

TELEVISION

MAGAZINE

AUGUST, 1958

15th year of publication

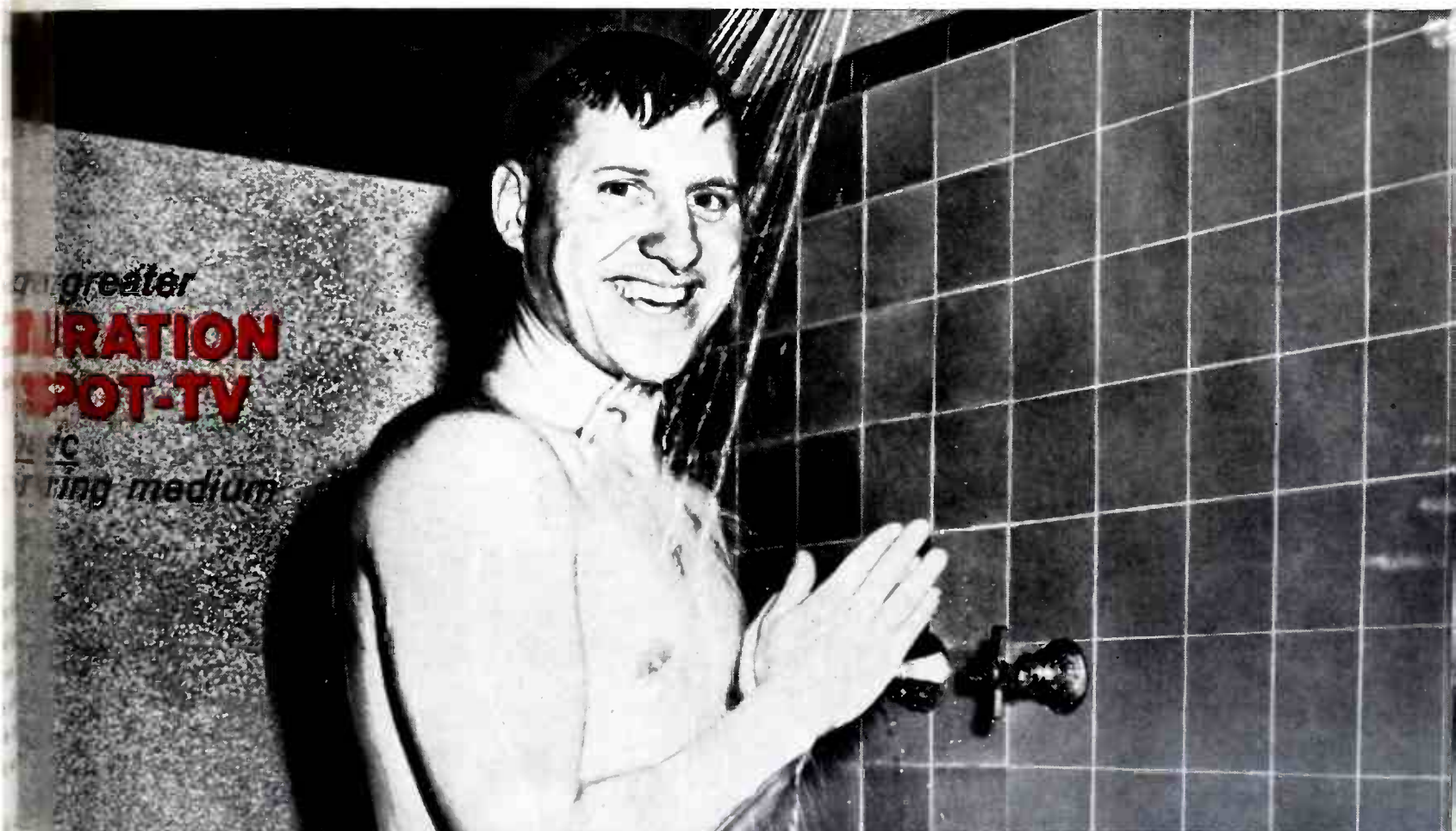
MARKET

BOOK

1958 AUGUST

The TV Markets as of August, 1958

—exclusive definition of coverage areas, with county-by-county data for TV homes, population, families, retail sales.



and greater
INSPIRATION
SPOT-TV
...
...ing medium

Hundreds of advertisers are using these great stations for their basic advertising:

- | | | | | | | | | | | |
|-------------|---------|----------------|---------|-----------------------|---------|----------------------|---------|----------------|---------|--------------------|
| Albuquerque | WFAA-TV | Dallas | WHTN-TV | Huntington-Charleston | KSTP-TV | Minneapolis-St. Paul | WJAR-TV | Providence | KTBS-TV | Shreveport |
| Atlanta | WICU-TV | Erie | KARK-TV | Little Rock | WSM-TV | Nashville | WTVD | Raleigh-Durham | WNDU-TV | South Bend-Elkhart |
| Bakersfield | WNEM-TV | Flint-Bay City | KCOP | Los Angeles | WTAR-TV | Norfolk | KCRA-TV | Sacramento | KREM-TV | Spokane |
| Baltimore | WANE-TV | Fort Wayne | WPST-TV | Miami | KMTV | Omaha | WOAI-TV | San Antonio | KOTV | Tulsa |
| Chicago | KPRC-TV | Houston | WISN-TV | Milwaukee | WTVH | Peoria | KFMB-TV | San Diego | KARD-TV | Wichita |

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

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



SCOOP!

... America's 37th TV market with more TV homes at less cost

Only WSTV-TV Channel 9 offers deepest penetration in the 37 high-income, densely populated market comprising the rich Upper Ohio Valley. Every week WSTV-TV beams 70 top CBS-ABC shows from the area's highest tower (by over 500 feet) to 575,910 TV homes* in the important Steubenville-Wheeling television market—150,500 more homes than the competing station delivers. In addition, WSTV-TV furnishes FREE "Shopper-Topper" merchandising service—"promotion in motion"—to help sell food store products in America's Steel and Coal Center... where retail sales hit \$5,159,000,000!

A Member of the Friendly Group

82 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh

Represented by Avery-Knodel, Inc.



WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

*Best Buy by ANY MARKET SURVEY

**Every Way
You Look At It . . .**

**Des Moines
prefers**

KRNT-TV

The Cowles Operation in Iowa



**DES
MOINES**

New DEPTH STUDY proves it!

- ▶ The Station Most People Watch Most!
- ▶ The Station Most People, By Far, Depend on for Accurate News!
- ▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

**Call Your KATZ Man
for These New Facts on
Television Viewing
in Des Moines, Iowa**

**OVER 50% Named KRNT-TV
Personalities EXCLUSIVELY!**

**Compare this with the 6% naming
only other stations' people!**

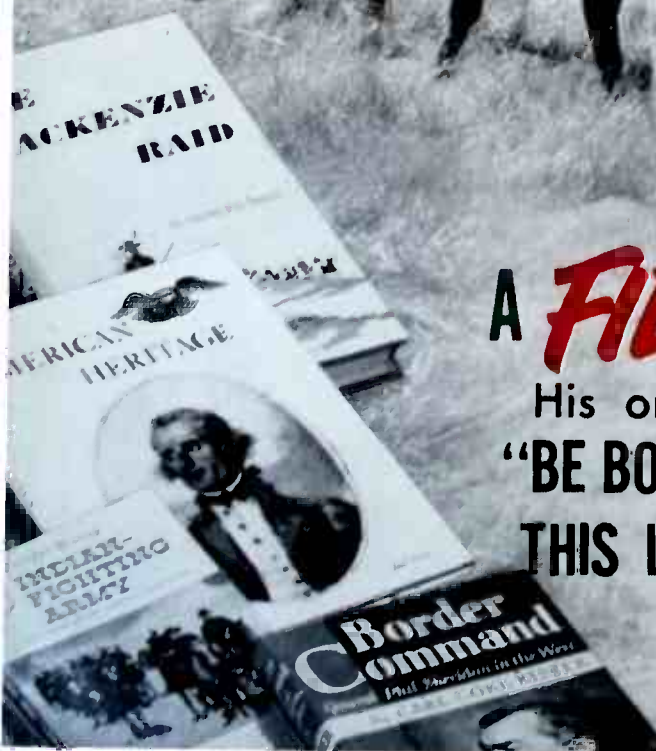
NOW... THE *GLORIOUS STORY*

MACKENZIE'S

A great star in

RICHARD C

as Col. Ranald S. Mackenzie. He brought law



A **FIERY CHAPTER** IN U.S. HISTORY

His orders from the President of the United States
"BE BOLD! BE ENTERPRISING! BE RELENTLESS! MAKE
THIS LAND A FIT PLACE FOR AMERICANS TO LIVE"

From the Archives of the U. S. Cavalry

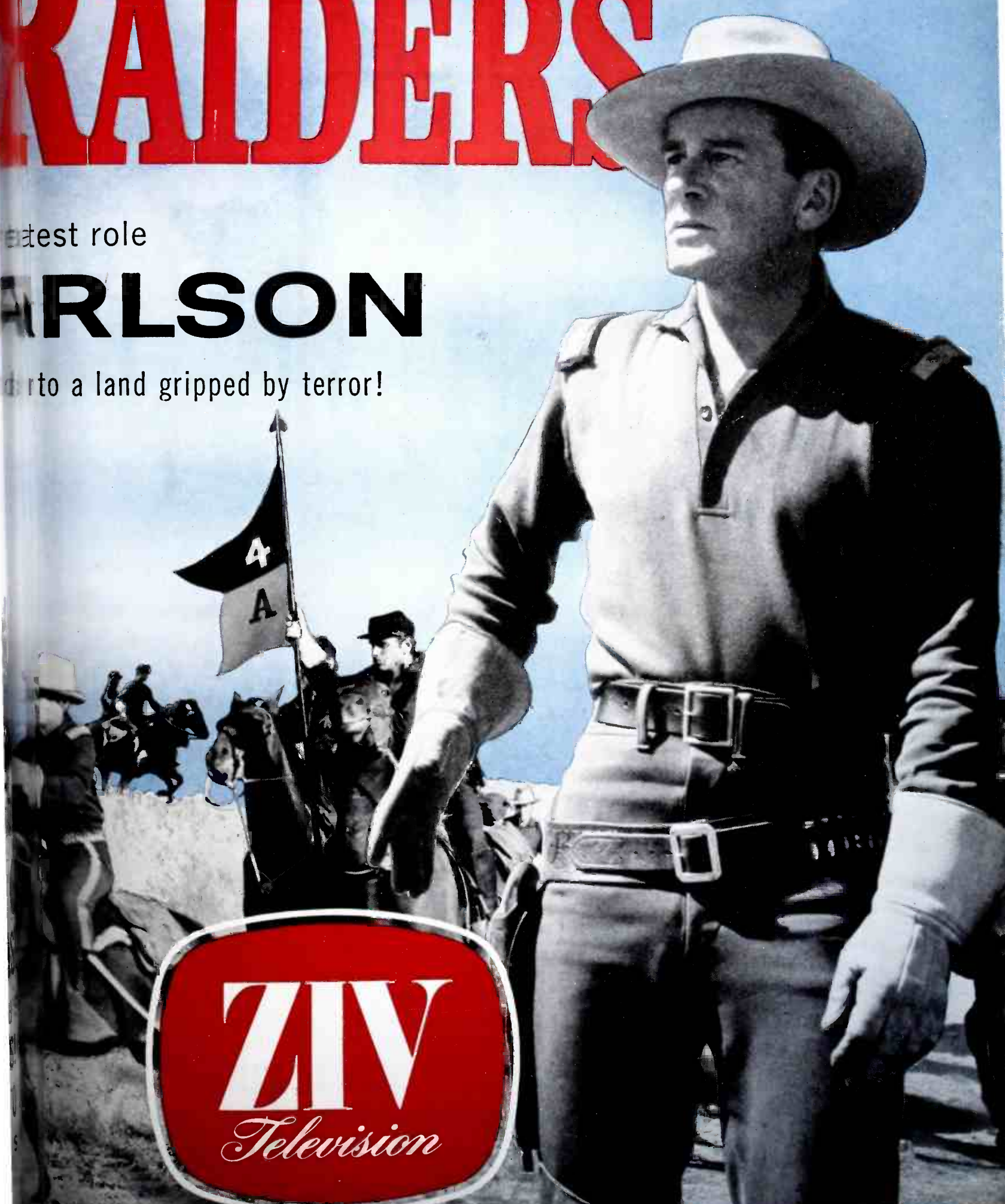
HARD FIGHTING, HARD RIDING

RAIDERS"

Best role

ARLSON

to a land gripped by terror!



15th year of publication

TELEVISION

MAGAZINE

MARKET BOOK • VOLUME XV, NO. 8 • AUGUST

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8 YEAR MEDIA STUDY

THE TOP 50—How the nation's leading advertisers divided their budgets among the major media in 1958 will be examined in next month's leading article, "8-Year Media Study." These exclusive figures include production and program costs, as well as space and time billings. Other highlights: A provocative analysis of commercials by Horace Schwerin, in which he reports the results of several years of tests and experiments. "The TV Battle of the Headache Remedies" . . . What Harvard Business School did for wWJ-TV's Ed White . . . "Radio Study: The New Sound of FM."

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Published monthly by the Frederick Kugel Company, Inc. Executive editorial, circulation and advertising Offices: 422 Mt. Ave., New York 17, N.Y. Telephone: 3-9944. Single copy, 50 cents. Yearly subscriptions in the United States, its possessions, and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere \$6.00. Printing Office: 50 Emmet Street, Bristol, Connecticut. Reentered as second class matter at Bristol, Conn. Editorial content may not be reproduced in any form without permission. Copyright 1958 Frederick Kugel Co., Inc.

Audit of Circulation, Inc.
 Member of Business Publications



NEW YORK CONFIDENTIAL

starring **LEE TRACY**



The most fabulous city in the world — never before filmed for local market television!

Now — NEW YORK CONFIDENTIAL
— produced on location for your own local market's first run entertainment!

39 original gripping stories of haunts and highspots! Teeming Times Square! Chinatown! The Bowery! The drama of the throbbing city!

HURRY! 77 MARKETS ALREADY SOLD!

D-X Sunray Oil Co. starts September 8 in a 50-market midwest regional! The F. & M. Schaefer Brewing Co. has snapped up multiple markets! The Columbia Broadcasting System for New York City! Triangle, Westinghouse, Storer, Transcontinental, Meredith and other station groups! KTTV in L.A. and other stations!

Don't wait! Choice markets still available right now! Write, wire or phone collect Michael M. Sillerman, Exec. V.P., TPA, today for yours.

TELEVISION PROGRAMS OF AMERICA, INC.

488 Madison Avenue • N. Y. 22 • PLaza 5-2100

TPA

Five Runs?



Other Official Films available for strip programming: Star Performance...153 programs.

Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue...156 p

YES!



even SIX for **MY** **LITTLE** **MARGIE**

174 stations have made tremendous profits with strip programming! Even in its fourth, fifth, sixth – or seventh run, “My Little Margie” has topped leading network, syndicated and local shows... a top money-maker for every station that has bought it. 126 sparkling episodes available.

Ratings prove “My Little Margie” is still No. 1!

Houston-Galveston . . . 6:00 PM . . . 23.8 A.R.B. . . . 5th Run
Against “World At Large” / “Newsreel” Av. 14.7,
“TV News” & “ABC News” 11.2

New Orleans . . . 4:30 PM . . . 22.1 A.R.B. . . . 4th Run
Against “American Bandstand” 12.4, “Four Most Features” 8.1

St. Louis . . . 4:30 PM . . . 18.2 A.R.B. . . . 4th Run
Against “Gil Newsome” 3.7, “Do You Trust Your Wife?” 3.5

Birmingham . . . 5:00 PM . . . 18.3 A.R.B. . . . 3rd Run
Against “Fun at Five” 12.0

Buffalo . . . 10:00 AM . . . 13.5 A.R.B. . . . 4th Run
Against “Garry Moore” 6.1, “Arlene Francis” .7

*Call the leader
in strip programming*



OFFICIAL FILMS, INC.
25 West 45 St., New York
PLaza 7-0100

REPRESENTATIVES:

Atlanta • Atwood 9610
Beverly Hills • Crestview 6-3528
Chicago • Dearborn 2-5246
Cincinnati • Cherry 1-4088
Dallas • Emerson 8-7467
Fayetteville • Hillcrest 2-5485
Ft. Lauderdale • Logan 6-1981
Minneapolis • Walnut 2-2743
San Francisco • Juniper 5-3313
St. Louis • Yorktown 5-9231

an Legend... 80 programs

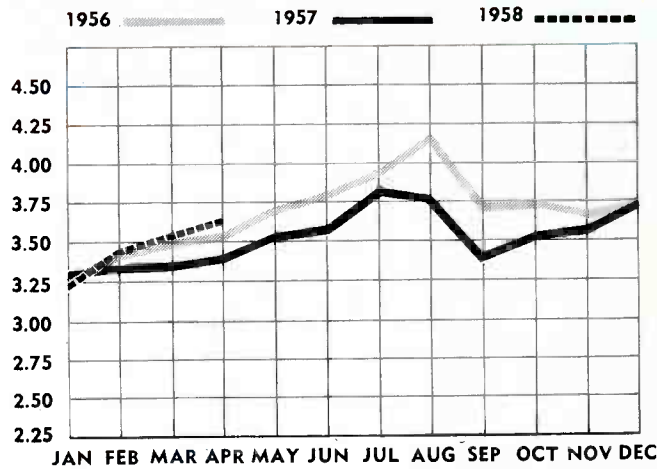
In the first week of July, the three networks carried a total of 15 sustaining hours in prime time, 36 hours in daytime. In round figures, ABC had 6½ unsold evening hours, CBS 6 hours, NBC 2½ hours. Daytime openings showed 10 unsold hours on ABC, 12½ on CBS, 13½ on NBC.

At the same time, network sales for the fall season stood this way: ABC still had 7½ hours open in prime time; daytime figures were unavailable. CBS had 4¾ evening hours open, 8¾ in daytime. NBC had 5½ unsold in prime time, 7½ in daytime.

Gross network time billings continued to rise above 1957 levels in May. LNA-BAR totals for the month stood at \$47,918,145, 10.5% higher than last year.

The impact of sponsor cutbacks are beginning to be felt, however. As the graph on the right shows, the customary May rise over April was much smaller this year than in 1956 and 1957. In 1956, May sales climbed more than \$1.6 million above April; last year more than \$2.2 million. This year May billings rose only \$178,819 over the preceding month.

TV NETWORK COST PER THOUSAND



April 1958 index: \$3.65
This graph traces the trend in c-p-m per commercial minute of a representative network half-hour. Based on all sponsored shows telecast 9:30-10 p.m., N.Y.T., during the ARB rating week, it provides a continuing yardstick of the performance of nighttime TV. This index is obtained by dividing the total costs of the programs by the total number of homes reached by these shows, then dividing this by the number of commercial minutes.

Sources: ARB, PIB, TELEVISION MAGAZINE

TV VIEWING WEEKDAY-DAYTIME SETS-IN-USE FOR MAY

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			BUYERS: % Sets-in-use by EST Total U.S.
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	
7 AM	7.7	6.8	3.1	3.8
8 AM	15.6	16.3	3.6	10.1
9 AM	13.3	15.8	8.8	12.3
10 AM	12.3	18.6	11.0	12.4
11 AM	19.8	16.4	11.7	17.8
12 NOON	23.1	17.2	11.8	18.6
1 PM	14.2	12.4	11.4	14.7
2 PM	12.3	15.9	9.2	12.2
3 PM	16.0	20.6	11.1	15.4
4 PM	20.6	21.2	14.6	19.1

Source: ARB, May, 1958

TV VIEWING WEEKDAY-NIGHTTIME SETS-IN-USE FOR MAY

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			FOR NETWORK BUYERS: % Sets-in-use by EST Total U.S.
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	
5 PM	22.6	21.4	15.2	20.3
6 PM	30.5	31.6	35.8	24.7
7 PM	41.0	50.6	48.3	34.4
8 PM	61.2	62.3	53.7	51.6
9 PM	68.1	59.7	62.3	62.1
10 PM	56.6	44.9	43.7	57.2
11 PM	36.1	17.1	20.2	42.8
MIDNIGHT	12.9	5.6	6.8	21.0

Source: ARB, May, 1958

TV MARKETS

JULY 1, 1958

1-channel markets	134
2-channel markets	65
3-channel markets	47
4- (or more)- channel markets	17
Total Markets	263
Commercial stations U.S. & possessions	501
Number of U.S. TV homes	43,200,000
Number of U.S. Households	50,860,000
% of U.S. homes owning TV sets	84.9%

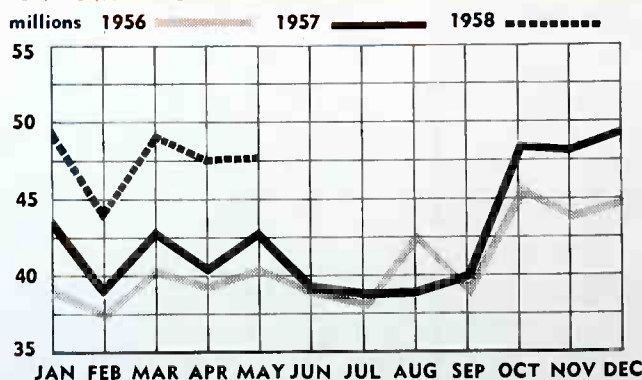
Source: TELEVISION MAGAZINE

TV RECEIVERS

	May '58	May '57
Production	266,982	342,386
Retail Sales	237,189	399,757

Source: EIA

TV NETWORK BILLINGS



	May '58	May '57
ABC	\$ 8,477,755	\$ 7,258,811
CBS	20,970,022	20,307,741
NBC	18,470,368	15,811,051
Total	\$47,918,145	\$43,377,603

Source: LNA—BAR
As released by T

“what’s
up
doc?”

ratings

up to 16.4

Now rated in 74 markets, Warner Bros. Cartoons average a very impressive 16.4 rating, another healthy jump over the last report. Seems every time Warner Bros. Cartoons are put into additional TV markets, the nation-wide rating pops up even higher. Bugs Bunny, with Sylvester & Tweety, Porky Pig, Elmer Fudd and the rest of the popular Warner Bros. Cartoon stars have proved top audience-getters and potent sales-makers all over the country

© Warner Bros. Pictures, Inc.

For full details, write, wire, phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CREstview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

**How
do you
measure
a
network ?**





BY COST?

ABC-TV's cost per thousand is consistently the lowest of the three networks.



BY ADVERTISING?

ABC-TV's billing gains are consistently larger than those of the other two networks.



BY PROGRAMMING?

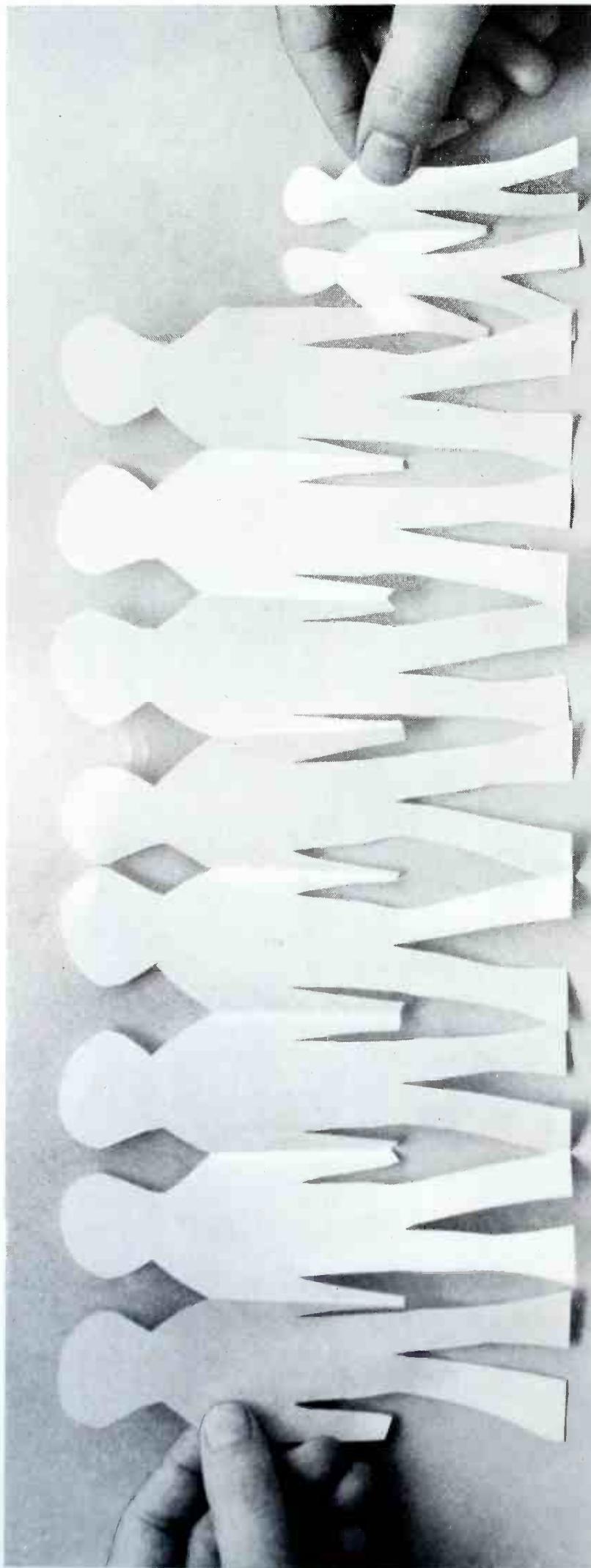
ABC-TV's vital programming is aimed at the young, large-family audience. Personalities like Bing Crosby, Maverick, Pat Boone and Donna Reed keep it right on target.



BY AUDIENCE?

ABC-TV's audience is the most valuable for advertisers because it's made up mostly of GET AGE families—the most acquisitive families in America!

ABC TELEVISION



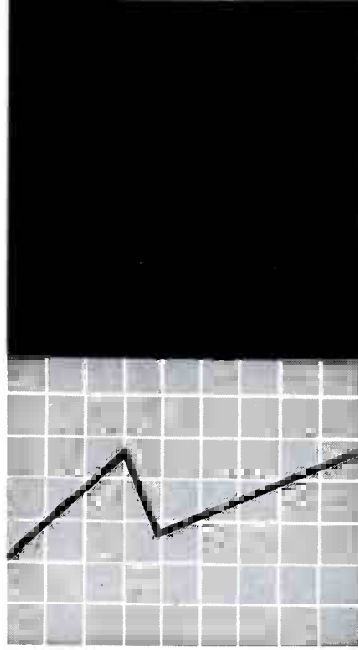
8
out of
10
WRCV-TV
viewers
are adults!

Children are a blessing, but when it comes to TV audiences, it takes lots of adults to make advertisers really beam. Adults are the big earners, the big spenders, and WRCV-TV has them in wonderful abundance! According to an ARB Special Tabulation (June 1958), *WRCV-TV's average quarter-hour audience is 80% adult.* If you want to do a man-size job in the nation's 4th market, sell big. Sell grown-ups with . . .

WRCV-TV·3

PHILADELPHIA • SOLD BY NBC SPOT SALES

report on spot



How headache and cold remedy advertisers use spot TV in 19 major markets

Listed below are headache and cold remedy advertisers who used spot TV during a representative week in the first quarter of 1958 in 19 major markets, as reported by Broadcast Ad-

vertisers Reports Inc. BAR tape-records all telecasts on a regular basis for seven-day periods. The schedules shown below represent the TV activity of the brands in the markets during the re-

ording week. They are taken from the recently published BAR television spot index, "A National Guide to Non-Network Television Advertisers by Product Categories."

HEADACHE & COLD REMEDIES

ASPIRIN SELTZER

Atlanta	11 spots
Baltimore	5 spots
Chicago	34 spots
Cleveland	15 spots
Dallas-Ft. Worth	9 spots
Detroit	8 spots
Hartford	12 spots
Houston	15 spots
Los Angeles	19 spots
Milwaukee	7 spots
Minneapolis	15 spots
New York	29 spots
Philadelphia	14 spots
Pittsburgh	8 spots
Portland	10 spots
San Francisco	5 spots
Seattle	6 spots
St. Louis	2 programs
Washington	4 spots
20 spots	

ASPIRIN TABLETS

Atlanta	1 spot
Baltimore	1 spot
Chicago	19 spots
Cleveland	9 spots
Dallas-Ft. Worth	22 spots
Detroit	7 spots
Los Angeles	54 spots
Milwaukee	4 spots
Minneapolis	17 spots
New York	22 spots
Philadelphia	18 spots
Pittsburgh	2 spots
Portland	2 spots
San Francisco	3 spots
Seattle	5 spots
St. Louis	6 spots
Washington	12 spots

ASPIRIN PRODUCTS

Atlanta	4 spots
Baltimore	6 spots
Chicago	13 spots
Cleveland	7 spots
Dallas-Ft. Worth	1 spot
Houston	1 spot
Los Angeles	18 spots
New York	20 spots
Philadelphia	16 spots

Pittsburgh	2 spots
Portland	2 spots
San Francisco	4 spots
St. Louis	1 spot
Washington	7 spots
B C REMEDY	
Cleveland	19 spots
Los Angeles	2 programs
BROMO SELTZER	
New York	19 spots
BUFFERIN TABLETS	
Chicago	9 spots
Los Angeles	4 spots
Minneapolis	1 spot
New York	1 spot
Philadelphia	13 spots
Pittsburgh	2 spots
Portland	6 spots
San Francisco	12 spots
St. Louis	1 spot
COCILANA COUGH DROPS	
New York	2 spots
Philadelphia	1 spot
CREOMULSION COLD REMEDY	
Atlanta	13 spots
Dallas-Ft. Worth	18 spots
Houston	11 spots
Portland	5 spots
San Francisco	9 spots
St. Louis	20 spots
DEVILBISS PRODUCTS	
Washington	1 spot
DRISTAN COLD REMEDY	
Seattle	15 spots
FIZRIN INSTANT SELTZER	
Hartford	10 spots
Los Angeles	2 programs
Portland	4 spots
San Francisco	7 spots
Seattle	5 spots
4 spots	
4-WAY COLD REMEDY	
Atlanta	8 spots
Baltimore	11 spots
Chicago	17 spots
Cleveland	5 spots
Dallas-Ft. Worth	21 spots
Detroit	13 spots
Houston	3 spots
Los Angeles	15 spots
Milwaukee	5 spots
New York	27 spots

Philadelphia	12 spots
Pittsburgh	10 spots
Portland	2 spots
San Francisco	10 spots
St. Louis	26 spots
Washington	10 spots
INHISTON COLD REMEDY	
Cleveland	3 spots
INSTANTINE TABLETS	
Hartford	6 spots
ISODINE GARGLE	
Atlanta	12 spots
Baltimore	12 spots
Chicago	14 spots
Cleveland	14 spots
Dallas-Ft. Worth	16 spots
Detroit	8 spots
Hartford	7 spots
Houston	7 spots
Los Angeles	18 spots
Milwaukee	15 spots
Minneapolis	12 spots
Philadelphia	4 spots
Pittsburgh	7 spots
Portland	7 spots
San Francisco	10 spots
St. Louis	13 spots
Washington	4 spots
ISODINE ISODETTES	
Atlanta	5 spots
Baltimore	4 spots
Cleveland	6 spots
Dallas-Ft. Worth	10 spots
Detroit	2 spots
Hartford	6 spots
Houston	5 spots
Los Angeles	7 spots
Milwaukee	11 spots
Minneapolis	3 spots
Philadelphia	2 spots
Pittsburgh	4 spots
Portland	4 spots
San Francisco	2 spots
St. Louis	8 spots
KAZ VAPORIZER	
Chicago	1 spot
Philadelphia	1 spot
LIQUIPRIN BABY ASPIRIN	
Detroit	1 spot
NEO-AQUA-DRIN THROAT LOZENGES	
Cleveland	1 spot

To page 16



An astounding fact!

MGM RE-RUNS TOP FIRST RUN RATINGS

and WJZ-TV (BALTIMORE) proves it !!

Great news for TIME BUYERS

WJZ-TV offers you Baltimore's best buy in early or late evening minute spots... participations in M-G-M's great-rated features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Great news for STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made... but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N. Y.
JUdson 2-7000



<p>First Run 13.0 Wed. 9/11/57 Early Show ARB</p>	<p>MGM's LASSIE COME HOME</p>	<p>Re-Run 14.8 Sat. 3/1/58 Early Show ARB</p>
<p>First Run 15.7 Tues. 11/8/57 Late Show ARB</p>	<p>MGM's MRS. MINIVER</p>	<p>Re-Run * Part One Part Two 17.9 16.5 Tues. Wed. 4/8/58 4/9/58 Early Show ARB</p>
<p>First Run 24.9 Fri. 12/6/57 Late Show ARB</p>	<p>MGM's THEY WERE EXPENDABLE</p>	<p>Re-Run * Part One Part Two 26.0 26.0 Sun. Mon. 3/2/58 3/3/58 Early Show ARB</p>
<p>First Run 22.7 Thurs. 9/10/57 Late Show ARB</p>	<p>MGM's 30 SECONDS OVER TOKYO</p>	<p>Re-Run * Part One Part Two 21.6 23.0 Wed. Thurs. 12/4/57 12/5/57 Early Show ARB</p>

* MGM's longer features are shown on WJZ's Early Show in two installments — therefore, the two-part rating.

How Do Re-Runs Rate?



MGM RE-RUNS RATE GREAT!...

and OMAHA'S WOW-TV proves it!!

Attention... TIME BUYERS

WOW-TV offers you Omaha's best buy in night-time minute spots . . . participations in M-G-M's *great-rated* features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Attention... STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made . . . but also offers you documented proof that its films **RATE GREAT** in *first runs, and re-runs, too!* Contact MGM-TV today for full details.

FIRST RUN 15.3 SAT. 2/9/57 10:45 P.M. ARB	M-G-M's VIVA VILLA	RE-RUN 14.7 FRI. 11/15/57 11 P.M. ARB
--	------------------------------	--

FIRST RUN 13.7 WED. 11/13/57 10:45 P.M. ARB	M-G-M's GASLIGHT	RE-RUN 24.2 SAT. 11/23/57 10:15 P.M. ARB
--	----------------------------	---

FIRST RUN 27.4 WED. 2/6/57 10:15 P.M. PULSE	M-G-M's JOHNNY EAGER	RE-RUN 9.6 FRI. 2/14/58 11 P.M. ARB
--	--------------------------------	--

FIRST RUN 17.7 FRI. 12/6/57 11 P.M. PULSE	M-G-M's THE POSTMAN ALWAYS RINGS TWICE	RE-RUN 16.1 SAT. 12/21/57 10:15 P.M. ARB
--	--	---

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

**PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!**

**NEW
YORK
CONFIDENTIAL**

starring

LEE TRACY



Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! — PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue - New York 22

Wire or phone
Michael M. Sifferman,
Exec. V.P., collect
today for your
market!

TPA

REPORT ON SPOT From page 13

PERTUSSIN COLD REMEDY

Baltimore	6 spots
Chicago	8 spots
Cleveland	5 spots
Detroit	4 spots
Hartford	8 spots
Los Angeles	8 spots
Milwaukee	7 spots
Philadelphia	8 spots
San Francisco	4 spots
Seattle	9 spots
St. Louis	4 spots
Washington	8 spots

REM COLD REMEDY

Detroit	1 spot
Hartford	3 spots
New York	21 spots
Washington	24 spots

SALFANE HEADACHE REMEDY

Detroit	1 spot
---------	--------

SMITH BROTHERS COUGH DROPS

Baltimore	5 spots
Chicago	7 spots
Los Angeles	6 spots
New York	1 spot
Philadelphia	5 spots
Portland	4 spots
San Francisco	6 spots
Washington	4 spots

ST. JOSEPH ASPIRIN

Atlanta	9 spots
Chicago	19 spots
Cleveland	8 spots
Dallas-Ft. Worth	13 spots
Detroit	9 spots
Houston	5 spots
Los Angeles	17 spots
Minneapolis	6 spots
New York	33 spots
Philadelphia	13 spots
Pittsburgh	3 spots
San Francisco	8 spots
St. Louis	14 spots
Washington	7 spots

SUPER ANAHIST COLD TABLETS

Atlanta	6 spots
Baltimore	6 spots
Chicago	9 spots
Cleveland	8 spots
Dallas-Ft. Worth	8 spots
Detroit	5 spots
Hartford	9 spots
Houston	7 spots
Los Angeles	13 spots
Milwaukee	5 spots
Minneapolis	4 spots
New York	10 spots
Philadelphia	9 spots
Pittsburgh	1 spot
Portland	5 spots
San Francisco	8 spots
St. Louis	6 spots
Washington	24 spots

SUPER ANAHIST COUGH SYRUP

Atlanta	4 spots
Baltimore	6 spots
Chicago	11 spots
Cleveland	10 spots
Dallas-Ft. Worth	13 spots
Detroit	12 spots
Hartford	14 spots
Houston	10 spots
Los Angeles	16 spots
Milwaukee	12 spots
Minneapolis	6 spots
New York	17 spots
Philadelphia	7 spots
Pittsburgh	4 spots
Portland	3 spots
San Francisco	4 spots

St. Louis	11 spots
Washington	22 spots

SUPER ANAHIST NASAL SPRAY

Atlanta	4 spots
Baltimore	4 spots
Chicago	9 spots
Cleveland	8 spots
Dallas-Ft. Worth	9 spots
Detroit	8 spots
Hartford	10 spots
Houston	6 spots
Los Angeles	12 spots
Milwaukee	12 spots
Minneapolis	5 spots
New York	14 spots
Philadelphia	4 spots
Pittsburgh	3 spots
Portland	6 spots
San Francisco	2 spots
St. Louis	8 spots
Washington	12 spots

SUPER ANAHIST PRODUCTS

Los Angeles	5 programs
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SUPER ANAHIST THROAT SPRAY

Atlanta	4 spots
Baltimore	2 spots
Chicago	3 spots
Cleveland	4 spots
Dallas-Ft. Worth	2 spots
Hartford	4 spots
Houston	6 spots
Los Angeles	7 spots
Minneapolis	3 spots
Milwaukee	4 spots
New York	6 spots
Philadelphia	3 spots
Portland	2 spots
San Francisco	4 spots
St. Louis	4 spots
Washington	13 spots

TENILHIST COLD REMEDY

Dallas-Ft. Worth	1 spot
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THOREXIN COLD REMEDY

Atlanta	4 spots
Baltimore	1 spot
Cleveland	10 spots
Dallas-Ft. Worth	5 spots
Detroit	5 spots
Hartford	2 spots
Houston	5 spots
Los Angeles	7 spots
Milwaukee	5 spots
Minneapolis	6 spots
New York	5 spots
Pittsburgh	4 spots
Seattle	3 spots
St. Louis	4 spots
Washington	2 spots

VAZAL SPRAY VAPORIZOR

Houston	1 spot
New York	6 spots
Philadelphia	6 spots

VICKS COLD TABLETS

San Francisco	13 spots
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VICKS COUGH SYRUP

Pittsburgh	3 spots
Washington	13 spots

VICKS VAPORUB

Baltimore	1 spot
Chicago	9 spots
Los Angeles	12 spots
Philadelphia	3 spots
Portland	5 spots
San Francisco	4 spots
Washington	1 spot

VIRASAN COLD REMEDY

Chicago	5 spots
Cleveland	8 spots
Detroit	7 spots

A man in a red tunic and blue trousers stands in a dense forest, holding a longbow. The forest is lush with green foliage and trees. The man is looking directly at the camera.

RICHARD GREENE

play

ROBIN HOOD

"THE ADVENTURES
IN SHERWOOD
FOREST"

NOW
AVAILABLE
FOR STRIP
PROGRAMMING!

THREE SMASH YEARS ON NETWORK... AND RENEWED FOR A FOURTH YEAR!

ROBIN HOOD COMES ALIVE . . .
TO BECOME YOUR MOST POWERFUL SALESMAN!

Cash in on the tremendous built-in following of TV's most spectacular adventure series. A prestige showcase that will sell every kind of product, because it reaches every member of the family and features the characters all America knows and loves.



RICHARD GREENE
plays Robin Hood

BERNADETTE O'FARRELL
plays Maid Marian

ALEXANDER GAUGE
plays Friar Tuck

ARCHIE DUNCAN
plays Little John

ALAN WHEATLEY
Sheriff of Nottingham

SAME SPONSOR FOR THREE YEARS ON NETWORK . . . and their sensational sales records show why! And Robin Hood offers his sponsor promotions unlimited!

Over \$2 million in merchandising sales already, with 33 licensed manufacturers offering Robin Hood products for premiums, contests and give-aways.

LOOK AT THE RATINGS!

In city after city, Robin Hood consistently outrated competition in its time spot.

City	No. of Stations	Share of Audience	City	No. of Stations	Share of Audience
Birmingham	2	65.3%	Los Angeles	7	44.0%
Boston	3	67.3%	Miami-Ft. Lauderdale	3	64.7%
Buffalo	3	70.8%	New York	7	42.9%
Charleston-Huntington	3	70.9%	Norfolk	2	81.2%
Colorado Springs	2	63.6%	Philadelphia	4	57.6%
Dayton	3	67.8%	Providence	2	72.8%
Duluth-Superior	2	75.1%	Rochester	2	69.6%
Jacksonville	2	92.3%	San Antonio	3	61.5%

"THE ADVENTURES
IN SHERWOOD FOREST"
IS THE BUY OF THE YEAR!

Produced by Sapphire Films, Ltd.



See the man from Official for availabilities. **OFFICIAL FILMS, INC.** 25 West 45th Street, New York, N.Y.

REPRESENTATIVES: ATLANTA / Jackson 2-4878 • BEVERLY HILLS / Crestview 6-3528 • CHICAGO / Dearborn 2-5246
CINCINNATI / Cherry 1-4088 • DALLAS / Emerson 8-7467 • FAYETTEVILLE / Hillcrest 2-5485 • FT. LAUDERDALE / Logan
MINNEAPOLIS / Walnut 2-2743 • SAN FRANCISCO / Juniper 5-3313 • ST. LOUIS / Yorktown 5-9231

RADIO WRAP-UP

A monthly review of events in network and national spot radio

CBS LAUNCHES LOCAL EDITORIALIZING

Significant in its measure of the increasing vitality of radio, the first network-owned station to take a stand on community issues has now joined the growing ranks of local stations which are actively editorializing. The station is the CBS radio in St. Louis, KMOX.

The KMOX move is another reflection of the recent decision of the CBS Editorial Board to adopt a more vigorous policy of editorializing, and parallels its pioneering venture into local TV editorializing last spring via WHCT, the CBS-owned station in Hartford, Conn.

The five-minute editorial over KMOX, in support of fluo-ridion in the city of St. Louis, was delivered by station manager Robert Hyland at the top of a half-hour program in which the issue was debated, pro and con, by two advocates for each side.

"We have encouraged all of our station to editorialize on the occasion warrants," declares Jules Dundees, CBS in charge of station administration, "and I would imagine that all of them will do so eventually. A station that takes a stand on community issues is greatly strengthened by doing so."

STEREOPHONIC NETWORKS NEXT?

Almost simultaneously, both NBC and CBS launched their experiments in multi-city stereophonic broadcasting this month. NBC, which has been engaged in research on the project for some eight months, sent out the *Telephone Hour* and two *Bandstands* to New York, Chicago, Washington, Pittsburgh, and Hartford on both AM and FM frequencies. CBS broadcast the Newport Jazz Festival stereophonically in three cities.

RECENT BUSINESS ON THE NETWORKS

American Telephone & Telegraph's half-million dollar, 52-week contract with Mutual was placed by its Long Lines Dept. to promote long-distance phone calls. Although coincident with the end of the historic run of the *Bell Telephone Hour* on NBC, the two moves originated in different divisions of the huge public utility and were not related. The new campaign calls for 13 newscasts weekly, at 9:30 and 10:30 p.m. Monday-Friday, 12:30 p.m. Saturday and 11:30 a.m. and 12:30 p.m. Sunday, plus 26 20-second newscast adjacencies throughout the week.

Grove Laboratories signed for 20 weekly "Impact" segments for 28 weeks starting in September on CBS, and for an additional 10 weekly "Impact" segments for 24 weeks starting in October . . . General Cigar Co. for White Owl

takes one-third sponsorship of the 12 New York Giants football games starting Sept. 28 on CBS.

On NBC, Grove Laboratories also took 55 announcements a week for 26 weeks beginning Sept. 28 for Bromo Quinine, 512 "Fitch Bandwagon" segments in *Nightline* and *Monitor* over 50 weeks for Fitch Shampoo, and two one-minute participations a week in *News of the World* for No-Doz . . . Vick Chemical Co. for Vicks VapoRub bought 60 six-second announcements a week for 20 weeks starting September 15.

Armour & Co., in a three-network summer buy for Dial soap, bought 57 six-second announcements a week for eight weeks beginning in June on NBC; 50 participations a week for five weeks in newscasts and adjacencies on Mutual; and a 13-week run of five-minute newscasts daily on ABC.

RECENT BUSINESS—NATIONAL SPOT

Texas Co. for Texaco bought five-week campaign, July-August, in over 90 markets, with emphasis on both day and night weekend periods . . . Hadacol using spot radio-TV combination in current drive, with 200 radio stations . . . Canada Dry following the same route in eight-week July-August campaign, with one-minute radio and 20-second TV spots in over 100 markets . . . Rainbow Crafts to use radio in 40 major markets this fall, together with spot and some network TV, for its Play-Doh modeling compound for children . . . Pierce's Proprietaries to start 10-week push in October for Dr. Pierce's Golden Medical Discovery tonic . . . B. T. Babbitt will promote its free-subway-rides-for-coupons plan via radio in Philadelphia next month. END

VITAL STATISTICS

Number of Sets in U.S., July 1:

Radio homes	47,100,000
Radios per home	2.8
Auto radios	37,200,000
Total radio sets	142,600,000

Source: RAB

Average radio usage per home per day, May	1.97 hours
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Source: A. C. Nielsen

Home receiver sales

Jan. to April '58	1,895,951
Jan. to April '57	2,362,069

Auto receiver sales

Jan. to April '58	1,043,470
Jan. to April '57	2,022,467

Source: EIA

RADIO ONLY!



**WHEN SOMEONE
FINDS A WAY TO
REACH, INFORM,
ENTERTAIN AND
SELL PEOPLE ON
THE ROAD BET-
TER THAN RADIO
DOES NOW...WE
WILL MOVE OVER!**

Meanwhile, of all advertising media, radio alone is in the driver's seat. And nationally, the CBS Radio Network delivers radio's biggest audiences to advertisers—41 per cent more listeners than the next network.^{*} What's more, these are listeners who really *listen*. The very nature of the whole program schedule tells you so. And we can prove it!

*NIELSEN RADIO INDEX, JANUARY 11 THROUGH MAY 10, 1968.

CBS RADIO NETWORK

RADIO ONLY!



RADIO ONLY!



sales *Magic*

And it is magic backed by *fact*. This pioneer television station is foremost in viewer preference in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. Facts also prove that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Sales magic in your advertising is yours—on station WGAL-TV.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- \$3¼ billion annual retail sales
- \$6⅔ billion annual income

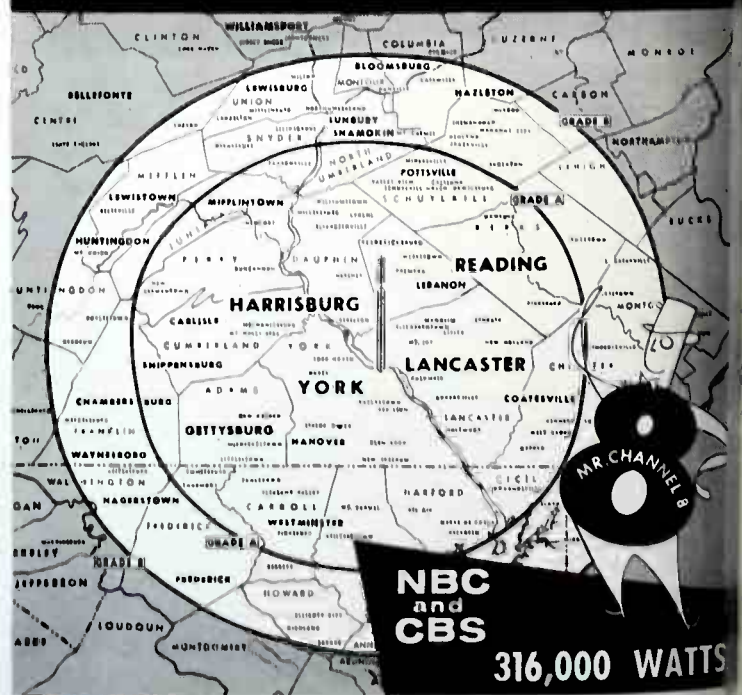
WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

AMERICA'S 10th TV MARKET



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



A MONTHLY FEATURE

BY GEORGE G. HUNTINGTON

Assistant to President, TvB

WHY DID YOU WORK LATE LAST NIGHT?

If people continue to explore the medium for better answers to old problems

If you are in television, any phase of television from network to station, programming to sales, agency to client. Viewer to TV Bureau, the reason why you worked late last night is simple: you wanted to.

You had things to do and, before you knew it, it was time . . . again. Why? Because you find your work vital and stimulating; because you are exploring, covering ground never covered before, seeking and finding and understanding the whys about a world of sight, sound and motion that is revolutionizing people's lives just as it's revolutionizing their businesses, knowing that with all the facts and figures, you've only scratched the surface.

Television's time is now

You work late because the key to this world takes time. Television and television is measured in time and the time in television seems always to be now . . . and now is often late. You work late because you want to, to find out, to tell others, provide a service, service you want to give, as a business to give and, only incidentally, are paid to give.

Service is the business of TvB. Our morning starts with the First are the letters from our members: stations, station representative groups, networks. Some contain checks, telecasters taking money that could be profit and putting it in the support of TvB so that we can provide them with the facts, figures and ideas that exploration of the medium shows leads to its more effective use. The time information from TvB enters your TV-buying session, thank those TvB members for making it possible. Letters ask questions, the continuing search for answers is part of television people. "I've a local baker and he wants to know what other bakers are doing on TV. Can you help me?" Our TvB-originated and TvB library annotated success story file of bakers is on its way in hours, along with the research facts on baked goods consumption

tied to the TV keys to his big-buying market plus costs, commercials, ideas, facts.

"I hear spectaculars attract younger audiences. Is it true?" "What's my competitor doing in spot TV? How much is he spending?" "What do beer companies say in IDs?" "How good's a cost-per-thousand of \$2.20 at 6:30 p.m.?" "What are kids' influence on the purchase of my product?" "How does the weekly young housewife frequency of 10:30 a.m. compare with 10:30 p.m.?" "Any morticians on the air?" "How can I test network TV?" "About corporate executives . . ." "Dealer showroom traffic . . ."

Each question is a challenge, an area for exploration. Many areas we've covered before, surveyed through virtually all the major research companies. Our new TV projects continuously find answers to new questions.

Agencies ask us. Why? Because often we've already covered the ground, have the facts, quickly, usefully, (confidentially, if they wish). "Can you review our new commercials with our creative staff?" "We'd like the Board to see your film presentation." "How do you demonstrate a product that doesn't move?" "The client is talking radio, what'll I show him?" "How's anyone else handling this problem?" "We're introducing a new . . ." "By early tomorrow morning . . ."

Providing answers measure of success

Advertisers call us. "How do we get dealers to use co-op funds?" "What's the long range trend in . . ." "I'm looking for something that . . ." Questions are our stock in trade, answers our measure of success.

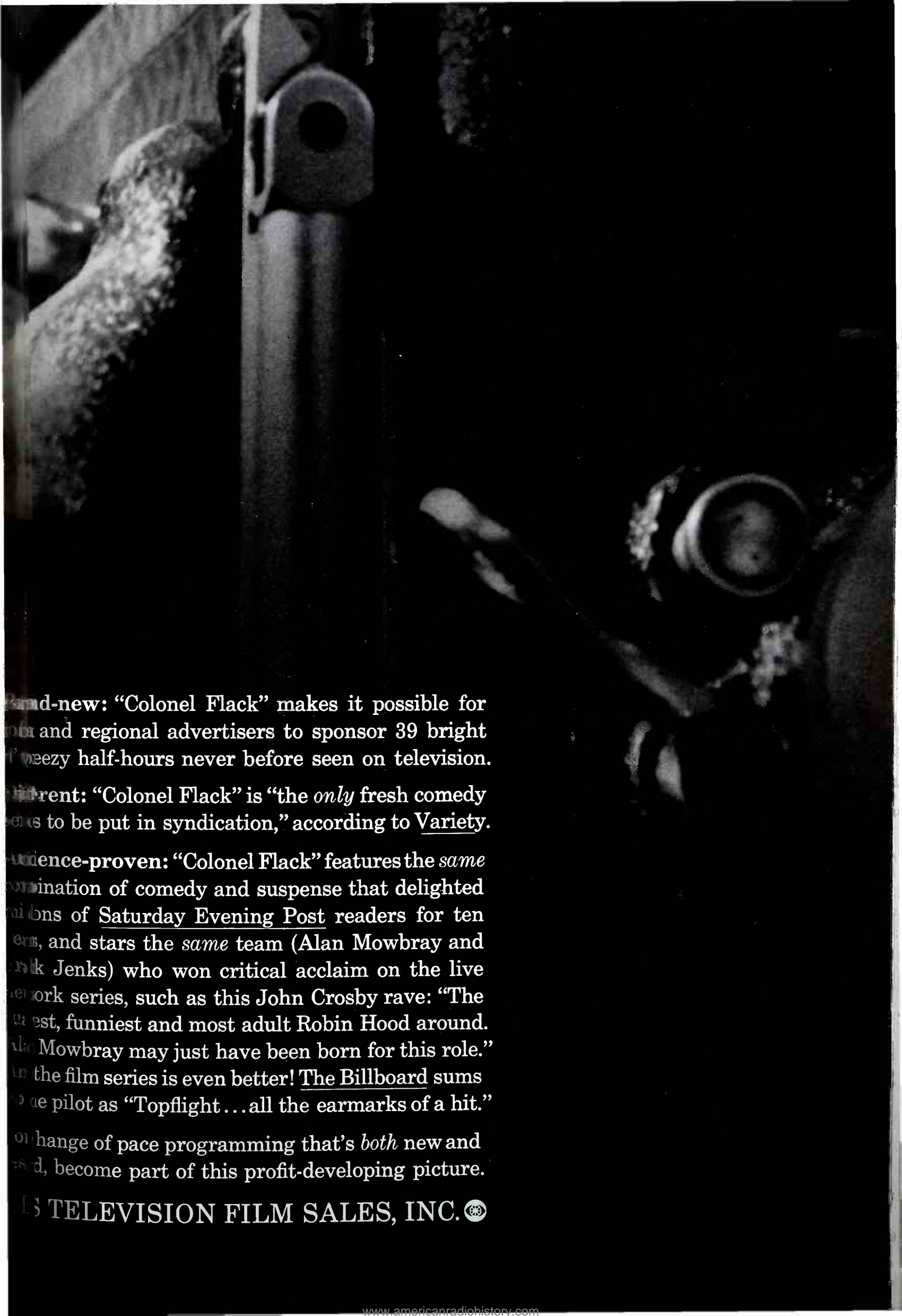
But we work late for more than this. TV receives under 13¢ from each advertising dollar. We have missionary work to do. The more advertisers know about television, the more television they use. So ours is often an educational job.

Present the facts in an interesting way. Have a library of outstanding commercials, reels of examples, transcripts

To page 28

Shooting...the picture that has everything





Brand-new: "Colonel Flack" makes it possible for
local and regional advertisers to sponsor 39 bright
and breezy half-hours never before seen on television.

Current: "Colonel Flack" is "the *only* fresh comedy
series to be put in syndication," according to Variety.

Audience-proven: "Colonel Flack" features the *same*
combination of comedy and suspense that delighted
millions of Saturday Evening Post readers for ten
years, and stars the *same* team (Alan Mowbray and
Frank Jenks) who won critical acclaim on the live
network series, such as this John Crosby rave: "The
best, funniest and most adult Robin Hood around.
Alan Mowbray may just have been born for this role."
The film series is even better! The Billboard sums
up the pilot as "Topflight...all the earmarks of a hit."

A change of pace programming that's *both* new and
tested, become part of this profit-developing picture.

TELEVISION FILM SALES, INC. Ⓞ



LITTLE RED
riding hood
Went to
her grandma
in
house
you know
the end

Some things you can take for granted—like the end of the Little Red Riding Hood story—and the way WMT-TV covers Eastern Iowa.

WMT-TV Channel 2 • Mail Address: Cedar Rapids • National Reps: The Katz Agency



A MONTHLY FEATURE
ON PROMOTION
CONDUCTED BY ELL HENRY

President, Broadcasters' Promotion
Association

IT TAKES TWO TO TANGO

Each promotion manager is too often a wallflower until the dance is almost over

This month I asked John F. Hurlbut to tell you about the importance of cooperation between sponsor and promotion manager in successful promotion. John is promotion and public relations manager, WFBM and WFBM-TV, Indianapolis. He was also BPA Convention program chairman. . . .

In fact, when you stop to reflect, ever since the days of Cleopatra and Mark Antony, it's taken two to do almost anything that's interesting, stimulating, enjoyable and certainly profitable. It takes two baseball teams to make a World Series . . . and where would Tin Pan Alley be if it weren't for the boy and girl habit of pairing off? In business, it takes *two* to tango. The whole world of business is based on the hard fact that it takes *two* to tango. Obviously the seller can't do a single—he can't tango alone. He needs a buyer-partner.

The kind of music played on cash registers

No broadcast campaign is truly successful unless we and our sponsors learn to tango smoothly and faultlessly. Together, we make the kind of music that is played on a million cash registers across the nation. And the cash register is where the customer casts his vote for successful advertising campaigns.

Successful, enjoyable tangos are *cooperative* ventures from the very beginning. Successful, enjoyable and profitable broadcast advertising campaigns are likewise *cooperative* ventures from the very beginning.

And the station promotion manager is an important dance partner. Too often, though, he's a wallflower until the dance is well under way—or almost over. And sometimes he's never invited to dance.

Mr. Advertiser, when do *you* ask the promotion manager to dance? In your quest for programming, adjacencies, rat-

ings, packages, economical costs-per-thousand, have you overlooked the one basic element that means the difference between just another schedule and a successful campaign . . . his *ideas*?

For program excitement, look to the promotion manager

Certainly, it makes sense to look into your buy in relation to your distribution, your sales problems. But it also makes sense to look for the promotion manager's ideas as you plan your campaign. One area, certainly, is audience promotion. Still another is excitement surrounding your program or spot campaign.

This important plus—the promotion manager's ideas and counsel—can lend color, excitement and new potency to an advertising campaign. Sure, the noun is the subject of a sentence, but adjectives add color, and new meaning to the subject. Sure, the steak is eaten for its flavor, but the sizzle and the aroma add to the anticipation and the enjoyment.

And so it is with a broadcast advertising campaign. The product and the timebuying are essential, but the promotion man's ideas may well add the all-important sizzle.

Only last week an advertiser's agency representative sat down with the radio and television sales managers and the promotion manager to discuss objectives of a campaign and how it could best be accomplished. This particular campaign is designed to acquaint customers with the fact that their client, an oil company, has purchased a number of former independent gasoline stations and will be operating them under a single, well-recognized brand name. The promotion manager's knowledge of the market and his ideas for getting attention become an important part of the planning. Yes, it takes *two* to tango.

And what about the tango that turned out to be a Boston Tea Party? Salada Tea tangoed most enjoyably with Ned

To next page

COVERAGE

Class "A" coverage of Oklahoma's 1st and 4th markets (Oklahoma City and Enid), plus more unduplicated TV homes in its Class "B" contour than any Oklahoma station.

Total Set Count: 404,236*
 Exclusive ABC for Central Oklahoma
 100,000 Watts on Channel 5
 Antenna 1,386 Feet above
 Average Terrain

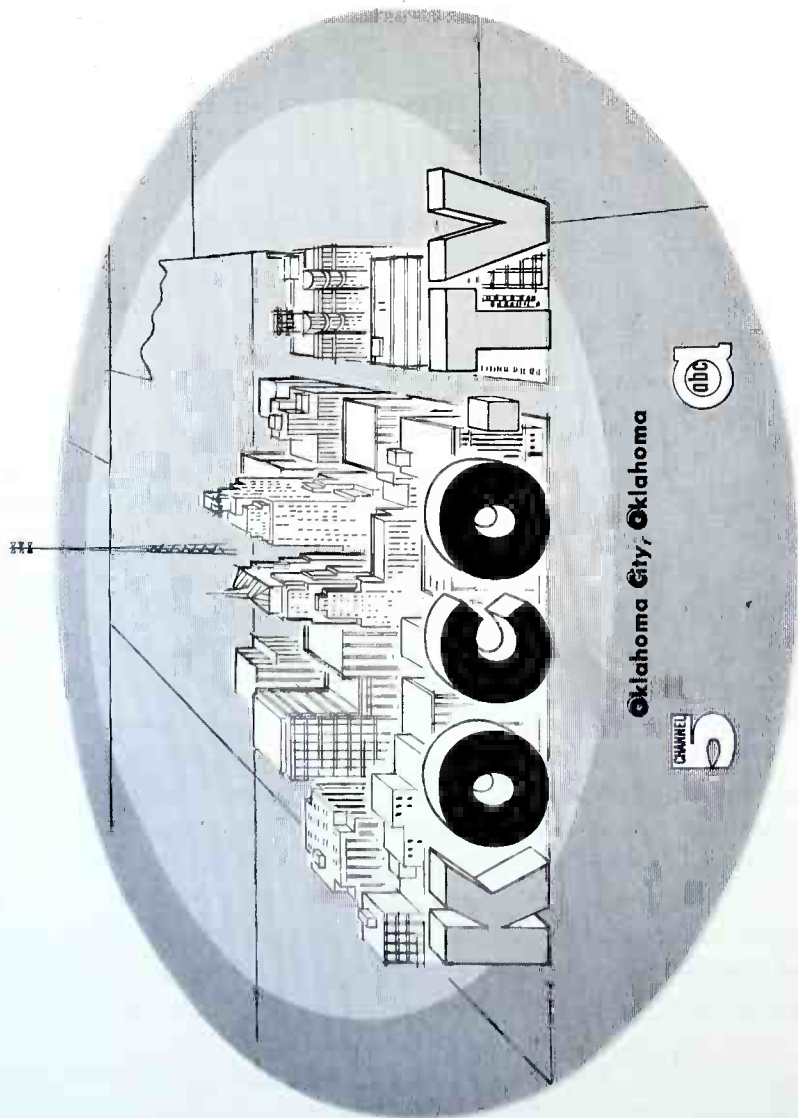
For further market data, station information, or current availabilities, contact



BLAIR TELEVISION ASSOCIATES
National Representatives

. . . . or **Charlie Keys, General Manager**
OKLAHOMA CITY, OKLAHOMA

* Television Magazine, June, '58



HENRY *Continued*

Ryan of WBZ-TV to a new tune "Holding Successful Tea Parties." Teaser telegrams informed key food buyers of the station's "Ski Time is Tea Time" promotion for the tea company. Two models in ski togs then traversed downtown Boston delivering samples of the sponsor's product and visiting key buyers who received, in addition to samples, a tea service for two and a recording of "Tea for Two." Personalities on all local live shows cooperated by plugging the campaign theme and sipping the beverage on camera.

Salada called in promotion man early

Salada Tea had a more colorful, interesting and effective campaign because promotion manager Ned Ryan was called in *early* in the campaign planning.

Happily, many agencies, clients and syndicators know how to work with good station promotion men—the Al Farbers, Jim Browns, Al Durantes, Harry Rauches, Hal Davis's.

It takes *two* to tango! Mr. Advertiser, on behalf of my brother promotion managers, may we have the *first* dance?

END

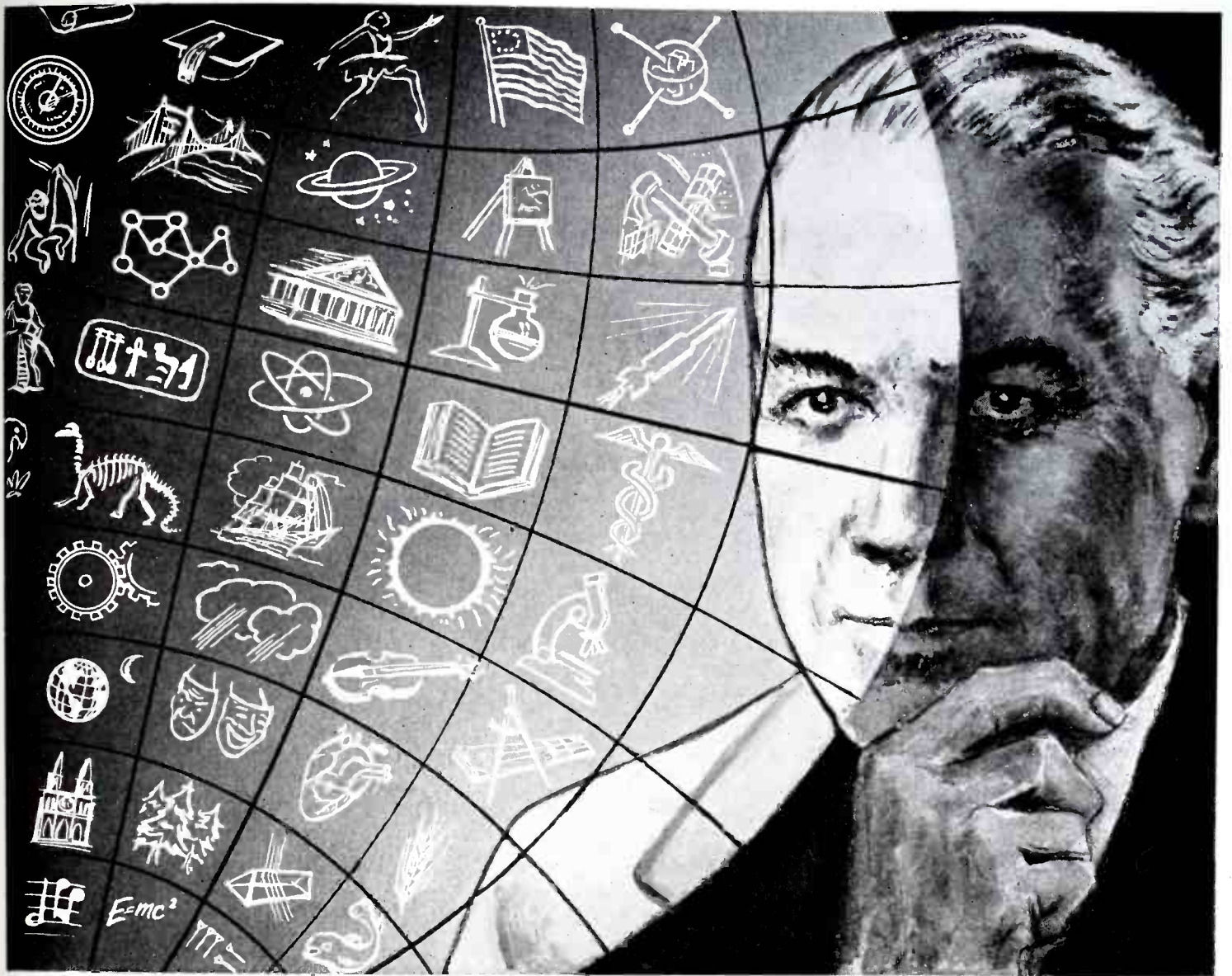
HUNTINGTON *From page 23*

of department store commercials, IDs. Measure the impact of a single telecast. Illustrate TV's idea-implanting speed. Record TV's selling-cycle role. Measure TV's audience by income and occupation and education and product consumption. Compare costs and audiences, themes and techniques, merchandising, promotion, distribution, copy, art, sound. Be available to advertisers and agencies at no cost, a service of the television industry, a service that's measured by the results it creates and not by how long this creating took.

When we see companies with fine products unable to sell them, when we see people turning from entire industries, when we hear talk about new highs in savings but new lows in spending, talk of recession and cut-backs, and when we know we have the answer, can reverse the trend, we know our role is important . . . and time is important.

Next time you see the clock reach ten and begin to wonder about supper, see if we couldn't have played a role in your exploration of television. Maybe we've been there before. Ask us.

END



BMI Introduces a New and Timely Program

THE WORLD OF THE MIND

As a companion to its award-winning programs, "The Book Parade" and "The American Story," BMI introduces a new series of timely scripts... "The World of the Mind."

Prepared by BMI with the cooperation of the American Association for the Advancement of Science and the American Council of Learned Societies, "The World of the Mind" is available to radio and television stations and to public

libraries and local boards of education for broadcast purposes.

Fifty-two eminent scholars and scientists are the authors of the programs which are each of fifteen-minutes duration. The Sciences and the Humanities are embraced equally in the wide range of topics which form "The World of the Mind" — a thorough and painstaking appraisal of man's perpetual search for knowledge and truth.

Radio and television stations will receive sample scripts and further details in the mails. Please watch for this material. "The World of the Mind" series will be available only upon request.



BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



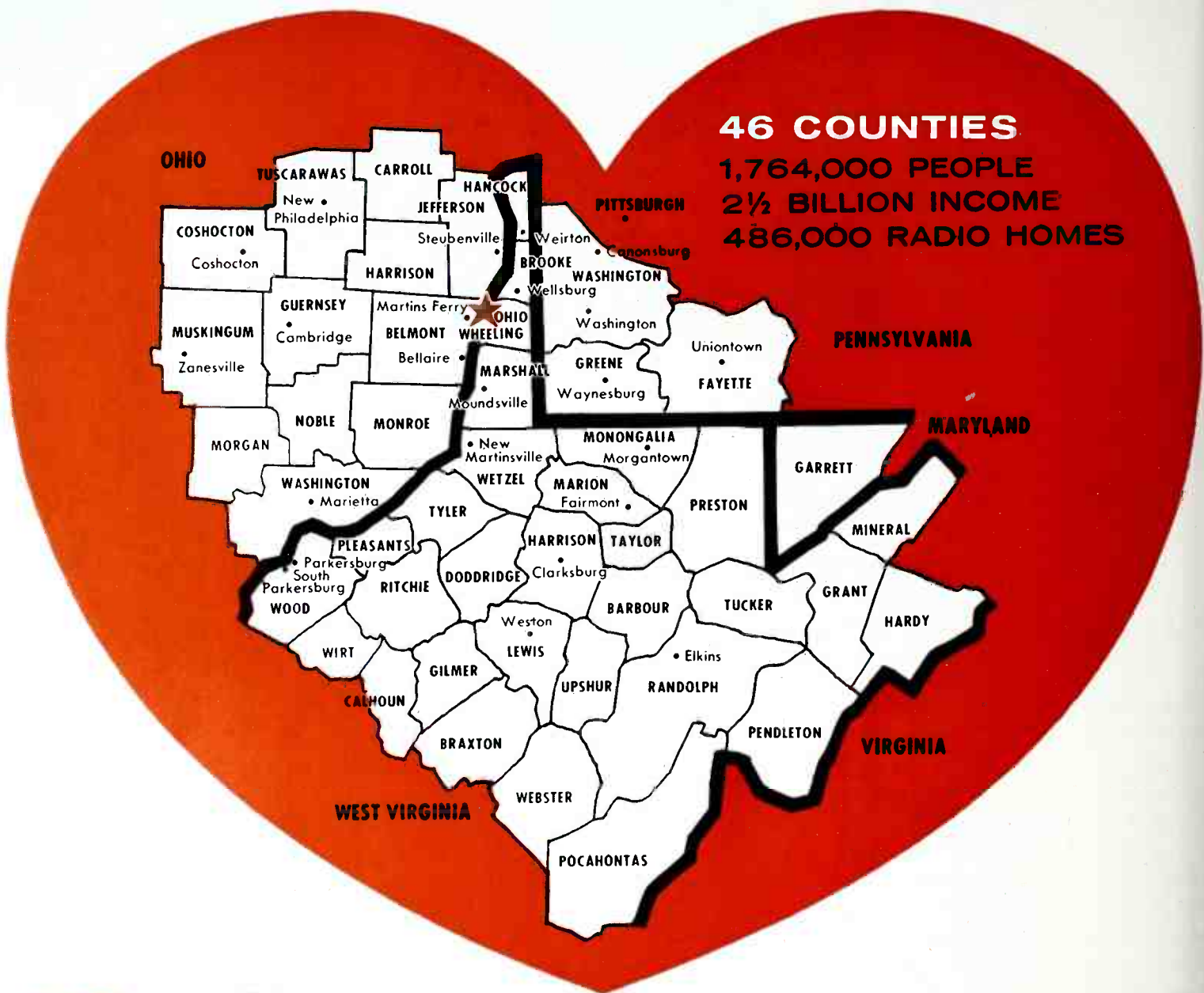
EASY AS
PL1-2345



It's easy because it's radio. One phone call from you and radio's in selling action for you tomorrow. It's easier still because it's WCBS Radio you're calling. No other radio station reaches so many different New York families (over 1.6 million*) every day. And selling comes easiest of all when you use famous, established personalities for the job... the kind that listeners have told us they believe in most**... and the kind that WCBS Radio has nothing but. Jack Sterling, for example, and Lanny Ross, Jim Lowe, Martha Wright. Performers like these give new conviction to a sales story. And this moves products. So just give Sales Manager Tom Swafford a ring (handiest phone number in town) and you're in business. Lots of business.

WCBS RADIO

REPRESENTED BY CBS RADIO SPOT SALES



WWVA sells the heart of industrial America... **FIRST** in every time period

Did you know that there is only *one* single medium of any kind that can give you dominant coverage of the 2½ billion dollar Upper Ohio River Valley Market?

Only *radio* successfully jumps the mountain barriers of this booming area—and only WWVA provides the dominant selling voice you need. The latest PULSE (Jan. 1958) proves again that WWVA is *first in every time period*, 6 A.M. to midnight, 7 days a week. Its average audience Mondays thru Fridays tops the next 3 stations combined!

Use the 50,000 Watt Voice of WWVA in Wheeling to reach 486,000 radio homes in this key market, plus a big audience bonus in 29 other counties.

"Famous on the local scene"



Only fulltime CBS Network Station in PITTSBURGH - WHEELING AREA



Storer Radio

WWVA
Wheeling

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WSPD
Toledo

WAGA
Atlanta

WGBS
Miami



A MONTHLY FEATURE
BY KEVIN B. SWEENEY

President, Radio Advertising Bureau

DON'T GIVE YOUR COWBOY THE SUMMER OFF

Advertisers should use their winter TV personalities in summer radio advertising

sustain one idea for three double-spaced pages is more than I'm able to do when the humidity is romancing 90. This month, it's a cold potpourri of vagrant ideas jotted down mostly on planes when the stewardesses or the scenery both were dull:

Foreign cars: The foreign cars' grasp of how to use radio is apparently at least equal to that of the Fords, GMs and Chryslers. Noting the times and stations the foreign cars buy and what they say and how they say it, the net impression is one of creative skill and careful media analysis. While none of the copy approaches the Archie Ford series or the last Dodge series, averaging Volvo, Sunbeam, Fiat, Fordward, etc. the level is probably higher, make for make, than for U.S. models.

Cigarettes: Speaking of high creative levels, there ought to be some sort of continuing awards to the cigarette manufacturers for the entertainment and sell they compress into the jingles. The new Camels and Hit Parade series are in the great tradition. If they had been done for any other line of product, there would be acclaim by the bucketfull. And because cigarette radio commercials rarely venture beyond an Andes-like creative plateau, they also rarely get the standing ovations they earn.

Collaboration and co-existence

Newspapers and TV together?: Newman McEvoy of Cunningham & Walsh shook the New England newspaper executives up a couple of weeks ago by suggesting that instead of yelling against TV, they "collaborate" and "co-exist."

The advice was sound although the snorts of some of the brontosaurus publishers were audible over 100 miles away.

One of Mr. McEvoy's suggestions was that newspapers analyze what TV couldn't do but that newspapers could do—point this out to advertisers and their agencies. This would induce advertisers to use newspapers in place of TV

where the newspapers provided strength that TV couldn't.

However sound the theory, the practice of a media mix on a *market-by-market* basis doesn't appear often.

If advertisers really understood that a few hundred dollars worth of re-sizing the artwork and making new plates plus a little strain in buying broadcast media at the agency level is the real difference between success and failure for them in certain markets, there would be some immediate changes made in the national advertising situation in about six of these markets.

No reason to buy newspaper ads in several markets

There are at least that many markets where incontrovertibly there is no reason at all to buy newspaper advertising as long as there is any broadcast advertising to be bought.

And if an advertiser is looking for an "extender" of his television advertising, something that gives it additional impetus, clearly the mantle falls to radio.

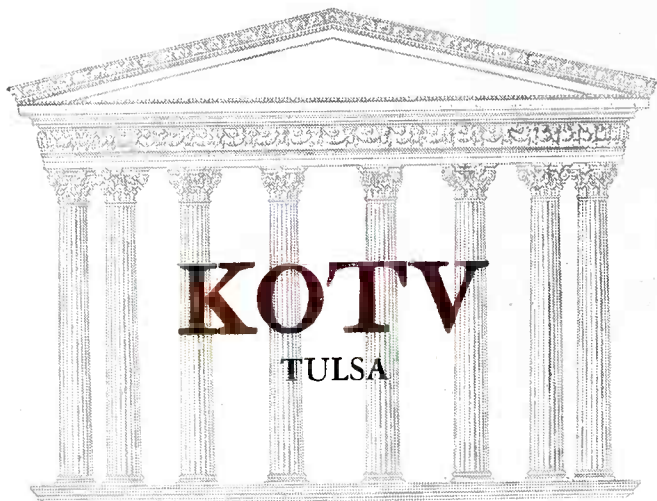
TV personalities during the summer: Speaking of "extenders" . . . If I had a cowboy working for me all winter doing my TV commercials, I wouldn't give him the summer off.

The advertisers who switch to radio during the summer after a winter of major reliance on TV make a mistake, it seems to me, if they don't use the personalities in their summer radio advertising.

Triple spotting: Radio is only on the edges of this controversy because (a) there is relatively little triple spotting in radio, and (b) in the decade since national advertisers first put concerted pressure on the broadcast media—to reduce evening network rates—radio has become less sensitive to what the "big buyer" thinks. Television may have to listen; radio doesn't.

Some agencies have included radio in their philippics against TV triple spotting, complaining particularly about

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KOTV

TULSA

A television market is more than a city

When you use KOTV ☉ Tulsa, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Dallas.
- Effective Buying Income is almost \$2,000,000,000.
- Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.

Smart advertisers want to tap this market. They do it over KOTV ☉ the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys; TV Mag. 3/58; Copyrighted . . . Sales Management 1958



KGUL-TV

HOUSTON

A television market is more than a city

When you use KGUL-TV ☉ Houston . . . you sell a quarter of Texas—a television market whose:

- Total Retail Sales are greater than Metropolitan Washington.
- Effective Buying Income is over \$3,840,000,000.
- Food Sales are greater than Metropolitan Cleveland.

Smart advertisers want to tap this market. They do it over KGUL-TV ☉ the *only* station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

Sources: TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WANE-TV

FORT WAYNE

A television market is more than a city

When you use WANE-TV ☉ Fort Wayne, you sell a television market whose:

- Total Retail Sales are twice those of Metropolitan Nashville.
- Effective Buying Income is over \$1,380,000,000.
- Automobile Sales are greater than Metropolitan Seattle.

Smart advertisers want to tap this market. They do it over WANE-TV ☉ as more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne Market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WISH-TV

INDIANAPOLIS

A television market is more than a city

When you use WISH-TV ☉ Indianapolis, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined.
- Effective Buying Income is almost \$5,000,000,000.
- Food Sales are equal to Metropolitan Milwaukee and Cincinnati combined.

Smart advertisers want to tap this market. They do it over WISH-TV ☉ the station that has dominated the Indianapolis Market in 25 consecutive surveys. Represented by Bolling.

Sources: All ARB, Pulse, Nielsen surveys since July 1955; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

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



A MONTHLY FEATURE ON THE TELEVISION COMMERCIAL

by Harry Wayne McMahan, vice president of Leo Burnett Company

SUDS, PUPPETS AND KENSINGER JONES

er advertisers are coming up with some notable new commercial techniques

am is spilling all over the teleweewee sets these days and I like it. There's nothing I enjoy so much as a good commercial over a gin-and-tonic.

New York, Chicago and the West Coast all come up with new entries in the sudsy sweepstakes that bear noting. Rheingold, one of the pioneers in stop motion for TV commercials, comes back with a new version of their jingle in march tempo, coupled with some of the sharpest, smoothest stop motion ever done in this country. Bob Jenness of Tatham, Inc., is the patient wizard behind the camera, and Foote-Cone, of course, is the agency.

Shaefer, the billowing competitor of Rheingold in Manhattan precincts, has a new beer approach on TV, too. It is on a silhouette technique, with an occasional touch of front lighting—such as they feature in their print campaign. Caravel produced for BBDO.

Chicago. Tatham-Laird has an interesting experiment in the 8-second ID for Weidemann's, their Ohio account, produced by Kling. Shaving SAG fees, no faces are shown but people are evident behind a newspaper or a back fence, and dialogue in this vein:

"Where you goin'?"
"Home."
"Whatcha gonna do?"
"Iave a Weidemann's Registered."
"Ahhhh!"

Further west, Burgermeister has upset the ARB popularity polls in California with a new series of spots that knock off Hamm's, a rival beer long a favorite on TV.

Burgie, out of BBDO, San Francisco, does it with a dozen 20-second cartoons from Playhouse Pictures. Some of them have been so successful they have been dubbed in Spanish and Hawaiian. Typical film shows their goofily engaging little cartoon man whittling and saying:

"Burgermeister Beer is so much more refreshing . . ." "Point to the bottle," interrupts an off-screen sponsorish voice.

The little man looks up to the audience shyly, "It's not me to point, is it?"

Puppets—Cute Puppets . . .

We were rather skeptical when we heard that puppet spots for Wilkins' Coffee were leading the ARB polls in Washington, D.C.—but not after seeing this clever little series of IDs. These are cute. Cute puppets. Cute, fine, funny writing.



Rheingold: Foote, Cone & Belding



Schaefer: BBDO



Burgermeister: BBDO



Wilkins' Coffee: M. Belmont Ver Standig, Inc.

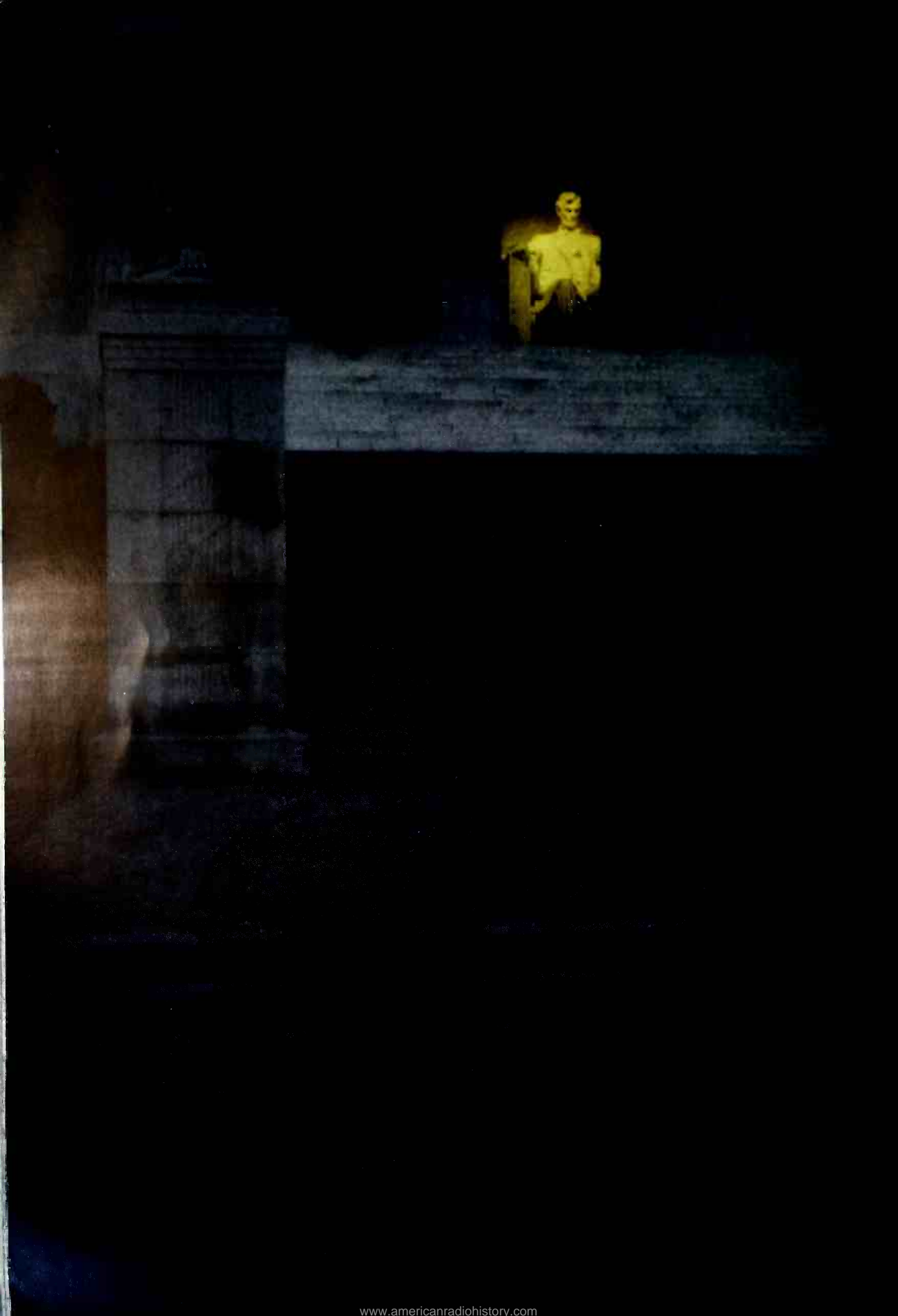


Chevrolet: Campbell-Ewald



U.S. Steel: BBDO

To page 39



"WITH MALICE TOWARD NONE"

*...Another study in
a series of Washington
scenes brought to you
by WTOP Television with
photographs by Fred Maroon.
Designed by Henry Bacon,
this hallowed sanctuary
enshrines the colossal
seated figure of Abraham Lincoln
by Sculptor Daniel Chester French.
The interior walls are inscribed
with Lincoln's Gettysburg
Address and his
Second Inaugural Address.
Murals, by Jules Guerin,
allegorically suggest the themes
of Emancipation and Reunion.*

REPRINTS ON REQUEST

WTOP TELEVISION

AT BROADCAST HOUSE, WASHINGTON, D.C.

AN AFFILIATE OF CBS TELEVISION NETWORK

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

REPRESENTED BY **CBS** TELEVISION SPOT SALES



Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

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

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Offices in Principal Cities



*TM AMPEX CORP.

