

# Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

SEVENTH YEAR OF PUBLICATION

This Issue \$2.50

## DATA BOOK 1955

- TV MARKETS—COUNTY BY COUNTY
- ADVERTISER EXPENDITURES
- PROGRAM COSTS • RATES

On April Fool's Day... the practical and impractical joke is the order of the day. It's customary to see how many people fall for the "wallet" with the string attached... the "hole" in the sweater... the "anonymous" telephone call. It's part of the American pattern of humor.



## It's an Old American Custom

A newer pattern — and a much more rewarding and practical one — is the humor and entertainment which America finds on its local TV program productions in these major TV markets. They bring day in, day out enjoyment to vast audiences... are a primary source of wholesome family entertainment... and provide ideal showcases for the products of major national advertisers.

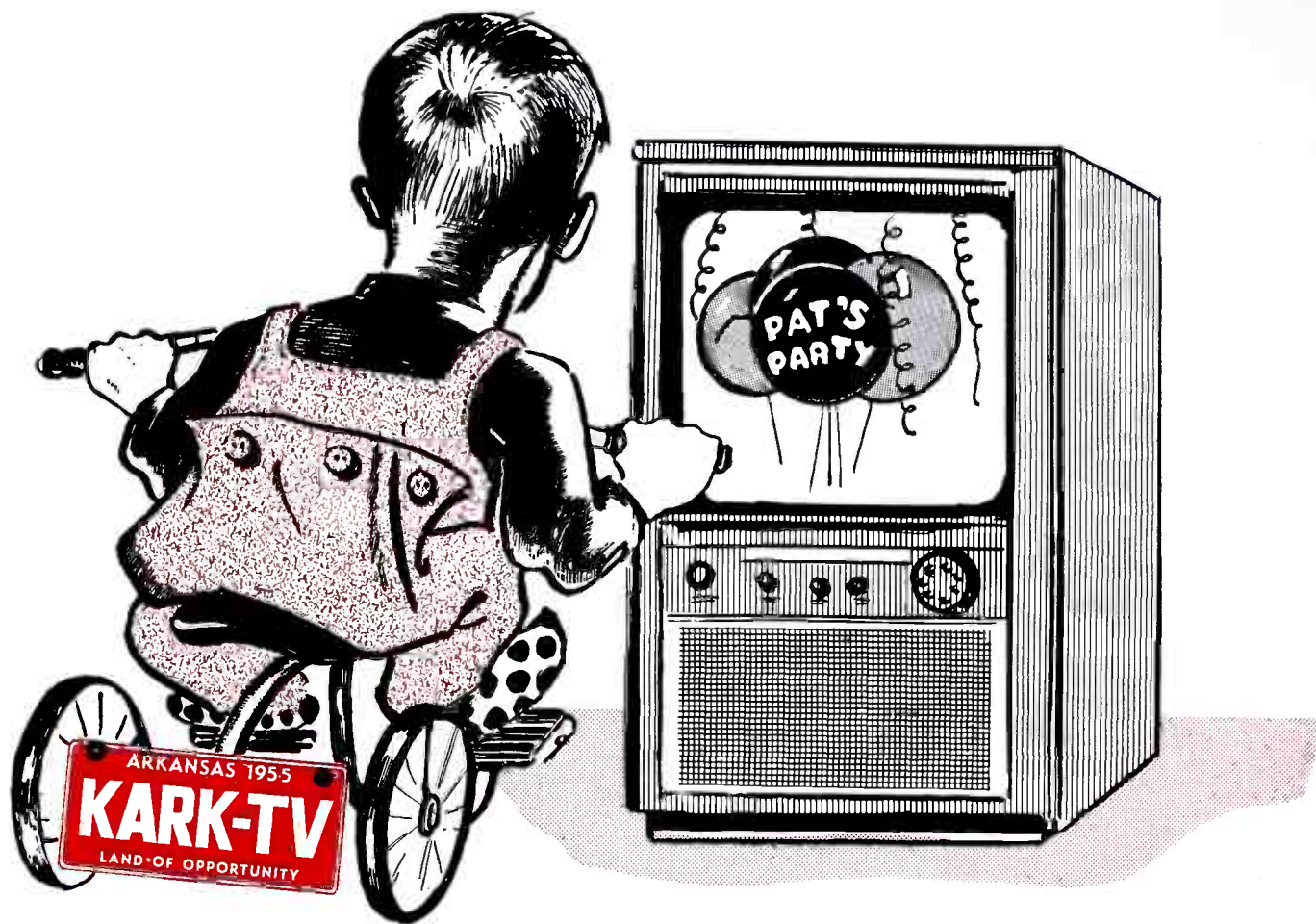
WSB-TV . . . . .	Atlanta
WBAL-TV . . . . .	Baltimore
WFAA-TV . . . . .	Dallas
KOA-TV . . . . .	Denver
WICU . . . . .	Erie
KPRC-TV . . . . .	Houston
WJIM-TV . . . . .	Lansing
KARK-TV . . . . .	Little Rock
KABC-TV . . . . .	Los Angeles
WTVW . . . . .	Milwaukee
KSTP-TV . . . . .	M'p'l's-St. Paul
WSM-TV . . . . .	Nashville
WATV . . . . .	New York
WTAR-TV . . . . .	Norfolk
KMTV . . . . .	Omaha
WTVH-TV . . . . .	Peoria
WENS . . . . .	Pittsburgh
WOAI-TV . . . . .	San Antonio
KFMB-TV . . . . .	San Diego
KGO-TV . . . . .	San Francisco
KREM-TV . . . . .	Spokane
KOTV . . . . .	Tulsa
KEDD . . . . .	Wichita

ABC Pacific Television  
Regional Network

### Edward Petry & Co., Inc.

New York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta

# kark-TV ...



## Corrals the Little Rock candy set!

**KIDDIE, KORNER, U.S.A.**—KARK-TV has captured the candy-set audience in the central Arkansas area! Results of the ARB survey of Arkansas' Pulaski County October 21-27 show that:

- A All locally produced children's shows on KARK-TV outrated competing programs in the same time period;
- B Nine out of the 10 daytime film shows on KARK-TV aimed at the children's audience held top time period ratings;
- C KARK-TV led in ratings in every quarter-hour period during the big Saturday morning children's show line-up!

Take your choice among such top-rated locally produced shows as:

**PAT'S PARTY** (5-5:15 M-F)—Everything a sponsor could wish for: loved by the kids, sanctioned by parents; unique, interest-holding production; follows Howdy Doody.

**SIX-GUN THEATRE** (5:15-5:30 M-F)—Features "Cactus," Arkansas' most popular cowboy, who visits with a group of children and shows a western film daily.

**TEEN TIME JAMBOREE** (3-4 Saturday)—A talent show, emceed by Cactus, spotlighting children from all over Arkansas—teens and all ages.

**ANIMAL FARE** (11:15 - 11:30 Saturday). — Features Lucille Babcock, her mascot Weegie, and a pet lost and found. Children and their pets are guests.

**NBC**

SEE YOUR  
PETRY  
MAN TODAY



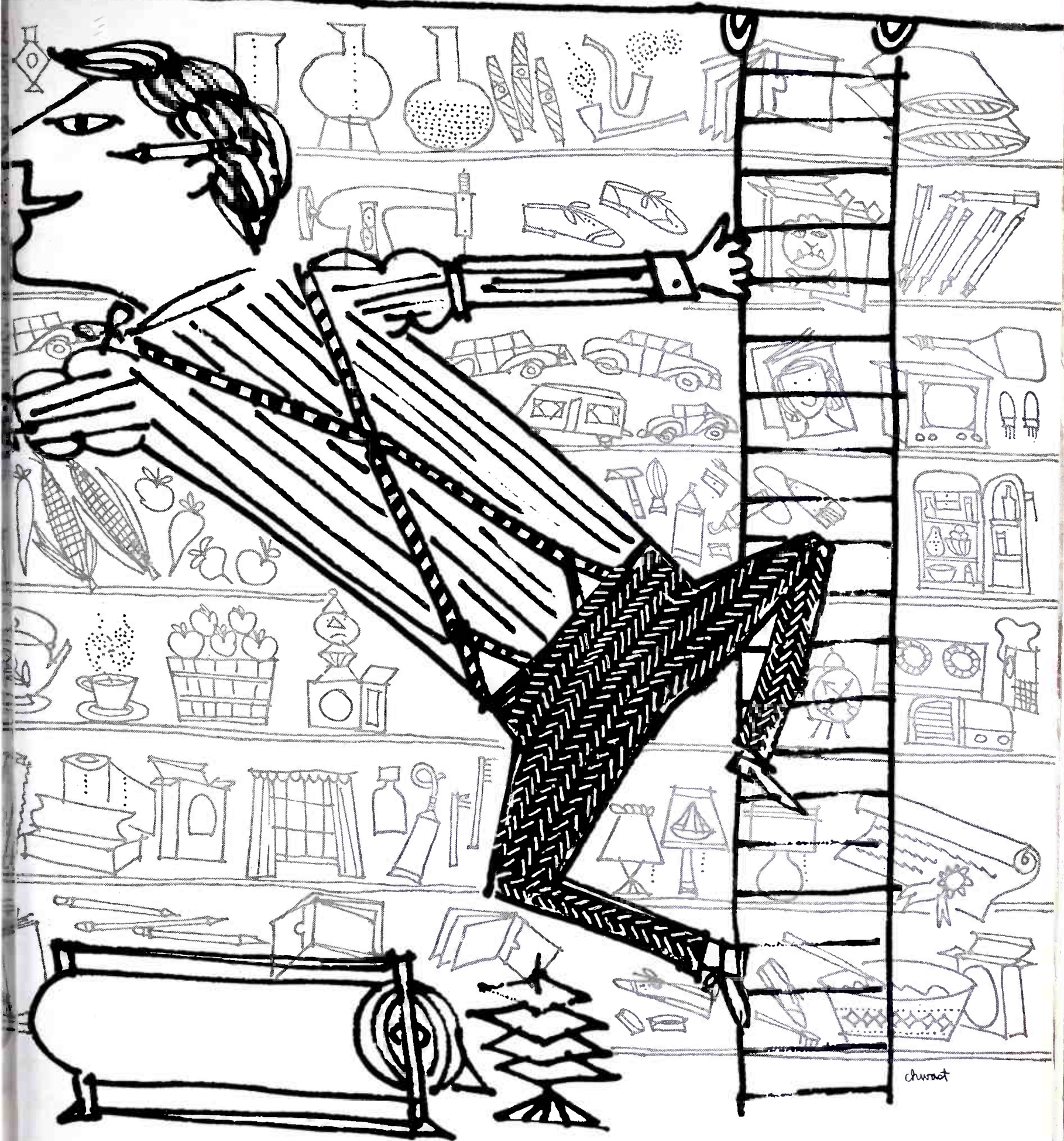
# KARK-TV

Channel 4

LITTLE ROCK, ARKANSAS







Why is NBC the best-stocked showcase for products in all television?

Because of the excitement of pioneer programming, the vitality and the exuberance of the 90-minute Color Spectaculars . . . because of the advertising flexibility of NBC's great participation shows, TODAY, HOME and TONIGHT . . . because of the total effect of NBC leadership.


More advertisers keep coming to NBC because they find that the products they display there move faster off retail shelves.

And what pays off for other smart advertisers will pay off for you.

EXCITING THINGS ARE HAPPENING ON

**NBC**

**TELEVISION**

a service of 

**W**

**J**

**I**

**M**

**BAY CITY**

**T**

**V**

**CHANNEL  
6**

**FLINT**

**LANSING**

**JACKSON**

**GRAND  
RAPIDS**

**BATTLE  
CREEK**

**SAGINAW**

**Coverage that Counts!**

*7 major Michigan markets  
for NBC, CBS and ABC*

**Now 100,000 watts!**

Edward Petry & Co., Inc.

# TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume XII, Number 3, March, 1955

## DATA BOOK 1955

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**WEYMOUTH SYMMES Paris & Peart says . . .**

**"I Need Facts!**  
 ... about the market  
 ... the audience  
 ... the ratings  
**WNHC-TV has all 3.**  
 I have always picked WNHC-TV to cover the Hartford-New Haven areas. The signal dominates the entire market, the achieved results have consistently proved my station selection."

**Compare these facts!**  
 15 County Service Area  
 Population 3,484,400\*  
 Households 1,006,410\*  
 TV Homes 899,957\*\*

Sources:  
 \* '54 SRDS Consumer Markets  
 \*\* CBS-Nielson 1953—updated with RETMA Set Sales 10/31/54

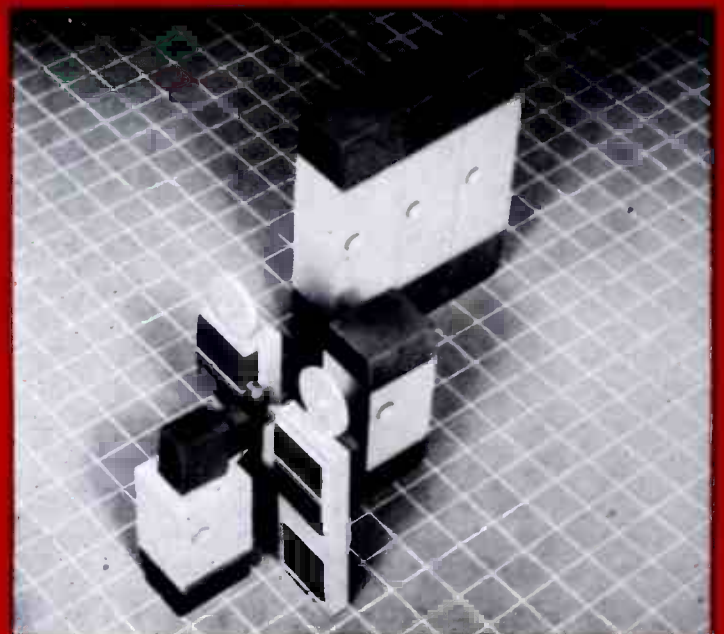
**See Your KATZ Man**  
 Serving Hartford & New Haven areas

# OWNHC-TV

# Install the PHILCO



◀ This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

**CineScanner**—superior for monochrome  
... the only practical method for color

PHILCO CORPORATION



# CineScanner

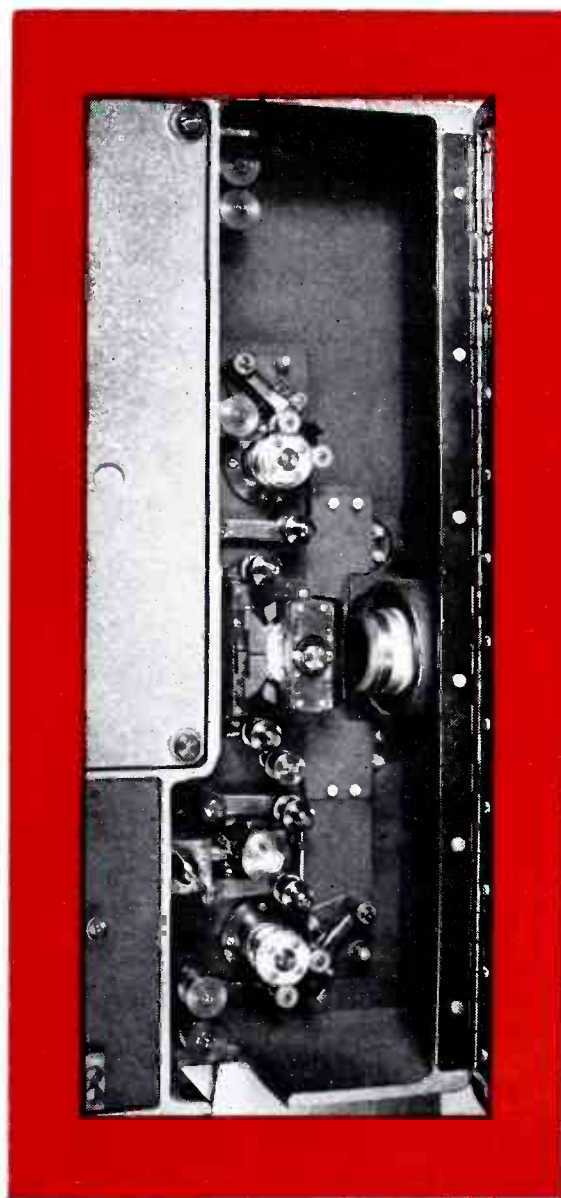
and enjoy modern film telecasting!

- Smooth, Silent Operation — No Flutter
- Preview of all Program Sources
- Color and Monochrome, 16MM and 35MM Models

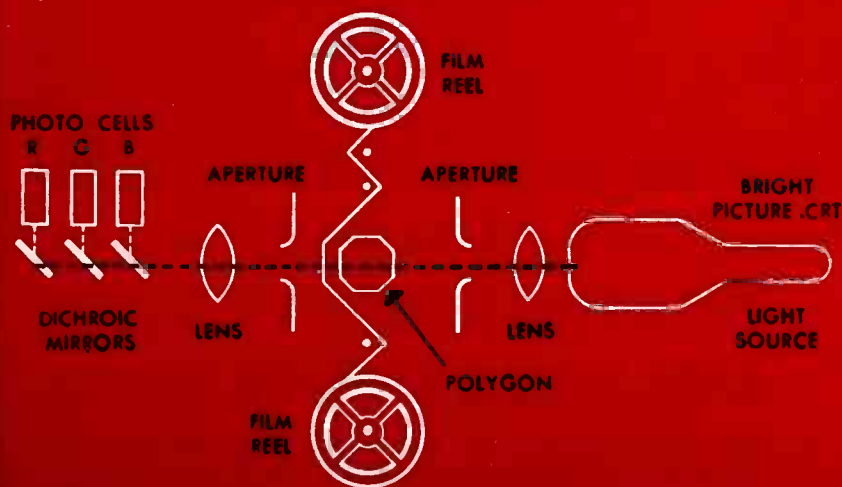
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—in *monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.



GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario



**It's Easy When**

**You Know How!**

**MEREDITH**  
*Radio and*  
*Television*  
**STATIONS**

**KANSAS CITY: KCMO Radio & KCMO-TV** The Katz Agency  
**SYRACUSE: WHEN Radio & WHEN-TV** The Katz Agency  
**PHOENIX: KPHO Radio & KPHO-TV** The Katz Agency  
**OMAHA: WOW Radio & WOW-TV** John Blair & Co. and Blair-TV

Affiliated With **Better Homes** and **Successful Farming** Magazines  
 and Gardens

# Television Magazine's DATA BOOK 1955

Analyzing the vital statistics of the industry: advertising expenditures . . . county-by-county coverage . . . network time and program costs . . . market data correlated to TV signal area . . . set circulation . . . local and spot billings . . . local programming

**T**HE year 1954 saw television riding the crest of one of the biggest booms in its history. And as the current season heads into the homestretch, there is no indication that the pace will slacken in the near future.

Probably the biggest story of the year was the highly touted launching of the spectaculars. Yet, in a year marked by the super-show and the giant price tag, the

low-budget advertiser got a better break than ever before, with a growing assortment of magazine shows to choose from.

A comparison of the figures in this edition of the *Data Book* with parallel reports in the 1952, 1953, and 1954 editions clearly illustrates the phenomenal strides the medium has made.

By the end of 1954, total TV circulation had reached 33,292,200,

up 24 per cent from the previous year's end. And the opening of 60 new outlets and 34 new markets granted temporary relief to those suffering from saturation-point jitters. The count rose from 352 stations in 209 markets at the start of 1954 to 412 stations in 243 markets at its close. As of April 1, there will be approximately 420 stations on the air in 248 markets.

(continued on page 12)

## THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and production expenditures

Company	1954		1953		1952		1951	
	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure	Rank	Expenditure
Procter & Gamble	1	\$31,025,000	1	\$21,300,000	1	\$20,574,000	1	\$12,205,000
Colgate-Palmolive-Peet	2	19,485,000	2	16,260,000	2	12,464,000	4	6,831,000
General Motors	3	18,480,000	4	12,880,000	7	9,044,000		
R. J. Reynolds	4	17,810,000	3	13,275,500	4	11,481,000	3	7,586,000
Gillette	5	17,190,000	7	11,000,000	9	7,286,000		
General Foods	6	16,450,000	6	11,432,000	3	11,870,500	2	12,111,000
American Tobacco	7	15,700,000	5	12,246,500	6	10,693,000	6	6,371,000
General Electric	8	13,800,000	10	8,958,000				
Chrysler	9	12,730,000						
General Mills	10	12,545,000					10	4,087,000
Lever Brothers			9	10,763,000	5	11,130,500	8	4,974,000
P. Lorillard							9	4,784,000
Ford Motor					10	7,091,000	5	6,752,000
Liggett & Myers			8	10,777,000	8	7,402,500	7	5,942,000

# **KDKA-TV**

**CHANNEL 2**

in Pittsburgh, the nation's 8th market. 1,134,110 TV homes. Retail sales over \$5 billion. Western Pennsylvania's pioneer TV station.

# **WPTZ**

**CHANNEL 3**

in Philadelphia, the nation's 3rd market. 1,947,322 TV homes. Retail sales over \$6½ billion. Eastern Pennsylvania's pioneer TV station.

**WBC**

**NO. 1 BUY  
IN  
TELEVISION**

**KPIX**  
CHANNEL 5

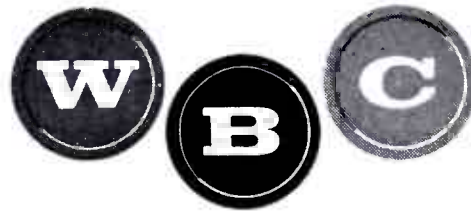
in San Francisco, the nation's  
7th market. 1,059,055 TV  
homes. Retail sales over \$5  
billion. Northern California's  
pioneer TV station.

**WBZ-TV**  
CHANNEL 4

in Boston, the nation's 6th  
market. 1,267,223 TV homes.  
Retail sales over \$6 billion.  
New England's pioneer TV  
station.

**YOUR NATIONAL SPOT CAMPAIGN  
IS NOT COMPLETE WITHOUT THE  
WESTINGHOUSE STATIONS.**

WBC's magic numbers work sales magic for advertisers. Maximum power, low channel numbers mean better coverage. Big and growing numbers of TV homes mean huge markets. And they're rich markets . . . as you can see from the figures in the big numbers. So let WBC's magic numbers work their sales magic for *you*. Start by dialing the number of your nearest WBC television station for availabilities. Or, call Eldon Campbell, WBC's National Sales Manager. His number is PLaza 1-2700, New York City.

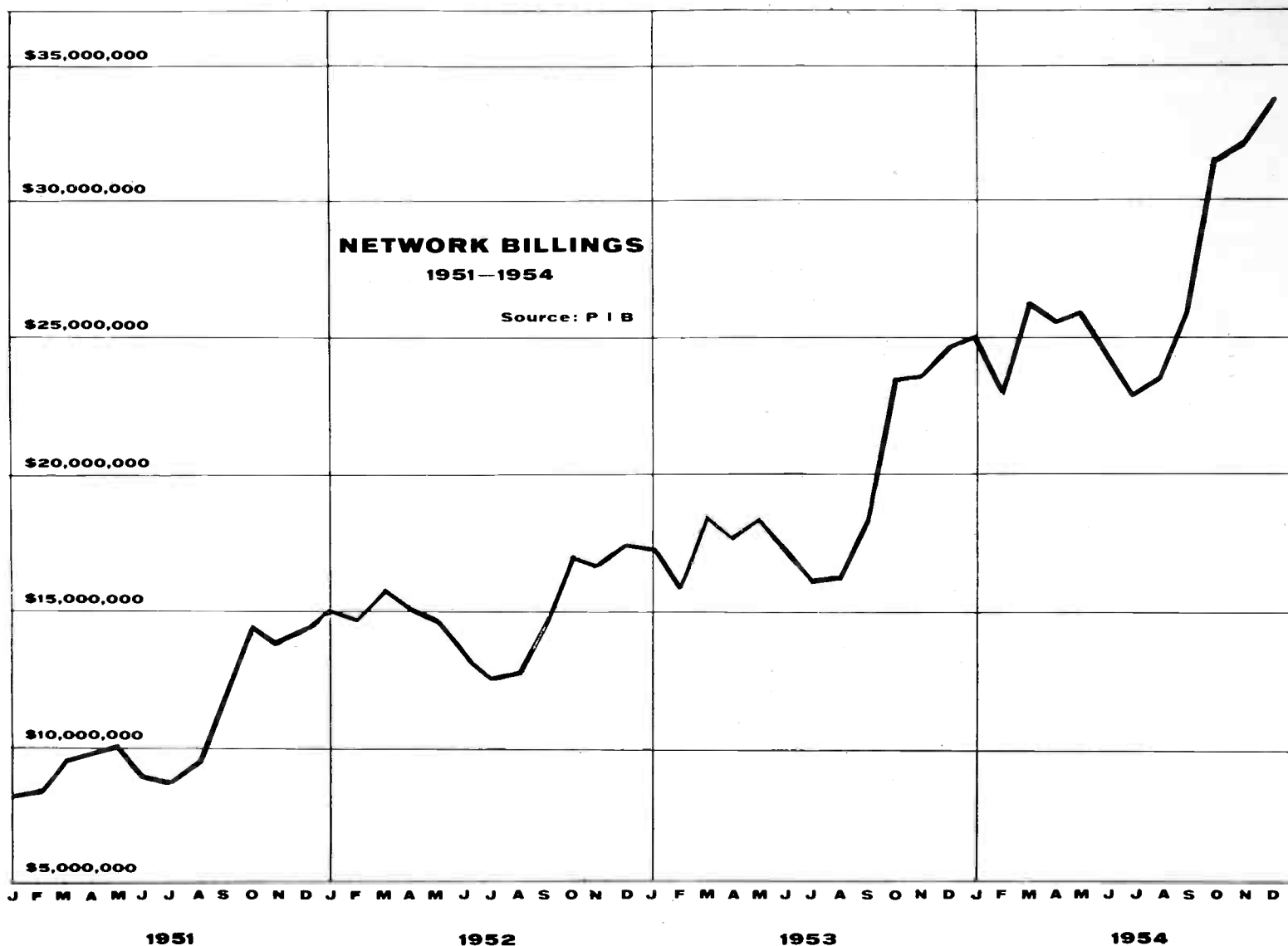


**WESTINGHOUSE  
BROADCASTING COMPANY,  
INC.**

**WBZ + WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia;  
KDKA • KDKA-TV, Pittsburgh; WOWO, Fort Wayne;  
KEX, Portland; KPIX, San Francisco**

KPIX represented by THE KATZ AGENCY, INC.  
WBC National Representatives—FREE & PETERS, INC.

# Advertisers paid \$320,154,274 for network time in 1954



Network and spot investments continued their upward curves. A total of 2,438 national and regional spot advertisers are listed in the Rorabaugh Report for the last quarter of 1954 (232 stations reporting). Of course, the total number of spot advertisers tells only part of the story; it fails to reflect the greatly increased dollar expenditures of many of the individual companies.

### P & G top network and spot spender

Gross network billings climbed to \$320,154,274 in 1954, representing a 40.7 per cent jump over the 1953 total. Percentagewise, this increase was a mere hairline below the record gain (41.3 per cent) scored in 1952, the year of the thaw. In 1953, billings rose only 25.9 per cent.

More than 325 advertisers used the networks last year and their program expenditures added many millions to their time tab.

### 25 Top Spot TV Advertisers

Advertiser	No. of Schedules	No. of Markets*
Procter & Gamble	24	491
Brown & Williamson	6	422
National Biscuit	10	262
General Motors	11	228
Colgate-Palmolive-Peet	19	205
R. J. Reynolds	5	197
General Foods	18	191
Ford Motor Company	6	184
Bulova Watch	1	168
Miles Laboratories	3	162
National Carbon	3	156
Block Drug	11	139
Grove Laboratories	3	131
E. I. du Pont	5	128
Chrysler Corporation	5	127
Carter Products	11	123
Anahist	3	117
Vick Chemical	11	115
B. T. Babbitt	3	110
Peter Paul	3	103
Chesebrough Manufacturing	3	101
Northern Paper Mills	7	96
Maybelline	1	93
Borden Company	12	91
J. A. Folger	3	88

\* Total of all markets in all schedules. E.g., one schedule is placed in 20 markets, another in 40; it counts as two schedules, 60 markets.

Source: Rorabaugh Report, 4th Quarter, 1954

Once again, Procter and Gamble footed the highest network TV bill. P&G's estimated 1954 outlay of \$31,025,000 was 45 per cent over its 1953 investment. Together, the ten largest network advertisers (see chart on page 9) spent a time-plus-program total of \$175,305,000 last year, 36 per cent more than in 1953 (\$128,892,000).

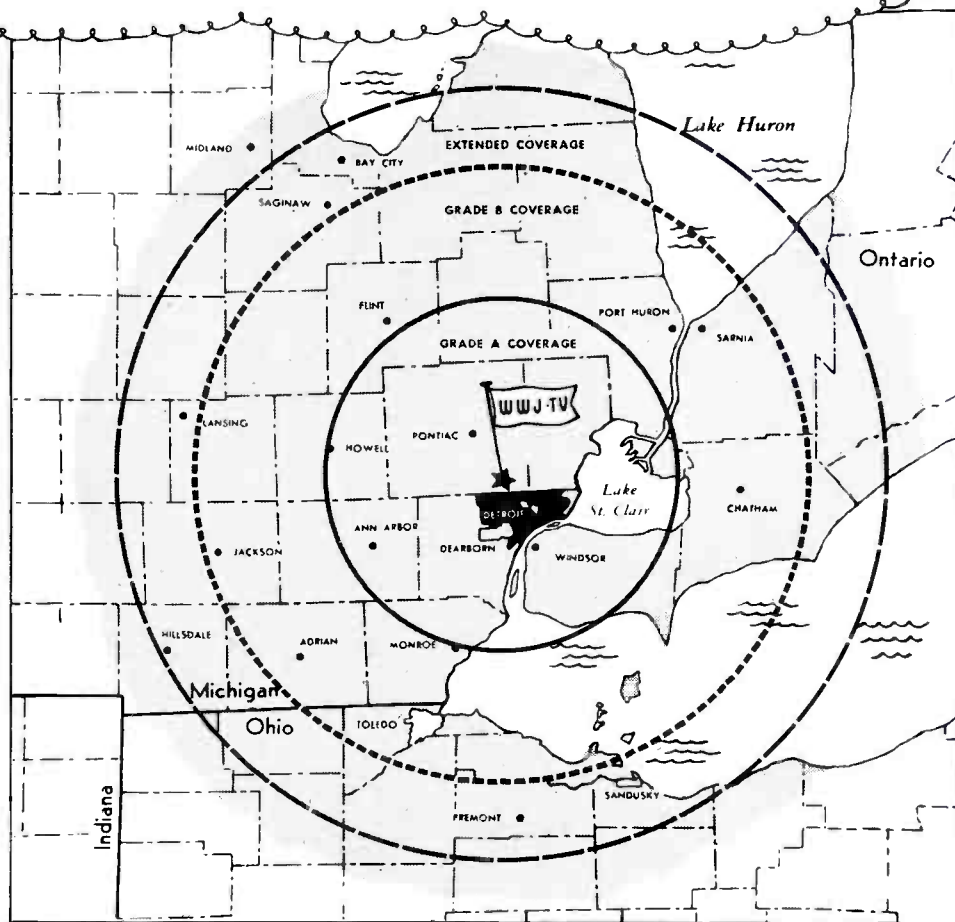
General Motors and Gillette, neither of which was among the top ten in 1951, rose to third and fifth place on the list in 1954. General Motors' 1954 network budget was 34.2 per cent ahead of the previous year's, while Gillette's was up 28 per cent.

### Rise in TV's share of media \$\$\$

In 1954, gross network time represented 28.2 per cent of all time and space expenditures in PIB-measured media (network radio and TV, newspaper supple-

(continued on page 14)

# WWJ-TV's tallest tower- MAXIMUM power mean EXTRA coverage . . .



## WWJ-TV COVERAGE AREA

Population—1954	5,988,000
Families—1954	1,725,800
Television Sets (Sept. 1954)	1,466,000

By every measuring rule, WWJ-TV is your best TV buy in a market where family income is the highest in the nation. With the tallest tower . . . with maximum power . . . with the greatest audience loyalty . . . WWJ-TV can do the most effective, most far-reaching selling job for YOUR product. See your Hollingbery man for availabilities.

*In Detroit . . .*

*You Sell More  
on channel*

# 4

# WWJ-TV

NBC Television Network  
DETROIT  
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS  
• National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

## Network program structure & new market concept favor TV advertiser

ments, and magazines). Corresponding figures for 1953 and 1952: 21.4 and 18.8 per cent.

The "Advertiser Expenditures" section of this edition of the *Data Book* (see page 29) gives a detailed breakdown of time and program expenditures for each network advertiser, listing program(s) used, product(s) advertised, agency placing the business, network, number of stations used as of the last month of telecast, gross time and production costs, total number of telecasts during the year.

### Shared sponsorship on increase

Despite the fact that production expenses in general continued to climb, growing acceptance of the alternate-week, shared-sponsorship, and participation concepts brought network TV costs down for many advertisers.

Price tags on some established shows went up. *Armstrong Circle Theatre*, in the \$17,000 bracket last year, went up to \$20,000. *Dragnet* jumped from \$32,000 to \$35,000; *I Love Lucy*, from \$40,000 to \$45,000; the *Buick-Berle Show*, from \$75,000 to \$90,000.

With a few exceptions, situation comedies cost \$30,000-\$35,000. Hour-long dramas, previously in the \$30,000-\$35,000 range, edged up toward \$40,000; in some cases, they hit that figure. The soap-opera tab grew from \$2,000 to \$2,500, with some exceptions.

### Set ownership status

Circulation in the older markets continued to increase in 1954, though some of the long-established outlets appear to be approaching maximum saturation. In the case of new markets, most signed on with some circulation already built up by outside stations.

The UHF picture is spotty. In some areas, conversion is well over the 90 per cent mark, and the UHF stations seem firmly established. In others, lack of network affiliation or the availability of multiple VHF signals from other cities has proved a major obstacle to conversion. In general, the outlook for a UHF station in an established VHF market is not bright, unless the station is buttressed by network ownership or affiliation.

TELEVISION Magazine's exclusive full-market coverage report (see page 127) defines the "duplicated" coverage area for each TV market and lists each county reached via that market. Essential market data—population, families, retail sales, food sales, drug sales, and Effective Buying Income—are correlated for each TV market.

The full-coverage areas include counties receiving signals from more than one market, hence these statistics differ considerably from network figures, which report unduplicated circulation. The latter show network coverage, whereas TELEVISION Magazine's circulation estimates are prepared for use in spot buying.

For a detailed explanation of how TELEVISION Magazine develops these figures, see the "Circulation Report for March" (page 102).

### New concept in defining markets

Since a television station generally covers a much wider area than the standard metropolitan county area, it is unrealistic for an advertiser to base a TV campaign on the conventional market concept.

Featured in this issue is a complete listing of all TV areas as of January 1, comparing market data for each in terms of both TV-market and standard-metropolitan-county definitions (see page 79).

Some of the differences are startling. Charlotte, for example, ranks 101st in families as a metropolitan county area. As a TV market, however, it ranks 19th, with 712,500 families.

The Binghamton standard market area has an Effective Buying Income of \$324,061,000; its TV coverage area has an E.B.I. of \$2,166,026,000. Knoxville's retail sales add up to \$330,440,000 under the standard definition, but as a TV market, Knoxville boasts retail sales of \$1,123,606,000.

### Billings on the local level

A special survey of TV on the local level made for this edition of the *Data Book* (see page 101) shows that appliance and set dealers, automobile dealers, and dairies rank, in that order, as the three main sources of local billings. Local advertisers spend most of their TV money on announce-

ments, with full program sponsorship and participations running second and third.

National and regional spot (see page 99) continue to account for a high percentage of station revenue.

Foods and food products lead the list of spot spenders, accounting for an average of 22 per cent of spot billings, according to this survey.

Thirty per cent of the stations reporting cited an advertiser in the "beer and wine" category as their largest individual advertiser. "Food and food products" and "soap and detergents" tied for second place in number of mentions here, each polling 18.5 per cent.

### Local station rates

The analysis of the relationship between circulation and rates (see page 95) indicates that, despite almost universal increases in individual station rates, the average rates for markets grouped by size of circulation decreased in all but two instances. The fact that many stations' rates have not kept pace with their increased circulation appears to be responsible for this phenomenon.

As of January 1, 1955, there were 172 markets with 50,000 or more sets. The average Class A hour rate for those in the 500,000-1,000,000-set range is \$1,101, as compared with \$1,136 in 1954. For those with over 1,000,000 sets, however, the January, 1955, Class A hour averaged \$2,214, versus \$1,940 for the markets of that size in 1954.

The "Spot Rate Estimator" (page 91) is designed as a ready reference to the highest current Class A time charges in each market with a television station operating commercially as of January 1, 1955. Time segments covered range from ID's to hours.

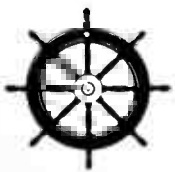
### Sources of data

All population and sales figures are derived from *Sales Management's* "Survey of Buying Power" and have been used with special permission. Further reproduction is forbidden. Advertisers' time costs are from Publishers Information Bureau; production costs, circulation figures, and market data correlated for TV coverage, TELEVISION Magazine.





**ON-TARGET TELEVISION**



**KUDNER AGENCY, INC.**

**NEW YORK DETROIT WASHINGTON SAN FRANCISCO**

# PRODUCTION COSTS

The per-telecast cost—exclusive of time and commercials—of network shows on during 1954

OVER 325 advertisers used network television during 1954. Many spent as much for program production as they did for time. Some bought hour shows for \$45,000; some poured more than that into half-hour vehicles; others invested \$100,000 and more in the "spectaculars." More than 200 bought segments of network "magazines," paying program costs ranging from \$500 to \$2,450 for a participation in *Today*, *Home, Tonight*, or *The Morning Show*.

The costs on these pages represent TELEVISION Magazine's exclusive estimates of what the advertiser paid for his program. Agency commission is included;

cost of producing commercials is not.

This listing covers all programs which were regularly scheduled on the networks during 1954 and which were still on the air at the time this book went to press. Those advertisers and networks who were last connected with the show during 1954 are listed.

In every case, the figures were double-checked with the agency or advertiser involved.

**Key:** F—film; A—alternating; S—shares sponsorship with other advertisers; R—regional sponsor only; †—simulcast, AM & TV included.

Program	Network	Advertiser	Per Telecast Program Cost
Abbott & Costello (F)	CBS	Campbell Soup	\$9,000
Adventures of Ozzie & Harriet (F)	ABC	Hotpoint (A)	34,000
		Lambert (A)	34,000
All About Baby	DuM	Swift	2,000
Art Linkletter's House Party (per ¼ hours)	CBS	Hawaiian Pineapple (S)	4,500
		Kellogg (S)	4,500
		Lever Brothers (S)	4,500
		Pillsbury (S)	4,500
Arthur Godfrey & His Friends (per ½ hours)	CBS	General Motors (S&A)	35,000
		Pillsbury (S&A)	35,000
		Toni (S)	35,000
Arthur Godfrey's Talent Scouts	CBS	Thomas J. Lipton	†27,500
Arthur Godfrey Time (per ¼ hours)	CBS	Multi-sponsor	†4,000
Barker Bill's Cartoons (F)	CBS	General Mills	4,000
Beat the Clock	CBS	Sylvania	15,000
The Best of Broadway (every 4th week)	CBS	Westinghouse	100,000
The Big Payoff	CBS	Colgate-Palmolive	4,500
The Big Story	NBC	American Tobacco (A)	22,500
		Simoniz (A)	22,500
The Big Top	CBS	National Dairy	15,000
Big Town (F)	NBC	A.C. Spark Plug (A)	25,000
		Lever Brothers (A)	25,000
Blue Ribbon Bouts	CBS	Pabst Brewing	25,000
Bob Crosby (per ¼ hours)	CBS	Multi-sponsor	3,500
Bob Hope Show	NBC	General Foods	125,000
Breakfast Club (per ¼ hours)	ABC	Philco (S)	2,500
		Quaker Oats (S)	2,500
Break the Bank	ABC	Dodge	17,500
The Brighter Day	CBS	Procter & Gamble	2,500
Buick Berle Show	NBC	Buick	90,000
Burns & Allen (F)	CBS	Carnation (A)	32,000
		Goodrich (A)	32,000
Caesar's Hour (per 20 minutes)	NBC	American Chicle (S)	31,000
		RCA (S)	31,000
		Speidel (S)	31,000
Camel News Caravan	NBC	R. J. Reynolds	6,500
Captain Hartz & His Pets	NBC	Hartz Mountain Products	3,000
Captain Video	DuM	Johnson Candy	5,000
Captain Midnight (F)	CBS	General Mills (A)	10,000
		Wander Company (A)	10,000
Cavalcade of America (F)	ABC	DuPont	35,000
Cavalcade of Sports	NBC	Gillette	25,000
Chance of a Lifetime	DuM	Emerson Drug (A)	10,500
		Lentheric (A)	10,500
Chronoscope	CBS	Longines	4,500

Program	Network	Advertiser	Per Telecast Program Cost
Circle Theatre	NBC	Armstrong Cork	20,000 *
Climax	CBS	Chrysler	45,000
Coke Time	NBC	Coca Cola	10,000
Comedy Hour	NBC	Colgate-Palmolive	65,000
Concerning Miss Marlowe (per ¼ hours)	NBC	Miles Laboratories (S)	2,600
Contest Carnival	CBS	Procter & Gamble (S)	2,600
Danger	CBS	Quaker Oats	5,000
		Block Drug (A)	16,000
		Nash-Kelvinator (A)	16,000
Dear Phoebe	NBC	Campbell Soup	32,500
December Bride	CBS	General Foods	28,000
The Dinah Shore Show	NBC	Chevrolet	12,500
Ding Dong School (per ¼ hours)	NBC	Multi-sponsor	1,250
Disneyland (per ½ hours)	ABC	American Dairy (S&A)	32,500
		American Motors (S)	32,500
		Derby Foods (S&A)	32,500
Dollar a Second	ABC	Mogen David Wine	13,000
Douglas Edwards with the News (per ¼ hours)	CBS	American Home Products (S)	8,500
		American Tobacco (S)	8,500
		Avco (S)	8,500
		Pharmaceuticals, Inc.	8,500
Down You Go	DuM	Western Union	8,500
Dragnet (F)	NBC	Liggett & Myers	35,000
Elgin TV Hour (A)	ABC	Elgin Watch	40,000
Faith for Today	ABC	7th Day Adventists	2,500
Father Knows Best (F)	CBS	P. Lorillard	32,000
Feather Your Nest (per ¼ hours)	NBC	Colgate-Palmolive	2,500
Fireside Theatre (F)	NBC	Procter & Gamble	22,500
First Love	NBC	Jergens	2,700
Ford Theatre (F)	NBC	Ford	30,000
Four Star Playhouse (F)	CBS	Parker Pen (A)	30,000
		Singer (A)	30,000
		Multi-sponsor	2,500
Garry Moore Show (per ¼ hours)	CBS	Multi-sponsor	2,500
Gene Autry (F)	CBS	Wrigley (R)	28,000
General Electric Theatre	CBS	General Electric	35,000
George Gobel Show	NBC	Armour (A)	35,000
		Pet Milk (A)	35,000
Golden Windows	NBC	Procter & Gamble	2,000
Greatest Moments in Sports	NBC	Mutual of Omaha	6,000
Guiding Light	CBS	Procter & Gamble	2,500
Hall of Fame (per hour—every 4th week)	NBC	Hallmark Cards	37,500
Hall of Fame (per ½ hour—3 out of 4)	NBC	Hallmark Cards	22,500

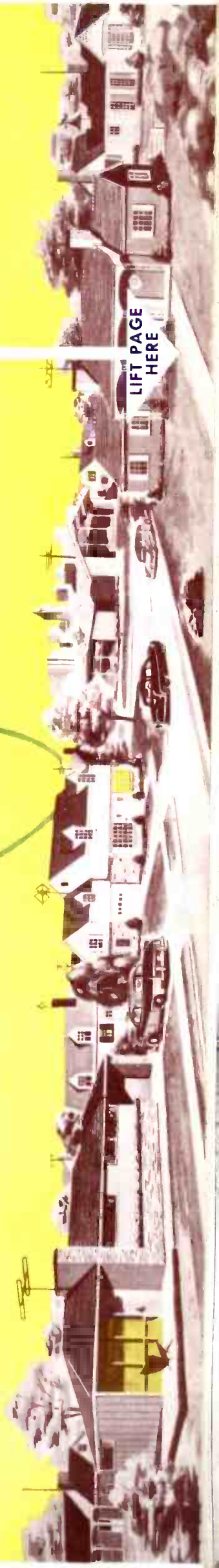
ZIV-TV

*Proudly Presents the*

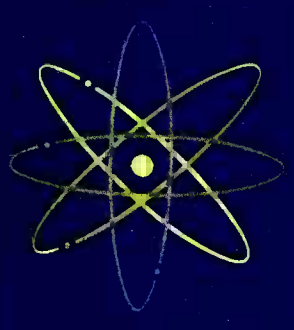
# BRIGWA IN TV Programming!

COMBINING  
ALL THE  
ELEMENTS  
THAT BUILD  
HIGH  
RATINGS

*PLUS!*



*Bold! Vivid! Imaginative!*



Out of scientific truth comes **STIRRING TV DRAMA**... thrill-packed with romance, adventure, suspense!



A fresh new approach...

so different

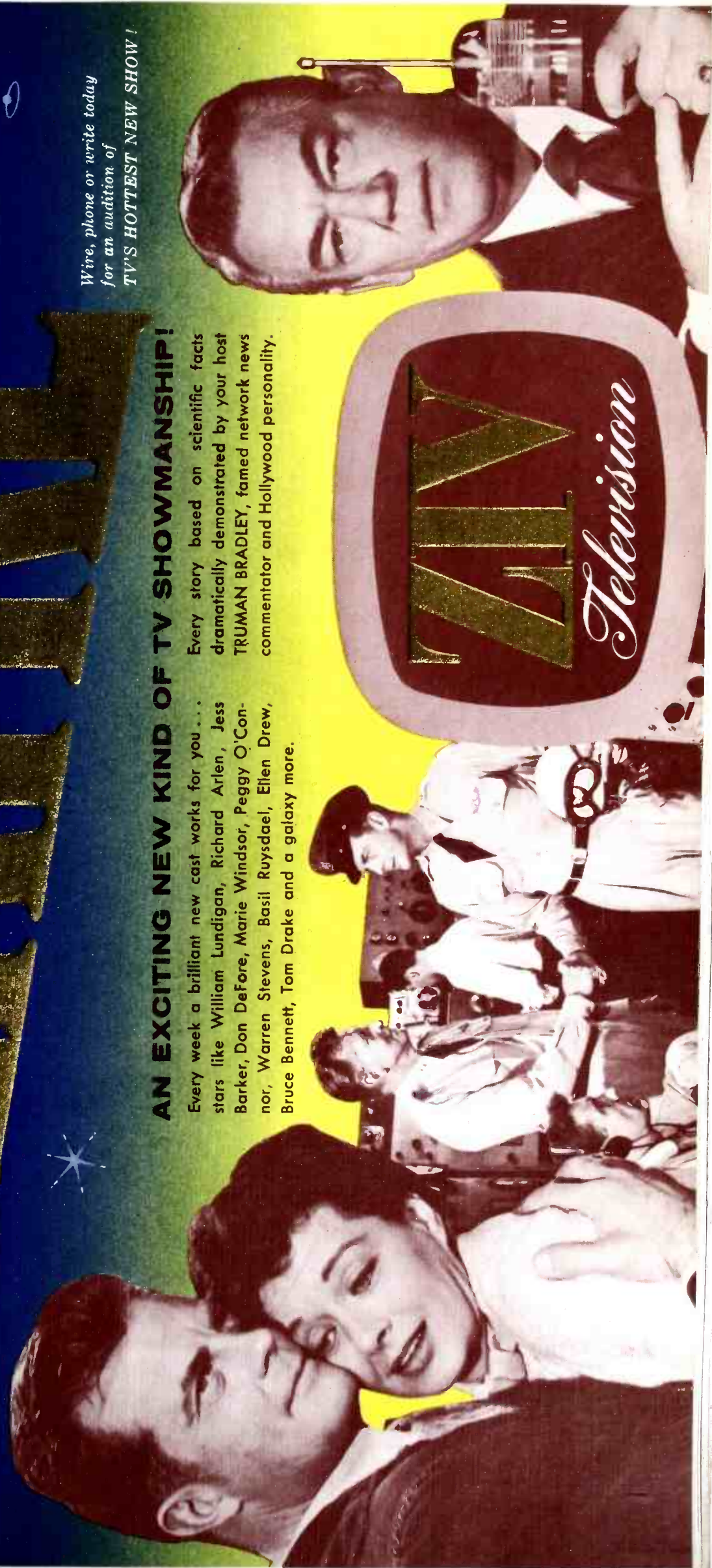
# SCIENCE FICTION

*AMAZING BECAUSE IT'S SCIENCE! COMPELLING BECAUSE IT'S FICTION!*

SCIENTIFIC STUDIES: LEARNED TO TODAY'S ATOMIC AGE!

# TRUMAN

and so sensational you'll win **NEW VIEWERS** week after week!



## AN EXCITING NEW KIND OF TV SHOWMANSHIP!

Every week a brilliant new cast works for you... stars like William Lundigan, Richard Arlen, Jess Barker, Don DeFore, Marie Windsor, Peggy O'Conor, Warren Stevens, Basil Ruysdael, Ellen Drew, Bruce Bennett, Tom Drake and a galaxy more.

Every story based on scientific facts dramatically demonstrated by your host **TRUMAN BRADLEY**, famed network news commentator and Hollywood personality.

Wire, phone or write today for an audition of **TV'S HOTTEST NEW SHOW!**

# 2nd BIG YEAR..

Now in Production!

**RATINGS LIKE THESE  
BRING QUICK RENEWAL!**

• **30.2 in CINCINNATI**

Beats My Favorite Husband, Our Miss Brooks, Godfrey and Friends, Fireside Theatre, This Is Your Life, Burns and Allen.

ARB—September, 1954

• **26.5 in HOUSTON**

Beats What's My Line, Jack Benny, Our Miss Brooks, Jackie Gleason, Toast of the Town (Ed Sullivan), Godfrey and Friends.

Telepulse—May, 1954

• **35.8 in SAN ANTONIO**

Beats Jackie Gleason, Jack Benny, Fireside Theatre, Burns and Allen, Godfrey and Friends, Toast of the Town (Ed Sullivan).

Telepulse—May, 1954

• **29.8 in DETROIT**

Beats Robert Montgomery Presents, Kraft TV Theatre, Our Miss Brooks, Groucho Marx, Pabst Blue Ribbon Bouts, Two for the Money (Herb Shriner).

ARB—August, 1954

• **59.8 in RICHMOND**

Beats Dragnet, George Gobel, Fireside Theatre, Bob Hope, This Is Your Life.

Telepulse—December, 1954

• **27.0 in MINNEAPOLIS-ST. PAUL**

Beats Godfrey's Talent Scouts, Our Miss Brooks, Groucho Marx, What's My Line, This Is Your Life, Two for the Money (Herb Shriner).

Telepulse—August, 1954

• **30.6 in BALTIMORE**

Beats Robert Montgomery Presents, Groucho Marx, Toast of the Town (Ed Sullivan), Ford Theatre, Burns and Allen, Kraft TV Theatre.

ARB—July, 1954

78 thrilling half-hour episodes Now Available!

# "MR. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS IN ACTION!

Champion of the people!

Starring Hollywood's Dynamic  
**DAVID BRIAN**

Technical supervision thru the cooperation of the Los Angeles law enforcement agencies.



Let us show you how the ZIV Sales Plan can put "Mr. District Attorney" to work for you. Write, phone, or wire TODAY!



**HURRY!** Here are some of the markets already renewed!

Wilkes-Barre  
South Bend

St. Louis  
Binghamton  
Grand Rapids

Erie  
Johnstown  
New York City

Lansing  
Memphis  
Buffalo

Philadelphia  
Los Angeles  
Chicago

Detroit  
Cleveland  
San Francisco

Baltimore  
Washington, D. C.  
Cincinnati

Minneapolis  
Kansas City

Dallas  
Houston  
Seattle

San Antonio  
Toledo  
Huntington

New Haven  
Louisville  
New Orleans

Denver  
Wheeling  
Dayton

Atlanta  
Columbus  
Oklahoma City

Des Moines  
Milwaukee



Program	Network	Advertiser	Per Telecast Program Cost
Halls of Ivy (F)	CBS	International Harvester (A)	40,000
		National Biscuit (A)	40,000
Happy Felton's Spotlight Gang	NBC	Sweets Company	8,500
Home (per 1-minute participation)	NBC	Participating	2,450
Horizons	ABC	Ciba Pharmaceutical	5,500
Howdy Doody (per 1/4 hours)	NBC	Multi-sponsor	2,000
I Love Lucy (F)	CBS	Philip Morris	45,000
I Married Joan (F)	NBC	General Electric	35,000
Imogene Coca Show (per 10-minute participation)	NBC	Participating	14,500
It's a Great Life (F)	NBC	Chrysler	35,000
I've Got a Secret	CBS	R. J. Reynolds	14,000
Jack Benny Show (A,F)	CBS	American Tobacco	52,500
Jack Carson Show	NBC	Pontiac	37,000
The Jackie Gleason Show (per 1/3 sponsorship)	CBS	Nestle (S)	22,500
		Schick (S)	22,500
		Sheaffer Pen (S)	22,500
The Jane Froman Show	CBS	General Electric	11,000
The Jo Stafford Show	CBS	Gold Seal	12,000
John Daly & the News	ABC	Tide Water Associated Oil	2,050
Justice	NBC	Borden	20,000
Kraft TV Theatre	NBC	Kraft Foods	25,000
Lassie (F)	CBS	Campbell Soup	25,000
Life Begins at 80	DuM	Serutan	6,000
Life Is Worth Living	DuM	Admiral	18,000
Life of Riley	NBC	Gulf Oil	30,000
Life with Father	CBS	S. C. Johnson (A)	32,500
		Pet Milk (A)	32,500
The Line-Up	CBS	Brown & Williamson	27,000
Lone Ranger (F)	ABC	General Mills	25,000
	CBS	General Mills	25,000
The Loretta Young Show (F)	NBC	Procter & Gamble	35,000
Love of Life	CBS	American Home Products	2,000
Lux Video Theatre	NBC	Lever Brothers	45,000
Make Room for Daddy	ABC	American Tobacco (A)	35,000
		Dodge (A)	35,000
Mama	CBS	General Foods	25,000
Martha Raye Show	NBC	Hazel Bishop	100,000
Masquerade Party	ABC	Knomark (A)	12,500
		Remington Rand (A)	12,500
Max Liebman Presents (Sat)	NBC	Oldsmobile	200,000
Max Liebman Presents (Sun) (full & co-sponsorship)	NBC	Reynolds Metal (full sponsorship)	200,000
		Hazel Bishop (S)	100,000
		Sunbeam (S)	100,000
		(per 1/2 sponsorship)	
Medic (F)	NBC	Dow Chemical	35,000
Meet Millie	CBS	Carter Products (A)	22,500
		O'Cedar (A)	22,500
Meet the Press	NBC	Pan American Airways (A)	9,000
		Revere (A)	9,000
The Mickey Rooney Show (F)	NBC	Green Giant (A)	35,000
		Pillsbury (A)	35,000
Modern Romances (per 1/4 hours)	NBC	Colgate-Palmolive (S)	2,700
Morgan Beatty & the News	DuM	Miles Laboratories (S)	2,700
The Morning Show (per participation)	CBS	Miles Laboratories	1,500
Mr. Peepers	NBC	Participating	550
My Favorite Husband	NBC	Reynolds Metal	21,500
	CBS	International Silver (A)	27,500
		Simmons (A)	27,500
My Little Margie (F)	NBC	Scott Paper	27,500
Name That Tune	CBS	American Home Products (A)	12,500
		Carter Products (A)	12,500
The Name's the Same	ABC	Ralston-Purina	9,000
The New Stu Erwin Show (F)	ABC	Liggett & Myers	20,000
Omnibus (per 1/4 sponsorship)	CBS	Aluminum Co. of Canada (S)	17,500
		Norcross (S)	17,500
		Scott Paper (S)	17,500
		Zenith (S)	17,500
One Man's Family	NBC	Serutan	3,500
On Your Account	CBS	Procter & Gamble	2,500
Our Miss Brooks (F)	CBS	General Foods	32,000
Paul Dixon Show (per 10 minutes)	DuM	Participating	500
Paul Winchell Show	NBC	Sweets Company	27,000
People Are Funny	NBC	Paper-Mate (A)	20,000
		Toni (A)	20,000
Pepsi Cola Playhouse (F)	ABC	Pepsi Cola	17,500

Program	Network	Advertiser	Per Telecast Program Cost
Perry Como Show	CBS	Liggett & Myers	10,000
Person to Person	CBS	American Oil (A&R)	22,000
		Hamm Brewing (A&R)	13,000
		Noxzema (A&R)	22,000
Pinky Lee (per 1-minute participation)	NBC	Participating	2,000
Portia Faces Life	CBS	General Foods	2,000
Private Secretary (F&A)	CBS	American Tobacco	32,500
Producer's Showcase (co-sponsorship)	NBC	Ford (S)	120,000
		RCA (S)	120,000
Public Defender	CBS	Philip Morris	21,000
Ray Bolger Show (F)	ABC	Lehn & Fink	33,000
The Ray Milland Show	CBS	General Electric	35,000
Red Barber's Corner	CBS	State Farm Insurance	4,000
Red Buttons Show	NBC	Pontiac	40,000
Rin-Tin-Tin (F)	ABC	National Biscuit	21,000
Road of Life	CBS	Procter & Gamble	25,000
Robert Montgomery Presents	NBC	American Tobacco (A)	38,000
		Johnson's Wax (A)	38,000
		Multi-sponsor	3,000
Robert Q. Lewis (per 1/4 hours)	CBS		
Roy Rogers Show (F)	NBC	General Foods	27,500
Schlitz Playhouse of Stars (F)	CBS	Schlitz Brewing	32,000
Search for Tomorrow	CBS	Procter & Gamble	2,000
Secret Storm	CBS	American Home Products	2,000
See It Now	CBS	Aluminum Company	24,000
Shower of Stars	CBS	Chrysler	100,000
Smilin' Ed McConnell (F)	ABC	Brown Shoe	5,000
Space Patrol	ABC	Nestle (A)	9,000
		Ralston-Purina (A)	9,000
Sports Showcase	DuM	American Home Products	1,750
Sports Spot	CBS	General Cigar	3,500
Stop the Music	ABC	Exquisite Form (A)	16,500
		Quality Goods (A)	16,500
		Gemex	2,750
Stork Club (per 10 minutes)	ABC		
The Stranger	DuM	Serutan	8,000
Strike It Rich (Daytime)	CBS	Colgate-Palmolive	2,500
Strike It Rich (Nighttime)	CBS	Colgate-Palmolive	11,000
Studio "57" (F)	DuM	Heinz	16,000
Studio One	CBS	Westinghouse	35,000
Sunday News Special	CBS	Norwich Pharmacal	3,000
Super Circus (per 1/2 hours)	ABC	Kellogg (S)	7,500
		Mars (S)	7,500
Texaco Star Theatre	NBC	Texas Company	45,000
They Stand Accused	DuM	Consolidated Cosmetics	5,000
This Is Your Life	NBC	Hazel Bishop (A)	17,000
		Procter & Gamble (A)	17,000
Toast of the Town	CBS	Lincoln-Mercury Dealers	45,000
Today (per 1-minute participation)	NBC	Participating	500
Tonight (per 1-minute participation)	NBC	Participating	1,450
The Tony Martin Show	NBC	Toni	12,000
Topper (F)	CBS	R. J. Reynolds	35,000
Treasury Men in Action (F)	ABC	Chevrolet	21,000
Truth or Consequences	NBC	P. Lorillard	21,000
TV Playhouse	NBC	Goodyear (A)	40,000
		Philco (A)	40,000
Twenty Questions	ABC	Florida Citrus Commission	11,000
Two for the Money	CBS	P. Lorillard	20,000
Uncle Johnny Coons	CBS	Lever Brothers	4,500
United States Steel Hour (A)	ABC	U.S. Steel	40,000
Valiant Lady (per 1/4 hours)	CBS	General Mills (S)	2,500
		Toni (S)	2,500
The Vise	ABC	Sterling Drug	28,000
Voice of Firestone	ABC	Firestone	†22,500
Walter Winchell	ABC	American Safety Razor (A)	†18,000
		Bayuk Cigar (A)	†18,000
Welcome Travelers	CBS	Procter & Gamble	3,000
What's My Line?	CBS	Jules Montener (A)	22,000
		Remington Rand (A)	22,000
What's the Story	DuM	DuMont Labs	3,500
Willy	CBS	General Mills	29,500
You Are There	CBS	Electric Companies (A)	23,000
		Prudential (A)	23,000
You Asked for It	ABC	Rosefield Packing	16,000
You Bet Your Life (F)	NBC	DeSoto	25,000
Your Favorite Playhouse	CBS	Bristol Myers	25,000
Your Hit Parade	NBC	American Tobacco (A)	37,500
		Warner-Hudnut (A)	37,500
Zoo Parade (A)	NBC	Quaker Oats	10,000

WALTER  
**WINCHELL**  
*for American  
Safety Razor Corporation*

BOB  
**CROSBY**  
SHOW  
*for The S.O.S. Company*



**THEY GET TO THE**

WESTINGHOUSE  
**STUDIO ONE**  
*for Westinghouse  
Electric Corporation*

**BEST OF  
BROADWAY**  
*for Westinghouse  
Electric Corporation*

**BIG TOWN**  
*for  
Lever Brothers*

**CLIMAX!**  
*for  
Chrysler Corporation*



ARTHUR  
**GODFREY**

*for Pepsodent  
Division Lever Bros.*

**HALLS OF IVY**

*for National  
Biscuit Company*

**DEATH VALLEY  
DAYS**

*for Pacific Coast  
Borax Company*

**DISNEYLAND**

*for  
Derby Foods, Inc.*



# HEARTH OF AMERICA

Every week, every one of the 30,400,000 U.S. families with TV sets\* welcome into their homes one or more of these fine network programs (and the products they sell for McCann-Erickson clients).

\*Our Research people said: "To be accurate make it 29,200,000. Some people didn't watch any TV last week."

**MCCANN-ERICKSON, INC.**

*Advertising*

*for today's markets*

New York • Boston • Cleveland • Detroit • Louisville • Chicago  
Houston • Dallas • Portland • Los Angeles • San Francisco

**SHOWER OF  
STARS**

*for  
Chrysler Corporation*

**IT'S A  
GREAT LIFE**

*for  
Chrysler Division*

**IMOGENE  
COCA SHOW**

*for  
The S.O.S. Company*

**GARRY  
MOORE  
SHOW**

*for Swift & Company*

# WGAN-TV 13

*Channel*

## • EXPANDING

- WGAN-TV, in only a few months, has become one of the most potent influences in the lives of the people of the Greater Portland Area, the largest wholesale and retail center north of Boston.

By May 16, 1955, one year from the date WGAN established its television operations, its studios and offices will occupy the complete fourth floor of the Gannett Building.

## • 316,000 watts

- To expand its service area WGAN-TV as of January 1, 1955 increased its power to 316,000 watts, the maximum power for Channel 13.
- And in color, WGAN-TV is equipped to transmit network originations and has viewing facilities available for listeners and sponsors.

## • COLOR

- The management and staff of the Guy Gannett Broadcasting Services look forward with optimism to ever increasing the quality of the radio and television services it offers to the public and advertisers.

**WGAN and WGAN-TV**  
**GUY GANNETT BROADCASTING SERVICES**  
390 CONGRESS ST., PORTLAND, MAINE  
Represented Nationally by Avery-Knodel, Inc.



BASIC OPTIONAL

# THE TELEVISION AUDIENCE

How the U. S. TV audience breaks down geographically and by family characteristics

	% of Families in Each Group Owning TV Set			% of Total U.S. TV Families Found In Each Group			% of Total U.S. Non-TV Families Found In Each Group		
	1/55	7/54*	1/53	1/55	7/54*	1/53	1/55	7/54*	1/53
<b>REGIONS</b>									
Northeast	81%	77%	65%	35%	38%	41%	15%	15%	18%
South	46	37	24	15	13	11	31	31	28
North Central	68	61	46	31	31	32	27	27	30
Mountain & Southwest	46	40	27	8	7	6	16	15	13
Pacific	64	56	43	11	11	10	11	12	11
<b>CITY SIZE</b>									
Farm	35%	28%	18%	7%	6%	5%	22%	21%	20%
Under 2,500	49	41	22	11	10	8	21	20	23
2,500 to 50,000	49	39	26	11	10	9	22	22	20
50,000 to 500,000	70	64	47	28	29	24	21	22	22
500,000 & Over	85	81	75	43	45	54	14	15	15
<b>TOTAL FAMILY INCOME</b>									
Upper Fourth	76%	70%	55%	29%	29%	31%	16%	17%	21%
Next Fourth	70	63	50	25	25	28	19	20	23
Next Fourth	66	59	45	25	26	25	23	24	24
Lowest Fourth	46	41	29	21	20	16	42	39	32
<b>EDUCATION OF FAMILY HEAD</b>									
Grammar School	57%	51%	38%	40%	41%	42%	56%	54%	54%
High School	71	65	53	40	41	45	29	30	33
College	71	61	45	20	18	13	15	16	13
<b>OCCUPATION OF FAMILY HEAD</b>									
Prof. & Exec.	76%	66%	53%	22%	21%	23%	14%	15%	15%
Clerical, Sales & Serv.	72	62	49	15	16	19	12	13	14
Crafts & Skilled Labor	76	69	56	24	26	20	15	16	12
Laborer & Operator	68	59	47	27	26	23	25	25	20
Farmer	37	27	16	6	5	4	20	19	16
Unclassified	47	41	26	6	6	11	14	12	23
<b>FAMILY SIZE</b>									
1 & 2 Members	56%	48%	34%	36%	35%	27%	51%	52%	42%
3 Members	68	65	47	23	24	25	19	18	23
4 & 5 Members	75	69	54	31	31	36	18	19	24
6 Members & Over	58	55	47	10	10	12	12	11	11
<b>AGE OF HOUSEWIFE</b>									
Under 35 Years	70%	65%	51%	26%	30%	37%	19%	22%	30%
35 thru 44 Years	73	68	54	27	28	29	17	18	20
45 Years & Over	56	49	37	47	42	34	64	60	50
<b>PRESENCE OF CHILDREN</b>									
5 Years & Under	70%	65%	54%	18%	19%	26%	14%	14%	18%
6 thru 12 Years	72	65	55	22	26	42	15	18	28
13 thru 20 Years	66	58	47	16	15	27	15	15	24
No Children	58	50	35	44	40	36	56	53	53
<b>TOTAL U. S. TV FAMILIES</b>	<b>64%</b>	<b>58%</b>	<b>44%</b>						

\*No survey was published by MRCA for January 1954.

Source: Market Research Corporation of America. Total U. S. Family Base January 1953, 46,589,000; July 1954, 47,988,000; January 1955, 48,226,000.

TONIGHT

TODAY  
19

10:00

10:30

ON FEBRUARY 27  
WILL SEE THESE  
ULAR CBS TELEVISION  
SHOWS ON CHANNEL 19

Adventure  
The American Week  
Arthur Godfrey's Talent  
Arthur Godfrey and his Fr  
Art Linkletter's House Par  
Barker Bill's Cartoon Show  
Beat the Clock with Bud Coll  
The Best of Broadway  
The Big Payoff  
with Randy Merriman, Ross Myer  
The Big Top with Jack Sterling  
Bob Crosby Show  
The Brighter Day  
Burns and Allen  
Blue Ribbon Bouis  
Captain Midnight  
Chronoscope with Larry LeSueur  
Climax with William Lundigan  
Contest Carnival

NEXT FRID.  
OUR MISS

NEXT WED

NEXT SATUR  
JACKIE GLEA  
IS MOVING T  
CHANNEL 19



Beat the Clock  
with Bud Collyer  
Two for the N  
starring Herb Shriner  
My Favorite I  
co-starring Joan Caulfield

Professional  
with Steve Dunne & Barbara

Chronoscope  
with Larry LeSueur  
And 75 more star-studded  
shows move to Channel 19  
starting February 27 when  
WOKY-TV becomes WXIX,  
the Milwaukee station for the  
CBS Television Network  
Keep your eye on  
channel 19

CBS  
TELEVISION  
NETWORK

TONIGHT

00:00

the songs and the  
great performer  
SHOW

The Sign of Good Television  
...ds for, the best in television  
...oving today to  
...stars and

This symbol - and all i

Ch... 19. From  
show... the CBS

... what  
see 81 exci'

TODAY ON CHANNEL 19  
See this star-studd

TODAY ON CHANNEL 19  
See your favorite

TONIGHT ON CHANNEL 19  
See your favorite CBS Television programs

6:00

6:30

7:00

8:00

8:30

9:00

9:30

10:00

In four weeks:  
1,844 announcements  
30,304 newspaper lines  
64 billboards

NEXT SUNDAY  
ED SULLIVAN

NEXT TUESDAY

NEXT THURSDAY

NEXT MONDAY  
I LOVE LUCY  
IS MOVING TO  
CHANNEL 19

TONIGHT  
Look at  
what's moving  
to channel  
19

TONIGHT  
Look at  
what's moving  
to channel  
19

6:30 Douglas Edwards  
with the News

6:30 Douglas Edwards  
with the News

7:15 The Perry Como Show

TONIGHT  
Look at  
what's moving  
to channel  
19



6:30 Douglas Edwards  
with the News



7:15 The Perry Como Show



7:30 The Tonight Show  
with William Lundquist



8:30 Four Star Playhouse  
starring Bob Powell



9:00 Public Defender  
starring Basil Rathbone



9:30 Home That Fear  
with Bill Callan

10:00 Look at  
what's moving  
to channel  
19



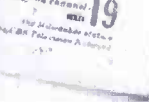
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One  
re star-studded  
to Channel 19  
ruary 27 when  
comes WXIX,  
e station for the  
n Network  
eye on  
channel 19



9:00 The Line-up, starring  
Harold Anderson  
and Tom Foby



9:30 Person to Person with  
Edward G. Murrow



10:00 Look at  
what's moving  
to channel  
19

# Your campaign in Milwaukee

On February 27, WXIX became the new Milwaukee station for the CBS Television Network and enabled Milwaukee viewers for the first time to see the network's complete line-up of the most popular stars and shows in television on WXIX.

A full week in advance, WXIX initiated one of the biggest advertising campaigns ever launched behind a new station: a large-scale newspaper campaign continuing over a four-week period, together with an imposing outdoor campaign covering 64 billboards throughout the entire Milwaukee area.

The real backbone of this comprehensive campaign consists of a continuing barrage of both day and night on-the-air promotion announcements by the network's stars.

The whole purpose of this effort, of course, is to build audiences for your campaign in the important Milwaukee market. To get the most out of this market and the most popular program schedule in all television, get in touch with CBS Owned WXIX or CBS Television Spot Sales.

**WXIX**  **19**  
channel 19

Milwaukee Station for the CBS Television Network



**PROGRESS REPORT  
ON COLOR TV**

More than half of BBDO network clients have enjoyed seeing their shows broadcast coast to coast in color. More are on the way. In the film department, footage of BBDO 16-mm and 35-mm color commercials can be measured in miles . . . and the color cameras are still rolling.

Consumers are moving fast, too. A recent check shows that the number of color sets in use leaped from less than 10,000 on September 1, 1954, to more than 20,000 on January 1, 1955. This 100% increase in four months is a good indication of things to come.

No wonder we look forward to using this brilliant selling tool for more and more of our clients.

**Batten, Barton, Durstine  
& Osborn, Inc.**

**BBDO**

Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • SEATTLE • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS • ATLANTA

# ADVERTISER EXPENDITURES

What the network advertisers spent for programs and time during 1954, broken down by company, product, show, and agency—a TELEVISION Magazine exclusive

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>ADMIRAL CORP.</b> Admiral Household Appliances	Life Is Worth Living	Erwin, Wasey	DuM	148	\$1,028,876	\$414,000	23
<b>ADOLPH'S FOOD PRODUCTS</b> Adolph's Meat Tenderizer	Your Show of Shows/ Martha Raye Show	Erwin, Wasey	NBC	78	\$123,735	\$146,663	11
<b>ALLIS-CHALMERS MANUFACTURING CO.</b> Allis-Chalmers Crop Machinery & Equipment	International Livestock Exposition	B. S. Gittins	NBC	132	\$41,155	NA	1
<b>ALUMINUM CO. OF AMERICA</b> Alcoa Aluminum	See It Now	F&S&R	CBS	54	\$979,044	\$1,032,000	43
Wear-Ever Cooking Utensils & Aluminum Foil	Home	F&S&R	NBC	49	\$341,078	\$198,450	81
<b>ALUMINUM LIMITED, INC.</b> Aluminum	Omnibus	JWT	CBS	64	\$223,438	\$192,500	11
<b>AMANA SOCIETY</b> Amana Home Freezer & Room Air Conditioner	Big Ten Basketball Games	Maury, Lee & Marshall	CBS	78	\$136,875	NA	2
	NCAA Football Games	Maury, Lee & Marshall	ABC	82	\$251,465	NA	13
<b>AMERICAN CHICLE CO.</b> Clorets Chlorophyll Gum & Dentyne Gum	Col. Humphrey Flack	D-F-S	DuM	51	\$332,174	\$216,000	27
	Rocky King	D-F-S	DuM	86	\$860,805	\$255,000	51
	Caesar's Hour	D-F-S	NBC	93	\$250,068	\$279,000	9
	Saturday Night Revue	D-F-S	NBC	77	\$155,300	\$168,000	12
Chewing Gum	The Name's the Same	D-F-S	ABC	62	\$269,036	\$90,000	10
Dentyne & Beeman's Chewing Gum	Pro Football	Bates	DuM	7	\$2,053	NA	1
<b>AMERICAN DAIRY ASS'N.</b> American Dairy Ass'n.	Disneyland	Campbell-Mithun	ABC	130	\$204,285	\$162,500	5
Milk & Milk Products	Bob Crosby Show	Campbell-Mithun	CBS	66	\$899,855	\$315,000	90
<b>AMERICAN EXPRESS CO.</b> American Express Travel Cheques	Today	B&B	NBC	51	\$57,567	\$7,500	15

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included.

Client & Product	Program	Agency*	Net-work	# of Stations**	Total Gross Time Cost	Total Program Cost	# of Telecasts
<b>AMERICAN GREETING PUBLISHERS INC.</b>							
American Greeting Cards	Home	F&S&R	NBC	51	\$58,061	\$31,850	13
<b>AMERICAN HAIR &amp; FELT CO.</b>							
Ozite Rug Cushion, Castle Carpet Cushion	Kate Smith Hour	Grant	NBC	31	\$36,981	\$31,500	9
<b>AMERICAN HOME PRODUCTS CORP.</b>							
All Products	Sports Showcase	Geyer	DuM	34	\$353,300	\$91,000	52
Anacin Tablets	Your Show of Shows/ Martha Raye Show	John F. Murray	NBC	56	\$122,540	\$159,996	12
Anacin & Aero Shave	CBS News	Biow, Beirn & Toigo	CBS	76	\$446,710	\$161,500	19
Anacin, Bisodol, Heet, Kriptin	Love of Life	Biow, Beirn & Toigo	CBS	104	\$2,870,830	\$522,000	261
Anacin, Bisodol, Kolynos, Heet	Name That Tune	SSC&B	CBS	101	\$324,660	\$112,500	9
Anacin, Bisodol, Kolynos, Hill's Cold Tablets	John Daly and the News	Biow, Beirn & Toigo	ABC	26	\$154,890	\$94,300	46
Anacin, Heet & Other Products	The Secret Storm	Biow, Beirn & Toigo	CBS	84	\$1,184,243	\$314,000	157
Kolynos Tooth Paste	Pinky Lee Show	Biow, Beirn & Toigo	NBC	68	\$45,498	\$20,000	10
G. Washington Instant Coffee	Today	Hoyt	NBC	32	\$31,866	\$6,500	13
<b>AMERICAN MAIZE-PRODUCTS CO.</b>							
Amazo Instant Dessert	Today	K&E	NBC	18	\$107,710	\$26,000	52
<b>AMERICAN-MARIETTA CO.</b>							
O'Cedar Mops and Polishes	Meet Millie	Turner	CBS	84	\$505,470	\$337,500	15
<b>AMERICAN MOTORS CORP.</b>							
Kelvinator Electric Refrigerator	Danger	Geyer	CBS	60	\$658,167	\$336,000	21
Kelvinator Major Appliances	Omnibus	Geyer	CBS	82	\$232,694	\$227,500	13
Nash Passenger Cars	Stage Show	Geyer	CBS	99	\$114,032	\$50,000	5
	Your Show of Shows	Geyer	NBC	76	\$11,770	\$13,333	1
	Saturday Night Revue	Geyer	NBC	76	\$55,440	\$70,000	5
Nash & Hudson Passenger Cars, Kelvinator Appliances	Disneyland	Geyer	ABC	140	\$406,245	\$325,000	10
<b>AMERICAN SAFETY RAZOR CORP.</b>							
All Products	Walter Winchell	McCann-Erickson	ABC	29	\$174,480	\$252,000†	14
	Bob Considine	McCann-Erickson	ABC	30	\$48,850	\$13,200†	4
<b>AMERICAN RADIATOR &amp; STANDARD SANITARY CORP.</b>							
Church Plastic Wall Tile	Today	BBDO	NBC	48	\$14,588	\$2,000	4
<b>AMERICAN TOBACCO CO.</b>							
Lucky Strike Cigarettes	Make Room for Daddy	BBDO	ABC	109	\$896,269	\$910,000	26
	Private Secretary	BBDO	CBS	150	\$1,045,483	\$812,500	25
	Your Playtime	BBDO	CBS	149	\$546,217	\$156,000	13
	Jack Benny	BBDO	CBS	150	\$596,614	\$735,000	14
	Your Hit Parade	BBDO	NBC	148	\$876,279	\$750,000	20
	Private Secretary	BBDO	NBC	139	\$507,846	rerun	12
	Robert Montgomery Presents	BBDO	NBC	98	\$1,709,975	\$988,000	26
Pall Mall Cigarettes	Where's Raymond	SSC&B	ABC	77	\$349,770	\$390,000	13
	CBS News	SSC&B	CBS	73	\$1,986,136	\$875,500	103
	The Big Story	SSC&B	NBC	85	\$821,259	\$517,500	23
	The Best in Mystery	SSC&B	NBC	83	\$149,304	rerun	4
<b>ELIZABETH ARDEN</b>							
Elizabeth Arden Preparations	Home	Colman, Prentis & Varley	NBC	42	\$15,084	\$7,350	3
<b>ARMOUR &amp; CO.</b>							
Dial Deodorant Soap & Shampoo	Pride of the Family	FC&B	ABC	31	\$342,784	\$360,000	20

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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# WDAY-TV WINS BY A KNOCKOUT!

**H**OOPEERS show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station *throughout* the rich Red River Valley — one of agricultural America's heavily-saturated television markets. Ask Free & Peters!

#### HOOPER TELEVISION AUDIENCE INDEX

Fargo, N. D. — Moorhead, Minn.  
November, 1954

##### Share of Television Audience

	WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	86	14
5 p.m. — 6:30 p.m.	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	85*	17*

(\*Adjusted to compensate for fact stations were not telecasting all hours)

# WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC., Exclusive National Representatives

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
	Your Show of Shows/ Martha Raye Show	FC&B	NBC	58	\$354,435	\$440,000	11
	Saturday Night Revue	FC&B	NBC	57	\$259,185	\$112,000	8
Dial Soap, Shampoo & Other Products	George Gobel Show	FC&B	NBC	86	\$211,785	\$175,000	5
Fresh & Frozen Turkey & Other Products	Today	FC&B	NBC	54	\$46,390	\$5,000	10
<b>ARMSTRONG CORK CO.</b> All Products	Armstrong Circle Theatre	3BDO	NBC	65	\$1,209,366	\$740,000	37
<b>ASSOCIATED PRODUCTS, INC.</b> 5-Day Deodorant Pads and Other Products	Arthur Murray Party	Grey	NBC	115	\$704,753	\$367,500	21
<b>ATLANTIC REFINING CO.</b> Atlantic White Flash Gasoline & Oil	All Star Football Game Pro Football	Ayer Ayer	DuM DuM	29 36	\$25,375 \$320,853	NA NA	1 17
<b>ATLANTIS SALES CORP.</b> French's Bird Seed & Pet Foods	Today	R. A. Foley	NBC	54	\$72,264	\$11,500	23
<b>AVCO MANUFACTURING CORP.</b> Bendix Major Appliances Bendix & Crosley Major Appliances Crosley Major Appliances	Home CBS News Home Your Hit Parade	Ludgin Ludgin B&B BBDO	NBC CBS NBC NBC	54 83 54 137	\$130,983 \$457,270 \$128,572 \$497,982	\$75,950 \$161,500 \$71,050 \$450,000	31 19 29 12
<b>BANK OF AMERICA NAT'L TRUST &amp; SAVINGS ASS'N.</b> Bank of America Nat'l Trust & Savings Ass'n.	50th Anniversary Celebration	C. R. Stuart	NBC	5	\$5,850	NA	1
<b>BAYUK CIGARS, INC.</b> Phillies Cigars	Saturday Night Fights	Ellington	ABC	25	\$790,915	\$1,040,000	52
<b>B-B PEN CO.</b> B-B Rol-Rite Pens	George Jessel Show	Hilton & Riggio	ABC	73	\$164,685	\$245,000	14
<b>BEACON CO.</b> Beacon Floor Wax	Bank on the Stars Today	Allied Allied	NBC NBC	45 49	\$25,575 \$3,619	\$12,500 \$500	1 1
<b>BEATRICE FOODS CO.</b> La Choy Sauce	Today	FC&B	NBC	51	\$30,261	\$4,000	8
<b>BELTONE HEARING AID CO.</b> Beltone Hearing Aid	John Daly & the News	Olian & Bronner	ABC	27	\$13,680	\$8,240	4
<b>BENRUS WATCH CO., INC.</b> Benrus Watches Benrus Watches & Watch Bands	Meet Your Congress Today Your Show of Shows/ Martha Raye Show	Biow, Beirn & Toigo Biow, Beirn & Toigo Biow, Beirn & Toigo	DuM NBC NBC	10 54 79	\$143,320 \$16,511 \$193,900	\$30,000 \$2,000 \$226,661	15 4 17
<b>BENSON &amp; HEDGES</b> Parliament Cigarettes	Pantomime Quiz	B&B	DuM	16	\$121,842	\$66,500	7
<b>BEST FOODS, INC.</b> Shinola, Rit Nucoa Margarine, Hellmann's Mayonnaise	Garry Moore Show Robert Q. Lewis Show	Ludgin D-F-S	CBS CBS	71 70	\$486,629 \$260,837	\$130,000 \$105,000	52 35
<b>HAZEL BISHOP, INC.</b> Hazel Bishop Cosmetics Lipstick & Complexion Glow Rouge	This Is Your Life Dr. I. Q.	Spector Spector	NBC ABC	97 27	\$1,759,107 \$405,420	\$816,000 \$92,000	48 23

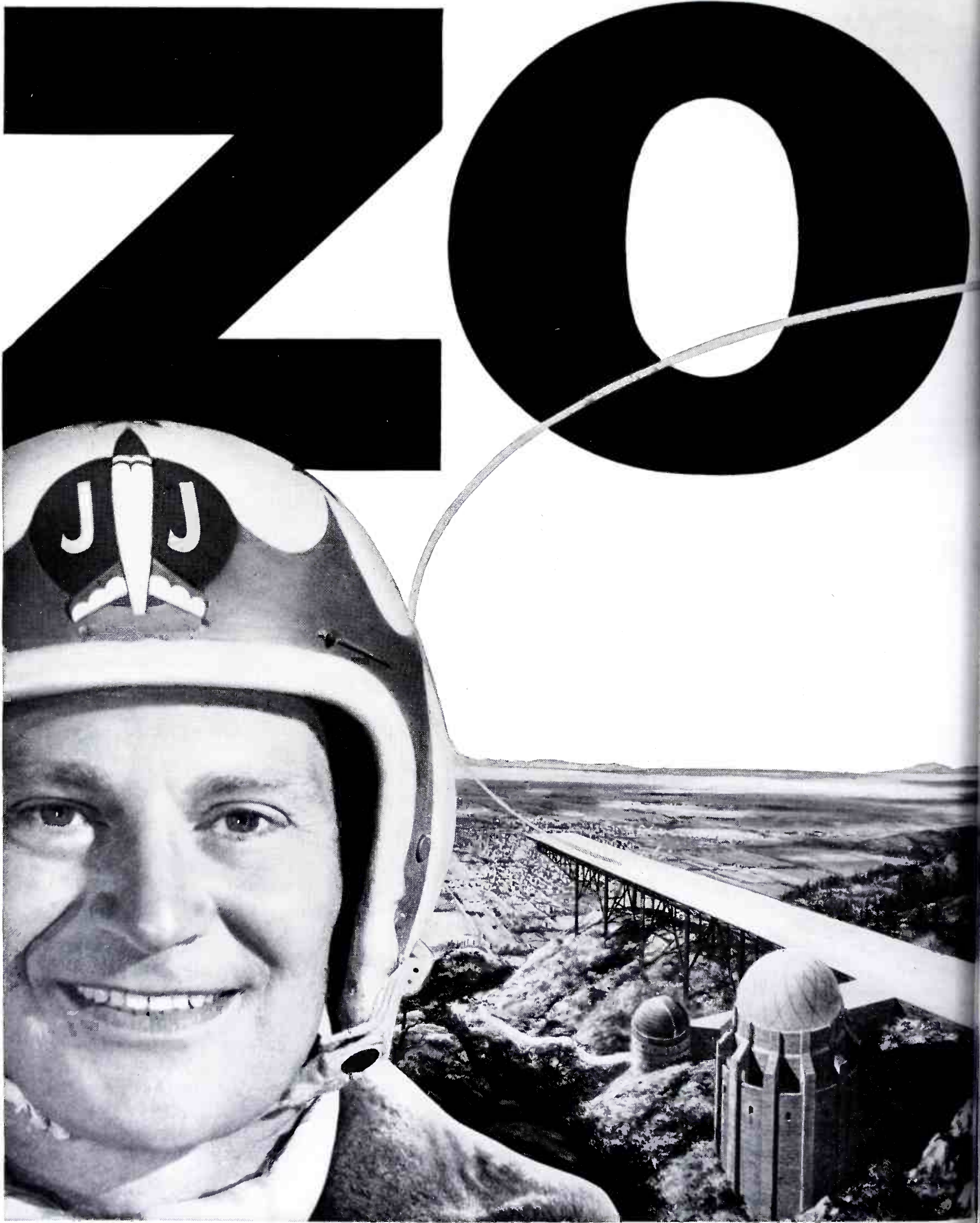
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Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
	Peter Potter Show	Spector	ABC	16	\$184,748	\$162,500	13
	Your Show of Shows	Spector	NBC	58	\$35,325	\$40,000	1
Lipstick, Nail Polish & Complexion Glow Rouge	Martha Raye Show	Spector	NBC	130	\$287,062	\$350,000	4
	Max Liebman Presents	Spector	NBC	93	\$171,340	\$300,000	3
<b>BISSELL CARPET SWEEPER CO.</b>							
Bissell Carpet Sweepers	Today	Ayer	NBC	44	\$37,510	\$5,000	10
<b>BLOCK DRUG CO., INC.</b>							
Amm-i-dent Tooth Paste	The Magic Clown	Cohen	NBC	2	\$7,640	\$8,400	6
Amm-i-dent & Pycopay Toothbrush	Danger	Cohen	CBS	60	\$908,565	\$480,000	30
Amm-i-dent Tooth Paste & Powder	Name That Tune	Cohen	NBC	55	\$333,840	\$137,500	11
<b>BORDEN CO.</b>							
Borden's Instant Coffee	Kate Smith Hour	Y&R	NBC	47	\$250,910	\$84,000	24
Borden's Instant Coffee and Other Products	Treasury Men in Action	Y&R	NBC	64	\$1,455,156	\$1,092,000	52
Borden's Instant Coffee, Starlac	Garry Moore Show	Y&R	CBS	53	\$277,675	\$6,500	26
<b>BORG-WARNER CORP.</b>							
Norge Electrical Appliances	Garry Moore Show	JWT	CBS	100	\$457,285	\$87,500	35
<b>BOURJOIS, INC.</b>							
Evening in Paris Perfume and Deodorant	Today	FC&B	NBC	44	\$44,930	\$6,000	12
<b>BREWING CORP. OF AMERICA</b>							
Carling's Black Label & Red Cap Ale	Pro Football	B&B	DuM	10	\$125,752	NA	22
<b>BRILLO MANUFACTURING CO., INC.</b>							
Brillo Cleanser Pads	So You Want to Lead a Band	JWT	ABC	39	\$421,665	\$275,000	22
<b>BRISTOL-MYERS CO.</b>							
Bufferin Antacid Analgesic	Tonight	Y&R	NBC	21	\$3,450	\$2,900	2
Bufferin, Trushay, Vitalis	Arthur Godfrey Time	Y&R	CBS	47	\$394,264	\$192,000†	48
Ipana, Ammen & Minit Rub	Garry Moore Show	DCS&S	CBS	63	\$391,062	\$95,000	38
Ipana, Sal Hepatica, Mum, Ammen	Man Behind the Badge	DCS&S	CBS	77	\$1,213,401	\$540,000	40
	Celeste Holm Show	Y&R	CBS	76	\$285,114	\$220,000	8
	Your Favorite Playhouse	Y&R	CBS	76	\$107,778	\$75,000	3
Ipana, Vitalis Hair Cream	Pride of the Family	Y&R	ABC	28	\$324,995	\$342,000	19
Vitalis Hair Tonic	Morning Show	Y&R	CBS	31	\$4,032	\$1,100	2
	Your Show of Shows/ Martha Raye Show	Y&R	NBC	75	\$54,175	\$66,665	5
<b>BROWN SHOE CO., INC.</b>							
Buster Brown Shoes	Smilin' Ed McConnell	Burnett	ABC	41	\$429,084	\$205,000	35
<b>BROWN &amp; HALEY CO.</b>							
Candy Bars	Today	Honig-Cooper	NBC	31	\$11,190	\$2,000	4
<b>BROWN &amp; WILLIAMSON TOBACCO CORP.</b>							
Kool & Viceroy Cigarettes	My Friend Irma	Bates	CBS	106	\$903,126	\$715,000	26
Viceroy Cigarettes	Viceroy Star Theatre	Bates	CBS	113	\$503,898	\$130,000	13
	Orchid Award	Bates	ABC	25	\$42,450	\$60,000	4
	The Line-Up	Bates	CBS	133	\$650,832	\$378,000	14
<b>BYMART-TINTAIR, INC.</b>							
Tintair Hair Coloring	Kate Smith Hour	R&R	NBC	55	\$31,515	\$21,000	6
	Today	R&R	NBC	50	\$13,740	\$2,000	4


Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044    DETROIT, 16603 E. WARREN RD., TU 5-5811    DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150    SALT LAKE

# COMM



## **CAPTAIN MIDNIGHT SERIES...**

**now available for syndication!**

Jet Action it's—Jet Jackson—Flying Commando!  
This is the syndicated version of the brand new, all  
new "Captain Midnight" series now being sponsored  
on CBS by General Mills and Ovaltine (through  
Sham-Laird). A big-time, Hollywood-produced,  
script-written adventure series packed with action...  
viewers *and* for advertisers!

Of all Saturday shows available for syndication,

this program is the highest rated\* on all networks  
in the morning—the second highest rated\* of any  
Saturday show *day or night!* This is your opportu-  
nity to have Captain Midnight (Jet Jackson) on  
your own station, in your own time period.

Write, phone or wire us collect about availabil-  
ities of this great new program...produced at the  
Hollywood Studios of Columbia Pictures Corp.

