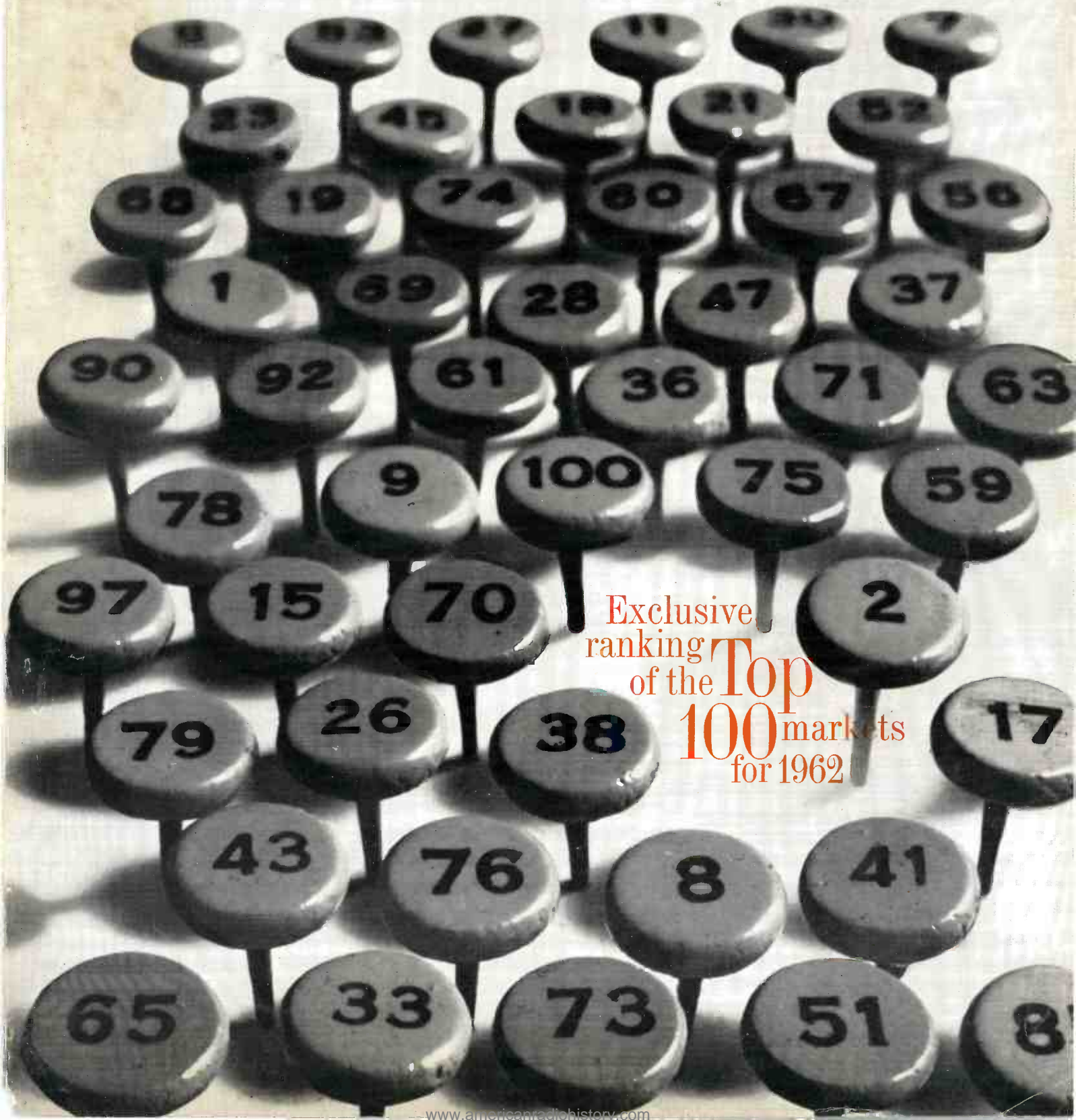


February 1962 Vol. XIX No. 2 Two Dollars

TELEVISION

1962 Marketbook Edition



Exclusive
ranking
of the **Top**
100 markets
for 1962

REVIEW OF FACTS

(1) BASIC MEDIUM . . . WCCO Television has a daily circulation of 78%* of the 752,300† homes in the 68-county Twin City area. More than any other TV station . . . More than any other advertising medium.

(2) BASIC MARKET . . . The Twin City market is 14th most populous area in the country . . . 12th in the nation for retail sales.

NOW, ANOTHER FACT

BASIC SELLING . . . involves many elements . . . audience, station image, programming and MERCHANDISING. WCCO Television's TELE-SELL Merchandising guarantees a qualified advertiser displays in 145 Twin City supermarkets.

Three TELE-SELL Merchandisers personally visit all 145 cooperating stores twice each month . . . and check on pre-arranged TELE-SELL displays.

Documented reports are compiled and submitted for each product . . . listing displays, stores, dates, and photographs.

For a TELE-SELL Brochure write WCCO Television, Minneapolis-St. Paul or contact your nearest Peters, Griffin, Woodward, Inc. "Colonel."

MORE THAN THE DOMINANT STATION in the Minneapolis-St. Paul Markets, WCCO television is the medium to BUY FIRST OF ALL!

*ARB 1960 Coverage Study
†Nov. TV Magazine



ONE TWO

BASIC SELLING



This month, we celebrate thirty years of representing some of the finest radio and television stations in America . . . stations which have helped make Broadcasting the great Industry which it is today.

As the original Station Representative,
we are proud to be identified with an Industry
which has contributed so much to our Country.

We look forward to still greater achievements
by Broadcasting during the years ahead.

EDWARD PETRY & CO., INC.

Pearls courtesy of Cartier, Inc.

A MAID NAMED HAZEL / A DUCK NAMED LUDWIG / A DOCTOR NAMED KILDARE / A COLLEGE COURSE

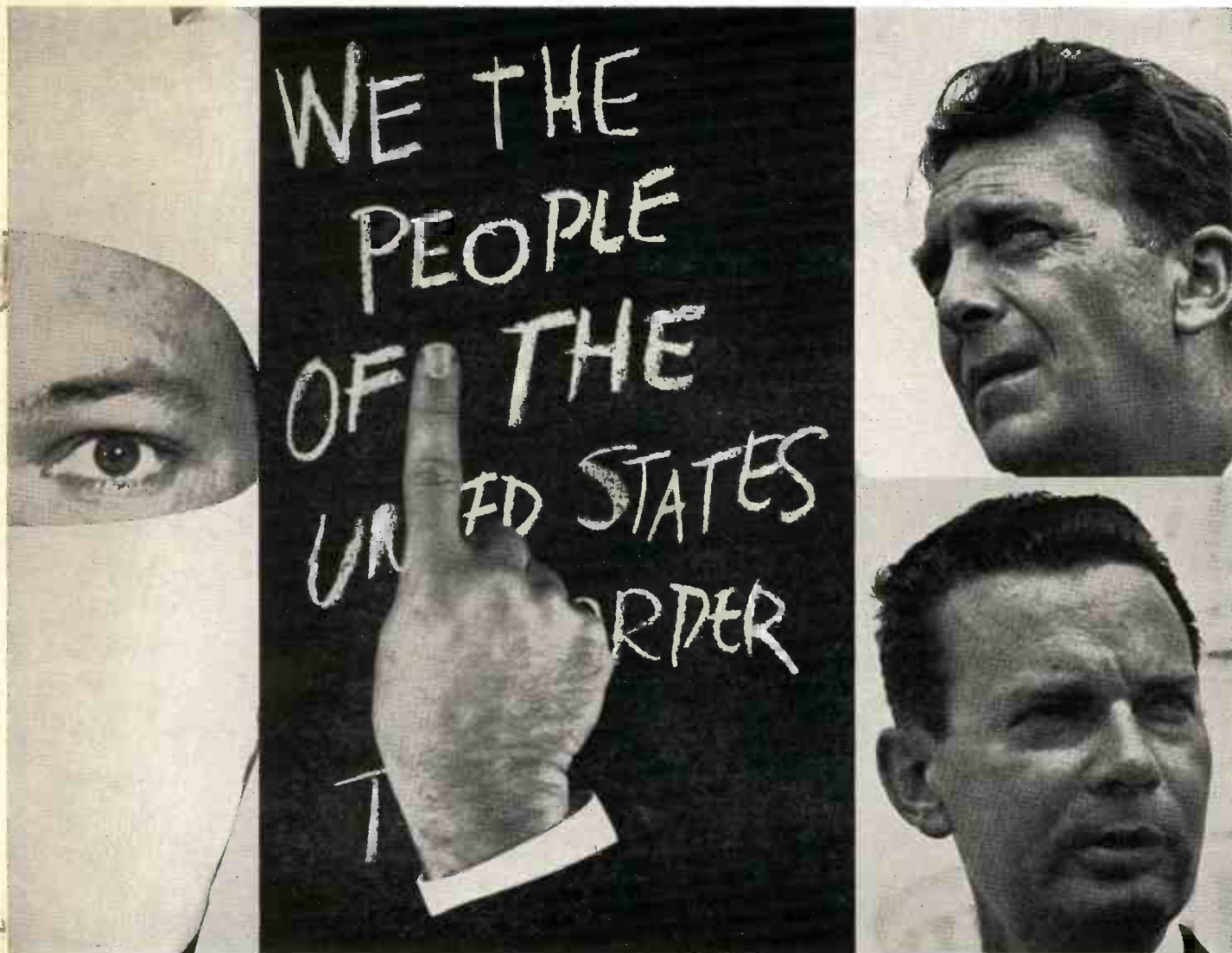


© 1952 WALT DISNEY PRODUCTIONS

THIS IS NBC ■

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

IN WHAT MAKES DEMOCRACY TICK / AND "GOODNIGHT DAVID" AND "GOODNIGHT CHET"



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

TELEVISION

THE DIMENSIONS OF U.S. TELEVISION *The latest facts and figures on the television medium from coast to coast, compiled exclusively by TELEVISION MAGAZINE's research department and presented in this 1962 edition of the TELEVISION MARKETBOOK. The consensus to be gleaned from the important data herein: the television industry has reached virtual maturity in size, is within percentage points of black-and-white saturation* **37**

THE HUNDRED AT THE TOP *Another exclusive feature of the 1962 MARKETBOOK: TELEVISION MAGAZINE's own ranking of the top 100 TV markets, from New York City to Youngstown, Ohio* **40**

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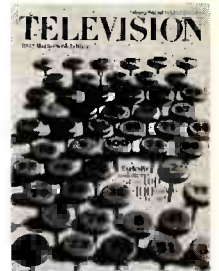
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Cover: The observant reader will notice there are only 50 pins in the illustration on this month's cover. He'll find the other 50 on pages 40-41, pinpointing the top 100 U.S. television markets. This is just one of the many features making the 1962 MARKETBOOK one the TV executive will want to keep handy for quick reference.



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REMEMBER WHEN



Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

Lancaster, Pa.
NBC and CBS

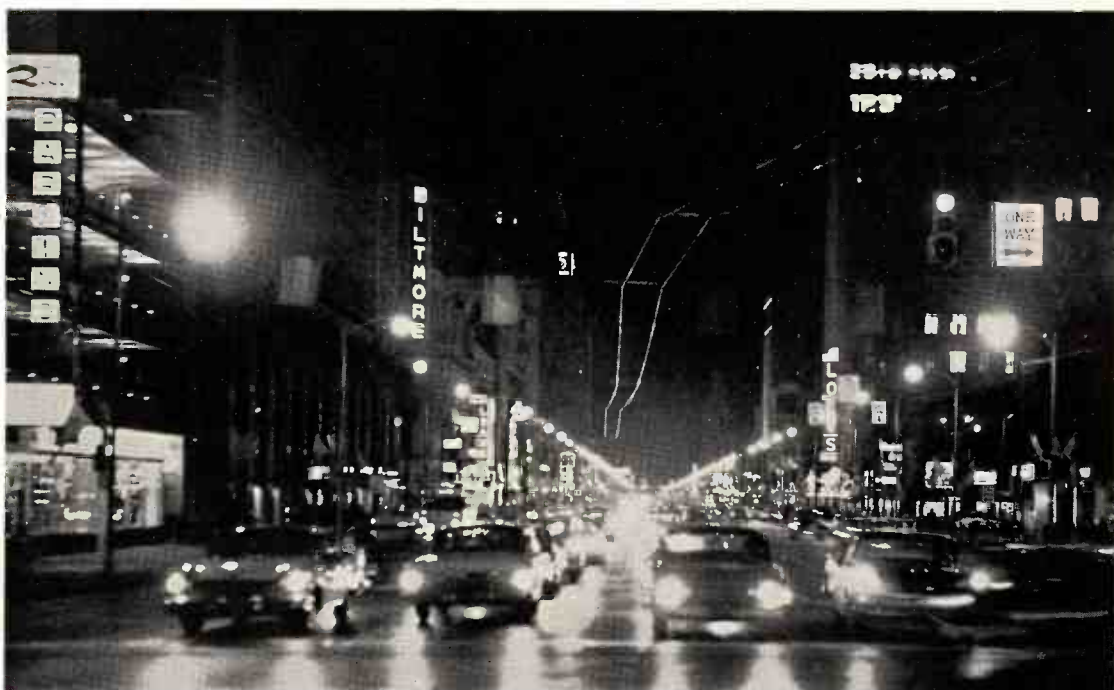
STEINMAN STATION
Clair McCollough, Pres.



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



It's FIFTH Avenue in NEW YORK . . .

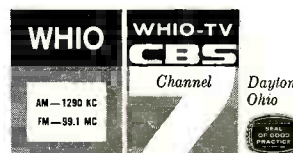


It's MAIN STREET in Ohio's Third Market

The very fact that Dayton has a Main Street—as do many other communities within range of our signal—says something significant. Not that we're bucolic, we trust, but that we are a kind of people who aren't ashamed of Main Street. Programming to an audience like this requires an understanding of that attitude. It is not New York programming. It is Dayton-area programming which, for more than twenty-five years, has won WHIO and WHIO-TV the respect accorded to an understanding friend. And, gentlemen of the media buying world, if we're not monumentally sophisticated, it may please you some to know we're mighty well fixed. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte, North Carolina*



FOCUS ON BUSINESS

Winter's freeze brings speeches, problems and presentations

Not only did January bring a sub-zero chill to most of the nation, television itself seemed to be in a state of frozen introspection—and it looks like the thaw will be slow in developing. But things in the industry do not just stop. On the surface, it was “business as usual.”

At the networks, program planners were busy ticking off the names of the shows that will not make it into 1962-63, rummaging through the new possibilities for next fall, rearranging their present schedules in the hindsight of ratings reports.

The network heads also were busy—polishing their speeches and answers for the FCC hearing on programming practices now underway in Washington. Perhaps in this instance the chill will come in the long wait between the conclusion of hearings and the final FCC recommendations. Those recommendations? Opinion abounds that they will include an FCC say on programming, perhaps via licensing of the three networks.

In this delicate area, which touches on government censorship vs. the right of free speech (programming), LeRoy Collins, president of the National Association of Broadcasters, took television's case to the public via the platform of an article in *TV Guide* magazine.

He said that the “proper, and the surest, road to improved programming lies not in increased governmental controls but in a greater degree of industry responsibility for self-regulation and self-improvement.” In this he urged the U.S. TV audience to help broadcasters improve their programs by letting stations know what they like as well as what they dislike.

If the U.S. TV audience complies with the Collins request, the medium will perhaps have yet another rating service. The road to the public's taste is at best rocky. In the aggregate the public has never

shown in full measure its desire for “quality,” as witness the dismal ratings history on the so-called “quality” shows.

If broadcasters must ponder their programming future, however it is charted, the chill winds of January also blew in a problem for advertisers and their agencies via the Federal Trade Commission decision on Colgate-Palmolive's controversial “sandpaper” commercial for Rapid Shave. The decision: deceptive advertising. Included: a warning for all TV advertisers to abandon exaggerated or misleading product claims, portrayal through gimmick “methods.”

While the incidence of intentionally misleading TV advertising (or what is constituted to be misleading) is minute, each violation piles on the pressure for all advertisers. Where do you draw the line between make-believe (wearing a blue shirt to sell a white one—because blue shows up better on camera) and reality?

What the new FTC decision—strong in tone and broad in scope—will mean for the future of TV advertising remains a nagging question. It could change the complexion of the commercial for the drug type of product where a small advantage is sometimes emphasized out of proportion—however strongly entrenched this gambit may be in the textbooks of advertising technique.

The “sandpaper” case, up for appeal by Colgate, may curtail a TV advertiser's yen for comparison demonstrations. But most ad men do not see the start of an age of government unreasonableness toward TV selling. The warning, however, is out for a long think on future TV commercial approaches.

Where television and its supplier or allied companies stand in the crossfire of government agencies, the sniping of critics and in the esteem of a not unnoticing public is the big question over

the tundraed landscape of the new year.

Down at financial bedrock, television has expanded far and fast. For the investor in many of the publicly-owned broadcasting organizations or supplier satellites, there has been a period of heady growth. But now there are questions and conclusions.

The Wall Street ticker-watchers feel that the broadcasting and programming fields no longer represent exceptional growth potential. Radio-TV stocks have for the most part been holding to a plateau for the past few years.

Among built-in influences mitigating against future boom is television's present saturation—90% of all U. S. households are now TV homes. Network and station time sales are generally so good investors can't see room for much more growth without rate increases of a size probably not feasible. TV station sales, too, with purchase prices so high, have investors feeling stock investment would have a long time making return.

TV growth is expected, but slower. Individual companies will be “hot,” others “cold” in the normal fate-and-fortune cycle of things. Behind it all, however, clouding the picture with uncertainty, is Washington's attitude toward television, the outcome of FCC and congressional investigations.

In sum, television today is a cautious business come on cautious times. And only time—perhaps 1962—can point the direction of the years ahead.

Looming as a big chunk of potential business for local television are the nation's fast-growing discount houses, dispensers of most anything imaginable for the U. S. consumer. Discount store sales for 1961 are estimated at \$4.1 billion, up from \$2.9 billion in 1960 and passing even the formidable mail order and vari-

something special!

In troubled times, the nation's need for an alert, informed citizenry takes on special urgency.

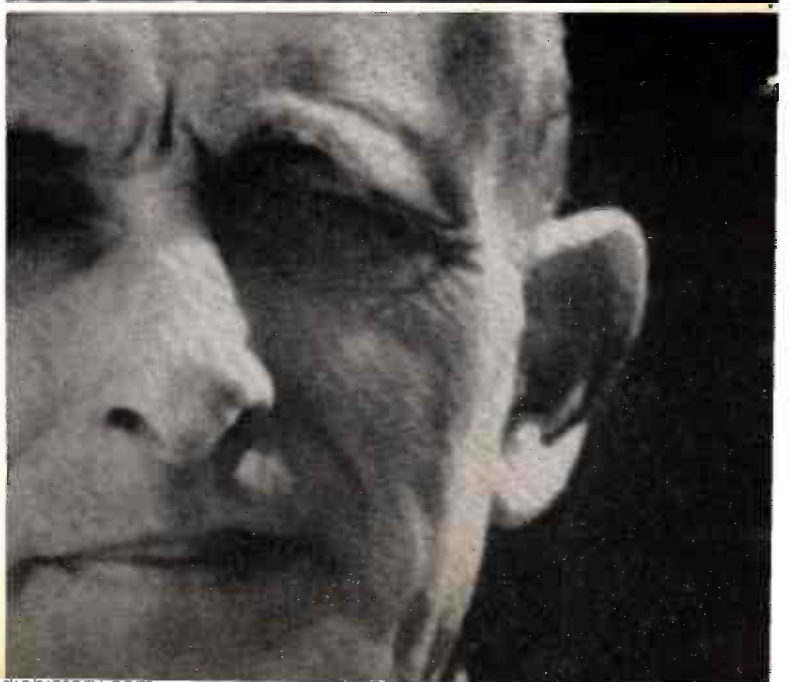
Aware of their unique ability—and responsibility—to communicate en masse, last year (as in years past) the five CBS Owned television stations originated an impressive number of locally-produced prime-time "specials," whose contents ranged widely, and incisively, across community, national and international affairs.

There was, for example, WCBS-TV's "Junkyard by the Sea," an indictment of drug trafficking in the nation's largest city; WBBM-TV's "The Other Americans," a two-part exposé of Communist activity in Latin America; KNXT's "Meet the Officer," a candid study of local law enforcement in action; WCAU-TV's "Dead End 1975," an eye-opening report on today's steadily-worsening traffic crisis; and KMOX-TV's "The Concrete Curtain," which dramatized the importance of increased civil defense in an atomic age. And there were many more!

In 1961, the five stations devoted almost 15 million dollars' worth of station time and facilities to non-network public affairs programs and announcements. This amount—an all-time high!—is one more example of exceptional service rendered to communities for whom the words "CBS Owned" have always signified something special!

© CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles,
WBBM-TV Chicago, WCAU-TV Philadelphia and
KMOX-TV St. Louis





BUSINESS *continued*

ety stores in volume. According to the Television Bureau of Advertising, they must look to television for more gains in customers, sales and image.

TvB, out with a new presentation called "Mass Customers for Mass Merchandisers," calls the discount houses "the most aggressive local users of television advertising." While it gives no figures on overall discount store TV spending, TvB does cite as examples 13 mass merchandisers now embarked on successful local TV campaigns.

The battle for discount house advertising, of course, is to sway stores out of newspapers. The key factor in shifting to TV, as TvB points up in its examples, is that a discount house usually draws customers from a much wider marketing area than newspapers reach or have adequate circulation. TV signals, on the other hand, traveling greater distances, can expand a store's reach for customers.

As discounting grows bigger, TV will be getting a bigger part of the discounteer's ad dollar. The courting for the major share of that dollar appears to be getting more serious.

THE RATE PROBLEM

TvB also appears to be getting more serious—and worried—about another kind of discounting: rate cutting in its own medium.

The industry group has been urging TV broadcasters to hold the line on attempts by advertisers to cut rates, feels that broadcasters would be sacrificing additional ad revenues in the future for the sake of quick, cut-rate sales today.

States TvB President Norman E. Cash on the subject: "TV rate reductions more than likely will only mean more dollars for other media and in no way will bring about increased expenditures for TV." Cash goes on to call TV "the most underpriced of all ad media" and feels that "rather than cutting rates, we should be giving consideration to raising them."

To back up his point, Cash cites a recent report by one advertising trade magazine on ad costs. The report found that in magazines, costs have risen 60% since 1955 whereas circulation has gone up only 28%, with a cost-per-thousand rise of 25%.

For newspapers, the report finds costs up 26% in the period, circulation up only 3% and c-p-m up 22%. In contrast, spot TV costs rose 53%, TV usage up 48%, putting c-p-m up only 3%.

Cash notes that one television advertiser is currently seeking to obtain 40-second spots at rates equal to 150% of the 20-second spot price in a number of

markets where rate cards list 40-second spots at 200% of the 20-second price.

Advertisers cannot be blamed for seeking efficiency at the lowest cost possible but, according to Cash, broadcasters can be for going along with such rate-cutting attempts.

While most TV advertisers may not feel that the medium is underpriced, Cash feels that for the selling job it performs it is. He says that charges for television time have already leveled off and notes that "Unless we place a higher value on our medium, TV may soon join other media in heading downward."

One prominent independent TV broadcast group president echoes Cash, says, "The problem facing the industry is one of reappraising the value of television in absolute terms, and in relation to other media, so that TV time can be priced fairly to both the advertiser and broadcaster.

"Such a reappraisal," the broadcaster continues, "will undoubtedly indicate the need for an upward adjustment of TV rates. Doing so will make possible additional revenue for programming."

Other media, as it happens, also seem to have faith in the dollar potential of TV. Many newspapers have long been carried by their broadcasting interests. And the magazine case in point could stand as Time Inc.

For a company that has often blasted television via the platform of its various publications, Time Inc. shows every indication of strengthening its links with the electronic medium. If it is not wholly a believer in the esthetics of television, it at least sees financial reward in "the light that failed," as it once classified TV in a *Fortune* article.

The Time-Life broadcast division has been extremely active of late in its TV ties, both in the U. S. and overseas. Its most recent domestic purchase, for a reported \$6,125,000 (subject to approval by the FCC), is KOGO-AM-TV San Diego, Calif.

Acquisition of the West Coast outlet (from a syndicate of investors) will bring Time to its full complement of five VHF TV stations. It owns others in Indianapolis, Denver, Minneapolis and Grand Rapids.

Overseas, Time-Life Broadcast, with a minority interest in two TV channels in Beirut, Lebanon, and a compact with a TV investment company in Southern Rhodesia to search out TV investments throughout Africa (and looking for other broadcast investments world-wide), has stretched itself into Germany for its first joint production venture outside the U. S.

In a deal with Cologne-based German publisher-printer M. DuMont Schauberg (engineered by Time-Life vice president Sig Mickelson), a new company, DuMont-Time Fernseh-Programm-Gesellschaft, will produce, sell and distribute TV documentaries in German-speaking countries.

Aside from its financial interests, it is apparently Time's ambition to have an editorial effect on the growing foreign market via TV—in league with its already established international publishing interests, including *Time* magazine's foreign editions.

If Time-Life's broadcast expansion continues at its present snappy pace, it is not inconceivable that TV may someday be the tail wagging one of publishing's top dogs.

TILT: PIN-BALL WARFARE

On another front comes a kind of TV pin-ball warfare called "Tilt." Subtitle: "The After-Math of Network Television." It's a new presentation by Television Advertising Representatives Inc. and it champions spot TV over, naturally, television advertising of the network variety.

In the prologue of the presentation, TvAR mentions network TV as having often been described as delivering equal ad pressure in all markets . . . "an erroneous concept," says TvAR, "which has taken root because of the tendency on the part of many advertisers to think of network programs only in terms of their national audience.

"In reality," TvAR continues, "the advertiser who uses network TV has virtually no control over the distribution of his audience. He never knows his advertising weight in individual markets until local rating reports, from which the necessary *mathematical* calculations can be made, are available—often months after the start of the television season."

It is the representative's contention that when the network advertiser does his after-math "he discovers that the distribution of his audience, all too often, bears little relationship to his sales needs in individual markets . . . a serious "tilt" to his advertising structure . . ."

After examining the audiences of 65 network programs in the "Top 20" TV markets (expressed as a percentage of the total national audience) to show coverage "deficiency," TvAR goes on to recommend the cure for "tilt"—a switch to spot TV, a reinforcement of network shows with spot, the dropping of "poorest" net participations and a diversion of the money saved into spot in "must" markets. END



YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York



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

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation



Starting Feb. 14, at 7:30 PM
Howard K. Smith will speak his mind.

Howard K. Smith, as you know by now, has joined the ABC-TV News staff.

He starts work on Wednesday, Feb. 14, at 7:30 PM. At this prime time period each week he will report on and analyze the news of the week, the issues of the day.

When the news warrants it, when the issues demand it, Howard K. Smith will extend his analysis by person-to-person interviews with the persons in the news, by firsthand reports from ABC newsmen overseas, by special film coverage.

But principally, in his weekly news review, sponsored by Nationwide Insurance, Howard K. Smith will be free to do

what he does best. He will examine, sift, analyze, interpret. He will, when he deems it possible and pertinent, spell out the effects of today's news on tomorrow's headlines. And he will, in all instances, train his lucid, tempered insights and foresights on those matters that matter most in this our world today.

Thus, a good part of the news analysis that was lost to television audiences when Howard K. Smith resigned his last post is now restored—in prime, evening viewing time. We shall all be better-informed citizens for hearing this man speak his mind.

ABC-TV

FOCUS ON PEOPLE

The Kudner Agency announced top-level staff changes at the start of the new year. **Robert M. Watson**, executive vice president, becomes chairman of the board, succeeding **C. M. Rohrabough**, retiring. Watson also will be chief executive officer. The new president of Kudner is **Roger A. Purdon**, who has been senior vice president and creative director of McCann-Erickson. Watson, previously chairman of the board of Erwin Wasey, Ruthrauff & Ryan, joined Kudner in 1959 as senior v.p. Purdon, prior to his association with McCann-Erickson, had been v.p. and creative director of Bryan Houston, earlier served with Y&R, K&E, Lord & Thomas and H. W. Weintraub.

The news at Ted Bates is the return of **Theodore L. Bates** as the agency's chief executive, relieving **Rosser Reeves** of administrative chores to concentrate on his main function as creative head. According to an agency spokesman, administrative duties at Bates are rotated among Reeves, Bates, **William H. Kearns** (vice chairman) and **Rudolph Montgela**s (president), all of whom have prominent holdings in the agency. Bates retains his title, honorary chairman of the board, while assuming the chief executive title. Reeves remains chairman of the board.

Frank J. Shakespeare Jr. has been appointed vice president and assistant to the president of the CBS Television Network. Shakespeare has served as vice president of the CBS Television Stations Division and general manager of WCBS-TV New York since 1959. He joined the network in 1950, became WCBS-TV general sales manager in 1954, general manager of WXIX Milwaukee in 1957 and, in December 1958, returned to WCBS-TV as general manager. Named to succeed Shakespeare at WCBS-TV was **Norman Walt Jr.**, former general sales manager. **G. Gerald Danford** replaces Walt.

Robert E. Healy, former chairman of McCann-Erickson, has been named vice chairman of parent Interpublic Inc., succeeding **Frank K. White**, retired. Healy joined M-E in 1952 as vice president and treasurer; prior to that he was director of advertising at Colgate. Frank White served as president of Mutual from 1949-1952 and as NBC president from 1952 to 1953. He will continue as a consultant to the agency.

Robert M. Weitman, v.p. in charge of TV operations since 1960, has been appointed v.p. and studio administrator of Metro-Goldwyn-Mayer, succeeding **Sol C. Siegel** who returned to independent production. Prior to his association with M-G-M, Weitman served at CBS-TV as v.p. in charge of all independent production and at ABC-TV as v.p., programming and talent.

Robert L. Eskridge has been appointed director of advertising and promotion, Ralston Division of the Ralston Purina Company. The 38-year-old Eskridge, a 13-year veteran with the company, will supervise an estimated \$10 million advertising budget for Purina Dog Chow, Ralston and Chex cereals and Ry-Krisp. He joined Ralston Purina in 1949 as a house organ editor, was appointed assistant promotion manager of the Chow Division in 1953 and be-



WATSON



PURDON



BATES



REEVES



SHAKESPEARE



HEALY



ESKRIDGE



BARNATHAN



HOWARD K. SMITH (r) with ABC news chief James C. Hagerty

FLORIDA'S

Fastest
Growing

Market

Now No. 3*

	National Market Ranking	TV Homes
Miami	27	556,600
Tampa	42	419,500
Orlando- Daytona	65	288,000
Jacksonville	75	256,500

*TELEVISION, 1962

WESH-TV

Florida's Channel 2

Covers More of Florida Than
Any Other TV Station

Avery-Knodel, Inc. National Reps.

PEOPLE *continued*

came assistant advertising and promotion manager of the Ralston Division in 1958.

American Broadcasting-Paramount Theatres named **Julius Barnathan** president of the ABC owned and operated TV stations and **Stephen C. Riddleberger** president of its owned and operated radio stations in a move attributed to gains which "make it necessary that the television and radio owned stations have their own chief executive officers." ABC owned TV stations are WABC-TV New York, WBBB Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco. Barnathan, formerly ABC v.p. for affiliated TV stations, joined the network in 1954 as supervisor of ratings.

Howard K. Smith, former CBS chief Washington correspondent who left four months ago after a 20-year association with the network, joined ABC News. Starting February 14, he will present a weekly report and analysis of the important news stories of each week. Smith, who joined CBS News in 1941, served as chief European correspondent for over 11 years. Upon his return to the U. S., he took over assignments as moderator, commentator or reporter on *CBS Reports*, *Face the Nation*, *Eyewitness* and *The Great Challenge*.

Executive vice president **Walter L. Lingle Jr.** will go on leave of absence from Procter & Gamble to accept appointment by President Kennedy as Deputy Administrator of the Agency for International Development, effective March 1. Other changes announced with Lingle's appointment: **D. H. Robinson**, vice president-overseas operations, assumes top responsibility for the company's foreign operations; **E. A. Snow**, vice president-toilet goods division, becomes v.p.-group executive; **E. G. Harness**, presently manager of household soap products advertising, becomes manager of the toilet goods division, succeeding Snow; **M. P. Link**, a brand promotion manager of the household soap products division, becomes that division's advertising manager.

The U. S. Junior Chamber of Commerce named America's Ten Outstanding Young Men of 1961. Among them: **Newton N. Minow**, 35, chairman of the FCC, "who urged the FCC to become tougher about issuing and renewing broadcast licenses and has appealed for more public service programming"; **Peter G. Peterson**, 35, president of Bell & Howell, "who expanded his company into fields beyond photography and sponsors prime-viewing television documentaries free from advertising influence."

Others on the move:

Thomas J. Lipton named three new directors: **Ken McAllister**, vice president for advertising, **Edward M. Scheu Jr.**, vice president for development, and **Harold L. Suttle**, vice president for sales. McAllister is a former senior v.p. of Benton & Bowles who joined Lipton last June.

NBC named **Peter B. Kenney** vice president, Washington. Kenney, who joined the network in 1956, has served as consultant for NBC International in the formation and operation of channel 9 (station CADETE) Buenos Aires, and station manager of WRC-TV Washington.

Kenneth M. Curto has been appointed general manager of Triangle station KFRF Fresno, Calif., succeeding **H. George Carroll**, who has been assigned to the Triangle headquarters staff. Since 1957, when he joined Triangle, Curto has been sales manager of WFIL-TV Philadelphia.

Lon King, director of television promotion and research for Peters, Griffin, Woodward, has been elected a vice president of the station representative firm. He has been with PGW for 10 years.

John Sias, West Coast vice president for Peters, Griffin, Woodward, was appointed national television sales manager for Westinghouse Broadcasting.

Two Kudner Agency vice presidents, **James F. Black** and **William A. MacDonough**, have been elected senior vice presidents. Both are members of the board of directors and the executive committee.

John McClay, general manager of wjz-TV Baltimore, has been named a special assistant to the president of Westinghouse Broadcasting. He will assume duties in the New York office of WBC, as well as field assignments. McClay, wjz-TV general manager since 1959, was previously general manager of kyw-TV Cleveland. He entered broadcasting as an announcer for WPG Atlantic City, served as program manager in Philadelphia for both WFEN and WCAU-TV. Succeeding McClay as wjz-TV general manager is **Herbert B. Cahan**, program manager of WBZ-TV, WBC's Boston television station.

The Katz Agency, station representatives, announced several staff changes. **Michael Membrado**, assistant TV sales manager, was named sales manager for the Katz-represented eastern group of TV stations. **Frank McCann** succeeds him as assistant sales manager. In the Chicago office, **Robert Rohde** was made assistant TV sales manager for the western stations and **Joseph Hogan** fills the

No. 2 of a series

95,767
WOMEN WATCH WJBK-TV
PER DAYTIME QUARTER HOUR*

57% MORE than Station B 120% MORE than Station C 147% MORE than Station D

THE NO.1 BUY IN DETROIT IS



*NSI, Nov. 19, 1961 (Average M-F, 9 a.m.-5 p.m.)

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

ROANOKE!

Virginia's

No. 1

TV Market*

Rank	Market	TV Homes
57	Roanoke	317,900
59	Norfolk	309,000
66	Richmond	282,800

*TELEVISION, 1962

WSLS-TV
Roanoke, Virginia

... the
station
where
leadership
&
integrity
are
tradition!



NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

PEOPLE *continued*

same spot for the eastern stations. And in Los Angeles, **Gerald Jones** was appointed manager of the West Coast office.

Ken Marston has been named general manager of the Dixie Network. The Robinson Enterprises properties include **WDXI** and **WDXI-TV** Jackson, Tenn., four other radio stations in Tennessee and one in Mississippi.

Murray Hysen, associate research director of Geyer, Morey, Madden & Ballard, has been elected a vice president of the agency.

BBDO elected three new vice presidents: **Suren H. Ermoyan**, **Leo J. Turner** and **C. J. Villante**, all in the New York office. Ermoyan joined the agency in 1959 as creative visual supervisor prior to which he had seen senior v.p. and visual director of Lennen & Newell. Turner is director of public relations at BBDO and Villante is TV sports director and is in charge of local and syndicated programming.

The Esso Standard Region, Humble Oil & Refining Co., named **Wallace L. Rusher** coordinator of advertising and sales promotion. He succeeds **William N. Farlie**, who has been appointed manager of Esso's public relations department.

Albert J. Petcavage, director of media, and **Don Trevor**, in charge of television commercial production, have been named vice presidents of Doyle Dane Bernbach.

Robert Pasch, former v.p. and creative group supervisor at Kenyon & Eckhardt, has been appointed a vice president of Ogilvy, Benson & Mather.

Frank W. Mansfield, director of marketing research at Sylvania Electric Products, was elected chairman of the board of directors of the Advertising Research Foundation. Mansfield, who has been vice chairman for the past year and director since 1954, succeeds **Arthur Hull Hayes**, president of CBS Radio. Elected vice chairman of the ARF was **Lyndon O. Brown**, senior v.p. of Dancer-Fitzgerald-Sample.

Ira Wolff was appointed to the newly created position of manager, sales planning, for NBC Films. He had been manager, sales promotion, for NBC Television for the past four years.

Greg Sherry, executive vice president, has been appointed head of Grant Advertising's Chicago office.

Compton Advertising named **Thomas H. Dunkerton**, with the agency since 1950, to the post of research director. He succeeds **Edward Battey**, who retired at the end of 1961.

Milton D. Friedland has been named a vice president of the Plains Television Corporation, which operates **wics** Springfield-Decatur, **wcnu** Champaign-Urbana and **wicb** Danville, all in Illinois.

Frank J. Lionette has been elected a vice president of Kenyon & Eckhardt.

Hicks & Greist copy chief **Arthur C. Mayer** has been named a vice president of the New York agency.

James P. Storer, national sales manager at **wibc** Philadelphia since 1959, has been appointed assistant general manager at **wjw** Cleveland. Both stations are Storer stations. Storer, son of George B. Storer Sr., chairman and principal executive officer, has been in broadcasting since 1950 when he joined **wgbs** Miami.

Jack Denninger, vice president of Blair-TV for seven years, resigned to form his own company. Blair also announced the return of **Richard Gerken** to the organization. He was with Blair from 1946 to 1954, subsequently served as president and general manager of **whtm** Providence, vice president of **kgil** Los Angeles and eastern sales manager of Metropolitan Broadcasting National Sales.

Retirements

Vincent R. Bliss, vice president and assistant to the president of Campbell-Ewald, retired at the end of 1961 after nearly 30 years in the agency field. Bliss, formerly president of Earle Ludgin & Co., joined C-E in 1959. He has been a national director and central region chief of the AAAA and a director and chairman of the project planning committee of the Advertising Research Foundation.

John A. H. Rehm, vice chairman of the board of Gardner Advertising, has retired from active service with the agency. Rehm, who was president of the Paris & Peart agency when it merged with Gardner in 1959, has been a director of Gardner and chief executive officer in New York since the merger.

Obituary

J. Ferd Oberwinder, St. Louis advertising executive who retired as president of D'Arcy Advertising in 1955, died of cancer on December 13. He was 73 years old. Mr. Oberwinder began his 51-year advertising career as an apprentice with the H. D. Lesan Advertising Co., left to become a newspaper sales representative and, in 1912, joined D'Arcy. In 1945, he became D'Arcy's second president, succeeding the agency's founder, William C. D'Arcy.

*Hey fellas...
have you seen what the
Hanna-Barbera studios
are up to now?*



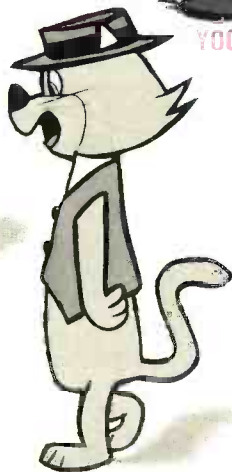
FRED FLINTSTONE



YOGI BEAR



HUCKLEBERRY HOUND



TOP CAT



QUICK DRAW MCGRAW

LITHO IN U.S.A.
© HANNA-BARBERA PRODUCTIONS

WOW-EEE! 156 hilarious new

*From the EMMY AWARD winning studios of
HANNA-BARBERA
creators of Huckleberry Hound, The Flintstones,
Yogi Bear, Quick Draw McGraw and Top Cat*

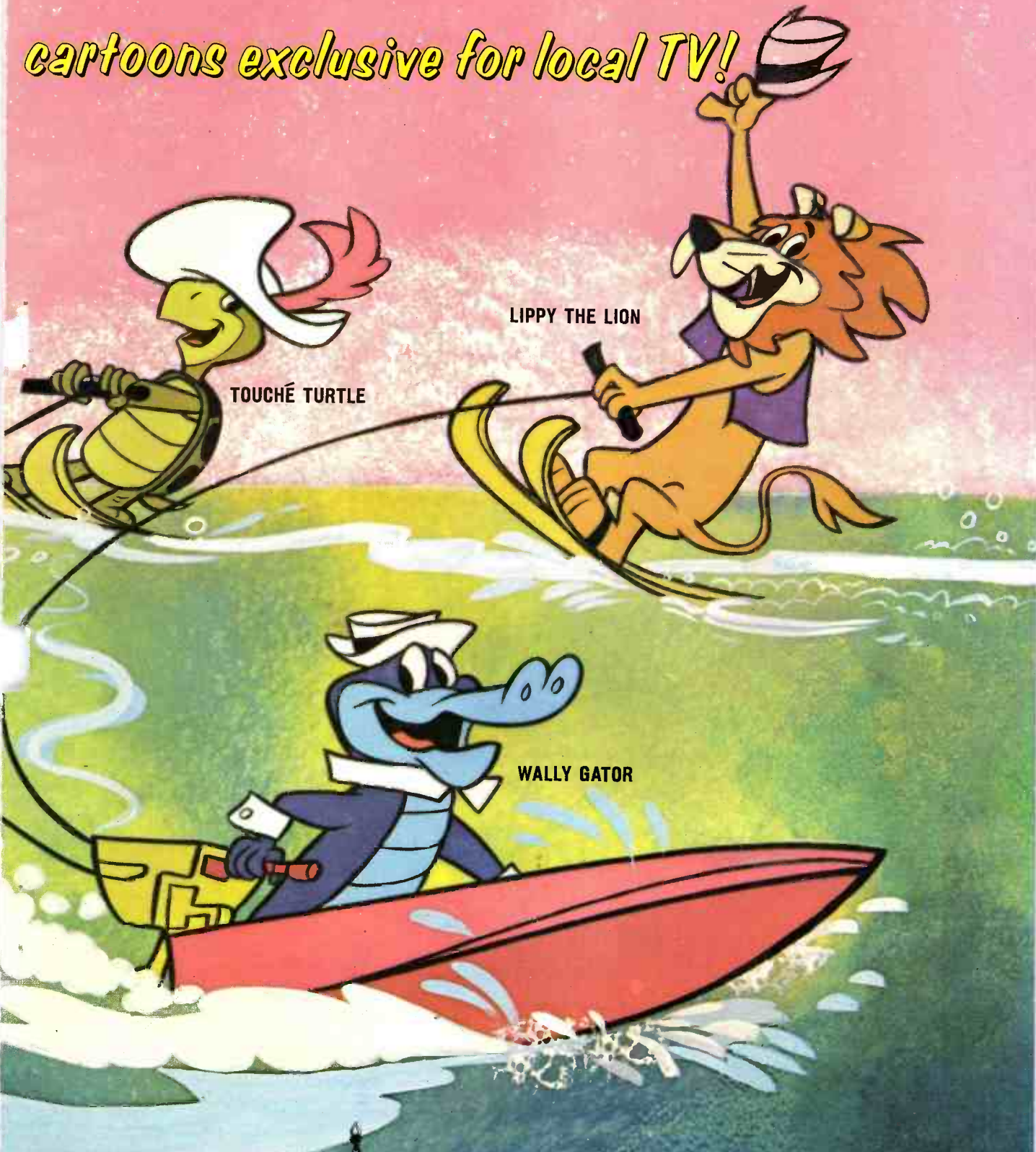
For the first time, the incomparably creative and successful animation studios of Hanna-Barbera are producing a series of cartoons in full color expressly for syndication.

The three hilarious new characters—Wally Gator, Touché Turtle and Lippy the Lion—are destined to share the same popularity as Hanna-Barbera's other great cartoon stars that have won the affection and loyalty of all the kids—and grown-ups, too—across the nation.

Put these five minute cartoons—52 each of Wally, Touché and Lippy—into your station's lineup, today!

Get the facts Today...You'll sign-up Tomorrow!

cartoons exclusive for local TV!



TOUCHÉ TURTLE

LIPPY THE LION

WALLY GATOR



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



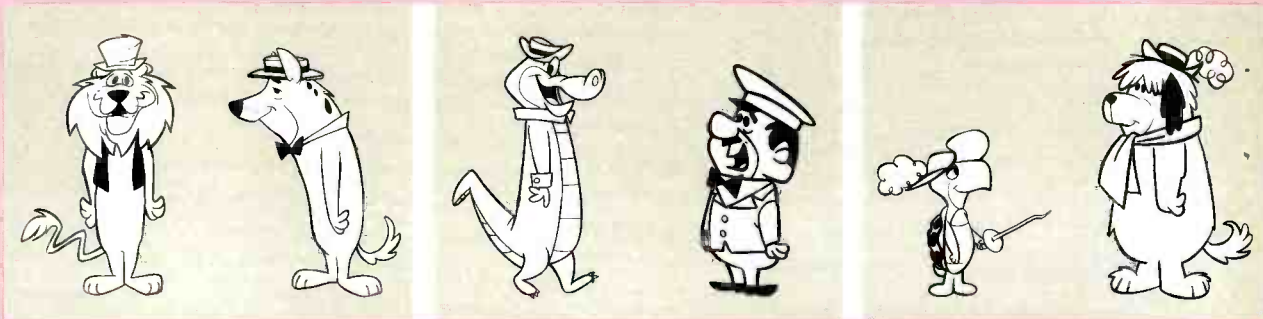
*and there's a
BIG merchandising
program to promote
us characters in
your city!*

Plans are set by Screen Gems Merchandising Division to flood every city with product tie-ins that will give these cartoons a tremendous plus of free advertising . . . more than you could ever afford to buy!

To date, the unique Hanna-Barbera characters, represented in toys, dolls, games, etc., have sold in the many millions of dollars . . . at the same time, adding immeasurably to the popularity of their TV series. In short, "Lippy," "Touché," "Wally" and their wacky pals will enjoy the same nationwide merchandising support as their kinfolk from Hanna-Barbera.

We'll be happy to show you how you can share in this important extra dividend!

©HANNA-BARBERA PRODUCTIONS



LIPPY THE LION

HARDY HAR HAR

WALLY GATOR

MR. TWIDDLE

TOUCHE TURTLE

DUM DUM



DISTRIBUTED EXCLUSIVELY BY

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

LETTERS

KUDOS

Your "Closeup" on Edward Petry (December 1961) is excellent. Knowing the man as I do, I feel you have succeeded in creating an honest, fair and accurate profile of the man.

Petry should be very proud of this—and so should you. Thanks for letting me have a part in it. **MARCUS BARTLETT**
General Manager, WSB-TV Atlanta.

TELEVISION MAGAZINE is part of my home reading simply because I don't have a chance to enjoy it sufficiently in the office. I have just read your December issue, and want to congratulate you on the stature you have attained in the publication of an apparently much-heralded magazine in the TV industry. **M. DALTON**
President, National Community TV Assn., Washington, D.C.

Congratulations on a most informative and attractive magazine. The three issues of TELEVISION MAGAZINE I have received to date have been packed from cover to cover with interesting articles and illustrations. I await each new issue with eagerness.

Since returning to Australia from a television course in the U.S.A., I felt somewhat removed from the center of television activities. Thanks to your wonderful publication and generous subscription rates, I once again feel part of the American television scene.

Your article "Forecast 61/62" (October 1961) was of great interest to me as 50% of the network programs listed on pages 30-31 are now screening on Australian television. Eight of the top 10 have been seen on most channels here. **JOHN H. ADEY**
Producer/Director, ADS Television, Adelaide, Australia.

NEWS BEAT DEBATED

My compliments on the excellent "Closeup" article, "The Ascending Star of TV News," in your November issue. I think it's the best thing that's ever been done on the leading news figures

of the three major television networks.

May I submit a footnote in the interest of accurate history? In 1953, Queen Elizabeth's Coronation found both CBS and NBC caught with their jets late. NBC requested by phone from the Boston airport that they be allowed to hook into the ABC-TV feed. News director John Madigan generously agreed. However, ABC had a 15-minute beat in U.S. TV homes—via cooperation with the Canadian Broadcasting Corp. **DON L. KEARNEY**
Director of Sales, Corinthian Broadcasting Corp., New York.

[Editor's Note: Mr. Kearney is correct. ABC had the beat, but by about three minutes. While both ABC and CBS gambled on jetting in Coronation film, ABC, in an arrangement with the CBC, had invested in a microwave relay system from Toronto to Buffalo to pick up the CBC transmission. By most accounts at the time, ABC was on first in the U.S. with the actual Coronation film. NBC, with ABC and CBC permission, cut in shortly afterwards.]

CREATIVE SELLING

The March issue of TELEVISION MAGAZINE carried an article entitled "Creative Selling." In my estimation this was one of the most interesting and informative pieces I have ever read in regard to the actual selling of television time. I ordered additional copies of this issue for the WISH-TV salesmen.

We are now in the process of building new sales manuals for our sales staff, and would like to include this profound article as a part of the manual. **HOWARD R. BUNNELL**
Manager Local Sales, WISH-TV Indianapolis, Ind.

TELEFLUBS

Normally I am not a letter-to-the-editor writer. However, in the TELECAST section of your January 1962 issue, Benton & Bowles is indicated as agency of record for *Car 54, Where Are You?* We at Leo Burnett are proud of the fact that over a period of two years, and with a considerable expenditure of energy by many of our people, we developed this show for our client, the Procter & Gamble Company. We are proud enough of *Car 54*, in fact, that we are moved to ask that your records be corrected to show the Leo Burnett Company as producing agency on this show. **L. S. MATTHEWS**
Executive Vice President, Leo Burnett Company, Chicago.

The American Dairy Association's sponsorship on the *Dinah Shore Show* is handled by Compton Advertising. Your January TELECAST gives credit to Ted Bates in error. **C. E. BOLGARD**
Vice President-Media, Compton Advertising, Chicago.



Main Studio at WDBJ-TV. New building is one of the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV Brings You the News About Wealsome Western Virginia!

The prosperous, solid Western Virginia market keeps making news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For high ratings at low costs, you're right to use Roanoke and WDBJ-TV.



By A Dam Site. Completion of Smith Mountain Dam (artists conception above) will put another big man-made lake in the heart of WDBJ-TV territory . . . to create new opportunities for sports industries.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA



CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

RA 113 BB 125

B RIA027 PD=RI NEW YORK NY 19 1134A EST=
FRED FLETCHER=

1962 JAN 19 AM 11 46

STATION WRAL-TV= RALEIGH NCAR=

RALEIGH-DURHAM NOW 50TH TV MARKET WITH 343,800 TV HOMES=
TELEVISION MAGAZINE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



Contact H-R for complete new data
on the nation's 50th TV market

NBC TELEVISION

WRAL-TV

CHANNEL 5
Raleigh-Durham, N. C.

Represented Nationally by H-R

FOCUS ON NEWS

RCA turns the corner
on color TV; Minow
plugs for UHF; ASCAP
and broadcasting off
key on TV music

Advertisers and agencies are left in a state of uncertainty over the extent and application of a Federal Trade Commission decision which reversed a hearing examiner in finding Colgate-Palmolive guilty of misleading advertising in the "sandpaper" TV commercial—in which coated plexiglas was used to represent sandpaper, demonstrating the soaking qualities of Rapid Shave lather. The FTC said advertising deceptions on TV are increasing and its generalizations on the use of props, camera tricks and mockups left some confusion over what may and may not be done in TV commercials under the terms of the FTC order. Colgate-Palmolive plans to appeal the order.

FCC Chairman Newton Minow told a San Francisco audience that television in the next ten years will see many more stations through development of the UHF band, a nationwide educational TV network and the beginning of worldwide TV. He implied the results he predicts will come largely through the present FCC policies.

In a talk in Washington, Minow again emphasized the development of UHF by announcing that the FCC's No. 1 legislative goal this year will be the enactment of legislation to require manufacturers to make only all-channel sets. Electronics Industries Assn. repeated its opposition to such a mandatory requirement for set makers.

The Pulse Inc. has found in a study that few viewers realize the 40-second station break is here—and has been since last summer.

RCA-NBC at last is getting some cards to back up the chips and the claims it has been shoveling into color television for some years.

The improvement in the acceptance of color TV by the public, the advertiser and the set maker is reflected in the year-end reports of various executives of RCA and NBC. Brig. Gen. David Sarnoff, RCA board chairman, said the

company's consumer products division in 1961 had its most profitable year since 1955 and that a substantial share of sales was stimulated by color TV. NBC experienced the most profitable year in its history and during the year increased its color TV programming to 1,670 hours—62% above 1960. In its first year of color-casting, in 1954, NBC carried 68 hours of color. Advertisers have gone from 6 in 1954 to 245 in 1961.

RCA executives say they expect 1961 to be known as the "turning point" in color TV. RCA color set sales were up 51% from 1960 and were up 101% during the three weeks before Christmas 1961. RCA's color set sales surpassed black-and-white for the first time in November and Gen. Sarnoff predicts \$200 million in color sales for the entire TV industry in 1962. RCA expects a 250% rise in industry demand for color tubes this year and plans an expansion of \$1.5 million for its \$10 million color TV picture tube plant in 1962, the new facilities to be operating by the second half of the year. There are now 10 other set makers producing color sets and there has even been a Japanese import.

NBC's undaunted faith in color is indicated in the name of the network's new West Coast television operation—Color City—to be ready for operation in Bur-

bank, Calif., by the spring of 1963. The number of color television sets sold exceeded the number of Cadillacs sold for the first time in 1961 (an estimated 150,000 sets as compared to 143,611 Cadillacs).

Television broadcasters have gone to court after a breakdown in their negotiations with ASCAP over television's request for at-the-source clearance of TV rights for ASCAP music played in feature films and syndicated TV programs. The hearing is to start Feb. 14 in federal court in New York and the court will decide on the request by TV broadcasters under provisions of a 1950 consent decree by which stations may ask the court to determine a "reasonable" arrangement with ASCAP on the use of the latter's music. The court has continued licenses and fees which were to have expired last Dec. 31, subject to retroactive adjustment based on the court's final decision.

In setting the hearing the court blocked ASCAP's tactical move of claiming it lacks authority to act in TV licensing, an authority ASCAP now acknowledges it has. ASCAP, answering the TV industry's successful request for a hearing, charges that broadcasters seek to "control" music performed in syndicated TV programs and to nullify the bargaining power of non-BMI music writers and publishers.

TV broadcasters feel the \$19.3 million the TV industry paid to ASCAP in 1960 can be reduced substantially through payment to ASCAP by program producers instead of the present blanket licenses. ASCAP thinks the present license fees should be increased. The networks are conducting separate negotiations with ASCAP.

Rheingold beer's \$8 million in billings has been moved to J. Walter Thompson from Foote, Cone & Belding, and Brown & Williamson Tobacco Co.'s Belair cigarette brand reportedly is moving its \$6 million billing from Ted Bates, New

NEWS continued

1020'
above
average
terrain

the
extra
377'
and
new

maximum
power
transmitter
means
3217
square
miles
added
with
more
TV
homes
than
ever
before:

NOTICE
THIS
NEW
TOWER
MAKES
EXISTING
COVERAGE
FIGURES
AND
TV
MARKET
RANK
OBSOLETE!



NEW
TALLER
WOC
TV
TOWER

SERVING
THE QUINT CITIES
DAVENPORT IOWA
BETTENDORF IOWA
ROCK ISLAND ILL
MOLINE ILL
EAST MOLINE ILL

WOC-TV Channel 6

D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

York, to Keyes, Madden & Jones, Chicago.

AT&T revealed that though it gets a lot of money from television in long line rentals, it also puts a lot into TV. A special report by the company showed that the Bell system companies' 1961 budgets totaled about \$9.3 million, mostly in spot, and about \$1.9 million in 1961 for gross network time purchases.

The extent of Shell Oil Co.'s return to television, after a year's experiment with newspapers, will be \$3-\$4 million for consumer products advertising, it's reported. Shell will continue with its institutional advertising in television, which will make Shell's total \$5.4 million in TV. *Los Angeles TV stations—and other advertising media in that city—are scrambling for the millions of dollars in advertising canceled by the demises of the morning Examiner and the evening Mirror there.*

MGM-TV reports it will release a second group of 30 post-1948 feature films to television. Its estimated backlog now is 308.

Walter Reade Inc., which has a chain of theatres and other interests, is merging with Sterling TV Co., both New York, to produce, distribute and exhibit films for theatres and TV. *Desilu Productions is betting that comedies will be the thing on TV and plans five pilots of comedy series in January for what the company says could turn out to be 275 half-hours with a gross value of \$14 million for the 1962-63 season.* Television Affiliates Corp. (TAC) reports its 23 member stations have begun using about 30 programs from its library of cultural and informational shows. *MGM announces it is at its highest TV production peak with 12 series now in pilot or regular production.*

New House Speaker John W. McCormack (D-Mass.) plans to keep predecessor Rayburn's ban on radio-TV coverage of House committee proceedings.

Corinthian Broadcasting Corp. plans to appeal an NLRB decision which permits union boycott pressure against the company's KXTV (TV) San Francisco.

The principle that the economic welfare of a local television station should be taken into account in considering applications by community antenna television operators for microwave systems has been espoused by the FCC in the agency's instructions looking to denial of a microwave grant to Carter Mountain Transmission Corp., a Wyoming CATV setup. The FCC stand came after a

protest by KWRB-TV Riverton, Wyo., which would compete with the CATV system in its community.


The Advertising Research Foundation's board has concluded that no change in its procedure is warranted after weathering heavy criticism from researcher Alfred Politz. Dr. Politz had recommended that ARF be dissolved or boycotted by advertisers and agencies. Dr. Politz charged among other things that ARF, by offering a "consultation service," is competing at bargain rates against independent research firms.

The Madow Report on the TV ratings services—which last spring found the methodology of the ratings services to be based on sound scientific technique—was itself endorsed by a discussion panel during the American Statistical Assn. convention in New York. The Madow study was made as part of a study of ratings by the House Commerce Committee, headed by Rep. Oren Harris (D-Ark.), and was underwritten by that group. Rep. Harris' committee has not yet finished with its ratings investigation.

The FCC announces it will inaugurate rulemaking to discourage "trafficking" in station properties by requiring hearings on the sale of stations held less than three years. CBS-TV and the National Football League have a new contract, but it took an act of Congress. They have signed for the 1962-63 season with terms similar to those voided last year. Congress later exempted professional sports from antitrust laws in the area of single contracts.

HOW TO SUCCEED . . .

Television broadcasters who sometimes get discouraged about their finances ought to read up on the career of Roy Thomson, who started with a radio station at Timmons, Ont., 30 years ago. Thomson, with associates, recently acquired television and radio licenses in Kenya, Rhodesia, Western Nigeria, Gibraltar, Sierra Leone, Mauritania, Senegal and Ivory Coast. He now has 93 newspapers in North America, Great Britain, Africa, the Caribbean area and Australia. He also recently obtained TV licenses in Trinidad and Port-of-Spain. Mr. Thomson has lots of ideas and opinions about the mass communications media, but one of the most attractive is a statement attributed to him about his ownership of 80% of Scottish Television, an operation that has been phenomenally successful. Mr. Thomson's remark: that his Scottish TV station is the equivalent of a license by the British government to print money. END



Earl Moreland (left),
Station Manager, and
E. C. "Pop" Frase,
Chief Engineer,
WMCT, Memphis.

***"So Real
on RCA TV Tape
that Food Advertisers
Buy on Sight!"***

...SAYS EARL MORELAND, MANAGER, WMCT-TV, MEMPHIS

"The clarity of RCA Tape commercials has been a big factor in selling time to local and regional food advertisers. Through RCA Tape, WMCT has secured increased schedules and new business. Advertisers can produce commercials on tape faster and more economically than on film. And once they see how real their productions look on RCA Tape, they buy it on sight. We are already producing over 50 commercials a month—and we've just started.