The muppets are hand puppets with ludicrous "space-man" heads in textured cloth. Their dialogue is about as zany as you could imagine in seven-and-a-half seconds. One at a diner counter.

"Coffee and a piece of pie?"

"Naw, just give me pie." (He gets the whole pie, in the face.)

"...Now, would you like some Wilkins' Coffee to wash that pie down?"

Not funny? Well, see for yourself. Viewers certainly like 'em. And Mr. M. Belmont Ver Standig, head of the agency that created them (produced by Rodel in Washington) is now offering to syndicate the series for other regional sponsors. Price is \$2500 per spot per market, plus \$1100 production charge. If it's popularity of spot you want, this might be your answer.

Man of Few Words . . .

Kensinger Jones, one of our favorite writers in this TV commercial business and now head of this work at Campbell-Ewald, is a good man with words. He's also shrewd enough to know when not to use words.

Entire scene in pantomime

In a new color commercial for Chevrolet, he stages his entire situation in pantomime. It's the story of a teenage boy who is about to depart on his big date. As the family watches he looks wistfully from his old jalopy to Dad's new Impala convertible. You can guess the conclusion, but you can't guess how expertly it was done unless you've seen the commercial.

Great direction, of course, is essential to this type of spot and here great directorial credit goes to Jerry Schnitzler, who has ample experience in word-

less story-telling via film up Canada way. Jerry, now head man of Lawrence-Schnitzler in Hollywood, the producers of this spot, makes the same technique come off well in a current Sweetheart Soap commercial, too.

We need more of this fine writing and sensitive direction in this business.

Miscellany . . .

U.S. Steel has a rather fresh new 3 1/2 minute commercial, "Through the Magic Mirror of Steel." Telling the fairly commonplace story of what steel means in our daily lives, it uses cute little 7-year-old Karen Lee (now in "Music Man") as the central character. There are sequences of Karen in her office, her farm, her home and at school. She's fine. But Jerry Brand as the narrator somewhat blunts the story's progress as he talks down to her in BBDO's sometimes dullish script. Transfilm's production is quite good.

On Film, in Princeton, New Jersey, continues to do some of the most avant garde work in the business. In their latest demo reel, we especially liked their "Scotland Yard" opening for Sanka Coffee as well as various commercials they've done on Sanka for Y&R.

Pelican, New York animation house, seems to be having a resurgence and we particularly liked their latest spot for Ipana.

In Hollywood, Ray Patin has a new reel of fresh commercials. Especially, I like a new one on Cut-Rite. This was originally produced for Canada and was so successful it is now being used here in the States. More nice Patin touches are to be seen in a new commercial on Insul-Ease, which features the voice of that grand old codger, Cliff Arquette. END

WEENEY From page 33

he 7-9 a.m. time overloading. What constitutes overloading is subjective. Are two 30-second announcements back-to-back separated from a minute announcement by a 45-second weather report "over-commercialization?" Many would argue "yes," but others would argue "if the people keep listening, isn't that the important subjective view?"

In radio, there is a wide range of facilities to choose from. If the advertiser believes that more than six other announcements in any half-hour period affects his announcement ad-

versely, he can find a station where his announcement won't be crowded. Or he should specify on his order the terms of his buy—"no competitive announcement closer than 30 minutes" or "not to be double-spotted."

Radio over-commercial?

The average radio station operator when he hears the over-commercialization bit from a national advertiser looks at the Thursday edition of his daily newspaper which may be up to 85% "commercial," looks baffled, and says, "Who, me?" END

10,000 miles away
but I'm sold "live"



Captain Fortune
KPIX Television (Westinghouse)

"We Videotaped* my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy—and there was no loss in station revenue."

AMPEX
CORPORATION

907 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional
products division

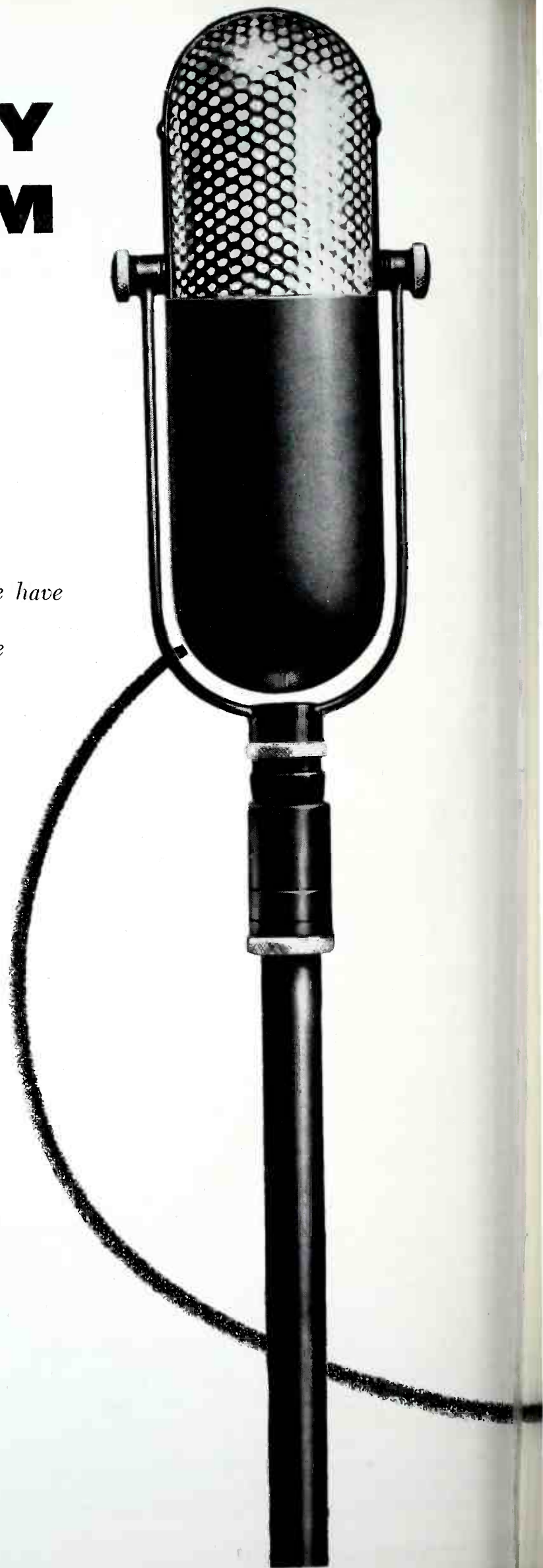
*TM Ampex Corporation

INDUSTRY ACCLAIM

*TELEVISION Magazine's new concept,
new editorial coverage of radio has
received a tremendous acceptance
throughout the industry.*

*To our readers, the encouragement we have
received means TELEVISION magazine
will even further strengthen our unique
approach to radio by publishing
essential studies in the basic
areas of radio use.*

*To broadcasters TELEVISION
Magazine has now become
a prime medium for radio
advertising. We reach the big
spenders in television, who are also
the big spenders in radio . . .
and, psychologically provide a unique
editorial climate and a fresh approach
for radio advertising.*



FOOTE, CONE & BELDING

"A much needed and intelligent addition."

COMPTON

"Your radio studies are excellent and provocative."

BRYAN HOUSTON

"Your radio coverage makes TELEVISION Magazine more valuable than ever before."

CBS RADIO

"The treatment you give radio . . . an enlightened approach."

NBC RADIO

"Delighted with your radio section."

ABC

"Extremely valuable contribution."

JOHN BLAIR & COMPANY

"Cannot commend you sufficiently for your excellent radio coverage."

EDWARD PETRY & CO.

"Important material . . . good timing."

New Tower* Height at VHF



WISC-TV MADISON, WISC.

* Gives you more for your money

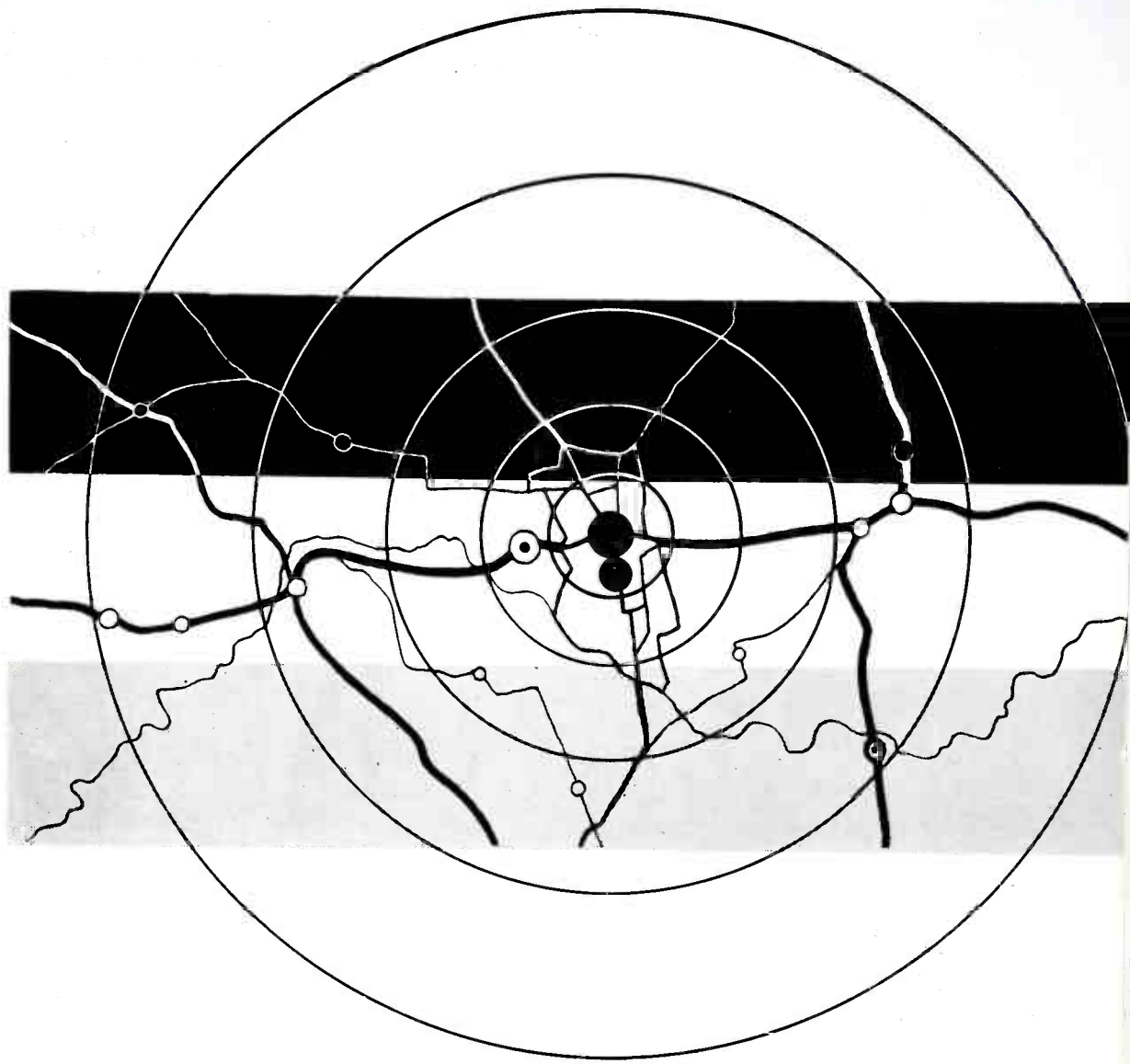
TV HOMES in Area - - - - **359,400**
Total HOUSEHOLDS - - - - **441,100**
Total POPULATION - - - - **1,497,850**
Total RETAIL SALES - **\$1,823,565,100**

County COVERAGE - **32 (Wisc., Ill., Ia.)**
Maximum POWER - - **100,000 Watts**
Maximum TOWER - - **1,000 Ft. A.A.T.**
ANTENNA HEIGHT - - **2,036 Ft. A.S.L.**



Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.





MARKET BOOK 1958

In this Market Book, TELEVISION MAGAZINE's exclusive estimates of circulation and TV market data are presented in the following ways:

J. S. TV Homes By Counties—a directory of the states and their counties, giving the number of families in January, 1958 from *Sales Management*, and the number of TV homes in August. The county TV homes are projected by TELEVISION MAGAZINE.

Television Markets—definition of each market's coverage area by counties, with the number of VHF homes in August, the population, families and retail sales for each county and for the total market. The coverage area of the nation's TV markets has been defined as of August and the market data has been correlated to these areas. A description of market definition procedures is on page 44.

Television Markets vs. Standard Markets—a comparison of TV homes, population, families and retail sales included in the full coverage area of each TV market with the corresponding data for each standard metropolitan area. These

figures illustrate the importance of the TV area as a concept in marketing. They also provide a convenient summary of the TV market-data totals.

- **Receiver Circulation**—the regular monthly compilation of set count, penetration, stations and affiliations. An explanation of how TELEVISION MAGAZINE computes circulation appears on page 75.

- These are the raw materials needed in making TV-market decisions. The Market Book provides the base for projecting ratings, analyzing coverage, planning schedules and correlating sales or distribution with TV areas.

The market definitions are based largely on re-evaluations of market areas in accordance with the Nielsen coverage study and the ARB A-Z surveys. Receiver-circulation estimates are based on projections of the ARF-Nielsen findings, updated to August. TELEVISION MAGAZINE is the only source for updated circulation estimates on a continuing basis.

The data in the Market Book is copyrighted and may not be reproduced without permission.

HOW COVERAGE IS DEFINED

*Terms used by Television Magazine's
Research Department in analyzing markets*

The coverage area of a TV market is determined by TELEVISION MAGAZINE's research department through careful study of viewing factors where these are available and current, or by engineering contours where they're not.

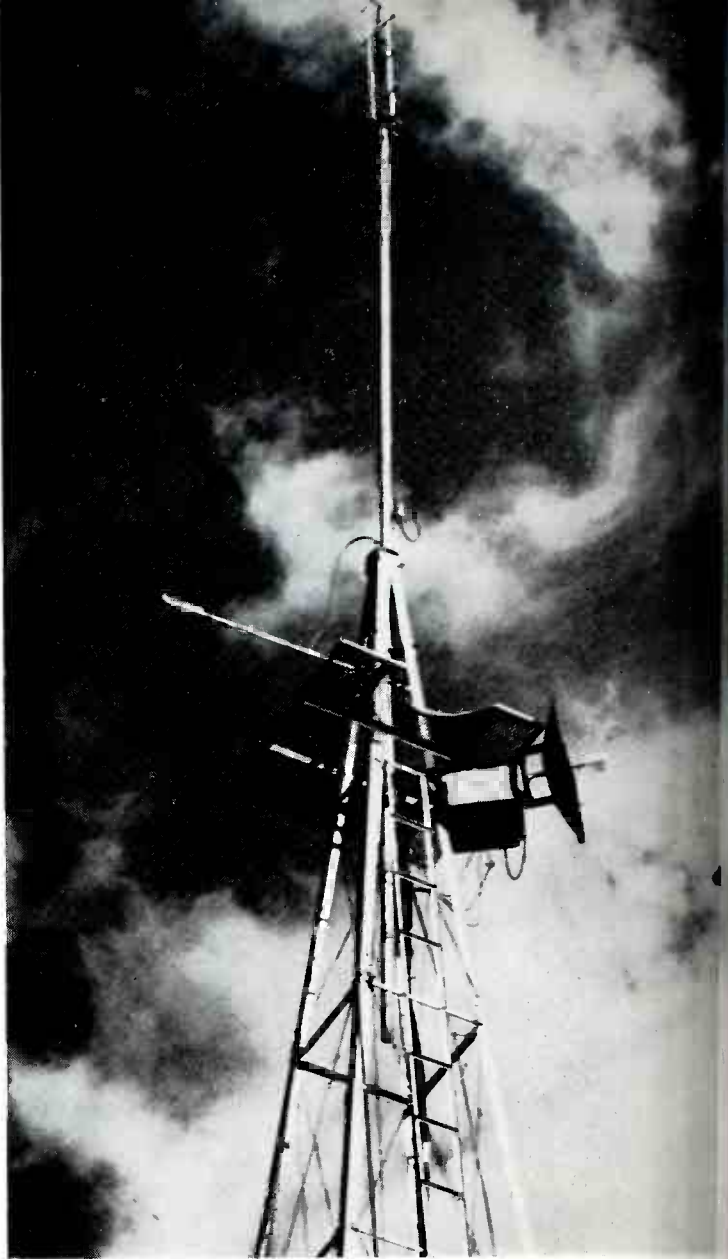
Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception. Other factors, however, may well rule out any incidence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in the service area must all be weighed. The influence of these factors is reflected in the Nielsen coverage study, the ARB A-Z studies and, in some cases, the regular reports of the various rating services. The Nielsen data in particular has become the backbone of estimating coverage and re-evaluating markets.

When the NCS No. 2 was released, it was apparent that any cut-off plan rigidly applied could not provide an accurate picture of station coverage.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%, based on Nielsen's nighttime weekly viewing factor. Normally, a county will be credited to a market if one quarter of the TV homes in that county claim to view that station at least once a week.

Because of the launching of new stations and the continual changes in power, antenna and affiliation, coverage is con-



stantly changing. The TELEVISION MAGAZINE research department continuously studies these changes and revises market data accordingly.

Because so many engineering terms and measurements are used in everyday work by stations and advertising agencies, there is a good deal of confusion about the meaning of power increases in relation to antenna height, difference between Grade A and Grade B signals and so forth. The following explanations and charts should help clear up some misunderstandings.

Coverage can be extended by increasing either power or antenna height. Unless an increase in power is considerable, it can mean very little in terms of increased coverage—for example, the charts in this article show that a tenfold increase in power will roughly double a station's coverage area. (However, the quality of the picture in fringe areas would be improved.)

Increased antenna height more directly increases coverage. For example, a low VHF channel with an effective radiated power of 100 kilowatts can extend its Grade B coverage from 50 to 70 miles by increasing antenna height from 100 to 1,000 feet.

Several height measurements often are indicated, such as above ground and above sea level. However, the figure for coverage purposes is the *height of the antenna above average terrain*.

ENGINEERING PROJECTION OF COVERAGE PREPARED BY CBS-TV ENGINEERING

GRADE A COVERAGE

VHF CHANNELS 2-6 GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
100 FT.	7	12	18	21
200 FT.	9	16	23	27
300 FT.	11	19	27	31
400 FT.	13	23	32	37
500 FT.	19	34	46	50
600 FT.	32	55	70	77

VHF CHANNELS 7-13 GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
100 FT.	7	12.5	18.5	21	25	28
200 FT.	9	16.5	24	28	32	35
300 FT.	11	20	29	34	37	40
400 FT.	13.5	25	36	40	43	46
500 FT.	21	40	50	54	59	61
600 FT.	32	62	76	82	88	91

UHF CHANNELS 14-83 GRADE A SERVICE CONTOURS (74db 5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
100 FT.	5	9	13	15	18	20	26
200 FT.	6.5	11.5	17	20	23	25	32
300 FT.	8	13.5	20	23	27	30	37
400 FT.	9	16.5	24	28	32	35	43
500 FT.	13	24	35	41	46	49	57
600 FT.	21	41	57	64	70	75	85

GRADE B COVERAGE

VHF CHANNELS 2-6 GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	22	35	46	50
500 FT.	28	43	52	57
700 FT.	33	47	58	63
1000 FT.	39	54	65	70
2000 FT.	52	69	81	86
5000 FT.	79	100	113	118

VHF CHANNELS 7-13 GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	17	28	37	40	43	45
500 FT.	22	35	43	46	49	52
700 FT.	27	40	48	50	54	57
1000 FT.	33	46	54	57	61	63
2000 FT.	47	61	70	74	77	80
5000 FT.	73	91	102	106	107	113

UHF CHANNELS 14-83 GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300 FT.	9	15	22	26	29	31	40
500 FT.	11.5	20	28	32	37	40	47
700 FT.	13.5	23	33	37	41	45	52
1000 FT.	16.5	28	39	43	47	50	59
2000 FT.	24	41	52	57	62	65	74
5000 FT.	41	64	79	85	90	95	105

Effective Radiated Power (ERP)

This is the end result of the combination of power and antenna gain. For example, a 5-kilowatt transmitter may provide an ERP of 20 kilowatts because the antenna concentrates the power in a horizontal direction.

Grade A and B service

These are estimates of signal coverage required by the FCC from television station applicants. All measurements of signal strength are considered in terms of the strength of the signal at the location of a receiver. Antenna gain, which might enable reception of a weak signal, varies by type of individual installation and is not considered here. The only signal, however, that must be achieved by the station is, according to the FCC, "a specified minimum signal over the entire principal community to be served."

The Grade A contour is the line at which the required signal strength can be measured in 70% of the locations at least 90% of the time. For Channels 2-6, the required strength is 2.5 mv/m; for Channels 7-13, 3.55 mv/m; and for Channels 14-83, 5 mv/m.

It can be seen that the lower the channel the lower the signal strength requirements are. Conversely, the higher the frequency or channel, the greater the effective radiated power needed to provide equivalent service.

Grade B service is exactly what it sounds like. Required

strength for Channels 2-6 is .22 mv/m; for Channels 7-13, .63 mv/m; and for Channels 14-83, 1.6 mv/m.

It should be noted that while Grade A service is generally required in urban areas to provide a clear and reliable picture in spite of electronic interference, Grade B service is generally satisfactory in rural localities.

"Extended B"

The generally accepted minimum signal, called "extended B," has a measured signal strength of 100 microvolts per meter (0.1 millivolt) in the VHF low band (channels 2-6). This is equivalent to 150 microvolts per meter on the VHF high bands (channels 7-13) and to 200-300 microvolts per meter in the UHF spectrum.

Millivolts per meter (mv/m)

A millivolt per meter is 1/1,000 of a volt per meter. This is a basic measurement of the field strength of a signal. .22 mv/m, one of the measurements required by the FCC, means .00022 volts per meter.

One millivolt equals 1,000 microvolts.

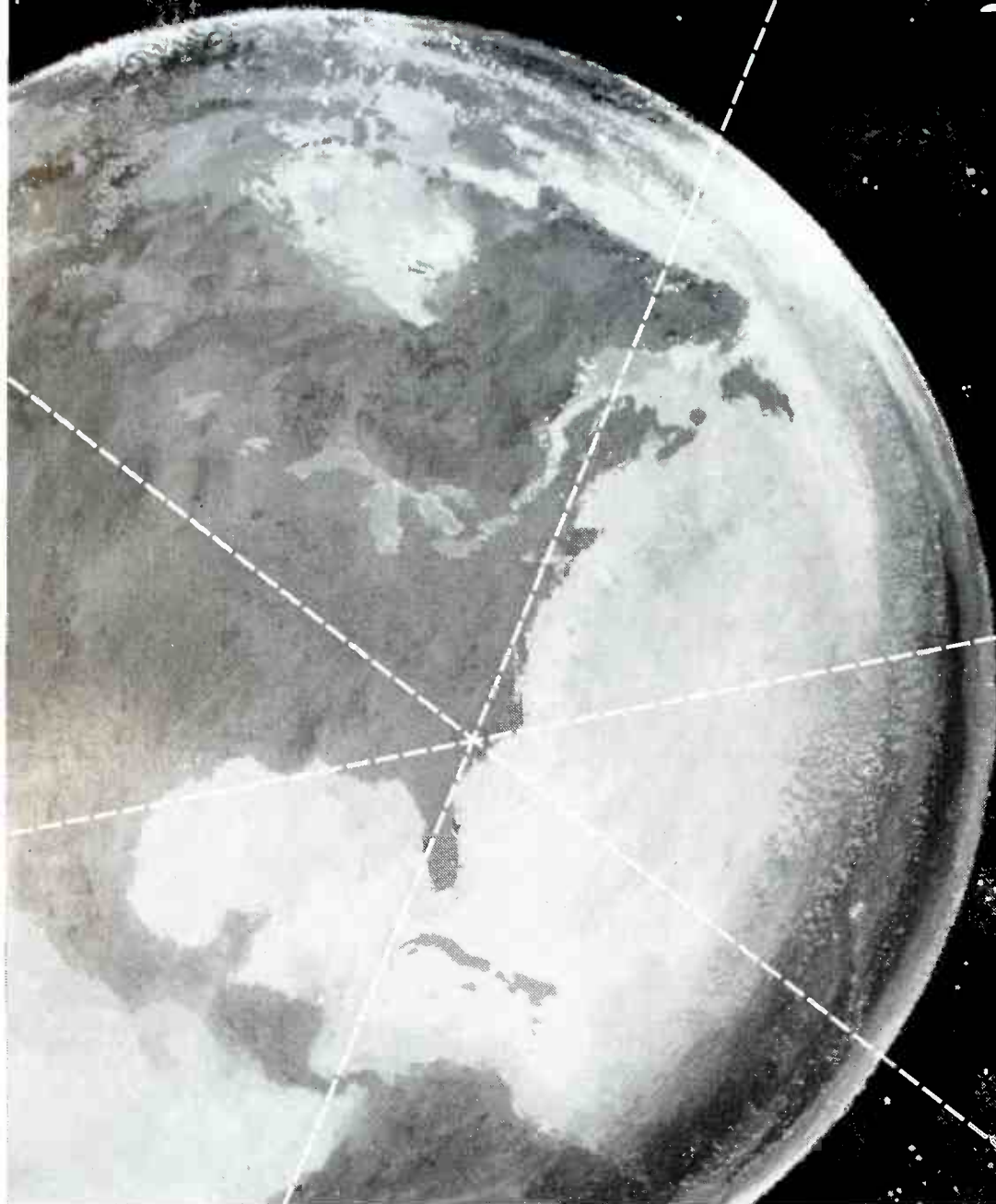
"Dbu"

This stands for decibels above a standard reference level and is another measurement of signal strength which also is sometimes used in contour definition.

END

FLORENCE

the milky way market

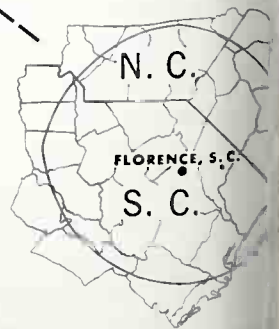


ONE MILLION WITH ONE BILLION

Clustering communities totaling one-million population comprise the Florence "Milky Way Market."

These one-million people with more than one-billion in Effective Buying Income are reached most effectively by WBTW, the only VHF television station within 78 miles.

Quality Jefferson Standard production and facilities doubly insure your sales success. Call CBS Television Spot Sales for the complete story.



JEFFERSON STANDARD BROADCASTING COMPANY

TELEVISION MARKETS VS. STANDARD MARKETS

Television coverage goes far beyond the limits of standard metropolitan areas; this Television Magazine study stresses the need for revising marketing concepts

Because TV's coverage generally includes several trading areas, the TV market is a unique development in sales and advertising.

The extent of the difference between TV markets and standard metropolitan areas is strikingly illustrated in the following comparisons, worked out by TELEVISION MAGAZINE's Research Department from the 1958 "Survey of Buying Power," through the cooperation of *Sales Management*.

These differences occur in major as well as minor markets. For example, the San Francisco television market includes over 500,000 families, representing over two billion dollars in retail sales, outside the standard market area.

Where no data appears in the standard-metropolitan-area column, the city was not large enough to be ranked on a standard-area basis. "DI" indicates that the data on the TV area is inadequate for comparison.

	TV HOMES (Aug. 1958)		FAMILIES (Jan. 1958)		POPULATION (Jan. 1958)		RETAIL SALES (Jan. 1958)	
	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (\$000)	Stand. Met. Area (\$000)
Abilene, Tex.	75.8	20.2	102.2	24.6	345.2	84.5	382,590	103,059
Ada, Okla.	94.0	—	123.8	—	432.4	—	354,741	—
Akron, Ohio	—	—	204.5	148.9	690.8	496.2	919,083	667,871
Albany, Georgia	66.2	12.1	113.0	16.1	483.2	58.2	321,815	69,877
Albany-Schenectady-Troy, N.Y.	506.8	163.5	561.6	178.9	1,858.5	570.0	2,220,160	725,887
Albuquerque, N.M.	100.1	57.5	131.8	62.9	517.6	224.1	569,556	271,040
Alexandria, La.	88.9	23.9	141.0	29.9	517.8	110.8	385,971	97,530
Altoona, Pa.	356.2	36.3	412.7	39.9	1,479.6	136.1	1,419,928	140,302
Amarillo, Tex.	105.7	39.9	140.6	44.8	482.2	143.8	606,636	209,456
Ames, Iowa	341.7	—	386.1	—	1,240.6	—	1,493,601	—
Anderson, S.C.	—	—	118.0	—	463.0	—	328,389	—
Ardmore, Okla.	82.2	—	103.7	—	348.3	—	354,545	—
Asheville, N.C.	390.3	26.7	530.8	36.3	2,083.3	135.4	1,653,732	140,797
Atlanta, Ga.	649.1	222.4	832.3	247.8	3,176.3	866.2	2,985,594	1,233,398
Augusta, Ga.	176.0	55.1	258.5	71.0	1,038.0	265.6	720,341	222,485
Austin, Minn.	150.6	—	175.6	—	608.5	—	721,806	—
Austin, Tex.	156.1	43.4	204.1	51.9	745.1	195.6	764,611	213,479
Bakersfield, Cal.	166.8	71.0	195.7	82.2	651.8	276.5	867,463	368,087
Baltimore, Md.	644.4	399.3	726.8	444.8	2,611.0	1,576.8	3,032,965	1,943,120
Bangor, Me.	117.1	28.1	133.8	30.9	485.3	115.1	522,624	141,594
Baton Rouge, La.	276.1	55.3	384.1	64.2	1,474.0	230.7	1,276,619	281,267

	TV HOMES (Aug. 1958)		FAMILIES (Jan. 1958)		POPULATION (Jan. 1958)		RETAIL SALES (Jan. 1958)	
	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (\$000)	Stand. Met. Area (\$000)
Bay City-Saginaw, Mich.	317.0	75.2	352.1	82.0	1,226.7	285.1	1,431,642	325,521
Beaumont, Tex.	156.8	58.8 ¹	201.0	68.8 ¹	714.3	235.1 ¹	753,734	304,155 ¹
Bellingham, Wash.	86.3	18.6	103.8	24.6	317.7	73.6	324,139	66,181
Big Spring, Tex.	26.8	—	35.8	—	128.7	—	162,116	—
Billings, Mont.	47.1	19.0	78.4	23.6	253.1	73.5	318,242	105,622
Binghamton, N.Y.	344.4	56.1	392.7	61.9	1,325.8	206.9	1,448,853	243,907
Birmingham, Ala.	443.9	159.3	592.3	178.1	2,270.9	629.4	1,744,138	634,563
Bismark, N.D.	61.8	—	96.0	—	360.8	—	386,272	—
Bloomington, Ill.	—	—	28.0	28.0	90.0	90.0	103,748	103,748
Bloomington, Ind.	756.0	—	848.4	—	2,737.5	—	3,129,271	—
Bluefield, W.Va.	161.2	—	236.3	—	1,002.0	—	638,003	—
Boise, Idaho	70.9	35.9	96.8	43.1	317.4	141.4	385,359	182,040
Boston, Mass.	1,382.4	797.0	1,508.1	866.6	5,156.1	3,003.2	6,397,618	3,944,481
Bridgeport, Conn.	72.3	—	513.1	176.8 ²	1,783.5	603.5 ²	2,368,160	924,558 ²
Bristol, Va.-Tenn.	258.8	43.9 ³	385.5	59.8 ³	1,635.8	234.4 ³	993,191	213,719 ³
Bryan, Tex.	31.4	—	44.5	—	162.6	—	153,215	—
Buffalo, N.Y.	571.4	356.6	631.6	384.3	2,141.0	304.2	2,494,190	1,577,242
Burlington, Vt.	162.5	16.6	186.5	18.1	665.2	68.0	751,258	81,690
Butte, Mont.	37.1	20.6 ⁴	57.2	26.4 ⁴	172.7	77.9 ⁴	206,463	89,686 ⁴
Cadillac, Mich.	192.7	—	221.1	—	769.5	—	893,325	—
Cape Girardeau, Mo.	227.5	—	304.1	—	1,023.8	—	908,558	—
Carlsbad, N. Mex.	36.1	—	50.5	—	180.4	—	222,146	—
Carthage-Watertown, N.Y.	84.6	22.1 ⁵	102.3	26.9 ⁵	357.0	87.9 ⁵	365,703	110,073 ⁵
Casper, Wyo.	18.1	—	32.3	—	102.3	—	155,525	—
Cedar Rapids-Waterloo, Iowa	357.4	70.3	402.9	74.8	1,327.6	239.5	1,571,129	319,948
Champaign, Ill.	420.1	30.0 ⁶	487.0	33.3 ⁶	1,581.4	125.9 ⁶	1,864,178	141,758 ⁶
Charleston, S.C.	203.1	45.9	296.2	54.0	1,259.2	197.8	904,003	190,735
Charleston-Huntington, W.Va.	446.5	143.6 ⁷	581.8	164.7 ⁷	2,296.8	604.7 ⁷	1,732,984	624,420 ⁷
Charlotte, N.C.	666.6	61.8	871.4	70.7	3,490.2	263.3	2,925,824	335,100
Chattanooga, Tenn.	187.3	70.1	249.6	83.4	948.4	290.4	736,276	307,582
Cheyenne, Wyo.	76.1	14.5	111.7	17.1	372.3	60.0	481,004	71,346
Chicago, Ill.	2,164.8	776.1	2,353.7	1,923.3	7,702.5	6,266.2	10,420,773	8,674,138
Chico, Cal.	95.4	—	130.7	—	408.4	—	559,678	—
Cincinnati, Ohio	637.6	310.1	728.9	334.7	2,426.4	1,056.5	2,677,659	1,349,146
Clarksburg, W.Va.	75.2	13.8	112.3	22.5	420.5	79.5	360,150	89,637
Cleveland, Ohio	1,230.2	483.8	1,331.3	517.8	4,481.8	1,719.7	5,957,451	2,477,527
Clovis, N.Mex.	21.6	—	31.5	—	112.0	—	151,492	—
Colorado Springs-Pueblo, Colo.	85.8	59.1	117.3	71.2	397.2	518.6	426,433	299,005
Columbia-Jefferson City, Mo.	137.4	—	180.6	—	579.8	—	563,774	—
Columbia, S.C.	206.1	37.5	286.1	45.1	1,182.0	177.7	851,498	191,025
Columbus, Ga.	189.2	46.2	280.2	54.2	1,136.3	247.3	806,202	177,322
Columbus, Miss.	75.4	—	123.3	—	492.8	—	296,144	—
Columbus, Ohio	456.3	179.5	496.6	191.7	1,673.8	645.3	2,005,106	866,897
Corpus Christi, Tex.	105.5	55.9	140.4	67.7	536.1	254.0	566,490	282,315
Dallas-Ft. Worth, Tex.	643.3	391.6	779.7	433.9	2,585.2	1,418.6	3,151,752	1,997,495
Danville, Ill.	70.7	—	89.4	29.4	301.9	92.0	352,445	116,052
Davenport, Iowa-Rock Island, Ill.	412.5	76.5 ⁸	456.9	82.0 ⁸	1,482.3	267.1 ⁸	1,792,902	337,639 ⁸
Dayton, Ohio	475.6	163.4	517.1	174.0	1,736.8	589.3	2,001,169	700,530
Daytona Beach, Fla.	184.1	20.8	253.8	33.4	858.6	102.4	1,062,401	153,215
Decatur, Ala.	—	—	43.9	—	174.7	—	127,280	—
Decatur, Ill.	167.8	—	201.5	36.0	654.6	112.6	817,157	163,153
Denver, Colo.	330.9	224.5	387.5	245.2	1,257.1	780.3	1,705,513	1,115,309
Des Moines, Iowa	286.4	78.3	324.3	83.3	1,035.7	257.0	1,229,064	356,209

1. Standard Metropolitan Area listed as Beaumont-Port Arthur.

2. Standard Metropolitan Area listed as Bridgeport-Stamford-Norwalk.

3. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Va., Tenn.

4. Standard Metropolitan Area listed as Butte-Anaconda.

5. Watertown only.

6. Standard Metropolitan Area listed as Champaign-Urbana.

7. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.

8. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.



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	TV HOMES (Aug. 1958)		FAMILIES (Jan. 1958)		POPULATION (Jan. 1958)		RETAIL SALES (Jan. 1958)	
	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (\$000)	Stand. Met. Area (\$000)
Indianapolis, Ind.	779.1	187.6	871.3	202.3	2,809.4	640.0	3,226,691	934,631
Jackson, Miss.	240.8	38.1	377.4	46.1	1,445.5	168.0	1,041,846	183,140
Jackson, Tenn.	89.9	—	137.9	—	499.8	—	339,318	—
Jacksonville, Fla.	284.8	101.1	415.1	118.0	1,556.3	418.2	1,665,682	576,989
Jefferson City-Columbia, Mo.	137.4	—	180.6	—	579.8	—	563,774	—
Johnson City, Tenn.	141.8	43.9 ¹⁶	223.9	59.8 ¹⁶	932.6	234.4 ¹⁶	555,876	213,719
Johnstown, Pa.	329.5	70.8	604.4	79.1	2,165.0	293.6	2,042,097	163,313
Joplin Mo.-Pittsburg, Kan.	160.8	32.3 ¹⁷	208.1	37.5 ¹⁷	649.9	112.0 ¹⁷	623,677	136,081
Kalamazoo, Mich.	679.1	44.0	746.0	47.5	2,487.1	158.7	2,851,063	196,102
Kansas City, Mo.	596.2	311.5	673.9	331.0	2,087.6	1,009.2	2,535,949	1,400,326
Kearney, Neb.	122.3	—	171.0	—	559.5	—	642,058	—
Klamath Falls, Ore.	18.4	—	30.4	—	95.7	—	129,100	—
Knoxville, Tenn.	260.7	86.9	375.4	99.2	1,495.8	367.3	1,088,874	395,703
La Crosse, Wis.	142.7	18.5	176.6	21.6	619.8	74.8	641,915	95,367
Lafayette, Ind.	—	—	77.1	24.4	251.2	86.9	286,466	95,099
Lafayette, La.	124.3	13.9	180.9	18.5	696.3	70.0	558,865	85,506
Lake Charles, La.	150.0	28.9	195.3	36.5	699.5	129.2	704,333	148,958
Lancaster, Pa.	565.1	64.1	644.0	70.1	2,250.7	244.6	2,492,161	299,006
Lansing, Mich.	433.7	58.7	477.7	63.7	1,627.8	216.1	1,892,565	277,788
Laredo, Tex.	9.8	9.8	15.2	15.2	67.7	67.7	52,814	52,814
La Salle, Ill.	23.2	—	32.4	—	104.1	—	135,950	—
Las Vegas-Henderson, Nev.	28.2	28.2 ¹⁸	34.2	34.2 ¹⁸	108.1	108.1 ¹⁸	178,705	178,705
Lawton, Okla.	62.9	17.7	78.9	20.5	270.5	74.0	274,695	74,999
Lebanon, Pa.	—	—	54.8	54.8	196.3	196.3	224,922	224,922
Lexington, Ky.	—	—	104.6	34.8	378.8	121.1	339,138	150,934
Lima, Ohio	—	—	73.0	31.0	245.3	103.1	291,200	138,850
Lincoln, Neb.	197.0	42.8	239.2	45.8	767.6	143.9	885,592	175,245
Little Rock-Pine Bluff, Ark.	282.1	63.7 ¹⁹	392.3	76.6 ¹⁹	1,415.1	255.1 ¹⁹	1,132,892	268,560
Lock Haven, Pa.	22.4	—	34.9	—	123.4	—	121,542	—
Los Angeles, Calif.	2,563.9	936.3 ²⁰	2,823.0	2,108.7 ²⁰	8,352.9	6,109.1 ²⁰	11,973,292	9,121,422
Louisville, Ky.	496.9	36.7	618.3	40.0	2,163.6	134.4	2,055,017	142,885
Lubbock, Tex.	129.6	40.1	171.6	47.9	615.0	170.5	778,799	204,718
Lufkin, Tex.	66.0	—	98.1	—	356.3	—	311,730	—
Lynchburg, Va.	179.8	17.3	247.7	22.0	1,018.1	83.6	853,032	100,403
Macon, Ga.	106.7	36.1	163.5	47.1	640.8	166.3	475,622	173,465
Madison, Wis.	244.9	52.0	282.7	58.8	963.2	208.1	1,174,556	256,754
Manchester, N.H.	978.0	44.8	1,069.1	49.2	3,672.5	164.4	4,116,991	211,581
Marquette, Wis.	208.9	—	241.6	—	848.3	—	949,350	—
Marquette, Mich.	37.3	—	49.1	—	170.3	—	185,608	—
Mason City, Iowa	199.4	15.3	234.8	16.3	803.3	52.1	994,401	72,444
Medford, Ore.	40.8	—	58.4	—	180.0	—	226,588	—
Memphis, Tenn.	509.5	141.5	718.3	156.7	2,667.8	550.0	2,113,748	703,150
Meridian, Miss.	95.3	—	166.3	—	628.4	—	424,043	—
Miami-Ft. Lauderdale, Fla.	370.7	285.9	433.0	319.5	1,413.6	1,037.5	2,430,131	1,848,274
Midland-Odessa, Tex.	79.3	33.1	108.2	40.0	381.9	134.4	528,987	205,744
Milwaukee, Wis.	587.3	320.5	640.5	343.1	2,162.2	1,157.1	2,735,226	1,539,091
Minneapolis-St. Paul, Minn.	770.6	377.5	884.5	401.5	3,065.8	1,329.4	3,659,409	1,763,100
Minot, N.D.	37.0	—	55.8	—	205.3	—	224,712	—
Missoula, Mont.	50.9	—	75.7	—	231.0	—	272,480	—
Mobile, Ala.	239.2	67.4	325.4	76.5	1,246.8	276.4	1,151,143	296,360
Monroe, La.	166.7	20.8 ²¹	241.5	25.5 ²¹	895.6	88.5 ²¹	690,539	109,680
Montgomery, Ala.	156.5	39.6	233.7	45.7	925.7	163.0	672,299	178,700
Muncie, Ind.	97.8	—	115.4	33.8	369.1	108.2	398,973	120,280
Nashville, Tenn.	388.8	93.6	559.5	104.9	2,042.9	370.2	1,632,576	475,420
New Britain-Hartford, Conn.	711.4	170.8	776.8	186.5	2,669.9	641.6	3,508,788	954,120
New Haven, Conn.	917.8	169.1 ²²	1,001.3	183.9 ²²	3,462.0	624.2 ²²	4,582,013	835,890

16. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Va., Tenn.

17. Joplin only.

18. Las Vegas only.

19. Standard Metropolitan Area listed as Little Rock-North Little Rock.

20. Standard Metropolitan Area listed as Los Angeles-Long Beach.

21. Standard Metropolitan Area listed as Monroe-West Monroe.

22. Standard Metropolitan Area listed as New Haven-Waterbury.



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	TV HOMES (Aug. 1958)		FAMILIES (Jan. 1958)		POPULATION (Jan. 1958)		RETAIL SALES (Jan. 1958)	
	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (\$000)	Stand. Met. Area (\$00)
New Orleans, La.	464.8	217.6	583.5	246.2	2,137.5	845.0	2,099,572	949,111
New York, N.Y.	4,768.7	4,020.5 ²³	5,194.9	4,378.1 ²³	17,114.8	14,330.0 ²³	22,110,325	18,277,111
Norfolk, Va.	326.0	143.2 ²⁴	403.4	161.3 ²⁴	1,581.3	588.9 ²⁴	1,472,756	593,111
Oak Hill, W.Va.	111.6	—	162.0	—	669.8	—	466,651	—
Odessa-Midland, Tex.	79.3	33.1	108.2	40.0	381.9	134.4	528,987	205,111
Oklahoma City, Okla.	390.9	115.5 ²⁵	477.5	130.0 ²⁵	1,585.7	406.6 ²⁵	1,734,722	539,111
Omaha, Neb.	396.6	120.2	448.3	127.8	1,454.0	420.2	1,685,034	531,111
Orlando, Fla.	193.0	55.6	274.0	65.9	923.8	215.9	1,189,739	314,111
Ottumwa, Iowa	171.6	—	210.2	—	652.9	—	687,144	—
Paducah, Ky.	143.4	14.5	207.0	22.0	694.9	69.1	608,760	74,111
Panama City, Fla.	25.1	—	41.7	—	163.4	—	149,939	—
Parkersburg, W.Va.	—	—	37.5	22.8	124.1	76.2	144,638	88,111
Pensacola, Fla.	199.1	5.1	285.6	7.4	1,126.5	30.3	1,002,790	24,111
Peoria, Ill.	—	—	171.1	87.1	552.8	281.2	668,626	370,111
Petersburg-Richmond, Va.	264.0	92.4 ²⁶	345.6	104.8 ²⁶	1,395.2	381.2 ²⁶	1,358,884	461,111
Philadelphia, Pa.	1,844.2	1,144.1 ²⁷	2,022.0	1,249.2 ²⁷	7,008.2	4,349.1 ²⁷	8,334,700	4,941,111
Phoenix-Mesa, Ariz.	182.5	143.8 ²⁸	222.2	159.0 ²⁸	804.1	548.0 ²⁸	930,755	661,111
Pine Bluff-Little Rock, Ark.	282.1	63.7 ²⁹	392.3	76.6 ²⁹	1,415.1	255.1 ²⁹	1,132,892	261,111
Pittsburg, Kan.-Joplin, Mo.	160.8	32.3 ³⁰	208.1	37.5 ³⁰	649.9	112.0 ³⁰	623,677	136,111
Pittsburg, Pa.	1,244.8	642.5	1,385.0	691.5	4,881.5	2,408.3	5,343,458	2,801,111
Plattsburgh, N.Y.	115.4	—	135.8	—	499.0	—	521,817	—
Poland Spring, Me.	322.1	—	361.4	—	1,267.7	—	1,443,384	—
Portland, Me.	217.8	46.2	243.1	50.9	838.8	172.7	988,308	23,111
Portland, Ore.	443.7	245.8	560.5	282.0	1,725.9	838.1	2,014,385	1,021,111
Presque Isle, Me.	32.9	—	39.9	—	153.4	—	138,016	—
Providence, R.I.	762.5	194.5 ³¹	827.5	210.5 ³¹	2,809.2	705.3 ³¹	3,157,674	81,111
Pueblo-Colorado Springs, Colo.	85.8	59.1	117.3	71.2	397.2	518.6	426,433	29,111
Quincy, Ill.-Hannibal, Mo.	177.7	19.4 ³²	210.2	21.3 ³²	655.3	66.5 ³²	680,939	7,111
Raleigh-Durham, N.C.	363.1	57.0	492.0	69.7	2,077.6	277.2	1,823,869	32,111
Rapid City, S.D.	25.1	13.1	42.6	18.8	147.3	60.0	174,601	8,111
Redding, Cal.	54.7	—	79.0	—	240.1	—	333,489	—
Reno, Nev.	53.7	22.2	72.3	25.1	227.5	76.0	361,175	14,111
Richmond-Petersburg, Va.	264.0	92.4 ³³	345.6	104.8 ³³	1,395.2	381.2 ³³	1,358,884	461,111
Roanoke, Va.	334.4	36.1	442.9	40.9	1,784.3	149.4	1,599,943	17,111
Rochester, Minn.	110.8	13.2	128.9	14.0	450.9	50.5	499,531	8,111
Rochester, N.Y.	307.3	163.2	341.1	178.1	1,137.6	574.9	1,422,088	7,111
Rockford, Ill.	220.2	52.9	246.1	58.4	813.1	184.7	1,086,023	2,111
Rock Island, Ill.-Davenport, Iowa	412.5	76.5 ³⁴	456.9	82.0 ³⁴	1,482.3	267.1 ³⁴	1,792,902	3,111
Roswell, N.M.	55.7	—	79.8	—	288.4	—	345,006	—
Sacramento, Cal.	360.8	118.4	435.9	134.0	1,402.3	428.1	1,854,654	5,111
Saginaw-Bay City, Mich.	317.0	75.2	352.1	82.0	1,226.7	285.1	1,431,642	3,111
St. Joseph, Mo.	205.3	29.8	240.2	32.4	755.2	102.5	788,140	1,111
St. Louis, Mo.	824.2	565.6	911.0	605.1	2,962.5	1,965.1	3,342,359	2,311
St. Petersburg-Tampa, Fla.	326.0	167.5	426.3	197.5	1,401.4	620.0	1,931,562	9,111
Salinas-Monterey, Cal.	159.9	—	188.2	—	608.2	—	777,722	—

23. Standard Metropolitan Area listed as New York-N.E. New Jersey.

24. Standard Metropolitan Area listed as Norfolk-Portsmouth. For purposes of radio and television coverage, Newport News may be considered part of the Norfolk-Portsmouth Metropolitan Area.

25. Oklahoma City listing includes Enid, Oklahoma.

26. Standard Metropolitan Area listed as Petersburg-Hopewell-Richmond.

27. Includes Camden, New Jersey.

28. Phoenix only.

29. Standard Metropolitan Area listed as Little Rock-North Little Rock.

30. Joplin only.

31. Standard Metropolitan Area listed as Providence-Pawtucket.

32. Quincy only.

33. Standard Metropolitan Area listed as Petersburg-Hopewell-Richmond.

34. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.

	TV HOMES (Aug. 1958)		FAMILIES (Jan. 1958)		POPULATION (Jan. 1958)		RETAIL SALE (Jan. 1958)	
	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (00)	Stand. Met. Area (00)	Television Market (\$000)	Stand. Met. Area (00)
Temple-Waco, Tex.	151.0	56.0	197.8	66.1	689.4	239.0	689,577	2
Terre Haute, Ind.	241.8	31.8	280.8	34.6	898.3	106.0	938,465	1
Texarkana, Tex.	118.6	26.1	168.7	31.1	606.2	106.2	467,609	
Thomasville, Ga.-Tallahassee, Fla.	109.4	7.9	193.0	15.6	771.2	63.8	636,409	
Toledo, Ohio	390.1	132.6	426.4	142.8	1,409.0	468.4	1,683,074	5
Topeka, Kan.	190.1	39.4	227.5	41.9	728.9	128.5	759,110	1
Traverse City, Mich.	53.2	—	67.0	—	238.0	—	289,583	
Tucson, Ariz.	85.0	61.6	101.0	68.7	360.0	239.5	395,025	2
Tulare-Fresno, Cal.	224.0	87.3 ³⁹	264.7	102.5 ³⁹	877.7	336.0 ³⁹	1,152,819	4
Tulsa, Okla.	341.5	98.8	414.7	107.2	1,367.1	337.6	1,396,315	4
Tupelo, Miss.	52.7	—	90.6	—	349.2	—	220,867	
Twin Falls, Idaho	30.7	—	44.1	—	159.9	—	177,065	
Tyler, Tex.	114.6	18.8	160.4	24.0	566.5	83.0	560,877	1
Utica-Rome, N.Y.	145.5	82.3	159.8	89.0	535.8	301.6	606,864	3
Valley City, N.D.	163.7	—	228.0	—	846.3	—	933,730	
Waco-Temple, Tex.	151.0	56.0	197.8	66.1	689.4	239.0	689,577	2
Washington, D.C.	783.3	491.3	902.4	540.2	3,283.0	1,914.6	3,954,134	2
Washington-Greenville, N.C.	247.9	—	354.7	—	1,545.6	—	1,202,036	
Waterbury, Conn.	—	—	186.5	—	641.6	—	954,127	
Waterloo-Cedar Rapids, Iowa	357.4	70.3	402.9	74.8	1,327.6	239.5	1,571,129	
Wausau, Wis.	101.6	19.7	124.0	23.3	444.5	85.0	444,480	
Westaco-Harlingen, Tex.	89.3	66.2 ⁴⁰	133.8	88.8 ⁴⁰	568.4	375.1 ⁴⁰	383,842	
West Palm Beach, Fla.	94.9	48.0	127.8	57.0	418.7	180.4	606,348	
Wheeling, W.Va.	440.8	93.4 ⁴¹	512.4	102.7 ⁴¹	1,806.5	357.2 ⁴¹	1,795,805	
Wichita Falls, Tex.	145.4	30.0	188.3	35.2	652.8	132.2	705,845	
Wichita-Hutchinson, Kan.	306.5	117.7	375.3	125.3	1,186.5	381.6	1,420,845	
Wilmington, N.C.	175.1	15.6	270.2	21.1	1,191.2	75.5	851,498	
Wilkes-Barre-Scranton, Pa.	238.1	—	298.0	177.4 ⁴²	1,046.7	625.2 ⁴²	985,262	
Winston-Salem, N.C.	314.4	42.8	381.6	48.9	1,486.2	179.4	1,467,969	
Yakima, Wash.	112.0	39.4	163.5	46.6	535.3	151.0	632,544	
York, Pa.	—	—	65.9	65.9	220.1	220.1	256,945	
Youngstown, Ohio	162.1	—	200.7	169.4	705.5	597.5	876,454	
Yuma, Ariz.	23.4	—	32.2	—	117.9	—	151,036	
Zanesville, Ohio	—	—	24.1	24.1	79.4	79.4	87,341	

39. Fresno only.

40. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.

41. Standard Metropolitan Area listed as Wheeling-Stuebenville.

42. Standard Metropolitan Area listed as Wilkes-Barre-Scranton-Hazleton.

For Current TV Set Estimates See

THE CIRCULATION REPORT

Updated Monthly

Exclusively Compiled By TELEVISION MAGAZINE

penetrating the charcoal gray curtain

To quote Foote, Cone & Belding's president Fairfax Cone: "... every moment of the reader's and viewer's time has become more precious. Our competition is for time . . . advertising must reach new creative heights to capture attention. Ordinary advertising won't do this."

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

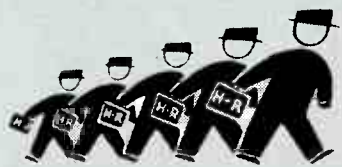
Publishing essential information not available elsewhere, such as TV set count, TV market data and continuing brand studies is a policy that has made TELEVISION MAGAZINE the industry's one authoritative source for the facts and figures of TV advertising.

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

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MAGAZINE
422 MADISON AVE., N. Y.

working partners



recipe for sales . . .

There is a distinguishing *flavor* about representative organizations which comes principally from the type of men who actively head up each firm.

Here, this consists of the group of Working Partners who started H-R, and who today still actively continue to serve all of our stations and buyers of time.

Supplemented by a carefully selected staff of *properly aged* and sales *seasoned* men, each following the H-R practice of providing time buyers with a complete and *easily digestible* presentation of station and market facts, we have a *recipe* for sales which appeals to the business *appetites* of the stations we serve.



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ATLANTA
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ET TELEVISION MAGAZINE SPECIAL REPORT NO. 18

U.S. TV HOMES BY COUNTIES

Presented for each U.S. county are the number of TV homes as of August, 1958 and the number of families as of January, 1958—a Television Magazine exclusive.

Estimates of TV homes are based on projections of ARF-Nielsen data, prepared by the Research Department of Television Magazine; family data from Sales Management's 1958 "Survey of Buying Power." This report is copyrighted and may not be reproduced without permission.

announcing...

American Research Bureau's TV MARKET SUMMARIES

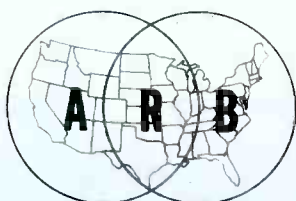
SURVEY CITY, U. S. A.						March 1958		
	WAAA (NBC)		WBBB (CBS)		WCCC (ABC)		OTHER R	Net Weekly Cume, Viewing 3 Different Days or more per Wk.
	S	R	S	R	S	R		
MONDAY THRU FRIDAY								
Sign-on to 9:00 AM	35.7*	4.5	41.7	4.7	72.1*	11.5		
9:00 AM to 12:00 Noon	40.5	8.9	26.9	5.9	32.6	7.2	0.3	WAAA 84%
Sign-on to Noon	39.2*	7.2	30.9	5.4	36.8*	7.8	0.3	WBBB 85%
Noon to 3:00 PM	32.1	6.2	39.7	7.6	28.0	5.4	0.3	WCCC 80%
3:00 PM to 6:00 PM	29.3	7.5	26.0	6.7	44.6	11.4	0.3	
Noon to 6:00 PM	30.5	6.8	31.8	7.1	37.5	8.4	0.3	
6:00 PM to 10:00 PM	35.2	20.3	31.3	18.1	33.4	19.2	0.5	
10:00 PM to Midnight	24.6	5.4	53.0	11.8	21.9	4.9	0.4	
6:00 PM to Midnight	33.5	15.3	34.8	16.0	31.5	14.4	0.5	
SATURDAY								
Sign-on to 6:00 PM	32.7*	7.0	40.4	8.1	34.4*	7.3	0.3	
6:00 PM to 10:00 PM	31.8	19.3	41.8	25.4	25.8	15.6	0.5	
10:00 PM to Midnight	22.9	8.6	62.5	23.5	15.7*	6.2	0.3	
SUNDAY								
Sign-on to 6:00 PM	20.5*	5.9	42.3	9.2	36.6*	9.9	0.5	
6:00 PM to 10:00 PM	28.2	17.3	39.4	24.2	32.0	19.6	0.4	
10:00 PM to Midnight	13.5	3.2	56.0	13.5	30.4	7.3	0.3	
SUNDAY THRU SATURDAY								
6:00 PM to 10:00 PM	33.6	19.7	34.1	20.0	32.0	18.8	0.5	
10:00 PM to Midnight	22.6	5.6	55.5	13.7	21.8*	5.4	0.3	
6:00 PM to Midnight	31.7	15.0	37.8	17.9	30.3*	14.4	0.4	
SIGN-ON TO SIGN-OFF	31.7	9.7	36.9	10.2	33.0	10.7	0.4	

... Average Share of Audience By Day Parts

... Average Ratings By Day Parts

... Net Weekly 'Cumes' based on viewing to a station 3 or more days a week

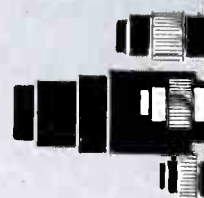
- the first of a series of new reports to be released twice-yearly by ARB
- supplementary information based on one measurement period for each of 150 markets recently surveyed. Data not normally furnished in ARB reports
- a barometer of station performance—a practical and convenient supplement to standard metropolitan reports.
- more realistic coverage analysis—based on full sample—including cumulative ratings for "Other" stations reaching the market where their cume is 10% or more
- greater facility in comparing broad bases of time in different markets
- available at \$25 for the first copy—additional ones at \$5 each



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**TELEVISION
MAGAZINE**



SPECIAL REPORT

NUMBER 18

U.S. TV HOMES

BY COUNTIES

as of August, 1958

A directory of the 3,070 U.S. counties with Sales Management household totals as of January, 1958.

Estimates of TV homes are updated to August, 1958 by TELEVISION MAGAZINE.

For the 1958 Market Book, TELEVISION MAGAZINE has adjusted its county figures by the Advertising Research

Foundation-Nielsen study of March, 1958, applied correction factors for each of the U.S. Census Divisions, and projected them to August.

For a more detailed explanation of how coverage is defined, turn to the introduction to the Receiver Circulation report and the section on "How Coverage is Defined."

TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		
ALABAMA				Jefferson	159,300	178,100	Gila	5,300	8,100	Franklin	1,500	2,400
Madison	2,300	4,100	Lamar	2,300	3,500	Graham	1,900	3,300	Fulton	1,000	1,600	
Montgomery	9,700	11,900	Lauderdale	9,100	15,800	Greenlee	2,200	3,800	Garland	12,100	15,500	
Wilcox	3,600	6,500	Lawrence	3,900	6,000	Maricopa	143,800	159,000	Grant	1,500	2,200	
Chilton	2,500	3,800	Lee	7,600	11,200	Mohave	1,000	2,300	Greene	4,300	6,600	
Etowah	5,000	6,600	Limestone	5,500	8,400	Navajo	3,500	7,900	Hempstead	3,400	5,300	
Walker	2,100	3,500	Lowndes	2,000	3,500	Pima	61,600	68,700	Hot Spring	5,500	7,000	
Barbour	3,900	6,400	Macon	4,000	6,400	Pinal	13,400	15,700	Howard	1,700	2,400	
Washington	19,300	24,100	Madison	15,100	22,500	Santa Cruz	1,800	2,900	Independence	3,700	5,400	
Cherokee	6,700	9,700	Marengo	3,900	6,800	Yavapai	3,700	7,100	Izard	800	1,500	
DeKalb	2,600	3,700	Marion	3,500	5,900	Yuma	9,700	13,200	Jackson	4,800	7,000	
Franklin	4,300	6,400	Marshall	8,500	12,100	Total	263,000	320,100	Jefferson	18,000	23,900	
Lawrence	2,200	4,100	Mobile	67,400	76,500	ARKANSAS						
Madison	3,400	6,100	Monroe	2,900	5,400	Arkansas	5,100	6,800	Johnson	2,200	3,600	
Wilcox	1,900	3,000	Montgomery	39,600	45,700	Ashley	3,500	5,200	Lafayette	1,800	2,800	
Cherokee	1,900	2,700	Morgan	11,800	15,000	Baxter	1,100	2,100	Lawrence	2,900	4,100	
Franklin	4,300	7,300	Perry	2,700	4,100	Benton	6,500	10,100	Lee	4,300	6,100	
Lawrence	6,600	11,700	Pickens	2,900	5,100	Boone	2,600	4,000	Lincoln	1,900	2,800	
Chilton	2,400	4,300	Pike	4,500	7,200	Bradley	2,200	3,400	Little River	1,700	2,400	
Madison	1,600	2,500	Randolph	3,200	4,900	Calhoun	900	1,400	Logan	2,300	3,800	
Lawrence	5,400	9,200	Russell	8,100	11,000	Carroll	1,900	3,200	Lonoke	4,600	6,100	
Cherokee	2,700	4,300	Saint Clair	4,800	6,300	Chicot	3,700	5,400	Madison	1,300	2,100	
Franklin	9,500	10,900	Shelby	6,600	7,700	Clark	3,600	5,300	Marion	800	1,300	
Lawrence	3,200	5,200	Sumter	2,900	5,100	Clay	3,700	5,600	Miller	10,000	10,600	
Cherokee	9,600	14,500	Talladega	13,900	17,200	Cleburne	1,100	2,000	Mississippi	14,200	17,900	
Franklin	7,000	11,000	Tallapoosa	6,100	8,800	Cleveland	1,000	1,600	Monroe	3,300	4,700	
Lawrence	5,100	7,400	Tuscaloosa	19,800	24,800	Columbia	4,600	6,800	Montgomery	800	1,200	
Cherokee	5,100	7,400	Walker	12,800	14,700	Conway	2,500	3,600	Nevada	1,900	2,800	
Franklin	22,400	28,200	Washington	1,800	3,400	Crawford	10,800	13,200	Newton	900	1,400	
Lawrence	2,600	4,100	Wilcox	2,600	4,800	Crittenden	3,700	5,900	Quachita	7,200	10,500	
Cherokee	3,800	6,000	Winston	2,200	3,600	Cross	4,200	5,800	Perry	700	900	
Franklin	3,100	5,900	Total	628,600	827,900	Dallas	2,000	2,900	Phillips	9,100	12,800	
Lawrence	1,800	3,400	ARIZONA		Apache	2,600	6,000	Pike	1,100	1,800		
Cherokee	2,400	4,600	Apache	2,600	6,000	Desha	3,800	6,000	Poinsett	5,400	7,000	
Franklin	2,100	3,700	Cochise	8,200	13,700	Drew	2,500	3,700	Polk	2,000	3,100	
Lawrence	9,600	13,600	Cocanino	4,300	8,400	Faulkner	4,100	5,900	Pope	3,200	5,200	
Cherokee	5,600	8,600						Prairie	2,000	2,700		
								Pulaski	63,700	76,600		

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TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58					
ARKANSAS continued				COLORADO				New Castle				72,100				79,000			
Randolph	1,800	2,900		Adams	19,400	20,700		Sussex	21,300	23,700		Bacon	1,600						
St. Francis	6,700	9,000		Alamosa	1,400	3,000		Total	108,500	119,600		Baker	600						
Saline	5,100	7,000		Arapohoe	23,000	25,900		DISTRICT OF COLUMBIA				Baldwin	3,300						
Scott	900	1,400		Archuleta	300	600		Dist. of Col.	222,600	246,100		Banks	1,000						
Searcy	1,300	2,300		Baca	1,300	2,600		Total	222,600	246,100		Barrow	2,500						
Sebastian	18,100	21,400		Bent	1,100	2,300		FLORIDA				Bartow	6,100						
Sevier	1,500	2,100		Boulder	15,000	16,900		Alachua	11,400	17,600		Ben Hill	2,000						
Sharp	900	1,600		Chaffee	1,400	2,200		Baker	1,100	1,400		Berrien	1,600						
Stone	700	1,300		Cheyenne	600	1,200		Bay	11,900	16,100		Bibb	30,400						
Union	11,400	15,300		Clear Creek	800	1,100		Bradford	2,200	2,800		Bleckley	1,300						
Van Buren	1,200	1,700		Conejos	1,100	2,500		Brevard	15,200	21,400		Brantley	800						
Washington	10,300	14,900		Costilla	600	1,200		Broward	65,700	73,400		Brooks	1,600						
White	6,800	9,600		Crowley	1,000	1,400		Calhoun	1,100	1,800		Bryan	800						
Woodruff	2,600	3,700		Custer	300	400		Charlotte	1,300	1,900		Bulloch	3,200						
Yell	1,800	2,900		Delta	3,300	5,500		Citrus	900	1,600		Burke	3,100						
Total	364,500	495,700		Denver	155,900	169,900		Clay	3,900	4,600		Butts	1,700						
CALIFORNIA				Dolores	300	500		Collier	2,800	4,100		Calhoun	1,100						
Alameda	264,900	298,700		Douglas	700	1,000		Columbia	3,200	5,200		Camden	1,700						
Alpine	100	100		Eagle	800	1,300		Dade	220,200	246,100		Candler	1,000						
Amador	2,000	2,900		Elbert	700	1,100		De Soto	1,300	2,400		Carroll	7,200						
Butte	19,900	25,200		El Paso	33,100	39,800		Dixie	500	900		Catoosa	3,500						
Calaveras	2,200	3,200		Fremont	3,500	5,300		Duval	102,400	118,000		Charlton	800						
Colusa	2,300	3,300		Garfield	1,600	3,800		Escambia	34,400	43,000		Chatham	43,200						
Contra Costa	97,400	108,300		Gilpin	100	200		Flagler	900	1,300		Chattahoochee	1,300						
Del Norte	3,400	5,600		Grand	700	1,200		Franklin	600	1,500		Chattooga	4,100						
El Dorado	4,500	6,500		Gunnison	800	1,800		Gadsden	4,600	8,400		Cherokee	4,200						
Fresno	87,300	102,500		Hinsdale				Glades	1,600	2,700		Clarke	8,300						
Glenn	3,300	4,700		Huerfano	1,500	2,900		Gulf	1,600	2,700		Clay	800						
Humboldt	26,300	31,800		Jackson	400	700		Hamilton	1,300	2,200		Clayton	7,200						
Imperial	13,700	19,000		Jefferson	26,200	28,700		Hardee	1,900	3,400		Clinch	900						
Inyo	2,300	4,500		Kiowa	400	900		Hendry	1,100	1,800		Cobb	23,700						
Kern	71,000	82,200		Kit Carson	1,400	2,800		Hernando	1,400	2,500		Coffee	3,300						
Kings	12,200	13,900		Lake	1,300	2,000		Highlands	2,900	4,900		Colquitt	5,600						
Lake	2,700	3,900		La Plata	2,500	4,800		Hillsborough	89,000	103,200		Columbia	1,700						
Lassen	2,700	5,100		Larimer	13,300	15,500		Holmes	1,500	2,800		Cook	1,300						
Los Angeles	1,778,700	1,936,500		Las Animas	4,200	8,000		Indian River	2,900	5,100		Coweta	5,800						
Madera	9,900	11,400		Lincoln	1,200	1,900		Jackson	4,500	8,600		Crawford	800						
Marin	34,000	38,900		Logan	4,400	5,900		Jefferson	1,300	2,400		Crisp	3,000						
Mariposa	900	1,300		Mesa	11,400	15,300		Lafayette	400	700		Dade	1,300						
Mendocino	10,800	17,200		Mineral	100	200		Lake	9,600	13,800		Dawson	600						
Merced	20,400	25,100		Moffat	900	1,900		Lee	7,800	11,300		Decatur	3,800						
Modoc	1,400	2,700		Montezuma	1,500	3,000		Leon	7,900	15,600		De Kalb	50,300						
Mono	500	800		Montrose	2,800	4,800		Levy	1,400	2,600		Dodge	2,400						
Monterey	47,000	54,900		Morgan	4,500	5,900		Liberty	200	600		Doody	2,000						
Napa	12,800	18,400		Otero	5,700	8,100		Madison	1,800	3,400		Dougherty	12,100						
Nevada	4,100	6,200		Ouray	300	600		Manatee	11,600	15,000		Douglas	2,700						
Orange	157,600	172,200		Park	300	500		Marion	8,600	13,800		Early	2,000						
Placer	12,300	15,100		Phillips	600	1,300		Martin	2,200	3,800		Echols	300						
Plumas	2,500	3,600		Pitkin	200	500		Monroe	10,500	14,500		Effingham	1,300						
Riverside	73,400	87,400		Prowers	2,500	5,000		Nassau	3,100	3,900		Elbert	3,100						
Sacramento	118,400	134,000		Pueblo	26,000	31,400		Okaloosa	8,200	12,400		Emanuel	2,100						
San Benita	3,100	4,200		Rio Blanco	700	1,700		Okeechobee	800	1,200		Evans	800						
San Bernardino	124,900	142,200		Rio Grande	1,500	3,200		Orange	55,600	65,900		Fannin	2,100						
San Diego	269,700	298,200		Routt	1,200	2,700		Osceola	3,200	4,900		Fayette	1,700						
San Francisco	253,100	284,700		Saguache	600	1,300		Palm Beach	48,000	57,000		Floyd	14,800						
San Joaquin	61,900	71,100		San Juan	200	400		Pasco	4,700	8,100		Forsyth	2,200						
San Luis Obispo	15,700	21,000		San Miguel	400	700		Pinellas	78,500	94,300		Franklin	2,200						
San Mateo	112,900	123,700		Sedgwick	800	1,600		Polk	36,400	48,100		Fulton	141,200						
Santa Barbara	31,400	37,000		Summit	200	400		Putman	6,300	9,100		Gilmer	1,700						
Santa Clara	143,700	161,700		Teller	400	700		St. Johns	6,900	9,300		Glascok	400						
Santo Cruz	24,200	28,400		Washington	1,700	2,400		St. Lucie	4,900	8,400		Glynn	8,000						
Shasta	12,200	18,300		Weld	19,400	21,600		Santa Rosa	3,800	5,800		Gordon	3,700						
Sierra	400	600		Yuma	1,700	3,400		Sarasota	11,200	17,600		Grady	2,300						
Siskiyou	5,500	9,200		Total	411,200	506,100		Seminole	6,600	10,700		Greene	1,800						
Solano	35,100	40,300		CONNECTICUT				Soraso	11,200	17,600		Gwinnett	6,600						
Sonoma	39,500	46,500		Fairfield	162,300	176,800		Sumter	1,700	2,900		Habersham	2,900						
Stanislaus	37,900	46,100		Hartford	170,800	186,500		Suwannee	2,300	3,800		Hall	10,700						
Sutter	7,200	9,500		Litchfield	31,500	34,300		Taylor	1,900	3,600		Hancock	1,200						
Tehama	5,100	7,000		Middlesex	20,500	22,300		Union	700	900		Haralson	3,200						
Trinity	2,000	2,700		New Haven	169,100	183,900		Volusia	20,800	33,400		Harris	1,900						
Tulare	97,600	43,800		New London	45,400	49,700		Wakulla	500	1,200		Hart	2,300						
Tuolumne	3,600	5,200		Tolland	14,300	15,600		Walton	1,900	3,700		Heard	1,100						
Ventura	43,500	48,300		Windham	19,400	21,100		Washington	1,300	2,700		Henry	3,200						
Yolo	12,900	16,900		Total	633,300	690,200		Total	967,100	1,218,400		Houston	5,700						
Yuba	5,800	8,600		DELAWARE				Atkinson	900	1,700		Irwin	1,200						
Total	4,191,800	4,722,300		Kent	15,100	16,900		GEORGIA				Jackson	3,100						

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900	1,600	Bannock	10,100	12,600	Hardin	1,500	2,000	Cass	11,000	12,100
1,900	2,400	Bear Lake	1,200	1,700	Henderson	2,200	2,400	Clark	16,000	17,400
700	1,300	Benewah	1,200	1,400	Henry	14,500	15,700	Clay	6,900	8,200
5,300	7,700	Bingham	5,500	7,000	Iroquois	8,700	10,300	Clinton	9,500	10,500
800	1,400	Blaine	900	1,400	Jackson	11,000	12,700	Crawford	2,000	2,400
1,300	2,200	Boise	400	600	Jasper	3,500	4,200	Daviess	6,900	8,200
900	1,300	Bonner	3,500	4,300	Jefferson	9,500	11,500	Dearborn	7,600	8,300
500	900	Bonneville	9,300	10,700	Jersey	4,000	4,600	Decatur	5,100	5,700
7,600	13,100	Boundary	1,300	1,600	Jo Daviess	5,700	6,500	De Kalb	8,100	9,000
900	1,500	Butte	500	800	Johnson	2,000	2,500	Delaware	30,800	33,800
2,300	3,000	Camas	200	300	Kane	47,800	51,300	Dubois	5,700	7,000
1,000	1,600	Canyon	13,500	17,800	Kankakee	20,200	22,000	Elkhart	26,600	30,700
2,000	3,100	Caribou	1,400	2,100	Kendall	3,500	3,900	Fayette	7,000	7,900
1,900	2,600	Cassia	2,600	3,900	Knox	17,200	18,800	Floyd	14,700	15,900
900	1,400	Clark	200	200	Lake	67,500	71,800	Fountain	5,300	6,000
3,600	5,100	Clearwater	1,600	2,100	La Salle	27,400	32,400	Franklin	4,100	4,700
1,000	2,000	Custer	500	900	Lawrence	5,000	6,200	Fulton	4,500	5,100
2,600	5,200	Elmore	2,500	3,300	Lee	8,900	10,300	Gibson	8,600	10,200
2,000	2,500	Franklin	1,600	2,400	Livingston	9,600	11,300	Grant	20,600	22,600
800	1,600	Fremont	1,800	2,200	Logan	7,800	8,600	Greene	7,900	8,800
1,800	2,500	Gem	1,600	2,400	McDonough	8,300	9,600	Hamilton	9,600	10,400
2,000	2,500	Gooding	2,100	3,200	McHenry	17,200	18,700	Hancock	7,300	8,000
36,800	41,400	Idaho	1,800	3,100	McLean	24,100	28,000	Harrison	4,500	5,300
4,200	5,000	Jefferson	2,000	2,500	Macon	32,100	36,000	Hendricks	9,300	10,300
1,100	1,600	Jerome	2,300	3,500	Macoupin	12,600	14,000	Henry	13,700	15,600
1,300	2,100	Kootenai	7,400	8,800	Madison	61,700	67,700	Howard	18,000	19,500
2,300	2,700	Latah	4,700	6,900	Marion	11,900	13,400	Huntington	9,300	10,900
1,900	3,000	Lemhi	900	1,800	Marshall	3,600	4,200	Jackson	7,600	9,000
1,700	2,100	Lewis	800	1,200	Mason	4,300	5,200	Jasper	4,700	5,300
1,300	2,400	Lincoln	700	1,100	Massac	4,600	5,900	Jay	6,200	7,400
1,300	1,800	Madison	1,900	2,300	Menard	2,200	2,700	Jefferson	6,000	6,700
7,000	8,200	Minidoka	1,500	2,300	Mercer	5,200	5,800	Jennings	4,100	4,600
1,300	2,000	Nez Perce	5,100	7,500	Monroe	3,800	4,200	Johnson	10,500	11,500
900	1,600	Oneida	600	900	Montgomery	8,500	10,000	Knox	12,300	13,500
400	700	Owyhee	1,300	1,700	Morgan	9,000	10,400	Kosciusko	10,500	12,100
1,200	1,700	Payette	2,500	3,700	Moultrie	3,600	4,200	Lagrange	3,700	4,400
1,700	2,800	Power	500	800	Ogle	9,400	11,000	Lake	126,700	137,000
36,100	44,500	Shoshone	4,800	6,700	Peoria	54,700	59,800	La Porte	24,600	28,800
1,900	2,200	Teton	600	700	Perry	5,300	6,200	Lawrence	10,200	11,200
500	800	Twin Falls	9,500	13,900	Piatt	3,800	4,400	Madison	35,100	37,900
2,300	4,100	Valley	700	1,100	Pike	6,000	6,800	Marion	187,600	202,300
900	1,900	Washington	1,800	2,700	Pope	1,200	1,500	Marshall	8,500	9,700
7,900	8,800	Total	137,900	182,300	Pulaski	3,100	3,800	Martin	2,700	3,200
3,400	4,900				Putnam	1,000	1,200	Miami	9,000	10,800
1,300	2,100				Randolph	7,700	8,500	Monroe	13,600	15,000
3,800	6,200				Richland	4,400	5,800	Montgomery	9,300	10,200
1,200	1,800				Rock Island	43,100	46,500	Morgan	9,200	10,000
600	900	ILLINOIS			St. Clair	66,900	72,500	Newton	3,000	3,400
1,900	3,400	Adams	19,400	21,300	Saline	7,900	9,200	Newton	7,700	8,500
1,300	2,100	Alexander	5,400	6,700	Sangamon	39,900	45,500	Ohio	1,000	1,100
1,400	2,600	Bond	3,700	4,100	Schuyler	2,500	2,900	Orange	4,200	5,100
1,800	2,900	Boone	4,500	5,400	Scott	1,800	2,100	Owen	3,100	3,400
5,500	9,200	Brown	1,900	2,100	Shelby	6,600	7,800	Parke	4,100	4,700
3,500	6,600	Bureau	12,000	13,400	Stark	2,000	2,400	Perry	4,400	5,300
2,300	4,200	Calhoun	1,800	2,000	Stephenson	14,000	15,400	Pike	3,600	4,400
600	1,000	Carroll	5,400	6,200	Tazewell	25,300	27,300	Porter	13,700	14,700
700	1,400	Cass	3,500	4,000	Union	4,400	5,400	Posey	5,200	5,900
11,200	14,300	Champaign	30,000	33,300	Vermilion	25,500	29,400	Pulaski	3,400	3,900
1,300	2,500	Christian	11,100	12,500	Wabash	3,600	4,500	Putnam	6,400	7,700
900	1,700	Clark	4,600	5,500	Warren	7,400	8,200	Randolph	8,500	9,400
1,000	1,700	Clay	4,300	5,700	Washington	3,700	4,400	Ripley	5,700	6,400
4,800	7,000	Clinton	5,700	6,400	Wayne	4,500	6,000	Rush	5,700	6,400
9,000	11,800	Coles	11,600	13,500	White	4,800	5,400	St. Joseph	65,700	71,400
3,500	4,900	Cook	1,422,900	1,543,100	Whiteside	15,600	16,900	Scott	4,100	4,600
6,600	9,000	Crawford	5,700	6,800	Will	43,500	47,200	Shelby	9,500	10,400
1,400	2,000	Cumberland	2,400	2,800	Williamson	13,300	15,800	Spencer	3,700	4,500
2,500	4,600	De Kalb	14,800	16,200	Winnebago	52,900	58,400	Starke	5,000	5,700
1,800	3,500	De Witt	4,800	5,600	Woodford	5,900	6,900	Steuben	4,400	5,200
500	800	Douglas	4,600	5,500	Total	2,704,600	2,981,900	Sullivan	5,900	6,800
700	1,400	Du Page	67,700	72,900				Switzerland	2,000	2,200
800	1,400	Edgar	6,500	7,700				Tippecanoe	21,200	24,400
9,000	10,300	Edwards	2,200	2,800				Tipton	4,200	4,900
1,300	2,100	Effingham	5,600	6,600				Union	1,500	1,700
1,900	2,700	Fayette	6,000	7,100	INDIANA			Vanderburgh	50,300	56,900
1,200	2,200	Ford	4,300	4,900	Adams	5,900	6,700	Vermillion	5,000	5,800
2,200	4,200	Franklin	11,800	14,600	Allen	63,300	69,100	Vigo	31,800	34,600
760,000	996,100	Fulton	14,200	15,800	Bartholomew	12,500	13,500	Wabash	8,100	9,800
		Gallatin	1,700	2,200	Benton	2,900	3,300	Warren	2,300	2,600
		Greene	5,300	6,000	Blackford	3,600	4,300	Warrick	6,100	7,400
		Grundy	6,900	7,600	Boone	8,100	8,800	Washington	4,500	5,300
22,400	25,300	Hamilton	2,700	3,600	Brown	1,400	1,600	Wayne	20,800	23,300
600	900	Hancock	7,700	8,900	Carroll	4,500	5,300			

	TV Homes Aug. '58	No. of Families Jan. '58		TV Homes Aug. '58	No. of Families Jan. '58		TV Homes Aug. '58	No. of Families Jan. '58		TV Homes Aug. '58
INDIANA continued										
Wells	5,500	6,300	Plymouth	6,600	7,200	Linn	2,400	2,900	Clinton	900
White	5,100	6,000	Pocahontas	3,200	4,200	Logan	500	1,100	Crittenden	1,400
Whitley	6,000	6,600	Polk	78,300	83,300	Lyon	5,600	7,800	Cumberland	1,500
Total	1,237,300	1,372,400	Pottawattamie	21,000	22,300	McPherson	6,200	7,500	Daviess	15,800
			Poweshiek	4,600	5,600	Marion	3,900	5,000	Edmonson	1,000
			Ringgold	2,300	2,800	Marshall	3,600	5,300	Elliott	1,100
			Sac	4,300	5,200	Meade	1,100	1,600	Estill	1,400
			Scott	33,400	35,500	Miami	5,200	6,200	Fayette	22,000
			Shelby	4,100	4,400	Mitchell	1,800	2,800	Fleming	1,600
			Sioux	6,300	6,800	Montgomery	13,600	16,700	Floyd	7,400
			Story	12,600	13,400	Morris	2,000	2,500	Franklin	6,200
			Tama	5,900	6,500	Morton	400	1,000	Fulton	1,800
			Taylor	3,100	3,800	Nemaha	3,300	4,000	Gallatin	900
			Union	4,600	5,700	Neosho	5,200	6,600	Garrard	1,900
			Van Buren	2,900	3,500	Ness	1,000	1,700	Grant	2,500
			Wapello	13,700	16,400	Norton	1,700	2,700	Graves	6,300
			Warren	4,800	5,300	Osage	3,700	4,400	Grayson	2,600
			Washington	5,400	6,300	Osborne	1,600	2,400	Green	1,900
			Wayne	2,800	3,700	Ottawa	1,700	2,300	Greenup	5,700
			Webster	13,000	13,800	Pawnee	2,300	2,800	Hancock	1,100
			Winnebago	3,200	3,800	Phillips	2,300	3,400	Hardin	11,700
			Winneshiek	4,900	6,400	Pottawatomie	2,500	3,700	Harlan	9,700
			Woodbury	33,700	35,900	Pratt	3,100	3,900	Harrison	3,200
			Worth	2,800	3,200	Rawlins	700	1,500	Hart	2,300
			Wright	5,500	6,200	Reno	18,400	19,600	Henderson	8,700
			Total	747,600	833,400	Republic	2,500	3,500	Henry	2,300
						Rice	3,900	4,700	Hickman	1,200
						Riley	5,000	7,100	Hopkins	7,400
						Rooks	2,000	3,000	Jackson	1,200
						Rush	1,600	2,000	Jefferson	163,000
						Russell	2,900	3,800	Jessamine	2,400
						Saline	11,500	14,100	Johnson	3,500
						Scott	800	1,300	Kenton	37,700
						Sedgwick	99,300	105,700	Knott	1,600
						Seward	2,100	3,900	Knox	3,300
						Shawnee	39,400	41,900	Larue	1,700
						Sheridan	700	1,100	Laurel	2,600
						Sherman	900	1,800	Lawrence	2,300
						Smith	1,800	2,600	Lee	900
						Stafford	1,900	2,300	Leslie	1,300
						Stanton	300	600	Letcher	3,700
						Stevens	500	1,200	Lewis	1,800
						Sumner	7,100	8,900	Lincoln	2,600
						Thomas	1,100	2,200	Livingston	1,000
						Trego	900	1,500	Logan	4,100
						Wabausee	1,600	2,200	Lyon	900
						Wallace	400	700	McCracken	14,500
						Washington	2,600	3,700	McCreary	1,600
						Wichita	300	700	McLean	1,500
						Wilson	3,700	4,700	Madison	4,900
						Woodson	1,400	2,000	Magoffin	1,100
						Wyandotte	58,800	62,500	Marion	2,800
						Total	559,700	671,800	Marshall	3,500
									Martin	1,300
									Mason	4,600
									Meade	1,600
									Menifee	300
									Mercer	2,800
									Metcalfe	1,300
									Monroe	1,700
									Montgomery	1,400
									Morgan	1,300
									Muhlenberg	4,800
									Nelson	4,400
									Nicholas	1,400
									Ohio	2,700
									Oldham	2,300
									Owen	2,000
									Owsley	600
									Pendleton	2,400
									Perry	4,800
									Pike	10,000
									Powell	700
									Pulaski	4,700
									Robertson	400
									Rockcastle	1,200
									Rowan	1,600
									Russell	1,600
									Scott	300
									Shelby	4,100
									Simpson	2,000