\*Nielsen Television Index



TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

*The only company providing advertisers with Hollywood and New York custom  
produced national shows, syndicated programming, and commercials—all on film.*

BLDG., PHONE 3-3903    SAN FRANCISCO, 995 MARKET ST., DO 2-1060    ATLANTA, 3130 MAPLE DRIVE, N. E., EX 6100    CHICAGO, 230 N. MICHIGAN, FR 2-3696

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
CAMEO CURTAINS, INC. Cameo Curtains	Home	Product Services	NBC	43	\$19,515	\$12,250	5
CAMPANA CORP. Magic Touch Make-Up, Ayds Reducing Candy, Coolies Cleansing Pads	Arthur Godfrey Time	Wallace-Ferry-Honly	CBS	39	\$91,115	\$40,000†	10
CAMPBELL CEREAL CO. Malt-o-meal Cereal	Morning Show	Campbell-Mithun	CBS	27	\$12,814	\$5,500	10
	Today	Campbell-Mithun	NBC	20	\$62,177	\$21,000	42
CAMPBELL SOUP CO. Campbell's Soups	Double or Nothing	BBDO	CBS	50	\$1,193,233	\$324,000	81
	Lassie	BBDO	CBS	61	\$522,345	\$400,000	16
	Campbell Soundstage	BBDO	NBC	64	\$682,269	\$385,000	22
	Campbell Summer Soundstage	BBDO	NBC	62	\$466,683	rerun	14
	Dear Phoebe	BBDO	NBC	71	\$601,794	\$552,500	17
	Today	BBDO	NBC	54	\$23,195	\$2,500	5
Campbell's Soups & Other Products	Abbott & Costello	Burnett	CBS	54	\$417,702	\$270,000	30
	Howdy Doody	Burnett	NBC	53	\$639,141	\$82,000	41
CAPITAL AIRLINES Capital Airlines	Today	L. E. Ryart	NBC	48	\$142,951	\$19,500	39
CARNATION COMPANY All Products	Huddle & NCAA Football Games	Erwin, Wasey	ABC	17	\$108,875	NA	13
Evaporated Milk	Burns & Allen	Erwin, Wasey	CBS	125	\$1,054,686	\$832,000	26
CARTER PRODUCTS, INC. Arrid, Rise Shave Cream & Other Products	Place the Face	SSC&B	CBS	67	\$456,543	\$297,500	17
	Name That Tune	SSC&B	CBS	70	\$260,025	\$112,500	9
	This Is Show Business	SSC&B	CBS	92	\$155,093	\$80,000	5
	Meet Millie	SSC&B	CBS	84	\$706,543	\$450,000	20
Carter's Little Liver Pills	Morning Show-Pacific Panorama	Bates	CBS	50	\$7,536	\$1,650	3
Carter's Little Liver Pills, Arrid, Nair, Rise Shave Cream	Walter Winchell	Bates	ABC	33	\$72,370	\$126,000†	7
	Plainclothesman	Bates	DuM	25	\$121,250	\$48,750	13
CAT'S PAW RUBBER CO., INC. Cat's Paw & Cat-Tex Cat's Paw	Garry Moore Show	S.A. Levyne	CBS	79	\$150,932	\$32,500	13
	Your Show of Shows/ Martha Raye Show	S.A. Levyne	NBC	54	\$122,115	\$159,996	12
CHESEBROUGH MANUFACTURING CO. Vaseline Cream Hair Tonic	Greatest Fights of the Century	Cayton	NBC	21	\$286,290	\$150,000	30
CHEVROLET DEALERS ASS'N. Chevrolet Passenger Cars	Chevrolet Showroom	Campbell-Ewald	ABC	2	\$40,250	NA	7
	Pro Football	Campbell-Ewald	DuM	7	\$27,738	NA	6
CHICAGO SHOW PRINTING CO. Mystik Tape	Garry Moore Show	Hartman	CBS	55	\$275,935	\$62,500	25
CHRYSLER CORP. Chrysler Passenger Cars	J.L. Hudson Thanksgiving Day Parade	BBDO	ABC	57	\$16,350	NA	1

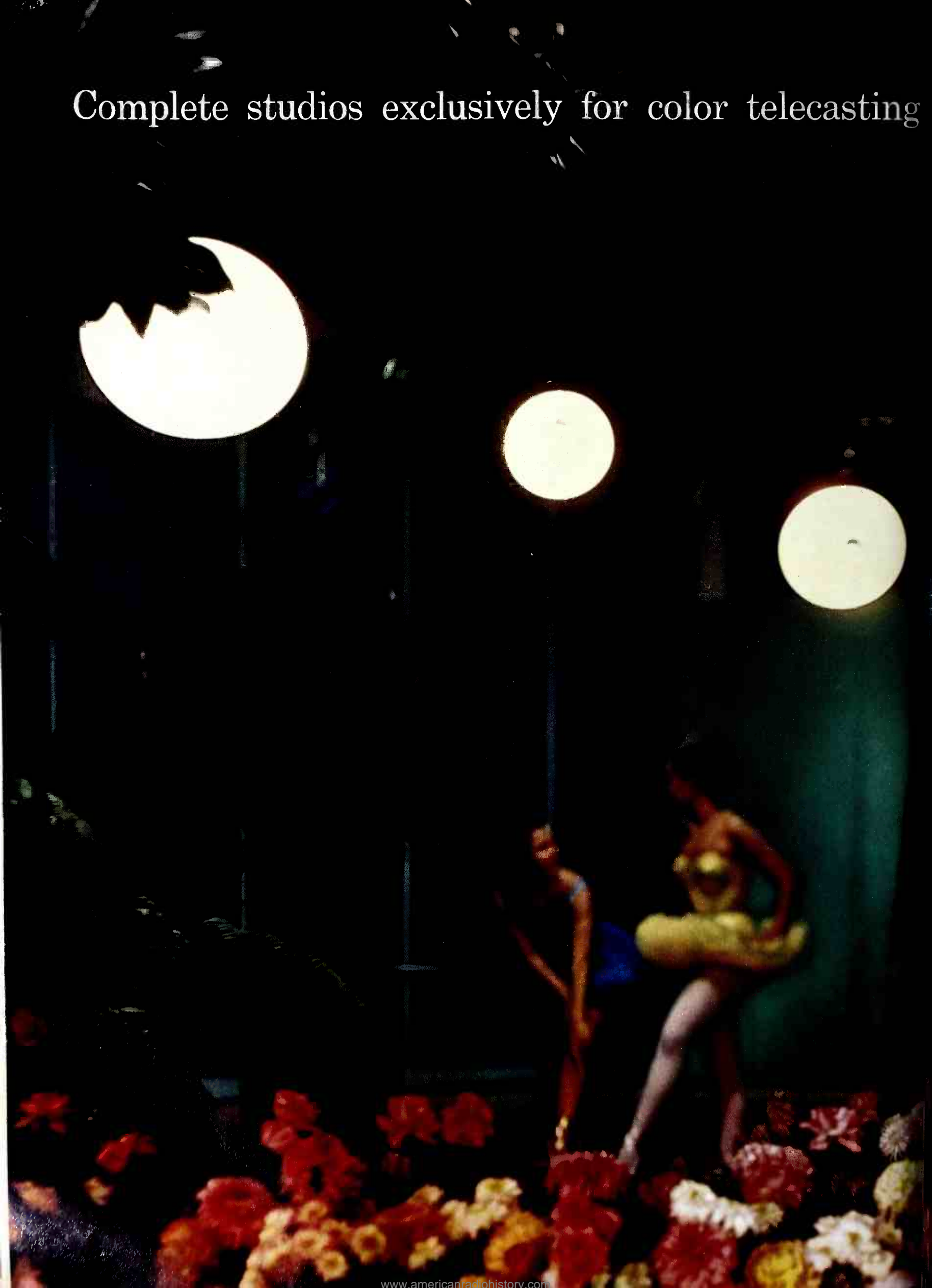
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Presenting in New Orleans . . .

Complete studios exclusively for color telecasting

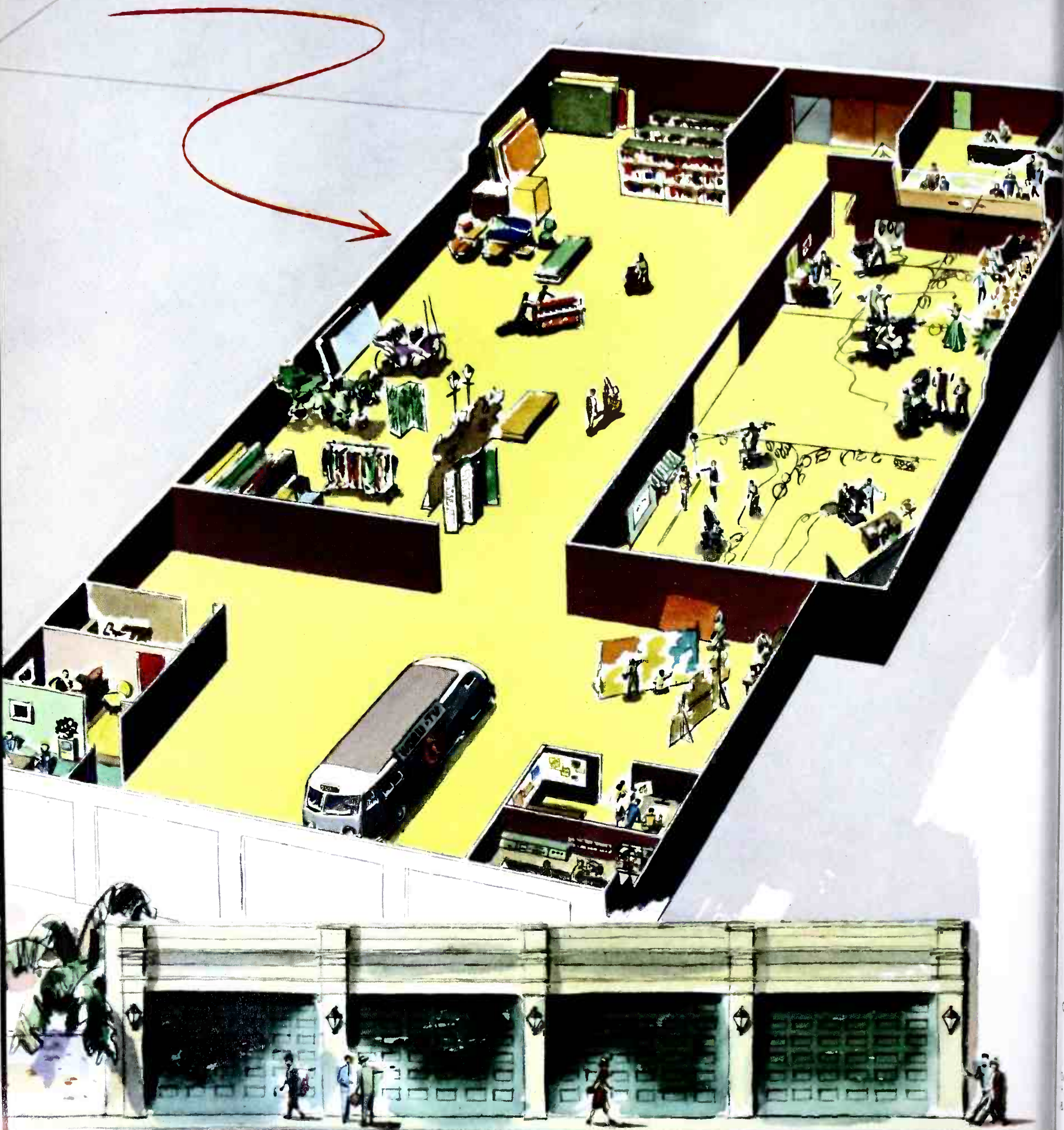




..... WDSU-TV Channel 6



*Located immediately adjacent to our main studios*  
12,000 additional square feet for **COLOR** telecasting



Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
	Shower of Stars	BBDO	CBS	110	\$270,838	\$400,000	4
	Climax	BBDO	CBS	110	\$682,812	\$450,000	10
Chrysler Passenger Cars, Parts & Services	It's a Great Life	BBDO	NBC	118	\$607,026	\$560,000	16
Chrysler, De Soto, Dodge & Plymouth Passenger Cars	Medallion Theatre	BBDO	CBS	137	\$570,123	\$385,000	14
Plymouth Passenger Cars	That's My Boy	BBDO	CBS	134	\$1,594,014	\$1,026,000	38
De Soto Passenger Cars, Parts, & Services	You Bet Your Life	BBDO	NBC	145	\$1,777,924	\$975,000	39
	The Best of Groucho	BBDO	NBC	142	\$598,067	rerun	13
Dodge Passenger Cars	Break the Bank	Grant	ABC	162	\$1,664,695	\$822,500	47
Plymouth Passenger Cars	Pro Football	Ayer	DuM	160	\$162,200	NA	1
<b>CHUN KING SALES, INC.</b>							
Chun King Chinese Food Products	Garry Moore Show	Stockton-West-Burkhart	CBS	68	\$164,950	\$32,500	13
<b>CIBA CO., INC.</b>							
Pharmaceuticals	Horizons	Kiesewetter, Baker	ABC	16	\$29,250	\$16,500	3
<b>CITIZENS COMMITTEE FOR A DEMOCRATIC ADMINISTRATION</b>							
Political	Harriman & Wagner Political Speech	Whitebrook	CBS	9	\$4,130	NA	1
		Whitebrook	NBC	5	\$1,720	NA	1
<b>CITIZENS FOR DOUGLAS COMMITTEE</b>							
Political	Speech by Paul H. Douglas	H. H. Brown	ABC	7	\$2,100	NA	1
<b>CITIZENS FOR HARRIMAN</b>							
Political	Averell Harriman	Whitebrook	CBS	7	\$3,320	NA	1
<b>CLINTON FOODS INC.</b>							
Snow Crop Frozen Foods	Arthur Godfrey Time	Maxon	CBS	33	\$262,344	\$144,000†	36
<b>THE COCA COLA CO.</b>							
Coca Cola	Coke Time	D'Arcy	NBC	101	\$2,362,920	\$890,000	89
<b>COLGATE-PALMOLIVE CO.</b>							
Colgate Dental Cream	Howdy Doody	Bates	NBC	60	\$1,046,705	\$130,000	65
Colgate Dental Cream, Palmolive Soap, Vel Suds	Feather Your Nest	Esty	NBC	74	\$263,420	\$82,500	33
Colgate Dental Cream, Vel, Super Suds, Fab, Ajax, Palmolive Soap	Strike It Rich (PM)	Esty	CBS	72	\$4,208,582	\$652,500	261
Palmolive Shave Cream, Veto, Lustre Creme Shampoo, Vel	Strike It Rich (AM)	Esty	CBS	112	\$2,029,785	\$572,000	52
Palmolive Soap, Halo Shampoo, Colgate Dental Cream, Ajax	Colgate Comedy Hour	Bates	NBC	132	\$2,430,532	\$2,145,000	33
	Colgate Summer Comedy Hour	Bates	NBC	129	\$1,041,203	\$490,000	14
Rapid Shave	Scoreboard	Esty	ABC	90	\$67,340	NA	13
FAB Detergent, Ajax Cleanser	Modern Romances	B. Houston	NBC	90	\$329,715	\$89,100	33
FAB, Colgate Chlorophyll Tooth Paste, Cashmere Bouquet Soap & Lotion	The Big Payoff	Esty	CBS	75	\$2,672,455	\$1,170,000	260
<b>COLUMBIA BROADCASTING SYSTEM INC.</b>							
CBS Television & Radio Sets	Arthur Godfrey & His Friends	Bates	CBS	105	\$424,956	\$385,000	11
Columbia Record Player	Arthur Godfrey Time	McCann-Erickson	CBS	32	\$7,309	\$4,000†	1
<b>COMSTOCK CANNING CORP.</b>							
Comstock Pie-Sliced Fruit & Vegetables & Apple Sauce	Garry Moore Show	Burnett	CBS	55	\$158,281	\$35,000	14

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>CONGOLEUM-NAIRN, INC.</b> Gold Seal Floors, Congowall & Other Products	Mr. and Mrs. North	McCann-Erickson	NBC	20	\$171,513	\$292,500	13
<b>CONSOLIDATED COSMETICS, INC.</b> Lanolin Plus Preparations	They Stand Accused	F. E. Duggan	DuM	75	\$699,814	\$85,000	17
	Kate Smith Hour	BBDO	NBC	69	\$59,045	\$17,500	5
<b>CONSOLIDATED ROYAL CHEMICAL CORP.</b> Liquinet, Krank's Shave Kreem	Arthur Murray Party	D-F-S	NBC	36	\$124,044	\$140,000	8
<b>CONTINENTAL BAKING CO.</b> Wonder Bread, Hostess Cake	Howdy Doody	Bates	NBC	50	\$915,600	\$104,000	52
<b>CONTINENTAL MANUFACTURING CORP.</b> Life-Time Battery & Life-Time Filter	Indianapolis Speedway Film	W. H. Hunt	ABC	28	\$12,297	NA	1
<b>CONTINENTAL MOTORS CORP.</b> Continental Motors	Morning Show-Pacific Panorama	Cummings & Hopkins	CBS	20	\$5,217	\$1,650	3
<b>CONVERTED RICE, INC.</b> Uncle Ben's Converted Rice	Garry Moore Show	Burnett	CBS	79	\$630,224	\$132,500	53
<b>COOPER, WILLIAM &amp; NEPHEWS INC.</b> Stay-o-Way Insecticide	Today	Phil Gordon	NBC	49	\$13,546	\$2,500	5
<b>CORN PRODUCTS REFINING CO.</b> Linit Starch	Garry Moore Show	C. L. Miller	CBS	55	\$74,683	\$17,500	7
	Kate Smith Hour	C. L. Miller	NBC	52	\$53,075	\$17,500	5
<b>CORNING GLASS WORKS</b> Pyrex Dinnerwear	Home	Maxon	NBC	51	\$55,332	\$31,850	13
<b>COWLES MAGAZINES, INC.</b> Look Magazine	Today	McCann-Erickson	NBC	48	\$3,328	\$500	1
<b>CRANE CO.</b> Crane Plumbing Equipment	Morning Show-Pacific Panorama	Burnett	CBS	56	\$38,501	\$7,150	13
<b>CROWELL-COLLIER PUBLISHING CO.</b> Collier's Magazine	Today	Kudner	NBC	50	\$17,955	\$2,500	5
<b>CUDAHY PACKING CO.</b> Old Dutch Cleanser	Home	Y&R	NBC	42	\$29,718	\$14,700	6
Old Dutch Cleanser & Delrich Margarine	Your Show of Shows/ Martha Raye Show	Y&R	NBC	79	\$42,465	\$53,332	4
	Saturday Night Revue	Y&R	NBC	55	\$144,965	\$182,000	13
<b>HELENE CURTIS INDUSTRIES, INC.</b> Helene Curtis Hair Preparations	Robert Q. Lewis Show	Ludgin	CBS	58	\$191,845	\$51,000	17
	Tonight	Ludgin	NBC	42	\$76,493	\$34,800	24
Helene Curtis Spray Net	Down You Go	Ludgin	DuM	33	\$308,810	\$153,000	18
	Top Plays of 1954	Ludgin	NBC	71	\$442,500	\$264,000	12
<b>CURTIS PUBLISHING CO.</b> Holiday Magazine	Home	BBDO	NBC	53	\$4,434	\$2,450	1
Saturday Evening Post, Holiday, Ladies' Home Journal	Home	BBDO	NBC	41	\$49,200	\$34,300	14
Ladies' Home Journal	Home	BBDO	NBC	73	\$8,535	\$4,900	2
Saturday Evening Post, Ladies' Home Journal	Today	BBDO	NBC	50	\$16,914	\$2,500	5
Ladies' Home Journal	Today	BBDO	NBC	49	\$14,076	\$2,000	4
Saturday Evening Post	Today	BBDO	NBC	51	\$53,614	\$7,000	14

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**WJAR-TV**  
made this sale!

In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette.

Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs more live, local shows than any other TV channel in New England. It pays to make the sale on WJAR-TV!



Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)  
Agency: William Esty, New York City

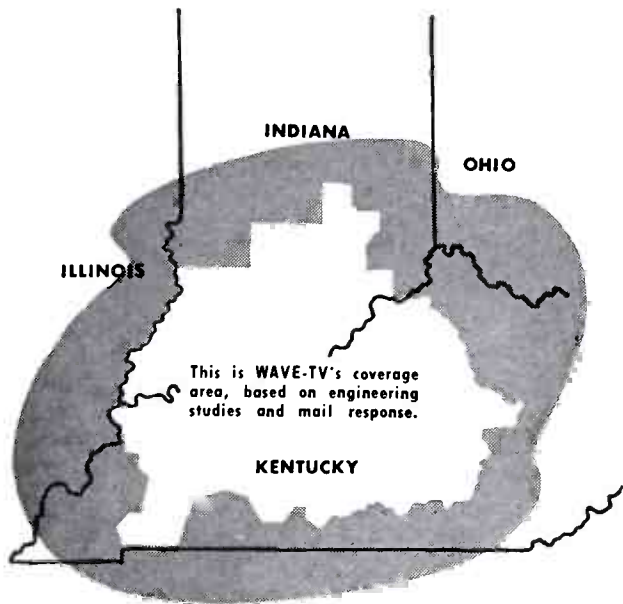
**Powerful 10**  
Providence,  
Rhode Island



Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Holiday Magazine	Today	BBDO	NBC	51	\$4,044	\$500	1
Saturday Evening Post	Tonight	BBDO	NBC	24	\$9,166	\$7,250	5
<b>DIAMOND CRYSTAL SALT CO.</b>							
Diamond Crystal Salt	Today	B&B	NBC	32	\$39,668	\$9,500	19
<b>DOESKIN PRODUCTS INC.</b>							
Doeskin Tissues and Paper Napkins	Robert Q. Lewis Show	Grey	CBS	45	\$126,925	\$42,000	14
Doeskin Paper Products	Kate Smith Hour	Grey	NBC	55	\$164,435	\$56,000	16
<b>DOUBLEDAY &amp; CO., INC.</b>							
Doubleday One Dollar Book Club	Today	F. Spier	NBC	31	\$2,449	\$500	1
<b>DOW CHEMICAL CO.</b>							
Dow Styron Plastic & Dow Plastic Coatings	Home	MacManus, John & Adams	NBC	46	\$95,015	\$61,250	25
	Today	MacManus, John & Adams	NBC	54	\$388,853	\$51,000	102
Saran-Wrap	Kate Smith Hour	MacManus, John & Adams	NBC	49	\$251,280	\$84,000	24
	Today	MacManus, John & Adams	NBC	54	\$513,873	\$67,500	135
	Your Show of Shows	MacManus, John & Adams	NBC	56	\$92,680	\$119,997	9
	Saturday Night Revue	MacManus, John & Adams	NBC	57	\$226,620	\$98,000	7
Saran-Wrap & Other Products	The Medic	MacManus, John & Adams	NBC	102	\$542,268	\$455,000	13
Anti-Freeze	Tonight	MacManus, John & Adams	NBC	41	\$21,243	\$10,150	7
<b>DOW-CORNING CORP.</b>							
Dow-Corning Silicones	Home	Anderson & Cairns	NBC	42	\$41,212	\$22,050	9
<b>DREWRY'S LIMITED, USA, INC.</b>							
Drewry's Ale & Beer	Greatest Football Plays of the Week	MacFarland, Aveyard	DuM	5	\$11,505	\$65,000	13
<b>DUFFY-MOTT CO., INC.</b>							
Duffy-Mott Apple Products, Sunsweet Prune Juice (Pacific Coast)	Jamie	Y&R	ABC	22	\$179,333	\$192,000	12
<b>ALLEN B. DU MONT LABS, INC.</b>							
Du Mont Television Sets	Colonel Humphrey Flack	Campbell-Ewald	DuM	51	\$332,174	\$216,000	27
	What's the Story	Campbell-Ewald	DuM	2	\$129,480	\$182,000	52
<b>E.I. DU PONT DE NEMOURS &amp; CO., INC.</b>							
Institutional	Cavalcade of America	BBDO	ABC	26	\$591,980	\$1,365,000	39
Du Pont Nylon	Home	BBDO	NBC	46	\$134,575	\$78,400	32
Du Pont Paints	Today	BBDO	NBC	48	\$14,633	\$2,000	4
<b>EASTCO, INC.</b>							
Clearasil Medication	Morning Show	R&R	CBS	56	\$6,418	\$1,100	2
	Today	R&R	NBC	51	\$31,404	\$4,500	9
Scratchex Dog Powder	Today	R&R	NBC	45	\$6,807	\$1,000	2
<b>ECONOMICS LAB., INC.</b>							
Soilax	Garry Moore Show	Mathes	CBS	58	\$310,603	\$75,000	30
<b>ELECTRIC AUTO-LITE CO.</b>							
Spark Plugs, Batteries, Automobile Accessories	Suspense	R&R	CBS	43	\$842,727	\$560,000	32

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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# POLLING?

If you'd like to do a really significant opinion poll on TV in Kentucky and Southern Indiana—

**ASK YOUR REGIONAL DISTRIBUTORS!**

Pick up your telephone, now, and ask the people who know. Call all your distributors within a hundred miles of Louisville. Ask them this point-blank question:

"What Louisville television station do you and your neighbors prefer?"

This simple little survey will renew your faith in polls. Try it and see.

## WAVE-TV

CHANNEL **3** LOUISVILLE

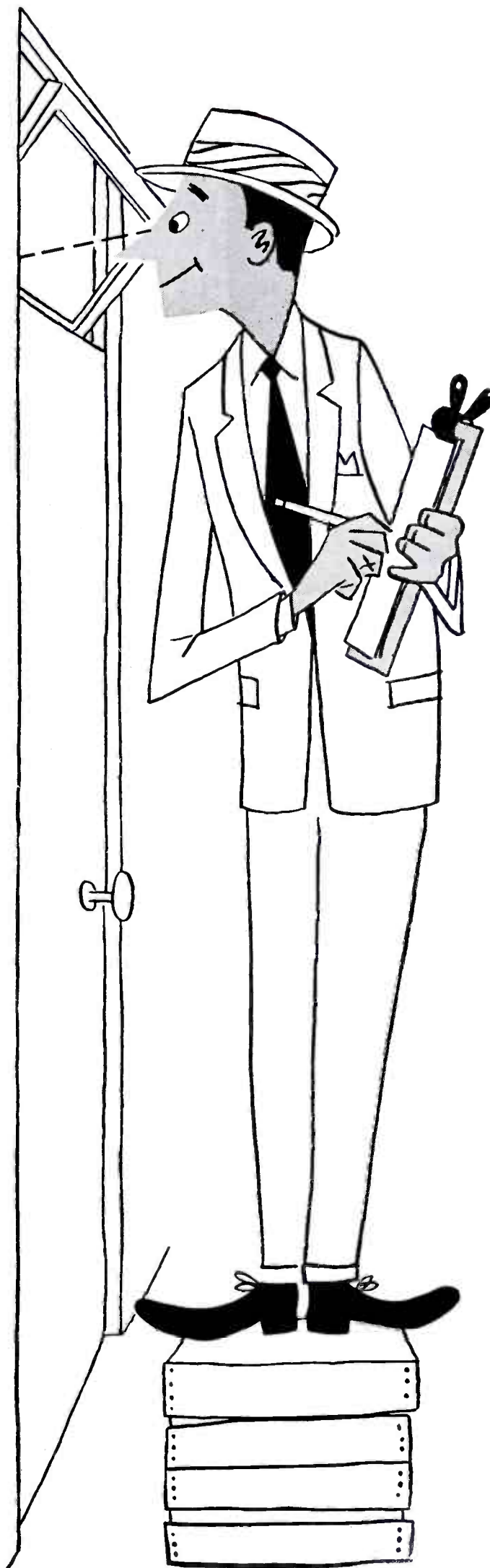
FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT



**SPOT SALES**

Exclusive National Representatives



Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-costs
	Easter Parade of Stars Automobile Show	R&R	CBS	43	\$26,691	NA	1
<b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b>							
Electric Light & Power Cos.	You Are There	Ayer	CBS	107	\$752,430	\$506,000	22
<b>THE ELECTRIC INDUSTRY</b>							
Institutional	Light's Diamond Jubilee	Ayer	ABC	58	\$62,875	NA	1
		Ayer	CBS	135	\$154,010	NA	1
		Ayer	DuM	23	\$42,300	NA	1
		Ayer	NBC	134	\$153,320	NA	1
<b>ELGIN NATIONAL WATCH CO.</b>							
Elgin Watches	Elgin TV Hour	Y&R	ABC	107	\$405,669	\$280,000	7
<b>EMEROL MANUFACTURING CO., INC.</b>							
Marvel Mystery Oil	Tommy Henrich Show	Hilton & Riggio	ABC	31	\$83,756	NA	15
<b>EMERSON DRUG CO.</b>							
Bromo-Seltzer	Chance of a Lifetime	Lennen & Newell	DuM	22	\$35,800	\$21,000	2
	Today	Lennen & Newell	NBC	45	\$77,859	\$12,000	24
<b>ENGLANDER CO., INC.</b>							
Englander Mattress & Bed Spring	Bob Crosby Show	Burnett	CBS	52	\$375,817	\$136,500	39
<b>EX-LAX, INC.</b>							
Ex-Lax Laxative & Jests Antacid Tablets	Leave It to the Girls	Warwick & Legler	ABC	15	\$168,675	\$97,500	13
<b>EXQUISITE FORM BRASSIERES, INC.</b>							
Exquisite Form Brassieres	Stop the Music	Grey	ABC	81	\$239,488	\$148,500	9
<b>FALSTAFF BREWING CORP.</b>							
Falstaff Beer	Bears-Cardinals Football Games	D-F-S	ABC	4	\$20,175	NA	12
	Game of the Week	D-F-S	ABC	46	\$545,477	NA	29
<b>FAMILY CIRCLE, INC.</b>							
Family Circle Magazine	Today	D-F-S	NBC	50	\$4,116	\$500	1
<b>FEDDERS-QUIGAN CORP.</b>							
Fedders Room Air Conditioners	Today	BBDO	NBC	45	\$374,891	\$53,500	107
<b>FIRESTONE TIRE &amp; RUBBER CO.</b>							
Firestone Tires, Tubes, Foamex, Velon & Other Products	Voice of Firestone	Sweeney & James	ABC	83	\$828,735	\$652,500†	29
Tires, Tubes & Batteries	Voice of Firestone	Sweeney & James	NBC	75	\$728,610	\$484,000†	22
<b>FLORIDA CITRUS COMMISSION</b>							
All Products	Twenty Questions	JWT	ABC	45	\$502,898	\$286,000	26
	Today	JWT	NBC	51	\$449,240	\$64,500	129
Florida Oranges	Morning Show	JWT	CBS	57	\$42,536	\$7,150	13
<b>FLORISTS' TELEGRAPH DELIVERY ASS'N., INC.</b>							
Florists' Telegraph Delivery Ass'n.	Morning Show-Pacific Panorama	Grant	CBS	57	\$5,918	\$1,100	2
	Home	Grant	NBC	42	\$9,781	\$4,900	2
	Today	Grant	NBC	49	\$7,707	\$1,000	2
<b>FOOD SPECIALTIES, INC.</b>							
Appian Way Pizza Pie Mix	Today	Ovesey, Berlow & Strauss	NBC	54	\$4,676	\$500	1
<b>FORD MOTOR CO.</b>							
Automobiles, Trucks, Parts & Services	Ford Theatre	JWT	NBC	145	\$2,145,861	\$1,530,000	51
Ford Passenger Cars, Parts & Services	New Orleans Mardi Gras	JWT	NBC	65	\$58,255	NA	3

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Client & Product	Program	Agency*	Net- work	# of Sta- tions**	Total Gross Time Cost	Total Program Cost	# of Tele- casts
Ford Passenger Cars, Trucks, Parts & Services	Producer's Showcase	JWT	NBC	81	\$166,900	\$360,000	3
Lincoln & Mercury Passenger Cars	Toast of the Town	K&E	CBS	149	\$3,601,290	\$2,295,000	51
<b>FRAM CORP.</b>							
Fram Oil Filters & Replacement Cartridges	Today	VanSant, Dugdale	NBC	44	\$35,887	\$5,000	10
<b>FRAWLEY CORP.</b> (Paper-Mate Co., Inc.)							
Paper-Mate Pens	Trouble with Father	FC&B	ABC	47	\$343,444	\$192,500	11
	Imogene Coca Show	FC&B	NBC	80	\$28,932	\$29,000	2
	People Are Funny	FC&B	NBC	137	\$336,363	\$140,000	7
<b>GEMEX CO.</b>							
Gemex Watch Bands	George Jessel Show	BBDO	ABC	27	\$76,425	\$122,500	7
	Stork Club	BBDO	ABC	40	\$39,595	\$19,250	7
<b>GENERAL CIGAR CO., INC.</b>							
White Owl Cigars	Sports Spot	Y&R	CBS	39	\$632,390	\$150,500	43
<b>GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS</b>							
Religious Talks	Faith for Today	Rockhill	ABC	13	\$283,486	\$130,000	52
<b>GENERAL ELECTRIC CO.</b>							
G.E. Electrical Appliances	General Electric Theatre	BBDO	CBS	118	\$1,874,121	\$1,750,000	50
	I Married Joan	Y&R	NBC	110	\$2,084,685	\$1,820,000	52
G.E. Lamps	Jane Froman Show	BBDO	CBS	53	\$610,960	\$440,000	40
	Summer Holiday	BBDO	CBS	52	\$205,457	\$90,000	12
G. E. Refrigerators	Saturday Night Revue	Y&R	NBC	55	\$271,980	\$182,000	13
G.E. Television Sets, Radios & Small Appliances	The Ray Milland Show	Maxon	CBS	60	\$951,558	\$1,540,000	44
G.E. Television Sets & Tubes	Today	Maxon	NBC	54	\$155,817	\$21,000	42
Hotpoint Major Appliances	Adventures of Ozzie & Harriet	Maxon	ABC	51	\$568,515	\$918,000	27
Telechron Electric Clocks	New Year's Eve in Times Square	Ayer	NBC	59	\$12,650	NA	1
	Today	Ayer	NBC	54	\$225,805	\$29,000	58
<b>GENERAL FOODS CORP.</b>							
Baker's Chocolate	Pantomime Quiz	B&B	CBS	52	\$121,728	\$38,000	4
Baker's Coconut	Today	B&B	NBC	49	\$104,524	\$14,000	28
All Products	Rodgers & Hammerstein Cavalcade	Y&R, B&B, FC&B	ABC	53	\$40,013	NA	1
	Rodgers & Hammerstein Cavalcade	Y&R, B&B, FC&B	CBS	97	\$88,845	NA	1
	Rodgers & Hammerstein Cavalcade	Y&R, B&B, FC&B	DuM	16	\$18,025	NA	1
	Rodgers & Hammerstein Cavalcade	Y&R, B&B, FC&B	NBC	95	\$97,380	NA	1
Grape-Nuts Flakes & Swansdown Mixes	Portia Faces Life	Y&R	CBS	56	\$1,336,452	\$390,000	195
Instant Maxwell House Coffee	Red Buttons	B&B	CBS	151	\$1,032,211	\$600,000	24
	Masquerade Party	B&B	CBS	155	\$578,414	\$162,500	13
Instant Maxwell House Coffee, Gaines Dog Food	December Bride	B&B	CBS	157	\$689,637	\$420,000	15
Jell-O Gelatin Dessert	Pinky Lee Show	Y&R	NBC	61	\$74,612	\$32,000	16
	Bob Crosby Show	Y&R	CBS	68	\$74,987	\$28,000	8
Log Cabin Syrup	Today	B&B	NBC	45	\$91,151	\$12,500	25
Maxwell House Coffee, Minute Ride	Mama	B&B	CBS	59	\$1,308,063	\$1,125,000	45

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Minute Rice, Jell-O, Swansdown Post Toasties, Corn Flakes, Sugar Crisp, Grape-Nuts Flakes Sanka Coffee, Instant Sanka, Swansdown & Other Products	Pantomime Quiz	B&B	CBS	50	\$116,640	\$38,000	4
	Bob Hope Show	Y&R	NBC	132	\$533,880	\$600,000	8
	Roy Rogers	B&B	NBC	82	\$1,849,404	\$1,430,000	52
	Our Miss Brooks	Y&R	CBS	69	\$1,572,660	\$1,664,000	52
<b>GENERAL MILLS, INC.</b>							
Betty Crocker Cake Mixes	Today	BBDO	NBC	49	\$124,685	\$17,000	34
Bisquick, Crustquick, Cake Mix	Valiant Lady	D-F-S	CBS	79	\$1,252,607	\$390,000	156
Cheerios & Cake Mixes	Stu Erwin Show	D-F-S	ABC	47	\$908,487	\$405,000	30
Cheerios, Wheaties, Kix	Lone Ranger	D-F-S	CBS	39	\$627,644	\$1,300,000	52
Cereals & Cake Mixes	Ding Dong School	Tatham-Laird	NBC	54	\$599,065	\$66,250	53
Flour, Cereal & Other Products	Bob Crosby Show	Knox Reeves	CBS	71	\$781,467	\$395,500	113
General Mills Products	Captain Midnight	Tatham-Laird	CBS	46	\$142,478	\$100,000	10
Gold Medal Flour, Cereals, Mixes, Dog Food & O-Cel-O Sponges	Robert Q. Lewis Show	BBDO	CBS	50	\$234,507	\$108,000	36
Gold Medal Flour, Cheerios & O-Cel-O Sponges	Willy	D-F-S	CBS	65	\$190,598	\$354,000	12
Sugar Jets Cereal	Barker Bill's Cartoons	Esty	CBS	78	\$1,190,238	\$420,000	105
Wheaties, Bisquick, Cheerios General Mills Small Appliances	Pinky Lee Show	Esty	NBC	52	\$34,543	\$16,000	8
	Lone Ranger	D-F-S	ABC	75	\$1,418,079	\$1,300,000	52
	Bob Crosby Show	Knox Reeves	CBS	38	\$62,584	\$35,000	10
	Today	BBDO	NBC	44	\$34,801	\$5,000	10
O-Cel-O Sponges	Today	Comstock	NBC	48	\$28,816	\$4,000	8
<b>GENERAL MOTORS CORP.</b>							
AC Spark Plugs	Big Town	D.P. Brother	NBC	79	\$193,395	\$150,000	6
Buick Passenger Cars	Buick-Berle Show	Kudner	NBC	163	\$1,812,595	\$2,250,000	25
Cadillac Passenger Cars	Today	Kudner	NBC	54	\$22,564	\$2,500	5
	Today	MacManus, John & Adams	NBC	54	\$13,770	\$1,500	3
	Tonight	MacManus, John & Adams	NBC	24	\$6,108	\$1,500	3
Chevrolet Passenger Cars	Election Returns	Campbell-Ewald	ABC	59	\$36,600	NA	1
	Today	Campbell-Ewald	NBC	54	\$44,390	\$5,000	10
	Tonight	Campbell-Ewald	NBC	41	\$27,772	\$13,050	9
Chevrolet Passenger Cars & Trucks	Treasury Men in Action	Campbell-Ewald	ABC	80	\$312,408	\$273,000	13
	Dinah Shore Show	Campbell-Ewald	NBC	94	\$1,809,762	\$975,000	78
Chevrolet Passenger Cars, Trucks, Parts & Services	Fisher Body Craftsmen's Guild Scholarship Award Dinner	Kudner	NBC	61	\$34,965	NA	1
	General Promotion	General Motors Motorama	Kudner	CBS	102	\$51,808	NA
General Motors Motorama	Academy Awards Presentation	Kudner	NBC	117	\$79,805	NA	1
	Today	Kudner	NBC	50	\$67,950	\$5,000	10
Oldsmobile Passenger Cars	CBS News	D. P. Brother	CBS	54	\$1,749,204	\$858,500	101
	Max Liebman Presents	D. P. Brother	NBC	98	\$439,905	\$800,000	4
Pontiac Passenger Cars	Red Buttons Show	MacManus, John & Adams	NBC	104	\$451,058	\$440,000	11
	Jack Carson Show	MacManus, John & Adams	NBC	104	\$123,073	\$111,000	3
Pontiac Passenger Cars, Parts & Services	Dave Garroway Show	MacManus, John & Adams	NBC	96	\$922,404	\$689,000	26

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included.

**WKRC-TV**

316,000 watts  
on Channel 12



CINCINNATI, OHIO



**WTVN-TV**

100,000 watts  
on Channel 6      COLUMBUS, OHIO

Don Chapin  
*Mgr. New York Office,  
550 Fifth Avenue*

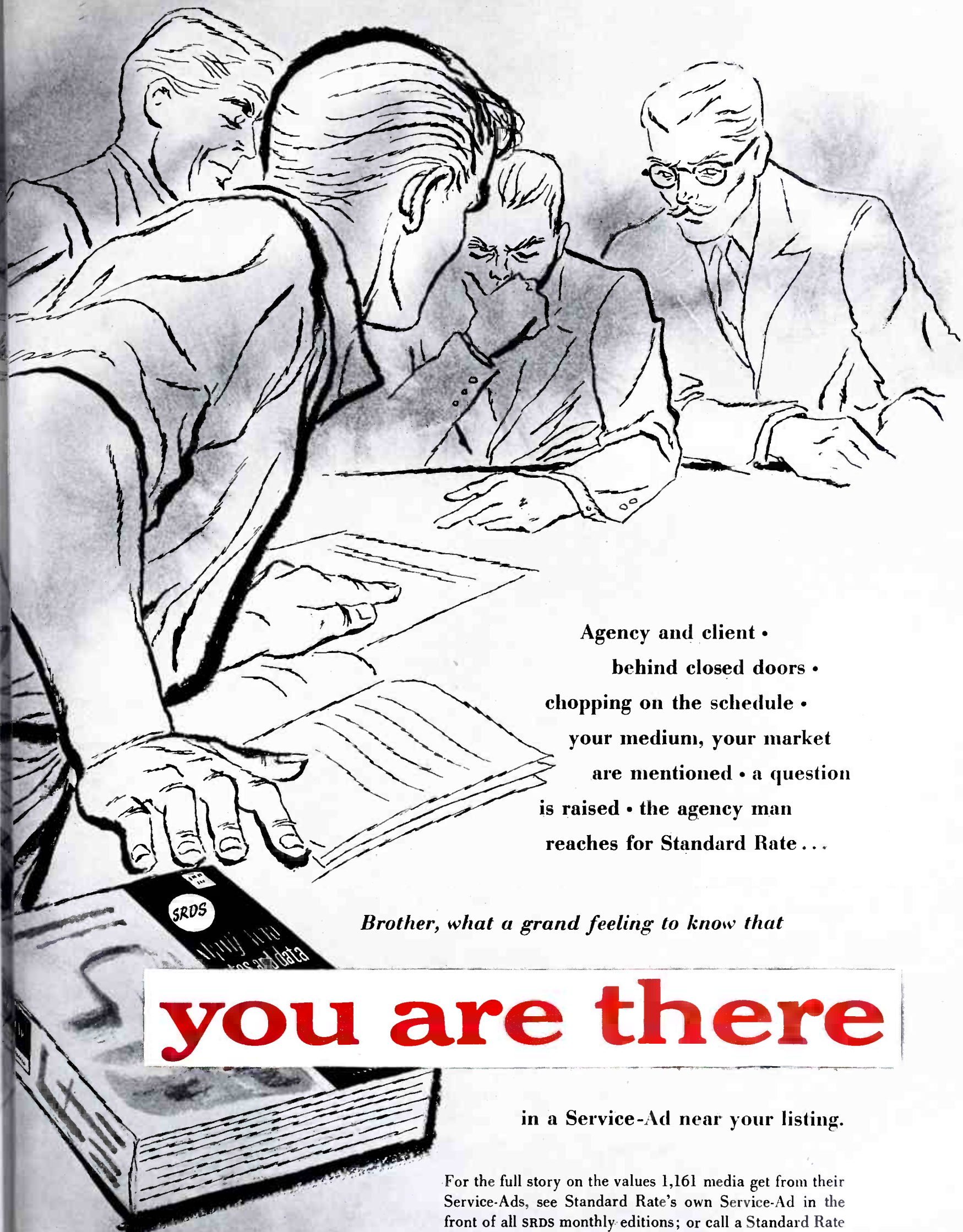
Ken Church  
*National Sales Manager*

REPRESENTED BY THE KATZ AGENCY

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Frigidaire Division All Products	Arthur Godfrey & His Friends	FC&B	CBS	111	\$871,642	\$770,000	22
	Red Skelton Revue	FC&B	CBS	113	\$161,882	NA	4
	Arthur Godfrey Time	FC&B	CBS	52	\$965,719	\$416,000†	104
<b>GENERAL TIME CORP.</b> Westclox Clocks	Tonight	BBDO	NBC	41	\$36,891	\$17,400	12
<b>GERBER PRODUCTS CO.</b> Gerber's Baby Foods	Ding Dong School	D'Arcy	NBC	75	\$509,840	\$55,000	44
	Kate Smith Hour	D'Arcy	NBC	79	\$347,836	\$126,000	36
<b>GILLETTE CO.</b> Gillette Razors & Blades	Blue-Gray Football Game	Maxon	NBC	129	\$220,413	NA	1
	Rose Bowl Football Game	Maxon	NBC	130	\$160,602	NA	1
Gillette Safety Razors	Orange Bowl Football Game	Maxon	CBS	98	\$82,239	NA	1
	All Star Baseball Game	Maxon	NBC	134	\$145,810	NA	1
Gillette Safety Razors, Blades, Shaving Cream	Cavalcade of Sports	Maxon	NBC	142	\$2,396,002	\$1,075,000	43
	Sports Reel	Maxon	NBC	127	\$370,290	NA	8
	Top Sports Events of 1954	Maxon	NBC	127	\$61,226	NA	1
	ECAC Xmas Basketball Festival	Maxon	NBC	115	\$44,515	NA	1
Gillette Safety Razors, Gillette Blue Blades	Belmont Stakes	Maxon	CBS	123	\$33,577	NA	1
	Kentucky Derby	Maxon	CBS	131	\$35,348	NA	1
	Preakness Stakes	Maxon	CBS	126	\$33,653	NA	1
	World Series 1954	Maxon	NBC	173	\$657,157	NA	4
<b>GILLETTE CO. (Toni Div.)</b> All Products	Tony Martin Show	Tatham-Laird	NBC	73	\$893,970	\$432,000	36
Prom Permanent Wave, White Rain Lotion Shampoo	Place the Face	Burnett	CBS	128	\$703,377	\$297,500	17
	Valiant Lady	Burnett	CBS	65	\$743,772	\$260,000	104
Toni Home Permanents	Place the Face	Weiss & Geller	NBC	115	\$565,727	\$162,500	13
	Look Magazine TV Awards	Weiss & Geller	NBC	115	\$44,515	NA	1
Toni Home Permanents, Hair Preparations & Cleansing Creams	Garry Moore Show	Burnett	CBS	58	\$108,467	\$32,500	13
Toni Home Permanents, Hair Preparations, Cleansing Creams & Lipstick	Jack Paar Show	Burnett	CBS	74	\$282,960	\$108,000	8
	Dollar a Second	Weiss & Geller	NBC	126	\$393,762	\$80,000	8
	Kollege of Musical Knowledge	Burnett	NBC	123	\$482,754	\$148,500	11
	People Are Funny	Burnett	NBC	136	\$368,502	\$160,000	8
Toni Home Permanents, Hair Preparations, Cleansing Lotions, Creams	Bob Crosby Show	Weiss & Geller	CBS	56	\$208,528	\$101,500	29
Toni Permanent Wave, White Rain Lotion Shampoo, Deep Magic Cleansing Lotion, Viv Lipstick	Arthur Godfrey & His Friends	Weiss & Geller	CBS	141	\$1,473,510	\$1,155,000	33
Toni Permanent Wave	Red Skelton Revue	Weiss & Geller	CBS	143	\$358,808	NA	8
Toni Home Permanents, Hair Preparations & Cleansing Creams	Arthur Godfrey Time	Weiss & Geller	CBS	49	\$654,757	\$416,000†	104
<b>THE GLIDDEN CO.</b> Glidden Paints & Durkee's Food	Home	Meldrum & Fewsmith	NBC	54	\$66,093	\$41,650	17

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Agency and client •  
behind closed doors •  
chopping on the schedule •  
your medium, your market  
are mentioned • a question  
is raised • the agency man  
reaches for Standard Rate . . .

*Brother, what a grand feeling to know that*

**you are there**

**in a Service-Ad near your listing.**

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

**Note:** According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

Client & Product	Program	Agency*	Net- work	# of Sta- tions**	Total Gross Time Cost	Total Program Cost	# of Tele- casts
<b>GOLD FILLED MANUFACTURERS ASS'N, INC.</b> Gold Filled Jewelry	Today	Sutherland-Abbott	NBC	54	\$46,390	\$5,000	10
<b>GOLD MEDAL CANDY CORP.</b> Bonomo's Turkish Taffy	The Magic Clown	Mogul	NBC	2	\$8,960	\$9,800	7
<b>GOLD SEAL CO.</b> Gold Seal Glass Wax	Jo Stafford Show	Campbell-Mithun	CBS	86	\$902,612	\$480,000	40
<b>GOOD FOODS, INC.***</b> Skippy Peanut Butter	You Asked For It	Guild, Bascom & Bonfigli	ABC	9	\$169,110	\$832,000	52
<b>THE B. F. GOODRICH CO.</b> B. F. Goodrich Tires, Tubes	Burns and Allen	BBDO	CBS	116	\$994,074	\$832,000	26
<b>GOODYEAR TIRE &amp; RUBBER CO.</b> Kelly Car Tires & Other Products	National Open Golf Championship	Y&R	NBC	57	\$59,600	NA	1
Tires & Neolite Soles	Goodyear TV Playhouse	Y&R	NBC	105	\$1,574,411	\$960,000	24
<b>GORDON BAKING CO.</b> Silvercup Bread	Many Moons	Ayer	ABC	4	\$8,400	NA	1
<b>BILLY GRAHAM EVANGELISTIC ASS'N, INC.</b> Billy Graham Evangelistic Ass'n, Inc.	Hour of Decision	W. F. Bennett	ABC	16	\$55,643	\$45,000	9
<b>GREEN GIANT CO.</b> Green Giant Canned & Frozen Peas, Corn & Mexicorn	Bank on the Stars	Burnett	NBC	44	\$92,610	\$37,500	3
Green Giant Peas, Del Maiz Cream Styled Corn, Niblets	Mickey Rooney Show	Burnett	NBC	46	\$288,330	\$315,000	9
Mexicorn, Niblets Corn	Art Linkletter's House Party		CBS	35	\$124,824	\$72,000	16
<b>GREYHOUND CORP.</b> Greyhound Busline	Omnibus	Beaumont & Hohman	CBS	82	\$221,899	\$227,500	13
<b>GRIFFIN MANUFACTURING CO., INC.</b> Griffin Shoe Polish	Imogene Coca Show	BC&P	NBC	75	\$63,160	\$72,500	5
	Your Show of Shows/ Martha Raye Show	BC&P	NBC	76	\$246,610	\$293,326	22
	Saturday Night Revue	BC&P	NBC	76	\$166,210	\$196,000	14
<b>GROCERY PRODUCTS CO., INC.</b> B in B Mushrooms & Kitchen Bouquet	Today	Bates	NBC	54	\$43,935	\$5,000	10
<b>GROVE LABS, INC.</b> Bromo Quinine & Fitch Shampoo	Today	Cohen	NBC	54	\$263,955	\$29,500	59
<b>GRUEN WATCH CO.</b> Gruen Precision Watches	Walter Winchell	McCann-Erickson	ABC	30	\$258,850	\$396,000†	22
	Bob Considine	McCann-Erickson	ABC	29	\$48,780	\$13,200†	4
<b>GULF OIL CORP.</b> Gasoline, Oil, Lubricants, Tires, Insecticides	Life of Riley	Y&R	NBC	111	\$1,701,396	\$1,590,000	53
<b>GUNTHER BREWING CO., INC.</b> Beer	Pro Football	Joseph Katz	DuM	3	\$33,403	NA	12
<b>HAGAN CORP.</b> Calgon Water Softener	Bob Crosby Show	Ketchum, McLeod & Grove	CBS	61	\$122,416	\$45,500	13

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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*Announcing*

# WSFA and WSFA-TV MONTGOMERY, ALA.

*Now Affiliated with*

# WKY and WKY-TV OKLAHOMA CITY, OKLAHOMA



Hoyt Andres  
Station Mgr. WSFA and WSFA-TV  
(Pioneered with WKY-TV)

*The same policy* of operation that makes WKY-TV outstanding in Oklahoma, now guides the management of WSFA-TV in Montgomery. Years of TV experience assure advertisers of maximum results . . . PLUS the fact that WSFA-TV serves a remarkable, booming Southeast area which is enjoying widespread industrial and agricultural expansion.

**WSFA-TV** operates on full 316,000 watts — from 1,040-ft. antenna, 21 miles south of Montgomery!

**WSFA-TV** serves Central and Southern Alabama, Southwest Georgia and Northern Florida.

WSFA, NBC Affiliate, Represented by HEADLEY REED CO. • WSFA-TV, Channel 12, NBC Television, Represented by KATZ AGENCY, INC.

Client & Product	Program	Agency*	Net- work	# of Sta- tions**	Total Gross Time Cost	Total Program Cost	# of Tele- casts
<b>HALLMARK CARDS, INC.</b>							
Hallmark Greeting Cards	Hallmark Hall of Fame	FC&B	NBC	54	\$1,693,124	\$1,290,000	43
	King Richard II	FC&B	NBC	55	\$85,496	NA	1
<b>THEODORE HAMM BREWING CO.</b>							
Hamm's Beer	Person to Person	Campbell-Mithun	CBS	28	\$210,113	\$828,000	46
	It's News to Me	Campbell-Mithun	CBS	17	\$28,678	\$70,000	7
	Greatest Football Plays of the Week	Campbell-Mithun	DuM	12	\$49,245	\$65,000	13
<b>HARTZ MOUNTAIN PRODUCTS</b>							
Bird Seed & Other Pet Food	Captain Hartz & His Pets	Hartman	NBC	26	\$87,595	\$39,000	13
<b>HASSENFELD BROTHERS, INC.</b>							
Empire Lead Pencils	Today	Bo Bernstein	NBC	50	\$15,920	\$2,000	4
<b>HATHAWAY MANUFACTURING CO.</b>							
Hathaway Curtains	Today	F. D. Richards	NBC	48	\$29,176	\$4,000	8
<b>HAWAIIAN PINEAPPLE CO. LTD.</b>							
Dole Canned Pineapple	Art Linkletter's House Party	Ayer	CBS	54	\$251,120	\$103,500	23
<b>THE HEARST CORP.</b>							
Good Housekeeping Magazine	Today	Direct	NBC	51	\$7,534	\$1,000	2
<b>H. J. HEINZ CO.</b>							
All Products	Studio "57"	Maxon	DuM	5	\$65,720	\$272,000	17
Heinz Soups & Other Products	Home	Maxon	NBC	57	\$217,272	\$132,300	54
<b>PAUL HENRY CO.</b>							
Saturn Gyro-Top	Today	MacManus, John & Adams	NBC	51	\$17,398	\$2,000	4
<b>HIGHLAND CHURCH OF CHRIST</b>							
Institutional	Herald of Truth	Martin	DuM	23	\$99,305	NA	27
<b>THE HOOVER CO.</b>							
Hoover Electric Cleaners	Garry Moore Show	Burnett	CBS	54	\$301,109	\$72,500	29
<b>INDEPENDENT CITIZENS COMMITTEE FOR IVES</b>							
Political	Speech by Senator Ives	Ellington	ABC	6	\$23,347	NA	10
	Speech by Senator Ives	Ellington	CBS	10	\$30,030	NA	9
	Political Speech	Ellington	NBC	5	\$20,365	NA	6
	Political Speech	Ellington	NBC	8	\$6,345	NA	1
<b>INTERNATIONAL CELLUCOTTON PRODUCTS CO.</b>							
Kleenex Tissue	Arthur Godfrey Time	FC&B	CBS	40	\$436,830	\$208,000†	52
<b>INTERNATIONAL HARVESTER CO.</b>							
International Harvester Air-Conditioner	Morning Show	Burnett	CBS	46	\$33,388	\$8,250	15
International Harvester Refrigerators, Freezers & Industrial Power	Halls of Ivy	Burnett	CBS	77	\$218,976	\$440,000	11
<b>INTERNATIONAL MINERALS &amp; CHEMICAL CORP.</b>							
Ac'cent Flavoring	Home	BBDO	NBC	42	\$49,530	\$24,500	10
	Today	BBDO	NBC	43	\$142,819	\$19,500	39
<b>INTERNATIONAL SHOE CO.</b>							
Red Goose Shoes	Space Cadet	D'Arcy	DuM	29	\$131,362	\$88,000	11
	Ding Dong School	D'Arcy	NBC	53	\$59,280	\$6,250	5
Shoes	Howdy Doody	HH&McD	NBC	57	\$207,159	\$28,000	14
Weather-Bird Shoes	Pinky Lee Show	HH&McD	NBC	61	\$158,632	\$26,000	13
<b>INTERNATIONAL SILVER CO.</b>							
Holmes & Edwards Silverplate & Other Products	Your Show of Shows/						

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Client & Product	Program	Agency*	Net- work	# of Sta- tions**	Total Gross Time Cost	Total Program Cost	# of Tele- casts
	Martha Raye Show	McCann-Erickson	NBC	56	\$116,120	\$146,663	11
Holmes & Edwards Silverplate	Today	McCann-Erickson	NBC	54	\$13,642	\$1,500	3
International Sterling Silver, 1847 Rogers Bros. Silverplate	My Favorite Husband	Y&R	NBC	69	\$581,013	\$632,500	23
<b>THE ANDREW JERGENS CO.</b>							
Jergens Lotion & Other Products	Bride and Groom	Orr	NBC	46	\$945,630	\$206,000	103
	First Love	Orr	NBC	44	\$562,465	\$137,700	51
<b>JOHNSON &amp; JOHNSON</b>							
Band-Aid, Surgical Dressings & Baby Products	Imogene Coca Show	Y&R	NBC	93	\$93,883	\$101,500	7
	Your Show of Shows/ Martha Raye Show	Y&R	NBC	55	\$106,880	\$146,663	11
<b>S. C. JOHNSON &amp; SON, INC.</b>							
Johnson's Glo-Coat, Car-Plate & Car-Nu	Robert Montgomery Presents	FC&B	NBC	98	\$1,680,466	\$988,000	26
Johnson's Waxes & Polishes	Life with Father	N,L&B	CBS	65	\$855,699	\$910,000	28
	Robert Q. Lewis Show	N,L&B	CBS	50	\$177,865	\$51,000	7
<b>WALTER H. JOHNSON CANDY CO.</b>							
Power House Candy Bars	Captain Video	F. Bruck	DuM	44	\$316,160	\$145,000	29
<b>KELLOGG CO.</b>							
Kellogg's Cereals & Gro-pup Dog Foods	Art Linkletter's House Party	Burnett	CBS	47	\$743,222	\$468,000	104
	Garry Moore Show	Burnett	CBS	55	\$378,214	\$130,000	52
Kellogg's Cereals (except Shredded Wheat & All-Bran)	Arthur Godfrey Time	Burnett	CBS	49	\$710,629	\$416,000†	104
Kellogg's Corn Flakes, Pep & Other Cereals	Super Circus	Burnett	ABC	50	\$995,646	\$375,000	52
	Wild Bill Hickok	Burnett	ABC	22	\$20,034	\$180,000	12
	Superman	Burnett	ABC	22	\$20,033	\$180,000	12
Rice Krispies, Kellogg's Cereals	Howdy Doody	Burnett	NBC	54	\$1,395,849	\$206,000	103
<b>THE KENDALL CO. (Bauer &amp; Black Div.)</b>							
Curads Plastic Bandages & Surgical Dressings	Art Linkletter's House Party	Burnett	CBS	40	\$112,627	\$58,500	13
Curads Plastic Bandages	Twenty Questions	Burnett	DuM	36	\$275,210	\$56,000	14
<b>KIPLINGER WASHINGTON AGENCY, INC.</b>							
Changing Times Magazine	Morning Show	Frank-Law	CBS	54	\$4,790	\$1,100	2
<b>KNOMARK MANUFACTURING CO.</b>							
Esquire Shoe Polish	Masquerade Party	Mogul	ABC	72	\$179,941	\$87,500	7
	Arthur Godfrey Time	Mogul	CBS	38	\$348,528	\$168,000†	42
<b>JACQUES KREISLER MANUFACTURING CORP.</b>							
Jacques Kreisler Watch Bands & Men's Jewelry	Kate Smith Hour	FC&B	NBC	41	\$49,450	\$35,000	10
	Today	FC&B	NBC	44	\$39,598	\$55,000	11
<b>LABOR'S LEAGUE FOR POLITICAL EDUCATION</b>							
Political	George Meany & Averell Harriman	Whitebrook	CBS	7	\$3,340	NA	1
<b>LADY ESTHER, LTD.</b>							
Lady Esther Creams	Morning Show-Pacific Panorama	Biow, Beirn & Toigo	CBS	61	\$176,050	\$29,150	53
<b>THE LAMBERT CO.</b>							
Listerine Antiseptic, Tooth Paste & Tooth Powder, Pro-phy-lactic Tooth Brush	Ozzie & Harriet	Lambert & Feasley	ABC	51	\$561,510	\$884,000	26

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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**HOOPER - PULSE - ARE**

**agree...**

**KPRC-TV**

**Leads Houston by**

**LANDSLIDE**

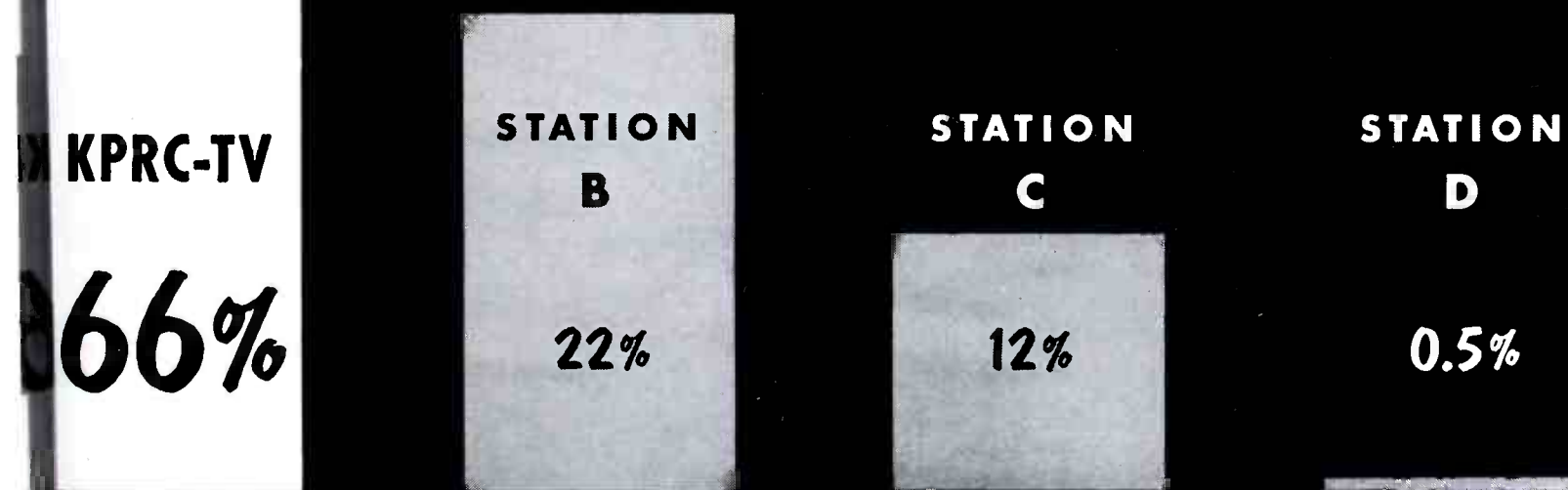
**49 out of 50 top Houston shows\* are on KPRC-TV**

KPRC-TV	George Gobel	61	KPRC-TV	Buick-Berle Show	42	KPRC-TV	Mickey Rooney	33
KPRC-TV	Waterfront	57	KPRC-TV	Truth or Consequences	42	KPRC-TV	People Are Funny	32
KPRC-TV	My Little Margie	52	KPRC-TV	Circle Theatre	41	KPRC-TV	Mr. Peepers	32
KPRC-TV	This Is Your Life	52	KPRC-TV	I Married Joan	41	KPRC-TV	Dinah Shore (Tuesday)	32
KPRC-TV	Your Hit Parade	52	KPRC-TV	Ramar of the Jungle	41	KPRC-TV	Curly Fox and Texas Ruby	32
KPRC-TV	You Bet Your Life	51	KPRC-TV	Donald O'Connor	40	KPRC-TV	Going Hollywood	32
KPRC-TV	Dragnet	49	KPRC-TV	TV Playhouse	39	KPRC-TV	Racket Squad	31
KPRC-TV	Fireside Theatre	49	KPRC-TV	I Led Three Lives	39	KPRC-TV	Badge 714	30
KPRC-TV	Million Dollar Movie	49	KPRC-TV	City Detective	38	KPRC-TV	Imogene Coca	30
KPRC-TV	Roy Rogers	46	KPRC-TV	Ellery Queen	38	KPRC-TV	News Caravan (Wednesday)	29
KPRC-TV	Lux Video Theatre	45	KPRC-TV	Dear Phoebe	37	KPRC-TV	News Caravan (Thursday)	29
KPRC-TV	Comedy Hour	44	KPRC-TV	Darts for Dough	35	KPRC-TV	Corliss Archer	28
KPRC-TV	Ford Theatre	44	KPRC-TV	It's a Great Life	35	Station B	What's My Line	28
KPRC-TV	Producer's Showcase	44	KPRC-TV	Houston Wrestling	35	KPRC-TV	Eddie Fisher (Wednesday)	28
KPRC-TV	Cisco Kid	43	KPRC-TV	Annie Oakley	35	KPRC-TV	Kit Carson	28
KPRC-TV	Life of Riley	43	KPRC-TV	Cavalcade of America	34	KPRC-TV	News Caravan (Monday)	27
KPRC-TV	Robert Montgomery	42	KPRC-TV	News Caravan (Tuesday)	33			

\*Hooper January 1955

(Pulse - 39 out of 40; ARB - 38 out of 40)

TV Hooperatings (evenings Sunday through Saturday 6:30 to 10:30 P.M.), show KPRC-TV share of television audience three times greater than Station B, and twice as large as Stations B, C and D combined.



# KPRC-TV

**C H A N N E L 2**  
**H O U S T O N**

JACK HARRIS,  
Vice President and General Manager

Nationally Represented by  
EDWARD PETRY & CO.

**FIRST IN TV EXPERIENCE WITH OVER 500 MAN-YEARS**

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>LARUS &amp; BROTHER CO., INC.</b> Edgeworth & Holiday Tobacco and Holiday Cigarettes	Plainclothesman	Warwick & Legler	DuM	23	\$332,695	\$90,000	24
<b>JAMES LEES &amp; SONS CO.</b> Lees Carpets	Home	D'Arcy	NBC	42	\$60,274	\$31,850	13
<b>LEHN &amp; FINK PRODUCTS CORP.</b> Dorothy Gray Cosmetics and Other Products	Ray Bolger Show	Lennen & Newell	ABC	54	\$415,353	\$528,000	16
<b>LEMON PRODUCTS ADVISORY BOARD</b> Lemon Products Advisory Board	Saturday Night Revue	McCann-Erickson	NBC	76	\$191,190	\$210,000	15
<b>LEVER BROTHERS CO.</b> Lux Soap & Flakes	Lux Video Theatre	JWT	CBS	63	\$646,789	\$800,000	25
Lux Toilet Soap, Flakes, Liquid	Lux Video Theatre	JWT	NBC	93	\$1,252,675	\$855,000	19
Lux Soap Flakes & Liquid Lux	Today	JWT	NBC	44	\$249,373	\$35,000	70
Pepsodent Tooth Paste	Arthur Godfrey Time	McCann-Erickson	CBS	49	\$645,376	\$416,000†	104
Rinso Soap Powder, Lifebuoy Soap, Margarine & Other Products	Big Town	McCann-Erickson	NBC	79	\$224,685	\$175,000	7
Rinso Soap Powder, Spry Vegetable Shortening	Big Town	McCann-Erickson	CBS	76	\$1,031,490	\$832,500	37
Surf Suds	Art Linkletter's House Party	BBDO	CBS	58	\$1,314,201	\$702,000	156
Frostee Dessert Mix	Today	R&R	NBC	50	\$47,382	\$6,500	13
Good Luck Margarine	Uncle Johnny Coons	McCann-Erickson	CBS	15	\$80,832	\$76,500	17
Good Luck Margarine & Other Products	Today	FC&B	NBC	48	\$48,896	\$6,500	13
Lipton's Tea, Lipton's Soups	Arthur Godfrey's Talent Scouts	Y&R	CBS	64	\$1,672,728	\$1,402,500†	51
<b>LEWIS-HOWE CO.</b> Tums Tablets	Imogene Coca Show	D-F-S	NBC	96	\$134,925	\$145,000	10
	Your Show of Shows/ Martha Raye Show	D-F-S	NBC	56	\$113,300	\$146,663	11
<b>LIBBY, McNEILL &amp; LIBBY</b> Libby's Baby Foods	All About Baby	McCann-Erickson	DuM	11	\$16,500	\$10,000	5
<b>LIBERAL PARTY</b> Political	Stevenson & Harriman	Furman & Feiner	CBS	7	\$3,410	NA	1
<b>LIGGETT &amp; MYERS TOBACCO CO.</b> Chesterfield Cigarettes	Arthur Godfrey Time	C&W	CBS	36	\$6,979	\$4,000†	1
	Dragnet	C&W	NBC	126	\$2,240,445	\$1,820,000	52
Chesterfield & L & M Filter Cigarettes	Perry Como Show	C&W	CBS	89	\$2,732,732	\$1,330,000	133
	TV's Top Tunes	C&W	CBS	72	\$501,562	\$60,000	24
Chesterfield & L & M Cigarettes	Spike Jones Show	C&W	NBC	43	\$354,990	\$442,000	13
L & M Filter Cigarettes	New Stu Erwin Show	C&W	ABC	59	\$295,111	\$220,000	11
<b>LOEW'S, INC.</b> "Seven Brides for Seven Brothers"	Paul Dixon Show	Donahue & Coe	DuM	22	\$7,240	\$1,500	3
<b>LONGINES-WITTNAUER WATCH CO., INC.</b> Longines & Wittnauer Watches	Longines Chronoscope	V.A. Bennett	CBS	48	\$557,130	\$706,500	157
Longines & Wittnauer Watches & Clocks	Thanksgiving Day Festival	V.A. Bennett	CBS	138	\$60,731	NA	1
	Xmas Hour of Story & Song	V.A. Bennett	CBS	92	\$53,606	NA	1
<b>P. LORILLARD CO.</b> Kent Cigarettes	The Web	Y&R	CBS	114	\$1,449,084	\$570,000	38

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Old Gold Cigarettes	Father Knows Best	Y&R	CBS	120	\$493,560	\$384,000	12
	Two for the Money	Lennen & Newell	CBS	129	\$2,022,030	\$1,456,000	52
	Chance of a Lifetime	Lennen & Newell	DuM	26	\$660,985	\$441,000	42
	Judge for Yourself	Lennen & Newell	NBC	101	\$713,622	\$570,000	19
	Truth or Consequences	Lennen & Newell	NBC	99	\$1,330,578	\$672,000	32
<b>LUDEN'S INC.</b>							
Luden's Cough Drops	Kate Smith Hour	Mathes	NBC	53	\$40,864	\$28,000	8
	Pinky Lee Show	Mathes	NBC	34	\$41,654	\$20,000	10
Fifth Ave. Candy & Luden's Cough Drops	Howdy Doody	Mathes	NBC	58	\$232,818	\$32,000	16
<b>M &amp; R DIETETIC LABS, INC.</b>							
Pream Instant Cream	Today	B&B	NBC	44	\$256,400	\$39,500	79
<b>MAGIC CHEF, INC.</b>							
Magic Chef Gas & Electric Ranges	Today	Krupnick	NBC	44	\$41,449	\$6,000	12
<b>MARS, INC.</b>							
Candy	Super Circus	Burnett	ABC	44	\$694,481	\$270,000	36
<b>C. H. MASLAND &amp; SONS</b>							
Masland Rugs	Garry Moore Show	Anderson & Cairns	CBS	57	\$273,586	\$65,000	26
<b>MAYTAG CO.</b>							
Maytag Washers	NCAA Football Games	McCann-Erickson	ABC	83	\$251,466	NA	13
Electrical Appliances	Big 10 Basketball Game	McCann-Erickson	CBS	77	\$137,925	NA	2
Maytag Washers & Other Appliances	Today	McCann-Erickson	NBC	54	\$168,097	\$23,000	46
<b>THE MENNEN CO.</b>							
Mennen Baby Oil & Baby Powder	Ding Dong School	Grey	NBC	6	\$1,680	\$3,750	3
Mennen Shave Lotion, Shaving Creams & Talcum Powder	Today	K&E	NBC	54	\$28,056	\$3,000	6
<b>MERRILL, LYNCH, PIERCE, FENNER &amp; BEANE</b>							
Investment Booklet	Today	Frank-Law	NBC	51	\$3,767	\$500	1
<b>MILES LABS, INC.</b>							
Alka-Seltzer, One-A-Day Vitamin Tablets, Nervine, Tabcin, Bactine	Garry Moore Show	G. Wade	CBS	74	\$141,346	\$35,000	14
	Robert Q. Lewis Show	G. Wade	CBS	61	\$118,824	\$42,000	14
	Concerning Miss Marlowe	G. Wade	NBC	78	\$131,120	\$33,800	13
	Three Steps to Heaven	G. Wade	NBC	48	\$85,402	\$25,000	10
	Modern Romances	G. Wade	NBC	47	\$44,980	\$10,800	4
	Morgan Beatty & the News	G. Wade	DuM	4	\$174,200	\$105,000	70
<b>MILLER BREWING CO.</b>							
Miller High Life Beer	All Star Football Game	Mathisson	DuM	147	\$187,485	NA	1
	Pro Football Championship Playoff	Mathisson	DuM	120	\$70,335	NA	1
	Pro Football Championship Playoff Preview	Mathisson	DuM	24	\$11,326	NA	1
	Arthur Godfrey Time	BBDO	CBS	47	\$817,036	\$360,000†	90
<b>MINNESOTA MINING &amp; MANUFACTURING CO.</b>							
Scotch Brand Tape	Arthur Godfrey Time	BBDO	CBS	47	\$817,036	\$360,000†	90
<b>MINUTE MAID CORP.</b>							
Minute Maid Frozen Fruit Juice	Super Circus	Bates	ABC	47	\$264,137	\$97,500	13
<b>MONSANTO CHEMICAL CO.</b>							
Monsanto Plastics	Morning Show-Pacific Panorama	Gardner	CBS	61	\$191,183	\$34,100	62

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Folium Plant Food JULES MONTENIER, INC	Today	Gardner	NBC	44	\$77,964	\$10,500	21
Stopette Spray Deodorant PHILIP MORRIS & CO LTD., INC	What's My Line	Ludgin	CBS	60	\$793,869	\$572,000	26
Philip Morris Cigarettes	I Love Lucy	Bow, Bern & Torgo	CBS	142	\$1,691,991	\$1,710,000	38
	Public Defender	Bow, Bern & Torgo	CBS	133	\$1,328,454	\$924,000	44
	Philip Morris Playhouse	Bow, Bern & Torgo	CBS	38	\$208,098	\$175,500	9
	Telltale Clue	Bow, Bern & Torgo	CBS	42	\$318,174	\$210,000	12
MORTON PACKING CO Morton's Frozen Meat & Fruit Pies	Today	Bates	NBC	48	\$147,693	\$21,500	43
MOTOROLA, INC Motorola Television & Radio Sets	Motorola TV Theatre	R&R	ABC	116	\$551,512	\$350,000	10
MULLINS MANUFACTURING CORP Youngstown Kitchens	Today	BSF&D	NBC	50	\$17,512	\$2,000	4
MURINE CO INC Murine Eye Wash	Today	BBDO	NBC	44	\$17,491	\$2,500	5
MUSTEROLE CO Musterole	Today	Erwin Wasey	NBC	54	\$37,112	\$4,000	8
MUTUAL BENEFIT HEALTH & ACCIDENT ASS'N. Insurance	John Daly & the News	Bozell & Jacobs	ABC	43	\$97,375	\$53,560	26
	On the Line with Bob Considine	Bozell & Jacobs	NBC	54	\$37,272	\$9,900	3
	Today	Bozell & Jacobs	NBC	50	\$280,432	\$39,000	78
Mutual of Omaha (except Life)	Greatest Moments in Sports	Bozell & Jacobs	NBC	96	\$416,318	\$126,000	21
NATIONAL BISCUIT CO. All Products	Rin-Tin-Tin	K&E	ABC	44	\$263,819	\$252,000	12
	Arthur Godfrey Time	McCann-Erickson	CBS	36	\$631,070	\$336,000†	84
	Halls of Ivy	McCann-Erickson	CBS	69	\$160,710	\$200,000	5
NATIONAL CITIZENS COMMITTEE FOR EISENHOWER CONGRESSIONAL COMMITTEE Political	Address by President Eisenhower	Ellington	CBS	68	\$33,690	NA	1
	Speech by President Eisenhower	Ellington	NBC	119	\$47,805	NA	1
NATIONAL DAIRY PRODUCTS CORP. All Products	Kraft TV Theatre	JWT	NBC	79	\$2,962,455	\$1,300,000	52
Kraft Cheese	Kraft TV Theatre	JWT	ABC	46	\$1,594,890	\$1,300,000	52
Sealtest Dairy Products	The Big Top	Ayer	CBS	72	\$1,326,872	\$780,000	52
NATIONAL FEDERATION OF POST OFFICE CLERKS Institutional	Panel Discussion	Robert Enders	DuM	20	\$7,500	NA	1
NATIONAL GYPSUM CO. Gold Bond Insulation & Other Products	Today	BBDO	NBC	51	\$94,954	\$13,000	26
NEBRASKA CONSOLIDATED MILLS CO. Duncan Hines Mixes	Today	Gardner	NBC	20	\$48,605	\$16,500	33
NECCHI SEWING MACHINE SALES CORP. Necchi Sewing Machines	Home	Doyle Dane Bernbach	NBC	42	\$14,699	\$7,350	3

Sources: Total gross time cost - PIB. Program cost, TELEVISION Magazine.

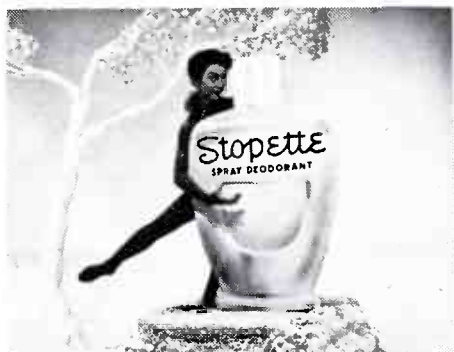
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# T. V. story board

*A column sponsored by one of the leading film producers in television*

## SARRA

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



Here, in this highly creative series by Sarra for Stopette, is proof-positive that TV commercials can sell the product and entertain too! Choreographer Dorothy Jarnac, in a dance of brilliant pantomime, brings to life the reasons why people should choose Stopette over all other deodorants. At all times, the product is sold competitively, not only as a deodorant but as an effective anti-perspirant and a soothing, gentle lotion spray. Produced by Sarra for Jules Montenier, Inc. through Earl Ludgin Company.

SARRA, Inc.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



"Stop Detergent Hands" is the theme of this hard-hitting series by Sarra for Jergens Lotion. A warm "human interest" opening of a little girl playing bride gets and holds attention and then blends gracefully into direct "hard sell". The message emphasizes that laboratory tests prove that women who use detergents and care for their hands with creamier, fragrant Jergens Lotion have smoother, softer hands. Produced by Sarra for the Andrew Jergens Co. through Robert W. Orr Associates, Inc.

SARRA, Inc.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



Everyone loves to look at a baby (chick) is the theory behind this imaginative series of one minute and 20 second commercials by Sarra for Purina Chick Startena. Video opens with a shot of a child cuddling a chick and then alternates the package with views of broods of baby chicks. The message states that Startena is blended and balanced with the same care as a baby's formula and contains all the anti biotics, vitamins and minerals that baby chicks need for a healthy start in life. Produced by Sarra for Ralston Purina Co. through Gardner Advertising Company.

SARRA, Inc.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



Called "a remarkable, new medical discovery", Defencin Tablets are excitingly introduced in these one minute and 20 second commercials by Sarra. An excellent x-ray negative of the human skull illustrates how this new medication penetrates to help fight the cold germ itself. The picture story lends strong support to the claim that if you've taken everything for a cold . . . now try Defencin. Strong package identification is stressed throughout. Produced by Sarra for Clayton Laboratories, through Gardner Advertising Company.

SARRA, Inc.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-costs
<b>THE NESTLE CO., INC.</b>							
Nescafe Instant Coffee	Jackie Gleason Show	Bryan Houston	CBS	125	\$842,068	\$900,000	40
	Stage Show	Bryan Houston	CBS	106	\$256,762	\$120,000	12
Nestle Chocolate & Cocoa Products	Space Patrol	McCann-Erickson	ABC	49	\$325,928	\$198,000	22
<b>NORCROSS, INC.</b>							
Norcross Greeting Cards	Omnibus	Abbott Kimball	CBS	64	\$223,438	\$192,500	11
<b>NORTHAM WARREN CORP.</b>							
Cutex Nail Polish, Cutex Lipstick, Odo-ro-no Deodorant	Home	Mathes	NBC	48	\$4,333	\$2,450	1
<b>NORWICH PHARMACAL CO.</b>							
All Products	Sunday News Special	B&B	CBS	42	\$374,469	\$156,000	52
<b>NOXZEMA CHEMICAL CO.</b>							
Noxzema Medicated Cream	It's News to Me	SSC&B	CBS	50	\$88,278	\$40,000	4
	Person to Person	SSC&B	CBS	62	\$277,899	\$418,000	19
Noxzema Shaving Products	Today	SSC&B	NBC	26	\$30,902	\$6,500	13
<b>OLIN MATHIESON CHEMICAL CORP.</b>							
Lentheric Perfumes	Chance of a Lifetime	C&W	DuM	22	\$122,600	\$73,500	7
Squibb Tooth Paste & Brush, Aspirin, Shaving Cream	Today	C&W	NBC	48	\$142,101	\$21,500	43
<b>ONEIDA, LTD.</b>							
Community Silver Plate	Home	BBDO	NBC	43	\$31,227	\$19,600	8
<b>JOHN OSTER MANUFACTURING CO.</b>							
Oster Food Mixes & Other Products	Today	HH&McD	NBC	54	\$66,575	\$7,500	15
<b>OWENS-CORNING FIBERGLAS CORP.</b>							
Owens-Corning Fiberglas	Today	F&S&R	NBC	54	\$48,546	\$5,500	11
<b>PABST BREWING CO.</b>							
Pabst Blue Ribbon Beer & Ale	Blue Ribbon Bouts	Warwick & Legler	CBS	102	\$2,551,298	\$1,175,000	47
<b>PACIFIC MILLS</b>							
Pacific Sheets & Pillow Cases	Garry Moore Show	JWT	CBS	66	\$241,287	\$55,000	22
<b>PAN AMERICAN COFFEE BUREAU</b>							
Pan American Coffee Bureau	Today	C&W	NBC	54	\$116,924	\$13,000	26
<b>PAN AMERICAN WORLD AIRWAYS, INC.</b>							
Pan American World Airways	Meet the Press	JWT	NBC	21	\$474,420	\$234,000	26
<b>PARKER BROTHERS, INC.</b>							
Parker Games	Home	Badger, Browning & Parcher	NBC	51	\$30,883	\$17,150	7
	Kate Smith Hour	Badger, Browning & Parcher	NBC	37	\$28,900	\$24,500	7
<b>PARKER PEN CO.</b>							
Parker Pens, Pencils & Other Products	Four Star Playhouse	JWT	CBS	91	\$727,440	\$600,000	20
<b>PEERLESS ELECTRIC, INC.</b>							
Broil-Quick Infra-Red Broiler	Home	Hicks & Greist	NBC	56	\$32,367	\$19,600	8
	Tonight	Hicks & Greist	NBC	42	\$88,915	\$40,600	28
<b>PENNSYLVANIA STATE DEMOCRATIC COMMITTEE</b>							
Political	G. Leader for Governor	Whitebrook	DuM	3	\$7,595	NA	2
<b>PEPPERELL MANUFACTURING CO.</b>							
Pepperell Sheets	Home	B&B	NBC	48	\$87,042	\$53,900	22
<b>PEPSI COLA CO.</b>							
Pepsi Cola	Pepsi Cola Playhouse	Biow, Beirn & Toigo	ABC	60	\$1,168,755	\$910,000	52

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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**97¢**  **BUYS**  
**1000 HOMES**  
**IN CHATTANOOGA**

105,200 Watts



**260 Time Rate**

20 second or 1 minute

Average Class A Rating

**TELEPULSE** Dec. '54

**121,100 Sets**

(Primary A & B)

1953 Nielsen Plus  
RETMA to Nov. 26, 1954

Carter M. Parham, President  
Harold (Hap) Anderson, Manager

**Interconnected NBC • CBS • ABC • DuMont**

Represented  
By

**THE BRANHAM COMPANY**

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>PET MILK CO.</b>							
Pet Evaporated Milk	Life with Father	Gardner	CBS	79	\$358,290	\$325,000	10
	Ted Mack Original						
	Amateur Hour	Gardner	NBC	125	\$1,549,917	\$573,500	37
Pet Evaporated Milk & Dry Milk	George Gobel Show	Gardner	NBC	119	\$228,045	\$125,000	5
<b>CHARLES PFIZER &amp; CO., INC.</b>							
Pfizer Feed Supplements & Farm Products	International Livestock Exposition	Burnett	NBC	39	\$8,585	NA	1
<b>PHILCO CORP.</b>							
General Promotion	Miss America Pageant	Hutchins	ABC	90	\$63,145	NA	1
Philco Radios, TV Sets & Appliances	Breakfast Club	Hutchins	ABC	61	\$837,475	\$302,500	121
Philco Radios, TV Sets & Refrigerators	Philco TV Playhouse	Hutchins	NBC	115	\$1,830,800	\$1,080,000	27
<b>PIEL BROTHERS</b>							
Piel's Beer	Pro Football	Y&R	DuM	6	\$17,718	NA	6
<b>PILLSBURY MILLS, INC.</b>							
Ballard Oven-Ready Biscuits	Garry Moore Show	Campbell-Mithun	CBS	57	\$131,084	\$52,500	21
Pillsbury's Best Flours & Mixes	Art Linkletter's House Party	Burnett	CBS	47	\$1,412,917	\$931,500	207
	Arthur Godfrey & His Friends	Burnett	CBS	92	\$805,143	\$735,000	21
	Arthur Godfrey Time	Burnett	CBS	48	\$1,311,259	\$832,000†	208
	Bank on the Stars	Burnett	NBC	44	\$93,600	\$37,500	3
	Mickey Rooney Show	Burnett	NBC	46	\$256,680	\$300,000	8
<b>POLAROID CORP.</b>							
Polaroid Land Camera	Morning Show	BBDO	CBS	36	\$3,932	\$1,100	2
	Home	BBDO	NBC	40	\$4,408	\$2,450	1
	Today	BBDO	NBC	51	\$203,105	\$28,000	56
	Tonight	BBDO	NBC	24	\$20,309	\$14,500	10
<b>THE PROCTER &amp; GAMBLE CO.</b>							
Camay Soap	Welcome Travelers	D-F-S	NBC	84	\$42,748	\$15,000	5
Drene Shampoo, Ivory Flakes, Crisco	The Seeking Heart	Compton	CBS	83	\$792,318	\$287,500	115
	Road of Life	Compton	CBS	83	\$109,388	\$37,500	15
Gleem Dentifrice, Drene Shampoo, Lilt Home Permanent	This Is Your Life	Compton	NBC	95	\$172,509	\$100,000	4
Ivory Soap, Duz Granulated Soap	Three Steps to Heaven	Compton	NBC	50	\$1,246,767	\$442,500	177
Cheer Detergent	Golden Windows	Y&R	NBC	73	\$458,373	\$122,000	61
Cheer Detergent, Camay Soap	Paul Winchell Show	Y&R	NBC	124	\$815,172	\$577,500	21
	Cheer Television Theatre	Y&R	NBC	121	\$213,867	\$125,000	5
Ivory, Crisco, Duz	The Guiding Light	Compton	CBS	79	\$2,048,509	\$652,500	261
	Fireside Theatre	Compton	NBC	102	\$1,706,586	\$990,000	44
	Summer Playhouse	Compton	NBC	95	\$314,700	NA	8
Ivory Flakes & Cheer Detergent	The Brighter Day	Y&R	CBS	104	\$1,791,528	\$650,000	260
Ivory Snow Powder, Lilt Home Permanent	Welcome Travelers	D-F-S	NBC	85	\$107,240	\$19,500	13
Oxydol, Dreft, Ivory Snow, Camay	Welcome Travelers	D-F-S	CBS	94	\$2,256,155	\$390,000	130
Oxydol, Lilt Home Permanent	Welcome Travelers	D-F-S	NBC	86	\$215,415	\$39,000	26
Oxydol, Dreft, Prell, Ivory Snow, Lilt Home Permanent	Welcome Travelers	B&B	NBC	77	\$1,713,612	\$156,000	104
Spic & Span, Joy Liquid Sudsmaker	Search for Tomorrow	Biow, Beirn & Tiogr	CBS	106	\$2,471,811	\$522,000	261
Tide	Concerning Miss Marlowe	B&B	NBC	81	\$542,743	\$166,400	64
	On Your Account	B&B	NBC	113	\$2,006,251	\$327,500	131

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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# The Best SEAT In The House



The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about  
double feature movies on the new  
**GOLDEN GATE PLAYHOUSE,**  
1:00 to 3:00 PM, Monday through Friday

*San Francisco*  
**KRON TV**

AFFILIATED WITH THE S. F. CHRONICLE  
AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Tide, Lilt Home Permanent	The Loretta Young Show	B&B	NBC	134	\$1,903,137	\$1,365,000	39
Tide & Prell	On Your Account	B&B	CBS	112	\$2,329,528	\$175,000	70
Tide, Spic & Span, Prell	On Your Account	B&B	NBC	111	\$442,871	\$125,000	50
<b>PRUDENTIAL INSURANCE CO. OF AMERICA</b>							
Life Insurance	You Are There	Calkins & Holden	CBS	131	\$908,715	\$506,000	22
<b>QUAKER OATS CO.</b>							
Ken-L-Ration Dog Food	Zoo Parade	NL&B	NBC	54	\$857,190	\$280,000	28
Puss 'N Boots Cat Foods	Today	NL&B	NBC	54	\$297,138	\$39,000	78
Quaker Oats Cereals	Contest Carnival	Wherry, Baker & Tilden	CBS	51	\$776,536	\$260,000	52
Quaker Oats Products	Breakfast Club	JWT	ABC	59	\$434,520	\$155,000	62
<b>QUALITY GOODS MANUFACTURERS, INC.</b>							
Anson Men's Jewelry, J-B Watch Bands & Van Heusen Men's Wear	Stop the Music	Grey	ABC	80	\$210,768	\$132,000	8
<b>QUALITY IMPORTERS, INC.</b>							
Welch's Wine	On Your Way	K&E	DuM	16	\$36,350	\$15,000	3
<b>RADIO CORP. OF AMERICA</b>							
All Products	Caesar's Hour	JWT	NBC	94	\$250,398	\$341,000	11
	Producer's Showcase	K&E	NBC	81	\$167,440	\$360,000	3
	RCA Victor Show	JWT	NBC	109	\$1,119,090	\$1,050,000	30
RCA Victor Products	Your Show of Shows	JWT	NBC	57	\$353,655	\$440,000	11
<b>RALSTON PURINA CO.</b>							
Ry-Krisp	Home	Gardner	NBC	42	\$17,919	\$12,250	5
	Today	Gardner	NBC	51	\$24,543	\$3,000	6
Wheat Chex, Rice Chex & Other Products	Space Patrol	Gardner	ABC	49	\$321,998	\$198,000	22
	The Name's the Same	Guild, Bascom & Bonfigli	ABC	51	\$260,638	\$108,000	12
<b>REALEMON-PURITAN CO.</b>							
Realemon Brand Lemon Juice & Other Products	John Daly & the News	Schwimmer & Scott	ABC	46	\$253,318	\$139,400	68
<b>REARDON CO.</b>							
Bondex Cement Paints & Dramex Interior Finish	Today	Krupnick	NBC	48	\$104,564	\$15,500	31
<b>REMINGTON RAND INC.</b>							
Remington Electric Shavers	Masquerade Party	Y&R	ABC	85	\$188,379	\$87,500	7
	What's My Line	Y&R	CBS	88	\$854,400	\$550,000	25
<b>REPUBLICAN NATIONAL COMMITTEE</b>							
Political	Address by Sec'y of Labor Steven Mitchell	Ellington	CBS	49	\$8,295	NA	1
	Eisenhower & Nixon	Ellington	CBS	167	\$106,530	NA	2
	Address by Pres. Eisenhower	Ellington	DuM	52	\$16,868	NA	1
	Speech by Richard M. Nixon	Ellington	NBC	5	\$3,075	NA	1
<b>REPUBLICAN STATE COMMITTEE OF NEW YORK</b>							
Political	Political Speech	Ellington	NBC	5	\$2,021	NA	2
<b>REVERE COPPER &amp; BRASS, INC.</b>							
Copper, Brass & Steel Products	Meet the Press	St. George & Keyes	NBC	22	\$459,420	\$234,000	26

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>REVLON PRODUCTS CORP.</b>							
Revlon Nail Polish & Lipstick	Mr. and Mrs. North	Weintraub	NCB	24	\$183,918	\$292,500	13
	What's Going On	SSC&B	ABC	52	\$104,745	\$80,000	5
<b>EXALL DRUG, INC.</b>							
Rybutol	On Your Way	BBDO	ABC	14	\$137,850	NA	13
	The Goldbergs	BBDO	DuM	174	\$1,273,795	\$560,000	28
	Paul Dixon Show	BBDO	DuM	17	\$52,530	\$19,500	39
<b>REYNOLDS METALS CO.</b>							
Aluminum & Aluminum Products	Max Liebman Presents	Clinton E. Frank	NBC	93	\$111,225	\$200,000	1
	Mr. Peepers	Clinton E. Frank	NBC	64	\$1,611,594	\$1,032,000	48
<b>J. REYNOLDS TOBACCO CO.</b>							
Camel Cigarettes	Huddle	Esty	ABC	86	\$129,051	NA	13
	Scoreboard	Esty	ABC	90	\$67,340	NA	13
	Sugar Bowl Football Game	Esty	ABC	43	\$13,838	NA	1
	Topper	Esty	CBS	108	\$1,871,775	\$1,855,000	53
	Man Against Crime	Esty	DuM	7	\$95,900	\$315,000	14
	Camel News Caravan	Esty	NBC	82	\$6,363,030	\$1,690,000	260
	Sports Highlights of 1953	Esty	NBC	103	\$12,921	NA	1
Camel Cigarettes, Cavalier Cigarettes	Man Against Crime	Esty	NBC	47	\$580,443	\$607,500	27
	The Hunter	Esty	NBC	80	\$618,951	\$540,000	24
Cavalier Cigarettes	I've Got a Secret	Esty	CBS	111	\$2,004,705	\$728,000	52
Winston Cigarettes	Morning Show	Esty	CBS	53	\$70,974	\$20,350	37
<b>RIVER BRAND RICE MILLS, INC.</b>							
River Brand Rice	Paul Dixon Show	Donahue & Coe	DuM	11	\$49,662	\$8,000	16
<b>ROSEFIELD PACKING CO., LTD.***</b>							
Skippy Peanut Butter	You Asked for It	Guild, Bascom & Bonfigli	ABC	34	\$927,960	\$832,000	52
<b>ROTO-BROIL CORP. OF AMERICA</b>							
Roto-Broil Rotisserie-Broiler-Grill	Election Returns	Product Services	CBS	125	\$27,500	NA	1
	Election Returns	Product Services	NBC	118	\$72,821	NA	1
	Today	Product Services	NBC	54	\$46,390	\$5,000	10
<b>ROYAL TYPEWRITER CO., INC.</b>							
Royal Portable Typewriters	Today	Y&R	NBC	19	\$35,028	\$9,000	18
<b>SAWYER'S INC.</b>							
View-Master Stereo Camera & View-Master Reels	Home	Carvel Nelson & Powell	NBC	74	\$19,920	\$9,800	4
<b>SCHICK, INC.</b>							
Schick Electric Shaver	Jackie Gleason Show	Kudner	CBS	125	\$844,775	\$900,000	40
	Stage Show	Kudner	CBS	113	\$264,860	\$120,000	12
	This Is Show Business	Kudner	CBS	96	\$156,630	\$80,000	5
	Pro Football	Kudner	DuM	103	\$446,796	\$5,250,000	35
<b>SEYDOR SCHLITZ BREWING CO.</b>							
Schlitz Beer & Ale	Schlitz Ployhouse of Stars	Lennen & Newell	CBS	102	\$1,828,992	\$1,664,000	52
<b>SCOTT PAPER CO.</b>							
Cut-Rite Wax Paper & Scotties Tissues	Omnibus	JWT	CBS	64	\$430,775	\$420,000	24
Scot Towels, Cut-Rite Wax Paper, Scotties, Scotkins	My Little Margie	JWT	NBC	67	\$1,777,293	\$1,430,000	52
<b>SEALY, INC.</b>							
Sealy Mattresses	The Comeback Story	Weiss & Geller	ABC	49	\$120,182	\$60,000	6

Sources: Total gross time cost, P/B. Program cost, TELEVISION Magazine.

