.6	4353.7	2701.9	5,709,801	3,605,938
San Jose, Cal.	225.5	148.4	249.2	161.7	801.1	525.5	1,006,560	696,267
Santa Barbara, Cal.	49.0	32.5	58.0	37.0	177.0	114.0	263,467	173,104
Savannah, Ga.	104.3	44.8	146.2	51.2	560.2	174.1	480,921	193,509
Scranton-Albany-Troy, N. Y.	449.4	165.4	493.5	146.1	1615.2	570.0	1,950,520	725,887
Scranton-Wilkes-Barre, Pa.	242.7	161.5 ⁴⁰	304.0	177.4	1067.8	625.2	1,005,985	577,955
Seattle-Tacoma, Wash.	537.7	—	602.8	386.6	1835.3	1176.3	2,228,228	1,512,812
Shelby, Mo.	26.1	—	30.9	—	93.7	—	89,036	—
Shreveport, La.	247.2	64.4	327.5	74.7	1175.8	258.8	1,088,456	293,544
Six Flags, Ia.	201.9	34.1	231.1	35.9	777.3	114.0	892,668	148,463
Six Flags, S. D.	219.6	25.0	296.5	26.6	1037.3	86.0	1,142,404	119,992
South Bend-Elkhart, Ind.	141.0	—	204.8	102.1	668.4	338.1	788,324	419,273
Spokane, Wash.	231.6	84.6	294.6	91.1	939.5	278.9	1,125,683	345,706
Springfield, Ill.	117.5	—	162.3	45.5	513.0	140.2	651,529	204,058
Springfield-Holyoke, Mass.	168.1	—	198.6	141.4	691.0	490.1	982,718	607,352
Springfield, Mo.	177.0	37.9	228.6	39.9	733.8	120.4	674,485	142,865
Sturtevant, Ohio	482.3	95.6 ⁴¹	538.7	102.7	1896.4	357.2	1,908,263	416,091
Superior, Wis.-Duluth, Minn.	169.9	77.9	209.1	83.6	705.8	272.1	760,382	327,547
Terrell, Tex.	63.4	— ⁴²	83.4	—	271.0	—	300,785	—
Trenton, N. Y.	455.5	110.8	501.7	119.3	1695.2	401.0	2,022,856	504,539
Tulsa-Seattle, Wash.	537.7	355.5	602.8	386.6	1835.3	1176.3	2,228,228	1,512,812
Tallahassee, Fla.-Thomasville, Ga.	111.2	8.7	184.0	15.6	736.8	63.8	606,320	81,643
Tampa-St. Petersburg, Fla.	294.2	177.6	356.0	197.5	1158.4	620.0	1,642,629	907,532
Temple-Waco, Tex.	121.6	56.1	156.5	66.1	551.2	239.0	550,056	254,521
Terre Haute, Ind.	214.7	32.9	238.4	34.6	752.1	106.0	815,344	129,118
Texasarkana, Tex.	81.9	26.1	117.2	31.1	417.5	106.2	315,020	86,172
Toledo, Ohio	352.2	138.9	371.0	142.8	1226.5	468.4	1,457,259	595,556
Topeka, Kan.	113.8	39.4	142.6	41.9	453.5	128.5	522,765	165,728
Trojan, Mich.	52.3	—	64.6	—	229.3	—	279,441	—
Tucson, Ariz.	97.8	64.4	115.1	68.7	421.1	239.5	444,259	269,700
Tulsa, Okla.	303.4	98.8	366.6	107.2	1205.1	337.6	1,230,180	434,115
Tupelo, Miss.	55.1	—	97.0	—	369.4	—	230,812	—
Union Falls, Ida.	26.4	—	37.1	—	131.4	—	151,619	—
Urbana, Tex.	110.4	18.8	157.4	24.0	550.9	83.0	537,374	95,845
Virginia-Rome, N. Y.	135.7	83.2	147.2	89.0	493.8	301.6	558,730	346,188
Valley City, N. D.	166.6	— ⁴³	226.4	—	841.7	—	929,808	—
Vaco-Temple, Tex.	121.6	56.1	156.5	66.1	551.2	239.0	550,056	254,521
Washington, D. C.	809.9	516.4	880.2	540.2	3204.6	1914.6	3,865,739	2,503,361

34. Standard Metropolitan Area listed as Providence-Pawtucket.

35. Quincy only.

36. Standard Metropolitan Area listed as Petersburg-Hopewell-Richmond.

37. Standard Metropolitan Area listed as Davenport-Rock Island-Molines.

38. San Diego only.

39. Standard Metropolitan Area listed as San Francisco-Oakland.

40. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazleton.

41. Standard Metropolitan Area listed as Wheeling-Steubenville.

42. See Abilene, Texas.

43. See Grand Forks, N.D.

	TV HOMES (March 1959)		TOTAL HOUSEHOLDS (January 1958)		POPULATION (January 1958)		RETAIL SALES (January 1958)	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Washington-Greenville, N. C.	189.6	—	254.1	—	1118.4	—	773,534	—
Waterbury, Conn. (D. I.)	—	—	—	—	—	—	—	—
Waterloo-Cedar Rapids, Ia.	320.2	71.1	354.2	74.8	1171.6	239.5	1,405,531	319,948
Wausau, Wis.	96.6	20.6	111.9	23.3	402.4	85.0	404,856	82,449
Weslaco-Harlingen, Tex.	69.8	60.5 ⁴⁴	103.5	88.8	438.9	375.1	271,833	239,068
West Palm Beach, Fla.	66.6	50.9	81.7	57.0	266.7	180.4	440,732	302,193
Wheeling, W. Va.	347.1	95.6	400.8	102.7	1407.3	357.2	1,429,726	416,091
Wichita Falls, Tex.	125.8	30.0	162.0	35.2	568.3	132.2	603,898	145,443
Wichita-Hutchinson, Kans.	252.9	117.6	297.8	125.3	929.4	381.6	1,124,840	489,845
Wilkes-Barre-Scranton, Pa.	242.7	— ⁴⁵	304.0	177.4	1067.8	625.2	1,005,985	577,955
Williston, N. D.	19.1	—	37.3	—	128.9	—	177,647	—
Wilmington, N. C.	119.1	16.6	176.8	21.1	792.1	75.5	557,187	89,083
Winston-Salem, N. C.	332.2	44.5	385.8	48.9	1503.9	179.4	1,474,423	200,979
Worcester, Mass. (D.I.)	—	—	—	—	—	—	—	—
Yakima, Wash.	103.8	—	152.8	46.6	501.0	151.0	589,105	168,094
York, Pa.	33.1	61.2	65.9	65.9	220.1	220.1	256,945	256,945
Youngstown, Ohio	140.9	—	200.7	169.4	705.5	597.5	876,454	767,006
Yuma, Ariz.	24.7	—	32.2	—	117.9	—	151,036	—
Zanesville, Ohio	16.4	—	24.1	24.1	79.4	79.4	87,341	87,341

44. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.

45. Standard Metropolitan Area listed as Scranton-Wilkes Barre-Hazleton.

In using set count data, remember—

- TELEVISION MAGAZINE'S TV Homes estimates are the only ones published which update the ARF-Census data on a county-by-county basis.
- All TV Homes figures are VHF, unless preceded by a dagger (†) indicating UHF.
- TELEVISION MAGAZINE'S research department has defined each market according to the full coverage of the most powerful station in the market. In mixed markets, the coverage is that of the powerful VHF outlet.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in TV homes reached. The decision to combine markets is based on advertiser use and common marketing practice.
- A 95% ceiling has been established as the most logical theoretical cutoff on penetration.
- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing.
- "DI" indicates that data is incomplete.
- Set count and market definition are compiled by TELEVISION MAGAZINE'S research department. This exclusive data may not be reproduced without permission.

Ready made...

**DETROIT
AREA
TV
SPOTS**

POWERFUL "BIG LEAGUE" TV SPOTS
IN THE NATION'S FIFTH MARKET
WITHOUT ANNOYING NETWORK CLEARANCES
GIVE MORE IMPRESSIONS... MORE HOMES per dollar
...thats the CKLW-TV channel 9 story
...or call YOUNG TELEVISION CORP. for more facts.

325,000 WATTS

CKLW-TV GUARDIAN BLDG., DETROIT 26, MICHIGAN

J. E. Campeau, Pres.

10
out of
10
top
rated
half-
hour
syndicated
film
series
are
seen
week
after
week
on

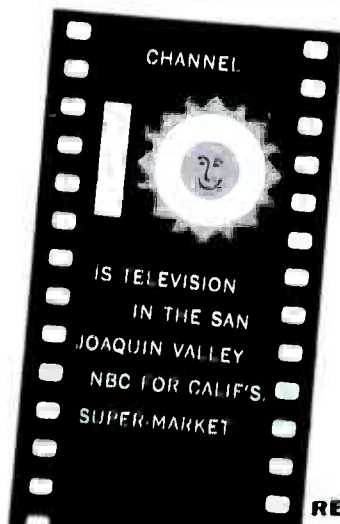
KERO

-TV

*A very moving picture, indeed!
Now is the time to put
your accounts that sell
their products throughout*

KERO-TV BAKERSFIELD SERVING MORE THAN ONE MILLION PROSPEROUS PEOPLE

*California's "five-county-city"
on KERO-TV. It's the
ONLY way to cover
California's SUPER-market.*



REPRESENTED BY EDWARD PETRY & CO., INC.

www.americanradiohistory.com

MARCH TELEVISION HOMES

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

TV homes in each market are based on TELEVISION MAGAZINE's county-by-county projections of the "National Survey of Television Sets in U.S. Households" for March 1956 and March 1958, the two county-by-county estimates prepared by the Advertising Research Foundation in cooperation with the Bureau of the Census and the A. C. Nielsen Co.

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

In a number of markets, therefore, the TV homes count is at a temporary plateau even though the television penetration level is below the 95% ceiling established by TELEVISION MAGAZINE. These markets will be held for an indefinite period.

The factor chiefly responsible for this situation is penetration increases off-set by current trends of population movement which for some regions has shown at least a temporary decline (cf. Bureau of the Census, Current Population Reports, Series C-25, No. 160).

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., over 70% in Cleveland and Milwaukee), but the available evidence shows that penetration drops off outside the metropolitan area itself and that 95% appears to be the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both HF and UHF outlets refer to VHF only.

The coverage area of a television market is defined by TELEVISION MAGAZINE's research department. Fewer studies are used when current—engineering contours, only where research data is made obsolete by station facility or market changes.

Antenna height, power and terrain determine the physical contour of a station's coverage and the

The TV Homes credited to each market are those covered by the station with maximum coverage in that market. Figures for other stations in the market may vary according to programming, channel, power, tower height, etc.

probable quality of reception. Other factors, however, may well rule out any incidence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in the service area must all be weighed. The influence of these factors is reflected in the Nielsen Coverage Study, the ARB A-Z surveys and, in some cases, the regular reports of the various rating services. The Nielsen data in particular, where made available to TELEVISION MAGAZINE by NCS subscribers, has become the backbone of estimating coverage and re-evaluating markets.

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

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

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

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, our research department is continuously re-examining markets and revising TV Homes figures accordingly.

IN SOUTH GEORGIA
AND
NORTHWEST FLORIDA . . .

A NEW MARKET

Since Mar. 19th!

WALB-TV's new 1,000 FOOT* TOWER

has almost doubled
the WALB-TV market
shown in adjacent
Albany, Georgia, listing!

*Tallest in South Georgia
and North Florida)

● **GRADE B POPULATION
NOW IS:**

700,000

● **GRADE B TV HOMES
NOW ARE:**

126,200

Write for
new coverage map!

ALBANY, GA. CHANNEL 10

WALB-TV



Raymond E. Carow, General Manager
Represented nationally by
Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.
One Rate Card

MARCH, 1959

TOTAL U.S. TV HOUSEHOLDS.....44,400,000
TOTAL U.S. HOUSEHOLDS.....31,250,000
U.S. TV PENETRATION.....86.6%

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

Market & Stations—% Penetration	TV Homes
ABERDEEN, S. D.— KXAB-TV (N, C, A)	111
ABILENE, Tex.—74.2 KRBC-TV (N)	75,800
ADA, Okla.—75.3 KTEN (A, C, N)	79,300
AGANA, Guam— KUAM-TV (C, N)	11
AKRON, Ohio—45.9 WAKR-TV† (A)	168,400
ALBANY, Ga.—62.2 WALB-TV (A, N)	79,400
ALBANY-SCHENECTADY-TROY, N.Y.—91.1 **449,400 W-TEN (C); WAST (A); WRGB (N) (W-TEN operates satellite WCDC, Adams, Mass.)	
ALBUQUERQUE, N. M.—74.4 KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	119,600
ALEXANDRIA, La.—67.1 KALB-TV (A, C, N)	88,900

Market & Stations—% Penetration

Market & Stations—% Penetration	TV Homes
ALEXANDRIA, Minn.—76.6 KCMT (N, A)	91,000
ALTOONA, Pa.—87.8 WFBC-TV (A, C, N)	290,300
AMARILLO, Tex.—75.5 KJDA-TV (C); KGNC-TV (N); KVB-TV (A)	100,300
AMES, Iowa—90.4 WOI-TV (A)	313,600
ANCHORAGE, Alaska— KENI-TV (A, N); KTVA (C)	*31,000
ANDERSON, S. C.—15.3 WAIM-TV† (A, C)	13,700
ARDMORE, Okla.—76.2 KXII (N)	30,400
ASHEVILLE, N.C., GREENVILLE- SPARTANBURG, S.C.—77.5 WISE-TV† (C, N); WLOS-TV (A) WFBC-TV (N); WSPA-TV (C)	387,400
ATLANTA, Ga.—81.6 WAGA-TV (C); WLW-A (A); WSB-TV (N)	555,300
AUGUSTA, Ga.—71.5 WJBF-TV (A, N); WRDW-TV (C)	186,300
AUSTIN, Minn.—88.8 KMMT (A)	119,900
AUSTIN, Tex.—76.6 KTBC-TV (A, C, N)	145,300
BAKERSFIELD, Cal. KBAK-TV† (A, C); KERO-TV (N)	*167,600 157,200

The kind of facts-and-figures you find in the Data Book are only part of what you get in TELEVISION MAGAZINE. In each issue you'll also find provocative, thorough appraisals of the long-range developments that will affect what you do next month, next year. Get your personal copy sent to your home or office. Just fill in this coupon and mail to: Television Magazine, 422 Madison Avenue, New York 17, N.Y.

Please

send me

TELEVISION
MAGAZINE

every month

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00
 Bill Co. Bill Me

Group Rates { \$3.00 each for ten or more
 { \$3.50 each for five to nine
Add 50¢ per year for Canada
Add \$1.00 per year for foreign subscription

Name

Company

Address

City Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO., INC. • 422 MADISON AVE., NEW YORK 17, N.Y.

LOOK! WLOS-TV IS CHANGING THE RATING PICTURE IN THE CAROLINA TRIAD!

SKILLED NEW MANAGEMENT, IMAGINATIVE NEW PROGRAMMING GIVEN CREDIT IN DYNAMIC DRIVE FOR DOMINANCE



Asheville, N.C.

Spartanburg, S.C.

Greenville, S.C.

In just two months, WLOS-TV's new management has shaped ABC's great line-up and strong new *local* programming into the powerful new force in the Carolina Triad rating picture.

The prominent new position enjoyed by WLOS-TV is shown in the figures below. Watch for further impressive gains!

ARB — NOVEMBER — 1958 . . . Asheville • Greenville • Spartanburg

SHARE OF AUDIENCE

SUNDAY through SATURDAY 6:00 PM to 10:00 PM	MONDAY through FRIDAY 3:00 PM to 6:00 PM
WLOS-TV 30.5%	WLOS-TV 35.2%
Station "b" 38.4%	Station "b" 30.5%
Station "c" 23.2%	Station "c" 22.5%

Remember—WLOS-TV delivers the only unduplicated VHF network service and the only complete coverage of this rich triad—425,360 TV homes in 62 counties of six states*, with retail sales of \$1,848,670,000.

*NCS #3—All TV Homes Sales Management—May, 1958

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

The "Early Show"—6:15-7:30 p.m. Monday thru Friday has the highest weekly cumulative rating in the November book.

"American Bandstand" on WLOS-TV is the highest-rated daytime show in the Carolina Triad!

WLOS-TV

Unduplicated ABC in Asheville — Greenville — Spartanburg

WLOS AM-FM



Famous on the local scene . . .



WIBG (First Place) — "PATRIOTIC CONTESTS"
WJW-TV AND RADIO — "JUNIOR OLYMPICS"
WJBK — "COLLEGE CAMPUS PROGRAM"



honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

WSPD-TV Toledo **WJW-TV** Cleveland **WJBK-TV** Detroit **WAGA-TV** Atlanta **WITI-TV** Milwaukee

WSPD Toledo **WJW** Cleveland **WJBK** Detroit **WIBG** Philadelphia **WWVA** Wheeling **WAGA** Atlanta **WGBS** Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6198

Throughout
the 27-county
Bristol Television
Market

MORE
PEOPLE
WATCH

WCYB-TV

THAN ANY
OTHER
STATION

Source:
NCS#3

Represented nationally by
**WEED TELEVISION
CORPORATION**

COLOR PLANNING FOR BUSINESS AND INDUSTRY

By Howard Ketcham

Let America's outstanding authority on color and lighting show you how proper color strategy can help you increase sales—improve morale and efficiency—and attract greater attention to your products and programs.

Hundreds of case histories reveal how color improves safety, builds prestige, peeps up advertising, and keeps you a step ahead of your competition. Eight pages of full color illustrations dramatically show color in action. You discover what a powerful sales stimulant color is; how to use it properly; how products should be displayed and lighted; etc.

Of special interest is a chapter on the problems of color TV and how to get advertising ready for it. Mr. Ketcham discusses the relationship of color TV to make-up, fabrics and package design.

Here is a practical color guide on all phases of color use and selection that will help everyone in every field.

—Ten Days' Free Examination—

Harper & Brothers
51 E. 33rd St., New York 16

Gentlemen: Please send me COLOR PLANNING FOR BUSINESS AND INDUSTRY for ten days free examination. Within that time I will either remit \$5.95 plus a few cents mailing charges, or return the book.

Name

Address

City Zone State

SAVE! If you enclose payment, we will pay mailing charges. Same return privilege. **0509D**

Market & Stations—% Penetration	TV Homes
BALTIMORE, Md.—93.4 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	51,300
BANGOR, Me.—87.4 WABI-TV (A,C); WIBZ-TV (N)	116,900
BATON ROUGE, La.—71.8 WAFB-TV † (C); WBRZ (A,N)	255,600 59,800
BAY CITY-SAGINAW, Mich.—92.8 WNEM-TV (A,N); WKNX-TV † (A,C)	298,900 65,800
BEAUMONT-PORT ARTHUR, Tex.—78.2 KFDM-TV (C,A); KPAC-TV (N,A)	148,100
BELLINGHAM, Wash.—83.8 KVOS-TV (C) (This does not include "A" contour in Vancouver & Victoria, British Columbia)	51,800
BIG SPRING, Tex.—75.0 KEDY-TV (C)	23,700
BILLINGS, Mont.—61.5 KOOK-TV (A,C); KGHl-TV (N)	46,300
BINGHAMTON, N.Y.—88.4 WNBF-TV (C,N); WINR-TV † (N,A)	323,200 41,100
BIRMINGHAM, Ala.—76.0 WAPI-TV (A,N); WBRC-TV (C)	418,500
BISMARCK, N.D.—68.5 KBMB-TV (C); KFVR-TV (A,N) (KFVR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT Minot, N.D.)	**50,400
BLOOMINGTON, Ind.—93.6 WTTV (N) (See also Indianapolis, Ind.)	626,400
BLUEFIELD, W. Va.—70.7 WHIS-TV (N)	122,300
BOISE, Ida.—77.7 KBOI-TV (C); KTVB (A,N); KCIX-TV (Nampol)	67,500
BOSTON, Mass.—92.0 WBZ-TV (N); WNAC-TV (C); WHDH-TV (A)	1,416,100
BRIDGEPORT, Conn. WICC-TV † (A)	††
BRISTOL, Va.-Tenn.—66.0 WCYB-TV (A,N)	148,800
BRYAN, Tex.—69.8 KBTX-TV (A,C)	39,800
BUFFALO, N.Y.—91.4 WBEN-TV (C); WGR-TV (N); WKBW-TV (A)	633,700
BURLINGTON, Vt.—88.2 WCAX-TV (C)	*164,400
BUTTE, Mont.—64.6 KXLF-TV (A,C,N)	38,100
CADILLAC, Mich.—86.6 WWTV (A,C)	128,700
CAPE GIRARDEAU, Mo.—77.8 KFVS-TV (C)	221,300
CARLSBAD, N.M.—77.0 KAVE-TV (A,C)	10,700
CARTHAGE-WATERTOWN, N.Y.—84.6 WCNY-TV (A,C)	*76,900
CASPER, Wyo.—56.3 KTWO-TV (A,N); KSPR-TV (C)	23,300
CEDAR RAPIDS-WATERLOO, Iowa—90.4 KCRG-TV (A); WMT-TV (C); KWWI-TV (N)	320,200
CHAMPAIGN, Ill.—89.6 WCIA (C,N)	370,100
CHARLESTON, S.C.—74.9 WCSC-TV (C); WUSN-TV (A,N)	147,400
CHARLESTON-HUNTINGTON, W.Va.—79.1 WCHS-TV (A); WHTN-TV (C); WSAZ-TV (N)	436,500
CHARLOTTE, N.C.—84.5 WBTV (C); WSOC-TV (A,N)	585,800
CHATTANOOGA, Tenn.—75.0 WDEF-TV (A,C); WRGP-TV (N); WTVC (A)	196,800
CHEYENNE, Wyo.—77.2 KFBC-TV (A,C,N) (Operates satellite KSTF Scottsbluff, Neb.)	**85,400

WHAT'S IN IT FOR YOU?

The kind of facts-and-figures you find in the Data Book are only part of what you get in TELEVISION MAGAZINE.

1958 brought you articles such as "Ogilvy, Hard-Boiled Scot"; "Booz, Allen & Hamilton"; "Little of Colgate"; "Networks in Ferment"; "Do Today's Programs Provide the Wrong Commercial Climate?" "Brand study: breads, banks, gasolines and shampoos in Chicago"; "Inside Jack Gould."

In each issue you'll find provocative, thorough appraisals of the long-range developments that will affect what you do next month, next year.

In this fast moving business, the daily headlines are like pieces of a huge jigsaw puzzle. TELEVISION MAGAZINE puts these pieces together for you, giving you the complete picture.

Get your own copy sent to your home or office. Just send your name, address and check for \$5.00 to TELEVISION MAGAZINE, 422 Madison Avenue, New York 17.

WE and NBC

Present to the Viewers of the Maryland Market

ALWAYS THE BEST SHOW IN TOWN

MAY WE AND NBC PRESENT FOR YOUR CAREFUL
CONSIDERATION THESE SALIENT GUIDEPOSTS TOWARDS
MORE EFFECTIVE TELEVISION EXPOSURE
IN THE PURCHASING MARYLAND MARKET

WBAL-TV... ALWAYS THE BEST SHOW IN TOWN

BEST LOCAL PROGRAMS

MOST COMPLETE NEWS

FULL-TIME STAFF OF NEWS REPORTERS AND CAMERAMEN . . .
ROUND THE CLOCK DESK IN THE CITY ROOM OF BALTIMORE
NEWS-POST (LARGEST NEWSPAPER CIRCULATION IN THE MARYLAND MARKET) WITH
UNLIMITED ACCESS TO THE EFFORTS OF N-P'S NEWS, EDITORIAL AND
FEATURE STAFFS . . . UPI AND AP WIRE SERVICES . . . TELENEWS

MOST ACCURATE WEATHER

CONSTANT, DIRECT LIAISON WITH U.S. WEATHER BUREAU
AT BALTIMORE'S FRIENDSHIP AIRPORT . . . FULL-TIME
OPERATION OF BENDIX WEATHER-TRACKING RADAR
UNIT . . . TRAINED WEATHER REPORTERS

MOST COLORFUL SPORTS

NATIONALLY FAMOUS SPORTS EDITOR JOE CROGHAN WITH THE
STORIES BEHIND THE WIRE SERVICES . . . PERSONAL INTERVIEWS
ON-THE-SCENE REPORTING . . . UP-TO-THE-MINUTE FILM CLIPS

MOST ORIGINAL FEATURES

AWARD-WINNING PUBLIC SERVICE PROGRAMS . . . EXCITING PANEL
SHOWS . . . DRAMATIC DOCUMENTARIES

MOST BRILLIANT FIRST-RUN, FEATURE FILMS

WARNER BROTHERS '52, '55 AND 544 PACKAGES . . . NTA-20TH
CENTURY FOX DREAM PACKAGE . . . FABULOUS PARAMOUNT PACKAGE

BEST NETWORK PROGRAMS

All we have to say is, "NBC."

ALWAYS THE BEST SHOW IN TOWN
ALWAYS THE BEST BUY IN TOWN



WBAL-TV

BALTIMORE, MARYLAND
CHANNEL 11 • NBC AFFILIATE
IN ASSOCIATION WITH WBAL RADIO

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

Serving all Chicagoland

with quality programming presented with integrity attracts selective, wide-awake audiences...the kind that buy the products advertised. This is our continuing aim at WGN-TV! And we find it pays off. You will too. For proof, let one of our specialists fill you in on some surprising case histories. **WGN-TV serves all Chicagoland with:**

color programming

- *Originating over 20 hours weekly—more than all other stations combined!*

live programs

- *We're setting a fast pace with the greatest array of live local telecasting in Chicago! ... More than all other stations combined!*

film programs

- *WGN-TV has the greatest number of top syndicated programs—and it pays off. 15 out of top 20 in January Nielsen and ARB.*

baseball telecasts

- *Exclusive Cubs and White Sox home day games.*

special events

- *Automobile Show, Boat Show, Parades, Sport Features, Neighborhood Events.*

children's shows

- *Highest audiences by far!*

public service

- *Dedicated to serving Chicagoland with the finest and most comprehensive programming—important reasons why WGN-TV is Chicago's Quality and Integrity station!*

Call your WGN-TV representative, today!