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1,400	1,500	MAINE							
2,600	4,100	Androscoggin	22,400	24,400	Clare	3,000	3,400	Chisago	3,800
2,400	3,300	Aroostook	19,600	24,200	Clinton	9,000	9,900	Clay	9,100
1,300	2,200	Cumberland	46,200	50,900	Crawford	900	1,100	Clearwater	1,300
1,100	1,400	Franklin	4,800	5,500	Delta	7,800	9,500	Cook	1,100
2,300	4,100	Hancock	8,700	10,000	Dickinson	7,000	8,400	Cattonwood	3,700
9,000	13,000	Kennebec	21,400	23,400	Eaton	12,600	14,100	Crow Wing	6,400
2,200	2,900	Knox	7,800	8,800	Emmet	3,600	4,700	Dakota	16,300
1,500	3,500	Lincoln	4,600	5,100	Genesee	95,000	104,800	Dodge	3,100
2,500	4,500	Oxford	10,300	11,500	Gladwin	2,300	2,600	Douglas	4,000
3,500	6,500	Penobscot	28,100	30,900	Gogebic	6,100	7,900	Faribault	5,900
700	1,500	Piscataquis	4,200	4,800	Grand Traverse	7,300	8,900	Fillmore	5,700
2,400	3,100	Sagadahac	5,700	6,300	Gratiot	9,300	10,200	Freeborn	9,500
617,100	830,600	Somerset	9,100	10,900	Hillsdale	9,200	10,800	Goodhue	9,800
		Waldo	5,300	6,000	Houghton	7,300	10,200	Grant	1,700
		Washington	8,100	9,300	Huron	8,400	9,300	Hennepin	229,500
		York	24,700	27,200	Ingham	58,700	63,700	Houston	3,500
		Total	231,000	259,200	Ionia	10,500	11,500	Hubbard	1,600
8,800	13,000				Iosco	3,700	4,300	Isanti	2,600
3,700	5,500				Iron	4,300	5,700	Itasca	8,900
3,800	6,000	MARYLAND			Isabella	7,200	8,200	Jackson	3,900
2,500	3,900	Allegany	20,000	27,200	Jackson	33,800	36,900	Kanabec	1,900
7,200	10,500	Anne Arunde	39,400	43,600	Kalamazoo	44,000	47,500	Kandiyohi	6,800
3,900	5,700	Baltimore	359,900	401,200	Kalkaska	1,000	1,200	Kittson	1,600
2,800	4,300	Calvert	3,000	3,600	Kent	95,000	103,300	Koochiching	2,600
11,000	13,300	Caroline	5,000	5,800	Keweenaw	500	600	Lac Qui Parle	2,600
53,400	61,400	Carroll	12,700	14,100	Lake	1,200	1,400	Lake	3,600
28,900	36,500	Cecil	9,500	11,000	Lapeer	12,100	13,200	Lake of Woods	600
1,900	2,700	Charles	5,800	6,900	Leelanau	2,000	2,500	Le Sueur	5,000
900	1,300	Dorchester	7,000	8,200	Lenawee	21,800	23,800	Lincoln	2,200
1,800	2,700	Frederick	15,800	18,100	Livingston	8,800	9,700	Lyon	4,600
4,000	6,100	Garrett	3,100	5,100	Luce	1,100	1,500	McLeod	6,500
2,400	3,700	Harford	16,100	18,000	Mackinac	2,000	2,600	Mahnomen	1,100
4,400	5,700	Howard	6,300	7,300	Macomb	90,900	96,900	Marshall	2,500
52,900	64,200	Kent	3,700	4,300	Manistee	5,100	6,200	Martin	6,500
2,800	3,900	Montgomery	78,400	85,200	Marquette	11,000	14,400	Meeker	4,600
2,200	3,400	Prince George	80,000	87,400	Mason	5,500	6,700	Mille Lacs	3,600
5,800	8,800	Queen Annes	3,700	4,300	Mecosta	4,800	5,400	Morrison	4,500
5,100	7,100	St. Marys	7,300	8,500	Menominee	6,300	7,500	Mower	12,200
2,500	3,400	Somerset	3,300	5,800	Midland	11,400	12,700	Murray	3,700
8,400	11,500	Talbot	5,100	6,000	Missaukee	1,600	2,000	Nicollet	4,700
4,600	6,900	Washington	20,500	25,100	Monroe	24,400	26,500	Nobles	5,600
2,600	3,600	Wicomico	11,900	14,000	Montcalm	10,100	11,000	Norman	2,200
41,300	46,700	Worcester	4,300	7,500	Montmorency	900	1,200	Olmsted	13,200
5,500	8,000	Total	721,800	818,200	Muskegon	40,200	43,300	Otter Tail	9,300
13,900	18,500				Newaygo	6,300	7,100	Pennington	2,500
9,400	11,400	MASSACHUSETTS			Oakland	167,000	179,800	Pine	3,800
2,700	3,900	Barnstable	16,100	17,600	Oceana	3,800	4,600	Pipestone	3,600
4,700	6,900	Berkshire	38,300	41,800	Ogemaw	2,200	2,600	Polk	7,600
4,100	5,700	Bristol	110,900	120,400	Ontonagon	2,300	3,000	Pope	2,200
3,100	4,400	Dukes	1,600	1,800	Osceola	3,400	3,800	Ramsey	116,700
7,000	9,900	Essex	155,900	169,000	Oscoda	800	900	Red Lake	1,000
6,500	9,300	Franklin	15,400	17,300	Otsego	1,400	1,700	Redwood	5,200
170,300	192,700	Hampden	109,200	118,300	Ottawa	24,300	26,600	Renville	5,700
20,800	25,500	Hampshire	20,700	23,100	Presque Isle	2,100	2,900	Rice	8,900
3,100	3,700	Middlesex	298,700	326,000	Roscommon	1,900	2,300	Rock	2,400
3,300	5,200	Nantucket	900	1,000	Saginaw	48,400	52,800	Roseau	2,300
22,200	29,900	Norfolk	122,900	133,200	St. Clair	27,600	30,100	St. Louis	63,300
2,000	2,600	Plymouth	62,400	67,500	St. Joseph	13,600	14,900	Scott	4,500
5,100	6,400	Suffolk	219,500	238,400	Sanilac	8,300	9,400	Sherburne	2,300
3,200	5,100	Worcester	156,900	170,600	Schoolcraft	1,800	2,400	Sibley	3,400
6,000	6,800	Total	1,329,400	1,446,000	Shiawassee	14,600	15,900	Stearns	17,700
2,700	3,400				Tuscola	11,500	12,700	Steele	6,000
1,500	2,400	MICHIGAN			Van Buren	16,700	18,200	Stevens	1,900
2,600	3,300	Alcona	800	900	Washtenaw	39,800	43,300	Swift	3,000
2,800	3,500	Alger	1,900	2,600	Wayne	769,600	824,400	Todd	4,300
12,200	20,600	Allegan	15,400	16,800	Wexford	4,700	5,700	Traverse	1,300
4,000	6,100	Alpena	5,100	7,100	Total	2,060,000	2,254,400	Wabasha	4,800
6,900	10,500	Antrim	2,300	2,800	MINNESOTA			Wadena	2,100
6,600	8,300	Arenac	2,300	2,700	Aitkin	2,900	3,700	Waseca	4,100
13,800	16,100	Baraga	1,600	2,100	Anoka	15,000	16,000	Washington	10,700
2,300	3,200	Bay	26,800	29,200	Becker	4,700	6,500	Watonwan	3,300
10,400	12,200	Benzie	1,900	2,300	Beltrami	3,400	6,900	Wilkin	2,400
3,200	4,700	Berrien	41,900	45,500	Benton	3,200	4,500	Winona	8,800
6,800	10,200	Branch	9,400	10,900	Big Stone	1,600	2,400	Wright	7,600
3,800	6,100	Calhoun	38,500	41,900	Blue Earth	11,000	11,900	Yellow Medicine	3,400
9,300	11,200	Cass	9,800	11,000	Brown	7,000	8,100	Total	825,100
8,200	10,400	Charlevoix	3,000	3,900	Carlton	5,600	7,000	MISSISSIPPI	
2,100	3,200	Cheboygan	2,800	3,600	Carver	4,900	5,300	Adams	6,100
3,000	3,700	Chippewa	6,900	9,000	Cass	2,800	5,100	Alcorn	4,400
1,000	1,600				Chippewa	3,100	4,800	Amite	2,000
3,100	4,300								
668,800	842,700								

TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		
MISSISSIPPI continued				MISSOURI								
Attala	3,200	5,500		Adair	4,700	6,700		Pettis	10,600	12,600	Richland	1,400
Benton	1,100	1,900		Andrew	3,000	3,600		Phelps	5,400	7,400	Roosevelt	1,500
Bolivar	8,600	15,600		Atchison	2,200	3,000		Pike	5,000	5,900	Rosebud	900
Calhoun	1,800	3,700		Audrain	6,700	8,500		Platte	5,700	6,300	Sanders	1,200
Carrall	1,500	3,000		Barry	4,700	6,500		Polk	3,800	4,800	Sheridan	900
Chickasaw	1,900	4,000		Barton	2,700	3,800		Pulaski	2,800	11,200	Silver Bow	18,200
Choctaw	900	2,100		Bates	4,500	5,900		Putnam	1,900	2,700	Stillwater	1,000
Claiborne	1,600	2,600		Benton	2,200	2,700		Rails	1,900	2,300	Sweet Grass	600
Clarke	2,500	4,200		Bollinger	2,000	2,600		Randolph	6,100	8,000	Teton	1,400
Clay	2,000	3,800		Boone	12,200	14,600		Ray	4,600	5,400	Toole	1,200
Coahoma	8,300	14,500		Buchanan	29,800	32,400		Reynolds	800	1,400	Treasure	200
Copiah	4,400	7,100		Butler	7,800	10,800		Ripley	1,800	3,000	Valley	1,400
Covington	2,100	3,400		Caldwell	2,800	3,300		St. Charles	10,200	10,900	Wheatland	500
De Soto	3,700	5,300		Callaway	4,900	6,200		St. Clair	2,400	3,000	Wibaux	200
Forrest	8,300	14,000		Camden	1,600	2,100		St. Francois	9,700	11,200	Yellowstone	19,000
Franklin	1,400	2,400		Cape Girardeau	9,800	11,600		St. Louis	426,800	454,000	Total	131,900
George	1,400	2,500		Carter	3,700	4,700		St. Genevieve	2,600	3,100		
Greene	1,000	1,700		Carter	800	1,300		Saline	6,300	8,000		
Grenada	2,400	4,800		Cass	5,300	6,500		Schuyler	1,000	1,500		
Hancock	2,300	2,900		Cedar	2,300	3,300		Scotland	2,000	2,400		
Harrison	22,800	30,000		Chariton	3,000	4,500		Scott	7,200	8,900		
Hinds	38,100	46,100		Christian	2,800	3,700		Shannon	900	1,700	NEBRASKA	
Holmes	4,300	6,900		Clark	2,200	2,700		Shelby	2,500	3,200	Adams	8,400
Humphreys	2,900	4,800		Clay	24,000	25,500		Stoddard	6,700	8,300	Antelope	2,400
Issaquena	600	1,000		Clinton	3,400	3,700		Stone	2,000	2,600	Arthur	100
lawamba	2,100	3,600		Cole	9,900	11,200		Sullivan	2,300	3,300	Banner	300
Jackson	10,100	11,700		Cooper	3,700	4,800		Taney	2,200	2,900	Blaine	100
Jasper	2,800	4,100		Crawford	2,100	3,100		Texas	3,100	5,500	Boone	2,000
Jefferson	1,400	2,400		Dade	1,900	2,700		Vernon	5,100	6,600	Box Butte	2,000
Jeff Davis	2,000	3,500		Dallas	2,200	2,800		Warren	2,000	2,300	Boyd	700
Jones	11,600	17,200		Davies	2,800	3,300		Washington	2,500	3,800	Brown	700
Kemper	1,700	2,900		De Kalb	2,000	2,400		Wayne	1,900	2,400	Buffalo	6,900
Lafayette	2,400	4,800		Dent	2,300	3,200		Webster	3,400	4,300	Burt	2,900
Lamar	1,900	3,300		Douglas	2,000	2,800		Worth	1,200	1,500	Butler	2,900
Lauderdale	15,200	19,600		Dunklin	8,500	11,100		Wright	2,900	4,200	Cass	5,100
Lawrence	1,600	2,700		Franklin	10,100	11,900		Total	1,172,300	1,344,600	Cedar	3,300
Leake	2,800	4,700		Gasconade	3,100	4,000					Chase	800
Lee	7,400	10,800		Gentry	2,500	3,200					Cherry	1,500
Leflore	6,900	12,700		Greene	37,500	39,900					Cheyenne	3,100
Lincoln	4,300	7,300		Grundy	3,400	4,100					Clay	2,500
Lowndes	5,200	10,800		Harrison	3,300	4,200					Colfax	2,800
Madison	4,500	7,000		Henry	5,300	6,500					Cuming	3,200
Marion	3,100	5,700		Hickory	1,300	1,600					Custer	3,700
Marshall	3,000	5,300		Holt	1,900	2,600					Dakota	3,300
Monroe	5,000	8,800		Howard	2,700	3,500					Dawes	1,200
Montgomery	1,700	3,400		Howell	3,200	5,600					Dawson	5,400
Neshoba	3,300	5,700		Iron	1,300	2,000					Deuel	600
Newton	3,400	5,100		Jackson	191,000	203,200					Dixon	2,500
Noxubee	2,300	4,000		Jasper	25,200	28,400					Dodge	9,000
Oktibbeha	3,200	6,200		Jefferson	17,400	18,500					Douglas	92,600
Panola	5,700	8,000		Johnson	7,100	8,600					Dundy	600
Pearl River	4,400	5,500		Knox	2,100	2,600					Fillmore	2,400
Perry	1,200	2,100		Laclede	4,600	5,900					Franklin	1,700
Pike	5,500	9,000		Lafayette	6,900	8,000					Frontier	900
Pontotoc	2,600	4,600		Lawrence	5,200	7,200					Furnas	2,600
Prentiss	2,600	4,500		Lewis	2,800	3,400					Gage	7,000
Quitman	3,700	6,100		Lincoln	4,900	5,600					Garden	600
Rankin	3,400	5,800		Linn	4,200	6,300					Garfield	500
Scott	2,800	4,800		Livingston	4,200	5,200					Gasper	600
Sharkey	1,600	2,600		McDonald	3,200	4,100					Grant	100
Simpson	2,900	5,000		Macon	5,500	6,900					Greeley	1,100
Smith	2,000	3,400		Madison	2,200	2,800					Hall	10,900
Stone	800	1,500		Maries	1,600	2,000					Hamilton	2,500
Sunflower	6,300	13,100		Marion	9,100	9,800					Harlan	1,500
Tallahatchie	3,900	6,700		Mercer	1,500	1,900					Hayes	300
Tate	3,000	4,200		Miller	3,300	4,300					Hitchcock	1,000
Tipphah	2,500	4,100		Mississippi	3,800	5,500					Holt	2,100
Tishomingo	2,000	3,400		Moniteau	2,600	3,300					Hooker	100
Tunica	3,500	5,800		Monroe	2,600	3,100					Howard	1,500
Union	3,100	5,500		Montgomery	3,000	3,400					Jefferson	3,600
Walthall	1,700	3,200		Morgan	2,200	2,900					Johnson	1,700
Warren	9,200	13,300		New Madrid	6,700	9,000					Kearney	1,700
Washington	11,900	20,100		Newton	7,100	9,100					Keith	1,600
Wayne	2,100	3,600		Nodaway	5,500	7,500					Keya Paha	200
Webster	1,500	2,700		Oregon	1,500	2,900					Kimball	300
Wilkinson	1,400	2,900		Osage	2,200	2,900					Knox	42,800
Winston	2,900	5,100		Ozark	1,500	2,100					Lancaster	200
Yalobusha	1,700	3,400		Pemiscot	9,300	11,500					Lincoln	6,000
Yazoo	5,500	8,400		Perry	2,900	3,400					Logan	200
Total	351,900	557,000									Loup	200

TV homes, (E) TELEVISION MAGAZINE, Families (E) 1958, Sales Management Survey of Buying Power, further reproduction not licensed.

TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58		TV Homes Aug. '58		No. of Families Jan. '58	
1,800	2,600	Monmouth	83,500	89,500	Ontario	16,700	18,500	Johnston	10,100	15,700	
1,400	2,200	Morris	54,500	59,200	Orange	47,800	52,400	Jones	1,400	2,300	
1,200	1,700	Ocean	22,300	24,200	Orleans	8,900	9,800	Lee	4,300	6,600	
2,900	3,500	Passaic	106,300	115,700	Oswego	22,400	24,400	Lenoir	8,500	11,600	
2,300	2,900	Salem	15,800	17,100	Otsego	15,400	17,200	Lincoln	5,100	6,900	
4,900	5,300	Somerset	31,700	34,600	Putnam	5,700	6,600	McDowell	4,800	6,800	
1,700	2,000	Sussex	10,700	11,800	Queens	515,300	557,900	Macon	2,300	3,900	
800	1,200	Union	128,600	138,900	Rensselaer	39,700	43,500	Madison	2,400	4,300	
2,900	3,400	Warren	16,700	18,400	Richmond	55,500	60,100	Martin	4,200	6,100	
1,900	2,600	Total	1,545,600	1,680,500	Rockland	27,400	29,600	Mecklenburg	61,800	70,700	
5,700	6,300	NEW MEXICO									
2,200	2,600	Bernalillo	58,300	62,900	St. Lawrence	24,600	31,500	Mitchell	2,100	3,400	
2,800	4,300	Catron	300	500	Saratoga	22,900	25,300	Montgomery	3,100	4,300	
3,900	4,700	Chaves	12,100	15,000	Schenectady	47,800	52,300	Moore	5,400	8,200	
500	900	Colfax	1,600	3,500	Schoharie	6,500	7,400	Nash	9,500	14,300	
3,700	4,500	Curry	5,400	8,800	Schuyler	4,100	4,600	New Hanover	15,600	21,100	
6,600	7,000	De Baca	500	800	Seneca	6,500	7,300	Northampton	4,300	5,900	
5,200	5,500	Dona Ana	9,900	11,600	Stauben	24,000	28,800	Onslow	7,700	11,400	
7,400	10,800	Eddy	10,300	13,900	Suffolk	139,200	152,400	Orange	7,400	9,100	
3,300	4,100	Grant	3,400	5,600	Sullivan	12,100	13,400	Pamlico	1,500	2,500	
1,500	2,800	Guadalupe	900	1,300	Tioga	9,200	10,200	Pasquotank	5,400	7,300	
1,200	1,800	Harding	100	300	Tompkins	17,100	19,800	Pender	2,500	4,300	
400	800	Hidalgo	900	1,400	Ulster	30,300	33,500	Perquimans	1,800	2,500	
1,500	1,800	Lea	10,700	16,700	Warren	11,900	13,200	Person	3,800	5,400	
2,400	3,000	Lincoln	1,300	2,000	Washington	12,400	13,700	Pitt	12,900	14,800	
200	400	Los Alamos	2,800	3,500	Wayne	16,100	17,700	Polk	2,500	3,000	
2,100	2,400	Luna	1,800	2,700	Westchester	212,700	226,600	Randolph	11,600	14,000	
1,400	2,100	McKinley	3,900	7,700	Wyoming	8,000	8,900	Richmond	8,200	10,100	
3,400	3,600	Mora	700	1,400	Yates	5,300	6,000	Robeson	13,600	20,600	
2,700	2,900	Otero	5,400	7,900	Total	4,564,900	4,996,300	Rockingham	15,300	18,100	
1,900	2,200	Quay	2,300	3,800	NORTH CAROLINA						
200	300	Rio Arriba	3,300	5,600	Alamance	19,000	21,300	Rowan	18,100	22,000	
3,900	4,600	Roosevelt	2,700	4,600	Alexander	3,000	3,500	Rutherford	9,100	11,300	
363,100	432,400	Sandoval	1,500	2,400	Alleghany	1,400	2,100	Sampson	7,000	11,500	
		San Juan	5,600	10,100	Anson	4,300	6,000	Scotland	3,600	6,200	
		San Miguel	2,600	5,100	Ashe	3,400	5,000	Stanly	10,200	11,500	
		Santa Fe	7,800	10,600	Avery	2,000	3,100	Stokes	3,700	4,800	
		Sierra	1,100	1,600	Beaufort	8,000	9,400	Surry	9,800	11,900	
		Socorro	1,500	2,300	Bertie	4,100	5,900	Swain	1,000	2,100	
		Taos	1,700	3,000	Bladen	3,400	6,600	Transylvania	2,200	3,800	
		Torrance	900	1,400	Brunswick	2,600	4,500	Tyrrell	800	1,200	
		Union	800	1,700	Buncombe	26,000	36,300	Union	8,100	10,800	
		Valencia	3,800	5,300	Burke	9,300	11,700	Vance	5,800	8,000	
		Total	165,900	225,000	Cabarrus	15,600	17,500	Wake	32,200	40,200	
		NEW YORK									
		Albany	76,000	83,100	Caldwell	8,600	11,200	Warren	2,800	4,900	
		Alleghany	10,900	13,600	Camden	1,000	1,400	Washington	1,900	3,000	
		Bronx	395,000	436,700	Carteret	4,200	6,900	Watauga	2,600	4,100	
		Broome	56,100	61,900	Caswell	3,100	4,300	Wayne	12,300	16,000	
		Cattaraugus	22,600	24,800	Catawba	16,300	18,300	Wilkes	7,400	10,900	
		Cayuga	20,000	21,900	Chatham	4,000	6,100	Wilson	10,200	13,400	
		Chautauqua	42,300	46,600	Cherokee	2,000	4,200	Yadkin	4,400	5,600	
		Chemung	27,400	31,000	Chowan	1,800	2,900	Yancey	2,000	3,500	
		Chenango	11,300	12,600	Clay	600	1,300	Total	830,900	1,095,700	
		Clinton	13,300	14,500	Cleveland	12,700	16,500	NORTH DAKOTA			
		Columbia	13,000	14,100	Columbus	6,700	12,300	Adams	700	1,200	
		Cortland	11,700	12,900	Craven	11,100	13,800	Barnes	4,300	4,800	
		Delaware	12,000	14,200	Cumberland	16,600	28,200	Benson	1,500	2,100	
		Dutchess	38,100	42,200	Currituck	1,300	1,800	Billings	300	500	
		Erie	295,300	318,300	Dare	800	1,300	Bottineau	1,900	2,800	
		Essex	8,600	10,600	Davidson	15,600	18,100	Bowman	500	1,000	
		Franklin	9,800	12,700	Davie	3,100	3,900	Burke	1,200	1,700	
		Fulton	15,900	17,800	Duplin	5,800	9,600	Burleigh	7,800	9,300	
		Genesee	13,800	14,900	Durham	24,800	29,500	Cass	17,800	19,400	
		Greene	8,000	9,000	Edgecombe	9,500	12,200	Cavalier	1,500	2,400	
		Hamilton	1,200	1,300	Forsyth	42,800	48,900	Dickey	1,800	2,500	
		Herkimer	17,800	19,500	Franklin	4,000	7,000	Divide	700	1,300	
		Jefferson	22,100	26,900	Gaston	25,900	32,500	Dunn	1,100	1,600	
		Kings	734,100	792,800	Gates	1,700	2,300	Eddy	800	1,200	
		Lewis	5,700	6,800	Graham	800	1,700	Emmons	1,600	2,000	
		Livingston	9,800	11,000	Granville	4,700	6,800	Foster	1,000	1,500	
		Madison	13,600	15,000	Greene	2,500	3,600	Golden Valley	400	800	
		Monroe	163,200	178,000	Guilford	52,300	59,100	Grand Forks	10,500	12,800	
		Montgomery	17,200	19,200	Halifax	8,900	13,200	Grant	1,400	1,600	
		Nassau	343,300	365,200	Harnett	7,300	12,900	Griggs	1,200	1,300	
		New York	534,900	599,700	Haywood	6,600	10,200	Hettinger	1,100	1,800	
		Niagara	61,300	66,000	Henderson	6,200	9,500	Kidder	1,200	1,500	
		Oneida	64,500	69,500	Hertford	3,500	4,800	La Moure	1,500	2,100	
		Onondaga	109,600	119,300	Hoke	1,900	3,300	Logan	900	1,200	
					Hyde	900	1,400	McHenry	1,900	2,800	
					Iredell	12,400	15,600	McIntosh	1,200	1,700	
					Jackson	2,500	4,300	McKenzie	900	1,800	
								McLean	3,300	5,200	

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at an economy-figure comparable
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DUnkirk 1-3811

SAN FRANCISCO
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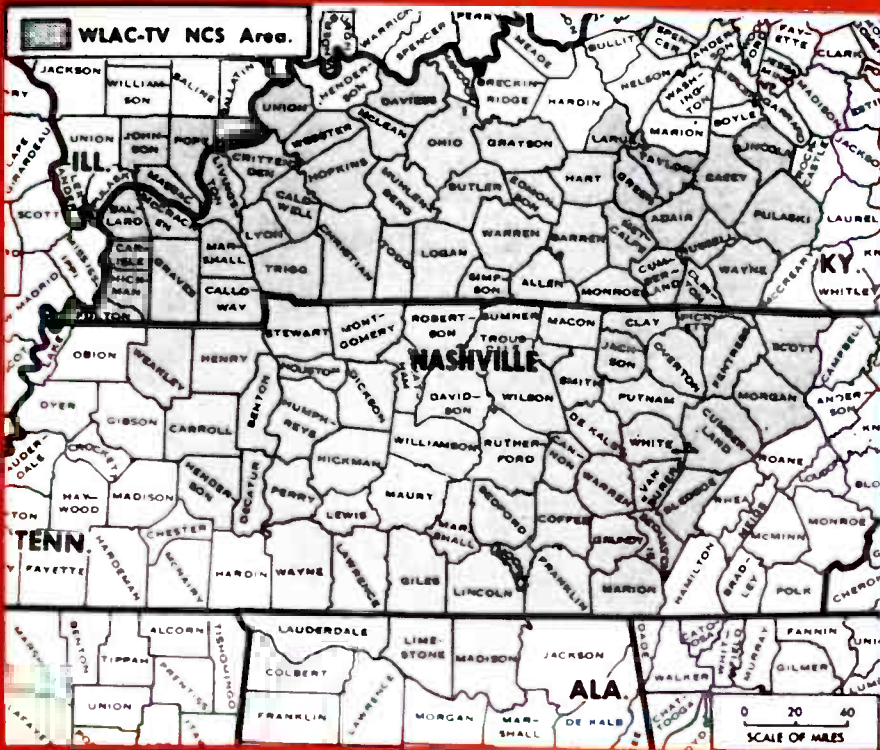
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WNHC-TV — Hartford-New Haven
KING-TV — Seattle-Tacoma
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WCPO-TV — Cincinnati
KGW-TV — Portland
WDSU-TV — New Orleans
WFLA-TV — Tampa-St. Petersburg
W-TEN — Albany-Schenectady-Troy
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WOW-TV — Omaha
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WFBG-TV — Altoona
**effective August 1, 1958*

TV Homes Aug. '58	No. of Families Jan. '58	TV Homes Aug. '58	No. of Families Jan. '58	TV Homes Aug. '58	No. of Families Jan. '58	TV Homes Aug. '58	No. of Families Jan. '58			
SOUTH CAROLINA continued										
Beaufort	4,900	7,000	Kingsbury	2,100	2,800	Lauderdale	4,900	Cameron	28,100	
Berkeley	5,300	7,000	Lake	2,400	2,800	Lawrence	4,100	Camp	1,600	
Calhoun	2,000	3,300	Lawrence	2,600	5,500	Lewis	1,100	Carson	1,500	
Charleston	45,900	54,000	Lincoln	3,300	3,700	Lincoln	3,400	Cass	4,500	
Cherokee	7,600	9,700	Lyman	700	1,100	Loudon	4,700	Castro	1,000	
Chester	6,100	8,100	McCook	1,900	2,300	McMinn	5,600	Chambers	1,900	
Chesterfield	5,500	8,100	McPherson	800	1,700	McNairy	3,500	Cherokee	6,400	
Clarendon	4,100	6,600	Marshall	1,500	2,100	Macon	2,500	Childress	1,800	
Colleton	5,200	7,200	Meade	1,400	3,000	Madison	12,900	Clay	1,900	
Darlington	8,500	12,500	Mellette	400	700	Marion	3,600	Cochran	1,500	
Dillon	4,700	6,700	Miner	1,200	1,700	Marshall	3,800	Coke	900	
Dorchester	4,300	5,600	Minnehaha	25,000	26,600	Maury	9,000	Coleman	2,500	
Edgefield	2,300	3,700	Moody	2,100	2,500	Meigs	800	Collin	11,300	
Fairfield	3,400	4,800	Pennington	13,100	18,800	Monroe	4,200	Collingsworth	1,300	
Florence	16,200	20,800	Perkins	900	1,800	Montgomery	10,200	Colorado	3,400	
Georgetown	6,000	8,100	Potter	600	1,300	Moore	600	Comal	4,600	
Greenville	45,700	55,300	Roberts	2,400	3,400	Morgan	1,700	Comanche	2,300	
Greenwood	9,800	12,900	Sanborn	900	1,300	Obion	4,700	Concho	800	
Hampton	3,100	4,400	Shannon	600	1,100	Overton	2,400	Cooke	6,200	
Horry	8,200	15,600	Shank	2,000	3,300	Perry	700	Coryell	3,300	
Jasper	1,800	2,600	Stanley	200	300	Pickett	500	Cottle	800	
Kershaw	5,700	7,500	Sully	400	800	Polk	2,200	Crane	1,100	
Lancaster	6,900	9,300	Todd	500	900	Putnam	5,300	Crockett	700	
Laurens	7,200	11,700	Tripp	1,500	2,400	Rhea	2,500	Crosby	2,000	
Lee	3,500	4,700	Turner	2,700	3,000	Roane	6,800	Culberson	400	
Lexington	9,600	13,000	Union	2,700	3,000	Robertson	6,000	Dallam	2,000	
McCormick	1,500	2,100	Walworth	1,000	2,100	Rutherford	9,500	Dallas	233,100	
Marion	5,500	7,900	Washabawh	100	100	Scott	2,200	Dawson	4,400	
Marlboro	4,800	7,000	Yankton	3,800	4,800	Sequatchie	900	Deaf Smith	2,400	
Newberry	5,600	8,200	Ziebach	300	600	Sevier	3,300	Delta	1,200	
Oconee	5,700	9,200	Total	137,800	196,600	Shelby	141,500	Denton	10,800	
Orangeburg	10,800	16,600	TENNESSEE			Smith	2,500	De Witt	4,300	
Pickens	6,600	10,300	Anderson	12,000	15,100	Stewart	1,300	Dickens	1,100	
Richland	37,500	45,100	Bedford	5,000	6,700	Sullivan	21,400	Dimmit	1,500	
Saluda	2,300	3,700	Benton	1,600	2,800	Sumner	7,800	Donley	1,200	
Spartanburg	32,700	42,200	Bledsoe	1,200	1,700	Tipton	5,700	Duval	2,100	
Sumter	10,200	14,900	Blount	14,700	16,100	Trousdale	900	Eastland	4,500	
Union	5,300	7,600	Bradley	6,900	9,000	Unicoi	2,300	Ector	19,000	
Williamsburg	6,900	9,100	Campbell	5,500	8,200	Union	1,000	Edwards	400	
York	16,000	21,400	Cannon	1,500	2,000	Van Buren	600	Ellis	10,500	
Total	434,000	586,000	Carroll	4,500	7,500	Warren	4,100	El Paso	61,900	
			Carter	8,400	11,000	Washington	13,100	Erath	3,400	
			Cheatham	1,600	2,000	Wayne	1,700	Falls	4,600	
			Chester	1,500	2,500	Weakley	3,900	Fannin	4,900	
			Claiborne	3,000	5,500	White	2,100	Fayette	3,900	
			Clay	1,000	1,700	Williamson	4,900	Fisher	1,800	
			Cocke	3,100	5,300	Wilson	5,700	Floyd	2,200	
			Coffee	5,800	7,600	Total	731,400	939,500	Foard	800
			Crockett	3,600	5,000	TEXAS		Fort Bend	7,100	
			Cumberland	2,500	4,700	Anderson	5,500	Franklin	900	
			Davidson	93,600	104,900	Andrews	2,200	Freestone	2,300	
			Decatur	1,200	2,100	Angelina	8,200	Frio	2,100	
			De Kalb	1,900	2,600	Aransas	700	Gaines	1,700	
			Dickson	3,500	4,900	Archer	1,300	Galveston	31,800	
			Dyer	6,500	8,200	Armstrong	300	Garza	1,400	
			Fayette	4,500	6,100	Atascosa	3,700	Gillespie	2,000	
			Fentress	1,800	3,300	Austin	2,800	Glasscock	100	
			Franklin	3,100	6,200	Bailey	1,800	Goliad	900	
			Gibson	10,000	14,800	Bandera	1,000	Gonzales	4,100	
			Giles	3,700	6,700	Bastrop	3,300	Gray	7,100	
			Grainger	1,600	2,900	Baylor	1,300	Grayson	20,100	
			Greene	7,300	11,700	Bee	4,300	Gregg	17,000	
			Grundy	1,800	2,900	Bell	19,800	Grimes	2,600	
			Hamblen	4,800	8,200	Bexar	138,100	Guadalupe	6,000	
			Hamilton	61,100	71,600	Blanco	800	Hale	8,100	
			Hancock	1,000	1,800	Borden	200	Hall	1,800	
			Hardeman	3,300	4,900	Bosque	2,100	Hamilton	2,000	
			Hardin	2,600	4,300	Bowie	16,100	Hansford	1,000	
			Hawkins	4,300	7,500	Brazoria	15,300	Hardeman	2,100	
			Haywood	4,600	6,400	Brazos	8,600	Hardin	3,800	
			Henderson	2,100	3,800	Brewster	1,000	Harris	319,300	
			Henry	3,700	6,500	Briscoe	600	Harrison	10,000	
			Hickman	2,200	3,100	Brooks	2,000	Hartley	400	
			Houston	800	1,100	Brown	5,900	Haskell	2,600	
			Humphreys	2,100	2,800	Burleson	2,000	Hays	3,900	
			Jackson	1,600	2,600	Burnet	2,100	Hemphill	800	
			Jefferson	2,900	4,900	Caldwell	3,500	Henderson	3,400	
			Johnson	1,700	2,700	Callahan	1,500	Hidalgo	32,400	
			Knox	62,800	68,000			Hill	7,200	
			Lake	1,800	3,000			Hockley	4,900	
								Hood	1,100	
								Hopkins	3,900	

Call your **KATZ** man... plan your sales security on **CHANNEL 5**



- TALL TOWER
- BEST COVERAGE
- MAXIMUM POWER
- LOWEST COST PER 1000
- BEST SALES RESULTS

WLAC-TV channel 5 NASHVILLE, TENNESSEE



T. B. Baker, Jr.
Executive Vice Pres. and Genl. Mgr.

R. M. Reuschle
General Sales Manager

Represented Nationally
By THE KATZ AGENCY

How many families do you reach?

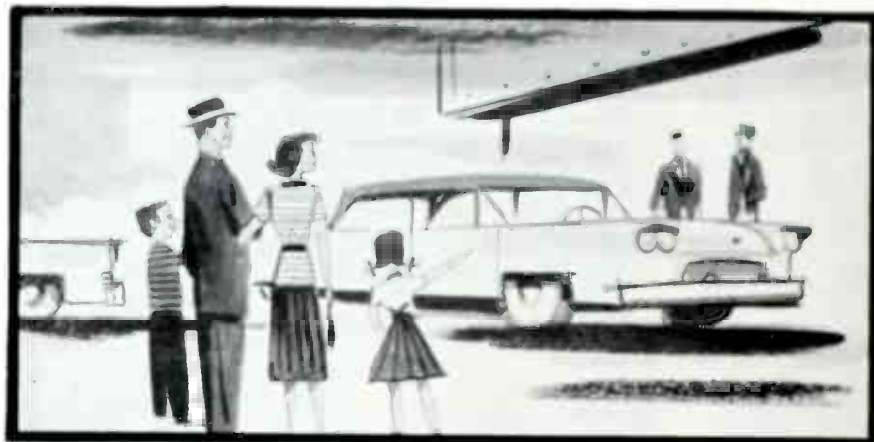
	Television Market	Standard Met. Area
Wichita Falls, Tex.	145,400	30,000
Wilmington, N.C.	175,100	15,600
Winston-Salem, N.C.	314,400	42,800
Yakima, Wash.	118,400	39,400
York, Pa.	60,200	60,200
Youngstown, Ohio	184,000	155,500
Yuma, Ariz.	23,400	"
Zanesville, Ohio	69,900	21,100

* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 86% of the television market's families live outside the metropolitan area.

For income and sales data correlated to TV coverage areas, TELEVISION MAGAZINE is the only standard source.

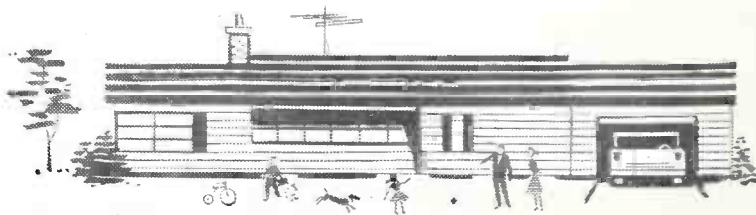
They buy as a family . . .



because they were sold as a family . . .



by their local Meredith station!



KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

TELEVISION MAGAZINE'S EXCLUSIVE

RECEIVER CIRCULATION REPORT FOR AUGUST

Independent estimates of television homes for all

markets based on our research department's projections for each U.S. county

The TV home figures listed in this section are based on the coverage area of a television market as determined by TELEVISION MAGAZINE's Research Department. Viewer studies are used when current—engineering contours, only when research data is made obsolete by station facilities or market changes.

Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception. Other factors, however, may well rule out any dependence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in service area must all be weighed. The influence of these factors is reflected in the Nielsen coverage study, the ARB study and, in some cases, the regular reports of the various rating services. The Nielsen data in particular, where available, has become the backbone of estimating coverage and reevaluating markets.

Set count in each market is based on TELEVISION MAGAZINE's county-by-county projections of the "National Survey of Television Sets in U.S. Households" for June 1955, March 1956, and March 1958, three county-by-county estimates prepared by the Advertising Research Foundation in cooperation with the Bureau of the Census and the A. C. Nielsen Co.

In some of the UHF markets, it has been impossible to correlate the available data. These markets are being re-evaluated by TELEVISION MAGAZINE's Research Department and new figures will be reported as soon as a sound estimate can be made.

The TV homes credited to each market are those covered by the station with maximum coverage in that market. It must be remembered that the statistics for each market are based on the coverage of one station only. Figures for other stations in the market will vary according to channel, power, tower height, etc.

In many areas, individual markets have been combined in a dual-market listing. This has been done wherever there is almost complete duplication of coverage and no substantial difference in set count. The decision to combine markets is based on advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, TELEVISION MAGAZINE's Research Department is continuously re-examining markets and revising set counts accordingly.

A 94% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., over 96% in Cleveland and Milwaukee) but the available evidence shows that penetration drops off outside the metropolitan area itself and that 94% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF outlets refer to VHF only. ▶

CIRCULATION AS OF AUGUST 1958
TOTAL U. S. TV HOMES 43,303,400

Unlike other published set counts, these are neither station nor network estimates. They are copyrighted and may not be reproduced without permission. Listed below are all stations on the air.

Market & Stations—% Penetration	TV Homes
ABILENE, Tex.—74.2 KRBC-TV (N)	75,800
ADA, Okla.—75.9 KTEN—(A,C,N)	94,000
AGANA, Guam KUAM-TV (C,N)	††
AKRON, Ohio WAKR-TV (A)	†180,380
ALBANY, Ga.—58.6 WALB-TV (A,N)	66,200
ALBANY-SCHENECTADY-TROY, N. Y.—90.2 WTEN (C); WTRI (A); WRGB (N)	506,800 †166,100
ALBUQUERQUE, N.M.—75.9 KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	100,100
ALEXANDRIA, La.—63.0 KALB-TV (A,C,N)	88,900
ALTOONA, Pa.—86.3 WFBG-TV (A,C,N)	356,200
AMARILLO, Tex.—75.2 KFDA-TV (A,C); KGNC-TV (N); KVII-TV (A)	105,700
AMES, Iowa—88.5 WOI-TV (A)	341,700
ANCHORAGE, Alaska KENI-TV (A,N); KTVA (C)	31,100
ANDERSON, S.C. WAIM-TV (A,C)	†188,870
ARDMORE, Okla.—79.3 KVSO-TV (N)	82,200
ASHEVILLE, N.C.—73.5 WISE-TV (C,N); WLOS-TV (A)	390,300 †39,200

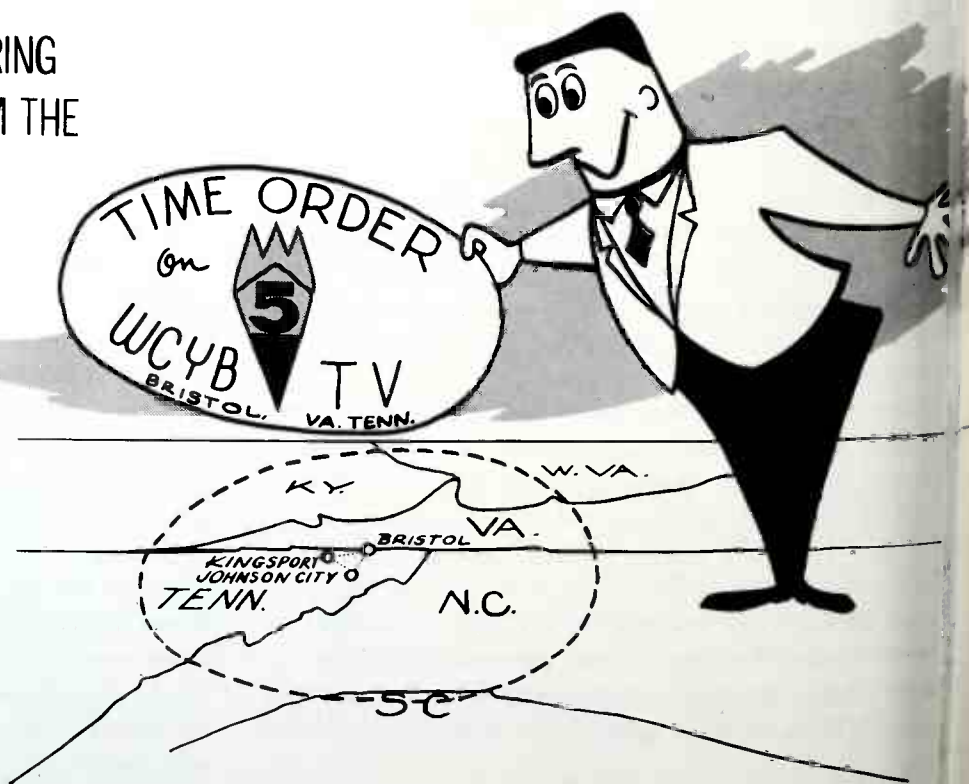
Market & Stations—% Penetration	TV Homes
ATLANTA, Ga.—78.0 WAGA-TV (C); WLW (A); WSB-TV (N)	649,100
AUGUSTA, Ga.—68.1 WJBF-TV (A,N); WRDW-TV (C)	176,000
AUSTIN, Minn.—85.8 KMMT (A)	150,600
AUSTIN, Tex.—76.5 KTBC-TV (A,C,N)	156,100
BAKERSFIELD, Cal.—85.2 KBAK-TV (A,C); KERO-TV (N)	166,800 173,800
BALTIMORE, Md.—88.7 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	644,400
BANGOR, Me.—87.5 WABI-TV (A,N); WLBZ-TV (C)	117,100
BATON ROUGE, La.—71.9 WAFB-TV (C); WRBZ (A,N)	276,100 †187,310
BAY CITY-SAGINAW, Mich.—90.0 WNEM-TV (A,N) WKNX-TV (A,C) (Includes Flint)	317,000 185,200
BEAUMONT, Tex.—78.0 KFDM-TV (C); KPAC-TV (A,N)	156,800
BELLINGHAM, Wash.—83.1 KVOS-TV (C) (This does not include "A" contour in Vancouver & Victoria, British Columbia)	*86,300
BIG SPRING, Tex.—74.9 KEDY-TV (C)	26,800
BILLINGS, Mont.—60.1 KOOK-TV (A,C); KGHL-TV (N)	47,100
BINGHAMTON, N.Y.—87.7 WNBF-TV (C,N); WINR-TV (A,N)	344,400 †36,400
BIRMINGHAM, Ala.—75.8 WABT (A,N); WBRC-TV (C)	443,900
BISMARCK, N.D.—64.4 KBMB-TV (C); KFBR-TV** (A,N) KFYR-TV operates satellite KUMV-TV, Williston, N.D.)	61,800

Market & Stations—% Penetration	TV Homes
BLOOMINGTON, Ill. WBLN-TV (A)	
BLOOMINGTON, Ind.—89.1 WTTV (N) (Includes Indianapolis, Ind. For ranking purposes consider this market Blooming Indianapolis)	756,000
BLUEFIELD, W. Va.—68.2 WHIS-TV (N)	161,000
BOISE, Ida.—73.2 KBOI (C); KIDO-TV (A, N)	70,000
BOSTON, Mass.—91.2 WBZ-TV (N); WNAC-TV (C); WHDH-TV (A)	1,382,000
BRIDGEPORT, Conn.—14.1 WICC-TV (A)	†72,000
BRISTOL, Va.-Tenn.—67.1 WCYB-TV (A,N)	258,000
BRYAN, Tex.—70.6 KBTX-TV (A,C)	31,000
BUFFALO, N.Y.—90.5 WBEN-TV (C); WGR-TV (A)	571,000
BURLINGTON, Vt.—87.1 WCAX-TV (C)	*162,000
BUTTE, Mont.—64.9 KXLF-TV (A,N) (Operates satellite KXLJ-TV, Helena, Mont.)	31,000
CADILLAC, Mich.—87.2 WWTW (A,C)	192,000
CAPE GIRARDEAU, Mo.—74.8 KFVS-TV (C)	227,000
CARLSBAD, N.M.—71.5 KAVE-TV (A,C)	31,000
CARTHAGE-WATERTOWN, N.Y.—82.7 WCNY-TV (A,C)	*8,000
CASPER, Wyo.—56.0 KTWO (A,N); KSPR-TV (C)	11,000
CEDAR RAPIDS-WATERLOO, Iowa—88.7 KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	35,000

PICTURE OF A TIME-BUYER COVERING
 OVER **2,000,000** PEOPLE FROM THE
 TRI-CITIES *Every* DAY!

P. S. HE BOUGHT THE WHOLE
 "MOUNTAIN EMPIRE" WHEN
 HE BOUGHT **WCYB-TV**
 THE *Only* STATION COVERING
 ALL OF THE 80th TV MARKET
 IN THE UNITED STATES. *
 (ASK WEED)

* TV MAG 6/58





WFBG-TV delivers 78,690 MORE unduplicated TV homes in combination with Pittsburgh than any other area station combination. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV is FIRST with 55.8 share; 9 of top 10 programs; average ratings 18.0% above second station. WFBG-TV, Altoona-Johnstown . . . the area's best buy. Blair-TV can show you why.

Sources: Television Magazine Market Book, 1957 /
Television Magazine Data Book, 1958 /
ARB, Altoona, Feb. 1958

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

Represented by **BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WLBR-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

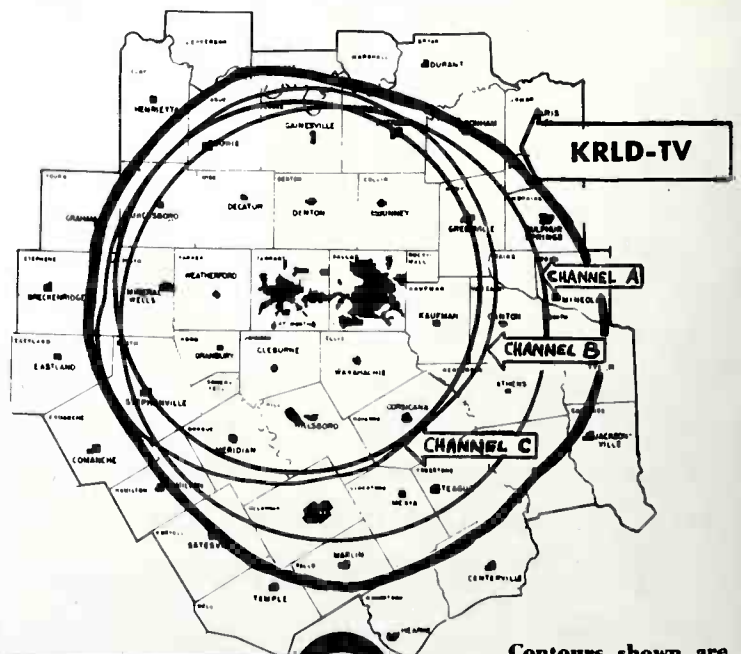
Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
CHAMPAIGN, Ill.—86.3 WCIA (C,N)	420,100	COLUMBIA, S.C.—72.0 WIS-TV (A,N); WNOK-TV† (C)	206,100 †46,300	DULUTH, Minn.-SUPERIOR, Wis.—78.7 KDAL-TV (A,C); WDSM-TV (A,N)	166
CHARLESTON, S.C.—68.6 WCSC-TV (C); WUSN-TV (A,N)	203,100	COLUMBUS, Ga.—67.5 WTVM† (A,N); WRBL-TV (A,C)	189,200 †71,100	DURHAM-RALEIGH, N.C.—73.8 WTVD (A,C); WRAL-TV (N)	363
CHARLESTON-HUNTINGTON, W. Va.—76.7 WCHS-TV (C,A); WHTN-TV (A,C) WSAZ-TV (N)	446,500	COLUMBUS, Miss.—61.2 WCBI-TV (C,N)	75,400	EAU CLAIRE, Wis.—83.6 WEAU-TV (A,N)	124
CHARLOTTE, N.C.—76.1 WBTV (C); WSOC-TV (A,N)	663,500	COLUMBUS, Ohio—91.9 WBNS-TV (C); WLW-C (N); WTVN (A)	456,300	EL DORADO, Ark.—68.9 KRBB (A,N)	42
CHATTANOOGA, Tenn.—75.0 WDEF-TV (A,C); WRGP-TV (N); WTVC (A)	187,300	CORPUS CHRISTI, Tex.—75.1 KRIS-TV (A,N); KZTV (C)	105,500	ELKHART, Ind. (See South Bend)	
CHEYENNE, Wyo.—68.1 KFBC-TV (A,C,N) (Operates satellite KSTF Scottsbluff, Neb.)	**76,100	DALLAS-FT. WORTH, Tex.—82.5 KRLD-TV (C); WFAA-TV (A); KFJZ-TV; WBAP-TV (N)	643,300	EL PASO, Tex.-JUAREZ, Mex.—80.9 KELP-TV (A); KRQD-TV (C); KTSM-TV (N); XEJ-TV	88
CHICAGO, Ill.—92.0 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N)	2,164,800	DANVILLE, Ill.—79.1 WDAN-TV† (A)	†70,700	ENID, Okla. (See Oklahoma City)	
CHICO, Cal.—73.0 KHSL-TV (A,C) (Does not include Sacramento County where station has considerable coverage.)	95,400	DAVENPORT, Iowa-ROCK ISLAND, Ill.—90.3 WOC-TV (N); WHBF-TV (A,C)	412,500	ERIE, Pa.—90.5 WICU-TV (A,N); WSEE-TV† (A,C)	163 †69
CINCINNATI, Ohio—87.5 WCPO-TV (A); WKRC-TV (C); WLW-TV (N)	637,600	DAYTON, Ohio—92.0 WHIO-TV (C); WLW-D (A,N)	475,600	EUGENE, Ore.—70.8 KVAL-TV (N) (Operates satellite KPIC-TV, Roseburg,	**104
CLARKSBURG, W. Va.—67.0 WBOY-TV (A,C,N)	75,200	DAYTONA BEACH, Fla.—72.5 WESH-TV (N)	184,100	EUREKA, Cal.—72.9 KIEM-TV (A,C,N); KVIQ-TV (A,N)	43
CLEVELAND, Ohio—92.4 WEWS (A); KYW-TV (N); WJW-TV (C)	1,230,200	DECATUR, Ala. WMSL-TV† (C,N)	†30,900	EVANSVILLE, Ind.-HENDERSON, Ky.—78.1 WFIE-TV† (C); WTVW (A); WEHT-TV† (N)	22 †117
CLOVIS, N.M.—68.6 KICA-TV (C)	21,600	DECATUR, Ill.—83.3 WTVF† (A)	†167,800	FAIRBANKS, Alaska KFAR-TV (A,N); KTVF (C)	
COLORADO SPRINGS-PUEBLO, Colo.—73.1 KKTV (A,C); KRDO-TV (N); KCSJ-TV (N)	85,800	DENVER, Colo.—85.4 KBTU (A); KLZ-TV (C); KOA-TV (N); KTVR	330,900	FARGO, N.D.—73.1 WDAY-TV (A,N) (See also Valley City, N.D.)	15
COLUMBIA-JEFFERSON CITY, Mo.—76.1 KOMU-TV (A,N); KRCG-TV (A,C)	137,400	DES MOINES, Iowa—88.3 KRNT-TV (C); WHO-TV (N)	286,400	FLORENCE, Ala. WOWL-TV† (C,N)	
		DETROIT, Mich.—WINDSOR, Can.—92.8 WJBK-TV (C); WWJ-TV (N); WXYZ (A); CKLW-TV	1,518,500	FLORENCE, S.C.—67.0 WBTW (A,C,N)	191
		DICKINSON, N.D.—60.0 KDIX-TV (C)	32,300	FT. DODGE, Iowa—54.8 KQTV† (N)	†2
		DOTHAN, Ala.—56.9 WTVY (A,C)	72,200	FT. LAUDERDALE, Fla. (See Miami)	

No Other Station But KRLD-TV Channel 4 Dallas covers ALL of the 643,300 TV Homes credited here to the Dallas-Fort Worth Market

Television Magazine prefaces circulation reports with this statement:

"The sets credited to each market are those covered by the station with the maximum coverage in that market. It must be remembered that the statistics for each market are based on the coverage of one station only. Figures for other stations . . . will vary . . ."

The "maximum coverage" station in Dallas-Fort Worth is KRLD-TV, which means that the TV Magazine Dallas-Fort Worth Market is the KRLD-TV Market only. All other stations give you mere fractional coverage.



KRLD-TV
MAXIMUM
POWER

CHANNEL 4 DALLAS



Contours shown are
100 microvolt or
equivalent signal.

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON CLYDE W. REMBERT
Chairman of the Board President

THE BIG MOVIES ARE ON

CHANNEL 8
WJW-TV
CBS • CLEVELAND, OHIO
Represented Nationally by The Katz Agency, Inc.

THE GREATEST NUMBER OF THE HOTTEST
TITLES WITH THE MOST FAMOUS STARS IN
THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS



Storer Television

WJW-TV
Cleveland

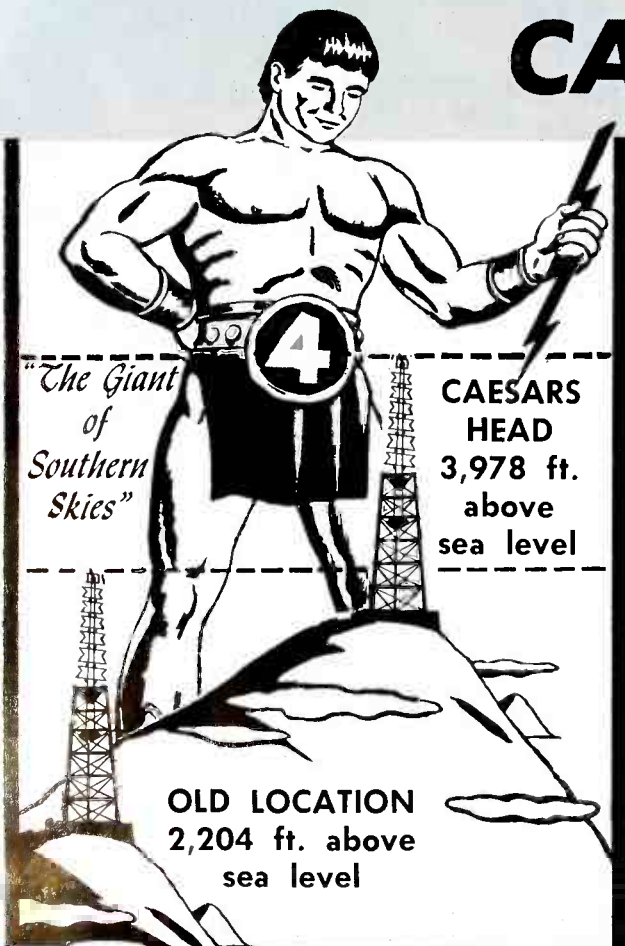
WJBK-TV
Detroit

WAGA-TV
Atlanta

WVUE-TV
Wilmington-Philadelphia

WSPD-TV
Toledo

"THE GIANT" MOVES UP TO CAESARS HEAD



"The Giant of Southern Skies"

CAESARS HEAD
3,978 ft.
above
sea level

OLD LOCATION
2,204 ft. above
sea level



Ask the Station or WEED

About WFBC-TV's

"Giant Move Upward"

Let us tell you the advantages of our new Caesars Head Location, . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast

Represented By
WEED TELEVISION CORP.

- with Maximum Height —
2000 Ft. above Average Terrain
- with Maximum Power — 100 Kilowatts
- with Increased Coverage in the

GREENVILLE-SPARTANBURG- ASHEVILLE MARKET

WFBC-TV is moving its transmitter about August 31st to the new site where a huge 888-Ft. tower atop Caesars Head Mountain will give "The Giant of Southern Skies" a greater coverage area than ever . . . a greatly expanded market for its advertisers . . . and better reception to additional thousands of viewers in the Station's 4-state coverage area.

WFBC-TV's service area is increased by 48% in this move. The tower will be 3000 ft. above Greenville and Spartanburg, and 1000 ft. above Asheville. The tower at Caesars Head will be 2000 ft. above average terrain, where formerly the height was 1140 ft. above average terrain. This move gives WFBC-TV Grade-A coverage in Greenville, Spartanburg and Asheville.

WFBC-TV MARKET DATA

From New Caesars Head Location

(within 100 UV/M Contour)

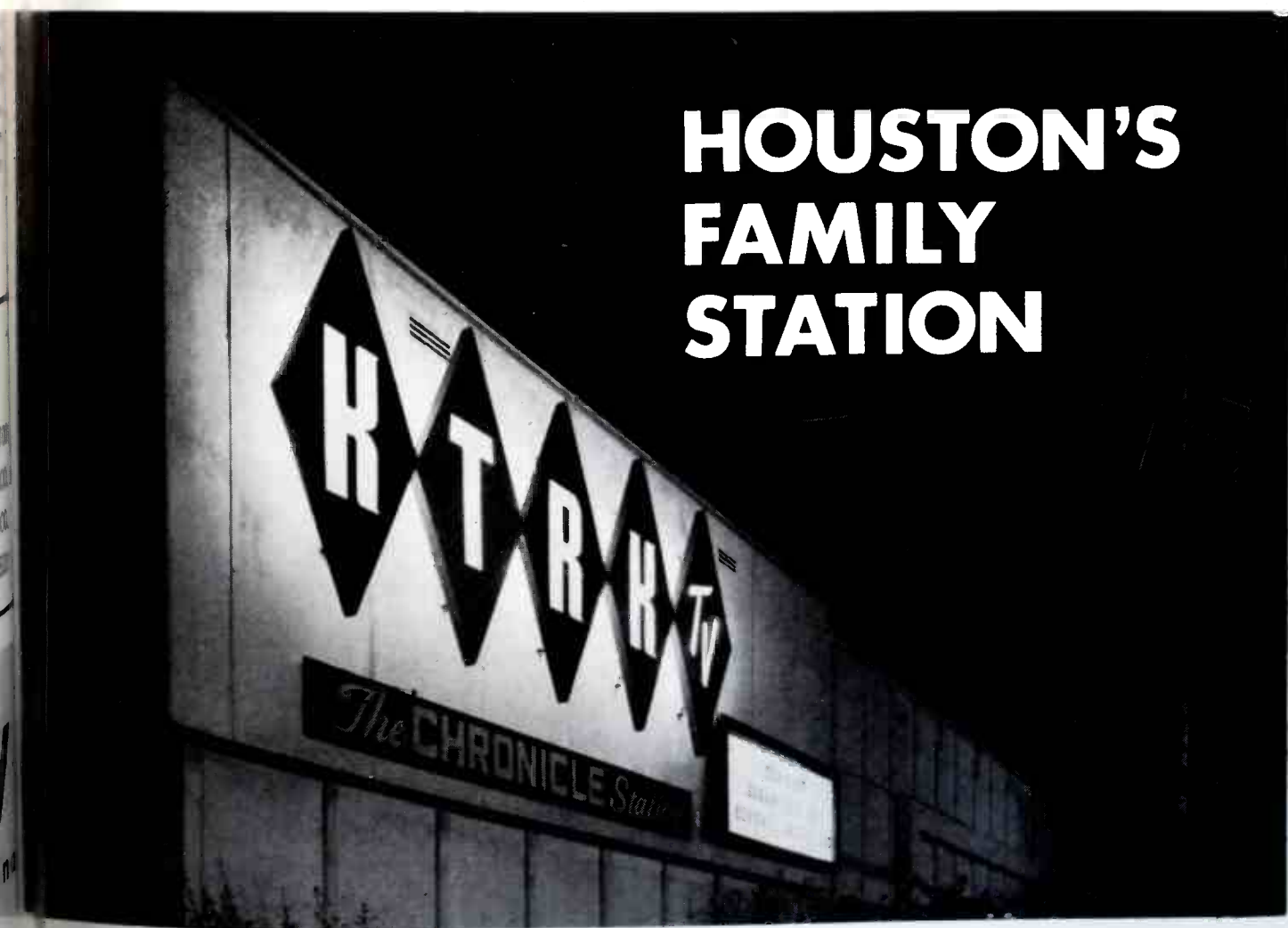
Population	2,783,100
Incomes	\$3,163,844,000.
Retail Sales	\$2,337,504,000.
Television Homes	523,830

Channel 4

WFBC-TV

Greenville, South Carolina
NBC NETWORK

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
MIAMI, Fla.—63.9 WTVN-TV (A,C)	19,500	GREENSBORO, N.C.—77.4 WFMY-TV (A,C)	440,000	HONOLULU, T.H. **115,000 KGMB-TV (C); KHVH-TV; KONA-TV (N); KULA-TV (A) (KGMB-TV operates satellites KHBC-TV, Hilo, and KMAU-TV, Wailuku. KONA-TV operates satellite KMVI-TV, Wailuku.)	
MEMPHIS, Ark.—70.6 WTVN-TV† (A,N); KNAC-TV (C)	52,900 †27,800	GREENVILLE-SPARTANBURG, S.C.—74.1 WFBC-TV (N); WSPA-TV (C)	349,900	HOUSTON-GALVESTON, Tex.—84.0 581,500 KPRC-TV*** (N); KTRK-TV (A); KGUL-TV (C) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	
MONTICELLO, Ind.—82.6 WTVN-TV† (C); WKJG-TV† (N); WPTV-TV† (A)	1204,000	GREENVILLE-WASHINGTON, N.C.—69.9 WNCT-TV (A,C); WITN (N)	247,900	HUNTINGTON-CHARLESTON, W. Va.—76.7 446,500 WHTN-TV (C); WSAZ-TV (N); WCHS-TV (C)	
WORTH-DALLAS, Tex.—82.5 WTVT-TV; WBAP-TV (N); WTVT-TV (C); WFAA-TV (A)	643,300	HANNIBAL, Mo.-QUINCY, Ill.—84.5 177,700 KHQA-TV (C); WGEM-TV (A,N)		HUTCHINSON-WICHITA, Kan.—81.7 306,500 KTVH (C); KAKE-TV*** (A); KARD-TV (N) (KTVK, Ensign, Kan., satellite of Kake-TV)	
DENVER, Colo.—84.6 WTVN-TV (C); KJEO-TV† (A); KJLV-TV (N)	224,000 †188,500	HARLINGEN-WESLACO, Tex.—66.7 89,300 KGBT-TV (A,C); KRGV-TV (A,N)		IDAHO FALLS, Ida.—73.9 51,200 KID-TV (A,C,N)	
HOUSTON, Tex.—84.0 581,500 KPRC-TV*** (N); KTRK-TV (A); KJLV-TV (N) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)		HARRISBURG, Ill.—51.2 †44,900 WSIL-TV† (A,N)		INDIANAPOLIS, Ind.—89.4 779,100 WFBM-TV (N); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind. For ranking purposes, consider this market Indianapolis-Bloomington)	
BELLEVILLE, Mont. †††		HARRISBURG, Pa. †174,130 WHP-TV† (C); WTPA† (A)		JACKSON, Miss.—63.8 240,800 WJTV (C); WLBT (A,N)	
BOZEMAN, N.D.—70.8 33,200 KID-TV (N)		HARRISONBURG, Va.—68.6 96,800 WSVA-TV (A,C,N) (Includes community antennas in counties not shown)		JACKSON, Tenn.—65.2 89,900 WDXI-TV (A,C)	
BOULDER, Colo.—63.8 22,700 WTVN-TV (A,C,N)		HARTFORD-NEW BRITAIN, Conn.—91.6 711,400 WHCT-TV (C); WNBC-TV (N); WTIC-TV †338,300		JACKSONVILLE, Fla.—68.6 284,800 WMBR-TV (A,C); WFGA-TV (N)	
CHARLESTON, S.C.—81.1 474,800 WTVN-TV (A,N) (For ranking purposes, consider this market Charleston-Rapids-Kalamazoo)		HASTINGS, Neb.—75.5 119,000 KHAS-TV (N)		JEFFERSON CITY-COLUMBIA, Mo.—76.1 137,400 KRCG-TV (A,C); KOMU-TV (A,N)	
CHICAGO, Ill.—75.5 115,900 WTVN-TV (N)		HATTIESBURG, Miss.—68.8 96,400 WDAM-TV (A,N)		JOHNSON CITY, Tenn.—63.3 141,800 WJHL-TV (A,C)	
CHICAGO, Ill.—60.5 45,700 WTVN-TV (A,C,N)		HENDERSON, Ky.-EVANSVILLE, Ind.—78.1 227,600 WEHT-TV† (C); WFIE-TV† (N); WTVW (A) †117,200		JOHNSTOWN, Pa.—87.6 529,500 WARD-TV† (A,C); WJAC-TV (N) ††	
CHICAGO, Ill.—75.5 115,900 WTVN-TV (N)		HENDERSON-LAS VEGAS, Nev.—82.5 28,200 KLRJ-TV (A,N) KLAS-TV (C); KSHO-TV (A)			



HOUSTON'S FAMILY STATION

f t t r s



with the news

...BEFORE IT BECOMES HIS D

Newsman of his day, the community Town Crier was looked for, listened to — and *believed in*. Today, the same respected function of helping to keep a community informed is being performed by the hard-working television newsmen and his staff. Storer Broadcasting television newsmen have a facility for assembling the news fast and accurately, then presenting it in the most interesting way possible. This recognized talent has been a distinct benefit to advertisers who have taken advantage of the prestige and audience loyalty gained by Storer "Town Criers" in their markets.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FR



JIM UEBELHART
*18 years of newscasting . . .
 first-hand knowledge of
 world affairs*
WSPD-TV
 Toledo



JIM RUDES
*Thorough knowledge of
 international and
 national events*
WSPD-TV
 Toledo



BILL CHARLES
*Specializing in local
 events and news*
WSPD-TV
 Toledo



JIM EGOFT
*Number one
 personality*
WK-TV
 Detroit



DICK GRAHAM
*On the air with the
 latest news*
WVUE-TV
 Wilmington-
 Philadelphia



GARY GEERS
*Newscasting right off the
 wires in the news room*
WVUE-TV
 Wilmington-
 Philadelphia



KEN ARMSTRONG
*News and weather seven
 nights a week, 11:15 pm*
WJW-TV
 Cleveland



DOUG ADAIR
*6:30 - 6:45 pm
 City Camera with rapid-fire
 news of Cleveland*
WJW-TV
 Cleveland



JIM DONEY
*One of the highest rated
 shows in the market . . . 11:00
 Sat. and Sunday evenings*
WJW-TV
 Cleveland

Over town criers of Television



PAUL GUTHRIE
*Outstanding news man
 "Sohio Reporter,"
 Monday - Friday*
WJW-TV
 Cleveland



PAUL RAYMON
*Covers the news at 6:30
 and 11:00 pm*
WAGA-TV
 Atlanta



BOB MANN
*Weekday local news at
 1:05 pm*
WAGA-TV
 Atlanta



DICK SWANSON
*Senior staff member weather
 news each evening at 6:35*
WAGA-TV
 Atlanta



ED BLAIR
*With 13 years of experience,
 one of the most respected
 newscasters in Atlanta*
WAGA-TV
 Atlanta



SKIP THOMAS
*News at 6:35 pm week days
 and 6:00 pm Sundays*
WAGA-TV
 Atlanta

WSPD-TV
 Toledo

WJW-TV
 Cleveland

WJBK-TV
 Detroit

WAGA-TV
 Atlanta

WVUE-TV
 Wilmington-Philadelphia

Storer Broadcasting Company

WSPD
 Toledo

WJW
 Cleveland

WJBK
 Detroit

WIBG
 Philadelphia

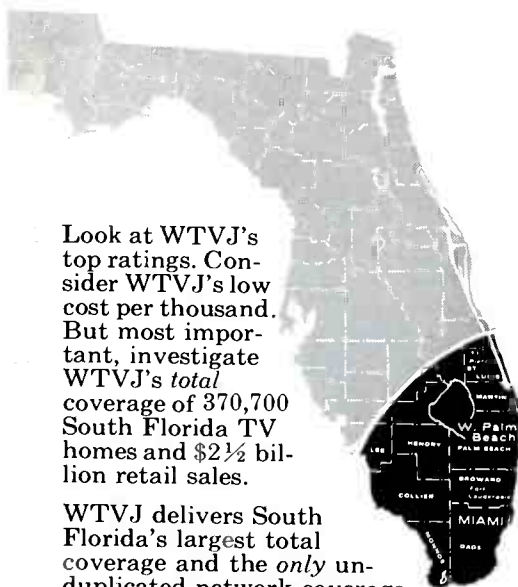
WVVA
 Wheeling

WAGA
 Atlanta

WGBS
 Miami



investigate WTVJ's TOTAL* coverage



Look at WTVJ's top ratings. Consider WTVJ's low cost per thousand. But most important, investigate WTVJ's total coverage of 370,700 South Florida TV homes and \$2½ billion retail sales.

WTVJ delivers South Florida's largest total coverage and the *only* unduplicated network coverage. Network programming of all other Miami channels is duplicated in Palm Beach.

Buy WTVJ, South Florida's only *single-station* network buy, and cover Miami, Ft. Lauderdale, Palm Beach and the *total* South Florida market!

Data from Television Magazine, August 1958, and Sales Management, May, 1958

WTVJ • MIAMI

 CHANNEL 4

* Dictionary defines TOTAL as "whole, amount, complete, entire."

Represented by Peters, Griffin, Woodward

Market & Stations—% Penetration	TV Homes
JOPLIN, Mo.—PITTSBURGH, Kan.—77.3 KODE-TV (A,C); KOAM-TV (A,N)	160,800
JUNEAU, Alaska KINY-TV (C)	††
KALAMAZOO, Mich.—91.0 WKZO-TV (A,C) (For ranking purposes, consider this market Kalamazoo-Grand Rapids.)	679,100
KANSAS CITY, Mo.—88.5 KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	596,200
KEARNEY, Neb.—71.5 KHOL-TV (A,C) Operates satellite KHPL-TV, Hayes Center, Neb.)	122,300
KLAMATH FALLS, Ore.—60.5 KOTI (A,C,N) (Optional satellite of KBES-TV, Medford, Ore.)	18,400
KNOXVILLE, Tenn.—69.4 WATE-TV (N); WBIR-TV (C); WTVK† (A)	260,700 †91,200
LA CROSSE, Wis.—80.8 WKBT (A,C,N)	142,700
LAFAYETTE, Ind. WFAM-TV† (C)	•†56,770
LAFAYETTE, La.—68.7 KLFY-TV (C)	124,300
LAKE CHARLES, La.—76.8 KPLC-TV (A,N); KTAG-TV† (C)	150,000 •†52,230
LANCASTER, Pa.—87.7 WGAL-TV (C,N)	565,100
LANSING, Mich.—90.8 WJIM-TV (C,N,A) (Includes Flint)	433,700
LAREDO, Tex.—64.5 KHAD-TV (A,C,N)	9,800
LA SALLE, Ill.—71.6 WEEQ-TV† (Satellite of WEEK-TV, Peoria, Ill.)	†23,200
LAS VEGAS-HENDERSON, Nev.—82.5 KLAS-TV (C); KSHO-TV (A); KLRG-TV (A,N)	28,200
LAWTON, Okla.—79.7 KSWO-TV (A)	62,900
LEBANON, Pa. WLBR-TV† (A) (Market under evaluation pending further data.)	††
LEXINGTON, Ky. WLEX-TV† (A,C,N); WKXP-TV†	•†38,850
LIMA, Ohio WIMA-TV† (A,C,N)	•†68,690
LINCOLN, Neb.—82.4 KOLN-TV (A,C)	197,000
LITTLE ROCK-PINE BLUFF, Ark.—71.9 KARK-TV (N); KTHV (C); KATV (A)	282,100
LOCK HAVEN, Pa.—64.2 WBPZ-TV† (A)	†22,400
LOS ANGELES, Cal.—90.8 KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV	2,563,900
LOUISVILLE, Ky.—80.4 WAVE-TV (A,N); WHAS-TV (C)	496,900
LUBBOCK, Tex.—75.5 KCBD-TV (A,N); KDUB-TV (C)	129,600
LUFKIN, Tex.—67.3 KTRE-TV (N)	66,000

Market & Stations—% Penetration
LYNCHBURG, Va.—72.6 WLVA-TV (A)
MACON, Ga.—65.3 WMAZ-TV (A,C)
MADISON, Wis.—86.6 WISC-TV (C); WKOW-TV† (A); WMTV† (N)
MANCHESTER, N.H.—91.5 WMUR-TV (A) (Circulation does not include Bostr where station has sizable share of
MARINETTE, Wis.—86.5 WMBV-TV (N) (Covers Green Bay)
MARQUETTE, Mich.—76.0 WDMJ-TV (C)
MASON CITY, Iowa—84.9 KGLO-TV (C)
MAYAGUEZ, P.R. WORA-TV (C)
MEDFORD, Ore.—69.9 KBES-TV (A,C,N)
MEMPHIS, Tenn.—70.9 WHBQ-TV (A); WMCT (N); WREC-TV
MERIDIAN, Miss.—57.3 WTOK-TV (A,C,N)
MIAMI-FT. LAUDERDALE, Fla.—85.6 WCKT (N); WPST-TV (A); WTVJ (C)
MIDLAND-ODESSA, Tex.—73.3 KMID-TV (A,N); KOSA-TV (C)



GEE! THIS
REALLY TASTES LIKE B

WGN-TV commercials get because WGN-TV progra keeps folks watching. For let our specialists fill you some WGN-TV case histo discuss your sales problem.

Put "GEE!" in your Chicago s

WGN-TV
Channel 9—Chicago

the SWING is to abc

AND

KMBC-TV

in Kansas City

when the most families watch TV the most!



In program popularity from 3 p.m. to 10 p.m. KMBC-TV leads by

28.9%

over its nearest competitor and 34.4% over the 3rd station.

ARB 4-Wk. Survey—March '58, Metro Area
(Mondays thru Fridays)
Station Share of Sets-in-Use Summary

KMBC-TV

3 p.m. to 6 p.m. 46.5% Share
6 p.m. to 10 p.m. 32.8% Share
79.3

STATION Y

3 p.m. to 6 p.m. 26.5% Share
6 p.m. to 10 p.m. 35.0% Share
61.5

STATION Z

3 p.m. to 6 p.m. 26.9% Share
6 p.m. to 10 p.m. 32.1% Share
59.0

KMBC-TV LEADS

By **28.9%**
over
Second
Station

34.4%
over
Third
Station

... and KMBC-TV reaches with Class A Coverage

34,142 more

Television Households

than its nearest competitor—48,480 more TV Homes than 3rd station.

For full-minute (not just chainbreak) availabilities, call your PGW Colonel!



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

These figures are from the March, 1958 Estimates of U.S. Television Households, just published by the Advertising Research Foundation. They show what our 316,000 watts power and 1,079-foot "tall tower" can do for you! For your FREE copy of our coverage map and this competitive study of the Kansas City market, write George Higgins at KMBC-TV.

**CHANNEL 9
ABC-TV**

12th and Central, Kansas City 5, Mo.
Phone HARRISON 1-2650

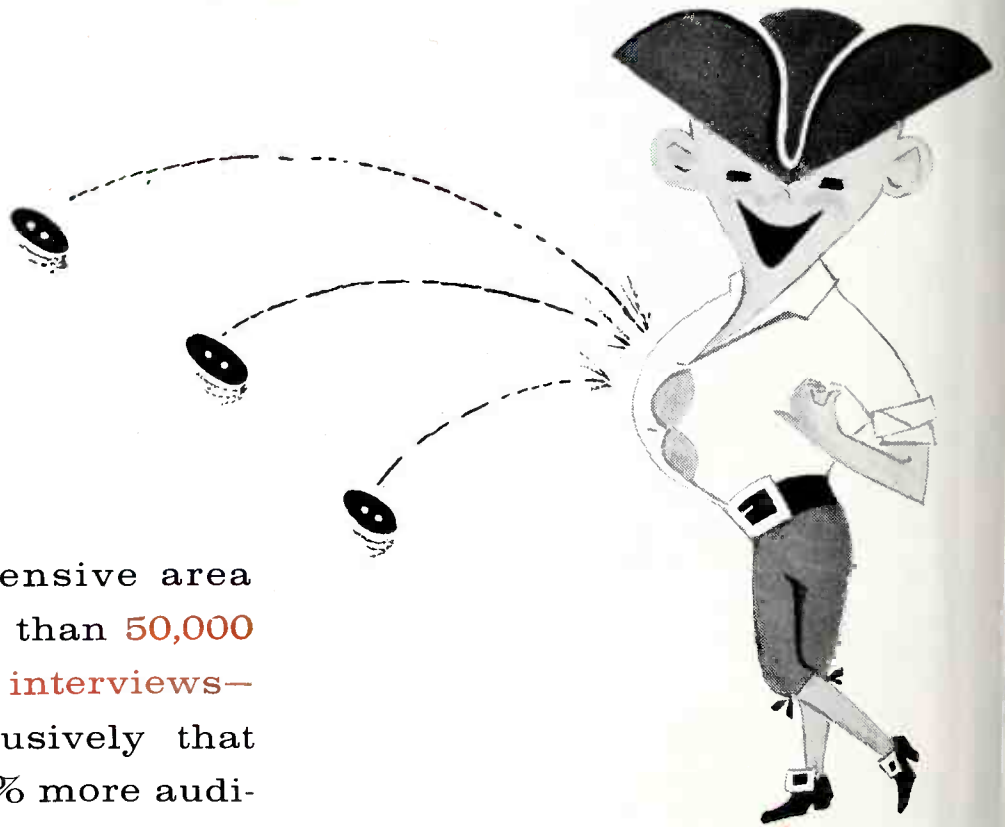
WILLIAMS, Executive Vice President
HIGGINS, Vice President and Sales Manager
HEARNER, Manager, KMBC-TV

And in Radio, it's the KMBC-KFRM Team

ST in Heart of America

KMBC of Kansas City—KFRM for the State of Kansas

Best and Getting BETTER!



In the most comprehensive area study ever made—more than 50,000 telephone coincidental interviews—Trendex proves conclusively that WNHC-TV delivers 75% more audience than second station from 6 PM-midnight; and more audience than all three Hartford stations COMBINED from 11 PM-midnight! Only WNHC-TV can do the whole job from Massachusetts throughout Connecticut to Long Island... a vast area of 909,680 TV homes. Blair-TV has the facts.

Sources: Trendex Area Study, June 26-July 2, 1958 / Nielsen NCS #2, Spring 1956 / ARF, U.S.A. Television Households, March 1958

A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

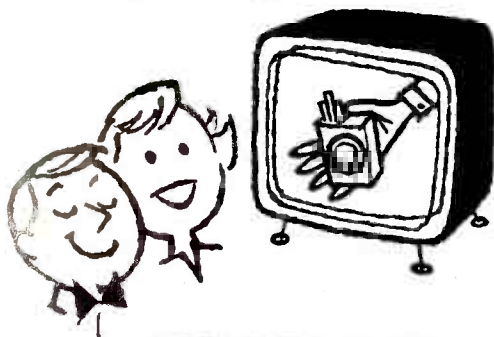
Channel 8

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBK-AM • FM • TV, Binghamton, N. Y. / WLBR-TV, Lebanon-Lancaster
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, C
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New Y



Is your ad
dollar going
bye-bye...



or **BUY BUY?**

Are you playing "rating roulette" in Portland, Oregon? Been selling your product on stations that inflate ratings with kid's gimmicks and shows? With KPTV, you reach an *adult* audience—the kind that puts "buy buy" in your budget. Look at the program schedules. Then put your schedule with KPTV, the station that sells the people who buy!

your **BUY-BUY** station



Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration
PHILADELPHIA, Pa.-WILMINGTON, Del.—91.2 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N); WVUE (Wilmington)	1,844,200	PLATTSBURGH, N.Y.—85.0 WPTZ (A,N)
PHOENIX-MESA, Ariz.—82.1 KOOL-TV (C); KPHO-TV; KTVK (A); KVAR (N)	182,500	POLAND SPRING, Me.—89.1 WMTW (A,C) (Mt. Washington, N.H.)
PINE BLUFF-LITTLE ROCK, Ark.—71.9 KATV (A); KARK-TV (N); KTHV (C)	282,100	PORTLAND, Me.—89.6 WCSH-TV (N); WGAN-TV (C)
PITTSBURG, Kan.-JOPLIN, Mo.—77.3 KOAM-TV (A,N); KODE-TV (A,C)	160,800	PORTLAND, Ore.—79.2 KGW-TV (A); KOIN-TV (C); KPTV (N)
PITTSBURGH, Pa.—89.9 KDKA-TV (A,C); WIIC (N)	1,244,800	PRESQUE ISLE, Me.—82.5 WAGM-TV (A,C)

How much
sales power do
you reach?

	Standard Metro. Area	Television Market
Beaumont	\$ 304,153,000	\$ 753,734,000
Bellingham	66,181,000	324,139,000
Birmingham	634,563,000	1,744,138,000
Boston	3,944,481,000	6,397,618,000
Champaign	141,758,000	1,864,178,000
Charlotte	335,100,000	2,925,824,000
Chattanooga	307,582,000	736,276,000
Chicago	8,674,138,000	10,420,773,000
Cincinnati	1,349,146,000	2,677,659,000

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 92 per cent of the television market's spending money is outside the metropolitan area.

For retail sales and population data correlated to TV-coverage areas, TELEVISION MAGAZINE is the only standard source.

**TELEVISION
MAGAZINE**

15th year of publication



ST

1st in Delaware Valley, USA,
for **9** consecutive months.