"From an engineering standpoint, the RCA recorder was selected because: 1) RCA produces

equipment geared to broadcast requirements, using parts familiar to television engineers; 2) The machine is designed for ease of service; 3) Based on many years' dealings, the station felt confident that professional assistance from RCA would be readily available should the need arise."

For information on the finest quality TV Tape Recorder, call your RCA Broadcast Representative, or write to RCA, Broadcast and Television Equipment, Dept. E-121, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

KTTV WINS ROSE PARADE RATING SWEEPSTAKES FOR 7TH CONSECUTIVE YEAR!

■ With a choice of 5 of the 7 Los Angeles TV stations carrying the spectacularly beautiful Tournament of Roses Parade, Angelenos traditionally choose KTTV. KTTV's 34.0 average share of audience, with a rating high of 21.0, almost doubled the nearest competition.*

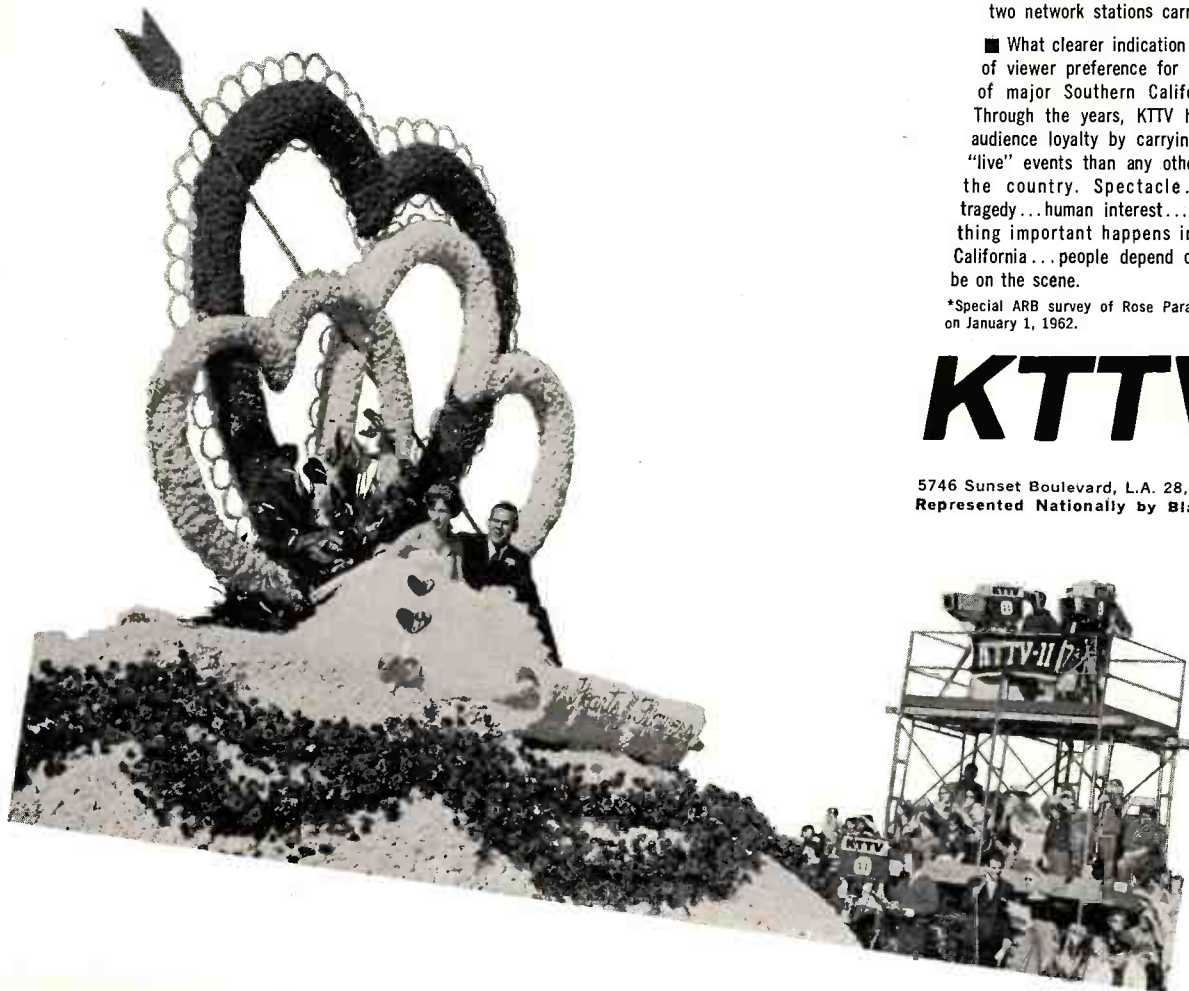
Significantly, the KTTV total audience exceeded the combined audiences of the two network stations carrying the event.

■ What clearer indication could there be of viewer preference for KTTV coverage of major Southern California events! Through the years, KTTV has built this audience loyalty by carrying more local "live" events than any other station in the country. Spectacle... sport... tragedy... human interest... when something important happens in Southern California... people depend on KTTV to be on the scene.

*Special ARB survey of Rose Parade viewing on January 1, 1962.

KTTV

5746 Sunset Boulevard, L.A. 28, Calif.
Represented Nationally by Blair-TV



PLAYBACK BY A BACK

A monthly measure of comment and criticism about TV



Lee R. Rich, senior vice president, media & TV programming, Benton & Bowles, before the Advertising Club of Metropolitan Washington:

Television, comparatively speaking, is brand new. It's been with us, as a strong factor, for approximately one dozen years. In this short span of time it has become the tenth largest industry in the country. It is responsible for vast numbers of jobs, for the growth of entire new industries and businesses, contributing to an important portion of our total gross national product. Furthermore, television has achieved this standing three times as quickly as the giant automobile industry. It has grown at a far more rapid pace than radio, the telephone, washing machines, toasters and, yes, even faster than indoor plumbing.

With this kind of growth a certain amount of growing pains can certainly be expected.

But television's detractors insist, nevertheless, that even in this astoundingly short period of time, the medium should be doing greater things than it is doing. So, let's dispense with discussions of quantity for a moment and talk about quality. To begin with, consider the demands that are made—day after day after day—on its quality, whatever that may be.

There are 450 stations broadcasting 20 hours per day, seven days a week, 52 weeks a year, year in and year out. This amounts to approximately ten billion words being broadcast annually. That's more verbiage than all the plays, all the novels, all the magazines produced since the invention of the printing press in the 15th century.

Television is the hungriest monster that ever devoured script. A successful play can enjoy an extended run on Broadway and then get still more mileage by means of road companies. A new movie travels the circuit of theatres over a period of months and sometimes years. A novel can be on the best-seller lists week after week. But what happens to a good television offering? It is seen once—or perhaps twice—and then is laid to rest in a vault.

With every tick of that clock a deadline comes due . . . and perfected or not, that script must be produced.

I can assure you that we would be happy to relax the pace. But 150 million Americans have gotten a taste of television fare and they're demanding more—with every move of that second-hand.

But let's move now to a more analytical appraisal of standards.

Come back with me to the so-called "Golden Age of Television" and look at a network program log for November 1950: *This is Show Business*, *Celebrity Time*, *Arthur Murray Party*, *Take a Chance*, *Talent Scouts*, *Lights Out*, *Can You Top This?*, *Roller Derby*, *Captain Video*, *Wrestling*, *Break the Bank*, *Blind Date*.

Sure, there was also the *Philco-Good-year Playhouse*, *Kraft Theatre*, *Studio One* and *Show of Shows*. But when anyone is tempted to refer to these programs as a part of "television's renaissance," it might be a good idea for him to check the revues of these programs on the "day after."

Contrast this with the development

of programming today: *CBS Reports*, *NBC's Project 20*, *The White Paper* series and *Close-Up* series, the weekly drama and musical programs presented by the DuPont Company and the Aluminum Corporation of America, the special programs being presented by Westinghouse, Cities Service Corporation, Hallmark Greeting Cards . . .

Someone once said, as well as I can remember, that the rung of a ladder was never meant to stand upon; it was only meant to support one's foot until one could put the other a bit higher. The present level of television was never intended as the level at which we must remain. But we can use it, we can use the lessons we've learned and the experience we've gained, to support us for that next move up the ladder. I admit that where we are is important, but so is where we are going. And I honestly believe that a comparison of television-past with television-present indicates that our direction is the right one.

Now let's see what can be done about taking that next step. At this time I'd like to point out something that all of us concerned with television—that is, the government, the public in general and the television industry and those who use it—may forget on occasion. And that is the fact that our aims, our objectives are not the same.

But this difference of individual aims is basic—not only to our industry, but to the entire system of government under which we live. It was so fundamental to the concepts of those who founded this country that it influenced practically every phase of the Constitution they created.

This philosophy of checks and balances, of the pursuit of different objectives, is nothing new . . . and it's put to good use every day in this country. To illustrate:

A typical business in any field is usually a matter of management, em-

PLAYBACK *continued*

ployees, customers and suppliers. Strictly speaking none of these have the same objectives. Management is seeking to maximize profits; the fellow operating the machine on a piece-rate is interested in turning out more parts so his pay will be higher; the supplier wants his goods to be used in this process, and the customer wants a product that will serve *his* needs. Are these people wrong for wanting to achieve these things? Not at all, and the most effective operation will probably be the one in which this difference of objectives is capitalized upon.

It is only when one group is allowed to realize its own objectives completely—to the exclusion of the others—that trouble results.

The same thing applies to television. Companies with products to sell hope that television will enhance their means of doing so; the public wants to be informed and entertained; the government wants the rights of all concerned to be preserved. And each of these has a right to pursue his own objectives—the advertiser to seek customers, if he intends to stay in business; the viewer to seek the best TV fare, regardless of whether he defines that to be a western or Shakespeare, and the government to protect its citizens.

My point is that none of these should be penalized because he is seeking a different set of aims. The task before us is not to eradicate the differences, but the wide divergence. When they run completely contrary to each other there is a problem.

What we're really seeking, all of us, is a balanced achievement of our goals. In one sentence, we hope to make the best possible television fare profitable and in the interests of the entire community.



Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, to the Magazine Promotion Group:

The waste that I think we should be concerned with here is in advertising that fails of advertising's true purpose.

I am speaking specifically of the advertising of circulation—merely in numbers. There are two specific reasons why I believe this is wasteful and wrong.

Now I appreciate that screaming out that such and such a magazine has attained a new, all-time high in circulation, and that the numbers read 6,700,000 or 7,600,000, or whatever, is advertising that is known as "hard sell."

In the grocery business or the drug store business, hard sell is when catsup or cake mixes or aspirin or nasal spray or hot water bottles are thrust at the household trade in large black type—purely on the basis of price. The difference, of course, should be obvious to anyone.

The character and the merits and the promise of these products is clearly established in other advertising. And the grocers' and the druggists' hard sell on price depends upon that other advertising.

The magazines' hard sell on numbers, which is comparable to this price advertising, unfortunately has no such support. It stands all by itself. And it is naked and unattractive. It doesn't tell anyone anything that is really new.

Any agency man worth his salt, and every advertising manager, knows to within a few hundreds the circulation of every magazine that carries advertising for anything more important than mink breeding. It is their business to know these, just as it is the business of your salesmen to make sure they do. There is a thing called *Standard Rate & Data* that puts these numbers down in all their numerical detail.

And, insofar as they are simply figures, I would leave them there.

The second reason why I take a dim view of this hard sell by numbers is because these numbers aren't really terribly impressive.

And I can only believe that it results from a kind of occupational tradition that is inbred and that I think we should beware.

It denies the new red cells of television in the blood stream of advertising. And it couldn't be less realistic.

For no matter what is wrong with television, it is surely here to stay. Television gives lip service to the public interest; but its performance follows within such narrow limits, on the whole, that if our grandfathers could come back to watch, this interest would seem to lie mostly in murder, robbery and humor at the high school level. What our grandmothers might think is hideous to contemplate.

Nevertheless, television has every advantage that lies in numbers. Thus,

when the magazines advertise theirs they only point up the difference and the disparity.

While I know all about the people who are supposed to leave their sets en masse to go to the kitchen or somewhere when the commercials come on, I also know something else. I am a people watcher. And I have watched people on trains and planes and in doctors' and dentists' waiting rooms, where they were definitely a captive audience; and the way they turn the advertising pages, the way they go past advertisements that bear little red marks of my own blood, has dealt me a trauma that I expect to live with all my life.

There are certain categories where I would rather have television advertising, with all the millions of viewers I can get, than any other kind.

These are either products of frequent use where product differences have been made small by alert competitors (and I would want to keep my product name uppermost in the housewife's mind); or they are products of infrequent use when the job is to cover the waterfront for possible users, as often as I could afford.

S.O.S. magic scouring pads, prior to the purchase of the company by General Foods, had lost ground to Brillo, slowly, to be sure, but steadily during several years of magazine and supplement advertising when Brillo offered more pads in a package at the same package price.

The advertising, in magazines, of certain product claims for S.O.S., that would mitigate the unfavorable pad count, had no discernible effect.

As I said, scouring pads make dreadfully unexciting printed copy.

But then the story of these tiny steel-wool muffins, with more soap loaded, as explained currently by Gertrude Berg, and demonstrated in an electric mixer (as you could only do effectively on television) moved S.O.S. immediately and dramatically, first into contention with Brillo, and then, without a pause, into commanding sales leadership.

Television made the difference because it reached so many people and held them long enough to win an argument they didn't know they had the slightest interest in.

That is what television does best. And I think to quarrel with it is a waste of time and money and the brains of able people. It confronts imagination with an impossible task, and the results may well range downward from little to ludicrous.

The numbers, let me say for the last time, are all on the other side. And in many places and many ways they are working very well. END



MUSIC IN ALL DIMENSIONS

Composers, writers and publishers bring to BMI music which encompasses all forms, all styles, all dimensions.

The BMI repertory is complete in every musical category—from the Pulitzer Prize-winning Symphony of Walter Piston to the current popularity of "The Twist."

The BMI catalog is kept constantly up-to-date...and at the top in every category. Among the honors and achievements in music during 1961 are these from the BMI repertoire...

SYMPHONIC

Walter Piston—Pulitzer Prize—"Symphony No. 7"

CHAMBER

Elliott Carter—First Prize, International Rostrum of Composers, UNESCO—"Second String Quartet"

OPERA

Alban Berg—"Wozzeck"—Featured at the New York Metropolitan Opera

BALLET

Gunther Schuller—"Variants"—Performed by the New York City Center Ballet Co.

POP

"The Twist"—originally written and first recorded by Hank Ballard—published by Lois Music Publishing Co.

JAZZ

George Russell—chosen Top "New Star" arranger-composer by Down Beat's 9th Annual International Jazz Critics Poll

COUNTRY & WESTERN

Harlan Howard—voted "favorite song writer" in the Billboard 14th Annual Disc Jockey Poll

MUSICAL COMEDY

Jerry Herman—current Broadway smash hit—"Milk & Honey"

MOTION PICTURES

Academy Award Winner—"Never On Sunday"

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

Serving Music Since 1940

BROADCAST MUSIC, INC. • 589 Fifth Avenue, New York 17, N. Y.

FOCUS ON COMMERCIALS



Clairol's Adams family lives here, springboard for commercial story involving . . .



daughter Laurie, here getting advice from girl friend on becoming blonde while . . .



her married sister, in flash-back scene, gets Clairol treatment at beauty salon.

THE PROBLEM

How to point up and sum up several years worth of commercial messages in one swoop.

THE SOLUTION

Sponsor an hour documentary and use the four commercial breaks for a continuity story devoted to the product as used—and reacted to—by the various members of one American family.

Clairol Inc., which a few years ago put the nation on notice that “blondes have more fun,” this month shows the TV viewer what its hair color products can do for the females of the “Adams family” in a kind of “Our Town” or “Any Town” approach to the subject of hair beauty.

The commercial, prepared by Foote, Cone & Belding and filmed in Los Angeles by Robert Lawrence Productions, will run on an hour-long NBC-TV special projects show “Debutante '62” on February 9th, repeat on NBC in another special, “The Vanishing 400,” on April 6th.

Both vehicles, while in the news documentary vein, are “society-oriented,” light enough to accommodate the kind of selling customary for Clairol. They presumably fill the bill for drawing the fashion-conscious, socially-astute audience Clairol wants.

The idea for the commercial came up last fall. Basically it called for an expansion or culmination of all of Clairol's TV advertising. It would cover a range of products (Lady Clairol, Miss Clairol, Silk & Silver Rinse, Loving Care Rinse), set them off against American family life.

FC&B's Clairol account group established a Clairol family tree, populated it with a mother, father, single daughter, married daughter, son-in-law, two grandchildren, aunt and uncle. Satellite to this core it brought in a boy friend and girl friend for the single daughter and a beauty shop operator—the professional touch or key in the family's hair color problem-solution cycle—a cast of 12.

A neat, solid-looking home in suburban Los Angeles was selected as residence for the Adams family and here, with cameras moving in and out on the house and from room-to-room as scenes develop, the commercial was shot over a two-week period last December. A studio set was also used for a beauty shop scene.

The result is six minutes of commercial to be spread in four parts throughout the hour program in continuous story technique, a novel, expansive format in which to develop characters and tell their hair color story via cast dialogue and voice-over narration.

The first commercial introduces the family—gathered over a weekend for the mother's birthday—notes what hair coloring each of the four female principals use.

In each commercial segment parts of the story unfold. Daughter Laurie asks her girl friend if “blondes really have more fun?” She goes to the beauty shop, becomes a Clairol blonde and goes on to captivate her boy friend.

In another scene a mantle photo of Aunt Connie shows her streaky gray hair of five years ago. Alongside of it now—after using Loving Care—she has the gray erased, her natural color back. And so goes the Clairol magic for the mother and the married daughter in other scenes.

The fades and intros on the various commercial segments—“More about the Adams family in a little while . . .” to “Our Clairol story about the Adams family continues . . .”—tie the whole together into one smooth-flowing visual story.

Part of the Clairol selling job here, as in the past, is to counteract the social disapproval once linked with hair coloring, make tinting an approved, tasteful part of every-day life. The Adams family is held up as typical in overcoming an old-fashioned taboo.

Incidental to this Clairol story is the

T.V. spot editor

Sponsored by one of the leading film producers in television



Photographic magic dramatically demonstrates how an Autolite sparkplug "actually cleans itself while you drive". Exciting "electronic" musical effects, by Raymond Scott, accent the action of Autolite products featured in this series of commercials.

Produced by SARRA for AUTOLITE MOTORCRAFT DIVISION OF THE FORD MOTOR COMPANY through BATTEN, BARTON, DURSTINE & OSBORN, INC.

SARRA INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

Have the underwater ballerina swim directly to the edge of the television set, add product glamour shots with a water background, and you have the perfect way of saying "Jergens Moisture Cream". This is one of a series of commercials for Andrew Jergens products.

Produced by SARRA for THE ANDREW JERGENS CO. through CUNNINGHAM & WALSH, INC.

SARRA INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



"Butter! Real butter! Costs a little more, but it's worth a lot more". That's the theme of this series of 60-second color spots for the American Dairy Assn. Seen on the Dinah Shore show, they appetizingly prove, through eye-tasting food photography, that the little difference is worth a lot more.

Produced by SARRA for the AMERICAN DAIRY ASSN. through CAMPBELL-MITHUN, INC.

SARRA INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

Problem: Sell Bulova to the consumer. Sell the jeweler to the consumer. This series of Bulova Watch commercials does just that. Human interest scenes, striking watch photography and jewelry store shots, all add up to the fact that "Bulova is the watch you can give with pride, wear with pride, because it is made with pride", and obtainable at "America's watch expert", your jeweler.

Produced by SARRA for BULOVA WATCH COMPANY, INC. through SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

SARRA INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



New York: 200 East 56th Street

SARRA INC.

Chicago: 16 East Ontario Street

COMMERCIALS *continued*

identity of the hairdresser in the beauty shop scene. Although not identified in the commercial, she is Patricia Westmore, one of the Westmore beauty family—recognizable at least to her Hollywood patrons.

Expanding on this "authenticity" in more tangible form, Clairol (on its "Debutante '62" sponsorship) ties in nicely with a timely event.

With music up to finish on the commercial, the announcer will close with the words "Visit your hairdresser now during National Beauty Salon Week."

Overall, Clairol weaves what in effect is a six-minute commercial into a specially selected platform, tells a complete selling story refreshingly, at length and well.

Future plans at FC&B are to have a few of the Adams family segments lifted from the commercial to stand alone as spots in Clairol's normal television schedule.

THE PROBLEM

How to plant in the mass mind the idea that soup is a great companion for the greatest quick meal in America—the sandwich.

THE SOLUTION

Take a hit song—"Love and Marriage"—and change the words to "Soup 'n Sandwich." Then tie the jingle into an appetizing abstract visual treatment of what all the singing is about.

Sandwiches, as research would easily show, are consumed by the millions daily throughout the U.S. by tots, housewives, factory workers and busy executives.

While it had tied the two together before, the Campbell Soup TV account group at BBDO began working on an all-out union of soup and sandwiches late in 1960. The result has been a TV commercial series—abstract and live action—hung around the catchy "Love and Marriage" tune converted to an equally sprightly variation called "Soup and Sandwich."

Key in the series has been what BBDO calls the "Soup 'n Sandwich" abstract jingle commercial—complex in production, clever in concept, a one-minute segment that has run on three network shows sponsored by Campbell Soup over some 290 TV stations.

As roughed out last spring, the commercial came out on a 40-frame storyboard. The abstract technique used was too complicated to get in a straight presentation, so BBDO worked up a test film utilizing the storyboard with the intended music for client okay.



Soup & Sandwich go together, to the tune of "Love & Marriage," in scenes above coordinating live and stop-motion photography with words and letters matted in.

After approval, production started at Elliot, Unger & Elliot. Black and white live photography—rather than easier-to-use still pictures—was used in visual squeeze technique. Story elements included soup, soup bowls, sandwiches, sandwich components, Campbell Soup can, bridal veil, white bow tie and lettered captions.

The purpose of the live photography was to enhance positive food values, such as steam rising from soup, mustard oozing over hot dogs and ketchup spreading over hamburger. It also helped heighten a three-dimensional effect. Neither of these sell or plus factors were possible with still photos used in visual squeeze.

Keyed to the music (arranged by Eddie Manson and sung by Louise O'Brien), the action in the commercial is a sequence of visual gymnastics. Sandwiches get bitten off in tempo with the jingle. Letters and words pop in and out of the movement. Throughout, a bowl of soup spells the "o" in the word "soup."

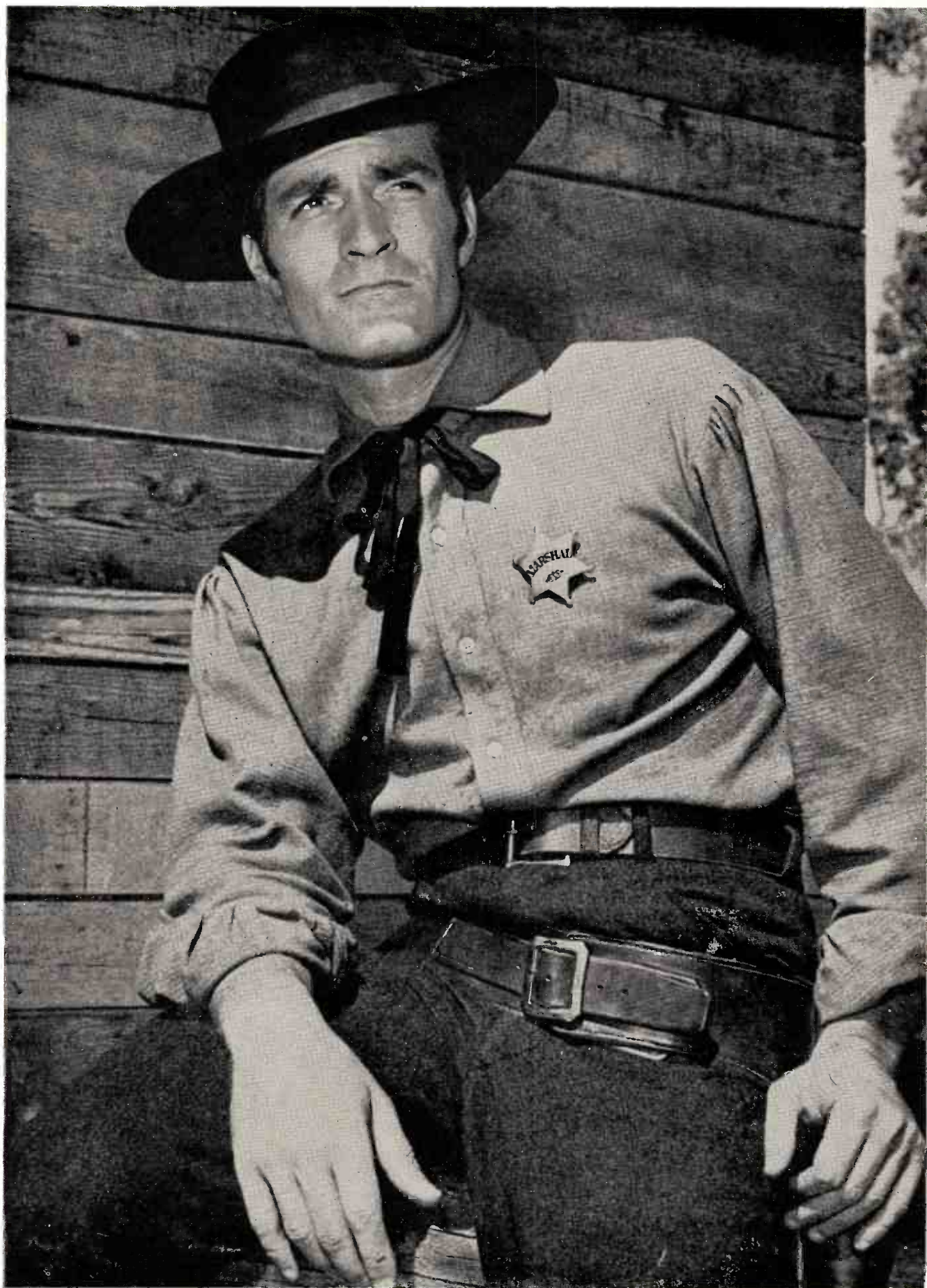
At commercial mid-point comes a

"marriage" scene. The music builds up to it. "Soup and sandwich. Soup and sandwich. Have your favorite Campbell's soup and sandwich. Any time or weather. Soup and Sandwich go together. Always delicious, h'm! h'm! They belong together—like Mr. & Mrs." Here a bridal veil animates around a bowl of soup. A white bow tie appears below the sandwich and both soup and sandwich move together in an abstract picture of bride and groom.

In another scene a frankfurter appears in the lower frame below a bowl of soup and is surrounded by the word "sandwich." The soup, moving to form the "o" in the word "soup," lowers in the bowl and segments of the frankfurter disappear in sync to the music.

The close is a closeup on a can of soup. The video goes to large "M'm M'm good!" letters and the audio repeats this familiar Campbell theme.

The total effect is highly imaginative. And the message, however abstract the video gets, is clear: think of soup the next time you have a sandwich. **END**



How to Double Your Share of Audience with

The Life and Legend of

★
**WYATT
EARP**

Case in point: KDKA-TV, Pittsburgh. WYATT EARP moved into a 7:30-8:00 P.M. time slot (Thurs.)—and whoosh! N. S. I. ratings zoomed from a previous high of 11.5 to 23.3—and homes delivered jumped from 128,850 to 207,800. Want the hottest syndicated show going? Get WYATT EARP. But don't take our word for it. Consult your N. S. I. or ARB. You'll see how WYATT EARP does it:

In Kansas City on KMBC-TV (Thurs., 6:30-7:00 P.M.)—pulls a 23.95** rating... delivers 102,200 homes... becomes the top rated syndicated show in the K. C. market.

In Boston, WYATT EARP started just recently—(WBZ-TV, Thurs., 7:00-7:30 P.M.)—now delivers 237,700** homes, more than any other syndicated show in Boston.

In Los Angeles, WYATT EARP on KRCA (Friday, 7:00-7:30 P.M.) rockets to first place in its time period, more than doubles homes delivered with 250,150.*

In New York on WPIX against prime time network competition at 8:30 P.M., Tuesday, WYATT EARP practically doubles the lead-in rating... doubles the homes delivered.*

In Cleveland, KYW-TV (Tuesday, 7:00 to 7:30 P.M.) goes to the top of its time period as WYATT EARP delivers 228,450 homes.*

And so it goes—the day WYATT EARP goes on the air for you, you're on your way to the top in ratings... share... homes delivered.

That's right—for home delivery strength, strength where it counts for stations and advertisers—it's WYATT EARP, ready to go for you now.

ABC FILMS, INC.

1501 Broadway, New York City, New York • Phone: LA 4-5050

360 N. Michigan Avenue Chicago 1, Illinois Telephone AN 3-0800
190 N. Canon Drive Beverly Hills, California Telephone NO 3-3311
4871 Dumfries Houston 35, Texas Telephone PA 3-1307

*Source: NSI, Oct., Nov. 1961 **Source: ARB, Oct., Nov. 1961



Channel 5 MARKET BULLETIN!

SAGINAW

"Tree-lined parks, superb recreational facilities and excellent schools make this city one of Michigan's most attractive areas in which to live. Saginaw's friendly citizens add to the warm welcome extended to visitors and new industries alike."

Mayor G. Stewart Francke

BAY CITY

"Bay City has much to offer the growing family: an up-to-date school system, beautiful churches, convenient shopping, and year 'round recreational and cultural facilities. As a port on the St. Lawrence Seaway, Bay City offers both a challenge and an opportunity to those who would make their homes here."

Mayor Donald E. Powers

FLINT

"As Mayor of Flint we welcome industry both large and small to consider Flint as a fine city in which to locate. We also invite individuals, especially the technically skilled and from the professions to think of Flint as a city which offers the best in churches, schools and community spirit in which to live."

Mayor Charles A. Mobley

If you are seeking a midwestern plant site contact any one of the above business-minded Mayors. Plenty of power . . . plenty of water . . . plenty of help . . . plenty of space for expansion . . . in Eastern Michigan.

WNEM-TV



SERVING THE ONE **BIG** TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND ALL EASTERN MICHIGAN



WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.



TELEVISION



THE 1962 DIMENSIONS OF U.S. TELEVISION

THERE are 5,367,000 U.S. households without television sets. There are 48,533,000 with them.

As far as the television industry is concerned, that relationship approaches what it ought to be. Penetration is now just over 90%. Although TV is still short of radio's estimated 97% penetration—and is likely to remain so—it's long passed the telephone's 80% penetration, the bathtub's 73%, and the vacuum cleaner's 71%.

But the boom, boys, is behind. TV has gone most of the way there is to go. Those holdout households are coming in more slowly now. The curve has leveled off; the ultimate in penetration may be only a few percentage points away.

This conclusion, among myriad others, emerges from the TELEVISION MARKETBOOK's analysis of the national TV picture as of February 1, 1962. [The MARKETBOOK is published as a special 75-page supplement of this issue, beginning on page 57.]

The 1962 edition, with its exclusive estimates of circulation, coverage and television market data, is as exacting as

continued

the latest available measurements can make it. An added plus: for the first time in a decade, the household "base" figures against which television home penetration figures are projected are grounded in an actual U.S. Census (1960), from which short-term projections have been made.

Additionally, the 1962 market study shows up what appear to be declines in total TV households for many markets. This is a reflection of the mixed blessing that comes with the new 1960 Census data: the actual counts in many areas are below the estimated figures that had been used in those markets while Census information was not available. For those markets which had benefited from inflated estimates, that much of the honeymoon is over.

The significance in the corrections made to previous figures will be better appreciated when the findings of the 1960 Census are understood. The hard fact is that nearly half of the nation's 3,134 counties lost population between 1950 and 1960, and half of those lost more than 10%—certainly a major reason behind the flux in TV homes in some areas.

Conversely, TV home gain in other areas has been strongly affected by the migrations or population shifts apparent in the Census figures. Forty-nine of the 1,573 counties which gained more than doubled their populations.

The household count of the nation gained by about 25% over the last decade, and it was obvious that the growth rate was unevenly distributed. A cursory examination of the Census figures would quickly indicate that certain states, particularly California and Florida, grew most heavily in numbers, a fact pre-figured by the recent shifts among states in Congressional representation. California gained enough new Congressional districts to challenge New York State (which lost some representation) for national leadership.

In addition to shift and uneven growth rates between states, the "within" state shifts continued to show population movement away from the rural to the urban counties. Movement of another kind also was apparent. In many cases the large central cities actually declined in population because of the enormous and continuing tide to the suburbs. Accordingly, metropolitan areas showed the largest increases.

In the analysis of metropolitan markets (page 77), big city reach was definitely on the upswing. Of 178 metropolitan areas measured for TV homes (as of December 1961), 100 markets showed an increase since the previous TELEVISION MARKETBOOK analysis in September 1960. An additional 32 metropolitan areas gained only fractionally in TV homes or retained their approximate 1960 standing. The remaining metropolitan areas, 46 of them, took a dip in TV homes.

On a state-by-state basis, only five states and the District of Columbia took a loss in TV homes over the last year. The reason: a decline in total state households due to population shifts across state boundaries.

In the loss column: Indiana took a TV home tumble from 1,310,600 (as of September 1960) to 1,254,800 presently. The state was also down in households, from 1,441,600 to 1,403,400. Iowa was down from 769,900 TV homes to 765,300; in households from 861,500 to 845,900. Michigan was down in TV homes from 2,171,700 to 2,125,700; in households from 2,389,900 to 2,274,100. Missouri, with

households up slightly, nonetheless dipped in TV homes, from 1,225,400 to 1,216,800. Ohio, with households off from 2,943,200 to 2,890,900, was also off in TV homes, 2,725,000 in 1960 vs. 2,686,300 today. And the District of Columbia, with a slight rise in households, had a TV home drop from 228,500 to 226,500.

In the early days of television, one station might have had an entire state (and portions of a neighboring state) viewing its programming. It had thousands of TV sets to itself. But as new stations popped up here and there within its coverage area, thousands of viewers were figuratively torn away from the pioneer station and divided up among the newcomers.

Nationally, the picture has been the same. Over the years the total TV home pie has grown larger; yet, with more slices coming out for new stations and major station facilities expansion, many individual markets have come in for smaller TV home shares. In this process of competitive slicing, or leveling out, many markets have come to suffer what might be termed the penalty of saturation in the overall success of the medium.

TV home decline, an unpopular subject for stations in the adversely affected markets, is many times not the damaging blow it may appear on surface examination. In the multi-station market (or the nearby competitive market), chances are that all stations suffer equally with no actual change in the competitive situation.

Other factors outside corrections necessitated by Census data can account for shifts in market coverage patterns. Even in those comparatively rare instances where no major facility, affiliation, programming or other changes have occurred either within a particular market or in competitive markets adjacent to it, certain changes will be seen to have occurred.

THE ACTUAL VS. THE POTENTIAL

The A. C. Nielsen Company late last year, following the release of its preliminary station coverage report (NCS '61), observed that while the average U.S. county *could* view an average 4.4 TV stations, it exercised this option *only* to the extent of viewing 2.8 stations per week.

The significance of this point may be inferred from the considerable coverage shifts that have occurred in the "fringe" areas of many markets.

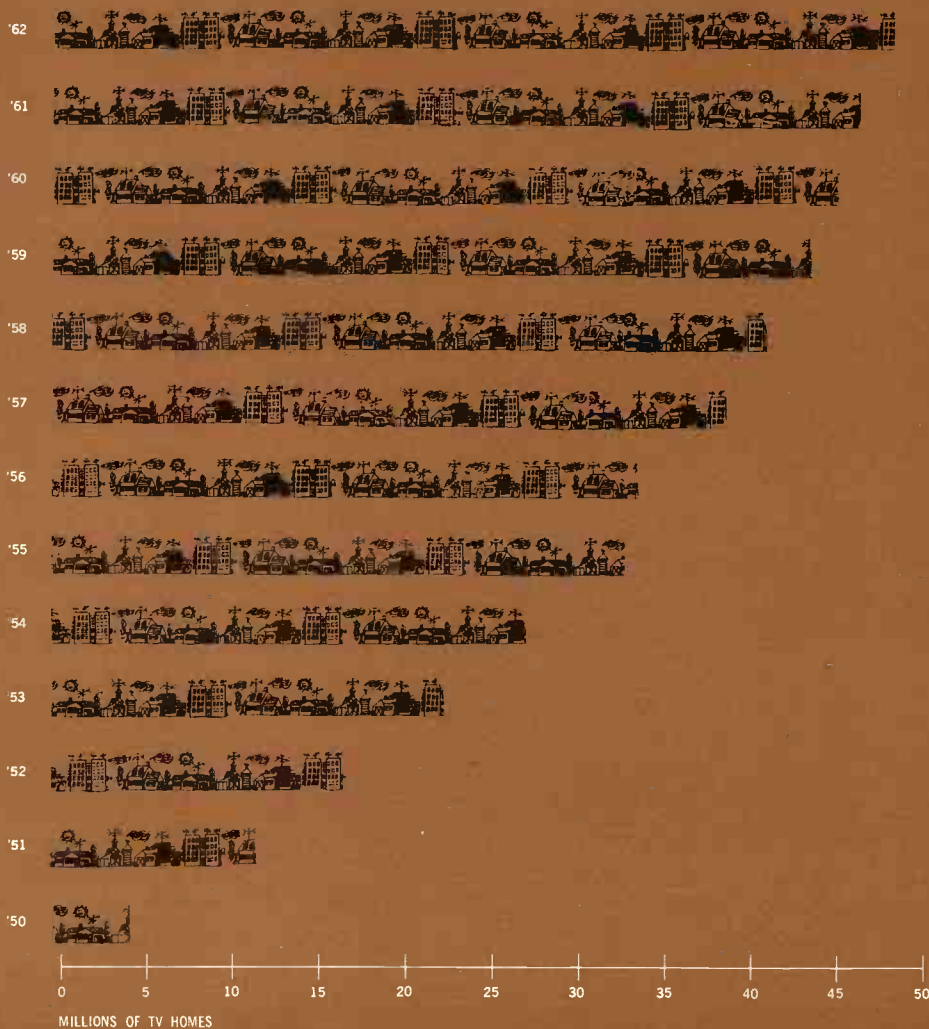
Over the years—and over a period of several national county-by-county coverage studies—there has been an observable pattern that can be roughly described as an ebb and flow of fringe county viewing, often for no apparent reason.

If viewing homes maximized their TV station potential, and viewed their average 4.4 stations, this gain and loss flow of a television market's outer fringe would presumably be more predictable—and would occur only where significant changes in physical or programming conditions were made.

The latest announced Nielsen Coverage Service findings, incidentally, noted that while there are 8.7 radio stations serving the average county, the average home uses only 2.7 of them per week, a point below the TV average on a greater number of stations. And, as would be expected, Nielsen finds that on a regional basis, the areas of greatest population have more TV stations generally available to them, use the visual medium more, rely on radio less.

Some of the Nielsen findings regionally on TV stations

HOW THINGS HAVE CHANGED IN TV HOMES
Data from Television Magazine estimates for February of each year



and the viewing average: In the Middle Atlantic states, the average county has 5.4 TV stations with viewers tuning 3.3 of them per week. The South Atlantic states, with 4.8 stations per average county, get the greatest use of TV on a weekly basis, use 3.4 stations per home. The West averages 3.9 TV stations per county while the per home viewing averages 2.5 stations.

Nielsen offers some explanations of why some areas view the available stations in their markets to a greater or lesser degree than the national average. The research organization finds that while adequate numbers of stations are present, many of them offer less than complete network scheduling, a factor resulting in more dial-switching than in other areas where TV has been established for longer periods. (The average TV home has had 8.4 years of television exposure, according to Nielsen.)

The importance of cable systems, boosters and similar

methods of getting a signal into a home, Nielsen finds, is major in permitting even counties in the mountain areas to receive an average of 3.3 different TV stations.

The factor of urbanization also plays a big part in station use. Nielsen finds that in some 2,100 counties having less than 10,000 homes per county, an average of 2.7 TV stations are used per week. As the number of households per county increases, so does station use. In counties of 50,000 to 100,000 homes, 3.2 TV stations are used. In counties having over 500,000 homes, 4.3 TV stations are used per week.

In the 16 months between editions of the TELEVISION MARKETBOOK, U.S. households have grown by nearly one million. Along with this has come an increase in TV homes of better than 2.6 million—a 3% increase in national TV penetration. For television, the growth is slower, but the growth is still there.

END

1 New York	5,322,400	52 Davenport, Iowa-Rock Island-Moline, Ill.	327,600
2 Los Angeles	2,848,800	*53 Poland Spring-Portland, Me.	325,800
3 Chicago	2,229,500	54 Rochester, N.Y.	322,800
4 Philadelphia	2,019,200	*55 Champaign-Springfield-Decatur, Ill.	322,200
*5 Boston-Manchester, N.H.	1,774,200	56 Tulsa, Okla.	320,100
6 Detroit	1,541,200	*57 Roanoke-Lynchburg, Va.	317,900
7 San Francisco-Oakland	1,334,100	58 Omaha, Neb.	317,300
8 Cleveland	1,262,500	59 Norfolk, Va.	309,000
9 Pittsburgh	1,232,100	60 San Diego	308,400
10 Washington, D. C.	847,800	61 Green Bay, Wis.	307,300
11 St. Louis	795,600	62 Cedar Rapids-Waterloo, Iowa	302,600
12 Dallas-Fort Worth	736,800	63 Shreveport, La.-Texarkana, Ark.-Tex.	293,100
13 Minneapolis-St. Paul	733,000	*64 San Jose-Salinas-Monterey, Calif.	290,600
14 Cincinnati	731,800	65 Orlando-Daytona Beach, Fla.	288,000
15 Baltimore	722,500	66 Richmond, Va.	282,800
*16 Hartford-New Haven-New Britain, Conn.	702,900	*67 Ames-Des Moines, Iowa	282,100
17 Providence, R.I.	695,500	68 Baton Rouge, La.	281,700
*18 Indianapolis-Bloomington	676,000	69 Wichita-Hutchinson, Kan.	276,700
19 Milwaukee	626,700	70 San Antonio, Tex.	275,500
20 Charlotte, N.C.	595,600	71 Jackson, Miss.	271,200
21 Kansas City	594,000	72 Mobile, Ala.-Pensacola, Fla.	266,100
22 Seattle-Tacoma, Wash.	577,800	73 Scranton-Wilkes-Barre, Pa.	258,100
*23 Johnstown-Altoona, Pa.	572,700	74 Spokane, Wash.	257,600
24 Atlanta	570,600	75 Jacksonville, Fla.	256,500
25 Buffalo	568,800	76 Salt Lake City-Ogden-Provo, Utah	251,600
*26 Lancaster-Harrisburg-York-Lebanon, Pa.	557,900	77 Madison, Wis.	244,200
27 Miami	556,600	78 Knoxville, Tenn.	243,100
28 Grand Rapids-Kalamazoo, Mich.	543,100	*79 Cape Girardeau, Mo.-Harrisburg, Ill.-Paducah, Ky.	237,600
29 Houston	498,000	80 Little Rock, Ark.	235,400
30 Memphis	491,200	81 Binghamton, N.Y.	232,500
31 Dayton, Ohio	487,500	82 Phoenix, Ariz.	228,200
32 Columbus, Ohio	471,500	83 Sioux Falls, S.D.	222,900
33 Portland, Ore.	466,600	84 Columbia, S.C.	222,400
34 Syracuse-Elmira, N.Y.	458,800	85 Evansville, Ind.-Henderson, Ky.	215,900
35 Sacramento-Stockton, Calif.	448,000	86 Greenville-Washington, N.C.	212,400
*36 Steubenville, Ohio-Wheeling, W.Va.	445,200	*87 Lincoln-Kearney-Hastings-Hayes Center-North Platte, Neb.	205,500
37 Asheville, N.C.-Greenville-Spartanburg, S.C.	437,700	88 Chattanooga, Tenn.	205,300
38 Nashville	434,600	89 Rockford, Ill.	203,600
39 Birmingham	431,100	90 Augusta, Ga.	197,600
40 Charleston-Huntington, W.Va.	423,800	91 Fresno, Calif.	188,900
41 Albany-Schenectady-Troy, N.Y.	420,000	92 Bristol-Johnson City, Tenn.	188,100
42 Tampa-St. Petersburg, Fla.	419,500	93 Terre Haute, Ind.	183,000
43 New Orleans	418,200	94 Columbus, Ga.	182,100
44 Louisville, Ky.	409,900	*95 Austin-Rochester, Minn.-Mason City, Iowa	179,700
45 Flint-Saginaw-Bay City, Mich.	384,700	96 Tallahassee, Fla.-Thomasville, Ga.	178,200
46 Toledo, Ohio	384,200	97 Springfield-Holyoke, Mass.	175,700
47 Greensboro-Winston-Salem, N.C.	382,400	98 Monroe, La.-El Dorado, Ark.	167,400
48 Lansing-Onondaga, Mich.	358,300	98 Peoria-La Salle, Ill.	167,400
49 Denver, Colo.	348,800	100 Youngstown, Ohio	167,300
50 Durham-Raleigh, N.C.	343,800		
51 Oklahoma City-Enid, Okla.	342,000		

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



Exclusive ranking of the Top 100 markets for 1962

THERE are only 340 miles separating New York City from Youngstown, Ohio, but between the two there's still another difference—5,155,100 TV homes, the span separating the nation's No. 1 and No. 100 television markets in TELEVISION MAGAZINE's exclusive 1962 ranking.

These markets, indicated on the map above and listed in the columns at left, are ranked in progressive order of TV homes covered by the dominant station in each market, with some markets combined from nearby areas.

The last TELEVISION MAGAZINE top 100 ranking appeared in December 1958. Comparing the two, much has changed. The 1958 ranking was based on 258 U. S. markets, 503 stations; 1962's is based on 271 markets, 547 stations. TV



homes in 1958 numbered 43,780,000; today there are 48,533,000. TV penetration has changed, too. TV penetration has changed, too. TV penetration has changed, too. TV penetration has changed, too. TV penetration has changed, too.

The top ten grouping has changed, too. New York, Los Angeles, Chicago and Philadelphia still place 1-2-3-4, but Boston-Manchester replaces Detroit as No. 5, San Francisco-Oakland replaces Cleveland as No. 7, and Washington, D.C., moves up from No. 12 to replace St. Louis as No. 10.

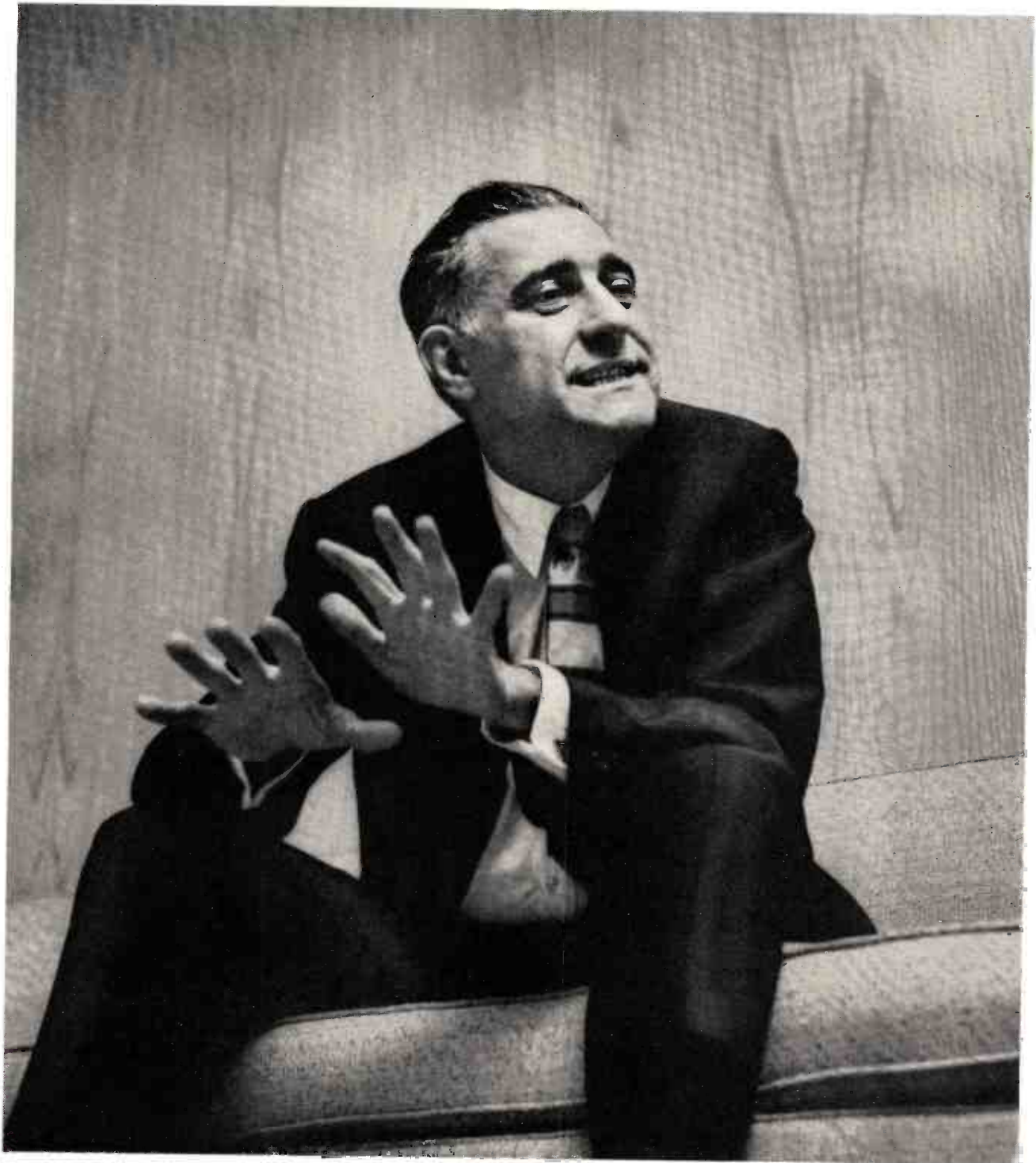
There are 14 market combinations in this top 100 ranking (indicated by asterisks) which differ from the market combinations appearing in the complete television markets section which begins on page 83 of this issue. This is because the top 100 ranking takes into account additional criteria of conventional marketing practices in determining

market combinations. Boston, for example, is linked with Manchester, N.H., in the top 100 list but not in the complete TV markets section. For marketing purposes, these two areas are generally considered to be one, and a buyer of television time, buying Boston will also cover Manchester. The reverse would not be true. For another example: Cape Girardeau, Mo., Harrisburg, Ill., and Paducah, Ky., are combined in the top 100 list as they are in common marketing practice, yet the county coverage areas for each are sufficiently different to warrant listing them individually in the major television markets section. In all such market combinations the dominant market is listed first, and the set count given is that of the dominant station. END

CLOSEUP

PETER G. LEVATHES

THE MAN AND



THE CHALLENGE

BY MORRIS J. GELMAN

TO ONE veteran movie distributor, Peter G. Levathes is a way-out outsider from the alien and unfriendly worlds of television and advertising.

"Pete is a very nice guy with the wrong background for an impossible job," he said the other week. But former advertising and television executive Levathes, 20th Century-Fox Film's new executive vice president in charge of both motion picture and television production, seemingly has equipment enough for any job. A Harvard graduate, a member of the bar, an accomplished linguist, a self-taught musician, a former counter-espionage agent and a man who knows better than most how to execute a sharp business deal, Levathes, like one of his more celebrated predecessors at Fox, is determined not to fiddle while Rome burns. For Levathes is the protagonist in a repeat performance of history that had its premiere some 27 years ago.

It was in the fall of 1935 that a 33-year-old, tense, hard-driving ex-script writer named Darryl Zanuck stood at the nerve center of a tottering but potentially mighty cinema empire. He'd just taken over as production head of 20th Century-Fox Film Corp., formed only a few months earlier after a merger between Fox Film Corp. and 20th Century Films. The new organization was heavily indebted to the banks, its personality nondescript, its operation haphazard. A touch of genius was needed to pull it out of the hole. The question Hollywood asked with some skepticism was, "What can Zanuck do?"

What Zanuck did was in the best tradition of how to succeed in business by really, really trying. Generating prodigious amounts of enthusiasm, energy and imagination, he molded the film company in his own blatant image. What came out was pure Zanuck and most of it was largely successful. From a state of wobbly immaturity, 20th Century-Fox prospered until it ranked among the leading corporate giants in the amusements field.

But history still had its second act to play. Now, once again, the company that Zanuck built is foundering in treacherous financial waters. Costs are at a zenith, production losses are staggering, the omnivorous presence of television hovers everywhere and the bankers are back knocking at the company door.

Although still one of the largest stockholders in the company, Zanuck, older, tamer, somewhat chastised, is no longer at the controls. (He's now an independent producer releasing most of his films through Fox.) Instead, a different breed of man has been asked to do what he did so well so many years ago.

Last May, the keys to the production kingdom at Fox were turned over to Pete Levathes, a well-rounded executive who's as unlike most of the slashing, autocratic studio bosses of the 30s and 40s as silk to wool. Born to movies, nurtured

in television and matured in advertising, Levathes is soft-spoken, literate and charming. For the most part, however, his art has been negotiation rather than creation and this has given movie people fuel for more skepticism than was ever directed at Zanuck.

"What can a guy who has never actually produced a movie or a TV series do for a company that must turn out better products in order to exist?" the aforementioned movie distributor asked in support of his argument.

Yet Levathes' career gives strong evidence that there are many ways to be creative. In the summer of 1958, for example, Levathes, then vice president and director of media relations for Young & Rubicam, developed a startling cooperative programming project between his agency and ABC-TV which was colorfully dubbed "Operation Daybreak." The project allowed the network, which up to that time had no regular daytime programming before 3 p.m., to open up a total of three additional hours a day, or 60 quarter-hours a week, Monday-Friday, starting at 11 a.m.

Advertisers ordering a minimum of four quarter-hours a week for 26 weeks were given 50% discounts. While the four quarter-hours had to be bought for a single day's programming schedule, the advertiser, subject to network approval, was allowed to swap two out of every three of his commercial messages with other "Daybreak" advertisers in order to reach a greater number of different homes.

Levathes practically underwrote the project by enrolling six Y&R clients, including General Foods, as charter sponsors at a total 52-week rate of \$13.3 million. In all, Y&R clients purchased 40 of the 60 quarter-hours.

Many cries of anguish, especially from the other networks, were heard along Madison Avenue when the project was first announced. Among other things, it was said that Levathes, using the immense buying power of Y&R as a wedge (the agency has always been one of the top broadcast shops with a roster top-heavy with blue chip clients), had forced through a substantial rate cut and would in effect be calling the daytime shots on ABC. But with the passage of time many critics have grudgingly admitted that Operation Daybreak was a valuable contribution to television advertising. Certainly, there can be little question that it set up ABC-TV in daytime business, making for healthy three-way competition among the networks.

Norman Glenn, a vice president in the radio and TV department at Y&R, believes the project proved something about Pete Levathes:

"Pete was not the conventional media man," he recalls. "Operation Daybreak is typical of the way his mind works. It represented imagination and persistence. It was really quite a creative thing for a media man to do. It also was a darn good notion, but then Pete was always interested and active in programming."

Saturday Night at the Movies, NBC-TV's two-hour-plus, weekly, full-length, prime-time (9 p.m. to conclusion) show-

More and more TV-oriented men are moving into Hollywood's executive suites

ings of post-1950 20th Century-Fox motion pictures, is another creative programming feather in Levathes' plumage. The program, which began last September with the presentation of the 1953-released color spectacular "How To Marry a Millionaire," is one of the few innovations of the current TV season. It marks the first time in the history of television that a weekly series of feature pictures has been slotted in prime time.

Pete Levathes engineered this deal for Fox during the waning days of 1960. He was then acting as president of 20th Century-Fox Television, a wholly owned subsidiary of 20th Century-Fox Film Corp. (Levathes still holds this title along with his more-recently-acquired executive vice presidency of the parent company.)

The transaction called for the sale of 30 feature releases from 1951 up to and including 1955. NBC has the right to repeat 20 of these films during the summer, but this fall the picture rights revert back to Fox for syndication. The deal produced a \$5.5 million balm for the film company's long-suffering production wounds. In addition, it gave NBC-TV the option to purchase similar feature film packages from 20th Century, at slightly graduating rates, during the following two years. If all options are exercised Fox will receive \$16.5 million.

FOX PACKAGE PUT NBC-TV BACK IN FIGHT

This season's Fox package, which includes such star-stuffed, high-budgeted pictures as "The Snows of Kilimanjaro" (1952), "Titanic" (1953) and "On the Riviera" (1951), has gained a competitive audience for NBC-TV in a time period where it had been slaughtered by its powerful CBS-TV opposition.

"How to Marry a Millionaire," for instance, received a surprising 37.8 Nielsen share-of-audience compared to *Have Gun, Will Travel's* 35.2 and the hour-long *Gunsmoke's* 42.9. While this marked a high water mark in audience for *Saturday Night at the Movies*, succeeding presentations have remained competitive, if not actually outdrawing their rivals.

Levathes is hopeful that the program will be renewed by NBC-TV for next season. He thinks the feature film presentations, offered to advertisers on a participating basis and consistently about 90% sold, help make Saturday one of the more profitable nights in the network's schedule.

To the angry charges from theatre exhibitors that top-flight films shown in prime time have hurt picture business, Levathes says, "Nothing's been established yet to prove it." He points out that independent stations have always programmed movies in prime time without any noticeable decline in movie theatre attendance.

"The evidence shows," he said when interviewed in 20th Century's New York offices last month, "that the audience we get for the program comes from existing TV shows, not away from theatres. There are no more sets in use now than there were before the program went on the air."

A hint of the long-time planning, determination and tenacity that Levathes put into the feature films-in-prime-network-time-concept, is given by David Levy, NBC-TV's former vice president in charge of network programming, and the executive who handled the *Saturday Night at the*

Movies negotiations for the network. Levy, who previously spent 21 years at Young & Rubicam (at the end of which he was vice president and associate radio and TV director), worked together with Levathes for more than six years before they faced each other on opposite sides of a business deal.

"At Y&R," Levy remembers, "we both had a theory that features of the right type could be successfully shown in prime time. Actually we were supposed to do just such a show for Henry J. Kaiser in 1957. We looked at various films, but found we couldn't get enough good ones to make a regular show possible."

According to Levy the idea came up again in the summer of 1959, after he had switched to the NBC programming job. "I wanted to buy a film package and put it on the network the following January," Levy recounts, "but I couldn't swing it."

Perhaps one of the reasons Levy was unsuccessful is that he didn't have a Levathes pushing with him. In 1960, with Levathes now at Fox, the two former co-workers began piecing out the details of the ultimate deal.

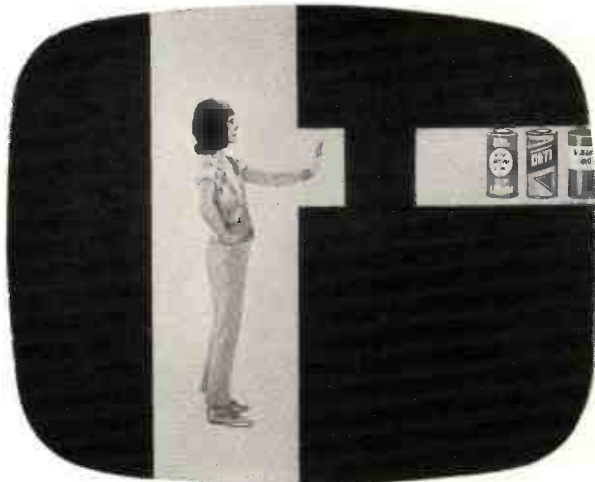
"Fox had very good pictures in the 50s," Levy says. "I know because I looked at 42 of them *in toto*. Pete knew that I wanted more adventure films, so he let me have some. When Clark Gable died, he threw in one of his pictures, 'Soldiers of Fortune.' He was very anxious to put the features over and extremely cooperative. I consider him a wonderfully able executive with one of the most agile minds that I've ever seen."

