

Television Factbook

THE AUTHORITATIVE REFERENCE USED BY THE ADVERTISING AND TELEVISION INDUSTRIES

Foreign TV Stations & Sets • Community Antenna Systems U.S. & Canada • Equipment Manufacturers • Station Sales, Transfers, Brokers • TV Networks • Educational Stations • Program Sources • TV Set Makers • Industry Statistics • TV Tape Producers • FCC Personnel • Station Applications • TV Color Stations • Advertising Agencies • Station Representatives

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\$15.00

Including
Contour
Maps of all
Commercial
Stations as
Filed With
The FCC...
Area
Coverage
and ARB
Circulation
at a
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The Mark of Television Experience

The "Who's Who" of Equipment Experts

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Television Digest • Television Factbook
AM/FM Radio Station Directory
Map of TV Stations and Network Routes
TV Addenda • AM/FM Addenda

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The industry's weekly newsletter. Concise, knowledgeable, factual — Television Digest is the "Monday Must" for the top echelon industry leaders . . . their quick easy way to stay on top of all the fast-breaking news in the consumer electronics and telecasting industries. In digest form, the news — comprehensive, departmentalized and interpretative — covers all the basic television trends and developments, including Networks, Stations, Advertising, FCC, FTC, Congress, Film and Tape, Programming, Manufacturing and Distribution, Foreign Developments, Educational TV, Finance, Technology and Auxiliary Services.

Television Factbook

The field's most authoritative reference for the advertising and television industries. Published annually. More than 1,000 pages of valuable reference material including up-dated coverage maps for every commercial station in the country. Major features include:

- A full page devoted to each U. S. commercial station, complete with coverage map, ARB circulation data, Grade A and B coverage contours, personnel and digest of rates.
- Directory of all foreign television stations.
- Directories of network personnel, rates and affiliates.
- Directories of attorneys, engineers, brokers and FCC personnel.
- Directories of TV program sources and leading ad agencies.
- Directory of CATV in the U. S and Canada.
- Directories of manufacturers of station and closed circuit equipment, television and radio receiving equipment.

AM/FM Radio Station Directory

Comprehensive in its listings, the Station Directory is published once each year. Included are all North American AM and FM stations by state and frequency, with company names, addresses, power, DA's, FM antenna heights, network affiliations and stereo operations. Additionally shown are all AM and FM applications by state and frequency, AM and FM stations by call letters and FCC's officially approved AM and FM transmitters and monitors.

TV Addenda

A weekly TV service to keep the annual Television Factbook up-to-date. The weekly TV Addenda reports on all current FCC decisions, applications and changes.

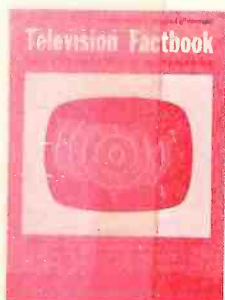
AM/FM Addenda

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TV Stations and Network Routes Map

An up-to-date two-color wall map ready for framing. Shown are all stations (U. S. Territories, Canada and Mexican border), all cities with TV applications pending or CP's granted, all cities over 10,000 population, time zones and present and projected microwave and coaxial circuits. (All maps shipped in sturdy mailing tube).

For individual and group rates, see inside back cover.





Music to note...

Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials

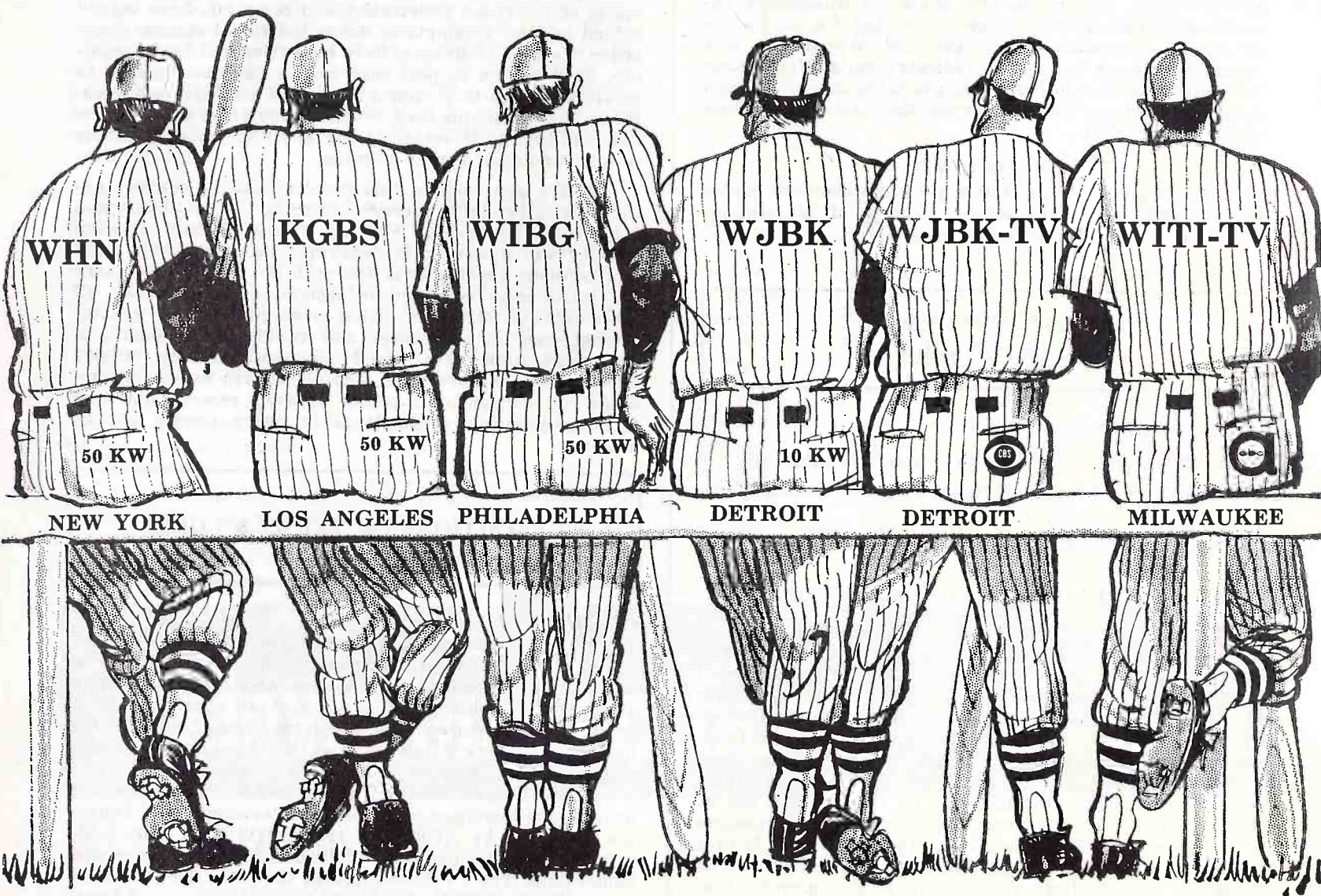
The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honneger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.



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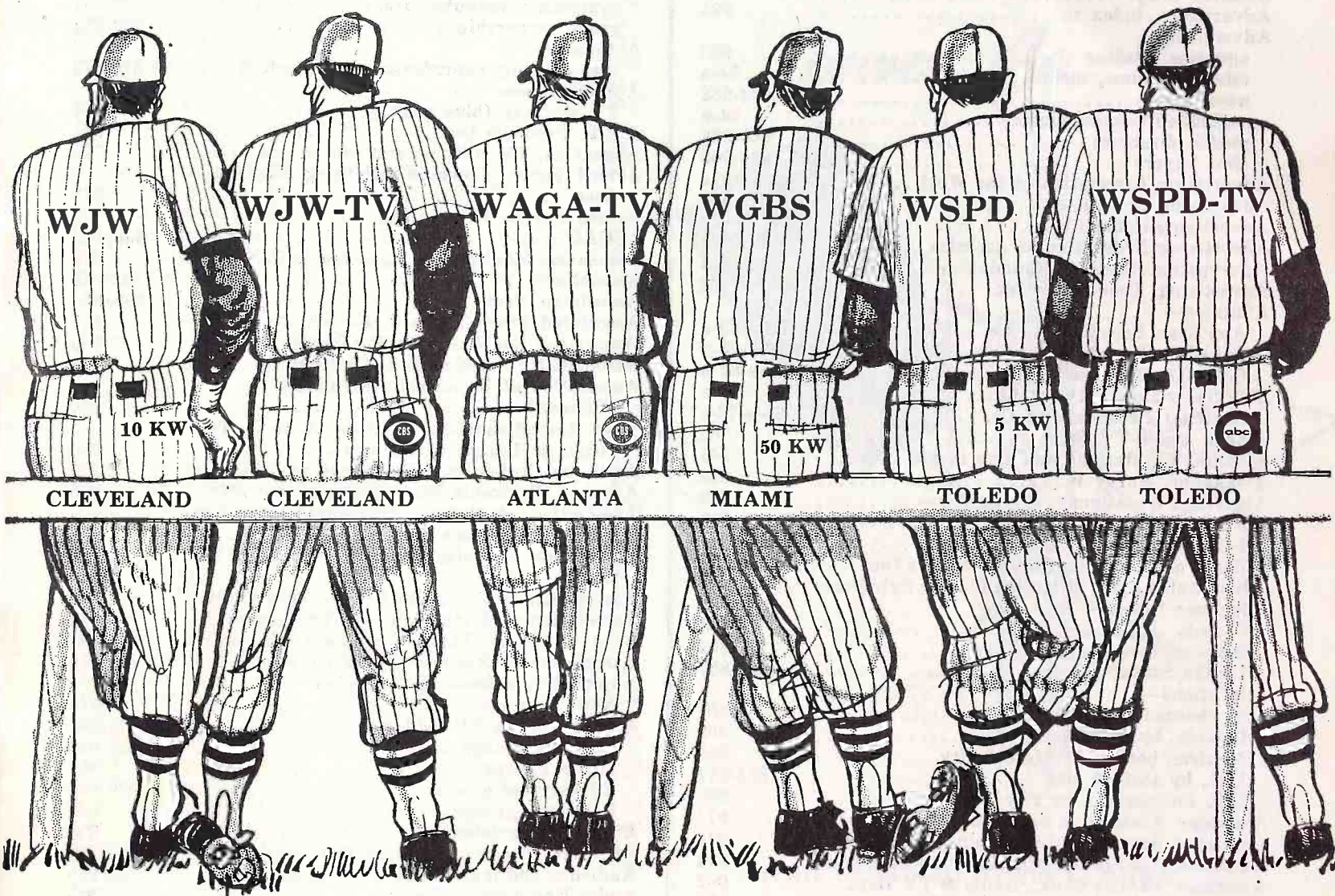
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STORER
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Television
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WLW-D
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Crosley Broadcasting Corporation

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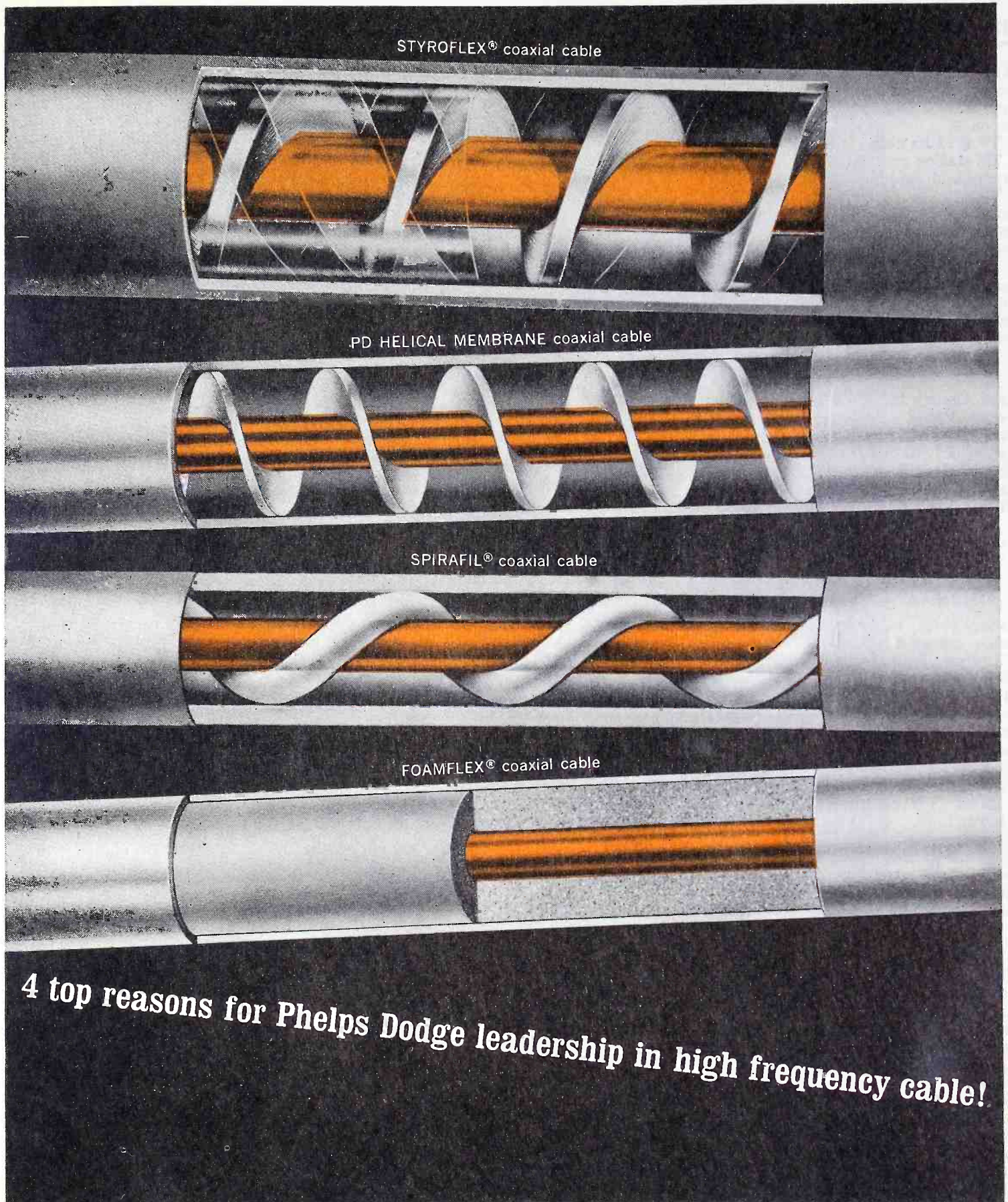
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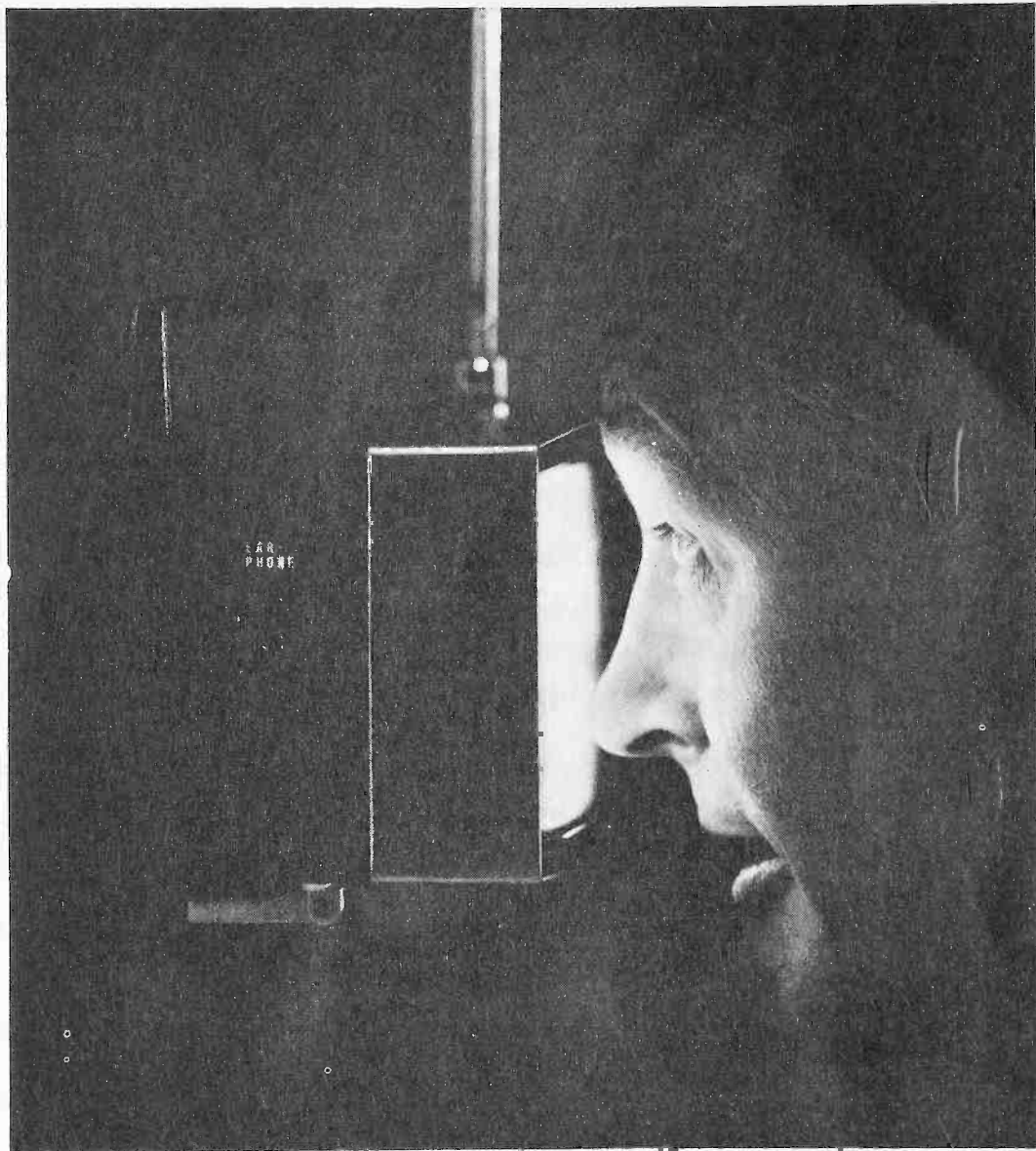
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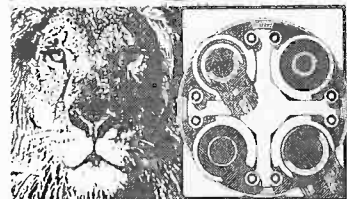
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Collins offers you a complete microwave equipment line. You'll find equipment for short haul systems. Long haul systems. Microwave in the 6 kmc and 12 kmc frequency bands. Equipment with power from 50 mw to 5 watts. Receiver IF bandwidth of 15 or 25 mc. Complete ac or dc operation. Remodulating or heterodyne repeaters.

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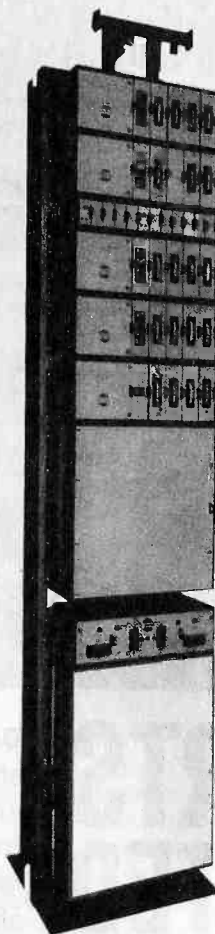
Before you invest in any microwave equipment for your video application, call Collins. Let us show you what our experience in design, engineering, manufacturing and application can do for you. In economy. In systems flexibility. In reliability.

Call Collins in Dallas for the most complete line of microwave equipment for every video application. Area code 214, AD 5-2331.

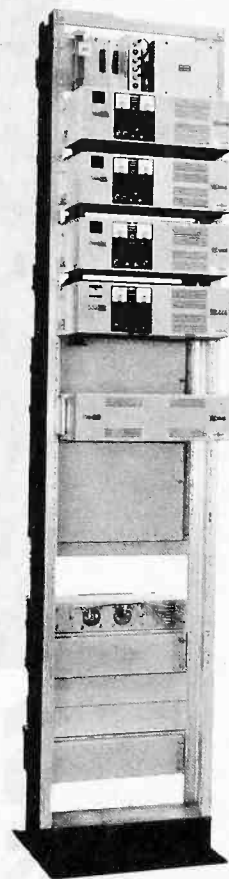
COLLINS RADIO COMPANY, Microwave Systems Division, Dallas, Texas.

SPECIFICATIONS:

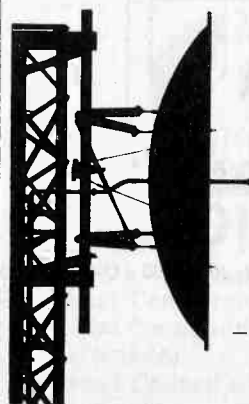
FREQUENCY	POWER	IF BANDWIDTH
5925 to 8400 mc	100 mw	15-25 mc
	1 w	15-25 mc
	5 w	15-25 mc
10,700-13,200 mc	50 mw	15-25 mc
	500 mw	15-25 mc



MW-106D RF Heterodyne



MWV-601B Microwave RF Equipment



For the world's most complete line of microwave and carrier — Call Collins!





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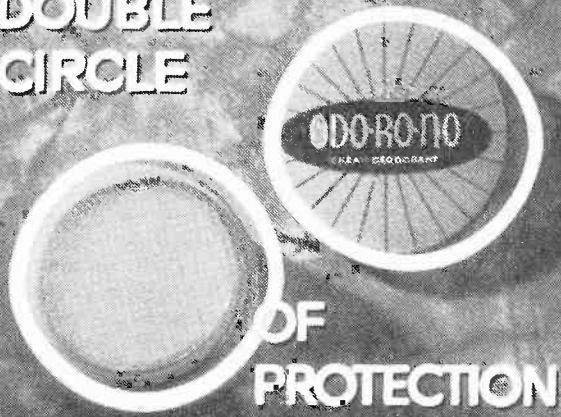
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**DOUBLE
CIRCLE**



**OF
PROTECTION**

THREE SHOTS FROM
A SHOOTING SCRIPT:

"CAMERA MOVES UP
AND OVER JAR AND
LID SO WE LOOK
DIRECTLY DOWN ON
THEM FROM OVERHEAD
AND SEE THEM AS
TWO CIRCLES. SUPER:
'DOUBLE CIRCLE OF
PROTECTION.'

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130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

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Odorono

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PRODUCER:

Gray-O'Reilly Studio

"DISSOLVE TO GIRL
IN SLIP, REACHING
AS IN FIRST SCENE.
FLOAT IN ONE WHITE
CIRCLE OUTLINE
WHICH MOVES IN SYNC.
WITH AUDIO.

"HOLD CIRCLE AND
DISSOLVE TO GIRL
AT TABLE AS IN
SECOND SCENE. FLOAT
IN SECOND CIRCLE.
NOW BOTH CIRCLES
MOVE IN SYNC. WITH
AUDIO."



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MESA

MICROWAVE INC.

COMMON CARRIER SERVICES FOR

- COMMERCIAL BROADCAST STATIONS
- EDUCATIONAL BROADCAST STATIONS
- COMMUNITY ANTENNA SYSTEMS
- EDUCATIONAL CLOSED CIRCUIT SYSTEMS
- INDUSTRIAL COMMUNICATIONS

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in all * *categories*

The BMI repertory is complete in every musical dimension—from the Pulitzer Prize-winning opera of Robert Ward to the pop hits of the day.

The BMI catalog is kept constantly up-to-date... and at the top in every category. Among the honors and achievements in music during 1962 are these from BMI...

OPERA

ROBERT WARD—1962 Pulitzer Prize “The Crucible,” an opera after the play by Arthur Miller.

POP

“I Can’t Stop Loving You” by DON GIBSON. Number 1 “Favorite Single” in the Billboard’s 15th Annual Record Artist Popularity Poll.

COUNTRY & WESTERN

“Big Bad John”—Written and recorded by JIMMY DEAN. Voted most popular record of the year by the Music Operators of America.

MUSICAL COMEDY

“Stop The World—I Want To Get Off”—Music, lyrics and book by LESLIE BRICUSSE and ANTHONY NEWLEY. Current Broadway success.

BALLET

ROBERT PRINCE—“New York Export: Opus Jazz.” First performance of Ballet at the White House.

SYMPHONIC

HENRY COWELL—1962 Henry Hadley Medal. Awarded by the National Association of American Composers and Conductors for outstanding service to American music.

CHAMBER

ARTHUR BERGER—“String Quartet.” New York Music Critics Circle Award 1962.

JAZZ

GIL EVANS, THELONIOUS MONK, GEORGE RUSSELL, JOHN LEWIS, CHARLES MINGUS. Winners in Downbeat’s 10th Annual International Jazz Critics Poll.

MOTION PICTURES

PAUL ANKA—Featured in Darryl Zanuck’s “The Longest Day,” and composer of the title song.

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

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BROADCAST MUSIC, INC. • 589 FIFTH AVENUE, NEW YORK 17, N.Y.
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Bill Roberts and Carl Coleman—Washington correspondents for five Time-Life Broadcast stations.

HOW CAN A MINNEAPOLIS/ST. PAUL STATION HAVE A WASHINGTON BUREAU?

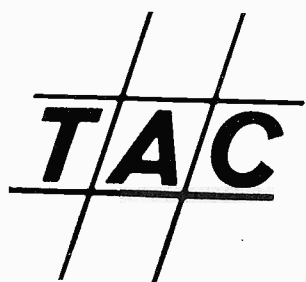
The same way a station in Denver, Grand Rapids, Indianapolis and San Diego can—through the resources of Time-Life Broadcast. Bill Roberts and Carl Coleman cover Washington for the Time-Life stations. They keep track of home-state senators and congressmen, follow up news leads of special interest to their listeners. Each day they feed each of the group's radio stations the particular news that people in that area care about. They ship exclusive TV film, too. Roberts and Coleman are two reasons why Time-Life Broadcast listeners and viewers stay on top of the important news from Washington. And there are eighteen more reasons—the skilled, specialized correspondents who man the Time Inc. Washington news bureau.

TIME-LIFE BROADCAST, INC.

KLZ-TV-AM-FM DENVER, WOOD-TV-AM-FM GRAND RAPIDS, WFBM-TV-AM-FM INDIANAPOLIS, WTCN-TV-AM MINNEAPOLIS ST. PAUL KOGO-TV-AM-FM SAN DIEGO

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United Press Movietone News

supplies newsfilm

to more television stations

than all other services combined.

Television Market Rankings

Listing 226 markets according to ARB Net Weekly Circulation
 Also showing their rank as to total households and TV households
 As of January 1, 1962

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Area Commercial TV Stations†
New York, N.Y.	5,199,800	1	5,922,900	1	5,495,800	1	WABC-TV, WCBS-TV, WNEW-TV, WOR-TV, WPIX, WNBC-TV
Los Angeles, Cal.	2,615,800	2	3,169,200	2	2,931,200	2	KABC-TV, KCOP, KHJ-TV, KNBC-TV, KNXT, KTLA, KTTV
Chicago, Ill.	2,220,600	3	2,769,800	3	2,453,500	3	WBBM-TV, WBKB, WGN-TV, WNBQ
Philadelphia, Pa.	1,957,500	4	2,529,700	4	2,408,200	4	WCAU-TV, WFIL-TV, WRCV-TV
Boston, Mass.	1,675,700	5	1,979,800	5	1,865,700	5	WBZ-TV, WHDH-TV, WNAC-TV
Detroit, Mich.	1,423,000	6	1,771,600	6	1,682,800	6	CKLW-TV (Windsor); WJBK-TV, WJMY, WWJ-TV, WXYZ-TV
San Francisco, Cal.	1,202,900	7	1,751,400	7	1,580,200	7	KGO-TV, KPIX, KRON-TV, KTVU
Cleveland, Ohio	1,130,000	8	1,560,000	10	1,471,200	9	KYW-TV, WEWS, WJW-TV
Pittsburgh, Pa.	1,104,900	9	1,573,900	9	1,460,300	10	KDKA-TV, WIIC, WTAE
Washington, D.C.	810,100	10	1,650,500	8	1,498,800	8	WMAL-TV, WRC-TV, WTOP-TV, WTTG
Seattle-Tacoma, Wash. ...	766,000	11	639,200	40	579,700	36	KING-TV, KIRO-TV, KOMO-TV (Seattle); KTNT-TV & KTVW (Tacoma)
St. Louis, Mo.	752,600	12	1,082,900	19	970,300	18	KMOX-TV, KPLR-TV, KSD-TV, KTVI
Providence, R.I.	713,500	13	1,502,400	12	1,419,500	11	WJAR-TV, WPRO-TV, WTEV
Dallas-Ft. Worth, Tex. ...	668,700	14	925,300	23	821,500	24	KRLD-TV & WFAA-TV (Dallas); WBAP-TV & KTVT (Fort Worth)
Minneapolis-St. Paul, Minn.	630,800	15	907,500	24	825,900	23	KMSP-TV, KSTP-TV, WCCO-TV, WTCN-TV
Cincinnati, Ohio	630,700	16	1,024,900	20	941,800	20	WCPO-TV, WKRC-TV, WLW-TV
Baltimore, Md.	629,700	17	1,193,700	16	1,102,500	16	WBAL-TV, WJZ-TV, WMAR-TV
Hartford-New Haven, Conn. ...	627,100	18	1,509,500	11	1,417,700	12	WHCT, WTIC-TV (Hartford); WHNB-TV (New Britain); WNHC-TV (New Haven)
Indianapolis, Ind.	598,400	19	837,600	27	771,300	26	WFBS-TV, WISH-TV, WLW-TV; also WTTV (Bloomington)
Milwaukee, Wis.	580,200	20	803,300	29	755,500	27	WISN-TV, WITI-TV, WTMJ-TV, WXIX
Charlotte, N.C.	574,800	21	1,133,800	18	966,500	19	WBT & WSOC-TV
Buffalo, N.Y.	556,200	22	946,000	22	888,600	22	WBEN-TV, WGR-TV, WKBW-TV
Kansas City, Mo.	540,000	23	767,400	32	691,800	31	KCMO-TV, KMBC-TV, WDAF-TV
Atlanta, Ga.	528,100	24	866,000	25	732,000	29	WAGA-TV, WATL-TV, WSB-TV
Dayton, Ohio	498,000	25	962,000	21	899,400	21	WHIO-TV & WLW-TV
Miami, Fla.	497,300	26	625,500	43	549,400	41	WCKT, WLBW-TV, WTVJ
Johnstown-Altoona, Pa. ...	475,800	27	1,376,900	13	1,276,700	13	WARD-TV, WJAC-TV; WFBG-TV (Altoona)
Houston, Tex.	467,700	28	700,100	36	618,100	34	KHOU-TV, KPRC-TV, KTRK-TV
Harrisburg-Lancaster-Lebanon-York, Pa. ...	460,100	29	818,600	28	740,100	28	WTPA & WHP-TV (Harrisburg); WGAL-TV & WLYH-TV (Lancaster-Lebanon); WSBA-TV (York)
Grand Rapids-Kalamazoo, Mich.	432,900	30	726,500	34	674,900	32	WOOD-TV, WKZO-TV, WZZM-TV
Portland, Ore.	431,000	31	566,600	48	503,200	49	KATU, KGW-TV, KOIN-TV, KPTV
Wheeling, W. Va.-Steubenville, Ohio	426,300	32	1,355,800	14	1,259,200	15	WTRF-TV & WSTV-TV
Memphis, Tenn.	423,200	33	729,700	33	567,300	38	WMCT, WHBQ-TV, WREC-TV
Columbus, Ohio	420,800	34	770,500	31	715,200	30	WBNS-TV, WLW-TV, WTVN-TV
Sacramento-Stockton, Cal.	418,400	35	621,200	45	558,700	40	KCRA-TV & KOVR-TV (Stockton); KXTV (Sacramento)
Lansing, Mich.	416,600	36	858,500	26	813,000	25	WILX-TV, WJIM-TV; WJRT (Flint)
Albany-Schenectady-Troy, N.Y.	404,800	37	622,200	44	572,600	37	WAST, WRGB, WTEN
Syracuse, N.Y.	396,000	38	507,500	54	469,400	52	WHEN-TV, WNYS-TV, WSYR-TV
Toledo, Ohio	394,900	39	1,340,400	15	1,263,100	14	WSPD-TV & WTOL-TV
Tampa-St. Petersburg, Fla. ...	394,300	40	558,800	50	482,800	51	WFLA-TV, WSUN-TV, WTVT
Birmingham, Ala.	386,600	41	678,000	37	549,100	42	WAPI-TV & WBRC-TV
Saginaw-Bay City-Flint, Mich.	386,100	42	482,000	59	452,300	56	WKNX-TV (Saginaw); WNEM-TV (Bay City); WJRT (Flint)
Nashville, Tenn.	384,100	43	643,200	39	529,800	45	WLAC-TV, WSM-TV, WSIX-TV
Charleston-Huntington, W. Va. ...	383,600	44	629,600	41	526,500	46	WCHS-TV, WHTN-TV, WSAZ-TV
Louisville, Ky.	369,500	45	656,100	38	561,500	39	WAVE-TV, WHAS-TV, WLKY
New Orleans, La.	369,000	46	613,300	47	532,100	44	WDSU-TV, WVUE-TV, WWL-TV
Denver, Colo.	365,200	47	484,800	58	436,700	59	KBTU, KLZ-TV, KOA-TV, KTRV
Greenville, S.C.-Asheville, N.C.-Spartanburg, S.C.	343,500	48	795,800	30	660,500	33	WFBC-TV (Greenville); WLOS-TV, WISE-TV (Asheville); WSPA-TV (Spartanburg)
Greensboro-Winston-Salem, N.C.	328,700	49	701,900	35	596,800	35	WFMY-TV (Greensboro); WSJS-TV (Winston-Salem)

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PIONEERS IN TELEVISION PROGRESS

New General Electric Switching Systems

**FOR LARGE OR SMALL
STUDIO AND MASTER
CONTROL REQUIREMENTS**



Now General Electric offers a new line of switching systems that are designed to provide optimum picture quality. Reflecting General Electric's advanced design engineering, each system can be integrated with existing station equipment or incorporated into new studio installations.

TS-2-B Vertical Interval Switcher provides fast, transientless switching during the vertical blanking interval. Designed for use in medium or large TV studios, the system permits studio video switching or master video switching of both monochrome and color TV signals.

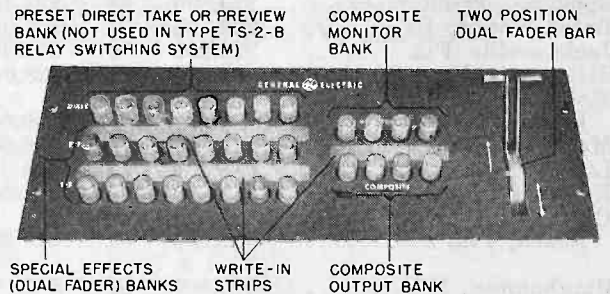
TS-1-A Relay Switcher system is particularly well suited for small to medium-size TV studios, the system permits studio switching of both monochrome and color television signals.

TC-59-A Direct Switcher provides the maximum switching facilities in a minimum size low cost unit. The versatility of the system also makes it especially practical for educational and industrial TV applications.

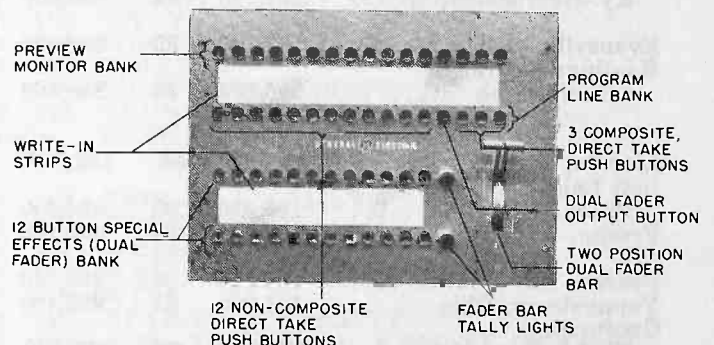
In addition to the systems described, General Electric will design and build custom engineered switching equipments to fit your particular requirements.

For complete information, contact your nearest G-E Broadcast Equipment representative, or write to Technical Products Operation, Broadcast Equipment Section, Electronics Park, 212 W. Division St., Syracuse, N. Y. 551-03

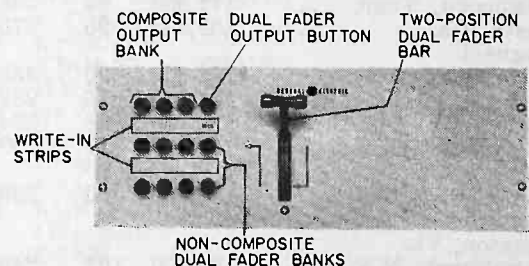
TS-1-A SYSTEM provides complete dissolve, fade, previewing, direct switching and sync mixing facilities for eight non-composite video inputs and two composite inputs. Provisions are also available for special effects.



TS-2B SYSTEM provides complete dissolve, fade, direct switching with preview monitoring and sync mixing facilities for twelve non-composite video inputs and three composite inputs. Provisions are also available for special effects.



TC-59-A SYSTEM—This compact single unit construction with low power consumption provides complete dissolve, fade, direct switching and sync mixing facilities for four non-composite video inputs and three composite inputs.



GENERAL ELECTRIC

Metropolitan Markets

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Area Commercial TV Stations†
Oklahoma City, Okla. ...	316,700	50	504,600	55	451,100	57	WKY-TV, KOCO-TV, KWTV
Wichita, Kan.	312,400	51	465,200	64	416,300	64	KAKE-TV, KARD-TV, KTVH
San Diego, Cal.	305,600	52	405,500	75	371,100	70	KFMB-TV, KOGO-TV; also XETV & XEWT-TV (Tijuana)
Salinas-Monterey-Santa Cruz, Cal.	286,300	53	334,700	91	297,000	89	KSBW-TV; KNTV (San Jose)
Omaha, Neb.	286,100	54	420,700	71	386,100	67	WOW-TV, KMTV, KETV
Tulsa, Okla.	277,500	55	521,800	53	460,000	53	KOTV, KTUL-TV, KVOO-TV
Roanoke, Va.	277,300	56	615,300	46	523,700	47	WDBJ-TV, WLVA-TV, WSLV-TV
Quad City	276,700	57	466,200	62	429,900	61	WHBF-TV (Rock Island); WOC-TV (Davenport)
Norfolk, Va.	275,500	58	450,200	66	379,600	68	WAVY-TV; WTAR-TV, WVEC-TV
Wilkes-Barre & Scranton, Pa.	274,300	59	500,500	56	457,300	55	WBRE-TV, WDAU-TV, WNEP-TV
San Antonio, Tex.	273,800	60	356,800	87	356,800	75	WOAI-TV, KENS-TV, KONO-TV
Green Bay, Wis.	272,600	61	435,300	70	404,100	66	WBAY-TV, WFRV, WLUK-TV
Portland, Me.-Mt. Washington, N.H. .	267,800	62	470,300	60	435,600	60	WCHS-TV, WGAN-TV; WMTW-TV (Poland Spring)
Rochester, N.Y.	266,800	63	449,500	67	417,000	63	WHEC-TV, WOKR, WROC-TV
Raleigh-Durham, N.C. ..	255,200	64	539,100	52	442,300	58	WRAL-TV & WTVD
Champaign-Decatur-Springfield, Ill.	253,200	65	562,800	49	506,900	48	WCIA (Champaign); WTVP (Decatur); WICS (Springfield)
Cedar Rapids-Waterloo, Ia.	251,400	66	499,900	57	457,900	54	WMT-TV & KCRG-TV (Cedar Rapids); KWWL-TV (Waterloo)
Monroe, La.-El Dorado, Ark.	249,500	67	269,300	107	205,400	117	KTVE & KNOE-TV
Jackson, Miss.	243,900	68	375,100	81	270,100	97	WJTV & WLBT
Shreveport, La.	241,400	69	454,400	65	370,800	71	KSLA-TV, KTAL-TV, KTBS-TV
Des Moines, Iowa	240,100	70	390,700	78	361,100	73	WHO-TV, WOI-TV, KRNT-TV
Phoenix, Ariz.	236,800	71	412,900	73	358,200	74	KOOL-TV, KPHO-TV, KTAR-TV, KTVK
Manchester, N.H.	234,000	72	1,144,700	17	1,076,600	17	WMUR-TV
Spokane, Wash.	229,800	73	324,800	95	286,800	94	KHQ-TV, KREM-TV, KXLY-TV
Baton Rouge, La.	229,300	74	447,900	68	371,900	69	WAFB-TV & WBRZ-TV
Jacksonville, Fla.	229,200	75	374,300	82	307,600	84	WFGA-TV, WJXT
Richmond, Va.	225,700	76	628,000	42	532,500	43	WRVA-TV, WTVR, WXEX-TV
Mobile, Ala.-Pensacola, Fla.	223,400	77	409,600	74	333,800	79	WALA-TV, WEAR-TV, WKRG
Madison, Wis.	220,400	78	465,300	63	427,200	62	WISC-TV, WKOW-TV, WMTV
Little Rock, Ark.	218,100	79	394,000	77	313,800	80	KARK-TV, KATV, KTHV
Knoxville, Tenn.	216,200	80	467,600	61	363,600	72	WATE-TV, WBIR-TV, WTVK
Orlando-Daytona Beach, Fla.	211,600	81	417,500	72	346,500	77	WDBO-TV & WFTV (Orlando); WESH-TV (Daytona Beach)
Binghamton, N.Y.	209,500	82	543,000	51	498,400	50	WBJA-TV, WINR-TV, WNBC-TV
Sioux Falls, S.D.	206,600	83	342,400	89	302,900	86	KELO-TV & KSOO-TV
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. ..	203,200	84	364,900	85	304,400	85	KFVS-TV (Cape Girardeau); WPSD-TV (Paducah); WSIL-TV (Harrisburg)
Evansville, Ind.	197,100	85	398,500	76	342,200	78	WEHT, WFIE-TV, WTVW
Hastings-Kearney-Lincoln, Neb.	190,500	86	228,400	122	205,800	116	KHAS-TV (Hastings); KHOL-TV (Kearney-Holdrege); KOLN-TV (Lincoln); also KNOP (North Platte)
Lincoln, Neb.	190,500	86	183,900	138	165,600	133	KOLN-TV
Salt Lake City-Ogden-Provo, Utah	189,500	88	324,300	96	292,000	90	KCPX-TV, KSL-TV, KUTV
Fresno, Cal.	188,500	89	355,100	88	317,000	81	KAIL, KFRE-TV, KJEO, KMJ-TV; also KICU-TV (Visalia)
Peoria, Ill.	182,900	90	320,700	97	291,600	91	WEEK-TV, WMBD, WTVH
Youngstown, Ohio	181,000	91	255,400	112	244,600	103	WFMJ-TV, WKBN-TV, WKST-TV
Greenville-Washington, N.C.	175,200	92	377,800	80	310,100	82	WNCT (Greenville); WITN (Washington)
Columbia, S.C.	173,900	93	358,300	86	280,700	95	WCCA-TV, WIS-TV, WNOK-TV
Chattanooga, Tenn.	171,000	94	368,600	84	308,400	83	WDEF-TV, WRCB-TV, WTVC
Augusta, Ga.	169,400	95	370,900	83	289,000	92	WJBF & WRDW-TV
Springfield-Holyoke, Mass.	161,600	96	438,300	69	409,500	65	WHYN-TV & WWLP
Erie, Pa.	161,600	96	232,100	120	213,700	113	WICU-TV & WSEE
Rockford, Ill.	156,900	98	324,900	94	300,200	88	WREX-TV & WTVO
Fort Wayne, Ind.	156,500	99	299,400	100	275,600	96	WANE-TV, WKJG-TV, WPTA
Beaumont-Port Arthur, Tex.	150,800	100	229,900	121	201,800	122	KBMT & KFDM-TV (Beaumont); KPAC-TV (Port Arthur)
Burlington, Vt.-Plattsburgh, N.Y.	150,500	101	249,600	113	229,800	107	WCAX-TV (Burlington); WPTZ (Plattsburgh)
Bristol, Va.-Johnson City, Tenn.	149,500	102	334,300	92	260,000	99	WCYR-TV & WJHL-TV
Terre Haute, Ind.	148,900	103	291,800	104	260,500	98	WTHI-TV

†Limited to stations within 50-mile radius of market cities.

Metropolitan Markets

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Area Commercial TV Stations†
Duluth, Minn.- Superior, Wis.	148,900	103	240,800	118	209,500	115	WDSM-TV & KDAL-TV
Columbus, Ga.	144,800	105	312,000	99	240,300	105	WRBL-TV & WTVM
Albuquerque, N.M.	144,300	106	194,600	136	156,500	138	KGGM-TV, KOAT-TV, KOB-TV
Florence, S.C.	142,300	107	331,700	93	257,300	100	WBTW
Austin, Minn.-Mason City, Ia.-Rochester, Minn. . .	138,900	108	237,000	119	214,500	112	KROC-TV (Rochester) KMMT (Austin); KGLO-TV (Mason City);
South Bend-Elkhart, Ind.	137,800	109	278,000	105	256,800	101	WNDU-TV, WSBT-TV, WSJV
Austin, Texas	132,600	110	244,100	115	203,500	118	KTBC-TV
Montgomery, Ala.	132,000	111	292,200	103	218,300	111	WCCB-TV, WCOV-TV, WSFA-TV
Joplin, Mo.- Pittsburg, Kan.	131,400	112	205,000	131	177,700	131	KODE-TV (Joplin); KOAM-TV (Pittsburg)
Springfield, Mo.	131,100	113	242,800	116	201,800	119	KTTS-TV & KYTV
Utica, N.Y.	129,400	114	312,500	98	287,900	93	WKTW
Bakersfield, Cal.	129,300	115	265,100	108	237,900	106	KBK-TV, KERO-TV, KLYD-TV
Hawaii	129,100	116	160,200	151	132,100	151	KALU, KHBC-TV, KHJK (Hilo); KGMB-TV, KHVH-TV, KONA, KTRG-TV (Honolulu); KALA, KMAU-TV, KMVI-TV (Wailuku)
Hannibal, Ill.- Quincy, Mo.	128,100	117	245,200	114	221,500	110	WGEM-TV & KHQA-TV
Wichita Falls, Tex.	125,900	118	221,900	123	197,900	123	KFDX-TV & KSYD-TV
Topeka, Kan.	125,700	119	220,400	125	194,900	124	WIBW-TV
Albany, Ga.	120,900	120	261,600	111	198,600	122	WALB-TV
Charleston, S.C.	120,400	121	295,500	102	226,900	109	WCIV, WCSC-TV, WUSN-TV
Sioux City, Iowa	118,600	122	277,300	106	251,100	102	KTIV & KVTW
St. Joseph, Mo.	117,700	123	337,300	90	300,400	87	KFEQ-TV
Tallahassee, Fla.- Thomasville, Ga.	117,200	124	264,900	109	198,800	121	WCTV
Columbia- Jefferson City, Mo.	116,700	125	194,700	135	168,100	132	KOMU-TV (Columbia); KRCG (Jefferson City)
Waco-Temple, Tex.	115,000	126	216,500	126	179,400	130	KWTX-TV (Waco); KCEN-TV (Temple)
Fargo, N.D.	107,400	127	212,300	130	185,000	128	WDAY-TV, KXGO-TV, KXJB-TV
Chico-Redding, Cal.	106,000	128	390,500	79	353,100	76	KHSL-TV (Chico); KVIP-TV (Redding)
Wausau, Wis.	105,900	129	212,900	129	193,000	125	WSAU-TV
Amarillo, Tex.	102,900	130	148,000	157	132,800	150	KFDA-TV, KGNC-TV, KVII
Lubbock, Tex.	101,800	131	143,400	158	130,200	152	KCBD-TV & KLBK-TV
Cadillac-Traverse City, Mich.	98,800	132	204,600	132	186,100	127	WWTW (Cadillac); WPBN-TV (Traverse City)
El Paso, Texas	98,600	133	125,600	169	110,800	167	KELP-TV, KROD-TV, KTSM-TV
Corpus Christi, Texas ..	98,000	134	139,800	161	117,200	163	KRIS-TV & KZTV
Yakima, Wash.	97,700	135	162,700	148	142,600	147	KIMA-TV & KNDO
Tyler, Texas	97,000	136	221,400	124	181,300	129	KLTV
Lafayette, La.	96,600	137	184,400	137	151,500	141	KATC & KLFY-TV
West Palm Beach, Fla. . .	96,500	138	241,000	117	213,400	114	WEAT-TV; WPTV (Palm Beach)
Dothan, Ala.	95,300	139	154,400	153	116,500	165	WTVY
Wilmington, N.C.	92,100	140	198,800	133	159,800	136	WECT
Macon, Ga.	91,400	141	161,400	149	124,800	157	WMAZ-TV
Savannah, Ga.	91,300	142	171,300	145	135,000	148	WSAV-TV & WTOG-TV
Tucson, Ariz.	90,300	143	178,000	142	143,300	146	KGUN-TV, KOLD-TV, KVOA-TV
Mankato, Minn.	90,000	144	Information	Not Available			KEYC-TV
Abilene-Sweetwater, Tex.	88,000	145	121,200	171	106,400	169	KRBC-TV & KPAR-TV
La Crosse, Wis.	87,600	146	179,800	140	160,600	135	WKBT
Bluefield, W. Va.	86,500	147	298,200	101	244,400	104	WHIS-TV
Bangor, Me.	86,500	147	161,200	150	147,400	144	WABI-TV & WLBS-TV
Ottumwa, Iowa	86,100	149	213,400	128	191,400	126	WTVO
Bismarck, N.D.	86,100	149	59,900	197	53,100	196	KFYR-TV & KXMB-TV
Odessa-Midland, Tex. . .	85,700	151	134,100	166	121,600	160	KOSA-TV (Odessa); KMID-TV (Midland)
Santa Barbara, Cal.	84,900	152	141,500	160	128,700	154	KEYT
Lexington, Ky.	82,900	153	166,900	147	125,500	156	WKYT & WLEX-TV
Meridian, Miss.	82,000	154	214,800	127	157,500	137	WTOK-TV
Cheyenne, Wyo.	75,100	155	152,900	156	133,300	149	KFBC-TV
Boise, Ida.	74,500	156	115,500	173	102,600	171	KBOI-TV & KTVB
Eau Claire, Wis.	74,200	157	172,200	143	156,200	139	WEAU-TV
Eugene, Ore.	74,200	157	142,500	159	122,800	159	KEZI-TV & KVAL-TV
Eureka, Cal.	73,900	159	69,200	191	58,800	189	KIEM-TV & KVIQ-TV
Alexandria, Minn.	70,900	160	172,100	144	146,800	145	KCMT
Alexandria, La.	70,200	161	152,900	155	118,500	162	KALB-TV
Lower Rio Grande, Texas	69,000	162	91,300	180	69,000	184	KGBT-TV (Harlingen); KRGV-TV (Weslaco)
Ada, Okla.	67,100	163	179,200	141	151,300	142	KTEN
Colorado Springs- Pueblo, Colo.	66,000	164	135,300	165	116,800	164	KKTU, KOAA-TV, KRDO-TV
Lake Charles, La.	65,800	165	262,600	110	228,900	108	KPLC-TV
Oak Hill, W. Va.	64,700	166	195,600	134	162,600	134	WOAY-TV

†Limited to stations within 50-mile radius of market cities.