\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included. \*\*\*See Good Foods, Inc.

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
<b>SEEMAN BROTHERS, INC.</b> Air-Wick Deodorant, Nylast, 20/20 Eye Glass Cleaners	Garry Moore Show	Weintraub	CBS	78	\$432,452	\$90,000	36
<b>SERUTAN CO.</b> Geritol	CBS News	Kletter	CBS	77	\$448,490	\$161,500	19
	Juvenile Jury	Kletter	CBS	41	\$512,181	\$216,000	27
	Red Skelton	Kletter	CBS	74	\$777,396	\$840,000	24
	Two in Love	Kletter	CBS	69	\$409,116	\$260,000	13
	Rocky King	Kletter	DuM	92	\$519,410	\$165,000	33
	Today	Kletter	NBC	54	\$86,192	\$10,000	20
Geritol, RDX Reducing Tablets, Serutan	Betty White Show	Kletter	NBC	31	\$191,636	\$56,000	28
	Meet Millie	Kletter	CBS	82	\$69,690	\$45,000	2
	One Man's Family	Kletter	NBC	46	\$295,801	\$101,500	29
	Life Begins at 80	Kletter	DuM	29	\$729,410	\$228,000	38
	The Stranger	Kletter	DuM	45	\$485,080	\$224,000	28
RDX Reducing Tablets	Rocky King	Kletter	DuM	86	\$341,395	\$90,000	18
<b>W. A. SHEAFFER PEN CO.</b> Sheaffer Pens	Jackie Gleason Show	Russel Seeds	CBS	125	\$846,739	\$900,000	40
	Stage Show	Russel Seeds	CBS	115	\$154,934	\$70,000	7
<b>THE SHERWIN-WILLIAMS CO.</b> Super Kem-Tone & Kem-Glo	Where's Raymond	F&S&R	ABC	85	\$376,395	\$420,000	14
<b>SHIPSTAD &amp; JOHNSON ICE FOLLIES OF 1955</b> Shipstad & Johnson Ice Follies	Ice Follies of 1955	Walter McCreery	ABC	16	\$8,970	NA	1
<b>SIMMONS CO.</b> Beautyrest Mattress, Hide-a-Bed Sofa	My Favorite Husband	Y&R	CBS	70	\$608,973	\$605,000	22
<b>SIMONIZ CO.</b> Simoniz Household Polishes	Garry Moore Show	Tatham-Laird	CBS	63	\$349,930	\$77,500	31
	The Best in Mystery	SSC&B	NBC	81	\$111,357	rerun	3
	The Big Story	SSC&B	NBC	83	\$777,921	\$495,000	22
Simoniz Household Polishes & Other Products	Kate Smith Hour	SSC&B	NBC	55	\$111,705	\$38,500	11
	Bob Crosby Show	SSC&B	CBS	67	\$44,250	\$17,500	5
<b>SINGER MANUFACTURING CO.</b> Singer Sewing Machines	Four Star Playhouse	Y&R	CBS	103	\$1,086,621	\$1,350,000	45
<b>SMITH BROTHERS, INC.</b> Smith Brothers Cough Drops	Today	SSC&B	NBC	48	\$51,952	\$7,000	14
<b>SMITH, KLINE &amp; FRENCH LABS.</b> Medical Supplies	March of Medicine	Doremus-Eshleman	NBC	65	\$178,578	NA	5
OWIP Whipped Cream Topping	Morning Show	Doremus-Eshleman	CBS	54	\$33,047	\$7,150	13
	Today	Doremus-Eshleman	NBC	54	\$63,354	\$7,000	14
<b>THE S.O.S. CO.</b> S.O.S. Magic Cleaner	Your Show of Shows	McCann-Erickson	NBC	78	\$134,585	\$159,996	12
S.O.S. Magic Scouring Pads & Tuffy Dishwashing Mesh	Saturday Night Revue	McCann-Erickson	NBC	55	\$21,540	\$28,000	2
	Hawkins Falls	McCann-Erickson	NBC	66	\$94,158	\$22,500	9
	Kate Smith Hour	McCann-Erickson	NBC	32	\$36,813	\$31,500	9
	Imogene Coca Show	McCann-Erickson	NBC	75	\$76,690	\$87,000	6
S.O.S. Magic Scouring Pads	Bob Crosby Show	McCann-Erickson	CBS	51	\$139,420	\$45,500	13
	Today	McCann-Erickson	NBC	49	\$73,684	\$10,000	20
<b>SPEIDEL CORP.</b> Speidel Watch Bands	Make Room for Daddy	SSC&B	ABC	103	\$32,030	\$35,000	1

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

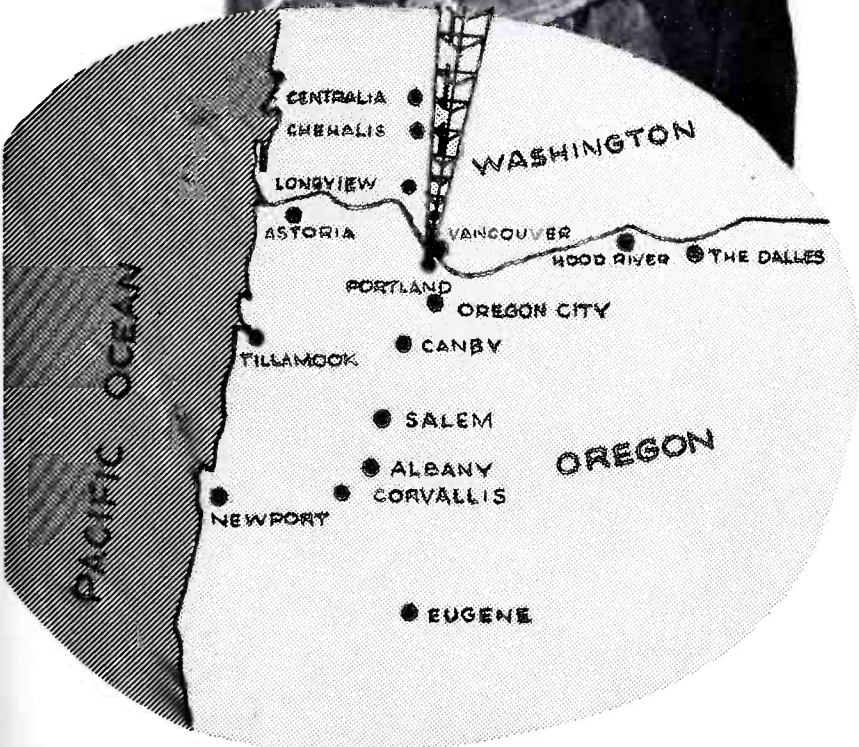
\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included.



You get the whole  
**30-COUNTY  
MELON**

with  
**KOIN-TV**

Oregon's only  
maximum power  
station...



When you buy a market you want the *complete melon*—not just a slice or two. That's why advertisers are choosing KOIN-TV, Portland Oregon's *only* VHF station . . . Portland's *only* maximum power station.

The giant KOIN-TV tower, 1530 feet above average terrain, plus maximum power of 100,000 watts on Channel 6 blankets over 35,000 square miles in the prosperous Pacific Northwest. KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southern Washington counties. No other advertising buy in the area can duplicate this sales coverage. Write, wire or phone us for complete availabilities.



**KOIN-TV**

**CHANNEL 6**

Represented Nationally by  
CBS Television Spot Sales

**PORTLAND, OREGON**

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
	Caesar's Hour	SSC&B	NBC	94	\$247,973	\$341,000	11
	Home	SSC&B	NBC	47	\$189,000	\$112,700	46
	Name That Tune	SSC&B	NBC	81	\$464,652	\$162,500	13
<b>A. E. STALEY MANUFACTURING CO.</b> Sta-Flo Starch & Other Products	Breakfast Club	R&R	ABC	52	\$174,985	\$65,000	26
<b>STANDARD BRANDS, INC.</b> Royal Gelatin Dessert & Puddings, Blue Bonnet Margarine	Howdy Doody	Bates	NBC	76	\$1,136,662	\$100,000	50
<b>STANDARD OIL CO. OF INDIANA</b> Amoco Gasoline	Washington Redskins Football Games	McCann-Erickson	ABC	14	\$116,738	NA	12
	Person to Person	Joseph Katz	CBS	39	\$376,350	\$340,000	34
	It's News to Me	Joseph Katz	CBS	35	\$48,720	\$88,000	4
	Years of Crisis	Joseph Katz	CBS	41	\$21,769	NA	1
Gasoline & Motor Oil	Bears-Cardinals Football Games	D'Arcy	ABC	17	\$121,782	NA	12
General Promotion	East-West Football Game	BBDO	DuM	32	\$55,460	NA	1
<b>STANDARD OIL CO. OF NEW JERSEY</b> Esso Products	East-West Football Game	McC-E (Marschalk & Pratt Div.)	DuM	49	\$93,450	NA	1
Gasoline & Motor Oil	NCAA Football Games	McC-E (Marschalk & Pratt Div.)	ABC	12	\$63,050	NA	13
<b>STAR-KIST FOODS, INC.</b> Star-Kist Tuna	Arthur Godfrey Time	Rhoades & Davis	CBS	39	\$401,506	\$208,000†	52
<b>STATE FARM MUTUAL INSURANCE CO.</b> State Farm Mutual Auto Insurance	Red Barber's Corner	NL&B	CBS	35	\$25,610	\$8,000	2
<b>STERLING DRUG, INC.</b> Bayer Aspirin Tablets, Phillip's Milk of Magnesia & Tooth Paste	Inspector Mark Saber	D-F-S	ABC	19	\$370,163	\$598,000	26
	The Vise	D-F-S	ABC	77	\$353,820	\$392,000	14
<b>STUDEBAKER-PACKARD MOTOR CAR CO.</b> Packard Passenger Cars	Martha Wright Show	Maxon	ABC	35	\$298,240	\$200,000	25
<b>SUNBEAM CORP.</b> Sunbeam Shavemaster & Other Products	Martha Raye Show	Perrin-Paus	NBC	129	\$49,242	\$50,000	1
Sunbeam Electrical Appliances	Ethel & Albert Show	Perrin-Paus	NBC	75	\$1,429,341	\$74,800	44
	Home	Perrin-Paus	NBC	60	\$218,649	\$127,400	52
	Max Liebman Presents	Perrin-Paus	NBC	95	\$173,220	\$300,000	3
<b>C. A. SWANSON &amp; SONS</b> Canned & Frozen Poultry, Margarine	The Name's the Same	Tatham-Laird	ABC	65	\$499,825	\$162,000	18
Swanson Canned Poultry & Meat Products	Bob Crosby Show	Tatham-Laird	CBS	75	\$205,516	\$77,000	22
Swanson Canned Poultry Products	Robert Q. Lewis Show	Tatham-Laird	CBS	75	\$198,949	\$66,000	22
<b>SWEETS CO. OF AMERICA, INC.</b> Tootsie Candy Products	Pinky Lee Show	Moselle & Eisen	NBC	70	\$222,945	\$80,000	40
Tootsie Rolls	Paul Whiteman TV Teen Club	Moselle & Eisen	ABC	23	\$159,938	\$227,500	13
	Home	Moselle & Eisen	NBC	76	\$10,028	\$4,900	2

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

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## **BIG ONES for little ones . . .**

**You have a problem?** Want to demonstrate how something tiny works? Want to bring something enormous into the studio before the TV camera? Your answer is . . . Film— for shows that tell all about everything, without change or "fluff," day after day, on or off network. What's more, it's easy, economical to **USE EASTMAN FILM.**

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

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

**Midwest Division**  
137 North Wabash Avenue  
Chicago 2, Illinois

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, California

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

AND BE SURE to film **IN COLOR . . .** You'll be needing it soon.

Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
Tootsie Rolls & Other Products	Tootsie Hippodrome	Moselle & Eisen	ABC	50	\$46,403	\$40,000	4
	Happy Felton's Spotlight Gang	Moselle & Eisen	NBC	62	\$63,428	\$42,500	5
	Paul Winchell Show	Moselle & Eisen	NBC	65	\$109,560	\$162,000	6
	Steve Allen Show	Moselle & Eisen	NBC	109	\$76,645	NA	1
<b>SWIFT &amp; CO.</b>							
Allsweet Oleomargarine	Garry Moore Show	JWT	CBS	69	\$558,030	\$130,000	52
Peter Pan Peanut Butter & Derby Canned Meats	Disneyland	McCann-Erickson	ABC	129	\$200,911	\$162,500	5
Peter Pan Peanut Butter, Peanut Products, Derby Canned Meats	Sky King	McCann-Erickson	ABC	19	\$443,379	\$720,000	36
Swift'ning Shortening, Swift's Premium Bacon	Garry Moore Show	JWT	CBS	69	\$619,368	\$130,000	52
Swift's Brookfield Sausage	Today	JWT	NBC	50	\$51,546	\$6,000	12
Swift's Foods for Babies	All About Baby	McCann-Erickson	DuM	9	\$37,520	\$24,000	12
Swift's Peanut Butter, Swift's Brookfield Sausage	Garry Moore Show	JWT	CBS	65	\$296,080	\$77,500	31
Swift's Premium Poultry	Home	McCann-Erickson	NBC	46	\$20,835	\$12,250	5
Swift's Premium Turkey	Morning Show-Pacific Panorama	McCann-Erickson	CBS	60	\$21,336	\$3,300	6
Pard Dog Food	Kukla, Fran & Ollie	JWT	NBC	55	\$595,002	\$207,000	23
	Today	JWT	NBC	54	\$56,968	\$6,500	13
<b>SYLVANIA ELECTRIC PRODUCTS, INC.</b>							
Sylvania Electric Products	Beat the Clock	JWT	CBS	85	\$1,742,205	\$780,000	52
<b>TAPPAN STOVE CO.</b>							
Tappan Stoves	Bob Crosby Show	Ketchum, McLeod & Grove	CBS	39	\$116,866	\$49,000	14
<b>TETLEY TEA CO., INC.</b>							
Tetley Tea	Today	Geyer	NBC	27	\$58,909	\$12,500	25
<b>THE TEXAS CO.</b>							
Texaco Gasoline	Texaco Star Theater	Kudner	NBC	83	\$406,176	\$450,000	10
Texaco Petroleum Products	Cotton Bowl Football Game	Kudner	NBC	76	\$72,443	NA	1
<b>THOR CORP.</b>							
Thor Washing Machines	Quick as a Flash	HH&McD	ABC	32	\$123,000	\$704,000	8
<b>TIDE WATER ASSOCIATED OIL CO.</b>							
Tide Water Gasoline, Tydol Motor Oil	East-West Football Game	Buchanan	DuM	18	\$24,925	NA	1
Tydol Gasoline & Other Products	Broadway to Hollywood	Buchanan	DuM	13	\$186,600	\$98,000	28
Veedol Motor Oil, Tydol Flying-A Gasoline & Other Products	John Daly & the News	Buchanan	ABC	13	\$213,180	\$125,050	61
<b>TOY MANUFACTURERS OF THE U.S.A., INC.</b>							
American Toy Institute	Home	Grey	NBC	47	\$29,862	\$17,150	1
<b>TRI-STATE PLASTIC MOLDING CO.</b>							
Tri-State Plastic Ware	Today	Ovesy, Berlow & Strauss	NBC	48	\$3,647	\$500	1
<b>UNION CARBIDE &amp; CARBON CORP.</b>							
Prestone Anti-Freeze	Election Returns	Mathes	CBS	125	\$27,500	NA	1
<b>U.S. ENVELOPE CO.</b>							
U.S. Envelopes	Kate Smith Hour	S. R. Leon	NBC	35	\$25,391	\$21,000	6
<b>U.S. RUBBER CO.</b>							
U.S. Gaytees—Women	Today	F. D. Richards	NBC	32	\$2,316	\$500	1
U.S. Keds—Children	Little League World Championship Game	F. D. Richards	CBS	46	\$23,434	NA	1

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included.



# ONE STATION GIVES YOU



# ALL

# 3

# KTVK

CHANNEL

PHOENIX

### FULL POWER

KTVK's 100,000-watts video power covers the fabulous 'Valley of the Sun' like a blanket. The clear KTVK signal extends into every corner of the rich \$1,109,627,000\* Arizona market — giving you 142,179 TV Homes (that's 83% of the State). KTVK's tower is 2,886' above sea level — 1,784' above the average terrain. KTVK operates at FULL POWER at all times! For Greater TV-Value... Greater Coverage — it's KTVK in Arizona!

### PROGRAMMING

In addition to ABC's imposing line-up of shows, KTVK gives you top local programming — from live musicals to remote telecasts of the biggest sporting events. KTVK gives you the Southwest's most complete studio facilities, as well as the latest and best in microwave and remote facilities. Hard-selling local merchandising is also part of KTVK's success story. "Shop, Look and Listen," televised directly from food and drug stores within a 40 mile radius of Phoenix, is just one of the bonuses that make KTVK Arizona's greatest TV buy!

### PERSONALITIES

It takes top personalities to sell — and KTVK's got 'em. Bee Pine, Art Brock and Vic Gort are just a few of the TV personalities that take your sales-story to the big KTVK audience.

\*SPENDABLE CONSUMER INCOME

AFFILIATED WITH



TELEVISION NETWORK

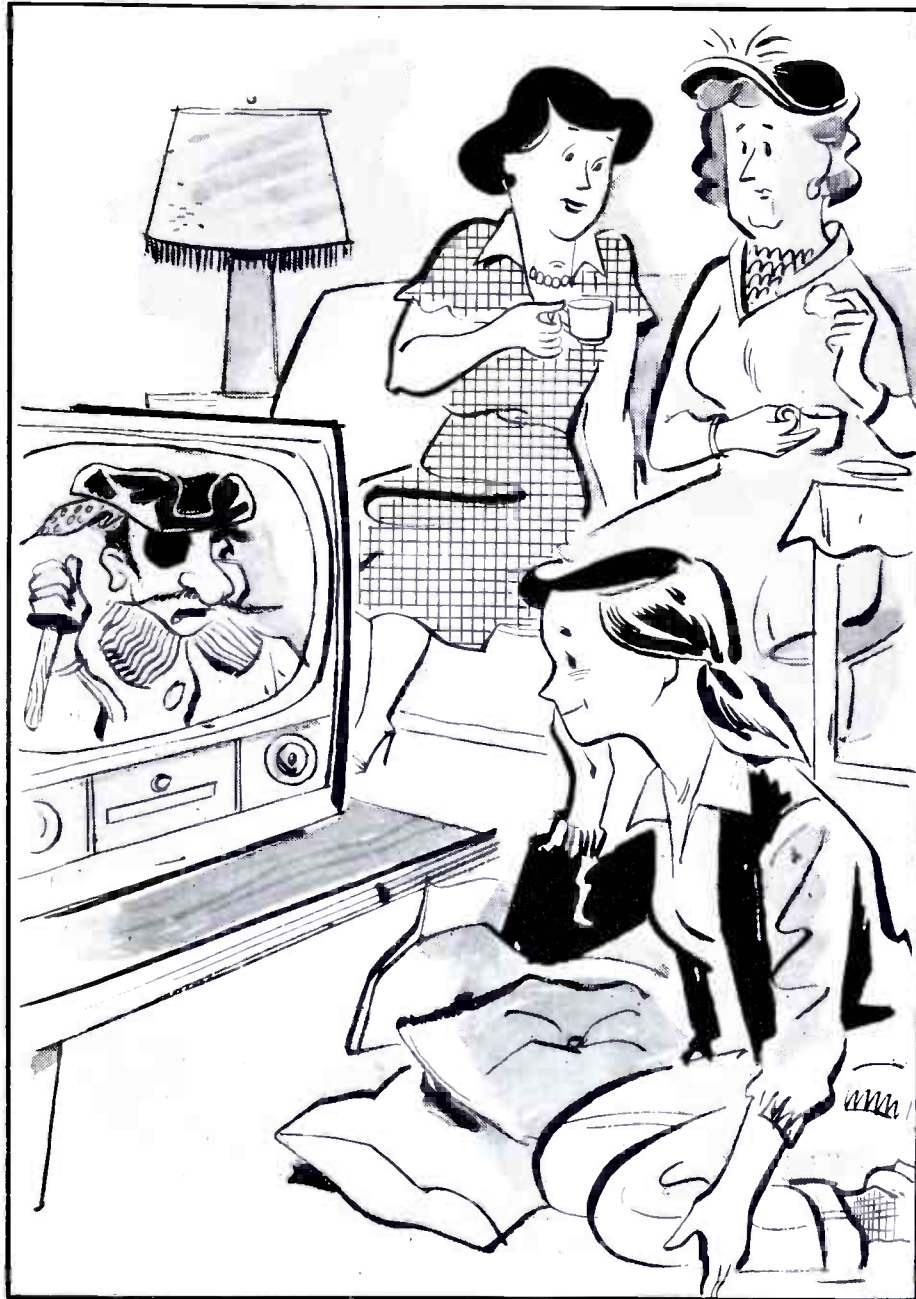
REPRESENTED BY

# WEED TELEVISION

Client & Product	Program	Agency	Net- work	# of Spots**	Total Gross Time Cost	Total Program Cost	# of Tele- casts
U.S. Keds—Family	Today	F. D. Richards	NBC	48	\$77,431	\$11,000	22
Admission: Ironing Board Cover	Today	F. D. Richards	NBC	48	\$15,349	\$8,000	19
U.S. Royal Coat Boots	Today	F. D. Richards	NBC	69	\$12,687	\$2,000	4
U.S. Kaylon Foam	Today	F. D. Richards	NBC	69	\$37,872	\$3,500	11
U.S. SHOE COOP							
Red Cross Shoes	Home	Seaton, West Burkham	NBC	48	\$35,991	\$22,050	9
U.S. STEEL CORP							
Institutional	The United States Steel Hour	BBDO	ABC	101	\$1,495,396	\$1,040,000	26
THE U.S. TIME CORP							
Times Watches	Today	Hurston-Garfield	NBC	23	\$2,007	\$500	1
U.S. TOBACCO CO.							
King Sam's Cigarettes	Home	Kudner	NBC	47	\$152,427	\$98,000	60
	Today	Kudner	NBC	54	\$172,372	\$20,000	60
Maxel: Old Briar Hill's Best Tweed Tobacco, Sam's, Encore Cigarettes	Martin Kane	Kudner	NBC	68	\$761,517	\$407,000	22
UNITED STEELWORKERS OF AMERICA							
United Steelworkers of America	Narrative by David J. MacDonald, President	Wittman & Callahan	DuM	81	\$22,560	76A	1
VAISEY BRISTOL SHOE CO., INC.							
Jumping Jacks Shoes	Today	Starns	NBC	45	\$3,731	\$500	1
VAN CAMP SEA FOOD CO., INC.							
Chicken of the Sea Tuna & Other Products	The Home is the Same	Brascher, Wheeler	ABC	63	\$200,145	\$63,000	7
VICKI CHEMICAL CO.							
Vicki Vaporub	Today	BBDO	NBC	50	\$16,810	\$2,500	5
THE WANDER CO.							
Ovaltine	Captain Midnight	Tatham-Laird	CBS	46	\$103,320	\$70,000	7
	Ding Ding School	Tatham-Laird	NBC	48	\$147,520	\$16,250	13
	Today	Tatham-Laird	NBC	48	\$187,352	\$29,500	21
WARNER HUDNUT, INC.							
Richard Hudnut Home Permanent	Your Hit Parade	K&E	NBC	150	\$409,866	\$300,000	8
WASHINGTON STATE APPLE ADVERTISING COMM.							
Washington State Apples	Today	Direct	NBC	20	\$32,374	\$12,500	25
WELCH GRAPE JUICE CO.							
Welch's Grape Juice & Other Products	Howdy Dandy	K&E	NBC	76	\$431,795	\$54,000	27
WEMBLEY, INC.							
Wembley Ties	Today	Fitzgerald	NBC	48	\$48,017	\$6,500	12
WESSON OIL & SNOWDRIFT CO., INC.							
All Products	Mardi Gras Falls	Fitzgerald	NBC	87	\$1,166,165	\$255,000	102
Wesson Oil	Home	Fitzgerald	NBC	46	\$90,031	\$51,450	21
WEST COAST LUMBERMAN'S ASS'N.							
West Coast Woods	Today	MacWilliams, Cole	NBC	51	\$3,767	\$500	1
WESTERN UNION TELEGRAPH CO.							
Western Union Telegraph	John Daly and the Hires	Frank-Low	ABC	44	\$9,060	\$4,100	2
	Morning Star-Pacific Pauzorama	Frank-Low	CBS	58	\$7,012	\$1,100	2

Sources: Total gross time cost, P. E. Program cost, TELEVISION Magazine.

\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of interest. NBC not available. (Eliminated) cost, AM & TV included.



**"YOU'D THINK AT HER AGE SHE'D BE INTERESTED IN BOYS  
BUT SHE STILL PREFERS CAPTAIN FORTUNE ON KPIX!"**

From first grade to junior high, Northern California kids go all out for KPIX's Captain Fortune as he takes them on daily flights of fascinating fancy to distant lands with his puppet pal, John O'Copper. To them he means adventure without bloodshed, thrills without crime. To you he means results without question. See your nearest Katz man.

**kpix**  
CHANNEL 5

SAN FRANCISCO, CALIFORNIA  
Affiliated with CBS Television Network  
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, Boston  
KYW • WPTZ, Philadelphia  
KDKA, Pittsburgh  
WOWO, Fort Wayne  
KEX, Portland  
Represented by Free & Peters, Inc.  
KPIX, San Francisco  
Represented by The Katz Agency

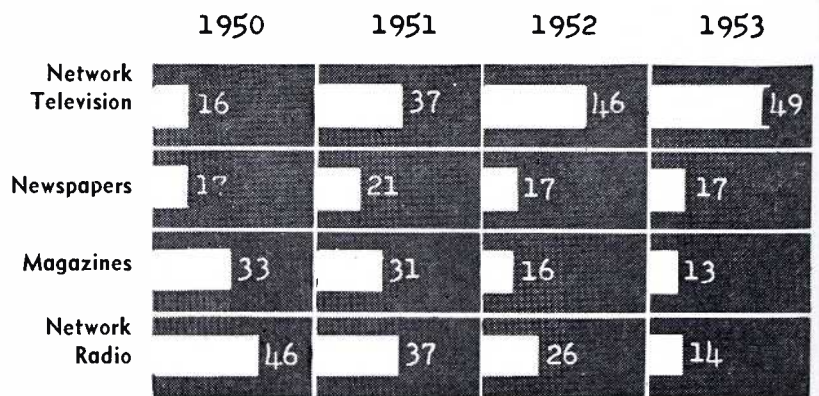
Client & Product	Program	Agency*	Net-work	# of Sta-tions**	Total Gross Time Cost	Total Program Cost	# of Tele-casts
WESTINGHOUSE ELECTRIC CORP. All Products	Down You Go	Frank-Law	DuM	23	\$35,600	\$17,000	2
	Today	Frank-Law	NBC	54	\$13,642	\$1,500	3
	Best of Broadway	McCann-Erickson	CBS	98	\$294,900	\$400,000	4
	Studio One	McCann-Erickson	CBS	115	\$2,506,890	\$1,365,000	39
CLARENCE WHITMAN & SONS (Prince Gardner Div.) Prince Gardner Billfolds	Studio One Summer Theatre	McCann-Erickson	CBS	110	\$819,820	\$292,500	13
	Today	Grey	NBC	54	\$55,668	\$6,000	12
	WINE ADVISORY BOARD Wine Advisory Board	JWT	NBC	45	\$21,130	\$3,000	6
WINE CORP. OF AMERICA Mogen David Wine	Dollar a Second	Weiss & Geller	ABC	137	\$486,712	\$182,000	14
	Dollar a Second	Weiss & Geller	DuM	81	\$745,115	\$240,000	24
F. W. WOOLWORTH CO. Woolworth Stores	Tournament of Roses Parade	Lynn Baker	NBC	66	\$42,345	NA	1
J. A. WRIGHT & CO., INC. Wright's Silver Cream Polish	Today	Lambert & Feasley	NBC	54	\$26,936	\$3,000	6
WILLIAM WRIGLEY, JR. CO. Chewing Gum	Gene Autry	R&R	CBS	11	\$612,195	\$1,428,000	51
	WYNN OIL CO. Wynn's Friction Proofing Oil	Today	BBDO	NBC	51	\$56,118	\$7,000
YARDLEY OF LONDON, INC. Yardley Products	Garry Moore Show	Ayer	CBS	65	\$314,528	\$67,500	27
	ZENITH RADIO CORP. Zenith Radio & Television Sets	NCAA Football Games	Y&R	ABC	83	\$251,466	NA
Omnibus		Y&R	CBS	64	\$203,180	\$175,000	10

Sources: Total gross time cost, PIB. Program cost, TELEVISION Magazine.

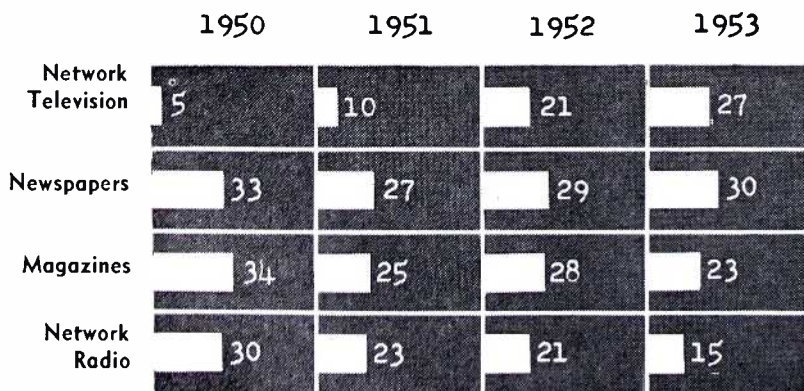
\*If agencies changed during year, most recent one is listed. \*\*Number of stations used as of last month of telecast. NA: not available. †Simulcast cost, AM & TV included.

A SPECIAL study of the expenditures of the 50 leading national advertisers reveals that 22 of them made television their primary advertising medium in 1953. Charted here are the percentile shares of media budgets allocated to each of the four major media for a group of companies in three product categories.

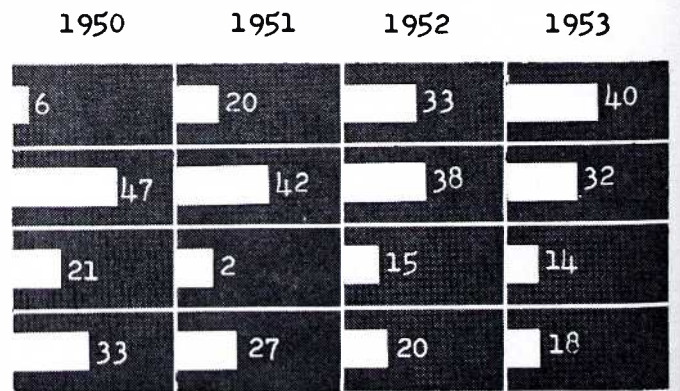
A continuation of this study, including an analysis of 1954 expenditures, will appear in a future issue of TELEVISION Magazine.



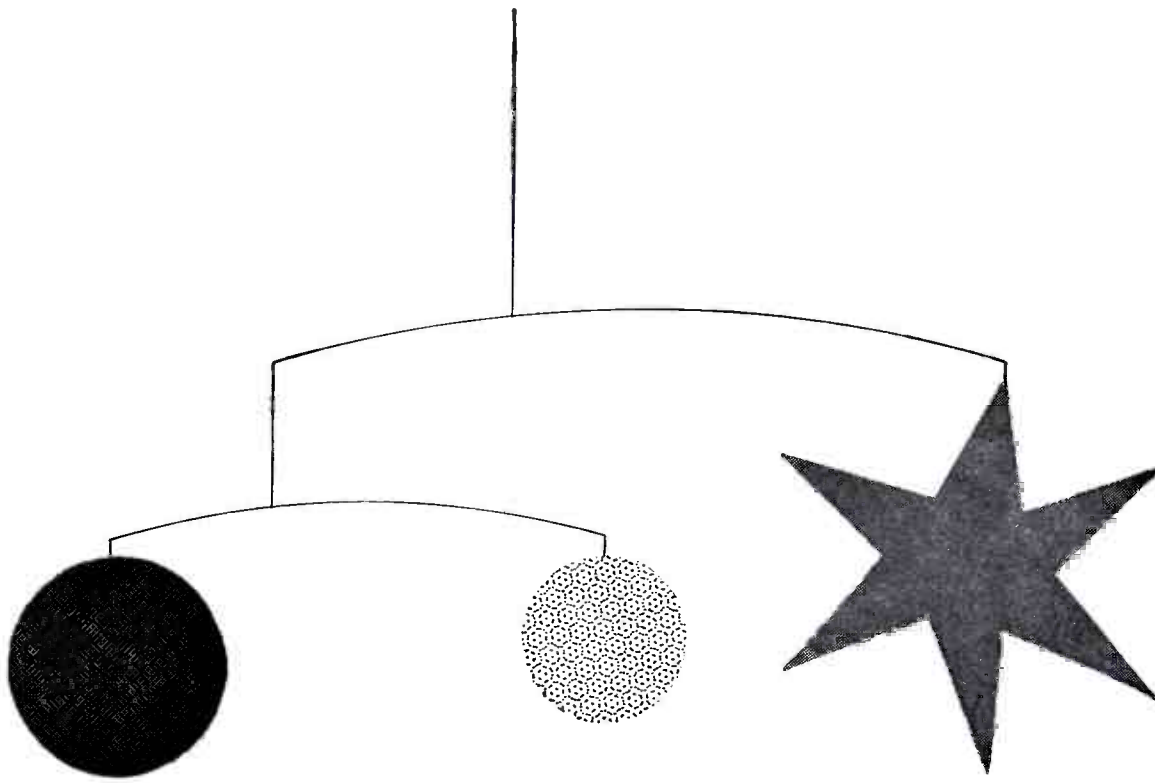
TOBACCO (5 Companies)



FOOD (13 Companies)



SOAP (3 Companies)



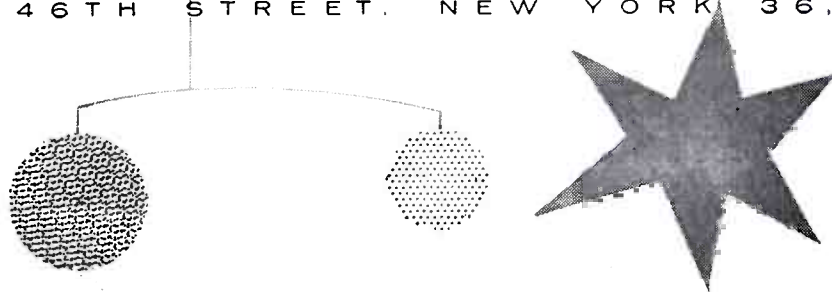
**Perfect balance**...of skilled operating technicians, specially designed equipment, and constant laboratory research maintains Precision leadership in the field of film processing.

*Electronic Printing, for example, illustrates the results of Precision's continuing search for improved ways to serve leading producers, directors, and cameramen. This important Maurer development in the printing of optical sound from magnetic original is installed at Precision for kinescope and other recording direct to the optical track.*

*In everything there is one best...in film processing, it's **Precision.***

**P R E C I S I O N**

F I L M L A B O R A T O R I E S , I N C  
21 WEST 46TH STREET, NEW YORK 36, N. Y.



*A division of J. A. Maurer, Inc.*

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CORRESPONDENTS.

CINEMATOGRAPHY.

LOCAL FILM  
PROCESSING.

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ART SERVICES

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CENTRAL IOWA'S

**PIONEER TELECASTING SERVICE**

MAXIMUM POWER  
ON CHANNEL



ABC CBS  
DUMONT

REPRESENTED BY WEED TELEVISION



# Television Markets vs. Standard Markets

This TELEVISION Magazine study points up the need for a new marketing concept based on the fact that television coverage extends far beyond the limits of standard metropolitan areas

THE concept of TV coverage departs drastically from traditional concepts of retail markets or standard metropolitan county areas.

The television market is a unique development in sales and advertising. It generally includes several trading areas.

The difference can be striking,

not only in small markets, but in major metropolitan areas. For example, the coverage of the Detroit television stations includes more than half a million TV homes outside of Detroit proper. These represent more than \$3,000,000,000 in buying power.

The extent of the difference between TV markets and standard

metropolitan county areas is graphically illustrated in the following comparisons worked out by TELEVISION Magazine's Research Department. Where no data are shown for a market in the standard-metropolitan-area columns, the city was not large enough to rank in the top 233 markets on a standard-area basis.

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Abilene, Tex.	90,000	21,100	\$ 324,029,000	\$ 91,359,000	\$442,108,000	\$ 118,593,000
Ada, Okla.	144,100	—	391,102,000	—	509,675,000	—
Adams-Pittsfield, Mass.	418,300	41,200 <sup>1</sup>	1,616,368,000	151,547,000 <sup>1</sup>	2,158,453,000	206,109,000 <sup>1</sup>
Akron, Ohio	273,600	132,900	1,078,715,000	534,490,000	1,552,571,000	788,611,000
Albany, Ga.	125,500	—	290,412,000	—	389,410,000	—
Albany-Schenectady-Troy, N. Y.	560,200	171,100	2,157,583,000	719,560,000	2,746,826,000	942,265,000
Albuquerque, N. M.	111,100	51,700	347,905,000	196,900,000	540,761,000	304,269,000
Alexandria, La.	109,200	27,500	237,753,000	83,450,000	351,225,000	109,505,000
Allentown-Bethlehem-Easton, Pa.	252,200	132,200	938,305,000	531,539,000	1,394,764,000	735,974,000
Altoona, Pa.	499,100	41,300	1,712,518,000	134,278,000	2,387,702,000	183,753,000
Amarillo, Tex.	99,600	32,900	442,741,000	172,660,000	602,776,000	206,399,000
Ames, Iowa	265,800	—	975,253,000	—	1,305,425,000	—
Anderson, S. C.	105,700	—	305,208,000	—	462,183,000	—
Ann Arbor, Mich.	104,800	40,700	407,273,000	161,000,000	641,174,000	244,845,000
Asbury Park, N. J.	121,400	—	504,051,000	—	645,410,000	—
Asheville, N. C.	592,700	35,000	1,596,751,000	116,440,000	2,358,573,000	163,626,000
Ashtabula, Ohio	91,700	—	344,037,000	—	504,407,000	—
Atlanta, Ga.	781,000	212,100	2,350,154,000	893,493,000	3,401,727,000	1,237,262,000
Augusta, Ga.	209,200	60,100	472,606,000	167,493,000	723,807,000	272,108,000
Austin, Minn.	136,700	—	537,754,000	—	642,000,000	—
Austin, Tex.	166,500	48,200	557,337,000	190,216,000	737,357,000	273,127,000
Bakersfield, Cal.	165,500	80,800	625,882,000	298,239,000	849,992,000	456,988,000
Baltimore, Md.	798,400	416,700	2,846,359,000	1,543,684,000	4,307,759,000	2,278,839,000
Bangor, Me.	104,800	28,900	348,204,000	120,439,000	443,398,000	137,542,000
Baton Rouge, La.	173,500	55,600	449,883,000	184,356,000	715,474,000	332,237,000
Bay City-Saginaw, Mich	288,300	27,600 <sup>2</sup>	1,112,120,000	110,990,000 <sup>2</sup>	1,400,834,000	137,796,000 <sup>2</sup>
	—	48,100 <sup>3</sup>	—	196,620,000 <sup>3</sup>	—	248,284,000 <sup>3</sup>

1. Pittsfield only.

2. Bay City.

3. Saginaw.

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Beaumont, Tex. <sup>4</sup>	150,200	64,500	526,691,000	265,843,000	771,465,000	383,295,000
Bellingham, Wash.	90,200	22,500	213,351,000	82,497,000	403,027,000	95,496,000
Billings, Mont.	33,800	21,300	123,554,000	85,890,000	166,990,000	113,180,000
Binghamton, N. Y.	466,600	58,700	1,661,901,000	219,989,000	2,166,026,000	324,061,000
Birmingham, Ala.	559,200	171,300	1,498,998,000	621,372,000	2,130,015,000	840,552,000
Bismarck, N. D.	30,800	—	131,508,000	—	155,504,000	—
Bloomington, Ill.	84,400	24,600	290,120,000	111,384,000	433,100,000	129,799,000
Bloomington, Ind.	626,800	—	2,200,031,000	—	3,115,938,000	—
Boise-Meridian, Idaho	86,000	42,100 <sup>5</sup>	330,834,000	157,944,000 <sup>5</sup>	387,068,000	196,719,000
Boston, Mass.	1,431,200	868,000	5,357,188,000	3,392,889,000	7,754,080,000	5,061,442,000
Bridgeport, Conn. <sup>6</sup>	427,600	161,700	1,858,657,000	784,836,000	2,801,512,000	1,201,611,000
Buffalo, N. Y.	483,500	344,800	1,931,166,000	1,434,206,000	2,540,405,000	1,929,860,000
Burlington, Vt.	165,100	17,500	556,918,000	76,323,000	677,401,000	86,232,000
Butte, Mont. <sup>7</sup>	23,400	23,400	70,497,000	70,497,000	116,144,000	116,144,000
Cadillac, Mich.	223,100	—	780,168,000	—	866,563,000	—
Cape Girardeau, Mo.	264,800	—	663,248,000	—	883,236,000	—
Carthage-Watertown, N. Y.	95,000	27,000 <sup>8</sup>	338,981,000	106,701,000 <sup>8</sup>	411,451,000	119,865,000 <sup>8</sup>
Cedar Rapids, Iowa	256,800	35,600	944,441,000	158,436,000	1,244,938,000	195,106,000
Champaign, Ill.	441,300	31,500	1,556,358,000	128,154,000	2,149,052,000	208,396,000
Charleston, S. C.	177,500	48,000	486,308,000	147,084,000	667,714,000	213,924,000
Charleston, W. Va.	477,000	88,900	1,299,894,000	299,887,000	2,057,346,000	472,306,000
Charlotte, N. C.	712,500	59,000	2,069,898,000	261,722,000	3,083,643,000	364,307,000
Chattanooga, Tenn.	236,900	74,100	640,621,000	283,010,000	849,028,000	330,813,000
Cheyenne, Wyo.	34,600	—	142,406,000	—	209,252,000	—
Chicago, Ill.	2,352,700	1,794,400	10,028,275,000	7,765,484,000	14,908,025,000	11,944,121,000
Chico, Cal.	118,800	—	455,752,000	—	570,570,000	—
Cincinnati, Ohio	536,200	302,800	1,853,477,000	1,130,683,000	2,693,533,000	1,659,265,000
Cleveland, Ohio	1,204,000	468,300	4,878,347,000	2,069,086,000	7,202,653,000	3,158,532,000
Colorado Springs-Pueblo, Colo.	97,100	30,300 <sup>9</sup>	317,337,000	98,898,000 <sup>9</sup>	427,238,000	144,986,000 <sup>9</sup>
	—	29,400 <sup>10</sup>	—	106,057,000 <sup>10</sup>	—	137,794,000 <sup>10</sup>
Columbia, Mo.	133,800	—	354,209,000	—	499,870,000	—
Columbia, S. C.	174,500	42,000	472,656,000	179,064,000	674,976,000	225,612,000
Columbus, Ga.	292,400	47,300	707,670,000	135,041,000	1,093,766,000	249,300,000
Columbus, Ohio	531,300	163,900	1,884,789,000	658,130,000	2,745,543,000	1,055,436,000
Corpus Christi, Tex.	79,600	55,100	291,599,000	213,304,000	438,938,000	323,044,000
Dallas-Ft. Worth, Tex.	652,000	225,300 <sup>11</sup>	2,494,059,000	1,057,736,000 <sup>11</sup>	3,334,828,000	1,457,801,000 <sup>11</sup>
	—	141,500 <sup>12</sup>	—	585,990,000 <sup>12</sup>	—	791,119,000 <sup>12</sup>
Danville, Ill.	85,500	28,200	300,772,000	105,181,000	425,259,000	137,817,000
Davenport, Ia.-Rock Island, Ill.	397,300	76,900	1,524,508,000	316,386,000	2,024,774,000	443,975,000
Dayton, Ohio	463,600	151,400	1,804,466,000	632,922,000	2,474,059,000	962,073,000
Decatur, Ala.	70,000	—	179,357,000	136,728,000	230,570,000	—
Decatur, Ill.	238,400	34,500	880,367,000	136,728,000	1,196,366,000	179,599,000
Denver, Colo.	338,900	215,900	1,289,249,000	838,363,000	1,811,528,000	1,202,849,000
Des Moines, Iowa	262,000	77,500	924,721,000	341,880,000	1,253,387,000	445,915,000
Detroit, Mich.	1,558,100	969,700	6,844,415,000	4,386,177,000	9,589,623,000	6,324,328,000
Duluth, Minn.-Superior, Wis.	140,300	81,000	462,334,000	286,807,000	611,370,000	392,767,000
Durham, N. C.	441,100	28,600	1,439,821,000	117,968,000	2,004,939,000	158,448,000
Eau Claire, Wis.	132,300	—	500,438,000	—	571,627,000	—

4. Standard Metropolitan County Area listed as Beaumont-Port Arthur.

5. Boise only.

6. Standard Metropolitan County Area listed as Bridgeport-Stamford-Norwalk.

7. Standard Metropolitan County Area listed as Butte-Anaconda.

8. Watertown only.

9. Colorado Springs.

10. Pueblo.

11. Dallas.

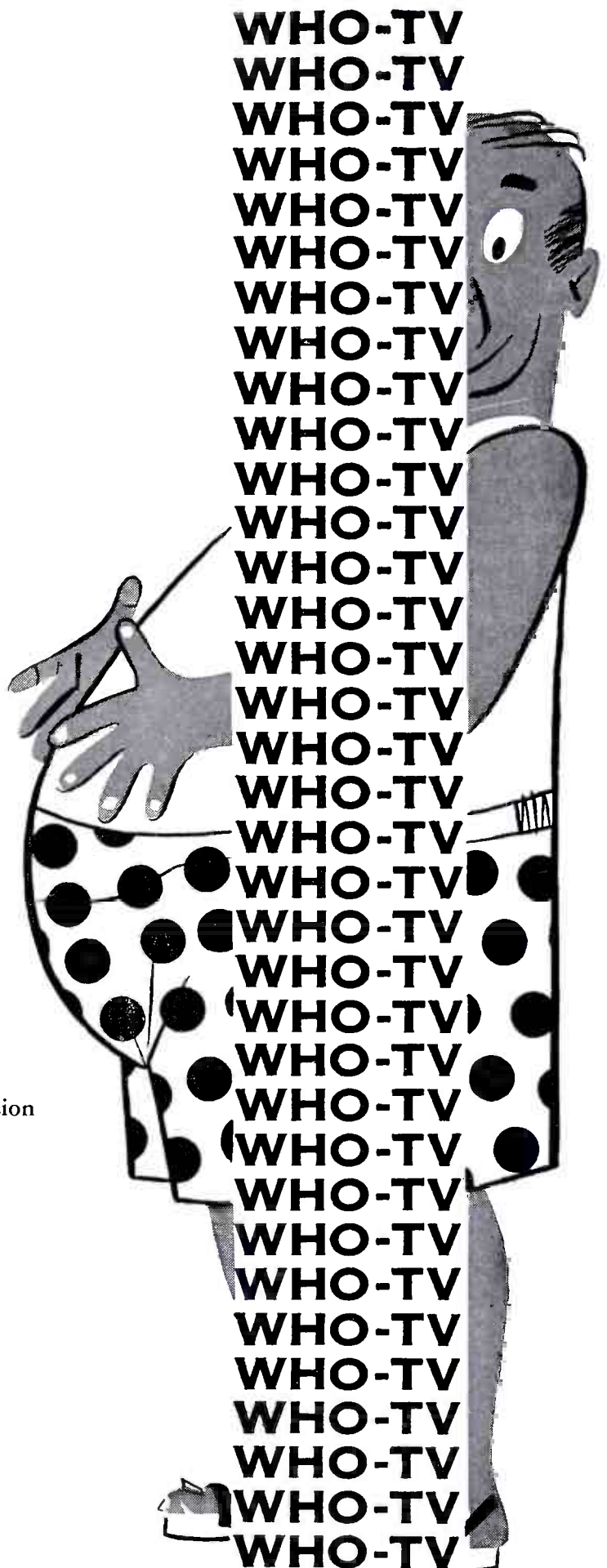
12. Fort Worth.

# Getting bigger and BIGGER!

**B**ACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

WHO-TV's Audience is getting bigger and bigger.  
Free & Peters have latest facts.



# WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Free & Peters, Inc.  
National Representatives

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Elkhart-South Bend, Ind.	262,400	28,700 <sup>13</sup>	1,009,225,000	115,445,000 <sup>13</sup>	1,357,863,000	157,400,000 <sup>13</sup>
	—	68,200 <sup>14</sup>	—	304,668,000 <sup>14</sup>	—	451,436,000 <sup>14</sup>
El Paso, Tex.	84,700	56,600	328,668,000	244,866,000	481,025,000	351,803,000
Enid, Okla.	114,900	—	340,535,000	—	487,302,000	—
Erie, Pa.	235,300	68,600	904,928,000	303,452,000	1,345,555,000	380,357,000
Eugene, Ore.	106,000	46,800	353,881,000	152,421,000	527,657,000	245,843,000
Eureka, Cal.	35,700	—	130,405,000	—	192,301,000	—
Evansville, Ind.-Henderson, Ky.	178,600	55,300 <sup>15</sup>	559,309,000	202,575,000 <sup>15</sup>	747,272,000	292,948,000 <sup>15</sup>
Fargo, N. D.	177,600	17,700	723,743,000	91,596,000	821,022,000	112,492,000
Florence, S. C.	254,200	—	702,982,000	—	917,543,000	—
Ft. Dodge, Iowa	51,600	—	178,611,000	—	251,462,000	—
Ft. Myers, Fla.	32,700	—	115,341,000	—	134,387,000	—
Ft. Smith, Ark.	56,200	20,100	150,592,000	84,538,000	189,323,000	88,661,000
Ft. Wayne, Ind.	226,000	61,900	832,254,000	266,640,000	1,098,101,000	371,904,000
Fresno-Tulare, Cal.	210,600	93,300	825,822,000	376,431,000	1,022,744,000	460,835,000
Grand Junction, Colo.	23,300	—	73,640,000	—	93,148,000	—
Grand Rapids, Mich.	493,200	95,700	1,908,417,000	408,760,000	2,026,462,000	513,464,000
Great Bend, Kans.	116,600	—	477,004,000	—	554,478,000	—
Great Falls, Mont.	24,800	19,100	98,474,000	75,807,000	144,060,000	110,781,000
Green Bay, Wis.	261,200	29,000	1,015,946,000	123,444,000	1,253,741,000	163,435,000
Greensboro, N. C. <sup>16</sup>	447,300	55,500	1,416,580,000	263,304,000	2,097,390,000	317,666,000
Greenville, N. C.	223,900	—	591,143,000	—	815,065,000	—
Greenville, S. C.	430,200	49,600	1,168,434,000	176,384,000	1,785,671,000	258,496,000
Harrisburg, Ill.	67,400	—	160,827,000	—	220,965,000	—
Harrisburg, Pa.	263,400	91,900	947,712,000	350,266,000	1,360,341,000	494,896,000
Harrisonburg, Va.	188,500	—	549,668,000	—	742,184,000	—
Honolulu, T. H.	111,600	—	424,866,000	—	705,944,000	—
Houston-Galveston, Tex.	544,800	294,700 <sup>17</sup>	2,091,153,000	1,195,425,000 <sup>17</sup>	3,076,812,000	1,856,123,000 <sup>17</sup>
	—	38,300 <sup>18</sup>	—	151,803,000 <sup>18</sup>	—	219,248,000 <sup>18</sup>
Huntington, W. Va. <sup>19</sup>	580,600	72,000	1,518,221,000	207,919,000	2,395,694,000	332,748,000
Hutchinson, Kans.	297,200	18,700	1,076,952,000	75,296,000	1,414,818,000	88,925,000
Idaho Falls, Ida.	51,200	—	210,520,000	—	251,085,000	—
Indianapolis, Ind.	695,900	190,100	2,461,157,000	841,320,000	3,521,922,000	1,166,775,000
Jackson, Miss.	310,800	43,400	750,844,000	156,492,000	1,012,300,000	222,485,000
Jacksonville, Fla.	590,400	100,200	1,790,686,000	388,945,000	2,298,073,000	498,960,000
Johnson City, Tenn.	342,200	—	884,700,000	—	1,253,516,000	—
Johnstown, Pa.	583,600	78,900	1,912,768,000	252,771,000	2,619,128,000	355,213,000
Joplin, Mo.	147,400	37,500	394,925,000	103,528,000	506,259,000	132,611,000
Kalamazoo, Mich.	658,100	42,300	2,604,982,000	171,160,000	3,299,006,000	228,335,000
Kansas City, Mo.	546,200	298,100	1,937,901,000	1,265,276,000	2,660,432,000	1,653,031,000
Kearney, Neb.	118,500	—	448,891,000	—	479,495,000	—
Kingston, N. Y.	145,600	—	625,471,000	—	713,250,000	—
Knoxville, Tenn.	431,100	97,400	1,123,606,000	330,440,000	1,562,538,000	457,188,000
La Crosse, Wis.	125,600	20,800	442,964,000	92,352,000	514,679,000	111,615,000
Lafayette, Ind.	75,300	23,200	252,781,000	87,010,000	373,978,000	139,733,000
Lake Charles, La.	121,300	30,900	386,940,000	104,309,000	582,530,000	165,875,000
Lancaster, Pa.	713,400	70,200	2,566,631,000	270,566,000	3,733,629,000	429,382,000
Lansing, Mich.	413,800	56,700	1,690,227,000	275,964,000	2,195,223,000	349,139,000
Las Vegas, Nev.	23,500	23,500	84,308,000	84,308,000	145,464,000	145,464,000
Lawton, Okla.	96,400	—	329,455,000	—	446,993,000	—

13. Elkhart.

14. South Bend.

15. Evansville only.

16. Standard Metropolitan County Area listed as Greensboro-High Point.

17. Houston.

18. Galveston.

19. Standard Metropolitan County Area listed as Huntington, W. Va.-Ashland, Ky.

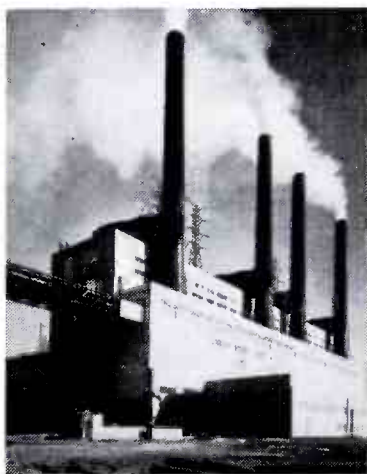
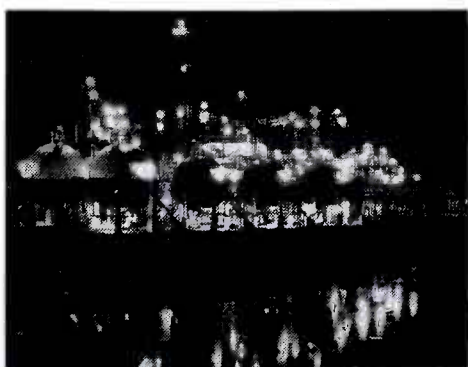
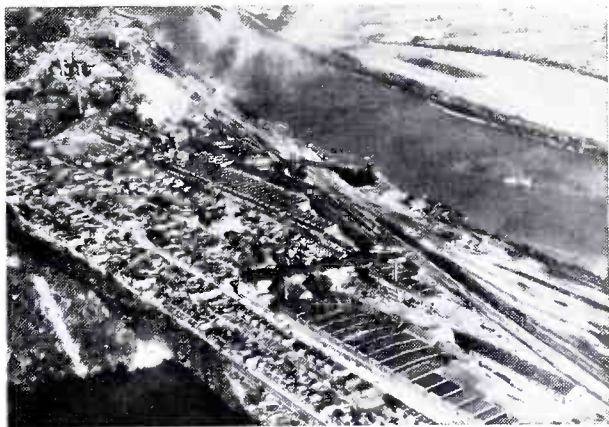
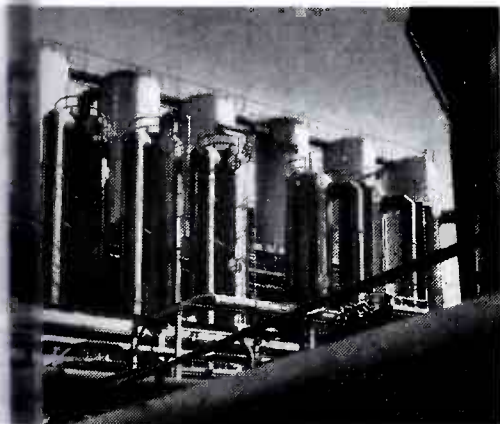
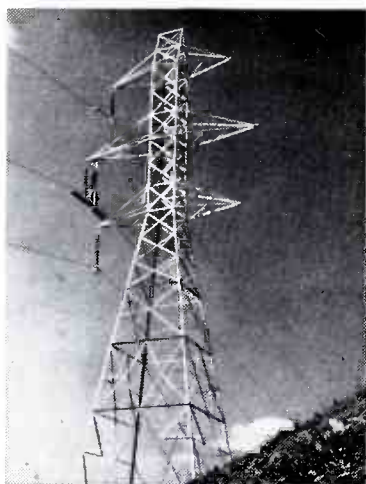
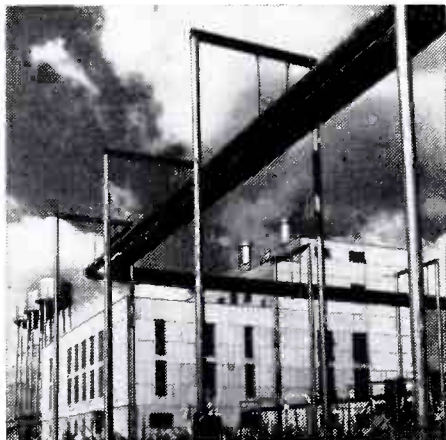
# go where the money is!

Here's a first-class axiom for anyone with something to sell. And this Ohio River Valley is a first-class market to sell *in* — thanks to a happy combination of industrial bustle, supplying the world with a list of products almost as long as the heavily-loaded freight trains that carry them away.

But the most important product is the money all this activity generates . . . money shared lavishly with skilled workers on the ever-growing payrolls.

The money is here, all right! To get to it, you need only the help and persuasive power of three highly-respected salesmen, welcomed daily into the homes of Ohio River Valley money-makers. Together, they pack a triple wallop; individually, each has a record of results no advertiser can afford to ignore.

If you want your share of this vast buying power, go where it is! WSAZ-TV, teamed up with radio stations WGKV and WSAZ, will take you there faster, more effectively, at lower cost, than any other media combination in this whole money-loaded market!



## WSAZ-TV

CHANNEL 3—BASIC **NBC** NETWORK  
MAXIMUM POWER  
HUNTINGTON-CHARLESTON, W. VA.

RADIO

## WSAZ

930 KC. **ABC**  
HUNTINGTON, W. VA.

## WGKV

1490 KC. **NBC**  
CHARLESTON, W. VA.

represented nationally by  
**The KATZ Agency**

YOUR **MUST BUY** STATIONS FOR  
COMPLETE RADIO-TV COVERAGE OF  
THE INDUSTRIAL HEART OF AMERICA!

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Lewiston-Portland, Me.	216,500	24,500 <sup>20</sup>	762,987,000	99,449,000 <sup>20</sup>	997,054,000	123,235,000 <sup>20</sup>
	—	50,800 <sup>21</sup>	—	211,904,000 <sup>21</sup>	—	251,021,000 <sup>21</sup>
Lima, Ohio	101,700	28,700	384,424,000	112,464,000	471,418,000	149,708,000
Lincoln, Neb.	198,900	41,100	692,950,000	154,770,000	852,963,000	226,790,000
Little Rock-Pine Bluff, Ark.	249,000	64,000 <sup>22</sup>	661,461,000	229,850,000 <sup>22</sup>	893,548,000	316,837,000 <sup>22</sup>
Longview, Tex.	88,100	—	306,250,000	—	367,535,000	—
Los Angeles, Cal.	2,083,400	1,747,000	7,875,275,000	6,684,284,000	11,279,536,000	9,611,258,000
Louisville, Ky.	694,600	186,300	2,114,756,000	687,492,000	2,997,472,000	1,003,317,000
Lubbock, Tex.	105,400	38,000	471,725,000	179,881,000	650,349,000	242,534,000
Lynchburg, Va.	255,500	21,200	824,868,000	90,308,000	1,118,461,000	104,379,000
Macon, Ga.	158,300	42,800	360,225,000	118,715,000	548,007,000	192,124,000
Madison, Wis.	127,700	51,400	524,550,000	214,616,000	715,216,000	335,747,000
Manchester, N.H.	250,600	49,100	869,752,000	177,888,000	1,223,710,000	240,111,000
Marinette, Wis.	154,400	—	578,718,000	—	715,061,000	—
Mason City, Ia.	149,900	—	545,482,000	—	704,407,000	—
Medford, Ore.	81,700	—	305,207,000	—	392,529,000	—
Memphis, Tenn.	602,200	148,800	1,678,531,000	619,545,000	2,105,482,000	784,496,000
Meridian, Miss.	134,300	—	283,107,000	—	377,972,000	—
Miami, Fla.	300,900	203,600	1,265,866,000	880,496,000	1,644,059,000	1,191,757,000
Midland, Tex.	60,700	—	227,237,000	—	404,464,000	—
Milwaukee, Wis.	764,100	274,600	3,148,251,000	1,211,156,000	4,565,826,000	1,765,777,000
Minneapolis-St. Paul, Minn.	731,500	362,400	2,903,824,000	1,521,623,000	3,753,759,000	2,116,727,000
Minot, N.D.	33,400	—	134,110,000	—	171,924,000	—
Missoula, Mont.	38,600	—	120,033,000	—	164,708,000	—
Mobile, Ala.	204,600	72,900	582,305,000	223,288,000	860,650,000	331,130,000
Monroe, La.	162,300	23,900 <sup>23</sup>	412,950,000	102,827,000 <sup>23</sup>	560,917,000	110,695,000 <sup>23</sup>
Montgomery, Ala.	196,800	42,400	446,893,000	143,788,000	651,915,000	197,946,000
Muncie, Ind.	156,100	30,900	520,667,000	98,226,000	765,893,000	159,531,000
Muskogee, Okla.	283,000	—	802,097,000	—	1,180,746,000	—
Nashville, Tenn.	384,200	98,400	1,046,527,000	374,430,000	1,401,698,000	514,247,000
New Britain-Hartford, Conn.	503,900	171,200	2,145,744,000	787,686,000	3,142,131,000	1,237,176,000
New Haven, Conn. <sup>24</sup>	906,700	171,600	3,875,048,000	741,510,000	5,741,403,000	1,093,416,000
New Orleans, La.	450,300	225,300	1,382,989,000	787,405,000	2,131,565,000	1,168,134,000
New York, N.Y.	4,894,600	4,256,400	19,199,413,000	16,332,668,000	30,618,098,000	26,662,776,000
Norfolk, Va. <sup>25</sup>	349,100	144,300	1,087,054,000	490,500,000	1,656,081,000	820,751,000
Oklahoma City, Okla.	405,900	117,400	1,284,963,000	427,648,000	1,754,252,000	607,644,000
Omaha, Neb.	329,300	120,300	1,220,413,000	466,665,000	1,616,943,000	666,319,000
Orlando, Fla.	179,000	44,200	561,285,000	161,102,000	711,589,000	201,685,000
Panama City, Fla.	42,400	—	107,737,000	—	143,515,000	—
Parkersburg, W. Va.	78,700	—	189,770,000	—	291,099,000	—
Pensacola, Fla.	156,400	36,100	451,257,000	115,551,000	658,023,000	164,851,000
Peoria, Ill.	201,500	83,400	742,645,000	300,046,000	1,038,672,000	480,794,000
Philadelphia, Pa.	1,884,100	1,139,700	7,497,656,000	4,434,793,000	11,092,942,000	6,889,589,000
Phoenix, Ariz.	146,300	121,200	564,214,000	483,516,000	735,144,000	616,518,000
Pittsburg, Kans.	185,900	—	462,845,000	—	621,852,000	—
Pittsburgh, Pa.	1,154,200	654,700	4,312,664,000	2,613,013,000	6,201,862,000	3,706,844,000
Plattsburg, N. Y.	129,600	—	491,426,000	—	568,069,000	—
Poland Spring, Me.- Mt. Washington, N.H.	279,600	—	985,169,000	—	1,280,839,000	—
Portland, Ore.	419,900	262,200	1,499,249,000	964,856,000	2,069,144,000	1,329,348,000
Providence, R.I. <sup>26</sup>	812,500	213,200	2,832,632,000	749,097,000	4,302,894,000	1,088,294,000

20. Lewiston-Auburn.

21. Portland.

22. Little Rock-North Little Rock only.

23. Standard Metropolitan County Area listed as Monroe-West Monroe.

24. Standard Metropolitan County Area listed as New Haven-Waterbury.

25. Standard Metropolitan County Area listed as Norfolk-Portsmouth.

26. Standard Metropolitan County Area listed as Providence-Pawtucket.



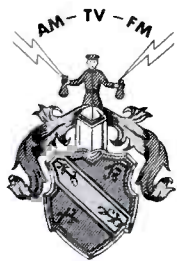
# Is This "COVERAGE"?



YOU'RE HALF NAKED IN NEBRASKA COVERAGE  
IF YOU DON'T REACH LINCOLN-LAND —

42 rich counties with a population of 642,250 —  
207,050 families. *KOLN-TV reaches over  
125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha!  
This Lincoln-Land location is farther removed from  
the Omaha market than is Cincinnati from Dayton,  
Buffalo from Rochester or Lancaster from Philadelphia.



### *The Fetzler Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN — LINCOLN, NEBRASKA  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD — PEORIA, ILLINOIS

## **KOLN-TV** COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA



*Avery-Knodel, Inc., Exclusive National Representatives*

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Quincy, Ill.-Hannibal, Mo.	174,800	22,300 <sup>27</sup>	532,629,000	72,345,000 <sup>27</sup>	658,494,000	92,517,000 <sup>27</sup>
Raleigh, N.C.	218,400	36,300	708,426,000	144,820,000	1,044,680,000	205,046,000
Reading, Pa.	475,400	77,900	1,767,861,000	302,610,000	2,582,998,000	445,705,000
Reno, Nev.	25,900	19,800	114,284,000	92,804,000	160,124,000	131,053,000
Richmond, Va.	258,400	101,300	869,369,000	414,751,000	1,221,134,000	611,037,000
Roanoke, Va.	432,200	39,200	1,270,907,000	167,374,000	1,859,148,000	222,896,000
Rochester, Minn.	156,200	—	587,966,000	—	699,525,000	—
Rochester, N.Y.	326,300	161,800	1,238,452,000	659,341,000	1,672,047,000	950,810,000
Rockford, Ill.	348,200	52,700	1,474,162,000	233,928,000	1,936,511,000	300,078,000
Rome, Ga.	268,200	—	760,165,000	—	1,028,399,000	—
Roswell, N.M.	47,300	—	182,296,000	—	272,467,000	—
Sacramento, Cal.	285,000	106,700	1,022,993,000	390,016,000	1,570,887,000	636,511,000
St. Joseph, Mo.	144,300	31,900	410,469,000	95,619,000	595,664,000	151,879,000
St. Louis, Mo.	967,900	560,400	3,230,357,000	2,031,927,000	4,748,721,000	3,154,443,000
St. Petersburg, Fla. <sup>28</sup>	232,000	157,800	769,572,000	546,652,000	974,071,000	675,818,000
Salinas-Monterey, Cal.	144,000	—	527,214,000	—	773,125,000	—
Salisbury, Md.	64,200	—	298,231,000	—	223,803,000	—
Salt Lake City, Utah	217,500	88,400	831,612,000	359,046,000	1,091,506,000	482,614,000
San Angelo, Tex.	35,600	20,300	126,359,000	77,432,000	181,735,000	113,626,000
San Antonio, Tex.	380,300	143,200	1,401,253,000	548,268,000	1,899,879,000	772,357,000
San Diego, Cal.-Tijuana, Mex.	303,600	240,100 <sup>29</sup>	1,023,651,000	775,008,000 <sup>29</sup>	1,633,330,000	1,316,011,000 <sup>29</sup>
San Francisco, Cal.	1,348,100	838,900	5,003,952,000	3,088,294,000	7,985,275,000	5,245,023,000
San Luis Obispo, Cal.	146,200	—	533,489,000	—	794,238,000	—
Santa Barbara, Cal.	172,900	36,100	629,302,000	149,808,000	951,134,000	200,417,000
Savannah, Ga.	89,100	47,400	250,842,000	168,652,000	330,104,000	211,441,000
Seattle-Tacoma, Wash.	537,600	268,800 <sup>30</sup>	1,822,888,000	950,768,000 <sup>30</sup>	2,910,699,000	1,577,840,000 <sup>30</sup>
	—	93,100 <sup>31</sup>	—	284,336,000 <sup>31</sup>	—	520,509,000 <sup>31</sup>
Sedalia, Mo.	60,100	—	159,891,000	—	209,771,000	—
Shreveport, La.	129,100	66,900	411,616,000	252,472,000	542,922,000	333,099,000
Sioux City, Ia.	186,100	34,800	716,519,000	150,280,000	876,657,000	187,902,000
Sioux Falls, S.D.	204,600	23,200	775,511,000	93,394,000	965,960,000	135,631,000
Spokane, Wash.	169,100	78,600	592,235,000	287,576,000	906,600,000	427,143,000
Springfield, Ill.	113,100	44,600	430,478,000	185,818,000	545,978,000	229,543,000
Springfield-Holyoke, Mass.	212,300	139,100	837,387,000	541,612,000	1,233,441,000	765,492,000
Springfield, Mo.	142,300	37,100	377,596,000	114,375,000	454,951,000	150,994,000
Steubenville, Ohio <sup>32</sup>	484,300	101,800	1,584,823,000	307,264,000	2,416,157,000	525,247,000
Stockton, Cal.	1,395,600	69,600	5,167,764,000	262,839,000	8,177,080,000	371,129,000
Syracuse, N.Y.	417,600	110,800	1,544,222,000	432,072,000	2,023,634,000	621,643,000
Temple-Waco, Tex.	163,600	41,400 <sup>33</sup>	509,148,000	160,545,000 <sup>33</sup>	675,796,000	194,940,000 <sup>33</sup>
Terre Haute, Ind.	252,200	36,000	794,564,000	127,662,000	1,098,741,000	175,770,000
Texarkana, Tex.	251,900	30,500	745,397,000	85,357,000	970,974,000	111,517,000
Toledo, Ohio	374,600	127,600	1,458,292,000	570,096,000	1,997,714,000	841,297,000
Topeka, Kans.	188,300	39,700	493,222,000	120,505,000	921,301,000	207,236,000
Traverse City, Mich.	48,700	—	155,624,000	—	161,713,000	—
Tucson, Ariz.	71,100	55,600	272,733,000	212,080,000	372,131,000	298,605,000
Tulsa, Okla.	343,000	88,700	998,892,000	349,020,000	1,446,978,000	502,135,000
Tyler, Tex.	144,000	22,700	443,926,000	85,648,000	552,592,000	103,299,000
Utica-Rome, N.Y.	237,500	89,100	876,686,000	327,795,000	1,090,795,000	432,519,000
Valley City, N.D.	94,000	—	430,812,000	—	510,112,000	—
Washington, D.C.	649,000	476,700	2,536,108,000	2,027,037,000	4,209,859,000	3,460,127,000

27. Quincy only.

28. Standard Metropolitan County Area listed as Tampa-St. Petersburg.

29. San Diego only.

30. Seattle.

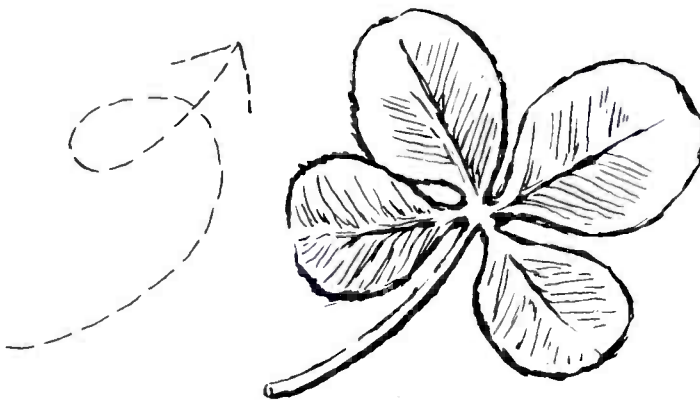
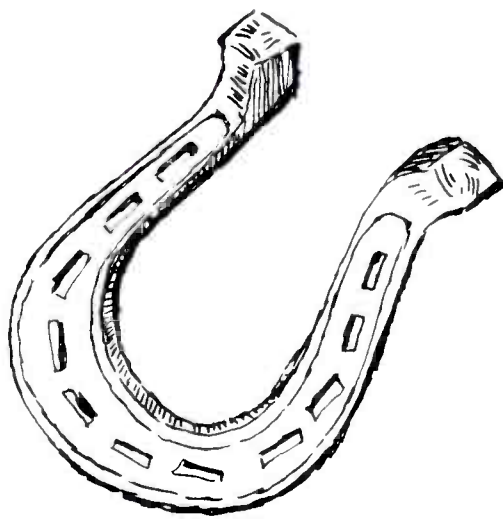
31. Tacoma.

32. Standard Metropolitan County Area listed as Steubenville, O.-Wheeling, W. Va.

33. Waco only.



You  
won't  
need  
these



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when  
you  
use  
this



Ask FREE & PETERS, Inc. for details



	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Waterbury, Conn. <sup>34</sup>	208,400	171,600	921,326,000	741,510,000	1,376,896,000	1,093,416,000
Waterloo, Ia.	175,500	33,300	658,140,000	129,907,000	872,048,000	191,762,000
Wausau, Wis.	114,400	—	430,347,000	—	484,085,000	—
Weslaco-Harlingen, Tex. <sup>35</sup>	94,700	80,600	300,079,000	254,272,000	368,147,000	315,904,000
West Palm Beach, Fla.	102,600	43,100	415,311,000	186,994,000	458,097,000	190,341,000
Wheeling, W. Va. <sup>36</sup>	387,100	101,800	1,178,971,000	307,264,000	1,831,034,000	525,247,000
Wichita, Kans.	341,100	95,400	1,170,141,000	350,480,000	1,484,153,000	508,536,000
Wichita Falls, Tex.	142,400	32,400	497,752,000	130,117,000	686,922,000	206,328,000
Wilkes-Barre-Scranton, Pa.	371,400	72,300 <sup>37</sup>	1,215,958,000	239,168,000 <sup>37</sup>	1,765,736,000	337,067,000 <sup>37</sup>
	—	107,700 <sup>38</sup>	—	371,389,000 <sup>38</sup>	—	510,463,000 <sup>38</sup>
Wilmington, Del.	185,500	85,100	709,022,000	372,250,000	1,119,450,000	510,245,000
Wilmington, N.C.	169,600	20,000	449,698,000	77,172,000	681,573,000	84,382,000
Winston-Salem, N.C.	334,700	44,000	1,021,329,000	128,940,000	1,529,625,000	231,746,000
Worcester, Mass.	362,500	165,900	1,311,949,000	596,004,000	1,969,270,000	852,765,000
Yakima, Wash.	73,200	45,400	254,822,000	158,469,000	348,573,000	197,686,000
York, Pa.	126,900	64,200	492,250,000	251,024,000	687,076,000	331,828,000
Youngstown, Ohio	348,000	157,700	1,344,368,000	641,519,000	1,955,302,000	945,660,000
Yuma, Ariz.	26,500	—	136,159,000	—	141,958,000	—
Zanesville, Ohio	76,600	23,500	223,322,000	72,581,000	321,904,000	106,778,000

34. Standard Metropolitan County Area listed as New Haven-Waterbury.

35. Standard Metropolitan County Area listed as Brownsville-Harlingen-McAllen.

36. Standard Metropolitan County Area listed as Wheeling, W. Va.-Steubenville, O.

37. Scranton.

38. Wilkes-Barre-Hazleton.

## UNION DIRECTORY

### Actors Equity Association

45 W. 47th St., New York 36, N. Y.  
(Plaza 7-7660)  
Angus Duncan, *executive secretary*  
(Branch of AAAA-AFL)

### American Federation of Musicians (AFM-AFL)

570 Lexington Ave., New York 22, N. Y. (Plaza 8-0600)  
James C. Petrillo, *president*  
Alfred Manuti, N. Y.

### American Federation of Television & Radio Artists (AFTRA)

15 W. 44th St., New York 36, N. Y. (Vanderbilt 6-1810)  
George Heller, *national executive secretary*  
(Branch of AAAA-AFL)

### Associated Actors & Artistes of America (AAAA-AFL)

45 W. 47th St., New York 36, N. Y. (Plaza 7-7660)  
Paul Dulzell, *president*  
Florence Marston, *executive secretary*

### International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators (IATSE-AFL)

1270 Ave. of Americas, New York 20, N. Y. (Circle 5-4370)  
Richard F. Walsh, *president*

### International Brotherhood of Electrical Workers (IBEW-AFL)

1200 Fifteenth St. NW, Washington 5, D.C. (Columbia 5-8040)  
J. Scott Milne, *international president*

### National Association of Broadcast Employees & Technicians (NABET-CIO)

80 E. Jackson Blvd., Chicago 4, Ill. (Wabash 2-2462)  
George Maher, *executive secretary*

### Radio & Television Directors Guild (RTDG-AFL)

114 E. 52nd St., New York 22, N. Y. (Plaza 9-0949)  
Newman H. Burnett, *nat'l executive director*

### Screen Actors Guild (SAG)

7046 Hollywood Blvd., Hollywood 28, Cal. (Hollywood 9-7311)  
John L. Dales, *executive secretary*  
(Branch of AAAA-AFL)

### Screen Directors Guild

133 E. 40th St., New York 16, N. Y. (Murray Hill 9-1254)  
Jack Glenn, *president*

### United Scenic Artists Local 829

319 W. 48th St., New York 36, N. Y. (Circle 6-8023)  
Robert Paddock, *president*

### Writers Guild of America

550 Fifth Ave., New York, N. Y. (Plaza 7-8319)  
Erik Barnouw, *president (East)*  
Elihu Winer, *chairman of TV writers branch*  
(Amalgamation of Authors League of America, Radio Writers Guild, Screen Writers Guild & Television Writers of America)

**MORE WICHITA ADVERTISERS BUY MORE SPOTS AND MORE PROGRAMS ON KAKE-TV THAN THE TWO COMPETITIVE STATIONS COMBINED!**

- ... WICHITA ADVERTISERS (**BY COUNT**)  
 KAKE-TV... 88% MORE THAN STATION "B"  
 KAKE-TV... 125% MORE THAN STATION "C"
- ... WICHITA ADVERTISERS (**SPOTS**)  
 KAKE-TV... 93% MORE THAN STATION "B"  
 KAKE-TV... 222% MORE THAN STATION "C"
- ... WICHITA ADVERTISERS (**PROGRAMS**)  
 KAKE-TV... 125% MORE THAN STATION "B"  
 KAKE-TV... 157% MORE THAN STATION "C"

And KAKE-TV Does It In One-Third The Time



...	PROGRAMMING HOURS PER WEEK
KAKE-TV	65½ HOURS
STATION "B"	107½ HOURS
STATION "C"	112 HOURS

Wichita Advertisers Know Who Delivers The Wichita Market

P. S.: THE KAKE MAN HAS ONLY ONE RATE CARD

**KANSAS' GREATEST POWER 316,000 WATTS — KANSAS' HIGHEST TOWER 1,079 FEET**

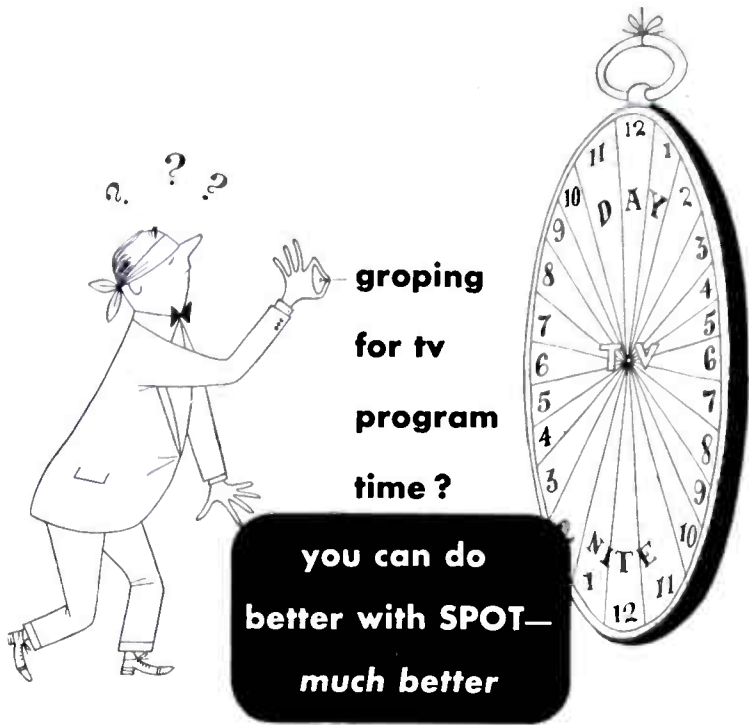
**KAKE-TV**

*Channel*  
 204 NORTH WACO  
 WICHITA, KANSAS  
 AMherst 7-1239

**10**

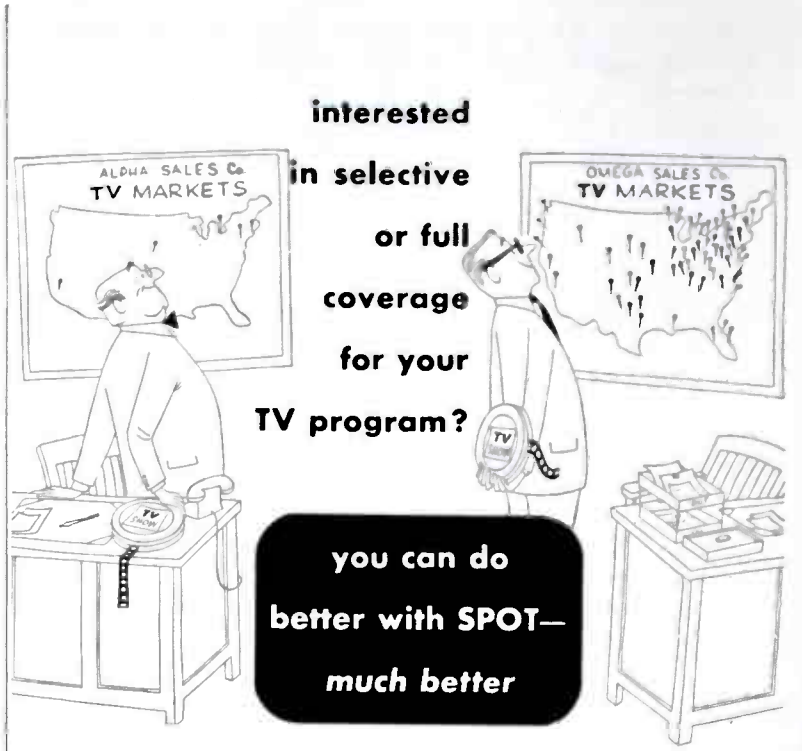
**WICHITA — LARGEST CITY IN KANSAS**

**CONTACT THE KAKE-MAN AT YOUR NEAREST GEORGE P. HOLLINGBERRY OFFICE**



groping  
for tv  
program  
time?

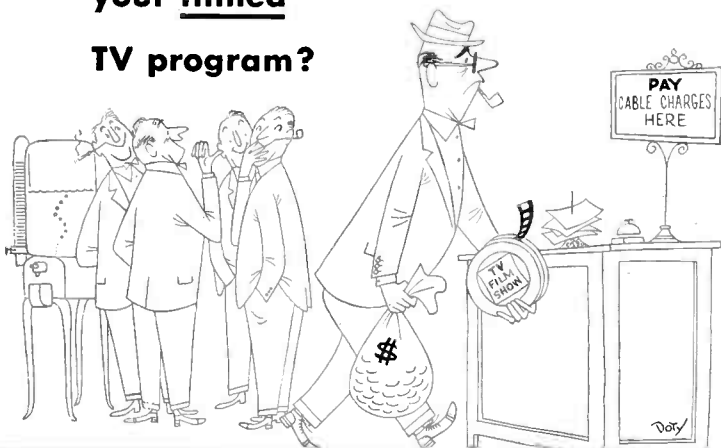
**you can do  
better with SPOT—  
much better**



interested  
in selective  
or full  
coverage  
for your  
TV program?

**you can do  
better with SPOT—  
much better**

paying  
cable charges for  
your filmed  
TV program?



**you can do better with SPOT—much better**

*when it comes to placing your  
television programs, remember*

**you can do  
better\* with Spot...  
much better.\***

- \* Free choice of markets.
- \* No "must" stations or minimum group requirements.
- \* Wholehearted station cooperation.
- \* Better picture quality than kinescopes.
- \* Savings in time costs—enough to cover film prints, their distribution and other costs.

*Get the full details from your Katz representative.*

**THE KATZ AGENCY, INC.** *National Advertising Representatives*

477 MADISON AVENUE, NEW YORK 22, NEW YORK  
CHICAGO  
LOS ANGELES  
SAN FRANCISCO  
ATLANTA  
DALLAS  
KANSAS CITY  
DETROIT

# SPOT RATE ESTIMATOR

Highest one-time Class A rates currently prevailing in all TV markets active as of January 1  
—time segments range from 15 to 60 minutes

**D**ESIGNED to give a quick approximation of the cost of a spot campaign, the Estimator presents the highest one-time rates for the various time segments in every market that had a TV station on the air as of January 1, 1955. Frequency and other discounts, which might bring an advertiser's actual costs to half the gross charges, are not included, nor are special participation rates. **The markets are listed in order of set circulation on January 1, 1955.**

Using the Estimator, the buyer finds, for example, that a half-hour period in the ten markets with the highest circulation totals \$14,460. The cost for a one-minute spot in these ten markets amounts to \$5,175; for the top 20, \$7,175. A single ID in the top 20 totals \$3,465.

With a \$5,000 spot budget, an advertiser can buy a minute in each of the nine biggest markets or a 15-

minute segment in the top three. Going into the smaller markets—say those with circulation in the 50,000-200,000 range—the same \$5,000 would buy a minute spot in 75 markets or a 15-minute program in each of the highest 30 within the same set ownership range.

For a more detailed study on the relationship between rates and set circulation, see section on "Rates by Market Size," immediately following this feature on page 95.

*Note: A number of stations have a special time classification, AA, covering most of the hours generally considered as Class A. To provide uniform figures, we have used here the highest rate obtaining in each market, regardless of its official designation.*

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
New York	\$815	\$1575	\$1575	\$1550	\$2480	\$3720	\$6200
Chicago	300	625	625	900	1320	1980	3300
Los Angeles	275	575	575	625	1080	1620	2700
Philadelphia	250	500	500	625	1000	1500	2500
Detroit	160	400	400	500	800	1200	2000
Boston	200	400	400	500	800	1200	2000
Cleveland	185	375	400	460	680	1020	1700
San Francisco-Stockton	135	270	270	325	520	780	1300
Pittsburgh	100	200	250	350	560	840	1400
Providence	90	180	180	250	400	600	1000
<b>Total:</b>	<b>\$2510</b>	<b>\$5100</b>	<b>\$5175</b>	<b>\$6085</b>	<b>\$9640</b>	<b>\$14460</b>	<b>\$24100</b>
New Haven	80	160	160	200	320	480	800
Baltimore	100	200	200	275	440	660	1100
St. Louis	100	200	200	318	480	720	1200
Milwaukee	95	190	190	287	460	690	1150
Washington	135	300	300	250	600	900	1500
Lancaster	90	180	180	270	360	540	900
Indianapolis-							
Bloomington	90	180	180	240	384	576	960
Minneapolis-St. Paul	110	280	280	340	480	720	1200
Kalamazoo	85	170	170	230	360	540	900
Atlanta	70	140	140	225	360	540	900
<b>Total:</b>	<b>\$955</b>	<b>\$2000</b>	<b>\$2000</b>	<b>\$2635</b>	<b>\$4244</b>	<b>\$6366</b>	<b>\$10610</b>
Cincinnati	60	165	165	255	400	600	1000
Charlotte	105	225	225	270	360	540	900
Columbus, O.	60	150	150	234	320	480	800

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Buffalo	85	140	140	200	320	480	800
Dallas-Ft. Worth	108	180	180	270	360	540	900
Louisville	85	170	170	213	340	510	850
Kansas City	90	180	180	216	360	540	900
Albany-Schenectady-							
Troy	83	165	165	213	340	510	850
Johnstown	68	150	150	188	300	450	750
Dayton	55	175	175	200	320	480	800
<b>Total</b>	<b>\$799</b>	<b>\$1700</b>	<b>\$1700</b>	<b>\$2259</b>	<b>\$3420</b>	<b>\$5130</b>	<b>\$8550</b>
Grand Rapids	75	150	150	200	320	480	800
Steubenville	40	80	80	100	160	240	400
Seattle-Tacoma	80	160	160	200	320	480	800
Houston-Galveston	75	165	165	230	308	462	770
Syracuse	60	140	140	175	280	420	700
Huntington	70	140	140	175	280	420	700
Memphis	63	140	140	175	280	420	700
Altoona	50	100	100	150	200	300	500
Toledo	85	170	170	213	340	510	850
Lansing	75	150	150	200	320	480	800
<b>Total:</b>	<b>\$673</b>	<b>\$1395</b>	<b>\$1395</b>	<b>\$1818</b>	<b>\$2808</b>	<b>\$4212</b>	<b>\$7020</b>
Binghamton	60	120	120	150	240	360	600
Birmingham	80	160	160	163	260	390	650
New Orleans	75	150	150	210	280	420	700
Asheville	18	35	35	63	100	150	250
Davenport-Rock Island	70	140	140	175	280	420	700
Rochester, N.Y.	50	140	140	180	240	360	600





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MARCH 7<sup>TH</sup>

FREE & PETERS  
INC.