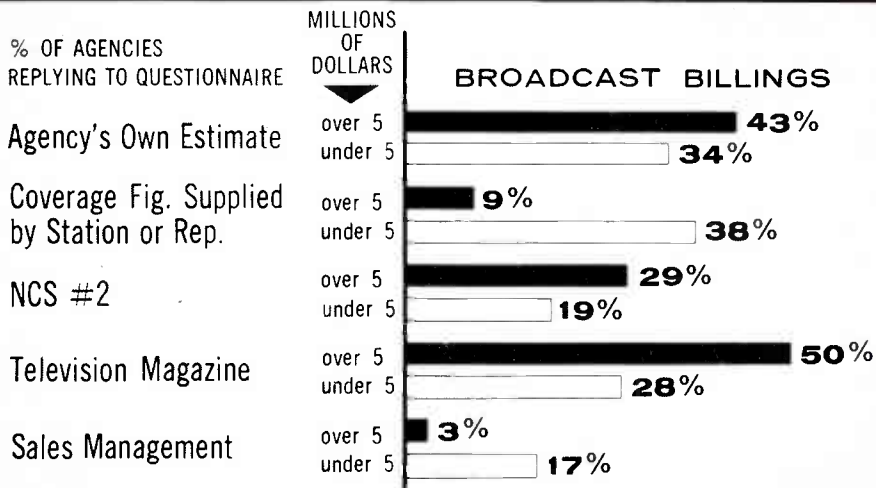
WGN-TV Channel 9

441 North Michigan Avenue • Chicago 11, Illinois

Market & Stations—% Penetration	TV Homes
CHICAGO, Ill.—93.9 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N)	2,120,400
CO, Cal.—77.2 HSL-TV (A,C)	92,900
CINCINNATI, Ohio—90.6 WCPO-TV (A); WKRC-TV (C); WLW-T (N)	636,500
HARRISBURG, W. Va.—68.5 WBOY-TV (A,C,N)	75,400
CLEVELAND, Ohio—95.0 NEWS (A); KYW-TV (N); WJW-TV (C)	1,277,000
DOVIS, N.M.—63.3 KICA-TV (C)	11,400
COLORADO SPRINGS-PUEBLO, Colo.—76.2 KCTV (A,C); KRDO-TV (N); KCSJ-TV (N)	90,400
COLUMBIA-JEFFERSON CITY, Mo.—80.0 KOMO-TV (A,N); KRCG-TV (A,C)	124,900
COLUMBIA, S.C. WIS-TV (A,N); WNOK-TV† (C)	*207,300 †35,100
COLUMBUS, Ga.—73.1 WTVM† (A,N); WRBL-TV (A,C)	138,500 †52,400
COLUMBUS, Miss.—56.3 WCBT-TV (C,N)	53,500
COLUMBUS, Ohio—95.0 WBNS-TV (C); WLW-C (N); WTVN-TV (A)	478,600
CORPUS CHRISTI, Tex.—74.3 KRIS-TV (A,N); KZTV (C)	107,000
DALLAS-FT. WORTH, Tex.—83.2 KRLD-TV (C); WFAA-TV (A); KFJZ-TV; WBAP-TV (N)	656,600
SPRINGFIELD, Ill.—50.8 WHDN-TV† (A)	†36,200
DES MOINES, Iowa—ROCK ISLAND, Ill.—92.5 WOC-TV (N); WHBF-TV (A,C)	341,700
DAYTON, Ohio—95.0 WHIO-TV (C); WLW-D (A,N)	474,900
DAYTONA BEACH-ORLANDO, Fla.—76.6 WESH-TV (N); WDBO-TV (C); WLOF (A)	196,200
MOBILE, Ala.—48.5 WMSL-TV† (C,N)	†21,900
MEMPHIS, Tenn.—82.2 WTVF† (A)	†121,400
DENVER, Colo.—87.2 KBTV (A); KIZ-TV (C); KOA-TV (N); KTVP	351,000
DES MOINES, Iowa—91.1 KRNT-TV (C); WHO-TV (N)	275,100
DETROIT, Mich.—WINDSOR, Can.—95.0 WJBK-TV (C); WWJ-TV (N); WXYZ (A); CKLW-TV	1,552,700
DURHAM, N.C.—52.1 KDIX-TV (C)	22,100
MOBILE, Ala.—58.6 WTVY (A,C)	71,900
DULUTH, Minn.—SUPERIOR, Wis.—81.3 KDAL-TV (A,C); WDSM-TV (A,N)	169,900
DURHAM-RALEIGH, N.C.—75.4 WTVD (A,C); WRAL-TV (N)	269,100

WHERE DO TIMEBUYERS GET THEIR INFORMATION?

CIRCULATION SOURCES USED BY AGENCIES



Who do timebuyers consult to get the vital statistics on your market?

Fully 50% of agencies with network billings over \$5 million use TELEVISION MAGAZINE circulation figures, according to an NBC Spot Sales survey.

Just as you are looking at this page to check the county definition and data on your market, most of the people on your sales-prospect list are doing the same thing.

While their attention is focused on getting the data that helps decide whether or not you get on the list, you could be using this space to amplify the basic statistics, to tell why your station is the key to your area.

You can do this every month in TELEVISION MAGAZINE. . . . Reserve space in the monthly Circulation Report. Reach your prospects while they are thinking about your market. Phone Tom Koopman at PLaza 3-9944 in New York and ask about the Circulation Package Plan.

Announcing...

A M E R I C A N R E S E A R C H B U R E A U ' S

1959 TELEVISION COVERAGE STUDY

*Unequaled research standards . . . outdates
any existing coverage studies . . . presents
latest data on station coverage and
circulation for more than one hundred
and twenty key television markets . . .*

ARB's new 1959 "A-to-Z" television coverage study—just being released—surveys selected markets where *current* information is needed due to recent developments affecting:

- power or tower
- network affiliation
- number of stations
- community antenna installations
and the like

This Fifth Annual "Abilene-to-Zanesville" study shows TV and UHF saturation for each market. And, for each station: ● percent of homes able to receive ● weekly circulation ● average daytime and nighttime circulation.

Only ARB offers *new* data secured from *full* sample of respondent families by *telephone* interviews. These techniques are in keeping with ARB's high research standards, unequalled throughout the industry.

For descriptive folder and list of areas surveyed, contact your nearest ARB representative.

AMERICAN RESEARCH BUREAU, INC.

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For current TV set estimates,

see

THE CIRCULATION REPORT

updated monthly

Exclusively compiled by

**TELEVISION
MAGAZINE**

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
EAU CLAIRE, Wis.—87.4 WEAU-TV (A,N)	118,000	FLINT, Mich.—94.2 WJRT (A)	380,000
ELKHART, Ind. (See South Bend)		FLORENCE, Ala.—30.9 WOWL-TV† (C,N)	†8,500
EL PASO, Tex.—JUAREZ, Mex.—82.0 KELP-TV (A); KROD-TV (C); KTSM-TV (N); XEJ-TV	88,300	FLORENCE, S.C.—71.1 WBTW (A,C,N)	173,100
ENID, Okla. (See Oklahoma City)		FT. DODGE, Iowa—54.7 KQTV† (N)	†26,700
ENSIGN-GARDEN CITY, Kan.—61.6 KTVC (A); KGID-TV (N)	38,900	FT. MYERS, Fla.—71.0 WINK-TV (A,C)	16,400
ERIE, Pa.—92.2 WICU-TV (A,N); WSEE-TV† (A,C)	166,400 †55,900	FT. SMITH, Ark.—70.7 KNAC-TV (C,N,A)	53,000
EUGENE, Ore.—77.5 KVAL-TV (N) (Operates satellite KPIC-TV, Roseburg, Ore.)	**107,600	FT. WAYNE, Ind.—87.0 WANE-TV† (C); WKJG-TV† (N); WPTA-TV† (A)	†203,300
EUREKA, Cal.—76.9 KIEM-TV (A,C,N); KVIQ-TV (A,N)	46,000	FT. WORTH-DALLAS, Tex.—83.2 KPJZ-TV; WBAP-TV (N); KRLD-TV (C); WFAA-TV (A)	656,600
EVANSVILLE, Ind.—HENDERSON, Ky.—82.0 WHIE-TV† (N); WTVW (A); WEHT-TV† (C)	246,700 †120,600	FRESNO, Cal.—87.2 KFRE-TV (C); KJEO-TV† (A); KMJ-TV (N)	215,600 †161,200
FAIRBANKS, Alaska KFAR-TV (A,N); KTVF (C)	††	GLENDIVE, Mont.—49.1 KXGN-TV (C)	2,600
FARGO, N.D.—73.9 WDAY-TV (A,N) (See also Valley City, N.D.)	133,500	GRAND FORKS, N.D.—74.1 KNOX-TV (N)	38,700



NOW IN OUR 11th YEAR

3,500 WATTS
6,000 TV HOMES

Channel 12
WICU-TV
ERIE, PENNA.



316,000 Watts
309,000 TV Homes

Get Full Information . . .



BLAIR TELEVISION ASSOCIATES
National Representatives

COAST LINE PICKS JACKSONVILLE



W. THOMAS RICE, President Atlantic Coast Line Railroad The Atlantic Coast Line Railroad has picked Jacksonville for its new 17-story headquarters office building. The Coast Line's choice of Jacksonville is evidence of their faith in the State of Florida's Gateway City and Jacksonville is enthusiastic over this latest addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV

In Jacksonville, Jaxons have picked WFGA-TV, Channel 12 as the best family station in the huge \$1½ billion North Florida-South Georgia market.

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*Represented nationally
by Peters, Griffin,
Woodward, Inc.*

(Second Of A Series)

**WFGA — TV
Channel 12
Jacksonville, Florida**



**FLORIDA'S
COLORFUL
STATION**

Market & Stations—% Penetration TV Homes

GRAND JUNCTION, Colo.—66.2 KREX-TV (A,C,N) (Operates satellite KREY-TV, Montrose, Colo.)	**24,300
GRAND RAPIDS, Mich.—94.4 WOOD-TV (A,N) (See also Kalamazoo)	479,500
GREAT BEND-HAYS, Kan.—73.8 KCKT-TV (N); KAYS-TV (A) (KCKT-TV operates satellite KGLD, Garden City, Kan.)	**89,100
GREAT FALLS, Mont.—61.3 KFBB-TV (A,C,N)	41,200
GREEN BAY, Wis.—89.9 WBAY-TV (C); WFRV (N) (See also Marinette)	318,200
GREENSBORO, N.C.—82.6 WFMY-TV (A,C)	410,600
GREENVILLE-SPARTANBURG, S.C.- ASHEVILLE, N.C.—77.5 WFBC-TV (N); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,N)	387,400 ††
GREENVILLE-WASHINGTON, N.C.—74.6 WNCT (A,C); WITN (N)	189,600
HANNIBAL, Mo.- QUINCY, Ill.—88.8 KHQA-TV (C); WGEM-TV (A,N)	189,800
HARLINGEN-WESLACO, Tex.—67.4 KGBT-TV (A,C); WRGV-TV (A,N)	*69,800
HARRISBURG, Ill.—78.2 WSIL-TV (A,N)	170,900
HARRISBURG, Pa.—71.2 WHP-TV† (C); WTPA† (A)	† 113,000
HARRISONBURG, Va.—84.4 WSVA-TV (A,C,N) (Includes community antennas in counties not credited)	73,400
HARTFORD-NEW BRITAIN, Conn.—93.2 WTIC-TV (C); WNBC† (N); WHCT†	626,600 † 289,300
HASTINGS, Neb.—75.6 KHAS-TV (N)	114,400
HATTIESBURG, Miss.—60.4 WDAM-TV (A,N)	48,900
HENDERSON, Ky.- EVANSVILLE, Ind.—82.0 WEHT-TV† (C); WFIE-TV† (N); WTUV (A)	246,700 † 120,600
HENDERSON, LAS VEGAS, Nev.—95.0 KLRJ-TV (A,N); KLAS-TV (C); KSHO-TV (A)	34,700
HONOLULU, T.H. KGMB-TV (C); KONA-TV (N); KHVH-TV (A) (Satellites: KHBC-TV, Hilo, and KMAU-TV, Wailuku to KGMB-TV, KMWI-TV, Wailuku, to KHVH-TV; KAIA, Wailuku to KONA-TV)	**115,300
HOUSTON, Tex.—85.4 KPRC-TV (N); KTRK-TV (A); KGUL-TV (C)	472,000
HUNTINGTON-CHARLESTON, W.Va.—79.1 WHTN-TV (C); WSAZ-TV (N); WCHS-TV (A)	436,500
HUTCHINSON-WICHITA, Kan.—84.9 KTVH (C); KAKE-TV (A); KARD-TV (N) (KTVC, Ensign, Kan., satellite of KAKE-TV)	**252,900
IDAHO FALLS, Ida.—70.9 KID-TV (A,C,N)	58,600
INDIANAPOLIS, Ind.—93.3 WFBM-TV (N); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind.)	703,800
JACKSON, Miss.—63.5 WJTV (C); WLBT (A,N)	229,900
JACKSON, Tenn.—64.8 WDXI-TV (A,C)	87,400
JACKSONVILLE, Fla.—73.4 WJXT (A,C); WFGA-TV (N)	286,600
JEFFERSON CITY-COLUMBIA, Mo.—80.0 KRCG-TV (A,C); KOMU-TV (A,N)	124,900
JOHNSON CITY, Tenn.—67.0 WJHI-TV (A,C)	*121,200

GETTING IN TO SEE THE CLIENT

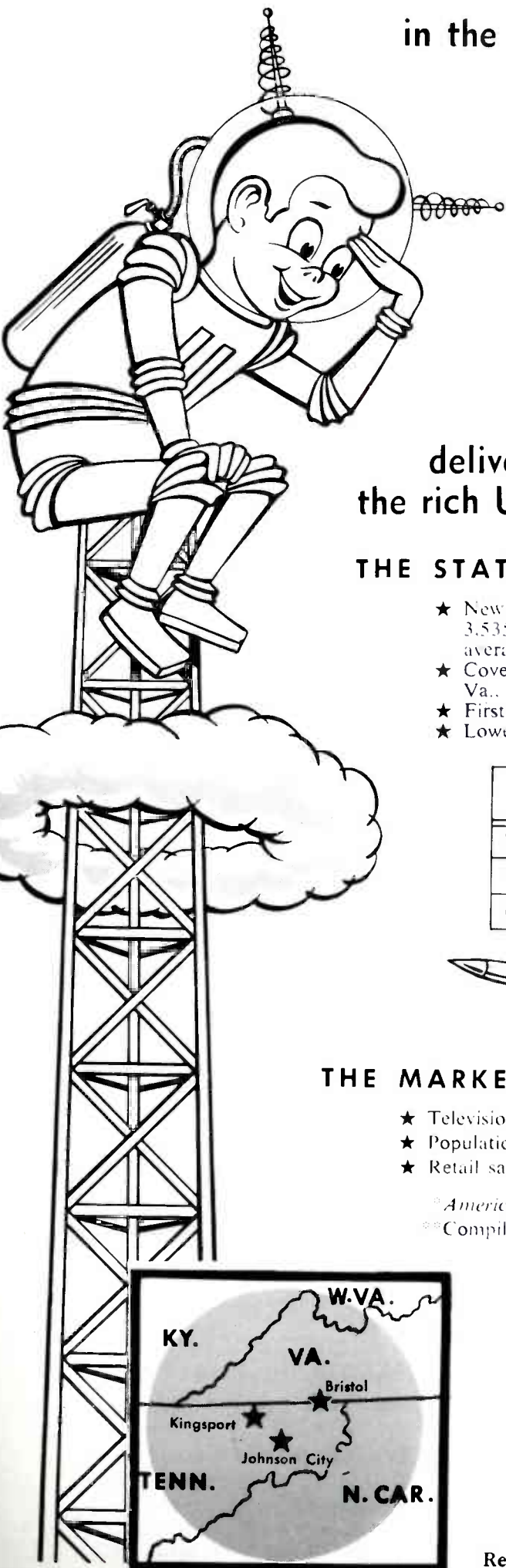
Telling your story directly to the advertising and sales manager—it's a tough job, but an important one.

One out of every four TV stations now on the air is advertising in this issue of TELEVISION MAGAZINE because it is used by almost all of TV's important clients.

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in the sky . . . 2/3 of a mile high



NEW WJHL-TV TOWER

delivers 50% more coverage in
the rich Upper East Tenn. trading area

THE STATION

- ★ New TOWER . . . 1,491 feet above average terrain . . . 3,535 feet above sea level. (Old Tower was 720 feet above average terrain . . . 2,630 feet above sea level.)
- ★ Coverage in 76 counties in Tenn., Va., No. Car., Ky. and W. Va.
- ★ First in audience (ARB) in Tri-Cities, total 55.0%
- ★ Lowest cost per 1,000 homes

	MON.-FRI. NOON-6 6-MIDNIGHT		SIGN ON TO SIGN-OFF
WJHL-TV	68.4	48.7	55.0
STATION "A"	24.8	45.3	39.5
OTHERS	6.8	6.0	7.0

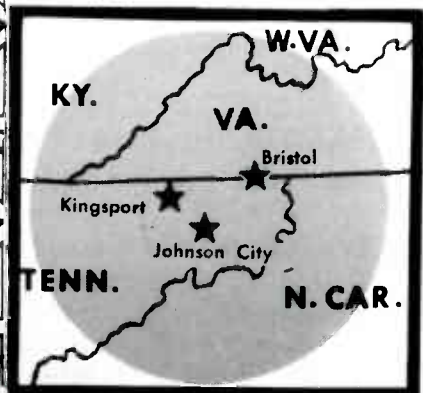


THE MARKET

- ★ Television homes . . . 371,274
- ★ Population, coverage area . . . 2,284,000
- ★ Retail sales, coverage area . . . \$1,602,865,000.00**

*American Research Foundation Report, March, 1958

**Compiled from data from Sales Management, 1958



TRI-CITIES TV

JOHNSON CITY • KINGSFORT • BRISTOL

WJHL-TV

Channel 11 • 316,000 Watts

CBS • ABC

JOHNSON CITY, TENNESSEE

Represented by JOHN E. PEARSON Television, Inc.

WHAS-TV LOUISVILLE

IF IT IS **BIG**
AND **IMPORTANT**,
IT'S ON **WHAS-TV**

50,000 youngsters,
57,000 adults have
attended T-BAR-V,
Louisville's **ONLY**
kid show with
LIVE, DAILY AUDIENCES



50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's **IMPORTANT** that constructive entertainment be presented for children. And when **BIG** and **IMPORTANT** programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the **ADDED IMPACT OF PROGRAMMING OF CHARACTER!**



WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment



WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

City & Stations—% Penetration	TV Homes
JONSTOWN, Pa.—90.0	565,800
ARD-TV† (A,C); WJAC-TV (N)	†10,700
COIN, Mo.—PITTSBURG, Kan.—79.0	151,000
DE-TV (A,C); KOAM-TV (A,N)	
AKU, Alaska	††
NY-TV (C)	
AMAZOO, Mich.—94.3	593,200
KZO-TV (A,C)	
See also Grand Rapids)	
SPELL, Mont.—63.3	11,200
TR (C,N)	
KANSAS CITY, Mo.—89.6	600,900
KMO-TV (C); KMBC-TV (A); WDAF-TV (N)	
KIRNEY, Neb.—72.3	**101,900
OL-TV (A,C)	
Operates satellite KHPL-TV, Hayes Center, Neb.)	
MATH FALLS, Ore.—65.8	20,000
MTI (A,C,N)	
KNOXVILLE, Tenn.—68.8	225,500
KATE-TV (N); WBIR-TV (C); WTVK† (A)	†58,000
CROSSE, Wis.—83.5	115,500
KBT (A,C,N)	
LAFAYETTE, Ind.—40.1	†10,700
FAM-TV† (C)	
LAFAYETTE, La.—67.7	92,900
FY-TV (C)	
LAKE CHARLES, La.—72.5	84,200
LC-TV (A,N); KTAG-TV† (C)	†16,400
CASTER, Pa.—89.2	511,600
GAL-TV (C,N)	
LANSING, Mich.—94.0	441,900
WJIM-TV (C,A); WILX-TV (N) (Onondaga)	
LUBBOCK, Tex.—64.5	9,800
9NS-TV (A,C,N)	
VALLE, Ill.—32.7	†10,600
EEQ-TV† (N)	
VEGAS-HENDERSON, Nev.—95.0	34,700
AS-TV (C); KSHO-TV (A); KIRJ-TV (A,N)	
LITTON, Okla.—80.2	48,900
WO-TV (A)	
LEON, Pa.—78.9	†58,300
LYH-TV† (A)	
LENGTON, Ky.—42.9	†42,700
LEX-TV† (A,C,N); WKYT-TV†	
LA, Ohio—79.9	†46,900
IMA-TV† (A,C,N)	
LINCOLN, Neb.—83.5	186,100
LIN-TV (A,C)	
LE ROCK-PINE BLUFF, Ark.—71.5	231,500
ARK-TV (N); KTHV (C); KATV (A)	
LEWIS HAVEN, Pa.—65.0	†22,700
BPZ-TV† (A)	
LOS ANGELES, Cal.—93.6	2,569,900
KABC-TV (A); KCOP; KHJ-TV;	
KXTV (C); KRCA (N); KTLA; KTTV	
LEXINGTON, Ky.—81.8	452,400
AVE-TV (A,N); WHAS-TV (C)	
LUBBOCK, Tex.—77.8	101,800
DBD-TV (A,N); KDUB-TV (C)	
LURIN, Tex.—67.7	50,600
RE-TV (N)	
Lynchburg, Va.—79.5	147,200
LVA-TV (A)	
MACON, Ga.—69.0	105,900
MAZ-TV (A,C)	
MADISON, Wis.—89.6	223,600
ISC-TV (C); WKOW-TV† (A); WMTV† (N)	†101,800
MICHESTER, N.H.—92.0	563,100
MUR-TV (A)	
MILWAUKEE, Wis.—90.8	161,700
MBV-TV (A)	
See also Green Bay)	
MUSKEGON, Mich.—79.3	62,700
DMJ-TV (C)	
MUSKOGEE, Okla.—87.7	170,900
GLO-TV (C)	
MAYAGUEZ, P.R.	††
ORA-TV (C)	
MADFORD, Ore.—75.2	43,900
BES-TV (A,C,N)	
MEMPHIS, Tenn.—71.8	473,600
HBO-TV (A); WMCT (N); WREC-TV (C)	

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—AND SEVERAL FOR OTHERS ON YOUR STAFF**

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1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00
 Group { \$3.00 each for ten or more Bill Co.
 Rates { \$3.50 each for five or more Bill Me
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Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
MERIDIAN, Miss.—60.2 WTOK-TV (A,C,N)	100,100	OKLAHOMA CITY, Okla.—83.0 KWTU (C); WKY-TV (N); KOCO-TV (Enid) (A)	329,700	RALEIGH-DURHAM, N.C.—75.4 WRAL-TV (N); WTVD (A,C)	269,100
MIAMI, Fla.—90.7 WCKT (N); WPTV-TV (A); WTVJ (C)	391,100	OMAHA, Neb.—91.6 KMTV (N); WOW-TV (C); KETV (A)	332,000	RAPID CITY, S.D.—56.5 KOTA-TV (A,C); KRSD-TV (N) IKOTA-TV operates satellite KDUH-TV, Hay Springs, Neb.	**34,200
MIDLAND-ODESSA, Tex.—73.3 KMID-TV (A,N); KOSA-TV (C)	82,300	ORLANDO-DAYTONA, Fla.—76.6 WDBO-TV (C); WLOF-TV (A); WESH-TV (N)	196,200	REDDING, Cal.—74.5 KVIP-TV (A,N)	57,400
MILWAUKEE, Wis.—94.9 WISN-TV (A); WITI-TV; WTMJ-TV (N); WXIX† (C)	615,000 †259,400	OTTUMWA, Iowa—83.1 KTVO (C,N)	135,400	RENO, Nev.—85.1 KOLO-TV (A,C,N)	38,300
MINNEAPOLIS-ST. PAUL, Minn.—90.9 KMSP-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	738,200	PADUCAH, Ky.—73.2 WPSD-TV (N)	186,600	RICHMOND, Va.—82.5 WRVA-TV (C); WTVR (A); WXEX-TV (N) (Petersburg, Va.)	259,500
MINOT, N.D.—65.8 KXMC-TV (A,C); KMOT (A,N)	42,200	PANAMA CITY, Fla.—69.5 WJDM-TV (A,C,N)	20,700	RIVERTON, Wyo.—52.6 KWRB-TV (C,N,A)	8,000
MISSOULA, Mont.—68.8 KMSO-TV (A,C)	47,000	PARKERSBURG, W. Va.—58.4 WTAP† (A,C,N)	†24,100	ROANOKE, Va.—78.7 WDBJ-TV (C); WSLS-TV (A,N)	285,200
MOBILE, Ala.—76.4 WALA-TV (A,N); WKRG-TV (C)	216,200	PENSACOLA, Fla.—77.2 WEAR-TV (A,C)	187,800	ROCHESTER, Minn.—88.6 KROC-TV (N)	91,200
MONAHANS, Tex. KVKM-TV (A)	†††	PEORIA, Ill.—82.5 WEEK-TV† (N); WMBD-TV† (C); WTVH† (A) (WEEK-TV operates WEEQ-TV, La Salle, Ill.)	***†148,100	ROCHESTER, N.Y.—91.1 WROC-TV (A,N); WHEC-TV (A,C); WRET-TV (A,C)	310,800
MONROE, La.-EL DORADO, Ark.—70.3 KNOE-TV (A,C,N)	135,600	PHILADELPHIA, Pa.—93.1 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N)	1,879,300	ROCKFORD, Ill. WREX-TV (A,C); WTVO† (N)	*221,400 †96,500
MONTGOMERY, Ala.—67.0 WCOV-TV† (C); WSFA-TV (N)	150,100 †54,500	PHOENIX-MESA, Ariz.—86.2 KOOL-TV (C); KPHO-TV; KTVK (A); KVAR (N)	194,300	ROCK ISLAND, Ill.-DAVENPORT, Iowa—92.5 WHBF-TV (A,C); WOC-TV (N)	341,700
MUNCIE, Ind.—67.9 WLBC-TV† (A,C,N)	†30,900	PINE BLUFF-LITTLE ROCK, Ark.—71.5 KATV (A); KARK-TV (N); KTHV (C)	231,500	ROSWELL, N.M.—71.8 KSWB-TV (A,C,N)	52,800
NASHVILLE, Tenn.—70.6 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	342,000	PITTSBURG, Kan.-JOPLIN, Mo.—79.0 KOAM-TV (A,N); KODE-TV (A,C)	151,000	SACRAMENTO-STOCKTON, Cal.—86.2 KBET-TV (C); KCRA-TV (N); KOVR (A)	371,600
NEW BRITAIN-HARTFORD, Conn.—93.2 WTIC-TV (C); WNBC† (N); WHCT†	626,600 †289,300	PITTSBURGH, Pa.—91.9 KDKA-TV (C); WIIC (N); WTAE (A)	1,261,100	SAGINAW-BAY CITY, Mich.—92.8 WKNX-TV† (A,C); WNEM-TV (A,N)	298,900 †65,800
NEW HAVEN, Conn.—93.2 WNHC-TV (A)	834,900	PLATTSBURG, N.Y.—85.5 WPTZ (A,N)	119,900	ST. JOSEPH, Mo.—87.2 KFEQ-TV (C)	201,100
NEW ORLEANS, La.—81.3 WDSU-TV (A,N); WVUE (A); WWL-TV (C)	370,500	POLAND SPRING, Me.—90.0 WMTW-TV (A,C) (Mt. Washington, N.H.)	310,500	ST. LOUIS, Mo.—92.1 KSD-TV (N); KTVI (A); KMOX-TV (C)	845,500
NEW YORK, N.Y.—93.3 WABC-TV (A); WNEW-TV; WNTA-TV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	4,846,300	PORTLAND, Me.—90.4 WCSH-TV (N); WGAN-TV (C)	210,300	ST. PETERSBURG-TAMPA, Fla.—82.6 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	294,200 †175,900
NORFOLK, V.—86.0 WAVY (A); WTAR-TV (C); WTOV-TV†; WVEC-TV† (N)	327,400 †101,800	PORTLAND, Ore.—84.2 KGW-TV (A); KOIN-TV (C); KPTV (N,A)	455,200	SALINAS-MONTEREY, Cal.—85.8 KSBW-TV (A,C,N) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo.)	184,900
NORTH PLATTE, Neb.—69.3 KNOP-TV (N)	20,500	PRESQUE ISLE, Me.—81.0 WAGM-TV (A,C)	19,600	SALISBURY, Md.—53.6 WBOC-TV† (A,C)	†32,700
OAK HILL, W.Va.—69.7 WOAY-TV (A,C)	127,500	PROVIDENCE, R.I.—92.3 WJAR-TV (A,N); WPRO-TV (C)	778,500	SALT LAKE CITY, Utah—88.4 KSL-TV (C); KTVT (N); KUTV (A); KIOR-TV (Provo, Utah)	244,400
ODESSA-MIDLAND, Tex.—73.3 KOSA-TV (C); KMID-TV (A,N)	82,300	PUEBLO-COLORADO SPRINGS, Colo.—76.2 KCSJ-TV (N); KKTU (A,C); KRDO-TV (N)	90,400		
		QUINCY, Ill.-HANNIBAL, Mo.—88.8 WGEM-TV (A,N); KHQA-TV (C)	189,800		

in PITTSBURGH

Take TAE and See

brewed hot with
plenty of
local flavor!

