

TELEVISION

SPECIAL REPORT: THE TOP 100 TELEVISION MARKETS

Primer for the future:
The best focus yet
on TV's audience

Primer from the past:
What that audience
thought of 1962-63

4:00-2:00 AM



2:00-3:00 AM



3:00-1:00 AM



4:00-5:00 AM



5:00-6:00 AM



6:00-7:00 AM



7:00-8:00 AM



8:00-9:00 AM



9:00-10:00 AM



10:00-11:00 AM



11:00-12:00 N



12:00-1:00 PM



1:00-2:00 PM



2:00-3:00 PM



3:00-4:00 PM



4:00-5:00 PM



**TWICE
AROUND
THE
CLOCK
WITH
NBC**

A word
and picture
essay

5:00-6:00 PM



6:00-7:00 PM



7:00-8:00 PM



8:00-9:00 PM



9:00-10:00 PM



10:00-11:00 PM



11:00-12:00 M



12:00-1:00 AM





HOW DO YOU MEASURE A BROADCASTING STATION?

Only a shadow serves as the symbol of a person with a strange addiction. The other person is WTIC-TV News reporter Stan Simon who helped uncover the addiction of hundreds of youths of the Hartford area to easily obtained cough preparations. The upshot was the startling WTIC-TV documentary, "Warning: May Be Habit Forming" which, for the first time, revealed that youngsters are becoming addicted to narcotics which can be obtained at local drug stores for as little as \$1.25 a bottle. A videotape of the program has been requested by the Hartford educational station for in-school showing so that thousands of youngsters may be forewarned.

Surveys, such as ARB and A. C. Nielsen, clearly define WTIC-TV's outstanding audience leadership in southern New England . . . but a documentary such as "Warning: May Be Habit Forming" tells of another kind of leadership we prize even more highly.

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

SPOT TV

MODERN SELLING IN MODERN AMERICA

Flexibility is one of many reasons why Spot Television is the largest growth medium in Advertising today. Frequency of sales message can be matched to markets. Timing can be keyed to short or long sales drives. Testing is efficient and economical. These quality stations offer the best of Spot Television in their markets.



MODEL OF THE GENERAL MOTORS EXHIBIT BUILDING
FOR THE 1964-1965 NEW YORK WORLD'S FAIR

TELEVISION DIVISION

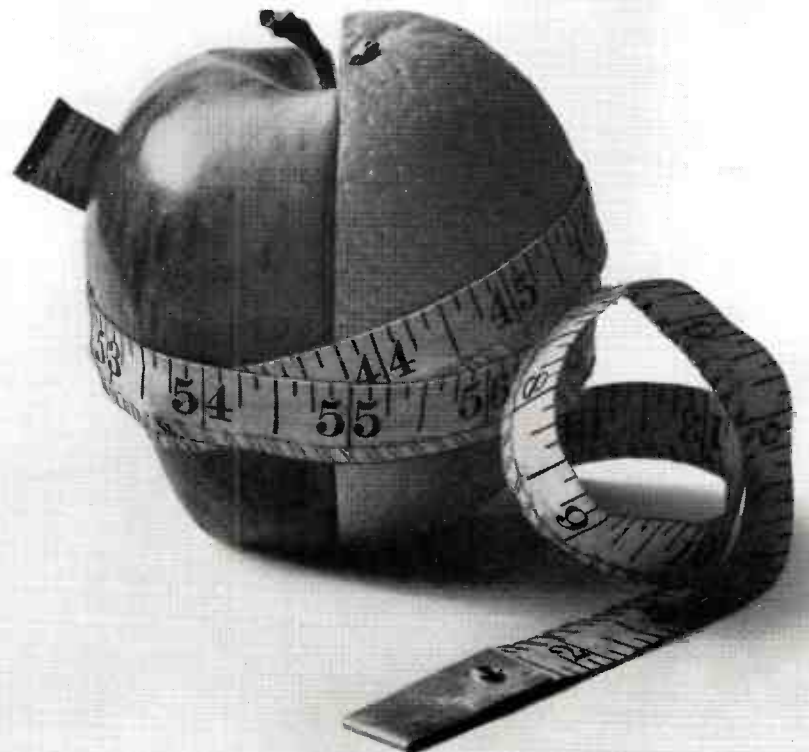
EDWARD PETRY & CO., INC.


THE ORIGINAL STATION REPRESENTATIVE

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

KOB-TV	Albuquerque	WVUE	New Orleans
WSB-TV	Atlanta	WTAR-TV	Norfolk-Newport News
KERO-TV	Bakersfield	KWTV	Oklahoma City
WBAL-TV	Baltimore	KMTV	Omaha
WGR-TV	Buffalo	KPTV	Portland, Ore.
WGN-TV	Chicago	WJAR-TV	Providence
WFAA-TV	Dallas	WTVD	Raleigh-Durham
KDAL-TV	Duluth-Superior	WROC-TV	Rochester
WNEM-TV	Flint-Bay City	KCRA-TV	Sacramento
KPRC-TV	Houston	KUTV	Salt Lake City
WDAF-TV	Kansas City	WOAI-TV	San Antonio
KARK-TV	Little Rock	KFMB-TV	San Diego
KCOP	Los Angeles	WNBP-TV	Scranton-Wilkes Barre
WISN-TV	Milwaukee	KREM-TV	Spokane
KSTP-TV	Minneapolis-St. Paul	WTHI-TV	Terre Haute
WSM-TV	Nashville	KV00-TV	Tulsa

(We did it!)



Efforts to equate the proverbial apples and oranges of the advertising world have finally borne fruit. For the first time a major research undertaking compares the efficiency of two different advertising media on an even footing—in this case magazines and network television. The CBS Television Network, which developed this precedent-setting research, has revealed its findings in an equally advanced animated film and in a detailed book. To attend a viewing of the film, where you will receive a copy of the book, contact your advertising agency or the CBS Television Network Research Department, 485 Madison Avenue, New York 22, N.Y. **CBS** 

TELEVISION

WHAT THE PEOPLE SAY *The most comprehensive study of the U.S. television audience has been accomplished. It identifies who the viewer is, what he thinks about television, how he uses it, what he likes and dislikes about it, what he wishes might be done about it. Backed by a \$135,000 grant from CBS, pursued and brought to ground by researcher-author Gary Steiner, published by Alfred A. Knopf, the study ("The People Look at Television") is herein set down in easy-to-read fashion for examination and consideration by serious users and observers of the medium* **47**

A DAY IN THE LIFE OF A TV NETWORK *The words and pictures which occupy 14 pages of this issue portray more completely than has ever been attempted before the story of what goes on in a day at a television network—specifically, what went on between the hours of 1 a.m. February 12 and 1 a.m. February 13, 1963, at the National Broadcasting Company, 30 Rockefeller Plaza, New York City. Any reader who hasn't spent a 24-hour stretch going from sub-basement to top floor will learn in these pages more than he knew about NBC* **52**

WHAT HAPPENED TO 1962-1963? *In terms of the television season, much. All of it is laid out in the annual looking-backward TELEVISION MAGAZINE directs at the predictions Jim Cornell, of N. W. Ayer, made the preceding fall in his "Forecast" of what the season would bring. The report is valuable not only for what it tells of what's behind but of what it teaches those who are planning ahead* **66**

THE TOP 100 TELEVISION MARKETS *A new definition of the nation's leading TV markets, compiled by TELEVISION MAGAZINE on the basis of new projections effective March 1963. Including: county-by-county total TV homes per television market, county-by-county breakdown of each market's audience, duplicated and unduplicated county coverage, cumulative gross and net TV homes for Markets 1-100 and Markets 100-1, rates in three time classifications for each market and cumulative rates for the Top 100* **75**

DEPARTMENTS

FOCUS ON BUSINESS	9	FOCUS ON NEWS	33	FOCUS ON TELEVISION	44
PLAYBACK	21	FOCUS ON PEOPLE	36	TELESTATUS	130
LETTERS	30	COMMERCIALS	41	EDITORIAL	136

TELEVISION MAGAZINE CORPORATION

Subsidiary of Broadcasting Publications Inc.

Sol Taishoff President
 Kenneth Cowan Vice President
 H. H. Tash Secretary
 B. T. Taishoff Treasurer

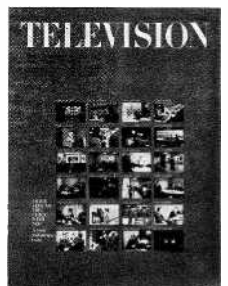
Advisory Board—Broadcasting Publications Inc.

Vice President-General Manager Maury Long
 Comptroller Irving C. Miller
 Assistant Publisher Lawrence B. Taishoff
 Edwin H. James Vice President-Executive Editor
 John P. Cosgrove Director of Publications
 Frank Gentile Circulation Manager

TELEVISION MAGAZINE

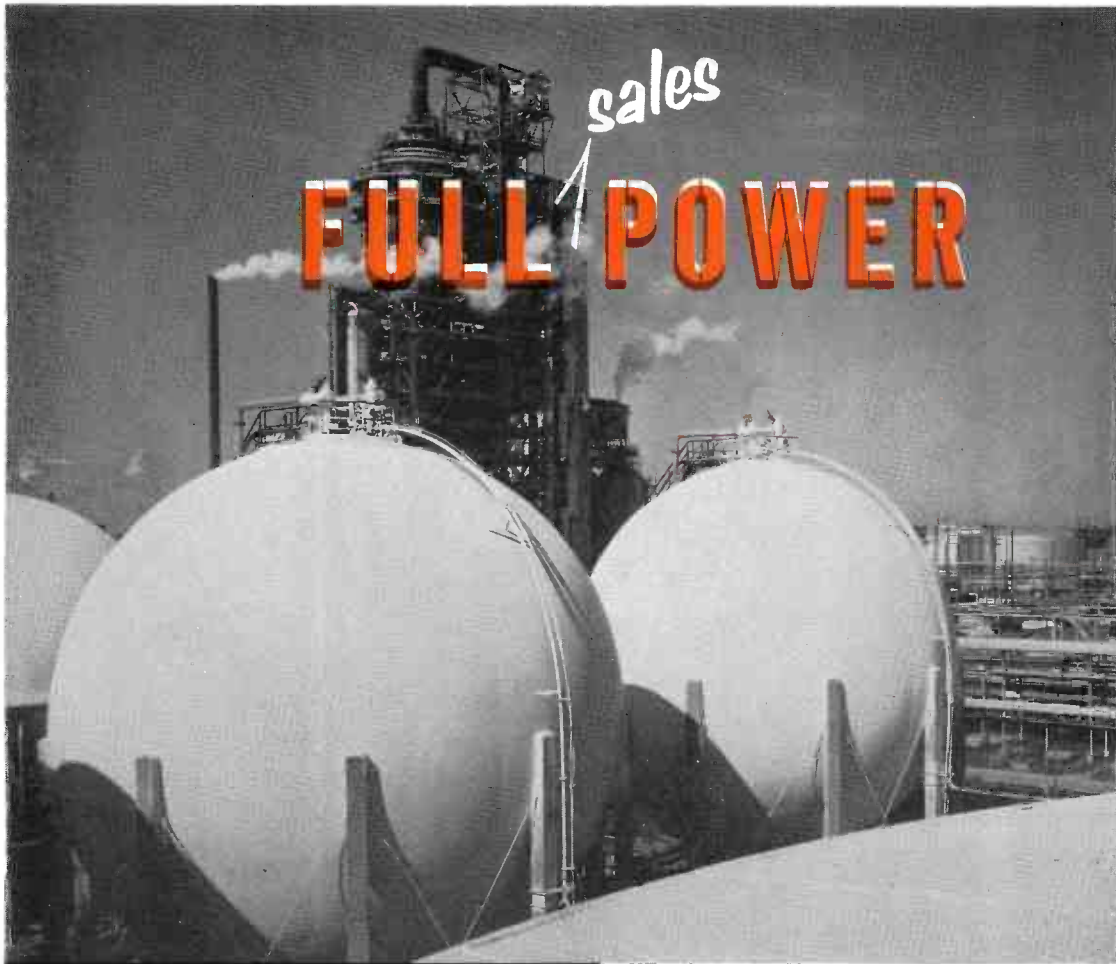
Sol Taishoff Editor and Publisher
 Managing Editor Donald V. West
 Senior Editor Albert R. Kroeger
 Associate Editor Morris J. Gelman
 Staff Writer Deborah Haber
 Production Editor Irene R. Silver
 Art Director Stanley White
 Kenneth Cowan Vice President-Business Manager
 Frank Chizzini Advertising Director
 Robert T. Fennimore Advertising Representative
 Jack L. Blas Adv. Production/Office Mgr.
 Eileen Monroe Secretary to the Vice President
 Carol Meola Assistant
 Harriette Weinberg Subscriptions

Cover • The 24 pictures that are arrayed on the cover of this issue are but a fraction—2.15%, to be exact—of the 1,116 that photographer Dave Hollander shot in covering a day in the life of NBC February 12. A larger fraction of the pictures appears in the 24-hour picture story, produced by associate editor Morris Gelman, which begins on page 52.



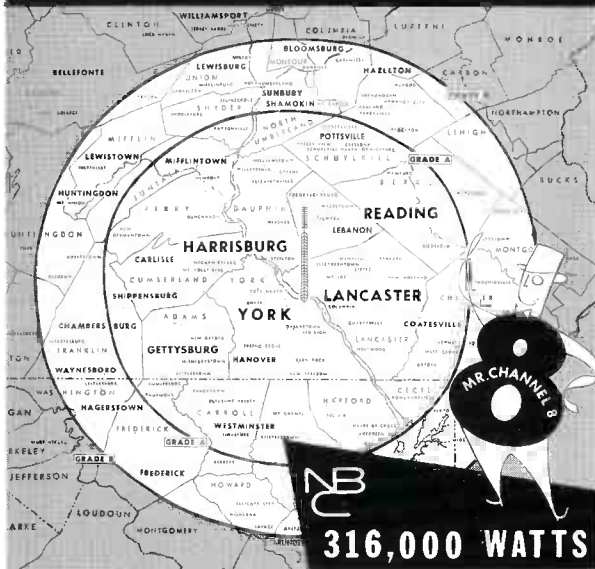
Published monthly by the Television Magazine Corp. Executive, editorial, circulation and advertising offices: 444 Madison Ave., New York 22, N. Y. Telephone PLaza 3-9944. Single copy, 50 cents. Yearly subscriptions in the United States and its possessions, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Printing Office: 3110 Elm Ave., Baltimore, Md. Second-class postage paid at Baltimore, Md. Editorial content may not be reproduced in any form without specific written permission. Copyright 1963 by Television Magazine Corp.





MULTI-CITY TV MARKET

Humble Oil & Refining Company



WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV

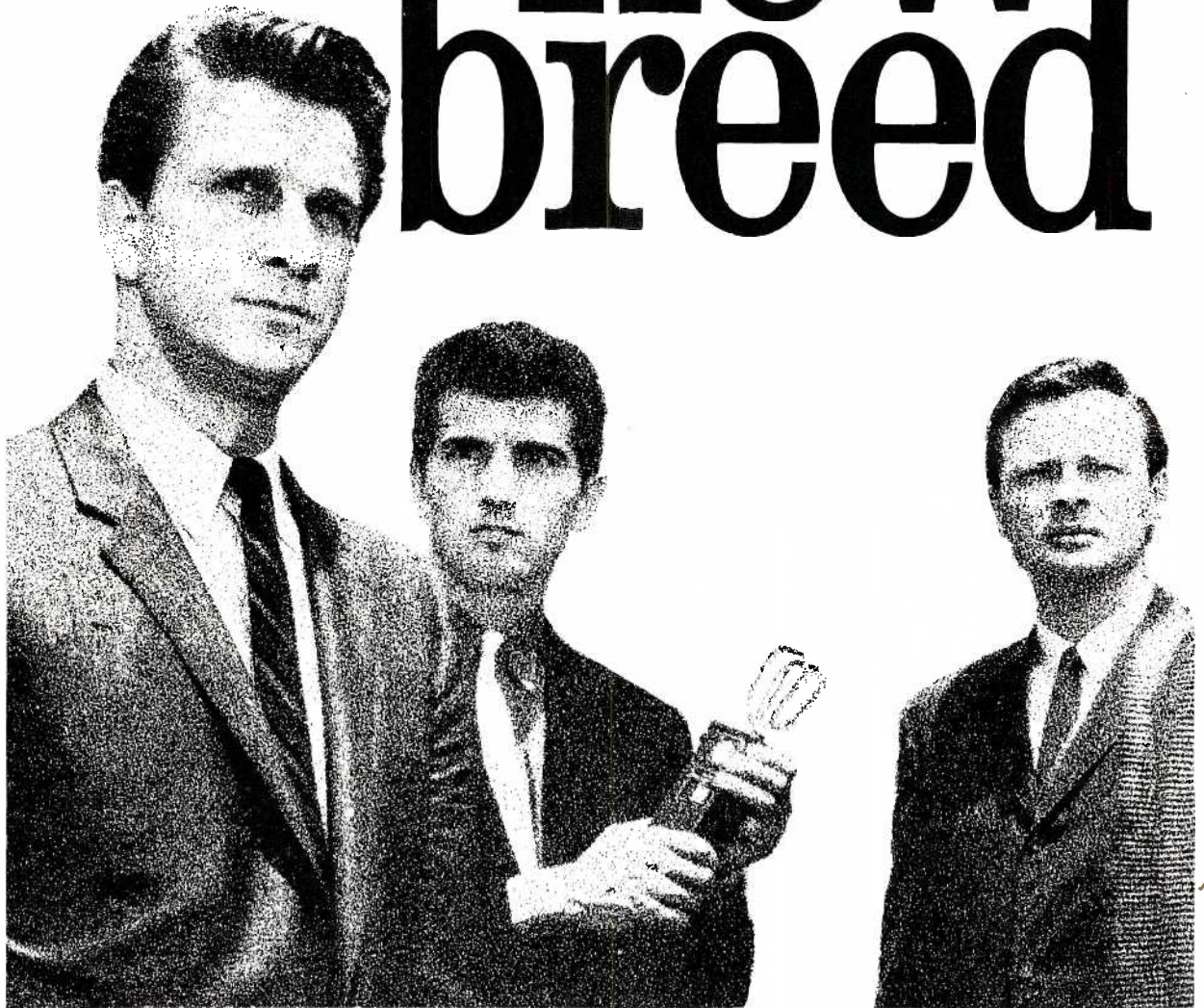
Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

the new breed



NEW EXCITEMENT...NEW ADVENTURE...NEW RATING AND SALES POWER IN YOUR MARKET...
The New Breed, starring Leslie Nielsen, is based on the special elite corps of the Los Angeles Police Department. The New Breed adds all the power of top flite network production. too. This one has everything, everything different, important and new for local programming.

In market after market, while on the ABC-TV Network, it outrated all competition—Kansas City (42% share*); Miami

360 N. MICHIGAN AVE., CHICAGO, ILL. — AN 3-0800 • 190 NO. CANON DRIVE, BEVERLY HILLS, CALIF. — NO 3-3311 • P.O. BOX 653, COVINGTON, LA. — 737



(37% share*); Philadelphia (39% share*); Sacramento (35% share*); Seattle (47% share*). A great guest star list adds to the production quality: Eddie Albert, Keenan Wynn, Dina Merrill, Gloria Grahame, Wendell Corey, Peter Falk, Jack Klugman, Vic Morrow, Tina Louise, and many, many more.

36 HOURS NOW AVAILABLE FOR LOCAL SALES

For full information, phone, write or wire your ABC sales representative or

ABC FILMS, INC.

*Source: NSI (Various reports)

1501 BROADWAY, NEW YORK, N. Y. • LA 4-5050

This is Atlanta...



and she just turned 21!

Atlanta has just jumped to 21st position as a television market in Sales Management's* "Survey of Television Markets". The rank is based on Nielsen's average nighttime circulation, which shows a high achievement of potential by WSB-TV—the dominant station in the Atlanta market.

*Copyright Sales Management Feb. 1, 1963 Survey of Television Markets; further reproduction is forbidden.

WSB-TV

Channel 2 Atlanta



Represented by

Edward Peary & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

FOCUS ON BUSINESS

1963's business prognosis is upwards and onwards

■ Think about it: Has there ever been a year when business predictions glowed with less than rosy tints? Certainly 1929, the great depression's birth-year, came in bullish-enough on its own, yet was blown to proportions of monstrous optimism by financial experts of the time. The economic recessions of 1957-58 and 1960-61 were unplotted on most forecasters charts. Rather, they were mostly heralded as bigger and better periods with recession being an obscure nine-letter word meaning it can't happen here. Last spring's sudden stock market collapse certainly came as a shock to all. For on Wall Street, as in Hollywood, the tomorrows are always going to be better than the yesterdays.

So some cynicism might be in order when 1963's business prognosis has been

read and considered. Slow but steady seems to be the general progress report, ever upwards and onwards the barometer reading.

Yet so widespread are these opinions, so studied and convincing their tones, so eminent their sources, that they appear valid enough to elicit at least a short whistle of anticipation from the television industry.

Hopes for this year's fortunes are rooted in solid ground. The 1963 model automobiles were treated to an extremely favorable consumer reception. A seven-million car year is in the offing (the record year was 1955 when 7.1 million cars were sold). New orders for durable goods have been on the rise. Records have been set in personal income and retail sales. Housing development has

been on the rebound and industrial production, construction activity and employment have maintained high levels of achievement.

"The Outlook," Standard & Poor's weekly investment advisory publication, thinks "a good, but not spectacular, business performance is indicated for 1963." Gross national product, the publication's annual forecast issue indicates, promises to run at an annual rate of about \$574 billion, a modest (when compared to '62's \$34.3 billion jump over '61) \$21 billion increase over last year (see chart below).

Personal income should go up \$14 billion, "The Outlook" estimates, with disposable income rising \$12 billion. Again, both increases are considerably below '62's spread over '61 when per-

GROSS NATIONAL PRODUCT

Seasonally Adjusted at Annual Rates—Dollar Figures in Billions

	1961	1962				*Year	1963				*Year
		I	II	III	*IV		*I	*II	*III	*IV	
GROSS NATIONAL PRODUCT	518.7	545.0	552.0	555.3	561	553	566	571	576	584	574
Personal Income	416.4	432.0	440.4	442.6	446	440	450	453	456	459	454
Disposable Income	363.6	375.6	381.8	384.1	387	382	390	393	395	399	394
CONSUMER EXPENDITURES TOTAL	338.1	350.2	354.9	358.2	362	356	364	367	370	373	368
Nondurable	155.2	159.9	161.3	163.0	164	162	165	167	168	169	167
Durable	43.7	46.3	47.2	47.1	48	47	47	47	47	47	47
Services	139.1	144.1	146.3	148.1	150	147	152	153	155	157	154
NET EXPORTS	4.0	3.7	3.7	2.5	2	3	2	2	2	2	2
CORPORATE PROFITS BEFORE TAXES	45.6	50.1	50.9	*50	49	50	48	48	49	50	49

*Estimated by Standard & Poor's.





WHAT DO YOU LOOK FOR WHEN YOU BUY TELEVISION?

**MANAGEMENT? PERSONNEL? EXPERIENCE? COMMUNITY SERVICE?
TALENT? PROGRAMMING? COMMUNITY ACCEPTANCE? COVERAGE?
FACILITIES? RESPONSIBILITY? MARKET SIZE? REACH 'N' RATINGS?**

**YOU GET EVERY ONE OF THESE ATTRIBUTES...AND MORE...FROM
EACH OF THE GREAT STORER STATIONS! REPRESENTED BY STORER TV SALES**

IMPORTANT STATIONS IN IMPORTANT MARKETS

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBK-TV

STORER
BROADCASTING COMPANY



Outlaws tickled by big response... and "Outlaws" big audience roundup in markets like Boston, El Paso, Portland—has station managers tickled, too. That goes for sponsors. They're tickled by the program's sales impact. Let "Outlaws" spur sales in your market. Call **NBC Films**.

BUSINESS *continued*

sonal and disposable incomes rose \$23.6 billion and \$18.4 billion respectively. Actually in only two of 18 areas—net federal expenditures on other than national defense items and investments for private domestic durable equipment—surveyed by the advisory publication, will this year top the performance of last year over 1961. Both areas only show negligible gains over 1962's accomplishments.

Still the outlook is one of firm resurgence. The dramatic hills and valleys of last year will likely level out. This year should, from all accounts, be a good, solid, regular business year. From the television industry, which ultimately bends and sways with the national economy, there can be but few complaints, maybe even some hurrah's.

Another financial publication, "The Exchange," published monthly by the New York Stock Exchange, also surveyed the world of business recently and apparently came up with findings that showed international business to be a vital factor in the health of the nation's leading corporations. Included among the 72 leading New York Stock Exchange-listed companies appraised were 10 of television's 50 leading advertisers—actually six of the first 10. With these companies, perhaps even more than the light television advertising firms examined, foreign sales and earnings are gaining increasing importance.

MAJOR TV ADVERTISERS

The 10 major television advertisers surveyed and their international records follow:

- American Home Products, 1962's fifth ranked TV advertiser (all rankings are according to exclusive TELEVISION MAGAZINE estimates, see "Blue Chips for High Stakes," December 1962) had foreign sales in 1961 equaling 19% of overall sales. Its foreign net income accounted for 14% of total profits for the year.
- Bristol-Myers, sixth ranked TV advertiser, had net earnings from foreign operations in 1961 equaling 20% of total profits.
- Colgate-Palmolive, second ranked TV advertiser, saw overseas volume in 1961 run to 53% of all sales, while earnings totaled 78% of profits (see lead story, TELEVISION MAGAZINE, February, 1963).
- E. I. du Pont, ranked 48th, had foreign business estimated at 15% of total sales on overseas investments of about \$320 million.
- Ford Motor Co., the number 10 TV advertiser, had foreign sales in 1961 accounting for 28.5% of total volume.
- General Motors, seventh among the leading 50 TV advertisers, had sales in countries outside the U.S. representing

17% of 1961 consolidated net sales. Earnings from overseas operations accounted for 14% of total 1961 profits.

- Gillette, number 12 among TV's top 50, had foreign income in 1961 equaling 36% of total income.
- Procter & Gamble, top TV advertiser, saw the earnings of its foreign subsidiaries in fiscal 1962 reach 18% of total profits.
- Texaco, number 33 on the top 50 list, had about 30% of 1961 gross income and 31% of world-wide petroleum product sales derived from Eastern Hemisphere operations.
- Warner-Lambert, the 18th biggest investor in TV commercial time, saw international business in 1961 contribute sales amounting to 29% of world-wide volume, equal to 42% of total profits.

A BROADER REACH

In all, for eight of the above 10 companies reporting such figures, an average 28.5% of their consolidated sales came from foreign operations, while for the six companies reporting international earnings, an average of 31% of their profits came from overseas subsidiaries and holdings in 1961. It would seem to indicate that the time for television to broaden its view and reach is near at hand.

Yet if TV's entrance as a world force still is a step away, it continues to command stage center on the domestic scene. Last month appraisals of how television industry constituents were faring in the changing business world came pouring in. In all but one report, indications were that in the U.S. there still is much money to be made in television.

■ The Taft Broadcasting Co. directors, for example, declared a quarterly dividend of 15 cents a share, increasing by 50% the company's usual 10 cents a share dividend. Giving impetus to the increase was a third fiscal quarter report (ending December 31, 1962) which showed net earnings up 36%. In money terms, total revenues for the quarter rose to \$3.6 million last year from \$3.08 million for the same three months in 1961.

Storer Broadcasting Co. was another television industry member to grant a dividend. Stockholders of record February 22, 1963 were awarded a quarterly dividend of 45 cents a share on common and 12½ cents a share on Class B common stock.

One of the industry's best financial reports came out of the Transcontinent Television Corp., owner of four AM and FM radio properties and six TV facilities. For the year ending December 31, 1962, Transcontinent showed a \$289,000,



Left: Rev. Dr. John T. Middaugh, and Rev. Fr. Joseph M. Connolly.

“FAITH TO FAITH”—A DIALOGUE

A new approach to religious programming on television, and the first presentation of its kind in America, is being telecast each Saturday at 5:00 PM on WMAR-TV. Titled “FAITH TO FAITH”—A DIALOGUE—the program features a Protestant minister and a Roman Catholic priest in a comparison of their respective faiths. It is not a religious debate but rather an effort toward helping both the Protestant and the Roman Catholic viewer better understand how his Christian neighbor believes and worships.

“FAITH TO FAITH”—A DIALOGUE is especially timely—because of current movements toward Christian Unity on both sides of the historic

division in the Christian Church.

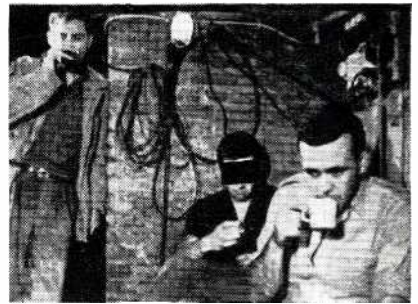
“FAITH TO FAITH”—A DIALOGUE is another First for Baltimore’s First TV station—WMAR-TV . . . part of the dynamic concept of public service programming that has always been a feature on Channel 2.

No Wonder — In Maryland Most People Watch

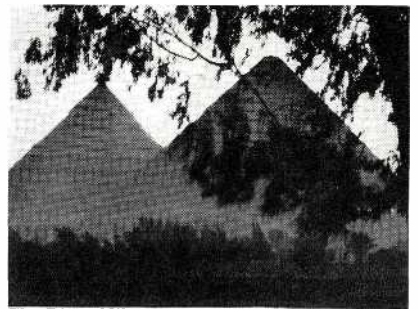
WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.



The Tunnel



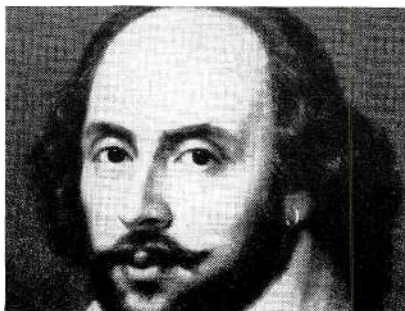
The River Nile



Chosen Child



Emergency Ward



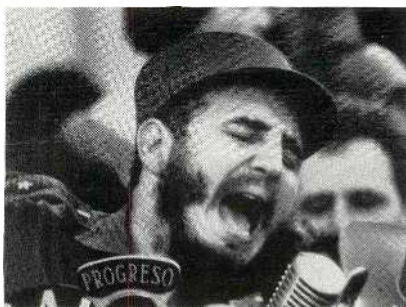
Shakespeare: Soul of an Age



Polaris Submarine

“We must view with profound respect the infinite capacity of the human mind to resist the introduction of useful knowledge.”

THOMAS RAYNESFORD LOUNSBURY
(American scholar and educator, 1838-1915)



Clear and Present Danger



Fire Rescue



Well, maybe.

But a lot depends on how that useful knowledge is introduced. For instance, during the last quarter of 1962, NBC News specials presented in evening time covered such diverse actualities as the Cuban crisis, the Berlin Wall, and the world of William Shakespeare. These programs attracted an average audience of *7,800,000 families*—an audience virtually as large* as the average audience for all regularly scheduled nighttime programs.

It is clear that people today do not “resist the introduction of useful knowledge”—at least when it comes to them by way of special programs produced by NBC News.

It has been the custom to boast that factual programs attract small but select audiences. These audiences are still select, but for NBC they are no longer small. Potential sponsors may take note that more such special programs are taking shape at the network. For unlike Mr. Lounsbury, we at NBC “...view with profound respect the infinite capacity of the human mind.” Period.

**Less than one rating point apart.*

JACKSON, MISSISSIPPI
WJTV CH. 12

OVER 1½
 MILLION
 PEOPLE

OVER 1¾
 BILLION
 DOLLAR
 CONSUMER
 INCOME

1615 Ft.

JACKSON, MISSISSIPPI

check our "ratings,"
 too, before buying
 or selling a
 broadcast property

Join the hundreds of satisfied clients who have benefited from Blackburn's Total View of all media. Our analysis of the ever-changing market puts all of the facts—pro as well as con—in proper perspective.

**BLACKBURN
 & COMPANY, INC.**

Radio • TV • Newspaper Brokers

WASHINGTON, D. C.: RCA Building, FE 3-9270
 CHICAGO: 333 N. Michigan Avenue, FI 6-6460
 ATLANTA: Healey Building, JA 5-1576
 BEVERLY HILLS: Bank of America Bldg., CR 4-8151

BUSINESS *continued*

or 22%, increase in net income over the previous year. In all, the broadcasting company reported a net income last year of \$1.62 million on total revenues of \$15.6 million, a hike of \$180,000 over 1961.

RKO General Inc., which operates six AM, five FM and five TV stations in this country, as well as CKLW-AM-TV Windsor, Ont., Canada, apparently was another big profit-winning broadcaster last year. According to M. G. O'Neil, president of the station operator's parent, General Tire & Rubber Co., RKO General in 1962 set records in both billings and earnings. O'Neil said billings ran about 15% above the 1961 levels. The RKO General information was verbal, figures were not included in General Tire's annual report—a report which showed that the parent company's net earnings income were dropping off some \$600,000 for the year.

DOWNBEAT STATEMENT

The only television-oriented company to report in last month with a downbeat (but only slightly so) financial statement was MPO Videotronics Inc., TV commercial producer. The company last year had a net income after federal taxes of \$103,000 on total operating revenues of \$8.2 million. This was some \$108,000 and \$97,000 less than figures covering the same areas in 1961.

■ The always active and omnipresent Television Bureau of Advertising offered a cheerful financial report of its own last month. Gross time network TV billings (as compiled by Leading National Advertisers-Broadcast Advertisers Reports) rose 12.5% in the first 11 months of 1962, an increase of \$81.1 million over a like period in 1961. Total network billings for the 1962 period were \$727.4 million, compared with \$646.3 million the previous year.

The breakdown of the statistics by networks produced few surprises. For the 11 month period CBS, with \$283.2 million, was still leading in the billings race. Actually, at that point, CBS was running \$25.9 million ahead of NBC and \$96.3 million to the good of ABC. Through November 1962, NBC had billed \$257.3 million, or 12% more than it pulled in for a like period in 1961, while ABC's \$186.9 in 11 month billings last year amounted to a 7.4% hike over its prior performance. CBS's \$283.2 million figure, however, was 16.8% better than its previous year's record.

In further analyzing its findings, TvB found that weekend daytime billings showed the heftiest ratio of increase at all networks, jumped 21.2% to \$42.7 million for the 11 month period. Total

daytime billings were \$231.8 million, up 20.3% from the previous year, while nighttime billings amounted to \$495.7 million, 9.3% better than 1961's like period performance.

Metro-Goldwyn-Mayer, a company which has not been able to produce a really bright financial report card in some time, has been busy reinforcing and adding to its vital TV fences. Actually, MGM's television activities (which include the licensing of feature films and shorts to television stations and the production of television series and commercials) have become the company's big profit-making enterprise.

And it looks like even better days ahead for MGM-TV, currently having its most successful year to date. Last month the production company announced that four new MGM-TV series have been set for network airing next fall—*Mr. Novak*, *The Lieutenant* and *Harry's Girls* set for NBC; *The Travels of Jaimie McPheeters* on ABC. (All are full-hours except the half-hour *Harry's Girls*.)

MGM-TV currently has three one-hour series running on NBC: *Dr. Kildare*, *The Eleventh Hour* and *Sam Benedict*. Only the latter show will not return in 1963-64. MGM-TV thus enters the upcoming season with six entries—not bad in any studio's books.

In an effort to beef-up the TV side of its business still more, the film company last month made two additions to its MGM Teletudios division. For one, the company acquired the use of Gemini, a camera system designed to allow peaceful co-existence of tape and film. In effect Gemini provides high quality 16mm film for spot TV commercial campaigns in minor markets, while retaining tape for network and major market use.

HIGH QUALITY PICTURE

The TV tape commercial producer, through George K. Gould, its founding president and general manager, also developed a specialized video tape studio designed specifically for the production of TV food commercials. Key element in the new studio is the new RCA TK-60 camera, which, because it is capable of resolving 800 lines, compared with a high of 650 with previous studio models, is said to deliver a picture of the highest quality.

■ Electronic Industries Association reported last month that brisk December business at the distributor level helped close out a healthy 1962 in TV set sales, the best 12-month period since 1956. Distributors last year moved 6,301,340 TV receivers, this vs. seven years ago when 7,028,456 TV sets were sold. **END**

"PHOTOGRAPH OF AL HIRE THROUGH COURTESY OF RCA VICTOR RECORDS"

NEW ORLEANS BLOWS ITS OWN HORN

It's called the "good time town." It should be called the "good times town." While other cities progress in one or two directions, New Orleans moves forward dynamically on all fronts.



**NEW
INTERNATIONAL
TRADE
CENTER**

A big, bold complex right on the Mississippi River will—more than ever—make the Port of New Orleans a magnet for businessmen around the world. Here will be the expanded International Trade Mart, displaying products of thirty-one nations. It represents an expansion of the first such Mart in the world—established in New Orleans in 1946. The Exhibitions and Convention Building will provide acres of space for the year-round meetings that make New Orleans the convention city of the Americas.



**NEW
DOMAIN
WITHIN
THE CITY**

National Aeronautics and Space Administration has selected the Michoud plant (2,000,000 sq. ft.) for assembly of Saturn boosters. Chrysler will assemble 21 boosters (cost \$222,605,066) and Boeing 24 advanced boosters (cost \$300,000,000).

"New Orleans East," 50 sq. mi. adjacent to the plant, is now being developed as a "city within a city." 15 minutes from downtown, it represents one-fourth of city's total area. Here is room, room, room—for more scientists and technicians, for our burgeoning population, for new, varied industries, for numberless stores and service centers required to supply them.

...AND EVER INCREASING

In the New Orleans area WDSU-TV continues its leadership—in programming, in personalities, in facilities. WDSU-TV gives you the most direct route to a market with an annual buying income of almost two billion dollars. New Orleans represents a tremendous unrealized potential—with less competition for your advertising dollar than in any comparable market.



**NEW
RECORDS
IN PORT
TONNAGE**

The port continues to be the greatest contributor to New Orleans prosperity. In 1961, over 61,000,000 tons of water-borne commerce through New Orleans gave an increase of 8.2%—the greatest tonnage ever handled in any Gulf port, re-establishing New Orleans as the nation's second port, and representing, in imports and exports, a vast variety of products—from asphalt to zebras.

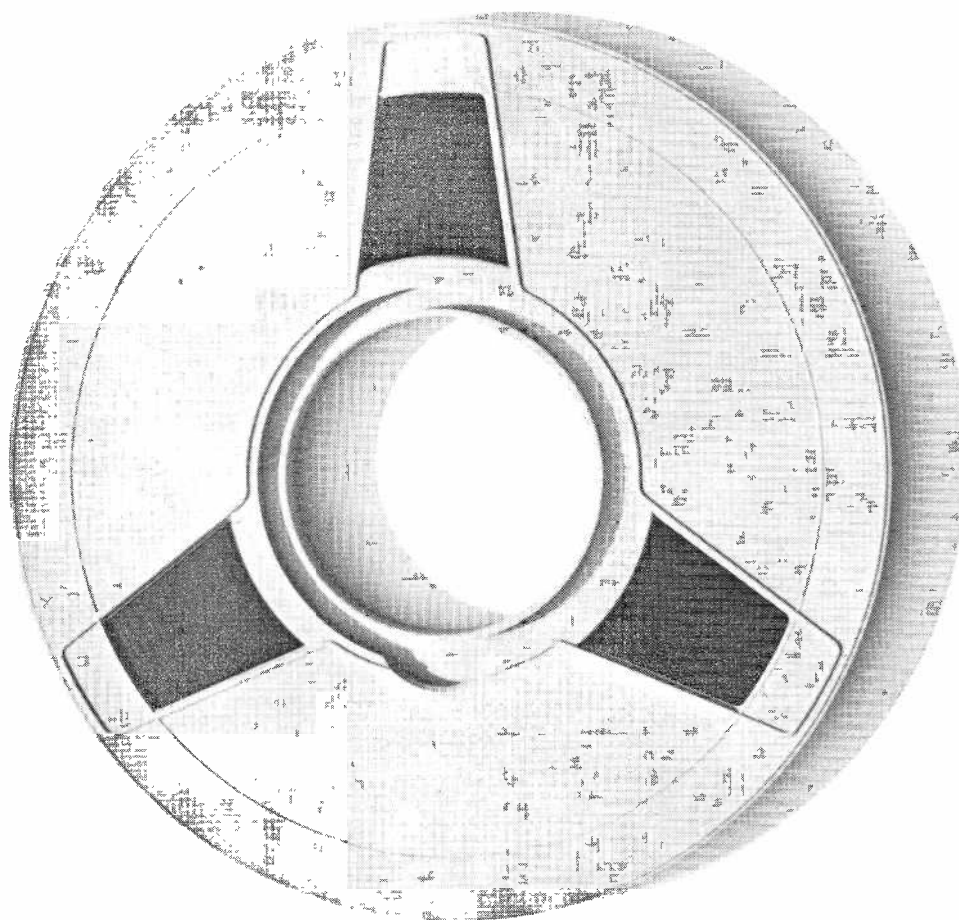


**NEW
HIGH
IN
RETAILING**

Smart, aggressive promotions, by individual firms and in community-wide projects, continue to increase retail volume here. Bank clearings up 28.8% in four years. Effective buying income up 8.1% in one year. Residential contract awards up 17% in one year. New Orleans' balanced economy is providing money to spend. And the Retail Merchants Bureau says, "They are spending it."

SELLING-POWER FOR WDSU-TV

Channel 6, New Orleans



Repeat!

An encore for a computer tape reel? Absolutely! Especially when it is packed with television audience data from an ARB survey. The premiere performance provided audience estimates by time period for that familiar industry standard, ARB's local market report. But when clients ask for *more*, it gives *more* — an almost endless number of new and interesting encore performances for a variety of 'special' needs.

And here's the secret. Every time ARB conducts a local market survey, special care is taken to organize and store the data that is collected so that on short notice it can give 'an extra measure of audience' whenever called upon. Special Tabulations offer clients the advantages of research to meet specific requirements without the expense of a new survey. Because data is available now and ready to perform, a special staff of researchers can compute the needed estimates and deliver them quickly. For an economical answer to some of your most critical audience problems, call for an ARB Special Tabulation.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

PLAYBACK

A monthly measure of comment and criticism about TV

FACTS OF LIFE

Testimony of Kendrick A. Wilson of The Omaha Playhouse at the FCC inquiry into local television programming in Omaha, Nebraska:

There are a number of valid reasons for The Omaha Playhouse not to cooperate in producing more live drama on television. I wish to set them forth here because I believe many of them also pertain to the production of live drama by the television stations themselves.

The first of the many obstacles to overcome in presenting live drama is the securing of suitable material. The full evening plays and musicals that we ordinarily present in our main season to a total audience of about 6,000 for each production will not shorten satisfactorily for 30- or 60-minute presentation. They are very cramped at 90 minutes. The media of stage and television are so different that even if a suitable cutting could be made, the productions would have to be restaged and reblocked for television. Even if we could overcome these objections, the rights to the recent Broadway plays we normally do are not obtainable for local television presentation.

These facts would make necessary the production of short plays specially written or adapted for television. These are not easily obtained. The television rights to plays are controlled by a large number of different agents who must be individually contacted. Royalty for each play must be individually bargained for. The good or popular material is held at high royalty so as not to endanger possible network presentation. The only practical approach is to use original material. I have not found local authors with the desire and capability, with the possible exception of the young man who wrote the scripts produced by Kingsmark over wow. He has left town since.

If the Playhouse or a television studio

solved the problems of suitable material for which rights could be obtained at reasonable cost, the next problem is one of direction. The work load at any community theatre is always such that the director does not have time to devote to additional activities. I have always worked a 60- or 70-hour week producing the six major productions and supervising the Playhouse activities. I could not take on television without curtailing other Playhouse activities. This year we added an associate to our staff. He is loaded with classes for children and adults, two studio productions, a main stage production and a children's play to direct. He has no available time. The various other local directors do not have the training or talent to handle dramatic presentations on television with local amateur actors who must be taught as well as directed and who are available only for evening rehearsals. For us to indulge in live telecasts of drama would require the hiring of a special director. The Playhouse does not feel the results would warrant the expense.

Another major obstacle to the presentation of live drama on any continuing basis is the lack of trained local talent. There are no full time professional actors in the city. I have made a listing of the available acting talent of sufficient calibre to be useful on television. I find a total of 35 men and 26 women in the Omaha and Council Bluffs area who could be trained in a reasonable time for television drama. Of these only about a third would be available at any one time. The others would be occupied with other dramatic performances or job commitments.

Of the total number of talented actors, only three of the men are under 25 and only 10 over 40. The women have only four under 25 and six under 40. Six of the men and two of the women are working in radio or television stations which fact would make them available only to a

single station. There is not a sufficient pool of actors to do a professional job of producing more than two or three programs a year.

An additional objection from the talent angle is that while the actors work well and happily for the Playhouse on a volunteer basis, it is not to be expected that they would do more than one or two TV productions without getting paid for their efforts as do the announcers and musicians. They should rightfully expect more pay than an announcer or musician for a single program; they have to devote many more hours of rehearsal to it.

Neither the television studios nor the Playhouse are equipped or staffed to provide the scenery necessary for a series of programs. The Playhouse barely gets by on the volunteer help available to the two-man staff in doing six major and three studio productions per year. Additional time or space for construction and painting is not available.

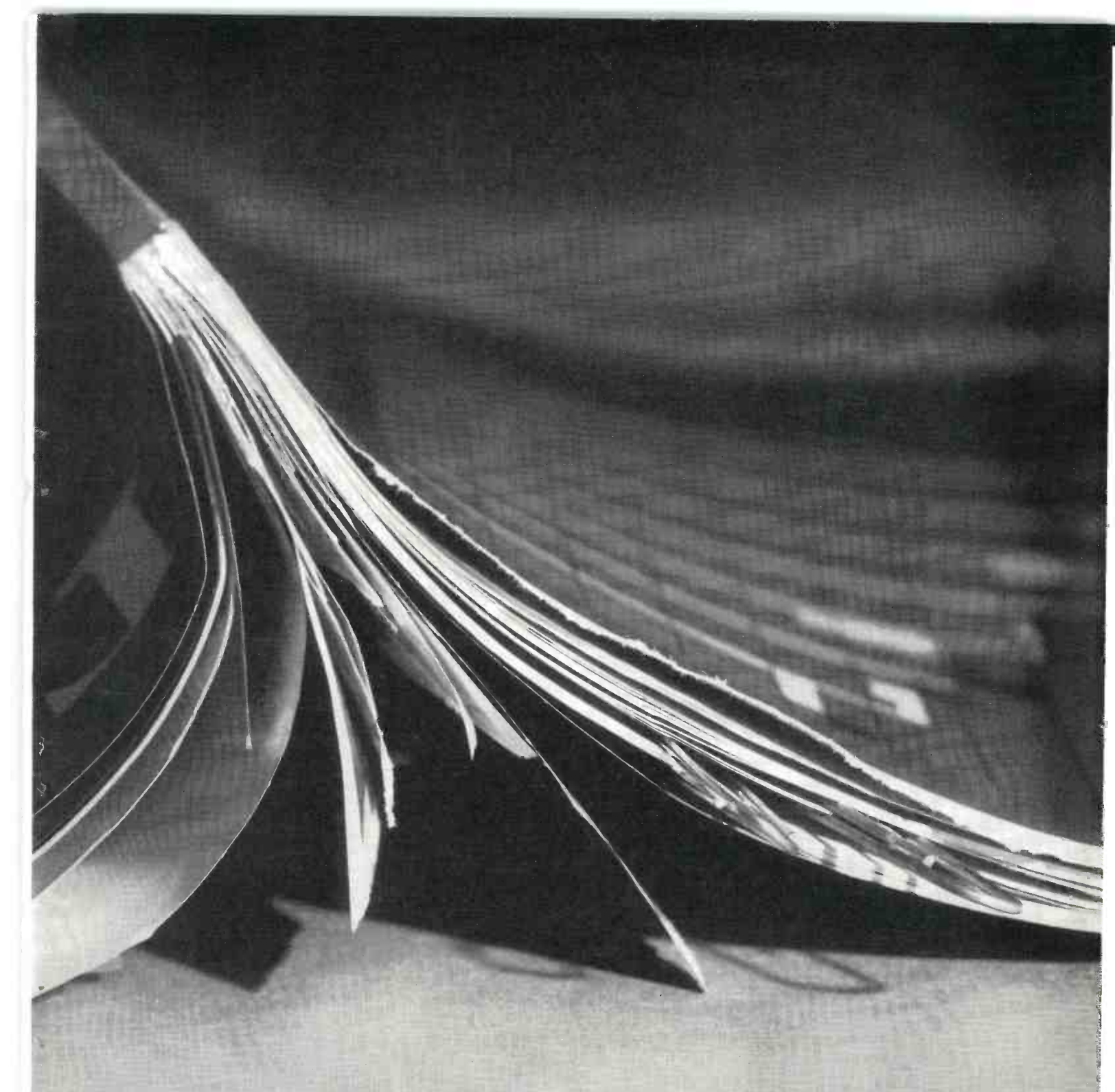
The production of a three-act, full evening play for our membership audience requires a minimum of 27 three-and-one-half hour rehearsals. A half-hour drama for TV would take six or seven hour rehearsals. The space for such rehearsals is not available at the theatre or at a studio. We would be forced to rent or beg space in churches or hotels. For efficient rehearsals these rehearsals should be held at one spot where furniture, hand props and costumes could be stored.

Under the present mode of operation none of the local TV stations can make available sufficient studio-camera time for proper dress rehearsals without interruption. A half-hour program of drama requires at least three hours of camera time. It is not available between 6:30 and 11 p.m. when the actors are available.

A number of other minor problems such as providing costumes and properties would also have to be solved. We do this with volunteer help for our Play-



Our readers tear us to pieces!



It's not that we're mis-used, just much used.

Each issue of TELEVISION starts out clean as a whistle, handsome enough to frame. What happens after that is just exactly what our editors had in mind.

Articles are ripped from their hinges, annotated, sent along for media action. Pages are pulled apart, stapled to memos, routed for special perusal. One feature story is the basis for an advertising report. Another triggers a manufacturer's survey.

And it happens issue after issue.

Exciting? You bet...and just the showcase in which to champion your own issue! You win interested, active, selective readers, as they take us apart page by page.

If you're a man looking for action, call us now. TELEVISION will give you a first-class run for your money!

TELEVISION

444 Madison Avenue, New York 22, N.Y.

wncn GREENVILLE
North Carolina

**THE TOP 40 PROGRAMS
IN THE 81st MARKET**

(Greenville - Washington)

NIELSEN STATION INDEX

GREENVILLE-WASHINGTON AREA NOVEMBER, 1962

	Rank	WNCT PROGRAMS	Total Homes	The Other Station	Total Homes
10 out of 10	1.	Beverly Hillbillies	85,200		
	2.	I've Got A Secret	71,350		
	3.	Route 66	69,400		
	4.	To Tell The Truth	67,800		
	5.	Ed Sullivan	67,520		
	6.	Flintstones	67,250		
	7.	Lassie	67,200		
	8.	My 3 Sons	66,350		
	9.	Defenders	64,070		
	10.	Perry Mason	63,800		
19 out of 20	11.	Highway Patrol	63,450		
	12.	Arthur Smith	61,900		
	13.	Wagon Train	61,000		
	14.	Amos'n Andy	60,850		
	15.	Walter Cronkite	60,660		
	16.			Bonanza	60,225
	17.	Dennis The Menace	59,600		
	18.	Esso Reporter	59,320		
	19.	Rawhide	59,520		
	20.	Lucy	57,650		
29 out of 30	21.	Mr. Ed	56,900		
	22.	Lloyd Bridges	56,150		
	23.	Jackie Gleason	55,200		
	24.	Red Skelton	54,150		
	25.	Rifleman	54,100		
	26.	Leave It To Beaver	54,050		
	27.	Andy Griffith	53,900		
	28.	Danny Thomas	53,550		
	29.	The Deputy	51,900		
	30.	Lawrence Welk	50,275		
37 out of 40	31.	Dick Van Dyke	50,150		
	32.	Have Gun Will Travel	49,750		
	33.			Sat. Night At Movies	49,738
	34.			Dr. Kildare	49,650
	35.	Gunsmoke	49,275		
	36.	Ozzie & Harriet	48,200		
	37.	As World Turns	48,100		
	38.	Jack Benny	45,450		
	39.	Huckleberry Hound	45,150		
	40.	Yogi Bear	44,450		

WNCT



GREENVILLE
North Carolina

*First in Television from the
Capital to the Coast....*

ROY H. PARK Broadcasting, Inc.

A. HARTWELL CAMPBELL
VICE PRESIDENT and GENERAL MANAGER

JOHN G. CLARK, JR.
SALES MANAGER

represented by
GEORGE P. HOLLINGBERY

PLAYBACK *continued*

house productions. This help is barely adequate for our own needs. TV presentations would require a paid staff to solve them.

On the assumption that we solved a major portion of the problems I have presented, the resulting TV dramas would be in competition quality-wise first with our own productions at the Playhouse, where we maintain a high professional level of technical and artistic excellence, and second with the best of the network productions. We could not risk appearing "amateur" in any sense if we wished to hold even a small audience or serve the people of Omaha. I do not honestly feel that local TV presentations of drama could meet either competition. They certainly could not compete successfully with the best of the movies being presented on TV.