*Pioneer Station Representatives Since 1932*

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

**SPOT RATE ESTIMATOR (continued)**

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Omaha	70	140	140	175	280	420	700
Champaign	45	90	100	113	180	270	450
Wheeling	40	80	80	100	160	240	400
Greensboro	65	130	130	195	260	390	650
<b>Total:</b>	<b>\$573</b>	<b>\$1185</b>	<b>\$1195</b>	<b>\$1524</b>	<b>\$2280</b>	<b>\$3420</b>	<b>\$5700</b>
Oklahoma City	75	150	120	150	300	450	750
San Diego-Tijuana	60	120	120	180	240	360	600
Norfolk-Newport News	80	160	160	200	320	480	800
Greenville, S.C.	50	100	100	90	160	240	400
Denver	60	120	120	138	220	330	550
Miami-Ft. Lauderdale	90	180	180	225	360	540	900
San Antonio	55	110	110	180	240	360	600
Nashville	55	110	110	150	240	360	600
Rockford	40	80	80	100	160	240	400
Charleston, W. Va.	63	125	125	135	275	330	550
<b>Total:</b>	<b>\$628</b>	<b>\$1255</b>	<b>\$1225</b>	<b>\$1548</b>	<b>\$2515</b>	<b>\$3690</b>	<b>\$6150</b>
Roanoke	50	100	100	125	200	300	500
Tulsa	75	150	150	175	280	420	700
Jacksonville	70	150	150	135	240	360	600
Durham	30	60	60	75	120	180	300
Winston-Salem	45	90	90	113	180	270	450
Hartford-New Britain	35	70	70	96	140	210	350
Portland, Ore.	75	175	175	205	280	420	700
Manchester	19	38	38	50	100	150	250
Ames	50	100	100	125	200	300	500
Bay City-Saginaw	43	85	85	128	213	255	425
<b>Total:</b>	<b>\$492</b>	<b>\$1018</b>	<b>\$1018</b>	<b>\$1227</b>	<b>\$1953</b>	<b>\$2865</b>	<b>\$4775</b>
Poland Springs-Mt. Washington	30	60	60	75	120	180	300
Wichita	43	85	85	128	170	255	425
Richmond	70	140	140	306	394	525	875
Utica-Rome	30	85	85	119	190	285	475
Muskogee	40	80	80	100	160	240	400
Erie	70	140	140	210	280	420	700
Cedar Rapids	40	80	80	100	160	240	400
Des Moines	55	110	110	138	220	330	550
Wilmington, Del.	50	100	100	144	230	345	575
Scranton-Wilkes-Barre	35	70	70	100	160	240	400
<b>Total:</b>	<b>\$463</b>	<b>\$950</b>	<b>\$950</b>	<b>\$1420</b>	<b>\$2084</b>	<b>\$3060</b>	<b>\$5100</b>
Green Bay	40	80	80	100	160	240	400
Hutchinson	50	100	100	113	180	270	450
Portland-Lewiston, Me.	30	60	60	75	120	180	300
Terre Haute	40	80	80	120	160	240	400
Harrisburg, Pa.	35	70	70	88	140	210	350
Salt Lake City	75	150	150	173	230	345	575
Rome, Ga.	15	25	25	38	60	90	150
Johnson City	25	50	50	65	100	150	250
Youngstown	35	70	70	105	140	210	350
Reading	30	60	60	75	120	180	300
<b>Total:</b>	<b>\$375</b>	<b>\$745</b>	<b>\$745</b>	<b>\$952</b>	<b>\$1410</b>	<b>\$2115</b>	<b>\$3525</b>
Lynchburg	25	50	50	63	100	150	250
Springfield-Holyoke	30	60	75	90	120	180	300
Waterloo	40	80	80	100	160	240	400
Sioux City	30	60	60	75	120	180	300
Peoria	40	80	80	100	160	240	400
Elkhart-South Bend	30	60	60	75	120	180	300
Fresno-Tulare	45	90	90	113	180	270	450
Chattanooga	35	70	70	88	140	210	350
Topeka	40	80	80	120	160	240	400
Phoenix	45	90	90	113	180	270	450
<b>Total:</b>	<b>\$360</b>	<b>\$720</b>	<b>\$735</b>	<b>\$937</b>	<b>\$1440</b>	<b>\$2160</b>	<b>\$3600</b>
Florence	30	60	60	75	100	150	250
Hannibal-Quincy	20	40	40	63	100	150	250
Santa Barbara	40	80	80	100	160	240	400
Jackson	20	40	40	50	80	120	200
Bakersfield	40	80	80	100	160	240	400
Knoxville	30	60	60	75	120	180	300
Texarkana	20	40	40	48	80	120	200
St. Petersburg	33	65	65	90	130	195	325
St. Joseph	30	60	60	90	120	180	300
Spokane	50	100	100	125	200	300	500
<b>Total:</b>	<b>\$313</b>	<b>\$625</b>	<b>\$625</b>	<b>\$816</b>	<b>\$1250</b>	<b>\$1875</b>	<b>\$3125</b>
Lincoln	25	50	50	63	100	150	250
Greenville, N.C.	30	60	60	75	120	180	300
Mobile	30	60	60	75	120	180	300

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Sioux Falls	30	60	60	90	120	180	300
Marinette	20	40	40	63	100	150	250
Columbia, S.C.	44	88	88	88	140	210	350
Salinas-Monterey	30	60	60	75	120	180	300
Montpelier	25	50	50	63	100	150	250
Harrisonburg	15	30	30	40	80	120	200
Charleston, S.C.	30	60	60	75	120	180	300
<b>Total:</b>	<b>\$279</b>	<b>\$558</b>	<b>\$558</b>	<b>\$707</b>	<b>\$1120</b>	<b>\$1680</b>	<b>\$2800</b>
Little Rock-Pine Bluff	45	90	90	113	180	270	450
Austin, Tex.	30	60	60	72	120	180	300
Waterbury	20	30	40	52	80	120	200
Decatur, Ill.	30	60	60	90	120	180	300
San Luis Obispo	15	30	38	50	80	120	200
Cape Girardeau	20	30	50	63	100	150	250
Augusta	25	50	50	63	100	150	250
Macon	20	40	40	50	80	120	200
Wichita Falls	30	50	50	63	100	150	250
Ft. Wayne	35	70	70	88	140	210	350
<b>Total:</b>	<b>\$270</b>	<b>\$510</b>	<b>\$548</b>	<b>\$704</b>	<b>\$1100</b>	<b>\$1650</b>	<b>\$2750</b>
York	20	38	38	55	90	125	200
Rochester, Minn.	20	40	40	50	80	120	200
Mason City	20	30	40	50	80	120	200
Raleigh	30	50	50	63	100	150	250
Sacramento	40	80	90	100	160	240	400
Temple-Waco	25	50	50	63	100	150	250
Pensacola	23	45	45	56	90	135	225
Muncie	23	45	45	68	90	135	225
Plattsburg	25	50	50	63	100	150	250
Columbus, Ga.	25	40	40	60	80	120	200
<b>Total:</b>	<b>\$251</b>	<b>\$468</b>	<b>\$488</b>	<b>\$628</b>	<b>\$970</b>	<b>\$1445</b>	<b>\$2400</b>
Pittsburg, Kan.	20	40	40	50	80	120	200
Monroe	30	60	60	90	120	180	300
Austin, Minn.	18	30	30	40	60	90	150
Bangor	25	50	50	63	100	150	250
Springfield, Mo.	20	40	50	60	80	120	200
Evansville-Henderson	25	50	50	65	100	150	250
Worcester	25	50	50	63	100	150	250
Duluth-Superior	25	50	50	63	100	150	250
Ada	15	30	30	50	90	135	225
Lubbock	25	50	50	70	120	180	300
<b>Total:</b>	<b>\$228</b>	<b>\$450</b>	<b>\$460</b>	<b>\$614</b>	<b>\$950</b>	<b>\$1425</b>	<b>\$2375</b>
El Paso-Juarez	38	75	75	94	150	225	375
Lawton	15	30	30	45	60	90	150
Amarillo	25	50	50	63	100	150	250
Shreveport	30	60	60	90	120	180	300
West Palm Beach	25	50	50	75	100	150	250
Bellingham	20	40	40	60	80	120	200
Joplin	20	40	40	50	80	120	200
Columbia, Mo.	20	40	40	50	80	120	200
Carthage-Watertown	15	30	30	38	60	90	150
Orlando	25	50	50	60	80	120	200
<b>Total:</b>	<b>\$233</b>	<b>\$465</b>	<b>\$465</b>	<b>\$625</b>	<b>\$910</b>	<b>\$1365</b>	<b>\$2275</b>
Fargo	30	60	60	75	120	180	300
Madison	25	40	40	60	80	120	200
Akron	30	60	60	90	120	180	300
Honolulu	30	60	60	75	120	180	300
Cadillac	25	50	50	63	100	150	250
Eau Claire	20	40	40	48	80	120	200
Bethlehem-Allentown-Easton	15	30	30	50	80	120	200
Lake Charles	20	40	40	60	80	120	200
Springfield, Ill.	20	40	40	54	80	120	200
Great Bend	20	20	40	45	90	135	225
<b>Total:</b>	<b>\$235</b>	<b>\$440</b>	<b>\$460</b>	<b>\$620</b>	<b>\$950</b>	<b>\$1425</b>	<b>\$2375</b>
Bridgeport	20	40	40	53	80	120	200
Wilmington, N. C.	19	34	34	50	80	120	200
La Crosse	20	40	40	50	80	120	200
Lima	15	30	30	38	60	90	150
Albuquerque	25	50	50	75	120	180	300
Tyler	20	40	40	50	80	120	200
Lafayette	20	40	40	60	80	120	200
Wausau	20	40	40	65	100	120	200
Abilene	20	40	40	60	105	155	225
Kearney	15	30	30	50	80	120	200
<b>Total:</b>	<b>\$194</b>	<b>\$384</b>	<b>\$384</b>	<b>\$551</b>	<b>\$865</b>	<b>\$1265</b>	<b>\$2075</b>



# Rates by Market Size

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Colorado Springs- Pueblo	25	40	40	50	70	90	150
Valley City	30	60	60	75	120	180	300
Anderson	25	40	40	60	80	120	200
Zanesville	15	30	30	38	60	90	150
Baton Rouge	25	50	50	63	100	150	250
Bloomington, Ill.	20	40	40	60	80	120	200
Harlingen-Weslaco	20	30	40	50	80	120	200
Savannah	20	40	40	50	80	120	200
Boise-Meridian	15	30	35	55	80	120	200
Alexandria	20	40	40	60	80	120	200
<b>Total:</b>	<b>\$215</b>	<b>\$400</b>	<b>\$415</b>	<b>\$561</b>	<b>\$830</b>	<b>\$1230</b>	<b>\$2050</b>
Meridian, Miss.	20	40	40	50	80	120	200
Albany, Ga.	20	40	40	60	80	120	200
Beaumont	20	40	40	50	80	120	200
Chico	18	34	34	55	90	135	225
Montgomery	20	40	40	60	80	120	200
Tucson	25	50	50	63	100	150	250
Sedalia	25	30	30	35	62	114	200
Midland	20	40	40	50	80	120	200
Danville, Ill.	12	25	25	42	60	90	150
Eugene	18	35	35	44	71	110	175
<b>Total:</b>	<b>\$198</b>	<b>\$374</b>	<b>\$374</b>	<b>\$509</b>	<b>\$783</b>	<b>\$1199</b>	<b>\$2000</b>
Yakima	20	40	40	50	80	120	200
Parkersburg	13	25	25	35	60	90	150
Longview	18	22	35	53	70	105	175
Corpus Christi	15	30	30	45	60	90	150
Ashtabula	15	20	30	40	80	120	200
Kingston	10	20	20	25	40	60	100
Medford	15	25	30	38	60	90	150
Idaho Falls	13	25	30	45	70	105	175
Fort Smith	15	18	20	30	60	90	150
Eureka	15	25	30	38	60	90	150
<b>Total:</b>	<b>\$149</b>	<b>\$250</b>	<b>\$290</b>	<b>\$399</b>	<b>\$640</b>	<b>\$960</b>	<b>\$1600</b>
Harrisburg, Ill.	15	25	30	40	50	80	150
Roswell	10	15	20	38	60	90	150
Ann Arbor	15	30	30	45	60	90	150
Cheyenne	15	30	30	45	60	90	150
Reno	23	30	30	45	90	135	225
Yuma	20	40	40	50	80	120	200
San Angelo	15	22	30	50	80	120	200
Las Vegas	20	40	40	50	80	120	200
Billings	15	30	30	45	60	90	150
Fort Dodge	15	23	23	38	60	90	150
<b>Total:</b>	<b>\$163</b>	<b>\$285</b>	<b>\$303</b>	<b>\$446</b>	<b>\$680</b>	<b>\$1025</b>	<b>\$1725</b>
Butte	5	10	10	15	20	30	50
Bismark	15	23	30	45	60	90	150
Panama City	11	23	23	38	60	90	150
Anchorage	15	23	30	38	60	90	150
Fort Myers	15	21	25	38	60	90	150
Minot	15	30	30	38	60	90	150
Asbury Park	15	21	30	44	66	99	165
Great Falls	15	25	25	38	60	90	150
Missoula	15	30	30	45	60	90	150
Grand Junction	12	24	24	36	48	72	120
<b>Total:</b>	<b>\$133</b>	<b>\$230</b>	<b>\$257</b>	<b>\$375</b>	<b>\$554</b>	<b>\$831</b>	<b>\$1385</b>
Adams-Pittsfield	20	30	40	60	100	150	250
Decatur, Ala.	20	35	35	45	60	90	150
Enid	15	30	30	50	90	135	225
Oak Hill	25	50	50	75	100	150	250
Salisbury	20	30	38	55	90	125	200
San Juan	25	35	65	75	120	180	300
Traverse City	12	18	18	30	48	72	120
<b>Total:</b>	<b>\$137</b>	<b>\$228</b>	<b>\$276</b>	<b>\$390</b>	<b>\$608</b>	<b>\$902</b>	<b>\$1495</b>

Listed below, in alphabetical order, are those markets for which no set-circulation estimate had been compiled by TELEVISION Magazine's Research Department by press time.

WHILE market characteristics and other factors affect time rates, set circulation remains the most important single determinant.

Despite some individual variations from the pattern, the similarity among the rates of stations with similar circulation is sufficient to qualify the average rates for a group of markets of similar size as useful information.

Shown below are the highest one-time hour rates in nine market-size groups, ranked according to TELEVISION Magazine's circulation estimates as of January 1, 1955.

Although nearly all stations have raised their rates since last year, a comparison of this year's group averages with the averages published in the 1954 Data Book reveals a decrease in all but two groups.

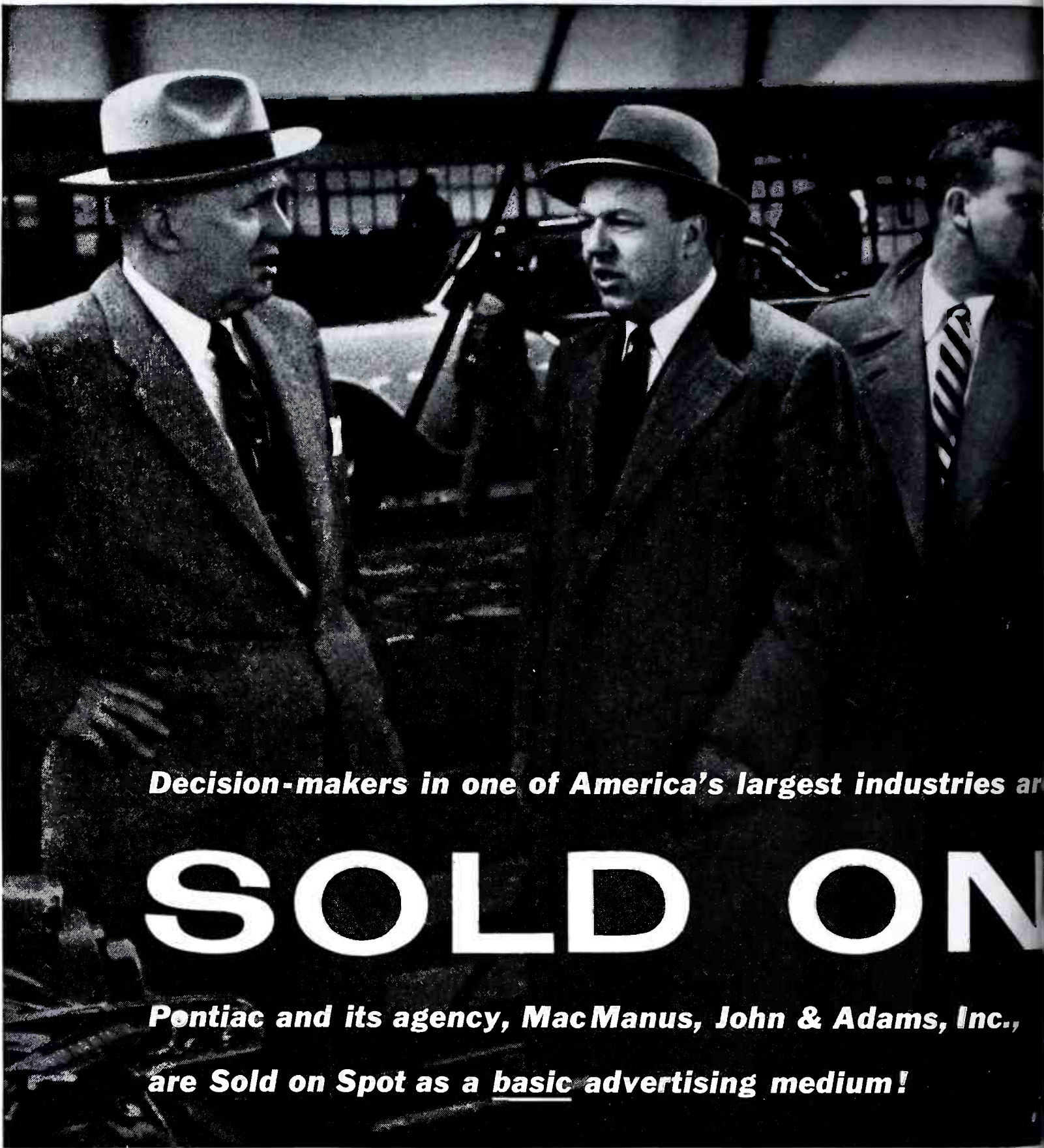
This apparent discrepancy is accounted for partly by the fact that many stations' rates, although higher than last year, have not kept pace with their increased circulation. Thus, many markets have moved into a higher circulation group and have lowered the group's rate average.

For the markets within the 50,000-100,000 TV set range, the average has gone down 19 per cent; for the 100,000-150,000 group, 35.6 per cent; for the 150,000-200,000 group, 30 per cent; for the 200,000-250,000 group, 9.6 per cent; for the 250,000-300,000 group, 22 per cent; for the 300,000-400,000 group, 17.1 per cent; for the 500,000-1,000,000 group, 3.2 per cent. The only increases occur in the 400,000-500,000 and 1,000,000-2,000,000 groups, where the average hour costs have gone up 8.1 and 14.1 per cent, respectively.

Check the Spot Rate Estimator for individual market listings.

Market Size by Set Circulation*	Average 1955 Hour Cost	Range	
		High	Low
50,000-100,000 (61 markets, 1955)	\$ 248	\$ 450	\$ 150
100,000-150,000 (23 markets, 1955)	332	500	200
150,000-200,000 (21 markets, 1955)	436	875	150
200,000-250,000 (15 markets, 1955)	560	900	300
250,000-300,000 (9 markets, 1955)	567	750	250
300,000-400,000 (15 markets, 1955)	701	850	400
400,000-500,000 (9 markets, 1955)	878	1,000	800
500,000-1,000,000 (11 markets, 1955)	1,101	1,500	800
1,000,000-2,000,000 (7 markets, 1955)	2,214	3,300	1,300

\*As of January 1, 1955, there were 172 markets with 50,000 or more sets.



*Decision-makers in one of America's largest industries are*

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*Pontiac and its agency, MacManus, John & Adams, Inc.,  
are Sold on Spot as a basic advertising medium!*

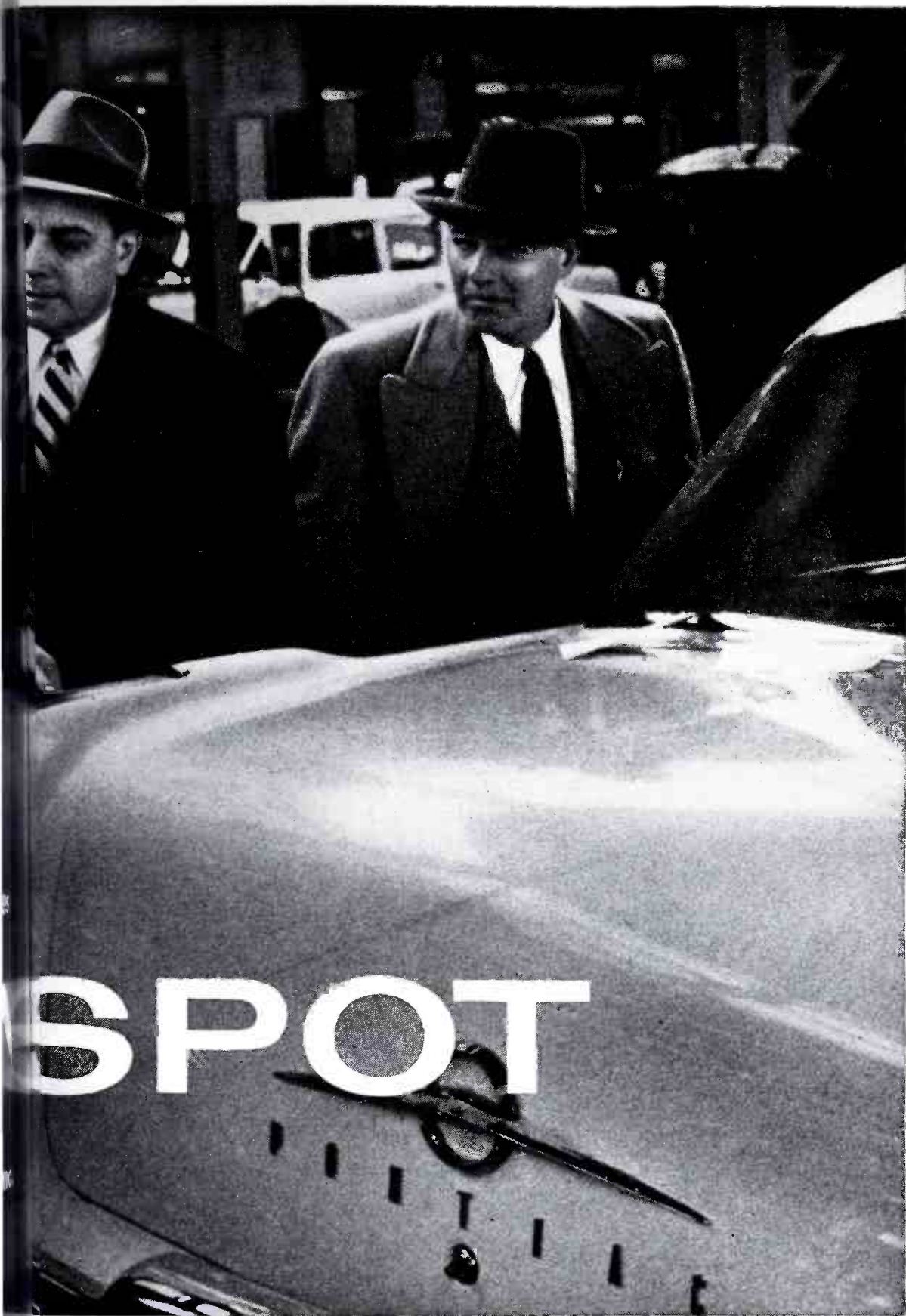
Today, with a good product backed by vigorous advertising, Pontiac is one of America's fastest selling cars . . . and a substantial portion of Pontiac's advertising budget goes into Spot Radio and Spot Television !

If yours is a highly competitive product—like automobiles—Spot should be one of your basic selling tools, too. Here's what a Spot schedule does for Pontiac :

**SPOT** is co-ordinated with other media in the introduction of new models with concentrated short-term saturation campaigns.

**SPOT** is frequently used in specific markets where additional sales impact is needed.

**SPOT** is often used for special promotion throughout the year.



Left to Right:

**B. B. KIMBALL**  
*Advertising Manager,  
 Pontiac Motor Division,  
 General Motors Corp.*

**PAUL FOLEY**  
*Account Executive,  
 MacManus, John & Adams, Inc.*

**CHARLES CAMPBELL**  
*Radio & TV Media Director,  
 Detroit Office,  
 MacManus, John & Adams, Inc.*

**PAUL MENSING**  
*Central Division Sales Manager,  
 Radio, NBC Spot Sales*

**ALLAN KERR**  
*Detroit Sales Manager,  
 Television, NBC Spot Sales*

*Candid photo by Elliott Erwitt.  
 Taken at Pontiac main assembly  
 plant, Pontiac, Mich.*

Stations Represented  
 by NBC Spot Sales:

**RADIO**

WTAM      *Cleveland*  
 WAVE      *Louisville*  
 KGU        *Honolulu, Hawaii*  
 WRCA      *New York*  
 WMAQ      *Chicago*  
 KNBC      *San Francisco*  
 KSD        *St. Louis*  
 WRC        *Washington, D. C.*  
 and the  
 NBC Western Radio Network

**TELEVISION**

WAVE-TV   *Louisville*  
 WRGB      *Schenectady-  
 Albany-Troy*  
 KONA-TV   *Honolulu, Hawaii*  
 WRCA-TV   *New York*  
 WNBQ      *Chicago*  
 KRCA      *Los Angeles*  
 KSD-TV     *St. Louis*  
 WRC-TV    *Washington, D. C.*  
 WNBK      *Cleveland*  
 KPTV      *Portland, Ore.*

Spot, with its complete flexibility, its bed-rock economy and its hard-hitting sales impact, plays an important role in Pontiac's yearly advertising plan. These advantages can help boost your sales, too.

Ask your advertising agency or an NBC Spot Salesman to show you how Spot can fit into your advertising plans...and how the stations represented by NBC Spot Sales can sell for you in eleven major markets, accounting for 45% of the nation's retail sales.

Decision-makers are Sold on Spot because their customers are Sold on Spot . . .

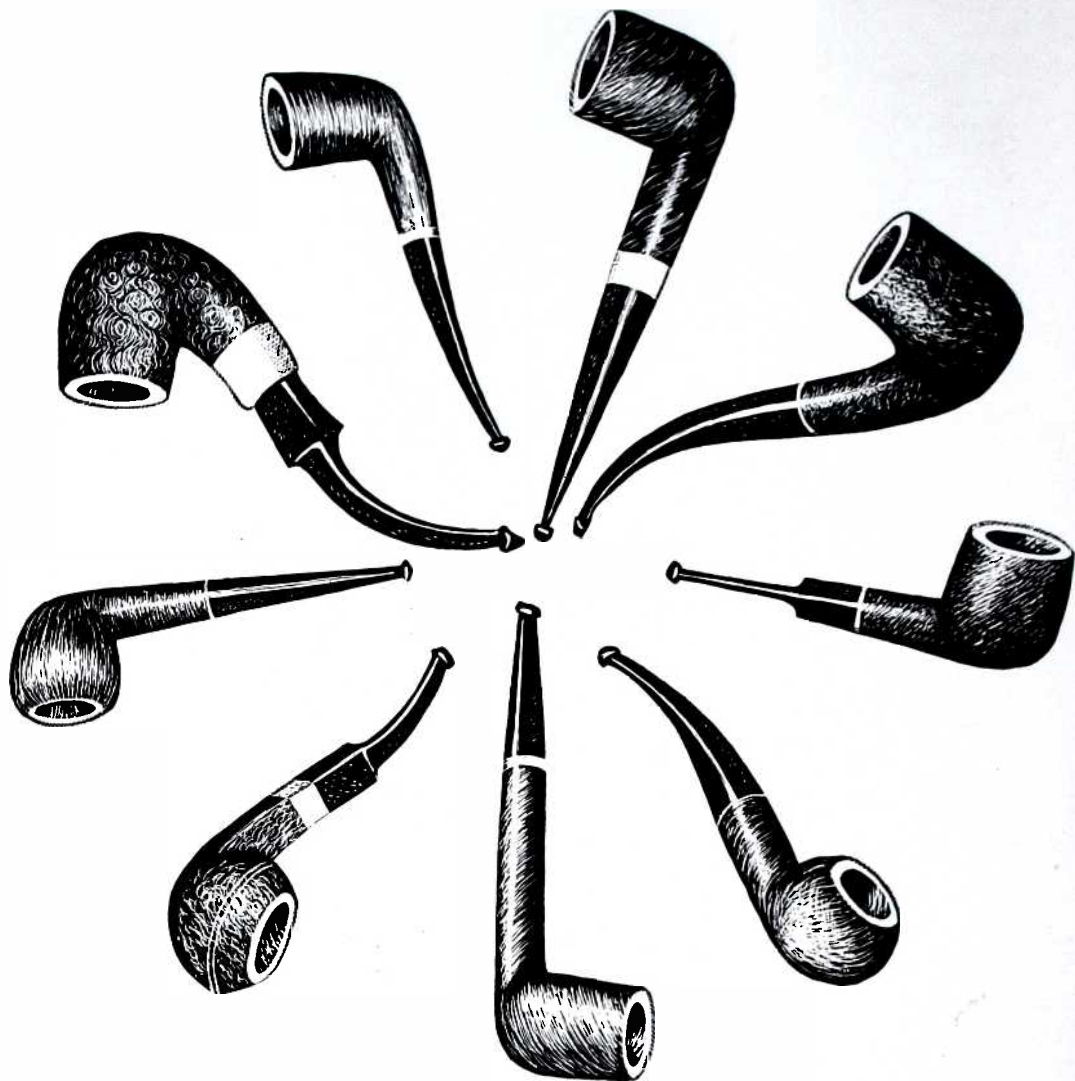
and some spots are better than others!



**SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
 Chicago Detroit Cleveland Washington  
 San Francisco Los Angeles Charlotte\*  
 Atlanta\* Dallas\* \*Bomar Lowrance Associates

*each  
one  
is  
different*



Bulldog or oom paul . . meerschaum or briar . . each has its distinctive characteristics. Television stations — on a far broader scale — have equally diverse personalities.

It's as simple as this: *quality* TV stations concentrate upon tastes and interests of the individual communities they serve.

“Packaged” representation is not for them. Nor does it have any place in the tailored, quality service developed by Harrington, Righter and Parsons for the quality stations listed below.

This makes *us* different, too . . different because we serve *only* television, different because we believe in giving the maximum to a few instead of the minimum to many. It makes sense to us.

Perhaps it also makes sense to you to find out more about our standards of quality representation . .

## Harrington, Righter and Parsons, Inc.

*New York  
Chicago  
San Francisco*

television — the *only* medium we serve

<i>WAAM</i>	<i>Baltimore</i>
<i>WBEN-TV</i>	<i>Buffalo</i>
<i>WFMY-TV</i>	<i>Greensboro</i>
<i>WTPA</i>	<i>Harrisburg</i>
<i>WDAF-TV</i>	<i>Kansas City</i>
<i>WHAS-TV</i>	<i>Louisville</i>
<i>WTMJ-TV</i>	<i>Milwaukee</i>
<i>WMTW</i>	<i>Mt. Washington</i>
<i>WSYR-TV</i>	<i>Syracuse</i>

# SPOT-BILLINGS SURVEY

An analysis of national and regional spot advertiser activity—  
product categories, time used, and share of station billings

**A** 60-MARKET survey made by TELEVISION Magazine shows that spot advertising accounts for nearly 36 per cent of total station billings.

(A 46.3 per-cent share is attributed to spot sales in the FCC's 1953 report on pre-freeze stations.)

That national spot is providing an increasingly substantial share of billings is indicated by an N. C. Rorabaugh report of time expenditures for a group of seven large spot advertisers, showing spot budgets for the third quarter of 1954 double those of the same period in 1953.

Thirty per cent of the stations surveyed report beer and wine companies as their largest single national spot advertiser. Other consistently heavy contributors to the stations' spot income are, in the order of number of mentions, food and food products, soaps and detergents, gasoline and oil, and cigarettes.

## LARGEST SINGLE NATIONAL SPOT ADVERTISER

	% of Stations Naming
Beers and wines	29.6
Food and food products	18.5
Soaps and detergents	18.5
Gasolines and oils	9.3
Cigarettes	5.6
Others	18.5

Heading the list of largest national and regional spot spenders are food and food products. Beer and wine companies also account for a large share of national/regional spot income, as do drugs and remedies, soaps and detergents, cigarettes, gasolines and oils.

National and regional spot advertisers put more than half of their budgets into announcements. Nearly a third of the total spot investment is spent on full program sponsorship, and the remainder goes to participations.

Here is a breakdown:

## Spot Billings Breakdown

Announcements	54%
Full program sponsorship	31%
Participations	15%

Only half of the stations polled report national/regional spot advertisers using programs in addition to their announcements and participation schedules.

Food and food products are the most frequent users of programs, usually putting about a third of their entire spot budget into programming.

## LEADING SPOT ADVERTISERS

(Types of advertisers named by stations as among three highest spot spenders)

	% of Stations Naming
Food and food products	80.4
Beers and wines	41.1
Drugs and remedies	39.3
Soaps and detergents	25.0
Cigarettes	21.4
Gasolines and oils	21.4
Appliances	16.1
Automotive	16.1
Coffees and teas	12.5
Household products	12.5
Others	14.2

Here are some individual station reports on national and regional spot advertisers—which ones are the biggest, and how much money is involved in each case.

**Abilene, Texas:** Food and food products is the category named as largest national/regional spot advertiser on KRBC-TV, bringing in a 40 per-cent share of billings. A dairy is the biggest single national spot client, spending \$6,900 per year for time and \$2,100 for programs. In combined national/regional billings, announcements account for the largest share of the total—77 per cent.

**Decatur, Ill.:** On WTVP, full program sponsorship accounts for the largest share of national/regional

spot billings—65 per cent. Announcements bring in 30 per cent and participations five per cent. Automotive accounts represent the largest share of national/regional spot billings, with appliances and cigarettes running second. An automobile account is the largest single national spot advertiser, buying an annual total of \$11,000 worth of time.

**Erie:** WSEE's biggest single national spot advertiser is a soap-and-detergent company, which spends \$20,800 for time and \$19,100 for programs annually. Soaps and detergents also rank first as a national/regional spot-advertising category with appliances second and beer and wine companies third.

**Kearney:** Appliances, food products, and household products are the three leading advertising groups in terms of national and regional spot billings on KHOL-TV. The largest single national spot advertiser is a household-products company, buying \$9,000 worth of time yearly. Announcements bring in 55 per cent of the total national and regional spot income, full program sponsorship 25 per cent, and participations 20 per cent.

## SPOT BILLINGS BREAKDOWN BY ADVERTISER TYPES

	% of Spot Billings (Average)
Food and food products	22.0
Beers and wines	13.2
Appliances	10.5
Automotive	9.6
Drugs and remedies	9.1
Gasolines and oils	8.5
Cigarettes	7.9
Household products	7.2
Coffees and teas	6.5
Soft drinks	5.2

**Milwaukee:** WTVW reports food and food products, gasolines and oils, and drugs and remedies as first, second, the third largest users of national and regional spot. A



**SPOTS  
BEFORE**

**HER  
EYES ...**

## Good Channel 10 SPOTS, that is !!



**"T.V. SHOPPER"**

Featuring Smart  
DOROTHY COTTON  
8:55 A.M.—Mon - Wed - Fri



**"WOMEN'S WORLD"**

With Lovely  
"PAT" SUMBERG  
1 P.M.—Tue and Thurs



**"FUN WITH FLICKER"**

Big Mail Response  
"BOB" MILLS  
5 P.M.—Tue and Thurs



**HERBERT MARSHALL  
THEATRE**

Women Love It!  
1 P.M.—Mon - Wed - Fri



**UNCLE ED MEATH**

He's Everybody's  
Uncle in Rochester  
5:15 P.M.—Mon - Wed - Fri



**"EARLY SHOW"**

Best in Full Length  
Feature Pictures  
5:15 P.M.—Tue & Thurs

You want the feminine *EYE*, the feminine *EAR* in Rochester?—then put your *FINGER* on Channel Ten's throbbing *PULSE!*

Especially our daytime participating shows — mostly good, healthy 10, 11, and 12.5 ratings and at our low cost "C" and "B" rates!

Some of these "before 7" programs are mentioned at the left. There are others, too. We really coddle these programs—give them strong on-the-air, bus card and newspaper promotion.

Why? 'Cause they're our babies,—'cause we love 'em —and so do smart time buyers!... *Investigate!*

**CHANNEL 10** VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY  
WHEC-TV • WVET-TV

**ROCHESTER, N.Y.**

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

gasoline company, the largest single national spot advertiser, buys \$46,800 worth of time and spends the same amount on programs yearly.

**Reading:** On WHUM-TV, food and food products heads the list as the largest advertiser category, contributing 32 per cent of the total spot billings. Soaps and detergents account for 22 per cent and coffee and tea 18 per cent. National/regional spot advertisers spend five per cent of their budgets on full program sponsorship, 75 per cent on announcements, and 20 per cent on participations.

**Rochester, N. Y.:** WVET-TV's largest national/regional spot advertiser group is food and food products. Soaps and detergents are second, drugs and remedies third. The biggest single national spot advertiser is a food-product company, which invests \$35,000 a year in time. Announcements account for 70 per cent of the national/regional billings, full program sponsorship 25 per cent, and participations five per cent.

**San Diego:** The largest single national spot advertiser on KFMB-TV is a soap-and-detergent company, which spends \$17,000 yearly for time and \$13,000 for programs. The food-and-food-products category ranks as number-one contributor to national/regional spot billings, bringing in 15 per cent of the total. Soaps and detergents are second, cigarettes third.

**Texarkana:** KCMC-TV attributes 17 per cent of its national/regional spot billings to food and food products. Gasoline-and-oil companies rank second, cigarettes next. The largest single national spot advertiser is a tobacco company, whose 1954 time expenditure came to \$11,000. Announcements and participations bring in 60 per cent of the total national/regional spot billings and full program sponsorship 40 per cent.

**Zanesville:** On WHIZ-TV, gasoline-and-oil companies share the number-one place with beers and wines in national/regional spot billings, each contributing 20 per cent to the total. Food and food products and a utility company are second and third. Full program sponsorship, with 65 per cent, accounts for the largest portion of the national/regional bill. Announcements account for 30 per cent of billings, participations for five per cent.

# LOCAL-BILLINGS SURVEY

The top local TV advertisers—who they are and how they invest their TV dollars—with a detailed report on 10 markets

**A**MONG all categories of local advertisers, appliance and set dealers account for the largest share of station revenue, according to a TELEVISION Magazine survey of some 70 TV stations around the country.

Others ranking high as sources of local billings are automobile dealers, dairies, department and clothing stores, breweries, bakeries, food products, and food stores.

## LEADING LOCAL ADVERTISERS

(Types of advertisers named by stations as among three highest local spenders)

	% of Stations Naming
Appliance & set dealers	41.8
Auto dealers	32.7
Dairies	29.1
Dept. & clothing stores	27.3
Breweries	25.5
Bakeries	23.6
Food products	23.6
Food stores	21.8
Banks	20.0
Furniture dealers	18.2
Soft drink bottlers	16.4
Jewelers	7.3
Utilities	5.5
Others	7.2

Breweries head the list of advertisers with the largest *individual* budgets for television. Among other leading categories of large single local advertisers are appliance and set dealers, automobile dealers, soft-drink bottlers, department and clothing stores, and food stores.

The majority of top local advertisers invest approximately three times as much in time costs as in program costs. However, the stations surveyed report that department and clothing stores allot a larger share of budget to their program costs than to time. Food products and banks spend a higher-than-average proportion of their TV money on production, but time costs still take the major share of it.

A breakdown of local billings shows that announcements bring in the largest share, with full program sponsorship and participations ranking second and third, respectively. Here is the percentage breakdown:

## Local Billings Breakdown

Announcements	43%
Full program sponsorship	38
Participations	19

Market size appears to have a relatively minor effect on this over-all pattern, but there is a noticeable difference in emphasis between those markets below the 250,000-set level and those above it. In the smaller category, full program sponsorship and announcements generally are about equal sources of revenue. In the larger-market group, however, there is a wider split between the two, with announcements bringing in the greater share. Here are the figures:

## Local Billings Breakdown by TV Market Size

	Under 250,000 Sets	Over 250,000 Sets
Anncts.	48%	42%
Programs	32%	40%
Parts.	20%	18%

Regardless of market size and location, the same types of advertisers consistently are prominent on the local scene. The following are some examples of top local advertisers and the amounts they spend in various markets:

**Baton Rouge:** A bakery, the top local advertiser on WAFB-TV, spent \$40,000 for time and \$10,000 for program costs last year. Food stores, department and clothing stores, and appliance and set dealers also contribute a big share of local revenue. The station reports

## LARGEST SINGLE LOCAL ADVERTISER

	% of Stations Naming
Brewery	12.7
Appliance & set dealer	10.9
Auto dealer	10.9
Soft drink bottler	10.9
Dept. or clothing store	9.0
Food store	9.0
Dairy	7.3
Food product	7.3
Bakery	5.5
Bank	5.5
Utility	3.6
Other	7.4

that nearly half of its total revenue comes from local billings.

**Columbia, Mo.:** KOMU-TV names an insurance company as its largest local advertiser. The company pays \$20,000 a year for time and \$4,000 for program costs. Other leading clients are breweries, appliance and set dealers, and furniture dealers. Regional and local accounts bring in 60 per cent of the station's billings, while 25 per cent comes from network and 15 per cent from national spot.

**Corpus Christi:** Spending \$12,000 a year for time and \$6,000 on programs, a housing developer is KVDO-TV's biggest local advertiser. Food stores and auto dealers are also mentioned as leading clients of this station, whose local billings account for 75 per cent of the total take. National spot accounts for 24 per cent of the total, network for 1 per cent.

## LOCAL BILLINGS BREAKDOWN BY ADVERTISER TYPES

	% of Local Billings (Average)
Breweries	17.5
Dept. & clothing stores	16.3
Food stores	15.9
Food products	15.2
Appliance & set dealers	14.5
Banks	14.0
Soft drink bottlers	14.0
Bakeries	12.7
Auto dealers	12.5
Dairies	12.4

(continued on page 184)

# Receiver Circulation Report for March

Independent estimates, prepared by our own research department, of the number of TV homes in all U. S. television markets

THESE set counts, the result of continuing study by the research department of TELEVISION Magazine, are published as an aid to spot buying. The figure for each market is our estimate of the total number of TV homes that can be reached by the most powerful station in that market. Figures for other stations in the market will vary, depending on channel, antenna location and height, power, etc.

The figure immediately following the market name in each case is the percentage of homes in the area having TV sets (i.e., penetration) as of the first of the issue month.

Under each market designation are listed all of the stations in the market, together with their network affiliations.

Stations which signed on after February 1 are not listed here, but openings that occurred in February and openings scheduled for March are given on page 112.

In defining market coverage, we have used all available data—the research services, engineering contours, RETMA shipments, and rating reports in overlapping areas as evidence of cross-viewing. The result is a Total Coverage Area for each TV market

that takes into account evidence of viewing as well as signal contour.

If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it. (For the names of the counties included in each market area, see the market section of this issue, beginning on page 127.)

There is a continuous re-examination of market definition in view of power and antenna height increases and the introduction of new stations.

Our projection estimates are based on the following points: (1) start of station operation; (2) U. S. Census, April, 1950; (3) Nielsen, May 23, 1952; (4) CBS-Nielsen Study, November, 1953.

For post-thaw markets that have been on the air a sufficient length of time, projection curves have also been applied. However, for new markets that have been on for only a short period, Nielsen data are only a guide. RETMA shipments are the base.

The most difficult task is to report accurately on the rate of conversion of VHF sets to UHF. The research services have made a number of surveys, and, while these are not fully projectable, they do give an indication of conversion rates.

Unlike other published set counts, these figures are neither station nor network estimates.

## CIRCULATION AS OF MARCH 1

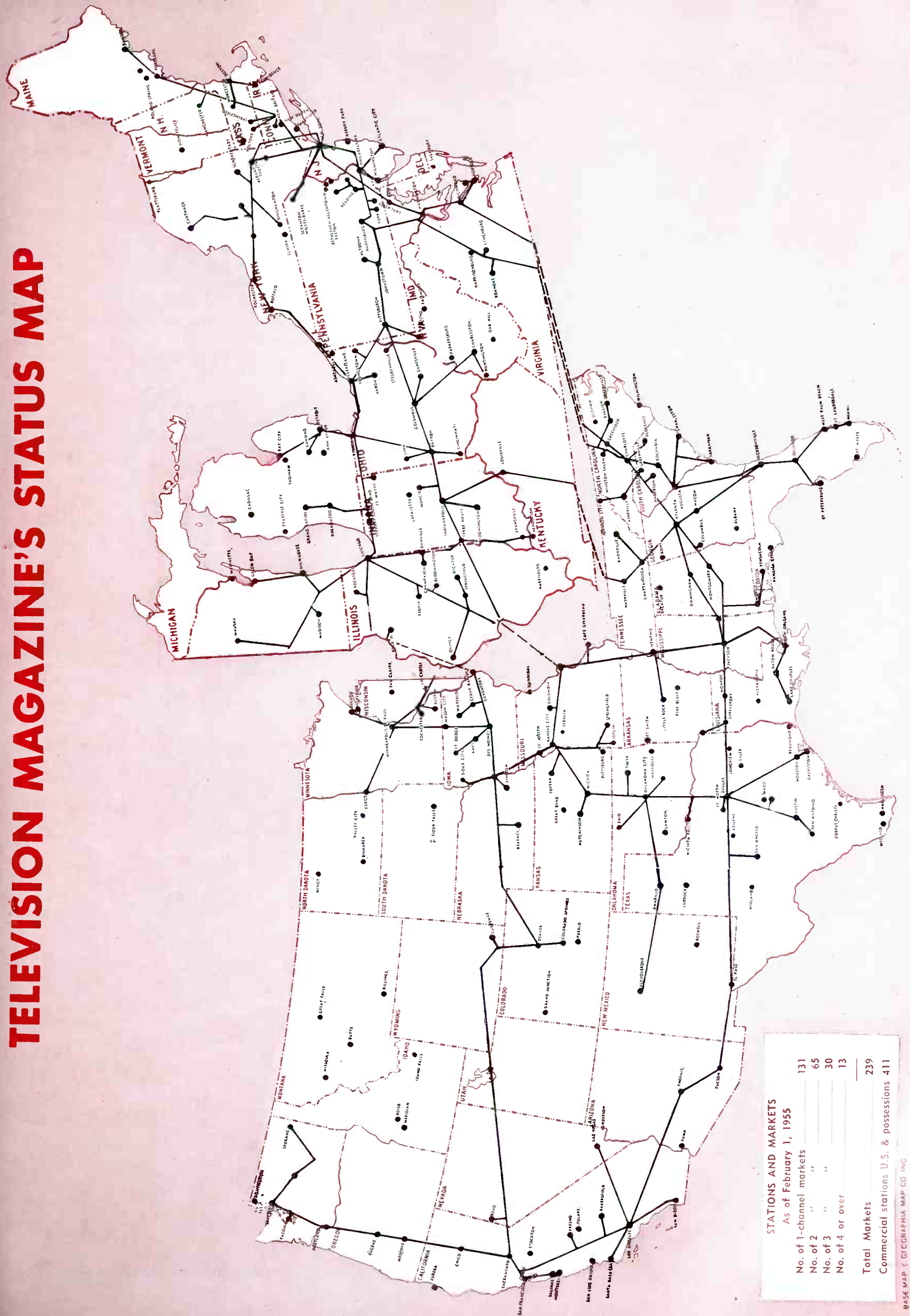
Total U. S.: 34,338,500

ABILENE, Texas—58.6	45,010	ANN ARBOR, Mich.—18.8	†19,700	BELLINGHAM, Wash.—71.0	64,040
KRBC-TV (A,D,N)		WPAG-TV† (D)		KVOS-TV (C,D)	
ADA, Okla.—48.4	69,740	ASBURY PARK, N. J.—8.1	†9,830	BETHLEHEM-ALLENTOWN- EASTON, Pa.—23.1	†58,260
KTEN (A)		WRTV†		WLEV-TV† (N); WFMZ-TV†;	
ADAMS-PITTSFIELD, Mass.	††	ASHEVILLE, N. C.	314,130	WGLV† (A,D)	
WMGT†		WISE-TV† (A,C,D);	†35,240	BILLINGS, Mont.—48.0	15,700
AKRON, Ohio—23.2	†63,480	WLOS-TV (A,D)		KOOK-TV (A,C,D)	
WAKR-TV† (A)		ASHTABULA, Ohio—26.3	†24,120	BINGHAMTON, N. Y.—68.9	321,490
ALBANY, Ga.—29.8	38,200	WICA-TV†		WNBF-TV (A,C,D,N)	
WALB-TV (A,D,N)		ATLANTA, Ga.	498,820	BIRMINGHAM, Ala.—54.5	321,380
ALBANY-SCHENECTADY-TROY, N. Y.	420,150	WAGA-TV (C,D); WLW-A (A);	††	WABT (A,D,N); WBRC-TV (C)	
WROW-TV† (A,C,D);	†116,670	WQXI-TV†; WSB-TV (N)		BISMARCK, N. D.—42.2	13,010
WRGB (A,C,D,N)		AUGUSTA, Ga.—47.1	94,010	KFYR-TV (C,D,N)	
ALBUQUERQUE, N. M.—46.0	51,110	WJBF (A,D,N); WRDW-TV (C)		BLOOMINGTON, Ill.—47.9	†40,430
KGGM-TV (C); KOAT-TV (A,D);		AUSTIN, Minn.—58.8	78,500	WBLN-TV† (A)	
KOB-TV (D,N)		KMMT (A,C,D)		BLOOMINGTON, Ind.—77.2	481,720
ALEXANDRIA, La.—36.9	40,290	AUSTIN, Texas—58.3	97,070	WTTV (D,N)	
KALB-TV (A,C,D,N)		KTBC-TV (A,C,D,N)		BOISE-MERIDIAN, Ida.—46.8	40,250
ALTOONA, Pa.—69.0	333,960	BAKERSFIELD, Cal.	110,930	KIDO-TV (A,N); KBOI (C,D)	
WFBG-TV (A,N)		KBK-TV† (D);	†59,830	BOSTON, Mass.	1,258,020
AMARILLO, Texas—66.6	66,330	KERO-TV (A,C,N)		WBZ-TV (D,N);	†129,330
KFDA-TV (A,C); KGNC-TV (D,N)		BALTIMORE, Md.—87.3	697,000	WNAC-TV (A,C); WTAO-TV† (A,D)	
AMES, Iowa—75.3	201,800	WAAM (A,D); WBAL-TV (N);		BRIDGEPORT, Conn.—13.0	†55,590
WOI-TV (A,C,D,N)		WMAR-TV (C)		WICC-TV† (A,D)	
ANCHORAGE, Alaska	11,800	BANGOR, Maine—75.0	78,600	BUFFALO, N. Y.	440,360
KFIA (A,C); KTVA (D,N)		WABI-TV (A,C,D,N); W-TWO (C)		WBEN-TV (A,C,D); WBUF-TV†;	†172,400
ANDERSON, S. C.—42.4	†71,540	BATON ROUGE, La.—36.5	†63,350	WGR-TV (A,D,N)	
WAIM-TV† (C)		WAFB-TV† (A,C,D,N)		BUTTE, Mont.—55.6	13,010
		BAY CITY-SAGINAW, Mich.	203,670	KXLF-TV (A,N)	
		WNEM-TV (D,N);	†124,720	CADILLAC, Mich.—53.7	61,590
		WKNX-TV† (A,C,D)		WWTV (A,C,D)	
		BEAUMONT, Texas—29.0	†41,820		
		KBMT† (A,D,N)			

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# TELEVISION MAGAZINE'S STATUS MAP



**STATIONS AND MARKETS**  
As of February 1, 1955

No. of 1-channel markets	131
No. of 2 " "	65
No. of 3 " "	30
No. of 4 or over	13
<b>Total Markets</b>	<b>239</b>
Commercial stations U.S. & possessions	411

BASE MAP © GEOGRAPHIA MAP CO. INC.



## WHAT MAKES THE DIFFERENCE?

**WBNS-TV**, the station that's different because it's best year in — year out, shows proof of its difference through:

- *respect for audience.*  
\* 8 of the top 10 shows in Central Ohio are carried on **WBNS-TV**.
- *full service to advertisers.*  
The finest of film, slide, art, continuity, property and engineering facilities are available.
- *top rated programs that are rated sales vehicles.*  
Available testimonials attest to **WBNS-TV's** terrific sales impact to the 430,700 set coverage.
- *award winning merchandise and promotion plan.*  
**WBNS-TV's** nationally recognized 'follow-through' is tailor made for each client.

\*ARB-January 1955  
Columbus area.

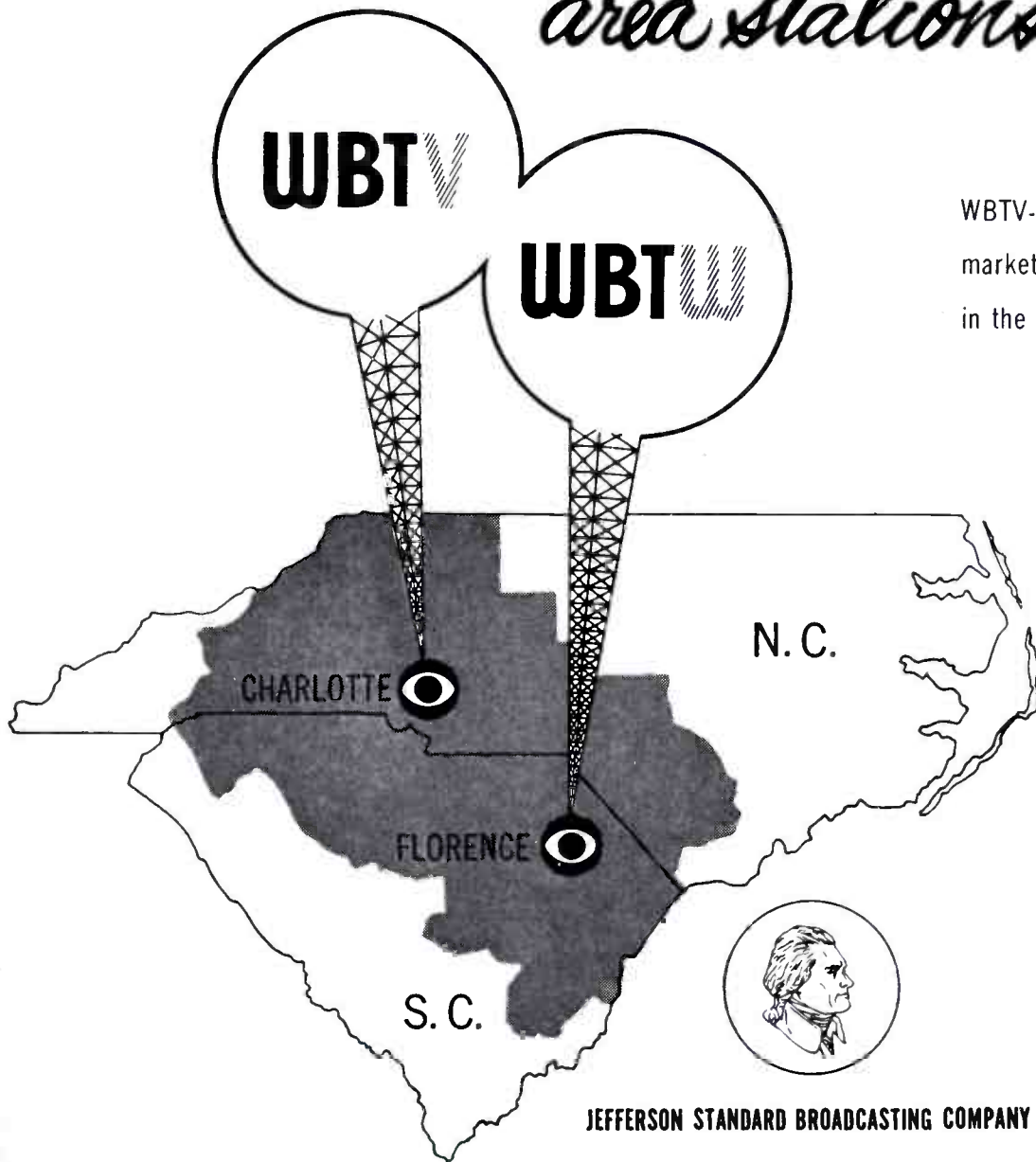
# WBNS

TV  
CHANNEL  
10  
COLUMBUS  
OHIO

**CBS-TV NETWORK** — Affiliated with *Columbus Dispatch* and **WBNS-AM** • General Sales Office: 33 North High St. • REPRESENTED BY **BLAIR TV**.

CAPE GIRARDEAU, Mo.—42.4	112,280
KFVS-TV (C,D,N)	
CARTHAGE-WATERTOWN, N. Y.—66.7	63,340
WCNY-TV (A,C,D)	
CEDAR RAPIDS, Iowa—73.0	187,460
KCRG-TV (A); WMT-TV (C,D)	
CHAMPAIGN, Ill.—64.9	286,400
WCIA (C,D,N)	
CHARLESTON, S. C.—57.4	99,710
WCSC-TV (A,C); WUSN-TV (D,N)	
CHARLESTON, W. Va.—63.4	302,580
WCHS-TV (C,D)	
CHARLOTTE, N. C.	459,630
WBTV (A,C,D,N);	†39,710
WQMC (A,D,N)	
CHATTANOOGA, Tenn.—53.3	126,270
WDEF-TV (A,C,D,N)	
CHEYENNE, Wyo.—53.7	18,610
KFBC-TV (A,C,D,N)	
CHICAGO, Ill.—85.7	2,016,260
WBBM-TV (C); WBKB (A);	
WGN-TV (D); WNBQ (N)	
CHICO, Cal.—53.0	62,960
KHSL-TV (C,D,N)	
CINCINNATI, Ohio—86.9	465,960
WCPO-TV (A,D); WKRC-TV (C);	
WLW-T (N)	
CLEVELAND, Ohio—90.6	1,090,820
WEWS (A,D); WNBK (N);	
WXEL (C)	
COLORADO SPRINGS-PUEBLO, Colo.—46.9	45,540
KKTV (A,C,D); KRDO-TV (N);	
KCSJ-TV (N)	
COLUMBIA, Mo.—49.1	65,700
KOMU-TV (A,C,D,N)	
COLUMBIA, S. C.	103,800
WCOS-TV† (A,D);	†76,960
WIS-TV (A,D,N); WNOK-TV† (C,D)	
COLUMBUS, Ga.	79,380
WDAK-TV† (A,D,N);	†46,200
WRBL-TV (C)	
COLUMBUS, Ohio—83.9	450,290
WBNS-TV (C); WLW-C (A,N);	
WTVN (A,D)	
CORPUS CHRISTI, Texas—35.3	†28,100
KVDO-TV† (N)	
DALLAS-FT. WORTH, Texas—67.8	441,410
KRLD-TV (C); WFAA-TV (A,D,N);	
WBAP-TV (A,N)	
DANVILLE, Ill.—38.1	†31,580
WDAN-TV† (A)	
DAVENPORT, Ia.-ROCK ISLAND, Ill.—74.9	297,580
WOC-TV (N); WHBF-TV (A,C,D)	
DAYTON, Ohio—85.6	396,840
WHIO-TV (C,D); WLW-D (A,N)	
DECATUR, Ala.	††
WMSL-TV† (C,N)	
DECATUR, Ill.—56.1	†131,820
WTVP† (A,C,D)	
DENVER, Colo.—74.4	252,140
KBTU (A); KFEL-TV (D);	
KLZ-TV (C); KOA-TV (N)	
DES MOINES, Iowa	197,990
KGTV† (A,D); WHO-TV (N)	†46,520
DETROIT, Mich.-WINDSOR, Can.—89.0	1,386,710
CKLW-TV (D); WJBK-TV (C,D);	
WWJ-TV (N); WXYZ-TV (A)	
DULUTH, Minn.-SUPERIOR, Wis.—52.4	73,520
KDAL-TV (A,N); WDSM-TV (C,D)	
DURHAM, N. C.—52.6	232,020
WTVD (A,N)	
EASTON-BETHLEHEM- ALLENTOWN, Pa.—23.1	†58,260
WGLV† (A,D); WFMZ-TV†;	
WLEV-TV† (N)	
EAU CLAIRE, Wis.—47.9	63,370
WEAU-TV (A,D,N)	
ELKHART-SOUTH BEND, Ind.—53.8	†141,170
WSJV-TV† (A,C,D,N);	
WSBT-TV† (C,D)	
EL PASO, Texas-JUAREZ, Mexico—79.1	66,990
KROD-TV (A,C,D); KTSM-TV (N);	
XEJ-TV	
ENID, Okla.—61.0	70,090
KGEO-TV (A)	
ERIE, Pa.	178,910
WICU (A,D,N);	†58,090
WSEE-TV† (C)	
EUGENE, Ore.—31.7	33,600
KVAL-TV (N)	
EUREKA, Cal.—62.1	22,170
KIEM-TV (A,C,D,N)	
EVANSVILLE, Ind.-HENDERSON, Ky.—42.6	†76,150
WFIE-TV† (A,D,N); WEHT† (C)	
FARGO, N. D.—38.8	68,910
WDAY-TV (A,C,D,N)	
FLORENCE, S. C.—47.0	119,470
WBTW (A,C,D,N)	

*dominance* **DOUBLED**  
*in the Carolinas with 2* **DOUBLED**  
*2* **DOUBLED**  
*area stations*



WBTW-WBTU combination creates market comparable to nation's 8th largest in the industry-mushrooming Carolinas

Advertisers have a rich stake in what's happening in the Carolinas.

The Carolinas are on the march economically, and two top-power stations—WBTW and WBTU—now service this upsurging selling market.

WBTW and newcomer WBTU can, as a combination, deliver 50% of the people in North and South Carolina.

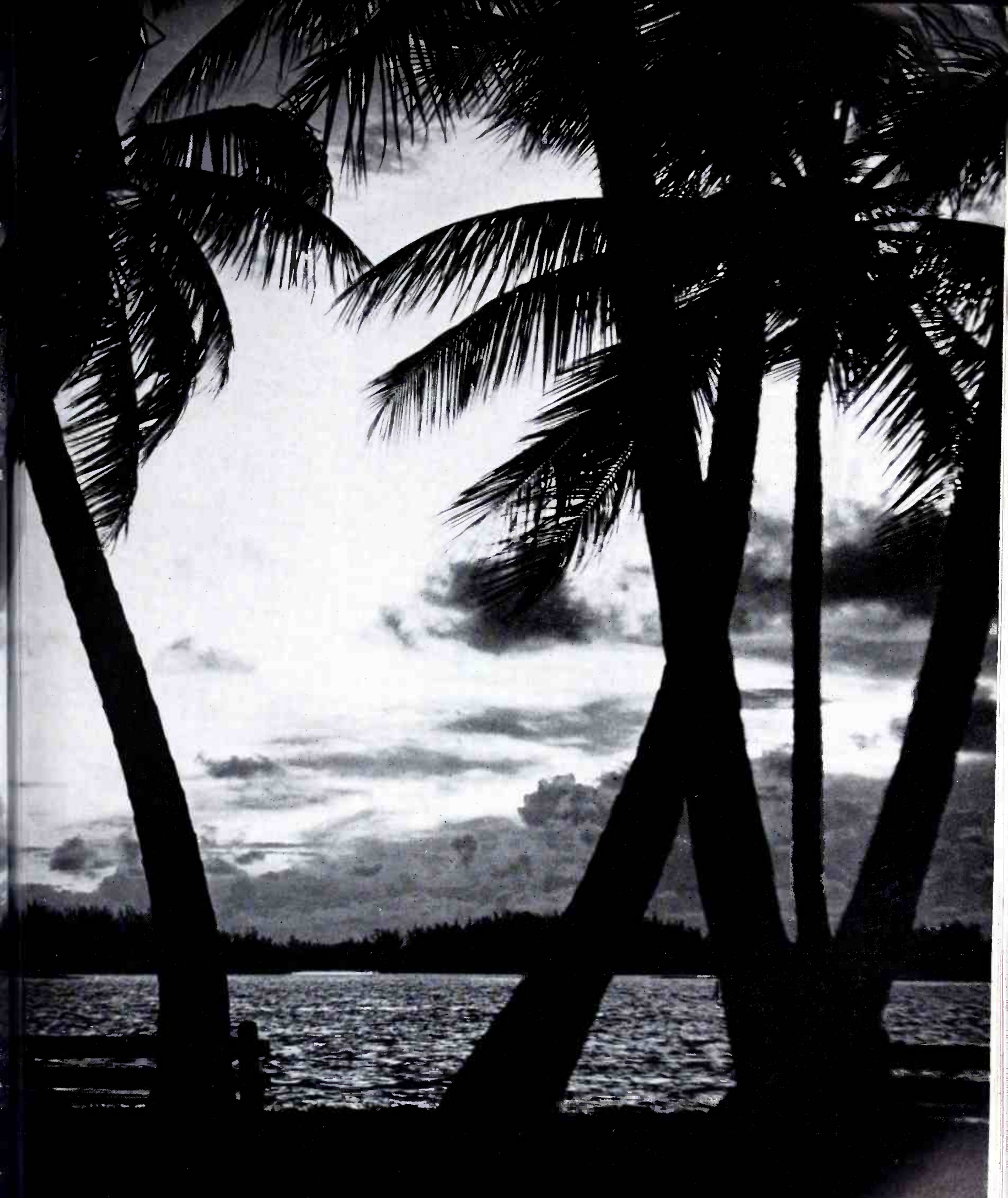
Together, WBTW and WBTU create a market of 3,375,000 people, over \$3½ billion in buying power and \$2½ billion in retail sales—a TV market comparable to the *eighth largest in the nation.*

For complete details on how WBTW and WBTU truly measure up to "Dominance doubled in the Carolinas," call CBS Television Spot Sales.



*Local as a Palm Tree...*

**You won't find palm trees in Detroit  
— or steel mills in Miami. Every market has local characteristics  
that distinguish it from all others. Storer stations  
are completely integrated into the communities  
they serve. They are part of the  
local way of living, the local way of buying.  
A Storer station is a local station.**



# STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

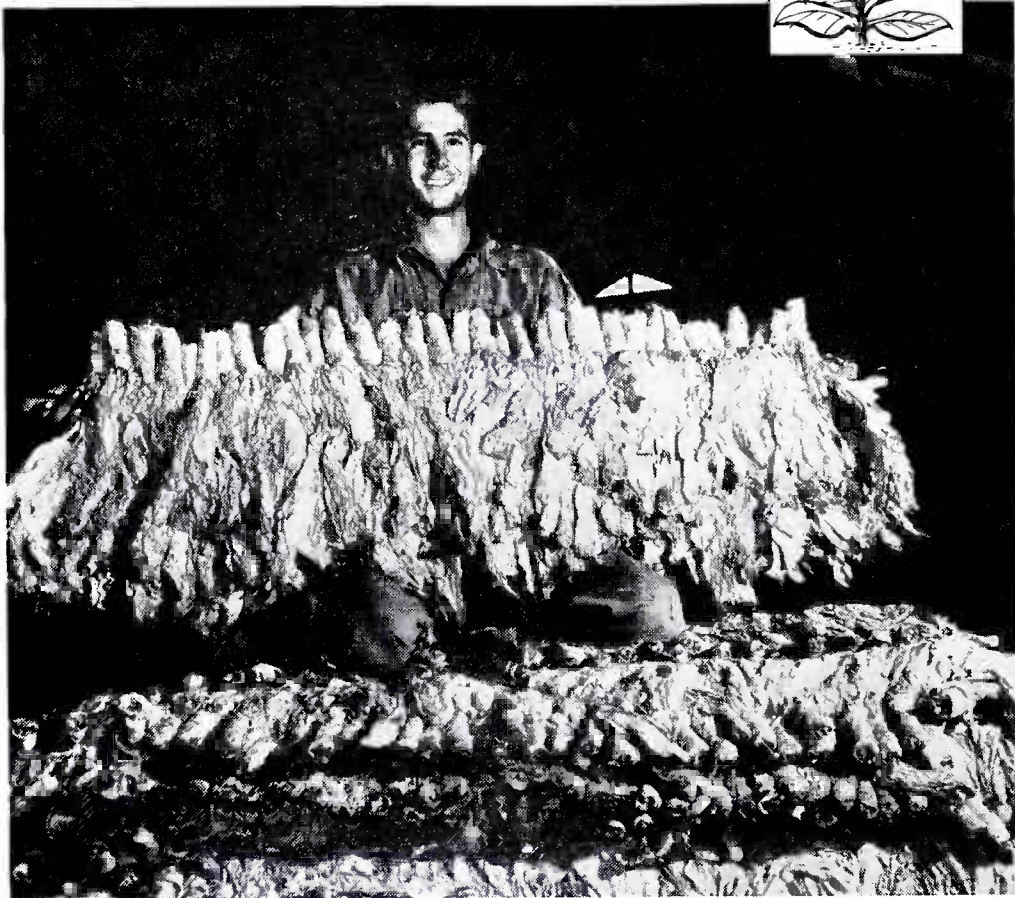
**TOM HARKER**, V. P., National Sales Director

**BOB WOOD**, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



# The Money Machine



... between August and December, '54, it made  
**\$285,600,000.00**  
 for your Eastern Carolina customers!

That customer holding the "stick" of tobacco has ample reason to smile! Eastern Carolina tobacco brought a whopping \$285.6 million last season . . . which is why you see so many TV antennas, Cadillacs and other such symbols of affluence all over WNCTland!

WNCT is the only TV station completely covering this well-heeled market of about a million folks. WNCT has the facilities, the expert personnel, as well as the market to do a commendable selling job for you . . . as it is doing every day for hundreds of other advertisers.

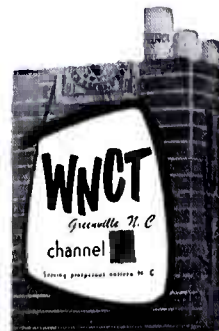
"Perfect Blend for Tobaccoland": Primary CBS plus NBC, ABC and DuMont.

**WNCT** *Greenville \* N.C.*  
 channel 9

100,000 WATTS FULL TIME  
 A. HARTWELL CAMPBELL, GEN. MGR.

John E. Pearson Co., Nat'l. Rep.

James S. Ayers, Atlanta, S.E. Rep.



FT. DODGE, Iowa—28.2	†14,550
KQTV† (D,N)	
FT. MYERS, Fla.—35.5	11,610
WINK-TV (A)	
FT. SMITH, Ark.—39.5	†22,200
KFSA-TV† (A,D,N)	
FT. WAYNE, Ind.	†92,320
WIN-T† (A,C); WKJG-TV† (D,N)	
FT. WORTH-DALLAS, Texas—67.8	441,410
WBAP-TV (A,N); KRLD-TV (C); WFAA-TV (A,D,N)	
FRESNO-TULARE, Cal.—61.7	†129,940
KJEO-TV† (A); KMJ-TV† (C,N); KVVG† (D)	
GALVESTON-HOUSTON, Texas—71.7	390,620
KGUL-TV (C); KPRC-TV (N); KTRK-TV (A,D)	
GRAND JUNCTION, Colo.—23.2	5,410
KFXJ-TV (A,C,D,N)	
GRAND RAPIDS, MICH.—78.8	388,640
WOOD-TV (A,C,D,N)	
GREAT BEND, Kans.—49.7	57,950
KCKT-TV (N)	
GREAT FALLS, Mont.—36.2	8,980
KFBB-TV (A,C,D,N)	
GREEN BAY, Wis.—65.2	170,300
WBAY-TV (A,C,D)	
GREENSBORO, N. C.—64.0	276,420
WFMY-TV (A,C,D)	
GREENVILLE, N. C.—47.0	105,230
WNCT (A,C,D,N)	
GREENVILLE, S. C.	257,280
WFBC-TV (N); WGVL† (A,D)	†81,210
HANNIBAL, Mo.—QUINCY, Ill.—67.5	117,990
KHQA-TV (C,D); WGEM-TV (A,N)	
HARLINGEN-WESLACO, Texas—42.4	40,150
KGBT-TV (A,C,D); KRGV-TV (N)	
HARRISBURG, Ill.—33.1	†22,310
WSIL-TV† (A)	
HARRISBURG, Pa.—61.1	†160,940
WCMB-TV† (A,D); WHP-TV† (C); WTPA† (A,N)	
HARRISONBURG, Va.—52.7	99,340
WSVA-TV (A,C,D,N)	
HARTFORD-NEW BRITAIN, Conn.—44.5	†224,240
WGTH-TV† (A,D); WKNB-TV† (C)	
HENDERSON, Ky.—EVANSVILLE, Ind.—42.6	†76,150
WEHT† (C); WFIE-TV† (A,D,N)	
HENDERSON-LAS VEGAS, Nev.—66.3	15,580
KLRJ-TV (N); KLAS-TV (A,C,D)	
HOLYOKE-SPRINGFIELD, Mass.—69.9	†148,400
WHYN-TV† (C,D); WWLP† (A,N)	
HONOLULU, T. H.—52.2	58,300
KGMB-TV (C); KONA (D,N); KULA-TV (A,D)	
HOUSTON-GALVESTON, Texas—71.7	390,620
KPRC-TV (N); KTRK-TV (A,D); KGUL-TV (C)	
HUNTINGTON, W. Va.—61.4	356,490
WSAZ-TV (A,C,D,N)	
HUTCHINSON, Kansas—57.1	175,740
KTVH (C,D)	
(Includes Wichita)	
IDAHO FALLS, Ida.—58.9	23,270
KID-TV (A,C,D,N)	
INDIANAPOLIS, Ind.—77.7	540,710
WFBS-TV (C,D); WISH-TV (A,C,D)	
JACKSON, Miss.	114,840
WJTV† (A,C,D); WLBT (N); WSLI-TV (A)	†61,180
JACKSONVILLE, Fla.	226,930
WJHP-TV† (A,D,N); WMBR-TV (A,C,D,N)	†52,400
JOHNSON CITY, Tenn.—44.1	160,150
WJHL-TV (A,C,D,N)	

## CIRCULATION BY COUNTY

in the August Market Book—  
 with population, sales, and  
 income data for every TV  
 market in the country—a  
 TELEVISION Magazine exclu-  
 sive.

**JACK  
BENNY**

**I LOVE  
LUCY**

**WHAT'S  
MY LINE?**

**COAST OF  
THE TOWN**

**STUDIO  
ONE**

**S. STEEL  
HOUR**

**DISNEY-  
LAND**

**ARTHUR  
GODFREY**

**THE BIG SHOWS  
ARE SEEN ON KJEO-TV  
BY CALIFORNIA'S  
RICH CENTRAL  
VALLEY AUDIENCE**



*Plus These Top Shows*

Ozzie and Harriet	Climax
December Bride	Public Defender
Stop the Music	You Asked For It
Halls of Ivy	Person to Person
Lone Ranger	Life of Riley
Stu Erwin	Father Knows Best
Bishop Sheen	

**Over 156,035 TV Homes  
in the KJEO Coverage Area  
and**

**KJEO Leads 2 to 1 in Daytime Listening**

**KJEO - TV**

**FRESNO, CALIFORNIA**

**444,000 WATTS, E. R. P. AT AN ELEVATION OF 4600 FT.**

**REPRESENTED NATIONALLY BY THE BRANHAM CO.**



# Muncie leads the nation!



## 31½ hours per week

**1<sup>st</sup>** Muncie is 1<sup>st</sup> in the nation in HOURS PER WEEK SPENT VIEWING TV

**1<sup>st</sup>** WLBC-TV is 1<sup>st</sup> choice in MUNCIE FOR TV VIEWING

They really go for TV in Muncie as proven in a recent nation-wide survey made in 34 cities by the American Research Bureau. The average Muncie family spends 31½ hours per week watching television . . . more hours per week than any other city! WLBC-TV leads in Muncie according to the November A.R.B. Report, telecasting from 7 A.M. to 11:30 P.M.

**CBS-NBC-DUMONT-ABC NETWORKS**



**MUNCIE, INDIANA**

JOHNSTOWN, Pa. WARD-TV† (A,C,D); WJAC-TV (C,D,N)	*460,730 †47,950	NASHVILLE, Tenn.—62.2 WLAC-TV (C); WSIX-TV; WSM-TV (D,N)	238,970
JOPLIN, Mo.—41.8 KSWM-TV (C)	66,040	NEW BRITAIN-HARTFORD, Conn.—44.5 WKNB-TV† (C); WGTH-TV† (A,D)	†224,240
KALAMAZOO, Mich.—73.5 WKZO-TV (A,C,D,N)	516,610	NEW HAVEN, Conn.—85.7 WNHC-TV (A,C,D,N)	776,870
KANSAS CITY, Mo.—78.7 KCMO-TV (A,C,D); KMBC-TV (C); WDAF-TV (N)	429,860	NEW ORLEANS, La. WDSU-TV (A,C,D,N); WJMR-TV† (A,C,D)	311,280 †90,460
KEARNEY, Neb.—42.6 KHOL-TV (A,C,D)	50,480	NEW YORK, N. Y.—87.7 WABC-TV (A); WABD (D); WATV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	4,292,560
KINGSTON, N. Y.—19.2 WKNY-TV† (A,C,D,N)	†27,980	NORFOLK-NEWPORT NEWS, Va. WACH-TV†; WTAR-TV (A,C,D); WVEC-TV† (N)	257,290 †120,930
KNOXVILLE, Tenn. WATE-TV (A,N); WTSK-TV† (C,D)	180,750 †75,530	OAK HILL, W. Va. WOAY-TV (A)	††
LA CROSSE, Wis.—44.6 WKBT (A,C,D,N)	56,020	OKLAHOMA CITY, Okla. KTVQ† (A); KWTV (C); WKY-TV (A,N)	266,680 †78,670
LAFAYETTE, Ind.—61.6 WFAM-TV† (D)	†46,380	OMAHA, Neb.—84.7 KMTV (A,C,D); WOW-TV (C,D,N)	278,920
LAKE CHARLES, La. KPLC-TV (A,N); KTAG-TV† (A,C,D)	56,530 †31,280	ORLANDO, Fla.—38.6 WBOB-TV (A,C,D,N)	69,090
LANCASTER, Pa.—75.8 WGAL-TV (A,C,D,N)	540,760	PANAMA CITY, Fla.—32.0 WJDM-TV (A,N)	13,570
LANSING, Mich. WJIM-TV (A,C,N); WTOM-TV† (A,D)	324,830 †56,310	PARKERSBURG, W. Va.—36.3 WTAP-TV† (A,D)	†28,570
LAS VEGAS-HENDERSON, Nev.—66.3 KLAS-TV (A,C,D); KLRJ-TV (N)	15,580	PENSACOLA, Fla. WEAR-TV (A); WPFA-TV†	81,800 ††
LAWTON, Okla.—69.0 KSWO-TV (D)	66,520	PEORIA, Ill.—67.3 WEEK-TV (N); WTVH† (A,C,D)	†135,610
LEWISTON-PORTLAND, Me. WLAM-TV† (D); WCSH-TV (D,N); WGAN-TV (C)	168,130 †26,240	PHILADELPHIA, Pa.—91.2 WCAU-TV (C); WFIL-TV (A,D); WPTZ (N)	1,718,300
LIMA, Ohio—51.0 WLOK-TV† (A,C,D,N)	†51,870	PHOENIX, Ariz.—79.4 KOOL-TV (A); KPHO-TV (C,D); KVAR (D,N)	116,160
LINCOLN, Neb. KOLN-TV (A,C,D)	108,860	PINE BLUFF-LITTLE ROCK, Ark.—39.6 KATV (A,C,D); KARK-TV (N)	98,610
LITTLE ROCK-PINE BLUFF, Ark.—39.6 KARK-TV (N); KATV (A,C,D)	98,610	PITTSBURG, Kansas—44.1 KOAM-TV (A,D,N)	81,980
LONGVIEW, Texas—33.2 KTVE† (C,D)	†29,280	PITTSBURGH, Pa. KDKA-TV (A,C,D,N); WENS† (A,C)	998,380 †273,850
LOS ANGELES, Cal.—87.9 KABC-TV (A); KCOB; KHJ-TV (D); KNXT (C); KRCA-TV (N); KTLA; KTTV	1,831,310	PLATTSBURG, N. Y.—62.3 WIRI (D)	80,740
LOUISVILLE, Ky.—62.4 WAVE-TV (A,D,N); WHAS-TV (C)	433,430	POLAND SPRING, Me.—73.7 (Mt. Washington, N. H.) WMTW (A,C,D)	206,060
LUBBOCK, Texas—64.0 KCBD-TV (A,N); KDUB-TV (C,D)	67,460	PORTLAND-LEWISTON, Me. WCSH-TV (D,N); WGAN-TV (C); WLAM-TV† (D)	168,130 †26,240
LYNCHBURG, Va.—59.0 WLVA-TV (A,C,D)	150,750	PORTLAND, Ore. KOIN-TV (C); KPTV† (D,N)	††221,620
MACON, Ga. WMAZ-TV (A,C,D); WNEX-TV† (N)	90,420 †33,760	PROVIDENCE, R. I. WJAR-TV (A,C,D,N); WNET† (A,D)	739,380 †44,080
MADISON, Wis.—49.4 WKOW-TV† (C); WMTV† (A,D,N)	†63,080	PUEBLO-COLORADO SPRINGS, Colo.—46.9 KCSJ-TV (N); KKTU (A,C,D); KRDO-TV (N)	45,540
MANCHESTER, N. H.—81.2 WMUR-TV (A,D)	203,490	QUINCY, Ill.-HANNIBAL, Mo.—67.5 WGEM-TV (A,N); KHQA-TV (C,D)	117,990
MARINETTE, Wis.—67.7 WMBV-TV (A,N)	104,530	RALEIGH, N. C. WNAO-TV† (A,C,D)	†86,740
MASON CITY, Iowa—58.6 KGLO-TV (C,D)	87,840	READING, Pa.—31.1 WEEU-TV† (A,N); WHUM-TV† (C)	†147,850
MEDFORD, Ore.—28.1 KBES-TV (A,C,D,N)	22,960	RENO, Nev.—71.4 KZTV (A,C,D,N)	18,490
MEMPHIS, Tenn.—56.5 WHBQ-TV (A,C); WMCT (A,D,N)	340,240	RICHMOND, Va.—74.1 WTVR (A,N)	191,470
MERIDIAN-BOISE, Idaho—46.8 KBOI (C,D); KIDO-TV (A,N)	40,250	ROANOKE, Va.—55.0 WSLS-TV (A,N)	237,710
MERIDIAN, Miss.—41.0 WTOK-TV (A,C,D,N)	55,100	ROCHESTER, Minn.—56.9 KROC-TV (D,N)	88,890
MIAMI-FT. LAUDERDALE, Fla. WTVJ (A,C,D); WGBS-TV† (N); WITV† (A,D)	240,720 †143,230	ROCHESTER, N. Y.—85.9 WHAM-TV (A,D,N); WHEC-TV (A,C); WVET-TV (A,C)	280,290
MIDLAND, Texas—55.7 KMID-TV (A,C,D,N)	33,810	ROCKFORD, Ill. WREX-TV (A,C); WTVO† (D,N)	239,910 †93,980
MILWAUKEE, Wis. WTMJ-TV (D,N); WTVW (A,D); WXIX† (C,D)	610,360 †317,600	ROCK IS., Ill.-DAVENPORT, Ia.—74.9 WHBF-TV (A,C,D); WOC-TV (N)	297,580
MINNEAPOLIS-ST. PAUL, Minn.—72.6 KEYD-TV (D); KSTP-TV (N); WCCO-TV (C); WMIN-TV (A,D); WTCN-TV (A,D)	531,070	ROME, Ga.—59.5 WROM-TV	160,650
MINOT, N. D.—34.5 KCJB-TV (A,C,D,N)	11,520	ROSWELL, N. M.—43.2 KSWB-TV (A,D,N)	20,430
MISSOULA, Mont.—20.1 KGVO-TV (A,C,D)	7,740	SACRAMENTO, Cal.—41.2 KCCC-TV† (A,C,D,N)	†117,640
MOBILE, Ala.—52.0 WALA-TV (A,C,N)	106,390	SAGINAW-BAY CITY, Mich. WKNX-TV† (A,C,D); WNEM-TV (D,N)	203,670 †124,720
MONROE, La.—48.5 KNOE-TV (A,C,D,N)	78,720	ST. JOSEPH, Mo.—73.7 KFEQ-TV (C,D)	106,350
MONTGOMERY, Ala. WCOV-TV† (A,C,D); WSFA-TV (N)	90,500 †59,290	ST. LOUIS, Mo. KSD-TV (A,C,N); KWK-TV (C); WTV† (A,C,D)	686,720 †255,030
MONTPELIER, Vt. WMVT (A,C,D,N)	103,390	ST. PETERSBURG, Fla.—48.7 WSUN-TV† (A,C,D,N)	†112,980
MUNCIE, Ind.—51.7 WLBC-TV† (A,C,D,N)	†79,140	SALINAS-MONTEREY, Cal.—68.7 KMBY-TV (A,C,D,N); KSBW-TV (A,C,D,N)	98,930
MUSKOGEE, Okla.—67.7 KTVX (A,D) (Includes Tulsa)	191,590		



*Pour your sales story into the*

**Southwestern  
Pennsylvania  
Market**

*through WJAC-TV  
JOHNSTOWN*



Watch your sales coverage grow when you channel your budget dollars into the fertile WJAC-TV market! You get the buying-minded Johnstown audience, and the Pittsburgh and Altoona markets, too, at no extra cost. The latest Hoopers show WJAC-TV:



**1st in Johnstown**

A 2-station market . . . and WJAC-TV is way out in front in viewer popularity!

**2nd in Pittsburgh**

A 3-station market . . . and WJAC-TV gives advertisers a real bonus audience!

**1st in Altoona**

A 2-station market . . . and WJAC-TV stands out as a perennial favorite!

*Buy the 1  
that covers 3*



**Call your KATZ man  for full information**



# JOE FLOYD and KELO<sup>TV</sup>

## ONE HELLUVA SALES TEAM

REACHING 105,370 HOMES IN THE SIOUX FALLS AREA!

and some other good consumer markets that follow KELO's example in TV merchandising!

There's a flair about KELO showmanship that gives its programs, its commercials too, amazing viewer welcome. There's a spending power in this Greater Sioux Empire that turns this welcome into per capita product sales unmatched anywhere!

**KELO<sup>TV</sup> and RADIO**

JOE FLOYD, PRESIDENT  
CHANNEL 11  
SIOUX FALLS, S. D.

NBC (TV) PRIMARY • ABC • CBS • DUMONT • NBC (RADIO) AFFILIATE

SALISBURY, Md. WBQC-TV†	††	SUPERIOR, Wis.-DULUTH, Minn.—52.4 WDSM-TV (C,D); KDAL-TV (A,N)	73,520	WILKES-BARRE-SCRANTON, Pa.—60.0 WBRE-TV† (N); WILK-TV† (A,D); WARM-TV† (A); WGBI-TV† (C); WTVU†	†222,900
SALT LAKE CITY, Utah—72.6 KSL-TV (C,D); KTVT (N); KUTV (A)	157,910	SYRACUSE, N. Y.—87.1 WHEN-TV (A,C,D); WSYR-TV (N)	363,730	WILMINGTON, Del.—90.6 WDEL-TV (D,N)	168,060
SAN ANGELO, Texas—44.5 KTXL-TV (C,D,N)	15,840	TACOMA-SEATTLE, Wash.—73.1 KTNT-TV (C,D); KTVW; KING-TV (A); KOMO-TV (N)	385,680	WILMINGTON, N. C.—32.8 WMFD-TV (N)	55,630
SAN ANTONIO, Texas—65.4 KENS-TV (A,C,D); WOAI-TV (A,N)	248,720	TEMPLE-WACO, Texas KCEN-TV (N); KANG-TV† (A,D)	83,960	WINSTON-SALEM, N. C. WSJS-TV (N); WTOB-TV† (A,D)	223,610
SAN DEIGO, Cal.-TIJUANA, Mexico—91.1	276,580	TERRE HAUTE, Ind. WTHI-TV (A,C,D)	†41,220	WORCESTER, Mass.—22.0 WWOR-TV† (A,D)	†62,520
KFMB-TV (A,C); KFSD-TV (N); XETV		TEXARKANA, Texas—44.8 KCMC-TV (A,C,D)	161,190	YAKIMA, Wash.—40.8 KIMA-TV† (A,C,D,N)	†79,750
SAN FRANCISCO, Cal. KGO-TV (A); KPIX (C,D); KRON-TV (N); KSNV-TV†	1,044,370 †155,560	TOLEDO, Ohio—86.9 WSPD-TV (A,C,D,N)	112,850	YORK, Pa.—66.2 WNOV-TV† (D); WSBA-TV† (A)	†29,870
SAN JUAN, P. R. WAPA-TV (A,D,N); WKAQ-TV (C)	††	TOPEKA, Kansas—63.1 WIBW-TV (A,C,D)	325,530	YOUNGSTOWN, Ohio—43.5 WFMJ-TV† (N); WKBN-TV† (A,C,D)	†84,010
SAN LUIS OBISPO, Cal.—63.8 KVEC-TV (A,D)	93,280	TRAVERSE CITY, Mich. WPBN-TV (N)	118,820	YUMA, Ariz.—61.5 KIVA-TV (D)	†151,380
SANTA BARBARA, Cal.—66.1 KEY-TV (A,C,D,N)	114,290	TUCSON, Ariz.—49.0 KOPO-TV (C,D); KVOA-TV (A,N)	25,670	ZANESVILLE, Ohio—54.6 WHIZ-TV† (A,C,D,N)	16,300
SAVANNAH, Ga.—46.0 WTOG-TV (A,C,D,N)	40,990	TULARE-FRESNO, Cal.—61.7 KVVG† (D); KJEO-TV† (A); KMJ-TV† (C,N)	34,840		†41,820
SCHENECTADY-ALBANY-TROY, N. Y. WRGB (A,C,D,N); WROW-TV† (A,C,D)	420,150 †116,670	TULSA, Okla.—65.6 KOTV (A,C); KVOO-TV (N) (See also Muskogee)	†129,940	† UHF circulation. †† Incomplete data. ††† VHF-UHF. * Does not include Pittsburgh, where station has sizable share of audience.	
SCRANTON-WILKES-BARRE, Pa.—60.0 WARM-TV (A); WGBI-TV (C); WTVU†; WBRE-TV† (N); WILK-TV† (A,D)	†222,900	TYLER, Texas—37.3 KLTV (A,C,D,N)	232,880		
SEATTLE-TACOMA, Wash.—73.1 KING-TV (A); KOMO-TV (N); KTNT-TV (C,D); KTVW	385,680	UTICA-ROME, N. Y.—79.5 WKTU (A,C,D,N)	53,710		
SEDALIA, Mo.—57.0 KDRO-TV	34,260	VALLEY CITY, N. D.—45.3 KXJB-TV (C,D)	188,810		
SHREVEPORT, La.—52.3 KSLA (A,C,D,N)	67,520	WACO-TEMPLE, Texas KANG-TV† (A,C,D); KCEN-TV (N)	42,580		
SIOUX CITY, Iowa—72.7 KTIV (N); KVTU (A,C,D)	135,290	WASHINGTON, D. C.—87.2 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG (D)	83,960 †41,220		
SIOUX FALLS, S. D.—51.5 KELO-TV (A,D,N)	105,370	WATERBURY, Conn.—44.2 WATR-TV† (A,D)	565,930		
SOUTH BEND-ELKHART, Ind.—53.8 WSBT-TV† (C,D); WSJV-TV† (A,C,D,N)	†141,170	WATERLOO, Iowa KWWL-TV (D,N)	†92,110		
SPOKANE, Wash. KHQ-TV (A,N); KREM-TV (A); KXLY-TV (C,D)	113,360	WAUSAU, Wis.—43.6 WSAU-TV (A,C,D,N)	141,860		
SPRINGFIELD, Ill.—49.4 WICS† (A,D,N)	†55,870	WESLACO-HARLINGEN, Texas—42.4 KRGV-TV (N); KGBT-TV (A,C,D)	49,880		
SPRINGFIELD-HOLYOKE, Mass.—69.9 WWLP† (A,N); WHYN-TV† (C,D)	†148,400	WEST PALM BEACH, Fla. WEAT-TV (A); WIRK-TV† (D,N); WJNO-TV (N)	40,150		
SPRINGFIELD, Mo.—54.4 KTTS-TV (C,D); KYTV (A,N)	77,410	WHEELING, W. Va.—71.0 WTRF-TV (A,N)	69,360 †32,660		
STEBENVILLE, Ohio WSTV-TV (C)	*391,100	WICHITA, Kansas KAKE-TV (A); KEDD† (N) (See also Hutchinson)	274,840		
STOCKTON, Cal. KQVR (D) (includes San Francisco); KTVU† (N)	1,078,800 †129,060	WICHITA FALLS, Texas—64.0 KFDX-TV (A,N); KWFT-TV (C,D)	202,270 †116,660		

### FEBRUARY OPENINGS: 3

Market	Station	Channel
Fairbanks, Alaska	KTVF	(11)
Jefferson City, Mo.	KRCG-TV	(13)
Tampa, Fla.	WFLA-TV	(8)

### MARCH TARGETS: 6

Market	Station	Channel
Fairbanks, Alaska	KFAR-TV	(2)
Jackson, Tenn.	WDXI-TV	(7)
Lexington, Ky.	WLEX-TV	(18)
Phoenix, Ariz.	KTVK	(3)
Portland, Ore.	KLOR-TV	(12)
Sacramento, Calif.	KBET-TV	(10)

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# KSAN-TV

**SAN FRANCISCO's 450,000 watt TV Sports Station, pitches Pacific Coast League Baseball right at 4 million Northern California Sports Fans!**

Now, KSAN-TV's sports dedicated audience will be viewing 103 exclusive live telecasts of PCL baseball games—4 nights a week!

KSAN-TV has grown up in a hurry! In the spring of 1954, after only three months of operation, KSAN-TV's baseball telecasts earned a Telepulse rating of 3.0. A rating gained with only 10 percent penetration (95,000 TV sets) and 20,000 watts of power. By baseball time, 1955, KSAN-TV will have grown to a penetration potential of 40 percent—400,000 TV sets! AND KSAN-TV's power will have increased to 450,000 watts! Thus, KSAN-TV's set potential has increased more than 4 times, and the power stepped up more than 23 times in little less than a year! Based on these facts, even conservative survey experts predict a KSAN-TV baseball rating in excess of 9.0. Confidentially, we agree with them!

But, even with a 5 Telepulse rating, KSAN-TV will deliver this audience of sports enthusiasts at a cost of only \$1.14 per thousand TV homes.

Today, KSAN-TV's exclusive live baseball promises big profit results. Six months of PCL baseball... plus 450,000 watts... add up to the best buy on the Pacific Coast! At press time partial sponsorship, spot adjacencies and pre-game programming were available!

**For FULL FACTS AND INFORMATION—phone or wire collect, KSAN-TV**

National Representative: Stars National

Bernie Howard  
400 Madison Avenue  
New York, New York

Phil Elsbury and Kim Peterson  
35 E. Wacker Drive  
Chicago, Illinois

Mo Kimball  
2550 Beverly Boulevard  
Los Angeles, California

Studios and Offices: 1355 Market Street — San Francisco MARKET 1-8171

# SYNDICATED-FILM DIRECTORY

Currently available shows—length, category, number produced, distributor

## One-hour Films

### ADVENTURE & MYSTERY

**Impact**  
13—NTA

### SPORTS

**All-American Wrestling**  
26—Kling  
**The Big Fight**  
26—Radio & TV Packagers, Inc.  
**Championship Bowling**  
26—Walter Schwimmer  
**Championship Wrestling**  
39—Guild  
**Ringside with Rasslers**  
52—George Bagnall  
**Texas Rasslin'**  
90 (Continuing)—Texas Rasslin'  
Films  
**Wrestling from Hollywood**  
Continuing—Paramount TV

**Wrestling, International Amphitheatre**  
Continuing—IWF, Inc.

### WESTERN

**Johnny Mack Brown**  
27—Guild

### Half-hour Films

#### ADVENTURE & MYSTERY

**Adventures of the Falcon**  
39—NBC Film  
**Adventures of Rin Tin Tin**  
34—Screen Gems  
**Adventures of Robin Hood**  
39—Official  
**Badge 714** (rerun of "Dragnet")  
48—NBC Film  
**Biff Baker**  
26—MCA TV  
**Boston Blackie**  
58—Ziv

**Captain Gallant**  
39—TPA  
**Captured** (rerun of "Gangbusters")  
26—NBC Film  
**Cases of Eddie Drake**  
13—CBS TV Film  
**China Smith**  
26—NTA  
**City Detective**  
65—MCA TV  
**Colonel March of Scotland Yard**  
26—Official  
**Counterpoint** (rerun of "Rebound")  
26—MCA TV  
**Craig Kennedy, Criminologist**  
26—Louis Weiss (Harry S. Goodman, East coast distributor)  
**Dangerous Assignment**  
39—NBC Film  
**Dick Tracy Series**  
39—Combined TV Pictures  
**Ellery Queen**  
32—TPA



SOME THINGS MAY SEEM  
IMPOSSIBLE

Your big plans may sound like pipe dreams to others, but we thrive on "impossible" situations. We've developed 16MM TV prints that outshine their 35MM originals—in both color and black and white. Our machinery is designed to process film of any color and any width now in use. The capacity of our special Film Storage Building is great enough to hold all the film you can run-off night and day for a year and a half. Our technicians and advisers are in constant consultation with industry leaders planning newer and bigger developments. Bring us your "impossibilities" and let us find the solutions.



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**in Billboard's  
3rd Annual  
TV Film  
Industry Poll**

**LABORATORIES**

**THE BILLBOARD  
FEBRUARY 12, 1955**

**Consolidated Tops In  
Quality, Speed, Economy**

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes—for highest quality service, fastest, and most economical—in the Billboard's Third Annual Film Service Awards. In last year's competition, Consolidated won first place for the quality of its work.