It's just this kind of solid television background, keen business acumen and instinctive flair for showmanship that makes Levathes a logical rather than illogical captain of 20th Century's future production destiny. For the picture business has changed a great deal in the past decade. All of the Hollywood studios, most of which formerly sneered at television as some sort of petty annoyance that would soon fade away, have been compelled to readjust their thinking. Video's increasing importance to the movie industry is now widely acknowledged, and more and more TV-oriented men are moving into Hollywood's executive suites.

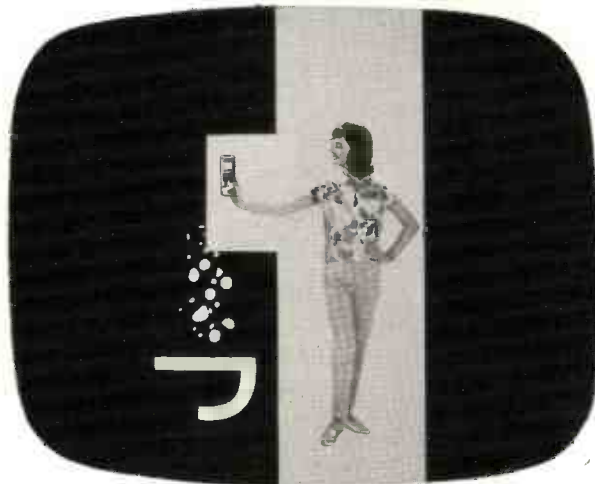
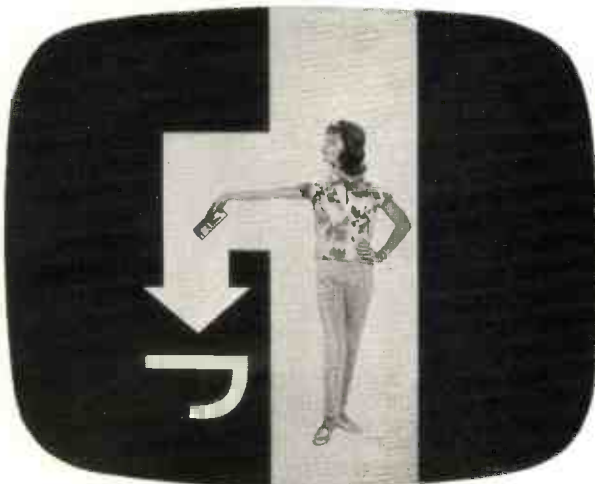
Pete Levathes' appointment as studio boss at Fox is actually just part of what has become a general motion picture pattern. The actual making of movies is no longer considered all-important. Thus at Warner Brothers, William Orr, a former television executive, is in charge of production, while both Paramount Pictures and Columbia Pictures studios are run by men from the business side of the movie industry. And just last month, Robert M. Weitman, formerly a vice president at both ABC-TV and CBS-TV, was appointed studio administrator at Metro-Goldwyn-Mayer.

The formidable task that faces all these men, as well as Pete Levathes, is how to cut production overhead, while still turning out fine motion pictures, and at the same time revitalize and expand their television operations. The biggest job of all, however, faces Levathes. A close look at his company's overall operations tells the reasons why.

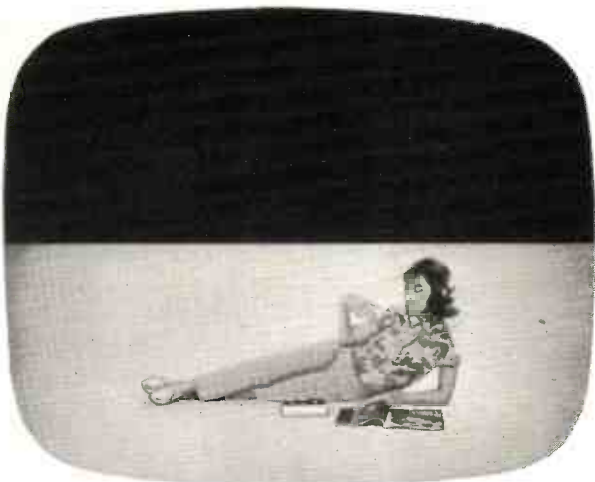
Twentieth Century-Fox has been likened to a once-majestic moose, who, ravaged by the elements, is stoutly fighting off the wolves tearing at its side. Only the wolves



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EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.

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

or **W. J. German, Inc.**, Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Only sale of studio properties saved 20th Century from an \$11 million loss in 1961

in this case are stockholders yelping about constantly shrinking profits.

Actually, only some highly lucrative real estate deals and the surprising discovery of oil deposits under studio grounds have enabled Fox to remain a profit-making organization in recent years. The most important of the property transactions was concluded on April 17, 1961, when Fox Realty Corp., a subsidiary of 20th Century-Fox Films, sold the film company's main studio property in Beverly Hills, comprising 260 acres, for \$43 million. Title to the property was taken in the name of the Aluminum Co. of America, which is partner in a venture with Webb & Knapp Inc., a real estate development concern, to build a \$300 million residential and commercial center, to be known as Century City, on the property. Some 75 acres, on which its main studio facilities are located, was leased back to Fox for 99 years at a net rental of \$1.5 million annually.

Twentieth Century got into the petroleum business in February 1954 when the Universal Consolidated Oil Co., which began drilling four months previously, struck oil on a studio lot. By the end of 1960, the film company had 22 oil wells drilled on its studio property, and they were producing royalties of about \$400,000 a year.

The company's most recent financial report, issued last December, shows how vital these earnings are to its well-being. Twentieth Century-Fox actually lost \$11,544,007 from operations during the first three quarters of 1961. (In 1960 the company had a loss of \$15,528,000 before taxes from its film operations.) A gain, however, of \$25,735,917 from the sale of studio properties, enabled the movie company to report a net income of \$14,191,910, equal to \$5.69 a share of common shares outstanding. Thus company stockholders were saved from a completely dividend-less year. As it was, Fox announced last year that for the first time it was switching to a 2% semi-annual stock dividend payable in March and September, rather than the policy of 40-cent quarterly cash payments on common shares in effect since 1954. The new policy, it was said, would remain in effect until production income increases.

The steadily declining annual wages earned by Spyros P. Skouras, the gritty and tough-minded old nickelodeon entrepreneur who's been the company's president for the past 20 years, somewhat reflect 20th Century's downward financial pattern. In 1957 Skouras earned \$250,225. One year later his pay was cut some \$17,000, and in 1960 he fell below the \$200,000 mark for the first time in many years, with earnings of \$185,960. In 1961, the sliding trend continued with Skouras registering some \$175,000 in wages earned.

And, indeed, it has been Skouras who has shouldered the blame for most of 20th Century's misfortune. Most of the major film companies currently have abandoned operations and function primarily as distributors for independent production. Fox, however, still finances, produces and distributes its own films, retaining a large and costly staff of contract producers. In Skouras' defense, it should be reminded that he is credited with discovery and purchase of CinemaScope, a large-screen process, which since its introduction in 1953 has breathed new life into the picture

business. ("The Robe," the first CinemaScope film released, is Fox's greatest all-time rental-earner, having so far grossed more than \$17 million.)

Twentieth Century's television operations, while a good deal firmer than its motion picture business, are still on the shaky side. In the past, the company has had only indifferent network success with the weekly programs it has produced. *Man With a Gun*, *Flicka*, *Broken Arrow*, *20th Century-Fox Hour*, *How To Marry a Millionaire*, *Hong Kong* and *Five Fingers* never came close to setting any records for critical acclaim or longevity on the airways. The last two mentioned have since been put into off-network, domestic syndication, Fox's first such venture. The programs, both of 60-minute duration, are sold as a package in most markets. There are 26 episodes of *Hong Kong* and 16 *Five Fingers* stanzas available. The former has been sold in 22 and the latter in 18 domestic markets. In addition, they have been sold in 30 foreign markets.

Other than for these two shows, 20th Century's domestic syndication larder is almost bare. In 1956, Fox made its first movie rental deal with National Telefilm Assoc. for the showing of 52 pre-1948 features in the U. S. and two foreign markets, at an average rental of about \$75,000 a picture. Since that time Fox has continued to release pictures to NTA for presentation on television and has already collected more than \$28 million in film rentals. In all, the film company will release some 480 pictures to NTA and, if all options are exercised, rentals are expected to total more than \$34 million by 1963.

SOLD 253 OUT OF BACKLOG OF 431

Fox also has released 88 features for \$6.4 million to Seven Arts Associates Corp. for world-wide TV showings. Sale of so many of its feature films (it's estimated that the film company has so far sold 253 of its total backlog of 431 post-'48 feature films to TV), and of much of its studio property has caused considerable consternation among stockholders. Some shareholders have charged that the company is systematically selling off its assets. However, rights to most of the films ultimately revert back to Fox after varying licensing periods expire.

This season, 20th has five weekly series, besides the Saturday showing of feature films, on the networks. They are *Bus Stop*, *Follow the Sun*, *Adventures in Paradise*, and *Margie*, all on ABC-TV, and *Dobie Gillis* on CBS-TV. Only *Saturday Night at the Movies* and *Dobie Gillis* seem likely returnees for the 1962-63 season. Just last month, ABC-TV announced that it was canceling both *Bus Stop* and *Adventures in Paradise* in the spring. Ironically enough the shows are victims of Levathes' pioneering programming efforts: they are being replaced by a weekly series of motion picture feature films which the network purchased from United Artists Associated Inc. *Margie* and *Follow the Sun* also are generally considered to be probable end-of-the-season casualties.

With all these weighted conditions rocking his 20-year-long boat of state, Spyros P. Skouras wears his company crown rather uneasily these days. Last September, in an abortive palace revolt, some of the company's board of

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Owned and Operated by The Detroit News

A telephone call from Spyros Skouras changed Levathes' future from law to films

directors made a determined effort to ease their president upstairs to the unoccupied post of chairman, leaving overall operating management to someone else. Carl M. Loeb, Rhoades & Co. and Treves & Co., two investment houses controlling more than 10% of the 2,500,000 shares of 20th Century stock outstanding, were reported to be the leaders of the move. Veteran campaigner Skouras was able to beat off this attempted coup, but indications are that his days of rule are nearing an end unless company fortunes take a happier turn.

Plunging head first into this churning sea of troubles is tall, broad-shouldered and bushy-browed Peter George Levathes, who was born on July 28, 1911, in Pittsburgh, Pa. He is the oldest child in a family of five, three boys and two girls. His father George, like several of his Greek compatriots, was one of the early movie theatre exhibitors. He operated a nickelodeon called the Rialto in Pittsburgh. Hard-working and dedicated parents, George Levathes and his wife Helen instilled a great respect for education in their children.

George C. Vournas, a Washington, D. C., lawyer, who knows the family well and who was a sort of catalyst in Pete Levathes' life, says that "you couldn't ask for better people. They were one of the finest families. Peter's two brothers became lawyers with the government and one of his sisters married a physician."

When young Peter was still in school, his father had to sell the theatre business because of ill-health and the family moved to Washington, D. C. There, when his health permitted, George Levathes ran a wholesale tobacco business. Peter meanwhile had become a devoted scholar. George Vournas remembers that he "was always studying," and also was "very ambitious, very able and showed great industry."

In 1929, Levathes' ambition and industry took him to Harvard U. where he took a pre-medical course, graduating in 1933 with a Bachelor of Science degree in biochemistry. Four years later he could add two more important academic trophies to his educational resumé. He obtained a Master of Arts degree in Romance languages at George Washington U. in 1934 and a law degree at Georgetown U. in 1937. That same year he passed the D. C. bar examination.

But all that schooling took money, so during his years at law school he supported himself by teaching high school French, Latin, history, physics and chemistry in the Washington educational system. In July 1937, two days after being admitted to the bar, he was scheduled to join Vournas' law firm as a junior partner, but a telephone call from New York intervened.

Greek communities in the U. S. being especially close-knit, Vournas had become a good friend of Spyros Skouras, and, in fact, was handling some legal work for 20th Century in Washington. Skouras, who was then president of National Theatres, a subsidiary of 20th Century-Fox Films, had need for a bright and reliable adjutant. He called Vournas for suggestions and Levathes, who showed far too much promise to be stuck in a law office for the rest of his life, was duly recommended.

Levathes' title in his new job was executive assistant to Spyros Skouras, but his duties were rather obscure. An old-

time film salesman who worked for Fox in those days flatly says: "He was just a male secretary to Skouras." To another former Fox worker Levathes was "one of the troubleshooters that Skouras always had hanging around."

Whatever he was, Levathes wasn't it for too long. In 1940 he was assigned to Wisconsin where he operated theatres and booked pictures for the Fox chain.

When the country went to war in 1941, Levathes was set to join the Navy, where he was offered an officer's commission, but some friends convinced him that because of his legal background and his talents as linguist (he then knew three foreign languages—Spanish, French and Greek—fluently) he'd prove of greater service as a Federal Bureau of Investigation agent. He was accepted by the FBI in February 1942 and was sent to the Quantico Marine Base in Virginia for special training. Next stop was Washington, where the fledgling agent was given a cram course that added another foreign language to his repertoire, Portuguese.

There was method to this instruction, because Levathes' assignment was Brazil. Levathes is reluctant to discuss his wartime experiences. He says only: "I was a member of the special intelligence corps doing counter-espionage work and I'm not supposed to talk about it."

A CHANCE TO STUDY THE MOVIE INDUSTRY

After the war, with Skouras now president of the company, Levathes returned to Fox as assistant general sales manager. It was an important job for the rising young executive because it gave him the chance to study and learn the immensely complex sales and distribution operations of the movie industry.

Little more than a year later he was placed in charge—of what one Fox executive once called "Miscellaneous Inc."—short subjects, newsfilms and that pesty thing called television. After 10 years with the company, Levathes was finally moving into his element.

From the first he battled to push television past the shallow boundaries imposed upon it by a disinterested management. In 1948, Levathes created, sold and supervised Fox's initial television venture. It was the first daily network newsreel, a 10-minute summary of the day's news, compiled and produced by 20th Century-Fox's Movietone News division. He sold it to the R. J. Reynolds Tobacco Co. for Camel cigarettes. The program, first televised on February 16, 1948, was shown on NBC-TV's then five-station hookup, Monday through Friday, 7:50-8 p.m. It marked the first time a major motion picture company had ever prepared a newsreel especially for telecasting. Called the *Camel Newsreel Theatre*, the program later was produced by the network's own news staff, picked up John Cameron Swayze as its commentator, and became one of the most popular programs on the air.

Kendall A. L. Foster, then vice president in charge of television for William Esty Co., advertising agency for Camels, and now a partner in the New York advertising firm of Lomas, Foster, Rodin & Co., handled the contract negotiations for the sale of the news program. He recently recounted Levathes' part in the proceedings:

"Levathes was Skouras' right hand man," Foster recol-



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"A great sense of humor . . . Pete had the ability to laugh at the most crucial times"

lects: "The news show was hard to sell. We had to hammer it out with our legal department. There was a question of invasion of privacy in those days. Levathes ramrodded it through. He had lots of guts. There were no paths, no traditions to follow. We were really sticking our necks out, but Pete believed there was a great world in TV, so he dug his heels in and went right to work. He was never a high-pressure boy, but he had a direct line to Skouras, and he got things done."

That same year Levathes went to work on another TV project which was to help him make some influential friends. Time Inc. had turned Dwight D. Eisenhower's best-selling book, *Crusade in Europe*, into a lengthy newsreel for its "March of Time" series. Fox was distributing the film for Time and also acting as its sales agent. Levathes chopped the newsreel into 26 twenty-minute segments and sold the resulting package to Young & Rubicam, advertising agency for Time Inc., as a television series.

The series was televised weekly on ABC-TV's then four-station network on Thursday nights from May 5 to October 27, 1949. It subsequently was put into syndication and has been presented many times since. The program caused serious difficulties in its first showings because the 20-minute length was an awkward one and five-minute interviews with famous wartime people had to be filmed to pad out the show.

But the people from Y&R, cautiously feeling their way in the new medium and on the look-out for fresh talent, were attracted to Levathes' drive and determination.

David Levy, who at the time was in charge of Y&R's budding TV department, recalls that he thought of Levathes as "a very bright fellow."

A VALUABLE ACQUAINTANCE

Sigurd S. Larmon, then president of the agency and now its chairman of the board and chief executive officer, also retained a decidedly favorable impression of the enterprising young salesman from 20th Century-Fox. Both men renewed acquaintances with him during the presidential campaign of 1952. Larmon was national vice chairman of the Citizens for Eisenhower and David Levy was handling the group's radio and television operations. The Citizens' purpose was to win the Republican presidential nomination for Eisenhower, and Levy asked Levathes to help. Taking a leave of absence from his 20th Century-Fox job Levathes joined the volunteer organization and was put in charge of newsreel promotion and operations. During the hard, long and successful campaign, Larmon's early impressions of Levathes were strongly reinforced.

"I got to know Levathes real well during that time," Larmon, a distinguished-looking, soft-spoken man, said recently. "He did a fine, competent job. I thought he was an exceedingly intelligent young man."

In the winter of 1952, Larmon invited Levathes to join his agency. To Levathes the invitation couldn't have been more timely or welcome. After 15 years with Fox—minus time spent at war—Levathes had become completely disenchanted. He was convinced that television only had a minimal place in the company's future plans, which conse-

quently left an even more minimal place reserved for him.

In January 1953, Levathes left Fox and went to work at Young & Rubicam as vice president in the media department. Knowing little about agency operations, especially such a huge and complex one as Y&R, he watched, listened, learned, experimented and gradually took over.

"Pete was just sitting on the sidelines watching the action for a few months," says a former Y&R employee who was working for the agency at the time. "He was heir apparent to Tony Geoghegan, who was getting moved up (A. V. B. [Tony] Geoghegan, now an executive vice president of Y&R and chairman of the plans board, was then vice president in charge of media relations). Pete had never been with an agency before and everything was new to him. He probed around a lot and felt his way."

Later that year, when Levathes had finished probing, he was named director of media relations replacing Geoghegan. He soon had the job well under control.

A member of the Y&R public relations staff remembers Levathes the media man this way: "Most men in his job go around with a vertical furrow in their brow, but Pete was always relaxed. He was a very open person—anyone could come to him with ideas. He was always seeking to combine a good advertising buy with a good artistic program. It's paradoxical, but he was forever on the go in a relaxed way. It was his great sense of humor that did it. He had the ability to laugh at the most crucial times."

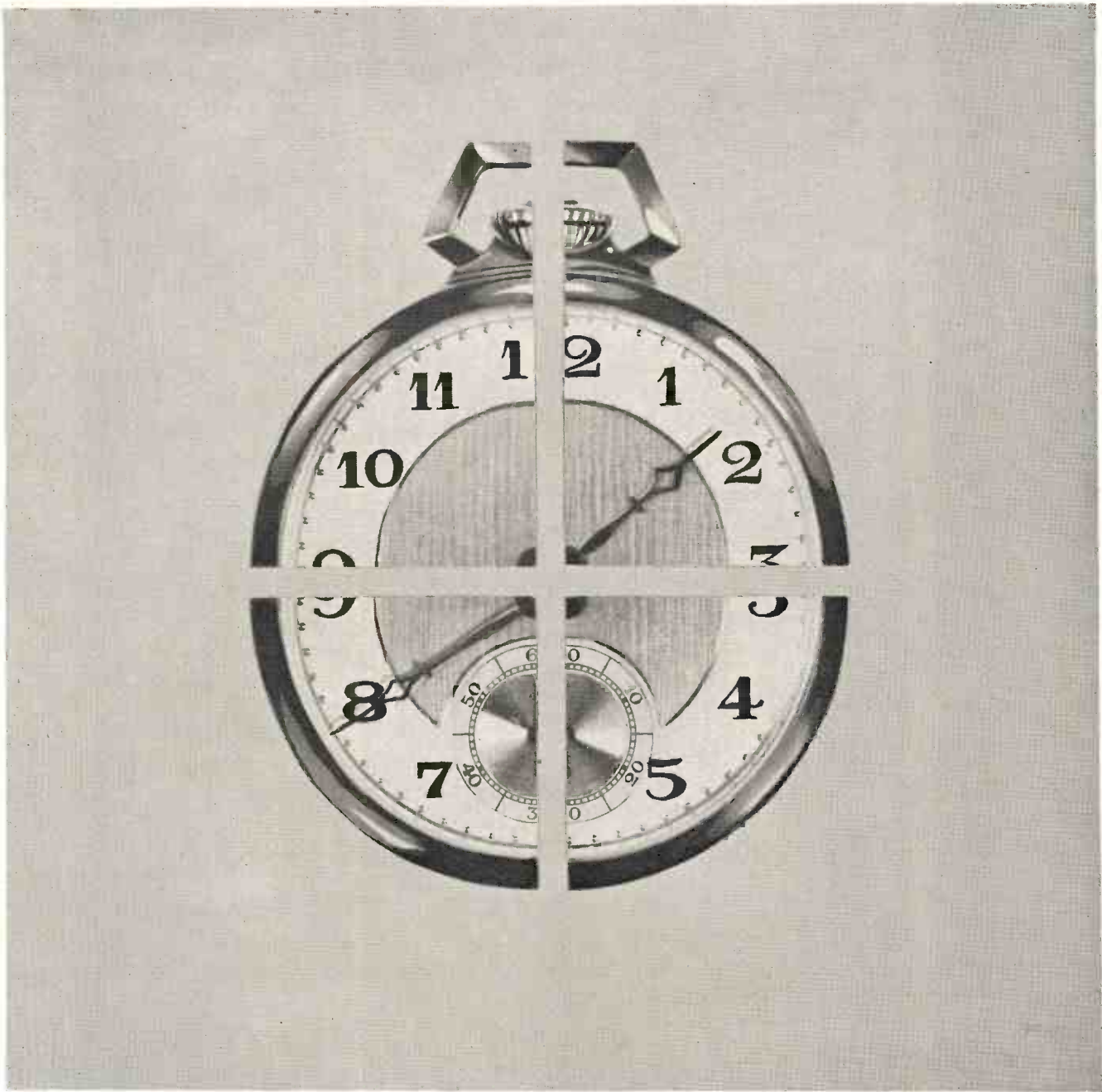
About a year after Levathes came to Y&R, the agency became the number one broadcasting agency in the country, and by 1958 Levathes was responsible for spending some \$87 million in TV billings alone for Y&R clients. Some of the bigger advertisers for whom he purchased time and space were General Foods, Bristol-Myers, Gulf and Thomas J. Lipton Inc.

After the stir caused by his 1958 Operation Daybreak plan, the top brass at Y&R became convinced that they had more than a media director in Levathes. On January 1, 1959, the agency consolidated all of its timebuying and programming activity into a single unit within the radio and TV department, and Pete Levathes was put in charge of the newly-expanded operation. To Levathes the move was doubly rewarding because he had always believed that the agency should centralize its activities and that timebuying and programming had become inseparable.

But he didn't stay in his new position long enough to prove how efficiently a centralized broadcast department could work. Some 10 months after his appointment, he was back at 20th Century-Fox, this time as president of its television subsidiary (formed after Levathes had left).

At least one man was sorry to see Levathes leave the advertising business. "He left the agency voluntarily with blessings and good wishes," says Sig Larmon. "I didn't try to stop him. We always had a very cordial relationship, but I could sense his eagerness to leave. There was no question about his loyalty—it was the challenge of the Fox job that enticed him. I have a genuine liking for him, enjoyed being with him, and think that he can be a great help to any organization."

A man who was close to Levathes at the time offers a



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WMAR-TV quality programming has developed a precious value in the important area of ratings!

According to the Quarter-Hour Firsts analysis based on homes, covering the November 1961 ARB, WMAR-TV has more Quarter-Hour Home Firsts than both the other Baltimore stations combined.

WMAR-TV programs for Baltimore . . . by Baltimoreans! Interesting local shows plus CBS network features have developed precious loyalty . . .

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No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Back at Fox, Levathes immediately spurred the company's constricted TV growth

logical explanation of why he abandoned what appeared to be a safe and soaring career: "Pete had quite a position at Y&R," the man says. "He was a stockholder, a member of the plans board and was responsible for placing about \$200 million in total billings a year. He was also working with blue chip accounts in a blue chip shop with blue chip people. But he had to leave because the Fox deal gave him an opportunity to catapult to the top of this business. He couldn't afford to turn it down."

And there is good reason to believe that Fox, which supposedly had been trying to woo its former employee back to the fold for about three years previously, made Levathes an extremely attractive financial offer, one which included the granting of generous stock options. Then, too, Levathes, according to many of his friends and associates, never lost his affection for the film business and was impatient to get back to what had become a first obsession if not love.

A \$3.5 MILLION TV PURCHASE

Once back at Fox, Levathes immediately set out to widen the company's rather constricted television direction. Barely a month after he took over the presidential reins, 20th Century-Fox Television spent \$3.5 million to purchase KMSB-TV Minneapolis, the first in what it is hoped will be a network of TV stations. The station currently is an ABC-TV primary affiliate.

In another important move, Levathes brought George T. Shupert, an experienced and top-notch TV film salesman and executive, former head of TV at MGM, into the organization as vice president in charge of sales. He also activated the company's domestic syndication department and beefed up its foreign activities. The results, at least on one of these fronts, are easily discernible. Overseas business is flourishing, with the company's gross receipts from foreign TV distribution rising last year to a new high of about \$2.5 million.

Most noteworthy achievement of Levathes' early months back at Fox, however, was the increasing network interest in the company's TV products. This interest culminated in the six 20th Century programs being televised this season.

All of these good works were amply acknowledged in May of last year when Spyros Skouras, with demanding stockholders breathing hot and heavy down his neck, named Levathes temporary supervisor of over-all studio operations. The temporary portion of the title was eliminated in June when Levathes was officially appointed head of motion picture and television production for the studio replacing Robert Goldstein, who was reassigned to a job he formerly held, head of the company's European film production in London. In October, during a regular monthly meeting of the company's board of directors, Levathes received another vote of confidence, being elected executive vice president in charge of production and told that he would continue as president of the television subsidiary. In an effort to relieve Levathes of some of his mounting responsibilities, William Self, an executive TV producer at the studio, was pushed up to the post of vice president in charge of television production.

With a TV man like Levathes now in the driver's seat, the television division at Fox zoomed up in status. The company's television and motion picture production units have now become an almost totally integrated operation. The various departments at the studio—casting, story, music, legal, publicity, etc.—are also now integrated, working for both production units on a nearly equal basis. If, for instance, a property is surveyed by the story department for movie possibilities and is ultimately rejected, it is then immediately checked by the same people for potential TV production.

Bill Self gives an interesting capsule summary of how a TV property currently is channeled at Fox: "The basic or big decisions are made by Levathes," he reports. "Skouras certainly would want to know about it. Shupert and I, of course, are kept informed. Then it's given to me to do."

Levathes feels that while movies and TV are different mediums with their own artistic peculiarities and own audiences, "there is no reason why they can't profitably co-exist." Explaining the difference between the two he also indicates on which side of the bread Fox expects its biggest slab of butter. "TV has taken over the entertainment function of the movies of the old days. It takes up a good part of the leisure time of the public. Motion pictures must be superior entertainment. The movies we make will be far and above anything television has to offer. People pay a lot of money to see movies and they must be superior entertainment in every way."

But Levathes is by no means neglecting television. He mentions that Fox is going into all phases of the medium (with the exception of commercial production). "We're going into live, tape and we're certainly interested in pay TV," Levathes says. Live and tape projects, mostly news, game and panel show concepts, are still being developed and are at least a full season away from realization. Commenting further about pay TV, the Fox executive says: "We are not opposed to pay TV: it's just another form of distributing entertainment. TV now is limited by the availability of funds from advertisers. The public can either ignore it or accept it, but we have no economic barometer. Pay TV would make unlimited funds available and give television a box office."

But with pay TV still only an eventual possibility, Fox is busily preparing for the next commercial TV season. The film company has seven new series to offer the networks. They are *Dateline: San Francisco*, a full-hour show about a news columnist; *Five Star Final*, a 30-minute program about the workings of a big city newspaper; *The Commuters*, a 60-minute dramatic series about suburban life; *Halls of Montezuma*, a story about the Marine Corps, which was filmed by Fox in 1950 as a feature film, now scheduled as a 30-minute long series; *Safari*, a half-hour action-adventure program with an African locale; *Nightmare Alley*, a mystery-thriller of 60-minute duration, and *Misty*, a 30-minute long, all-family type program about children and animals.

For the most part, Fox will only make pilots of these series if they get co-production deals with the networks. Best bets for actual network presentation during the 1962-63 season are *Misty*, which ABC-TV is co-financing, and

Dateline: San Francisco, which reportedly has aroused the interest of more than one network.

The Fox project, however, which, since it was first announced last fall, has created the biggest industry stir is a weekly television film series based on the classic Greek poems by Homer, *The Iliad* and *The Odyssey*. Levathes believes that such a series would answer the present persistent appeals for better programming. Kimon Friar, an eminent poet and translator of Greek poetry, is developing story lines for the program, which will be presented as 39 half-hours a season, hopefully beginning in the fall of 1963. It's estimated that it will take three such seasons to tell the complete story.

Fox does a good deal of its production on location. Of next season's offerings substantial portions of *Dateline: San Francisco*, *Five Star Final* and *Safari* will, if they find network buyers, be filmed in their own natural localities. But the majority of the company's TV production is filmed at the three Fox locations, Westwood, Western Avenue and Malibu Ranch. Altogether, including business and creative people, there are about 130 people employed in the film company's TV operations.

Since taking over as overall production boss, Levathes has been concentrating on righting the lopsided movie end of his company's endeavors. Selectivity, apparently, is his measuring rod. He's announced that this year Fox will spend the same amount of money on film production as it did last year, but will make fewer pictures. "We are going all out on everything we decide to do," he has said. Almost all of the company's 1962 motion picture releases are already completed and production has been started on the 15 features scheduled for 1963 release.

THE "CLEOPATRA" HEADACHE

Fox's biggest and most publicized headache, and hopefully a big bonanza of its future, is the still-to-be completed motion picture extravaganza "Cleopatra." Now being filmed in Rome, where Levathes has spent a considerable part of his most recent time, the production is way over schedule and budget. Due to the near-fatal illness of its star, Elizabeth Taylor (only after a hard struggle was Fox able to collect some \$2 million in insurance damages against the \$3 million in losses it claimed the delay caused), the film has been nearly two years in the making.

"With this Cleopatra business and all, Pete must be wishing he were back working in the relative calm of the agency business," an advertising executive commented the other week. The comment is open to doubt, for Pete Levathes never let any job get the best of him.

According to Y&R's Norman Glenn, Levathes always handled his agency chores easily. "Work was never an obsession with him as it is with some people," Glenn says. "Pete used to put in just as much work as the job called for. When 5 o'clock came he closed up his desk and walked out."

Rod Erickson, president, Filmways Inc., and formerly manager of TV operations at Y&R, also remembers a Levathes who was rarely captive to his career: "In this business many men get to the top because they hate their families and hate their wives," Erickson remarks. "They devote all their time to getting ahead. The really unusual thing about Pete is that he always managed to spend time with his family and get ahead despite it."

Besides his wife (the former Christine Chakeres of Springfield, Ohio), the family that Levathes always finds time

for consists of Peter Jr., 16, and Louise, 13. His present position makes Levathes mostly a California resident, but as yet he has not given up his New York domicile or obtained a permanent West Coast one. In New York, the family lives in a big apartment near Central Park and when in California they stay at the Beverly Hills Hotel.

Levathes, who with his strong features and striking, dark, gray-flecked hair is handsome enough to star in a 20th Century-Fox production, is a man of many interests. He's an avid reader, dabbles in photography and likes to listen to jazz and classical music. He has a natural flair for music, playing the piano and "strumming" the classical guitar.

In a business where character assassination is a commonly used tool of the trade, it's difficult to find a person who doesn't like and respect Levathes.

"Pete is one of the most creative, intelligent men that I ever met," says George Shupert. "He possesses the rare ingredient of integrity." The last is a comment often heard about him.

VOLATILE, QUICK-TRIGGERED AND SENTIMENTAL

There are still more facets to the Levathes personality. A former co-worker at Y&R remembers him as a sentimental man who frequently passed out gifts. He also says Levathes is a volatile, "quick-triggered" person who "once he didn't like you, there didn't seem to be anything you could do right."

David Levy claims that Fox's production chief has the ability to "apply show business by the seat of his pants," is a "great negotiator" and "an astute student of the motion picture industry." Levy recalls that even as an agency executive, Levathes would see all the movies he could.

Fox TV executive Bill Self mentions some other Levathes' attributes: "There's very little phoniness about him," observes Self. "His relationship with the networks and agencies are a big plus for us. They know he's going to deliver what they bargained for. He's really terribly respected in the industry."

When asked if he thought his boss had the creative ability to handle his job, Self said, "Pete is creative. He's creative in matters of taste. He instinctively knows what will go and what will be a good device to use. He's a good editor who usually shows good judgment."

His talent for creativity is just about the only Levathes talent that is ever questioned. It has been rumored that Fox would place an experienced film maker at Levathes' side in a position akin to Bill Self's one with the TV subsidiary. But so far Levathes is firmly in command of the situation; so firmly, in fact, that recent industry stories have him replacing Spyros Skouras as boss of the entire Fox organization.

A veteran Hollywood observer thinks there is a substantial amount of truth to the story, but he points out that everything depends on how well "Cleopatra" does at the box office.

"'Cleopatra' can do for Fox what 'Ben Hur' did for MGM." (Since its release in 1959, the Biblical film has grossed over \$40 million in film rentals, and has completely revitalized MGM's operations.)

The industry pro also has a final prediction to make about Levathes: "How far Pete goes depends on the Skouras administration," he says. "If Skouras sinks, Pete goes down with him. If Skouras manages to hang on for awhile, expect to see Pete eventually take over." END

FOR
30/62
METRO-GOLDWYN-MAYER TELEVISION

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MOTION PICTURE STUDIOS
THE FINEST FILMS OF THE 50'S



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Here is the book that presents the most exciting feature films of the Fifties yet made available to television stations... the 30/62 from Metro-Goldwyn-Mayer Television.

These are the films that will make your feature programming a best-seller to viewers and a best-buy to advertisers. There has never been such a release of films to television with so many truly top-rated features in terms of box-office, star value and balance of entertainment as the 30/62.

ABOVE AND BEYOND *Robert Taylor, Eleanor Parker*
ACROSS THE WIDE MISSOURI *Clark Gable, Ricardo Montalban*
ALL THE BROTHERS WERE VALIANT *Robert Taylor, Stewart Granger, Ann Blyth*
BANNERLINE *Keefe Brasselle, Sally Forrest*
BHOWANI JUNCTION *Ava Gardner, Stewart Granger*
BORDER INCIDENT *Ricardo Montalban, George Murphy*
CAUSE FOR ALARM *Loretta Young, Barry Sullivan*
CONSPIRATOR *Robert Taylor, Elizabeth Taylor*
CRISIS *Cary Grant, Jose Ferrer, Paula Raymond*
THE DOCTOR AND THE GIRL *Glenn Ford, Gloria DeHaven, Janet Leigh*
DON'T GO NEAR THE WATER *Glenn Ford, Gia Scala, Earl Holliman, Anne Francis*
FORBIDDEN PLANET *Walter Pidgeon, Anne Francis*
THE GIRL IN WHITE *June Allyson, Gary Merrill, Arthur Kennedy*
HER TWELVE MEN *Greer Garson, Robert Ryan*
INVITATION *Van Johnson, Dorothy McGuire*
IT'S A BIG COUNTRY *Van Johnson, Gene Kelly, Gary Cooper, Janet Leigh*
THE LAST TIME I SAW PARIS *Elizabeth Taylor, Van Johnson, Donna Reed*
MADAME BOVARY *Jennifer Jones, James Mason, Van Heflin, Louis Jourdan*
MOGAMBO *Clark Gable, Ava Gardner, Grace Kelly*
MOONFLEET *Stewart Granger, George Sanders*
THE OUTRIDERS *Joel McCrea, Arlene Dahl*
PAGAN LOVE SONG *Esther Williams, Howard Keel*
PLEASE BELIEVE ME *Deborah Kerr, Robert Walker, Peter Lawford*
RIGHT CROSS *June Allyson, Dick Powell*
ROGUE COP *Robert Taylor, Janet Leigh*
SCARAMOUCHE *Stewart Granger, Eleanor Parker, Janet Leigh*
SCENE OF THE CRIME *Van Johnson, Arlene Dahl, Gloria DeHaven*
SMALL TOWN GIRL *Jane Powell, Farley Granger*
SUMMER STOCK *Judy Garland, Gene Kelly*
TENSION *Richard Basehart, Audrey Totter*

A fast-seller already in these markets:

New York, Chicago, St. Louis, New Haven, Fresno, Philadelphia, Binghamton, Altoona, Lebanon, Miami, Honolulu, Kalamazoo, Poland Springs, Springfield.

For a full look at the 30/62, fine picture by fine picture, send for the illustrated presentation book, or contact any MGM Television office for a film presentation and availabilities.

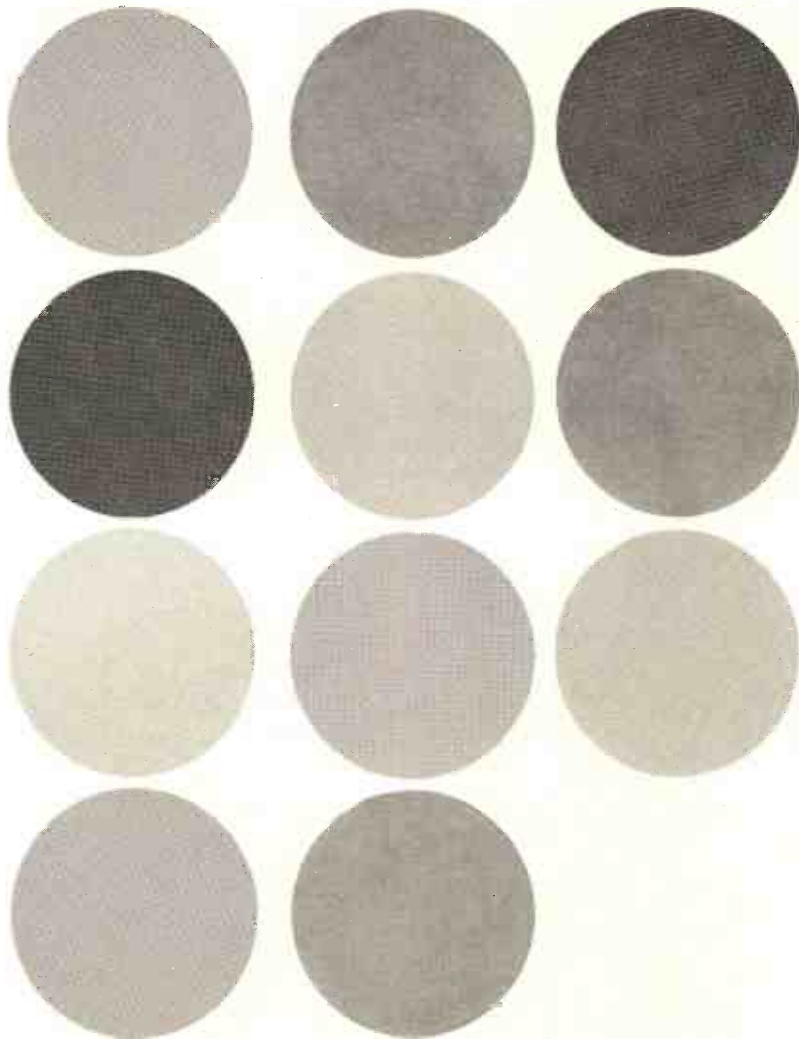


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CULVER CITY
MGM Studio / UP 0-3311

in every market there is always *one* radio & *one* TV station that stands out!



*IN DENVER IT'S...
AND*

KBTR_{RADIO}
KBTV_{CHANNEL}
9

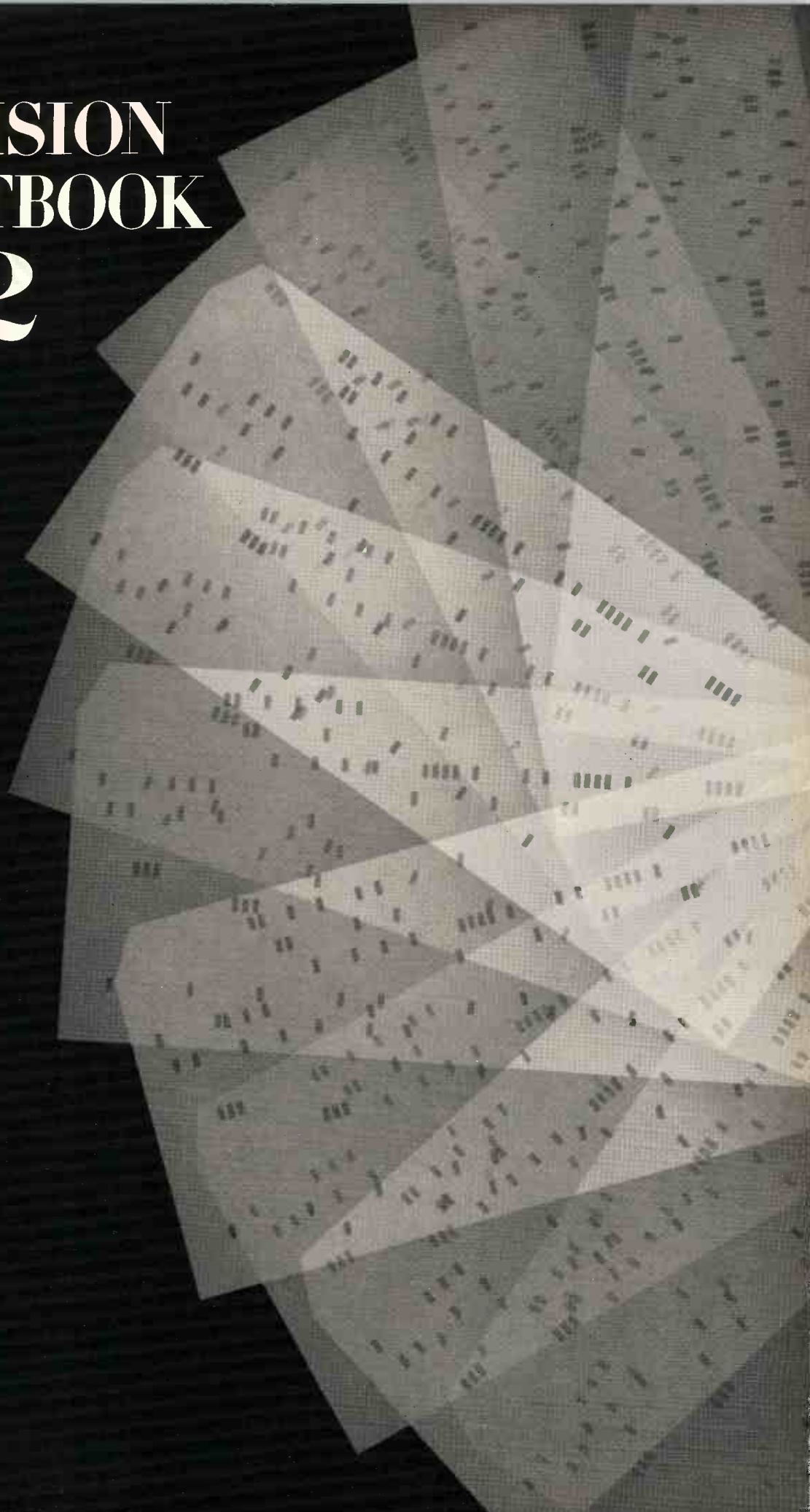


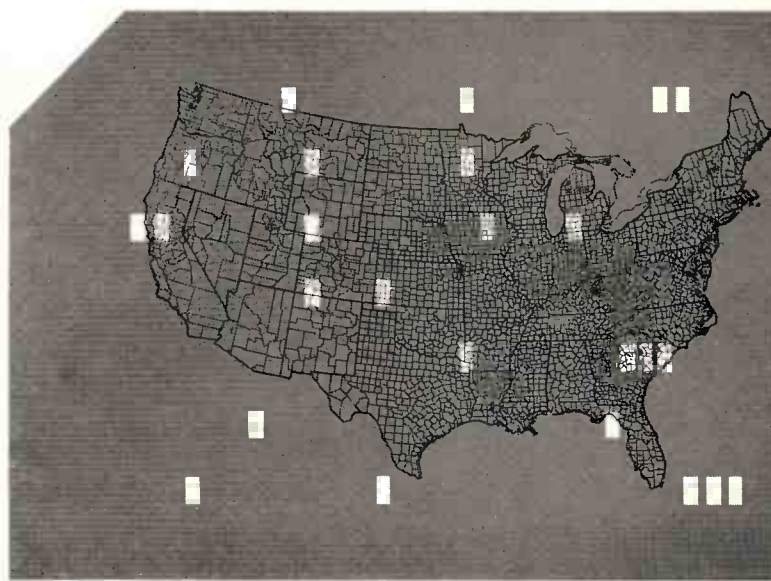
Solely owned and operated by the Mullins Broadcasting Company . . . These abc affiliates bring to over 1 million people in the Denver area the PROGRAMING . . . the SERVICE . . . the NEWS . . . and the ENTERTAINMENT, that has won them the title . . .

DENVER'S FAMILY STATIONS

John C. Mullins
President and Owner
Joe Herold
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Represented by:
Peters, Griffin & Woodward—TV
H-R Representatives Inc.—Radio

TELEVISION MARKETBOOK '62





U.S. Television Homes by Counties

As of February 1962

A DIRECTORY of the 3,134 U.S. counties with household totals specially updated to February 1962.

Estimates of TV homes are updated to February 1962 by TELEVISION MAGAZINE.

For the 1962 MARKETBOOK, TELEVISION MAGAZINE has continued to adjust its television penetration estimates by

the Advertising Research Foundation study of May 1961, and has also projected total households using the April 1960 Census as the base.

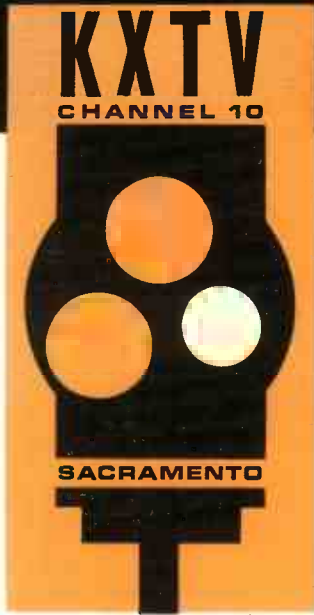
For a more detailed explanation of how coverage is defined, turn to the introduction to the Television Homes report on page 124.

TV Homes		Total Households		TV Homes		Total Households		TV Homes		Total Households		TV Homes		Total Households	
Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62
ALABAMA															
Autauga	3,700	4,800	DeKalb	9,000	11,800	Monroe	4,000	5,600	Coconino	8,800	10,900	Chicot	4,200	5,300	
Baldwin	9,700	13,200	Elmore	5,600	8,000	Montgomery	37,500	46,600	Gila	5,900	7,300	Clark	4,900	6,000	
Barbour	4,700	6,500	Escambia	6,700	8,800	Morgan	12,800	17,300	Graham	2,700	3,700	Clay	4,900	6,400	
Bibb	2,500	3,700	Etowah	21,300	27,600	Perry	2,600	4,100	Greenlee	2,300	3,000	Cleburne	2,100	2,800	
Blount	4,900	7,100	Fayette	3,100	4,600	Pickens	3,900	5,600	Maricopa	179,500	201,300	Cleveland	1,400	2,000	
Bullock	2,200	3,400	Franklin	4,200	6,200	Pike	5,000	6,900	Mohave	1,800	2,500	Columbia	6,600	7,800	
Butler	4,700	6,400	Geneva	4,300	6,300	Randolph	4,000	5,500	Navajo	6,500	8,800	Conway	3,400	4,500	
Calhoun	21,000	26,100	Greene	2,500	3,200	Russell	9,100	11,800	Pima	73,800	81,100	Craighead	11,000	13,600	
Chambers	6,900	10,500	Hale	2,700	4,500	Saint Clair	5,100	6,800	Pinal	13,000	16,100	Crawford	4,800	6,400	
Cherokee	3,500	4,300	Henry	2,900	3,900	Shelby	6,300	8,500	Santa Cruz	2,200	2,900	Crittenden	9,000	11,800	
Chilton	5,200	7,200	Houston	11,300	14,400	Sumter	3,000	4,700	Yavapai	7,200	9,700	Cross	3,900	5,100	
Choctaw	3,400	4,300	Jackson	6,900	9,700	Talladega	13,800	17,000	Yuma	10,700	13,000	Dallas	2,200	3,000	
Clarke	4,600	6,600	Jefferson	154,900	183,600	Tallapoosa	7,400	9,700	Total	331,100	382,800	Desha	4,400	5,600	
Clay	2,400	3,400	Lamar	2,700	4,000	Tuscaloosa	20,600	28,000				Drew	3,300	4,100	
Cleburne	1,900	2,900	Lauderdale	13,400	17,300	Walker	11,800	15,100				Faulkner	5,700	6,900	
Coffee	6,000	8,400	Lawrence	4,100	6,200	Washington	2,500	3,500				Franklin	1,900	3,200	
Colbert	9,800	12,900	Lee	9,500	12,600	Wilcox	2,800	4,200	ARKANSAS			Fulton	1,300	2,100	
Conecuh	3,000	4,600	Limestone	6,500	9,600	Winston	3,000	4,200	Arkansas	5,500	6,800	Garland	13,400	16,500	
Coosa	1,800	2,800	Lowndes	2,200	3,400	Total	689,700	892,000	Ashley	5,300	6,700	Grant	1,900	2,500	
Covington	7,400	10,300	Macon	4,300	6,100				Baxter	2,400	3,300	Greene	5,800	7,600	
Crenshaw	2,800	4,000	Madison	25,100	32,000				Benton	8,500	11,900	Hempstead	4,500	6,100	
Cullman	9,100	12,500	Marengo	4,600	6,700	ARIZONA			Boone	4,300	5,300	Hot Spring	4,700	6,400	
Dale	5,700	8,100	Marion	4,500	6,300	Apache	3,600	5,900	Bradley	3,000	4,100	Howard	2,500	3,300	
Dallas	11,000	14,500	Marshall	10,800	13,600	Cochise	12,400	15,900	Calhoun	1,300	1,700	Independence	4,900	6,300	
			Mobile	70,100	84,700				Carroll	2,800	3,900	Izard	1,500	2,100	

TV homes and total households. © TELEVISION MAGAZINE; further reproduction not licensed.



MAP: COURTESY CALIFORNIA DIVISION OF MINES AND GEOLOGY



REACH FURTHER WITH KXTV
A CORINTHIAN STATION



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A GIANT NEW TOWER HAS EXPLODED THE SACRAMENTO MARKET TO 25TH IN THE NATION. 3RD LARGEST ON THE WEST COAST. 608,400 TV HOMES BIG!

All the old facts and fancies about TV coverage in California have changed. Suddenly, the KXTV market is 74% larger... covering a piece of real estate 200 miles wide and 180-miles long. And that area covers most of San Francisco's "bedroom" communities. In the heart of all this bigness is the lush, plush Sacramento market: 25th largest in the nation. And 3rd largest TV market on the Pacific Coast.

Behind this KXTV jump from 456,200 to 608,400* homes is a new 1549 foot antenna that towers above anything on the California skyline (or the Manhattan skyline, for that matter).


So if you're shaping a new California TV schedule, pick up the KXTV piece. It might be just the perfect fit.


*Source: C. R. Smith, Research Consultant.

device

It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.

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WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA 

WTOP RADIO, WASHINGTON, D.C.