Sources: ARB, Nov. 1957—July 1958

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y. / **WLBR-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Henrietta sees **Red**

and puts a \$1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



In the PROVIDENCE MARKET

WJAR-TV

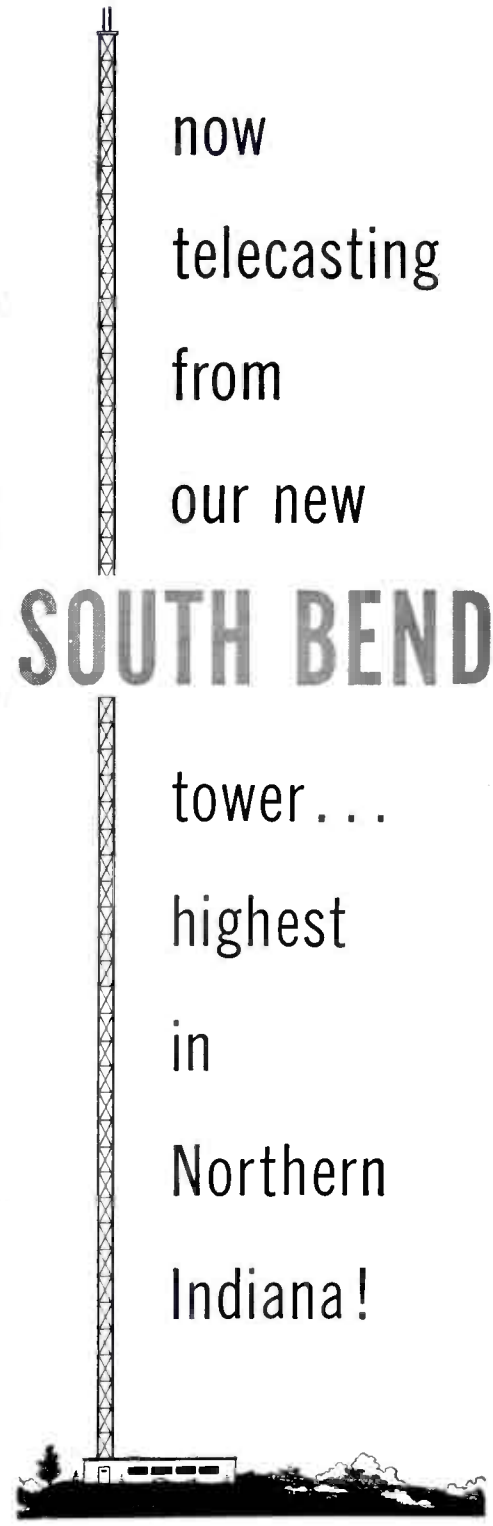
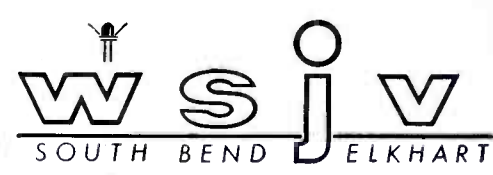
*is cock-of-the-walk
in feature films!*



CHANNEL 10 • PROVIDENCE, R.I. • NBC-ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

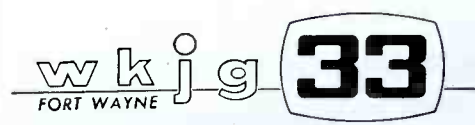
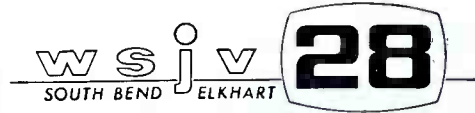
Market & Stations—% Penetration	TV Homes
PROVIDENCE, R.I.—92.1 WJAR-TV (A,N); WPRO-TV (C)	762,500
SAN ANTONIO-COLORADO SPRINGS, Colo.—73.1 KUSJ-TV (N); KKTU (A,C); KRDO-TV (N)	85,800
SPRINGFIELD, III.—HANNIBAL, Mo.—84.5 MEM-TV (A,N); KHQA-TV (C)	177,700
RALEIGH-DURHAM, N.C.—73.8 WAL-TV (N); WTVD (A,C)	363,100
SIERRA CITY, S.D.—58.9 KTA-TV (A,C); KRSD-TV (N) KTA-TV operates satellite KDUH-TV, Hay Springs, Neb.)	25,100
SAN DIEGO, Cal.—69.2 KIP-TV (A,N)	54,700
LAS VEGAS, Nev.—74.3 KLO-TV (A,C,N)	53,700
RICHLAND, Va.—76.4 WVA-TV (C); WTVR (A); WXEX-TV (N) (Petersburg Va.) (For ranking purposes, consider this market Richmond-Petersburg)	264,000
ROANOKE, Va.—75.5 WVBJ-TV (C); WSLV-TV (A,N)	334,400
ST. LOUIS, Minn.—86.0 WKOC-TV (N)	110,800
ALBANY, N.Y.—90.1 WOC-TV (A,N); WHEC-TV (A,C); WJET-TV (A,C)	307,300
CHICAGO, Ill.—89.5 WVX-TV (A,C); WTVO† (N)	220,200 †135,700
LONG ISLAND, III.—DAVENPORT, N.Y.—90.3 WBF-TV (A,C); WOC-TV (N)	412,500
EL PASO, N. Mex.—69.8 KVS-TV (A,C,N)	55,700
SAN GABRIEL, Cal.—82.8 KAT-TV (C); KCRA-TV (N); KAVR (A)	360,800
GREEN BAY, Mich.—90.0 WVNX-TV† (A,C); WNEM-TV (A,N) (Altitudes Flint)	317,000 †85,200
ST. JOSEPH, Mo.—85.5 KIQ-TV (C)	205,300
ST. LOUIS, Mo.—90.5 KMOX-TV (N); KTVI (A); KMOX-TV (C)	824,200
PETERSBURG-TAMPA, Fla.—76.5 WUN-TV† (A); WFLA-TV (N); WTVT (C)	326,000 †179,100
SAN LUIS MONTEREY, Cal.—85.0 KSW-TV (A,C,N) Includes circulation of optional satellite, KBY, San Luis Obispo.)	159,900
SILVER SPRING, Md.—76.5 WKOC-TV† (A,C)	157,600
SALT LAKE CITY, Utah—86.1 KSL-TV (C); KTVT (N); KUTV (A)	223,300
DEL MAR, Tex.—74.1 KTV (A,C,N)	27,800
SAN ANTONIO, Tex.—76.1 KOR-TV†; KENS-TV (C); KONO (A); KJAI-TV (N)	276,300 ††
SAN DIEGO, Cal.—TIJUANA, Mex.—89.3 KMB-TV (C); KFSD-TV (N); XETV (A)	283,400
SAN FRANCISCO, Cal.—86.7 KGO-TV (A); KPIX (C); KRON-TV (N); KTVU	1,261,400
SAN JOSE, Cal.—87.5 KJTA-TV (A,N); WKAQ-TV (C)	218,000
SAN JUAN, P.R.—87.5 WKAQ-TV (C)	††
SAN LUIS OBISPO, Cal. (See Salinas-Monterey)	
LA BARBARA, Cal.—85.2 KJTA-TV (A,C,N) Does not include Los Angeles, where station provides additional coverage.)	90,600

Market & Stations—% Penetration	TV Homes
SAVANNAH, Ga.—68.9 WSAV-TV (N); WTOG-TV (A,C)	107,300
SCHENECTADY-ALBANY-TROY, N.Y.—90.2 WRGB (N); WTEN (C); WTRI† (A)	506,800 †166,100
SCRANTON-WILKES-BARRE, Pa.—77.9 †238,100 WDAU-TV† (C); WBRE-TV† (N); WNEP-TV† (A) (Includes community antennas in counties not credited)	†238,100
SEATTLE-TACOMA, Wash.—85.4 KING-TV (A); KOMO-TV (N); KTNT-TV; KTVW; KIRO-TV (C)	507,800
SEDALIA, Mo.—81.0 KDRO-TV (A)	30,300
SHREVEPORT, La.—75.3 KSLA (A,C); KTBS-TV (A,N)	240,800
SIoux CITY, Iowa—84.2 KTIV (A,N); KVTU (C)	253,600
SIoux FALLS, S.D.—74.7 KELO-TV (C,N,A) (Operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	**207,800
SOUTH BEND-ELKHART, Ind.—74.1 WVTV-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†188,725
SPARTANBURG-GREENVILLE, S.C.—74.1 WSPA-TV (C); WFBC-TV (N)	349,900
SPOKANE, Wash.—76.5 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	243,600
SPRINGFIELD, Ill.—76.5 WICS† (A,N)	†107,430
SPRINGFIELD-HOLYOKE, Mass.—76.5 WHYN-TV† (C); WWLP† (A,N)	†197,820
SPRINGFIELD, Mo.—73.7 KTTS-TV (C); KYTV (A,N)	98,200
ST. CINCINNATI, Ohio—87.2 WSTV-TV (A,C)	509,400
SUPERIOR, Wis.—DULUTH, Minn.—78.7 WDSM-TV (N,A); KDAL-TV (A,C)	166,500
SWEETWATER, Tex.—77.1 KPAR-TV (C)	65,300
SYRACUSE, N.Y.—89.1 WHEN-TV (A,C); WSYR-TV*** (N) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	475,000
TACOMA-SEATTLE, Wash.—85.4 KTNT-TV; KTVW; KING-TV (A); KOMO-TV (N); KIRO-TV (C)	507,800
TALLAHASSEE, Fla. (See Thomasville)	
TAMPA-ST. PETERSBURG, Fla.—76.5 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	326,000 †179,100
TEMPLE-WACO, Tex.—76.3 KCNV-TV (N); KWTX-TV (A,C)	151,000
TERRE HAUTE, Ind.—86.1 WTHI-TV (A,C)	241,800
TEXARKANA, Tex.—70.3 KCMC-TV (A,C)	118,600
THOMASVILLE, Ga.—TALLAHASSEE, Fla.—56.7 WCTV (A,C,N)	109,400
TOLEDO, Ohio—91.5 WSPD-TV (A,C,N)	390,100
TOPEKA, Kan.—83.6 WIBW-TV (A,C)	190,100
TRAVERSE CITY, Mich.—79.4 WPBN-TV (N)	53,200
TUCSON, Ariz.—84.2 KGNU-TV (A); KOLD-TV (C); KVOA-TV (N)	85,000
TULARE-FRESNO, Cal.—84.6 KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (N)	224,000 †188,500



now
telecasting
from
our new
SOUTH BEND
tower...
highest
in
Northern
Indiana!

BUY BOTH—SAVE 10%!



see **H-R** today

357,400*
TV HOMES

THE
**BIG
HALF**
OF
IOWA

**WATERLOO
AND
CEDAR RAPIDS**

More than
Des Moines
Denver
Durham-Raleigh
Hartford-New Britain
Hutchinson-Wichita
Jacksonville
Knoxville
Portland, Me.
Sacramento
Tulsa

* TV Magazine, August, 1958

EASTERN IOWA'S
TOWER FARM

Located midway
between Waterloo and
Cedar Rapids



KWWL-TV
WATERLOO, IOWA

NBC — 316,000 watts — Ch. 7

AVERY-KNODEL
National Representative

AAAAAAA

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Market & Stations—% Penetration TV Homes

TULSA, Okla.—82.3 KOTV (C); KVOO-TV (N); KTUL-TV (A)	341,500
TUPELO, Miss.—58.2 WTWV (N)	52,700
TWIN FALLS, Ida.—69.6 KLIX-TV (A,C,N)	30,700
TYLER, Tex.—71.4 KLTV (A,C,N)	114,600
UTICA-ROME, N.Y.—91.1 WKTV (A,C,N)	145,500
VALLEY CITY, N.D.—71.8 KXJB-TV (C) (See also Fargo, N.D.)	163,700
WACO-TEMPLE, Tex.—76.3 KWTX-TV (A,C); KCEN-TV (N)	151,000
WASHINGTON, D.C.—86.8 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	783,300
WASHINGTON-GREENVILLE, N.C.—69.9 WITN (N); WNCT (A,C)	247,900
WATERBURY, Conn. WATR-TV† (A)	+169,870
WATERLOO-CEDAR RAPIDS, Iowa—88.7 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	357,400
WAUSAU, Wis.—81.9 WSAU-TV (A,C,N)	101,600
WESLACO-HARLINGEN, Tex.—66.7 KRGV-TV (N,A); KGBT-TV (A,C)	89,300
WEST PALM BEACH, Fla.—74.3 WEAT-TV (A); WPTV (C,N)	94,900
WHEELING, W. Va.—86.0 WTRF-TV (A,N)	440,800
WICHITA-HUTCHINSON, Kan.—81.7 KAKE-TV** (A); KARD-TV (N); KTVH (C) (KTVC, Ensign, Kan., satellite of KAKE-TV)	306,500
WICHITA FALLS, Tex.—77.2 KFDX-TV (A,N); KSYD-TV (C)	145,400
WILKES-BARRE-SCRANTON, Pa.—77.5 WERE-TV† (N); WNEP-TV† (A); WDAU-TV† (C) (Includes community antennae in counties not credited.)	+238,100
WILMINGTON, Del. (See Philadelphia)	
WILMINGTON, N.C.—64.8 WECT-TV (A,N)	175,100
WINSTON-SALEM, N.C.—82.4 WSJS-TV (N)	314,400
YAKIMA, Wash.—68.5 KIMA-TV† (A,C,N) (Operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV, Ephrata, Wash., KEPR-TV, Pasco, Wash.)	***+112,000
YORK, Pa. WNOV-TV†; WSVA-TV† (A)	+102,840
YOUNGSTOWN, Ohio—78.3 WFMJ-TV† (N); WKBN-TV† (C); WKST-TV† (A) (Includes community antennas in counties not shown)	+162,100
YUMA, Ariz.—72.7 KIVA-TV (C,N)	*23,400
ZANESVILLE, Ohio WHIZ-TV† (A,C,N) • Due to conflicting research data, this mar- ket has not been reevaluated pending fur- ther study. † U. H. F. †† Incomplete data. ††† New station—coverage study not completed. * U. S. coverage only ** Includes circulation of satellite. *** Does not include circulation of satellite.	+51,680



**"GEE! I'M GOING
TO TRY THAT CANDY!"**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales w

WGN-TV
Channel 9—Chicago

Additional
copies
of the

**MARKET
BOOK**

are available

at \$2.50

PRESENTING



ANTONIO STRADIVARI violin loaned through courtesy of REMBERT WURLITZER

The Most Purposeful
Extremely Portable
Midgetape Recorder
For Our Time

THE INCOMPARABLE
MOHAWK MIDGETAPE
"PROFESSIONAL 500"

The World's First Palm Size...High Speed POCKET TAPE RECORDER

A miniature recording masterpiece with fidelity and tone
beyond compare and sound reproduction of Stradivarius quality

FEATURES

Transistorized
Operates completely on Only 1 Battery
VU Meter
Life Indicator
Compact Design - Weighs Only 3 lbs.
Cartridge-Loaded Mylar,
Removable Mailable Tape
Recordings Can Be Monitored
and Movies With 1 Man,
Camera and "Midgetape"
Transcribing Controls for
Special Use

"Professional 500" - of invaluable use for every radio and TV station.

"Professional 500" - of infinite use for every businessman.

"Professional 500" is an engineering marvel of super-precision craftsmanship.

"Professional 500" instantly records and plays back anything it hears... anywhere... and is also supplied with a microphone plug and cord for transcribing from "Midgetape" to any other recorder, amplifying system or dictation machine... if desired.

"Midgetape's" remarkable accessories for secret recordings are from the realm of science fiction.

SPECIFICATIONS

TAPE SPEED: 3 3/4" per second
WOW & FLUTTER: 0.3%
TRANSISTOR COMPLEMENT: 6 Transistors
FREQUENCY RESPONSE: 50-10,000; ± 3 db range
100-8000
CONTROLS: 3 - On-Off, Play-Record, Volume
RECORDING LEVEL INDICATOR: VU Meter
INPUT: 2,000 ohms or less - .2mv to 3mv
OUTPUTS: 2 - One 10mw at 2,000 ohms and Two
at Zero VU at 600 ohms
SIGNAL TO NOISE RATIO: 48db
OVERALL GAIN: 78db
TEMPERATURE compensated to 150 degrees
fahrenheit
SOCKETS: 3 - 1 input - 2 output sockets
TAPE TYPE: 1/4" Mylar base, erase AC-20 kc
DISTORTION: Maximum Recording Level: 2%
SIZE OVERALL: 8 1/2" length, 3 7/8" wide,
1 7/8" height

Mohawk

business machines corp.

944 halsey st., brooklyn 33, new york
telephone glenmore 5-9570

WORLD'S LARGEST MANUFACTURERS OF
ONE BATTERY - ALL TRANSISTORIZED -
POCKET TAPE RECORDERS

FOR FURTHER DETAILS OR
YOUR NAME CONTACT...

Ad created by ALLEN BRYSON

www.americanradiohistory.com

Interview: *Armella Selsor*

North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW Radio and TV Stations for "even-waving" TONI Home Permanent



"When it comes to the airwaves, I choose the WLW Radio and TV Stations for TONI because they give so much cooperation . . . all the way from time availabilities to point-of-sale promotion."



"Yes, the famous Crosley Group really roll up the loose ends to bring home permanent results for advertisers!"



Armella Selsor, Media Supervisor for Toni, Deep Magic, Adorn, Thorexin. North Advertising, Incorporated Chicago

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



Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**



Television Markets

Television Magazine county-by-county circulation as of August, 1958 . . . market data for 263 TV markets

TELEVISION MAGAZINE's Market Book is the only independent source of circulation, population, families and sales data correlated with the coverage area of every market, county by county. These are the tools essential for valuating TV advertising in terms of specific market coverage, enabling the advertiser to relate his use of TV to distribution and sales patterns.

Reported for each market are the total number of TV homes which can be reached via that market as of August. These are the only data published anywhere which update population, county by county, on a current basis.

If a county is covered from more than one market, its population and population, etc., are credited to each market reach. County coverage is that of the most powerful station in each market. In mixed markets, the coverage is that of the most powerful VHF outlet. For a full explanation, see Receiver Circulation report, page 75.

In many areas, individual markets have been combined in a dual-market listing wherever there is almost complete duplication of their coverage and no substantial difference in population. The decision to combine markets is based on advertiser use and common marketing practice.

These estimates are unlike network circulation figures, which are unduplicated. By using the "TV Homes by Counties" section with the "TV Markets" section, unduplicated data can be obtained.

Penetration has been kept to a theoretical ceiling of 94% for all markets. Higher penetration in metropolitan areas is shown by many rating services, but the available evidence indicates that penetration drops off outside the metropolitan area itself and that 94% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets as it does, for example, in Cleveland and Milwaukee.

All circulation figures are VHF, unless preceded by a dagger (†) indicating UHF. "DI" indicates that data is incomplete, pending further study.

In UHF markets, a bullet (●) indicates markets held pending further research data.

Population, families and retail sales are from *Sales Management's* "Survey of Buying Power," as of January 1958. TV market definition and circulation are computed by TELEVISION MAGAZINE. This data is copyrighted and may not be reproduced without permission of the publisher.

Get Higher SALES Potential

in the Fast-growing

Albany, Ga. Metropolitan Market

In per-family sales*, Albany ranks

2nd in Georgia

Outranking Columbus,
Savannah and Macon

22nd in the South

Outranking Winston-
Salem, Augusta and
Mobile

91st in the Nation

Outranking Los Angeles,
Houston and Pittsburgh

* Sales Management, 1958

**South Georgia's Only
Metropolitan Market**



WALB-TV

Albany, Georgia

Raymond E. Carow, General Manager

Represented by Venard, Rintoul & McConnell,
Inc., New York, Chicago, Los Angeles, San
Francisco. James S. Ayers, Atlanta.

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	R S (\$000)
ABILENE, TEXAS								
Texas:								
Brown	5.9	8.8	28.1	29,685	Early	2.0	4.0	16.2
Callahan	1.5	2.2	7.7	7,333	Grady	2.3	4.6	18.0
Coke	.9	1.2	4.1	5,491	Lee	.8	1.4	5.7
Coleman	2.5	3.4	11.4	12,125	Marion	.9	1.4	6.3
Comanche	2.3	3.6	12.1	10,501	Miller	1.0	2.0	8.1
Concho	.8	1.3	4.4	4,179	Mitchel	2.6	5.2	21.5
Eastland	4.5	6.5	19.9	23,253	Quitman	.4	.7	2.9
Fisher	1.8	2.4	9.0	6,305	Randolph	1.7	2.8	11.6
Haskell	2.6	3.4	12.5	9,938	Schley	.5	.8	3.2
Jones	4.6	6.2	20.4	22,327	Seminole	.9	1.9	7.6
McCulloch	1.9	3.0	10.5	10,384	Stewart	1.3	2.1	8.2
Menard	.7	1.1	3.8	3,844	Sumter	3.8	6.2	23.0
Mitchell	3.1	4.1	14.5	11,760	Terrell	1.8	2.9	12.2
Nolan	4.5	6.0	19.8	23,688	Thomas	5.5	9.2	34.4
Runnels	3.1	4.3	15.0	20,754	Tift	3.5	6.6	25.7
Scurry	6.9	9.2	31.3	31,620	Turner	1.3	2.5	10.3
Shockelford	.8	1.1	4.0	5,136	Webster	.5	.8	4.1
Stephens	2.4	3.5	11.0	13,288	Worth	2.2	4.2	17.6
Stonewall	.7	.9	3.5	3,137	Total	66.2	113.0	483.2
Taylor	20.2	24.6	84.5	103,059	ALBANY-SCHENECTADY-TROY, NEW YORK			
Throckmorton	.7	.9	3.4	2,144	Massachusetts:			
Young	3.4	4.5	14.3	22,639	Berkshire	38.3	41.8	139.3
Total	75.8	102.2	345.2	382,590	Franklin	15.4	17.3	55.2
ADA, OKLAHOMA								
Oklahoma:								
Atoka	2.1	2.8	10.6	5,695	New Hampshire:			
Bryan	5.6	7.6	26.0	22,827	Sullivan	7.6	8.6	28.6
Carter	10.4	13.8	44.9	48,738	New York:			
Choctaw	2.1	3.9	14.3	7,599	Albany	76.0	83.1	262.0
Coal	1.0	1.4	5.9	3,262	Columbia	13.0	14.1	45.5
Garvin	7.5	9.3	32.4	24,871	Delaware	12.0	14.2	47.2
Haskell	1.6	2.6	10.5	5,149	Dutchess	38.1	42.2	159.5
Hughes	3.1	4.4	15.1	11,839	Fulton	15.9	17.8	53.8
Johnston	1.7	2.3	8.9	4,360	Greene	8.0	9.0	29.6
Latimer	1.2	1.9	7.0	2,882	Hamilton	1.2	1.3	4.2
Love	1.2	1.6	6.5	4,213	Herkimer	17.8	19.5	63.6
McClain	3.2	4.1	14.3	9,221	Montgomery	17.2	19.2	61.3
McIntosh	2.3	3.2	12.5	7,746	Otsego	15.4	17.2	54.7
Marshall	1.5	2.0	6.7	5,219	Rensselaer	39.7	43.5	143.1
Murray	2.5	3.3	11.0	11,974	Saratoga	22.9	25.3	84.2
Okfuskee	2.8	3.7	13.4	7,634	Schenectady	47.8	52.3	164.9
Okmulgee	9.1	11.2	37.8	32,173	Schoharie	6.5	7.4	24.6
Pittsburg	7.0	9.3	33.4	30,371	Ulster	30.3	33.5	106.9
Pontotoc	7.6	9.1	30.2	33,791	Warren	11.9	13.2	42.4
Pottawatomie	10.6	13.3	44.3	44,349	Washington	12.4	13.7	47.6
Pushmataha	1.4	2.5	9.5	5,606	Vermont:			
Seminole	8.5	10.5	37.2	25,222	Addison	4.2	4.9	19.4
Total	94.0	123.8	432.4	354,741	Bennington	6.6	7.4	24.4
AKRON, OHIO								
Ohio:								
Medina	UHF	15.3	50.7	64,697	Chittenden	16.6	18.1	68.0
Portage	DI	21.3	76.5	103,833	Rutland	11.2	12.8	44.2
Summit	on county	148.9	496.2	667,871	Washington	10.8	12.1	43.4
Wayne	basis.	19.0	67.4	82,682	Windsor	10.0	12.1	40.9
Total	• †80.4	204.5	690.8	919,083	Total	506.8	561.6	1,858.5
ALBANY, GEORGIA								
Georgia:								
Baker	.6	1.1	5.1	643	ALBUQUERQUE, NEW MEXICO			
Brooks	1.6	3.6	15.8	9,860	Colorado:			
Calhoun	1.1	2.0	7.9	4,267	Dolores	.3	.5	2.2
Chattahoochee	1.3	1.8	48.2	2,638	La Plata	2.5	4.8	17.2
Clay	.8	1.3	4.9	2,073	Montezuma	1.5	3.0	10.6
Colquitt	5.6	9.3	36.5	28,168	San Juan	.2	.4	1.5
Cook	1.3	2.9	11.5	8,622	New Mexico:			
Crisp	3.0	4.8	17.5	15,031	Bernalillo	58.3	62.9	224.1
Decatur	3.8	7.7	28.7	17,698	Catron	.3	.5	2.3
Dooly	2.0	3.1	12.3	4,960	Guadalupe	.9	1.3	5.8
Dougherty	12.1	16.1	58.2	69,877	Los Alamos	2.8	3.5	13.0
					McKinley	3.9	7.7	36.5
					Mora	.7	1.4	5.8
					Rio Arriba	3.3	5.6	25.5
					Sandoval	1.5	2.4	11.6
					San Juan	5.6	10.1	44.0
					San Miguel	2.6	5.1	22.3
					Santa Fe	7.8	10.6	40.9
					Socorro	1.5	2.3	9.6

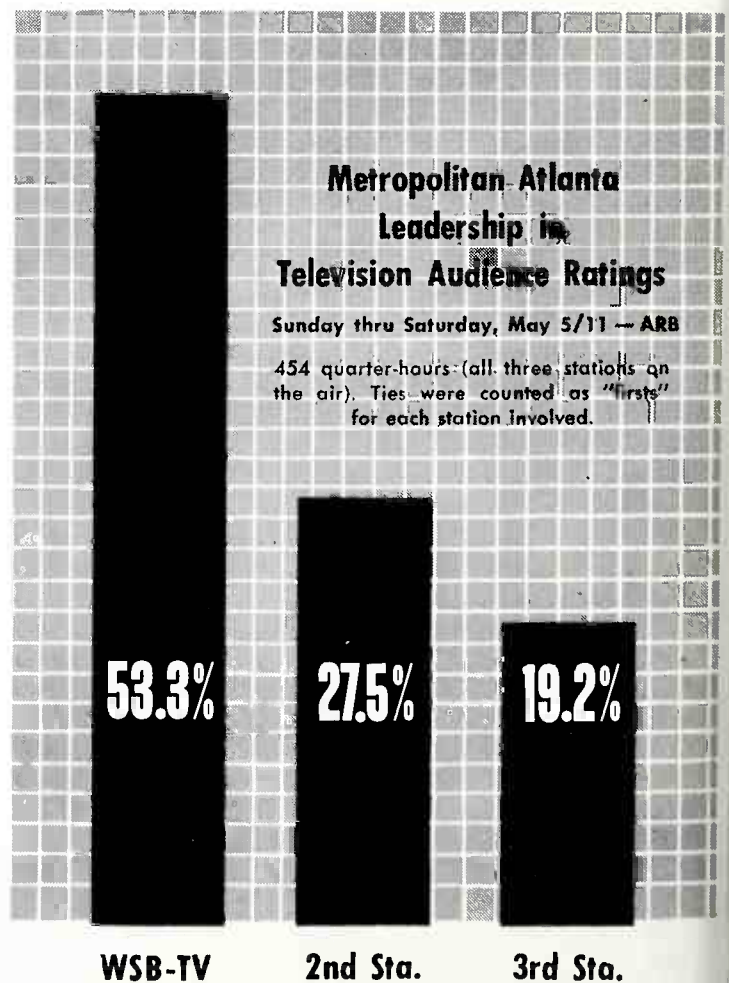
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Survey of Buying Power; further reproduction not licensed.

Here's how WSB-TV dominates the Atlanta market

An advertiser's choice of television stations in Atlanta can make a sizable difference in his sales results. Chart below shows one of the reasons why.

Of the three television outlets in Atlanta, WSB-TV is viewed by the most people 53.3% of the time. This preference factor is greater than that of the other two stations combined.

This massive preference for one station in Atlanta is built on WSB-TV's record of superior local programming, top news service and staff work of high professional quality. Certainly your advertising belongs on WSB-TV.



WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution.
NBC affiliate. Represented by Edward Petry & Company

NORTH CAROLINA continued				SOUTH CAROLINA				FLORIDA				ALABAMA				MISSISSIPPI				LOUISIANA				MISSISSIPPI														
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)							
ASHEVILLE, NORTH CAROLINA				ALABAMA				FLORIDA				ALABAMA				MISSISSIPPI				LOUISIANA				MISSISSIPPI														
Asheville	1.9	2.6	10.7	2,837	Cherokee	4.1	5.4	21.8	14,502	Turner	1.3	2.5	10.3	6,955	Adair	1.9	2.6	10.7	2,837	Cherokee	4.1	5.4	21.8	14,502	Turner	1.3	2.5	10.3	6,955									
Anderson	1.2	1.7	7.1	4,797	Clarke	8.3	11.2	42.1	52,975	Twiggs	.9	1.7	7.3	822	Clay	1.9	2.6	10.7	2,837	Clarke	8.3	11.2	42.1	52,975	Union	1.0	1.7	7.1	2,948	Clay	1.9	2.6	10.7	2,837				
Buncombe	3.4	4.9	18.7	14,862	Clay	.8	1.3	4.9	2,073	Upson	4.8	7.0	26.5	18,638	Crawford	1.9	2.6	10.7	2,837	Clay	.8	1.3	4.9	2,073	Walker	9.0	11.8	43.3	24,985	Crawford	1.9	2.6	10.7	2,837				
BUCKINGHAM				FLORIDA				FLORIDA				ALABAMA				MISSISSIPPI				LOUISIANA				MISSISSIPPI														
Buckingham	5.6	8.8	37.7	23,165	Cobb	23.7	26.0	95.8	80,869	Walton	3.5	4.9	19.2	14,259	Cobb	23.7	26.0	95.8	80,869	Cobb	23.7	26.0	95.8	80,869	Washington	2.5	4.6	18.4	10,021	Cobb	23.7	26.0	95.8	80,869				
NORTH CAROLINA				FLORIDA				FLORIDA				ALABAMA				MISSISSIPPI				LOUISIANA				MISSISSIPPI														
Asheville	3.0	3.5	14.8	12,321	Coffee	3.3	6.1	26.5	16,020	Webster	.5	.8	4.1	449	Coffee	3.3	6.1	26.5	16,020	Coffee	3.3	6.1	26.5	16,020	White	.8	1.4	5.7	2,541	Coffee	3.3	6.1	26.5	16,020				
Anderson	26.0	36.3	135.4	140,797	Coweta	5.8	7.8	29.4	20,272	Wheeler	.7	1.4	5.8	1,123	Coweta	5.8	7.8	29.4	20,272	Coweta	5.8	7.8	29.4	20,272	Whitfield	9.0	10.3	39.2	37,670	Coweta	5.8	7.8	29.4	20,272				
Bombay	9.3	11.7	50.3	27,973	Crawford	.8	1.2	5.2	2,227	White	.8	1.4	5.7	2,541	Dade	1.3	1.7	8.7	2,984	Crawford	.8	1.2	5.2	2,227	Wilcox	1.3	2.1	8.3	2,194	Dade	1.3	1.7	8.7	2,984				
Beech	8.6	11.2	47.4	33,594	Crisp	3.0	4.8	17.5	15,031	Whitfield	9.0	10.3	39.2	37,670	Dawson	.6	.7	2.9	2,580	Crisp	3.0	4.8	17.5	15,031	Wilkes	1.9	2.7	10.9	7,925	Dawson	.6	.7	2.9	2,580				
Clay	16.3	18.3	69.8	79,576	Dade	1.3	1.7	8.7	2,984	Wilcox	1.3	2.1	8.3	2,194	De Kalb	50.3	55.8	190.7	135,611	Dade	1.3	1.7	8.7	2,984	Wilkinson	1.2	2.2	8.6	2,521	De Kalb	50.3	55.8	190.7	135,611				
Durham	12.7	16.5	67.8	51,390	Dodge	2.4	3.8	15.4	9,380	Worth	2.2	4.2	17.6	6,685	Dodge	2.4	3.8	15.4	9,380	Dodge	2.4	3.8	15.4	9,380	Worth	2.2	4.2	17.6	6,685	Dodge	2.4	3.8	15.4	9,380				
Greenville	25.9	32.5	128.3	110,830	Dooly	2.0	3.1	12.3	4,960	North Carolina:				Cherokee	2.0	4.2	18.2	12,435	Dooly	2.0	3.1	12.3	4,960	Cherokee	2.0	4.2	18.2	12,435	Dooly	2.0	3.1	12.3	4,960					
Hawthorne	6.6	10.2	40.1	33,807	Douglas	2.7	3.1	12.7	9,287	Clay	.6	1.3	5.9	2,799	Clay	.6	1.3	5.9	2,799	Douglas	2.7	3.1	12.7	9,287	Clay	.6	1.3	5.9	2,799	Douglas	2.7	3.1	12.7	9,287				
Herson	6.2	9.5	34.2	34,891	Elbert	3.1	4.3	16.8	13,679	Graham	.8	1.7	7.4	3,101	Graham	.8	1.7	7.4	3,101	Elbert	3.1	4.3	16.8	13,679	Graham	.8	1.7	7.4	3,101	Elbert	3.1	4.3	16.8	13,679				
Jackson	2.5	4.3	18.7	12,025	Fannin	2.1	3.5	14.4	8,012	Jackson	2.5	4.3	18.7	12,025	Fannin	2.1	3.5	14.4	8,012	Jackson	2.5	4.3	18.7	12,025	Fannin	2.1	3.5	14.4	8,012	Jackson	2.5	4.3	18.7	12,025				
Lenoir	5.1	6.9	28.3	18,158	Fayette	1.7	1.9	7.7	4,124	Macon	2.3	3.9	16.4	12,554	Fayette	1.7	1.9	7.7	4,124	Macon	2.3	3.9	16.4	12,554	Fayette	1.7	1.9	7.7	4,124	Macon	2.3	3.9	16.4	12,554				
Morrow	4.8	6.8	27.7	18,719	Floyd	14.8	18.7	69.9	44,528	Swain	1.0	2.1	9.0	7,671	Floyd	14.8	18.7	69.9	44,528	Swain	1.0	2.1	9.0	7,671	Floyd	14.8	18.7	69.9	44,528	Swain	1.0	2.1	9.0	7,671				
Morris	2.3	3.9	16.4	12,554	Forsyth	2.2	2.7	10.7	10,323	Transylvania	2.2	3.8	16.8	13,223	Forsyth	2.2	2.7	10.7	10,323	Transylvania	2.2	3.8	16.8	13,223	Forsyth	2.2	2.7	10.7	10,323	Transylvania	2.2	3.8	16.8	13,223				
Norfolk	2.4	4.3	19.1	6,668	Franklin	2.2	3.1	12.3	9,015	Tennessee:				Bradley	6.9	9.0	34.0	33,787	Franklin	2.2	3.1	12.3	9,015	Bradley	6.9	9.0	34.0	33,787	Franklin	2.2	3.1	12.3	9,015	Bradley	6.9	9.0	34.0	33,787
Onslow	2.5	3.0	11.5	5,788	Fulton	141.2	157.9	549.0	1,004,539	Hamilton	61.1	71.6	247.1	282,597	Fulton	141.2	157.9	549.0	1,004,539	Hamilton	61.1	71.6	247.1	282,597	Fulton	141.2	157.9	549.0	1,004,539	Hamilton	61.1	71.6	247.1	282,597				
Randolph	9.1	11.3	45.1	35,696	Gilmer	1.7	2.2	9.3	5,901	Monroe	4.2	5.6	23.0	14,438	Gilmer	1.7	2.2	9.3	5,901	Monroe	4.2	5.6	23.0	14,438	Gilmer	1.7	2.2	9.3	5,901	Monroe	4.2	5.6	23.0	14,438				
Sullivan	2.2	3.8	16.8	13,223	Gordon	3.7	4.7	18.1	14,800	Polk	2.2	3.0	12.4	6,018	Gordon	3.7	4.7	18.1	14,800	Polk	2.2	3.0	12.4	6,018	Gordon	3.7	4.7	18.1	14,800	Polk	2.2	3.0	12.4	6,018				
Transylvania	2.0	3.5	15.5	4,833	Greene	1.8	2.9	11.7	6,302	Total				649.1	832.3	3,176.3	2,985,594	Greene	1.8	2.9	11.7	6,302	Total				649.1	832.3	3,176.3	2,985,594								
South Carolina:				FLORIDA				FLORIDA				ALABAMA				MISSISSIPPI				LOUISIANA				MISSISSIPPI														
Asheville	4.0	5.6	22.2	12,626	Hall	10.7	12.0	45.2	69,708	North Carolina:				Cherokee	2.0	4.2	18.2	12,435	Hall	10.7	12.0	45.2	69,708	North Carolina:				Cherokee	2.0	4.2	18.2	12,435						
Anderson	17.9	23.8	90.6	78,753	Hancock	1.2	2.1	9.2	4,391	Clay	.6	1.3	5.9	2,799	Clay	.6	1.3	5.9	2,799	Hancock	1.2	2.1	9.2	4,391	Clay	.6	1.3	5.9	2,799	Hancock	1.2	2.1	9.2	4,391				
Cokee	7.6	9.7	40.2	20,139	Haralson	3.2	3.7	14.6	10,325	Graham	.8	1.7	7.4	3,101	Graham	.8	1.7	7.4	3,101	Haralson	3.2	3.7	14.6	10,325	Graham	.8	1.7	7.4	3,101	Haralson	3.2	3.7	14.6	10,325				
Clermont	6.1	8.1	33.1	19,283	Harris	1.9	2.7	10.7	5,298	Jackson	2.5	4.3	18.7	12,025	Jackson	2.5	4.3	18.7	12,025	Harris	1.9	2.7	10.7	5,298	Jackson	2.5	4.3	18.7	12,025	Harris	1.9	2.7	10.7	5,298				
Conway	45.7	55.3	201.0	207,191	Hart	2.3	3.2	12.9	9,675	Macon	2.3	3.9	16.4	12,554	Macon	2.3	3.9	16.4	12,554	Hart	2.3	3.2	12.9	9,675	Macon	2.3	3.9	16.4	12,554	Hart	2.3	3.2	12.9	9,675				
Greenville	9.8	12.9	48.8	36,163	Heard	1.1	1.5	6.0	2,163	Swain	1.0	2.1	9.0	7,671	Swain	1.0	2.1	9.0	7,671	Heard	1.1	1.5	6.0	2,163	Swain	1.0	2.1	9.0	7,671	Heard	1.1	1.5	6.0	2,163				
Hampton	7.2	11.7	48.5	27,000	Henry	3.2	3.8	15.7	6,931	Transylvania	2.2	3.8	16.8	13,223	Transylvania	2.2	3.8	16.8	13,223	Henry	3.2	3.8	15.7	6,931	Transylvania	2.2	3.8	16.8	13,223	Henry	3.2	3.8	15.7	6,931				
Lenoir	1.5	2.1	9.0	4,399	Houston	5.7	7.5	28.9	26,678	Tennessee:				Bradley	6.9	9.0	34.0	33,787	Houston	5.7	7.5	28.9	26,678	Tennessee:				Bradley	6.9	9.0	34.0	33,787						
Morristown	5.6	8.2	31.9	21,633	Irwin	1.2	2.3	10.5	4,224	Hamilton	61.1	71.6	247.1	282,597	Irwin	1.2	2.3	10.5	4,224	Hamilton	61.1	71.6	247.1	282,597	Irwin	1.2	2.3	10.5	4,224	Hamilton	61.1	71.6	247.1	282,597				
Waynesville	5.7	9.2	38.9	22,798	Jackson	3.1	4.3	17.3	14,969	Monroe	4.2	5.6	23.0	14,438	Jackson	3.1	4.3	17.3	14,969	Monroe	4.2	5.6	23.0	14,438	Jackson	3.1	4.3	17.3	14,969	Monroe	4.2	5.6	23.0	14,438				
Pine Bluff	6.6	10.3	40.4	30,505	Jasper	1.1	1.6	6.5	3,214	Polk	2.2	3.0	12.4	6,018	Jasper	1.1	1.6	6.5	3,214	Polk	2.2	3.0	12.4	6,018	Jasper	1.1	1.6	6.5	3,214	Polk	2.2	3.0	12.4	6,018				
Spartanburg	32.7	42.2	161.4	119,739	Jeff Davis	1.3	2.4	9.4	8,246	Total				649.1	832.3	3,176.3	2,985,594	Jeff Davis	1.3	2.4	9.4	8,246	Total				649.1	832.3	3,176.3	2,985,594								
Union	5.3	7.6	30.8	19,739	Johnson	1.2	2.2	8.4	4,208	ALABAMA				Baldwin	3.3	5.6	35.4	16,520	Johnson	1.2	2.2	8.																

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)			
AUGUSTA, GEORGIA continued				Martin	6.5	8.1	28.3	38,283	Menard	.7	1.1	3.8	
Lexington	9.6	13.0	50.1	39,355	Mower	12.2	13.3	47.5	52,874	Milam	3.7	5.4	18.2
McCormick	1.5	2.1	9.0	4,399	Olmsted	13.2	14.0	50.5	84,442	Mills	1.1	1.4	4.8
Newberry	5.6	8.2	31.9	21,633	Rice	8.9	9.5	39.5	34,349	Robertson	3.2	4.7	17.2
Orangeburg	10.8	16.6	71.1	50,782	Steele	6.0	7.0	24.0	29,377	San Saba	1.3	2.2	7.5
Saluda	2.3	3.7	15.1	6,447	Waseca	4.1	4.9	16.8	17,301	Travis	43.4	51.9	195.6
Total	176.0	258.5	1,038.0	720,341	Total	150.6	175.6	608.5	721,806	Washington	3.7	5.0	17.0
AUSTIN, MINNESOTA				AUSTIN, TEXAS				Williamson	8.0	10.0	34.8		
Iowa:				Texas:				Wilson	2.5	3.1	12.9		
Cerro Gordo	15.3	16.3	52.1	72,441	Austin	2.8	3.9	12.8	14,549	Total	156.1	204.1	745.1
Chickasaw	3.5	4.3	14.6	18,310	Bastrop	3.3	4.9	17.1	11,774	BAKERSFIELD, CALIFORNIA			
Emmet	3.0	4.2	14.2	18,254	Bell	19.8	24.1	95.5	88,070	California:			
Floyd	5.8	7.1	22.8	23,715	Blanco	.8	1.1	3.8	4,871	Inyo	2.3	4.5	13.3
Franklin	4.4	5.0	16.1	19,335	Brazos	8.6	12.4	46.1	41,420	Fresno(50%)	43.7	51.3	168.1
Hancock	3.5	4.1	14.6	16,700	Burleson	2.0	2.9	10.3	7,492	Kern	71.0	82.2	276.5
Howard	2.9	3.8	13.3	12,976	Burnet	2.1	2.7	9.3	7,556	Kings	12.2	13.9	47.2
Kossuth	5.8	7.5	26.2	28,465	Caldwell	3.5	4.6	16.8	20,757	Tulare	37.6	43.8	146.7
Mitchell	3.5	4.0	13.4	15,744	Colorado	3.4	4.9	16.7	22,080	Total	166.8	195.7	651.8
Palo Alto	2.9	4.0	13.6	17,013	Comal	4.6	6.0	21.3	22,716	BALTIMORE, MARYLAND			
Winnebago	3.2	3.8	13.0	15,710	Concho	.8	1.3	4.4	4,179	Delaware:			
Winneshiek	4.9	6.4	22.3	19,605	Coryell	3.3	4.2	13.8	16,544	Sussex	21.3	23.7	77.3
Worth	2.8	3.2	11.0	8,589	De Witt	4.3	6.2	21.2	24,433	Maryland:			
Wright	5.5	6.2	19.8	22,835	Fayette	3.9	5.7	19.4	19,051	Anne Arundel	39.4	43.6	173.0
Minnesota:				Gonzales	4.1	5.4	20.6	23,088	Baltimore	359.9	401.2	1,403.8	
Dodge	3.1	3.6	12.8	13,304	Guadalupe	6.0	7.3	26.5	29,533	Caroline	5.0	5.8	20.0
Faribault	5.9	7.4	25.8	39,596	Hays	3.9	5.1	20.9	18,492	Carroll	12.7	14.1	55.5
Fillmore	5.7	7.2	24.7	26,321	Lampasas	2.2	2.9	9.4	11,530	Cecil	9.5	11.0	43.0
Freeborn	9.5	10.4	35.8	38,550	Lavaca	3.8	5.4	18.6	19,441				
Houston	3.5	4.4	15.5	12,720	Lee	1.6	2.3	8.7	6,869				
Le Sueur	5.0	5.9	20.3	24,997	Llano	1.0	1.6	5.0	6,412				
				McCulloch	1.9	3.0	10.5	10,384					
				Mason	.8	1.4	4.6	3,419					

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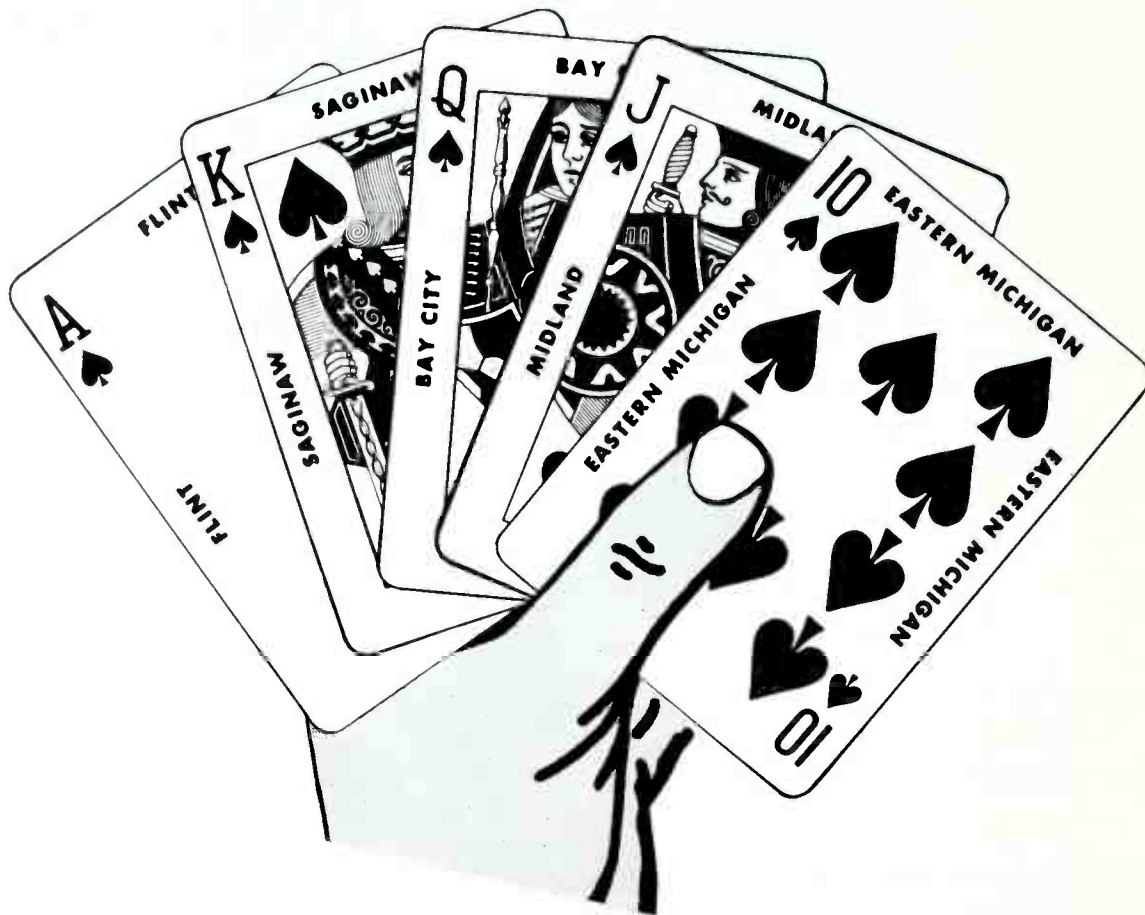
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ALTIMORE, MARYLAND continued				MISSISSIPPI:				SAN JUAN						
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)			
Archester	7.0	8.2	28.8	29,957	Adams	6.1	10.2	36.5	37,875	San Juan	.9	1.1	3.2	2,317
Berwick	15.8	18.1	68.0	75,650	Amite	2.0	4.0	16.5	7,918	Skagit	12.1	15.7	50.4	60,863
Burford	16.1	18.0	68.7	75,327	Claiborne	1.6	2.6	10.5	6,235	Snohomish	41.5	46.6	140.1	145,086
Card	6.3	7.3	29.0	22,619	Franklin	1.4	2.4	9.5	3,891	Whatcom	18.6	24.6	73.6	66,181
Chesapeake	3.7	4.3	15.3	17,641	Jefferson	1.4	2.4	9.3	4,687	Total	86.3	103.8	317.7	324,139
Prince George	80.0	87.4	330.1	291,598	Lamar	1.9	3.3	12.9	4,198	BIG SPRING, TEXAS				
Queen Anne's	3.7	4.3	15.2	13,153	Marian	3.1	5.7	22.0	16,897	Texas:				
St. Charles	3.3	5.8	20.5	15,658	Pike	5.5	9.0	33.5	31,377	Andrews	2.2	3.0	10.5	11,294
St. James	5.1	6.0	20.0	35,491	Walshall	1.7	3.2	13.3	8,469	Barden	.2	.2	1.1	336
St. Louis	11.9	14.0	47.0	74,091	Wilkinson	1.4	2.9	12.6	5,762	Dawson	4.4	6.1	22.7	24,115
St. Michaels	4.3	7.5	25.8	41,669	Total	276.1	384.1	1,474.0	1,276,619	Gaines	1.7	2.4	9.0	18,684
PENNSYLVANIA:				BAY CITY-SAGINAW, MICHIGAN				BILLINGS, MONTANA						
Altoona	11.0	12.8	46.1	46,310	Michigan:				Montana:					
Beaver	19.3	21.9	76.9	98,158	Alcona	.8	.9	5.4	5,829	Big Horn	1.1	2.3	8.8	8,495
VERMONT:				Alpena	5.1	7.1	25.0	31,289	Carbon	1.7	2.9	9.6	6,865	
Windsor	1.4	1.8	7.3	10,147	Arenac	2.3	2.7	9.6	10,499	Custer	1.8	4.2	12.9	18,810
Windsor	4.4	5.7	23.1	18,221	Bay	26.8	29.2	102.0	117,638	Fergus	2.4	4.6	13.9	18,814
Windsor	3.3	4.3	16.6	15,352	Clare	3.0	3.4	11.5	15,068	Garfield	.3	.6	2.1	1,253
Total	644.4	726.8	2,611.0	3,032,965	Clinton	9.0	9.9	35.3	28,430	Golden Valley	.2	.3	1.2	1,705
VERMONT:				Crawford	.9	1.1	4.3	6,211	Musselshell	1.0	1.8	5.5	5,552	
Windsor	1.4	1.8	7.3	10,147	Genesee	95.0	104.8	355.8	470,451	Park	2.6	4.4	13.3	14,501
Windsor	4.4	5.7	23.1	18,221	Gladwin	2.3	2.6	9.5	10,970	Petroleum	.2	.3	.9	249
Windsor	3.3	4.3	16.6	15,352	Gratiot	9.3	10.2	34.8	41,366	Powder River	.3	.8	2.6	1,398
Total	644.4	726.8	2,611.0	3,032,965	Huron	8.4	9.3	34.1	39,679	Rosebud	.9	1.9	6.6	5,162
VERMONT:				Iosco	3.7	4.3	14.5	17,159	Stillwater	1.0	1.7	5.7	4,877	
Windsor	1.4	1.8	7.3	10,147	Isabella	7.2	8.2	30.4	32,699	Sweet Grass	.6	1.0	3.4	3,455
Windsor	4.4	5.7	23.1	18,221	Lapeer	12.1	13.2	52.0	37,297	Treasure	.2	.3	1.3	1,017
Windsor	3.3	4.3	16.6	15,352	Midland	11.4	12.7	45.5	53,404	Wheatland	.5	1.0	3.1	5,046
Total	644.4	726.8	2,611.0	3,032,965	Montmorency	.9	1.2	4.5	5,680	Yellowstone	19.0	23.6	73.5	105,622
VERMONT:				Ogemaw	2.2	2.6	9.5	10,359	WYOMING:					
Windsor	1.4	1.8	7.3	10,147	Oscoda	.8	.9	3.5	3,893	Big Horn	1.9	3.7	13.3	11,606
Windsor	4.4	5.7	23.1	18,221	Orsego	1.4	1.7	6.5	10,117	Campbell	.6	1.3	4.1	7,342
Windsor	3.3	4.3	16.6	15,352	Presque Isle	2.1	2.9	12.0	11,205	Crook	.5	1.2	4.0	4,184
Total	644.4	726.8	2,611.0	3,032,965	Roscommon	1.9	2.3	7.2	12,038	Hot Springs	.9	1.8	5.8	8,091
VERMONT:				Saginaw	48.4	52.8	183.1	207,883	Johnson	.6	1.4	4.7	5,451	
Windsor	1.4	1.8	7.3	10,147	St. Clair	27.6	30.1	101.0	119,637	Park	3.2	6.0	19.2	22,486
Windsor	4.4	5.7	23.1	18,221	Sanilac	8.3	9.4	32.1	31,482	Sheridan	3.1	6.0	19.3	22,711
Windsor	3.3	4.3	16.6	15,352	Shiawassee	14.6	15.9	52.5	61,843	Teton	.4	.8	2.6	6,676
Total	644.4	726.8	2,611.0	3,032,965	Tuscola	11.5	12.7	45.1	39,516	Washakie	1.0	2.1	7.9	11,848
VERMONT:				Total	317.0	352.1	1,226.7	1,431,642	Weston	1.0	2.3	7.4	8,557	
Windsor	1.4	1.8	7.3	10,147	BEAUMONT, TEXAS				Yellowstone Park	.1	.1	.4	6,469	
Windsor	4.4	5.7	23.1	18,221	Louisiana:				Total	47.1	78.4	253.1	318,242	
Windsor	3.3	4.3	16.6	15,352	Allen	3.7	5.5	20.1	15,853	BINGHAMTON, NEW YORK				
Total	644.4	726.8	2,611.0	3,032,965	Beauregard	3.9	5.7	21.0	15,412	New York:				
VERMONT:				Calcasieu	28.9	36.5	129.2	148,958	Broome	56.1	61.9	206.9	243,907	
Windsor	1.4	1.8	7.3	10,147	Cameron	.9	1.3	5.1	4,990	Cayuga (50%)	10.0	11.0	37.1	40,969
Windsor	4.4	5.7	23.1	18,221	Jeff Davis	5.5	8.0	30.0	26,285	Chemung	27.4	31.0	100.5	120,250
Windsor	3.3	4.3	16.6	15,352	Sabine	3.2	5.1	19.8	10,602	Chenango	11.3	12.6	42.0	48,134
Total	644.4	726.8	2,611.0	3,032,965	Vernon	3.8	6.1	21.5	19,480	Cortland	11.7	12.9	42.8	50,708
VERMONT:				Texas:				Delaware	12.0	14.2	47.2	51,940		
Windsor	1.4	1.8	7.3	10,147	Angelina	8.2	11.5	39.5	33,670	Madison (50%)	6.8	7.5	26.2	28,776
Windsor	4.4	5.7	23.1	18,221	Chambers	1.9	2.2	7.8	6,484	Otsego	15.4	17.2	54.7	69,224
Windsor	3.3	4.3	16.6	15,352	Hardin	3.8	5.7	20.8	18,673	Schuyler	4.1	4.6	15.6	13,563
Total	644.4	726.8	2,611.0	3,032,965	Jasper	3.5	5.3	20.7	17,593	Seneca (50%)	3.3	3.7	14.1	16,776
VERMONT:				Jefferson	58.8	68.8	235.1	304,155	Steuben (50%)	12.0	14.4	48.8	48,251	
Windsor	1.4	1.8	7.3	10,147	Liberty	6.7	7.8	28.0	40,066	Sullivan	12.1	13.4	43.1	84,350
Windsor	4.4	5.7	23.1	18,221	Newton	1.5	2.3	9.3	6,548	Tioga	9.2	10.2	33.4	34,952
Windsor	3.3	4.3	16.6	15,352	Orange	13.7	16.9	60.8	48,798	Tompkins	17.1	19.8	72.3	69,648
Total	644.4	726.8	2,611.0	3,032,965	Polk	2.7	3.7	13.4	11,739	Yates (50%)	2.7	3.0	9.6	10,058
VERMONT:				Sabine	1.2	1.8	7.1	5,873	PENNSYLVANIA:					
Windsor	1.4	1.8	7.3	10,147	Son Jacinto	1.2	1.6	6.2	1,307	Bradford	13.7	15.4	52.0	52,574
Windsor	4.4	5.7	23.1	18,221	Trinity	1.7	2.3	7.9	7,247	Lackawanna	65.8	73.0	253.0	242,465
Windsor	3.3	4.3	16.6	15,352	Tyler	2.0	2.9	11.0	10,001	Lycoming	23.9	31.4	103.7	108,023
Total	644.4	726.8	2,611.0	3,032,965	Total	156.8	201.0	714.3	753,734	Pike	2.4	3.0	8.9	7,925
VERMONT:				BELLINGHAM, WASHINGTON				Sullivan	1.3	1.5	5.5	3,695		
Windsor	1.4	1.8	7.3	10,147	Washington:									
Windsor	4.4	5.7	23.1	18,221	Clallam	7.5	9.1	28.4	30,74					
Windsor	3.3	4.3	16.6	15,352	Island	3.7	4.3	13.9	10,714					
Total	644.4	726.8	2,611.0	3,032,965	Jefferson	2.0	2.4	8.1	8,230					

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BIRMINGHAM, NEW YORK				BIRMINGHAM, ALABAMA				BIRMINGHAM, INDIANA				BIRMINGHAM, WEST VIRGINIA									
WSP	Total	Pop-	Rating	WSP	Total	Pop-	Rating	WSP	Total	Pop-	Rating	WSP	Total	Pop-	Rating						
(Thous-	(Thous-	(Thous-	(1950)	(Thous-	(Thous-	(Thous-	(1950)	(Thous-	(Thous-	(Thous-	(1950)	(Thous-	(Thous-	(Thous-	(1950)						
sands)	sands)	sands)		sands)	sands)	sands)		sands)	sands)	sands)		sands)	sands)	sands)							
BIRMINGHAM, NEW YORK				BIRMINGHAM, ALABAMA				BIRMINGHAM, INDIANA				BIRMINGHAM, WEST VIRGINIA									
Suburban	7.4	8.0	29.4	24,771	Alabama			Butte	1.1	7.5	14,355	Kentucky:									
Tampa	6.7	10.5	35.7	31,704	Autauga	2.3	4.1	17.0	6,261	Campbell	.4	.8	3.1	2,275	Pike	10.0	15.7	69.5			
Wayne	6.0	7.5	26.4	24,418	Bibb	2.5	3.8	15.5	9,840	Carson	.7	1.4	6.0	3,467	Virginia:						
Wyoming	4.0	4.7	16.3	19,870	Blount	5.0	6.6	24.0	16,044	Dewey	.5	1.1	4.8	2,933	Bland	.5	1.4	6.2			
Total	344.4	392.7	1,379.8	1,446,453	Calhoun	19.3	24.1	92.2	76,951	Edmunds	.9	1.8	7.1	4,726	Buchanan	4.5	8.0	40.1			
					Cherokee	2.6	3.7	15.1	6,348	Harding	.2	.5	1.7	1,173	Carroll	3.8	6.7	27.5			
					Chilton	4.3	6.4	24.7	16,107	McPherson	.8	1.7	6.1	5,773	Dickenson	2.8	5.1	24.6			
					Clay	1.9	3.0	12.1	4,852	Perkins	.9	1.8	6.6	7,518	Floyd	1.5	2.7	11.6			
					Clatsop	1.9	2.7	10.8	5,780	Shelby	1.0	2.1	7.0	11,959	Giles	3.8	5.0	21.2			
					Colbert	6.6	11.2	46.6	38,745	Stark	2.4	4.0	15.5	20,142	Grayson	3.5	5.7	22.1			
					Coosa	1.6	2.5	10.5	2,861	Stevenson	3.3	6.8	27.2	31,600	Montgomery	9.1	10.5	43.4			
					Cutman	9.5	10.9	46.3	39,142	Sumner	.9	1.8	6.6	7,518	Patrick	2.1	3.7	16.0			
					Dallas	9.6	14.5	58.0	41,480	Tipton	4.2	4.9	16.7	3,467	Pulaski	5.8	7.7	30.5			
					De Kalb	7.0	11.0	42.7	24,017	Vermilion	5.0	5.8	18.1	3,467	Russell	3.4	6.2	27.6			
					Elmore	5.1	7.4	30.1	14,749	Wabash	8.1	9.8	31.5	3,467	Smyth	4.4	7.1	31.3			
					Etowah	22.4	28.2	104.0	92,918	Warren	2.3	2.6	8.5	3,467	Tazewell	7.0	11.6	50.7			
					Fayette	2.6	4.1	16.5	8,564	Warrick	6.1	7.4	24.5	3,467	Wayne	8.0	13.1	56.8			
					Franklin	3.8	6.0	23.5	15,852	White	5.1	6.0	18.6	3,467	Total	756.0	848.4	2,737.5			
					Greene	1.8	3.4	14.2	6,815	Total	61.8	96.0	360.8	386,272							
					Hale	2.4	4.6	19.0	8,364												
					Jackson	5.8	8.6	35.5	17,476												
					Jefferson	159.3	178.1	629.4	634,563												
					Lamar	2.3	3.5	14.0	7,936												
					Lauderdale	9.1	15.8	58.3	50,298												
					Lenoir	3.9	6.0	25.1	8,946												
					Lincoln	5.5	8.4	34.2	23,299												
					Lowndes	2.0	3.5	15.5	5,443												
					Madison	15.1	22.5	87.8	85,166												
					Marengo	3.9	6.8	26.8	16,155												
					Marion	3.5	5.9	23.7	14,016												
					Marshall	8.5	12.1	45.4	46,059												
					Monroe	2.9	5.4	22.7	13,984												
					Morgan	11.8	15.0	54.5	46,856												
					Perry	2.7	4.1	17.9	8,853												
					Pickens	2.9	5.1	21.8	12,011												
					Saint Clair	4.8	6.3	25.3	14,130												
					Shelby	6.6	7.7	30.9	16,935												
					Sumter	2.9	5.1	21.7	7,989												
					Talladega	13.9	17.2	70.3	44,453												
					Tallapoosa	6.1	8.8	34.1	26,810												
					Tuscaloosa	19.8	24.8	104.2	71,278												
					Walker	12.8	14.7	57.3	33,983												
					Wilcox	2.6	4.8	21.5	5,653												
					Winston	2.2	3.6	14.6	9,037												
					Mississippi:																
					Choctaw	.9	2.1	8.5	2,781												
					Clay	2.0	3.8	15.2	9,662												
					Itawamba	2.1	3.6	13.9	5,813												
					Lowndes	5.2	10.8	40.9	27,602												
					Monroe	5.0	8.8	32.7	19,645												
					Oktibbeha	3.2	6.2	25.3	12,918												
					Prentiss	2.6	4.5	17.1	8,678												
					Total	443.9	592.3	2,270.9	1,744,138												
					BISMARCK, NORTH DAKOTA																
					Montana:																
					Roosevelt	1.4	2.8	10.5	14,204												
					Sheridan	.9	1.8	6.5	9,590												
					Total																
					North Dakota:																
					Adams	.7	1.2	4.3	5,522												
					Total																

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VHF				Total				VHF				Total			
Homes	Homes	Pop-	Retail	Homes	Homes	Pop-	Retail	Homes	Homes	Pop-	Retail	Homes	Homes	Pop-	Retail
(Thou-	(Thou-	(Thou-	(\$000)	(Thou-	(Thou-	(Thou-	(\$000)	(Thou-	(Thou-	(Thou-	(\$000)	(Thou-	(Thou-	(Thou-	(\$000)
sands)	sands)	sands)		sands)	sands)	sands)		sands)	sands)	sands)		sands)	sands)	sands)	
BLUEFIELD, WEST VIRGINIA <i>continued</i>															
Mingo	8.8	11.1	48.2	34,251											
Monroe	1.9	3.0	12.1	5,779											
Raleigh	15.9	23.4	95.0	70,926											
Summers	2.7	4.2	16.9	10,086											
Wyoming	6.3	9.2	41.1	28,993											
Total	161.2	236.3	1,002.0	638,003											
BOISE, IDAHO															
Idaho:															
Ada	22.4	25.3	80.9	118,926											
Adams	.6	.9	3.0	2,184											
Boise	.4	.6	1.8	1,536											
Canyon	13.5	17.8	60.5	63,114											
Elmore	2.5	3.3	11.0	12,287											
Gem	1.6	2.4	7.9	8,234											
Owyhee	1.3	1.7	6.3	4,876											
Payette	2.5	3.7	12.6	11,442											
Twin Falls	9.5	13.9	45.4	59,415											
Valley	.7	1.1	3.9	3,938											
Washington	1.8	2.7	9.0	11,779											
Oregon:															
Baker	3.6	6.2	18.5	18,569											
Grant	1.2	2.4	8.1	9,504											
Malheur	4.4	6.2	22.1	29,657											
Union	3.1	5.4	16.6	19,535											
Wallowa	1.3	2.3	7.3	9,038											
Wheeler	.5	.9	2.5	1,325											
Total	70.9	96.8	317.4	385,359											
BOSTON, MASSACHUSETTS															
Connecticut:															
Windham	19.4	21.1	70.1	85,716											
Maine:															
York	24.7	27.2	92.8	102,504											
Massachusetts:															
Barnstable	16.1	17.6	53.9	100,818											
Bristol	110.9	120.4	397.6	430,353											
Dukes	1.6	1.8	5.7	13,445											
Essex	155.9	169.0	554.4	618,618											
Franklin	15.4	17.3	55.2	56,807											
Middlesex	298.7	326.0	1,155.4	1,299,222											
Nantucket	.9	1.0	3.6	7,711											
Norfolk	122.9	133.2	466.8	481,075											
Plymouth	62.4	67.5	220.0	250,389											
Suffolk	219.5	238.4	826.6	1,545,566											
Worcester	156.9	170.6	587.0	649,594											
New Hampshire:															
Belknap	7.5	8.4	28.3	35,665											
Carroll	4.4	4.9	16.0	21,505											
Cheshire	11.5	12.8	42.8	40,399											
Hillsboro	44.8	49.2	164.4	211,589											
Merrimack	16.9	18.8	65.4	69,951											
Rockingham	22.5	24.6	80.5	100,373											
Strafford	13.8	15.2	54.3	60,657											
Sullivan	7.6	8.6	28.6	28,389											
Rhode Island:															
Bristol	8.3	9.0	31.8	26,519											
Kent	23.5	25.4	85.5	91,051											
Vermont:															
Windham	6.3	8.0	27.5	40,617											
Windsor	10.0	12.1	40.9	49,085											
Total	1,382.4	1,508.1	5,156.1	6,397,618											
BRIDGEPORT, CONNECTICUT															
Connecticut:															
Fairfield		176.8	603.5	924,558											
New Haven		183.9	624.2	835,890											
UHF D1 on county basis.															
New York:															
Suffolk		152.4	555.8	607,712											
Total	172.3	513.1	1,783.5	2,368,160											
BRISTOL, VIRGINIA-TENNESSEE															
Kentucky:															
Floyd	7.4	9.4	43.1	16,241											
Knott	1.6	3.1	15.5	2,312											
Leslie	1.3	2.9	14.9	2,365											
Letcher	3.7	6.6	29.6	12,170											
Perry	4.8	8.3	38.1	19,223											
Pike	10.0	15.7	69.5	27,032											
North Carolina:															
Alexander	3.0	3.5	14.8	12,321											
Alleghany	1.4	2.1	7.7	3,939											
Ashe	3.4	5.0	21.4	7,646											
Avery	2.0	3.1	12.8	3,934											
Burke	9.3	11.7	50.3	27,973											
Caldwell	8.6	11.2	47.4	33,594											
McDowell	4.8	6.8	27.7	18,719											
Madison	2.4	4.3	19.1	6,668											
Mitchell	2.1	3.4	14.3	10,017											
BUFFALO, NEW YORK															
New York:															
Allegany	10.9	13.6	46.3	37,000											
Cattaraugus	22.6	24.8	83.0	36,800											
Chautauqua	42.3	46.6	146.8	58,850											
Erie	295.3	318.3	1,080.5	1,707,600											
Genesee	13.8	14.9	51.2	56,200											
Livingston	9.8	11.0	40.7	46,000											
Niagara	61.3	66.0	223.7	68,000											
Orleans	8.9	9.8	32.1	34,000											
Steuben	24.0	28.8	97.5	34,000											
Wyoming	8.0	8.9	32.9	34,000											
Pennsylvania:															
Cameron	1.4	1.9	7.0	7,000											
Crawford	20.4	23.3	79.1	33,000											
Elk	7.1	9.5	34.7	33,000											
BRYAN, TEXAS															
Texas:															
Brazos	8.6	12.4	46.1	142,000											
Burleson	2.0	2.9	10.3	74,000											
Grimes	2.6	3.4	11.5	52,000											
Lee	1.6	2.3	8.7	58,000											
Leon	1.8	2.6	9.2	37,000											
Madison	1.1	1.7	5.9	32,000											
Milam	3.7	5.4	18.2	23,000											
Robertson	3.2	4.7	17.2	58,000											
Walker	3.1	4.1	18.5	23,000											
Washington	3.7	5.0	17.0	68,000											
Total	31.4	44.5	162.6	823,000											
Surry															
Surry	9.8	11.9	47.9	48,000											
Watauga															
Watauga	2.6	4.1	18.1	12,000											
Wilkes															
Wilkes	7.4	10.9	46.3	32,000											
Yancey															
Yancey	2.0	3.5	15.5	4,000											
Tennessee:															
Carter	8.4	11.0	44.1	27,000											
Claiborne	3.0	5.5	23.4	6,000											
Cocke	3.1	5.3	21.2	12,000											
Grainger	1.6	2.9	12.7	3,000											
Greene	7.3	11.7	44.5	24,000											
Hamblen	4.8	8.2	31.0	31,000											
Hancock	3.0	1.8	7.4	8,000											
Hawkins	4.3	7.5	31.3	18,000											
Johnson	1.7	2.7	11.3	11,000											
Sullivan	21.4	30.2	113.8	117,000											
Unicoi	2.3	3.9	16.1	13,000											
Washington	13.1	16.3	63.8	91,500											
Virginia:															
Bland	.8	1.4	6.2	7,000											
Buchanan	4.5	8.0	40.1	16,000											
Carroll	3.8	6.7	27.5	27,000											
Dickenson	2.8	5.1	24.4	40,000											
Groves	3.5	5.7	22.1	21,000											
Lee	4.4	7.4	33.3	75,000											
Russell	3.4	6.2	27.6	21,000											
Scott	4.0	6.6	27.6	11,000											
Smyth	4.4	7.1	31.3	21,000											
Tazewell	7.0	11.6	50.7	29,000											
Washington	7.8	13.3	56.8	45,000											
Wise	8.0	13.1	56.8	28,000											
West Virginia:															
Logan	14.3	18.0	78.5	217,000											
McDowell	15.4	20.5	89.5	164,000											
Mingo	8.8	11.1	48.2	133,000											
Wyoming	6.3	9.2	41.1	99,000											
Total	258.8	385.5	1,635.8	9,198,000											



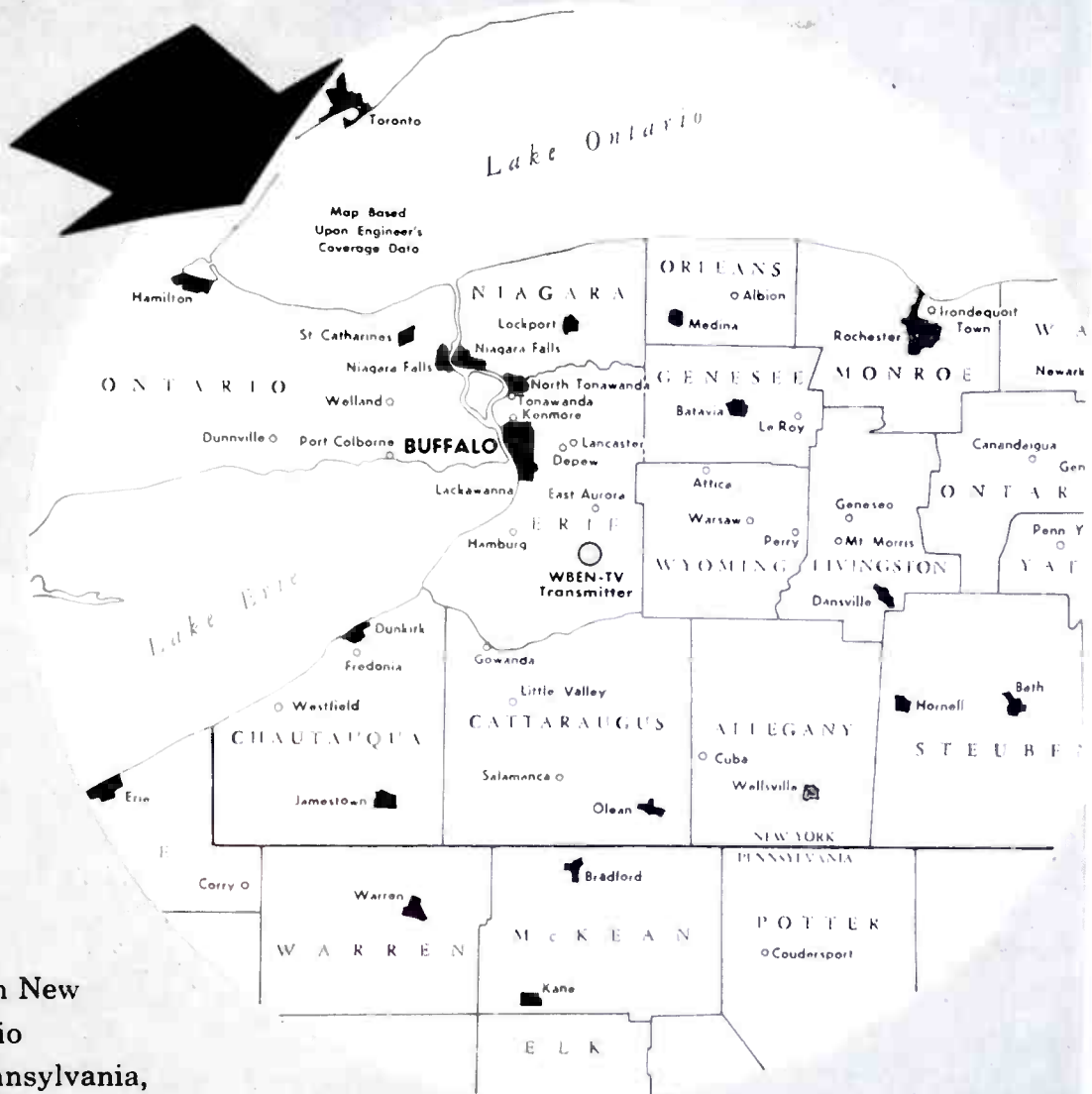
**"GEE!" NOW
THERE'S A DETERGENT!"**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with
WGN-TV
Channel 9—Chicago

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**in WBEN-TV land
your TV dollars count for more
on channel 4**



Since 1948, in Western New York, Southern Ontario and Northeastern Pennsylvania, WBEN-TV has been the strongest factor—in sight and sound—for profitable television promotion. Technical excellence, leadership in public service programming, local creative production plus CBS network program leadership have built incomparable loyalty in this important market of over 4,000,000 people. For the complete story on WBEN-TV land, its buying power and unique coverage, call our national representatives, HARRINGTON, RIGHTER and PARSONS, INC.

CH.

4

WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION

IN
THE
DRIVER'S
SEAT
IN
GREATER
BUFFALO!



Still riding high as the No. 1 station by far in the nation's 14th market, WGR-TV is delivering Booming Buffalo with:

- *Largest Share of Buffalo's Viewing Audience* — from sign-on to sign-off 7 days a week — and a larger audience than the other two stations combined, noon to 6:00 p.m. weekdays.
- *Top Local Shows and Personalities:* Helen Neville, Buffalo's leading lady of television — Bill Mazer, Buffalo's top sportscaster — Roy Kerns, Buffalo's authoritative news voice. Highest ratings — more viewers per set — low cost per thousand.
- *Superior Local Acceptance:* Emphasis on local programming, promotion, and civic participation has made Channel 2 an important and widely recognized asset to the business and home life in the Buffalo area.
- *Superb Studio Facilities:* Most extensive (60 x 40 feet) facilities in Buffalo. Additional features include outdoor tennis court and outdoor patio.
- *Tremendous Bonus in Canada:* Coverage of over 800,000 sets.
- *Strongest Merchandising in Town:* Tailor-made point-of-sale material throughout the WGR-TV area. Regular mailings for WGR-TV advertised products to 925 grocers and 525 druggists. Contact Peters, Griffn, Woodward for availabilities on WGR-TV.

TOP CHOICE IN BUFFALO OF ADVERTISERS AND VIEWERS ALIKE

WGR-TV
ABC CHANNEL 2 BUFFALO

A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WWSA, WWSA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNXP-TV, Scranton/Wilkes-Barre.



	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
BUFFALO, NEW YORK continued									
Buffalo (25%)	16.1	17.4	59.9	70,549	Gratiot	9.3	10.2	34.8	41,366
Forest	.8	1.1	4.3	4,241	Iosco	3.7	4.3	14.5	17,159
McKean	13.0	16.2	53.4	55,438	Isabella	7.2	8.2	30.4	32,699
Porter	3.4	4.6	15.8	16,443	Kalkaska	1.0	1.2	4.4	3,567
Watts (25%)	2.2	2.6	8.9	7,927	Lake	1.2	1.4	4.9	3,928
Warren	10.1	12.3	43.2	57,064	Leelanau	2.0	2.5	9.0	6,449
Total	571.4	631.6	2,141.0	2,494,190	Manistee	5.1	6.2	20.0	20,784
					Mason	5.5	6.7	21.5	26,328
					Mecosta	4.8	5.4	17.5	17,922
					Midland	11.4	12.7	45.5	53,404
					Missaukee	1.6	2.0	7.5	5,805
					Montcalm	10.1	11.0	35.1	41,437
					Montmorency	.9	1.2	4.5	5,680
					Muskegon	40.2	43.3	145.9	169,644
					Newaygo	6.3	7.1	24.5	20,782
					Oceana	3.8	4.6	16.5	16,937
					Ogemaw	2.2	2.6	9.5	10,359
					Osceola	3.4	3.8	14.1	13,219
					Oscoda	.8	.9	3.5	3,893
					Otsego	1.4	1.7	6.5	10,117
					Presque Isle	2.1	2.9	12.0	11,205
					Roscommon	1.9	2.3	7.2	12,038
					Wexford	4.7	5.7	19.0	23,417
					Total	192.7	221.1	769.5	893,325
BURLINGTON, VERMONT									
New Hampshire:									
Coos	9.2	10.4	37.2	40,717					
Grafton	11.2	13.0	46.4	57,359					
Merrill	7.6	8.6	28.6	28,389					
New York:									
Clinton	13.3	14.5	57.0	55,054					
Franklin	8.6	10.6	36.4	37,749					
Warren	9.8	12.7	46.0	53,212					
Washington	11.9	13.2	42.4	75,853					
Total	12.4	13.7	47.6	41,797					
Vermont:									
Addison	4.2	4.9	19.4	17,132					
Caledonia	5.7	6.8	23.0	25,850					
Chittenden	16.6	18.1	68.0	81,690					
Essex	1.5	1.7	5.6	3,621					
Franklin	6.9	7.9	29.3	29,337					
Grand Isle	.7	.8	3.1	2,013					
Hammond	2.4	2.8	10.9	13,424					
Orange	3.7	4.4	15.9	15,835					
Windsor	4.8	5.4	19.9	22,616					
Washington	11.2	12.8	44.2	55,510					
Windsor	10.8	12.1	43.4	45,015					
Total	10.0	12.1	40.9	49,085					
Total	162.5	186.5	665.2	751,258					
BUTTE, MONTANA									
Montana:									
Beaverhead	1.3	2.5	6.4	9,815					
Broadwater	.4	.8	2.7	2,569					
Chouteau	2.9	5.5	19.8	17,744					
Gallatin	3.8	7.8	24.6	30,795					
Granite	.5	1.0	3.0	6,095					
Jefferson	.5	1.0	4.1	3,500					
Richmond	5.0	9.5	28.1	36,910					
Sanford	.9	1.9	6.0	4,935					
Silver Bow	2.6	4.4	13.3	14,501					
Stillwater	1.0	1.9	6.6	7,657					
Yellowstone	18.2	20.9	58.1	71,942					
Total	37.1	57.2	172.7	206,463					
ADILLAC, MICHIGAN									
Michigan:									
Alcona	.8	.9	5.4	5,829					
Alcona	5.1	7.1	25.0	31,289					
Alcona	2.3	2.8	9.8	8,651					
Alcona	2.3	2.7	9.6	10,499					
Alcona	26.8	29.2	102.0	117,638					
Alcona	1.9	2.3	8.1	8,845					
Alcona	3.0	3.9	13.8	15,589					
Alcona	2.8	3.6	12.8	17,940					
Alcona	3.0	3.4	11.5	15,068					
Alcona	.9	1.1	4.3	6,211					
Alcona	3.6	4.7	16.5	24,828					
Alcona	2.3	2.6	9.5	10,970					
Alcona	7.3	8.9	32.9	51,829					
Missouri:									
Bollinger	2.0	2.6	9.4	5,662					
Butler	7.8	10.8	38.0	33,420					
Cape Girardeau	9.8	11.6	38.5	54,695					
Carter	.8	1.3	4.3	2,200					
Dunklin	8.5	11.1	40.0	41,736					
Madison	2.2	2.8	10.0	9,046					
Mississippi	3.8	5.5	20.9	16,486					
New Madrid	6.7	9.0	35.5	21,388					
Pemiscott	9.3	11.5	43.0	27,432					
Perry	2.9	3.4	12.4	12,548					
Reynolds	.8	1.4	5.5	3,158					
Ripley	1.8	3.0	9.9	6,536					

How much sales power do you reach?

	Standard Metro. Area	Television Market
Beaumont	\$ 304,153,000	\$ 753,734,000
Bellingham	66,181,000	324,139,000
Birmingham	634,563,000	1,744,138,000
Boston	3,944,481,000	6,397,618,000
Champaign	141,758,000	1,864,178,000
Charlotte	335,100,000	2,925,824,000
Chattanooga	307,582,000	736,276,000
Chicago	8,674,138,000	10,420,773,000
Cincinnati	1,349,146,000	2,677,659,000

TELEVISION MAGAZINE's Television Vs. Standard Markets study stresses the need for revising marketing concepts. The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 92 per cent of the television market's spending money is outside the metropolitan area.

For retail sales and population data correlated to TV-coverage areas, TELEVISION MAGAZINE is the only standard source.

TELEVISION MAGAZINE

15th year of publication

*In the
dark
all
cats
are gray...*

With a little light, though, things look different—some cats are spotted . . . some have stripes . . . some have breeding . . . others are just plain alley cats.

Trade publications, too, may look pretty much the same.

What sets TELEVISION MAGAZINE apart is that it goes beyond the usual trade paper approach and provides its readers with essential information not available elsewhere—such as TV set count, TV market data, continuing brand studies.

This kind of coverage is what makes the difference, and is TELEVISION MAGAZINE'S guarantee of maximum readership of the magazine and its advertising.

TELEVISION MAGAZINE
422 MADISON AVE., N.Y.

58-COUNTY COVERAGE

45TH TV MARKET

including 1,922 cities, towns and villages, is yours when you buy the WCIA Television Market—covering Central Illinois and Western Indiana.

WCIA, Channel 3, puts more than 1,912,000 (NCS #2) prospective customers in the palm of your hand. It places an effective buying income of \$3,202,074,000 at your fingertips.

You can reach more people in this rich area through WCIA, Champaign, Illinois, located just 128 miles from Chicago, 135 miles from St. Louis, and 124 miles from Indianapolis.

TOTAL FAMILIES 598,000 (NCS #2)

RETAIL SALES \$2,201,011,000

TOTAL TV HOMES 420,100
(TV Mag. Aug. '58)



WCIA

CHAMPAIGN, ILL.

George P. Hollingbery, Representative

CHAMPAIGN, ILLINOIS continued														
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)			
Indiana:				Lawrence	2.3	3.1	12.3	5,878	Cabarrus	15.6	17.5	67.5	71,549	
Benton	2.9	3.3	11.2	14,888	Lee	.9	1.8	7.6	4,052	Caldwell	8.6	11.2	47.4	33,594
Fountain	5.3	6.0	18.1	22,692	Letcher	3.7	6.6	29.6	12,170	Catawba	16.3	18.3	69.8	79,576
Jasper	4.7	5.3	18.5	22,688	Lewis	1.8	2.8	12.0	5,759	Cleveland	12.7	16.5	67.8	51,390
Montgomery	9.3	10.2	31.6	41,859	Magoffin	1.1	2.1	10.0	1,985	Cumberland	16.6	28.2	137.5	114,093
Newton	3.0	3.4	11.1	13,010	Martin	1.3	1.8	9.1	1,877	Davidson	15.6	18.1	68.9	70,409
Parke	4.1	4.7	15.1	11,879	Menifee	.3	.7	3.3	606	Davie	3.1	3.9	15.6	11,724
Tippecanoe	21.2	24.4	86.9	95,094	Morgan	1.3	2.6	10.9	6,071	Forsyth	42.8	48.9	179.4	200,979
Vermillion	5.0	5.8	18.1	17,829	Perry	4.8	8.3	38.1	19,223	Gaston	25.9	32.5	128.3	110,830
Warren	2.3	2.6	8.5	4,304	Pike	10.0	15.7	69.5	27,032	Haywood	6.6	10.2	40.1	33,807
Total	420.1	487.0	1,581.4	1,864,178	Powell	.7	1.5	6.3	1,746	Henderson	6.2	9.5	34.2	34,891
				Rowan	1.6	2.5	10.3	9,417	Hoke	1.9	3.3	15.9	8,877	
				Wolfe	.7	1.5	6.6	1,273	Iredell	12.4	15.6	60.3	56,050	
				Ohio:				Jackson	2.5	4.3	18.7	12,025		
				Athens	11.2	12.7	47.2	44,877	Lincoln	5.1	6.9	28.3	18,158	
				Gallia	6.3	7.1	26.9	17,443	McDowell	4.8	6.8	27.7	18,719	
				Hocking	6.2	6.8	23.9	21,567	Macon	2.3	3.9	16.4	12,554	
				Jackson	8.1	9.0	32.4	30,271	Madison	2.4	4.3	19.1	6,668	
				Lawrence	13.8	15.1	53.6	44,762	Mecklenburg	61.8	70.7	263.3	335,100	
				Meigs	6.2	6.9	23.3	23,155	Mitchell	2.1	3.4	14.3	10,017	
				Pike	6.7	7.4	27.1	19,729	Montgomery	3.1	4.3	17.7	12,635	
				Scioto	28.7	31.3	107.1	93,213	Moore	5.4	8.2	33.2	31,739	
				Vinton	2.5	2.8	11.2	7,525	Polk	2.5	3.0	11.5	5,788	
				Washington	13.1	14.7	47.9	55,953	Richmond	8.2	10.1	40.5	33,255	
				Virginia:				Robeson	13.6	20.6	96.1	57,745		
				Buchanan	4.5	8.0	40.1	14,403	Rowan	18.1	22.0	81.7	75,903	
				Dickenson	2.8	5.1	24.4	7,680	Rutherford	9.1	11.3	45.1	35,696	
				Russell	3.4	6.2	27.6	7,173	Scotland	3.6	6.2	27.6	17,990	
				Wise	8.0	13.1	56.8	29,820	Stanly	10.2	11.5	43.2	36,441	
				West Virginia:				Surry	9.8	11.9	47.9	48,583		
				Barbour	2.6	4.5	18.1	8,269	Transylvania	2.2	3.8	16.8	13,223	
				Boone	5.9	7.7	33.9	19,839	Union	8.1	10.8	44.5	30,828	
				Braxton	1.9	3.6	14.8	10,310	Watauga	2.6	4.1	18.1	12,942	
				Cabell	31.6	34.7	114.4	153,372	Wilkes	7.4	10.9	46.3	32,461	
				Calhoun	1.2	2.0	8.3	3,293	Yadkin	4.4	5.6	23.0	15,032	
				Clay	2.1	3.3	13.9	4,300	Yancey	2.0	3.5	15.5	4,833	
				Doddridge	1.1	2.0	7.9	3,874	South Carolina:					
				Fayette	15.2	20.5	83.5	48,814	Cherokee	7.6	9.7	40.2	20,139	
				Gilmer	1.0	1.9	7.8	3,469	Chester	6.1	8.1	33.1	19,283	
				Greenbrier	6.7	9.1	36.6	33,843	Chesterfield	5.5	8.1	35.7	20,136	
				Jackson	2.1	3.4	13.8	13,686	Darlington	8.5	12.5	52.5	35,005	
				Kanawha	62.5	70.4	255.5	302,773	Dillon	4.7	6.7	30.9	19,508	
				Lewis	2.5	4.5	18.4	12,608	Edgefield	2.3	3.7	15.6	16,382	
				Lincoln	3.9	4.7	20.7	8,840	Fairfield	3.4	4.8	20.4	9,659	
				Logan	14.3	18.0	78.5	56,170	Florence	16.2	20.8	87.5	76,078	
				McDowell	15.4	20.5	89.5	58,164	Florence	45.7	55.3	201.0	207,191	
				Mason	5.0	6.0	22.8	14,511	Greenville	9.8	12.9	48.8	36,163	
				Mingo	8.8	11.1	48.2	34,251	Greenwood	5.7	7.5	31.4	24,050	
				Monroe	1.9	3.0	12.1	5,779	Kershaw	6.9	9.3	40.1	26,738	
				Nicholas	4.2	6.6	27.7	19,122	Lancaster	7.2	11.7	48.5	27,000	
				Pocahontas	1.5	2.7	11.0	7,600	Laurens	3.5	4.7	22.1	11,463	
				Putnam	4.3	5.1	20.6	10,947	Lee	9.6	13.0	50.1	39,355	
				Raleigh	15.9	23.4	95.0	70,926	Lexington	5.5	7.9	35.1	22,950	
				Ritchie	1.4	2.8	10.4	6,423	Marion	4.8	7.0	29.5	17,343	
				Roane	2.3	3.7	15.8	8,927	Marlboro	5.6	8.2	31.9	21,633	
				Summers	2.7	4.2	16.9	10,086	Newberry	2.3	3.7	15.1	6,447	
				Upshur	2.7	4.8	18.3	13,965	Saluda	32.7	42.2	161.4	119,739	
				Wayne	6.8	8.5	41.2	14,494	Spartanburg	10.2	14.9	65.0	46,926	
				Webster	2.2	3.9	16.3	9,140	Sumter	5.3	7.6	30.8	19,739	
				Wirt	.8	1.2	4.3	1,506	Union	16.0	21.4	88.0	52,602	
				Wood	15.3	22.8	76.2	88,685	York					
				Wyoming	6.3	9.2	41.1	28,993	Tennessee:					
				Total	446.5	581.8	2,296.8	1,732,984	Johnson (33%)	.6	.9	3.7	1,249	
								Sullivan (33%)	6.2	10.0	37.6	36,777		
								Unicoi	2.3	3.9	16.1	8,130		
								Washington (33%)	4.3	5.4	21.1	19,620		
								Total	663.5	871.4	3,490.2	2,925,824		
CHARLESTON-HUNTINGTON, WEST VIRGINIA				CHARLOTTE, NORTH CAROLINA				CHATTANOOGA, TENNESSEE						
Kentucky:				North Carolina:				Alabama:						
Boyd	14.3	15.5	56.5	60,205	Alexander	3.0	3.5	14.8	12,321	Cherokee	2.6	3.7	15.1	6,348
Breathitt	1.8	3.5	17.6	6,682	Alleghany	1.4	2.1	7.7	3,939	De Kalb	7.0	11.0	42.7	24,017
Carter	4.0	4.8	20.0	10,995	Anson	4.3	6.0	25.4	11,805	Jackson	5.6	8.6	35.5	17,476
Elliot	1.1	1.3	6.5	1,404	Ashe	3.4	5.0	21.4	7,646	Georgia:				
Estill	1.4	3.1	12.2	6,063	Avery	2.0	3.1	12.8	3,934	Catoosa	3.5	4.5	17.2	9,923
Fleming	1.6	2.5	9.0	7,395	Buncombe	26.0	36.3	135.4	140,797	Chattooga	4.1	5.4	21.8	14,502
Floyd	7.4	9.4	43.1	16,241	Burke	9.3	11.7	50.3	27,973					
Greenup	5.7	6.9	27.6	8,466										
Johnson	3.5	4.7	20.2	11,576										
Knott	1.6	3.1	15.5	2,312										

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who do you want?