Metropolitan Markets

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	Television Households	Rank	Area Commercial TV Stations†
Columbus, Miss	60,300	167	131,700	168	95,200	172	WCBI-TV
Watertown-Carthage, N.Y.	59,800	168	100,800	178	93,600	175	WCNY-TV
Fort Smith, Ark.	57,500	169	135,800	164	110,300	168	KFSA-TV
Marquette, Mich.	57,500	170	89,700	181	80,900	178	WLUC-TV
Billings, Mont.	56,600	171	86,300	182	70,300	181	KGHL-TV & KOOK-TV
Clarksburg-Fairmont, W. Va.	55,200	172	180,900	139	154,000	140	WBOY-TV (Clarksburg); WJPB-TV (Fairmont)
Jackson, Tenn.	55,200	172	167,600	146	130,100	153	WDXI-TV
Idaho Falls-Pocatello, Ida.	55,200	172	106,700	176	93,800	173	KIFI-TV (Idaho Falls); KID-TV (Pocatello)
Harrisonburg, Va.	52,400	175	153,600	154	124,800	157	WSAV-TV
Panama City, Fla.	51,200	176	76,000	188	61,300	193	WJHG-TV
Bellingham, Wash.	49,800	177	138,700	163	127,100	155	KVOS-TV
Hattiesburg-Laurel, Miss.	49,800	177	79,700	185	61,700	187	WDAM-TV
Roswell, N.M.	48,100	179	79,200	186	70,200	182	KSWs-TV
Ardmore, Okla.	47,900	180	139,600	162	116,200	166	KXII
Butte, Mont.	47,600	181	82,100	183	69,500	183	KXLF-TV
Reno, Nev.	45,900	182	73,700	187	68,700	185	KCRL & KOLO-TV
Rapid City, S.D.	45,600	183	67,100	193	57,800	191	KOTA-TV & KRSD-TV
Akron, Ohio	44,800	184	156,400	152	149,200	143	WAKR-TV
Las Vegas, Nev.	44,400	185	60,100	195	53,500	194	KLAS-TV, KORK-TV, KSHO-TV
Lima, Ohio	44,300	186	112,100	174	103,800	170	WIMA-TV
Great Falls, Mont.	43,400	187	69,600	190	59,200	188	KFBB-TV & KRTV
Greenwood, Miss.	41,700	188	119,400	172	73,500	180	WABG-TV
Medford, Ore.	41,200	189	108,400	175	93,200	176	KBES-TV & KMED-TV
Lufkin, Tex.	38,200	190	81,500	184	64,500	186	KTRE-TV
Minot, N.D.	37,000	191	35,300	207	31,600	207	KMOT & KXMC-TV
Tupelo, Miss.	36,700	192	125,100	170	93,800	173	WTWV
Salisbury, Md.	34,900	193	60,000	196	48,900	198	WBOC-TV
Casper, Wyo.	34,300	194	71,300	189	58,600	190	KTWO-TV
Fort Dodge, Iowa	33,300	195	58,700	199	53,400	195	KQTV
Ensign, Kan.	32,000	196	66,400	194	50,800	197	KTVC
San Angelo, Tex.	28,200	197	42,400	205	36,100	204	KACB-TV & KCTV
Huntsville, Ala.	28,100	198	59,800	198	48,200	201	WAFG-TV
Grand Junction-Montrose, Colo.	27,300	199	34,200	209	28,500	209	KREX-TV (Grand Junction); KREY-TV (Montrose)
Twin Falls, Ida.	25,900	200	35,100	208	32,200	206	KLIX-TV
Laredo, Tex.	25,000	201	15,200	217	12,400	218	KGNS-TV
Presque Isle, Me.	22,900	202	Information		Not Available		WAGM-TV
Zanesville, Ohio	22,600	203	55,800	200	48,500	200	WHIZ-TV
Decatur, Ala.	22,300	204	102,800	177	80,600	179	WMSL-TV
Missoula, Mont.	22,100	205	67,400	192	57,600	192	KMSO-TV
Yuma, Ariz.-El Centro, Cal.	22,100	205	32,800	210	27,100	211	KIVA-TV
Aberdeen, S.D.	21,500	207	31,400	211	28,200	210	KXAB-TV
Monahans, Texas	20,900	208	134,100	166	121,600	161	KVKM-TV
Greenfield, Mass.	20,100	209	95,200	179	84,300	177	WRLP
Florence, Ala.	19,800	210	43,000	204	32,400	205	WOVL-TV
Parkersburg, W. Va.	19,500	211	44,700	203	38,900	203	WTAP-TV
Mitchell, S.D.	19,200	212	Information		Not Available		KORN-TV
Roseburg, Ore.	18,900	213	Information		Not Available		KPIC-TV
Klamath Falls, Ore.	18,400	214	31,000	212	26,800	212	KOTI
Big Spring, Texas	17,200	215	27,400	214	25,200	213	KWAB-TV
Ft. Myers, Fla.	16,300	216	36,500	206	29,400	208	WINK-TV
Dickinson, N.D.	15,500	217	55,800	200	48,600	199	KDIX-TV
Grand Forks, N.D.	15,000	218	50,200	202	43,700	202	KNOX-TV
Clovis, N.M.	13,700	219	28,000	213	24,100	214	KICA-TV
Coos Bay, Ore.	13,200	220	Information		Not Available		KCBY-TV
Goodland, Kan.	12,100	221	26,100	215	22,700	215	KLOE-TV
Carlsbad, N.M.	11,200	222	14,600	218	13,000	217	KAVE-TV
Selma, Ala.	9,900	223	Information		Not Available		WSLA
Pembina, N.D.	9,000	224	Information		Not Available		KCND-TV
Riverton, Wyo.	7,800	225	22,500	216	18,400	216	KWRB-TV
Glendive, Mont.	3,800	226	5,200	219	4,100	219	KXGN-TV

†Limited to stations within 50-mile radius of market cities.



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WITH "FELIX THE CAT"—
TV's HAPPIEST CARTOON CHARACTER**

HAPPILY DISTRIBUTED BY
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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Revenues, Expenses and Earnings Of TV & Radio Stations: 1946-61

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

Year	No. of Stations Reporting	No. of Networks	Networks and Owned-and-Operated Stations				Other Stations				Total		
			No. of Stations	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	No. of stations Reporting	Broad-cast Revenues	Broad-cast Ex-penses	Earn-ings Before Federal Tax ¹	Broad-cast Revenues	Broad-cast Ex-penses	Earnings before Federal Tax ¹
TELEVISION													
1946 ²	10											\$.5	
1947 ²	15											1.9	
1948	50	4	10	\$4.8	\$11.2	(\$6.4)	40	\$3.9	\$12.4	(\$8.5)	8.7	\$28.6	(\$14.9)
1949	98	4	14	19.3	31.4	(12.1)	84	15.0	29.0	(13.5)	34.8	59.6	(25.3)
1950	107	4	14	55.5	65.5	(10.0)	93	50.4	49.6	.8	105.9	115.1	(9.2)
1951	108	4	15	128.4	117.4	11.0	93	107.3	76.7	30.6	235.7	194.1	41.6
1952 (total)	122	4	15	180.2	170.3	9.9	107	144.0	98.4	45.6	324.2	268.7	55.5
Pre-freeze	93						98	143.4	97.6	45.8			
Post-freeze	14						14	0.6	0.8	(0.2)			
1953 (total)	334	4	16	231.7	213.7	18.0	318	201.0	151.0	50.0	432.7	364.7	68.0
Pre-freeze	92						92	174.5	114.0	60.5			
Post-freeze VHF	114						114	16.1	20.3	(4.2)			
UHF	112						112	10.4	16.7	(6.3)			
1954 (total)	410	4	16	306.7	270.2	36.5	394	286.3	232.5	53.8	593.0	502.7	90.3
Pre-freeze	92						92	200.9	133.3	67.6			
Post-freeze VHF	177						177	60.0	63.8	(3.8)			
UHF	125						125	25.4	35.4	(10)			
1955 (total)	437	4 ³	16 ³	374.0	306.0	68.0	421	370.0	288.5	81.5	744.7	594.5	150.2
Pre-freeze	93						98	230.0	148.1	81.9			
Post-freeze VHF	225						225	112.2	107.4	4.8			
UHF	103						103	28.5	33.0	(4.5)			
1956	475	3	16 ⁴	442.3	356.9	85.4	459	454.6	350.4	104.2	896.9	707.3	189.6
Pre-Freeze	95						96	260.7	171.0	89.7			
Post-Freeze VHF	269						269	161.4	145.0	16.4			
UHF	95						95	32.5	34.4	(1.9)			
1957	501	3	16 ⁵	467.9	397.2	70.7	485	475.3	386.0	89.3	943.2	783.2	160.0
Pre-freeze	95						95	261.3	179.3	82.0			
Post-Freeze VHF	302						302	187.3	176.5	10.8			
UHF	88						88	26.7	30.2	(3.5)			
1958	514	3	19 ⁶	516.7	439.7	77.0	495	513.3	418.4	94.8	1030.0	858.1	171.9
Pre-freeze	94						94	263.6	187.8	75.8			
Post-freeze VHF	322						322	223.6	202.3	21.3			
UHF	79						79	26.1	28.3	(2.2)			
1959	521	3	17 ⁷	576.1	488.2	87.9	504	587.8	453.4	134.4	1163.9	941.6	222.3
Pre-freeze	93						93	291.2	196.1	95.1			
Post-Freeze VHF	334						334	268.6	228.8	39.8			
UHF	77						77	28.0	28.5	(.5)			
1960	530	3	15 ¹⁰	640.7	545.5	95.2	515	627.9	479.0	148.9	1268.6	1024.5	244.1
Pre-freeze	93						93	303.2	204.6	98.5			
Post-Freeze VHF	346						346	293.9	243.9	50.1			
UHF	76						76	30.8	30.5	.3			
1961	540	3	15 ¹⁰	675.3	588.3	87.0	525	643.0	493.0	150.0	1318.3	1081.3	237.0
Non-network-owned stations ¹¹	444						444	611.6	461.0	150.6			
VHF													
UHF	81						81	31.4	32.0	(.6)			
RADIO													
1946	1025	8 ³	29	\$102.0	82.6	19.4	996	220.6	168.5	57.1	322.6	246.1	76.5
1947	1464	7 ³	27	104.4	84.8	19.6	1487	259.3	207.1	52.2	363.7	291.9	71.8
1948	1824	7 ³	27	109.1	91.0	18.1	1797	298.0	252.0	46.1	407.0	342.9	64.1
1949 ⁴	2021	7 ³	27	108.1	90.6	17.5	1994	305.7	266.9	38.8	413.8	357.5	56.3
1950 ⁴	2229	7 ³	26	110.5	91.5	19.0	2208	334.0	284.8	49.2	444.5	376.3	68.2
1951 ⁴	2266	7 ³	25	104.0	93.9	10.1	2241	346.4	299.0	47.4	450.4	392.9	57.5
1952 ⁴	2380	7 ³	25	100.6	89.4	11.2	2355	369.1	320.2	48.9	469.7	409.6	60.1
1953 ⁴	2479	7 ³	22	97.3	86.9	10.4	2457	378.0	333.4	44.6	475.3	420.3	55.0
1954 ⁴	2598	7 ³	21	88.6	80.4	8.2	2577	361.0	327.3	33.7	449.5	407.7	41.8
1955 ⁴	2742	7 ³	19	78.3	72.4	5.9	2724	375.0	335.0	40.0	453.4	407.4	46.0
1956 ⁴	2966	7 ³	19	70.2	69.8	0.4	2947	410.4	361.6	48.8	480.6	431.4	49.2
1957 ⁴	3164	7 ³	21	73.5	73.5	0.0	3143	444.4	389.8	54.6	517.9	463.3	54.6
1958 ⁴	3290	7 ³	23	69.4	73.0	(3.67)	3267	453.7	412.8	40.9	523.1	485.8	37.3
1959 ⁴	3528	7 ³	19	60.4	64.9	(4.5)	3529	499.6	452.7	46.9	560.0	517.6	42.4
1960 ⁴	3688	7 ³	19	63.0	66.0	(3.0)	3669	534.7	485.8	48.9	597.7	551.8	45.9

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

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

TV Station Income and Expenditures for 1960

In the United States

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

TV MARKETS No. of Stations in Operation in parentheses ()	No. Re- porting \$25,000 or More Time Sales	Time Sales			Total Stations Re- porting	Total Broadcast Revenues	Total Broadcast Expenses	Total Broadcast Income
		Networks	National and Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,545,430	\$3,504,257	\$1,141,749	3	\$5,559,376	\$4,068,257	\$1,491,119
Albuquerque (3)	3	431,304	508,211	1,059,179	3	1,897,884	1,934,517	(36,633)
Amarillo (3)	3	430,177	588,320	1,013,561	3	1,866,699	2,050,761	(184,062)
Atlanta (3)	3	1,706,451	4,398,754	1,920,541	3	7,403,985	5,125,988	2,277,997
Bakersfield (3)	3	335,658	721,003	884,462	3	1,782,311	1,895,386	(113,075)
Baltimore (3)	3	2,114,802	6,204,613	2,621,699	3	9,712,385	7,008,743	2,703,642
Boise-Nampa (3#)	2	*	*	*	2	*	*	*
Boston (3)	3	3,626,556	13,869,110	5,499,416	3	20,034,196	11,091,579	8,942,617
Buffalo-Niagara Falls (3)	3	2,212,806	6,908,883	2,867,738	3	10,303,627	6,356,053	3,947,574
Cedar Rapids-Waterloo (3)	3	817,923	1,495,710	486,200	3	2,638,825	2,343,345	295,480
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,207,329	1,895,817	1,145,921	4	4,099,285	3,619,233	480,052
Chattanooga (3)	3	641,772	922,137	657,363	3	2,032,832	1,819,592	213,240
Chicago (4)	4	6,006,769	27,932,679	8,363,136	4	41,082,455	26,451,764	14,630,691
Cincinnati (3)	3	1,966,831	5,656,103	2,281,394	3	9,875,078	6,375,560	3,499,518
Cleveland (3)	3	3,443,895	10,391,390	3,648,897	3	16,894,929	8,850,107	8,044,822
Colorado Springs-Pueblo (3)	3	301,340	445,154	765,988	3	1,511,821	1,468,587	43,234
Columbus (3)	3	1,694,094	4,597,430	2,101,962	3	7,970,926	5,644,477	2,326,449
Dallas-Fort Worth (4)	4	2,073,965	5,234,258	3,614,757	4	10,211,021	7,418,177	2,792,844
Denver (4)	4	1,197,921	3,634,025	2,459,251	4	7,009,551	5,195,667	1,813,884
Des Moines-Ames (3)	3	1,058,590	2,387,922	685,976	3	3,707,314	3,053,578	653,736
Detroit (3)	3	4,442,733	10,798,087	4,238,898	3	18,138,798	9,912,697	8,226,101
El Paso (3)	3	379,903	637,577	882,895	3	1,907,287	1,913,099	(5,812)
Evansville, Ind. (3)	3	635,090	686,156	806,088	3	1,946,685	1,771,345	175,340
Flint-Saginaw-Bay City (3)	3	860,222	1,579,783	623,705	3	2,754,033	2,702,431	51,602
Fort Wayne (3)	3	763,227	953,474	830,550	3	2,397,023	2,046,465	350,558
Fresno (3)	3	833,683	1,658,056	870,139	3	2,918,192	2,887,166	31,026
Green Bay, Wis. (3)	3	908,003	912,777	844,265	3	2,517,191	2,255,327	261,864
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	794,533	1,545,104	799,944	4	2,946,452	2,346,327	600,125
Harrisburg-Lancaster-York-Lebanon (5)	5	1,216,273	2,791,432	1,148,558	5	4,325,126	3,365,178	959,948
Hartford-New Haven-New Britain- Waterbury (5)	5	1,815,167	7,016,968	1,377,046	5	8,916,436	5,977,667	2,938,769
Honolulu, Hawaii (3)	3	303,810	1,096,372	1,597,892	3	2,834,574	2,542,115	292,459
Houston-Galveston (3)	3	1,765,236	5,287,955	2,306,128	3	8,162,712	5,550,312	2,612,400
Indianapolis-Bloomington (4)	4	1,860,406	5,406,294	2,504,012	4	9,264,295	6,938,635	2,325,660
Johnstown-Altoona (3)	3	927,716	2,193,441	700,278	3	3,491,713	2,065,832	1,425,881
Kansas City, Mo. (3)	3	2,062,289	5,606,106	1,940,257	3	8,536,649	5,322,988	3,213,661
Knoxville (3)	3	712,541	1,189,632	792,704	3	2,391,767	1,885,560	506,207
Las Vegas-Henderson (3)	3	112,706	199,434	788,047	3	1,192,189	1,232,127	(39,938)
Little Rock (3)	3	686,836	1,010,414	808,313	3	2,375,891	2,048,294	327,597
Los Angeles (7)	7	5,683,471	28,012,507	17,501,092	7	45,403,977	38,028,854	7,375,123
Madison (3)	3	542,521	1,065,561	559,173	3	2,049,434	1,541,599	507,835
Memphis (3)	3	1,687,911	3,138,831	1,136,359	3	5,265,453	3,319,363	1,946,090
Miami (3)	3	1,468,535	4,950,197	3,004,992	3	9,247,336	6,485,246	2,762,090
Milwaukee (4)	4	2,140,931	5,877,647	2,198,681	4	9,194,858	6,075,645	3,119,213
Minneapolis-St. Paul (4)	4	2,432,439	5,413,561	4,138,632	4	11,661,224	8,817,751	2,843,473
Mobile, Ala.-Pensacola, Fla. (3)	3	586,712	1,258,125	1,002,573	3	2,786,216	2,460,359	325,857
Nashville (3)	3	1,287,797	1,939,130	1,864,890	3	4,600,650	3,612,570	988,080
New Orleans (3)	3	1,418,165	3,471,747	2,229,878	3	6,407,185	5,480,944	926,241
New York (7)	7	10,655,920	59,628,711	12,036,797	7	75,443,656	41,805,975	33,637,681
Norfolk-Portsmouth-Newport News- Hampton (3)	3	1,277,937	2,156,036	1,603,752	3	4,730,166	3,948,606	781,560
Oklahoma City-Enid (3)	3	1,372,358	2,833,120	1,548,003	3	5,575,011	3,900,339	1,674,672
Omaha (3)	3	1,364,627	2,360,536	1,012,572	3	4,631,240	3,544,498	1,086,742
Orlando-Daytona Beach (3)	3	543,365	955,742	1,040,388	3	2,405,315	2,171,986	233,329
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	601,064	1,048,500	327,545	3	1,861,505	1,307,927	553,578
Peoria (3)	3	709,654	1,010,988	852,223	3	2,391,738	2,331,370	60,368
Philadelphia (4#)	3	5,165,241	18,519,832	4,758,854	4	24,928,284	16,511,477	8,416,807
Phoenix-Mesa (4)	4	781,596	1,704,756	2,159,037	4	4,320,086	4,128,648	191,438
Pittsburgh (3)	3	3,057,425	10,726,979	3,700,334	3	15,371,436	9,521,980	5,849,456
Portland-Poland Springs, Me. (3)	3	819,730	1,658,969	585,972	3	2,808,653	2,420,040	388,613
Portland, Ore. (3)	3	1,560,360	4,554,490	1,556,302	3	6,560,160	4,636,934	1,923,226
Richmond-Petersburg (3)	3	972,911	1,321,093	820,320	3	3,255,795	2,629,786	626,009
Roanoke-Lynchburg (3)	3	871,137	1,194,959	813,779	3	2,633,875	2,122,928	510,947
Rochester (3)	3	1,050,627	2,591,360	1,002,101	3	4,109,105	3,155,802	953,303
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	393,475	595,017	673,904	3	1,674,402	1,422,429	251,973
Sacramento-Stockton (4#)	3	1,065,249	3,545,146	1,456,378	3	5,231,848	4,880,054	351,794
Salt Lake City-Ogden-Provo (5#)	3	968,742	1,425,756	1,592,506	4	3,902,662	3,600,696	301,966
San Antonio (4)	4	1,087,501	2,304,452	1,349,210	4	4,138,585	3,426,063	712,522
San Francisco-Oakland (4)	4	3,499,359	9,791,446	5,477,362	4	17,160,853	11,473,454	5,687,399
Seattle-Tacoma (5)	5	1,829,809	5,488,100	1,800,445	5	8,208,204	8,234,448	(26,244)
South Bend-Elkhart (3)	3	546,783	677,242	700,709	3	1,900,338	1,830,816	69,522
Spokane (3)	3	709,992	2,066,579	822,437	3	3,058,642	2,646,434	412,208
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	751,926	1,639,384	1,261,206	5	3,305,384	2,335,973	969,411
St. Louis (4)	4	2,595,287	8,136,610	3,129,008	4	12,433,587	9,631,464	2,802,123
Tampa-St. Petersburg (3)	3	1,064,802	2,983,439	1,739,017	3	5,243,793	3,887,656	1,387,137
Tucson (3)	3	358,071	504,285	1,205,998	3	1,980,203	1,768,061	212,142
Tulsa (3)	3	1,143,136	2,095,105	1,049,366	3	3,964,970	2,991,967	973,003
Wailuku, Hawaii (3)	1	*	*	*	1	*	*	*
Washington, D.C. (4)	4	2,342,924	7,579,298	2,484,541	4	11,831,164	8,943,485	2,887,679
Wichita-Hutchinson, Kan. (3)	3	919,229	1,736,103	961,386	3	3,299,415	2,958,000	341,415
Wilkes Barre-Scranton (3)	3	896,801	1,310,438	990,183	3	3,044,118	2,668,764	375,354
Youngstown (4#)	3	524,832	849,873	523,335	4	1,837,840	1,612,363	225,477
Total 80 Markets (274)	266	\$112,644,339	\$371,986,488	\$161,750,149	269	\$602,300,879	\$428,807,690	\$173,493,189
Markets Less Than 3 Stations								
Total 192 Markets (261)	252	\$42,053,199	\$87,207,470	\$53,933,742	261	\$171,536,381	\$134,496,655	\$37,039,726
Total 272 Markets (535)	518	\$164,697,538	\$459,193,958	\$215,683,891	530	\$773,837,260	\$563,304,345	\$210,532,915

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

For Annual Volume of Advertising and TV & Radio Time Sales, see pages 34-a & 35-a

TV Station Income and Expenditures for 1961

In the United States

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

See Footnote on page 30-a for explanation of symbols in table.

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Stations Re- porting	Total Broad- cast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,750,150	\$3,702,172	\$1,139,308	3	\$5,897,602	\$4,284,111	\$1,613,491
Albuquerque (3)	3	535,852	517,914	1,019,356	3	1,952,120	1,903,978	48,142
Amarillo (3)	3	524,843	597,398	1,020,213	3	2,011,166	1,933,403	77,763
Atlanta (3)	3	1,783,000	4,193,856	2,175,605	3	7,325,837	5,329,422	1,996,415
Bakersfield (3)	3	383,310	595,436	843,445	3	1,704,557	2,023,436	(318,879)
Baltimore (3)	3	2,310,477	6,346,228	2,614,800	3	9,937,761	7,007,795	2,929,966
Beaumont-Port Arthur (3)	3	474,191	706,176	523,976	3	1,529,297	1,659,303	(130,006)
Boston (3)	3	4,114,854	15,008,085	5,163,207	3	21,026,607	11,371,344	9,655,263
Buffalo-Niagara Falls (3)	3	2,362,722	7,446,618	2,790,515	3	10,735,007	6,865,839	3,869,166
Cedar Rapids-Waterloo (3)	3	858,776	1,348,517	507,715	3	2,613,421	2,281,855	331,568
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,361,663	1,916,889	1,032,202	4	4,105,533	3,653,965	451,568
Chattanooga (3)	3	689,357	796,377	591,290	3	1,937,843	2,069,067	(131,224)
Chicago (4)	4	6,500,921	30,582,400	8,292,851	4	43,335,035	27,563,545	15,771,490
Cincinnati (3)	3	2,528,096	5,427,586	2,267,917	3	10,092,505	6,332,823	3,759,682
Cleveland (3)	3	3,773,565	11,031,493	3,724,402	3	17,251,387	9,358,821	7,892,566
Colorado Springs-Pueblo (3)	3	357,850	478,003	608,172	3	1,416,148	1,444,931	(28,783)
Columbia, S.C. (3)	3	477,917	824,216	480,821	3	1,812,565	1,348,797	463,768
Columbus, Ohio (3)	3	1,849,788	4,610,724	2,121,399	3	8,184,067	5,789,778	2,394,289
Dallas-Fort Worth (4)	4	2,162,366	5,705,565	3,750,705	4	10,955,801	8,185,795	2,770,006
Denver (4)	4	1,269,099	3,718,836	2,268,542	4	6,986,615	4,921,529	2,065,086
Des Moines-Ames (3)	3	1,217,594	2,271,546	696,040	3	3,705,838	3,007,241	698,597
Detroit (3)	3	4,578,049	11,240,304	4,180,317	3	17,986,762	10,137,889	7,848,873
El Paso (3)	3	375,410	609,498	885,467	3	1,818,622	1,903,070	(84,448)
Evansville (3)	3	697,426	666,512	789,286	3	2,003,198	1,732,256	270,942
Flint-Saginaw-Bay City (3)	3	1,043,480	1,633,041	689,405	3	3,003,780	2,722,918	280,862
Fort Wayne (3)	3	832,833	1,129,955	644,066	3	2,428,154	1,970,855	457,299
Fresno-Hanford-Visalia (6#)	3	868,958	1,521,200	903,634	5	2,878,614	3,237,127	(358,513)
Green Bay (3)	3	979,969	1,000,056	696,905	3	2,516,792	2,459,644	57,148
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	905,854	1,450,742	864,398	4	3,069,702	2,526,286	543,416
Harrisburg-Lancaster-York-Lebanon (5)	5	1,458,043	2,759,312	1,149,109	5	4,527,891	3,372,158	1,155,733
Hartford-New Haven-New Britain- Waterbury (5)	5	1,888,766	7,058,547	1,304,038	5	9,016,283	6,411,913	2,604,370
Honolulu (3)	3	403,019	1,014,628	1,729,464	3	3,020,286	2,896,489	123,797
Houston-Galveston (3)	3	1,857,522	5,837,228	1,774,682	3	8,292,881	5,643,997	2,648,884
Indianapolis-Bloomington (4)	4	2,063,699	6,100,304	2,342,838	4	9,894,734	6,984,335	2,910,399
Johnstown-Altoona (3)	3	1,052,022	2,318,984	526,385	3	3,567,025	2,129,119	1,437,906
Kansas City (3)	3	2,161,783	5,846,259	2,082,627	3	8,976,145	5,667,264	3,308,881
Knoxville (3)	3	811,773	1,211,594	892,454	3	2,573,932	1,992,116	581,816
Las Vegas-Henderson (3)	3	128,773	191,886	860,369	3	1,248,887	1,125,290	123,597
Little Rock (3)	3	767,797	1,112,701	709,763	3	2,432,357	2,068,692	363,665
Los Angeles (7)	7	6,277,990	28,274,078	16,604,985	7	45,232,265	37,181,472	8,050,793
Louisville (3)	3	1,400,562	3,807,683	1,259,645	3	5,795,810	2,966,825	2,828,985
Madison (3)	3	566,612	1,081,913	564,094	3	2,088,215	1,615,331	472,884
Memphis (3)	3	1,705,379	3,066,457	1,030,811	3	5,250,945	3,534,179	1,716,766
Miami (3)	3	1,633,658	5,278,252	2,804,439	3	9,319,282	6,779,735	2,539,547
Milwaukee (4)	4	2,262,314	5,843,524	2,266,902	4	9,099,624	6,529,298	2,570,326
Minneapolis-St. Paul (4)	4	2,491,608	5,716,108	3,810,146	4	11,490,146	9,163,816	2,326,330
Mobile, Ala.-Pensacola, Fla. (3)	3	697,888	1,363,304	801,157	3	2,672,315	2,362,910	309,405
Nashville (3)	3	1,373,878	1,797,708	1,896,398	3	4,585,998	3,764,489	821,509
New Orleans (3)	3	1,549,411	3,564,538	1,852,186	3	6,177,260	5,496,569	680,691
New York (7)	7	11,826,017	59,421,359	12,565,521	7	76,911,980	44,311,462	32,600,518
Norfolk-Portsmouth-Newport-News- Hampton (3)	3	1,343,825	1,953,404	1,454,486	3	4,476,330	4,030,189	446,141
Oklahoma City-Enid (3)	3	1,512,846	2,900,935	1,377,733	3	5,492,693	3,946,124	1,546,569
Omaha (3)	3	1,435,912	2,419,737	1,031,903	3	4,805,780	3,572,308	1,233,472
Orlando-Daytona Beach (3)	3	703,050	974,579	931,944	3	2,446,953	2,131,570	315,383
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	691,623	960,306	270,818	3	1,795,525	1,448,637	346,888
Peoria (3)	3	777,061	816,799	970,036	3	2,359,955	2,369,649	9,694
Philadelphia (4)	4	5,554,742	19,067,636	4,902,126	4	25,839,186	16,370,743	9,468,443
Phoenix-Mesa (4)	4	857,516	1,757,597	2,239,218	4	4,488,826	4,371,104	117,722
Pittsburgh (3)	3	3,332,726	11,132,884	3,736,310	3	16,013,596	9,670,862	6,342,734
Portland-Poland Springs (3)	3	915,526	1,593,537	600,412	3	2,833,174	2,684,236	148,938
Portland, Ore. (3)	3	1,731,047	4,007,838	1,671,237	3	6,487,605	5,088,844	1,398,761
Richmond-Petersburg (3)	3	1,071,508	1,315,037	777,499	3	3,282,753	2,661,158	621,595
Roanoke-Lynchburg (3)	3	970,855	1,152,433	873,058	3	2,755,246	2,204,348	550,898
Rochester (3)	3	1,109,257	2,653,704	1,067,420	3	4,282,203	3,156,929	1,125,274
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	460,580	586,573	582,153	3	1,619,443	1,347,610	217,833
Sacramento-Stockton (3)	3	1,176,076	2,739,297	1,971,639	3	5,053,560	4,823,711	229,849
Salt Lake City-Ogden-Provo (4)	4	1,030,926	1,353,458	1,572,395	4	3,908,637	3,663,965	244,672
San Antonio (4)	4	1,153,765	2,112,770	1,150,541	4	3,995,090	3,412,788	582,302
San Francisco-Oakland (4)	4	3,760,861	10,662,544	5,902,959	4	18,062,683	11,663,170	6,399,513
Seattle-Tacoma (5)	5	2,002,995	5,360,616	1,794,716	5	8,262,616	7,727,943	534,873
Shreveport, La.-Texarkana, Texas (3)	3	853,257	1,779,449	921,736	3	3,198,080	2,957,835	240,245
South Bend-Elkhart (3)	3	614,307	714,197	613,906	3	1,907,255	1,852,122	55,133
Spokane (3)	3	803,487	1,942,610	791,605	3	3,088,720	2,705,008	383,712
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	876,627	1,672,606	1,340,963	5	3,565,300	2,645,685	919,615
St. Louis (4)	4	2,763,111	8,248,007	2,960,094	4	12,244,989	9,252,761	2,992,228
Tampa-St. Petersburg (3)	3	1,194,746	3,276,723	1,493,415	3	5,354,455	4,051,147	1,303,308
Tucson (3)	3	413,269	446,038	1,131,293	3	1,876,847	1,965,156	(88,309)
Tulsa (3)	3	1,165,488	2,046,581	965,738	3	3,894,090	3,107,541	786,549
Walluku (3)	1	*	*	*	3	*	*	*
Washington (4)	4	2,551,875	7,862,966	2,740,296	4	12,891,939	9,406,332	3,485,607
Wichita-Hutchinson (3)	3	989,069	1,580,680	847,431	3	3,144,686	2,924,383	220,303
Wilkes-Barre-Scranton (3)	3	944,190	1,346,162	918,671	3	3,040,036	2,777,877	262,159
Younestown (4)	4	564,243	949,540	484,315	4	1,891,354	1,716,232	175,122
San Juan-Caguas, Puerto Rico (3)	3	605,673	2,854,929	185,338	3	3,183,225	2,744,251	438,974
Total 84 Markets (287)	281	\$137,913,923	\$889,987,258	\$162,404,508	286	\$630,017,263	\$451,563,798	\$178,453,465
Markets Less Than 3 Stations								
Total 189 Markets (263)	233	\$46,456,402	\$78,527,844	\$48,658,874	254	\$161,857,920	\$127,960,291	\$33,987,629
Total 273 Markets (550)	514	\$184,370,325	\$968,515,102	\$211,063,382	540	\$791,875,183	\$579,524,089	\$212,351,094

Statistical Analysis, 1946-62*

The Television Industry

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

Year	FACTORY PRODUCTION		VALUE OF FACTORY PRODUCTION		SALES TO CONSUMERS		SETS-IN-USE END OF YEAR				SETS SCRAPPED	
	Year	Cumulative	Year	Cumulative	Year	Cumulative	15' & Less	16"-18"	19' & Over	Total	Year	Cumulative
1946	6	6	\$1,250	\$1,250	6	6	5	—	—	5	—	—
1947	179	185	50,000	51,250	137	142	150	—	—	150	—	—
1948	975	1,160	230,000	281,250	835	977	1,010	—	—	1,010	—	—
1949	3,000	4,160	580,000	861,250	2,623	3,600	3,660	—	—	3,660	—	—
1950	7,464	11,624	1,350,000	2,211,250	6,132	9,732	6,493	2,990	302	9,785	27	30
1951	5,385	17,009	956,986	3,168,236	5,905	15,637	6,743	7,795	1,052	15,590	100	130
1952	6,096	23,105	1,049,000	4,217,236	6,145	21,782	6,577	10,706	4,177	21,460	275	405
1953	7,216	30,321	1,230,298	5,447,534	6,371	28,153	5,998	12,239	8,683	26,920	911	1,316
1954	7,347	37,668	1,028,540	6,476,074	7,317	35,470	5,218	12,996	14,536	32,750	1,492	2,808
1955	7,757	45,425	1,071,020	7,547,094	7,421	42,891	4,087	12,654	20,619	37,360	2,836	5,644
1956	7,387	52,812	938,596	8,485,690	6,804	49,695	4,516	12,897	25,397	42,810	1,400	7,044
1957	6,399	59,211	832,747	9,318,437	6,560	56,255	4,306	12,947	29,437	46,690	2,745	9,789
1958	4,920	64,131	667,899	9,986,336	5,140	61,396	4,090	13,290	32,420	49,900	1,990	11,779
1959	6,349	70,480	896,405	10,882,741	5,749	67,145	3,630	14,040	35,320	52,990	2,759	14,538
1960	5,708	76,188	825,484	11,708,225	5,945	73,090	3,020	14,010	38,470	55,500	3,585	18,123
1961	6,178	82,366	835,423	12,543,648	6,200	79,290	2,600	13,120	42,280	58,000	3,700	21,823
1962 (est.)	6,400	88,766	896,000	13,439,648	6,500	85,790	2,320	11,810	46,070	60,200	4,300	26,123

* Sources: Production, Factory Value and Consumer Sales figures through 1960 from Electronic Industries Assn. Sets-in-use, Sets Scrapped and Consumer Sales figures after 1960 from Frank W. Mansfield, director of marketing research, Sylvania Electric Products Inc.

NBC Research Estimates

TV Homes, Sets & % Saturation

(1946-1962)

For other countries, see Foreign TV Directory

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

* ARF—Census.

Mansfield Estimates*

Servicing Expenditures for Home Electronics

1950-1961

(000 Omitted)

Year	Parts (factory cost)	Distribution revenue (markup)	Servicing & installation (labor)	Total
1950	\$243,400	\$160,600	\$ 354,600	\$ 758,600
1951	335,400	221,400	463,200	1,020,000
1952	432,600	285,500	565,000	1,283,100
1953	516,600	341,000	665,900	1,523,500
1954	574,500	379,200	794,300	1,748,000
1955	705,400	465,600	929,900	2,100,900
1956	810,900	535,200	1,002,800	2,348,900
1957	868,600	573,300	1,077,300	2,519,200
1958	818,400	540,100	1,137,200	2,495,700
1959	862,000	568,900	862,000	2,292,900
1960	920,000	607,200	900,000	2,427,200
1961	954,000	629,600	937,000	2,520,600

* Compiled by Frank W. Mansfield, director of market research, Sylvania Electric Products Inc.

Editor's Note: This possibly includes industrial & commercial work done by repairmen. However, TV repairs and installations are believed to account for at least 75-80% of totals listed in this table.

The UHF Story

Set Production and Stations in Operation

Year	Uhf Set Output	% of total	Uhf Stations* On the Air
1953	1,459,500	20.2%	121 (1)
1954	1,383,500	18.8%	117 (3)
1955	1,181,800	15.2%	102 (6)
1956	1,035,200	14.0%	96 (6)
1957	779,800	12.2%	90 (6)
1958	418,300	8.5%	84 (7)
1959	435,600	6.9%	85 (10)
1960	428,500	7.5%	91 (15)
1961	370,977	5.5%	102 (19)
1962	598,446	N.A.	113 (22)

*The figures in parentheses () show how many of these uhf stations are educational non-commercial outlets. Station totals are as of Dec. 31 for each year.

For Station Income & Expenditures
In 1960 & 1961, see pages 30-a & 31-a

AM & FM Radio Station Growth

1945-1960

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

Television Set Production

Portables • Consoles • Combinations

1947-1962

Year	Table & Portable	Console	Phono-comb.	Total No. of Sets	Value (000 omitted)
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405
1960	3,274,347	2,211,239	222,760	5,708,346	825,501
1961	3,812,160	2,135,361	230,276	6,177,797	835,423
1962					
(11 mo.)				5,665,367	

Source: EIA.

Electronics Industry Output

1914-1962

Manufacturers' shipments from 1947, production prior to 1947. All radio receivers, commercial as well as home type are included under Consumer Products until 1933.

Values in Millions of Dollars

(Add 000,000)

Year	Consumer Products	Industrial Products	Military & Space Products	Replacement Parts, Tubes Semi-conductors	Total
1914					1
1919					8
1921					11
1923	13				54
1925	93				180
1926	94				187
1927	95				200
1929	275				465
1931	125				220
1933	73				240
1935	135		20		240
1937	182		28		350
1939	186		37		340
1947	810		680		1,750
1950	1,500	350	655	200	2,705
1951	1,400	450	1,193	270	3,313
1952	1,300	500	3,100	310	5,210
1953	1,400	600	3,230	370	5,600
1954	1,400	650	3,100	470	5,620
1955	1,500	750	3,332	525	6,107
1956	1,600	950	3,595	570	6,715
1957	1,797	1,300	4,130	610	7,837
1958	1,647	1,380	4,725	585	8,337
1959	2,098	1,600	5,373	680	9,751
1960	2,101	1,850	6,124	730	10,805
1961	2,087	2,200	7,045	765	12,097
1962*	2,200	2,400	7,700	800	13,100

Sources: Electronics Division, Business and Defense Services Administration; Bureau of the Census; EIA Marketing Services Department.

* Projected.

"FELIX THE CAT"
YOUR KIDS AUDIENCE
IS IN THE BAG WITH
—TV's HAPPIEST
CARTOON CHARACTER



HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

From Industry Sources

Estimated Radio Sets-in-Use

(1946-1962)

Jan. 1	Radio Sets Except Auto (000)	Automobile Sets (000)	Total Sets (000)
1946	50,300	7,500	57,800
1947	58,500	8,000	66,500
1948	64,000	10,000	74,000
1949	64,200	14,800	79,000
1950	na	na	85,200
1951	72,500	23,500	96,000
1952	na	na	105,300
1953	na	na	110,500
1954	89,400	26,100	115,500
1955	na	na	121,000
1956	93,900	30,100	124,000
1957	na	na	135,000
1958	102,300	37,200	139,500
1959	105,400	37,200	142,600
1960	114,200	40,400	154,600
1961	125,700	42,600	168,300
1962	136,900	46,900	183,800

na indicates not available.

Estimated Total Radio Sets, 1922-1945

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

Radio Production, 1922-62

Home • Clock • Portable • Auto

(000)

Year	Home	Clock	Portable†	Auto	Total	Value \$
1922	100				100	5,000
1923	500				500	13,326
1924	1,500				1,500	50,000
1925	2,000				2,000	82,500
1926	1,750				1,750	100,000
1927	2,350				2,350	137,000
1928	3,250				3,250	194,000
1929	4,428				4,428	222,000
1930	3,755			34	3,789	155,432
1931	3,484			110	3,594	104,706
1932	2,301			145	2,446	54,375
1933	3,432			725	4,157	70,269
1934	3,699			780	4,479	94,859
1935	4,840			1,190	6,030	128,399
1936	6,849			1,400	8,249	169,360
1937	6,193			1,890	8,083	165,391
1938	6,342			800	7,142	112,263
1939	8,547		616	1,600	10,763	153,421
1940	8,482		1,219	2,130	11,831	176,627
1941	9,470		1,572	2,600	13,642	233,841
1942*	3,374		573	360	4,307	102,969
1946	13,276		1,069	1,610	15,955	434,244
1947	14,083		2,458	3,459	20,000	650,000
1948	9,630		2,630	4,240	16,500	525,000
1949	5,961		1,843	3,596	11,400	310,000
1950†	7,053		1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,484
1961	3,042	3,017	5,747	5,568	17,374	313,531
1962						
(11 mo.)					10,169,503	

Source: EIA.

* Civilian production terminated April 1942.

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

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

ANNUAL VOLUME OF ADVERTISING IN UNITED STATES

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission
By Media, 1951-1961
(In Millions of Dollars)

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

MEDIUM		1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961*
TELEVISION	Total	332.3	453.9	606.1	809.2	1,025.3	1,206.7	1,265.3	1,354.3	1,493.5	1,590.1	1,615.0
	Network	180.8	256.4	319.9	422.2	540.2	625.1	670.1	708.9	740.3	782.9	810.0
	Spot	69.9	93.8	145.5	206.8	260.4	329.0	351.6	397.0	486.4	526.7	530.0
	Local	81.6	103.7	140.7	180.2	224.7	252.6	243.6	248.1	266.8	280.5	275.0
RADIO	Total	606.3	624.1	611.2	558.7	544.9	567.0	617.9	619.2	656.3	692.4	695.0
	Network	179.5	161.5	141.2	114.4	84.4	60.5	63.5	57.8	44.1	47.1	40.0
	Spot	138.3	141.5	145.6	134.9	134.1	161.0	186.9	189.7	206.4	221.6	215.0
	Local	288.5	321.1	324.4	309.4	326.4	345.5	367.5	371.7	405.8	427.7	440.0
NEWSPAPERS	Total	2,257.7	2,472.8	2,644.8	2,695.3	3,087.8	3,235.6	3,283.3	3,192.8	3,546.0	3,702.8	3,623.1
	National	548.9	562.4	642.7	635.1	743.3	788.9	809.7	768.7	826.2	836.1	802.3
	Local	1,708.8	1,910.4	2,002.1	2,060.2	2,344.5	2,446.7	2,473.6	2,424.1	2,719.8	2,866.7	2,820.8
MAGAZINES	Total	573.7	615.8	667.4	667.9	729.4	794.7	814.3	766.8	866.2	940.8	923.6
	Weeklies	296.8	325.3	350.7	362.7	396.4	439.5	451.4	425.4	478.4	525.3	507.7
	Women's	143.6	148.8	158.2	151.9	161.1	165.6	164.4	150.5	168.2	183.8	186.7
	Monthlies	95.0	101.2	117.9	114.3	133.4	152.5	160.9	157.7	185.0	31.7	200.0
	Farm	38.3	40.5	40.6	39.0	38.5	37.1	37.6	33.2	34.6	200.0	29.2
FARM PUBLICATIONS (National Publications Under Magazines).	Regional	25.7	29.4	30.8	31.8	33.8	36.0	33.7	34.2	36.4	34.5	33.1
DIRECT MAIL	Total	923.7	1,024.3	1,099.1	1,202.4	1,298.9	1,419.2	1,470.9	1,588.6	1,687.6	1,830.2	1,876.0
BUSINESS PAPERS	Total	292.1	365.2	395.0	407.5	446.2	496.0	567.6	524.7	569.3	609.3	578.2
OUTDOOR	Total	149.2	162.1	176.3	186.9	192.4	201.3	199.1	191.7	193.2	203.3	180.4
	National	100.7	109.4	119.0	126.2	129.9	135.9	134.4	129.4	130.4	137.2	121.8
	Local	48.5	52.7	57.3	60.7	62.5	65.4	64.7	62.3	62.8	66.1	58.6
MISCELLANEOUS	Total	1,255.4	1,408.6	1,524.6	1,604.4	1,835.7	1,948.2	2,058.5	2,029.5	2,206.3	2,320.6	2,320.6
	National	693.1	766.0	845.4	894.5	1,040.0	1,115.3	1,184.2	1,199.4	1,278.2	1,368.0	1,356.3
	Local	572.3	642.6	679.2	709.9	795.7	832.9	874.3	830.1	928.1	960.3	964.3
TOTAL	National	3,700.7	4,096.3	4,520.8	4,811.9	5,406.8	5,925.6	6,253.2	6,331.0	6,835.1	7,295.9	7,253.2
	Local	2,725.4	3,059.9	3,234.5	3,352.2	3,787.6	3,979.1	4,057.4	3,970.8	4,419.7	4,635.8	4,591.8
GRAND TOTAL		6,426.1	7,156.2	7,755.3	8,164.1	9,194.4	9,904.7	10,310.6	10,301.8	11,254.8	11,931.7	11,845.0

*For 1946, 1947, 1948 & 1949 figures, see TV Factbook No. 23, p. 24. For 1950 figures see TV Factbook No. 32, p. 26.

McCann-Erickson

Estimated Advertising Volume

By Media, 1960 vs. 1961

Prepared by Printers' Ink Magazine
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Medium	1961 total advertising revenue		1960 total advertising revenue		% change 1961 vs. 1960
	Millions	% of Total	Millions	% of Total	
Newspapers					
total	\$3,623.1	30.6	\$3,702.8	31.0	-2.2
national	802.3	6.8	836.1	7.0	-4.0
local	2,820.8	23.8	2,866.7	24.0	-1.6
Magazines					
total	923.6	7.8	940.8	7.8	-1.8
weeklies	507.7	4.3	525.3	4.3	-3.4
women's	186.7	1.6	183.8	1.5	+1.6
monthlies	200.0	1.7	200.0	1.7	0.0
farm national	29.2	0.2	31.7	0.3	-7.9
Television					
total	1,590.1	13.6	1,590.1	13.3	+1.6
network	810.0	6.8	782.9	6.6	+3.5
spot	530.0	4.5	526.7	4.4	+0.6
local	275.0	2.3	280.5	2.3	-2.0

Medium	1961 total advertising revenue		1960 total advertising revenue		% change 1961 vs. 1960
	Millions	% of Total	Millions	% of Total	
Radio					
total	695.0	5.9	692.4	5.8	+0.4
network	40.0	0.4	43.1	0.4	-7.2
spot	215.0	1.8	221.6	1.8	-3.0
local	440.0	3.7	427.7	3.6	+2.9
Farm Publications					
regional	33.1	0.3	34.5	0.3	-4.1
Total Farm Pubs.*	(62.3)	(0.5)	(66.2)	(0.6)	-5.9
Direct Mail	1,876.0	15.8	1,830.2	15.3	+2.5
Business Papers	578.2	4.9	609.3	5.1	-5.1
Outdoor					
total	180.4	1.5	203.3	1.7	-11.3
national	121.8	1.0	137.2	1.1	-11.2
local	58.6	0.5	66.1	0.6	-11.3
Miscellaneous					
total	2,320.6	19.6	2,328.3	19.6	-0.3
national	1,356.3	11.5	1,368.0	11.5	-0.9
local	964.3	8.1	960.3	8.1	+0.4
Total National	7,253.2	61.2	7,295.9	61.1	-0.6
Total Local	4,591.8	38.8	4,635.8	38.9	-0.9
GRAND TOTAL	\$11,845.0	100.0	\$11,931.7	100.0	-0.7

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

For Network TV Billings, see page 36-a

TELEVISION TIME SALES — NETWORK, SPOT & LOCAL, 1949-1961

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

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

Note: Foregoing are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Talent and production costs not included. Figures are those officially reported by the FCC, except for 1960. Parentheses () denote loss.

RADIO TIME SALES—NETWORK, SPOT & LOCAL, 1935-1960

As Reported by the Federal Communications Commission

Year	National Network	% Change From Preceding Year	Regional Network	% Change From Preceding Year	National non-Network	% Change From Preceding Year	Local	% Change From Preceding Year	Total	% Change From Preceding Year
1935 ¹	\$39,737,867	1	\$13,805,200	\$26,074,476	\$79,617,543
1936 ²
1937	56,192,396	41.4	\$2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	2	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	2	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	-9.4	5,192,000	-29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	0.2	272,011,000	9.9	456,481,000	0.7
1956	44,839,000	-25.6	3,585,000	-5.9	145,461,000	20.8	297,822,000	9.5	491,707,000	7.7
1957	47,951,000	6.9	3,709,000	3.5	169,511,000	16.5	316,493,000	6.3	537,664,000	9.3
1958	42,786,000	-8.7	3,733,000	0.6	171,939,000	1.4	323,207,000	2.0	541,665,000	0.9
1959	35,663,000†	-23.4	188,143,000	9.4	359,138,000	11.1	555,732,000	6.7
1960	35,026,000†	-1.7	202,102,000	7.4	385,346,000	7.3	591,863,000	6.5
1960	35,026,000	-1.7	202,102,000	7.4	385,346,000	7.3	622,474,000	6.8
1961	35,837,000	2.3	197,352,000	-2.4	384,053,000	-0.3	617,242,000	-0.8

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



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**

Network Television Billings: 1949-57* (PIB Reports)

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

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

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

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

Network Television Billings: 1958-62* (TvB Reports)

Year	ABC	CBS	NBC	Total
1958	\$103,016,938	\$247,782,734	\$215,790,729	\$566,590,401
1959	125,313,746	266,339,064	235,290,937	644,942,747
1960	158,591,010	274,139,763	249,640,296	576,429,359

1961	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,378,008	\$21,099,253	\$59,375,571
February	14,939,180	20,354,326	19,286,372	54,579,878
March	16,577,140	22,353,682	21,550,127	60,480,949
April	15,791,220	21,281,525	20,210,235	57,282,980
May	16,197,190	21,444,509	21,164,085	58,805,784
June	15,233,000	20,823,987	20,731,592	56,788,579
July	14,296,970	21,194,926	19,876,871	55,368,767
August	14,484,650	20,574,159	20,326,919	55,385,728
September	15,258,660	21,459,225	18,737,541	55,455,426
October	17,646,030	25,829,626	23,371,002	66,846,658
November	17,719,890	24,787,031	23,451,985	65,958,906
December	16,572,900	26,195,871	23,030,151	65,798,922
Total	\$712,128,148	\$190,615,140	\$268,676,875	\$252,836,133

1962	ABC	CBS	NBC	Total
January	\$16,673,662	\$26,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,793,374	22,788,918	64,291,014
August	16,075,143	24,969,181	23,160,760	64,205,084
September	16,601,454	25,859,009	21,405,915	63,866,378
October	19,219,752	28,794,019	25,947,455	73,961,226
November†	18,600,000	28,400,000	26,200,000	33,300,000

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

† Only rounded figures available.

Electronics Industry Factory Sales

By Selected years, 1914-1962

(Values in Millions of Dollars)

Year	Consumer Products	Industrial Products	Military & Space Products	Replacement Parts, Tubes Semi-conductors	Total
1914	\$1
1919	8
1921	11
1923	\$13	54
1925	93†	180
1927	95†	200
1929	275†	465
1931	125†	220
1933	73	135
1935	135	240
1937	182	350
1939	186	340
1947	810	1,750
1950	1,500	\$350	\$500	\$250	2,600
1951	1,400	450	1,050	350	3,250
1952	1,300	500	2,050	400	4,250
1953	1,400	600	2,650	500	5,150
1954	1,400	650	2,700	650	5,400
1955	1,500	750	2,800	750	5,800
1956	1,600	950	3,450	850	6,850
1957	1,700	1,300	4,100	900	8,000
1958	1,600	1,380	4,400	860	8,240
1959	2,000	1,600	4,700	900	9,200
1960	2,101	1,850	6,124	730	10,805
1961	2,087	2,200	7,045	765	12,097
1962 ^P	2,200	2,400	7,700	800	13,100

Data cover manufacturer's shipments from 1947 and production prior to 1947.