TV HOMES BY COUNTIES

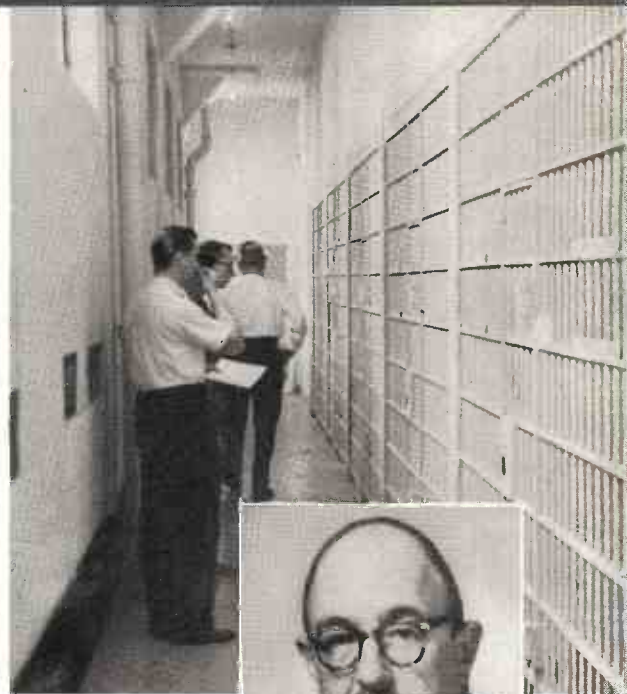
TV Homes		Total Households		TV Homes		Total Households		TV Homes		Total Households		TV Homes		Total Households	
Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62
GEORGIA—continued				Adams	600	900	Greene	4,800	5,600	Allen	64,500	69,600	Tippecanoe	20,800	25,200
Liberty	2,800	3,500	Bannock	12,400	13,900	Grundy	5,900	6,800	Bartholomew	13,000	14,500	Tipton	4,000	4,900	
Lincoln	1,100	1,400	Bear Lake	1,700	1,900	Hamilton	2,500	3,300	Benton	2,900	3,400	Union	1,500	1,900	
Long	700	900	Benewah	1,600	1,900	Hancock	7,000	7,900	Blackford	4,000	4,600	Vanderburgh	45,800	50,800	
Lowndes	11,100	13,400	Bingham	6,200	7,100	Hardin	1,400	1,800	Boone	7,800	8,600	Vermillion	5,100	6,000	
Lumpkin	1,300	1,800	Blaine	1,100	1,300	Henderson	2,200	2,500	Brown	1,500	2,000	Vigo	32,700	34,400	
McDuffie	2,700	3,300	Boise	400	500	Henry	13,700	15,700	Carroll	4,500	5,200	Wabash	8,800	9,900	
McIntosh	1,200	1,600	Bonner	3,900	4,800	Iroquois	9,000	10,500	Cass	10,000	12,400	Warren	2,100	2,500	
Macon	2,300	3,200	Bonneville	11,800	13,000	Jackson	10,600	12,700	Clark	16,500	18,100	Warrick	5,900	6,900	
Madison	2,200	3,000	Boundary	1,100	1,600	Jasper	2,700	3,500	Clay	6,900	8,100	Washington	4,300	5,300	
Marion	1,000	1,300	Butte	800	900	Jefferson	8,600	10,600	Clinton	8,200	9,800	Wayne	20,000	22,400	
Meriwether	3,700	5,000	Camas	200	200	Jersey	4,000	4,900	Crawford	2,000	2,600	Wells	5,500	6,500	
Miller	1,300	1,800	Canyon	14,800	17,200	Jo Daviess	5,600	6,500	Daviess	6,500	8,000	White	5,400	6,100	
Mitchell	3,800	4,900	Caribou	1,300	1,600	Johnson	1,700	2,200	Dearborn	7,200	8,400	Whitley	5,700	6,300	
Monroe	2,200	2,600	Cassia	3,700	4,300	Kane	57,700	60,200	Decatur	5,100	6,000	Total	1,254,800	1,403,400	
Montgomery	1,000	1,500	Clark	200	200	Kankakee	22,100	24,100	DeKalb	7,700	8,500				
Morgan	2,100	2,600	Clearwater	2,000	2,500	Kendall	4,700	5,000	DeKalb	31,300	33,500				
Murray	1,900	2,700	Custer	600	800	Knox	16,700	18,900	Dubois	6,400	7,400				
Muscogee	38,700	43,600	Elmore	3,700	4,500	Lake	76,300	79,100	Elkhart	26,400	32,400				
Newton	4,700	5,600	Franklin	1,800	2,200	La Salle	32,200	34,200	Fayette	6,600	7,400				
Oconee	1,200	1,600	Fremont	2,100	2,300	Lawrence	4,900	6,000	Floyd	14,300	15,500	IOWA			
Oglethorpe	1,400	1,900	Gem	2,400	2,800	Lee	9,200	10,500	Fountain	5,200	6,000	Adair	3,000	3,600	
Paulding	2,900	3,600	Gooding	2,300	2,700	Livingston	9,900	11,800	Franklin	3,500	4,500	Adams	2,100	2,400	
Peach	2,700	3,500	Idaho	3,000	3,800	Logan	7,700	9,100	Gibson	4,200	5,400	Allamakee	4,000	4,500	
Pickens	1,800	2,400	Jefferson	2,500	2,900	McDonough	7,700	9,100	Fulton	8,000	9,500	Appanoose	4,600	5,500	
Pierce	2,000	2,500	Jerome	2,900	3,300	McHenry	24,100	25,000	Grant	19,000	22,500	Audubon	3,000	3,300	
Pike	1,400	1,800	Kootenai	8,200	9,300	McLean	23,300	26,100	Greene	7,600	8,900	Benton	6,700	7,200	
Polk	6,500	7,900	Latah	5,200	6,200	Macon	35,800	37,500	Hamilton	11,000	12,100	Black Hawk	33,900	35,900	
Pulaski	1,800	2,200	Lemhi	1,200	1,700	Macoupin	12,000	14,100	Hancock	7,200	8,100	Boone	7,800	8,400	
Putnam	1,500	1,900	Lincoln	1,100	1,300	Madison	63,200	67,600	Harrison	4,300	5,500	Bremer	5,300	6,100	
Quitman	400	500	Lincoln	900	1,000	Marion	11,200	12,900	Hendricks	11,300	12,300	Buchanan	5,600	6,000	
Rabun	1,500	1,900	Madison	2,000	2,300	Marshall	3,600	4,200	Henry	13,200	14,800	Buena Vista	6,200	6,600	
Randolph	2,200	2,900	Minidoka	3,400	3,800	Mason	4,200	5,000	Howard	19,300	21,100	Butler	4,700	5,400	
Richmond	31,700	35,400	Nez Perce	7,400	8,500	Massac	3,800	4,700	Huntington	9,300	10,400	Calhoun	4,500	5,000	
Rockdale	2,200	2,700	Oneida	800	1,000	Menard	2,600	2,900	Jackson	8,200	9,300	Carroll	5,900	6,600	
Schley	600	800	Owyhee	1,600	1,800	Mercer	4,800	5,300	Jasper	4,300	5,200	Cass	5,500	5,900	
Screven	3,000	3,800	Payette	3,100	3,800	Monroe	4,200	4,600	Jay	5,400	7,200	Cedar	5,000	5,500	
Seminole	1,400	1,700	Power	1,000	1,100	Montgomery	9,300	10,300	Jefferson	5,800	6,700	Cerro Gordo	14,000	15,400	
Spaulding	9,100	10,200	Shoshone	5,400	6,300	Morgan	8,700	10,500	Jennings	3,700	4,400	Cherokee	4,700	5,300	
Stephens	4,300	5,100	Teton	500	600	Moultre	3,500	4,200	Johnson	11,700	12,700	Chickasaw	3,600	4,300	
Stewart	1,300	1,800	Twin Falls	11,000	12,800	Ogle	10,700	11,800	Knox	11,300	13,400	Clarke	2,300	2,800	
Sumter	5,200	6,600	Valley	900	1,100	Peoria	54,000	58,500	Kosciusko	11,100	12,600	Clay	5,000	5,700	
Talbot	1,300	1,700	Washington	2,100	2,600	Perry	5,300	6,400	Lagrange	3,600	4,700	Clayton	5,900	6,600	
Taliaferro	600	800	Total	168,800	195,800	Piatt	4,200	4,600	Lake	135,000	146,900	Clinton	15,800	16,600	
Tattnall	2,700	3,500				Pike	5,500	6,800	La Porte	24,700	27,300	Crawford	5,100	5,600	
Taylor	1,600	2,100	ILLINOIS			Pope	1,000	1,300	Lawrence	9,600	11,300	Dallas	7,000	7,700	
Telfair	2,200	3,100	Adams	19,600	21,700	Pulaski	2,600	3,300	Madison	35,600	38,500	Davis	2,500	2,900	
Terrell	2,300	3,200	Alexander	4,300	5,300	Putnam	1,200	1,400	Marion	201,000	214,800	Decatur	2,500	3,300	
Thomas	7,700	9,300	Bond	3,600	4,400	Randolph	7,300	8,500	Marshall	8,400	9,800	Delaware	4,500	5,100	
Tift	4,700	6,200	Boone	5,400	6,100	Richland	4,100	5,200	Martin	2,200	2,930	Des Moines	12,900	14,300	
Toombs	3,400	4,500	Brown	1,700	2,000	Rock Island	43,900	46,500	Miami	8,800	11,200	Dickinson	3,500	3,900	
Towns	800	1,100	Bureau	10,500	12,000	St. Clair	72,200	78,800	Monroe	14,900	17,000	Dubuque	19,200	21,300	
Treutlen	1,100	1,500	Calhoun	1,400	1,800	Saline	8,100	9,400	Montgomery	9,100	10,200	Emmet	3,700	4,400	
Troup	11,500	13,200	Carroll	5,400	6,100	Sangamon	42,800	47,900	Morgan	8,900	9,900	Fayette	7,600	8,500	
Turner	1,800	2,200	Cass	4,000	4,700	Schuyler	2,400	2,900	Newton	3,100	3,500	Floyd	5,800	6,500	
Twiggs	1,400	1,800	Champaign	30,500	36,900	Scott	1,600	2,000	Noble	7,300	8,400	Franklin	4,300	4,800	
Union	1,400	1,700	Christian	10,700	11,900	Shelby	6,500	7,500	Ohio	1,100	1,300	Fremont	2,900	3,300	
Upson	5,700	6,600	Clark	4,700	5,500	Stark	2,200	2,500	Orange	4,100	5,100	Greene	4,400	4,700	
Walker	11,600	12,800	Clay	4,200	5,200	Stephenson	12,600	14,500	Owen	2,800	3,600	Grundy	4,100	4,400	
Walton	4,500	5,500	Clinton	5,800	6,800	Tazewell	27,900	30,100	Parke	4,100	4,700	Guthrie	4,200	4,400	
Ware	8,600	9,700	Coles	12,200	13,600	Union	4,200	5,200	Perry	4,000	4,900	Hamilton	5,600	6,300	
Warren	1,300	1,800	Cook	1,527,700	1,617,700	Vermilion	26,500	30,300	Pike	3,400	4,200	Hancock	3,800	4,300	
Washington	3,400	4,900	Crawford	6,100	7,000	Wabash	3,800	4,500	Porter	15,100	17,100	Hardin	7,000	7,300	
Wayne	3,600	4,600	Cumberland	2,300	3,100	Warren	6,000	6,800	Posey	5,000	5,800	Harrison	4,900	5,500	
Webster	500	700	De Kalb	13,700	14,800	Washington	3,400	4,400	Pulaski	2,700	3,800	Henry	5,000	5,500	
Wheeler	800	1,300	DeWitt	4,700	5,600	Wayne	4,600	6,200	Putnam	5,800	6,900	Howard	3,300	3,700	
White	1,400	1,800	Douglas	5,300	6,000	White	5,300	6,400	Randolph	8,200	9,100	Humboldt	2,900	3,900	
Whitfield	10,000	11,700	Du Page	86,000	88,500	Whiteside	16,400	17,900	Ripley	4,900	6,000	Ida	2,900	3,200	
Wilcox	1,600	2,100	Edgar	6,600	7,500	Will	50,900	54,700	Rush	5,400	6,100	Iowa	4,500	4,900	
Wilkes	2,300	3,000	Edwards	2,100	2,600	Williamson	13,000	15,600	St. Joseph	65,900	70,600	Jackson	5,200	6,100	
Wilkinson	1,900	2,400	Effingham	5,600	6,800	Winnebago	60,600	63,900	Scott	3,400	4,200	Jasper	9,400	11,100	
Worth	3,000	4,000	Fayette	5,400	6,800	Woodford	6,000	7,200	Shelby	9,600	10,500	Jefferson	4,600	4,900	
Total	925,300	1,086,200	Ford	4,800	5,100	Total	2,884,000	3,121,700	Spencer	3,500	4,600	Johnson	13,700	15,200	
			Franklin	11,000	14,000				Starke	4,300	5,200	Jones	5,200	5,800	
IDAHO			Fulton	11,900	13,800	INDIANA			Stauben	4,700	5,300	Keokuk	4,400	4,900	
Ada	25,800	29,000	Gallatin	2,000	2,400	Adams	6,200	7,000	Sullivan	6,300	7,300	Kossuth	6,100	7,100	
								Switzerland	1,900	2,200	Lee	12,200	13,300		

TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	
Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	
Louisa	2,900	3,200	Geary	6,300	7,800	KENTUCKY				Madison	6,600	9,400	Lafayette	19,500	22,700
Lucas	3,300	3,600	Gove	800	1,100	Adair	2,500	4,100	Magoffin	1,600	2,600	Lafourche	12,000	14,300	
Lyon	3,500	4,100	Graham	1,300	1,600	Allen	2,800	3,800	Marion	3,100	4,000	LaSalle	2,900	3,900	
Madison	3,600	3,900	Grant	1,100	1,400	Anderson	2,100	2,600	Marshall	4,100	5,200	Lincoln	6,000	7,100	
Mahaska	6,700	7,600	Gray	1,100	1,300	Ballard	2,100	2,600	Martin	1,500	2,200	Livingston	5,500	7,200	
Marion	6,400	7,700	Greeley	300	600	Barren	5,900	8,500	Mason	4,400	5,500	Madison	3,100	4,400	
Marshall	8,500	12,000	Greenwood	3,300	3,900	Bath	1,600	2,600	Meade	3,500	5,000	Morehouse	7,400	8,900	
Mills	3,300	3,600	Hamilton	600	900	Bell	6,200	8,900	Menifee	700	1,100	Natchitoches	6,700	9,300	
Mitchell	3,800	4,100	Harper	2,900	3,200	Boone	5,100	6,100	Mercer	3,600	4,600	Orleans	176,600	191,300	
Monona	3,800	4,400	Harvey	6,200	8,000	Bourbon	4,100	5,400	Metcalfe	1,500	2,400	Ouachita	25,600	29,500	
Monroe	2,800	3,200	Haskell	700	800	Boyd	12,600	15,100	Monroe	2,300	3,300	Plaquemines	4,800	5,600	
Montgomery	3,900	4,800	Hodgeman	700	900	Boyle	4,900	5,900	Montgomery	2,900	3,900	Pointe Coup	4,400	5,500	
Muscataine	10,000	10,900	Jackson	3,100	3,400	Bracken	1,700	2,300	Morgan	1,900	2,800	Rapides	25,200	29,900	
O'Brien	5,100	5,800	Jefferson	2,700	3,400	Breckinridge	1,800	3,500	Muhlenberg	6,300	8,100	Red River	2,100	2,700	
Osceola	2,600	2,900	Jewell	2,000	2,500	Breathitt	3,000	4,200	Nelson	4,200	5,300	Richland	4,700	6,100	
Page	6,000	6,700	Johnson	40,800	42,800	Bullitt	3,400	4,200	Nicholas	1,500	2,100	Sabine	3,400	5,200	
Palo Alto	3,700	4,200	Keary	700	800	Butler	2,100	2,700	Ohio	3,900	5,300	St. Bernard	600	8,800	
Plymouth	6,300	6,800	Kingman	2,600	3,000	Caldwell	3,200	4,100	Oldham	2,600	3,000	St. Charles	4,700	5,400	
Pocahontas	3,700	4,200	Kiowa	1,100	1,400	Calloway	4,800	6,500	Owen	1,800	2,500	St. Helena	1,600	2,100	
Polk	80,500	85,200	Labette	7,200	8,900	Campbell	19,600	25,700	Owsley	800	1,400	St. James	3,300	4,100	
Pottawattam	23,700	25,100	Lane	700	900	Carlisle	1,400	1,800	Pendleton	2,300	2,900	St. John	3,600	4,300	
Poweshiek	5,400	5,700	Leavenworth	10,000	12,400	Carroll	1,900	2,400	Perry	5,200	8,100	St. Landry	16,100	20,000	
Ringgold	2,200	2,600	Lincoln	1,400	1,900	Carter	3,900	5,300	Pike	11,600	16,200	St. Martin	5,800	7,100	
Sac	4,600	5,200	Linn	2,200	2,900	Casey	2,400	3,700	Powell	800	1,700	St. Mary	10,400	12,700	
Scott	32,900	36,000	Logan	700	1,200	Christian	11,900	14,300	Pulaski	6,500	9,900	St. Tammany	9,100	10,600	
Shelby	3,200	4,400	Lyon	6,900	8,400	Clark	4,800	6,300	Robertson	500	700	Tangipahoa	13,000	16,100	
Sioux	6,700	7,400	McPherson	5,900	7,500	Clay	3,000	4,500	Rockcastle	2,100	3,300	Tensas	2,200	3,100	
Story	12,900	14,300	Marion	3,900	4,800	Clinton	1,500	2,300	Rowan	2,400	3,200	Terrebonne	13,100	15,000	
Tama	5,900	6,700	Marshall	4,200	5,200	Crittenden	1,500	2,700	Russell	2,000	3,000	Union	3,700	4,900	
Taylor	2,400	3,400	Meade	1,400	1,700	Cumberland	1,400	2,200	Scott	3,100	4,400	Vermilion	9,100	11,100	
Union	4,000	4,600	Miami	5,100	6,000	Davies	17,700	20,200	Shelby	4,500	5,400	Vernon	3,800	5,300	
Van Buren	2,900	3,200	Mitchell	2,400	2,900	Edmonson	1,400	2,200	Simpson	2,800	3,500	Washington	9,900	12,300	
Wapello	13,200	14,600	Montgomery	13,100	15,300	Elliott	1,100	1,500	Spencer	1,200	1,500	Webster	9,900	11,700	
Warren	5,500	6,100	Morris	2,000	2,400	Estill	2,000	3,500	Taylor	3,400	4,700	W. Baton Rouge	3,300	3,700	
Washington	5,400	6,000	Morton	700	900	Fayette	31,100	39,000	Todd	2,600	3,300	West Carol	2,900	3,800	
Wayne	2,900	3,400	Nemaha	3,000	3,800	Fleming	2,300	3,300	Trigg	1,900	2,500	W. Feliciana	1,700	2,100	
Webster	14,200	15,000	Neosho	5,700	6,400	Floyd	7,600	9,800	Trimble	1,100	1,400	Winn	3,700	4,700	
Winneshiek	2,900	4,000	Ness	1,400	1,700	Franklin	7,600	8,800	Union	3,400	4,200	Total	773,000	906,200	
Winnebago	4,900	5,900	Norton	1,900	2,600	Fulton	2,800	3,400	Warren	11,000	13,400				
Woodbury	31,000	33,300	Osage	3,700	4,200	Gallatin	900	1,100	Washington	2,200	2,900				
Worth	2,800	3,100	Osborne	1,900	2,500	Garrard	1,900	2,900	Wayne	2,500	3,800				
Wright	5,300	6,100	Ottawa	1,800	2,300	Grant	2,400	2,900	Webster	3,500	4,600				
Total	765,300	845,900	Pawnee	2,700	3,000	Graves	7,300	9,800	Whitley	5,500	7,000	MAINE			
			Phillips	2,400	2,900	Grayson	3,100	4,500	Wolfe	800	1,500	Androscoggi	24,800	26,400	
			Pottawatom	3,300	3,700	Green	2,200	3,300	Woodford	2,400	3,400	Aroostook	22,400	26,000	
			Pratt	3,600	4,000	Greenup	5,700	7,800	Total	666,300	858,600	Cumberland	52,600	55,200	
			Rawlins	1,200	1,500	Hancock	1,100	1,500				Franklin	4,900	5,700	
KANSAS			Reno	17,100	19,000	Hardin	10,300	13,500				Hancock	8,600	10,200	
Allen	4,500	5,600	Republic	2,700	3,400	Harlan	9,200	12,800				Kennebec	23,100	25,600	
Anderson	2,300	2,900	Rice	3,800	4,500	Harrison	3,500	4,300				Knox	7,600	9,000	
Atchison	5,400	6,200	Riley	9,200	10,900	Hart	2,800	4,100				Lincoln	5,100	5,700	
Barber	2,300	2,800	Rooks	2,600	2,900	Henderson	8,300	10,100				Oxford	11,100	12,800	
Barton	8,800	9,900	Rush	1,700	2,000	Henry	2,500	3,300				Penobscot	31,200	34,800	
Bourbon	4,700	5,700	Russell	3,100	3,600	Hickman	1,500	2,100				Piscataquis	4,500	5,100	
Brown	3,800	4,500	Saline	14,700	16,600	Hopkins	8,900	11,700				Sagadahoc	6,100	6,900	
Butler	9,700	12,000	Scott	1,200	1,500	Jackson	1,100	2,700				Somerset	9,800	11,500	
Chase	900	1,300	Sedgwick	97,700	106,200	Jefferson	160,300	180,900				Waldo	5,600	6,500	
Chautauqua	1,700	2,100	Seward	3,700	4,800	Jassamine	2,500	3,700				Washington	8,500	10,100	
Cherokee	6,200	7,500	Shawnee	40,700	44,400	Johnson	3,800	5,200				York	26,500	29,700	
Cheyenne	1,200	1,500	Sheridan	900	1,200	Kenton	27,300	36,300				Total	253,400	282,000	
Clark	900	1,100	Sherman	1,700	2,100	Knott	2,300	3,800							
Clay	3,000	3,700	Smith	2,200	2,600	Knox	4,000	6,300	LOUISIANA						
Cloud	3,500	4,700	Stafford	2,200	2,500	Larue	2,200	3,000	Acadia	10,900	13,500				
Coffey	2,200	2,900	Stanton	400	500	Laurel	4,400	6,400	Allen	4,500	5,500				
Comanche	900	1,100	Stevens	1,100	1,300	Lawrence	2,000	3,200	Assension	6,100	7,200				
Cowley	9,800	12,200	Sumner	7,100	8,200	Lee	1,100	1,900	Assumption	3,500	4,400				
Crawford	11,100	13,000	Thomas	2,000	2,200	Leslie	1,300	2,200	Avoyelles	8,700	10,500				
Decatur	1,500	1,900	Trego	1,300	1,600	Letcher	4,500	7,200	Beauregard	3,800	5,400				
Dickinson	6,200	7,100	Wabaunsee	1,900	2,100	Lewis	2,400	3,400	Bienville	3,800	4,700				
Doniphan	2,500	3,000	Wallace	400	600	Lincoln	2,800	4,600	Bossier	11,900	15,700				
Douglas	10,600	12,600	Washington	2,900	3,500	Livingston	1,400	2,200	Caddo	60,300	67,200				
Edwards	1,300	1,600	Wichita	500	700	Logan	4,900	6,300	Calcasieu	35,400	40,200				
Elk	1,400	1,800	Wilson	3,600	4,400	Lyon	1,000	1,400	Caldwell	1,800	2,400				
Ellis	4,900	5,700	Woodson	1,300	1,900	McCracken	14,600	18,200	Cameron	1,500	1,800				
Ellsworth	2,100	2,500	Wyandotte	51,300	56,200	McCreary	2,000	2,900	Catahoula	2,200	3,000				
Finney	3,900	4,600				McLean	1,900	2,800	Claiborne	4,300	5,700				
Ford	5,600	6,400							Concordia	4,000	5,500				
Franklin	5,700	6,500							DeSoto	5,000	6,700				
									E. Baton Rouge	55,700	62,700				
									East Carrol	2,500	3,700				
									E. Feliciana	2,600	3,500				
									Evangeline	6,600	8,800				
									Franklin	4,600	6,600				
									Grant	3,000	3,800				
									Iberia	11,900	13,700				
									Iberville	6,200	7,600				
									Jackson	3,900	4,600				
									Jefferson	50,000	58,100				
									Jeff Davis	6,800	8,100				

TV homes and total households. © TELEVISION MAGAZINE; further reproduction not licensed.



'The Prisons: a Profile' on WMCT, Memphis



THROUGH WMCT CAMERAS viewers watched phases of prison life not previously pictured. At top, inmates march to dinner. Lower left, Norman Brewer, director of WMCT's news staff, discusses plans for prison improvement with Tennessee's Governor Ellington. Lower right, one of several pictures showing cell-rows and guard procedures.

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by

BLAIR-TV

"Besides bringing close-ups of life in distant parts of the world, one of television's great values lies in its power to give our viewers a penetrating first-hand look at conditions in our own areas. At WMCT a fundamental goal of our operation is to stimulate community progress in every possible way. So we regularly devote our entire program personnel and facilities to the painstaking development of presentations like "The Prisons: a Profile." Of course we are pleased when such programs arouse enthusiastic comment—but comment or no, we would still feel a definite obligation to keep our cameras regularly focused on topics so vital to the area we serve."

EARL MORELAND
Station Manager, WMCT

TV HOMES BY COUNTIES

Sets new precedent behind prison walls

Prison problems are not limited to Tennessee. But in few other states have viewers had the opportunity to see prison life in the stark realism with which Tennesseans have seen it through the eyes of WMCT cameras.

With the cooperation of Gov. Buford Ellington, who personally appeared in the telecast, WMCT filmed "The Prisons: a Profile" in the state penitentiary at Nashville. In several instances, WMCT showed areas never before pictured.

Throughout the South, leaders acclaimed this unique telecast as instrumental in helping to improve prison conditions, and to reduce the high percentage of prison 'alumni' who keep coming back behind bars because unable to fit themselves into community life.

"The Prisons: a Profile" is one of a continuing series of special prime-time telecasts on WMCT, planned and produced for the specific purpose of giving viewers first-hand knowledge of situations that affect the station's entire area. Other programs in the series include "Who Wears the Badge?" presenting problems and procedures of the Memphis police; and "How Green is My Valley" an in-depth survey of the modern methods that are diversifying the prosperity of southern agriculture.

To Blair-TV, penetrating community-interest programming by great stations like WMCT is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Television's first exclusive national representative, serving:

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WKBW-TV — Buffalo
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Ft. Worth
KOA-TV — Denver
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIBC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

		TV Homes	Total Households			TV Homes	Total Households			TV Homes	Total Households			
		Feb. '62	Feb. '62			Feb. '62	Feb. '62			Feb. '62	Feb. '62			
MARYLAND—continued														
Prince Georges	93,500	99,500	Kalkaska	1,100	1,300	Hennepin	252,100	263,600						
Queen Annes	4,200	4,900	Kent	101,200	107,100	Houston	4,000	4,600						
St. Mary's	7,700	9,100	Keweenaw	600	800	Hubbard	2,000	3,000						
Somerset	4,500	5,700	Lake	1,500	1,800	Isanti	3,100	3,400						
Talbot	6,000	6,800	Lapeer	9,500	10,800	Itasca	9,300	10,900						
Washington	23,200	27,500	Leelanau	2,100	2,600	Jackson	3,600	4,500						
Wicomico	13,400	14,800	Lenawee	19,800	22,100	Kanabec	2,100	2,600						
Worcester	5,800	7,200	Livingston	10,200	10,900	Kandiyohi	7,200	8,400						
Total	827,500	897,300	Luce	1,300	1,600	Kittson	1,800	2,400						
MASSACHUSETTS														
Barnstable	21,600	22,500	Mackinac	2,300	2,900	Koochiching	3,600	5,000						
Berkshire	41,300	43,400	Macomb	110,600	113,400	Lac Qui Parle	3,200	3,900						
Bristol	119,000	125,000	Manistee	5,300	5,800	Lake	3,800	4,000						
Dukes	1,800	2,000	Marquette	14,200	15,700	Lake of Woods	700	1,200						
Essex	157,000	175,700	Mason	5,500	6,700	Le Sueur	5,100	5,800						
Franklin	15,200	17,000	Mecosta	4,900	5,700	Lincoln	2,200	2,800						
Hampden	125,300	131,200	Menominee	6,500	7,100	Lyon	5,300	6,400						
Hampshire	25,900	27,700	Midland	12,900	13,900	McLeod	6,600	7,200						
Middlesex	340,300	356,400	Missaukee	1,400	1,900	Mahnoman	1,200	1,600						
Nantucket	1,000	1,200	Monroe	25,400	28,000	Marshall	3,400	4,000						
Norfolk	140,300	146,600	Montcalm	9,500	10,900	Martin	7,300	8,100						
Plymouth	71,000	74,200	Montmorency	1,000	1,300	Meeker	4,800	5,400						
Suffolk	240,200	252,700	Muskegon	39,200	42,900	Mille Lacs	3,600	4,300						
Worcester	162,300	174,034	Newaygo	5,900	7,100	Morrison	5,800	6,900						
Total	1,462,900	1,550,100	Oakland	189,800	196,500	Mower	13,200	13,900						
MICHIGAN														
Alcona	1,400	1,900	Oceana	4,000	4,800	Murray	3,500	3,900						
Alger	2,300	2,600	Ogemaw	2,600	2,800	Nicollet	4,800	5,600						
Allegan	14,500	16,500	Ontonagon	2,400	3,100	Nobles	5,800	6,600						
Alpena	6,700	8,000	Osceola	3,400	3,900	Norman	2,900	3,400						
Antrim	2,700	3,100	Oscoda	800	1,000	Olmsted	17,200	18,900						
Arenac	2,500	2,900	Otsego	1,800	2,100	Otter Tail	10,100	13,800						
Baraga	1,700	2,000	Ottawa	26,300	27,800	Pennington	3,000	3,600						
Barry	8,300	9,500	Presque Isle	2,500	3,400	Pine	3,900	4,800						
Bay	28,400	30,400	Roscommon	2,000	2,400	Pipestone	3,600	4,000						
Benzie	2,100	2,400	Saginaw	50,000	53,500	Polk	9,300	10,300						
Berrien	40,800	45,100	St. Clair	28,600	31,600	Pope	3,000	3,500						
Branch	8,700	9,900	St. Joseph	11,900	13,200	Ramsey	121,200	127,000						
Calhoun	38,200	41,400	Sanilac	8,500	9,400	Red Lake	1,200	1,500						
Cass	9,300	10,900	Schoolcraft	2,200	2,500	Redwood	4,800	6,300						
Charlevoix	3,500	3,900	Shiawassee	13,700	15,500	Renville	4,900	6,600						
Cheboygan	3,500	4,100	Tuscola	10,400	11,900	Rice	9,200	9,700						
Chippewa	7,900	9,000	Van Buren	13,300	14,700	Rock	2,900	3,300						
Clare	3,100	3,500	Washtenaw	45,200	48,200	Roseau	2,200	3,400						
Clinton	9,500	10,400	Wayne	755,300	791,900	St. Louis	67,600	71,700						
Crawford	1,200	1,400	Wexford	4,900	5,500	Scott	5,000	5,700						
Delta	8,900	9,900	Total	2,125,700	2,274,100	Sherburne	2,800	3,200						
Dickinson	6,700	7,400	MINNESOTA											
Eaton	13,300	14,300	Aitkin	3,000	3,700	Sibley	3,900	4,500						
Emmet	3,900	4,600	Anoka	22,000	22,700	Stearns	17,300	19,100						
Genesee	101,600	107,200	Becker	5,600	6,700	Steele	6,600	7,400						
Gladwin	2,700	3,100	Beltrami	3,900	6,400	Stevens	2,400	3,000						
Gogebic	7,100	7,800	Benton	3,400	4,400	Swift	3,700	4,300						
Grand Trave	8,200	9,100	Big Stone	2,300	2,600	Todd	4,800	6,700						
Gratiot	9,100	10,500	Blue Earth	11,400	12,700	Traverse	1,800	2,100						
Hillsdale	9,100	10,300	Brown	5,900	8,000	Wabasha	4,300	4,800						
Houghton	9,700	10,800	Carlton	6,900	7,600	Wadena	2,200	3,400						
Huron	8,000	9,500	Carver	5,300	5,800	Waseca	3,900	4,700						
Ingham	57,300	61,300	Cass	3,000	4,900	Washington	12,700	14,000						
Ionia	10,400	11,500	Chippewa	4,200	4,900	Watsonwan	3,500	4,200						
Iosco	4,500	4,900	Chisago	3,700	4,000	Wilkin	2,300	2,800						
Iron	4,700	5,300	Clay	9,600	10,700	Winona	10,100	11,800						
Isabella	7,400	8,800	Clearwater	1,600	2,500	Wright	7,300	8,300						
Jackson	35,100	37,900	Cook	800	1,000	Yellow Medicine	3,900	4,600						
Kalamazoo	46,300	48,900	Cottonwood	3,700	4,800	Total	903,900	1,003,000						
MISSISSIPPI														
Adams 8,300 10,200														
Alcorn 5,900 7,400														
Amite 3,300 3,800														
Attala 4,800 5,700														
Benton 1,400 1,800														
Bolivar 9,400 13,300														
Calhoun 3,400 4,300														
Carroll 1,900 2,700														
Chickasaw 3,400 4,500														

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TV HOMES BY COUNTIES

TV Homes Feb. '62		Total Households Feb. '62		TV Homes Feb. '62		Total Households Feb. '62		TV Homes Feb. '62		Total Households Feb. '62		TV Homes Feb. '62		Total Households Feb. '62	
MISSISSIPPI—continued															
Choctaw	1,600	2,300	Perry	1,900	2,200	Carroll	3,900	4,700	St. Francois	9,600	11,000	Teton	1,700	2,100	
Claiborne	2,000	2,600	Pike	8,000	9,600	Carter	900	1,200	St. Louis	435,500	465,100	Toole	1,800	2,200	
Clarke	3,600	4,400	Pontotoc	4,100	4,900	Cass	7,800	9,100	Ste. Genevieve	2,800	3,300	Treasure	200	300	
Clay	3,800	5,000	Prentiss	4,100	5,100	Cedar	2,400	3,300	Saline	6,600	8,000	Valley	3,600	4,700	
Cochoma	9,800	11,900	Quitman	3,800	4,900	Chariton	3,400	4,300	Schuyler	1,400	1,700	Wheatland	700	900	
Copiah	6,100	7,100	Rankin	6,600	7,700	Christian	3,200	3,900	Scotland	1,900	2,200	Wibaux	300	400	
Covington	2,900	3,500	Scott	4,500	5,400	Clark	2,300	2,800	Scott	8,100	9,600	Yellowstone	21,900	24,400	
De Soto	4,600	5,500	Sharkey	2,000	2,500	Clay	25,200	26,800	Shannon	1,000	2,100	Total	166,800	204,300	
Forrest	13,200	14,800	Simpson	4,400	5,100	Clinton	3,500	3,900	Shelby	2,600	3,200				
Franklin	2,000	2,500	Smith	3,100	3,700	Coie	10,500	11,500	Stoddard	6,800	8,700				
George	2,400	2,800	Stone	1,400	1,800	Cooper	4,100	4,900	Stone	1,900	2,600				
Greene	1,500	2,000	Sunflower	8,400	10,300	Crawford	3,000	4,100	Sullivan	2,400	3,100				
Grenada	4,000	5,000	Tallahatchi	4,700	5,800	Dade	1,900	2,600	Taney	2,400	3,300				
Hancock	3,200	3,900	Tate	3,800	4,200	Dallas	2,400	3,200	Texas	3,800	5,500	NEBRASKA			
Harrison	27,900	31,700	Tippah	3,200	4,100	Daviess	2,300	3,400	Vernon	5,100	6,500	Adams	7,900	8,900	
Hinds	46,700	51,400	Tishomingo	2,900	4,000	DeKalb	2,100	2,400	Warren	2,100	2,600	Antelope	2,400	3,100	
Holmes	5,300	6,700	Tunica	3,400	4,000	Dent	2,200	3,400	Washington	2,900	3,900	Arthur	100	200	
Humphreys	3,700	4,500	Union	4,400	5,300	Douglas	2,000	2,900	Wayne	2,500	2,700	Banner	200	300	
Issaquena	700	800	Walsh	2,700	3,300	Dunklin	9,100	11,600	Webster	3,300	4,400	Blaine	200	300	
Ittawamba	3,300	4,200	Warren	10,300	12,300	Franklin	10,600	13,600	Worth	1,100	1,300	Boone	2,200	2,700	
Jackson	13,700	15,200	Washington	15,700	20,400	Gasconade	3,300	4,000	Wright	3,100	4,600	Box Butte	2,900	3,500	
Jasper	3,500	4,100	Wayne	3,400	4,100	Gentry	2,700	3,200	Total	1,216,800	1,385,800	Boyd	1,000	1,300	
Jefferson	1,900	2,500	Webster	2,200	2,900	Greene	37,800	41,700				Brown	1,000	1,400	
Jeff Davis	2,700	3,300	Wilkinson	2,700	3,200	Grundy	3,700	4,400				Buffalo	6,700	8,000	
Jones	13,600	15,900	Winston	4,300	4,900	Harrison	3,300	4,100				Burt	3,000	3,300	
Kemper	2,400	2,900	Yalobusha	2,300	3,300	Henry	5,400	6,700				Butler	2,800	3,200	
Lafayette	4,100	5,100	Yazoo	6,700	8,000	Hickory	1,000	1,500				Cass	4,900	5,400	
Lamar	3,100	3,700	Total	478,100	571,400	Holt	2,400	2,700				Cedar	3,100	3,500	
Lauderdale	17,000	19,300				Howard	2,800	3,400	MONTANA			Chase	1,200	1,400	
Lawrence	2,100	2,600	MISSOURI			Howell	4,300	7,000	Beaverhead	1,700	2,300	Cherry	1,900	2,400	
Leake	3,800	4,800	Adair	5,000	6,600	Iron	1,700	2,400	Big Horn	1,700	2,500	Cheyenne	3,800	4,300	
Lee	10,000	11,700	Andrew	3,100	3,600	Jackson	195,600	211,600	Blaine	1,500	2,200	Clay	2,500	2,800	
LeFlore	9,700	11,900	Atchison	2,600	3,000	Jasper	23,500	27,300	Broadwater	600	800	Colfax	2,900	3,100	
Lincoln	6,300	7,300	Audrain	7,400	8,300	Jefferson	17,400	19,200	Carbon	2,000	2,700	Cuming	2,900	3,600	
Lowndes	10,200	12,100	Barry	4,500	6,300	Johnson	6,800	8,500	Carter	300	700	Custer	4,200	5,200	
Madison	6,500	7,500	Barton	2,900	3,900	Knox	1,700	2,200	Cascade	20,100	22,600	Dakota	3,100	3,500	
Marion	5,300	6,100	Bates	4,800	5,600	Laclede	5,000	6,100	Chouteau	1,700	2,100	Dawes	2,200	2,900	
Marshall	4,400	5,200	Benton	2,500	3,100	Lafayette	7,100	8,200	Custer	3,000	4,100	Dawson	5,400	6,000	
Monroe	7,600	9,300	Bolling	2,000	2,700	Lawrence	6,200	7,700	Daniels	800	1,100	Deuel	800	1,000	
Montgomery	2,600	3,600	Boone	13,600	16,100	Lewis	3,100	3,500	Dawson	3,100	3,500	Dixon	2,100	2,400	
Neshoba	4,800	5,700	Buchanan	26,400	30,000	Lincoln	4,000	4,800	Deer Lodge	4,500	5,000	Dodge	9,400	10,300	
Newton	4,400	5,200	Butler	8,300	10,900	Linn	5,000	5,900	Fallon	800	1,100	Douglas	100,900	105,500	
Noxubee	3,300	3,900	Caldwell	2,700	3,200	Livingston	4,300	5,300	Fergus	3,100	4,100	Dundy	900	1,100	
Oktibbeha	4,700	6,000	Callaway	5,500	6,400	McDonald	2,900	3,900	Flathead	8,600	10,100	Fillmore	2,600	3,100	
Panola	5,700	7,100	Camden	2,100	3,100	Macon	4,800	5,800	Gallatin	6,000	7,800	Franklin	1,500	1,800	
Pearl River	5,200	6,100	Cape			Madison	2,000	2,900	Garfield	400	500	Frontier	1,200	1,400	
			Girardeau	11,400	12,900	Maries	1,600	2,200	Glacier	2,400	3,000	Furnas	2,000	2,600	
						Marion	8,700	9,900	Golden Valley	200	300	Gage	6,900	8,100	
						Mercer	1,400	2,000	Granite	700	900	Garden	900	1,100	
						Miller	3,400	4,400	Hill	4,200	5,200	Garfield	600	800	
						Mississippi	4,600	5,700	Jefferson	800	1,000	Gosper	600	700	
						Moniteau	3,100	3,500	Judith Basin	700	900	Grant	200	300	
						Monroe	3,100	3,600	Lake	2,600	3,800	Greeley	1,100	1,300	
						Montgomery	3,000	3,700	Lewis & Clark	7,500	9,000	Hall	10,100	11,300	
						Morgan	2,600	3,200	Liberty	500	700	Hamilton	2,500	2,700	
						New Madrid	6,100	8,200	Lincoln	2,900	3,600	Harlan	1,400	1,600	
						Newton	7,700	9,600	McCone	500	900	Hayes	400	500	
						Nodaway	5,700	6,800	Madison	1,300	1,600	Hitchcock	1,300	1,500	
						Oregon	1,800	3,200	Meagher	500	800	Holt	3,100	4,000	
						Osage	2,500	3,000	Mineral	600	800	Hooker	200	300	
						Ozark	1,400	2,100	Missoula	10,900	13,700	Howard	1,600	2,100	
						Pemiscot	7,700	10,400	Musselshell	1,300	1,500	Jefferson	3,300	3,900	
						Perry	3,400	4,100	Park	3,500	4,300	Johnson	1,600	2,000	
						Pettis	10,300	11,800	Petroleum	200	200	Kearney	1,800	2,000	
						Phelps	6,500	7,600	Phillips	1,200	1,800	Keith	2,200	2,400	
						Pike	4,500	5,500	Pondera	1,600	2,100	Keya Paha	400	500	
						Platte	6,400	7,000	Powder River	300	700	Kimball	2,000	2,300	
						Polk	3,700	4,700	Powell	1,700	2,000	Knox	3,200	4,000	
						Pulaski	6,700	8,300	Prairie	300	700	Lancaster	44,300	48,400	
						Putnam	1,800	2,500	Ravalli	3,200	3,900	Lincoln	7,200	8,900	
						Ralls	1,900	2,600	Richland	2,500	3,000	Logan	200	300	
						Randolph	6,400	7,800	Roosevelt	2,700	3,100	Loup	100	300	
						Ray	4,500	5,400	Rosebud	1,200	1,700	McPherson	100	200	
						Reynolds	1,000	1,500	Sanders	1,600	2,200	Madison	6,600	7,800	
						Ripley	1,900	2,900	Sheridan	1,500	1,800	Merrick	2,200	2,600	
						St. Charles	13,700	15,100	Silver Bow	13,100	15,300	Morrill	1,500	2,100	
						St. Clair	2,200	3,000	Stillwater	1,200	1,600	Nance	1,400	1,700	
									Sweet Grass	600	1,000	Nemaha	2,500	2,900	



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TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households		
Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62		
Nuckolls	2,300	2,600	Douglas	1,100	1,200	Burlington	55,300	57,300	Hidalgo	1,100	1,400	Columbia	13,800	14,500		
Otoe	4,800	5,300	Elko	2,700	3,700	Camden	111,000	115,900	Lea	13,600	15,600	Cortland	11,200	11,900		
Pawnee	1,300	1,700	Esmeralda	100	200	Cape May	14,100	16,200	Lincoln	1,900	2,300	Delaware	10,500	12,800		
Perkins	1,000	1,200	Eureka	200	200	Cumberland	28,900	32,000	Los Alamos	2,800	3,600	Dutchess	43,400	47,800		
Phelps	2,700	3,100	Humboldt	1,500	1,900	Essex	277,200	291,000	Luna	2,200	2,800	Erie	306,600	320,800		
Pierce	2,200	2,600	Lander	400	500	Gloucester	37,800	39,400	McKinley	5,800	7,800	Essex	8,900	10,000		
Platte	5,900	6,900	Lincoln	500	700	Hudson	188,900	198,600	Mora	1,000	1,500	Franklin	11,300	12,500		
Polk	2,000	2,200	Lyon	1,800	1,900	Hunterdon	14,700	16,300	Otero	9,100	10,300	Fulton	15,300	16,700		
Redwillow	3,500	4,200	Mineral	1,500	1,800	Mercer	74,400	77,800	Quay	2,700	3,600	Genesee	14,600	15,700		
Richardson	3,700	4,600	Nye	1,000	1,500	Middlesex	120,200	124,600	Rio Arriba	4,100	5,500	Greene	8,800	9,800		
Rock	500	800	Ormsby	2,200	2,400	Monmouth	92,900	98,800	Roosevelt	3,800	4,800	Hamilton	1,000	1,300		
Saline	3,900	4,300	Pershing	900	1,100	Morris	71,700	74,400	Sandoval	2,300	2,900	Herkimer	19,200	20,200		
Sarpy	7,400	8,100	Storey	100	200	Ocean	33,700	34,800	San Juan	12,200	14,500	Jefferson	23,800	26,200		
Saunders	4,500	5,400	Washoe	26,600	29,100	Passaic	121,900	127,600	San Miguel	4,200	5,400	Kings	803,800	853,700		
Scotts Bluff	9,000	10,200	White Pine	2,500	3,000	Salem	16,400	17,200	Santa Fe	10,100	11,800	Lewis	5,300	6,200		
Seward	3,100	4,000	Total	86,100	96,700	Somerset	39,600	41,200	Sierra	1,900	2,400	Livingston	10,800	12,000		
Sheridan	2,200	2,600	NEW HAMPSHIRE			Sussex	14,100	14,700	Socorro	2,100	2,600	Madison	14,600	15,300		
Sherman	1,300	1,600	Belknap	8,000	8,600	Union	146,400	152,900	Taos	2,400	3,800	Monroe	171,800	179,900		
Sioux	500	700	Carroll	4,500	5,000	Warren	18,500	19,400	Torrance	1,200	1,700	Montgomery	16,700	18,400		
Stanton	1,300	1,700	Cheshire	11,000	13,300	Total	1,754,900	1,840,400	Union	1,200	1,800	Nassau	353,500	364,900		
Stayer	2,300	3,000	Coos	10,200	10,900	NEW MEXICO			Valencia	8,000	9,700	New York	617,700	700,000		
Thomas	200	300	Grafton	11,200	14,200	Bernalillo	66,100	74,600	Total	216,700	259,100	Niagara	68,100	71,200		
Thurston	1,700	2,000	Hillsborough	51,300	54,400	Patron	200	800	NEW YORK			Oneida	73,400	76,900		
Valley	1,700	2,100	Merrimack	17,900	19,800	Chaves	13,900	16,000	Albany	81,400	86,300	Onondaga	120,400	125,900		
Washington	3,200	3,600	Rockingham	25,600	29,100	Colfax	2,600	3,900	Allegany	11,200	12,400	Ontario	18,200	19,500		
Wayne	2,600	2,800	Strafford	15,100	17,300	Curry	8,100	9,400	Bronx	443,300	465,700	Orange	49,400	54,600		
Webster	1,600	2,000	Sullivan	7,200	8,600	De Baca	600	800	Broome	61,100	64,000	Orleans	9,600	10,100		
Wheeler	200	300	NEW JERSEY			Dona Ana	12,600	15,200	Cattaraugus	21,300	23,700	Oswego	23,300	24,400		
York	3,800	4,400	Atlantic	49,100	53,000	Eddy	12,400	14,300	Cayuga	20,100	21,400	Otsego	13,900	15,500		
Total	386,300	437,100	Bergen	227,000	236,400	Grant	3,600	5,100	Chautauqua	41,500	46,000	Putnam	9,100	9,500		
NEVADA					Guadalupe	1,000	1,400	Chemung	26,100	29,500	Queens	565,200	591,300	Rensselaer	40,400	43,300
Churchill	2,300	2,500			Harding	300	500	Chenango	10,600	12,500	Richmond	58,300	62,400	Rockland	34,500	35,800
Clark	40,000	44,100						Clinton	16,400	18,100						

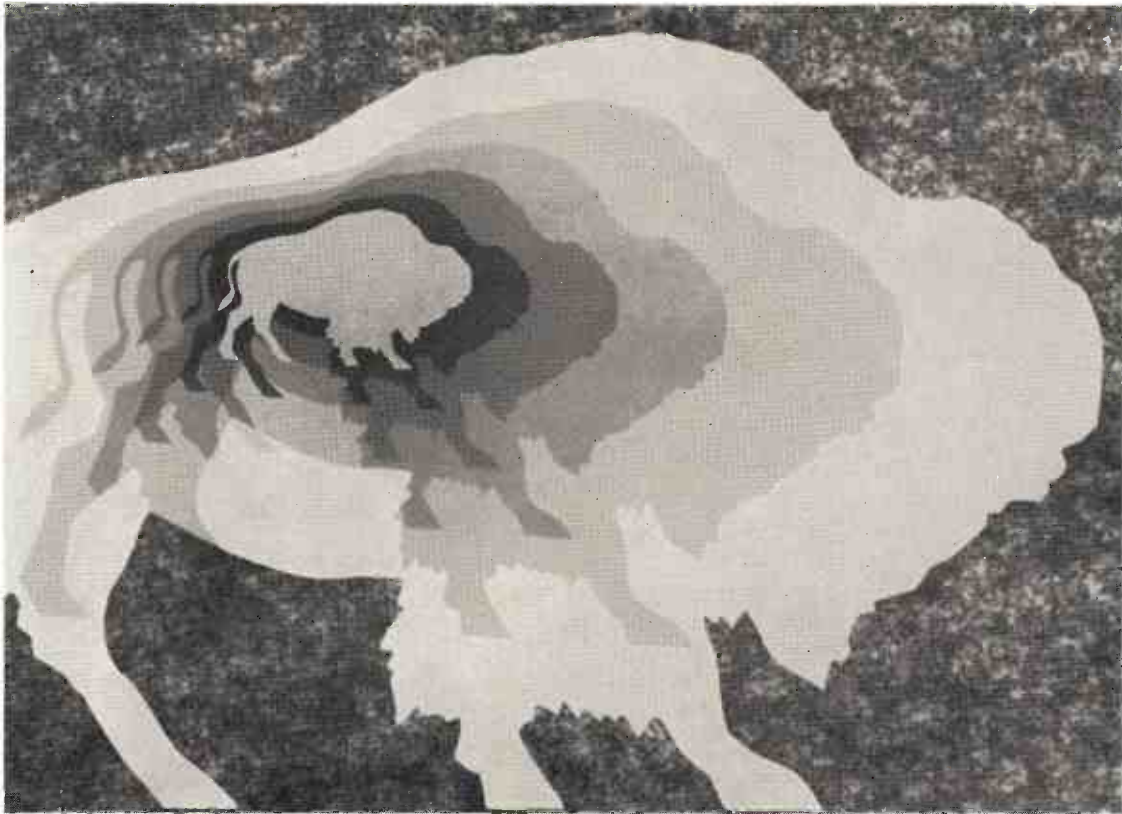
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WRGB puts your MESSAGE WHERE THE SALE BEGINS

Sales begin long before sales are made, and WRGB is there at the outset in the homes  and on the minds of the people  who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin.

WRGB
CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY



You reach more TV homes
MORE OFTEN MORE OFTEN MORE OFTEN
on WBEN-TV

It takes more than *radiated power* to bring your sales message into the 785,171 television homes of Western New York and Northeastern Pennsylvania.

Audience loyalty, a kind of comfortable feeling people have with an old friend, is a factor, too, and WBEN-TV has generated that feeling among more than 2.5 million people on the Niagara Frontier.

Since 1948, when Buffalo television was first pioneered on Channel 4, station policy of dynamic public service programming, plus top network affiliation, has built for WBEN-TV the largest audience. Loyal, they look to Channel 4 for quality entertainment and authoritative information. In terms of sales impact, your sales message is among good loyal friends on WBEN-TV.

And that means your TV dollars count for more on Channel 4.

*Get the facts from Harrington, Righter & Parsons,
National Representatives*

WBEN-TV

The Buffalo Evening News Station



CH.

4

CBS in Buffalo

TV HOMES BY COUNTIES

**LOOK
WHO'S
FIRST
IN
JOHNSTOWN-ALTOONA
TELEVISION...
WJAC-TV**

WJAC-TV topped the Johnstown-Altoona market in share-of-audience with 58. Its peak hour share (6-10 PM Monday through Sunday) was 59. For more information on the top-ranking station in Johnstown-Altoona call Harrington, Righter & Parsons.

	TV Homes Feb. '62	Total Households Feb. '62	TV Homes Feb. '62	Total Households Feb. '62
OREGON—continued				
Crook	2,500	2,800	Lancaster	72,100
Curry	3,600	4,500	Lawrence	29,700
Deschutes	6,400	7,400	Lebanon	23,700
Douglas	17,800	20,200	Lehigh	67,200
Gilliam	700	900	Luzerne	100,000
Grant	1,800	2,400	Lycoming	29,500
Harney	1,900	2,000	McKean	15,000
Hood River	3,500	4,200	Mercer	35,000
Jackson	21,400	23,700	Mifflin	12,000
Jefferson	1,600	2,000	Monroe	11,100
Josephine	7,700	9,800	Montgomery	145,700
Klamath	13,300	14,800	Montour	3,800
Lake	1,900	2,200	Northampton	58,500
Lane	44,900	49,600	Northumberland	28,400
Lincoln	7,100	8,100	Perry	6,500
Linn	15,800	17,700	Philadelphia	587,300
Malheur	6,000	6,600	Pike	2,500
Marion	33,500	35,900	Potter	4,300
Morrow	1,200	1,400	Schuylkill	46,600
Multnomah	166,000	179,800	Snyder	5,500
Polk	7,200	8,200	Somerset	20,300
Sherman	600	700	Sullivan	1,400
Tillamook	4,400	5,700	Susquehanna	8,200
Umatilla	10,800	13,300	Tioga	8,800
Union	4,300	5,800	Union	5,300
Wallowa	1,600	2,200	Venango	16,700
Wasco	5,600	6,300	Warren	11,100
Washington	25,700	28,000	Washington	61,600
Wheeler	700	800	Wayne	6,800
Yamhill	8,800	10,100	Westmoreland	98,700
Total	504,500	563,700	Wyoming	4,100
			York	68,900
			Total	3,148,200
				3,382,600

PENNSYLVANIA

Adams	12,300	14,800
Allegheny	464,900	487,700
Armstrong	20,400	23,700
Beaver	57,100	59,800
Bedford	10,000	12,300
Berks	81,300	88,000
Blair	38,600	41,500
Bradford	13,400	15,800
Bucks	84,800	88,100
Butler	28,700	32,500
Cambria	54,600	57,400
Cameron	2,100	2,200
Carbon	14,500	16,200
Centre	17,500	20,500
Chester	55,000	57,400
Clarion	9,700	10,700
Clearfield	20,700	24,100
Clinton	9,800	11,100
Columbia	14,400	16,500
Crawford	19,300	23,000
Cumberland	34,700	37,400
Dauphin	63,500	68,700
Delaware	153,000	159,700
Elk	9,500	10,500
Erie	70,100	73,500
Fayette	42,900	49,900
Forest	1,100	1,300
Franklin	20,800	26,500
Fulton	2,200	2,900
Greene	10,000	11,700
Huntingdon	9,600	11,500
Indiana	18,400	21,400
Jefferson	12,700	14,200
Junata	3,600	4,600
Lackawanna	66,900	70,400

RHODE ISLAND

Bristol	10,300	10,800
Kent	31,700	33,100
Newport	19,800	20,700
Providence	169,900	178,500
Washington	15,500	16,200
Total	247,400	259,500

SOUTH CAROLINA

Abbeville	4,600	5,700
Aiken	19,400	22,300
Allendale	1,900	2,800
Anderson	23,500	27,900
Bamberg	3,200	4,000
Barnwell	3,400	4,500
Beaufort	7,400	9,100
Berkeley	7,000	8,800
Calhoun	2,200	2,900
Charleston	49,800	56,200
Cherokee	7,600	9,300
Chester	6,700	7,900
Chesterfield	6,500	8,300
Clarendon	4,800	6,100
Colleton	5,400	7,000
Darlington	10,300	12,800
Dillon	5,100	6,800
Dorchester	4,900	6,000
Edgefield	3,100	3,800
Fairfield	3,700	4,900
Florence	16,800	20,700
Georgetown	6,400	7,900

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WFBC TV

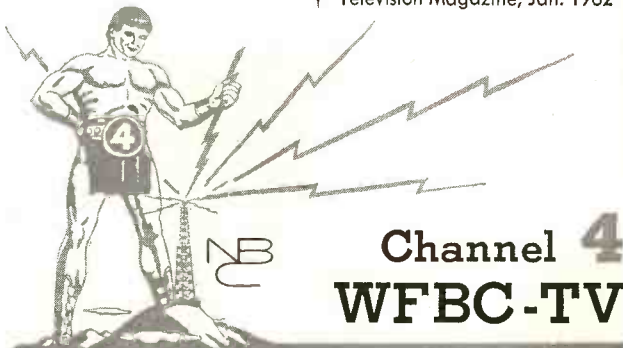
HAS TOTAL



IN THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Here, from the November 1961 ARB, are the comparisons for the three stations serving the Greenville-Spartanburg-Asheville market. WFBC-TV, "The Giant of Southern Skies," completely dominates this market of over 400,000 † Television Homes. Contact us or Avery-Knodel for complete details of this ARB, as well as the latest Nielsen survey.

† Television Magazine, Jan. 1962



Channel 4
WFBC-TV

SERVING GREENVILLE-SPARTANBURG-ASHEVILLE
Nationally Represented by Avery-Knodel, Inc.

SHARE OF METROPOLITAN AUDIENCE*

WFBC-TV	46
STA. "B"	25
STA. "C"	21

LEADING QUARTER HOURS*

WFBC-TV	300
STA. "B"	104
STA. "C"	16

AVERAGE HOMES REACHED*

WFBC-TV	34,900
STA. "B"	23,500
STA. "C"	13,800

*ARB—November, 1961. All results shown are for 9 AM to Midnight, Monday through Sunday.

	TV Homes	Total Households		TV Homes	Total Households		TV Homes	Total Households		TV Homes	Total Households		TV Homes	Total Households
	Feb. '62	Feb. '62		Feb. '62	Feb. '62		Feb. '62	Feb. '62		Feb. '62	Feb. '62		Feb. '62	Feb. '62
Bosque	3,200	3,800	Grimes	3,100	3,900	Mitchell	2,900	3,400	Wichita	32,800	36,500	Alleghany	6,900	8,300
Bowie	15,600	18,600	Guadalupe	6,900	8,200	Montague	4,500	5,200	Wilbarger	4,800	5,700	Amelia	1,400	1,800
Brazoria	18,500	21,000	Hale	9,500	10,600	Montgomery	6,500	8,000	Willacy	3,500	4,500	Amherst	3,900	5,200
Brazos	10,200	12,200	Hall	1,600	2,400	Moore	3,400	4,100	Williamson	9,200	10,600	Appomattox	1,800	2,400
Brewster	1,200	1,800	Hamilton	2,400	3,000	Morris	3,100	3,600	Wilson	2,900	3,500	Arlington	79,700	85,000
Briscoe	800	1,000	Hansford	1,600	1,800	Motley	500	900	Winkler	3,400	3,900	Augusta	15,200	20,500
Brooks	1,700	2,100	Hardeman	2,200	2,700	Nacogdoches	6,700	8,500	Wise	4,600	5,500	Bath	1,000	1,400
Brown	6,700	8,500	Hardin	5,900	7,200	Navarro	9,900	11,300	Wood	4,700	5,800	Bedford	6,600	8,300
Burleson	2,800	3,500	Harris	341,200	378,300	Newton	2,100	2,800	Yoakum	2,100	2,300	Bland	1,100	1,400
Burnet	2,500	2,900	Harrison	11,000	13,100	Nolan	5,300	6,000	Young	5,200	5,800	Botetourt	3,900	4,600
Caldwell	4,100	5,100	Hartley	500	600	Nueces	52,900	59,000	Zapata	600	1,000	Brunswick	3,500	4,200
Calhoun	3,300	4,300	Haskell	2,900	3,600	Ochiltree	2,400	2,800	Zavala	1,800	2,800	Buchanan	6,200	8,100
Callahan	2,000	2,700	Hays	4,400	5,200	Oldham	400	500	Total	2,462,900	2,829,400	Buckingham	2,000	2,700
Cameron	29,200	35,900	Hemphill	700	1,000	Orange	14,400	16,600				Campbell	21,000	25,100
Camp	2,100	2,500	Henderson	5,700	6,900	Palo Pinto	6,100	6,900				Caroline	2,600	3,000
Carson	1,900	2,200	Hidalgo	33,000	41,200	Panola	4,100	5,000				Carroll	6,200	7,900
Cass	5,800	7,000	Hill	6,900	8,000	Parker	6,200	7,200				Charlottesville	900	1,100
Castro	2,100	2,400	Hockley	5,100	6,200	Parmer	2,300	2,700	UTAH			Charles City	2,700	3,400
Chambers	2,600	3,000	Hood	1,700	1,800	Pecos	2,700	3,300	Beaver	1,000	1,200	Chesterfield	19,200	19,800
Cherokee	8,100	9,700	Hopkins	4,500	6,300	Polk	2,900	4,100	Box Elder	6,000	6,700	Clarke	1,700	2,100
Childress	2,100	1,800	Houston	4,400	5,400	Potter	32,800	34,900	Cache	8,300	9,900	Craig	800	900
Clay	2,300	2,700	Howard	10,000	11,500	Presidio	900	1,400	Carbon	4,700	5,900	Culpeper	3,500	4,100
Cochran	1,400	1,700	Hudspeth	600	800	Rains	700	1,000	Daggett	100	300	Cumberland	1,300	1,600
Coke	900	1,100	Hunt	10,900	12,800	Randall	8,700	10,400	Davis	14,900	16,200	Dickenson	3,800	4,600
Coleman	3,400	4,300	Hutchinson	9,000	10,300	Reagan	1,000	1,100	Duchesne	1,300	1,700	Dinwiddie	12,900	15,100
Collin	10,900	13,000	Irion	200	300	Real	300	600	Emery	1,200	1,500	Essex	1,300	1,700
Collingsworth	1,500	2,000	Jack	2,300	2,500	Red River	3,700	5,000	Garfield	700	900	Fairfax	71,300	76,000
Colorado	4,400	5,600	Jackson	3,100	3,900	Reeves	4,100	4,700	Grand	1,200	2,000	Fauquier	5,600	6,300
Comal	4,900	5,800	Jasper	5,100	6,300	Refugio	2,500	3,000	Iron	2,200	2,900	Floyd	2,200	2,900
Comanche	3,100	4,300	Jeff Davis	300	400	Roberts	200	300	Juab	1,200	1,300	Fluvanna	1,400	1,800
Concho	900	1,100	Jefferson	68,200	73,600	Robertson	4,100	4,900	Kane	500	700	Franklin	5,200	6,700
Cooke	5,900	7,100	Jim Hogg	800	1,200	Rockwall	1,600	1,700	Millard	1,600	2,100	Frederick	9,100	11,000
Coryell	4,900	5,800	Jim Wells	7,400	8,700	Runnels	4,000	4,700	Morgan	600	700	Giles	3,800	4,600
Cottle	900	1,300	Johnson	9,500	11,100	Rusk	9,300	11,200	Piute	300	400	Gloucester	3,100	3,500
Crane	1,200	1,300	Jones	5,300	6,300	Sabine	1,500	2,100	Rich	300	400	Goochland	1,800	2,000
Crockett	800	1,100	Karnes	3,000	3,900	San Augustine	1,800	2,200	Salt Lake	103,400	110,200	Grayson	3,500	4,800
Crosby	2,500	2,900	Kaufman	7,200	8,400	San Jacinto	1,400	1,800	San Juan	1,600	2,100	Greene	700	1,100
Culberson	600	700	Kendall	1,400	1,900	San Patricio	9,800	11,200	Sanpete	3,000	3,300	Greensville	3,300	4,000
Dallam	1,800	2,000	Kenedy	100	200	San Saba	1,400	2,100	Sevier	2,700	3,000	Halifax	7,900	9,900
Dallas	279,200	299,500	Kent	400	500	Schleicher	700	800	Summit	1,400	1,600	Hanover	6,100	7,300
Dawson	4,500	5,500	Kerr	4,000	5,100	Scurry	5,000	5,900	Tooele	4,000	4,700	Henrico	91,200	102,000
Deaf Smith	3,200	3,700	Kimble	800	1,300	Schackelford	1,200	1,400	Uintah	2,500	2,900	Henry	13,700	15,700
Delta	1,600	2,000	King	100	100	Shelby	4,700	6,300	Utah	23,800	26,600	Highland	700	900
Denton	12,200	14,200	Kinney	300	600	Sherman	700	800	Wasatch	1,200	1,400	Isle of Wight	3,600	4,300
DeWitt	5,000	6,400	Kleberg	6,200	7,600	Smith	23,300	26,400	Washington	1,900	2,800	James City	3,700	4,200
Dickens	1,300	1,600	Knox	2,000	2,500	Somervell	700	900	Wayne	400	400	King and Queen	1,100	1,500
Dimmit	1,400	2,200	Lamar	7,700	11,400	Starr	2,700	3,700	Weber	29,200	31,100	King George	1,600	1,900
Donley	1,200	1,500	Lamb	5,500	6,500	Stephens	2,700	3,100	Total	222,500	246,000	King William	1,700	1,900
Duval	2,600	3,300	Lampasas	2,600	3,000	Sterling	200	300				Lancaster	2,300	2,600
Eastland	5,700	7,100	LaSalle	1,000	1,500	Stonewall	800	900				Lee	5,300	6,600
Ector	25,000	27,400	Lavaca	4,200	6,300	Sutton	800	1,100				Loudoun	5,300	6,500
Edwards	500	700	Lee	2,000	2,800	Swisher	2,600	3,100				Louisa	2,500	3,300
Ellis	11,400	13,200	Leon	2,400	3,100	Tarrant	153,600	168,600	VERMONT			Lunenburg	2,700	3,300
El Paso	71,500	80,900	Liberty	7,800	9,300	Taylor	27,300	29,900	Addison	4,300	5,200	Madison	1,400	2,200
Erath	4,700	5,700	Limestone	4,800	6,100	Terrill	400	700	Bennington	6,100	7,500	Mathews	1,900	2,200
Falls	5,100	6,600	Lipscomb	800	1,000	Terry	3,900	4,600	Caledonia	5,900	6,800	Mecklenburg	6,200	7,900
Fannin	6,400	8,100	Live Oak	1,500	2,000	Throckmorton	700	900	Chittenden	18,000	20,100	Middlesex	1,500	1,800
Fayette	5,000	6,700	Llano	1,500	1,900	Titus	4,400	5,400	Essex	1,500	1,600	Montgomery	9,700	11,200
Fisher	2,100	2,400	Loving	100	100	Tom Green	16,700	19,600	Franklin	7,300	8,100	Nansemond	10,000	11,800
Floyd	3,200	3,600	Lubbock	40,000	45,400	Travis	52,900	60,300	Grand Isle	700	800	Nelson	2,700	3,300
Foard	800	1,000	Lynn	2,600	3,100	Trinity	1,700	2,400	Lamoille	2,800	3,000	New Kent	800	1,100
Fort Bend	9,400	10,500	McCulloch	2,000	3,000	Tyler	2,600	3,200	Orange	3,600	4,400	Newport News	48,600	55,200
Franklin	1,300	1,700	McLennan	40,700	46,000	Upshur	4,400	5,900	Orleans	4,500	5,500	Norfolk	116,100	135,100
Freestone	3,000	4,000	McMullen	200	300	Upton	1,500	1,700	Rutland	11,500	13,500	Northampton	4,100	4,900
Frio	1,800	2,500	Madison	1,500	2,000	Uvalde	3,600	4,600	Washington	11,100	12,300	Northumberland	2,400	2,800
Gaines	2,900	3,500	Marion	1,900	2,300	Val Verde	4,400	6,300	Windham	7,300	8,900	Nottoway	3,400	4,100
Galveston	38,400	42,900	Martin	1,100	1,400	Van Zandt	5,100	6,400	Windsor	10,700	12,700	Orange	2,900	3,600
Garza	1,600	1,900	Mason	800	1,300	Victoria	10,900	13,100	Total	95,900	111,200	Page	3,900	4,500
Gillespie	2,300	3,300	Matagorda	5,700	7,400	Walker	4,100	5,000				Patrick	3,200	4,000
Glasscock	200	300	Maverick	1,400	3,300	Waller	2,500	3,100				Pittsylvania	23,300	28,700
Goliad	1,100	1,600	Medina	4,100	4,900	Ward	3,500	4,100				Powhatan	1,200	1,400
Gonzales	4,200	5,300	Menard	500	900	Washington	4,500	6,000	VIRGINIA			Prince Edward	2,700	3,700
Gray	9,100	10,000	Midland	20,000	21,200	Webb	12,200	15,000	Accomac	8,000	9,500	Prince George	10,100	12,300
Grayson	20,800	23,600	Milam	5,300	7,000	Wharton	9,000	10,700	Albemarle	13,300	17,600	Princess Anne	19,500	22,200
Gregg	19,200	21,800	Mills	1,200	1,600	Wheeler	2,000	2,600				Prince William	11,800	12,700

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TV HOMES BY COUNTIES

TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households	TV Homes		Total Households			
Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62	Feb. '62			
VIRGINIA—continued			Island	5,200	5,700	Hancock	10,100	11,200	WISCONSIN			Oconto	6,000	7,000
Pulaski	6,400	7,401	Jefferson	2,500	2,900	Hardy	1,800	2,500	Adams	1,700	2,400	Oneida	5,700	6,500
Rappahannock	1,200	1,400	King	296,200	312,800	Harrison	21,200	23,600	Ashland	4,500	5,100	Outagamie	25,900	27,400
Richmond	1,400	1,700	Kittitas	24,200	26,200	Jackson	4,400	5,100	Barron	8,500	10,100	Ozaukee	9,900	10,700
Roanoke	43,900	47,500	Klickitat	3,300	4,100	Jefferson	4,600	5,200	Bayfield	3,000	3,500	Pepin	1,700	2,000
Rockbridge	6,700	8,000	Lewis	11,400	13,600	Kanawha	66,100	73,200	Brown	32,300	33,800	Pierce	5,600	6,200
Rockingham	11,300	14,400	Lincoln	3,100	3,500	Lewis	4,500	5,200	Buffalo	3,000	4,000	Polk	6,600	7,400
Russell	4,800	6,400	Mason	4,900	5,200	Lincoln	4,000	4,900	Burnett	2,200	2,800	Portage	9,100	10,100
Scott	5,100	6,600	Okanogan	6,400	7,800	Logan	13,000	15,100	Calumet	5,300	5,900	Price	3,500	4,300
Shenandoah	5,500	6,500	Pacific	4,200	5,000	McDowell	14,100	17,500	Chippewa	10,000	11,900	Racine	39,600	41,400
Smyth	6,400	7,800	Pend Oreill	1,800	2,200	Marion	17,600	19,700	Clark	7,000	8,700	Richland	4,300	5,100
Southampton	5,800	6,600	Pierce	91,800	96,200	Marshall	9,500	10,800	Columbia	9,300	10,900	Rock	30,800	34,000
Spotsylvania	6,300	7,600	San Juan	900	1,000	Mason	5,600	6,600	Door	3,600	4,500	Rusk	3,300	4,200
Stafford	3,600	4,600	Skagit	14,000	15,900	Mercer	16,500	19,200	Dane	58,800	64,700	St. Croix	7,500	8,100
Surry	1,200	1,500	Skamania	1,300	1,600	Mineral	5,200	6,400	Dodge	14,900	17,900	Sauk	8,500	10,500
Sussex	2,400	2,900	Snohomish	47,400	53,300	Mingo	8,000	9,600	Douglas	5,200	6,100	Sawyer	2,300	2,900
Tazewell	9,200	11,400	Spokane	84,200	89,000	Monongalia	13,900	16,000	Dunn	12,700	13,600	Shawano	8,200	9,500
Warren	3,400	4,200	Stevens	4,200	5,400	Monroe	2,300	3,100	Eau Claire	6,300	7,400	Sheboygan	23,700	26,300
Washington	12,200	15,000	Thurston	16,800	17,600	Morgan	2,100	2,500	Florence	14,800	17,200	Taylor	4,100	4,700
Westmoreland	2,400	2,900	Wahkiakum	900	1,000	Nicholas	5,200	6,500	Fond Du Lac	19,300	21,100	Trempealeau	5,800	6,800
Wise	10,800	12,300	Walla Walla	10,800	12,700	Ohio	20,700	21,800	Forest	1,600	2,100	Vernon	6,400	7,500
Wythe	5,100	5,900	Whatcom	19,800	22,400	Pendleton	1,400	2,000	Grant	10,900	12,400	Vilas	2,200	3,000
York	5,200	6,000	Whitman	7,500	8,900	Pleasants	1,700	1,900	Green	6,400	7,700	Walworth	14,400	15,600
Total	945,000	1,098,000	Yakima	38,000	43,600	Preston	6,100	7,200	Kenosha	28,800	30,100	Washburn	2,500	3,200
			Total	830,300	905,600	Putnam	5,200	6,400	Green Lake	4,200	4,800	Washington	11,300	12,700
						Raleigh	17,800	20,900	Iowa	4,500	5,400	Waukesha	42,800	44,200
						Randolph	5,200	7,000	Iron	2,200	2,400	Waupaca	9,200	10,600
						Ritchie	2,600	3,300	Jackson	3,700	4,400	Wausara	3,500	4,200
						Roane	3,200	4,100	Jefferson	13,300	14,900	Winnebago	28,400	31,400
						Summers	3,300	4,200	Juneau	4,200	5,200	Wood	14,600	16,300
						Taylor	3,700	4,500	Kenosha	28,800	30,100	Total	1,059,300	1,159,200
						Tucker	1,800	2,200	Kewaunee	4,300	5,000			
						Tyler	2,300	3,000	La Crosse	19,100	21,200			
						Upshur	3,600	5,100	Lafayette	4,100	5,000			
						Wayne	8,800	10,500	Langlade	4,900	5,600			
						Webster	2,500	3,400	Lincoln	5,800	6,600			
						Wetzel	4,900	5,600	Manitowoc	19,500	21,600			
						Wirt	900	1,200	Marathon	21,400	24,500			
						Wood	21,300	23,600	Marinette	8,800	10,100			
						Wyoming	6,800	8,300	Marquette	2,100	2,600			
						Total	448,700	522,700	Milwaukee	308,500	319,400			
									Monroe	7,100	8,300			

WASHINGTON

Adams	2,700	2,900
Asotin	3,500	4,100
Benton	14,900	17,700
Chelan	10,700	13,400
Clallam	8,000	9,300
Clark	27,000	28,900
Columbia	1,200	1,500
Cowlitz	16,400	17,900
Douglas	3,600	4,300
Ferry	800	1,100
Franklin	6,000	6,900
Garfield	800	900
Grant	11,800	13,300
Grays Harbor	15,100	17,700

WEST VIRGINIA

Barbour	3,100	4,200
Berkeley	8,700	9,800
Boone	6,100	7,200
Braxton	3,100	4,100
Brooke	7,300	8,100
Cabell	30,100	33,100
Calhoun	1,500	2,100
Clay	2,200	2,800
Doddridge	1,450	2,000
Fayette	13,500	16,400
Gilmer	1,500	2,200
Grant	1,500	2,200
Greenbrier	7,700	9,500
Hampshire	2,700	3,200

Serving The Great

"WYNECO" MARKET

*The Tri-State Area Wyoming-Nebraska-Colorado

KFBC-TV
CHEYENNE, WYO. CH. 5

KSTF
SCOTTSBLUFF, NEBR. CH. 10

BUY BOTH FOR THE LOW SINGLE STATION RATE

- Over 400,000 Population
- 116,851 Households
- Over 90,000 TV Homes

The Brightest Picture of America's
Best Programs From CBS-ABC-NBC
Beamed From The Top of The Rockies.