WTAE 4

BIG TELEVISION IN PITTSBURGH CHANNEL

REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH

When it comes to selecting a market's leading station . . .

THE PROOF IS WHERE THEY'RE BUYING!

In this three station South Bend-Elkhart market local advertisers consistently use WNDU-TV more than the other two stations combined. And what's even more significant is that they pay top dollars while doing it. It's proof positive that if you want this important market for your product, buy where the local advertisers (the people who know the market best) buy . . . on WNDU-TV!

call Petry today!

WNDU-TV NBC CHANNEL 16

Bernie Barth and Tom Hamilton

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,

Angeles - San Francisco - Boston - New York - Chicago - Dallas

Market & Stations—% Penetration	TV Homes
SAN ANGELO, Tex.—74.1 KCTV (A,C,N)	27,800
SAN ANTONIO, Tex. KCOR-TV† (C); KONO (A); WOAI-TV (N) ††	*276,300
SAN DIEGO, Cal.-TIJUANA-Mex.—92.2 KFMB-TV (C); KFSD-TV (N); XETV (A)	292,400
SAN FRANCISCO-OAKLAND, Cal.—90.1 KGO-TV (A); KPX (C); KRON-TV (N); KTVU	1,268,600
SAN JOSE, Cal.—90.5 KNTV (A,C,N)	225,500
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Cal. (See Salinas Monterey)	
SANTA BARBARA, Cal.—84.5 KEY-TV (A,C,N)	49,000
SAVANNAH, Ga.—71.3 WSAV-TV (N); WTOG-TV (A,C)	104,300
SCHENECTADY-ALBANY-TROY, N.Y.—91.1 WRGB (N); WTEN (C); WAST (A)	**449,400
SCRANTON-WILKES-BARRE, Pa.—79.8 WDAU† (C); WBRE-TV† (N); WNEP-TV† (A) (Includes community antennas in counties not credited)	†242,700
SEATTLE-TACOMA, Wash.—89.2 KING-TV (A); KOMO-TV (N,A); KTNT-TV; KTVW; KIRO-TV (C)	537,700
SEDALIA, Mo.—84.5 KMOS-TV (A)	26,100
SHREVEPORT, La.—75.5 KSLA (A,C); KTBS-TV (A,N)	247,200
SIoux CITY, Iowa—87.4 KTIV (A,N); KVTV (A,C)	201,900
SIoux FALLS, S.D.—74.1 KELO-TV (C,N,A) (Operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	**219,600
SOUTH BEND-ELKHART, Ind.—68.8 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†141,000
SPOKANE, Wash.—78.6 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	231,600
SPRINGFIELD, Ill.—72.4 WICST (A,N)	†117,500
SPRINGFIELD-HOLYOKE, Mass.—84.6 WHYN-TV† (C); WWLP† (A,N) (WWLP operates satellite WRLP†, Greenfield, Mass.)	**†168,100
SPRINGFIELD, Mo.—77.4 KTTS-TV (C); KYTV (A,N)	177,000
STEUBENVILLE, Ohio—89.5 WSTV-TV (A,C)	482,300
SUPERIOR, Wis.-DULUTH, Minn.—81.3 WDSM-TV (N,A); KDAL-TV (A,C)	169,900
SWEETWATER, Tex.—76.0 KPAR-TV (C)	63,400
SYRACUSE, N.Y.—90.8 WHEN-TV (A,C); WSYR-TV (N) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**455,500
TACOMA-SEATTLE, Wash.—89.2 KTNT-TV; KTVW; KING-TV (A); KOMO-TV (N,A); KIRO-TV (C)	537,700
TALLAHASSEE, Fla.-THOMASVILLE, Ga.—60.4 WCTV (A,C,N)	111,200
TAMPA-ST. PETERSBURG, Fla.—82.6 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	294,200 †175,900
TEMPLE-WACO, Tex.—77.7 KCN-TV (N); KWTX-TV (A,C)	121,600
TERRE HAUTE, Ind.—90.1 WTHI-TV (A,C)	214,700
TEXARKANA, Tex.—69.9 KCNC-TV (A,C)	81,900
THOMASVILLE, Ga.-TALLAHASSEE, Fla. (See Tallahassee)	
TOLEDO, Ohio—95.0 WSPD-TV (A,N); WTOL-TV (C,N)	352,200
TOPEKA, Kan.—79.8 WIBW-TV (A,C)	113,800
TRAVERSE CITY, Mich.—81.0 WPBN-TV (N)	52,300

1531 FEET TEXAS TALL TOWER

1465 FEET EMPIRE STATE BUILDING

A NEW MARKET

TEXAS' TALL TOWER EMPIRE

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598 FEET NEXT SAN ANTONIO STATION

The third tallest structure in the world has created the nation's newest television market. All currently available set count and market statistics are obsolete. To reach thousands of new families in this oil- and agriculture-rich Southwest Empire you must buy San Antonio's two most progressive television stations — available now at no increase in rates.

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- ✓ KTUL-TV's Weather' outrates all other weather strips.
- ✓ KTUL-TV's Popeye Theatre tops all locally-produced strips for kids.

You'll find your Avery-Knodel representative and Jim Black, our national sales manager, mightily agreeable too — when it comes to pin-pointing the schedule that works best for you!



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WHEELING 37TH TV MARKET

*Television Magazine 8/1/58

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Market & Stations—% Penetration TV Homes

TUCSON, Ariz.—85.0 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	97,800
TULSA, Okla.—82.8 KOTV (C); KVOO-TV (N); KTUL-TV (A)	303,400
TUPELO, Miss.—56.8 WTWV (N)	55,100
TWIN FALLS, Ida.—71.2 KLIX-TV (A,C,N)	26,400
TYLER, Tex.—70.1 KLTV (A,C,N)	110,400
UTICA-ROME, N.Y.—92.2 WKTU (A,C,N)	135,700
VALLEY CITY, N.D.—73.6 KXJB-TV (C) (See also Fargo, N.D.)	166,600
WACO-TEMPLE, Tex.—77.7 KWTX-TV (A,C); KCEN-TV (N)	121,600
WASHINGTON, D.C.—92.0 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	809,900
WASHINGTON-GREENVILLE, N.C.—74.6 WITN (N); WNCT (A,C)	189,600
WATERBURY, Conn. WATR-TV † (A)	††
WATERLOO-CEDAR RAPIDS, Iowa—90.4 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	320,200
WAUSAU, Wis.—86.3 WSAU-TV (A,C,N)	96,600
WESLACO-HARLINGEN, Tex.—67.4 KRGV-TV (N,A); KGBT-TV (A,C)	*69,800
WEST PALM BEACH, Fla.—81.5 WEAT-TV (A); WPTV (C,N)	66,600
WHEELING, W.Va.—86.6 WTRF-TV (A,N)	347,100
WICHITA-HUTCHINSON, Kan.—84.9 KAKE-TV (A); KARD-TV (N); KTVH (C) (KTV, Ensign, Kan., satellite of KAKE-TV)	***252,900
WICHITA FALLS, Tex.—77.7 KFDX-TV (A,N); KSYD-TV (C)	125,800
WILKES-BARRE-SCRANTON, Pa.—79.8 WBRE-TV † (N); WNEP-TV † (A); WDAU-TV † (C) (Includes community antennas in counties not credited.)	†242,700
WILLISTON, N.D.—51.2 KUMV-TV (N,A)	19,100
WILMINGTON, N.C.—67.4 WECC (A,N)	119,100
WINSTON-SALEM, N.C.—86.1 WSIS-TV (N)	332,300
WORCESTER, Mass. WWOR † (N)	†††
YAKIMA, Wash.—67.9 KIMA-TV † (A,C,N) (Operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV, Ephrata, Wash., KEPR-TV, Pasco, Wash.)	**†103,800
YORK, Pa.—50.2 WSBA-TV † (A)	†33,100
YOUNGSTOWN, Ohio—70.2 WFMY-TV †; WKBN-TV † (C); WKSE-TV † (A) (Includes community antennas in counties not credited.)	†140,900
YUMA, Ariz.—76.7 KIVA (C,N,A)	*24,700
ZANESVILLE, Ohio—58.8 WHIZ-TV † (A,C,N)	†16,400

* Due to conflicting research data, this market has not been reevaluated pending further study.
† U.H.F.
†† Incomplete data.
††† New station - coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite (or booster)
*** Does not include circulation of satellite.

TV MARKETS FEBRUARY, 1959

1-channel markets	134
2-channel markets	62
3-channel markets	47
4- (or more)- channel markets	18
Total U. S. Markets	261
Commercial stations U. S. & possessions	512

PHENOMENAL



says Charles Keys, General Manager

KOCO-TV

OKLAHOMA CITY

Socko—Popeye wins again! One Popeye hour couldn't satisfy all the sponsors for KOCO-TV so they had to schedule a second one! Here's the record-breaking, money-making story from Charles Keys:

"Clients love Popeye even more than kids. Phenomenal Popeye sell-out necessitates scheduling additional Popeye Hour Saturdays 11 to 12 a.m. Regular Popeye Theatre Monday thru Friday 6 to 6:30 p.m. scored whopping 25.0 Nov.—Dec. four week Nielsen."

Popeye has been piling up sponsors and top ratings scores for years. Kids never tire of him. And sponsors are enthusiastic about the reception he builds for their products.

Popeye is whaling the tar out of competition for KOCO-TV. Want a share of the spinach? Write or phone:

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"Your TV set count is one of the standards."

- **MC CANN ERICKSON**

". . . TELEVISION Magazine's circulation data extremely useful . . ."

- **ANAHIST**

"TELEVISION Magazine's research provides essential service."

- **FOOTE, CONE & BELDING**

"We use your circulation figures and TV market data extensively."

- **PETERS, GRIFFIN & WOODWARD**

"Congratulations, your new evaluations are a sound approach to a difficult problem."

- **LEO BURNETT**

"TELEVISION Magazine's TV set ownership estimates have become one of our tools."

- **BLAIR TV**

"Your TV set count is a great contribution."

- **PABST**

"Your figures are used to correlate TV coverage in distribution areas."

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Television stations, group-owned stations, station representatives, networks, distributors of feature and syndicated film.

DIRECTORIES

STATIONS

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WKLW-TV	Detroit, Mich.	3300 Guardian Bldg., Woodward 1-7200	J. E. Campeau	E. Wilson Wardell	Young
WRAQ-TV	Manila, P. I.	P.O. Box 1344, 3-7458			Pan American
WABC-TV	Los Angeles, Cal.	Prospect & Talmadge Aves., Hollywood, Normandy 3-3311	Selig J. Seligman	Elton Rule	Katz, A
WAKE-TV	Wichita, Kan.	1500 N. West St., Whitehall 3-4221	Martin Umansky	Don Waldron	Katz, A
WALA-TV	Wailuku, T. H.	1170 Auahi St., Honolulu, 62366	John D. Keating	Jim Spencer	NBC Spot, N
WALB-TV	Alexandria, La.	605-11 Washington St., 5-2456	Williard L. Cobb	Williard L. Cobb	Weed, A, C, N
WARD-TV	Wichita, Kan.	833 N. Main, Amhurst 5-5633	William J. Moyer	Don Sbarra	Petry, N
WARK-TV	Little Rock, Ark.	10th & Spring Sts., Franklin 6-2481	Douglas J. Romine	Lee Bryant	Petry, N
WATV	Little Rock, Ark.	310½ W. 3rd St., FR 4-1691	John H. Fugate	T. L. Goodgame	Avery-Knodel, A
WAVE-TV	Carlsbad, N. M.	P.O. Box 631, Tuxedo 5-4101	Tom Wiseheart		Branham, A, C
WZYS-TV	Hays, Kan.	P.O. Box 695	Robert Schmidt		Holman, A
WBAK-TV	Bakersfield, Cal.	29 Woody Rd., Export 9-1761	Al Constant	Ed Tabor	Weed, A, C
WBAS-TV	Ephrata, Wash.	P.O. Box 702, Yakima, Glencourt 29-111	Jim Schroeder	Herchel Cary	Weed, A, C, N
WBES-TV	Medford, Ore.	2000 Crater Lake Hwy., Spring 3-4581	Jerold R. Poulos		Blair TV Assoc., A, C, N
WDET-TV	Sacramento, Cal.	601 7th Ave., Gilbert 1-4041	John H. Schacht	George J. Kapel	H-R, C
WDMB-TV	Bismarck, N. D.	300 Roanoke Bldg., Minneapolis, Minn.	F. E. Fitzsimonds		Weed, C
WDOI-TV	Boise, Ida.	1007 W. Jefferson St., 3-2511	Westerman Willock	Earl Glade, Jr.	P G W, C
WDTV	Denver, Colo.	1089 Bannock St., Amherst 6-3601	Joseph Herod	Robert L. Brown	P G W, A
WDTX-TV	Bryan, Tex.	P.O. Box 3237, Victor 6-6766	M. N. Bostiek		Raymer, A, C
WBBD-TV	Lubbock, Tex.	5600 Ave. "A", Sherwood 4-1414	Joe H. Bryant	Ray Poindexter	Raymer, A, N
WBEEN-TV	Temple-Waco, Tex.	Box 188, Prospect 3-6868	Burton Bishop		Blair TV Assoc., N
WBIX	Nampa, Idaho	208 12th Ave. S., 6-6616	Roger L. Hagadone	David F. Jolly	McGavren-Quinn
WBCKT-TV	Great Bend, Kan.	Box 182, Gladstone 3-7868	E. C. Wedell	Elton Kuhlman	Bolling, N
WCMC-TV	Texarkana, Tex.	Box 1290, 33-1133	Richard M. Peters	Jack Rollings	V R & M, A, C
WCMO-TV	Kansas City, Mo.	125 E. 31st St., Jefferson 1-6789	E. K. Hartenbower	S. B. Tremble	Katz, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETWORK
KCMT KCOP KCOR-TV KCRA-TV KCRG-TV KCSJ-TV KCTV	Alexandria, Minn. Los Angeles, Cal. San Antonio, Tex. Sacramento, Cal. Cedar Rapids, Iowa Pueblo, Colo. San Angelo, Tex.	P.O. Box 25, 3-5166 1000 Cahuenga Blvd., Hollywood, 2-7311 111 Martinez St., CA 5-2751 310 10th St., Hickory 4-7300 1st Ave. & 1st St. SW, Empire 4-4194 2226 Television Lane, Lincoln 4-5782 P.O. Box 1941 7183	Glenn W. Flint Alvin G. Flanagan Nathan Safir Ewing C. Kelly Redd Gardner Jim Croll J. Harley Hubbard	Amos T. Baron Ben Tamborello Eugene McClure Richard Kearney J. Harley Hubbard	Avery-Knodel, A, N Petry R. O'Connell Petry, N Weed, A Pearson, N V R & M, A, C, N
KDAL-TV KDIX-TV KDKA-TV KDLO-TV KDRO-TV KDUB-TV KDUH-TV	Duluth, Minn. Dickinson, N. D. Pittsburgh, Pa. Florence, S. D. Sedalia, Mo. Lubbock, Tex. Hay Springs, Kan.	10 E. Superior, Randolph 2-2628 Box 1152, 5133 One Gateway Center, Express 1-3000 Phillips at 8th, Sioux Falls, 4-5841 2100 W. Broadway, Taylor 6-1651 7400 College Ave., Sherwood 4-2345 P.O. Box 1752, Rapid City, S.D., Fillmore 2-2000	Odin S. Ramslund Orville F. Burda Jerome R. Reeves Evans A. Nord John Garner W. D. Rogers Helen S. Duhamel	John Grandy James O'Leary John Stilli, Jr. Bill Davis John Henry W. F. Turner	Avery-Knodel, A, C Holman, C P G W, C H-R, A, C, N Pearson Branham, C Headley-Reed, A, C, N
KEDY-TV KELO-TV KELP-TV KENI-TV KENS-TV KEPR-TV KERO-TV KETV KEY-T	Big Spring, Tex. Sioux Falls, S. D. El Paso, Tex. Anchorage, Alaska San Antonio, Tex. Pasco, Wash. Bakersfield, Cal. Omaha, Neb. Santa Barbara, Cal.	7400 College Ave., Sherwood 4-2345 Phillips Ave. & 8th St., 4-5841 4530 Delta St., Ke 3-5911 Box 1160, Fourth Ave., Theatre Bldg. Box 2171, Capitol 5-7411 Box 702, Yakima, Glencourt 29-111 1420 Truxton Ave., Fairview 7-1441 27th & Douglas Sts., Harvey 7777 730 Miramonte Dr., Woodland 5-8533	W. D. Rogers Joseph L. Floyd Gene Roth Alvin O. Bramstedt Albert D. Johnson Monte Sirohl A. M. Mortensen Eugene S. Thomas Richard C. D. Bell	John Henry Jack McElrath Bill Stewart Herchel Cary Roland T. Kay Robt. O. Paxson Robert C. Burris	Branham, C H-R, A, C, N Young, A James Fletcher, A, N P G W, C Weed, A, C, N Petry, A, N H-R, A Headley-Reed, A, C, N
KFAR-TV KFBB-TV KFBC-TV KFCA-TV KFDM-TV KFDX-TV KFEQ-TV KFJZ-TV KFMB-TV KFRE-TV KFSD-TV KFVS-TV KFYR-TV	Fairbanks, Alaska Great Falls, Mont. Cheyenne, Wyo. Amarillo, Tex. Beaumont, Tex. Wichita Falls, Tex. St. Joseph, Mo. Ft. Worth, Tex. San Diego, Cal. Fresno, Cal. San Diego, Cal. Cape Girardeau, Mo. Bismarck, N. D.	Box 910, 2125 Box 1139, Glendale 3-4377 2923 E. Lincolnway Box 1400, Dr 4-5343 1420 Calder Ave., Te 8-4731 P.O. Box 2040, 692-4530 40th & Faraon Sts., 3-2528 P.O. Box 1317, Pershing 7-6631 1405 Fifth Ave., Belmont 2-2114 733 "L" St., Amhurst 8-6444 P.O. Box 628, Congress 2-2421 P.O. Box 422, 5-5511 P.O. Box 720, Capitol 3-0900	Alvin O. Bramstedt J. P. Wilkins William C. Grove Ed Moore C. B. Locke Darrold A. Cannon Ted Nelson Stan Wilson George Whitney Ed. J. Frech William E. Goetze Oscar C. Hirsch William A. Ekberg	Jack Barrhart W. C. Blanchette C. P. Cahill Ed Moore Mott M. Johnson Bob H. Walker J. Ted Branson Dick Gifford Wm. Fox John Barrett A. L. Anderson	James Fletcher, A, N Gill-Perna, A, C, N Hollingbery, A, C, N Blair TV Assoc., C P G W, A, C Raymer, A, N Blair TV Assoc., A, C Blair Petry, C Blair, C Katz, N Headley-Reed, C Blair TV Assoc., A, N
KGBT-TV KGGM-TV KGHL-TV KGLD-TV KGLO-TV KGMB-TV KGNC-TV KGNS-TV KGO-TV KGUL-TV KGUN-TV KGW-TV	Harlingen, Tex. Albuquerque, N. M. Billings, Mont. Garden City, Kan. Mason City, Iowa Honolulu, T. H. Amarillo, Tex. Laredo, Tex. San Francisco, Cal. Houston, Tex. Tucson, Ariz. Portland, Ore.	P.O. Box 711, Ga 3-4880 1414 Cool Ave., SW, Chapel 3-2285 P.O. Box 1940, 2-4676 Box 182, Great Bend, Gladstone 3-7868 2nd & Pennsylvania, 2800 1534 Kapiolani Blvd., 9-2011 P.O. Box 751, Ev 3-3321 P.O. Box 1378, RA 3-3674 277 Golden Gate Ave., Un 3-0077 1900 Prudential Bldg., Jackson 9-4811 2175 N. 6th Ave., Main 3-3633 1139 SW 13th Ave., Ca 3-6364	Troy McDaniel A. R. Hebenstreit J. A. Kiichli E. C. Wedell Herbert H. Ohrt J. Howard Worrall Jack Liston Roy J. Bowman John H. Mitchell James C. Richdale Tolbert Foster Walter E. Wagstaff	Harry Mooradian Vergie Abeyta Warren Marshall W. J. Rothschild Bob Watson Mrs. A. Samuels Yale Roe Robert S. Wilson Ben I. Slack John Slocum	H-R, A, C Branham, C Young, N Bolling, N Weed, C P G W, C Katz, N VR & M, A, C, N Blair, A CBS TV Spot, C Headley-Reed, A Blair
KHAS-TV KHBC-TV KHJ-TV KHOL-TV KHPL-TV KHQ-TV KHQA-TV KHSL-TV KHVH-TV	Hastings, Neb. Hilo, T. H. Los Angeles, Cal. Kearney, Neb. Hayes Center, Neb. Spokane, Wash. Hannibal, Mo. Chico, Cal. Honolulu, T. H.	P.O. Box 476, 3-1321 1534 Kapiolani Blvd., Honolulu, 9-2011 1313 N. Vine St., Hollywood 2-2133 Holdrege, Neb., Wyman 5-5952 Holdrege, Neb., Wyman 5-5952 700 Radio Central Bldg., Madison 4-5131 510 Maine St., Quincy, Ill., Baldwin 2-6200 P.O. Box 1041, Fireside 2-0141 1290 Alaimoana Blvd., 5-3991	Duane L. Watts J. Howard Worrall John T. Reynolds Harold J. Hamilton Harold J. Hamilton R. O. Dunning Walter Rothschild Mrs. Hugh McClung Richard C. Block	Melvin B. Wright Howard L. Wheeler Jack Gilbert Jack Gilbert J. Birney Blair George Ross J. S. Clark	Weed, N P G W, C H-R Meeker, A, C Meeker, A, C Katz, N Weed, C Avery-Knodel, A, C Young, A
KICA-TV KID-TV KIEM-TV	Clovis, N. M. Idaho Falls, Ida. Eureka, Cal.	P.O. Box 111, Porter 3-5511 P.O. Box 701, Jackson 2-5100 P.O. Box 1021, Hillside 3-3123	J. H. Morris C. N. Layne W. Edwin Smith	Jim Wilkes Claude Cain	C Gill-Perna, A, C, N Blair TV Assoc., A, C, N Weed, A, C, N Blair, A Alaska Radio-TV, C P G W, C Hollingbery, A, C, N
KIMA-TV KING-TV KINY-TV KIRO-TV KIVA	Yakima, Wash. Seattle, Wash. Juneau, Alaska Seattle, Wash. Yuma, Ariz.	Box 702, Glencourt 29-111 320 Aurora Ave., Mutual 3555 1001 Tower Bldg., Seattle, Main 4-6333 1530 Queen Anne Ave., Atwater 3-9800 P.O. Box 1671, State 6-8311	Tom Bostic Otto P. Brandt William J. Wagner Saul Haas Roger Van Duzer	Herchel Cary Al Hunter Wm. A. Exline Patrick Carrick	Blair, A Alaska Radio-TV, C P G W, C Hollingbery, A, C, N
KJEO-TV	Fresno, Cal.	P.O. Box 1708, BA 2-2411	Joe C. Drilling	W. O. Edholm	H-R, A
KKTV	Colorado Spgs., Colo.	P.O. Box 1078, Melrose 4-2844	James D. Russell	Robert D. Ellis	Bolling, A, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
KBS-TV KRW-TV KIF-TV KKK-TV KJR-TV KIJ-TV KIV KI-TV	Las Vegas, Nev. Lewiston, Ida. Lafayette, La. Twin Falls, Ida. Provo Utah Henderson, Nev. Tyler, Tex. Denver, Colo.	250 E. Desert Inn Rd., Du 2-6138 Box 702, Yakima, Wash., Glencourt 29-111 P.O. Box 398, Center 5-9494 Elizabeth at Eastland, Redwood 3-5840 1980 Columbia Lane, Franklin 3-2951 P.O. Box 550, Dudley 2-1760 P.O. Box 957, 2-3873 131 Speer Blvd., Main 3-4271	Marian Y. Komar Ben Shropshire Dierrell Hamm G. Glassman Samuel B. Nissley William D. Stiles Marshall H. Pengra Hugh B. Terry	Marian Y. Komar Herchel Cary Guy Corby Samuel B. Nissley Allen W. Dunn John Lennox Jack Tipton	Weed, A, C Weed, A, C, N Richard O'Connell, C Gill-Perna, A, C, N Raymer Avery-Knodel, N H-R, A, C, N Katz, C
KAU-TV KBC-TV KCD-TV KJ-TV KMT KOT-TV KDX-TV KSO-TV KSP-TV KTV KVI-TV	Wailuku, T. H. Kansas City, Mo. Midland, Tex. Fresno, Cal. Austin, Minn. Minot, N. D. St. Louis, Mo. Missoula, Mont. Minneapolis, Minn. Omaha, Neb. Wailuku, T. H.	1534 Kapiolani Blvd., Honolulu, T.H., 9-2011 11th & Central Midland, Tex., Mu 2-7321 1117 "N" St., Amhurst 8-6666 KMMT, Hemlock 3-8836 P.O. Box 720, Bismark, Capitol 3-0900 1215 Cole St., Main 1-9100 P.O. Box 1470, 9-4169 Foshay Tower, Fe 9-8811 2615 Farnham St., Harvey 3333 Box 374, Wailuku, Maui, T. H.	J. Howard Worrall John F. Schilling Ray Herndon John I. Edwards Thomas L. Young William A. Ekberg Gene Wilkey A. J. Hosby Don Swartz Owen Saddler Ezra J. Crane	George Higgins George Craig Wilson Leffler Don Jones A. L. Anderson Charles McAbee Dick Butterfield Arden E. Swisher Frank R. Kovacic	P G W, C P G W, A V R & M, A, N Katz, N Avery-Knodel, A Blair TV Assoc., A, N CBS TV Spot, C Forjoe, A, C, N H-R Petry, N A
KAC-TV KOE-TV KOP-TV KOX-TV KTV KCT	Ft. Smith, Ark. Monroe, La. North Platte, Neb. Grand Forks, N. D. San Jose, Cal. Los Angeles, Cal.	101 N. 4 St., Sunset 3-3131 P.O. Box 1472, Fa 2-8155 P.O. Box 756, 5474 State Mill Road, 4-4611 P.O. Box 1188, Cypress 7-5577 1313 N. Vine St., Webster 8-3000	Walter H. Windsor Paul H. Goldman Bob Riedy Robert C. Lukkason Roger Van Duzer Clark B. George	Rex Hays Jack Ansell, Jr. Howard Morgan, Jr. Fran Conrad Robert D. Wood	VR & M, A, C, N H-R, A, C Holman, N RV & H, N Weed, A, C, N CBS TV Spot, C
KA-TV KAM-TV KAT-TV KB-TV KCO-TV KOE-TV KIN-TV KLD-TV KLN-TV KLO-TV KMC-TV KMO-TV KMU-TV KNA KNO-TV KOK-TV KOL-TV KSA-TV KTA-TV KTI KTV KVR	Denver, Colo. Pittsburg, Kan. Albuquerque, N. M. Albuquerque, N. M. Enid, Okla. Joplin, Mo. Portland, Ore. Tucson, Ariz. Lincoln, Neb. Reno, Nev. McCook, Neb. Seattle, Wash. Columbia, Mo. Honolulu, T. H. San Antonio, Tex. Billings, Mont. Phoenix, Ariz. Odessa, Tex. Rapid City, S. D. Klamath Falls, Ore. Tulsa, Okla. Stockton, Cal.	1625 California St., Main 3-6211 P.O. Box 659, 2508 122 Tulane Dr., SE, Alpine 5-8716 P.O. Box 1351, Chapel 3-4411 63rd and Portland, Victor 2-6633 1928 W. 13th St., Mayfair 3-7260 140 SW Columbia St., Capitol 8-3333 115 W. Drachman St., Main 4-2511 40th & W Sts., 6-2367 P.O. Box 821, Fairview 3-0721 P.O. Box 182, Great Bend, Gladstone 3-7868 100 4th Ave., N., Seneca 6000 Highway 63, South, Gibson 2-1122 1170 Auahi St., 6-2366 P.O. Box 2777, Ca 6-7611 P.O. Box 2557 511 W. Adams St., Alpine 3-3121 P.O. Box 4186, Federal 7-8301 P.O. Box 1752, Fillmore 2-2000 P.O. Box 732, Tuxedo 4-8131 302 S. Frankfort, Cherry 2-9233 225 E. Miner Ave., Howard 6-6981	William Grant R. E. Wade Clinton D. McKinnin Stanley E. Hubbard Charlie Keys Harry D. Burke C. Howard Lane E. S. Mittendorf A. James Ebel Lee D. Hirshland E. C. Wedell W. W. Warren Glenn G. Griswold John D. Keating James M. Brown J. S. Sample Tom Chauncey Cecil L. Trigg Helen S. Duhamel Walter Richartz George Stevens Glover Delany	Dick Harris R. D. Williams D. T. Knight John Palmer Bernie Perlin Lester C. Rau Lee D. Hirshland Reg Miller John O. Conwell Jim Spencer Bob Roth John Conner George Collie W. F. Turner Ed Pfeiffer	NBC Spot, N Katz, A, N Bolling, A Petry, N Blair TV Assoc., A Avery-Knodel, A, C CBS TV Spot, C Hollingbery, C Avery-Knodel, A, C Headly-Reed, A, C, N Bolling, N Katz, N H-R, A, N NBC Spot, N H-R, A Gill-Perna, A, C Hollingbery, C Bolling, C Headley-Reed, A, C Blair TV Assoc., A, C Petry, C Blair TV Assoc., A
KAC-TV KAR-TV K40-TV KCC-TV KX K C-TV K O-TV KRC-TV KIV	Port Arthur, Tex. Sweetwater, Tex. Phoenix, Ariz. Roseburg, Ore. San Francisco, Cal. Lake Charles, La. Reliance, S. D. Houston, Tex. Portland, Ore.	Box 1059 Box 1475, Lubbock, Sherwood 4-2345 631 N. 1st Ave., Alpine 8-4511 P.O. Box 670, Eugene 2655 Van Ness Ave., Prospect 6-5100 P.O. Box 1521, Hemlock 6-3631 Phillips at Eighth, Sioux Falls, S. D., 4 5841 P.O. Box 1234, Madison 3-9271 735 SW 20th Pl., Capitol 2-9921	Julius M. Gordon W. D. Rogers Richard B. Rawls S. W. McCreedy Lou Simon Pelham Mills, Jr. Evans A. Nord Jack Harris Frank J. Rierdan	Mack Newberry John Henry L. P. Fraiberg Art Reuben Jack McGrew Donald E. Tykeson	Raymer, A, N Branham, C Katz Hollingbery, N Katz, C Weed, A, N H-R, A, C, N Petry, N Katz, A
KTV	Ft. Dodge, Iowa	Warden Bldg., 4-0351	Ed Breen	Ed Breen	Pearson, N
K3C-TV KCA KCG-TV KCO-TV KEM-TV KEX-TV	Abilene, Tex. Los Angeles, Cal. Jefferson City, Mo. Colorado Spgs., Colo. Spokane, Wash. Grand Junction, Colo.	4510 S. 14th St., Orchard 2-8491 Sunset & Vine, TH 5-7000 Callaway Hills Farm, 6-6188 P.O. Box 1457, Melrose 2-1515 4103 S. Regal St., Keystone 4-0466 P.O. Box 30, Chapel 2-5000	Dale Ackers Thomas C. McCray Robert Blosser Harry Hoth Louis Wasmer Rex Howell	Dan Guthrie James Parks R. E. Maxwell Ted Richeson J. L. Robinson	Raymer, N NBC Spot, N Blair TV Assoc., A, C Pearson, N Petry, A Holman, A, C, N
KFY-TV K3V-TV K5-TV K6D-TV KNT-TV KOC-TV KOD-TV KON-TV KSD-TV	Montrose, Colo. Weslaco, Tex. Corpus Christi, Tex. Dallas, Tex. Des Moines, Iowa Rochester, Minn. El Paso, Tex. San Francisco, Cal. Rapid City, S. D.	P.O. Box 30, Grand Junction, Ch 2-5000 311 Missouri St., 516 P.O. Box 840, Tulip 3-6511 Herald Square, Ri 2-6811 9th & Pleasant Sts., Cherry 3-4141 100 1st Ave. Bldg., Atlas 9-3924 P.O. Box 1799, Keystone 2-6551 929 Mission St., Ga 1-1100 1348 Mountain View Drive	Rex Howell J. C. Kellam T. Frank Smith Roy M. Flynn Robert Dillon G. David Gentling Val Lawrence H. P. See Eli Daniels	Bill Rucker W. M. Eikner Gene Cuny Paul Elliott Will Jackson Norman Louvau	Holman, A, C, N Raymer, A, N P G W, A, N Branham, C Katz, C Meeker, N Branham, C P G W, N Meeker, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETWORK
KSBW-TV KSBY-TV KSD-TV KSHO-TV KSLA-TV KSL-TV KSPR-TV KSTF KSTP-TV KSWO-TV KSWs-TV KSYD-TV	Salinas, Cal. San Luis Obispo, Cal. St. Louis, Mo. Las Vegas, Nev. Shreveport, La. Salt Lake City, Utah Casper, Wyo. Scottsbluff, Neb. St. Paul, Minn. Lawton, Okla. Roswell, N. M. Wichita Falls, Tex.	P.O. Box 1651, Harrison 2-6422 P.O. Box 286, Liberty 3-0920 1111 Olive St., Main 1111 El Rancho Vegas P.O. Box 92, 3-6151 145 Social Hall Ave., Elgin 5-4641 P.O. Box 930 2923 E. Lincolnway, Cheyenne, Wyo. 3415 University Ave., Midway 5-2724 P.O. Box 699, Elgin 5-1380 P.O. Box 670, Main 2-6450 P.O. Box 2130, 322-6957	John Cohan John Cohan Harold Grams George Glavin Ben Beckham, Jr. D. Lennox Murdoch Donald L. Hathaway William C. Grove Stanley E. Hubbard E. L. Keough John A. Barnett Syd Grayson	Graham Moore Graham Moore Guy E. Yeldell Hal Wilkerson Deane R. Flett Lloyd E. Cooney Marcus R. Nichols C. P. Cahill James E. Blake Paul B. McEvoy Bob Cain	H-R, A, C, N H-R, A, C, N NBC Spot, N Forjoe, A HR & P, C CBS TV Spot, C Walker-Rawatt, C Hollingbery, A, C, N Petry, N Pearson, A Meeker, A, C, N Blair TV Assoc., C
KTAG-TV KTBC-TV KTBS-TV KTEN KTHV KTIV KTLA KTNT-TV KTRE-TV KTRK-TV KTSM-TV KTTS-TV KTTV KTUL-TV KTVA KTVB KTVC KTVE KTVF KTVH KTVI KTVK KTVO KTVR KTVT KTVU KTVW KTWO-TV	Lake Charles, La. Austin, Tex. Shreveport, La. Ada, Okla. Little Rock, Ark. Sioux City, Iowa Los Angeles, Cal. Tacoma, Wash. Lufkin, Tex. Houston, Tex. El Paso, Tex. Springfield, Mo. Los Angeles, Cal. Tulsa, Okla. Anchorage, Alaska Boise, Ida. Ensign, Kan. El Dorado, Ark. Fairbanks, Alaska Hutchinson, Kan. St. Louis, Mo. Phoenix, Ariz. Ottumwa, Iowa Denver, Colo. Salt Lake City, Utah Oakland, Cal. Tacoma, Wash. Casper, Wyo.	P.O. Box 173, He 9-9413 P.O. Box 1155, Greenwood 2-2424 312 E. Kings Highway, 7-3644 P.O. Box 10, Federal 2-2211 P.O. Box 269, Franklin 4-3764 10th & Grandview, 8-0545 5800 Sunset Blvd., Hollywood 9-3181 S. 11th & Grant Sts., Fulton 3-2561 P.O. Box 701, Ne 4-7771 Box 12, Jackson 6-1313 801 N. Oregon St., Keystone 2-5423 P.O. Box 1716, UN 2-7474 5746 Sunset Blvd., Hollywood 2-7111 Lookout Mt., Hickory 6-6184 4th & Denali Sts., 5-4321 Chamber of Commerce Bldg., 2-4611 705 Second St., Dodge City, Hunter 3-6666 P.O. Box 791, Union 2-3488 P.O. Box 590 1800 N. Plum St., Mohawk 5-5503 5915 Berthold Ave., Mission 7-3600 P.O. Box 5068, Amhurst 6-5691 209 E. 2nd St., Murray 2-4535 550 Lincoln St., Keystone 4-8281 130 Social Hall Ave., Davis 2-5681 1 Jack London Sq., Te 4-2000 230 8th Ave., N. Seattle, Seneca 3113 143 N. Durbin, 3-3711	Harper Clark J. C. Kellam E. Newton Wray Bill Hoover B. G. Robertson Dietrich Dirks James A. Schulke Robert I. Guy Richman Lewin Willard E. Walbridge Carl O. Wyler G. Pearson Ward Richard A. Moore Bill Swanson A. G. Hiebert Georgia M. Davidson Wendell Elliott Bill Bigley A. G. Hiebert Howard O. Peterson Joseph J. Bernard Burton B. LaDow James J. Conroy Dave Mendelsohn G. Bennett Larson Ward D. Ingram James J. Hawkins Lawrence S. Berger	O. P. Bobbitt Joe B. Foster Brown Morris W. V. Hutt Eugene Flaherty Richard Jolliffe Edward Podolinsky Murphy Martin Bill Bennett Roy T. Chapman John R. Vrba Bob Krueger John M. Griffin Eugene F. Gray Shaun Murphy Berg Allison Harold Woolley Frank G. King Jack F. Agnew	Pearson, C Raymer, A, C, N Petry, A, N V R & M, A, C, N Branham, C Hollingbery, A, N P G W Weed V R & M, A, C, N Hollingbery, A Hollingbery, N Weed, C Blair Avery-Knodel, A Alaska Radio-TV, C Blair TV Assoc., A, N Katz, A Weed, A, C, N Alaska Radio-TV, C Blair TV Assoc., C Blair, A Blair TV Assoc., A Hollingbery, C, N Blair TV Assoc., Katz, N H-R Hollingbery Meeker, A, N
KUAM-TV	Agana, Guam	P.O. Box 68	Harry Engel, Jr.	Mary C. Chappelle	Intercontinental Services, Ltd, N
KULR KUMV-TV KUTV	Kalispell, Mont. Williston, N. D. Salt Lake City, Utah	Buffalo Hill, Skyline 6 5056 P.O. Box 720, Bismarck, CA 3-0900 179 Social Hall Ave., Da 2-2505	G. Norman Penwell Wm. A. Ekberg Brent Kirk	Don Hayes A. L. Anderson Robert Smith	Donald Cooke Blair TV Assoc., A, N Avery-Knodel, A
KVAL-TV KVAR KVII-TV KVIP-TV KVIQ-TV KVKM-TV KVOA-TV KVOO-TV KVOS-TV KVTV	Eugene, Ore. Phoenix, Ariz. Amarillo, Tex. Redding, Cal. Eureka, Cal. Monahans, Tex. Tucson, Ariz. Tulsa, Okla. Bellingham, Wash. Sioux City, Iowa	P.O. Box 548, Diamond 3-2551 1101 N. Central Ave., Alprint 4-4161 Box 925, Fleetwood 6-5241 2770 Pioneer Dr., Chestnut 1-1414 P.O. Box 84, Hillside 3-3061 P.O. Box 1118, Wilson 3-3231 P.O. Box 5188, Ma 3-2555 P.O. Box 1349, Ri 2-5561 1151 Ellis St., Re 3-4567 7th & Douglas Sts., 2-2711	S. W. McCready R. O. Lewis C. R. Watt George C. Fiehart Carroll R. Hauser J. Ross Rucker Fred L. Vance C. B. Akers David Mintz Donald D. Sullivan	Ray Smucker Ray Grant George C. Fiehart Hillman Taylor John Devine Fred Elsethagen Robert B. Donovan	Hollingbery, N Avery-Knodel, N Bolling, A Hollingbery, A, N Hollingbery, A, N Everett-McKinney, A Branham, N Blair TV Assoc., N Forjoe, C Katz, A, C
KWRB-TV KWTV KWTX-TV KWWL-TV	Riverton, Wyo. Oklahoma City, Okla. Waco, Tex. Waterloo, Iowa	500 Broadway, Thermopolis, 800 P.O. Box 8788, Victor 3-6641 P.O. Box 7128, Pl 6-4451 Insurance Bldg., E. 4th & Franklin, Adams 4-4404	Mildred & Joe Ernst Edgar T. Bell M. N. Bostic Ralph J. McElroy	Jack Delier Pete McNee Don E. Inman	Gill-Perna, A, C, N Petry, C Raymer, A, C Avery-Knodel, N
KXAB-TV KXGN-TV KXII KXJB-TV KXLF-TV KXLI-TV KXLY-TV KXMC-TV	Aberdeen, S. D. Glendive, Mont. Ardmore, Okla. Valley City, N. D. Butte, Mont. Helena, Mont. Spokane, Wash. Minot, N. D.	P.O. Box 200, Em 5-3377 P.O. Box 1246, 946 4000 W. Main St., Fargo, 5-4461 P.O. Box 1956, 2-9111 P.O. Box 1956, Butte, 2-9111 315 W. Sprague, Madison 4-4291 300 Roanoke Bldg., Federal 5-1341	Neal Edwards Daniel Poler John E. Riesen John W. Boler James Agostino John W. Boler	Gordon E. Lack W. L. Hurley Al Stenholm	A, C, N Grant-Webb, A, C Pearson, N Weed, C Gill-Perna, A, C, N Gill-Perna, A, C, N Avery-Knodel, C Weed, A, C
KYTV KYW-TV	Springfield, Mo. Cleveland, Ohio	P.O. Box 2266, 6-2766 815 Superior St. NE, Cherry 1-0942	R. L. Stufflebam John McClay	R. L. Stufflebam Albert P. Kriven	Hollingbery, A, N P G W, N
KZTV	Corpus Christi, Tex.	Show Room Bldg., Tulip 4-1616	Vann M. Kennedy	Raymond Dorsey	Branham, A, C