† Includes all radio receivers, commercial as well as home-type.

^PProjection

Sources: Electronics Division, Business and Defense Services Administration, Bureau of the Census, and Electronic Industries Association.



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★ Nearly 40% of all Montana TV homes can view KMSO-TV.

★ 40 of Top 49 Programs of
CBS ● NBC ● ABC

CBS ● NBC ● ABC



NATIONAL REPRESENTATIVES



Phonographs

Mono & Stereo Factory Sales

Monthly, 1960, 1961 & First-half 1962

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,648	324,666	417,315
March	62,396	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
May	53,887	142,450	196,337	36,793	146,176	182,969
June	61,533	197,170	258,703	69,293	198,407	267,700
July	70,681	171,331	242,012	70,992	222,559	293,551
August	106,157	242,164	348,321	109,321	307,517	416,838
September	124,142	328,045	452,187	146,997	384,289	531,286
October	151,580	350,254	501,834	143,160	391,821	534,981
November	141,083	358,285	499,368	177,786	343,006	520,792
December	132,822	314,086	446,908	123,991	295,075	419,066
TOTAL	1,088,431	2,900,249	3,988,680	1,183,608	3,339,777	4,523,385

Month	1962		Total
	Mono	Stereo	
January	68,545	191,014	259,559
February	52,566	202,846	255,412
March	60,991	237,492	298,483
April	45,152	137,950	183,102
May	67,610	119,682	187,292
June	104,548	278,989	383,537
July	89,699	220,694	310,393
August	109,258	332,197	441,455
September	182,703	505,651	688,354
October	194,599	494,485	689,084
November	201,312	466,325	667,637
TOTAL	1,176,983	3,187,325	4,364,308

Phonographs

Distributor-to-Dealer Sales

First-half 1962 vs. 1961

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	296,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
October	183,182	426,033	609,215	133,245	324,554	457,799
November	186,660	446,178	632,838	145,045	336,762	481,817
TOTAL	1,119,216	2,857,625	3,976,841	878,088	2,484,794	3,362,882

EIA Estimates of Factory

Transistor Sales, 1954-1962

Year	Units	Value
1954	1,318,000	\$ 5,122,000
1955	3,647,000	12,253,000
1956	12,840,000	37,352,000
1957	28,738,000	69,739,000
1958	47,050,184	112,729,427
1959	82,294,120	222,009,722
1960	127,928,586	301,432,285
1961	190,916,354	299,538,760
1962 (11 months)	220,975,480	267,347,517

EIA Estimates of Factory

TV Picture Tube Sales, 1947-62

	Initial Equipment	Renewal	Export	Govt.	Value
1947	238,427	28,649	8,402*	\$ 8,893,292
1948	1,258,797	95,816	2,225	5,090	36,215,978
1949	3,343,996	216,415	6,704	9,948	101,884,679
1950	7,530,849	494,499	13,346	19,065	214,918,874
1951	4,539,089	703,208	25,982	54,856	130,642,576
1952	6,222,706	1,447,114	87,903	60,880	178,844,275
1953	7,704,373	1,818,819	457,806	22,050	244,632,370
1954	7,596,930	1,824,849	602,499	47,770	206,075,994
1955	7,828,025	2,394,929	774,159	32,907	220,528,725
1956	7,638,036	2,762,795	734,369	37,590	211,842,537
1957	6,174,979	2,779,111	766,676	242	183,231,337
1958	4,954,816	2,503,242	794,199	223	163,482,674
1959	6,134,882	2,630,212	757,319	133	183,771,922
1960	5,714,738	2,405,952	892,969	12	180,832,131
1961	6,021,800	2,112,000	1,173,000	200	185,553,642
1962 (11 mo.)			(TOTAL: 8,404,548)		160,913,628

EIA Estimates of Factory

Receiving Tube Sales, 1949-62

	Initial Equipment	Renewal	Export	Govt.	Value*
1949	147,298,436	39,696,297	10,072,845	1,685,717	\$119,000,000
1950	301,483,350	69,324,540	10,767,831	1,384,878	250,000,000
1951	247,855,249	94,596,563	24,438,351	8,753,534	261,000,000
1952	241,405,452	83,843,283	13,935,151	29,335,357	259,116,089
1953	293,601,162	112,785,183	20,614,075	10,091,135	191,328,171
1954	246,728,971	115,357,829	15,922,364	7,080,294	385,089,458
1955	288,810,000	150,718,000	24,442,000	15,832,000	358,110,000
1956	262,898,000	166,558,000	25,397,000	9,333,000	374,188,000
1957	240,708,000	184,493,000	23,378,000	7,845,000	384,402,000
1958	191,832,000	167,805,000	24,597,000	13,132,000	341,929,000
1959	227,669,000	170,729,000	19,969,000	14,569,000	368,872,000
1960	200,362,000	161,092,000	21,375,000	10,226,000	331,742,000
1961	188,176,000	150,249,000	22,245,000	14,336,000	311,098,000
1962 (11 mo.)			(TOTAL: 335,010,000)		279,026,000

Factory Sales of Consumer Products 1957-1961*

(In Millions of Dollars)

Category	1957	1958	1959	1960	1961
TV Receivers ¹	\$ 831	\$ 686	\$ 886	\$ 825	\$ 832
Home Radios ²	240	241	211	209	209
Auto Radios	143	96	130	154	134
Phonographs	187	198	373	395	335
Records & Magnetic Tapes*	190	213	248	246	265
Hi-fi Components ³	34	36	38	32	42
Other Consumer Products ⁴	172	177	212	240	270
Total	\$1,797	\$1,647	\$2,098	\$2,101	\$2,087

*Source: EIA.



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ARB & Nielsen Estimates

Television Households by States and Counties

American Research Bureau Data as of Jan. 1, 1962. A. C. Nielsen Data as of Sept. 1962.

ARB Household Estimates compiled by *Standard Rate & Data Service*.

Nielsen Households compiled by *Sales Management*.

Figures updated from 1960 U.S. Census.

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A. C. Nielsen Co. TV household data also available in booklet form from respective firms. Nielsen also including radio estimates.

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

American Research Bureau

State	Total Households	TV Households Number	Percent	State	Total Households	TV Households Number	Percent	State	Total Households	TV Households Number	Percent
Alabama	896,900	728,300	81	Louisiana	916,700	796,200	87	Ohio	2,923,400	2,745,600	94
Arizona	400,500	345,200	86	Maine	288,200	267,000	93	Oklahoma	750,300	669,100	89
Arkansas	528,600	435,300	82	Maryland	897,400	835,900	93	Oregon	570,400	504,500	88
California	5,270,000	4,821,100	91	Massachusetts	1,565,400	1,477,800	94	Pennsylvania	3,408,100	3,174,000	93
Colorado	544,700	486,700	89	Michigan	2,297,300	2,163,500	94	Rhode Island	269,800	248,200	96
Connecticut	782,400	736,900	94	Minnesota	1,009,800	915,900	91	South Carolina	614,900	502,500	82
Delaware	133,300	122,800	92	Mississippi	577,500	423,700	73	South Dakota	198,200	177,600	90
Dist. of Columbia	254,400	219,600	86	Missouri	1,393,800	1,246,000	89	Tennessee	1,024,100	871,200	85
Florida	1,670,200	1,449,700	87	Montana	205,200	174,200	85	Texas	2,862,700	2,523,700	88
Georgia	1,089,700	918,200	84	Nebraska	441,200	404,400	92	Utah	262,500	231,000	91
Hawaii	160,200	132,100	82	Nevada	97,400	85,500	88	Vermont	112,200	102,700	92
Idaho	198,400	179,200	90	New Hampshire	185,100	172,400	93	Virginia	1,109,300	955,500	86
Illinois	3,158,700	2,912,100	92	New Jersey	1,871,600	1,789,300	96	Washington	913,500	827,600	91
Indiana	1,414,800	1,306,000	92	New Mexico	263,500	222,100	84	West Virginia	526,500	456,500	87
Iowa	850,600	786,300	92	New York	5,347,000	4,927,000	92	Wisconsin	1,172,000	1,093,000	93
Kansas	694,200	628,200	90	North Carolina	1,222,100	1,032,400	84	Wyoming	102,000	85,600	84
Kentucky	867,300	721,400	83	North Dakota	175,900	159,600	91	Total U.S.	54,469,800	49,029,100	90

A. C. Nielsen Co.

Alabama	901,300	744,230	83	Louisiana	934,700	802,690	86	Oklahoma	741,400	652,620	88
Alaska	64,000	48,140	75	Maine	285,200	264,190	93	Oregon	577,800	514,160	89
Arizona	403,200	350,610	87	Maryland	918,200	872,560	95	Pennsylvania	3,417,700	3,214,580	94
Arkansas	517,700	418,070	81	Massachusetts	1,571,100	1,485,820	95	Rhode Island	263,300	251,590	96
California	5,377,300	4,969,090	92	Michigan	2,336,500	2,200,050	94	South Carolina	621,400	518,460	83
Colorado	557,000	493,090	89	Minnesota	1,019,900	922,410	90	South Dakota	197,700	173,880	88
Connecticut	792,800	748,450	94	Mississippi	570,300	423,370	75	Tennessee	1,025,700	878,490	86
Delaware	138,600	129,100	93	Missouri	1,387,000	1,255,910	91	Texas	2,908,400	2,534,220	87
Dist. of Columbia	249,100	220,130	88	Montana	280,400	174,640	84	Utah	255,400	234,330	92
Florida	1,719,100	1,507,110	88	Nebraska	441,100	399,970	91	Vermont	111,900	102,000	91
Georgia	1,110,200	942,420	85	Nevada	101,300	89,030	88	Virginia	1,118,400	972,920	87
Hawaii	160,500	138,550	86	New Hampshire	185,500	172,680	93	Washington	930,700	849,720	91
Idaho	198,900	178,820	90	New Jersey	1,896,600	1,823,950	96	West Virginia	512,900	447,120	87
Illinois	3,178,000	2,947,640	93	New Mexico	271,200	226,340	83	Wisconsin	1,184,700	1,106,590	93
Indiana	1,443,900	1,334,860	92	New York	5,381,900	5,031,350	93	Wyoming	101,900	84,730	83
Iowa	853,700	784,840	92	North Carolina	1,238,500	1,057,560	85	Total U.S.	55,092,400	50,003,300	91
Kansas	692,700	623,040	90	North Dakota	175,100	156,360	89				
Kentucky	860,600	722,380	84	Ohio	2,982,000	2,803,440	94				

NIelsen GEOGRAPHIC REGIONS SUMMARY

TV Ownership by Regions and States

1962 vs. 1956

Region	SEPTEMBER 1962			SPRING 1956		
	Total Homes	TV Homes	% TV	Total Homes	TV Homes	% TV
NORTHEAST	13,906,000	13,094,610	94	12,859,800	10,548,160	82.0
New England	3,209,800	3,024,730	94	2,949,800	2,374,400	80.5
Conn.	792,800	748,450	94	688,800	565,490	82.1
Maine	285,200	264,190	93	263,200	188,510	71.6
Mass.	1,571,100	1,485,820	95	1,474,200	1,212,460	82.2
N. H.	185,500	172,680	93	164,200	124,510	75.8
R. I.	263,300	251,590	96	249,800	213,390	85.4
Vt.	111,900	102,000	91	109,600	70,040	63.9
Middle Atlantic	10,696,200	10,069,880	94	9,910,000	8,173,760	82.5
N. J.	1,896,600	1,823,950	96	1,672,100	1,404,970	84.0
N. Y.	5,381,900	5,031,350	93	5,011,400	4,139,470	82.6
Pa.	3,417,700	3,214,580	94	3,226,500	2,629,320	81.5
NORTH CENTRAL	15,892,300	14,708,990	93	14,816,100	11,630,760	78.5
East North Central	11,125,100	10,392,580	93	10,232,500	8,463,740	82.7
Ill.	3,178,000	2,947,640	93	2,983,300	2,445,000	82.0
Ind.	1,443,900	1,334,860	92	1,348,000	1,073,630	79.6
Mich.	2,336,500	2,200,050	94	2,148,000	1,805,000	84.0
Ohio	2,982,000	2,803,440	94	2,670,500	2,328,000	87.2
Wis.	1,184,700	1,106,590	93	1,082,700	812,110	75.0
West North Central	4,767,200	4,316,410	91	4,583,600	3,167,020	69.1
Iowa	853,700	784,840	92	830,600	635,180	76.5
Kan.	692,700	623,040	90	688,900	435,330	63.2
Minn.	1,019,900	922,410	90	929,200	661,450	71.2
Mo.	1,387,000	1,255,910	91	1,332,500	973,720	73.1
Neb.	441,100	399,970	91	433,100	290,390	67.0
N. D.	175,100	156,360	89	169,900	84,400	49.7
S. D.	197,700	173,880	88	199,400	86,550	43.4

Region	SEPTEMBER 1962			SPRING 1956		
	Total Homes	TV Homes	% TV	Total Homes	TV Homes	% TV
SOUTH	16,086,500	13,848,450	86	13,723,000	8,440,010	61.5
South Atlantic	7,626,400	6,667,380	87	6,179,800	4,030,450	65.2
Del.	138,600	129,100	93	108,300	92,960	85.8
D. C.	249,100	220,130	88	253,000	209,990	83.0
Fla.	1,719,100	1,507,110	88	1,089,900	687,440	63.1
Ga.	1,110,200	942,420	85	948,900	584,880	61.6
Md.	918,200	872,560	95	748,700	607,820	81.2
N. C.	1,238,500	1,057,560	85	1,041,200	620,290	59.6
S. C.	621,400	518,460	83	559,500	308,190	55.1
Va.	1,118,400	972,920	87	927,900	614,850	66.3
W. Va.	512,900	447,120	87	502,400	304,030	60.5
East South Central	3,357,900	2,773,470	83	3,072,700	1,655,700	53.9
Ala.	901,300	744,230	83	803,200	444,070	55.3
Ky.	860,600	722,380	84	811,900	463,810	57.1
Miss.	570,300	428,370	75	558,600	211,820	37.9
Tenn.	1,025,700	878,490	86	899,000	536,000	59.6
West South Central	5,102,200	4,407,600	86	4,470,500	2,753,860	61.6
Ark.	517,700	418,070	81	509,600	234,610	46.0
La.	934,700	802,690	86	804,400	488,110	60.7
Okla.	741,400	652,620	88	668,500	444,930	66.6
Tex.	2,908,400	2,534,220	87	2,488,000	1,586,210	63.8
WEST	8,983,100	8,164,560	91	7,385,700	4,876,400	66.0
Mountain	2,097,300	1,831,590	87	1,715,100	882,560	51.5
Ariz.	403,200	350,610	87	292,200	168,460	57.7
Colo.	557,000	493,090	89	465,900	271,050	58.2
Idaho	198,900	178,820	90	173,800	87,570	50.4
Mont.	208,400	174,640	84	200,400	63,260	31.6
Nev.	101,300	89,030	88	71,200	33,010	46.4
N. M.	271,200	226,340	83	210,100	89,830	42.8
Utah	255,400	234,330	92	209,400	145,630	69.5
Wyo.	101,900	84,730	83	92,100	23,750	25.8
Pacific	6,885,800	6,332,970	92	5,670,600	3,993,840	70.4
Cal.	5,377,300	4,969,090	92	4,312,300	3,177,350	73.7
Ore.	577,800	514,160	89	537,700	285,550	53.1
Wash.	930,700	849,720	91	820,600	530,940	64.7
Continental U.S.	54,867,900	49,816,610	91	48,784,600	35,495,330	72.8
Alaska	64,000	48,140	75			
Hawaii	160,500	138,550	86			
TOTAL U.S.	55,092,400	50,003,300	91			

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

TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

Estimates Compiled by ARB (Jan. 1, 1962) and Nielsen (Sept. 1962).

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

State and County	American Research Bureau			A. C. Nielsen Co.			State and County	American Research Bureau			A. C. Nielsen Co.												
	Total Households	TV Households Number	%	Total Households	TV Households Number	%		Total Households	TV Households Number	%	Total Households	TV Households Number	%										
ALABAMA																							
Autauga	4,800	3,600	73	4,800	3,930	82	Cleveland	2,000	1,500	72	1,900	1,330	70										
Baldwin	13,500	11,600	86	13,600	11,850	87	Columbia	7,800	6,100	79	7,700	5,870	76										
Barbour	6,500	4,200	65	6,200	4,100	66	Conway	4,500	3,700	83	4,300	3,450	80										
Bibb	3,700	2,900	75	3,500	2,660	76	Craighead	13,700	12,200	89	13,500	11,930	88										
Blount	7,100	5,800	82	6,800	5,600	82	Crawford	6,500	5,100	79	6,400	4,880	76										
Bullock	3,400	2,100	60	3,300	2,030	61	Crittenden	12,000	9,300	78	12,100	9,460	78										
Butler	6,400	4,600	71	6,200	4,510	73	Cross	5,200	4,200	81	4,900	3,880	79										
Calhoun	26,500	22,700	86	27,000	23,510	87	Dallas	3,000	2,500	81	2,900	2,270	78										
Chambers	10,500	8,200	78	10,500	8,370	80	Desha	5,600	4,300	77	5,300	3,930	74										
Cherokee	4,400	3,500	80	4,300	3,470	81	Drew	4,200	3,100	73	4,000	2,830	71										
Chilton	7,200	5,400	76	7,100	5,390	76	Faulkner	7,000	5,900	84	7,000	5,740	82										
Choctaw	4,300	2,600	60	4,200	2,590	62	Franklin	3,200	2,600	79	3,100	2,370	76										
Clarke	6,600	4,300	64	6,600	4,350	66	Fulton	2,100	1,300	57	1,900	1,030	54										
Clay	3,500	2,800	78	3,400	2,670	78	Garland	16,700	14,000	84	16,500	13,800	84										
Cleburne	2,900	2,200	75	2,900	2,230	77	Grant	2,500	2,100	83	2,400	1,940	81										
Coffee	8,400	6,500	78	8,400	6,640	79	Greene	7,600	6,500	85	7,300	6,070	83										
Colbert	13,100	10,200	78	13,400	10,660	80	Hempstead	6,100	4,800	79	5,700	4,370	77										
Conecuh	4,600	3,000	63	4,300	2,850	66	Hot Spring	6,500	5,500	83	6,500	5,270	81										
Coosa	2,800	2,100	75	2,700	2,030	75	Howard	3,400	2,900	84	3,300	2,680	81										
Covington	10,300	7,900	77	10,000	7,840	78	Independence	6,300	5,100	81	6,000	4,710	79										
Crenshaw	4,100	3,000	72	3,800	2,820	74	Izard	2,200	1,400	62	1,900	1,100	58										
Cullman	12,500	11,000	88	12,400	10,990	89	Jackson	6,400	5,200	81	6,200	4,880	79										
Dale	8,400	7,000	83	8,700	7,250	83	Jefferson	23,200	19,600	85	23,500	19,600	83										
Dallas	14,600	10,300	71	14,600	10,700	73	Johnson	3,900	3,000	76	3,700	2,720	74										
De Kalb	11,800	9,600	81	11,600	9,540	82	Lafayette	3,200	2,700	83	3,100	2,490	80										
Elmore	8,000	6,100	77	8,000	6,280	79	Lawrence	5,100	4,000	77	4,900	3,660	75										
Escambia	8,900	6,600	75	8,900	6,830	77	Lee	5,200	3,600	69	5,000	3,300	66										
Etowah	27,700	24,300	88	27,700	24,580	89	Lincoln	3,300	2,500	75	3,200	2,310	72										
Fayette	4,600	3,600	77	4,500	3,490	78	Little River	2,700	2,100	74	2,600	1,870	72										
Franklin	6,200	4,600	74	6,000	4,520	75	Logan	4,800	3,900	80	4,400	3,410	78										
Geneva	6,300	4,900	77	6,000	4,680	78	Lonoke	6,800	6,000	88	6,500	5,600	86										
Greene	3,300	1,500	46	3,200	1,560	49	Madison	2,800	1,800	62	2,700	1,610	60										
Hale	4,600	2,600	56	4,600	2,680	58	Marion	2,000	1,600	80	1,800	1,410	78										
Henry	4,000	3,000	75	3,700	2,800	76	Miller	9,700	8,300	85	9,600	8,160	85										
Houston	14,500	12,500	86	14,700	12,710	86	Mississippi	18,300	15,300	84	18,000	15,100	84										
Jackson	9,700	7,600	79	9,700	7,750	80	Monroe	4,600	3,200	69	4,500	3,010	67										
Jefferson	185,000	164,700	89	187,500	168,410	90	Montgomery	1,700	1,300	75	1,600	1,170	73										
Lamar	4,100	3,100	75	4,000	3,070	77	Nevada	3,300	2,500	75	3,000	2,170	72										
Lauderdale	17,500	13,200	75	17,900	13,850	77	Newton	1,700	1,000	59	1,600	900	56										
Lawrence	6,200	4,400	71	6,200	4,530	73	Ouachita	9,400	7,400	79	9,200	7,220	79										
Lee	12,700	10,000	78	12,900	10,300	80	Perry	1,500	1,300	87	1,400	1,180	84										
Limestone	9,600	7,300	75	9,700	7,500	77	Phillips	11,900	8,600	72	11,700	8,380	72										
Lowndes	3,400	1,800	51	3,300	1,770	54	Pike	2,500	2,000	79	2,200	1,680	77										
Macon	6,100	4,200	68	5,900	4,180	71	Poinsett	8,000	6,800	85	7,500	6,370	85										
Madison	32,700	26,700	82	34,700	28,780	83	Polk	3,900	2,900	74	3,800	2,710	71										
Marengo	6,800	4,100	60	6,700	4,160	62	Pope	6,400	5,400	83	6,300	5,100	81										
Marion	6,300	5,100	81	6,300	4,780	76	Prairie	3,100	2,500	79	2,900	2,260	78										
Marshall	13,700	11,400	83	13,900	11,640	84	Pulaski	74,800	67,600	91	74,900	67,320	90										
Mobile	86,500	76,500	89	88,500	79,030	89	Randolph	3,800	2,900	75	3,500	2,520	72										
Monroe	5,600	3,400	60	5,300	3,290	62	St. Francis	8,200	6,300	76	8,100	6,110	75										
Montgomery	47,300	39,500	84	48,500	41,340	85	Saline	7,700	7,000	91	7,800	6,970	89										
Morgan	17,500	14,200	82	17,800	14,860	84	Scott	2,300	1,800	75	2,000	1,460	73										
Perry	4,100	2,200	53	4,000	2,230	56	Searcy	2,900	1,800	71	2,300	1,570	68										
Pickens	5,600	3,500	63	5,500	3,640	66	Sebastian	21,500	19,300	90	22,500	20,040	89										
Pike	6,900	4,800	69	6,700	4,810	72	Sevier	3,300	2,800	84	3,000	2,460	82										
Randolph	5,600	4,100	74	5,400	4,000	74	Sharp	2,000	1,300	61	1,700	970	57										
Russell	12,000	9,200	77	12,200	9,730	80	Stone	1,800	1,300	71	1,800	1,210	67										
St. Clair	6,800	5,500	81	6,700	5,470	82	Union	15,200	12,800	85	15,000	12,520	83										
Shelby	8,600	7,300	85	8,600	7,400	86	Van Buren	2,300	1,900	81	2,200	1,720	78										
Sumter	4,700	2,900	60	4,600	2,860	62	Washington	17,700	14,000	79	17,700	13,810	78										
Talladega	17,000	13,600	80	17,100	14,100	82	White	9,900	8,300	84	9,600	7,990	83										
Tallapoosa	9,700	7,600	78	9,800	7,790	80	Woodruff	3,800	2,900	75	3,500	2,540	73										
Tuscaloosa	28,300	22,700	81	28,700	23,770	83	Yell	3,700	3,100	81	3,600	2,840	79										
Walker	15,100	13,000	86	14,500	12,650	87	Totals	528,500	435,300	82	517,700	418,070	81										
Washington	3,600	2,500	69	3,600	2,520	70	CALIFORNIA																
Wilcox	4,300	2,200	50	4,000	2,110	53	Alameda East	10,200	9,400	92	Alameda West	298,900	273,800	92	*306,700	*283,670	92						
Winston	4,200	3,500	82	3,900	3,200	82	Alpine	100	100	68	Amador	3,200	2,800	87	100	70	70						
Totals	896,900	728,300	81	901,300	744,230	83	Butte	28,400	24,900	88	Calaveras	3,500	3,100	88	30,200	26,810	89						
ALASKA													Colusa	4,000	3,500	87	3,900	3,380	87				
1st Judicial Div.	not available	not available		10,800	6,050	56	Contra Costa E	63,300	59,600	95	Contra Costa W	60,300	56,800	95	*125,800	*119,350	95						
2nd Judicial Div.	not available	not available		2,700	790	29	Del Norte	5,700	4,700	82	El Dorado	10,500	9,700	92	5,800	4,730	82						
3rd Judicial Div.	not available	not available		34,900	29,090	83	Fresno	111,600	100,300	90	Glenn	5,400	4,900	90	11,100	10,170	92						
4th Judicial Div.	not available	not available		15,600	12,210	78	Humboldt	33,400	29,600	89	Imperial	19,000	15,400	81	113,100	102,940	91						
Totals	not available	not available		64,000	48,140	75	Inyo	4,100	3,000	72	Kern	4,100	3,000	72	5,400	4,850	90						
ARIZONA													Kern West	76,300	69,000	91	Kern East	12,900	11,700	91	*90,300	*82,690	92
Apache	6,200	2,800	46	6,000	2,610	43	Kings	14,500	12,700	88	Lake	5,400	4,400	80	14,500	12,820	88						
Cochise	16,800	13,800	82	17,200	14,270	83	Lassen	4,300	3,600	82	Lake	5,400	4,400	80	5,500	4,360	79						
Coconino	11,500	7,400	64	11,800	7,360	62	Los Angeles	2,121,300	1,965,800	93	Madera	11,900	10,500	88	4,000	3,300	83						
Gila	7,600	6,000	79	7,400	5,770	78	Marin	47,400	43,400	92	Mariposa	1,700	1,400	80	2,149,100	2,010,480	94						
Graham	3,800	2,900	74	3,800	2,790	73	Mend																

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
San Diego	330,800	305,900	93	343,500	320,900	93
San Francisco	296,500	246,000	83	289,000	244,350	85
San Joaquin	77,500	68,700	89	78,500	70,530	90
San Luis Obispo	27,100	24,000	89	27,800	24,870	89
San Mateo	145,800	138,700	96	150,100	143,750	96
Santa Barbara	55,700	49,800	90	60,600	54,840	91
Santa Clara East	7,100	6,600	93			
Santa Clara West	194,600	180,900	93	*214,000	*200,950	94
Santa Cruz	31,900	28,300	89	32,500	29,190	90
Shasta	19,500	17,900	92	20,300	18,700	92
Sierra	800	700	81	800	630	79
Siskiyou	11,100	9,100	82	11,100	9,160	83
Solano East	17,200	16,200	94			
Solano West	22,800	21,500	94	*40,500	*38,340	95
Sonoma North	33,900	30,000	89			
Sonoma South	15,800	14,000	89	*50,800	*45,470	90
Stanislaus	49,800	43,400	88	50,100	44,380	89
Sutter	10,400	9,600	93	10,600	9,770	92
Tehama	8,400	7,700	93	8,500	7,870	93
Trinity	3,400	2,700	80	3,500	2,790	80
Tulare	49,800	44,200	89	50,100	45,050	90
Tuolumne	5,200	4,500	86	5,100	4,340	85
Ventura	58,700	54,900	94	61,800	57,850	94
Yolo	20,900	18,900	90	21,800	19,740	91
Yuba	10,300	9,500	92	10,600	9,680	91
Totals	5,270,000	4,821,100	91	5,377,300	4,969,090	92

COLORADO						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Adams	33,400	32,300	97	35,100	33,800	96
Alamosa	2,800	2,200	77	2,700	2,060	76
Arapahoe	33,300	31,700	95	35,000	33,170	95
Archuleta	700	500	65	700	460	65
Baca	2,000	1,100	52	1,900	990	52
Bent	2,000	1,700	84	1,900	1,580	83
Boulder	23,200	20,400	88	24,000	21,330	89
Chaffee	2,600	2,100	79	2,700	2,130	79
Cheyenne	800	600	73	800	580	72
Clear Creek	1,000	900	85	1,000	840	84
Conejos	2,000	1,500	74	1,900	1,390	73
Costilla	1,000	500	49	900	450	50
Crowley	1,200	1,100	90	1,100	980	89
Custer	400	400	73	400	300	74
Delta	5,100	4,100	80	5,000	4,040	81
Denver	167,700	151,000	91	169,800	149,460	88
Dolores	600	300	48	600	310	52
Douglas	1,500	1,500	97	1,500	1,430	96
Eagle	1,300	1,000	73	1,300	950	73
Elbert	1,200	1,000	82	1,200	990	82
El Paso	44,700	41,500	93	46,900	43,700	93
Fremont	6,200	5,100	82	6,300	5,140	82
Garfield	3,900	3,100	78	3,900	2,990	77
Gilpin	300	300	88	300	260	88
Grand	1,100	800	70	1,100	770	70
Gunnison	1,500	1,100	69	1,500	1,030	69
Hinsdale	100	100	96	100	100	100
Huerfano	2,400	1,800	74	2,200	1,600	73
Jackson	500	500	85	500	430	85
Jefferson	39,400	37,900	96	42,100	40,290	96
Kiowa	800	600	74	700	500	72
Kit Carson	2,100	1,600	72	2,000	1,430	71
Lake	2,000	1,600	79	2,000	1,560	78
La Plata	5,600	4,400	78	5,900	4,650	79
Larimer	16,900	15,200	90	17,400	15,720	90
Las Animas	5,900	4,100	70	5,500	3,800	69
Lincoln	1,700	1,500	85	1,700	1,420	84
Logan	6,000	5,100	84	6,200	5,220	84
Mesa	15,700	13,800	88	16,400	14,440	88
Mineral	200	100	58	200	120	58
Moffat	2,200	1,600	69	2,300	1,580	69
Montezuma	4,100	3,200	78	4,300	3,390	79
Montrose	5,400	4,500	82	5,600	4,630	83
Morgan	6,300	5,800	93	6,500	6,000	92
Otero	7,100	6,100	86	7,000	5,960	85
Ouray	500	400	67	500	350	71
Park	600	600	81	600	480	80
Phillips	1,500	1,400	92	1,500	1,370	91
Pitkin	800	500	57	800	460	58
Prowers	4,000	2,800	70	3,900	2,690	69
Pueblo	33,400	30,900	93	34,100	31,720	93
Rio Blanco	1,500	1,300	83	1,500	1,230	82
Rio Grande	3,100	2,300	73	3,000	2,190	73
Routt	1,900	1,300	65	1,600	1,040	65
Saguache	1,200	900	69	1,100	740	68
San Juan	200	300	85	200	170	86
San Miguel	900	700	68	900	620	69
Sedgwick	1,300	1,200	86	1,300	1,110	86
Summit	700	600	81	600	480	80
Teller	900	800	90	900	800	89
Washington	2,000	1,600	79	2,000	1,560	78
Weld	21,200	19,500	92	21,600	19,880	92
Yuma	2,900	2,400	80	2,800	2,230	80
Totals	544,700	486,700	89	557,000	493,090	89

CONNECTICUT						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Fairfield	202,600	193,400	96	207,200	198,000	96
Hartford	214,300	201,100	94	218,800	205,980	94
Litchfield	37,700	35,000	93	38,300	35,680	93
Middlesex	26,700	24,800	93	27,000	25,180	93
New Haven	205,700	194,700	95	207,600	196,970	95
New London	55,200	50,500	92	52,900	48,620	92
Tolland	19,000	17,600	93	19,500	18,120	93
Windham	21,400	19,800	93	21,500	19,900	93
Totals	782,400	736,900	94	792,800	748,450	94

DELAWARE						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Kent	19,100	17,100	90	20,500	18,630	91
New Castle	91,900	87,100	95	95,100	90,680	95
Sussex	22,300	18,600	84	23,000	19,790	86
Totals	133,300	122,800	92	138,600	129,100	93

DIST. OF COLUMBIA						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Washington	254,400	219,600	86	249,100	220,130	88

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
FLORIDA						
Alachua	20,300	15,200	75	20,900	16,150	77
Baker	1,800	1,500	83	1,700	1,420	84
Bay	19,400	16,900	87	20,000	17,620	88
Bradford	3,400	2,800	81	3,500	2,870	82
Brevard	36,700	32,300	88	40,000	35,290	88
Broward	121,400	112,700	93	124,100	115,290	93
Calhoun	2,000	1,300	64	2,000	1,320	66
Charlotte	5,200	4,300	82	5,300	4,390	83
Citrus	3,300	2,500	76	3,400	2,610	77
Clay	5,600	4,800	84	5,800	4,920	85
Collier	5,300	3,900	74	5,500	4,170	76
Columbia	5,700	4,400	77	5,700	4,430	78
Dade	386,600	299,000	89	345,000	309,640	90
De Soto	3,200	2,500	78	3,200	2,520	79
Dixie	1,300	800	55	1,300	750	58
Duval	138,700	124,200	90	139,000	125,570	90
Escambia	50,100	45,000	90	51,300	46,420	90
Flagler	1,400	1,100	78	1,400	1,110	80
Franklin	2,200	1,500	68	2,100	1,440	69
Gadsden	8,900	6,200	70	9,100	6,650	73
Gilchrist	800	700	77	800	620	77
Glades	900	600	65	800	530	66
Gulf	2,900	2,200	74	3,000	2,240	75
Hamilton	2,100	1,300	64	2,000	1,310	65
Hardee	3,800	3,200	84	3,700	3,110	84
Hendry	2,500	1,700	68	2,500	1,740	70
Hernando	3,800	3,100	80	3,800	3,070	81
Highlands	7,300	5,800	80	7,600	6,080	80
Hillsborough	130,700	114,400	88	134,400	119,230	89
Holmes	3,100	1,900	59	2,800	1,760	63
Indian River	8,900	7,100	80	9,300	7,450	80
Jackson	9,800	6,500	67	9,800	6,880	70
Jefferson	2,500	1,600	65	2,500	1,660	66
Lafayette	900	500	59	800	490	61
Lake	19,500	16,800	86	20,100	17,580	87
Lee	19,400	16,400	85	20,100	17,210	86
Leon	20,400	16,700	82	20,700	17,190	83
Levy	3,200	2,000	61	3,100	1,960	63
Liberty	900	700	69	900	630	70
Madison	3,800	2,200	57	3,800	2,280	60
Manatee	26,600	23,400	88	27,700	24,610	89
Marion	16,800	11,900	75	16,300	12,590	77
Martin	6,200	5,200	84	6,400	5,370	84
Monroe	14,600	10,100	69	14,800	10,650	72
Nassau	4,800	4,200	86	4,900	4,230	86
Okaloosa	17,500	15,600	89	18,500	16,420	89
Okeechobee	1,900	1,600	84	2,000	1,680	84
Orange	87,000	77,800	90	91,100	82,120	90
Osceola	7,200	6,000	82	7,500	6,170	82
Palm Beach	82,300	70,200	86	85,300	74,160	87
Pasco	13,200	11,300	86	13,600	11,600	85
Pinellas	154,800	138,100	90	161,800	145,750	90
Polk	61,000	52,800	87	63,600	55,920	88
Putnam	9,800	8,100	83	10,100	8,470	84
St. Johns	9,200	7,700	84	9,500	8,060	85
St. Lucie	13,000	10,800	83	13,800	11,420	83
Santa Rosa	8,100	7,200	89	8,300	7,340	88
Sarasota	30,500	26,600	88	31,500	27,430	87
Seminole	17,200	15,200	88	17,800	15,720	88
Sumter	3,600	2,800	77	3,500	2,720	78
Suwannee	4,200	2,800	65	4,100	2,760	67
Taylor	3,800	2,600	68	3,900	2,700	69
Union	1,200	900	74	1,100	840	77
Volusia	48,100	41,900	88	50,000	43,910	88
Wakulla	1,400	1,200	81	1,500	1,210	81
Walton	4,600	3,300	72	4,500	3,360	75
Washington	3,200					

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
GEORGIA—(Continued)						
Dade	2,200	2,000	86	2,300	1,980	86
Dawson	1,000	800	74	1,000	760	76
Decatur	6,600	5,200	78	6,600	5,200	79
De Kalb	77,600	73,700	95	82,500	78,090	95
Dodge	4,400	3,300	75	4,300	3,260	76
Dooly	3,000	2,200	73	2,900	2,140	74
Dougherty	21,000	17,500	83	21,900	18,640	85
Douglas	4,600	4,200	89	4,700	4,190	89
Early	3,400	2,400	70	3,200	2,270	71
Echols	500	300	61	500	320	63
Effingham	2,500	2,000	79	2,500	1,990	80
Elbert	5,000	4,200	85	5,000	4,260	85
Emanuel	4,900	3,500	72	4,800	3,500	73
Evans	1,900	1,600	81	1,900	1,550	82
Fannin	3,700	2,800	76	3,600	2,760	77
Fayette	2,100	1,800	84	2,100	1,780	85
Floyd	19,800	17,100	87	20,000	17,580	88
Forsyth	3,400	3,100	91	3,400	3,070	90
Franklin	3,800	3,300	86	3,700	3,190	86
Fulton	165,900	149,800	91	170,300	154,850	91
Gilmer	2,400	1,800	74	2,300	1,740	75
Glascocock	800	600	76	800	470	78
Glynn	12,100	10,300	85	12,700	10,840	85
Gordon	5,500	4,800	87	5,500	4,780	87
Grady	4,700	3,800	80	4,800	3,840	80
Greene	2,900	2,100	72	2,800	2,030	72
Gwinnett	12,200	11,000	90	12,500	11,290	90
Habersham	4,900	3,900	80	5,000	4,040	81
Hall	14,000	12,200	87	14,500	12,740	88
Hancock	2,200	1,300	57	2,200	1,300	59
Haralson	4,200	3,500	84	4,200	3,550	85
Harris	2,800	2,200	76	2,800	2,190	78
Hart	4,100	3,500	85	4,200	3,600	86
Heard	1,400	1,200	78	1,300	1,020	79
Henry	4,400	3,600	81	4,500	3,700	82
Houston	10,700	9,500	89	11,200	9,990	89
Irwin	2,400	1,800	73	2,300	1,700	74
Jackson	5,100	4,300	83	5,100	4,280	84
Jasper	1,600	1,100	68	1,500	1,060	71
Jeff Davis	2,200	1,600	72	2,200	1,600	73
Jefferson	4,400	3,200	72	4,300	3,180	74
Jenkins	2,400	1,900	75	2,300	1,740	76
Johnson	2,200	1,800	78	2,100	1,640	78
Jones	2,100	1,700	76	2,100	1,620	77
Lamar	2,800	2,200	80	2,800	2,270	81
Lanier	1,300	900	67	1,300	900	69
Laurens	8,600	6,100	71	8,700	6,540	75
Lee	1,400	1,100	73	1,400	1,020	73
Liberty	3,600	2,900	78	3,700	2,910	79
Lincoln	1,400	1,100	77	1,400	1,090	78
Long	1,000	700	71	1,000	720	72
Lowndes	13,700	10,400	76	14,100	11,040	78
Lumpkin	1,800	1,600	85	1,800	1,530	85
McDuffie	3,400	2,700	79	3,500	2,810	80
McIntosh	1,600	1,200	71	1,700	1,230	72
Macon	3,200	2,200	67	3,200	2,200	69
Madison	3,100	2,500	79	3,100	2,500	81
Marion	1,300	800	56	1,300	760	58
Meriwether	5,000	3,800	75	4,900	3,770	77
Miller	1,900	1,300	68	1,800	1,250	69
Mitchell	4,900	3,600	72	4,800	3,510	73
Monroe	2,600	2,100	78	2,600	2,070	80
Montgomery	1,600	900	57	1,500	890	60
Morgan	2,700	2,000	73	2,600	1,950	75
Murray	2,800	2,200	78	2,800	2,240	80
Muscogee	44,000	38,900	89	45,300	40,480	89
Newton	5,700	4,800	84	5,800	4,930	85
Oconee	1,700	1,600	91	1,700	1,550	91
Oglethorpe	2,000	1,500	73	1,900	1,420	75
Paulding	3,600	3,300	89	3,700	3,290	89
Peach	3,500	2,900	81	3,600	2,920	81
Pickens	2,500	2,100	83	2,500	2,100	84
Pierce	2,500	1,900	73	2,400	1,770	74
Pike	1,800	1,300	71	1,800	1,320	73
Polk	8,000	6,800	86	7,800	6,700	86
Pulaski	2,300	1,600	70	2,300	1,640	72
Putnam	2,000	1,500	77	2,000	1,550	77
Quitman	600	400	66	600	400	66
Rabun	2,000	1,500	75	2,000	1,540	77
Randolph	2,900	1,900	66	2,800	1,890	68
Richmond	36,700	32,300	88	36,500	32,520	89
Rockdale	2,800	2,400	85	2,800	2,400	86
Schley	800	700	73	800	590	74
Screven	3,800	2,700	70	3,500	2,480	71
Seminole	1,800	1,400	76	1,700	1,300	76
Spalding	10,200	8,700	85	10,400	9,010	87
Stephens	5,200	4,200	80	5,200	4,230	81
Stewart	1,800	1,100	56	1,800	1,060	59
Sumter	6,600	4,500	68	6,700	4,660	70
Talbot	1,700	1,200	67	1,700	1,180	70
Taliaferro	900	600	65	800	540	68
Tattnall	3,600	2,800	77	3,600	2,810	78
Taylor	2,100	1,600	72	2,100	1,540	73
Telfair	3,100	1,900	59	3,100	1,900	61
Terrell	3,300	2,300	69	3,200	2,270	71
Thomas	9,300	7,400	80	9,400	7,640	81
Tift	6,300	4,700	75	6,300	4,800	76
Toombs	4,500	3,000	66	4,500	3,040	67
Towns	1,100	1,000	81	1,100	900	82
Treutlen	1,600	1,100	65	1,600	1,070	67
Troup	13,200	10,300	79	12,900	10,480	81
Turner	2,300	1,700	74	2,200	1,660	75
Twiggs	1,800	1,300	69	1,800	1,260	70
Union	1,800	1,400	79	1,700	1,350	80
Upson	6,600	5,500	83	6,700	5,620	84
Walker	12,900	11,500	90	13,100	11,780	90
Walton	5,500	4,600	83	5,500	4,630	84
Ware	9,800	7,800	80	10,000	8,110	81
Warren	1,800	1,300	67	1,700	1,190	70
Washington	4,900	3,000	60	4,800	3,010	63
Wayne	4,700	3,800	80	4,900	3,940	80
Webster	800	400	51	800	430	54

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Wheeler	1,300	800	60	1,300	820	63
White	1,800	1,400	77	1,800	1,400	78
Whitfield	11,800	10,400	88	12,300	10,930	89
Wilcox	2,100	1,600	75	2,000	1,510	75
Wilkes	3,100	2,000	63	3,000	2,010	67
Wilkinson	2,400	1,800	74	2,400	1,790	75
Worth	4,000	3,100	77	4,000	3,090	77
Totals	1,089,700	918,200	84	1,110,200	942,420	85
HAWAII						
Hawaii	15,700	10,800	69	15,300	11,460	74
Honolulu	125,100	110,400	88	126,400	115,010	91
Kauai	8,100	2,000	25	8,000	3,050	37
Maui	11,300	8,900	79	10,800	9,030	83
Totals	160,200	132,100	82	160,500	138,550	86
IDAHO						
Ada	29,800	27,200	92	30,100	27,800	92
Adams	900	800	80	900	710	79
Bannock	14,200	12,700	90	14,200	12,800	90
Bear Lake	2,000	1,800	86	2,000	1,710	86
Benewah	1,900	1,700	86	1,900	1,680	89
Bingham	7,300	6,900	94	7,500	7,070	94
Blaine	1,400	1,200	82	1,400	1,140	82
Boise	500	500	88	500	430	86
Bonner	4,900	4,300	86	4,800	4,150	87
Bonneville	13,400	12,600	95	13,600	12,870	95
Boundary	1,700	1,400	79	1,700	1,350	79
Butte	1,000	1,000	94	900	840	93
Camas	300	300	96	300	280	93
Canyon	17,400	15,300	88	17,500	15,520	89
Caribou	1,600	1,400	86	1,600	1,350	85
Cassia	4,500	4,100	92	4,500	4,140	92
Clark	300	300	83	300	270	90
Clearwater	2,600	2,200	84	2,600	2,210	85
Custer	900	700	75	900	660	74
Elmore	4,700	4,300	92	4,800	4,400	92
Franklin	2,200	2,000	88	2,100	1,850	88
Fremont	2,400	2,200	93	2,400	2,240	93
Gem	2,900	2,600	89	2,800	2,490	89
Gooding	2,800	2,600	91	2,700	2,430	90
Idaho	4,000	3,100	76	4,000	3,080	77
Jefferson	3,000	2,900	97	2,900	2,810	97
Jerome	3,300	3,100	93	3,300	3,050	93
Kootenai	9,500	8,900	93	9,700	9,040	93
Latah	6,200	5,300	84	6,200	5,240	84
Lemhi	1,800	1,200	66	1,800	1,170	65
Lewis	1,300	1,200	90	1,400	1,250	89
Lincoln	1,100	1,000	89	1,000	880	88
Madison	2,400	2,300	94	2,300	2,170	94
Minidoka	4,000	3,600	88	4,100	3,610	88
Nez Perce	8,700					

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Logan	9,200	8,400	91	9,400	8,590	91
McDonough	9,200	8,400	91	9,100	8,330	92
McHenry	25,700	24,900	97	26,600	25,670	97
McLean	26,300	23,500	90	26,500	24,040	91
Macon	38,000	35,000	92	38,600	35,840	93
Macoupin	14,200	12,900	91	14,200	13,020	92
Madison	68,700	64,300	94	70,300	66,050	94
Marion	12,900	11,500	89	12,900	11,630	90
Marshall	4,200	3,800	89	4,200	3,770	90
Masson	5,000	4,600	92	5,000	4,600	92
Massac	4,700	4,000	85	4,700	4,040	86
Menard	3,000	2,600	88	3,000	2,650	88
Mercer	5,400	5,100	95	5,400	5,080	94
Monroe	4,700	4,300	91	4,700	4,270	91
Montgomery	10,400	9,200	89	10,300	9,270	90
Morgan	10,500	9,100	87	10,600	9,860	88
Moultrie	4,300	3,700	86	4,200	3,650	87
Ogle	12,000	11,000	92	12,200	11,290	93
Peoria	58,900	54,100	92	59,000	54,690	93
Perry	6,400	5,500	87	6,100	5,320	87
Piatt	4,700	4,600	95	4,400	4,440	95
Pike	6,900	6,100	89	6,800	6,050	89
Pope	1,400	1,100	76	1,300	1,010	78
Pulaski	3,400	2,700	79	3,100	2,500	81
Putnam	1,500	1,300	84	1,500	1,280	85
Randolph	8,600	7,700	90	8,500	7,750	91
Richland	5,200	4,500	85	5,100	4,330	85
Rock Island	46,900	44,800	96	47,400	45,250	95
St. Clair	80,100	73,300	92	81,500	75,270	92
Saline	9,400	8,100	86	8,800	7,740	88
Sangamon	48,300	42,900	89	48,800	44,140	90
Schuyler	2,900	2,700	91	2,900	2,630	91
Scott	2,100	2,000	94	2,000	1,870	94
Shelby	7,500	6,400	85	7,400	6,350	86
Stark	2,500	2,400	93	2,500	2,320	93
Stephenson	14,700	13,400	91	14,800	13,600	92
Tazewell	30,700	28,600	94	31,500	29,500	94
Union	5,200	4,700	89	5,000	4,460	89
Vermilion	30,600	27,800	91	31,000	28,490	92
Wabash	4,500	3,900	86	4,400	3,820	87
Warren	6,800	6,300	93	6,800	6,320	93
Washington	4,500	3,800	85	4,400	3,770	86
Wayne	6,200	4,800	78	6,100	4,800	79
White	6,400	5,000	77	6,200	4,860	78
Whiteside	18,300	16,900	93	18,700	17,370	93
Will	55,900	52,900	95	57,300	54,290	95
Williamson	15,600	13,700	88	15,400	13,730	89
Winnebago	65,300	61,100	94	66,800	62,760	94
Woodford	7,300	6,500	89	7,500	6,680	89
Totals	3,158,700	2,912,100	92	3,178,000	2,947,640	93

INDIANA						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Adams	7,100	6,400	91	7,300	6,610	91
Allen	70,400	65,500	93	72,000	67,270	93
Bartholomew	14,700	13,600	93	15,300	14,200	93
Benton	3,400	3,200	91	3,400	3,100	91
Blackford	4,700	4,300	93	4,600	4,240	92
Boone	8,700	8,200	94	8,900	8,340	94
Brown	2,100	1,900	93	2,100	1,940	92
Carroll	5,300	5,000	93	5,400	5,010	93
Cass	12,400	11,100	90	12,500	11,330	91
Clark	18,300	16,900	93	18,800	17,410	93
Clay	8,100	7,600	93	8,100	7,490	92
Clinton	9,900	9,200	94	9,900	9,240	93
Crawford	2,600	2,100	80	2,500	2,030	81
Daviess	8,100	6,900	86	8,000	6,880	86
Dearborn	8,500	7,900	93	8,700	8,070	93
Decatur	6,000	5,500	91	6,200	5,630	91
De Kalb	8,500	8,100	95	8,600	8,100	94
Delaware	33,800	31,700	94	34,600	32,450	94
Dubois	7,500	6,400	86	7,700	6,630	86
Elkhart	32,800	29,300	90	33,700	30,430	90
Fayette	7,400	6,800	93	7,500	6,920	92
Floyd	15,600	14,700	94	16,000	15,030	94
Fountain	6,000	5,600	92	6,100	5,600	92
Franklin	4,500	3,900	86	4,600	3,990	87
Fulton	5,500	5,000	92	5,500	5,030	91
Gibson	9,500	8,500	90	9,400	8,490	90
Grant	22,800	20,700	91	23,500	21,510	92
Greene	9,000	8,000	90	8,900	7,990	90
Hamilton	12,400	11,800	95	12,800	12,080	94
Hancock	8,300	7,800	95	8,600	8,090	94
Harrison	5,500	5,000	90	5,600	5,020	90
Hendricks	12,500	11,900	95	13,000	12,270	94
Henry	14,800	13,800	93	15,100	14,090	93
Howard	21,300	19,900	94	21,900	20,500	94
Huntington	10,400	9,800	94	10,700	10,040	94
Jackson	9,300	8,600	92	9,400	8,660	92
Jasper	5,300	4,800	91	5,300	4,800	91
Jay	7,200	6,400	88	7,200	6,370	88
Jefferson	6,700	6,000	90	6,900	6,190	90
Jennings	4,500	4,000	90	4,500	4,030	90
Johnson	13,000	12,600	97	13,800	13,220	96
Knox	13,400	12,200	91	13,300	12,130	91
Kosciusko	12,700	11,600	91	13,200	12,050	91
La Grange	4,800	3,700	78	4,800	3,810	79
Lake	148,000	139,600	94	155,300	146,280	94
La Porte	27,600	26,200	95	28,500	27,030	95
Lawrence	11,300	10,400	91	11,500	10,560	92
Madison	38,900	36,700	95	39,500	37,340	95
Marion	218,100	203,800	94	222,400	208,610	94
Marshall	9,800	9,000	91	10,000	9,120	91
Martin	2,900	2,600	88	2,900	2,560	88
Miami	11,500	10,500	91	12,800	11,660	91
Monroe	17,100	14,800	87	17,400	15,280	88
Montgomery	10,200	9,600	94	10,600	9,910	93
Morgan	10,100	9,400	94	10,300	9,580	93
Newton	3,500	3,200	92	3,500	3,190	91
Noble	8,500	7,700	91	8,700	7,890	91
Ohio	1,300	1,300	95	1,300	1,230	95
Orange	5,100	4,500	87	5,100	4,450	87
Owen	3,700	3,400	91	3,700	3,360	91
Parke	4,800	4,500	93	4,800	4,460	93
Perry	4,900	4,200	85	5,000	4,280	86
Pike	4,200	3,600	85	4,100	3,500	85
Porter	17,400	16,400	94	18,100	17,020	94
Posey	5,900	4,900	84	5,900	5,000	85
Pulaski	3,800	3,300	85	3,800	3,230	85

