

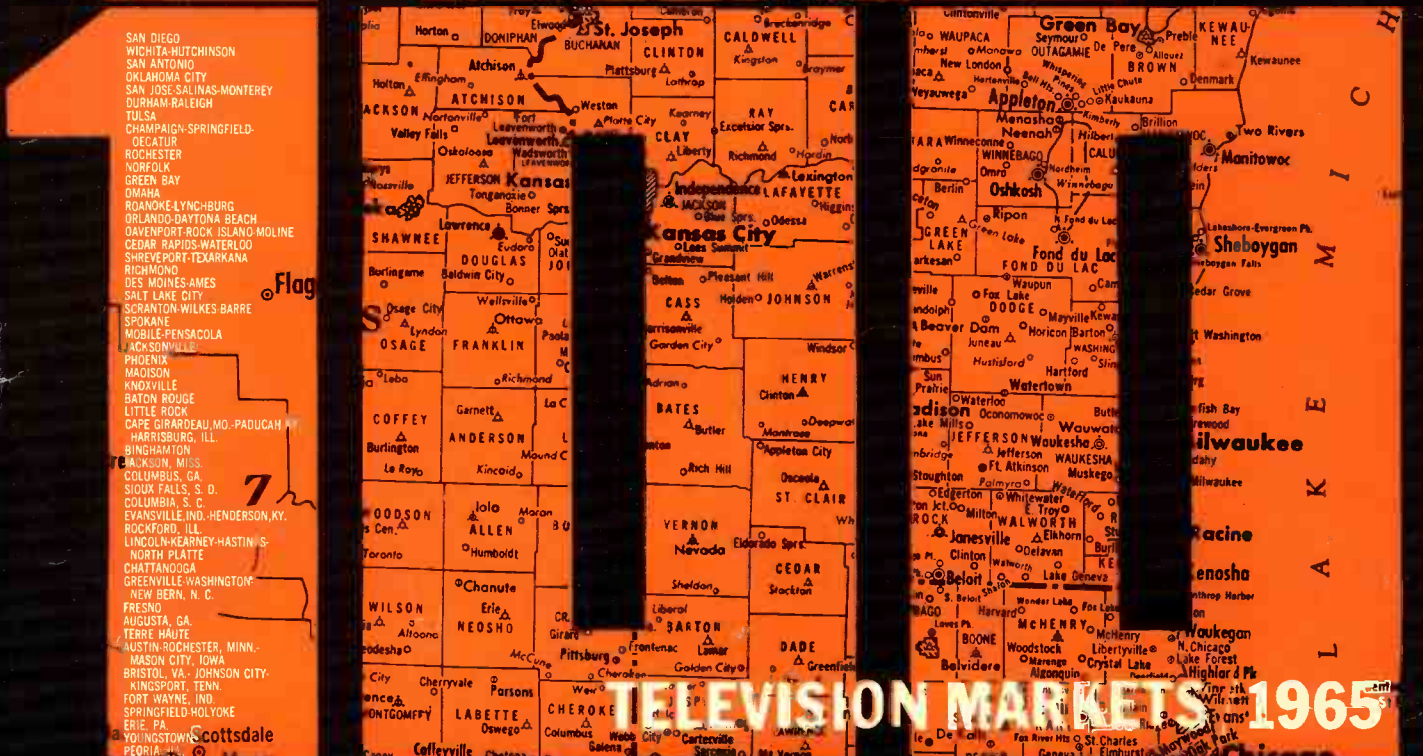
TELEVISION

HINDSIGHT:
The TV season as it looks in retrospect

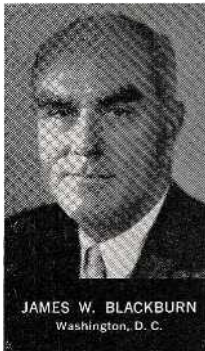
COMMERCIALS:
The stomachs have it in Alka-Seltzer's bright TV sell

TV'S TRENDS:
Whither one goest many are likely to tag along

IN CLOSEUP:
A man named Smith and what he's wrought with Capital Cities



TELEVISION MARKETS 1965



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Washington, D. C.