WYOMING

Albany	5,200	6,300
Big Horn	2,600	3,400
Campbell	1,200	1,800
Carbon	3,300	4,600
Converse	1,600	2,000
Crook	900	1,300
Fremont	5,700	7,200
Goshen	3,100	3,600
Hot Springs	1,600	2,000
Johnson	1,300	1,700
Laramie	16,900	18,600
Lincoln	1,800	2,500
Natrona	13,600	15,600
Niobrara	1,000	1,200
Park	3,900	4,900
Platte	1,500	2,200
Sheridan	4,700	5,900
Sublette	800	1,100
Sweetwater	4,300	5,500
Teton	700	900
Uinta	1,800	2,000
Washakie	2,100	2,500
Weston	1,100	2,300
Yellowstone		100
Total	82,800	100,400

ALASKA

Juneau	2,000	3,100
Anchorage	20,700	22,800
Fairbanks	9,500	11,500
3 Areas Total	32,400	37,600

HAWAII

Honolulu	109,100	120,200
Outer Islands	27,200	35,900
Total	136,300	156,100

Total U.S. 48,533,000 53,897,000

TV homes and total households,
© TELEVISION MAGAZINE; fur-
ther reproduction not licensed.

Spot: \$42,267,700
network: 40,163,602

That's Procter & Gamble's investment
in television advertising for the first
nine months of 1961.

**SPOT is the No. 1 medium with P. & G.,
America's No. 1 television advertiser.**

For true flexibility,
for market-by-market sales impact,
make SPOT your No. 1 medium, too.

Latest available figures on gross expenditures, time costs only,
January through September 1961, as furnished by TVB.

YOU CAN DO BETTER

WITH SPOT...

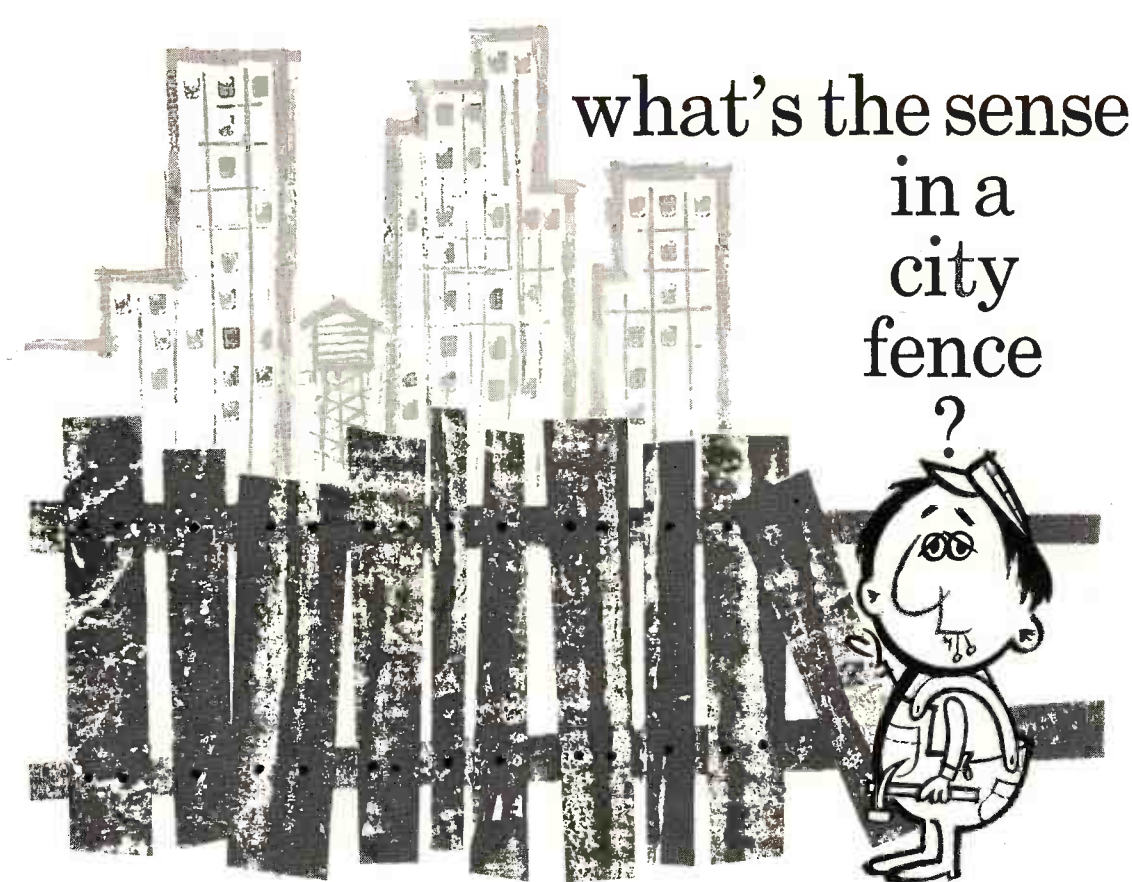
MUCH BETTER!



THE KATZ AGENCY, INC.

National Representatives

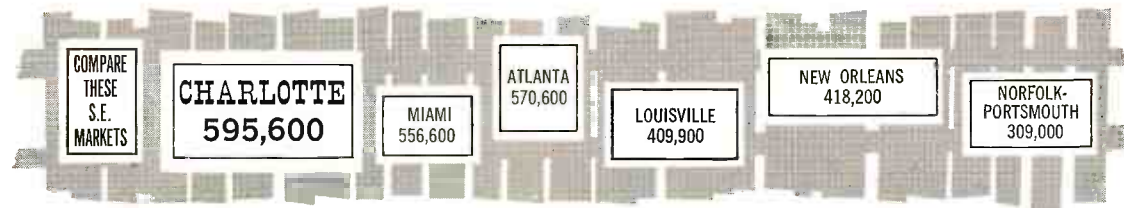
NEW YORK • CHICAGO • DETROIT • ATLANTA • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • MINNEAPOLIS • BOSTON



what's the sense
in a
city
fence

the Charlotte TV MARKET is First in the Southeast with 595,600 Homes*

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation. Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison . . . **BUT the total Charlotte TV Market is first in the Southeast with 595,600 TV Homes.*** Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."***

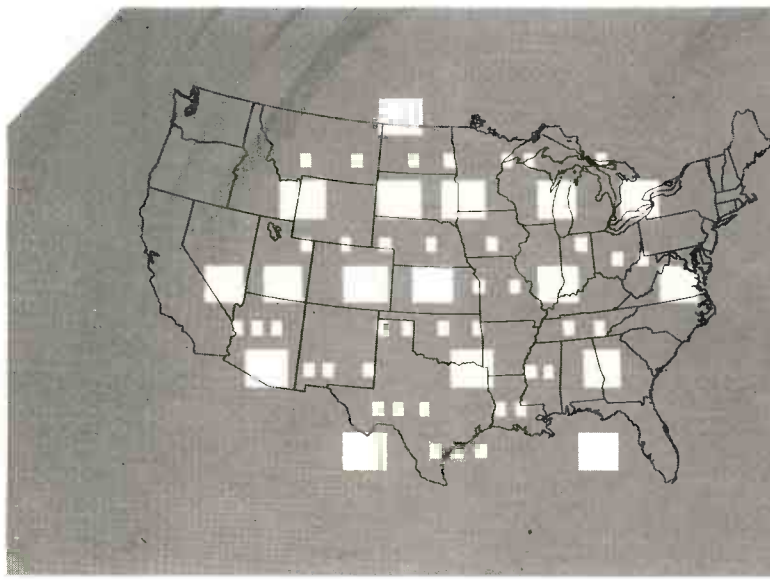


WBTV

CHANNEL 3  CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

* Television Magazine—1962
** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered



Television Markets vs. Standard Metropolitan Markets

THE CONCEPT of television coverage departs drastically from traditional definitions of retail markets or metropolitan county areas. The TV market is a unique development in sales and advertising. It generally includes several trading areas.

The difference between TV and metro areas can be dramatic, not only in small markets, but also in major market areas. For example, the coverage of the television stations in Cleveland includes approximately 742,000 television homes outside of Cleveland proper. These homes represent millions in retail sales and even more in effective buying income that is not listed in the metropolitan area breakdowns for this market.

The extent of the difference between TV markets and metropolitan areas is clearly illustrated in the following comparisons of the television markets as defined by TELEVISION MAGAZINE's research department and the metropolitan statistical areas reported in the 1960 Bureau of the Census Reports.

Where no data appears in the metro-area column, the city is not large enough to be ranked on a metro-area basis. Where there is an adjacent metropolitan area covered by the market, this information is reported by a footnote.

"DI" indicates that the data for the television market is inadequate. For intermixed markets, only VHF data is shown. A dagger (†) indicates UHF TV homes.

	TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)
Aberdeen, S.D.	25.4	30.8
Abilene, Tex.	79.4	32.6	92.9	36.2
Ada, Okla.	83.0	100.8
Akron, Ohio	†69.3	154.1
Albany, Ga.	159.6	18.0	200.3	20.6
Albany-Schenectady-Troy, N.Y.	420.0	193.9	454.4	205.2
Albuquerque, N.M.	152.6	66.1	185.0	74.6
Alexandria, La.	105.5	25.2	133.4	29.9
Alexandria, Minn.	103.1	127.5
Alpine, Tex.	D. I.
Altoona, Pa.	305.3	38.6	345.6	41.5

	TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)
Amarillo, Tex.	117.1	41.5	135.3	45.3
Ames, Iowa	282.1 ¹	313.1
Anchorage, Alaska	20.8	22.8
Anderson, S.C.	D. I.
Ardmore, Okla.	35.1	43.9
Asheville, N.C., Greenville-Spartanburg, S.C.	437.7 ²	122.3	520.5	142.2
Atlanta, Ga.	570.6	274.2	655.6	299.4
Augusta, Ga.	197.6	51.1	242.9	57.7
Austin, Minn.	179.7 ³	202.5
Austin, Tex.	141.5	52.9	169.9	60.3
Bakersfield, Calif.	138.3	83.4	150.3	87.1

1. See Des Moines, Iowa.
2. Combined Standard Metropolitan Area shown.

3. See Rochester, Minn., or Mason City, Iowa.

TV MARKETS VS. METROPOLITAN MARKETS

	TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)			TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)		Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)
Baltimore, Md.	722.5	474.8	788.6	506.8	Dothan, Ala.	111.9	145.2
Bangor, Me.	100.9	31.2	112.8	34.8	Duluth, Minn.-Superior, Wis.	159.5	80.3	182.7	85.3
Baton Rouge, La.	281.7	55.7	335.7	62.7	Durham-Raleigh, N.C.	343.8 ¹⁷	68.6	406.9	77.8
Bay City-Saginaw-Flint, Mich.	384.7 ¹	180.0	417.4	191.1	Eau Claire, Wis.	88.1	24.8	102.6	29.1
Beaumont-Port Arthur, Tex.	160.4	82.6	183.1	90.2	El Dorado, Ark.-Monroe, La.	167.4 ¹⁸	25.6	209.5	29.5
Bellingham, Wash.	48.1	19.8	54.3	22.4	Elkhart-South Bend, Ind.	†140.3 ¹⁹	88.5	213.7	103.0
Big Spring, Tex.	20.0	23.1	El Paso, Tex.	100.8	71.5	116.5	80.9
Billings, Mont.	58.8	21.9	71.3	24.4	Ensign, Kan.	36.8	44.9
Binghamton, N.Y.	232.5	61.1	259.5	64.0	Ephrata, Wash.	5.1	13.3
Birmingham, Ala.	431.1	154.9	548.7	183.6	Erie, Pa.	165.9	70.1	182.9	73.5
Bismarck, N.D.	46.1	55.5	Eugene, Ore.	101.1	44.9	115.4	49.6
Bloomington, Ind.	653.7 ²	726.5	Eureka, Calif.	51.5	60.7
Bluefield, W.Va.	138.7	169.8	Evansville, Ind.-Henderson, Ky.	215.9 ²⁰	54.1	260.1	60.9
Boise, Idaho	78.5	40.6	89.9	46.2	Fairbanks, Alaska	9.6	11.5
Boston, Mass.	1,774.2	877.8	1,888.8	931.4	Fargo, N.D.	150.0	27.4	179.8	30.4
Bristol, Va.-Johnson City-Kingsport, Tenn.	188.1 ³	63.2	240.0	76.3	Flint-Bay City-Saginaw, Mich.	384.7 ²¹	180.0	417.4	191.1
Bryan, Tex.	44.9	55.9	Florence, Ala.	†21.0 ²²	21.0	30.2	30.2
Buffalo, N.Y.	568.8	374.7	607.3	392.0	Florence, S.C.	154.8	193.3
Burlington, Vt.	160.1	18.0	181.8	20.1	Ft. Dodge, Iowa	†29.3	45.5
Butte, Mont.	54.6 ⁴	17.6	67.2	20.3	Ft. Myers, Fla.	29.2	33.2
Cadillac, Mich.	113.5	129.5	Ft. Smith, Ark.	67.6	17.8	88.7	21.1
Cape Girardeau, Mo.	237.6	297.0	Ft. Wayne, Ind.	†165.3	64.5	209.2	69.6
Carlsbad, N.M.	12.4	14.3	Fort Worth-Dallas, Tex.	734.4 ²³	476.8	825.9	519.6
Carthage-Watertown, N.Y.	91.1 ⁵	23.8	99.7	26.2	Fresno, Calif.	188.9	100.9	259.8	108.7
Casper, Wyo.	42.4	13.6	51.5	15.6	Glendive, Mont.	3.8	4.6
Cedar Rapids-Waterloo, Iowa	302.6 ⁶	75.0	331.1	78.8	Goodland, Kan.	16.5	21.0
Champaign, Ill.	322.2 ⁷	35.7	364.1	42.9	Grand Forks, N.D.	37.8 ²⁴	20.9	43.1	23.4
Charleston, S.C.	139.9	49.8	171.1	56.2	Grand Junction, Colo.	27.5	34.0
Charleston-Huntington, W.Va.	423.8 ⁸	132.1	512.0	147.9	Grand Rapids-Kalamazoo, Mich.	543.3 ²⁵	147.5	591.0	156.0
Charlotte, N.C.	595.6	71.1	699.1	78.3	Great Bend-Hays, Kan.	137.3	163.8
Chattanooga, Tenn.	205.3	72.5	248.2	83.3	Great Falls, Mont.	55.8	20.1	57.0	22.6
Cheboygan, Mich.	35.9	42.4	Green Bay, Wis.	307.3	32.3	341.1	33.8
Cheyenne, Wyo.	88.0	16.9	104.1	18.6	Greensboro-Winston-Salem, N.C.	382.4 ²⁶	115.6	442.6	125.8
Chicago, Ill.	2,229.5	1,822.7	2,367.9	1,925.2	Greenville-Spartanburg, S.C.-Asheville, N.C.	406.6 ²⁷	122.3	481.4	142.2
Chico, Calif.	123.1	142.9	Greenville-Washington, N.C.	212.4	255.7
Cincinnati, Ohio	731.8	299.0	805.7	329.0	Greenwood, Miss.	77.3	99.2
Clarksburg, W.Va.	95.0	21.2	111.9	23.6	Hannibal, Mo.-Quincy, Ill.	159.7 ²⁸	19.6	183.9	21.7
Cleveland, Ohio	1,262.5	521.5	1,345.2	545.4	Harlingen-Westaco, Tex.	69.3 ²⁹	29.3	86.3	35.9
Clovis, N.M.	19.1	23.1	Harrisburg, Ill.	191.4	236.4
Colorado Springs-Pueblo, Colo.	93.3 ⁹	68.6	108.6	76.8	Harrisburg, Pa.	†126.0	95.3	152.2	106.1
Columbia-Jefferson City, Mo.	124.5	148.4	Harrisonburg, Va.	67.5	86.8
Columbia, S.C.	222.4	54.7	271.8	63.5	Hartford-New Britain, Conn.	702.9	198.8	743.6	209.8
Columbus, Ga.	182.1	48.8	229.0	56.6	Hastings, Neb.	103.0	120.4
Columbus, Miss.	75.6	95.2	Hattiesburg, Miss.	56.2	65.2
Columbus, Ohio	471.5	196.4	512.8	204.9	Henderson, Ky.-Evansville, Ind.	207.0 ³⁰	54.1	248.4	60.9
Coos Bay, Ore.	13.2	16.9	Helena, Mont.	7.5	9.0
Corpus Christi, Tex.	107.2	52.9	123.9	59.0	Henderson-Las Vegas, Nev.	44.5 ³¹	40.0	50.1	44.1
Dallas-Ft. Worth, Tex.	736.8 ¹⁰	476.8	829.1	519.6	Holyoke-Springfield, Mass.	†175.7	147.0	194.3	158.9
Davenport, Iowa-Rock Island, Ill.	327.6 ¹¹	76.8	359.0	82.5	Honolulu, Hawaii	136.4	156.1
Dayton, Ohio	487.5	197.3	525.4	206.3	Hot Springs, Ark.	13.5	16.5
Daytona Beach-Orlando, Fla.	288.0 ¹²	136.1	321.9	149.0	Houston, Tex.	498.0	341.2	553.4	378.3
Decatur, Ala.	†39.6 ¹³	82.4	Huntington-Charleston, W.Va.	419.0 ³²	132.1	506.7	147.9
Decatur, Ill.	†125.1	35.1	150.9	37.5	Huntsville, Ala.	†17.6	41.6
Denver, Colo.	348.8	266.5	391.2	297.2	Hutchinson-Wichita, Kan.	276.7 ³³	114.8	317.4	125.2
Des Moines, Iowa	264.3	80.5	291.2	85.2	Idaho Falls-Pocatello, Idaho	63.4	72.6
Detroit, Mich.	1,541.2	1,055.7	1,623.1	1,101.8					
Dickinson, N.D.	18.3	22.7					

4. Combined Standard Metropolitan Area shown.
5. See Indianapolis, Ind.
6. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.
7. Standard Metropolitan Area listed as Butte-Anaconda.
8. Watertown only.
9. Combined Standard Metropolitan Area shown.
10. Standard Metropolitan Area listed as Champaign-Urbana.
11. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.
12. Combined Standard Metropolitan Area shown.
13. Combined Standard Metropolitan Area shown.
14. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.
15. Combined Standard Metropolitan Area shown.
16. See Florence, Ala.
17. Combined Standard Metropolitan Area shown.
18. Standard Metropolitan Area listed as Monroe-West Monroe.

19. Combined Standard Metropolitan Area shown.
20. Evansville only.
21. Combined Standard Metropolitan Area shown.
22. Standard Metropolitan Area listed as Florence-Sheffield-Tusculum-Muscle Shoals.
23. Combined Standard Metropolitan Area shown.
24. Standard Metropolitan Area listed as Grand Forks-East Grand Forks.
25. Combined Standard Metropolitan Area shown.
26. Standard Metropolitan Area listed as Greensboro-High Point-Winston-Salem.
27. Combined Standard Metropolitan Area shown.
28. Quincy only.
29. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.
30. Evansville only.
31. Las Vegas only.
32. Standard Metropolitan Area listed as Charleston-Huntington-Ashland.
33. Combined Standard Metropolitan Area shown.

Ignore it

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

1201 (4-60)

W. P. MARSHALL, PRESIDENT

SYMBOLS

NR NETWORK

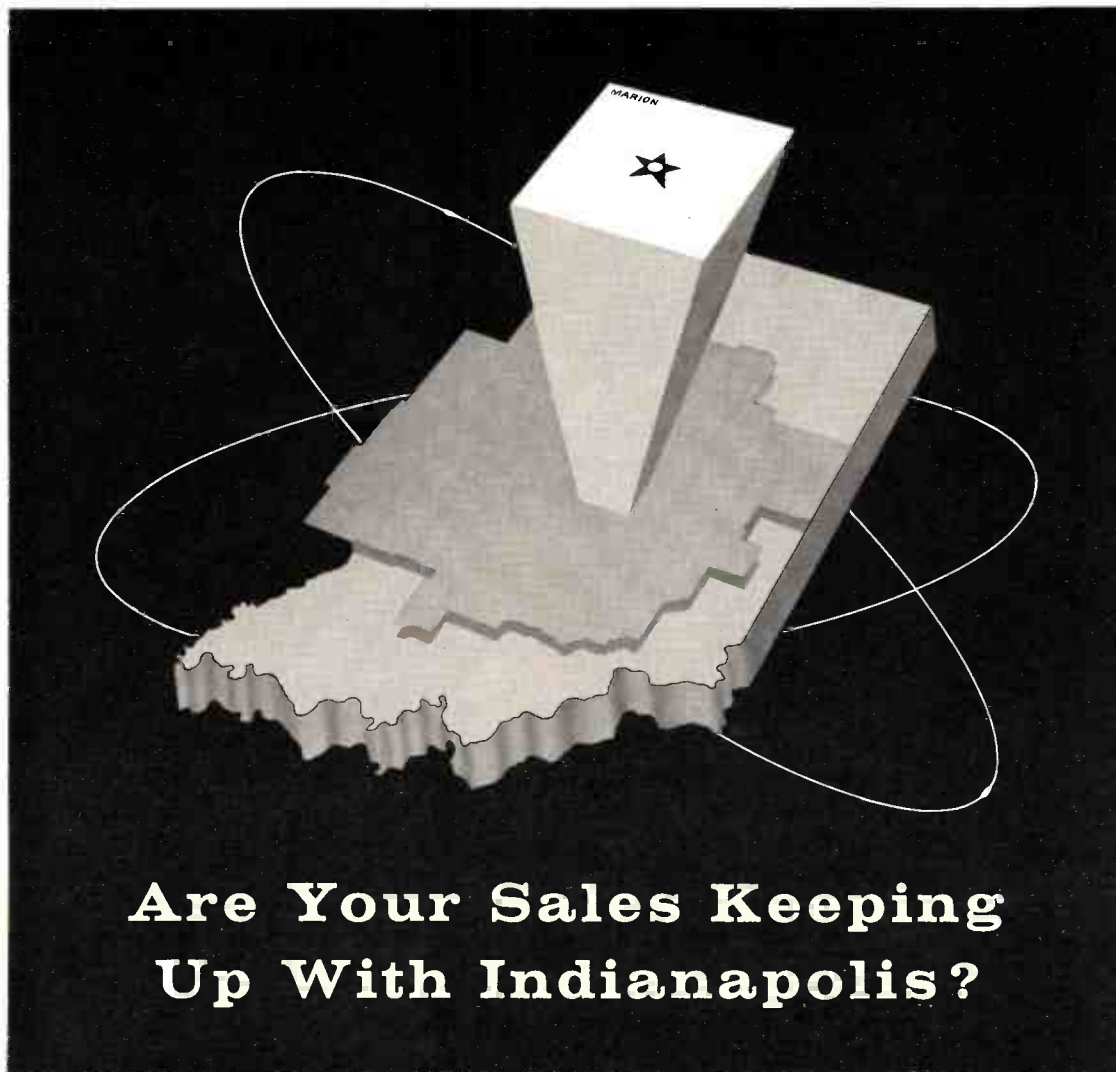
NR = Edward
Petry & Co.
National Reps.

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

IGNORE KPRC-TV, HOUSTON? YOU CAN'T. NO ONE EVER
IGNORED KPRC-TV. YOUR MESSAGE ALWAYS COMPELS
IMMEDIATE ATTENTION -- AND IMMEDIATE RESPONSE.
TO BE SURE TO GET ACTION, SEND OVER KPRC-TV.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

COURTESY OF WESTERN UNION



Are Your Sales Keeping Up With Indianapolis?

Marion County—43% faster growth rate, 1950-1960, than the nation . . . plus WFBM-TV's unmatched area coverage in Mid-Indiana to double your sales potential!*

This vital central market economically controls many specific areas that are retail trading centers in their own right. In fact, these satellite markets total 15% richer and 30% bigger than the 18-county Metropolitan trading area itself. Where else will you find such a rich, fast-growing and widespread marketing area covered from one central point . . . with no overlapping penetration in the area by basic affiliates of the same network? *Only on WFBM-TV*, the only basic NBC coverage for 734,000 TV set owning fami-

*U. S. Census, 1960

America's 16th Television Market

lies. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TIME-LIFE
BROADCAST INC.

TV MARKETS VS. METROPOLITAN MARKETS

	TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)			TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)		Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)
Indianapolis, Ind.	676.0	201.0	750.3	214.8	Norfolk, Va.	309.0 ⁴⁵	189.4	360.0	218.5
Jackson, Miss.	271.2	46.7	323.4	51.4	North Platte, Neb.	26.0	30.4
Jackson, Tenn.	64.0	84.4	Oak Hill, W.Va.	89.4	110.1
Jacksonville, Fla.	256.5	121.3	297.1	133.1	Oakland-San Francisco, Calif.	1,334.1 ⁴⁴	869.8	1,447.0	940.5
Jefferson City-Columbia, Mo.	119.6	142.5	Odessa-Midland, Tex.	97.0	45.0	109.3	48.6
Johnson City, Tenn.-Bristol, Va.	184.4 ³⁴	63.2	236.3	76.3	Oklahoma City, Okla.	342.0 ⁴⁷	148.7	388.2	163.4
Johnstown, Pa.	572.7	633.2	Omaha, Neb.	317.3	132.0	348.6	138.7
Joplin, Mo.-Pittsburg, Kan.	144.3 ³⁵	31.2	176.1	36.9	Orlando-Daytona Beach, Fla.	288.0 ⁴⁶	136.1	321.9	149.0
Juneau, Alaska	2.0	3.1	Ottumwa, Iowa	103.0	117.8
Kalamazoo-Grand Rapids, Mich.	543.1	147.5	591.0	156.0	Paducah, Ky.	191.8	14.6	241.0	18.2
Kansas City, Mo.	594.0	312.9	665.1	337.4	Panama City, Fla.	28.0	16.1	34.4	18.9
Kearney, Neb.	106.6	117.7	Parkersburg, W.Va.	†22.1	17.7	40.9	23.6
Klamath Falls, Ore.	26.5	30.5	Pasco, Wash.	†30.7	53.7
Knoxville, Tenn.	243.1	88.3	318.3	105.7	Pembina, N.D.	14.7	18.0
La Crosse, Wis.	109.9	19.1	127.2	21.2	Peoria, Ill.	†167.4	81.9	217.3	88.6
Lafayette, La.	117.3	19.5	139.2	22.7	Philadelphia, Pa.	2,019.2 ⁴⁷	1,229.9	2,140.3	1,286.6
Lake Charles, La.	101.2	35.4	122.5	40.2	Phoenix-Mesa, Ariz.	228.2	179.5	263.3	201.3
Lancaster, Pa.	557.9	72.1	626.1	81.5	Pittsburg, Kan.-Joplin, Mo.	144.3 ⁴⁸	31.2	176.1	36.9
Lansing, Mich.	358.3	80.1	387.7	86.0	Pittsburgh, Pa.	1,232.1	682.3	1,330.6	715.6
Laredo, Tex.	14.1	12.2	17.8	15.0	Plattsburgh, N.Y.	122.9	138.2
Las Vegas-Henderson, Nev.	44.5 ³⁶	40.0	50.1	44.1	Poland Spring, Me.	325.8 ⁴⁹	362.8
Lebanon, Pa.	†113.8	18.5	132.9	26.8	Port Arthur-Beaumont, Tex.	160.4	82.6	183.1	90.2
Lewiston, Idaho	20.2	23.5	Portland, Me.	227.6	52.6	251.3	55.2
Lexington, Ky.	†69.8	28.9	125.2	39.0	Portland, Ore.	466.6	251.8	514.6	271.7
Lima, Ohio	†44.9	27.2	66.4	30.7	Presque Isle, Me.	22.5	26.0
Lincoln, Neb.	205.5	44.3	236.3	48.4	Providence, R.I.	695.0	211.9	733.0	222.4
Little Rock-Pine Bluff, Ark.	235.4 ³⁷	61.6	296.2	72.8	Pueblo-Colorado Springs, Colo.	93.3 ⁵⁰	68.6	108.6	76.8
Los Angeles, Calif.	2,848.8 ³⁸	2,202.1	2,976.7	2,287.8	Quincy, Ill.-Hannibal, Mo.	152.0 ⁵¹	19.6	175.1	21.7
Louisville, Ky.	409.9	191.1	494.0	214.5	Raleigh-Durham, N.C.	340.9 ⁵²	68.6	403.2	77.8
Lubbock, Tex.	117.0	40.0	134.6	45.4	Rapid City, S.D.	55.4	14.3	65.5	16.6
Lufkin, Tex.	58.6	73.0	Redding, Calif.	80.1	92.9
Lynchburg, Va.	169.3	24.9	200.1	30.3	Reno, Nev.	46.2	26.6	52.3	29.1
Macon, Ga.	116.8	46.0	141.3	51.1	Richland, Wash.	†D. 1.
Madison, Wis.	244.2	58.8	277.6	64.7	Richmond, Va.	282.8	110.4	332.2	121.8
Manchester, N.H.	148.6	51.3	165.0	54.4	Riverton, Wyo.	12.3	15.1
Mankato, Minn.	109.3	128.7	Roanoke, Va.	317.9	43.9	377.7	47.5
Marquette, Mich.	59.8	67.8	Rochester, Minn.	143.8	17.2	161.9	18.9
Mason City, Iowa	164.6	14.0	184.7	15.4	Rochester, N.Y.	322.8	171.8	343.3	179.9
Medford, Ore.	42.6	48.3	Rockford, Ill.	203.6	60.6	221.5	63.9
Memphis, Tenn.	491.2	154.0	612.2	177.7	Rock Island, Ill.-Davenport, Iowa	327.6 ⁵³	76.8	359.0	82.5
Meridian, Miss.	130.0	17.0	158.6	19.3	Roswell, N.M.	14.7	16.8
Mesa-Phoenix, Ariz.	228.2 ³⁹	179.5	263.3	201.3	Sacramento-Stockton, Calif.	448.0 ⁵⁴	223.7	488.2	233.5
Miami, Fla.	556.6	299.7	601.3	325.1	St. Joseph, Mo.	142.7	26.4	167.5	30.0
Midland-Odessa, Tex.	97.0 ⁴⁰	45.0	109.3	48.6	St. Louis, Mo.	795.6	602.0	880.0	645.8
Milwaukee, Wis.	626.7	351.3	665.5	363.6	St. Paul-Minneapolis, Minn.	733.0	427.8	804.0	448.5
Minneapolis-St. Paul, Minn.	733.0	427.8	804.0	448.5	St. Petersburg-Tampa, Fla.	419.5 ⁵⁵	256.7	465.1	281.0
Minot, N.D.	37.8	46.3	Saginaw-Flint-Bay City, Mich.	384.7	180.0	417.4	191.1
Missoula, Mont.	56.9	68.1	Salinas-Monterey, Calif.	218.5	248.7
Mitchell, S.D.	31.4	37.3	Salisbury, Md.	†33.6	49.9
Mobile, Ala.	266.1	118.5	319.8	141.2	Salt Lake City, Utah	251.6 ⁵⁶	103.4	278.8	110.2
Monahans, Tex.	31.2	35.8	San Angelo, Tex.	29.0	16.7	34.8	19.6
Monroe, La.-El Dorado, Ark.	165.5 ⁴¹	25.6	207.0	29.5	San Antonio, Tex.	275.5	166.9	324.9	185.7
Montgomery, Ala.	163.4	37.5	219.4	46.6	San Diego, Calif.	308.4	308.4	318.7	318.7
Muncie, Ind.	†22.5	19.7	38.1	33.5	San Francisco-Oakland, Calif.	1,334.1	869.8	1,447.0	940.5
Nashville, Tenn.	434.6	102.0	549.0	116.4	San Jose, Calif.	290.6	190.0	311.6	196.7
New Britain-Hartford, Conn.	702.9	198.8	743.6	209.8	Santa Barbara, Calif.	71.0	47.8	80.2	54.0
New Haven, Conn.	687.6 ⁴²	192.9	726.6	201.8	Savannah, Ga.	115.0	48.2	137.3	53.8
New Orleans, La.	418.2	234.2	475.2	258.2	Schenectady-Troy-Albany, N.Y.	420.0	193.9	454.4	205.2
New York, N.Y.	5,322.4	3,295.5	5,638.1	3,506.8	Scranton-Wilkes-Barre, Pa.	†258.1 ⁵⁷	160.0	319.0	176.1

34. Standard Metropolitan Area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.
 35. Joplin only.
 36. Las Vegas only.
 37. Standard Metropolitan Area listed as Little Rock-North Little Rock.
 38. Standard Metropolitan Area listed as Los Angeles-Long Beach.
 39. Phoenix only.
 40. Combined Standard Metropolitan Area shown.
 41. Standard Metropolitan Area listed as Monroe-West Monroe.
 42. Standard Metropolitan Area listed as New Haven-Waterbury-Meriden.
 43. Standard Metropolitan Area listed as Norfolk-Portsmouth.
 44. Combined Standard Metropolitan Area shown.
 45. Oklahoma City listing includes Enid, Okla.

46. Combined Standard Metropolitan Area shown.
 47. Phoenix only.
 48. Joplin only.
 49. See Portland, Me.
 50. Combined Standard Metropolitan Area shown.
 51. Quincy only.
 52. Combined Standard Metropolitan Area shown.
 53. Standard Metropolitan Area listed as Davenport-Rock Island-Moline.
 54. Combined Standard Metropolitan Area shown.
 55. Combined Standard Metropolitan Area shown.
 56. Includes metropolitan areas of Salt Lake and Provo, Utah.
 57. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazleton.

TV MARKETS VS. METROPOLITAN MARKETS

	TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)			TV HOMES (February 1962)		TOTAL HOUSEHOLDS (February 1962)	
	Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)		Television Market (Thous.)	Metro Area (Thous.)	Television Market (Thous.)	Metro Area (Thous.)
Seattle-Tacoma, Wash.	577.8 ⁵⁸	435.4	621.5	462.3	Twin Falls, Idaho	29.6	33.9
Sedalia, Mo.	29.6	34.5	Tyler, Tex.	135.2	23.3	163.9	26.4
Selma, Ala.	13.7	18.6	Utica-Rome, N.Y.	159.9	92.6	170.5	97.1
Shreveport, La.	293.1	95.5	351.7	111.1	Valley City, N.D.	150.8 ⁶⁷	180.3
Sioux City, Iowa	164.7	31.0	186.1	33.3	Waco-Temple, Tex.	132.4 ⁶⁸	62.9	156.1	71.9
Sioux Falls, S.D.	222.9	23.4	260.0	25.4	Washington, D.C.	847.8	562.1	942.7	612.0
South Bend-Elkhart, Ind.	140.3 ⁵⁹	88.5	213.7	103.0	Washington-Greenville, N.C.	212.4	255.7
Spartanburg-Greenville, S.C.-Asheville, N.C.	406.6 ⁶⁰	122.3	481.4	142.2	Waterbury, Conn.	D. I.
Spokane, Wash.	257.6	84.2	295.9	89.0	Waterloo-Cedar Rapids, Iowa	283.1 ⁶⁹	75.0	311.2	78.8
Springfield, Ill.	†164.9	64.3	219.7	78.3	Wausau, Wis.	131.7	21.4	152.3	24.5
Springfield-Holyoke, Mass.	†175.7	147.0	194.3	158.9	Weslaco-Harlingen, Tex.	69.3 ⁷⁰	62.2	86.3	77.1
Springfield, Mo.	127.0	37.8	162.5	41.7	West Palm Beach, Fla.	100.1	72.0	113.1	80.6
Steubenville, Ohio	445.2 ⁶¹	43.9	494.1	48.4	Weston, W.Va.	98.8	117.6
Stockton-Sacramento, Calif.	448.0 ⁶²	223.7	488.2	233.5	Wheeling, W.Va.	310.4	54.3	347.9	58.5
Superior, Wis.-Duluth, Minn.	155.9	80.3	178.3	85.3	Wichita-Hutchinson, Kan.	276.7 ⁷¹	114.8	317.4	125.2
Sweetwater, Tex.	55.2 ⁶³	62.5	Wichita Falls, Tex.	140.3	55.3	162.6	61.8
Syracuse, N.Y.	458.8	158.3	493.8	165.6	Wilkes-Barre-Scranton, Pa.	258.1 ⁷²	160.0	319.0	176.1
Tacoma-Seattle, Wash.	577.8 ⁶⁴	435.4	621.5	462.3	Williston, N.D.	29.7	36.8
Tallahassee, Fla.-Thomasville, Ga.	178.2 ⁶⁵	16.3	221.0	19.9	Wilmington, N.C.	123.4	19.3	150.3	21.1
Tampa-St. Petersburg, Fla.	417.0	256.7	461.9	281.0	Winston-Salem-Greensboro, N.C.	378.8 ⁷³	115.6	437.7	125.8
Temple-Waco, Tex.	137.4 ⁶⁶	62.9	162.3	71.9	Worcester, Mass.	†D. I.
Terre Haute, Ind.	183.0	32.7	210.6	34.4	Yakima, Wash.	†38.8	38.0	49.9	43.6
Toledo, Ohio	384.2	133.9	417.6	140.3	York, Pa.	†42.7	42.7	74.4	74.4
Topeka, Kan.	126.8	40.7	146.9	44.4	Youngstown, Ohio	†167.3	121.0	249.0	147.2
Traverse City, Mich.	40.7	46.1	Yuma, Ariz.	25.9	31.6
Troy-Albany-Schenectady, N.Y.	420.0	193.9	454.4	205.2	Zanesville, Ohio	†19.2	17.7	37.8	23.9
Tucson, Ariz.	100.8	73.8	116.9	81.1					
Tulsa, Okla.	320.1	122.6	375.7	135.9					
Tupelo, Miss.	62.4	77.9					

58. Combined Standard Metropolitan Area shown.
 59. Combined Standard Metropolitan Area shown.
 60. Combined Standard Metropolitan Area shown.
 61. Standard Metropolitan Area listed as Steubenville-Weirton.
 62. Combined Standard Metropolitan Area shown.
 63. See Abilene, Tex.
 64. Combined Standard Metropolitan Area shown.
 65. Tallahassee only.

66. Combined Standard Metropolitan Area shown.
 67. See Grand Forks.
 68. Combined Standard Metropolitan Area shown.
 69. Combined Metropolitan Area shown.
 70. Standard Metropolitan Area listed as Brownsville-Harlingen-McAllen.
 71. Combined Standard Metropolitan Area shown.
 72. Standard Metropolitan Area listed as Scranton-Wilkes-Barre-Hazleton.
 73. Standard Metropolitan Area listed as Greensboro-High Point-Winston-Salem.



REACHES MOST HOMES* MONDAY THROUGH SUNDAY IN TAMPA-ST. PETERSBURG

Average Quarter-Hour Homes Reached

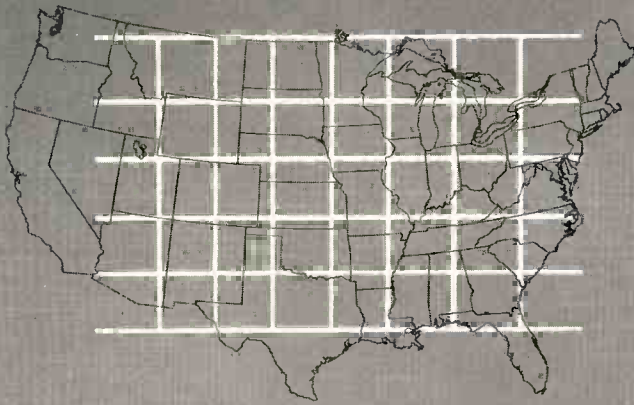
Mon. thru Sun.	WFLA-TV (NBC)	Sta. B (CBS)	Sta. C (ABC)
6 - 10:00 P.M.	91,600	88,800	26,700
10 P.M. - Midnight	46,600	44,100	16,800
6 P.M. - Midnight	76,600	73,900	23,500
9 A.M. - Midnight	44,500	42,300	15,200

When people watch TV the most on Western Florida's booming coast, ARB says we lead the rest . . . this station, for advertisers, is the best.

*ARB OCTOBER 1961



Channel 8 NATIONAL REPRESENTATIVES, BLAIR-TV



The Television Markets

Exclusive compilation of the vital statistics which delineate all U.S. television markets, the counties that comprise them and the TV homes they reach

THE TELEVISION MARKETBOOK is the only current and independent source for television homes and households data correlated with the coverage area of every television market and reported on a county-by-county basis. These are the tools essential for evaluating television advertising in terms of specific market coverage, enabling the advertiser to relate his use of TV to product distribution and sales.

If a county is covered by more than one market, the television homes reported are credited to each market reaching the county. A county is credited to a market just as long as 25% of the TV homes view the dominant station of the market on a weekly nighttime basis. For a full explanation, see the Television Homes report, page 124.

In many areas, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no substantial difference in television homes. Furthermore, the decision to combine markets is based upon advertiser use and common marketing practice.

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 95% 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 95% is the most logical theoretical ceiling for the TV market as a whole.

All county television homes figures are VHF. Total VHF homes figures have been carried to the nearest hundred. UHF TV homes are listed by market totals preceded by a dagger (†). A bullet (●) indicates markets held pending further research data. "DI" indicates that data is incomplete, pending further study. Finally, the symbol "■" indicates that at least one major facility change occurred in the TV market subsequent to the latest survey measurement.

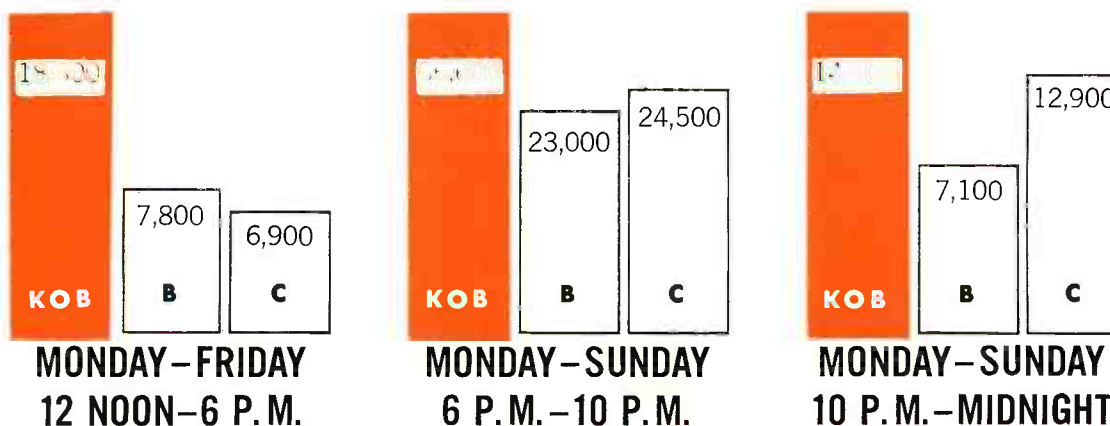
Total household figures are based on TELEVISION MAGAZINE projections from the 1960 Census. TV market definition and circulation are computed by TELEVISION MAGAZINE. This data is copyrighted and may not be reproduced without permission from the publisher.

**Albuquerque—
now the nation's
61st market—
is growing
faster than ever—**



---and so are KOB-TV ratings!

**AVERAGE NUMBER OF TV HOMES REACHED
BY EACH STATION PER QUARTER HOUR**



For 14 consecutive years, KOB-TV has been first in New Mexico. As these latest ratings show, Channel 4 now dominates the fast-growing, active-buying Albuquerque market by a bigger margin than ever before.

To sell more in the surging Southwest, KOB-TV is your first buy and your best buy.

ARB SURVEY, NOVEMBER, 1961

Represented by
Edward Petry & Co., Inc.

The Original Station Representative

KOB-TV
100,000 WATTS CHANNEL
NBC Affiliate
ALBUQUERQUE, NEW MEXICO



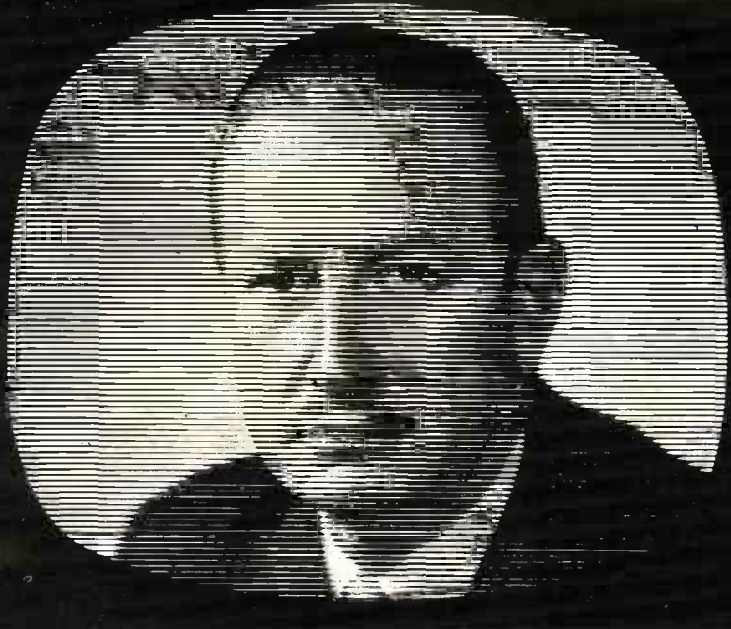
TV MARKETS

Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes			
ABERDEEN, SOUTH DAKOTA			Leon	19.9	16,392	ALBUQUERQUE, NEW MEXICO			Grant	2.6	2,105	Dallam	2.0	1,832
North Dakota:			Madison	3.7	3,038	Arizona:			Hubbard	3.0	2,001	Deaf Smith	3.7	3,233
Dickey			Taylor	3.7	3,033	Apache			Kandiyohi	8.4	7,288	Donley	1.5	1,293
South Dakota:			Georgia:		Colorado:		Otter Tail		Lac Qui Parle	3.9	3,252	Gray	10.0	9,151
Brown			Atkinson	1.5	989	Alamosa		Morrison	6.9	5,833	Hall	2.4	1,681	
Clark			Bacon	2.1	1,534	Archuleta		Otter Tail	13.8	10,136	Hansford	1.8	1,615	
Day			Baker	1.0	825	Conejos		Pope	3.5	3,075	Hartley	.6	574	
Edmunds			Ben Hill	3.9	2,608	Costilla		Renville	6.6	4,935	Hemphill	1.0	759	
Faulk			Berrien	3.2	2,349	Dolores		Stearns	19.1	17,314	Hutchinson	10.3	9,099	
McPherson			Brooks	3.9	2,926	La Plata		Stevens	3.0	2,429	Lipscomb	1.0	806	
Marshall			Calhoun	1.9	1,437	Montezuma		Swift	4.3	3,755	Moore	4.1	3,463	
Potter			Clay	1.1	863	Rio Grande		Todd	6.7	4,828	Ochiltree	2.8	2,438	
Spink			Clinch	1.7	1,316	Saguache		Traverse	2.1	1,813	Oldham	.5	495	
Walworth			Coffee	5.6	4,471	New Mexico:		Wadena	3.4	2,284	Parmer	2.7	2,384	
Total			Colquitt	9.1	7,267	Bernalillo		Yellow Medicine	4.6	3,953	Potter	34.9	32,878	
			Cook	3.2	2,377	Catron		South Dakota:		Randall	10.4	8,786		
			Crisp	5.0	3,958	Colfax		Grant	2.8	2,326	Roberts	.3	290	
			Decatur	6.5	5,463	Guadalupe		Total	127.5	103,100	Sherman	.8	708	
			Dodge	4.4	3,365	Lincoln		ALPINE, TEXAS—Data Incomplete		Swisher	3.1	2,679		
			Dooly	2.9	2,269	Los Alamos		ALTOONA, PENNSYLVANIA		Wheeler	2.6	2,030		
			Dougherty	20.6	18,045	McKinley		Pennsylvania:		Total	135.3	117,100		
			Early	3.4	2,624	Mora		Adair						
			Echols	.4	386	Rio Arriba		Appanoose		3.6	3,072			
			Grady	4.7	3,810	Sandoval		Audubon		5.5	4,634			
			Irwin	2.3	1,716	San Juan		Boone		3.4	3,002			
			Jeff Davis	2.2	1,459	San Miguel		Butler		8.4	7,818			
			Lanier	1.3	997	Santa Fe		Calhoun		5.4	4,713			
			Lee	1.4	1,095	Sierra		Carroll		5.0	4,531			
			Lowndes	13.4	11,194	Socorro		Clarke		6.6	5,928			
			Macon	3.2	2,300	Taos		Dallas		2.8	2,337			
			Miller	1.8	1,318	Torrance		Decatur		3.3	2,569			
			Mitchell	4.9	3,855	Valencia		Emmet		4.4	3,738			
			Pulaski	1.9	1,574	Utah:		Franklin		4.8	4,348			
			Randolph	2.9	2,206	San Juan		Fulton		4.7	4,494			
			Schley	.8	639	Total		Huntingdon		4.4	4,166			
			Seminole	1.7	1,469	ALEXANDRIA, LOUISIANA		Indiana		4.4	4,259			
			Sumter	6.6	5,229	Louisiana:		Ireland		6.3	5,684			
			Telfair	3.1	2,269	Allen		Juniata		4.2	3,756			
			Terrell	3.2	2,383	Avoyelles		Lycoming		4.2	3,774			
			Thomas	9.3	7,739	Beauregard		Mifflin		3.9	3,497			
			Tift	6.2	4,792	Caldwell		Pottter		7.0	5,558			
			Turner	2.2	1,800	Catahoula		Snyder		22.4	20,396			
			Wheeler	1.3	856	Concordia		Somerset						
			Wilcox	2.1	1,653	Evangeline		West Virginia:						
			Worth	4.0	3,005	Grant		Hampshire		3.3	2,727			
			Total	200.3	159,600	La Salle		Total		345.6	305,300			
			ALBANY—SCHENECTADY—TROY, NEW YORK		Natchitoches		AMARILLO, TEXAS		AMARILLO, TEXAS					
			Massachusetts:		Rapides		Kansas:		Seward		4.8	3,790		
			Berkshire		Sabine		New Mexico:		New Mexico:					
			New York:		St. Landry		Curry		Union		9.4	8,120		
			Albany		Vernon		Cimarron		Texas:					
			Columbia		Winn		Roger Mills		Armstrong		.6	569		
			Delaware		Mississippi:		Texas		Briscoe		1.0	872		
			Fulton		Adams		Oklahoma:		Carson		2.2	1,900		
			Greene		Total		Cimarron		Castro		2.4	2,129		
			Hamilton		ALEXANDRIA, MINNESOTA		Roger Mills		Childress		2.8	2,100		
			Herkimer		Minnesota:		Texas		Collingsworth		2.0	1,565		
			Montgomery		Benton		Armstrong							
			Otsego		Big Stone		Briscoe							
			Rensselaer		Cass		Carson							
			Saratoga		Chippewa		Castro							
			Scheneectady		Crow Wing		Childress							
			Schoharie		Douglas		Collingsworth							
			Ulster		Benton		Armstrong							
			Warren		Big Stone		Briscoe							
			Washington		Cass		Carson							
			Vermont:		Chippewa		Castro							
			Addison		Crow Wing		Childress							
			Bennington		Douglas		Collingsworth							
			Rutland		Benton		Armstrong							
			Total		Big Stone		Briscoe							
			454.4		Cass		Carson							
			420,000		Chippewa		Castro							
					Crow Wing		Childress							
					Douglas		Collingsworth							
					Benton		Armstrong							
					Big Stone		Briscoe							
					Cass		Carson							
					Chippewa		Castro							
					Crow Wing		Childress							
					Douglas		Collingsworth							
					Benton		Armstrong							
					Big Stone		Briscoe							
					Cass		Carson							
					Chippewa		Castro							
					Crow Wing		Childress							
					Douglas		Collingsworth							

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TV MARKETS

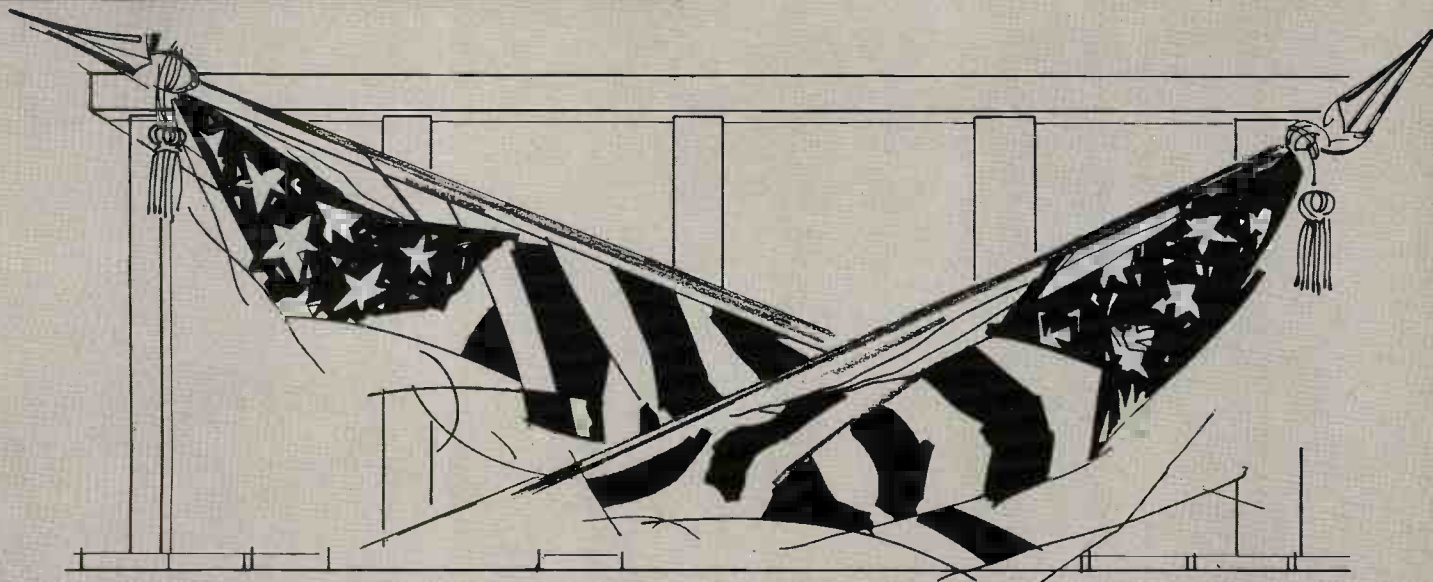
		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes
ARDMORE, OKLA.—continued															
Choctaw	5.2	3,545													
Coal	1.8	1,496													
Johnston	2.6	2,097													
Love	1.8	1,550													
Marshall	2.4	2,065													
Murray	3.5	3,020													
Pushmataha	2.9	2,060													
Total	43.9	35,100													
ATLANTA, GEORGIA															
Alabama:															
Chambers	10.5	6,988													
Cherokee	4.3	3,592													
Clay	3.4	2,476													
Cleburne	2.9	1,981													
Randolph	5.5	4,077													
Georgia:															
Baldwin	5.6	4,474													
Banks	1.7	1,337													
Barrow	4.2	3,349													
Barthow	7.7	6,642													
Bibb	40.6	36,437													
Butts	2.2	1,789													
Carroll	10.2	8,147													
Chattooga	5.6	4,712													
Cherokee	6.4	5,412													
Clarke	12.4	10,804													
Clayton	12.7	11,288													
Cobb	32.4	30,187													
Coweta	7.9	6,994													
Crawford	1.3	1,039													
Dawson	.9	774													
De Kalb	76.6	70,474													
Douglas	4.5	3,962													
Elbert	5.0	4,039													
Fannin	3.7	2,715													
Fayette	2.1	1,626													
Floyd	19.8	17,357													
Forsyth	3.3	2,689													
Franklin	3.7	3,055													
Fulton	165.7	151,711													
Gilmer	2.4	1,721													
Gordon	5.5	4,585													
Greene	2.8	2,111													
Gwinnett	12.0	10,860													
Habersham	4.8	3,886													
Hall	13.9	11,810													
Hancock	2.2	1,720													
Haralson	4.2	3,601													
Harris	2.7	1,930													
Heard	1.4	1,085													
Henry	4.4	3,731													
Jackson	5.1	4,080													
Jasper	1.6	1,288													
Jones	2.1	1,643													
Lamar	2.7	2,249													
Lumpkin	1.8	1,301													
Madison	3.0	2,257													
Meriwether	5.0	3,784													
Monroe	2.6	2,236													
Morgan	2.6	2,101													
Murray	2.7	1,998													
Newton	5.6	4,736													
Oconee	1.6	1,294													
Oglethorpe	1.9	1,478													
Paulding	3.6	2,985													
Peach	3.5	2,761													
Pickens	2.4	1,861													
Pike	1.8	1,499													
Polk	7.9	6,557													
Putnam	1.9	1,574													
Rabun	1.9	1,580													
Rockdale	2.7	2,267													
Spaulding	10.2	9,135													
Stephens	5.1	4,305													
Talbot	1.7	1,317													
Taliaferro	.8	664													
Taylor	2.1	1,640													
Towns	1.1	801													
Troup	13.2	11,524													
Union	1.7	1,412													
Upson	6.6	5,751													
Walton	5.5	4,514													
White	1.8	1,412													
Whitfield:															
Wilkes	3.0	2,326													
Wilkinson	2.4	1,986													
North Carolina:															
Clay	1.4	1,151													
Macon	4.2	3,268													
Total	655.6	570,000													
AUGUSTA, GEORGIA															
Georgia:															
Appling	3.2	2,207													
Bulloch	6.2	5,575													
Burke	5.1	3,966													
Candler	1.8	1,463													
Columbia	3.4	2,926													
Elbert	4.9	4,039													
Emanuel	4.8	3,714													
Evans	1.8	1,610													
Glascok	.7	561													
Greene	2.8	2,111													
Hancock	2.2	1,720													
Jeff Davis	2.2	1,459													
Jefferson	4.4	3,336													
Jenkins	2.4	1,944													
Johnson	2.2	1,573													
Laurens	8.6	6,842													
Lincoln	1.4	1,130													
McDuffie	3.3	2,794													
Montgomery	1.5	1,098													
Ogelthorpe	1.9	1,478													
Richmond	35.4	31,772													
Screven	3.8	3,081													
Taliaferro	.8	664													
Tattnall	3.5	2,762													
Telfair	3.1	2,269													
Toombs	4.5	3,404													
Treutlen	1.5	1,107													
Warren	1.8	1,323													
Washington	4.9	3,486													
Wheeler	1.3	856													
Wilkes	3.0	2,326													
South Carolina:															
Abbeville	5.7	4,606													
Aiken	22.3	19,449													
Allendale	2.8	1,973													
Bamberg	4.0	3,205													



ON GOVERNMENT UNDER LAW

"Honest men may hold different opinions on the merits of desegregating our public schools . . . The issue is not segregation; it is whether we should continue to have government under law."