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Putnam	6,900	6,400	92	7,000	6,440	92
Randolph	9,100	8,300	92	9,200	8,400	91
Ripley	6,000	5,300	88	6,100	5,410	89
Rush	6,100	5,800	95	6,100	5,760	94
St. Joseph	71,400	67,000	84	72,500	68,210	94
Scott	4,300	3,700	85	4,500	3,870	86
Shelby	10,700	10,100	95	11,000	10,330	94
Spencer	4,600	4,100	88	4,600	4,050	88
Starke	5,300	4,800	90	5,300	4,780	90
Steuben	5,300	4,900	93	5,300	4,910	93
Sullivan	7,300	6,700	91	7,200	6,530	91
Switzerland	2,200	1,900	85	2,200	1,870	85
Tippecanoe	25,400	22,400	88	25,900	23,110	89
Tipton	4,900	4,700	95	4,900	4,610	94
Union	1,900	1,700	88	1,900	1,680	88
Vanderburgh	51,500	46,500	91	51,000	46,450	91
Vermillion	6,000	5,600	93	5,900	5,440	92
Vigo	35,100	32,200	92	34,700	32,050	92
Wabash	10,000	8,800	88	10,300	9,090	88
Warren	2,600	2,300	88	2,600	2,300	88
Warrick	7,000	6,200	89	7,100	6,320	89
Washington	5,400	4,600	85	5,500	4,720	86
Wayne	22,400	20,700	92	22,700	21,000	93
Wells	6,500	6,000	91	6,600	5,990	91
White	6,200	5,700	91	6,300	5,720	91
Whitley	6,300	6,000	94	6,400	5,970	93
Totals	1,414,800	1,306,000	92	1,443,900	1,334,860	92

IOWA						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Adair	3,600	3,400	94	3,500	3,240	93
Adams	2,400	2,100	85	2,300	1,960	85
Allamakee	4,500	4,100	91	4,500	4,060	90
Appanoose	5,600	4,900	87	5,300	4,620	87
Audubon	3,400	3,200	94	3,400	3,160	93
Benton	7,200	6,900	95	7,200	6,750	94
Black Hawk	36,400	34,400	95	37,800	35,200	94
Boone	8,500	8,000	94	8,500	7,930	93
Bremer	6,200	5,700	92	6,200	5,650	91
Buchanan	6,100	5,600	92	6,000	5,470	91
Buena Vista	6,600	6,200	93	6,600	6,060	92
Butler	5,400	4,900	89	5,400	4,810	89
Calhoun	5,000	4,600	92	4,900	4,470	91
Carroll	6,700	6,300	95	6,700	6,290	94
Cass	6,000	5,500	92	6,000	5,480	91
Cedar	5,500	5,200	94	5,500	5,110	93
Cerro Gordo	15,500	14,500	94	15,700	14,640	93
Cherokee	5,300	4,900	92	5,300	4,850	92
Chickasaw	4,300	3,900	91	4,300	3,900	91
Clarke	2,800	2,600	90	2,800	2,490	89
Clay	5,700	5,100	88	5,800	5,110	88
Clayton	6,700	5,800	87	6,700	5,810	87
Clinton	16,800	16,000	95	17,000	16,090	95
Crawford	5,600	5,300	93	5,600	5,180	92
Dallas	7,800	7,300	94	7,800	7,230	93
Davis	2,900	2,700	91	2,800	2,520	90
Decatur	3,300	2,700	81	3,200	2,610	82
Delaware	5,200	4,800	92	5,200	4,740	91
Des Moines	14,400	13,300	93	14,600	13,510	93
Dickinson	4,000	3,500	87	4,000	3,490	87
Dubuque	21,800	19,400	90	21,800	19,59	

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
IOWA—(Continued)						
Sioux	7,500	6,400	85	7,500	6,390	85
Story	14,400	13,200	92	14,600	13,420	92
Tama	6,700	6,200	92	6,700	6,120	91
Taylor	3,500	2,900	84	3,400	2,860	84
Union	4,600	4,200	90	4,400	3,940	90
Van Buren	3,200	2,800	87	3,100	2,690	87
Wapello	14,600	13,500	93	14,600	13,500	92
Warren	6,200	5,900	94	6,400	5,980	93
Washington	6,000	5,200	87	6,000	5,210	87
Wayne	3,500	3,000	85	3,400	2,890	85
Webster	15,100	13,900	92	15,200	14,020	92
Winnebago	4,000	3,700	92	4,000	3,670	92
Winneshiek	6,000	5,300	88	6,000	5,270	88
Woodbury	33,400	31,300	94	33,600	31,480	94
Worth	3,100	2,900	92	3,100	2,830	91
Wright	6,100	5,700	93	6,100	5,660	93
Totals	850,600	786,300	92	853,700	784,840	92
KANSAS						
Allen	5,600	4,700	84	5,500	4,620	84
Anderson	3,000	2,700	87	2,900	2,510	87
Atchison	6,300	5,900	93	6,300	5,840	93
Barber	2,900	2,500	85	2,800	2,380	85
Barton	10,100	9,600	95	10,200	9,590	94
Bourbon	5,800	5,100	88	5,500	4,810	88
Brown	4,600	4,000	88	4,400	3,870	88
Butler	12,400	11,300	92	12,600	11,540	92
Chase	1,400	1,200	83	1,300	1,080	83
Chautauqua	2,200	2,000	89	2,100	1,850	88
Cherokee	7,600	7,000	92	7,300	6,670	91
Cheyenne	1,500	1,400	88	1,400	1,210	87
Clark	1,200	1,100	91	1,200	1,090	91
Clay	3,700	3,000	79	3,600	2,830	79
Cloud	4,800	3,900	81	4,600	3,680	80
Coffey	2,900	2,400	79	2,800	2,200	79
Comanche	1,100	900	78	1,000	780	78
Cowley	12,400	11,000	89	12,200	10,870	89
Crawford	13,100	11,900	91	12,800	11,600	91
Decatur	1,900	1,700	88	1,900	1,650	87
Dickinson	7,200	6,400	88	7,200	6,260	87
Doniphan	3,000	2,700	89	2,900	2,560	88
Douglas	12,900	11,300	88	13,100	11,450	87
Edwards	1,700	1,500	90	1,700	1,520	89
Elk	1,900	1,500	82	1,700	1,370	81
Ellis	5,800	5,400	92	6,000	5,500	92
Ellsworth	2,600	2,200	85	2,400	2,030	84
Finney	4,800	4,300	91	4,800	4,320	90
Ford	6,500	6,000	92	6,500	5,920	91
Franklin	6,600	5,900	89	6,500	5,760	89
Geary	8,100	7,400	91	8,100	7,300	90
Gove	1,200	1,000	80	1,200	950	79
Graham	1,700	1,600	91	1,700	1,510	89
Grant	1,500	1,300	89	1,400	1,230	88
Gray	1,300	1,200	89	1,200	1,060	89
Greeley	700	600	87	600	520	86
Greenwood	3,900	3,400	86	3,600	3,070	85
Hamilton	1,000	800	80	1,000	790	79
Harper	3,300	3,000	89	3,300	2,920	89
Harvey	8,300	7,300	88	8,400	7,350	88
Haskell	900	800	90	800	720	90
Hodgeman	900	800	83	900	740	83
Jackson	3,400	3,000	87	3,400	2,940	86
Jefferson	3,500	3,100	88	3,500	3,080	88
Jewell	2,500	1,900	74	2,300	1,700	74
Johnson	44,100	42,700	97	46,000	44,240	96
Kearny	900	900	91	900	810	90
Kingman	3,100	2,900	93	3,100	2,870	93
Kiowa	1,500	1,200	77	1,500	1,170	78
Labette	9,000	7,900	88	8,800	7,750	88
Lane	1,000	900	90	900	800	89
Leavenworth	12,800	11,900	93	12,800	11,860	93
Lincoln	1,900	1,600	80	1,800	1,430	79
Linn	3,000	2,600	87	2,800	2,430	87
Logan	1,200	1,000	81	1,200	960	80
Lyon	3,600	7,200	84	3,500	7,070	83
McPherson	7,700	6,400	83	7,600	6,290	83
Marion	4,800	4,100	84	4,700	3,940	84
Marshall	5,800	4,400	84	5,200	4,310	83
Meade	1,700	1,700	97	1,700	1,640	96
Miami	6,100	5,700	94	6,000	5,600	93
Mitchell	2,900	2,400	82	2,800	2,280	81
Montgomery	15,400	13,300	86	15,200	13,250	87
Morris	2,500	2,100	83	2,400	2,000	83
Morton	1,000	900	85	1,000	830	83
Nemaha	3,900	3,500	89	3,800	3,370	89
Neosho	6,500	5,800	89	6,400	5,680	89
Ness	1,800	1,600	88	1,700	1,480	87
Norton	2,700	2,300	87	2,600	2,240	86
Osage	4,300	3,800	88	4,200	3,690	88
Osborne	2,600	2,100	80	2,400	1,900	79
Ottawa	2,400	1,900	80	2,300	1,820	79
Pawnee	3,000	2,800	89	2,900	2,580	89
Phillips	2,900	2,300	78	2,900	2,250	78
Pottawatomie	3,700	3,300	88	3,600	3,120	87
Pratt	4,100	3,800	91	4,100	3,710	90
Rawlins	1,600	1,400	86	1,600	1,370	85
Reno	19,400	18,000	93	19,300	17,920	93
Republic	3,400	2,900	84	3,300	2,760	84
Rice	4,500	4,200	93	4,400	4,040	92
Riley	11,200	9,600	86	11,000	9,470	86
Rooks	3,000	2,800	90	3,000	2,670	89
Rush	2,000	1,900	90	1,900	1,700	89
Russell	3,700	3,200	87	3,600	3,130	87
Saline	17,300	15,700	91	17,700	16,100	91
Scott	1,600	1,500	89	1,600	1,400	88
Sedgwick	110,200	102,800	94	112,300	104,900	93
Seward	5,000	4,500	89	5,200	4,580	88
Shawnee	45,800	42,300	93	46,300	42,920	93
Sheridan	1,200	1,100	86	1,200	1,020	85
Sherman	2,200	2,000	89	2,200	1,940	88
Smith	2,700	2,400	87	2,600	2,230	86
Stafford	2,600	2,300	89	2,500	2,220	89

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Stanton	600	500	80	600	470	78
Stevens	1,300	1,100	77	1,300	990	76
Sumner	3,400	7,600	91	3,500	7,650	90
Thomas	2,300	1,900	82	2,300	1,850	80
Trego	1,600	1,400	83	1,600	1,320	83
Wabunsee	2,200	1,900	83	2,200	1,810	82
Wallace	600	600	84	600	490	81
Washington	3,600	2,900	82	3,400	2,750	81
Wichita	800	700	82	800	640	80
Wilson	4,500	3,700	81	4,400	3,600	82
Woodson	1,900	1,600	80	1,800	1,430	79
Wyandotte	57,400	53,300	93	57,100	53,060	93
Totals	694,200	628,200	90	692,700	623,040	90
KENTUCKY						
Adair	4,200	2,600	61	4,000	2,530	63
Allen	3,800	3,100	80	3,700	2,980	81
Anderson	2,600	2,300	87	2,700	2,360	87
Ballard	2,700	2,400	88	2,700	2,380	88
Barren	3,600	7,100	83	3,500	7,070	83
Bath	2,600	1,800	67	2,600	1,770	68
Bell	3,900	6,600	74	3,800	6,330	76
Boone	6,400	6,100	95	6,600	6,220	94
Bourbon	5,500	4,600	83	5,400	4,540	84
Boyd	15,300	14,200	93	15,300	14,270	93
Boyle	6,000	4,900	82	6,000	4,910	82
Bracken	2,300	2,000	87	2,200	1,920	87
Breathitt	3,500	1,500	42	3,200	1,430	45
Breckinridge	4,200	3,400	79	4,200	3,380	80
Bullitt	4,400	4,000	90	4,500	4,030	90
Butler	2,700	2,100	77	2,600	2,010	77
Caldwell	4,200	3,100	73	4,200	3,110	74
Calloway	6,600	5,600	85	6,600	5,600	85
Campbell	26,200	24,900	95	26,400	25,080	95
Carlisle	1,900	1,700	90	1,900	1,720	90
Carroll	2,400	2,100	85	2,400	2,040	85
Carter	5,300	4,200	78	5,300	4,220	80
Casey	3,800	2,400	62	3,600	2,290	64
Christian	14,700	12,500	85	15,000	12,870	86
Clark	6,400	5,200	81	6,600	5,340	81
Clay	4,500	2,600	57	4,500	2,600	58
Clinton	2,400	1,600	68	2,300	1,580	69
Crittenden	2,700	2,200	78	2,700	2,110	78
Cumberland	2,200	1,500	64	2,100	1,380	66
Daviess	20,600	18,000	87	20,900	18,490	88
Edmonson	2,300	1,600	68	2,200	1,520	69
Elliott	1,500	1,300	82	1,500	1,250	83
Estill	3,500	1,900	52	3,500	1,900	54
Fayette	40,900	35,600	88	40,600	35,740	88
Fleming	3,300	2,500	77	3,200	2,470	77
Floyd	9,800	7,400	75	9,200	7,240	

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Russell	3,100	2,200	69	3,000	2,090	70
Scott	4,500	3,700	81	4,500	3,690	82
Shelby	5,500	4,900	88	5,500	4,860	88
Simpson	3,600	3,000	84	3,500	2,960	85
Spencer	1,600	1,400	88	1,600	1,410	88
Taylor	4,800	3,600	76	4,800	3,660	76
Todd	3,300	2,800	82	3,300	2,750	83
Trigg	2,600	2,200	83	2,500	2,080	83
Trimble	1,500	1,300	86	1,400	1,220	87
Union	4,300	3,600	83	4,200	3,480	83
Warren	13,600	11,400	84	13,600	11,520	85
Washington	3,000	2,600	85	2,900	2,470	85
Wayne	3,800	1,800	48	3,700	1,840	50
Webster	4,700	3,500	76	4,600	3,500	76
Whitley	7,000	5,200	74	6,700	5,030	75
Wolfe	1,600	900	53	1,600	880	55
Woodford	3,500	2,800	80	3,400	2,770	81
Totals	867,300	721,400	83	860,600	722,380	84

LOUISIANA						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Acadia	13,500	11,500	85	13,700	11,500	84
Allen	5,500	4,500	81	5,500	4,310	78
Ascension	7,400	6,000	81	7,600	5,950	78
Assumption	4,500	3,600	79	4,500	3,430	76
Avoyelles	10,500	8,500	81	10,500	8,390	80
Beauregard	5,500	4,200	77	5,500	4,080	74
Bienville	4,700	3,700	79	4,600	3,520	77
Bossier	16,000	14,300	90	16,400	14,600	89
Caddo	69,000	61,500	90	69,500	61,700	89
Calcasieu	41,100	37,300	91	43,400	39,150	90
Caldwell	2,500	2,000	78	2,400	1,810	76
Cameron	1,900	1,700	85	1,900	1,570	83
Catahoula	3,000	2,100	68	3,100	2,020	65
Claiborne	5,700	4,500	77	5,400	4,060	75
Concordia	5,700	4,100	72	5,800	4,020	69
De Soto	6,700	5,100	76	6,700	5,020	75
East Baton Rouge	64,000	58,300	92	66,000	59,760	91
East Carroll	3,700	2,600	69	3,600	2,410	67
East Feliciana	3,600	2,600	71	3,600	2,470	69
Evangeline	8,800	6,500	74	8,800	6,420	73
Franklin	6,600	5,400	81	6,500	5,180	80
Grant	3,800	3,100	79	3,900	2,980	77
Iberia	14,000	12,300	88	14,300	12,410	87
Iberville	7,700	6,400	83	7,900	6,350	80
Jackson	4,600	3,900	83	4,700	3,790	81
Jefferson	60,200	56,700	95	63,100	58,820	93
Jefferson Davis	8,200	7,000	85	8,400	6,980	83
Lafayette	23,100	20,700	90	24,200	21,400	88
Lafourche	14,500	13,000	90	15,100	13,410	89
La Salle	3,900	3,100	79	3,900	3,000	77
Lincoln	7,200	6,400	89	7,400	6,450	87
Livingston	7,400	6,100	82	7,500	5,990	80
Madison	4,500	3,200	71	4,400	3,010	68
Morehouse	9,000	7,400	83	9,000	7,330	81
Natchitoches	9,300	6,300	69	9,200	6,270	68
Orleans	192,800	173,200	90	195,000	174,120	89
Ouachita	30,000	26,900	90	30,900	27,580	89
Plaquemines	5,800	5,200	89	6,000	5,260	88
Pointe Coupee	5,600	4,400	79	5,600	4,270	76
Rapides	30,300	27,000	89	31,100	27,560	89
Red River	2,800	2,000	71	2,700	1,900	70
Richland	6,100	4,900	80	6,000	4,720	79
Sabine	5,200	3,500	68	5,100	3,310	65
St. Bernard	8,900	8,700	98	9,100	8,730	96
St. Charles	5,500	5,000	90	5,700	5,060	89
St. Helena	2,100	1,500	70	2,200	1,490	68
St. James	4,200	3,600	84	4,200	3,470	83
St. John The Bapt.	4,500	3,800	84	4,600	3,790	82
St. Landry	20,100	15,500	78	20,400	15,660	77
St. Martin	7,200	6,200	86	7,200	6,060	84
St. Mary	13,000	11,600	89	13,600	11,900	88
St. Tammany	10,800	9,600	89	11,200	9,780	87
Tangipahoa	16,200	13,200	82	16,400	13,360	81
Tensas	3,100	2,100	68	3,000	1,960	65
Terrebonne	15,400	13,500	88	15,800	13,840	88
Union	5,000	4,300	86	4,900	4,120	84
Vermilion	11,100	9,800	88	11,400	9,890	87
Vernon	5,300	4,100	76	5,400	3,960	73
Washington	12,400	10,000	80	12,700	10,210	80
Webster	11,700	9,800	84	12,000	10,040	84
West Baton Rouge	3,800	3,200	84	3,900	3,180	81
West Carroll	3,800	3,000	79	3,700	2,880	78
West Feliciana	2,200	1,600	74	2,200	1,570	72
Winn	4,700	3,600	76	4,700	3,480	74
Totals	916,700	796,200	87	934,700	802,690	84

MAINE						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Androscoggin	26,900	25,400	95	26,600	25,120	94
Aroostook	26,700	23,900	90	26,600	23,810	90
Cumberland	56,500	53,200	95	56,000	52,830	94
Franklin	5,800	5,100	87	5,700	4,910	86
Hancock	10,400	9,700	93	10,200	9,500	93
Kennebec	26,200	24,200	92	25,900	23,920	92
Knock	9,200	8,200	89	9,100	8,050	88
Lincoln	5,900	5,500	92	5,800	5,300	91
Oxford	13,000	12,200	94	12,800	11,970	94
Penobscot	35,900	33,400	93	35,900	33,510	93
Piscataquis	5,200	4,800	93	5,100	4,690	92
Sagadahoc	7,100	6,500	91	7,000	6,370	91
Somerset	11,800	10,800	92	11,600	10,590	91
Waldo	6,800	6,100	90	6,700	6,020	90
Washington	10,200	9,000	89	10,000	8,890	89
York	30,500	29,000	95	30,200	28,710	95
Totals	288,200	267,000	93	285,200	264,190	93

MARYLAND						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Allegany	25,800	22,900	89	25,500	23,050	90
Anne Arundel	55,500	52,100	94	57,000	53,970	95
Baltimore	422,100	396,800	95	427,700	415,770	97
Calvert	3,900	3,300	85	4,100	3,530	86
Caroline	6,100	5,100	84	6,100	5,190	85
Carroll	14,500	13,600	94	14,800	13,990	95
Cecil	12,600	11,800	94	13,000	12,240	94
Charles	8,100	7,000	87	8,300	7,300	88
Dorchester	9,100	7,600	84	9,200	7,820	85
Frederick	20,500	18,800	92	20,900	19,370	93
Garrett	5,500	4,300	79	5,500	4,380	80

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Harford	21,300	19,800	93	22,000	20,630	94
Howard	10,000	9,400	94	10,300	9,700	94
Kent	4,700	4,200	89	4,700	4,210	90
Montgomery	99,500	94,700	96	103,900	99,430	96
Prince Georges	101,500	97,100	96	107,000	102,850	96
Queen Annes	5,000	4,300	86	5,000	4,370	87
St. Marys	9,300	8,400	90	9,500	8,630	91
Somerset	5,800	4,500	78	5,800	4,560	79
Talbot	6,900	6,200	90	7,000	6,310	90
Washington	27,800	24,900	90	28,200	25,720	91
Wicomico	15,100	13,200	88	15,400	13,780	89
Worcester	7,300	5,700	78	7,300	5,760	79
Totals	897,400	835,900	93	918,200	872,560	95

MASSACHUSETTS						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Barnstable	23,200	21,600	93	23,700	22,120	93
Berkshire	43,800	40,800	94	44,100	41,210	93
Bristol	125,700	120,300	96	125,900	120,650	96
Dukes	2,100	1,800	84	2,000	1,680	84
Essex	177,500	169,900	96	178,800	171,240	96
Franklin	17,200	15,200	88	17,200	15,240	89
Hampden	133,000	125,100	95	134,400	126,780	94
Hampshire	28,100	25,700	92	28,500	26,150	92
Middlesex	361,300	345,500	96	364,800	348,860	96
Nantucket	1,200	1,100	88	1,200	1,050	88
Norfolk	149,600	144,400	97	152,500	147,100	96
Plymouth	76,000	72,400	96	77,500	73,900	95
Suffolk	251,600	228,100	91	244,300	222,750	91
Worcester	175,300	165,900	95	176,200	167,090	95
Totals	1,565,400	1,477,800	94	1,571,100	1,485,820	95

MICHIGAN						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Alcona	1,900	1,600	83	1,900	1,590	84
Alger	2,600	2,400	89	2,500	2,210	88
Allegan	16,700	15,700	94	17,100	16,100	94
Alpena	8,100	6,600	82	8,300	6,760	81
Antrim	3,100	2,800	90	3,100	2,800	90
Arenac	2,900	2,700	91	2,900	2,620	90
Baraga	2,100	1,900	90	2,000	1,790	89
Barry	9,600	9,100	94	9,800	9,180	94
Bay	31,600	30,000	95	31,400	29,810	95
Benzie	2,400	2,100	88	2,400	2,110	88
Berrien	45,500	41,800	92	46,700	43,090	92
Branch	10,000	9,300	93	10,300	9,610	93
Calhoun	42,500	40,300	95	42,600	40,450	95
Cass	11,100	10,300	93	11,500	10,690	93
Charlevoix	4,000	3,600	91	4,000	3,610	90
Cheboygan	4,100	3,500	84	4,100	3,440	84
Chippewa	9,000	8,000	89	9,400	8,280	88
Clare	3,500	3,200	89	3,600	3,210	89
Clinton	10,500	10,100	96	10,900	10,380	95
Crawford	1,500	1,300	85	1,400	1,210	86
Delta	9,900	8,800	89	10,000	8,930	89
Dickinson	7,500	7,000	94	7,500	7,000	93
Eaton	14,500	13,700	95	15,000	14,220	95
Emmet	4,700	4,100	87	4,700	4,070	87
Genesee	109,100	104,100	96	112,800	107,550	95
Gladwin	3,100					

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
MICHIGAN—(Continued)						
Tuscola	12,000	11,200	93	12,200	11,380	93
Van Buren	15,000	14,100	94	15,600	14,680	94
Washtenaw	48,400	43,200	90	49,900	45,040	90
Wayne	795,500	753,700	95	796,600	755,340	95
Wexford	5,500	5,100	93	5,500	5,080	92
Totals	2,297,300	2,163,500	94	2,336,500	2,200,050	94
MINNESOTA						
Aitkin	3,800	3,400	89	3,700	3,260	88
Anoka	23,100	22,600	98	24,000	23,340	97
Becker	6,700	5,700	85	6,800	5,720	84
Beltrami	6,400	4,300	67	6,400	4,240	66
Benton	4,500	4,100	91	4,600	4,150	90
Big Stone	2,600	2,300	89	2,500	2,210	89
Blue Earth	12,800	11,500	90	13,100	11,770	90
Brown	8,100	7,000	87	8,100	7,010	87
Carlton	7,700	7,300	94	7,900	7,340	93
Carver	5,900	5,700	96	6,000	5,670	95
Cass	5,000	3,400	68	4,800	3,230	67
Chippewa	4,900	4,200	84	4,900	4,100	84
Chisago	4,100	3,700	91	4,100	3,700	90
Clay	10,900	10,400	96	11,300	10,720	95
Clearwater	2,600	1,800	70	2,500	1,730	69
Cook	1,100	900	81	1,000	820	82
Cottowood	4,900	3,500	72	4,900	3,600	73
Crow Wing	9,700	8,200	84	9,800	8,270	84
Dakota	21,700	20,800	96	22,700	21,690	96
Dodge	3,800	3,400	88	3,800	3,320	87
Douglas	6,300	5,500	87	6,300	5,410	86
Faribault	7,000	6,400	91	7,100	6,390	90
Fillmore	7,100	6,400	91	7,000	6,320	90
Freeborn	11,300	10,400	92	11,400	10,510	92
Goodhue	9,900	9,100	92	10,000	9,190	92
Grant	2,600	2,500	93	2,500	2,300	92
Hennepin	266,400	248,300	94	269,400	251,190	93
Houston	4,600	4,200	91	4,700	4,230	90
Hubbard	3,000	2,100	67	2,900	1,920	66
Isanti	3,500	3,100	89	3,600	3,200	89
Itasca	11,000	9,500	86	11,200	9,730	87
Jackson	4,600	4,000	86	4,500	3,880	86
Kanabec	2,600	2,300	86	2,600	2,240	86
Kandiyohi	8,500	7,200	85	8,500	7,200	85
Kittson	2,500	1,900	75	2,400	1,790	74
Koochiching	5,100	3,900	75	5,200	3,840	74
Lac Qui Parle	3,900	3,400	87	3,900	3,370	86
Lake	4,200	3,900	93	4,300	3,960	92
Lake of the Woods	1,300	600	46	1,300	590	45
Le Sueur	5,900	5,400	91	6,000	5,420	90
Lincoln	2,900	2,500	87	2,800	2,430	87
Lyon	6,400	5,400	84	6,400	5,350	84
McLeod	7,200	6,700	93	7,300	6,720	92
Mahnomen	1,600	1,400	84	1,600	1,340	84
Marshall	4,000	3,400	84	3,900	3,250	83
Martin	8,100	7,300	90	8,200	7,340	89
Meeker	5,400	4,800	89	5,500	4,680	88
Mille Lacs	4,300	3,800	89	4,200	3,800	88
Morrison	6,900	5,800	83	7,000	5,770	82
Mower	14,000	13,200	94	14,200	13,310	94
Murray	3,900	3,600	91	3,900	3,530	91
Nicollet	5,700	5,200	91	5,700	5,150	90
Nobles	6,600	6,200	94	6,700	6,210	93
Norman	3,400	2,900	85	3,300	2,760	84
Olmstead	19,200	17,900	94	19,700	18,360	93
Otter Tail	13,800	11,600	84	13,900	11,740	84
Pennington	3,700	3,000	80	3,700	2,950	80
Pine	4,900	4,100	85	4,800	4,070	85
Pipestone	4,000	3,700	91	4,000	3,610	90
Polk	10,300	9,100	88	10,400	9,180	88
Pope	3,500	2,900	81	3,400	2,730	80
Ramsey	128,300	120,400	94	129,700	121,680	94
Red Lake	1,500	1,400	87	1,500	1,290	86
Redwood	6,300	5,000	80	6,300	5,060	80
Renville	6,600	5,600	84	6,700	5,640	84
Rice	9,800	8,900	91	10,000	9,120	91
Rock	3,300	3,200	95	3,300	3,110	94
Roseau	3,400	1,900	56	3,300	1,850	56
St. Louis	73,100	66,900	92	73,300	67,360	92
Scott	5,800	5,600	97	6,000	5,730	95
Sherburne	3,300	3,100	91	3,400	3,100	91
Sibley	4,600	4,200	91	4,600	4,170	91
Stearns	19,300	17,100	89	19,700	17,610	89
Steele	7,500	7,000	93	7,600	7,030	93
Stevens	3,100	2,800	89	3,100	2,730	88
Swift	4,300	3,700	86	4,200	3,600	86
Todd	6,700	5,400	80	6,600	5,230	79
Traverse	2,200	2,000	89	2,200	1,950	89
Wabasha	4,800	4,500	92	4,900	4,450	91
Wadena	3,400	2,600	74	3,500	2,550	73
Waseca	4,800	4,400	92	4,900	4,470	91
Washington	14,400	13,700	96	14,800	14,060	95
Watsonwan	4,300	3,700	86	4,200	3,600	86
Wilkin	2,900	2,700	93	2,900	2,680	92
Winona	11,800	10,400	88	11,900	10,460	88
Wright	8,400	7,600	90	8,500	7,650	90
Yellow Medicine	4,600	3,400	73	4,500	3,320	74
Totals	1,009,800	915,900	91	1,019,900	922,410	90

MISSISSIPPI						
State and County	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Adams	10,500	7,400	71	10,500	7,700	73
Alcorn	7,400	5,500	74	7,300	5,540	76
Amite	3,900	2,500	63	3,600	2,310	64
Attala	5,700	3,700	65	5,400	3,560	66
Benton	1,800	1,300	69	1,800	1,280	71
Bolivar	13,300	6,700	51	12,800	7,230	56
Calhoun	4,300	3,100	70	4,200	3,040	72
Carroll	2,700	1,300	48	2,400	1,210	50
Chickasaw	4,500	3,100	69	4,400	3,140	71
Choctaw	2,300	1,500	62	2,200	1,380	63
Claiborne	2,700	1,500	57	2,600	1,530	59
Clarke	4,400	3,300	74	4,300	3,180	74
Clay	5,100	3,700	72	5,100	3,750	74

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Coahoma	12,000	7,100	59	11,800	7,430	63
Copiah	7,100	5,100	72	6,800	5,080	75
Covington	3,500	2,500	70	3,400	2,430	72
De Soto	5,600	3,800	67	5,600	3,910	70
Forrest	15,200	12,800	84	15,300	12,990	85
Franklin	2,500	1,600	61	2,500	1,570	63
George	2,900	2,600	87	2,800	2,400	86
Greene	2,100	1,300	62	2,000	1,280	64
Grenada	5,100	3,400	65	5,000	3,330	67
Hancock	4,000	3,200	79	4,000	3,200	80
Harrison	32,800	28,500	87	33,800	29,780	88
Hinds	53,000	45,900	87	53,300	46,790	88
Holmes	6,800	4,000	59	6,400	4,050	63
Humphreys	4,500	2,800	62	4,200	2,680	64
Issaquena	900	500	53	800	430	54
Itawamba	4,200	3,200	75	4,100	3,150	77
Jackson	15,700	13,400	86	16,400	14,200	87
Jasper	4,200	3,200	75	4,100	3,110	76
Jefferson	2,500	1,200	46	2,500	1,240	50
Jefferson Davis	3,300	2,000	61	3,200	2,010	63
Jones	16,200	13,700	85	16,200	13,820	85
Kemper	3,000	1,900	61	2,700	1,700	63
Lafayette	5,100	3,800	74	5,000	3,710	74
Lamar	3,800	2,900	76	3,700	2,880	78
Lauderdale	19,700	16,600	85	19,600	16,830	86
Lawrence	2,700	1,800	66	2,600	1,750	67
Leake	4,800	3,600	75	4,600	3,470	75
Lee	12,000	9,300	78	12,000	9,570	80
Leflore	12,000	7,400	62	11,900	7,860	66
Lincoln	7,400	5,400	73	7,200	5,310	74
Lowndes	12,500	10,100	81	12,600	10,380	82
Madison	7,600	5,100	67	7,500	5,260	70
Marion	6,200	4,300	68	6,200	4,290	69
Marshall	5,300	3,600	68	5,200	3,580	69
Monroe	9,400	7,200	77	9,200	7,240	79
Montgomery	3,600	2,200	60	3,600	2,210	61
Neshoba	5,700	4,400	76	5,400	4,120	76
Newton	5,300	4,100	77	5,000	3,850	77
Noxubee	4,000	2,100	51	3,900	2,200	56
Oktibbeha	6,200	4,000	64	6,200	4,140	67
Panola	7,200	5,200	73	7,000	5,340	76
Pearl River	6,200	4,900	78	6,200	4,920	79
Perry	2,300	1,700	72	2,300	1,690	73
Pike	9,800	6,800	70	9,700	7,050	73
Pontotoc	4,900	3,700	75	4,800	3,650	76
Prentiss	5,100	3,900	77	5,000	3,900	78
Quitman	4,900	3,100	63	4,600	2,980	65
Rankin	7,900	6,300	79	7,900	6,270	79
Scott	5,500					

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Iron	2,400	1,900	78	2,300	1,790	78
Jackson	214,300	194,700	91	216,200	197,300	91
Jasper	27,400	24,500	90	27,300	24,590	90
Jefferson	19,800	18,700	94	20,600	19,370	94
Johnson	8,800	8,000	90	9,000	8,070	90
Knox	2,300	2,000	89	2,200	1,950	89
Laclede	6,100	5,200	85	6,100	5,170	85
Lafayette	8,200	7,500	91	8,200	7,410	90
Lawrence	7,700	6,600	85	7,700	6,490	84
Lewis	3,500	3,100	87	3,500	3,040	87
Lincoln	4,900	4,400	88	5,000	4,380	88
Linn	6,000	5,100	85	5,900	4,980	84
Livingston	5,300	4,600	85	5,400	4,600	85
McDonald	4,000	3,500	87	3,900	3,390	87
Macon	5,800	5,200	88	5,800	5,110	88
Madison	3,000	2,500	82	2,900	2,390	82
Maries	2,200	1,800	82	2,200	1,810	82
Marion	9,900	9,100	92	9,900	9,010	91
Mercer	2,000	1,700	81	1,900	1,540	81
Miller	4,400	3,900	87	4,400	3,830	87
Mississippi	5,700	5,000	87	5,600	4,830	86
Moniteau	3,500	3,100	88	3,500	3,080	88
Monroe	3,600	3,300	91	3,600	3,250	90
Montgomery	3,800	3,300	87	3,800	3,290	87
Morgan	3,200	2,800	86	3,200	2,760	86
New Madrid	8,200	6,800	83	7,800	6,490	83
Newton	9,700	8,800	91	9,800	8,880	91
Nodaway	6,800	5,900	88	6,700	5,860	87
Oregon	3,200	1,900	58	3,100	1,770	57
Osage	3,100	2,500	79	3,100	2,470	80
Ozark	2,100	1,700	76	2,000	1,520	76
Pemiscot	10,400	8,400	80	9,900	8,150	82
Perry	4,200	3,500	84	4,200	3,530	84
Pettis	11,900	10,300	87	12,000	10,510	88
Phelps	7,700	6,100	79	7,800	6,250	80
Pike	5,600	4,800	86	5,600	4,800	86
Platte	7,300	6,800	94	7,500	6,990	93
Polk	4,700	3,900	83	4,600	3,830	83
Pulaski	8,700	7,400	85	8,700	7,400	85
Putnam	2,500	2,400	93	2,300	2,120	92
Ralls	2,600	2,400	92	2,600	2,380	92
Randolph	7,800	6,900	89	7,800	6,900	88
Ray	5,400	4,900	91	5,400	4,890	91
Reynolds	1,600	1,100	68	1,500	1,020	68
Ripley	3,000	1,800	60	2,900	1,740	60
St. Charles	15,600	14,700	94	16,200	15,220	94
St. Clair	3,100	2,400	78	3,000	2,380	79
St. Francois	11,100	9,900	89	11,100	9,950	90
St. Louis	467,000	428,600	92	461,000	440,120	95
Ste. Genevieve	3,300	3,000	90	3,300	2,950	89
Saline	8,000	7,000	88	7,900	6,920	88
Schuyler	1,800	1,500	80	1,700	1,360	80
Scotland	2,200	2,100	90	2,200	1,970	90
Scott	9,600	8,600	90	9,600	8,630	90
Shannon	2,200	1,300	57	2,100	1,170	56
Shelby	3,200	2,800	87	3,100	2,700	87
Stoddard	8,800	7,600	87	8,500	7,460	88
Stone	2,600	2,000	76	2,500	1,930	77
Sullivan	3,200	2,800	87	2,900	2,500	86
Taney	3,400	3,000	87	3,400	2,960	87
Texas	5,500	4,100	73	5,500	3,980	72
Vernon	6,500	5,500	84	6,300	5,280	84
Warren	2,800	2,400	85	2,800	2,390	85
Washington	4,000	3,400	84	4,000	3,340	83
Wayne	2,800	2,200	77	2,700	2,090	78
Webster	4,400	3,700	83	4,300	3,570	83
Worth	1,400	1,300	92	1,300	1,200	92
Wright	4,600	3,500	76	4,500	3,400	76
Totals	1,393,800	1,246,000	89	1,387,000	1,255,910	91
MONTANA						
Beaverhead	2,300	1,700	70	2,300	1,600	69
Big Horn	2,500	1,900	74	2,500	1,830	73
Blaine	2,300	1,500	66	2,300	1,500	65
Broadwater	800	700	77	800	600	75
Carbon	2,700	2,300	84	2,600	2,160	83
Carter	800	500	66	800	520	65
Cascade	22,900	21,000	92	23,600	21,530	91
Chouteau	2,200	1,900	87	2,200	1,900	86
Custer	4,100	3,000	72	4,100	2,950	72
Daniels	1,100	1,000	81	1,100	880	80
Dawson	3,600	2,900	81	3,800	3,080	81
Deer Lodge	5,100	4,600	91	5,100	4,590	90
Fallon	1,200	900	77	1,200	920	77
Fergus	4,200	3,200	75	4,200	3,120	74
Flathead	10,100	8,600	85	10,200	8,680	85
Gallatin	7,900	6,500	83	8,000	6,530	82
Garfield	600	300	42	600	250	42
Glacier	3,100	2,300	75	3,100	2,350	76
Golden Valley	400	300	71	400	290	72
Granite	1,000	900	87	1,000	860	86
Hill	5,400	4,600	86	5,600	4,770	85
Jefferson	1,100	900	81	1,100	880	80
Judith Basin	1,000	800	76	900	680	75
Lake	3,900	3,300	85	3,900	3,300	85
Lewis & Clark	9,000	7,500	83	9,300	7,650	82
Liberty	700	700	87	700	600	85
Lincoln	3,800	3,000	80	3,900	3,140	81
McCone	900	700	75	900	680	75
Madison	1,700	1,600	91	1,600	1,420	89
Meagher	800	600	71	800	560	70
Mineral	900	800	87	1,000	860	86
Missoula	13,800	11,600	84	14,200	11,980	84
Musselshell	1,600	1,200	76	1,500	1,130	76
Park	4,400	3,600	83	4,400	3,610	82
Petroleum	300	200	67	300	210	69
Phillips	1,800	1,200	64	1,800	1,150	64
Pondera	2,100	1,900	87	2,200	1,910	87
Powder River	700	400	55	700	390	56
Powell	2,000	1,700	81	2,000	1,600	80
Prairie	700	500	58	700	430	62
Ravalli	4,000	3,400	84	4,000	3,320	83
Richland	3,000	2,600	84	3,000	2,520	84
Roosevelt	3,100	2,700	86	3,200	2,740	86
Rosebud	1,700	1,300	70	1,700	1,170	69
Sanders	2,300	1,600	68	2,300	1,650	67
Sheridan	1,900	1,700	88	1,900	1,660	87
Silver Bow	15,300	13,600	89	15,200	13,650	90
Stillwater	1,700	1,600	93	1,700	1,660	92

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Sweet Grass	1,100	800	67	1,100	740	67
Teton	2,100	1,900	87	2,100	1,830	87
Toole	2,200	2,000	87	2,300	1,980	86
Treasure	400	300	74	400	300	74
Valley	4,900	3,700	75	5,100	3,770	74
Wheatland	900	800	77	900	680	76
Wibaux	500	500	83	500	420	83
Yellowstone	24,900	22,900	92	25,600	23,660	92
Totals	205,200	174,200	85	208,400	174,640	84
NEBRASKA						
Adams	9,000	8,400	93	9,000	8,280	92
Antelope	3,200	2,600	82	3,100	2,510	81
Arthur	200	200	85	200	170	86
Banner	400	400	92	400	370	93
Blaine	300	300	63	300	190	63
Boone	2,700	2,500	89	2,600	2,290	88
Box Butte	3,600	3,200	89	3,600	3,180	88
Boyd	1,400	1,200	83	1,400	1,150	82
Brown	1,500	1,200	77	1,500	1,130	76
Buffalo	8,100	7,500	92	8,100	7,420	92
Burt	3,300	3,200	94	3,200	2,990	93
Butler	3,200	2,800	86	3,200	2,760	86
Cass	5,500	5,200	94	5,600	5,210	93
Cedar	3,600	3,300	92	3,600	3,300	92
Chase	1,400	1,300	91	1,400	1,270	91
Cherry	2,500	2,200	86	2,500	2,140	86
Cheyenne	4,500	3,900	87	4,600	3,980	87
Clay	2,900	2,900	98	2,900	2,800	97
Colfax	3,200	2,800	86	3,200	2,760	86
Cuming	3,700	3,300	89	3,700	3,290	89
Custer	5,300	4,400	83	5,000	4,120	82
Dakota	3,600	3,500	97	3,600	3,430	95
Dawes	3,000	2,400	81	3,000	2,380	79
Dawson	6,100	5,600	91	6,000	5,440	91
Deuel	1,000	1,000	90	1,000	890	89
Dixon	2,400	2,300	94	2,300	2,140	93
Dodge	10,600	10,100	95	10,800	10,180	94
Douglas	107,400	100,100	94	108,700	101,470	93
Dundy	1,100	1,000	86	1,000	860	85
Fillmore	3,100	2,900	92	3,100	2,820	91
Franklin	1,900	1,800	91	1,800	1,630	90
Frontier	1,400	1,300	91	1,400	1,260	90
Furnas	2,600	2,200	84	2,500	2,110	84
Gage	8,200	7,400	91	8,100	7,310	90
Garden	1,100	900	74	1,100	810	74
Garfield	800	700	83	800	660	83
Gosper	800	800	95	800	740	93
Grant	300	300	68	300	210	69
Greeley	1,300	1,100	79	1,200	950	79
Hall	11,500	10,700	93	11,700	10,840	93
Hamilton	2,600	2,600	93	2,700	2,490	92
Harlan	1,700	1,600	91	1,600	1,440	90
Hayes	600	600	88	600	530	88
Hitchcock	1,600	1,500	93	1,600	1,460	91
Holt	4,100	3,000	73	4,000	2,880	72
Hooker	400	400	96	400	400	100
Howard	2,100	1,900	89	2,100	1,840	88
Jefferson	3,900	3,500	89	3,600	3,190	89
Johnson	2,100	1,900	89	2,000	1,770	89
Kearney	2,100	2,100	97	2,100	2,020	96
Keith	2,500	2,400	93	2,500	2,320	93
Keya Paha	500	500	86	500	440	87
Kimball	2,400	2,400	96	2,500	2,390	95
Knox	4,000	3,200	78	3,900	3,020	78
Lancaster	49,500	46,000	93	50,400	46,980	93
Lincoln	9,000	8,200	91	9,000	8,140	90
Logan	300	300	75	300</		

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
NEVADA						
Churchill	2,600	2,400	91	2,600	2,360	91
Clark	44,000	40,100	92	46,300	42,700	92
Douglas	1,200	1,000	81	1,300	1,050	81
Elko	3,800	2,500	66	3,900	2,520	65
Esmeralda	200	100	41	200	80	41
Eureka	300	200	52	300	150	51
Humboldt	1,900	1,600	83	2,000	1,650	82
Lander	500	400	64	500	310	63
Lincoln	800	600	77	800	600	75
Lyon	2,000	1,600	79	2,200	1,730	78
Mineral	1,900	1,700	85	1,900	1,590	84
Nye	1,600	1,000	60	1,600	940	59
Ormsby	2,500	2,300	89	2,600	2,300	89
Pershing	1,100	1,000	83	1,100	900	82
Storey	200	200	75	200	150	75
Washoe	29,700	26,100	88	30,700	27,440	89
White Pine	3,000	2,500	83	3,100	2,560	83
Totals	97,400	85,500	88	101,300	89,030	88
NEW HAMPSHIRE						
Belknap	8,800	8,400	95	8,800	8,320	95
Carroll	5,100	4,800	93	5,100	4,710	92
Cheshire	13,600	12,100	89	13,500	12,100	90
Coches	11,000	10,400	94	11,000	10,330	94
Grafton	14,400	12,600	88	14,100	12,450	88
Hillsborough	55,400	52,700	95	55,900	53,000	95
Merrimack	20,100	18,500	92	20,100	18,550	92
Rockingham	30,200	28,700	95	30,800	29,280	95
Strafford	17,700	16,500	93	17,500	16,340	93
Sullivan	8,800	7,700	88	8,700	7,600	87
Totals	185,100	172,400	93	185,500	172,680	93
NEW JERSEY						
Atlantic	54,900	50,400	92	54,000	50,360	93
Bergen	242,500	236,300	98	249,300	243,420	98
Burlington	58,800	56,800	97	60,700	58,760	97
Camden	118,400	114,200	97	120,300	116,530	97
Cape May	16,600	15,500	93	16,800	15,810	94
Cumberland	32,600	30,900	95	32,900	31,390	95
Essex	291,500	274,600	95	290,900	276,590	95
Gloucester	40,500	39,200	97	41,600	40,320	97
Hudson	198,300	187,800	95	195,100	186,180	95
Hunterdon	16,700	15,700	94	17,100	16,210	95
Mercer	79,100	74,300	94	79,300	75,190	95
Middlesex	128,100	123,900	97	132,300	128,440	97
Monmouth	101,400	97,000	96	103,600	99,760	96
Morris	76,400	74,100	98	78,600	76,520	97
Ocean	35,800	34,500	97	36,900	35,700	97
Passaic	129,900	123,800	96	131,500	126,200	96
Salem	17,500	16,500	94	17,900	16,990	95
Somerset	42,200	40,600	97	43,200	41,730	97
Sussex	15,200	14,200	94	15,500	14,620	94
Union	155,700	150,600	97	159,100	154,340	97
Warren	19,700	18,500	94	20,000	18,890	94
Totals	1,871,600	1,789,300	96	1,896,600	1,823,950	96
NEW MEXICO						
Bernalillo	77,300	71,200	93	81,200	74,530	92
Catron	800	500	50	800	400	49
Chaves	16,400	14,900	91	16,800	15,190	90
Colfax	3,900	2,900	73	3,700	2,650	72
Curry	9,700	8,500	88	9,900	8,600	87
De Baca	900	800	82	900	760	84
Dona Ana	15,600	13,000	84	16,400	13,790	84
Eddy	14,600	13,000	90	14,800	13,140	89
Grant	5,200	3,900	74	5,000	3,650	73
Guadalupe	1,400	1,000	70	1,400	960	68
Harding	500	400	58	400	230	57
Hidalgo	1,400	1,100	71	1,400	980	70
Lea	16,000	14,300	90	16,800	14,890	89
Lincoln	2,300	1,900	79	2,300	1,780	77
Los Alamos	3,700	3,500	93	3,900	3,550	91
Luna	2,800	2,400	82	2,900	2,330	80
McKinley	8,000	5,100	64	8,100	5,010	62
Mora	1,500	600	40	1,400	540	39
Otero	10,400	9,200	89	11,000	9,620	87
Quay	3,600	2,800	77	3,600	2,760	77
Rio Arriba	5,500	3,700	66	5,600	3,650	65
Roosevelt	4,800	4,100	85	4,800	4,050	84
Sandoval	3,000	2,200	71	3,100	2,170	70
San Juan	14,300	10,200	72	15,000	10,450	70
San Miguel	5,400	3,500	64	5,400	3,380	63
Santa Fe	12,000	10,200	85	12,200	10,350	85
Sierra	2,500	1,800	70	2,400	1,650	69
Socorro	2,700	2,400	87	2,700	2,300	85
Taos	3,800	2,200	57	3,800	2,150	57
Torrance	1,700	1,400	78	1,600	1,220	77
Union	1,800	1,200	67	1,700	1,100	65
Valencia	9,900	8,400	85	10,200	8,510	83
Totals	263,500	222,100	84	271,200	226,340	83
NEW YORK						
Albany	88,100	82,100	94	87,800	82,820	94
Allegany	12,500	11,100	89	12,500	11,330	91
Bronx	462,700	432,800	94	461,300	436,110	95
Broome	64,700	60,900	95	65,200	62,000	95
Cattaraugus	23,800	21,800	92	23,900	22,230	93
Cayuga	21,600	19,700	91	21,700	20,090	93
Chautauqua	46,300	43,000	93	46,700	43,950	94
Chemung	29,900	27,300	92	30,000	27,810	93
Chenango	12,600	11,600	92	12,700	11,790	93
Clinton	18,500	17,600	95	18,900	18,070	96
Columbia	14,700	13,500	92	14,800	13,780	93
Cortland	12,100	11,200	93	12,300	11,540	94
Delaware	12,800	11,100	86	12,800	11,340	89
Dutchess	48,600	44,600	92	49,300	45,970	93
Erie	323,900	308,800	96	330,500	317,210	96
Essex	10,100	9,300	93	10,100	9,460	94
Franklin	12,600	11,300	90	12,700	11,610	91
Fulton	16,700	15,600	93	16,800	15,800	94
Genesee	15,900	15,100	95	16,200	15,500	96

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Greene	9,900	9,200	93	10,100	9,470	94
Hamilton	1,400	1,200	89	1,400	1,260	90
Herkimer	20,400	18,900	93	20,600	19,360	94
Jefferson	26,300	24,600	94	26,400	24,990	95
Kings	847,900	785,000	93	841,900	789,030	94
Lewis	6,300	5,800	92	6,300	5,820	92
Livingston	12,200	11,300	93	12,300	11,520	94
Madison	15,600	14,600	94	15,900	15,040	95
Monroe	182,300	172,200	95	184,500	175,920	95
Montgomery	18,400	16,800	92	18,300	17,020	93
Nassau	374,200	366,500	98	392,900	385,160	98
New York	693,600	542,100	79	670,000	551,750	82
Niagara	72,400	69,100	96	73,900	70,930	96
Oneida	78,700	73,900	94	78,800	74,810	95
Onondaga	127,800	121,200	95	129,500	123,840	96
Ontario	19,700	18,600	95	20,000	19,030	95
Orange	55,400	51,200	93	56,600	53,020	94
Orleans	10,300	9,500	93	10,400	9,700	93
Oswego	24,700	23,400	95	24,900	23,700	95
Otsego	15,600	13,900	89	15,600	14,170	91
Putnam	9,800	9,200	94	10,100	9,530	94
Queens	595,900	571,100	96	603,300	581,520	96
Rensselaer	43,600	40,300	93	44,100	41,330	94
Richmond	63,000	60,800	97	63,800	61,760	97
Rockland	36,500	34,500	95	38,300	36,420	95
St. Lawrence	29,500	27,300	93	29,900	28,000	94
Saratoga	26,500	25,200	95	27,100	25,920	96
Schenectady	49,800	47,100	95	49,800	47,520	95
Schoharie	6,600	6,000	90	6,600	6,020	91
Schuyler	4,500	4,000	89	4,500	4,060	90
Seneca	8,700	8,300	96	8,700	8,370	96
Steuben	28,900	26,200	91	29,100	26,820	92
Suffolk	188,700	181,400	97	197,400	190,690	97
Sullivan	14,300	12,500	88	14,500	12,980	90
Tioga	11,000	10,300	93	11,200	10,540	94
Tompkins	19,100	15,300	80	19,400	16,290	84
Ulster	37,300	33,000	89	37,900	34,340	91
Warren	13,700	12,500	91	13,900	12,850	92
Washington	13,900	12,900	93	13,900	13,070	94
Wayne	20,000	18,700	93	20,600	19,400	94
Westchester	249,700	237,900	96	255,900	245,430	96
Wyoming	9,700	9,300	96	9,700	9,340	96
Yates	5,700	5,200	91	5,700	5,200	91
Totals	5,347,000	4,927,000	92	5,381,900	5,031,350	93
NORTH CAROLINA						
Alamance	24,400	22,100	91	24,900	22,660	91
Alexander	4,200	3,600	85	4,300	3,680	86
Alleghany	2,200	1,700	74	2,200	1,670	76
Anson	6,200	4,700	75	6,100	4,700	77
Ashe	5,200	3,				