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WBC-TV	New York, N. Y.	7 W. 66th St., Susquehanna 7-5000	Robert L. Stone	Joseph Stamler	Blair, A
WBI-TV	Bangor, Me.	55 State St., 6446	Richard B. Bronsin	Wm. J. Mullin	Hollingbery, A, N
WFB-TV	Baton Rouge, La.	P.O. Box 2671	Tom E. Gibbens	Mervin Rhys	Blair TV Assoc., C
WGA-TV	Atlanta, Ga.	1018 W. Peachtree St., NW	J. Robert Kerns	William J. Flynn	Katz, C
WGM-TV	Presque Isle, Me.	Presque Isle, Me., 9-2461	Leon D. Gorman, Jr.	Wm. J. Mullin	Hollingbery, A, N
WIM-TV	Anderson, S. C.	321 Kingsley Road, Canal 6-1511	Glenn P. Warnock	John McCallum	Headley-Reed, A, C
WKR-TV	Akron, Ohio	853 Copley, Portage 2-8811	Roger G. Berk	Kenneth M. Keegan	McGavren-Quinn, A
WLA-TV	Mobile, Ala.	Government at Joachim Sts., Hemlock 3-3756	W. O. Pape	Jim McNamara	H-R, N
WLB-TV	Albany, Ga.	Stuart Ave. at Greenwood Dr., Hemlock 5-8386	Raymond E. Carow		V R & M, A, N
WNE-TV	Fort Wayne, Ind.	2915 W. State Bldg., Anthony 9411	Reid G. Chapman	John J. Keenan	Petry, C
WPA-TV	San Juan, P. R.	357 Ponce de Leon Ave., 3-3006	Carlos Rivera	Helena Martinez	Caribbean Networks, A, N
WPI-TV	Birmingham, Ala.	P.O. Box 2553, Fairfax 3-6141	Gonzalez	Thomas M. Percer	HR & P, A, N
WRD-TV	Johnstown, Pa.	Porch Building, 8-1216	Charles F. Grisham		Weed, A, C
WST	Albany, N. Y.	P.O. Box 4035, 5-5291	Richard Butterfield	Dom Tovino	VR & M, A
WTE-TV	Knoxville, Tenn.	612 Gay St. SW, 2-6200	William Riple	J. T. McCloud	Avery-Knodel, N
WTR-TV	Waterbury, Conn.	440 Meadow St., Plaza 5-1121	W. H. Linebaugh		McGavren-Quinn, A
WVE-TV	Louisville, Ky.	334 E. Broadway, Juniper 5-2201	Sam Elman	Ralph Jackson	NBC Spor, N
WVY-TV	Portsmouth, Va.	709 Boush St. Norfolk	Nathan Lord	Gene Gaudette	H-R, A, N
Carl Burkland					
WAL-TV	Baltimore, Md.	2610 N. Charles St., Hopkins 7-3000	D. L. Provost	Willis K. Freiert	Petry, N
WAP-TV	Ft. Worth, Tex.	3900 Barnett St., Jefferson 6-1981	Roy Bacus	Jack Rogers	P G W, N
WAY-TV	Green Bay, Wis.	115 S. Jefferson, Hemlock 2-3333	Haydn R. Evans	Robert C. Nelson	Weed, C
WBM-TV	Chicago, Ill.	630 N. McClurg Ct., Whitehall 4-6000	H. Leslie Atlass	George Arkedis	CBS TV Spot, C
WEN-TV	Buffalo, N. Y.	Statler Hotel, Mohawk 0930	C. Robert Thompson	N. J. Malter	HR & P, C
WIR-TV	Knoxville, Tenn.	1513 Hutchinson Ave., 5-8101	John P. Hart		Katz, C
WKB	Chicago, Ill.	190 N. State St., Andover 3-0800	Mathew Vieracker	Clar Heider	Blair
WNS-TV	Columbus, Ohio	33 N. High St., Capital 8-3538	Richard A. Borel	Robert D. Thomas	Blair, C
WOC-TV	Salisbury, Md.	Radio Park, 6131	Charles J. Truitt		Headley-Reed, A, C
WOY-TV	Clarksburg, W. Va.	912 W. Pike St., Ma 4-7573	Roger Garrett	Rod Gibson	Avery-Knodel, A, C, N
WPZ-TV	Lock Haven, Pa.	132 1/2 E. Main St.	Harris Lipez	Harris Lipez	Devney, A
WRC-TV	Birmingham, Ala.	Arop Red Mountain, Fairfax 2-4701	Robert T. Schlinkert	Oliver Naylor	Katz, C
WRE-TV	Wilkes-Barre, Pa.	P.O. Box 230, Valley 3-3101	David Baltimore	Ernest Lewis	Headley-Reed, N
WRZ	Baton Rouge, La.	P.O. Box 2906, Dickens 8-1491	Douglas L. Manship	Jules L. Mayeux	Hollingbery, A, N
WTW	Charlotte, N. C.	1 Jefferson Pl., Edison 3-8832	Charles H. Crutchfield	Thomas B. Cookerly	CBS TV Spot, C
WTW	Florence, S. C.	P.O. Box 630, Mohawk 2-1566	Charles H. Crutchfield	John H. Brock	CBS TV Spot, A, C, N
WZ-TV	Boston, Mass.	1170 Soldiers Field Rd., Algonquin 4-5670	F. A. Tooke	James E. Allen	P G W
WAU-TV	Philadelphia, Pa.	City & Monument Aves., Greenwood 7-8300	John A. Schneider	James E. Conley	CBS TV Spot, C
WAX-TV	Burlington, Vt.	100 Market Sq.	Stuart T. Martin	John A. Dobson	Weed, C
WBI-TV	Columbus, Miss.	Highway 12 North, Fa 8-5631	P. B. Hinman	Bill Whitfield	Everitt-McKinney, A, C, N
WBS-TV	New York, N. Y.	485 Madison Ave., Plaza 1-2345	Sam Cook Digges	Norman Walt	CBS TV Spot, C
WCO-TV	Minneapolis, Minn.	Radio City, Fe 8-0552	F. Van Konynenburg	Robert N. Ekstrum	P G W, C
WDC	Adams, Mass.	P.O. Box 10, Albany, N.Y., 3-2225	Thomas S. Murphy	William J. Lewis	Blair, C
WHS-TV	Charleston, W. Va.	1111 Virginia St., Dickens 6-5358	John T. Gelder, Jr.	C. E. Wheeler	Branham, A
WIA	Champaign, Ill.	509 S. Neil St., Fleetwood 6-8333	August C. Meyer	Len Davis	Hollingbery, C, N
WKT	Miami, Fla.	P.O. Box 38M	Niles Trammell	Robert L. Fidler	NBC Spot, N
WNY-TV	Carthage, N. Y.	P.O. Box 211, Watertown, Su 2-2600	Louis Saiff, Jr.	Alfred M. Tauroney	Weed, A, C
WOV-TV	Montgomery, Ala.	Adrian Lane, 5-3561	Hugh M. Smith	Morris South	Young, C
WPO-TV	Cincinnati, Ohio	2345 Symmes St., Capitol 1-0777	M. C. Watters	Mrs. M. Finney	Blair, A
WSC-TV	Charleston, S. C.	485 E. Bay St., 3-8371	Roland Weeks	Roland Weeks	P G W, A, C
WSH-TV	Portland, Me.	157 High St., Spruce 2-0181	W. H. Rines	Bruce McGorrill	Weed, N
WTV	Thomasville, Ga. — Tallahassee, Fla.	P.O. Box 3166, Tallahassee, Fla., 3-3666	L. Herschel Graves		Blair TV Assoc., A, C, N
WYB-TV	Bristol, Va.-Tenn.	P.O. Box 1009, North 9-4161	Robert H. Smith	Fey Rogers	Weed, A, N
WAF-TV	Kansas City, Mo.	Signal Hill, Plaza 3-4567	W. A. Bates	Manne Russo	H R & P, N
WAM-TV	Hattiesburg, Miss.	P.O. Box 1649, Ju 4-8441	Marvin Reuben	Jerry Keith	Pearson, A, N
WAN-TV	Danville, Ill.	1500 N. Washington Ave.	Max Schaffer		McKinney, A
WAU-TV	Scranton, Pa.	1000 Wyoming Ave., Diamond 2-7634	Vance I. Eckerley	F. H. Conway	H-R, C
WAY-TV	Fargo, N. D.	207 N. 5th St., 2-3371	Tom Barnes	Tom Barnes	P G W, A, N
WBJ-TV	Roanoke, Va.	P.O. Box 150, Diamond 3-8031	John W. Harkrader	Blake Brown	P G W, C
WBO-TV	Orlando, Fla.	P.O. Box 1833, Cherry 1-1491	Harold P. Danforth	Agnes Carlson	Blair TV Assoc., C
WCF-TV	Chattanooga, Tenn.	Volunteer Bldg., Amherst 7-3393	Otis H. Segier	Richard W. Holloway	Branham, C
WJM-TV	Marquette, Mich.	249 W. Washington St., Canal 6-3524	W. H. Treloar	Robert J. Luke	Weed, C
WMSM-TV	Superior, Wis.	230 E. Superior St., Duluth, Minn., Randolph 7-8484	Clarence D. Tully	Carlo Anneke	P G W, N
YSU-TV	New Orleans, La.	520 Royal St., Tulane 4371	Robert D. Swezey	A. Louis Read	Blair, N
YXI-TV	Jackson, Tenn.	Williams Bldg., 7-9611	John E. North		V R & M, A, C
WAR-TV	Pensacola, Fla.	P.O. Box 431, Gl 5-7311	Mel Wheeler	Milton deReyna, Jr.	Hollingbery, A, C
WAT-TV	W. Palm Beach, Fla.	P.O. Box 70, Temple 3-9668	Bertram Lebhar, Jr.	Godfrey Lebhar	Weed, A
WAU-TV	Eau Claire, Wis.	2415 S. Hastings Way, 2-3474	Leo Howard		Hollingbery, A, C, N
WCT	Wilmington, N. C.	225 Princess St., Roger 3-4666	Hartwell Campbell	Claud O'Shields	Weed, A, C, N
WEK-TV	Peoria, Ill.	2907 Springfield Rd., 9-3961	Fred C. Mueller	John Leslie	Headley-Reed, N
WEQ-TV	LaSalle, Ill.	2907 Springfield Rd., Peoria, 9-3961	Fred C. Mueller	John Leslie	Headley-Reed, N
WHT-TV	Henderson, Ky.	P.O. Box 395, Evansville, Ind., Ha 4-9215	Edwin G. Richter, Jr.	Howard Duncan	Young, C
WHS-TV	Daytona Beach, Fla.	6th & Center Sts., Clinton 3-6591	T. S. Gilchrist, Jr.	Thomas B. Newsom	Avery-Knodel, N
WWS	Cleveland, Ohio	Euclid at 30th, Henderson 2-1500	James C. Hanrahan		Blair, A