From a broadcast editorial by Douglas Manship, President & General Manager (complete text available on request)



BOLD VIEWPOINTS BRING VIEWERS

THE MARKET HAS MONEY

4th Largest in the Gulf South
Richest in Louisiana

Count the big ones in Gulf South states of Louisiana, Mississippi, and Texas, and you'll count Dallas-Fort Worth, Houston, New Orleans, then the big, big market served by WBRZ. Baton Rouge's industrial worker is among the highest paid in the nation. And throughout "WBRZ territory" industry and good jobs prevail. Retail sales in the coverage area, over a billion and a quarter.

Straddling a fence may not win enemies . . . but it does not win friends. WBRZ realizes its role as a public service medium . . . and fulfills that role by presenting bold, sometimes blistering, editorials when issues wax hot. It just as boldly makes equal free time available to the "other side" for rebuttal. Such practices build respect—and audience.

ABC

NBC

WBRZ Channel 2

ASK YOUR HOLLINGBERY MAN!

BATON ROUGE, LOUISIANA

www.americanradiohistory.com

	Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes
Vermont:			Dickenson	4.6	3,804	Niagara	71.2	68,196
Windham	8.9	7,382	Lee	6.6	5,326	Orleans	10.1	9,602
Windsor	12.7	10,706	Russell	6.4	4,854	Steuben	28.7	25,923
Total	1,888.8	1,774,200	Scott	6.6	5,148	Wyoming	9.6	8,665
			Smyth	7.8	6,482			
BRISTOL, VIRGINIA-JOHNSON CITY-KINGSPORT, TENNESSEE			Washington	15.0	12,209	Pennsylvania:		
			Wise	12.3	10,851	Elk	10.5	9,555
Kentucky:			Total	240.0	188,100	Förest	1.3	1,174
Harlan	12.8	9,222				Mc Kean	16.9	15,080
Knott	3.8	2,361	BRYAN, TEXAS			Potter	4.9	4,314
Leslie	2.2	1,328	Texas:			Tioga	10.5	8,841
Letcher	7.2	4,595	Brazos	12.2	10,254	Warren	13.0	11,148
Perry	8.1	5,203	Burleson	3.5	2,830	Total	607.3	568,800
Pike	16.2	11,692	Grimes	3.9	3,178			
North Carolina:			Houston	5.4	4,419	BURLINGTON, VERMONT		
Ashe	5.2	4,353	Lee	2.8	2,029	New Hampshire:		
Avery	2.9	2,315	Leon	3.1	2,429	Coos	10.9	10,283
Watauga	4.5	3,734	Madison	2.0	1,511	Grafton	14.2	11,277
Yancey	3.7	2,820	Milam	7.1	5,394	Sullivan	8.6	7,263
Tennessee:			Robertson	4.9	4,159	New York:		
Carter	11.3	8,981	Walker	5.0	4,176	Clinton	18.1	16,491
Cocke	6.2	4,642	Washington	6.0	4,547	Essex	10.0	8,985
Greene	11.9	8,293	Total	55.9	44,900	Franklin	12.5	11,343
Hamblen	9.5	7,622				Warren	13.5	11,990
Hancock	1.9	1,265	BUFFALO, NEW YORK			Vermont:		
Hawkins	8.2	6,208	New York:			Addison	5.2	4,352
Johnson	2.9	2,089	Alleghany	12.4	11,247	Caledonia	6.8	5,922
Sullivan	32.4	27,477	Cattaraugus	23.7	21,372	Chittenden	20.1	18,058
Unicoi	4.1	3,390	Chautauqua	46.0	41,515	Essex	1.6	1,507
Washington	17.6	14,719	Erie	320.8	306,604	Franklin	8.1	7,310
Virginia:			Genesee	15.7	14,683	Grand Isle	8	795
Buchanan	8.1	6,274	Livingston	12.0	10,883	Lamoille	3.0	2,843
						Orange	4.4	3,688
						Orleans	5.5	4,587
						Rutland	13.5	11,539
						Washington	12.3	11,143
						Windsor	12.7	10,706
						Total	181.8	160,100



Livingstone Found the Hidden Market

Dr. Herbert Livingstone, media chief for Bleed, Milrate and White-space, selected the Tri-Cities from the marketing jungle. Found more consumers than in Tucson, Des Moines or Trenton. Found television's very big in this 19th largest market in the Southeast. Bought some. Meeker (or James S. Ayres in the Southeast) will sell you some too! WCYB-TV • Bristol, Tenn.-Va.

BUTTE, MONTANA		
Idaho:		
Lemhi	1.7	1,203
Montana:		
Beaverhead	2.3	1,770
Broadwater	.8	632
Deer Lodge	5.0	4,581
Gallatin	7.8	6,051
Granite	.9	732
Jefferson	1.0	832
Lake	3.8	2,636
Madison	1.6	1,338
Meagher	.8	535
Missoula	13.7	10,936
Park	4.3	3,536
Powell	2.0	1,741
Ravalli	3.9	3,244
Sanders	2.3	1,671
Silver Bow	15.3	13,187
Total	67.2	54,600

CADILLAC, MICHIGAN		
Michigan:		
Alpena	8.0	6,753
Antrim	3.1	2,705
Benzie	2.4	2,125
Charlevoix	3.9	3,590

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WWTV AREA

HAS MORE
HOMES
THAN
TEN ENTIRE
STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, read this!

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states*. Ratings far exceed those of any other television station in this area — and to approach WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. If you want it all, give us a call!

*WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.

WWTV

314,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

TV MARKETS

		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes				
CADILLAC, MICH.—continued																			
				Iron	2.4	1,732	Floyd	6.5	5,816	Tattnall	3.6	2,762	Fayette	16.4	13,511				
				Madison	2.9	2,001	Franklin	4.8	4,348	Toombs	4.5	3,404	Gilmer	2.2	1,586				
Clare	3.5	3,184		Mississippi	5.7	4,649	Grundy	4.4	4,166				Jackson	5.1	4,486				
Crawford	1.4	1,207		New Madrid	8.2	6,128	Hardin	7.3	7,021				Kanawha	73.2	66,108				
Emmet	4.6	3,945		Perry	4.1	3,441	Henry	5.5	5,078	South Carolina:									
Gladwin	3.1	2,771		Reynolds	1.5	1,076	Howard	3.7	3,388	Allendale	2.8	1,973	Lincoln	4.9	4,044				
Grand Traverse	9.1	8,298		Ripley	2.9	1,962	Iowa	4.9	4,526	Bamberg	4.0	3,205	Logan	15.1	13,026				
Isabella	8.8	7,464		Ste. Genevieve	3.3	2,883	Jackson	6.1	5,214	Beaufort	9.1	7,447	Mc Dowell	17.5	14,189				
Kalkaska	1.3	1,104		Scott	9.6	8,101	Jefferson	4.9	4,663	Berkeley	8.8	7,033	Mason	6.6	5,685				
Lake	1.8	1,576		Stoddard	8.7	6,857	Johnson	15.2	13,705	Calhoun	2.9	2,282	Mingo	9.6	8,007				
Leelanau	2.6	2,154		Wayne	2.7	2,567	Jones	5.8	5,257	Charleston	56.2	49,835	Nicholas	6.5	5,271				
Manistee	5.8	5,302		Tennessee:				Keokuk	4.9	4,478	Claire	6.1	4,831	Putnam	6.4	5,298			
Mason	6.7	5,587					Linn	42.9	41,114	Colleton	7.0	5,467	Raleigh	20.9	17,842				
Mecosta	5.7	4,905					Louisa	3.2	2,990	Dorchester	6.0	4,969	Ritchie	3.3	2,626				
Midland	13.9	12,927		Lake	2.6	1,935	Mahaska	7.6	6,799	Georgetown	7.9	6,402	Roane	4.1	3,259				
Missaukee	1.9	1,456		Obion	8.5	6,593	Marshall	12.0	8,564	Hampton	4.3	3,302	Wayne	10.5	8,894				
Montcalm	10.9	9,583		Weakley	7.7	5,347	Mitchell	4.2	3,864	Horry	16.8	13,395	Webster	3.4	2,546				
Montmorency	1.3	1,068		Total	297.0	237,600	Muscatine	10.9	10,058	Jasper	2.9	2,398	Wirt	1.2	974				
Newaygo	7.1	5,914		CARLSBAD, NEW MEXICO				Poweshiek	5.7	5,498	Orangeburg	16.4	12,698	Wood	23.6	21,394			
Oceana	4.8	4,065					Tama	6.7	5,981	Williamsburg	8.6	6,311	Wyoming	8.3	6,822				
Ogemaw	2.9	2,610					Wapello	14.6	13,203	Total	171.1	139,900	Total	512.0	423,800				
Osceola	3.9	3,477		NEW MEXICO				Washington	6.0	5,432	CHARLOTTE, NORTH CAROLINA								
Oscoda	1.0	881					Winneshiek	5.9	4,943	North Carolina:									
Otsego	2.1	1,802					Wright	6.1	5,372	Alexander	4.2	3,599							
Roscommon	2.4	2,052		Eddy	14.3	12,419	Wisconsin:				Alleghany	2.2	1,828						
Wexford	5.5	4,994		Total	14.3	12,400	Crawford	4.5	3,612	Bath	2.6	1,699	Anson	6.2	5,156				
Total	129.5	113,500		CARTHAGE-WATERTOWN, NEW YORK				Grant	12.4	10,928	Boyd	15.1	12,629	Ashe	5.2	4,353			
CAPE GIRARDEAU, MISSOURI																			
Arkansas:																			
Clay	6.5	4,987		New York:			Illinois:			Breathitt	3.5	1,867	Avery	2.9	2,315				
Illinois:																			
Alexander	5.3	4,376		Franklin	12.5	11,343	Champaign	36.9	30,559	Carter	5.3	3,929	Buncombe	38.7	32,323				
Clay	5.2	4,220		Hamilton	1.3	1,075	Christian	11.9	10,735	Elliott	1.5	1,105	Burke	13.6	11,828				
Franklin	14.0	11,064		Jefferson	26.2	23,878	Clark	5.5	4,710	Floyd	9.8	7,612	Cabarrus	19.6	16,360				
Gallatin	2.4	2,007		Lewis	6.2	5,320	Coles	13.6	12,280	Greenup	7.8	5,786	Caldwell	13.1	11,648				
Hamilton	3.3	2,533		Oswego	24.4	23,310	Cumberland	3.1	2,358	Johnson	5.2	3,865	Catawba	20.6	18,745				
Hardin	1.8	1,477		St. Lawrence	29.1	25,464	De Witt	5.6	4,785	Knott	3.8	2,361	Cleveland	17.5	15,304				
Jackson	12.7	10,699		Total	99.7	91,100	Douglas	6.0	5,357	Lawrence	3.2	2,085	Davidson	22.5	19,103				
Jefferson	10.6	8,602		CASPER, WYOMING				Edgar	7.5	6,670	Lee	1.9	1,129	Davie	4.6	3,861			
Johnson	2.2	1,746		Wyoming:			Effingham	6.8	5,674	Letcher	7.2	4,595	Forsyth	55.2	50,155				
Massac	4.7	3,815		Big Horn	3.4	2,645	Fayette	6.8	5,446	Lewis	3.4	2,454	Gaston	35.2	31,888				
Perry	6.4	5,385		Campbell	1.8	1,244	Ford	5.1	4,881	Magoffin	2.6	1,683	Hayward	11.3	9,596				
Pope	1.3	1,033		Carbon	4.6	3,378	Iroquois	10.5	9,051	Martin	2.2	1,575	Henderson	10.8	8,746				
Pulaski	3.3	2,651		Converse	2.0	1,678	Logan	9.1	7,726	Menifee	1.1	718	Iredell	17.7	15,147				
Randolph	8.5	7,300		Crook	1.3	969	Mc Lean	26.1	23,315	Morgan	2.8	1,956	Lincoln	7.7	6,719				
Saline	9.4	8,182		Fremont	7.2	5,786	Macon	37.5	35,828	Perry	8.1	5,203	Mc Dowell	7.3	6,003				
Union	5.2	4,208		Hot Springs	2.0	1,695	Menard	3.0	2,621	Pike	16.2	11,692	Madison	4.4	3,525				
Wayne	6.2	4,615		Johnson	1.7	1,388	Moultrie	4.2	3,525	Rowan	3.2	2,431	Mecklenburg	78.3	71,168				
White	6.4	5,399		Natrona	15.6	13,623	Piatt	4.6	4,235	Wolfe	1.5	840	Mitchell	3.7	2,803				
Williamson	15.6	13,012		Niobrara	1.2	1,089	Sangamon	47.9	42,840	Ohio:									
Kentucky:																			
Ballard	2.6	2,146		Sheridan	5.9	4,783	Shelby	7.5	6,564	Athens	12.5	10,695	Montgomery	4.9	4,001				
Calloway	6.5	4,828		Washakie	2.5	2,172	Vermilion	30.3	26,535	Gallia	6.9	6,062	Polk	3.4	2,567				
Carlisle	1.8	1,401		Weston	2.3	1,966	Woodford	7.2	6,035	Jackson	8.5	7,062	Richmond	10.4	8,881				
Crittenden	2.7	1,568		Total	51.5	42,400	Indiana:				Lawrence	16.0	14,512	Rowan	24.0	21,022			
Fulton	3.4	2,860		CEDAR RAPIDS-WATERLOO, IOWA				Benton	3.4	2,973	Meigs	6.6	5,551	Rutherford	12.6	10,432			
Graves	9.8	7,371		Iowa:			Fountain	6.0	5,299	Morgan	3.8	3,284	Scotland	6.0	5,064				
Hickman	2.1	1,537		Allamakee	4.5	4,046	Vermillion	6.0	5,100	Pike	5.3	4,376	Stanly	11.8	9,255				
Livingston	2.2	1,470		Benton	7.2	6,736	Warren	2.5	2,121	Scioto	25.4	20,634	Surry	13.6	10,698				
Lyon	1.4	1,077		Black Hawk	35.9	33,930	Total	364.1	322,200	Vinton	2.8	2,257	Transylvania	4.4	3,741				
Mc Cracken	18.2	14,696		Bremer	6.1	5,367	CHARLESTON, SOUTH CAROLINA				Washington	15.4	13,155	Union	11.7	8,753			
Marshall	5.2	4,164		Buchanan	6.0	5,630	Georgia:			Buchanan	8.1	6,274	Watauga	4.5	3,734				
Missouri:																			
Bollinger	2.7	2,099		Butler	5.4	4,713	Appling	3.2	2,207	Dickenson	4.6	3,804	Wilkes	11.8	9,874				
Butler	10.9	8,327		Cedar	5.5	5,085	West Virginia:						Yadkin	6.3	4,815				
Cape Girardeau	12.9	11,466		Chickasaw	4.3	3,626	Boone	7.2	6,198	Boone	7.2	6,198	Yancey	3.6	2,820				
Carter	1.2	905		Clayton	6.6	5,954	Braxton	4.1	3,143	Braxton	4.1	3,143							
Dunklin	11.6	9,116		Delaware	5.1	4,565	Cabell	33.1	30,180	Cabell	33.1	30,180							
South Carolina:																			
				Dubuque	21.3	19,239	Calhoun	2.1	1,584	Calhoun	2.1	1,584							
				Fayette	8.5	7,694	Clay	2.8	2,225	Clay	2.8	2,225							

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COLUMBUS, GEORGIA

moves to the top on the world map as she

Goes into *Orbit* via

WORLD'S TALLEST STRUCTURE

1749 Feet Above Ground: Scheduled completion date—May 15, 1962

TALLER than THE EMPIRE STATE BUILDING by over 277 feet

TALLER than THE TOKYO TOWER by over 667 feet.

TALLER than THE EIFFEL TOWER by over 765 feet

And- Even 43 feet taller than Khrushchev claims!

COLUMBUS,

CBS



GEORGIA

NBC

WRBL TELEVISION

JIM WOODRUFF, Jr., Pres. & Gen. Mgr. GEORGE "Red" JENKINS, Dir. of National Sales

REPRESENTED BY GEORGE P. HOLLINGBERRY COMPANY



TV MARKETS

		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes													
COLUMBIA, S.C.—continued																												
Orangeburg	16.4	12,698	Monroe	9.3	7,648	Texas:		Dubuque	21.3	19,239	Limestone	9.6	5,991															
Richland	47.0	42,221	Montgomery	3.6	2,677	Anderson	8.9	6,949	Henry	5.5	5,078	Madison	32.0	11,574														
Saluda	3.7	2,922	Noxubee	3.9	3,347	Bosque	3.8	3,265	Jackson	6.1	5,214	Morgan	17.3	8,634														
Sumter	18.1	14,464	Oktibbeha	6.0	4,755	Brown	8.5	6,721	Jefferson	4.9	4,663	Total	82.4	†39,600														
Union	7.9	6,606	Webster	2.9	2,225	Cherokee	9.7	8,122	Johnson	15.2	13,705																	
Williamsburg	8.6	6,311	Winston	4.9	4,349	Collin	13.0	10,973	Jones	5.8	5,257																	
Total	271.8	222,400	Total	95.2	75,600	Comanche	4.3	3,149	Louisa	3.2	2,990	DECATUR, ILLINOIS (UHF Market)																
COLUMBUS, OHIO																												
Ohio:																												
Athens 12.5 10,695																												
Champaign 8.8 7,924																												
Clark 39.3 37,518																												
Coshocton 10.1 8,670																												
Crawford 14.5 13,028																												
Delaware 10.2 9,271																												
Fairfield 19.2 17,254																												
Fayette 7.6 6,761																												
Franklin 204.9 196,450																												
Hardin 8.8 7,568																												
Highland 9.4 7,978																												
Hocking 6.0 5,232																												
Knox 11.8 10,481																												
Licking 27.5 24,940																												
Logan 10.8 9,863																												
Madison 7.1 6,510																												
Marion 18.0 16,347																												
Morgan 3.8 3,284																												
Morrow 5.6 4,611																												
Muskingum 23.9 21,127																												
Perry 8.2 7,052																												
Pickaway 9.4 8,376																												
Pike 5.2 4,376																												
Ross 17.0 14,871																												
Union 6.8 5,839																												
Wyandot 6.4 5,504																												
Total 512.8 471,500																												
COLUMBUS, GEORGIA																												
Alabama:																												
Barbour	6.5	4,762	Calhoun	1.9	1,437	DAVENPORT, IOWA-ROCK ISLAND, ILLINOIS																						
Bullock	3.4	2,289	Chatthahoochee	1.2	1,087	Illinois:																						
Chambers	10.5	6,988	Clay	1.1	863	Bureau	12.0	10,572	DAYTONA BEACH-ORLANDO, FLORIDA																			
Dale	8.1	5,712	Crisp	5.0	3,958	Carroll	6.1	5,476	Florida:																			
Elmore	8.0	5,698	Dooly	2.9	2,269	Henderson	2.5	2,239	Brevard	38.6	36,813	Nebraska:																
Henry	3.9	2,958	Dougherty	20.6	18,045	Henry	15.7	13,706	Citrus	3.2	2,580	Cheyenne 4.3 3,816																
Lee	12.6	9,512	Harris	2.7	1,930	Jo Daviess	6.5	5,634	Flagler	1.3	1,154	Wyoming:																
Macon	6.1	4,321	Lee	1.4	1,095	Knox	18.9	16,745	Hernando	3.6	3,191	Albany 6.3 5,270																
Pike	6.9	5,014	Macon	3.2	2,300	Lasalle	34.2	32,282	Indian River	8.8	7,467	Laramie 18.6 16,973																
Randolph	5.6	4,077	Marion	1.3	1,024	Lee	10.5	9,222	Lake	19.0	16,457	Total 391.2 348,800																
Russell	11.8	9,148	Meriwether	5.0	3,784	McDonough	9.1	7,777	Marion	15.6	13,568	DES MOINES, IOWA																
Tallapoosa	9.7	7,428	Muscogee	43.6	38,770	Mercer	5.3	4,841	Orange	85.2	79,065	Iowa:																
Georgia:																												
Calhoun	1.9	1,437	Peach	3.5	2,761	Ogle	11.8	10,713	Osceola	7.0	6,203	Adair 3.6 3,072																
Chatthahoochee	1.2	1,087	Quitman	5	430	Putnam	1.4	1,252	Pasco	12.9	10,721	Appanoose 5.5 4,634																
Clay	1.1	863	Randolph	2.9	2,206	Rock Island	46.5	43,940	Polk	59.4	50,735	Boone 8.4 7,818																
Crisp	5.0	3,958	Schley	8	639	Stark	2.5	2,245	Seminole	16.7	15,306	Calhoun 5.0 4,531																
Dooly	2.9	2,269	Stewart	1.8	1,333	Warren	6.8	6,006	Sumter	3.5	2,880	Carroll 6.6 5,928																
Dougherty	20.6	18,045	Talbot	1.7	1,317	Whiteside	17.9	16,455	Volusia	47.1	41,864	Clarke 2.8 2,337																
Henry	3.9	2,958	Taylor	2.1	1,640	Total 829.1 736,800										Dallas 7.7 7,012												
Lee	12.6	9,512	Terrell	3.2	2,383	DAYTON, OHIO										Davis 2.9 2,563												
Macon	6.1	4,321	Troup	13.2	11,524	Indiana:										Decatur 3.3 2,569												
Pike	6.9	5,014	Turner	2.3	1,800	Fayette	7.4	6,623	Ohio:										Greene 4.7 4,494									
Randolph	5.6	4,077	Upson	6.7	5,751	Jay	7.2	5,495	Adams	6.1	4,420	Illinois:																
Russell	11.8	9,148	Webster	7	572	Randolph	9.1	8,202	Allen	30.7	28,081	Christian 11.9 10,306																
Tallapoosa	9.7	7,428	Total	229.0	182,100	Union	1.9	1,579	Auglaize	10.6	9,156	Coles 13.6 6,508																
COLUMBUS, MISSISSIPPI																												
Alabama:																												
Fayette	4.6	3,163	DAVENPORT, IOWA-ROCK ISLAND, ILLINOIS																									
Lamar	4.0	2,742	Illinois:																									
Marion	6.3	4,564	Bureau 12.0 10,572																									
Pickens	5.6	3,989	Carroll 6.1 5,476																									
Mississippi:																												
Calhoun	4.3	3,415	Henderson 2.5 2,239																									
Chickasaw	4.5	3,437	Henry 15.7 13,706																									
Choctaw	2.3	1,680	Jo Daviess 6.5 5,634																									
Clay	5.0	3,894	Knox 18.9 16,745																									
Itawamba	4.2	3,374	Lasalle 34.2 32,282																									
Lee	11.7	10,042	Lee 10.5 9,222																									
Lowndes	12.1	10,250	McDonough 9.1 7,777																									
DALLAS-FT. WORTH, TEXAS																												
Oklahoma:																												
Bryan	7.9	6,371	DAYTONA BEACH-ORLANDO, FLORIDA																									
Choctaw	5.2	3,545	Florida:																									
Love	1.8	1,550	Brevard 38.6 36,813																									
Marshall	2.4	2,065	Citrus 3.2 2,580																									
Iowa:																												
Cedar	5.5	5,085	Flagler 1.3 1,154																									
Clinton	16.6	15,848	Hernando 3.6 3,191																									
Des Moines	14.3	12,951	Indian River 8.8 7,467																									
DECATUR, ALABAMA (UHF Market)																												
Alabama:																												
Lauderdale	17.3	12,222	Lake 19.0 16,457																									
Lawrence	6.2	1,174	Marion 15.6 13,568																									
Illinois:																												
Christian	11.9	10,306	Orange 85.2 79,065																									
Coles	13.6	6,508	Osceola 7.0 6,203																									
De Witt	5.6	3,780	Pasco 12.9 10,721																									
Douglas	6.0	3,964	Polk 59.4 50,735																									
Logan	9.1	7,726	Seminole 16.7 15,306																									
Macon	37.5	35,111	Sumter 3.5 2,880																									
Menard	3.0	2,621	Volusia 47.1 41,864																									
Moultrie	4.2	2,609	Total 321.9 288,000																									
Piatt	4.6	3,346	DECATUR, ILLINOIS (UHF Market)																									
Sangamon	47.9	42,840	Illinois:																									
Shelby	7.5	6,301	Christian 11.9 10,306																									
Total	150.9	†125,100	Coles 13.6 6,508																									
DENVER, COLORADO																												
Colorado:																												
Adams	34.0	29,742	De Witt 5.6 3,780																									
Arapahoe	33.0	30,833	Douglas 6.0 3,964																									
Boulder	22.9	20,933	Logan 9.1 7,726																									
Chaffee	2.6	2,130	Macon 37.5 35,111																									
Clear Creek	1.0	812	Menard 3.0 2,621																									
Denver	168.0	152,220	Moultrie 4.2 2,609																									
Douglas	1.4	1,303	Piatt 4.6 3,346																									
Eagle	1.3	793	Sangamon 47.9 42,840																									
Elbert	1.1	936	Shelby 7.5 6,301																									
Gilpin	2	228	Total 150.9 †125,100																									
Grand	1.1	763	DENVER, COLORADO																									
Jefferson	39.3	32,915	Colorado:																									
Lake	1.9	1,398	Adams 34.0 29,742																									
Larimer	16.8	14,937	Arapahoe 33.0 30,833																									
Logan	6.0	5,083	Boulder 22.9 20,933																									
Morgan	6.2	5,788	Chaffee 2.6 2,130																									
Park	6	470	Clear Creek 1.0 812																									
Summit	6	524	Denver 168.0 152,220																									
Teller	8	688	Douglas 1.4 1,303																									
Washington	1.9	1,559	Eagle 1.3 793																									
Weid	21.3	18,647	Elbert 1.1 936																									
Nebraska:																												
Cheyenne 4.3 3,816																												
Wyoming:																												
Albany 6.3 5,270																												
Laramie 18.6 16,973																												
Total 391.2 348,800																												

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ARB, November 1961

**LOOK
WHO'S
FIRST AGAIN
IN
DES MOINES
TELEVISION...
KRNT-TV**

KRNT-TV topped the Des Moines market in share-of-audience with 46. Matter of fact, this 46 makes us the 2nd ranking CBS Television station in the country. For more information call Katz.

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TV MARKETS

		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes
EUREKA, CALIF.—continued															
	Roseau	3.4	2,231	Bladen	6.7	5,254	FT. WAYNE, INDIANA (UHF Market)				Somervell	.9	765		
	Traverse	2.1	1,813	Columbus	12.0	9,427				Stephens	3.1	2,710			
Oregon:	Wadena	3.4	2,284	Hoke	3.4	2,823	Indiana:				Tarrant	168.6	153,645		
Curry	4.5	3,684	Richmond	10.4	8,881				Van Zandt	6.4	5,179				
Total	60.7	51,500	Robeson	20.0	16,059	Adams	7.0	6,294	Wise	5.5	4,656				
			Scotland	6.0	5,064	Allen	69.6	64,511	Wood	5.8	4,767				
			North Dakota:				Blackford	4.6	2,727	Total	829.1	736,800			
			Barnes	4.6	4,115	DeKalb	8.5	7,755	FRESNO, CALIFORNIA (UHF Market)						
			Benson	2.5	1,935	Huntington	10.4	9,399	California:						
			Cass	19.7	17,855	Jay	7.2	3,737	Fresno	108.7	100,932				
			Cavalier	2.7	2,012	Kosciusko	12.6	11,145	Kings	14.3	11,582				
			Dickey	2.3	1,934	LaGrange	4.7	3,435	Madera	11.7	8,928				
			Eddy	1.3	1,168	Noble	8.4	7,302	Mariposa	1.7	1,311				
			McIntosh	1.9	1,496	Steuben	5.3	3,494	Merced	25.8	9,760				
			Foster	1.5	1,273	Wabash	9.9	3,194	Stanislaus	48.7	18,343				
			Grand Forks	13.1	11,669	Wells	6.5	5,555	Tulare	48.9	38,027				
			Griggs	1.4	1,184	Whitley	6.3	5,750	Total	259.8	188,900				
			La Moure	2.4	2,031	Ohio:				GLENDIVE, MONTANA					
			Nelson	2.0	1,751	Defiance	9.0	7,273	Montana:						
			Pembina	3.5	2,872	Mercer	8.8	799	Dawson	3.5	3,125				
			Ramsey	3.7	3,425	Paulding	4.9	3,515	Prairie	.7	312				
			Ransom	2.4	1,925	Putnam	7.5	5,907	Wibaux	.4	346				
			Richland	5.2	4,607	Van Wert	8.8	7,396	Total	4.6	3,800				
			Sargent	1.8	1,641	Williams	9.2	6,137	GOODLAND, KANSAS						
			Steele	1.3	1,112	Total	209.2	165,300	Colorado:						
			Stutsman	6.4	5,264	FT. DODGE, IOWA (UHF Market)				Cheyenne					
			Towner	1.5	1,242	Iowa:				Kit Carson	2.1	1,404			
			Trail	3.0	2,694	Calhoun	5.0	3,265	Yuma	2.8	2,172				
			Walsh	4.7	4,308	Humboldt	3.9	2,659	Kansas:						
			South Dakota:				Kossuth	7.1	2,163	Cheyenne	1.5	1,249			
			Marshall	1.9	1,638	Palo Alto	4.2	3,005	Gove	1.1	817				
			Roberts	3.6	2,968	Pochahontas	4.2	3,774	Greeley	.6	392				
			Total	179.8	150,000	Webster	15.0	11,936	Logan	1.2	784				
			FLINT-BAY CITY-SAGINAW, MICHIGAN				Wright	6.1	2,471	Rawlins	1.5	1,228			
			Alpena	8.0	6,753	Total	45.5	129,300	Scott	1.5	1,222				
			Arenal	2.9	2,561	FT. MYERS, FLORIDA				Sheridan	1.2	920			
			Bay	30.4	28,432	Florida:				Sherman	2.1	1,723			
			Clare	3.5	3,184	Charlotte	5.2	4,712	Thomas	2.2	2,063				
			Clinton	10.4	9,539	Collier	5.2	4,306	Wallace	.6	434				
			Eaton	14.3	13,388	De Soto	3.0	2,578	Wichita	.7	570				
			Genesee	107.2	101,641	Glades	.8	637	Nebraska:						
			Gladwin	3.1	2,771	Lee	19.0	16,972	Dundy	1.1	951				
			Gratiot	10.5	9,129	Total	33.2	29,200	Total	21.0	16,500				
			Huron	9.5	8,034	FT. SMITH, ARKANSAS				GRAND FORKS, NORTH DAKOTA					
			Ingham	61.3	57,369	Arkansas:				Minnesota:					
			Ionia	11.5	10,424	Crawford	6.4	4,870	Kittson	2.4	1,853				
			Iosco	4.9	4,535	Franklin	3.2	1,989	Marshall	4.0	3,432				
			Isabella	8.8	7,464	Johnson	3.9	2,805	Pennington	3.6	3,057				
			Lapeer	10.8	9,525	Logan	4.8	3,322	Polk	10.3	9,343				
			Midland	13.9	12,927	Madison	2.7	1,757	Red Lake	1.5	1,221				
			Montcalm	10.9	9,583	Polk	3.9	2,976	North Dakota:						
			Ogemaw	2.8	2,610	Scott	2.3	1,641	Grand Forks	13.1	11,669				
			Roscommon	2.4	2,052	Sebastian	21.1	17,834	Pembina	3.5	2,872				
			Saginaw	53.5	50,065	Washington	17.3	12,606	Walsh	4.7	4,308				
			Sanilac	9.4	8,548	Yell	3.7	3,159	Total	43.1	37,800				
			Shiawassee	15.5	13,734	Oklahoma:				FLORENCE, ALABAMA (UHF Market)					
			Tuscola	11.9	10,458	Haskell	2.8	1,982	Alabama:						
			Total	417.4	384,700	Latimer	2.3	1,602	Colbert	12.9	8,807				
			FARGO, NORTH DAKOTA				Le Flore	9.2	7,024	Lauderdale	17.3	12,222			
			Becker	6.7	5,672	Sequoyah	5.1	4,058	Total	30.2	121,000				
			Beltrami	6.4	3,962	Total	88.7	67,600	FLORENCE, SOUTH CAROLINA						
			Clay	10.7	9,629	South Carolina:				North Carolina:					
			Clearwater	2.5	1,680	Anson	6.2	5,156	Alabama:						
			Grant	2.6	2,105				Colbert	12.9	8,807				
			Hubbard	3.0	2,001				Lauderdale	17.3	12,222				
			Kittson	2.4	1,853				Total	30.2	121,000				
			Lake of Woods	1.2	787				FLORENCE, SOUTH CAROLINA						
			Mahnomen	1.6	1,266				South Carolina:						
			Marshall	4.0	3,432				Anson	6.2	5,156				
			Norman	3.4	2,975				North Carolina:						
			Otter Tail	13.8	10,136				Alabama:						
			Pennington	3.6	3,057				Colbert	12.9	8,807				
			Polk	10.3	9,343				Lauderdale	17.3	12,222				
			Red Lake	1.5	1,221				Total	30.2	121,000				

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TV MARKETS

		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes
GRAND JUNCTION, COLORADO				GREEN BAY, WISCONSIN				GREENVILLE-SPARTANBURG, SOUTH CAROLINA-ASHEVILLE, NORTH CAROLINA							
Colorado:				Michigan:				Georgia:							
Delta	5.1	3,789		Benzie	2.4	2,125		Banks	1.7	1,337		Greene	3.6	2,881	
Garfield	3.9	2,707		Delta	9.9	8,963		Elbert	4.9	4,039		Halifax	14.1	11,451	
Gunnison	1.5	1,100		Dickinson	7.4	6,739		Franklin	3.7	3,055		Hertford	5.4	4,338	
Hinsdale	.1	66		Iron	5.3	4,750		Hart	4.1	3,285		Hyde	1.5	1,195	
Mesa	15.6	13,275		Manistee	5.8	5,302		Jackson	5.2	4,080		Johnston	16.7	13,397	
Montrose	5.4	4,574		Mason	6.7	5,587		Madison	3.0	2,257		Jones	2.5	2,038	
Ouray	.5	389		Menominee	7.1	6,523		Oglethorpe	1.9	1,478		Lenoir	14.0	11,774	
Pitkin	.8	671						Stephens	5.1	4,305		Martin	5.5	5,605	
San Juan	.2	194		Wisconsin:				Wilkes	3.0	2,326		Nash	15.4	12,089	
San Miguel	.9	716		Brown	33.8	32,391						Northampton	6.0	4,693	
Total	34.0	27,500		Calumet	5.9	5,300						Onslow	18.2	15,189	
GRAND RAPIDS-KALAMAZOO, MICHIGAN				GREENSBORO-WINSTON-SALEM, NORTH CAROLINA				Kentucky:							
Indiana:				North Carolina:				South Carolina:							
Lagrange	4.7	3,616		Allegan	16.5	14,599		Buncombe	38.7	32,323		Abbeville	5.7	4,606	
Noble	8.4	7,302		Barry	9.5	8,340		Burke	13.6	11,828		Anderson	27.9	23,568	
Steuben	5.3	4,722		Berrien	45.1	40,882		Caldwell	13.1	11,648		Cherokee	9.3	7,680	
Michigan:				Nebraska:				Illinois:							
Allegan	16.5	14,599		Chase	1.4	1,201		Bolivar	13.3	9,463					
Branch	9.9	8,748		Dundy	1.1	951		Calhoun	4.3	3,415					
Calhoun	41.4	38,289		Furns	2.6	2,038		Carroll	2.7	1,982					
Cass	10.9	9,343		Hayes	.5	444		Choctaw	4.5	3,437					
Clinton	10.4	9,539		Hitchcock	1.5	1,305		Grenada	5.0	4,093					
Eaton	14.3	13,388		Red Willow	4.2	3,599		Holmes	6.7	5,302					
Gratiot	10.5	9,129		Oklahoma:				Humphreys	4.5	3,720					
Hillsdale	10.3	9,197		Beaver	2.1	1,688		Leflore	11.9	9,705					
Ingham	61.3	57,369		Harper	1.9	1,556		Montgomery	3.6	2,677					
Ionia	11.5	10,424		Texas	4.3	3,094		Sunflower	10.3	8,420					
Jackson	37.9	35,124		Total	163.8	137,300		Tallahatchie	5.8	4,704					
Kalamazoo	48.9	46,365		GREAT FALLS, MONTANA				Washington	20.4	15,797					
Kent	107.1	101,272		Montana:				Webster	2.9	2,225					
Mecosta	5.7	4,905		Blaine	2.2	1,526		Yalobusha	3.3	2,391					
Montcalm	10.9	9,583		Cascade	22.6	20,169		Total	99.2	77,300					
Muskegon	42.9	39,259		Chouteau	2.1	1,797		HANNIBAL, MISSOURI-QUINCY, ILLINOIS							
Newaygo	7.1	5,914		Fergus	4.1	3,107		Illinois:							
Oceana	4.8	4,065		Glacier	3.0	2,405		Adams	21.7	19,639					
Ottawa	27.8	26,337		Hill	5.2	4,271		Brown	2.0	1,756					
St. Joseph	13.2	11,970		Judith Basin	.9	748		Cass	4.7	4,043					
Van Buren	14.7	13,374		Lewis & Clark	9.0	7,534		Greene	5.6	4,874					
Total	591.0	543,000		Liberty	.7	570		Hancock	7.9	7,065					
GREAT BEND-HAYS, KANSAS				GREAT FALLS, MONTANA				Tennessee:							
Colorado:				Montana:				Greene							
Baca	1.9	1,357		Blaine	2.2	1,526		Greene	12.0	8,293					
Prowers	4.0	2,643		Cascade	22.6	20,169		Jefferson	4.8	2,591					
Yuma	2.8	2,172		Chouteau	2.1	1,797		Unicoi	4.2	3,390					
Kansas:				Virginia:				Washington							
Barton	9.9	8,847		Carroll	7.9	6,282		Washington	17.7	14,719					
Cheyenne	1.5	1,249		Franklin	6.7	5,273		Total	520.5	437,700					
Clark	1.1	925		Grayson	4.9	3,599		GREENVILLE-WASHINGTON, NORTH CAROLINA							
Cloud	4.7	3,552		Halifax	9.9	7,956		North Carolina:							
Comanche	1.1	904		Henry	15.7	13,715		Beaufort	9.6	8,127					
Decatur	1.9	1,523		Patrick	4.0	3,200		Bertie	5.7	4,677					
Edwards	1.6	1,322		Pittsylvania	28.7	23,319		Carteret	7.7	6,330					
Ellis	5.7	4,962		Total	442.6	382,400		Chowan	2.9	2,361					
Ellsworth	2.5	2,189		GREAT BEND-HAYS, KANSAS				Craven	15.2	12,897					
Finnay	4.6	3,976		Colorado:				Duplin	10.2	8,094					
Ford	6.4	5,645		Baca	1.9	1,357		Edgecombe	13.1	12,170					
Gove	1.1	817		Prowers	4.0	2,643		Franklin	7.1	5,700					
Graham	1.6	1,362		Yuma	2.8	2,172		Missouri:							
Grant	1.4	1,126		Kansas:				Adair	6.6	5,090					
Gray	1.3	1,150		Barton	9.9	8,847		Audrain	8.3	7,414					
				Cheyenne	1.5	1,249		Clark	2.8	2,306					
				Clark	1.1	925		Knox	2.2	1,771					
				Cloud	4.7	3,552		Lewis	3.5	3,104					
				Comanche	1.1	904									
				Decatur	1.9	1,523									
				Edwards	1.6	1,322									
				Ellis	5.7	4,962									
				Ellsworth	2.5	2,189									
				Finnay	4.6	3,976									
				Ford	6.4	5,645									
				Gove	1.1	817									
				Graham	1.6	1,362									
				Grant	1.4	1,126									
				Gray	1.3	1,150									

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TV MARKETS

Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes						
HANNIBAL, MO.-QUINCY, ILL.— <i>continued</i>			HARRISBURG, PENNSYLVANIA (UHF Market)			Dawson 6.0 5,401			INDIANA:			HOUSTON, TEXAS					
Macon	5.8	4,868	Pennsylvania:			Fillmore	3.1	2,675	Crawford	2.6	2,025	Texas:					
Marion	9.9	8,749	Cumberland	37.4	33,701	Franklin	1.8	1,549	Daviess	8.0	6,531	Austin	4.5	3,409	Burleson	3.5	2,830
Monroe	3.6	3,104	Dauphin	68.7	61,601	Furnas	2.6	2,038	Dubois	7.4	6,481	Brazoria	21.0	18,580	Brazos	12.2	10,254
Montgomery	3.8	3,050	Junia	4.6	2,513	Garfield	.8	679	Gibson	9.5	8,090	Calhoun	4.3	3,372	Chambers	3.0	2,690
Pike	5.5	4,582	Lebanon	26.8	18,521	Gosper	.7	665	Knox	13.4	11,306	Colorado	5.6	4,494	Fort Bend	10.5	9,414
Ralls	2.6	1,968	Perry	7.7	4,446	Greeley	1.3	1,102	Martin	2.9	2,227	Galveston	42.9	38,445	Grimes	3.9	3,178
Randolph	7.8	6,420	Snyder	7.0	5,225	Hall	11.3	10,165	Orange	5.1	4,119	Harris	378.3	341,202	Jackson	3.9	3,127
Schuyler	1.7	1,451	Total	152.2	†126,000	Hamilton	2.7	2,514	Perry	4.9	4,013	Liberty	9.3	7,869	Madison	2.0	1,511
Scotland	2.2	1,913	HARRISONBURG, VIRGINIA			Harlan	1.6	1,410	Pike	4.2	3,415	Matagorda	7.4	5,713	Montgomery	8.0	6,500
Shelby	3.2	2,693	Virginia:			Howard	2.1	1,672	Posay	5.8	5,096	Polk	4.1	2,957	San Jacinto	1.8	1,408
Total	183.9	159,700	Albemarle	17.6	13,347	Jefferson	3.9	3,376	Spencer	4.6	3,581	Trinity	2.4	1,770	Walker	5.0	4,176
HARLINGEN-WESLACO, TEXAS			Augusta	20.5	15,265	Kearney	2.0	1,859	Vanderburgh	50.8	45,809	Waller	3.1	2,552	Washington	6.0	4,547
Texas:			Greene	1.1	755	Loup	3	197	Warrick	6.9	5,956	Wharton	10.7	9,049	Total	553.4	498,000
Cameron	35.9	29,288	Highland	.9	724	Merrick	2.6	2,256	KENTUCKY:								
Hidalgo	41.2	33,067	Madison	2.2	1,484	Nance	1.7	1,412	Breckinridge	4.2	3,042	Brekinridge	4.2	3,042	Crittenden	2.7	1,568
Starr	3.7	2,704	Orange	3.6	2,927	Nuckolls	2.6	2,339	Daviess	20.2	17,708	Crittenden	2.7	1,568	Daviess	20.2	17,708
Willacy	4.5	3,567	Page	4.5	3,930	Phelps	3.1	2,757	Grayson	4.5	3,135	Hancock	1.5	1,101	Henderson	10.1	8,373
Zapata	1.0	657	Rappahannock	1.4	1,205	Poik	2.2	2,048	Hancock	1.5	1,101	Hopkins	11.7	8,941	Hopkins	11.7	8,941
Total	86.3	69,300	Rockingham	14.4	11,335	Seward	4.0	3,170	Henderson	10.1	8,373	McLean	2.8	1,977	Muhlenberg	8.1	6,327
			Shenandoah	6.5	5,518	Sherman	1.6	1,363	Ohio	5.3	3,390	Ohio	5.3	3,390	Union	4.2	3,478
			Warren	4.2	3,429	Thayer	3.0	2,340	Webster	4.6	3,513	Webster	4.6	3,513	Total	260.1	215,900
			West Virginia:			Valley	2.1	1,773	Union	4.2	3,478	Webster	4.6	3,513	Total	260.1	215,900
			Grant	2.2	1,551	Webster	2.0	1,665	Webster	4.6	3,513	Webster	4.6	3,513	Total	260.1	215,900
			Hampshire	3.2	2,727	Wheeler	.3	295	Muhlenberg	8.1	6,327	Muhlenberg	8.1	6,327	Total	260.1	215,900
			Hardy	2.5	1,824	York	4.4	3,813	Ohio	5.3	3,390	Ohio	5.3	3,390	Total	260.1	215,900
			Pendleton	2.0	1,429	Total	120.4	103,000	Union	4.2	3,478	Union	4.2	3,478	Total	260.1	215,900
			Total	86.8	67,400	HATTIESBURG, MISSISSIPPI			Webster	4.6	3,513	Webster	4.6	3,513	Total	260.1	215,900
			HARTFORD-NEW BRITAIN, CONNECTICUT			Mississippi:			Webster	4.6	3,513	Webster	4.6	3,513	Total	260.1	215,900
			Connecticut:			Covington			4.2	3,042	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Hartford	209.8	198,862	Forrest			14.8	13,259	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Litchfield	36.9	33,848	Greene			2.0	1,579	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Middlesex	26.0	23,641	Jasper			4.1	3,562	4.2	3,042	4.2	3,042	Total	260.1	215,900
			New Haven	201.8	192,969	Jeff Davis			3.3	2,742	4.2	3,042	4.2	3,042	Total	260.1	215,900
			New London	53.8	51,528	Jones			15.9	13,610	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Tolland	18.4	16,405	Lamar			3.7	3,146	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Windham	21.0	19,036	Marion			6.1	5,392	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Massachusetts:			Perry			2.2	1,926	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Franklin	17.0	15,240	Smith			3.7	3,197	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Hampden	131.2	125,366	Stone			1.8	1,414	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Hampshire	27.7	25,958	Wayne			4.1	3,462	4.2	3,042	4.2	3,042	Total	260.1	215,900
			Total	743.6	702,900	Total			65.2	56,200	4.2	3,042	4.2	3,042	Total	260.1	215,900
			HASTINGS, NEBRASKA			HELENA, MONTANA			HENDERSON-LAS VEGAS, NEVADA			HUNTINGTON-CHARLESTON, WEST VIRGINIA					
			Kansas:			Montana:			Arizona:			Kentucky:					
			Cloud	4.7	3,552	Lewis Clark			9.0	7,534	Mohave	2.5	1,884	Bath	2.6	1,699	
			Jewell	2.5	2,000	Pike			9.0	7,580	Nevada:			Boyd	15.1	12,629	
			Phillips	2.9	2,473	HENDERSON, KENTUCKY- EVANSVILLE, INDIANA			Clark	44.1	40,083	Clark	44.1	40,083	Breathitt	3.5	1,867
			Republic	3.4	2,702	Illinois:			Lincoln	.7	557	Clark	44.1	40,083	Carter	5.3	3,929
			Smith	2.6	2,266	Clay	5.2	4,220	Utah:			Lincoln	.7	557	Elliott	1.5	1,105
			Washington	3.5	2,984	Crawford	7.0	6,111	Washington	2.8	1,974	Utah:			Floyd	9.8	7,612
			Nebraska:			Edwards	2.6	2,141	Washington	2.8	1,974	Utah:			Greenup	7.8	5,786
			Adams	8.9	7,921	Gallatin	2.4	2,007	Total	50.1	44,500	Utah:			Johnson	5.2	3,865
			Antelope	3.1	2,443	Hamilton	3.3	2,533	Total	50.1	44,500	Utah:			Knott	3.8	2,361
			Blaine	.3	269	Hardin	1.8	1,477	Total	50.1	44,500	Utah:			Lawrence	3.2	2,085
			Boone	2.7	2,284	Jasper	3.5	2,799	Total	50.1	44,500	Utah:			Lee	1.9	1,129
			Buffalo	8.0	6,781	Lawrence	6.0	4,902	Total	50.1	44,500	Utah:			Letcher	7.2	4,595
			Clay	2.8	2,543	Richland	5.2	4,144	Total	50.1	44,500	Utah:			Lewis	3.4	2,454
			Custer	5.2	4,216	Wabash	4.5	3,801	Total	50.1	44,500	Utah:			Magoffin	2.6	1,683
						Wayne	6.2	4,615	Total	50.1	44,500	Utah:			Martin	2.2	1,575
						White	6.4	5,399	Total	50.1	44,500	Utah:			Menifee	1.1	718
									Total	50.1	44,500	Utah:			Morgan	2.8	1,956
									Total	50.1	44,500	Utah:			Perry	8.1	5,203
									Total	50.1	44,500	Utah:			Pike	16.2	11,692
									Total	50.1	44,500	Utah:			Rowan	3.2	2,431
									Total	50.1	44,500	Utah:			Wolfe	1.5	840
									Total	50.1	44,500	Utah:			Ohio:		
									Total	50.1	44,500	Utah:			Athens	12.5	10,695
									Total	50.1	44,500	Utah:			Gallia	6.9	6,062
									Total	50.1	44,500	Utah:			Jackson	8.5	7,062
									Total	50.1	44,500	Utah:			Lawrence	16.0	14,512
									Total	50.1	44,500	Utah:			Meigs	6.6	5,551
									Total	50.1	44,500	Utah:			Morgan	3.8	3,284
									Total	50.1	44,500	Utah:			Pike	5.3	4,376
									Total	50.1	44,500	Utah:			Scioto	25.4	20,634
									Total	50.1	44,500	Utah:			Vinton	2.8	2,257
									Total	50.1	44,500	Utah:			Washington	15.4	13,155
									Total	50.1	44,500	Utah:			Virginia:		
									Total	50.1	44,500	Utah:			Buchanan	8.1	6,274
									Total	50.1	44,500	Utah:			Dickenson	4.6	3,804

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Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes
West Virginia:								
Boone	7.2	6,198	Pawnee	3.0	2,721	Carroll	5.2	4,559
Braxton	4.1	3,143	Phillips	2.9	2,473	Cass	12.4	10,083
Cabell	33.1	30,180	Pratt	4.0	3,696	Clay	8.1	6,921
Calhoun	2.1	1,584	Reno	19.0	17,166	Clinton	9.8	8,294
Clay	2.8	2,225	Rice	4.5	3,885	Decatur	6.0	5,189
Fayette	16.4	13,511	Rooks	3.0	2,618	Delaware	33.5	31,318
Gilmer	2.2	1,586	Rush	2.0	1,707	Fayette	7.4	6,623
Jackson	5.1	4,486	Russell	3.6	3,163	Fountain	6.0	5,299
Kanawha	73.2	66,108	Saline	16.6	14,708	Grant	22.5	19,082
Lincoln	4.9	4,044	Sedgwick	106.2	97,790	Greene	8.9	7,625
Logan	15.1	13,026	Sheridan	1.2	920	Hamilton	12.1	11,075
McDowell	17.5	14,189	Smith	2.7	2,266	Hancock	8.1	7,224
Mason	6.6	5,685	Stafford	2.5	2,293	Hendricks	12.3	11,376
Mingo	9.6	8,007	Sumner	8.2	7,192	Henry	14.8	13,288
Nicholas	6.5	5,271	Trego	1.6	1,369	Howard	21.1	19,336
Putnam	6.4	5,298	Wilson	4.4	3,682	Jackson	9.3	8,207
Raleigh	20.9	17,842	Woodson	1.9	1,396	Jay	7.2	5,495
Ritchie	3.3	2,626	Oklahoma:			Jennings	4.4	3,746
Roane	4.1	3,259	Grant	2.9	2,514	Johnson	12.7	11,779
Wayne	10.5	8,894	Woods	4.0	3,399	Lawrence	11.3	9,688
Webster	3.4	2,546	Total	317.4	276,700	Madison	38.5	35,647
Wirt	1.2	974						
Wood	23.6	21,394						
Wyoming	8.3	6,822						
Total	512.0	423,800						
HUNTSVILLE, ALABAMA (UHF Market)								
Alabama:								
Limestone	9.6	5,991						
Madison	32.0	11,574						
Total	41.6	17,565						
HUTCHINSON-WICHITA, KANSAS								
Kansas:								
Barber	2.8	2,362						
Barton	9.9	8,847						
Butler	12.0	9,795						
Chase	1.3	995						
Cloud	4.7	3,552						
Comanche	1.1	904						
Cowley	12.2	9,804						
Dickinson	7.1	6,271						
Edwards	1.6	1,322						
Elk	1.8	1,440						
Ellis	5.7	4,962						
Elsworth	2.5	2,189						
Gove	1.2	817						
Graham	1.7	1,362						
Greenwood	3.9	3,377						
Harper	3.2	2,912						
Harvey	8.0	6,257						
Kingman	3.0	2,688						
Kiowa	1.4	1,116						
Lane	.9	773						
Lincoln	1.9	1,410						
Lyon	8.5	6,967						
McPherson	7.5	5,910						
Marion	4.8	3,951						
Mitchell	2.9	2,491						
Morris	2.4	2,024						
Ness	1.8	1,488						
Norton	2.6	1,957						
Osborne	2.5	1,955						
Ottawa	2.3	1,878						
IDAHO FALLS-POCATELLO, IDAHO								
Idaho:								
Bannock	13.9	12,474						
Bingham	7.1	6,272						
Blaine	1.3	1,165						
Bonneville	13.0	11,856						
Butte	.9	807						
Caribou	1.6	1,349						
Cassia	4.3	3,746						
Clark	.2	241						
Custer	.8	652						
Fremont	2.3	2,108						
Jefferson	2.9	2,589						
Lemhi	1.7	1,203						
Madison	2.3	2,017						
Minidoka	3.8	3,458						
Power	1.1	1,045						
Teton	.6	593						
Montana:								
Park	4.3	3,536						
Wyoming:								
Big Horn	3.4	2,645						
Lincoln	2.5	1,827						
Sublette	1.1	806						
Teton	.9	792						
Washakie	2.5	2,172						
Yellowstone Pk.	.1	100						
Total	72.6	63,400						
INDIANAPOLIS, INDIANA								
Illinois:								
Clark	5.5	4,710						
Crawford	7.0	6,111						
Edgar	7.5	6,670						
Indiana:								
Bartholomew	14.5	13,041						
Benton	3.4	2,973						
Blackford	4.6	4,010						
Boone	8.6	7,875						
Brown	2.0	1,558						
JACKSON, MISSISSIPPI								
Louisiana:								
East Carroll	3.7	2,598						
Madison	4.4	3,135						
Tensas	3.1	2,232						
Mississippi:								
Adams	10.2	8,309						
Amite	3.8	3,342						
Attala	5.7	4,809						
Bolivar	13.3	9,463						
Carroll	2.7	1,982						
Choctaw	2.3	1,680						
Claiborne	2.6	2,093						
Copiah	7.1	6,140						
Covington	3.5	2,921						
Forrest	14.8	13,259						
Franklin	2.5	2,042						
Hinds	51.4	46,738						
Holmes	6.7	5,302						
Humphreys	4.5	3,720						
Issaquena	.8	735						
Jasper	4.1	3,562						
Jefferson	2.5	1,964						
Jeff Davis	3.3	2,742						

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But claims are empty unless backed up by facts—so here's proof of WLBT's dominance in Mississippi's largest market:

The recent in-depth study of NCS '61 reveals penetration of 292,150 TV homes versus 211,782 for the other station. Latest ARB total homes figures show WLBT compiled an impressive 16 out of the top 20 programs—with the top ten shows all on Channel 3.