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Person	6,600	5,500	84	6,700	5,650	84
Pitt	17,200	14,400	84	17,500	14,970	86
Polk	3,400	2,600	76	3,400	2,640	78
Randolph	17,800	15,500	87	18,400	16,190	88
Richmond	10,300	8,600	83	10,400	8,830	85
Robeson	19,900	15,000	76	20,100	15,620	78
Rockingham	19,500	17,200	88	19,700	17,540	89
Rowan	24,000	21,300	89	24,500	21,940	90
Rutherford	12,600	11,100	88	12,600	11,220	89
Sampson	11,800	9,300	79	11,800	9,490	80
Scotland	6,000	4,800	79	6,000	4,770	79
Stanly	11,800	10,300	87	12,000	10,570	88
Stokes	5,900	5,100	85	5,900	5,060	86
Surry	13,600	11,400	84	13,700	11,720	86
Swain	2,200	1,300	56	2,100	1,210	58
Transylvania	4,400	3,600	80	4,400	3,630	80
Tyrrell	1,200	900	71	1,200	860	72
Union	11,700	9,800	84	11,900	10,170	85
Vance	8,200	6,800	83	8,300	7,030	85
Wake	46,600	40,600	88	47,600	42,140	89
Warren	4,500	3,200	70	4,200	3,000	71
Washington	3,300	2,600	80	3,300	2,640	80
Watauga	4,500	3,500	77	4,500	3,540	79
Wayne	20,700	17,200	83	21,200	18,040	85
Wilkes	11,700	9,600	81	11,700	9,590	82
Wilson	14,800	12,100	82	15,000	12,590	84
Yadkin	6,300	5,300	83	6,300	5,280	84
Yancey	3,600	2,300	63	3,600	2,350	65
Totals	1,222,100	1,032,400	84	1,238,500	1,057,560	85

NORTH DAKOTA

Adams	1,300	1,100	85	1,300	1,110	85
Barnes	4,700	4,500	94	4,800	4,470	93
Benson	2,500	2,100	83	2,400	1,970	82
Billings	400	400	92	400	360	91
Bottineau	3,100	2,800	88	3,100	2,690	87
Bowman	1,200	1,100	85	1,200	1,020	85
Burke	1,700	1,500	86	1,600	1,380	86
Burleigh	10,100	9,300	92	10,400	9,520	92
Cass	20,000	18,700	94	20,100	18,820	94
Cavalier	2,700	1,900	70	2,600	1,820	70
Dickey	2,400	2,000	85	2,400	2,010	84
Divide	1,600	1,300	82	1,400	1,150	82
Dunn	1,500	1,300	83	1,600	1,340	84
Eddy	1,400	1,300	92	1,400	1,270	91
Emmons	2,100	1,900	90	2,000	1,780	89
Foster	1,500	1,400	90	1,500	1,340	89
Golden Valley	900	800	91	900	810	90
Grand Forks	13,500	12,600	93	13,800	12,840	93
Grant	1,600	1,400	85	1,600	1,360	85
Griggs	1,400	1,300	92	1,400	1,280	91
Hettinger	1,600	1,500	89	1,600	1,410	88
Kidder	1,400	1,400	94	1,300	1,220	94
La Moure	2,400	2,200	90	2,300	2,040	89
Logan	1,400	1,200	85	1,300	1,100	84
McHenry	3,000	2,700	90	2,900	2,690	93
McIntosh	1,900	1,600	79	1,900	1,490	78
McKenzie	2,000	1,800	90	2,000	1,780	89
McLean	3,900	3,500	91	3,600	3,250	90
Mercer	1,900	1,600	82	1,800	1,480	82
Morton	5,700	5,200	91	5,700	5,130	90
Mountrail	2,800	2,500	87	2,800	2,440	87
Nelson	2,100	2,000	93	2,100	1,950	93
Oliver	700	600	90	600	530	89
Pembina	3,500	2,700	77	3,400	2,600	76
Pierce	1,900	1,700	86	1,800	1,530	85
Ramsey	3,700	3,300	88	3,700	3,220	87
Ransom	2,400	2,200	92	2,300	2,100	91
Renville	1,300	1,300	95	1,300	1,220	94
Richland	5,300	4,800	91	5,200	4,690	90
Rolette	2,400	1,700	70	2,400	1,670	70
Sargent	1,900	1,800	92	1,900	1,730	91
Sheridan	1,200	1,100	87	1,100	940	86
Sioux	800	600	68	800	550	69
Slope	500	500	90	500	450	91
Stark	4,800	4,300	89	4,800	4,260	89
Steele	1,300	1,300	94	1,300	1,210	93
Stutsman	6,500	6,200	95	6,500	6,100	94
Towner	1,500	1,400	85	1,600	1,350	84
Trail	3,000	2,900	95	2,900	2,730	94
Walsh	4,800	4,400	91	4,700	4,220	90
Ward	13,700	12,500	92	14,000	12,840	92
Wells	2,600	2,400	89	2,600	2,290	88
Williams	6,500	5,900	90	6,500	5,810	89
Totals	175,900	159,600	91	175,100	156,360	89

OHIO

Adams	6,000	4,800	79	6,100	4,870	80
Allen	31,300	28,700	92	31,400	28,990	92
Ashland	12,000	11,400	95	12,300	11,660	95
Ashtabula	27,600	25,600	93	28,400	26,450	93
Athens	12,500	10,700	86	12,600	11,000	87
Auglaize	10,700	9,900	92	10,900	10,070	92
Belmont	25,800	24,100	93	25,600	23,890	93
Brown	7,500	6,500	87	7,600	6,620	87
Butler	57,800	54,600	95	59,300	56,070	95
Carroll	5,900	5,500	94	5,900	5,500	93
Champaign	8,900	8,400	94	9,100	8,500	93
Clark	39,500	37,500	95	39,900	37,850	95
Clermont	22,700	21,400	95	23,700	22,390	94
Clinton	9,100	8,500	94	9,300	8,660	93
Columbiana	32,200	30,100	94	32,800	30,700	94
Coshocton	10,100	8,700	86	10,300	9,000	87
Crawford	14,700	13,600	93	15,100	14,070	93
Cuyahoga	508,000	480,700	95	516,000	488,860	95
Darke	13,900	12,900	93	14,200	13,210	93
Defiance	9,100	8,500	93	9,300	8,630	93
Delaware	10,300	9,900	96	10,600	10,100	95
Erie	20,600	19,500	95	21,100	19,960	95
Fairfield	19,400	18,500	96	20,000	19,040	95
Fayette	7,700	7,000	92	7,900	7,220	91
Franklin	208,200	197,000	95	213,400	202,320	95
Fulton	8,600	7,800	91	8,800	8,000	91
Gallia	6,900	6,000	87	7,000	6,080	87
Geauga	13,300	12,400	94	13,800	12,870	93
Greene	26,400	25,100	95	27,600	26,150	95
Guernsey	11,500	10,200	89	11,500	10,290	89

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Hamilton	272,900	254,000	94	275,700	257,500	93
Hancock	16,900	16,000	95	17,600	16,600	94
Hardin	8,900	8,100	91	9,000	8,140	90
Harrison	5,400	5,000	91	5,400	4,920	91
Henry	7,600	7,300	96	7,800	7,420	95
Highland	9,400	8,400	89	9,600	8,490	88
Hocking	6,100	5,500	90	6,100	5,510	90
Holmes	5,600	4,000	72	5,500	4,090	74
Huron	13,900	12,900	93	14,300	13,340	93
Jackson	8,600	7,700	89	8,700	7,760	89
Jefferson	28,900	27,300	95	29,300	27,700	95
Knox	11,900	11,100	94	12,100	11,310	94
Lake	43,200	42,000	97	45,400	43,920	97
Lawrence	16,000	14,600	91	16,400	15,030	92
Licking	27,800	26,400	95	28,800	27,260	95
Logan	10,800	10,100	93	11,200	10,410	93
Lorain	61,900	59,100	96	64,900	61,920	95
Lucas	141,800	134,800	96	142,700	135,780	95
Madison	7,200	6,500	90	7,500	6,760	90
Mahoning	88,200	84,000	96	89,000	84,750	95
Marion	18,200	17,300	95	18,600	17,600	95
Medina	18,900	18,000	95	20,000	18,960	95
Meigs	6,600	5,800	88	6,500	5,720	88
Mercer	8,900	8,300	93	9,100	8,420	93
Miami	22,800	21,600	95	23,400	22,190	95
Monroe	4,600	4,000	86	4,600	3,990	87
Montgomery	161,400	154,300	96	163,800	156,510	96
Morgan	3,800	3,300	85	3,800	3,240	85
Morrow	5,600	5,300	94	5,700	5,320	93
Muskingum	23,900	21,800	92	24,300	22,320	92
Noble	3,400	2,700	80	3,300	2,680	81
Ottawa	10,700	10,200	95	10,900	10,330	95
Paulding	5,000	4,600	92	5,000	4,590	92
Perry	8,300	7,600	92	8,200	7,510	92
Pickaway	9,600	9,100	96	9,700	9,220	95
Pike	5,300	4,600	86	5,500	4,760	87
Portage	25,000	23,800	96	26,300	25,060	95
Preble	9,500	9,100	96	9,800	9,300	95
Putnam	7,600	6,900	92	7,800	7,120	91
Richland	35,300	33,000	94	36,200	33,860	94
Ross	17,100	15,400	90	17,200	15,640	91
Sandusky	16,700	16,000	96	17,200	16,410	95
Scioto	25,200	22,700	90	25,400	23,070	91
Seneca	16,800	15,800	94	17,300	16,230	94
Shelby	9,700	9,100	95	9,900	9,310	94
Stark	102,000	96,200	95	103,100	97,410	94
Summit	156,400	149,200	96	160,400	153,050	95
Trumbull	60,900	58,000	96	62,600	59,610	95
Tuscarawas	23,600	21,300	91	24,100	21,930	91
Union	6,900	6,400	93	7,000	6,460	92
Van Wert	8,900	8,400	94	9,100	8,530	94
Vinton	2,900	2,600	88	2,900	2,550	88
Warren	18,400	17,400	95	19,600	18,540	95
Washington	15,500	13,500	87	16,000	14,100	88
Wayne	21,000	18,500	88	21,800	19,440	89
Williams	9,300	8,500	91	9,600	8,660	91
Wood	20,700	19,600	95	21,400	20,260	95
Wyandot	6,400	5,900	91	6,600	5,910	91
Totals	2,923,400	2,745,600	94	2,982,000	2,803,440	94

OKLAHOMA

Adair	3,800	2,700	72	3,700	2,560	69

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
OKLAHOMA—(Continued)						
Muskogee	19,400	16,800	87	19,000	16,470	87
Noble	3,500	3,300	92	3,400	3,070	90
Nowata	3,500	3,200	91	3,400	3,030	89
Okfuskee	3,700	2,900	79	3,300	2,580	78
Oklahoma	146,600	135,500	93	148,300	136,120	92
Oklmulgee	11,900	10,700	90	11,300	10,030	89
Osage	10,400	9,600	93	10,300	9,430	92
Ottawa	9,400	8,600	91	9,100	8,190	90
Pawnee	3,700	3,300	90	3,400	2,990	88
Payne	13,600	11,900	88	13,500	11,790	87
Pittsburg	10,800	9,200	85	10,300	8,670	84
Pontotoc	9,200	8,200	88	9,300	8,140	88
Pottawatomie	13,600	12,200	90	13,500	11,970	89
Pushmataha	3,000	2,000	67	2,700	1,720	64
Roger Mills	1,600	1,300	77	1,500	1,110	74
Rogers	6,700	5,900	88	6,700	5,800	87
Seminole	9,100	7,800	86	8,400	7,160	85
Sequoyah	5,200	4,100	79	5,100	3,900	76
Stephens	12,500	11,400	91	12,500	11,310	90
Texas	4,400	3,800	86	4,400	3,690	84
Tillman	4,800	4,200	89	4,500	3,920	87
Tulsa	116,000	107,800	93	117,300	108,200	92
Wagoner	4,800	4,300	88	4,700	4,080	87
Washington	13,900	13,200	95	14,100	13,180	93
Washita	5,400	4,900	91	5,300	4,740	89
Woods	4,000	3,500	85	4,000	3,330	83
Woodward	4,200	3,300	78	4,100	3,120	76
Totals	750,300	669,100	89	741,400	652,620	88
OREGON						
Baker	5,700	4,900	85	5,700	4,790	84
Benton	11,300	9,300	82	11,600	9,600	83
Clackamas	35,700	32,600	92	36,900	34,020	92
Clatsop	9,400	8,000	85	9,100	7,750	85
Columbia	7,000	6,300	90	7,000	6,240	89
Coos	17,300	13,700	79	18,000	14,400	80
Crook	2,900	2,500	86	2,900	2,460	85
Curry	4,600	3,700	79	4,700	3,730	79
Deschutes	7,400	6,300	85	7,500	6,310	84
Douglas	20,600	18,000	88	21,100	18,530	88
Gilliam	1,000	800	83	1,000	820	82
Grant	2,400	1,600	65	2,400	1,490	62
Harney	2,100	1,700	78	2,000	1,540	77
Hood River	4,300	3,500	82	4,200	3,430	82
Jackson	24,100	22,000	91	24,800	22,810	92
Jefferson	2,100	1,900	87	2,100	1,810	86
Josephine	10,000	8,400	84	10,100	8,540	85
Klamath	15,000	13,600	91	15,100	13,760	91
Lake	2,300	1,900	81	2,300	1,880	82
Lane Inner	32,800	29,600	90			
Lane Outer	17,700	15,900	90	*51,900	*47,310	91
Lincoln	8,300	6,500	79	8,400	6,550	78
Linn	17,800	16,000	90	18,100	16,310	90
Malheur	6,700	5,900	89	6,600	5,820	88
Marion	36,300	32,400	89	37,200	33,570	90
Morrow	1,500	1,200	80	1,500	1,180	79
Multnomah	181,900	163,600	90	181,900	165,670	91
Polk	8,200	7,400	91	8,200	7,380	90
Sherman	800	800	92	800	730	91
Tillamook	5,800	4,700	80	5,900	4,700	80
Umatilla	13,400	11,200	83	13,600	11,370	84
Union	5,800	4,800	81	5,800	4,680	81
Wallowa	2,200	1,800	80	2,200	1,750	79
Wasco	6,500	5,500	84	6,600	5,530	84
Washington	28,800	27,100	94	29,800	28,240	95
Wheeler	800	700	85	800	670	84
Yamhill	10,100	8,800	88	10,000	8,790	88
Totals	570,400	504,500	88	577,800	514,160	89
PENNSYLVANIA						
Adams	15,000	13,600	91	15,300	14,100	92
Allegheny	492,200	465,600	95	493,800	468,910	95
Armstrong	23,700	22,000	93	23,600	22,100	94
Beaver	60,600	57,700	96	61,700	59,000	96
Bedford	12,400	10,900	89	12,400	11,200	90
Berks	88,300	82,300	94	89,000	83,950	94
Blair	41,400	38,600	94	41,400	39,000	94
Bradford	15,900	14,500	91	16,100	14,900	93
Bucks	90,100	86,900	97	94,300	91,230	97
Butler	33,000	31,400	95	33,500	31,920	95
Cambria	57,500	54,300	95	56,900	54,170	95
Cameron	2,300	2,200	95	2,300	2,190	95
Carbon	16,200	15,100	93	15,900	14,930	94
Centre	20,700	18,400	89	21,200	19,210	91
Chester	58,500	55,100	95	59,600	56,700	95
Clarion	10,800	9,800	91	10,800	9,950	92
Clearfield	24,000	22,200	93	23,800	22,330	94
Clinton	11,100	10,300	93	11,200	10,480	94
Columbia	16,500	15,200	92	16,400	15,300	93
Crawford	23,100	20,700	90	22,900	20,850	91
Cumberland	38,100	35,400	93	38,900	36,540	94
Dauphin	69,200	63,700	92	70,800	66,120	93
Delaware	167,800	162,600	97	166,500	161,870	97
Elk	10,700	9,900	93	10,800	10,110	94
Erie	75,400	71,400	95	75,500	71,790	95
Fayette	49,700	44,900	91	48,500	44,490	92
Forest	1,400	1,300	96	1,400	1,330	95
Franklin	26,800	23,200	87	27,200	24,240	89
Fulton	3,000	2,400	81	3,000	2,490	83
Greene	11,700	10,600	91	11,300	10,350	92
Huntingdon	11,500	10,200	89	11,400	10,320	91
Indiana	21,400	19,600	92	21,400	19,800	93
Jefferson	14,200	13,100	93	14,100	13,120	93
Juniata	4,700	3,900	82	4,600	3,890	85
Lackawanna	70,700	67,100	95	68,600	65,660	96
Lancaster	83,600	71,800	86	84,100	74,520	89
Lawrence	33,200	30,900	94	33,600	31,550	94
Lebanon	27,100	24,700	91	27,400	25,340	92
Lehigh	70,900	66,800	95	72,100	68,550	95
Luzerne	105,800	99,800	95	102,400	97,570	95

State and County	American Research Bureau			A. C. Nielsen Co.		
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Lycoming	34,100	29,700	88	34,300	30,720	90
McKean	16,900	15,200	90	16,800	15,410	92
Mercer	37,200	34,500	93	37,800	35,410	94
Mifflin	13,500	11,700	87	13,500	11,990	89
Monroe	12,400	11,600	93	12,600	11,830	94
Montgomery	154,300	147,800	96	159,400	153,530	96
Montour	4,200	3,700	88	4,300	3,830	89
Northampton	61,600	57,500	94	62,200	58,720	94
Northumberland	32,600	28,800	89	31,700	28,660	90
Perry	7,800	7,100	90	7,800	7,110	91
Philadelphia	614,200	569,100	93	610,700	573,200	94
Pike	3,200	2,800	87	3,100	2,730	88
Potter	4,900	4,400	88	5,000	4,470	89
Schuylkill	54,000	49,200	92	52,200	48,410	93
Snyder	7,100	5,900	83	7,200	6,100	85
Somerset	22,300	20,200	91	22,000	20,300	92
Sullivan	1,800	1,600	90	1,700	1,530	90
Susquehanna	9,500	8,800	92	9,500	8,860	93
Tioga	10,600	9,200	87	10,600	9,460	89
Union	6,600	5,500	82	6,600	5,570	84
Venango	18,900	16,500	88	18,900	16,910	89
Warren	13,200	11,400	87	13,300	11,840	89
Washington	64,900	60,900	94	65,200	61,520	94
Wayne	8,100	7,000	86	8,100	7,060	87
Westmoreland	104,300	99,200	96	105,800	100,810	95
Wyoming	4,900	4,500	91	4,900	4,490	92
York	75,300	69,700	93	76,800	72,040	94
Totals	3,408,100	3,174,000	93	3,417,700	3,214,580	94
RHODE ISLAND						
Bristol	11,000	10,700	98	11,400	11,060	97
Kent	33,800	32,800	97	35,400	34,260	97
Newport	21,100	20,100	96	21,900	20,840	95
Providence	177,500	169,100	96	177,700	169,560	95
Washington	16,400	15,400	94	16,900	15,870	94
Totals	259,800	248,200	96	263,300	251,590	96
SOUTH CAROLINA						
Abbeville	5,700	4,500	77	5,800	4,580	79
Aiken	22,600	20,000	89	23,700	21,180	89
Allendale	2,900	1,800	63	2,900	1,870	64
Anderson	28,000	24,300	87	28,400	25,000	88
Bamberg	4,000	2,800	70	3,900	2,790	72
Barnwell	4,500	3,400	75	4,500	3,390	75
Beaufort	9,400	7,700	81	9,900	8,120	82
Berkeley	8,900	6,700	75	9,100	7,110	78
Calhoun	2,900	2,000	66	2,800	1,880	67
Charleston	59,000	50,400	86	58,800	51,200	87
Cherokee	9,300	8,000	86	9,300	8,100	87
Chester	8,000	6,600	83	7,900	6,690	85
Chesterfield	8,300	6,300	75			

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Harding	700	600	80	700	550	79
Hughes	3,800	3,500	92	4,000	3,630	91
Hutchinson	3,400	2,900	85	3,300	2,780	84
Hyde	800	800	93	800	740	92
Jackson	600	500	76	600	450	75
Jerauld	1,200	1,100	87	1,200	1,030	86
Jones	600	600	85	600	510	85
Kingsbury	2,800	2,600	91	2,700	2,430	90
Lake	3,500	3,300	93	3,400	3,140	92
Lawrence	5,100	4,500	87	5,000	4,280	86
Lincoln	3,800	3,500	93	3,800	3,500	92
Lyman	1,200	1,200	92	1,200	1,100	92
McCook	2,400	2,300	95	2,400	2,240	94
McPherson	1,700	1,400	81	1,600	1,280	80
Marshall	2,000	1,600	81	1,900	1,540	81
Meade	3,300	2,900	86	3,300	2,800	85
Mellette	700	500	73	700	520	74
Miner	1,600	1,400	88	1,500	1,330	88
Minnehaha	26,000	24,900	96	26,200	24,980	95
Moody	2,400	2,200	91	2,400	2,180	91
Pennington	17,300	15,800	92	18,100	16,560	91
Perkins	1,700	1,300	75	1,600	1,190	74
Potter	1,400	1,300	87	1,400	1,200	86
Roberts	3,600	3,100	84	3,600	3,040	84
Sanborn	1,400	1,200	84	1,400	1,160	83
Shannon	1,200	700	50	1,200	630	52
Spink	3,200	3,000	92	3,200	2,930	92
Stanley	1,200	1,000	82	1,200	990	82
Sully	700	700	92	700	630	89
Todd	1,100	700	61	1,100	700	63
Tripp	2,500	2,200	88	2,500	2,200	88
Turner	3,500	3,200	91	3,400	3,090	91
Union	3,000	3,000	97	3,100	2,970	96
Walworth	2,400	1,900	79	2,400	1,860	77
Washabaugh	300	200	72	300	200	72
Yankton	4,700	4,200	90	4,700	4,190	89
Ziebach	600	400	54	600	330	55
Totals	198,200	177,600	90	197,700	173,880	88

TENNESSEE

Anderson	16,500	14,500	88	16,400	14,580	89
Bedford	7,000	6,000	85	7,000	5,970	85
Benton	3,300	2,600	79	3,300	2,600	79
Bledsoe	1,900	1,400	71	1,900	1,380	73
Blount	5,900	13,900	87	16,100	14,160	88
Bradley	11,000	9,700	88	11,300	10,010	89
Campbell	7,300	5,300	72	6,900	5,120	74
Cannon	2,500	2,000	80	2,500	2,030	81
Carroll	7,300	5,500	76	7,000	5,330	76
Carter	11,300	9,400	84	11,300	9,630	85
Cheatam	2,700	2,400	87	2,700	2,340	87
Chester	2,700	2,200	80	2,600	2,070	80
Claiborne	5,000	3,300	66	4,600	3,110	68
Clay	2,000	1,400	70	1,900	1,340	71
Coke	6,300	4,700	74	6,200	4,640	75
Coffee	8,400	7,400	88	8,600	7,550	88
Crockett	4,300	3,500	81	4,200	3,420	82
Cumberland	4,900	3,500	71	4,900	3,520	72
Davidson	119,300	109,500	92	119,700	110,100	92
Decatur	2,500	1,900	72	2,500	1,830	73
De Kalb	3,200	2,500	78	3,200	2,520	79
Dickson	5,500	4,900	88	5,500	4,820	88
Dyer	9,000	7,400	82	8,700	7,290	84
Fayette	5,400	3,400	64	5,300	3,560	67
Fentress	3,100	2,100	66	3,100	2,100	68
Franklin	6,900	5,800	83	6,900	5,710	83
Gibson	13,900	11,200	81	13,600	11,180	82
Giles	6,600	4,900	75	6,300	4,730	75
Grainger	3,300	2,300	69	3,300	2,330	71
Greene	12,000	9,900	82	12,000	9,990	83
Grundy	3,000	2,100	71	2,900	2,080	72
Hamblen	9,700	8,000	82	10,000	8,200	82
Hamilton	71,800	64,600	90	72,200	65,380	91
Hancock	2,000	1,400	69	1,900	1,330	70
Hardeman	4,900	3,600	73	4,900	3,620	74
Hardin	5,000	3,400	68	4,900	3,390	69
Hawkins	8,200	6,300	76	8,200	6,400	78
Haywood	5,600	4,000	71	5,500	4,030	73
Henderson	4,700	3,600	76	4,600	3,530	77
Henry	7,100	5,400	77	7,000	5,370	77
Hickman	3,400	2,800	82	3,300	2,740	83
Houston	1,400	1,100	74	1,400	1,060	75
Humphreys	3,400	3,000	87	3,400	2,950	87
Jackson	2,600	1,900	72	2,300	1,660	72
Jefferson	6,000	5,100	84	6,000	5,010	83
Johnson	2,900	2,200	76	2,800	2,180	78
Knox	74,500	65,500	88	77,500	68,950	89
Lake	2,600	2,000	76	2,600	1,970	76
Lauderdale	5,900	4,800	80	5,700	4,640	81
Lawrence	7,800	6,200	79	7,800	6,270	80
Lewis	1,800	1,400	77	1,800	1,420	79
Lincoln	6,900	5,400	78	6,900	5,370	78
Loudon	6,800	6,000	89	6,700	5,930	89
McMinn	9,600	8,200	85	9,600	8,090	84
McNairy	5,200	3,900	75	5,000	3,740	75
Macon	3,600	2,900	81	3,500	2,870	82
Madison	18,000	14,800	82	17,900	14,870	83
Marion	5,500	4,800	87	5,500	4,780	87
Marshall	5,100	4,400	86	4,900	4,210	86
Mauzy	12,300	10,500	85	12,200	10,550	86
Meigs	1,300	1,100	84	1,200	1,010	84
Monroe	6,000	4,700	78	5,900	4,670	79
Montgomery	14,600	13,100	90	14,800	13,290	90
Moore	1,000	800	76	1,000	760	76
Morgan	3,400	2,600	76	3,400	2,600	76
Obion	8,500	7,200	84	8,500	7,130	84
Overton	4,000	2,900	71	3,700	2,670	72
Perry	1,500	1,300	78	1,500	1,190	80
Pickett	1,200	900	69	1,200	840	70
Polk	3,200	2,600	80	3,100	2,500	81
Putnam	8,100	6,500	80	8,100	6,480	80
Rhea	4,300	3,400	78	4,300	3,350	78
Roane	11,000	9,200	84	11,200	9,590	86
Robertson	7,900	6,900	87	7,800	6,790	87
Rutherford	14,300	12,700	89	14,800	13,190	89
Scott	3,700	2,400	65	3,600	2,400	67
Sequatchie	1,600	1,300	81	1,500	1,220	82
Sevier	6,700	5,100	76	6,600	5,050	77

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Shelby	183,200	160,800	88	184,200	163,620	89
Smith	3,700	3,100	84	3,600	3,030	84
Stewart	2,200	1,900	83	2,100	1,750	83
Sullivan	32,800	29,400	90	33,400	30,070	90
Sumner	10,700	9,300	87	10,900	9,560	88
Tipton	7,300	5,700	78	7,200	5,720	79
Trousdale	1,400	1,200	82	1,400	1,160	83
Union	4,200	3,400	81	4,100	3,290	80
Van Buren	2,200	1,600	69	2,200	1,540	70
Van Buren	900	600	66	900	610	68
Warren	6,900	5,300	78	6,900	5,360	78
Washington	17,700	15,700	89	17,900	15,990	89
Wayne	3,200	2,000	63	3,100	2,050	66
Weakley	7,700	6,100	79	7,400	5,850	79
White	4,500	3,500	78	4,500	3,510	78
Williamson	6,900	5,800	84	6,900	5,850	85
Wilson	8,400	7,200	86	8,400	7,250	86
Totals	1,024,100	871,200	85	1,025,700	878,490	86

TEXAS

Anderson	8,900	7,300	82	8,500	6,890	81
Andrews	4,100	3,700	89	4,300	3,750	87
Angelina	12,300	10,600	86	12,500	10,620	85
Arañas	2,200	2,100	90	2,200	1,940	88
Archer	1,900	1,900	94	1,900	1,760	92
Armstrong	700	600	90	700	610	88
Atascosa	4,900	4,000	81	4,800	3,810	79
Austin	4,600	3,400	74	4,400	3,160	72
Bailey	2,700	2,400	89	2,700	2,370	88
Bandera	1,400	1,300	88	1,400	1,210	86
Bastrop	5,300	4,100	78	5,200	3,920	75
Baylor	2,000	1,900	94	1,900	1,750	92
Bee	6,300	5,000	80	6,500	5,050	78
Bell	26,200	23,800	91	27,200	24,510	90
Bexar	189,700	168,500	89	193,600	171,370	89
Blanco	1,200	1,000	83	1,200	980	82
Borden	300	300	83	300	250	84
Bosque	3,800	3,300	85	3,700	3,070	83
Bowie	18,700	16,500	88	18,500	16,240	88
Brazoria	21,500	19,700	92	22,800	20,690	91
Brazos	12,400	10,600	86	12,800	10,800	84
Brewster	1,800	1,300	67	1,800	1,140	64
Briscoe	1,100	1,000	90	1,100	970	88
Brooks	2,200	1,800	80	2,200	1,710	78
Brown	8,500	6,700	79	8,100	6,320	78
Burleson	3,500	2,500	70	3,400	2,360	69
Burnet	3,000	2,700	90	2,900	2,560	88
Caldwell	5,100	4,200	82	5,000	4,040	81
Calhoun	4,500	3,700	82	4,600	3,670	80
Callahan	2,800	2,500	89	2,700	2,350	87
Cameron	36,500	28,500	78	37,700	29,720	79
Camp	2,500	1,900	76	2,500	1,830	73
Carson	2,300	2,200	96	2,200	2,090	95
Cass	7,000	5,900	85	6,700	5,590	83
Castro	2,500	2,100	86	2,600	2,180	84
Chambers	3,100	2,900	91	3,100	2,770	90
Cherokee	9,700	7,600	78	9,400	7,240	77
Childress	2,800	2,400	85	2,600	2,150	83
Clay	2,800	2,600	93	2,700	2,450	91
Cochran	1,800	1,600	90	1,800	1,590	88
Coke	1,100	1,000	89	1,100	970	88
Coleman	4,400	3,900	88	4,100	3,520	86
Collin	13,000	11,500	89	13,000	11,430	88
Collingsworth	2,000	1,400	69	1,700	1,140	67
Colorado	5,700	4,400	77	5,700	4,250	7

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
TEXAS—(Continued)						
Grimes	3,900	2,900	73	3,800	2,760	73
Guadalupe	8,300	6,900	83	8,500	6,940	82
Hale	10,800	9,700	90	11,200	9,870	88
Hall	2,400	1,800	74	2,100	1,490	71
Hamilton	3,100	2,500	81	2,900	2,290	79
Hansford	1,900	1,800	93	1,900	1,740	91
Hardeman	2,800	2,300	82	2,700	2,140	79
Hardin	7,300	6,300	85	7,500	6,240	83
Harris	385,800	352,200	92	398,900	361,480	91
Harrison	13,100	10,900	83	13,000	10,710	82
Hartley	700	700	95	700	650	93
Haskell	3,600	3,100	86	3,300	2,780	84
Hays	5,300	4,500	85	5,300	4,430	84
Hemphill	1,000	900	86	900	760	84
Henderson	6,900	5,700	82	6,900	5,470	79
Hidalgo North	37,100	28,000	76			
Hidalgo South	4,500	3,400	76	*42,100	*32,230	77
Hill	8,100	6,900	86	7,400	6,310	85
Hockley	6,200	5,900	95	6,300	5,860	93
Hood	1,900	1,700	89	1,900	1,660	87
Hopkins	6,400	5,300	83	6,100	4,930	81
Houston	5,400	3,900	71	5,200	3,550	68
Howard	11,800	11,200	94	12,200	11,300	93
Hudspeth	900	600	66	800	500	63
Hunt	12,800	11,000	86	12,700	10,870	86
Hutchinson	10,300	9,800	95	10,400	9,740	94
Irion	400	400	77	400	300	76
Jack	2,600	2,400	90	2,600	2,310	89
Jackson	4,000	3,200	79	4,000	3,070	77
Jasper	6,400	5,300	82	6,400	5,100	80
Jeff Davis	500	300	60	400	240	59
Jefferson	74,600	69,400	94	76,200	70,340	92
Jim Hogg	1,300	900	68	1,300	840	64
Jim Wells	8,900	7,200	81	9,100	7,170	79
Johnson	11,200	10,200	92	11,400	10,320	91
Jones	6,300	5,700	90	6,000	5,310	89
Karnes	3,900	3,100	79	3,800	2,920	77
Kaufman	8,500	7,100	84	8,400	7,040	84
Kendall	1,900	1,500	77	1,900	1,440	76
Kenedy	200	200	86	200	170	86
Kent	600	600	93	600	590	98
Kerr	5,200	4,100	78	5,300	4,000	76
Kimble	1,300	900	62	1,300	770	59
King	200	200	71	200	140	71
Kinney	700	400	53	700	340	49
Kleberg	7,700	6,700	86	7,900	6,640	84
Knox	2,500	2,100	84	2,200	1,790	81
Lamar	11,400	7,800	69	10,700	7,290	68
Lamb	6,500	6,000	92	6,700	6,030	90
Lampasas	3,100	2,700	88	3,100	2,690	87
La Salle	1,500	1,100	68	1,400	920	66
Lavaca	6,300	4,000	62	6,300	3,750	59
Lee	2,800	2,200	78	2,700	2,030	75
Leon	3,100	2,100	67	3,100	2,050	66
Liberty	9,400	7,800	83	9,600	7,870	82
Limestone	6,100	4,900	79	5,900	4,540	77
Lipscomb	1,100	800	74	1,100	790	72
Live Oak	2,100	1,700	82	2,000	1,600	80
Llano	1,900	1,600	82	1,900	1,500	79
Loving	100	100	96	200	200	100
Lubbock	46,300	42,600	92	47,800	43,680	91
Lynn	3,100	2,800	90	3,100	2,740	88
McCulloch	3,000	2,100	69	2,800	1,850	66
McLennan	46,400	41,800	91	47,000	42,150	90
McMullen	400	300	81	400	320	81
Madison	2,100	1,600	72	2,000	1,430	71
Marion	2,400	1,900	77	2,300	1,740	75
Martin	1,400	1,400	93	1,400	1,270	90
Mason	1,300	900	64	1,200	740	61
Matagorda	7,600	6,300	83	7,700	6,200	80
Maverick	3,300	1,800	52	3,400	1,680	50
Medina	5,000	4,100	81	5,000	4,000	80
Menard	1,000	500	48	900	410	45
Midland	21,300	19,800	93	21,800	19,940	91
Milam	7,100	5,600	79	7,000	5,420	77
Mills	1,600	1,300	76	1,500	1,120	74
Mitchell	3,400	2,900	86	3,100	2,610	84
Montague	5,200	4,700	89	5,100	4,440	87
Montgomery	8,100	6,700	82	8,300	6,720	81
Moore	4,200	4,000	94	4,200	3,870	92
Morris	3,700	3,300	87	3,900	3,320	85
Motley	1,000	700	68	800	520	65
Nacogdoches	8,500	6,500	76	8,400	6,360	76
Navarro	11,300	9,300	82	11,000	9,020	82
Newton	2,800	2,100	72	2,800	1,950	70
Nolan	6,000	5,500	91	6,000	5,390	90
Nueces	60,000	53,100	89	61,500	54,180	88
Ochiltree	2,900	2,700	90	3,100	2,710	87
Oldham	600	500	89	500	430	87
Orange	17,000	15,600	92	17,600	15,990	91
Palo Pinto	7,000	6,000	85	7,100	5,940	84
Panola	5,000	4,200	82	4,800	3,830	80
Parker	7,300	6,600	91	7,400	6,520	88
Parmer	2,900	2,600	88	3,000	2,600	87
Pecos	3,300	2,900	86	3,400	2,830	83
Polk	4,100	3,100	75	4,000	2,880	72
Potter	35,800	33,300	93	37,100	34,190	92
Presidio	1,500	900	58	1,400	750	54
Rains	1,200	1,000	83	900	740	82
Randall	10,500	10,300	98	10,800	10,340	96
Reagan	1,100	1,100	96	1,030	940	91
Real	700	400	53	700	340	49
Red River	5,100	3,600	71	4,600	3,130	68
Reeves	4,800	4,100	85	5,100	4,240	83
Refugio	3,100	2,800	89	3,000	2,600	87
Roberts	400	400	96	400	370	93
Robertson	4,900	4,000	81	4,700	3,720	79
Rockwall	1,800	1,600	85	1,800	1,510	84
Runnels	4,700	4,200	88	4,600	3,950	86
Rusk	11,200	9,500	85	10,900	9,140	84
Sabine	2,200	1,500	67	2,100	1,350	64
San Augustine	2,200	1,600	69	2,200	1,460	66

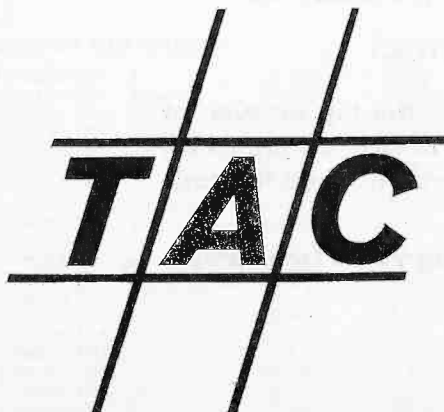
State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
San Jacinto	1,800	1,200	62	1,700	1,010	59
San Patricio	11,400	9,500	83	11,700	9,710	83
San Saba	2,200	1,800	80	2,100	1,640	78
Schleicher	900	800	82	900	720	80
Scurry	5,900	5,300	90	5,700	4,990	87
Shackelford	1,400	1,200	84	1,300	1,070	82
Shelby	6,400	4,900	77	6,100	4,490	74
Sherman	800	800	90	800	700	88
Smith	26,600	23,200	88	26,900	23,370	87
Somervell	900	900	89	900	780	87
Starr	3,800	2,300	61	3,800	2,190	58
Stephens	3,100	2,600	83	3,000	2,420	81
Sterling	400	300	81	400	320	81
Stonewall	1,000	900	93	1,000	920	92
Sutton	1,100	700	63	1,100	660	60
Swisher	3,200	3,000	94	3,200	3,060	93
Tarrant	171,700	159,200	93	177,100	162,950	92
Taylor	30,600	28,200	93	31,800	29,090	91
Terrell	800	500	64	800	480	60
Terry	4,800	4,300	90	4,900	4,320	88
Throckmorton	1,000	800	81	1,000	800	80
Titus	5,400	4,500	82	5,500	4,380	80
Tom Green	19,700	17,600	90	20,000	17,780	89
Travis	62,000	55,200	89	62,600	55,490	89
Trinity	2,500	1,700	66	2,300	1,470	64
Tyler	3,200	2,400	75	3,100	2,260	73
Upshur	5,900	5,000	84	6,000	4,920	82
Upton	1,800	1,600	86	1,900	1,600	84
Uvalde	4,700	3,600	76	4,800	3,540	74
Val Verde	6,500	4,600	70	6,500	4,370	67
Van Zandt	6,400	5,300	82	6,200	4,990	80
Victoria	13,500	11,000	82	14,000	11,330	81
Walker	5,100	3,600	71	5,000	3,500	70
Waller	3,100	2,500	79	3,100	2,400	77
Ward	4,200	3,800	90	4,200	3,700	88
Washington	6,000	4,100	67	6,000	4,020	66
Webb	15,200	12,400	82	15,500	12,560	81
Wharton	10,800	8,900	83	10,800	8,900	82
Wheeler	2,700	2,000	73	2,500	1,760	70
Wichita	36,800	34,800	95	38,300	35,850	94
Wilbarger	5,700	5,400	95	5,500	5,120	93
Willacy	4,600	3,500	77	4,600	3,410	74
Williamson	10,700	9,100	85	10,400	8,810	85
Wilson	3,600	2,700	76	3,500	2,610	75
Winkler	4,100	3,700	90	4,200	3,680	88
Wise	5,500	5,000	91	5,600	4,990	89
Wood	5,800	4,900	84	5,500	4,520	82
Yoakum	2,400	2,300	94	2,600	2,400	92
Young	5,800	5,200	89	5,900	5,160	88
Zapata	1,000	600	52	1,000	480	4

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Campbell	25,500	22,000	87	25,600	22,420	88
Caroline	3,100	2,400	78	3,100	2,470	80
Carroll	6,800	4,700	75	8,000	6,240	78
Charles City	1,200	800	68	1,100	780	71
Charlotte	3,500	2,700	77	3,400	2,660	78
Chesterfield	23,300	21,600	93	20,600	19,110	93
Clarke	2,200	2,000	89	2,300	2,050	89
Craig	1,000	800	73	1,000	760	76
Culpeper	4,200	3,600	84	4,200	3,570	85
Cumberland	1,600	1,100	66	1,600	1,090	68
Dickenson	4,600	3,700	80	4,400	3,570	81
Dinwiddie	15,300	12,300	81	15,300	12,670	83
Essex	1,800	1,300	73	1,700	1,270	75
Fairfax	76,500	73,000	96	79,600	76,290	96
Fauquier	6,500	5,400	84	6,500	5,490	84
Floyd	2,900	2,300	79	2,800	2,230	80
Fluvanna	1,900	1,400	75	1,800	1,370	76
Franklin	6,700	5,500	81	6,800	5,530	81
Frederick	11,200	9,700	87	11,400	9,940	87
Giles	4,600	4,000	87	4,500	3,920	87
Gloucester	3,600	3,100	86	3,600	3,090	86
Goochland	2,100	1,600	76	2,100	1,650	79
Grayson	6,500	5,200	79	4,600	3,580	78
Greene	1,100	700	54	1,100	630	57
Greensville	4,000	3,100	77	4,000	3,150	79
Halifax	9,900	7,600	77	9,800	7,810	80
Hamptn-Newprt Nws	56,500	51,500	92	See Newport News below		
Hanover	7,400	6,000	81	7,500	6,160	82
Henrico	102,700	91,200	89	104,100	93,430	90
Henry	16,000	13,800	86	16,300	14,220	87
Highland	900	800	81	900	730	81
Isle of Wight	4,400	3,700	84	4,400	3,680	84
James City	4,300	3,700	84	4,500	3,830	85
King and Queen	1,500	1,100	70	1,500	1,090	73
King George	2,000	1,700	85	2,000	1,710	86
King William	2,000	1,700	84	2,000	1,690	85
Lancaster	2,700	2,200	80	2,700	2,180	81
Lee	6,600	4,600	69	6,000	4,320	72
Loudoun	6,600	5,600	85	6,700	5,720	85
Louisa	3,400	2,400	70	3,400	2,470	73
Lunenburg	3,400	2,700	79	3,300	2,620	79
Madison	2,200	1,600	71	2,200	1,580	72
Mathews	2,300	1,800	80	2,200	1,780	81
Mecklenburg	7,900	6,000	76	7,800	6,070	78
Middlesex	1,900	1,500	79	1,900	1,530	80
Montgomery	11,300	9,700	86	11,500	10,030	87
Nansemond	12,000	9,500	79	12,100	9,890	82
Nelson	3,400	2,400	71	3,300	2,420	73
New Kent	1,100	1,000	82	1,100	910	83
Newport News	See Hampton above			57,700	52,850	92
Norfolk	138,000	123,100	90	137,500	123,860	90
Northampton	5,000	3,800	77	4,900	3,780	77
Northumberland	2,900	2,400	82	2,900	2,390	83
Nottoway	4,100	3,400	82	4,100	3,380	83
Orange	3,600	2,600	72	3,600	2,690	75
Page	4,500	3,700	82	4,500	3,720	83
Patrick	4,100	3,100	75	4,100	3,100	76
Pittsylvania	28,800	23,700	83	28,800	24,380	85
Powhatan	1,500	1,200	81	1,400	1,140	82
Prince Edward	3,700	2,800	77	3,600	2,820	78
Prince George	9,400	8,300	88	12,900	11,390	88
Princess Anne	23,700	21,800	92	24,300	22,350	92
Prince William	12,900	11,900	93	13,300	12,210	92
Pulaski	7,400	6,300	85	7,300	6,250	86
Rappahannock	1,400	1,100	78	1,300	1,010	78
Richmond	1,800	1,400	79	1,800	1,450	80
Roanoke	48,100	43,300	90	48,800	44,210	91
Rockbridge	8,100	6,600	81	8,100	6,600	81
Rockingham	14,600	11,800	81	14,800	12,270	83
Russell	6,400	4,900	75	6,400	4,930	77
Scott	6,600	4,600	70	6,600	4,770	72
Shenandoah	6,600	5,700	87	6,500	5,670	87
Smyth	7,900	6,700	84	7,800	6,610	85
Southampton	6,700	5,200	78	6,700	5,240	78
Spotsylvania	7,700	6,500	84	7,900	6,710	85
Stafford	4,800	4,200	87	4,800	4,170	87
Surry	1,500	1,200	76	1,600	1,250	78
Sussex	2,900	2,000	68	2,900	2,050	71
Tazewell	11,400	9,600	85	11,300	9,690	86
Warren	4,300	3,400	79	4,300	3,470	81
Washington	15,000	12,700	85	15,000	12,790	85
Westmoreland	3,000	2,200	72	3,000	2,230	74
Wise	12,300	9,300	76	11,800	9,210	78
Wythe	5,900	4,500	77	5,800	4,490	77
York	6,200	5,500	89	6,300	5,570	88
Totals	1,109,300	955,500	86	1,118,400	972,920	87

TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
WASHINGTON						
Adams	3,000	2,800	92	3,200	2,950	92
Asotin	4,200	3,900	93	4,200	3,890	93
Benton	17,900	16,400	92	18,300	16,850	92
Chelan	13,400	11,800	89	13,500	12,020	89
Clallam	9,400	8,300	89	9,600	8,510	89
Clark	29,000	27,100	94	29,500	27,760	94
Columbia	1,500	1,300	80	1,500	1,210	80
Cowlitz	18,000	16,500	92	18,200	16,690	92
Douglas	4,400	4,100	92	4,600	4,210	91
Ferry	1,100	900	82	1,100	890	81
Franklin	7,100	6,500	92	7,400	6,800	92
Garfield	900	800	86	900	770	86
Grant	13,600	12,200	90	14,400	12,920	90
Grays Harbor	17,700	14,700	83	17,700	14,800	84
Island	5,800	5,500	95	6,100	5,770	95
Jefferson	2,900	2,700	89	2,800	2,510	89
King	316,100	286,000	91	322,700	295,110	91
Kitsap	26,400	24,700	94	26,800	25,250	94
Kittitas	6,400	5,400	84	6,300	5,310	84
Klickitat	4,200	3,400	81	4,300	3,450	80
Lewis	13,600	11,800	87	13,600	11,970	88
Lincoln	3,500	3,300	93	3,500	3,270	94
Mason	6,300	4,900	83	5,400	5,020	93
Okanogan	7,800	6,500	84	7,500	6,220	83
Pacific	5,100	4,200	83	5,000	4,130	83
Pend Oreille	2,200	2,000	89	2,200	1,940	88
Pierce	97,700	91,000	94	98,800	92,760	94
San Juan	1,100	1,000	90	1,100	980	89
Skagit	16,100	14,400	90	16,600	15,080	91
Skamania	1,600	1,400	85	1,600	1,360	85
Snohomish	54,500	50,500	93	56,400	52,760	94
Spokane	90,000	82,200	92	92,800	85,740	92
Stevens	5,400	4,700	86	5,300	4,530	86
Thurston	17,800	16,500	93	18,300	17,100	93
Wahkiakum	1,100	1,000	86	1,100	940	86
Walla Walla	12,800	10,600	84	12,800	10,740	84
Whatcom	22,500	20,000	89	22,700	20,280	89
Whitman	8,900	7,900	89	8,800	7,860	89
Yakima	43,600	38,400	88	44,100	39,370	89
Totals	913,500	827,600	91	512,900	447,120	91
WEST VIRGINIA						
Barbour	4,300	3,400	79	4,000	3,210	80
Berkeley	10,100	9,000	90	10,100	9,150	91
Boone	7,300	6,300	86	7,000	6,120	87
Braxton	4,100	2,800	68	3,800	2,650	70
Brooke	8,300	7,900	95	8,200	7,790	95
Cabell	33,300	30,500	92	33,000	30,410	92
Calhoun	2,200	1,700	75	2,100	1,600	76
Clay	2,900	2,200	76	2,800	2,140	76
Doddridge	2,100	1,600	77	2,000	1,580	79
Fayette	16,500	14,200	86	15,300	13,430	88
Gilmer	2,200	1,700	75	2,100	1,750	83
Grant	2,200	1,600	73	2,200	1,630	74
Greenbrier	9,600	7,900	83	9,300	7,890	85
Hampshire	3,300	2,400	72	3,300	2,400	73
Hancock	11,500	11,200	98	11,600	8,910	77
Hardy	2,600	1,800	68	2,500	1,750	70
Harrison	23,700	21,800	92	23,100	21,320	92
Jackson	5,300	4,800	90	5,400	4,850	90
Jefferson	5,300	4,700	88	5,300	4,670	88
Kanawha	74,000	67,100	91	73,800	67,650	92
Lewis	5,300	4,400	82	5,200	4,340	83
Lincoln	5,000	4,100	83	4,900	4,110	84
Logan	15,200	13,200	87	14,100	12,460	88
McDowell	17,500	14,800	85	15,900	13,770	87
Marion	19,800	17,400	88	19,200	17,140	89
Marshall	11,400	10,500	92	10,800	9,980	92
Mason	6,700	6,200	92	6,600	6,040	91
Mercer	19,200	17,000	89	18,700	16,770	90
Mineral	6,500	5,300	82	6,400	5,270	82
Mingo	9,700	7,600	79	9,200	7,500	82
Monongahela	16,000	13,200	83	15,600	13,220	85
Monroe	3,100	2,300	75	3,000	2,270	76
Morgan	2,600	2,200	83	2,500	2,070	83
Nicholas	6,600	5,400	82	6,500	5,380	83
Ohio	22,400	20,900	94	21,500	20,160	94
Pendleton	2,100	1,600	74	2,000	1,490	75

(Continued on next page)



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TV Households

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
WEST VIRGINIA—(Continued)						
Pleasants	2,000	1,800	86	2,100	1,820	87
Pocahontas	2,900	2,000	67	2,800	1,910	68
Preston	7,300	5,800	79	7,000	5,640	81
Putnam	6,500	5,900	90	6,500	5,870	90
Raleigh	21,000	18,200	87	19,900	17,450	88
Randolph	7,100	5,500	78	6,900	5,510	80
Ritchie	3,300	2,500	74	3,200	2,390	75
Roane	4,200	3,300	78	4,100	3,220	79
Summers	4,300	3,300	75	4,000	3,050	76
Taylor	4,500	3,700	80	4,200	3,420	82
Tucker	2,300	1,800	76	2,000	1,540	77
Tyler	3,000	2,500	80	3,000	2,440	81
Upshur	5,100	4,100	80	5,000	4,090	82
Wayne	10,600	9,100	86	10,500	9,160	87
Webster	3,500	2,500	72	3,200	2,340	73
Wetzel	5,700	5,000	87	5,700	5,010	88
Wirt	1,300	1,000	79	1,300	1,040	80
Wood	24,200	21,100	87	24,300	21,420	88
Wyoming	8,300	7,000	83	8,200	6,930	85
Totals	526,500	456,500	87	512,900	447,120	87
WISCONSIN						
Adams	2,400	2,100	84	2,400	2,030	84
Ashland	5,100	4,700	91	5,000	4,550	91
Barron	10,100	8,800	87	10,000	8,850	89
Bayfield	3,600	3,300	91	3,500	3,180	91
Brown	34,500	33,300	97	35,300	33,980	96
Buffalo	4,100	3,600	89	4,100	3,670	89
Burnett	2,900	2,500	86	2,800	2,420	86
Calumet	6,000	5,600	94	6,200	5,790	93
Chippewa	12,000	11,200	93	12,100	11,280	93
Clark	8,800	7,500	85	8,700	7,530	87
Columbia	11,000	10,000	91	11,100	10,150	91
Crawford	4,500	4,100	90	4,400	3,960	90
Dane	65,800	59,000	90	67,200	61,210	91
Dodge	18,100	16,500	91	18,300	16,820	92
Door	6,200	5,900	95	6,100	5,760	94
Douglas	13,600	12,800	94	13,600	12,770	94
Dunn	7,400	6,600	90	7,300	6,560	90
Eau Claire	17,300	15,900	92	17,400	16,110	93
Florence	1,000	1,000	91	1,000	900	90
Fond du Lac	21,400	19,700	93	21,600	20,080	93
Forest	2,200	1,800	81	2,100	1,710	81
Grant	12,500	10,700	86	12,600	11,020	87
Green	7,900	7,200	91	7,900	7,210	91
Green Lake	4,900	4,400	90	4,900	4,420	90
Iowa	5,400	4,800	89	5,400	4,780	88
Iron	2,500	2,300	92	2,500	2,320	93
Jackson	4,400	3,900	87	4,400	3,870	88
Jefferson	15,100	14,200	94	15,500	14,560	94
Juneau	5,200	4,300	82	5,200	4,310	83
Kenosha	31,700	30,000	95	31,400	29,770	95
Kewaunee	5,100	4,800	95	5,100	4,800	94
La Crosse	21,400	20,100	94	21,500	20,270	94
Lafayette	5,000	4,500	90	5,000	4,500	90
Langlade	5,600	5,100	91	5,600	5,090	91
Lincoln	6,600	6,200	94	6,600	6,170	93

State and County	American Research Bureau			A. C. Nielsen Co.		
	Total Households	TV Households Number	%	Total Households	TV Households Number	%
Manitowoc	21,800	21,100	97	22,100	21,240	96
Marathon	24,800	23,500	95	25,100	23,810	95
Marinette	10,100	9,700	96	10,100	9,650	96
Marquette	2,700	2,300	84	2,700	2,280	84
Milwaukee	323,700	305,100	95	326,800	308,860	95
Monroe	8,400	7,400	89	8,300	7,480	90
Oconto	7,100	6,500	92	7,000	6,420	92
Oneida	6,600	5,800	88	6,600	5,810	88
Outagamie	27,900	27,100	97	28,500	27,530	97
Ozaukee	11,100	10,500	95	11,400	10,770	94
Pepin	2,000	1,800	87	2,000	1,760	88
Pierce	6,300	5,900	93	6,400	5,910	92
Polk	7,500	7,000	94	7,500	6,990	93
Portage	10,200	9,400	92	10,300	9,560	93
Price	4,300	3,600	82	4,300	3,560	83
Racine	42,100	40,500	97	43,200	41,460	96
Riceland	5,100	4,500	88	5,000	4,390	88
Rock	34,600	32,600	95	35,400	33,450	94
Rusk	4,200	3,700	87	4,100	3,560	87
St. Croix	8,200	7,800	95	8,400	7,940	94
Sauk	10,500	9,300	88	10,500	9,420	90
Sawyer	2,900	2,500	83	2,800	2,330	83
Shawano	9,600	8,800	92	9,600	8,870	92
Sheboygan	26,500	25,200	96	26,600	25,320	95
Taylor	4,800	4,200	89	4,800	4,240	88
Trempealeau	6,800	5,800	85	6,800	5,860	86
Vernon	7,500	6,700	89	7,400	6,540	88
Vilas	3,000	2,600	87	3,000	2,620	87
Walworth	15,900	14,800	93	16,100	15,020	93
Washburn	3,200	3,000	91	3,200	2,890	90
Washington	13,000	12,500	96	13,500	12,840	95
Waukesha	45,300	43,300	96	47,100	45,020	96
Waupaca	10,600	10,000	94	10,600	9,960	94
Waushara	4,200	3,800	89	4,300	3,820	89
Winnebago	31,900	30,500	96	32,500	31,110	96
Wood	16,600	15,600	94	16,900	15,900	94
Totals	1,172,000	1,093,000	93	1,184,700	1,106,590	93
WYOMING						
Albany	6,500	5,100	78	6,400	4,970	78
Big Horn	3,400	2,700	79	3,300	2,590	79
Campbell	1,900	1,400	74	1,900	1,400	74
Carbon	4,600	3,600	78	4,600	3,610	78
Converse	2,100	1,700	81	2,000	1,620	81
Crook	1,400	1,000	69	1,400	960	69
Fremont	7,500	6,500	86	7,500	6,470	86
Goshen	3,700	3,200	88	3,600	3,170	88
Hot Springs	2,100	1,600	76	2,100	1,610	77
Johnson	1,800	1,400	74	1,700	1,280	75
Laramie	19,000	17,300	92	19,100	17,520	92
Lincoln	2,500	2,000	76	2,500	1,900	76
Natrona	16,200	14,500	90	16,600	14,870	90
Niobrara	1,300	1,100	81	1,200	960	80
Park	5,100	4,000	79	5,100	3,970	78
Platte	2,300	1,800	75	2,300	1,710	74
Sheridan	6,000	4,500	75	6,000	4,460	74
Sublette	1,200	900	73	1,200	860	72
Sweetwater	5,500	4,500	81	5,300	4,320	81
Teton	1,000	800	80	1,000	790	79
Uinta	2,000	1,700	83	2,000	1,650	82
Washakie	2,600	2,200	84	2,600	2,200	85
Weston	2,400	1,900	76	2,400	1,790	75
Yellowstone Nl. Pk.	not available			100	50	53
Totals	102,000	85,600	84	101,900	84,730	83

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Canadian Data Projected

TV Households by Provinces, Counties & Subdivisions

Estimates as of March 1962 Compiled by The Bureau of Broadcast Measurement
After Survey of Canadian TV Set Ownership

Projected from Dominion Bureau of Statistics Data for 1956
Reprinted by Permission from The Bureau of Broadcast Measurement.