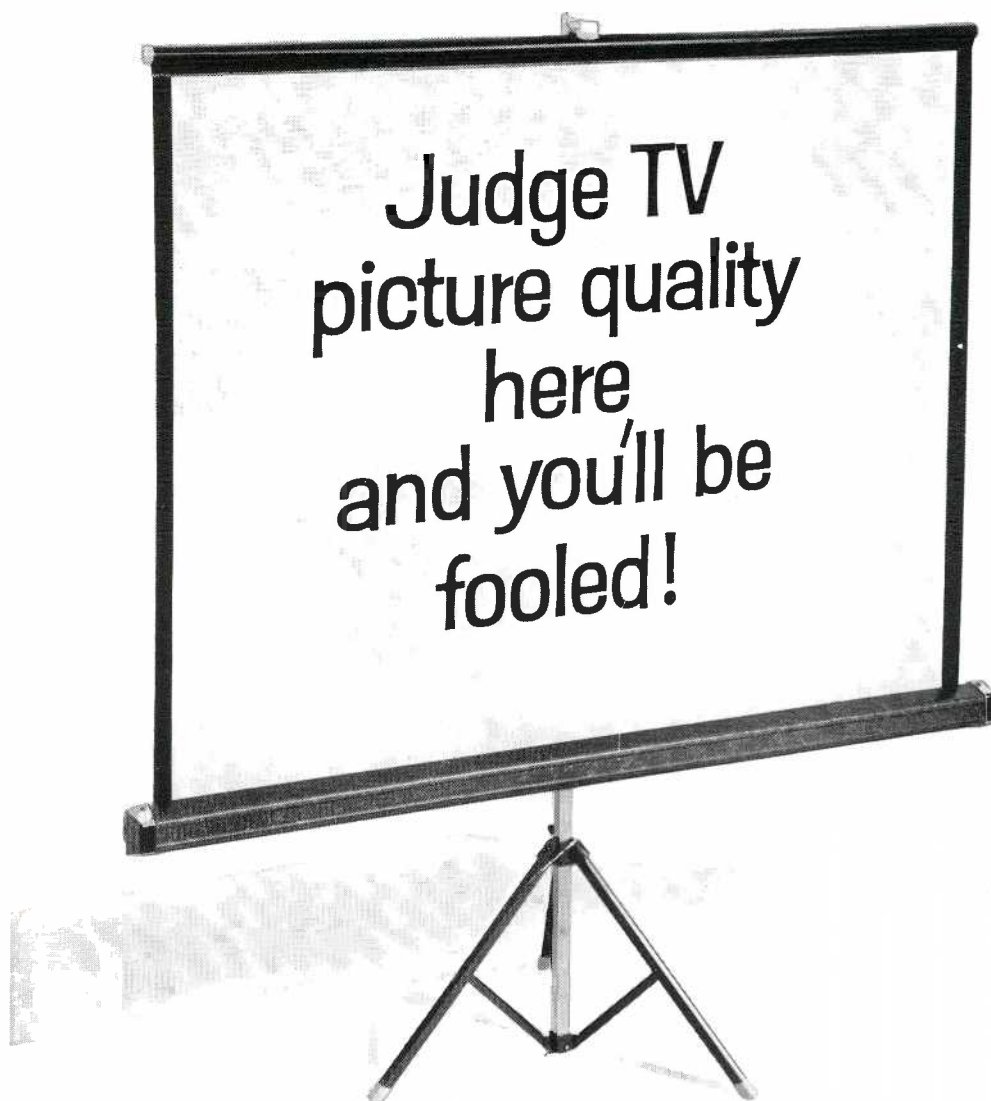
In conclusion, I wish to say that I believe the local TV stations have been doing an excellent job of serving the public with live broadcasts in a practical manner. While I may sometimes personally object to the large number of cartoons shown, my 14-year-old son loves them. If television drama is to be improved, it must be at the network level where more talent, resources and money are available.

COURTROOM TV

Editorial on "Justice on TV," telecast on WFTV Orlando, Florida:

If the subject were not so serious we could find great amusement in the concern of the jurists and the attorneys who are so vitally concerned with the protection of justice and the defendant. But anyone who understands combat law as practiced in the United States recognizes that in some respects justice in our courts has not advanced beyond the days when serious decisions were rendered through jousting in the medieval arena, or by the endurance and survival of a defendant dipped into a well. If he survived his innocence was accepted. Combat lawyers serving as court officers stretch legal techniques and abuse witnesses in an effort to win a decision, rather than to serve justice. The economic status of a defendant may often determine the quality of justice. A warden recently pointed out that a wealthy man was never executed in his prison during his many years of experience.

Decorum in courts is the responsibility of the judge. Modern broadcasting and photographic techniques can be unobtrusive, as demonstrated many times in tests. The requirement of an open court where citizens could observe and see became a necessity because of abuses and railroad justice. Photography, broad-



View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape

Don't fall into the "April Fool" trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for *sure* how your message is coming through to the home audience.

When you put your commercial on "SCOTCH" Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better

than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure "Techniques of Editing Video Tape", 3M Magnetic Products Division, Dept. MCS-33, St. Paul 19, Minn.

See us at the NAB Show Booth 19W



"SCOTCH" IS A REGISTERED TM OF 3M CO., ST. PAUL 19, MINN.

Magnetic Products Division **3M**
COMPANY

YOU CAN'T COVER INDIANAPOLIS* FROM

INDIANAPOLIS

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. **Terre Haute** is closely linked to Indianapolis for its distribution.
2. **Two of the Leading Supermarket Chains** in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. **Indianapolis Television**, even when extensively used, misses 80% of the Terre Haute metro area.
4. **Combining WTHI-TV** with any Indianapolis television develops sizeable, additional penetration **without additional cost**.
5. **The combination of WTHI-TV** with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. **The Terre Haute-Indianapolis media approach** does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(November 1962 ARB)

*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM



Edward Petry & Co., Inc.

PLAYBACK *continued*

casting and television controlled for decorum purposes can also serve as additional public surveillance, as well as to promote better understanding by the American people of jurisprudence procedures. Judges and lawyers often complain about our ignorance, and bar associations maintain public relations committees for this purpose.

Law and justice are not the sole province of courts and lawyers, but basically a right and responsibility of our citizenry.

GREEN OR RED LIGHT?

Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, at the Public Service Institute, Washington, D. C.

Broadcasting is licensed to serve the public interest. This is a premise on which both the industry and its would-be shacklers can agree. It is also a statement of a broadcaster's general obligations under law—the Communications Act. But the parting of the ways comes with definition of terms.

License, the key term, has an affirmative meaning for broadcasting, and I believe it should for all. A license is a permit to do something. (In fact, one of its derivatives is licentious, which means to *overdo* something.) To us, it means to speak out, to broadcast with the minimum of restraint and a variety of voices.

License, the key term, has an affirmative meaning for broadcasting, and I believe it should for all. A license is a permit to do something. (In fact, one of its derivatives is licentious, which means to *overdo* something.) To us, it means to speak out, to broadcast with the minimum of restraint and a variety of voices.

The accent of license is *not* on the negative aspects . . . the rules that are accepted with the license. These are important, but the very word "license" implies a go-ahead, a green light. It's a positive word.

But so many give it a reverse—even perverse—interpretation. They seem to believe that license means complete, unrestricted freedom to hem in the licensee and to fashion him in their own mold. Why the license concept should remove broadcasting from the shelter of the First Amendment is hard to fathom, but that is the essence of their argument. License, in the forest of words, stems from the family tree of liberty. It gives freedom, it does not take it away.

BROADCASTING'S IN-LAWS

Stephen B. Labunski, vice president and general manager, WMCA New York City, addressing the Georgia Radio & Television Institute, Athens, on "Broadcasting's Dangerous Gang of In-laws":

Within the very recent past we have seen numerous examples of pressures from broadcasting's growing and dangerous gang of in-laws. Let me cite just a few of the more ominous ones.

The American Broadcasting Company has been subjected to punitive measures

by sponsors displeased with Howard K. Smith's judgment to use Alger Hiss in a program about Richard Nixon.

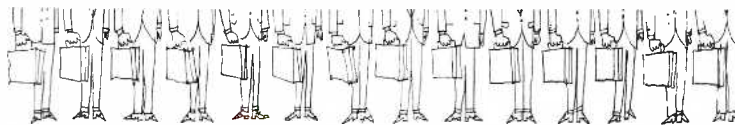
The president of the Grocery Manufacturers Association has issued a bare-knuckled warning to the Television Bureau of Advertising that broadcasting had better begin bowing editorially in the direction of food makers or face the withdrawal of major advertising support.

A financial writer for a major New York newspaper, addressing what he supposed was a closed meeting of conservative business leaders, exhorted that influential group to stop nourishing organs of communication which they regarded as inimical to their points of view about political and social questions. He then proceeded to call the roll of some of the most highly regarded media of communications in this country. It is only fair to add that his newspaper disowned him editorially, and that he was roundly criticized by respected and influential voices in publishing, broadcasting and advertising.

Members of the FCC staff engaged in a letter-writing campaign designed to intimidate television stations facing license renewals into altering their program proposals. An alteration of such proposals in the designated areas usually brought

a renewal by return mail—which says something about the efficiency of our sometimes beleaguered Post Office Department. But it says something else, something very disturbing indeed, about how a pernicious bureaucratic mind feeds on timidity and grows like a noxious weed if not restrained. It's meager comfort to be told subsequently that the commissioners themselves didn't know that members of their staff were playing Russian roulette with license renewals, but I am sure the commissioners would have to agree that, somewhat like licensees, they, too, are ultimately responsible for what goes out over *their* air waves.

Of course, among our most vocal and obstreperous in-laws, who constantly heckle mass media, are the self-styled intellectuals, the self-appointed guardians of public taste and morality—who lament the mediocrity or sameness of television, the raucousness or monotony of radio and the decibel levels or quantity of commercials. They are among the most petulant and unyielding of broadcasting's meddlesome in-laws, and nothing we do seems to please them as they march forward into battle unversed, uninformed, unsophisticated and undaunted. They don't like the programs, they don't approve of commercials and they never



**THE SELLING POWER *
BEHIND
U. A.'s
SHOWCASE FOR THE 60's
IS SELLING
FOR
KHJ-TV, LOS ANGELES**



* TONY CURTIS starring in "SWEET SMELL OF SUCCESS" one the 33 powerhouse stars in U. A.'s pre-sold "SHOWCASE FOR THE 60's"

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 555 Madison Ave., MU 8-4700 ■ CHICAGO 520 N. Michigan Ave., 467-7050
■ DALLAS 1905 South Center, Ri 7-8553 ■ HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

PLAYBACK *continued*

seem to find serious programming on convenient days or at convenient hours.

Perhaps they should take a tip from sports fans who, after all, are a large special-interest group of their own, and who learn to catch their favorite teams when the games are broadcast. They seem to understand and accept the fact that games can't always be played only when it happens to be convenient for them.

Another contingent recently recruited into broadcasting's existing army of in-laws is a whole raft of newly-spawned

citizens' groups, protective leagues and advisory councils. . . . Unfortunately, what lends currency to the narrow and almost universally critical views about popular media on the part of these groups is the FCC's apparent inability to distinguish between *people* and *spokesmen*. The FCC encourages the proliferation of these flying squads by staging public hearings and inviting groups to gather up their complaints and come forth. This policy seems to me contrary to frequent announcements by FCC spokesmen that its role is to protect the

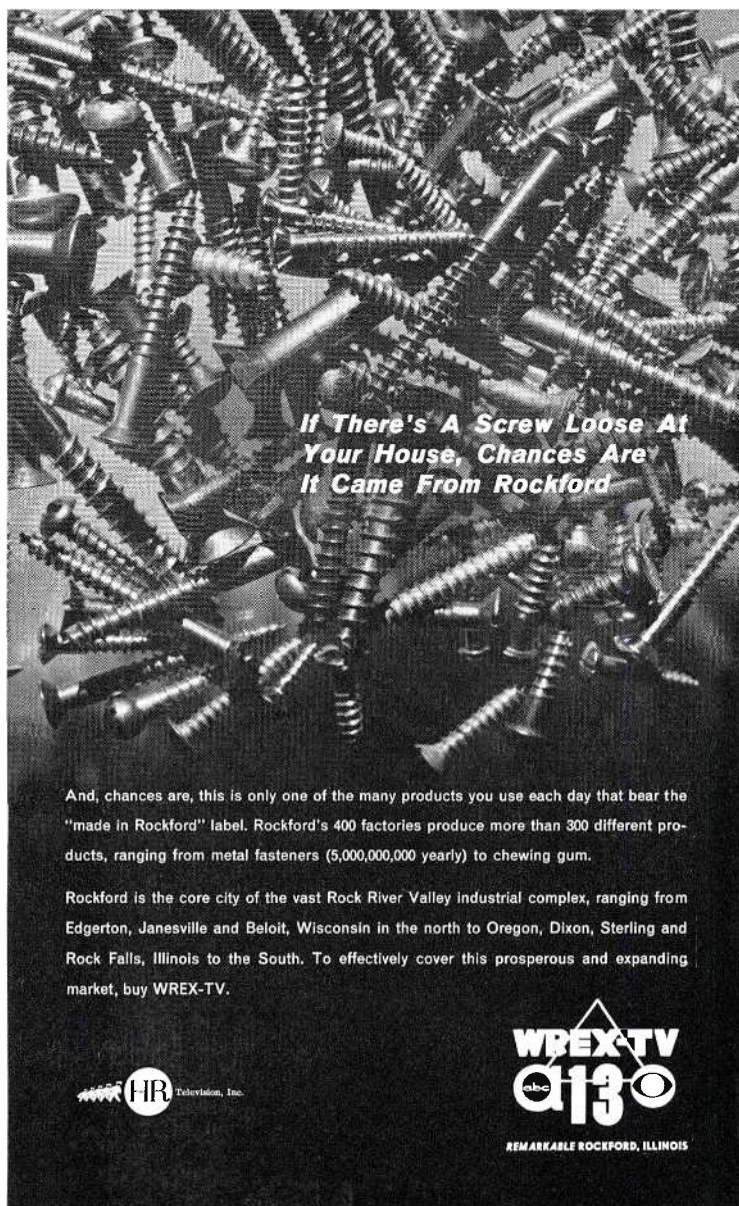
public interest against the imbalance and turmoil which result from having too many special-interest groups pursuing their own ends. This sounds like good reasoning and a proper definition of the FCC's role, but when it comes to something like the [Jan. 28-Feb. 6] broadcaster fry in Omaha, what does the FCC do? It sends letters to *groups* urging them to catalogue their gripes.

Perhaps the single most dismaying aspect of the Chicago and Omaha jamborees is that they inevitably carry the public impact of judicial hearings. These hearings are judicial in *effect*, if not in law. To professional critics of mass communications, a blast delivered at one of these hearings carries the same weight as adverse testimony entered into the record of a court proceeding. In the minds of the public, the eager critics, or hostile advertisers, the distinction between trial and inquiry is lost in the shuffle. Thus, the potential result of such hearings is to deprive the defendants of their chief asset—their reputation—without the benefit of due process of law and minus numerous other safeguards normally afforded persons or institutions faced with a critical examination of their legal right to stay in business. Critics of audience measurement often question the methodology involved in sampling—and here I am not taking sides at the moment—yet some of these same detractors consider an array of special-interest groups as a fair sample of what the community wants.

SUCCESSFUL COMMUNICATIONS

The pattern in successful communications is clear—those who most jealously guard their independence and adhere most strictly to sound editorial and business ethics seem invariably to end up on top. Maybe radio isn't going to acquire enlarged billings and enhanced respect until broadcasters begin collectively to resist the growing incursions against their independence and against their freedom to act as they recognize and perceive their responsibilities. Maybe the FCC will entrust broadcasters with greater responsibilities if broadcasters stop developing a fever every time the Commission writes them a letter of inquiry or one of its spokesmen unburdens himself of his latest pique about something that annoyed him on radio or television.



It's time for a new declaration of independence on the part of broadcast licensees. They are the custodians of a truly phenomenal communications system. But it can only flourish and prosper through the consistent application of strong, well-reasoned broadcast philosophies and by firm resistance to pressures and intrusions by our wide and colorful assortment of busybody in-laws. END



If There's A Screw Loose At Your House, Chances Are It Came From Rockford

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.

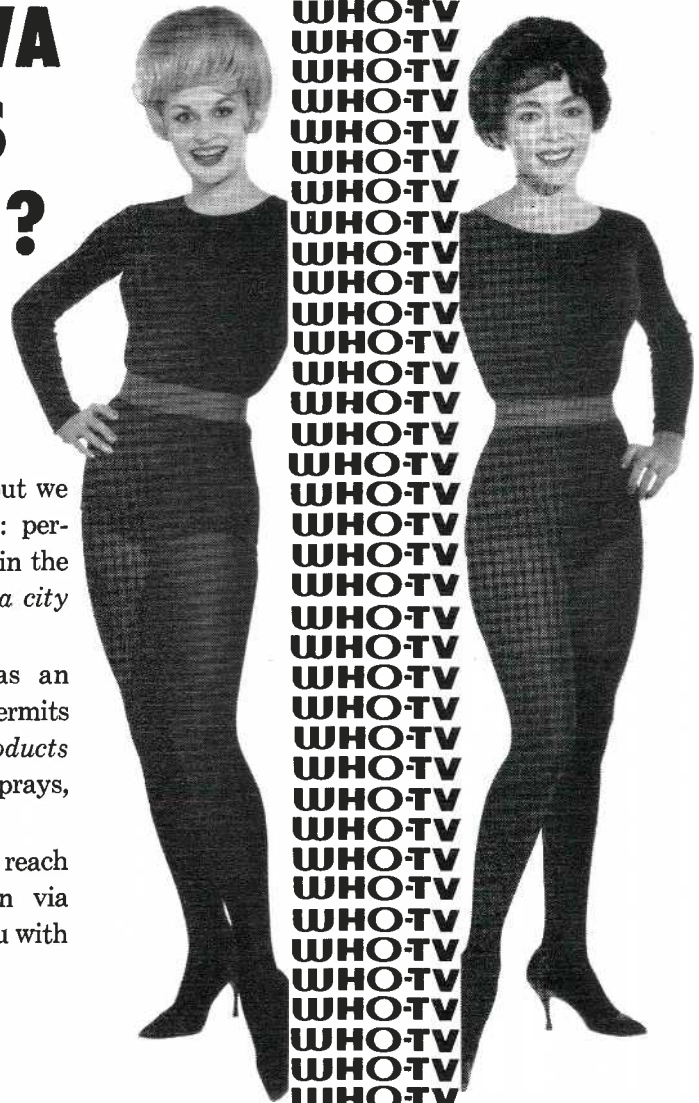
REMARKABLE ROCKFORD, ILLINOIS

WHICH IS THE IOWA FARMER'S DAUGHTER?

Forgive us for catching your eye, but we can't punch this thought too hard: perhaps more than in any other state in the Union, *Iowa farm people and Iowa city people are almost exactly alike.*

The average Iowa farmer has an annual income of \$14,700. This permits him and his family to *buy your products* — whether dancing lessons, hair sprays, automobiles, or whatever!

There's simply no better way to reach Central Iowa farm families than via WHO-TV. Let PGW prove it to you with actual dollars-and-cents analyses.



CHANNEL 13 • DES MOINES WHO-TV

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


AFFILIATE



LETTERS

SEES NO EVIL

Your editorial ["Money Is the Root of All that Talk of Evil," February 1963] is a blatant apologia of network actions. You attempt an "old saw" analogy between magazines and television that you as publishers should be able to see through. An advertiser buying space in a magazine does not wish to and indeed cannot influence editorial direction or concept. This is left to more experienced people. Here we have the first inequity in your analogy. We *know* that editors are more knowledgeable than advertising agencies in this particular area.

The reverse is certainly not true in network television. The only evidence necessary to support my contention is a quick look at the number of network people who worked at agencies and the number of agency people now working in responsible positions at the networks. Certainly the mere crossing of a threshold does not make a better programming man especially when the revolving door creates another position exchange in a few years.

Secondly, magazine revenue is basically a combination of two sources: the subscriber and the advertiser. In our present structure of network television the total cost is borne by the advertiser. When an advertiser orders space in a magazine, he receives a non-varying guaranteed circulation. He knows exactly who these people are, where they live and what they do. Network television, on the other hand, is a riskier investment. Sponsorship of a weekly half-hour costs more than \$6 million a year. For this an advertiser receives three commercials per week—a total of 156 minute messages in an entire year. It is no wonder that he is and should be concerned about program content. When one considers that at least 50% of all programs that started on the air in October 1962 will not be on the air in October 1963,

it is proper for an advertiser and his agency to be concerned.

Your editorial states that creativity has been liberated rather than repressed as a result of network decisions. Using audience reaction as a barometer, I don't see how you support your contention. A brief look back at network radio when advertisers provided the programs reveals far less program mortality, volatility and dissatisfaction. Surely, I don't have to list the radio programs that remained on the same network at the same time year after year. What do you suppose made this so?

As to a network's creativity, I think it can be summed up in one quick word—imitation. Certainly the string of westerns, detective mysteries, comedies, medical programs and other sincere attempts at flattery have not excited the viewer. Certainly the scheduling of movies during prime time and nighttime re-runs during the daytime do not represent creativity.

How long and well do you think business in this country would exist if all purchases could only be made through three outlets? Incidentally, can you tell me how many successful programs were moved from one network to another? Wouldn't an advertiser be silly to move a successful property and take a new risk for the coming season?

Agencies and advertisers are not asking for a "return to the good old days" when the network was merely a carrier. Rather we say that our thoughts should be a considered factor if for no other reason than our experience is equal to those who currently hold the reins in their hands—and control our destinies without the attendant risks. LEE M. RICH Senior Vice President, *Benton & Bowles, New York*.

[Editor's Note: TELEVISION appreciates Mr. Rich's gracious remarks about editors, holds that it *does* make a difference when a man crosses the threshold to service the advertiser rather than the medium: on one side he responds primarily to his audience, on the other primarily to his patron. Same man, same talent, but different goals.]

SEES THE EVIL

Congratulations on your well-stated editorial in response to Mr. Lee Rich's statements about network versus agency control of programming. I winced when I heard Mr. Rich's forthright but misdirected appeal for a return of "creative control" to the advertising agencies.

Historically we know the problems that arose in radio during the 1940s when agencies controlled programs and networks were reduced to the role of time brokers. Legally we are now acutely aware of the responsibility residing with individual station licensees and thus in-

directly with the networks with which they are associated.

And in the sphere of ethics and morals, I for one have grown in respect for the conscientious efforts of the networks in planning, scheduling, appraising and promoting programs which they present.

Your editorial reflected accurately my own reaction to Mr. Rich's disappointing lament over the networks' programming authority. Not only is that authority now rightly placed, but to my mind the networks have exercised that authority with far greater discretion than many people suspect. JAMES A. BROWN S.J. *University of Southern California Telecommunications Department, L. A.*

APPLAUSE FOR RADIO

My compliments to Morris Gelman and to TELEVISION MAGAZINE for the comprehensive article on the radio industry [January 1963]. To paraphrase the axiom "you must know yourself before you can know others," we believe at Eastman that our salesmen must know more about radio than our competitors so in turn we can sell radio more effectively. Your article is the finest composite study of radio's history, future, image and value to the nation that we have seen to date.

The personnel at the Robert E. Eastman New York office were impressed to the point that it is our intent to distribute reprints of the article to all our other offices. Please send 25 copies. JOHN C. LIDDY *Promotion Manager, Robert E. Eastman & Co., New York*.

Your article on radio in the January issue of TELEVISION is one of the finest pieces I can remember. Congratulations and sincere thanks for the very complimentary things you had to say about the Wright men. JOHN BURT *Director of Advertising, Wright Broadcasting Co., New York*.

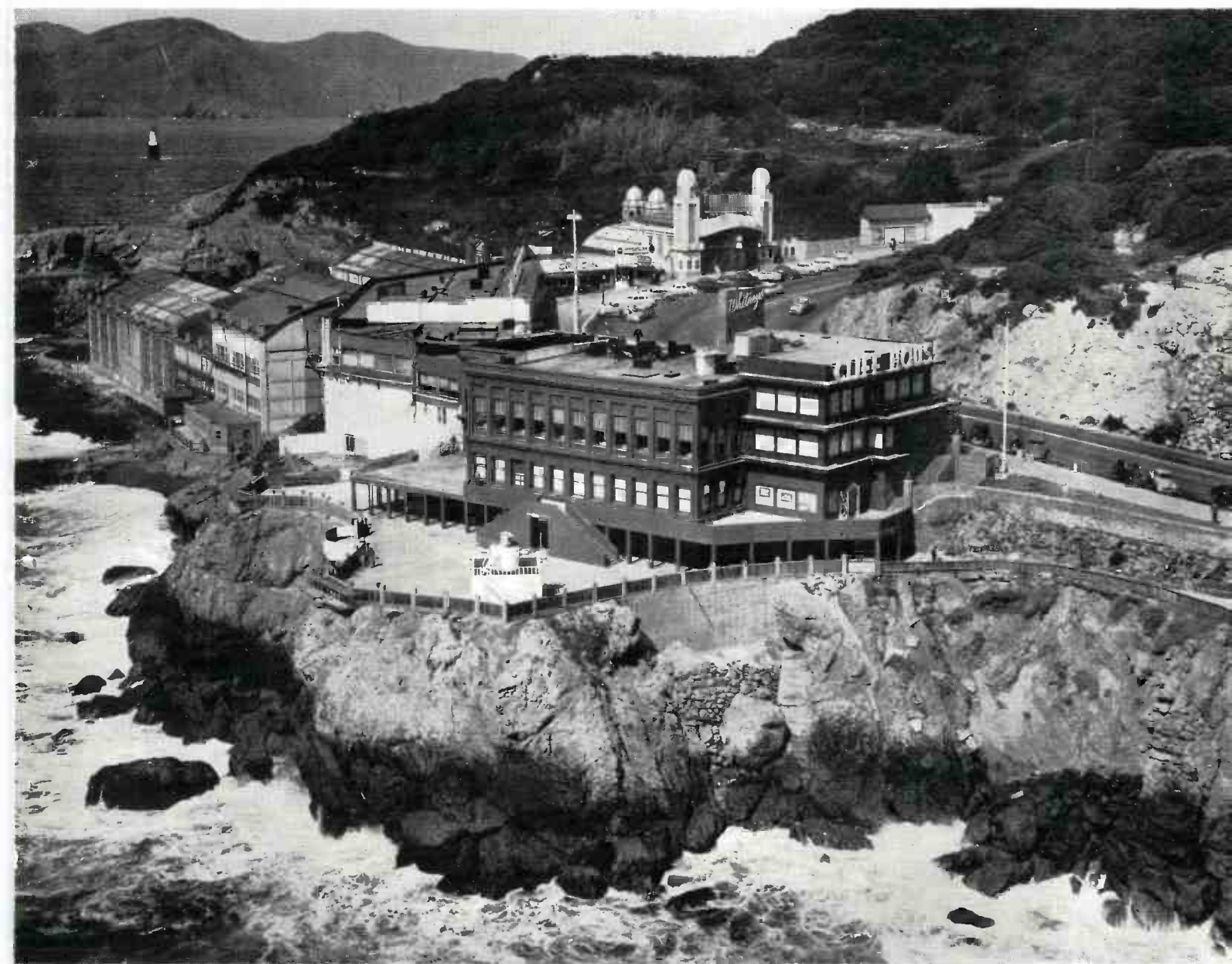
GOOD START FOR '63

Congratulations for . . . your excellent January editorial ["A Real Need for New Year's Resolution"]. You folks are doing a tremendous job and deserve the gratitude of the industry. CHARLES THONE *Davis, Thone, Bailey & Polsky, Lincoln, Neb.*

NO END TO USEFULNESS

We thought you might like to know about a novel end use for your February 1963 cover [showing a number of bottles of Colgate-Palmolive's Soaky Fun Bath afloat in a sea of suds]. Our creative director, Gene Duncan, used a pair of scissors, a typewriter and some ingenuity to make a personal valentine message [utilizing the various characters] for his seven-year-old son, Tim. KARL B. MCKENZIE *Vice President, Rutledge Advertising Co., St. Louis*.

If you lived in San Francisco...



...you'd be sold on KRON-TV

**FOR THE BEST BUYS
IN PITTSBURGH
STICK WITH
CHANNEL**



**LUNCHEON
AT THE ONES,
Monday thru Friday, 1:00 P.M.**

**KAY CALLS,
Monday thru Friday, 9:00 A.M.**

CHANNEL 11 WPC
PITTSBURGH 

Represented nationally by Blair-TV

FOCUS ON NEWS

An out for Minow,
an in for Collins;
Khrushchev
abuses NBC; The
1963-64 lock-in

Will he or won't he? Newton N. Minow, vocal chairman of the FCC, ducked out of a "yes" or "no" comment last month on *Broadcasting Magazine's* report that he had advised President Kennedy of his intention to leave the FCC for private business. Minow labeled the *Broadcasting* story as "wishful thinking." He did not deny the story, which said he would leave his post at the end of May to join Encyclopaedia Britannica Inc. as a high officer and chief legal counsel.

Minow was said to have recommended the appointment of Commissioner E. William Henry as his successor. (Henry, like Minow, is a Kennedy appointee. A third Kennedy appointee, Kenneth Cox, who has headed up the FCC's Broadcast Bureau, is now awaiting confirmation by the Senate as replacement for retiring commissioner T. A. M. Craven.)

Before taking the FCC post, which brought him into the public limelight in 1961 with his remarks that television was a "vast wasteland," Minow was a Chicago lawyer whose clients included Encyclopaedia Britannica Films. (In Chicago, Britannica president Maurice B. Mitchell, like Minow, would not confirm or deny the FCC chairman's future employment other than saying he'd be welcome back anytime.)

■ Another executive whose future has been widely speculated upon, LeRoy Collins, president of the National Association of Broadcasters, laid the speculation to rest two months ago in Phoenix, Ariz., where the radio and TV boards of the NAB voted to give him a new three year contract.

Collins had been on the firing line since his speech last November attacking cigarette advertising directed toward minors. Talk was that the governor's contract might not be taken up or, at best, renewed for only one year with the proviso of nullification on three, six or nine months notice by the association.

But the contract Collins won (voted on unanimously by the 41 members present of the 43 member board) is retro-

active to January 1, 1963, runs to December 31, 1965. And in addition to a base salary of \$75,000 a year, the contract provides a \$12,500 special living allowance, plus expenses incurred by Collins and his wife while tending to NAB affairs.

While Collins won the battle, he did lose the skirmish over controls on cigarette advertising. He was voted down when he asked the NAB board to authorize Robert D. Swezey, director of the NAB code authority, to get cigarette companies to volunteer discontinuance of advertising aimed at the youth market. The board will not take any action until the U.S. Public Health Service completes its study on smoking and health.

The TV board did, however, okay a code review board amendment prohibiting the use of doctors, dentists, nurses or other practitioners or actors representing them, in TV commercials. This amendment is effective July 1.

The NAB at its Phoenix meeting also:

- Approved a new TV code amendment insisting that all station editorials be clearly identified as such.

- Proclaimed its position again that community antenna systems be regulated and licensed, and authorized a six-man committee to study the pay TV implications of CATV.

- Vetoed the proposed merger of the Television Information Office with the NAB public relations department. TIO will continue outside of the NAB with a separate membership budget of \$500,000.

- Announced TV station membership at an all-time high of 396, code subscribing stations at a peak of 400.

■ The TV industry's long fight to move its cameras into courtrooms lost another round last month. The latest crusher came at the hands of the American Bar Association, whose House of Delegates, meeting in New Orleans, voted to retain the seemingly impregnable Canon 35, the controversial rule which prohibits the use of TV cameras, radio microphones or news cameras during court trials.

The camera ban has been in effect since 1937, following the gaudy coverage of the Lindbergh kidnapping trial. The press has since waved its freedom of information banner before the courts but with little success, although Colorado, Texas and West Virginia now allow TV cameras into their respective supreme courts on an experimental basis. But all other states adhere to the ABA's recommendation.

With the start of TV, broadcasters joined print media in assailing Canon 35 and in 1958, with pressure mounting from broadcasters, the ABA began considering changes in the prohibition.

The issue is certain to be raised before the ABA again, despite the recent vote-down, and the NAB, a spearhead in the fight, recommends mounted pressure by broadcasters "on the local bar and courts."

■ NBC found itself without a Moscow news bureau last month—for the usual reason: Soviet displeasure with programming viewed as "inaccurate" or critical of Russia.

The Soviet government ordered NBC to close its Moscow news bureau as a punitive action resulting from the recent NBC News *White Paper* documentaries,

"The Death of Stalin" and "The Rise of Khrushchev," two of a four-part series on communism.

NBC fired off protests, signed by network president Robert Kintner, to Khrushchev and Secretary of State Dean Rusk calling the Soviet action "unwarranted" and "damaging to relations between the U.S. and the Soviet Union."

The Soviet move comes more than four years after Russia ordered the CBS Moscow bureau closed down following the *Playhouse 90* "Plot to Kill Stalin" drama. CBS was permitted to resume Moscow operations about a year later.

■ Off to one of their earliest selling seasons on record, the TV networks were busy last month locking in final 1963-64 program selections and fitting them with sponsors. CBS-TV was clearly in the selling lead, even, according to one agency programming man, turning advertisers away. Having more of the top rated 1962-63 shows than anyone else, CBS is well entrenched in a seller's market. NBC, according to the same programming executive, is on a slow sales pace, hasn't firmed up many of its time periods, has to wait for those advertisers who are being turned away from CBS.

The rough fall schedule, as it stood last month, included room for 86 prime time shows (vs. 91 at the start of 1962-63)—six 90-minute or better programs, 48 hours, 32 half-hours. The trend to longer programs, which slackened last season, seems to be on the upswing again. New shows plotted for the fall: about 35 (30 debuted at the start of the current programming season).

Also apparent in the schedule now being laid out: an even greater boost in the trend to comedy programming, including more big star names; more dramatic film series, heavily weighted to law and medicine—the success "types" of the last two seasons.

■ The FCC's probe of local TV programming in Omaha had its windup early last month and if it proved anything it was that the FCC knows what's good for the public better than the public does.

The FCC investigators, commissioner E. William Henry presiding, heard more than 130 public witnesses, with few exceptions, tell essentially the same story: We like our TV stations fine and commend their local live programming efforts. The concluding testimony of the three TV stations under the FCC's spotlight—WOW-TV, KETV and KMTV—was an echo of what all the witnesses had praised before.

But the FCC appears not easily pleased. In post-hearing conferences

Henry told newsmen that public approval was not the true test of broadcast performance, that the FCC's own standards govern, that the FCC is more "aware" of what is expected of a broadcaster than the general public is.

The Commission may or may not continue its local hearings policy. It will not say either way. Commissioner Henry will write a report and recommendations on Omaha and on that may depend the probing future. The FCC has been talking program control and the New Frontiersmen in charge seem inclined to continue the dialogue.

■ The U.S. orbited a third communications satellite last month, this one, called Syncom, first of a new synchronous system, drilled into an elliptical orbit nearly 22,300 miles up—and promptly got lost. But it was expected to be "found" again and its performance evaluated.

In a synchronous system, satellites appear to hover over one spot on the globe because their speed matches that of the earth's rotation, about 23,000 miles an hour. This can only be achieved at an altitude close to 22,300 miles. The hope is for a relatively inexpensive worldwide space communications network requiring only three satellites. (The lower altitude Telstar and Relay systems would require 30 or 40 satellites and a far more extensive—and expensive—ground station network.)

Syncom itself is a relatively small 86-pound package. It is not equipped for television transmissions, as were Telstar and Relay, but is geared instead for telephone, teletype and radio. An advanced Syncom, to be launched later, will have television transmission capabilities.

■ It was MCA Inc. vs. the FCC again last month in Los Angeles' Federal District Court of Appeals. The question to be answered: Does Taft B. Schreiber, vice president of MCA, have to answer FCC inquiries about the television operations of MCA and will the TV production-selling giant have to submit records publicly as ordered by the FCC? There was no immediate decision.

The argument goes back to 1960 and FCC hearings into the control of network TV. Schreiber refused to answer questions at the hearing or to produce a list of network shows MCA had acted as selling agent for. His refusal to testify then and at subsequent hearings led to the courts and a fight over "confidential" records that appears to have no end.

■ The FCC, trying hard to set its UHF wrongs to rights after a decade of fumb-

ling, is planning the addition of 650 to 700 new UHF channel assignments to the TV table of allocations shortly. This comes after last year's passage of all-channel receiver legislation which is expected to put UHF capable sets in the hands of all TV viewers as they replace their old VHF-only receivers over the next 10 years.

The new assignments on channels 14-82 will knock out none of the present 1,550 UHF allocations, set the stage for the expected growth in both commercial and educational television over the next 15 years. All that's needed now, it appears, are UHF license applicants, a breed heretofore in short supply.

■ How many TV commercials will flash before the U.S. public this year? Broadcast Advertising Reports has an estimate: 18.4 million.

Spot and local television business, BAR estimates, is presently moving at a rate of 352,000 commercials a week, approximately 18,304,000 over the course of a year. Network commercials will add a minimum of 90,116 to the projection bringing the grand total for 1963 to at least 18,394,116.

BAR is getting its figures on the basis of tabulations from its round-the-clock monitoring of the 42 commercial TV stations in 10 key markets, projecting for the nation. In the markets monitored, Los Angeles led in the number of weekly spot and local announcements aired (6,377 or 21% of the 10 market total), New York second (4,448, 15%) and Chicago third (3,118, 10%).

■ David Susskind, television's eternal bad boy, was stewing in another controversy last month. This one was ignited by a taped *Open End* discussion on sex which the Metropolitan Broadcasting Co. (co-producing and carrying the series on WNEW-TV New York) branded "not for family viewing."

The show, taped in mid-January, featured Susskind and six celebrities in a frank debate entitled "The Sexual Revolution." When Metropolitan announced that the show would not go on, Susskind charged short-sightedness, defended the program as "a marvelous idea," "in good taste" with "no dirty words used."

The show's guests included such open minds as *Playboy* Magazine publisher Hugh Hefner and *Eros* Magazine publisher Ralph Ginzberg.

It wasn't Susskind's first brush with the objectionable. Last year public indignation was voiced when comedian Jackie Gleason appeared on *Open End* and repeatedly indicated that there was more than coffee in the refreshment served on camera. END

OVER THE TOP...

goes California to become the Nation's most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation's **LEADING Independent TV Station**, KTVU serves over a million and a half TV homes in California's number 2 market... the only independent TV station in Central and Northern California.

Buy the **LEADING Independent** in the **Number 1 State**.

The Nation's **LEADING Independent TV Station**



SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.



SAN FRANCISCO's cable cars are a permanent part of the city's landscape. Moving at 12 miles per hour, the cable cars climb lines on three of the city's routes, carrying passengers from the Bay to downtown San Francisco. Photo Moulin Studios

FOCUS ON PEOPLE

RICHARD A. R. PINKHAM
Ted Bates & Co.



WARREN A. BAHR
Young & Rubicam



JOHN NUCCIO
Fuller & Smith & Ross



E. L. DECKINGER
Grey Advertising

There are new hands at the controls of some \$250 million in television billings. In a flurry of executive shifts, new media chiefs have been installed at four ad agencies.

The big change occurred at Ted Bates where **Edward A. Grey**, senior vice president in charge of media operations, announced his resignation effective April 1. His announcement was followed by another from the Bates agency that seemed to explain Grey's decision: media and program operations have been consolidated in a single department under **Richard A. R. Pinkham**, senior vice president who had been in charge of TV and radio. Pinkham also becomes chairman of the planning committee. **William J. Kennedy**, a vice president who was a media director and manager of the media department, moves up to become executive director of the planning committee.

At Young & Rubicam, **Warren A. Bahr**, vice president and senior media director, was made director of the media relations and planning department, the job from which the veteran **William E. (Pete) Matthews** retired several months ago. **Joseph St. Georges**, a vice president and senior media director, moved up to manager of the media department. He'll report to Bahr.

The two top media men at Grey Advertising moved up in the agency hierarchy. **Dr. E. L. (Larry) Deckinger**, media director, was elected vice president in charge of media and network relations. **Harold Miller**, who moved to Grey from Benton & Bowles in 1960 as associate media director, now gets Deckinger's old job.

Fuller & Smith & Ross brought in a veteran media man as a new vice president and director of media. He's **John Nuccio**, who's been in media for 18 years. He went to F&S&R from Doyle, Dane, Bernbach where he was media group supervisor. He's also been a media supervisor at Benton & Bowles and a buyer at BBDO.

RICHARD J. FARRICKER
President
Geyer, Morey, Ballard



Geyer, Morey, Ballard Inc. last month moved **Richard J. Farricker** up from executive vp to the presidential post succeeding the late **Sam M. Ballard**, who died January 25 in a fall.

Farricker, third president in the 52-year history of GMB, joined the agency in December 1959 after stints with McCann-Erickson and the Kudner Agency. He started with Cunningham & Walsh as a copywriter in 1938.

Ballard, 60, GMB president since 1956, joined the agency in 1953 as vice president after copy, account and management work ranged over 28 years, first with the old Geyer Company, predecessor of GMB, in 1928; a move into the clients' world as ad manager of General Motors' Delco-Light Co.; back to agencies with Compton Advertising; Brooke, Smith, French & Dorrance and 16 years with Gardner Advertising. He left Gardner as executive vice president.

GMB bills about \$45 million a year, \$8.4 million of it in TV. It added about 20 new clients in 1962, has American Motors, B. T. Babbitt and Lehn & Fink Products as top accounts.

Farricker, who since joining GMB has been involved in management supervision of all accounts as well as in agency operation and policy, will be closely attuned to the American Motors activity as his own experience is heavily automotive—he was charged with the Chrysler Corp. account in Detroit when at McCann-Erickson, had been Detroit account executive on General Motors for a time at Kudner.

SAM M. BALLARD





Two favorite sights in Philadelphia

Philadelphians love a parade! Particularly "The Mummers' Parade," a jubilant, spectacular New Year's Day classic that's high, wide and handsome as Broad Street itself, and just as much part of the local Philadelphia scene. That's why TV 10's annual coverage, capturing all the high-stepping excitement of the parade, is eagerly anticipated, widely viewed: this year, more than 1,000,000 Philadelphians tuned to the 4¼-hour broadcast of the celebration. Bringing Philadelphians what they want to see most is something CBS Owned WCAU-TV does best. And one of the things Philadelphians want to see most is WCAU-TV, the number one television station according to both Nielsen and ARB. **WCAU-TV**

PEOPLE *continued*



CHARLES R. DENNY
RCA International

Charles R. Denny, a former chairman of the FCC and an RCA-NBC veteran of more than 15 years, was last month appointed vice president and managing director of RCA's international division succeeding Douglas C. Lynch, who resigned.

An RCA vice president since 1958, Denny had been executive vice president, operations, for NBC before joining the parent company. He went to NBC in 1947, where he first served as vice president and general counsel.

Denny, now 50 years old, started out in private law practice in Washington, entered government service with the Justice Department in 1938, was appointed assistant general counsel of the FCC in 1942. He was appointed FCC commissioner in 1945, chairman in 1946. Just prior to joining NBC Denny served as chairman of the U.S. delegation to the International Telecommunications Conference.



KEN McALLISTER
Executive Vice President
Thomas J. Lipton, Inc.

Thomas J. Lipton Inc., which last year put an estimated \$7 million in television for its tea and food products, has elected its top advertising man, **Ken McAllister**, to a newly-created executive vice president position with the company.

McAllister, an ex-ad agency executive, had been Lipton's advertising vice president since June 1961. In his new post he will supervise all marketing functions for the company, continue to direct Lipton's advertising, sales promotion and brand management. Prior to joining Lipton, part of the vast Unilever concern, McAllister had held the position of senior vice president at Benton & Bowles and before that served as a vice president with Sullivan, Stauffer, Colwell & Bayles ad agency.



MANNY REINER
Vice President
Four Star Television

Four Star Television, which last year branched out from production into syndicated sales forming Four Star Distribution Corp., has its mind set on global distribution. Last month it hired veteran international film salesman **Manny Reiner** away from his vice president, international operations slot at United Artists Television to fill a similar post for Four Star. His initial job will be to plan overseas sales offices. (Replacing Reiner at UA-TV: **Herbert R. Banquer**, moving over from his post as UA's continental sales manager.)

Reiner, 47, has spent about 20 years in overseas motion picture and TV distribution, originally as foreign manager for Samuel Goldwyn Productions and the David O. Selznick organization, later for Television Programs of America before joining United Artists. He has also filled sales, advertising and publicity posts for MGM, Paramount, Monogram and Louis G. Cowan Television Productions.

(Also last month, actor **Robert Taylor** joined Four Star as a major stockholder, exchanging his interest in his former network series, *The Detectives*—syndicated by Four Star—for stock, said to be the fifth largest block.)



E. JONNY GRAFF
Vice President
Embassy Pictures

Joseph E. Levine's Embassy Pictures Corp., importer of such European movie epics as "Hercules," "Hercules Unchained" and "Attila the Hun," recently created a TV department to put them into station syndication. And to get the shows moving it has appointed **E. Jonny Graff**, veteran TV syndication, sales and programming man, to head the new TV organization as vice president.

Graff had previously served as syndication sales head for Independent Television Corp., a vice president of NTA and station manager of WNTA-TV New York, vice president and sales manager for Snader Telescriptions and formerly held the position of program manager and production head of WKBW-TV Chicago.



New products are essential to company growth.

So essential, in fact, that American industry is currently spending more than *five-and-a-half billion dollars a year* on the research and development of new consumer products.

A profitable return on that enormous investment can be assured through the use of Spot Television for new product introductions. "Launching Your New Product" explains why.

Copies are available, free, to advertisers and their agencies. Please write...

 **THE KATZ AGENCY, INC.**
666 Fifth Avenue, New York 19, N.Y.

Chicago • Detroit • Atlanta • St. Louis • San Francisco • Los Angeles • Dallas • Minneapolis • Boston • Philadelphia

BUY

That very highly survey-rated,*
CBS affiliated,
Personality activated,
Civic-minded motivated,
Sales results premeditated,
Cowles station in Des Moines

NOW!

*See Oct.-Nov. Nielsen
and Nov.-Dec. ARB
for the highest ratings
we've ever received.



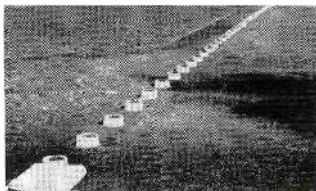
KRNT-TV

"One of the great news stations in the nation"

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.

Represented By The Katz Agency

FOCUS ON COMMERCIALS



Do Dogs Dash for Dash? •
The canine lineup here at home plate in Yankee Stadium never faced Yogi Berra sliding in, but then Yogi never was much on dog food. FC&B's series for Dash follows a basic pattern: Anywhere from 25 to 115 dogs line up and on signal run to bowls of Dash strung out on a finish line. There they dig in and happily gobble away. It's a production problem from start to finish.

Dogs are fast becoming one of television's best friends—this year TV will take in an estimated \$17 million dog food ad dollars. And it's getting difficult for a viewer to turn on his set without seeing one kind of pooch or another hard at work over a bowl of whatever dogs find tempting and their owners find nutritious.

Trying to sway U. S. dog owners to one particular dog food is a big competitive battle approached from many points of view. Foote, Cone & Belding, Chicago, is using one of them for Armour & Co.—dogs will run a mile (or a little less) for a bowl of Dash.

Most of TV's dog food commercials zero in on one or two dogs, but FC&B's campaign for Dash goes the others 235 dogs better.

Since last November, four Dash 30-second commercials have been aired. The first featured 115 dogs of every size and breed arrayed in the Rose Bowl, Pasadena, Calif. Three others were produced shortly afterward, one with 60 dogs at Yankee Stadium in New York, another featuring 25 dogs at Miami's Biscayne dog track and the latest showing 35 canines at the Indianapolis "500" raceway.

All segments were produced for FC&B by Cascade Pictures of California at a cost of about \$70,000. But the hefty expenditure dwindles in comparison to the \$350 million spent yearly on dog food.

The copy idea offers a convincing argument for Dash and the finished commercials prove entertaining, even for para-ket fanciers. But production-wise, getting the message across involved a monumental job of canine and human togetherness.

FC&B account executive Robert S. Imel explains that the Dash campaign differs from the usual dog food commercial. Generally, commercials are limited to one or two "movie" dogs. They're trained to perform before the cameras and can do stunts of various kinds. But

the FC&B "stars" are not professionals in the Hollywood sense. They are "obedience" trained dogs, selected at various kennel clubs on location, and capable of performing simple commands.

Because of their amateur status, the dogs were paid about \$25 apiece. This was given to the owners individually or on occasion to the kennel clubs in the form of a lump sum donation. The cost for doing the same commercials with "movie" dogs would have skyrocketed.

Jack Hively, director of the segments for Cascade, is no stranger to the dog circuit. A directing alumnus of some of the *Lassie* show's finest TV moments, he knows and likes animals. But even his experience left him somewhat unprepared for the massive groups of dogs he faced in the Dash commercials.

The problem in dealing with the dogs resulted from their sheer numbers. "It's one thing," says Imel, "to get one trained dog to do something but to get 12, 25, 50 or 100 dogs to do the same thing is another matter." In addition to the dogs, an equal number of dog owners compounded the problem.

To avoid complete chaos, a head trainer was hired from the local kennel club in each location. The dog trainer would take his directions from the director, pass them on to the handlers, who, in turn, passed them on to the dogs.

Once the dogs got the general idea, another problem developed. Obedience trained dogs are taught never to bother another dog when he's eating. Frequently a dog trained in this manner would come up to the bowl he'd been directed to, find another dog already eating there, turn up his nose and walk away. Since this wasn't the effect the crew was looking for, retake after retake was necessary. Instead of showing all of the dogs eating at once, the crew searched for the good eaters, watched who they were and focused on them for the final takes. Each commercial was shot in one day.

Copy for all four of the commercials is

COMMERCIALS *continued*

a variation on the same "dash for Dash" theme. After an opening shot showing the lineup of dogs in their locale, a white-coated announcer appears holding a can of Dash in one hand and a mike in the other. He asks, "Do Florida dogs (this changes depending on locale) go for Dash?" The camera cuts to a file of dogs approaching the starting line while the announcer in voice-over continues, "We've got a dozen dogs (depending on the number), all kinds, lining up here on the track." Camera cuts to a shot of Dash bowls on a line. "Now," continues the voice-over, "we're going to let 'em dash for the Dash down there at the finish line."

The visual returns to the dogs at the starting line, all poised and still. There's the sound of the starting bell and the dogs tear up the track to their Dash.

The camera follows the dogs as they arrive at their bowls and then pans along the line of dogs as they voraciously devour their Dash. The voice-over asks again "Do Florida dogs love Dash?" The answer comes with a closeup of one dog eating and the concurrent voice-over "Dogs everywhere love Dash. . . ." There's a fan out to show the line of dogs eating while the copy continues

"the mighty meaty dog food." Next a lap dissolve to a can of Dash superimposed over the eating scene. "Dash," says the voice-over, the Armour stamp pops over the can and the sound track closes, "from Armour the meat people."

The current campaign was conceived by Emery T. (Buzz) Smyth, FC&B copywriter, who has written the copy for all four of the Dash commercials.

Account executive Imel says that the commercials were designed to serve a two-fold purpose. The first, to isolate product attributes that "research and intuition" told FC&B dog owners regard and respond to most directly. These were "meatiness and palatability." FC&B sought to show that Dash has what a good dog food should have, that it is nutritious and that dogs will go for it. The second was to find a "believable and memorable demonstration of these attributes."

The dash for Dash concept seemed to Imel the most dramatic and workable way to convey the product message. "Primarily," says Imel, "the concept enabled us to show a large number and variety of dogs eating and enjoying Dash; secondarily it provided an opportunity to use interesting and geographically

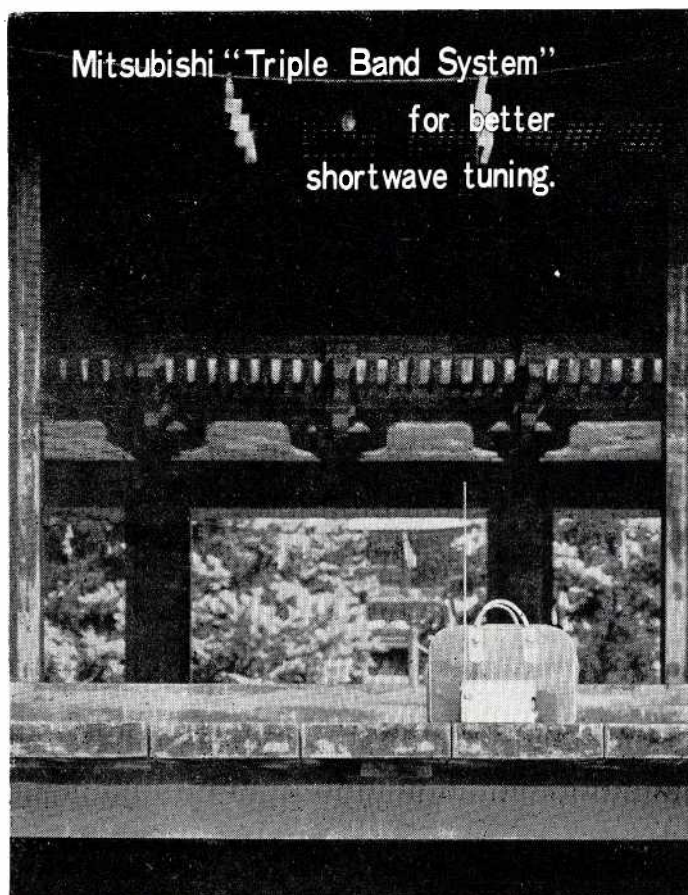
representative settings (the Rose Bowl, West Coast; Yankee Stadium, East Coast; Biscayne Dog Track, South Central, and Indianapolis "500" for the Midwest).

"The spontaneity," Imel continues, "of the actual race sequences appeared to put across the dogs' eagerness to get at Dash in a refreshing and attention-getting fashion." And, he adds, "the good close-up work on the dogs gobbling up the food gave us a solid visual payoff."


The Dash campaign formerly centered around a dog and his owner weighing themselves on a scale and talked about watching the dog's weight. "We were knocking the table scraps approach," Imel explains.

The 30-second commercials are network slotted as part of the Armour buy on ABC. They've appeared on six daytime shows and eight nighttime.

■ Dog food is proving a growing TV spending area. Television Bureau of Advertising estimates that the dog food industry spent \$13,163,000 in gross time TV billings in 1960. This increased to \$13,666,000 in 1961 and the first nine months of 1962 showed \$13,243,000 spent—almost bettering the entire 1961 period.