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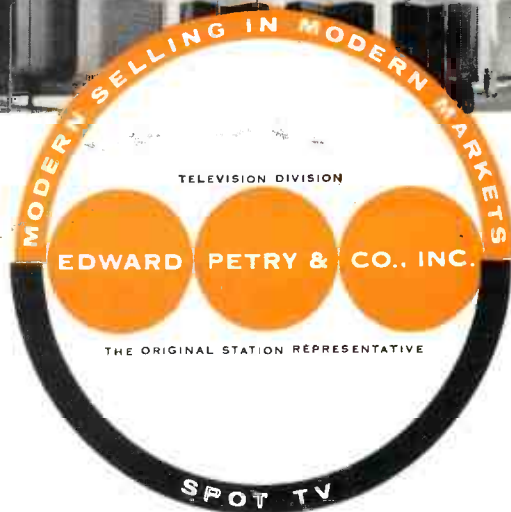
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THE MULTI-AWARD WINNING
UNITED STATES GYPSUM
BUILDING, CHICAGO

- KOB-TV Albuquerque
- WSB-TV Atlanta
- KERO-TV Bakersfield
- WBAL-TV Baltimore
- WGR-TV Buffalo
- WCIA Champaign
- WGN-TV Chicago
- WLW-T Cincinnati*
- WLW-C Columbus*
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- WLW-D Dayton*
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- WNEM-TV Flint-Bay City
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- WLW-I Indianapolis*
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- KARD-TV Kansas State Network
- KARK-TV Little Rock
- KCOP Los Angeles
- WISN-TV Milwaukee
- KSTP-TV Minneapolis-St. Paul
- WSM-TV Nashville
- WVUE New Orleans
- WTAR-TV Norfolk-Newport News
- KWTY Oklahoma City
- KMTV Omaha
- WDBO-TV Orlando
- WMBD-TV Peoria
- KPTV Portland, Ore.
- WJAR-TV Providence
- WROC-TV Rochester
- KCRA-TV Sacramento
- KUTV Salt Lake City
- WOAI-TV San Antonio
- KFMB-TV San Diego
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- KVOO-TV Tulsa
- WTRF-TV Wheeling

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“Let's Go
to the
Races”

*the newest, most exciting sports
show on TV*

See “Let's Go To The Races” at the NAB Convention.
Executive House, Washington, D.C.—Room 401-440.

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Now For The First Time your local retail advertiser can sponsor a weekly sports show that has built-in merchandising and promotion with tremendous excitement and action! "Let's Go To The Races" is a big time sports show—a weekly program with all the thrills of big time racing...more audience participation at home for big weekly prizes.

It's perfectly legal, we've spent three years getting it checked out and approved.

"Let's Go To The Races" shows five sensational races in each weekly half-hour program. The production job on these races is truly unbelievable. We placed cameras all over the track. The horses seem to be almost breathing down your neck!

Your Viewers Will Actually Get The Feel of being at the races! Each program will open with all the fan-fare of a day at the track to properly set the stage. Famous sportscaster Jack Drees gives you a run-down on the horses, jockeys, performance and all the dope.

Filmed In Beautiful Sunshine Park in the Tampa Bay area under ideal color conditions, these races are all thrilling right down to the wire, but there is no way that the viewers can know in advance who the winners will be.

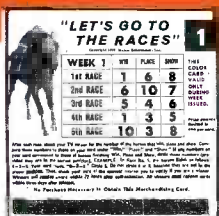
Every Viewer Has a Chance To Win Big Prizes merely by sitting comfortably at home and watching "Let's Go To The Races" with the merchandising cards he has picked up at your sponsor's places of business.

Here's How It Works...Nothing To Buy. All your viewers have to do is go to the sponsor's place of business and ask for a free merchandising card. They may be holding a winning ticket coming in under the "WIN", "PLACE", or "SHOW" classifications. Winning cards are redeemed at the sponsor's place of business for wonderful prizes. Customers pick up cards every time they shop in every given week—this automatically increases the store traffic. They come back to check the winners and claim their prizes. It is bound to be a BIG winner on your station.

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- KING KORN STAMPS, WOR-TV, New York City
- CONOCO STATIONS, WPTA-TV, Fort Wayne, Ind.
- KROGER FOOD STORES, WTTV, Indianapolis, Ind., and others. Get on this winner.

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TWX 910-221-1198. Or, if you are in Washington, D. C. for the NAB Convention, call us at the Executive House, Room 401-440.