PROVINCIAL SUMMARY †

Province	Population	Households	TV Households	% TV
Alberta	1,354,900	363,300	290,600	80
British Columbia	1,655,000	481,300	386,100	80
Manitoba	926,800	236,500	198,000	84
New Brunswick	608,300	134,700	117,800	87
Nova Scotia	740,100	174,700	158,300	91
Prince Edward Island	107,000	24,400	20,600	84
Newfoundland	470,000	94,600	61,600	65
Ontario	6,344,600	1,647,400	1,530,800	93
Quebec	5,339,900	1,195,900	1,134,200	95
Saskatchewan	929,900	254,700	203,100	80
Total	18,476,500	4,607,500	4,101,100	89

† Population, households and TV households are rounded to hundreds and Percent Television to the nearest whole number.
Does not include the Yukon and Northwest Territories.

Province and County or Subdivision	Total Households	TV Households Number	%
NOVA SCOTIA—(Continued)			
Halifax (Bal.)			
Lunenburg-Queens	22,500	19,700	88
Annapolis-Digby	10,900	9,600	88
Shelburne-Yarmouth	9,800	8,900	91
Hants-Kings	16,200	14,000	86
Colchester	9,100	7,600	84
Cumberland	10,500	9,700	92
Total	174,700	158,300	91
PRINCE EDWARD ISLAND			
Kings-Queens	15,600	13,100	84
Prince	8,800	7,500	85
Total	24,400	20,600	84

NEWFOUNDLAND			
*St. John's metropolitan area	18,000	17,400	97
1 (Bal.), 2, 7	37,100	21,200	57
3, 6, 8	21,300	12,900	61
4, 5, 9, 10	18,200	10,000	55
Total	94,600	61,600	65

ONTARIO			
Glengarry-Stormont	19,700	18,300	93
Dundas-Grenville	11,400	10,100	89
*Ottawa-Hull metropolitan area	104,000	101,800	98
Carleton (Bal.)-Russell-Prescott	16,100	14,300	89
Leeds	12,600	12,100	96
Lanark	11,100	9,000	81
Renfrew	21,100	18,600	79
*Kingston City area	17,600	16,300	93
Frontenac (Bal.)-Lennox & Addington	11,000	9,100	83
Hastings-Prince Edward	31,400	27,200	87
Northumberland	11,800	10,300	87
Peterborough	20,600	19,100	93
Victoria	9,000	7,900	88
Oshawa City area	21,500	20,800	97
Ontario (Bal.)-Durham (Bal.)	25,800	22,900	89
*Toronto metropolitan area	410,600	389,800	95
York (Bal.)	30,300	27,700	91
Simcoe (Bal.)-Dufferin	26,400	23,800	90
Simcoe East	15,300	14,600	95
Haliburton-Muskoka	10,000	8,500	85
Peel	29,300	28,800	98
*Hamilton metropolitan area	107,400	103,100	96
Halton (Bal.)-Wentworth (Bal.)	22,000	20,300	92
*St. Catharines City area	27,900	27,000	97
Lincoln (Bal.)	11,500	9,500	83
*Niagara Falls City area	15,700	14,800	94
Welland (Bal.)	27,200	26,500	97
Haldimand	8,100	7,500	93
Brandt	23,600	22,000	93
Norfolk	14,400	13,200	92
*Kitchener-Waterloo City area	27,000	25,700	95
Waterloo (Bal.)	20,600	17,900	87
Oxford	20,300	18,600	92
*London metropolitan area	49,800	48,300	97
Middlesex (Bal.)	11,200	10,100	90
Elgin	17,900	17,000	95
Lambton	28,800	26,600	92
Kent	26,400	25,800	98
*Windsor metropolitan area	55,500	54,200	98
Essex (Bal.)	18,700	16,200	87
Perth	17,000	15,700	92
Huron	15,600	14,200	91
*Guelph City area	11,800	11,400	97
Wellington (Bal.)	11,700	10,500	90
Bruce	12,600	11,200	89
Grey	18,700	16,500	88

* Metropolitan or greater urban area.

(Continued on next page)

Canadian TV Households by Counties & Subdivisions

Estimates as of March 1962

Province and County or Subdivision	Total Households	TV Households Number	%
ALBERTA			
Census Div. 1	11,600	10,700	92
Census Div. 2	22,200	20,000	90
Census Div. 3	8,300	6,400	77
Census Div. 4, 7	16,500	11,900	72
Census Div. 5	11,200	9,000	80
*Calgary metropolitan area	80,500	73,800	92
Census Div. 6 (Bal.)	11,600	9,600	83
Census Div. 8	20,100	15,800	79
Census Div. 9, 14	10,300	6,100	59
Census Div. 10 (East)	4,600	3,300	72
Census Div. 10 (West)	16,100	11,500	71
*Edmonton metropolitan area	83,600	78,200	94
Census Div. 11 (Bal.)	21,800	18,300	84
Census Div. 12	11,700	5,000	43
Census Div. 13	13,100	8,500	65
Census Div. 15 (East)	11,400	—	—
Census Div. 15 (West)	8,700	2,500	29
Total	363,300	290,600	80
BRITISH COLUMBIA			
Census Div. 1	9,400	5,400	57
Census Div. 2A, B	13,000	9,400	72
Census Div. 2C	8,100	4,900	60
Census Div. 3A (North)	9,500	8,600	91
Census Div. 3A (South)	8,500	7,100	83
Census Div. 3B, C	11,600	8,700	75
*Vancouver metropolitan area	240,500	219,600	91
Census Div. 4 (Bal.)	32,800	25,100	77
*Victoria metropolitan area	45,200	38,000	84
Census Div. 5A, B (Bal.)	10,900	8,800	81
Census Div. 5C to F	30,900	23,500	76
Census Div. 6	17,800	11,900	67
Census Div. 7	5,800	4,200	72
Census Div. 8	19,800	6,300	32
Census Div. 9	9,900	—	—
Census Div. 10	7,600	4,600	61
Total	481,300	386,100	80

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
MANITOBA			
Census Div. 1, 5 (Bal.)	13,200	8,700	66
*Winnipeg metropolitan area	122,500	119,900	98
Census Div. 2	9,200	5,700	62
Census Div. 6 (Bal.)	9,100	7,800	86
Census Div. 9, 12 (Bal.)	13,300	11,100	83
Census Div. 3, 4	10,200	7,800	76
Census Div. 7, 8	18,800	15,800	84
Census Div. 10, 11	12,000	9,500	79
Census Div. 13, 14, 15	15,500	9,700	62
Census Div. 16	12,700	2,000	16
Total	236,500	198,000	84
MARITIME PROVINCES			
NEW BRUNSWICK			
*Moncton City area	14,300	14,000	98
Albert-Westmorland (Bal.)	10,300	9,300	90
*Saint John metropolitan area	23,600	22,200	94
Charlotte-Kings (Bal.)	—	—	—
Queens-St. John (Bal.)	15,200	13,100	86
Sunbury-York	18,300	15,800	86
Kent-Northumberland	15,500	12,400	80
Gloucester	11,700	9,600	82
Restigouche	8,100	7,500	92
Carleton-Victoria	10,500	7,900	75
Madawaska	7,200	6,000	83
Total	134,700	117,800	87
NOVA SCOTIA			
Sydney-Glace Bay	—	—	—
City area	24,200	23,500	97
Cape Breton (Bal.)	—	—	—
Inverness-Richmond-Victoria	12,500	10,900	87
Antigonish-Guysborough	6,000	4,400	73
Pictou	11,700	10,000	85
*Halifax metropolitan area	41,300	40,000	97

* Metropolitan or greater urban area.

Canadian TV Homes

Province and County or Subdivision	Total Households	TV Households Number	%
ONTARIO—(Continued)			
Nipissing-Parry Sound	24,200	22,800	94
*Sudbury City area	26,800	26,400	99
Sudbury (Bal.)-Manitoulin	14,600	12,300	84
Timiskaming	13,300	11,100	83
Cochrane	22,000	20,700	94
Algoma	25,000	22,600	90
Thunder Bay	35,300	31,700	90
Rainy River	7,200	4,100	57
Kenora	12,700	7,600	60
Total	1,669,100	1,552,100	93
Less part of Ottawa metropolitan area included under Ontario Listing, but actually situated in the Province of Quebec	21,700	21,300	98
Province of Ontario Proper			
Total	1,647,400	1,530,800	93
QUEBEC			
Bonaventure-Gaspe-East-Iles de la Madeleine	17,500	11,400	65
Gaspe West-Matane-Matapedia	16,800	14,300	85
Saguenay	12,400	10,400	84
Rimouski	11,900	11,300	95
Riviere du Loup-Temisouata	13,100	10,700	82

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
Chicoutimi	27,500	26,500	96
Lac St. Jean East	7,500	7,200	96
Lac St. Jean West	10,000	8,700	87
Charlevoix-Kamouraska, L'Islet	15,900	13,200	83
Bellechasse Montmagny-Montmorency	15,900	14,200	89
*Quebec metropolitan area	76,100	75,200	99
Levis (Bal.)-Portneuf-Quebec (Bal.)	16,000	15,500	97
Lotbiniere-Megantic	18,500	17,500	95
Beauce-Dorchester-Frontenac	25,600	23,100	90
Sherbrooke	19,400	17,700	91
Compton-Stanstead	14,700	13,800	94
Drummond-Richmond	22,200	21,600	97
Arthabaska-Nicolet-Wolfe	19,800	17,800	90
Brome-Shefford	16,400	15,100	92
Bagot-St. Hyacinthe	14,800	14,500	98
Richelieu-Yamaska	12,500	12,200	98
Iberville-Missisquoi-Rouville	16,900	15,900	94
Laprairie-Napierville-St. Jean	18,600	18,300	98
Beauharnois-Chateauguay-Huntingdon	23,500	22,700	97
Chambly (Bal.)-Vercheres	14,600	14,500	99
*Montreal metropolitan area	490,200	475,600	97
Argenteuil-Deux Montagnes-Iles Jesus (Bal.)-Soulanges-Vaudreuil	42,200	40,700	96
Terrebonne	22,900	22,500	98
L'Assomption-Montcalm	13,100	12,700	97
Berthier-Joliette-Maskinonge	20,100	19,900	99
*Trois-Rivieres-Cap de la Madeleine City area	19,300	18,900	98

* Metropolitan or greater urban area.

Province and County or Subdivision	Total Households	TV Households Number	%
Champlain (Bal.)-St. Maurice (Bal.)	29,400	26,500	90
Abitibi	21,000	19,900	95
Temiscamingue	12,600	12,200	97
Hull (Bal.) Pontiac	11,800	10,000	85
Labelle-Papineau	13,500	10,700	79
Total	1,174,200	1,112,900	95
Plus part of Ottawa-Hull metropolitan area included under Ontario listing, but actually situated in the Province of Quebec	21,700	21,300	98
Province of Quebec Proper			
Total	1,195,900	1,134,200	95
SASKATCHEWAN			
Census Div. 1	10,700	8,400	79
Census Div. 2	9,100	7,700	85
Census Div. 3, 4	13,600	9,800	72
Census Div. 5	13,100	10,600	81
*Regina City area	30,500	29,200	96
Census Div. 6 (Bal.)	11,500	9,800	85
Census Div. 7	16,900	15,100	89
Census Div. 8	12,100	10,300	85
Census Div. 9	14,500	10,300	71
Census Div. 10	9,600	6,400	67
*Saskatoon City area	26,800	23,900	89
Census Div. 11 (Bal.)	8,200	7,500	91
Census Div. 12, 13	17,300	12,400	72
Census Div. 14, 18	19,700	10,600	54
Census Div. 15	21,100	17,100	81
Census Div. 16	11,900	8,600	72
Census Div. 17	8,100	5,400	67
Total	254,700	203,100	80

* Metropolitan or greater urban area.

TV's Alphabet Soup:

Commonly Used Initials and Abbreviations

AAAA—American Association of Advertising Agencies
 AAAA—Associated Actors & Artists of America
 AAP—Associated Artists Productions Inc.
 AAW—Advertising Association of the West.
 ABC—ABC Television Ltd. (British)
 ABC—American Broadcasting Company
 AB-PT—American Broadcasting-Paramount Theatres Inc.
 ACA—American Communications Association
 ACA—Association of Canadian Advertisers
 ACT—American Citizens Television Committee Inc.
 AFA—Advertising Federation of America
 AFCCE—Association of Federal Communications Consulting Engineers
 AFCEA—Armed Forces Communications & Electronics Assn.
 AFM—American Federation of Musicians
 AFRS—Armed Forces Radio Service
 AFTRA—American Federation of Television & Radio Artists
 AFTS—Armed Forces Television Service
 AGMA—American Guild of Musical Artists
 AGVA—American Guild of Variety Artists
 AIEE—American Institute of Electrical Engineers (See IEEE)
 AIR—Asociacion Interamericana de Radiodifusion (same as IAAB)
 AMA—American Marketing Assn.
 AMPP—Association of Motion Picture Producers Inc.
 AMST—See MST
 ANA—Association of National Advertisers
 ANG—American Newspaper Guild
 ANPA—American Newspaper Publishers Assn.
 AP—Associated Press
 APBE—Association for Professional Broadcasting Education
 A-R—Associated-Rediffusion Ltd. (British)
 ARB—American Research Bureau
 ARF—Advertising Research Foundation

ARIA—American Radio Importers Assn.
 ARRL—American Radio Relay League
 ASCAP—American Society of Composers, Authors & Publishers
 ATAS—See ATVAS
 ATFP—Alliance of Television Film Producers
 AT&T—American Telephone & Telegraph Co.
 ATV—Associated Television Ltd. (British)
 ATVAS—Academy of Television Arts & Sciences
 AWRT—American Women in Radio & TV
 BAR—Broadcast Advertisers Reports
 BBM—Bureau of Broadcast Measurement
 BBC—British Broadcasting Corporation
 BBG—Board of Broadcast Governors (Canada)
 BDSA—Business & Defense Services Administration, Dept. of Commerce
 BIB—Broadcast Information Bureau
 BMI—Broadcast Music Inc.
 BPA—Broadcasters Promotion Assn.
 CAB—Canadian Association of Broadcasters
 CARTA—Catholic Apostolate of Radio, Television & Advertising
 CATV—community TV antenna
 CBA—Catholic Broadcasters Assn.
 CBC—Canadian Broadcasting Corporation
 CBS—Columbia Broadcasting System
 CCBS—Clear Channel Broadcasting Service
 CCIR—International Radio Consultative Committee
 CCT—Committee for Competitive Television
 CCTV—closed-circuit television
 COMPO—Council of Motion Picture Organizations
 CP—construction permit
 CTV—Canadian TV Network
 CWA—Communications Workers of America
 DBA—Daytime Broadcasters Association
 DFS—Deutsches Fernsehen (Germany)
 DGA—Directors Guild of America Inc.

DJA—Disc Jockey Assn.
 DSR—Statsradiofonien (Denmark)
 EBU—European Broadcasting Union
 ECA—Electronics Corporation of America
 EIA—Electronic Industries Assn.
 EIAC—Electronic Industries Assn. of Canada
 EIAJ—Electronic Industries Assn. of Japan
 EMP—Extended Market Plan (CBS)
 ETV—educational television (see also JCET, NAEB & NETRC)
 FAE—Fund for the Advancement of Education
 FCBA—Federal Communications Bar Assn.
 FCC—Federal Communications Commission
 FTC—Federal Trade Commission
 FTL—Federal Telecommunication Laboratories
 GE—General Electric Co.
 GPI—General Precision Inc.
 GPI—General Precision Laboratory
 IAAB—Inter-American Association of Broadcasters (same as AIR)
 IATSE—International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators
 IBEW—International Brotherhood of Electrical Workers
 IEEE—Institute of Electrical & Electronic Engineers
 IERT—Institute for Education by Radio-Television
 IHFM—Institute of High Fidelity Manufacturers
 IMPPA—Independent Motion Picture Producers Association
 IRAC—Interdepartment Radio Advisory Committee, Office of Defense Mobilization
 IRC—International Resistance Corp.
 IRE—Institute of Radio Engineers (See IEEE)
 IRTS—International Radio & TV Society
 ITA—Independent Television Authority (Britain)

ITC—Independent Television Corp.
 ITU—International Telecommunication Union
 ITV—industrial television
 ITT—International Telephone & Telegraph Co.
 IUE—International Union of Electrical, Radio & Machine Workers
 JCEB—Joint Council on Educational Broadcasting
 JEDEC—Joint Electron Device Engineering Council
 JTAC—Joint Technical Advisory Committee
 kc—kilocycle
 LNA—Leading National Advertisers
 MBS—Mutual Broadcasting System
 mc—megacycle
 MCA—Music Corporation of America
 MGM—Metro-Goldwyn-Mayer
 MPAA—Motion Picture Assn. of America
 MST—Association of Maximum Service Telecasters
 NAB—National Assn. of Broadcasters
 NAB—National Audience Board
 NABET—National Association of Broadcast Employes & Technicians
 NABUG—National Association of Broadcast Unions & Guilds
 NAEB—National Association of Educational Broadcasters
 NAED—National Association of Electrical Distributors
 NAFBRAT—National Association for Better Radio & Television
 NAFMB—National Association of FM Broadcasters
 NAM—National Association of Manufacturers
 NAMM—National Assn. of Music Merchants
 NARDA—National Appliance & Radio-TV Dealers Association
 NATESA—National Alliance of Television & Electronic Service Associations
 NATVAS—National Academy of Television Arts and Sciences

NAVA—National Audio-Visual Assn. Inc.
 NBC—National Broadcasting Company
 NBS—National Bureau of Standards
 NCATA—National Community Antenna Television Association of Canada
 NCTA—National Community TV Assn.
 NEDA—National Electronic Distributors Association
 NEMA—National Electrical Manufacturers Association
 NET—National Educational Television
 NETRC—National Educational TV & Radio Center
 NFA—National Federation of Advertising Agencies
 NIAC—Conelrad National Industry Advisory Committee
 NRMA—National Retail Merchants Assn.
 NSRC—National Stereophonic Radio Committee (defunct)
 NSTP—National Society of TV Producers
 NTA—National Telefilm Associates Inc.
 NTI—Nielsen TV Index
 NTFC—National Television Film Council
 NTSC—National Television System Committee (defunct)
 OEP—Office of Emergency Planning
 PIB—Publishers Information Bureau
 PMA—Phonograph Manufacturers Assn.
 QRG—Quality Radio Group
 RAB—Radio Advertising Bureau
 RAI—Radiotelevisione Italiana
 RCA—Radio Corporation of America
 RFE—Radio Free Europe
 RIAA—Record Industry Assn. of America
 RTNDA—Radio-TV News Directors Assn.
 SACT—President's Special Advisory Committee on Telecommunications
 SAG—Screen Actors Guild
 SCG—Screen Cartoonists Guild
 SDIG—Screen Directors International Guild
 SDX—Sigma Delta Chi
 SIMPP—Society of Independent Motion Picture Producers

Abbreviations

SMPTTE—Society of Motion Picture & TV Engineers
 SRA—Station Representatives Association
 STA—special temporary authorization
 STL—studio-transmitter link
 TA—Talent Associates (David Susskind)
 TASO—Television Allocations Study Organization
 TIO—TV Information Office (NAB)
 TNT—Theatre Network Television Inc.
 TOA—Theatre Owners of America
 TPA—Television Programs of America Inc.
 TPG—Television Producers Guild
 TPR—thermoplastic recording
 TRAFCO—TV, Radio & Film Commission of Methodist Church
 TvAR—Television Advertising Representatives Inc.
 TvB—Television Bureau of Advertising
 UA—United Artists
 UE—United Electrical, Radio & Machine Workers of America
 UER—See EBU
 UHF-ICC—UHF Industry Coordinating Committee
 U-I—Universal-International Pictures Co
 UIT—See ITU
 UPI—United Press International
 URSI—International Scientific Radio Union
 USIA—United States Information Agency
 USIS—United States Information Service
 VOA—Voice of America
 VTR—Videotape recording (Ampex proprietary trade name)
 WBC—Westinghouse Broadcasting Co.
 WEMA—Western Electronic Manufacturers Association
 WESCON—Western Electronic Show & Convention
 WGA—Writers Guild of America

“look to BLONDER-TONGUE for the new ideas in catv”

During 1963 Blonder-Tongue will offer new CATV products and services backed by a team of experienced personnel. The purpose: provide CATV operators with complete, well engineered systems for topflight performance—minimum maintenance . . . and more profitable operation.

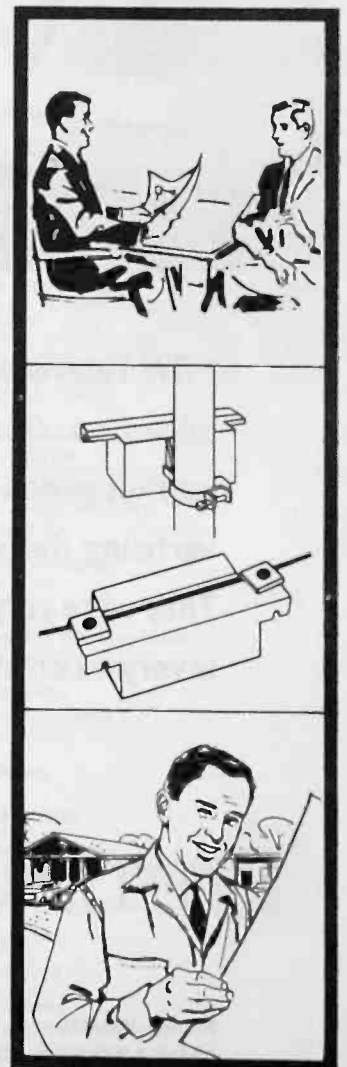
The new CABLEMASTER distribution accessories herald the beginning of a line that

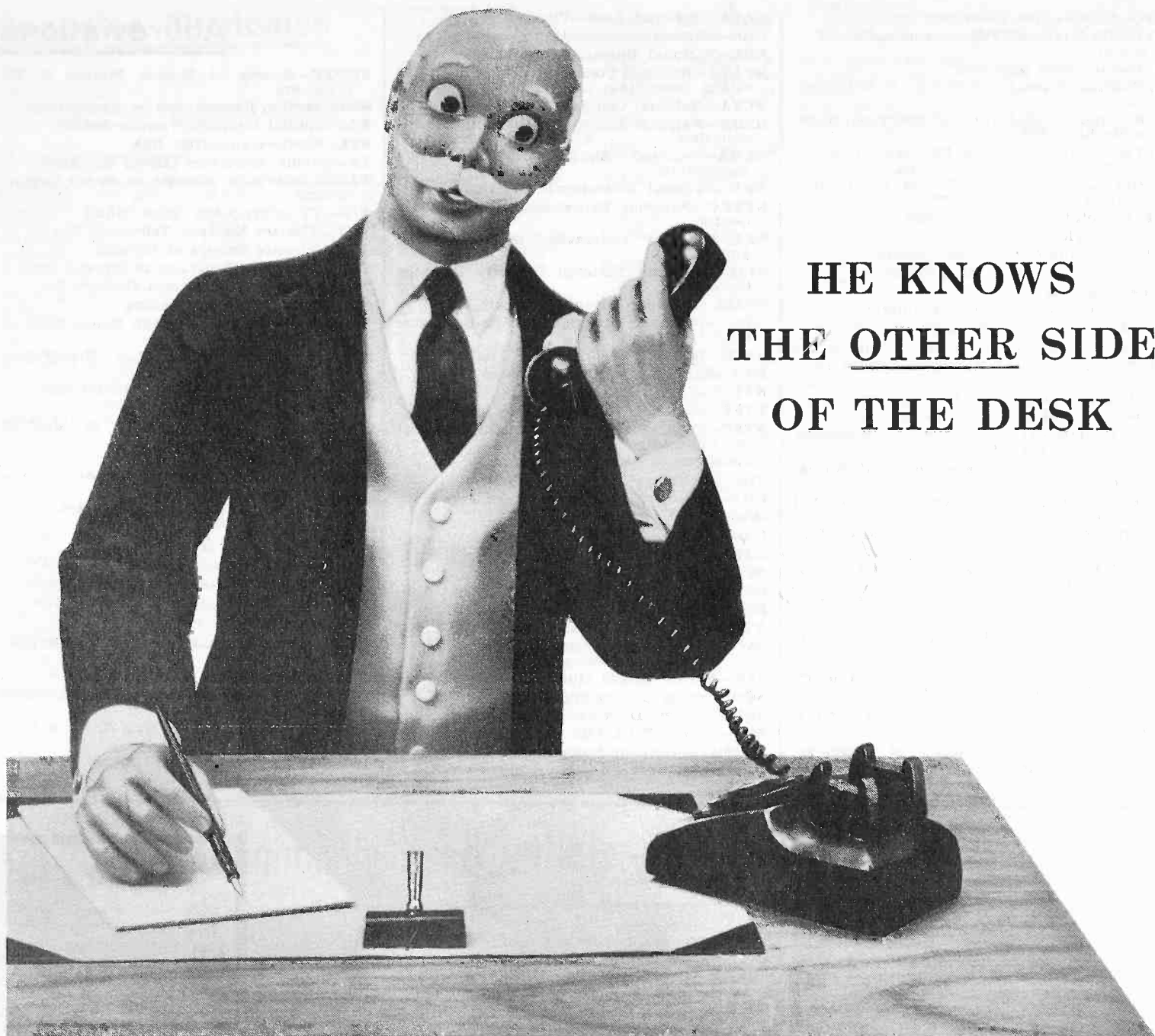
will offer Blonder-Tongue CATV trunk line amplifiers, distributed amplifiers and all the products necessary for complete systems. In addition to the new Blonder-Tongue products, the famous BENCO CATV amplifiers will be available in the U. S. through Blonder-Tongue. If you're planning a new system or expansion of an existing system, call upon Blonder-Tongue to solve your technical problems—no cost or obligation. Write:

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 9 Alling St., Newark, 2 N. J.

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**HE KNOWS
THE OTHER SIDE
OF THE DESK**

PGW **Television** Colonels worked for advertising agencies for 70 years before they joined us. Our **Radio** Colonels put in nearly half a century with companies that market goods and services. Altogether, we have been on the other side of the advertising desk for 173 years.

They were very productive years for many of us. Because of them, the PGW Colonel is very much at home with advertisers . . . and advertisers are at home to the Colonel.

That's why the Colonel is always on the go!

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Pioneer Station Representatives Since 1932

**NEW YORK
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**ATLANTA
BOSTON**

**DETROIT
ST. LOUIS**

**FT. WORTH
DALLAS**

**MINNEAPOLIS
PHILADELPHIA**

**LOS ANGELES
SAN FRANCISCO**

Television Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

All data as furnished by networks.

Map of Present and Projected Interconnections Published as Insert with This Directory

AMERICAN BROADCASTING CO.

(A division of American Broadcasting-Paramount Theatres Inc.)

Executive Offices: 7 West 66th St., New York 23, N.Y. Susquehanna 7-5000.

Business Offices and Studios: 7 W. 66th St., New York. Susquehanna 7-5000. (Studios also at Elysee, Ritz & Little Theatres.)

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

Board of Directors (AB-PT): A. H. Blank, Alger B. Chapman, John A. Coleman, Everett Erlick, E. Chester Gersten, Leonard H. Goldenson, Jack Hausman, Robert H. Hinckley, Robert L. Huffines Jr., Walter P. Marshall, Joseph A. Martino, Oliver E. Treyz, James G. Riddell, Simon B. Siegel, David B. Wallerstein.

ABC OFFICERS

Leonard H. Goldenson, *president of AB-PT; pres. of ABC*
Simon B. Siegel, *executive v.p.*
Charles T. Ayres, *vice president*
Julius Barnathan, *vice president*
Alfred Beckman, *vice president*
Edward Bleier, *vice president*
Michael P. Boland, *vice president*
Martin Brown, *v.p. and treas. of ABC & treas. of AB-PT*
Slocum Chaplin, *vice president*
Giraud Chester, *vice president*
Robert Coe, *vice president*
Donald Coyle, *vice president*
Sanford Cummings, *vice president*
James E. Duffy, *vice president*
Omar Elder, *vice president*
Theodore Fetter, *vice president*
Don Foley, *vice president*
Michael J. Foster, *vice president*
Vincent Francis, *vice president*
Richard Freund, *vice president*
William Gillogly, *vice president*
James Hagerty, *vice president*
Henry T. Hede, *vice president*
Ben Hoberman, *vice president*
Frank Marx, *vice president*
Daniel Melnick, *vice president*
Thomas W. Moore, *vice president*
William P. Mullen, *vice president*
Harold Neal, *vice president*
Robert Pauley, *vice president*
Sterling C. Quinlan, *vice president*
William Rafael, *vice president*
James G. Riddell, *vice president*
Stephen Riddleberger, *vice president*
Elton Rule, *vice president*
David Sacks, *vice president*
Alfred Schneider, *vice president*
Edgar J. Scherick, *vice president*
Selig Seligman, *vice president*
Theodore F. Shaker, *vice president*
Joseph Stampler, *vice president*
Thomas Velotta, *vice president*
Elmer Wayne, *vice president*
Mortimer Weinbach, *vice president & general counsel*

FINANCE, PERSONNEL & GENERAL SERVICES

Simon B. Siegel, *executive v.p.*
Stephen Riddleberger, *vice president & president of AM o-&o stations*
Charles DeBare, *gen. counsel for o-&o stations & radio network*
Samuel Barr, *mgr. of data processing*
Martin Brown, *treas. AB-PT; v.p. & treas. ABC*
Michael P. Boland, *vice president in charge of financial controls*
John Brennan, *dir. of international audits & systems*
Edward Graessle, *mgr. of treasury affairs*
Grace Johnson, *director of continuity acceptance*
Marie McWilliams, *director of personnel*
Charles Smith, *chief accountant*
Joseph J. Spagnola, *office & studio services director*
George Ast, *purchasing agent*
Henry Epstein, *art director*

ENGINEERING

Frank Marx, *v.p. & pres. of engineering & general services*
John Bourcier, *engineering operations supervisor, radio*
Lowell Clark, *mgr. of teletype services*
Richard Hamilton, *supervisor of communications*
George Milne, *director of traffic & communications*
Clure Owen, *administrative assistant to v.p. in charge*
John G. Preston, *dir. of engineering facilities*
Lawrence A. Ruddell, *recording director*
Joseph Sauer, *traffic mgr.*
Merle Worster, *dir. of technical operations, TV*
Frederick Zellner, *dir. of technical operations, AM*

PRODUCTION SERVICES

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

NEWS, SPECIAL EVENTS & PUBLIC AFFAIRS

James Hagerty, *v.p. in charge of news, special events & public affairs*
Robert Lane, *assoc. to v.p.*
Thomas Velotta, *v.p. & administrative mgr.*
Don Coe, *director of special events and operations*
Wiley Hance, *manager of public affairs*
John Secondari, *producer, special projects*
John Madigan, *dir. of news & public affairs*
Jules Bergman, *science editor*
Thomas O'Brien, *national news editor, AM*
William McSherry, *national news editor, TV*

LEGAL & LABOR RELATIONS

Mortimer Weinbach, *vice president & asst. general counsel of AB-PT*
Richard L. Freund, *vice president in charge of labor relations*
Everett Erlick, *v.p. & general counsel of AB-PT*

PRESS INFORMATION

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

CONTINUITY ACCEPTANCE

Grace Johnsen, *director of continuity acceptance*

ART

Henry Epstein, *art director*

INTERNATIONAL DIVISION

Donald Coyle, *president*
James Larkin, *business manager*
Charles Dwyer, *sales manager*
Donald Hine, *program manager*

Television Network

Thomas W. Moore, *v.p. in charge*
Julius Barnathan, *v.p. & general manager*

ABC-TV Stations Affiliates Association: Joseph Hladky Jr., *chairman*, KCRG-TV, Cedar Rapids, Ia.; Brent Kirk, *vice chairman*, KUTV, Salt Lake City, Utah; Howard Maschmeier, *treas.*, WNHC-TV, New Haven, Conn.; Donald Davis, *secy.*, KMBC-TV, Kansas City, Mo.; Joseph C. Drilling, KJEO, Fresno, Cal.; John Gelder Jr., WOHS-TV, Charleston, W.Va.; John F. Dille Jr., WJSV, South Bend-Elkhart, Ind.; Joseph Bernard, KTVI, St. Louis, Mo.; D. A. Noel, WHBQ-TV, Memphis, Tenn.

TV Programming

Theodore Fetter, *v.p. & program director*
Simon Lesser, *manager of program development*
Giraud Chester, *v.p., daytime programming*
Armand Grant, *director, daytime programming*
Charles Barris, *mgr. of daytime programs*
Theodore Lyman, *mgr. of announcing*
John B. Green, *network executive producer*
Frederick P. Laffey, *program service mgr.*
Julian Bercovici, *exec. producer*
Leonard Maskin, *admin. mgr., program dept.*
Daniel Melnick, *v.p. in charge program development*
Robert Rafelson, *mgr. of program development*

Station Relations

Robert Coe, *v.p. in charge of station relations*
Donald Shaw, *dir. of TV station relations*

Network Sales

Edgar Scherick, *v.p. in charge*
Slocum Chaplin, *v.p. for western division*
Charles T. Ayres, *v.p. & associate sales dir.*
Edward Bleier, *v.p. in charge of daytime sales*
Henry T. Hede, *v.p. & administrative sales manager*
Howard Reinheimer, *eastern sales mgr.*
Loomis Irish, *dir. of sales service, dir. of station clearance*

Advertising

Dean D. Linger, *director of advertising*

Station Clearance

Donald S. Shaw Jr., *director of station clearance*
Joseph Glaquinto, *mgr. of station clearance*

(Continued on next page)

Network Rates and Data

ABC Television Network—(Continued)

Research & Sales Development

Bert Briller, *v.p. in charge of sales development*
Henry Levinson, *manager of sales development*
Frederick Pierce, *director of planning & sales development*
Jerome Zucker, *mgr. of sales development*

Advertising & Promotion

Don Foley, *v.p. in charge*
Andre Gebstaedt, *advertising mgr.*
Theodore Kirby, *mgr. of affiliated station promotion*
Jerome Bredouw, *dir. of on-the-air promotion*

Radio Network

Robert R. Pauley, *president in charge*

ABC Radio Stations' Affiliates Advisory Board: District 1—Simon Goldman, WJTN, Jamestown, N.Y.; District 2—J. P. Williams, WING, Dayton, O.; District 3—Phil Hoffman, WTCN, Minneapolis, Minn.; District 4—T. B. Lanford, KRMB, Shreveport, La.; District 5—C. B. Locke, KFDM, Beaumont, Tex.; District 6—William C. Grove, KFBC, Cheyenne, Wyo.; District 7—James W. Wallace, KPQ, Wenatchee, Wash.; District 8—J. S. Younts, WEEB, Southern Pines, N.C.

Radio Programming & Services

William Rafael, *national program director & v.p.*
George Sax, *national director of program operations & co-operative program manager*
Ruth B. Smith, *supervisor of production control unit*
Frank Vagnoni, *manager of music division*

Stations

Earl Mullin, *national director of stations, radio*

Radio Network Sales

James E. Duffy, *national director of sales & v.p.*
Robert Holmgren, *dir. of sales service & business admin.*
Don Schlosser, *adv. coordinator & mgr. of sales devises*
Theodore Douglas, *eastern sales manager*

Research

Elizabeth Harris, *research manager*

ABC Owned & Operated Stations

TELEVISION STATIONS

WABC-TV, New York: Joseph Stampler, *v.p. & general manager*; James Szabo, *general sales manager*; Arthur Gross, *program director*.

WBKB, Chicago: Sterling C. Quinlan, *v.p.*; Manuel Fingerhut, *controller*; Clar Meider, *national spot sales mgr.*; Daniel Schuffman, *program manager*.

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

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

WXYZ-TV, Detroit: John F. Pival, *pres. of WXYZ Inc. & gen. mgr.*, WXYZ-TV; John Reynolds, *controller*; Kent Fredricks, *national sales mgr.*

Central Division (Chicago)

William C. Gillogly, *v.p. in charge, TV network sales*
Donald Peterson, *director of publicity & promotion*
John Grace, *mgr. of sales service, TV network, Central div.*
William P. Kusack, *chief engineer*

Western Division (Los Angeles)

J. Clifford Anderson, *director of special services*
Dorothy L. Brown, *director of continuity acceptance*
Sanford C. Cummings, *v.p. & director, TV network programs*
Ralph G. Denechaud, *manager of traffic & communications*
William W. Edwards, *mgr. of advertising & prom., TV network*
Milton A. Fishman, *v.p. in charge, TV network sales*
Mitchell L. Gamson, *ABC coordinator for Warner Bros. TV*
Rowe S. Giesen, *manager, TV network programs*
Theodore B. Grenier, *chief engineer, TV & radio*
Arthur Harvey, *director, labor relations & business affairs*
Elliott W. Henry Jr., *director, TV network press information*
Ben Hoberman, *v.p. & general manager, KABC*
Hugh S. Hole, *ABC coordinator TV network programs*
Donald Kraatz, *ABC coordinator, TV network*
Richard Loeb, *manager, program services, TV network*
Jack Mann, *director, ABC radio network*
Courtney McLeod, *regional manager, TV station relations*
Henry Miller, *ABC coordinator, TV network*
Burt Nodella, *director of program development, TV network*
Norma T. Olsen, *director, TV program operations, network & local, Hollywood*
Frank G. Ralston, *director, TV network film department*
James G. Riddell, *v.p. in charge of Western Division*
Elton H. Rule, *v.p. & gen. mgr., KABC-TV*
Louis F. Sanman, *manager, program production services, ABC-TV studios, Hollywood*
Florence T. Schiro, *personnel director*
Arthur Sterman, *mgr., radio engineering operations, Hollywood*
Robert Trachinger, *manager, TV engineering operations*
John C. Wagner, *controller, Western Division*
James A. Washburn, *TV network program production coordinator*

San Francisco

David Sachs, *v.p. & gen. mgr. of KGO-TV*
Lorraine Pedersen, *continuity acceptance editor*
Edith Kirby, *traffic manager*
Henry A. Saroyan, *controller and purchasing agent*
Harry Jacobs, *chief engineer*
Robert Mitchell, *manager, film dept.*
George Rodman, *dir. of publicity, advertising, & promotion*
Victor Reed, *dir. of news & special events*

Washington

1735 DeSales St., NW, Republic 7-6013
Alfred Beckman, *v.p. in charge, Washington Office*

RADIO STATIONS

WABC, New York: Harold Neal, *v.p. in charge*; Michael Hauptman, *dir. of advertising & promotion*; Sam Holman, *program supervisor*; John McSweeney, *sales mgr.*; Margaret Michaud, *business mgr.*

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

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

WXYZ, Detroit: John Gilbert, *gen. mgr.*; Robert Baker, *radio program mgr.*; Robert Baldrice, *radio sales mgr.*; Donald Davenport, *production mgr.*

KGO, San Francisco: Delbert Gore, *sales mgr.*; Leslie Stein, *AM operations dir.* Elmer Wayne, *v.p. & gen. mgr.*

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

Central Division (Chicago)

Clar Helder, *national spot sales manager*
William P. Kusack, *chief engineer*
Edward Bischoff, *director of sales, radio network, central div.*
Alexander MacCallum, *program dir. AM network, central div.*

Western Division (Hollywood)

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

ABC-TV NATIONAL STATION SALES INC.

663 Fifth Avenue
New York, New York

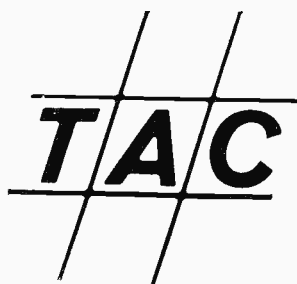
Theodore F. Shaker, *president*
James Conley, *executive v.p.*
Robert T. Goldman, *treasurer*
D. Thomas Miller, *v.p., Central Division*
Harrison Mulford, *Eastern sales manager*
Walter M. Stein, *research & promotion manager*

SPORTS PROGRAMS INC.

1261 Avenue of the Americas
New York, New York

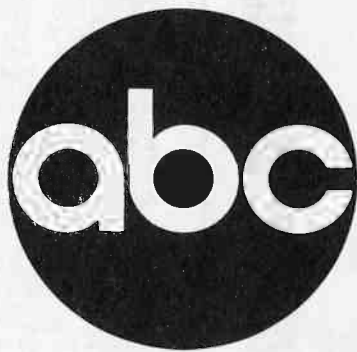
Chester Simmons, *vice president*
James Colligan, *producer*
Roone Arledge, *producer*
John Fitzgeralds, *business manager*
Richard Kirchner, *producer*
Jack Lubell, *producer*
William Seaman, *program & production manager*

(Continued on page 62)



Your Vital, Unique Source
of Top Quality Local
Programs . . . Created by
Broadcasters for Broadcasters

TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD



This is the new ABC Television network identification. On the air and in print, it symbolizes ABC's modern, responsible approach toward programming entertainment and enlightenment in the public interest.

Network Rates and Data

ABC Network Data—(Continued)

ABC-TV NETWORK RATES

(Rate Card No. 10—April 1, 1961)

(Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., daily). Class C rates (All other times other than those listed for Class A & D are 50% of Class A rates.) Class D rates (daytime up to 5 p.m., Mon.-Fri. except for special programs on National Holidays where Class C will prevail) are 33.3% of Class A rates. Note: Advertisers are required to purchase for each program a minimum clear gross for station time equivalent to \$80,000 for each Class A hour telecast.