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETWORK
WFAA-TV	Dallas, Tex.	3000 Harry Hines Blvd., Riverside 1-3315	Alex Keese	Dick Drummy	Petry, A
WFAM-TV	Lafayette, Ind.	McCarty Lane, 2-4300	Henry Rosenthal	Richard Pittenger	R V & H
WFBC-TV	Greenville, S. C.	P.O. Box 1140, Ce 9-1321	Ken Beachboard	Robert Q. Glass, Jr.	Weed, N
WFBG-TV	Altoona, Pa.	1320 11th Ave., Windsor 4-2031	Frank Palmer	Robt. Miller	Blair, A, C, N
WFBM-TV	Indianapolis, Ind.	1330 N. Meridian St., Melrose 4-8521	Eldon Campbell	Don Menke	Katz, N
WFGA-TV	Jacksonville, Fla.	Television Park, Elgin 6-3381	Jesse S. Cripe	Ralph W. Nimmons	P G W, N
WFIE-TV	Evansville, Ind.	1115 Mt. Auburn Rd., Harrison 5-6201	E. Berry Smith	Lee Browning	Paymer, N
WFIL-TV	Philadelphia, Pa.	46th & Market Sts., Evergreen 2-4700	Roger W. Clipp	Kenneth W. Stowman	Blair, A
WFLA-TV	Tampa, Fla.	P.O. Box 1410, 2-0131	George W. Harvey	William B. Faber	Blair, N
WFMJ-TV	Youngstown, Ohio	101 W. Boardman St., Riverside 4-8611	Mitchell F. Stanley		Headley-Reed, N
WFMY-TV	Greensboro, N. C.	Drawer A, Phillips Ave. & White St., Br 4-0114	Gaines Kelley	E. A. Hassett	H R & P, C
WFRV-TV	Green Bay, Wis.	Mason & Roosevelt Sts., Hemlock 7-5411	Soren H. Munkhof		Headley-Reed, A, C
WGAL-TV	Lancaster, Pa.	Lincoln Hwy. W, Express 3-5851	Clair R. McCollough	J. Robert Gulick	Meeker, C, N
WGAN-TV	Portland, Me.	390 Congress St., Spruce 2-4661	Creighton E. Gatchell	Richard E. Bates	Avery-Knodel, C
WGEM-TV	Quincy, Ill.	Hotel Quincy, Baldwin 2-6840	Joe Bonansinga		Young, A, N
WGN-TV	Chicago, Ill.	441 N. Michigan Ave., Michigan 2-7600	Ward i. Quaal	Bradley Eidmann	Petry
WGR-TV	Buffalo, N. Y.	184 Barton St., Summer 7115	VanBuren DeVries	G. P. Swift	P G W, N
WHAS-TV	Louisville, Ky.	525 W. Broadway, Juniper 5-2211	Victor A. Sholis	George Johnson	H R & P, C
WHBF-TV	Rock Island, Ill.	Telco Bldg., 6-5441	Leslie C. Johnson	Maurice J. Corken	Avery-Knodel, A, C
WHBQ-TV	Memphis, Tenn.	P.O. Box 176, Broadway 2-3441	Wm. Grumbles	Boone F. Nevin	H-R, A
WHDH-TV	Boston, Mass.	6 St. James Ave., Hancock 6-5500	Wm. B. McGrath	Alexander M. Tanger	Blair, A
WHCT-TV	Rochester, N. Y.	191 East Ave., Baker 5-3050	L. H. MacMillan	LeMoine C. Wheeler	Bolling, McKinney, A, C
WHEN-TV	Syracuse, N. Y.	101 Court St., Granite 4-8511	Paul Adanti	Fred Menzies	Katz, A, C
WHIO-TV	Dayton, Ohio	1414 Wilmington Ave., Clearwater 4-5311	Robert H. Moody		Hollingbery, C
WHIS-TV	Bluefield, W. Va.	Municipal Bldg., Davenport 77115	Hugh Shott, Jr.		Katz, N
WHIZ-TV	Zanesville, Ohio	Lind Arcade Bldg., N. 5th St., Gladstone 2-5431	Allan Land	Nate Milder	Pearson, A, C, N
WHO-TV	Des Moines, Iowa	1100 Walnut St., Atlantic 8-6511	P. A. Loyer	Robert H. Harter	P G W, N
WHP-TV	Harrisburg, Pa.	216 Locust St., Ce 4-3211	Mrs. A. K. Redmond	George Gollschalk	Bolling, C.
WHTN-TV	Huntington, W. Va.	625 4th Ave., Jackson 5-7661	Robert R. Tincher	O. W. Myers	Petry, C
WHYN-TV	Springfield, Mass.	1300 Liberty St., Re 4-1126	Charles N. DeRose	Charles DeRose	Branham, C
WIBW-TV	Topeka, Kan.	P.O. Box 119, 3-2377	Thad M. Sandstrom	Ray C. Senate	Avery-Knodel, A, C,
WICC-TV	Bridgeport, Conn.	P.O. Box 9140, 8-1601	Philip Merryman		Young, A
WICS	Springfield, Ill.	523 E. Capitol Ave., 8-0465	Milton D. Friedland	Warren King	Young, A, N
WICU-TV	Erie, Pa.	35th & State St., 4-5201	Ben McLaughlin	Bob Lunquist	Petry, A, N
WIIC	Pittsburgh, Pa.	341 Rising Main St., Fa 1-8700	Robert A. Mortensen	Roger D. Rice	Blair, N
WILX-TV	Onondaga, Mich.	Hotel Hays, Jackson	John C. Pomeroy	Martin Gaimo	V R & M, N
WIMA-TV	Lima, Ohio	1424 Rice Ave., Ca 5-3010	Robert W. Mack	J. L. Spring	H-R, A, C, N
WINK-TV	Ft. Myers, Fla.	P.O. Box 1072	A. J. Bauer		Walker-Rawalt, A, C
WINR-TV	Binghamton, N. Y.	70 Henry St., 3-8251	D. F. Milligan		Everett-McKinney, A, C, N
WIS-TV	Columbia, S. C.	1111 Bull St., Alpine 3-6431	Charles A. Batson	Law Epps	P G W, N
WISC-TV	Madison, Wis.	Communication Center, Cedar 3-9791	Ralph O'Connor	Richard Nickeson	P G W, C
WISE-TV	Asheville, N. C.	92 Haywood St., Alpine 3-5381	Harold H. Thoms		Broadcast Time, C,
WISH-TV	Indianapolis, Ind.	1440 N. Meridian St., Melrose 4-6411	Robert B. McConnell	Joseph E. Lake	Bolling, C
WISN-TV	Milwaukee, Wis.	759 N. 19th St., Division 2-3000	Wm. C. Goodnow	Richard Foerester	Petry, A
WITI-TV	Whitefish Bay, Wis.	P.O. Box 641, Milwaukee, Flagstone 2-6600	Sol J. Kahn	Leon A. Dolnick	Blair TV Assoc.
WITN	Washington, N. C.	P.O. Box 468, Wh 6-3131	W. R. Roberson, Jr.	T. H. Patterson	Headley-Reed, N
WJAC-TV	Johnstown, Pa.	P.O. Box 309, 5-1261	Alvin D. Schrott	John H. Hepburn	Katz, N
WJAR-TV	Providence, R. I.	176 Weybossett St., Gaspee 1-8255	Joseph S. Sinclair	David J. Shurtleff	Petry, A, N
WJBF	Augusta, Ga.	P.O. Box 490, 2-6664	J. B. Fuqua	George R. Oliviere	Hollingbery, A, N
WJBK-TV	Detroit, Mich.	7441 2nd Blvd., Trinity 3-7400	Bill Michaels	Bob Buchanan	Katz, C
WJDM-TV	Panama City, Fla.	P.O. Box 428, Adams 4-2251	Hugh Barclay	Milt de Reyna	Hollingbery, A, C, P
WJHL-TV	Johnson City, Tenn.	P.O. Box 1080, 6200	W. Haynes Lancaster, Jr.	J. Will Hall	Pearson, A, C
WJIM-TV	Lansing, Mich.	E. Saginaw at Howatt St., Ivanhoe 2-1333	Harold F. Gross		P G W, C, N
WJMR-TV	New Orleans, La.	Jung Hotel, Express 3131	Mort Silverman		Weed, A
WJPB-TV	Fairmont, W. Va.	400 Quincy St., 8000	J. Patrick Beacom	H. W. Critchlow	Gill-Perna, A, N
WJRT	Flint, Mich.	2302 Lapeer Rd., Cedar 9-6611	Worth Kramer	James P. White	H R & P, A
WJTV	Jackson, Miss.	P.O. Box 8187, Fleetwood 4-2512	I. M. Sepaugh	Owens Alexander	Katz, A, C, N
WJW-TV	Cleveland, Ohio	1630 Euclid Ave., Tower 1-6080	Ben Wickham	Peter Storer	Katz, C
WJXT	Jacksonville, Fla.	605 S. Main St., Exbrook 8-0501	Leonard Mosby	Dave Booher	CBS TV Spot, C
WJZ-TV	Baltimore, Md.	Television Hill, Mohawk 4-7600	Larry Israel	Joseph P. Dougherty	Blair, A
WKAQ-TV	San Juan, P. R.	Box 5096, Stop 8, Puerto de Tierra, 3-3800	Eleuterio Vega	Jorge Rivero	Inter-Amer. Publ., C
WKBN-TV	Youngstown, Ohio	3930 Sunset Blvd., Sterling 2-1146	W. P. Williamson, Jr.	J. L. Bowden	Raymer, C
WKBT	La Crosse, Wis.	141 S. 6th St., 2-4678	Howard Dahl	Robert Z. Morrison, Jr.	H-R, A, C, N
WKBW-TV	Buffalo, N. Y.	1420 Main St., Garfield 0770	Dr. C. H. Churchill	Thomas E. Martin	Avery-Knodel, A
WKJG-TV	Ft. Wayne, Ind.	220 E. Jefferson St., Anthony 2295	Edward G. Thoms	Carleton B. Evans	H-R, N
WKNX-TV	Saginaw, Mich.	221 S. Washington Ave., Pleasant 3-4471	William J. Edwards	Robert M. Chandler	Gill-Perna, A, C
WKOW-TV	Madison, Wis.	215 W. Washington Ave., Alpine 7-2261	Ber F. Hovel		Headley-Reed, A
WKRC-TV	Cincinnati, Ohio	Times Star Bldg., Garfield 1-1331	David G. Taft	Roger B. Read	Katz, C
WKRG-TV	Mobile, Ala.	162 St. Louis St., Hemlock 2-5505	C. P. Persons, Jr.		Avery-Knodel, C
WKST-TV	New Castle, Pa.	New Castle	Sam W. Townsend	Robert C. Harnack	Weed, A

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
WTV WY-TV	Utica, N. Y. Oklahoma City, Okla.	P.O. Box 386, 3-0404 Box 8668, Tr 8-2161	Michael C. Fusco N. P. Bagwell	Tom Parrington	Cooke, A, C, N Katz, N
WYT WZO-TV	Lexington, Ky. Kalamazoo, Mich.	1087 New Circle Rd. N.E., 2-2533 590 W. Maple St., Fi 5-2101	Robert Wiegand Carl E. Lee	Robert Wiegand Donald W. DeSmith, Jr.	Young, C Avery-Knodel, A, C
WAC-TV WBC-TV WBT WBZ-TV WEX-TV WOF-TV WOS-TV WVA-TV WV-A WV-C WV-D WV-I WV-T WVH-TV	Nashville, Tenn. Muncie, Ind. Jackson Miss. Bangor, Me. Lexington, Ky. Orlando, Fla. Asheville, N. C. Lynchburg, Va. Atlanta, Ga. Columbus, Ohio Dayton, Ohio Indianapolis, Ind. Cincinnati, Ohio Lebanon, Pa.	159 4th Ave. N., Ch 2-4331 P.O. Box 271, Atlas 8-4403 715 S. Jefferson St., 2-2691 P.O. Box 732, 2-4822 P.O. Box 1457, 4-8747 P.O. Box 5795, Garden 4-8537 P.O. Box 2150, Alpine 4-4321 P.O. Box 238, Victor 5-1242 1611 W. Peachtree St., NE, Trinity 2-1141 3165 Olentangy River Rd., Amherst 3-5441 4595 S. Dixie Hwy., Axminster 3-2101 1401 N. Meridian St., Me 9-2311 140 W. 9th St., Cherry 1-1822 R.D. No. 5, Crestview 3-4511	T. B. Baker, Jr. D. A. Burton Fred Beard Rudolph O. Marcoux Earl L. Boyles Donn R. Colee T. A. Eiland Philip P. Allen Harry LeBrun James Leonard George Gray John Babcock John T. Murphy Joe Zimmerman	Robert M. Reuschle W. F. Craig Frank Gentry Rudolph O. Marcoux Lee Hall S. Rosenzweig Tom Turner James H. Burgess Walter E. Bartlett Dale A. Smith Bob Lamb Steve Crane Ed H. Benedict	Katz, C Holman, A, C, N Hollingbery, A, N V R & M, C Bolling, A, N Young, A P G W, A Hollingbery, A Crosley, A Crosley, N Crosley, A, N Crosley, A Crosley, N Blair TV Assoc.
WMAL-TV WMAR-TV WMAZ-TV WMBD-TV	Washington, D. C. Baltimore, Md. Macon, Ga. Peoria, Ill.	4461 Conn. Ave. NW, Kellogg 7-1100 Baltimore & Charles Sts., Mulberry 5-5670 Bankers Ins. Bldg., 2-7373 212 S. W. Jefferson Ave., 6-0711	Frederick S. Houwink E. K. Jett Wilton E. Cobb Robert O. Runner- strom Joseph D. Mackin H. W. Slavick Frank Whisenant W. B. Quanton Merritt Milligan W. Guider Norman A. Gittleson	Neal J. Edwards Ernest A. Lang Frank Crowther S. F. Jackson Earl Moreland Louis C. Blizzard Lew Van Nostrand Walter Rothschild Robert L. Maynard Gordon Moore	H-R, A Katz, C Avery-Knodel, A, C P G W, C Hollingbery, N Blair, N Masla, C, N Katz, C Weed, N H R & P, A Forjoe, A
WMBV-TV WICT WISL-TV WIT-TV WITV WITW WJUR-TV	Marinette, Wis. Memphis, Tenn. Decatur, Ala. Cedar Rapids, Iowa Madison, Wis. Poland Spring, Me. Manchester, N. H.	Radio TV Park, 5-6631 P.O. Box 8325, Br 2-0552 Box 411, El 3-0361 P.O. Box 1111, Empire 4-0171 P.O. Box 168, Cedar 3-5381 Poland Spring, Me., Wyman 8-4311 1819 Elm St., National 3-8061	Norman Knight Peter B. Kenney George R. Dunham Lloyd Yoder A. Hartwell Campbell Bernard C. Barth Russel Gohring Thomas P. Shelburne	Proctor Jones Robert J. Reardon Edward H. Benedict William Decker John G. Clark, Jr. William T. Hamilton M. W. Dale	H-R, C NBC Spot, N Blair, A, C NBC Spot, N Hollingbery, A, C Petry, N Petry, A, N Avery-Knodel, A
WAC-TV WBC	Boston, Mass. New Britain, Conn.	21 Brookline Ave., Commonwealth 6-0800 1422 New Britain Ave., W. Hartford, Ad 3-8551	Norman Knight Peter B. Kenney	Proctor Jones Robert J. Reardon	H-R, C NBC Spot, N
WBFB-TV WBQ WCT WDU-TV WEM WEP-TV	Binghamton, N. Y. Chicago, Ill. Greenville, N. C. South Bend, Ind. Bay City, Mich. Scranton - Wilkes-Barre, Pa.	1 Henry St., 3-7311 Merchandise Mart, Superior 7-8300 P.O. Box 898, 6181 P.O. Box 989, Central 3-7111 Bishop Airport, Flint, Mich., Cedar 5-3555 333 Madison Ave.	George R. Dunham Lloyd Yoder A. Hartwell Campbell Bernard C. Barth Russel Gohring Thomas P. Shelburne	Edward H. Benedict William Decker John G. Clark, Jr. William T. Hamilton M. W. Dale	Blair, A, C NBC Spot, N Hollingbery, A, C Petry, N Petry, A, N Avery-Knodel, A
WNEW-TV WHCT-TV WOK-TV	New York, N. Y. New Haven, Conn. Columbia, S. C.	205 E. 67 St., Lehigh 5-1000 P.O. Box 1859, Sp 7-3611 P.O. Box 5307, Al 2-7737	Bennet H. Korn H. H. Maschmeier H. Moody McElveen, Jr. Malcolm C. Klein	John F. Cundiff David C. Phillips	Weed Blair, A Raymer, C
WTA-TV	Newark, N. J.	1020 Broad St., Mitchell 2-6400	Malcolm C. Klein	Paul S. O'Brien	Katz
WVAI-TV WVAY-TV WVC-TV WVI-TV WVOD-TV WVRR-TV WVRA-TV	San Antonio, Tex. Oak Hill, W. Va. Davenport, Iowa Ames Iowa Grand Rapids, Mich. New York, N. Y. Mayaguez, P. R.	P.O. Box 2641, Capitol 7-4221 P.O. Box 251, Hobart 9-3361 805 Brady St., 3-3661 Service Bldg., Cedar 2-3400 120 College St. SE., Glendale 9-4125 1440 Broadway, Longacre 4-8000 Darlington Bldg., 1151	James M. Gaines Robert R. Thomas, Jr. B. J. Palmer Robert C. Mulhall Willard Schroeder Robert Leder Alfredo R. de Arellano Frank P. Fogarty Richard Biddle	Edward V. Cheviot Pax Shaffer Ted Tostlebe John S. Markwand Burt Lambert Fred Ebener Bill Mapes	Petry, N Pearson, A P G W, N Weed, A Katz, A, N H-R Inter-Amer. Publ., A, C Blair, C Forjoe, A, C, N
WVW-TV WVWL-TV	Omaha, Nebr. Florence, Ala	Insurance Bldg., Webster 3400 840 Cypress Mill Road	Frank P. Fogarty Richard Biddle	Fred Ebener Bill Mapes	Blair, C Forjoe, A, C, N
WVBN-TV WVIX WVRO-TV WVSD-TV WVST-TV WVTA WVTV WVTZ-TV	Traverse City, Mich. New York, N. Y. Providence, R. I. Paducah, Ky. Miami, Fla. Ft. Wayne, Ind. W. Palm Beach, Fla. Plattsburg, N. Y.	Paul Bunyon Bldg., Windsor 7-7675 220 E. 42nd St., Murray Hill 2-6500 24 Mason St., Plantations 1-9776 100 Television Lane, 2-8214 Biscayne Blvd. & 21st St., Franklin 1-6501 Butler Road, Anthony 7125 5 Cocoonut Row, Temple 3-2471 357-361 Cornelia St., 3070	Les Biederman Fred M. Thrower Arnold F. Schoen, Jr. Sam Livingston Walter Koessler Ronald R. Ross Chester E. Pike, Jr. George BarenBregge	R. E. Detwiler John A. Patterson Eugene W. Wilkin Charles M. Neel Robert Hanna Richard Morgan Al Cahill	Holman, N P G W Blair, C Pearson, N Petry, A Young, A Blair TV Assoc, N Blair TV Assoc., A, N
WVAL-TV WVBL-TV WVCT-TV WVCA-TV WVCV-TV WVDW-TV WVEC-TV WVEX-TV WVGB	Raleigh, N. C. Columbus, Ga. Washington, D. C. New York, N. Y. Philadelphia, Pa. Augusta, Ga. Memphis, Tenn. Rockford, Ill. Schenectady, N. Y.	2619 Western Blvd., Va 8-2511 1350 13th Ave., Fairfax 2-0601 4001 Nebraska Ave., NW, Em 2-4000 30 Rockefeller Plaza, Circle 7-8300 1619 Walnut St., Locust 4-3700 Georgia & Observatory Ave., Ta 4-5432 Hotel Peabody Bldg., Jackson 5-1313 Auburn & Winnebago Rds., 8-1813 1400 Balltown Rd., Franklin 7-2261	Fred Fletcher J. W. Woodruff, Jr. Carleton D. Smith William N. Davidson Raymond Welpott James W. Hicks Hoyt B. Wooten J. M. Baisch J. Milton Lang	Fletcher Turner George Jenkins William E. Coyle Jay J. Heitin T. H. Walworth, Jr. Charles Brakefield George Spring	H-R, N Hollingbery, A, C NBC Spot, N NBC Spot, N NBC Spot, N Branham, C Katz, C H-R, A, C NBC Spot, N

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WRGP-TV WRIP-TV WROC-TV WRVA-TV	Chattanooga, Tenn. Greenfield, Mass. Rochester, N. Y. Richmond, Va.	1214 McCallie Ave., Ox 8-1505 P.O. Box 32, Northfield 336 201 Humboldt St., Butler 8-8400 P.O. Box 2370, Belmont 3-5461	R. G. Patterson Wm. L. Putnam Gunnar O. Wiig Barron Howard	George P. Moore Horace Nichols John W. Kennedy, Jr. James D. Clark, Jr.	H-R, N Hollingbery P G W, A, N H R & P, C
WSAU-TV WSAV-TV	Wausau, Wis. Savannah, Ga.	P.O. Box 29, 2-1021 Liberty Nat'l Bank Bldg., Adams 6-0303	Richard D. Dudley Harben Daniel	Eugene P. Corrigan, Jr. C. T. Garten Don Elliot Heald Robert M. Stough Wilbur R. Darch	Meeker, A, C, N Blair TV Assoc., N
WSAZ-TV WSB-TV WSBA-TV WSBT-TV WSEE-TV WSFA-TV WSIL-TV WSIX-TV WSJS-TV WSJV-TV	Huntington, W. Va. Atlanta, Ga. York, Pa. South Bend, Ind. Erie, Pa. Montgomery, Ala. Harrisburg, Ill. Nashville, Tenn. Winston-Salem, N. C. Elkhart-South Bend, Ind.	P.O. Box 2115, Ja 9-4127 1601 W. Peachtree St., Trinity 5-7221 S. Queen St., Extended 2-5531 300 W. Jefferson Blvd., Central 3-3141 1220 Peach St., 5-7575 10 E. Delano St., Amherst 5-1251 21 W. Poplar St. Nashville Trust Bldg., Alpine 5-5431 419-21 N. Spruce St., Park 5-2311 P.O. Box 28, Central 2-2828	L. H. Rogers, II Marcus Bartlett Louis J. Appell, Jr. Neal B. Welch Cecil M. Sansbury Carter C. Hardwick Oscar L. Turner E. S. Tanner Harold Essex Paul C. Brines	M. H. Yeoman George H. Morris Harry B. Shaw Vincent Doyle	Katz, N Petty, N Masla, A Raymer, C Young, A, C Katz, A, N Walker-Rawatt, A, N H-R, A Headley-Reed, N H-R, A
WSLS-TV WSM-TV WSOC-TV WSPA-TV WSPD-TV WSTV-TV	Roanoke, Va. Nashville, Tenn. Charlotte, N. C. Spartanburg, S. C. Toledo, Ohio Steubenville, Ohio - Wheeling, W. Va.	Church Ave. & 3rd St. SW, Diamond 4-9227 301 7th Ave. N., Alpine 4-5656 P.O. Box 2536, Franklin 6-8401 224 E. Main St., 3-3621 136 Huron St., Cherry 8-6201 Exchange Realty Bldg., Atlantic 2-6265	James H. Moore Irving Waugh Larry Walker Walter J. Brown Allen L. Haid John J. Laux	A. S. Trevillian Hi Bramham C. George Henderson Roger A. Shaffer W. E. Kelley Rod Gibson	Blair TV Assoc., A, N Petty, N H-R, A, N Hollingbery, C Katz, A, N Avery-Knodel, A, C
WSUN-TV WSUR-TV	St. Petersburg, Fla. Ponce, Puerto Rico	Million Dollar Pier, St 5-4121 1000 Ponce de Leon Ave., San Juan, P. R., 2-1278	Fred P. Shawn M. A. Escudero	Earl Welde	V R & M, A Pan-Am. Broad. Co.
WSVA-TV WSYE-TV WSYR-TV	Harrisonburg, Va. Elmira N. Y. Syracuse, N. Y.	Rawley Pike, 4-4431 1030 James St., Syracuse, Gr 4-3911 1030 James St., Gr 4-3911	Hamilton Shea E. R. Vadeboncoeur E. R. Vadeboncoeur	R. H. Johnson William R. Alford, Jr. William R. Alford, Jr.	P G W, A, C, N H R & P, A, N H R & P, A, N
WTAE WTAP WTAR-TV WTGN-TV W-TEN WTHI-TV WTIC-TV WTMJ-TV WTQC-TV WTOK-TV WTOL-TV WTOP-TV	Pittsburgh, Pa. Parkersburg, W. Va. Norfolk, Va. Minneapolis, Minn. Albany, N. Y. Terre Haute, Ind. Hartford, Conn. Milwaukee, Wis. Savannah, Ga. Meridian, Miss. Toledo, Ohio Washington, D. C.	400 Ardmore Blvd., Churchill 2-4300 121 W. 7th St., Hudson 5-4589 720 Boush St., Madison 5-6711 2925 Dean Blvd., Walnut 7-8881 P.O. Box 10, 3-2225 918 Ohio St., Crawford 9481 26 Grove St., Ja 5-0801 720 E. Capitol Dr., Broadway 1-6000 P.O. Box 858, Adams 2-0127 Southern Bldg., 3-1441 604 Jackson St., Cherry 4-7411 40th & Brandywine Sts. N. W., Emerson 2-9300	F. C. Snyder Milton Komito Campbell Arnoux Phil Hoffman Thomas S. Murphy J. M. Higgins Walter C. Johnson W. J. Damm Ben Williams Robert F. Wright T. S. Bretherton George F. Hartford	Alan Trench Robert M. Lambe James R. Hoel William J. Lewis George Foulkes Irwin C. Cowper N. V. Bakke W. B. Crooks, Jr. Rus B. Stone Robert A. J. Bordley	Katz, A Pearson, A, C, N Petty, C Katz, A Blair, C Bolling, A, C, N H R & P, C H R & P, N Avery-Knodel, A, C Headley-Reed, A, C H-R, C, N CBS TV Spot, C
WTOV-TV WTPA WTRF-TV WTTG WTTV WTVC WTVD WTVH WTVK WTVJ WTVM WTVN-TV WTVQ WTVP WTVR WTVT WTVW WTVY WTVW	Portsmouth, Va. Harrisburg, Pa. Wheeling, W. Va. Washington, D. C. Bloomington, Ind. Chattanooga, Tenn. Durham, N. C. Peoria, Ill. Knoxville, Tenn. Miami, Fla. Columbus, Ga. Columbus, Ohio Rockford, Ill. Decatur, Ill. Richmond, Va. Tampa, Fla. Evansville, Ind. Dothan, Ala. Tupelo, Miss.	1305 Granby St., Norfolk 3235 Hoffman St., Cedar 8-7171 1329 Market St., Cedar 2-7777 Raleigh Hotel, Sterling 3-5300 3490 Bluff Rd., State 7-2211 P.O. Box 1026, Amherst 6-4151 P.O. Box 2009, 2-2111 621 Main St., 9-7211 P.O. Box 1388, 5-2113 P.O. Box 2770, Fr 4-6262 Box 1640, Fairfax 2-8828 P.O. Box 718, Capitol 8-5801 Box 470, 3-5413 P.O. Box 631, 8-4304 P.O. Box 5229, El 5-8611 P.O. Box 1198, Redwood 6-1313 405 Carpenter St., Ha 2-1121 Cottonwood Road, 5-2810 P.O. Box 163, Vinewood 2-7620	Everett Peace, Jr. Donald D. Wear Robert W. Ferguson John E. McArdle Herb Nelson R. R. Owen Harmon L. Duncan Harold V. Phillips John A. Engelbrecht Lee Ruwitch Guy Tiller J. W. McGough Harold Froelich Bea K. West Wilbur M. Havens E. B. Dodson Dick Shively F. E. Busby Frank K. Spain	Winston Bright Allen P. Solada H. Needham Smith Frank Willis Joseph Windsor Mike Thompson Laird I. Schlienk Bill Eckstein Bill Brazzil JoAnn Chancellor D. L. Chapin Gene Denari Wm. Kemple Al McKelfresh Arthur Creamer Charles H. Hicks, Jr.	McGillvra H R & P, A Hollingbery, A, N Weed Meeker Meeker, A Petty, A, C Petty, A Pearson, A P G W, C Young, N Katz, A Headley-Reed, N Gill-Perna, A Blair TV Assoc., A Katz, C Hollingbery, A R. O'Connell, A, C Masla, N
WUSN-TV	Charleston, S. C.	P.O. Box 879, Tulip 4-4141	J. Drayton Hastie	A. D. Cohen, Jr.	Bolling, A, N
WVEC-TV WVET-TV	Hampton-Norfolk, Va. Rochester, N. Y.	812 W. 21st St., Norfolk, Madison 7-7774 17 S. Clinton Ave., Hamilton 6-4820	Thomas P. Chisman Ervin F. Lyke	Harrol A. Brauer, Jr. Arthur Murrellwright	Avery-Knodel, N Bolling, McKinney, A
WWJ-TV WWL-TV WWLP WWTV	Detroit, Mich. New Orleans, La. Springfield, Mass. Cadillac, Mich.	622 W. Lafayette Ave., Wo 2-2000 1024 N. Rampart St., Express 4444 P.O. Box 2210, State 5-5311 417 N. Mitchell St., Prospect 5-3478	Edwin K. Wheeler Howard Summerville William L. Putnam Gene Ellerman	Ray W. Colie Harry Stone James H. Ferguson, Jr. Daryl Sebastian	P G W, N Katz, C Hollingbery, N Hollingbery, A, C
WXEX-TV WXIX WXYZ-TV	Petersburg, Va. Milwaukee, Wis. Detroit, Mich.	124 W. Tabb St., Regent 3-7876 5445 N. 27th St., Uptown 3-1919 1700 Mutual Bldg., Woodward 3-8321	Thomas G. Tinsley, Jr. Frank Shakespeare John F. Pirai	Irvin G. Abeloff Richard P. Hogue Ralph Dawson	Select, N CBS TV Spot, C Blair, A

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
W-TV WM-TV	Ciudad Juarez, Mex. Mexicali, Mex.	P.O. Box 442, El Paso, Tex., 3-7240 Hotel Barbara Worth, El Centro, Calif., Elgin 2-7321	P. Meneses Bob Kelley	Ralph Fitzmaurice	Nat'l Time Sales Nat'l Time Sales
WTV	Tijuana, Mex.	4229 Park Blvd. San Diego, Cypress 8-7191	Julian H. Kaufman		Blair TV Assoc., A
WM-TV	Hamilton, Bermuda	P.O. Box 314	Walt Staskow		Intercontinental, A, C, N

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**Columbia Broadcasting
System, Inc.)**

President, CBS Television Stations
Division: Merle S. Jones
Vice President in Charge:
Craig Lawrence
Vice President, Sales Promotion &
Advertising: John Cowden
New York 22: 485 Madison Ave.
(Plaza 1-2315)

STATIONS:

WBMM-TV, Chicago
KNXT, Los Angeles
WCBS-TV, New York
WCAU-TV, Philadelphia
WMOX-TV, St. Louis

GRINTHIAN BROADCASTING CORP.