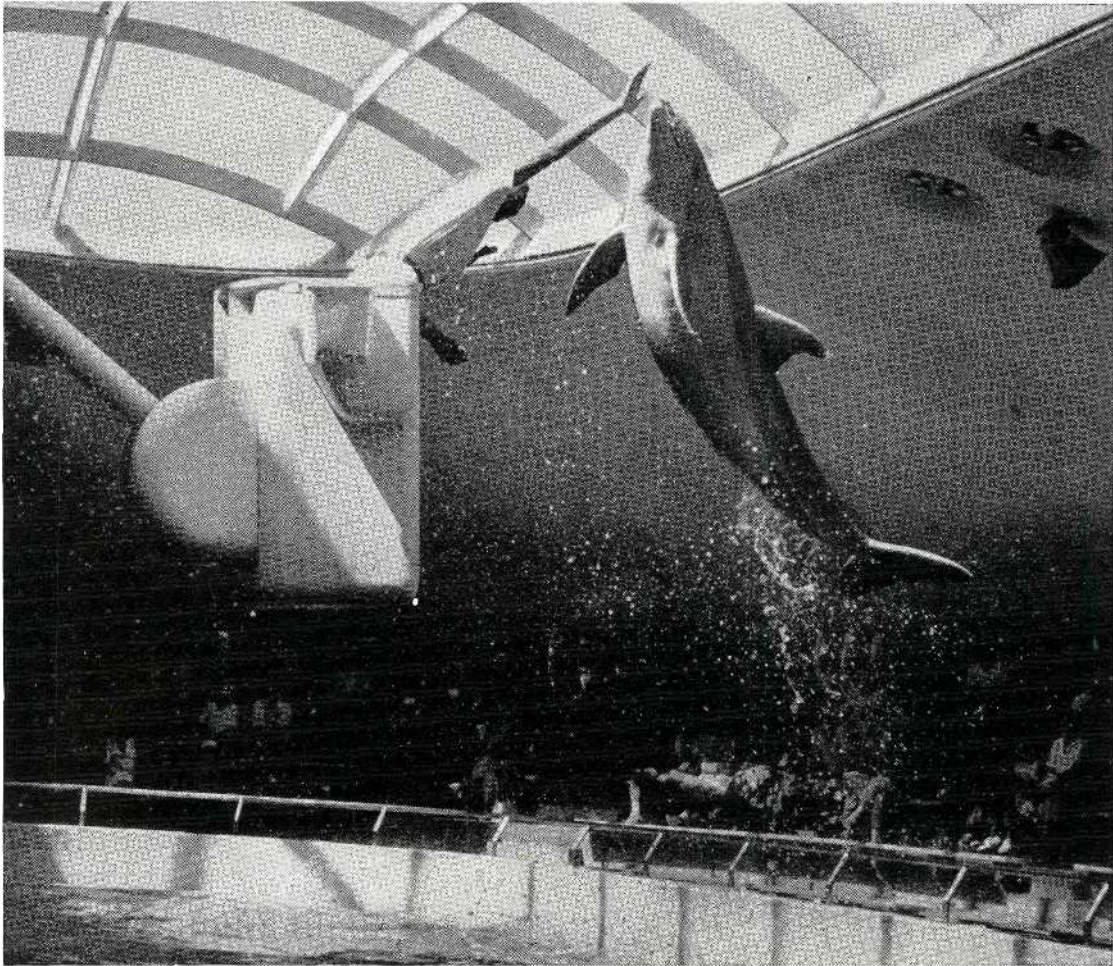


The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1: 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

 **MITSUBISHI ELECTRIC
MANUFACTURING COMPANY**
Head Office: Tokyo Building, Marunouchi, Tokyo
Cable Address: MELCO TOKYO

In Chicago

... the **Chicago Zoological Park**, popularly known as Brookfield Zoo, contains one of the world's best collections of mammals, birds, reptiles and amphibians. Its most recent innovation, the Seven Seas Panorama, is the only inland, indoor porpoise exhibit in the world!



In Chicago—WGN Television

*originates more color programming
than any other station
in the nation!*



— the most respected call letters in broadcasting

Join the Broadcast Pioneers—wear your pin with pride

WGN IS CHICAGO

Reprint Checklist

These Reprints Still Available!

THE MEDIA COMPETITION: RADIO

16pp from January 1963 35¢ each

This study is focused on the elder statesman of broadcast media, radio. It's a medium that has lagged far behind in the national competition since its kid brother, television, came along to entice away its primary audience and its principal customers. Change was called for in radio, and change there's been. This special report recounts these changes in full.

TELEVISION'S FASTEST FIFTIES

8pp from November 1962 25¢ each

The boom days aren't all behind in television. As the nation grows, and populations shift, so do TV's audience patterns change. Here's a report on those markets where things are changing both fastest and most. Complete with two charts: Fastest 50 in Numbers Gain and Fastest 50 in Percentage Gain.

THE FREEDOM OF TASTE

4pp from November 1962 15¢ each

Victor M. Ratner's essay on the historic conflict between media and critics stands as the definitive statement on the side of allowing the people's taste to prevail. It deserves a place in the files of all persons seriously concerned about television and its future.

THE MANY WORLDS OF LOCAL TV

44pp from August 1962 40¢ each

A cross-country report of local television, a complex personality of many parts, many worlds. It shows the forces working to make local programming meaningful to all.

TOP 50 NATIONAL ADVERTISERS

6pp from July 1962 15¢ each

The record of how television has done business with the Top 50 national advertisers over a span of 5 years, through 1961, is charted in this special six page pull-out. The complete dollars-and-cents media history of the five years is published on the reverse side.

SPECIAL REPORT: NETWORKS UNDER THE GUN

32pp from March 1962 40¢ each

The complete story of the significant FCC hearings into network practices, with condensed testimony of all network witnesses.

TELEVISION MAGAZINE

444 MADISON AVE., NEW YORK 22, N. Y.

• Send quantities checked above to:

Name

Company

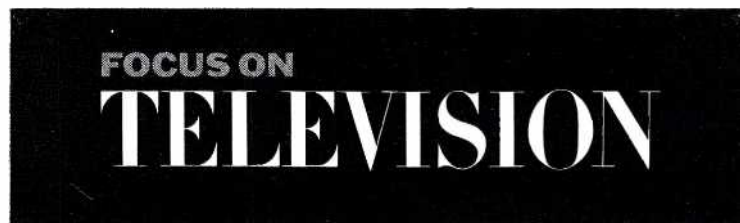
Address

City Zone..... State.....

Payment Enclosed (Note: New York City addressees please add 3% sales tax for orders of \$1 or more.)

Bill me

Minimum Order: One Dollar



The hands on TELEVISION MAGAZINE take difficult assignments as a matter of course, but the work that went into this issue's picture story—in addition to the rest of the book—was a little beyond even the normal call of duty. The assignment was NBC-TV—a picture essay attempting to capture the detail and diversity of a network operation over the course of a 24-hour day. Associate editor Morris Gelman and freelance photographer David Hollander (see cut) started out—officially—

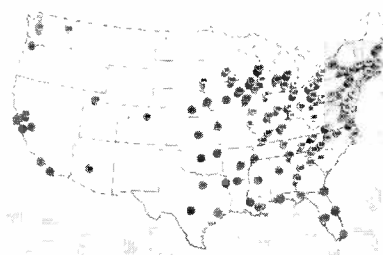


at 1 a.m. on February 12 with the crew putting the *Today* show together. They wound up 1,116 exposures and 21 pages of notes later at 1 a.m. the following morning in NBC's master control room watching the *Tonight* show sign-off. In between there was a visit to all 12 NBC floors in the RCA building, camera-poking into almost every network department, interviews with over 100 people—and a 2 a.m. interlude in Hurley's bar (Coke for the photographer).

Sustained by an assortment of bagels, danish and innumerable cups of black coffee (plus a fast lunch break at 1 p.m. and an equally fast dinner at 8:30), Gelman and Hollander had their first real spare time at 11:30—after 22½ hours on the go—waiting for the network sign-off.

The job did not end with the last picture. Back at the office, art director Stan White, Gelman and managing editor Don West spent hours wrestling the 1,116 pictures down to the forty-seven finally used in TELEVISION's story (Hollander was spared the torture of seeing 1,069 shoved aside). Then, with but hours before press deadline, the pictures were turned over to Walker Engraving Corp. for overnight conversion into copper plates—an assignment fulfilled with no drop-off in Walker's always high quality. Production editor Irene Silver and the crew at Monumental Printing Co. brought the pieces together, on deadline, in Baltimore.

We at TELEVISION think it was worth it, and hope the reader will agree.



Not all the work last month went into the picture story, as the reader will discover as he continues through the issue. A major section, the Top 100 Television Markets analysis which begins on page 75, not only occupied many man-days of handling last month but several months of preparation before that. The end results look deceptively easy. Much of

the labor was accomplished by computers of IBM's Service Bureau Corporation, programmed to instructions set up by TELEVISION's research department. The job of interpretation and analysis took weeks, some of the time occupied by new research undertaken to answer questions raised by the initial research. Although the Top 100 study is more dramatic than the magazine's standard analyses, it shares with the others—notably the monthly TELESTATUS feature—a kinship of efficient and ambitious research using computer technology to accomplish imaginative goals.



Reach her with a SPOT OF TAE


(the "homes reached" station in Pittsburgh)

*Coffee time is TAE-time when
The Jean Connelly Show's on.
Jean's 10 a.m. half-hour
reaches more homes than
any other woman's interest
program in town.**

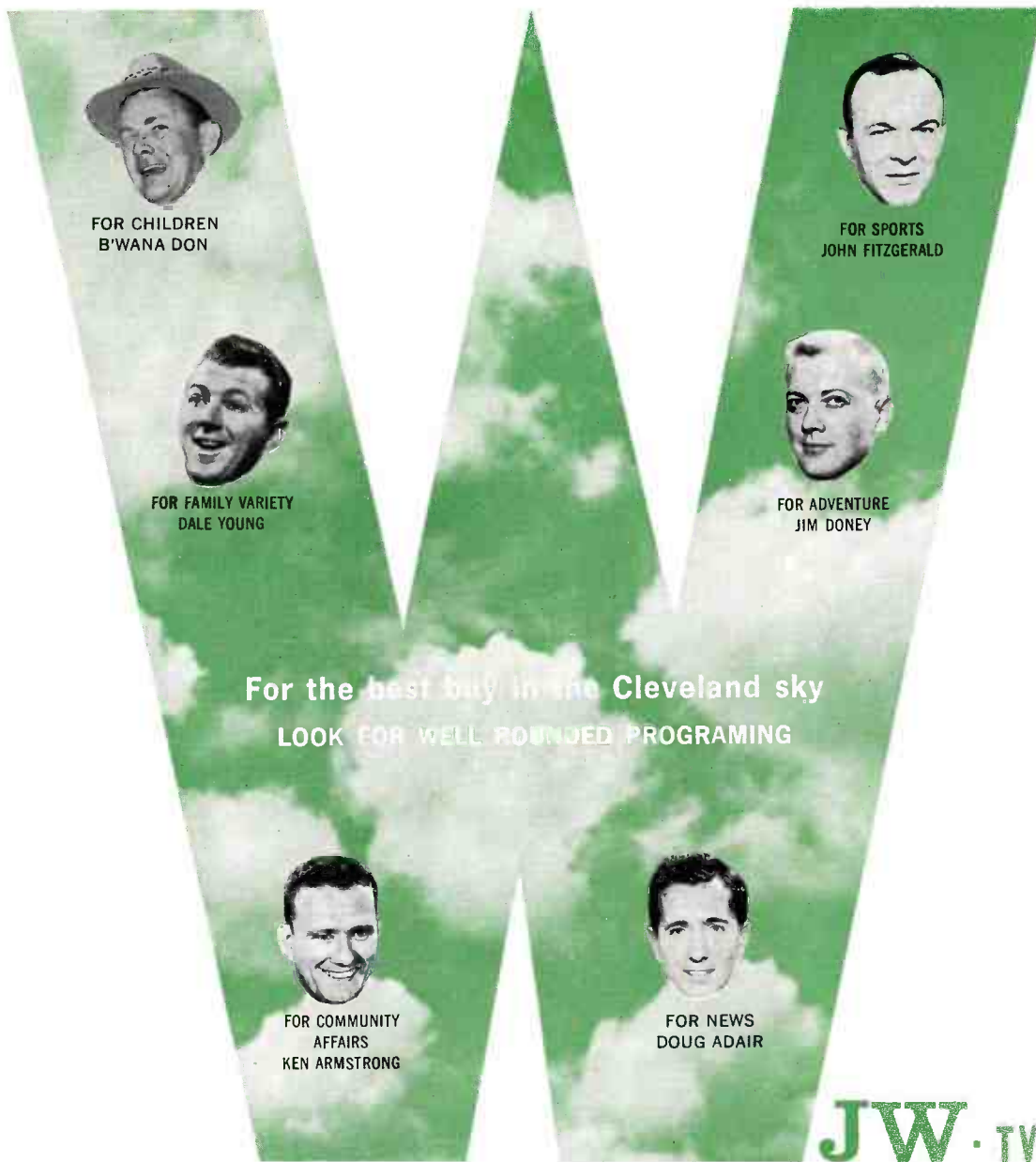
Take TAE and see.

WTAE CHANNEL 4

Basic ABC in Pittsburgh

 **THE KATZ AGENCY**

*ARB, Nov./Dec., 1962



FOR CHILDREN
B'WANA DON

FOR SPORTS
JOHN FITZGERALD

FOR FAMILY VARIETY
DALE YOUNG


FOR ADVENTURE
JIM DONEY

For the best buy in the Cleveland sky
LOOK FOR WELL ROUNDED PROGRAMING

FOR COMMUNITY
AFFAIRS
KEN ARMSTRONG

FOR NEWS
DOUG ADAIR

JW-TV

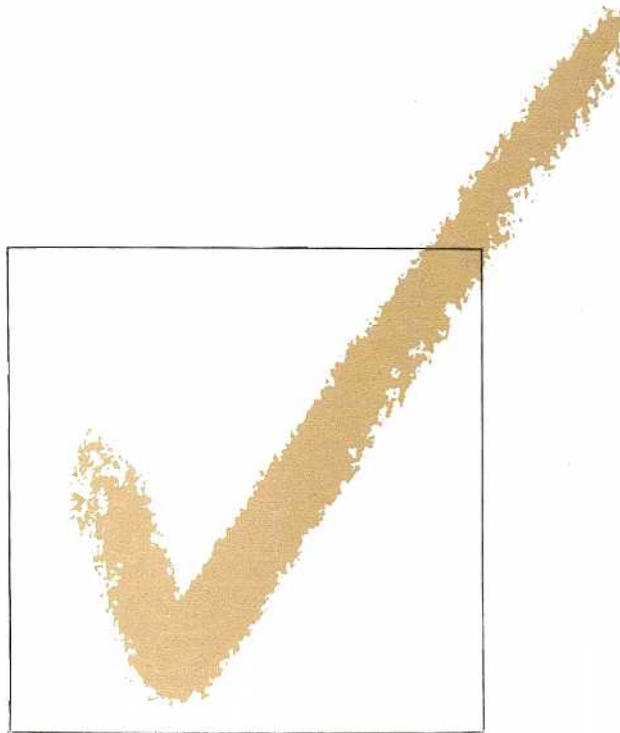
THE FIRST **W** IN **WJW-TV** STANDS FOR **W**ELL ROUNDED PROGRAMING. Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per commercial minute is ½ to ⅓ less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS  in Cleveland.



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

STORER
BROADCASTING COMPANY

TELEVISION



T*he American television audience, until now, has been known better in its abundant collectiveness than in its individual singleness. Whereas the large dimension is important, and measures of it essential to informed television management, the industry has long wanted an in-depth measure of its customer. It has one now. "The People Look at Television," the result of a massive 3-year study of the TV audience, was published last month. The editors believe the information it contains to be of vital concern to all in television. The essentials are presented on the following four pages.*

"Here are some things that many people take for granted today. But suppose the clock were suddenly turned back and all of these things were gone. Which do you think you personally would miss most?"

	MEN	WOMEN
Television	40%	28%
Home freezer	24	19
Frozen foods	9	8
Power steering-brakes	6	3
Air conditioning	6	3
Miracle fabrics	6	11
Vacuum cleaners	5	23
Hi-fi	2	3
DK, NA	2	2
Base: 100% = 598		623

"Here are some things that many people take for granted today. But imagine, if you can, that for 2 or 3 months you could have only one of these and you'd have to do without the rest. Which one would you choose?"

	MEN	WOMEN
Automobile	42%	21%
Refrigerator	29	56
Newspaper	14	7
Telephone	9	11
Television	5	5
DK, NA	1	0
Base: 100% = 579		623

"Altogether, about how long were you without a television set?"

Set repaired or replaced within:	
Half a day	26%
One day	47
Three days	67
One week	82
Three weeks	92
Base: 100% = 1592	

TELEVISION	
Is the most entertaining	68%
Creates the most interest in new things going on	56
Seems to be getting better all the time	49
Has the hardest job to do	45

NEWSPAPERS	
Gives the most complete news coverage	59%
Does the most for the public	44

NONE	
Seems to be getting worse all the time	35%

RADIO	
Brings you the latest news most quickly	57%

MAGAZINES	
Is the least important to you	49%
Does the least for the public	47

"The People Look at Television" is the result of a 3-year study designed to furnish "base line" data about the medium and its audience. It was conducted at the Bureau of Applied Social Research of Columbia University under direction of Dr. Gary Steiner, associate professor of psychology at the Graduate School of Business of the University of Chicago. The study was financed by a \$135,000 grant from the Columbia Broadcasting System, whose president, Dr. Frank Stanton, first called for such research in 1955. The study was published in book form last month by Alfred A. Knopf, New York (422 pgs., \$7.95).

The research incorporates responses from 2,498 interviews with adults (18 or over) conducted by the National Opinion Research Center and Elmo Roper & Associates. The interviews were conducted in April and May of 1960. The average interview lasted about two hours—in itself a measure of American interest in TV.

As prominent social researcher Bernard Berelson points out in a foreword, "until better or full evidence is produced" about the viewer's attitudes toward TV, those involved in the continuing debate on that subject "have to accept Dr. Steiner's determination of the answers." These are some of the answers.

Television as a Medium

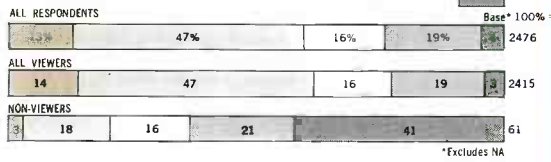
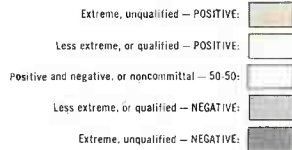
THE study first sets out to establish the role television has assumed in American life. It does this in short order with the answers to questions such as this one: "Altogether, about how long were you without a television set?" Over one quarter of the respondents said they had their sets fixed within half a day, nearly half had sets repaired within one day. The response held true across income and educational lines, and led Dr. Steiner to label being without one's TV set "the new American tragedy."

Even more pertinent data was elicited when the research turned to the question of what the audience expected of various media. Television emerged unquestionably as the medium the audience turns to most for entertainment (see chart at left), while newspapers led as the medium for complete news coverage and radio led for fastest news coverage.

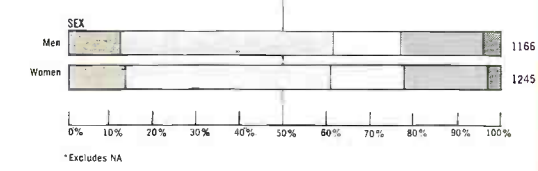
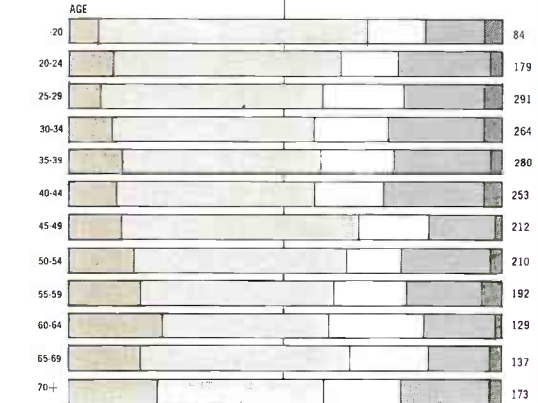
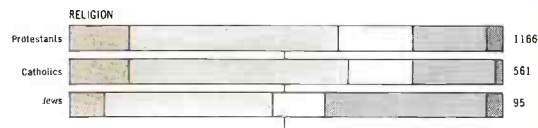
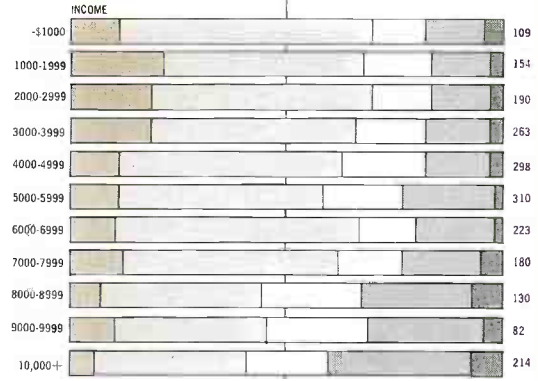
Across the range of audience Steiner found that education made the greatest difference in determining response to various media, with magazines gaining and television losing in general acceptance as education increases. However, television's pull as the leading entertainment medium cuts across educational barriers. (A subsidiary finding was that "magazines" has the least common meaning among all media; that is, by "magazines" some people mean *True Confessions* while others mean *Harper's*.)

The major answer in the research into television as a medium is set down in full in the column at right on the facing page. It answers the question "How do you feel about television in general?" The answer came back: "The general public feels generally good about television in general!" More specifically, however: critical attitudes toward television increase with education, but not significantly until after high school and particularly with college training or beyond; Jews tend to be more critical than Protestants or Catholics; criticism increases also with income, but not as sharply as with education; advancing age has little effect on reactions to TV except to make positive reactions more extreme; men and women differ not at all in overall evaluations of the medium.

"How do you feel about television in general?"
Overall results



By viewer characteristics



Television as Viewing

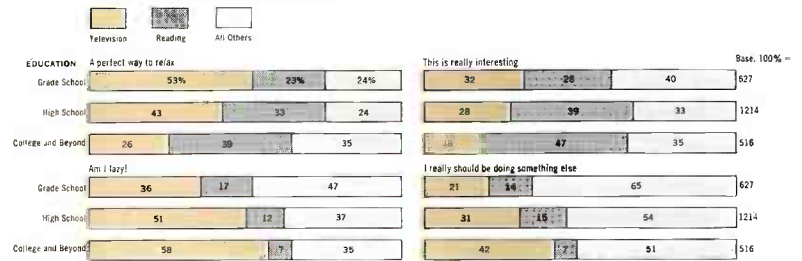
THE second general area of investigation in "The People Look at Television" concerns the medium as viewing. Out of it comes one major finding: a general feeling of guilt—to varying degrees—about the time spent watching television. As TV hours reach near six a day in the average home, this can add up to a lot of uneasiness.

Steiner determined attitudes toward TV and other pastimes (reading, visiting, drinking in a bar, golf, movies, etc.) by asking respondents to identify pictures of those pastimes with descriptive phrases. The predominant replies about television added up to: "Watching television—a perfect way to relax for lazy people who should be doing something else!"

Other pastimes, particularly reading (see chart below) avoid this stigma by having built-in rationales. Even drinking in a bar, it's noted, can be excused on the basis that it relieves the tensions of the day.

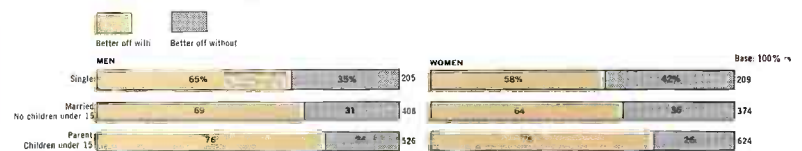
The second major finding concerned children's programming. For the most part, Steiner found adults concerned about violence (particularly that which could be limited) and television's keeping children from other activities. An interesting finding was that those adults with least contact with children are most concerned about the medium's effect on them.

Television vs. Reading on Four Selected Comparisons



These four charts show how television compared with reading in the four major responses. With increasing education, the vote on "interesting" shifts from TV to reading. The same is true for "relaxing." Conversely, the more educated TV audience members express more guilt about TV than do those with less schooling.

There has been a lot of discussion about the possible effects of television on children. Taking everything into consideration, would you say that children are better off with television or better off without television?



These two charts (above and below) answer two major areas about television and children. They reflect the finding that those most involved with children are most optimistic about the programming TV provides for them, and that parents with a greater degree of education are most likely to feel that television offers their children educational benefits. The study also confirmed that many parents use TV as a baby-sitter for their children, although those with more education are less likely to own up to that use of TV.

Mention of Educational Benefits, by Parent's Education



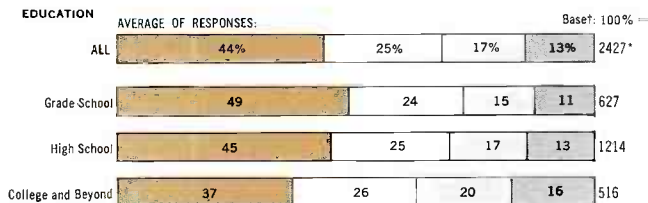
Television and Commercials

IT was in the area of commercials that Steiner found the greatest unanimity of opinion among viewers of all educational and income groups, and that opinion one of general annoyance. Dr. Steiner found one response perhaps the most important for consideration by television executives: when asked what they "most liked" about commercials, over one quarter replied "nothing." If the industry were to correct commercials in line with the results, the order of priorities would be to make them (1) non-interruptive, (2) fewer and (3) shorter.

Television as Content

THE general reaction to television programming is "good," although the higher educated are less enthusiastic except about programs they themselves enjoy—then they become most enthusiastic of all. A companion study comparing what people say they want from television with what they actually watch shows that many people who ask for "heavy information" programming don't usually watch it, while those asking for "heavy entertainment" often will watch that kind of programming if it's available.

"Television programs, like most other things, vary in quality. Some are better than others. Considering just the programs you generally watch, what proportion would you say are: extremely enjoyable, how many are somewhat enjoyable, how many are just so-so, and how many are disappointing?"

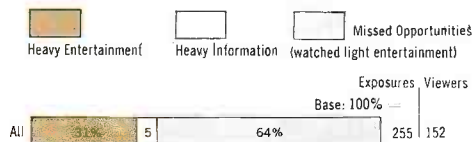


"What are some of your favorite programs — those you watch regularly or whenever you get a chance?"

Summary:

	0-6 Yrs. Grade School	7-8 Yrs. Grade School	1-3 Yrs. High School	4 Yrs. High School	1-2 Yrs. College	3-4 Yrs. College	Education Beyond College
Light Entertainment	82%	85%	88%	87%	85%	74%	64%
Heavy Entertainment	3	1	0	2	3	7	9
News	4	5	2	3	3	6	8
Information & Public Affairs	8	4	6	6	7	11	15
All Others, DK, NA	3	4	4	2	2	4	3

When Heavy Entertainment and Heavy Information are available at the same time, here is what is selected by those watching at the time:



"Now about commercials on television... What, if anything, do you like most about commercials?"

ASPECT OF COMMERCIALS MENTIONED	SEX		EDUCATION		
	ALL Respondents: Base: 100% = 2427	Men 1177	Women 1246	Grade School 627	High School 1214
ENTERTAINMENT 38%*	35%	42%	27%	42%	44%
animated cartoons	9	6	11	7	12
lunes, jungles, songs	8	5	10	5	7
imagination, ingenuity, variety	3	3	3	1	2
other or general	22	22	22	16	23
INFORMATION 22	19	24	23	22	19
learn about products, general	8	7	8	9	7
learn about new products	9	7	12	8	7
comparative prices, deals	1	1	1	1	1
other or general	4	5	4	4	4
THEY PAY FOR TELEVISION 18	20	16	19	19	15
PROVIDE BREAK FOR FOOD, CHORES	3	2	3	4	3
PARTICULAR COMMERCIAL LIKED 13	14	13	8	14	17
NEGATIVE RESPONSE 28	31	25	32	26	29
nothing, absence of, etc.	23	26	20	26	23
short commercials	3	4	3	3	5
pay no attention, don't watch, other negative	2	2	2	3	2
GENERAL OR OTHER 3	5	2	6	3	2
NA, DK	6	6	6	9	4

"And what, if anything, do you dislike most about commercials?"

ASPECT OF COMMERCIALS MENTIONED	48%*	51%	46%	34%	49%	62%
CONTENT						
boring, dull, repulsive	17	18	17	13	18	20
misleading, dishonest	16	18	14	11	15	20
stupid, insulting to intelligence	11	11	10	5	10	18
bad taste, "private" products	8	7	10	6	8	13
hard sell, aggressive, overdone	5	6	4	3	4	7
other or general	1	1	1	1	1	1
TIMING 48	46	50	42	53	41	
interruptions in program	21	19	22	19	23	16
too many, too frequent	19	19	20	15	22	18
too long	18	18	18	16	19	17
TOO LOUD 4	4	5	2	4	7	
TOO EFFECTIVE ON CHILDREN 2	1	2	2	1	2	
DISLIKE EVERYTHING 1	1	1	1	1	1	
DISLIKE NOTHING 11	11	11	19	9	5	
PAY NO ATTENTION — DON'T WATCH 2	2	2	3	1	2	
PARTICULAR COMMERCIAL DISLIKED 3	3	3	4	4	3	
GENERAL OR OTHER 2	2	1	2	1	2	
DK, NA	5	4	5	7	4	

"Here are some statements about commercials. I'd like you to read each statement and mark whether you generally agree or disagree with each statement?"

PER CENT WHO "AGREE" THAT*

I. Commercials are a fair price to pay for the entertainment you get	75%	74%	77%	76%	78%	70%
A. Most commercials are too long	63	62	64	56	66	65
E. I find some commercials are very helpful in keeping me informed	58	54	61	64	62	41
D. Some commercials are so good that they are more entertaining than the program	43	44	43	42	45	42
F. I would prefer TV without commercials	43	45	42	38	44	49
G. Commercials are ordinarily in poor taste and very annoying	40	43	38	37	40	46
B. I frequently find myself welcoming a commercial break	36	33	38	39	38	26
H. I dislike long movies without the movies that commercials provide	27	25	28	31	28	21
C. I'd rather pay a small amount yearly if I could have television without commercials	24	28	20	18	24	30

CONCLUSIONS

A message from "composite viewer" to television industry, as presented in Steiner's book

1. First, give me more programs that are fun and worthwhile. Along these lines, there are at least three basic benefits that you might add or incorporate in my entertainment. (a) Any time I can learn something—say, of the history of the country, or about arts and crafts, or the present political system or world situation or about the latest national fad or craze—I feel I haven't wasted my time. (b) Programs that introduce me to higher-level culture—in a way I can understand and enjoy now—also make me feel good about having watched. (c) Often I wish I could participate more. Maybe that's why I liked some of the quiz shows and panel games. Is there some way that television could give me something to do?

2. Give us more programs that are safe for the children and also attract

them. If you must have some "violence" or slapstick in their shows, please make it unrealistic, not the way it is in some children's shows where children can copy ridiculous and dangerous things. Bear in mind that the physical harm one such program can do outweighs the good that all the rest might do.

3. I like to watch television every day, and so do the children—so the most important thing to me is the usual level of television programming, not how it is at its best. I think I would rather have you improve all programs by 10%, than add two or three simply marvelous programs during the season.

4. I might say that by now I am getting a little tired of all the westerns. I would like to see you replace some of them with fun, family-type entertain-

ment. How about some more *I Love Lucy*, *Sid Caesar*, *Jackie Gleason* and so on? [Bear in mind that this is May 1960.]

5. Now about those commercials. I know they pay for the shows, and I appreciate that, but please don't allow the advertisers to interrupt at crucial points in the movies or in regular shows. After all, magazines don't print slogans in the middle of their stories. Also, so many commercials are silly or insulting, especially the ones for drugs and other bathroom products. But you're not really responsible for that.

6. I'm sorry I really can't think of much else. By and large, you're doing a good job. I'm sure television could be improved, and it could certainly be more creative and surprising at times, but I don't know exactly how.

REFLECTIONS

Dr. Steiner's impressions of the audience, as set down in an interview with TELEVISION.

"The general public is quite dependent upon television as a part of daily life. The average viewer watches a great deal, and generally finds it the most enjoyable part of the ordinary day. He describes 'television in general' in glowing terms. The college educated viewer—the 'average non-average' viewer—is often critical about the medium as a whole, but he is equally devoted to the shows he watches. . . . Most viewers recognize their dependence on TV, and some of them worry about it. Guilt may be too strong a word to describe the average viewer's ambivalent feeling toward the time he spends watching TV; he says it is relaxing and entertaining, which is fine, but so often he wishes he were getting a little more out of it. The upper-educated viewer places still more value on 'productive' pursuits and doesn't feel at all good about taking it so easy so often. Television doesn't have a ready-made set of justifications for him. I don't see this as a predominantly negative picture with some positive overtones, but as a generally positive set of feelings with some negative overtones. One viewer sums it up nicely. 'My conscience might say that I spend too much time watching television because I get behind on my reading.' No one says: 'I spend too much time reading because I might get behind on my television.' . . . I think this survey—as all surveys, for that matter—is affected tremendously by what people think constitutes an appropriate response. But these cultural biases are not just a source of error. They are also a source of information. It is important and interesting to know what people think is the appropriate response as well as to know their real feelings. For example, 59% said that they themselves never 'keep watch-

ing to put off doing something else I should do,' but only 19% were willing to say that 'most people' never do that. . . . The closer people are to having children in their home, the more impressed they are with the advantages of television for children as against the disadvantages or dangers. So single people are most worried about the harmful effects of television on children, while parents are most optimistic. The major expressed area of concern for the children is the degree of violence which children find not only in their own shows but when they watch the general adult fare. Interestingly, the concern about violence is not based on moral or psychological consequences, but on the simple fear of physical imitation. Parents are not nearly as concerned with the depiction of crime or horror that the children cannot easily copy as they are with some silly but imitable violent acts like eye-gouging or running a straight razor across your brother's head. Secondly, and equally important, is the parental concern with the 'passivity' or simple time-consumption of the child's television habits. It is not so much what television does to the child as what it keeps him from doing. . . . The response to 'programs in general' becomes more negative with increasing education, but attitudes toward the particular programs viewers themselves watch remains positive across the board. In fact, it gets more positive with increasing education. . . . The No. 1 demand of critical viewers is for a more informative television schedule, but when information programming is available, they themselves prefer to watch competing entertainment. This doesn't necessarily mean their responses are hypocritical or not sincere. After all, the

critical viewer turns to serious magazines and books as his principal source of serious information, but most people do not. . . . All in all, I think the study suggests some directions for the future of television—not in pointing to what television *should* do, but in presenting a realistic picture of what it is that television *could* do, and do best." END

Dr. Gary Steiner





ONE DAY

The story of NBC on February 12, 1963

Produced by MORRIS J. GELMAN

Photographed by DAVID HOLLANDER

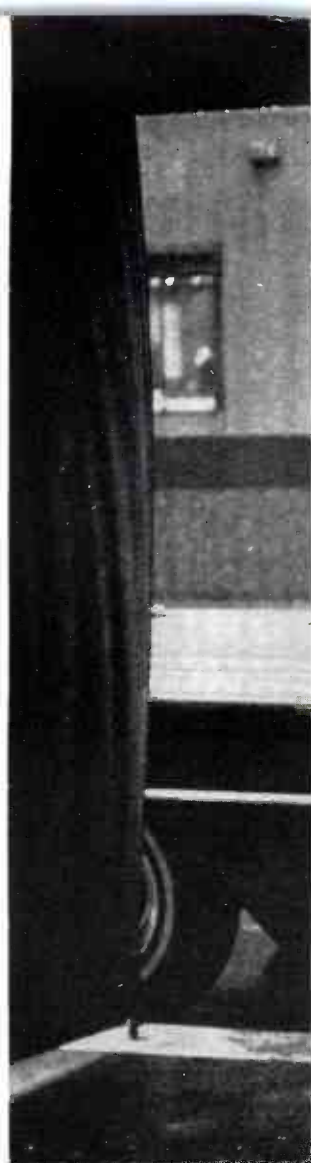
A television network is more than just a picture on a tube. It's more than stations linked electronically across the nation. So diverse are its functions, so broad its scope, so confused its public image, that a television network is difficult to define in terms of a simple statement, hard to strip bare and say, "This is a network, this is what it does, this is how it operates." To find out what it is, a TELEVISION MAGAZINE editor and a photographer spent 24 hours last month living a network's day. The network: National Broadcasting Company. The day: Lincoln's Birthday, Tuesday, February 12, 1963. After a full morning-noon-evening cycle of observations they came away with these impressions: . . . a network is a great big business of expansive ideas and expensive realities . . . an operation of controlled frenzy, which never shuts down and rarely slows up . . . a maze of offices, a mountain of equipment, a complex of studios, a morass of papers—an unbelievable accumulation of papers . . . a city of things under one skyscraping roof . . . and more. What NBC is, as reflected by what it was that day, is arrayed on these pages.

NBC's day begins at 1 a.m. when Hank Bomberger, Today's technical director, arrives to open the show's ground floor studio.



2 a.m.: Technicians take over the Florida Showcase, Today's improvised home.

THE DAY'S RUSH BEGINS AT A WALK



TODAY'S



In measured moves, the pattern of NBC's early morning is set. *Today's* crew straggles in. Props are shuffled, cables dragged, but mostly it's sit and watch a late, late movie on a studio monitor. "This is a good way to learn what the opposition is doing and earn our \$600 a week, too," a stagehand jokes. Informality reigns. At 4:05 a.m. director Marv Einhorn casually plots strategy with his staff. Soon star Hugh Downs arrives with a cheery wave hello. By 7 a.m. air time the day's big guest, California's Gov. Edmund (Pat) Brown, braces himself with coffee brewed by Major Dumas, a sad-faced, patient-looking man who's been serving *Today's* guests and crews since 1952, while on-camera Frank Blair talks about Canada's Lester Pearson.





EXECUTIVES, AND TOMORROW'S, COME EARLY

Outside NBC's home at 30 Rockefeller Plaza the rain falls in gusty sheets. Across the mall Saks Fifth Avenue has just put on its lights for the day. The time is 8:39 a.m., network president Robert Kintner, up since 5, arrives via a black, chauffeured Cadillac limousine to the accompaniment of a female passerby exclaiming, "Who's he?" Inside, on the mezzanine floor, some 75 ticket-seeking women, children and men have been waiting for upwards of an hour for the iron gates of guest relations to open. One floor above, in their ping-pong-table-equipped locker room, the network's corps of pages primp for their 8:55 a.m. inspection—eager young men alert for careers in NBC's future.





PROBLEMS HERE AND THERE

The business day comes in with a gush of mail. *The Merv Griffin Show* is to be cancelled and a sixth floor receptionist, with a detached look and the movements of experience, opens some of the 400 protest letters NBC will receive that day. But another protest has been registered. Angered by two documentaries on its internal affairs, Soviet authorities have closed NBC's Russian offices. News vice president Julian Goodman summons seven departmental cohorts to conference and they mull over the crisis and other happenings in terms of "You get Pakistan taken care of all right, then I'd like you to give a thought to Venezuela." Simultaneously, on a higher floor and level, news boss William McAndrew, senior executive vp David Adams and chairman of the board Robert Sarnoff assemble in president Kintner's office to consider the Russian action. The mood is serious but not tense. "We'll be OK," says Bill McAndrew, "if they allow us to use stringers."



Newsmen Russ Tornabene, Len Allen, Elmer Lower, Don Meaney and Rex Goad plot strategy in NBC's battle with the U.S.S.R.

Senior executive vp David Adams, executive vp of news McAndrew, Kintner and Sarnoff hold an NBC big four meeting.





Sec'y Carlson, 25 years at NBC.

BUSY DAY FOR THE CHAIRMAN

For board chairman Robert Sarnoff the day was taken up with phone calls and conferences. In at 9:15, greeted by the Moscow expulsion news, he was on the move, ably abetted by Martha Carlson, his secretary for 12 years, until 6 that evening. In between he did manage a personal aside, a health office stop for a typhoid injection in preparation for a trip to Mexico.



Board chairman Sarnoff takes a call in his office. Oil on wall is by Israeli painter Mokady.



ALL WORK REVOLVES AROUND MEETINGS

All over NBC, at all hours of the normal working day, papers are rustled, cigarettes dangle, coffee is sipped, men meet, they discuss, strategy is planned. At 11:52, sales vp Don Durgin presides over a staff conference with eight neatly dressed sellers of TV time crowded into a modest-sized office. Several floors below, senior executive vp Louis Hausman plots a new promotional campaign with public information vp Sydney Eiges and advertising director Lawrence Grossman. Meanwhile, planning and research vp Hugh Beville and audience measurement manager Bill Rubens, free, for the moment, from the insistent call of conferences, test out NBC's new RCA 301 computer. Concurrently, standards and practices director Carl Watson and associates screen a proposed commercial to see if it meets NBC standards for taste and content.



Messrs. Durgin, Buck, Shaffner, Maxwell, Storke and Hergen (Steve Flynn, John Dodge and Charles Abry are out of the picture) hold one of their twice-weekly sales get-togethers. The results can mean millions.



Broadcast Standards director Carl Watson and commercial policy editors Kathleen Henderson and Leighton Saville give a 60-second commercial film a once-over.



NBC researchers Beville and Rubens test computer in NBC's year-old, 15th floor data processing department.



The ears, eyes and banner carriers of the network—advertising and public relations hierarchy Grossman, Hausman and Eiges—review details of impending print advertising campaign. The desk is a round marble table, a Hausman trademark.



LUNCH IS A WORKING TIME TOO

Lunchtime: At the networks a two-hour pause that often enriches—million dollar deals can pass over a lunch table as easily as the salt. In Robert Kintner's blue-tinted dining room (Sarnoff's is beige) Salisbury steak is the main dish with talent relations vp Dave Teber (r) the host to producer Fielder Cook. At the more prosaic seventh floor food service counter singer Carmel Quinn stocks up on coffee, while a floor below Kintner and executive vp Walter Scott, eating out, have a brass-to-brass chat.



THERE ARE SHOWS TO BE SOLD AND JOBS TO BE LOOKED FOR

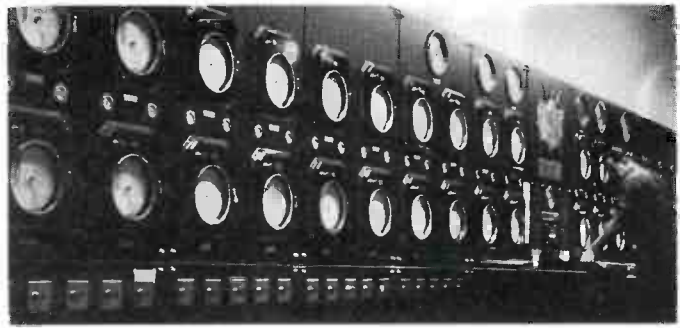
It's 2:30, time for the network to knuckle down to its chief task: the selling of broadcast time. A smoke-filled roomful of NBC salesmen and Foote, Cone & Belding account and TV executives—buyers bearding the sellers in their den—watch the early matinee show: a pilot film screening of *Mr. Novak*, a series about a high-school teacher scheduled for next season. It's only one of a dozen such screenings held throughout the day, for the program hunting season is in force and the agency sharpshooters are out picking their shots. But the buying and selling of TV time is a long way off from the actors who congregate on the third floor. Their consistent concern is work today but where tomorrow. As a service to the artist, NBC provides a six-phone direct tie-line to talent agencies.



Sales vp Max Buck waves "roll 'em" to a screening projectionist.

Actor Joe Hardy and actress Elva Mehan check with their agencies.





THE PROS KEEP A NETWORK RUNNING



Assistant general attorney Ben Raub digests sheaf of legal papers.

Station relation's vp Knode jokes with Kansas State Network general manager Don Sbarra.

Like any successful business NBC has its pros, the men and women who handle the ball with few fumbles. Assistant general attorney Ben Raub, his desk a constant snow-flurry of papers, is one such person: straight-forward station relation's boss Tom Knode is another. But behind the scenes are lesser-known professionals: the engineers who man the submarine-like air condition control room; white-haired Mike Kopp, a 30-year veteran of the 10th floor carpentry shop; the 46 operators who handle NBC's 10,000 incoming and 4,000 outgoing telephone calls a day.



The last conference: TV network vp Scott (at left) talks summer plans with vp's Chester, Schlosser, Durgin and Stone.



DAY'S END CROWDS THINGS TOGETHER

It's late afternoon now, and lights, like the ones in program vp Mort Werner's office, turn off (he's out of his office for a few days). It's a time for mailboys to load their bags with the produce of the office day. Time for a big contract-signing conclave in Walter Scott's office with late-night m.c. Johnny Carson the man of the hour, and Sarnoff, Kintner and Scott in smiling attendance. Time for the heavy-set Kintner to devour the pencil-slim Carson's hand in his own and say, "Glad we could work something out." Time, too, for one last conference, for five programming and sales people to work out a summer schedule of Jack Paar programs while seated, like gentlemen commuters riding a club car home, in Scott's modernistic office.





It's 5:33—72 minutes before air time—in NBC's bustling fifth floor newsroom, facing the final hectic minutes of preparation.



DEADLINE FOR NEWS

The newsroom is the bone and sinew of a network's operation. The time is 5:33 p.m. A jet is down in the Everglades and there are no survivors. The fifth floor newsroom churns into a snake-pit of activity, a white-shirt bedecked panorama of typing, shouting, staring movements. A pensive Chet Huntley, the star pitcher in a bull-pen of those who also serve, puts the final flourish to his script. Two floors above, communications ties the newsroom to the outside world. At last the culmination of labors: 6:45 p.m., air time, and Huntley says, "Good evening, David," to the projected TV image of Brinkley.



Stagehand Archie Evans, 81 and 14 behind-the-scene years at NBC.



Joe Tempone, 30 years and uncounted shoeshines within the network.



Ray Voegel—11 years at NBC—makes up actress Nan Rees.

Wardrobe mistress Kitty Dalton, who's taken care of a 12-year parade of stars.



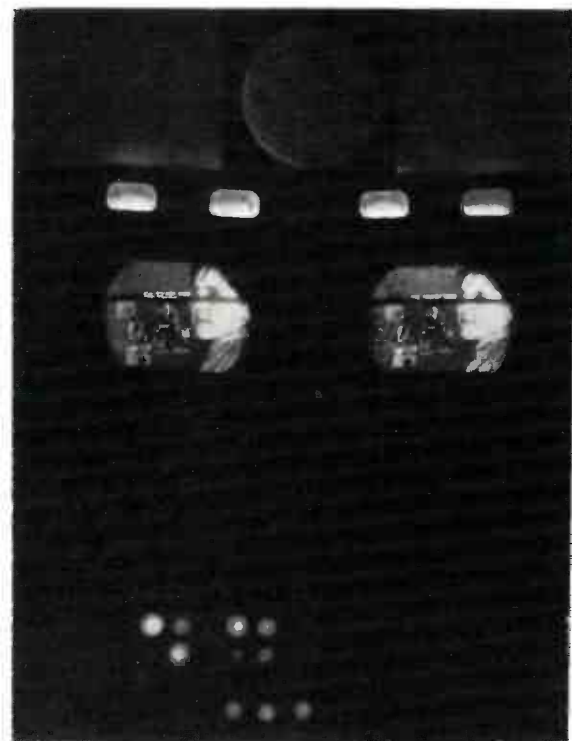
A FINAL BURST OF





SHOW BUSINESS ENDS THE DAY

Mostly a network is its people. It's stagehand Archie Evans, bent but not broken at 81. It's Joe Tempone, who's been shining shoes at NBC since 1933, unsung people like make-up man Ray Voegel and a wardrobe mistress like Kitty Dalton, who's been ironing and fitting for 50 years. A network is also its stars, the uninhibited ones like Susan Strasberg who girlishly twirls her shoe as she waits to make a *Tonight Show* appearance. It's the same program's announcer Ed McMahon expertly warming up an audience with stock jokes. It's the kind of star performers like Phil Foster who frequently trade fast lines with *Tonight's* host Johnny Carson. Finally a network is its night people, security officer Mike Mazzoccha checking office doors and the master control engineers who sign NBC off the air at 1 a.m. each weekday. But even as they do, in *Today's* studio on the ground floor another day has begun its mad whirl.



A final 1 a.m. image, another day done.

END

HINDSIGHT 62/63

This is how the 1962-1963 prime time network schedule worked out in terms of the biggest audience winners per half-hour, based on the November-December ratings in the competitive television markets. Winners are in black.

NOTE: Hindsight is based on nights when special program interruptions did not distort viewing patterns

SUNDAY						
ABC		CBS		NBC		
6:30	Churchill: The Valiant Years	Password		McKeever & the Colonel*		
7:00	Father Knows Best	Lassie		Ensign O'Toole*		
7:30	The Jetsons	Dennis The Menace		Wonderful World of Color*		
8:00		Ed Sullivan Show				
8:30	The Sunday Night Movie	Ed Sullivan Show		Car 54, Where Are You?*		
9:00		Real McCoys		Bonanza*		
9:30		G.E. True Theatre				
10:00	Voice of Firestone	Candid Camera*		DuPont Show of the Week		
10:30	Howard K. Smith: News & Comment	What's My Line*				
	AVERAGE	13.2 22	AVERAGE	20.9 35	AVERAGE	18.1 30

WEDNESDAY						
ABC		CBS		NBC		
7:30	Wagon Train*	CBS Reports		The Virginian		
8:00						
8:30	Going My Way*	Dobie Gillis		The Virginian*		
9:00	Going My Way	Beverly Hillbillies*		Perry Como		
9:30	Our Man Higgins*	Dick Van Dyke				
10:00	Naked City*	U.S. Steel Hour		Eleventh Hour		
10:30		Armstrong Circle Theatre				
	AVERAGE	15.6 29	AVERAGE	15.5 28	AVERAGE	15.0 27

THURSDAY						
ABC		CBS		NBC		
	Ozzie & Harriet	Mr. Ed*		Wide Country		
	Donna Reed					
	Leave It To Beaver	Perry Mason*		Dr. Kildare		
	My Three Sons					
	McHale's Navy	The Nurses*		Hazel*		
	Alcoa Premiere	Alfred Hitchcock Hour*		Andy Williams		
	Fred Astaire					
	AVERAGE	16.3 28	AVERAGE	16.6 29	AVERAGE	17.7 18

Where averages are shown, dark type indicates rating, light type indicates share of audience.

Last fall, as the 1962-63 programming season got underway, the gambling faction of the network and agency fraternity put up their side bets and played their hunches. No one's ever become rich at this game, but it's fun. And there's an occasional office prophet who basks in January glory for a September pronouncement, such as: "Beverly Hillbillies will place high in the Top Ten!" Chances are he had a lot of takers covering his bet.

Hindsight is a wonderful thing. It's filled with "I thought so," "I'll be damned" and "How wrong can you be?" Printed across these two pages is the hindsight on the 1962-63 network program lineup—which programs won rating and share of audience victories in competitive markets during the telling November-December rating period. The black rectangles designate, by half-hours, those shows which

led their periods. The flow of a plurality of the network audience through an evening's viewing can be seen in the broken ladder pattern of those black rectangles.

The pattern differs only 35% from TELEVISION MAGAZINE's exclusive "Forecast 62/63," published last October before the season began. The forecast was the work of program analyst James H. Cornell of N. W. Ayer & Son. He picked 33 of 51 time periods correctly, hit seven of the top ten shows, calculated the "direction" of 153 half-hours—their rating movement up or down from their 1961-62 showing—in 123 instances, an accuracy of 80%.

The following article analyzes where and why Cornell went wrong, why he was most often right. More importantly, it indicates that the networks may have a serious audience problem on their hands.

MONDAY					
ABC		CBS		NBC	
7:30 8:00 Cheyenne	To Tell The Truth *		It's A Man's World		
	I've Got a Secret *				
8:30 Rifleman	The Lucy Show*		Saints & Sinners		
9:00 Stoney Burke	Danny Thomas *				
9:30	Andy Griffith *		Price Is Right		
10:00 10:30 Ben Casey *	Loretta Young		Brinkley's Journal		
	Stump the Stars		Local		
AVERAGE	20.3 35	AVERAGE	20.1 34	AVERAGE	10.4 18


TUESDAY					
ABC		CBS		NBC	
7:30 8:00 Combat	Marshal Dillon		Laramie *		
	Lloyd Bridges				
8:30 Hawaiian Eye	Red Skelton *		Empire		
9:00 The Untouchables*	Jack Benny				
9:30 The Untouchables	Garry Moore *		Dick Powell		
10:00 Close-Up			Chet Huntley Reporting		
AVERAGE	14.6 25	AVERAGE	21.9 38	AVERAGE	13.5 23

FRIDAY					
ABC		CBS		NBC	
7:30 8:00 Gallant Men*	Rawhide		International Showtime		
	Rawhide		International Showtime		
8:30 Flintstones*	Route 66		Sing Along With Mitch		
9:00 I'm Dickens He's Fenster*	Route 66				
9:30 77 Sunset Strip *	Fair Exchange		Don't Call Me Charlie		
10:00			Jack Paar		
10:30 Local	Eyewitness		Jack Paar *		
AVERAGE	16.5 29	AVERAGE	14.8 26	AVERAGE	15.9 28

SATURDAY					
ABC		CBS		NBC	
7:30 8:00 Roy Rogers-Dale Evans Show *	Jackie Gleason		Sam Benedict*		
	Roy Rogers-Dale Evans Show				
8:30 Mr. Smith Goes To Washington	The Defenders *		Joey Bishop*		
9:00 Lawrence Welk			Saturday Night at the Movies		
9:30	Have Gun, Will Travel		Saturday Night at the Movies *		
10:00 Fight of the Week	Gunsmoke *		Saturday Night at the Movies		
AVERAGE	12.9 21	AVERAGE	23.2 38	AVERAGE	17.2 28

*Indicates show predicted to win time period

Reverse Panel Indicates show with largest rating & share of audience in time period, or ties

 Indicates hour show alternating weekly

AVERAGE Monday to Sunday					
ABC	15.5 27	CBS	19.1 33	NBC	15.5 27

In many ways the 1962-63 Cornell forecast was typical of his past performances: highly accurate in the general direction shows will go, less accurate in their degree of going there—overestimates and underestimates.

The Ayer analyst has had a tendency over the past five years to underestimate the high rated shows—for instance, giving this season's top show in the competitive markets, *Ben Casey*, a 26.9 rating, a 46 share and seeing it finish with a 31.8 rating, a 57 share. He has also tended to overestimate the low rated shows. This season's bottom man, *Howard K. Smith*, was estimated at a 7.4 rating, a 13 share. It finished November-December with a 4.1 rating, an 8 share. (Cornell, however, did pick *Ben Casey* as top winner in a virtual tie with *Gunsmoke*, saw *Smith* as finishing next to last behind *CBS Reports*.)

While Cornell called 49 or 50.5% of the 97 shows on the network nighttime schedule within three rating points of their actual finish (17 of them exactly right or within one point), and 33 or 34% of them within three points on a share of audience basis (16 within one point), he did expect more audience to be available for viewing in almost every time period than did appear. And rather than what show finished where, this may be the most significant point for attention in 1962-63.

In forecasting the current season, Cornell, for the first time, ventured rating estimates along with his regular share of audience data. This required him to estimate set usage in each time period. And, although he does this every year, such data had never before been published.

Cornell expected the 1962-63 season to be "better" than

HINDSIGHT *continued*

the previous season, an offering that would interest more viewers and put the sets-in-use count, which had been fairly steady each November-December over the last three years, up about a percentage point over 1961. Sets-in-use, however, took a November-December nose dive.