**CONSOLIDATED FILM INDUSTRIES**  
**959 Seward Street, Hollywood 38, California**  
**1740 Broadway, New York 19, New York**

**Fabian of Scotland Yard**  
39—Telefilm

**Files of Jeffrey Jones**  
39—CBS TV Film

**Flash Gordon**  
39—MPTV-UM&M, Inc.

**Follow That Man** (rerun of "Man vs. Crime")  
82—MCA TV

**Front Page Detective**  
39—George Bagnall

**Hollywood Off-Beat**  
13—MCA TV

**I Am the Law**  
26—MCA TV

**I Led Three Lives**  
78—Ziv

**Inner Sanctum**  
39—NBC Film

**Inspector Morley of Scotland Yard**  
13—Du Mont TV

**International Playhouse**  
26—NTA

**Into the Night**  
18—Sterling

**Jet Jackson, Flying Commando\***  
26—Screen Gems

**King's Crossroads**  
104—Sterling

**The Lone Wolf**  
39—MCA TV

**Man Behind the Badge**  
39—MCA TV

**Mr. District Attorney**  
78—Ziv

**The New Adventures of China Smith**  
26—NTA

**Orient Express**  
26—NTA

**Paris Precinct**  
39—MPTV-UM&M, Inc.

**Passport to Danger**  
26—ABC Film

**Police Call** (formerly "International Police")  
26—NTA

**Racket Squad**  
98—ABC Film

**Ramar of the Jungle**  
52—TPA

**Rocky Jones, Space Ranger**  
39—MCA TV

**Science Fiction Theatre**  
39—Ziv

**Secret File U. S. A.**  
26—Official

**Sherlock Holmes**  
39—MPTV-UM&M, Inc.

**Superman**  
52—Flamingo

**Tales of Tomorrow**  
26—Sterling

**Terry and the Pirates**  
26—Official

**Waterfront**  
65—MCA TV

**The Whistler**  
26—CBS TV Film

## CHILDREN'S

**Hans Christian Andersen**  
26—Interstate

**Junior Crossroads**  
52—Sterling

## COMEDY DRAMA

**Abbott and Costello**  
52—MCA TV

**Amos 'n' Andy**  
65—CBS TV Film

**Beulah**  
78—Flamingo

**Duffy's Tavern**  
39—MPTV-UM&M, Inc.

**Hal Roach Laff Time Show**  
7—NTA

**Hank McCune**  
52—UM&M, Inc.

**His Honor, Homer Bell**  
39—NBC Film

**The Life of Riley**  
26—NBC Film

**Life with Elizabeth**  
65—Guild

**Meet Corliss Archer**  
39—Ziv

**My Hero**  
39—Official

**Ray Forrest Show**  
26—Sterling

**The Ruggles**  
52—MCA TV

**Trouble with Father\*\***  
26—NTA

## DOCUMENTARY

**Crusade in the Pacific**  
26—March of Time

**Victory at Sea**  
26—NBC Film

**Where Were You?**  
26—MCA TV

## GENERAL DRAMA

**Adventures of the Scarlet Pimpernel**  
39—Official

**Big Town**  
104—MCA TV

**Conrad Nagel Theatre**  
26—Guild

**Crown Theatre**  
26—CBS TV Film

**Douglas Fairbanks Presents**  
39 (plan 39 more)—ABC Film

**Edward Arnold Star Showcase**  
52—TPA

**Ethel Barrymore TV Theatre**  
13—Interstate

**Famous Playhouse**  
192—MCA TV

**Favorite Story**  
78—Ziv

**Flamingo Theatre** (rerun of "Jeweler's Showcase")  
29—Flamingo

**Heart of the City** (rerun of "Big Town")  
91—MCA-TV

## Hollywood Half Hour

38—George Bagnall

**Janet Dean, R. N.**  
39—MPTV

**Joe Palooka**  
26—Guild

**Mayor of the Town**  
39—MCA TV

**Paragon Playhouse** (rerun of "Douglas Fairbanks Presents")  
39—NBC Film

**Play of the Week**  
26—NTA

**The Playhouse**  
52—ABC Film

**Royal Playhouse** (rerun of "Fireside Theatre")  
52—MCA TV

**The Star and the Story**  
39—Official

**Story Theatre**  
26—Ziv

**Times Square Playhouse** (rerun of "The Unexpected")  
39—Ziv

**Top Plays of 1955** (rerun of current "Fireside Theatre")  
44—Screen Gems

**The Unexpected**  
39—Ziv

**The Visitor**  
44—NBC Film

**Your All-Star Theatre** (rerun of "Ford Theatre")  
117—Screen Gems

**Your Jeweler's Showcase**  
26—Stuart Reynolds

**Your TV Theatre** (rerun of "Fireside Theatre")  
29—Flamingo

## MUSIC & VARIETY

**Eddie Arnold Times**  
26—Walter Schwimmer

**The Eddie Cantor Theatre**  
39—Ziv

**Florian ZaBach Show**  
39—Guild

**The Frankie Laine Show**  
39—Guild

**Guy Lombardo and his Royal Canadians**  
39—MCA TV

**Holiday in Paris**  
13—CBS TV Film

**Liberace**  
78 (plan 39 more)—Guild

**Music for Everybody**  
13—Sterling

**Old American Barn Dance**  
26—Kling

**Showtime**  
12 (plan 27 more)—Studio Films

**Stars of the Grand Ole Opry**  
39—Flamingo

**This is Your Music**  
26—Official

**Tune-O**  
52—Official

## QUIZ & PANEL

**Pantomime Quiz**  
13—NTA

## SPORTS

**Baseball Hall of Fame**  
78—Flamingo  
**Boxing Matches from Rainbo Arena**  
26—Kling  
**Jalopy Races from Hollywood**  
26—Harriscope  
**National Pro Highlights**  
13—Tel Ra  
**Telesports Digest**  
52 (continuing)—MCA TV  
**Touchdown**  
13—MCA TV

## WESTERN & HILLBILLY

**Adventures of Kit Carson**  
52—MCA TV  
**Annie Oakley**  
26—CBS TV Film  
**The Cisco Kid**  
130—Ziv  
**Cowboy G-Men**  
39—Flamingo  
**The Gene Autry Show**  
78—CBS TV Film  
**Hopalong Cassidy (A & B)**  
26—NBC Film  
**Johnny Mack Brown**  
26—CBS TV Film  
**Range Rider**  
78—CBS TV Film  
**Steve Donovan, Western Marshal**  
Plan 39—NBC Film  
**Stories of the Century**  
26—Hollywood TV Service  
**Wild Bill Hickok\*\*\***  
52—Flamingo

## MISCELLANEOUS

**American Wit and Humor**  
13—March of Time  
**Hand to Heaven**  
13—NTA  
**Holiday**  
26—NTA  
**Hollywood Preview**  
Continuing—Flamingo  
**Living Book**  
13—Ziv  
**The Thrill of Your Life**  
39—Louis Weiss  
**Thrilling Bible Dramas**  
26—Major TV Productions  
**TV Kitchen**  
26—Kelsey-Fraser & Kling  
**Walt's Workshop**  
26—Reid Ray  
**Woodworking for Fun and Profit**  
13—Syndicated Films

## Quarter-hour Films

## ADVENTURE & MYSTERY

**Adventure Album**  
26—Interstate

**Adventures of Noah Beery, Jr.**  
13 (plan 16 more)—United Producers  
**Armchair Adventure**  
130—Sterling  
**Dilemma**  
13—Harry S. Goodman  
**Jungle Macabre**  
39—Radio & TV Packagers, Inc.  
**Public Prosecutor**  
26—George Bagnall  
**Top Secret**  
26—Flamingo

## CHILDREN'S

**The Adventures of Blinkey**  
26—Blinkey  
**Animal Time**  
52—Sterling  
**Art Linkletter & the Kids**  
39—CBS TV Film  
**Bobo the Hobo**  
26—NTA  
**Boy's Railroad Club**  
6—Association Films  
**Jump Jump of Holiday House**  
65—Harry S. Goodman  
**Junior Crossroads**  
104—Sterling  
**Junior Science**  
26—MPTV-UM&M, Inc.  
**Let's Draw**  
52—George Bagnall  
**Playtime with Jerry**  
13—Sterling  
**Streamlined Fairy Tales**  
13—Harry S. Goodman  
**Superman Cartoons**  
16—Flamingo  
**Telecomics**  
165—Flamingo  
**Tim McCoy**  
39—MPTV-UM&M, Inc.  
**Walter Lantz Cartoons**  
29—Ziv

## COMEDY DRAMA

**Henry Morgan Show**  
26—MCA TV  
**Little Rascals†**  
93—Interstate  
**Paul Killiam Show**  
40—Sterling

## DOCUMENTARY

**American Heritage Series**  
13—Coronet  
**American History Series**  
14 (plan 12 more)—Associated Program Service  
**Americans at Work**  
26—Associated Program Service  
**The Bob Trout World Through Stamps Show**  
26—Telefilm  
**Movie Museum**  
100—Sterling

# ROMERO OWNS SAN FRANCISCO ...JUST LOOK AT THIS RATING REPORT

In San Francisco, says ARB, Cesar Romero's new TV hit, **Passport to Danger**, dominates its time period ... as it has from the first night it went on the air! Rating is high, share of audience a whopping 75.5%, and going up.

Now we know this show is "hot"! Top markets are going fast, but some are still available ... if you hurry

**CESAR ROMERO**, starring in ...



## PASSPORT TO DANGER

produced by  
Hal Roach, Jr.

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A LOW-BUDGET  
PRICE TAG

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SYNDICATION, INC.  
7 West 66th St., N. Y.

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 FOR ACROSS-THE-BOARD PROGRAMMING!

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 TO  
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**5 quarter-hours per week**



**PRICED  
 LOW...  
 to Fit  
 Every Budget**

**TV'S BIGGEST VALUE**

**YOUR LOWEST COST-PER-THOUSAND BUY!**

Daytime ratings are climbing throughout the country—yet time-costs are lower and time-clearance easier. Now is the time to stake out your claim in the sales-productive daytime . . . and IT'S FUN TO REDUCE is the *one* show that's designed to bring you more viewers, more sales . . . at LOWER cost! More than just an entertainment vehicle, IT'S FUN TO REDUCE is actually a keen-edged sales and merchandising tool that has proved its ability to bring fast results. Contact GUILD today and get full details!

**A PROVED WINNER!**

IT'S FUN TO REDUCE has been tested and proved as a "live" show in Pittsburgh by one of the nation's largest retail chain operations!

Successful? Beyond the sponsor's wildest dreams—as a matter of fact, more than 350,000 women visited the sponsor's stores *specifically* to ask for a "FUN TO REDUCE" exercise chart . . . and the show *has consistently outrated every other local daytime show in the Pittsburgh area!*

**LOADED WITH  
 SALES-PRODUCING  
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- Premium Phonograph Records
- Dramatic Point-Of-Purchase Displays



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**GENERAL DRAMA**

- Greatest Drama**  
39—General Teleradio
- Hollywood to Broadway**  
15 (plan 37 more)—Atlas
- Little Theatre**  
39—Sterling
- On Stage with Monty Woolley**  
13—Dynamic
- The Passerby**  
26 (plan 39 more)—NTA
- Playhouse 15**  
78—MCA TV
- Pulse of the City**  
26—Telescene
- Secret Chapter**  
5—National Television Films
- Short Stories**  
130—Sterling

**MUSIC & VARIETY**

- Ballets de France**  
26—March of Time

- Music of the Masters**  
13—NTA
- Your Gospel Singer**  
13—MCA TV

**NEWS & COMMENTARY**

- Adventures in the News**  
13—Sterling
- CBS-TV Film News**  
Continuing—CBS TV Film
- Drew Pearson**  
Continuing—MPTV-UM&M, Inc.
- Exclusive (with Fulton Lewis, Jr.)**  
13(plan 13 more)—General Teleradio
- INS-Telenews Daily News**  
Continuing—INS
- Washington Spotlight**  
Continuing—Standard Television
- Yesterday's Newsreel**  
156—Ziv

**QUIZ & PANEL**

- Going Places**  
39—United World Films
- Headlines on Parade**  
26—United World Films
- Movie Quick Quiz**  
780—Walter Schwimmer
- Professor Yes 'N No**  
26—Screen Gems
- Sportscholar**  
52—United World Films
- Your (sponsor name) Quiz**  
(formerly "Look Photoquiz")  
260—Sterling

**SPORTS**

- Bill Corum Sports Show**  
26—NTA
- The Big Playback††**  
52—Screen Gems
- Going Places with Gadabout Gaddis**  
26—Sterling
- Greatest Fights of the Century**  
52—Mannie Baum
- Post Time, U. S. A.**  
35—Tel Ra
- Speed Classics**  
13—Dynamic
- Sports Album**  
105—Ziv
- Sports Mirror**  
26—George Bagnall
- Sports Spotlight**  
Continuing—Tel Ra
- This Week in Sports**  
Continuing—INS
- World's Greatest Fighters**  
100—Greatest Fights, Inc.

**WESTERN & HILLBILLY**

- Lash of the West**  
39—National Television Films

**MISCELLANEOUS**

- Bert & Elmer**  
13—Harry S. Goodman
- The Chimps**  
13—MCA TV

Four



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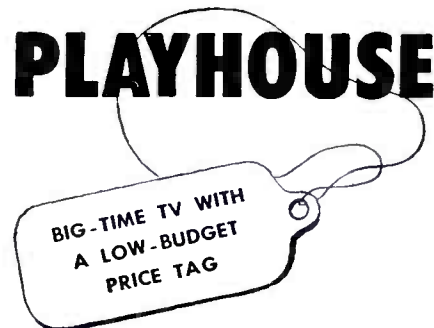
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Please arrange for us to screen "IT'S FUN TO REDUCE..." and forward full sponsorship details.

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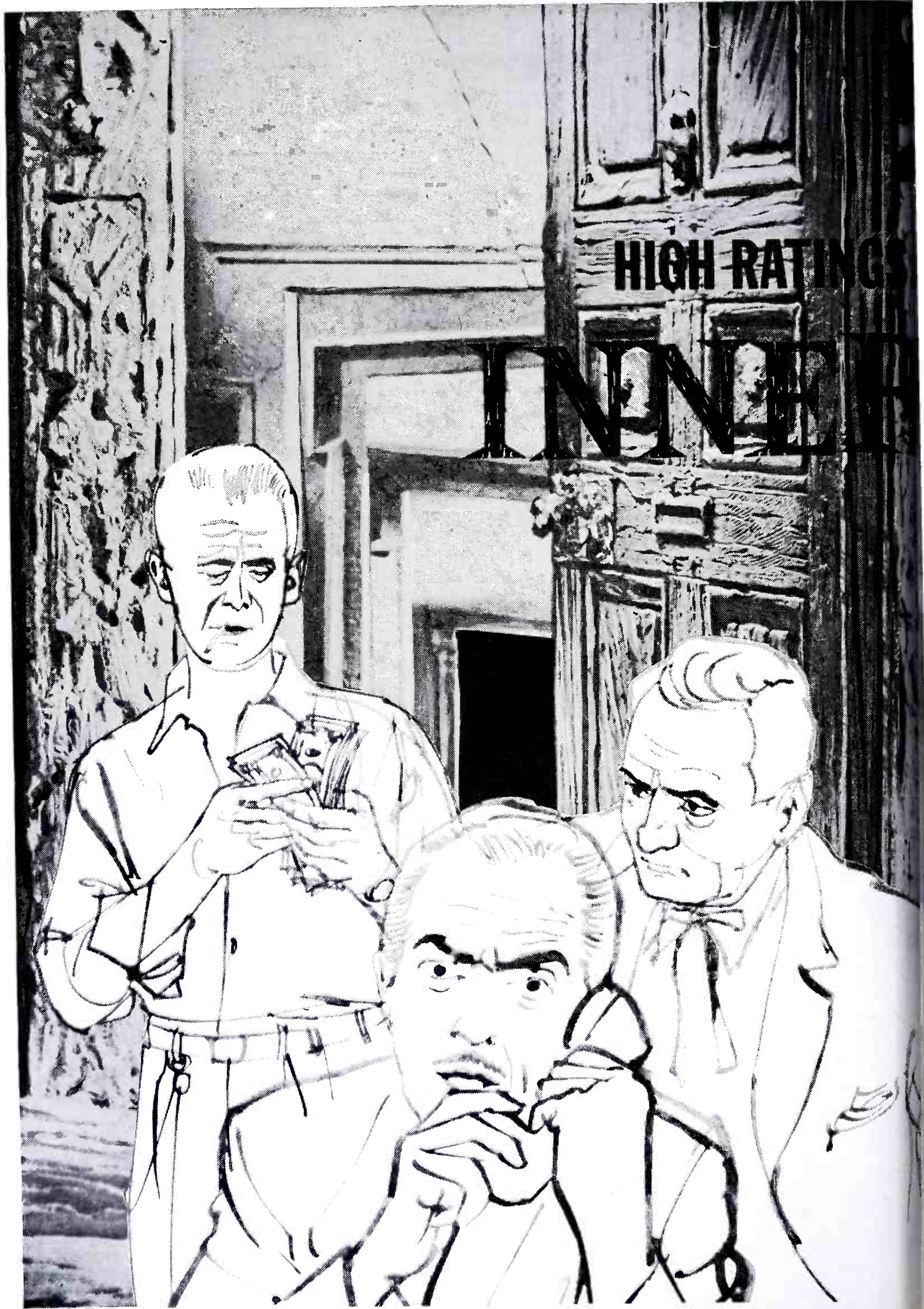
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More than 120 markets have proved the power of this famous series of great half-hour syndicated TV film dramas.

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No mystery to it—39 INNER SANCTUM mood dramas have all it takes, including a name and fame that have been big box-office for sponsors all the way back to radio's golden days! Call, wire, or write today for details on your markets.

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**The Continental**  
13—Dynamic

**Find a Hobby**  
26—NTA

**Hollywood Is the World**  
26—Sterling

**Hollywood on the Line**  
26—CBS TV Film

**Hollywood Scrapbook**  
26—Sterling

**Hook, Line, and Sinker**  
26—Sterling

**It's Fun to Reduce**  
65—Guild

**The James Mason Show**  
26—NTA

**John Kieran's Kaleidoscope**  
104—ABC Film

**Lilli Palmer Show**  
26—NBC Film

**Made in America**  
26—Associated Program Service

**Pathe Hy-Lights**  
26—DuMont TV

**Popular Science**  
85—Interstate

**Scene with a Star**  
13—George Bagnall

**The Sewing Room**  
13—George Bagnall

**Sightseeing with the Swayzes**  
13—Robert Lawrence

**The Sportsmans Club**  
52—Syndicated Films

**Spotlite of Hollywood**  
13—George Bagnall

**Stranger than Fiction**  
65—United World Films

**This is Charles Laughton**  
26—Sterling

**This World of Ours—**

**This Land of Ours**  
26—Sterling

**Turn of a Card**  
13—Sterling

**Watch the World**  
26—NBC Film

**Wonders of the Wild**  
39—Sterling

**The World We Live In**  
52—Sterling

### Five- & Ten-minute Films

### CHILDREN'S

**Animated Fairy Tales**  
13—General Teleradio

**Crusader Rabbit**  
195—George Bagnall

**Going Places with Uncle George**  
26—George Bagnall

**Jim and Judy in Teleland**  
45—Louis Weiss

**Looney Tunes**  
191—Guild

### MUSIC & VARIETY

**Sterling Serenades**  
250—Sterling

**Studio Telescriptions**  
1128—Studio Films

**TV Disc Jockey Films**  
60—Screen Gems

### NEWS & COMMENTARY

**United Press Movietone**  
Continuing—United Press

### QUIZ & PANEL

**Beat the Experts**  
54—Sterling

**Viz Quiz**  
260—Flamingo

### MISCELLANEOUS

**Design for Living**  
39—NTA

**Do You Know Why?**  
156 (continuing)—UM&M, Inc.

**The Health and Happiness Club**  
105—NTA

**Layman's Call to Prayer**  
52—NTA

**Man's Heritage**  
13—NTA

**M.D.**  
39—NTA

\*Not available in markets where *Captain Midnight* is shown.

\*\*First year of *Stu Erwin Show*.

\*\*\*Available in certain areas only.

†Clips from *Our Gang Comedies*.

††News with Jimmy Powers.

## Which Service Rates Which Markets?

Listed below are the markets currently covered by the four rating services which issue local reports. Rating reports vary in frequency from one to 12 yearly, and each service uses a different numerical and geographical sample. (Key—A, American Research Bureau, Inc.; N, A. C. Nielsen Co., Inc.; P, The Pulse, Inc.; V, Videodex, Inc. P\* indicates markets surveyed by Pulse on order. V\* indicates markets in which Videodex conducts a quarterly survey on requested programs.)

Akron	V*	Detroit	A,N,P,V
Albany-Troy-Schenectady	A,P,V*	Duluth-Superior	P
Albuquerque	A,P,V*	Eau Claire	P*
Altoona	V*	El Paso	P,V*
Amarillo	V*	Erie	P,V*
Ames-Des Moines	P,V*	Evansville-Henderson	A,V*
Anderson-Greenville Counties	P*	Florence	P*
Asheville	P*,V*	Fort Wayne-Waterloo, Ind.	V*
Ashtabula	P*	Fresno-Tulare	A,P,V*
Atlanta	A,N,P,V	Galveston-Houston	V*
Augusta	P	Grand Rapids-Kalamazoo	A,P,V
Bakersfield	A	Green Bay-Marinette	P,V*
Baltimore	A,N,P,V	Greensboro	V*
Baton Rouge	P*,V*	Harrisburg	A,P,V*
Bethlehem-Easton	V*	Hartford	A,V*
Binghamton	V*	Holyoke-Springfield	P,V*
Birmingham	A,N,P,V	Honolulu	P*
Bloomington, Ind.	P*,V*	Houston	A,N,P,V*
Boise-Meridian	P	Huntington	A
Boston	A,N,P,V	Indianapolis	A,N,P,V*
Buffalo	A,N,P,V	Jackson, Miss.	P
Cedar Rapids	P*,V*	Jacksonville	A,P,V*
Cedar Rapids-Waterloo	P*	Johnstown	A,P,V*
Champaign	P,V*	Kansas City	A,N,P,V*
Charleston, S. C.	V*	Lancaster	V*
Charleston, W. Va.	A,V*	Lansing	V*
Charlotte	A,P,V	Lewiston-Portland, Me.	P
Chattanooga	P,V*	Lincoln	V*
Chicago	A,N,P,V	Little Rock-Pine Bluff	A,P,V*
Chico	V*	Los Angeles	A,N,P,V
Cincinnati	A,N,P,V	Louisville	A,N,P,V*
Cleveland	A,N,P,V	Lubbock	P,V*
Colorado Springs-Pueblo	P	Lynchburg	V*
Columbia, S. C.	A,P,V*	Macon	P
Columbus, Ga.	P*,V*	Mason City	P*
Columbus, O.	A,P,V	Memphis	A,P,V*
Dallas-Fort Worth	A,N,P,V	Miami	N,P,V*
Danville, Ill.	P*,V*	Milwaukee	A,N,P,V
Davenport-Rock Island-Moline	A,P,V	Minneapolis-St. Paul	A,N,P,V
Dayton	A,P,V	Muncie	A,V*
Decatur, Ill.	P*,V*	Nashville	A,P,V*
Denver	A,N,P,V*	New Britain	V*

# THE RATING SERVICES

Their sample sizes, survey techniques, costs, and the markets they cover.

New Haven	P,V*
New Orleans	A,N,P,V*
New York	A,N,P,V
Norfolk	A,P,V*
Oklahoma City	A,P,V*
Omaha	A,P,V*
Parkersburg-Marietta	P*
Peoria	A,P
Philadelphia	A,N,P,V
Phoenix	A,P,V*
Pittsburgh	A,N,P,V
Portland, Ore.	A,N,P,V*
Providence	A,N,P,V*
Quincy-Hannibal	P*
Raleigh	P*
Reading	V*
Richmond	A,P,V*
Roanoke	P*,V*
Rochester	A,P,V*
Rockford	P*
Sacramento	A
St. Louis	A,N,P,V
Salt Lake City	A,P,V*
San Antonio	A,P,V
San Diego	A,N,P,V*
San Francisco	A,N,P,V
Santa Barbara-San Luis Obispo	P
Scranton-Wilkes Barre	A,P
Seattle	N,P
Seattle-Tacoma	A,P,V*
Shreveport	P*
Sioux City	P*
South Bend	V*
Southeast Florida	A
Spokane	A,P,V*
Springfield, Ill.	P*
Steubenville	V*
Steubenville-Wheeling	P
Syracuse	A,P,V*
Tacoma	P
Tempe	P*
Toledo	A,P,V
Tucson	P,V*
Tulsa	A,P,V*
Utica	V*
Waco	P*
Washington	A,N,P,V
Waterloo, Ia.	P*
West Palm Beach	V*
Wheeling	V*
Wichita	A,P
Wichita Falls	P
Wilmington, Del.	A,P,V*
Winston-Salem	A,P
Worcester	P*
Youngstown	A,P
York	P

**American Research Bureau, Inc.**, National Press Bldg., Washington 4 (National 8-0822): James W. Seiler, director. Publishes a monthly TV-NATIONAL REPORT and a varying number of METROPOLITAN AREA REPORTS.

*Sample Size:* 2,200 for National; 300-500 each city; all markets covered, using systematic probability sample including every county within 150 miles of TV signal. Results projectable to entire U. S. television viewing audience.

*Technique:* Diary measurement; covers entire telecast day, during the first seven days of each month (second week of month is used when holiday falls in first). Service published in last week of month surveyed. Supplementary service issued for second week of month, covering alternate week shows. Separate, single-performance ratings supplied for multi-weekly shows. Audience composition reported by individual program monthly.

*Cost:* For national report: (1) networks, \$900 monthly; (2) agencies, \$175 for those with fewer than three network shows; \$250 for those with three to seven network shows; \$400 for those with seven to fifteen network shows; \$500 for those with more than fifteen network shows. For package including 70 individual metropolitan area reports, \$450 to agencies; station and network rates on request.

West Coast office located at 234 S. Garfield, Monterey Park, Calif., and New York office at 551 5th Ave. ARB also handles various special assignments.

## RACKET SQUAD



RENEWED BY



NINE OUT OF TEN



SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder... look at the ratings and share-of-audience (ARB, Dec. '54):

Columbus	17.7	47.3% share
Dayton	20.0	59.5% share
Seattle	21.5	31.6% share

First-run markets are still available, too. But act fast!

## RACKET SQUAD

Produced by Hal Roach, Jr.

BIG-TIME TV WITH  
A LOW-BUDGET  
PRICE TAG

ABC FILM  
SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

**A. C. Nielsen Co.**, 2101 Howard St., Chicago 45 (HOLlycourt 5-4400): A. C. Nielsen, president. Publishes the national **NIELSEN TELEVISION INDEX** bi-weekly and a varying number of **NIELSEN STATION INDEXES** each month.

*Sample Size:* 700-plus (grows with set ownership); all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U. S. television viewing audience.

*Technique:* Automatic, electronic "Audimeter" measurement; covers entire telecast day, with all four weeks of each month surveyed. Two separate reports, covering first and second two-week periods, respectively, issued for each month. Report published three weeks after last day of individual period surveyed. Two or more performances of same show within two-week period are averaged to get show's rating.

*Cost:* Varies.

Audience characteristics reported, by individual program, every two months.

Additional services include audience analysis data; separate week ratings; simultaneous ratings; cost-per-thousands; cumulative audiences; market divisions; minute-by-minute audiences; average audiences; number of telecasts received; frequency and duration of viewing; nine-city multi-network area ratings, etc.

Nielsen also publishes, as its local area measurement service, the **NIELSEN STATION INDEX**. Frequency of reports varies from 2 to 12 times yearly.

*Sample Size:* Varies with size of market. Area covered is entire TV reception area. Probability sample.

*Technique:* Audimeter, supplemented by homes with diaries known as "Audilogs." For verification and quality control, Audilog homes have Recordimeters, electro-mechanical devices to record total usage and serve as reminders. Each report represents average of eight measured weeks. Measured period is 6 a.m. to 12 midnight, by quarter-hours.

Data in reports includes: homes using TV; per-broadcast audience (Nielsen Rating); four-week cumulative audience; frequency of viewing; share; viewers per home; audience composition by men, women, teen-agers, and children.

*Cost:* Varies.

Special analyses also available.

**The Pulse, Inc.**, 15 W. 46th St., New York 36 (JUdson 6-3316): Dr. Sydney Roslow, director. Publishes a U. S. **TELEPULSE** and a varying number of **METROPOLITAN-AREA TELEPULSES** monthly.

*Sample Size:* (1) In one-station markets, 100 per ¼ hour daily; (2) in multi-station markets, 250 minimum up to 1,000 per ¼ hour daily. More than 100 markets surveyed annually. U. S. TelePulse projectable to total U. S. television. Sample minimum: 117,000 personal interviews monthly; includes urban and rural.

*Technique:* Personal interview, roster recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except for holiday weeks when second week of month is used.

Metropolitan Area TelePulses, issued during first week of month following survey, rate single performances of multi-week shows. Report shows audience composition by hourly periods.

*Costs:* Varying.

Additional services include audience composition analysis, audience flow, supplementary questions.

**Trendex, Inc.**, 347 Madison Ave., New York 17 (MUrray Hill 4-4328): E. G. Hynes, Jr., president; R. B. Rogers, executive vice-president. Publishes **TV Program Popularity Report** monthly.

*Sample Size:* Approximately 750 homes per ½-1 hour program. Fifteen cities with three or more stations are covered in this popularity report, using random telephone calls within non-toll areas of each city. Results are projectable to all TV telephone homes in the 15 cities.

*Technique:* Telephone coincidental measurement covers telecasts from 8 a.m. to 11 p.m. and survey is conducted during the first seven days of each month. Second week of each month is surveyed for alternate week shows. Reports issued on 15th of month surveyed, giving separate data for each performance of multi-weekly shows. Trendex also publishes, three times yearly, an Audience Composition Index and a Sponsor Identification Index.

*Cost:* \$75 a month per show telecast by agency or advertiser, with a maximum of \$450; \$30 a month

for advertisers or agencies without TV shows.

Additional services include special projects on broad, flexible basis, permitting studies of individual programs with reports available within 24 hours of telecast.

**Videodex, Inc.**, 342 Madison Ave., New York 17 (MUrray Hill 7-8837): Allan Jay, president. Publishes a **NATIONAL TELEVISION RATING REPORT**, **INDIVIDUAL CITY VIDEODEXES**, and a **MULTI-CITY VIDEODEX** monthly.

*Sample Size:* National report: 9,200; all markets covered, using probability sample based on television-receiver warranty cards supplied by manufacturers and/or distributors. Covers full telecasting area of each market and is projectable to entire U. S. television viewing audience.

*Technique:* Diary measurement; covers entire telecasting day, with the first seven days of each month measured. Earliest first seven days of month not subject to holiday bias used when necessary.

Videodex publishes at the end of the third week of month measured and gives separate single performance ratings for multi-weekly shows. Audience composition reported by program monthly.

*Cost:* Varies.

The national report covers all active TV markets and reports all sustaining and commercial telecasts. A special section is devoted to multiple-market syndicated film programs produced compositely.

Additional services include: Individual City Videodex (27 cities), published monthly; Multi-City Videodex, covering individual network programs in 25 cities. Quarterly reports are published for 70 additional cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as a whole, plus special tabulations including cumulative audience characteristics data from IBM cards.

A time-period audience composition, time-zone sets-in-use and audience composition, and a station line-up report are also produced, reflecting the confirmed clearances from corrected program logs, market by market.

A quarterly service is available on UHF conversion and penetration in all VHF-UHF markets throughout the U.S.

"THE SERVICE WITH THE MOST SUBSCRIBERS"



JUdson 6-3316

*Let us tell you why*

SYDNEY ROSLOW

THE PULSE  
Incorporated

15 West 46th Street  
New York, N. Y.

# Southern arithmetic:

750<sub>KC</sub> + 2<sup>CHANNEL</sup> = 1zillion\*<sub>SET HOMES</sub>

\*That's all there is — there ain't no more!

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

**wsb**

The Voice of the South  
750 KC

**wsb-tv**

The Great AREA station  
of the Southeast  
CHANNEL 2

Represented by Edward Petry & Company — affiliated with The Atlanta Journal and Constitution



# THE TELEVISION MARKETS

Defining the total coverage of  
239 television markets in terms of counties reached, population,  
sales, income—a TELEVISION Magazine exclusive

**B**ASIC to any estimate of set circulation or market data for specific TV areas is the definition of a station's coverage. Since a television station usually covers a much greater area than the ordinary retail market or standard metropolitan county area (see market comparison, p. 79), it is essential for the advertiser to have market data specifically compiled for television coverage.

In the market listings that follow, counties generally have been included in a market if they fall within the extended Grade B contour—0.1 MV/M for channels 2-6; 0.2 MV/M for channels 7-13; 0.5 MV/M for channels 14-83.

However, it is impossible to define coverage in terms of signal contour alone. Evidence of viewing must be taken into account.

For example, Norfolk and Richmond are within signal range of each other. Yet we have not included either city in the coverage of the other. No appreciable cross-viewing has been found by the research services.

On the other hand, the situation of Kalamazoo and Grand Rapids is different. Each has only one station, and the markets are sufficiently close to receive an excellent signal from each other. The incidence of cross-viewing, as reported by the research services, is considerable. Since an advertiser might buy only one city and still reach a substantial audience in the other, our coverage definition

for both markets includes both cities.

An increasingly acute problem is the effect of stations signing on in fringe areas of old markets. In some cases, the new station has rapidly taken over the audience; in others, both the local and the outside station are viewed. Each situation must be studied individually.

There are some other important exceptions to the standard contour measurement. Because of superior signal performance or the willingness of viewers to "pull in" a relatively inferior signal, some stations service areas well beyond their normal contour. Counties beyond the normal contour also have been included where there have been regular set shipments with no other station nearby.

The coverage picture is constantly shifting. New stations and changes in power, antenna, channel, and affiliation by older stations alter conditions almost daily. For this reason, TELEVISION Magazine's Research Department is continuously reexamining markets, studying all available information, and revising its market data accordingly.

The counties listed for each market on the following pages are those covered by the station with the maximum coverage in that market. It must be emphasized that the statistics for each market are based on the coverage of one station only. Figures for other sta-

tions in a market will vary according to channel, power etc.

These definitions of coverage differ considerably from network estimates, which justifiably reduce coverage by eliminating duplicated areas. However, unduplicated coverage does not tell the national-spot or local advertiser how many people he can reach. TELEVISION Magazine's statistics are compiled to provide this information.

The coverage areas listed on the following pages have been set up by compiling and cross-checking all available data—engineering studies, RETMA shipment data, research surveys, and rating reports.

Listed for each TV market are:

- 1) *Population*
- 2) *Families*
- 3) *Retail sales*
- 4) *Effective buying income*
- 5) *Counties in coverage area*

The market statistics are based on *Sales Management's* "Survey of Buying Power" (copyright, 1954, *Sales Management*; further reproduction not licensed).

Just as there is no foolproof method of estimating set circulation, so there is no foolproof method of estimating coverage. Undoubtedly, discrepancies will be uncovered, and questions will arise. The Research Department of TELEVISION Magazine will welcome comments and additional data.

# WE'RE 2<sup>ND</sup> IN EVERYTHING!

- Except:
- Programming
  - Personnel
  - Production
  - Producing Results
  - Personalities
  - Power\*
  - Picture Quality

P.S. Dollar Volume, Too

\*250,000 Watts  
June 1st



# KFDA-TV



Channel 10

Amarillo, Texas

# THE TELEVISION MARKETS

A county-by-county breakdown, showing population, families, retail sales, effective buying income

## ABILENE, Tex.

Population	297,800
Families	90,000
Retail Sales	\$324,029,000
E.B.I.	\$442,108,000

TEXAS: Brown, Callahan, Coke (50%), Coleman, Eastland, Fisher, Haskell, Jones, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor, Throckmorton (50%)

## ADA, Okla.

Population	492,500
Families	144,100
Retail Sales	\$391,102,000
E.B.I.	\$509,675,000

OKLAHOMA: Atoka, Bryan, Carter, Cleveland, Coal, Creek (50%), Garvin, Hughes, Johnston, Lincoln, McClain, McIntosh, Marshall, Murray, Okfuskee, Okmulgee, Pittsburg, Pontotoc, Pottawatomie, Seminole

## ADAMS-PITTSFIELD, Mass.

Population	1,362,800
Families	418,300
Retail Sales	\$1,616,368,000
E.B.I.	\$2,158,453,000

MASSACHUSETTS: Berkshire, Franklin, Hampden (50%), Hampshire;  
CONNECTICUT: Litchfield (50%);  
NEW YORK: Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Washington;  
VERMONT: Bennington, Rutland, Windham

## AKRON, Ohio

Population	914,300
Families	273,600
Retail Sales	\$1,078,715,000
E.B.I.	\$1,552,571,000

OHIO: Medina, Portage, Stark, Summit, Wayne

## ALBANY, Ga.

Population	487,300
Families	125,500
Retail Sales	\$290,412,000
E.B.I.	\$389,410,000

GEORGIA: Baker, Ben Hill, Berrien, Brooks, Calhoun, Clay, Colquitt, Cook, Crisp, Decatur, Dooly, Dougherty, Early, Grady, Irwin, Lee, Macon (50%), Marion (50%), Miller, Mitchell, Quitman, Randolph, Schley, Seminole, Stewart (50%), Sumter, Terrell, Thomas, Tift, Turner, Webster, Wilcox, Worth

## ALBANY-SCHENECTADY-TROY, N. Y.

Population	1,827,200
Families	560,200
Retail Sales	\$2,157,583,000
E.B.I.	\$2,746,826,000

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

MASSACHUSETTS: Berkshire, Franklin, Hampshire;  
NEW HAMPSHIRE: Cheshire, Sullivan;  
VERMONT: Addison, Bennington, Rutland, Windham, Windsor

## ALBUQUERQUE, N. M.

Population	432,300
Families	111,100
Retail Sales	\$347,905,000
E.B.I.	\$540,761,000

NEW MEXICO: Bernalillo, Catron, Guadalupe, Lincoln, Los Alamos, McKinley, Mora, R. o Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taos, Tarrant, Valencia

## ALEXANDRIA, La.

Population	407,200
Families	109,200
Retail Sales	\$237,753,000
E.B.I.	\$351,225,000

LOUISIANA: Allen, Avoyelles, Caldwell, Catahoula, Concordia, Evangeline, LaSalle, Natchitoches, Pointe Coupee (50%), Rapides, St. Landry, Vernon, Winn

## ALLENTOWN—See Bethlehem

## ALTOONA, Pa.

Population	1,874,200
Families	499,100
Retail Sales	\$1,712,518,000
E.B.I.	\$2,387,702,000

PENNSYLVANIA: Adams (33%), Armstrong, Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Cumberland (50%), Elk, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, Mifflin, Perry, Potter (25%), Snyder, Somerset, Union, Westmoreland (50%);  
MARYLAND: Allegany, Washington;  
WEST VIRGINIA: Berkeley, Morgan

## AMARILLO, Tex.

Population	334,000
Families	99,600
Retail Sales	\$442,741,000
E.B.I.	\$602,776,000

TEXAS: Armstrong, Briscoe, Carson, Castro, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Moore, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler;  
NEW MEXICO: Curry, Quay

## AMES, Iowa

Population	830,900
Families	265,800
Retail Sales	\$975,253,000
E.B.I.	\$1,305,425,000

IOWA: Adair, Audubon (50%), Boone, Butler, Calhoun, Carroll, Clarke, Dallas, Franklin, Greene, Grundy, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Lucas, Madison, Mahaska,

# KRBC-TV

ABILENE, TEXAS

A strong single station in  
a rapidly expanding market

## A "TEXAS TALL"

ANTENNA

(772 feet above average terrain)

(1038 feet above downtown

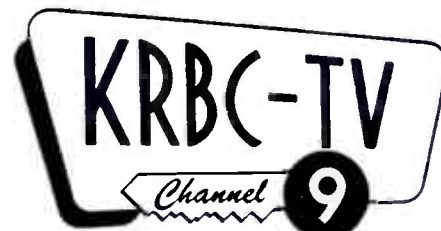
Abilene)

## A "TEXAS SIZE"

STUDIO (60'x60')

(3600 square feet of floor space)

NBC - ABC - DuM - CBS



ABILENE

Serving the populous heart  
of Central West Texas

National Rep.—John E. Pearson Television Inc.

•

**ANDERSON . . .**  
**ATLANTA . . .**  
**BANGOR . . .**

**EVERY MONTH  
 FOR EVERY MARKET,  
 UPDATED  
 CIRCULATION  
 ESTIMATES,  
 INDEPENDENTLY  
 COMPILED**

**A**

**TELEVISION  
 MAGAZINE**

**EXCLUSIVE**

Enter your subscription now  
 and be sure of receiving this  
 essential time-buying aid  
 every month

**FOR  
 AN ENTIRELY  
 NEW KIND OF  
 SHOWMANSHIP**



NEW YORK • CINCINNATI • HOLLYWOOD

**SEE  
 PAGES  
 17-20**

Marion, Marshall, Monroe, Pocahontas (50%),  
 Polk, Poweshiek, Story, Tama, Union, Warren,  
 Webster, Wright

**ANDERSON, S. C.**

Population	396,000
Families	105,700
Retail Sales	\$305,208,000
E.B.I.	\$462,183,000

SOUTH CAROLINA: Abbeville (50%),  
 Anderson, Greenville (75%), Greenwood (50%),  
 Laurens (25%), Oconee, Pickens;  
 GEORGIA: Elbert, Franklin (50%), Hart,  
 Stephens (50%)

**ANN ARBOR, Mich.**

Population	369,000
Families	104,800
Retail Sales	\$407,273,000
E.B.I.	\$641,174,000

MICHIGAN: Jackson (10%), Lenawee (75%),  
 Livingston (50%), Monroe (25%),  
 Oakland (25%), Washtenaw

**ASBURY PARK, N. J.**

Population	339,100
Families	121,400
Retail Sales	\$504,051,000
E.B.I.	\$645,410,000

NEW JERSEY: Middlesex (25%), Monmouth,  
 Ocean

**ASHEVILLE, N. C.**

Population	2,313,700
Families	592,700
Retail Sales	\$1,596,751,000
E.B.I.	\$2,358,573,000

NORTH CAROLINA: Alexander (50%), Avery,  
 Buncombe, Burke, Caldwell, Catawba,  
 Cherokee, Clay, Cleveland, Gaston, Graham,  
 Haywood, Henderson, Jackson, McDowell,  
 Macon, Madison, Mitchell, Polk, Rutherford,  
 Swain, Transylvania, Watauga, Wilkes (50%),  
 Yancey;  
 GEORGIA: Banks, Elbert (50%), Franklin,  
 Habersham, Hart, Lumpkin (50%), Rabun,  
 Stephens, Towns, Union, White;  
 SOUTH CAROLINA: Abbeville, Anderson,  
 Cherokee, Chester (50%), Greenville,  
 Greenwood (50%), Laurens, Newberry (50%),  
 Oconee, Pickens, Spartanburg, Union,  
 York (50%);  
 TENNESSEE: Blount, Carter, Claiborne (50%),  
 Cocke, Grainger, Greene, Hamblen, Hancock,  
 Hawkins, Jefferson, Johnson, Monroe, Sevier,  
 Sullivan, Unicoi, Washington;  
 VIRGINIA: Lee, Scott, Washington

**ASHTABULA, Ohio**

Population	305,400
Families	91,700
Retail Sales	\$344,037,000
E.B.I.	\$504,407,000

OHIO: Ashtabula, Geauga (50%), Lake,  
 Trumbull (25%);  
 PENNSYLVANIA: Crawford (25%), Erie (25%)

**ATLANTA: Ga.**

Population	2,899,500
Families	781,000
Retail Sales	\$2,350,154,000
E.B.I.	\$3,401,727,000

GEORGIA: Baldwin, Banks, Barrow, Bartow,  
 Bibb, Bleckley, Butts, Carroll, Catoosa,  
 Chattahoochee, Chattooga, Cherokee, Clarke,  
 Clayton, Cobb, Coweta, Crawford, Dade,  
 Dawson, De Kalb, Dooley, Douglas, Elbert,  
 Fannin, Fayette, Floyd, Forsyth, Franklin,  
 Fulton, Gilmer, Gordon, Greene, Gwinnett,  
 Habersham, Hall, Hancock, Haralson, Harris,  
 Hart, Heard, Henry, Houston, Jackson, Jasper,

Jones, Lamar, Lumpkin, Macon, Madison,  
 Marion, Meriwether, Monroe, Morgan, Murray,  
 Muskogee, Oconee, Oglethorpe, Paulding,  
 Peach, Pickens, Pike, Polk, Pulaski, Putnam,  
 Rabun, Rockdale, Schley, Spaulding, Stephens,  
 Talbot, Taliaferro, Taylor, Towns, Troup,  
 Twiggs, Union, Upson, Walker, Walton, White,  
 Whitfield, Wilkes, Wilkinson;  
 ALABAMA: Calhoun, Chambers, Cherokee,  
 Cleburne, Lee, Randolph, Russell;  
 NORTH CAROLINA: Cherokee, Clay, Macon;  
 TENNESSEE: Bradley, Hamilton, McMinn,  
 Meigs, Monroe, Polk, Rhea

**AUGUSTA, Ga.**

Population	818,600
Families	209,200
Retail Sales	\$472,606,000
E.B.I.	\$723,807,000

GEORGIA: Bullock, Burke, Candler, Columbia,  
 Effingham, Elbert, Emanuel, Glascock, Greene,  
 Hancock, Jefferson, Jenkins, Johnson, Lincoln,  
 McDuffie, Oglethorpe, Richmond, Screven,  
 Taliaferro, Warren, Washington, Wilkes;  
 SOUTH CAROLINA: Abbeville, Aiken,  
 Allendale, Bamberg, Barnwell, Calhoun (50%),  
 Colleton (50%), Edgefield, Greenwood,  
 Hampton, Laurens (25%), Lexington (25%),  
 McCormick, Newberry, Orangeburg, Saluda

**AUSTIN, Minn.**

Population	464,100
Families	136,700
Retail Sales	\$537,754,000
E.B.I.	\$642,000,000

MINNESOTA: Blue Earth, Dodge, Faribault,  
 Fillmore, Freeborn, Goodhue (50%), Mower,  
 Olmstead, Rice (50%), Steele, Waseca;  
 IOWA: Cerro Gordo, Chickasaw, Floyd,  
 Hancock, Howard, Mitchell, Winnebago,  
 Winneshiek (50%), Worth

**AUSTIN, Tex.**

Population	597,300
Families	166,500
Retail Sales	\$557,337,000
E.B.I.	\$737,357,000

TEXAS: Bastrop, Bell, Blanco, Burleson,  
 Burnet, Caldwell, Comal, Coryell, Fayette,  
 Gillespie, Gonzales, Guadalupe, Hays, Kendall,  
 Lampasas, Lpvaca, Lee, Llano, Milam,  
 Robertson, Travis, Washington, Williamson

**BAKERSFIELD, Cal.**

Population	545,800
Families	165,500
Retail Sales	\$625,882,000
E.B.I.	\$849,992,000

CALIFORNIA: Fresno (25%), Kern, Kings,  
 Tulare

**BALTIMORE, Md.**

Population	2,794,700
Families	798,400
Retail Sales	\$2,846,359,000
E.B.I.	\$4,307,759,000

MARYLAND: Anne Arundel, Baltimore,  
 Caroline, Carroll, Cecil, Dorchester, Frederick,  
 Harford, Howard, Kent, Montgomery,  
 Prince Georges, Queen Annes, Somerset, Talbot,  
 Washington, Wicomico, Worcester;  
 DELAWARE: Kent, Sussex;  
 PENNSYLVANIA: Adams, York

**BANGOR, Maine**

Population	359,000
Families	104,800
Retail Sales	\$348,204,000
E.B.I.	\$443,398,000

MAINE: Hancock, Kennebec, Knox, Lincoln,  
 Penobscot, Piscataquis, Somerset (50%),  
 Waldo, Washington

**AN EXPERT SHOW...**  
because all the stars are experts

# "THE HOMEMAKERS"

Each personality on "The Homemakers" is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:00 PM . . . what housewife isn't ready to relax at this hour? It's lunch time . . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the Women's Magazine of the Air, "The Homemakers" combine all the factors usually found in several different magazines. It's a 30 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, "The Homemakers" is backed by merchandising to help food brokers, appliance distributors and sales representatives.



**MARY LANDIS**  
*Cooking Expert*

This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.



**MOLLIE MARTIN**  
*Homemaking Expert*

Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.



**BOB JONES**  
*Expert Announcer*

Bob adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

NBC AFFILIATE • TELEVISION BALTIMORE

Nationally Represented by  
EDWARD PETRY & CO.

# WBAL-TV

# BATON ROUGE'S ONLY TV STATION IS 100% UHF!

For two years, WAFB-TV has been the only TV station in this rich petro-chemical market, with programs from NBC, ABC, CBS and Dumont

200,000 WATTS POWER

COVERAGE AREA IN  
SOUTHERN LOUISIANA  
815,000 PEOPLE!



BATON ROUGE, LA.

Contact our Reps:

ADAM J. YOUNG, JR., INC.  
National Representative

TOM E. GIBBENS  
Vice President  
& General Manager

— Within the Roanoke TV market, there's more than eight times as much income as within the Roanoke metropolitan area.

— Oklahoma City TV stations reach more than one billion dollars in E. B. I. outside their home county.

— The Fargo TV market, in terms of households, is ten times as big as Fargo alone.

— Memphis' full coverage area adds more than one billion dollars to the metropolitan area retail sales total.

Television markets are different. There's no correlation between standard metropolitan area and television coverage. That's why—twice a year—TELEVISION Magazine publishes its exclusive coverage definitions and market data. This August, in the Market Book, coverage and market data will again be shown for each TV market, along with current county by county circulation estimates.

FOR TV's HOTTEST  
NEW SHOW . . .



NEW YORK • CINCINNATI • HOLLYWOOD

SEE PAGES 17-20

Don't  
be  
low  
man  
on  
the  
totem  
pole  
for  
pass-  
along  
office  
copies  
of

The Annual Data Book

There's still time to get your  
own personal subscription to  
TELEVISION Magazine and  
have it start with the Data  
Book Issue!

TELEVISION Magazine  
600 Madison Avenue  
New York 22, N. Y.

**BATON ROUGE, La.**

Population	663,800
Families	173,500
Retail Sales	\$449,883,000
E.B.I.	\$715,474,000

LOUISIANA: Ascension, Assumption, East Baton Rouge, East Feliciana, Iberia, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, St. John the Baptist, St. Landry, St. Martin, St. Mary, Tangipahoa, West Baton Rouge, West Feliciana;  
MISSISSIPPI: Amite, Wilkinson

**BAY CITY-SAGINAW, Mich.**

Population	988,300
Families	288,300
Retail Sales	\$1,112,120,000
E.B.I.	\$1,400,834,000

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

**BEAUMONT, Tex.**

Population	524,400
Families	150,200
Retail Sales	\$526,691,000
E.B.I.	\$771,465,000

TEXAS: Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk, San Jacinto, Tyler;  
LOUISIANA: Beauregard, Calcasieu, Cameron

**BELLINGHAM, Washington**

Population	269,900
Families	90,200

# LATE BULLETIN

PULSE proves WNEM-TV dominant in Northeastern Michigan billion dollar income market, containing cities of SAGINAW, BAY CITY, FLINT, and MIDLAND. Official Pulse reports just missed this publication deadline. Watch next month's issue for complete details!

By the time this publication appears, the information will be available. For the complete story call collect HEADLEY-REED in NEW YORK or CHICAGO; MICHIGAN SPOT SALES in DETROIT or WNEM-TV directly.

FULL POWER  
**289,793 SETS**  
NBC - DUMONT



JAMES GERITY, Jr., President  
HARRY E. TRAVIS, General Manager

# WBRZ

CHANNEL 2

## ON THE AIR IN APRIL

TELEVISION Magazine doesn't report the number of VHF sets in our area in this issue, but based on their advance data, WBRZ estimates that we'll cover 145,000 to 150,000 sets by the time we hit the air. Compare this with other coverage of the Baton Rouge area. Compare the rates. You'll see WBRZ is your most economical buy.

MARKET DATA \*

WBRZ'S Grade "B" Coverage Area

Population	860,900
Families	226,100
Area (square miles)	14,187.47
Retail sales	\$580,937,000
Food sales	\$129,460,000
General merchandise sales	\$72,014,000
Furniture, household, radio sales	\$34,003,000
Automotive sales	\$122,571,000
Drug sales	\$16,371,000

\*Source: Sales Management's Survey of Buying Power, 1954

CHANNEL 2

100,000 watts  
1,000 ft. tower  
150,000 sets (estimated)

# WBRZ

B A T O N R O U G E,  
L O U I S I A N A

this



dominates the nation's

43rd

### Television Market

Thirty of the nation's top fifty television markets are served by two or more VHF stations. WNBF-TV gives advertisers the one and only VHF station serving 312,160 television homes<sup>1</sup> in Southern New York and Northeastern Pennsylvania.

Join the list of 102 national spot advertisers<sup>2</sup> now using WNBF-TV and get *maximum set coverage* for every dollar expended.

WNBF-TV's *full power at 1200 feet* spells coverage with with a capital "V".

Get all the facts about THE WNBF-TV MARKET from your nearest Bolling Company office.

<sup>1</sup> Television Magazine—January, 1955  
<sup>2</sup> Rorabaugh Report—4th Quarter, '54

# WNBF-TV CH. 12

BINGHAMTON, NEW YORK

Retail Sales \$213,351,000  
E B I \$403,027,000

WASHINGTON Clallam, Island, San Juan, Skagit, Snohomish, Whatcom

#### BETHELEHEM-ALLENTOWN-EASTON, Pa.

Population 855,200  
Families 252,200  
Retail Sales \$938,305,000  
E B I \$1,394,764,000

PENNSYLVANIA Bucks, Carbon (75%), Lehigh, Monroe (75%), Northampton,  
NEW JERSEY Hunterdon, Morris (50%), Warren

#### BILLINGS, Mont.

Population 103,000  
Families 33,800  
Retail Sales \$123,554,000  
E.B.I. \$166,990,000

MONTANA: Big Horn, Carbon, Golden Valley, Musselshell, Stillwater, Sweetgrass, Treasure, Wheatland, Yellowstone

#### BINGHAMTON, N. Y.

Population 1,571,500  
Families 466,600  
Retail Sales \$1,661,901,000  
E.B.I. \$2,166,026,000

NEW YORK: Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Sullivan, Tioga, Tompkins;  
PENNSYLVANIA: Bradford, Columbia, Lackawanna, Luzerne, Lycoming, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

#### BIRMINGHAM, Ala.

Population 2,099,900  
Families 559,200  
Retail Sales \$1,498,998,000  
E.B.I. \$2,130,015,000

ALABAMA: Autauga, Bibb, Blount, Calhoun, Chambers, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, Dallas, De Kalb, Elmore, Etowah, Fayette, Franklin, Greene, Hale, Jackson, Jefferson, Lamar, Lauderdale, Lawrence, Lee, Limestone, Madison, Marion, Marshall, Morgan, Perry, Pickens, Randolph, Saint Clair, Shelby, Talladega, Tallapoosa, Tuscaloosa, Walker, Winston;  
MISSISSIPPI: Itawamba

#### BISMARCK, N. D.

Population 120,100  
Families 30,800  
Retail Sales \$131,508,000  
E.B.I. \$155,504,000

NORTH DAKOTA: Burleigh, Emmons, Grant, Kidder, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Sheridan, Sioux

#### BLOOMINGTON, Ill.

Population 272,300  
Families 84,400  
Retail Sales \$290,120,000  
E.B.I. \$433,100,000

ILLINOIS: De Witt, Livingston, Logan, McLean, Piatt (25%), Tazewell, Woodford

#### BLOOMINGTON, Ind.

Population 1,979,200  
Families 626,800  
Retail Sales \$2,200,031,000  
E.B.I. \$3,115,938,000

INDIANA: Bartholomew, Boone, Brown, Carroll, Clay, Clinton, Crawford, Daviess, Decatur, DuBois, Fountain, Greene, Hamilton, Hancock, Hendricks, Howard, Jackson, Jennings, Johnson, Knox, Lawrence, Madison,

# DRAMA!

 WITH A  
FRESH NEW APPROACH!

NEW YORK • CINCINNATI • HOLLYWOOD

## SEE PAGES 17-20

*Binghamton's full coverage area contains almost eight times the number of families that are in the Binghamton metropolitan area . . . In addition to the \$5 billion income of the city proper, the Boston TV market includes another \$2.7 billion E.B.I.—as much as the total of many major markets . . . For other revealing comparisons between standard metropolitan areas and television markets, see page 79 of this issue.*



Marion, Martin, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Pike, Putnam, Rush, Scott, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Warren, Washington;  
ILLINOIS: Clark, Crawford, Edgar, Lawrence, Vermilion

**BOISE-MERIDIAN, Idaho**

Population	280,400
Families	86,000
Retail Sales	\$330,834,000
E.B.I.	\$387,068,000

IDAHO: Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Gooding, Owyhee, Payette, Twin Falls, Washington;  
OREGON: Baker, Malheur

**BOSTON, Mass.**

Population	4,836,800
Families	1,431,200
Retail Sales	\$5,357,188,000
E.B.I.	\$7,754,080,000

MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;  
MAINE: Cumberland, York;  
NEW HAMPSHIRE: Cheshire, Hillsborough, Merrimack, Rockingham, Strafford

**BRIDGEPORT, Conn.**

Population	1,458,400
Families	427,600
Retail Sales	\$1,858,657,000
E.B.I.	\$2,801,512,000

CONNECTICUT: Fairfield, New Haven;  
NEW YORK: Suffolk

**BUFFALO, N. Y.**

Population	1,605,400
Families	483,500
Retail Sales	\$1,931,166,000
E.B.I.	\$2,540,405,000

NEW YORK: Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagara, Orleans, Wyoming;  
PENNSYLVANIA: McKean (50%)

**BURLINGTON-MONTPELIER, Vermont**

Population	550,700
Families	165,100
Retail Sales	\$556,918,000
E.B.I.	\$677,401,000

VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor;  
NEW HAMPSHIRE: Coos, Grafton;  
NEW YORK: Clinton, Essex, Franklin

**BUTTE, Mont.**

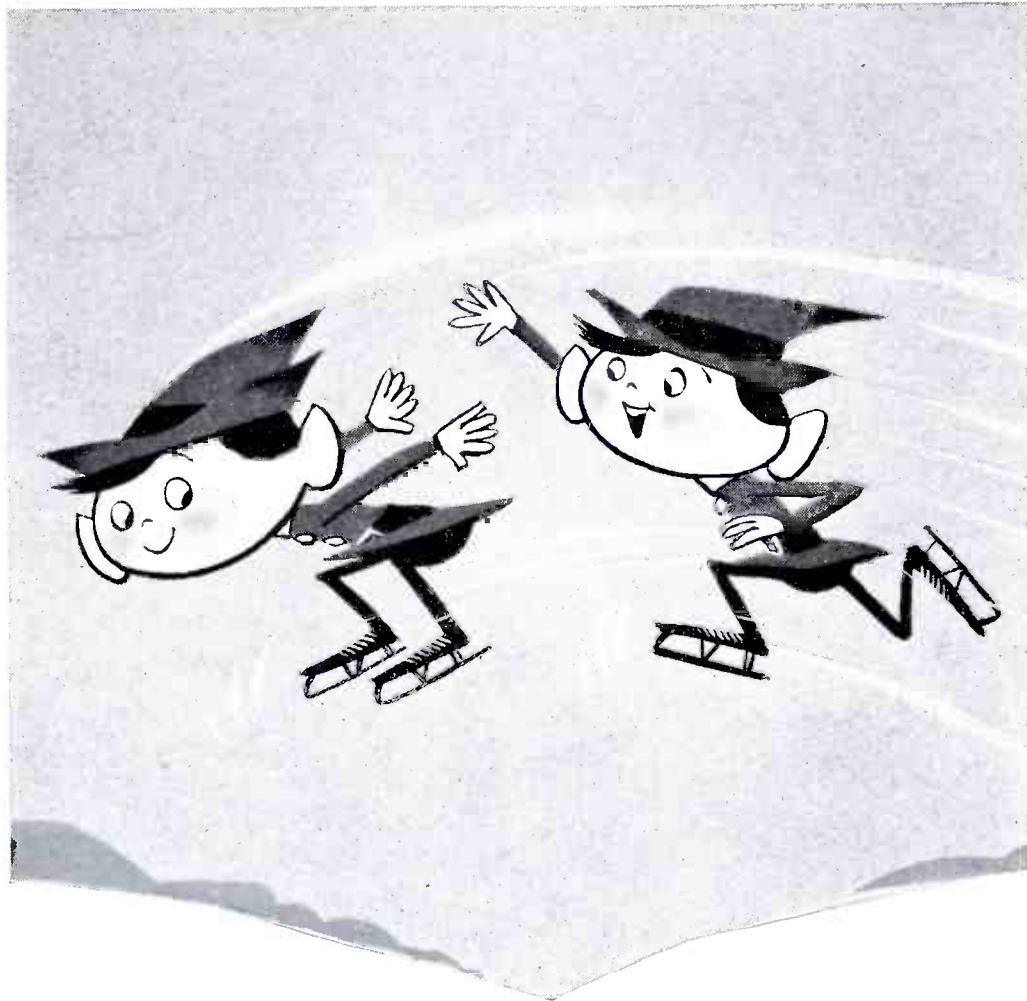
Population	68,300
Families	23,400
Retail Sales	\$70,497,000
E.B.I.	\$116,144,000

MONTANA: Deer Lodge, Silver Bow

**CADILLAC, Mich.**

Population	737,700
Families	223,100
Retail Sales	\$780,168,000
E.B.I.	\$866,563,000

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



**RACING COMPETITION ?**

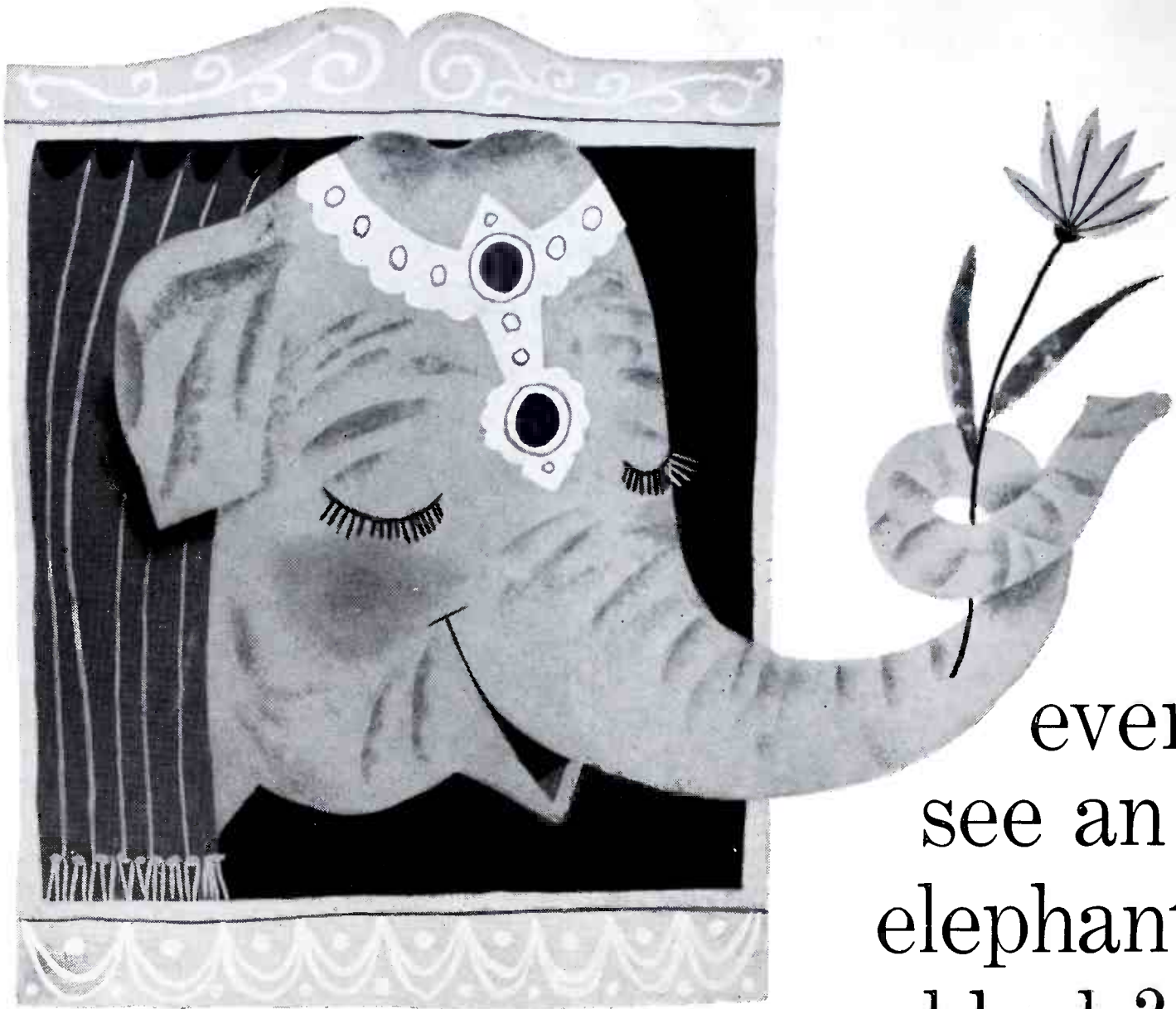
**WGR-TV Buffalo can give your sales a big boost in this market. Consider these facts:**

- Consistently proved to be Buffalo's favorite station. Twelve of the top 15 shows are on WGR-TV. (Pulse)
- Serves over 447,938 TV homes in U. S. plus a bonus of 407,619 in Canada.
- Your advertising completely merchandised to your trade. Ask for details.
- And a friendly station to do business with.

*to get ahead in Buffalo-Niagara you need...*

**WGR-TV**  
**CHANNEL 2 BUFFALO**  
NBC BASIC

**REPRESENTATIVES — Headley-Reed**  
In Canada — Andy McDermott-Toronto



ever  
see an  
elephant  
blush?

From 5:00 to 5:30 weekday afternoons, "Elmer the Elephant" (with his trainer John Conrad) commands the loyal attention of Chicagoland moppets with his program of old-time movies and fun. But popularity is only part of the story.

At WNBQ no one forgets for a moment that

## THE PAY-OFF IS AT THE POINT-OF-SALE

The result is high sponsor-satisfaction and unsolicited posies like this recent one from Mr. Mark Schreiber, President of Mark Schreiber Advertising of Denver, in behalf of Glitter Art coloring sets:

"... the results we have achieved this year using 'Elmer the Elephant' have been most gratifying. Our large outlets are F. W. Woolworth stores and Walgreen, and we have had excellent sales results with the product in your area, using your station exclusively. It speaks well for the kind of job WNBQ can do..."

Elmer modestly points out that he's ready to do the same job for you. So are other home-grown, top-rated programs in WNBQ's famous "Chicago School" tradition—backed by the most active promotion and merchandising service in town.

To make sure Television pays off for you in Chicago, call your NBC Spot Sales representative, or

**WNBQ** **NBC** TELEVISION  
IN CHICAGO  
a service of   
REPRESENTED BY NBC SPOT SALES

**CAPE GIRARDEAU, Mo.**

Population	863,400
Families	264,800
Retail Sales	\$663,248,000
E.B.I.	\$883,236,000

MISSOURI: Bollinger, Butler, Cape Girardeau, Dunklin (50%), Iron, Madison, Mississippi, New Madrid, Pemiscot (50%), Perry, Ste. Genevieve, St. Francois, Scott, Stoddard, Wayne;

ILLINOIS: Alexander, Franklin, Jackson, Jefferson (50%), Johnson, Massac, Perry, Pope, Pulaski, Randolph, Saline, Union, Williamson; KENTUCKY: Ballard, Carlisle, Fulton, Graves, Hickman, Livingston, McCracken, Marshall (50%)

**CARTHAGE-WATERTOWN, New York**

Population	323,000
Families	95,000
Retail Sales	\$338,981,000
E.B.I.	\$411,451,000

NEW YORK: Herkimer (10%), Hamilton (50%), Jefferson, Lewis, Oneida (10%), Oswego, St. Lawrence

**CEDAR RAPIDS, Iowa**

Population	835,100
Families	256,800
Retail Sales	\$944,441,000
E.B.I.	\$1,244,938,000

IOWA: Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Clayton, Delaware, Dubuque, Fayette, Grundy, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Mahaska, Muscatine, Poweshiek, Tama, Wapello, Washington;

ILLINOIS: Jo Daviess; WISCONSIN: Grant

**CHAMPAIGN, Ill.**

Population	1,394,400
Families	441,300
Retail Sales	\$1,556,358,000
E.B.I.	\$2,149,052,000

ILLINOIS: Champaign, Christian, Clark, Coles, Crawford, Cumberland, De Witt, Douglas, Edgar, Effingham, Ford, Iroquois, Jasper, Livingston, Logan, Macon, McLean, Moultrie, Piatt, Sangamon, Shelby, Tazewell, Vermilion, Woodford;

INDIANA: Benton, Clay, Fountain, Montgomery, Newton, Parke, Putnam, Sullivan, Tippecanoe, Vermillion, Vigo, Warren

**CHARLESTON, S. C.**

Population	687,600
Families	177,500
Retail Sales	\$486,308,000
E.B.I.	\$667,714,000

SOUTH CAROLINA: Allendale (50%), Bamberg, Beaufort, Berkeley, Calhoun (50%), Charleston, Clarendon, Colleton, Dorchester, Georgetown, Hampton, Jasper, Orangeburg, Williamsburg; GEORGIA: Chatham

**CHARLESTON, W. Va.**

Population	1,818,800
Families	477,000
Retail Sales	\$1,299,894,000
E.B.I.	\$2,057,346,000

WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Gilmer, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mason, Mercer, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Randolph, Ritchie, Roane, Upshur, Wayne, Webster, Wirt, Wood, Wyoming;

KENTUCKY: Boyd, Carter, Greenup, Johnson, Lawrence, Martin, Pike (50%); OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Scioto (67%), Vinton (50%), Washington (50%)

**CHARLOTTE, N. C.**

Population	2,777,100
Families	712,500
Retail Sales	\$2,069,898,000
E.B.I.	\$3,083,643,000

NORTH CAROLINA: Alexander, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Iredell, Lincoln, McDowell, Mecklenburg, Mitchell, Montgomery, Moore, Polk, Randolph, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanly, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey; SOUTH CAROLINA: Cherokee, Chester, Chesterfield, Darlington, Dillon, Fairfield, Greenville, Kershaw, Lancaster, Laurens, Lee, Marlboro, Newberry, Pickens, Spartanburg, Union, York

**CHATTANOOGA, Tenn.**

Population	888,500
Families	236,900
Retail Sales	\$640,621,000
E.B.I.	\$849,028,000

TENNESSEE: Bledsoe, Bradley, Coffee, Franklin, Grundy, Hamilton, Lincoln, McMinn, Marion, Meigs, Moore, Polk, Rhea, Sequatchie, Van Buren, Warren, White;

ALABAMA: Cherokee, De Kalb, Jackson; GEORGIA: Catoosa, Chattooga, Dade, Dawson, Fannin, Floyd, Gilmer, Gordon, Lumpkin, Murray, Pickens, Union, Walker, Whitfield; NORTH CAROLINA: Cherokee, Clay, Graham

**CHEYENNE, Wyo.**

Population	117,700
Families	34,600
Retail Sales	\$142,406,000
E.B.I.	\$209,252,000

WYOMING: Albany, Goshen, Laramie, Platte; COLORADO: Larimer (10%), Weld (25%)

**CHICAGO, Ill.**

Population	7,570,400
Families	2,352,700
Retail Sales	\$10,028,275,000
E.B.I.	\$14,908,025,000

ILLINOIS: Boone, Cook, De Kalb, Du Page, Ford, Grundy, Iroquois, Kane, Kendall, Kankakee, Lake, La Salle, Lee, Livingston, McHenry, McLean, Ogle, Vermilion, Will, Winnebago;

INDIANA: Benton, Carroll, Cass, Fulton, Jasper, Kosciusko, Lake, La Porte, Marshall, Newton, Porter, Pulaski, St. Joseph, Starke, White;

MICHIGAN: Berrien, Van Buren; WISCONSIN: Kenosha, Racine, Walworth

**CHICO, Cal.**

Population	366,000
Families	118,800
Retail Sales	\$455,752,000
E.B.I.	\$570,570,000

CALIFORNIA: Butte, Colusa, Glenn, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Sutter, Tehama, Yolo, Yuba

**CINCINNATI, Ohio**

Population	1,728,100
Families	536,200
Retail Sales	\$1,853,477,000
E.B.I.	\$2,693,533,000

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

INDIANA: Dearborn, Decatur, Fayette, Franklin, Jefferson, Jennings, Ohio, Ripley, Switzerland, Union; KENTUCKY: Boone, Bourbon, Bracken, Campbell, Carroll, Gallatin, Grant, Harrison,

## GOING ON TV IN IOWA?

*These facts may  
be helpful.*

WMT-TV, exclusive CBS outlet for Eastern Iowa, signed on in the fall of 1953. Operating on Channel 2 at maximum power from an antenna 670 feet above average terrain, it covers more of Iowa than any other tv station, furnishing primary service to 26 counties whose number of households exceeds 255,000. There are 187,460 families within the area with television sets.

WMT-TV is the home-town station for Cedar Rapids and Waterloo; a recent Telepulse for these metropolitan markets showed the station first in every segment measured, with a larger share-of-audience than all other stations combined. The tv program schedule is carried by 13 daily newspapers in central and Eastern Iowa.

Gross per-farm income in the 26-county service area is above \$11,000—76% above the U. S. average. Eastern Iowa is also the industrial heart of the state, with about half of its income derived from manufacturing.

An active merchandising, promotion and publicity department offers aggressive assistance to advertisers. Specific information available upon request.

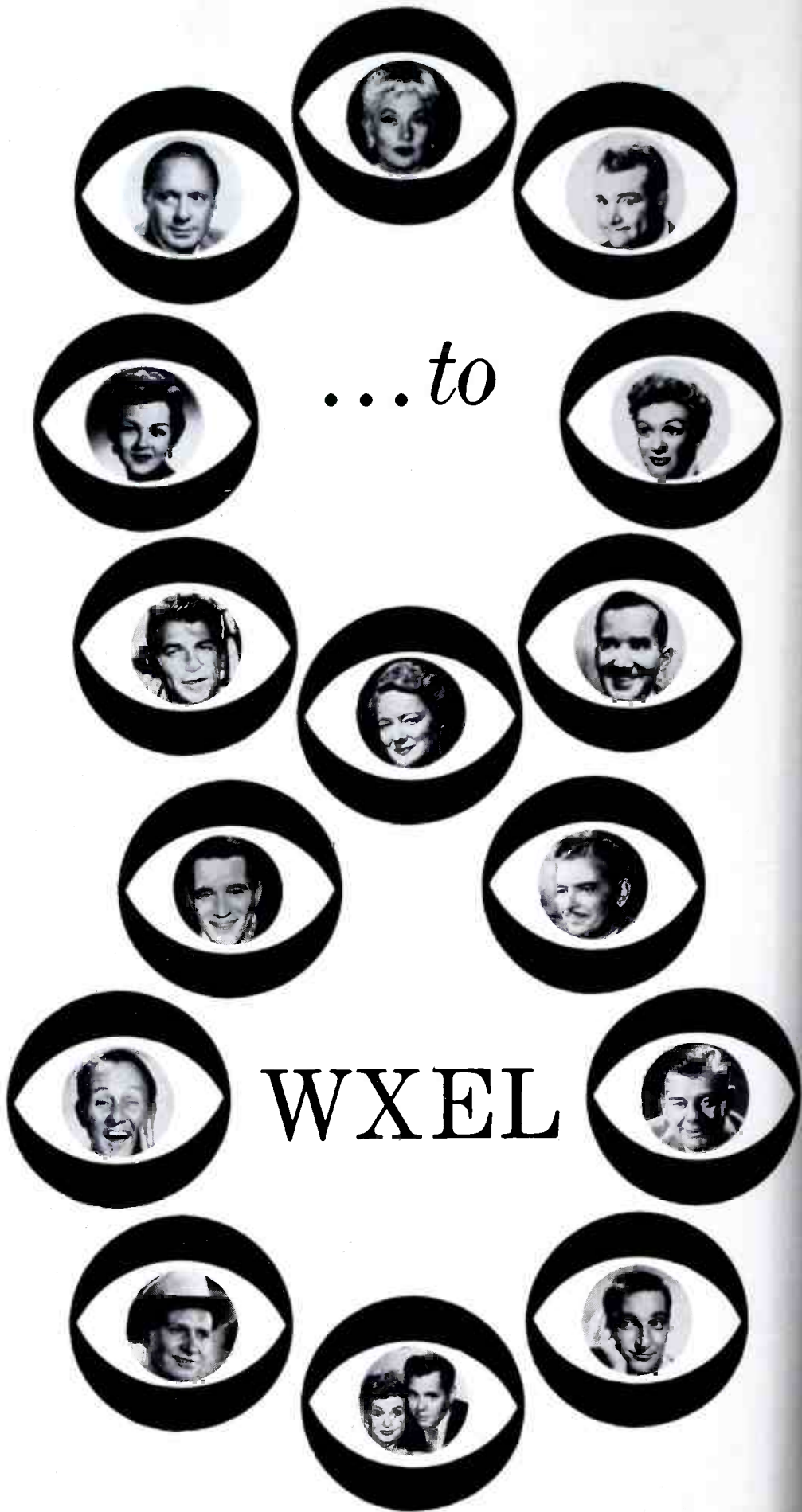
# WMT-TV Channel 2

Mail address: Cedar Rapids

CBS for Eastern Iowa

National Reps: The Katz Agency

*and  
away  
we  
go!*



*...to*

**WXEL**

**WXEL is now operating at maximum power (316,000 watts Effective Radiated Power), assuring more Grade A coverage than any other television station in Cleveland.**

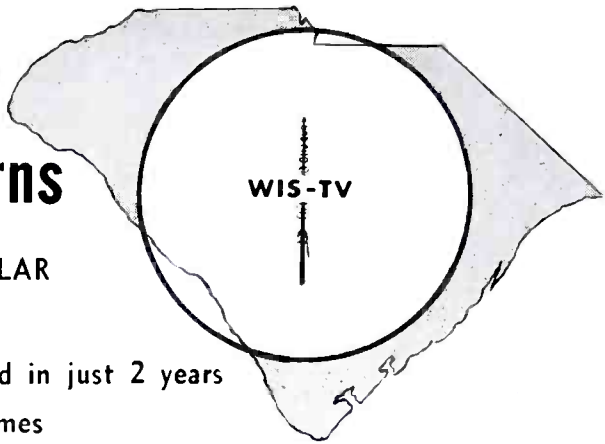
**WXEL's new CBS affiliation, plus its maximum power, plus its aggressive leadership in providing the best in entertainment and public service, make Channel 8 the top position on the dial in more than one million television homes in Northern Ohio.**



**CHANNEL 8**

**N O W B A S I C C B S T E L E V I S I O N I N C L E V E L A N D**

# Centered CAROLINA COVERAGE fits NATURAL distribution patterns



Here's WIS-TV land in a nutshell:\*

POPULATION ..... 1,178,884\*  
Larger than Baltimore

E B I ..... \$1,285,413,000  
Larger than Milwaukee

TOTAL RETAIL SALES ..... 766,977,000  
Greater than Atlanta

TOTAL FOOD SALES ..... 188,718,000  
Greater than Minneapolis

GEN. MDSE. SALES ..... 92,026,000  
Greater than Dayton, Ohio

FURN., H HOLD, RADIO ..... 43,346,000  
Greater than Seattle

AUTOMOTIVE SALES ..... 169,918,000  
Greater than Kansas City

DRUG PRODUCT SALES ..... 22,029,000  
Greater than Cincinnati

TOTAL NUMBER OF FAMILIES ..... 289,600

TOTAL TV SETS ..... 150,964

\*SM Survey of Buying Power, May, 1955

President G. Richard Shaffo  
Managing Director Charles A. Batson

GROWTH IS SPECTACULAR  
IN SOUTH CAROLINA

EBI up 1/4 billion dollars  
(25%) in WIS-TV land in just 2 years

WIS-TV power up 2 1/2 times  
now 269,000 watts

## ONLY WIS-TV covers so much of South Carolina

... Central South Carolina's only VHF station

# WIS-TV

## CHANNEL 10

COLUMBIA, SOUTH CAROLINA



Represented  
nationally  
by Free & Peters

Henry, Kenton, Mason, Nicholas, Owen,  
Pendleton, Robertson, Scott, Trimble

#### CLEVELAND, Ohio

Population 3,996,900  
Families 1,204,000  
Retail Sales \$4,878,347,000  
E.B.I. \$7,202,653,000

OHIO: Ashland, Ashtabula, Carroll,  
Columbiana, Coshocton, Crawford, Cuyahoga,  
Erie, Geauga, Harrison, Holmes, Huron,  
Jefferson (33%), Lake, Lorain, Mahoning,  
Medina, Ottawa, Portage, Richland, Sandusky,  
Seneca, Stark, Summit, Trumbull, Tuscarawas,  
Wayne, Wyandot;

PENNSYLVANIA: Crawford (20%),  
Lawrence (50%), Mercer (50%)

#### COLORADO SPRINGS-PUEBLO, Colo.

Population 320,400  
Families 97,100  
Retail Sales \$317,337,000  
E.B.I. \$427,238,000

COLORADO: Bent, Cheyenne, Crowley, Custer,  
Douglas (50%), Elbert, El Paso, Fremont,  
Huerfano, Kiowa, Kit Carson, Las Animas,  
Lincoln, Otero, Pueblo, Teller

#### COLUMBIA, Mo.

Population 422,700  
Families 133,800  
Retail Sales \$354,209,000  
E.B.I. \$499,870,000

MISSOURI: Audrain, Boone, Callaway,

Chariton, Cole, Cooper, Franklin (25%),  
Gasconade, Howard, Macon, Maries, Miller,  
Moniteau, Monroe, Montgomery, Morgan,  
Osage, Pettis, Pike (25%), Ralls (50%),  
Randoiph, Saline, Shelby (50%), Warren (50%)

#### COLUMBIA, S. C.

Population 710,300  
Families 174,500  
Retail Sales \$472,656,000  
E.B.I. \$674,976,000

SOUTH CAROLINA: Aiken (50%), Bamberg,  
Barnwell, Calhoun, Chester, Clarendon,  
Edgefield, Fairfield, Kershaw, Lancaster,  
Lee, Lexington, Newberry, Orangeburg,  
Richland, Saluda, Sumter, Union

# DRAMA!

WITH A FRESH NEW APPROACH



NEW YORK • CINCINNATI • HOLLYWOOD

## SEE PP. 17-20

"... we have decided that your method for computing circulation should produce the soundest available figures at this time; accordingly we have decided to adopt them as a standard for now."

N. W. AYER & SON, INC.

"... we have been using your circulation figures extensively since they seem to have been compiled with a great deal of effort and care..."

FOOTE, CONE & BELDING

"... your market coverage circulation estimates and the county by county listings have filled a real need for unbiased coverage data on the nation's television markets... thanks for helping us furnish our radio-TV buyers with the facts they need in evaluating today's television market."

KENYON & ECKHARDT, INC.

"... we find your set count essential. We've put your data to use in many projects."

MAXON, INC.

Advertise in the publication that agencies and advertisers depend on for vital television information.

## TELEVISION

The Business Magazine  
of the Industry

Eleventh Year of Publication

# Columbus, Ohio

## is still switching to

# 6

Yes, now you get more when you use

### WTVN-TV

WE'RE BOOMING OUT - with maximum power . . .

Now we offer you 100,000 watts

- TOP AVAILABILITIES
- GREAT PROGRAMMING
- A SIGNAL 5 TIMES STRONGER
- OUTSTANDING PERSONALITIES

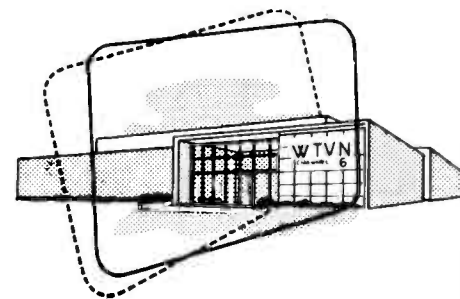
ALL AT LESS COST  
PER THOUSAND . . .

we'll prove it if you'll contact

KATZ AGENCY or

### WTVN-TV

Columbus, Ohio



Owned and Operated by RADIO CINCINNATI

#### COLUMBUS, Ga.

Population	1,134,300
Families	292,400
Retail Sales	\$707,670,000
E.B.I.	\$1,093,766,000

GEORGIA: Baker, Calhoun, Carroll (50%), Chattahoochee, Clay, Coweta, Crawford, Crisp, Dooly, Dougherty, Early, Fayette, Harris, Heard, Lamar, Lee, Macon, Marion, Meriwether, Miller, Monroe (50%), Muskogee, Peach, Pike, Quitman, Randolph, Schley, Spalding, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson, Webster, Worth (50%);

ALABAMA: Barbour, Bullock, Chambers, Clay, Coosa (75%), Dale, Elmore, Henry, Houston, Lee, Macon, Montgomery (50%), Pike, Randolph, Russell, Tallapoosa

#### COLUMBUS, Ohio

Population	1,761,800
Families	531,300
Retail Sales	\$1,884,789,000
E.B.I.	\$2,745,543,000

OHIO: Ashland, Athens, Champaign, Clark, Clinton, Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene, Hardin, Highland, Hocking, Holmes, Jackson, Knox, Licking, Logan, Madison, Marion, Morgan, Morrow, Muskingum, Perry, Pickaway, Pike, Richland, Ross, Union, Vinton, Wyandot

#### CORPUS CHRISTI, Texas

Population	302,100
Families	79,600
Retail Sales	\$291,599,000
E.B.I.	\$438,938,000

TEXAS: Jim Wells, Kleberg, Nueces, San Patricio

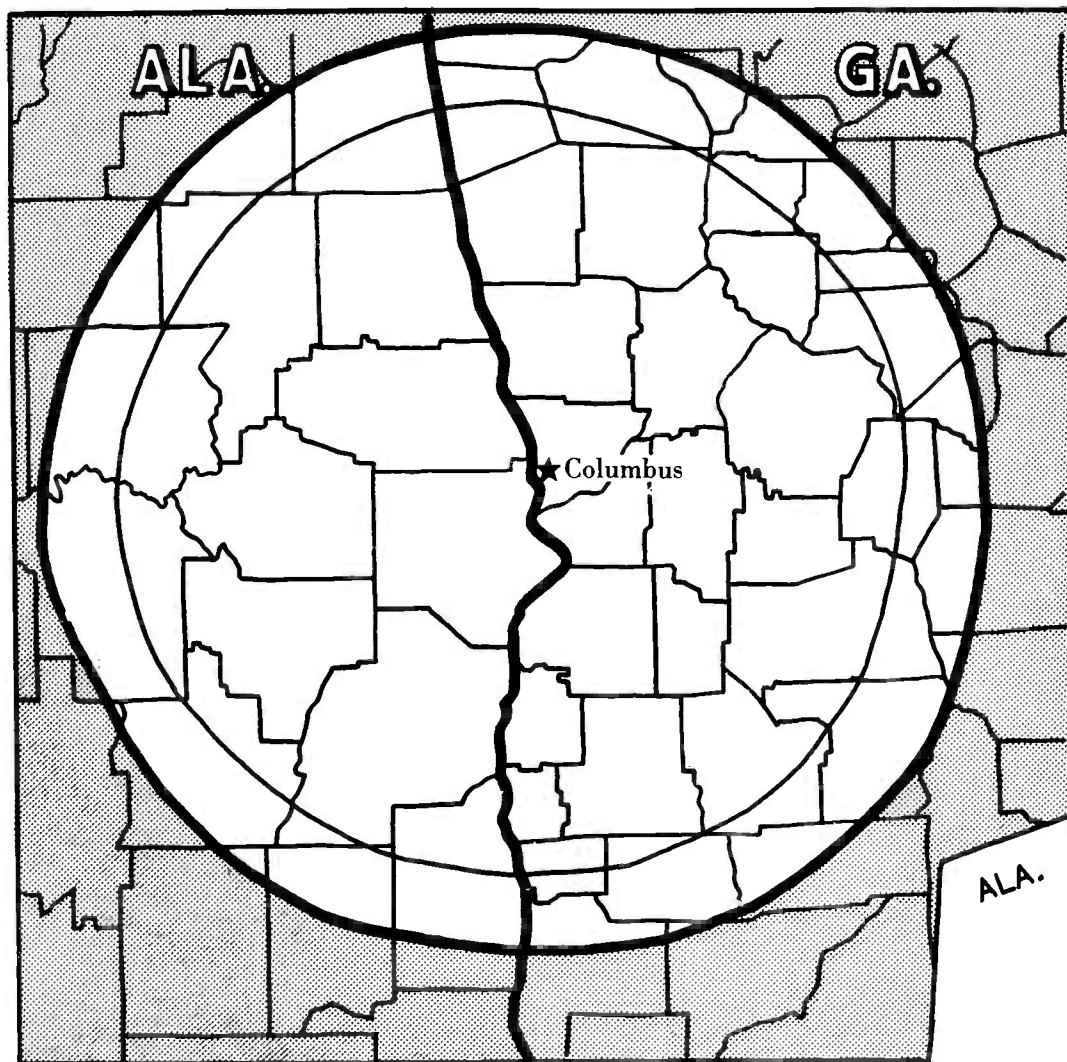
FOR  
AN ENTIRELY  
NEW KIND OF  
SHOWMANSHIP



NEW YORK • CINCINNATI • HOLLYWOOD

SEE  
PAGES  
17-20

# **FULL Power...100 kw! 140,000 TV Homes\***



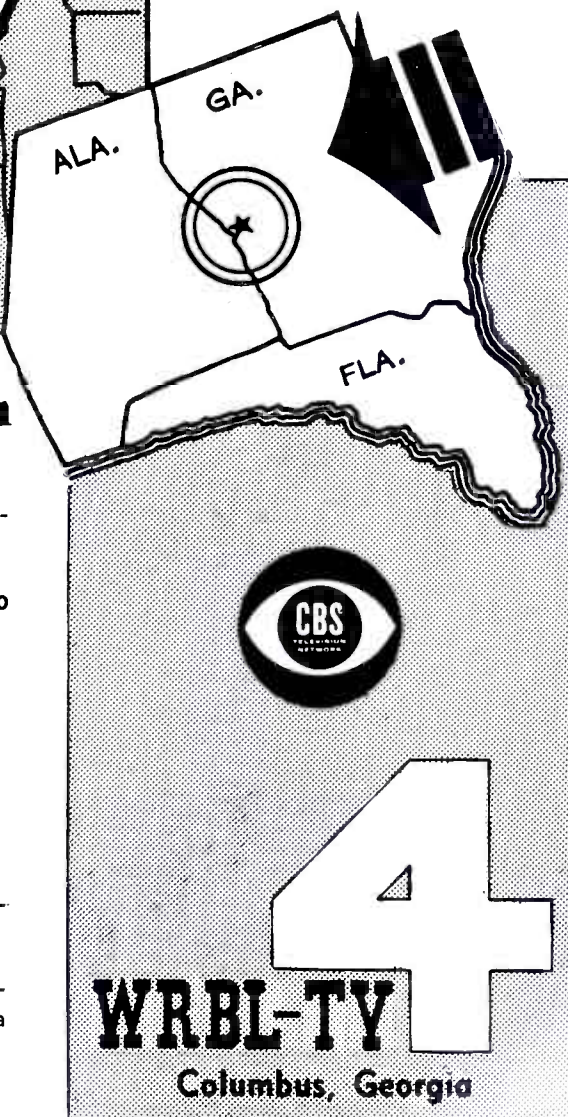
POPULATION  
1,279,960

FAMILIES  
327, 712

MARKET (000)  
\$1,309,363

RETAIL SALES (000)  
\$849,789

TV HOMES  
140,000



## **No Other Channel can Give You**

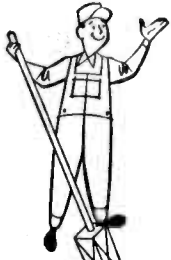
- Complete coverage of this \$1,309,000,000 market in the Chat-tahoochee Valley of Georgia-Alabama.
- Reception by all of the 140,000 plus\* homes in this area so important to successful selling of the South.
- Dominance of Georgia's second largest metropolitan area, Columbus, Georgia.

*For Complete Details  
Call Hollingbery Company*

**\*TV homes are increasing rapidly . . . add 4% for every month af-  
ter March, 1 1955.**

SOURCES: Sales Management—May, 1954; Con-  
sumer Markets—1954; RETMA; Area  
Telepulse—Nov., 1954

Full Power April 1955



# WTVP

CHANNEL 17  
 •  
 DECATUR, ILL.

The most effective, most economical coverage of the billion-dollar Springfield-Decatur area. Your guarantee is WTVP!