(H. Whitney & Co.)

President:
C. Wrede Petersmeyer
Assistant to the President:
Johnston F. Northrop
Director of Sales:
Don L. Kearney
Director of Programming:
Robert Salk
Director of Promotion and Advertising:
Robert J. Sullivan
Director of Research:
Charles H. Smith

New York 20: 630 Fifth Ave.
(Plaza 7-0500)

TV STATIONS:

WANE-TV, Fort Wayne
KGUL-TV, Houston
WISH-TV, Indianapolis
KOTV, Tulsa

COWLES BROADCASTING CO.

Chairman: Gardner Cowles
President: Luther L. Hill
Vice Presidents:
Robert Dillon
Robert R. Tinder
Des Moines 4: 715 Locust St.
(Ch 3-2111)

TV STATIONS:

KRNT-TV, Des Moines (60%)
WHTN-TV, Huntington
KTVH, Hutchinson: (Minn. Star & Tribune Co.
—80%)
WCCO-TV, Minneapolis (Minn. Star &
Tribune Co.—47%)

JAMES M. COX STATIONS

President: James M. Cox, Jr.
Executive Director:
J. Leonard Reinsch
Dayton: Fourth and Ludlow Sts.
(Adams 2112)

TV STATIONS:

WSB-TV, Atlanta
WSOC-TV, Charlotte
WHIO-TV, Dayton
WCKT, Miami (42.5%)

CROSLY BROADCASTING CORPORATION (A subsidiary of Avco Mfg. Corp.)

Chairman: James Shouse
President and General Manager:
R. E. Dunville
Vice President in Charge of TV:
John T. Murphy
Vice President in Charge of Sales:
H. P. Lasker

Cincinnati 2: 110 West Ninth St.
(Cherry 1-1822)

TV STATIONS:

WLW-A, Atlanta
WLW-T, Cincinnati
WLW-C, Columbus
WLW-D, Dayton
WLW-I, Indianapolis

FETZER BROADCASTING COMPANY

President: John E. Fetzer
Executive V.P. and General Mgr.:
Carl E. Lee
Kalamazoo: 590 W. Maple St.
(Fireside 5-2101)

TV STATIONS:

WWTW, Cadillac
WKZO-TV, Kalamazoo
KOLN-TV, Lincoln

THE FRIENDLY GROUP

President: Jack N. Berkman
Executive V.P.: John J. Laux
Vice Presidents:
Louis Berkman
Joseph M. Troesch
Fred Weber
National Sales Manager:
Rod Gibson
New York: 52 Vanderbilt Ave.
(Murray Hill 3-6977)
Pittsburgh: 211 Smithfield St.
(Grant 1-3288)
Steubenville: Exchange Realty Bldg.
(Atlantic 2-6265)

TV STATIONS:

WBOY-TV, Clarksburg
KODE-TV, Joplin
WSTV-TV, Steubenville

THE GANNETT NEWSPAPERS (Gannett Co., Inc.)

President: Paul Miller
General Manager: Lynn N. Bitner

Managing Director, Broadcast Div.,
Glover DeLaney
Rochester 11, N.Y.:
Times Union Bldg.

TV STATIONS:

WINR-TV, Binghamton
WDAN-TV, Danville
WHEC-TV, Rochester
KOVV-TV, Stockton

MEREDITH PUBLISHING COMPANY

Director of Radio and Television:
Payson Hall
Assistant Director of Radio and Tele-
vision: C. A. Larson
Des Moines 3: 17th and Locust

TV STATIONS:

KCMO-TV, Kansas City
WOW-TV, Omaha
KPHO-TV, Phoenix
WHEN-TV, Syracuse

NBC OWNED STATIONS

(National Broadcasting Co., Inc.)

Executive Vice President: P. A. Sugg
Director, Business Affairs:
Thomas S. O'Brien
New York 20: 30 Rockefeller Plaza
(Circle 7-8300)

TV STATIONS:

WNBC, Chicago
WNBC, Hartford-New Britain
KRCA, Los Angeles
WRCA, New York
WRCV-TV, Philadelphia
WRC-TV, Washington, D.C.

**RKO TELERADIO PICTURES, INC.
GENERAL TELERADIO DIVISION
(A subsidiary of General Tire &
Rubber Co.)**

President: Thomas F. O'Neil
Vice President, Programming:
William Grumbles
Sales Coordinator:
Robert McNamara
New York: 1440 Broadway
(Longacre 4-8000)

TV STATIONS:

WNAC-TV, Boston
KHJ-TV, Los Angeles
WHBQ-TV, Memphis
WOR-TV, New York

**SCRIPPS-HOWARD RADIO, INC.
(E. W. Scripps Company)**

President: Jack R. Howard
Vice Presidents:
James C. Hanrahan
M. C. Watters
R. B. Westergaard
New York 17: 230 Park Ave.
(Murray Hill 6-6840)

TV STATIONS:

WCPO-TV, Cincinnati
WEWS, Cleveland
WMCT, Memphis (Memphis Pub. Co.)

STORER BROADCASTING COMPANY

Chairman of the Board and Presi-
dent: George B. Storer
Senior Vice President:
J. Harold Ryan
Executive Vice Presidents:
Lee B. Wailes, Planning and Fi-
nance; Stanton P. Kettler, Opera-
tions
Vice Presidents: George B. Storer,
Jr., Television Operations; Ewald
Kockritz, Programming Director;
Arthur C. Schofield, Advertising &
Sales Promotion Director
Miami Beach 51: 1177 Kane Con-
course (Union 6-0211)

TV STATIONS:

WAGA-TV, Atlanta
WJW-TV, Cleveland
WJBK-TV, Detroit
WITI-TV, Milwaukee (Independent Televi-
sion, Inc.)
WSPD-TV, Toledo

TIME, INC.

(TLF Broadcasters, Inc., a subsidiary)

Vice President for Broadcasting:
Weston C. Pullen, Jr.
Coordinator, Broadcast Operations:
Ole G. Morby
Business Manager:
Andrew J. Murtha
New York 20: 9 Rockefeller Plaza
(Judson 6-1212)

TV STATIONS:

KLZ-TV, Denver
WOOD-TV, Grand Rapids
WFBM-TV, Indianapolis
WTCN-TV, Minneapolis
KTVT, Salt Lake City (80%)

**TRANSCONTINENT TELEVISION
CORP.**

Chairman of the Board:
Paul A. Schoellkopf, Jr.
President: David C. Moore
Vice Presidents:

George C. Stevens
William Fay
Director of Sales Development:
Gordon Hellman
Buffalo 2: 70 Niagara St.
(Mohawk 2600)

TV STATIONS:

WGR-TV, Buffalo
WSVA-TV, Harrisonburg (50%)

WRQC-TV, Rochester
WNEP-TV, Scranton (60%)

**TRIANGLE PUBLICATIONS, INC.
(Radio & Television Division)**

V.P. and General Manager:
Roger W. Clipp
Executive Asst. to General Mgr:
David J. Bennett
Director of National Sales:
Edward H. Benedict
Director of Public Relations and
Programming: John D. Schueer,
Jr.
Business Manager: John C. Harlan
Research Manager:
Richard W. Gideon
Philadelphia 39: 46th and Marke
Sts. (Evergreen 2-4700)

TV STATIONS:

WFBG-TV, Altoona
WNBF-TV, Binghamton
KFRE-TV, Fresno
WLYH-TV, Lebanon
WNHC-TV, New Haven
WFIL-TV, Philadelphia

**WESTINGHOUSE BROADCASTING
CO., INC.
(Westinghouse Electric Corp.)**

President: D. H. McGannon
V.P.-Engineering: R. N. Harmon
V.P.-Programming: R. M. Pack
V.P.-Sales: A. W. Dannenbaum, J.
Admin. Asst. to the Pres.:
C. C. Woodard
National Television Sales Manager:
R. M. McGredy
Director of Research:
M. A. Goldberg
New York 17: 122 East 42 St.
(Murray Hill 7-0808)

TV STATIONS:

WJZ-TV, Baltimore
WBZ-TV, Boston
KYW-TV, Cleveland
KDKA-TV, Pittsburgh
KPIX, San Francisco

**WKY TELEVISION SYSTEM INC.
(Oklahoma Publishing Co.)**

President: E. K. Gaylord
Executive Vice President:
Edward L. Gaylord
Oklahoma City 14: P. O. Box 860
Britton Sta.

TV STATIONS:

WSFA-TV, Montgomery
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg

STATION REPRESENTATIVES

ALASKA RADIO-TV SALES CORP.

Associated with Weed Television Corp.)

NEW YORK 17: 579 Fifth Ave. (Plaza 9-4700).

Mgr.: Roy Smith

STATIONS: KTVA, Anchorage; KTVF, Fairbanks; KINY-TV, Juneau.

AVERY-KNODEL, INC.

PRESIDENT: Lewis H. Avery

EXECUTIVE VICE PRESIDENT: J. W. Knodel

DIRECTOR OF TV SALES: Thomas J. White, Jr.

DIRECTOR OF PROMOTION: John W. Owen

DIRECTOR OF RESEARCH: John F. Wade

NEW YORK 19: 720 Fifth Ave. (Judson 6-5536).

ATLANTA 3: 41 Marietta St., N. W. (Jackson 3-2545).

Mgr.: Charles C. Coleman

CHICAGO 1: 3125 Prudential Plaza (Whitehall 4-6869).

Mgr.: Raymond M. Neihengen

DALLAS 1: Suite 320, Fidelity Union Life Bldg. (Riverside 7-7330).

Mgr.: Wallis S. Ivy

DETROIT 26: 1446 National Bank Bldg. (Woodward 1-9607).

Mgr.: Glenn W. Gilbert

LOS ANGELES 5: 3325 Wilshire Blvd. (Dunkirk 5-6394).

Mgr.: Douglas McLatchie

SAN FRANCISCO 4: 235 Montgomery St. (Yukon 2-2853).

Pacific Coast Mgr.: David Melbin

SEATTLE 1: 424 Vance Bldg.

Mgr.: Hugh Feltis

STATIONS: KCMT-Alexandria, Minn.; KMMT, Austin,

Minn.; WKBW-TV, Buffalo; KHSL-TV, Chico; WBOY-TV,

Clarksburg; KDAL-TV, Duluth; KODE-TV, Joplin;

WKZO-TV, Kalamazoo; WATE-TV, Knoxville; KLRJ-TV,

Las Vegas-Henderson; KOLN-TV, Lincoln; WMAZ-TV,

Macon; WKRG-TV, Mobile; WVEC-TV, Norfolk; WESH-

TV, Orlando; KVAR, Phoenix; KATV, Pine Bluff;

WGAN-TV, Portland, Me.; WHBF-TV, Rock Island;

KUTV, Salt Lake City; WTOG-TV, Savannah; KXLY-TV,

Spokane; WSTV-TV, Steubenville; WIBW-TV, Topeka;

KTUL-TV, Tulsa; KWWL-TV, Waterloo; WNEP-TV,

Wilkes-Barre Scranton.

BLAIR-TV

PRESIDENT: John P. Blair

EXECUTIVE VICE PRESIDENT: Edward P. Shurick

VICE PRESIDENT & EASTERN SALES MANAGER:

John P. Denninger

VICE PRESIDENT & RESEARCH DIRECTOR: W. Ward Dorrrell

DIRECTOR OF SALES DEVELOPMENT: Martin Katz

NEW YORK 17: 415 Madison Ave. (Templeton 8-5800).

BOSTON 16: 118 Newberry St. (Kenmore 6-1472).

Mgr.: Bruce Pattyson

CHICAGO 11: 520 N. Michigan Ave. (Superior 7-2300).

Mgr.: Jack Davis

DALLAS 2: Rio Grande National Bldg. (Riverside 1-4228).

Mgr.: Steve Beard

DETROIT 26: 617 Book Bldg. (Woodward 1-6030).

Mgr.: Gabriel Dype

JACKSONVILLE 2: 1402 Barnett Bank Bldg. (Elgin 6-5770).

Mgr.: Harry Cummings

LOS ANGELES 5: 3460 Wilshire Blvd. (Dunkirk 1-3811).

Mgr.: Dave Lundy

ST. LOUIS 1: 937 Paul Brown Bldg. (Chestnut 1-5686).

Mgr.: Richard Quigley, Jr.

SAN FRANCISCO 4: 2504 Russ Bldg. (Yukon 2-7068).

Mgr.: Edward Smith

SEATTLE: White-Henry-Stuart Bldg. (Main 3-6270).

Mgr.: John Burr

STATIONS: W-TEN, Albany; WFBG-TV, Altoona; WJZ-TV,

Baltimore; WBNF-TV, Binghamton; WHDH-TV, Bos-

ton; WBKB, Chicago; WCPO-TV, Cincinnati; WEWS,

Cleveland; WBNS-TV, Columbus, Ohio; WXYZ-TV,

Detroit; KFJZ-TV, Fort Worth; KFRE-TV, Fresno;

WNHC-TV, Hartford-New Haven; KTTV, Los Angeles;

WMCT, Memphis; WDSU-TV, New Orleans; WABC-TV,

New York; WOW-TV, Omaha; WFIL-TV, Philadelphia;

WHC Pittsburgh; KGW-TV, Portland, Ore.; WPRO-TV,

Providence; KTVI, St. Louis; KGO-TV, San Francisco;

KING-TV, Seattle; WFLA-TV, Tampa.

BLAIR TELEVISION ASSOCIATES, INC.

EXECUTIVE VICE PRESIDENT & GENERAL MANAGER:

Richard L. Foote

NEW YORK 17: 415 Madison Ave. (Plaza 1-1922).

BOSTON 16: 118 Newberry St. (Kenmore 6-1472).

Mgr.: Bruce Pattyson

CHICAGO 11: 333 N. Michigan Blvd. (Franklin 2-3819).

Mgr.: Arthur C. Stringer

DALLAS 2: Rio Grande National Bldg. (Riverside 1-4228).

Mgr.: Steve Beard

DETROIT 26: 617 Book Bldg. (Woodward 1-6030).

Mgr.: Gabriel Dype

JACKSONVILLE 2: 1402 Barnett Bank Bldg. (Elgin 6-5770).

Mgr.: Harry Cummings

LOS ANGELES 5: 3460 Wilshire Blvd. (Dunkirk 1-3811).

Mgr.: Dave Lundy

ST. LOUIS 1: 937 Paul Brown Bldg. (Chestnut 1-5686).

Mgr.: Richard Quigley

SAN FRANCISCO 4: 2504 Russ Bldg. (Yukon 2-7068).

Mgr.: Edward Smith

SEATTLE: White-Henry-Stuart Bldg. (Main 3-6270).

Mgr.: John Burr

STATIONS: KEDV-TV, Amarillo; WAIB-TV, Baton Rouge; KYAR-TV, Bismarck; KIDQ-TV, Boise; KTVR, Denver; WICU-TV, Erie; KIFM-TV, Ft. Worth; KRCC-TV, Jefferson City; KOU-TV, Klamath Falls; WLYA-TV, Lebanon; WITE-TV, Milwaukee; KBIS-TV, Medford; KOCO-TV, Oklahoma City; WDBO-TV, Orlando; KTVK, Phoenix; WPIZ-TV, Plattsburg; WTVR, Richmond; WSES-TV, Roanoke; KOVR-TV, Sacramento-Stockton; XETV, San Diego; KFIQ-TV, St. Joseph; WSAV-TV, Savannah; KCFN-TV, Temple; WCV, Thomasville; KVOO-TV, Tulsa; WPTV, West Palm Beach; KSYD-TV, Wichita Falls; KIVH, Wichita-Hutchinson.

THE BOLLING COMPANY

PRESIDENT: George W. Bolling

VICE PRESIDENT IN CHARGE OF TV: G. Richard Swift

DIRECTOR OF SALES DEVELOPMENT: MORTON A. BARTON

NEW YORK 17: 247 Park Ave. (Yukon 6-4545).

BEVERLY HILLS: 204 S. Beverly Dr. (Bradshaw 2-544).
Mgr.: G. W. Bolling, III

BOSTON 16: 80 Boylston St. (Hubbard 2-0346).
Mgr.: Richard Keating

CHICAGO 11: 435 N. Michigan Ave. (Whitehall 3-2040).
Sales Mgr.: Gale Blocki, Jr.; Vice President: John D. Stebbins.

DALLAS 1: Gulf States Bldg. (Riverside 8-2172).
Mgr.: Thomas Murphy

SAN FRANCISCO 3: 5 Third St. (Garfield 1-6740).
Mgr.: John T. Coy

STATIONS: KOAT-TV, Albuquerque; KVH-TV, Amarillo; WUSN-TV, Charleston, S. C. (regional only); KKTU, Colorado Springs; KCKT-TV, Great Bend; WHP-TV, Harrisburg, Pa.; WISH-TV, Indianapolis; WLEX-TV, Lexington; KOSA-TV, Odessa; WHEC-TV & WVEF-TV, Rochester, N. Y.; WTHH-TV, Terre Haute.

THE BRANHAM COMPANY

CHAIRMAN OF THE BOARD: Monroe H. Long, Sr.

PRESIDENT: Eugene F. Corcoran

EXECUTIVE VICE PRESIDENT: Joseph F. Timlin

VICE PRESIDENT & TREASURER: Lewis S. Greenberg

PROMOTION & RESEARCH: Donald H. Richards

NEW YORK 16: 99 Park Ave. (Murray Hill 2-4606).
Mgr.: James A. McManus

ATLANTA 3: Rhodes-Haverty Bldg. (Jackson 2-3025).
Mgr.: H. L. Ralls

CHARLOTTE 2: 2001 Liberty Life Bldg. (Edison 2-8839).
Mgr.: Bertram C. Finch

CHICAGO 1: 360 N. Michigan Ave. (Central 6-5726).
Mgr.: John F. Murphy

DALLAS 3: 1005 Fidelity Union Life Bldg. (Riverside 8-5831). Mgr.: George Harding

DETROIT 2: 6-235 General Motors Bldg. (Trinity 1-0440). Mgr.: Fred A. Weber

LOS ANGELES 48: 6399 Wilshire Blvd. (Olive 3-6363).
Mgr.: Norman E. Noyes

MEMPHIS 3: 627 Strick Bldg. (Jackson 6-2344).

Mgr.: Sidney L. Nichols

MIAMI 496 N.E. 29th Terrace. (Franklin 9-4685).

Mgr.: Dan Gattoni

ST. LOUIS 1: Title Guaranty Bldg., 706 Chestnut St. (Chestnut 1-6192). Mgr.: John J. Schwarz

SAN FRANCISCO 3: 703 Market St. (Yukon 2-1582).
Mgr.: Walter F. Patzlaff

STATIONS: KGGM-TV, Albuquerque; WRDW-TV, Augusta; KEDV-TV, Big Spring; KAVE-TV, Carlsbad; WCHS-TV, Charleston, W. Va.; WDEF-TV, Chattanooga; KICA-TV, Clovis; KZIV, Corpus Christi; KRLD-TV, Dallas; KRQD-TV, El Paso; KTHV, Little Rock; WHYS-TV, Springfield, Mass.; KVOA-TV, Tucson, West Texas Network; KDFB-TV, Lubbock; KPAR-TV, Sweetwater

CBS TELEVISION SPOT SALES

GENERAL MANAGER: Bruce R. Bryant

DIRECTOR OF SALES DEVELOPMENT: Frank Elliott, Jr.

DIRECTOR OF SALES PROMOTION: W. Thomas Dawson

RESEARCH MANAGER: Robert F. Davis

DIRECTOR OF CLIENT RELATIONS: LAMONT L. THOMPSON

NEW YORK 22: 485 Madison Ave. (Plaza 1-2345).
Eastern Sales Mgr.: Arthur C. Elliot

ATLANTA 8: 805 Peachtree Bldg., N.E. (Trinity 5-6677).
Mgr.: H. H. Holtshouser

CHICAGO 11: 630 N. McClurg Ct. (Whitehall 4-6000).
Midwestern Sales Mgr.: John H. White

DETROIT 2: 932 Fisher Bldg. (Trinity 2-5500).
Mgr.: Howard H. Marsh

LOS ANGELES 28: 1313 N. Vine St. (Olive 1-2345).
Mgr.: Edward A. Larkin

SAN FRANCISCO 5: Palace Hotel. (Yukon 2-7000).
Mgr.: Richard R. Loftus

STATIONS: WBTV, Charlotte; WBBM-TV, Chicago; WBTW, Florence; KGUL-TV, Houston; WJXT, Jacksonville; KNXT, Los Angeles; WXIX, Milwaukee; WCB-TV, New York; WCAU-TV, Philadelphia; KOIN-TV, Portland; KMOX-TV, St. Louis; KSL-TV, Salt Lake City; WTOP-TV, Washington, D. C.

CROSLEY BROADCASTING CORPORATION

PRESIDENT & GENERAL MANAGER: R. E. Dunville

VICE PRESIDENT IN CHARGE OF TV: John T. Murphy

VICE PRESIDENT IN CHARGE OF SALES: H. P. Lasker

NEW YORK 22: 3 E. 54 St. (Plaza 1-5353).

ATLANTA: (Bomar Lowrance & Assoc.) 710 N. Peachtree St., N.E. (Trinity 6-3726).

Mgr.: Bomar Lowrance

CHICAGO 1: 360 N. Michigan Ave. (State 2-6693).

Vice President: Harry Albrecht

CLEVELAND 14: Suite 727, National City East Bldg.

(Main 1-7756). Mgr.: Jim Sefert

DALLAS: (Bomar Lowrance & Assoc.) 1102 Fidelity Union Bldg. (Randolph 8206). Mgr.: Bob Kee

DETROIT 26: (NBC Spot Sales) 1165 Penobscot Bldg. (Woodward 1-1610). Mgr.: Jack Treacy

HOLLYWOOD 28: (NBC Spot Sales) Sunset & Vine Sts.
(Hollywood 9-6161). *Mgr.*: Walter Davison
LOS ANGELES: (Tracy Moore & Assoc.) 6381 Hollywood
Blvd. (Hollywood 2-2351). *Mgr.*: Jerry Moore
SAN FRANCISCO: (NBC Spot Sales) NBC Bldg. (Grey-
stone 4-8700). *Mgr.*: Robert Anderson
SAN FRANCISCO 8: (Tracy Moore & Assoc.) 260 Kearney
St. (Exbrook 2-6444). *Mgr.*: John Funk
STATIONS: WLW-A, Atlanta; WLW-T, Cincinnati;
WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indian-
apolis.

EVERETT-McKINNEY, INC.

PRESIDENT: Max M. Everett
NATIONAL SALES MANAGER: Powell H. Ensign
NEW YORK 17: 40 E. 49 St. (Plaza 3-9332).
EVERLY HILLS: 111 N. La Cienega Blvd. (Olympia
2-1313). *Mgr.*: Lee F. O'Connell
CHICAGO 11: 410 N. Michigan Ave. (Superior 7-9052).
Mgr.: John B. Shelton
SAN FRANCISCO 8: 166 Geary St. (Yukon 6-0621).
Mgr.: Don Pickens
STATIONS: WINR-TV, Binghamton; WCBI-TV, Colum-
bus, Miss.; WDAN-TV, Danville; WHEC-TV & WVET-TV,
Rochester, N. Y.

DRJOE-TV, INC.

PRESIDENT: Joseph Bloom
NEW YORK 36: 580 Fifth Ave. (Judson 6-3100).
ATLANTA 9: 1371 Peachtree St., N. E. (Trinity 5-0404).
Mgr.: Robert W. Jensen
CHICAGO 11: 435 N. Michigan Ave. (Delaware 7-3504).
Mgr.: Robert A. Lazar
LOS ANGELES 48: 451 N. La Cienega Blvd. (Oleander
5-7755). *Mgr.*: Lawrence Krasner
PHILADELPHIA 19: 310 W. Glen Echo Rd. (Chestnut
Hill 7-4510). *Mgr.*: Morton Lowenstein
SAN FRANCISCO 5: 681 Market St. (Sutter 1-7569).
Mgr.: Charles E. Haddix
STATIONS: KVO5-TV, Bellingham; KRTV-TV, Great Falls;
KSHO-TV, Las Vegas; WMUR-TV, Manchester; KMSO-TV,
Missoula.

GILL-PERNA, INC.