And, for a pleasant surprise, just analyze WLBT's CPM (last November WLBT had the lowest CPM in the nation). But, of course, for further details, call your Hollingbery man.



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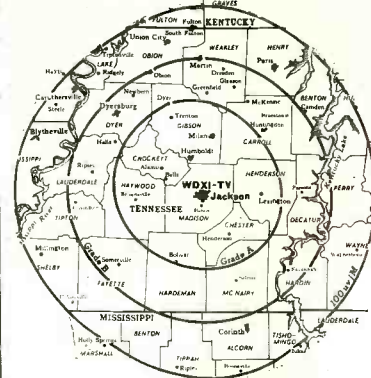
TV MARKETS

Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes
JACKSON, MISS—continued								
Jones	15.9	13,610	Appling	3.2	2,207	Carter	11.3	8,981
Lamar	3.7	3,146	Atkinson	1.5	989	Cocke	6.2	4,642
Lawrence	2.6	2,156	Bacon	2.1	1,534	Greene	11.9	8,293
Leake	4.8	3,884	Brantley	1.4	991	Hamblen	9.5	7,622
Leflore	11.9	9,705	Camden	2.5	2,108	Hancock	1.9	1,265
Lincoln	7.3	6,386	Charlton	1.3	1,058	Hawkins	8.2	6,208
Madison	7.5	6,562	Clinch	1.7	1,316	Johnson	2.9	2,089
Marion	6.1	5,392	Coffee	5.6	4,471	Sullivan	32.4	27,477
Montgomery	3.6	2,677	Echols	4	386	Unicoi	4.1	3,390
Neshoba	5.7	4,829	Glynn	11.9	10,048	Washington	17.6	14,719
Newton	5.2	4,449	Jeff Davis	2.2	1,459	Virginia:		
Pike	9.6	8,056	Lanier	1.3	997	Buchanan	8.1	6,274
Rankin	7.7	6,628	Lowndes	13.4	11,194	Dickenson	4.6	3,804
Scott	5.4	4,560	McIntosh	1.6	1,208	Lee	6.6	5,326
Sharkey	2.5	2,078	Pierce	2.5	2,029	Russell	6.4	4,854
Simpson	5.1	4,466	Ware	9.7	8,647	Scott	6.6	5,148
Smith	3.7	3,197	Wayne	4.6	3,625	Smyth	7.8	6,482
Sunflower	10.3	8,420	Total	297.1	256,500	Washington	15.0	12,209
Walthall	3.3	2,779				Wise	12.3	10,851
Warren	12.3	10,376				Total	240.0	188,100
Washington	20.4	15,797				JOHNSTOWN, PENNSYLVANIA		
Webster	2.9	2,225				Maryland:		
Winston	4.9	4,349				Allegany	25.9	22,088
Yazoo	8.0	6,754				Garrett	5.5	4,370
Total	323.4	271,200				Pennsylvania:		
JEFFERSON CITY-COLUMBIA, MISSOURI								
Missouri:								
Audrain	8.3	7,414	Armstrong	23.7	20,416			
Boone	16.1	13,624	Bedford	12.3	10,023			
Callaway	6.4	5,512	Blair	41.5	38,644			
Camden	3.1	2,134	Butler	32.5	28,793			
Chariton	4.3	3,416	Cambria	57.4	54,632			
Cole	11.5	10,574	Cameron	2.2	2,180			
Cooper	4.9	4,148	Centre	20.5	17,544			
Crawford	4.1	3,012	Clarion	10.7	9,716			
Dent	3.4	2,206	Clearfield	24.1	20,747			
Gasconade	4.0	3,359	Clinton	11.1	9,806			
Howard	3.4	2,845	Elk	10.5	9,555			
Linn	5.9	5,031	Fayette	49.9	42,918			
Macon	5.9	4,868	Forest	1.3	1,174			
Maries	2.2	1,653	Fulton	2.9	2,204			
Miller	4.4	3,449	Huntingdon	11.5	9,683			
Moniteau	3.5	3,126	Indiana	21.4	18,491			
Monroe	3.6	3,104	Jefferson	14.2	12,720			
Montgomery	3.7	3,050	McKean	16.9	15,080			
Morgan	3.2	2,681	Mifflin	13.4	12,031			
Osage	3.0	2,547	Potter	4.9	4,314			
Pettis	11.8	10,332	Somerset	22.4	20,396			
Phelps	7.6	6,591	Venango	18.8	16,799			
Pulaski	8.3	6,710	Washington	64.7	61,632			
Randolph	7.8	6,420	Westmoreland	103.4	98,766			
Saline	8.0	6,672				West Virginia:		
Total	148.4	124,500				Hampshire	3.2	2,727
JOHNSON CITY-KINGSPORT, TENNESSEE-BRISTOL, VIRGINIA								
Kentucky:								
Harlan	12.8	9,222	Mineral	6.4	5,210			
Knott	3.8	2,361	Total	633.2	572,700			
Leslie	2.2	1,328				JOPLIN, MISSOURI-PITTSBURG, KANSAS		
Letcher	7.2	4,595				Arkansas:		
Perry	8.1	5,203				Benton	11.9	8,517
Pike	16.2	11,692				Kansas:		
North Carolina:								
Ashe	5.2	4,353	Allen	5.6	4,543			
Avery	2.9	2,315	Bourbon	5.7	4,774			
Watauga	4.5	3,734						
Yancey	3.7	2,820						
JACKSON, TENNESSEE								
Tennessee:								
Carroll	7.3	5,276						
Chester	2.7	1,926						
Crockett	4.2	3,224						
Decatur	2.5	1,762						
Gibson	13.9	11,300						
Hardeman	4.9	3,325						
Hardin	4.9	3,320						
Henderson	4.6	3,523						
McNairy	5.2	3,563						
Madison	18.0	14,796						
Obion	8.5	6,593						
Weakley	7.7	5,347						
Total	84.4	64,000						
JACKSONVILLE, FLORIDA								
Florida:								
Alachua	19.8	15,622						
Baker	1.7	1,423						
Bradford	3.4	2,699						
Clay	5.5	4,783						
Columbia	5.6	4,632						
Dixie	1.3	1,038						
Duval	133.1	121,379						
Flagler	1.3	1,154						
Gilchrist	.8	626						
Hamilton	2.0	1,564						
Lafayette	.8	602						
Levy	3.1	2,227						
Madison	3.8	3,038						
Marion	15.6	13,568						
Nassau	4.7	4,082						
Putnam	9.5	8,199						
St. Johns	9.2	8,155						
Suwannee	4.2	3,427						
Taylor	3.7	3,033						
Union	1.1	936						

WDXI-TV

JACKSON, TENNESSEE

is the center
of a
\$400 million
market.



Check these facts:

WDXI-TV covers 716,000 people in the Midsouth.

WDXI-TV covers a market with 194,000 households.

WDXI-TV carries 194 top network daytime and nighttime programs a week from CBS and ABC.

WDXI-TV is a basic station for coverage of the Midsouth.

Hit the bull's eye for sales
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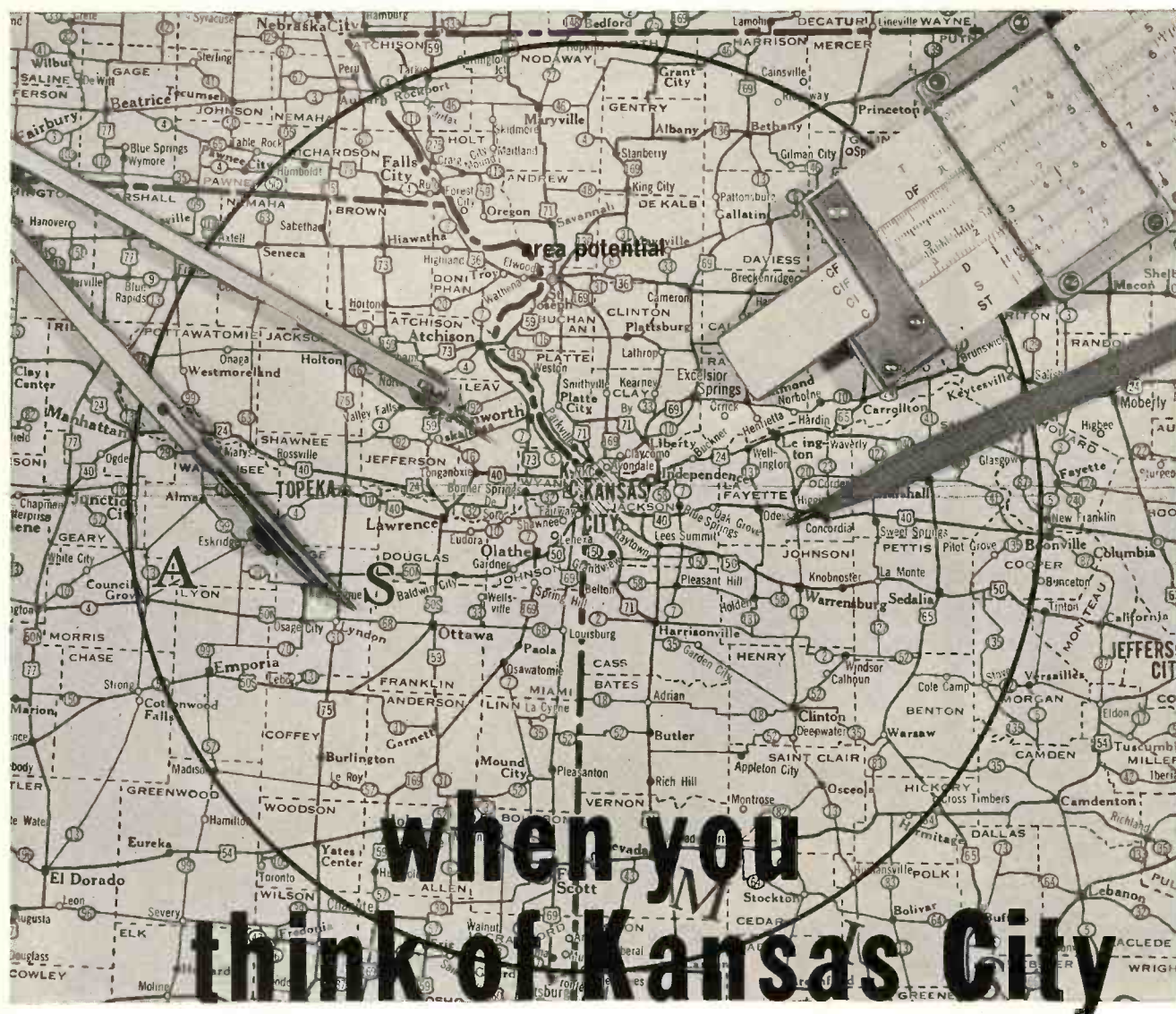
WDXI-TV

CHANNEL 7

JACKSON, TENNESSEE



John E. North, Manager



when you think of Kansas City

remember our A.P.*

The TALL TOWER at Broadcasting House



Kansas City is the trade hub of this entire 200-mile-wide market.

Serving hundreds of large and small towns like Peculiar, Missouri . . . Rulo, Nebraska and Tonganoxie, Kansas . . . KCMO-Radio and KCMO-TV give you 2,320,499 cash customers.

Get this big, bold, booming market at low cost-per-thousand on KCMO-Radio — 810 Kc. — 50,000 watts, Kansas City's most powerful station and KCMO-TV — Channel 5 — 100,000 watts full power from tall tower television.

Kansas City MO TV-Radio-FM

* AREA POTENTIAL

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)	VHF Homes	Total Homes (Thous.)	VHF Homes				
MINNEAPOLIS-ST. PAUL, MINNESOTA										
Minnesota:										
Anoka	22.7	22,042	Burke	1.7	1,349	Florida:				
Benton	4.4	3,466	Dunn	1.5	1,072	Bay	18.9	16,136		
Blue Earth	12.7	11,493	Mc Henry	3.0	2,514	Escambia	48.7	42,054		
Brown	8.0	5,966	Mc Kenzie	2.0	1,510	Gulf	2.8	2,417		
Carver	5.8	5,313	Mc Lean	3.8	2,977	Okaloosa	17.3	15,293		
Cass	4.9	3,047	Mercer	1.9	1,448	Santa Rosa	7.8	6,474		
Chisago	4.0	3,783	Mountrail	2.7	2,075	Walton	4.5	3,537		
Cottonwood	4.8	3,756	Pierce	1.9	1,579	Mississippi:				
Crow Wing	9.7	7,427	Renville	1.3	1,084	Forrest	14.8	13,259		
Dakota	21.2	19,814	Rolette	2.4	1,813	George	2.8	2,449		
Dodge	3.7	3,424	Sheridan	1.1	999	Greene	2.0	1,579		
Goodhue	9.9	8,855	Towner	1.5	1,242	Harrison	31.7	27,979		
Hennepin	263.6	252,168	Ward	13.3	11,728	Jackson	15.2	13,774		
Hubbard	3.0	2,001	Wells	2.6	2,038	Lamar	3.7	3,146		
Isanti	3.4	3,102	Total	46.3	37,800	Perry	2.2	1,926		
Jackson	4.5	3,615	MISSOULA, MONTANA			Stone	1.8	1,414		
Kanabec	2.6	2,116	Montana:			Wayne	4.1	3,462		
Kandiyohi	8.4	7,288	Deer Lodge	5.0	4,581	Total	319.8	266,100		
Le Sueur	5.8	5,131	Flathead	10.1	8,638	MONAHANS, TEXAS				
Lyon	6.4	5,343	Granite	.9	732	New Mexico:				
McLeod	7.2	6,644	Lake	3.8	2,636	Lea	15.6	13,679		
Martin	8.1	7,369	Lewis & Clark	9.0	7,534	Texas:				
Meeker	5.4	4,816	Lincoln	3.6	2,973	Crane	1.3	1,232		
Mille Lacs	4.3	3,641	Mineral	.8	665	Culberson	.7	622		
Morrison	6.9	5,833	Missoula	13.7	10,936	Jeff Davis	.4	352		
Nicollet	5.6	4,869	Powell	2.0	1,741	Loving	.1	57		
Olmsted	18.9	17,267	Ravalli	3.9	3,244	Pecos	3.3	2,700		
Pine	4.8	3,960	Silver Bow	15.3	13,187	Reeves	4.7	4,123		
Ramsey	127.0	121,271	Total	68.1	56,900	Uptown	1.7	1,507		
Redwood	6.3	4,812	MITCHELL, SOUTH DAKOTA			Ward	4.1	3,533		
Renville	6.6	4,935	Nebraska:			Winkler	3.9	3,443		
Rice	9.7	9,237	Boyd	1.3	1,046	Total	35.8	31,200		
Scott	5.7	5,089	South Dakota:			MONROE, LOUISIANA-EL DORADO, ARKANSAS				
Sherburne	3.2	2,883	Rora	1.3	1,243	Arkansas:				
Sibley	4.5	3,916	Beadle	6.5	5,734	Ashley	6.7	5,370		
Stearns	19.1	17,314	Bon Homme	2.8	2,218	Bradley	4.1	3,046		
Steele	7.4	6,626	Charles Mix	3.2	2,386	Calhoun	1.7	1,323		
Todd	6.7	4,828	Davison	5.0	4,292	Chicot	5.3	4,253		
Wabasha	4.8	4,374	Douglas	1.4	1,049	Cleveland	2.0	1,450		
Wadena	3.4	2,284	Gregory	2.2	1,879	Columbia	7.8	6,646		
Waseca	4.7	3,966	Hanson	1.2	1,117	Dallas	3.0	2,298		
Washington	14.0	12,793	Hutchinson	3.3	2,610	Desha	5.6	4,427		
Watsonwan	4.2	3,532	Jerauld	1.2	1,021	Drew	4.1	3,359		
Winona	11.8	10,186	Kingsbury	2.7	2,351	Ouachita	9.2	7,438		
Wright	8.3	7,389	Mc Cook	2.4	1,963	Union	15.0	12,479		
Yellow Medicine	4.6	3,953	Miner	1.5	1,357	Louisiana:				
Wisconsin:										
Barron	10.1	8,505	Sanborn	1.3	1,115	Bienville	4.7	3,882		
Buffalo	4.0	3,063	Total	37.3	31,400	Caldwell	2.5	1,872		
Burnett	2.8	2,231	MOBILE, ALABAMA			Catahoula	3.0	2,200		
Chippewa	11.9	10,092	Alabama:			Claiborne	5.7	4,388		
Dunn	7.4	6,396	Baldwin	13.2	9,758	East Carroll	3.7	2,598		
Eau Claire	17.2	14,844	Clarke	6.6	4,627	Franklin	6.6	4,651		
Pepin	2.0	1,737	Conecuh	4.6	3,066	Jackson	4.6	3,919		
Pierce	6.2	5,669	Covington	10.3	7,474	Lincoln	7.1	6,024		
Poik	7.4	6,660	Escambia	8.8	6,746	Madison	4.4	3,135		
Rusk	4.2	3,353	Mobile	84.7	70,110	Morehouse	8.9	7,457		
St. Croix	8.1	7,505	Monroe	5.6	4,046	Ouachita	29.5	25,603		
Total	804.0	733,000	Washington	3.5	2,512	Richland	6.1	4,732		
MINOT, NORTH DAKOTA										
North Dakota:										
Benson	2.5	1,935	Wilcox	4.2	2,816	Union	4.9	3,773		
Bottineau	3.1	2,485					West Carroll	3.8	2,915	
								Winn	4.7	3,738

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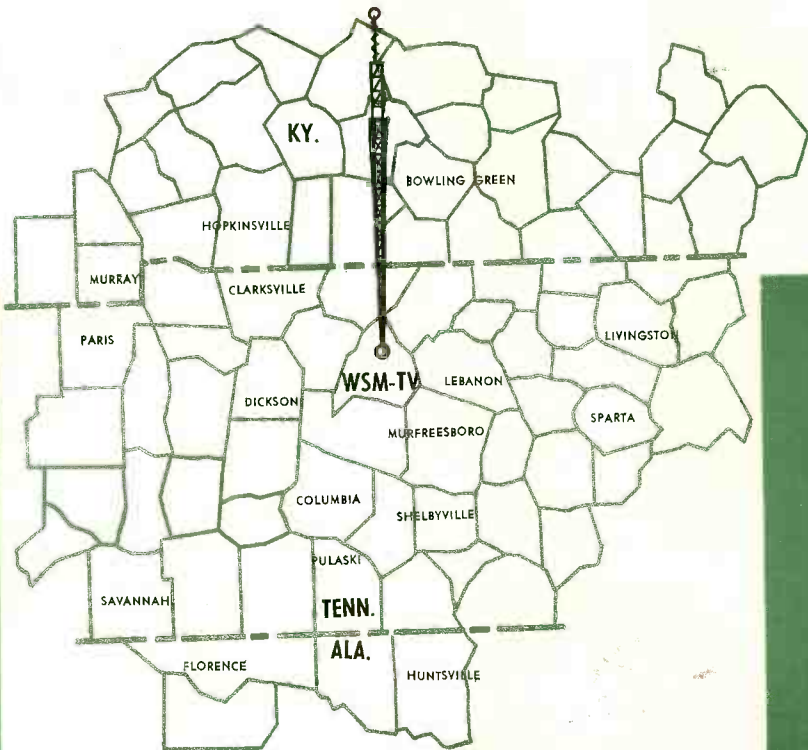
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These
WSM-TV
 Counties
 gain



52,000

**TV
 HOMES**

WSM-TV

Channel 4 

NASHVILLE, TENNESSEE

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

434,600 television homes

(a gain of 52,000 over last year).

\$2½ billion effective buying income.

Their TV sets are tuned to Nashville.

Nashville delivers more nighttime homes
 than Birmingham, Denver, Toledo, Charlotte,
 San Antonio, Louisville... many others.

And their favorite is WSM-TV,

Nashville's first station,

with a 40% share-of-audience.

Shouldn't Nashville and WSM-TV be on THE LIST?

(Figures from TELEVISION MARKET BOOK and ARB, Nov., 1961)

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

IN
PORTLAND
OREGON...
IT'S
EYE-CATCHING



KOIN-TV

Women can get bored to death when all they have to look forward to every day is housework. KOIN-TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to... a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

Channel 6, Portland, Oregon
One of America's great influence stations

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Give them a call, won't you?

TV MARKETS

	Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes
PORTLAND, ME.—continued			PUEBLO-COLORADO SPRINGS, COLORADO			Duplin		
Coos	10.9	10,283	Colorado:			Durham	31.5	27,598
Graffon	14.2	11,277	Bent	2.0	1,478	Edgecombe	13.1	12,170
Strafford	17.3	15,174	Crowley	1.1	999	Franklin	7.1	5,700
Vermont:			Custer	.4	285	Granville	7.6	6,204
Caledonia	6.8	5,922	El Paso	44.0	39,539	Green	3.7	2,881
Total	251.3	227,600	Fremont	6.2	5,189	Halifax	14.1	11,451
PORTLAND, OREGON			Huerfano	2.3	1,672	Harnett	12.4	10,483
Oregon:			Kiowa	.7	470	Hoke	3.4	2,823
Benton	11.0	9,248	Las Animás	5.8	4,116	Johnston	16.7	13,397
Clackamas	35.0	33,135	Lincoln	1.6	1,250	Lee	7.2	5,978
Clatsop	9.4	8,503	Otero	7.0	5,820	Lenoir	14.0	11,774
Columbia	7.0	6,108	Pueblo	32.8	29,172	Martin	6.5	5,605
Coos	16.9	13,171	Telker	.8	688	Montgomery	4.9	4,001
Crook	2.8	2,561	New Mexico:			Moore	9.9	8,212
Deschutes	7.4	6,464	Colfax	3.9	2,666	Nash	15.4	12,089
Gilliam	.9	730	Total	108.6	93,300	Orange	10.9	8,444
Hood River	4.2	3,581	QUINCY, ILLINOIS-HANNIBAL, MISSOURI			Pender	4.6	3,716
Jefferson	2.0	1,648	Illinois:			Person	6.6	5,524
Lane	49.6	44,957	Adams	21.7	19,639	Robeson	20.0	16,059
Lincoln	8.1	7,157	Brown	2.0	1,756	Sampson	11.9	9,413
Linn	17.7	15,821	Cass	4.7	4,043	Vance	8.2	7,136
Marion	35.9	33,554	Greene	5.6	4,874	Wake	46.3	41,195
Multnomah	179.8	166,020	Hancock	7.9	7,065	Warren	4.5	3,714
Polk	8.2	7,225	Henderson	2.5	2,239	Wayne	20.5	17,797
Sherman	.7	671	McDonough	9.1	7,777	Wilson	14.8	12,536
Tillamook	5.7	4,463	Morgan	10.5	8,757	Virginia:		
Wasco	6.3	5,664	Pike	6.8	5,583	Mecklenburg	7.9	6,289
Washington	28.0	25,791	Schuyler	2.9	2,460	Total	406.9	343,800
Wheeler	.8	732	Scott	2.0	1,690	RAPID CITY, SOUTH DAKOTA		
Yamhill	10.1	8,824	Iowa:			Nebraska:		
Washington:			Davis	2.9	2,563	Box Butte	3.6	2,941
Clark	28.9	27,004	Des Moines	14.3	12,951	Dawes	3.0	2,232
Cowlitz	17.9	16,419	Jefferson	5.0	4,663	Scotts Bluff	10.3	9,071
Klickitat	4.1	3,317	Lee	13.3	12,203	Sheridan	2.7	2,293
Lewis	13.6	11,498	Van Buren	3.2	2,918	Sioux	.8	524
Skamania	1.6	1,372	Missouri:			South Dakota:		
Wahkiakum	1.0	945	Adair	6.6	5,090	Bennett	.8	672
Total	514.6	466,600	Audrain	8.3	7,414	Butte	2.6	2,240
PRESQUE ISLE, MAINE			Clark	2.8	2,306	Custer	1.5	1,158
Maine:			Knox	2.2	1,771	Fall River	3.1	2,637
Aroostook	26.0	22,476	Lewis	3.5	3,104	Haakon	.9	823
Total	26.0	22,500	Macon	5.8	4,868	Harding	.6	475
PROVIDENCE, RHODE ISLAND			Marion	9.9	8,749	Jackson	.5	457
Connecticut:			Monroe	3.6	3,104	Lawrence	5.0	4,359
New London	53.8	51,528	Montgomery	3.8	3,050	Meade	3.2	2,679
Windham	21.0	19,036	Pike	5.5	4,582	Pennington	16.6	14,379
Massachusetts:			Ralls	2.6	1,968	Perkins	1.7	1,554
Barnstable	22.5	21,682	Randolph	7.8	6,420	Shannon	1.2	955
Bristol	125.0	119,099	Schuyler	1.7	1,451	Shawbaugh	.2	209
Dukes	2.0	1,802	Scotland	2.2	1,913	Ziebach	.6	494
Nantucket	1.2	1,000	Shelby	3.2	2,693	Wyoming:		
Plymouth	74.2	71,044	Total	183.9	159,700	Campbell	1.8	1,244
Worcester	174.0	162,388	RALEIGH-DURHAM, NORTH CAROLINA			Crook	1.3	969
Rhode Island:			North Carolina:			Niobrara	1.2	1,089
Bristol	10.8	10,383	Alamance	24.3	22,041	Weston	2.3	1,966
Kent	33.1	31,792	Bladen	6.7	5,254	Total	65.5	55,400
Newport	20.7	19,815	Chatham	7.0	5,954	REDDING, CALIFORNIA		
Providence	178.5	169,936	Cumberland	35.0	30,229	California:		
Washington	16.2	15,522	RALEIGH-DURHAM, NORTH CAROLINA			Butte	27.7	24,296
Total	733.0	695,000	North Carolina:			Colusa	3.9	3,436

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in

PROVIDENCE TELEVISION **WJAR-TV**

Most crowded television market in the country where the impact of WJAR-TV packs continuing market leadership.

*Latest ARB — October 29 through November 25, 1961, rates WJAR-TV first in homes reached in every Mon.-Fri. daytime day-part classification and Mon.-Sun. evening day-part classification, delivering an average of 28% more total homes than the second station from 9 a.m. to midnight, Mon.-Sun.

25% more homes from 9 a.m. to Noon, Mon.-Fri.
11% more homes from Noon to 6 p.m., Mon.-Fri.
52% more homes from 6 p.m. to 10 p.m., Mon.-Sun.
44% more homes from 10 p.m. to Midnight, Mon.-Sun.

*Latest Nielsen Index — October 23 through November 19, 1961 — WJAR-TV is first over the second station in every day-part station share from 9 a.m. to sign-off.

118% more homes 9 a.m. to Noon, Mon.-Fri.
42% more homes Noon to 3 p.m., Mon.-Fri.
69% more homes 3 p.m. to 5 p.m., Mon.-Fri.
16% more homes 5 p.m. to 7:30 p.m., Mon.-Fri.
59% more homes 7:30 p.m. to 11 p.m., Sat. & Sun.
50% more homes 11 p.m. to 2 a.m., Sat. & Sun.

WJAR-TV Affiliated with WJAR Radio — NBC, ABC • Represented by Edward Petry & Co. Inc.

*WJAR-TV percentage of homes over second station.

TV MARKETS

		Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes			Total Homes (Thous.)	VHF Homes	
REDDING, CALIF.—continued																
				Madison	2.2	1,484	Roanoke	47.5	43,951	Jo Daviess	6.5	5,634	Butte	27.7	24,296	
				Mathews	2.2	1,975	Rockbridge	8.0	6,701	Lee	10.5	9,222	Calaveras	3.4	2,925	
Siskiyou	10.9	9,220		Mecklenburg	7.9	6,289	Smyth	7.8	6,482	McHenry	25.0	24,151	Colusa	3.9	3,436	
Sutter	10.1	8,252		Middlesex	1.8	1,582	Tazewell	11.4	9,274	Ogle	11.8	10,713	El Dorado	10.1	8,538	
Tehama	8.1	6,894		Nelson	3.3	2,796	Wythe	5.9	5,147	Stephenson	14.5	12,686	Glenn	5.3	4,834	
Trinity	3.2	2,509		New Kent	1.1	890	West Virginia:		Winnebago	63.9	60,672	Lake	5.3	4,115		
Oregon:				Northumberland	2.8	2,411	Greenbrier	9.5	7,748	Wisconsin:		Lassen	4.3	3,254		
				Nottoway	4.1	3,413	Mercer	19.2	16,520	Green	7.7	6,482	Nevada	7.4	5,556	
				Orange	3.6	2,927	Monroe	3.1	2,325	Lafayette	5.0	4,102	Placer	17.6	15,155	
Lake	2.2	1,913		Page	4.5	3,930	Pocahontas	2.8	2,034	Rock	34.0	30,817	Plumas	3.8	3,148	
Total	92.9	80,100		Powhatan	1.4	1,209	Summers	4.2	3,390	Walworth	15.6	14,456	Sacramento	157.7	152,740	
RENO, NEVADA				Prince Edward	3.7	2,738	Total	377.7	317,900	Total	221.5	203,600	San Joaquin	75.8	71,008	
California:				Richmond	1.7	1,482	ROCHESTER, MINNESOTA		ROCK ISLAND, ILLINOIS-DAVENPORT, IOWA		Nevada:		Sierra	.7	604	
				Rockingham	14.4	11,335	Iowa:			Illinois:			Solano	39.0	37,292	
				Southampton	6.6	5,840	Allamakee	4.5	4,046	Bureau	12.0	10,572	Stanislaus	48.6	42,657	
				Spotsylvania	7.6	6,371	Cerro Gordo	15.4	14,098	Carroll	6.1	5,476	Sutter	10.1	8,252	
Alpine	.1	82		Surry	1.5	1,211	Chickasaw	4.3	3,626	Henderson	2.5	2,239	Tuolumne	5.0	4,246	
Lassen	4.3	3,254		Sussex	2.9	2,492	Floyd	6.5	5,816	Henry	15.7	13,706	Yolo	20.3	17,406	
Modoc	2.6	2,012		Westmoreland	2.9	2,429	Franklin	4.8	4,348	Jo Daviess	6.5	5,634	Yuba	10.0	9,135	
Mono	.8	706		York	6.0	5,277	Howard	3.7	3,388	Knox	18.9	16,745	Total		488.2	448,000
Nevada:				Total	332.2	282,800	Mitchell	4.1	3,864	Lasalle	34.2	32,282	SAGINAW-FLINT-BAY CITY, MICHIGAN			
				WYOMING			Winneshiek	5.9	4,943	Lee	10.5	9,222	Michigan:			
Churchill	2.5	2,333		Wyoming:			Worth	3.1	2,804	McDonough	9.1	7,777	Alpena	8.0	6,753	
Douglas	1.2	1,118		Big Horn	3.4	2,645	Minnesota:			Mercer	5.3	4,841	Arenas	2.9	2,561	
Esmeralda	.2	100		Fremont	7.2	5,786	Dodge	3.7	3,424	Ogle	11.8	10,713	Bay	30.4	28,432	
Eureka	.2	238		Hot Springs	2.0	1,695	Faribault	7.0	6,089	Putnam	1.4	1,252	Clare	3.5	3,184	
Humboldt	1.9	1,596		Washakie	2.5	2,172	Fillmore	7.1	6,109	Rock Island	46.5	43,940	Clinton	10.4	9,539	
Lander	.5	402		Total	15.1	12,300	Freeborn	11.2	10,120	Stark	2.5	2,245	Eaton	14.3	13,388	
Lyon	1.9	1,845		ROANOKE, VIRGINIA			Houston	4.6	4,016	Warren	6.8	6,006	Genesee	107.2	101,641	
Mineral	1.8	1,549		North Carolina:			Mower	13.9	13,275	Whiteside	17.9	16,455	Gladwin	3.1	2,771	
Nye	1.5	1,045		Alamance	24.3	22,041	Olmsted	18.9	17,267	Cedar	5.5	5,085	Gratiot	10.5	9,129	
Ormsby	2.4	2,262		Alleghany	2.2	1,828	Steele	7.4	6,626	Clinton	16.6	15,848	Huron	9.5	8,034	
Pershing	1.1	925		Caswell	4.5	3,538	Wabasha	4.8	4,374	Des Moines	14.3	12,951	Ingham	61.3	57,369	
Storey	.2	139		Person	6.6	5,524	Waseca	4.7	3,966	Dubuque	21.3	19,239	Ionia	11.5	10,424	
Washoe	29.1	26,685		Rockingham	19.6	17,537	Winona	11.8	10,186	Henry	5.5	5,078	Iosco	4.9	4,535	
Total	52.3	46,300		RICHLAND, WASHINGTON			Wisconsin:			Jackson	6.1	5,214	Isabella	8.8	7,464	
				(UHF Market)—Data Incomplete			Buffalo	4.0	3,063	Jefferson	4.9	4,663	Lapeer	10.8	9,525	
				RICHMOND, VIRGINIA			Crawford	4.5	3,612	Johnson	15.2	13,705	Midland	13.9	12,927	
				Virginia:			Pepin	2.0	1,737	Jones	5.8	5,257	Montcalm	10.9	9,583	
Albemarle	17.6	13,347		Alleghany	8.3	6,934	Total	161.9	143,800	Louisa	3.2	2,990	Ogemaw	2.8	2,610	
Amelia	1.8	1,435		Amherst	5.2	3,936	ROCHESTER, NEW YORK		Muscatine	10.9	10,058	Roscommon	2.4	2,052		
Appomattox	2.4	1,891		Appomattox	2.4	1,891	New York:			Scott	36.0	32,970	Saginaw	53.5	50,065	
Augusta	20.5	15,265		Augusta	20.5	15,265	Allegany	12.4	11,247	Washington	6.0	5,432	Sanilac	9.4	8,548	
Brunswick	4.2	3,550		Bath	1.4	1,058	Cayuga	21.5	20,197	Total	359.0	327,600	Shiawassee	15.5	13,734	
Buckingham	2.7	2,046		Bedford	8.3	6,638	Livingston	12.0	10,883	ROME-UTICA, NEW YORK				Tuscola	11.9	10,458
Caroline	3.0	2,690		Bland	1.4	1,188	Monroe	179.0	171,891	(See Utica)				Total	417.4	384,700
Charlotte	1.1	930		Botetourt	4.6	3,977	Genesee	15.7	14,683	ST. JOSEPH, MISSOURI						
Charles City	3.4	2,732		Buckingham	2.7	2,046	Livingston	12.0	10,883	Iowa:			Page	6.7	6,017	
Chesterfield	19.8	19,217		Campbell	25.1	21,022	Ontario	19.5	18,218				Ringgold	2.6	2,295	
Cumberland	1.6	1,307		Carroll	7.9	6,282	Orleans	10.1	9,602				Taylor	3.4	2,414	
Dinwiddie	15.1	12,932		Charlotte	1.1	930	Seneca	8.6	8,127	ROSWELL, NEW MEXICO						
Essex	1.7	1,391		Craig	.9	820	Steuben	28.7	25,923	New Mexico:						
Fluvanna	1.8	1,434		Floyd	2.9	2,221	Wayne	19.7	18,426	Chaves	16.0	13,957				
Gloucester	3.5	3,115		Franklin	6.7	5,273	Wyoming	9.6	8,665	De Baca	.8	694				
Goochland	2.0	1,826		Giles	4.6	3,874	Yater	5.6	4,976	Total	16.8	14,700	Kansas:			
Greene	1.1	755		Grayson	4.8	3,599	Total	343.3	322,800			Atchison	6.2	5,438		
Greensville	4.0	3,368		Halifax	9.9	7,956	ROCHESTER, NEW YORK					Brown	4.5	3,867		
Hanover	7.3	6,184		Henry	15.7	13,715	New York:					Doniphan	3.0	2,582		
Henrico	102.0	91,251		Highland	.9	724	Allegany	12.4	11,247	SACRAMENTO-STOCKTON, CALIFORNIA				Jackson	3.4	3,118
Isle of Wight	4.3	3,649		Linenburg	3.3	2,706	Cayuga	21.5	20,197	California:			Jefferson	3.4	2,778	
James City	4.2	3,770		Mecklenburg	7.9	6,289	Genesee	15.7	14,683	Amador	3.1	2,758	Leavenworth	12.4	10,021	
King and Queen	1.5	1,120		Montgomery	11.2	9,733	Livingston	12.0	10,883			Marshall	5.2	4,263		
King William	1.9	1,705		Nelson	3.3	2,796	Monroe	179.0	171,891			Nemaha	3.8	3,074		
Lancaster	2.6	2,355		Patrick	4.0	3,200	Ontario	19.5	18,218			Pottawasony	3.7	3,320		
Louisa	3.3	2,579		Pittsylvania	28.7	23,319	Orleans	10.1	9,602							
Lunenburg	3.3	2,706		Pulaski	7.4	6,447	Seneca	8.6	8,127							

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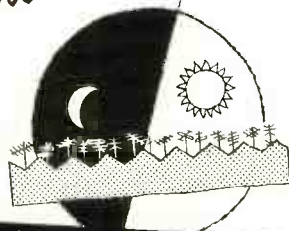
IN THE RICH ROCHESTER N. Y. MARKET
THERE ARE ONLY **2** TELEVISION STATIONS...

WROC-TV is No. 1

CLEARLY THE DOMINANT STATION

Here's why!

WROC-TV DELIVERS...



- THE MOST HOMES
- AVERAGE 1/4-HOUR
- 9 A.M. TO MIDNIGHT
- 7 DAYS A WEEK

WROC-TV.. AVERAGES 53.3% OF TV HOMES
STATION B.. AVERAGES 46.7% OF TV HOMES

Plus WROC-TV carries the FIRST 9 Top Shows:

	SHOW	RATING	
No. 1	Sing Along with Mitch	45.25	Channel 5
No. 2	The Price Is Right	43.0	Channel 5
No. 3	Dr. Kildare	40.5	Channel 5
No. 4	Walt Disney's World	40.25	Channel 5
No. 5	Perry Como	39.75	Channel 5
No. 6	Dick Powell	38.25	Channel 5
No. 7	Bonanza	36.75	Channel 5
No. 8	Saturday Night at the Movies	36.0	Channel 5
No. 9	Hazel	35.0	Channel 5
No. 10	Checkmate	34.0	Station B

November, 1961 ARB

WROC

Formerly WVET-
Rochester, N. Y.

TV CHANNEL 5
Basic NBC
ABC Affiliate

Represented by EDWARD PETRY & CO., Inc.

TV MARKETS

Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes	Total Homes (Thous.)		VHF Homes		
ST. JOSEPH, MO.—continued			St. Francois 11.0 9,635			ST. PETERSBURG-TAMPA, FLORIDA			Lander .5 402			Frio 2.5 1,831	
Missouri:			St. Louis 465.1 435,506			Florida:			White Pine 3.0 2,587			Gillespie 3.3 2,327	
Andrew 3.6 3,151			Ste. Genevieve 3.3 2,883			Charlotte 5.2 4,712			Utah:			Goliad 1.6 1,176	
Atchison 3.0 2,617			Shannon 2.1 1,030			Citrus 3.2 2,580			Beaver 1.2 1,095			Gonzales 5.3 4,208	
Buchanan 30.0 26,497			Warren 2.6 2,162			De Soto 3.0 2,578			Box Elder 6.7 6,075			Guadalupe 8.2 6,970	
Caldwell 3.2 2,763			Washington 3.9 2,978			Hardee 3.6 3,085			Cache 9.9 8,363			Hays 5.2 4,402	
Carroll 4.7 3,934			Total 880.0 795,600			Hernando 3.6 3,191			Carbon 5.9 4,784			Karnes 3.9 3,069	
Clinton 3.9 3,587			ST. PAUL-MINNEAPOLIS, MINNESOTA			Highlands 7.1 6,070			Daggett .3 162			Kendall 1.9 1,491	
Daviss 3.4 2,351			Minnesota:			Hillsborough 127.5 116,585			Davis 16.2 14,912			Kerr 5.1 4,057	
De Kalb 2.4 2,164			Anoka 22.7 22,042			Lee 19.0 16,972			Duchesne 1.7 1,347			Kimble 1.3 846	
Gentry 3.2 2,760			Benton 4.4 3,466			Manatee 26.2 24,333			Emery 1.5 1,231			Kinney .6 334	
Grundy 4.4 3,759			Blue Earth 12.7 11,493			Osceola 7.0 6,203			La Salle 1.5 1,092			Lavaca 6.3 4,262	
Harrison 4.1 3,305			Brown 8.0 5,966			Pasco 12.9 10,721			Live Oak 2.0 1,574			Mason 1.3 896	
Holt 2.7 2,461			Carver 5.8 5,313			Pinellas 153.5 140,204			McMullen .3 285			Maverick 3.3 1,469	
Linn 5.9 5,031			Cass 4.9 3,047			Polk 59.4 50,735			Mason 1.3 896			Medina 4.9 4,192	
Livingston 5.3 4,445			Chisago 4.0 3,783			Sarasota 30.4 28,685			Morgan .7 660			Real .6 380	
Mercer 2.0 1,410			Cottonwood 4.8 3,756			Sumter 3.5 2,880			Piute .4 305			Uvalde 4.6 3,655	
Nodaway 6.8 5,781			Crow Wing 9.7 7,427			Total 485.1 419,500			Rich .4 334			Val Verde 6.3 4,476	
Plate 7.0 6,438			Dakota 21.2 19,814			SALINAS-MONTEREY, CALIFORNIA			Salt Lake 110.2 103,442			Victoria 13.1 10,957	
Sullivan 3.1 2,405			Dodge 3.7 3,424			California:			Sanpete 3.3 3,020			Wilson 3.5 2,945	
Worth 1.3 1,135			Goodhue 9.9 8,855			Merced 25.8 22,697			Sevier 3.0 2,742			Zavala 2.8 1,867	
Nebraska:			Hennepin 263.6 252,168			California:			Summit 1.6 1,473			Total 324.9 275,500	
Nenaha 2.9 2,564			Hubbard 3.0 2,001			Monterey 53.4 45,883			Tooele 4.7 4,015			San Diego, CALIFORNIA	
Pawnee 1.7 1,331			Isanti 3.4 3,102			San Benito 4.6 4,040			Uintah 2.9 2,531			California:	
Richardson 4.6 3,757			Jackson 4.5 3,615			San Luis Obispo 26.2 23,161			Utah 26.6 23,858			San Diego 318.7 308,437	
Total 167.5 142,700			Kanabec 2.6 2,116			Santa Barbara 54.0 47,829			Wasatch 1.4 1,233			Total 318.7 308,400	
ST. LOUIS, MISSOURI			Kandiyohi 8.4 7,288			Santa Cruz 31.1 27,940			Wayne .4 446			SAN FRANCISCO-OAKLAND, CALIFORNIA	
Illinois:			Le Sueur 5.8 5,131			Stanislaus 48.6 42,657			Weber 31.1 29,202			California:	
Bond 4.4 3,681			Lyon 6.4 5,343			Tuolumne 5.0 4,246			Wyoming:			San Diego 318.7 308,437	
Calhoun 1.8 1,446			McLeod 7.2 6,644			Total 248.7 218,500			Lincoln 2.5 1,827			Total 318.7 308,400	
Clay 5.2 4,220			Martin 8.1 7,369			SALISBURY, MARYLAND (UHF Market)			Sweetwater 5.5 4,310			SAN FRANCISCO-OAKLAND, CALIFORNIA	
Clinton 6.8 5,803			Meeker 5.4 4,816			Delaware:			Uinta 2.0 1,841			California:	
Effingham 6.8 5,674			Mille Lacs 4.3 3,641			Sussex 22.2 10,454			San Angelo, TEXAS			Alameda 299.2 273,950	
Fayette 6.8 5,446			Morrison 6.9 5,833			Maryland:			Texas:			Contra Costa 120.5 115,602	
Franklin 14.0 11,064			Nicollet 5.6 4,869			Somerset 5.7 4,383			Coke 1.1 907			Lake 5.3 4,115	
Greene 5.6 4,036			Olmsted 18.9 17,267			Wicomico 14.8 13,014			Concho 1.1 930			Marin 46.0 43,116	
Jackson 12.7 10,699			Pine 4.8 3,960			Worcester 7.2 5,716			Crockett 1.1 876			Mendocino 15.1 12,050	
Jefferson 10.6 8,602			Ramsey 127.0 121,271			Total 49.9 2133,600			Irion .3 299			Monterey 53.4 45,883	
Jersey 4.9 4,036			Redwood 6.3 4,812			SALT LAKE CITY, UTAH			McCulloch 3.0 2,050			Napa 19.3 17,065	
Macoupin 14.1 12,058			Renville 6.6 4,935			Colorado:			Menard .9 578			San Benito 4.6 4,040	
Madison 67.6 63,280			Rice 9.7 9,237			Rio Blanco 1.5 984			Reagan 1.1 1,005			San Francisco 294.0 262,501	
Marion 12.9 11,291			Scott 5.7 5,089			Idaho:			Runnels 4.7 4,028			San Joaquin 75.8 71,008	
Monroe 4.6 4,220			Sherburne 3.2 2,883			Bannock 13.9 12,474			Schleicher .8 730			San Mateo 141.8 137,529	
Montgomery 10.3 9,358			Sibley 4.5 3,916			Bear Lake 1.9 1,767			Sutton 1.1 853			Santa Clara 196.7 190,014	
Morgan 10.5 8,757			Stearns 19.1 17,314			Caribou 1.6 1,349			Tom Green 19.6 16,768			Santa Cruz 31.1 27,940	
Perry 6.4 5,385			Steele 7.4 6,626			Franklin 2.2 1,838			Total 34.8 29,000			Solano 39.0 37,292	
Pike 6.8 5,583			Todd 6.7 4,828			Oneida 1.0 894			SAN ANTONIO, TEXAS			Sonoma 48.3 42,485	
Randolph 8.5 7,300			Wabasha 4.8 4,374			Nevada:			Texas:			Stanislaus 48.6 42,657	
St. Clair 78.8 72,270			Wadena 3.4 2,284			Rio Blanco 1.5 984			Atascosa 4.9 3,887			Tuolumne 5.0 4,246	
Scott 2.0 1,690			Waseca 4.7 3,966			Idaho:			Bandera 1.3 1,138			Nevada:	
Washington 4.4 3,459			Washington 14.0 12,793			Bannock 13.9 12,474			Bastrop 5.2 4,222			Mineral 1.8 1,549	
Missouri:			Watsonwan 4.2 3,532			Bear Lake 1.9 1,767			Bee 6.1 5,190			Nye 1.5 1,045	
Carter 1.2 905			Winona 11.8 10,186			Caribou 1.6 1,349			Blanco 1.1 881			Total 1,447.0 1,334,100	
Crawford 4.1 3,012			Wright 8.3 7,389			Franklin 2.2 1,838			Caldwell 5.1 4,113			SAN JOSE, CALIFORNIA	
Dent 3.4 2,206			Yellow Medicine 4.6 3,953			Oneida 1.0 894			Calhoun 4.3 3,372			California:	
Franklin 13.6 10,602			Wisconsin:			Nevada:			Comal 5.8 4,922			Merced 25.8 22,697	
Gasconade 4.0 3,359			Barron 10.1 8,505			Elko 3.7 2,778			DeWitt 6.4 5,043			Monterey 53.4 45,883	
Iron 2.4 1,732			Buffalo 4.0 3,063			Eureka .2 238			Dimmit 2.2 1,454				
Jefferson 19.2 17,431			Burnett 2.8 2,231						Edwards .7 557				
Lincoln 4.8 4,054			Chippewa 11.9 10,092						Fayette 6.7 5,069				
Madison 2.9 2,001			Dunn 7.4 6,396										
Montgomery 3.7 3,050			Eau Claire 17.2 14,844										
Perry 4.1 3,441			Pepin 2.0 1,737										
Pike 5.5 4,582			Pierce 6.2 5,669										
Reynolds 1.5 1,076			Polk 7.4 6,660										
St. Charles 15.1 13,725			Rusk 4.2 3,353										
			St. Croix 8.1 7,505										
			Total 804.0 733,000										

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**KRON
IS TV
IN SF**

according to a new measurement: **STATION IMAGE**

A study* of television in the San Francisco Bay Area, conducted by the Institute for Motivational Research under the direction of Dr. Ernest Dichter, states that viewers say KRON-TV has the greatest variety of programming.

KRON-TV has the **best** quality programs and personalities.

KRON-TV has the **best** newscasts, commentators and **most** expert information.

KRON-TV has done **most** to improve quality of local advertising.

KRON-TV has the **most** helpful, interesting and reliable advertising. In short,

KRON-TV is the **most** respected television station in the San Francisco Market — as well as the **most** watched (total homes per avg. ¼ hour, ARB, Nov. 1961).

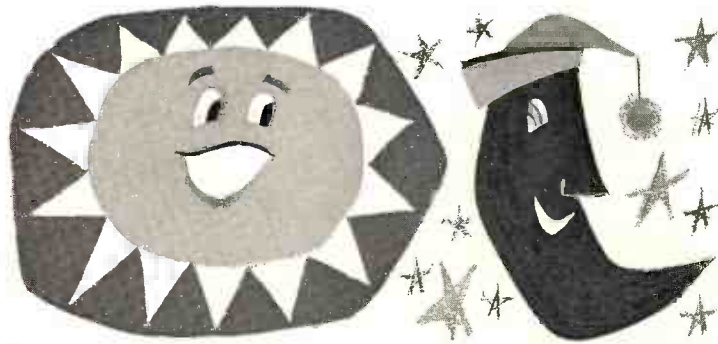
For more information about this study of San Francisco television, contact KRON-TV, or Peters, Griffin, Woodward, Inc.



KRON-TV channel 4 San Francisco

Affiliated with NBC and the San Francisco Chronicle

*released in the fall of 1961



DAY or NIGHT in Prime Time . . .

*your best
Shreveport buy is*



First ARB since SHREVEPORT became a 3-STATION MARKET . . . a 4-week survey begun 8 weeks after the new Kay-Tall hit the air . . . shows:

<p><i>*In PRIME NIGHTTIME hours (6:30 - 10 P.M., Mon. - Sun.) Tall-Tower KTAL-TV is 2nd by only 200 homes in average-homes-delivered!</i></p>	KTAL-TV	41,000	
	Station B	41,200	
	Station C	38,400	
<p><i>*In PRIME DAYTIME hours (9 A.M. - 12 Noon, 1 - 4 P.M., Mon. - Fri.) Tall-Tower KTAL-TV offers the HIGHEST AVERAGE total-homes-delivered-per-quarter-hour!</i></p>	KTAL-TV	15,950	
	Station B	13,020	
	Station C	12,510	
<p><i>*And in SHREVEPORT METRO RATING (6:30 - 10 P.M., Mon. - Sun.) KTAL-TV has MORE 1st or 2nd rated half-hour periods than either other station!</i></p>	KTAL-TV	35	14
	Station B	32	17
	Station C	31	18
			1st or 2nd

*Shreveport ARB-November 1961



SHREVEPORT-TEXARKANA and The Ark-La-Tex

Walter M. Windsor
Gen. Mgr.

James S. Dugan
Sales Dir.



Get the facts from
BLAIR TELEVISION ASSOCIATES
National Representatives

Tallahassee, Florida- Thomasville, Georgia		Temple-Waco, Texas		Ohio:		Troy-Albany-Schenectady, New York		Osage	
Total Homes (Thous.)	VHF Homes	Total Homes (Thous.)	VHF Homes	Total Homes (Thous.)	VHF Homes	Total Homes (Thous.)	VHF Homes	Total Homes (Thous.)	VHF Homes
Alabama:		Texas:		Allen		Massachusetts:		10.3 9,095	
Houston	14.4 11,310	Bell	25.9 22,263	Crawford	14.5 13,028	Berkshire	43.4 41,380	Ottawa	9.4 8,041
Florida:		Bosque	3.8 3,265	Defiance	9.0 7,421	New York:		Pawnee	3.6 3,289
Bay	18.9 16,136	Brazos	12.2 10,254	Erie	20.3 18,444	Albany	86.3 81,480	Payne	13.5 11,422
Calhoun	2.0 1,504	Burleson	3.5 2,830	Fulton	8.5 7,126	Columbia	14.5 13,841	Pittsburg	10.8 8,344
Dixie	1.3 1,038	Burnet	3.0 2,512	Hancock	16.7 14,975	Delaware	12.8 10,510	Rogers	6.6 5,676
Franklin	2.1 1,569	Coryell	5.8 4,951	Hardin	8.8 7,568	Fulton	16.7 15,389	Sequoyah	5.1 4,058
Gadsden	8.7 6,778	Falls	6.6 5,188	Henry	7.5 6,802	Greene	9.8 8,898	Tulsa	112.6 102,418
Gulf	2.8 2,417	Freestone	4.0 3,039	Huron	13.7 12,967	Hamilton	1.3 1,075	Wagoner	4.8 3,902
Hamilton	2.0 1,564	Hamilton	3.0 2,462	Lucas	140.3 133,962	Herkimer	20.2 19,274	Washington	13.5 12,704
Holmes	3.1 2,253	Hill	8.0 6,964	Ottawa	10.5 9,906	Montgomery	18.4 16,772	Total	375.7 320,100
Jackson	9.7 7,622	Lampasas	3.0 2,600	Putnam	7.5 6,711	Otsego	15.5 13,963	TUPELO, MISSISSIPPI	
Jefferson	2.4 1,970	Leon	3.2 2,429	Sandusky	16.5 14,919	Rensselaer	43.3 40,463	Alabama:	
Lafayette	.8 602	Limestone	6.1 4,866	Seneca	16.7 15,788	Saratoga	26.1 24,945	Franklin	6.2 4,200
Leon	19.9 16,392	McLennan	46.0 40,765	Williams	9.2 8,293	Schenectady	49.5 47,215	Mississippi:	
Liberty	.8 629	Madison	2.0 1,511	Wood	20.5 18,154	Schoharie	6.5 5,787	Aicoin	7.4 5,931
Madison	3.7 3,038	Milam	7.0 5,394	Wyandot	6.3 5,504	Ulster	36.6 32,486	Calhoun	4.3 3,415
Swannee	4.2 3,427	Mills	1.6 1,225	Total	417.6 384,200	Warren	13.5 11,990	Chickasaw	4.5 3,437
Taylor	3.7 3,033	Robertson	4.9 4,159	TOPEKA, KANSAS		Washington	13.8 12,482	Clay	5.0 3,894
Wakulla	1.4 1,114	San Saba	2.1 1,496	Kansas:		Vermont:		Itawamba	4.2 3,374
Washington	3.1 2,167	Williamson	10.6 9,201	Anderson	2.9 2,393	Addison	5.2 4,352	Lee	11.7 10,042
Georgia:		TERRE HAUTE, INDIANA		Brown	4.5 3,867	Bennington	7.5 6,110	Monroe	9.3 7,648
Atkinson	1.5 989	Illinois:		Chase	1.3 995	Rutland	13.5 11,539	Oktibbeha	6.0 4,755
Baker	1.0 825	Clark	5.5 4,710	Clay	3.7 3,078	Total	454.4 420,000	Pontotoc	4.9 4,123
Berrien	3.2 2,349	Clay	5.2 4,220	Cloud	4.7 3,552	TUCSON, ARIZONA		Prentiss	5.1 4,139
Brooks	3.9 2,926	Coles	13.6 12,280	Coffey	2.9 2,225	Arizona:		Tishomingo	4.0 2,976
Calhoun	1.9 1,437	Crawford	7.0 6,111	Douglas	12.6 10,683	Apache	6.0 3,615	Union	5.3 4,477
Clinch	1.7 1,316	Cumberland	3.1 2,358	Franklin	6.5 5,773	Cochise	15.9 12,471	Total	77.9 62,400
Coffee	5.6 4,471	Edgar	7.5 6,670	Gary	7.8 6,351	Gila	7.3 5,928	TWIN FALLS, IDAHO	
Colquitt	9.1 7,267	Effingham	6.8 5,674	Jackson	3.4 3,118	Graham	3.7 2,753	Idaho:	
Cook	3.2 2,377	Jasper	3.5 2,799	Jefferson	3.4 2,778	Pima	81.1 73,849	Blaine	1.3 1,165
Decatur	6.5 5,463	Lawrence	6.0 4,902	Lyon	8.4 6,967	Santa Cruz	2.9 2,218	Camas	2.2 215
Dougherty	20.6 18,045	Richland	5.2 4,144	Marshall	5.2 4,263	Total	116.9 100,800	Cassia	4.3 3,746
Early	3.4 2,624	Vermillion	30.3 26,535	Morris	2.4 2,024	TULSA, OKLAHOMA		Elmore	4.5 3,769
Echols	.4 386	Indiana:		Nemaha	3.8 3,074	Arkansas:		Gooding	2.7 2,314
Grady	4.7 3,810	Clay	8.1 6,921	Osage	4.2 3,720	Benton	11.9 8,517	Jerome	3.3 2,954
Irwin	2.3 1,716	Daviess	8.0 6,531	Pottawatomie	3.7 3,320	Washington	17.3 12,606	Lincoln	1.0 903
Jeff Davis	2.2 1,459	Fountain	6.0 5,299	Riley	10.9 9,232	Arkansas:		Minidoka	3.8 3,458
Lanier	1.3 997	Greene	8.9 7,625	Shawnee	44.4 40,745	Benton	11.9 8,517	Twin Falls	12.8 11,084
Lowndes	13.4 11,194	Knox	13.4 11,306	Wabausee	2.1 1,920	Washington	17.3 12,606	Total	33.9 29,600
Miller	1.8 1,318	Martin	2.9 2,227	Wasington	3.5 2,984	Kansas:		TYLER, TEXAS	
Mitchell	4.9 3,855	Owen	3.6 2,898	Nebraska:		Chautauqua	2.1 1,770	Texas:	
Seminole	1.7 1,469	Parke	4.7 4,192	Richardson	4.6 3,757	Cowley	12.2 9,804	Anderson	8.9 6,949
Thomas	9.3 7,739	Pike	4.2 3,415	Total	146.9 126,800	Elk	1.8 1,440	Camp	2.5 2,111
Tift	6.2 4,792	Putnam	6.9 5,891	TRaverse CITY, MICHIGAN		Labette	8.9 7,267	Cherokee	9.7 8,122
Turner	2.2 1,800	Sullivan	7.3 6,307	Michigan:		Montgomery	15.3 13,194	Delta	2.0 1,646
Worth	4.0 3,005	Vermillion	6.0 5,100	Antrim	3.1 2,705	Wilson	4.4 3,682	Franklin	1.7 1,365
Total	221.0 178,200	Warren	2.5 2,121	Charlevoix	3.9 3,590	Oklahoma:		Gregg	21.8 19,297
TAMPA-ST. PETERSBURG, FLORIDA		Total	210.6 183,000	Crawford	1.4 1,207	Adair	3.7 2,986	Harrison	13.1 11,032
Florida:		TEXARKANA, TEXAS		Emmet	4.6 3,945	Cherokee	5.0 3,924	Henderson	6.9 5,710
Charlotte	5.2 4,712	(See Shreveport)		Grand Traverse	9.1 8,298	Craig	4.5 3,751	Hopkins	6.3 4,533
Citrus	3.2 2,580	THOMASVILLE, GEORGIA- Tallahassee, Florida		Kalkaska	1.3 1,104	Creek	13.0 11,246	Houston	5.4 4,419
De Soto	3.0 2,578	(See Tallahassee)		Leelanau	2.6 2,154	Delaware	4.1 3,153	Lamar	11.4 7,765
Hardee	3.6 3,085	TOLEDO, OHIO		Manistee	5.8 5,302	Haskell	2.8 1,982	Morris	3.6 3,124
Hernando	3.6 3,191	Michigan:		Missaukee	1.9 1,456	Hughes	5.0 4,211	Nacogdoches	8.5 6,744
Highlands	7.1 6,070	Hillsdale	10.3 9,197	Otsego	2.1 1,802	Kay	16.7 14,627	Rains	1.0 786
Hillsborough	127.5 116,585	Lenawee	22.1 19,834	Roscommon	2.4 2,052	Latimer	2.3 1,602	Rusk	11.2 9,338
Lee	19.0 16,972	Monroe	28.0 25,446	Wexford	5.5 4,994	Lincoln	6.2 5,245	Smith	26.4 23,380
Manatee	26.2 24,333	Ohio:		Total	46.1 40,700	McIntosh	3.7 3,001	Titus	5.4 4,438
Osceola	7.0 6,203	Michigan:		OSAGE		Mays	6.3 5,276	Upshur	5.9 4,464
Pasco	12.9 10,721	Hillsdale		Arkansas:		Muskogee	19.3 15,878	Van Zandt	6.4 5,179
Pinellas	153.5 140,204	Lenawee		Benton		Nowata	3.5 3,029	Wood	5.8 4,767
Polk	59.4 50,735	Monroe		Washington		Okfuskee	3.6 2,940	Total	163.9 135,200
Sarasota	30.4 28,685	Total		Arkansas:		Okgulgee	11.9 10,069		
Sumter	3.5 2,880	Total		Arkansas:					
Total	465.1 419,500	Total		Arkansas:					

	Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes		Total Homes (Thous.)	VHF Homes
Harmon	1.9	1,528	Greenwood	3.9	3,377	Luzerne	105.7	94,439	South Carolina:		
Jackson	8.9	7,116	Harper	3.2	2,912	Lycoming	33.8	29,577	Dillon	6.8	5,142
Jefferson	2.9	2,436	Harvey	8.0	6,257	Montour	4.1	3,326	Horry	16.8	13,395
Kiowa	5.0	4,115	Kingman	3.0	2,688	Northumberland	32.7	24,784	Marion	7.6	6,320
Love	1.8	1,550	Kiowa	1.4	1,116	Susquehanna	9.4	6,337	Total	150.3	123,400
Stephens	12.3	10,630	Lane	.9	773	Union	6.5	5,060			
Tillman	4.7	4,005	Lincoln	1.9	1,410	Wayne	8.1	3,138			
Washita	5.3	4,591	Lyon	8.5	6,967	Wyoming	4.9	3,226			
			McPherson	7.5	5,910	Total	319.0	†258,100			
Texas:			Marion	4.8	3,951				WINSTON-SALEM-GREENSBORO, NORTH CAROLINA		
Archer	1.9	1,680	Mitchell	2.9	2,491				North Carolina:		
Baylor	2.0	1,704	Morris	2.4	2,024	WILLISTON, NORTH DAKOTA			Alamance	24.3	22,041
Childress	2.8	2,100	Ness	1.8	1,488	Montana:			Alleghany	2.2	1,828
Clay	2.7	2,364	Norton	2.6	1,957	Daniels	1.1	882	Caswell	4.5	3,538
Collingsworth	2.0	1,565	Osborne	2.5	1,955	Dawson	3.5	3,125	Chatham	7.0	5,954
Cottle	1.3	949	Ottawa	2.3	1,878	McCone	.9	560	Davidson	22.5	19,103
Foard	1.0	825	Pawnee	3.0	2,721	Phillips	1.8	1,296	Davie	4.6	3,861
Hardeman	2.7	2,224	Phillips	2.9	2,473	Richland	3.0	2,509	Durham	31.5	27,598
Haskell	3.6	2,939	Pratt	4.0	3,696	Roosevelt	3.1	2,742	Forsyth	55.2	50,155
Jack	2.5	2,326	Reno	19.0	17,166	Sheridan	1.8	1,500	Granville	7.6	6,204
Knox	2.5	2,013	Rice	4.5	3,885	Valley	4.7	3,666	Guilford	70.6	65,562
Montague	5.2	4,574	Rooks	3.0	2,618	Wibaux	.4	346	Lee	7.2	5,978
Stephens	3.1	2,710	Rush	2.0	1,707				Montgomery	4.9	4,001
Throckmorton	.9	790	Russell	3.6	3,163	North Dakota:			Moore	9.9	8,212
Wheeler	2.6	2,030	Saline	16.6	14,708	Burke	1.7	1,349	Orange	10.9	8,444
Wichita	36.5	32,857	Sedgwick	106.2	97,790	Divide	1.5	1,115	Person	6.6	5,524
Wilbarger	5.7	4,860	Sheridan	1.2	920	Dunn	1.5	1,072	Randolph	17.7	15,027
Young	5.8	5,264	Smith	2.7	2,266	Golden Valley	.8	760	Rockingham	19.6	17,537
Total	162.6	140,300	Stafford	2.5	2,293	McKenzie	2.0	1,510	Rowan	24.0	21,022
			Sumner	8.2	7,192	Mountrail	2.7	2,075	Stokes	5.9	4,774
			Trego	1.6	1,369	Williams	6.3	5,176	Surry	13.6	10,698
			Wilson	4.4	3,682	Total	36.8	29,700	Vance	8.2	7,136
			Woodson	1.9	1,396				Yadkin	6.3	4,815
									Virginia:		
WICHITA-HUTCHINSON, KANSAS			Oklahoma:			WILMINGTON, NORTH CAROLINA			Carroll	7.9	6,282
Kansas:			Grant	2.9	2,514	North Carolina:			Franklin	6.7	5,273
Barber	2.8	2,362	Woods	4.0	3,399	Bladen	6.7	5,254	Grayson	4.9	3,599
Barton	9.9	8,847	Total	317.4	276,700	Brunswick	5.0	4,159	Halifax	9.9	7,956
Butler	12.0	9,795				Columbus	12.0	9,427	Henry	15.7	13,715
Chase	1.3	995				Duplin	10.2	8,094	Patrick	4.0	3,200
Cloud	4.7	3,552				Hoke	3.4	2,823	Pittsylvania	28.7	23,319
Comanche	1.1	904				New Hanover	21.1	19,338	Total	442.6	382,400
Cowley	12.2	9,804				Onslow	18.2	15,189			
Dickinson	7.1	6,271	WILKES-BARRE-SCRANTON, PENNSYLVANIA (UHF Market)			Pender	4.6	3,716			
Edwards	1.6	1,322	Pennsylvania:			Robeson	20.0	16,059			
Elk	1.8	1,440	Bradford	15.8	4,983	Sampson	11.9	9,413			
Ellis	5.7	4,962	Clinton	11.1	5,491	Scotland	6.0	5,064			
Ellsworth	2.5	2,189	Columbia	16.5	12,120				WORCESTER, MASSACHUSETTS (UHF Market)-Data Incomplete		
Gove	1.2	817	Lackawanna	70.4	65,626						
Graham	1.7	1,362									

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TELESTATUS

*Exclusive estimates computed by
Television Magazine's
research department for all
markets updated each month
from projections
for each U.S. county*

FEBRUARY TELEVISION HOMES

TV HOMES in each market are totals of TELEVISION MAGAZINE's county-by-county projections of the television set count made by the Bureau of the Census in 1960, plus various industry interim reports.