Families in WTVP area January 1, 1955 **262,624**  
 Effective buying income (per Sales Management) **\$1,246,268,200**  
 WTVP SET COUNT MARCH 1, 1955 **131,820**

ABC-TV DU MONT THE BOLLING COMPANY

### DALLAS-FT. WORTH, Tex.

Population 2,118,700  
 Families 652,000  
 Retail Sales \$2,494,059,000  
 E.B.I. \$3,334,828,000

TEXAS: Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Limestone, McLennan, Montague, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Van Zandt, Wise;

OKLAHOMA: Bryan, Marshall

### DANVILLE, Ill.

Population 276,700  
 Families 85,500  
 Retail Sales \$300,772,000  
 E.B.I. \$425,259,000

ILLINOIS: Champaign (75%), Douglas (25%), Edgar (50%), Ford (50%), Iroquois (50%), Vermilion;

INDIANA: Benton (50%), Fountain, Parke (50%), Vermillion, Warren

### DAVENPORT, Iowa-ROCK ISLAND, Ill.

Population 1,269,700  
 Families 397,300  
 Retail Sales \$1,524,508,000  
 E.B.I. \$2,024,774,000

IOWA: Cedar, Clinton, Des Moines, Dubuque, Henry, Jackson, Johnson, Jones, Lee, Louisa, Muscatine, Scott, Washington;

ILLINOIS: Bureau, Carroll, Fulton, Hancock, Henderson, Henry, Jo Daviess, Knox, Lee,

McDonough, Mercer, Peoria, Rock Island, Stark, Warren, Whiteside

### DAYTON, Ohio

Population 1,530,600  
 Families 463,600  
 Retail Sales \$1,804,466,000  
 E.B.I. \$2,474,059,000

OHIO: Allen, Auglaize, Brown, Butler, Champaign, Clark, Clinton, Darke, Fayette, Greene, Highland, Logan, Madison, Mercer, Miami, Montgomery, Preble, Shelby, Vanwert, Warren;

INDIANA: Fayette, Franklin, Jay, Randolph, Union, Wayne

### DECATUR, Alabama

Population 265,800  
 Families 70,000  
 Retail Sales \$179,357,000  
 E.B.I. \$230,570,000

ALABAMA: Colbert (50%), Cullman (50%), Lauderdale (50%), Lawrence, Limestone, Madison, Morgan

### DECATUR, Ill.

Population 756,200  
 Families 238,400  
 Retail Sales \$880,367,000  
 E.B.I. \$1,196,366,000

ILLINOIS: Champaign, Christian, Coles, Cumberland, De Witt, Douglas, Effingham (50%), Fayette (50%), Logan, McLean, Macon, Mason (75%), Ménard,

Montgomery, Moultrie, Piatt, Sangamon, Shelby, Tazewell (50%)

### DENVER, Colo.

Population 1,070,500  
 Families 338,900  
 Retail Sales \$1,289,249,000  
 E.B.I. \$1,811,528,000

COLORADO: Adams, Arapahoe, Boulder, Clear Creek, Denver, Douglas, Elbert, El Paso, Gilpin, Grand Jefferson, Lake, Larimer, Logan, Morgan, Phillips, Washington, Weld, Yuma;  
 WYOMING: Laramie

### DES MOINES, Iowa

Population 812,300  
 Families 262,000  
 Retail Sales \$924,721,000  
 E.B.I. \$1,253,387,000

IOWA: Adair, Appanoose, Benton (50%), Boone, Clarke, Dallas, Decatur, Franklin (50%), Greene, Grundy (50%), Guthrie, Hamilton, Hardin, Iowa, Jasper, Keokuk, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Polk, Poweshiek, Story, Tama (50%), Union, Wapello, Warren, Wayne, Webster (50%)

### DETROIT, Mich.

Population 5,316,900  
 Families 1,558,100  
 Retail Sales \$6,844,415,000  
 E.B.I. \$9,589,623,000

MICHIGAN: Bay, Genesee, Hillsdale, Huron,

FOR  
 TV's HOTTEST NEW SHOW



SEE PP. 17-20



# DALLAS - FT. WORTH SUPERMARKET

Effective  
Buying  
Income

OVER  
**\$3 BILLION**  
DOLLARS

RINGING  
UP MORE  
THAN . . .

**26%**

OF ALL TEXAS' RETAIL SALES

Now in the sixth year of helping advertisers ring up new sales records, WFAA-TV blankets this rich 29-county Dallas-Fort Worth supermarket. And *super* it is. For here are packed nearly 2,000,000 people, nearly one-fourth the families of Texas. They spend over two-and-one-third billion dollars, accounting for 26% of all retail sales in the state. To move your products by that ringing cash register, start with Channel 8 in Dallas.



Channel

**8**

**WFAA-TV**

DALLAS

NBC — ABC — DUMONT

274,000 watts Video

137,000 watts Audio

FURNITURE, RADIO,  
TV AND HOUSEHOLD  
SALES Over  
\$104,000,000

FOOD SALES  
Over  
\$475,000,000

GENERAL  
MERCHANDISE  
SALES Over  
\$425,000,000

DRUG SALES  
Over  
\$77,000,000

AUTOMOTIVE SALES  
Nearly  
\$500,000,000

RALPH NIMMONS,  
Station Manager  
EDWARD PETRY & CO.,  
National Representative  
Television Service of  
The Dallas Morning News

00 *Your*  
**BEST  
 BUY** 00

IN  
 NW. PENNSYLVANIA'S  
 \$700 MILLION MARKET

**WSEE**

Channel 35

Erie, Pa.

CBS · ABC · DUMONT

REACH 2½ TIMES  
 THE MARKET AREA\*  
 AND 66% OF THE SETS  
 OF STATION "B" FOR  
 ONLY 28%\* OF THE COST

*Names You Trust*

TRUST WSEE

PROCTOR & GAMBLE  
 GENERAL ELECTRIC  
 LINCOLN-MERCURY  
 TONI WESTINGHOUSE PABST  
 PILLSBURY PHILLIP MORRIS  
 AMERICAN TOBACCO CO.  
 COLGATE PALMOLIVE PEET  
 B. F. GOODRICH  
 GENERAL FOODS  
 INTERNATIONAL HARVESTER  
 PENNSYLVANIA AVCO PRUDENTIAL  
 CBS COLUMBIA SWANSON  
 CORN PRODUCTS AMERICAN OIL  
 BROWN & WILLIAMSON  
 FRIGIDAIRE NATIONAL DAIRY  
 NASH KELVINATOR NABISCO  
 ELECTRIC COMPANIES REVELON

Plus 250 LOCAL MERCHANTS  
 WHOSE ADVERTISING  
 MUST GET QUICK RESULTS.

\*SOURCE: STANDARD RATE AND DATA  
 AND CBS RESEARCH.

CHANNEL 35  
**WSEE**  
 TELEVISION

ERIE, PENNSYLVANIA

Represented Nationally By  
 AVERY-KNODEL, INC.

Ingham, Jackson, Lapeer, Lenawee, Livingston,  
 Macomb, Monroe, Oakland, Saginaw, St. Clair,  
 Sanilac, Tuscola, Washtenaw, Wayne;  
 OHIO: Henry (50%), Lucas, Ottawa,  
 Sandusky (50%), Wood (50%)

**DULUTH, Minn.-SUPERIOR, Wis.**

Population	460,400
Families	140,300
Retail Sales	\$462,334,000
E.B.I.	\$611,370,000

MINNESOTA: Aitkin, Carlton, Itasca, Lake,  
 Pine, St. Louis;

MICHIGAN: Gogebic;

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

**DURHAM, N. C.**

Population	1,814,600
Families	441,100
Retail Sales	\$1,439,821,000
E.B.I.	\$2,004,939,000

NORTH CAROLINA: Alamance, Caswell,  
 Chatham, Cumberland, Durham, Edgecomb,  
 Franklin, Granville, Guilford, Halifax, Harnett,  
 Hoke, Johnston, Lee, Montgomery (50%),  
 Moore, Nash, Orange, Person, Randolph,  
 Rockingham, Sampson (50%), Vance, Wake,  
 Warren, Wayne, Wilson;

VIRGINIA: Brunswick, Charlotte, Halifax,  
 Henry, Lunenburg, Mecklenburg, Pittsylvania

**EASTON—See Bethlehem**

**EAU CLAIRE, Wis.**

Population	462,700
Families	132,300
Retail Sales	\$500,438,000
E.B.I.	\$571,627,000

WISCONSIN: Barron, Buffalo, Chippewa,  
 Clark, Dunn, Eau Claire, Jackson, LaCrosse,  
 Monroe, Pepin, Pierce (25%), Rusk,  
 St. Croix (25%), Taylor, Trempealeau, Wood

**ELKHART-SOUTH BEND, Ind.**

Population	846,900
Families	262,400
Retail Sales	\$1,009,225,000

E.B.I. \$1,357,863,000

INDIANA: Elkhart, Fulton, Kosciusko,  
 La Grange, La Porte, Marshall, Noble, Porter,  
 Pulaski, St. Joseph, Starke, Whitley (50%);  
 MICHIGAN: Berrien, Cass, St. Joseph,  
 Van Buren

**EL PASO, Tex.**

Population	335,400
Families	84,700
Retail Sales	\$328,668,000
E.B.I.	\$481,025,000

TEXAS: El Paso, Hudspeth;  
 NEW MEXICO: Dona Ana, Grant, Luna, Otero,  
 Sierra

**ENID, Okla.**

Population	365,000
Families	114,900
Retail Sales	\$340,535,000
E.B.I.	\$487,302,000

OKLAHOMA: Alfalfa, Blaine, Dewey (50%),  
 Garfield, Grant, Kay, Kingfisher,  
 Lincoln (50%), Logan, Major, Noble,  
 Osage (50%), Pawnee, Payne, Woods;  
 KANSAS: Barber (50%), Cowley (50%),  
 Harper, Sumner

**ERIE, Pa.**

Population	777,800
Families	235,300
Retail Sales	\$904,928,000
E.B.I.	\$1,135,555,000

PENNSYLVANIA: Clarion, Crawford, Elk,  
 Erie, Forest, McKean, Venango, Warren;  
 NEW YORK: Chautauqua;  
 OHIO: Ashtabula

**EUGENE, Ore.**

Population	337,600
Families	106,000
Retail Sales	\$353,881,000
E.B.I.	\$527,657,000

OREGON: Benton, Douglas (50%), Lane,  
 Lincoln (50%), Linn, Marion (25%),  
 Polk (50%)

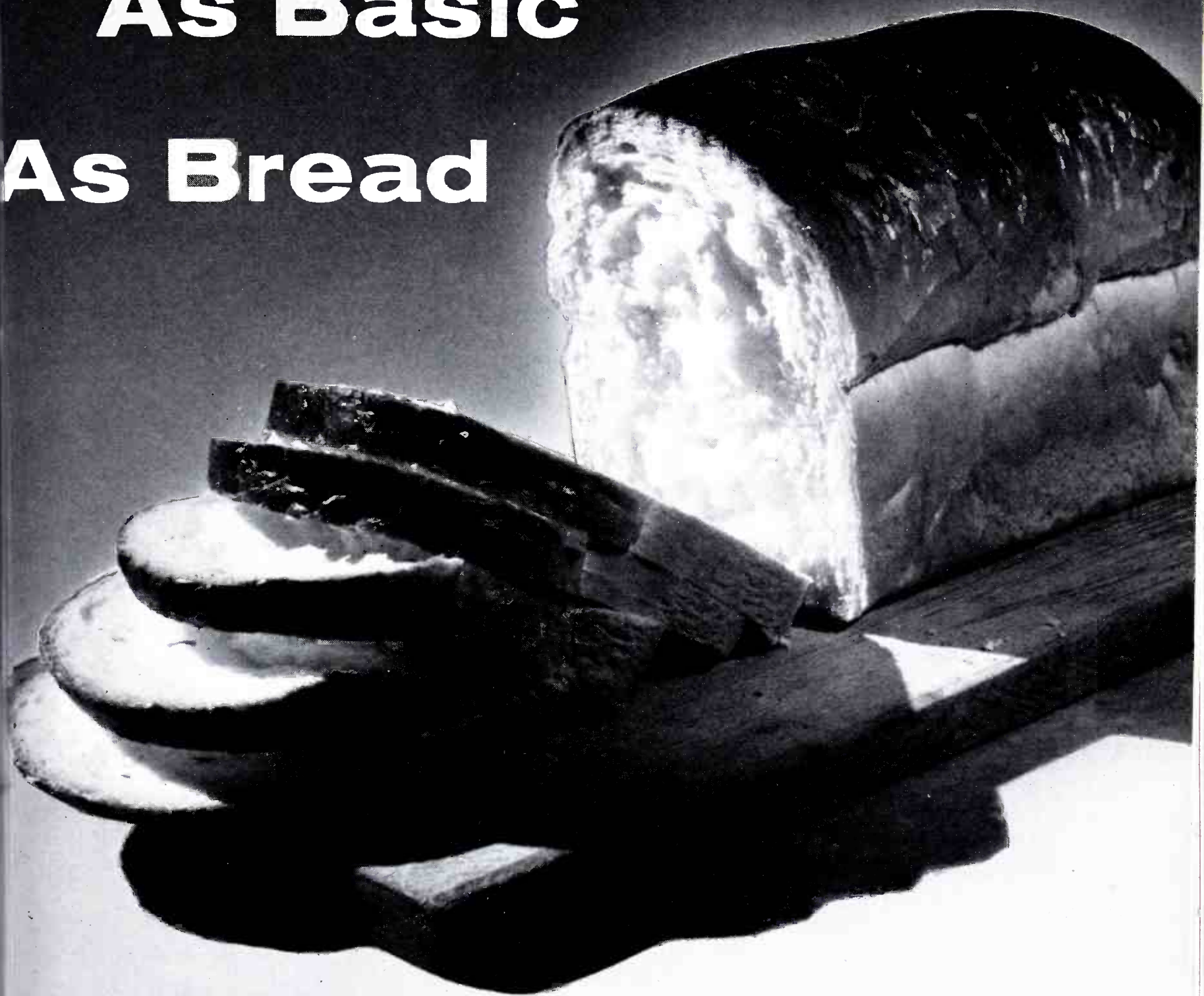
FOR  
 AN ENTIRELY NEW KIND  
 OF TV SHOWMANSHIP



NEW YORK • CINCINNATI • HOLLYWOOD

SEE PP. 17-20

# As Basic As Bread



***Ingredients for the nourishing loaf:***

Channel 2, 1,057-foot tower

Maximum power of 100,000 watts

CBS plus top local programs

Nation's fifth market—over 5,000,000 people  
in 1,553,277 television homes (.1 MV)

Outstanding ratings

***Recommended directions for best results:***

***Mix thoroughly, examine and buy!***

# WJBK-TV

## CHANNEL 2

## DETROIT



Represented Nationally  
by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# KIEM-TV

EUREKA, CALIFORNIA



# KBES-TV

MEDFORD, OREGON

FOR

CALIFORNIA - OREGON TV

KBES-TV—the EXCLUSIVE television voice of Southern Oregon in the heart of "Pear Land U.S.A." giving high volume, low cost coverage of Oregon's 1st VHF television market. Fruit orchards, lumber and other industries support a well-heeled population.

KIEM-TV—the EXCLUSIVE TV station in Northern California, serving California's great Redwood area.

You can save money by buying both of these stations and markets with one order. Here is the combined EXCLUSIVE market you'll reach:

**275,000 people**  
**85,000 families**  
**OVER 1/3 BILLION**  
**DOLLARS IN RETAIL SALES**

CALIFORNIA - OREGON TV  
Smullin TV Stations



**KBES-TV • KIEM-TV**

Medford, Oregon                      Eureka, Calif.  
Channel 5                                      Channel 3  
29,200 watts                                      14,600 watts  
Phone Medford 345-81                      Phone Hillside 33-123

Represented by



## EUREKA, Cal.

Population 107,200  
Families 35,700  
Retail Sales \$130,405,000  
E.B.I. \$192,301,000

CALIFORNIA: Del Norte, Humboldt, Siskiyou (25%), Trinity

## EVANSVILLE, Ind.-HENDERSON, Ky.

Population 579,600  
Families 178,600  
Retail Sales \$559,309,000  
E.B.I. \$747,272,000

INDIANA: Daviess (10%), Dubois (50%), Gibson, Knox (33%), Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Crittenden, Daviess, Hancock (50%), Henderson, Hopkins, McLean, Muhlenberg (50%), Ohio (25%), Union, Webster;

ILLINOIS: Edwards, Gallatin, Hamilton (25%), Hardin (25%), Saline (25%), Wabash, White

## FARGO, N. D.

Population 639,600  
Families 177,600  
Retail Sales \$723,743,000  
E.B.I. \$821,022,000

NORTH DAKOTA: Barnes, Cass, Dickey, Eddy, Foster, Grand-Forks, Griggs, La Maure, Nelson, Pembina, Ramsey, Ransom, Richland, Sargent, Steele, Traill, Walsh;

MINNESOTA: Becker, Beltrami, Clay, Clearwater, Douglas, Grant, Hubbard, Mahanoma, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Stevens, Traverse, Wadena, Wilkin;

SOUTH DAKOTA: Brown, Day, Marshall, Roberts

## FLORENCE, S. C.

Population 1,106,700  
Families 254,200  
Retail Sales \$702,982,000  
E.B.I. \$917,543,000

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

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

## FORT DODGE, Iowa

Population 164,400  
Families 51,600  
Retail Sales \$178,611,000  
E.B.I. \$251,462,000

IOWA: Boone (50%), Calhoun, Greene (50%), Hamilton, Humboldt, Kossuth (50%), Pocahontas, Webster, Wright

## FORT MYERS, Fla.

Population 105,500  
Families 32,700  
Retail Sales \$115,341,000  
E.B.I. \$134,387,000

FLORIDA: Charlotte, Collier, De Soto, Glades, Hendry, Highlands (50%), Lee, Sarasota

## FORT SMITH, Ark.

Population 193,700  
Families 56,200  
Retail Sales \$150,592,000  
E.B.I. \$189,323,000

ARKANSAS: Crawford, Franklin (50%), Logan, Scott, Sebastian, Washington (25%); OKLAHOMA: Adair (25%), Cherokee, Haskell, Le Flore (50%), Sequoyah (50%)

# THE GREAT NORTH TV TWINS KXJB-TV KCJB-TV

VALLEY CITY, N.D. - MINOT, N.D.

DELIVERS

## "CADILLAC"

BUYING POWER

HOW THE TWINS COMPARE IN MARKET DATA WITH TOP METROPOLITAN AREAS

Market Data Category	KXJB-TV & KCJB-TV as Combined Markets	Metropolitan City & Total
Population	730,000	PITTSBURGH 673,000 MINNEAPOLIS 812,608,000
Retail Sales	\$817,040,000	DAYTON \$864,493,000
Spendable Income	\$879,164,000	

CONLAN REPORT  
JANUARY 1955

FARGO-GRAND FORKS

	Morning	Afternoon	Evening
KXJB-TV	96.1	49.9	52.0

FOR THE BEST

## ADJACENCIES

CHECK THE FOLLOWING TOP NETWORK SHOWS

KXJB-TV  
CBS—DUMONT

- THE JACKIE GLEASON SHOW
- TOAST OF THE TOWN
- ARTHUR GODFREY & FRIENDS
- CLIMAX—SHOWER OF STARS
- STUDIO ONE
- BISHOP SHEEN
- HALLS OF IVY
- JACK BENNY
- FOUR STAR PLAYHOUSE
- TWO FOR THE MONEY
- TOPPER
- I LOVE LUCY
- PLAYHOUSE OF STARS
- PERSON TO PERSON

KCJB-TV  
CBS—NBC—ABC—DUMONT

- THE BERLE SHOW
- YOU BET YOUR LIFE
- BADGE 714
- DISNEYLAND
- LIBERACE
- LIFE OF RILEY
- FORD THEATRE
- YOUR HIT PARADE
- PHILCO PLAYHOUSE
- BREAK THE BANK

— COLOR FACILITIES —

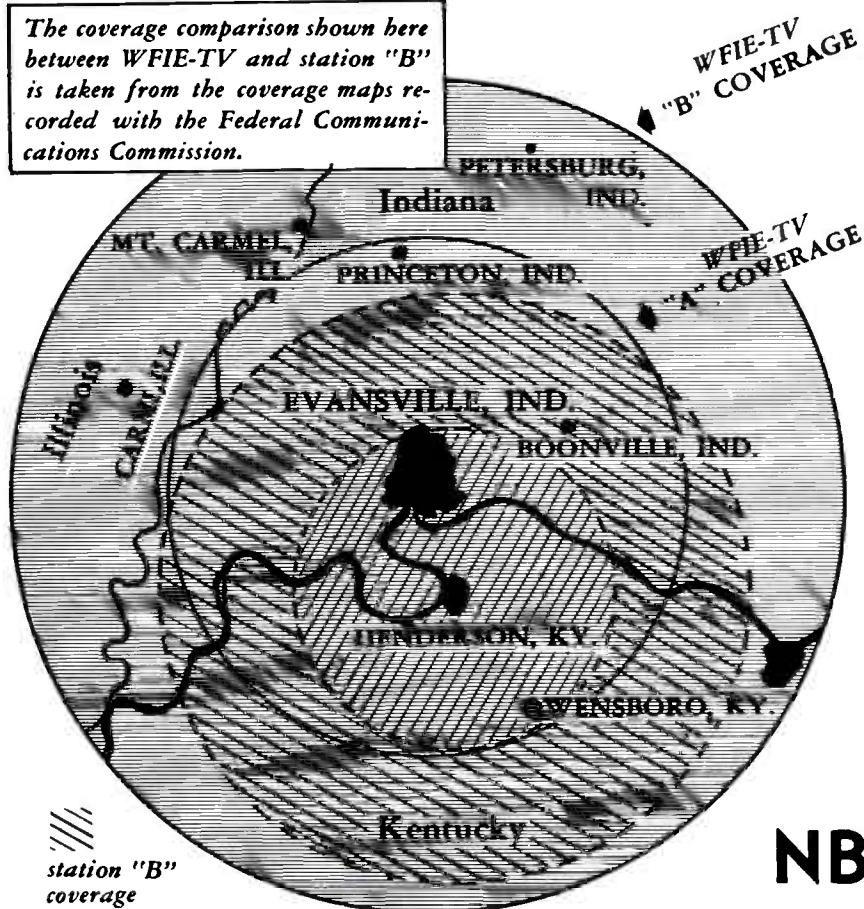
Network — Slide & 16 mm. Film on DuMont Scanner. Dumont 16 mm. Film Scanner for Continuous Motion Projection.

REPRESENTED BY  
WEED TELEVISION

Owned and Operated by  
NORTH DAKOTA BROADCASTING CO.  
National Sales Office  
4000 FRONT ST.  
FARGO, N. D.

# Sell All of the EVANSVILLE Market with ONE station **WFIE-TV**

The coverage comparison shown here between WFIE-TV and station "B" is taken from the coverage maps recorded with the Federal Communications Commission.



The only television station located in Evansville . . . operating with an effective radiated power of 155 K.W., exceeding Station "B" by nearly ten times. WFIE is the only station which covers and sells all of the Evansville market including such nearby cities as Princeton and Vincennes, Ind., and Owensboro, Ky.

WFIE-TV renders strong merchandising assistance to its advertisers on both retail and wholesale levels. WFIE-TV is recognized as Evansville's own station. We urge you to get all of the facts.

## NBC - ABC - DUMONT

represented nationally by **VENARD, RINTOUL & McCONNEL, INC.**

**McCANN ERICKSON**

*"We find TELEVISION Magazine's circulation data extremely useful . . . it's essential information."*

**J. WALTER THOMPSON**

*"Here in Chicago, it's been our official policy to use your market data and set figures."*

**TED BATES**

*"Your receiver circulation estimates are a great aid in planning schedules for our clients."*

**ESTY**

*"Your circulation report comes closer to what we need than anything else that is generally available. We really do make use of it."*

FOR stations, the importance of these agencies' acceptance of TELEVISION Magazine as the standard source for vital TV data cannot be overestimated. This acceptance insures readership throughout the month. TELEVISION Magazine is the publication that advertising men MUST read when they're making market decisions and buying TV time and programs.

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

# SURE!



## WE'VE GOT CATTLE!

—if you lined 'em up hip to hip and nose to tail you'd have 1,000 sq. miles of cattle in KCKT's viewing area



# AND

## WE'VE GOT WHEAT...

—an annual crop of 144 million bushels worth \$296,557,000.00—55.54% of Kansas' wheat crop is grown in KCKT's viewing area

# WE'VE EVEN GOT OIL!



—6,097,392 quarts per day from the 241 new wells drilled in KCKT's viewing area in 2 years using 166 miles of drill pipe.

# BUT!

## WE'VE ALSO GOT...

- ★ 1,006-FOOT TOWER
- ★ 100,000 WATTS OF POWER
- ★ 836,060 POTENTIAL VIEWERS
- ★ PER CAPITA INCOME: \$1,354,-156,000.00
- ★ COVERING 61% OF KANSAS
- ★ NBC AFFILIATE



Not Rep  
The  
Bolling  
Co.

GREAT BEND, KANSAS



Les Ware • Vice Pres. & Gen. Mgr.

### FORT WAYNE, Ind.

Population	720,000
Families	226,000
Retail Sales	\$832,254,000
E.B.I.	\$1,098,101,000

INDIANA: Adams, Allen, Blackford, De Kalb, Grant, Huntington, Jay, Kosciusko, Lagrange, Miami, Noble, Steuben, Wabash, Wells, Whitley;

OHIO: Defiance, Mercer, Paulding, Vanwert, Williams;

MICHIGAN: Branch, St. Joseph

### FT. WORTH-DALLAS, Tex.

Population	2,118,700
Families	652,000
Retail Sales	\$2,494,059,000
E.B.I.	\$3,334,828,000

TEXAS: Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Limestone, McLennan, Montague, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Van Zandt, Wise;

OKLAHOMA: Bryan, Marshall

### FRESNO-TULARE, Cal.

Population	692,300
Families	210,600
Retail Sales	\$825,822,000
E.B.I.	\$1,022,744,000

CALIFORNIA: Fresno, Kern (25%), Kings, Madera, Mariposa, Merced, Tulare

### GALVESTON—See Houston

### GRAND JUNCTION, Colo.

Population	74,100
Families	23,300
Retail Sales	\$73,640,000
E.B.I.	\$93,148,000

COLORADO: Delta, Garfield, Mesa

### GRAND RAPIDS, Mich.

Population	1,629,100
Families	493,200
Retail Sales	\$1,908,417,000
E.B.I.	\$2,026,462,000

MICHIGAN: Allegan, Barry, Berrien (10%), Branch (10%), Calhoun, Cass (10%), Clare, Clinton, Eaton, Gratiot, Ingham, Ionia, Isabella, Jackson (25%), Kalamazoo, Kent, Lake, Mason, Mecosta, Midland, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, Saginaw (33%), St. Joseph (25%), Shiawassee, Van Buren

### GREAT BEND, Kans.

Population	366,500
Families	116,600
Retail Sales	\$477,004,000
E.B.I.	\$554,478,000

KANSAS: Barber (50%), Barton, Edwards, Ellis, Ellsworth, Ford, Graham, Harvey (50%), Hodgeman, Kingman, Kiowa, Lincoln, McPherson, Mitchell, Ness, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rooks, Rush, Russell, Saline, Stafford, Trego

### GREAT FALLS, Mont.

Population	74,600
Families	24,800
Retail Sales	\$98,474,000
E.B.I.	\$144,060,000

MONTANA: Cascade, Chouteau, Judith Basin, Teton

## WHAT A \$5 INVESTMENT IN TELEVISION MAGAZINE WILL GIVE YOU . . .

These usable, informative features will come straight to your desk every month:

**A TELEVISION MAGAZINE EXCLUSIVE**

Independently computed Circulation Report—TV set count for every market

**A TELEVISION MAGAZINE EXCLUSIVE**

Continuing Study of the Audience—1,000 home interviews correlating viewing with brand awareness and use

**A TELEVISION MAGAZINE EXCLUSIVE**

Cost Per Thousand Study—comparing the efficiency of network, spot and local buys

**A TELEVISION MAGAZINE EXCLUSIVE**

Film Buying Guide—analyzing the rating performance of syndicated film shows against various kinds of competition.

**AND**

Concise reports on major industry developments, written from the point of view of the advertiser and agency man.

Provocative articles by industry leaders, telling how they're licking the problems all TV executives face.

Profiles of the newsmakers whose activities affect your work.

These features can help you in your daily work. You will find them only in TELEVISION Magazine. Subscribe now . . .

For \$5 a year, you get 12 big issues, including our basic reference editions, the Data Book and the Market Book.

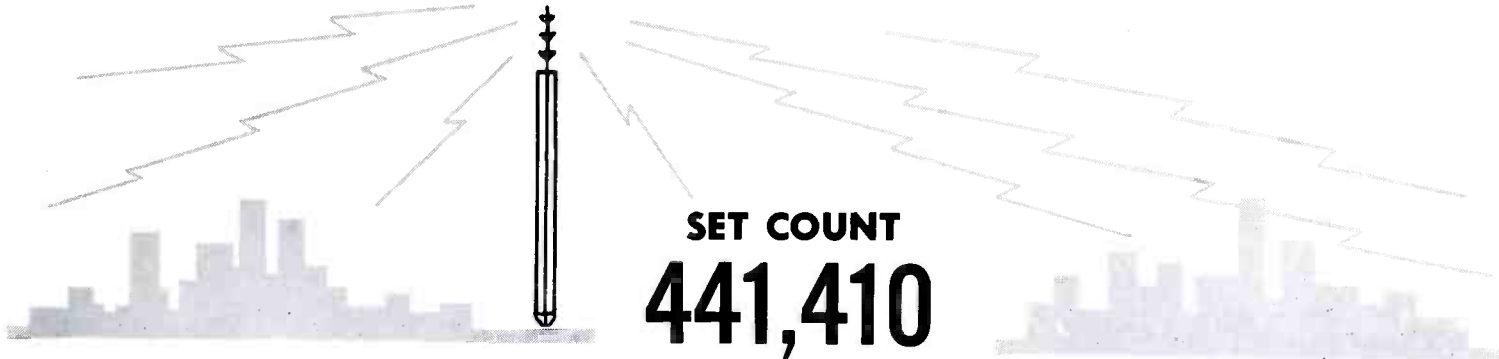
You can have your subscription start with the 1955 Data Book.

**WRITE OR PHONE: TELEVISION MAGAZINE, 600 MADISON AVENUE, NEW YORK 22, PL 3-3671**

# CITY GRADE SERVICE

*in BOTH*

# FORT WORTH and DALLAS



SET COUNT

**441,410**

**YOURS ONLY ON WBAP-TV!**

## HIGHEST HOOPER!

Hooper's January 1955 composite combined Fort Worth-Dallas Survey, shows share of audience, 6:00-10:30 p. m.:

**WBAP-TV 42%**  
**2nd Sta. 34% 3rd Sta. 24%**

Here it is — FULL COVERAGE, with WBAP-TV. The only television station with city grade service in both Fort Worth and Dallas.

WBAP-TV Channel 5 . . . for 6 years, FIRST in coverage, FIRST in programming, and FIRST in picture clarity. 11 of top 15 nighttime shows are on WBAP-TV. Greatest audience 5 nights out of 7!

Be sure you get full coverage and city-grade service . . . in BOTH Fort Worth and Dallas Offered only by WBAP-TV, full power with 100,000 watts.

*Counties .....	24
Population .....	1,856,400
Families .....	572,200
Total Retail Sales .....	\$2,284,777,000
Buying Income .....	\$3,075,563,000

\*Sources: Sales Management "Survey of Buying Power" May 10, 1954

# WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER  
Chairman

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, Inc. - National Representatives

**GREEN BAY, Wis.**

Population 904,700  
 Families 261,200  
 Retail Sales \$1,015,946,000  
 E.B.I. \$1,253,741,000

WISCONSIN: Brown, Calumet, Door, Fond Du Lac, Forest, Green Lake, Kewaunee, Langlade, Manitowoc, Marathon, Marinette, Oconto, Outagamie, Portage, Shawano, Sheboygan, Waupaca, Waushara, Winnebago;  
 MICHIGAN: Menominee

**GREENSBORO, N. C.**

Population 1,744,900  
 Families 447,300  
 Retail Sales \$1,416,580,000  
 E.B.I. \$2,097,390,000

NORTH CAROLINA: Alamance, Alleghany, Cabarrus, Caswell, Chatham, Davidson, Davie, Durham, Forsyth, Granville, Guilford, Harnett, Hoke, Iredell, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wake, Yadkin;  
 VIRGINIA: Halifax, Henry, Patrick, Pittsylvania

**GREENVILLE, N. C.**

Population 963,300  
 Families 223,900  
 Retail Sales \$591,143,000  
 E.B.I. \$815,065,000

NORTH CAROLINA: Beaufort, Bertie, Carteret, Chowan, Craven, Duplin, Edgecombe, Franklin (50%), Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pitt, Sampson, Warren, Washington, Wayne, Wilson

**GREENVILLE, S. C.**

Population 1,671,200  
 Families 430,200  
 Retail Sales \$1,168,434,000  
 E.B.I. \$1,785,671,000

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York;  
 GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln (50%), Madison, Oglethorpe (50%), Rabun, Stephens, Towns, White, Wilkes (50%);  
 NORTH CAROLINA: Buncombe, Burke, Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey

**HANNIBAL, Mo.-QUINCY, Ill.**

Population 525,900  
 Families 174,800  
 Retail Sales \$532,629,000  
 E.B.I. \$658,494,000

MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Lincoln, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph (25%), Scotland, Shelby;

ILLINOIS: Adams, Brown, Calhoun, Cass, Fulton (25%), Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott;  
 IOWA: Des Moines (25%), Lee, Van Buren (50%)

**HARLINGEN-WESLACO, Tex.**

Population 395,700  
 Families 94,700  
 Retail Sales \$300,079,000  
 E.B.I. \$368,147,000

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

**HARRISBURG, Ill.**

Population 201,700  
 Families 67,400  
 Retail Sales \$160,827,000  
 E.B.I. \$220,965,000

ILLINOIS: Franklin, Gallatin, Hamilton, Hardin, Johnson, Pope, Saline, White, Williamson;  
 KENTUCKY: Crittenden (25%), Livingston (50%), Union (33%)

**HARRISBURG, Pa.**

Population 893,900  
 Families 263,400  
 Retail Sales \$947,712,000  
 E.B.I. \$1,360,341,000

PENNSYLVANIA: Adams (50%), Berks (10%), Cumberland, Dauphin, Juniata, Lancaster (75%), Lebanon, Mifflin, Northumberland (50%), Perry, Schuylkill (25%), Snyder, York (25%)

**HARRISONBURG, Va.**

Population 726,500  
 Families 188,500  
 Retail Sales \$549,668,000  
 E.B.I. \$742,184,000

VIRGINIA: Albemarle, Amherst (50%), Augusta, Bath, Clarke, Culpeper, Fauquier, Fluvanna, Frederick, Greene, Highland, Loudon, Louisa, Madison, Nelson, Orange, Page, Rappahannock, Rockbridge, Rockingham, Shenandoah, Spotsylvania, Warren;  
 MARYLAND: Allegany (50%), Garrett;

get sales **GROWING** on channel **5**

**W****F****R****V****-T****V**

WISCONSIN

FOX

RIVER

VALLEY'S

TOP

VALUE

**GREEN BAY, WISCONSIN****ABC-DUMONT**  
100,000 WATTS

Reps.: HEADLEY-REED

G. Mgr.: DON C. WIRTH



WFMY-TV ... Now On The Air With FULL

100,000  
**WATTS\***

**SELLING POWER**

- Power:** now six times greater
  - Studio Space:** now eight times greater
  - Tower:** now 1,549 feet above sea level
  - Population:** now 1,961,500
  - Families:** now 501,100
  - Market:** now \$2,305,273,000
  - Retail Sales:** now \$1,560,824,000
  - Set Count:** now over 300,000
  - Experience:** now in our sixth year
- All this — and color, too!**

Call or write your H-R-P man today for the amazing story of this greatly expanded market.

\* On maximum power, effective January 2, 1955, as authorized by FCC on Channel 2. Statistics above based on Sales Management Survey of Buying Power — 1954.

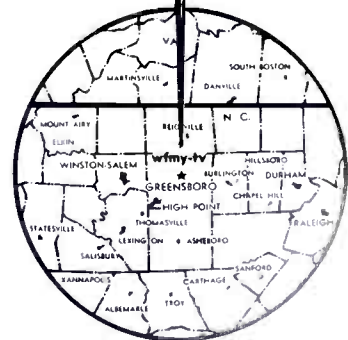
**wfmy-tv**  
*Channel 2*

**GREENSBORO, N. C.**

*Represented by*  
**Harrington, Righter & Parsons, Inc.**  
New York — Chicago — San Francisco



Basic Affiliate



WEST VIRGINIA: Barbour, Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton, Pocahontas, Randolph, Tucker

**HARTFORD-NEW BRITAIN, Conn.**

Population 1,703,600  
Families 503,900  
Retail Sales \$2,145,744,000  
E.B.I. \$3,142,131,000

CONNECTICUT: Hartford, Litchfield, Middlesex, New Haven (50%), New London, Tolland, Windham;  
MASSACHUSETTS: Berkshire (50%), Franklin (50%), Hampden (50%), Hampshire (50%), Worcester (10%)

**HENDERSON, Ky.—See Evansville**

**HENDERSON, Nev.—See Las Vegas**

**HOLYOKE-SPRINGFIELD, Mass.**

Population 724,500  
Families 212,300  
Retail Sales \$837,387,000  
E.B.I. \$1,233,441,000

MASSACHUSETTS: Franklin, Hampden, Hampshire;  
CONNECTICUT: Hartford, Tolland

**HONOLULU, Hawaii**

Population 425,500  
Families 111,600  
Retail Sales \$424,866,000  
E.B.I. \$705,944,000

HAWAII: Honolulu, Kauai, Maui

**HOUSTON-GALVESTON, Tex.**

Population 1,845,300  
Families 544,800  
Retail Sales \$2,091,153,000  
E.B.I. \$3,076,812,000

TEXAS: Austin, Brazoria, Brazos, Burleson, Chambers, Colorado, Fort Bend, Galveston, Grimes, Hardin, Harris, Jackson, Jasper, Jefferson, Liberty, Madison, Matagorda, Montgomery, Newton, Orange, Polk, San Jacinto, Trinity, Tyler, Walker, Waller, Washington, Wharton

**HUNTINGTON, W. Va.**

Population 2,233,900  
Families 580,600  
Retail Sales \$1,518,221,000  
E.B.I. \$2,395,694,000

WEST VIRGINIA: Barbour, Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mason, Mercer, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Randolph, Roane, Upshur, Wayne, Webster, Wirt, Wood, Wyoming;  
KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Letcher, Lewis, Magoffin, Martin, Morgan, Perry, Pike, Rowan;  
OHIO: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Ross, Scioto, Vinton, Washington

**HUTCHINSON, Kans.**

Population 907,900  
Families 297,200  
Retail Sales \$1,076,952,000  
E.B.I. \$1,414,818,000

KANSAS: Barber, Barton, Butler, Chase, Chautauqua, Clark, Clay, Cloud, Comanche,

Cowley, Dickinson, Edwards, Elk, Ellis, Ellsworth, Ford, Geary, Greenwood, Harper, Harvey, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Mitchell, Morris, Osborne, Ottawa, Pawnee, Pratt, Reno, Rice, Rush, Russell, Saline, Sedgwick, Stafford, Sumner

**IDAHO FALLS, Idaho**

Population 187,600  
Families 51,200  
Retail Sales \$210,520,000  
E.B.I. \$251,085,000

IDAHO: Bannock, Bear Lake, Bingham, Bonneville, Butte, Caribou, Clark, Franklin, Fremont, Jefferson, Madison, Oneida, Power, Teton;  
WYOMING: Lincoln, Teton

**INDIANAPOLIS, Ind.**

Population 2,208,900  
Families 695,900  
Retail Sales \$2,461,157,000  
E.B.I. \$3,521,922,000

INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Decatur, Delaware, Fayette, Fountain, Franklin, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Huntington, Jackson, Jay, Jennings, Johnson, Lawrence, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Ripley, Rush, Shelby, Tippecanoe, Tipton, Union, Vermillion, Vigo, Wabash, Warren, Wayne, Wells, White

**JACKSON, Miss.**

Population 1,159,700  
Families 310,800  
Retail Sales \$750,844,000  
E.B.I. \$1,012,300,000

# Covers the Rich Shenandoah Valley Area

CBS  
NBC **WSVA-TV** ABC  
DuMont

**HARRISONBURG, VA.**

maximum power  
antenna 2130 feet  
above average terrain  
highest in Virginia

# Channel 3

629,600—Rural\*  
173,300—Urban\*\*  
226,291—Industrial Employees\*\*

\*Farm Income \$195,601,000  
\*\*Tourist Income \$180,000,000  
\*\*\*Industrial Sales \$171,356,000

*A Mountain-Shielded Area*

The Blue Ridge Range to the East — The Alleghenies to the West  
A Diversified Market

Source: \*1954 SM Survey of Buying Power  
\*\*Virginia Travel Council for 1953  
\*\*\*U. S. Census of Manufacturers for 1947

Frederick L. Allman, Pres. & Gen. Mngr.  
Howard C. Evans, Sales Manager

National Representative  
John E. Pearson

**I'm the cat**



**in my  
CATegory**

My category is the double-billioned — two-station Houston market and the best buy is !!

Pick your category — top adjacencies from ABC and other net shows — top local artists — top syndicated film shows — top power (316,000 watts) — you'll find them all where you find this cat — at KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

And color too — local programs daily.

HOUSTON  
CONSOLIDATED  
TELEVISION  
COMPANY  
P. O. Box 12  
HOUSTON 1,  
TEXAS  
General Mgr.,  
Willard E. Walbridge  
Commercial Mgr.,  
Bill Bennett  
National Representatives:  
BLAIR-TV, 150 E. 43rd St.  
New York 17, N.Y.  
BASIC  
ABC

**KTRK-TV**  
The Chronicle Station  
Channel 13

**BLAIR - TV**

MISSISSIPPI: Amite, Attala, Carroll, Claiborne, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jeff Davis, Jones, Lamar, Lauderdale, Lawrence, Leake, Leflore, Lincoln, Madison, Marion, Neshoba, Newton, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Walthall, Warren, Washington, Winston, Yazoo;  
LOUISIANA: East Carroll, Madison, Tensas

**JACKSONVILLE, Fla.**

Population	2,152,900
Families	590,400
Retail Sales	\$1,790,686,000
E.B.I.	\$2,298,073,000

FLORIDA: Alachua, Baker, Bradford, Brevard, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Gadsden, Gilchrist, Hamilton, Hernando, Jefferson, Lafayette, Lake, Leon, Levy, Madison, Marion, Nassau, Orange, Osceola, Pasco, Polk, Putnam, St. Johns, Seminole, Sumter, Suwannee, Taylor, Union, Volusia, Wakulla;

GEORGIA: Appling, Atkinson, Bacon, Berrien, Brantley, Brooks, Bryan, Bullock, Camden, Candler, Charlton, Chatham, Clinch, Coffee, Colquitt, Cook, Decatur, Echols, Effingham, Emanuel, Evans, Glynn, Grady, Irwin, Jeff Davis, Lanier, Liberty, Long, Lowndes, McIntosh, Mitchell, Montgomery, Pierce, Screven, Tattnall, Thomas, Tift, Toombs, Treutlen, Ware, Wayne, Wheeler, Worth;  
SOUTH CAROLINA: Beaufort, Hampton, Jasper

**JOHNSON CITY, Tenn.**

Population	1,376,800
Families	342,200
Retail Sales	\$884,700,000
E.B.I.	\$1,253,516,000

TENNESSEE: Carter, Cocke, Grainger (50%), Greene, Hamblen, Hancock, Hawkins, Jefferson (50%), Johnson, Sullivan, Unicoi, Washington;

NORTH CAROLINA: Alleghany (50%), Alexander (50%), Henderson (50%), Ashe, Avery, Buncombe, Burke, Caldwell, Haywood, McDowell, Madison, Mitchell, Polk (50%), Rutherford (50%), Watango, Wilkes (50%), Yancey;

VIRGINIA: Buchanan, Dickenson, Grayson, Lee, Russell, Scott, Smyth, Tazewell (50%), Washington, Wise;

KENTUCKY: Harlan, Letcher, Pike

**JOHNSTOWN, Pa.**

Population	2,056,600
Families	583,600
Retail Sales	\$1,912,768,000
E.B.I.	\$2,619,128,000

PENNSYLVANIA: Armstrong, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Elk, Fayette, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Mifflin, Somerset, Washington, Westmoreland;

MARYLAND: Allegany, Garrett

**JOPLIN, Mo.**

Population	467,200
Families	147,400
Retail Sales	\$394,925,000
E.B.I.	\$506,259,000

MISSOURI: Barry, Baxton, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, Vernon;  
ARKANSAS: Benton;  
KANSAS: Bourbon, Cherokee, Crawford, Labette, Neosho;  
OKLAHOMA: Craig, Delaware, Ottawa

**KALAMAZOO, Mich.**

Population	2,151,700
Families	658,100

Retail Sales	\$2,604,982,000
E.B.I.	\$3,299,006,000

MICHIGAN: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Clinton, Eaton, Gratiot, Hillsdale, Ingham, Ionia, Jackson, Kalamazoo, Kent, Montcalm, Muskegon, Newaygo, Ottawa, St. Joseph, Van Buren;  
INDIANA: De Kalb, Elkhart, Kosciusko, Lagrange, Noble, Steuben, St. Joseph, Whitley

**KANSAS CITY, Mo.**

Population	1,650,500
Families	546,200
Retail Sales	\$1,937,901,000
E.B.I.	\$2,660,432,000

MISSOURI: Andrew, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Genfry, Henry, Holt, Jackson, Johnson, Lafayette, Livingston, Pettis, Platte, Ray, St. Clair, Saline;

KANSAS: Anderson, Atchison, Brown, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Miami, Osage, Shawnee, Wyandotte

**KEARNEY, Neb.**

Population	367,900
Families	118,500
Retail Sales	\$448,891,000
E.B.I.	\$479,495,000

NEBRASKA: Adams, Buffalo, Clay, Custer, Dawson, Franklin, Frontier, Furnas, Gosper, Greeley, Hall, Hamilton, Harlan, Howard, Kearney, Lincoln, Merrick, Nance, Nuckolls, Phelps, Redwillow, Sherman, Valley, Webster;  
KANSAS: Decatur, Jewell, Norton, Osborne, Phillips, Republic, Rooks, Smith

**KINGSTON, N. Y.**

Population	485,800
Families	145,600
Retail Sales	\$625,471,000
E.B.I.	\$713,250,000

NEW YORK: Columbia, Dutchess, Greene, Orange (50%), Putnam, Sullivan (50%), Ulster;  
CONNECTICUT: Litchfield (50%)

**KNOXVILLE, Tenn.**

Population	1,703,700
Families	431,100
Retail Sales	\$1,123,606,000
E.B.I.	\$1,562,538,000

TENNESSEE: Anderson, Bledsoe, Blount, Bradley (50%), Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Overton, Pickett, Polk, Rhea, Roane, Scott, Sevier, Sullivan (50%), Unicoi, Union, Washington;

KENTUCKY: Bell, Clay, Harlan, Knox, Laurel, Leslie, McCreary, Perry, Pulaski, Wayne, Whitley;

NORTH CAROLINA: Buncombe, Cherokee, Clay, Graham, Haywood, Jackson, Macon, Madison, Swain, Yancey;

VIRGINIA: Lee, Scott

**LA CROSSE, Wis.**

Population	431,700
Families	125,600
Retail Sales	\$442,964,000
E.B.I.	\$514,679,000

WISCONSIN: Buffalo, Crawford, Grant (50%), Jackson, Juneau, LaCrosse, Monroe, Richland, Sauk, Trempealeau, Vernon;  
IOWA: Allamakee, Clayton (50%), Winneshiek;  
MINNESOTA: Fillmore, Houston, Winona

**LAFAYETTE, Ind.**

Population	241,100
Families	75,300
Retail Sales	\$252,781,000
E.B.I.	\$373,978,000

INDIANA: Benton, Boone, Carroll, Clinton, Fountain, Montgomery, Tippecanoe, Warren, White

**LAKE CHARLES, La.**

Population	428,800
Families	121,300
Retail Sales	\$386,940,000
E.B.I.	\$582,530,000

LOUISIANA: Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline (50%), Jefferson Davis, Vermilion (50%);  
TEXAS: Jefferson (50%), Newton (50%), Orange

**LANCASTER, Pa.**

Population	2,466,400
Families	713,400
Retail Sales	\$2,566,631,000
E.B.I.	\$3,733,629,000

PENNSYLVANIA: Adams, Berks, Centre (67%), Chester (50%), Columbia (50%), Cumberland, Dauphin, Franklin, Huntingdon, Juniata, Lancaster, Lebanon, Lehigh, Mifflin, Montgomery (25%), Montour, Northumberland, Perry, Schuylkill, Snyder, Union, York;  
MARYLAND: Baltimore (10%), Carroll, Cecil, Harford

**LANSING, Mich.**

Population	1,404,700
Families	413,800
Retail Sales	\$1,690,227,000
E.B.I.	\$2,195,223,000

MICHIGAN: Barry, Calhoun, Clinton, Eaton, Genesee, Gratiot, Ingham, Ionia, Isabella, Jackson, Livingston, Midland, Montcalm, Saginaw, Shiawassee, Washtenaw

**LAS VEGAS-HENDERSON, Nev.**

Population	73,200
Families	23,500
Retail Sales	\$84,308,000
E.B.I.	\$145,464,000

NEVADA: Clark

**LAWTON, Okla.**

Population	330,000
Families	96,400
Retail Sales	\$329,455,000
E.B.I.	\$446,993,000

OKLAHOMA: Caddo (75%), Comanche, Cotton, Grady, Jackson, Jefferson, Kiowa, Stephens, Tillman;  
TEXAS: Clay (33%), Wichita (75%)

**LEWISTON-PORTLAND, Me.**

Population	730,600
Families	216,500
Retail Sales	\$762,987,000
E.B.I.	\$997,054,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York;

NEW HAMPSHIRE: Belknap, Carroll, Coos, Rockingham (50%), Strafford

**LIMA, Ohio**

Population	328,800
Families	101,700
Retail Sales	\$384,424,000
E.B.I.	\$471,418,000

OHIO: Allen, Auglaize, Hancock, Hardin, Logan, Mercer, Putnam, Shelby (50%), Vanwert

# WJHL-TV

JOHNSON CITY, TENNESSEE

*Looks down the throat*

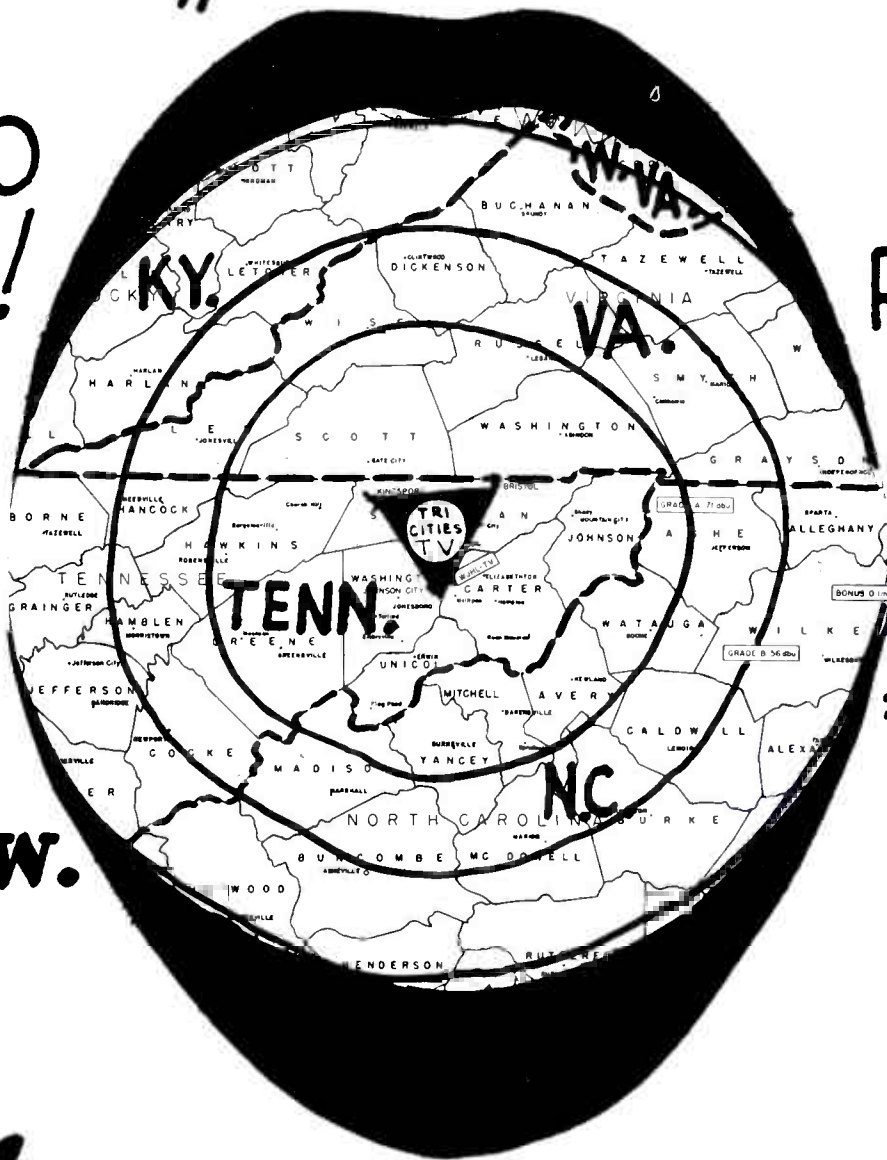
OF ONE OF THE SOUTH'S...

**RICHEST MARKET\$.**

160,150  
SETS!

FULL  
POWER!

Channel  
ELEVEN  
316 kw.



Primary  
=CBS=  
ABC·NBC  
DUMONT

*Call*... John E. Pearson TV Inc.

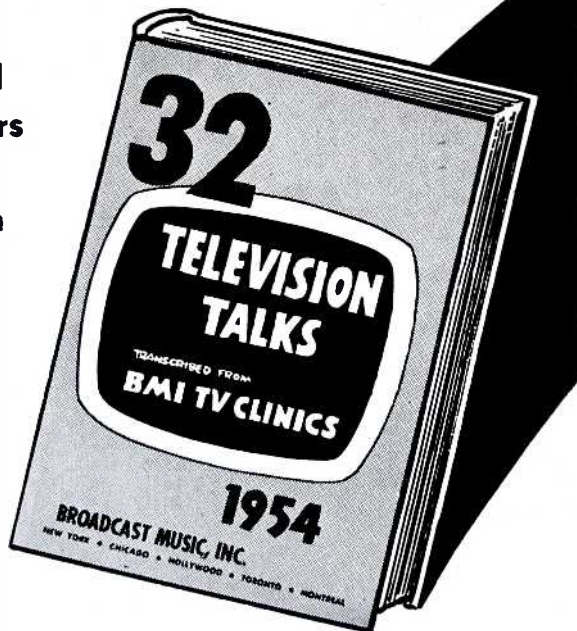
**SPECIAL PRE-PUBLICATION OFFER!**

# "32 TELEVISION TALKS"

*transcribed from the*  
**BMI TV CLINICS - 1954**

Combines the knowledge and experiences of 32 TV leaders in every phase of TV programming and production . . . factual, informative and down-to-earth talks by men who have been in the industry from the ground up.

Published by BMI at \$7 and made available as an industry service at the cost of transcribing and printing — \$4.20 post paid.



"32 Television Talks" is an entirely fresh and stimulating report of the BMI TV Clinic sessions conducted in New York, Chicago and Los Angeles during 1954 . . . a new and up-to-date book which follows up "Twenty-Two TV Talks," published in 1952.

"How to do it" is the theme of "32 TV Talks," with complete data on such vital top-

ics as: film buying and film programming . . . news and special events . . . twists in production . . . educational and commercial programming . . . low cost production . . . local programming . . . promotion and public relations . . . ideas and imagination . . . as well as dozens of other essential elements in TV.

In addition to the 32 talks, the book includes transcripts of the QUESTION and ANSWER periods of the Clinics.

Publication of "32 Television Talks" will be limited. Order your copy today.



**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE, NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR  
 TV's  
 HOTTEST  
 NEW SHOW



NEW YORK • CINCINNATI • HOLLYWOOD

SEE  
 PAGES  
 17-20

**LINCOLN, Neb.**

Population	620,200
Families	198,900
Retail Sales	\$692,950,000
E.B.I.	\$852,963,000

NEBRASKA: Adams, Boone, Butler, Cass, Clay, Colfax, Cuming, Fillmore, Gage, Greeley, Hall, Hamilton, Howard, Jefferson, Johnson, Lancaster, Madison, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Platte, Polk, Richardson, Saline, Saunders, Seward, Stanton, Thayer, Washington, Webster, York; KANSAS: Marshall, Republic, Washington

**LITTLE ROCK-PINE BLUFF, Ark.**

Population	872,600
Families	249,000
Retail Sales	\$661,461,000
E.B.I.	\$893,548,000

ARKANSAS: Arkansas, Bradley, Calhoun, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Independence, Jefferson, Lee (50%), Lincoln, Lonoke, Monroe, Montgomery, Ouachita, Perry, Phillips (50%), Pope, Prairie, Pulaski, Saline, Searcy, Stone, Van Buren, White, Woodruff, Yell

**LONGVIEW, Tex.**

Population	304,900
Families	88,100
Retail Sales	\$306,250,000
E.B.I.	\$367,535,000

TEXAS: Camp, Gregg, Harrison, Marion, Panola, Rusk, Smith, Upshur, Wood

**LOS ANGELES, Cal.**

Population	6,050,500
Families	2,083,400
Retail Sales	\$7,875,275,000
E.B.I.	\$11,279,536,000

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

**MARCH**

**CIRCULATION**

**ESTIMATES:**

<b>Lincoln</b>	<b>108,860</b>
<b>Little Rock-Pine Bluff</b>	<b>98,610</b>
<b>Longview</b>	<b>†29,280</b>
<b>Los Angeles</b>	<b>1,831,310</b>

These estimates are updated monthly in TELEVISION Magazine's exclusive Circulation Report

## CLOSE-UP ON CALIFORNIA

Southern California presents quite a pretty picture for the advertiser who's looking for a highly developed, big-income market. Here more than two million television families spend just short of nine billion dollars per year.

And they watch KNXT—Number One station in the nation's Number Two television market—most of the time. Night and day, all week long, KNXT delivers *two and a half times the average Los Angeles station audience*—a 40% larger audience, in fact, than its nearest competitor.

Terrific exposure this... and most economical. *Average announcement cost on KNXT figures to only 50¢ per thousand viewers.*

Want to be viewed by the most customers at the lowest cost in the thirteen-billion dollar Southern California market? Strike a pose with...

Channel 2 **KNXT**

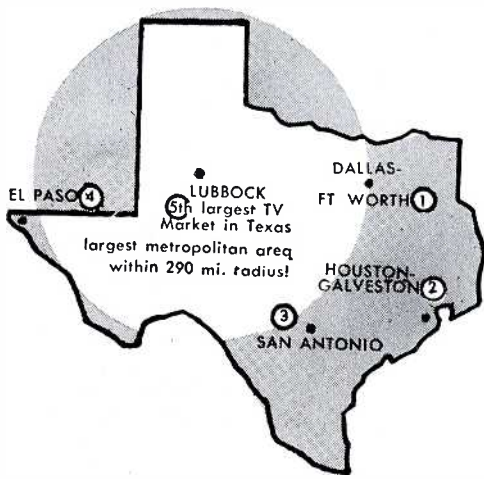
*CBS Television's Key Station in Hollywood  
Represented by CBS Television Spot Sales*

### KNXT COVERAGE DATA:

Population: 7,218,800  
Families: 2,445,300  
TV Families (Jan. 1, '55): 2,111,800  
TV Saturation: 87.6%  
Retail Sales: \$8,966,036.000  
Effective Buying Income:  
\$13,146,216.000  
Effective Buying Income per Family: \$5,376  
Source: 1955 Sales Management  
"Survey of Buying Power"



# LUBBOCK, TEXAS market via KDUB-TV now 316,000 watts (MAXIMUM)




\*602,900,000 POTENTIAL CUSTOMERS  
\$1,021,361,000 ANN. BUYING INCOME  
\$685,156,000 ANNUAL RETAIL SALES

The Lubbock market, consisting of thirty-eight oil and cotton-rich counties, is COMPLETELY covered by KDUB-TV. Channel 13's tremendous power increase combined with Lubbock's rapid growth gives you these increases over last years coverage data.

\*Population up — 156,200  
Retail Sales up — \$137,492,000  
Buying Income up — \$265,622,000

"MORE VIEWERS PER DOLLAR THAN ANY OTHER TEXAS TELEVISION"

\*S.M. 1955

affiliated  DuMont  
**KDUB-TV**  
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS  
GEORGE COLLIE, NAT'L. SALES MGR.

## LOUISVILLE, Ky.

Population	2,366,700
Families	694,600
Retail Sales	\$2,114,756,000
E.B.I.	\$2,997,472,000

KENTUCKY: Adair, Anderson, Barren, Boyle, Breckenridge, Bullitt, Butler, Carroll, Casey, Christian, Daviess, Edmonson, Estill, Fayette, Franklin, Garrard, Grayson, Green, Hancock, Hardin, Hart, Henderson, Henry, Hopkins, Jefferson, Jessamine, Larue, Lincoln, Madison, Marion, McLean, Meade, Mercer, Metcalfe, Muhlenberg, Nelson, Ohio, Oldham, Owen, Pulaski, Rock Castle, Russell, Scott, Shelby, Spencer, Taylor, Trigg, Trimble, Union, Warren, Washington, Webster, Woodford;  
INDIANA: Bartholomew, Brown, Clark, Crawford, Daviess, Decatur, Dubois, Floyd, Gibson, Harrison, Jackson, Jefferson, Jennings, Knox, Lawrence, Martin, Monroe, Orange, Perry, Pike, Posey, Scott, Spencer, Vanderburgh, Warwick, Washington

## LUBBOCK, Tex.

Population	375,700
Families	105,400
Retail Sales	\$471,725,000
E.B.I.	\$650,349,000

TEXAS: Bailey, Borden, Briscoe, Castro, Cochran, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Kent, Lamb, Lubbock, Lynn, Motley, Scurry, Swisher, Terry, Yoakum

## LYNCHBURG, Va.

Population	1,016,600
Families	255,500
Retail Sales	\$824,868,000
E.B.I.	\$1,118,461,000

VIRGINIA: Albermarle, Alleghany, Amelia, Amherst, Appomattox, Augusta, Bath, Bedford, Botetourt, Buckingham, Campbell, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Goochland, Greene, Halifax, Henry, Highland, Lunenburg, Mecklenburg, Montgomery, Nelson, Nottoway, Pittsylvania, Powhatan, Prince Edward, Roanoke, Rockbridge, Rockingham;  
WEST VIRGINIA: Greenbrier (50%), Monroe (50%), Pocahontas

## MACON, Ga.

Population	614,100
Families	158,300
Retail Sales	\$360,225,000
E.B.I.	\$548,007,000

GEORGIA: Baldwin, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Greene, Hancock, Henry, Houston, Jasper, Johnson, Jones, Lamar, Laurens, Macon, Marion, Monroe, Morgan, Newton, Peach, Pike, Pulaski, Putnam, Schley, Spaulding, Sumter, Talbot, Taylor, Telfair, Twiggs, Upson, Washington, Wilcox, Wilkinson

## MADISON, Wis.

Population	431,600
Families	127,700
Retail Sales	\$524,550,000
E.B.I.	\$715,216,000

WISCONSIN: Columbia, Dane, Dodge (50%), Green, Iowa (50%), Jefferson, Lafayette (25%), Rock (75%), Sauk (75%)

## MANCHESTER, N. H.

Population	838,700
Families	250,600
Retail Sales	\$869,752,000
E.B.I.	\$1,223,710,000

NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Grafton, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan;  
MASSACHUSETTS: Essex (25%), Middlesex (10%), Worcester (15%)

## MARINETTE, Wis.

Population	541,000
Families	154,400
Retail Sales	\$578,718,000
E.B.I.	\$715,061,000

WISCONSIN: Brown, Calumet (33%), Door, Florence, Forest, Kewaunee, Langlade, Manitowoc (50%), Marinette, Oconto, Outagamie, Shawano, Waupaca (50%), Winnebago (33%);  
MICHIGAN: Delta, Dickinson, Menominee

## MASON CITY, Iowa

Population	492,400
Families	149,900
Retail Sales	\$545,482,000
E.B.I.	\$704,407,000

IOWA: Bremer, Butler, Cerro Gordo, Chickasaw, Floyd, Franklin, Grundy, Hamilton, Hancock, Hardin, Howard, Humboldt, Kossuth, Mitchell, Winnebago, Winneshiek, Worth, Wright;  
MINNESOTA: Dodge, Faribault, Freeborn, Mower, Steele, Waseca

For current set estimates, see  
the Circulation Report, page 102.

**CBS -- ABC -- DuM.**  
IN  
**ROANOKE  
LYNCHBURG  
DANVILLE**

ROANOKE

LYNCHBURG

31 miles

**WLVA-TV**

17 1/2 mi.

41 miles

DANVILLE

DANVILLE

**IDEAL  
LOCATION  
316,000  
WATTS**

**WLVA-TV VHF  
316,000 WATTS 13**  
ROANOKE • LYNCHBURG • DANVILLE

Rep: George P. Hollingbery Co.





in Louisville

## WHAS-TV Programming pays off !

WHAS-TV offers participating sponsors the market's choice programs for children, sports, weather, homemaking, musicals, and news with an exclusive daily local newsreel. These local shows invariably capture the headlines, awards and most viewers

... Proof that in this growing market,

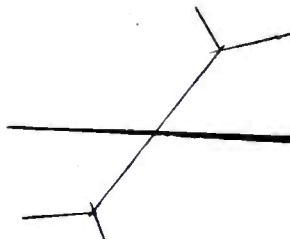
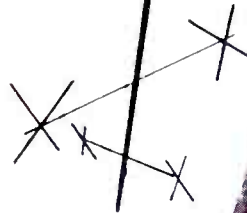
WHAS-TV programming pays off!

*Go where there's growth*  
**Go WHAS-TV**



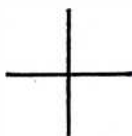
VICTOR A. SHOLIS, Director — NEIL CLINE, Station Mgr.  
Represented Nationally by Harrington, Righter & Parsons,  
New York, Chicago, San Francisco

Associated with The Courier-Journal & The Louisville Times



# KBES-TV

MEDFORD, OREGON



# KIEM-TV

EUREKA, CALIFORNIA

FOR

CALIFORNIA - OREGON TV

KBES-TV—the EXCLUSIVE television voice of Southern Oregon in the heart of "Pear Land U.S.A." giving high, volume, low cost coverage of Oregon's 1st VHF television market. Fruit orchards, lumber and other industries support a well-heeled population.

KIEM-TV—the EXCLUSIVE TV station in Northern California, serving California's great Redwood area.

You can save money by buying both of these stations and markets with one order. Here is the combined EXCLUSIVE market you'll reach:

**275,000 people**  
**85,000 families**  
**OVER 1/3 BILLION**  
**DOLLARS IN RETAIL**  
**SALES**

CALIFORNIA - OREGON TV  
Smullin TV Stations



**KBES-TV** • **KIEM-TV**

Medford, Oregon                      Eureka, Calif.  
Channel 5                                      Channel 3  
29,200 watts                                      14,600 watts  
Phone Medford 345-81      Phone Hillside 33-123

Represented by



### MEDFORD, Ore.

Population	250,300
Families	81,700
Retail Sales	\$305,207,000
E.B.I.	\$392,529,000

OREGON: Douglas, Jackson, Josephine, Klamath;  
CALIFORNIA: Del Norte, Siskiyou

### MEMPHIS, Tenn.

Population	2,199,900
Families	602,200
Retail Sales	\$1,678,531,000
E.B.I.	\$2,105,482,000

TENNESSEE: Carroll, Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Lake, Lauderdale, McNairy, Madison, Obion, Shelby, Tipton, Weakley;  
ARKANSAS: Clay, Craighead, Crittenden, Cross, Greene, Independence, Jackson, Lawrence, Lee, Mississippi, Monroe, Phillips, Poinsett, Randolph, St. Francis, Woodruff;  
MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun, Coahoma, De Soto, Grenada, Lafayette, Lee, Leflore, Marshall, Panola, Pontotoc, Prentiss, Quitman, Tallahatchie, Tate, Tippah, Tishomingo, Tunica, Union, Yalobusha;  
MISSOURI: Dunklin, New Madrid, Pemiscot

### MERIDIAN, Ida.—See Boise

### MERIDIAN, Miss.

Population	517,000
Families	134,300
Retail Sales	\$283,107,000
E.B.I.	\$377,972,000

MISSISSIPPI: Clarke, Covington, Forrest (50%), Jasper, Jones, Kemper, Lauderdale, Leake, Neshoba, Newton, Noxubee, Scott, Smith, Wayne, Winston;  
ALABAMA: Choctaw, Clarke, Greene, Marengo, Pickens, Sumter

### MIAMI-FT. LAUDERDALE, Fla.

Population	964,500
Families	300,900
Retail Sales	\$1,265,866,000
E.B.I.	\$1,644,059,000

FLORIDA: Broward, Collier, Dade, Hendry, Martin, Monroe, Palm Beach

### MIDLAND, Tex.

Population	210,400
Families	60,700
Retail Sales	\$227,237,000
E.B.I.	\$404,464,000

TEXAS: Andres, Borden (50%), Crane, Dawson, Ector, Gaines, Glasscock, Howard, Martin, Midland, Reagan, Upton, Ward, Winkler

### MILWAUKEE, Wis.

Population	2,575,700
Families	764,100
Retail Sales	\$3,148,251,000
E.B.I.	\$4,565,826,000

WISCONSIN: Brown, Calumet, Columbia, Dane, Dodge, Fond Du Lac, Green Lake, Jefferson, Kenosha, Kewaunee, Manitowoc, Marquette, Milwaukee, Outagamie, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Winnebago;  
ILLINOIS: Boone, Lake, McHenry

### MINNEAPOLIS-ST. PAUL, Minn.

Population	2,478,900
Families	731,500
Retail Sales	\$2,903,824,000
E.B.I.	\$3,753,759,000



According to the most recent ARB report (Oct., 1954)  
**WMCT**  
**dominates the**  
**Memphis Market**  
from 6 p.m. to 10:30 p.m.

of the total of  
**126 Quarter Hours**  
between 6 p.m. and 10:30 p.m.  
**WMCT has 87 top-**  
**rated periods!**

—a better than  
**2 to 1**  
**preference**  
**for WMCT**

Here is overwhelming testimony of WMCT's leadership in the Memphis market. Such a rating dominance is vitally important to you in reaching over 341,000 TV homes in the Mid-South area. (As of Mar. 1, 1955)

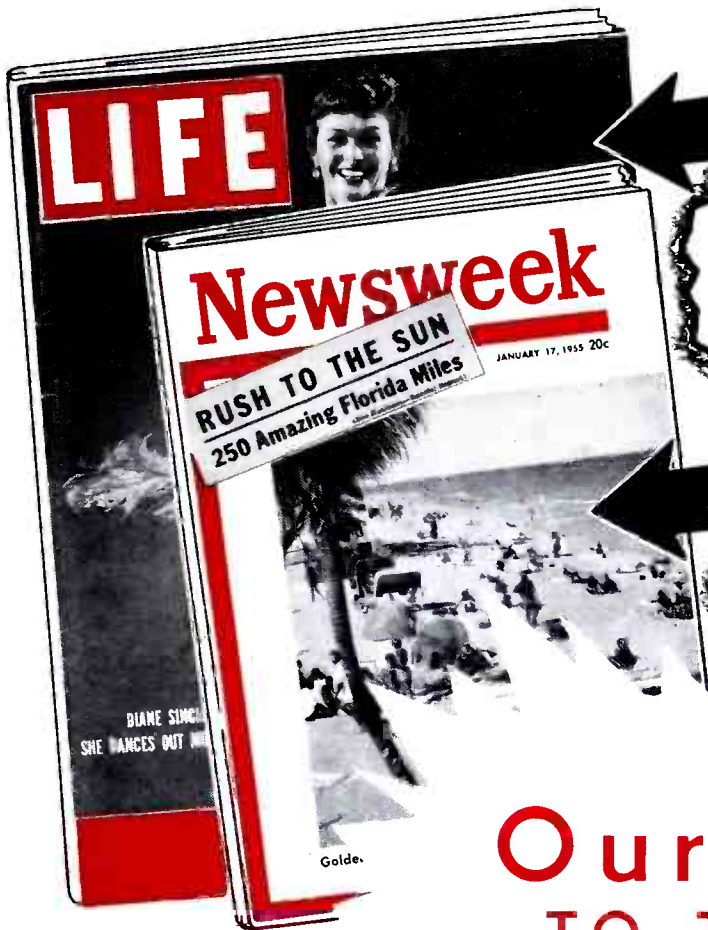
**W** **M** **C** **H** **I** **S**

**CHANNEL 5**  
WMC • WMCF • WMCT  
Memphis' First  
TV Station  
**NOW 100,000**  
**WATTS**

Owned and Operated by  
The Commercial Appeal

National Representatives  
The Branham Company

Affiliated with NBC • Also  
affiliated with ABC and DUMONT



JAN. 17th 1955

"Miami's progress in business and industrial development can only be termed phenomenal."

JAN. 17th 1955

"Miami's growth amounts to a consistent 10% each year. Some 7,000 new families come in each month."

Florida's First  
Television  
Station

# Our Thanks TO TWO GREAT MAGAZINES FOR GIVING YOU THE FACTS ON THE FABULOUS GROWTH OF SOUTH FLORIDA

**NOW -- Call your Free & Peters Colonel and have him give facts on the ONE Television Station that can give you complete coverage of this phenomenal market.**



Basic Affiliate

Maximum Power 100,000 watts — 6 years "On the Air" experience — 1,000 ft. tower (tallest in Florida) — Award-winning Merchandising Dept. — FIRST IN PROGRAM RATINGS EVERY ¼ HOUR OF EVERY DAY — Telecasting COLOR since September 1954.

**WTVJ**  
*Channel 4*  
**MIAMI**

# CAPTIVE\*

To

# KGVO-TV

## MISSOULA, MONTANA

\*Because of its unique geographical location, only KGVO-TV . . . and we mean ONLY . . . airs an acceptable signal into this stable area having more than \$133,-900,000.00 retail sales. Diversified economy including agriculture, lumbering, manufacturing, University and government workers makes these 9 counties.

### IDEAL AREA TO TEST YOUR SPOTS' "SELL"-ABILITY

With the HIGHEST TELEVISION ANTENNA  
In the Northwest and  
**60,000 WATTS**

**KGVO-TV COVERS**  
MISSOULA MONTANA

Rich Lumbering and  
Agricultural Area

WESTERN MONTANA  
Counties

GILL-PERNA, reps.

RETAIL SALES \$133,900,000.00

## DRAMA!

WITH A FRESH  
NEW  
APPROACH!



NEW YORK • CINCINNATI • HOLLYWOOD

SEE  
PAGES  
17-20

MINNESOTA: Aitkin, Anoka, Benton, Blue Earth, Brown, Carver, Chisago, Dakota, Dodge, Faribault, Greebourn, Goodhue, Hennepin, Isanti, Kanabec, Kandiyohi, Le Sueur, McLeod, Martin, Meeker, Millie Lacs, Mower, Nicollet, Olmsted, Pine, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Swift, Wabasha, Waseca, Washington, Watonwan, Wright;  
IOWA: Kossuth, Winnebago, Worth;  
WISCONSIN: Barron, Buffalo, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Rock, St. Croix, Sawyer, Trempealeau

#### MINOT, N. D.

Population	121,200
Families	33,400
Retail Sales	\$134,110,000
E.B.I.	\$171,924,000

NORTH DAKOTA: Bottineau, Burke, McHenry, McLean, Mountrail, Pierce, Renville, Rolette, Sheridan, Ward

#### MISSOULA, Mont.

Population	116,300
Families	38,600
Retail Sales	\$120,033,000
E.B.I.	\$164,708,000

MONTANA: Flathead, Granite, Lake, Mineral, Missoula, Powell, Ravalli, Sanders

#### MOBILE, Ala.

Population	755,100
Families	204,600
Retail Sales	\$582,305,000
E.B.I.	\$860,650,000

ALABAMA: Baldwin, Clarke (50%), Escambia, Mobile, Monroe, Washington;  
FLORIDA: Escambia;  
MISSISSIPPI: Forrest, George, Greene, Harrison, Jackson, Perry, Stone

#### MONROE, La.

Population	595,100
Families	162,300
Retail Sales	\$412,950,000
E.B.I.	\$560,917,000

LOUISIANA: Bienville, Caldwell, Catahoula, Claiborne, Concordia, East Carroll, Franklin, Grant, Jackson, La Salle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Red River, Richland, Tensas, Union, Webster, West Carroll, Winn;  
ARKANSAS: Ashley, Chicot, Union

#### MONTGOMERY, Ala.

Population	764,600
Families	196,800
Retail Sales	\$446,893,000
E.B.I.	\$651,915,000

ALABAMA: Autauga, Barbour, Bullock, Butler, Chilton, Coffee, Conecuh, Coosa, Covington, Crenshaw, Dale, Dallas, Elmore, Escambia (50%), Geneva, Henry, Lee (50%), Lowndes, Macon, Monroe, Montgomery, Perry, Pike, Russell (50%), Tallapoosa, Wilcox

#### MUNCIE, Ind.

Population	495,200
Families	156,100

Retail Sales	\$520,667,000
E.B.I.	\$765,893,000

INDIANA: Blackford, Delaware, Grant, Hamilton (50%), Hancock (50%), Henry, Jay, Madison, Randolph, Tipton (50%), Wayne

#### MUSKOGEE, Okla.

Population	934,000
Families	283,000
Retail Sales	\$802,097,000
E.B.I.	\$1,180,746,000

OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Hughes, Latimer, Le Flore (33%), Lincoln, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Ottawa (50%), Payne (50%), Pittsburg, Pottawatomie (33%), Rogers, Seminole, Sequoyah, Tulsa, Wagoner, Washington;  
ARKANSAS: Benton (33%), Crawford (33%), Washington (33%)

#### NASHVILLE, Tenn.

Population	1,382,300
Families	384,200
Retail Sales	\$1,046,527,000
E.B.I.	\$1,401,698,000

TENNESSEE: Bedford, Benton, Bledsoe, Cannon, Carroll, Cheatham, Clay, Coffee, Davidson, De Kalb, Dickson, Giles, Grundy, Hardin, Henderson, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marion, Marshall, Maury, Montgomery, Moore, Overton, Putnam, Robertson, Rutherford, Sequatchie, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Weakley, White, Williamson, Wilson;  
KENTUCKY: Allen, Barren, Calloway, Christian, Logan, Metcalfe, Monroe, Muhlenberg, Simpson, Todd, Warren

#### NEW BRITAIN—See Hartford

#### NEW HAVEN, Conn.

Population	3,085,400
Families	906,700
Retail Sales	\$3,875,048,000
E.B.I.	\$5,741,403,000

CONNECTICUT: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;  
MASSACHUSETTS: Berkshire (50%), Hampden, Hampshire, Worcester (10%);  
NEW YORK: Suffolk

#### NEW ORLEANS, La.

Population	1,598,400
Families	450,300
Retail Sales	\$1,382,989,000
E.B.I.	\$2,131,565,000

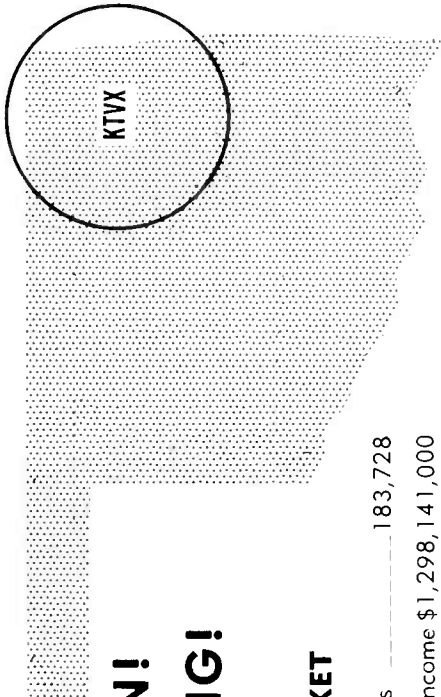
LOUISIANA: Ascension, Assumption, E. Baton Rouge, Iberia, Iberville, Jefferson, LaFourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington;  
MISSISSIPPI: Hancock, Harrison, Lamar, Marion, Pearl River, Walthall

In every field, there's one basic reference source—in television, it's  
**TELEVISION Magazine**

# POWER with a PUNCH!

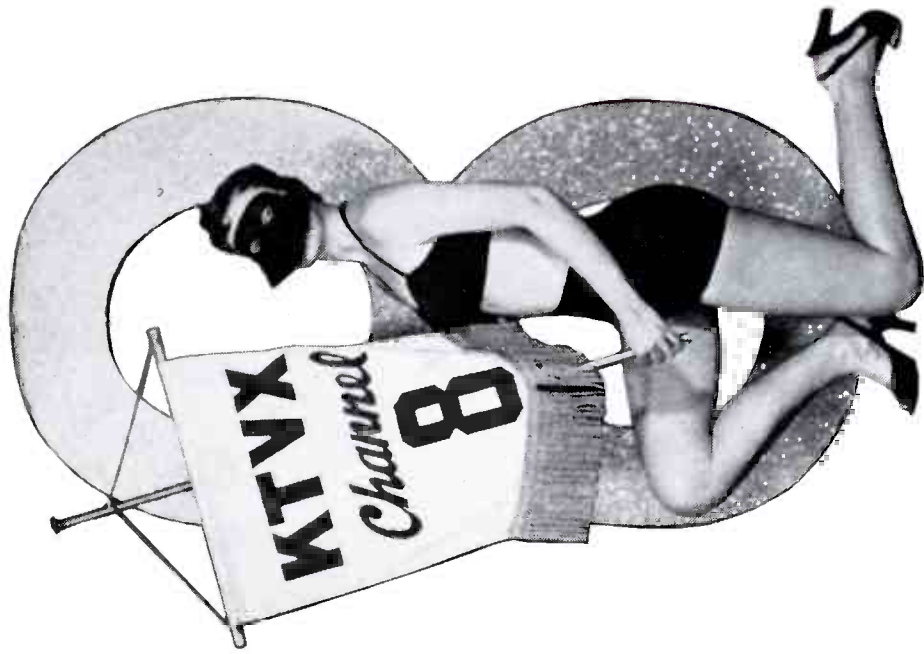
TULSA • MUSKOGEE • ALL OF EASTERN OKLAHOMA

- 316,000 WATTS!
- SUPER PROMOTION!
- TOP PROGRAMMING!



## THE KTVX AREA MARKET

Counties Covered	31	TV Families	183,728
Total Population	1,038,994	Spendable Income	\$1,298,141,000
Total Families	313,491	Total Retail Sales	\$916,065,000



# Channel 8 Oklahoma's Family TV Station

OWNED AND OPERATED BY  
**TULSA BROADCASTING CO.**  
 Gen. Offices — Box 1739, Tulsa, Okla. **DUMONT**  
**ABC** **AVERY KNODEL, INC.**, National Representative **Ben Holmes**  
 Vice Pres.-Gen. Mgr. Natl. Sales Mgr.  
 Affiliated with  
**KTUL** Radio, Tulsa, Okla. — **KFPW** Radio, Fort Smith, Ark.



st with

super power  
316,000 WATTS

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

st with

published audience  
**GUARANTEE**

You pay for what you get

watv channel **13**

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

**NEWPORT NEWS—See Norfolk**

**NEW YORK, N. Y.**

Population	15,834,300
Families	4,894,600
Retail Sales	\$19,199,413,000
E.B.I.	\$30,618,098,000

NEW YORK: Bronx, Dutchess, Kings, Nassau, New York Co., Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Westchester; CONNECTICUT: Fairfield, New Haven; NEW JERSEY: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren

**NORFOLK-NEWPORT NEWS, Va.**

Population	1,353,400
Families	349,100
Retail Sales	\$1,087,054,000
E.B.I.	\$1,656,081,000

VIRGINIA: Accomac, Brunswick, Charles City, Dinwiddie, Essex, Gloucester, Greenville, Isle of Wight, James City, King and Queen, King William, Lancaster, Mathews, Middlesex, Nansemond, New Kent, Newport News, Norfolk, Northampton, Northumberland, Prince George, Princess Anne, Richmond, Southampton, Surry, Sussex, York; NORTH CAROLINA: Bertie, Brunswick, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, Washington

**OAK HILL, W. Va.**—Data incomplete.

**OKLAHOMA CITY, Okla.**

Population	1,321,800
Families	405,900
Retail Sales	\$1,284,963,000
E.B.I.	\$1,754,252,000

OKLAHOMA: Alfalfa, Blaine, Bryan, Caddo, Canadian, Carter, Cleveland, Coal, Comanche, Cotton, Creek, Custer, Dewey, Garfield,

Garvin, Grady, Grant, Hughes, Jackson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Okfuskee, Oklahoma, Pawnee, Payne, Pontotoc, Pottawatomie, Seminole, Stephens, Tillman, Washita

**OMAHA, Neb.**

Population	1,048,800
Families	329,300
Retail Sales	\$1,220,413,000
E.B.I.	\$1,616,943,000

NEBRASKA: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Gage, Johnson, Lancaster, Nemaha, Otoe, Pawnee, Platte (50%), Richardson, Sarpy, Saunders, Seward, Stanton, Thurston, Washington; IOWA: Adams, Audubon, Carroll, Cass, Crawford, Fremont, Harrison, Mills, Monona, Montgomery, Page, Pottawattamie, Shelby, Taylor, Woodbury (50%); MISSOURI: Atchison, Nodaway (50%)

**ATOMIC!**

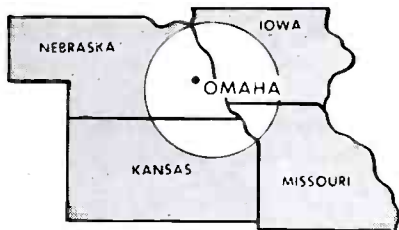
IT'S THE TV SERIES THAT HAS  
EVERYBODY **EXCITED!**



NEW YORK • CINCINNATI • HOLLYWOOD

**SEE PP. 17-20**

# LOOK AT THESE FACTS ABOUT WOW-TV OMAHA



## COVERAGE

100,000 Watts (Max. Power) covering 51 counties in Nebraska, Missouri and Kansas.

## MARKET

Over 400,000 families with 2 billion dollars to spend.

## PROGRAM RESPONSE

7,851 LETTERS in TWO WEEKS were received by Connie Cook of "Connie's Cupboard" when she asked viewers to send in the name of their favorite grocer.

3,300 get-well cards were sent to "Uncle Tom" Chase of "Trail Time" (a children's show) when he was in the hospital recently.

Ask your Blair-TV man or write Fred Ebener, Sales Manager, WOW-TV for spot program availabilities.

# WOW TV

OMAHA - CHANNEL 6

MAXIMUM POWER · A MEREDITH STATION · CBS-TV · NBC-TV  
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines

### ORLANDO, Fla.

Population	588,600
Families	179,000
Retail Sales	\$561,285,000
E.B.I.	\$711,589,000

FLORIDA: Brevard, Citrus, Flagler, Hernando, Indian River, Lake, Marion, Orange, Osceola, Pasco, Polk, Seminole, Sumter, Volusia

### PANAMA CITY, Fla.

Population	163,300
Families	42,400
Retail Sales	\$107,737,000
E.B.I.	\$143,515,000

FLORIDA: Bay, Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Walton, Washington

### PARKERSBURG, W. Va.

Population	264,800
Families	78,700

### Retail Sales

\$189,770,000

### E.B.I.

\$291,099,000

WEST VIRGINIA: Calhoun (50%), Jackson, Mason (25%), Pleasants, Ritchie, Roane (50%), Tyler (50%), Wirt, Wood;  
OHIO: Athens, Meigs, Monroe (50%), Morgan, Noble (75%), Washington

### PENSACOLA, Fla.

Population	578,200
Families	156,400
Retail Sales	\$451,257,000
E.B.I.	\$658,023,000

FLORIDA: Escambia, Okaloosa, Santa Rosa, Walton;  
ALABAMA: Baldwin, Covington, Escambia, Mobile

### PEORIA, Ill.

Population	633,100
Families	201,500

### Retail Sales

\$742,645,000

### E.B.I.

\$1,038,672,000

ILLINOIS: Bureau (50%), De Witt (50%), Fulton, Henry (50%), Knox, La Salle (25%), Livingston (50%), Logan, McLean (75%), Marshall, Mason, Menard, Peoria, Putnam, Stark, Tazewell, Warren (50%), Woodford

### PHILADELPHIA, Pa.

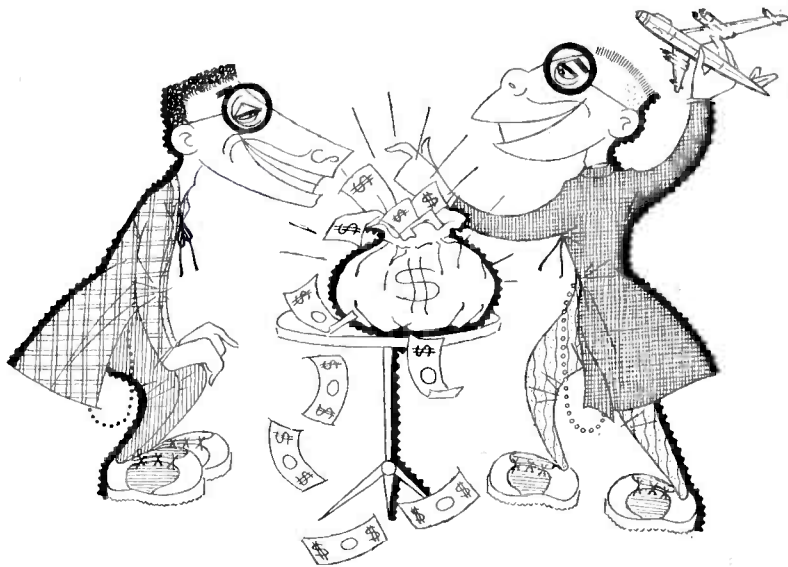
Population	6,432,000
Families	1,884,100
Retail Sales	\$7,497,656,000
E.B.I.	\$11,092,942,000

PENNSYLVANIA: Berks, Bucks, Chester, Delaware, Lancaster, Lehigh, Montgomery, Northampton, Philadelphia;  
DELAWARE: New Castle;  
MARYLAND: Cecil;  
NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset

### CURRENT CIRCULATION ESTIMATES:

Orlando	69,090
Panama City	13,570
Parkersburg	†28,570
Pensacola	81,800
Peoria	†135,610
Philadelphia	1,718,300

For other markets, see the Circulation Report, page 102.



"Dig this CRAZY crystal ball!"

"Huh? Man, that's no crystal ball . . . it's a bag of the long green!"

"Right you are son, but we're looking into the future for all of KATV's advertisers. Remember, the Air Force's big SAC bomber base in Little Rock will be completed this summer!"

"Yea man! That'll bring lots of new folks and new money into the already booming Central Arkansas Market!"

"Our Uncle (Sam, that is) says that it will bring in at least 15,000 new people . . . and an annual payroll of over \$25,000,000!"

"Any hep economist can tell you that a payroll dollar usually turns three to five times before coming to rest . . . that means the SAC payroll will generate an additional \$150 million to \$250 million of purchasing power in the Little Rock area every year!"

"Sing on son, just think of all the new TV sets that will be added this year to the 103,389 already in KATV's coverage area!"

"Swoosh! If an advertiser buys KATV now, he can fly higher than a B-47 in Arkansas!"

To fly high in Arkansas see:

Bruce B. Compton  
Nat'l Sales Manager

or

Avery-Knodel, Inc.  
National Reps

CBS **KATV** ABC  
Channel 7

Studios in Pine Bluff and Little Rock

John Fugate, General Manager  
620 Beech Street, Little Rock, Arkansas

**PHOENIX, Ariz.**

Population 502,400  
Families 146,300  
Retail Sales \$564,214,000  
E.B.I. \$735,144,000

ARIZONA: Gila, Maricopa, Pinal (75%),  
Yavapai

**PINE BLUFF-LITTLE ROCK, Ark.**

Population 872,600  
Families 249,000  
Retail Sales \$661,461,000  
E.B.I. \$893,548,000

ARKANSAS: Arkansas, Bradley, Calhoun,  
Clark, Cleburne, Cleveland, Conway, Dallas,  
Desha, Drew, Faulkner, Garland, Grant,  
Hot Spring, Independence, Jefferson,  
Lee (50%), Lincoln, Lonoke, Monroe,  
Montgomery, Ouachita, Perry, Phillips (50%),  
Pope, Prairie, Pulaski, Saline, Searcy, Stone,  
Van Buren, White, Woodruff, Yell

**PITTSBURG, Kans.**

Population 559,800  
Families 185,900  
Retail Sales \$462,845,000  
E.B.I. \$621,852,000

KANSAS: Allen, Bourbon, Cherokee, Crawford,  
Labette, Linn, Montgomery, Neosho, Wilson,  
Woodson;  
MISSOURI: Barry, Barton, Cedar, Dade,  
Jasper, Lawrence, McDonald, Newton, Vernon;  
OKLAHOMA: Craig, Delaware, Mayes,  
Nowata, Ottawa

**PITTSBURGH, Pa.**

Population 3,992,600  
Families 1,154,200  
Retail Sales \$4,312,664,000  
E.B.I. \$6,201,862,000

PENNSYLVANIA: Allegheny, Armstrong,  
Beaver, Butler, Clarion, Fayette, Greene,  
Indiana, Lawrence, Mercer, Somerset,  
Vernango, Washington, Westmoreland;  
OHIO: Belmont, Carroll, Columbiana,  
Harrison, Jefferson, Mahoning;  
WEST VIRGINIA: Brooke, Hancock, Marshall,  
Monongalis, Ohio, Preston

**PLATTSBURG, N. Y.**

Population 463,300  
Families 129,600  
Retail Sales \$491,426,000  
E.B.I. \$568,069,000

NEW YORK: Clinton, Essex, Franklin,  
Hamilton, St. Lawrence, Warren,  
Washington (50%);  
VERMONT: Addison, Chittenden, Franklin,  
Grand Isle, Lamoille, Washington (67%)

**POLAND SPRING, Maine  
(Mt. Washington, N. H.)**

Population 952,400  
Families 279,600

Retail Sales \$985,169,000  
E.B.I. \$1,280,839,000

MAINE: Androscoggin, Cumberland, Franklin,  
Kennebec, Oxford, Sagadahoc, York;  
NEW HAMPSHIRE: Belknap, Carroll, Coos,  
Grafton, Merrimack, Strafford, Sullivan;  
VERMONT: Caledonia, Essex, Lamoille,  
Orange, Orleans, Washington, Windsor

**PORTLAND, Maine—See Lewiston**

**PORTLAND, Ore.**

Population 1,262,700  
Families 419,900  
Retail Sales \$1,499,249,000  
E.B.I. \$2,069,144,000

OREGON: Benton, Clackamas, Clatsop,  
Columbia, Hood River, Jefferson, Lincoln,  
Linn, Marion, Multnomah, Polk, Tillamook,  
Wasco, Washington, Yamhill;  
WASHINGTON: Clark, Cowlitz, Pacific,  
Skamania, Wahkiakum

**PROVIDENCE, R. I.**

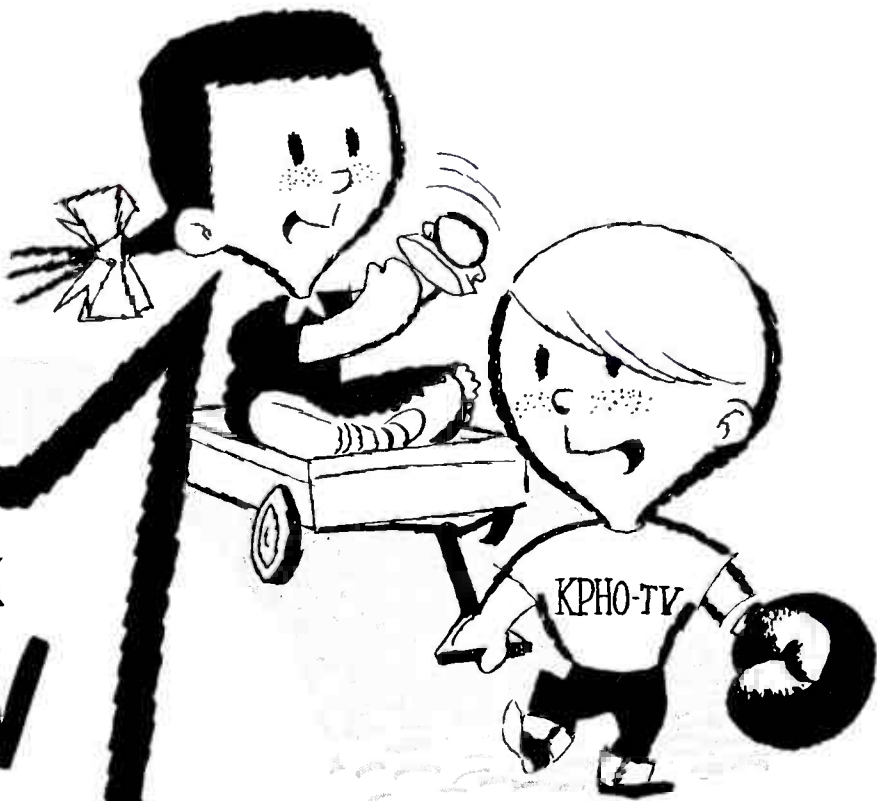
Population 2,725,300  
Families 812,500  
Retail Sales \$2,832,632,000  
E.B.I. \$4,302,894,000

RHODE ISLAND: Bristol, Kent, Newport,  
Providence, Washington;  
CONNECTICUT: New London, Tolland,  
Windham;  
MASSACHUSETTS: Barnstable, Bristol,  
Dukes, Norfolk, Plymouth, Worcester

**PUEBLO—See Colorado Springs**

For current set estimates, see  
the Circulation Report, page 102.





# IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows! KPHO-TV captured 320 quarter hours — 76% of all quarter hours! *Telepulse, November, 1954*



KPHO-TV captured 13 out of 15 top weekly shows, all 10 top multi-weekly shows! KPHO-TV captured 307 quarter hours — 70% of all quarter hours! *ARB, October, 1954*



KPHO-TV captured 12 out of 15 top weekly shows, 9 of 10 top multi-weekly shows! KPHO-TV captured 304 quarter hours — 71% of all quarter hours! *Hooper, October, 1954*



KPHO-TV's own local shows, "Gold Dust Charlie" (children) and "Three Star News," were among top 10 multi-weekly shows on all three surveys!

*Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!*

**IT'S KPHO-TV IN PHOENIX**  
*. . . first in Arizona*

**YOUR MEREDITH STATIONS**

**CHANNEL 5 CBS BASIC**

# KPHO-TV

**FIRST IN ARIZONA SINCE '49**

**AFFILIATED WITH BETTER HOMES and GARDENS**  
**REPRESENTED NATIONALLY BY KATZ**



**45<sup>th</sup>** *metropolitan market*  
in population and retail sales

# WGEM-TV

Cover this GEM with WGEM-TV

to make your sales sparkle

## QUINCY, ILL. (The Gem City) 84<sup>TH</sup> TV MARKET \*

A Cinch to Sell with

\*Source: Television Magazine

**WGEM-TV**  
QUINCY, ILLINOIS

**CHANNEL 10**  
NBC · ABC

Represented by Avery-Knodel, Inc.

### CBS -- ABC -- DuM. IN ROANOKE LYNCHBURG DANVILLE

**WLVA-TV**

**IDEAL LOCATION**  
316,000 WATTS

**WLVA-TV VHF 13**  
316,000 WATTS

ROANOKE • LYNCHBURG • DANVILLE

Rep: George P. Hollingbery Co.

#### QUINCY, III.-MANNIBAL, Mo.

Population	525,900
Families	174,800
Retail Sales	\$532,629,000
E.B.I.	\$658,494,000

ILLINOIS: Adams, Brown, Calhoun, Cass, Fulton (25%), Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott;  
MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Lincoln, Macon, Marion, Monroe, Montgomery, Pike, Ralls, Randolph (25%), Scotland, Shelby;  
IOWA: Des Moines (25%), Lee, Van Buren (50%)

#### RALEIGH, N. C.

Population	909,950
Families	218,400
Retail Sales	\$708,426,000
E.B.I.	\$1,044,680,000

NORTH CAROLINA: Alamance, Chatham, Cumberland, Durham, Franklin, Granville, Harnett, Johnston, Lee, Nash (75%), Orange, Person, Vance, Wake, Wayne (50%), Wilson

#### READING, Pa.

Population	1,627,900
Families	475,400
Retail Sales	\$1,767,861,000
E.B.I.	\$2,582,998,000

PENNSYLVANIA: Berks, Dauphin, Lancaster, Lebanon, Lehigh, Luzerne, Montgomery (25%), Northumberland (50%), Schuylkill (50%)

#### RENO, Nev.

Population	78,900
Families	25,900
Retail Sales	\$114,284,000
E.B.I.	\$160,124,000

NEVADA: Douglas, Lyon, Ormsby, Storey, Washoe;  
CALIFORNIA: Nevada (25%), Placer (10%)

#### RICHMOND, Va.

Population	1,016,900
Families	258,400
Retail Sales	\$869,369,000
E.B.I.	\$1,221,134,000

VIRGINIA: Albermarle, Amelia, Appomattox, Brunswick, Buckingham, Caroline, Charles City, Charlotte, Chesterfield, Culpeper, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King and Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Powhatan, Prince Edward, Prince George, Richmond, Southampton, Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

#### ROANOKE, Va.

Population	1,734,900
Families	432,200
Retail Sales	\$1,270,907,000
E.B.I.	\$1,859,148,000

For current set estimates, see  
the Circulation Report, page 102.

VIRGINIA: Albermarle, Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Floyd, Franklin, Giles, Grayson, Halifax, Henry, Highland, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe;  
NORTH CAROLINA: Alleghany, Caswell, Rockingham, Stokes, Surry;  
WEST VIRGINIA: Fayette, Greenbrier, McDowell, Mercer, Monroe, Nicholas, Pocahontas, Raleigh, Summers, Webster, Wyoming

#### ROCHESTER, Minn.

Population	541,200
Families	156,200
Retail Sales	\$587,966,000
E.B.I.	\$699,525,000

MINNESOTA: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmstead, Rice, Steele, Wabasha, Waseca, Winona;  
IOWA: Allamakee, Howard, Mitchell, Winneshiek, Worth;  
WISCONSIN: Buffalo, La Crosse, Pepin, Trempealeau

#### ROCHESTER, N. Y.

Population	1,068,400
Families	326,300
Retail Sales	\$1,238,452,000
E.B.I.	\$1,672,047,000

NEW YORK: Alleghany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates

ROCK ISLAND—See Davenport

### Quad-City Employment is on Upswing!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities are materializing early and rapidly.

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

CBS FOR THE

**Quad-Cities' favorite**  
**WHBF** AM FM TV  
TELCO BUILDING, ROCK ISLAND, ILLINOIS  
Represented by Avery-Knodel, Inc.

# WSLS tv

lines them up ...

with money in their pockets



at the Advertiser's point of sale



**In WSLS-TV-LAND\***

there are

**2,500,000 PEOPLE**

owning over

**325,000 TV SETS**

**78%**

of them look at

**WSLS-TV more DAY & NIGHT**

(Jan. 1955 ARB Study)

\* 63 Counties in 3 States

Represented Nationally by

**EVERY-KNODEL, INC.**



## ROMPER ROOM

an impressive example of coordination in . . . . .

**PROGRAMMING**

**MERCHANDISING**

**PROMOTION**

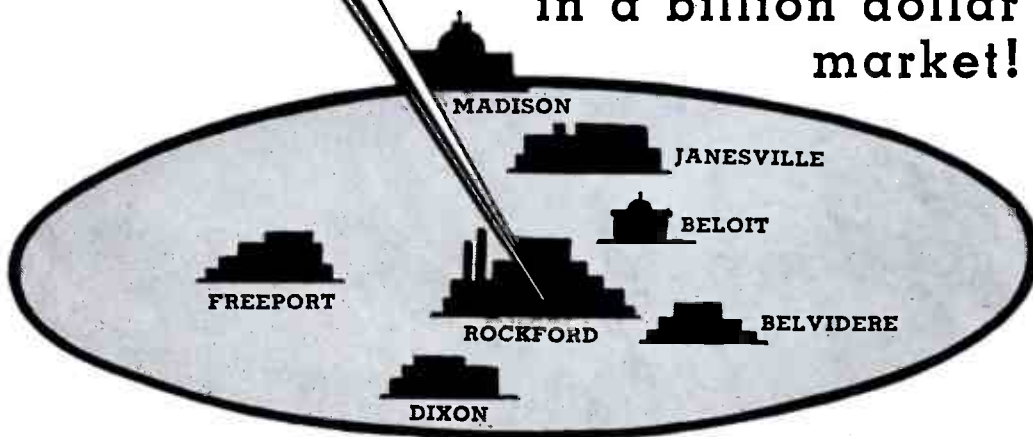
. . . . . shown above is evidence of results when "MISS ELSIE," star of ROMPER ROOM, appeared in person at Jennings-Shepherd, headquarters for Romper Room Toys. Parents brought their children from four states and Jennings-Shepherd sold many new customers. Several thousand people visited the store in just one afternoon.



# ROCKFORD, ILLINOIS

## the **7** city station

### in a billion dollar market!



## covering the first **BIG** market west of Chicago!

Over 250,000 TV sets in this Billion Dollar 7-city sales area. It has a population of well over 1,000,000.

### plus

- all or part of 12 counties and over 100 communities—23 towns over 5,000 population—77 towns over 1,000 population.
- Rockford alone is 31% ABOVE NATIONAL AVERAGE on per capita income and 20% ABOVE NATIONAL AVERAGE on per family income. Rockford is the second largest machine tool manufacturing city in the U. S.
- The 44,637 farm households in this rich area have an average income of TWICE THE NATIONAL AVERAGE.

WREX-TV Rockford, Illinois, the 7-city station dominates this tremendous market with 58 top CBS-ABC network shows.



ABC  AFFILIATIONS

represented by H-R TELEVISION, INC.



## channel 13

ROCKFORD • ILLINOIS

#### ROCKFORD, ILL.

Population	1,133,900
Families	348,200
Retail Sales	\$1,474,162,000
E.B.I.	\$1,936,511,000

ILLINOIS: Boone, Carroll, De Kalb, Jo Daviess, Kane, La Salle, Lee, McHenry, Ogle, Stephenson, Whiteside, Winnebago; WISCONSIN: Dane, Green, Jefferson (50%), Lafayette, Rock, Walworth

#### ROME, Ga.

Population	987,500
Families	268,200
Retail Sales	\$760,165,000
E.B.I.	\$1,028,399,000

GEORGIA: Bartow, Carroll (50%), Catoosa, Chattooga, Cherokee, Cobb (50%), Dade, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker, Whitfield; ALABAMA: Calhoun, Cherokee, Cleburne, De Kalb, Etowah, Jackson, Marshall; TENNESSEE: Bradley, Hamilton

#### ROSWELL, N. M.

Population	166,900
Families	47,300
Retail Sales	\$182,296,000
E.B.I.	\$272,467,000

NEW MEXICO: Chaves, De Baca, Eddy, Lea, Lincoln, Otero (50%), Roosevelt (50%)

#### SACRAMENTO, Cal.

Population	915,000
Families	285,000
Retail Sales	\$1,022,930,000
E.B.I.	\$1,570,887,000

CALIFORNIA: Amador, Calaveras, Eldorado (50%), Napa, Nevada (50%), Placer (50%), Sacramento, San Joaquin, Solano, Sutter, Yolo, Yuba

#### SAGINAW—See Bay City

#### SAINT JOSEPH, Mo.

Population	441,600
Families	144,300
Retail Sales	\$410,469,000
E.B.I.	\$595,664,000

MISSOURI: Andrew, Atchison, Buchana, Caldwell, Clay, Clinton, Daviess, De Kalb, Gentry, Grundy, Harrison, Holt, Livingston (50%), Nodaway, Platte (50%), Worth;

IOWA: Page (50%), Taylor (50%); KANSAS: Atchison, Brown, Doniphan, Jackson, Jefferson, Leavenworth (50%); NEBRASKA: Nemaha (50%), Richardson

#### SAINT LOUIS, Mo.

Population	3,083,800
Families	967,900
Retail Sales	\$3,230,357,000
E.B.I.	\$4,748,721,000

MISSOURI: Audrain, Bollinger, Boone, Callaway, Cape Girardeau, Cole, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Miller, Montgomery, Perry, Phelps, Pike, Ralls, Reynolds, St. Charles, St. Francois, St. Louis, Ste. Genevieve, Warren, Washington; ILLINOIS: Bond, Calhoun, Cass, Christian, Clinton, Effingham, Fayette, Franklin, Greene, Jackson, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Morgan, Perry, Pike, Randolph, St. Clair, Sangamon, Scott, Shelby, Union, Washington, Williamson

#### SAINT PAUL—See Minneapolis

Capture California's 4th largest market! **KCCC-TV, CHANNEL 40**, reaches over 850,000 people in 23 counties of Northern California's billion-dollar buying potential . . . outleads, outsells all other media in the greater Sacramento area. ARB Survey, November 1954, shows **KCCC-TV, PREFERRED** by viewers and advertisers everywhere!\*

Proven salesman for more than 750 advertisers, KCCC-TV offers TOP coverage, TOP network programming, TOP live shows and PROMOTION PLUS! Write or wire for details.

# KCCC-TV...FIRST IN

\*ARB Report on 6:00-11:00 P.M. daily prime shows  
**KCCC-TV, LEADING** with **TWICE** as many quarter-hours as all other stations combined:

**KCCC-TV leads in 112 QUARTER HOURS**  
Station A, San Francisco.....leads in 38 quarter hours  
Station B, San Francisco.....leads in 10 quarter hours  
Station C Stockton.....leads in 5 quarter hours  
Station D, San Francisco.....leads in 3 quarter hours

**SACRAMENTO**

**RATINGS**

**AUDIENCE**

**COVERAGE**

**ASHLEY L. ROBISON, Gen. Mgr.**  
**A. J. RICHARDS, Nat'l Sales Mgr.**

**WEED TELEVISION**  
**National Representative**

#### SAINT PETERSBURG, Fla.

Population 736,600  
Families 232,000  
Retail Sales \$769,572,000  
E.B.I. \$974,071,000

FLORIDA: Hillsborough, Manatee, Pasco, Pinellas, Polk, Sarasota

#### SALISBURY, Md.

Population 211,600  
Families 64,200  
Retail Sales \$298,231,000  
E.B.I. \$223,803,000

MARYLAND: Caroline (50%), Dorchester, Somerset, Wicomico, Worcester;  
DELAWARE: Sussex;  
VIRGINIA: Accomac (50%)

UTAH: Box Elder, Cache, Carbon, Davis, Duchesne, Emery, Juab, Millard, Morgan, Rich, Salt Lake, Sanpete, Sevier, Summit, Tooele, Utah, Wasatch, Weber;  
IDAHO: Bear Lake, Cassia, Franklin, Oneida;  
NEVADA: Elko, White Pine;  
WYOMING: Lincoln, Uinta

#### SALINAS-MONTEREY, Cal.

Population 454,700  
Families 144,000  
Retail Sales \$527,214,000  
E.B.I. \$773,125,000

CALIFORNIA: Merced (50%), Monterey, San Benito, Santa Clara (33%), Santa Cruz, Stanislaus (33%)

#### SALT LAKE CITY, Utah

Population 774,100  
Families 217,500  
Retail Sales \$831,612,000  
E.B.I. \$1,091,506,000

#### SAN ANGELO, Tex.

Population 120,700  
Families 35,600  
Retail Sales \$126,359,000  
E.B.I. \$181,735,000

TEXAS: Coke, Concho, Irion, McCulloch, Mason, Menard, Runnels, Schleicher, Sterling, Tom Green

### HOW MUCH INCOME DO YOU REACH?

	Standard Metro. Area	Television Market
Rockford	\$300,078,000	\$1,936,511,000
Sacramento	\$636,511,000	\$1,570,887,000
St. Joseph	\$151,879,000	\$ 595,664,000
St. Louis	\$3,154,443,000	\$4,748,721,000
St. Petersburg	\$675,818,000	\$ 974,071,000
Salt Lake City	\$482,614,000	\$1,091,506,000
San Angelo	\$113,626,000	\$ 181,735,000

**T**HE metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Rockford, for example, 85% of the television market's income is earned *outside* the metropolitan area.

For similar comparisons for every TV market, see pages 79-88 of this issue.

# portrait of a market



## FIVE O'CLOCK RUSH

... thousands of workers going home from jobs in 26 cities of more than 10,000 population throughout WRGB's television coverage area, including ...



ALBANY, Capital of New York State. As a center of government, education and commerce, it is a vital part of the WRGB market area that covers 30 counties of New York, Vermont, Massachusetts and Connecticut ... more than 419,000 television families.

# WRGB

A General Electric Station

★ ★ ★

Represented Nationally By



### SAN ANTONIO, Tex.

Population	1,416,100
Families	380,300
Retail Sales	\$1,401,253,000
E.B.I.	\$1,899,879,000

TEXAS: Atascosa, Bandera, Bastrop, Bee, Bexar, Blanco, Caldwell, Comal, De Witt, Duval, Fayette, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Jim Wells, Karnes, Kendall, Kerr, LaSalle, Lavaca, Live Oak, McMullen, Medina, Nueces, Refugio, San Patricio, Travis, Uvalde, Victoria, Wilson

### SAN DIEGO, Cal.-TIJUANA, Mex.

Population	918,000
Families	303,600
Retail Sales	\$1,023,651,000
E.B.I.	\$1,633,330,000

CALIFORNIA: Imperial, Orange (50%), San Diego

### SAN FRANCISCO, Cal.

Population	4,111,800
Families	1,348,100
Retail Sales	\$5,003,952,000
E.B.I.	\$7,985,275,000

CALIFORNIA: Alameda, Contra Costa, Lake, Marin, Merced, Monterey, Napa, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Yolo

### SAN LUIS OBISPO, Cal.

Population	469,700
Families	146,200
Retail Sales	\$533,489,000
E.B.I.	\$794,238,000

CALIFORNIA: Fresno (15%), Kern (60%), Kings, Monterey (50%), San Luis Obispo, Santa Barbara (50%)

### SANTA BARBARA, Cal.

Population	554,300
Families	172,900
Retail Sales	\$629,302,000
E.B.I.	\$951,134,000

CALIFORNIA: Kern, San Luis Obispo, Santa Barbara, Ventura (75%)

### SAVANNAH, Ga.

Population	329,500
Families	89,100
Retail Sales	\$250,842,000
E.B.I.	\$330,104,000

GEORGIA: Bryan, Bullock, Chatham, Effingham, Evans, Liberty, Long, McIntosh, Screven, Tattnall, Wayne;  
SOUTH CAROLINA: Beaufort, Hampton, Jasper

### SCRANTON-WILKES-BARRE, Pa.

Population	1,277,600
Families	371,400
Retail Sales	\$1,215,958,000
E.B.I.	\$1,765,736,000

PENNSYLVANIA: Bradford, Carbon, Columbia, Lackawanna, Luzerne, Lycoming, Monroe, Montour, Northumberland, Pike, Schuylkill (50%), Sullivan, Susquehanna, Tioga (50%), Union (50%), Wayne, Wyoming

### SEATTLE-TACOMA, Wash.

Population	1,614,400
Families	537,600
Retail Sales	\$1,822,888,000
E.B.I.	\$2,910,699,000

WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom

### SEDALIA, Mo.

Population	182,600
Families	60,100
Retail Sales	\$159,891,000
E.B.I.	\$209,771,000

MISSOURI: Benton, Cooper, Henry, Howard, Johnson, Lafayette, Moniteau, Morgan, Pettis, Saline

### SHREVEPORT, La.

Population	458,700
Families	129,100
Retail Sales	\$411,616,000
E.B.I.	\$542,922,000

LOUISIANA: Bienville, Bossier, Caddo, Claiborne, De Soto, Red River, Webster;  
ARKANSAS: Columbia (20%), Lafayette (20%), Miller (20%);  
TEXAS: Cass (20%), Harrison, Marion, Panola

### SCHENECTADY-ALBANY-TROY, N. Y.

Population	1,827,200
Families	560,200
Retail Sales	\$2,157,583,000
E.B.I.	\$2,746,826,000

NEW YORK: Albany, Columbia, Delaware, Dutchess, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington;  
MASSACHUSETTS: Berkshire, Franklin, Hampshire;  
NEW HAMPSHIRE: Cheshire, Sullivan;  
VERMONT: Addison, Bennington, Rutland, Windham, Windsor

## ATOMIC!

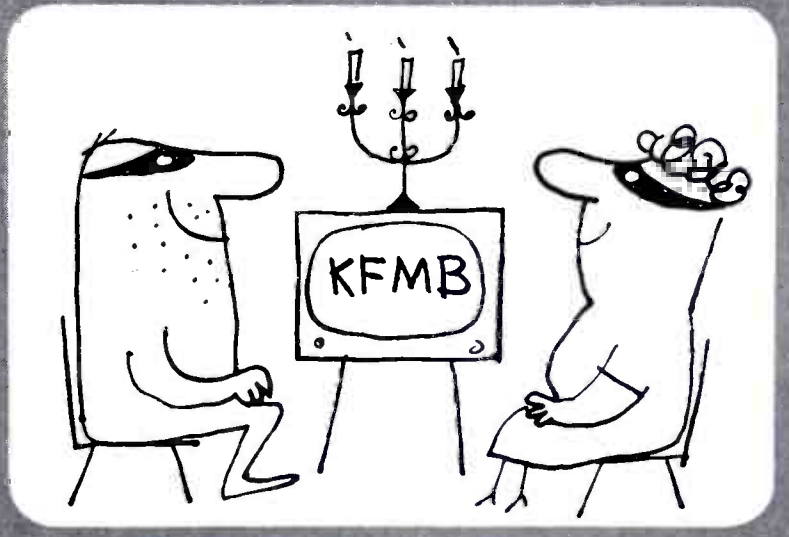
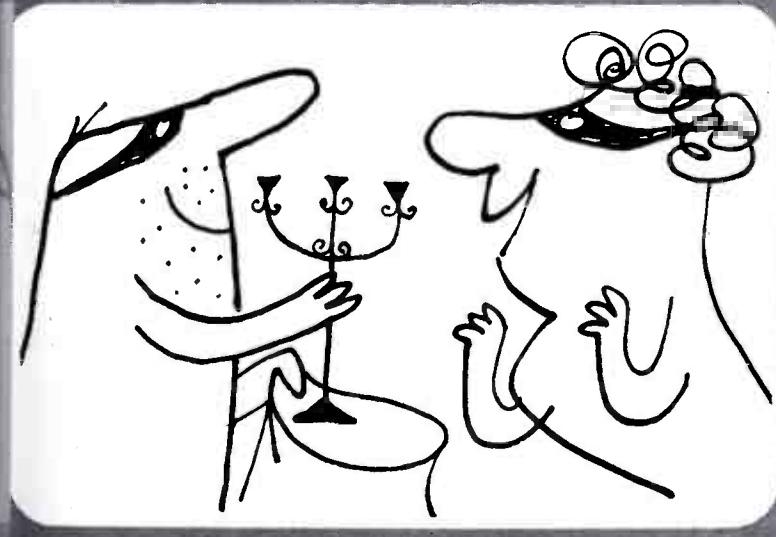
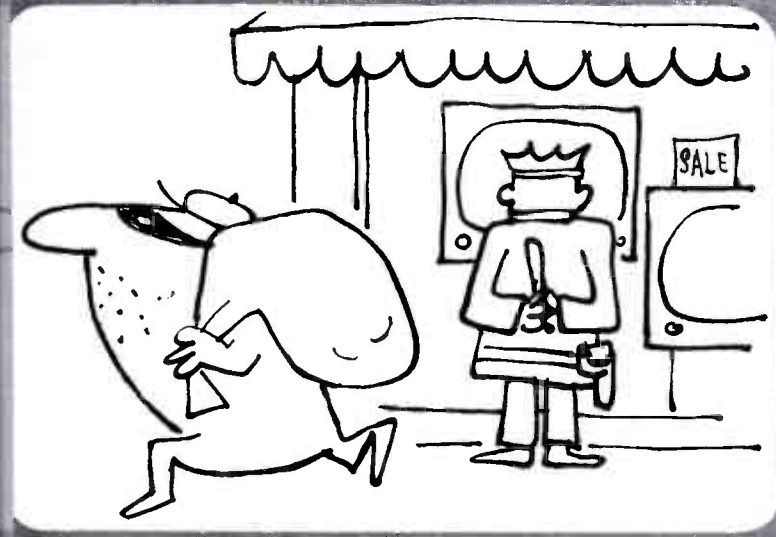
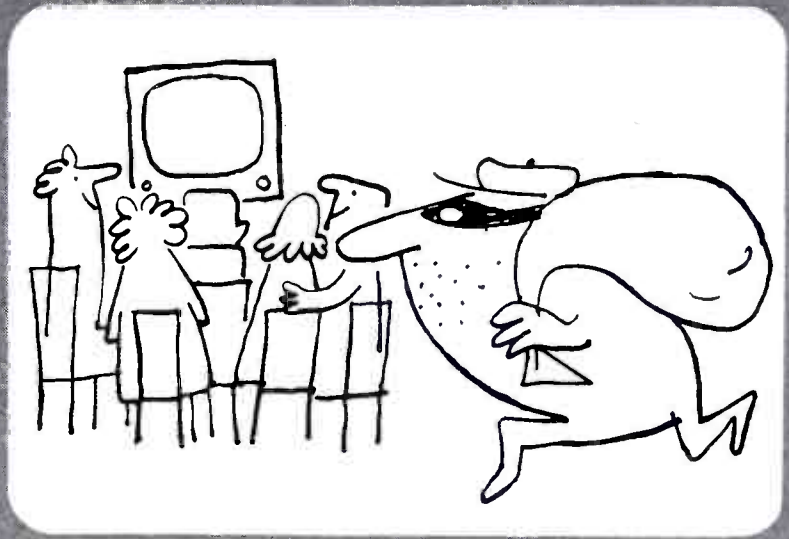
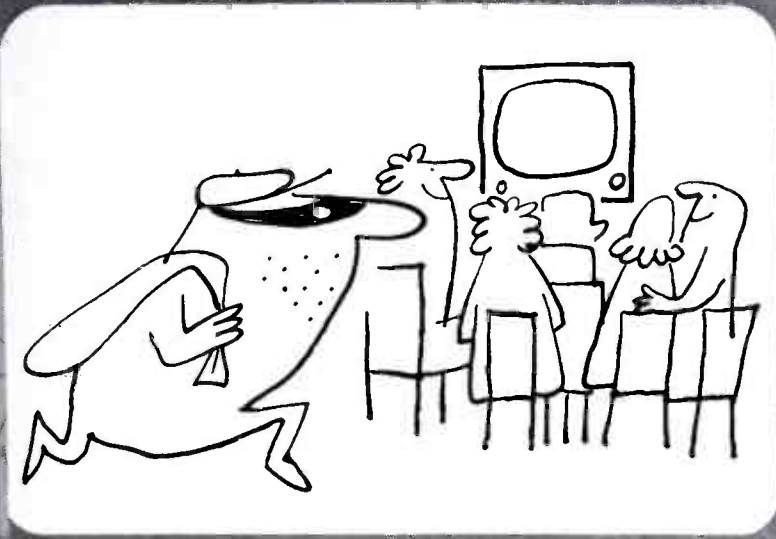
IT'S THE TV  
SERIES THAT  
HAS EVERYBODY  
EXCITED!



NEW YORK • CINCINNATI • HOLLYWOOD

SEE  
PAGES  
17-20

You just can't escape TV in saturated San Diego!



9% of the homes have it! (Pulse, Jan. '55)  
 Over 285,000 TV homes... 850,000 TV people!  
 This is the kind of coverage that moves merchandise.  
 One of the reasons why television  
 is your best buy in growing San Diego.  
 The most popular television in San Diego is KFMB-TV!

**KFMB**  **TV**  
 WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.  
 REPRESENTED BY PETRY

America's more market

Only KOVR...

4,000 feet above

4,000,000

Californians . . .

Can deliver

maximum power,

line-of-sight

impact to your

sales message

in both the

metropolitan

San Francisco

and the rich

Central Valley

markets!

Ask us or your Blair-TV man. We can prove it.

**KOVR** CHANNEL **13**

San Francisco General Offices  
450 NINTH STREET

TERRY HAMILTON LEE  
Executive Vice President  
and General Manager

Represented by Blair T-V

**SIoux CITY, Iowa**

Population	606,700
Families	186,100
Retail Sales	\$716,519,000
E.B.I.	\$876,657,000

IOWA: Buena Vista, Cherokee, Clay, Crawford, Dickinson (50%), Harrison, Ida, Lyon, Monona, O'Brien, Osceola, Plymouth, Sac, Sioux, Woodbury;

NEBRASKA: Burt, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Pierce, Stanton, Thurston, Wayne, Washington;

SOUTH DAKOTA: Bon Homme, Clay, Lincoln, Turner, Union, Yankton

**SIoux FALLS, S. D.**

Population	691,800
Families	204,600
Retail Sales	\$775,511,000
E.B.I.	\$965,960,000

SOUTH DAKOTA: Aurora, Beadle, Bon Homme, Brookings, Charles Mix, Clark, Clay, Codrington, Davison, Deuel, Douglas, Hamlin, Hanson, Hutchinson, Jerauld, Kingsbury, Lake, Lincoln, McCook, Miner, Minnehaha, Moody, Sanborn, Turner, Union, Yankton;

IOWA: Cherokee (75%), Clay, Dickinson, Lyon, O'Brien, Osceola, Plymouth, Sioux;

MINNESOTA: Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Yellow Medicine;

NEBRASKA: Cedar, Dakota, Dixon, Knox

**SOUTH BEND—See Elkhart**

**SPOKANE, Wash.**

Population	532,100
Families	169,100
Retail Sales	\$592,235,000
E.B.I.	\$906,600,000

WASHINGTON: Adams, Douglas, Ferry, Franklin, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Whitman;

IDAHO: Benewah, Bonner, Boundary, Clearwater, Kootenai, Latah, Nez Perce, Shoshone

**SPRINGFIELD, Ill.**

Population	353,000
Families	113,100
Retail Sales	\$430,478,000
E.B.I.	\$545,978,000

ILLINOIS: Cass, Christian, Logan, Macon (50%), Macoupin (25%), Mason, Menard, Montgomery (25%), Morgan, Sangamon

**SPRINGFIELD, Mass.—See Holyoke**

**SPRINGFIELD, Mo.**

Population	434,600
Families	142,300
Retail Sales	\$377,596,000
E.B.I.	\$454,951,000

MISSOURI: Barry, Cedar, Christian, Dade, Dallas, Douglas, Greene, Hickory, Jasper, La Clede, Lawrence, McDonald, Newton, Ozark, Polk, Stone, Taney, Webster, Wright

**STEUDEVILLE, Ohio**

Population	1,619,100
Families	484,300

THE Sioux City metropolitan area has 34,800 households and an effective buying income of \$187,902,000. But as a television market, Sioux City has 186,100 homes with a total E.B.I. of \$876,657,000. Retail sales in the metropolitan area total \$150,280,000. But within the TV coverage area, the sales figure is \$716,519,000.

The income of the Spokane metropolitan area is \$427,143,000. The income of the Spokane TV market, however, is \$906,600,000. In effect, the TV advertiser can reach double the buying power of metropolitan Spokane alone.

Since every television market is unique, the importance of the full coverage area in relation to the standard metropolitan area varies from market to market. For comparisons of every market, see page 79 of this issue.

Population, sales and income data for every television market will again be published this August, in TELEVISION Magazine's Annual Market Book. Included also will be a county-by-county breakdown of receiver circulation—the only source for this vital information on a current basis.

In view of the constant changes in coverage, every market will be restudied by TELEVISION Magazine's Research Department in preparation for the Market Book. Comments and suggestions will be welcomed.

**ATOMIC!**

IT'S THE TV SERIES  
THAT HAS EVERYBODY  
EXCITED!



**SEE PAGES 17-20**



Retail Sales \$1,584,823,000  
E.B.I. \$2,416,157,000

OHIO: Belmont, Carroll, Columbiana, Coshocton (50%), Guernsey, Harrison, Jefferson, Monroe, Noble, Stark, Tuscarawas, Washington (50%);  
PENNSYLVANIA: Beaver, Fayette (50%), Greene, Washington;  
WEST VIRGINIA: Brooke, Hancock, Marion, Marshall, Monongalia, Ohio, Tyler, Wetzel

**STOCKTON, Cal.**

Population 4,252,700  
Families 1,395,600  
Retail Sales \$5,167,764,000  
E.B.I. \$8,177,080,000

CALIFORNIA: Alameda, Amador, Calaveras, Colusa, Contra Costa, El Dorado, Lake, Marin, Mariposa, Merced, Monterey (75%), Napa, Nevada, Placer, Sacramento, San Benito (50%), San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Sutter, Tuolumne, Yolo, Yuba

**SUPERIOR, Wis.—See Duluth, Minn.**

**SYRACUSE, N. Y.**

Population 1,390,100  
Families 417,600  
Retail Sales \$1,544,222,000  
E.B.I. \$2,023,634,000

NEW YORK: Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, Schuyler, Seneca, Tioga, Tompkins, Wayne, Yates

**YOU** can't judge a market by its name alone. For example, look at Stockton. As a metropolitan area, the city of Stockton contains 69,600 families. But the Stockton television market contains 1,331,800 families. The difference? San Francisco.

Because of the location of its transmitter, the Stockton VHF station beams a proved, usable signal into the six counties of metropolitan San Francisco (838,900 families). Along with coverage in other areas, this boosts the family count well past the million mark.

**CURRENT SET ESTIMATES:**

Sioux City	135,290
Sioux Falls	105,370
Spokane	113,360
Springfield, Ill.	†55,870
Springfield, Mo.	77,410
Steubenville	391,100
Stockton	1,078,800
Syracuse	363,730

For other markets, see page 102.



have you met  
the real  
*Sioux City Sue*

Yes, despite the homespun lyrics of the popular song, this fashionable chick is none other than Sioux City Sue. She and her family live in or around a progressive midwestern city along with 164,200 other families. She shops in modern stores—insists on the latest fashions—has a nice home and just won't do with behind-the-times appliances.

Sue spends her husband's above average income tastefully, to the tune of \$608 million a year in retail stores. As a matter of fact she helps rank her trading area 38th in sales per capita for the nation.

She owns a television set, and is very loyal to one station. Witness—a recent Telepulse which gave KVTV a 77% share of audience, 6 p.m. to midnight, plus the top 23 shows. It's a station that has a lot to do with Sue's preferences in products.

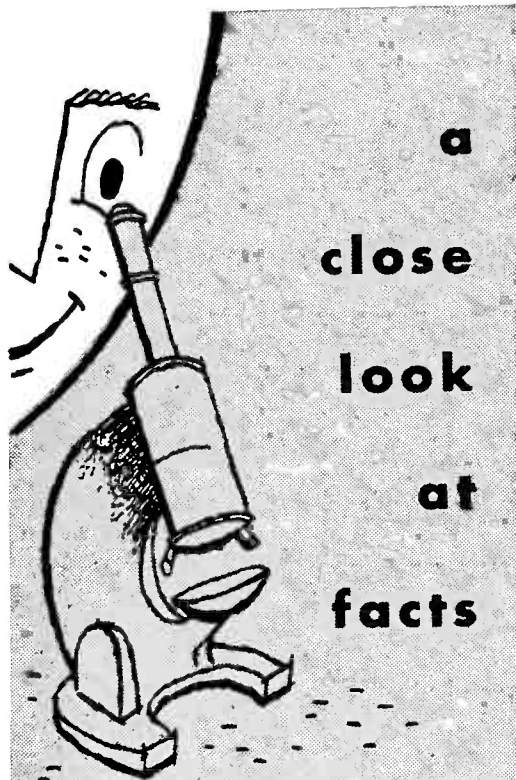
An increasing number of national advertisers are asking her phone number. And a Katz man has it.

**CBS, ABC, DuMont**



**Sioux City, Iowa • Serving Iowa's 2nd largest market**

A Cowles Station. Under same management as WNAX-570, Yankton, South Dakota — in the land where radio reigns.  
Don D. Sullivan, Advertising Director.



a  
close  
look  
at  
facts

WTHI-TV Channel 10  
is the **ONLY** station  
with complete coverage  
of the Greater

**Wabash Valley**

- One of the Mid-west's most prosperous industrial and agricultural markets
- \$714,500,000 Retail Sales in year '53-'54
- Blanketed **ONLY** by WTHI-TV's 316,000 watt signal
- 227,000 Homes (147,000 TV homes)

**118,000**  
UNDUPLICATED  
WTHI-CBS  
TV HOMES!

**WTHI-TV**  
CHANNEL 10

TERRE HAUTE, IND.

316,000 Watts

Represented nationally  
by:  
The Bolling Co.  
New York & Chicago

**TACOMA-SEATTLE, Wash.**

Population	1,614,400
Families	537,600
Retail Sales	\$1,822,888,000
E.B.I.	\$2,910,699,000

WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom

**TEMPLE-WACO, Tex.**

Population	564,400
Families	163,600
Retail Sales	\$509,148,000
E.B.I.	\$675,796,000

TEXAS: Bell, Bosque, Brazos, Burleson, Burnet (50%), Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Lee, Leon, Limestone, McLennan, Milam, Navarro, Robertson, Williamson

**TERRE HAUTE, Ind.**

Population	787,900
Families	252,200
Retail Sales	\$794,564,000
E.B.I.	\$1,098,741,000

INDIANA: Boone (20%), Clay, Daviess, Fountain, Greene, Hendricks, Knox, Martin (50%), Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Sullivan, Tippecanoe (50%), Vermillion, Vigo, Warren; ILLINOIS: Clark, Coles, Crawford, Cumberland, Douglas, Edgar, Jasper, Richland, Vermilion

**TEXARKANA, Tex.-Ark.**

Population	876,400
Families	251,900
Retail Sales	\$745,397,000
E.B.I.	\$970,974,000

**MARCH 1 SET ESTIMATES:**

Tacoma-Seattle	385,680
Temple-Waco	83,960
Terre Haute	161,190
Texarkana	112,850
Toledo	325,530
Topeka	118,820
Traverse City	25,670
Tucson	34,840

For estimated set counts in other markets, see the "Receiver Circulation Report," beginning on page 102.

For a full explanation of how TELEVISION Magazine compiles receiver circulation, see page 102.

How much  
can you save on  
handling of your  
TV film?



To find out  
take the **BONDED** test!

**1.** Estimate your total cost per print for the round trip — to station and return. If you know your total cost, enter here: \$ \_\_\_\_\_

If not, here's a check list of steps performed by Bonded to help you estimate your total cost. Enter what you think your cost is for each service, skipping those you do not now receive.

Attaching leaders	\$ _____
Mounting on reels	_____
Inserting commercials	_____
Cost of container, reels	_____
Shipping	_____
Print Control Record	_____
Confirmation of waybills	_____
Immediate check in on return	_____
Examination and repair	_____
Cleaning	_____
Removal of commercials	_____
Report of print condition	_____
Storage	_____
TOTAL . . . . .	\$ _____

**2.** Next, estimate the number of prints (programs, features, or commercials) you use in an average month. Multiply. Put the total here. \$ \_\_\_\_\_. *Don't just groan, move on to Step 3.*

**3.** Now phone, or write, for a Bonded TV Film Service estimate and plan for handling your film. It costs you nothing to find out. And — whether your needs are large or small, whether you now do your own film handling or not — you will find that Bonded can do the job better and cheaper.



**TV FILM SERVICE**

LOS ANGELES • NEW YORK  
904 N. La Cienega 630 Ninth Ave.  
BR 2-7825 JU 6-1030

**FASTER, SAFER, LESS COSTLY...  
Because It's More Efficient!**

TEXAS: Bowie, Camp, Cass, Franklin, Gregg, Harrison, Marion, Morris, Red River, Titus, Upshur;  
 ARKANSAS: Clark, Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Sevier;  
 LOUISIANA: Bossier, Caddo, Claiborne, Webster;  
 OKLAHOMA: Choctaw, McCurtain, Pushmataha

**TOLEDO, Ohio**

Population 1,217,700  
 Families 374,600  
 Retail Sales \$1,458,292,000  
 E.B.I. \$1,997,714,000

OHIO: Crawford, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Huron, Lucas, Ottawa, Paulding, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot;

INDIANA: De Kalb, Steuben;

MICHIGAN: Hillsdale, Lenawee, Monroe

**TOPEKA, Kans.**

Population 596,600  
 Families 188,300  
 Retail Sales \$493,222,000  
 E.B.I. \$921,301,000

KANSAS: Anderson, Atchison, Brown, Chase, Coffey, Doniphan, Douglas, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marshall, Miami, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee

**TRAVERSE CITY, Mich.**

Population 164,200  
 Families 48,700  
 Retail Sales \$155,624,000  
 E.B.I. \$161,713,000

MICHIGAN: Antrim, Benzie, Charlevoix, Clare (50%), Crawford, Grand Traverse, Kalkaska, Lake, Leelanau, Manistee, Missaukee, Osceola, Otsego, Roscommon (50%), Wexford

**TROY—See Albany**

**TUCSON, Ariz.**

Population 245,500  
 Families 71,100  
 Retail Sales \$272,733,000  
 E.B.I. \$372,131,000

ARIZONA: Cochise, Pima, Pinal (25%), Santa Cruz

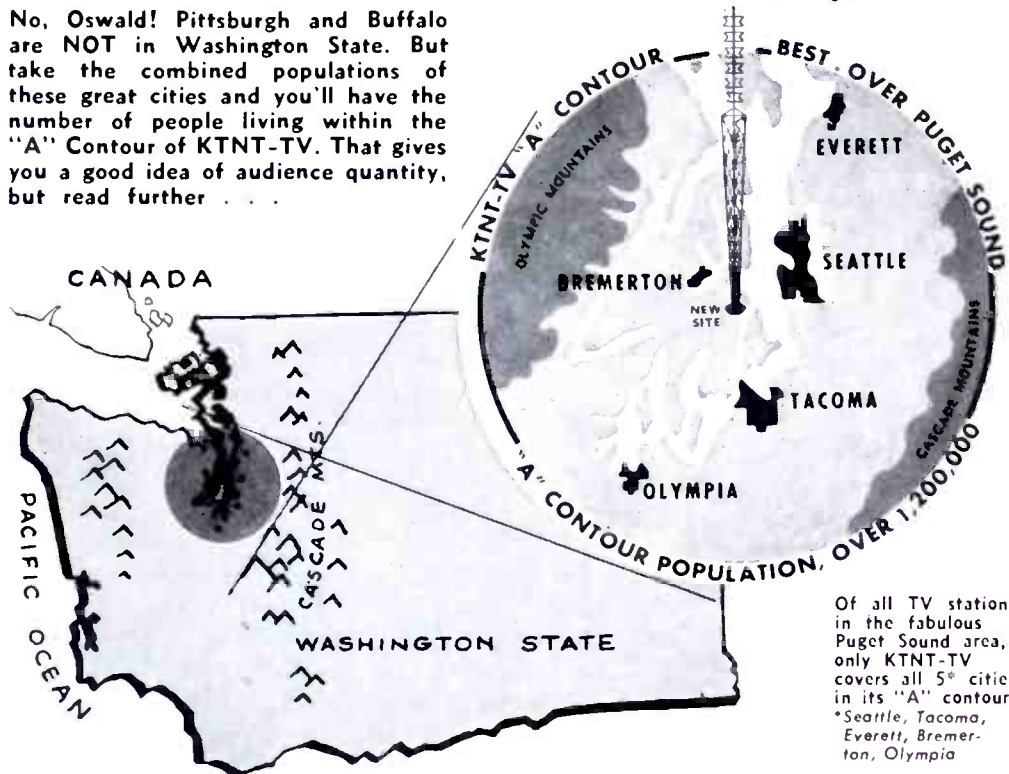
**TULARE—See Fresno**

# CRAZY, MIXED-UP GEOGRAPHY!

## PITTSBURGH and BUFFALO in WASHINGTON STATE?



No, Oswald! Pittsburgh and Buffalo are NOT in Washington State. But take the combined populations of these great cities and you'll have the number of people living within the "A" Contour of KTNT-TV. That gives you a good idea of audience quantity, but read further . . .



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5\* cities in its "A" contour. \*Seattle, Tacoma, Everett, Bremerton, Olympia

More than half the population of Washington State is concentrated in the western portion bordering on Puget Sound. And most of these people are found within the limits of KTNT-TV's "A" contour illustrated above. This area also accounts for more than half of the state's spendable income and retail sales.

KTNT-TV's INFLUENCE AREA includes the entire area west of the Cascade mountain range, from Canada on the north to Oregon on the south. Incomes in this area exceed the national average.

Sell this prosperous, growing market with KTNT-TV  
 . . . BEST OVER PUGET SOUND.



**316,000 WATTS**

Antenna Height  
 1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

**ASK WEED TELEVISION**  
 KTNT-TV, TACOMA 5, WASHINGTON

**"The Word Gets Around... Buy Puget Sound"**

**FOR AN ENTIRELY NEW KIND OF SHOWMANSHIP**



NEW YORK • CINCINNATI • HOLLYWOOD

**SEE PAGES 17-20**

**TULSA, Okla.**

Population	1,107,600
Families	343,000
Retail Sales	\$998,892,000
E.B.I.	\$1,446,978,000

OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Garfield (33%), Grant (33%), Haskell (50%), Hughes, Kay, Lincoln, Logan, Mayes, McIntosh, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa (50%), Pawnee, Payne (50%), Pittsburg (50%), Pottawatomie (75%), Rogers, Seminole, Sequoyah (50%), Tulsa, Wagoner, Washington;

KANSAS: Chautauqua, Cherokee (33%), Cowley, Elk, Labette, Montgomery

**TYLER, Tex.**

Population	492,500
Families	144,000
Retail Sales	\$443,926,000
E.B.I.	\$552,592,000

TEXAS: Anderson, Camp, Cherokee, Franklin, Freestone (50%), Gregg, Harrison (50%), Henderson, Hopkins, Houston, Marion (50%), Morris (50%), Nacogdoches (50%), Navarro (50%), Panola (50%), Rains, Rusk, Smith, Titus, Upshur, Van Zandt, Wood

**UTICA-ROME, N. Y.**

Population	775,100
Families	237,500
Retail Sales	\$876,686,000
E.B.I.	\$1,090,795,000

NEW YORK: Chenango, Cortland, Delaware, Fulton, Hamilton, Herkimer, Jefferson, Lewis, Madison, Montgomery, Oneida, Otsego, Schoharie

**VALLEY CITY, N. D.**

Population	347,300
Families	94,000
Retail Sales	\$430,812,000
E.B.I.	\$510,112,000

NORTH DAKOTA: Barnes, Cass, Dickey, Eddy, Foster, Grand Forks, Griggs, La Maure, Logan, McIntosh, Nelson, Pembina, Ramsey, Ransom, Richland, Sargent, Steele, Stutsman, Traill, Walsh;

MINNESOTA: Clay, Norman, Polk (20%), Wilkin (20%)

**WACO—See Temple****WASHINGTON, D. C.**

Population	2,321,200
Families	649,000
Retail Sales	\$2,536,108,000
E.B.I.	\$4,209,859,000

DISTRICT OF COLUMBIA: Dist. of Columbia; MARYLAND: Anne Arundel, Calvert, Charles, Dorchester, Frederick, Howard, Montgomery, Prince Georges, St. Marys, Talbot; VIRGINIA: Arlington, Caroline, Clarke, Culpeper, Fairfax, Fauquier, Frederick, King George, Loudoun, Madison, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland; WEST VIRGINIA: Berkeley, Jefferson

**WATERBURY, Conn.**

Population	700,400
Families	208,400
Retail Sales	\$921,326,000
E.B.I.	\$1,376,896,000

CONNECTICUT: Hartford (50%), Litchfield, Middlesex (25%), New Haven (50%)

**WATERLOO, Iowa**

Population	560,400
Families	175,500
Retail Sales	\$658,140,000
E.B.I.	\$872,048,000

IOWA: Benton, Black Hawk, Bremer, Buchanan, Butler, Cerro Gordo, Chickasaw, Clayton, Delaware, Fayette, Floyd, Franklin (50%), Grundy, Hardin (50%), Linn, Marshall, Tama, Winneshiek

**WAUSAU, Wis.**

Population	403,600
Families	114,400
Retail Sales	\$430,347,000
E.B.I.	\$484,085,000

WISCONSIN: Adams (50%), Clark, Forrest, Juneau (50%), Langlade, Lincoln, Marathon, Oneida, Portage, Price, Shawano, Taylor, Waupaca, Waushara (50%), Wood

**WESLACO—See Harlingen****WEST PALM BEACH, Fla.**

Population	330,000
Families	102,600
Retail Sales	\$415,311,000
E.B.I.	\$458,097,000

FLORIDA: Broward, Glades, Hendry, Highlands, Indian River, Martin, Okechobee, Palm Beach, Saint Lucie

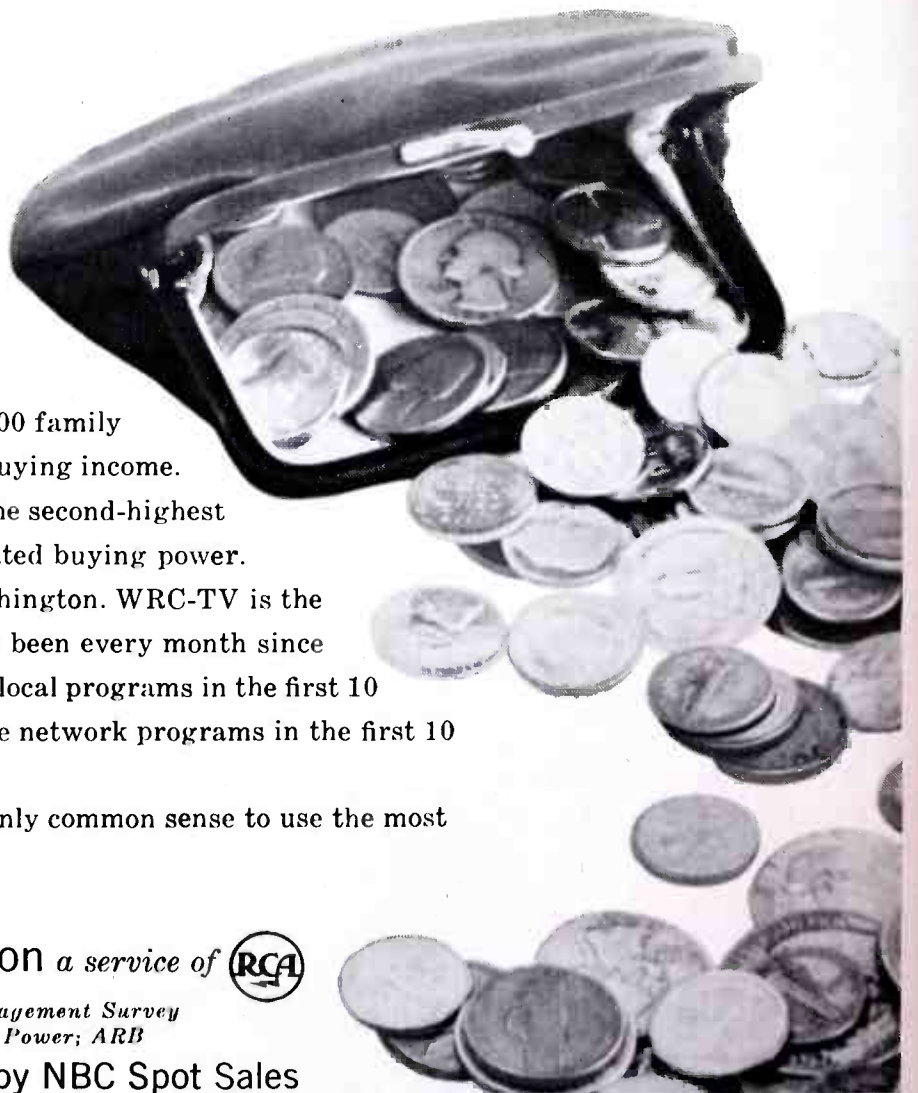
## There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

Selling power is just as concentrated in Washington. WRC-TV is the most-viewed station in Washington . . . and has been every month since June 1948. And all last year WRC-TV had more local programs in the first 10 than the other three stations combined and more network programs in the first 10 than any other Washington station.

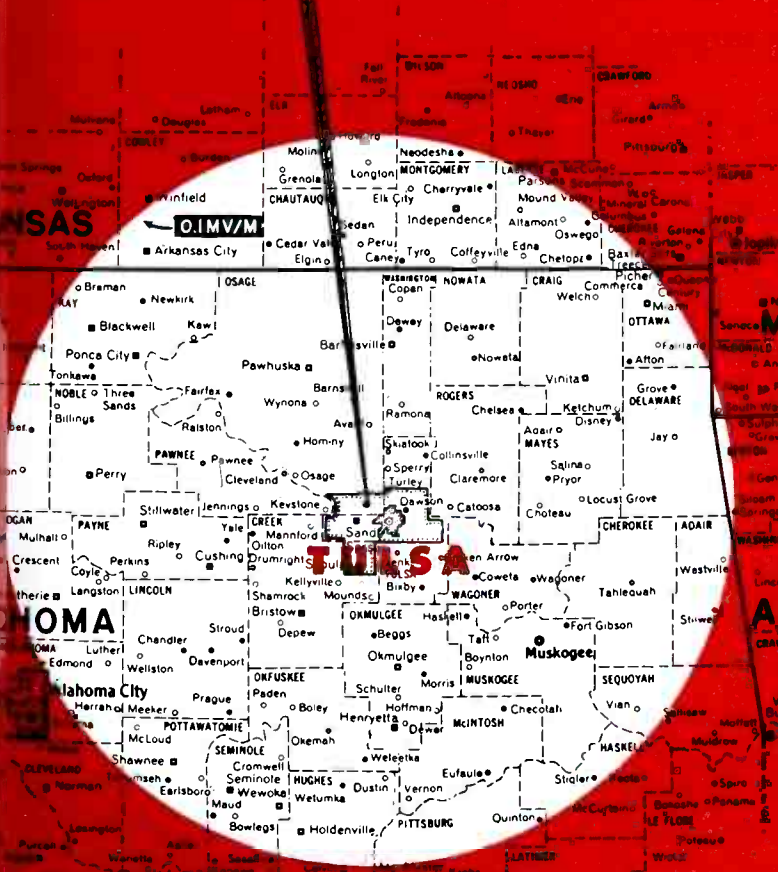
To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .

**WRC-TV** **NBC** in Washington a service of **RCA**  
Sources: Sales Management Survey of Buying Power; ARB  
Represented by NBC Spot Sales



# KOTV channel 6 TULSA

**TOP MARKET**  
Best Buy...



- **COVERAGE** — 0.1 MV/M signal\* covers 24,000 square miles, 1,116,790 people, 345,000 families (excluding Oklahoma county) spending better than a billion dollars annually on retail purchases . . . greater market coverage than any other station in Oklahoma. \*(A. Earl Cullum, Jr., Consulting Engineers.)

- **VIEWING HABITS** — **FIVE-YEAR** lead over any other station in Eastern Oklahoma.

- **NETWORK AFFILIATION** — a CBS Basic Affiliate.

- **TECHNICAL FACILITIES** — Maximum power of 100,000 watts; tower 1,135 feet above ground, 1,328 feet above average terrain.

- **MARKET** — Oil rich Tulsa ranks\* **7th** in consumer spendable income per family (\$6,666), **6th** in percent increase in retail sales since 1948, and **11th** in percent increase in population since 1950, in a survey of America's 57 largest cities. \*(Sales Management.)

- **RATINGS** — Consistently highest ratings (ARB and Telepulse).



**KOTV, Inc.**  
Represented by

**Edward Petry & Co., Inc.**  
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO BOSTON



for a  
**WHALE**  
of a selling job



in the Wheeling  
market...

**BIG** IN POWER

operating with 316,000 watts,  
channel 7, the most powerful  
TV station in W. Va., South-  
western Penn. and Eastern Ohio.

**BIG** IN PROMOTION

WTRF-TV program schedules  
are published regularly in more  
than 55 newspapers, including  
3 daily and 2 Sunday Pittsburgh  
papers. Consistent promotion  
for all clients has won for  
WTRF-TV top prizes for out-  
standing efforts.

**BIG** IN  
PUBLIC PREFERENCE

Latest Telepulse survey in 6  
counties adjacent to Wheeling  
gives WTRF-TV 1st 25 most  
popular one-a-week shows and  
1st 15 most popular multi-week-  
ly shows—plus audience pref-  
erence in every time category.

**WTRF-TV**

NBC Primary • ABC Supplementary  
represented by Hollingbery  
Robt. Ferguson • VP & Gen. Mgr.  
Phone Wheeling 1177



**WHEELING, W. Va.**

Population 1,326,600  
Families 387,100  
Retail Sales \$1,178,971,000  
E.B.I. \$1,831,034,000

WEST VIRGINIA: Brooke, Doddridge, Hancock,  
Harrison, Marion, Marshall, Monongalia, Ohio,  
Pleasants, Ritchie, Tyler, Wetzel;  
OHIO: Belmont, Carroll, Columbiana,  
Coshocton (50%), Guernsey, Harrison,  
Jefferson, Monroe, Noble, Tuscarawas,  
Washington (50%);  
PENNSYLVANIA: Beaver (25%),  
Fayette (50%), Greene, Washington

**WICHITA, Kans.**

Population 1,036,700  
Families 341,100  
Retail Sales \$1,170,141,000  
E.B.I. \$1,484,153,000

KANSAS: Barber, Barton, Butler, Chase,  
Chautauqua, Coffey, Clay, Cloud, Comanche,  
Cowley, Dickinson, Edwards, Elk, Ellisworth,  
Geary, Greenwood, Harper, Harvey, Kingman,  
Kiowa, Lincoln, Lyon, McPherson, Marion,  
Mitchell, Montgomery, Morris, Ottawa,  
Pawnee, Pratt, Reno, Rice, Rush, Russell,  
Saline, Sedgwick, Stafford, Sumner, Wilson,  
Woodson;  
OKLAHOMA: Alfalfa, Grant, Kay,  
Osage (50%), Woods

**WICHITA FALLS, Tex.**

Population 486,100  
Families 142,400  
Retail Sales \$497,752,000  
E.B.I. \$686,922,000

TEXAS: Archer, Baylor, Childress, Clay,  
Cottle, Foard, Hardeman, Haskell, Jack, Knox,  
Montague, Stephens, Throckmorton, Wichita,  
Wilbarger, Young;  
OKLAHOMA: Carter, Comanche, Cotton,  
Harmon, Jackson, Jefferson, Love, Stephens,  
Tillman

**WILKES-BARRE—See Scranton**

**WILMINGTON, Del.**

Population 644,700  
Families 185,500  
Retail Sales \$709,022,000  
E.B.I. \$1,119,450,000

DELAWARE: Kent, New Castle;  
MARYLAND: Cecil;  
NEW JERSEY: Gloucester (33%), Salem;  
PENNSYLVANIA: Chester (33%),  
Delaware (40%)

**WILMINGTON, N. C.**

Population 741,700  
Families 169,600  
Retail Sales \$449,698,000  
E.B.I. \$681,573,000

NORTH CAROLINA: Bladen, Brunswick,  
Carteret, Columbus, Craven (50%).

**CURRENT SET ESTIMATES:**

Wheeling	274,840
Wichita	202,270
Wichita Falls	91,140
Wilmington, Del.	168,060
Wilmington, N. C.	55,630

For other markets, see page 102.

**NOW!** Buy the

**PLUS**

Station

WWOR-TV, CHANNEL 14, WORCES-  
TER, MASSACHUSETTS, now delivers  
in excess of 76,000 Worcester Area  
TV homes, and latest Pulse figures  
prove viewership impact! But when  
you buy WWOR-TV you receive—as  
a bonus — many special sales **EXTRAS**  
that keep your product on the move.  
It's part of the **PLUS POLICY** of  
WWOR-TV that produces dynamic  
sales results. You get a large, loyal  
TV audience in the nation's 32nd  
market . . .

**PLUS**



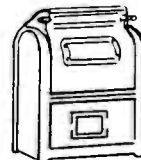
**CONCENTRATED  
NEWSPAPER  
ADVERTISING**

**PLUS**



**HEAVY ON  
THE-AIR  
PROMOTION**

**PLUS**



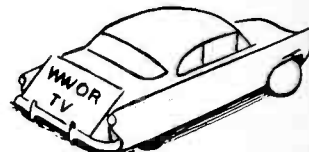
**FORCEFUL  
DIRECT MAIL  
PROMOTION**

**PLUS**



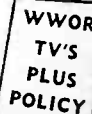
**POINT OF PURCHASE  
IN STORE DISPLAYS**

**PLUS**



**TAXIPOSTERS  
BILL BOARDS  
WINDOW STREAMERS**

Make us prove today how  
WWOR-TV can sell your  
product in Central New  
England! Write for book-  
let, "WWOR-TV'S PLUS  
POLICY"

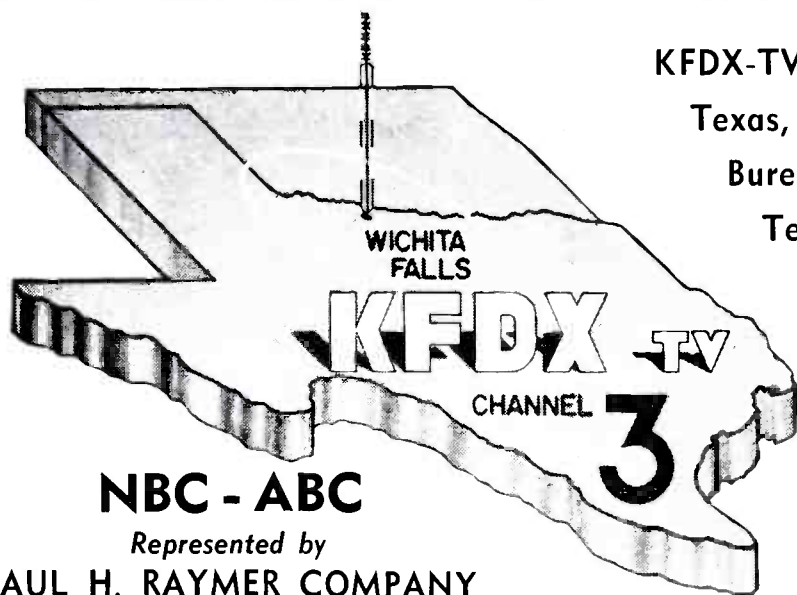


SEE PAUL H. RAYMER CO.

**WWOR-TV**

1ST STATION IN NEW ENGLAND'S NO. 3 MARKET  
A B C — DUMONT

# The ONLY TV Station Covering ALL of the WICHITA FALLS Trade Area



KFDX-TV not only covers the Wichita Falls, Texas, trade area as defined by the Audit Bureau of Circulation, but also 12 more Texas and Oklahoma counties.

KFDX-TV dominates in viewing audience as shown by Telepulse Reports in Wichita Falls and Vernon, Texas, and Lawton, Oklahoma (October, 1954).

Cumberland, Duplin, Jones, New Hanover, Onslow, Pender, Robeson, Sampson;  
SOUTH CAROLINA: Dillon, Harry, Marion

NORTH CAROLINA: Alamance, Alexander, Alleghany, Cabarrus, Cuswell (50%), Davidson, Davie, Forsyth, Guilford, Iredell, Montgomery, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wilkes, Yadkin;  
VIRGINIA: Carroll, Henry, Patrick, Pittsylvania

Families 362,500  
Retail Sales \$1,311,949,000  
E.B.I. \$1,969,270,000

#### WINSTON-SALEM, N. C.

Population 1,282,000  
Families 334,700  
Retail Sales \$1,021,329,000  
E.B.I. \$1,529,625,000

#### WORCESTER, Mass.

Population 1,258,000

MASSACHUSETTS: Bristol (10%), Franklin (25%), Hampden (25%), Hampshire (33%), Middlesex (20%), Norfolk (25%), Worcester;  
CONNECTICUT: Windham;  
NEW HAMPSHIRE: Hillsborough (25%)  
RHODE ISLAND: Providence (10%)

YOU COVER

**THE TAR HEEL GOLDEN TRIANGLE\***

\*WINSTON-SALEM—GREENSBORO—HIGH POINT... one of the richest, fastest growing markets in the entire Southeast.

\*\*257,600 sets as of February 1, 1955—An increase of 33,536 sets in six months.

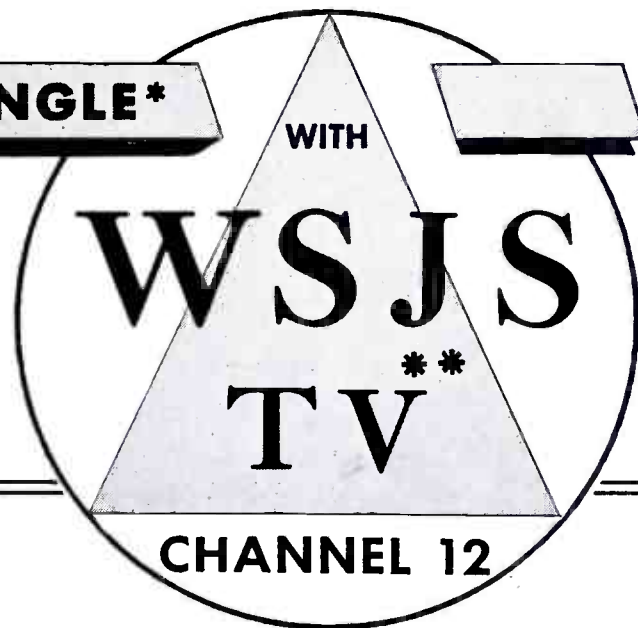
**WSJS - TV**

WINSTON-SALEM, N. C.



Interconnected  
Television Affiliate

Represented By: **HEADLEY-REED COMPANY**



**YAKIMA, Wash.**  
 Population 234,800  
 Families 73,200  
 Retail Sales \$254,822,000  
 E.B.I. \$348,573,000

WASHINGTON: Benton, Kittitas, Yakima

**YORK, Pa.**  
 Population 425,500  
 Families 126,900  
 Retail Sales \$492,250,000  
 E.B.I. \$687,076,000

PENNSYLVANIA: Adams (50%),  
 Cumberland (10%), Dauphin (25%),  
 Lancaster (50%), Lebanon (10%), York

**YOUNGSTOWN, Ohio**  
 Population 1,190,300  
 Families 348,000  
 Retail Sales \$1,344,368,000  
 E.B.I. \$1,955,302,000

OHIO: Carroll, Columbiana, Mahoning,  
 Portage, Stark, Trumbull;  
 PENNSYLVANIA: Crawford (50%), Lawrence,  
 Mercer

**YUMA, Ariz.**  
 Population 95,500  
 Families 26,500

Retail Sales \$136,159,000  
 E.B.I. \$141,958,000  
 ARIZONA: Yuma;  
 CALIFORNIA: Imperial

**ZANESVILLE, Ohio**  
 Population 248,100  
 Families 76,600  
 Retail Sales \$223,322,000  
 E.B.I. \$321,904,000

OHIO: Coshocton, Fairfield (25%), Guernsey,  
 Hocking (25%), Licking (50%), Morgan,  
 Muskingum, Noble (50%), Perry

## FCC DIRECTORY

**Address:** New Post Office Bldg.,  
 Washington 25, D. C. (Executive  
 3-3620)

### COMMISSIONERS

**George C. McConnaughey**, Chairman  
 (Republican: 1954-1957)

Charles M. Gowdy, *legal assistant*  
 Florence I. Porter, *confidential  
 assistant*

Pearl Mohnkern, *secretary*  
 Neva Bell Perry, *staff assistant*  
 Irene Cline, *staff assistant*  
 Bernice Hase, *staff assistant*

### Rosel H. Hyde

(Republican: 1946-1959)

Dee W. Pincock, *legal assistant*  
 Paul D. Miles, *engineering  
 assistant*  
 Vera F. Nordness, *administrative  
 assistant*  
 Jane T. Hungerford, *secretary*  
 Iona Wickham, *secretary*

### Edward M. Webster

(Independent: 1947-1956)

Robert M. Koteen, *legal assistant*  
 Everett Henry, *engineering  
 assistant*  
 Ruth Koppialky, *confidential  
 assistant*  
 Elizabeth Lindsley, *secretary*  
 Mary Jo Rice, *secretary*

### Frieda B. Hennock

(Democrat: 1948-1955)

Louis C. Stephens, *legal assistant*  
 Harry W. Cladouhos, *law clerk*  
 Naomi L. O'Leary, *administrative  
 assistant*  
 Kathryn Chester, *secretary*  
 Mahala B. Johnson, *secretary*

### Robert T. Bartley

(Democrat: 1952-1958)

Max D. Paglin, *legal assistant*  
 Kenneth W. Miller, *engineering  
 assistant*  
 Farrell McGonigal, *confidential  
 assistant*  
 Isolene Corbett, *secretary*  
 Ethel Lonergan, *secretary*  
 Selma Ostrow, *secretary*

### John C. Doerfer

(Republican: 1953-1961)

Evelyn F. Eppley, *legal assistant*  
 James B. McElroy, *engineering  
 assistant*  
 Patricia Siemien, *confidential  
 assistant*  
 Mary L. Moose, *secretary*  
 Mattie P. Henderson, *clerk*

### Robert E. Lee

(Republican: 1953-1960)

David C. Williams, *legal assistant*  
 William B. Campbell, *engineering  
 assistant*  
 Elizabeth D. Payne, *confidential  
 assistant*  
 K. Lois Welch, *secretary*  
 Josephine Curren, *secretary*

### BROADCAST BUREAU

**Curtis B. Plummer**, chief  
**Joseph M. Kittner**, assistant chief

### Broadcast Facilities Division

James E. Barr, *chief*  
 TV Applications Branch:  
 Joseph N. Nelson, *chief*

### Hearing Division

(Vacancy), *chief*

### Renewal and Transfer Division

(Vacancy), *chief*

### Rules and Standards Division

Hart S. Cowperthwait, *chief*

### License Division

Clara M. Iehl, *chief*

### COMMON CARRIER BUREAU

**Harold G. Cowgill**, chief

### SAFETY AND SPECIAL RADIO SERVICES BUREAU

**Edwin L. White**, chief

### FIELD ENGINEERING AND MONITORING BUREAU

**George S. Turner**, chief

### OFFICE OF THE GENERAL COUNSEL

**Warren E. Baker**, general counsel

### Legislation, Treaties and Rules Division

Richard A. Solomon, *chief*

### Litigation Division

J. Smith Henley, *chief*

### OFFICE OF THE CHIEF ENGINEER

**Edward W. Allen, Jr.**, chief engineer

### OFFICE OF THE SECRETARY

**Mary Jane Morris**, secretary

### OFFICE OF THE CHIEF ACCOUNTANT

**William J. Norfleet**, chief accountant

### OFFICE OF HEARING EXAMINERS

**James D. Cunningham**, chief  
 examiner

### Examiners:

J. D. Bond  
 Hugh B. Hutchison  
 Fanney N. Litvin  
 Elizabeth C. Smith  
 Basil P. Cooper  
 William G. Butts  
 Thomas H. Donahue  
 Annie N. Huntting  
 H. Gifford Irion  
 Herbert Sharfman  
 Millard French  
 John B. Poindexter  
 Charles J. Frederick  
 Isadore A. Honig

### OFFICE OF OPINIONS AND REVIEW

**John Fitzgerald**, chief

### OFFICE OF REPORTS AND INFORMATION

**George O. Gillingham**, chief

### OFFICE OF ADMINISTRATION

**Robert W. Cox**, executive officer and  
 acting budget officer



# GO 27

## Highest Ratings Best Adjacencies!

WKBN-TV Youngstown, Ohio—in the Nov. 1954 American Research Bureau survey—captures 4 of the first 5 . . . 6 of the first 8 . . . 10 of the first 15 . . . and 17 of the first 25 top-rated programs. (The Oct. 1954 Hooperatings gave WKBN-TV 4 of the first 5, 10 of the first 13, 18 of the first 26.)

# WKBN-TV

YOUNGSTOWN, OHIO  
NOW 178,000 WATTS

Represented Nationally by PAUL H. RAYMER CO.



CBS • ABC • DUMONT

# 154,367

SETS EQUIPPED  
TO RECEIVE  
**CHANNEL 27**

Sources: Nov. 1954 ARB, Retail Research Institute

Program	ARB	
	Rating	Station
1. Jackie Gleason Show	43.1	WKBN-TV
2. Beat The Clock	35.2	WKBN-TV
3. I Love Lucy	33.3	WKBN-TV
4. Hit Parade	32.8	Station B
5. Disneyland	32.1	WKBN-TV
6. Roy Rogers	31.6	Station B
7. Toast of the Town	31.0	WKBN-TV
8. I've Got a Secret	30.3	WKBN-TV
9. Milton Berle Show	27.6	Station B
10. Kit Carson	27.5	Station B
11. Fireside Theater	27.2	Station B
12. NCAA Football	27.1	WKBN-TV
13. Arthur Godfrey & Friends	25.9	WKBN-TV
14. Big Top	25.6	WKBN-TV
15. Strike It Rich	25.6	WKBN-TV
16. December Bride	25.1	WKBN-TV
17. You Bet Your Life	24.9	Station B
18. Blue Ribbon Bouts	24.7	WKBN-TV
19. What's My Line	24.4	WKBN-TV
20. TV Playhouse	24.2	Station B
21. Loretta Young Show	24.1	Station B
22. Perry Como	23.9	WKBN-TV
23. Our Miss Brooks	23.6	WKBN-TV
24. Racket Squad	23.6	WKBN-TV
25. Studio One	22.2	WKBN-TV

Source: Nov. 1954 American Research Bureau

# LOCAL-PROGRAMMING SURVEY

In both ratings and advertiser use, syndicated film ranks first, news—weather—sports shows second, children's programs third

A SURVEY of local TV programming conducted by TELEVISION Magazine for this year's *Data Book* reveals syndicated film to be a consistent leader in both audience ratings and sponsorship.

Nearly half of the 48 stations responding to our questionnaire named syndicated film among their three highest-rating program categories, and more than a third listed it among their top five most heavily sponsored program types.

The news-weather-sports category came in second. It was ranked among the top show types in both audience and sponsor appeal by 17% -18% of our respondents. Live children's shows scored third on both lists.

In several categories, however, ratings and sponsorship go their

separate ways. For example, few stations listed homemaking and cooking programs among their top-rating local shows, yet this type of program won frequent mentions on the "most heavily sponsored" lists.

"Other women's-interest features" received no mention at all as a leader in audience ratings, but appeared as a most heavily sponsored program type in many markets. Variety and disc jockey shows were listed four times as often on the "most heavily sponsored" lists as on the top-rating-program rosters.

We asked the stations to give us the time and program costs for their highest-rated local show. While there was considerable variation, the program cost generally

amounted to about half of the time cost.

The following chart shows the program categories mentioned as being among (1) the top three types in audience ratings and (2) the top five types in sponsorship.

Type of Program	Ranking	
	By % mentions as top-rating type	By % mentions as heavily sponsored type
Syndicated film	1	1
News-Weather-Sports	2	2
Children's Shows	3	3
Feature Film	4	6
Homemaking & Cooking	5	4
Sporting Events	6	—
Variety & Disc Jockey	7	5
Other	8	8
Other Women's-interest Features	—	7

## LOCAL-BILLINGS SURVEY

(continued from page 101)

**Enid:** Eighty per cent of KGEO-TV's billings are local. Network brings in five per cent of total billings and national spot 15 per cent. A department store, the biggest hometown client, pays \$8,000 annually for time and \$2,000 for program costs. Food stores contribute 20 per cent of the local billings, and appliance and set dealers, food products, and dairies are other leading advertisers.

**Huntington:** A soft-drink bottler, who spends \$20,000 annually for time, leads WSAZ-TV's local client list. Appliance and set dealers bring in 21 per cent of the local billings. Next are bakeries, department stores, a milling company, and a drug company. WSAZ-TV's billings are 33 per cent network, 43 per cent national spot, and 24 per cent local.

**Lincoln:** KOLN-TV's top customer, a furniture company, invests more in program costs (\$14,000 yearly) than in time costs (\$11,000). Dairies and auto dealers are other notable contributors to local billings, which account for 66 per cent of the annual total billings. National spot brings in 26 per cent; network, eight per cent.

**Los Angeles:** KTTV's largest single local advertiser is a department store, which spends nearly four times as much on programs (\$120,000) as on time (\$39,000) each year. Automobile dealers bring in 25 per cent of total local billings. KTTV carries no network programming. Local billings and national spot each account for 50 per cent of total income.

**Salisbury:** Appliance and set dealers, dairies, and bakeries are the top three accounts on WBOC-TV. An appliance and set dealer is the largest single client, paying \$18,-

000 for time annually. Local billings account for 70 per cent of total; network 1 per cent; national spot, 29 per cent.

**Springfield, Mass.:** WWLP's biggest local client is a utility company, which spends \$27,000 yearly for time and \$15,000 for programs. Banks (16 per cent of local billing), food products (14 per cent), and food stores (12 per cent) are also mentioned high on the list of hometown advertisers. Local sponsors account for 50 per cent of the total billings, with network and national spot responsible for 17 per cent and 33 per cent, respectively.

**Tacoma:** There is no network programming on KTVW. National spot brings in half of the billings and local advertisers provide the other half. A food chain is the largest hometown client, buying \$130,000 worth of time per year. Breweries, auto dealers, and dairies also rank high.

# STATION DIRECTORY

**CKLW-TV** 3300 Guardian Bldg., Detroit, Mich. (Woodward 1-7200). J. E. Campeau, pres & gm. Adam Young, rep.

**KABC-TV** Prospect & Talmadge, Los Angeles, Cal. (Normandy 3-3311). Amos Baron, gm. Petry, rep.

**KAKE-TV** 204 N. Waco, Wichita, Kan. (Amherst 7-1239). Martin Umansky, gm. Hollingbery, rep.

**KALB-TV** 6th at Washington, Alexandria, La. (3-2543). Willard Cobb, gm. Weed, rep.

**KANG-TV** Box 3127, Westview Sta., Waco, Tex. (3-1525). Bob H. Walker, gm. Raymer, rep.

**KARK-TV** 1001 Spring St., Little Rock, Ark. (Franklin 6-2481). T. K. Barton, gm. Petry, rep.

**KATV** 100 Williams Rd., Pine Bluff, Ark. (3880). John Fugate, gm. Avery-Knodel, rep.

**KBAK-TV** P. O. Box 1448, Bakersfield, Cal. (Fairview 4-6421). Al Constant, gm. Weed, rep.

**KBES-TV** Box 1189, Medford, Ore. (3-4581). Wm. B. Smullin, gm. Hoag-Blair, rep.

**KBMT** P. O. Box 1192, Beaumont, Tex. (9-2476). John Rossiter, vp & gm. Forjoe, rep.

**KBOI** Box 1809, Boise, Ida. (2-2222). Westerman Whillock, gm. Free & Peters, rep.

**KBTV** 1089 Bannock St., Denver, Colo. (Tabor 5-6386). Joseph Herold, gm. Free & Peters, rep.

**KCBD-TV** P. O. Box 1507, Lubbock, Tex. (4-1414). Joe H. Bryant, pres & gm. Raymer, rep.

**KCCC-TV** Hotel Senator, Sacramento, Cal. (Gilbert 3-4843). Ashley L. Robison, gm. Weed, rep.

**KCEN-TV** P. O. Box 188, Temple, Tex. (Prospect 3-6868). Burton Bishop, gm. Hollingbery, rep.

**KCJB-TV** 15-A W. Central Ave., Minot, N. D. (51-161). John Boler, pres & gm. Weed, rep.

**KCKT-TV** Box 182, Great Bend, Kans. (7868). Leslie P. Ware, gm. Bolling, rep.

**KCMC-TV** Summerhill Rd., Texarkana, Tex. (32-8201). Walter M. Windsor, gm. Venard, Rintoul, & McConnell, rep.

**KCMO-TV** 125 E. 31 St., Kansas City, Mo. (Jefferson 6789). E. K. Hartenbower, gm. Katz, rep.

**KCOP** 1000 Cahuenga Blvd., Los Angeles, Cal. (Hollywood 2-7311). Jack Heintz, gm. Katz, rep.

**KCRG-TV** 1st Ave. at 1st St. SW, Cedar Rapids, Ia. (4-4194). Wade S. Patterson, gm. Venard, Rintoul, & McConnell, rep.

**KCSJ-TV** 2226 Television Lane, Pueblo, Colo. (Lincoln 4-5782). Douglas D. Kahle, pres & gm. Avery-Knodel, rep.

**KDAL-TV** 218 Bradley Bldg., Duluth, Minn. (Randolph 2-4466). Dalton A. LeMasurier, pres & gm. Avery-Knodel, rep.

**KDKA-TV** Gateway Center, Pittsburgh, Pa. (Express 1-3000). Harold Lund, gm. Free & Peters, rep.

**KDRO-TV** 2100 W. Broadway, Sedalia, Mo. (4004). Herbert Brandes, gm. Pearson, rep.

**KDUB-TV** Box 1475, Lubbock, Tex. (Sherwood 4-2345). W. D. Rogers, pres & gm. Avery-Knodel, rep.

**KEDD** P. O. Box 1740, Wichita, Kan. (Temple 8-3321). Stanley Durwood, pres & gm. Petry, rep.

**KELO-TV** 8th & Phillips, Sioux Falls, S. D. (4-5841). Joe Floyd, pres & gm. Raymer, rep.

**KENS-TV** Atop Transit Tower Bldg., San Antonio, Tex. (Capitol 7-8151). Albert D. Johnson, gm. Free & Peters, rep.

**KERO-TV** 1420 Truxtun Ave., Bakersfield, Cal. (Fairview 7-1441). Gene DeYoung, pres & gm. Hollingbery, rep.

**KEYD-TV** Foshay Tower, Minneapolis, Minn. (Lincoln 8451). Lee Whiting, gm. H-R Television, rep.

**KEY-T** 730 Miramonte Dr., Santa Barbara, Cal. (Woodland 5-8533). Colin M. Selph, pres & gm. Hollingbery, rep.

**KFBB-TV** P. O. Box 1139, Great Falls, Mont. (4-4377). Joseph P. Wilkins, pres & gm. Hoag-Blair, rep.

**KFBC-TV** 2923 E. Lincoln Way, Cheyenne, Wyo. (4-4461). William C. Grove, gm. Hollingbery, rep.

**KFDA-TV** P. O. Box 1400, Amarillo, Tex. (4-5343). Ed Moore, gm. H-R Television, rep.

**KFDX-TV** P. O. Box 2040, Wichita Falls, Tex. (2-8668). Howard H. Fry, gm. Raymer, rep.

**KFEL-TV** P. O. Box 809, Denver, Colo. (Keystone 4-8281). Gene O'Fallon, pres & gm. Hoag-Blair, rep.

**KFEQ-TV** KFEQ Bldg., St. Joseph, Mo. (3-2528). Barton Pitts, pres & gm. Headley-Reed, rep.

**KFIA-TV** P. O. Box 939, Anchorage, Alaska. (5-2201). Jack D. Ellison, gm. Weed, rep.

**KFMB-TV** Fifth & Ash, San Diego, Cal. (Belmont 2-2114). George A. Whitney, gm. Petry, rep.

**KFSA-TV** 920 Rogers Ave., Ft. Smith, Ark. (Sunset 2-9126). Weldon Stamps, gm. Pearson, rep.

**KFSD-TV** 3642 Enterprise St., San Diego, Cal. (Cypress 8-7151). William E. Goetze, gm. Katz, rep.

**KFVS-TV** 324 Broadway, Cape Girardeau, Mo. (5-5511). Oscar C. Hirsch, pres & gm. Headley-Reed, rep.

**KFXJ-TV** P. O. Box 30, Grand Junction, Colo. (1300). Rex Howell, pres & gm. Hal Holman, rep.

**KFYR-TV** 202½ Fourth St., Bismarck, N. D. (30-900). Frank E. Fitzsimonds, gm. Hoag-Blair, rep.

**KGBT** P. O. Box 711, Harlingen, Texas. (3500). Troy McDaniel, gm. H-R Television, rep.

**KGEO-TV** P. O. Box 168, Enid, Okla. (835). George Streets, gm. Pearson, rep.

**KGGM-TV** P. O. Box 1294, Albuquerque, N. M. (3-4543). A. R. Hebenstreit, pres & gm. Weed, rep.

**KGLO-TV** 2nd & Pennsylvania Ave., Mason City, Ia. (2800). Herbert R. Ohrt, gm. Weed, rep.

**KGMB-TV** 1534 Kapiolani Blvd., Honolulu, H.I. (9-2011). C. Richard Evans, gm. Free & Peters, rep.

**KGNC-TV** P. O. Box 751, Amarillo, Tex. (Drake 4-4601). Wesley Izzard, gm. Katz, rep.

**KGO-TV** 277 Golden Gate Ave., San Francisco, Cal. (Underhill 3-0077). James H. Connolly, gm. Petry, rep.

**KGTV** 223 Insurance Exchange Bldg., Des Moines, Ia. (8-6751). Leo Howard, gm. Hollingbery, rep.

**KGUL-TV** 11 Video Lane, Galveston, Tex. (3-1607). Paul E. Taft, pres & gm. CBS Television Spot Sales, rep.

**KGVO-TV** 127 E. Main St., Missoula, Mont. (9-4169). A. J. Mosby, pres & gm. Gill-Perna, rep.

**KHJ-TV** 1313 N. Vine St., Los Angeles, Cal. (Hollywood 2-2133). John Reynolds, gm. H-R Television, rep.

**KHOL-TV** (Kearney) 414 East Ave., Holdrege, Neb. (Sherwood 3-4541). Jack Gilbert, mgr. Meeker, rep.

**KHQ-TV** Radio Central Bldg., Spokane, Wash. (Madison 5131). R. O. Dunning, pres & gm. Katz, rep.

**KHQA-TV** (Hannibal, Mo.) WCU Bldg., Quincy, Ill. (Baldwin 2-6200). Walter Rothschild, gm. Weed, rep.

**KHSL-TV** P. O. Box 303, Chico, Cal. (Fireside 2-5614). M. F. Woodling, gm. Avery-Knodel, rep.

**KID-TV** P. O. Box 701, Idaho Falls, Ida. (3 & 4). C. N. Layne, gm. Gill-Perna, rep.

**KIDO-TV** Box 390, Boise, Ida. (2-4611). Walter Wagstaff, gm. Hoag-Blair, rep.

**KIEM-TV** Box 1021, Eureka, Cal. (Hillside 2-5754). Don H. Telford, mgr. Hoag-Blair, rep.

**KIMA-TV** Box 702, Yakima, Wash. (6104). Thomas C. Bostic, vp & gm. Weed, rep.

**KING-TV** 320 Aurora Ave., Seattle, Wash. (Mutual 3555). Otto P. Brandt, vp & gm. Blair, rep.

**KIVA-TV** Box 1708, Yuma, Ariz. (State 6-8311). Arthur L. Fszol, gm. W. S. Grant, rep.

**KJEO-TV** P. O. Box 1708, Fresno, Cal. (7-8405). Joe Drilling, mgr. Branham, rep.

**KKTV** 512 S. Tejon, Colorado Springs, Colo. (Melrose 4-2844). James D. Russell, pres & gm. Hollingbery, rep.

**KLAS-TV** Box 711, Las Vegas, Nev. (7138). R. G. Jolley, pres & gm. Weed, rep.

**KLRJ-TV** (Henderson) 737 N. Main St., Las Vegas, Nev. (6260). Bob Gardner, gm. Pearson, rep.

**KLTV** P. O. Box 957, Tyler, Tex. (2-3873). Marshall Pengra, gm. Pearson, rep.

**KLZ-TV** 131 Speer Blvd., Denver, Colo. (Main 3-4271). Hugh B. Terry, pres & gm. Katz, rep.

**KMBC-TV** 11th & Central St., Kansas City, Mo. (Harrison 2650). John T. Schilling, gm. Free & Peters, rep.

**KMBY-TV** 468 Calle Principal, Monterey, Cal. (2-4541). S. M. Aston, gm. Hollingbery, rep.

**KMID-TV** P. O. Box 2758, Midland, Tex. (2-7321). Sid Grayson, vp & gm. Venard, Rintoul, & McConnell, rep.

**KMJ-TV** 1559 Van Ness Ave., Fresno, Cal. (3-6277). Perry Nelson, gm. Raymer, rep.

**KMMT** Box 547, Austin, Minn. (8836). Tom Steensland, gm. Headley-Reed, rep.

**KMTV** 2615 Farnam St., Omaha, Neb. (Harney 3333). Owen Sandler, gm. Petry, rep.

**KNOE-TV** Box 1713, Monroe, La. (8155). Paul Goldman, gm. H-R Television, rep.

**KNXT** 1313 N. Vine St., Los Angeles, Cal. (Hollywood 9-1212). James T. Aubrey, gm. CBS Television Spot Sales, rep.

**KOA-TV** 1625 California St., Denver, Colo. (Main 3-6211). Don Searle, gm. Petry, rep.

**KOAM-TV** P. O. Box 609, Pittsburg, Kan. (2508). R. E. Wade, gm. Katz, rep.

**KOAT-TV** 122 Tulane Dr. S.E., Albuquerque, N. M. (5-8716). A. M. Cadwell, pres & gm. Hollingbery, rep.

**KOB-TV** P. O. Box 1351, Albuquerque, N. M. (3-4411). Wayne Coy, pres & gm. Branham, rep.

**KOIN-TV** 140 S.W. Columbia St., Portland, Ore. (Atwater 6412). C. Howard Lane, gm. CBS Television Spot Sales, rep.

**KOLN-TV** 40th & W Sts., Lincoln, Neb. (6-2367). A. James Ebel, gm. Avery-Knodel, rep.

**KOMO-TV** 100 4th Ave. N., Seattle, Wash. (Seneca 6000). W. W. Warren, gm. Hollingbery, rep.

**KOMU-TV** Box 86, Columbia, Mo. (2-1122). Claude F. Ratliff, Jr., gm. H-R Television, rep.

**KONA** 206 Koula St., Honolulu, H. I. (6-2366). John D. Keating, pres & gm. NBC Spot Sales, rep.

**KOOK-TV** Box 1498, Billings, Mont. (9-2382). V. V. Clark, gm. Headley-Reed, rep.

**KOOL-TV** 511 W. Adams St., Phoenix, Ariz. (Alpine 3-3121). Charles H. Garland, gm. Hollingbery, rep.

**KOPO-TV** 115 W. Drachman St., Tucson, Ariz. (4-2511). E. S. Mitendorf, gm. Hollingbery, rep.

**KOTV** 302 So. Frankfort, Tulsa, Okla. (2-9233). C. Wrede Petersmeyer, pres & gm. Petry, rep.

**KOVR** 225 Miner St., Stockton, Cal. (Howard 6-6981). Terry Hamilton Lee, gm. Blair, rep.

**KPHO-TV** 631 No. 1st Ave., Phoenix, Ariz. (Alpine 8-4511). Richard B. Rawls, gm. Katz, rep.

**KPIX** 2655 Van Ness Ave., San Francisco, Cal. (Prospect 6-5100). Philip G. Lasky, gm. Katz, rep.

**KPLC-TV** 320 Division St., Lake Charles, La. (Hemlock 6-3631). David Wilson, gm. Weed, rep.

**KPRC-TV** P. O. Box 1234, Houston, Tex. (Madison 5219). Jack Harris, gm. Petry, rep.

**KPTV** 735 SW 20th Pl., Portland, Ore. (Capitol 9921). Russell Olsen, gm. NBC Spot Sales, rep.

**KQTV** 912 First Ave. So., Fort Dodge, Ia. (Walnut 4031). Ed Breen, pres & gm. Pearson, rep.

**KRBC-TV** 4510 So. 14th St., Abilene, Tex. (2-8491). Dale Ackers, pres & gm. Pearson, rep.

**KRCA** Sunset & Vine, Los Angeles, Cal. (Hollywood 9-6161). Thomas McCray, gm. NBC Spot Sales, rep.

**KRCG-TV** Callaway Hills Farm, Jefferson City, Mo. (5-3122). Mrs. Betty Handy, pres & gm. Hoag-Blair, rep.

**KRDO-TV** 399 So. 8 St., Colorado Springs, Colo. (Melrose 2-1515). Harry W. Hoth, Jr., pres & gm. McGillvra, rep.

**KREM-TV** 4103 So. Regal St., Spokane, Wash. (Keystone 0466). Robert H. Temple, gm. Petry, rep.

**KRGV-TV** 311 S. Missouri, Wesslaco, Tex. (517). Byron W. Ogle, gm. Raymer, rep.

**KRLD-TV** Herald Square, Dallas, Tex. (Randolph 6811). Roy Flynn, gm. Branham, rep.

**KROC-TV** 100 1st Ave. Bldg., Rochester, Minn. (3924). G. David Gentling, gm. Meeker, rep.

**KROD-TV** P. O. Box 1799, El Paso, Tex. (2-6551). Val Lawrence, gm. Branham, rep.

**KRON-TV** 929 Mission St., San Francisco, Cal. (Garfield 1-1100). Charles Thieriot, pres & gm. Free & Peters, rep.

**KSAN-TV** 1355 Market St., San Francisco, Cal. (Market 1-8171). Norwood Patterson, gm. Stars National, rep.

**KSBW-TV** Box 1651, Salinas, Cal. (2-6422). John C. Cohan, pres & gm. Hollingbery, rep.

**KSD-TV** 1111 Olive St., St. Louis, Mo. (Main 1-1111). George M. Burbach, gm. NBC Spot Sales, rep.

**KSL-TV** 145 Social Hall Ave., Salt Lake City, Utah. (5-4641). D. Lennox Murdoch, gm. CBS Television Spot Sales, rep.

**KSLA** P. O. Box 1661, Shreveport, La. (3-6151). Dean R. Flett, gm. Raymer, rep.

**KSTP-TV** 3415 University Ave., St. Paul, Minn. (Prior 2724). Stanley Hubbard, pres & gm. Petry, rep.

**KSWM-TV** 1928 W. 13th St., Joplin, Mo. (Main 3-7260). Austin A. Harrison, pres & gm. Venard, Rintoul, & McConnell, rep.