We suspect that your primary advertising target is not the lollypop crowd but the shopping-bag set. If so, then look to WBBM-TV—the television station that dominates the daytime viewing of Chicago's housewives. During the average daytime minute WBBM-TV is viewed by over 130,000 women. That's *46% more* than the next station, *95% more* than the third station and *120% more* than the fourth station.

Next time a Chicago station offers you a daytime package, don't be suckered by any slide-rule sleight of hand. Fact is, other Chicago stations cost you 26% to 46% more to reach the same audience.

Today, as always, WBBM-TV reaches *more women, more often* and *more economically* than any other Chicago station.

WBBM-TV

Chicago's **Showmanship Station—Channel 2**
CBS Owned—Represented by CBS Television Spot Sales

Source: Nielsen, November, 1957-May, 1958.



In
Chattanooga
 the
 penetration
 has
 increased
 from

60% to 80%

Furthermore,
 Nielsen
 No. 3 figures
 show
 TV homes
 in this area
 as such:

WRGP-TV - 197,040

STATION B - 182,280

STATION C - 175,640

CHANNEL

3

WRGP-TV
NBC

100,000 WATTS CHATTANOOGA, TENN.
 Represented by H-R Television, Inc.

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	
CHATTANOOGA, TENNESSEE continued									
Dade	1.3	1.7	8.7	2,984	Bureau	12.0	13.4	41.9	
Fannin	2.1	3.5	14.4	8,012	Cook	1,422.9	1,543.1	4,944.8	7,0
Floyd	14.8	18.7	69.9	44,528	De Kalb	14.8	16.2	54.4	
Gilmer	1.7	2.2	9.3	5,901	Du Page	67.7	72.9	250.0	2
Gordon	3.7	4.7	18.1	14,800	Ford	4.3	4.9	15.9	
Murray	2.0	2.5	10.5	4,267	Grundy	6.9	7.6	25.9	
Walker	9.0	11.8	43.3	24,985	Iroquois	8.7	10.3	33.1	
Whitfield	9.0	10.3	39.2	37,670	Kane	47.8	51.3	173.0	2
North Carolina:					Kankakee	20.2	22.0	86.0	1
Cherokee	2.0	4.2	18.2	12,435	Kendall	3.5	3.9	13.2	
Clay	.6	1.3	5.9	2,799	Lake	67.5	71.8	260.0	3
Graham	.8	1.7	7.4	3,101	La Salle	27.4	32.4	104.1	1
Swain	1.0	2.1	9.0	7,671	Livingston	9.6	11.3	37.8	
Tennessee:					McHenry	17.2	18.7	61.5	
Bledsoe	1.2	1.7	8.4	2,731	Will	43.5	47.2	163.0	1
Brodley	6.9	9.0	34.0	33,787	Indiana:				
Coffee	5.8	7.6	27.4	21,808	Benton	2.9	3.3	11.2	
Franklin	3.1	6.2	25.0	16,010	Carroll	4.5	5.3	16.8	
Grundy	1.8	2.9	12.4	5,077	Fulton	4.5	5.1	16.1	
Hamilton	61.1	71.6	247.1	282,597	Jasper	4.7	5.3	18.5	
Loudon	4.7	6.4	24.9	16,732	Lake	126.7	137.0	475.4	5
McMinn	5.6	9.0	34.4	20,047	La Porte	24.6	26.8	90.0	1
Marion	3.6	5.0	21.2	13,718	Marshall	8.5	9.7	31.5	
Meigs	.8	1.3	6.0	1,291	Newton	3.0	3.4	11.1	
Monroe	4.2	5.6	23.0	14,438	Porter	13.7	14.7	51.5	
Moore	.6	1.1	4.1	841	Pulaski	3.4	3.9	13.4	
Polk	2.2	3.0	12.4	6,018	St. Joseph	65.7	71.4	240.0	2
Rhea	2.5	3.9	15.0	11,319	Starke	5.0	5.7	19.1	
Roane	6.8	8.6	33.1	26,746	White	5.1	6.0	18.6	
Sequatchie	.9	1.3	6.3	2,771	Michigan:				
Van Buren	.6	.8	4.0	665	Berrien	41.9	45.5	147.5	1
Warren	4.1	6.7	23.5	18,261	Wisconsin:				
Total	187.3	249.6	948.4	736,276	Kenosha	24.1	26.1	86.3	
					Racine	34.3	37.1	124.2	
					Walworth	13.7	15.0	48.8	
					Total	2,164.8	2,353.7	7,702.5	10
CHEYENNE, WYOMING					CHICO, CALIFORNIA				
Colorado:					California:				
Eagle	.8	1.3	4.7	3,526	Butte	19.9	25.2	73.3	
Grand	.7	1.2	3.8	6,387	Colusa	2.3	3.3	10.7	
Jackson	.4	.7	2.0	1,841	Glenn	3.3	4.7	15.6	
Larimer	13.3	15.5	49.5	59,498	Lake	2.7	3.9	11.2	
Logan	4.4	5.9	20.5	25,519	Lassen	2.7	5.1	16.5	
Summit	.2	.4	1.2	1,204	Nevada	4.1	6.2	17.7	
Washington	1.7	2.4	8.6	5,609	Placer	12.3	15.1	50.1	
Nebraska:					Plumas	2.5	3.6	11.3	
Banner	.3	.4	1.5	16	Shasta	12.2	18.3	56.2	
Box Butte	2.0	3.7	12.8	17,475	Sierra	.4	.6	2.2	
Cheyenne	3.1	5.1	17.0	22,955	Sutter	7.2	9.5	30.9	
Dawes	1.2	2.7	9.0	11,536	Tehama	5.1	7.0	21.6	
Deuel	.6	1.0	3.4	5,254	Trinity	2.0	2.7	7.3	
Garden	.6	1.0	3.3	3,825	Yolo	12.9	16.9	55.7	
Kimball	.9	1.3	4.7	7,802	Yuba	5.8	8.6	28.1	
Morrill	1.4	2.2	7.7	7,623	Total	95.4	130.7	408.4	
Scotts Bluff	7.4	10.8	36.1	48,980	CINCINNATI, OHIO				
Sheridan	1.5	2.8	9.5	12,348	Indiana:				
Sioux	.4	.8	3.1	594	Dearborn	7.6	8.3	28.1	
Wyoming:					Decatur	5.1	5.7	19.1	
Albany	4.0	6.9	23.0	26,948	Fayette	7.0	7.9	26.9	
Carbon	3.2	5.2	17.1	23,829	Franklin	4.1	4.7	17.8	
Converse	.9	1.6	5.6	8,404	Jefferson	6.0	6.7	24.3	
Goshen	2.1	3.7	12.8	14,355	Jennings	4.1	4.6	18.1	
Laramie	14.5	17.1	60.0	71,346	Ohio	1.0	1.1	4.1	
Natrona	8.7	14.5	44.1	79,231	Ripley	5.7	6.4	21.0	
Niobrara	.6	1.1	3.7	4,080	Rush	5.7	6.4	21.3	
Platte	1.2	2.4	7.6	10,819	Scott	4.1	4.6	15.0	
Total	76.1	111.7	372.3	481,004	Switzerland	2.0	2.2	7.3	
					Union	1.5	1.7	5.9	
					Wayne	20.8	23.3	77.2	
CHICAGO, ILLINOIS									
Illinois:									
Boone	4.5	5.4	17.9	21,621					

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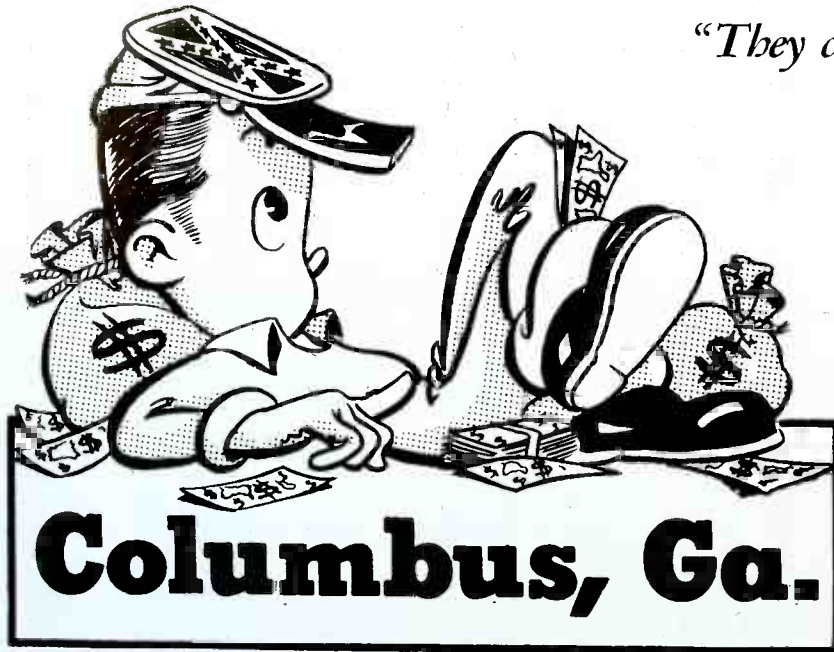
COLUMBUS, GEORGIA continued														
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)			
Elmore	5.1	7.4	30.1	14,749	Quitman	.4	.7	2.9	330	Chickasaw	1.9	4.0	15.9	7,864
Geneva	3.1	5.9	22.6	20,808	Randolph	1.7	2.8	11.6	7,034	Choctaw	.9	2.1	8.5	2,781
Henry	2.1	3.7	16.2	12,542	Schley	.5	.8	3.2	1,862	Clay	2.0	3.8	15.2	9,662
Houston	9.6	13.6	50.7	54,500	Seminole	.9	1.9	7.6	5,458	Itawamba	2.1	3.6	13.9	5,813
Lee	7.6	11.2	47.5	31,888	Stewart	1.3	2.1	8.2	4,874	Kemper	1.7	2.9	12.9	3,296
Macon	4.0	6.4	29.3	10,087	Sumter	3.8	6.2	23.0	19,883	Lee	7.4	10.8	38.5	41,381
Pike	4.5	7.2	27.7	17,069	Talbot	1.2	1.8	7.1	2,387	Lowndes	5.2	10.8	40.9	27,602
Randolph	3.2	4.9	20.0	10,501	Taylor	1.3	2.1	8.1	4,885	Monroe	5.0	8.8	32.7	19,645
Russell	8.1	11.0	44.0	17,518	Terrell	1.8	2.9	12.2	11,128	Neshoba	3.3	5.7	22.2	9,055
Tallapoosa	6.1	8.8	34.1	26,810	Thomas	5.5	9.2	34.4	32,603	Noxubee	2.3	4.0	17.3	7,686
					Tift	3.5	6.6	25.7	19,311	Oktibbeha	3.2	6.2	25.3	12,918
					Troup	11.2	14.3	52.8	48,039	Pontotoc	2.6	4.6	17.4	8,686
					Turner	1.3	2.5	10.3	6,955	Webster	1.5	2.7	10.6	9,141
					Upson	4.8	7.0	26.5	18,638	Total	75.4	123.3	492.8	296,144
					Webster	.5	.8	4.1	449					
					Worth	2.2	4.2	17.6	6,685					
					Total	189.2	280.2	1,136.3	806,202					

Georgia:								
Baker	.6	1.1	5.1	643				
Calhoun	1.1	2.0	7.9	4,267				
Chattahoochee	1.3	1.8	48.2	2,638				
Clay	.8	1.3	4.9	2,073				
Colquitt	5.6	9.3	36.5	28,168				
Crawford	.8	1.2	5.2	2,227				
Decatur	3.8	7.7	28.7	17,698				
Dougherty	12.1	16.1	58.2	69,877				
Early	2.0	4.0	16.2	7,191				
Grady	2.3	4.6	18.0	12,909				
Harris	1.9	2.7	10.7	5,298				
Lee	.8	1.4	5.7	921				
Macon	2.0	3.1	12.6	6,959				
Marion	.9	1.4	6.3	2,367				
Miller	1.0	2.0	8.1	4,124				
Mitchell	2.6	5.2	21.5	13,894				
Muscogee	36.8	41.4	155.1	157,166				
Each	1.9	3.0	11.8	10,844				

COLUMBUS, MISSISSIPPI				
Alabama:				
Fayette	2.6	4.1	16.5	8,564
Greene	1.8	3.4	14.2	6,815
Lamar	2.3	3.5	14.0	7,936
Pickens	2.9	5.1	21.8	12,011
Sumter	2.9	5.1	21.7	7,989
Tuscaloosa	19.8	24.8	104.2	71,278
Winston	2.2	3.6	14.6	9,037
Mississippi:				
Calhoun	1.8	3.7	14.5	6,977

COLUMBUS, OHIO				
Ohio:				
Athens	11.2	12.7	47.2	44,872
Champaign	8.3	9.1	29.7	31,446
Clark	36.1	39.1	128.7	165,364
Crawford	12.6	13.9	44.1	55,241
Delaware	8.7	9.4	33.3	31,721
Fairfield	16.5	17.9	59.2	67,818
Fayette	6.8	7.7	24.6	32,211
Franklin	179.5	191.7	645.3	866,811
Hardin	8.6	9.4	30.9	28,611
Highland	8.4	9.5	30.6	34,511

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"They can't spend it if they ain't got it!"

You might not agree with the grammar, but the homespun logic of that saying cannot be disputed. You can create a desire for whatever it is that you have to sell, but if the means of purchase are not available . . . then you have no sale.

BUT...

Columbus, Georgia has it!

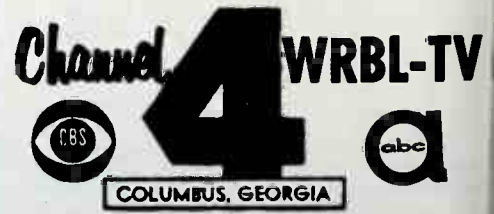
This 3-County Metropolitan Area

RANKS 8th IN THE NATION IN PER FAMILY INCOME — \$7,562.00

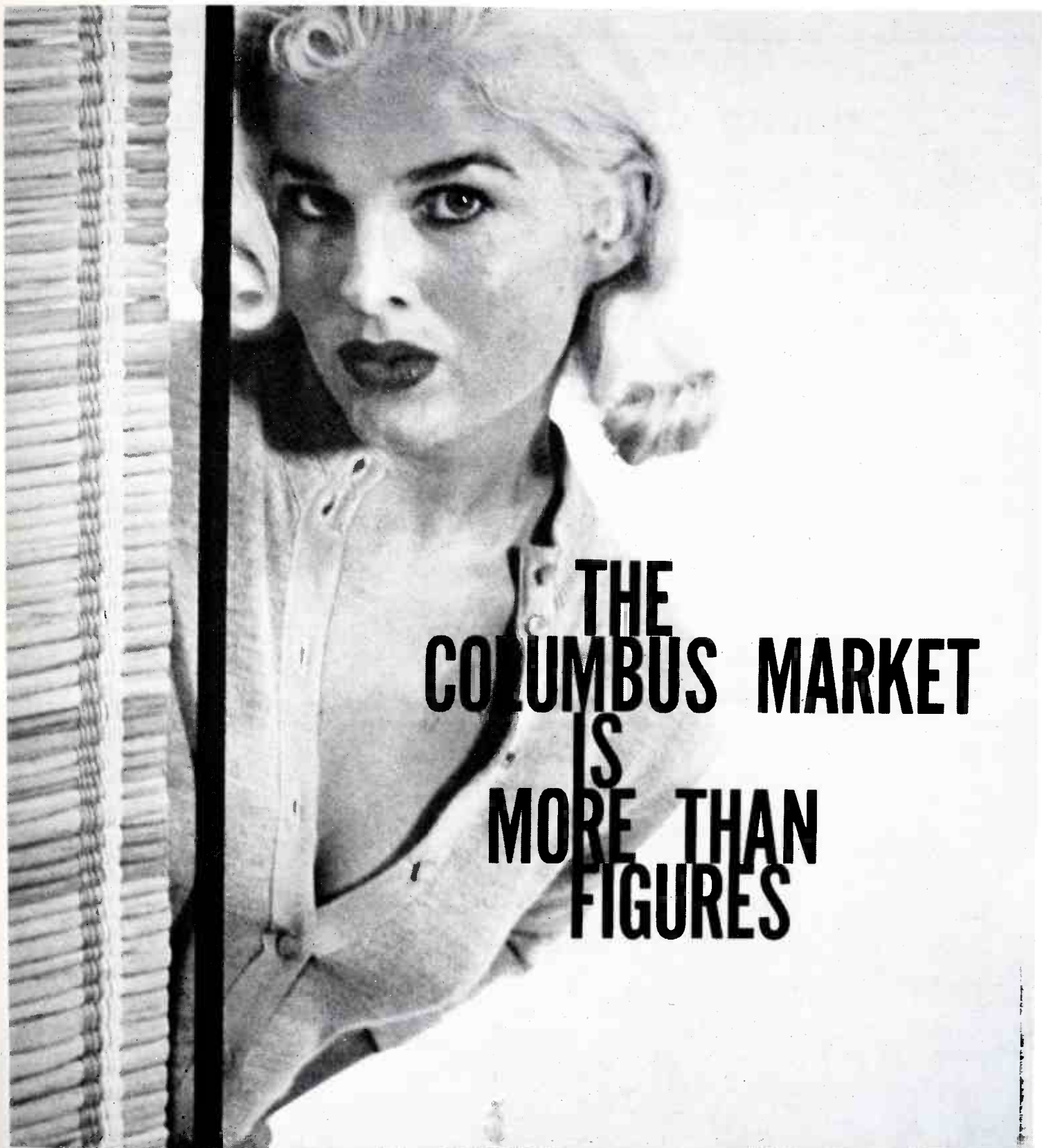
Source: 1958 Survey of Buying Power

WeeReBel sits right on top of this rich market. Survey after survey proves that audiences prefer WRBL-TV . . . the station that completely dominates the gold-mine market of Columbus, Georgia.

They buy it when it is seen and heard on —



For information on WRBL-TV's 53-County coverage area, call Hollingsbery Co.



THE COLUMBUS MARKET IS MORE THAN FIGURES

PEOPLE ARE MOVED BY WTVN-TV

... they're moved by the *plus* merchandising that WTVN-TV offers to all sponsors — merchandising that won for WTVN-TV the National Grand Prize Award in Lever Bros. Lucky Whip merchandising contest. Sell Central Ohio with Six Appeal . . . WTVN-TV's new concept in television merchandising.

WTVN-TV
Channel



Columbus, Ohio—Represented by the Katz agency

Affiliated with
WKRC-TV-AM Cincinnati, Ohio
WBRC-TV-AM Birmingham, Ala.
WKYT-TV Lexington, Ky.

Survey of buying and selling power in Central Ohio

How big is Central Ohio?

33 counties—2,167,875 people.

Is it growing?

Fast! 600,000 new faces since 1948.

Are Central Ohioans making and spending big money?

You bet. \$3,450,000,000 spendable income last year: \$7,300 per family in Franklin County. \$1,560 more than the national average.

What are they buying?

Just about everything. Food, \$510 million, Drugs, \$69 million, Automotive, \$425 million, General Merchandise, \$255 million.

What's the best way to sell Central Ohioans?

That's easy, television! 90% are TV homes. Tune-in averages 5 hours a day.

Is there a favorite station?

Definitely! Pulse rates the top 15 shows every month. In 1957 WBNS-TV carried 147, Station B, 22, Station C, 11.

How about WBNS-TV's cost per thousand?

Low! Blair TV will prove it when you call for availabilities.

Anything else?

Complete merchandising follow-up and promotion report to agencies and clients.

IF YOU WANT TO BE SEEN IN CENTRAL OHIO

WBNS-TV

CBS television in Columbus, Ohio. 316 KW.
Affiliated with the Columbus Dispatch, The Ohio State Journal
and WBNS Radio. Represented by Blair TV.



VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

DECATUR, ALABAMA

Alabama:				
Cullman	UHF	10.9	46.3	39,142
Lawrence	D1	6.0	25.1	8,946
Limestone	on county	8.4	34.2	23,299
Morgan	basis.	15.0	54.5	46,856
Winston		3.6	14.6	9,037
Total	†30.9	43.9	174.7	127,280

DECATUR, ILLINOIS

Illinois:				
Brown	UHF	2.1	6.3	7,186
Cass	D1	4.0	13.2	15,514
Champaign	on county	33.3	125.9	141,758
Christian	basis.	12.5	38.5	48,012
Coles		13.5	42.1	56,361
De Witt		5.6	17.2	21,322
Douglas		5.5	18.0	23,981
Edgar		7.7	23.5	23,705
Logan		8.6	31.9	32,035
Macon		36.0	112.6	163,153
Mason		5.2	15.8	20,443
Menard		2.7	9.0	8,718
Moultrie		4.2	13.7	13,526
Piatt		4.4	13.8	13,701
Sangamon		45.5	140.2	204,058
Schuyler		2.9	8.9	7,299
Shelby		7.8	24.0	16,385
Total	†167.8	201.5	654.6	817,157

DENVER, COLORADO

Colorado:				
Adams		19.4	20.7	78.9
Arapahoe		23.0	25.9	87.4
Archuleta		.3	.6	2.7
Boulder		15.0	16.9	56.2
Chaffee		1.4	2.2	6.9
Cheyenne		.6	1.2	3.6
Clear Creek		.8	1.1	3.6
Denver		155.9	169.9	517.7
Douglas		.7	1.0	3.6
Eagle		.8	1.3	4.7
Elbert		.7	1.1	4.4
Gilpin		.1	.2	.8
Grand		.7	1.2	3.8
Jackson		.4	.7	2.0
Jefferson		26.2	28.7	96.3
Kiowa		.4	.9	3.1
Kit Carson		1.4	2.8	9.7
Lake		1.3	2.0	6.2
Larimer		13.3	15.5	49.5
Lincoln		1.2	1.9	6.3
Logan		4.4	5.9	20.5
Moffat		.9	1.9	6.3
Morgan		4.5	5.9	20.8
Park		.3	.5	1.7
Sedgwick		.8	1.6	5.4
Summit		.2	.4	1.2
Teller		.4	.7	2.2
Washington		1.7	2.4	8.6
Weld		19.4	21.6	75.1
Total		330.9	387.5	1,257.1
Nebraska:				
Cheyenne		3.1	5.1	17.0
Deuel		.6	1.0	3.4
Garden		.6	1.0	3.3
Wyoming:				
Albany		4.0	6.9	23.0
Carbon		3.2	5.2	17.1
Laramie		14.5	17.1	60.0
Natrona		8.7	14.5	44.1
Total		330.9	387.5	1,257.1

DES MOINES, IOWA

Iowa:				
Adair		2.9	3.6	11.3
Adams		2.0	2.4	7.9
Appanoose		4.6	6.0	18.1
Boone		7.2	7.9	26.2
Buena Vista		5.9	7.1	22.2
Calhoun		4.1	5.1	16.3
Carroll		5.9	6.4	22.3
Clarke		2.2	3.0	8.8
Crawford		5.0	5.4	18.6
Dallas		6.9	7.5	22.7
Davis		2.4	2.9	9.0
Decatur		2.8	3.6	11.6
Emmet		3.0	4.2	14.2
Franklin		4.4	5.0	16.1
Greene		4.2	4.6	14.7
Guthrie		3.8	4.1	13.7
Hamilton		6.1	6.5	20.0
Hardin		6.9	7.3	21.6
Humboldt		2.9	3.8	12.5
Jasper		9.4	10.0	31.9
Kossuth		5.8	7.5	26.2
Lucas		2.5	3.4	10.7
Madison		3.5	3.9	12.2
Mahaska		6.4	7.9	24.5
Marion		6.7	7.2	24.5
Marshall		11.0	11.7	37.7
Monroe		2.2	2.9	10.2
Palo Alto		2.9	4.0	13.6
Pocahontas		3.2	4.2	14.6
Polk		78.3	83.3	257.0
Poweshiek		4.6	5.6	19.3
Ringgold		2.3	2.8	8.7
Sac		4.3	5.2	16.7
Story		12.6	13.4	47.2
Taylor		3.1	3.8	11.5
Union		4.6	5.7	17.2
Wapello		13.7	16.4	51.1
Warren		4.8	5.3	17.1
Wayne		2.8	3.7	10.9
Webster		13.0	13.8	45.3
Wright		5.5	6.2	19.8
Total		286.4	324.3	1,035.7

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MERCHANDISING

makes the

DIFFERENCE

KBTV is Denver's only

Merchandise- "WISE" Station!

WISE to offer advertisers the highly successful MAP* Plan — Denver's only grocery in-store merchandising plan.

*MAP stands for Merchandising-Advertising-Promotion. Call Peters, Griffin, Woodward, Inc., today for availabilities and the merchandising that goes with your schedule on KBTV, Denver!



John C. Mullins, Pres. Joe Herold, Sta. Mgr.

Represented Nationally by Peters, Griffin, Woodward, Inc.

Please send me

TELEVISION MAGAZINE

every month

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Bill Co. Bill Me

Group Rates { \$3.00 each for ten or more \$3.50 each for five to nine

Add 50¢ per year for Canada Add \$1.00 per year for foreign subscription

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Company

Address

City Zone State

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Address

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SPECIAL REPORTS STILL AVAILABLE

2. TV AS A COMMUNICATIONS FORCE

A graphic portfolio of TV's efforts to broaden the viewer's horizons.

3. THE TV RATE STRUCTURE

How it works, how it is changing on the network and local levels.

4. COLOR TV

What is happening with programming, receivers, costs, advertiser use, facilities, audience,

5. COVERAGE

Interpreting Nielsen's second coverage study . . . how this data is used by TELEVISION MAGAZINE.

6. COST PER THOUSAND

Trends in network c-p-m . . . Spot patterns . . . The efficiency record of 17 key advertisers.

7. STANDARD MARKETS VS. TV MARKETS

Comparison of families, population and EBI data of TV coverage areas with standard metro areas.

8. NETWORK TRENDS

Analyzing the changing patterns of advertiser use and programming.

10. TV'S NEW DIMENSIONS

Prepared by the A. C. Nielsen Co. exclusively for TELEVISION MAGAZINE.

11. THE OUTLOOK FOR FILM

What advertisers can expect in programming, audience, costs, buying patterns.

12. U. S. TV HOMES BY COUNTIES

Circulation for each U.S. county as of August 1 with state and national totals.

13. 7 YEAR MEDIA STUDY

Top 50 advertisers' expenditures since 1950 for time, space and production.

16. COLOR'S FOURTH YEAR

Sets and sales . . . cost comparison . . . commercials . . . programming and facilities.

THESE SPECIAL REPORTS APPEARED IN THE MOST RECENT ISSUES OF TELEVISION MAGAZINE.

EXTRA COPIES ARE STILL AVAILABLE AT 25¢ EACH; BULK RATES ON REQUEST.

Please Send Me Special Report Number:

2 3 4 5 6 7 8 10 11 12 13 16

ENCLOSED IS \$.....

NAME

COMPANY

ADDRESS

CITY ZONE STATE

DETROIT, MICHIGAN								SANDUSKY, MICHIGAN				
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	
Michigan:				St. Clair	27.6	30.1	101.0	119,637				
Genesee	95.0	104.8	355.8	Sanilac	8.3	9.4	32.1	31,482	Wood	18.4	19.9	68.7
Huron	8.4	9.3	34.1	Shiawassee	14.6	15.9	52.5	61,843	Total	1,518.5	1,636.7	5,667.7
Jackson	33.8	36.9	126.2	Tuscola	11.5	12.7	45.1	39,516				
Lapeer	12.1	13.2	52.0	Washtenaw	39.8	43.3	162.4	191,356				
Lenawee	21.8	23.8	80.1	Wayne	769.6	824.4	2,860.0	3,952,296				
Livingston	8.8	9.7	33.1	Ohio:								
Macomb	90.9	96.9	352.0	Fulton	7.6	8.5	28.8	42,446				
Monroe	24.4	26.5	93.5	Lucas	132.6	142.8	468.4	595,556				
Oakland	167.0	179.8	631.0	Ottawa	9.6	10.6	35.1	40,744				

DICKINSON, NORTH DAKOTA

MONTANA:			
Carter	.3	.7	2.5
Dawson	1.6	3.2	10.2
Fallon	.4	1.0	3.6
Prairie	.3	.7	2.4
Richland	1.4	2.8	10.5
Wibaux	.2	.4	1.7
North Dakota:			
Adams	.7	1.2	4.3
Billings	.3	.5	2.3
Bowman	.5	1.0	3.9
Dunn	1.1	1.6	6.3
Golden Valley	.4	.8	2.7
Grant	1.4	1.6	6.3
Heltinger	1.1	1.8	6.8
McHenry	1.9	2.8	10.9
McLean	3.3	5.2	19.8
Mercer	1.3	2.0	7.7
Morton	4.7	5.5	21.5
Mountrail	1.3	2.5	8.6
Oliver	.3	.5	2.5
Sioux	.5	.6	2.7
Slope	.3	.5	2.3
Stark	2.4	4.0	15.5
Williams	4.8	9.2	30.5
South Dakota:			
Corson	.7	1.4	6.0
Harding	.2	.5	1.7
Perkins	.9	1.8	6.6
Total	32.3	53.8	199.8

DOTHAN, ALABAMA

ALABAMA:			
Barbour	3.6	6.5	26.1
Coffee	4.3	7.3	28.9
Covington	5.4	9.2	37.7
Crenshaw	2.7	4.3	17.3
Dale	3.2	5.2	20.4
Geneva	3.1	5.9	22.6
Henry	2.1	3.7	16.2
Houston	9.6	13.6	50.7
Pike	4.5	7.2	27.7
Florida:			
Calhoun	1.1	1.8	7.2
Gadsden	4.6	8.4	42.1
Gulf	1.6	2.7	9.9
Holmes	1.5	2.8	12.0
Jackson	4.5	8.6	35.9
Walton	1.9	3.7	14.7
Washington	1.3	2.7	10.7
Georgia:			
Baker	.6	1.1	5.1
Calhoun	1.1	2.0	7.9
Clay	.8	1.3	4.9
Decatur	3.8	7.7	28.7
Early	2.0	4.0	16.2
Grady	2.3	4.6	18.0
Miller	1.0	2.0	8.1
Mitchell	2.6	5.2	21.5
Quitman	.4	.7	2.9
Randolph	1.7	2.8	11.6
Seminole	.9	1.9	7.6
Total	72.2	126.9	512.6

GETTING IN TO SEE THE CLIENT

Telling your story directly to the advertising and sales manager—it's a tough job, but an important one.

One out of every four TV stations now on the air is advertising in this issue of TELEVISION MAGAZINE because it is used by almost all of TV's important clients.

And it is read under circumstances most favorable to you—when the advertiser is specifically seeking TV information, while he is reading a magazine that reflects the stature and influence of the broadcast media.

You talk directly to the advertiser when you tell your story in TELEVISION MAGAZINE.

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THE IMAGE OF BELIEVABILITY

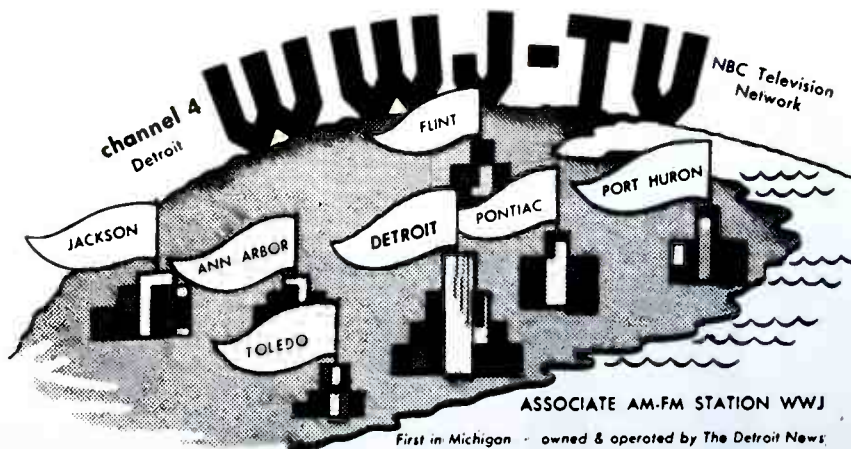


The National Bank of Detroit's new block-square main office building under construction in the heart of the downtown business district.

Vast construction projects are in progress throughout Detroit: impressive new office buildings, shopping centers, expressways, a huge convention hall on the waterfront. All are visible evidence of the city's vigor and faith in the future.

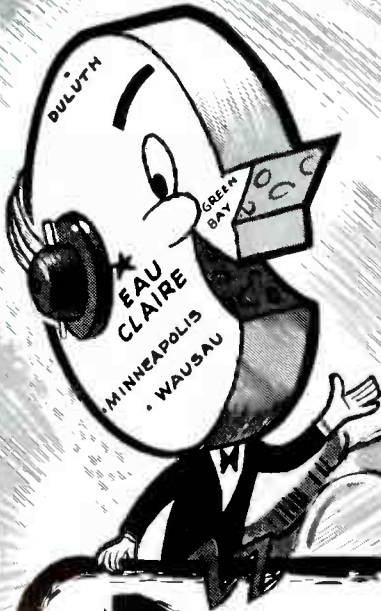
Equally believable is WWJ-TV's traditional leadership and community stature. These are plus values of tremendous importance to every advertiser.

To be sure this fall, be sure to use WWJ-TV, Detroit's Believability Station.

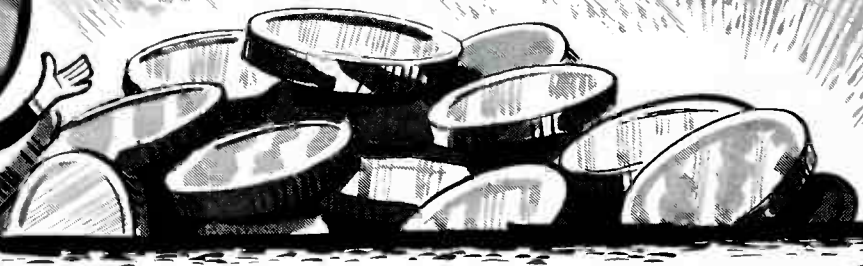


ASSOCIATE AM-FM STATION WWJ

First in Michigan - owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.



FIND YOUR
POT OF GOLD
AT **WEAU-TV**



the BIG CHEESE in
WISCONSIN

- The area with the **HIGHEST** industrial weekly wage in the state (U.S. Employment Bureau figures)
- Serving the **RICHEST** farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of $\frac{3}{4}$ million people and two million cows with our new 1,000 foot tower and maximum power

WEAU-TV

Eau Claire, Wisconsin

*See your Hollingbery Man
in Minneapolis, see Bill Hurley*



	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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MILWAUKEE, MINNESOTA-SUPERIOR, WISCONSIN

Michigan:				
Chebec	6.1	7.9	25.9	29,228
Lighton	7.3	10.2	33.8	38,703
Donagon	2.3	3.0	10.3	10,026

MINNESOTA:

Min	2.9	3.7	12.5	10,364
Brami	3.4	6.9	24.5	25,542
Chon	5.6	7.0	26.5	26,635
Chon	2.8	5.1	19.0	14,679
Carwater	1.3	2.7	9.8	7,438
Chk	1.1	1.4	4.5	5,069
Ch Wing	6.4	9.5	31.7	35,917
Hbard	1.6	2.9	10.2	10,173
Hoa	8.9	11.1	38.5	39,448
Kabec	1.9	2.4	8.3	6,848
Whiching	2.6	5.0	17.3	17,839
Ch	3.6	4.7	14.3	12,752
Chs of Woods	.6	1.2	4.4	4,359
Ch	3.8	4.8	17.0	14,852
Chouis	63.3	69.5	225.1	277,357
Chdena	2.1	3.8	14.2	19,846

WISCONSIN:

Chand	4.4	5.5	19.6	21,184
Chield	2.9	3.8	12.8	7,527
Chett	2.3	2.9	9.5	6,978
Chglas	12.1	14.1	47.0	50,190
Ch	2.0	2.5	8.0	8,078
Ch	3.5	4.6	15.4	15,407
Ch	3.4	4.5	16.2	12,256
Chyer	2.2	2.9	9.7	10,291
Chor	3.6	4.7	17.7	13,303
Chburn	2.5	3.2	11.0	14,887
Ch	166.5	211.5	714.7	767,176

RHAM-RALEIGH, NORTH CAROLINA

North Carolina:				
Chance	19.0	21.3	81.7	80,963
Chen	3.4	6.6	30.2	19,127
Chell	3.1	4.3	20.4	6,819
Chom	4.0	6.1	24.8	27,355
Cherland	16.6	28.2	137.5	114,093
Chin	5.8	9.6	41.1	22,827
Cham	24.8	29.5	113.8	125,803
Chklin	4.0	7.0	30.6	12,030
Chville	4.7	6.8	32.7	19,508
Chne	2.5	3.6	17.8	6,277
Chford	52.3	59.1	224.7	331,962
Chax	8.9	13.2	60.9	47,092
Chett	7.3	12.9	55.6	35,898
Ch	1.9	3.3	15.9	8,877
Chston	10.1	15.7	65.4	43,342
Ch	4.3	6.6	27.8	27,647
Chir	8.5	11.6	49.7	44,322
Chgomery	3.1	4.3	17.7	12,635
Ch	5.4	8.2	33.2	31,739
Ch	9.5	14.3	62.7	49,730
Champton	4.3	5.9	28.2	9,162
Chge	7.4	9.1	40.5	28,671
Chon	3.8	5.4	23.9	19,891
Choloph	11.6	14.0	54.0	52,156
Chison	13.6	20.6	96.1	57,745
Chingham	15.3	18.1	70.1	55,231
Chson	7.0	11.5	50.7	26,069
Ch	5.8	8.0	33.7	26,782
Ch	32.2	40.2	163.4	197,005
Ch	2.8	4.9	23.7	8,223
Ch	12.3	16.0	68.8	62,609
Ch	10.2	13.4	57.2	47,679
Ch	2.5	4.2	20.5	11,272
Ch	2.3	3.3	14.3	6,163

HALIFAX, MECKLENBURG, PITTSYLVANIA

Halifax	7.2	9.5	41.9	26,153
Mecklenburg	5.5	8.0	34.6	31,671
Pittsylvania	20.1	27.7	111.8	89,341
Total	363.1	492.0	2,077.6	1,823,869

EAU CLAIRE, WISCONSIN

Minnesota:				
Wabasha	4.8	5.4	19.0	17,663
Winona	8.8	11.6	40.6	42,313

WISCONSIN:

Barron	9.0	10.8	36.9	39,469
Buffalo	3.6	4.3	15.3	11,081
Chippewa	10.4	12.3	46.5	54,041
Clark	7.2	9.0	31.9	23,020
Dunn	6.5	7.7	27.6	28,034
Eau Claire	16.0	17.7	60.2	66,987
Jackson	3.9	4.8	16.2	14,892
Pepin	1.8	2.1	7.5	9,562
Pierce	5.2	6.2	21.6	25,541
Polk	6.7	7.4	24.4	26,131
Price	3.5	4.6	15.4	15,407
Rusk	3.4	4.5	16.2	12,256
St. Croix	7.2	7.9	27.5	29,039
Sawyer	2.2	2.9	9.7	10,291
Taylor	3.6	4.7	17.7	13,303
Trempealeau	5.6	6.8	24.4	23,308
Washburn	2.5	3.2	11.0	14,887
Wood	13.0	15.5	56.2	65,593
Total	124.9	149.4	525.8	542,818

EL DORADO, ARKANSAS

Arkansas:				
Bradley	2.2	3.4	13.0	11,499
Calhoun	.9	1.4	5.5	2,507
Cleveland	1.0	1.6	5.9	2,047
Columbia	4.6	6.8	24.6	20,801
Ouachita	7.2	10.5	37.8	22,885
Union	11.4	15.3	52.4	54,551

LOUISIANA:

Bienville	2.8	4.3	16.7	8,044
Claiborne	4.0	6.1	23.0	15,385
Lincoln	4.7	6.9	26.9	20,919
Union	3.2	4.7	18.7	9,494
Total	42.0	61.0	224.5	168,132

ELKHART, IND. — See South Bend

EL PASO, TEXAS—JUAREZ, MEXICO

New Mexico:				
Dona Ana	9.9	11.6	47.0	31,224
Grant	3.4	5.6	20.8	17,894
Hidalgo	.9	1.4	5.8	5,557
Lincoln	1.3	2.0	8.1	10,926
Luna	1.8	2.7	10.0	12,659
Otero	5.4	7.9	30.8	29,562
Sierra	1.1	1.6	4.9	6,386

TEXAS:

Brewster	1.0	1.9	7.5	5,843
Culberson	.4	.5	1.7	4,515
El Paso	61.9	71.6	295.7	309,911
Hudspeth	.7	1.0	4.6	2,560
Jeff Davis	.3	.5	2.2	553
Presidio	.7	1.4	5.7	5,272
Total	88.8	109.7	444.8	442,862

ENID, OKLA. — See Oklahoma City

ERIE, PENNSYLVANIA

New York:				
Chautauqua	42.3	46.6	146.8	169,853

Ohio:				
Ashtabula	26.2	28.5	92.6	132,270

Pennsylvania:				
Crawford	20.4	23.3	79.1	81,199
Erie	64.2	69.7	239.6	282,196
Warren	10.1	12.3	43.2	57,064
Total	163.2	180.4	601.3	722,582

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In every field,
there's one
basic reference
source—
in broadcast
advertising,
it's
**TELEVISION
MAGAZINE**
Now in its 15th year
of publication

EUGENE, OREGON				FARGO, NORTH DAKOTA				FORT DODGE, IOWA					
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)		
Oregon:				Minnesota:				South Carolina:					
Benton	7.6	11.1	39.1	30,160	Becker	4.7	6.5	23.7	22,687	Calhoun	2.0	3.3	14.0
Coos	12.0	20.2	60.6	67,814	Beltrami	3.4	6.9	24.5	25,542	Chesterfield	5.5	8.1	35.7
Crook	1.3	2.4	8.9	13,873	Big Stone	1.6	2.4	9.2	9,265	Clarendon	4.1	6.6	32.2
Deschutes	3.5	6.6	20.6	29,238	Cass	2.8	5.1	19.0	14,679	Darlington	8.5	12.5	52.5
Douglas	15.4	23.1	75.5	87,614	Clay	9.1	10.0	38.4	30,473	Dillon	4.7	6.7	30.9
Lane	42.2	50.6	161.1	182,386	Clearwater	1.3	2.7	9.8	7,438	Florence	16.2	20.8	87.5
Lincoln	5.6	9.1	26.4	30,240	Douglas	4.0	6.6	22.8	23,704	Georgetown	6.0	8.1	34.9
Linn	12.1	17.6	59.0	58,924	Grant	1.7	2.7	9.7	11,201	Horry	8.2	15.6	70.0
Polk	5.0	7.1	22.7	19,540	Hubbard	1.6	2.9	10.2	10,173	Kershaw	5.7	7.5	31.4
Total	104.7	147.8	473.9	519,789	Kitson	1.6	2.6	9.2	10,708	Lancaster	6.9	9.3	40.1
EUREKA, CALIFORNIA				North Dakota:				FT. LAUDERDALE, FLA. —See Miami					
California:				Barnes				Iowa:					
Del Norte	3.4	5.6	17.1	23,199	Benson	1.5	2.1	8.5	5,924	Calhoun	UHF D1 on county basis	5.1	16.3
Humboldt	26.3	31.8	97.9	153,273	Cass	17.8	19.4	68.7	108,684	Franklin		5.0	16.1
Mendocino	10.8	17.2	55.6	59,817	Dickey	1.8	2.5	8.8	7,964	Humboldt		3.8	12.5
Oregon:				Eddy				Kossuth					
Curry	3.1	5.2	15.0	13,718	Foster	1.0	1.5	5.2	7,937	Pocahontas		4.2	14.6
Total	43.6	59.8	185.6	250,007	Grand Forks	10.5	12.8	46.8	74,458	Webster		13.8	45.3
EVANSVILLE, INDIANA-HENDERSOON, KENTUCKY				South Dakota:				FORT MYERS, FLORIDA					
Illinois:				Codington				Florida:					
Edwards	2.2	2.8	9.6	10,095	Day	2.3	3.3	11.4	9,864	Charlotte	1.3	1.9	5.5
Gallatin	1.7	2.2	7.6	7,807	Grant	1.9	2.7	9.5	9,615	Collier	2.8	4.1	13.3
Hamilton	2.7	3.6	11.5	8,422	Marshall	1.5	2.1	7.0	5,770	De Soto	1.3	2.4	9.4
Hardin	1.5	2.0	6.9	3,744	Roberts	2.4	3.4	13.5	9,413	Glades	.4	.7	2.9
Lawrence	5.0	6.2	20.0	21,830	Total	150.0	205.2	759.5	837,626	Hardee	1.9	3.4	12.2
Massac	4.6	5.9	18.0	15,906	FLORENCE, ALABAMA				FORT SMITH, ARKANSAS				
Pope	1.2	1.5	5.0	2,899	Alabama:				Arkansas:				
Richland	4.4	5.8	17.0	19,143	Lauderdale	UHF D1	15.8	58.3	50,298	Crawford	3.7	5.9	20.7
Saline	7.9	9.2	28.1	31,078	Total	†††	15.8	58.3	50,298	Franklin	1.5	2.4	8.8
Wabash	3.6	4.5	14.5	15,615	FLORENCE, SOUTH CAROLINA				Johnson				
Wayne	4.5	6.0	19.2	15,743	North Carolina:				Logan				
White	4.8	6.4	20.5	21,332	Anson	4.3	6.0	25.4	11,805	Madison	1.3	2.1	8.5
Indiana:				Bladen				Montgomery					
Crawford	2.0	2.4	8.4	5,803	Brunswick	2.6	4.5	20.6	9,194	Newton	.9	1.4	5.7
Daviess	6.9	8.2	27.7	22,461	Columbus	6.7	12.3	53.7	37,393	Polk	2.0	3.1	11.0
Dubois	5.7	7.0	25.5	31,173	Cumberland	16.6	28.2	137.5	114,093	Scott	.9	1.4	4.9
Gibson	8.6	10.2	32.6	30,115	Hoke	1.9	3.3	15.9	8,877	Sebastian	18.1	21.4	69.1
Knox	12.3	13.5	43.1	44,754	Moore	5.4	8.2	33.2	31,739	Washington	10.3	14.9	51.0
Martin	2.7	3.2	11.1	9,735	New Hanover	15.6	21.1	75.5	89,083	Oklahoma:			
Perry	4.4	5.3	18.5	17,449	Alabama:				Haskell				
Pike	3.6	4.4	14.1	11,174	Lauderdale	UHF D1	15.8	58.3	50,298	Le Flore	4.6	7.1	26.2
Posey	5.2	5.9	19.9	15,137	Total	†††	15.8	58.3	50,298	Sequoyah	2.7	4.0	16.1
Spencer	3.7	4.5	15.9	11,314	FLORENCE, SOUTH CAROLINA				Total				
Vanderburgh	50.3	56.9	183.0	208,235	North Carolina:				52.9				
Warrick	6.1	7.4	24.5	14,806	Anson	4.3	6.0	25.4	11,805	74.9			
Kentucky:				Bladen				263.6					
Breckinridge	3.0	3.8	13.5	6,039	Brunswick	2.6	4.5	20.6	9,194				
Caldwell	1.8	3.5	11.6	11,100	Columbus	6.7	12.3	53.7	37,393				
Christian	12.3	17.3	68.5	45,589	Cumberland	16.6	28.2	137.5	114,093				
Crittenden	1.4	2.7	9.7	5,854	Hoke	1.9	3.3	15.9	8,877				
Daviess	15.8	19.8	70.0	76,534	Moore	5.4	8.2	33.2	31,739				
Hancock	1.1	1.4	4.7	2,284	New Hanover	15.6	21.1	75.5	89,083				
Henderson	8.7	11.4	37.5	36,604									
Hopkins	7.4	12.1	40.7	30,811									
Livingston	1.0	1.8	6.4	2,985									
Lyon	.9	1.6	6.5	2,818									
McLean	1.5	2.5	9.5	5,442									
Marshall	3.5	5.6	18.4	16,211									
Muhlenberg	4.8	7.6	28.1	18,125									
Ohio	2.7	4.7	16.7	8,020									
Trigg	1.3	2.2	8.8	5,018									
Union	2.3	4.1	14.9	13,741									
Webster	2.5	4.5	14.4	9,892									
Total	227.6	291.6	982.1	892,837									

THE ONLY CLEAR
 PICTURE TO NEARLY
 $\frac{1}{4}$ OF ALL THE TV HOMES
 IN OREGON IS ON...



EUGENE



ROSEBURG
 (Satellite)

(Satellite)
KPIC-TV 4

1 KVAL-KPIC is the only clear picture in the Eugene-Springfield-Roseburg market which has nearly one-fourth of all the television sets in Oregon.

2 One order covers both stations.

3 Your Hollingberry man or Art Moore and Associates (Portland-Seattle) can tell you the facts.

NBC affiliate
KVAL-TV
Channel



FORT WAYNE, INDIANA								FRESNO-TULARE, CALIFORNIA			
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)
Indiana:				Texas:				California:			
Adams	6.7	23.2	22,148	Anderson	5.5	8.1	24,230	Fresno	87.3	102.5	336.0
Allen	69.1	222.8	281,916	Bosque	2.1	2.9	11,022	Kern (25%)	17.8	20.6	69.1
De Kalb	9.0	28.9	28,516	Brown	5.9	8.8	29,685	Kings	12.2	13.9	47.2
Huntington	10.9	34.2	37,377	Callahan	1.5	2.2	7,333	Madera	9.9	11.4	39.6
Kosciusko	12.1	38.1	50,152	Camp	1.6	2.3	7,920	Mariposa	.9	1.3	4.4
Lagrange	4.4	16.1	12,776	Cherokee	6.4	9.4	28,229				
Miami	10.8	33.5	33,217	Clay	1.9	2.3	8,814				
Noble	8.5	28.1	32,267	Collin	11.3	13.2	36,211				
Steuven	5.2	17.1	20,164	Comanche	2.3	3.6	10,501				
Wabash	9.8	31.5	35,072	Cooke	6.2	7.4	31,225				
Wells	6.3	20.1	25,204	Dallas	233.1	261.7	1,326,213				
Whitley	6.6	20.5	20,535	Delta	1.2	1.8	4,417				
UHF D1 on county basis.				Denton	10.8	12.5	46,891				
Ohio:				Eastland	4.5	6.5	23,253				
Allen	31.0	103.1	138,850	Ellis	10.5	12.5	37,548				
Defiance	8.7	29.1	39,115	Erath	3.4	4.8	18,583				
Henry	7.0	23.0	31,313	Falls	4.6	6.5	18,565				
Mercer	9.3	33.4	40,963	Fannin	4.9	7.3	18,459				
Paulding	5.0	16.5	15,027	Franklin	.9	1.3	3,561				
Putnam	7.8	27.7	26,669	Freestone	2.3	3.5	10,479				
Van Wert	9.5	29.9	28,870	Grayson	20.1	24.9	84,528				
Williams	9.4	29.6	31,760	Hamilton	2.0	2.8	7,594				
total	† 204.0	247.1	806.4	Henderson	3.4	5.3	19,370				
FT. WORTH-DALLAS, TEXAS				Hill	7.2	8.1	22,972				
Oklahoma:				Hood	1.1	1.3	7,649				
Bryan	5.6	7.6	22,827	Hopkins	3.9	6.0	24,096				
Cartier	10.4	13.8	48,738	Houston	3.3	5.1	16,965				
				Hunt	10.8	12.5	41,308				
				Jack	1.6	1.9	7,040				

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KMJ-TV



First in Fresno

IN TOTAL RATED TIME PERIODS

KMJ-TV HAS MORE QUARTER HOUR FIRSTS THAN ALL OTHER TV STATIONS COVERING THE FRESNO AREA COMBINED.

The May '58 ARB reports — From Sign-on to Sign-off Sunday through Saturday KMJ-TV leads with 227 quarter hour firsts while Station B has 122, and Station C has 85. There were 21 ties. Results involve quarter hour periods when KMJ-TV and Station B and/or Station C were on-the-air.

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY •

The Katz Agency,
National Representative

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
ALVESTON-HOUSTON, TEXAS					GRAND JUNCTION, COLORADO									
Colorado:					Colorado:					Montana:				
Delta	3.3	11.5	39.5	33,670	Delta	3.3	5.5	18.3	17,202	Blaine	1.2	2.5	8.1	10,196
Dolores	.3	1.1	3.9	6,535	Dolores	.3	5	2.2	1,690	Broadwater	.4	.8	2.7	2,569
La Plata	2.5	3.9	12.8	14,549	La Plata	2.5	4.8	17.2	29,870	Cascade	17.7	23.1	70.1	97,926
Mesa	11.4	4.9	17.1	11,774	Mesa	11.4	15.3	50.1	73,716	Chouteau	1.5	2.3	7.2	10,902
Montezuma	1.5	6.1	23.5	18,410	Montezuma	1.5	3.0	10.6	19,983	Fergus	2.4	4.6	13.9	18,814
Montrose	2.8	6.1	23.5	18,410	Montrose	2.8	4.8	16.4	19,703	Gallatin	3.8	7.8	24.6	30,795
Ouray	.3	12.4	46.1	41,420	Ouray	.3	.6	1.7	1,789	Glacier	1.7	3.1	10.9	14,362
San Juan	.2	2.9	10.3	7,492	San Juan	.2	.4	1.5	655	Hill	2.5	5.0	16.5	31,397
San Miguel	.4	2.0	7.8	6,484	San Miguel	.4	.7	2.6	2,211	Jefferson	.5	1.0	4.1	3,500
Total	22.7	62.1	239.6	2,790,945	Total	22.7	35.6	120.6	166,819	Judith Basin	.4	.8	3.1	2,188
										Lewis & Clark	5.0	9.5	28.1	36,910
					GRAND RAPIDS, MICHIGAN					Liberty	.3	.5	2.4	4,498
					Michigan:					Madison	.9	1.9	6.0	4,935
					Allegan	15.4	16.8	57.1	48,954	Meagher	.4	.8	2.2	2,256
					Barry	8.8	9.7	31.3	25,793	Park	2.6	4.4	13.3	14,501
					Branch	9.4	10.9	37.0	37,328	Pondera	1.3	1.9	6.7	12,764
					Calhoun	38.5	41.9	143.0	156,311	Teton	1.4	2.1	7.2	9,432
					Clare	3.0	3.4	11.5	15,068	Toole	1.2	2.4	7.8	15,207
					Clinton	9.0	9.9	35.3	28,430	Wheatland	.5	1.0	3.1	5,046
					Eaton	12.6	14.1	46.5	38,574	Total	45.7	75.5	238.0	328,198
					Gladwin	2.3	2.6	9.5	10,970					
					Gratiot	9.3	10.2	34.8	41,366					
					Ingham	58.7	63.7	216.1	277,788					
					Ionia	10.5	11.5	40.6	41,093					
					Isabella	7.2	8.2	30.4	32,699					
					Kalamazoo	44.0	47.5	158.7	196,102					
					Kent	95.0	103.3	338.1	431,919					
					Lake	1.2	1.4	4.9	3,928					
					Manistee	5.1	6.2	20.0	20,784					
					Mason	5.5	6.7	21.5	26,328					
					Mecosta	4.8	5.4	17.5	17,922					
					Midland	11.4	12.7	45.5	53,404					
					Montcalm	10.1	11.0	35.1	41,437					
					Muskegon	40.2	43.3	145.9	169,644					
					Newaygo	6.3	7.1	24.5	20,782					
					Ocean	3.8	4.6	16.5	16,937					
					Osceola	3.4	3.8	14.1	13,219					
					Ottawa	24.3	26.6	90.1	95,047					
					St. Joseph	13.6	14.9	46.0	50,303					
					Van Buren	16.7	18.2	56.5	48,451					
					Wexford	4.7	5.7	19.0	23,417					
					Total	474.8	521.3	1,747.0	1,983,998					
					GREEN BAY, WISCONSIN					Michigan:				
					Kansas:					Alger	1.9	2.6	9.0	8,973
					Barber	2.2	2.8	8.7	13,267	Baraga	1.6	2.1	7.0	5,607
					Barton	10.0	10.8	34.8	43,120	Benzie	1.9	2.3	8.1	8,845
					Clark	.8	1.1	3.5	3,443	Charlevoix	3.0	3.9	13.8	15,589
					Cloud	3.1	4.9	15.2	17,301	Cheboygan	2.8	3.6	12.8	17,940
					Comanche	.8	1.0	3.2	3,067	Delta	7.8	9.6	32.9	40,485
					Decatur	1.3	2.0	6.0	5,500	Dickinson	7.0	8.4	27.0	27,735
					Edwards	1.5	1.8	5.7	6,010	Emmet	3.6	4.7	16.5	24,828
					Ellis	4.0	5.2	20.4	26,273	Grand Traverse	7.3	8.9	32.9	51,829
					Ellsworth	1.9	2.6	8.8	7,839	Houghton	7.3	10.2	33.8	38,703
					Finney	2.7	4.3	14.7	25,676	Iron	4.3	5.7	18.8	18,428
					Ford	4.4	6.3	19.6	33,888	Keweenaw	.5	.6	2.1	1,499
					Gove	.6	1.0	4.2	3,001	Leelanau	2.0	2.5	9.0	6,449
					Graham	.8	1.3	5.4	5,158	Luce	1.1	1.5	7.5	6,989
					Grant	.7	1.4	4.8	7,013	Manistee	5.1	6.2	20.0	20,784
					Gray	.8	1.2	4.6	4,205					
					Haskell	.4	.7	2.7	2,498					
					Hodgeman	.8	.9	3.3	2,539					
					Jewell	1.7	2.6	8.3	4,645					

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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
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GREENVILLE-WASHINGTON, N. C.

State	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
North Carolina:				
Beaufort	8.0	9.4	38.5	29,249
Bladen	4.1	5.9	26.5	13,228
Blount	3.4	6.6	30.2	19,127
Brunswick	2.6	4.5	20.6	9,194
Cherokee	4.2	6.9	27.1	21,264
Chatham	1.8	2.9	12.7	9,564
Catawba	11.1	13.8	58.8	47,656
Cumberland	16.6	28.2	137.5	114,093
Dare	.8	1.3	5.3	7,421
Dupont	5.8	9.6	41.1	22,827
Edwards	9.5	12.2	54.1	43,618
Fayette	4.0	7.0	30.6	12,030
Gaston	1.7	2.3	9.6	3,904
Graham	2.5	3.6	17.8	6,277
Hertford	8.9	13.2	60.9	47,092
Hoke	7.3	12.9	55.6	35,898
Horry	3.5	4.8	22.1	17,658
Hyde	.9	1.4	5.8	1,989
Jones	10.1	15.7	65.4	43,342
Lincoln	1.4	2.3	10.5	3,538
Lee	8.5	11.6	49.7	44,322
Madison	4.2	6.1	28.8	17,873
Marion	9.5	14.3	62.7	49,730
Mecklenburg	15.6	21.1	75.5	89,083
Mitchell	4.3	5.9	28.2	9,162
Montgomery	7.7	11.4	59.1	36,195
Polk	1.5	2.5	10.5	2,976
Rowan	2.5	4.3	18.6	5,588
Sampson	12.9	14.8	65.8	57,291
Sherburne	7.0	11.5	50.7	26,069
Tyrone	.8	1.2	5.1	2,371
Wayne	5.8	8.0	33.7	26,782
Watauga	32.2	40.2	163.4	197,005
Washington	2.8	4.9	23.7	8,223
Yamhill	1.9	3.0	13.4	10,109
Yancey	12.3	16.0	68.8	62,609
Zachary	10.2	13.4	57.2	47,679
Total	247.9	354.7	1,545.6	1,202,036

Ralls	1.9	2.3	7.9	5,604
Randolph	6.1	8.0	23.0	27,112
Schuyler	1.0	1.5	4.4	7,779
Scotland	2.0	2.4	7.0	6,692
Shelby	2.5	3.2	8.9	9,956
Sullivan	2.3	3.3	10.0	7,576
Warren	2.0	2.3	7.5	7,773
Total	177.7	210.2	655.3	680,939

Jackson	12.7	40.4	46,914	
Jefferson	11.5	36.0	37,154	
Soline	9.2	28.1	31,078	
Wayne	6.0	19.2	15,743	
White	6.4	20.5	21,332	
Williamson	15.8	47.3	45,002	
Total	†44.9	87.7	272.7	267,360

HARLINGEN-WESLACO, TEXAS

Texas:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
Brooks	2.0	3.0	11.4	6,440
Cameron	28.1	42.0	172.0	123,880
Hidalgo	32.4	46.8	203.1	115,188
Jim Hogg	.6	1.1	4.8	3,928
Jim Wells	5.2	8.1	33.8	28,777
Kenedy	.1	.1	.6	74
Kleberg	4.5	7.0	28.0	30,418
Starr	1.8	3.1	15.1	7,485
Webb	9.8	15.2	67.7	52,814
Willacy	4.2	6.4	26.9	13,861
Zapata	.6	1.0	5.0	977
Total	89.3	133.8	568.4	383,842

HARRISBURG, PENNSYLVANIA

Pennsylvania:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
Cumberland	UHF	32.9	112.7	118,297
Dauphin	DI	64.9	217.5	280,826
Juniata	on county basis	4.1	14.5	11,957
Lebanon	basis	24.8	86.0	104,922
Perry		6.8	24.1	19,206
York		65.9	220.1	256,945
Total	*†174.1	199.4	674.9	792,153

HARRISONBURG, VIRGINIA

Virginia:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
Albemarle	9.3	14.5	57.5	67,342
Augusta	12.2	18.8	75.0	72,483
Bath	.9	1.5	6.0	4,460
Clarke	1.4	1.8	7.3	10,147
Culpeper	2.4	3.4	14.1	15,131
Fauquier	4.4	5.7	23.1	18,221
Frederick	8.0	9.7	35.3	50,552
Greene	.8	1.3	5.9	2,844
Highland	.5	.8	3.8	1,666

HARRISBURG, ILLINOIS


Illinois:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
Clay	UHF	5.7	18.0	15,450
Franklin	DI	14.6	44.1	38,458
Gallatin	on county basis	2.2	7.6	7,807
Hamilton	basis	3.6	11.5	8,422

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MINNAPOLIS, MISSOURI—QUINCY, ILLINOIS


State	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)
Arkansas:				
Adair	19.4	21.3	66.5	75,205
Barber	1.9	2.1	6.3	7,186
Cass	1.8	2.0	7.0	5,229
Cherokee	3.5	4.0	13.2	15,514
Crawford	14.2	15.8	48.1	47,283
Franklin	5.3	6.0	19.0	16,674
Greene	7.7	8.9	27.1	24,378
Jefferson	4.0	4.6	15.5	14,467
Madison	8.3	9.6	30.0	41,881
Marion	9.0	10.4	37.0	46,594
Polk	6.0	6.8	21.0	18,457
Saline	2.5	2.9	8.9	7,299
Washington	1.8	2.1	6.7	6,550
Missouri:				
Boone	2.4	2.9	9.0	7,934
Clay	11.1	13.3	43.7	46,318
Greene	2.9	3.5	10.2	9,747
Illinois:				
Adair	4.7	6.7	20.1	20,508
Alton	6.7	8.5	26.0	33,097
Champaign	4.9	6.2	23.4	17,498
Clark	2.2	2.7	8.4	7,145
Clinton	2.7	3.5	11.1	8,537
DeWitt	2.1	2.6	7.5	6,905
Effingham	2.8	3.4	10.5	9,928
Greene	4.9	5.6	16.0	15,554
Hamilton	5.5	6.9	20.1	16,594
Macoupin	9.1	9.8	29.5	34,508
Madison	2.6	3.1	9.5	11,266
Marion	3.0	3.4	10.2	11,602
Monroe	5.0	5.9	17.0	18,749
St. Clair	1.9	2.7	8.1	5,840

One measure of a TV station:



coverage

No. 2 in a series with a message



WNCT
channel nine
GREENVILLE, N. C.

WNCT has plenty—42 counties to be exact. But in Eastern North Carolina, folks aren't much concerned about coverage. They are too busy watching or talking about the programs on Channel 9.

Message: The latest 19-county Telepulse and ARB point to **WNCT** as a **WHALE** of a buy. You'll see when you try **WNCT** for your next buy in the Eastern N. C. market. Hollingbery has avails and free copies of our new brochure.

Nº 2 - BOIS DES GARDENIA SALES RESULTS - TEXAS LEATHER - Nº 2

EAU DE SPOT ANNOUNCEMENTS: 36.00 TO 250.00 - PARTICIPATIONS: 90.00 TO 250.00 - PROGRAMS: 90.00 TO 1200.00

NEW Nº 2 PERFUME "FOR THE CLIENT"

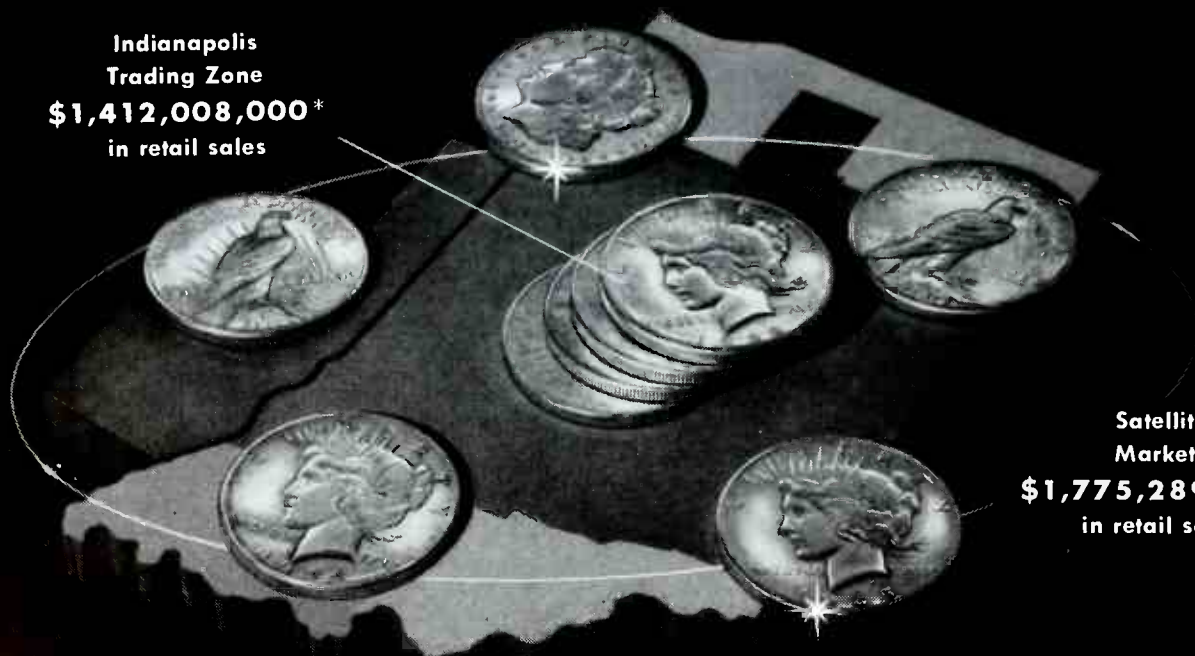


THE MOST TREASURED NAME IN HOUSTON TELEVISION

KPRC-TV

EDWARD PETRY & CO., National Representatives

Indianapolis
Trading Zone
\$1,412,008,000*
in retail sales



Satellite
Markets
\$1,775,289,000*
in retail sales

**Aren't all of these dollars
equally important to you?**

Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *universe* that has such a big, rich central market! What an opportunity for you to increase your share of the *total* potential in this greater Indianapolis television area!


where else . . .


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

only here—in Indianapolis on WFBM-TV—can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better* look! *We are proud of our current ARB.*

The Nation's 13th Television Market
... with the only basic NBC coverage
of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

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

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

Represented Nationally by the **KATZ** Agency



BASIC NBC-
TV AFFILIATE

HUTCHINSON-GALVESTON, TEXAS continued														
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)		VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	
aco	3.8	5.4	18.6	19,441	Cabell	31.6	34.7	114.4	153,372	Pawnee	2.3	2.8	11.5	9,622
arty	1.6	2.3	8.7	6,869	Calhoun	1.2	2.0	8.3	3,293	Phillips	2.3	3.4	10.1	9,437
ison	1.8	2.6	9.2	6,973	Clay	2.1	3.3	13.9	4,300	Pratt	3.1	3.9	12.5	20,696
agorda	6.7	7.8	28.0	40,066	Doddridge	1.1	2.0	7.9	3,874	Reno	18.4	19.6	60.0	69,907
atgomery	1.1	1.7	5.9	10,229	Fayette	15.2	20.5	83.5	48,814	Republic	2.5	3.5	10.3	8,495
ogdoches	5.2	7.3	25.6	28,952	Gilmer	1.0	1.9	7.8	3,469	Rice	3.9	4.7	14.7	12,622
nton	5.6	7.0	24.1	22,836	Greenbrier	6.7	9.1	36.6	33,843	Rooks	2.0	3.0	9.9	11,724
ange	5.3	8.0	29.4	24,413	Jackson	2.1	3.4	13.8	13,686	Rush	1.6	2.0	6.7	6,293
egio	1.5	2.3	9.3	6,548	Kanawha	62.5	70.4	255.5	302,773	Russell	2.9	3.8	12.7	15,113
ine	13.7	16.9	60.8	48,798	Lewis	2.5	4.5	18.4	12,608	Saline	11.5	14.1	43.7	65,263
ugustine	2.7	3.7	13.4	11,739	Lincoln	3.9	4.7	20.7	8,840	Scott	.8	1.3	5.0	7,970
acinto	1.7	2.6	9.5	11,693	Logan	14.3	18.0	78.5	56,170	Sedgwick	99.3	105.7	321.6	419,938
ty	1.2	1.8	7.1	5,873	McDowell	15.4	20.5	89.5	58,164	Seward	2.1	3.9	13.0	26,967
ria	1.0	1.7	6.7	6,746	Mason	5.0	6.0	22.8	14,517	Sheridan	.7	1.1	4.4	3,368
ker	1.2	1.6	6.2	1,307	Mingo	8.8	11.1	48.2	34,251	Smith	1.8	2.6	8.1	6,848
ler	1.7	2.3	7.9	7,247	Monroe	1.9	3.0	12.1	5,779	Stafford	1.9	2.3	8.1	7,111
hington	2.0	2.9	11.0	10,001	Nicholas	4.2	6.6	27.7	19,122	Sumner	7.1	8.9	26.9	27,759
arton	7.3	11.1	40.5	58,771	Pocahontas	1.5	2.7	11.0	7,600	Trego	.9	1.5	5.4	5,514
l	3.1	4.1	18.5	12,271	Putnam	4.3	5.1	20.6	10,947	Washington	2.6	3.7	11.9	7,170
	2.4	3.0	11.8	12,926	Raleigh	15.9	23.4	95.0	70,926					
	3.7	5.0	17.0	16,341	Ritchie	1.4	2.8	10.4	6,423	Oklahoma:				
	7.7	9.8	35.8	43,572	Roane	2.3	3.7	15.8	8,927	Alfalfa	2.0	2.6	8.2	8,985
	581.5	692.1	2,390.6	2,790,945	Summers	2.7	4.2	16.9	10,086	Grant	1.8	2.3	7.9	8,543
					Upshur	2.7	4.8	18.3	13,965	Kay	13.3	15.8	49.7	59,376
					Wayne	6.8	8.5	41.2	14,494	Woods	2.3	3.5	12.5	13,569
					Webster	2.2	3.9	16.3	9,140	Total	306.5	375.3	1,186.5	1,420,845
					Wirt	.8	1.2	4.3	1,506					
					Wood	15.3	22.8	76.2	88,685					
					Wyoming	6.3	9.2	41.1	28,993					
					Total	446.5	581.8	2,296.8	1,732,984					

HUTCHINSON-GALVESTON, TEXAS continued

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	
lucky:	14.3	15.5	56.5	60,205
lthitt	1.8	3.5	17.6	6,682
er	4.0	4.8	20.0	10,995
ly	1.1	1.3	6.5	1,404
l	1.4	3.1	12.2	6,063
ing	1.6	2.5	9.0	7,395
nd	7.4	9.4	43.1	16,241
nup	5.7	6.9	27.6	8,466
son	3.5	4.7	20.2	11,576
t	1.6	3.1	15.5	2,312
ence	2.3	3.1	12.3	5,878
.9	1.8	7.6	4,052	
er	3.7	6.6	29.6	12,170
1.8	2.8	12.0	5,759	
offin	1.1	2.1	10.0	1,985
in	1.3	1.8	9.1	1,877
fee	.3	.7	3.3	606
gan	1.3	2.6	10.9	6,071
P.	4.8	8.3	38.1	19,223
P.	10.0	15.7	69.5	27,032
ill	.7	1.5	6.3	1,746
in	1.6	2.5	10.3	9,417
ve	.7	1.5	6.6	1,273
G:				
is	11.2	12.7	47.2	44,877
Ca	6.3	7.1	26.9	17,443
ing	6.2	6.8	23.9	21,567
on	8.1	9.0	32.4	30,271
ence	13.8	15.1	53.6	44,762
3	6.2	6.9	23.3	23,155
4	6.7	7.4	27.1	19,729
5	28.7	31.3	107.1	93,213
6	2.5	2.8	11.2	7,525
7	13.1	14.7	47.9	55,953
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**There are 1,452,800 people
in our 240,800 TV homes***

A man's living room is the best place in the world to make friends for your company and customers for your products. The families you meet in the Jackson, Mississippi, market have an average of \$5,735[°] to buy what they want. Why not make them want what you have? They're in a tremendous period of economic growth, with spendable income up 40% since 1950 and retail sales up 125% since 1947! Get your foot in the door now! Need more sell? Call Hollingbery or Katz for a fact file.

*Television Magazine **Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT

CHANNEL **3**
HOLLINGBERY

WJTV

CHANNEL **12**
KATZ

JACKSON, MISSISSIPPI

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)
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INDIANAPOLIS, INDIANA continued

Vermilion	25.5	29.4	92.0
Wabash	3.6	4.5	14.5
Wayne	4.5	6.0	19.2

Indiana:

Bartholomew	12.5	13.5	44.5
Benton	2.9	3.3	11.2
Blackford	3.6	4.3	14.2
Boone	8.1	8.8	27.2
Brown	1.4	1.6	6.0
Carroll	4.5	5.3	16.8
Cass	11.0	12.1	40.6
Clay	6.9	8.2	24.9
Clinton	9.5	10.5	32.3
Daviess	6.9	8.2	27.7
Decatur	5.1	5.7	19.1
Delaware	30.8	33.8	108.2
Fayette	7.0	7.9	26.9
Fountain	5.3	6.0	18.1
Franklin	4.1	4.7	17.8
Fulton	4.5	5.1	16.1
Grant	20.6	22.6	74.1
Greene	7.9	8.8	26.5
Hamilton	9.6	10.4	33.0
Hancock	7.3	8.0	25.0
Hendricks	9.3	10.3	34.1
Henry	13.7	15.6	52.5
Howard	18.0	19.5	63.0
Huntington	9.3	10.9	34.2
Jackson	7.6	9.0	29.6
Jasper	4.7	5.3	18.5
Jay	6.2	7.4	23.1
Jennings	4.1	4.6	18.1
Johnson	10.5	11.5	37.7
Knox	12.3	13.5	43.1
Lawrence	10.2	11.2	36.7
Madison	35.1	37.9	120.5
Marion	187.6	202.3	640.0
Marshall	8.5	9.7	31.5
Martin	2.7	3.2	11.1
Miami	9.0	10.8	33.5
Monroe	13.6	15.0	57.0
Montgomery	9.3	10.2	31.6
Morgan	9.2	10.0	32.6
Newton	3.0	3.4	11.1
Owen	3.1	3.4	10.9
Parke	4.1	4.7	15.1
Putnam	6.4	7.7	27.0
Randolph	8.5	9.4	29.0
Ripley	5.7	6.4	21.0
Rush	5.7	6.4	21.3
Shelby	9.5	10.4	32.7
Sullivan	5.9	6.8	20.5
Tippecanoe	21.2	24.4	86.9
Tipton	4.2	4.9	16.7
Union	1.5	1.7	5.9
Vermillion	5.0	5.8	18.1
Vigo	31.8	34.6	106.0
Wabash	8.1	9.8	31.5
Warren	2.3	2.6	8.5
Wayne	20.8	23.3	77.2
White	5.1	6.0	18.6
Total	779.1	871.3	2,809.4

JACKSON, MISSISSIPPI

Louisiana:			
Catahoula	1.8	2.7	10.9
Concordia	2.4	3.7	14.0
East Carroll	2.8	3.9	15.1
Madison	3.1	4.4	16.5
Richland	5.1	6.4	25.1
Tensas	2.3	3.2	12.3
West Carroll	3.0	3.7	15.4

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	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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Mississippi:								
Ala.	6.1	10.2	36.5	37,875				
Ark.	2.0	4.0	16.5	7,918				
Cal.	3.2	5.5	21.9	14,195				
Ill.	8.6	15.6	59.3	35,499				
Ind.	1.5	3.0	12.3	2,199				
Iowa	.9	2.1	8.5	2,781				
Kent.	1.6	2.6	10.5	6,235				
La.	2.0	3.8	15.2	9,662				
Mo.	4.4	7.1	27.2	14,488				
Nebr.	2.1	3.4	14.5	5,775				
Okla.	8.3	14.0	48.7	58,115				
Pa.	1.4	2.4	9.5	3,891				
Tex.	38.1	46.1	168.0	183,140				
W. Va.	4.3	6.9	28.0	15,267				
Wis.	2.9	4.8	19.9	9,429				
Wyo.	.6	1.0	4.1	599				
Del.	2.8	4.1	17.6	7,368				
D.C.	1.4	2.4	9.3	4,687				
Ala.	2.0	3.5	14.6	6,018				
Cal.	11.6	17.2	63.6	39,472				
Ill.	1.7	2.9	12.9	3,296				
Ind.	1.9	3.3	12.9	4,198				
Iowa	15.2	19.6	66.5	69,305				
Kent.	1.6	2.7	10.9	5,102				
La.	2.8	4.7	18.8	7,930				
Mo.	6.9	12.7	48.6	43,586				
Nebr.	4.3	7.3	27.5	21,269				
Okla.	4.5	7.0	29.2	16,464				
Pa.	3.1	5.7	22.0	16,897				
Tex.	1.7	3.4	13.3	8,431				
W. Va.	3.3	5.7	22.2	9,055				
Wis.	3.4	5.1	20.3	11,800				
Wyo.	2.3	4.0	17.3	7,686				
Del.	3.2	6.2	25.3	12,918				
D.C.	5.5	9.0	33.5	31,377				
Ala.	3.4	5.8	27.5	9,559				
Cal.	2.8	4.8	19.4	19,896				
Ill.	1.6	2.6	10.9	7,636				
Iowa	2.9	5.0	20.1	11,653				
Kent.	2.0	3.4	14.0	4,222				
La.	6.3	13.1	54.0	25,875				
Mo.	1.7	3.2	13.3	8,469				
Nebr.	9.2	13.3	42.0	43,773				
Okla.	11.9	20.1	71.0	61,646				
Pa.	1.5	2.7	10.6	9,148				
Tex.	1.4	2.9	12.6	5,762				
W. Va.	2.9	5.1	20.4	11,042				
Wis.	5.5	8.4	33.5	19,205				
Wyo.	240.8	377.4	1,445.5	1,041,846				

Lake	1.8	3.0	11.9	6,804
Lauderdale	4.9	6.5	25.0	12,718
McNairy	3.5	5.8	22.4	12,031
Madison	12.9	17.7	62.1	53,844
Obion	4.7	7.6	25.6	22,309
Weakley	3.9	6.9	23.5	12,959
Total	89.9	137.9	499.8	339,318

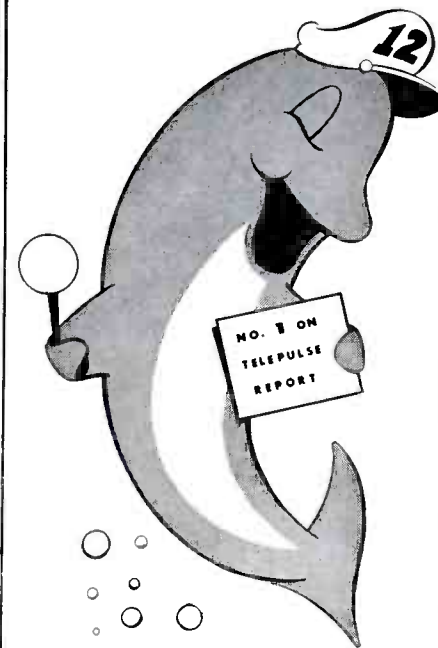
JACKSONVILLE, FLORIDA

Florida:				
Alachua	11.4	17.6	70.3	72,587
Baker	1.1	1.4	6.8	5,023
Bradford	2.2	2.8	11.6	8,731
Citrus	.9	1.6	6.1	7,600
Clay	3.9	4.6	19.5	10,524
Columbia	3.2	5.2	20.3	17,790
Dixie	.5	.9	3.9	3,687
Duval	102.4	118.0	418.2	576,989
Flagler	.9	1.3	4.6	3,441
Franklin	.6	1.5	5.2	4,709
Gadsden	4.6	8.4	42.1	25,480
Gilchrist	.4	.6	2.7	2,757
Hamilton	1.3	2.2	8.8	5,797
Hernando	1.4	2.5	8.7	10,397
Jefferson	1.3	2.4	9.4	5,614
Lafayette	.4	.7	3.1	2,051
Lake	9.6	13.8	47.2	59,207
Leon	7.9	15.6	63.8	81,643
Levy	1.4	2.6	9.7	12,165
Liberty	.2	.6	2.5	2,273
Madison	1.8	3.4	14.5	12,253
Marion	8.6	13.8	48.5	58,157
Nassau	3.1	3.9	16.0	13,301
Putnam	6.3	9.1	33.1	34,112
St. Johns	6.9	9.3	32.3	28,457
Seminole	6.6	10.7	37.6	31,810
Suwannee	2.3	3.8	15.2	15,446
Taylor	1.9	3.6	13.5	10,788
Union	.7	.9	7.8	2,897
Volusia	20.8	33.4	102.4	153,215
Wakulla	.5	1.2	4.7	1,774

Georgia:				
Appling	1.6	3.0	13.1	10,213
Atkinson	.9	1.7	7.1	2,172
Bacon	1.6	2.2	8.7	8,303
Ben Hill	2.0	3.8	14.1	12,299
Berrien	1.6	3.0	12.6	12,479
Brantley	.8	1.4	6.4	2,525
Brooks	1.6	3.6	15.8	9,860
Bryan	.8	1.4	6.1	3,880
Camden	1.7	2.4	8.6	3,965
Candler	1.0	1.8	7.0	5,499
Charlton	.8	1.1	4.5	4,930
Clinch	.9	1.5	5.8	3,673
Coffee	3.3	6.1	26.5	16,020
Colquitt	5.6	9.3	36.5	28,168
Cook	1.3	2.9	11.5	8,622
Echois	.3	.5	2.4	170
Evans	.8	1.4	5.8	7,849
Glynn	8.0	11.1	40.3	42,020
Irwin	1.2	2.3	10.5	4,224
Jeff Davis	1.3	2.4	9.4	8,246
Lanier	.7	1.3	4.9	3,213
Liberty	1.3	2.2	9.0	8,123
Long	.5	.9	3.7	2,272
Lowndes	7.6	13.1	48.4	44,928
McIntosh	1.0	1.6	6.5	3,289
Pierce	1.3	2.4	10.0	6,839
Tattnall	1.9	3.4	14.3	9,803
Tel. air	1.4	2.6	11.0	8,169
Thomas	5.5	9.2	34.4	32,603
Toombs	2.3	4.2	17.2	15,770
Ware	6.6	9.0	34.1	35,819
Wayne	1.8	3.5	14.2	17,939
Wheeler	.7	1.4	5.8	1,123
Total	284.8	415.1	1,556.3	1,665,682

“Jaxie” says —

April Telepulse Survey Rates WFGA-TV No. 1 In Jacksonville



The latest Telepulse report tells the WFGA-TV story.

- ★ WFGA-TV is preferred in 50.8% of Jacksonville homes.
- ★ WFGA-TV carries eight out of the top-rated fifteen once-a-week shows.
- ★ WFGA-TV carries six out of the top seven shows in the Jacksonville Metropolitan Area.

The big switch to WFGA-TV was accomplished in just eight months. WFGA-TV went on the air last September and now over 1/4 million television sets regularly tune to the leading family station in the Jacksonville area.