The coverage area of a television market is defined by TELEVISION MAGAZINE's research department. Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception.

Other factors, however, may well rule out any incidence of viewing despite the quality of the signal. Network affiliations, programming and the number of stations in the service area must all be taken into consideration. The influence of these factors is reflected in the ARB 1960 Coverage Study and in the March 1961 Nielsen TV Coverage Study in those markets where this data has been made available by NCS subscribers.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%. Normally, all the television homes in a county will be credited to a market if one-quarter of these homes view the dominant station in the market at least one night a week.

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas, but the available evidence indicates that penetration drops off outside the metropolitan area itself and that 95% appears to be the most logical theoretical ceiling for the television 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 facilities refer to VHF only.

Penetration potential varies by sections of the country. Many areas in New England have achieved a saturation level

above 90%. Other areas—sections of the South, for example—have reached a rather lower plateau. Future increases from either level can be expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

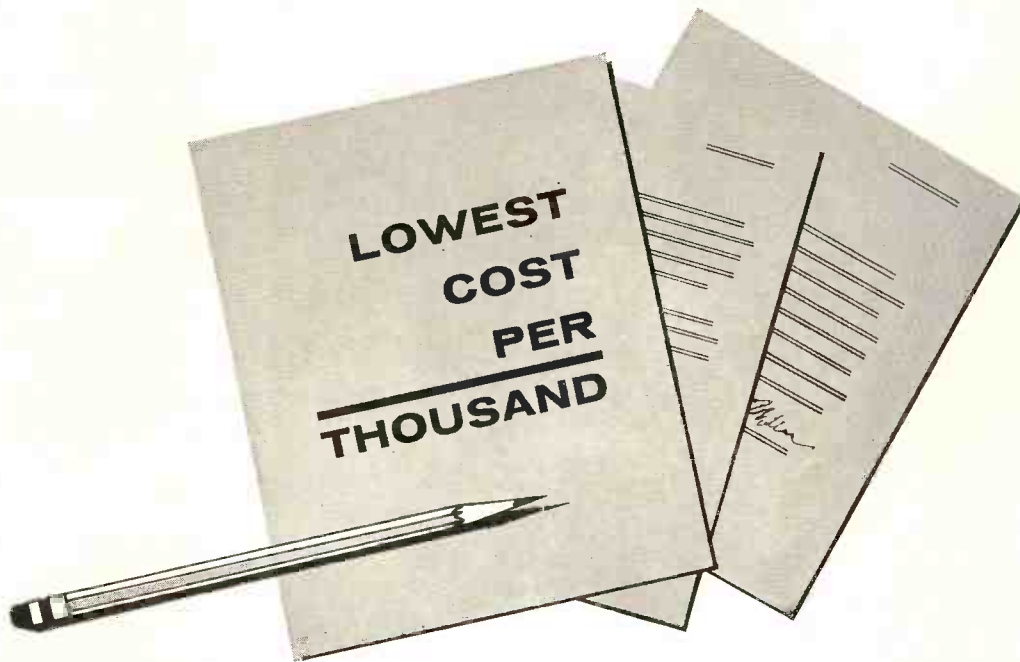
In a number of markets, therefore, the TV homes count is at a temporary plateau even though the television penetration level is below the 95% ceiling established by TELEVISION MAGAZINE. These markets will be held for an indefinite period of time. The factor chiefly responsible for this situation is that penetration increases are often offset by current trends of population movement which for some regions have shown at least a temporary decline.

In some markets it has been impossible to evaluate the available and sometimes contradictory data. These areas are being re-studied by this magazine's research department and new figures will be reported as soon as a sound estimate can be made.

In many regions individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no substantial difference in television homes. Furthermore, the decision to combine markets is based upon advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason our research department is continuously reexamining markets and revising TV homes figures accordingly where updated survey data becomes available. For a complete explanation of the various symbols used in this section, refer to the "footnote" key at the bottom of each page.

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THIS IS ONE WE SOLVED OURSELVES

But remember the old problem: SAVE
 MORE

MONEY . . . where you substitute numbers for the letters indicated (when letters are repeated the substituted number is constant) based upon the logic of addition. The solution is simple.*

So's time buying in Washington, D. C. Take the ineluctable truth stated in the illustration above. When you buy WMAL-TV late-night feature films, that's what you get. (ARB, Oct. '60 thru April, '61.)

We're told it is impossible to find a substitution of numbers for letters which makes $\text{LOWEST} + \text{COST} + \text{PER} = \text{THOUSAND}$, so we'll give a very special prize for anyone who cuts it.

**This old puzzle has been around for so many years that you shouldn't have much trouble with it. Correct answers aren't worth very much—but we'll provide a small token of achievement for winners.*

wmal-tv
abc
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

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

FEBRUARY, 1962
 TOTAL U.S. TV HOMES.....48,533,000
 TOTAL U.S. HOUSEHOLDS.....53,900,000
 U.S. TV PENETRATION.....90%

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

Market & Stations—% Penetration	TV Homes
ABERDEEN, S.D.—82 KXAB-TV (N,C,A)	25,400
ABILENE, Tex.—85 KRBC-TV (N)	79,400
ADA, Okla.—82 KTEN (A,C,N)	83,000
AGANA, Guam KUAM-TV (C,N,A)	††
AKRON, Ohio—45 WAKR-TV (A)	†69,300
ALBANY, Ga.—80 WALB-TV (A,N)	159,600
ALBANY-SCHENECTADY-TROY, N.Y.—92 WTEN (C); WAST (A); WRGB (N) (W-TEN operates satellite WCDC, Adams, Mass.)	**420,000
ALBUQUERQUE, N.M.—82 KCGM-TV (C); KOAT-TV (A); KOB-TV (N)	152,600
ALEXANDRIA, La.—79 KALB-TV (A,C,N)	105,500
ALEXANDRIA, Minn.—81 KCMT (N,A)	103,100
ALPINE, Tex. KVLV-TV (A)	†††
ALTOONA, Pa.—88 WFBC-TV (A,C)	305,300
AMARILLO, Tex.—86 KFDA-TV (C); KGNC-TV (N); KVII-TV (A)	117,100
AMES, Iowa—90 WOI-TV (A)	282,100
ANCHORAGE, Alaska—91 KENI-TV (A,N); KTVA (C)	20,800
ANDERSON, S.C. WAIM-TV (A,C)	††
ARDMORE, Okla.—80 KXII (N)	35,100

Market & Stations—% Penetration	TV Homes
ASHEVILLE, N.C., GREENVILLE-SPARTANBURG, S.C.—84 WISE-TV (C,N); WLOS-TV (A); WFBC-TV (N); WSPA-TV (C)	437,700 ††
ATLANTA, Ga.—87 WACA-TV (C); WLWA (A); WSB-TV (N)	570,600
AUGUSTA, Ga.—81 WJBF-TV (A,N); WRDW-TV (C)	197,600
AUSTIN, Minn.—89 KMMT (A)	179,700
AUSTIN, Tex.—83 KTBC-TV (A,C,N)	141,500
BAKERSFIELD, Calif.—92 KBAK-TV (C); KERO-TV (N); KLYD-TV (A)	138,300 †65,900
BALTIMORE, Md.—92 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	722,500
BANGOR, Me.—89 WABI-TV (A,C); WLWZ-TV (N,A) (Includes CATV Homes)	100,900
BATON ROUGE, La.—84 WAFB-TV (C,A); WBRZ (N,A)	281,700
BAY CITY-SAGINAW-FLINT, Mich.—92 WNEM-TV (A,N); WKNK-TV (A,C); WJRT (A)	384,700 †59,800
BEAUMONT-PORT ARTHUR, Tex.—88 KFDM-TV (C); KPAC-TV (N); KBMT-TV (A)	160,400
BELLINGHAM, Wash.—89 KVOS-TV (C)	*48,100
BIG SPRING, Tex.—87 KEDY-TV (C,A)	20,000
BILLINGS, Mont.—82 KOOK-TV (A,C); KGHL-TV (N)	58,800
BINGHAMTON, N.Y.—90 WNB-TV (A,C); WINR-TV (A,N,C)	232,500 †48,200
BIRMINGHAM, Ala.—79 WAPI-TV (N); WBRC-TV (A,C)	431,100
BISMARCK, N.D.—83 KXMB-TV (A,C); KFYR-TV (N,A) (KPYR-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.)	**46,100
BLOOMINGTON, Ind.—90 WTTV (See also Indianapolis, Ind.)	653,700
BLUEFIELD, W. Va.—82 WHIS-TV (N,A)	138,700

Market & Stations—% Penetration	TV Homes
BOISE, Idaho—87 KBOI-TV (C); KTUV (A,N)	78,500
BOSTON, Mass.—94 WBZ-TV (N); WNAC-TV (A,C); WHDH-TV (C,N)	1,774,200
BRISTOL, Va.—JOHNSON CITY-KINGSFORT, Tenn.—78 WCYB-TV (A,N); WJHL-TV (A,C)	188,100
BRYAN, Tex.—80 KBTX-TV (A,C)	44,900
BUFFALO, N.Y.—94 WBEN-TV (C); WGR-TV (N); WKBW-TV (A)	568,800
BURLINGTON, Vt.—88 WCAX-TV (C)	*160,100
BUTTE, Mont.—81 KXLF-TV (A,C,N)	54,600
CADILLAC, Mich.—88 WWTV (A,C)	113,500
CAGUAS, P.R. WKBM-TV	††
CAPE GIRARDEAU, Mo.—80 KFVS-TV (C)	237,600
CARLSBAD, N.M.—87 KAVE-TV (A,C)	12,400
CARTHAGE-WATERTOWN, N.Y.—91 WCNY-TV (A,C) (Includes CATV Homes)	*91,100
CASPER, Wyo.—82 KTWO-TV (A,N,C)	42,400
CEDAR RAPIDS-WATERLOO, Iowa—91 KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	302,600
CHAMPAIGN, Ill.—88 WCIA (C); WCHU (N)† (See Springfield listing)	322,200
CHARLESTON, S.C.—82 WCSC-TV (C); WUSN-TV (A,N)	139,900

■ Major facility change in market subsequent to latest county survey measurement date.
 • Market's coverage area being re-evaluated.
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Galileo Found the Hidden Market

Leo R. (Rocky) Galileo, marketing chief for the Higher Priced Spread, found Tri-Cities residents spread more bread than residents of Winston-Salem, Roanoke or Green Bay. (After all, it's the 19th ranked market in the Southeast!) If you want to find out which side your bread is —d on, call Meeker (in the Southeast, James S. Ayres).
 WCYB-TV • Bristol, Tenn.-Va.



A SIMPLE SOLUTION TO THE PROBLEM

WCCA-TV
25 
 Columbia, S. C.

WCCB-TV
32
 Montgomery, Ala.

NATIONAL REPRESENTATIVE
 WEED TELEVISION CORP.

Market & Stations—% Penetration	TV Homes
CHARLESTON-HUNTINGTON, W. Va.—83 WCHS-TV (A); WHTN-TV (C); WSAZ-TV (N)	423,800
CHARLOTTE, N.C.—85 WBTV (C,A); WSOE-TV (N,A)	595,600
CHATTANOOGA, Tenn.—83 WDEF-TV (A,C); WRCP-TV (N); WTVC (A)	205,300
CHEBOYGAN, Mich.—85 WTOM-TV (N,A) (See also Traverse City)	35,900
CHEYENNE, Wyo.—85 KFBC-TV (A,C,N) (Operates satellite KSTF Scottsbluff, Neb.)	**88,000
CHICAGO, Ill.—94 WBBM-TV (C); WBKB (A); WGN-TV; WNBQ (N)	2,229,500
CHICO, Calif.—86 KHSL-TV (A,C)	123,100
CINCINNATI, Ohio—91 WCPO-TV (C); WKRC-TV (A); WLWT (N)	731,800
CLARKSBURG, W. Va.—85 WBOY-TV (A,C,N)	95,000
CLEVELAND, Ohio—94 WEWS (A); KYW-TV (N); WJW-TV (C)	1,262,500
CLOVIS, N.M.—83 KVER-TV (C,A)	19,100
COLORADO SPRINGS-PUEBLO, Colo.—86 KCTV (C); KRDO-TV (A); KCSJ-TV (N)	93,300
COLUMBIA-JEFFERSON CITY, Mo.—84 KOMU-TV (A,N); KRCC-TV (A,C)	124,500
COLUMBIA, S.C.—82 WIS-TV (N); WNOK-TV† (C); WCCA-TV† (A)	†1224,200
COLUMBUS, Ga.—80 WWTM (A,N); WRBL-TV (C)	182,100
COLUMBUS, Miss.—79 WCBI-TV (C,N,A)	75,600
COLUMBUS, Ohio—92 WBNS-TV (C); WLWC (N); WTVN-TV (A)	471,500
COOS BAY, Ore.—78 KCBY-TV (N)	13,200
CORPUS CHRISTI, Tex.—87 KRIS-TV (N); KZTV (C, A)	107,200
DALLAS-FT. WORTH, Tex.—89 KRDL-TV (C); WFAA-TV (A); KTVT; WBAP-TV (N)	736,800
DAVENPORT, Iowa—ROCK ISLAND, Ill.—91 WOC-TV (N); WHBF-TV (A,C)	327,600
DAYTON, Ohio—93 WHIO-TV (C); WLWD (A,N)	487,500
DAYTONA BEACH-ORLANDO, Fla.—89 WESH-TV (N); WDBO-TV (C); WLOF-TV (A)	288,000
DECATUR, Ala.—48 WMSL-TV† (C,N)	†39,600
DECATUR, Ill.—83 WTVP† (A)	†125,100
DENVER, Colo.—89 KBTW (A); KLZ-TV (C); KOA-TV (N); KTVR	348,800
DES MOINES, Iowa—91 KRNT-TV (C); WHO-TV (N)	264,300
DETROIT, Mich.—95 WJBK-TV (C); WWJ-TV (N); WXYZ (A)	*1,541,200
DICKINSON, N.D.—81 KDIX-TV (C)	18,300
DOTHAN, Ala.—77 WTVY (A,C)	111,900
DULUTH, Minn.—SUPERIOR, Wis.—87 KDAL-TV (C); WDSM-TV (A,N)	159,500
DURHAM-RALEIGH, N.C.—84 WTVD (A,C); WRAL-TV (N)	343,800
EAU CLAIRE, Wis.—86 WEAU-TV (A,C,N)	88,100
EL DORADO, Ark.—MONROE, La.—80 KTVE (A,N); KNOE-TV (A,C)	167,400
ELKHART-SOUTH BEND, Ind.—66 WSJV-TV† (A); WSBT-TV† (C); WNDU-TV† (N)	†140,300
EL PASO, Tex.—87 KELP-TV (A); KROD-TV (C); KTSM-TV (N)	*100,800
ENID, Okla. (See Oklahoma City)	
ENSIIGN, Kan.—82 KTVC (C)	36,800
EPHRATA, Wash.—38 KBAS-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	†5,100
ERIE, Pa.—91 WICU-TV (A); WSEE-TV† (C,N) (Includes CATV Homes)	165,900 †60,100
EUGENE, Ore.—88 KVAL-TV (N); KEZI-TV (A) (KVAL operates satellite KPIC-TV, Roseburg, Ore.)	**101,100
EUREKA, Calif.—85 KIEM-TV (A,C); KVIK-TV (A,N)	51,500
EVANSVILLE, Ind.—HENDERSON, Ky.—83 WFIE-TV† (N); WTVW (A); WEHT-TV† (C)	215,900 †115,300

Market & Stations—% Penetration	TV Homes
FAIRBANKS, Alaska—83 KFAR-TV (A,N); KTVF (C)	9,600
FARGO, N.D.—83 WDAY-TV (N); KXGO-TV (A) (See also Valley City, N.D.)	150,000
FLINT-BAY CITY-SAGINAW, Mich.—92 WJRT (A); WNEM (A,N); WKNK-TV† (A,C)	384,700 159,800
FLORENCE, Ala.—70 WOWL-TV† (C,N,A)	121,000
FLORENCE, S.C.—80 WBTW (A,C,N)	154,800
FT. DODGE, Iowa—64 KQTV† (N)	129,300
FT. MYERS, Fla.—88 WINK-TV (A,C)	29,200
FT. SMITH, Ark.—76 KFSB-TV (C,N,A)	67,600
FT. WAYNE, Ind.—79 WAHE-TV† (C); WKJG-TV† (N); WPTA-TV† (A)	†165,300
FT. WORTH-DALLAS, Tex.—89 KTVT; WBAP-TV (N); KRLD-TV (C); WFAA-TV (A)	734,400
FRESNO, Calif.—73 KFRE-TV† (C); KJEO-TV† (A); KMJ-TV† (N)	†188,900
GLENDIVE, Mont.—83 KXGN-TV (C,A)	3,800
GOODLAND, Kan.—79 KWHT-TV (C)	16,500
GRAND FORKS, N.D.—88 KNOX-TV (A,N)	37,800
GRAND JUNCTION, Colo.—81 KREX-TV (A,C,N) (Operates satellite KREY-TV, Montrose, Colo.)	*27,500
GRAND RAPIDS-KALAMAZOO, Mich.—92 WOOD-TV (A,N); WKZO-TV (A,C)	†543,100
GREAT BEND, Kan.—84 KCKT-TV (N) (KCKT operates satellite KCLD, Garden City, Kan., and KOMC-TV, McCook, Neb.)	*137,300
GREAT FALLS, Mont.—95 KFBB-TV (C); WKZQ-TV (N) (Includes CATV Homes)	†51,600
GREEN BAY, Wis.—90 WBAY-TV (C); WFRV (N); WLUK-TV (A)	307,300
GREENSBORO-WINSTON-SALEM, N.C.—86 WFMY-TV (A,C); WSJS-TV (N)	382,400
GREENVILLE-SPARTANBURG, S.C., ASHEVILLE, N.C.—84 WFBC-TV (N); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,N)	406,600 ††
GREENVILLE-WASHINGTON, N.C.—83 WNCT (A,C); WITN (N)	212,400
GREENWOOD, Miss.—78 WABG-TV (C)	77,300
HANNIBAL, Mo.-QUINCY, Ill.—87 KHQA (C,A); WGM-TV (A,C)	159,700
HARLINGEN-WESLACO, Tex.—80 KGBT-TV (A,C); KRQV-TV (A,N)	*69,300
HARRISBURG, Ill.—81 WSIL-TV (A)	191,400
HARRISBURG, Pa.—83 WHP-TV† (C); WTPA† (A)	†126,000
HARRISONBURG, Va.—78 WSVA-TV (A,C,N)	67,500
HARTFORD-NEW BRITAIN, Conn.—95 WTIC-TV (C); WNBC† (N); WHCT†	702,900 †322,700
HASTINGS, Neb.—86 KHAS-TV (N)	103,000
HATTIESBURG, Miss.—86 WDAM-TV (A,N)	56,200
HELENA, Mont.—83 KBLL-TV (C,N)	7,500
HENDERSON, Ky.—EVANSVILLE, Ind.—83 WEHT-TV† (C); WFIE-TV† (N); WTVW (A)	207,000 †115,300
HENDERSON-LAS VEGAS, Nev.—89 KLBJ-TV (N); KLAS-TV (C); KSHO-TV (A)	44,500
HOLYOKE-SPRINGFIELD, Mass.—90 WWLP† (N); WHYN-TV† (A,C) (WWLP operates satellite WRLP† Greenfield, Mass.)	**†175,700
HONOLULU, Hawaii—87 KGMB-TV (C); KONA-TV (N); KHVH-TV (A) (Satellites: KHBC-TV, Hilo and KMAU-TV, Waiuku to KGMB-TV. KMVI-TV, Waiuku and KHJK-TV, Hilo to KHVH; KALA, Waiuku to KONA-TV.)	**136,400

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WORLD OF A BUY!



North Carolina's Grade A World

provides Grade A Coverage strength for:

1. Winston-Salem, Greensboro, High Point—North Carolina's largest metropolitan area!
2. More than 400,000 TV homes!
3. Thirty-three rich industrialized counties in North Carolina's populous Piedmont market.
4. More than a billion dollars in total retail sales and in consumer spendable income.

WSJS TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT



CHANNEL 12

Peters, Griffin, Woodward, Reps.



WAVE-TV gives you 28.8% more MOTORISTS

—28.8% more viewers, minimum!

Since November-December, 1957, NSI Reports have *never* given WAVE-TV less than 28.8% more viewers than Station B, in any average week.

And the *superiority* during that period has gone as high as 63.6% more viewers!

During 1961, the minimum was 58.0% more viewers for WAVE-TV. More viewers = more impressions = more sales! Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE
The Katz Agency, National Representatives



Market & Stations—% Penetration TV Homes

HOT SPRINGS, Ark.—82 KFOY-TV	13,500
HOUSTON, Tex.—90 KPRC-TV (N); KTRK-TV (A); KHOU-TV (C)	498,000
HUNTINGTON-CHARLESTON, W. Va.—83 WHTN-TV (C); WSAZ-TV (N); WCHS-TV (A)	419,000
HUNTSVILLE, Ala.—42 WAFG-TV† (A)	†17,600
HUTCHINSON-WICHITA, Kan.—87 KTVH (C); KAKE-TV (A); KARD-TV (N) (KAYS-TV, Hays, Kan., satellite of KAKE-TV)	**276,700
IDAHO FALLS, Idaho—87 KID-TV (A,C); KIFI-TV (N)	63,400
INDIANAPOLIS, Ind.—90 WFBM-TV (N); WISH-TV (C); WLWI (A) (See also Bloomington, Ind.)	676,000
JACKSON, Miss.—84 WJTV (C); WLBT (A,N)	271,200
JACKSON, Tenn.—76 WDXI-TV (A,C)	64,000
JACKSONVILLE, Fla.—86 WJXT (C,A); WFGA-TV (N,A)	256,500
JEFFERSON CITY-COLUMBIA, Mo.—84 KRCC-TV (A,C); KOMU-TV (A,N)	119,600
JOHNSON CITY-KINGSPORT, Tenn.— BRISTOL, Va.—78 WJHL-TV (A,C); WCYB-TV (A,N)	184,400
JOHNSTOWN, Pa.—90 WARD-TV† (A,C); WJAC-TV (N,A)	572,700 ††
JOPLIN, Mo.—PITTSBURG, Kan.—82 KODE-TV (A,C); KOAM-TV (A,N)	144,300
JUNEAU, Alaska—65 KJNY-TV (C)	2,000
KALAMAZOO-GRAND RAPIDS, Mich.—92 WKZO-TV (A,C); WOOD-TV (A,N)	■543,100
KANSAS CITY, Mo.—89 KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	594,000
KEARNEY, Neb.—91 KHOL-TV (A) (Operates satellite KHPL-TV, Hayes Center, Neb.)	**106,600
KLAMATH FALLS, Ore.—87 KOTI-TV (A,C,N)	26,500
KNOXVILLE, Tenn.—76 WATE-TV (N); WBIR-TV (C); WTVK† (A)	243,100 †41,400
LA CROSSE, Wis.—86 WKBT (A,C,N)	109,900
LAFAYETTE, La.—84 KLFY-TV (C) (Includes CATV Homes)	117,300
LAKE CHARLES, La.—83 KPLC-TV (A,N)	101,200
LANCASTER, Pa.—89 W GAL-TV (C,N)	557,900
LANSING, Mich.—92 WJIM-TV (C,A); WILX-TV (N) (Orondaga)	358,300
LAREDO, Tex.—79 KGNS-TV (A,C,N)	14,100
LA SALLE, Ill. (See Peoria, Ill.)	
LAS VEGAS-HENDERSON, Nev.—89 KLAS-TV (C); KSHO-TV (A); KLRJ-TV (N)	44,500
LAWTON, Okla. (See Wichita Falls, Tex.)	
LEBANON, Pa.—86 WLYH-TV† (A)	†113,800
LEWISTON, Idaho—86 KLEW-TV (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	20,200
LEXINGTON, Ky.—56 WLEX-TV† (N); WKYT† (A,C)	†69,800
LIMA, Ohio—68	144,900
LINCOLN, Neb.—87 KOLN-TV (C) (Operates satellite KGIN-TV, Grand Island, Neb.)	**205,500
LITTLE ROCK, Ark.—79 KARK-TV (N); KTHV (C); KATV (A)	235,500
LOS ANGELES, Calif.—95 KABC-TV (A); KCOP; KHJ-TV; KTLA; KNXT (C); KRCA (N); KTTV	▼2,827,900
LOUISVILLE, Ky.—83 WAVE-TV (N); WHAS-TV (C); WLKY-TV† (A) †††	409,900 †††

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Market & Stations—% Penetration	TV Homes
LUBBOCK, Tex.—87 KCB-D-TV (N); KDUB-TV (C,A)	117,000
LUFKIN, Tex.—80 KTRE-TV (N,C,A)	58,600
LYNCHBURG, Va.—85 WLVA-TV (A)	169,300
MACON, Ga.—83 WMAZ-TV (A,C,N)	116,800
MADISON, Wis.—88 WISC-TV (C); WKOW-TV† (A); WMTV† (N)	244,200
MANCHESTER, N.H.—90 WMUR-TV (A)	148,600
MANKATO, Minn.—85 KEYC-TV (C)	109,300
MARINETTE, Wis. (See Green Bay)	
MARQUETTE, Mich.—88 WLUC-TV (C,N,A)	59,800
MASON CITY, Iowa—89 KGLO-TV (C)	164,600
MAYAGUEZ, P.R. WORA-TV	††
MEDFORD, Ore.—88 KBES-TV (A,C); KMED-TV (N)	42,600
MEMPHIS, Tenn.—80 WHBQ-TV (A); WMCT (N); WREC-TV (C)	491,200
MERIDIAN, Miss.—82 WTKO-TV (A,C,N)	130,000
MESA-PHOENIX, Ariz.—87 KTAR-TV (N); KTVK (A); KPHO-TV; KOOL-TV (C)	228,200
MIAMI, Fla.—93 WCKT (N); WLBW-TV (A); WTVJ (C)	556,600
MIDLAND-ODESSA, Tex.—89 KMID-TV (A,N); KOSA-TV (C); KDCD-TV†	97,000 ††
MILWAUKEE, Wis.—94 WISN-TV (C); WITI-TV (A); WTMJ-TV (N); WXIX†	626,700 †166,600
MINNEAPOLIS-ST. PAUL, Minn.—91 KMSP-TV (A); KSTP-TV (N); WCCO-TV (C); WTCN-TV	733,000
MINOT, N.D.—82 KXMC-TV (A,C); KMOT-TV (A,N)	*37,800
MISSOULA, Mont.—84 KMSO-TV (A,C)	56,900

Market & Stations—% Penetration	TV Homes
MITCHELL, S.D.—84 KORN-TV (A,N)	31,400
MOBILE, Ala.—83 WALA-TV (N); WKRG-TV (C); WEAR-TV (A) (Pensacola)	266,100
MONAHANS, Tex.—87 KVKM-TV (A)	31,200
MONROE, La.—EL DORADO, Ark.—80 KNOE-TV (A,C); KTVE (A,N)	165,500
MONTEREY-SALINAS, Calif. (See Salinas)	
MONTGOMERY, Ala.—74 WCOV-TV† (C); WSFA-TV (N,A); WCCB-TV† (A)	163,400 145,300
MUNCIE, Ind.—59 WLBC-TV† (A,C,N)	122,500
NASHVILLE, Tenn.—79 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	434,600
NEW BRITAIN-HARTFORD, Conn.—95 WTOG-TV (C); WNBC† (N); WHCT†	702,900 †322,700
NEW HAVEN, Conn.—95 WNHC-TV (A)	687,600
NEW ORLEANS, La.—88 WDSU-TV (N); WVUE (A); WWL-TV (C)	418,200
NEW YORK, N.Y.—94 WABC-TV (A); WNEW-TV; WNTA-TV; WCBZ-TV (C); WOR-TV; WPIX; WNBC-TV (N)	5,322,400
NORFOLK, Va.—86 WAVY (N); WTAR-TV (C); WVEC-TV (A)	309,000
NORTH PLATTE, Neb.—86 KNOP-TV (N)	26,000
OAK HILL, W. Va.—87 WOAY-TV (A,C)	89,400
OAKLAND-SAN FRANCISCO, Calif.—92 KTUV; KRON-TV (N); KPIX (C); KGO-TV (A)	1,334,100
ODESSA-MIDLAND, Tex.—89 KOSA-TV (C); KMID-TV (A,N); KDCL-TV†	97,000 ††
OKLAHOMA CITY, Okla.—88 KWTU (C); WKY-TV (N); KOCO-TV (A) (Enid)	342,000
OMAHA, Neb.—91 KMTV (N); WOW-TV (C); KETV (A)	317,300
ORLANDO-DAYTONA BEACH, Fla.—89 WDBO-TV (C); WLOP-TV (A); WESH-TV (N)	288,000
OTTUMWA, Iowa—87 KTVO (C,N,A)	103,000
PADUCAH, Ky.—80 WPSD-TV (N)	■191,800
PANAMA CITY, Fla.—81 WJHG-TV (A,N)	■28,000
PARKERSBURG, W. Va.—54 WTAP† (A,C,N)	†22,100
PASCO, Wash.—57 KEPR-TV† (C,N) (Satellite of KIMA-TV†, Yakima, Wash.)	†30,700
PEMBINA, N.D.—82 KCND-TV (A)	14,700
PEORIA, Ill.—77 WEEK-TV† (N); WMBD-TV† (C); WTVH† (A) (WEEK-TV† operates WEEQ-TV†, La Salle, Ill.)	††167,400
PHILADELPHIA, Pa.—94 WCAU-TV (C); WFIL-TV (A); WRCV-TV (N)	2,019,200
PHOENIX-MESA, Ariz.—87 KOOL-TV (C); KPHO-TV; KTVK (A); KTAR-TV (N)	228,200
PITTSBURG, Kan.—JOPLIN, Mo.—82 KOAM-TV (A,N); KODE-TV (A,C)	144,300
PITTSBURGH, Pa.—93 KDKA-TV (C); WHIC (N); WTAE (A)	1,232,100
PLATTSBURG, N.Y.—89 WPTZ (A,N)	122,900
POLAND SPRING, Me.—90 WMTW-TV (A,C) (Mt. Washington, N.H.)	325,800
PONCE, P.R. WSUR-TV; WRIC-TV	††
PORT ARTHUR-BEAUMONT, Tex.—88 KBMT-TV (A); KPAC-TV (N); KFDM-TV (C)	160,400
PORTLAND, Me.—91 WCSH-TV (N); WGAN-TV (C)	227,600
PORTLAND, Ore.—91 KCW-TV (N); KOIN-TV (C); KPTV (A)	466,600
PRESQUE ISLE, Me.—87 WAGM-TV (A,C,N)	22,500
PROVIDENCE, R.I.—95 WJAR-TV (A,N); WPRO-TV (C)	695,500
PUEBLO-COLORADO SPRINGS, Colo.—86 KCSJ-TV (N); KKTU (C); KRDO-TV (A)	93,300
QUINCY, Ill.—HANNIBAL, Mo.—87 WGEM-TV (A,N); KHQA-TV (C,A)	152,000
RALEIGH-DURHAM, N.C.—85 WRAL-TV (N); WTVD (A,C)	340,900

Market & Stations—% Penetration	TV Homes
RAPID CITY, S.D.—85 KOTA-TV (A,C); KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Neb.); (KRSD-TV operates satellite KDSJ-TV, Deadwood, S.D.)	**55,400
REDDING, Calif.—86 KVIP-TV (A,N)	80,100
RENO, Nev.—88 KOLO-TV (A,C,N)	46,200
RICHLAND, Wash. KNDU-TV† (A) (Satellite of KNDO-TV†, Yakima, Wash.)	††
RICHMOND, Va.—85 WRVA-TV (A); WTVR (C); WXEX-TV (N) (Petersburg, Va.)	282,800
RIVERTON, Wyo.—81 KWRB-TV (C,N,A)	12,300
ROANOKE, Va.—84 WDBJ-TV (C); WSLV-TV (A,N)	317,900
ROCHESTER, Minn.—89 KROC-TV (N)	143,800
ROCHESTER, N.Y.—94 WROC-TV (A,N); WHEC-TV (A,C)	322,800
ROCKFORD, Ill.—92 WREX-TV (A,C); WTVQ† (N)	†203,600
ROCK ISLAND, Ill.-DAVENPORT, Iowa—91 WHBF-TV (A,C); WOC-TV (N)	327,600
ROME-UTICA, N.Y. (See Utica)	
ROSWELL, N.M.—88 KSWV-TV (A,C,N)	14,700
SACRAMENTO-STOCKTON, Calif.—92 KXTV (C); KCRA-TV (N); KOVR (A)	448,000
SAGINAW-BAY CITY-FLINT, Mich.—92 WKIX-TV† (A,C); WNEM-TV (A,N); WJRT (A)	384,700 159,800
ST. JOSEPH, Mo.—85 KFEQ-TV (C,A)	142,700

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Remarkable
ROCKFORD
BELONGS IN YOUR
MARKET MIX

STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH

GET THE FACTS FROM OUR PERSPIRING REPS

WREX-TV
CHANNEL 13 ROCKFORD

J. M. BAISCH
Vice Pres. & Gen. Mgr.

NOTE: Above Sacramento Data Precedes New
TALL TOWER TV

KCRA-TV and other stations now operate from a 1,549 foot tower, tallest structure in California. Low band Channel 3 now serves new multi-metro-market: Sacramento, Modesto, Stockton, Marysville-Yuba City and Eastern Contra Costa County.

Station estimates 550,000-650,000 TV homes.

KCRA-TV is only primary NBC station in Northern California's rich valley area.



REACHING MOST OF NORTHERN CALIFORNIA

Edward Petry & Co., Inc.

Market & Stations—% Penetration	TV Homes
ST. LOUIS, Mo.—90 KSD-TV (N); KTVI (A); KMOX-TV (C); KPLR-TV	795,600
ST. PAUL-MINNEAPOLIS, Minn.—91 WTCN-TV; WCCO-TV (C); KSTP (N); KMSP-TV (A)	733,000
ST. PETERSBURG-TAMPA, Fla.—90 WSUN-TV (A); WFLA-TV (N); WTVT (C)	419,500 †259,400
ST. THOMAS, V.I. WBNB-TV (C,N,A)	††
SALINAS-MONTEREY, Calif.—88 KSBW-TV (A,C,N) (See also San Jose, Calif.) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo)	**218,500
SALISBURY, Md.—67 WBOC-TV (A,C)	†33,600
SALT LAKE CITY, Utah—90 KSL-TV (C); KCPX (A); KUTV (N); KLOR-TV (Provo, Utah)	251,600
SAN ANGELO, Tex.—83 KCTV (A,C,N)	29,000
SAN ANTONIO, Tex.—85 KUAL-TV†; KENS-TV (C); KONO (A); WOAI-TV (N)	275,500 ††
SAN DIEGO, Calif.—95 KFMB-TV (C); KOGO-TV (N)†	**302,800
SAN FRANCISCO-OAKLAND, Calif.—92 KGO-TV (A); KPIX (C); KRON-TV (N); KTVU	1,334,100
SAN JOSE, Calif.—93 KNTV (A,C,N) (See also Salinas-Monterey, Calif.)	290,600
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Calif. (See Salinas-Monterey)	
SANTA BARBARA, Calif.—89 KEYT (A,C,N)	71,000
SAVANNAH, Ga.—84 WSAV-TV (N,A); WTOG-TV (C,A)	115,000
SCHENECTADY-ALBANY-TROY, N.Y.—92 WRGB (N); WTEN (C); WAST (A) (WTEN operates satellite WCDC, Adams, Mass.)	**420,000
SCRANTON-WILKES-BARRE, Pa.—81 WDAU (C); WBRE-TV† (N); WNEP-TV† (A) (Includes CATV Homes)	†258,100
SEATTLE-TACOMA, Wash.—93 KING-TV (N); KOMO-TV (A); KTNB-TV (C); KTVW; KIRO-TV (C)	577,800
SEDALIA, Mo.—86 KMOS-TV (A)	29,600
SELMA, Ala.—74 WLSA-TV	13,700
SHREVEPORT, La.—83 KSLA (C); KTBS-TV (A); KTAL-TV (N) (Texarkana, Tex.)	293,100
SIoux CITY, Iowa—89 KTIV (A,N); KVTI (A,C)	164,700

Market & Stations—% Penetration	TV Homes
SIoux FALLS, S.D.—86 KELO-TV (C,A); KSOO-TV (N,A) (KELO-TV operates boosters KDLO-TV, Florence, S.D., and KPLO-TV, Reliance, S.D.)	**222,900
SOUTH BEND-ELKHART, Ind.—66 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†140,300
SPARTANBURG-GREENVILLE, S.C.-ASHEVILLE, N.C.—84 WSPA-TV (C); WFBC-TV (N); WLOS-TV (A); WISE-TV†	††406,600
SPOKANE, Wash.—87 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	257,600
SPRINGFIELD, Ill.—75 WICS† (N) (Operates satellites WCHU† Champaign, and WICD-TV† Danville, Ill.)	**†164,900
SPRINGFIELD-HOLYOKE, Mass.—90 WHYN-TV† (A,C); WWLP† (N) (WWLP operates satellite WRLP† Greenfield, Mass.)	**†175,700
SPRINGFIELD, Mo.—78 KTTS-TV (C); KYTV (A,N) WSTV-TV (A,C)	127,000 445,200
STOCKTON-SACRAMENTO, Calif.—92 KQVR (A); KCRA (N); KXTV (C)	448,000
SUPERIOR, Wis.-DULUTH, Minn.—87 WDSM-TV (N,A); KDAL-TV (C)	155,900
SWEETWATER, Tex.—88 KPAR-TV (C,A)	55,200
SYRACUSE, N.Y.—93 WHEN-TV (A,C); WSYR-TV (N,A) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**458,800
TACOMA-SEATTLE, Wash.—93 KTNB-TV (C); KTVW; KING-TV (N); KOMO-TV (A); KIRO-TV (C)	**577,800
TALLAHASSEE, Fla.-THOMASVILLE, Ga.—81 WCTV (C)	178,200
TAMPA-ST. PETERSBURG, Fla.—90 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	417,000 †259,400
TEMPLE-WACO, Tex.—85 KCNB-TV (N); KWTV-TV (A,C)	137,400
TERRE HAUTE, Ind.—87 WTHI-TV (A,C)	183,000
TEXARKANA, Tex. (See Shreveport)	
THOMASVILLE, Ga.-TALLAHASSEE, Fla. (See Tallahassee)	
TOLEDO, Ohio—92 WSPD-TV (A,N); WTOL-TV (C,N)	384,200
TOPEKA, Kan.—86 WIBW-TV (C,A,N)	126,800
TRAVERSE CITY, Mich.—88 WPBN-TV (N,A) (WPBN-TV operates S-2 satellite WTOM-TV Cheboygan)	**40,700

Market & Stations—% Penetration	TV Homes
TROY-ALBANY-SCHENECTADY, N.Y.—92 WRGB (N); WTEN (C); WAST (A) (WTEN operates satellite WCDC Adams, Mass.)	**420,000
TUCSON, Ariz.—86 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	100,800
TULSA, Okla.—85 KOTV (C); KVOO-TV (N); KTUL-TV (A)	320,100
TUPELO, Miss.—80 WTVW (N)	62,400
TWIN FALLS, Idaho—87 KLIX-TV (A,C,N)	29,600
TYLER, Tex.—82 KLTV (A,C,N)	135,200
UTICA-ROME, N.Y.—94 WKTV (A,C,N)	159,900
VALLEY CITY, N.D.—84 KXJB-TV (C) (See also Fargo, N.D.)	150,800
WACO-TEMPLE, Tex.—85 KWTX-TV (A,C); KCEN-TV (N)	132,400
WASHINGTON, D.C.—90 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	847,800
WASHINGTON-GREENVILLE, N.C.—83 WITN (N); WNCN (A,C)	212,400
WATERBURY, Conn. WATR-TV† (A)	††
WATERLOO-CEDAR RAPIDS, Iowa—91 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	283,100
WATERTOWN-CARTHAGE, N.Y.—91 (See Carthage)	91,100
WAUSAU, Wis.—86 WSAU-TV (A,C,N)	131,700
WESLACO-HARLINGEN, Tex.—80 KRGV-TV (N,A); KGBT-TV (A,C)	**69,300
WEST PALM BEACH, Fla.—89 WEAT-TV (A); WPTV (N)	100,100
WESTON, W. Va.—84 WJPB-TV (A)	98,800
WHEELING, W. Va.—89 WTRF-TV (A,N)	310,400
WICHITA-HUTCHINSON, Kan.—87 KAKE-TV (A); KARD-TV (N); KTVH (C) (KAYS-TV, Hays, Kan., satellite of KAKE-TV)	**276,700
WICHITA FALLS, Tex.—86 KFDX-TV (N); KSYD-TV (C); KSWO-TV (A) (Lawton)	140,300
WILKES-BARRE-SCRANTON, Pa.—81 WBRE-TV† (N); WNBP-TV† (A); WDAU-TV† (C) (Includes CATV Homes)	†258,100
WILLISTON, N.D.—81 KUMV-TV (N,A)	29,700
WILMINGTON, N.C.—82 WECT (A,N,C)	123,400
WINSTON-SALEM-GREENSBORO, N.C.—87 WSJS-TV (N); WFMY-TV (A,C)	378,800
WORCESTER, Mass. WWOR† (N)	††
YAKIMA, Wash.—78 KIMA-TV (C,N); KNDO-TV† (A) (KIMA-TV† operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV† Ephrata, Wash., KEPR-TV† Pasco, Wash.; KNDO-TV† operates satellite KNDU-TV† Richland, Wash.)	**†38,800
YORK, Pa.—57 WSBA-TV† (A)	†42,700
YOUNGSTOWN, Ohio—67 WFMY-TV†; WKBN-TV† (C); WKST-TV† (A) (Includes CATV Homes)	†167,300
YUMA, Ariz.—82 KIVA (C,N,A)	25,900
ZANESVILLE, Ohio—51 WHIZ-TV† (A,C,N)	†19,200

■ Major facility change in market subsequent to latest county survey measurement date.
• Market's coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.
▼ Market being held as it has reached 95% TV penetration.

1—channel markets	131
2—channel markets	64
3—channel markets	61
4—(or more)—channel markets	15
Total U.S. Markets	271
Commercial Stations U.S. & possessions	547

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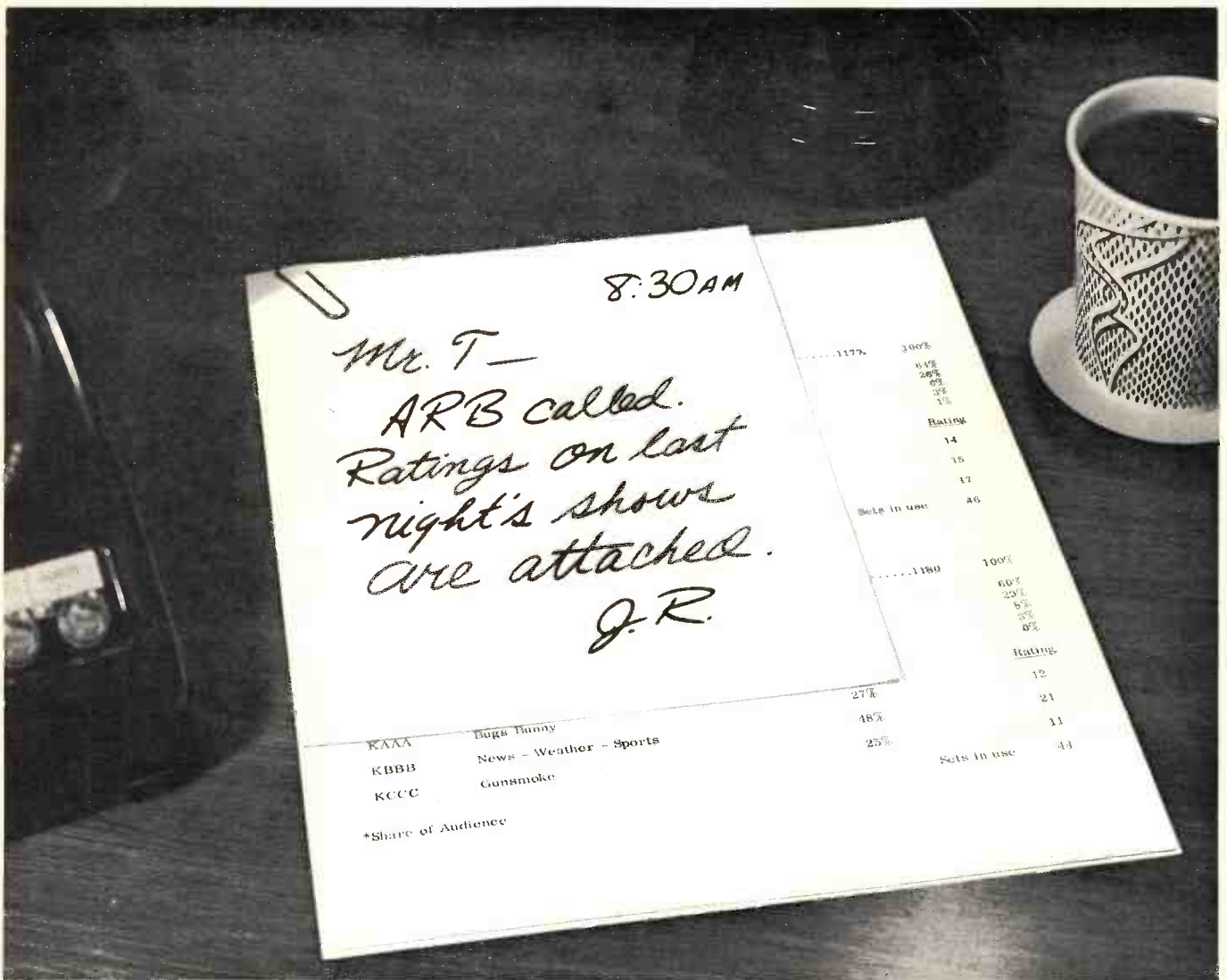
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EDITORIAL

WHERE DO YOU GO FROM THE TOP?

THE television market statistics in this issue show how fantastically television has grown in the dozen years of its existence.

They also show that the era of fantastic growth has passed.

More than 90 per cent of all U.S. homes have television sets. The figure is so near the saturation point that from now on television circulation can increase at no better than a slightly higher rate than that of the increase in total households.

The usage of sets has also reached a plateau. Depending on the research authority that measures it, set usage in the average television home runs between five and six hours a day. That level of viewing has been constant for some time. It is not apt to be significantly increased unless light viewers can be persuaded to view more and heavy viewers to learn how to devote less time to their two other principal activities, working and sleeping.

At this point of television history the available audience is about as big as it is likely to get. That fact has similar implications for television receiver manufacturers and for television broadcasters.

Receiver manufacturers must now content themselves with a total annual volume of about six million sets, many of them low-profit portables and table models. That volume is considerably below the 7,421,000 units sold in the peak year of 1955, when a big proportion of sales were in high-profit consoles.

The broadcasters—in both network and station operations—must compete for a total available audience that, as matters now stand, has quit growing. They are unaccustomed to this situation. Until a year or so ago the total audience was in a state of continual expansion that justified a coinciding process of elevation of television advertising rates.

Both the manufacturers and the broadcasters now face a stabilized economy. Absent the development

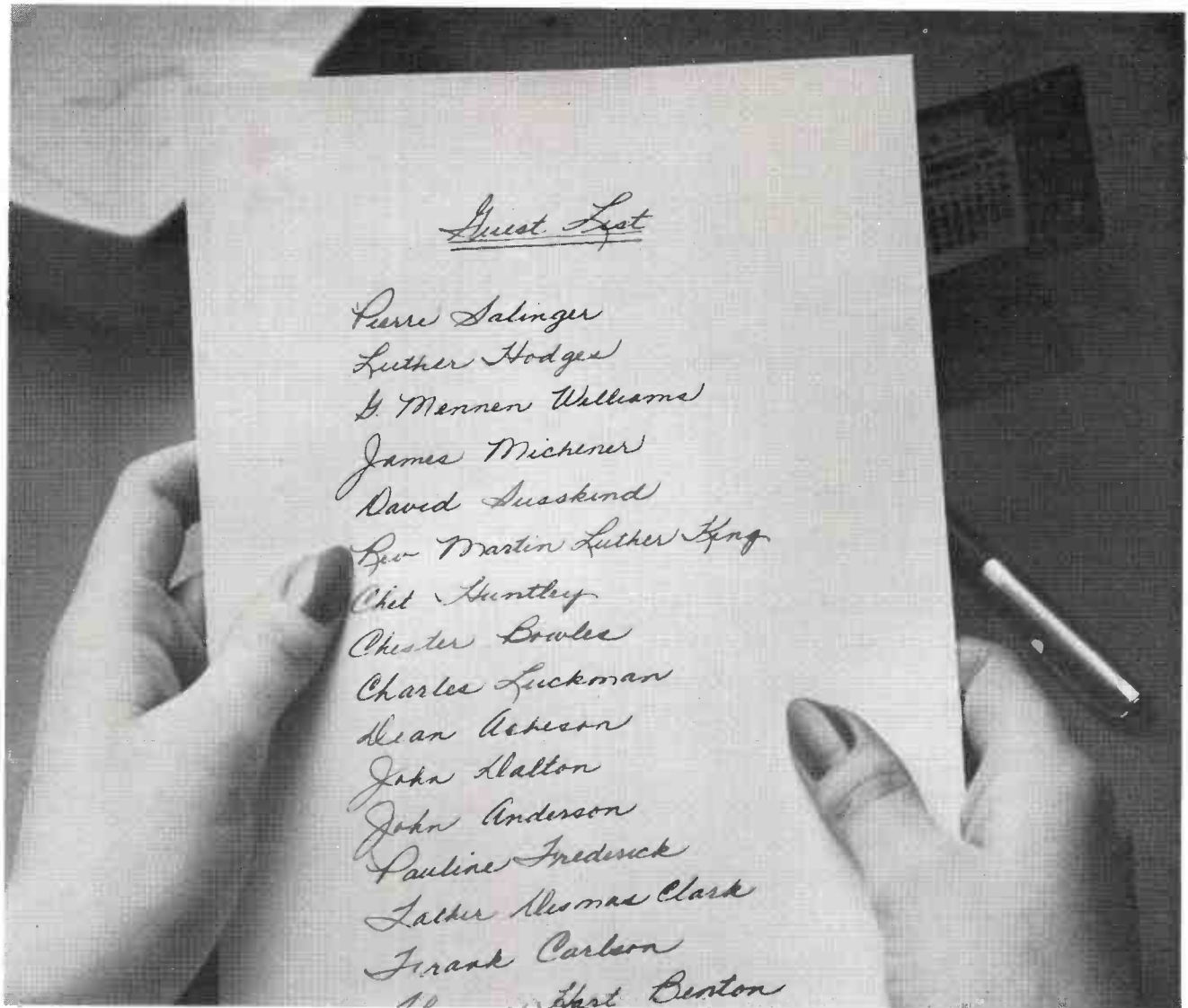
of new types of receivers that will accelerate replacements and enlarge the second-set market, manufacturers are tied to the level of six million units a year. Absent dramatic increases in the amount of time that the public is willing to give to television viewing or dramatic discoveries that will add impact to television commercials, broadcasters are tied to approximately the level of their present advertising rates. At both the transmitting and receiving ends growth has been arrested.

In these circumstances a new force is needed to revive television progress. The force must be capable of stimulating receiver sales in a market that is already saturated, intensifying viewing among millions who already give a large measure of their time to television and enhancing the advertising effectiveness of TV. The only force immediately available to meet those specifications is color television.

Right now most manufacturers and broadcasters lack a strong incentive to risk capital investments in the exploitation of color TV. Most manufacturers are engaged in other enterprises—electronics or appliances—that dwarf their television operations. Most broadcasters are earning a big enough yield to keep stockholders satisfied. In its present conformation and its present shades of gray television is big enough and influential enough to encourage a feeling of security among its operators.

Yet this feeling of security may prove to be illusory. If communicators had always chosen to sit on their plateaus, today's spectacular would be measured by the size of the stone slab it was chiseled on or the height of the smoke signal conveying it.

The history of communications is a history of restless search for new technologies that will speed and give dimensions to ideas. History has not stopped with the invention of television. The black-and-white set has no more claim to permanent utility than the stylus of the Egyptian scribe.



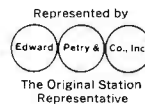
Kilroy Didn't Make It

But, as you can see from this partial guest list, a good many notables did make the "Insight" scene last year. • Chances are you've never heard of "Insight" if you live outside WDAF-TV's coverage area. But Kansas Citians will tell you—with considerable pride—that it's another of those network-type programs WDAF-TV puts on locally. Veteran Newsmen Walt Bodine and Bill Leeds host this unrehearsed and spontaneous half-hour each Sunday. It's not unusual when Monday morning's news is featured by the results of their gentle probing. • Kansas Citians do take pride in WDAF-TV. They appreciate the fact that it's far more than a local outlet for network shows... that local programming of the "Insight" calibre is the rule, not the exception... that it is the Heartland's prime source of entertainment and information. And, of course, this respect for WDAF-TV pays off in the cash registers of its advertisers.

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