**KSWO-TV** P. O. Box 1385, Lawton, Okla. (7725). Ross B. Baker, gm. Pearson, rep.

**KSWs-TV** Box 670, Roswell, N.M. (3737). John A. Barnett, gm. Meeker, rep.

**KTAG-TV** P. O. Box 173, Lake Charles, La. (Hemlock 9-9413). Warren Berwick, gm. Adam Young, rep.

**KTBC-TV** P. O. Box 717, Austin, Tex. (2-2424). J. C. Kellam, gm. Raymer, rep.

**KTEN** Box 10, Ada, Okla. (1010). Bill Hoover, gm. Venard, Rintoul, & McConnell, rep.

**KTIV** 10th & Grandview Blvd., Sioux City, Ia. (8-0545). Dietrich Dirks, pres & gm. Hollingbery, rep.

**KTLA** 721 N. Bronson, Los Angeles, Cal. (Hollywood 9-3181). Klaus Landsberg, gm. Raymer, rep.

**KTNT-TV** 711 St. Helens Ave., Tacoma, Wash. (Fulton 2561). Len Higgins, gm. Weed, rep.

**KTRK-TV** P. O. Box 12, Houston, Tex. (Locust 1313). Willard E. Walbridge, gm. Blair, rep.

**KTSM-TV** 801 N. Oregon St., El Paso, Tex. (2-5423). Karl O. Wyler, pres & gm. Hollingbery, rep.

**KTTS-TV** P. O. Box 1716, Springfield, Mo. (2-7474). G. Pearson Ward, gm. Weed, rep.

**KTTV** 5746 Sunset Blvd., Los Angeles, Cal. (Hollywood 2-7111). Richard A. Moore, gm. Blair, rep.

**KTVA** Box 819, Anchorage, Alaska. (5-4321). A. G. Hiebert, pres & gm. Alaska Radio-TV Sales, rep.

**KTVE** Box 2029, Longview, Tex. (Plaza 8-5551). A. James Henry, gm. Forjoe, rep.

**KTVH** 1800 N. Plum St., Hutchinson, Kans. (5-5503). Howard O. Peterson, gm. H-R Television, rep.

**KTVQ** Northwest Station, Oklahoma City, Okla. (Jackson 5-1561). John Esau, pres. H-R Television, rep.

**KTVT** 130 Social Hall Ave., Salt Lake City, Utah. (22-5681). G. Bennett Larson, gm. Katz, rep.

**KTvu** 2293 E. Main St., Stockton, Cal. (Howard 5-7271). R. W. Wasenbergh, gm. Hollingbery, rep.

**KTVW** P. O. Box 1345, Tacoma, Wash. (Broadway 3157). H. G. Fearnhead, gm. George W. Clark (Chi.), John P. Barry (N.Y.), Chuck Christiansen (San Francisco), reps.

**KTVX** Box 1739, Tulsa, Okla. (2-3191). L. A. Blust, gm. Avery-Knodel, rep.

**KTXL** 1015 E. 28th St., San Angelo, Tex. (7677). J. Harley Hubbard, gm. Venard, Rintoul & McConnell, rep.

**KULA-TV** Box 1479, Honolulu, Hawaii (6-3666). Jack A. Burnett, gm. Adam Young, rep.

**KUTV** 179 Social Hall Ave., Salt Lake City, Utah (22-2505). Frank C. Carman, pres & gm. Hollingbery, rep.

**KVAL-TV** P. O. Box 548, Eugene, Ore. (4-3245). S. W. McCready, gm. Hollingbery, rep.

**KVAR** 1101 N. Central Ave., Phoenix, Ariz. (Alpine 4-4161). Richard O. Lewis, pres & gm. Raymer, rep.

**KVDO-TV** 409 S. Staples St., Corpus Christi, Tex. (2-5321). L. W. Smith, gm. Adam Young, rep.

**KVEC-TV** 787 Higuera St., San Luis Obispo, Cal. (1100). Leslie Hacker, gm. W. S. Grant, rep.

**KVOA-TV** P. O. Box 2911, Tucson, Ariz. (3-2555). R. B. Williams, pres & gm. Raymer, rep.

**KVOO-TV** 311 S. Denver St., Tulsa, Okla. (54-7204). C. B. Akers, gm. Blair, rep.

**KVOS-TV** 1321 Commercial St., Bellingham, Wash. (790). Rogan Jones, pres. Forjoe, rep.

**KVTv** 614 Pierce St., Sioux City, Ia. (2-2711). Robert Tincher, gm. Katz, rep.

**KVVG** 1385 E. Tulare St., Tulare, Cal. (6-3481). Sheldon Anderson, gm. Forjoe, rep.

**KWFT-TV** Box 420, Wichita Falls, Tex. (3-4181). Kenyon Brown, pres & gm. Hoag-Blair, rep.

**KWK-TV** 1215 Cole St., St. Louis, Mo. (Main 1-9100). Robert Convey, pres & gm. Katz, rep.

**KWTV** P. O. Box 8788, Oklahoma City, Okla. (Victor 3-6641). Edgar T. Bell, gm. Avery-Knodel, rep.

**KWWL-TV** Hotel Russell Lamson, Waterloo, Ia. (Adams 4-4404). Ralph J. McElroy, pres & gm. Headley-Reed, rep.

**KXJB-TV** 4000 Front St., Fargo, N. D. (4461). William Hurley, gm. Weed, rep.

**KXLF-TV** Box 1988, Butte, Mont. (2-2696). E. B. Craney, gm. Pacific Northwest Broadcasting (west) and Walker (east), reps.

**KXLY-TV** 315 W. Sprague Ave., Spokane, Wash. (Madison 4291). Robert Struble, gm. Avery-Knodel, rep.

**KYTV** 999 W. Sunshine, Springfield, Mo. (6-2766). R. L. Stufflebaum & Carl Fox, co-mgrs. Hollingbery, rep.

**KZTV** P. O. Box 2448, Reno, Nev. (3-0721). Harry Huey, gm. Pearson, rep.

**WAAM** Television Hill, Baltimore, Md. (Mohawk 4-7600). Ken Carter, gm. Harrington, Righter & Parsons, rep.

**WABC-TV** 7 W. 66th St., New York, N.Y. (Susquehanna 7-5000). Ted Oberfelder, vp & gm. Weed, rep.

**WABD** 515 Madison Ave., New York, N.Y. (Murray Hill 8-2600). George BarenBregge, gm. Avery-Knodel, rep.

**WABI-TV** 57 State St., Bangor, Me. (6446). Leon P. Gorman, gm. Hollingbery & Kettell-Carter, reps.

**WABT** Box 2553, Birmingham, Ala. (4-3506). Henry P. Johnston, pres. Blair, rep.

**WACH-TV** 114 24th St., Newport News, Va. (3-1631). H. A. Seville, gm. Walker, rep.

**WAFB-TV** 844 Government St., Baton Rouge, La. (4-8571). Tom Gibbons, gm. Adam Young, rep.

**WAGA-TV** Box 4207, Atlanta, Ga. (Vernon 3553). Glenn Jackson, gm. Katz, rep.

**WAIM-TV** 231 Kingsley Rd., Anderson, S.C. (Canal 6-1511). Glenn P. Warnock, gm. Headley-Reed, rep.

**WAKR-TV** 853 Copley Rd., Akron, Ohio (Portage 2-8811). Roger G. Berk, vp & gm. Weed, rep.

**WALA-TV** P. O. Box 1548, Mobile, Ala. (3-3756). W. O. Pape, pres & gm. Headley-Reed, rep.

**WALB-TV** 138 Pine Ave., Albany, Ga. (Hemlock 5-8386). T. R. Stillwagon, gm. Burn-Smith, rep.

**WAPA-TV** P. O. Box 4563, San Juan, P.R. (3-3000). Delfin Fernandez, gm. Caribbean Networks, rep.

**WARD-TV** First Natl. Bank Bldg., Johnstown, Pa. (81-216). Robert R. Nelson, gm. Weed, rep.

**WARM-TV** 333 Madison Ave., Scranton, Pa. (Diamond 3-1245). William M. Dawson, gm. Hollingbery, rep.

**WATE-TV** 612 Gay St. S.W., Knoxville, Tenn. (2-7111). W. H. Linebaugh, vp & gm. Avery-Knodel, rep.

**WATR-TV** 440 Meadow St., Waterbury, Conn. (Plaza 5-1121). Samuel Elman, gm. Burke Stuart, rep.

**WATV** 1020 Broad St., Newark, N.J. (Barelay 7-3260). I. R. Rosenhaus, pres & gm. Petry, rep.

**WAVE-TV** 334 E. Broadway, Louisville, Ky. (Wabash 2201). Nathan Lord, gm. NBC Spot Sales, rep.

**WBAL-TV** 2610 N. Charles St., Baltimore, Md. (Hopkins 7-3000). D. L. Provost, vp & gm. Petry, rep.

**WBAP-TV** 3900 Barnett St., Fort Worth, Tex. (Lockwood 1981). Harold Hough, gm. Free & Peters, rep.

**WBAY-TV** 115 So. Jefferson St., Green Bay, Wis. (Hemlock 2-3331). Haydn R. Evans, gm. Weed, rep.

**WBBM-TV** 410 N. Michigan Ave., Chicago, Ill. (Whitehall 4-6000). H. Leslie Atlass, vp & gm. CBS Television Spot Sales, rep.

**WBEN-TV** Hotel Statler, Buffalo, N.Y. (Mohawk 0930). C. Robert Thompson, gm. Harrington, Righter & Parsons, rep.

**WBKB** 20 N. Wacker Dr., Chicago, Ill. (Andover 3-0800). Sterling C. Quinlan, vp & gm. Blair, rep.

**WBLN** Box 646, Bloomington, Ill. (4-3031). Jerrell Henry, gm. McGillvra, rep.

**WBNS-TV** 495 Olentangy River Rd., Columbus, O. (Capital 8-2611). R. A. Borel, director of TV. Blair, rep.

**WBOC-TV** Radio Park, Salisbury, Md. (6131). Charles J. Truitt, vp & gm. Burn Smith, rep.

**WBRC-TV** Atop Red Mountain, Birmingham, Ala. (4-4701). J. Robert Kerns, gm. Katz, rep.

**WBRE-TV** 62 S. Franklin St., Wilkes-Barre, Pa. (Valley 3-3101). David M. Baltimore, vp & gm. Headley-Reed, rep.

**WBTW** Wilder Bldg., Charlotte, N.C. (Edison 3-8833). Charles H. Crutchfield, vp & gm. CBS Television Spot Sales, rep.

**WBTW** Box 630, Florence, S.C. (2-1566). Charles H. Crutchfield, vp & gm. CBS Television Spot Sales, rep.

**WBUF-TV** 184 Barton St., Buffalo, N.Y. (Summer 1717). Sherwin Grossman, pres & gm. H-R Television, rep.

**WBZ-TV** 1170 Soldiers Field Rd., Boston, Mass. (Algonquin 4-5670). W. C. Swartley, gm. Free & Peters, rep.

**WCAU-TV** City & Monument Aves., Philadelphia, Pa. (Greenwood 7-8300). Donald W. Thornburgh, pres & gm. CBS Television Spot Sales, rep.

**WCBS-TV** 485 Madison Ave., New York, N.Y. (Plaza 1-2345). Sam Cooke Digges, gm. CBS Television Spot Sales, rep.

**WCCO-TV** 50 S. 9th St., Minneapolis, Minn. (Lincoln 0552). F. Van Konynenburg, vp & gm. Free & Peters, rep.

**WCHS-TV** 1111 Virginia St. E., Charleston, W. Va. (6-5358). John T. Gelder, gm. Branham, rep.

**WCIA** 509 S. Neil St., Champaign, Ill. (6-8333). August C. Meyer, pres. Hollingbery, rep.

**WCMB-TV** 228 Court St., Harrisburg, Pa. (4-3005). Ed K. Smith, gm. Forjoe, rep.

**WCNY-TV** (Carthage) Box 211, Watertown, N.Y. (410). Louis Saiff, Jr., gm. Weed, rep.

**WCOS-TV** Cornell Arms Bldg., Columbia, S.C. (2-2177). Charles W. Pittman, pres & gm. Headley-Reed, rep.

**WCOV-TV** P. O. Box 1029, Montgomery, Ala. (5-3561). Hugh M. Smith, gm. Raymer, rep.

**WCPO-TV** 2345 Symmes St., Cincinnati, O. (Capitol 0777). M. C. Watters, vp & gm. Branham, rep.

**WCSC-TV** 485 E. Bay St., Charleston, S. C. (3-8371). John M. Rivers, pres & gm. Free & Peters, rep.

**WCSH-TV** 157 High St., Portland, Me. (2-0181). Wm. H. Rines, gm. Weed, rep.

**WDAF-TV** 3030 Summit St., Kansas City, Mo. (Harrison 1200). H. Dean Fitzer, gm. Harrington, Righter & Parsons, rep.

**WDAK-TV** 1307 1st Ave., Columbus, Ga. (2-8828). Allan M. Woodall, pres & gm. Headley-Reed, rep.

**WDAN-TV** 1500 N. Washington Ave., Danville, Ill. (1700). Robert J. Burow, gm. Everett-McKinney, rep.

**WDAY-TV** Box 1031, Fargo, N.D. (5357). Tom Barnes, gm. Free & Peters, rep.

**WDBO-TV** P. O. Box 3707, Orlando, Fla. (5-0541). Harold P. Danforth, pres & gm. Blair, rep.

**WDEF-TV** Volunteer Bldg., Chattanooga, Tenn. (6-0124). Harold Anderson, gm. Branham, rep.

**WDEL-TV** 10th & West Sts., Wilmington, Del. (6-2567). Clair R. McCollough, gm. Meeker, rep.

**WDSM-TV** (Duluth) 921 Tower Ave., Superior, Wis. (Export 4-4451). Rodney Quick, vp & gm. Free & Peters, rep.

**WDSU-TV** 520 Royal St., New Orleans, La. (Tulane 4371). Robert D. Swezey, vp & gm. Blair, rep.

**WEAR-TV** Box 1188, Pensacola, Fla. (8-4449). Mel Wheeler, pres & gm. Hollingbery, rep.

**WEAT-TV** Box 70, West Palm Beach, Fla. (3-9668). J. Robert Meachem, pres & gm. Walker, rep.

**WEAU-TV** 2415 S. Hastings Way, Eau Claire, Wis. (2-3474). Harry S. Hyett, gm. Hollingbery, rep.

**WEEK-TV** 2907 Springfield Rd., E. Peoria, Ill. (6-5571). Fred C. Mueller, gm. Headley-Reed, rep.

**WEEU-TV** 433 Penn St., Reading, Pa. (6-7335). Thomas E. Martin, vp & gm. Headley-Reed, rep.

**WEHT** (Henderson, Ky) Box 395, Evansville, Ind. (5-2634). Cecil M. Sansbury, gm. Meeker, rep.

**WENS** 700 Ivory Ave., Pittsburgh, Pa. (Wellington 1-1200). Larry Israel, vp & gm. Petry, rep.

**WEWS** 1816 E. 13th St., Cleveland, O. (Tower 1-5454). James Hanrahan, gm. Branham, rep.

**WFAA-TV** 3000 Harry Hines Blvd., Dallas, Tex. (Riverside 3315). Ralph Nimmons, gm. Petry, rep.

**WFAM-TV** McCarty Lane, Lafayette, Ind. (2-4300). Herb Nelson, gm. Rambeau, rep.

**WFBC-TV** Box 1499, Greenville, S.C. (5-9653). B. T. Whitmire, gm. Weed, rep.

**WFBG-TV** Gable's Arcade, Altoona, Pa. (6709). Jack Snyder, gm. H-R Television, rep.

**WFBM-TV** 1330 N. Meridian St., Indianapolis, Ind. (Melrose 4-8521). William Kiley, vp & gm. Katz, rep.

**WFIE** 1115 Mt. Auburn Rd., Evansville, Ind. (5-6201). Ted Nelson, gm. Venard, Rintoul & McConnell, rep.

**WFIL-TV** 46th & Market Sts., Philadelphia, Pa. (Evergreen 2-4700). Roger W. Clipp, gm. Blair, rep.

**WFLA-TV** P. O. Box 1410, Tampa, Fla. (2-4747). George W. Harvey, gm. Blair, rep.

**WFMJ-TV** 101 W. Boardman St., Youngstown, O. (Riverside 3-4121). Mitchell Stanley, gm. Headley-Reed, rep.

**WFMY-TV** Drawer A, Greensboro, N.C. (4-0114). Gaines Kelley, gm. Harrington, Righter, & Parsons, rep.

**WFMZ-TV** MacArthur Blvd., Allentown, Pa. (Hemlock 5-6733). Raymond F. Kohn, pres & gm. Avery-Knodel, rep.

**WGAL-TV** 24 S. Queen St., Lancaster, Pa. (5246). Clair R. McCollough, pres & gm. Meeker, rep.

**WGAN-TV** 390 Congress St., Portland, Me. (2-7423). Creighton E. Gatchell, gm. Avery-Knodel, rep.

**WGBI-TV** 1000 Wyoming Ave., Scranton, Pa. (Diamond 2-7634). George D. Coleman, gm. Blair, rep.

**WGBS-TV** 229 E. First Ave., Ft. Lauderdale, Fla. (Jackson 3-6531). Noran E. Kersta, gm. Katz, rep.

**WGEM-TV** Hotel Quincy, Quincy, Ill. (Baldwin 2-6840). Joe Bonansinga, gm. Avery-Knodel, rep.

**WGLV** 2857 Nazareth Rd., Easton, Pa. (3-3557). J. R. Porterfield, gm. Headley-Reed, rep.

**WGN-TV** 441 N. Michigan Ave., Chicago, Ill. (Superior 7-0100). Frank P. Schreiber, gm. Hollingbery, rep.

**WGR-TV** 184 Barton St., Buffalo, N.Y. (Summer 7115). J. J. Bernard, gm. Headley-Reed, rep.

**WGTH-TV** 54 Pratt St., Hartford, Conn. (Jackson 7-9131). Fred W. Wagenvoort, gm. H-R Television, rep.

**WGVL-TV** Calhoun Towers, Greenville, S.C. (5-0471). Ben K. McKinnon, gm. H-R Television, rep.

**WHAM-TV** 201 Humboldt St., Rochester, N.Y. (Culver 7240). William Fay, gm. Hollingbery, rep.

**WHAS-TV** 6th & Broadway, Louisville, Ky. (Wabash 2211). Neil Cline, gm. Harrington, Righter & Parsons, rep.

**WHBF-TV** Telco Bldg., Rock Island, Ill. (6-5441). Leslie Johnson, vp & gm. Avery-Knodel, rep.

**WHBQ-TV** Box 176, Memphis, Tenn. (32-1705). John Cleghorn, gm. Blair, rep.

**WHEC-TV** 40 Franklin St., Rochester, N.Y. (Baker 6740). Glover DeLaney, vp & gm. Everett-McKinney, rep.

**WHEN-TV** 101 Court St., Syracuse, N.Y. (74-5711). Paul Adanti, gm. Katz, rep.

**WHIO-TV** 1414 Wilmington Ave., Dayton, O. (Madison 6581). Robert H. Moody, gm. Hollingbery, rep.

**WHIZ-TV** Lind Arcade Bldg., Zanesville, O. (2-5431). Allan Land, gm. Pearson, rep.

**WHO-TV** 1100 Walnut St., Des Moines, Ia. (8-6511). P. A. Loyet, vp & mgr. Free & Peters, rep.

**WHP-TV** 216 Locust St., Harrisburg, Pa. (4-3211). A. K. Redmond, gm. Bolling, rep.

**WHUM-TV** Skyline Studios, Reading, Pa. (4-4805). Humboldt J. Greig, pres & gm. H-R Television, rep.

**WHYN-TV** 1300 Liberty St., Springfield, Mass. (4-1126). Charles N. DeRose, gm. Branham, rep.

**WIBW-TV** Box 119, Topeka, Kan. (3-2377). Ben Ludy, gm. Capper Publications, rep.

**WICA-TV** Box 372, Ashtabula, O. (32-126). John A. Colin, vp & gm. No rep.

**WICC-TV** Box 9140, Bridgeport, Conn. (Amherst 8-1601). Philip Merryman, pres & gm. Adam Young, rep.

**WICS** 523 E. Capitol Ave., Springfield, Ill. (8-0465). Milton D. Friedland, gm. Adam Young, rep.

**WICU-TV** 3514 State St., Erie, Pa. (4-5201). Ben McLaughlin, gm. Petry, rep.

**WILK-TV** 88 N. Franklin St., Wilkes-Barre, Pa. (Valley 4-4666). Thomas P. Shelburne, gm. Avery-Knodel, rep.

**WINK-TV** Box 1072, Ft. Myers, Fla. (4-1331). A. J. Bauer, gm. McGillvra, rep.

**WIN-T** 2000 Lincoln Tower, Ft. Wayne, Ind. (Anthony 8475). Ben Baylor, vp & gm. H-R Television, rep.

**WIRI** Box 136, Plattsburg, N.Y. (3070). Joel H. Scheier, pres & gm. McGillvra, rep.

**WIRK-TV** 711 S. Flagler Dr., W. Palm Beach, Fla. (3-1711). Joseph S. Field, Jr., pres & gm. Weed, rep.

**WIS-TV** 1111 Bull St., Columbia, S.C. (3-6431). Charles A. Batson, vp & gm. Free & Peters, rep.

**WISE-TV** 100 College St., Asheville, N.C. (3-5381). Harold H. Thoms, pres & gm. Bolling, rep.

**WISH-TV** 1440 N. Meridian St., Indianapolis, Ind. (Melrose 4-6411). Robert McConnell, vp & gm. Bolling, rep.

**WITV** (Ft. Lauderdale) 5500 Hallandale Bch. Blvd., Hollywood, Fla. (3-1566). Arthur L. Gray, vp & gm. Bolling, rep.

**WJAC-TV** 329 Main St., Johnstown, Pa. (9-1965). Alvin D. Schrott, gm. Katz, rep.

**WJAR-TV** 176 Weybosset St., Providence, R.I. (Gaspee 1-8255). Peter James, gm. Weed, rep.

**WJBF-TV** Box 490, Augusta, Ga. (7-7787). D. M. Kelly, Jr., gm. Hollingbery, rep.

**WJBK-TV** 500 Masonic Temple, Detroit, Mich. (Temple 3-7900). Bill Michaels, gm. Katz, rep.

**WJDM-TV** Box 428, Panama City, Fla. (Adams 4-2251). Mel Wheeler, gm. Hollingbery, rep.

**WJHL-TV** 145 W. Main St., Johnson City, Tenn. (2780). W. H. Lancaster, Jr., vp & gm. Pearson, rep.

**WJHP-TV** Box 5736, Jacksonville, Fla. (Exbrook 8-9751). T. S. Gilchrist, Jr., gm. John H. Perry, rep.

**WJIM-TV** WJIM Country House, Lansing, Mich. (2-1333). Harold F. Gross, pres. Petry, rep.

**WJMR-TV** Jung Hotel, New Orleans, La. (Canal 0356). George Mayoral, vp & gm. Bolling, rep.

**WJNO-TV** 5 Coconut Row, Palm Beach, Fla. (3-2471). Walter L. Dennis, gm. Venard, Rintoul & McConnell, rep.

**WJTV** Box 3459, Jackson, Miss. (4-7642). Jay Scott, gm. Katz, rep.

**WKAQ-TV** Box 5096, San Juan, P.R. (3-3800). R. Delgado Marquez, gm. Inter-American Publications, rep.

**WKBN-TV** 3930 Sunset Blvd., Youngstown, O. (Sterling 2-1145). J. L. Bowden, gm. Raymer, rep.

**WKBT** 141 S. 6th St., La Crosse, Wis. (2-4678). Howard Dahl, pres & gm. Raymer, rep.

**WKJG-TV** 220 E. Jefferson St., Ft. Wayne, Ind. (Anthony 2295). Edward G. Thoms, vp & gm. Raymer, rep.

**WKNB-TV** (New Britain) 1422 New Britain Ave., W. Hartford, Conn. (Adams 3-7511). Peter B. Kenney, gm. Bolling, rep.

**WKNX-TV** 221 S. Washington Ave., Saginaw, Mich. (3-4471). Bill Edwards, gm. Gill-Perna, rep.

**WKNY-TV** 601 Broadway, Kingston, N.Y. (4500). Robert M. Peebles, gm. Meeker, rep.

**WKOW-TV** Gilbert Rd., Madison, Wis. (Cedar 3-5329). Ben Hovel, gm. Headley-Reed, rep.

**WKRC-TV** Times-Star Bldg., Cincinnati, O. (Garfield 1331). U. A. Latham, gm. Katz, rep.

**WKTU** Box 386, Utica, N.Y. (3-0404). Michael C. Fusco, gm. Donald Cooke, rep.

**WKY-TV** 500 E. Britton Rd., Oklahoma City, Okla. (Trinity 8-2161). P. A. Sugg, vp & gm. Katz, rep.

**WKZO-TV** 124 W. Michigan Ave., Kalamazoo, Mich. (5-2101). Carl E. Lee, mgr. Avery-Knodel, rep.

**WLAC-TV** 159 4th Ave. N., Nashville, Tenn. (42-4331). T. B. Baker, Jr., vp & gm. Katz, rep.

**WLAM-TV** 129 Lisbon St., Lewiston, Me. (4-5401). Frank S. Hoy, pres & gm. Everett-McKinney, rep.

**WLBC-TV** Box 271, Muncie, Ind. (4403). W. F. Craig, vp & mgr. Walker (NY), Holman (Chicago), reps.

**WLBT** 715 S. Jefferson St., Jackson, Miss. (2-2691). Fred Beard, gm. Hollingbery, rep.

**WLEV-TV** Box 111, Bethlehem, Pa. (Hemlock 4-6278). Clair R. McCollough, gm. Meeker, rep.

**WLOK-TV** Rice Ave., Lima, O. (6-3411). Robert Mack, gm. H-R Television, rep.

**WLOS-TV** Box 2150, Asheville, N.C. (2-2431). Charles B. Britt, vp & gm. Venard, Rintoul & McConnell; J. S. Ayers, reps.

**WLVA-TV** 925 Church St., Lynchburg, Va. (2-1242). Philip P. Allen, gm. Hollingbery, rep.

**WLW-A** 1611 W. Peachtree St. N.E., Atlanta, Ga. (Vernon 1141). W. P. Robinson, pres & gm. Crosley, rep.

**WLW-C** 3165 Olentangy River Rd., Columbus, O. (Jefferson 5441). James Leonard, vp & gm. Crosley, rep.

**WLW-D** 4595 S. Dixie Highway, Dayton, O. (Walnut 2101). H. P. Lasker, gm. Crosley and NBC Spot Sales, reps.

**WLW-T** 140 W. 9th St., Cincinnati, O. (Cherry 1822). R. Boulware, gm. Crosley, rep.

**WMAL-TV** 4461 Connecticut Ave., Washington, D.C. (Kellogg 7-1100). Frederick Houwink, gm. Katz, rep.

**WMAR-TV** Old Sun Bldg., Baltimore, Md. (Mulberry 5-5670). E. K. Jett, vp & gm. Katz, rep.

**WMAZ-TV** Bankers Insurance Bldg., Macon, Ga. (2-7373). Wilton E. Cobb, gm. Avery-Knodel, rep.

**WMBR-TV** 605 S. Main St., Jacksonville, Fla. (Exbrook 8-0501). Glen Marshall, pres & gm. CBS Television Spot Sales, rep.

**WMBV-TV** Television Park, Marinette, Wis. (2-6631). Joseph D. Mackin, gm. Venard, Rintoul & McConnell, rep.

**WMCT** Box 311, Memphis, Tenn. (8-7464). H. W. Slavick, gm. Branham, rep.

**WMFD-TV** Box 1769, Wilmington, N.C. (3-4666). R. A. Dunlea, Jr., gm. Weed, rep.

**WMGT** 8 Bank Row, Pittsfield, Mass. (2-1553). John T. Parsons, gm. Walker, rep.

**WMIN-TV** 538 Hamm Bldg., St. Paul, Minn. (Capitol 4-4831). Frank Devaney, vp & gm. Blair, rep.

**WMSL-TV** Mutual Savings Life Bldg., Decatur, Ala. (802). Bill Guy, gm. Walker, rep.

**WMT-TV** Paramount Theatre Bldg., Cedar Rapids, Ia. (4-0177). Wm. B. Quarton, vp & gm. Katz, rep.

**WMTV** Box 168, Madison, Wis. (Cedar 3-5381). Gerald A. Bartell, pres & gm. Bolling, rep.

**WMTW** Riccar Inn, Poland Spring, Me. (51). John H. Norton, Jr., vp & gm. Harrington, Righter & Parsons, rep.

**WMUR-TV** 1819 Elm St., Manchester, N.H. (5-5788). Norman A. Gittleson, vp & gm. Weed, rep.

**WMVT** (Montpelier) 135 Main St., Burlington, Vt. (2-5761). Stuart T. Martin, gm. Weed, rep.

**WNAC-TV** 21 Brookline Ave., Boston, Mass. (Commonwealth 6-0800). Norman Knight, vp & gm. H-R Television, rep.

**WNAO-TV** 219 S. McDowell St., Raleigh, N.C. (2-0321). Charles Baskerville, gm. Avery-Knodel, rep.

**WNBK-TV** Box 48, Binghamton, N.Y. (3-7311). George R. Dunham, gm. Bolling, rep.

**WNBK** 815 Superior Ave., Cleveland, O. (Cherry 1-0942). Lloyd E. Yoder, gm. NBC Spot Sales, rep.

**WNBQ** Merchandise Mart, Chicago, Ill. (Superior 7-8300). Jules Herbiveaux, gm. NBC Spot Sales, rep.

**WNCT** Box 898, Greenville, N.C. (6181). Hartwell Campbell, gm. Pearson, rep.

**WNEM-TV** 814 Adams St., Bay City, Mich. (3-6505). John H. Bone, gm. Headley-Reed, rep.

**WNET** Box 1533, Providence, R. I. (Blackburn 2-3316). E. J. McEnaney, Jr., gm. Raymer, rep.

**WNEX-TV** 2411 Pio Nona Ave., Macon, Ga. (3-9355). Archie S. Grinalds, gm. Branham, rep.

**WNHC-TV** 1110 Chapel St., New Haven, Conn. (Spruce 7-3611). Aldo Dominicis, gm. Katz, rep.

**WNOK-TV** 1811 Main St., Columbia, S.C. (2-7737). H. Moody McEvee, Jr., gm. Raymer, rep.

**WNOW-TV** 25 S. Duke St., York, Pa. (27-821). Lowell W. Williams, gm. Forjoe, rep.

**WOAI-TV** 1031 Navarro St., San Antonio, Tex. (Garfield 4221). James M. Gaines, vp & gm. Petry, rep.

**WOAY-TV** Box 251, Oak Hill, W. Va. (651). Robert R. Thomas, Jr., pres & gm. Weed, rep.

**WOC-TV** 805 Brady St., Davenport, Ia. (3-3661). B. J. Palmer, pres. Free & Peters, rep.

**WOI-TV** Service Bldg., Ames, Ia. (2500). Richard B. Hull, gm. Weed, rep.

**WOOD-TV** 120 College Ave. S.E., Grand Rapids, Mich. (9-4125). Willard Schroeder, gm. Katz, rep.

**WOR-TV** 1440 Broadway, New York, N. Y. (Longacre 4-8000). Gordon Gray, vp & gm. H-R Television, rep.

**WOW-TV** Insurance Bldg., Omaha, Neb. (Webster 3400). Frank P. Fogarty, vp & gm. Blair, rep.

**WPAG-TV** Hutzler Bldg., Ann Arbor, Mich. (2-5517). Edward F. Baughn, gm. Everett-McKinney, rep.

**WPBN-TV** Paul Bunyan Bldg., Traverse City, Mich. (2700). Les Biederman, pres & gm. Holman, rep.

**WPFA-TV** Box 27, Pensacola, Fla. (3-1141). N. V. Pieler, gm. Adam Young, rep.

**WPIX** 220 E. 42nd St., New York, N.Y. (Murray Hill 2-6500). F. M. Thrower, vp & gm. Free & Peters, rep.

**WPTZ** 1600 Architects Bldg., Philadelphia, Pa. (Locust 4-5500). Roland V. Tooke, gm. Free & Peters, rep.

**WQXI-TV** 3165 Mathieson Dr. N.E., Atlanta, Ga. (Cherokee 2195). John Fulton, gm. Forjoe, rep.

**WRBL-TV** 1350 13th Ave., Columbus, Ga. (2-0601). J. W. Woodruff, Jr., pres & gm. Hollingbery, rep.

**WRC-TV** Sheraton Park Hotel, Washington, D.C. (Adams 4-5400). Carleton D. Smith, vp & gm. NBC Spot Sales, rep.

**WRCA-TV** 30 Rockefeller Plaza, New York, N.Y. (Circle 7-8300). Hamilton Shea, vp & gm. NBC Spot Sales, rep.

**WRDW-TV** Box 932, Augusta, Ga. (7-5432). James W. Hicks, gm. Headley-Reed, rep.

**WREX-TV** Auburn & Winnebago Rds., Rockford, Ill. (8-1813). J. M. Baisch, gm. H-R Television, rep.

**WRGB** 1 River Rd., Schenectady, N.Y. (7-2261). R. B. Hanna, Jr., mgr. NBC Spot Sales, rep.

**WROM-TV** Box 473, Rome, Ga. (2-0833). Ed McKay, gm. McGillvra, rep.

**WRTV** (Asbury Park) Eatontown, N.J. (3-1520). Harold Burke, vp & gm. no rep.

**WSAU-TV** 714 Fifth St., Wausau, Wis. (2-1021). George Frechette, vp & gm. Meeker, rep.

**WSAZ-TV** Box 2115, Huntington, W.Va. (4-4126). Lawrence H. Rogers, vp & gm. Katz, rep.

**WSB-TV** 1601 W. Peachtree St., Atlanta, Ga. (Elgin 6711). John M. Outler, Jr., gm. Petry, rep.

**WSBA-TV** 53 N. Duke St., York, Pa. (25-531). Louis J. Appell, pres & gm. Adam Young, rep.

**WSBT-TV** 225 W. Colfax Ave., South Bend, Ind. (Central 3-3141). Neal B. Welch, gm. Raymer, rep.

**WSEE** 1220 Peach St., Erie, Pa. (5-7575). Charles E. Denny, vp & gm. Avery-Knodel, rep.

**WSFA-TV** Box 1031, Montgomery, Ala. (5-1251). Hoyt Andres, gm. Katz, rep.

**WSIL-TV** 21 W. Poplar St., Harrisburg, Ill. (373). O. L. Turner, pres & gm. Walker, rep.

**WSIX-TV** Nashville Trust Bldg., Nashville, Tenn. (5-5431). R. D. Stanford, Jr., pres & gm. Hollingbery, rep.

**WSJS-TV** 419 N. Spruce St., Winston-Salem, N.C. (5-2311). Harold Essex, vp & gm. Headley-Reed, rep.

**WSJV-TV** Box 403, Elkhart, Ind. (2-1518). John F. Dille, Jr., pres & gm. H-R Television, rep.

**WSLI-TV** Box 8187, Jackson, Miss. (2-6625). L. M. Sepaugh, gm. Weed, rep.

**WSLS-TV** 301 First St. S.W., Roanoke, Va. (4-9227). James H. Moore, gm. Avery-Knodel, rep.

**WSM-TV** 301 Seventh Ave. N., Nashville, Tenn. (4-9541). John H. DeWitt, pres. Petry, rep.

**WSPD-TV** 136 Huron St., Toledo, O. (Adams 3175). Allen L. Haid, vp & mgr. Katz, rep.

**WSTV-TV** Exchange Realty Bldg., Steubenville, O. (Atlantic 2-6265). John J. Laux, gm. Avery-Knodel, rep.

**WSUN-TV** Municipal Pier, St. Petersburg, Fla. (5-4121). Charles L. Kelly, gm. Weed, rep.

**WSVA-TV** Rawley Pike, Harrisonburg, Va. (4-4431). Frederick L. Allman, pres & gm. Pearson, rep.



**WSYR-TV** 224 Harrison St., Syracuse, N.Y. (3-7111). E. R. Vadeboncoeur, pres & gm. Harrington, Righter & Parsons, rep.

**WTAO-TV** (Boston) 439 Concord Ave., Cambridge, Mass. (Eliot 4-0500). Theodore Pitman, Jr., gm. Everett-McKinney, rep.

**WTAP** Box 1880, Parkersburg, W. Va. (7-4589). T. A. Eiland, pres & gm. Pearson, rep.

**WTAR-TV** 720 Boush St., Norfolk, Va. (Madison 5-6711). Campbell Arnoux, pres & gm. Petry, rep.

**WTCN-TV** 2925 Dean Blvd., Minneapolis, Minn. (Walnut 7-8881). Joseph Merkle, gm. Blair, rep.

**WTHI-TV** 918 Ohio St., Terre Haute, Ind. (Crawford 9481). Joseph M. Higgins, gm. Bolling, rep.

**WTMJ-TV** 720 E. Capitol Dr., Milwaukee, Wis. (Broadway 1-6000). W. J. Damm, vp & gm. Harrington, Righter & Parsons, rep.

**WTOB-TV** Box 5176, Winston-Salem, N.C. (3-4353). John G. Johnson, gm. H-R Television, rep.

**WTOC-TV** Box 858, Savannah, Ga. (2-0127). W. T. Knight, Jr., pres & gm. Avery-Knodel, rep.

**WTOK-TV** Southern Bldg., Meridian, Miss. (3-1441). Robert F. Wright, pres & gm. Headley-Reed, rep.

**WTOM-TV** 407 N. Washington Ave., Lansing, Mich. (2-1659). Thomas B. Shull, pres & gm. Everett-McKinney, rep.

**WTOP-TV** Broadcast House, Washington, D.C. (Emerson 2-9300). George F. Hartford, TV vp. CBS Television Spot Sales, rep.

**WTPA** 3235 Hoffman St., Harrisburg, Pa. (8-7171). David J. Bennett, gm. Harrington, Righter & Parsons, rep.

**WTRF-TV** 1329 Market St., Wheeling, W. Va. (Wheeling 1177). Robert W. Ferguson, vp & gm. Hollingbery, rep.

**WTRI** Box 4035, Albany, N.Y. (5-5291). Richard B. Wheeler, gm. Blair, rep.

**WTSK-TV** Box 1388, Knoxville, Tenn. (5-2113). Harold B. Rothrock, mgr. Pearson, rep.

**WTTG** 12th & Pennsylvania Ave., Washington, D.C. (Sterling 3-5300). Leslie G. Arries, Jr., gm. Blair, rep.

**WTTV** 103 Essex House, Indianapolis, Ind. (Melrose 5-8656). Robert Lemon, gm. Meeker, rep.

**WTVD** Box 2009, Durham, N.C. (2-2111). Harmon Duncan, pres & gm. Headley-Reed, rep.

**WTVH-TV** 234 N. Madison, Peoria, Ill. (6-5503). Edward G. Smith, gm. Petry, rep.

**WTVI** (Belleville, Ill.) Landreth Bldg., St. Louis, Mo. (Geneva 6-5454). John D. Scheuer, Jr., vp & gm. Radio-TV Representatives, rep.

**WTVJ** 316 N. Miami Ave., Miami, Fla. (2-6262). Lee Ruwitch, vp & gm. Free & Peters, rep.

**WTVN-TV** 753 Harmon Ave., Columbus, O. (Capitol 8-5801). J. W. McGough, gm. Katz, rep.

**WTVO** Box 470, Rockford, Ill. (3-5413). H. Froelich, gm. Headley-Reed, rep.

**WTVP** Box 108, Decatur, Ill. (8-4303). W. L. Shellabarger, pres & gm. Bolling, rep.

**WTVR** Box 5229, Richmond, Va. (5-8611). Wilbur M. Havens, pres & gm. Blair, rep.

**WTVU** Hotel Jermyn, Scranton, Pa. (Diamond 7-3334). Thomas W. Jones, gm. Everett-McKinney, rep.

**WTVW** 722 Empire Bldg., Milwaukee, Wis. (Broadway 6-8660). Soren H. Munkhof, gm. Petry, rep.

**W-TWO** Box 732, Bangor, Me. (2-4822). Murray Carpenter, pres & gm. Venard, Rintoul & McConnell, rep.

**WUSN-TV** Box 154, Charleston, S.C. (2-2652). J. Drayton Hastie, pres & gm. H-R Television, rep.

**WVEC-TV** (Norfolk) Box 481, Hampton, Va. (6332). Thomas P. Chisman, pres & gm. Avery-Knodel, rep.

**WVET-TV** 17 Clinton Ave. S., Rochester, N.Y. (Hamilton 4820). Ervin F. Lyke, pres & gm. Bolling, rep.

**WWJ-TV** 622 W. Lafayette Ave., Detroit, Mich. (Woodward 2-2000). Edwin K. Wheeler, gm. Hollingbery, rep.

**WWLP** 61 Chestnut St., Springfield, Mass. (2-4181). Alan C. Tindal, vp & gm. Hollingbery, rep.

**WWOR-TV** Box 609, Worcester, Mass. (7-8374). Ansel E. Gridley, gm. Raymer, rep.

**WWTW** 214 N. Mitchell St., Cadillac, Mich. (Prospect 5-3478). L. T. Matthews, vp & gm. Weed, rep.

**WXEL** 630 Euclid Ave., Cleveland, O. (Tower 1-8989). F. Snyder, mgr. Katz, rep.

**WXIX-TV** 5445 N. 27th St., Milwaukee, Wis. (Uptown 3-1919). Edmund C. Bunker, gm. CBS Television Spot Sales, rep.

**WXYZ-TV** 1700 Mutual Bldg., Detroit, Mich. (Woodward 3-8321). James G. Riddell, pres & gm. Blair, rep.

**XEJ-TV** (Juarez, Mex.) Box 442, El Paso, Tex. (111-511). Pedro Meneses Hoyos, pres & gm. National Time Sales, rep.

**XETV** (Tijuana, Mex.) 4229 Park Blvd., San Diego, Cal. (Cypress 8-7191). Julian M. Kaufman, gm. Weed, rep.

# STATION-REPRESENTATIVE DIRECTORY

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**Chicago 11:** 520 N. Michigan Ave. (Superior 7-5580).

Mgr.: Jack Davis

**Dallas 2:** Rio Grande National Bldg. (Riverside 4228).

Mgr.: Steve Beard

**Detroit 26:** 524 Book Bldg. (Woodward 1-6030).

Mgr.: Gabriel Dype

**Jacksonville 2:** 1402 Barnett Bank Bldg. (Jacksonville

6-5770). Mgr.: Harry Cummings

**Los Angeles 5:** 3460 Wilshire Blvd. (Dunkirk 1-3811).

Mgr.: Frank Moreland

**St. Louis 1:** 1037 Paul Brown Bldg. (Chestnut 1-5687).

Mgr.: Richard Quigley, Jr.

**San Francisco 4:** 3010 Russ Bldg. (Yukon 2-7068). Mgr.:

Lindsey Spight

**Seattle:** White-Henry-Stuart Bldg. (Elliott 6270-1).

Mgr.: John Burr

**Stations:** WABT, Birmingham; WBKB, Chicago;

WBNS-TV, Columbus; WXYZ-TV, Detroit;

KTRK-TV, Houston; KTTV, Los Angeles;

WHBQ-TV, Memphis; WTCN-TV, Minneapolis;

WDSU-TV, New Orleans; WOW-TV, Omaha;

WDBO-TV, Orlando; WFIL-TV, Philadelphia;

WTVR, Richmond; WMIN-TV, St. Paul; WGBI-TV,

Scranton; KING-TV, Seattle; KOVR, Stockton;

\*WFLA-TV, Tampa; KVOO-TV, Tulsa

**THE BOLLING CO., INC.****President:**

George W. Bolling

**Vice-president in Charge of TV:**

G. Richard Swift

**Promotion & Research Manager:**

E. A. Pancoast, Jr.

**New York 17:** 247 Park Ave. (Plaza 9-8150).**Beverly Hills:** 204 S. Beverly Dr. (Bradshaw 2-0544).

Mgr.: George W. Bolling III

**Boston 16:** 80 Bolyston St. (Hubbard 2-0346). Mgr.:

Richard Keating

**Chicago 11:** 435 N. Michigan Ave. (Whitehall 3-2040).

Mgr.: John D. Stebbins

**San Francisco 3:** 5 Third St. (Garfield 1-6740). Mgr.:

John T. Coy

**Stations:** WROW-TV, Albany; WISE-TV, Asheville;  
WNBF-TV, Binghamton; WQMC, Charlotte; WTVP,  
Decatur; KCKT-TV, Great Bend; WHP-TV,  
Harrisburg; WKNB-TV, Hartford; WISH-TV,  
Indianapolis; WMTV, Madison; WITV, Miami;  
WHEC-TV & WVEC-TV, Rochester, N. Y.; WTHI-TV,  
Terre-Haute**THE BRANHAM CO.****Chairman of the Board:**

Monroe H. Long, Sr.

**President:**

Eugene F. Corcoran

**Exec. Vice-president in Charge of TV:**

Joseph F. Timlin

**Promotion & Research Manager:**

Anne Hetfield

**New York 16:** 99 Park Ave. (Murray Hill 2-4606). Mgr.:

Joseph F. Timlin

**Atlanta 3:** Rhodes Haverty Bldg. (Walnut 3025). Mgr.:

H. L. Ralls

**Charlotte 2:** 2001 Liberty Life Bldg. (Charlotte 2-8839).

Mgr.: Bertram C. Finch

**Chicago 1:** 360 N. Michigan Ave. (Central 6-5726). Mgr.:

Eugene F. Corcoran

**Dallas 3:** 1005 Fidelity Union Life Bldg. (Sterling

5831). Mgr.: George Harding

**Detroit 2:** 7-236 General Motors Bldg. (Trinity 1-0440).

Mgr.: Fred A. Weber

**Los Angeles 48:** 6399 Wilshire Blvd. (Webster 1-1551).

Mgr.: Norman E. Noyes

**Memphis 3:** 1028 Sterick Bldg. (Memphis 8-2344). Mgr.:

Sidney L. Nichols

**St. Louis 1:** Title Guaranty Bldg., 706 Chestnut St.

(Chestnut 1-6192). Mgr.: John J. Schwarz

**San Francisco 3:** 703 Market St. (Yukon 2-1582). Mgr.:

James M. Lowman

**Stations:** KOB-TV, Albuquerque;  
WCHS-TV, Charleston, W. Va.;  
WDEF-TV, Chattanooga; WCPO-TV, Cincinnati;  
WEWS, Cleveland; KRLD-TV, Dallas;  
KROD-TV, El Paso; KJEO-TV, Fresno;  
WNEX-TV, Macon; WMCT, Memphis;  
WHYN-TV, Springfield, Mass.**BURN-SMITH CO., INC.****President:**

John A. Toothill

**Vice-president:**

C. Stanley Bailey

**New York 36:** 19 W. 44th St. (Murray Hill 2-3124). Mgr.:

C. Stanley Bailey

**Chicago 1:** 307 N. Michigan Ave. (Central 6-4437). Mgr.: John A. Toothill  
**Los Angeles 57:** 672 S. Lafayette Park Pl. (Dunkirk 2-3200). Pacific Coast Mgr.: Harlan G. Oakes  
**San Francisco 4:** 110 Sutter St. (Sutter 1-7971). Mgr.: Norman Cunningham  
**Stations:** WALB-TV, Albany, Ga.; \*WDXI-TV, Jackson, Tenn.; WBOC-TV, Salisbury

#### CBS TELEVISION SPOT SALES

**General Sales Manager:**  
Clark B. George  
**Director of Sales Promotion:**  
Donald Foley  
**Director of Research:**  
Alfred Di Giovanni  
**New York 22:** 485 Madison Ave. (Plaza 1-2345). Eastern Sales Mgr.: Edward A. Larkin  
**Atlanta 5:** 800 Peachtree Bldg. N. E. (Elgin 0727). Mgr.: H. H. Holtshouser  
**Chicago 11:** 410 N. Michigan Ave. (Whitehall 4-6000). Midwestern Sales Mgr.: John A. Schneider  
**Detroit 2:** 902 Fisher Bldg. (Trinity 2-5500). Mgr.: Tony Moe  
**Los Angeles 28:** 1313 N. Vine St. (Hollywood 9-1212). Mgr.: J. Richardson Loughrin  
**San Francisco 5:** Palace Hotel. (Yukon 2-7000). Mgr.: MacLean Chandler  
**Stations:** WBTW, Charlotte; WBBM-TV, Chicago; WBTW, Florence; KGUL-TV, Galveston-Houston; WMBR-TV, Jacksonville; KNXT, Los Angeles; WXIX, Milwaukee; WCBS-TV, New York; WCAU-TV, Philadelphia; KOIN-TV, Portland, Ore.; KSL-TV, Salt Lake City; WTOP-TV, Washington; CBS Television Pacific Network

#### DONALD COOKE, INC.

**President:**  
Donald R. Cooke  
**Promotion & Research Manager:**  
Dorothy McLaughlin  
**New York 17:** 331 Madison Ave. (Murray Hill 2-7270)  
**Beverly Hills:** 111 N. La Cienega Blvd. Mgr.: Lee O'Connell  
**Chicago 1:** 228 N. La Salle St. (State 2-5096). Mgr.: Hooper Jones  
**Detroit 26:** 1061 Penobscot Bldg. (Woodward 2-3080). Mgr.: Charles Sheppard  
**San Francisco 4:** 233 Sansome St. (Yukon 6-2981). Mgr.: William Ayres  
**Station:** WKTV, Utica

#### CROSLEY BROADCASTING CORP.

**President & General Manager:**  
R. E. Dunville  
**Vice-president in Charge of TV:**  
John T. Murphy  
**Promotion & Publicity Manager:**  
James E. Allen  
**Research Manager:**  
Dr. James Anderson  
**New York 20:** 630 Fifth Ave. (Circle 6-1616). Vice-president in Charge of Eastern Division: Bernard Musnik  
**Chicago 1:** 360 N. Michigan Ave. (State 2-6693). Vice-president in Charge of Central Division: Harry Albrecht

**Detroit 26:** NBC Spot Sales, 2768 Penobscot Bldg. (Woodward 1-1610). Mgr.: Paul Mensing  
**Stations:** WLW-A, Atlanta; WLW-T, Cincinnati; WLW-C, Columbus, O.; WLW-D, Dayton

#### EVERETT-McKINNEY, INC.

**President:**  
Max M. Everett  
**Vice-president:**  
Powell H. Ensign  
**Vice-president:**  
Robert S. Mandeville  
**New York 17:** 40 E. 49th St. (Plaza 9-3747)  
**Beverly Hills:** 111 N. La Cienega Blvd. (Crestview 5-2022). Mgr.: Lee O'Connell  
**Chicago 11:** 400 N. Michigan Ave. (Superior 7-9052). Mgr.: Robert F. Meskill  
**San Francisco 4:** 233 Sansome St. (Yukon 6-2981). Mgr.: William Ayres  
**Stations:** WPAG-TV, Ann Arbor; WTOA-TV, Boston; WDAN-TV, Danville, Va.; WTOM-TV, Lansing; WLAM-TV, Lewiston; WHEC-TV & WVET-TV, Rochester, N. Y.; WTVU-TV, Scranton; \*WRAK-TV, Williamsport

#### FORJOE & CO., INC.

**President:**  
Joseph Bloom  
**Vice-president:**  
Zangwill Golobe  
**Research Manager:**  
Mrs. Billie Judels  
**New York 36:** 580 Fifth Avenue. (Judson 6-3100). Mgr.: Joseph A. Ruggiero  
**Atlanta 3:** 502 Mortgage Guarantee Bldg. (Alpine 7841). Mgr.: Clayton Cosse  
**Chicago 11:** Tribune Tower, 435 N. Michigan Ave. (Delaware 7-1874). Mgr.: Tom Cinquina  
**Dallas 18:** 9718 Tralee Dr. (Davis 7-4541). Mgr.: Hal Falter  
**Los Angeles 17:** 1127 Wilshire Blvd. (Madison 6-8329). Mgr.: Lawrence Krasner  
**San Francisco 5:** 593 Market St. (Sutter 1-7569). Mgr.: Zonabelle Samson  
**Stations:** KBMT-TV, Beaumont; KVOS-TV, Bellingham; KCMB-TV, Harrisburg, Pa.; WLEX-TV, Lexington; WNOW-TV, York

#### FREE & PETERS, INC.

**President:**  
H. Preston Peters  
**Vice-president in Charge of TV:**  
Lloyd Griffin  
**TV Promotion Manager:**  
John F. Hurlbut  
**New York 17:** 250 Park Ave. (Plaza 1-2700). Eastern TV Sales Mgr.: John W. Brooke  
**Atlanta 3:** Glenn Bldg. (Main 5667). Mgr.: William J. Stubbs  
**Chicago 1:** 230 N. Michigan Ave. (Franklin 2-6373). Vice-president: John A. Cory. Midwest TV Sales Mgr.: William J. Tynan  
**Detroit 26:** Penobscot Bldg. (Woodward 1-4255). Vice-president: William W. Bryan. Mgr.: Lon A. King  
**Fort Worth 2:** 406 W. Seventh St. (Fortune 3349). Mgr.: Hal Thompson  
**Hollywood 28:** 6331 Hollywood Blvd. (Hollywood 9-2151). Vice-president: Hal W. Hoag. Mgr.: John A. Serrac

**San Francisco 4:** Russ Bldg. (Sutter 1-3798). Mgr.:  
William A. Exline

**Stations:** \*KFDM-TV, Beaumont; KBOI, Boise;  
WBZ-TV, Boston; WCSC-TV, Charleston, S. C.;  
WIS-TV, Columbia, S. C.; WOC-TV, Davenport;  
KBTB, Denver; WHO-TV, Des Moines; WDAY-TV,  
Fargo; WBAP-TV, Ft. Worth-Dallas; WGMB-TV,  
Honolulu; KMBC-TV, Kansas City; WTVJ, Miami;  
WCCO-TV, Minneapolis-St. Paul; WPIX, New York;  
WPTZ, Philadelphia; KDKA-TV, Pittsburgh;  
KENS-TV, San Antonio; KRON-TV, San Francisco;  
WDSM-TV, Superior

#### **GILL-PERNA, INC.**

**President:**

Helen Gill

**Promotion & Research Manager:**

Betty Dondero

**New York 21:** 654 Madison Ave. (Templeton 8-4740)

**Chicago 1:** 75 E. Wacker Dr. (Franklin 2-8665). Mgr.:  
Walter Beadell

**Los Angeles:** 2330 W. Third St. (Dunkirk 7-4388). Mgr.:  
Robert W. Walker

**San Francisco:** 57 Post St. (Sutter 1-5568). Mgr.:  
Rogers Parratt

**Stations:** KID-TV, Idaho Falls; KGVO-TV, Missoula;  
WKNX-TV, Saginaw

#### **W. S. GRANT CO., INC.**

**President & General Manager:**

W. S. Grant

**New York 36:** 33 W. 42nd St. (Bryant 9-1374). Mgr.:  
Jack Davis

**Chicago 11:** 612 N. Michigan Ave. (Superior 7-8177).  
Mgr.: Burt Sears

**Los Angeles 17:** 1127 Wilshire Blvd. (Madison 9-2653).  
Mgr.: George Grant

**San Francisco 3:** 703 Market St. (Exbrook 2-6685). Mgr.:  
W. S. Grant

**Stations:** \*KFJI-TV, Klamath Falls; KVEC-TV,  
San Luis Obispo; KIVA-TV, Yuma

#### **HARRINGTON, RIGHTER & PARSONS, INC.**

**President:**

John E. Harrington, Jr.

**Promotion Manager:**

Helen J. Harney

**New York 17:** 589 Fifth Ave. (Murray Hill 8-7050)

**Chicago 11:** Tribune Tower. (Whitehall 4-0074). Mgr.:  
Carroll Layman

**San Francisco 4:** 235 Montgomery St. (Sutter 1-4125).  
Mgr.: Frank Dougherty

**Stations:** WAAM, Baltimore; WBEN-TV, Buffalo;  
WFMY-TV, Greensboro; WTPA, Harrisburg, Pa.;  
WDAF-TV, Kansas City; WIIAS-TV, Louisville;  
WTMJ-TV, Milwaukee; WMTW, Mt. Washington;  
WSYR-TV, Syracuse

#### **HEADLEY-REED TV**

**Chairman of the Board:**

Frank W. Miller, Sr.

**President:**

Sterling B. Beeson

**Vice-president & TV Sales Manager:**

Richard Hogue

#### **Research & Promotion Manager:**

Joseph Dowling

**New York 17:** 420 Lexington Ave. (Murray Hill 5-8701)

**Atlanta 3:** Palmer Bldg. (Cypress 4311). Mgr.: Eli W.  
Sweatman, Jr.

**Chicago 1:** 230 N. Michigan Ave. (Franklin 2-4686).

Exec. Vice-president: John H. Wrath

**Hollywood 28:** Taft Bldg. (Hillside 7738). Mgr.:

Clark Barnes

**Philadelphia:** Lincoln-Liberty Bldg. (Locust 4-6027).

Mgr.: Robert S. Dome

**San Francisco:** 300 Montgomery St. (Yukon 2-4912).

Mgr.: Frank Tessin

**Stations:** WAIM-TV, Anderson; WRDW-TV, Augusta;

WNEM-TV, Bay City; KOOK-TV, Billings;

WGR-TV, Buffalo; KFVS-TV, Cape Girardeau;

WCOS-TV, Columbia, S. C.; WDAK-TV,

Columbus, Ga.; WTVD, Durham; WGLV, Easton;

\*WFRV, Green Bay; WTPA, Harrisburg, Pa.;

KULA-TV, Honolulu; WKOW-TV, Madison;

WTOK-TV, Meridian; WALA-TV, Mobile;

WEEK-TV, Peoria; WEEU-TV, Reading;

WTVO, Rockford; KFEQ-TV, St. Joseph;

KWWL-TV, Waterloo, Ia.; WBRE-TV, Wilkes-Barre;

WSJS-TV, Winston-Salem; WFMJ-TV, Youngstown

#### **HOAG-BLAIR CO.**

**President:**

Robert B. Hoag

**Vice-president:**

Wells Barnett

**Promotion Manager:**

Victor E. Forker

**Research Manager:**

Ward Dorrell

**New York 17:** 405 Lexington Ave.

(Murray Hill 4-3722)

**Chicago 11:** 737 N. Michigan Ave. (Delaware 7-2145).

Mgr.: Don Ward

**Los Angeles 5:** 3460 Wilshire Blvd. (Dunkirk 1-3811).

Mgr.: Frank Moreland

**San Francisco:** 3010 Russ Bldg. (Yukon 2-7068). Mgr.:

Lindsey Spight

**Stations:** KFYZ-TV, Bismark; KIDO-TV, Boise;

KFEL-TV, Denver; KIEM-TV, Eureka;

KFBB-TV, Great Falls; \*KRCG-TV, Jefferson City;

KBES-TV, Medford; KWFT-TV, Wichita Falls

#### **GEORGE P. HOLLINGBERY CO.**

**President:**

George P. Hollingbery

**Exec. Vice-president (N.Y.):**

F. Edward Spencer

**Vice-president in Charge of TV:**

John I. Peterson

**Promotion & Research Manager:**

Russell R. Gaudreau

**New York 36:** 500 Fifth Ave. (Oxford 5-5560). Mgr.:

John Peterson

**Atlanta 3:** 223 Peachtree St. (Lamar 5710). Mgr.:

Richard Hunter

**Chicago 1:** 307 N. Michigan Ave. (Dearborn 2-6060).

Mgr.: George P. Hollingbery

**Los Angeles 13:** 411 W. Fifth St. (Madison 6-1351).

Mgr.: Harry Wise

**San Francisco 4:** 625 Market St. (Douglas 2-7192).

Mgr.: George Lindman

**Stations:** KOAT-TV, Albuquerque; WJBF, Augusta; KERO-TV, Bakersfield; WABI-TV, Bangor; \*WBRZ, Baton Rouge; WCIA, Champaign; KFBC-TV, Cheyenne; WGN-TV, Chicago; KKTU, Colorado Springs; WRBL-TV, Columbus, Ga.; WHIO-TV, Dayton; KGTU, Des Moines; WWJ-TV, Detroit; WEAU-TV, Eau Claire; KTSM-TV, El Paso; KVAL-TV, Eugene; WLBT, Jackson; WLVA-TV, Lynchburg; WSIX-TV, Nashville; WJDM-TV, Panama City; WEAR-TV, Pensacola; KOOL-TV, Phoenix; \*KLOR, Portland, Me.; WHAM-TV, Rochester, N. Y.; KSBW-TV, Salinas; KUTV, Salt Lake City; KEY-T, Santa Barbara; WARM-TV, Scranton; KOMO-TV, Seattle; KTIV, Sioux City; \*WSPA-TV, Spartanburg; WWLP, Springfield, Mass.; KYTV, Springfield, Mo.; KTVU, Stockton; KCEN-TV, Temple; KOPO-TV, Tucson; WTRF-TV, Wheeling; KAKE-TV, Wichita

#### HAL HOLMAN CO.

**President:**

Hal Holman

**New York 17:** 535 Fifth Ave. (Murray Hill 7-5365).

Mgr.: Edward J. Devney

**Chicago:** 64 E. Lake St. (Franklin 2-0016).

Mgr.: Hal Holman

**Stations:** KFXJ-TV, Grand Junction;

WPBN-TV, Traverse City

#### H-R TELEVISION, INC.

**President:**

Frank M. Headley

**Vice-president (Chicago):**

Dwight S. Reed

**Promotion & Research Manager:**

John Beccari

**New York 17:** 380 Madison Ave. (Oxford 7-3120)

**Atlanta:** The 101 Marietta St. Bldg. (Cypress 7797).

Mgr.: Bill McRae

**Chicago 1:** 35 E. Wacker Dr. (Randolph 6-6431).

Mgr.: Dwight S. Reed

**Dallas:** 452 Rio Grande National Bldg. (Randolph

5149). Mgr.: Clarke R. Brown

**Hollywood 28:** 6523 Hollywood Blvd. (Hollywood

2-6453). Mgr.: Harold Lindley

**Houston:** 520 Lovett Blvd. (Justin 1601).

Mgr.: Jack Lee

**San Francisco:** 155 Montgomery St. (Yukon 2-5701).

Mgr.: James Alspaugh

**Stations:** WFBG-TV, Altoona; KFDA-TV, Amarillo; WNAC-TV, Boston; WBUF-TV, Buffalo; WUSN-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; WIN-T, Fort Wayne; \*KFJZ-TV, Fort Worth-Dallas; WGVL-TV, Greenville, S. C.; KGBT-TV, Harlingen; WGTH-TV, Hartford; KTVH-TV, Hutchinson; WLOK-TV, Lima; KHJ-TV, Los Angeles; KEYD-TV, Minneapolis; KNOE-TV, Monroe; WOR-TV, New York; WHUM-TV, Reading; WREX-TV, Rockford; \*KBET-TV, Sacramento, WSJV-TV, South Bend-Elkhart; WTTG, Washington; WTOB-TV, Winston-Salem

#### INTER-AMERICAN PUBLICATIONS, INC.

**President:**

Angel Ramos

**Advertising Manager:**

Erik Vieux

**New York 17:** 41 East 42nd St. (Murray Hill 2-0884)

**Station:** WKAQ-TV, San Juan, P. R.

#### THE KATZ AGENCY, INC.

**President:**

Eugene Katz

**Vice-president & Director of Sales Policy:**

G. W. Brett

**TV Director:**

Edward Codel

**TV Sales Manager:**

Scott Donahue, Jr.

**Promotion & Research Director:**

Daniel Denenholz

**New York 22:** 477 Madison Ave. (Plaza 9-4460).

Nat'l Sales Mgr.: Scott Donahue, Jr.

**Atlanta 3:** 22 Marietta St. (Alpine 1637). Mgr.:

Keith Byerly

**Chicago 1:** 307 N. Michigan Ave. (Central 6-7343).

Mgr.: Gerald H. Gunst

**Dallas 1:** 2006 Bryan St. (Riverside 4036).

Mgr.: David Rutledge

**Detroit 26:** Penobscot Bldg. (Woodward 3-8420).

Mgr.: Fiske Lochridge

**Kansas City 6:** Bryant Bldg. (Victor 7095). Mgr.:

Thomas J. Flanagan

**Los Angeles 14:** 530 W. Sixth St. (Tucker 8167). Mgr.:

Richard Hasbrook

**San Francisco 4:** 956 Russ Bldg. (Sutter 1-7434). Mgr.:

Stanley J. Reulman

**Stations:** KGNC-TV, Amarillo; WAGA-TV, Atlanta; WMAR-TV, Baltimore; WBRC-TV, Birmingham; WMT-TV, Cedar Rapids; WKRC-TV, Cincinnati; WXEL, Cleveland; WTVN-TV, Columbus, O.; KLZ-TV, Denver; WJBK-TV, Detroit; WOOD-TV, Grand Rapids; WSAZ-TV, Huntington; WFMB-TV, Indianapolis; WJTV, Jackson; WJAC-TV, Johnstown; KCMO-TV, Kansas City; KCOP, Los Angeles; WGBS-TV, Miami; WSFA-TV, Montgomery; WLAC-TV, Nashville; WKY-TV, Oklahoma City; WNHC-TV, New Haven; KPHO-TV, Phoenix; KOAM-TV, Pittsburg, Kans; KWK-TV, St. Louis; KTVT, Salt Lake City; KFSD-TV, San Diego; KPIX, San Francisco; KVTU, Sioux City, KHQ-TV, Spokane; WHEN-TV, Syracuse; WSPD-TV, Toledo; WMAL-TV, Washington

#### JOSEPH HERSHEY MCGILLVRA, INC.

**President:**

Joseph H. McGillvra

**New York 17:** 366 Madison Ave. (Murray Hill

2-8755). Mgr.: Joseph H. McGillvra

**Chicago 1:** 185 N. Wabash Ave. (State 2-5282). Mgr.:

Judd Sparling

**Los Angeles 5:** 638 S. Van Ness Ave. (Dunkirk

4-7352). Mgr.: Fred E. Crawford, Jr.

**Memphis 3:** 210 Madison Ave. (Memphis 5-5338).

Mgr.: John E. Stewart

**San Francisco 4:** 155 Montgomery St. (Exbrook

2-0167). Mgr.: Al Tewksbury

**Stations:** WBLN-TV, Bloomington, Ill.; KRDO-TV, Colorado Springs; WINK-TV, Ft. Myers; WIRI, Plattsburg; WROM-TV, Rome

**MEEKER TV, INC.****President:**

Robert D. C. Meeker

**TV Sales Manager:**

Edgar B. Filion

**Promotion Director:**

Vic Piano

**New York 17:** 521 Fifth Ave. (Murray Hill 2-2170).

Eastern Mgr.: Edgar B. Filion

**Chicago 1:** 333 N. Michigan Ave. (Central 6-1742).

Midwest Mgr.: Carl F. J. Jewett

**Lancaster:** 8 W. King St. (Lancaster 5251). Mgr.:

Dick Sheetz

**Los Angeles 28:** 6381 Hollywood Blvd. (Hollywood

2-2351). Mgr.: Tracy Moore

**San Francisco 4:** 339 Russ Bldg. (Yukon 6-4940).

West Coast Mgr.: Don Pontius

**Stations:** WLEV-TV, Bethlehem; WTTV,

Bloomington, Ind.; WEHT, Henderson, Ky.;

KHOL-TV, Kearney; WKNY-TV, Kingston;

WGAL-TV, Lancaster; KROC-TV, Rochester,

Minn.; KSWs-TV, Roswell; WSAU-TV, Wausau;

WDEL-TV, Wilmington, Del.

**NATIONAL TIME SALES****Sales Manager:**

Arthur Gordon

**Promotion Manager:**

Al Alperton

**New York 17:** 370 Lexington Ave. (Murray Hill

5-1300)

**Los Angeles:** Harlan G. Oakes & Associates,

672 S. Lafayette Park Pl. (Dunkirk 2-3200). Mgr.:

Harlan Oakes

**San Francisco:** Harlan G. Oakes & Associates,

235 Montgomery St. (Yukon 6-2981)

**Station:** XEJ-TV, Juarez, Mexico**NBC SPOT SALES—TELEVISION****Vice-president:**

Thomas B. McFadden

**National TV Sales Manager:**

John Reber

**Manager, New Business & Promotion:**

Mort Gaffin

**New York 20:** 30 Rockefeller Plaza. (Circle 7-8300).

Eastern TV Sales Mgr.: Luellen P. Stearns

**Atlanta:** (Bomar Lowrance & Assoc.) 770 Spring St.

NW. (Elgin 3726). Mgr.: Freeman Jones

**Charlotte:** (Bomar Lowrance & Assoc.)

1527 Elizabeth Ave. (Charlotte 6-6581). Mgr.:

Bomar Lowrance

**Chicago 54:** Merchandise Mart. (Superior 7-8300).

Central Division TV Sales Mgr.: John Mulholland

**Cleveland 4:** NBC Bldg. (Cherry 1-0942). Mgr.:

John C. Treacy

**Dallas:** (Bomar Lowrance & Assoc.) Fidelity Union

Life Bldg. (Randolph 8206). Mgr.: Robert Keefe

**Detroit 26:** Penobscot Bldg. (Woodward 1-1610).

Mgr.: Allan Kerr

**Los Angeles 28:** Sunset & Vine. (Hollywood 9-6161).

Western Division TV Sales Mgr.: Walter Davison

**Stations:** WNBK, Cleveland; WNBQ, Chicago;

KRCA, Hollywood; KONA-TV, Honolulu;

WAVE-TV, Louisville; WRCA-TV, New York;

KPTV, Portland, Ore.; KSD-TV, St. Louis;

WRGB, Schenectady; WRC-TV, Washington

**JOHN E. PEARSON TELEVISION, INC.****President:**

John E. Pearson

**Vice-president & General Manager:**

Russ Walker

**New York 22:** 444 Madison Ave. (Plaza 1-3366)**Chicago:** 333 N. Michigan Ave. (State 2-7494).

Midwestern Mgr.: Frank Reed

**Dallas:** Fidelity Union Life Bldg. (Prospect 3723).

Mgr.: Robert Baird

**Los Angeles 57:** 2330 W. Third St. (Dunkirk 7-4388).

Mgr.: Robert W. Walker

**Minneapolis:** Northwestern Bank Bldg. (Lincoln

5689). Mgr.: James Bowden

**San Francisco 4:** 57 Post St. (Sutter 1-5568). Mgr.:

Rogers Parratt

**Stations:** KRBC-TV, Abilene; KMMT, Austin, Minn.;

KGEO-TV, Enid; KQTV, Ft. Dodge; KFSA-TV,

Ft. Smith; WNCT, Greenville, N. C.; WSVA-TV,

Harrisonburg; KLRJ-TV, Henderson, Nev.;

WJHL-TV, Johnson City; WTSK-TV, Knoxville;

KSWO-TV, Lawton; WTAP, Parkersburg;

KZTV, Reno; KLTV, Tyler; WHIZ-TV, Zanesville

**JOHN H. PERRY ASSOCIATES****General Manager:**

William K. Dorman

**Promotion & Research Manager:**

John J. Weir, Jr.

**New York 36:** 19 W. 44th St. (Murray Hill 7-5047).

Mgr.: William K. Dorman

**Atlanta 3:** 708 Glenn Bldg. (Main 3988).

Mgr.: J. D. Whitehead

**Beverly Hills:** 9538 Brighton Way. (Crestview

6-5032). Mgr.: V. E. Atkinson, Jr.

**Chicago 3:** 122 S. Michigan Ave. (Harrison 7-8085).

Mgr.: F. W. Thurnau

**Detroit 2:** 7-268 General Motors Bldg. (Trinity

5-1803). Mgr.: John F. Cole

**Philadelphia 7:** 12 S. 12th St. (Walnut 2-3555).

Mgr.: Robert Hitchings

**San Francisco 3:** 5 Third St. (Garfield 1-6740). Mgr.:

George D. Close

**Station:** WJHP-TV, Jacksonville**EDWARD PETRY & CO., INC.****President:**

Edward Petry

**Executive Vice-president (Chicago):**

Edward E. Voynow

**Vice-president in Charge of TV:**

Thomas E. Knode

**Promotion Manager:**

Robert L. Hutton, Jr.

**Research Director:**

George Johannessen

**New York 22:** 488 Madison Ave. (Murray Hill 8-0200)**Atlanta 3:** 101 Marietta St. (Lamar 8861). Mgr.:

Dick Hughes

**Chicago 11:** 400 N. Michigan Ave. (Whitehall 4-0011).

Mgr.: Louis A. Smith

**Detroit 2:** General Motors Bldg. (Trinity 5-1035).

Mgr.: Franklin M. Walker

**Los Angeles 14:** 523 W. Sixth St. (Tucker 3171). Mgr.:

Bill Larimer

**St. Louis:** 915 Olive St. (Chestnut 7191). Mgr.:

George Stevens

**San Francisco 4:** Russ Bldg. (Yukon 2-3631). Mgr.: Edward L. Smith

**Stations:** WSB-TV, Atlanta; WBAL-TV, Baltimore; WFAA-TV, Dallas; KOA-TV, Denver; WICU, Erie; KPRC-TV, Houston; WJIM-TV, Lansing; KARK-TV, Little Rock; KABC-TV, Los Angeles; WTVW, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WATV, New York; WTAR-TV, Norfolk; KMTV, Omaha; WTVH-TV, Peoria; WENS, Pittsburgh; WOAI-TV, San Antonio; KFMB-TV, San Diego; KGO-TV, San Francisco; KREM-TV, Spokane; KOTV, Tulsa; KEDD, Wichita

**WILLIAM G. RAMBEAU, INC.**

**President:**

William G. Rambeau

**New York 17:** 347 Madison Ave. (Murray Hill 6-5940)

**Chicago 1:** 185 N. Wabash Ave. (Andover 3-5566).

Mgr.: Boyd W. Lawlor

**Los Angeles 28:** 6636 Hollywood Blvd. (Hollywood 4-0388). Mgr.: Jack Porter

**Minneapolis 2:** 530 Roanoke Bldg. (Lincoln 7017).

Mgr.: Vivian Bulmer

**San Francisco 5:** 607 Market St. (Garfield 1-0426).

Mgr.: Hal Hoffman

**Stations:** WFAM-TV, Lafayette, Ind.; \*KLFY-TV, Lafayette, La.

**PAUL H. RAYMER CO., INC.**

**President:**

Paul H. Raymer

**Executive Vice-president:**

Fred C. Brokaw

**Promotion Manager:**

Charles G. Leedham

**New York 22:** 444 Madison Ave. (Plaza 9-5570)

**Atlanta 3:** Glenn Bldg. (Cypress 5304). Mgr.:

Arch B. Ragan

**Chicago 11:** 435 N. Michigan Ave. (Superior 7-4473).

Mgr.: Clay Forker

**Dallas 1:** Mercantile Securities Bldg. (Riverside 5663).

Mgr.: John H. Hicks

**Detroit 26:** 2949 Penobscot Bldg. (Woodward 3-0764).

Mgr.: Robert B. Rains

**Hollywood 28:** 1680 Vine St. (Hollywood 2-2376).

Mgr.: John D. Gale

**San Francisco 4:** 2613 Russ Bldg. (Douglas 2-8909).

Mgr.: L. Ray Rhodes

**Stations:** KTBC-TV, Austin, Tex.; WNOK-TV, Columbia, S. C.; KMJ-TV, Fresno; WKJG-TV, Ft. Wayne; WKBT, La Crosse; KTLA, Los Angeles; KCBD-TV, Lubbock; WCOV-TV, Montgomery; KVAR, Phoenix; WNET, Providence; KSLA, Shreveport; KELO-TV, Sioux Falls; WSBT-TV, South Bend; KVOA-TV, Tucson; KANG-TV, Waco; KRGV-TV, Weslaco; KFDX-TV, Wichita Falls; WWOR-TV, Worcester; WKBN-TV, Youngstown

**STARS NATIONAL, INC.**

**President, Promotion & Research Manager:**

Bernard Howard

**New York 17:** 400 Madison Ave. (Plaza 8-0555)

**Atlanta:** Candler Bldg. (Lamar 7755). Mgr.:

John Nutting

**Chicago 1:** 35 E. Wacker Dr. (State 2-7942). Mgr.:

Paul V. Elsberry

**Detroit 2:** 3049 E. Grand Blvd. (Trinity 3-3914). Mgr.: Paul Pequinot

**Los Angeles 57:** 2550 Beverly Blvd. (Dunkirk 8-6178). Mgr.: Maurice A. Kimball

**San Francisco 3:** 681 Market St. (Exbrook 2-3365). Mgr.: Jules Thompson

**Stations:** \*WOBS-TV, Jacksonville; KSAN-TV, San Francisco; \*WCTV, Thomasville

**BURKE STUART CO., INC.**

**Vice-president & General Manager:**

Jack Masla

**Promotion & Research Manager:**

William Harcourt

**New York 16:** 270 Park Ave. (Plaza 3-0542)

**Chicago 1:** 75 E. Wacker Dr.

**Los Angeles 28:** 6636 Hollywood Blvd. (Hollywood 4-0388). Mgr.: Jack Porter

**Station:** WATR-TV, Waterbury

**VENARD, RINTOUL & McCONNELL, INC.**

**President:**

Lloyd George Venard

**New York 17:** 579 Fifth Ave. (Murray Hill 8-1088)

**Chicago 1:** 35 E. Wacker Dr. (State 2-5260).

Midwest Vice-president: Howard B. Meyers

**Los Angeles:** 2978 Wilshire Blvd. (Dunkirk 8-4151). Mgr.: A. O. Dellenbeck

**San Francisco:** Mills Bldg. (Garfield 1-7950). Mgr.: Duncan A. Scott

**Stations:** KTEN, Ada; WLOS-TV, Asheville; W-TWO, Bangor; KCRG-TV, Cedar Rapids; WFIE-TV, Evansville; WMBV-TV, Marinette; KSWM-TV, Joplin; KMID-TV, Midland; \*WJNO-TV, Palm Beach; KCMC-TV, Texarkana

**THE WALKER REPRESENTATION CO., INC.**

**President:**

J. Wythe Walker

**Vice-president:**

C. Otis Rawalt

**New York 17:** 347 Madison Ave. (Murray Hill 3-5830)

**Atlanta:** 1123-A Mortgage Guarantee Bldg. (Alpine 5084). Mgr.: Tom Atkinson

**Boston:** 80 Boylston St. (Hubbard 2-4370). Mgr.: William Creed

**Chicago 1:** 360 N. Michigan Ave. (Andover 3-5771). Mgr.: Ralph Kelley

**Los Angeles 5:** 672 S. Lafayette Park Pl. (Dunkirk 2-3200). Mgr.: Harlan Oakes

**Minneapolis:** 1687 N. W. National Bldg. (Geneva 9631). Mgr.: Orville Lawson

**San Francisco 4:** Russ Bldg. (Yukon 6-5820). Mgr.: Norm Cunningham

**Stations:** KXLF-TV, Butte; WMSL-TV, Decatur, Ala.; WSIL-TV, Harrisburg, Ill.; WLBC-TV, Muncie; WACH-TV, Norfolk; WMGT-TV, Pittsfield-Adams; WEAT-TV, West Palm Beach

**WEED TELEVISION CORP.**

**President:**

Joseph J. Weed

**General Sales Manager:**

Edwin J. Fitzsimmons

**Promotion & Research Manager:**

Winifred Schaefer

**New York 17:** 579 Fifth Ave. (Plaza 9-4700). Eastern TV Sales Mgr.: Bates Halsey

**Atlanta 3:** 501 Glenn Bldg. (Cypress 4081). Mgr.: George Swearingen  
**Boston 16:** Statler Bldg. (Hubbard 2-5677). Mgr.: Robert Reardon  
**Chicago:** 20 N. Wacker Dr. (Randolph 6-9668). Mgr.: C. C. Weed  
**Detroit 26:** 1707 Book Bldg. (Woodward 1-2685). Mgr.: Bernard Pearse  
**Hollywood 28:** 6331 Hollywood Blvd. (Hollywood 4-2066). Mgr.: Edwin Metcalfe  
**San Francisco:** 625 Market St. (Douglas 2-1451). Mgr.: Don Staley

**Stations:** WAKR-TV, Akron; KGGM-TV, Albuquerque; KALB-TV, Alexandria; WOI-TV, Ames; KFIA, Anchorage; WMVT-TV, Burlington; WWTW, Cadillac; KFIF, Fairbanks; WBAY-TV, Green Bay; WFBC-TV, Greenville, S. C.; KHQA-TV, Hannibal; WSIL-TV, Jackson; WARD-TV, Johnstown; KPLC-TV, Lake Charles; KLAS-TV, Las Vegas; WMUR, Manchester; KGLO-TV, Mason City; KCJB-TV, Minot; WABC-TV, New York; WOAY-TV, Oak Hill, W. Va.; \*KTVK, Phoenix; WCSH-TV, Portland, Me.; WJAR-TV, Providence; KCCC-TV, Sacramento; WSUN-TV, St. Petersburg; KTTS-TV, Springfield, Mo.; KTNT-TV, Tacoma; XETV, Tijuana, Mex.-San Diego, Cal.; KXJB-TV, Valley City; WCNY-TV, Watertown; WIRK-TV, West Palm Beach; WMFD-TV, Wilmington, N. C.; KIMA-TV, Yakima. **Foreign stations:** CHCT-TV,

Calgary, Alb.; CKWS-TV, Kingston, Ont.; CKCO-TV, Kitchener, Ont.; CFPL-TV, London, Ont.; CHEX-TV, Peterborough, Ont.; CFPA-TV, Port Arthur, Ont.; CFCM-TV, Quebec City, Que.; CKCK-TV, Regina, Sask.; CHSJ-TV, Saint John, N.B.; SJIC-TV, Sault Ste. Marie, Ont.; CKSO-TV, Sunbury, Ont.; CJCB-TV, Sydney, N. S.

#### ADAM YOUNG TELEVISION CORP.

##### President:

Adam J. Young, Jr.

**New York 22:** 477 Madison Ave. (Plaza 9-1810).

Mgr.: James E. Szabo

**Boston 16:** Statler Officer Bldg. (Hubbard 2-6117).

Mgr.: Nona Kirby

**Chicago 2:** 55 E. Washington St. (Andover 3-5448).

Mgr.: William J. Reilly

**Los Angeles 28:** 6331 Hollywood Blvd. (Hollywood

9-0965). Mgr.: William L. Wallace

**St. Louis:** 8138 Normal Dr. Affton 23, Mo. (Victor

3-5785). Mgr.: John B. Hetherington

**Stations:** WAFB-TV, Baton Rouge; WICC-TV,

Bridgeport; KVDO-TV, Corpus Christi;

KULA-TV, Honolulu; KTAG-TV, Lake Charles;

WICS, Springfield, Ill.; WSBA-TV, York.

**Foreign Stations:** CFRN-TV, Edmonton, Ont.;

CHCH-TV, Hamilton, Ont.; \*CKCW-TV, Moncton,

N.B.; CJBR-TV, Rimouski, Que.; \*CFQC-TV,

Saskatoon, Sask.; CKLW-TV, Windsor, Ont.

# NETWORK DIRECTORY

#### AMERICAN BROADCASTING COMPANY, INC.

7 W. 66th St., New York 23, N. Y. (Susquehanna 7-5000)

##### President:

Robert E. Kintner

##### Vice-presidents:

Earl E. Anderson

Charles T. Ayres

Earl Hudson

##### Vice-president in Charge of Television Network:

John H. Mitchell

##### Engineering & General Services:

Frank Marx, Vice-president

##### Finance, Personnel:

Harold L. Morgan, Jr., Vice-president & Controller

Marie McWilliams, Director of Personnel

##### Labor Relations:

Mortimer Weinbach, Director

##### Legal & Business Affairs:

Geraldine B. Zorbaugh, Secretary & General Counsel

##### Music:

Paul Whiteman, Vice-president

#### News, Special Events, Sports & Public Affairs:

John Daly, Vice-president

Thomas Velotta, Vice-president & Administrative Officer

Francis N. Littlejohn, Director of News and Public Affairs

Donald G. Coe, Director of Special Events and Operations

William A. Whitehouse, Director of Sports

Wiley Hance, Manager of Public Affairs

#### Programming:

Robert M. Weitman, Vice-president in Charge of TV Programming & Talent

Robert Lewine, Director of TV Program Department

Richard Depew, Manager of TV Program Operations

#### Publicity, Promotion, Advertising,

#### & Continuity Acceptance:

Gene Accas, Director of Advertising, Promotion and Publicity

Grace Johnsen, Director of Continuity Acceptance

Willis B. Parsons, Manager of Advertising

Ernest E. Stern, Manager of Publicity



**Research and Sales Development:**

Don Durgin, *Director*  
 Donald Coyle, *Director of Research*  
 Dean Shaffner, *Director of Sales Development*

**Sales:**

Slocum Chapin, *Vice-president in Charge of TV Network Sales*  
 Charles R. Abry, *TV National Sales Manager*  
 Henry T. Hede, *Director of Sales Service-TV Network*

**Services:**

Robert L. Stone, *Director*

**Station Relations:**

Ernest Lee Jahncke, Jr., *Vice-president*  
 Alfred R. Beckman, *Director of Station Relations for TV Network*

**ABC Film Syndication, Inc.:**

George T. Shupert, *President*  
 Richard P. Morgan, *Executive Assistant to President*  
 Donald L. Kearney, *Vice-president in Charge of Sales*

**ABC Offices:**

*Detroit*, James Riddell, *President & General Manager*  
*San Francisco*, James H. Connolly, *Vice-president in Charge*  
*Washington, D. C.*, Robert H. Hinckley, *Vice-president in Charge*

**ABC Owned Stations:**

WABC-TV, *New York*, Theodore I. Oberfelder, *Vice-president & General Manager*  
 WBKB, *Chicago*, Sterling C. Quinlan, *Vice-president in Charge*  
 WXYZ-TV, *Detroit*, John Pival, *Vice-president for Television*  
 KABC-TV, *Los Angeles*, Amos Baron, *Manager*  
 KGO-TV, *San Francisco*, James H. Connolly, *Vice-president in Charge*

**COLUMBIA BROADCASTING SYSTEM, INC.**

485 Madison Ave., New York 22, N. Y. (Plaza 1-2345)

**Chairman of the Board:**

William S. Paley

**President:**

Frank Stanton

**Vice-presidents:**

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 Earl H. Gammons  
 William C. Gittinger  
 Peter C. Goldmark  
 Louis Hausman  
 Lawrence W. Lowman  
 Howard S. Meighan  
 Sig Mickelson  
 Seymour Mintz  
 Adrian Murphy  
 Daniel T. O'Shea  
 Richard S. Salant  
 Charles F. Stromeyer  
 J. L. Van Volkenburg

**Secretary:**

Julius F. Brauner

**Treasurer:**

Samuel R. Dean

**General Auditor:**

Arthur S. Padgett

**CBS TELEVISION****President:**

J. L. Van Volkenburg

**Vice-president & Assistant to the President:**

Edward L. Saxe

**Accounting:**

William J. Flynn, *Comptroller*  
 Norman C. Hadley, *Director of Operations*

**Advertising & Sales Promotion:**

William Golden, *Creative Director*  
 John P. Cowden, *Operations Director*  
 Alex Kennedy, *Director of Program Promotion*

**Business Affairs:**

W. Spencer Harrison, *Vice-president in Charge of Legal & Business Affairs*  
 Merritt H. Coleman, *Director*  
 Philip Feldman, *Director of Business Affairs, Hollywood*

**Central Division:**

H. Leslie Atlass, *Vice-president*

**Engineering:**

William B. Lodge, *Vice-president*

**Network Sales:**

William H. Hylan, *Vice-president*  
 Thomas H. Dawson, *Manager*  
 George E. Klayer, *Chicago Sales Manager*  
 Frank Samuels, *Pacific Sales Manager*  
 Charles R. Sterritt, *Detroit Sales Manager*  
 William J. Fagan, *Business Manager*  
 T. D. Connolly, *Program Sales Manager*  
 Robert F. Jamieson, *National Sales Service Manager*

**Network Services, Hollywood:**

Charles L. Glett, *Vice-president*

**News & Public Affairs:**

Sig Mickelson, *Vice-president*  
 John F. Day, *News Director*  
 Irving Gitlin, *Public Affairs Director*  
 John Derr, *Sports Director*

**Operations:**

Frank B. Falknor, *Vice-president*  
 Henry Grossman, *Director*  
 H. C. Meier, *Manager of Network Operations*  
 Walter R. Pierson, *Production Manager*

**Pacific Network:**

James T. Aubrey, *General Manager*

**Programs:**

Hubbell L. Robinson, Jr., *Vice-president*  
 Harry Ackerman, *Vice-president in Charge of Network Programs, Hollywood*  
 Harry G. Ommerle, *Program Director*  
 William Dozier, *Program Director, Hollywood*  
 Louis Stone, *Business Program Budget Manager*

**Public Relations:**

Charles J. Oppenheim, *Director of Press Information*

**Research:**

Oscar Katz, *Director*

**Station Relations:**

Herbert B. Akerberg, *Vice-president*  
 Edward P. Shurick, *Director*

**CBS Owned Television Stations:**

Merle S. Jones, *Vice-president in Charge of CBS Owned Television Stations & General Services*  
 Craig Lawrence, *Director of Station Administration*  
 WCBS-TV, *New York*, Sam Cook Digges, *General Manager*  
 WBBM-TV, *Chicago*, H. Leslie Atlass, *Vice-president*  
 KNXT, *Los Angeles*, James T. Aubrey, *General Manager*  
 WOKY-TV, *Milwaukee*, Edmund C. Bunker, *General Manager*

**CBS Television Spot Sales:**

Clark B. George, *General Sales Manager*

**CBS Television Film Sales, Inc.:**

Leslie Harris, *Vice-president & General Manager*  
 Wilbur S. Edwards, *General Sales Manager*  
 Fred Mahlstedt, *Director of Operations*

**DuMONT TELEVISION NETWORK**

515 Madison Ave., New York 22, N. Y. (Murray Hill  
8-2600)

**Director:**

Ted Bergmann

**General Manager:**

John H. Bachem

**Advertising, Promotion, & Merchandising:**

Shirley Godley, *Manager*

**Controller:**

Joseph W. Hess

**Engineering:**

Rodney D. Chipp, *Director*

**Network Sales:**

Gerry Martin, *Director*

William Koblenzer, *Eastern Sales Manager*

Gordon Mills, *Central Division Sales Manager*

James O'Grady, *Manager, Sales Service*

**Network Traffic Department:**

Roy Sharp, *Manager*

**Programming & Production:**

James L. Caddigan, *Director*

Werner Michel, *Executive Producer*

**Public Relations & Publicity:**

Gerald Lyons, *Director*

**Sports:**

James M. Dolan, *Director*

**Station Relations:**

Robert L. Coe, *Director*

**Teletranscription Department:**

Robert Woolf, *Manager*

**DuMont Owned & Operated Stations:**

WABD, *New York*, George L. BarenBregge, *General  
Manager*

WTTG, *Washington*, Leslie G. Arries, Jr.,  
*General Manager*

**NATIONAL BROADCASTING COMPANY, INC.**

RCA Building, 30 Rockefeller Plaza, New York 20, N. Y.  
(Circle 7-8300)

**Chairman of the Board:**

David Sarnoff

**President:**

Sylvester L. Weaver, Jr.

**Executive Vice-president:**

Robert W. Sarnoff

**Vice-president in charge of TV Network:**

Thomas A. McAavity

**Administrative Vice-president:**

John M. Clifford

**Staff Vice-presidents:**

David Adams

Emanuel Sacks

**Advertising & Promotion:**

John H. Porter, *Manager*

**Business Affairs:**

William V. Sargent, *Director*

**Controller:**

George D. Matson

**Engineering:**

Robert E. Shelby, *Vice-president & Chief Engineer*

**Film Division:**

Carl M. Stanton, *Vice-president*

**Finance Division:**

Joseph V. Heffernan, *Vice-president*

**Integrated Services:**

William S. Hedges, *Vice-president*

**Legal Department:**

Thomas E. Ervin, *Vice-president & General Attorney*

**Music:**

Samuel Chotzinoff, *General Director*

**National Program Department:**

Samuel Fuller, *Director*

**Pacific Division:**

John K. West, *Vice-president*

Frederic W. Wile, Jr., *Vice-president, TV & Radio  
Network Programs*

Frank Cleaver, *TV Network Program Manager*

Thomas W. Sarnoff, *Director of Production*

**Participating Programs Department:**

Mort Werner, *Director*

**Personnel:**

B. Lowell Jacobsen, *Director*

**Production:**

Anthony M. Hennig, *Director*

**Program Development:**

Leonard E. Hole, *Director*

**Program Sales:**

Michael H. Dann, *Director, TV Network Programs  
Division*

**Public Affairs:**

Davidson Taylor, *Vice-president*

William McAndrew, *Director of News*

Arch Robb, *Manager of Special Events*

**Public Relations Division:**

Kenneth W. Bilby, *Vice-president*

Sydney H. Eiges, *Vice-president, Press & Publicity*

**Research & Planning:**

Hugh M. Beville, *Director*

Dr. Thomas E. Coffin, *Manager of Research*

**Station Relations:**

Harry Bannister, *Vice-president*

Donald J. Mercer, *Director*

**Talent:**

Gustav B. Margraf, *Vice-president*

**Technical Operations:**

George McElrath, *Director*

**TV Network Programs:**

Richard A. R. Pinkham, *Vice-president*

Thomas O. Loeb, *Manager*

**TV Network Sales:**

George H. Frey, *Vice-president*

Matthew J. Culligan, *National Sales Manager*

Edward R. Hitz, *Vice-president in Charge of Central  
Division*

John B. Lanigan, *Eastern Division Sales Manager*

Ludwig Simmel, *Co-op Program Sales Manager*

John T. Williams, *Western Division Sales Manager*

Roy C. Porteous, *Manager, Participating Programs*

**TV Network Services:**

H. Earl Rettig, *Vice-president*

**Washington Executive Office:**

Frank M. Russell, *Vice-president*

**NBC Owned Stations & NBC Spot Sales Division:**

Charles R. Denny, *Vice-president*

Thomas B. McFadden, *Vice-president, National Spot  
Sales*

Richard H. Close, *National Manager, Represented  
Stations*

John H. Reber, *National Manager, TV Spot Sales*

WRCA-TV, *New York*, Hamilton Shea, *Vice-  
president in Charge*

WNBQ, *Chicago*, Jules Herbuveaux, *General  
Manager*

WNBK, *Cleveland*, Lloyd E. Yoder, *General Manager*

KRCA, *Hollywood*, Thomas C. McCray, *General  
Manager*

WRC-TV, *Washington*, Carleton D. Smith, *Vice-  
president & General Manager*