The 7:15-7:30 period, a mixture of network news and local origination, showed sets-in-use down materially under 1961. This reflected a continued set usage downtrend right into the first hour of network time, with the audience building up for peak viewing hours but trailing off again at 10 p.m. At 10:30 came another across the board drop.

On Monday night all seven time periods, from 7:30 to 11, were down from 1961 sets-in-use levels. On Tuesday four periods were down. On Wednesday, like Monday, all periods showed losses. On Thursday, five periods were down. On Friday only two periods. On Saturday five. On Sunday only the 10:30 period was down considerably.

Matching the lowered sets-in-use record, the network total share of audience in competitive markets (which had risen to new highs in 1961) showed equal damage. It was down 7:30-11 every night of the week, heaviest on Wednesday and

Friday. Like sets-in-use, the network 7:15 period took a real dip leaving 7:30 in decline. There then came an audience build up followed by a decline at 10 and 10:30, the latter period down every night except Sunday.

Overall, the effect on the total share of network audience for the first leg of the 1962-63 season was marked. In 1959 and 1960, 89% of the U.S. television audience tuned to network prime time programming. This rose to 90% in 1961. In the last two months of 1962, according to Cornell's examination, the network share of audience dipped to 86%. The networks, rather than adding viewers with the 1962-63 season, have been losing them. The big question is why?

One possibility is the apparent viewer drift to unaffiliated stations, particularly at 7:00, 7:15 and on into network build up time at 7:30. And while normal levels of network viewing generally hold for the peak hours 8:30-10, there is a drift out again starting at 10. A second possibility here, of course, is darkened sets. Many people may be turning their sets on later in the night, turning them off earlier.

The why of it all isn't easily answered. Many major market independent stations may have better programming to offer, thus catch, and hold, many viewers who would normally be watching network shows. It also may be a

HOW THE 1962-63 SEASON'S SHOWS LINE UP BY RATINGS

This list groups nighttime network programs into the ratings ranges (5-point spread) they achieved during the November-December rating period in the competitive markets. The ratings in parentheses are Cornell's initial predictions.

30.1-31.8	Perry Mason (21.4)	CBS	Ozzie & Harriet (16.8)	ABC
Ben Casey (26.9)	Alfred Hitchcock (19.8) ...	CBS	Laramie (18.5)	NBC
Candid Camera (24.4)	Donna Reed (18.9)	ABC	Gallant Men (17.9)	ABC
25.1-30.0	Wagon Train (23.9)	ABC	Roy Rogers (18.4)	ABC
Beverly Hillbillies (22.0) ..	Jack Paar (16.9)	NBC	Fred Astaire/Alcoa (15.7)..	ABC
Red Skelton (21.9)	The Jetsons (17.1)	ABC	Fair Exchange (16.8)	CBS
Jack Benny (19.8)	Joey Bishop (21.7)	NBC	Mr. Smith Goes to	
What's My Line? (22.8)	Car 54, Where Are You?		Washington (12.4)	ABC
Danny Thomas (24.9)	(23.1)	NBC	Hawaiian Eye (18.5)	ABC
Lucy Show (23.7)	G.E.-True Theatre (17.4) ...	CBS	Don't Call Me Charlie	
Gunsmoke (27.1)	Lawrence Welk (18.8)	ABC	(18.0)	NBC
20.1-25.0	Dickens & Fenster (21.0) ..	ABC	Lloyd Bridges Show (16.2)	CBS
Andy Griffith (23.4)	Dennis the Menace (18.3)	CBS	Loretta Young Show (15.6)	CBS
Garry Moore (21.2)	Real McCoys (20.1)	CBS	Sam Benedict (18.4)	NBC
Jackie Gleason (17.2)	Leave It to Beaver (18.3)..	ABC	The Price Is Right (19.5)	NBC
Dick Van Dyke (18.9)	Rawhide (16.8)	CBS	Our Man Higgins (19.5) ...	ABC
Bonanza (24.1)	International Showtime		U.S. Steel/Armstrong	
Dr. Kildare (19.7)	(16.3)	NBC	Circle Theatre (13.9)	CBS
The Defenders (21.5)	Ensign O'Toole (20.5)	NBC	Saints & Sinners (16.0) ...	NBC
Ed Sullivan (17.8)	Eleventh Hour (16.7)	NBC	McKeever & The Colonel	
McHale's Navy (14.5)	Cheyenne (16.6)	ABC	(18.3)	NBC
15.1-20.0	Naked City (19.4)	ABC	Marshal Dillon (13.5)	CBS
I've Got a Secret (21.0)	DuPont Show of the Week		Stump The Stars (14.5) ...	CBS
Walt Disney's Wonderful	(18.3)	NBC	It's A Man's World (14.5) ..	NBC
World of Color (21.2)	Dobie Gillis (17.4)	CBS	Father Knows Best (14.8)	ABC
To Tell The Truth (19.1)	Stoney Burke (16.4)	ABC	5.1-10.0	
Flintstones (21.6)	The Rifleman (18.6)	ABC	Chet Huntley Reporting	
77 Sunset Strip (19.4)	Mr. Ed (17.9)	CBS	(10.6)	NBC
Lassie (16.5)	Dick Powell Show (16.6) ..	NBC	Churchill: The Valiant	
Saturday Night	Sing Along With Mitch		Years (10.7)	ABC
at the Movies (21.7)	(19.5)	NBC	Brinkley's Journal (11.4) ..	NBC
Hazel (21.4)	The Untouchables (20.3) ..	ABC	Fight of the Week (9.2) ...	ABC
Combat (15.1)	10.1-15.0		CBS Reports (6.5)	CBS
Route 66 (15.0)	Andy Williams (14.4)	NBC	Eyewitness (12.0)	CBS
My Three Sons (17.3)	The Virginian (20.0)	NBC	Close-Up (11.1)	ABC
Have Gun, Will Travel (18.2)	Going My Way (19.1)	ABC	Voice of Firestone (10.4) ..	ABC
Sunday Night Movie (18.5)	Wide Country (15.5)	NBC	0.1-5.0	
Password (14.8)	The Nurses (21.6)	CBS	Howard K. Smith—	
	Empire (17.5)	NBC	News & Comment (7.4)	ABC
	Perry Como (18.3)	NBC		

"worse" season on the networks than any in the recent past—the schedule deterioration the critics have cried about.

That a number of nights and time periods show up on sets-in-use and network viewing as more depressed than others is, certainly, a function of the network programming offered at the time. Because the highly selective *CBS Reports* leads off 7:30 Wednesday for CBS (and also because two westerns, *Wagon Train* and *The Virginian* form the competition, limit diversity and appeal to the same audience), many an independent station may be fattening with network stay-aways. In another instance, sets-in-use 10:30 Tuesday has tumbled eight points from the 1961 level mainly because two public affairs shows, *Close-Up* and *Chet Huntley Reporting*, go on at that time.

Another factor may also be at fault for the decline in sets-in-use—the weather. While last fall was a severe weather period for most of the nation (and bad weather keeps people indoors and TV viewing up), the top audience markets—New York, Boston, Philadelphia, Washington and Baltimore—forming a huge 60% block in competitive market audience—were having mild weather. This allowed many people an opportunity to pursue activities other than TV viewing. It may have depressed viewing enough in the five

markets to knock the averages off. (But with the big freeze over the entire nation during most of January and February—presumably keeping more people at home and in closer than normal contact with TV—an opposite viewing effect may be coming into play.)

AUDIENCE DOWNTREND

You can choose your explanations and weigh them against the sets-in-use and network audience downtrend, but, for the networks, some serious thinking on the situation seems to be called for, especially if the downtrend does not reverse itself in the coming months.

Cornell in his 1962-63 forecast saw the three networks in a virtual competitive market draw with no one network outdistancing its rivals. He expected CBS to be slightly ahead (with a 31 share), NBC (a 30 share) and ABC (a 29 share) following close behind. The finish was CBS way ahead with a 33 share, ABC and NBC tied with a 27 share.

The CBS victory, of course, was better than expected and, according to Cornell, it was due to having more of the big, big winners than anyone else.

Cornell had CBS taking Monday, Tuesday, Thursday and Saturday nights, NBC taking Sunday, ABC taking Wednes-

HOW THE 1962-63 SEASON'S SHOWS LINE UP BY SHARES OF AUDIENCE

This list groups nighttime network programs into the share-of-audience ranges (5-point spread) they achieved during the November-December 1962 rating period in the competitive markets. Shares in parentheses are Cornell's predictions.

56.4	Hazel (34)	NBC	Laramie (33)	NBC
Ben Casey (46)	Route 66 (25)	CBS	U. S. Steel/Armstrong	
50.1-55.0	Naked City (35)	ABC	Circle Theatre (25)	CBS
Candid Camera (40)	Donna Reed (31)	ABC	McKeever & The Colonel	
What's My Line? (39)	25.1-30.0		(36)	NBC
45.1-50.0	Perry Mason (35)	CBS	Gallant Men (32)	ABC
Garry Moore (37)	My Three Sons (27)	ABC	Fair Exchange (29)	CBS
Beverly Hillbillies (35)	Have Gun, Will Travel (28)	CBS	Don't Call Me Charlie (30)	NBC
40.1-45.0	Cheyenne (29)	ABC	Roy Rogers (31)	ABC
Red Skelton (35)	DuPont Show of		Perry Como (29)	NBC
Lucy Show (37)	the Week (31)	NBC	Lloyd Bridges Show (28)	CBS
Danny Thomas (39)	Rawhide (30)	CBS	The Nurses (34)	CBS
Jack Benny (31)	International Showtime		Empire (28)	NBC
Gunsmoke (43)	(29)	NBC	Loretta Young Show (26)	CBS
Jackie Gleason (29)	Ensign O'Toole (36)	NBC	Sam Benedict (31)	NBC
Andy Griffith (36)	Mr. Ed (32)	CBS	Mr. Smith Goes to	
35.1-40.0	Sunday Night Movie (28)	ABC	Washington (20)	ABC
Dick Van Dyke (30)	The Jetsons (28)	ABC	Hawaiian Eye (30)	ABC
The Defenders (34)	Andy Williams (26)	NBC	Our Man Higgins (31)	ABC
To Tell The Truth (34)	The Virginian (33)	NBC	Marshal Dillon (25)	CBS
Password (29)	Joey Bishop (35)	NBC	The Price Is Right (30)	NBC
Dr. Kildare (31)	Dickens & Fenster (35)	ABC	15.1-20.0	
Bonanza (36)	Dobie Gillis (28)	CBS	Saints & Sinners (25)	NBC
30.1-35.0	Dennis the Menace (30)	CBS	Stump The Stars (25)	CBS
I've Got a Secret (35)	Lawrence Welk (29)	ABC	It's A Man's World (25)	NBC
77 Sunset Strip (34)	Ozzie & Harriet (30)	ABC	Chet Huntley Reporting	
Lassie (29)	Leave It to Beaver (29)	ABC	(20)	NBC
Combat (27)	Wide Country (27)	NBC	Father Knows Best (26)	ABC
Wagon Train (41)	Car 54, Where Are You? (35)	CBS	Churchill: The Valiant	
Alfred Hitchcock (36)	G.E.-True Theatre (26)	CBS	Years (21)	ABC
Jack Paar (32)	Fred Astaire/Alcoa (29)	ABC	CBS Reports (12)	CBS
Flintstones (36)	The Real McCoys (30)	CBS	Eyewitness (24)	CBS
Ed Sullivan (28)	Stoney Burke (26)	ABC	10.1-15.0	
McHale's Navy (23)	The Rifleman (29)	ABC	Close-Up (21)	ABC
Walt Disney's Wonderful	Sing Along With Mitch		Brinkley's Journal (19)	NBC
World of Color (34)	(33)	NBC	Fight of the Week (15)	ABC
Saturday Night at	20.1-25.0		5.1-10.0	
the Movies (33)	Dick Powell Show (27)	NBC	Voice of Firestone (17)	ABC
Eleventh Hour (30)	The Untouchables (33)	ABC	Howard K. Smith—	
	Going My Way (31)	ABC	News & Comment (13)	ABC

Cornell picked 33 of 51 time periods correctly, hit seven out of the top 10 shows

day and Friday. He noted that share and rating "victories" on some nights, however, would be so close as to make an "edge" meaningless in the race. This bore out.

CBS was just edged out of Monday night by ABC, thanks to Dr. *Ben Casey*. CBS led in every time period up until 10 when *Casey* came in so strong it pushed ABC into the win column. CBS did take Tuesday by a wide margin, tied with ABC on Wednesday—*Beverly Hillbillies* making up for the sad start of *CBS Reports*—although NBC brought up a very close third. NBC won Thursday night, although both CBS and ABC were close behind. On Friday, as predicted, it was an ABC win with NBC following closely. Saturday, the traditional CBS stronghold, stayed with CBS and the season's big winner also took Sunday in a battle with NBC.

Cornell's estimates put the rating's top ten, in order of finish, as: *Gunsmoke*, *Ben Casey*, *Danny Thomas*, *Candid Camera*, *Bonanza*, *Wagon Train*, *Lucy*, *Andy Griffith*, *Car 54*, *What's My Line?* He was proven right on seven of his choices. Only *Bonanza*, *Wagon Train* and *Car 54* failed to make the heights, although *Bonanza* and *Wagon Train* did place in very respectable positions. *Car 54* weakened considerably this season and finished far down the list, its novelty apparently wearing off. It won't be back next season.

Down through the nighttime schedule, these are the highlights of how Cornell's forecast fared.

Sunday: Cornell saw Sunday going to NBC, largely on an expected repeat performance of *Disney*, *Car 54* and *Bonanza*, solid hits last season, and an attractive 6:30 and 7:00 lead off in *McKeever & the Colonel* and *Ensign O'Toole*, two new shows. But CBS, which won the night last season, did it again.

CBS's 6:30 entry, *Password*, won its period. The audience build up helped *Lassie* at 7:00 to sink *Ensign O'Toole*, which suffered from the poor lead-in made by *McKeever*. NBC recovered for a *Disney* victory at 7:30 and 8:00 but *Car 54* at 8:30 lost audience away to the second half of *Ed Sullivan* and the start of ABC's *Sunday Night Movie*. *Bonanza* at 9:00 and 9:30 was the expected winner but at 10:00 the audience again moved to CBS for *Candid Camera* and stayed there for *What's My Line?*

PICKED AS WINNERS

Cornell picked *Candid Camera* and *What's My Line* as winners but *Camera*, second only to *Ben Casey* in the ratings, came in a full seven points ahead of

Cornell's estimate. Helping the CBS shows was the worse-than-expected showing of ABC's *Voice of Firestone* and *Howard K. Smith*. Cornell overrated *Firestone* by five points. *Smith*, of course, came in the rock bottom show.

Monday: Cornell called Monday night exactly right, hit the winners in seven out of seven half hours. There were no surprises outside of the better than expected showing of *Ben Casey*, underestimated by six rating points.

ABC programming laid an egg from 7:30 to 10 but *Casey* swung the night's win average to ABC by a hair over CBS. NBC had its worse night of the week, the worst of any network with a 10.4 rating, an 18 share. (NBC, of course, has completely revamped its Monday night lineup since December.)

NBC's 7:30 lead off, *It's a Man's World*, picked to lose its time period, lost worse than Cornell expected. He calls the show's pilot film "misleading." CBS's *To Tell The Truth* and *I've Got a Secret* just rode over the NBC hour, also beating the now-folded *Cheyenne* on ABC. *The Lucy Show*, predicted a winner, zoomed CBS's audience at 8:30 and carried it down through *Danny Thomas* and *Andy Griffith* to the added pain of *Rifleman* and *Stoney Burke* on ABC, *Saints & Sinners* and *The Price is Right* on NBC.

POOR LORETTA

The triumph of *Ben Casey* beyond Cornell's expectations is in part due to the show's increased popularity even over last year and a wrong judgment on *Loretta Young*. CBS and NBC have, in effect, conceded the hour to ABC by slotting weak shows opposite it. But Cornell, who did not see the *Loretta Young* pilot, assumed she'd do better than she did. When Loretta folded in front of *Stump The Stars*, the latter show proved even less competition than expected for *Casey*.

Tuesday: With the *Red Skelton* show as its blockbuster, CBS cracked open Tuesday night. Cornell expected CBS to do well, but the network sailed over its competition from 8:30 on.

ABC opened with one of its new war shows, *Combat*. Cornell thought the show's pilot was weak but later episodes came in strong. The Ayer analyst thought NBC's *Laramie* would repeat as winner in the period. It did beat CBS's opening of *Marshal Dillon* and *Lloyd Bridges* but Cornell feels the western's quality has dropped off. *Combat* came in the strong winner, a good lead-in for *Hawaiian Eye*. But *Red Skelton* also started at 8:30 and, expanded to an hour, featuring

star name guests and more skits by Skelton, it easily took its time period while *Hawaiian Eye* and *Empire* fought with each other for the remaining audience.

The once formidable *Untouchables*, weakening from old age, was picked by Cornell as winning the 9:30 period, but *Jack Benny*, benefiting from the *Red Skelton* lead-in, took the win going seven rating points higher than estimated. *Dick Powell* battled to a draw against the *Untouchables* while *Garry Moore*, as expected, slipped in at 10:00 to finish up CBS's second biggest weekly win night.

CONTEST OF THE WEEK

Wednesday: Billed as the contest of the week, the 7:30 battle between ABC's *Wagon Train* and NBC's new 90-minute *The Virginian* came out as a victory for ABC, as Cornell had predicted. *CBS Reports*, the middle man, died as expected. More notable was what happened to the Wednesday night audience.

The sets-in-use situation opening up the night was greatly depressed from the 1961 level, off most noticeably from 7:30-9, down nine points at 8:00. ABC and NBC were competing for the same audience with westerns, CBS didn't expect much with a public affairs show. Many people just weren't attracted to TV, as reflected in lowered network total share of audience figures.

Cornell, expecting a victory for *Wagon Train*, also expected one for the 8:30 segment of *Going My Way*—the benefit of a good lead-in. It didn't work out that way. A good part of the ABC *Wagon Train* audience switched over to catch the closing half hour of *The Virginian*. Western fans, it appears, can pick up the action anywhere, anytime. They gave *The Virginian* just enough edge to win 8:30 over *Going My Way* and *Dobie Gillis* on CBS.

In his forecast, Cornell felt that CBS's 9:00 offering, *Beverly Hillbillies*, "could be the runaway program" of the season. It was, finishing third of all programs in the competitive market ratings, jumping CBS's share of audience 17 points in a half hour—and without a healthy lead-in. Cornell underestimated it by ten share points but no one expected the show to be this powerful.

In the strange patterns of audience behavior, Cornell finds some reason for *Hillbillies* success—and the big failure of its 9:00 NBC competition, *Perry Como*. *The Virginian* does poorly in the New York market, much better in the national ratings. *Como*, on the other hand, is hot in New York—a big 12% of the national audience—fares poorly around the rest of the country. Much

PARADE DOES THE IMPOSSIBLE

(for any other kind of national medium)

Now— “TARGET-MARKETING”

*concentrates your dollars
where market size
concentrates your customers!*

Here is where the alert national marketer can grab an advantage now possible **only** through Parade—except at staggering cost!

The huge **Parade Jumbo Network** of 70 powerful newspapers—best buy for the full-budget advertiser—can now be split by market size to suit your marketing strategy.

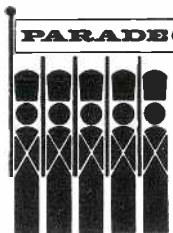
We call it “Target-Marketing”. And when Parade hits, it hits with the cannonball impact of power totally concentrated in the market itself...not the buckshot spray of zone diffusion.

Need extra impact in Nielsen “A” counties? The **Parade Big Top Network** of 18 newspapers gives you almost 6 million circulation—81% of which is concentrated in Nielsen “A” areas.

Or perhaps America’s great and growing “single-dwelling” markets, backbone of our economy, are your best source of sales. The **Parade Bandwagon Network** of 52 newspapers reaches more than 5,000,000 homes—2 out of 3 in Nielsen “B”.

Best of all, if you are a national advertiser with special needs, you can get all the power of Parade Jumbo—and “heavy-up” in whichever group of target-markets your sales objectives demand, by using extra space in Bandwagon or Big Top.

“Target-Marketing” gives you three ways to buy each issue of Parade—and an infinite number of combinations for your media planning. This suggests a careful re-study of the Sunday magazine field.



PARADE

New York: 733 Third Avenue, New York 17, N. Y., 212 TN 7-1100

Chicago: 135 South La Salle Street, Chicago 3, Ill., 312 FI 6-5440

Detroit: 28 West Adams, Detroit 26, Michigan, 313 WO 3-8186

Minneapolis: First National Bank Bldg., Minneapolis 2, Minn., 612 FE 5-3178

Los Angeles: 711 South Vermont Avenue, Los Angeles 5, Calif., 213 DU 1-1271

San Francisco: 114 Sansome Street, San Francisco 4, Calif., 415 GA 1-3846

Part of the CBS success was raising Thursday viewing 11 share points over 1961-62

of *The Virginian's* audience found appeal in *Hillbillies*, a show which, like *The Virginian*, does poorly in New York, great in the hinterlands—a 28% share of audience in New York, about 50% outside the city.

(*The Real McCoys*, another “hill-billy” show, has always been weak in New York. The variance in New York behavior is attributed to many things, but it may simply be a greater degree of sophistication and little identification with rural characters.)

Cornell saw *Our Man Higgins* at 9:30 on ABC winning its period against *Dick Van Dyke* and the second half of *Como*. But *Higgins*, with a pilot better than the show itself and a poor lead-in from *Going My Way*, fell down. *Van Dyke* won, helped by a terrific lead-in from *Hillbillies*.

Naked City on ABC at 10, and a big winner in its period last season, suffered from the poor *Higgins* lead-in (the wrong kind of audience for an action show) and also met stiff competition from *Eleventh Hour*, which just edged out cops and robbers for the win. The audience-scarce *U.S. Steel-Armstrong Circle Theatre*, hurting CBS on Wednesday for several seasons (and being written off at the end of this season), finished a poor third, as expected.

Thursday: Cornell expected CBS to run away with Thursday night with a win in every time period. In 1961-62 CBS's Thursday schedule was the lowest rated night of any network. For 1962-63, CBS put in a fully revised lineup of shows: *Mr. Ed*, *Perry Mason*, *The Nurses* and *Alfred Hitchcock* expanded to an hour. And while NBC did take Thursday by one rating point, two share points, it has to stand as a bigger victory for CBS. The network raised its share of viewing 11 points over 1961-62 while NBC dropped eight points, ABC six points.

Cornell generally overestimated the shows in the 7:30 and 8:00 periods due to lower than anticipated sets-in-use, off three points in the first hour of network time. This hurt following estimates, particularly those for CBS.

Mr. Ed, as expected, won 7:30 over *Ozzie & Harriet* and the first half hour of *Wide Country* but, with fewer sets tuned in, it gave *Perry Mason* a weak lead-in. *Donna Reed* just edged out a win at 8:00. At 8:30 the audience flowed to NBC and *Dr. Kildare*, which finished much stronger than Cornell expected it to, held the audience through the opening of *The Nurses*, getting this show off to a poor start.

At 9:30 the NBC audience moved

strongly to ABC and *McHale's Navy* or stayed around for *Hazel*, again ignoring *The Nurses*. (But since *The Nurses* has been shifted to a 10:00 start, it is doing very well. In its original position, Cornell had overrated it the most of any new show.) *McHale*, which beat *Hazel*, came in 10 share points higher than estimated. While its lead-in wasn't as strong as *Hazel's*, the ABC schedule from 7:30 on had four situation comedies in a row, apparently building the right kind of audience for *McHale*.

The outcome of the 10-11 period was closely predicted by Cornell. Even with a poor lead-in from *The Nurses*, *Alfred Hitchcock* easily beat Fred Astaire-hosted drama on ABC, music-variety with *Andy Williams* on NBC.

Friday: Cornell had picked *Gallant Men* as the 7:30-8:00 winner on Friday but *Rawhide* and *International Showtime* divided the win. Cornell was misled on the *Gallant Men* pilot, which he says was much better than the series itself. But as it turned out, *Gallant Men* cost *Rawhide* audience. Both shows appeal to the male audience and *Gallant Men* drew strong enough to let the second half of *International Showtime* beat the western. The war show also hurt *Showtime* as both have big appeal to children. (Since *Gallant Men* moved to Friday, *Rawhide* has won its period going away—at last getting the big male audience it needed.)

Flintstones, as expected, won 8:30 opposite *Route 66* and *Sing Along*, with the latter show weakening against much better competition than it had on Thursday last season vs. *The Untouchables* and *CBS Reports*. *Route 66*, doing better this season than last, came in better than Cornell expected. Its second half beat *Dickens & Fenster* on ABC and topped *Sing Along's* second half.

ABC'S NIGHT

Cornell's bet on 77 *Sunset Strip* starting at 9:30 paid off, although *Fair Exchange* and *Don't Call Me Charlie* were worse failures than he expected. His estimate on *Jack Paar's* showing hit exactly right. With no competition at 10:30 (station time for ABC, *Eyewitness* on CBS), *Paar's* last half hour zoomed a full five rating points over the show's 10:00 score. The night was correctly given to ABC.

Saturday: Cornell had CBS down for its traditional Saturday night win but he was off in degree. The finish was stronger than expected. For Cornell, as for many people, the question mark was *Jackie Gleason*, 7:30 lead off key to how well CBS would do. Cornell saw the potential

in Gleason, if “The Great One” wanted to live up to his past record, but the analyst felt he wouldn't, rated him a 17.2 (*Gleason* finished a hit 23.8) and predicted a period tie between *Roy Rogers* on ABC and *Sam Benedict* on NBC.

The Defenders at 8:30 was estimated a winner by Cornell. It did slightly better than expected because of the extra healthy *Gleason* lead-in. This hurt *Joey Bishop* on NBC, although *Mr. Smith* on ABC fared slightly better than anticipated (but is due to fold in April).

Cornell correctly gave the opening segment of NBC's *Saturday Night at the Movies* the 9:30 win over *Have Gun and Lawrence Welk*, also had *Gunsmoke* taking the last network hour, although slightly overestimated.

In the 1962-63 schedule there were 97 programs starting the season, 23 of them brand new shows, 37 half hours of programming. On the whole, Cornell tended to overrate them, although he accurately had most of them down as losers in their time periods. Only five did better than he had predicted, the rest did worse. Averaged out, Cornell expected the new shows to pull a combined rating of 17.6. The finish was 14.8.

A new show, of course, is the hardest to figure out. It has no past performance on which to make a judgment. And its pilot can be misleading. Cornell cites the pilots on *Our Man Higgins*, *Don't Call Me Charlie* and *Combat* as not representative of their series.

A new show can fail for many reasons—position in the schedule, competition, lead-in or it just might not be good enough. Cornell mentions *Fair Exchange*, the first situation comedy done in hour form, as a “likable” show. But it was too mild—plenty of smiles, not enough laughs. “And the viewers,” says Cornell, “come back when they have laughed.” (Helping knock this show out, too, was stiff competition from 77 *Sunset Strip*.)

There were nine “revised” programs in the 1962-63 line-up—old stars or formats dressed up to resemble something new—such as *Loretta Young*, *Jackie Gleason*, *Stump The Stars*. With past performance to go on, Cornell called this group within one rating point. His aggregate rating on all nine shows was 18.8. The actual rating was 19.8.

On 37 old programs (remaining in the same time period), Cornell forecast a combined average of 19.3. His reckoning was very close. The shows finished with a 18.9. Outside of underestimating *Candid Camera* by seven points and overestimating *Car 54* by six points, he had no other big misses in this category.

Cornell fell down in estimating the 28

old programs (in new time periods) but not by much. He had estimated 16.8. The finish was 14.8. The big misses: a seven-point underestimate on *Jack Benny*, a seven point overestimate on *Price is Right* and a six point overestimate on *Wagon Train*.

Cornell's estimated combined rating figure for all programs was 17.9. The November-December figure was 16.1.

It must be stressed that the object of the Cornell forecast is not pin-point accuracy. Its value lies primarily in estimating the direction of audience, secondarily in the much more difficult *degree* of movement. In both areas, Cornell's accuracy can be considered high.

In cumulative share of audience accuracy, Cornell came within five points on 60% of the 97 programs, within five rating points on 89% of the shows. His pick of 33 out of 51 time periods to win reflected an accuracy of 65%.

The Ayer analyst had put 22 shows in the 35 or better share category. Actually 23 finished there—13 of them Cornell selections. (Only two new shows cracked a 35 share or better—*Beverly Hillbillies* and *Combat*. In the "revised" group, *Red Skelton*, expanded to an hour, *Lucy* and *Jackie Gleason* also made the high share ranks.)

At the other end of the share scale, Cornell picked seven shows as finishing with a 20 or under. Thirteen shows finished there, including six of Cornell's seven. (*Mr. Smith Goes to Washington* finished higher than Cornell expected.)

The hindsight on Cornell's 1962-63 forecast, of course, differs from the national November-December finish. Cornell looks only at the competitive markets where competing programs are carried "live" against each other. Thus, the data reflects relative program appeal rather than length of station lineup—which is not related to program appeal and which strongly affects the resultant size of national audience.

The outcome of 1962-63's critical first eight weeks as seen here is based only on nights when special programs did not disrupt normal viewing habits. *Dupont Show of the Week*, for instance, was only averaged on four nights because its time period on occasion was given over to NBC news specials. Christmas Eve programming was also left out of the averages because viewing patterns at this time are anything but "normal." Hindsight reflects the ideal of a regularly scheduled program facing its regularly scheduled competition.

If program viewing trends are to be noted in the hindsight of the ratings, comedy is far and away the favorite of the 1962-63 schedule. Seven of the top ten shows are comedy-orientated, ten of the top 15. And CBS's big win can be seen clearly in the fact that those ten shows belong to CBS. END



Here's more real growth!

Yes, we've *greatly* increased our audience. The November, 1962 NSI and ARB are glad some things. They show that WWTV/WWUP-TV have increased their audience almost miraculously over November, 1961 — have increased their superiority over Station "B" by as much as 590%.

Upstate Michigan is as yet America's greatest "undiscovered opportunity," to many advertisers. 874,100 people. Retail sales, nearly a BILLION.

If you want to increase sales in Michigan as a whole, use the *easy* place to do it! Ask Avery-Knodel, Inc. for the proof.

The Folger Stations

RADIO
 WRZD KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS KALAMAZOO
 WWTX-FM CADILLAC

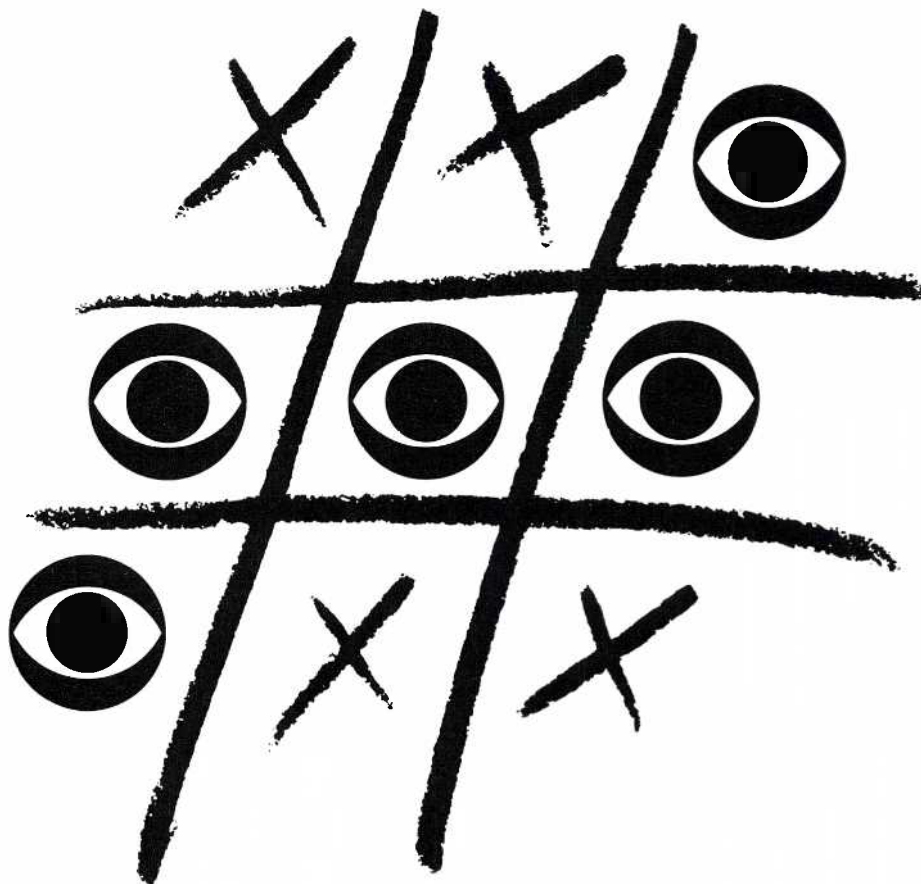
TELEVISION
 WWTG-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLM-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 CHANNEL 10
 ANTENNA 1440' A. A. T. ANTENNA 1214' A. A. T.
 CBS • ABC CBS • ABC

Avery-Knodel, Inc. Exclusive National Representatives



Winners! Advertisers (and their agencies) who play to win make the five CBS Owned television stations their first choice every time. Because they know that, whatever yardstick they use, or whatever source they choose, the CBS Owned stations — WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis — are the best buys in these five huge television markets. Ask CBS Television Stations National Sales for proof...and availabilities.



**A NEW
DEFINITION
OF THE
TOP 100
TELEVISION
MARKETS**

1 New York	5,519,900	52 Oklahoma City-Enid	349,300
2 Los Angeles	3,069,600	53 San Antonio	345,800
3 Chicago	2,304,100	54 San Diego	337,800
4 Philadelphia	2,089,700	55 Davenport-Rock Island-Moline	332,500
*5 Boston-Manchester	1,812,300	56 Orlando-Daytona Beach	331,100
6 Detroit	1,602,900	*57 Poland Spring-Portland	330,000
7 San Francisco-Oakland	1,410,000	58 Rochester	329,800
8 Cleveland	1,303,300	*59 Champaign-Springfield-Decatur	327,700
9 Pittsburgh	1,248,900	60 Tulsa	327,000
10 Washington	904,800	*61 Roanoke-Lynchburg	325,600
11 St. Louis	843,300	62 Omaha	324,600
12 Baltimore	778,400	*63 San Jose-Salinas-Monterey	321,300
13 Dallas-Ft. Worth	768,500	64 Norfolk	313,600
14 Cincinnati	754,400	65 Green Bay	312,100
15 Minneapolis-St. Paul	754,000	66 Cedar Rapids-Waterloo	306,700
*16 Hartford-New Haven-New Britain	727,700	67 Richmond	301,700
17 Providence	710,400	68 Shreveport-Texarkana	298,300
*18 Indianapolis-Bloomington	692,500	69 Scranton-Wilkes-Barre	292,700
19 Miami	657,400	70 Baton Rouge	290,800
20 Milwaukee	647,900	*71 Ames-Des Moines	285,900
21 Kansas City	612,200	72 Mobile-Pensacola	281,100
22 Charlotte, N.C.	610,900	73 Jackson	274,500
23 Sacramento-Stockton	597,300	74 Jacksonville	269,100
24 Seattle-Tacoma	595,600	75 Salt Lake City	266,900
25 Atlanta	593,200	76 Spokane	264,400
26 Buffalo	582,600	77 Phoenix	253,100
*27 Johnstown-Altoona	579,000	78 Madison	249,800
*28 Lancaster-Harrisburg-York-Lebanon	570,900	79 Knoxville	247,300
29 Grand Rapids-Kalamazoo	557,500	*80 Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	238,900
30 Houston	516,600	81 Little Rock	238,400
31 Dayton	504,800	82 Binghamton	235,900
32 Memphis	497,900	83 Columbia, S.C.	227,900
33 Columbus, Ohio	485,700	84 Sioux Falls, S.D.	224,700
34 Tampa-St. Petersburg	477,000	85 Greenville-Washington, N.C.	218,300
35 Portland, Ore.	476,500	86 Evansville, Ind.-Henderson, Ky.	217,400
36 Syracuse-Elmira	468,300	87 Rockford, Ill.	210,600
*37 Steubenville, Ohio-Wheeling, W. Va.	450,500	88 Chattanooga	209,800
38 Asheville-Greenville-Spartanburg	446,900	*89 Lincoln-Kearney-Hastings-Hayes Center-North Platte ..	208,000
39 Nashville	445,200	90 Augusta, Ga.	201,500
40 Birmingham	441,700	91 Fresno, Calif.	195,000
41 New Orleans	436,900	92 Bristol, Va.-Johnson City-Kingsport, Tenn.	190,300
42 Charleston-Huntington	428,000	93 Columbus, Ga.	186,900
43 Albany-Schenectady-Troy	426,700	94 Tallahassee, Fla.-Thomasville, Ga.	184,000
44 Louisville	421,200	95 Terre Haute, Ind.	183,900
45 Flint-Saginaw-Bay City	396,100	*96 Austin-Rochester, Minn.-Mason City, Iowa	182,100
46 Greensboro-Winston-Salem ..	394,600	97 Springfield-Holyoke	181,100
47 Toledo	392,800	98 Youngstown, Ohio	175,900
48 Denver	375,200	99 Erie, Pa.	172,800
49 Lansing-Onondaga	369,000	100 Monroe, La.-El Dorado, Ark.	169,100
50 Durham-Raleigh	353,700		
51 Wichita-Hutchinson	351,900		

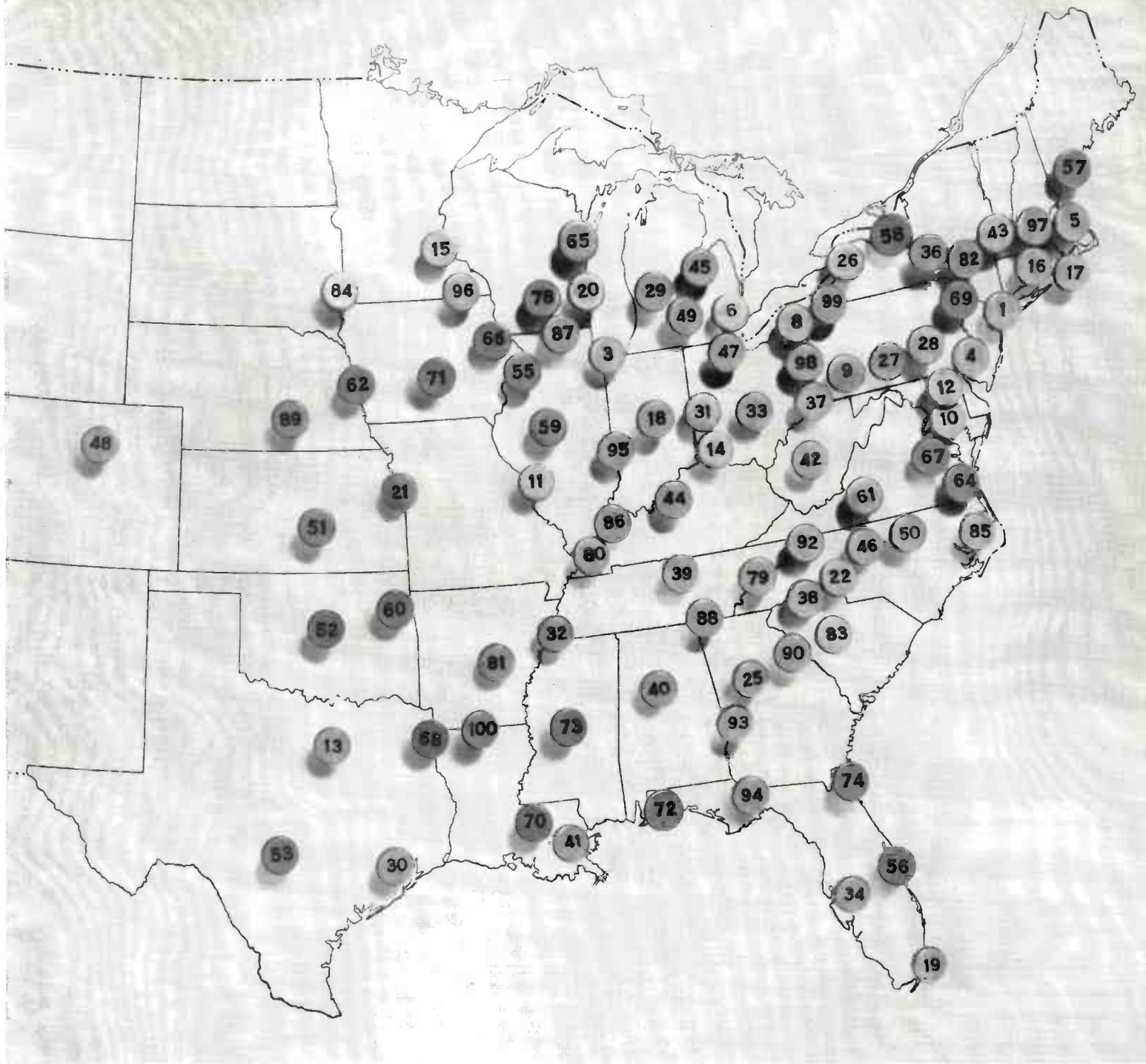


Exclusive ranking of the Top 100 markets for 1963

TELEVISION MAGAZINE presents herewith its exclusive ranking of the Top 100 Television Markets for 1963, coupled with a new study of duplicated and unduplicated county coverage for the Top 100 markets. The presentation, designed for easy reference and usability, begins on these pages with (1) the ranking of the Top 100 which appears at left and (2) the map above keyed to market location. It continues on the next 52 pages with detailed information about these important TV markets.

The editors commend this special study to TELEVISION's readers as valuable reference material helpful to a meaningful understanding of a major sector of the TV industry. The editors also *recommend* to readers a careful reading of the

* Market combination differs from that in television markets listing, page 83.



ground rules on which the study is based; like all research, this Top 100 is based on a set of premises which must be understood before the study itself is completely clear.

First: The markets are ranked in progressive order of TV homes credited to each market in the magazine's continuing TELESTATUS report (see page 130) of TV home distribution. The figures reported in this issue are as of March 1963. All markets are constantly changing in number of TV homes, hence a similar study done a month from now would yield a different—although basically similar—set of information.

TELESTATUS credits TV homes to a particular market on the basis of a 25% net nighttime weekly viewing level for

the dominant station in a market. In other words, if station XXXX-TV, the station with the largest reach in Fictional, Ariz., reaches 25% of the TV homes in county ABC at least one night a week, the entire TV homes count of the county is credited to Fictional.

There are 14 market combinations in this issue's special Top 100 report (indicated by asterisks throughout the report) which differ from the market combinations appearing in the complete TELESTATUS section. This is because the Top 100 ranking takes into account additional criteria based on conventional marketing practices in determining its market combinations. Boston, for example, is linked with Manchester, N.H., in the Top 100 but not in the

complete TELESTATUS section. For marketing purposes, these two areas are generally considered to be one, and a buyer of television time buying Boston will also cover Manchester. The reverse would not be true. For another example: Cape Girardeau, Mo., Paducah, Ky. and Harrisburg, Ill., are combined in the Top 100 as they are in common marketing practice, yet the county coverage areas for each are sufficiently different to warrant listing them individually in the complete markets section.

In all such market combinations the market of the dominant station is listed first, and the set count given is of that station. It should be noted, however, that "dominant" in this context refers to an entire television area, not to a particular market or city within that area. For example, the Asheville, N.C., set count is used for that regional complex even though Greenville has the largest metropolitan area. Correspondingly, Ames, Iowa, is listed first in its market combination because that set count is used to define the television area, although Des Moines is the larger metropolitan area.

In addition to a ranking of the Top 100 markets, this

report contributes other information of importance to the reader:

1. A state-by-state, county-by-county breakdown of each market's TV homes circulation.

2. A rate estimator for each of the markets *plus* cumulative rate information as one progresses down the Top 100. **Caution:** The rates given are one-time rates only; frequency discounts will reduce the per-announcement rates presented here. Also, the rates are for the highest-priced station in the market for the particular time classification given: one station's rates may be quoted for Daytime 60s, for example, while another's are used for Prime 20s.

3. Identification of each market's duplicated and unduplicated county coverage *within the Top 100*. Any county listed under a television market *without* a bullet (•) is credited only to the television stations of that market. Any county listed *with* a bullet (•) is reached by television signals of two or more television markets. For example, in the New York listing, Litchfield, New Haven, Hunterdon, Mercer, Ocean, Warren, Ulster, Monroe and Wayne counties all are reached by television markets other than New

What you get when buying the Top 100 Markets FROM THE TOP

This ranking shows the Top 100 markets, in groups of five from the top down, in terms of cumulative gross and net TV homes. See page 80 for a companion analysis of the Top 100 from the bottom.

Markets 1-5

Cumulative gross TV homes14,795,600
 Cumulative net TV homes14,635,000
 Net percentage U.S. TV homes 29.0%

Markets 1-10

Cumulative gross TV homes21,265,500
 Cumulative net TV homes21,029,800
 Net percentage U.S. TV homes 41.6%

Markets 1-15

Cumulative gross TV homes25,164,100
 Cumulative net TV homes24,741,100
 Net percentage U.S. TV homes 49.0%

Markets 1-20

Cumulative gross TV homes28,600,000
 Cumulative net TV homes27,027,500
 Net percentage U.S. TV homes 53.5%

Markets 1-25

Cumulative gross TV homes31,609,200
 Cumulative net TV homes29,750,500
 Net percentage U.S. TV homes 58.9%

Markets 1-30

Cumulative gross TV homes34,415,800
 Cumulative net TV homes31,601,300
 Net percentage U.S. TV homes 62.6%

Markets 1-35

Cumulative gross TV homes36,857,700
 Cumulative net TV homes33,542,200
 Net percentage U.S. TV homes 66.4%

Markets 1-40

Cumulative gross TV homes39,110,300
 Cumulative net TV homes34,979,800
 Net percentage U.S. TV homes 69.2%

Markets 1-45

Cumulative gross TV homes41,219,200
 Cumulative net TV homes36,681,400
 Net percentage U.S. TV homes 72.6%

Markets 1-50

Cumulative gross TV homes43,104,500
 Cumulative net TV homes37,633,400
 Net percentage U.S. TV homes 74.5%

Markets 1-55

Cumulative gross TV homes44,821,807
 Cumulative net TV homes38,967,500
 Net percentage U.S. TV homes 77.1%

Markets 1-60

Cumulative gross TV homes46,467,400
 Cumulative net TV homes40,124,700
 Net percentage U.S. TV homes 79.4%

Markets 1-65

Cumulative gross TV homes48,064,600
 Cumulative net TV homes41,166,000
 Net percentage U.S. TV homes 81.5%

Markets 1-70

Cumulative gross TV homes49,554,800
 Cumulative net TV homes42,224,400
 Net percentage U.S. TV homes 83.6%

Markets 1-75

Cumulative gross TV homes50,932,300
 Cumulative net TV homes43,407,600
 Net percentage U.S. TV homes 85.9%

Markets 1-80

Cumulative gross TV homes52,185,807
 Cumulative net TV homes44,372,900
 Net percentage U.S. TV homes 87.8%

Markets 1-85

Cumulative gross TV homes53,331,000
 Cumulative net TV homes45,088,900
 Net percentage U.S. TV homes 89.2%

Markets 1-90

Cumulative gross TV homes54,378,300
 Cumulative net TV homes45,577,300
 Net percentage U.S. TV homes 90.2%

Markets 1-95

Cumulative gross TV homes55,318,400
 Cumulative net TV homes46,060,400
 Net percentage U.S. TV homes 91.2%

Markets 1-100

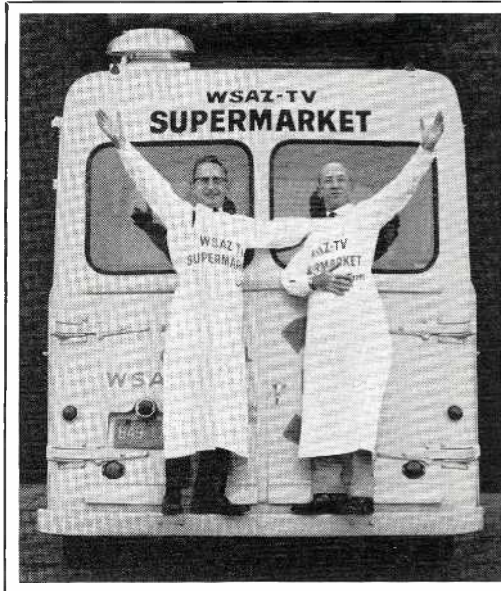
Cumulative gross TV homes56,199,400
 Cumulative net TV homes46,264,500
 Net percentage U.S. TV homes 91.6%

★ ★ ★ ★ ★

SUPERMARKET EXTRA!

“We deliver!”

★ ★ ★ ★ ★



“Yes, we deliver,” say Tom Garten¹ and John Sinclair².
 “We deliver Charleston, Huntington and 72 counties!”

Supermarket Station WSAZ-TV delivers *all* of Supermarket (conveniently listed in data books as the Charleston-Huntington Market). *Including* its four-state four-billion-dollar payroll; its 2,302,000* consumers; its 495,700** TV homes; and its \$2,011,372,000* in retail sales!

What’s more, WSAZ-TV is the *only* station that delivers Supermarket!

WSAZ-TV has the tallest tower and the lowest channel number. A perfect combination for reaching over giant mountain tops to TV antennas tucked

1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.

deep in valley towns... to reach *all* of Supermarket *all* at one time.

And Supermarket TV fans are so *loyal* to WSAZ-TV. You see, with twin studios in Charleston and Huntington and correspondents in cities all over Supermarket, WSAZ-TV really *serves* the area.

Now that you know how we deliver—and how *much*—how long can you afford to put off a chat with your Katz Agency man?

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

*SRDS (July, 1962) **ARB Coverage Study (Fall, 1960)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

THE SUPERMARKET STATION

WSAZ-TV

CHARLESTON-HUNTINGTON, W. VA.

3

York on the basis of the TELEVISION MAGAZINE circulation system which credits a county to a market for 25% or greater weekly nighttime viewing. The bullets do not indicate the degree of market coverage above 25%. **Caution:** the duplicated counties are identified on the basis of Top 100 coverage only. Some counties which now appear as credited to only one television market (listed without bullets) may also be covered by other television markets outside the Top 100.

4. A list of cumulative audience data for the Top 100 markets in three categories and in two directions:

(a) *Cumulative gross TV homes*, by groups of five markets, from Market 1 through Market 100. This figure is the number of TV home *opportunities* an advertiser receives when buying the markets in this list. *Cumulative net TV homes*, in the same groups of five markets. This figure is the number of TV homes which are present in the counties covered by the markets in the list. Percentages of total U.S. TV homes are also given for the cumulative net figures.

(b) The same cumulative gross and net TV homes information for Markets 100 through 1. This feature of the Top 100 report, unique in studies of this kind, introduces to the

TV buyer a new set of data suggesting an alternative approach to the standard system of buying from the top down. It indicates, for example, that the giant Top 10 television markets, which contribute so dominantly to the TV homes count when buying from the top, contribute significantly less (a loss of 8% or more than 4 million TV homes) when approached from the other direction.

The cumulative gross and net information, from both directions, has been programmed in a linear form—that is, in a continuous chain from one end to the other. It can be utilized, therefore, only to answer questions which follow the same course: “What is the gross TV homes count for markets 1-20?” for example, including all of the markets in the first 20. It is impossible to eliminate any market from the chain without destroying the validity of the data.

Readers are cautioned further that this study is designed to identify and present information regarding the *potentials* buyers can expect from the Top 100 markets. Such variables as *degree* and *effectiveness* of a particular buy or set of market buys remain problems for the individual buyer. This study cannot satisfy such questions. END

What you get when buying the Top 100 Markets FROM THE BOTTOM

This ranking shows the Top 100 markets, in groups of five from the bottom up, in terms of cumulative gross and net TV homes. See page 78 for a companion analysis of the Top 100 from the top.

Markets 100-96

Cumulative gross TV homes 881,000
Cumulative net TV homes 872,800
Net percentage U.S. TV homes 1.7%

Markets 100-91

Cumulative gross TV homes 1,821,100
Cumulative net TV homes 1,789,900
Net percentage U.S. TV homes 3.5%

Markets 100-86

Cumulative gross TV homes 2,868,400
Cumulative net TV homes 2,790,000
Net percentage U.S. TV homes 5.5%

Markets 100-81

Cumulative gross TV homes 4,013,600
Cumulative net TV homes 3,818,400
Net percentage U.S. TV homes 7.6%

Markets 100-76

Cumulative gross TV homes 5,267,100
Cumulative net TV homes 4,894,300
Net percentage U.S. TV homes 9.7%

Markets 100-71

Cumulative gross TV homes 6,644,600
Cumulative net TV homes 6,119,500
Net percentage U.S. TV homes 12.1%

Markets 100-66

Cumulative gross TV homes 8,134,800
Cumulative net TV homes 7,400,300
Net percentage U.S. TV homes 14.6%

Markets 100-61

Cumulative gross TV homes 9,732,000
Cumulative net TV homes 8,728,100
Net percentage U.S. TV homes 17.3%

Markets 100-56

Cumulative gross TV homes 11,377,600
Cumulative net TV homes 10,257,800
Net percentage U.S. TV homes 20.3%

Markets 100-51

Cumulative gross TV homes 13,094,900
Cumulative net TV homes 11,746,800
Net percentage U.S. TV homes 23.3%

Markets 100-46

Cumulative gross TV homes 14,980,200
Cumulative net TV homes 13,263,900
Net percentage U.S. TV homes 26.3%

Markets 100-41

Cumulative gross TV homes 17,089,100
Cumulative net TV homes 14,836,600
Net percentage U.S. TV homes 29.4%

Markets 100-36

Cumulative gross TV homes 19,341,700
Cumulative net TV homes 16,614,800
Net percentage U.S. TV homes 32.9%

Markets 100-31

Cumulative gross TV homes 21,783,600
Cumulative net TV homes 18,733,800
Net percentage U.S. TV homes 37.1%

Markets 100-26

Cumulative gross TV homes 24,590,200
Cumulative net TV homes 20,964,300
Net percentage U.S. TV homes 41.5%

Markets 100-21

Cumulative gross TV homes 27,599,400
Cumulative net TV homes 23,335,500
Net percentage U.S. TV homes 46.2%

Markets 100-16

Cumulative gross TV homes 31,035,300
Cumulative net TV homes 26,125,400
Net percentage U.S. TV homes 51.7%

Markets 100-11

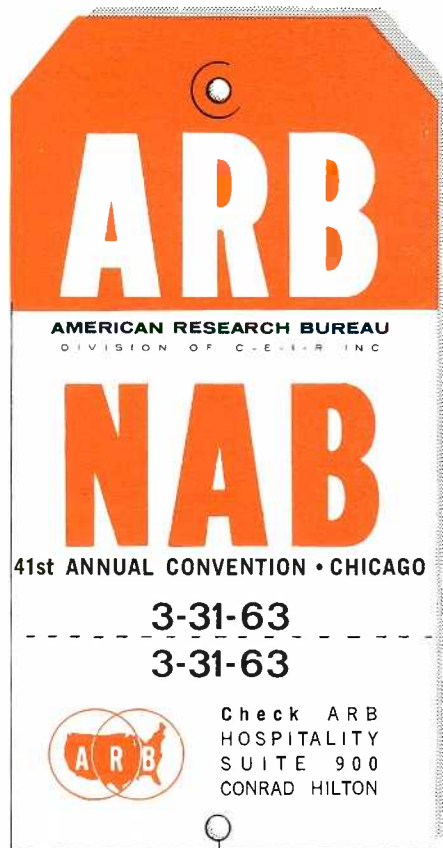
Cumulative gross TV homes 34,933,900
Cumulative net TV homes 29,303,100
Net percentage U.S. TV homes 58.0%

Markets 100-6

Cumulative gross TV homes 41,403,800
Cumulative net TV homes 33,459,300
Net percentage U.S. TV homes 66.2%

Markets 100-1

Cumulative gross TV homes 56,199,400
Cumulative net TV homes 46,264,500
Net percentage U.S. TV homes 91.6%



CHICAGO BOUND?