For availabilities on Jacksonville's No. 1 TV Station, call Ralph Nimmons at ELgin 6-3381 or contact your nearest P.G.W. "Colonel".

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
 Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

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JEFFERSON CITY-COLUMBIA, MISSOURI				JOHNSTOWN, PENNSYLVANIA				KALAMAZOO, MICHIGAN					
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)		
Missouri:				Maryland:				Indiana:					
Audrain	6.7	8.5	26.0	33,097	Allegany	20.0	27.2	95.0	102,616	De Kalb	8.1	9.0	28.9
Benton	2.2	2.7	9.0	7,436	Garrett	3.1	5.1	20.8	19,446	Elkhart	26.6	30.7	98.1
Boone	12.2	14.6	52.0	49,078	Pennsylvania:				Lagrange	3.7	4.4	16.1	
Callaway	4.9	6.2	23.4	17,498	Armstrong	20.5	22.5	79.3	65,977	Noble	7.7	8.5	28.1
Camden	1.6	2.1	7.3	7,479	Bedford	9.9	10.8	39.0	51,606	St. Joseph	65.7	71.4	240.0
Carroll	3.7	4.7	14.5	15,184	Blair	36.3	39.9	136.1	140,302	Steuben	4.4	5.2	17.1
Chariton	3.0	4.5	13.7	12,271	Butler	26.2	28.3	101.3	109,215	Michigan:			
Cole	9.9	11.2	41.0	46,344	Cambria	52.5	57.4	215.0	200,431	Allegan	15.4	16.8	57.1
Cooper	3.7	4.8	15.3	13,905	Cameron	1.4	1.9	7.0	9,276	Barry	8.8	9.7	31.3
Crawford	2.1	3.1	10.4	9,328	Centre	14.8	16.6	66.1	63,651	Berrien	41.9	45.5	147.5
Dent	2.3	3.2	10.4	10,212	Clarion	9.3	10.3	37.1	34,897	Branch	9.4	10.9	37.0
Gasconade	3.1	4.0	12.7	13,141	Clearfield	20.6	22.4	79.5	72,792	Calhoun	38.5	41.9	143.0
Howard	2.7	3.5	11.1	8,537	Clinton	8.6	10.9	38.4	35,704	Cass	9.8	11.0	35.0
Laclede	4.6	5.9	19.5	24,494	Crawford	20.4	23.3	79.1	81,199	Clare	3.0	3.4	11.5
Lincoln	4.9	5.6	16.0	15,554	Elk	7.1	9.5	34.7	35,482	Clinton	9.0	9.9	35.3
Linn	4.2	6.3	18.0	18,718	Fayette	46.5	50.6	182.9	150,766	Eaton	12.6	14.1	46.5
Macon	5.5	6.9	20.1	16,594	Forest	.8	1.1	4.3	4,241	Gladwin	2.3	2.6	9.5
Maries	1.6	2.0	6.7	4,010	Fulton	2.0	2.5	9.5	9,201	Gratiot	9.3	10.2	34.8
Miller	3.3	4.3	14.0	12,943	Greene	10.3	12.1	44.4	27,837	Hillsdale	9.2	10.8	35.1
Moniteau	2.6	3.3	10.1	9,610	Huntingdon	9.9	11.0	39.6	30,126	Ingham	58.7	63.7	216.1
Monroe	2.6	3.1	9.5	11,266	Indiana	18.5	20.5	74.2	62,093	Ionia	10.5	11.5	40.6
Montgomery	3.0	3.4	10.2	11,602	Jefferson	12.3	13.6	46.7	43,876	Isabella	7.2	8.2	30.4
Morgan	2.2	2.9	9.0	9,357	McKean	13.0	16.2	53.4	55,438	Jackson	33.8	36.9	126.2
Osage	2.2	2.9	11.0	7,382	Mifflin	10.8	12.0	42.1	39,738	Kalamazoo	44.0	47.5	158.7
Pettis	10.6	12.6	36.5	40,716	Potter	3.4	4.6	15.8	16,443	Kent	95.0	103.3	338.1
PHELPS	5.4	7.4	25.1	26,356	Somerset	18.3	21.7	78.6	62,882	Lake	1.2	1.4	4.9
Pike	5.0	5.9	17.0	18,749	Venango	14.9	18.7	65.6	57,971	Mason	5.5	6.7	21.5
Pulaski	2.8	11.2	37.0	15,671	Warren	10.1	12.3	43.2	57,064	Circulation & market definition ©1958 TELEVISION MAGAZINE, Market Data ©1958, Management Survey of Buying Power; further information not licensed.			
Rails	1.9	2.3	7.9	5,604	Westmoreland	88.5	94.6	336.1	316,923				
Randolph	6.1	8.0	23.0	27,112	West Virginia:								
Saline	6.3	8.0	26.0	26,797	Hampshire	1.7	2.9	11.7	7,229				
Shelby	2.5	3.2	8.9	9,956	Mineral	3.2	5.6	20.5	14,740				
Warren	2.0	2.3	7.5	7,773	Monongalia	13.4	16.2	60.5	58,760				
Total	137.4	180.6	579.8	563,774	Morgan	1.2	2.1	7.5	4,175				
					Total	529.5	604.4	2,165.0	2,042,097				

JOHNSON CITY, TENNESSEE

Kentucky:				
Harlan	9.7	14.1	60.0	30,641
Knott	1.6	3.1	15.5	2,312
Letcher	3.7	6.6	29.6	12,170
Perry	4.8	8.3	38.1	19,223
Tennessee:				
Carter	8.4	11.0	44.1	27,177
Claiborne	3.0	5.5	23.4	6,565
Cocke	3.1	5.3	21.2	12,151
Grainger	1.6	2.9	12.2	3,517
Greene	7.3	11.7	44.5	26,585
Hamblen	4.8	8.2	31.0	31,839
Hancock	1.0	1.8	7.4	1,469
Hawkins	4.3	7.5	31.3	11,508
Jefferson	2.9	4.9	18.8	12,154
Johnson	1.7	2.7	11.3	3,784
Sevier	3.3	5.5	22.0	18,513
Sullivan	21.4	30.2	113.8	111,445
Unicoi	2.3	3.9	16.1	8,130
Union	1.0	1.9	8.5	3,191
Washington	13.1	16.3	63.8	59,455
Virginia:				
Buchanan	4.5	8.0	40.1	14,403
Dickenson	2.8	5.1	24.4	7,680
Grayson	3.5	5.7	22.1	4,721
Lee	4.4	7.4	33.3	9,956
Russell	3.4	6.2	27.6	7,173
Scott	4.0	6.6	27.6	14,101
Smyth	4.4	7.1	31.3	23,374
Washington	7.8	13.3	56.8	42,819
Wise	8.0	13.1	56.8	29,820
Total	141.8	223.9	932.6	555,876

JOPLIN, MISSOURI—PITTSBURG, KANSAS

Arkansas:				
Benton	6.5	10.1	32.5	25,401
Carroll	1.9	3.2	9.8	6,371
Washington	10.3	14.9	51.0	43,077
Kansas:				
Allen	4.1	5.4	17.0	18,376
Anderson	2.1	3.0	9.8	8,120
Bourbon	4.6	6.0	17.2	17,631
Cherokee	5.9	7.6	23.2	16,120
Coffey	1.8	2.6	8.8	8,385
Crawford	11.5	14.0	40.4	39,126
Labette	6.8	9.4	29.1	27,393
Montgomery	13.6	16.7	48.4	55,631
Neosho	5.2	6.6	20.4	19,877
Wilson	3.7	4.7	14.2	12,519
Woodson	1.4	2.0	5.9	5,245
Missouri:				
Barry	4.7	6.5	21.5	20,095
Barton	2.7	3.8	11.5	11,243
Bates	4.5	5.9	16.5	15,947
Cedar	2.3	3.3	9.9	9,606
Dade	1.9	2.7	8.5	5,940
Jasper	25.2	28.4	82.5	105,717
Lawrence	5.2	7.2	22.0	17,465
McDonald	3.2	4.1	14.0	13,160
Newton	7.1	9.1	29.5	30,364
Vernon	5.1	6.6	21.8	18,258
Oklahoma:				
Craig	3.3	4.2	16.1	14,723
Delaware	2.4	3.0	10.9	5,309

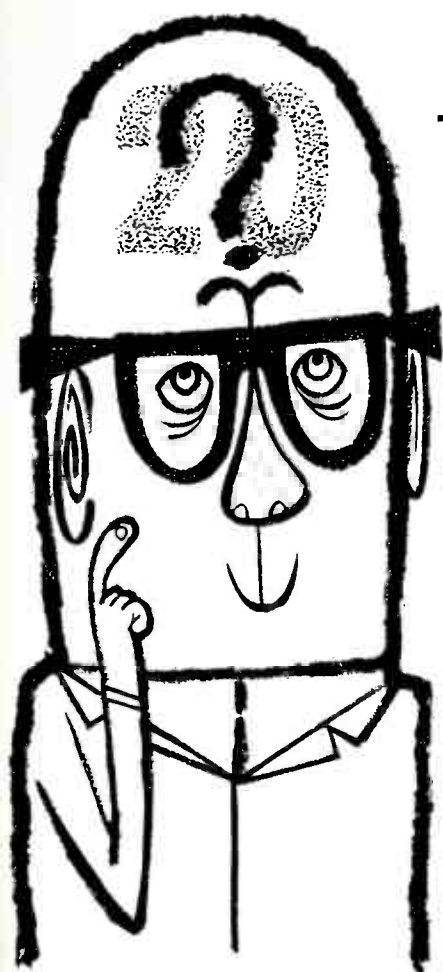
For current TV set estimates, see

THE CIRCULATION REPORT

updated monthly

Exclusively compiled by

TELEVISION MAGAZINE



IF YOU'VE GOT THE
TOP 20 MARKETS IN MIND

you'll need

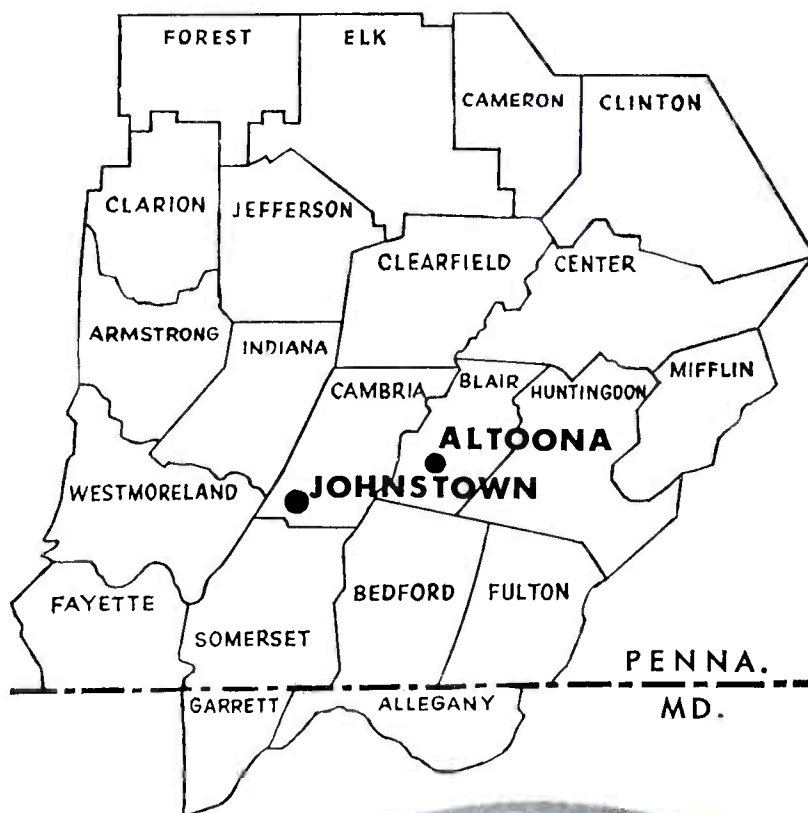
WJAC-TV

to cover the

19th* Market

In the Johnstown-Altoona area . . . ranked No. 19 in the 100 major TV markets . . . WJAC-TV is way, way out in front in station share of audience. WJAC-TV leads its nearest competitor by 2 to 1, 3 to 1, even 4 to 1 in some time segments! (A. R. B. Study Nov. 6-12, 1957)

Those are the hard-headed facts . . . you can check them for yourself! No doubt about it . . . WJAC-TV is the buy for commanding coverage of this important 19th market.



**Get all the facts and figures
from your KATZ man!**



*Top 100 TV Markets—Television Age May 19, 1958.



YOU MIGHT SPOT HALLEY'S COMET* —

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

BUT...You Need WKZO-TV For Astronomical Results In Kalamazoo - Grand Rapids!

NEW MARCH 1958 ARB FIGURES, left, prove the WKZO-TV dominates the Kalamazoo-Grand Rapids television audience — *morning, afternoon and night . . . seven days a week!*

WKZO-TV is Channel 3 — telecasts with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — *serves more than 600,000 television homes in one of America's top-20 TV markets!*

*Last seen in 1910 — due again in 1986.



The Feltzer Stations
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBD RADIO — PEORIA, ILLINOIS
 WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

LAMAZOO, MICHIGAN continued				Nebraska:				Kearney, Nebraska				Klamath Falls, Oregon							
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)				
Costa	4.8	5.4	17.5	17,922	Nemaha	2.9	3.5	11.6	9,858	Phillips	.6	1.3	5.2	6,353	California:				
ntcalm	10.1	11.0	35.1	41,437	Pawnee	1.7	2.0	5.7	3,765	Sedgwick	.8	1.6	5.4	6,176	Modoc	1.4	2.7	8.7	9,477
kegon	40.2	43.3	145.9	169,644	Richardson	3.9	4.7	14.6	17,045	Yuma	1.7	3.4	11.1	9,077	Siskiyou	5.5	9.2	27.8	38,338
waygo	6.3	7.1	24.5	20,782	Total	596.2	673.9	2,087.6	2,535,949	Oregon:									
sana	3.8	4.6	16.5	16,937						Harney	1.0	2.0	6.6	10,100					
oala	3.4	3.8	14.1	13,219						Klamath	9.4	14.5	46.1	61,236					
awa	24.3	26.6	90.1	95,047						Lake	1.1	2.0	6.5	9,949					
Joseph	13.6	14.9	46.0	50,303						Total	18.4	30.4	95.7	129,100					
wassee	14.6	15.9	52.5	61,843															
Buren	16.7	18.2	56.5	48,451						Kentucky:									
Total	679.1	746.0	2,487.1	2,851,063						Bell	5.6	8.8	37.7	23,165					
										Clay	1.6	3.7	18.3	8,201					
										Clinton	.9	2.0	8.4	3,799					
										Harlan	9.7	14.1	60.0	30,641					
										Jackson	1.2	2.7	11.5	3,940					
										Knox	3.3	6.1	25.5	8,982					
										Laurel	2.6	6.2	25.2	14,528					
										Leslie	1.3	2.9	14.9	2,365					
										McCreary	1.6	2.9	13.3	5,788					
										Owsley	.6	1.4	6.2	1,070					
										Pulaski	4.7	8.6	32.6	19,727					
										Rockcastle	1.2	2.7	11.5	4,291					
										Wayne	1.5	3.5	14.7	4,209					
										Whitley	3.5	6.5	26.1	19,254					
										North Carolina:									
										Cherokee	2.0	4.2	18.2	12,435					
										Clay	.6	1.3	5.9	2,799					
										Graham	.8	1.7	7.4	3,101					
										Swain	1.0	2.1	9.0	7,671					
										Tennessee:									
										Anderson	12.0	15.1	58.0	57,058					
										Blount	14.7	16.1	63.2	55,136					
										Bradley	6.9	9.0	34.0	33,787					
										Campbell	5.5	8.2	35.2	17,225					
										Claiborne	3.0	5.5	23.4	6,565					
										Cocke	3.1	5.3	21.2	12,151					
										Cumberland	2.5	4.7	20.5	12,855					
										Fentress	1.8	3.3	15.2	5,775					
										Grainger	1.6	2.9	12.2	3,517					
										Greene	7.3	11.7	44.5	26,585					
										Hamblen	4.8	8.2	31.0	31,839					
										Hancock	1.0	1.8	7.4	1,469					
										Hawkins	4.3	7.5	31.3	11,508					
										Jefferson	2.9	4.9	18.8	12,154					
										Knox	62.8	68.0	246.1	283,509					
										Loudon	4.7	6.4	24.9	16,732					
										McMinn	5.6	9.0	34.4	20,047					
										Meigs	.8	1.3	6.0	1,291					
										Monroe	4.2	5.6	23.0	14,438					
										Morgan	1.7	3.2	15.2	2,881					
										Pickett	.5	1.0	4.3	1,298					
										Polk	2.2	3.0	12.4	6,018					
										Rhea	2.5	3.9	15.0	11,319					
										Roane	6.8	8.6	33.1	26,746					
										Scott	2.2	4.0	18.3	7,641					
										Sevier	3.3	5.5	22.0	18,513					
										Sullivan	21.4	30.2	113.8	111,445					

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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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KNOXVILLE, TENNESSEE continued

Unicoi	2.3	3.9	16.1	8,130
Union	1.0	1.9	8.5	3,191
Washington	13.1	16.3	63.8	59,455
White	2.1	4.0	15.7	8,573
Virginia:				
Lee	4.4	7.4	33.3	9,956
Scott	4.0	6.6	27.6	14,101
Total	260.7	375.4	1,495.8	1,088,874

LA CROSSE, WISCONSIN

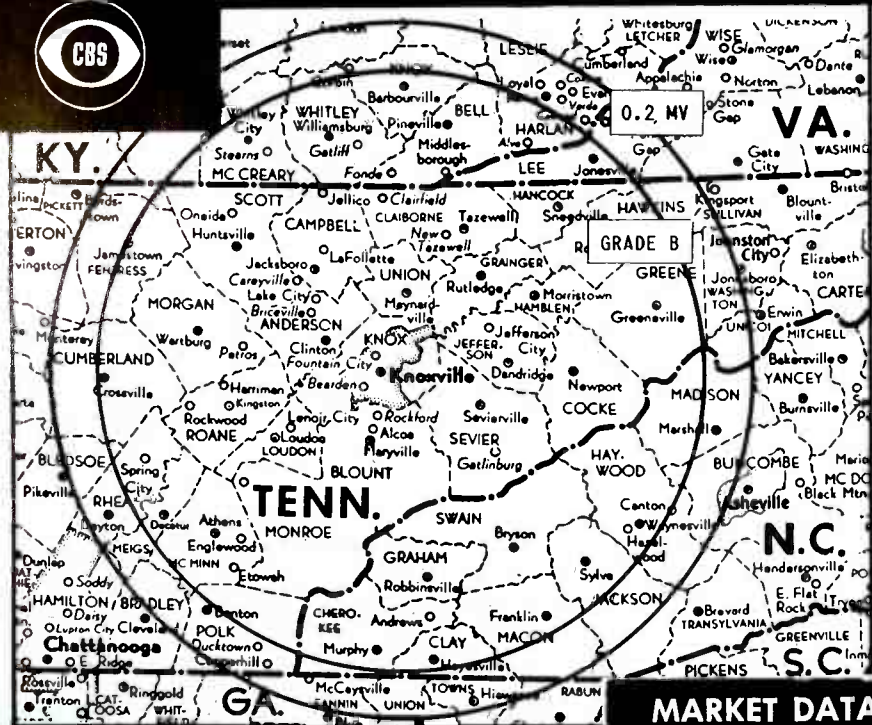
Iowa:				
Allamakee	3.5	4.5	15.5	17,506
Clayton	4.9	6.2	20.7	22,160
Fayette	6.6	7.9	27.0	33,964
Howard	2.9	3.8	13.3	12,976
Winneshek	4.9	6.4	22.3	19,605
Minnesota:				
Fillmore	5.7	7.2	24.7	26,321
Houston	3.5	4.4	15.5	12,720
Winona	8.8	11.6	40.6	42,313

Wisconsin:

Adams	1.8	2.5	8.0
Buffalo	3.6	4.3	15.3
Clark	7.2	9.0	31.9
Crawford	3.4	4.4	16.2
Grant	10.2	12.3	42.5
Iowa	4.3	5.6	19.6
Jackson	3.9	4.8	16.2
Juneau	3.7	5.1	17.9
LaCrosse	18.5	21.6	74.8
Monroe	7.2	8.6	32.6
Richland	4.2	5.4	19.9
Sauk	9.6	11.3	38.7
Trempealeau	5.6	6.8	24.4
Vernon	5.7	7.4	26.0
Wood	13.0	15.5	56.2
Total	142.7	176.6	619.8

TV FACTS for KNOXVILLE

WBIR - TV - Ch. 10 - 316,000 wts.



LAFAYETTE, INDIANA

Indiana:			
Benton	UHF	3.3	11.2
Boone	DI	8.8	27.2
Carroll	on county basis	5.3	16.8
Clinton		10.5	32.3
Fountain		6.0	18.1
Montgomery		10.2	31.6
Tippecanoe		24.4	86.9
Warren		2.6	8.5
White		6.0	18.6
Total	*† 56.8	77.1	251.2

LAFAYETTE, LOUISIANA

Louisiana:			
Acadia	8.8	13.0	49.1
Allen	3.7	5.5	20.1
Assumption	2.5	3.9	16.3
Avoyelles	7.2	10.5	38.5
Beauregard	3.9	5.7	21.0
Cameron	.9	1.3	5.1
Evangeline	5.8	8.8	33.6
Iberia	8.4	11.5	43.9
Iberville	4.6	6.9	26.1
Jeff Davis	5.5	8.0	30.0
Lafayette	13.9	18.5	70.0
Pointe Coupee	3.3	5.2	20.7
Rapides	22.2	29.9	110.8
St. Landry	12.8	20.6	86.4
St. Martin	4.0	6.1	26.4
St. Mary	6.9	10.5	39.8
Vermilion	6.8	10.2	37.1
West Baton Rouge	2.1	3.2	12.2
West Feliciana	1.0	1.6	9.2
Total	124.3	180.9	696.3

Movies Available:

WBIR-TV has been very successful in programming an Early Show (5:00 PM, Sunday thru Saturday) and a Late Show (11:00 PM, Monday thru Saturday). Featured in these movies have been the top films available; such as, MGM, Screen Gems, Warner Brothers, NTA, Signet, RKO Teleradio, Quality, TPA, M&A Alexander, and features from other well-known film distributors. Ratings have been consistently high on these pictures, which offer a low cost-per-thousand buy. Contact your Katz man for details.

Rep. by the **KATZ AGENCY**

WBIR-TV

CBS Ch. 10

MARKET DATA

Population:	
Metropolitan Area	383,200
TV Area	1,105,400
TV Set Count:	
Metropolitan Area	92,000
TV Area	234,600
Retail Sales:	
Metropolitan Area	\$415,841,000.00
TV Area	\$826,001,000.00
Source:	
SRDS, March 10, 1958	

LAKE CHARLES, LOUISIANA

Louisiana:			
Acadia	8.8	13.0	49.1
Allen	3.7	5.5	20.1
Beauregard	3.9	5.7	21.0
Calcasieu	28.9	36.5	129.2
Cameron	.9	1.3	5.1
Evangeline	5.8	8.8	33.6
Jeff Davis	5.5	8.0	30.0
Sabine	3.2	5.1	19.8
Vermilion	6.8	10.2	37.1
Vernon	3.8	6.1	21.5
Texas:			
Jasper	3.5	5.3	20.7
Jefferson	58.8	68.8	235.1
Newton	1.5	2.3	9.3

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	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)		VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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ange	13.7	16.9	60.8	48,798
ine	1.2	1.8	7.1	5,873
il	150.0	195.3	699.5	704,333
	*†52.2			

LA SALLE, ILLINOIS

Illinois:				
La Salle	UHF figure only	32.4	104.1	135,950
Total	†23.2	32.4	104.1	135,950

CASTER, PENNSYLVANIA

land:				
oll	12.7	14.1	55.5	56,540
erick	15.8	18.1	68.0	75,650
ord (20%)	3.2	3.6	13.7	15,065
Whington	20.5	25.1	88.1	115,408

LAS VEGAS-HENDERSON, NEVADA

Nevada:				
Clark	28.2	34.2	108.1	178,705
Total	28.2	34.2	108.1	178,705

sylvania:

ns	11.0	12.8	46.1	46,310
ts	72.6	80.2	270.0	308,780
ive (20%)	3.0	3.3	13.2	12,730
ter	46.8	50.6	193.1	206,313
owerland	28.6	32.9	112.7	118,297
hin	58.8	64.9	217.5	280,826
lin	19.3	21.9	76.9	98,158
rs	2.0	2.5	9.5	9,201
ta	2.9	4.1	14.5	11,957
lster	64.1	70.1	244.6	299,006
lson	22.5	24.8	86.0	104,922
ning	23.9	31.4	103.7	108,023
n	10.8	12.0	42.1	39,738
umberland	24.7	32.3	110.9	107,355
F	4.8	6.8	24.1	19,206
Skull	48.2	54.5	192.8	159,678
S ar	4.4	6.1	22.7	23,032
A	4.3	6.0	24.9	19,021
Y	60.2	65.9	220.1	256,945
T	565.1	644.0	2,250.7	2,492,161

LAWTON, OKLAHOMA

Oklahoma:				
Caddo	6.2	7.8	26.9	26,618
Comanche	17.7	20.5	74.0	74,999
Cotton	2.0	2.6	9.1	6,442
Grady	8.3	9.6	31.3	34,326
Greer	1.6	2.5	8.4	7,397
Harmon	1.1	1.7	6.3	6,949
Jackson	5.1	7.7	25.2	25,338
Jefferson	2.0	2.6	9.0	8,271
Kiowa	3.3	4.3	14.4	15,796
Stephens	9.1	11.1	36.6	44,225
Tillman	3.4	4.4	15.1	13,569
Washita	3.1	4.1	14.2	10,765
Total	62.9	78.9	270.5	274,695

LEBANON, PENNSYLVANIA

Pennsylvania:				
Lebanon	UHF	54.8	196.3	224,922
Total	††	54.8	196.3	224,922

LING, MICHIGAN

gan:				
a	.8	.9	5.4	5,829
B	8.8	9.7	31.3	25,793
h	9.4	10.9	37.0	37,328
un	38.5	41.9	143.0	156,311
C	3.0	3.4	11.5	15,068
n	9.0	9.9	35.3	28,430
E	12.6	14.1	46.5	38,574
see	95.0	104.8	355.8	470,451
win	2.3	2.6	9.5	10,970
ot	9.3	10.2	34.8	41,366
ale	9.2	10.8	35.1	35,628
In	58.7	63.7	216.1	277,788
le	10.5	11.5	40.6	41,093
lo	7.2	8.2	30.4	32,699
on	33.8	36.9	126.2	152,054
Le	1.2	1.4	4.9	3,928
ston	8.8	9.7	33.1	38,210
ita	4.8	5.4	17.5	17,922
nd	11.4	12.7	45.5	53,404
alm	10.1	11.0	35.1	41,437
ygo	6.3	7.1	24.5	20,782
aw	2.2	2.6	9.5	10,359
lo	3.4	3.8	14.1	13,219
lo	.8	.9	3.5	2,393
aw	48.4	52.8	183.1	207,883
eph	13.6	14.9	46.0	50,303
osseo	14.6	15.9	52.5	61,843
	433.7	477.7	1,627.8	1,892,565

LEXINGTON, KENTUCKY

Kentucky:				
Bath	UHF	2.5	9.4	4,257
Bourbon	DI	4.9	17.0	16,430
Boyle	on county basis	5.5	21.4	18,952
Casey		3.6	15.3	5,833
Clark		5.3	18.3	17,323
Estill		3.1	12.2	6,063
Fayette		34.8	121.1	150,934
Garrard		2.9	10.5	6,286
Harrison		4.2	13.5	13,210
Jessamine		3.6	12.4	9,072
Lincoln		4.4	16.7	8,876
Madison		9.1	32.9	26,101
Menifee		.7	3.3	606
Mercer		4.3	15.1	11,528
Montgomery		2.6	12.1	14,875
Nicholas		2.0	6.3	3,604
Powell		1.5	6.3	1,746
Russell		2.6	10.6	4,250
Scott		3.9	13.7	10,232
Woodford		3.1	10.7	8,960
Total	*† 38.8	104.6	378.8	339,138

LIMA, OHIO

Ohio:				
Allen	UHF	31.0	103.1	138,850
Auglaize	DI	10.4	34.7	40,821
Mercer	on county basis	9.3	33.4	40,963
Paulding		5.0	16.5	15,027
Putnam		7.8	27.7	26,669
Van Wert		9.5	29.9	28,870
Total	*† 68.7	73.0	245.3	291,200

DO, TEXAS

	9.8	15.2	67.7	52,814
	9.8	15.2	67.7	52,814

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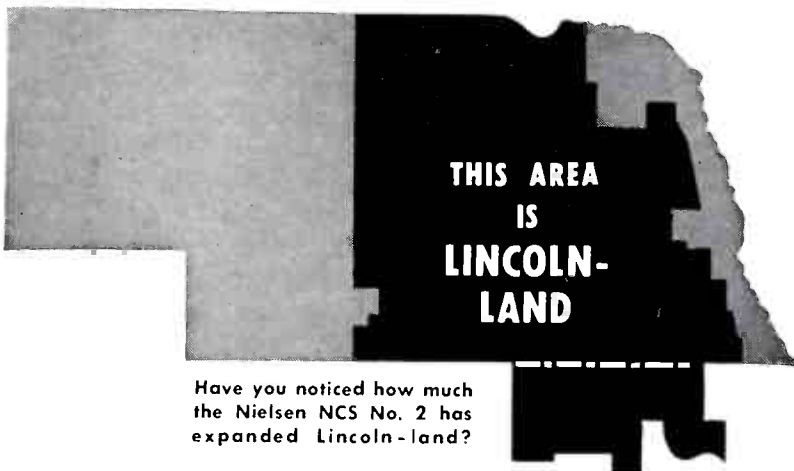
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JANUARY, 1958**

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KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

There are two big markets in Nebraska. One you can reach through an Omaha TV station, the other you can't. With 232,397 TV families in 69 counties, Lincoln-Land is Nebraska's *other* big market.

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 WKZO RADIO — KALAMAZOO-BATTLE CREEK
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 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
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 WMBD RADIO — PEORIA, ILLINOIS
 WMBD-TV — PEORIA, ILLINOIS

LITTLE ROCK-PINE BLUFF, ARKANSAS				LITTLE ROCK-PINE BLUFF, ARKANSAS				LITTLE ROCK-PINE BLUFF, ARKANSAS							
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)				
LITTLE ROCK-PINE BLUFF, ARKANSAS continued															
Phillips	9.1	12.8	46.7	30,052	Martin	2.7	3.2	11.1	9,735	Cochran	1.5	1.8	7.8		
Pike	1.1	1.8	6.6	5,103	Orange	4.2	5.1	17.1	14,889	Cottle	.8	1.4	5.1		
Poinsett	5.4	7.0	28.0	24,622	Perry	4.4	5.3	18.5	17,449	Crosby	2.0	2.5	9.0		
Polk	2.0	3.1	11.0	8,567	Pike	3.6	4.4	14.1	11,174	Dawson	4.4	6.1	22.7		
Pope	3.2	5.2	18.8	15,836	Ripley	5.7	6.4	21.0	23,416	Dickens	1.1	1.7	6.2		
Prairie	2.0	2.7	11.0	7,422	Scott	4.1	4.6	15.0	13,511	Floyd	2.2	2.8	10.0		
Pulaski	63.7	76.6	255.1	268,560	Spencer	3.7	4.5	15.9	11,314	Gaines	1.7	2.4	9.0		
Randolph	1.8	2.9	11.8	8,596	Warrick	6.1	7.4	24.5	14,806	Garza	1.4	1.8	7.2		
St. Francis	6.7	9.0	35.5	21,532	Washington	4.5	5.3	18.0	14,004	Hale	8.1	10.0	35.4		
Saline	5.1	7.0	29.0	19,168	Kentucky:				Hall	1.8	2.8	10.2			
Scott	.9	1.4	4.9	4,325	Adair	2.2	3.5	13.5	8,152	Hockley	4.9	6.0	22.3		
Searcy	1.3	2.3	8.6	3,826	Anderson	1.8	2.4	8.6	5,258	Howard	7.3	9.4	33.9		
Sharp	.9	1.6	6.1	1,986	Boyle	3.6	5.5	21.4	18,952	Kent	.3	.4	1.4		
Stone	.7	1.3	5.3	2,988	Brekinridge	3.0	3.8	13.5	6,039	King	.1	.2	.9		
Union	11.4	15.3	52.4	54,551	Bullitt	3.8	4.2	14.9	9,252	Lamb	4.9	5.9	21.4		
Van Buren	1.2	1.7	6.2	3,175	Butler	1.3	2.2	9.1	2,455	Lubbock	40.1	47.9	170.5		
White	6.8	9.6	33.8	28,175	Casey	2.2	3.6	15.3	5,833	Lynn	2.2	2.8	10.3		
Woodruff	2.6	3.7	14.8	8,350	Clinton	.9	2.0	8.4	3,799	Martin	1.0	1.4	5.7		
Yell	1.8	2.9	10.5	7,280	Davies	15.8	19.8	70.0	76,534	Mitchell	3.1	4.1	14.5		
Mississippi:				Edmonson	1.0	1.7	6.9	3,048	Motley	.6	1.0	3.3			
Bolivar	8.6	15.6	59.3	35,499	Estill	1.4	3.1	12.2	6,063	Scurry	6.9	9.2	31.3		
Washington	11.9	20.1	71.0	61,646	Fayette	22.0	34.8	121.1	150,934	Swisher	1.7	2.4	8.8		
Total	282.1	392.3	1,415.1	1,132,892	Franklin	6.2	8.2	27.5	30,267	Terry	3.3	4.2	15.9		
LOCK HAVEN, PENNSYLVANIA				Garrard	1.9	2.9	10.5	6,286	Yoakum	.8	1.0	4.0			
Pennsylvania:				Grayson	2.6	4.3	15.6	10,961	Total	129.6	171.6	615.0			
Centre (50%)	UHF	8.3	33.1	31,826	Green	1.9	3.0	10.5	6,342	LUFKIN, TEXAS					
Clinton	DI	10.9	38.4	35,704	Hancock	1.1	1.4	4.7	2,284	Texas:					
Lycoming (50%) on county basis		15.7	51.9	54,012	Hardin	11.7	13.8	75.0	46,964	Anderson	5.5	8.7	28.1		
Total	22.4	34.9	123.4	121,542	Harrison	3.2	4.2	13.5	13,210	Angelina	8.2	11.5	39.5		
LOS ANGELES, CALIFORNIA				Hart	2.3	3.8	13.5	7,438	Cherokee	6.4	9.4	35.5			
California:				Henry	2.3	2.9	9.5	7,323	Hardin	3.8	5.7	20.8			
Imperial	13.7	19.0	70.7	96,859	Hopkins	7.4	12.1	40.7	30,811	Henderson	3.4	5.3	18.2		
Kern	71.0	82.2	276.5	368,087	Jefferson	163.0	177.6	590.5	710,459	Houston	3.3	5.1	18.2		
Los Angeles	1,778.7	1,936.5	5,598.0	8,506,210	Jessamine	2.4	3.6	12.4	9,072	Jasper	3.5	5.3	20.7		
Orange	157.6	172.2	511.1	615,212	Larue	1.7	2.7	10.2	5,925	Madison	1.1	1.7	5.9		
Riverside	73.4	87.4	265.2	343,907	Lincoln	2.6	4.4	16.7	8,876	Nacogdoches	5.3	8.0	29.4		
San Bernardino	124.9	142.2	446.6	549,234	McLean	1.5	2.5	9.5	5,442	Newton	1.5	2.3	9.3		
San Diego	269.7	298.2	906.4	1,133,359	Madison	4.9	9.1	32.9	26,101	Panola	2.4	4.2	16.5		
Santa Barbara	31.4	37.0	114.0	173,104	Marion	2.8	3.8	16.0	11,347	Polk	2.7	3.7	13.4		
Ventura	43.5	48.3	164.4	187,320	Meade	1.6	2.0	11.0	10,688	Rusk	8.7	12.1	43.0		
Total	2,563.9	2,823.0	8,352.9	11,973,292	Menifee	.3	.7	3.3	606	Sabine	1.2	1.8	7.1		
LOUISVILLE, KENTUCKY				Mercer	2.8	4.3	15.1	11,528	San Augustine	1.0	1.7	6.7			
Illinois:				Muhlenberg	4.8	7.6	28.1	18,125	San Jacinto	1.2	1.6	6.2			
Clay	4.3	5.7	18.0	15,450	Nelson	4.4	4.9	20.0	14,847	Shelby	3.1	5.4	18.9		
Edwards	2.2	2.8	9.6	10,095	Ohio	2.7	4.7	16.7	8,020	Trinity	1.7	2.3	7.9		
Lawrence	5.0	6.2	20.0	21,830	Oldham	2.3	3.0	13.0	7,709	Tyler	2.0	2.9	11.0		
Richland	4.4	5.8	17.0	19,143	Owen	2.0	2.6	8.7	4,397	Total	66.0	98.1	356.3		
Wabash	3.6	4.5	14.5	15,615	Powell	.7	1.5	6.3	1,746	LYNCHBURG, VIRGINIA					
Wayne	4.5	6.0	19.2	15,743	Pulaski	4.7	8.6	32.6	19,727	North Carolina:					
Indiana:				Russell	1.6	2.6	10.6	4,250	Caswell	3.1	4.3	20.4			
Bartholomew	12.5	13.5	44.5	52,080	Scott	3.0	3.9	13.7	10,232	Franklin	4.0	7.0	30.6		
Brown	1.4	1.6	6.0	2,652	Shelby	4.1	5.3	18.5	16,662	Granville	4.7	6.8	32.7		
Clark	16.0	17.4	59.0	56,300	Spencer	1.4	1.5	5.8	3,655	Person	3.8	5.4	23.9		
Crawford	2.0	2.4	8.4	5,803	Taylor	2.6	4.1	14.9	10,946	Vance	5.8	8.0	33.7		
Davies	6.9	8.2	27.7	22,461	Trimble	1.1	1.4	4.9	2,373	Warren	2.8	4.9	23.7		
Dubois	5.7	7.0	25.5	31,173	Warren	9.0	13.0	43.7	41,896	Virginia:					
Floyd	14.7	15.9	51.1	55,362	Washington	2.2	2.9	11.2	7,126	Albemarle	9.3	14.5	57.5		
Gibson	8.6	10.2	32.6	30,115	Wayne	1.5	3.5	14.7	4,209	Amelia	1.2	1.7	8.3		
Harrison	4.5	5.3	19.0	12,941	Woodford	2.4	3.1	10.7	8,960	Amherst	3.2	4.5	20.3		
Jackson	7.6	9.0	29.6	31,956	Total	496.9	618.3	2,163.6	2,055,017	Appomattox	1.4	1.9	8.8		
Jefferson	6.0	6.7	24.3	31,227	LUBBOCK, TEXAS				Augusta	12.2	18.8	75.0			
Jennings	4.1	4.6	18.1	12,939	New Mexico:				Bath	.9	1.5	6.0			
Lawrence	10.2	11.2	36.7	38,705	Curry	5.4	8.8	29.5	31,958	Bedford	4.9	7.6	30.7		
Virginia:				De Baca	.5	.8	2.7	4,652	Brunswick	2.5	4.2	20.5			
Albemarle	9.3	14.5	57.5	Lea	10.7	16.7	57.2	88,152	Buckingham	1.6	2.5	11.7			
Amelia	1.2	1.7	8.3	Quay	2.3	3.8	13.2	16,807	Campbell	17.3	22.0	83.6			
Amherst	3.2	4.5	20.3	Roosevelt	2.7	4.6	16.5	15,389	Charlotte	2.3	3.3	14.3			
Appomattox	1.4	1.9	8.8	Texas:				Cumberland	1.0	1.6	6.9				
Augusta	12.2	18.8	75.0	Andrews	2.2	3.0	10.5	11,294	Fluvanna	1.1	1.7	6.7			
Bath	.9	1.5	6.0	Balley	1.8	2.2	8.3	13,689	Washington:						
Bedford	4.9	7.6	30.7	Borden	.2	.2	1.1	336	Adams:						
Brunswick	2.5	4.2	20.5	Briscoe	.6	.9	3.6	2,436	Jefferson:						
Buckingham	1.6	2.5	11.7	Castro	1.0	1.4	5.6	9,045	Franklin:						
Campbell	17.3	22.0	83.6	Circulation & market definition ©1958, TELEVISION MAGAZINE, Market Data ©1958, Sales Management Survey of Buying Power; further reproduction											
Charlotte	2.3	3.3	14.3												
Cumberland	1.0	1.6	6.9												
Fluvanna	1.1	1.7	6.7												

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
Alger	3.9	6.0	26.0	14,057	Dodge	15.7	17.2	60.3	56,432	Waupaca	9.5	10.5	36.0	38,392
Alcona	7.2	9.5	41.9	26,153	Grant	10.2	12.3	42.5	42,895	Winnebago	27.2	30.4	102.9	117,886
Alcona	.5	.8	3.8	1,666	Green	6.2	7.5	24.8	41,152	Total	208.9	241.6	848.3	949,350
Alcona	2.1	3.5	14.6	7,784	Green Lake	3.6	4.6	15.6	20,476					
Alcona	5.5	8.0	34.6	31,671	Iowa	4.3	5.6	19.6	17,479					
Alcona	9.1	10.5	43.4	37,485	Jefferson	12.2	13.4	46.0	61,899					
Alcona	2.3	3.2	13.8	4,721	Juneau	3.7	5.1	17.9	21,156					
Alcona	2.9	4.2	17.1	15,566	Lafayette	4.3	5.2	18.1	16,588					
Alcona	20.1	27.7	111.8	89,341	Marquette	2.1	2.7	9.4	8,786					
Alcona	2.6	3.8	15.8	17,594	Richland	4.2	5.4	19.9	20,749					
Alcona	36.1	40.9	149.4	179,659	Rock	28.8	32.8	108.0	137,762					
Alcona	4.4	7.4	30.6	20,891	Sauk	9.6	11.3	38.7	45,961					
Total	179.8	247.7	1,018.1	853,032	Vernon	5.7	7.4	26.0	20,816					
					Walworth	13.7	15.0	48.8	70,192					
					Washington	9.5	10.3	36.1	44,573					
					Waushara	3.3	4.2	13.9	16,599					
					Total	244.9	282.7	963.2	1,174,556					

MARQUETTE, MICHIGAN

Michigan:				
Alger	1.9	2.6	9.0	8,973
Baraga	1.6	2.1	7.0	5,607
Delta	7.8	9.6	32.9	40,485
Houghton	7.3	10.2	33.8	38,703
Iron	4.3	5.7	18.8	18,428
Keweenaw	.5	.6	2.1	1,499
Luce	1.1	1.5	7.5	6,989
Marquette	11.0	14.4	50.5	53,859
Schoolcraft	1.8	2.4	8.7	11,065
Total	37.3	49.1	170.3	185,608

Macon, Georgia

Alger	3.3	5.6	35.4	16,520
Alcona	2.0	3.8	14.1	12,299
Alcona	30.4	39.6	137.4	146,791
Alcona	1.3	2.1	8.2	6,783
Alcona	1.7	2.2	8.8	5,717
Alcona	.8	1.2	5.2	2,227
Alcona	3.0	4.8	17.5	15,031
Alcona	2.4	3.8	15.4	9,380
Alcona	2.0	3.1	12.3	4,960
Alcona	2.1	4.2	16.7	14,377
Alcona	1.2	2.1	9.2	4,391
Alcona	1.9	2.7	10.7	5,298
Alcona	5.7	7.5	28.9	26,678
Alcona	1.3	2.4	9.4	8,246
Alcona	1.2	2.2	8.4	4,208
Alcona	.9	1.6	6.5	2,601
Alcona	1.9	2.4	9.4	8,360
Alcona	5.3	7.7	30.5	23,038
Alcona	.8	1.4	5.7	921
Alcona	2.0	3.1	12.6	6,959
Alcona	2.0	2.5	9.9	8,402
Alcona	.8	1.6	6.9	1,849
Alcona	1.9	3.0	11.8	10,844
Alcona	1.3	2.0	7.7	6,956
Alcona	.9	1.6	6.7	6,244
Alcona	3.8	6.2	23.0	19,883
Alcona	1.2	1.8	7.1	2,387
Alcona	1.3	2.1	8.1	4,885
Alcona	1.4	2.6	11.0	8,169
Alcona	1.8	2.9	12.2	11,128
Alcona	3.5	6.6	25.7	19,311
Alcona	.7	1.4	5.6	1,820
Alcona	1.3	2.5	10.3	6,955
Alcona	.9	1.7	7.3	822
Alcona	4.8	7.0	26.5	18,638
Alcona	2.5	4.6	18.4	10,021
Alcona	.7	1.4	5.8	1,123
Alcona	1.3	2.1	8.3	2,194
Alcona	1.2	2.2	8.6	2,521
Alcona	2.2	4.2	17.6	6,685
Total	106.7	163.5	640.8	475,622

Manchester, New Hampshire

Maine:				
York	24.7	27.2	92.8	102,504
Massachusetts:				
Essex	155.9	169.0	554.4	618,618
Middlesex	298.7	326.0	1,155.4	1,299,222
Norfolk	122.9	133.2	466.8	481,075
Plymouth	62.4	67.5	220.0	250,389
Worcester	156.9	170.6	587.0	649,594
New Hampshire:				
Belknap	7.5	8.4	28.3	35,665
Carroll	4.4	4.9	16.0	21,505
Cheshire	11.5	12.8	42.8	40,399
Grafton	11.2	13.0	46.4	57,359
Hillsborough	44.8	49.2	164.4	211,589
Merrimack	16.9	18.8	66.4	69,951
Rockingham	22.5	24.6	80.5	100,373
Strafford	13.8	15.2	54.3	60,657
Sullivan	7.6	8.6	28.6	28,389
Vermont:				
Windham	6.3	8.0	27.5	40,617
Windsor	10.0	12.1	40.9	49,085
Total	978.0	1,069.1	3,672.5	4,116,991

Mason City, Iowa

Iowa:				
Bremer	4.9	5.6	18.8	23,711
Butler	4.6	5.3	17.2	20,269
Cerro Gordo	15.3	16.3	52.1	72,441
Chickasaw	3.5	4.3	14.6	18,310
Clay	4.9	6.2	20.2	25,833
Dickinson	3.1	3.9	12.8	14,011
Emmet	3.0	4.2	14.2	18,254
Fayette	6.6	7.9	27.0	33,964
Floyd	5.8	7.1	22.8	23,715
Franklin	4.4	5.0	16.1	19,335
Hancock	3.5	4.1	14.6	16,700
Howard	2.9	3.8	13.3	12,976
Humboldt	2.9	3.8	12.5	15,867
Kossuth	5.8	7.5	26.2	28,465
Mitchell	3.5	4.0	13.4	15,744
Palo Alto	2.9	4.0	13.6	17,013
Pocahontas	3.2	4.2	14.6	14,373
Winnebago	3.2	3.8	13.0	15,710
Winneshiek	4.9	6.4	22.3	19,605
Worth	2.8	3.2	11.0	8,589
Wright	5.5	6.2	19.8	22,835
Minnesota:				
Blue Earth	11.0	11.9	41.4	66,760
Cottonwood	3.7	4.7	16.2	20,074
Dodge	3.1	3.6	12.8	13,304
Faribault	5.9	7.4	25.8	39,596
Fillmore	5.7	7.2	24.7	26,321
Freeborn	9.5	10.4	35.8	38,550
Houston	3.5	4.4	15.5	12,720
Jackson	3.9	4.5	15.7	17,767
Le Sueur	5.0	5.9	20.3	24,997
Martin	6.5	8.1	28.3	38,283
Mower	12.2	13.3	47.5	52,874
Nobles	5.6	6.5	23.3	36,349
Olmsted	13.2	14.0	50.5	84,442
Steele	6.0	7.0	24.0	29,377
Waseca	4.1	4.9	16.8	17,301
Watsonwan	3.3	4.2	14.6	17,966
Total	199.4	234.8	803.3	994,401

Marinette, Michigan

Michigan:				
Alger	1.9	2.6	9.0	8,973
Baraga	1.6	2.1	7.0	5,607
Delta	7.8	9.6	32.9	40,485
Dickinson	7.0	8.4	27.0	27,735
Iron	4.3	5.7	18.8	18,428
Keweenaw	.5	.6	2.1	1,499
Luce	1.1	1.5	7.5	6,989
Marquette	11.0	14.4	50.5	53,859
Menominee	6.3	7.5	26.0	21,366
Schoolcraft	1.8	2.4	8.7	11,065
Wisconsin:				
Brown	27.8	30.3	110.9	149,621
Calumet	5.0	5.6	20.2	15,256
Door	5.9	6.5	21.8	29,173
Florence	.7	.9	3.7	2,487
Forest	1.8	2.3	8.5	7,438
Kewaunee	4.2	4.7	18.0	14,430
Langlade	4.9	6.0	21.7	20,919
Lincoln	5.3	6.5	22.4	24,795
Manitowac	18.8	20.6	71.1	78,440
Marinette	8.9	10.4	35.9	38,019
Oconto	6.5	7.3	25.7	22,782
Oneida	5.1	6.7	22.0	32,030
Outagamie	23.5	25.6	92.1	116,234
Shawano	8.3	9.6	35.8	30,982
Vilas	2.2	2.9	10.1	14,460

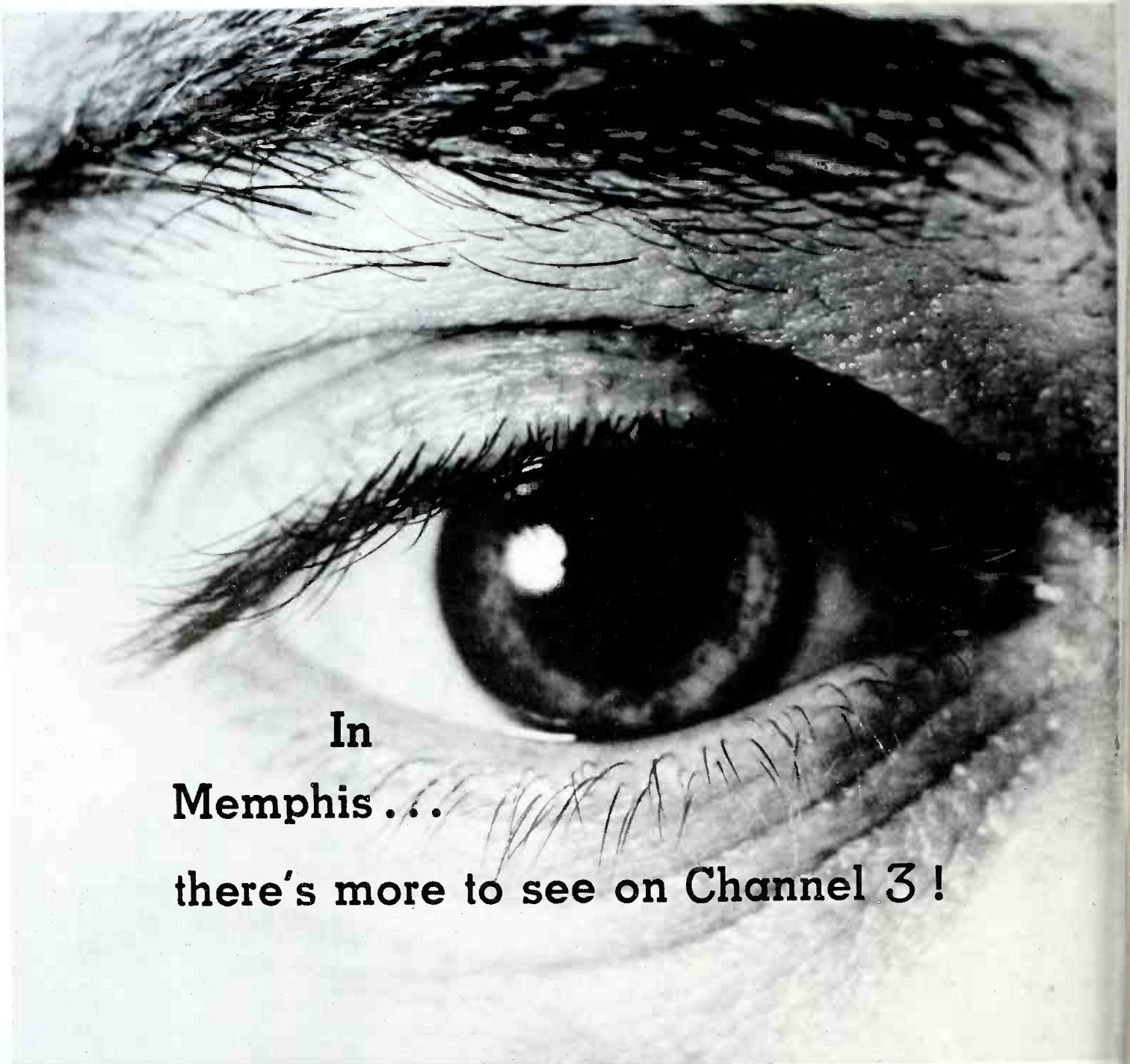
Medford, Oregon

California:				
Siskiyou	5.5	9.2	27.8	38,338
Oregon:				
Jackson	18.5	23.8	73.1	87,863
Josephine	7.4	10.9	33.0	39,151
Klamath	9.4	14.5	46.1	61,236
Total	40.8	58.4	180.0	226,588

Milwaukee, Wisconsin

Alger	4.5	5.4	17.9	21,621
Alcona	5.7	6.5	21.5	23,786
Alcona	17.2	18.7	61.5	99,998
Alcona	14.0	15.4	48.0	58,665
Alcona	-1.8	2.5	8.0	6,212
Alcona	9.2	11.0	36.4	50,062
Alcona	3.4	4.4	16.2	13,941
Total	52.0	58.8	208.1	256,756

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In
 Memphis ...
 there's more to see on Channel 3!

First in Memphis by all surveys*

*Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	201	240	195
Sta. B	122	93	74
Sta. C	53	47	107

CHANNEL
3
 WREC-TV
 MEMPHIS

AFFILIATED WITH  TELEVISION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	
MEMPHIS, TENNESSEE									
Arkansas:									
Arkansas	5.1	6.8	23.2	33,462	Pemiscot	9.3	11.5	43.0	27,432
California	3.7	5.6	20.1	13,052	Reynolds	.8	1.4	5.5	3,158
Colorado	1.1	2.0	7.4	3,613	Ripley	1.8	3.0	9.9	6,536
Connecticut	10.8	13.2	49.6	38,872	Shannon	.9	1.7	6.4	3,065
Delaware	10.7	13.6	52.9	38,734	Stoddard	6.7	8.3	30.5	23,602
District of Columbia	4.2	5.8	22.4	13,283	Tennessee:				
Florida	1.0	1.6	6.1	3,074	Benton	1.6	2.8	10.1	7,555
Georgia	4.3	6.6	24.7	16,909	Carroll	4.5	7.5	26.1	17,678
Idaho	3.7	5.4	19.3	14,828	Chester	1.5	2.5	10.0	5,792
Illinois	.8	1.5	5.5	2,785	Crockett	3.6	5.0	18.4	6,411
Indiana	4.8	7.0	26.0	20,631	Decatur	1.2	2.1	8.0	4,475
Iowa	2.9	4.1	15.8	11,917	Dyer	6.5	8.2	29.1	26,414
Kansas	4.3	6.1	23.8	12,708	Fayette	4.5	6.1	26.6	8,486
Kentucky	14.2	17.9	69.8	58,827	Gibson	10.0	14.8	50.5	33,871
Louisiana	3.3	4.7	17.9	12,060	Hardeman	3.3	4.9	21.8	8,832
Maine	5.4	7.0	28.0	24,622	Hardin	2.6	4.3	17.1	9,643
Maryland	2.0	2.7	11.0	7,422	Haywood	4.6	6.4	26.4	11,869
Massachusetts	1.8	2.9	11.8	8,596	Henderson	2.1	3.8	14.4	8,282
Michigan	6.7	9.0	35.5	21,532	Lake	1.8	3.0	11.9	6,804
Minnesota	.9	1.6	6.1	1,986	Lauderdale	4.9	6.5	25.0	12,718
Mississippi	.7	1.3	5.3	2,988	McNairy	3.5	5.8	22.4	12,031
Missouri	6.8	9.6	33.8	28,175	Madison	12.9	17.7	62.1	53,844
Montana	2.6	3.7	14.8	8,350	Obion	4.7	7.6	25.6	22,309
Nebraska					Shelby	141.5	156.7	550.0	703,150
Nevada					Tipton	5.7	7.5	30.0	15,039
New Hampshire					Weakley	3.9	6.9	23.5	12,959
New Jersey					Total	509.5	718.3	2,667.8	2,113,748
New Mexico					MERIDIAN, MISSISSIPPI				
New York					Alabama:				
North Carolina					Bibb (20%)	.5	.8	3.1	1,968
North Dakota					Choctaw	2.2	4.1	17.5	6,457
Ohio					Clarke	3.4	6.1	24.3	23,074
Oklahoma					Greene	1.8	3.4	14.2	6,815
Oregon					Hale	2.4	4.6	19.0	6,364
Pennsylvania					Marengo	3.9	6.8	26.8	16,155
Rhode Island					Perry (20%)	.5	.8	3.6	1,771
South Carolina					Pickens	2.9	5.1	21.8	12,011
South Dakota					Sumter	2.9	5.1	21.7	7,989
Tennessee					Washington	1.8	3.4	15.0	6,195
Texas					Mississippi:				
Utah					Attala	3.2	5.5	21.9	14,195
Vermont					Choctaw	.9	2.1	8.5	2,781
Virginia					Clarke	2.5	4.2	17.1	8,277
Washington					Clay	2.0	3.8	15.2	9,662
West Virginia					Forrest	8.3	14.0	48.7	58,115
Wisconsin					Jasper	2.8	4.1	17.6	7,368
Wyoming					Jones	11.6	17.2	63.6	39,472
					Kemper	1.7	2.9	12.9	3,296
					Lauderdale	15.2	19.6	66.5	69,305
					Leake	2.8	4.7	18.8	7,930
					Neshoba	3.3	5.7	22.2	9,055
					Newton	3.4	15.2	36.5	37,875
					Noxubee	2.3	4.0	17.3	7,686
					Oktibbeha	3.2	6.2	25.3	12,918
					Scott	2.8	4.8	19.4	19,896
					Smith	2.0	3.4	14.0	4,222
					Wayne	2.1	3.6	15.5	12,149
					Winston	2.9	5.1	20.4	11,042
					Total	95.3	166.3	628.4	424,043
					MIAMI-FORT LAUDERDALE, FLORIDA				
					Florida:				
					Broward	65.7	73.4	237.4	377,292
					Charlotte	1.3	1.9	5.5	9,497
					Collier	2.8	4.1	13.3	18,258
					Dade	220.2	246.1	800.1	1,470,987
					Glades	.4	.7	2.9	1,761
					Hendry	1.1	1.8	6.8	12,469
					Highlands	2.9	4.9	16.4	24,763

AUGUST CIRCULATION ESTIMATES

Utica-Rome	145,500
Roswell	55,700
St. Joseph	205,300
Salinas-Monterey	159,900
Salisbury	47,200
Salt Lake City	223,300
San Angelo	27,800
San Antonio	276,300
San Diego-Tijuana	283,400
Santa Barbara	90,600
Savannah	107,000
Scranton-Wilkes-Barre	253,400
Seattle-Tacoma	507,800
Sedalia	30,300

THESE ESTIMATES ARE UPDATED
MONTHLY IN
TELEVISION MAGAZINE'S
EXCLUSIVE CIRCULATION REPORT.

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VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands)

MIAMI-FORT LAUDERDALE, FLORIDA continued

Indian River	2.9	5.1	17.3	30,351
Lee	7.8	11.3	37.3	69,322
Martin	2.2	3.8	12.3	17,638
Monroe	10.5	14.5	53.3	44,043
Palm Beach	48.0	57.0	180.4	302,193
St. Lucie	4.9	8.4	30.6	51,557
Total:	370.7	433.0	1,413.6	2,430,131

MIDLAND-ODESSA, TEXAS

New Mexico:

Lea	10.7	16.7	57.2	88,153
-----	------	------	------	--------

Texas:

Andrews	2.2	3.0	10.5	11,294
Borden	.2	.2	1.1	336
Brewster	1.0	1.9	7.5	5,843
Crane	1.1	1.6	5.5	7,133
Dawson	4.4	6.1	22.7	24,115
Ector	19.0	23.5	80.1	114,669
Gaines	1.7	2.4	9.0	18,684
Glasscock	.1	.2	.9	151
Howard	7.3	9.4	33.9	53,773
Irian	.3	.4	1.6	513
Loving	.1	.1	.2	38
Martin	1.0	1.4	5.7	10,534
Midland	14.1	15.5	54.3	91,077

Mitchell	3.1	4.1	14.5
Pecos	1.5	2.7	10.7
Presidio	.7	1.4	5.7
Reagan	.6	.9	3.8
Reeves	3.0	4.9	18.5
Sterling	.2	.3	1.3
Terrell	.5	.9	2.9
Upton	1.1	1.6	5.3
Ward	3.1	4.7	17.4
Winkler	2.3	3.4	11.6
Total	79.3	108.2	381.9

MILWAUKEE, WISCONSIN

Michigan:

Mason	5.5	6.7	21.5
Oceana	3.8	4.6	16.5

Wisconsin:

Calumet	5.0	5.6	20.2
Columbia	9.2	11.0	36.4
Dodge	15.7	17.2	60.3
Fond Du Lac	18.6	20.8	72.8
Green Lake	3.6	4.6	15.6
Jefferson	12.2	13.4	46.0
Kenosha	24.1	26.1	86.3
Manitowoc	18.8	20.6	71.1
Marquette	2.1	2.7	9.4
Milwaukee	288.0	307.9	1,032.1
Ozaukee	7.1	7.7	27.1
Racine	34.3	37.1	124.2
Rock	28.8	32.8	108.0
Sheboygan	24.3	26.6	88.0
Walworth	13.7	15.0	48.8
Washington	9.5	10.3	36.1
Waukesha	32.5	35.2	125.0
Waushara	3.3	4.2	13.9
Winnebago	27.2	30.4	102.9
Total	587.3	640.5	2,162.2

MINNEAPOLIS-ST. PAUL, MINNESOTA

Iowa:

Emmet	3.0	4.2	14.2
Kossuth	5.8	7.5	26.2
Polo Alto	2.9	4.0	13.6

Minnesota:

Aitkin	2.9	3.7	12.5
Anoka	15.0	16.0	59.1
Benton	3.2	4.5	17.5
Big Stone	1.6	2.4	9.2
Blue Earth	11.0	11.9	41.4
Brown	7.0	8.1	28.5
Carlton	5.6	7.0	26.5
Carver	4.9	5.3	19.5
Cass	2.8	5.1	19.0
Chippewa	3.1	4.8	16.7
Chisago	3.8	4.1	13.7
Cottonwood	3.7	4.7	16.2
Crow Wing	6.4	9.5	31.7
Dakota	16.3	17.3	64.2
Dodge	3.1	3.6	12.8
Douglas	4.0	6.6	22.8
Faribault	5.9	7.4	25.8
Fillmore	5.7	7.2	24.7
Goodhue	9.8	10.4	35.5
Grant	1.7	2.7	9.7
Hennepin	229.5	244.1	795.0
Houston	3.5	4.4	15.5
Hubbard	1.6	2.9	10.2
Isanti	2.6	2.8	11.4
Jackson	3.9	4.5	15.7
Kanabec	1.9	2.4	8.3

THE 1 STATION to cover "Oil-Rich" West Texas

Counties shown: YOAKUM, TERRY, BROWNFIELD, GARZA, KENT, Seagraves, Hobbs, Odessa CBS, Gaines, Dawson, Borden, Scurry, Andrews, Big Spring CBS, Martin, Howard, Mitchell, Andrews, Midland, Glasscock, Sterling, Winkler, Ector, Midland, Glasscock, Sterling, Monahan, Crane, Upton, Reagan, Irian, Ward, Crane, Rankin, Big Lake, Pecos, McCamey.

Comparative Grade B Coverage

Only KMID-TV can deliver the advertiser's message to a maximum audience in the vital "oil-rich" West Texas market.

KMID-TV is the ONE NBC-ABC affiliate covering the area served by two CBS stations.

Represented by: Venard, Rintoul & McConnell, Inc.
In the South by: Clarke Brown Company

KMID-TV
Channel 2
MIDLAND • ODESSA • BIG SPRING

NBC 100 KW abc

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the **BIG BUY**
 in Milwaukee is
 the **BIG MOVIE**
 on **WISN-TV**



Monday through Friday 10:15 P.M.

Here is the result of a telephone coincidental survey taken by the American Research Bureau during the second week of WISN-TV's new series of award winning motion pictures, "the BIG MOVIE." The high rating combined with WISN-TV's low cost for this time segment equal one of the lowest cost per thousand figures anywhere.

AVERAGE RATING	COST PER THOUSAND
July 7 through July 11	for a 1-minute spot
16.1	\$1.14

Cost per thousand is based on the rate for a 1-minute spot in the BIG MOVIE, Monday through Friday. Incidentally, WISN-TV's 16.1 rating compares with a 9.0, a 7.4 and a 7.0 for the other three Milwaukee area stations.

John B. Soell
 Vice-President
 and Station Manager

WISN-TV 12

Basic ABC Affiliate

Represented by
 Edward Petry & Co.
 Incorporated

"I Know How to Spell Television..."

... announced a Minneapolis youngster recently when her teacher suggested "TV" as the abbreviation of a word first graders might find too long to spell.

"All right," said the teacher, "how *do* you spell television?"

"W C C O," replied the little girl, proudly.

This warm little incident has a real significance. To the vast majority of men, women AND children in the Minneapolis-St. Paul area, "television" means WCCO. It is the station which every month for the past 5½ years has commanded the audience in more quarter-hours than all competing television stations combined; has had more of the Top 15 programs than all other channels put together.*

WCCO Television is *the* station in Minneapolis-St. Paul. It is *the* station if you want to reach more of the people more of the time in the Northwest. It's good company to more viewers. That's the best company for your advertising.

* *Telepulse*



WCCO television



CBS IN THE NORTHWEST

MINNEAPOLIS-ST. PAUL, MINNESOTA continued				MISSOULA, MONTANA				MOBILE, ALABAMA				MONTGOMERY, ALABAMA			
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Kandiyohi	6.8	8.2	31.1	36,957	Rolette	1.3	2.2	9.6	9,021	Louisiana.					
Lac Qui Parle	2.6	3.9	14.3	12,748	Sheridan	.8	1.1	4.5	3,583	Avoyelles	7.2	10.5	38.5	21,675	
Le Sueur	5.0	5.9	20.3	24,997	Towner	.7	1.2	4.8	6,296	Bienville	2.8	4.3	16.7	8,044	
Lincoln	2.2	3.0	10.5	9,673	Ward	9.9	11.9	42.2	68,691	Caldwell	1.9	2.7	10.0	5,207	
Lyon	4.6	6.6	23.2	31,192	Wells	1.8	2.6	9.6	10,748	Catahoula	1.8	2.7	10.9	8,192	
McLeod	6.5	7.3	25.6	33,134	Williams	4.8	9.2	30.5	34,030	Claiborne	4.0	6.1	23.0	15,385	
Martin	6.5	8.1	28.3	38,283	Total	37.0	55.8	205.3	224,712	Concordia	2.4	3.7	14.0	12,658	
Meeker	4.6	5.5	19.9	19,214	MISSOULA, MONTANA				East Carroll	2.8	3.9	15.1	7,579		
Mille Lacs	3.6	5.1	17.9	15,492	Montana:					Franklin	5.1	7.1	28.7	12,580	
Morrison	4.5	7.1	27.5	24,918	Beaverhead	1.3	2.5	6.4	9,815	Grant	2.5	3.4	13.4	5,712	
Nicollet	4.7	5.5	23.6	15,772	Broadwater	.4	.8	2.7	2,569	Jackson	2.6	3.6	14.5	26,609	
Nobles	5.6	6.5	23.3	36,349	Deer Lodge	2.9	5.5	19.8	17,744	La Salle	2.7	3.9	13.9	8,748	
Olmsted	13.2	14.0	50.5	84,442	Flathead	7.2	10.9	34.1	42,128	Lincoln	4.7	6.9	26.9	20,919	
Pine	3.8	4.8	17.0	14,852	Granite	.5	1.0	3.0	6,095	Madison	3.1	4.4	16.5	11,701	
Pope	2.2	3.6	13.0	8,524	Jefferson	.5	1.0	4.1	3,500	Morehouse	7.0	9.9	38.1	21,683	
Ramsey	116.7	124.1	411.1	533,994	Lake	2.1	3.4	11.8	10,850	Natchitoches	6.5	9.3	37.0	18,208	
Redwood	5.2	6.5	23.2	29,992	Lewis & Clark	5.0	9.5	28.1	36,910	Ouachita	20.8	25.5	88.5	109,686	
Renville	5.7	7.1	25.6	30,601	Meagher	.4	.8	2.2	2,256	Richland	5.1	6.4	25.1	16,529	
Rice	8.9	9.5	39.5	34,349	Missoula	9.4	13.7	42.1	50,830	Tensas	2.3	3.2	12.3	6,240	
Scott	4.5	4.8	18.5	22,026	Powell	1.0	1.9	6.6	7,657	Union	3.2	4.7	18.7	9,494	
Sherburne	2.3	2.6	10.0	10,550	Ravalli	2.0	3.8	12.0	10,184	Webster	8.2	10.4	38.3	28,157	
Sibley	3.4	3.8	14.1	16,351	Silver Bow	18.2	20.9	58.1	71,942	West Carroll	3.0	3.7	15.4	7,134	
Stearns	17.7	19.6	83.0	85,915	Total	50.9	75.7	231.0	272,480	Winn	3.1	4.3	15.9	9,625	
Steele	6.0	7.0	24.0	29,377	MOBILE, ALABAMA				Mississippi:						
Stevens	1.9	2.8	10.8	13,036	Alabama:					Adams	6.1	10.2	36.5	37,875	
Swift	3.0	4.4	15.8	19,683	Baldwin	9.7	11.9	44.9	35,693	Bolivar	8.6	15.6	59.3	35,499	
Todd	4.3	6.8	25.0	18,765	Choctaw	2.2	4.1	17.5	6,457	Claiborne	1.6	2.6	10.5	6,235	
Traverse	1.3	2.0	7.3	9,096	Clarke	3.4	6.1	24.3	23,074	Franklin	1.4	2.4	9.5	3,891	
Wabasha	4.8	5.4	19.0	17,663	Conecuh	2.4	4.3	18.9	8,587	Humphreys	2.9	4.8	19.9	9,429	
Wadena	2.1	3.8	14.2	19,846	Covington	5.4	9.2	37.7	28,205	Issaquena	.6	1.0	4.1	599	
Waseca	4.1	4.9	16.8	17,301	Escambia	5.1	7.4	30.3	25,729	Jefferson	1.4	2.4	9.3	4,687	
Washington	10.7	11.4	41.2	34,266	Mobile	67.4	76.5	276.4	296,362	Sharkey	1.6	2.6	10.9	7,636	
Watonwan	3.3	4.2	14.6	17,966	Monroe	2.9	5.4	22.7	13,984	Warren	9.2	13.3	42.0	43,773	
Winona	8.8	11.6	40.6	42,313	Washington	1.8	3.4	15.0	6,195	Washington	11.9	20.1	71.0	61,646	
Wright	7.6	8.6	31.0	28,241	Wilcox	2.6	4.8	21.5	5,653	Total	166.7	241.5	895.6	690,539	
Yellow Med	3.4	4.8	17.0	15,405	MISSISSIPPI:										
Wisconsin:					Florida:										
Barron	9.0	10.8	36.9	39,469	Bay	11.9	16.1	60.6	69,513	Autauga	2.3	4.1	17.0	6,281	
Bayfield	2.9	3.8	12.8	7,527	Calhoun	1.1	1.8	7.2	7,124	Barbour	3.6	6.5	26.1	15,472	
Buffalo	3.6	4.3	15.3	11,081	Escambia	34.4	43.0	161.5	197,434	Bibb	2.5	3.8	15.5	9,840	
Burnett	2.3	2.9	9.5	6,978	Gulf	1.6	2.7	9.9	8,031	Bullock	2.1	3.5	14.7	6,183	
Chippewa	10.4	12.3	46.5	54,041	Holmes	1.5	2.8	12.0	7,084	Butler	3.9	6.4	26.5	16,808	
Dunn	6.5	7.7	27.6	28,034	Okaloosa	8.2	12.4	55.7	50,613	Chambers	6.7	9.7	36.9	15,753	
Eau Claire	16.0	17.7	60.2	66,987	Santa Rosa	3.8	5.8	23.6	23,079	Chilton	4.3	6.4	24.7	16,107	
Jackson	3.9	4.8	16.2	14,892	Walton	1.9	3.7	14.7	15,973	Clarke	3.4	6.1	24.3	23,074	
Pepin	1.8	2.1	7.5	9,562	Washington	1.3	2.7	10.7	5,845	Clay	1.9	3.0	12.1	6,852	
Pierce	5.2	6.2	21.6	25,541	Mississippi:					Coffee	4.3	7.3	28.9	24,967	
Polk	6.7	7.4	24.4	26,131	Forrest	8.3	14.0	48.7	58,115	Conecuh	2.4	4.3	18.9	8,587	
Price	3.5	4.6	15.4	15,407	George	1.4	2.5	10.7	8,332	Coosa	1.6	2.5	10.5	2,861	
Rusk	3.4	4.5	16.2	12,256	Greene	1.0	1.7	7.1	2,591	Covington	5.4	9.2	37.7	28,205	
St. Croix	7.2	7.9	27.5	29,039	Hancock	2.3	2.9	11.0	8,872	Crenshaw	2.7	4.3	17.3	7,301	
Sawyer	2.2	2.9	9.7	10,291	Harrison	22.8	30.0	115.0	104,149	Dale	3.2	5.2	20.4	12,537	
Taylor	3.6	4.7	17.7	13,303	Jackson	10.1	11.7	42.5	36,521	Dallas	9.6	14.5	58.0	41,480	
Tempealeau	5.6	6.8	24.4	23,308	Jones	11.6	17.2	63.6	39,472	Elmore	5.1	7.4	30.1	14,749	
Washburn	2.5	3.2	11.0	14,887	Lamar	1.9	3.3	12.9	4,198	Geneva	3.1	5.9	22.6	20,808	
Total	770.6	884.5	3,065.8	3,659,409	Marion	3.1	5.7	22.0	16,897	Henry	2.1	3.7	16.2	12,542	
					Pearl River	4.4	5.5	20.6	18,317	Houston	9.6	13.6	50.7	54,500	
					Perry	1.2	2.1	8.4	3,790	Lee	7.6	11.2	47.5	31,888	
					Stone	.8	1.5	5.9	6,785	Lowndes	2.0	3.5	15.5	5,443	
					Walthall	1.7	3.2	13.3	8,469	Macon	4.0	6.4	29.3	10,087	
					Total	239.2	325.4	1,246.8	1,151,143	Monroe	2.9	5.4	22.7	13,987	
					MONROE, LOUISIANA				Montgomery	39.6	45.7	163.0	178,704		
					Arkansas:					Perry	2.7	4.1	17.9	8,853	
					Ashley	3.5	5.2	20.0	19,038	Pike	4.5	7.2	27.7	17,063	
					Chicot	3.7	5.4	18.8	13,915	Tallapoosa	6.1	8.8	34.1	26,819	
					Union	11.4	15.3	52.4	54,551	Wilcox	2.6	4.8	21.5	5,650	
										Florida:					
										Holmes	1.5	2.8	12.0	7,084	
										Walton	1.9	3.7	14.7	15,973	
										Washington	1.3	2.7	10.7	5,845	
										Total	156.5	233.7	925.7	672,299	

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MUNCIE, ALABAMA								MUNCIE, ALABAMA						
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)			
MUNCIE, ALABAMA				Grayson	2.6	4.3	15.6	10,961	Dickson	3.5	4.9	17.8	12,55	
Indiana:				Green	1.9	3.0	10.5	6,342	Fentress	1.8	3.3	15.2	5,77	
Blackford		4.3	14.2	15,260	Hart	2.3	3.8	13.5	7,438	Franklin	3.1	6.2	25.0	16,01
Delaware	UHF	33.8	108.2	120,288	Hopkins	7.4	12.1	40.7	30,811	Giles	3.7	6.7	24.9	17,24
Grant	DI	22.6	74.1	72,681	Larue	1.7	2.7	10.2	5,925	Grundy	1.8	2.9	12.4	5,07
Jay	on county basis	7.4	23.1	23,058	Lincoln	2.6	4.4	16.7	8,876	Henderson	2.1	3.8	14.4	8,28
Madison		37.9	120.5	138,989	Livingston	1.0	1.8	6.4	2,985	Henry	3.7	6.5	21.6	16,84
Randolph		9.4	29.0	28,697	Logan	4.1	5.7	20.9	15,847	Hickman	2.2	3.1	12.5	5,40
Total	+97.8	115.4	369.1	398,973	Lyon	.9	1.6	6.5	2,818	Houston	.8	1.1	4.3	1,88
NASHVILLE, TENNESSEE				Mc Cracken	14.5	22.0	69.1	74,111	Humphreys	2.1	2.8	10.1	7,44	
Alabama:				McLean	1.5	2.5	9.5	5,442	Jackson	1.6	2.6	10.7	3,67	
Lauderdale	9.1	15.8	58.3	50,298	Marshall	3.5	5.6	18.4	16,211	Lawrence	4.1	7.0	27.4	21,30
Illinois:				Metcalfe	1.3	2.2	8.4	2,877	Lewis	1.1	1.5	6.0	3,19	
Hardin	1.5	2.0	6.9	3,744	Monroe	1.7	3.0	11.6	9,174	Lincoln	3.4	6.7	25.1	17,19
Johnson	2.0	2.5	8.5	6,512	Muhlenberg	4.8	7.6	28.1	18,125	Macon	2.5	3.5	12.8	5,00
Massac	4.6	5.9	18.0	15,906	Ohio	2.7	4.7	16.7	8,020	Marshall	3.8	5.1	17.9	13,00
Pope	1.2	1.5	5.0	2,899	Pulaski	4.7	8.6	32.6	19,727	Mauzy	9.0	11.9	42.1	35,10
Kentucky:				Russell	1.6	2.6	10.6	4,250	Montgomery	10.2	12.4	51.9	43,30	
Adair	2.2	3.5	13.5	8,152	Simpson	2.0	2.8	9.5	10,358	Moore	.6	1.1	4.1	800
Allen	2.1	3.4	11.5	11,031	Taylor	2.6	4.1	14.9	10,946	Morgan	1.7	3.2	15.2	2,800
Barren	5.1	8.4	28.9	24,010	Todd	2.4	3.3	11.5	7,276	Overton	2.4	4.0	16.2	6,800
Butler	1.3	2.2	9.1	2,455	Trigg	1.3	2.2	8.8	5,018	Perry	.7	1.5	5.6	2,400
Caldwell	1.8	3.5	11.6	11,100	Union	2.3	4.1	14.9	13,741	Pickett	.5	1.0	4.3	1,200
Calloway	3.4	5.8	19.3	20,973	Warren	9.0	13.0	43.7	41,896	Putnam	5.3	8.3	31.7	18,900
Casey	2.2	3.6	15.3	5,833	Wayne	1.5	3.5	14.7	4,209	Robertson	6.0	7.6	27.6	18,400
Christian	12.3	17.3	68.5	45,589	Webster	2.5	4.5	14.4	9,892	Rutherford	9.5	11.6	44.1	35,500
Clinton	.9	2.0	8.4	3,799	Tennessee:				Scott	2.2	4.0	18.3	7,600	
Crittenden	1.4	2.7	9.7	5,854	Bedford	5.0	6.7	23.6	16,820	Smith	2.5	3.5	12.7	6,600
Cumberland	1.5	2.5	9.7	3,791	Benton	1.6	2.8	10.1	7,555	Stewart	1.3	1.8	7.4	3,700
Edmonson	1.0	1.7	6.9	3,048	Benton	1.6	2.8	10.1	7,555	Sumner	7.8	8.8	32.3	21,000
Graves	6.3	10.9	34.0	27,063	Cannon	1.5	2.0	7.8	4,358	Trousdale	.9	1.3	5.5	3,000
				Carroll	4.5	7.5	26.1	17,678	Warren	4.1	6.7	23.5	18,200	
				Cheatham	1.6	2.0	7.8	4,827	Wayne	1.7	3.3	13.4	5,200	
				Clay	1.0	1.7	7.1	1,825	Weakley	3.9	6.9	23.5	12,500	
				Coffee	5.8	7.6	27.4	21,808	White	2.1	4.0	15.7	8,200	
				Cumberland	2.5	4.7	20.5	12,855	Williamson	4.9	5.7	22.2	21,000	
				Davidson	93.6	104.9	370.2	475,429	Wilson	5.7	7.7	27.1	20,000	
				Decatur	1.2	2.1	8.0	4,475	Total	388.8	559.5	2,042.9	1,632,000	
				De Kalb	1.9	2.6	10.3	5,117						

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NASHVILLE GROCCERS AND DRUGGISTS AGREE

WSM-TV SELLS MORE EFFECTIVELY

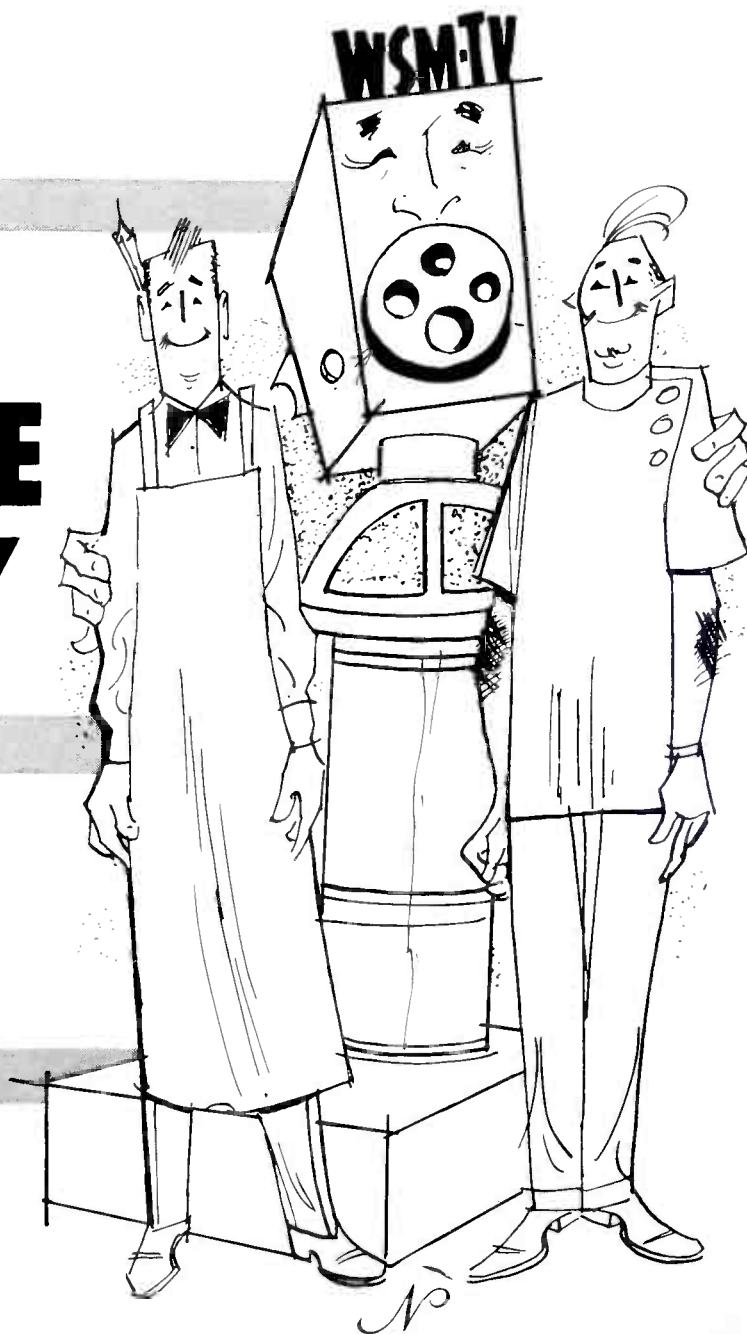
IN MIDDLE TENNESSEE

In a July special ARB survey of Nashville and Davidson County druggists and grocers, the following facts were established:

- Q. "If a product is advertised on TV, do you notice more demand for it in your store?"
- A. More Demand. Grocers—82%.
Druggists—91%.
- Q. "From an advertising point of view, which Nashville TV station do you think is most effective?"
- A. 33 1/3% more grocers preferred WSM-TV over Station B and almost twice as many over Station C.

Almost Twice as Many Druggists Preferred WSM-TV as Station B and C Combined.

Are you using Nashville's most effective TV Station?



Nashville, Tennessee

WAVY-TV

serves the nation's

27th market

TIDEWATER

VIRGINIA*

Serving Norfolk, Portsmouth, Newport News and 42 Counties in Virginia and North Carolina

DID YOU KNOW:

The 27th Market* showed the second highest population increase during 1957 . . . a remarkable 7.2%. More than twice the average increase of the top 30 Markets.

DID YOU KNOW:

That the new WAVY-TV is in first place in more quarter hour periods between 6:00 p.m. and 12 midnight, seven days a week**

DID YOU KNOW:

That 'Sales Management Magazine' has forecast that Tidewater Virginia will be the nation's 20th metropolitan county market by 1965 . . . For sales success buy the fastest growing station in one of the fastest growing major metropolitan markets.