GROSS STATION RATES—(Class A Rates)

Station	Hour	30 Min.	15 Min.
**KXAB-TV, Aberdeen, S.D.	\$100.00	\$60.00	\$40.00
KTEN, Ada, Okla.	225.00	135.00	90.00
WAKR-TV, Akron, Ohio	150.00	90.00	60.00
*WALB-TV, Albany, Ga.	350.00	210.00	140.00
WAST, Albany-Schenectady-Troy	900.00	540.00	360.00
*KOAT-TV, Albuquerque, N.M.	350.00	210.00	140.00
WFBG-TV, Altoona, Pa.	1000.00	600.00	400.00
KVII, Amarillo, Tex.	325.00	195.00	130.00
WAIM-TV, Anderson, S.C.	150.00	90.00	60.00
WLOS-TV, Asheville, N.C.	750.00	450.00	300.00
WAIH-TV, Atlanta, Ga.	1100.00	660.00	440.00
WJBF-TV, Augusta, Ga.	525.00	315.00	210.00
KMMT, Austin-Rochester, Minn.	300.00	180.00	120.00
KTBC-TV, Austin, Tex.	575.00	345.00	230.00
KLYD-TV, Bakersfield, Cal.	250.00	150.00	100.00
WJZ-TV, Baltimore, Md.	1650.00	990.00	660.00
*WABI-TV, Bangor, Me.	400.00	240.00	160.00
WAFB-TV, Baton Rouge, La.	450.00	270.00	180.00
WBRZ-TV, Baton Rouge, La.	550.00	330.00	220.00
†KBMT-TV, Beaumont, Tex.	350.00	210.00	140.00
KOOK-TV, Billings, Mont.	200.00(1)	120.00	80.00
WNBF-TV, Binghamton, N.Y.	1050.00	630.00	420.00
†WAPI-TV, Birmingham, Ala.	1000.00	600.00	400.00
†WBRC-TV, Birmingham, Ala.	1450.00	870.00	580.00
KXMB-TV, Bismarck, N.D.	80.00	48.00	32.00
KTVB, Boise, Idaho	275.00	165.00	110.00
WNAC-TV, Boston	2800.00	1680.00	1120.00
WCYB-TV, Bristol, Va.	500.00	300.00	200.00
KBTX-TV, Bryan, Tex.	Bonus to KWTX-TV, Waco		
WKBW-TV, Buffalo, N.Y.	1500.00	900.00	600.00
KXLF-TV, Butte, Mont.	225.00(1)	135.00	90.00
WWTV, Cadillac, Mich.	350.00	210.00	140.00
KTWO-TV, Casper, Wyo.	150.00	90.00	60.00
KCRG-TV, Cedar Rapids-Waterloo, Iowa	625.00	375.00	250.00
WUSN-TV, Charleston, S.C.	500.00	300.00	200.00
WCSC-TV, Charleston, S.C.	425.00	255.00	170.00
WCHS-TV, Charleston, W.Va.	850.00	510.00	340.00
WSOC-TV, Charlotte, N.C.	1200.00	720.00	480.00
WTVC, Chattanooga, Tenn.	450.00	270.00	180.00
WTOM-TV, Cheboygan, Mich.	Bonus to WPBN-TV, Traverse City		
KFBC-TV, Cheyenne, Wyo.	225.00	135.00	90.00
WBKB, Chicago, Ill.	4200.00	2520.00	1680.00
WKRC-TV, Cincinnati, Ohio	1750.00	1050.00	700.00
WEWS, Cleveland, Ohio	2600.00	1560.00	1040.00
KRDO-TV, Colorado Springs	300.00	180.00	120.00
†KOMU-TV, Columbia, Mo.	325.00	195.00	130.00
WCCA-TV, Columbia, S.C.	200.00	120.00	80.00
WTVM, Columbus, Ga.	450.00	270.00	180.00
WTVN-TV, Columbus, Ohio	1250.00	750.00	500.00
†KRIS-TV, Corpus Christi, Tex.	350.00	210.00	140.00
†KZTV, Corpus Christi, Tex.	350.00	210.00	140.00
WFAA-TV, Dallas-Fort Worth	1500.00	900.00	600.00
WLW-D, Dayton, Ohio	1200.00	720.00	480.00
WTVP, Decatur, Ill.	400.00	240.00	160.00
KBTV, Denver, Colo.	900.00	540.00	360.00
WOI-TV, Des Moines, Iowa	750.00	450.00	300.00
WXYZ-TV, Detroit, Mich.	3000.00	1800.00	1200.00
†WTVY Dothan, Ala.	250.00	150.00	100.00
†WDSM-TV, Duluth, Minn.	\$550.00	\$330.00	\$220.00
KDAL-TV, Duluth, Minn.	600.00	360.00	240.00
†WTVD, Durham, N.C.	850.00	510.00	340.00
KTVE, El Dorado, Ark.	350.00	210.00	140.00
†KELP-TV, El Paso, Tex.	250.00	150.00	100.00
WICU-TV, Erie, Pa.	725.00	435.00	290.00
KEZI-TV, Eugene, Ore.	200.00	120.00	80.00
KVIQ-TV, Eureka, Cal.	Bonus to KVIP-TV, Redding, Cal.		
WTVW, Evansville, Ind.	700.00	420.00	280.00
WJPB-TV, Fairmont, W.Va.	225.00	135.00	90.00
WDAY-TV, Fargo, N.D.	300.00	180.00	120.00
WJRT, Flint, Mich.	1000.00	600.00	400.00
†WBTW, Florence, S.C.	500.00	300.00	200.00
*WINK-TV, Ft. Myers, Fla.	50.00	30.00	20.00
WPTA, Ft. Wayne, Ind.	525.00	315.00	210.00
KJEO, Fresno, Cal.	575.00	345.00	230.00
KNOX-TV, Grand Forks, N.D.	100.00	60.00	40.00
KCND-TV, Pembina, N.D.	Bonus to KNOX-TV, Grand Forks, N.D.		
WOOD-TV, Grand Rapids, Mich.	1300.00	780.00	520.00
##KFBB-TV, Great Falls, Mont.	200.00(1)	120.00	80.00
WLUK-TV, Green Bay, Wis.	600.00	360.00	240.00
†WFMY-TV, Greensboro, N.C.	900.00	540.00	360.00
†WNCN-TV, Greenville, N.C.	500.00	300.00	200.00
*KGRT-TV, Harlingen, Tex.	350.00	210.00	140.00
WTPA, Harrisburg, Pa.	425.00	255.00	170.00
WSIL-TV, Harrisburg, Ill.	350.00	210.00	140.00
KPOB-TV, Poplar Bluff, Mo.	Bonus to WSIL-TV, Harrisburg, Ill.		
WSPA-TV, Harrisonburg, Va.	250.00	150.00	100.00
†WDAM-TV, Hattiesburg, Miss.	200.00	120.00	80.00
KHPL-TV, Hayes Center, Neb.	Bonus to KHOL-TV, Neb.		
KHJK-TV, Hilo, Hawaii	Bonus to KHVH-TV, Honolulu		
*KHVH-TV, Honolulu, Hawaii	500.00	300.00	200.00

Station	Hour	30 Min.	15 Min.
KTRK-TV, Houston, Tex.	1350.00	810.00	540.00
WAFB-TV, Huntsville, Ala.	Bonus to network		
†KID-TV, Idaho Falls, Idaho	225.00(1)	135.00	90.00
WLW-I, Indianapolis, Ind.	1400.00	840.00	560.00
WLBT, Jackson, Miss.	550.00	330.00	220.00
WFGA-TV, Jacksonville, Fla.	850.00	510.00	340.00
†KRCG-TV, Jefferson City, Mo.	375.00	225.00	150.00
†WJHL-TV, Johnson City, Tenn.	425.00	255.00	170.00
†KODE-TV, Joplin, Mo.	325.00	195.00	130.00
WKZO-TV, Kalamazoo, Mich.	1400.00	840.00	560.00
KMBC-TV, Kansas City, Mo.	1500.00	900.00	600.00
KHOL-TV, Kearney, Neb.	400.00	240.00	160.00
KOTI, Klamath Falls, Ore.	150.00(2)	90.00	60.00
WTVK, Knoxville, Tenn.	300.00	180.00	120.00
†WKBT, La Crosse, Wis.	400.00	240.00	160.00
KSHO-TV, Las Vegas, Nev.	Bonus to network		
KSWO-TV, Lawton, Okla.-Wichita Falls, Tex.	300.00	180.00	120.00
WLYH-TV, Lebanon, Pa.	300.00	180.00	120.00
WKYT, Lexington, Ky.	200.00	84.00	56.00
WIMA-TV, Lima, Ohio	150.00	90.00	60.00
KATV, Little Rock, Ark.	500.00	300.00	200.00
KABC-TV, Los Angeles, Cal.	3800.00	1680.00	1520.00
WLKY, Louisville, Ky.	100.00	60.00	40.00
KDUB-TV, Lubbock, Tex.	425.00	225.00	170.00
WLVA-TV, Lynchburg-Roanoke	350.00	210.00	140.00
WMAZ-TV, Macon, Ga.	450.00	270.00	180.00
WKOW-TV, Madison, Wis.	325.00	195.00	130.00
KBES-TV, Medford, Ore.	175.00	105.00	70.00
WHBQ-TV, Memphis, Tenn.	1100.00	660.00	440.00
†WTOK-TV, Meridian, Miss.	425.00	255.00	170.00
WPST-TV, Miami, Fla.	1000.00	600.00	400.00
KMID-TV, Midland, Tex.	275.00	165.00	110.00
WITI-TV, Milwaukee, Wis.	1500.00	900.00	600.00
KMSP-TV, Minneapolis-St. Paul, Minn.	1250.00	750.00	500.00
KXMC-TV, Minot, N.D.	150.00	90.00	60.00
WEAR-TV, Mobile, Ala.-Pensacola, Fla.	450.00	270.00	180.00
*KVKM-TV, Monahans, Tex.	Bonus to network		
KVLF-TV, Alpine, Tex.			
KNOE-TV, Monroe, La.	475.00	285.00	190.00
WCCB-TV, Montgomery, Ala.	200.00	120.00	80.00
WLCB-TV, Muncie, Ind.	200.00	120.00	80.00
WSIX-TV, Nashville, Tenn.	950.00	570.00	380.00
WNHC-TV, New Haven, Conn.	1750.00	1050.00	700.00
WVUE, New Orleans, La.	800.00	480.00	320.00
WABC-TV, New York, N.Y.	6750.00	4050.00	2700.00
WVEC-TV, Norfolk, Va.	850.00	510.00	340.00
KOCO-TV, Oklahoma City-Enid, Okla.	700.00	420.00	280.00
KETV, Omaha, Neb.	950.00	570.00	380.00
WLOF-TV, Orlando, Fla.	475.00	285.00	190.00
WTAP-TV, Parkersburg, W. V.	100.00	60.00	40.00
KCND-TV, Pembina, N.D.	Bonus to KNOX-TV, Grand Forks, N.D.		
WTVH-TV, Peoria, Ill.	525.00	315.00	210.00
WFIL-TV, Philadelphia, Pa.	4000.00	2400.00	1600.00
KTVK, Phoenix, Ariz.	550.00	330.00	220.00
†KRAM-TV, Pittsburg, Kan.	325.00	195.00	130.00
WTAE, Pittsburgh, Pa.	2500.00	1500.00	1000.00
†WPTZ, Plattsburg, N.Y.-Burlington, Vt.	400.00	240.00	160.00
KPOB-TV, Poplar Bluff, Mo.	Bonus to WSIL-TV, Harrisburg, Ill.		
WMTW-TV, Portland, Me.-Mt. Washington, N.H.	700.00	420.00	280.00
KPTV, Portland, Ore.	1050.00	630.00	420.00
**WAGM-TV, Presque Isle, Me.	150.00	90.00	60.00
WJAR-TV, Providence, R.I.	1550.00	930.00	620.00
WPRO-TV, Providence, R.I.	1400.00	840.00	560.00
†WGEM-TV, Quincy, Ill.-Hannibal, Mo.	575.00	345.00	230.00
*KHQA-TV, Quincy, Ill.	525.00	315.00	210.00
WRAL-TV, Raleigh, N.C.	875.00	525.00	350.00
KVIP-TV, Redding, Cal.	300.00	180.00	120.00
KOLO-TV, Reno, Nev.	250.00	150.00	100.00
KNDU, Richland, Wash.	Bonus to KNDO-TV, Yakima		
WRVA-TV, Richmond, Va.	700.00	420.00	280.00
KWRB-TV, Riverton, Wyo.	100.00	60.00	40.00
WROC-TV, Rochester, N.Y.	1000.00	600.00	400.00
WHCC-TV & WVET-TV, Rochester	800.00	480.00	320.00
†WREX-TV, Rockford, Ill.	600.00	360.00	240.00
WHBF-TV, Rock Island, Ill.	1050.00	630.00	420.00
*KSWB-TV, Roswell, N.M.	275.00	165.00	110.00
KOVR, Sacramento-Stockton	800.00	480.00	320.00
KTVI, St. Louis, Mo.	1650.00	990.00	660.00
WSUN-TV, Tampa-St. Petersburg, Fla.	475.00	285.00	190.00
WBNB-TV, St. Thomas, V.I.	50.00	30.00	20.00
WBOC-TV, Salisbury, Md.	100.00	60.00	40.00
KCPX-TV, Salt Lake City	800.00	480.00	320.00
KONO-TV, San Antonio, Tex.	800.00	480.00	320.00
XETV, Tijuana, Mex.-San Diego, Cal.	800.00	480.00	320.00
KGO-TV, San Francisco, Cal.	2400.00	1440.00	960.00
KNTV, San Jose, Cal.	300.00	180.00	120.00
KEYT, Santa Barbara, Cal.	\$350.00	\$210.00	\$140.00
WTOC-TV, Savannah, Ga.	325.00	195.00	130.00
WSAV-TV, Savannah, Ga.	350.00	210.00	140.00
WNEP-TV, Scranton-Wilkes Barre, Pa.	600.00	360.00	240.00
KOMO-TV, Seattle, Wash.	1500.00	900.00	600.00
KMOS-TV, Sedalia, Mo.	Bonus to KMBC-TV		
KTPS-TV, Shreveport, La.	600.00	360.00	240.00
†KVTI-TV, Sioux City, Iowa	525.00	315.00	210.00
†KTVI-TV, Sioux City, Iowa	525.00	315.00	210.00
†KELO-TV, Sioux Falls, S.D.	725.00	435.00	290.00
KSOO-TV, Sioux Falls, S.D.	450.00	270.00	180.00
WSJV-TV, So. Bend-Elkhart	450.00	270.00	180.00
KREM-TV, Spokane, Wash.	550.00	330.00	220.00
WHYN-TV, Springfield-Holyoke, Mass.	450.00	270.00	180.00
†KYTV, Springfield, Mo.	400.00	240.00	160.00

(Continued on next page)

Station	Hour	30 Min.	15 Min.
WSTV-TV, Steubenville, Ohio ..	625.00	375.00	250.00
WHEN-TV, Syracuse, N.Y.	1000.00	600.00	400.00
WSYR-TV, Syracuse, N.Y.	1200.00	720.00	480.00
WSUN-TV, Tampa-St. Petersburg, Fla.	475.00	285.00	190.00
†WTHI-TV, Terre Haute, Ind.	525.00	315.00	210.00
*WCTV, Tallahassee, Fla.-Thomasville, Ga.	425.00	255.00	170.00
#WSPD-TV, Toledo, Ohio	1000.00	600.00	400.00
WPBN-TV, Traverse City, Mich.	200.00	120.00	80.00
KGUN-TV, Tucson, Ariz.	250.00	150.00	100.00
KTUL-TV, Tulsa, Okla.	775.00	465.00	310.00
KLIX-TV, Twin Falls, Ida.	150.00(1)	90.00	60.00
KLTV, Tyler, Tex.	275.00	165.00	110.00
WKTU, Utica, N.Y.	550.00	330.00	220.00
KWIX-TV, Waco, Tex.	350.00	210.00	140.00
††KMVI-TV, Wailuku, Hawai	Bonus to KHVH-TV, Honolulu		
WMAL-TV, Washington, D.C. ...	1650.00	990.00	660.00
WATR-TV, Waterbury, Conn.	200.00	120.00	80.00
WCNY-TV, Watertown-Carthage, N.Y.	300.00	180.00	120.00
†WSAU-TV, Wausau, Wis.	400.00	240.00	160.00
*KRGV-TV, Weslaco, Tex.	350.00	210.00	140.00
WEAT-TV, W. Palm Beach, Fla.	225.00	135.00	90.00
KAKE-TV, Wichita, Kan.	900.00	540.00	360.00
††KAYS-TV, Hays, Kan.			
†WECT, Wilmington, N.C.	325.00	195.00	130.00
WSJS-TV, Winston-Salem, N.C.	800.00	480.00	320.00
KNDO-TV, Yakima, Wash.	325.00	195.00	130.00
WSBA-TV, York, Pa.	250.00	150.00	100.00
WKST-TV, Youngstown, O.	450.00	270.00	180.00
WHIZ-TV, Zanesville, Ohio	100.00	60.00	40.00

† Limited Live Service. * Non-Interconnected.
 ** KXAB ordered with KXGO Fargo—KXAB rate \$70.00.

#Rate Class for WREX-TV & WSPD-TV; A, 6-11 p.m., daily; C, all other times.

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

(1) Combination rate—\$807.50 (Class A hour) for KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls; KID-TV, Idaho Falls & KLIX-TV, Twin Falls. (2) KHVH-TV Honolulu, Hawaii and WAPA-TV San Juan, P.R. subject to an additional charge for shipping and handling. (3) Combination rate \$250 (Class A hour) for KENI-TV, Anchorage and KFAR-TV, Fairbanks. (4) Daytime Station—Monday-Friday 12:30-5 p.m.; Sat.-Sun. 12:00-7:00 p.m.

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

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

ALASKA-HAWAII-PUERTO RICO SERVICE

*KENI-TV, Anchorage, Alaska..)	\$150.00(3)	\$ 90.00	\$ 60.00
*KFAR-TV, Fairbanks, Alaska..)			
KHVH-TV, Honolulu	400.00(2)	240.00	160.00
††Wailuku, Maui			
††Hilo			
*WAPA-TV, San Juan, P.R.	300.00(2)	180.00	120.00

* Non-Interconnected.



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Television Factbook

The Authoritative Reference



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**

COLUMBIA BROADCASTING SYSTEM INC.

Executive Offices: 485 Madison Ave., New York 22. Plaza 1-2345.

Board of Directors, CBS Inc.: William S. Paley, Leon Levy, J. A. W. Iglehart, Ralph F. Colin, Frank Stanton, Merle S. Jones, Goddard Lieberson, Arthur Hull Hayes, Robert A. Lovett, Arthur L. Chapman, Mrs. M. C. McIntosh, James T. Aubrey Jr., Richard S. Salant.

Columbia Broadcasting System Inc. (William S. Paley, chairman; Frank Stanton, president) owns and CBS Television Stations Division (Merle S. Jones, president) operates WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WCAU-TV, Philadelphia; KMOX-TV, St. Louis. CBS Television Stations Division also operates CBS Television Spot Sales. CBS Radio Division (Arthur Hull Hayes, president) operates AM-FM stations WCBS, New York; KCBS, San Francisco; KNX, Los Angeles; WBBM, Chicago; WEEL, Boston; WCAU, Philadelphia and KMOX, St. Louis. CBS Radio Division also operates the CBS Radio Network and CBS Radio Spot Sales. The CBS Television Network Division (James T. Aubrey Jr., president) operates the CBS Television Network. Other CBS Inc. divisions are the CBS News Division (Richard S. Salant, president); CBS Laboratories Division (Peter C. Goldmark, president); Columbia Records Division (Goddard Lieberson, president); CBS International Division (Lewis Gordon, president). CBS Inc. also owns CBS Productions Ltd. (James T. Aubrey Jr., chmn.); CBS Films Inc. (Merle S. Jones, chmn.); CBS Films Pty. Ltd., Australia (Merle S. Jones, pres.) and CBS Columbia SA, Switzerland (Frank Stanton, chmn.) which, in turn, owns CBS (Europe) SA, Switzerland (Merle S. Jones, chmn.) and CBS Ltd., London (Merle S. Jones, chmn.).

Production Center: 524 W. 57th St., New York 19. Judson 6-6000.

Television Studios: CBS-TV has these studios in New York: Studios 41, 42, 43 and 44 at 15 Vanderbilt Ave.; Studio 50, 1697 Broadway; Studio 52, 254 West 54th St.; Studios 53, 54, 55 & 56 at 111 East 58th St.; Studio 61, 1456 First Ave.; Studio 72, 2250 Broadway; Studio 65, 221 West 26th St. Other studios are in Los Angeles at 1313 N. Vine St. and Television City; in Chicago at 630 N. McClurg Court; in St. Louis at 12th & Cole Sts.; in Philadelphia at City & Monument Aves.

CBS Television Network Division

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James T. Aubrey Jr., *president*
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Merritt Coleman, *v.p. & business mgr., talent & contract properties, Hollywood*
John P. Cowden, *v.p., information services*
Michael Dann, *v.p., programs, New York*
Thomas H. Dawson, *v.p., sales*
Thomas K. Fisher, *v.p. & general attorney*
James H. Geer, *controller*
W. Spencer Harrison, *v.p. & business mgr., talent & contract properties*
William H. Hylan, *v.p., sales administration*
John J. Karol, *v.p. & director of special projects*
Oscar Katz, *v.p., programs*
William B. Lodge, *v.p., affiliate relations & engineering*
William C. MacPhail, *v.p., sports*
Joseph H. Ream, *v.p., program practices*
John T. Reynolds, *v.p., administration, Hollywood*
Edward L. Saxe, *v.p., operations*
Charles S. Steinberg, *v.p., public information*
Carl S. Ward, *v.p. & director, affiliate relations*
Hunt Stromberg Jr., *v.p., program development, Hollywood*

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Theodore Shaker, *program sales manager*
Joseph Curl, *daytime sales manager*
Jack Purves, *sports sales manager*
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Roland R. Blair, *midwestern sales manager*
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Robert Livingston, *Pacific Coast sales manager*
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George Zurich, *sales service manager*
George A. Kolpin, *sales manager, EMP*
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Leonard Broom, *manager, station promotion*
David C. Fuchs, *director, sales presentations*
Richard Golden, *director of presentations & market planning*
Edward Side, *production manager*

Network Rate Card Is on Pages 66-a & 67-a.

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Michael Dann, *v.p., network programs, N.Y.*
Guy della Cioppa, *v.p., network programs, Hollywood*
Hunt Stromberg Jr., *v.p., program development*
Bruce Lansbury, *director, daytime programs, Hollywood*
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John T. Reynolds, *v.p. administration, Hollywood*
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Robert Hoag, *asst. director of programs, administration, Hollywood*
Richard Lewine, *director of special projects*
Robert Dale Martin, *director of talent & casting*
Robert Milford, *director, network programs, N.Y.*
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Allan Parr, *business manager, Hollywood*
Gerald Leider, *director of special programs*
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Robert Wood, *manager of contracts and records*
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Ed Scovill, *midwest manager*
David Williams, *eastern manager*
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Dorothy Boyle, *manager of program records*
Mae Clarke, *manager of advertising records*
Tore Hallonquist, *manager of program analysis*
Rose Marie O'Reilly, *manager of ratings*
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H. A. Chinn, *chief engineer*
Richard S. O'Brien, *director, audio & video engineering*
J. D. Parker, *director, radio frequency engineering*
J. B. French, *director of engineering services*

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Herbert A. Carlborg, *director, editing*
William H. Tankersley, *director, Hollywood*

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Merritt Coleman, *v.p. and business mgr. of talent & contract properties, Hollywood*
Sal Iannucci, *director of business affairs*
Henry Howard, *director of music operations*

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Leon R. Brooks, *asst. general attorney*
Robert V. Evans, *asst. general attorney*
Richard A. Forsling, *asst. general attorney*
Jack B. Purcell, *asst. general attorney*

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Robert B. Jackson, *assistant controller*
Louis Rauchenberger, *director of accounting*
Bruce Haight, *director, financial planning & analysis*
James A. Walsh, *director, systems & procedures*

PHOTOGRAPHY

Walter I. Seigal, *manager*
Gerard Urgo, *assistant manager*

SPECIAL PROJECTS

Richard D. Heffner, *director of special projects, information services*
Jack Reynolds, *assistant to the director*

SPORTS

William C. MacPhail, *v.p., sports*
John M. Dolph, *director, sports*
Randolph Brent, *operations manager*
Donald Hamilton, *director, business affairs*
John Purves, *program sales co-ordinator*

CBS Television Affiliate Advisory Board: Paul Adanti, *WHEN-TV, Syracuse, N.Y.*; T. B. Backer Jr., *WLAC-TV, Nashville Tenn.*; Richard A. Borel, *WBNS-TV, Columbus, O.*; A. J. Bauer, *WINK-TV, Fort Myers, Fla.*; Tom Chauncey, *KOOL-TV, Phoenix, Ariz.*; J. C. Kellam, *KTBC-TV, Austin, Tex.*; Glenn Marshall Jr., *WJXT, Jacksonville, Fla.*; August C. Meyer, *WCIA, Champaign, Ill.*; Art Mosby, *KMSO-TV, Missoula, Mont.*; William B. Quarton, *WMT-TV, Cedar Rapids, Ia.*; Donald D. Sullivan, *KVTV, Sioux City, Iowa*; George Whitney, *KFMB-TV, San Diego, Cal.*

CBS Television Stations Division

OFFICERS

Merle S. Jones, *president*
Craig R. Lawrence, *v.p., CBS Owned television stations and CBS Television Stations National Sales*
Bruce R. Bryant, *v.p., general manager, CBS Television Stations, National Sales*
Sam Cook Digges, *administrative v.p., CBS Films Inc.*
Thomas K. Fisher, *v.p., general attorney*
Clark B. George, *v.p., general manager, WBBM-TV*
John A. Schneider, *v.p., general manager, WCAU-TV*
Norman E. Walt Jr., *v.p., general manager, WCBS-TV*
Harvey J. Struthers, *v.p., station services*
William M. Weiss, *v.p. and general manager, Terrytoons*
Gene R. Wilkey, *v.p., general manager, KMOX-TV*
Robert D. Wood, *v.p., general manager, KNXT*
William J. Flynn, *controller*

FINANCIAL

William J. Flynn, *controller*
Norman C. Hadley, *director accounting*
Ralph Briscoe, *director, budget*
Eugene Friedman, *manager, credit and collection*

INFORMATION SERVICES

Howard Berk, *director, information services, CBS Owned Stations and CBS Television Spot Sales*

INTERNATIONAL BUSINESS RELATIONS

Howard L. Kany, *director*

LAW

Thomas K. Fisher, *v.p. & general attorney*
Leon R. Brooks, *assistant general attorney*
Robert V. Evans, *assistant general attorney*
Richard A. Forsling, *assistant general attorney*
Jack B. Purcell, *assistant general attorney*

RESEARCH

Robert Davis, *director*

SALES PROMOTION AND ADVERTISING

Thomas L. Means, *director*
Mort Rubenstein, *creative director*
Jacques Sammes, *copy chief*

CBS OWNED TELEVISION STATIONS

Craig R. Lawrence, *v.p., CBS Owned television stations & CBS Television Stations National Sales*
Harvey J. Struthers, *v.p., station services*
Hal Hough, *director, program services.*

WCBS-TV, 485 Madison Ave., New York 22; Norman E. Walt Jr., *v.p., general manager*; George G. Danford, *general sales manager.*

WBBM-TV, 630 N. McClurg Court, Chicago 11; Clark B. George, *v.p. & general manager*; Edward Keneflick, *general sales manager.*

KNXT, 6121 Sunset Boulevard, Los Angeles 28; Robert D. Wood, *v.p., general manager*; Ray Beindorf, *general sales manager.*

WCAU-TV, City & Monument Aves., Philadelphia 31; John A. Schneider, *v.p., general manager*; Frank Beazley, *general sales manager.*

KMOX-TV, 12th and Cole, St. Louis 6; Gene Wilkey, *v.p., general manager*; Charles M. McAbee, Jr., *general sales manager.*

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

For CBS Inc. Corporate Officers
See page 951

Network Rates and Data

CBS TELEVISION STATIONS NATIONAL SALES

Craig R. Lawrence, *v.p., CBS Owned television stations & CBS Television Stations National Sales*
Bruce R. Bryant, *v.p., general manager*
Gerald Marenoff, *business manager*
William R. Hohmann, *director of research & sales promotion*
Theodore W. O'Connell, *eastern sales manager*
Richard R. Loftus, *midwestern sales manager*
Samuel F. Hill Jr., *Los Angeles sales manager*
Robert Perez, *San Francisco sales manager*
John S. Logan, *Detroit sales manager*
William Miller, *St. Louis sales manager*

CBS FILMS INC.

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

TERRYTOONS

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

COLUMBIA BROADCASTING SYSTEM

CBS (EUROPE) SA
Zurich, Switzerland

Merle S. Jones, *chairman*
Michael Burke, *managing director*

CBS LIMITED

London, England

Merle S. Jones, *chairman*

CBS News Division

OFFICERS

Richard S. Salant, *president, CBS News*
Blair Clark, *general manager & v.p. of CBS News*
David Klinger, *v.p., administration*
John W. Kiermaier, *v.p., public affairs*
George Abramson, *controller*
Josef C. Dine, *director of information & special services*
May M. Dowell, *director of special projects*
Donald C. Hamilton, *director of business affairs*
Pamela Ilott, *director of religious broadcasts*
Robert Skedgell, *asst. general manager of news, radio*
Lee Otis, *managing editor, radio*
Ernest Leiser, *asst. general manager of news, television*
Jack Bush, *manager, film production*
John M. Cooper, *manager of newsfilm syndication*
Ralph Paskman, *assignment manager, television*
Robert Wussler, *manager, live & video-tape production*
David Zellmer, *manager, administration & operations, television*

WASHINGTON NEWS BUREAU

Broadcast House, 40th & Brandywine Sts. N. W., Washington.
D. C. Emerson 2-9300
David Schoenbrun, *chief correspondent & bureau chief*
Bob Allison, *director of news & executive producer*
Bill Small, *assistant director of news*
Donald W. Richardson, *chief of the assignment desk & mgr. of newsfilm*

FOREIGN OFFICES

Brazil—Charles Kuralt (bureau chief), CBS News, Rua Mexico 3, Rio de Janeiro.
Congo—Blaine Littell, CBS News, 26 Hallam St., London W. 1.
England—Alexander Kendrick (bureau chief), Richard Kallsen, 26 Hallam St., London W. 1.
France—Bob Kleiman (bureau chief), Frank Kearns, 33 Champs Elysees, Paris 8e.
Germany—Daniel Schorr, Koblenzer Strasse 270, Bonn.
Hong Kong, Southeast Asia Bureau—Bernard Kalb (bureau chief), Guy Searls, [address to be announced.]
Italy—Winston Burdett, Piazza Di Spagna 51, Rome.
Japan—Peter Kallscher, Foreign Correspondents Club, Marunouchi, Tokyo.
U.S.S.R.—Marvin Kalb, CBS News, c/o American Embassy (M), Helsinki, Finland.

(Continued on next page)

Network Rates and Data

CBS Network Data—(Continued)

CBS Radio Division

OFFICERS

Arthur Hull Hayes, *president*
 James M. Seward, *executive vice president*
 George M. Perkins, *v.p. in charge of network programs*
 Fred Ruegg, *v.p., in charge of station administration*
 Jules Dundes, *v.p., general manager, station KCBS*
 Thomas Y. Gorman, *v.p., general manager, station WEEI*
 Robert F. Hyland, *v.p., general manager, station KMOX*
 Davidson M. Vorhes, *v.p. in charge of operations*
 W. Thomas Dawson, *v.p., information services*
 George J. Arkedis, *v.p. in charge of network sales*
 William A. Schudt Jr., *v.p. in charge of affiliate relations*
 E. H. Shomo, *v.p., general manager, station WBBM*
 Sam J. Slate, *v.p., general manager, station WCBS*
 Robert P. Sutton, *v.p., general manager, station KNX & CRPN*
 John O. Downey, *v.p., general manager, station WCAU*
 Maurie Webster, *v.p., gen. mgr. in charge of radio spot sales*
 Andrew Subblondo, *director, administrative operations*
 William J. Fennessey, *controller*

NETWORK SALES

George J. Arkedis, *v.p. in charge*; Ben S. Lochridge, *general sales manager*; William W. Firman, *asst. gen. sales manager*; Roger K. Huston, *Chicago sales manager*; Cornelius V. S. Knox Jr., *Eastern sales manager*; Craig Rogers, *West Coast sales manager*; Jack Stuppler, *business manager*; Louis Riggio, *director of sales development*; Wayne Wilcox, *Detroit sales manager*.

NETWORK PROGRAMS

George M. Perkins, *vice president*
 Gerald Mausby, *director, network programs—New York*
 James M. Dolan, *director, sports programs*
 James Fasset, *music supervisor*
 Norman Ober, *director, program writing*

OPERATIONS

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

AFFILIATE RELATIONS

William A. Schudt Jr., *vice president*; Eric H. Salline, *national mgr.*; Edward E. Hall, *admin. mgr.*; William H. Brennan Jr., *western div. mgr.*

PRESS INFORMATION

Sid Garfield, *director*; Philip Sterling, *assistant director*; Rudy Bergman, *mgr., publicity*.

SALES PROMOTION & ADVERTISING

Leon Luxenberg, *director, network sales presentations*
 Arthur Hecht, *program promotion & merchandising director*
 Naomi Andrews, *director, advertising*
 John Tittmann, *production manager*
 Sally Miller, *art supervisor*

RESEARCH

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

BUSINESS AFFAIRS

Preston Pumphrey, *director*

FINANCE

William J. Fennessey, *controller*
 James M. Leahy, *director of accounting*; Edward Dropkin, *director of budgets & financial analysis*.

EDITING

Donald I. Ball, *director*

STATION ADMINISTRATION

Fred Ruegg, *vice president*
 Richard F. Hess, *asst. v.p.*
 Alfred N. Greenberg, *mgr., station promotion analysis*

CBS RADIO SPOT SALES

Maurie Webster, *v.p. & general manager*
 George Arnold, *director, marketing*
 Allan J. Hughes, *client relations manager*
 Robert E. Ryan, *sales development manager*
 Frances Quillinan, *research manager*
 Henry R. Poster, *director, sales promotion*
 Robert DiMattina, *director, operations*
 Ralph Glazer, *New York sales manager*
 Chicago: 630 N. McClurg Court. Charles E. Burge, *mgr.*
 Atlanta: 15 Peachtree St. Building. George P. Crumbley Jr., *mgr.*
 Detroit: Fisher Bldg. Ralph H. Patt Jr., *mgr.*
 Hollywood: 6121 Sunset Blvd. Roland H. McClure, *mgr.*
 San Francisco: Sheraton-Palace Hotel. Joseph K. Marshall, *mgr.*
 St. Louis: 1144 Hampton Ave. Eugene R. Myers, *mgr.*

CBS-OWNED RADIO STATIONS

WCBS & WCBS-FM, 485 Madison Ave., New York 22: Sam Slate, *v.p. & gen. mgr.*
 KCBS & KCBS-FM, Sheraton-Palace Hotel, San Francisco 5: Jules Dundes, *v.p. & gen. mgr.*; Seymour Whitelaw, *sales mgr.*
 KMOX, 1144 Hampton Ave., St. Louis 5: Robert Hyland, *v.p. & gen. mgr.*; William S. Dean, *sales mgr.*
 KNX & KNX-FM and Columbia Pacific Radio Network, 6121 Sunset Blvd., Los Angeles 28: Robert P. Sutton, *v.p.-gen. mgr.*
 WBBM & WBBM-FM, 630 N. McClurg Court, Chicago 11: E. H. Shomo, *v.p. & gen. mgr.*
 WEEI & WEEI-FM, 182 Tremont St., Boston 12: Thomas Gorman, *v.p. & gen. mgr.*; Robt. Sinnett, *sales mgr.*
 WCAU & WCAU-FM, City & Monument Aves., Philadelphia 31: John O. Downey, *v.p. & gen. mgr.*; John H. Kline, *sales mgr.*

CBS TELEVISION NETWORK RATES

(Rate Card 15 revised through Aug. 1, 1962—Subject to Change)
 (Consult Network for Discounts, Specifications, etc.)

In the event that a nighttime order is placed for less than 80% (or a daytime order for less than 75%) of the then current applicable gross time charges of the U.S. network, or such order omits any significant section of the United States, the CBS Television Network will, if it accepts the order, reserve the right to cancel the order at the end of any 26-week cycle on 60 days' prior notice. Note: Station time rates below are to be used only as an estimate of cost, subject to change.

Class A (6-11 p.m., Monday through Sunday) gross rates are listed below. Class C (all times other than Class A or Class D) are 50% of Class A gross rates. Class D (sign-on-11 a.m. in Eastern Time Zone; sign-on-10 a.m. in Central & Pacific Time Zones; sign-on-9 a.m. in Mountain Time Zone) are 33 1/3% of Class A gross rates. All rates are based on local time in each city. Rates for periods less than one hour are the following percentages of applicable full hour rate; 80% for 45 min., 60% for 30 min., 53 1/3% for 25 min., 40% for 15 min., 33 1/3% for 10 min., 30% for 5 min.

U. S. NETWORK 163 STATIONS

City	Time Zone	Hour Rate	30 Min.	15 Min.
W-TEN, Albany, New York	E	\$1000	\$600	\$400
WCDC, Adams, Mass. (Booster)	E	*		
KGGM-TV, Albuquerque, N.M.	M	375	225	150
WFBG-TV, Altoona, Pennsylvania	C	1000	600	400
KFDA-TV, Amarillo, Texas	C	300	180	120
KTVA, Anchorage, Alaska (non-interconnected)	P	150	90	60
Combination rate with Fairbanks, Alaska \$250.				
WAGA-TV, Atlanta, Georgia	E	1200	720	480
WRDW-TV, Augusta, Georgia	E	375	225	150
KTBC-TV, Austin, Texas	C	575	375	250
KBAK-TV, Bakersfield, California	P	250	150	100
WMAR-TV, Baltimore, Maryland	E	1650	990	660
WABI-TV, Bangor, Maine	E	400	240	160
WAFB-TV, Baton Rouge, La.	C	450	270	180
KFDM-TV, Beaumont, Texas	C	500	300	200
KOOK-TV, Billings, Montana	M	250	150	100
WNBF-TV, Binghamton, N.Y.	E	1050	630	420
WBRC-TV, Birmingham, Ala.	C	1250	750	500
KBOI-TV, Boise, Idaho	M	275	165	110
WHDH-TV, Boston, Massachusetts	E	3000	1800	1200
WBEN-TV, Buffalo, N.Y.	E	1800	960	640
WCAX-TV, Burlington, Vermont	E	500	300	200
KXLF-TV, Butte, Montana	M	275	165	110
††KXLJ-TV, Helena, Montana	M	**		
WWTV, Cadillac, Michigan	E	425	255	170
KFVS-TV, Cape Girardeau, Mo.	C	625	375	250
WMT-TV, Cedar Rapids, Iowa	C	875	525	350
WCIA, Champaign, Illinois	C	1250	750	500
WCSC-TV, Charleston, S.C.	E	500	300	200
WCHS-TV, Charleston, W.Va.	E	950	580	370
WBT, Charlotte, North Carolina	E	1450	870	580
WDEF-TV, Chattanooga, Tenn.	E	500	300	200
KFBC-TV, Cheyenne, Wyoming	M	225	135	90
††KSTF, Scottsbluff, Nebraska	M	**		
WBBM-TV, Chicago, Illinois	C	4500	2700	1800
KHSL-TV, Chico, California	P	250	150	100
WCPO-TV, Cincinnati, O.	E	1750	1050	700
WKRC-TV, Cincinnati, Ohio	E	1500	900	600
WJW-TV, Cleveland, Ohio	E	2400	1440	960
KKT, Colorado Springs, Colo.	M	275	165	110
WNOK-TV, Columbia, S.C.	E	200	120	80
WRBL-TV, Columbus, Georgia	E	475	285	190
WBNS-TV, Columbus, Ohio	E	1200	720	480
KZTV, Corpus Christi, Texas	C	375	225	150
KRLD-TV, Dallas, Texas	C	1750	1050	700
WHIO-TV, Dayton, Ohio	E	1225	740	485
KLZ-TV, Denver, Colorado	M	950	570	380
KRNT-TV, Des Moines, Iowa	C	825	495	330
WJBK-TV, Detroit, Michigan	E	3100	1860	1240
WTVY, Dothan, Ala.	C	250	150	100
KDAL-TV, Duluth, Minnesota	C	650	390	260
WTVD, Durham, North Carolina	E	950	570	380
KROD-TV, El Paso, Texas	M	400	240	160
WSEE, Erie, Pennsylvania	E	275	165	110
KIEM-TV, Eureka, California	P	200	120	80
Combination rate with Medford, Oregon \$275				
WEHT, Evansville, Indiana	C	400	240	160
KTVF, Fairbanks, Alaska (non-interconnected)	P	150	90	60
Combination rate with Anchorage, Alaska \$250				
Combination rate of Anchorage and Juneau, Alaska (EMP) \$275				

Network Data

City	Time Zone	Hour Rate	30 Min.	15 Min.
WBTW, Florence, South Carolina	E	500	300	200
KFSA-TV, Fort Smith, Arkansas	C	175	105	70
WANE-TV, Fort Wayne, Indiana	C	525	315	210
KFRE-TV, Fresno, California	M	600	360	240
KFBB-TV, Great Falls, Montana (non-interconnected)	M	250	150	100
WBAY-TV, Green Bay, Wisconsin	C	800	480	320
WFMY-TV, Greensboro, N.C.	E	900	540	360
WNCT, Greenville, North Carolina	E	550	330	220
KGBT-TV, Harlingen, Texas	C	350	210	140
WHP-TV, Harrisburg, Pa.	E	300	180	120
WSVA-TV, Harrisonburg, Virginia	E	250	150	100
WTIC-TV, Hartford, Connecticut	E	1750	1050	700
†KGM-TV, Honolulu, Hawaii	H	400	240	160
KHBC-TV, Hilo (Booster)	H	*		
KMAU-TV, Wailuku (Booster)	H	*		
KHOU-TV, Houston, Texas	C	1200	720	480
KID-TV, Idaho Falls, Idaho	M	275	165	110
WISH-TV, Indianapolis, Indiana	C	1450	870	580
WJTV, Jackson, Mississippi	C	600	380	240
WJXT, Jacksonville, Florida	E	875	525	350
KRCG-TV, Jefferson City, Mo.	C	375	225	150
WJHL-TV, Johnson City, Tenn.	E	425	255	170
WARD-TV, Johnstown, Pa.	E	200	120	80
KODE-TV, Joplin, Missouri	C	350	210	140
KCZO-TV, Kalamazoo, Mich.	E	1400	840	560
KCMO-TV, Kansas City, Missouri	C	1400	840	560
WBIR-TV, Knoxville, Tennessee	E	600	360	240
WKBT, LaCrosse, Wisconsin	C	400	240	160
KLFY-TV, Lafayette, Louisiana	C	325	195	130
WJIM-TV, Lansing, Michigan	E	900	560	340
WLYH-TV, Lebanon, Pa.	E	100	60	40
Combination rate with Harrisburg & York, Pa.		\$525.		
KOLN-TV, Lincoln, Nebraska	C	600	300	200
KTHV, Little Rock, Arkansas	C	550	330	220
KNXT, Los Angeles, California	P	4750	2850	1900
WHAS-TV, Louisville, Kentucky	C	1150	690	460
KDUB-TV, Lubbock, Texas	C	425	255	170
†KEDY-TV Big Spring, Texas	C	**		
†KVER-TV, Clovis, N.M.	M	**		
WMAZ-TV, Macon, Georgia	E	500	300	200
WISC-TV, Madison, Wisconsin	C	650	390	260
WLUC-TV, Marquette, Michigan	E	275	165	110
KGLO-TV, Mason City, Iowa	C	475	285	190
†KEYC-TV, Mankato, Minn.	C	150	90	60
KBES-TV, Medford, Oregon	P	175	105	70
Combination rate with Eureka, Cal.		\$275.		
WREC-TV, Memphis, Tennessee	C	1300	780	520
WTOK-TV, Meridian, Mississippi	C	425	255	170
WTVJ-TV, Miami, Florida	E	1450	870	580
WISN-TV, Milwaukee, Wisconsin	C	1500	900	600
WCCO-TV, Minneapolis, Minn.	C	1700	1020	680
KXMC-TV, Minot, North Dakota	C	175	105	70
WKRQ-TV, Mobile, Alabama	C	750	450	300
KNOE-TV, Monroe, Louisiana	C	500	300	200
WCOV-TV, Montgomery, Alabama	C	225	135	90
WLAC-TV, Nashville, Tennessee	C	950	570	380
WWL-TV, New Orleans, La.	C	1050	630	420
WCBS-TV, New York, New York	E	8750	5250	3500
WTAR-TV, Norfolk, Virginia	E	975	585	390
WOAY-TV, Oak Hill, W.Va.	E	200	120	80
KOSA-TV, Odessa, Texas	C	375	225	150
KWTV, Oklahoma City, Okla.	C	1050	630	420
WOW-TV, Omaha, Nebraska	C	950	570	380
WDBO-TV, Orlando, Fla.	E	675	405	270
KTVO, Ottumwa, Iowa	C	250	150	100
KEPR-TV, Pasco, Wash.	P	250	150	100
Combination rate with Yakima, Wash. and Lewiston, Ida. (EMP), \$650.				
WMBD-TV, Peoria, Illinois	C	525	315	210
WCAU-TV, Philadelphia, Pa.	E	3800	2280	1520
KOOL-TV, Phoenix, Arizona	M	550	330	220
KDKA-TV, Pittsburgh, Pa.	E	2500	1500	1000
WGAN-TV, Portland, Maine	E	600	360	240
KOIN-TV, Portland, Oregon	P	1225	735	490
WPRO-TV, Providence, R.I.	E	1400	840	560
KHQA-TV, Quincy, Illinois	C	575	345	230
KOTA-TV, Rapid City, S.D.	M	225	135	90
†KDUH-TV, Hay Springs, Neb.	M	**		
KOLO-TV, Reno, Nevada	P	250	150	100
WTVR, Richmond, Virginia	E	750	450	300
WDBJ-TV, Roanoke, Virginia	E	725	435	290
WHBC-TV/WVET-TV, Rochester, New York	E	900	540	360
WHBF-TV, Rock Island, Illinois	C	1050	630	420
KXTV, Sacramento, California	P	950	570	380
WKNX-TV, Saginaw, Michigan	E	300	180	120
KMOX-TV, St. Louis, Missouri	C	1900	1140	760
KSBW-TV, Salinas-Monterey, Cal.	P	550	330	220
†KSBY-TV, San Luis Obispo	P	**		
KSL-TV, Salt Lake City, Utah	M	650	390	260
KCTV, San Angelo, Texas	C	200	120	80
KENS-TV, San Antonio, Texas	C	750	450	300
KFMB-TV, San Diego, California	P	950	570	380
KPIX, San Francisco, California	P	2500	1500	1000
WTOC-TV, Savannah, Georgia	E	325	195	130
WDAU-TV, Scranton, Pa.	E	600	360	240
KIRO-TV, Seattle, Wash.	P	1000	600	400
Combination rate with Tacoma, Wash., \$1300.				
KSLA-TV, Shreveport, Louisiana	C	625	375	250
KVTV, Sioux City, Iowa	C	525	315	210
KELO-TV, Sioux Falls, S.D.	C	825	495	330
†KDLO-TV, Florence, S.D.	C	**		
†KPLO-TV, Reliance, S.D.	C	**		
WSBT-TV, South Bend, Indiana	C	450	270	180
WSPA-TV, Spartanburg, S.C.	E	525	315	210
KXLY-TV, Spokane, Wash.	P	600	360	240
KTTS-TV, Springfield, Missouri	C	375	225	150
WSTV-TV, Steubenville, Ohio	E	625	375	250
KPAR-TV, Sweetwater-Ablene	C	200	120	80
WHEN-TV, Syracuse, New York	E	1000	600	400
WCTV, Tallahassee, Fla.	E	425	255	170
WTVT-TV, Tampa, Florida	E	1200	720	480
WTHI-TV, Terre Haute, Indiana	C	575	345	230

City	Time Zone	Hour Rate	30 Min.	15 Min.
WTOL-TV, Toledo, Ohio	E	1200	720	480
WIBW-TV, Topeka, Kansas	C	450	270	180
KOLD-TV, Tucson, Arizona	M	250	150	100
KOTV, Tulsa, Oklahoma	C	875	525	350
KXJB-TV, Valley City, N.D.	C	425	255	170
KWTK-TV, Waco, Texas	C	\$ 325	\$195	\$130
Combination rate with Bryan, Texas (EMP) \$400				
WTOP-TV, Washington, D. C.	E	1700	1020	680
WCNY-TV, Watertown-Carthage, New York	E	350	210	140
WSAU-TV, Wausau, Wisconsin	C	500	300	200
KSYD-TV, Wichita Falls, Texas	C	425	255	170
KTVH, Wichita-Hutchinson, Kan.	C	700	420	280
KIMA-TV, Yakima, Washington	P	300	180	120
Combination rate with Pasco, Washington and Lewiston, Idaho (EMP) \$650.				
WKBN-TV, Youngstown, Ohio	E	500	300	200

*In the event of failure of a "booster" station's facilities, a pro rata rebate is allowed.
 **In the event of failure of a "satellite" station's facilities, no rebate is allowed since no charge is made for the "satellite" when used with the parent station.
 † Subject to film shipping charges, available on request.
 †† Satellites.

CBS EXTENDED MARKET PLAN, U.S. GROUP—(36 Stations) (Available individually with network order)

City	Time Zone	Hour Rate	30 Min.	15 Min.
KVOS-TV, Bellingham, Wash.	P	\$150	\$90	\$60
KBMB-TV, Bismarck, N.D.	C	80	48	32
KBTX-TV, Bryan, Tex.	C	100	60	40
Combination rate with Waco, Tex. \$400				
†KAVE-TV, Carlsbad, N.M.	M	70	42	28
WCBI-TV, Columbus, Mississippi	C	150	90	60
WMSL-TV, Decatur, Alabama	C	70	42	28
KDIX-TV, Dickinson, N.D.	M	60	36	24
KTVC, Ensign, Kan.	C	100	60	40
WOWL-TV, Florence, Alabama	C	50	30	20
WINK-TV, Fort Myers, Florida	E	80	48	32
†KXGN-TV, Glendive, Montana	M	50	30	20
KBLR-TV, Goodland, Kansas	M	50	30	20
KREX-TV, Grand Junction, Colo.	M	140	84	56
KREY-TV, Montrose, Colorado (Satellite)	M	**		
WABG-TV, Greenwood, Miss.	C	120	72	48
KAYS-TV, Hays, Kan.	C	75	45	30
KBLL-TV, Helena, Mont.	M	50	30	20
WDXI-TV, Jackson, Tennessee	C	125	75	50
†KINY-TV, Juneau, Alaska	P	50	30	20
KOTI, Klamath Falls, Oregon	P	50	30	20
WFAM-TV, Lafayette, Indiana	C	85	51	34
KTAG-TV, Lake Charles, La.	C	60	36	24
KGNS-TV, Laredo, Texas	C	50	30	20
KLAS-TV, Las Vegas, Nevada	P	140	84	56
KLEW-TV, Lewiston, Idaho	P	100	60	40
Combination rate with Yakima & Pasco (EMP), Wash. \$650.				
KTRE-TV, Lufkin, Texas	C	125	75	50
KMSO-TV, Missoula, Montana	M	110	66	44
WJHG-TV, Panama City, Fla.	C	80	48	32
†WTAP-TV, Parkersburg, W.Va.	E	100	60	40
WAGM-TV, Presque Isle, Maine	E	150	90	60
KWRB-TV, Riverton, Wyoming	M	50	30	20
WBOC-TV, Salisbury, Maryland	E	150	90	60
KLIX-TV, Twin Falls, Idaho	M	150	90	60
KIVA, Yuma, Arizona	P	150	90	60

†Non-interconnected.

ALSO AVAILABLE

City	Time Zone	Hour Rate	30 Min.	15 Min.
WAIM-TV, Anderson, S.C.	E	\$150	\$ 90	\$ 60
KTWO-TV, Casper, Wyo.	M	150	90	60
WBOY-TV, Clarksburg, W. Va.	E	200	120	80
WLFX-TV, Lexington, Ky.	E	300	180	120
WREX-TV, Rockford, Illinois	C	600	360	240
KSWV-TV, Roswell, New Mexico	M	275	165	110
KFEQ-TV, St. Joseph, Mo.	C	350	210	140
WHYN-TV, Springfield, Mass.	E	450	270	180

BERMUDA-GUAM-PUERTO RICO GROUP (Available individually with network order)

(These stations subject to film shipping charges, which are available on request.)

City	Time Zone	Hour Rate	30 Min.	15 Min.
KUAM-TV, Agana, Guam (EMP)	G	\$ 50	\$ 30	\$ 20
XHTV, Mexico City, Mexico	C	350	210	140
ZBM-TV, Pembroke, Bermuda (EMP)	A	50	60	40
WBNB-TV, St. Thomas, V.I.	A	50	30	20
WKAQ-TV, San Juan, P.R.	A	250	150	100

NATIONAL BROADCASTING CO.

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

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

Studios: RCA Bldg. Color TV studios in RCA Bldg., Colonial & Ziegfeld Theatres and Brooklyn studios in New York, Burbank studios in Cal. NBC also has studios at RCA Exhibition Hall, RCA Bldg. and 67th St. & Columbus Ave. in New York; Merchandise Mart, Chicago; Sunset & Vine, El Capitan Theatre & Moulin Rouge, Hollywood. NBC-TV network originates programs from its TV studios in Burbank, Cal., and from the TV studios at each of the owned and operated TV station locations.

Corporate Affiliations: NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WNBC-TV, New York; WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; KRCA, Los Angeles. Its owned & operated AM stations are: WNBC, New York; WRC, Washington; WMAQ, Chicago; WRCV, Philadelphia; WJAS, Pittsburgh; KNBC, San Francisco. NBC also owns California National Productions Inc. (see opposite page).

NBC-TV, Affiliates Board of Delegates—Jack Harris, KPRC-TV, Houston, Tex., chairman; Joseph H. Bryant, KCBD-TV, Lubbock, Tex., vice chairman; Harold Grams, KSD-TV, St. Louis, Mo. vice chairman; A. Louis Read, WDSU-TV, New Orleans, La., secy.-treas.; Owen Saddler, KMTV, Omaha, Neb.; Van Beuren DeVries, WGR-TV, Buffalo, N.Y.; Marcus Bartlett, WSB-TV, Atlanta, Ga.; Richard Lewis, KTAR, Phoenix, Ariz.; Richard O. Dunning, KHQ-TV, Spokane, Wash.; Charles A. Batson, WIS-TV, Columbia, S.C.; Otto P. Brandt, KING-TV, Seattle, Wash.