Then, we hope you will check in at American Research Bureau's hospitality suite during your stay. You're cordially invited! We will be on hand to show you new advances in audience measurement and to discuss your individual research requirements. In addition, we are particularly anxious for you to see and have a report analysis that has been specially prepared for your station and market. Your station's report analysis will be available in Suite 900, Conrad Hilton Hotel. Check with ARB at NAB!

Exclusive ranking of the Top 100 markets for 1963

Including:

- County-by-county TV homes
- Cumulative rate estimator
- Duplicated, unduplicated counties

1: New York

Total TV Homes 5,519,900

COUNTIES	VHF HOMES
Connecticut	
Fairfield	197,633
Litchfield	34,946
New Haven	199,329
New Jersey	
Bergen	239,647
Essex	281,460
Hudson	190,158
Hunterdon	15,310
Mercer	77,019
Middlesex	129,460
Monmouth	98,666
Morris	77,064
Ocean	37,206
Passaic	125,565
Somerset	42,091
Sussex	14,905
Union	152,363
Warren	18,993
New York	
Bronx	448,163
Dutchess	45,400
Kings	810,588
Nassau	388,915
New York	626,757
Orange	51,019
Putnam	9,765
Queens	582,932
Richmond	59,724
Rockland	37,010
Suffolk	213,795
Sullivan	13,081
Ulster	33,716
Westchester	246,262
Pennsylvania	
Monroe	11,444
Pike	2,627
Wayne	6,840

Rates:

	MARKET 1	MARKETS 1-1
Daytime 60s	\$ 800	\$ 800
Prime 20s	\$2,400	\$2,400
Late-Night 60s	\$1,100	\$1,100

2: Los Angeles

Total TV Homes 3,069,600

COUNTIES	VHF HOMES
California	
Inyo	3,143
Los Angeles	2,090,719
Orange	271,698
Riverside-W	100,716
San Brnadin-W	156,627
San Diego	337,807
Santa Barbara	52,149
Ventura	56,707

Rates:

	MARKET 2	MARKETS 1-2
Daytime 60s	\$ 425	\$1,225
Prime 20s	\$1,250	\$3,650
Late-Night 60s	\$ 330	\$1,430

3: Chicago

Total TV Homes 2,304,100

COUNTIES	VHF HOMES
Illinois	
Boone	5,599
Cook	1,564,189
De Kalb	14,128
Du Page	95,765
Grundy	6,113
Iroquois	9,117
Kane	60,418
Kankakee	23,033
Kendall	4,964
Lake	82,025
La Salle	32,804
McHenry	25,957
Will	53,619
Indiana	
Jasper	4,379
Lake	141,877
La Porte	25,408
Newton	3,153
Porter	16,095
Pulaski	2,780
Starke	4,448
Michigan	
Berrien	42,352
Wisconsin	
Kenosha	30,011
Racine	41,018
Walworth	14,894

Rates:

	MARKET 3	MARKETS 1-3
Daytime 60s	\$ 500	\$1,725
Prime 20s	\$1,275	\$4,925
Late-Night 60s	\$1,000	\$2,430

4: Philadelphia

Total TV Homes 2,089,700

COUNTIES	VHF HOMES
Delaware	
Kent	18,865
New Castle	91,724
Sussex	19,512
Maryland	
Cecil	11,882
New Jersey	
Atlantic	50,959
Burlington	59,734

Camden	115,606
Cape May	14,812
Cumberland	29,831
Gloucester	39,988
Hunterdon	15,310
Mercer	77,019
Ocean	37,206
Salem	16,825
Warren	18,993

Pennsylvania	
Berks	83,295
Bucks	95,468
Carbon	14,550
Chester	57,661
Delaware	159,850
Lancaster	74,340
Lebanon	24,267
Lehigh	69,262
Monroe	11,444
Montgomery	155,424
Northampton	59,864
Northumberland	28,487
Philadelphia	590,924
Schuylkill	46,647

Rates:

	MARKET 4	MARKETS 1-4
Daytime 60s	\$ 550	\$2,275
Prime 20s	\$1,200	\$6,125
Late-Night 60s	\$ 500	\$2,930

5: Boston* Manchester, N. H.

Total TV Homes 1,812,300

COUNTIES	VHF HOMES
Connecticut	
New London	53,382
Windham	19,390
Maine	
York	26,957
Massachusetts	
Barnstable	22,996
Bristol	120,839
Dukes	1,820
Essex	159,908
Franklin	15,390
Middlesex	349,563
Nantucket	1,000
Norfolk	146,148
Plymouth	73,642
Suffolk	241,081
Worcester	165,172
New Hampshire	
Belknap	8,321
Carroll	4,591
Cheshire	11,328

- * County included in market coverage of two or more television markets.
- Major facility change in market subsequent to latest county survey measurement date.
- * Market combination differs from that in television markets listing, Teletatus, this issue.



puzzle: **Tees for Twos**

One balmy afternoon, Frank Grindley, Jay Walters and Bob Gilbertson, three good men and true in the Harrington, Righter & Parsons sales organization, were business-lunching with three agency time-buyers, to wit: Bob Decker (Ted Bates), Jim Lavelle (Dancer, Fitzgerald, Sample), Jim Kelly (Leo Burnett, Chicago).

To clear their heads before they grappled with their new expense account forms (and to limber up their bent left elbows), one of the men suggested a brisk 18 holes. Each HR&P man teamed with his guest.

Lavelle, Decker, Kelly and Walters shot 106, 102, 100 and 94 respectively, which indicates the difficulty of the course rather than the curvature of the elbows. Grindley and Gilbertson shot a 96 and a 98, but since they hadn't put their names on their scorecards, it was some time before they figured out whose score was which.* When they finally identified their cards, it was discovered that two of the twosomes had the same total score. Walters' partner beat Grindley's partner.

How were the men teamed? Tee off on this problem and win a small trophy.

** Our team knows the score when it comes to sales; so do our clients. For well-above-par results they lean heavily on such audience-pleasing WMAL-TV spot carriers as Maverick, Thriller, SurfSide 6, Checkmate, Championship Bowling, Girl Talk, Trails West, and Bachelor Father.*

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

wmal-tv abc

Evening Star Broadcasting Company

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

WASHINGTON, D. C.

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

*** MEET
TELEVISION
MAGAZINE'S
NEW
23rd
MARKET**



*** WRITE FOR!
NEW ARB
County by County
Coverage Study for
NO. CALIFORNIA**

**KCRA-TV
RESEARCH DEPT.
310 - 10TH STREET
SACRAMENTO,
CALIFORNIA**

TOP 100 TELEVISION MARKETS continued

Hillsborough	52,419
• Merrimack	18,164
Rockingham	26,856
• Strafford	15,546
• Sullivan	7,347
Rhode Island	
• Bristol	10,755
• Kent	33,460
• Newport	20,505
• Providence	171,334
• Washington	16,062
Vermont	
• Windham	7,448
Windsor	10,826

Rates:	MARKET 5	MARKETS 1-5
Daytime 60s	\$325	\$2,600
Prime 20s	\$750	\$6,875
Late-Night 60s	\$350	\$3,280

6: Detroit

Total TV Homes 1,602,900

COUNTIES	VHF HOMES
Michigan	
• Genesee	105,979
• Jackson	36,084
• Lapeer	9,777
• Lanawee	20,272
• Livingston	10,683
• Macomb	125,622
• Monroe	26,460
• Oakland	206,253
• St. Clair	29,456
• Sanilac	8,614
• Shiawassee	13,986
• Tuscola	10,626
• Washtenaw	47,261
• Wayne	770,633
Ohio	
• Lucas	137,034
• Ottawa	10,230
• Sandusky	15,273
• Wood	18,628

Rates:	MARKET 6	MARKETS 1-6
Daytime 60s	\$ 250	\$2,850
Prime 20s	\$1,100	\$7,975
Late-Night 60s	\$ 400	\$3,680

**7: San Francisco
Oakland**

Total TV Homes 1,410,000

COUNTIES	VHF HOMES
California	
Alameda	282,218
• Contra Costa	121,302
• Lake	4,283
• Marin	47,064
• Mendocino	12,470
• Monterey	48,415
• Napa	18,145
• San Benito	4,076
• San Francisco	266,785
• San Joaquin	73,504
• San Mateo	152,019
• Santa Clara	216,198
• Santa Cruz	29,020
• Solano	38,474

Sonoma	44,849
• Stanislaus	44,175
• Tuolumne	4,348
Nevada	
• Mineral	1,567
• Nye	1,111

Rates:	MARKET 7	MARKETS 1-7
Daytime 60s	\$175	\$3,025
Prime 20s	\$800	\$8,775
Late-Night 60s	\$200	\$3,880

8: Cleveland

Total TV Homes 1,303,300

COUNTIES	VHF HOMES
Ohio	
Ashland	10,986
• Ashtabula	24,133
• Carroll	4,986
• Coshocton	8,736
• Crawford	13,364
• Cuyahoga	493,424
• Erie	19,086
• Geauga	13,116
• Holmes	4,530
• Huron	13,093
• Lake	45,320
• Lorain	61,485
• Mahoning	84,421
• Medina	17,936
• Portage	22,645
• Richland	32,224
• Sandusky	15,273
• Seneca	15,956
• Stark	95,623
• Summit	152,189
• Trumbull	59,963
• Tuscarawas	20,214
• Wayne	19,387

Pennsylvania	
• Crawford	19,426
• Mercer	35,776

Rates:	MARKET 8	MARKETS 1-8
Daytime 60s	\$300	\$3,325
Prime 20s	\$775	\$9,550
Late-Night 60s	\$400	\$4,280

9: Pittsburgh

Total TV Homes 1,248,900

COUNTIES	VHF HOMES
Maryland	
• Garrett	4,388
Ohio	
• Belmont	24,180
• Columbiana	28,870
• Harrison	4,690
• Jefferson	26,832
• Monroe	3,825
Pennsylvania	
• Allegheny	473,014
• Armstrong	20,566
• Beaver	58,811

• County included in market coverage of two or more television markets.
■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

Being 1st* during prime time in Detroit has become a habit with WXYZ-TV

7:30-11 PM MONDAY-SUNDAY/SHARE OF AUDIENCE

		STATION	ARB	NSI
		WXYZ-TV	35.0%	35.0%
COMPETITORS	}	27.0	29.0
		33.0	28.0
		5.0	8.0

7:30-11 PM MONDAY-SUNDAY/TOTAL HOMES

		STATION	ARB	NSI
		WXYZ-TV	259,000	248,200
COMPETITORS	}	198,100	210,200
		249,800	212,700
		36,000	45,900

*Share of audience and station total homes, ARB and NSI, average for the entire year, Jan.-Dec. 1962.

Past performance proves future capabilities. And you can be sure that WXYZ-TV is not going to be completely satisfied with their successful past. WXYZ-TV is building and planning to make 1963 the biggest year ever. Detroit's Big Station has the experience, desire, and programming knowhow to repeat their past achievements and very likely will improve on them.

WXYZ-TV DETROIT
AN ABC OWNED TELEVISION STATION

Represented Nationally by ABC Television Spot Sales, Inc.
NEW YORK • CHICAGO • ST. LOUIS • HOLLYWOOD • SAN FRANCISCO

TOP 100 TELEVISION MARKETS *continued*

•Butler	29,567
•Cambria	54,986
•Clarion	9,752
•Crawford	19,426
•Fayette	42,918
•Forest	1,174
•Greene	10,084
•Indiana	18,575
•Jefferson	12,756
•Lawrence	30,191
•Mercer	35,776
•Somerset	20,432
•Venango	16,901
•Washington	62,376
•Westmoreland	101,094

West Virginia	
•Barbour	3,127
•Brooke	7,429
•Grant	1,551
•Hancock	10,448
•Harrison	21,293
•Lewis	4,543
•Marion	17,621
•Marshall	9,613
•Mineral	5,246
•Monongalia	13,976
•Ohio	20,851
•Preston	6,185
•Randolph	5,236
•Taylor	3,768
•Tucker	1,895
•Wetzel	4,958

Rates:	MARKET 9	MARKETS 1-9
Daytime 60s	\$250	\$ 3,575
Prime 20s	\$650	\$10,220
Late-Night 60s	\$235	\$ 4,515

10: Washington, D. C.
Total TV Homes 904,800

COUNTIES	VHF HOMES
District of Columbia	
Dis. of Col.	230,228
Maryland	
•Allegany	22,154
•Anne Arundel	54,887
•Calvert	3,592
•Caroline	5,411
•Charles	7,542
•Dorchester	7,973
•Frederick	18,288
•Howard	9,655
•Montgomery	102,844
•Prince Georges	103,469
•Queen Annes	4,303
•St. Marys	8,180
•Talbot	6,148
•Washington	23,944
Pennsylvania	
•Franklin	21,543
•Fulton	2,222
Virginia	
Arlington	83,140
Clarke	1,744
Culpeper	3,590
Fairfax	86,507
Fauquier	5,776
Frederick	9,503
King George	1,643
Loudoun	5,550
•Madison	1,502
•Page	3,996

Prince Wm.	13,692
Rappahannock	1,205
•Rockingham	11,671
•Shenandoah	5,602
•Spotsylvania	6,557
Stafford	3,885
Warren	3,465
•Westmoreland	2,465
West Virginia	
Berkeley	8,877
Jefferson	4,697
•Mineral	5,246
Morgan	2,150

Rates:	MARKET 10	MARKETS 1-10
Daytime 60s	\$190	\$ 3,765
Prime 20s	\$450	\$10,650
Late-Night 60s	\$375	\$ 4,890

11: St. Louis
Total TV Homes 843,300

COUNTIES	VHF HOMES
Illinois	
Bond	3,681
Calhoun	1,446
•Clay	4,220
Clinton	5,869
•Effingham	5,740
•Fayette	5,446
•Franklin	11,064
Greene	4,874
•Jackson	10,849
•Jefferson	8,602
Jersey	4,120
Macoupin	12,058
Madison	65,068
Marion	11,291
Monroe	4,304
Montgomery	9,358
Morgan	8,859
•Perry	5,385
Pike	5,583
•Randolph	7,300
St. Clair	75,036
Scott	1,690
Washington	3,459
Missouri	
•Carter	905
Crawford	3,096
Dent	2,224
Franklin	10,992
Gasconade	3,377
•Iron	1,732
Jefferson	18,901
Lincoln	4,090
•Madison	2,001
•Montgomery	3,050
•Perry	3,459
Pike	4,582
•Reynolds	1,076
St. Charles	14,973
St. Francois	9,785
St. Louis	474,596
•Ste. Genevieve	2,919
Shannon	1,030
Warren	2,198
Washington	2,978

Rates:	MARKET 11	MARKETS 1-11
Daytime 60s	\$244	\$ 4,009
Prime 20s	\$395	\$11,045
Late-Night 60s	\$425	\$ 5,315

12: Baltimore
Total TV Homes 778,400

COUNTIES	VHF HOMES
Delaware	
•Sussex	19,512
Maryland	
•Anne Arundel	54,887
Baltimore	444,974
•Calvert	3,592
•Caroline	5,411
•Carroll	13,591
•Cecil	11,882
•Dorchester	7,973
•Frederick	18,288
Harford	20,263
•Howard	9,655
Kent	4,411
•Queen Annes	4,303
•Somerset	4,519
•Talbot	6,148
•Washington	23,944
Wicomico	13,807
Worcester	5,929
Pennsylvania	
•Adams	12,712
•Franklin	21,543
•York	71,007

Rates:	MARKET 12	MARKETS 1-12
Daytime 60s	\$150	\$ 4,159
Prime 20s	\$425	\$11,470
Late-Night 60s	\$200	\$ 5,515

13: Dallas Fort Worth
Total TV Homes 768,500

COUNTIES	VHF HOMES
Oklahoma	
Bryan	6,371
Choctaw	3,545
Love	1,550
Marshall	2,065
Texas	
Anderson	6,949
Bosque	3,265
Brown	6,721
•Cherokee	8,122
Collin	11,039
Comanche	3,149
Cooke	5,939
Dallas	298,183
Delta	1,646
Denton	12,597
Eastland	5,776
Ellis	11,417
Erath	4,746
Fannin	6,448
Freestone	3,039
Grayson	21,101
Hamilton	2,462
Henderson	5,710
Hill	6,964
Hood	1,723
Hopkins	4,533

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

DALLAS·FT. WORTH
DYNAMIC
DYNAMIC
AGGRESSIVE
AGGRESSIVE
GROWING
GROWING
WFAA-TV

The leadership station . . . in programming "firsts" . . .
in dramatic audience promotion . . . in expert product
promotion and follow-through. With the Southwest's most
complete production facilities.

CHANNEL 8 / abc

WFAA - AM - FM - TV
COMMUNICATIONS CENTER
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

TOP 100 TELEVISION MARKETS *continued*

Hunt	10,923
Jack	2,344
Johnson	9,675
Kaufman	7,222
Lamar	7,765
Leon	2,429
Limestone	4,866
McLennan	41,845
Mills	1,225
Montague	4,574
Navarro	9,904
Palo Pinto	6,348
Parker	6,368
Rains	786
Rockwall	1,616
•Smith	24,022
Somervell	765
Stephens	2,710
Tarrant	163,347
Van Zandt	5,179
Wise	4,722
•Wood	4,767

Rates:	MARKET 13	MARKETS 1-13
Daytime 60s	\$125	\$ 4,284
Prime 20s	\$365	\$11,835
Late-Night 60s	\$125	\$ 5,640

■ 14: Cincinnati

Total TV Homes 754,400

COUNTIES	VHF HOMES
Indiana	
Dearborn	7,352
•Fayette	6,689

WBJA-TV
Channel 34

Serving The
Triple-Cities Area

BINGHAMTON
JOHNSON CITY
ENDICOTT

ABC

John E. Pearson
National Representative

Alfred E. Anscombe
General Manager

Franklin	3,579
•Jefferson	5,977
•Jennings	3,812
Ohio	1,175
Ripley	5,014
•Switzerland	1,946
•Union	1,579
•Wayne	20,304

Kentucky	
•Bath	1,699
Boone	5,539
Bourbon	4,143
Bracken	1,739
Campbell	20,081
•Carroll	1,930
Clark	4,988
Fleming	2,311
•Franklin	7,861
Gallatin	974
Grant	2,499
Harrison	3,543
•Henry	2,531
Kenton	28,041
•Lewis	2,454
Mason	4,477
Montgomery	3,027
Nicholas	1,558
•Owen	1,850
Pendleton	2,365
Robertson	522
•Scott	3,126
•Trimble	1,102

Ohio	
•Adams	4,420
Brown	6,539
•Butler	57,115
•Clermont	23,338
•Clinton	8,178
•Darke	11,858
•Greene	25,943
Hamilton	257,799
•Highland	8,080
•Montgomery	159,064
•Preble	8,532
•Warren	17,741

Rates:	MARKET 14	MARKETS 1-14
Daytime 60s	\$100	\$ 4,384
Prime 20s	\$380	\$12,215
Late-Night 60s	\$160	\$ 5,800

15: Minneapolis
St. Paul

Total TV Homes 754,000

COUNTIES	VHF HOMES
Minnesota	
Anoka	25,330
Benton	3,532
•Blue Earth	11,727
Brown	6,050
Carver	5,415
Cass	3,047
Chisago	3,801
•Cottonwood	3,792
Crow Wing	7,493
Dakota	21,212
•Dodge	3,460
Goodhue	8,921
Hennepin	260,874
Hubbard	2,001
Isanti	3,138
•Jackson	3,615
Kanabec	2,116
Kandiyohi	7,390
Le Sueur	5,167

•Lyon	5,361
McLeod	6,746
•Martin	7,471
Meeker	4,834
Mille Lacs	3,641
Morrison	5,869
Nicollet	4,953
•Olmsted	18,161
Pine	3,960
Ramsey	124,223
Redwood	4,830
Renville	4,953
Rice	9,387
Scott	5,275
Sherburne	2,967
Sibley	3,952
Stearns	17,668
•Steele	6,812
Todd	4,828
Wabasha	4,374
Wadena	2,284
•Waseca	4,002
Washington	13,519
Watonwan	3,550
•Winona	10,252
Wright	7,473
•Yellow Med	3,953

Wisconsin	
Barron	8,523
Buffalo	3,063
Burnett	2,231
Chippewa	10,194
Dunn	6,396
Eau Claire	15,048
Pepin	1,737
Pierce	5,705
Polk	6,696
Rusk	3,353
St. Croix	7,625

Rates:	MARKET 15	MARKETS 1-15
Daytime 60s	\$140	\$ 4,524
Prime 20s	\$475	\$12,690
Late-Night 60s	\$130	\$ 5,930

16: Hartford*
New Haven
New Britain

Total TV Homes 727,700

COUNTIES	VHF HOMES
Connecticut	
Hartford	207,280
•Litchfield	34,946
Middlesex	24,739
•New Haven	199,329
•New London	53,382
•Tolland	17,503
•Windham	19,390
Massachusetts	
•Franklin	15,390
•Hampden	129,008
•Hampshire	26,750

Rates:	MARKET 16	MARKETS 1-16
Daytime 60s	\$230	\$ 4,754
Prime 20s	\$400	\$13,090
Late-Night 60s	\$280	\$ 6,210

* County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.

service
that sells...



HUBBARD BROADCASTING, INC.

**KSTP RADIO
KSTP TELEVISION**
Minneapolis-St. Paul, Minnesota

**KOB RADIO
KOB TELEVISION**
Albuquerque, New Mexico

W.GTO RADIO
Cypress Gardens, Florida

Represented by



The Original Station Representative

17: Providence, R. I.

Total TV Homes 710,400

COUNTIES VHF HOMES

Connecticut	
•New London	53,382
•Windham	19,390
Massachusetts	
•Barnstable	22,996
•Bristol	120,839
•Dukes	1,820
•Nantucket	1,000
•Plymouth	73,642
•Worcester	165,172
Rhode Island	
•Bristol	10,755
•Kent	33,460
•Newport	20,505
•Providence	171,334
•Washington	16,062

Rates:

	MARKET 17	MARKETS 1-17
Daytime 60s	\$150	\$ 4,904
Prime 20s	\$350	\$13,440
Late-Night 60s	\$200	\$ 6,410

18: Indianapolis* Bloomington

Total TV Homes 692,500

COUNTIES VHF HOMES

Illinois	
•Clark	4,710
•Crawford	6,129
•Edgar	6,670
Indiana	
Bartholomew	13,581
•Benton	2,991
Blackford	4,046
Boone	7,995
•Brown	1,594
Carroll	4,577
Cass	10,203
Clay	6,957
Clinton	8,330
Decatur	5,255
Delaware	32,128
•Fayette	6,689
•Fountain	5,335
Grant	19,604
Greene	7,625

Hamilton	11,579
Hancock	7,476
Hendricks	12,252
Henry	13,456
Howard	19,978
•Jackson	8,309
•Jay	5,495
•Jennings	3,812
Johnson	12,607
•Lawrence	9,838
Madison	36,541
Marion	207,534
•Martin	2,227
Miami	9,176
Monroe	15,598
Montgomery	9,233
Morgan	9,410
Owen	2,898
Parke	4,192
Putnam	5,957
•Randolph	8,238
Rush	5,514
Shelby	9,849

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.

FOR STEADY VIEWING PLEASURE IN PROVIDENCE IT'S

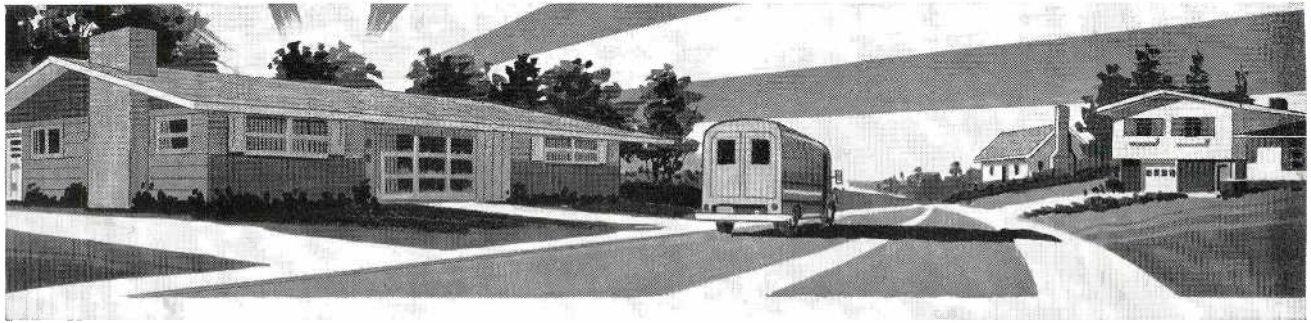
WTEV

NEW ENGLAND'S NEWEST, BRIGHTEST,
 MOST DYNAMIC TELEVISION STATION.
 DESIGNED TO LEAD □ PROGRAMMED TO
 SERVE □ GEARED TO SELL □ THE NATION'S
 17th LARGEST TELEVISION MARKET!



WTEV guarantees pin-point penetration of the Greater Providence market through its 35,000 watt G-E transmitter and three bay antenna together with RCA precise frequency control equipment—specially designed to serve this important tri-metro complex. ■ In addition to maximum internal-market impact, Channel 6 booms in loud and clear from the heart of Providence to the limits of Worcester . . . from Newport, New Bedford and Fall River to New London and Nantucket . . . delivering a non-waste, 14-county signal to over 2½ million New Englanders with an effective buying income of over \$5½ billion. ■ Coverage where it counts . . . this is WTEV . . . guaranteeing unquestioned commercial impact and maximum sales results!

FOR THE COMPLETE WTEV STORY AND AVAILABILITIES CONTACT  TELEVISION, INC.



Home Delivery

PROVIDENCE

A one million home market...three states...one billion consumer dollars. A WJAR-TV market...100% reach...full market coverage. And speaking of homes, WJAR-TV doesn't miss many.

ARB — NOV./ DEC. '62		
TOP TWENTY PROGRAMS	WJAR-TV AVERAGE TOTAL HOMES PER ½ HOUR	% MORE THAN STATION "B"
1. DR. KILDARE (WJAR-TV)	169,600	318.7
2. CHEYENNE (WJAR-TV)	150,600	127.8
3. BONANZA (WJAR-TV)	147,500	292.2
4. DEATH VALLEY DAYS (WJAR-TV)*	137,200	446.6
5. HAZEL (WJAR-TV)	136,600	199.5
6. VIRGINIAN (WJAR-TV)	135,100	132.5
7. BEN CASEY (STATION B)		
8. GALLANT MEN (WJAR-TV)	130,000	168.0
9. COMBAT (STATION B)		
10. MATTY'S FUNNIES (STATION B)		
11. JOEY BISHOP (WJAR-TV)	120,800	63.0
12. CAR 54, WHERE ARE YDU? (WJAR-TV)	118,900	57.4
13. DISNEY'S WORLD OF COLOR (WJAR-TV)	118,500	66.4
14. RED SKELTON (STATION B)		
15. SAT. NIGHT AT THE MOVIES (WJAR-TV)	116,500	68.1
16. PRICE IS RIGHT (NIGHT) WJAR-TV)	110,800	16.3
17. RIPCORD (WJAR-TV)*	110,500	265.8
18. SAM BENEDICT (WJAR-TV)	107,700	15.4
19. SUPERCAR (STATION B)		
20. DICK POWELL (WJAR-TV)	106,800	33.3

*Average Homes per ¼ Hr.

NIELSEN STATION INDEX — DEC. '62 / JAN. '63		
TOP TWENTY PROGRAMS	WJAR-TV AVERAGE TOTAL HOMES PER ¼ HOUR	% MORE THAN STATION "B"
1. BONANZA (WJAR-TV)	148,400	173.8
2. DISNEY'S WORLD OF COLOR (WJAR-TV)	131,400	171.4
3. DR. KILDARE (WJAR-TV)	131,100	44.9
4. INTERNATIONAL SHOWTIME (WJAR-TV)	122,500	77.5
5. DEATH VALLEY DAYS (WJAR-TV)	119,300	52.2
6. SAT. NIGHT AT THE MOVIES (WJAR-TV)	119,300	41.3
7. HAZEL (WJAR-TV)	118,800	29.4
8. JACK PAAR SHOW (WJAR-TV)	116,800	84.8
9. JOEY BISHOP SHOW (WJAR-TV)	116,100	33.6
10. CAR 54, WHERE ARE YOU? (WJAR-TV)	115,900	89.6
11. SING ALONG WITH MITCH (WJAR-TV)	115,800	37.2
12. MON. NIGHT AT THE MOVIES (WJAR-TV)	114,200	21.1
13. BEN CASEY (STATION B)		
14. ENSIGN O'TOOLE (WJAR-TV)	111,500	110.7
15. PRICE IS RIGHT (NIGHT) (WJAR-TV)	111,300	10.3
16. MANHUNT (WJAR-TV)	109,400	62.6
17. YOGI BEAR (STATION B)		
18. RIPCORD (WJAR-TV)	107,600	54.6
19. LAW & MR. JONES (WJAR-TV)	106,000	27.0
20. HUCKLEBERRY HOUND (STATION B)		

WJAR-TV

NBC — REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED
 OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELE-
 VISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 41ST YEAR

TOP 100 TELEVISION MARKETS *continued*

Sullivan	6,307
Tippecanoe	21,587
Tipton	4,058
•Vermillion	5,100
Vigo	32,889
Wabash	9,023
•Warren	2,121
•Wayne	20,304
White	5,533

Rates:

	MARKET 18	MARKETS 1-18
Daytime 60s	\$120	\$ 5,024
Prime 20s	\$380	\$13,820
Late-Night 60s	\$175	\$ 6,585

19: Miami

Total TV Homes 657,400

COUNTIES	VHF HOMES
Florida	
Broward	169,420
Collier	5,284
Dade	336,616
Hendry	2,116
•Indian River	8,715
•Lee	19,990
Martin	6,206
Monroe	14,671
Palm Beach	81,780
St. Lucie	12,572

Rates:

	MARKET 19	MARKETS 1-19
Daytime 60s	\$170	\$ 5,194
Prime 20s	\$375	\$14,195
Late-Night 20s	\$170	\$ 6,755

20: Milwaukee

Total TV Homes 647,900

COUNTIES	VHF HOMES
Wisconsin	
•Calumet	5,402
•Columbia	9,467
•Dodge	15,198
•Fond Du Lac	19,589
•Green Lake	4,285
•Jefferson	13,621
•Kenosha	30,011
•Manitowoc	19,898
•Marquette	2,165
•Milwaukee	318,111
•Ozaukee	10,626
•Racine	41,018
•Rock	31,729
•Sheboygan	24,118
•Walworth	14,894
Washington	11,797
Waukesha	46,846
•Winnebago	29,132

Rates:

	MARKET 20	MARKETS 1-20
Daytime 60s	\$140	\$ 5,334
Prime 20s	\$370	\$14,565
Late-Night 60s	\$180	\$ 6,935

21: Kansas City

Total TV Homes 612,200

COUNTIES	VHF HOMES
Kansas	
Allen	4,543
Anderson	2,393
Atchison	5,438
Bourbon	4,774
Brown	3,867
Coffey	2,225
Doniphan	2,582
Douglas	11,139
Franklin	5,791
Jackson	3,118
Jefferson	2,778
Johnson	46,510
Leavenworth	10,207
Linn	2,237
Miami	5,154
Nemaha	3,074
Osage	3,720
Pottawatomie	3,320
Riley	9,622
Shawnee	42,431
Wabaunsee	1,920
•Woodson	1,396
Wyandotte	52,263

Missouri	
Andrew	3,151
Bates	4,865
Benton	2,611
Buchanan	26,647
Caldwell	2,763
Carroll	3,934
Cass	8,323
Chariton	3,416
Clay	27,775
Clinton	3,587
Daviess	2,351
De Kalb	2,164
Gentry	2,760
Grundy	3,759
Harrison	3,305
Henry	5,493
Holt	2,461
Jackson	200,510
Johnson	7,124
Lafayette	7,186
Linn	5,031
Livingston	4,363
Mercer	1,410
•Nodaway	5,781
Pettis	10,518
Platte	6,858
Ray	4,542
St. Clair	2,250
Saline	6,672
Vernon	5,156
Worth	1,135

Nebraska	
•Richardson	3,757

Rates:

	MARKET 21	MARKETS 1-21
Daytime 60s	\$120	\$ 5,454
Prime 20s	\$375	\$14,940
Late-Night 60s	\$150	\$ 7,085

22: Charlotte, N. C.

Total TV Homes 610,900

COUNTIES	VHF HOMES
North Carolina	
Alexander	3,683
•Alleghany	1,828
Anson	5,156
•Ashe	4,353
•Avery	2,315
•Buncombe	33,067
•Burke	12,248
•Cabarrus	16,732
•Caldwell	12,020
Catawba	19,369
•Cleveland	15,538
•Davidson	20,063
•Davie	3,963
•Forsyth	52,465
•Gaston	32,866
•Haywood	9,830
•Henderson	9,052
Iredell	15,567
•Lincoln	6,869
•Mc Dowell	6,123
•Madison	3,525
•Mecklenburg	74,372
•Mitchell	2,803
•Montgomery	4,085
•Polk	2,603
•Richmond	8,965
•Rowan	21,526
•Rutherford	10,552
•Scotland	5,064
Stanly	9,507
•Surry	10,986
•Transylvania	3,843
•Union	8,939
•Watauga	3,752
•Wilkes	9,994
•Yadkin	4,917
•Yancey	2,820

South Carolina	
•Cherokee	7,782
•Chester	6,780
•Chesterfield	6,611
•Darlington	10,472
•Fairfield	3,729
•Kershaw	6,838
•Lancaster	8,273
•Laurens	10,313
•Marlboro	5,317
•Newberry	6,699
•Spartanburg	37,042
•Union	6,642
•York	17,535

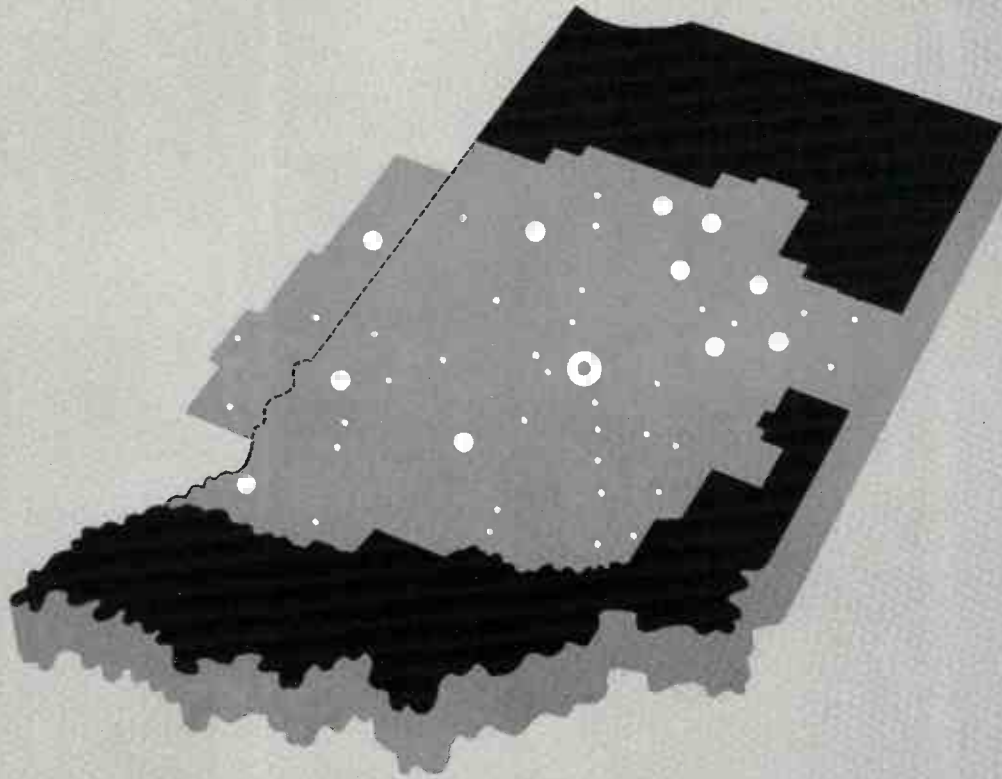
Tennessee	
•Johnson	2,089
•Unicoi	3,408

Rates:

	MARKET 22	MARKETS 1-22
Daytime 60s	\$150	\$ 5,604
Prime 20s	\$290	\$15,230
Late-Night 60s	\$ 90	\$ 7,175

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, *Teletatus*, this issue.

WFBM-TV...THE STATION THAT DOUBLES THE SIZE OF YOUR INDIANAPOLIS MARKET !!!



The perfect media-match for your product distribution in prosperous Mid-Indiana

WFBM-TV advertisers get surprising results, not only in the rich Indianapolis metropolitan and retail trading zones, but also in the 11 other important market centers that together provide even more spendable income and TV homes than the entire Indianapolis sales area.

WFBM-TV is the *only* station in Indianapolis with no overlapping penetration in this coverage area by basic affiliates of the same network. It provides the only basic NBC coverage of Mid-Indiana's 760,000 TV set owning families.

For *complete* coverage of Mid-Indiana's multiple markets use the facilities of WFBM-TV . . . the dominating sales force that reaches 50,000 more TV homes than any other local station!

Represented nationally by the KATZ agency

AMERICA'S 13th TV MARKET

Indianapolis—Indiana's major wholesale and retail distribution center, with city and retail zone population of 1,215,000—379,000 homes with 90% TV ownership!

11 Satellite Markets—each within WFBM-TV's verified coverage: Marion • Anderson • Muncie • Lafayette • Peru • Logansport • Kokomo • Bloomington • Vincennes • Terre Haute • Danville, Illinois. (419,000 TV homes!)



* MEET TELEVISION MAGAZINE'S NEW 23rd MARKET



23
SACRAMENTO-STOCKTON
CALIFORNIA

* WRITE FOR!
NEW ARB
County by County
Coverage Study for
NO. CALIFORNIA

KCRA-TV
RESEARCH DEPT.
310 - 10TH STREET
SACRAMENTO,
CALIFORNIA

23: Sacramento Stockton

Total TV Homes 597,300

COUNTIES	VHF HOMES
California	
Amador	2,794
Butte	25,190
Calaveras	2,943
Colusa	3,472
Contra Costa	121,300
El Dorado	9,450
Glenn	4,918
• Lake	4,283
Lassen	3,254
Nevada	5,658
Placer	16,031
Plumas	3,148
Sacramento	167,584
• San Joaquin	73,504
Sierra	604
• Solano	38,474
• Stanislaus	44,175
Sutter	8,558
• Tuolumne	4,348
Yolo	18,942
Yuba	9,573
Nevada	
Washoe	29,079

Rates:

	MARKET 23	MARKETS 1-23
Daytime 60s	\$110	\$ 5,714
Prime 20s	\$350	\$15,580
Late-Nite 60s	\$ 60	\$ 7,235

24: Seattle Tacoma

Total TV Homes 595,600

COUNTIES	VHF HOMES
Oregon	
• Clatsop	8,503
Washington	
Clallam	8,155
Grays Harbor	15,141
Island	5,642
Jefferson	2,535
King	307,061
Kitsap	24,608
• Kittitas	5,358
• Lewis	11,498
Mason	4,993
Pacific	4,274
Pierce	94,071
San Juan	950
Skagit	14,410
Snohomish	50,220
Thurston	17,258
• Wahkiakum	945
Whatcom	19,963

Rates:

	MARKET 24	MARKETS 1-24
Daytime 60s	\$145	\$ 5,859
Prime 20s	\$375	\$15,955
Late-Night 60s	\$150	\$ 7,385

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.

25: Atlanta

Total TV Homes 593,200

COUNTIES	VHF HOMES
Alabama	
• Chambers	7,024
• Cherokee	3,592
• Clay	2,476
• Cleburne	1,981
• Randolph	4,077
Georgia	
Baldwin	4,624
• Banks	1,337
Barrow	3,433
Bartow	6,744
Bibb	37,619
Butts	1,789
Carroll	8,297
• Chattooga	4,730
Cherokee	5,562
Clarke	11,224
Clayton	12,842
Cobb	33,427
Coweta	7,060
Crawford	1,039
Dawson	774
De Kalb	78,352
Douglas	4,196
• Elbert	4,057
• Fannin	2,715
Fayette	1,644
• Floyd	17,795
Forsyth	2,755
• Franklin	3,055
Fulton	156,433
• Glimmer	1,721
• Gordon	4,669
• Greene	2,111
Gwinnett	11,418
Habersham	3,970
Hall	12,314
• Hancock	1,720
Haralson	3,637
• Harris	1,930
Heard	1,085
Henry	3,797
• Jackson	4,116
Jasper	1,288
Jones	1,679
Lamar	2,267
Lumpkin	1,337
• Madison	2,257
• Meriwether	3,784
Monroe	2,236
Morgan	2,101
• Murray	2,016
Newton	4,802
Oconee	1,294
• Oglethorpe	1,478
Paulding	3,069
• Peach	2,827
Pickens	1,879
Pike	1,499
Polk	6,575
Putnam	1,574
Rabun	1,598
Rockdale	2,351
Spaulding	9,369
• Stephens	4,407
• Talbot	1,317
• Taliaferro	664
• Taylor	1,640
• Towns	801
• Troup	11,542
• Union	1,412
• Upson	5,769
Walton	4,580
White	1,448
• Whitfield	10,426

•Wilkes	2,326
•Wilkinson	1,986
North Carolina	
•Clay	1,151
•Macon	3,286

Rates:	MARKET 25	MARKETS 1-25
Daytime 60s	\$110	\$ 5,969
Prime 20s	\$300	\$16,255
Late-Nite 60s	\$110	\$ 7,495

26: Buffalo

Total TV Homes 582,600

COUNTIES VHF HOMES

New York	
•Alleghany	11,247
•Cattaraugus	21,540
•Chautauqua	42,055
•Erie	315,898
•Genesee	14,953
•Livingston	11,069
•Niagara	70,674
•Orleans	9,770
•Steuben	26,211
•Wyoming	8,731

Pennsylvania	
•Elk	9,723
•Forest	1,174
•McKean	15,098
•Potter	4,314
•Tioga	8,877
•Warren	11,298

Rates:	MARKET 26	MARKETS 1-26
Daytime 60s	\$150	\$ 6,119
Prime 20s	\$500	\$16,755
Late-Nite 60s	\$150	\$ 7,645

27: Johnstown, Pa.* Altoona, Pa.

Total TV Homes 579,000

COUNTIES VHF HOMES

Maryland	
•Allegany	22,154
•Garrett	4,388

Pennsylvania	
•Armstrong	20,566
•Bedford	10,173
•Blair	38,848
•Butler	29,567
•Cambria	54,986
•Cameron	2,198
•Centre	18,150
•Clarion	9,752
•Clearfield	20,813
•Clinton	9,908
•Elk	9,723
•Fayette	42,918
•Forest	1,174
•Fulton	2,222
•Huntingdon	9,719
•Indiana	18,575
•Jefferson	12,756
•McKean	15,098
•Mifflin	12,181
•Potter	4,314
•Somerset	20,432

•Venango	16,901
•Washington	62,376
•Westmoreland	101,094

West Virginia	
•Hampshire	2,727
•Mineral	5,246

Rates:	MARKET 27	MARKETS 1-27
Daytime 60s	\$130	\$ 6,249
Prime 20s	\$275	\$17,030
Late-Nite 60s	\$175	\$ 7,820

28: Lancaster* Harrisburg York Lebanon

Total TV Homes 570,900

COUNTIES VHF HOMES

Maryland	
•Carroll	13,591
•Washington	23,944

Pennsylvania	
•Adams	12,712
•Berks	83,295
•Clinton	9,908
•Cumberland	36,327
•Dauphin	65,024
•Franklin	21,543
•Juniata	3,732
•Lancaster	74,340
•Lebanon	24,267
•Lycoming	30,081
•Mifflin	12,181
•Northumberland	28,487
•Perry	6,640
•Schuylkill	46,647
•Snyder	5,678
•Sullivan	1,473
•York	71,007

Rates:	MARKET 28	MARKETS 1-28
Daytime 60s	\$135	\$ 6,384
Prime 20s	\$240	\$17,270
Late-Night 60s	\$135	\$ 7,955



You do a world of good by sending \$1 Food Crusade packages to hungry people through CARE, New York 16.

waga-tv's
setting
Atlanta on FIRE

**FIRST
IN PRIME TIME!**

NOV./62 ARB, 7:30 PM - 11 PM, MON.-SUN., METRO AND TOTAL HOMES, AND DEC./62 NIELSEN, 7:30 AM-11PM, SUN.-SAT., TOTAL HOMES.

FIRST IN DAYTIME!

NOV./62 AND DEC. NIELSEN, 6 AM - 5 PM, MON.-FRI. METRO, AND TOTAL HOMES.

**FIRST
with adults!**

DELIVERS 5.8% MORE ADULTS THAN 2nd STA., NOV./62 ARB, 9 AM-MIDNIGHT, MON.-SUN.

**FIRST WITH 8 OUT OF 10
TOP SHOWS!**

NOV./62 ARB, RANK BY TOTAL HOMES DELIVERED.

First in Total Homes!

DEC./62 NIELSEN ALL QUARTER HOURS-ALL DAYS COMPUTED BY NIELSEN. And . . . METRO SHARES*

WAGA-TV	Station "B"	Station "C"
40	40	19
*Dec./62 Nielsen		

5 **Atlanta** **waga-tv**

STORER
BROADCASTING COMPANY

CBS
TELEVISION

REVIEW THESE KALAMAZOO- GRAND RAPIDS FACTS!

1 POPULATION: Both Kalamazoo and Grand Rapids are among the 55 fastest-growing U. S. markets. (Source: Television Magazine.) And right now (per NCS '61) there are 597,660 TV homes in WKZO-TV's 30-county coverage area.

2 INCOME-RETAIL SALES: Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management.) And right now (per SRDS) consumer spendable income in WKZO-TV's 30-county coverage area totals \$4,106,883,000; annual retail sales are \$2,552,046,000.

3 TELEVISION COVERAGE: WKZO-TV reaches more homes daily, weekly, monthly than any other station in Michigan outside Detroit. (Source: NCS '61.) This coverage area represents one of America's top 28 television markets.

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

WKZO-TV is your ONE best TV choice in Kalamazoo-Grand Rapids and Greater Western Michigan. And if you want all the rest of outstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
Exclusive National Representatives

TOP 100 TELEVISION MARKETS *continued*

29: Grand Rapids Kalamazoo

Total TV Homes 557,500

COUNTIES	VHF HOMES
Indiana	
Lagrange	3,682
Noble	7,404
Steuben	4,722
Michigan	
Allegan	14,935
• Barry	8,544
• Berrien	42,352
• Branch	8,868
• Calhoun	39,183
• Cass	9,649
• Clinton	9,773
• Eaton	13,694
• Gratiot	9,249
• Hillsdale	9,281
• Ingham	58,953
• Ionia	10,526
• Jackson	36,084
Kalamazoo	48,105
Kent	104,176
Mecosta	4,941
• Montcalm	9,769
Muskegon	40,303
Newaygo	6,016
Oceana	4,083
Ottawa	27,267
St. Joseph	12,258
Van Buren	13,662

Rates:	MARKET 29	MARKETS 1-29
Daytime 60s	\$125	\$ 6,509
Prime 20s	\$400	\$17,670
Late-Night 60s	\$ 75	\$ 8,030

30: Houston

Total TV Homes 516,600

COUNTIES	VHF HOMES
Texas	
Austin	3,409
Brazoria	20,014
Brazos	10,524
Burleson	2,830
• Calhoun	3,642
Chambers	2,810
Colorado	4,530
Fort Bend	9,768
Galveston	39,795
Grimes	3,178
Harris	364,248
Jackson	3,193
Liberty	8,103
Madison	1,511
Matagorda	5,863
Montgomery	6,650
Polk	2,957
San Jacinto	1,408
Trinity	1,770
Walker	4,194
Waller	2,570
Washington	4,547
Wharton	9,133

Rates:	MARKET 30	MARKETS 1-30
Daytime 60s	\$120	\$ 6,629
Prime 20s	\$300	\$17,970
Late-Night 60s	\$150	\$ 8,180

31: Dayton, Ohio

Total TV Homes 504,800

COUNTIES	VHF HOMES
Indiana	
• Fayette	6,689
• Jay	5,495
• Randolph	8,238
• Union	1,579
• Wayne	20,304
Ohio	
• Adams	4,420
• Allen	28,687
Auglaize	9,324
• Butler	57,115
• Champaign	8,008
• Clark	38,346
• Clermont	23,338
• Clinton	8,178
• Darke	11,858
• Fayette	6,881
• Greene	25,943
• Highland	8,080
• Logan	9,983
Mercer	7,385
Miami	21,001
• Montgomery	159,064
• Preble	8,532
Shelby	8,563
• Warren	17,741

Rates:	MARKET 31	MARKETS 1-31
Daytime 60s	\$100	\$ 6,729
Price 20s	\$285	\$18,255
Late-Nite 60s	\$100	\$ 8,280

32: Memphis

Total TV Homes 497,900

COUNTIES	VHF HOMES
Arkansas	
• Clay	4,987
Craighead	11,117
Crittenden	9,088
Cross	3,935
• Fulton	1,362
Greene	5,864
• Independence	4,923
• Jackson	4,963
Lawrence	3,408
Lee	3,726
Mississippi	14,684
• Monroe	3,173
Phillips	8,736
Poinsett	6,100
Randolph	2,778
St. Francis	6,160
• Sharp	1,430
• Woodruff	3,240
Mississippi	
Alcorn	5,931
Benton	1,454
• Bolivar	9,463
Calhoun	3,415
Chicksaw	3,437
Coahoma	9,899
De Soto	4,677
Grenada	4,111

* County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

**INTER-OFFICE
COMMUNICATION**

TELEVISION

FROM: Don West

DATE: January 23, 1963

TO: Sol Taishoff
cc: Ken Cowan

SUBJECT: "Letters" page

*K.C.:
This is readership
Best
SP*

I respectfully call your attention to this proof of the "Letters" page of the February issue of the monthly. Note that it contains unsolicited correspondence from:

A producer at J. Walter Thompson, New York.

A PR man who formerly was with Transfilm.

The general manager of a Baltimore radio station.

The vice president in charge of media at Edward H. Weiss & Co., Chicago.

An assistant treasurer of the Chase Manhattan Bank, New York.

An official of the Rank Organisation (the international film operation).

The president of the McLendon Broadcasting chain.

The president of a television station in Salt Lake City.

The general manager of a television station in San Antonio.

The school of speech at Marquette University.

A vice president of Van Sant Dugdale, Baltimore.

An official of Talent Associates-Paramount, New York.

An official of Million Market Newspapers, Detroit.

The national sales manager of a Miami television station.

The director of New York's Municipal Broadcasting operation.

An official of the First National Bank of South Carolina.

The broadcast supervisor of McCann-Erickson, Los Angeles.

To me the range of interest represented on this page indicates a growing appeal that we ought somehow to capitalize on in our advertising promotion.

Regards,



Attach: proof of Feb. TELEVISION "Letters" page.

More facts on readership? Call K. C. in New York Plaza 3-9944

Itawamba	3,374
Lafayette	4,193
Lee	10,210
•Leflore	9,705
•Marshall	4,427
•Montgomery	2,677
Panola	5,779
Pontotoc	4,123
Prentiss	4,139
Quitman	3,889
Tallahatchie	4,704
Tate	3,820
Tippah	3,271
Tishomingo	2,976
Tunica	3,420
Union	4,477
•Webster	2,225
Yalobusha	2,391
Missouri	
•Dunklin	9,116
Howell	4,411
•New Madrid	6,128
Oregon	1,810
Pemiscot	7,728
•Ripley	1,962
Tennessee	
Chester	1,926
Crockett	3,224
Dyer	7,393
Fayette	4,197
Gibson	11,318
Hardeman	3,325
•Hardin	3,386
Haywood	4,063
•Henderson	3,523
•Lake	1,935
Lauderdale	4,673
McNairy	3,563
Madison	14,946
•Obion	6,593
Shelby	160,331
Tipton	5,175
•Weakley	5,347

Rates:	MARKET 32	MARKETS 1-32
Daytime 60s	\$ 80	\$ 6,809
Prime 20s	\$225	\$18,480
Late-Night 60s	\$125	\$ 4,405

WMCT

Your Area Station For
Memphis and the Mid-South

100,000 watts **NBC**
Channel **5** Blair-TV

33: Columbus, Ohio

Total TV Homes 485,700

COUNTIES	VHF HOMES
Ohio	
•Athens	10,761
•Champaign	8,008
•Clark	38,346
•Coshocton	8,736
•Crawford	13,364
Delaware	9,505
Fairfield	17,758
•Fayette	6,881
Franklin	205,390
•Hardin	7,586
•Highland	8,080
Hocking	5,268
Knox	10,649
Licking	25,750
•Logan	9,983
Madison	6,660
Marion	16,737
•Morgan	3,284
Morrow	4,677
Muskingum	21,361
Perry	7,052
Pickaway	8,646
•Pike	4,580
Ross	15,159
Union	5,923
•Wyandot	5,570

Rates:	MARKET 33	MARKETS 1-33
Daytime 60s	\$100	\$ 6,909
Prime 20s	\$275	\$18,755
Late Nite 60s	\$100	\$ 8,505

34: Tampa St. Petersburg

Total TV Homes 477,000

COUNTIES	VHF HOMES
Florida	
Charlotte	5,996
•Citrus	2,832
De Soto	2,662
Hardee	3,187
•Hernando	3,497
Highlands	6,610
Hillsborough	125,981
•Lee	19,990
Manatee	27,945
•Osceola	6,743
•Pasco	12,089
Pinellas	166,574
•Polk	54,803
Sarasota	35,129
•Sumter	2,916

Rates:	MARKET 34	MARKETS 1-34
Daytime 60s	\$105	\$ 7,014
Prime 20s	\$230	\$18,985
Late-Night 60s	\$105	\$ 8,610

35: Portland, Ore.