PRESIDENT: Helen Gill
EXECUTIVE VICE PRESIDENT: John J. Perna, Jr.
PROMOTION & RESEARCH MANAGER: Richard Mileto
NEW YORK 21: 654 Madison Ave. (Templeton 8-4740).
BOSTON 16: 80 Boylston St. (Liberty 2-6481).
Mgr.: Harry Wheeler
CHICAGO 1: 75 E. Wacker Dr. (Franklin 2-8665).
Mgr.: Walter Beadell
DETROIT 26: 2915 Book Building. (Woodward 2-7022).
Mgr.: Daniel W. Bowen

LOS ANGELES: 730 S. Western Ave. (Dunkirk 7-4388).
Mgr.: Robert W. Walker
SAN FRANCISCO: 57 Post St. (Sutter 1-5568).
Mgr.: Allan S. Young
STATIONS: KOOK-TV, Billings; KXLF-TV, Butte; WTVP,
Decatur, Ill.; WJPB-TV, Fairmont; KWGB-TV, Good-
land, Kan.; KFBB-TV, Great Falls; KID-TV, Idaho
Falls; KWRB-TV, Riverton; WKNX-TV, Saginaw; KLIX-
TV, Twin Falls.

HARRINGTON, RIGHTER & PARSONS, INC.

PRESIDENT: John E. Harrington, Jr.
VICE PRESIDENTS: Volney Righter, James O. Parsons, Jr.
PROMOTION MANAGER: Helen Harney
RESEARCH DIRECTOR: Howard Shepard
NEW YORK 17: 589 Fifth Ave. (Murray Hill 8-7050).
ATLANTA 9: 1430 W. Peachtree St., N. W. (Trinity
5-8458). *Mgr.*: Frank B. Rice
BOSTON 16: 80 Boylston St. (Liberty 2-7537).
Mgr.: Carter Knight
CHICAGO 11: Tribune Tower (Whitehall 4-0510).
VP & Western Sales Mgr.: Carroll Layman
DETROIT 26: Penobscot Bldg. (Woodward 3-0910).
Mgr.: William Snyder
SAN FRANCISCO 4: 235 Montgomery St. (Sutter 1-4125).
Mgr.: Frank Dougherty
STATIONS: WABT, Birmingham; WBEN-TV, Buffalo;
WJR-TV, Flint; WEMY-TV, Greensboro; WTPA, Harris-
burg, Pa.; WTIC-TV, Hartford; WJAC-TV, Johnstown;
WDAF-TV, Kansas City; WHAS-TV, Louisville; WTMJ-
TV, Milwaukee; WMFW, Poland Spring; WRVA-TV,
Richmond; KSLA-TV, Shreveport; WSYR-TV, Syracuse.

HEADLEY-REED TV

CHAIRMAN OF THE BOARD: Frank W. Miller, Sr.
DIRECTOR: Frank W. Miller, Jr.
PRESIDENT: Sterling B. Becson
EXECUTIVE VICE PRESIDENT: John H. Wrath
VICE PRESIDENT & SALES MANAGER: I. N. Hardingham
VICE PRESIDENT: Robert A. Schmid
PROMOTION & RESEARCH MANAGERS: Gene Cioc, Melvin
Trauner

NEW YORK 17: 750 Third Ave., (Yukon 6-5800).
ATLANTA 8: Peachtree St. Bldg. (Trinity 4-2736).
Mgr.: George P. Crumbley, Jr.
CHICAGO 1: 230 N. Michigan Ave. (Franklin 2-4686).
Mgr.: John H. Wrath
HOLLYWOOD 28: Talt Bldg. (Hollywood 4-8248).
Mgr.: N. Arthur Astor
PHILADELPHIA 7: Philadelphia National Bank Bldg.
(Locust 4-6027). *Mgr.*: Robert S. Dome
ST. LOUIS 1: 915 Olive St., Room 1005. (Central 1-9151).
Mgr.: William Shaw
SAN FRANCISCO 4: 110 Sutter St. (Yukon 2-4912).
Mgr.: Fred B. Adair, Jr.

STATIONS: WAIM-TV, Anderson; KFVS-TV, Cape Girardeau; WFRV-TV, Green Bay; WKOW-TV, Madison; WTOK-TV, Meridian; WLFK-TV, Peoria; KOTA-TV, Rapid City; KOLO, Reno; WTVO, Rockford; WBOC-TV, Salisbury; KEY-TV, Santa Barbara; KGUN-TV, Tucson; WITN, Washington, N. C.; WBRE-TV, Wilkes-Barre; WSJS-TV, Winston-Salem; WFMJ-TV, Youngstown.

GEORGE P. HOLLINGBERY COMPANY

CHAIRMAN OF THE BOARD: George P. Hollingbery

VICE CHAIRMAN: F. E. Spencer, Jr.

PRESIDENT OF THE TV DIVISION: H. H. Wise, Jr.

SALES DEVELOPMENT DIRECTOR: E. R. Eadeh

NEW YORK 36: 500 Fifth Ave. (Oxford 5-5560).

Mgr.: F. E. Spencer, Jr.

ATLANTA 3: 134 Peachtree St., N. W. (Jackson 4-5710).

Mgr.: Richard N. Hunter

CHICAGO 1: 307 N. Michigan Ave. (Dearborn 2-6060).

Mgr.: George P. Hollingbery

DETROIT 26: Guardian Bldg. (Woodward 1-3555).

Mgr.: Joseph D. Payne

LOS ANGELES 13: 3325 Wilshire Blvd. (Dunkirk 5-2071).

Mgr.: Roy E. Edwards, Jr.

SAN FRANCISCO 4: 417 Montgomery St. (Douglas 2-2541)

Mgr.: George E. Lindman

SEATTLE 1: Tower Bldg. (Main 3-1868).

Mgr.: Hugh Feltis

STATIONS: WJBF, Augusta; WABI-TV, Bangor; WBRZ-TV, Baton Rouge; WWTW, Cadillac; WCIA, Champaign; KFBC-TV, Cheyenne (and satellite KSTF, Scottsbluff); WRBL-TV, Columbus, Ga.; WHIO-TV, Dayton; WEAU-TV, Eau Claire; KTSM-TV, El Paso; KVAL-TV, Eugene (and satellite KPIC-TV, Roseburg, Ore.); KVIQ, Eureka; WTVW, Evansville; WNCT, Greenville, N. C.; KTRK-TV, Houston; WLBT, Jackson, Miss.; WLVA-TV, Lynchburg-Roanoke; WMBV, Marinette-Green Bay; KTVO, Ottumwa; WJDM-TV, Panama City; WEAR-TV, Pensacola; KOOL-TV, Phoenix; WAGM-TV, Presque Isle; KVIP-TV, Redding; KTVW, Seattle-Tacoma; KTIV, Sioux City; WSPA-TV, Spartanburg; WWLP, Springfield-Holyoke (and satellite WRLP, Greenfield); KYTV, Springfield, Mo.; KOLD-TV, Tucson; WTRF-TV, Wheeling; KIVA, Yuma.

HAL HOLMAN COMPANY

PRESIDENT: Hal Holman

NEW YORK 17: 366 Madison Ave. Murray Hill (7-5365).

Mgr.: Ed Devney

CHICAGO 1: 64 E. Lake St. (Franklin 2-0016).

Mgr.: Hal Holman

LOS ANGELES 28: 6381 Hollywood Blvd. (Hollywood 2-2351). *Mgr.*: Tracy Moore

SAN FRANCISCO 8: 260 Kearney St. (Exbrook 2-6444).

Mgr.: John Funk

STATIONS: WBBG-TV, Sheboygan; KBIX-TV, Dickinson; KREX-TV, Grand Junction; KAYS-TV, Hays; WLBC-TV, Muncie; KNOP-TV, North Platte; WPBN-TV, Traverse City.

H-R TELEVISION, INC.

PRESIDENT: Frank M. Headley

VICE PRESIDENT (Chicago): Dwight S. Reed

VICE PRESIDENT: Frank E. Pellegrin

DIRECTOR OF RESEARCH: Avery Gibson

DIRECTOR OF PROMOTION: Donald G. Softness

NEW YORK 22: 375 Park Avenue. (Plaza 9-6800).

ATLANTA 9: 1182 W. Peachtree St., N. W. (Trinity 5-9539). *Mgr.*: William McRae

CHICAGO 1: 35 E. Wacker Dr. (Financial 6-6440).

Mgr.: Dwight S. Reed

DALLAS 2: 416 Rio Grande National Bldg. (Riverside 2-5148). *Mgr.*: Clarke R. Brown

DETROIT 26: 1065 Penobscot Bldg. (Woodward 1-4148).

Mgr.: Andrew M. Gent

HOLLYWOOD 28: Equitable Bldg. (Hollywood 2-6453).

Mgr.: Harold Lindley

HOUSTON 6: 3520 Montrose Blvd. (Jackson 8-1601).

Mgr.: Jack Eisele

NEW ORLEANS: 910 Royal St. (Jackson 2-3917)

Mgr.: Thomas J. Craig

SAN FRANCISCO: 155 Montgomery St. (Yukon 2-5837).

Mgr.: Hal Chase

STATIONS: WOI-TV, Ames; WNAC-TV, Boston; WSOC-TV, Charlotte; WRGP-TV, Chattanooga; KOMU-TV, Columbia, Mo.; WRJC-TV, Ft. Wayne; KJEO-TV, Fresno; KGBT-TV, Harlingen; WKBT, La Crosse; WIMA-TV, Lima; KHJ-TV, Los Angeles; WHBQ-TV, Memphis; WALA-TV, Mobile; KNOE-TV, Monroe; WSIX-TV, Nashville; WOR-TV, New York (regional only); KETV, Omaha; WAVY-TV, Portsmouth; WRAL-TV, Raleigh; WREX-TV, Rockford; KBET-TV, Sacramento; KEBW-TV, Salinas-Monterey; KONO-TV, San Antonio; KTVU, San Francisco; WDAU-TV, Scranton; KELO-TV, Sioux Falls; WSJV-TV, South Bend; KLTW, Tyler; WMAL-TV, Washington, D. C.

THE KATZ AGENCY, INC.

PRESIDENT: Eugene Katz

VICE PRESIDENT, CLIENT RELATIONS: Edward Codel

VICE PRESIDENT, TV SALES: Scott Donahue, Jr.

VICE PRESIDENT, RESEARCH & PROMOTION:
Daniel Denenholz

NEW YORK 19: 666 Fifth Avenue. (Judson 2-9200).

ATLANTA 3: 1321 Fulton Bank Bldg. (Jackson 5-1637)

Mgr.: Keith Byerly

CHICAGO 1: Prudential Plaza. (Mohawk 4-7150).

Mgr.: Roy Miller, VP; *TV Sales*: William Joyce VI

DALLAS 1: 2006 Bryan St. (Riverside 1-4036).

Mgr.: David Rutledge

DETROIT 26: Penobscot Bldg. (Woodward 3-8420).

Mgr.: Arthur J. Underwood, Jr.

LOS ANGELES 5: 3325 Wilshire Blvd. (Dunkirk 5-6284)

Mgr.: Richard Hasbrook

ST. LOUIS 1: 915 Olive Street. (Central 1-1868).

Mgr.: Alan T. Axtell

SAN FRANCISCO 4: Russ Bldg. (Douglas 2-7628).

Mgr.: Stanley J. Reulman

STATIONS: KGNC-TV, Amarillo; WAGA-TV, Atlanta; WMAR-TV, Baltimore; WBRC-TV, Birmingham; WHIS-TV, Bluefield; WMT-TV, Cedar Rapids; WKRC-TV, Cincinnati; WJW-TV, Cleveland; WTVN-TV, Columbus, Ohio; KLZ-TV, Denver; KRNT-TV, Des Moines; WJBK-TV, Detroit; KMJ-TV, Fresno; WOOD-TV, Grand Rapids; WSAZ-TV, Huntington, W. Va.; WFBM-TV, Indianapolis; WJTV, Jackson, Miss.; KCMO-TV, Kansas City; WBIR-TV, Knoxville; KABC-TV, Los Angeles; WREC-TV, Memphis; WTCN-TV, Minneapolis-St. Paul; WSAF-TV, Montgomery; WLAC-TV, Nashville; WWL-TV, New Orleans; WNTA-TV, New York; WKY-TV, Oklahoma City; KPHO-TV, Phoenix; KOAM-TV, Pittsburg, Kans.; WTAE, Pittsburgh, Pa.; KPTV, Portland, Ore.; KTVT, Salt Lake City; KFSD-TV, San Diego; KPX, San Francisco; KOMO-TV, Seattle; KVTU, Sioux City; KHQ-TV, Spokane; WHEN-TV, Syracuse; WTVT, Tampa; WSPD-TV, Toledo; KAKE-TV, Wichita.

CK MASLA & CO. INC.

PRESIDENT: Jack Masla
PROGRAM DIRECTOR: Dick Laurance
NEW YORK: 40 East 49 St. (Plaza 3-8571).
BEVERLY HILLS: 111 N. LaCienega Blvd. (Olympia 2-1313).
Mgr.: Lee O'Connell
CHICAGO: 435 N. Michigan Ave. (Superior 7-6048).
Mgr.: Clem G. O'Neill
SAN FRANCISCO: 166 Geary St. (Yukon 6-0621).
Mgr.: Don R. Pickens
STATIONS: WSML-TV, Decatur; WTVV, Tupelo; WSBA-TV, York.

McGAVREN-QUINN CORPORATION

PRESIDENT: Daren F. McGavren
EXECUTIVE VICE-PRESIDENT: Donald J. Quinn
VICE-PRESIDENT, SALES: Ralph Guild
DIRECTOR OF SALES DEVELOPMENT: Robert E. Galen
NEW YORK: 60 East 56 Street (Plaza 1-4650).
CHICAGO: 35 East Wacker Drive (Franklin 2-1370).
Mgr.: William T. Heaton
DETROIT: 2338 Dime Bldg. (Woodward 1-1675).
Mgr.: Wendell Parmelee
LOS ANGELES: 1741 Ivar Avenue (Hollywood 4-6146).
Mgr.: Walter B. Lake
SAN FRANCISCO: 110 Sutter Street. (Yukon 6-4112)
President: Daren F. McGavren
SEATTLE: 101 Jones Bldg. (Main 4-8133).
Mgr.: Fred Seigner

STATIONS: WAKR, Akron; KCIX-TV, Nampa-Boise; WXEX-TV, Petersburg-Richmond; WATR, Waterbury.

THE MEEKER COMPANY, INC.

PRESIDENT: Robert D. C. Meeker
VICE PRESIDENT, TELEVISION: Edgar B. Filion

PROMOTION DIRECTOR: Vic Piano
RESEARCH DIRECTOR: Mimi von Zelowitz
NEW YORK 17: 521 Fifth Ave. (Murray Hill 2-2170).
Eastern Sales Mgr.: Charles Standard
CHICAGO 1: 333 N. Michigan Ave. (Central 6-1742).
VP of Midwest Operations: Carl F. J. Jewett
LANCASTER 8: W. King St. (Express 7-5251).
Mgr.: Dick Sheetz
LOS ANGELES 28: 6362 Hollywood Blvd. (Hollywood 2-6501).
Mgr.: Don Palmer
SAN FRANCISCO 4: 928 Russ Bldg. (Yukon 6-4940).
West Coast Mgr.: Don Pontius

STATIONS: WTTV, Bloomington, Ind.; KTWO, Casper; WTVC-TV, Chattanooga; KHOL-TV, Kearney (and satellite KHPL-TV, Hayes Center); WGAL-TV, Lancaster; KRSD-TV, Rapid City; KROC-TV, Rochester, Minn.; KSWB-TV, Roswell; WSAU-TV, Wausau.

NBC SPOT SALES

DIRECTOR: Richard H. Close
DIRECTOR OF TELEVISION SALES: Edwin T. Jameson
DIRECTOR OF NEW BUSINESS & PROMOTION: Mort Gaffin
ADVERTISING & PROMOTION MANAGER: Wilbur Fromm
SALES DEVELOPMENT & RESEARCH MANAGER: Daniel Lissance
NEW YORK 20: 30 Rockefeller Plaza (Circle 7-8300).
ATLANTA: (Bomar Lowrance & Assoc.) 710 Peachtree St. N. E. (Trinity 6-3726).
Mgr.: Bomar Lowrance
CHICAGO: Merchandise Mart. (Superior 7-8300).
Central Division Mgr.: John Mulholland
DALLAS: (Bomar Lowrance & Assoc.) Fidelity Union Life Bldg. (Riverside 2-8206).
Mgr.: Robert Keefe
DETROIT: 1165 Penobscot Bldg. (Woodward 1-1610).
Mgr.: John C. Treacy
HOLLYWOOD: Sunset & Vine. (Hollywood 9-6161).
Western Division Mgr.: Walter Davison
SAN FRANCISCO: Taylor & O'Farrell Sts. (Graystone 4-8700).

STATIONS: WNBQ, Chicago; KOA-TV, Denver; KONA-TV, Honolulu; KRCA, Los Angeles; WAVE-TV, Louisville; WKBT, Miami; WNBC, New Britain; WRCA-TV, New York; WRCV-TV, Philadelphia; KSD-TV, St. Louis; WRGB, Schenectady; KOMO-TV, Seattle; WRC-TV, Washington, D. C.

JOHN E. PEARSON TELEVISION

PRESIDENT: John E. Pearson
VICE PRESIDENT: Russel Walker
NEW YORK 22: 405 Park Ave. (Plaza 1-3366).
ATLANTA: 508 Glenn Bldg. (Jackson 5-2192).
Vice President: Robert M. Baird

CHICAGO 1: 333 N. Michigan Ave. (State 2-7494).
Vice President: Jim Bowden
 DALLAS 1: Fidelity Union Life Bldg. (Riverside 7-3723).
Mgr.: Ralph Widman
 DES MOINES 9: 432 Des Moines Bldg. (Cherry 4-7143).
Mgr.: Frank Frost
 LOS ANGELES 5: 3242 W. Eight St. (Dunkirk 5-5084).
Mgr.: Clark N. Barnes
 SAN FRANCISCO 4: 58 Sutter St. (Douglas 2-7159).
Mgr.: John Palmer

STATIONS: KXFF, Ardmore; KRDO-TV, Colorado Springs; KQIV, Fort Dodge; WDAM-TV, Hattiesburg; WJHL-TV, Johnson City; WTVK, Knoxville, KTAG-TV, Lake Charles; KSWO-TV, Lawton; WOAY-TV, Oak Hill; WPSD-TV, Paducah; WTAP, Parkersburg; KCSJ-TV, Pueblo; KDRO-TV, Sedalia; WHIZ-TV, Zanesville.

PETERS, GRIFFIN, WOODWARD, INC.

PRESIDENT: H. Preston Peters
 EXECUTIVE VICE PRESIDENT: Russel Woodward
 VP-DIRECTOR OF TV: Lloyd Griffin
 VP-TV SALES DEVELOPMENT: George C. Castleman
 VP-SALES: John B. Sias
 ASST. VP-MGR. TV PROMOTION: Lon A. King

NEW YORK 17: 250 Park Ave. (Yukon 6-7900).
 ATLANTA 3: Glenn Bldg. (Murray 8-5667).
Sales Mgr.: William J. Stubbs.
 CHICAGO 1: Prudential Plaza. (Franklin 2-6373).
VP-Midwest Sales Mgr.: William J. Tynan; *VP:*
 John A. Cory
 DALLAS 1: 335 Merchandise Mart. (Riverside 7-2398).
Sales Mgr.: W. Hal Thompson
 DETROIT 26: Penobscot Building (Woodward 1-4255).
Sales Mgr.: Louis J. Hummel, Jr.
 FORT WORTH 2: 406 W. Seventh St. (Edison 6-3349).
Sales Mgr.: W. Hal Thompson
 HOLLYWOOD 28: 1750 N. Vine Street. (Hollywood 9-1688).
Sales Mgr.: John P. Haskell
 SAN FRANCISCO 4: Russ Bldg. (Yukon 2-9188).
Sales Mgr.: Joseph L. Scanlan

STATIONS: WLOS-TV, Asheville-Greenville-Spartanburg; KFDM-TV, Beaumont; KBOI-TV, Boise; WBZ-TV, Boston; WGR-TV, Buffalo; WCSC-TV, Charleston, S.C.; KYW-TV, Cleveland; WIS-TV, Columbia, S. C.; KRIS-TV, Corpus Christi; WOC-TV, Davenport; KBTU, Denver; WHO-TV, Des Moines, WWJ-TV, Detroit; WDSM-TV, Duluth-Superior; WDAY-TV, Fargo; WBAP-TV, Fort Worth-Dallas; WSWA-TV, Harrisonburg, Va.; KGMB-TV, Honolulu (KMAU-KHBC-TV); WFGA-TV, Jacksonville; KMBC-TV, Kansas City; WJIM-TV, Lansing; KTLA, Los Angeles; WISC-TV, Madison; WTVJ, Miami; WCCO-TV, Minneapolis-St. Paul; WPIX, New York; WMBD-TV, Peoria; KDKA-TV, Pittsburgh; WDBJ-TV, Roanoke; WROC-TV, Rochester, N.Y.; KENS-TV, San Antonio; KRON-TV, San Francisco; KIRO-TV, Seattle-Tacoma; WTTG, Washington, D.C.

EDWARD PETRY & CO., INC.

CHAIRMAN OF THE BOARD: Edward Petry
 PRESIDENT: Edward E. Voynow
 EXECUTIVE VICE PRESIDENT: Martin L. Nierman
 VP & ASSISTANT TO CHAIRMAN: Ernest Lee Jahncke
 PROMOTION MANAGER: Robert L. Hutton, Jr.
 RESEARCH DIRECTOR: George Johannessen
 MARKETING DIRECTOR: William B. Rohn

NEW YORK 22: 3 East 54 St. (Murray Hill 8-0200).
 ATLANTA 3: 101 Marietta St. Bldg. (Jackson 4-8861).
Mgr.: Richard W. Hughes
 BOSTON 16: 801 Statler Bldg. (Hubbard 2-6440).
Mgr.: William D. Walsh
 CHICAGO 11: 400 N. Michigan Ave. (Whitehall 4-0011).
Mgr.: Louis A. Smith
 DALLAS 2: 211 N. Erney St. (Riverside 1-9454).
Mgr.: Hugh O. Kerwin
 DETROIT 26: 645 Griswold St. (Woodward 3-0125).
Mgr.: Bruce C. Mayer
 LOS ANGELES 14: 530 W. Sixth St. (Madison 3-3171).
Mgr.: Bill Larimer
 ST. LOUIS: 915 Olive St. (Chestnut 1-7191).
Mgr.: Fred Johnson
 SAN FRANCISCO 4: Russ Bldg. (Yukon 2-3631).
Mgr.: George Ledell

STATIONS: KOB-TV, Albuquerque; WSB-TV, Atlanta; KERO-TV, Bakersfield; WBAL-TV, Baltimore; WNEM-TV, Bay City-Flint-Saginaw; WGN-TV, Chicago; WFAA-TV, Dallas; WTVD, Durham-Raleigh; WANE-TV, Fort Wayne; KPRC-TV, Houston; WHTN-TV, Huntington; KARK-TV, Little Rock; KCOP, Los Angeles; WPST-TV, Miami; WISN-TV, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WTAR-TV, Norfolk; KWTU, Oklahoma City; KMTV, Omaha; WTVH, Peoria; WJAR-TV, Providence; KCRA-TV, Sacramento; WOAI-TV, San Antonio; KFMB-TV, San Diego; KTBS-TV, Shreveport; WNDU-TV, South Bend; KREM-TV, Spokane; KOTV, Tulsa; KARD-TV, Wichita.

RAMBEAU, VANCE, HOPPLE, INC.

PRESIDENT: Robert R. Vance, Jr.
 NEW YORK 17: 405 Lexington Avenue (Oxford 7-0890).
Natl Sales Mgr.: Don Waterbury
 ATLANTA: 1371 Peachtree St., N. E. (Trinity 5-0404).
Mgr.: Bernard Ochs
 CHICAGO 1: 185 N. Wabash Avenue (Andover 3-5566).
Mgr.: Mary Rudd
 LOS ANGELES 28: 1350 N. Highland St. (Hollywood 4-6017).
Mgr.: James Lucas
 SAN FRANCISCO: 2449 Larkin Street (Prospect 5-2725).
Mgr.: Frank T. Crennan

STATIONS: KNOX-TV, Grand Forks; WFAM-TV, Lafayette, Ind.

PUL H. RAYMER COMPANY, INC.

PRESIDENT: Paul H. Raymer

VICE PRESIDENT: Stuart M. Kelly

PROMOTION & RESEARCH: Mitchell B. Degroot

NEW YORK 22: 444 Madison Avenue. (Plaza 9-5570).

ATLANTA 3: Glenn Bldg. (Jackson 5-6508).

Mgr.: Edward D. Brandt

CHICAGO 11: 435 N. Michigan Ave. (Superior 7-4173).

Exec. VP: Fred C. Brokaw; VP & Sales Mgr.:
Clay E. ForkerDALLAS 1: 1006 Mercantile Securities Bldg. (Riverside
1-5663).

Mgr.: John H. Hicks, Jr.

DETROIT 26: 2949 Penobscot Bldg. (Woodward 3-0764).

Mgr.: Robert B. Rains

HOLLYWOOD 28: 1680 Vine St. (Hollywood 2-2376).

Mgr.: John D. Gale

SAN FRANCISCO 4: 2613 Russ Bldg. (Douglas 2-8909).

VP & Mgr.: L. Ray Rhodes

STATIONS: KRBC-TV, Abilene; KTBC-TV, Austin; KPAC-TV, Beaumont; KBTX-TV, Bryan; WNOK-TV, Columbia, S. C.; WFIE-TV, Evansville; KCBD-TV, Lubbock; KFOR, Salt Lake City; WSBT-TV, South Bend; KWTX-TV, Waco; KRGV-TV, Weslaco; KFDX-TV, Wichita Falls; WKBN-TV, Youngstown.

TELEVISION ADVERTISING REPRESENTATIVES, INC.

Westinghouse Broadcasting Co., Inc.)

GENERAL MANAGER: Larry H. Israel

DIRECTOR OF MARKETING & RESEARCH: Robert M. Hoffman

EASTERN SALES MANAGER: Jack Mohler

NEW YORK 22: 666 Fifth Avenue.

STATIONS (Effective July 1, 1959): wjz-TV, Baltimore; WBZ-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; KPIX, San Francisco.

VENARD, RINTOUL & McCONNELL, INC.

PRESIDENT: Lloyd George Venard

VICE PRESIDENTS: Stephen R. Rintoul, James V. McConnell

NEW YORK 17: 579 Fifth Avenue (Murray Hill 8-1088).

CHICAGO 1: 35 East Wacker Drive. (State 2-5260).

Vice President: Howard B. Meyers

DALLAS 1: 1915 Elm Street. (Riverside 8-5239).

Mgr.: Clyde B. Melville

DETROIT 26: 808 Penobscot Bldg. (Woodward 3-4075).

Mgr.: James A. Brown, Jr.

LOS ANGELES 57: 1901 West 8th Street. (Dunkirk 8-4151).

Mgr.: Peter Schulz

SAN FRANCISCO 4: 85 Post Street. (Garfield 1-7950).

Mgr.: Duncan A. Scott

STATIONS: KTEN-TV, Ada; WAST-TV, Albany-Schenectady-Troy; WALB-TV, Albany, Ga.; WLBZ-TV, Bangor, Me.; KNAC-TV, Fort Smith; WDXI-TV, Jackson, Tenn.; WILX-TV, Lansing; KGNS-TV, Laredo; KTRE-TV, Lufkin; KMDI-TV, Midland; KCTV, San Angelo; WSUN-TV, Tampa-St. Petersburg; KCMC-TV, Texarkana.

THE WALKER RAWALT CO.

