

LITTLE ROCK-PINE BLUFF, Ark.

Population	1,438,800
Families	399,600
Retail Sales	\$1,110,455,000

ARKANSAS: Arkansas, Ashley, Baxter, Bradley, Calhoun, Chicot, Clark, Cleburne, Cleveland, Conway, Craighead, Cross, Dallas, Desha, Drew,

Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Icard, Jackson, Jefferson, Johnson, Lawrence, Lee, Lincoln, Logan, Lonoke, Marion, Monroe, Montgomery, Nevada, Ouachita, Perry, Phillips, Pike, Poinsett, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Union, Van Buren, White, Woodruff, Yell;
 MISSISSIPPI: Bolivar, Washington

LOS ANGELES, Cal.

Population	8
Families	2
Retail Sales	\$11,047

CALIFORNIA: Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Santa Barbara, Ventura

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licen

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1. THE INTER-RELATIONSHIP OF RADIO AND TV

How they are used as two facets of one medium by major advertisers today

2. THE BBDO REPORT

A condensation of this leading agency's analysis of the new status of radio

3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

9. THE CUMULATIVE AUDIENCE CONCEPT

How Leo Burnett applies its new approach to radio

10. NIGHTTIME RADIO

Its new programming, audience composition, advertiser use

12. BELIEVABILITY: NETWORK VS. INDEPENDENT

How the "station image" influences commercial believability

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A profile of WBC and analysis of its programming attitudes

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