Total TV Homes 476,500

COUNTIES	VHF HOMES
Oregon	
Benton	9,536
Clackamas	34,215

•Clatsop	8,503
Columbia	6,108
Coos	13,645
Crook	2,597
Deschutes	6,530
Gilliam	748
Hood River	3,617
Jefferson	1,714
Lane	46,541
Lincoln	7,307
Linn	15,989
Marion	34,382
Multnomah	168,870
Polk	7,243
Sherman	671
Tillamook	4,463
Wasco	5,850
Washington	27,189
Wheeler	732
Yamhill	8,824

Washington	
Clark	27,376
Cowlitz	16,653
Klickitat	3,353
•Lewis	11,498
Skamania	1,390
•Wahkiakum	945

Rates:	MARKET 35	MARKETS 1-35
Daytime 60s	\$100	\$ 7,114
Prime 20s	\$250	\$19,235
Late Night 60s	\$100	\$ 8,710

36: Syracuse Elmira

Total TV Homes 468,300

COUNTIES	VHF HOMES
New York	
•Cayuga	20,365
•Chemung	26,582
•Chenango	10,772
•Cortland	11,419
•Hamilton	1,075
Jefferson	23,998
Lewis	5,338
Madison	14,953
Oneida	75,403
Onondaga	124,407
•Ontario	18,572
•Oswego	23,616
•Otsego	13,999
•Schuyler	3,781
•Seneca	8,277
•Steuben	26,211
•Tioga	10,007
•Tompkins	16,844
•Wayne	18,798
•Yates	5,012

Pennsylvania	
•Tioga	8,877

Rates:	MARKET 36	MARKETS 1-36
Daytime 60s	\$140	\$ 7,254
Prime 20s	\$350	\$19,585
Late-Night 60s	\$140	\$ 8,850

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.



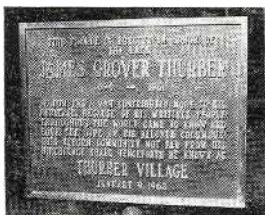
Meet Mrs. Test Market, U.S.A.

Mrs. Don McMillen of Columbus, Ohio is always willing to try something new. This week she re-stocked the family larder with groceries purchased at the newly opened Thurber Village Shopping Center.

Mrs. McMillen is one of nearly half a million Columbus women whose willingness to buy and try has earned for this city the title of "Test City, U.S.A." It

is the Mrs. McMillens who every day determine the life expectancy of new products born throughout America.

Much of their information about new products and services comes from the time they spend with WBNS-TV, which averages 5 hours a day. No wonder agencies and advertisers say, "WBNS-TV is America's No. 1 TV test market station."



Newest of Columbus' two dozen shopping centers was named after the late and beloved humorist James Thurber, whose writings helped put this city on the map.

WBNS  TV
COLUMBUS, OHIO

Affiliated with The Columbus Dispatch and WBNS AM-FM; represented nationally by Blair-TV.

37: Steubenville, Ohio* Wheeling, W. Va.

Total TV Homes 450,500

COUNTIES	VHF HOMES
Ohio	
•Belmont	24,180
•Carroll	4,986
•Columbiana	28,870
•Coshocton	8,736
•Guernsey	9,384
•Harrison	4,690
•Jefferson	26,832
•Monroe	3,825
•Noble	2,968
•Tuscarawas	20,214
Pennsylvania	
•Beaver	58,811
•Butler	29,567
•Greene	10,084
•Lawrence	30,191
•Washington	62,376
West Virginia	
•Barbour	3,127
•Brooke	7,429
•Hancock	10,448
•Harrison	21,293
•Lewis	4,543
•Marion	17,621
•Marshall	9,613
•Ohio	20,851
•Pleasants	1,817
•Preston	6,185
•Randolph	5,236
•Taylor	3,768
•Tucker	1,895
•Tyler	2,370
•Upshur	3,623
•Wetzel	4,958

Rates:	MARKET 37	MARKETS 1-37
Daytime 60s	\$ 80	\$ 7,334
Prime 20s	\$200	\$19,785
Late-Night 60s	\$ 80	\$ 8,930

- * County included in market coverage of two or more television markets.
- Major facility change in market subsequent to latest county survey measurement date
- ° Market combination differs from that in television markets listing, Telestatus, this issue.

38: Asheville, N. C. Greenville, N. C. Spartanburg, S. C.

Total TV Homes 446,900

COUNTIES	VHF HOMES
Georgia	
•Banks	1,337
•Elbert	4,057
•Franklin	3,055
•Hart	3,351
•Jackson	4,116
•Madison	2,257
•Oglethorpe	1,478
•Stephens	4,407
•Wilkes	2,326
Kentucky	
•Harlan	9,222
•Leslie	1,328
North Carolina	
•Buncombe	33,067
•Burke	12,248
•Caldwell	12,020
•Cleveland	15,538
•Gaston	32,866
•Haywood	9,830
•Henderson	9,052
•Jackson	3,493
•Lincoln	6,869
•McDowell	6,123
•Madison	3,525
•Mitchell	2,803
•Polk	2,603
•Rutherford	10,552
•Swain	1,531
•Transylvania	3,843
•Yancey	2,820
South Carolina	
•Abbeville	4,606
•Anderson	23,856
•Cherokee	7,782
•Chester	6,780
•Greenville	55,820
•Greenwood	11,566
•Laurens	10,313
•Newberry	6,699
•Oconee	9,116

Pickens	11,590
•Spartanburg	37,042
•Union	6,642
•York	17,535
Tennessee	
•Greene	8,461
•Jefferson	4,914
•Unicoi	3,408
•Washington	15,055

Rates:	MARKET 38	MARKETS 1-38
Daytime 60s	\$ 75	\$ 7,409
Prime 20s	\$175	\$19,960
Late-Night 60s	\$ 40	\$ 8,970

39: Nashville

Total TV Homes 445,200

COUNTIES	VHF HOMES
Alabama	
•Colbert	10,249
•Lauderdale	13,821
•Madison	27,657
Kentucky	
•Adair	2,591
•Allen	2,853
•Barren	6,073
•Butler	2,147
•Caldwell	3,280
•Calloway	4,912
•Casey	2,463
•Christian	12,501
•Clinton	1,584
•Cumberland	1,456
•Edmonson	1,424
•Green	2,259
•Hart	2,870
•Hopkins	9,007
•Logan	5,015
•Lyon	1,077
•McClellan	1,977
•Metcalfe	1,518
•Monroe	2,356
•Muhlenberg	6,327
•Ohio	3,930
•Pulaski	6,537

BIG Wheeling



*UPDATING? By August, WTRF-TV's present tower more than *doubles* height (357 to 740 feet above ground) by upsoaring to 962 feet above average terrain!

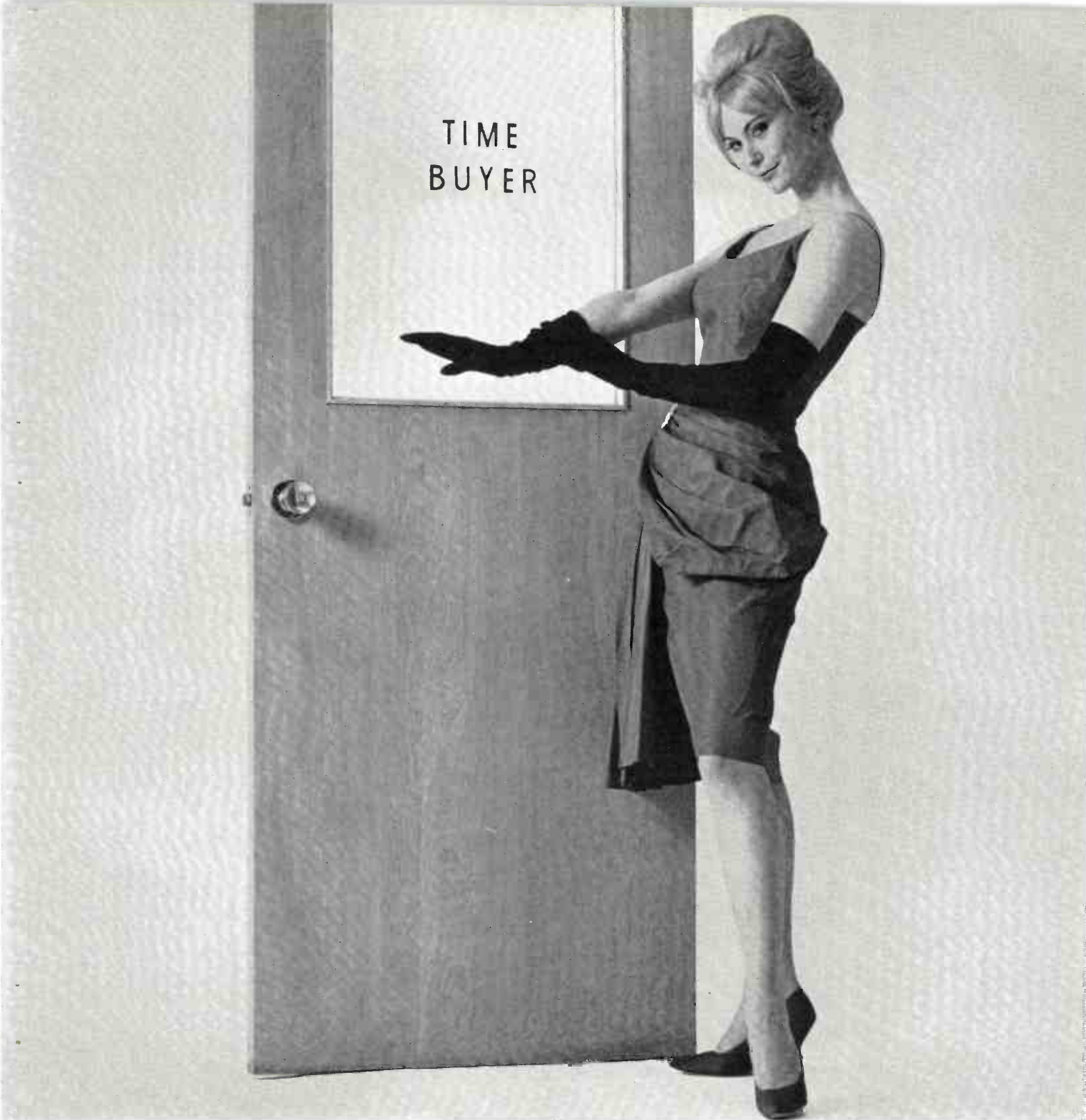
INSTANT PEOPLE? Engineers estimate at least 225,000 TV homes will join our now impressive Wheeling/Steubenville Market audience.

Now *BIG*, later *BIGGER* . . . contact *BIG WHEELING's* Bob Ferguson or Cy Ackermann, Area Code 304 (232-7777).

225,000 ADDITIONAL
TV HOMES*



WTRF-TV, Wheeling 7, West Virginia Represented Nationally by George P. Hollingbery



STRIP

When you drop the confusion surrounding market selection, the bare fact of total TV homes stands out. Nashville is America's 30th* television market . . . outstripping such bigger names as New Orleans, Denver, Birmingham, many more. Revealing, isn't it?

*ARB, March, 1962.

WLAC-TV
CBS-TV Channel 5

WSM-TV
NBC-TV Channel 4

WSIX-TV
ABC-TV Channel 8

NASHVILLE, TENNESSEE

www.americanradiohistory.com

• Russell	2,009
Simpson	2,828
Todd	2,621
Trigg	1,969
Warren	11,259
Wayne	2,513
Tennessee	
Bedford	5,818
Benton	2,340
Cannon	1,669
Carroll	5,276
Cheatham	2,082
Clay	1,260
Coffee	7,016
Davidson	105,968
Decatur	1,762
De Kalb	2,570
Dickson	4,535
• Fentress	1,765
• Franklin	5,336
Giles	4,805
• Grundy	2,083
• Hardin	3,386
• Henderson	3,523
Henry	5,763
Hickman	2,512
Houston	988
Humphreys	2,496
Jackson	1,788
Lawrence	5,982
Lewis	1,373
Lincoln	5,404
Macon	2,630
Marshall	3,986
Mauzy	10,137
Montgomery	12,943
Moore	701
Overton	2,867
Perry	1,166
Pickett	825
Putnam	6,028
Robertson	6,412
Rutherford	12,859
Smith	2,803
Stewart	1,567
Sumner	8,868
Trousdale	1,082
• Van Buren	699
Warren	5,198
• Wayne	2,088
White	3,481
Williamson	5,695
Wilson	6,615

Rates:

	MARKET 39	MARKETS 1-39
Daytime 60s	\$100	\$ 7,509
Prime 20s	\$225	\$20,185
Late-Night 60s	\$120	\$ 9,090

40: Birmingham

Total TV Homes 441,700

COUNTIES		VHF HOMES
Alabama		
Bibb	2,554	
Blount	4,982	
Calhoun	21,770	
• Cherokee	3,592	
Chilton	5,255	
• Clay	2,476	
• Cleburne	1,981	
• Colbert	10,249	
Coosa	1,877	
Cullman	9,216	
Dallas	11,126	
Etowah	21,623	

Fayette	3,163
Franklin	4,200
Greene	2,506
Hale	2,712
Jefferson	158,878
Lamar	2,742
• Lauderdale	13,821
Lawrence	4,194
Limestone	6,686
• Madison	27,657
Marion	4,564
Marshall	11,112
Morgan	13,277
Perry	2,640
Pickens	3,989
Saint Clair	5,164
Shelby	6,481
Talladega	14,055
Tallapoosa	7,494
Tuscaloosa	21,426
Walker	11,823
• Wilcox	2,816
Winston	3,041

Mississippi

Lowndes	10,604
---------	--------

Rates:

	MARKET 40	MARKETS 1-40
Daytime 60s	\$100	\$ 7,609
Prime 20s	\$300	\$20,485
Late-Night 60s	\$ 50	\$ 9,140

41: New Orleans

Total TV Homes 436,900

COUNTIES		VHF HOMES
Louisiana		
• Ascension	6,330	
• Assumption	3,518	
• E. Feliciana	2,675	
• Iberville	6,334	
Jefferson	56,311	
• Lafourche	12,576	
• Livingston	5,887	
Orleans	179,833	
Plaquemines	5,195	
St. Bernard	9,427	
• St. Charles	5,100	
• St. Helena	1,613	
• St. James	3,392	
• St. John Baptist	3,710	
• St. Mary	10,923	
St. Tammany	9,659	
• Tangipahoa	13,325	
• Terrebonne	13,768	
• Washington	10,212	

Mississippi

Hancock	3,363
• Harrison	29,683
• Jackson	15,040
• Lamar	3,182
• Marion	5,392
Pearl River	5,361
• Pike	8,092
• Stone	1,432
• Walthall	2,779
• Wilkinson	2,740

Rates:

	MARKET 41	MARKETS 1-41
Daytime 60s	\$100	\$ 7,709
Prime 20s	\$325	\$20,810
Late-Night 60s	\$100	\$ 9,240

42: Charleston Huntington

Total TV Homes 428,000

COUNTIES		VHF HOMES
Kentucky		
• Bath	1,699	
Boyd	12,833	
Breathitt	1,867	
Carter	3,947	
Elliott	1,105	
Floyd	7,612	
Greenup	6,020	
Johnson	3,865	
• Knott	2,361	
Lawrence	2,085	
• Lee	1,129	
• Letcher	4,595	
• Lewis	2,454	
Magoffin	1,683	
Martin	1,575	
Menifee	718	
Morgan	1,956	
• Perry	5,203	
• Pike	11,692	
Rowan	2,449	
Wolfe	840	
Ohio		
• Athens	10,761	
Gallia	6,146	
Jackson	7,146	
Lawrence	14,848	
Meigs	5,551	
• Morgan	3,284	
• Pike	4,580	
Scioto	20,838	
Vinton	2,257	
Washington	13,425	

Virginia

• Buchanan	6,376
• Dickenson	3,804

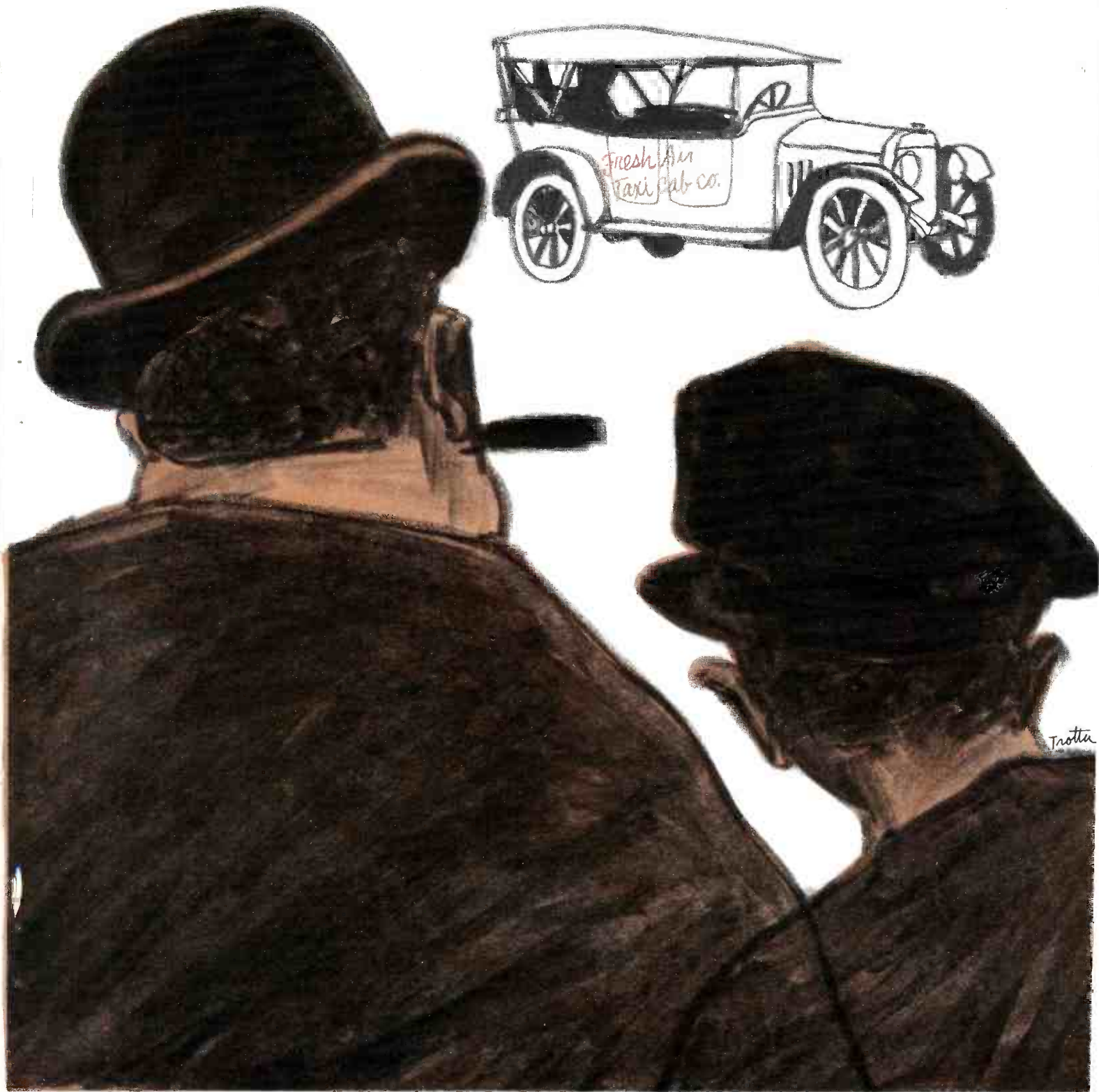
West Virginia

Boone	6,198
Braxton	3,143
Cabell	30,432
Calhoun	1,584
Clay	2,225
Fayette	13,511
Gilmer	1,586
Jackson	4,636
Kanawha	67,188
Lincoln	4,044
Logan	13,026
McDowell	14,189
Mason	5,769
Mingo	8,007
Nicholas	5,271
Putnam	5,448
Raleigh	17,842
Ritchie	2,626
Roane	3,259
Wayne	9,014
Webster	2,546
Wirt	974
Wood	21,934
Wyoming	6,822

Rates:

	MARKET 42	MARKETS 1-42
Daytime 60s	\$100	\$ 7,809
Prime 20s	\$250	\$21,060
Late-Night 60s	\$ 75	\$ 9,315

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.



Mileage Record No more durable vehicle was ever made than the one piece of rolling stock owned by the Fresh Air Taxi Cab Company of America (Amos Jones and Andrew J. Brown, proprietors). It crossed the continent every week night for more than a quarter of a century, propelled by the imaginations of Freeman Gosden and Charles Correll and the absolute credulity of the most loyal audience in radio history. One long episode in a history of publishing service unmatched in the businesspaper field.

One of a series "Great Moments in Broadcasting" created by **BROADCASTING PUBLICATIONS, INC.**, publishers of Broadcasting Magazine, Television Magazine and Broadcasting Yearbook.



43: Albany Schenectady Troy

Total TV Homes 426,700

COUNTIES	VHF HOMES
Massachusetts	
Berkshire	42,040
New York	
Albany	83,250
Columbia	14,027
• Delaware	10,510
Fulton	15,425
Greene	9,066
• Hamilton	1,075
Herkimer	19,526
Montgomery	16,808
• Otsego	13,999
Rensselaer	41,087
Saratoga	25,521
Schenectady	47,959
Schoharie	5,787
• Ulster	33,716
Warren	12,224
Washington	12,548
Vermont	
Addison	4,370
Bennington	6,176
Rutland	11,623

Rates:

	MARKET 43	MARKETS 1-43
Daytime 60s	\$125	\$ 7,934
Prime 20s	\$285	\$21,345
Late-Night 60s	\$125	\$ 9,440

44: Louisville, Ky.

Total TV Homes 421,200

COUNTIES	VHF HOMES
Indiana	
• Brown	1,594
Clark	17,223
• Crawford	2,025
• Daviess	6,549
• Dubois	6,601
Floyd	14,618
Harrison	4,407
• Jackson	8,309
• Jefferson	5,977
• Jennings	3,812
• Lawrence	9,838
• Martin	2,227
• Orange	4,137
• Perry	4,013
• Pike	3,415
Scott	3,561
• Spencer	3,581
• Switzerland	1,946
Washington	4,434
Kentucky	
• Adair	2,591
Anderson	2,175
Boyle	5,024
• Breckinridge	3,042
Bullitt	3,649
• Carroll	1,930
• Casey	2,463
Fayette	32,938
• Franklin	7,861
Garrard	1,938
• Grayson	3,135
• Green	2,259
• Hancock	1,101

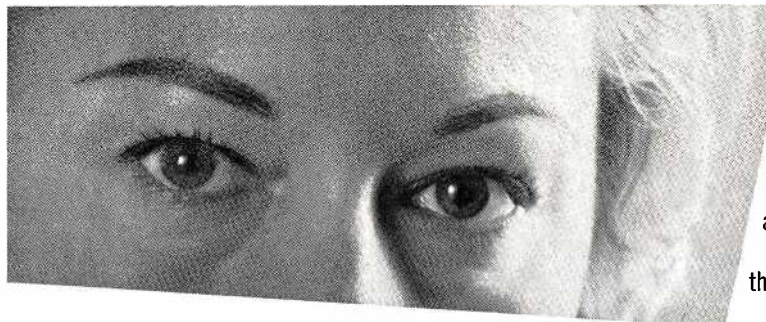
Hardin	10,854
• Hart	2,870
• Henry	2,531
Jefferson	166,142
Jessamine	2,602
Larue	2,224
Lincoln	2,809
Marion	3,129
Meade	4,108
Mercer	3,665
Nelson	4,318
• Ohio	3,930
Oldham	2,713
• Owen	1,850
• Pulaski	6,537
• Rockcastle	2,148
• Russell	2,009
• Scott	3,126
Shelby	4,629
Spencer	1,236
Taylor	3,528
• Trimble	1,102
Washington	2,272
Woodford	2,463

Rates:

	MARKET 44	MARKETS 1-44
Daytime 60s	\$125	\$ 8,059
Prime 20s	\$260	\$21,605
Late-Night 60s	\$125	\$ 9,565

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

Perception is a most important quality for a television



station that reaches a greatly diversified audience. With its coverage of metropolitan, suburban, and rural areas, WRGB strives to be perceptive of the varied tastes of thousands of profes-

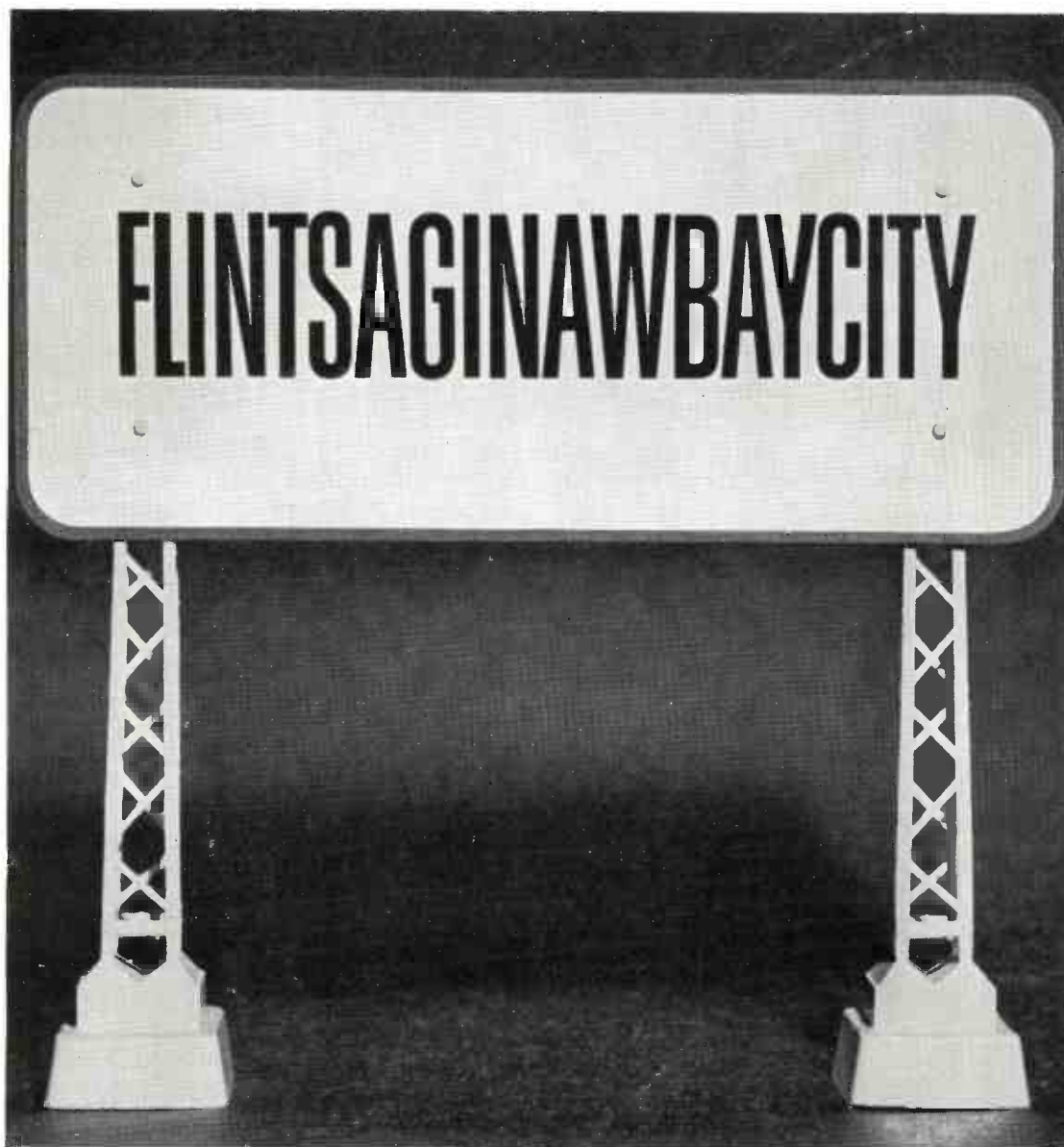
sional, commercial, industrial, and agricultural workers and their families. Perceptive programming to this broad cross section gives WRGB excellent test market capabilities. Perception, sensitivity, and judgment are qualities that make WRGB the top-rated station in the important Northeastern New York and Western New England market.

WRGB

A GENERAL ELECTRIC STATION

Albany ■ Schenectady ■ Troy





All together, it's Michigan's 3-in-1 shopping center and America's 37th Metropolitan TV market!

And why *not* put it together, as it is on our sign? After all, that's exactly what happens every time WJRT turns its transmitter on: the highways shrink, the hyphens fall out and you get metropolitan Flint, Saginaw and Bay City in a single TV buy. A buy that, by virtue of its 183,100 metropolitan TV homes, represents the 37th market!¹

If you're an advertiser, you'd do well to look into

WJRT, which created "FLINTSAGINAWBAYCITY" in the first place. Which gets the lion's share of the TV audience, morning, noon and night.² And registers a 70% or better net weekly circulation in most of the surrounding 23 counties.³

Better call Harrington, Righter and Parsons today. Just ask for "FLINTSAGINAWBAYCITY"!

WJRT

Flint-Saginaw-Bay City/ABC Primary/
Division: The Goodwill Stations, Inc.

1. SRDS (November, 1962) 2. ARB's Television Market Summary (June, 1962) 3. ARB Coverage Study (Fall, 1960)

NOW!
WNEM-TV
MICHIGAN'S
TOWER of
SALES POWER
SELLS
THE NATION'S
40th
RETAIL MARKET:
FLINT · SAGINAW · BAY CITY



today WNEM-TV ...

is the direct channel to a total effective buying income of \$2,875,469,000.

DRUG SALES

34th Nationally—(\$73,008,000)

AUTOMOTIVE SALES

35th Nationally—(\$354,205,000)

FOOD SALES

37th Nationally—(\$469,063,000)

With 9 years of proven sales success, WNEM-TV guarantees complete coverage in the nation's 40th Retail Market: FLINT-SAGINAW-BAY CITY ... plus ... ALL OF EASTERN MICHIGAN! For details on Eastern Michigan's only color everyday station call Edward Petry and Company, Inc. ☎☎☎

FLINT offices and studio
 Pick Durant Hotel • Flint, Michigan • CEDAR 5-3555
Saginaw - Bay City offices and studio
 5700 Becker Road • Saginaw, Michigan • PLEASANT 5-8191

Copyright: Sales Management, Feb. 1, 1963, Survey of Television Markets; further reproduction is forbidden.



WNEM-TV NB

SERVING FLINT · SAGINAW · BAY CITY AND ALL EASTERN MICHIGAN

45: Flint
Saginaw
Bay City

Total TV Homes 396,100

COUNTIES	VHF HOMES
Michigan	
Alpena	7,023
Arenac	2,579
Bay	29,176
•Clare	3,268
•Clinton	9,773
•Eaton	13,694
•Genesee	105,979
Gladwin	2,837
•Gratiot	9,249
Huron	8,100
•Ingham	58,953
•Ionia	10,526
Iosco	4,805
•Isabella	7,614
•Lapeer	9,777
•Midland	13,569
•Montcalm	9,769
Ogemaw	2,628
Roscommon	2,118
Saginaw	51,481
•Sanilac	8,614
•Shiawassee	13,986
•Tuscola	10,626

Rates:	MARKET 45	MARKETS 1-45
Daytime 60s	\$ 94	\$ 8,153
Prime 20s	\$200	\$21,805
Late-Night 60s	\$ 94	\$ 9,654

46: Greensboro
Winston-Salem

Total TV Homes 394,600

COUNTIES	VHF HOMES
North Carolina	
•Alamance	22,869
•Alleghany	1,828
•Caswell	3,538
•Chatham	6,056
•Davidson	20,063
•Davie	3,953
•Durham	28,306
•Forsyth	52,465
•Granville	6,306
Guilford	68,700
•Lee	6,182
•Montgomery	4,085
•Moore	8,416
•Orange	8,918
•Person	5,644
Randolph	15,651
•Rockingham	17,909
•Rowan	21,526
Stokes	4,858
•Surry	10,986
•Vance	7,220
•Yadkin	4,917

Virginia	VHF HOMES
•Carroll	6,282
•Franklin	5,393

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

●Grayson	3,599
●Halifax	7,955
●Henry	14,423
●Patrick	3,236
●Pittsylvania	23,319

Rates:	MARKET 46	MARKETS 1-46
Daytime 60s	\$100	\$ 8,253
Prime 20s	\$200	\$22,005
Late-Night 60s	\$ 80	\$ 9,739

47: Toledo, Ohio

Total TV Homes 392,800

COUNTIES VHF HOMES

Michigan	
●Hillsdale	9,281
●Lenawee	20,272
●Monroe	26,460
Ohio	
●Allen	28,687
●Crawford	13,364
●Defiance	7,589
●Erie	19,086
●Fulton	7,246
●Hancock	15,329
●Hardin	7,586
●Henry	6,904
●Huron	13,093
●Lucas	137,034
●Ottawa	10,230
●Putnam	6,778
●Sandusky	15,273
●Seneca	15,956
●Williams	8,413
●Wood	18,628
●Wyandot	5,570

Rates:	MARKET 47	MARKETS 1-47
Daytime 60s	\$120	\$ 8,373
Prime 20s	\$300	\$22,305
Late-Night 60s	\$120	\$ 9,859

48: Denver

Total TV Homes 375,200

COUNTIES VHF HOMES

Colorado	
Adams	37,386
Arapahoe	34,847
Boulder	22,451
Chaffee	2,166
Clear Creek	812
Denver	157,434
Douglas	1,339
Eagle	793
Elbert	936
Gilpin	228
Grand	763
Jefferson	38,531
Lake	1,416
Larimer	15,441
Logan	5,233
Morgan	5,956
Park	470
Summit	560
Teller	688
Washington	1,559
Weld	18,983
Nebraska	
Cheyenne	3,936
Wyoming	
Albany	5,390
Laramie	17,867

Rates:	MARKET 48	MARKETS 1-48
Daytime 60s	\$ 85	\$ 8,458
Prime 20s	\$275	\$22,580
Late-Night 60s	\$ 85	\$ 9,944

49: Lansing, Mich. Onondaga, Mich.

Total TV Homes 369,000

COUNTIES VHF HOMES

Michigan	
●Barry	8,544
●Branch	8,868
●Calhoun	39,183
●Clare	3,268
●Clinton	9,773
●Eaton	13,694
●Genesee	105,979
●Gratiot	9,249
●Hillsdale	9,281
●Ingham	58,953
●Ionia	10,526
●Isabella	7,614
●Jackson	36,084
●Livingston	10,683
●Midland	13,569
●Montcalm	9,769
●Shiawassee	13,986

Rates:	MARKET 49	MARKETS 1-49
Daytime 60s	\$ 90	\$ 8,548
Prime 20s	\$200	\$22,780
Late-Night 60s	\$ 90	\$10,034

50: Durham, N. C. Raleigh, N. C.

Total TV Homes 353,700

COUNTIES VHF HOMES

North Carolina	
●Alamance	22,869
●Bladen	5,272
●Chatham	6,056
●Cumberland	32,707
●Duplin	8,160
●Durham	28,306
●Edgecombe	12,338
●Franklin	5,700
●Granville	6,306
●Greene	2,881
●Halifax	11,571
●Harnett	10,633
●Hoke	2,841
●Johnston	13,517
●Lee	6,182
●Lenoir	12,212
●Martin	5,671
●Montgomery	4,085
●Moore	8,416
●Nash	12,293
●Orange	8,918
●Pender	3,752
●Person	5,644
●Robeson	16,161
●Sampson	9,479
●Vance	7,220
●Wake	43,133

●Warren	3,714
●Wayne	18,589
●Wilson	12,806

Virginia	
●Mecklenburg	6,307

Rates:	MARKET 50	MARKETS 1-50
Daytime 60s	\$100	\$ 8,648
Prime 20s	\$180	\$22,960
Late-Night 60s	\$ 60	\$10,094

51: Wichita Hutchinson

Total TV Homes 351,900

COUNTIES VHF HOMES

Colorado	
Baca	1,357
Prowers	2,643
Yuma	2,172
Kansas	
●Barber	2,380
●Barton	8,967
●Butler	10,083
●Chase	995
●Cheyenne	1,249
●Clark	925
●Clay	3,078
●Cloud	3,552
●Comanche	904
●Cowley	9,870
●Decatur	1,523
●Dickinson	6,289
●Edwards	1,322
●Elk	1,440
●Ellis	5,064
●Ellsworth	2,189
●Finney	4,012
●Ford	5,681
●Geary	6,603
●Gove	817
●Graham	1,380
●Grant	1,144
●Gray	1,150
●Greeley	392
●Greenwood	3,377
●Hamilton	674
●Harper	2,912
●Harvey	6,443
●Haskell	748
●Hodgeman	791
●Jewell	2,000
●Kearny	707
●Kingman	2,688
●Kiowa	1,116
●Lane	791
●Lincoln	1,410
●Logan	784
●Lyon	6,967
●McPherson	5,946
●Marion	3,951
●Meade	1,400
●Mitchell	2,491
●Morris	2,024
●Morton	751
●Ness	1,488
●Norton	1,957
●Osborne	1,955
●Ottawa	1,873
●Pawnee	2,757
●Phillips	2,473
●Pratt	3,714
●Rawlins	1,228
●Reno	17,400
●Rice	3,885
●Rooks	2,636
●Rush	1,707

NEW YORK

TV does not give you
adequate coverage in . . .

PHILADELPHIA

BALTIMORE

TV does not give you
adequate coverage in . . .

WASHINGTON

BOSTON

TV does not give you
adequate coverage in . . .

PROVIDENCE

LOS ANGELES

TV does not give you
adequate coverage in . . .

* SAN DIEGO

Which is a larger city
(SRDS Metro Rank) than:

ATLANTA

CINCINNATI

NEW ORLEANS

MEMPHIS

DALLAS

* XETV

Is  for SAN DIEGO

Blair Television

Russell	3,163
Saline	15,722
Scott	1,240
Sedgwick	103,730
Seward	4,096
Sheridan	920
Sherman	1,723
•Smith	2,266
Stafford	2,293
Stanton	485
Stevens	1,112
Sumner	7,258
Thomas	2,063
Trego	1,369
Wallace	434
Wichita	570
•Woodson	1,396

Nebraska	
Chase	1,201
Dundy	951
•Frontier	1,285
•Furnas	2,038
•Gosper	665
Hayes	444
Hitchcock	1,305
Redwillow	3,617
Oklahoma	
Beaver	1,688
•Grant	2,514
•Harper	1,574
Texas	3,112
•Woods	3,399

Rates:		MARKET 51	MARKETS 1-51
Daytime 60s	\$ 80	\$ 8,728	
Prime 20s	\$240	\$23,200	
Late-Night 60s	\$ 80	\$10,174	

52: Oklahoma City Enid, Okla.

Total TV Homes 349,300

COUNTIES		VHF HOMES
Oklahoma		
Alfalfa	2,542	
Beckham	5,058	
Blaine	3,613	
Caddo	7,488	
Canadian	6,419	
Cleveland	11,700	
•Creek	11,246	
Custer	6,017	
Dewey	1,796	
Ellis	1,287	
Garfield	15,532	
Garvin	7,333	
Grady	8,080	
•Grant	2,514	
Greer	2,385	
•Harper	1,574	
•Hughes	4,211	
•Kay	14,777	
Kingfisher	3,135	
Kiowa	4,115	
•Lincoln	5,245	
Logan	5,324	
McClain	3,431	
Major	1,970	
Murray	3,038	
Noble	3,215	
•Okfuskee	2,940	
Oklahoma	137,107	
•Pawnee	3,289	
•Payne	11,488	
Pontotoc	8,255	
Pottawatomie	11,966	
Roger Mills	1,187	
Seminole	7,838	
Stephens	10,882	

Washita	4,591
•Woods	3,399
Woodward	3,285

Rates:		MARKET 52	MARKETS 1-52
Daytime 60s	\$ 80	\$ 8,808	
Prime 20s	\$240	\$23,440	
Late-Night 60s	\$ 80	\$10,254	

■ 53: San Antonio

Total TV Homes 345,800

COUNTIES		VHF HOMES
Texas		
Atascosa	3,887	
Bandera	1,138	
Bastrop	4,222	
Bee	5,358	
Bexar	175,246	
Blanco	881	
Caldwell	4,113	
•Calhoun	3,642	
Comal	5,090	
De Witt	5,043	
Dimmit	1,454	
Duval	2,604	
Edwards	557	
Fayette	5,069	
Frio	1,831	
Gillespie	2,345	
Goliad	1,176	
Gonzales	4,208	
Guadalupe	7,138	
Hays	4,486	
Karnes	3,069	
Kendall	1,509	
Kerr	4,177	
Kimble	846	
Kinney	334	
La Salle	1,092	
Lavaca	4,262	
Live Oak	1,574	
McMullen	285	
Mason	896	
Maverick	1,553	
Medina	4,258	
Menard	578	
Real	380	
Sutton	871	
Travis	55,649	
Uvalde	3,691	
Val Verde	4,812	
Victoria	11,665	
Wilson	2,945	
Zavala	1,903	

Rates:		MARKET 53	MARKETS 1-53
Daytime 60s	\$ 70	\$ 8,878	
Prime 20s	\$210	\$23,650	
Late-Night 60s	\$ 70	\$10,324	

54: San Diego

Total TV Homes 337,800

COUNTIES		VHF HOMES
California		
•San Diego	337,807	

Rates:		MARKET 54	MARKETS 1-54
Daytime 60s	\$110	\$ 8,988	
Prime 20s	\$250	\$23,900	
Late-Night 60s	\$ 80	\$10,404	

• County included in market coverage of two or more television markets.
■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.

IMAGE

IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

Webster says “. . . indicating the origin and intensity of the motion.”

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

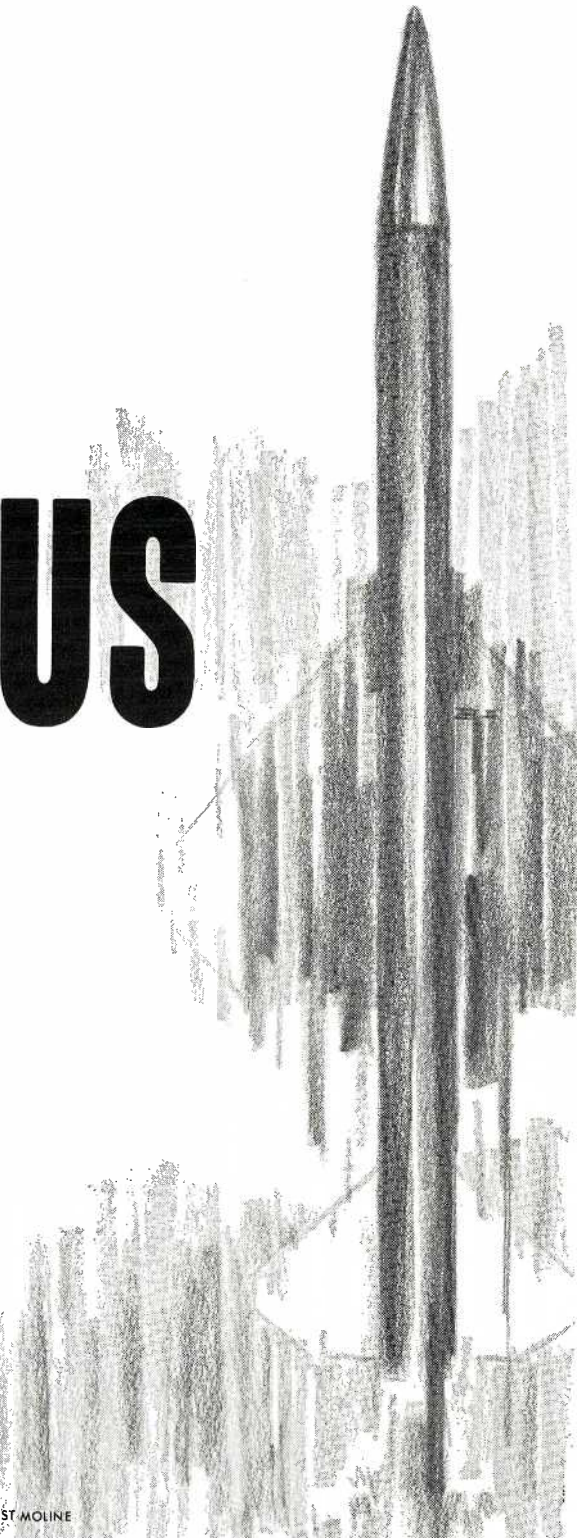
WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE



55: Davenport, Iowa Rock Island, Ill. Moline, Ill.

Total TV Homes 332,500

COUNTIES	VHF HOMES
Illinois	
Bureau	10,608
•Carroll	5,494
Henderson	2,239
Henry	13,826
•Jo Daviess	5,652
Knox	16,979
•Lasalle	32,804
•Lee	9,342
McDonough	7,813
Mercer	4,841
•Ogle	10,917
Putnam	1,252
Rock Island	44,852
Stark	2,245
Warren	6,024
Whiteside	16,845
Iowa	
•Cedar	5,121
Clinton	16,052
Des Moines	13,101

•Dubuque	19,575
•Henry	5,096
•Jackson	5,298
•Jefferson	4,663
•Johnson	14,179
•Jones	5,293
•Luisia	2,990
•Muscatine	10,160
Scott	33,828
•Washington	5,432

Rates:

	MARKET 55	MARKETS 1-55
Daytime 60s	\$ 75	\$ 9,063
Prime 20s	\$250	\$24,150
Late-Night 60s	\$ 75	\$10,479

56: Orlando Daytona Beach

Total TV Homes 331,100

COUNTIES	VHF HOMES
Florida	
Brevard	51,489
•Citrus	2,832

•Flagler	1,190
•Hernando	3,497
•Indian River	8,715
Lake	17,873
•Marion	14,258
Orange	91,095
•Osceola	6,743
•Pasco	12,089
•Polk	54,803
Seminole	17,244
•Sumter	2,916
Volusia	46,352

Rates:

	MARKET 56	MARKETS 1-56
Daytime 60s	\$ 70	\$ 9,133
Prime 20s	\$140	\$24,290
Late-Night 60s	\$ 55	\$10,534

57: Poland Spring, Me.* Portland, Me.

Total TV Homes 330,000

COUNTIES	VHF HOMES
Maine	
Androscoggin	25,224
Cumberland	53,444
Franklin	4,987
Kennebec	23,526
Knox	7,715
Lincoln	5,143
Oxford	11,244
Sagadahoc	6,193
Somerset	9,860
Waldo	5,711
•York	26,957
New Hampshire	
•Belknap	8,321
•Carroll	4,591
Coos	10,385
Grafton	11,361
•Merrimack	18,164
•Strafford	15,546
•Sullivan	7,347
New York	
Clinton	17,235
Essex	9,021
Vermont	
Caledonia	5,922
Essex	1,507
Lamoille	2,843
Orange	3,688
Orleans	4,587
Washington	11,227
•Windham	7,448
Windsor	10,826

Rates:

	MARKET 57	MARKETS 1-57
Prime 20s	\$125	\$24,415
Daytime 60s	\$ 60	\$ 9,193
Late-Night 60s	\$ 60	\$10,594

Quad-Cities: second only to Chicago!

In all of Illinois and Iowa, only Chicago is a larger television market than the Quad-Cities.

Quad-Cities (Davenport, Iowa; Rock Island, Moline, East Moline, Illinois) is a high grade midwest market, with more than 330,000 television homes.

Quad-Cities television homes tune channel 4, WHBF-TV, for high-flying CBS programs, "better local coverage" of the news, positive editorial statements, and great entertainment.

WHBFtv

TELCO BUILDING, ROCK ISLAND, ILLINOIS

L. C. JOHNSON, GEN. MGR.

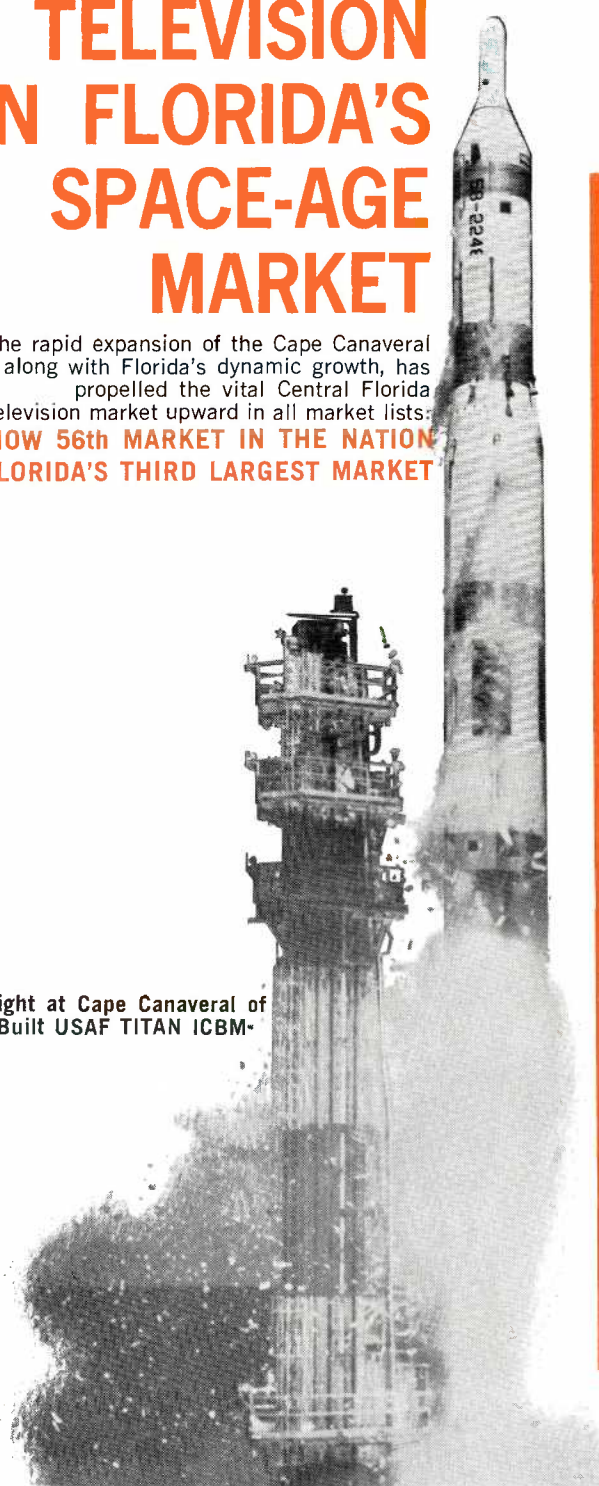
* County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 ○ Market combination differs from that in television markets listing, Telestatus, this issue.

UNDUPLICATED TELEVISION IN FLORIDA'S SPACE-AGE MARKET

The rapid expansion of the Cape Canaveral area, along with Florida's dynamic growth, has propelled the vital Central Florida television market upward in all market lists:

**NOW 56th MARKET IN THE NATION
AND FLORIDA'S THIRD LARGEST MARKET**

Test Flight at Cape Canaveral of
Martin-Built USAF TITAN ICBM-



More than 10,000 construction workers and their families are moving into this dynamic area preparing for man-to-the-moon projects.

Spurred efforts in our scientific space complex adds to the explosive growth of this industrial, commercial and agricultural complex adding people, dollars and consumers to this tremendous market that includes Orlando, Daytona Beach, Cocoa, Cape Canaveral and Melbourne.

Three television stations offer UNDUPLICATED coverage of this dynamic Orlando-Daytona Beach market. Is your market list up to date to sell this opportunity market? Contact our national representatives for the fantastic space age story in Central Florida.

WFTV

Ch. 9 - ABC

Formerly WLOF-TV
Adam Young, Inc.

WESH-TV

Ch. 2 - NBC

Advertising Time
Sales, Inc.

WDBO-TV

Ch. 6 - CBS

Blair Television

Q U I T E A S
P
L
A
S
H

FOR A NEW BABY!

WOKR-TV

The new ABC affiliate in Rochester, N. Y. premiered Sept. 15, 1962. Seven weeks later the ARB Survey started.

Here are some of the highlights of that survey:

- **FIRST!** Monday-Friday 5:00-7:30 PM with 37% S.O.A.
- **FIRST!** Saturday "Chiller Theatre" 35% S.O.A.
- **FIRST!** Friday "Premiere Playhouse" 37% S.O.A.
- **FIRST!** "Romper Room" 68% S.O.A.
- **FIRST!** Among the three ABC interims to premiere in the fall of 1962 in:

— SHARE OF METRO —
— SHARE OF TOTAL HOMES REACHED —

WATCH WOKR-TV GROW!

Represented by

BLAIR-TV

58: Rochester, N. Y.

Total TV Homes 329,800

COUNTIES	VHF HOMES
New York	
• Allegany	11,247
• Cayuga	20,365
• Genesee	14,953
• Livingston	11,069
• Monroe	176,781
• Ontario	18,572
• Orleans	9,770
• Seneca	8,277
• Steuben	26,211
• Wayne	18,798
• Wyoming	8,731
• Yates	5,012

Rates:

	MARKET 58	MARKETS 1-58
Daytime 60s	\$ 90	\$ 9,283
Prime 20s	\$200	\$24,615
Late-Night 60s	\$135	\$10,729

59: Champaign* Springfield Decatur

Total TV Homes 327,700


COUNTIES	VHF HOMES
Illinois	
Champaign	32,011
Christian	10,735
• Clark	4,710
• Coles	12,382
• Cumberland	2,358
• De Witt	4,803
• Douglas	5,441
• Edgar	6,670
• Effingham	5,740
• Fayette	5,446
• Ford	4,899
• Iroquois	9,117
• Jasper	2,799

WOULD
YOU
HELP?