BOARD OF DIRECTORS

Robert W. Sarnoff, *chairman of the board*

David C. Adams
John L. Burns
John T. Cahill
Elmer W. Engstrom
Frank M. Folsom
Harry C. Hagerty
Mrs. Douglas Horton
Harry C. Ingles
Robert E. Kintner

Paul Mazur
André Meyer
David Sarnoff
Walter D. Scott
Walter Bedell Smith
Lewis L. Strauss
P. A. Sugg
John K. West

OFFICERS

Robert W. Sarnoff, *chairman of the board*
Robert E. Kintner, *president*

David C. Adams, <i>senior exec. v.p.</i>	Harold Kemp, <i>v.p.</i>
William R. McAndrew, <i>exec. v.p.</i>	Thomas E. Knode, <i>v.p.</i>
William K. McDaniel, <i>exec. v.p.</i>	Carl Lindemann Jr., <i>v.p.</i>
Aaron Rubin, <i>exec. v.p. & treas.</i>	Thomas C. McCray, <i>v.p.</i>
Walter D. Scott, <i>exec. v.p.</i>	Ellis O. Moore, <i>v.p.</i>
Charles R. Abry, <i>v.p.</i>	Angus Robinson, <i>v.p.</i>
Lester Bernstein, <i>v.p.</i>	Alexander S. Rylandu, <i>v.p.</i>
Hugh M. Beville, <i>v.p.</i>	Thomas W. Sarnoff, <i>v.p.</i>
Max E. Buck, <i>v.p.</i>	Herbert S. Schlosser, <i>v.p.</i>
Richard H. Close, <i>v.p.</i>	James A. Stabile, <i>v.p.</i>
Don Durgin, <i>v.p.</i>	Alfred R. Stern, <i>v.p.</i>
Sydney H. Eiges, <i>v.p.</i>	Robert L. Stone, <i>v.p.</i>
Thomas E. Ervin, <i>v.p.</i>	David Tebet, <i>v.p.</i>
William F. Fairbanks, <i>v.p.</i>	Grant A. Tinker, <i>v.p.</i>
Edwin S. Friendly, <i>v.p.</i>	William H. Trevarthen, <i>v.p.</i>
George H. Fuchs, <i>v.p.</i>	Theodore Walworth Jr., <i>v.p.</i>
Nicholas C. Gilles, <i>v.p.</i>	Raymond W. Welpott, <i>v.p.</i>
Joseph W. Goodfellow, <i>v.p.</i>	R. Morton Werner, <i>v.p.</i>
Julian Goodman, <i>v.p.</i>	Lloyd E. Yoder, <i>v.p.</i>
Lester Gottlieb, <i>v.p.</i>	William A. Williams, <i>asst. treas.</i>
George A. Graham Jr., <i>v.p.</i>	John Q. Cannon, <i>secy.</i>
Richard H. Graham, <i>v.p.</i>	Gerald Gouldrup, <i>asst. secy.</i>
Jules Herbuaux, <i>v.p.</i>	Paul B. Lynch, <i>asst. secy.</i>
Ernest Lee Jahncke Jr., <i>v.p.</i>	John V. Shute, <i>asst. secy.</i>
Felix Jackson, <i>v.p.</i>	Raymond E. Simonds, <i>asst. secy.</i>

NBC Owned Stations & NBC Spot Sales

Marvin B. McCormick, *director, business affairs*

NBC Owned Stations

(See station listings for executives and details)

WNBC-TV, WNBC, WNBC-FM, New York; William N. Davidson, *v.p. & general manager.*

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

WJAS, WJAS-FM, Pittsburgh: Stephen J. Rooney, *general manager.*

WNBQ, WMAQ, WMAQ-FM, Chicago: Lloyd E. Yoder, *vice president & general manager.*

WRCV-TV, WRCV, Philadelphia: Raymond W. Welpott, *v.p. & general manager.*

KRCA, Los Angeles: Thomas C. McCray, *vice president & general manager.*

KNBC, KNBC-FM, San Francisco: William B. Decker, *general manager.*

For RCA Corporate Officers
See page 952

NBC Spot Sales

Richard H. Close, *vice president, NBC spot sales.*
Frederick T. Lyons Jr., *director, radio spot sales.*
Wilbur Fromm, *manager, new business & promotion.*
William D. Edouarde, *manager, radio spot sales, Los Angeles*
Frank DeRosa, *manager, radio spot sales, central.*
Edward H. Macaulay, *manager, radio spot sales, San Francisco*
William Loudon, *manager, television spot sales, Los Angeles*
Robert H. Anderson, *manager, television spot sales, San Francisco*
Charles Bergh, *manager, television spot sales, central office*
Byron E. Goodell, *director, television spot sales, eastern*
Dave Scott, *manager, New England spot sales.*

Senior Executive Vice President

David C. Adams, *senior executive vice president.*

Corporate Affairs

Lester Bernstein, *vice president, corporate affairs.*
Kathryn Cole, *manager information.*
Robert D. Kasmire, *coordinator, corporate information.*

Planning and Research

Hugh M. Beville, *vice president, planning & research.*
Dr. Thomas E. Coffin, *director, research.*
Allen R. Cooper, *director, corporate planning.*
William S. Duttera, *mgr., allocations engineering.*

Standards and Practices

Ernest Lee Jahncke Jr., *v.p., standards practices.*
John A. Cimperman, *director, practices.*
Carl Watson, *director, broadcast standards.*

Station Relations

Thomas E. Knode, *vice president, station relations.*
Donald Mercer, *director, station relations.*
Joseph Berhalter, *station relations, regional manager.*
Anthony Cervini, *station relations, regional manager.*
Paul M. Hancock, *station relations, regional manager.*
William M. Kelley, *station relations, regional manager.*
Malcolm B. Laing, *station relations, regional manager.*
Raymond O'Connell, *station relations, regional manager.*
Paul Rittenhouse, *station relations, regional manager.*

Public Information

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

Advertising

John H. Porter, *director, advertising.*
David Bellin, *manager, trade & NBC owned stations advertising.*
John Graham, *art director.*
Gerald E. Rowe, *manager, audience advertising & promotion.*

Promotional Services

Alexander S. Rylander, *director, promotional services.*
Peter M. Tintle, *manager, guest relations.*
Paul Mosher, *mgr., program merchandise.*
John Scuoppo, *manager, exploitation.*

Press & Publicity

Ellis Moore, *vice president, press & publicity.*
Milton Brown, *manager, program publicity.*
Joseph Derby, *director, news publicity.*
Sidney Desfor, *manager, photo unit.*
James A. Baker, *manager, business & trade publicity.*
Cornelius K. Sullivan, *manager, administration & services.*

Law

Thomas E. Ervin, *vice president & general attorney.*
James A. Stabile, *v.p. & assoc. general attorney.*
Howard Monderer, *assistant general attorney, Washington.*
John V. Shute, *assistant general attorney.*
Benjamin D. Raub, *assistant general attorney.*

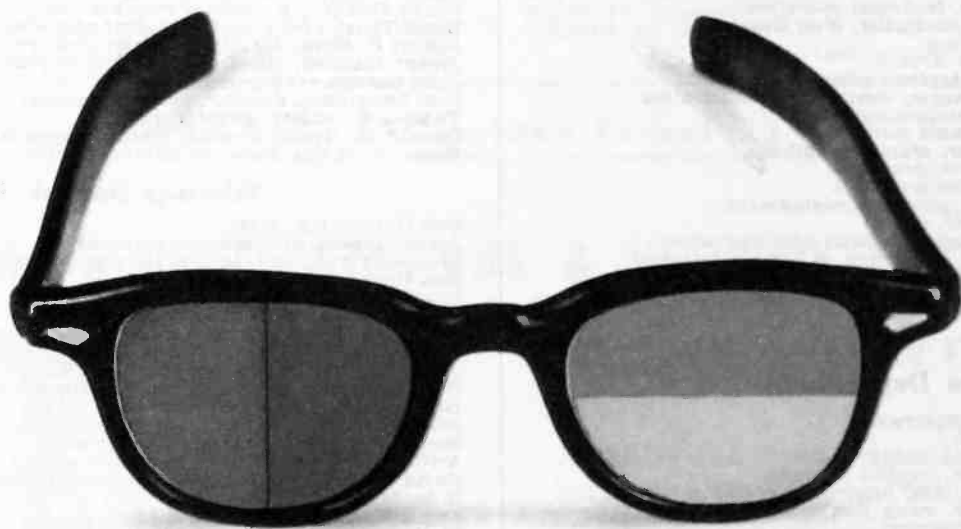
WASHINGTON OFFICE
1725 K St. Emerson 2-4000

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

Treasurer

Aaron Rubin, *exec. vice president & treasurer.*
Richard J. Raburn Jr., *controller.*
Ulrich Caro, *director, capital budgets & office services.*
Helen Davis, *manager, general office services.*
Anthony J. Dente, *mgr., operating budgets & financial evaluation.*
Miriam Hoffmeier, *manager, program analysis.*
James F. White, *director, accounting.*
John McDermott, *manager, audits.*
Howard P. Swanson, *director, tax administration.*
Harry F. McKeon, *director, tax office.*
Charles J. Ochsenreiter, *manager, systems & data processing.*
Randall R. McMillin, *director, purchasing & materials.*
Albert E. Walker, *manager, transportation.*
William A. Williams, *assistant treasurer.*

(Continued on page 70-a)



Why be color-blind?...When color makes such a magic difference in television—in drama and sports, comedy and news, adventure and opera—in everything you see on your living room screen. All season long, the major part of NBC's nighttime programming will be in color.



Networks Rates and Data

NBC Network Data—(Continued)

Personnel

George H. Fuchs, *vice president, personnel.*
H. O. Lumb, *director, personnel.*
J. Noel Deutscher, *manager, organization planning & management development.*
Richard N. Goldstein, *director, labor relations.*
Dr. Bernard J. Handler, *company physician.*

NBC Enterprises Division

Alfred R. Stern, *vice president, Enterprises Division*
William J. Schmitt, *general manager*
David H. Horowitz, *manager, business affairs*
James W. Dodd, *manager, sales services*

Domestic Enterprises

Morris Rittenberg, *director, Domestic Enterprises*
Robert R. Max, *manager, merchandising*
Ira Wolff, *manager, sales promotion*

NBC Films Inc.

Morris Rittenberg, *president, NBC Films Inc.*
William P. Breen, *vice president, sales, NBC Films Inc.*

International Enterprises

Joseph M. Klein, *director, International Enterprises*
Richard Berman, *manager, facilities*
Alvin Ferleger, *manager, sales*

West Coast

3000 W. Alameda Ave., Burbank, Cal.
Thornwald 5-7000

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

Felix Jackson, *vice president, television network programs.*
Richard Graham, *vice president, law.*
Harold Kemp, *v.p., nighttime programs.*
Sheldon B. Hickox Jr., *director, station relations.*
Donald E. Allen, *mgr., promotional services.*
Max Bauman, *manager, purchasing.*
Fenton Coe, *director, film production.*
Maurice J. Corwin, *manager, broadcast facilities & operations.*
Dean Craig, *manager, telesales.*
Frank Gertz, *mgr., business affairs, network programs & production.*
John R. Kennedy, *manager, technical operations.*
Joseph L. Kubin, *assistant controller, West Coast.*
June R. Leff, *manager, casting.*
Henry Maas, *manager, sales service.*
John W. Nelson, *director, daytime programs.*
Edward A. Rosenberg, *manager, contract administration.*
Gino Conte, *manager, production services.*
George J. Habib, *manager, unit managers.*
Ralph F. Shawhan, *director, press & publicity.*
Edward Smith, *administrator, practices.*
Jerome Stanley, *director, film programs.*
Russell Stoneham, *director, program development.*
John H. Thompson, *manager, news.*
Robert D. Thompson, *manager, facilities administration.*
Oscar C. Turner, *manager, personnel & labor relations.*
Richard C. Welsch, *director, production & business affairs.*
Robert Wood, *manager, continuity acceptance.*

News Department

William McAndrew, *exec. v.p., news.*
Rex R. Goad, *director, news.*
Julian Goodman, *v.p., news & public affairs.*
Irving Gitlin, *exec. producer, creative projects.*
Arthur Hepner, *coordinator, NBC news information services.*
Eugene E. Juster, *manager, news film.*
Frank Jordan, *mgr., news, Chicago.*
James A. Jurist, *director, business affairs.*
Elmer Lower, *director, news & public affairs.*
Leslie C. Vaughan, *manager, administration.*
Edward Stanley, *director, public affairs.*

Foreign Representatives

India—Welles Hangen, 38 Sunder Nagar, New Delhi.
Canada—Leif Eld, Beacon Arms, 88 Albert St., Ottawa.
England—Joseph C. Harsch, National Broadcasting Co. Inc., 2 Mansfield Street, London W. 1.
France—Paul Archinard, John Rich, 52 Avenue des Champs Elysees, Room 533, Paris 8.
Japan—Cecil Brown, Foreign Correspondents Club, Marunouchi Chiyodaku, Tokyo.
Germany—Gerhard Stindt, Kurfuerstandamm 26-A, Berlin W151.
Germany—Piers Anderton, 32 Dahlmann Strasse, Bonn, Germany.
Hong Kong—James G. Robinson, 11A Stanley Beach Road, Hong Kong, BCC.
Italy—Irving R. Levine, Secondo Piano AP, Piazza Grazioli 5, Rome.
Russia—Frank Bourgholtzer, 12/24 Sadovo/Samotchnaya, Apt. 55, Moscow, U.S.S.R.
Congo—Bernard Frizell, Memling Hotel, Leopoldville.

Latin America

Cuba—Richard Valeriani, Havana.
Argentina—Kenneth Bernstein, Buenos Aires.
Brazil—Wilson Hall, Rio de Janeiro.

Television Network

ADMINISTRATION

Walter D. Scott, *executive vice president TV network.*

GENERAL MANAGER

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

Business Affairs

Nicholas C. Gilles, *vice president, business affairs.*
Neil J. Murphy, *mgr. business admin., operations & engineering.*
Robert O'Connor, *manager, business administration.*
Myron Weinblatt, *manager, financial services.*
Edward J. Stegeman, *director, program budgets & servicing.*
Donald Carswell, *manager, financial analysis.*
Malcolm E. Madden, *director, unit managers & telesales.*

Operations & Engineering

William H. Trevarthen, *vice president, operations and engineering.*
Edward M. Lowell, *manager, facilities admin.*
George M. Nixon, *equipment development & standards.*
Chester A. Rackey, *manager, facilities design & construction.*
James L. Wilson, *director, engineering.*
Joseph Arnone, *manager, design & construction.*

Radio Network Operations

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

Color Coordination

Norman Grant, *director, color coordination.*

Production Services

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

Television Network Operations

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

Television Network Programs

Mort Werner, *vice president, programs.*
Edwin S. Friendly Jr., *v.p., program administration.*
Lester Gottlieb, *v.p., special programs.*
Grant Tinker, *v.p., general program exec.*
David Tebet, *vice president, talent relations.*
Robert F. Aaron, *director, daytime programs.*
Joseph Cunneff, *director, nighttime programs.*
John Curran, *manager, announcers.*
Ross Donaldson, *director, program services.*
Thomas S. Gallery, *director, sports.*
Donald B. Hyatt, *director, special projects.*
Ernest V. Theiss, *manager, administration.*

Television Network Sales

Don Durgin, *v.p., sales.*
Joseph Iaricci, *dir., sales administration.*
Stephen Flynn, *dir. station clearance, station sales & sales services.*
Max Buck, *v.p., eastern sales.*
Charles R. Abry, *general sales executive.*
John H. Dodge, *general sales executive.*
Raymond Eichmann, *director, client presentations & sales promotion.*
James Hergen, *dir., daytime program sales.*
William Storke, *dir., participating program sales (Today & Paar).*
Dean Shaffner, *dir., sales planning.*
John M. Otter, *director, special program sales.*
Nicholas Gordon, *dir., sales development.*
Arthur Johnson, *mgr., co-op station sales & clearances.*
David Wedley, *director, program presentations.*
Robert Greenwell, *art director.*
Angus Robinson, *v.p. central sales.*
Walter W. Gross, *mgr., TV sales, Detroit.*
Harry T. Floyd, *mgr., TV sales, Los Angeles.*
Walter Tolleson, *mgr., TV sales, San Francisco.*

Radio Network

William K. McDaniel, *exec. vice president, radio network.*
William F. Fairbanks, *v.p., sales.*
George A. Graham, *vice president & general manager.*
David A. Engles, *manager, western sales.*
Paul Mensing, *manager, Detroit sales.*
Howard Gardner, *manager, sales development.*
Robert C. Hitchens, *manager, sales presentation.*
Harry E. Hobbs Jr., *manager, sales, central office.*
Ludwig W. Simmel, *manager, radio sales service & traffic.*
Robert Wogan, *director, programs.*
Marion Stephenson, *director, business affairs, radio network.*

For Canadian Network Listings
see pages 73-a through 75-a

NBC-TV NETWORK RATES

Effective April 1, 1961

(Revised July 1, 1962—Subject to Change)

(Consult Network for Discounts, Specifications, etc.)

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

Consistent with the foregoing objectives, a station line-up order shall be deemed acceptable for Class A time periods if the Class A hourly rates of the stations ordered total \$95,000 or more, and Class C time periods if the Class C hourly rates of the stations ordered total \$42,500 or more. Recognizing the interests of national advertisers with unusual marketing requirements, NBC will consider for individual approval orders for station line-ups which do not meet the hourly rate totals specified.

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

Gross Rates follow (applicable to 6-11 p.m., Mon.-Sun.). One-half gross rates apply to all other times, except 7-9 a.m., Mon.-Fri. which takes 40% of gross rates. Note: Rates following are to be used on as an estimate of cost, subject to change.

U.S. AFFILIATED STATIONS—Interconnected

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
KRBC-TV, Abilene, Tex.	C	\$225	\$135	\$ 90
†KABC-TV, San Angelo, Tex.				
WALB-TV, Albany, Ga.	E	425	255	170
KOB-TV, Albuquerque, N.M.	M	400	240	160
KCMT, Alexandria, Minn.	C	225	135	90
KGNC-TV, Amarillo, Tex.	C	375	225	150
WSB-TV, Atlanta, Ga.	E	1500	900	600
WJBF, Augusta, Ga.	E	600	360	240
KTBC-TV, Austin, Tex.	C	575	345	230
KERO-TV, Bakersfield, Cal.	P	450	270	180
WBAL-TV, Baltimore, Md.	E	1650	990	666
WLBZ-TV, Bangor, Me.	E	375	225	150
WBRZ, Baton Rouge, La.	C	550	330	220
KPAC-TV, Beaumont-Port Arthur, Tex.	C	510	306	204
WINR-TV, Binghamton, N.Y.	E	225	135	90
WAPI-TV, Birmingham, Ala.	C	1250	750	500
WHIS-TV, Bluefield, Va.	E	300	180	120
KTVB, Boise, Ida.	M	275	165	110
WBZ-TV, Boston, Mass.	E	2800	1680	1120
WCYB-TV, Bristol, Va.-Johnson City, Tenn.	E	500	300	200
WGR-TV, Buffalo, N.Y.	E	1550	930	620
WCIV-TV, Charleston, S. C.	E	500	300	200
WSOC-TV, Charlotte, N.C.	E	1200	720	480
WRGP-TV, Chattanooga, Tenn.	C	550	330	220
KFBC-TV, Cheyenne, Wyo.	M	225	135	90
Scottsbluff, Neb. (KSTF)†				
WNBQ, Chicago, Ill.	C	4500	2700	1800
WLW-TV, Cincinnati, O.	E	1750	1050	583

Networks Rates and Data

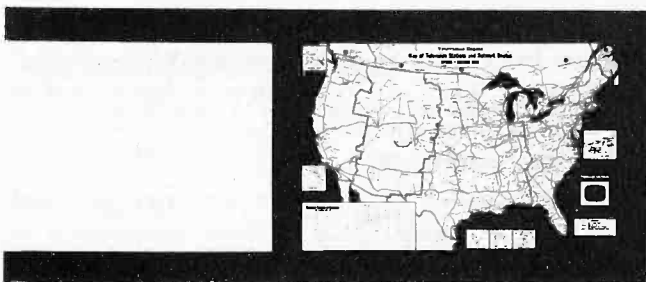
Call letters, City & State	Zone	Hour	30 Min.	15 Min.
KYW-TV, Cleveland, O.	E	2500	1500	1000
*KOMU-TV, Columbia, Mo.	C	325	195	130
WIS-TV, Columbia, S.C.	E	600	360	240
WLW-TV, Columbus, O.	E	1150	690	460
KRIS-TV, Corpus Christi, Tex.	C	350	210	140
WOC-TV, Davenport, Ia.	C	950	570	380
WLW-D, Dayton, O.	E	1200	720	480
WESH-TV, Daytona Beach-Orlando, Fla.	E	500	300	200
KOA-TV, Denver, Colo.	M	950	570	380
WHO-TV, Des Moines, Ia.	C	825	495	320
WWJ-TV, Detroit, Mich.	E	3150	1890	1260
WDSM-TV, Duluth, Minn.-Superior, Wis.	C	550	330	220
WEAU-TV, Eau Claire, Wis.	C	300	180	120
KTVE, El Dorado, Ark.-Monroe, La.	C	350	210	140
KTSM-TV, El Paso, Tex.	M	400	240	160
KVAL-TV, Eugene, Ore.	P	300	180	120
Roseburg, Ore. (KPIC-TV)†				
Coos Bay, Ore. (KCBY-TV)†				
WFIE-TV, Evansville, Ind.	C	400	240	160
WDAY-TV, Fargo, N.D.	C	450	270	180
KFSA-TV, Fort Smith, Ark.	C	175	105	70
WKJG-TV, Fort Wayne, Ind.	††C	525	315	210
WBAP-TV, Fort Worth-Dallas, Tex.	C	1400	840	560
KMJ-TV, Fresno, Cal.	P	600	360	240
WOOD-TV, Grand Rapids, Mich.	E	1300	780	520
WFRV, Green Bay, Wis.	C	725	435	290
WFBC-TV, Greenville-Spartanburg, S.C.	E	800	480	320
WSVA-TV, Harrisonburg, Va.	E	300	180	120
WHNB-TV, Hartford-New Britain, Conn.	E	600	360	240
KHAS-TV, Hastings-Kearney, Neb.	C	350	210	140
KPRC-TV, Houston, Tex.	C	1500	900	600
WSAZ-TV, Huntington-Charleston, W. Va.	E	1450	870	580
WFBM-TV, Indianapolis, Ind.	††C	1550	930	620
WLBT, Jackson, Miss.	C	550	330	220
WFGA-TV, Jacksonville, Fla.	E	850	510	340
WJAC-TV, Johnstown, Pa.	E	1000	600	400
WDAF-TV, Kansas City, Mo.	C	1500	900	600
WATE-TV, Knoxville, Tenn.	E	800	480	320
KPLC-TV, Lake Charles, La.	C	\$200	\$120	\$ 80
WGAL-TV, Lancaster-Harrisburg-York, Pa.	E	1450	870	580

(Continued on next page)

1962-63

Completely Revised (23" x 35")

MAPS OF TV STATIONS & NETWORK ROUTES



INCLUDED WITH THIS TV FACTBOOK NO. 33

Showing all stations in operation as of Jan. 1, 1963 (U.S. Territories, Canada and Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; time zones; present and projected microwave and coaxial circuits. Two color.

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Networks Rates and Data

NBC TV Network Rates—(Continued)

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
WILX-TV, Lansing-Onondaga, Mich.	E	700	420	280
WLEX-TV, Lexington, Ky.	C	300	180	120
KARK-TV, Little Rock, Ark.	C	575	345	230
Hot Springs Ark. (KFOY-TV)†				
KNBC, Los Angeles, Cal.	P	4450	2670	1780
WAVE-TV, Louisville, Ky.	C	1400	840	560
KCBD-TV, Lubbock, Tex.	C	425	255	170
WMTV, Madison, Wis.	C	300	180	120
WMCT, Memphis, Tenn.	C	1275	765	510
WCKT, Miami, Fla.	E	1200	720	480
KMID-TV, Midland-Odessa, Tex.	C	275	165	110
WTMJ-TV, Milwaukee, Wis.	C	1750	1050	700
KSTP-TV, Minneapolis-St. Paul, Minn.	C	1650	990	660
WALA-TV, Mobile, Ala.-Pensacola, Fla.	C	500	300	200
WSFA-TV, Montgomery, Ala.	C	575	345	192
WSM-TV, Nashville, Tenn.	C	1025	615	410
WDSU-TV, New Orleans, La.	C	1200	720	480
WNBC-TV, New York, N.Y.	E	8600	5160	3440
WAVY-TV, Norfolk-Portsmouth, Va.	E	850	510	340
WKY-TV, Oklahoma City, Okla.	C	1100	660	440
KMTV, Omaha, Neb.	C	950	570	380
WPSD-TV, Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	C	525	315	210
WPTV, Palm Beach, Fla.	E	250	150	100
WEEK-TV, Peoria, Ill.	C	550	330	220
La Salle, Ill. (WEEQ-TV)†				
WRCV-TV, Philadelphia, Pa.	E	3900	2340	1560
KTAR-TV, Phoenix-Mesa, Ariz.	M	550	330	220
KOAM-TV, Pittsburg, Kan.-Joplin, Mo.	C	400	240	160
WIIC, Pittsburgh, Pa.	E	2350	1410	940
WPTZ, Plattsburgh, N.Y.-Burlington, Vt.	E	400	240	160
WCSH-TV, Portland, Me.	E	650	390	260
KGW-TV, Portland, Ore.	P	1100	660	440
WJAR-TV, Providence, R.I.	E	1550	930	620
KOA-TV, Pueblo-Colorado Springs, Colo.	M	275	165	110
WGEM-TV, Quincy, Ill.-Hannibal, Mo.	C	575	345	192
WRAL-TV, Raleigh-Durham, N.C.	E	875	525	350
KOLO-TV, Reno, Nev.	P	200	120	80
WXEX-TV, Richmond-Petersburg, Va.	E	750	450	300
WLSL-TV, Roanoke, Va.	E	800	480	320
KROC-TV, Rochester, Minn.	C	325	195	130
WROC-TV, Rochester, N.Y.	E	1000	600	400
WTVO, Rockford, Ill.	C	400	240	160
KSWB-TV, Roswell, N.M.	C	275	165	110
KCRA-TV, Sacramento, Cal.	P	950	570	380
WNEM-TV, Saginaw-Bay City, Mich.	E	900	540	360
KSD-TV, St. Louis, Mo.	C	2000	1200	800
KSBW-TV, Salinas-Monterey, Cal.	P	550	330	220
San Luis Obispo, Cal. (KSBY-TV)†				
KUTV, Salt Lake City, Utah	M	750	450	300
WOAI-TV, San Antonio, Tex.	C	850	510	340
KOGO-TV, San Diego, Cal.	P	910	546	364
KRON-TV, San Francisco, Cal.	P	2600	1560	1040
KEY-TV, Santa Barbara, Cal.	P	330	198	132
WSAV-TV, Savannah, Ga.	E	350	210	140
WRGB, Schenectady, N.Y.	E	1550	930	620
KING-TV, Seattle-Tacoma, Wash.	P	1300	730	520
KTAL-TV, Shreveport, La.-Texarkana, Tex.	C	600	360	240
KTIV, Sioux City, Ia.	C	525	315	210
KSOO-TV, Sioux Falls, S.D.	C	450	270	180
Mitchell, S.D. (KORN-TV)†				
WNDU-TV, South Bend-Elkhart, Ind.	C	475	285	190
KHQ-TV, Spokane, Wash.	P	650	390	260
WICS, Springfield-Decatur, Ill.	C	325	195	130
WWLP, Springfield-Holyoke, Mass.	E	550	330	220
Greenfield, Mass. (WRLP)†				
KYTV, Springfield, Mo.	C	400	240	160
WSYR-TV, Syracuse, N.Y.	E	1200	720	480
Elmira, N. Y. (WSYE-TV)†				
WFLA-TV, Tampa-St. Petersburg, Fla.	E	1000	600	400
KCEN-TV, Temple-Waco, Tex.	C	400	240	160
KVOA-TV, Tucson, Ariz.	M	300	180	120
KVOO-TV, Tulsa, Okla.	C	775	465	310
KLTV, Tyler, Tex.	C	275	165	110
WKTV, Utica, N.Y.	E	550	330	220
WRC-TV, Washington, D.C.	E	1850	1110	740
WITN, Washington-Greenville, N.C.	E	500	300	200
KWWL-TV, Waterloo-Cedar Rapids, Ia.	C	525	315	210
KRGV-TV, Weslaco, Tex.	C	350	210	140
WTRF-TV, Wheeling, W. Va.	E	700	420	280
KARD-TV, Wichita, Kan.	C	700	420	280

Call letters, City & State	Zone	Hour	30 Min.	15 Min.
KFDX-TV, Wichita Falls, Tex.	C	425	255	142
WBRE-TV, Wilkes-Barre & Scranton, Pa.	E	625	375	250
WECT, Wilmington, N.C.	E	325	195	130
WSJS-TV, Winston-Salem & Greensboro, N.C.	E	800	480	320
KIMA-TV, Yakima, Wash.	P	\$550	\$330	\$220
Lewiston, Ida. (KLEW-TV)†				
Pasco, Wash. (KEPR-TV)†				
WFMJ-TV, Youngstown, O.	E	450	270	180
Total (156 stations)		\$132,475	\$79,485	\$52,990

NON-INTERCONNECTED

	Hour	30 Min.	15 Min.
KUAM-TV, Agana, Guam	\$100	\$ 60	\$ 40
*KENI-TV, Anchorage, Alaska	150	90	60
*KFAR-TV, Fairbanks, Alaska	150	90	60
*KONA, Honolulu	400	240	160
Wailuku (KALA-TV)†			
Hilo (KALU-TV)†			
WAPA-TV, San Juan, P.R.	300	180	120
Total (7 stations)	\$1,100	\$600	\$400

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

PROGRAM EXTENSION PLAN GROUP-INTERCONNECTED

	Hour	30 Min.	15 Min.
KXAB-TV, Aberdeen, S.D.	\$100	\$ 60	\$ 40
KALB-TV, Alexandria, La.	225	135	90
KXII, Ardmore, Okla.	100	60	40
KGHL-TV, Billings, Mont.	200	120	80
KFYR-TV, Bismarck, N.D.	175	105	70
KTWO-TV, Casper, Wyo.	150	90	60
WCHU, Champaign-Urbana, Ill.	175	105	70
Danville, Ill. (WICD)†			
WBOY-TV, Clarksburg, W. Va.	200	120	80
WMSB-TV, Decatur, Ala.	125	75	50
WOWL-TV, Florence, Ala.	125	120	80
KQTV, Fort Dodge, Iowa	100	60	40
KCKT, Great Bend, Kan.	200	120	80
Garden City, Kan. (KGLD-TV)†			
McCook, Neb. (KOMC)†			
KRTV, Great Falls, Mont.	150	90	60
WDAM-TV, Hattiesburg-Laurel, Miss.	200	120	80
KIFI-TV, Idaho Falls, Ida.	200	120	80
KGNS-TV, Laredo, Tex.	100	60	40
KLRJ-TV, Las Vegas-Henderson, Nev.	200	120	80
WIMA-TV, Lima, O.	150	90	60
KTRE-TV, Lufkin, Tex.	150	90	60
KMED-TV, Medford, Ore.	200	120	80
KMOT, Minot, N.D.	125	75	50
WLBC-TV, Muncie, Ind.	200	120	80
KNOP, North Platte, Neb.	100	60	40
WJHG-TV, Panama City, Fla.	200	120	67
WTAP-TV, Parkersburg, W. Va.	100	60	40
KRSD-TV, Rapid City, S.D.	100	60	40
Lead-Deadwood, S. D. (KDSJ-TV)†			
WPBN-TV, Traverse City, Mich.	200	120	80
Cheboygan, Mich. (WTOM-TV)†			
KLIX-TV, Twin Falls, Ida.	150	90	60
KUMV-TV, Williston, N.D.	125	75	50
KIVA, Yuma, Ariz.	150	90	60
WHIZ-TV, Zanesville, O.	100	60	40
Total (36 stations)	\$4,775	\$2,865	\$1,910

PROGRAM EXTENSION PLAN GROUP—Non-Interconnected

	Hour	30 Min.	15 Min.
KXLTV, Butte, Mont.	\$200	\$120	\$ 80
*Helena, Mont. (KBLL-TV)†			
KREX-TV, Grand Junction, Colo.	140	84	56
Montrose, Colo. (KREY-TV)†			
Total (4 stations)	\$340	\$204	\$136

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

†† Operates on Eastern Time.

OTHER STATIONS AVAILABLE ON AN OCCASIONAL BASIS—

Interconnected			
	Hour	30 Min.	15 Min.
KTEN-TV, Ada, Okla.	\$225	\$135	\$ 90
WISE-TV, Ashville, N.C.	150	90	60
WTVM, Columbus, Ga.	450	270	180
WCBI-TV, Columbus, Miss.	100	60	40
KVIQ-TV, Eureka, Cal.	125	75	50
WZZM-TV, Grand Rapids, Mich.	1300	780	520
WKBT, La Crosse, Wis.	400	240	160
WMAZ-TV, Macon, Ga.	450	270	180
KTVO, Ottumwa, Ia.-Kirksville, Mo.	250	150	100
WAGM-TV, Presque Isle, Me.	150	90	60
KVIP-TV, Redding, Cal.	225	135	90
WSAU-TV, Wausau, Wis.	400	240	160

CANADIAN BROADCASTING CORP.

Television Network

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont. Telephone: Central 6-0311. Telex: 01-3260. P.O. Box 806.

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

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

CBC national programming is fed out over 343 transmitters of AM, FM, & short wave radio & VHF television. Of these, 113 are TV stations and their satellites, including 89 which are privately-owned and 24 maintained by the CBC. Because of the bicultural nature of the country, broadcast services are provided in English and French. There is one English-language TV network and two radio networks; in the French-language there is one TV and one radio network; there is also an FM network connecting Ottawa, Montreal, & Toronto, carrying programs in both languages and a service to Arctic communities with 6 northern radio stations and shortwave broadcasts. The program services of the three national radio networks are received by 230 transmitters, which can broadcast to 98 per cent of Canadians. This is achieved by means of 36 stations and 92 low power relay transmitters of the CBC, and 102 privately-owned stations. This is a unique feature of the Canadian system that privately-owned radio and television stations are affiliated with the publicly-owned body and assist in the vital task of distributing national program service throughout the country.

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(Continued on next page)

ONE

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CBC Network Rates and Data

CBC Network Data—(Continued)

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S. Basil Duke, *engineering services*.
H. Shane, *information service*.
G. R. E. Arthur, *program operations*.

Foreign Offices

Benoit Lafleur, *CBC representative in Paris*.
Spencer Moore, *CBC representative in London*.
J. T. Craine, *CBC representative at the United Nations*.

ENGLISH NETWORK DIVISION (Toronto)

A. K. Morrow, *director, English networks & Toronto area*.
J. D. Nixon, *director of programming*.
Michael Sadlier, *program director of TV networks*.
Bruce Raymond, *program director of radio networks*.
J. M. Kannawin, *director of radio operations*.
J. W. R. Graham, *director of television operations*.
H. R. Hilliard, *director of divisional services*.
Don MacDonald, *public relations officer*.
R. S. Bryden, *director, information services*.
G. H. Jones, *divisional engineer*.
W. H. Hogg, *chief news editor*.
J. C. McCabe, *sports director*.
Geoffrey Waddington, *director of music*.
Bernard Trotter, *supervisor of public affairs*.
F. B. Rainsberry, *supervisor of school broadcasts*.
H. Kemp, *supervisor of scripts*.
W. J. Dunlop, *supervisor of international exchange, religious & institutional broadcasts*.
Bruce F. Attridge, *supervisor of children's programs*.
R. W. McGall, *supervisor of variety*.
E. W. Ljungh, *supervisor of drama*.
R. G. Knowles, *supervisor of farm and fisheries broadcasts*.
O. C. Wilson, *manager, TV film service*.
W. C. Anderson, *supervisor of program clearance and traffic*.
J. R. Malloy, *sales director*.
Ian Ritchie, *television networks station relations*.
J. N. Mogridge, *radio networks station relations*.
W. F. Cooke, *sales manager TV*.
R. S. Joynt, *sales manager radio*.

QUEBEC AND FRENCH NETWORKS DIVISION (Montreal)

G. Lamarche, *director for Quebec region & French networks*.
Roger Rolland, *regional program director*.
Yves Vien, *director of television*.
F. Guerard, *program director, TV*.
Reynald Teasdale, *operations director of radio*.
Gatien Dandois, *divisional engineer*.
Ernest Hebert, *dir. information services & public relations*.
Maurice Valiquette, *director of sales*.
Jean St. Georges, *supervisor of station relations*.
Bruno Comeau, *supervisor of news*.
Marc Thibault, *supervisor of adult education and public affairs*.
Robert Charbonneau, *script supervisor*.
Armand Berube, *supervisor of farm & fisheries*.
J. M. Beaudoin, *supervisor of TV film service*.
R. David, *supervisor of religious broadcasts*.
Roy Royal, *supervisor of music*.
F. Dore, *supervisor of children's programs*.

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Reynald Teasdale, *director of radio operations (Montreal)*.
J. M. Kannawin, *director of English radio operations (Toronto)*.
L. G. Wilson, *network program officer radio F.M.*
L. B. McIlhagga, *director of radio (Prairie Region)*.
S. H. Dale, *radio presentation officer (Ottawa area)*.
R. G. Harlow, *director of radio (British Columbia Region)*.
F. G. Cooke, *director of radio (Maritime Region)*.
R. G. O'Brien, *presentation officer (Newfoundland Region)*.
C. R. Delafeld, *director of international service (Montreal)*.

CBC Radio

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

Also operates 92 low-power relay radio stations.

ENGINEERING DEPARTMENT (Montreal)

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

CBC REGIONAL OFFICES

NEWFOUNDLAND REGION: T. A. Bldg., St. John's—W. F. Galgay, *director (for the Province of Newfoundland)*; H. A. Bishop, *supv. of engineering services*; R. G. O'Brien, *presentation officer*.

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

MARITIME REGION: United Services Bldg., 100 Sackville St., Halifax—S. R. Kennedy, *director (for the Maritime Provinces)*; H. K. Urbach, *regional engineer*; G. F. Brickenden, *regional program director*; J. Simonsen, *director of TV*; D. H. Orr, *supervisor of information services*; A. L. Redden, *sales representative*.

CBHT, Halifax: 70 Bell Rd.; C. F. MacCaull, *program director*.
Also satellite transmitters at Shelburne, Yarmouth & Liverpool.

CBAFT (French), Moncton, N.B.: Nil D'Entremont, *supervisor of technical operations*; Paul E. Carriere, *station mgr.*

QUEBEC DIVISION: 1425 Dorchester St., Montreal—Gerard Lamarche, *director (for the Province of Quebec and French Networks)*; Roger Rolland, *program director*; G. Dandois, *divisional engineer*; Yves Vien, *director of TV*; Reynald Teasdale, *director of radio*; Ernest Hebert, *supervisor of information services*; Jean St. Georges, *supervisor of station relations*; M. Valiquette, *director of sales*.

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

ONTARIO DIVISION: 354 Jarvis St., Toronto—A. K. Morrow, *director of English Networks & Toronto area*; G. H. Jones, *divisional engineer*; J. W. R. Graham, *director of TV operations*; J. M. Kannawin, *director of radio operations*; H. R. Hilliard, *director of divisional services*; Don MacDonald, *public relations officer*; R. S. Bryden, *director, information services*; M. Sadlier, *program director, television*.

CBLT, Toronto: 354 Jarvis St. (zone 5); J. Lant, *manager*; R. Horton, *technical director*.
Also satellite transmitter at Kenora, Ont.

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

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

PRAIRIE REGION: 541 Portage Ave., Winnipeg, Man.—J. R. Finlay, *director for the Prairie Provinces*; D. E. Cameron, *regional program director*; R. D. Cahoon, *regional engineer*; W. Carpentier, *director of TV*; L. S. McIlhagga, *director of radio*; D. H. O'Neill, *supervisor of information services*; G. D. Thompson, *regional sales manager*; J. D. Lusher, *public relations officer*.

CBWT, Winnipeg: 541 Portage Ave.; O. MacPherson, *program director*; H. C. Heywood, *technical director*.

CBWFT (French), Winnipeg: 541 Portage Ave.; Leo Remillard, *program director*; H. C. Heywood, *technical director*.

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

BRITISH COLUMBIA REGION: 701 Hornby St., Vancouver, B.C.—K. P. Cagle, *director for the Province of British Columbia*; M. L. Munro, *regional program director*; Hugh Palmer, *director of TV*; R. G. Harlow, *director of radio*; F. B. C. Hilton, *regional engineer*; R. Jessup, *supervisor of information services*; K. Buhr, *regional sales manager*.

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

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

FOREIGN OFFICES

United Nations: New York. J. T. Craine, *CBC representative*.

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

European Office: Hotel Napoleon, 38 Ave. Friedland, Paris 8e, France. Benoit Lafleur, *CBC representative*.

CBC NETWORK RATES—RATE CARD NO. 18, July 1, 1962
(Consult network for Discounts, Specifications, Charges, etc.)

Class A—6-11 p.m. Mon.-Sat., 5-11 p.m. Sun. (gross rates as listed below). Class B—5-6 p.m. Mon.-Fri., 1-6 p.m. Sat., 1-5 p.m. Sun., 11 p.m.-sign off daily (75% of gross rates). Class C—Sign-on-1 p.m., Sat. & Sun. (75% of gross rates). Class D—Sign-on-5 p.m., Mon.-Fri. (40% of gross rates). Rates for periods less than 1 hour: 80% for 45 min., 60% for 30 min., 50% for 20 min., 40% for 15 min., 35% for 10 min., 30% for 5 min.

CBC TELEVISION NETWORK—(English)

Station	ATLANTIC REGION		
	Hour	30 Min.	15 Min.
CJON-TV, St. John's Nfld. [with satellite CJOX-TV, Argentia]	\$255.00	\$153.00	\$102.00
CBYT, Corner Brook, Nfld.	75.00	45.00	30.00
CFCY-TV, Charlottetown, P.E.I. [with satellite in New Glasgow, N.S.]	235.00	141.00	94.00
CBHT, Halifax, N.S. [with satellites CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth]	350.00	210.00	140.00

CTV TELEVISION NETWORK LTD.

Executive Offices: 42 Charles St. E., Toronto 5, Canada. Telephone: Walnut 4-5454. Telex 02-2678. Montreal: Suite 200, 1420 Sherbrooke St. W. New York: 531 Fifth Ave., N.Y.C. (CTV Television Network Inc.). Telephone: TV 7-0190. Telex 01-2281.
 Studios: Available through affiliated stations.
 Corporate Structure: Private company, licensed by the BBG to operate a privately-owned television network. All affiliated stations are shareholders, together with 40 businessmen.

BOARD OF DIRECTORS

Spencer W. Caldwell	E. Finlay MacDonald
Gordon F. Keeble	R. K. Martin
Kenneth B. Andras	William F. McLean
John Bassett	Lloyd E. Moffat
Floyd S. Chalmers	D. M. Pringle
Sydney Hermant	

PRINCIPAL OFFICERS

Spencer W. Caldwell, *president*
 Gordon F. Keeble, *executive vice president*
 Glen Mackay, *vice president & regional manager*
 Thomas B. J. Atkins, *sales manager*
 Douglas E. Mackinnon, *sales service manager*
 Michael Hind-Smith, *national program director*
 Arthur B. Weinthal, *executive producer*
 Peter MacFarlane, *executive producer*
 Oliver Babirad, *production manager*
 Stanley S. Wilson, *manager, network operations*
 Dorene Shanahan, *microwave traffic*
 Richard P. Morgan, *director of business & legal affairs*
 E. H. Hausmann, *director of advertising*
 A. F. A. Coyne, *director of public relations*
 Pelham Bell-Smith, *comptroller*
 James B. Lavis, *legal assistant*
 S. Ramsay Lees, *air promotion manager*

CTV RATES—RATE CARD NO. 2

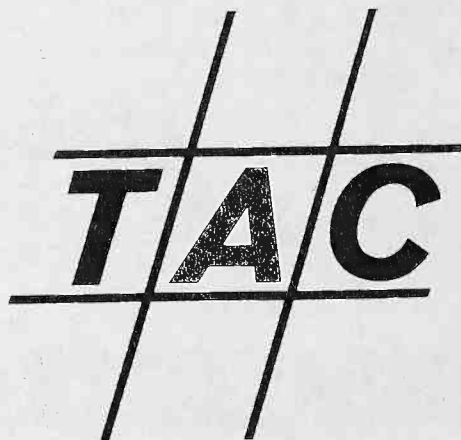
April 1, 1962

(Consult Network for Discounts, Specifications, etc.)

Note: Rates which follow are applicable in prime time hours, and are subject to agency commission and frequency and annual continuity discounts where earned. Daytime rates approximately 50% of charges shown. Rates should be used only as an estimate of costs, subject to change.

Station	Hour	30 Min.	15 Min.
CFCN-TV, Calgary, Alta.	\$ 420.00	\$252.00	\$168.00
CFRN-TV, Edmonton, Alta.	535.00	321.00	214.00
CJCH-TV, Halifax, N.S.	400.00	240.00	160.00
CFCF-TV, Montreal, Que.	1150.00	700.00	460.00
CJOH-TV, Ottawa, Ont.	570.00	345.00	230.00
CFTO-TV, Toronto, Ont.	1400.00	800.00	600.00
CHAN-TV, Vancouver, B.C.	650.00	410.00	360.00
CJAY-TV, Winnipeg, Man.	550.00	330.00	220.00

Other Canadian TV stations may be made available under CTV Extended Market Plan.



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 Broadcasters for Broadcasters

TRANS-LUX TELEVISION CORPORATION

NEW YORK . . . CHICAGO . . . HOLLYWOOD

Station	Hour	30 Min.	15 Min.
CJCB-TV, Sydney, N.S. [with satellites CJCB-TV-1, Inverness; CFXU-TV, Antigonish]	270.00	162.00	108.00
CKCW-TV, Moncton, N.B. [with satellites CKAM-TV, Campbellton; Newcastle & Upsalquitch Lake, N.B.]	345.00	207.00	138.00
CHSJ-TV, Saint John, N.B. [with satellite in Bon Accord, N.B.]	365.00	219.00	146.00

MID-EASTERN REGION

Station	Hour	30 Min.	15 Min.
CBLT, Toronto, Ont.	\$1,250.00	\$750.00	\$500.00
CHEX-TV, Peterboro, Ont.	300.00	180.00	120.00
CKWS-TV, Kingston, Ont.	360.00	216.00	144.00
CBOT, Ottawa, Ont.	520.00	312.00	208.00
CBMT, Montreal, P.Q.	950.00	570.00	380.00
CHCH-TV, Hamilton, Ont.	660.00	396.00	264.00
CKCO-TV, Kitchener, Ont.	550.00	330.00	220.00
CFPL-TV, London, Ont.	540.00	324.00	216.00
CKNX-TV, Wingham, Ont.	260.00	156.00	104.00
CKLW-TV, Windsor, Ont.	480.00	288.00	192.00
CKVR-TV, Barrie, Ont.	400.00	240.00	160.00
CKGN-TV, North Bay, Ont. [with satellite in Parry Sound]	185.00	111.00	74.00
CKSO-TV, Sudbury, Ont. [with satellite in Elliot Lake]	275.00	165.00	110.00
CFCL-TV, Timmins, Ont. [with satellites in Kapuskasing and Kearns, Ont.]	255.00	153.00	102.00
CJIC-TV, Sault Ste. Marie, Ont.	175.00	105.00	70.00
CKPR-TV, Port Arthur, Ont.	240.00	144.00	96.00

PRAIRIE REGION

Station	Hour	30 Min.	15 Min.
CBWT, Winnipeg, Man.	\$550.00	\$330.00	\$220.00
CKX-TV, Brandon, Man.	240.00	144.00	96.00
CKCK-TV, Regina, Sask.	370.00	222.00	148.00
CFQC-TV, Saskatoon, Sask. [with satellite in Stranrau, Sask.]	365.00	219.00	146.00
CHCT-TV, Calgary, Alta.	450.00	270.00	180.00
CFRN-TV, Edmonton, Alta.	535.00	321.00	214.00
CJLH-TV, Lethbridge, Alta.	235.00	141.00	94.00

PACIFIC REGION

Station	Hour	30 Min.	15 Min.
CBUT, Vancouver, B.C.	\$680.00	\$408.00	\$272.00
CHEK-TV, Victoria, B.C.	255.00	153.00	102.00

SUPPLEMENTARY STATIONS

Station	Hour	30 Min.	15 Min.
CJCN-TV, Grand Falls, Nfld.	\$100.00	\$60.00	\$40.00
CKMI-TV, Quebec, P.Q.	150.00	90.00	60.00
CKRN-TV, Rouyn, P.Q.	175.00	105.00	70.00
CHOV-TV, Pembroke, Ont.	150.00	90.00	60.00
CHAB-TV, Moose Jaw, Sask.	195.00	117.00	78.00
CKBI-TV, Prince Albert, Sask. [with satellites in Alticane, North Battleford, Nipawin & Greenwater, Sask.]	230.00	138.00	92.00
CJFB-TV, Swift Current, Sask. [with satellites in Easteud & Val Marie, Sask.]	145.00	87.00	58.00
CKOS-TV, Yorkton, Sask. [with satellites in Baldy Mt., Man., Carlyle Lake & Wynyard, Sask.]	280.00	168.00	112.00
*CHSA-TV, Lloydminster, Sask.-Alta.	165.00	99.00	66.00
CHAT-TV, Medicine Hat, Alta. [with satellite in Pivot, Alta.]	145.00	87.00	58.00
CHCA-TV, Red Deer, Alta. [with satellites in Coronation & Banff, Alta.]	235.00	141.00	94.00
*CJDC-TV, Dawson Creek, B.C.	75.00	45.00	30.00
CFCR-TV, Kamloops, B.C. [with satellites in Ashcroft, Chase, Clinton, Lillooet, Merritt & Mt. Timothy, B.C.]	110.00	66.00	44.00
*CKPG-TV, Prince George, B.C.	75.00	45.00	30.00
CHBC-TV, Kelowna, B.C. [with satellites in Vernon, Penticton, Salmon Arm, and Oliver, B.C.]	190.00	114.00	76.00

*Non-connected station.

CBC TELEVISION NETWORK—(French)

Station	Hour	30 Min.	15 Min.
CBFT, Montreal, P.Q.	\$1,100.00	\$660.00	\$440.00
CBOFT, Ottawa, Ont.	315.00	189.00	126.00
CHLT-TV, Sherbrooke, P.Q.	490.00	294.00	196.00
CKTM-TV, Three Rivers, P.Q.	345.00	207.00	138.00
CFCM-TV, Quebec, P.Q.	545.00	327.00	218.00
CKRT-TV, Riviere Du Loup, P.Q.	75.00	45.00	30.00
CKRS-TV, Jonquiere, P.Q.	270.00	162.00	108.00
CJBR-TV, Rimouski, P.Q.	250.00	150.00	100.00
CKBL-TV, Matane, P.Q.	185.00	111.00	74.00
CKRN-TV, Rouyn, P.Q.	260.00	156.00	104.00
CHAU-TV, Carleton, P.Q.	265.00	159.00	106.00
CBAFT, Moncton, N.B.	75.00	45.00	30.00
*CBWFT, Winnipeg, Man.	75.00	45.00	30.00

SUPPLEMENTARY STATION

Station	Hour	30 Min.	15 Min.
*CFCL-TV, Timmins, Ont. [with satellites in Kapuskasing and Elk Lake, Ont.]	90.00	54.00	36.00

*Non-connected station.

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

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Spot Radio rates and data
Network rates and data

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