** ARB MARCH 1958

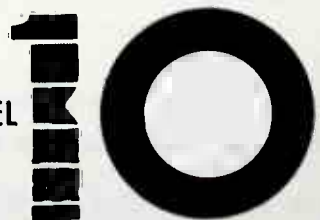
WAVY-TV

REPRESENTED NATIONALLY BY H-R

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

CHANNEL



*SALES MANAGEMENT SURVEY BUYING POWER, MAY 10, 1958 - METROPOLITAN COUNTY AREAS - NORFOLK - PORTSMOUTH, & NEWPORT NEWS - HAMPTON

	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)
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NEW BRITAIN-HARTFORD, CONNECTICUT

Connecticut:												
Hartford	170.8	186.5	641.6	954,127								
Litchfield	31.5	34.3	113.8	138,956								
Middlesex	20.5	22.3	79.0	108,400								
New Haven	169.1	183.9	624.2	835,890								
New London	45.4	49.7	169.9	222,075								
Tolland	14.3	15.6	58.8	40,420								
Windham	19.4	21.1	70.1	85,716								
Massachusetts:												
Berkshire	38.3	41.8	139.3	182,999								
Franklin	15.4	17.3	55.2	56,807								
Hampden	109.2	118.3	402.2	518,910								
Hampshire	20.7	23.1	87.9	88,442								
New York:												
Columbia	13.0	14.1	45.5	55,036								
Dutchess	38.1	42.2	159.5	184,444								
Putnam	5.7	6.6	22.9	36,566								
Total	711.4	776.8	2,669.9	3,508,788								

Forrest	8.3	14.0	48.7	58,115								
George	1.4	2.5	10.7	8,332								
Greene	1.0	1.7	7.1	2,591								
Hancock	2.3	2.9	11.0	8,872								
Harrison	22.8	30.0	115.0	104,149								
Jackson	10.1	11.7	42.5	36,521								
Jeff Davis	2.0	3.5	14.6	6,018								
Jones	11.6	17.2	63.6	39,472								
Lamar	1.9	3.3	12.9	4,198								
Lawrence	1.6	2.7	10.9	5,102								
Marion	3.1	5.7	22.0	16,897								
Pearl River	4.4	5.5	20.6	18,317								
Perry	1.2	2.1	8.4	3,790								
Pike	5.5	9.0	33.5	31,377								
Stane	.8	1.5	5.9	6,785								
Walthall	1.7	3.2	13.3	8,469								
Wilkinson	1.4	2.9	12.6	5,762								
Total	464.8	583.5	2,137.5	2,099,572								

Camden	1.0	1.4	5.1	814								
Chowan	1.8	2.9	12.7	9,564								
Currituck	1.3	1.8	6.1	3,421								
Dare	.8	1.3	5.3	7,421								
Gates	1.7	2.3	9.6	3,904								
Halifax	8.9	13.2	60.9	47,092								
Hertford	3.5	4.8	22.1	17,658								
Hyde	.9	1.4	5.8	1,989								
Martin	4.2	6.1	28.8	17,873								
Northhampton	4.3	5.9	28.2	9,162								
Pasquotank	5.4	7.3	27.8	29,295								
Perquimans	1.8	2.5	9.5	8,867								
Tyrrell	.8	1.2	5.1	2,371								
Washington	1.9	3.0	13.4	10,109								

Virginia:												
Accomack	6.4	10.0	34.5	29,186								
Brunswick	2.5	4.2	20.5	11,272								
Caroline	2.1	2.7	12.4	10,304								
Charles City	.7	.9	4.7	529								
Dinwiddie	12.3	14.0	57.0	69,787								
Essex	1.2	1.5	6.4	10,872								
Gloucester	2.3	3.0	10.9	9,987								
Greensville	2.8	4.0	17.6	14,529								
Isle of Wight	2.4	3.7	16.1	10,519								
James City	2.2	2.8	15.4	19,544								
King & Queen	1.1	1.4	6.7	2,485								
King George	1.2	1.7	6.9	4,283								
King William	1.5	1.9	7.9	9,608								
Lancaster	1.7	2.3	8.5	12,288								
Lunenburg	2.1	3.5	14.6	7,784								
Mathews	1.3	1.7	6.5	4,942								
Middlesex	1.5	1.9	7.0	6,201								
Nansemond	8.2	10.4	40.6	37,323								
New Kent	.8	1.0	4.1	2,586								
Newport News	43.9	49.2	187.9	197,132								
Norfolk	126.6	141.5	507.8	536,518								
Northampton	3.0	4.6	17.4	16,207								
Northumberland	1.8	2.4	9.6	5,252								
Prince George	7.8	10.1	45.7	42,288								
Princess Anne	16.6	19.8	81.1	56,790								
Richmond	1.0	1.4	5.9	18,667								
Southampton	4.1	6.3	27.1	21,788								
Surry	1.2	1.5	6.6	1,979								
Sussex	2.0	2.9	13.3	9,582								
Westmoreland	2.1	2.8	10.9	11,082								
York	3.6	4.6	18.0	12,098								
Total	*1326.0	403.4	1,581.3	1,472,756								

NEW YORK, NEW YORK

Connecticut:												
Fairfield	162.3	176.8	603.5	924,558								
Litchfield	31.5	34.3	113.8	138,956								
Middlesex	20.5	22.3	79.0	108,400								
New Haven	169.1	183.9	624.2	835,890								
New Jersey:												
Bergen	203.4	221.8	724.1	878,802								
Essex	269.6	295.3	991.9	1,288,289								
Hudson	178.3	192.7	634.7	626,480								
Hunterdon	13.5	14.7	48.5	57,202								
Mercer	66.2	71.7	265.4	407,316								
Middlesex	90.7	98.9	343.8	397,413								
Monmouth	83.5	89.5	298.6	370,282								
Morris	54.5	59.2	211.5	243,186								
Ocean	22.3	24.2	73.7	146,564								
Passaic	106.3	115.7	372.1	583,563								
Somerset	31.7	34.6	124.5	107,810								
Sussex	10.7	11.8	38.9	48,659								
Union	128.6	138.9	470.6	637,939								
Warren	16.7	18.4	60.5	61,047								
New York:												
Bronx	395.0	436.7	1,421.5	1,164,649								
Dutchess	38.1	42.2	159.5	184,444								
Kings	734.1	792.8	2,587.9	2,456,421								
Nassau	343.3	365.2	1,233.5	1,750,306								
New York	534.9	599.7	1,776.3	4,276,654								
Orange	47.8	52.4	175.0	228,358								
Putnam	5.7	6.6	22.9	36,566								
Queens	515.3	557.9	1,785.2	1,865,736								
Richmond	55.5	60.1	214.2	184,948								
Rockland	27.4	29.6	116.4	118,601								
Suffolk	139.2	152.4	555.8	607,712								
Sullivan	12.1	13.4	43.1	84,350								
Ulster	30.3	33.5	106.9	121,528								
Westchester	212.7	226.6	766.0	1,089,152								
Pennsylvania:												
Monroe	9.5	10.6	35.8	46,201								
Pike	2.4	3.0	8.9	7,925								
Wayne	6.0	7.5	26.6	24,418								
Total	4,768.7	5,194.9	17,114.8	22,110,325								

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ODESSA-MIDLAND, TEXAS												
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	
New Mexico:												
Lea	10.7	16.7	57.2	88,153								
Texas:												
Andrews	2.2	3.0	10.5	11,294								
Borden	.2	.2	1.1	336								
Brewster	1.0	1.9	7.5	5,843								
Crane	1.1	1.6	5.5	7,133								
Dawson	4.4	6.1	22.7	24,115								
Ector	19.0	23.5	80.1	114,669								
Gaines	1.7	2.4	9.0	18,684								
Glasscock	.1	.2	.9	151								
Howard	7.3	9.4	33.9	53,773								
Irion	.3	.4	1.6	513								
Loving	.1	.2	.2	38								
Martin	1.0	1.4	5.7	10,534								
Midland	14.1	16.5	54.3	91,077								
Mitchell	3.1	4.1	14.5	11,760								
Pecos	1.5	2.7	10.7	11,328								
Presidio	.7	1.4	5.7	5,272								
Reagan	.6	.9	3.8	4,718								
Reeves	3.0	4.9	18.5	24,238								
Sterling	.2	.3	1.3	1,866								
Terrell	.5	.9	2.9	2,851								
Upton	1.1	1.6	5.3	7,392								
Ward	3.1	4.7	17.4	16,723								
Winkler	2.3	3.4	11.6	16,526								
Total	79.3	108.2	381.9	528,987								

OKLAHOMA CITY, OKLAHOMA

Kansas:				
Barber	2.2	2.8	8.7	13,267

Comanche	.8	1.0	3.2	3,067
Cowley	10.2	12.4	38.1	46,389
Harper	2.4	3.0	10.0	11,444
Kingman	2.6	3.3	10.7	9,421
Kiowa	1.1	1.4	4.8	5,275
Pratt	3.1	3.9	12.5	20,696
Sumner	7.1	8.9	26.9	27,759

Oklahoma:

Alfalfa	2.0	2.6	8.2	8,985
Atoka	2.1	2.8	10.6	5,695
Beckham	3.7	5.8	18.3	24,255
Blaine	3.0	3.7	12.6	12,613
Caddo	6.2	7.8	26.9	26,618
Canadian	5.9	6.8	23.1	25,986
Carter	10.4	13.8	44.9	48,738
Cleveland	9.4	10.7	42.8	35,282
Coal	1.0	1.4	5.9	3,262
Comanche	17.7	20.5	74.0	74,999
Creek	11.0	12.6	41.2	32,950
Custer	3.9	5.5	17.8	24,662
Dewey	1.3	1.8	6.6	4,724
Ellis	1.4	2.1	6.9	5,216
Garfield	13.1	15.7	50.5	78,266
Garvin	7.5	9.3	32.4	24,871
Grady	8.3	9.6	31.3	34,326
Grant	1.8	2.3	7.9	8,543
Greer	1.6	2.5	8.4	7,397
Harmon	1.1	1.7	6.3	6,949
Harper	.9	1.3	4.7	4,535
Haskell	1.6	2.6	10.5	5,149
Hughes	3.1	4.4	15.1	11,839
Jackson	5.1	7.7	25.2	25,338
Johnston	1.7	2.3	8.9	4,360
Kay	13.3	15.8	49.7	59,376
Kingfisher	2.5	3.0	10.4	11,819
Kiowa	3.3	4.3	14.4	15,796
Latimer	1.2	1.9	7.0	2,882
Lincoln	4.7	5.6	18.9	18,798
Logan	4.4	5.7	18.6	18,449
McClain	3.2	4.1	14.3	9,221
McIntosh	2.3	3.2	12.5	7,746
Major	1.9	2.5	8.4	5,467
Murray	2.5	3.3	11.0	11,974
Noble	2.4	3.0	9.7	10,792
Okfuskee	2.8	3.7	13.4	7,634
Oklahoma	115.5	130.0	406.6	539,085
Osage	8.8	10.0	34.7	33,892
Pawnee	3.0	3.7	12.4	11,381
Payne	9.9	12.8	45.3	41,685
Pittsburg	7.0	9.3	33.4	30,371
Pontotoc	7.6	9.1	30.2	33,791
Pottawatomie	10.6	13.3	44.3	44,349
Roger Mills	1.1	1.5	5.5	4,057
Seminole	8.5	10.5	37.2	25,222
Stephens	9.1	11.1	36.6	44,225
Washita	3.1	4.1	14.2	10,765
Woods	2.6	3.9	12.7	13,529
Woodward	2.3	3.5	12.5	13,569

Texas:

Hemphill	.8	1.2	4.2	4,046
Lipscomb	.7	1.1	3.7	3,672
Ochiltree	1.3	2.0	7.0	16,089
Roberts	.2	.3	1.0	2,164
Total	390.9	477.5	1,585.7	1,734,722

OMAHA, NEBRASKA

Iowa:				
Adair	2.9	3.6	11.3	10,099
Adams	2.0	2.4	7.9	6,806

Audubon	3.2	3.4	11.6	12,111
Buena Vista	5.9	7.1	22.2	28,555
Carroll	5.9	6.4	22.3	31,655
Cass	5.7	6.1	18.3	26,556
Cherokee	4.7	5.1	18.6	18,556
Crawford	5.0	5.4	18.6	18,375
Fremont	3.0	3.2	10.7	8,885
Harrison	5.0	5.3	17.3	17,155
Ida	3.0	3.2	10.5	9,885
Mills	3.0	3.3	12.8	10,385
Monona	4.5	4.8	15.4	14,585
Montgomery	4.7	5.1	15.1	20,485
Page	6.9	7.4	24.0	29,985
Pottawattamie	21.0	22.3	72.5	75,485
Ringgold	2.3	2.8	8.7	6,385
Sac	4.3	5.2	16.7	19,085
Shelby	4.1	4.4	15.0	14,085
Taylor	3.1	3.8	11.5	6,985
Union	4.6	5.7	17.2	16,285

Kansas:

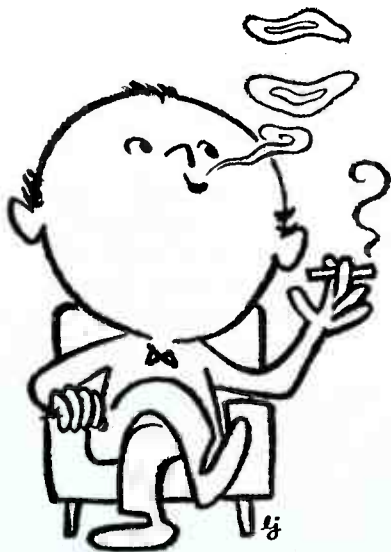
Clay	2.5	3.6	10.9	13,585
Cloud	3.1	4.9	15.2	17,385
Jewell	1.7	2.6	8.3	4,685
Mitchell	1.8	2.8	9.1	14,185
Republic	2.5	3.5	10.3	8,485
Washington	2.6	3.7	11.9	7,185

Missouri:

Atchison	2.2	3.0	0.0	10,785
Holt	1.9	2.6	18.5	9,285
Nodaway	5.5	7.5	23.9	21,785

Nebraska:

Antelope	2.4	3.3	10.6	13,585
Boone	2.0	2.9	10.1	9,485
Burl	2.9	3.3	10.9	14,485
Butler	2.9	3.5	11.8	9,885
Cass	5.1	5.5	17.4	15,785
Cedar	3.3	3.6	13.3	12,785
Clay	2.5	3.1	9.1	7,385
Colfax	2.8	3.3	10.6	15,485
Cuming	3.2	3.6	12.7	14,485
Dakota	3.3	3.5	11.9	11,285
Dixon	2.5	2.7	9.1	7,785
Dodge	9.0	9.6	29.9	45,885
Douglas	92.6	98.5	321.3	444,785
Fillmore	2.4	3.0	8.8	11,785
Gage	7.0	8.0	26.8	32,585
Hamilton	2.5	2.9	8.7	10,885
Jefferson	3.6	4.4	13.5	14,885
Johnson	1.7	1.9	6.1	6,185
Knox	3.0	4.2	14.2	14,685
Lancaster	42.8	45.8	143.9	175,585
Madison	7.2	7.9	26.0	40,585
Merrick	1.8	2.6	8.1	10,385
Nance	1.2	1.7	6.2	5,585
Nemaha	2.9	3.5	11.6	15,885
Nuckolls	2.3	2.9	10.0	10,885
Otoe	4.9	5.3	16.3	21,585
Pawnee	1.7	2.0	5.7	16,585
Pierce	1.9	2.6	8.6	3,985
Platte	5.7	6.3	21.5	31,985
Polk	2.2	2.6	8.0	8,185
Richardson	3.9	4.7	14.6	14,585
Saline	3.7	4.5	13.1	1,2785
Sarpy	6.6	7.0	26.4	1,3585
Saunders	5.2	5.5	17.1	2,1085
Seward	3.3	4.1	13.1	11,7385
Stanton	1.5	1.8	6.1	4,585
Thayer	2.4	3.0	9.7	2685
Ihurston	2.1	2.4	8.5	8,0985
Washington	3.4	3.6	11.7	14,885
Wayne	2.7	2.9	10.3	11,485
York	3.9	4.6	14.4	15,485
Total	396.6	448.3	1,454.0	1,611,848



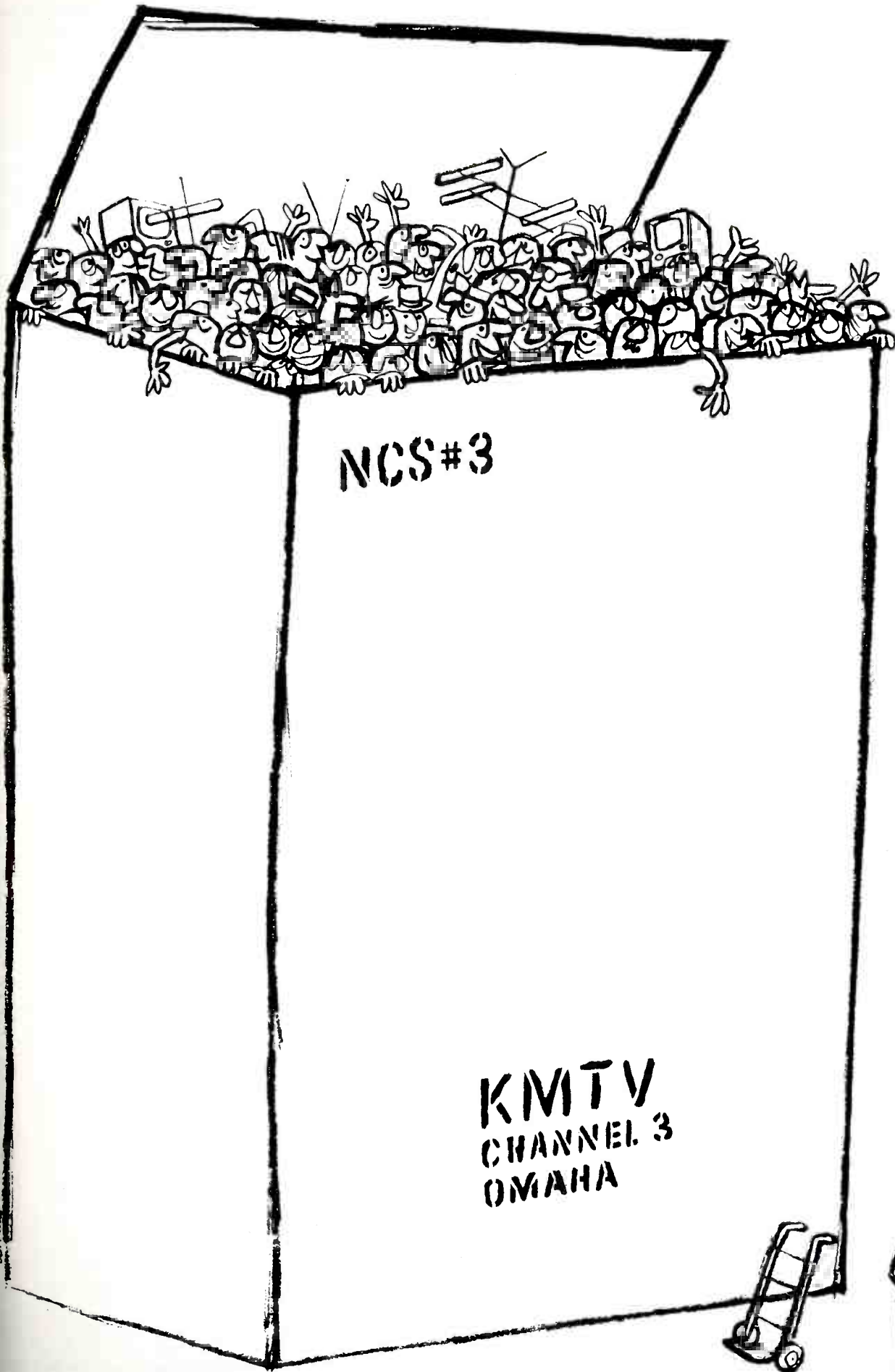
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Put "GEE" in your Chicago sales with

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Channel 9—Chicago

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- How many unduplicated homes does your spot schedule cover?
- How much duplication in your line-up?
- How do the TV markets rank by families?
- How do these rankings compare with Standard Metro areas?
- How many markets cover County X?

Now TELEVISION MAGAZINE'S Research Department can help you answer these questions. Because all the data in the 1958 Market Book is on IBM cards, we can fill requests for individual breakdowns on coverage and circulation.

Write to Research Manager,

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

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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ORLANDO, FLORIDA

Florida:											
Brevard	15.2	21.4	66.1	76,953							
Citrus	.9	1.6	6.1	7,600							
De Soto	1.3	2.4	9.4	9,778							
Dixie	.5	.9	3.9	3,687							
Hagler	.9	1.3	4.6	3,441							
Wilchrist	.4	.6	2.7	2,757							
Glades	.4	.7	2.9	1,761							
Hardee	1.9	3.4	12.2	13,545							
Hendry	1.1	1.8	6.8	12,469							
Hernando	1.4	2.5	8.7	10,397							
Highlands	2.9	4.9	16.4	24,763							
Indian River	2.9	5.1	17.3	30,351							
Lafayette	.4	.7	3.1	2,051							
Lake	9.6	13.8	47.2	59,207							
Levy	1.4	2.6	9.7	12,165							
Marion	8.6	13.8	48.5	58,157							
Polk	2.2	3.8	12.3	17,638							
Sebastian	.8	1.2	4.7	6,110							
Volusia	55.6	65.9	215.9	314,800							
Orange	3.2	4.9	14.6	20,252							
Osceola	4.7	8.1	27.1	29,353							
St. Johns	36.4	48.1	169.2	192,702							
St. Lucie	6.3	9.1	33.1	34,112							
Sumter	4.9	8.4	30.6	51,557							
Wakulla	6.6	10.7	37.6	31,810							
Washington	1.7	2.9	10.7	9,108							
Alachua	20.8	33.4	102.4	153,215							
Total	193.0	274.0	923.8	1,189,739							

SULLIVAN, IOWA

Sullivan	2.3	3.3	10.0	7,576
Worth	1.2	1.5	4.7	4,246
Total	171.6	210.2	652.9	687,144

PADUCAH, KENTUCKY

Illinois:				
Alexander	5.4	6.7	20.7	19,785
Gallatin	1.7	2.2	7.6	7,807
Hardin	1.5	2.0	6.9	3,744
Johnson	2.0	2.5	8.5	6,512
Massac	4.6	5.9	18.0	15,906
Pope	1.2	1.5	5.0	2,899
Pulaski	3.1	3.8	12.9	5,460
Saline	7.9	9.2	28.1	31,078
Union	4.4	5.4	19.5	14,145
Williamson	13.3	15.8	47.3	45,002
Kentucky:				
Ballard	2.5	4.1	13.4	6,510
Caldwell	1.8	3.5	11.6	11,100
Calloway	3.4	5.8	19.3	20,973
Carlisle	1.1	1.7	6.1	6,514
Christian	12.3	17.3	68.5	45,589
Crittenden	1.4	2.7	9.7	5,854
Fulton	1.8	3.1	10.8	13,032
Graves	6.3	10.9	34.0	27,063
Hickman	1.2	2.0	6.7	4,971
Hopkins	7.4	12.1	40.7	30,811
Livingston	1.0	1.8	6.4	2,985
Lyon	.9	1.6	6.5	2,818
McCracken	14.5	22.0	69.1	74,111
Marshall	3.5	5.6	18.4	16,211
Trigg	1.3	2.2	8.8	5,018
Union	2.3	4.1	14.9	13,741
Webster	2.5	4.5	14.4	9,892
Missouri:				
Cape Girardeau	9.8	11.6	38.5	54,695
Mississippi	3.8	5.5	20.9	16,486
Scott	7.2	8.9	31.0	35,940
Tennessee:				
Henry	3.7	6.5	21.6	16,840
Obion	4.7	7.6	25.6	22,309
Weakley	3.9	6.9	23.5	12,959
Total	143.4	207.0	694.9	608,760

PENSACOLA, FLORIDA

Alabama:				
Baldwin	9.7	11.9	44.9	35,693
Butler	3.9	6.4	26.5	16,808
Choctaw	2.2	4.1	17.5	6,457
Clarke	3.4	6.1	24.3	23,074
Coffee	4.3	7.3	28.9	24,967
Conecuh	2.4	4.3	18.9	8,587
Covington	5.4	9.2	37.7	28,205
Crenshaw	2.7	4.3	17.3	7,301
Escambia	5.1	7.4	30.3	25,729
Geneva	3.1	5.9	22.6	20,808
Houston	9.6	13.6	50.7	54,500
Mobile	22.2	25.2	91.2	97,799
Monroe	2.9	5.4	22.7	13,984
Washington	1.8	3.4	15.0	6,195
Wilcox	2.6	4.8	21.5	5,653
Florida:				
Bay	11.9	16.1	60.6	69,513
Calhoun	1.1	1.8	7.2	7,124
Escambia	34.4	43.0	161.5	197,434
Franklin	.6	1.5	5.2	4,709
Gadsden	4.6	8.4	42.1	25,480
Gulf	1.6	2.7	9.9	8,031
Holmes	1.5	2.8	12.0	7,084
Jackson	4.5	8.6	35.9	27,613
Liberty	.2	.6	2.5	2,273
Okaloosa	8.2	12.4	55.7	50,613
Santa Rosa	3.8	5.8	23.6	23,079
Wakulla	.5	1.2	4.7	1,774
Walton	1.9	3.7	14.7	15,973
Washington	1.3	2.7	10.7	5,845
Mississippi:				
George	1.4	2.5	10.7	8,332
Greene	1.0	1.7	7.1	2,591
Harrison	22.8	30.0	115.0	104,149
Jackson	10.1	11.7	42.5	36,521
Pearl River	4.4	5.5	20.6	18,317
Perry	1.2	2.1	8.4	3,790
Stone	.8	1.5	5.9	6,785
Total	199.1	285.6	1,126.5	1,002,790

STAMPA, IOWA

Illinois:				
Stamper	7.7	8.9	27.1	24,378
McDonough	8.3	9.6	30.0	41,881
Iowa:				
Appanoose	4.6	6.0	18.1	15,209
Clarke	2.2	3.0	8.8	9,996
Davis	2.4	2.9	9.0	7,934
Decatur	2.8	3.6	11.6	8,443
Des Moines	14.4	15.3	47.6	57,092
Henry	4.6	5.5	18.8	20,644
Jawa	4.0	4.7	14.9	17,931
Jefferson	4.7	5.6	17.3	18,809
Leokuk	4.6	5.4	16.6	16,612
Lee	11.1	13.3	43.7	46,318
Louis	2.7	3.2	10.4	10,782
Lucas	2.5	3.4	10.7	11,631
Madaska	6.4	7.9	24.5	29,038
Marion	6.7	7.2	24.5	22,279
Monroe	2.2	2.9	10.2	11,052
Nowshiek	4.6	5.6	19.3	20,021
San Buren	2.9	3.5	10.2	9,747
Wapello	13.7	16.4	51.1	50,241
Washington	5.4	6.3	19.6	25,572
Wayne	2.8	3.7	10.9	9,608
Missouri:				
Adair	4.7	6.7	20.1	20,508
Chariton	3.0	4.5	13.7	12,271
Clark	2.2	2.7	8.4	7,145
Henry	2.5	3.2	9.9	9,558
Brundy	3.4	4.1	12.0	15,052
Larrison	3.3	4.2	12.9	15,874
Monox	2.1	2.6	7.5	6,905
Nowls	2.8	3.4	10.5	9,928
Winn	4.2	6.3	18.0	18,718
Livingston	4.2	5.2	16.0	21,896
Macon	5.5	6.9	20.1	16,594
Mercer	1.5	1.9	5.8	5,388
Putnam	1.9	2.7	8.1	5,840
Schuyler	1.0	1.5	4.4	7,779
Woolland	2.0	2.4	7.0	6,692
Delby	2.5	3.2	8.9	9,956

PANAMA CITY, FLORIDA

Florida:				
Bay	11.9	16.1	60.6	69,513
Calhoun	1.1	1.8	7.2	7,124
Franklin	.6	1.5	5.2	4,709
Gulf	1.6	2.7	9.9	8,031
Holmes	1.5	2.8	12.0	7,084
Jackson	4.5	8.6	35.9	27,613
Liberty	.2	.6	2.5	2,273
Wakulla	.5	1.2	4.7	1,774
Walton	1.9	3.7	14.7	15,973
Washington	1.3	2.7	10.7	5,845
Total	25.1	41.7	163.4	149,939

PARKERSBURG, WEST VIRGINIA

Ohio:				
Washington	UHF	14.7	47.9	55,953
West Virginia:				
Wood	on county basis	22.8	76.2	88,685
Total	*† 37.6	37.5	124.1	144,638

PEORIA, ILLINOIS

Illinois:				
Brown	UHF	2.1	6.3	7,186
Cass	DI	4.0	13.2	15,514
Fulton	on county basis	15.8	48.1	47,283
Logan		8.6	31.9	32,035
McLean		28.0	90.0	103,748
Marshall		4.2	13.5	13,334
Mason		5.2	15.8	20,443
Menard		2.7	9.0	8,718
Peoria		59.8	193.2	276,103
Putnam		1.2	4.1	2,492
Schuyler		2.9	8.9	7,299
Stark		2.4	7.8	7,397
Tazewell		27.3	88.0	94,860
Woodford		6.9	23.0	32,214
Total	*† 185.4	171.1	552.8	668,626

PHILADELPHIA, PENNSYLVANIA

Delaware:				
Kent	15.1	16.9	57.3	74,349
New Castle	72.1	79.0	277.1	378,048
Sussex	21.3	23.7	77.3	94,606
Maryland:				
Cecil	9.5	11.0	43.0	33,959

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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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HILADELPHIA, PENNSYLVANIA continued

New Jersey:

Atlantic	42.0	45.2	144.2	242,457
Burlington	43.4	47.1	187.1	154,582
Camden	94.6	103.0	348.4	429,130
Cape May	12.9	14.1	43.3	87,229
Lumberland	28.6	31.3	104.6	160,266
Gloucester	32.3	35.3	117.9	119,681
Hunterdon	13.5	14.7	48.5	57,202
Mercer	66.2	71.7	265.4	407,316
Ocean	22.3	24.2	73.7	146,564
Salmon	15.8	17.1	57.0	56,578
Warren	16.7	18.4	60.5	61,047

Pennsylvania:

Berks	72.6	80.2	270.0	308,780
Bucks	76.1	81.2	275.1	270,851
Carbon	13.5	15.1	53.4	46,136
Chester	46.8	50.6	193.1	206,313
Delaware	141.6	152.9	538.1	520,279
Lancaster	64.1	70.1	244.6	299,006
Lebanon	22.5	24.8	86.0	104,922
Lehigh	55.6	59.9	207.2	277,802
Monroe	9.5	10.6	35.8	46,201
Montgomery	124.1	132.7	480.4	560,510
Montour	3.0	3.6	16.2	11,973
Northampton	50.4	54.4	190.3	224,620
Northumberland	24.7	32.3	110.9	107,355
Philadelphia	585.2	646.4	2,209.0	2,687,260
Schuylkill	48.2	54.5	192.8	159,678
Total	1,844.2	2,022.0	7,008.2	8,334,700

PHOENIX-MESA, ARIZONA

Arizona:

Apache	2.6	6.0	32.0	12,374
Cocconino	4.3	8.4	34.5	50,219
Gila	5.3	8.1	29.1	36,860
Graham	1.9	3.3	13.1	12,180
Greenlee	2.2	3.8	15.1	13,927
Maricopa	143.8	159.0	548.0	668,977
Navajo	3.5	7.9	34.4	34,564
Pinal	13.4	15.7	62.8	53,238
Santa Cruz	1.8	2.9	11.1	18,843
Yavapai	3.7	7.1	24.0	29,573
Total	182.5	222.2	804.1	930,755

PINE BLUFF-LITTLE ROCK, ARKANSAS

Arkansas:

Arkansas	5.1	6.8	23.2	33,462
Ashley	3.5	5.2	20.0	19,038
Baxter	1.1	2.1	7.6	6,688
Bradley	2.2	3.4	13.0	11,499
Calhoun	.9	1.4	5.5	2,507
Chicot	3.7	5.4	18.8	13,915
Clark	3.6	5.3	19.7	15,324
Cleburne	1.1	2.0	7.4	3,613
Cleveland	1.0	1.6	5.9	2,047
Conway	2.5	3.6	14.0	9,881
Craighead	10.8	13.2	49.6	38,872
Cross	4.2	5.8	22.4	13,283
Dallas	2.0	2.9	11.2	10,692
Desha	3.8	6.0	22.8	15,647
Drew	2.5	3.7	13.9	9,068
Faulkner	4.1	5.9	22.2	15,291
Franklin	1.5	2.4	8.8	5,577
Fulton	1.0	1.6	6.1	3,074
Garland	12.1	15.5	49.1	53,273
Grant	1.5	2.2	7.9	3,484
Hot Spring	5.5	7.0	26.0	14,917
Independence	3.7	5.4	19.3	14,828
Izard	.8	1.5	5.5	2,785

Jackson	4.8	7.0	26.0	20,631
Jefferson	18.0	23.9	83.9	60,063
Johnson	2.2	3.6	12.2	8,231
Lawrence	2.9	4.1	15.8	11,917
Lee	4.3	6.1	23.8	12,708
Lincoln	1.9	2.8	11.1	4,191
Logan	2.3	3.8	14.3	9,380
Lanoke	4.6	6.1	22.6	19,193
Marion	.8	1.3	4.6	2,499
Monroe	3.3	4.7	17.9	12,060
Montgomery	.8	1.2	4.6	2,001
Nevada	1.9	2.8	10.5	5,874
Ouachita	7.2	10.5	37.8	22,885
Perry	.7	.9	3.7	1,235
Phillips	9.1	12.8	46.7	30,052
Pike	1.1	1.8	6.6	5,103
Poinsett	5.4	7.0	28.0	24,622
Polk	2.0	3.1	11.0	8,567
Pope	3.2	5.2	18.8	15,836
Prairie	2.0	2.7	11.0	7,422
Pulaski	63.7	76.6	255.1	268,560
Randolph	1.8	2.9	11.8	8,596
St. Francis	6.7	9.0	35.5	21,532
Saline	5.1	7.0	29.0	19,168
Scott	.9	1.4	4.9	4,325
Searcy	1.3	2.3	8.6	3,826
Sharp	.9	1.6	6.1	1,986
Stone	.7	1.3	5.3	2,988
Union	11.4	15.3	52.4	54,551
Van Buren	1.2	1.7	6.2	3,175
White	6.8	9.6	33.8	28,175
Woodruff	2.6	3.7	14.8	8,350
Yell	1.8	2.9	10.5	7,280

Mississippi:

Bolivar	8.6	15.6	59.3	35,499
Washington	11.9	20.1	71.0	61,646
Total	282.1	392.3	1,415.1	1,132,892

PITTSBURG, KANSAS—JOPLIN, MISSOURI

Arkansas:

Benton	6.5	10.1	32.5	25,401
Carroll	1.9	3.2	9.8	6,371
Washington	10.3	14.9	51.0	43,077

Kansas:

Allen	4.1	5.4	17.0	18,376
Anderson	2.1	3.0	9.8	8,120
Bourbon	4.6	6.0	17.2	17,631
Cherokee	5.9	7.6	23.2	16,120
Coffey	1.8	2.6	8.8	8,385
Crawford	11.5	14.0	40.4	39,126
Labette	6.8	9.4	29.1	27,393
Montgomery	13.6	16.7	48.4	55,631
Neosho	5.2	6.6	20.4	19,877
Wilson	3.7	4.7	14.2	12,519
Woodson	1.4	2.0	5.9	5,245

Missouri:

Barry	4.7	6.5	21.5	20,095
Barton	2.7	3.8	11.5	11,243
Bates	4.5	5.9	16.5	15,947
Cedar	2.3	3.3	9.9	9,606
Dade	1.9	2.7	8.5	5,940
Jasper	25.2	28.4	82.5	105,717
Lawrence	5.2	7.2	22.0	17,465
McDonald	3.2	4.1	14.0	13,160
Newton	7.1	9.1	29.5	30,364
Vernon	5.1	6.6	21.8	18,258

Oklahoma:

Craig	3.3	4.2	16.1	14,723
Delaware	2.4	3.0	10.9	5,309
Mayes	3.8	4.9	17.7	16,172
Nowata	2.9	3.4	11.5	8,513
Ottawa	7.1	8.8	28.3	27,893
Total	160.8	208.1	649.9	623,677

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PITTSBURGH, PENNSYLVANIA				POLAND SPRING, MAINE				PRESQUE ISLE, MAINE						
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)			
Maryland:				Maine:				Washington:						
Garrett	3.1	5.1	20.8	19,446	Androscoggin	22.4	24.4	84.5	102,476	Clatsop	6.9	10.0	30.0	31,862
Ohio:				New Hampshire:				Washington:						
Belmont	24.0	26.3	87.6	88,727	Belknap	7.5	8.4	28.3	35,665	Clark	23.8	27.6	87.0	82,511
Carroll	5.2	5.8	20.1	16,360	Carrall	4.4	4.9	16.0	21,505	Cowlitz	13.8	19.0	60.5	66,112
Columbiana	30.0	32.7	108.2	136,866	Coos	9.2	10.4	37.2	40,717	Klickitat	2.6	4.2	12.7	9,877
Harrison	5.2	5.8	19.5	16,793	Grafton	11.2	13.0	46.4	57,359	Lewis	11.1	14.9	45.1	51,840
Jefferson	25.8	28.3	99.6	139,912	Merrimack	16.9	18.8	66.4	69,951	Pacific	3.6	5.5	16.3	14,077
Mahoning	74.9	81.1	288.9	406,658	Strafford	13.8	15.2	54.3	60,657	Skamania	1.4	1.8	5.4	2,711
Monroe	3.8	4.3	14.6	13,121	Sullivan	7.6	8.6	28.6	28,389	Wahkiakum	.6	1.0	4.0	1,800
Morgan	3.4	3.8	12.2	13,568	New York:				Total					
Noble	3.0	3.4	11.3	10,964	Clinton	13.3	14.5	57.0	55,054	443.7	560.5	1,725.9	2,014,380	
Pennsylvania:				Vermont:				Washington:						
Allegheny	441.4	475.9	1,645.0	2,068,575	Addison	4.2	4.9	19.4	17,132	Cowlitz	13.8	19.0	60.5	66,112
Armstrong	20.5	22.5	79.3	65,977	Caledonia	5.7	6.8	23.0	25,850	Klickitat	2.6	4.2	12.7	9,877
Beaver	53.2	57.2	204.1	201,745	Chittenden	16.6	18.1	68.0	81,690	Lewis	11.1	14.9	45.1	51,840
Butler	26.2	28.3	101.3	109,215	Essex	1.5	1.7	5.6	3,621	Pacific	3.6	5.5	16.3	14,077
Cambria	52.5	57.4	215.0	200,431	Franklin	6.9	7.9	29.3	29,337	Skamania	1.4	1.8	5.4	2,711
Clarion	9.3	10.3	37.1	34,897	Grand Isle	.7	.8	3.1	2,013	Wahkiakum	.6	1.0	4.0	1,800
Crawford	20.4	23.3	79.1	81,199	Lamoille	2.4	2.8	10.9	13,424	Total				
Fayette	46.5	50.6	182.9	150,766	Orange	3.7	4.4	15.9	15,835	443.7	560.5	1,725.9	2,014,380	
Forest	.8	1.1	4.3	4,241	Orleans	4.8	5.4	19.9	22,616	PRESQUE ISLE, MAINE				
Greene	10.3	12.1	44.4	27,837	Washington	10.8	12.1	43.4	45,015	Maine:				
Indiana	18.5	20.5	74.2	62,093	Windsor	10.0	12.1	40.9	49,085	Aroostook	19.6	24.2	100.4	85,000
Jefferson	12.3	13.6	46.7	43,876	Total				Piscataquis					
Lawrence	28.5	31.3	108.0	109,448	322.1	361.4	1,267.7	1,443,384	4.2	4.8	15.8	16,900		
Mercer	30.5	33.7	118.1	137,427	PORTLAND, MAINE				Somerset					
Somerset	18.3	21.7	78.6	62,882	Maine:				Total					
Venango	14.9	18.7	65.6	57,971	Androscoggin	22.4	24.4	84.5	102,476	9.1	10.9	37.2	36,000	
Washington	59.4	63.8	223.1	217,008	Cumberland	46.2	50.9	172.7	233,048	Total				
Westmoreland	88.5	94.6	336.1	316,923	Franklin	4.8	5.5	19.9	15,563	32.9	39.9	153.4	138,000	
West Virginia:				Portland, Maine:				Providence, Rhode Island:						
Barbour	2.6	4.5	18.1	8,269	Androscoggin	22.4	24.4	84.5	102,476	Connecticut:				
Brooke	6.3	6.8	25.2	18,300	Cumberland	46.2	50.9	172.7	233,048	New London				
Grant	1.2	2.1	7.8	6,075	Franklin	4.8	5.5	19.9	15,563	Windham				
Hancock	8.8	9.7	37.1	29,317	Kennebec	21.4	23.4	83.9	105,072	Massachusetts:				
Hardy	1.2	2.1	8.6	7,778	Knox	7.8	8.8	28.0	34,503	Barnstable				
Harrison	13.8	22.5	79.5	89,637	Lincoln	4.6	5.1	17.0	21,047	Bristol				
Marion	15.8	19.9	69.1	68,180	Oxford	10.3	11.5	41.0	43,072	Dukes				
Marshall	7.9	9.0	32.6	22,603	Sagadahoc	5.7	6.3	20.9	18,325	Nantucket				
Monongalia	13.4	16.2	60.5	58,760	Somerset	9.1	10.9	37.2	36,062	Norfolk				
Ohio	20.6	22.6	75.1	117,232	Waldo	5.3	6.0	19.8	19,048	Plymouth				
Pendleton	1.1	2.0	8.2	3,761	York	24.7	27.2	92.8	102,504	Worcester				
Pleasants	1.0	1.4	5.5	5,567	New Hampshire:				Rhode Island:					
Preston	4.9	7.5	30.5	15,071	Belknap	7.5	8.4	28.3	35,665	Bristol				
Randolph	4.2	7.2	28.9	23,206	Carrall	4.4	4.9	16.0	21,505	Kent				
Taylor	2.8	4.3	16.1	11,124	Coos	9.2	10.4	37.2	40,717	Newport				
Tucker	1.2	2.2	8.8	4,501	Grafton	11.2	13.0	46.4	57,359	Providence				
Tyler	1.7	2.4	8.6	7,369	Strafford	13.8	15.2	54.3	60,657	Washington				
Upshur	2.7	4.8	18.3	13,965	Vermont:				Total					
Wetzel	3.2	4.6	17.3	17,817	Caledonia	5.7	6.8	23.0	25,850	762.5	827.5	2,809.2	3,157,400	
Total	1,244.8	1,385.0	4,881.5	5,343,458	Orange	3.7	4.4	15.9	15,835	PUEBLO-COLORADO SPRINGS, COLORADO				
PLATTSBURG, NEW YORK				Portland, Oregon:				Colorado:						
New York:				Portland, Oregon:				Baca						
Clinton	13.3	14.5	57.0	55,054	Androscoggin	22.4	24.4	84.5	102,476	Bent				
Essex	8.6	10.6	36.4	37,749	Cumberland	46.2	50.9	172.7	233,048	Cheyenne				
Franklin	9.8	12.7	46.0	53,212	Franklin	4.8	5.5	19.9	15,563	Costilla				
St. Lawrence	24.6	31.5	115.8	105,444	Kennebec	21.4	23.4	83.9	105,072	Crowley				
Vermont:				Portland, Oregon:				Custer						
Addison	4.2	4.9	19.4	17,132	Androscoggin	22.4	24.4	84.5	102,476	Douglas				
Chittenden	16.6	18.1	68.0	81,690	Cumberland	46.2	50.9	172.7	233,048	Total				
Essex	1.5	1.7	5.6	3,621	Franklin	4.8	5.5	19.9	15,563	115.4	135.8	499.0	521,817	
Franklin	6.9	7.9	29.3	29,337	Kennebec	21.4	23.4	83.9	105,072	PLATTSBURG, NEW YORK				
Grand Isle	.7	.8	3.1	2,013	Knox	7.8	8.8	28.0	34,503	New York:				
Lamoille	2.4	2.8	10.9	13,424	Lincoln	4.6	5.1	17.0	21,047	Clinton				
Orleans	4.8	5.4	19.9	22,616	Oxford	10.3	11.5	41.0	43,072	Essex				
Rutland	11.2	12.8	44.2	55,510	Sagadahoc	5.7	6.3	20.9	18,325	Franklin				
Washington	10.8	12.1	43.4	45,015	Somerset	9.1	10.9	37.2	36,062	St. Lawrence				
Total	115.4	135.8	499.0	521,817	Waldo	5.3	6.0	19.8	19,048	Vermont:				
PLATTSBURG, NEW YORK				Portland, Oregon:				Colorado:						
New York:				Portland, Oregon:				Baca						
Clinton	13.3	14.5	57.0	55,054	Androscoggin	22.4	24.4	84.5	102,476	Bent				
Essex	8.6	10.6	36.4	37,749	Cumberland	46.2	50.9	172.7	233,048	Cheyenne				
Franklin	9.8	12.7	46.0	53,212	Franklin	4.8	5.5	19.9	15,563	Costilla				
St. Lawrence	24.6	31.5	115.8	105,444	Kennebec	21.4	23.4	83.9	105,072	Crowley				
Vermont:				Portland, Oregon:				Custer						
Addison	4.2	4.9	19.4	17,132	Androscoggin	22.4	24.4	84.5	102,476	Douglas				
Chittenden	16.6	18.1	68.0	81,690	Cumberland	46.2	50.9	172.7	233,048	Total				
Essex	1.5	1.7	5.6	3,621	Franklin	4.8	5.5	19.9	15,563	115.4	135.8	499.0	521,817	
Franklin	6.9	7.9	29.3	29,337	Kennebec	21.4	23.4	83.9	105,072	PLATTSBURG, NEW YORK				
Grand Isle	.7	.8	3.1	2,013	Knox	7.8	8.8	28.0	34,503	New York:				
Lamoille	2.4	2.8	10.9	13,424	Lincoln	4.6	5.1	17.0	21,047	Clinton				
Orleans	4.8	5.4	19.9	22,616	Oxford	10.3	11.5	41.0	43,072	Essex				
Rutland	11.2	12.8	44.2	55,510	Sagadahoc	5.7	6.3	20.9	18,325	Franklin				
Washington	10.8	12.1	43.4	45,015	Somerset	9.1	10.9	37.2	36,062	St. Lawrence				
Total	115.4	135.8	499.0	521,817	Waldo	5.3	6.0	19.8	19,048	Vermont:				

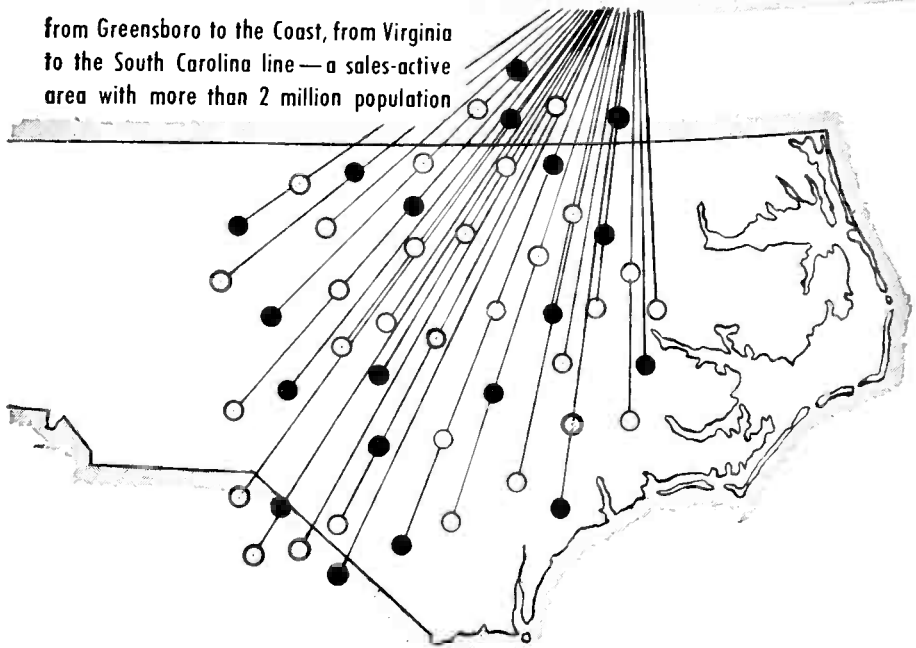
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	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
bert	.7	1.1	4.4	1,780
Paso	33.1	39.8	121.4	173,741
emont	3.5	5.3	18.6	18,657
erfano	1.5	2.9	10.3	6,673
owa	.4	.9	3.1	3,129
Carson	1.4	2.8	9.7	8,173
is Animas	4.2	8.0	28.8	17,346
coln	1.2	1.9	6.3	7,174
tero	5.7	8.1	28.2	26,506
owers	2.5	5.0	17.8	15,744
ebio	26.0	31.4	110.5	125,264
total	85.8	117.3	397.2	426,433

QUINCY, ILLINOIS—HANNIBAL, MISSOURI

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
Illinois:				
Jams	19.4	21.3	66.5	75,205
rown	1.9	2.1	6.3	7,186
alhoun	1.8	2.0	7.0	5,229
ss	3.5	4.0	13.2	15,514
ilton	14.2	15.8	48.1	47,283
reene	5.3	6.0	19.0	16,674
ancock	7.7	8.9	27.1	24,378
ersey	4.0	4.6	15.5	14,467
McDonough	8.3	9.6	30.0	41,881
organ	9.0	10.4	37.0	46,594
ke	6.0	6.8	21.0	18,457
shuyler	2.5	2.9	8.9	7,299
rott	1.8	2.1	6.7	6,550
Missouri:				
avis	2.4	2.9	9.0	7,934
re	11.1	13.3	43.7	46,318
San Burer.	2.9	3.5	10.2	9,747
Missouri:				
doir	4.7	6.7	20.1	20,508
udrain	6.7	8.5	26.0	33,097
allaway	4.9	6.2	23.4	17,498
lark	2.2	2.7	8.4	7,145
oward	2.7	3.5	11.1	8,537
tox	2.1	2.6	7.5	6,905
ewis	2.8	3.4	10.5	9,928
ncoln	4.9	5.6	16.0	15,554
acon	5.5	6.9	20.1	16,594
arion	9.1	9.8	29.5	34,508
onroe	2.6	3.1	9.5	11,266
ontgomery	3.0	3.4	10.2	11,602
ke	5.0	5.9	17.0	18,749
rtnam	1.9	2.7	8.1	5,840
llis	1.9	2.3	7.9	5,604
ndolph	6.1	8.0	23.0	27,112
shuyler	1.0	1.5	4.4	7,779
otland	2.0	2.4	7.0	6,692
elby	2.5	3.2	8.9	9,956
llivan	2.3	3.3	10.0	7,576
orren	2.0	2.3	7.5	7,773
total	177.7	210.2	655.3	680,939

RALEIGH-DURHAM, NORTH CAROLINA

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
North Carolina:				
amance	19.0	21.3	81.7	80,963
aden	3.4	6.6	30.2	19,127
swell	3.1	4.3	20.4	6,819
natham	4.0	6.1	24.8	27,355
umberland	16.6	28.2	137.5	114,093
uplin	5.8	9.6	41.1	22,827
urham	24.8	29.5	113.8	125,803
anklin	4.0	7.0	30.6	12,030
ranville	4.7	6.8	32.7	19,508
reene	2.5	3.6	17.8	6,277
uilford	52.3	59.1	224.7	331,962
ilifax	8.9	13.2	60.9	47,092
irnett	7.3	12.9	55.6	35,898
ike	1.9	3.3	15.9	8,877
hnston	10.1	15.7	65.4	43,342

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in the
RALEIGH-DURHAM Market!

Yes, WTVD, 11, now DOMINATES the Raleigh-Durham Market with its new 1500-foot tower—the highest man-made structure in North Carolina.

It soars over 325 FEET above its nearby competitor providing the dominant signal in the Raleigh-Durham market.

WTVD'S new tower pays an important bonus—CITY GRADE service in the rich tobacco cities of Eastern North Carolina. Products advertised on WTVD will reach 378,000 TV homes with \$3.27 BILLIONS in buying power.

Combine this dominant signal with dominant programming—the best of CBS plus the high-rated MGM Movies and you'll see why WTVD, 11, is now the dominant signal in the important Raleigh-Durham market. Ask your Petry man for the facts.

WTVD
CBS-TV 11
RALEIGH-DURHAM

Call Edward PETRY & Co.

RALEIGH-DURHAM, NORTH CAROLINA continued				RICHMOND, VIRGINIA				
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$'000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$'000)	
RALEIGH-DURHAM, NORTH CAROLINA continued				North Carolina:				
Lee	4.3	6.6	27.8	27,647	Gates	1.7	2.3	9.6
Lenoir	8.5	11.6	49.7	44,322	Halifax	8.9	13.2	60.9
Montgomery	3.1	4.3	17.7	12,635	Hertford	3.5	4.8	22.1
Moore	5.4	8.2	33.2	31,739	Northampton	4.3	5.9	28.2
Nash	9.5	14.3	62.7	49,730	Virginia:			
Northampton	4.3	5.9	28.2	9,162	Accomack	6.4	10.0	34.5
Orange	7.4	9.1	40.5	28,671	Albemarle	9.3	14.5	57.5
Person	3.8	5.4	23.9	19,891	Amelia	1.2	1.7	8.3
Randolph	11.6	14.0	54.0	52,156	Amherst	3.2	4.5	20.3
Robeson	13.6	20.6	96.1	57,745	Appomattox	1.4	1.9	8.8
Rockingham	15.3	18.1	70.1	55,231	Augusta	12.2	18.8	75.0
Sampson	7.0	11.5	50.7	26,069	Brunswick	2.5	4.2	20.5
Vance	5.8	8.0	33.7	26,782	Buckingham	1.6	2.5	11.7
Wake	32.2	40.2	163.4	197,005	Caroline	2.1	2.7	12.4
Warren	2.8	4.9	23.7	8,223	Charlotte	2.3	3.3	14.3
Wayne	12.3	16.0	68.8	62,609	Charles City	.7	.9	4.7
Wilson	10.2	13.4	57.2	47,679	Chesterfield	11.3	13.0	53.2
Total	363.1	492.0	2,077.6	1,823,869	Culpeper	2.4	3.4	14.1
Virginia:				South Carolina:				
Brunswick	2.5	4.2	20.5	11,272	Cumberland	1.0	1.6	6.9
Charlotte	2.3	3.3	14.3	6,163	Dinwiddie	12.3	14.0	57.0
Halifax	7.2	9.5	41.9	26,153	Essex	1.2	1.5	6.4
Mecklenburg	5.5	8.0	34.6	31,671	Fluvanna	1.1	1.7	6.7
Pittsylvania	20.1	27.7	111.8	89,341	Gloucester	2.3	3.0	10.9
Total	363.1	492.0	2,077.6	1,823,869	Goochland	1.3	1.7	9.2
RAPID CITY, SOUTH DAKOTA				North Carolina:				
South Dakota:				Virginia:				
Bennett	.5	.8	3.6	3,127	Accomack	6.4	10.0	34.5
Butte	1.1	2.3	7.5	14,355	Albemarle	9.3	14.5	57.5
Custer	.8	1.6	5.6	5,251	Amelia	1.2	1.7	8.3
Fall River	1.9	3.4	12.0	13,206	Amherst	3.2	4.5	20.3
Haakon	.3	.7	2.6	4,983	Appomattox	1.4	1.9	8.8
Harding	.2	.5	1.7	1,173	Augusta	12.2	18.8	75.0
Jackson	.2	.5	1.8	2,508	Brunswick	2.5	4.2	20.5
Jones	.3	.6	2.3	2,123	Buckingham	1.6	2.5	11.7
Lawrence	2.6	5.5	17.2	19,018	Caroline	2.1	2.7	12.4
Meade	1.4	3.0	12.3	9,726	Charlotte	2.3	3.3	14.3
Mellette	.4	.7	2.8	941	Charles City	.7	.9	4.7
Pennington	13.1	18.8	60.0	83,156	Chesterfield	11.3	13.0	53.2
Perkins	.9	1.8	6.6	7,518	Culpeper	2.4	3.4	14.1
Shannon	.6	1.1	5.5	969	Cumberland	1.0	1.6	6.9
Stanley	.2	.3	1.2	5,186	Dinwiddie	12.3	14.0	57.0
Todd	.5	.9	3.8	1,204	Essex	1.2	1.5	6.4
Washabaugh	.1	.1	.8	157	Fluvanna	1.1	1.7	6.7
Total	25.1	42.6	147.3	174,601	Gloucester	2.3	3.0	10.9
REDDING, CALIFORNIA				South Carolina:				
California:				Virginia:				
Butte	19.9	25.2	73.3	111,284	Accomack	6.4	10.0	34.5
Glenn	3.3	4.7	15.6	23,669	Albemarle	9.3	14.5	57.5
Lassen	2.7	5.1	16.5	16,131	Amelia	1.2	1.7	8.3
Modoc	1.4	2.7	8.7	9,477	Amherst	3.2	4.5	20.3
Shasta	12.2	18.3	56.2	82,901	Appomattox	1.4	1.9	8.8
Siskiyou	5.5	9.2	27.8	38,338	Augusta	12.2	18.8	75.0
Tehama	5.1	7.0	21.6	27,683	Brunswick	2.5	4.2	20.5
Trinity	2.0	2.7	7.3	6,210	Buckingham	1.6	2.5	11.7
Oregon:				North Carolina:				
Klamath (25%)	2.4	3.6	11.5	15,309	Caroline	2.1	2.7	12.4
Lake (25%)	.2	.5	1.6	2,487	Charlotte	2.3	3.3	14.3
Total	54.7	79.0	240.1	333,489	Charles City	.7	.9	4.7
RENO, NEVADA				South Carolina:				
California:				Virginia:				
Alpine	.1	.1	.4	1,250	Accomack	6.4	10.0	34.5
Eldorado	4.5	6.5	19.3	29,159	Albemarle	9.3	14.5	57.5
Lassen	2.7	5.1	16.5	16,131	Amelia	1.2	1.7	8.3
Mono	.5	.8	2.6	4,638	Amherst	3.2	4.5	20.3
Nevada	4.1	6.2	17.7	28,264	Appomattox	1.4	1.9	8.8
RALEIGH-DURHAM, NORTH CAROLINA continued				South Carolina:				
Placer	12.3	15.1	50.1	61,100	Augusta	12.2	18.8	75.0
Plumas	2.5	3.6	11.3	12,635	Brunswick	2.5	4.2	20.5
Sierra	.4	.6	2.2	1,173	Buckingham	1.6	2.5	11.7
Nevada:				North Carolina:				
Churchill	.8	1.8	6.3	1,173	Caroline	2.1	2.7	12.4
Douglas	.3	.5	2.2	1,173	Charlotte	2.3	3.3	14.3
Humboldt	.6	1.3	4.6	1,173	Charles City	.7	.9	4.7
Lyon	.5	.9	3.0	1,173	Chesterfield	11.3	13.0	53.2
Mineral	1.0	2.4	8.0	1,173	Culpeper	2.4	3.4	14.1
Nye	.4	.9	2.4	1,173	Cumberland	1.0	1.6	6.9
Ormsby	.7	1.2	4.2	1,173	Dinwiddie	12.3	14.0	57.0
Storey	.1	.2	.7	1,173	Essex	1.2	1.5	6.4
Washoe	22.2	25.1	76.0	140,000	Fluvanna	1.1	1.7	6.7
Total	53.7	72.3	227.5	367,000	Gloucester	2.3	3.0	10.9

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The results are in—and WXEX-TV WINS!

**“Million Dollar Movies”
get top share of audience
and top adult audience
in Metropolitan Richmond
Mon. thru Fri., 5-6:30 P.M.**

Source: ARB Coincidental, Richmond Metropolitan Area, July 14-18, 1958

SHARE OF AUDIENCE			COMPOSITION*		
WXEX-TV	-	42.7%		ADULTS	UNDER 16
STATION B	-	31.0%	WXEX-TV	73%	27%
STATION C	-	26.3%	Station B	59%	41%
			Station C	25%	75%

**based on all data available for partial week*

What started out as an experiment has turned out a smashing success. We *thought* our Richmond audience, especially our adult audience, would go for the best in movies during the late afternoon. And now we *know* it! What's more, since this survey we've added the fabulous MGM library. So the figures should go up and up and up. You're invited to go right along with them — on WXEX-TV, the Richmond area's basic NBC-TV station.

Call our "reps." for availabilities, presently at current card rate

Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Pittsburgh, New England, Midwest; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles

This recent letter to WROC-TV speaks for itself.

"We'd like to tell you about the success we have had on WROC-TV with Trudy McNall's Home Cooking Program.

"About a year ago we launched NANCE'S MUSTARD SUPREME, a pouring mustard. For several months distribution was spotty and retail turnover slow.

here's how to sell in Rochester!

"In April we purchased one one-minute spot per week on Trudy McNall's program, plus radio spots on two stations. Distribution was immediately achieved through all chains, and in a matter of weeks the previously reluctant independent stores came into line. Four weeks proved that Trudy McNall was the primary factor in our success and all other advertising was dropped.

"Our local distributor reports increases in sales of NANCE'S MUSTARD so far this year at 65%. One local chain has more than doubled its business.

"Our sales prove that this program is at least the equivalent in impact of shows with ratings many times greater. Trudy McNall really sells her viewers.*"

J. M. Delmarle
NANCE DELMARLE CO.

**So say dozens of other advertisers, too.*

MORE SPONSORS CHOOSE WROC-TV BECAUSE

- 27.4% more homes reached daily than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising, best advertising results

Represented by Peters, Griffin, Woodward, Inc.



TC 1



A TRANSCONTINENT STATION

WROC-TV, Rochester WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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ROANOKE, VIRGINIA

North Carolina:			
Alamance	19.0	21.3	81.7
Caswell	3.1	4.3	20.4
Guilford	52.3	59.1	224.7
Person	3.8	5.4	23.9
Rockingham	15.3	18.1	70.1
Stokes	3.7	4.8	20.0
Vance	5.8	8.0	33.7
Virginia:			
Alleghany	5.8	7.6	29.7
Amelia	1.2	1.7	8.3
Amherst	3.2	4.5	20.3
Appomattox	1.4	1.9	8.8
Augusta	12.2	18.8	75.0
Bath	.9	1.5	6.0
Bedford	4.9	7.6	30.7
Bland	.8	1.4	6.2
Botetourt	3.1	4.0	16.4
Brunswick	2.5	4.2	20.5
Buckingham	1.6	2.5	11.7
Campbell	17.3	22.0	83.6
Carroll	3.8	6.7	27.5
Charlotte	2.3	3.3	14.3
Craig	.5	.7	3.0
Cumberland	1.0	1.6	6.9
Floyd	1.5	2.7	11.6
Fluvanna	1.1	1.7	6.7
Franklin	3.9	6.0	26.0
Gilles	3.8	5.0	21.2
Grayson	3.5	5.7	22.1
Halifax	7.2	9.5	41.9
Henry	10.2	13.2	54.9

Highland	.5	.8	3.8
Lunenburg	2.1	3.5	14.6
Mecklenburg	5.5	8.0	34.6
Montgomery	9.1	10.5	43.4
Nelson	2.3	3.2	13.8
Nottoway	2.9	4.2	17.1
Patrick	2.1	3.7	16.0
Pittsylvania	20.1	27.7	111.8
Prince Edward	2.6	3.8	15.8
Pulaski	5.8	7.7	30.5
Roanoke	36.1	40.9	149.4
Rockbridge	4.4	7.4	30.6
Smyth	4.4	7.1	31.3
Tazewell	7.0	11.6	50.7
Wythe	3.4	5.7	23.7

West Virginia:			
Greenbrier	6.7	9.1	36.6
Mercer	14.4	19.4	76.5
Monroe	1.9	3.0	12.1
Pocahontas	1.5	2.7	11.0
Summers	2.7	4.2	16.9
Webster	2.2	3.9	16.3
Total	334.4	442.9	1,784.3

ROCHESTER, MINNESOTA

Iowa:			
Howard	2.9	3.8	13.3
Mitchell	3.5	4.0	13.4
Winneshiek	4.9	6.4	22.3
Worth	2.8	3.2	11.0

Minnesota:			
Dodge	3.1	3.6	12.8
Fillmore	5.7	7.2	24.7
Freeborn	9.5	10.4	35.8
Goodhue	9.8	10.4	35.5
Houston	3.5	4.4	15.5
Mower	12.2	13.3	47.5
Olmsted	13.2	14.0	50.5
Steele	6.0	7.0	24.0
Wabasha	4.8	5.4	19.0
Winona	8.8	11.6	40.6

Wisconsin:			
Buffalo	3.6	4.3	15.3
Jackson	3.9	4.8	16.2
Pepin	1.8	2.1	7.5
Pierce	5.2	6.2	21.6
Trempealeau	5.6	6.8	24.4
Total	110.8	128.9	450.9

ROCHESTER, NEW YORK

New York:			
Allegany	10.9	13.6	46.3
Cayuga	20.0	21.9	74.1
Genesee	13.8	14.9	51.2
Livingston	9.8	11.0	40.7
Monroe	163.2	178.1	574.9
Ontario	16.7	18.5	64.4
Orleans	8.9	9.8	32.1
Schuyler	4.1	4.6	15.6
Seneca	6.5	7.3	28.2
Steuben	24.0	28.8	97.5
Wayne	16.1	17.7	60.6
Wyoming	8.0	8.9	32.9
Yates	5.3	6.0	19.1
Total	307.3	341.1	1,137.6

ROCKFORD, ILLINOIS

Illinois:			
Baone	4.5	5.4	17.9
Carroll	5.4	6.2	19.0

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ROANOKE

is

**Virginia's
LARGEST**

TV

Market

and

Your

#1 Buy

in

Virginia's

#1 Market

is

WDBJ-TV

Maximum Power

Maximum Height



Nationally Represented by

Peters-Griffin-Woodward

WSLS • TV
the highest rated

ROANOKE, VA.

station in

WSLS • TV

VIRGINIA'S

ROANOKE, VA.

biggest television

WSLS • TV

market . . .

ROANOKE, VA.

MORE TV HOMES!

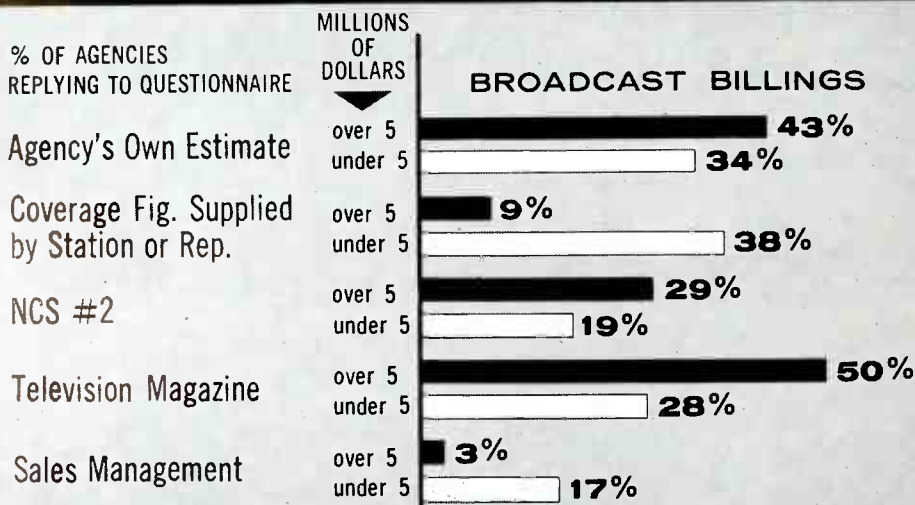
WSLS • TV

MORE PEOPLE!

ROANOKE, VA.

WHERE DO TIMEBUYERS GET THEIR INFORMATION?

CIRCULATION SOURCES USED BY AGENCIES



Who do timebuyers consult to get the vital statistics on your market?

Fully 50% of timebuyers from agencies with network billings over \$5 million use TELEVISION MAGAZINE circulation figures, according to an NBC Spot Sales survey.

Just as you are looking at this page to check the county definition and data on your market, most of the people on your sales-prospect list are doing the same thing.

While their attention is focused on getting the data that helps decide whether or not you get on the list, you could be using this space to amplify the basic statistics, to tell why your station is the key to your area.

You can do this every month in TELEVISION MAGAZINE. . . . Reserve space in the monthly Circulation Report. Reach your prospects while they are thinking about your market. Phone Bob Lewis at PLaza 3-9944 in New York and ask about the Circulation Package Plan.

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Ret- Sei (\$000)
ROCKFORD, ILLINOIS continued				
De Kalb	14.8	16.2	54.4	69.1
Jo Daviess	5.7	6.5	21.5	23.6
Lee	8.9	10.3	37.6	38.1
McHenry	17.2	18.7	61.5	99.8
Ogle	9.4	11.0	34.7	40.1
Stephenson	14.0	15.4	48.0	58.3
Whiteside	3.1	3.4	10.7	14.1
Winnebago	52.9	58.4	184.7	268.1
Iowa:				
Dubuque	19.1	20.7	77.4	100.3
Wisconsin:				
Green	6.2	7.5	24.8	41.2
Jefferson	12.2	13.4	46.0	61.9
Lafayette	4.3	5.2	18.1	18.8
Rock	28.8	32.8	108.0	137.2
Walworth	13.7	15.0	48.8	79.2
Total	220.2	246.1	813.1	1,084.2

ROCK ISLAND, ILLINOIS — DAVENPORT, IOWA

Illinois:				
Bureau	12.0	13.4	41.9	34.8
Carrall	5.4	6.2	19.0	24.0
Fulton	14.2	15.8	48.1	48.2
Hancock	7.7	8.9	27.1	27.6
Henderson	2.2	2.4	7.9	8.3
Henry	14.5	15.7	49.3	63.3
Jo Daviess	5.7	6.5	21.5	27.6
Knox	17.2	18.8	57.5	72.9
Lee	8.9	10.3	37.6	37.7
McDonough	8.3	9.6	30.0	41.1
Marshall	3.6	4.2	13.5	18.1
Mercer	5.2	5.8	18.6	23.2
Ogle	9.4	11.0	34.7	43.7
Putnam	1.0	1.2	4.1	4.9
Rock Island	43.1	46.5	151.4	171.9
Stark	2.0	2.4	7.8	9.9
Stephenson	14.0	15.4	48.0	60.6
Warren	7.4	8.2	26.1	31.1
Whiteside	15.6	16.9	53.7	65.5
Woodford	5.9	6.9	23.0	28.1
Iowa:				
Cedar	5.3	5.6	19.0	23.7
Clinton	16.2	17.2	55.7	68.3
Davis	2.4	2.9	9.0	11.3
Des Moines	14.4	15.3	47.6	59.9
Dubuque	19.1	20.7	77.4	97.6
Henry	4.6	5.5	18.8	23.4
Iowa	4.0	4.7	14.9	18.9
Jackson	5.1	5.5	18.4	23.3
Jefferson	4.7	5.6	17.3	21.8
Johnson	11.6	13.4	50.2	61.7
Jones	5.2	5.6	18.7	23.4
Keokuk	4.6	5.4	16.6	20.7
Linn	37.0	39.4	123.0	153.3
Louisia	2.7	3.2	10.4	12.9
Muscatine	9.9	10.5	33.6	41.5
Scott	33.4	35.5	115.7	143.1
Van Buren	2.9	3.5	10.2	12.7
Washington	5.4	6.3	19.6	24.5
Wisconsin:				
Grant	10.2	12.3	42.5	52.8
Green	6.2	7.5	24.8	30.9
LaFayette	4.3	5.2	18.1	22.6
Total	412.5	456.9	1,482.3	1,824.9

ROSWELL, NEW MEXICO

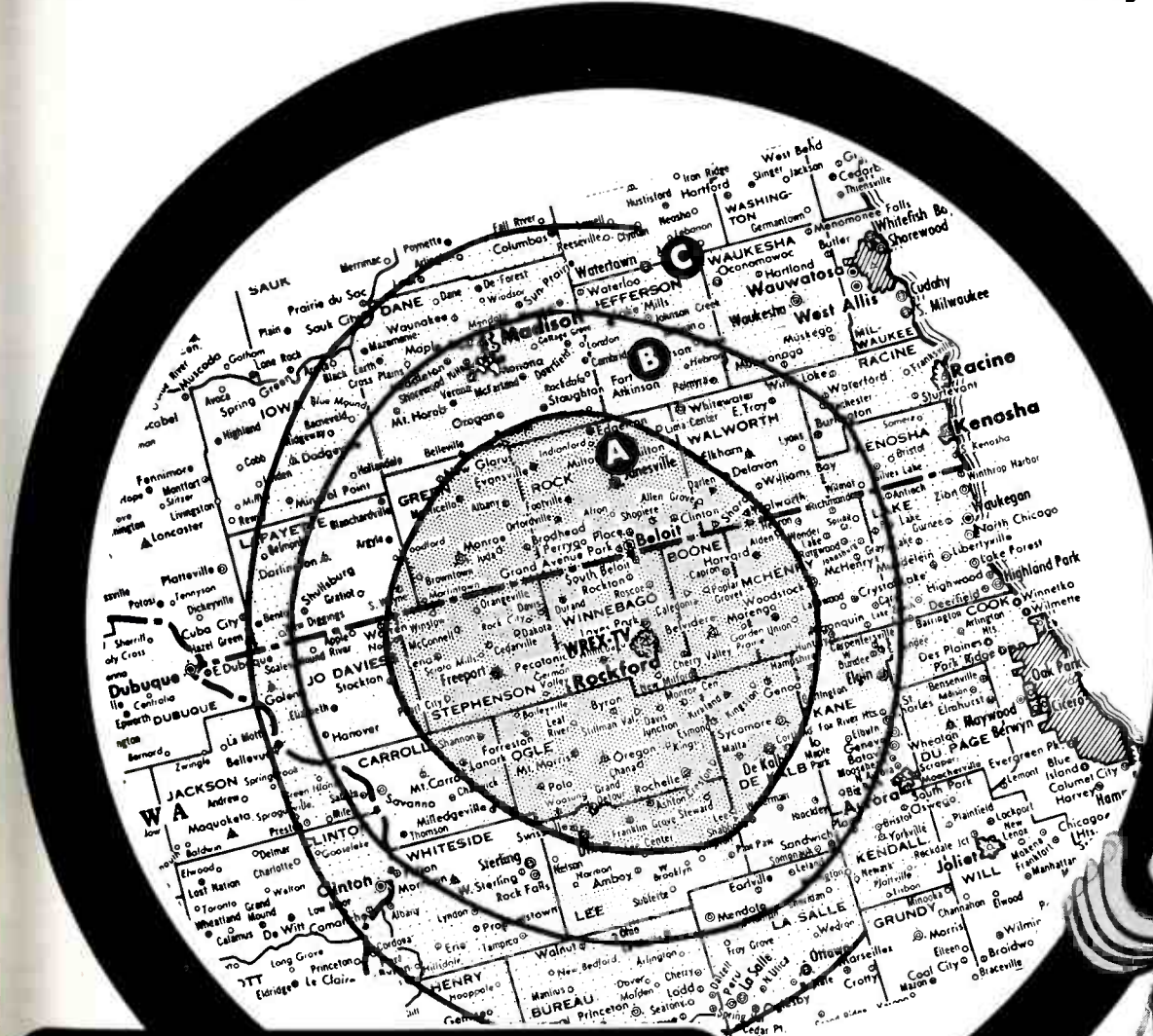
New Mexico:			
Chaves	12.1	15.0	54.1
Curry	5.4	8.8	29.5

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GIANT STEP FORWARD by WREX-TV — INCREASE IN POWER ...

VIDEO — 228,000 WATTS ERP AUDIO — 114,000 WATTS ERP

The sales power of WREX-TV's combined coverage, spans market portions of over 30 counties in southern Wisconsin — northern Illinois. Brings preferred CBS-ABC network programs, top syndicated programs and MGM-TV's Golden Treasury of Feature Films to over 365,000 television homes.



Grade	Total Households	Consumer Spendable Income	Total Retail Sales	Television Sets
A	176,731	\$ 1,048,013,000	\$ 744,271,000	154,699
B	157,607	\$ 987,797,000	\$ 699,092,000	141,334
C	78,761	\$ 466,963,000	\$ 324,932,000	69,900
Total	413,099	\$2,502,773,000	\$1,768,295,000	365,933

Source: 1958 Sales management (Survey of buying power)

REPRESENTED BY H-R INC.



WREX-TV

CHANNEL 13 ROCKFORD



LOOK WHO GETS THE BIGGEST SLICE IN SACRAMENTO!



SHARE OF AUDIENCE*

Sign-On to Sign-Off

KCRA-TV...52.5%

STATION "B".....38.1%

STATION "C".....12.7%

ARB, May, 1958
Sacramento, California

If you want to sell merchandise, you have to have an audience. KCRA-TV gets a 52.5% share of the Sacramento, California audience, bigger share than two other competing stations combined.

Join the man who came to dinner. Call your Petry man now and check KCRA-TV's lush menu of availabilities.

Represented by
EDWARD PETRY & -CO.