PRESIDENT: J. Wythe Walker

VICE PRESIDENT: C. Otis Rawalt

NEW YORK: 347 Madison Ave. (Murray Hill 3-5830).

ATLANTA: Mortgage Guarantee Bldg. (Jackson 5-7811).

Mgr.: Clayton Cosse

BOSTON: 100 Boylston St. (Hubbard 2-4370).

Mgr.: George Bingham

CHICAGO 1: 350 N. Michigan Ave. (Andover 3-5771).

Mgr.: N. J. Cavanagh

LOS ANGELES 5: 672 S. Lafayette Park Pl. (Dunkirk
2-3200).

Mgr.: Harlan Oakes

SAN FRANCISCO: 110 Sutter St. (Yukon 6-5820).

Mgr.: William Gillmore

STATIONS: KXLF-TV, Butte; KSPR-TV, Casper; WSIL-TV, Harrisburg, Ill.

WEED TELEVISION CORPORATION

PRESIDENT: Joseph J. Weed

VICE PRESIDENT: Edwin J. Fitzsimmons

EASTERN DIVISION SALES MANAGER: Bates Halsey

SALES PROMOTION & RESEARCH: Winifred Schaefer

NEW YORK 17: 579 Fifth Ave. (Plaza 9-4700).

ATLANTA 3: 501 Glenn Bldg. (Jackson 3-4081).

Mgr.: Melville Whitmir

BOSTON 16: Statler Bldg. (Hubbard 2-5677).

Mgr.: Robert R. Reardon

CHICAGO 1: Prudential Bldg. (Whitchall 4-3430).

Mgr.: Cornelius C. Weed

DETROIT 26: 1610 Book Bldg. (Woodward 1-2685).

Mgr.: Bernard P. Pearse

HOLLYWOOD 28: 6331 Hollywood Blvd. (Hollywood
4-2066).

Mgr.: Edward Metcalf

SAN FRANCISCO: 625 Market St. (Douglas 2-1451).

Mgr. Boyd Rippey

STATIONS: KALB-TV, Alexandria; KBAK-TV, Bakersfield; KBMB-TV, Bismarck; WCYB-TV, Bristol; WCAX-TV, Burlington; WCNY-TV, Carthage; KCRG-TV, Cedar Rapids; WUSN-TV, Charleston, S. C.; KTVE, El Dorado, Ark.; WBAY-TV, Green Bay; WFBC-TV, Greenville, S. C.; KHQA-TV, Hannibal; KHAS-TV, Hastings; WARD-TV, Johnstown; KPLC-TV, Lake Charles; KLAS-TV, Las Vegas; WDMJ-TV, Marquette; KGLO-TV, Mason City; KCJB-TV, Minot; WJMR-TV, New Orleans; WABD, New York; WSSH-TV, Portland, Me.; KTTS-TV,

Springfield, Mo.: KTNT-TV, Tacoma; KXJB-TV, Valley City; WTTG, Washington, D. C.; WEAT-TV, West Palm Beach; WECT, Wilmington, N. C.; KIMA-TV, Yakima (and satellites KLEW-TV, Lewiston, Ida., and KEPR-TV, Pasco).

YOUNG TELEVISION CORPORATION

PRESIDENT: Adam Young

EXECUTIVE VICE-PRESIDENT: James F. O'Grady, Jr.

VP IN CHARGE OF ADVERTISING & RESEARCH:
Frank G. Boehm

NEW YORK 22: 3 E. 54th St. (Plaza 1-1848).

Eastern Sales Mgr.: Harold M. Parks

ATLANTA: 1182 W. Peachtree St. (Trinity 3-2564).

Mgr.: Charles E. Trainor

CHICAGO 1: Prudential Plaza (Michigan 2-6190).

Mgr.: Richard J. Kelliher

DETROIT 26: 2940 Book Bldg. (Woodward 3-6919).

Mgr.: R. John Stella

LOS ANGELES 28: 6331 Hollywood Blvd. (Hollywood 2-2289).

Mgr.: William L. Wallace

ST. LOUIS 23: 317 N. Eleventh (Main 1-5020).

Mgr.: John B. Hetherington

SAN FRANCISCO 4: Russ Bldg. (Yukon 6-6769).

Mgr.: Frank A. Waters

STATIONS: KGHL-TV, Billings; WTVM, Columbus; CKLW-TV, Detroit; KERP-TV, El Paso; WSFE-TV, Erie; WEHT-TV, Evansville; WPTA-TV, Fort Wayne; WHCT-TV, Hartford; KHVH-TV, Honolulu; WKYT-TV, Lexington; WCOV-TV, Montgomery; WLOF-TV, Orlando; WGEM-TV, Quincy; WICS, Springfield, Ill.

NETWORKS

AMERICAN BROADCASTING COMPANY

Division of American Broadcasting—Paramount Theatres, Inc.

7 West 66 Street, New York 23, N.Y.,
Susquehanna 7-5000

PRESIDENT OF AB-PT:
Leonard H. Goldenson

FINANCE, PERSONNEL & GENERAL SERVICES:
Simon B. Siegel, Financial VP of
AB-PT & VP & Treasurer of ABC
Stephen Riddleberger, Assistant
Treasurer of AB-PT & VP &
Comptroller of ABC

ABC Television Network

PRESIDENT:
Oliver Treyz
Michael J. Minahan, Administrative
Officer

ENGINEERING:
Frank Marx, VP

LEGAL:
Mortimer Weinbach, VP & General
Counsel
Omar Elder, Secretary & Assistant
General Counsel
Richard L. Freund, Director of
Labor Relations

CONTINUITY ACCEPTANCE:
Grace Johnsen, Director

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John Daly, VP in charge
Francis L. Littlejohn, Director of
News & Public Affairs
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Events & Operations
William A. Whitehouse, Director of
Sports

ADVERTISING:
Dean Linger, Director

PRESS INFORMATION:
Michael J. Foster, VP
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Press Information

PROGRAMMING:
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TV Program
Theodore H. Fetter, VP & Program
Director
Armand Grant, Director of
Daytime Programs
John B. Green, Network Exec.
Producer
Frederick P. Laffey, Business
Manager & Budget Officer
Leonard Maskin, Administrative
Manager, Pgm Dept., TV Network
Daniel Melnick, Program
Development Manager
William Seaman, Program
Production Manager
Thomas DeVito, Program Service
Manager

RESEARCH & SALES DEVELOPMENT:
Julius Barnathan, Director of
Research

Bert Briller, Director of Sales
Development

SALES:
William Mullen, VP in charge of
TV Network Sales
Donald Coyle, VP & General Sales
Mgr.
Slocum Chapin, VP for Western
Division, TV Network Sales
Henry T. Hede, Administrative
Manager
Charles Ayres, Eastern Sales Manager

PRODUCTION SERVICES:
James McNaughton, Executive
Director, TV Network
Bernard Paulson, Director of
Production Services
John Kneeshaw, Business Manager

STATION CLEARANCE:
Donald S. Shaw, Director

STATION RELATIONS:
Alfred Beckman, VP in charge
Ralph Hatcher, Mgr. of Station
Relations

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charge of Western Division
Earl Hudson, VP
Thomas Velotta, VP
SAN FRANCISCO: John H. Mitchell, VP
in charge
WASHINGTON: Robert H. Hinckley, VP
in charge

ABC OWNED STATIONS

ABC-TV, Hollywood: Selig J. Seligman, VP
ABC-TV, New York: Joseph Stamler, VP & General Manager
WKB-TV, Chicago: Sterling C. Quinlan, VP; James Beach, VP; Mathew Vieracker, General Manager
WXYZ-TV, Detroit: John Piral, VP
 Ivey Riddleberger, VP in charge of ABC & O TV Stations

ABC Films, Inc.

Henry Plitt, President
 Phil Williams, VP in charge of Syndicated Sales
 Richard P. Morgan, VP in charge of Operations
 Ann B. Burns, VP in charge of National Sales
 William L. Clark, VP in charge of Western Division Sales & Operations
 Le Francis, Advertising & Promotion Manager

COLUMBIA BROADCASTING SYSTEM, INC.

45 Madison Ave., New York 22, New York (Plaza 1-2345)

CHAIRMAN OF THE BOARD:

William S. Paley

PRESIDENT:

Frank Stanton

VICE PRESIDENTS:

James T. Aubrey, Jr.
 Henry C. Bonfig
 Arthur L. Chapman
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 Lewis Gordon
 Arthur Hull Hayes
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 Goddard Lieberson
 Lawrence W. Lowman
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 John Cowden, V.P., Sales Promotion & Advertising
 Thomas Means, Director, Sales Promotion & Advertising

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 John Howell, V.P. & Sales Manager
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30 Rockefeller Plaza, New York 20,
N.Y., Circle 7-8300

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NBC SPOT SALES**

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Morton Gaffin, Director, New
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Wilbur Fromm, Advertising &
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son, V.P. & General Manager

WRCV-TV, Philadelphia: Ray Welpott,
V.P. & General Manager

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Lester Bernstein, Director,
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ADVERTISING:

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Owned Stations & Spot Sales

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LIVE OPERATIONS:

Anthony Hennig, Director

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Charles Abry, General Sales
Executive

Raymond F. Eichman, Director, Sal
Presentations & Promotion

Stephen Flynn, Director of
Television Sales Services

Richard L. Linkroum, Director of
Special Program Sales

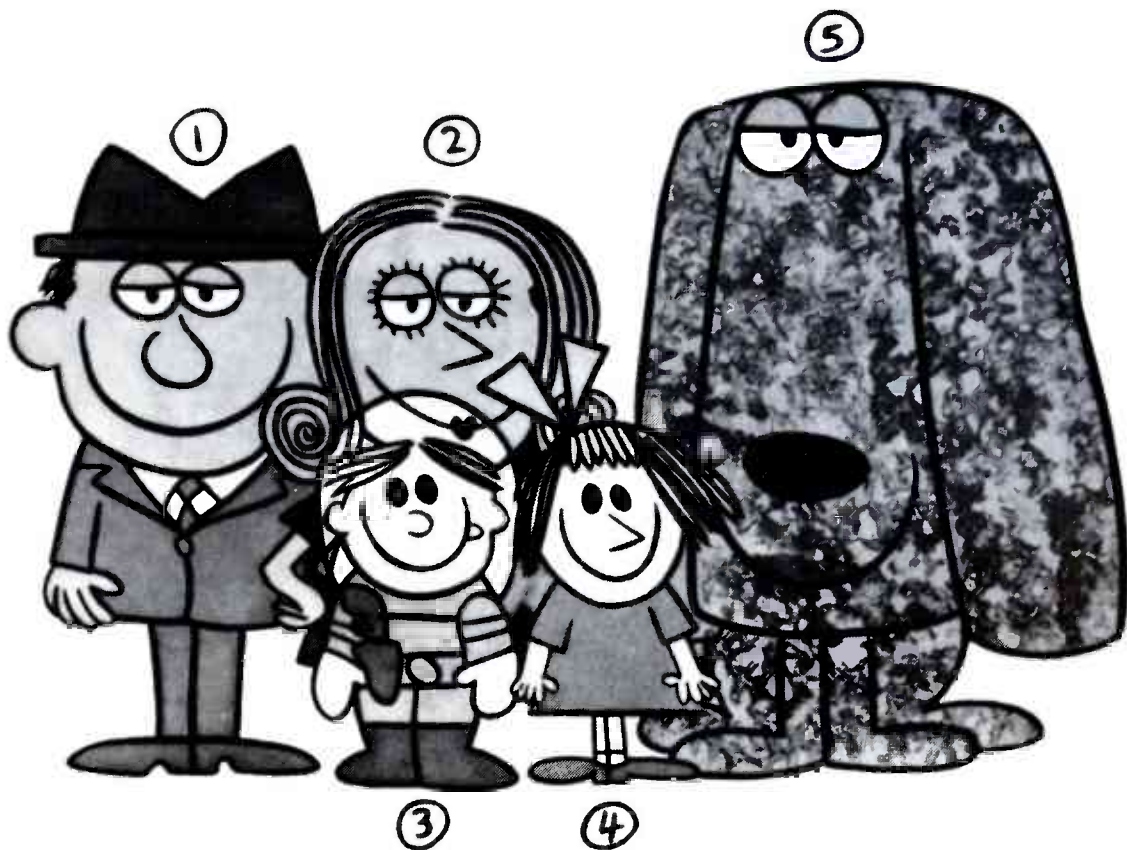
Robert F. McFadyen, Director of T
Sales Development

Dean Shaffner, Director of Sales
Planning

PACIFIC DIVISION:

John K. West, V.P.

Alan W. Livingston, V.P., TV
Network Programs



This is Wilmer Finchley (1) average American,
 his average wife (2) his two average children (3) & (4)
 his larger than average dog (5)

Multiplied by your latest circulation figures, they make up your ever-loyal audience. They watch you hour by hour, day by day, night after night. If they weren't there, you'd miss them terribly. So would your sponsors.

Cancer will strike 2 out of 3 of such families. But many cancers are curable if detected in time. As a matter of fact, today 1 out of 3 cancer patients is being saved. An annual health checkup is the best way to discover cancer early.

Many people are in the dark about this. You must open their eyes. You owe it to them out of simple humanity. And because of their loyalty to you and because you're the most effective *eye-opener* in your community, let us help you help them.

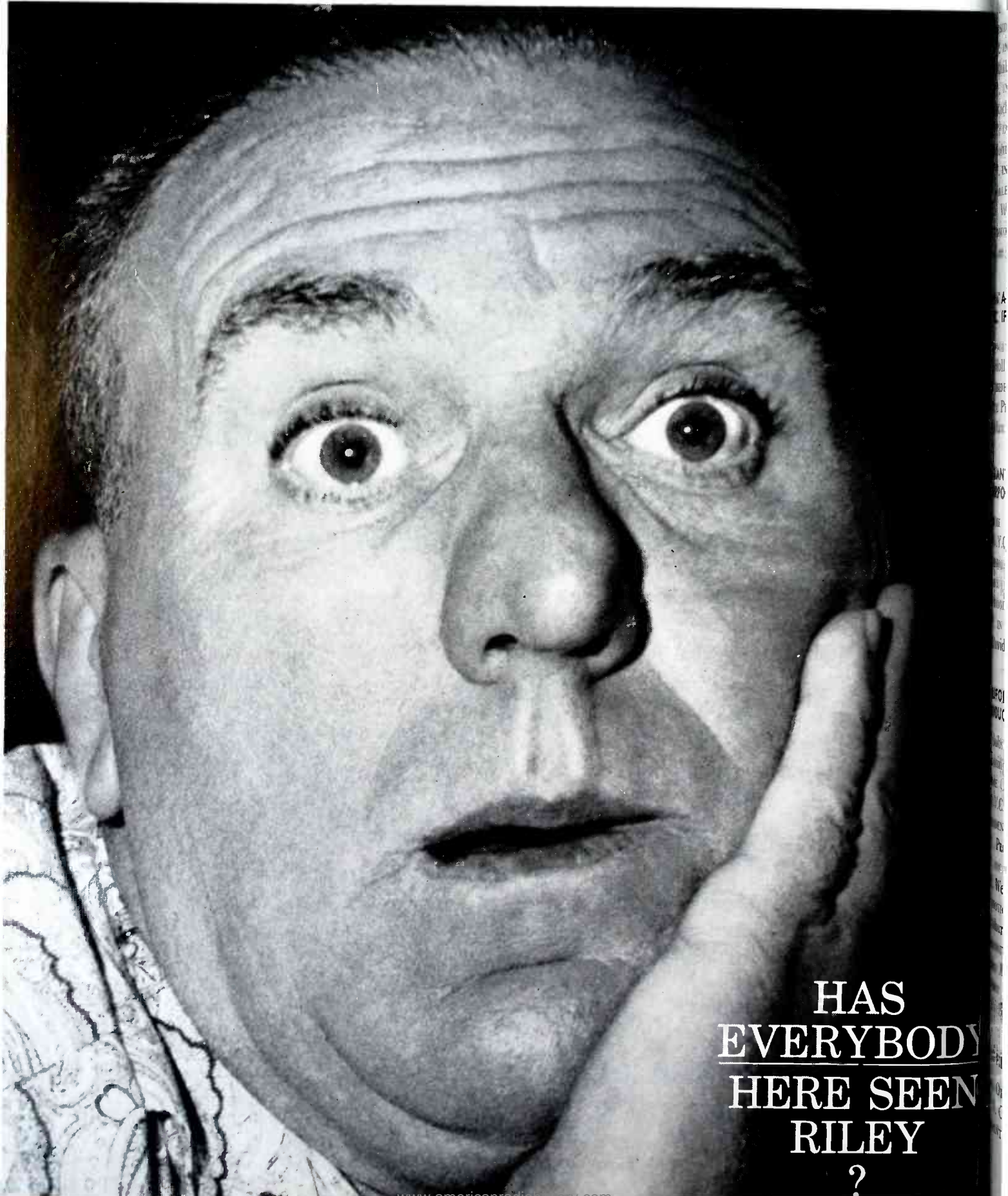
When the local representative of the American Cancer Society calls on you, open your door. Look at the radio and television materials—the "Finchley family" and others—he is prepared to supply. Open your hearts. Help open the eyes of your loyal viewers. Arm them with information in their fight against cancer.

air time
 Give to the American Cancer Society



Judging from the impact CNP's **LIFE OF RILEY** is making throughout the land as a syndicated strip there can't be many citizens left who haven't laid laughing eyes on that amiable clown. Like, say, Detroit — over a million home impressions per week — Number One half-hour adult strip series in the market. Likewise in Philadelphia with 963,000 home impressions weekly, and in Houston with 387,512 home impressions a week. ■ Since millions watch **RILEY** *wherever* it's telecast, what a dandy place to put your sales message *wherever* you want to advertise.

NBC TELEVISION FILMS — A DIVISION OF
CNP
CALIFORNIA NATIONAL PRODUCTIONS, INC.



**HAS
EVERYBODY
HERE SEEN
RILEY**

?

SYNDICATED AND FEATURE FILM DISTRIBUTORS

AMERICAN FILMS, INC. (S) (F)

Wholly Owned Subsidiary of American
Broadcasting-Paramount
Theaters

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5, Lackawanna 4-5050

PRESIDENT: Henry Plitt

IN CHARGE OF SYNDICATED SALES:

Phil Williams

IN CHARGE OF OPERATIONS:

Richard P. Morgan

IN CHARGE OF NATIONAL SALES:

John B. Burns

IN CHARGE OF WESTERN DIVISION

SALES AND OPERATIONS:

William L. Clark

PROMOTION MANAGER:

Lee Francis

ARTHUR A. ALEXANDER PRODUCTIONS, INC. (F)

HOME OFFICE: 6040 Sunset Blvd.,

Hollywood 28, Hollywood 4-3114

PRESIDENT: Arthur Alexander

VICE PRESIDENT AND SALES MANAGER:

Max Alexander

ROMANTIC TELEVISION CORPORATION (F)

HOME OFFICE: 130 West 46 Street,
N.Y.C., Judson 2-1287

PRESIDENT: Fred Bellin

EXECUTIVE VICE PRESIDENT,

PROMOTION: Anthony Tarell

IN CHARGE OF SALES:

David A. Bader

CALIFORNIA NATIONAL PRODUCTIONS, INC. (S)

Subsidiary of National Broad-
casting Co., Inc.

HOME OFFICE: 663 Fifth Avenue,

N.Y.C., Circle 7-8300

PRESIDENT: Earl Rettig

PROGRAMS: Frank Cleaver

SALES AND GENERAL MANAGER:

W. Weller Keever

PROMOTION DIRECTOR:

Arthur Perles

ADMINISTRATIVE SALES MANAGER:

John Bechtel

STORY PROGRAM SALES MANAGER:

Ed Liebenguth

AMERICAN C FILMS, INC. (F)

HOME OFFICE: 445 Park Ave.,

N. Y. C., Plaza 1-6800

PRESIDENT: Matthew Fox

V. P. AND GENERAL SALES MANAGER:

E. H. Ezzes

PRINT CONTROL: Louis Brown

CBS FILMS, INC. (S)

A subsidiary of Columbia Broadcast-
ing System, Inc.

HOME OFFICE: 485 Madison Ave.,

N.Y. 22, Plaza 1-2345

V.P., ADMINISTRATION:

Sam Cook Digges

V.P., PRODUCTION: Leslie Haitis

MANAGING DIRECTOR, OPERATIONS,

DOMESTIC AND INTERNATIONAL:

Fred Mahlstedt

V.P. AND SALES MANAGER:

John F. Howell

SALES PROMOTION MANAGER:

Eugene Moss

CINEMA-VUE CORPORATION (S)

HOME OFFICE: 245 West 55 St.,

N.Y. 19, Judson 6-1336

PRESIDENT: Joseph P. Smith

V.P., GENERAL SALES AND

PROMOTION MANAGER:

Francis D. Smith

FLAMINGO TELEFILM SALES, INC. (S) (F)

HOME OFFICE: 221 West 57 St.,

N.Y. 19, Judson 6-7040

PRESIDENT: Herman Bush

EXECUTIVE VICE PRESIDENT:

Ira Gottlieb

NATIONAL SALES DIRECTOR:

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PROMOTION MANAGER: Bill James

GOVERNOR TELEVISION ATTRactions, INC. (F)

HOME OFFICE: 375 Park Ave.,

N. Y. 22, Plaza 3-6216

PRESIDENT, SALES MANAGER AND

PROMOTION: Arthur Kerman

GUILD FILMS COMPANY, INC. (S)

HOME OFFICE: 460 Park Avenue,

N.Y. 22, Murray Hill 8-5365

PRESIDENT: John J. Cole

V.P. IN CHARGE OF SALES:

Irving Feld

PROMOTION MANAGER:

Howard Schneider

HOLLYWOOD TELEVISION SERVICE, INC. (S) (F)

Affiliate of Republic Pictures

HOME OFFICE: 4020 Carpenter Street

N. Hollywood, Cal., Sunset 3-8807

PRESIDENT: Earl R. Collins

V.P., EASTERN SALES MANAGER:

Richard G. Yates, Judson 6-1700

INDEPENDENT TELEVISION CORP. (S)

HOME OFFICE: 488 Madison Ave.,

N.Y. 22, Plaza 5-2100

PRESIDENT: Walter Kingsley

ASST. TO THE PRESIDENT:

J. W. Kiermaier

DIR. OF OPERATIONS AND SALES PLAN-

NING: William Du Bois

GEN. MGR. SYNDICATED SALES:

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ADM. MGR., ARROW PRODUCTIONS:

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DIRECTOR OF NATIONAL SALES:

Hal James

PROMOTION MANAGER:

Jack Sebastian

INTERSTATE TELEVISION CORPORATION (S) (F)

Affiliate of Allied Artists Picture
Corp.

HOME OFFICE: 445 Park Avenue,

N.Y.C., Murray Hill 8-2545

V.P., GENERAL SALES MANAGER:

Lloyd L. Lind

PROMOTION MANAGER: Allan Roberts

LAKESIDE TELEVISION CO. INC. (S)

HOME OFFICE: 1465 Broadway, N.Y.

36, Longacre 5-4582

PRESIDENT: Richard Stevers

V.P.-SALES AND PROMOTION:

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MAJOR TELEVISION PRODUCTIONS, INC. (S)

HOME OFFICE: 1270 Sixth Ave., N.Y.

20, Plaza 7-6990

PRESIDENT AND PROMOTION MANAGER:

Irving M. Lesser

MID-WEST MANAGER: Les Anthony

**MCA TV, LTD.,
FILM SYNDICATION (S)**

Division of Music Corporation of
America
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N.Y.C., Plaza 9-7500
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VICE PRESIDENT: Wynn Nathan
V.P., STATION PROGRAM SALES:
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PROMOTION MANAGER:
Frank McMahon

MGM-TV

A Service of Loew's Incorporated

HOME OFFICE: 1540 Broadway, NYC,
Judson 2-2000
VICE PRESIDENT IN CHARGE OF TV:
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GENERAL MANAGER:
Jason Rabinovitz
NATIONAL SALES MANAGER:
Richard Harper
EXECUTIVE PRODUCER:
Richard Maibaum
PROMOTION MANAGER:
Emery Austin

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(S) (F)**

HOME OFFICE: 10 Columbus Circle,
N.Y. 19, Judson 2-7300
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PRESIDENT, NTA PROGRAM SALES:
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PROMOTION MANAGER:
Lester Krugman

OFFICIAL FILMS, INC. (S)

HOME OFFICE: 25 West 45 St., N.Y.
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Seymour Reed
V.P. IN CHARGE OF SALES:
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VICE PRESIDENT: Robert Sanford
PROMOTION MANAGER: Joe Fusco

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SERVICES (S)**

Department of RCA Victor Record
Division
HOME OFFICE: 155 East 24 Street,
N.Y.C., Murray Hill 9-7200
MANAGER: Emmett B. Dunn
SALES MANAGER:
Alfred B. Sambrook
MANAGER OF SALES SERVICE:
Donald D. Axt

BERNARD L. SCHUBERT, INC. (S)

HOME OFFICE: 509 Madison Ave.,
N.Y. 22, Murray Hill 8-0904
PRESIDENT: Bernard L. Schubert
PROMOTION MANAGER:
Wynn Loenthal

WALTER SCHWIMMER, INC. (S)

HOME OFFICE: 75 E. Wacker Drive,
Chicago 1, Franklin 2-4392
PRESIDENT: Walter Schwimmer
V.P. IN CHARGE OF SALES:
Bernard Crost
V.P. IN CHARGE OF PROGRAMMING:
Arthur E. Pickens, Jr.
PROMOTION MANAGER: Dianne David
MANAGER, N.Y. OFFICE: Jack Arden

SCREEN GEMS, INC. (S) (F)

Television Subsidiary of Columbia
Pictures Corp.
HOME OFFICE: 711 Fifth Ave.,
N.Y.C., Plaza 1-4432
PRESIDENT: Ralph M. Cohn
V.P. IN CHARGE OF SALES:
John H. Mitchell
V.P. IN CHARGE OF BUSINESS AFFAIRS:
Burton Hanft
V.P. IN CHARGE OF SYNDICATION:
Jerome Hyams
DIRECTOR OF SYNDICATION SALES:
Robert Seidelman
PROMOTION MANAGER:
Pierre Marquis

**SHOW CORPORATION OF
AMERICA (F)**

HOME OFFICE: 1270 Avenue of the
Americas, N.Y. 20, Plaza 9-6840
PRESIDENT: C. Robert Manby
VICE PRESIDENTS:
Max Bradbard
William Finkeldey
Fred Schneider, Promotion
Manager

**TRANS-LUX TELEVISION CORP.
(S) (F)**

HOME OFFICE: 625 Madison Ave.,
N.Y. 22, Plaza 1-3114
V.P. IN CHARGE OF SALES:
Richard Carlton
PUBLIC RELATIONS DIRECTOR:
Lowell Benedict

**UNITED ARTISTS ASSOCIATED, INC.
(F)**

HOME OFFICE: 345 Madison Avenue
N.Y.C., Murray Hill 6-2323
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CHAIRMAN OF THE BOARD:
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VICE PRESIDENT: Kenneth Hyman
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MANAGER OF NATIONAL SALES:
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PROMOTION MANAGER: J. Smolin

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(S)**

HOME OFFICE: 488 Madison Avenue
N.Y. 22, Murray Hill 8-4700
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PROMOTION MANAGER: Drex Hines
MANAGER, ECONOMEE TELEVISION
PROGRAMS: Pierre Weis

Key: (S) Syndicated Film Distributor
(F) Feature Film Distributor

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