Open your door...

to the 53 minute march

UNITED CEREBRAL PALSY



• LaSalle	32,804
Livingston	10,037
Logan	7,876
McLean	23,705
Macon	36,722
Menard	2,621
Moultrie	3,543
Piatt	4,271
Sangamon	43,734
Shelby	6,564
• Vermillion	26,991
Woodford	6,137
Indiana	
• Benton	2,991
• Fountain	5,335
• Vermillion	5,100
• Warren	2,121

Rates:

	MARKET 59	MARKETS 1-59
Daytime 60s	\$110	\$ 9,393
Prime 20s	\$250	\$24,865
Late-Night 60s	\$110	\$10,839

60: Tulsa, Okla.

Total TV Homes 327,000

COUNTIES	VHF HOMES
Arkansas	
Benton	8,553
Washington	13,026
Kansas	
Chautauqua	1,770
• Cowley	9,870
• Elk	1,440
Labette	7,267
Montgomery	13,194
Wilson	3,682
Oklahoma	
Adair	2,986
Cherokee	3,942
Craig	3,751
• Creek	11,246
Delaware	3,153
Haskell	1,982
• Hughes	4,211
• Kay	14,777
Latimer	1,602
• Lincoln	5,245
McIntosh	3,001
Mayes	5,360
Muskogee	15,896
Nowata	3,029
• Okfuskee	2,940
Okmulgee	10,069
Osage	9,131
Ottawa	8,041
• Pawnee	3,289
• Payne	11,488
Pittsburg	8,344
Rogers	5,796
Sequoyah	4,076
Tulsa	107,716
Wagoner	3,920
Washington	13,160

Rates:

	MARKET 60	MARKETS 1-60
Daytime 60s	\$ 85	\$ 9,478
Prime 20s	\$230	\$25,095
Late-Night 60s	\$ 85	\$10,924

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

WHAT IS THE WROChester STORY?



MORE PEOPLE WITH MORE MONEY

It's a simple story . . . one that involves people and money. For in rich Rochester, New York, there are more people with more money percentagewise than in any marketing area in the country. And advertisers, who want to reach more Rochester homes per

average half hour, 6 P.M. to midnight, 7 days a week*, buy WROC-TV, Channel 8.

We appreciate the confidence national time buyers have placed in us. Local sales also show that people, who know the local market best, buy WROC-TV, Channel 8.

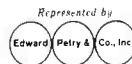
**Nov.-Dec. 1962 ARB*

ROCHESTER'S FIRST STATION

WROC
ROCHESTER, N. Y.

TV 8
CHANNEL
BASIC NBC

**ASK YOUR PETRY MAN FOR
THE WROChester STORY**



61: Roanoke* Lynchburg

Total TV Homes 325,600

COUNTIES VHF HOMES

North Carolina	
• Alamance	22,869
• Alleghany	1,828
• Caswell	3,538
• Person	5,644
• Rockingham	17,909
Virginia	
Alleghany	6,934
Amherst	4,056
• Appomattox	1,927
• Augusta	15,703
Bath	1,058
Bedford	6,788
Bland	1,188
Botetourt	4,061
• Buckingham	2,046
Campbell	21,682
• Carroll	6,282
• Charlotte	948
Craig	820
Floyd	2,221
• Franklin	5,393
Giles	3,874
• Grayson	3,599
• Halifax	7,956
• Henry	14,423
Highland	724
• Linenburg	2,706
• Mecklenburg	6,307
Montgomery	9,985

• Nelson	2,796
• Patrick	3,236
• Pittsylvania	23,319
Pulaski	6,483
Roanoke	47,377
Rockbridge	6,803
• Smyth	6,602
Tazewell	9,340
Wythe	5,165

West Virginia	
Greenbrier	7,748
Mercer	16,538
Monroe	2,325
Pocahontas	2,034
Summers	3,390

Rates:	MARKET 61	MARKETS 1-61
Daytime 60s	\$ 80	\$ 9,558
Prime 20s	\$200	\$25,295
Late-Night 60s	\$ 35	\$10,959

62: Omaha, Neb.

Total TV Homes 324,600

COUNTIES VHF HOMES

Iowa	
Adams	2,155
• Audubon	3,002
Cass	5,578
Crawford	5,101
Fremont	2,954
Harrison	4,967
Mills	3,359
Monona	3,855

Montgomery	3,963
Page	6,017
Pottawattamie	24,391
Shelby	3,231
Taylor	2,414

Missouri	
Atchison	2,617
• Nodaway	5,781

Nebraska	
• Antelope	2,443
Burt	3,028
• Butler	2,828
• Cass	4,966
• Colfax	2,900
• Cuming	2,972
Dodge	9,787
Douglas	104,366
• Gage	6,936
• Jefferson	3,376
• Johnson	1,648
• Lancaster	46,168
• Madison	6,710
Nemaha	2,564
• Otoe	4,880
• Pawnee	1,331
• Platte	6,175
• Polk	2,048
• Richardson	3,757
• Saline	3,914
Sarpy	8,296
• Saunders	4,602
• Seward	3,170

* County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, *Teletatus*, this issue.



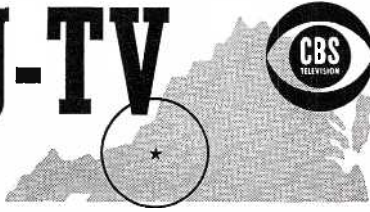
Give Her The "GO-BUY" with WDBJ-TV

Sell the growing, prosperous Western Virginia market with WDBJ-TV, Roanoke. WDBJ-TV, serves over 500,000 TV homes of Virginia, North Carolina and West Virginia — in counties with a population of 2,250,000. More, WDBJ-TV has conviction, audience loyalty and proven sales ability. We can show, in case after case, how viewers buy and buy and buy when they see it on WDBJ-TV. New ultra-modern studios, finest technical equipment, maximum power and antenna height, CBS affiliate. On your regular schedule or even more, as the perfect test market, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availabilities



WDBJ-TV



Channel 7

ROANOKE
VIRGINIA

•Stanton	1,344
Thurston	1,739
Washington	3,267

Rates:	MARKET 62	MARKETS 1-62
Daytime 60s	\$ 80	\$ 9,638
Prime 20s	\$230	\$25,525
Late-Night 60s	\$ 80	\$11,039

63: San Jose* Salinas Monterey

Total TV Homes 321,300

COUNTIES	VHF HOMES
California	
•Merced	23,591
•Monterey	48,415
•San Benito	4,076
•Santa Clara	216,198
•Santa Cruz	29,020

Rates:	MARKET 63	MARKETS 1-63
Daytime 60s	\$ 60	\$ 9,698
Prime 20s	\$120	\$25,645
Late-Night 60s	\$ 40	\$11,079

64: Norfolk, Va.

Total TV Homes 313,600

COUNTIES	VHF HOMES
Maryland	
•Somerset	4,519
North Carolina	
•Bertie	4,677
•Camden	1,276
•Chowan	2,379
•Currituck	1,481
•Dare	1,556
•Gates	1,941
•Halifax	11,571
•Hertford	4,422
•Martin	5,671
•Northampton	4,693
•Pasquotank	6,298

Perquimans	1,935
•Tyrrell	952
•Washington	2,701

Virginia	
•Accomack	8,055
•Brunswick	3,550
•Charles City	2,750
•Gloucester	3,199
•Greensville	3,386
•Isle Of Wight	3,733
•James City	4,208
•King & Queen	1,120
•Lancaster	2,391
•Mathews	1,993
•Middlesex	1,582
•Nansemond	10,467
•New Kent	908
•Newport News	48,600
•Norfolk	116,189
•Northampton	4,178
•Northumberland	2,429
•Princess Anne	21,778
•Richmond	1,500
•Southampton	5,906
•Surry	1,211
•Sussex	2,492
•York	5,883

Rates:	MARKET 64	MARKETS 1-64
Daytime 60s	\$ 75	\$ 9,773
Prime 20s	\$200	\$25,845
Late-Night 60s	\$ 65	\$11,144

65: Green Bay, Wis.

Total TV Homes 312,100

COUNTIES	VHF HOMES
Michigan	
•Benzie	2,125
•Delta	9,029
•Dickinson	6,739
•Iron	4,750
•Manistee	5,320
•Mason	5,653
•Menominee	6,541
Wisconsin	
•Brown	33,453
•Calumet	5,402

Door	5,256
Florence	791
•Fond Du Lac	19,589
•Forest	1,665
•Green Lake	4,285
•Kewaunee	4,361
•Langlade	4,976
•Manitowoc	19,898
•Marathon	21,860
•Marquette	8,850
•Marquette	2,165
•Oconto	6,034
•Oneida	5,821
•Outagamie	26,679
•Portage	9,264
•Shawano	8,261
•Sheboygan	24,118
•Vilas	2,244
•Waupaca	9,314
•Waushara	3,536
•Winnebago	29,132
•Wood	14,994

Rates:	MARKET 65	MARKETS 1-65
Daytime 60s	\$ 60	\$ 9,833
Prime 20s	\$135	\$25,980
Late-Night 60s	\$ 65	\$11,209

66: Cedar Rapids Waterloo

Total TV Homes 306,700

COUNTIES	VHF HOMES
Iowa	
•Allamakee	4,016
•Benton	6,772
•Black Hawk	34,806
•Bremer	5,451
•Buchanan	5,666
•Butler	4,731
•Cedar	5,121
•Chickasaw	3,626
•Clayton	5,954
•Delaware	4,583
•Dubuque	19,575
•Fayette	7,712
•Floyd	5,834

**BETTER
READ
THIS
AD**

Because if you don't you may never know that ROANOKE is still VIRGINIA'S No. 1 TV market! That's 325,600 TV homes! You might even miss the fact that WLS-TV 10, NBC in Roanoke with 10 years experience in this vast metropolitan, urban, and rural market, is still your best buy!

Better read more about TV 10. Call your nearest Katz representative today.

WLS-TV 10 • ROANOKE, VIRGINIA

THE KATZ AGENCY, INC.
National Representatives

Same Story... Same Trend... DOMINANCE DOMINANCE DOMINANCE

NIGHTS 6-10 PM SUN-SAT

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	535	44
Sta Y	402	30
Sta Z	410	26

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	562	41
Sta Y	406	33
Sta Z	536	26

AFTERNOONS 12-6 PM MON-FRI

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	337	53
Sta Y	117	20
Sta Z	169	27

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	317	53
Sta Y	159	24
Sta Z	200	23

Mornings and post 10 pm periods tell the same story . . . KSLA-TV continues to dominate its market in metro and total homes as it has done for nine years.

DOMINANCE EXCLUSIVE CBS COVERAGE IN THE SHREVEPORT TRADE AREA

KSLA-TV

SHREVEPORT, LOUISIANA



Harrington, Righter and Parsons, Inc. National Representatives

•Franklin	4,348
•Grundy	4,184
•Hardin	7,057
•Henry	5,096
•Howard	3,388
•Iowa	4,562
•Jackson	5,298
•Jefferson	4,663
•Johnson	14,179
•Jones	5,293
•Keokuk	4,478
•Linn	42,668
•Louisiana	2,990
•Mahaska	6,799
•Marshall	8,714
•Mitchell	3,864
•Muscatine	10,160
•Peweshiek	5,516
•Tama	5,981
•Wapello	13,221
•Washington	5,432
•Winneshiak	4,943
•Wright	5,372

Wisconsin	
•Crawford	3,612
•Grant	11,012

Rates:	MARKET 66	MARKETS 1-66
Daytime 60s	\$ 75	\$ 9,908
Prime 20s	\$165	\$26,145
Late-Nite 60s	\$ 95	\$11,304

67: Richmond, Va.

Total TV Homes 301,700

COUNTIES	VHF HOMES
Virginia	
Albemarle	13,869
Amelia	1,435
•Appomattox	1,927
•Augusta	15,703
•Brunswick	3,550
•Buckingham	2,046
Caroline	2,708
•Charlotte	948
•Charles City	2,750
Chesterfield	21,209
Cumberland	1,307
Dinwiddie	13,388
Essex	1,409
Fluvanna	1,434
•Gloucester	3,199
Goochland	1,862
Greene	773
•Greensville	3,386
Hanover	6,454
Henrico	103,905
•Isle Of Wight	3,733
•James City	4,208
•King & Queen	1,120
King William	1,705
•Lancaster	2,391
Louisa	2,597
•Lunenburg	2,706
•Madison	1,502
•Mathews	1,993
•Mecklenburg	6,307
•Middlesex	1,582
•Nelson	2,796
•New Kent	908
•Northumberland	2,429
Nottoway	3,431
Orange	2,963
•Page	3,996
Powhatan	1,227
Prince Edward	2,738
Prince George	10,397
•Richmond	1,500

•Rockingham	11,671
•Southampton	5,906
•Spotsylvania	6,557
•Surry	1,211
•Sussex	2,492
•Westmoreland	2,465
•York	5,883

Rates:	MARKET 67	MARKETS 1-67
Daytime 60s	\$ 80	\$ 9,988
Prime 20s	\$175	\$26,320
Late-Night 60s	\$ 80	\$11,384

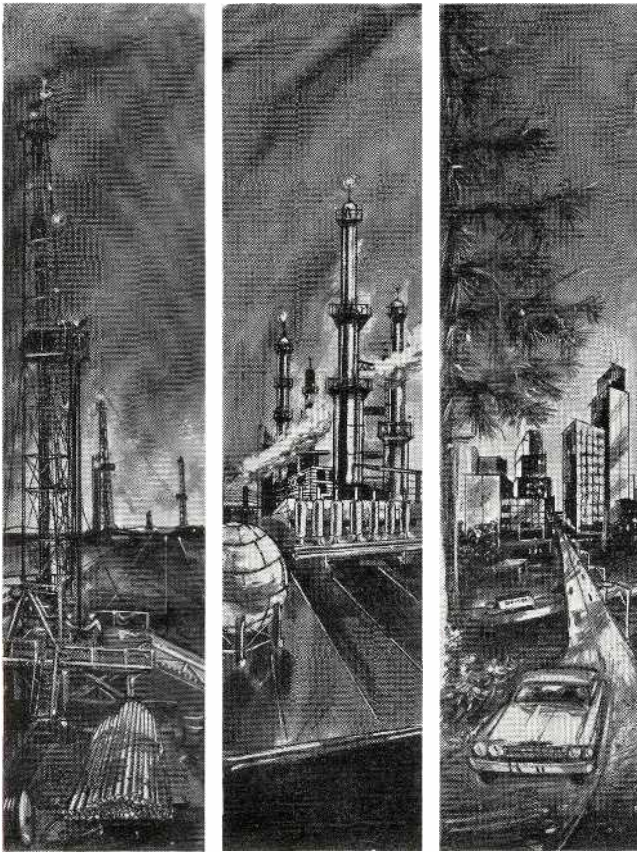
68: Shreveport Texarkana

Total TV Homes 298,300

COUNTIES	VHF HOMES
Arkansas	
•Columbia	6,646
Hempstead	4,538
Howard	2,579
Lafayette	2,459
Little River	2,167
Miller	7,931
•Nevada	2,449
Sevier	2,699
Louisiana	
•Bienville	3,882
Bossier	12,884
Caddo	62,778
•Claiborne	4,388
De Soto	5,040
•Jackson	3,985
•Lincoln	6,126
Natchitoches	6,795
Red River	2,199
Sabine	3,497
Webster	10,208
Oklahoma	
McCurtain	5,947
Texas	
Bowie	15,675
Camp	2,111
Cass	5,822
•Cherokee	8,122
Franklin	1,365
Gregg	19,717
Harrison	11,050
Marion	1,989
Morris	3,292
Nacogdoches	6,744
Panola	4,176
Red River	3,716
Rusk	9,338
Sabine	1,597
San Augustine	1,887
Shelby	4,725
•Smith	24,022
Titus	4,474
Upshur	4,464
•Wood	4,767

Rates:	MARKET 68	MARKETS 1-68
Daytime 60s	\$ 70	\$10,058
Prime 20s	\$155	\$26,475
Late-Night 60s	\$ 66	\$11,450

- County included in market coverage of two or more television markets.
- Major facility change in market subsequent to latest county survey measurement date.
- Market combination differs from that in television markets listing, Teletatus, this issue.



KTBS-TV
 is
Your
Best Buy

From the East Texas Oilfields
 To the Arkansas Timberlands

KTBS-TV reaches a 1.5 billion dollar market of 1.1 million buyers* . . . beaming ABC exclusively to homes in southwestern Arkansas, southeastern Oklahoma, northwestern Louisiana and northeastern Texas, including famed Gregg County in the heart of the East Texas oil country. The station's continued excellent coverage of this extensive and influential market is an important reason for you to specify KTBS-TV, Channel 3, Shreveport, Louisiana.

*Copyright Sales Management February 1, 1963 Survey of Television Markets; further reproduction is forbidden.



SHREVEPORT, LOUISIANA

CHANNEL 3

KTBS-TV

K THE KATZ AGENCY, INC.
 National Representatives

E. Newton Wray, President and General Manager

THE BEST IN SIGHT



69: Scranton Wilkes-Barre

Total TV Homes 292,700

COUNTIES	VHF HOMES
Pennsylvania	
Bradford	5,031
• Clinton	5,540
Columbia	12,222
Lackawanna	65,626
Luzerne	94,439
• Lycoming	29,697
Montour	3,375
• Northumberland	24,784
Susquehanna	6,368
Union	5,157
• Wayne	3,138
Wyoming	3,239
CATV	34,100

Rates:

	MARKET 69	MARKETS 1-69
Daytime 60s	\$ 50	\$10,108
Prime 20s	\$160	\$26,635
Late-Night 60s	\$ 50	\$11,500

70: Baton Rouge, La.

Total TV Homes 290,800

COUNTIES	VHF HOMES
Louisiana	
Acadia	11,103
• Ascension	6,330
• Assumption	3,518
Avoyelles	8,795
Concordia	4,327
E. Baton Rouge	58,830
• E. Feliciana	2,675
Evangeline	6,662
Iberia	12,359
• Iberville	6,334
Lafayette	20,831
• Lafarche	12,576
• Livingston	5,887
Pointe Coupee	4,411
• St. Charles	5,100
• St. Helena	1,613
• St. James	3,392
• St. John Bapt.	3,710
St. Landry	16,298
St. Martin	5,905
• St. Mary	10,923
• Tangipahoa	13,325
• Terre Bonne	13,768
Vermilion	9,258
• Washington	10,212
W. Baton Rouge	3,464
W. Feliciana	1,771

COUNTIES	VHF HOMES
Mississippi	
• Adams	8,477
• Amite	3,342
• Franklin	2,042
• Pike	8,092
• Walthall	2,779
• Wilkinson	2,740

Rates:

	MARKET 70	MARKETS 1-70
Daytime 60s	\$ 50	\$10,158
Prime 20s	\$137	\$26,767
Late-Night 60s	\$ 50	\$11,550

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.

71: Ames, Iowa* Des Moines, Iowa

Total TV Homes 285,900

COUNTIES	VHF HOMES
Iowa	
Adair	3,072
Appanoose	4,634
• Audubon	3,002
Boone	7,818
• Butler	4,731
Calhoun	4,531
Carroll	5,964
Clarke	2,337
Dallas	7,030
Decatur	2,569
• Emmet	3,774
• Franklin	4,348
Greene	4,494
• Grundy	4,184
Guthrie	4,259
Hamilton	5,720
• Hancock	3,826
• Hardin	7,057
• Humboldt	2,972
Jasper	9,657
• Kossuth	6,181
Lucas	3,329
Madison	3,676
• Mahaska	6,799
Marion	6,450
• Marshall	8,714
Monroe	2,829
• Palo Alto	3,756
• Pocahontas	3,774
Polk	82,525
• Poweshiek	5,516
Sac	4,652
Story	13,214
• Tama	5,981
Union	4,047
Warren	5,645
Wayne	2,985
Webster	14,461
• Wright	5,372

Rates:

	MARKET 71	MARKETS 1-71
Daytime 60s	\$115	\$10,273
Prime 20s	\$180	\$26,947
Late-Night 60s	\$115	\$11,635

72: Mobile, Ala. Pensacola, Fla.

Total TV Homes 281,100

COUNTIES	VHF HOMES
Alabama	
Baldwin	10,094
Clarke	4,627
Conecuh	3,066
Covington	7,474
Escambia	6,896
Mobile	73,398
Monroe	4,046
Washington	2,512
• Wilcox	2,816

COUNTIES	VHF HOMES
Florida	
• Bay	17,402
Escambia	45,126
• Gulf	2,537

Okaloosa	18,077
Santa Rosa	7,032
Walton	3,603

COUNTIES	VHF HOMES
Mississippi	
• Forrest	13,565
George	2,485
Greene	1,597
• Harrison	29,683
• Jackson	15,040
• Lamar	3,182
Perry	1,926
• Stone	1,432
Wayne	3,462

Rates:

	MARKET 72	MARKETS 1-72
Daytime 60s	\$ 60	\$10,333
Prime 20s	\$135	\$27,082
Late-Night 60s	\$ 60	\$11,725

73: Jackson, Miss.

Total TV Homes 274,500

COUNTIES	VHF HOMES
Louisiana	
• East Carroll	2,598
• Madison	3,135
Tensas	2,232

COUNTIES	VHF HOMES
Mississippi	
• Adams	8,477
• Amite	3,342
Attala	4,809
• Bolivar	9,463
Carroll	1,982
Choctaw	1,680
Claiborne	2,093
Copiah	6,140
Covington	2,921
• Forrest	13,565
• Franklin	2,042
Hinds	48,796
Holmes	5,302
Humphreys	3,720
• Issaquena	735
Jasper	3,562
Jefferson	1,964
Jeff Davis	2,742
Jones	13,730
• Lamar	3,182
Lawrence	2,156
Leake	3,884
• Leflore	9,705
Lincoln	6,404
Madison	6,562
• Marion	5,392
• Montgomery	2,677
Neshoba	4,829
Newton	4,449
• Pike	8,092
Rankin	6,892
Scott	4,578
Sharkey	2,078
Simpson	4,466
Smith	3,197
• Sunflower	8,420
• Walthall	2,779
Warren	10,412
• Washington	15,947
• Webster	2,225
Winston	4,349
Yazoo	6,754

Rates:

	MARKET 73	MARKETS 1-73
Daytime 60s	\$ 45	\$10,378
Prime 20s	\$110	\$27,192
Late-Night 60s	\$ 45	\$11,770

ARB November 1962
December

attests
WLBT DELIVERS
* **Most!!!!**

1 Homes per Rating Point:
WLBT 2,177 Sta B 1,429

2 Weekly Circulation:
WLBT 243,900 Sta B 171,200

3 On the basis of total homes share,
WLBT leads all other NBC stations.

* Nielsen, November, 1962:
WLBT has 18 of top 20 programs

Call Hollingbery

Jackson,
Mississippi



74: Jacksonville, Fla.

Total TV Homes 269,100

COUNTIES	VHF HOMES
Florida	
Alachua	16,330
Baker	1,441
Bradford	2,735
Clay	5,137
Columbia	4,716
•Dixie	1,056
Duval	129,257
•Flagler	1,190
Gilchrist	626
•Hamilton	1,564
•Lafayette	602
Levy	2,227
•Madison	3,056
•Marion	14,258
Nassau	4,286
Putnam	8,589
St. Johns	8,407
•Suwannee	3,427
•Taylor	3,135
Union	936
Georgia	
•Appling	2,207
•Atkinson	989
Bacon	1,534
Brantley	991
Camden	2,210
Charlton	1,076
•Clinch	1,334
•Coffee	4,471
•Echols	386
Glynn	10,672
•Jeff Davis	1,459
•Lanier	997
•Lowndes	11,854
McIntosh	1,208
Pierce	2,029
Ware	8,881
Wayne	3,793

Rates:

	MARKET 74	MARKETS 1-74
Daytime 60s	\$136	\$10,514
Prime 20s	\$225	\$27,417
Late-Night 60s	\$110	\$11,880

75: Salt Lake City Ogden Provo

Total TV Homes 266,900

COUNTIES	VHF HOMES
Colorado	
Rio Blanco	1,002
Idaho	
Bannock	12,810
Bear Lake	1,767
Blaine	1,165
Caribou	1,367
Franklin	1,838
Minidoka	3,644
Oneida	894
Nevada	
Elko	2,814
Eureka	238
Lander	402
White Pine	2,605
Utah	
Beaver	1,095
Box Elder	6,279

Cache	8,447
Carbon	4,784
Daggett	246
Davis	16,634
Duchesne	1,347
Emery	1,231
Garfield	772
Grand	1,742
Iron	2,357
Juab	1,230
Kane	584
Millard	1,601
Morgan	660
Piute	305
Rich	334
Salt Lake	108,200
Sanpete	3,020
Sevier	2,742
Summit	1,473
Tooele	4,099
Uintah	2,567
Utah	24,686
Wasatch	1,233
Wayne	446
Weber	30,282

Wyoming

Lincoln	1,827
Sweetwater	4,310
Uinta	1,841

Rates:

	MARKET 75	MARKETS 1-75
Daytime 60s	\$ 50	\$10,564
Prime 20s	\$200	\$27,617
Late-Night 60s	\$ 50	\$11,930

76: Spokane, Wash.

Total TV Homes 264,400

COUNTIES	VHF HOMES
Idaho	
Benewah	1,634
Bonner	3,979
Boundary	1,189
Clearwater	2,096
Idaho	3,101
Kootenai	8,448
Latah	5,269
Lewis	1,136
Nez Perce	7,613
Shoshone	5,436
Montana	
Flathead	8,704
Glacier	2,471
Hill	4,439
Lincoln	3,123
Mineral	683
Missoula	11,410
Sanders	1,671

Oregon

Baker	4,616
Umatilla	10,921
Union	4,352
Wallowa	1,666

Washington

Adams	2,859
Asotin	3,645
Chelan	10,849
Columbia	1,289
Douglas	3,815
Ferry	878
Franklin	6,491
Garfield	820
Grant	13,088
•Kittitas	5,358
Lincoln	3,180
Okanogan	6,498

Pend Oreille	1,873
Spokane	87,032
Stevens	4,235
Walla Walla	10,984
Whitman	7,500

Rates:

	MARKET 76	MARKETS 1-76
Daytime 60s	\$ 70	\$10,634
Prime 20s	\$240	\$27,857
Late-Night 60s	\$ 64	\$11,994

77: Phoenix, Ariz.

Total TV Homes 253,100

COUNTIES	VHF HOMES
Arizona	
Coconino	9,833
Gila	5,964
Graham	2,789
Greenlee	2,328
Maricopa	202,090
Mohave	1,884
Navajo	6,841
Pinal	13,851
Yavapai	7,512

Rates:

	MARKET 77	MARKETS 1-77
Daytime 60s	\$ 60	\$10,694
Prime 20s	\$140	\$27,997
Late-Night 60s	\$ 80	\$12,074

78: Madison, Wis.

Total TV Homes 249,800

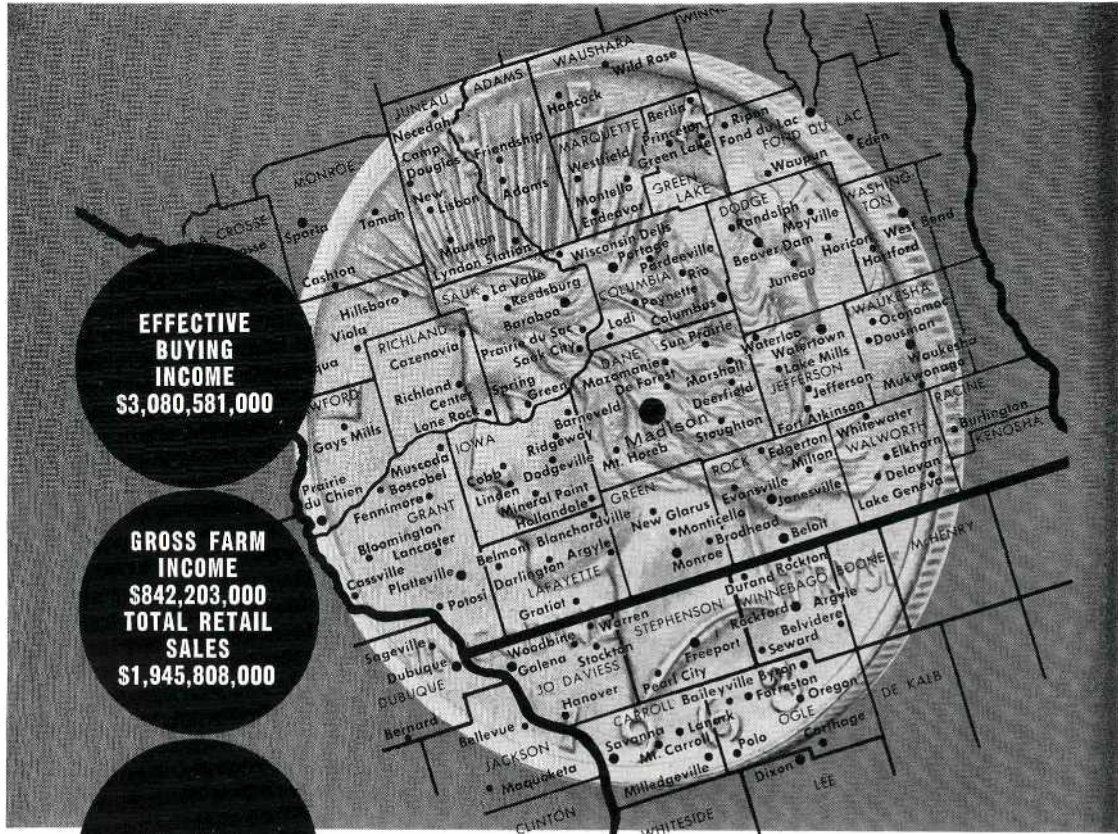
COUNTIES	VHF HOMES
Illinois	
•Jo Daviess	5,652
•Stephenson	12,890
Iowa	
•Dubuque	19,575
Wisconsin	
Adams	1,786
•Columbia	9,467
•Crawford	3,612
Dane	61,608
•Dodge	15,198
•Grant	11,012
•Green	6,548
•Green Lake	4,285
Iowa	4,566
•Jefferson	13,621
Juneau	4,201
•Lafayette	4,102
•Marquette	2,165
Richland	4,346
•Rock	31,729
Sauk	8,553
Vernon	6,407
•Walworth	14,894
•Waushara	3,536

Rates:

	MARKET 78	MARKETS 1-78
Daytime 60s	\$ 70	\$10,764
Prime 20s	\$175	\$28,172
Late-Night 60s	\$ 50	\$12,124

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

THIS IS THE MADISON TELEVISION MARKET!



**It's a MONEY MARKET
that buys everything!**

Only Channel 3 covers the rich tri-state area which is truly the Madison Television Market. Check the facts and figures against the total 30 county area as spelled out by NCS '61.



WISC-TV

MADISON, WISC.



Represented Nationally by
Peters, Griffin, Woodward, Inc.

79: Knoxville, Tenn.

Total TV Homes 247,300

COUNTIES VHF HOMES

Kentucky	
Bell	6,292
Clay	3,051
● Harlan	9,222
Jackson	1,168
Knox	4,055
Laurel	4,485
● Lee	1,129
● Leslie	1,328
McCreary	2,005
Owsley	830
● Pulaski	6,537
● Rockcastle	2,148
● Wayne	2,513
Whitley	5,565

North Carolina

● Graham	1,275
● Jackson	3,493
● Swain	1,531

Tennessee

Anderson	13,525
● Bledsoe	1,171
Blount	13,207
Campbell	5,296
Claiborne	3,740
● Cocke	4,726
● Cumberland	3,674
● Fentress	1,765
Grainger	2,560
● Greene	8,461
● Hamblen	8,144
● Hancock	1,265
Hawkins	6,310
● Jefferson	4,914
Knox	63,781
Loudon	5,399
● McMinn	8,091
● Meigs	968
● Monroe	4,848
● Morgan	2,333
● Roane	9,408
Scott	2,191
Sevier	4,757
● Unicoi	3,408
Union	1,440

Virginia

● Lee	5,326
-------------	-------

Rates:

	MARKET 79	MARKETS 1-79
Daytime 60s	\$ 80	\$10,844
Prime 20s	\$140	\$28,312
Late-Night 60s	\$ 50	\$12,174

80: Cape Girardeau,* Paducah, Harrisburg,

Total TV Homes 238,900

COUNTIES VHF HOMES

Illinois	
● Clay	4,987
Alexander	4,376
● Clay	4,220
● Franklin	11,064
● Gallatin	2,007

● Hamilton	2,533
● Hardin	1,477
● Jackson	10,849
● Jefferson	8,602
Johnson	1,746
Massac	3,851
● Perry	5,385
Pope	1,033
Pulaski	2,651
● Randolph	7,300
Saline	8,182
Union	4,208
● Wayne	4,615
● White	5,399
Williamson	13,012

Kentucky

Ballard	2,146
● Calloway	4,912
Carlisle	1,401
● Crittenden	1,568
Fulton	2,860
Graves	7,407
Hickman	1,537
Livingston	1,488
● Lyon	1,077
McCracken	15,134
Marshall	4,332

Missouri

Bollinger	2,099
Butler	8,393
Cape Girardeau	11,700
● Carter	905
● Dunklin	9,116
● Iron	1,732
● Madison	2,001
Mississippi	4,649
● New Madrid	6,128
● Perry	3,459
● Reynolds	1,076
● Ripley	1,962
● Ste. Genevieve	2,919
Scott	8,137
Stoddard	6,857
Wayne	2,567

Tennessee

● Lake	1,935
● Obion	6,593
● Weakley	5,347

Rates:

	MARKET 80	MARKETS 1-80
Daytime 60s	\$ 50	\$10,894
Prime 20s	\$120	\$28,432
Late-Night 60s	\$ 50	\$12,224

81: Little Rock, Ark.

Total TV Homes 238,400

COUNTIES VHF HOMES

Arkansas	
Arkansas	5,537
Baxter	2,429
Boone	4,411
● Bradley	3,046
● Calhoun	1,323
● Chicot	4,253
Clark	4,948
Cleburne	2,172
● Cleveland	1,450
Conway	3,483
● Dallas	2,298
● Desha	4,427
● Drew	3,359
● Faulkner	5,747
Franklin	1,989
● Fulton	1,362

Garland	13,722
Grant	1,981
Hot Spring	4,833
● Independence	4,923
Izard	1,561
● Jackson	4,963
Jefferson	18,474
Johnson	2,805
Lincoln	2,484
Logan	3,322
Lonoke	5,450
Marion	1,285
● Monroe	3,173
Montgomery	1,260
● Nevada	2,449
Newton	1,229
● Ouachita	7,456
Perry	1,072
Pike	1,848
Polk	2,976
Pope	4,606
Prairie	2,276
Pulaski	63,866
Saline	6,476
Scott	1,641
Searcy	1,727
● Sharp	1,430
Stone	1,351
Van Buren	1,733
White	7,427
● Woodruff	3,240
Yell	3,159

Rates:

	MARKET 81	MARKETS 1-81
Daytime 60s	\$ 55	\$10,949
Prime 20s	\$120	\$28,552
Late-Night 60s	\$ 45	\$12,269

82: Binghamton, N. Y.

Total TV Homes 235,900

COUNTIES VHF HOMES

New York	
Broome	62,568
● Chemung	26,582
● Chenango	10,772
● Cortland	11,419
● Delaware	10,510
● Otsego	13,999
● Schuyler	3,781
● Steuben	26,211
● Tioga	10,007
● Tompkins	16,844

Pennsylvania

● Bradford	13,588
● Sullivan	1,473
● Susquehanna	8,266
● Tioga	8,877
● Wayne	6,840
● Wyoming	4,207

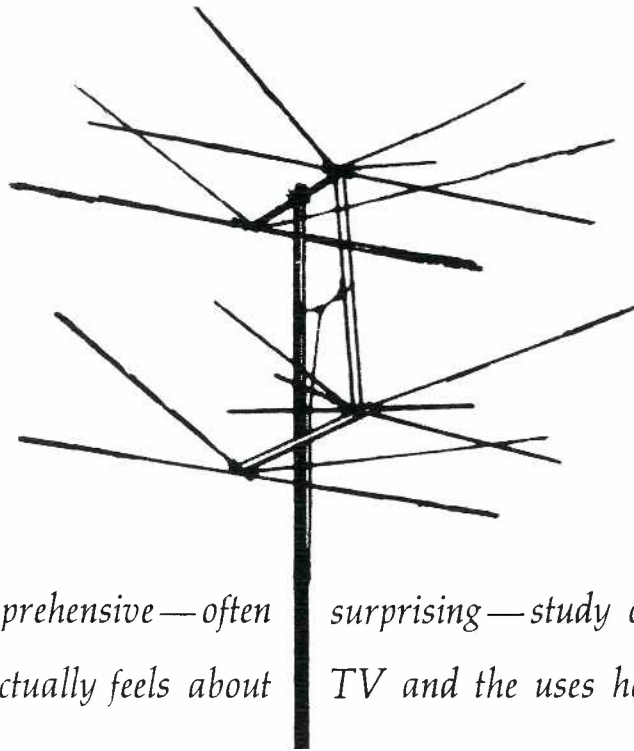
Rates:

	MARKET 82	MARKETS 1-82
Daytime 60s	\$100	\$11,049
Prime 20s	\$225	\$28,777
● Late-Night 60s	\$150	\$12,419

● County included in market coverage of two or more television markets.

■ Major facility change in market subsequent to latest county survey measurement date.

* Market combination differs from that in television markets listing, Telestat, this issue.



The first comprehensive—often surprising—study of how the American viewer actually feels about TV and the uses he makes of it

THE PEOPLE LOOK AT TELEVISION

A Study of Audience Attitudes

by GARY A. STEINER

How has television affected the American home? What do viewers think about this extraordinary medium of communication? And—perhaps most important of all—how do their opinions about television relate to their viewing habits?

The present study is the first comprehensive and definitive effort to provide some factual and objective information on these and other issues, by examining and reporting how Americans use the medium and what they think about it. It is based on one of the most thorough national surveys ever undertaken. Conducted at the Bureau of Applied Social Research of Columbia University, the survey employs the most advanced techniques of modern social research.

Are Americans generally satisfied or dissatisfied with the programs they see on television? What about the present ratio of entertainment to information? Do they watch selec-

tively and, if so, what do they select? How do they feel about the amount of time they spend in front of the set? What are their concerns about their children's viewing?

These are some of the provocative and fascinating areas of opinion and behavior that are illuminated by Dr. Gary A. Steiner in this study. It provides a factual platform from which the great debate about television must subsequently go forward . . . and it is important, and absorbing, reading not only for social scientists and the broadcasting community but for the general public.

With a Foreword by BERNARD BERELSON, former director, and an Afterword by PAUL F. LAZARSFELD, founder and currently associate director; Bureau of Applied Social Research, Columbia University

\$7.95 at better bookstores everywhere

ALFRED · A · KNOFF

Publisher of Borzoi Books



501 Madison Avenue, New York 22, New York

■ 83: Columbia, S. C.

Total TV Homes 227,900

COUNTIES VHF HOMES

South Carolina

•Aikeo	20,847
•Allendale	1,973
•Bamberg	3,205
•Barnwell	3,495
•Calhoun	2,282
•Chester	6,780
•Chesterfield	6,611
•Clarendon	4,831
•Darlington	10,472
•Dillon	5,160
•Edgefield	3,188
•Fairfield	3,729
•Florence	17,098
•Kershaw	6,838
•Lancaster	8,273
•Lee	3,626
•Lexington	13,416
•Marion	6,320
•Marlboro	5,317
•Newberry	6,699
•Orangeburg	12,782
•Richland	43,889
•Saluda	2,922
•Sumter	15,172
•Union	6,642
•Williamsburg	6,311

Rates:

	MARKET 83	MARKETS 1-83
Daytime 60s	\$ 70	\$11,119
Prime 20s	\$150	\$28,927
Late-Night 60s	\$ 70	\$12,489

84: Sioux Falls, S. D.

Total TV Homes 224,700

COUNTIES VHF HOMES

Iowa

Clay	5,104
Dickinson	3,549
•Emmet	3,774
Lyon	3,547
O'Brien	5,153
Osceola	2,615
Sioux	6,750

Minnesota

Big Stone	2,317
Chippewa	4,317
•Cottwood	3,792
•Jackson	3,615
Lac Qui Parle	3,252
Lincoln	2,208
•Lyon	5,361
Murray	3,543
Nobles	5,855
Pipestone	3,665
Rock	2,992
Stevens	2,447
Traverse	1,813
•Yellow Med	3,953

Nebraska

Boyd	1,046
Brown	1,083
Cherry	1,922
•Holt	3,113
Keya Paha	407
Knox	3,235
Rock	579

South Dakota

Aurora	1,243
Beadle	5,800

Bon Homme	2,218
Brookings	4,640
Brown	8,424
Brule	1,589
Buffalo	284
Charles Mix	2,386
Clark	1,852
Clay	2,336
Codington	5,109
Davison	4,310
Day	2,558
Deuel	1,405
Dewey	947
Douglas	1,049
Edmunds	1,341
Faulk	1,067
Grant	2,326
Gregory	1,879
Haakon	823
Hamlin	1,548
Hand	1,542
Hanson	1,117
Hughes	3,760
Hutchinson	2,610
Hyde	615
Jackson	457
Jerauld	1,021
Jones	445
Kingsbury	2,351
Lake	3,052
Lincoln	3,192
Lyman	1,027
McCook	1,963
McPherson	1,123
Marshall	1,638
Mellette	491
Miner	1,357
Minnehaha	24,099
Moody	2,036
Potter	1,097
Roberts	2,968
Sanborn	1,115
Spink	2,756
Stanley	1,178
Sully	555
Todd	780
Tripp	2,108
Turner	3,044
Union	2,850
Walworth	1,753
Yankton	3,957
Ziebach	494

Rates:

	MARKET 84	MARKETS 1-84
Daytime 60s	\$ 65	\$11,184
Prime 20s	\$162	\$29,089
Late-Night 60s	\$ 40	\$12,529

■ 85: Greenville Washington, N. C.

Total TV Homes 218,300

COUNTIES VHF HOMES

North Carolina

Beaufort	8,163
•Bertie	4,677
Carteret	6,582
•Chowan	2,379
Craven	13,419
•Duplin	8,160
•Edgecombe	12,338
•Franklin	5,700
•Greene	2,881
•Halifax	11,571
•Hertford	4,422
Hyde	1,195
•Johnston	13,517
Jones	2,056

•Lenoir	12,212
•Martin	5,671
•Nash	12,293
•Northampton	4,693
Onslow	17,451
Pamlico	2,043
•Pender	3,752
Pitt	14,896
•Sampson	9,479
•Tyrrell	952
•Warren	3,714
•Washington	2,701
•Wayne	18,589
•Wilson	12,806

Rates:

	MARKET 85	MARKETS 1-85
Daytime 60s	\$ 75	\$11,259
Prime 20s	\$100	\$29,189
Late-Night 60s	\$ 50	\$12,579

86: Evansville, Ind. Henderson, Ky.

Total TV Homes 217,400

COUNTIES VHF HOMES

Illinois

•Clay	4,220
•Crawford	6,129
Edwards	2,141
•Gallatin	2,007
•Hamilton	2,533
•Hardin	1,477
•Jasper	2,799
•Lawrence	4,902
•Richland	4,144
Wabash	3,801
•Wayne	4,615
•White	5,399

Indiana

•Crawford	2,025
•Daviess	6,549
•Dubois	6,601
Gibson	8,108
Knox	11,324
•Martin	2,227
•Orange	4,137
•Perry	4,013
•Pike	3,415
Posey	5,096
•Spencer	3,581
Vanderburgh	46,181
Warrick	6,022

Kentucky

•Breckinridge	3,042
•Crittenden	1,568
Daviess	18,350
•Grayson	3,135
•Hancock	1,101
Henderson	8,523
•Hopkins	9,007
•McLean	1,977
•Muhlenberg	6,327
Ohio	3,930
Union	3,478
Webster	3,513

Rates:

	MARKET 86	MARKETS 1-86
Daytime 60s	\$ 49	\$11,308
Prime 20s	\$125	\$29,314
Late-Night 60s	\$ 49	\$12,628

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 □ Market combination differs from that in television markets listing, Telestatus, this issue.

the only thing in North
Carolina higher than
the witn-tv tower is
the business it created.

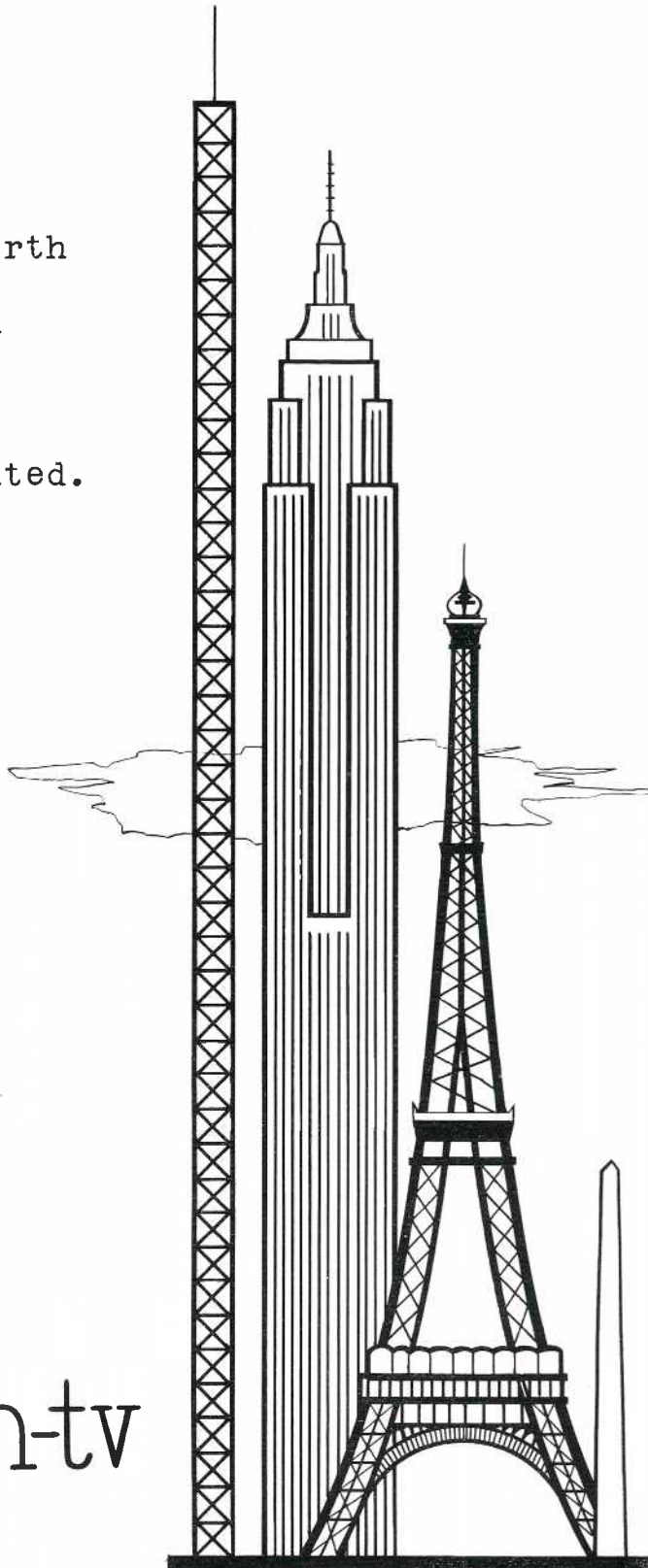
There you go, always trying to top us.
We at WITN-TV spent \$750 thousand
for our new **High and Mighty** tower
and complete new transmitting plant.
We went up 1,523 feet over Eastern
North Carolina with the state's tallest
structure.

You advertisers and agencies had
to do us one better. You sent our
national spot billings up over 50 per-
cent in 1962, all because our new
tower and plant jumped the channel
7 audience all over witnland.

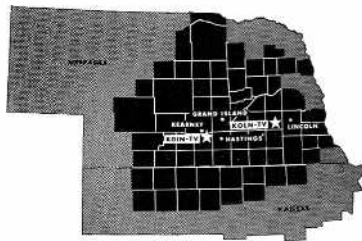
Thanks.



EXCLUSIVE FULL-TIME NBC-TV FOR EASTERN NORTH CAROLINA /
REPRESENTED NATIONALLY BY VENARD, TORBEY & MCCONNELL, INC. /
IN SOUTHEAST BY JAMES S. AYERS CO., INC.



**YOU'RE ONLY
HALF-COVERED**



**... covering a bigger,
better Lincoln-Land**

A good turn . . . in fact, the best turn in Nebraska these days is to the state's other big TV market, now rated among the most important in the nation.

Lincoln-Land is now the 74th largest market in the nation*, based on the average number of homes per quarter hour delivered by all stations in the market. And the Lincoln-Land coverage you get with KOLN-TV/KGIN-TV (206,000 homes) is a must for any sales program directed to the major markets.

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

*ARB ranking

**AVERAGE HOMES DELIVERED
PER QUARTER HOUR**

(November, 1962 ARB — 6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	60,500
OMAHA "A"	57,900
OMAHA "B"	55,000
OMAHA "C"	52,800
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	19,200

*Lincoln-Hastings-Kearney

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

KGIN-TV
CHANNEL 11 • 316,000 WATTS • 1069 FT. TOWER

COVERS LINCOLN LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

TOP 100 TELEVISION MARKETS *continued*

87: Rockford, Ill.

Total TV Homes 210,600

COUNTIES	VHF HOMES
Illinois	
• Boone	5,599
• Carroll	5,494
• De Kalb	14,128
• Jo Daviess	5,652
• Lee	9,342
• McHenry	25,957
• Ogle	10,917
• Stephenson	12,890
• Winnebago	63,372
Wisconsin	
• Green	6,548
• Lafayette	4,102
• Rock	31,729
• Walworth	14,894

Rates:

	MARKET 87	MARKETS 1-87
Daytime 60s	\$ 62	\$11,370
Prime 20s	\$120	\$29,434
Late-Night 60s	\$ 62	\$12,690

88: Chattanooga

Total TV Homes 209,800

COUNTIES	VHF HOMES
Alabama	
• De Kalb	9,071
• Jackson	6,991
Georgia	
• Catoosa	5,160
• Chattanooga	4,730
• Dade	1,648
• Fannin	2,715
• Floyd	17,795
• Gilmer	1,721
• Gordon	4,669
• Murray	2,016
• Townes	801
• Union	1,412
• Walker	11,999
• Whitfield	10,426
North Carolina	
• Cherokee	3,443
• Clay	1,151
• Graham	1,275
Tennessee	
• Bledsoe	1,171
• Bradley	10,042
• Cumberland	3,674
• Franklin	5,336
• Grundy	2,083
• Hamilton	62,540
• McMinn	8,091
• Marion	4,535
• Meigs	968
• Monroe	4,848
• Morgan	2,333
• Polk	2,577
• Rhea	3,292
• Roane	9,408
• Sequatchie	1,145
• Van Buren	699

Rates:

	MARKET 88	MARKETS 1-88
Daytime 60s	\$ 40	\$11,410
Prime 20s	\$105	\$29,539
Late-Night 60s	\$ 40	\$12,730

**89: Lincoln*
Kearney
Hastings
Hayes Center
North Platte**

Total TV Homes 208,000

COUNTIES	VHF HOMES
Kansas	
• Cloud	3,552
• Jewell	2,000
• Marshall	4,263
• Phillips	2,473
• Republic	2,702
• Smith	2,266
• Washington	2,984
Nebraska	
• Adams	8,023
• Antelope	2,443
• Blaine	269
• Boone	2,284
• Buffalo	6,847
• Butler	2,828
• Cass	4,966
• Clay	2,543
• Colfax	2,900
• Cumming	2,972
• Custer	4,216
• Dawson	5,419
• Fillmore	2,675
• Franklin	1,549
• Frontier	1,285
• Furnas	2,038
• Gage	6,936
• Garfield	679
• Gosper	665
• Greeley	1,102
• Hall	10,369
• Hamilton	2,514
• Harlan	1,410
• Holt	3,113
• Howard	1,672
• Jefferson	3,376
• Johnson	1,648
• Kearney	1,859
• Lancaster	46,168
• Loup	197
• Madison	6,710
• Merrick	2,256
• Nance	1,412
• Nuckolls	2,339
• Otoe	4,880
• Pawnee	1,331
• Phelps	2,775
• Platte	6,175
• Polk	2,048
• Saline	3,914
• Saunders	4,602
• Seward	3,170
• Stanton	1,344
• Thayer	2,340
• Valley	1,773
• Webster	1,665
• Wheeler	295
• York	3,813

Rates:

	MARKET 89	MARKETS 1-89
Daytime 60s	\$ 58	\$11,468
Prime 20s	\$140	\$29,679
Late-Night 60s	\$ 40	\$12,770

• County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

90: Augusta, Ga.

Total TV Homes 201,500

COUNTIES VHF HOMES

Georgia	
• Appling	2,207
Bulloch	5,593
Burke	3,966
Candler	1,463
Columbia	3,112
• Elbert	4,057
Emanuel	3,714
Evans	1,628
Glascok	561
• Greene	2,111
• Hancock	1,720
• Jeff Davis	1,459
Jefferson	3,336
Jenkins	1,944
Johnson	1,573
Laurens	6,878
Lincoln	1,130
McDuffie	2,860
Montgomery	1,098
• Ogelthorpe	1,478
Richmond	32,732
Screven	3,081
• Taliaferro	664
Tattnall	2,762
Telfair	2,269
Toombs	3,422
Treutlen	1,107
Warren	1,323
Washington	3,486
Wheeler	856
• Wilkes	2,326

South Carolina	
• Abbeville	4,606
• Aiken	20,847
• Allendale	1,973
• Bamberg	3,205
• Barnwell	3,495
• Calhoun	2,282
• Edgefield	3,188
• Fairfield	3,729
• Greenwood	11,566
Hampton	3,302
• Lexington	13,416
McCormick	1,551
• Newberry	6,699
• Orangeburg	12,782
• Saluda	2,922

Rates: MARKET 90 MARKETS 1-90

Daytime 60s	\$ 37	\$11,505
Prime 20s	\$ 90	\$29,769
Late-Night 60s	\$ 32	\$12,802

91: Fresno, Calif.

Total TV Homes 195,000

COUNTIES VHF HOMES

California	
Fresno	104,994
Kings	11,727
Madera	9,109
Mariposa	1,311
• Merced	10,144
• Stanislaus	18,997
Tulare	38,687

Rates: MARKET 91 MARKETS 1-91

Daytime 60s	\$100	\$11,605
Prime 20s	\$180	\$29,949
Late-Night 60s	\$100	\$12,902

92: Bristol, Va. Johnson City, Tenn. Kingsport, Tenn.