KCRA-TV

Serving 468,370 TV Homes*

*N. C. S. 3 Spring 1958

SACRAMENTO, CALIFORNIA

BASIC **NBC** AFFILIATE

CLEAR

3

CHANNEL

OSWELL, NEW MEXICO				OSWELL, NEW MEXICO				OSWELL, NEW MEXICO													
VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)										
continued																					
Alameda	.5	.8	2.7	4,652	Arenac	2.3	2.7	9.6	10,499	Lafayette	6.9	8.0	24.9	23,963							
Albany	10.3	13.9	50.4	56,545	Bay	26.8	29.2	102.0	117,638	Linn	4.2	6.3	18.0	18,718							
Albuquerque	.9	1.3	5.8	9,100	Clare	3.0	3.4	11.5	15,068	Livingston	4.2	5.2	16.0	21,896							
Alamogordo	10.7	16.7	57.2	88,153	Clinton	9.0	9.9	35.3	28,430	Mercer	1.5	1.9	5.8	588							
Alamo	1.3	2.0	8.1	10,926	Crawford	.9	1.1	4.3	6,211	Nodaway	5.5	7.5	23.9	21,173							
Alamogordo	5.4	7.9	30.8	29,562	Genesee	95.0	104.8	355.9	470,451	Platte	5.7	6.3	20.9	20,654							
Alamogordo	2.3	3.8	13.2	16,807	Gladwin	2.3	2.6	9.5	10,970	Ray	4.6	5.4	15.5	13,346							
Alamogordo	2.7	4.6	16.5	15,389	Gratiot	9.3	10.2	34.8	41,366	Saline	6.3	8.0	26.0	26,797							
Alamogordo					Huron	8.4	9.3	34.1	39,679	Worth	1.2	1.5	4.7	4,246							
Alamogordo					Iosco	3.7	4.3	14.5	17,159	Nebraska:											
Alamogordo					Isabella	7.2	8.2	30.4	32,699	Nemaha	2.9	3.5	11.6	9,858							
Alamogordo	1.8	2.2	8.3	13,689	Lapeer	12.1	13.2	52.0	37,297	Pawnee	1.7	2.0	5.7	3,765							
Alamogordo	1.5	1.8	7.8	7,709	Midland	11.4	12.7	45.5	53,404	Richardson	3.9	4.7	14.6	17,045							
Alamogordo	.8	1.0	4.0	7,344	Montmorency	.9	1.2	4.5	5,680	Total	205.3	240.2	755.2	788,140							
Alamogordo	55.7	79.8	288.4	345,006	Ogemaw	2.2	2.6	9.5	10,359	ST. LOUIS, MISSOURI											
SACRAMENTO, CALIFORNIA																					
Alameda	.1	.1	.4	1,250	Oscoda	.8	.9	3.5	3,893	Illinois:											
Alameda	2.0	2.9	9.0	8,144	Oscego	1.4	1.7	6.5	10,117	Bond	3.7	4.1	12.8	12,888							
Alameda	19.9	25.2	73.3	111,284	Presque Isle	2.1	2.9	12.0	11,205	Calhoun	1.8	2.0	7.0	5,229							
Alameda	2.2	3.2	9.6	7,075	Roscommon	1.9	2.3	7.2	12,038	Clay	4.3	5.7	18.0	15,450							
Alameda	2.3	3.3	10.7	19,410	Saginaw	48.4	52.8	183.1	207,883	Clinton	5.7	6.4	23.0	20,013							
Alameda	14.6	16.2	55.6	65,332	St. Clair	27.6	30.1	101.0	119,637	Effingham	5.6	6.6	22.0	30,225							
Alameda	4.5	6.5	19.3	29,159	Sanilac	8.3	9.4	32.1	31,482	Fayette	6.0	7.1	24.1	21,278							
Alameda	3.3	4.7	15.6	23,669	Shiawassee	14.6	15.9	52.5	61,843	Franklin	11.8	14.6	44.1	38,458							
Alameda	2.7	3.9	11.2	16,499	Tuscola	11.5	12.7	45.1	39,516	Greene	5.3	6.0	19.0	16,674							
Alameda	2.7	5.1	16.5	16,131	Total	317.0	352.1	1,226.7	1,431,642	Jackson	11.0	12.7	40.4	46,914							
Alameda	.9	1.3	4.4	4,971	ST. JOSEPH, MISSOURI																
Alameda	1.4	2.7	8.7	9,477																	
Alameda	.5	.8	2.6	4,638	Iowa:																
Alameda	4.1	6.2	17.7	28,264	Fremont	3.0	3.2	10.7	8,893												
Alameda	12.3	15.1	50.1	65,215	Page	6.9	7.4	24.0	29,973												
Alameda	2.5	3.6	11.3	12,535	Ringgold	2.3	2.8	8.7	6,362												
Alameda	118.4	134.0	428.1	599,612	Taylor	3.1	3.8	11.5	6,913												
Alameda	61.9	71.1	236.0	297,841	Kansas:																
Alameda	.4	.6	2.2	1,462	Atchison	5.7	6.4	21.0	19,991												
Alameda	35.1	40.3	131.2	133,630	Brown	4.0	4.9	14.5	12,931												
Alameda	37.9	46.1	149.3	210,325	Doniphan	2.9	3.3	11.1	6,223												
Alameda	7.2	9.5	30.9	23,988	Jackson	2.7	3.3	10.4	10,251												
Alameda	3.6	5.2	14.7	18,580	Jefferson	2.9	3.6	11.2	9,225												
Alameda	12.9	16.9	55.7	70,121	Leavenworth	10.6	11.3	41.0	31,105												
Alameda	5.8	8.6	28.1	54,306	Marshall	3.6	5.3	16.9	17,214												
SACRAMENTO, CALIFORNIA																					
Alameda	.3	.5	2.2	5,028	Nemaha	3.3	4.0	13.5	13,179												
Alameda	.5	.9	3.0	7,217	Pottawatomie	2.5	3.7	12.1	14,960												
Alameda	.7	1.2	4.2	8,549	Shawnee	39.4	41.9	128.5	165,728												
Alameda	.1	.2	.7	942	Missouri:																
Alameda	360.8	435.9	1,402.3	1,854,654	Andrew	3.0	3.6	11.0	8,147	Bollinger	2.0	2.6	9.4	5,662							
SAGINAW-BAY CITY, MICHIGAN																					
Alameda	.8	.9	5.4	5,829	Atchison	2.2	3.0	10.0	10,758	Cape Girardeau	9.8	11.6	38.5	54,695							
Alameda	5.1	7.1	25.0	31,289	Buchanan	29.8	32.4	102.5	116,020	Crawford	2.1	3.1	10.4	9,328							
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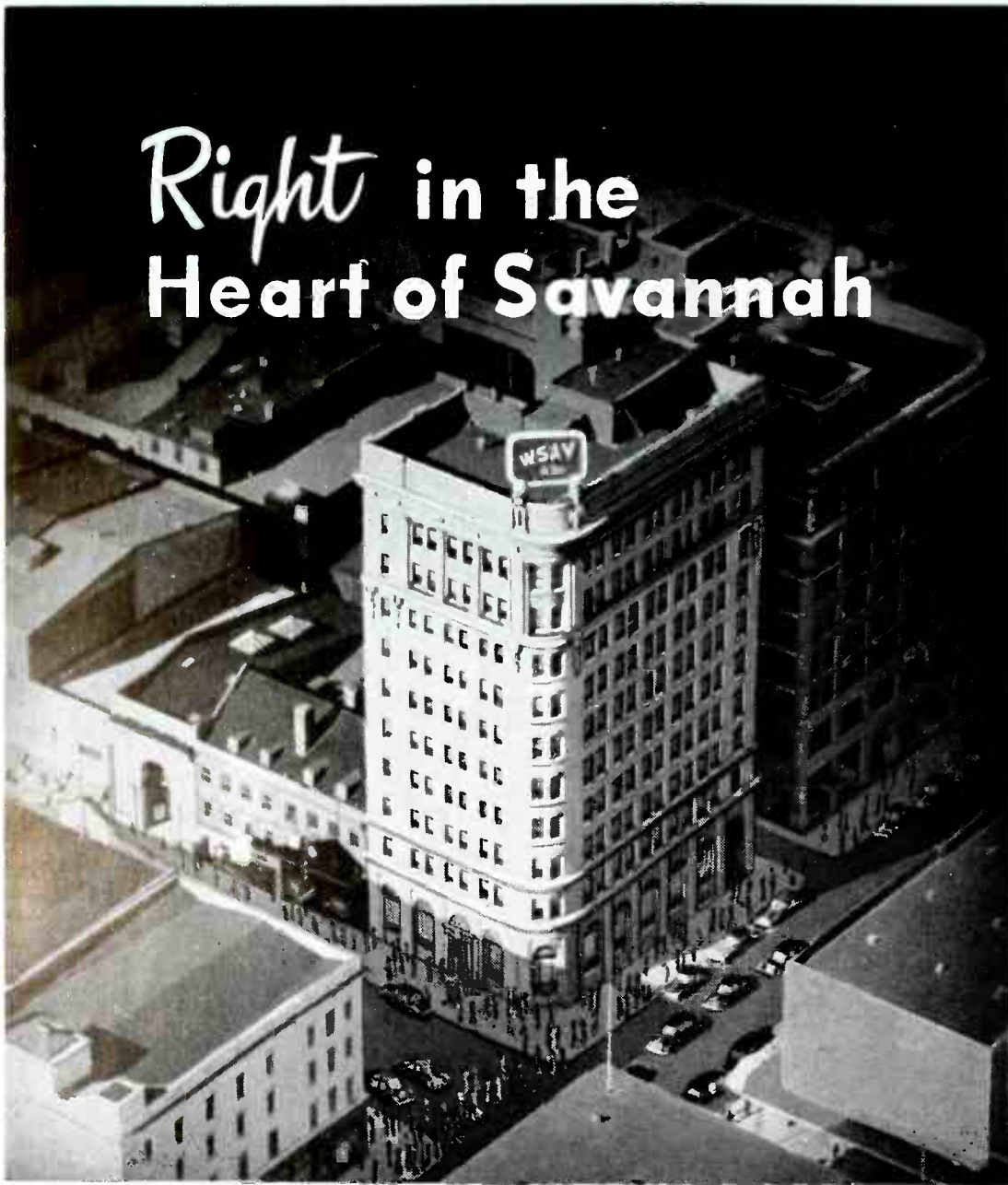
Venard, Rintoul & McConnell
Clyde Melville Co.—Dallas

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Reta Sale (\$00	
ST. LOUIS, MISSOURI continued										
Perry	2.9	3.4	12.4	12,548	Virginia:					
Phelps	5.4	7.4	25.1	26,356	Accomack		10.0	34.5	29,1	
Pike	5.0	5.9	17.0	18,749	Total	*† 57.6	61.0	205.1	255.2	
Ralls	1.9	2.3	7.9	5,604	SALT LAKE CITY, UTAH					
St. Charles	10.2	10.9	38.0	43,799	Idaho:					
St. Francois	9.7	11.2	37.9	34,662	Bannock	10.1	12.6	45.1	56,3	
St. Louis	426.8	454.0	1,470.0	1,843,254	Bear Lake	1.2	1.7	6.5	9,0	
Ste. Genevieve	2.6	3.1	11.7	9,274	Caribou	1.4	2.1	7.9	5,1	
Warren	2.0	2.3	7.5	7,773	Cassia	2.6	3.9	14.6	19,7	
Washington	2.5	3.8	13.9	9,929	Franklin	1.6	2.4	9.6	9,4	
Wayne	1.9	2.4	9.5	4,723	Oneida	.6	.9	3.6	3,8	
Total	824.2	911.0	2,962.5	3,342,359	Power	.5	.8	3.2	4,7	
ST. PETERSBURG-TAMPA, FLORIDA										
Florida:						Nevada:				
Alochua	11.4	17.6	70.3	72,587	Elko	1.8	3.9	13.1	25,2	
Brevard	15.2	21.4	66.1	76,953	White Pine	1.8	4.0	13.7	14,4	
Charlotte	1.3	1.9	5.5	9,497	Utah:					
Citrus	.9	1.6	6.1	7,600	Box Elder	5.4	6.0	23.0	21,13	
Collier	2.8	4.1	13.3	18,258	Cache	8.8	9.9	36.9	32,18	
De Soto	1.3	2.4	9.4	9,778	Carbon	4.3	7.1	26.8	23,17	
Dixie	.5	.9	3.9	3,687	Daggett		.1	.5	.7	
Franklin	.6	1.5	5.2	4,709	Davis	13.1	14.0	54.0	33,0	
Gilchrist	.4	.6	2.7	2,757	Duchesne	.9	1.7	7.4	7,0	
Glades	.4	.7	2.9	1,761	Emery	.9	1.4	5.8	2,6	
Hardee	1.9	3.4	12.2	13,545	Grand	.8	1.3	5.1	6,3	
Hendry	1.1	1.8	6.8	12,469	Juab	.9	1.4	5.4	4,2	
Hernando	1.4	2.5	8.7	10,397	Millard	1.5	2.2	8.9	8,4	
Highlands	2.9	4.9	16.4	24,763	Morgan	.6	.7	2.9	3,9	
Hillsborough	89.0	103.2	351.1	453,764	Rich	.4	.5	1.9	4,0	
Lafayette	.4	.7	3.1	2,051	Salt Lake	96.4	102.6	353.1	48,82	
Lake	9.6	13.8	47.2	59,207	Sanpete	2.2	3.3	12.3	18,2	
Lee	7.8	11.3	37.3	69,322	Sevier	2.1	3.1	12.0	17,2	
Levy	1.4	2.6	9.7	12,165	Summit	1.1	1.4	5.9	10,5	
Liberty	.2	.6	2.5	2,273	Tooele	4.6	5.4	20.7	17,7	
Manatee	11.6	15.0	47.8	69,957	Uintah	1.2	2.5	10.5	11,8	
Marion	8.6	13.8	48.5	58,157	Utah	24.8	26.8	104.5	8,40	
Okeechobee	.8	1.2	4.7	6,110	Wasatch	1.1	1.3	5.3	1,5	
Orange (33%)	18.3	21.7	71.2	103,884	Weber	28.3	30.4	105.8	11,46	
Osceola	3.2	4.9	14.6	20,252	Wyoming:					
Pasco	4.7	8.1	27.1	29,353	Lincoln	1.3	2.3	7.9	15,8	
Pinellas	78.5	94.3	268.9	453,768	Uinta	1.0	1.7	6.5	13,5	
Polk	36.4	48.1	169.2	192,702	Total	223.3	259.4	940.4	1,071,87	
Sarasota	11.2	17.6	53.6	118,954	SAN ANGELO, TEXAS					
Sumter	1.7	2.9	10.7	9,108	Texas:					
Wakulla	.5	1.2	4.7	1,774	Coleman	2.5	3.4	11.4	11,2	
Total	326.0	426.3	1,401.4	1,931,562	Concho	.8	1.3	4.4	1,7	
SALINAS-MONTEREY, CALIFORNIA					Crockett	.7	1.2	4.9	2,2	
California:					McCulloch	1.9	3.0	10.5	3,8	
Merced (20%)	4.1	5.0	17.1	19,833	Menard	.7	1.1	3.8	3,4	
Monterey	47.0	54.9	185.6	198,189	Runnels	3.1	4.3	15.0	7,5	
San Benito	3.1	4.2	13.8	15,522	Schleicher	.4	.7	2.6	3,4	
San Luis Obispo	15.7	21.0	63.0	90,363	Sutton	.6	1.0	3.8	4,4	
Santa Barbara					Tom Green	17.1	21.5	74.2	7,9	
(50%)	15.7	13.6	57.0	86,552	Total	27.8	37.5	130.6	1,09	
Santa Clara (6%)	8.6	9.8	31.5	41,776	SAN ANTONIO, TEXAS					
Santa Cruz	24.2	28.4	76.2	96,582	Texas:					
Stanislaus	37.9	46.1	149.3	210,325	Arañas	.7	1.1	3.9	1,3	
Tuolumne	3.6	5.2	14.7	18,580	Atascosa	3.7	4.7	19.5	1,6	
Total	159.9	188.2	608.2	777,722	Bandera	1.0	1.2	4.0	3,4	
SALISBURY, MARYLAND					Bee	4.3	6.1	23.5	3,4	
Delaware:					Bexar	138.1	163.3	620.0	4,47	
Sussex	UHF	23.7	77.3	94,606	Blanco	.8	1.1	3.8	4,1	
Maryland:					Calwell	3.5	4.6	16.8	3,7	
Solomons	DI	5.11	20.5	15,658	Calhoun	2.0	3.2	11.1	3,0	
Wilcomico	on county	14.0	47.0	74,091	Colorado	3.4	4.9	16.7	2,08	
Worcester	bus	7.5	25.11	41,669						

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VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

VHF Homes (Thou-sands) Total Homes (Thou-sands) Pop-ulation (Thou-sands) Retail Sales (\$000)

SA ANTONIO, TEXAS continued

Cal	4.6	6.0	21.3	22,716
Cho	.8	1.3	4.4	4,179
Ckett	.7	1.2	4.9	4,226
D'Vitt	4.3	6.2	21.2	24,433
Dist	1.5	2.4	11.9	4,957
Dil	2.1	3.2	13.9	7,106
Eards	.4	.8	3.4	1,552
Fitte	3.9	5.7	19.4	19,051
Fi	2.1	2.7	11.5	6,214
Gospie	2.0	3.1	9.9	13,699
Gad	.9	1.3	5.0	3,702
Gales	4.1	5.4	20.6	23,088
Gdalupe	6.0	7.3	26.5	29,533
H	3.9	5.1	20.9	18,492
Jron	2.6	3.6	13.2	16,001
Jlogg	.6	1.1	4.8	3,928
JVells	5.2	8.1	33.8	28,777
Kes	2.8	3.9	15.9	12,910
Kall	1.3	1.6	5.4	5,601
K	2.8	4.3	14.8	18,768
Klle	.8	1.2	4.3	4,383
Kuy	.3	.5	2.0	1,406
Klrg	4.5	7.0	28.0	30,418
Lcille	1.2	1.8	7.9	3,723
Lca	3.8	5.4	18.6	19,441
HuDak	1.3	1.9	7.7	6,075
Lli	1.0	1.6	5.0	6,412
Mulloch	1.9	3.0	10.5	10,384
Mullen	.3	.4	1.7	188
Mvn	.8	1.4	4.6	3,419
Migarda	5.2	7.3	25.6	28,952
Mirick	1.9	3.1	14.6	10,750
Mna	3.7	4.6	18.2	13,885
Murd	.7	1.1	3.8	3,844
Rl	.5	.7	2.7	1,050
Rjio	1.7	2.6	9.5	11,693
Srlatrcio	7.5	9.9	41.2	39,597
Sclaba	1.3	2.2	7.5	6,850
Scher	.4	.7	2.6	4,341
St	1.8	3.1	15.1	7,485
Sua	.6	1.0	3.8	5,448
Utie	3.1	4.8	18.2	16,659
Vbia	7.3	11.1	40.5	58,771
Wb	9.8	15.2	67.7	52,814
Wn	2.5	3.1	12.9	9,043
Zaa	.6	1.0	5.0	977
Zaa	1.7	2.7	1.30	6,562
To	276.3	362.9	1,394.2	1,360,808

Plumas	2.5	3.6	11.3	12,535
San Benito	3.1	4.2	13.8	15,522
San Francisco	253.1	284.7	801.5	1,175,426
San Joaquin	61.9	71.1	236.0	297,841
San Mateo	112.9	123.7	389.0	510,640
Santa Clara	143.7	161.7	525.5	696,267
Santa Cruz	24.2	28.4	76.2	96,582
Sierra	.4	.6	2.2	1,462
Solano	35.1	40.3	131.2	133,630
Sonoma	39.5	46.5	139.5	190,074
Stanislaus	37.9	46.1	149.3	210,325
Sutter	7.2	9.5	30.9	23,988
Tuolumne	3.6	5.2	14.7	18,580
Yolo	12.9	16.9	55.7	70,121
Yuba	5.8	8.6	28.1	54,306
Total	1,261.4	1,454.5	4,497.4	5,908,781

SAN JOSE, CALIFORNIA

California:				
Monterey	47.0	54.9	185.6	198,189
San Benito	3.1	4.2	13.8	15,522
Santa Clara	143.7	161.7	525.5	696,267
Santa Cruz	24.2	28.4	76.2	96,582
Total	218.0	249.2	801.1	1,006,560

SAN LUIS OBISPO, CAL. — See Salinas-Monterey

SANTA BARBARA, CALIFORNIA

California:				
San Luis Obpo	15.7	21.0	63.0	90,363
Santa Barbara	31.4	37.0	114.0	173,104
Ventura	43.5	48.3	164.4	187,320
Total	90.6	106.3	341.4	450,787

SAVANNAH, GEORGIA

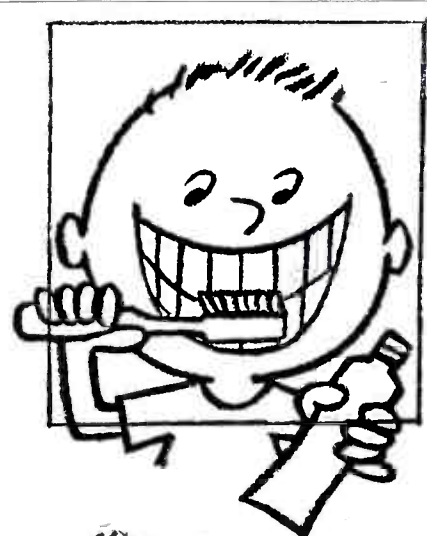
Georgia:				
Appling	1.6	3.0	13.1	10,213
Bacon	1.6	2.2	8.7	8,303
Ben Hill	2.0	3.8	14.1	12,299
Brantley	.8	1.4	6.4	2,525
Bryan	.8	1.4	6.1	3,880
Bulloch	3.2	5.6	22.5	17,186
Burke	3.1	5.4	21.2	9,176
Camden	1.7	2.4	8.6	3,965
Candler	1.0	1.8	7.0	5,499
Charlton	.8	1.1	4.5	4,930
Chatham	43.2	51.2	174.1	193,509
Effingham	1.3	2.2	8.8	3,676
Emanuel	2.1	4.2	16.7	14,377
Evans	.8	1.4	5.8	7,849
Glynn	8.0	11.1	40.3	42,020
Jeff Davis	1.3	2.4	9.4	8,246
Jenkins	1.3	2.3	9.1	5,645
Liberty	1.3	2.2	9.0	8,123
Long	.5	.9	3.7	2,272
McIntosh	1.0	1.6	6.5	3,289
Montgomery	.8	1.6	6.9	1,849
Pierce	1.3	2.4	10.0	6,839
Screven	2.3	4.1	16.4	8,776
Tattnall	1.9	3.4	14.3	9,803
Telfair	1.4	2.6	11.0	8,169
Toombs	2.3	4.2	17.2	15,770
Treutlen	.7	1.4	5.6	1,820
Ware	6.6	9.0	34.1	35,819
Wayne	1.8	3.5	14.2	17,939
Wheeler	.7	1.4	5.8	1,123

South Carolina:				
Beaufort	4.9	7.0	30.0	21,139
Hampton	3.1	4.4	18.6	13,714
Jasper	1.8	2.6	10.9	8,124
Total	107.0	155.2	590.6	517,866

SCHENECTADY—ALBANY—TROY, NEW YORK

Massachusetts:				
Berkshire	38.3	41.8	139.3	182,999
Franklin	15.4	17.3	55.2	56,807
New Hampshire:				
Sullivan	7.6	8.6	28.6	28,389
New York:				
Albany	76.0	83.1	262.0	374,394
Columbia	13.0	14.1	45.5	55,036
Delaware	12.0	14.2	47.2	51,940
Dutchess	38.1	42.2	159.5	184,444
Fulton	15.9	17.8	53.8	57,939
Greene	8.0	9.0	29.6	43,074
Hamilton	1.2	1.3	4.2	5,751
Herkimer	17.8	19.5	63.6	67,358
Montgomery	17.2	19.2	61.3	65,568
Otsego	15.4	17.2	54.7	69,224
Rensselaer	39.7	43.5	143.1	158,311
Saratoga	22.9	25.3	84.2	79,363
Schenectady	47.8	52.3	164.9	193,182
Schoharie	6.5	7.4	24.6	27,225
Ulster	30.3	33.5	106.9	121,528
Warren	11.9	13.2	42.4	75,853
Washington	12.4	13.7	47.6	41,797
Vermont:				
Addison	4.2	4.9	19.4	17,132
Bennington	6.6	7.4	24.4	31,546
Chittenden	16.6	18.1	68.0	81,690
Rutland	11.2	12.8	44.2	55,510
Washington	10.8	12.1	43.4	45,015
Windsor	10.0	12.1	40.9	49,085
Total	506.8	561.6	1,858.5	2,220,160

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"GEE! THIS TOOTHPASTE TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)
------------------------	--------------------------	--------------------------	----------------------

SCRANTON-WILKES-BARRE, PENNSYLVANIA

Pennsylvania:			
Clinton	UHF 10.9	38.4	35,704
Columbia	DI 15.8	53.1	51,963
Lackawanna	on county basis 73.0	253.0	242,465
Luzerne	104.4	372.2	335,490
Lycoming	31.4	103.7	108,023
Montour	3.6	16.2	11,973
Northumberland	32.3	110.9	107,355
Snyder	6.1	22.7	23,032
Sullivan	1.5	5.5	3,695
Susquehanna	8.3	29.8	26,721
Union	6.0	24.9	19,021
Wyoming	4.7	16.3	19,820
Total	† 238.1	298.0	1,046.7

SEATTLE-TACOMA, WASHINGTON

Oregon:			
Clatsop	6.9	10.0	30.0
Washington:			
Clallam	7.5	9.1	28.4
Grays Harbor	13.7	19.1	57.0
Island	3.7	4.3	13.9
Jefferson	2.0	2.4	8.1
King	256.0	292.2	860.0
Kitsap	23.7	26.4	80.5
Kittitas	3.9	6.1	20.3
Lewis	11.1	14.9	45.1
Mason	4.2	5.0	15.7

VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)
------------------------	--------------------------	--------------------------	----------------------

Pacific	3.6	5.5	16.3	14,071
Pierce	84.2	94.4	316.3	327,062
San Juan	.9	1.1	3.2	2,317
Skagit	12.1	15.7	50.4	60,863
Snohomish	41.5	46.6	140.1	145,086
Thurston	13.6	16.2	48.0	61,805
Wahkiakum	.6	1.0	4.0	1,804
Whatcom	18.6	24.6	73.6	66,181
Total	507.8	594.6	1,810.9	2,192,091

SEDALIA, MISSOURI

Missouri:				
Benton	2.2	2.7	9.0	7,436
Cooper	3.7	4.8	15.3	13,905
Henry	5.3	6.5	18.9	21,877
Hickory	1.3	1.6	4.8	2,439
Moniteau	2.6	3.3	10.1	9,610
Morgan	2.2	2.9	9.0	9,357
Pettis	10.6	12.6	36.5	40,716
St. Clair	2.4	3.0	9.0	5,573
Total	30.3	37.4	112.6	110,913

SHREVEPORT, LOUISIANA

Arkansas:				
Columbia	4.6	6.8	24.6	20,801
Hempstead	3.4	5.3	18.6	14,563
Howard	1.7	2.4	8.9	7,666
Lafayette	1.8	2.8	11.1	5,894
Little River	1.7	2.4	8.9	4,600
Miller	10.0	10.6	36.7	34,096
Sevier	1.5	2.1	7.5	6,171
Union	11.4	15.3	52.4	54,551

Louisiana:				
Bienville	2.8	4.3	16.7	8,044
Bossier	11.0	13.3	47.8	34,433
Caddo	53.4	61.4	211.0	259,111
Claiborne	4.0	6.1	23.0	15,385
De Soto	4.4	5.7	22.2	16,624
Lincoln	4.7	6.9	26.9	20,919
Natchitoches	6.5	9.3	37.0	18,208
Red River	2.0	2.6	10.3	5,995
Sabine	3.2	5.1	19.8	10,602
Union	3.2	4.7	18.7	9,494
Vernon	3.8	6.1	21.5	19,480
Webster	8.2	10.4	38.3	28,157

Oklahoma:				
McCurtain	3.5	5.4	20.8	13,177

Texas:				
Angelina	8.2	11.5	39.5	33,670
Bowie	16.1	20.5	69.5	52,076
Camp	1.6	2.3	7.7	7,920
Cass	4.5	5.9	22.1	18,364
Gregg	17.0	21.6	71.5	98,951
Harrison	10.0	13.5	50.3	37,026
Marion	1.7	2.2	8.8	6,562
Morris	1.8	2.4	8.8	10,481
Nacogdoches	5.4	8.0	29.4	24,413
Panola	2.2	4.2	16.5	12,701
Red River	3.1	5.0	17.3	10,478
Rusk	8.7	12.1	43.0	33,493
San Augustine	1.0	1.7	6.7	6,746
Shelby	3.1	5.4	18.9	22,703
Titus	2.9	4.7	16.6	17,849
Upshur	3.3	4.8	17.3	13,826
Wood	3.3	4.9	16.7	20,698
Total	240.8	319.7	1,143.3	1,035,928

SIoux CITY, IOWA

Iowa:				
Buena Vista	5.9	7.1	22.2	28,111
Carroll	5.9	6.4	22.3	31,111
Cherokee	4.7	5.1	18.6	11,111
Clay	4.9	6.2	20.2	21,111
Crawford	5.0	5.4	18.6	11,111
Dickinson	3.1	3.9	12.8	11,111
Emmet	3.0	4.2	14.2	11,111
Harrison	5.0	5.3	17.3	11,111
Humboldt	2.9	3.8	12.5	11,111
Ida	3.0	3.2	10.5	11,111
Lyon	3.8	4.1	14.5	11,111
Monona	4.5	4.8	15.4	11,111
O'Brien	4.9	5.9	18.5	21,111
Osceola	2.4	2.9	10.1	11,111
Palo Alto	2.9	4.0	13.6	11,111
Plymouth	6.6	7.2	25.0	21,111
Pocahontas	3.2	4.2	14.6	11,111
Sac	4.3	5.2	16.7	11,111
Sioux	6.3	6.8	24.6	28,111
Woodbury	33.7	35.9	114.0	146,111

Minnesota:				
Cottonwood	3.7	4.7	16.2	10,111
Jackson	3.9	4.5	15.7	7,111
Murray	3.7	4.5	17.1	9,111
Nobles	5.6	6.5	23.3	31,111
Pipestone	3.6	4.4	16.3	11,111
Rock	2.4	2.9	10.2	11,111
Watonwan	3.3	4.2	14.6	9,111

Nebraska:				
Antelope	2.4	3.3	10.6	11,111
Blaine	.1	.2	.9	1,111
Boyd	.7	1.4	4.7	5,111
Brown	.7	1.4	4.6	5,111
Burt	2.9	3.3	10.9	11,111
Cedar	3.3	3.6	13.3	11,111
Cuming	3.2	3.6	12.7	11,111
Dakota	3.3	3.5	11.9	11,111
Dixon	2.5	2.7	9.1	11,111
Garfield	.5	.8	2.9	3,111
Holt	2.1	4.2	14.8	11,111
Keya Paha	.2	.4	2.1	2,111
Knox	3.0	4.2	14.2	11,111
Loup	.2	.4	1.4	1,111
Madison	7.2	7.9	26.0	31,111
Pierce	1.9	2.6	8.6	7,111
Platte	5.7	6.3	21.5	21,111
Rock	.5	.9	2.9	3,111
Thurston	2.1	2.4	8.5	11,111
Wayne	2.7	2.9	10.3	11,111
Wheeler	.2	.3	1.5	1,111

South Dakota:				
Aurora	.6	1.2	4.4	2,111
Bon Homme	1.8	2.3	7.8	5,111
Brule	1.0	1.7	5.9	3,111
Charles Mix	2.7	4.6	16.1	9,111
Clay	2.8	3.1	10.4	8,111
Davison	3.8	5.6	18.3	20,111
Douglas	.6	1.2	4.7	3,111
Gregory	1.2	2.3	7.5	3,111
Hanson	.9	1.3	4.9	3,111
Hutchinson	2.4	3.0	10.5	7,111
Lake	2.4	2.8	10.1	11,111
Lincoln	3.3	3.7	12.1	11,111
Lyman	.7	1.1	4.4	3,111
McCook	1.9	2.3	8.0	5,111
Mineir	1.2	1.7	5.6	3,111
Minnehaha	25.0	26.6	86.0	81,111
Moody	2.1	2.5	9.0	7,111
Sanborn	.9	1.3	4.4	3,111
Tripp	1.5	2.4	8.3	3,111
Turner	2.7	3.0	10.6	3,111
Union	2.7	3.0	10.0	3,111
Yankton	3.8	4.8	18.5	11,111
Total	253.6	301.1	1,020.5	1,020,511

THE POWERFUL HAND
in Pennsylvania's 3rd market



WNEP-TV WILK-TV
Ch. 16 Scranton Ch. 34 Wilkes-Barre

- best possible coverage of the nearly 2,000,000 people in the prosperous Scranton-Wilkes-Barre trading area
 - combined operation with identical programming—ABC-TV basic affiliates
- Call Avery-Knodel for availabilities.

T Symbol of Service
T TRANSCONTINENT TELEVISION CORPORATION
C

WROC-TV, Rochester • WGR, WGR-TV, Buffalo • WWSA, WWSA-TV, Harrisonburg • WNEP-TV (formerly WARM-TV), Scranton • WILK-TV, Wilkes-Barre

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	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
SOUTH DAKOTA									
Deuel						1.0	1.5	6.1	6,298
Douglas						.6	1.2	4.7	3,391
Edmunds						.9	1.8	7.1	4,726
Faulk						.7	1.2	4.6	3,675
Grant						1.9	2.7	9.5	9,615
Gregory						1.2	2.3	7.5	6,022
Haakon						.3	.7	2.6	4,983
Hamlin						1.3	1.9	6.3	4,876
Hand						1.1	1.8	6.3	5,895
Hanson						.9	1.3	4.9	1,748
Hughes						2.1	3.3	12.2	17,454
Hutchinson						2.4	3.0	10.5	7,907
Hyde						.4	.7	2.6	3,131
Jackson						.2	.5	1.8	2,508
Jerauld						.6	1.0	3.7	2,849
Jones						.3	.6	2.3	2,123
Kingsbury						2.1	2.8	9.2	10,266
Lake						2.4	2.8	10.1	12,417
Lincoln						3.3	3.7	12.1	9,140
Lyman						.7	1.1	4.4	3,203
McCook						1.9	2.3	8.0	6,944
McPherson						.8	1.7	6.1	5,773
Marshall						1.5	2.1	7.0	5,770
Mellette						.4	.7	2.8	941
Miner						1.2	1.7	5.6	3,783
Minnehaha						25.0	26.6	86.0	119,992
Moody						2.1	2.5	9.0	6,418
Potter						.6	1.3	4.5	5,948
Roberts						2.4	3.4	13.5	9,413
Sanborn						.9	1.3	4.4	4,179
Spink						2.0	3.3	12.1	11,186
Stanley						.2	.3	1.2	5,186
Sully						.4	.8	2.8	2,066
Todd						.5	.9	3.8	1,204
Tripp						1.5	2.4	8.3	14,080
Turner						2.7	3.0	10.6	8,187
Union						2.7	3.0	10.0	6,825
Walworth						1.0	2.1	7.0	11,959
Washabaugh						.1	.1	.8	157
Yankton						3.8	4.8	18.5	19,556
Total						207.8	278.0	967.5	1,080,415
SOUTH BEND - ELKHART, INDIANA									
Indiana:						UHF	30.7	98.1	129,711
Elkhart						DI	5.1	16.1	19,287
Fulton						on county	12.1	38.1	50,152
Kosciusko						basis	4.4	16.1	12,776
Lagrange							9.7	31.5	34,384
Marshall							3.9	13.4	15,798
Pulaski							71.4	240.0	289,562
St. Joseph							5.7	19.1	21,561
Starke							6.6	20.5	20,535
Whitley									

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**SOUTH BEND, INDIANA'S
DOMINANT STATION**
WSBT-TV
**PRIMARY COVERAGE —
748,800 TV VIEWERS IN
PROSPEROUS MICHIANA***

- **Housing Construction**
Gains in 1957
- **Savings Deposits**
Hit record high in 1957
- **Spending**
Leads 7th Federal Reserve District for 1957
- **High Spot City**
For 4th consecutive month (Sales Management Magazine)
- **Department Store Sales**
Showed up better than any other major Indiana city in 1957



**WHAT'S HAPPENING
IN SOUTH BEND . . .
INDIANA'S 2nd MARKET**

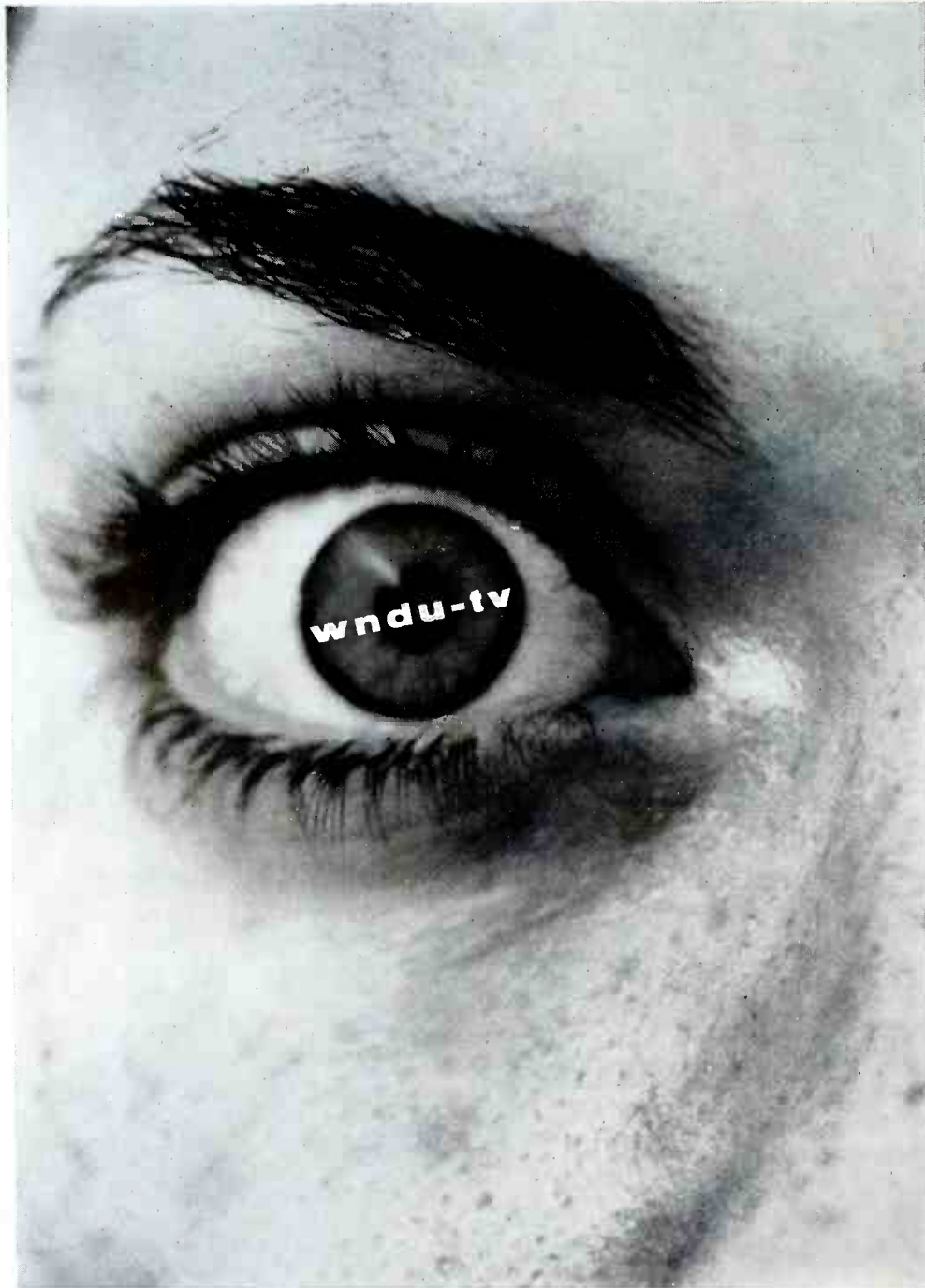
Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita —2nd in Indiana in total Effective Buying Income—2nd in total Retail Sales—2nd in Food Sales—2nd in Drug Sales.

WSBT-TV dominates this great market. No other-area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.

*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000 3.6 persons per family.

WSBT-TV
SOUTH BEND, IND.
CBS... A CBS BASIC OPTIONAL STATION CHANNEL 22
ASK PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVE

In every field,
there's one
basic reference source—
in broadcast advertising, it's
TELEVISION MAGAZINE



**The now recognized image
in a greater market!**

Our boost in power is old news. The result is our newest story. Competent people who form and guide the believability and quality of sound programming produce the results . . . results found through WNDU-TV, the first position on the South Bend - Elkhart dial.

A message that is seen by more—sells more.

WNDU-TV now delivers to 197,200 TV families.

Let Petry & Co. tell you more!



THE NOTRE DAME NBC STATION
—SERVING SOUTH BEND - ELKHART
Bernard C. Barth, Vice Pres. and General Manager;
Wm. Thomas Hamilton, Sales Manager

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Re- s. (\$4)
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SOUTH BEND — ELKHART, INDIANA continued

Michigan:				
Berrien		45.5	147.5	177
Cass		11.0	35.0	25
St. Joseph		14.9	46.0	56
Total	*†188.7	221.0	721.4	844

SPARTANBURG-GREENVILLE, S. C.

Georgia:				
Banks	1.0	1.4	5.8	6
Elbert	3.1	4.3	16.8	17
Franklin	2.2	3.1	12.3	11
Habersham	2.9	4.2	16.8	14
Hart	2.3	3.2	12.9	17
Lincoln	.9	1.3	5.5	7
Madison	1.9	2.6	10.7	13
Oglethorpe	1.3	2.1	8.4	11
Rabun	1.2	1.7	7.1	9
Stephens	3.4	4.9	18.7	13
Taliaferro	.6	.9	3.8	7
Towns	.6	1.0	4.0	5
White	.8	1.4	5.7	5
Wilkes	1.9	2.7	10.9	7

North Carolina:				
Buncombe	26.0	36.3	135.4	147
Burke	9.3	11.7	50.3	29
Caldwell	8.6	11.2	47.4	25
Catawba	16.3	18.3	69.8	25
Clay	.6	1.3	5.9	7
Cleveland	12.7	16.5	67.8	13
Gaston	25.9	32.5	128.3	18
Haywood	6.6	10.2	40.1	16
Henderson	6.2	9.5	34.2	18
Jackson	2.5	4.3	18.7	10
Lincoln	5.1	6.9	28.3	11
McDowell	4.8	6.8	27.7	11
Macon	2.3	3.9	16.4	5
Modison	2.4	4.3	19.1	6
Polk	2.5	3.0	11.5	7
Rutherford	9.1	11.3	45.1	10
Swoin	1.0	2.1	9.0	6
Transylvania	2.2	3.8	16.8	2
Yancey	2.0	3.5	15.5	8

South Carolina:				
Abbeville	4.0	5.6	22.2	6
Anderson	17.9	23.8	90.6	17
Cherokee	7.6	9.7	40.2	11
Chester	6.1	8.1	33.1	12
Edgefield	2.3	3.7	15.6	4
Fairfield	3.4	4.8	20.4	6
Greenville	45.7	55.3	201.0	21
Greenwood	9.8	12.9	48.8	11
Laurens	7.2	11.7	48.5	10
McCormick	1.5	2.1	9.0	1
Oconee	5.6	8.2	31.9	1
Oconee	5.7	9.2	38.9	2
Pickens	6.6	10.3	40.4	3
Saluda	2.3	3.7	15.1	1
Spartanburg	32.7	42.2	161.4	9
Union	5.3	7.6	30.8	2
York	16.0	21.4	88.0	2
Total	349.9	472.5	1,862.6	1,5

SPOKANE, WASHINGTON

Idaho:				
Benewah	1.2	1.4	5.1	4
Bonner	3.5	4.3	14.2	9
Boundary	1.3	1.6	5.6	7
Clearwater	1.6	2.1	7.4	8
Idaho	1.8	3.1	11.0	11
Kootenai	7.4	8.8	28.4	33

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	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
ah	4.7	6.9	24.4	25,118
is	.8	1.2	4.0	5,050
Perce	5.1	7.5	23.6	50,846
shone	4.8	6.7	22.3	27,425
ntana:				
head	7.2	10.9	34.1	42,128
ohn	2.0	3.4	11.2	9,933
heral	.5	.9	2.7	2,570
iders	1.2	2.3	7.5	5,879
gon:				
er	3.6	6.2	18.5	18,569
atilla	9.3	14.2	45.1	68,671
n	3.1	5.4	16.6	19,535
llowa	1.3	2.3	7.3	9,038
shington:				
ms	2.5	3.2	10.3	15,090
tin	2.9	4.1	12.9	6,711
lan	9.8	14.3	43.5	64,620
umbia	1.1	1.6	4.9	5,431
nglas	2.7	4.5	14.7	4,229
ry	.8	1.1	4.3	1,880
nklin	5.2	7.2	22.3	32,163
field	.6	.9	3.2	4,868
nt	10.0	14.4	49.6	49,469
ras	3.9	6.1	20.3	25,027
ohn	2.8	3.5	11.1	11,655
anogan	5.4	8.8	29.2	21,403
d Oreille	1.7	2.4	7.7	7,970
okane	81.1	91.1	278.9	345,706
rens	4.5	6.4	20.8	21,065
lla Walla	8.8	13.0	43.2	49,272
ima	39.4	46.6	151.0	168,094
al	243.6	318.4	1,016.9	1,207,467

SPRINGFIELD, ILLINOIS

hois:				
wn	UHF	2.1	6.3	7,186
ts	DI	4.0	13.2	15,514
istian	on county	12.5	38.5	48,012
lan	basis	8.6	31.9	32,035
coupin		14.0	43.1	42,062
ton		5.2	15.8	20,443
ard		2.7	9.0	8,718
gan		10.4	37.0	46,594
gamon		45.5	140.2	204,058
oyler		2.9	8.9	7,299
al	*†107.4	107.9	343.9	431,921

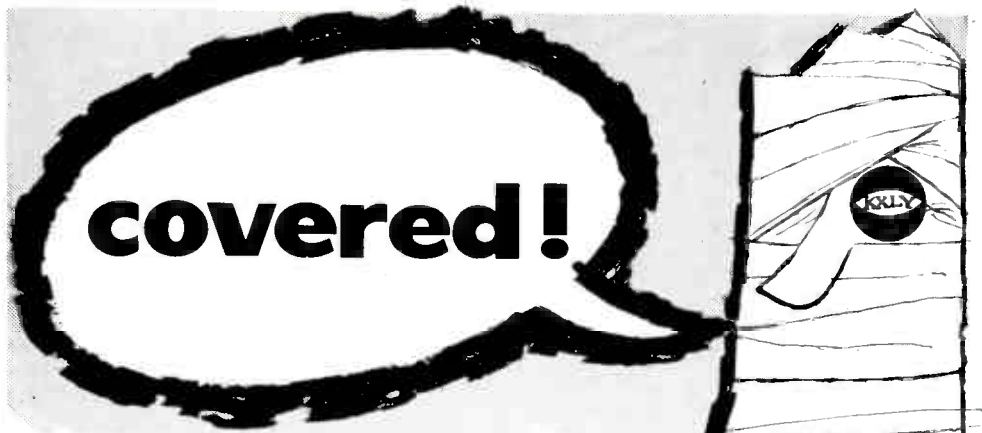
SPRINGFIELD-HOLYOKE, MASSACHUSETTS

onnecticut:				
and	UHF	15.6	58.8	40,420
Massachusetts:				
nklin	DI	17.3	55.2	56,807
mpden	on county	118.3	402.2	518,910
psshire	basis	23.1	87.9	88,442
al	*†197.8	174.3	604.1	704,579

SPRINGFIELD, MISSOURI

ansas:					
ne		2.6	4.0	13.4	13,360
roll		1.9	3.2	9.8	6,371
lison		1.3	2.1	8.5	3,133
ouri:					
y		4.7	6.5	21.5	20,095
on		2.7	3.8	11.5	11,243
iden		1.6	2.1	7.3	7,479

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**SPOKANE, Washington
and the INLAND EMPIRE'S
"MISSING CITY"**

FOUND! . . . A MISSING CITY OF 20,000

television sets . . . completely bound, wrapped and covered by KXLY-TV only! When you buy any other station, you are completely missing 20,000 fringe area TV sets. KXLY-TV gives you all of the BILLION DOLLAR Spokane and Inland Empire market, including the MISSING CITY!

HIGHEST TOWER IN THE NORTHWEST!

FROM HIGH ATOP 6,000 FOOT MOUNT SPOKANE, KXLY-TV BLANKETS THE INLAND EMPIRE WITH A COVERAGE PATTERN 240 MILES IN DIAMETER.

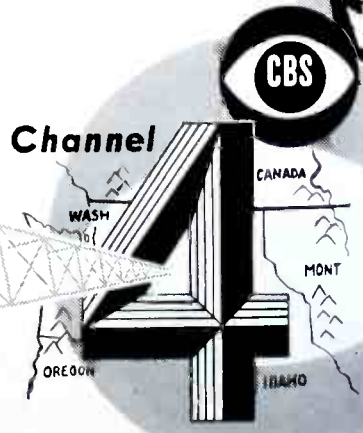
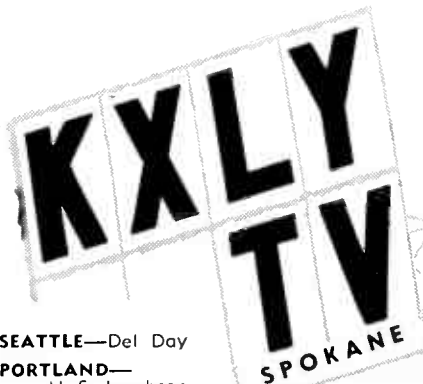
NOTHING HAS BEEN LEFT UNCOVERED!

From the snowy slopes of the Canadian Rockies, to the rich interior of Eastern Oregon . . . from the vital mining areas of Western Montana, to the lush wheat lands of Central Washington . . . KXLY-TV covers the Northwest's vast Inland Empire—over a million people — over 250,000 sets!

LOCAL ADVERTISERS FAVOR KXLY-TV

For 3 years running, KXLY-TV has consistently been the local advertiser's favorite — up to 50% more than nearest station.

**SPOKANE
WASHINGTON**



SEATTLE—Del Day
PORTLAND—
H. S. Jacobson
REPRESENTATIVES: AVERY-KNODEL
DETROIT • SAN FRANCISCO • LOS ANGELES •
DALLAS • ATLANTA • NEW YORK • CHICAGO

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
SPRINGFIELD, MISSOURI <i>continued</i>								SUPERIOR, WISCONSIN — DULUTH, MINNESOTA			
Cedar	2.3	3.3	9,900	Morgan	3.4	3.8	12,200	Michigan:			
Christian	2.8	3.7	11,900	Noble	3.0	3.4	11,300	Gogebic	6.1	7.9	25,900
Dade	1.9	2.7	8,500	Tuscorawas	20.9	23.1	75,900	Houghton	7.3	10.2	33,800
Dallas	2.2	2.8	9,100	Pennsylvania:				Ontonagon	2.3	3.0	10,300
Douglas	2.0	2.8	9,600	Beaver	53.2	57.2	204,100	Minnesota:			
Greene	37.5	39.9	120,400	Butler	26.2	28.3	101,300	Aitkin	2.9	3.7	12,500
Howell	3.2	5.6	18,600	Fayette	46.5	50.6	182,900	Beltrami	3.4	6.9	24,500
Laclede	4.6	5.9	19,500	Greene	10.3	12.1	44,400	Carlton	5.6	7.0	26,500
Lawrence	5.2	7.2	22,000	Lawrence	28.5	31.3	108,000	Cass	2.8	5.1	19,000
Ozark	1.5	2.1	8,000	Mercer	30.5	33.7	118,100	Clearwater	1.3	2.7	9,800
Polk	3.8	4.8	14,800	Washington	59.4	63.8	223,100	Cook	1.1	1.4	4,500
Pulaski	2.8	11.2	37,000	West Virginia:				Crow Wing	6.4	9.5	31,700
Stone	2.0	2.6	9,000	Barbour	2.6	4.5	16,100	Hubbard	1.6	2.9	10,200
Taney	2.2	2.9	10,000	Braxton	1.9	3.6	14,800	Itasca	8.9	11.1	38,500
Texas	3.1	5.5	18,100	Brooke	6.3	6.8	25,200	Kanabec	1.9	2.4	8,300
Webster	3.4	4.3	14,300	Hancock	8.8	9.7	37,100	Koochiching	2.6	5.0	17,300
Wright	2.9	4.2	13,500	Harrison	13.8	22.5	79,500	Lake	3.6	4.7	14,300
Total	98.2	133.2	426.2	Lewis	2.5	4.5	18,400	Lake of Woods	.6	1.2	4,400
				Marion	15.8	19.9	69,100	Pine	3.8	4.8	17,000
				Marshall	7.9	9.0	32,600	St. Louis	63.3	69.5	225,100
				Monongalia	13.4	16.2	60,500	Wadena	2.1	3.8	14,200
				Ohio	20.6	22.6	75,100	Wisconsin:			
				Pleasants	1.0	1.4	5,500	Ashland	4.4	5.5	19,600
				Preston	4.9	7.5	30,500	Bayfield	2.9	3.8	12,800
				Randolph	4.2	7.2	28,900	Burnett	2.3	2.9	9,500
				Taylor	2.8	4.3	16,100	Douglas	12.1	14.1	47,000
				Tyler	1.7	2.4	8,600	Iron	2.0	2.5	8,000
				Upshur	2.7	4.8	18,300	Price	3.5	4.6	15,400
				Wetzel	3.2	4.6	17,800				
				Total	509.4	584.3	2,059.9				
							2,082,176				

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sales

SKYROCKETING IN TAMPA - ST. PETERSBURG

The Nation's NEW... **30th** retail sales **MARKET**

WHEN YOU BUY CHANNEL 8
YOU GET THE BIG ADVANTAGE OF
AREA COVERAGE

AREA POPULATION	1,489,700
FAMILY UNITS	452,400
RETAIL SALES	\$2,107,581,000
EFFECTIVE BUYING INCOME	\$2,227,089,000

PUT YOUR ADVERTISING
WHERE THE MONEY IS . . .

RANKING	WAS-1957	
30th	34th	RETAIL SALES
33rd	39th	FOOD SALES
31st	33rd	GENERAL MERCHANDISE
32nd	37th	APPAREL SALES
30th	35th	SERVICE STATION SALES
25th	31st	EATING - DRINKING ESTAB.
36th	40th	FURNITURE - HOUSEHOLDS
24th	25th	BUILDING MATERIALS & HARDWARE

wfla-tv channel 8

REPRESENTED NATIONALLY BY BLAIR-TV
*SALES MANAGEMENT 1958 SURVEY OF BUYING POWER

	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Rusk	3.4	4.5	16.2	12,256
Sawyer	2.2	2.9	9.7	10,291
Taylor	3.6	4.7	17.7	13,307
Washburn	2.5	3.2	11.0	14,883
Total	166.5	211.5	714.7	767,176

SWEETWATER, TEXAS

Texas:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Borden	.2	.2	1.1	336
Callahan	1.5	2.2	7.7	7,333
Coke	.9	1.2	4.1	5,491
Coleman	2.5	3.4	11.4	12,125
Fisher	1.8	2.4	9.0	6,305
Haskell	2.6	3.4	12.5	9,938
Howard	7.3	9.4	33.9	53,773
Jones	4.6	6.2	20.4	22,327
Kent	.3	.4	1.4	1,023
Mitchell	3.1	4.1	14.5	11,760
Nolan	4.5	6.0	19.8	23,688
Runnels	3.1	4.3	15.0	20,754
Scurry	6.9	9.2	31.3	31,620
Shackelford	.8	1.1	4.0	5,136
Sterling	.2	.3	1.3	1,866
Stonewall	.7	.9	3.5	3,137
Taylor	20.2	24.6	84.5	103,059
Throckmorton	.7	.9	3.4	2,144
Young	3.4	4.5	14.3	22,639
Total	65.3	84.7	293.1	344,454

SYRACUSE, NEW YORK

New York:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Cayuga	20.0	21.9	74.1	81,938
Chemung	27.4	31.0	100.5	120,250
Chenango	11.3	12.6	42.0	48,134
Cortland	11.7	12.9	42.8	50,708
Hamilton	1.2	1.3	4.2	5,751
Herkimer	17.8	19.5	63.6	67,358
Jefferson	22.1	26.9	87.9	110,073
Lewis	5.7	6.8	23.9	20,199
Madison	13.6	15.0	52.3	57,551
Oneida	64.5	69.5	238.0	278,830
Onondaga	109.6	119.3	401.0	504,539
Ontario	16.7	18.5	64.4	85,457
Oswego	22.4	24.4	83.4	76,775
Otsego	15.4	17.2	54.7	69,224
St. Lawrence	24.6	31.5	115.8	105,444
Schuyler	4.1	4.6	15.6	13,563
Seneca	6.5	7.3	28.2	33,551
Steuben	24.0	28.8	97.5	96,501
Tioga	9.2	10.2	33.4	34,952
Tompkins	17.1	19.8	72.3	69,648
Wayne	16.1	17.7	60.6	146,033
Yates	5.3	6.0	19.1	20,115
Pennsylvania:				
Tioga	8.7	10.5	35.7	31,706
Total	475.0	533.2	1,811.0	2,128,300

ACOMA-SEATTLE, WASHINGTON

Oregon:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Clatsop	6.9	10.0	30.0	31,862
Washington:				
Clallam	7.5	9.1	28.4	30,746
Grays Harbor	13.7	19.1	57.0	75,195
Island	3.7	4.3	13.9	10,716
Jefferson	2.0	2.4	8.1	8,230
King	256.0	292.2	860.0	1,185,750
Kitsap	23.7	26.4	80.5	79,732
Kittitas	3.9	6.1	20.3	25,027
Lewis	11.1	14.9	45.1	51,848
Mason	4.2	5.0	15.7	13,796
Pacific	3.6	5.5	16.3	14,071
Pierce	84.2	94.4	316.3	327,062
San Juan	.9	1.1	3.2	2,317
Skagit	12.1	15.7	50.4	60,863
Wahamish	41.5	46.6	140.1	145,086

	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Thurston	13.6	16.2	48.0	61,805
Wahkiakum	.6	1.0	4.0	1,804
Whatcom	18.6	24.6	73.6	66,181
Total	507.8	594.6	1,810.9	2,192,091

TALLAHASSEE, FLA. — See Thomasville, Ga.

TAMPA-ST. PETERSBURG, FLORIDA

Florida:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Alachua	11.4	17.6	70.3	72,587
Brevard	15.2	21.4	66.1	76,953
Charlotte	1.3	1.9	5.5	9,497
Citrus	.9	1.6	6.1	7,600
Collier	2.8	4.1	13.3	18,258
De Soto	1.3	2.4	9.4	9,778
Dixie	.5	.9	3.9	3,687
Franklin	.6	1.5	5.2	4,709
Gilchrist	.4	.6	2.7	2,757
Glades	.4	.7	2.9	1,761
Hordee	1.9	3.4	12.2	13,545
Hendry	1.1	1.8	6.8	12,469
Hernando	1.4	2.5	8.7	10,397
Highlands	2.9	4.9	16.4	24,763
Hillsborough	89.0	103.2	351.1	453,764
Lafayette	.4	.7	3.1	2,051
Lake	9.6	13.8	47.2	59,207
Lee	7.8	11.3	37.3	69,322
Levy	1.4	2.6	9.7	12,165
Liberty	.2	.6	2.5	2,273
Manatee	11.6	15.0	47.8	69,957
Marion	8.6	13.8	48.5	58,157
Okeechobee	.8	1.2	4.7	6,110
Orange (33%)	18.3	21.7	71.2	103,884
Osceola	3.2	4.9	14.6	20,252
Pasco	4.7	8.1	27.1	29,353
Pinellas	78.5	94.3	268.9	453,768
Polk	36.4	48.1	169.2	192,702
Sarasota	11.2	17.6	53.6	118,954
Sumter	1.7	2.9	10.7	9,108
Wakulla	.5	1.2	4.7	1,774
Total	326.0	426.3	1,401.4	1,931,562

TEMPLE-WACO, TEXAS

Texas:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Bastrop	3.3	4.9	17.1	11,774
Bell	19.8	24.1	95.5	88,070
Bosque	2.1	2.9	9.2	11,022
Brazos	8.6	12.4	46.1	41,420
Brown	5.9	8.8	28.1	29,685
Burleson	2.0	2.9	10.3	7,492
Burnet	2.1	2.7	9.3	7,556
Comanche	2.3	3.6	12.1	10,501
Concho	.8	1.3	4.4	4,179
Coryell	3.3	4.2	13.8	16,544
Erath	3.4	4.8	15.4	18,583
Falls	4.6	6.5	22.8	18,565
Freestone	2.3	3.5	12.2	10,479
Hamilton	2.0	2.8	9.1	7,694
Hill	7.2	8.1	26.3	22,972
Houston	3.3	5.1	18.2	16,965
Lampasas	2.2	2.9	9.4	11,530
Lee	1.6	2.3	8.7	6,869
Leon	1.8	2.6	9.2	6,973
Limestone	3.9	5.5	19.2	17,188
Llano	1.0	1.6	5.0	6,412
McCulloch	1.9	3.0	10.5	10,384
McLennan	36.2	42.0	143.5	166,451
Madison	1.1	1.7	5.9	10,229
Mason	.8	1.4	4.6	3,419
Menard	.7	1.1	3.8	3,844
Milam	3.7	5.4	18.2	22,394
Mills	1.1	1.4	4.8	5,950
Navarro	8.9	10.6	34.8	33,878
Robertson	3.2	4.7	17.2	16,984
San Saba	1.3	2.2	7.5	6,850
Somervell	.6	.8	2.4	1,655
Williamson	8.0	10.0	34.8	35,066
Total	151.0	197.8	689.4	689,577

TERRE HAUTE, INDIANA

Illinois:	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Clark	4.6	5.5	16.9	16,303
Clay	4.3	5.7	18.0	15,450
Coles	11.6	13.5	42.1	56,361
Crawford	5.7	6.8	21.0	20,257
Cumberland	2.4	2.8	9.3	7,612
Douglas	4.6	5.5	18.0	23,981
Edgar	6.5	7.7	23.5	23,705
Edwards	2.2	2.8	9.6	10,095
Effingham	5.6	6.6	22.0	30,225
Fayette	6.0	7.1	24.1	21,278
Jasper	3.5	4.2	13.8	7,855
Lawrence	5.0	6.2	20.0	21,830
Richland	4.4	5.8	17.0	19,143
Vermilion	25.5	29.4	92.0	116,052
Wabash	3.6	4.5	14.5	15,615
Woyne	4.5	6.0	19.2	15,743
Indiana:				
Clay	6.9	8.2	24.9	23,467
Daviess	6.9	8.2	27.7	22,461
Fountain	5.3	6.0	18.1	22,692
Gibson	8.6	10.2	32.6	30,115
Greene	7.9	8.8	26.5	25,973
Knox	12.3	13.5	43.1	44,754
Martin	2.7	3.2	11.1	9,735
Monroe	13.6	15.0	57.0	56,067
Montgomery	9.3	10.2	31.6	41,859

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Serving More Advertisers

than any other Indiana*

TV STATION

WTHI-TV Ch.



CBS-ABC-NBC
(251,970 TV HOMES)

TERRE HAUTE INDIANA

** Except, of course, Indianapolis*

BOLLING CO., NEW YORK, CHICAGO
LOS ANGELES, SAN FRANCISCO, BOSTON

WCTV CH. 6

(Tallahassee, Fla.—Thomasville, Ga.)

Single Station Market

PLUS —

WCTV serves 430,000* people in an area not reached by the Grade "B" or better signal of any other television station!

PLUS . . . 435,000* additional people in 50 counties of Florida, Georgia and Alabama!

AND . . . Tallahassee's ranking of 11th* in the nation in per household sales with income of \$6,047* per household provides proof positive of both ability and willingness to buy. Ask your Blair Associates Man for the complete story.

WCTV CH. 6



BLAIR TELEVISION ASSOCIATES
National Representation

*Sales Management May, 1958

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$'000)		
TERRE HAUTE, INDIANA continued									
Owen	3.1	3.4	10.9	8,691	Liberty	.2	.6	2.5	2,27
Parke	4.1	4.7	15.1	11,879	Madison	1.8	3.4	14.5	12,22
Pike	3.6	4.4	14.1	11,174	Suwannee	2.3	3.8	15.2	15,42
Putnam	6.4	7.7	27.0	25,334	Taylor	1.9	3.6	13.5	10,78
Sullivan	5.9	6.8	20.5	16,702	Wakulla	.5	1.2	4.7	1,77
Vermillion	5.0	5.8	18.1	17,829	Georgia:				
Vigo	31.8	34.6	106.0	129,118	Atkinson	.9	1.7	7.1	2,11
Warren	2.3	2.6	8.5	4,304	Baker	.6	1.1	5.1	6,
Warrick	6.1	7.4	24.5	14,806	Ben Hill	2.0	3.8	14.1	12,2
Total	241.8	280.8	898.3	938,465	Berrien	1.6	3.0	12.6	12,4
TEXARKANA, TEXAS									
Arkansas:									
Clark	3.6	5.3	19.7	15,324	Brooks	1.6	3.6	15.8	9,8
Columbia	4.6	6.8	24.6	20,801	Calhoun	1.1	2.0	7.9	4,2
Dallas	2.0	2.9	11.2	10,692	Clinch	.9	1.5	5.8	3,6
Hempstead	3.4	5.3	18.6	14,563	Coffee	3.3	6.1	26.5	16,0
Howard	1.7	2.4	8.9	7,666	Colquitt	5.6	9.3	36.5	28,1
Lafayette	1.8	2.8	11.1	5,894	Cook	1.3	2.9	11.5	8,6
Little River	1.7	2.4	8.9	4,600	Decatur	3.8	7.7	28.7	17,6
Miller	10.0	10.6	36.7	34,096	Early	2.0	4.0	16.2	7,1
Montgomery	.8	1.2	4.6	2,001	Echols	.3	.5	2.4	1
Nevada	1.9	2.8	10.5	5,874	Grady	2.3	4.6	18.0	12,5
Ouachita	7.2	10.4	37.8	22,885	Irwin	1.2	2.3	10.5	4,2
Pike	1.1	1.8	6.6	5,103	Lanier	.7	1.3	4.9	3,2
Polk	2.0	3.1	11.0	8,567	Lowndes	7.6	13.1	48.4	44,9
Sevier	1.5	2.1	7.5	6,171	Miller	1.0	2.0	8.1	4,1
Louisiana:									
Claiborne	4.0	6.1	23.0	15,385	Mitchell	2.6	5.2	21.5	13,8
Webster	8.2	10.5	38.3	28,157	Seminole	.9	1.9	7.6	5,
Oklahoma:									
Choctaw	2.1	3.9	14.3	7,599	Thomas	5.5	9.2	34.4	32,
McCurtain	3.5	5.4	20.8	13,177	Tift	3.5	6.6	25.7	19,
Pushmataha	1.4	2.5	9.5	5,606	Turner	1.3	2.5	10.3	6,
Texas:									
Bowie	16.1	20.5	69.5	52,076	Worth	2.2	4.2	17.6	6,
Camp	1.6	2.3	7.7	7,920	Total	109.4	193.0	771.2	636,
Cass	4.5	5.9	22.1	18,364	TOLEDO, OHIO				
Franklin	.9	1.3	4.5	3,561	Michigan:				
Harrison	10.0	13.5	50.3	37,026	Hillsdale	9.2	10.8	35.1	35,
Lamar	6.9	12.9	43.0	34,607	Lenawee	21.8	23.8	80.1	86,
Marion	1.7	2.2	8.8	6,562	Monroe	24.4	26.5	93.5	87,
Morris	1.8	2.4	8.8	10,481	Ohio:				
Red River	3.1	5.0	17.3	10,478	Allen	28.1	31.0	103.1	138,
Titus	2.9	4.7	16.6	17,849	Crawford	12.6	13.9	44.1	55,4
Upshur	3.3	4.8	17.3	13,826	Defiance	7.9	8.7	29.1	39,5
Wood	3.3	4.9	16.7	20,698	Erie	17.4	19.2	62.6	85,2
Total	118.6	168.7	606.2	467,609	Fulton	7.6	8.5	28.8	42,6
THOMASVILLE, GA.—TALLAHASSEE, FLA.									
Alabama:									
Houston	9.6	13.6	50.7	54,500	Hancock	15.1	16.6	51.1	61,1
Florida:									
Bay	11.9	16.1	60.6	69,513	Hardin	8.6	9.4	30.9	28,7
Calhoun	1.1	1.8	7.2	7,124	Henry	6.4	7.0	23.0	31,3
Columbia	3.2	5.2	20.3	17,790	Huron	12.2	13.3	44.6	51,7
Dixie	.5	.9	3.9	3,687	Lucas	132.6	142.8	468.4	59,56
Franklin	.6	1.5	5.2	4,709	Ottawa	9.6	10.6	35.1	40,4
Gadsden	4.6	8.4	42.1	25,480	Paulding	4.5	5.0	16.5	18,7
Gilchrist	.4	.6	2.7	2,757	Putnam	6.9	7.8	27.7	20,9
Gulf	1.6	2.7	9.9	8,031	Sandusky	16.7	18.2	55.8	61,42
Hamilton	1.3	2.2	8.8	5,797	Seneca	15.8	17.5	59.4	61,45
Jackson	4.5	8.6	35.9	27,613	Williams	8.5	9.4	29.6	31,60
Jefferson	1.3	2.4	9.4	5,614	Wood	18.4	19.9	68.7	62,29
Lafayette	.4	.7	3.1	2,051	Wyandot	5.8	6.5	21.8	2,97
Leon	7.9	15.6	63.8	81,643	Total	390.1	426.4	1,409.0	1,68,
TOPEKA, KANSAS									
Kansas:									
Allen	4.1	5.4	17.0	17,72	Allen	4.1	5.4	17.0	17,72
Anderson	2.1	3.0	9.8	12,0	Anderson	2.1	3.0	9.8	12,0
Atchison	5.7	6.4	21.0	99	Atchison	5.7	6.4	21.0	99
Bourbon	4.6	6.0	17.2	93	Bourbon	4.6	6.0	17.2	93
Brown	4.0	4.9	14.5	931	Brown	4.0	4.9	14.5	931
Chase	1.1	1.4	4.3	396	Chase	1.1	1.4	4.3	396
Clay	2.5	3.6	10.9	564	Clay	2.5	3.6	10.9	564
Coffey	1.8	2.6	8.8	385	Coffey	1.8	2.6	8.8	385
Dickinson	4.7	7.3	22.4	497	Dickinson	4.7	7.3	22.4	497
Doniphan	2.9	3.3	11.1	222	Doniphan	2.9	3.3	11.1	222
Douglas	7.8	9.7	33.8	92	Douglas	7.8	9.7	33.8	92
Franklin	5.6	6.6	20.3	181	Franklin	5.6	6.6	20.3	181

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WSPD-TV

holds the key
to 477,800
homes!

10 Years Toledo's Only Station

SPeeDy is celebrating its tenth year as Toledo's only television station, reaching 477,800 homes in 24 counties of Ohio, Indiana and Michigan—a billion dollar market!

WSPD-TV sells to almost two million people . . . News, entertainment and public interest programming have been consistently backed up by hard-selling merchandising and local promotion for SPeeDy's advertisers. This policy will continue in even greater measure during the next ten years.

With Toledo's accelerated importance as a key port to the sea upon the completion of the St. Lawrence seaway, SPeeDy's unchallenged dominance is a "blue chip" buy!

"Famous on the local scene"

WSPD-TV



Represented nationally by the Katz Agency



Storer Television

WSPD-TV
Toledo

WJW-TV
Cleveland


WJBK-TV
Detroit

WAGA-TV
Atlanta

WVUE-TV
Wilmington-Philadelphia


TOPEKA, KANSAS, continued				TUCSON, ARIZONA				TULARE-FRESNO, CALIFORNIA				TULSA, OKLAHOMA				TUPELO, MISSISSIPPI																																																																																																																																																																																																											
VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	California:	Fresno	Kern (25%)	Kings	Madera	Mariposa	Merced	Stanislaus	Tulare	Total	Arkansas:	Benton	Sebastian	Washington	Kansas:	Chautauqua	Cowley	Elk	Greenwood	Labette	VHF Homes (Thou-sands)	Total Homes (Thou-sands)	Pop-ulation (Thou-sands)	Retail Sales (\$000)	Montgomery	Neosho	Wilson	Missouri:	McDonald	Newton	Oklahoma:	Adair	Cherokee	Craig	Creek	Delware	Haskell	Hughes	Kay	Lafimer	Le Flore	Lincoln	McIntosh	Mayes	Muskogee	Noble	Nowata	Okfuskee	Okmulgee	Osage	Ottawa	Pawnee	Payne	Pittsburg	Rogers	Seminole	Sequoyah	Tulsa	Wagoner	Washington	Total	Alabama:	Colbert	Franklin																																																																																																																																																				
Geary	4.6	7.1	21.8	27,453	Roscommon	1.9	2.3	7.2	12,038	Fresno	87.3	102.5	336.0	453,919	Benton	6.5	10.1	32.5	25,401	Chautauqua	1.4	2.1	6.3	7,112	Montgomery	13.6	16.7	48.4	55,631	McDonald	3.2	4.1	14.0	13,160	Adair	2.1	3.1	12.2	5,495	Newton	7.1	9.1	29.5	30,364	Cherokee	2.5	3.4	13.2	10,609	Oklahoma:					Adair	2.1	3.1	12.2	5,495	Cherokee	2.5	3.4	13.2	10,609	Craig	3.3	4.2	16.1	14,723	Creek	11.0	12.6	41.2	32,950	Delware	2.4	3.0	10.9	5,309	Haskell	1.6	2.6	10.5	5,145	Hughes	3.1	4.4	15.1	11,835	Kay	13.3	15.8	49.7	59,376	Lafimer	1.2	1.9	7.0	2,882	Le Flore	4.6	7.1	26.2	14,682	Lincoln	4.7	5.6	18.9	18,791	McIntosh	2.3	3.2	12.5	7,742	Mayes	3.8	4.9	17.7	16,172	Muskogee	14.4	16.8	57.0	59,102	Noble	2.4	3.0	9.7	10,779	Nowata	2.9	3.4	11.5	8,511	Okfuskee	2.8	3.7	13.4	7,633	Okmulgee	9.1	11.2	37.8	32,177	Osage	8.8	10.0	34.7	33,891	Ottawa	7.1	8.8	28.3	27,891	Pawnee	3.0	3.7	12.4	11,388	Payne	9.9	12.8	45.3	41,668	Pittsburg	7.0	9.3	33.4	30,377	Rogers	4.2	5.0	17.4	14,744	Seminole	8.5	10.5	37.2	25,221	Sequoyah	2.7	4.0	16.1	6,000	Tulsa	98.8	107.2	337.6	434,111	Wagoner	2.8	3.8	13.9	10,111	Washington	10.9	12.6	40.0	44,711	Total	341.5	414.7	1,367.1	1,396.3	Alabama:					Colbert	6.6	11.7	46.6	38,711	Franklin	3.8	6.0	23.5	15,811

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WIBW-TV

That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like
WIBW-TV
SAURATES TOPEKA



TOPEKA

Topeka has 1 TV Station **WIBW-TV** is it

ALL DAY---ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka market.

- WIBW-TV commands the viewing audience. Note current survey figures:

Share of Audience Monday-Sunday

7:45-12 N.	12N.-6 p.m.	6 p.m.-12 Mid.
57.0%	50.3%	51.1%

- In the 447 rated quarter-hours... WIBW-TV ranked FIRST.
- In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of 37.69%.
- WIBW-TV serves 32 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.
- WIBW-TV saturates 188,806 TV homes.

Survey Figures Prove WIBW-TV's Value

- Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Market, according to a current survey.

Share of Audience Monday-Sunday

	7:45	12N	6 p.m.
	12N	6p.m.	12 Mid.
WIBW-TV, TOPEKA	57.0%	50.3%	51.1%
Sta. A, Kansas City	10.7	10.0	9.7
Sta. B, Kansas City	6.1	10.4	9.6
Sta. C, Kansas City	13.4	14.7	15.3

WIBW-TV CBS-ABC Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNODEL, INC.

	VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)		VHF Homes (Thou- sands)	Total Homes (Thou- sands)	Pop- ulation (Thou- sands)	Retail Sales (\$000)
Lamar	2.3	3.5	14.0	7,936	Lewis	5.7	6.8	23.9	20,199	WACO-TEMPLE, TEXAS				
Marion	3.5	5.9	23.7	14,016	Madison	13.6	15.0	52.3	57,551	Texas:				
Mississippi:					Montgomery	17.2	19.2	61.3	65,568	Bastrop	3.3	4.9	17.1	11,774
Benton	1.1	1.9	7.6	920	Oneida	64.5	69.5	238.0	278,830	Bell	19.8	24.1	95.5	88,070
Calhoun	1.8	3.7	14.5	6,977	Otsego	15.4	17.2	54.7	69,224	Bosque	2.1	2.9	9.2	11,022
Chickasaw	1.9	4.0	15.9	7,864	Total	145.5	159.8	535.8	606,864	Brazos	8.6	12.4	46.1	41,420
Clay	2.0	3.8	15.2	9,662	VALLEY CITY, NORTH DAKOTA					Brown	5.9	8.8	28.1	29,685
Itawamba	2.1	3.6	13.9	5,813	Minnesota:					Burleson	2.0	2.9	10.3	7,492
Lafayette	2.4	4.8	19.9	9,087	Becker	4.7	6.5	23.7	22,687	Burnet	2.1	2.7	9.3	7,556
Lee	7.4	10.8	38.5	41,381	Beltrami	3.4	6.9	24.5	25,542	Comanche	2.3	3.6	12.1	10,501
Monroe	5.0	8.8	32.7	19,645	Big Stone	1.6	2.4	9.2	9,265	Concho	.8	1.3	4.4	4,179
Pontotoc	2.6	4.6	17.4	8,686	Cass	2.8	5.1	19.0	14,679	Coryell	3.3	4.2	13.8	16,544
Prentiss	2.6	4.5	17.1	8,678	Clay	9.1	10.0	38.4	30,473	Erath	3.4	4.8	15.4	18,583
Tippah	2.5	4.1	16.5	6,027	Clearwater	1.3	2.7	9.8	7,438	Falls	4.6	6.5	22.8	18,565
Tishomingo	2.0	3.4	12.8	7,552	Douglas	4.0	6.6	22.8	23,704	Freestone	2.3	3.5	12.2	10,479
Union	3.1	5.5	19.4	12,026	Grant	1.7	2.7	9.7	11,201	Hamilton	2.0	2.8	9.1	7,694
Total	52.7	90.6	349.2	220,867	Hubbard	1.6	2.9	10.2	10,173	Hill	7.2	8.1	26.3	22,972
TWIN FALLS, IDAHO					Kittson	1.6	2.6	9.2	10,708	Houston	3.3	5.1	18.2	16,965
Idaho:					Mahnomen	1.1	1.5	6.7	5,178	Lampasas	2.2	2.9	9.4	11,530
Bingham	5.5	7.0	28.5	25,446	Marshall	2.5	4.1	15.6	13,060	Lee	1.6	2.3	8.7	6,869
Blaine	.9	1.4	5.0	5,939	Norman	2.2	3.0	11.5	11,300	Leon	1.8	2.6	9.2	6,973
Butte	.5	.8	3.3	3,216	Otter Tail	9.3	13.2	49.3	45,143	Limestone	3.9	5.5	19.2	17,188
Camas	.2	.3	1.6	420	Pennington	2.5	3.7	13.5	16,900	Llano	1.0	1.6	5.0	6,412
Cassia	2.6	3.9	14.6	19,387	Polk	7.6	10.6	38.1	42,059	McCulloch	1.9	3.0	10.5	10,384
Elmore	2.5	3.3	11.0	12,287	Pope	2.2	3.6	13.0	8,524	McLennan	36.2	42.0	143.5	166,451
Gooding	2.1	3.2	11.4	8,979	Red Lake	1.0	1.4	6.0	6,092	Madison	1.1	1.7	5.9	10,229
Jerome	2.3	3.5	13.2	13,298	Roseau	2.3	3.7	14.1	11,420	Mason	.8	1.4	4.6	3,419
Lincoln	.7	1.1	3.8	2,361	Stevens	1.9	2.8	10.8	13,036	Menard	.7	1.1	3.8	3,844
Minidoka	1.5	2.3	9.0	13,506	Traverse	1.3	2.0	7.3	9,096	Milam	3.7	5.4	18.2	22,394
Oneida	.6	.9	3.6	3,288	Wadena	2.1	3.8	14.2	19,846	Mills	1.1	1.4	4.8	5,950
Owyhee	1.3	1.7	6.3	4,876	Wilkin	2.4	2.6	10.2	9,254	Navarro	8.9	10.6	34.8	33,878
Power	.5	.8	3.2	4,647	North Dakota:					Robertson	3.2	4.7	17.2	16,984
Twin Falls	9.5	13.9	45.4	59,415	Barnes	4.3	4.8	17.4	19,894	San Saba	1.3	2.2	7.5	6,850
Total	30.7	44.1	159.9	177,065	Benson	1.5	2.1	8.5	5,924	Somervell	.6	.8	2.4	1,655
TYLER, TEXAS					Cass	17.8	19.4	68.7	108,684	Williamson	8.0	10.0	34.8	35,066
Texas:					Cavalier	1.5	2.4	9.7	9,135	Total	151.0	197.8	689.4	689,577
Anderson	5.5	8.1	28.1	24,230	Dickey	1.8	2.5	8.8	7,964	WASHINGTON, D. C.				
Camp	1.6	2.3	7.7	7,920	Eddy	.8	1.2	4.6	6,733	District of Columbia:				
Cass	4.5	5.9	22.1	18,364	Foster	1.0	1.5	5.2	7,937	Dist. of Columbia				
Cherokee	6.4	9.4	35.5	28,229	Grand Forks	10.5	12.8	46.8	74,458	222.6 246.1 838.8 1,353,802				
Delta	1.2	1.8	6.1	4,417	Griggs	1.2	1.3	4.6	5,798	Maryland:				
Franklin	.9	1.3	4.5	3,561	Lo Moure	1.5	2.1	8.0	9,013	Allegany				
Gregg	17.0	21.6	71.5	98,951	Logan	.9	1.2	5.5	4,075	20.0 27.2 95.0 102,616				
Harrison	10.0	13.5	50.3	37,026	McIntosh	1.2	1.7	6.7	7,478	Anne Arundel				
Henderson	3.4	5.3	18.2	19,370	Nelson	1.4	1.7	6.6	7,394	39.4 43.6 173.0 150,438				
Hopkins	3.9	6.0	19.9	24,096	Pembina	2.2	3.4	13.0	12,839	Calvert				
Marion	1.7	2.2	8.8	6,562	Pierce	1.3	1.9	7.6	6,598	3.0 3.6 14.9 10,584				
Morris	1.8	2.4	8.8	10,481	Ransome	1.9	3.2	12.6	23,544	Caroline				
Nacogdoches	5.3	8.0	29.4	24,413	Richland	4.5	5.6	20.4	21,134	5.0 5.8 20.0 23,698				
Panola	2.4	4.2	16.5	12,701	Rolette	1.3	2.2	9.6	9,021	Carroll				
Rains	.5	.6	2.6	1,456	Sargent	1.5	1.8	6.9	3,447	12.7 14.1 55.5 56,540				
Red River	3.1	5.0	17.3	10,478	Sheridan	.8	1.1	4.5	3,583	Charles				
Rusk	8.7	12.1	43.0	33,493	Steele	1.1	1.2	4.3	2,760	5.8 6.9 30.0 28,831				
Son Augustine	1.0	1.7	6.7	6,746	Stutsman	5.3	6.8	27.2	31,600	Dorchester				
Shelby	3.1	5.4	18.9	22,703	Towner	.7	1.2	4.8	6,296	7.0 8.2 28.8 29,957				
Smith	18.8	24.0	83.0	95,845	Traill	2.5	2.8	10.4	12,138	Frederick				
Titus	2.9	4.7	16.6	17,849	Walsh	3.0	4.6	20.3	21,697	15.8 18.1 68.0 75,650				
Upshur	3.3	4.8	17.3	13,826	Wells	1.8	2.6	9.6	10,748	Howard				
Van Zandt	4.3	5.2	17.0	17,462	South Dakota:					6.3 7.3 29.0 22,619				
Wood	3.3	4.9	16.7	20,698	Brown					3.7 4.3 15.3 17,641				
Total	114.6	160.4	566.5	560,877	Campbell					78.4 85.2 305.0 327,416				
UTICA-ROME, NEW YORK					Day					80.0 87.4 330.1 291,598				
New York:					Edmunds					87.4 87.4 330.1 291,598				
Chenango	11.3	12.6	42.0	48,134	Grant					3.7 4.3 15.2 13,153				
Herkimer	17.8	19.5	63.6	67,358	McPherson					7.3 8.5 39.5 25,747				
Total					Marshall					3.3 5.8 20.5 15,658				
114.6 160.4 566.5 560,877					Roberts					5.1 6.0 20.0 35,491				
					Walworth					20.5 25.1 88.1 115,408				
					Total					4.3 7.5 25.8 41,669				
										Pennsylvania:				
										Adams				
										11.0 12.8 46.1 46,310				
										Franklin				
										19.3 21.9 76.9 98,158				
										Fulton				
										2.0 2.5 9.5 9,201				
										Virginia:				
										Accomack				
										6.4 10.0 34.5 29,186				
										Arlington				
										66.5 74.2 250.7 393,812				
										Caroline				
										2.1 2.7 12.4 10,304				
										Clarke				
										1.4 1.8 7.3 10,147				
										Culpeper				
										2.4 3.4 14.1 15,131				
										Essex				
										1.2 1.5 6.4 10,872				
										Fairfax				
										43.8 47.3 190.0 136,733				
										Fauquier				
										4.4 5.7 23.1 18,221				

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VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)	VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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WICHITA-HUTCHINSON, KANSAS

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
Kansas:			
Barber	2.2	2.8	8.7
Barton	10.0	10.8	34.8
Butler	10.6	12.4	37.9
Chase	1.1	1.4	4.3
Chautauqua	1.4	2.1	6.3
Clark	.8	1.1	3.5
Cloy	2.5	3.6	10.9
Cloud	3.1	4.9	15.2
Comanche	.8	1.0	3.2
Cowley	10.2	12.4	38.1
Decatur	1.3	2.0	6.0
Dickinson	4.7	7.3	22.4
Edwards	1.5	1.8	5.7
Elk	1.3	1.9	5.7
Ellis	4.0	5.2	20.4
Ellsworth	1.9	2.6	8.8
Finney	2.7	4.3	14.7
Ford	4.4	6.3	19.6
Geary	4.6	7.1	21.8
Gove	.6	1.0	4.2
Graham	.8	1.3	5.4
Grant	.7	1.4	4.8
Gray	.8	1.2	4.6
Greenwood	2.9	3.7	11.9
Harper	2.4	3.0	10.0
Harvey	6.5	7.8	25.4
Haskell	.4	.7	2.7
Hodgeman	.8	.9	3.3
Jewell	1.7	2.6	8.3
Kearny	.5	.9	2.9
Kingman	2.6	3.3	10.7
Kiowa	1.1	1.4	4.8
Lane	.5	.9	3.1
Lincoln	1.4	1.9	6.3
Lyon	5.6	7.8	24.6
McPherson	6.2	7.5	23.4
Marion	3.9	5.0	15.7
Meade	1.1	1.6	5.3
Mitchell	1.8	2.8	9.1
Morris	2.0	2.5	8.0
Ness	1.0	1.7	5.6
Norton	1.7	2.7	8.8
Osborne	1.6	2.4	7.8
Ottawa	1.7	2.3	7.0
Pawnee	2.3	2.8	11.5
Phillips	2.3	3.4	10.1
Prott	3.1	3.9	12.5
Reno	18.4	19.6	60.0
Republic	2.5	3.5	10.3
Rice	3.9	4.7	14.7
Rooks	2.0	3.0	9.9
Rush	1.6	2.0	6.7
Russell	2.9	3.8	12.7
Saline	11.5	14.1	43.7
Scott	.8	1.3	5.0
Sedgwick	99.3	105.7	321.6
Seward	2.1	3.9	13.0
Sheridan	.7	1.1	4.4
Smith	1.8	2.6	8.1
Stafford	1.9	2.3	8.1
Sumner	7.1	8.9	26.9
Trego	.9	1.5	5.4
Washington	2.6	3.7	11.9
Oklahoma:			
Alfalfa	2.0	2.6	8.2
Grant	1.8	2.3	7.9
Kay	13.3	15.8	49.7
Woods	2.3	3.5	12.5
Total	306.5	375.3	1,186.5

Cotton	2.0	2.6	9.1	6,442
Greer	1.6	2.5	8.4	7,397
Harmon	1.1	1.7	6.3	6,949
Jackson	5.1	7.7	25.2	25,338
Jefferson	2.0	2.6	9.0	8,271
Kiowa	3.3	4.3	14.4	15,796
Stephens	9.1	11.1	36.6	44,225
Tillman	3.4	4.4	15.1	13,569
Washita	3.1	4.1	14.2	10,765
Texas:				
Archer	1.3	1.7	6.2	7,476
Baylor	1.3	1.7	6.2	9,624
Briscoe	.6	.9	3.6	2,436
Callahan	1.5	2.2	7.7	7,333
Childress	1.8	3.0	10.0	9,195
Clay	1.9	2.3	7.7	8,814
Collingsworth	1.3	2.1	7.9	8,117
Cooke	6.2	7.4	25.2	31,225
Cottle	.8	1.4	5.1	4,209
Eastland	4.5	6.5	19.9	23,253
Foard	.8	1.1	3.8	2,337
Hall	1.8	2.8	10.2	6,215
Hardeman	2.1	3.0	9.5	8,240
Haskell	2.6	3.4	12.5	9,938
Jack	1.6	1.9	6.1	7,040
King	.1	.2	.9	389
Knox	1.8	2.6	9.5	11,559
Montague	3.7	4.5	14.3	21,346
Motley	.6	1.0	3.3	2,439
Shackelford	.8	1.1	4.0	5,136
Stephens	2.4	3.5	11.0	13,288
Throckmorton	.7	.9	3.4	2,144
Wheeler	1.4	2.3	8.8	9,802
Wichita	30.0	35.2	132.2	145,443
Wilbarger	4.5	5.8	20.0	24,623
Wise	3.4	4.2	14.0	14,841
Young	3.4	4.5	14.3	22,639
Total	145.4	188.3	652.8	705,845

Pender	2.5	4.3	18.6	5,588
Robeson	13.6	20.6	96.1	57,745
Sampson	7.0	11.5	50.7	26,069
Scotland	3.6	6.2	27.6	17,990
Wayne	12.3	16.0	68.8	62,609

South Carolina:

Dillon	4.7	6.7	30.9	19,508
Georgetown	6.0	8.1	34.9	26,429
Horry	8.2	15.6	70.0	53,205
Marion	5.5	7.9	35.1	22,950
Marlboro	4.8	7.0	29.5	17,343
Total	175.1	270.2	1,191.2	851,498

WINSTON-SALEM, NORTH CAROLINA

North Carolina:

Alamance	19.0	21.3	81.7	80,963
Alexander	3.0	3.5	14.8	12,321
Alleghany	1.4	2.1	7.7	3,939
Ashe	3.4	5.0	21.4	7,646
Cabarrus	15.6	17.5	67.5	71,549
Caswell	3.1	4.3	20.4	6,819
Catawba	16.3	18.3	69.8	79,576
Davidson	15.6	18.1	68.9	70,409
Davie	3.1	3.9	15.6	11,724
Forsyth	42.8	48.9	179.4	200,979
Guilford	52.3	59.1	224.7	331,962

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WILKES-BARRE - SCRANTON, PENNSYLVANIA

Pennsylvania:	UHF	DI		
Clinton	10.9	38.4	35,704	
Columbia	15.8	53.1	51,963	
Lackawanna on county basis	73.0	253.0	242,465	
Luzerne	104.4	372.2	335,490	
Lycoming	31.4	103.7	108,023	
Montour	3.6	16.2	11,973	
Northumberland	32.3	110.9	107,355	
Snyder	6.1	22.7	23,032	
Sullivan	1.5	5.5	3,695	
Susquehanna	8.3	29.8	26,721	
Union	6.0	24.9	19,021	
Wyoming	4.7	16.3	19,820	
Total	†238.1	298.0	1,046.7	985,262

WILMINGTON, DEL. — See Philadelphia, Pa.

WILMINGTON, NORTH CAROLINA

North Carolina:				
Bladen	3.4	6.6	30.2	19,127
Brunswick	2.6	4.5	20.6	9,194
Carteret	4.2	6.9	27.1	21,264
Columbus	6.7	12.3	53.7	37,393
Craven	11.1	13.8	58.8	47,656
Cumberland	16.6	28.2	137.5	114,093
Duplin	5.8	9.6	41.1	22,827
Greene	2.5	3.6	17.8	6,277
Harnett	7.3	12.9	55.6	35,898
Hoke	1.9	3.3	15.9	8,877
Johnston	10.1	15.7	65.4	43,342
Jones	1.4	2.3	10.5	3,538
Lenoir	8.5	11.6	49.7	44,322
New Hanover	15.6	21.1	75.5	89,083
Onslow	7.7	11.4	59.1	36,195
Pamlico	1.5	2.5	10.5	2,976

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WICHITA, KANSAS
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WICHITA FALLS, TEXAS

Oklahoma:			
Beckham	3.7	5.8	18.3
Carter	10.4	13.8	44.9
Comanche	17.7	20.5	74.0

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WKBN-TV

YOUNGSTOWN, OHIO

VHF Homes (Thousands)	Total Homes (Thousands)	Population (Thousands)	Retail Sales (\$000)
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WINSTON-SALEM, NORTH CAROLINA continued

Iredell	12.4	15.6	60.3	56,050
Lincoln	5.1	6.9	28.3	18,158
Montgomery	3.1	4.3	17.7	12,635
Randolph	11.6	14.0	54.0	52,156
Rockingham	15.3	18.1	70.1	55,231
Rowan	18.1	22.0	81.7	75,903
Stanley	10.2	11.5	43.2	36,441
Stokes	3.7	4.8	20.0	8,804
Surry	9.8	11.9	47.9	48,583
Wilkes	7.4	10.9	46.3	32,461
Yadkin	4.4	5.6	23.0	15,032

Virginia:

Carroll	3.8	6.7	27.5	25,997
Floyd	1.5	2.7	11.6	5,526
Henry	10.2	13.2	54.9	50,801
Patrick	2.1	3.7	16.0	6,963
Pittsylvania	20.1	27.7	111.8	89,341
Total	314.4	381.6	1,486.2	1,467,969

California:

Imperial	13.7	19.0	70.7	9
Total	23.4	32.2	117.9	15

ZANESVILLE, OHIO

Ohio:

Coshocton	UHF	10.7	34.2	3
Fairfield (25%)	DI	4.5	14.8	1
Guernsey	on county basis	11.6	39.2	3
Hocking (25%)	basis	1.7	6.0	
Licking (50%)		12.6	40.5	4
Morgan		3.8	12.2	1
Muskingum		24.1	79.4	8
Noble (50%)		1.7	5.7	
Perry		8.1	28.2	2
Total	*† 51.7	78.8	260.2	22

*Because of conflicting research data, this market has been reevaluated pending further study.
†UHF.

*** Does not include circulation of satellite.

YAKIMA, WASHINGTON

Idaho:

Benewah	UHF	1.4	5.1	4,772
Clearwater	DI	2.1	7.4	8,814
Idaho	on county basis	3.1	11.0	14,052
Latah		6.9	24.4	25,118
Lewis		1.2	4.0	5,050
Nez Perce		7.5	23.6	50,846

Oregon:

Gilliam		1.1	3.3	5,962
Morrow		1.3	4.8	6,713
Sherman		.7	2.3	3,988
Umatilla		14.2	45.1	68,671
Union		5.4	16.6	19,535

Washington:

Adams		3.2	10.3	15,090
Asotin		4.1	12.9	6,711
Benton		21.5	70.0	62,898
Columbia		1.6	4.9	5,431
Franklin		7.2	22.3	32,163
Garfield		.9	3.2	4,868
Grant		14.4	49.6	49,469
Kittitas		6.1	20.3	25,027
Walla Walla		13.0	43.2	49,272
Yakima		46.6	151.0	168,094
Total	*** † 112.0	163.5	535.3	632,544

YORK, PENNSYLVANIA

Pennsylvania:

York	UHF figure only	65.9	220.1	256,945
Total	*† 102.8	65.9	220.1	256,945

YOUNGSTOWN, OHIO

Ohio:

Mahoning		81.1	288.9	406,658
Trumbull	UHF	54.6	190.5	222,921
	DI			
Pennsylvania: on county basis				
Lawrence		31.3	108.0	109,448
Mercer		33.7	118.1	137,427
Total	† 162.1	200.7	705.5	876,454

YUMA, ARIZONA

Arizona:

Yuma		9.7	13.2	47.2	54,177
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