Total TV Homes 190,300

COUNTIES VHF HOMES

Kentucky	
• Harlan	9,222
• Knott	2,361
• Leslie	1,328
• Letcher	4,595
• Perry	5,203
• Pike	11,692

North Carolina	
• Ashe	4,353
• Avery	2,315
• Watauga	3,752
• Yancey	2,820

Tennessee	
Carter	9,101
• Cocke	4,726
• Greene	8,461
• Hamblen	8,144
• Hancock	1,265
Hawkins	6,310
• Johnson	2,089
Sullivan	28,575
• Unicoi	3,408
• Washington	15,055

Virginia	
• Buchanan	6,376
• Dickenson	3,804
• Lee	5,326
Russell	4,890
Scott	5,166
• Smyth	6,602
Washington	12,461
Wise	10,851

Rates: MARKET 92 MARKETS 1-92

Daytime 60s	\$38	\$11,643
Prime 20s	\$80	\$30,029
Late-Night 60s	\$24	\$12,926

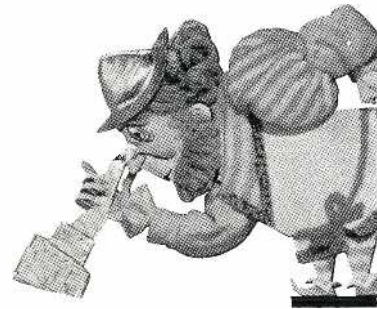
93: Columbus, Ga.

Total TV Homes 186,900

COUNTIES VHF HOMES

Alabama	
Barbour	4,762
Bullock	2,289
• Chambers	7,024
Dale	6,150
Elmore	5,716
Henry	2,958
Lee	9,764
Macon	4,321
Pike	5,014
• Randolph	4,077
Russell	9,400
Tallapoosa	7,494

Georgia	
• Calhoun	1,437
Chattahoochee	1,087
Clay	863
Crisp	3,994
Dooley	2,269
• Dougherty	19,647
• Harris	1,930
Lee	1,095
Macon	2,300



FOR GREATER
COVERAGE AND
VALUE FROM
YOUR TV \$\$

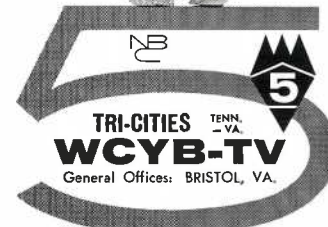
LOOK
AT TRI-CITIES

92nd

TELEVISION MARKET
IN THE U.S.A.

19th

LARGEST METRO AREA
MARKET IN THE SOUTHEAST



Represented by The Meeker Co.
In the Southeast by James S. Ayers Co.

Marion	1,024
•Meriwether	3,784
Muscogee	40,762
•Peach	2,827
Quitman	430
Randolph	2,206
Schley	639
Stewart	1,333
Sumter	5,247
•Talbot	1,317
•Taylor	1,640
Terrell	2,383
•Troup	11,542
•Turner	1,800
•Upson	5,769
Webster	572

Rates:	MARKET 93	MARKETS 1-93
Daytime 60s	\$40	\$11,683
Prime 20s	\$80	\$30,109
Late-Night 60s	\$30	\$12,956

94: Tallahassee, Fla. Thomasville, Ga.

Total TV Homes 184,000

COUNTIES	VHF HOMES
Alabama	
Houston	11,562
Florida	
•Bay	17,402
Calhoun	1,504
•Dixie	1,056
Franklin	1,635
Gadsden	6,898
•Gulf	2,537
•Hamilton	1,564
Holmes	2,253
Jackson	7,724
Jefferson	1,970
•Lafayette	602
Leon	17,556
Liberty	629
•Madison	3,056
•Swanee	3,427
•Taylor	3,135
Wakulla	1,132
Washington	2,167

Georgia	
•Atkinson	989
Baker	825
Berrien	2,349
Brooks	2,926
•Calhoun	1,437
•Clinch	1,334
•Coffee	4,471
Colquitt	7,351
Cook	2,395
Decatur	5,529
•Dougherty	19,647
Early	2,624
•Echols	386
Grady	3,810
Irwin	1,716
•Jeff Davis	1,459
•Lanier	997
•Lowndes	11,854
Miller	1,318
Mitchell	3,855
Seminole	1,469
Thomas	7,775
Tift	4,858
•Turner	1,800
Worth	3,005

Rates:	MARKET 94	MARKETS 1-94
Daytime 60s	\$ 40	\$11,723
Prime 20s	\$125	\$30,234
Late-Night 60s	\$ 25	\$12,981

95: Terre Haute, Ind.

Total TV Homes 183,900

COUNTIES	VHF HOMES
Illinois	
•Clark	4,710
•Clay	4,220
•Coles	12,382
•Crawford	6,129
•Cumberland	2,358
•Edgar	6,670
•Effingham	5,740
•Jasper	2,799
•Lawrence	4,902
•Richland	4,144
•Vermillion	26,991

Indiana	
•Clay	6,957
•Daviss	6,549
•Fountain	5,335
•Greene	7,625
•Knox	11,324
•Martin	2,227
•Owen	2,898
•Parke	4,192
•Pike	3,415
•Putnam	5,957
•Sullivan	6,307
•Vermillion	5,100
•Vigo	32,889
•Warren	2,121

Rates:	MARKET 95	MARKETS 1-95
Daytime 60s	\$ 75	\$11,798
Prime 20s	\$150	\$30,384
Late-Night 60s	\$ 48	\$13,029

96: Austin, Minn.*

Rochester, Minn.
Mason City, Iowa

Total TV Homes 182,100

COUNTIES	VHF HOMES
Iowa	
•Butler	4,731
Cerro Gordo	14,302
•Chickasaw	3,626
•Emmet	3,774
•Floyd	5,834
•Franklin	4,348
•Hancock	3,826
•Howard	3,388
•Humboldt	2,972
•Kossuth	6,181
•Mitchell	3,864
•Palo Alto	3,756
•Pocahontas	3,774
•Winnebago	2,998
•Winneshiek	4,943

Worth	2,804
•Wright	5,372

Minnesota	
•Blue Earth	11,727
•Dodge	3,460
Faribault	6,125
Fillmore	6,109
Freeborn	10,306
•Jackson	3,615
•Martin	7,741
Mower	13,563
•Olmsted	18,161
•Steele	6,812
•Waseca	4,002
•Winona	10,252

Rates:	MARKET 96	MARKETS 1-96
Daytime 60s	\$60	\$11,858
Prime 20s	\$75	\$30,459
Late-Night 60s	\$40	\$13,069

97: Springfield, Mass. Holyoke, Mass.

Total TV Homes 181,100

COUNTIES	VHF HOMES
Connecticut	
•Tolland	15,756
Massachusetts	
•Franklin	14,000
•Hampden	125,140
•Hampshire	26,213

Rates:	MARKET 97	MARKETS 1-97
Daytime 60s	\$ 70	\$11,928
Prime 20s	\$154	\$30,613
Late-Night 60s	\$ 99	\$13,168

98: Youngstown, Ohio

Total TV Homes 175,900

COUNTIES	VHF HOMES
Ohio	
•Columbiana	1,437
•Mahoning	83,576
•Trumbull	41,372

Pennsylvania	
•Lawrence	20,830
•Mercer	24,689
CATV	4,000

Rates:	MARKET 98	MARKETS 1-98
Daytime 60s	\$ 50	\$11,978
Prime 20s	\$100	\$30,713
Late-Night 60s	\$ 50	\$13,218

* County included in market coverage of two or more television markets.
 ■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

99: Erie, Pa.

Total TV Homes 172,800

COUNTIES	VHF HOMES
New York	
• Chautauqua	42,055
Ohio	
• Ashtabula	24,133
Pennsylvania	
• Crawford	19,426
• Erie	71,646
• Warren	11,298
CATV	4,200

Rates:	MARKET 99	MARKETS 1-99
Daytime 60s	\$ 60	\$12,038
Prime 20s	\$160	\$30,873
Late-Night 60s	\$145	\$13,363

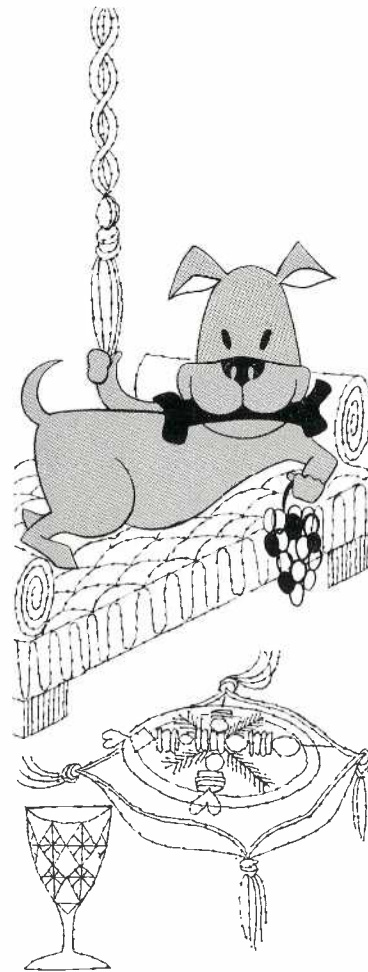
100: Monroe, La. El Dorado, Ark.

Total TV Homes 169,100

COUNTIES	VHF HOMES
Arkansas	
Ashley	5,370
• Bradley	3,046
• Calhoun	1,323
• Chicot	4,253
• Cleveland	1,450
• Columbia	6,646
• Dallas	2,298
• Desha	4,427
• Drew	3,359
• Ouachita	7,456
Union	12,545
Louisiana	
• Bienville	3,882
• Caldwell	1,872
• Catahoula	2,200
• Claiborne	4,388
• East Carroll	2,598
• Franklin	4,651
• Jackson	3,985
• Lincoln	6,126
• Madison	3,135
• Morehouse	7,541
• Ouachita	26,803
• Richland	4,732
• Union	3,773
• West Carroll	2,915
• Winn	3,756
Mississippi	
• Bolivar	9,463
• Issaquena	735
• Sunflower	8,420
• Washington	15,947

Rates:	MARKET 100	MARKETS 1-100
Daytime 60s	\$42	\$12,080
Prime 20s	\$90	\$30,963
Late-Night 60s	\$24	\$13,387

- County included in market coverage of two or more television markets.
- Major facility change in market subsequent to latest county survey measurement date.
- * Market combination differs from that in television markets listing, Teletatus, this issue.



OLD FAITHFUL: Even man's best friend gets to know us pretty well, because the family he lives with spends a lot of time tuned in. Metro share in prime time is 91%, and homes delivered top those of any station sharing the other 9%. *ARB, Nov.-Dec., 1962*) Your big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES





TELESTATUS

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

MARCH TELEVISION HOMES

TV HOMES in each market are derived in part from TELEVISION MAGAZINE's county-by-county projections of television penetration and the measurement of total households made by the Bureau of the Census in 1960, plus various industry interim reports.

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

Other factors, however, may well rule out any incidence of viewing despite the quality of the signal. Network affiliations, programming and the number of stations in the service area must all be taken into consideration. The influence of these factors is reflected in the various industry audience measurement surveys made on a county-by-county basis which are accepted by the magazine for determination of viewing levels in individual television markets.

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

Penetration figures in markets with both VHF and UHF facilities refer to VHF only.

The television penetration potential varies by sections of the country. Many areas in New England have achieved a saturation level above 90%. Other areas—sections of the South, for example—have reached a rather lower plateau.

Future increases from either level can be expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

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

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

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

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

Copyright 1963 Television Magazine Corp.

MARCH 1963

TOTAL U.S. TV HOMES.....50,520,000
 TOTAL U.S. HOUSEHOLDS.....55,500,000
 U.S. TV PENETRATION.....91%

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.—83 KXAB-TV (N,C,A)	25,500
ABILENE, Tex.—86 KRBC-TV (N) (KRBC-TV operates satellite KACB-TV, San Angelo, Tex.)	**81,400
ADA, Okla.—82 KTEN (A,C,N)	83,300
AGANA, Guam KUAM-TV (C,N,A)	††
AKRON, Ohio—45 WAKR-TV† (A)	†71,500
ALBANY, Ga.—80 WALB-TV (A,N)	163,600
ALBANY-SCHENECTADY-TROY, N.Y.—93 WTEN (C); WAST (A); WRGB (N) (WTEN operates satellite WCDC, Adams, Mass.)	**426,700
ALBUQUERQUE, N.M.—84 KCGM-TV (C); KOAT-TV (A); KOB-TV (N)	165,200
ALEXANDRIA, La.—80 KALB-TV (A,C,N)	107,200
ALEXANDRIA, Minn.—81 KCMT (N,A)	103,800
ALPINE, Tex. KVLFF-TV (A)	†††
ALTOONA, Pa.—89 WFBG-TV (A,C)	308,800
AMARILLO, Tex.—88 KFDA-TV (C); KGNC-TV (N); KVII-TV (A)	122,900
AMES, Iowa—91 WOI-TV (A)	285,900
ANCHORAGE, Alaska—93 KENI-TV (A,N); KTVA (C)	23,000
ANDERSON, S.C. WAIM-TV (A,C)	††
ARDMORE, Okla.—81 KXII (N)	78,000
ASHEVILLE, N.C., GREENVILLE- SPARTANBURG, S.C.—85 WISE-TV† (C,N); WLOS-TV (A); WFBC-TV (N); WSPA-TV (C)	446,900 ††
ATLANTA, Ga.—88 WAGA-TV (C); WAII-TV (A); WSB-TV (N)	593,200
AUGUSTA, Ga.—82 WJBF-TV (A,N); WRDW-TV (C)	201,500
AUSTIN, Minn.—89 KMMT (A)	182,100
AUSTIN, Tex.—84 KTBC-TV (A,C,N)	145,400
BAKERSFIELD, Calif.—93 KBAK-TV† (C); KERO-TV (N); KLYD-TV† (A)	142,400 †68,400
BALTIMORE, Md.—93 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	778,400
BANGOR, Me.—88 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes)	102,200
BATON ROUGE, La.—85 WAFB-TV (C,A); WBRZ (N,A)	290,800
BAY CITY-SAGINAW-FLINT, Mich.—93 WNEM-TV (N); WKNX-TV† (C); WJRT (A)	396,100 †61,400
BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A)	166,900

Market & Stations—% Penetration	TV Homes
BELLINGHAM, Wash.—89 KVOS-TV (C)	*49,100
BIG SPRING, Tex.—87 KWAB-TV (A,C)	20,700
BILLINGS, Mont.—83 KOOK-TV (A,C); KGHL-TV (N)	60,200
BILOXI, Miss. WLOX-TV (A)	†††
BINGHAMTON, N.Y.—90 WNBF-TV (C); WINR-TV† (N); WBJA-TV† (A)	235,900 †49,400
BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C)	441,700
BISMARCK, N.D.—83 KXMB-TV (A,C); KFYZ-TV (N,A) KFYZ-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.)	**46,700
BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.)	670,100
BLUEFIELD, W. Va.—82 WHIS-TV (N,A)	139,000
BOISE, Idaho—88 KBOI-TV (C); KTVB (A,N)	81,800
BOSTON, Mass.—94 WBZ-TV (N); WNAC-TV (A,C); WHDH-TV (C,N)	1,812,300
BOWLING GREEN, Ky. WLTW	†††
BRISTOL, Va.—JOHNSON CITY- KINGSFORT, Tenn.—78 WCYB-TV (A,N); WJHL-TV (A,C)	190,300
BRYAN, Tex.—80 KBTX-TV (A,C)	45,200
BUFFALO, N.Y.—94 WBEN-TV (C); WGR-TV (N); WKBW-TV (A)	*582,600
BURLINGTON, Vt.—88 WCAX-TV (C)	*162,300
BUTTE, Mont.—82 KXLF-TV (A,C,N)	55,500
CADILLAC, Mich.—88 WWTV (A,C) Operates satellite WWUP-TV, Sault Ste. Marie, Mich.)	**115,600
CAGUAS, P.R. WKBM-TV	††
CAPE GIRARDEAU, Mo.—80 KFVS-TV (C)	238,900

Market & Stations—% Penetration	TV Homes
CARLSBAD, N. M.—87 KAVE-TV (A,C)	12,900
CARTHAGE-WATERTOWN, N.Y.—91 WCNY-TV (A,C) (Includes CATV Homes)	*92,000
CASPER, Wyo.—83 KTWO-TV (A,N,C)	43,900
CEDAR RAPIDS-WATERLOO, Iowa—91 KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	306,700
CHAMPAIGN, Ill.—89 WCIA (C); WCHU† (N)† (†See Springfield listing)	327,700
CHARLESTON, S.C.—82 WCSC-TV (C); WUSN-TV (A); WCIV-TV (N)	143,400
CHARLESTON-HUNTINGTON, W. Va.—83 WCSC-TV (C); WUSN-TV (A); WCIV-TV (N)	428,000
CHARLOTTE, N.C.—86 WBTV (C,A); WSOC-TV (N,A)	610,900
CHATTANOOGA, Tenn.—83 WDEF-TV (A,C); WRCB-TV (N); WTVC (A)	209,800
CHEBOYGAN, Mich.—85 WTOM-TV (N,A) (See also Traverse City)	36,500
CHEYENNE, Wyo.—85 KFBC-TV (A,C,N) Operates satellite KSTF, Scottsbluff, Neb.)	**90,100
CHICAGO, Ill.—95 WBBM-TV (C); WKBK (A); WGN-TV; WNBQ (N)	2,304,100
CHICO, Calif.—87 KHSL-TV (A,C)	129,300
CINCINNATI, Ohio—91 WCPO-TV (C); WKRC-TV (A); WLWT (N)	754,400
CLARKSBURG, W. Va.—85 WBOY-TV (A,C,N)	95,000
CLEVELAND, Ohio—94 WEWS (A); KYW-TV (N); WJW-TV (C)	1,303,300
CLOVIS, N.M.—83 KICA-TV (A,C)	19,800

■ Major facility change in market subsequent to latest county survey measurement date.
 • Market's coverage area being re-evaluated.
 † U.H.F.
 †† Incomplete data.
 ††† New station; coverage study not completed.
 * U.S. Coverage only.
 ** Includes circulation of satellite (or booster).
 *** Does not include circulation of satellite.

Please send me TELEVISION MAGAZINE every month

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group } \$3.00 each for ten or more
 Rates } \$3.50 each for five or more

Bill Co.
 Bill Me

Add 50¢ per year for Canada, \$1.00 for foreign

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to Home

Address _____

PUBLISHED BY TELEVISION MAGAZINE CORP. • 444 MADISON AVE., NEW YORK 22, N. Y.

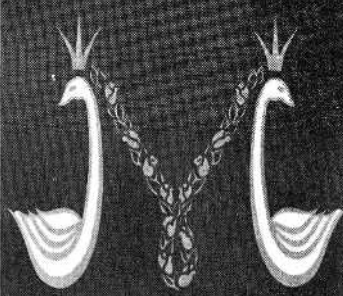
Market & Stations—% Penetration	TV Homes
COLORADO SPRINGS-PUEBLO, Colo.—87 KKTU (C); KRDO-TV (A); KOAA-TV (N)	98,700
COLUMBIA-JEFFERSON CITY, Mo.—84 KOMU-TV (A,N); KRCG-TV (A,C) (KRCG-TV operates satellite KMOS-TV, Sedalia, Mo.)	**129,900
COLUMBIA, S.C.—82 WIS-TV (N); WNOK-TV† (C); WCCA-TV† (A)	227,900 ■139,000
COLUMBUS, Ga.—80 WTVM (A,N); WRBL-TV (C)	■186,900
COLUMBUS, Miss.—79 WCBI-TV (C,N,A)	76,200
COLUMBUS, Ohio—92 WBNS-TV (C); WLWC (N); WTVN-TV (A)	485,700
COOS BAY, Ore.—79 KCBY-TV (N)	13,600
CORPUS CHRISTI, Tex.—87 KRIS-TV (N); KZTV (C,A)	111,600
DALLAS-FT. WORTH, Tex.—90 KRLD-TV (C); WFAA-TV (A); KTVT; WBAP-TV (N)	768,500
DAVENPORT, Iowa—ROCK ISLAND, Ill.—92 WOC-TV (N); WHBF-TV (A,C)	332,500
DAYTON, Ohio—93 WHIO-TV (C); WLWD (A,N)	504,800
DAYTONA BEACH-ORLANDO, Fla.—92 WESH-TV (N); WDBO-TV (C); WFTV (A)	331,100
DECATUR, Ala.—49 WMSL-TV† (C,N)	141,400
DECATUR, Ill.—83 WTVP† (A)	†126,400
DENVER, Colo.—91 KBTU (A); KLZ-TV (C); KOA-TV (N); KTUR	375,200

Market & Stations—% Penetration	TV Homes
DES MOINES, Iowa—91 KRNT-TV (C); WHO-TV (N)	267,400
DETROIT, Mich.—96 WJBL-TV (C); WWJ-TV (N); WXYZ (A)	*1,602,900
DICKINSON, N.D.—81 KDIX-TV (C)	18,500
DOTHAN, Ala.—78 WTVY (A,C)	114,400
DULUTH, Minn.—SUPERIOR, Wis.—88 KDAL-TV (C); WDSM-TV (A,N)	161,400
DURHAM-RALEIGH, N.C.—85 WTVD (C,N); WRAL-TV (A,N)	353,700
EAU CLAIRE, Wis.—86 WEAU-TV (A,C,N)	88,700
EL DORADO, Ark.—MONROE, La.—80 KTVE (A,N); KNOE-TV (A,C)	169,100
ELK CITY, Okla. KSWB-TV	†††
ELKHART-SOUTH BEND, Ind.—66 WSJV-TV† (A); WSBT-TV† (C); WNDU-TV† (N)	■143,600
EL PASO, Tex.—88 KELP-TV (A); KRQD-TV (C); KTSM-TV (N)	*109,300
ENID, Okla. (See Oklahoma City)	
ENSIGN, Kan.—83 KTVC (C)	37,400
EPHATA, Wash.—39 KBAS-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	†5,600
ERIE, Pa.—91 WICU-TV (A); WSFE-TV† (C,N) (Includes CATV Homes)	172,800 161,200
EUGENE, Ore.—88 KVAL-TV (N); KEZI-TV (A) (KVAL operates satellite KPIC-TV, Roseburg, Ore.)	**104,100
EUREKA, Calif.—86 KIEM-TV (A,C); KVIQ-TV (A,N)	55,100
EVANSVILLE, Ind.—HENDERSON, Ky.—83 WFIE-TV† (N); WTVW (A); WEHT-TV† (C)	217,400 †115,900
FAIRBANKS, Alaska—85 KFAR-TV (A,N); KTVF (C)	10,700
FARGO, N.D.—84 WDAY-TV (N); KXCO-TV (A) (See also Valley City, N.D.)	151,500
FLINT-BAY CITY-SAGINAW, Mich.—93 WJRT (A); WNEM (N); WKIX-TV† (C)	396,100 †61,400
FLORENCE, Ala.—70 WOWL-TV† (C,N,A)	†21,700
FLORENCE, S.C.—80 WBTW (A,C,N)	156,900
FT. DODGE, Iowa—64 KQTV† (N)	129,500
FT. MYERS, Fla.—91 WINK-TV (A,C)	34,600
FT. SMITH, Ark.—76 KFSA-TV (C,N,A)	68,300
FT. WAYNE, Ind.—80 WANE-TV† (C); WKJG-TV† (N); WPTA-TV† (A)	†168,500
FT. WORTH-DALLAS, Tex.—90 KTVT; WBAP-TV (N); KRLD-TV (C); WFAA-TV (A)	768,500
FRESNO, Calif.—73 KFRE-TV† (C); KJEO-TV† (A); KMJ-TV† (N); KAIL-TV†; KICU-TV† (Visalia)	■195,000
GLENDALE, Mont.—83 KXGN-TV (C,A)	3,900
GRAND FORKS, N.D.—88 KNOX-TV (A,N)	38,200
GRAND JUNCTION, Colo.—82 KREX-TV (A,C,N) (Operates satellite KREY-TV, Montrose, Colo.)	**28,300
GRAND RAPIDS-KALAMAZOO, Mich.—92 WOOD-TV (N); WKZO-TV (C); WZZM-TV (A)	■557,500

Market & Stations—% Penetration	TV Homes
GREAT FALLS, Mont.—85 KFBB-TV (A,C,N); KRTV (Includes CATV Homes)	57,400
GREENBAY, Wis.—90 WBAY-TV (C); WFRV (N); WLUK-TV (A)	312,100
GREENSBORO-WINSTON-SALEM, N.C.—87 WFMY-TV (A,C); WSJS-TV (N)	394,600
GREENVILLE-SPARTANBURG, S.C.—85 WFBC-TV (N); WSPA-TV (C); WLOS-TV (A); †† WISE-TV† (C,N)	446,900
GREENVILLE-WASHINGTON, N.C.—84 WNCT (A,C); WITN (N)	■218,300
GREENWOOD, Miss.—78 WABC-TV (C)	77,500
HANNIBAL, Mo.—QUINCY, Ill.—87 KHQA (C,A); WGEM-TV (A,C)	160,400
HARLINGEN-WESLACO, Tex.—81 KGBT-TV (A,C); KRQV-TV (A,N)	*70,600
HARRISBURG, Ill.—81 WSIL-TV (A) (WSIL-TV operates satellite KPCB-TV†, Poplar Bluff, Mo.)	**192,700
HARRISBURG, Pa.—83 WHP-TV† (C); WTPA† (A)	†129,600
HARRISONBURG, Va.—78 WSVA-TV (A,C,N)	69,000
HARTFORD-NEW HAVEN-NEW BRITAIN, Conn.—95 WTIC-TV (C); WNHC-TV (A); WHNB-TV† (N); WHCT†	727,700 †335,100
HASTINGS, Neb.—86 KHAS-TV (N)	103,400
HATTIESBURG, Miss.—87 WDAM-TV (A,N)	56,700
HAYS, Kan.—80 KAYS-TV (C) (Operates satellite KLOE-TV, Goodland, Kan.)	**60,500
HELENA, Mont.—85 KBLL-TV (C,N)	7,700
HENDERSON, Ky.—EVANSVILLE, Ind.—83 WEHT-TV† (C); WFIE-TV† (N); WTVW (A)	217,400 †115,900
HENDERSON-LAS VEGAS, Nev.—92 KORK-TV (N); KLAS-TV (C); KSHO-TV (A)	53,100
HOLYOKE-SPRINGFIELD, Mass.—91 WWLP† (N); WHYI-TV† (A,C) (WWLP operates satellite WRLP†, Greenfield, Mass.)	**181,100
HONOLULU, Hawaii—88 KGMB-TV (C); KONA-TV (N); KHVH-TV (A); KTRG-TV (Satellites: KHBC-TV, Hilo and KMAU-TV, Wailuku to KGMB-TV, KMVI-TV, Wailuku and KHJK-TV, Hilo to KHVH; KALA, Wailuku to KONA-TV.)	**142,900
HOT SPRINGS, Ark.—82 KFOY-TV	13,700
HOUSTON, Tex.—89 KPRC-TV (N); KTRK-TV (A); KHOU-TV (C)	516,600
HUNTINGTON-CHARLESTON, W. Va.—83 WHTN-TV (A); WSAZ-TV (N); WCHS-TV (C)	428,000
HUNTSVILLE, Ala.—43 WAFG-TV† (A)	†18,800
HUTCHINSON-WICHITA, Kan.—87 KTVH (C); KAKE-TV (A); KARD-TV (N) (KGLD-TV, Garden City, KCKT-TV, Great Bend, and KOMC-TV, Oberlin-McCook, satellites of KARD-TV.)	**351,900
IDAHO FALLS, Idaho—88 KID-TV (A,C); KIFI-TV (N)	65,200

■ Major facility change in market subsequent to latest county survey measurement date.
• Market's coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station; coverage study not completed.
‡ U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

DINING
at New York's elegant
MALMAISON
is a delightful experience



MALMAISON RESTAURANT

10 East 52nd St., New York
LUNCHEON... COCKTAILS... DINNER
At the piano: Jules Kuti, 5 to 11 P.M.
PLaza 1-0845 • Closed Sundays

Market & Stations—% Penetration	TV Homes
INDIANAPOLIS, Ind.—91 WFBM-TV (N); WISH-TV (C); WLWI (A) (See also Bloomington, Ind.)	692,500
JACKSON, Miss.—84 WJTV (C); WLBT (A,N)	■274,500
JACKSON, Tenn.—76 WDXI-TV (A,C)	64,200
JACKSONVILLE, Fla.—87 WJXT (C,A); WFGA-TV (N,A)	269,100
JEFFERSON CITY-COLUMBIA, Mo.—84 KRCC-TV (A,C); KOMU-TV (A,N) (KRCC-TV operates satellite KMOS-TV, Sedalia, Mo.)	**129,900
JOHNSON CITY-KINGSPOUR, Tenn.- BRISTOL, Va.—78 WJHL-TV (A,C); WCYB-TV (A,N)	190,300
JOHNSTOWN, Pa.—91 WARD-TV† (A,C); WJAC-TV (N,A)	579,000 ††
JOPLIN, Mo.-PITTSBURG, Kan.—82 KODE-TV (A,C); KOAM-TV (A,N)	144,500
JUNEAU, Alaska—69 KINY-TV (C)	2,300
KALAMAZOO-GRAND RAPIDS, Mich.—92 WKZO-TV (C); WOOD-TV (N); WZZM-TV (A)	■557,500
KANSAS CITY, Mo.—90 KCNO-TV (C); KMBC-TV (A); WDAF-TV (N)	612,200
KEARNEY, Neb.—86 KHOL-TV (A) (Operates satellite KHPL-TV, Hayes Center, Neb.)	**101,100
KLAMATH FALLS, Ore.—88 KOTI-TV (A,C,N)	26,900
KNOXVILLE, Tenn.—77 WATE-TV (N); WBIR-TV (C); WTVK† (A)	247,300 †43,800
LA CROSSE, Wis.—87 WKBT (A,C,N)	110,500
LAFAYETTE, La.—83 KLPY-TV (C); KATC (A) (Includes CATV Homes)	■120,200
LAKE CHARLES, La.—83 KPLC-TV (N)	104,500
LANCASTER-LEBANON, Pa.—89 WGAL-TV (N); WLYH-TV† (C)	570,900 †117,200
LANSING, Mich.—93 WJIM-TV (C,A); WILX-TV (N) (Onondaga)	369,000
LAREDO, Tex.—80 KGN5-TV (A,C,N)	14,500
LA SALLE, Ill. (See Peoria, Ill.)	
LAS VEGAS-HENDERSON, Nev.—92 KLAS-TV (C); KSHO-TV (A); KORK-TV (N)	53,100
LAWTON, Okla. (See Wichita Falls, Tex.)	
LEBANON, Pa. (See Lancaster, Pa.)	
LEWISTON, Idaho—86 KLEW-TV (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	20,600
LEXINGTON, Ky.—56 WLEX-TV† (N); WKYT† (A,C)	†72,000
LIMA, Ohio—68 WIMA-TV† (A,C,N)	†45,700
LINCOLN, Neb.—87 KOLN-TV (C) (Operates satellite KGIN-TV, Grand Island, Neb.)	**208,000
LITTLE ROCK, Ark.—80 KARK-TV (N); KTHV (C); KATV (A)	238,400
LOS ANGELES, Calif.—97 KABC-TV (A); KCOP; KHJ-TV; KTLA; KNXT (C); KNBC (N); KTTV; KMEX-TV†	3,069,600 †††
LOUISVILLE, Ky.—84 WAVE-TV (N); WHAS-TV (C); WLKY-TV† (A)	421,200 †††
LUBBOCK, Tex.—88 KCBD-TV (N); KLBK-TV (C,A)	122,800

Market & Stations—% Penetration	TV Homes
LUFKIN, Tex.—80 KTRE-TV (N,C,A)	58,800
LYNCHBURG, Va.—85 WLVA-TV (A)	174,400
MACON, Ga.—83 WMAZ-TV (A,C,N)	119,500
MADISON, Wis.—88 WISC-TV (C); WKOW-TV† (A); WMTV† (N)	249,800 †109,800
MANCHESTER, N. H.—90 WMUR-TV (A)	152,000
MANKATO, Minn.—85 KEYC-TV (C)	110,300
MARINETTE, Wis. (See Green Bay)	
MARION, Ind. WTAF-TV†	†††
MARQUETTE, Mich.—88 WLUC-TV (C,N,A)	60,200
MASON CITY, Iowa—89 KGLO-TV (C)	166,900
MAYAGUEZ, P. R. WORA-TV	††
MEDFORD, Ore.—89 KBES-TV (A,C); KMED-TV (N)	43,700
MEMPHIS, Tenn.—81 WHBQ-TV (A); WMCT (N); WREC-TV (C)	497,900
MERIDIAN, Miss.—82 WTOK-TV (A,C,N)	131,000
MESA-PHOENIX, Ariz.—89 KTAR-TV (N); KTVK (A); KPHO-TV; KOOL-TV (C)	253,100
MIAMI, Fla.—95 WCKT (N); WLBW-TV (A); WTVJ (C)	657,400

Market & Stations—% Penetration	TV Homes
MIDLAND-ODESSA, Tex.—91 KMID-TV (A,N); KOSA-TV (C); KDCD-TV†	107,200 ††
MILWAUKEE, Wis.—95 WISN-TV (C); WITI-TV (A); WTMJ-TV (N); WUHF-TV†	647,900 †171,800
MINNEAPOLIS-ST. PAUL, Minn.—92 KMSP-TV (A); KSTP-TV (N); WCCO-TV (C); WTCN-TV	754,000
MINOT, N. D.—82 KXMC-TV (A,C); KMOT-TV (A,N)	*38,500
MISSOULA, Mont.—84 KMSO-TV (A,C)	57,900
MITCHELL, S. D.—84 KORN-TV (A,N)	31,500
MOBILE, Ala.—84 WALA-TV (N); WKRG-TV (C); WEAR-TV (A) (Pensacola)	281,100
MONAHANS, Tex.—88 KVKM-TV (A)	33,100
MONROE, La.-EL DORADO, Ark.—80 KNOE-TV (A,C); KTVF (A,N)	169,100
MONTEREY-SALINAS, Calif. (See Salinas)	
MONTGOMERY, Ala.—75 WCOV-TV† (C); WSFA-TV (N,A); WCCB-TV† (A)	165,800 †46,500

■ Major facility change in market subsequent to latest county survey measurement date.
• Market's coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.



WAVE-TV

gives you

28.8% more SHOPPERS

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.



LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville
All NBC, All Represented By THE KATZ AGENCY

Market & Stations—% Penetration	TV Homes
MUNCIE, Ind.—59 WLBC-TV† (A,C,N)	‡23,000
NASHVILLE, Tenn.—80 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	445,200
NEW HAVEN-NEW BRITAIN- HARTFORD, Conn.—95 WNHC-TV (A); WTIC-TV (C); WHNB-TV† (N); WHCT†	727,700 1,335,100
NEW ORLEANS, La.—89 WDSU-TV (N); WVUA-TV (A); WWL-TV (C)	436,900
NEW YORK, N. Y.—95 WABC-TV (A); WNEW-TV; WCBS-TV (C); WOR-TV; WPIX; WNBC-TV (N)	5,519,900
NORFOLK, Va.—86 WAVY (N); WTAR-TV (C); WVEC-TV (A)	313,600
NORTH PLATTE, Neb.—86 KNOP-TV (N)	26,100
OAK HILL, W. Va.—81 WOAY-TV (A,C)	89,500
OAKLAND-SAN FRANCISCO, Calif.—93 KTVU; KRON-TV (N); KPIX (C); KGO-TV (A)	1,410,000
ODESSA-MIDLAND, Tex.—91 KOSA-TV (C); KMID-TV (A,N); KDCD-TV†	107,200 ††
OKLAHOMA CITY, Okla.—88 KWTV (C); WKY-TV (N); KOCO-TV (A) (Enid)	349,300
OMAHA, Neb.—91 KMTV (N); WOW-TV (C); KETV (A)	324,600
ORLANDO-DAYTONA BEACH, Fla.—92 WDBO-TV (C); WFTV (A); WESH-TV (N)	331,100
OTTUMWA, Iowa—87 KTVO (C,N,A)	103,200
PADUCAH, Ky.—80 WPSD-TV (N)	‡193,100

Market & Stations—% Penetration	TV Homes
PANAMA CITY, Fla.—83 WJHG-TV (A,N)	‡29,500
PARKERSBURG, W. Va.—54 WTAP† (A,C,N)	‡22,600
PASCO, Wash.—57 KEPR-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	‡31,300
PEMBINA, N. D.—82 KCNZ-TV (A)	14,700
PEORIA, Ill.—77 WEEK-TV† (N); WMBD-TV† (C); WTVH† (A) (WEEK-TV† operates WEEQ-TV† La Salle, Ill.)	**‡168,600
PHILADELPHIA, Pa.—95 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N)	2,089,700
PHOENIX-MESA, Ariz.—89 KOOL-TV (C); KPHO-TV; KTVK (A); KTAR-TV (N)	253,100
PITTSBURG, Kan.—JOPLIN, Mo.—82 KOAM-TV (A,N); KODE-TV (A,C)	144,500
PITTSBURGH, Pa.—93 KDKA-TV (C); WHIC (N); WTAE (A)	1,248,900
PLATTSBURG, N. Y.—89 WPZT (A,N)	‡124,900
POLAND SPRING, Me.—90 WMTW-TV (A) (Mt. Washington, N.H.)	330,000
PONCE, P. R. WSUR-TV; WRJK-TV	††
PORT ARTHUR-BEAUMONT, Tex.—88 KBMT-TV (A); KPAC-TV (N); KFDM-TV (C)	166,900
PORTLAND, Me.—91 WSCH-TV (N); WGAN-TV (C)	230,400
PORTLAND, Ore.—91 KCW-TV (N); KOIN-TV (C); KPTV (A); KATU-TV	476,500
PRESQUE ISLE, Me.—87 WAGM-TV (A,C,N)	22,900
PROVIDENCE, R.I.—95 WJAR-TV (N); WPRO-TV (C); WTEV (A) (New Bedford, Mass.)	710,400
PUEBLO-COLORADO SPRINGS, Colo.—87 KOAA-TV (N); KKTV (C); KRDO-TV (A)	98,700
QUINCY, Ill.-HANNIBAL, Mo.—87 WGEM-TV (A,N); KHQA-TV (C,A)	160,400
RALEIGH-DURHAM, N.C.—85 WRAL-TV (A,N); WTVD (C,N)	353,700
RAPID CITY, S.D.—86 KOTA-TV (A,C); KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Neb.) (KRSD-TV operates satellite KDSJ-TV, Deadwood, S.D.)	**‡56,800
REDDING, Calif.—87 KVIP-TV (A,N)	83,400
RENO, Nev.—90 KOLO-TV (A,C); KCRL (N)	49,400
RICHLAND, Wash. KNDU-TV† (A) (Satellite of KNDO-TV†, Yakima, Wash.)	††
RICHMOND, Va.—87 WRVA-TV (A); WTVR (C); WXEX-TV (N) (Petersburg, Va.)	301,700
RIVERTON, Wyo.—83 KWRB-TV (C,N,A)	12,700
ROANOKE, Va.—85 WDBJ-TV (C); WSLV-TV (A,N)	325,600
ROCHESTER, Minn.—89 KROC-TV (N)	145,800
ROCHESTER, N.Y.—94 WROC-TV (N); WHEC-TV (C); WOKR (A)	329,800
ROCKFORD, Ill.—92 WREX-TV (A,C); WTVQ† (N)	210,600 †106,100
ROCK ISLAND, Ill.-DAVENPORT, Iowa—92 WHBF-TV (A,C); WOC-TV (N)	332,500

Market & Stations—% Penetration	TV Homes
ROME-UTICA, N.Y. (See Utica)	
ROSWELL, N.M.—88 KSWB-TV (A,C,N)	‡15,400
SACRAMENTO-STOCKTON, Calif.—93 KXTV (C); KCRA-TV (N); KOVR (A)	597,300
SAGINAW-BAY CITY-FLINT, Mich.—93 WKNS-TV† (C); WNEM-TV (N); WJRT (A)	396,100 ‡61,400
ST. JOSEPH, Mo.—85 KFEQ-TV (C,A)	143,500
ST. LOUIS, Mo.—91 KSD-TV (N); KTVI (A); KMOX-TV (C); KPLR-TV	843,300
ST. PAUL-MNNEAPOLIS, Minn.—92 WTCN-TV; WCCO-TV (C); KSTP (N); KMSP-TV (A)	754,000
ST. PETERSBURG-TAMPA, Fla.—92 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	477,000 ‡297,300
ST. THOMAS, V.I. WBNB-TV (C,N,A)	††
SALINA, Kan. KSLN-TV† (A)	†††
SALINAS-MONTEREY, Calif.—89 KSBW-TV (A,C,N) (See also San Jose, Calif.) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo)	**‡330,600
SALISBURY, Md.—68 WBOC-TV† (A,C)	134,200
SALT LAKE CITY, Utah—91 KSL-TV (C); WFLA-TV (A); KUTV (N)	266,900
SAN ANGELO, Tex.—84 KCTV (A,C,N)	29,400
SAN ANTONIO, Tex.—86 KENS-TV (C); KONO (A); WOAI-TV (N); KWEX-TV†	‡345,800 ††
SAN BERNARDINO, Calif. KCHU-TV†	†††
SAN DIEGO, Calif.—98 KFMB-TV (C); KOCC-TV (N); XETV (A) (Tijuana)	*‡37,800
SAN FRANCISCO-OAKLAND, Calif.—93 KGO-TV (A); KPIX (C); KRON-TV (N); KTVU	1,410,000
SAN JOSE, Calif.—95 KNTV (A,C,N) (See also Salinas-Monterey, Calif.)	321,300
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Calif. (See Salinas-Monterey)	
SANTA BARBARA, Calif.—90 KEYT (A,C,N)	76,900
SAVANNAH, Ga.—84 WSAV-TV (N,A); WTOG-TV (C,A)	118,200
SCHENECTADY-ALBANY-TROY, N.Y.—93 WRCB (N); WTEN (C); WAST (A) (WTEN operates satellite WDCD, Adams, Mass.)	**‡426,700
SCRANTON-WILKES-BARRE, Pa.—81 WDAU† (C); WBRE-TV† (N); WNEP-TV† (A) (Includes CATV Homes)	‡292,700
SEATTLE-TACOMA, Wash.—93 KING-TV (N); KOMO-TV (A); KTNT-TV; KTVW-TV; KIRO-TV (C)	*‡595,600
SELMA, Ala.—74 WSLA-TV	13,800
SHREVEPORT, La.—84 KSLA (C); KTBS-TV (A); KTAL-TV (N) (Texarkana, Tex.)	‡298,300

■ Major facility change in market subsequent to latest county survey measurement date.
 ● Market's coverage area being re-evaluated.
 † U.H.F.
 †† Incomplete data.
 ††† New station; coverage study not completed.
 * U.S. Coverage only.
 ** Includes circulation of satellite (or booster).
 *** Does not include circulation of satellite.

*** MEET
TELEVISION
MAGAZINE'S
NEW
23rd
MARKET
* WRITE FOR!
NEW ARB
County by County
Coverage Study for
NO. CALIFORNIA**

**KCRA-TV
RESEARCH DEPT.
310 - 10TH STREET
SACRAMENTO,
CALIFORNIA**

Market & Stations—% Penetration	TV Homes
SIoux CITY, Iowa—89 KTIV (A,N); KVTV (A,C)	165,400
SIoux FALLS, S.D.—86 KELO-TV (C,A); KSOO-TV (N,A) (KELO-TV operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	**224,700
SOUTH BEND-ELKHART, Ind.—66 WNDU-TV† (N); WSBT-TV* (C); WSJV-TV† (A)	†143,600
SPARTANBURG-GREENVILLE, S.C.— ASHEVILLE, N.C.—85 WSPA-TV (C); WFBC-TV (N); WLOS-TV (A); WISE-TV†	446,900 ††
SPOKANE, Wash.—87 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	264,400
SPRINGFIELD, Ill.—75 WICS† (N) (Operates satellites WCHU†, Champaign, and WICD-TV†, Danville, Ill.)	**†167,400
SPRINGFIELD-HOLYOKE, Mass.—91 WHYN-TV† (A,C); WWLP† (N) (WWLP† operates satellite WRLP†, Greenfield, Mass.)	**†181,100
SPRINGFIELD, Mo.—78 KTTS-TV (C); KYTV (A,N)	†128,600
STeUBENVILLE, Ohio—90 WSTV-TV (A,C)	450,500
STOCKTON-SACRAMENTO, Calif.—93 KQVR (A); KCRA (N); KXTV (C)	597,300
SUPERIOR, Wis.-DULUTH, Minn.—88 WDSM-TV (N,A); KDAL-TV (C)	161,400
SWEETWATER, Tex.—89 KPAR-TV (A,C)	57,200
SYRACUSE, N.Y.—93 WHEN-TV (C); WSYR-TV (N); WNYX-TV (A) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**468,300
TACOMA-SEATTLE, Wash.—93 KTNT-TV; KTVW-TV; KING-TV (N); KOMO-TV (A); KIRO-TV (C)	*595,600
TALLAHASSEE, Fla.-THOMASVILLE, Ga.—81 WCTV (C)	184,000
TAMPA-ST. PETERSBURG, Fla.—92 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	477,000 †297,300
TEMPLE-WACO, Tex.—85 KCEW-TV (N); KWTX-TV (A,C) (KWTX-TV operates satellite KBTX-TV, Bryan, Tex.)	■***139,900
TERRE HAUTE, Ind.—87 WTHI-TV (A,C)	183,900
TEXARKANA, Tex. (See Shreveport)	
THOMASVILLE, Ga.-TALLAHASSEE, Fla. (See Tallahassee)	
TOLEDO, Ohio—92 WSPD-TV (A,N); WTOL-TV (C,N)	392,800
TOPEKA, Kan.—87 WIBW-TV (C,A,N)	129,600
TRAVERSE CITY, Mich.—88 WPBN-TV (N,A) (WPBN-TV operates S-2 satellite WTOM-TV, Cheboygan)	■***41,200
TROY-ALBANY-SCHENECTADY, N.Y.—93 WRCB (N); WTEN (C); WAST (A) (WTEN operates satellite WCDC, Adams, Mass.)	**426,700
TUCSON, Ariz.—88 KCUW-TV (A); KOLD-TV (C); KVOA-TV (N)	110,500
TULSA, Okla.—86 KOTV (C); KVOO-TV (N); KTUL-TV (A)	327,000
TUPELO, Miss.—80 WTWV (N)	62,700
TWIN FALLS, Idaho—88 KLIX-TV (A,C,N)	30,500
TYLER, Tex.—83 KLTV (A,C,N)	136,400
UTICA-ROME, N.Y.—94 WKTV (A,C,N)	162,500

Market & Stations—% Penetration	TV Homes
VALLEY CITY, N.D.—84 KXJB-TV (C) (See also Fargo, N.D.)	152,300
WACO-TEMPLE, Tex.—85 KWTX-TV (A,C); KCEN-TV (N) (KWTX-TV operates satellite KBTX-TV, Bryan, Tex.)	■***139,900
WASHINGTON, D.C.—91 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	904,800
WASHINGTON-GREENVILLE, N.C.—84 WITN (N); WNCT (A,C)	■218,300
WATERBURY, Conn. WATR-TV† (A)	††
WATERLOO-CEDAR RAPIDS, Iowa—91 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	306,700
WATERTOWN-CARTHAGE, N.Y. (See Carthage)	
WAUSAU, Wis.—87 WSAU-TV (A,C,N)	132,800
WESLACO-HARLINGEN, Tex.—81 KROV-TV (N,A); KGBT-TV (A,C)	*70,600
WEST PALM BEACH, Fla.—91 WEAT-TV (A); WPTV (N)	113,800
WESTON, W. Va.—84 WJPB-TV (A)	98,800
WHEELING, W. Va.—89 WTRF-TV (A,N)	312,400
WICHITA-HUTCHINSON, Kan.—87 KAKE-TV (A); KARD-TV (N); KTVH (C) (KGLD-TV, Garden City, KCKT-TV, Great Bend, and KOMC-TV, Oberlin-McCook, satellites of KARD-TV)	**351,900
WICHITA FALLS, Tex.—87 KFDX-TV (N); KSYD-TV (C); KSWO-TV (A) (Lawton)	143,900
WILKES-BARRE-SCRANTON, Pa.—81 WBRE-TV† (N); WNEP-TV† (A); WDAU-TV† (C) (Includes CATV Homes)	†292,700

Market & Stations—% Penetration	TV Homes
WILLISTON, N.D.—81 KUMV-TV (N,A)	30,400
WILMINGTON, N.C.—83 WECT (A,N,C)	127,100
WINSTON-SALEM-GREENSBORO, N.C.—87 WSJS-TV (N); WFMY-TV (A,C)	394,600
WORCESTER, Mass. WWOR† (N)	††
YAKIMA, Wash.—78 KIMA-TV† (C,N); KNDO-TV† (A) (KIMA-TV† operates satellites KLEW-TV, Lewiston, Idaho, KBAS-TV†, Ephrata, Wash., KEPR-TV†, Pasco, Wash.; KNDO-TV† operates satellite KNDU-TV†, Richland, Wash.)	***†38,900
YORK, Pa.—58 WSBA-TV† (A)	†44,000
YOUNGSTOWN, Ohio—68 WFMJ-TV†; WKBN-TV† (C); WKST-TV† (A) (Includes CATV Homes)	†175,900
YUMA, Ariz.—83 KIVA (C,N,A)	27,100
ZANESVILLE, Ohio—51 WHIZ-TV† (A,C,N)	†19,400

■ Major facility change in market subsequent to latest county survey measurement date.
• Market's coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

TV MARKETS	
1—channel markets	167
2—channel markets	60
3—channel markets	66
4—(or more)—channel markets	18
Total U.S. Markets	311
Commercial stations U.S. & possessions	577

**"You can count
the great restaurants in America
on the fingers of one hand!"**



*Restaurant Voisin is one of them.
Open every day for luncheon, cocktails and dinner.
30 East 65th Street. For reservations: Michel, LE 5-3800*

EDITORIAL

A CASE FOR FAST, FAST, FAST RELIEF

THE massive study that CBS commissioned Columbia University's Bureau of Applied Social Research to make of the television audience will perform a lasting service if it does nothing more than point the way to new research projects. It will do more than that. Some of its findings are definitive enough to be taken at face value. Others, however, suggest the existence of embarrassing gaps in the body of knowledge upon which billions of dollars are being spent for television advertising.

The general findings in the programming field confirm what thoughtful students of television have assumed all along. No matter what their educational or economic level, people watch television for entertainment. The higher their educational and economic status, the more apt they are to "wish" for "better" programs and to feel some guilt at spending so much time before their television sets. But everybody watches, and in considerable volume, and for everybody television has become an indispensable experience of modern life.

The creators and supervisors of programs can take it from there. On the strength of discoveries in this research project, it would appear that television's program problems are entirely human. What is needed is what has always been needed in any communications medium—a restless striving for excellence, an atmosphere in which creators are encouraged to create, subject only to wise restraint from a sympathetic supervisory authority. It is not a convulsive upheaval in television programming that the audience

seeks; it is the insertion of an extra measure of meaning, an evidence of caring, all along the programming chain. What the audience really finds objectionable is dullness.

The advertising content in the television schedule is another matter. As the results of this survey clearly show (see page 47), television advertising irritates millions of people, and the irritation is equally intense among the least and most educated as well as those in between.

This survey does not explain what is wrong with television advertising; it tells only what members of the audience think is wrong. Enough of them think something is wrong to justify an immediate investigation of the problem.

The problem is as much the broadcaster's as the advertiser's or the agency's. The scheduling of commercials may be causing at least as much unrest as the content of the commercials. Is the efficiency of television as an advertising force impaired by a general dissatisfaction with commercials? Could efficiency be improved by a reduction in the incidence of irritation? Does dissatisfaction with commercials spill over to affect attitudes toward the programs in or between which the commercials are contained? These questions demand good answers.

A start toward getting the answers ought to be made soon. A tripartite project is indicated for the Association of National Advertisers, the American Association of Advertising Agencies and the Television Bureau of Advertising.

MY SON, THE CHAIRMAN

As everyone in America must know by now, Newton N. Minow has achieved the ultimate in recognition. In the "Oh, Boy" number of Allan Sherman's album, "My Son, the Folk Singer," Minow is listed along with others whose names are household words: Sophia Loren, Chief Justice Warren, Buffalo Bill Cody, Truman Capote, Igor Stravinsky, David Dubinsky, Knute Rockne and Olga San Juan.

No other chairman of the Federal Communications Commission has risen to such prominence. Sophia Loren and Frank R. McNinch? Buffalo Bill and Anning Prall? Olga San Juan and George C. McConnaughey? People would think Allan Sherman was putting them on.

But Newton N. Minow? Oh, Boy. Sylvia Porter, Barry Goldwater, Minsky and Werner von Braun. There is really nothing more that Minow's FCC job could offer him.

Now that he has reached official status as a celebrity Minow cannot be blamed for seeking new pursuits with wider opportunities for exploitation. Although he has done more with it than any predecessor, the FCC chairmanship has limitations beyond which no man can stretch it. Under Minow's imaginative stretching, those limitations have been reached.

It must be admitted that the FCC won't be the same without him.

Oh, boy.

TV Camera of the Sixties!



Distinctive silhouette of "TK-60", television studio camera that's years ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality... over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



THE MOST TRUSTED NAME IN TELEVISION



Reader's
Digest
calls it

**ONE OF THE
FIVE FUTURE
WONDERS OF
THE WORLD!**

PHILADELPHIA

NEW YORK

HAMPTON

NEWPORT
NEWS

HAMPTON ROADS

NORFOLK

PORTSMOUTH

VIRGINIA BEACH

The Great
CHESAPEAKE BAY
BRIDGE-TUNNEL
Opening Next Jan.

It links Tidewater Virginia with New York and Miami on the fastest, most direct and profitable North-South route in America. This new bridge-tunnel will give Eastern industry new and broader access to America's markets through the world's greatest harbor (Hampton Roads).

Tidewater is already one of the fastest growing markets in the U.S. What a place to put a new-business dollar—right now! TideWTAR is a better way to spell it, and the best way to sell it!

WTAR TELEVISION & RADIO

CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VIRGINIA

Represented by Edward Petry & Co., Inc. The Original Station Representative