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TELEVISION

HINDSIGHT ON 1964-1965 *If they knew in February what they eventually find out in November-December, network programming chiefs could wear the mantle of genius. But they don't know—and that keeps the business interesting. What actually happened during the current program season, and why it happened, is laid out in a look backward on the "Forecast" Jim Cornell of N. W. Ayer & Son made for TELEVISION MAGAZINE last fall* **31**

HOW THIS COMMERCIAL WAS MADE *No. 3 in a series about outstanding television commercials. In this issue: the story of an image change for Alka-Seltzer, an old headache and upset stomach remedy out to educate a new generation of users via a new ad approach, a new agency (Jack Tinker & Partners) and a new stomach-shaking commercial* **36**

WHAT MAKES A PROGRAM TREND *This season it's the fantasy and monster comedy and the nighttime serial—as always, the hit shows that spawn imitations. But "starting a trend is uncommonly difficult, sustaining it just short of impossible and forecasting it close to a miracle." Thus reports this issue's examination of the nebulous thing called a trend, poking back into the past and commenting on the present. The article takes its own advice and leaves the future wide open* **38**

CLOSEUP: FRANK SMITH *If you haven't heard the name that's all right with him. He's unpublicized and conservative and deals only in results. The result of one of his 1954 coups was Capital Cities Broadcasting, of which he is now chairman and chief executive. CapC is a Wall Street favorite and one of the most vital station groups in the business. How Smith made it so and how he operates it is examined on* **42**

THE TOP 100 TELEVISION MARKETS *The newest dimensions of the nation's leading TV markets, compiled by TELEVISION MAGAZINE on the basis of new projections effective March 1965. Including: county-by-county breakdowns of each market's audience, rates in three time classifications for each market and cumulative rates for the Top 100.* **58**

DEPARTMENTS

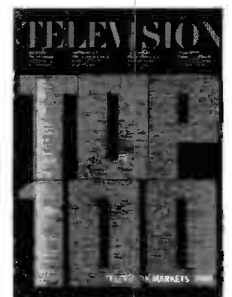
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TELEVISION MAGAZINE

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Cover • *The reader interested only in identifying the Top 100 television markets in the country need go no farther than this month's cover. We expect he'll want to know more, however, and have provided the complete rundown beginning on page 58. Between here and there you'll find an additional assortment of best reading for the month.*



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6 Technical Innovations make the big difference

...in RCA 4-V Color Film System

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Advanced, solid state circuitry provides dependable operation over extended periods of time . . . results in low power consumption and low heat dissipation. The only vacuum tubes in the camera are the vidicons themselves.

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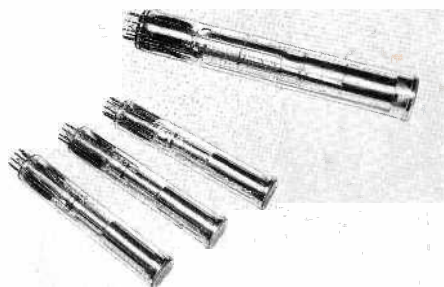
Standard plug-in modules are interchangeable with those used in RCA type TK-22 and TK-42 cameras to speed and simplify maintenance.

PLUG-IN VIDICON ASSEMBLIES

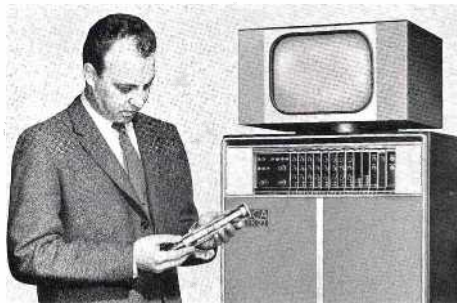
Even the vidicon assemblies are plug-in. Accurately indexed, they may be easily removed and replaced without optical realignment.

PRISM OPTICS

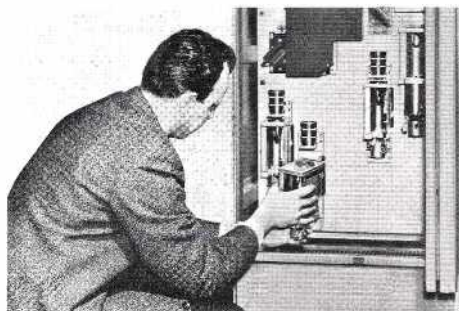
Dichroic surfaces are sealed within a solid prism optical block, eliminating multiple reflections in the system and preventing deterioration from dust or handling.



Vidicons especially designed for transistor circuits.



Standard transistor modules are interchangeable.



Precision optics with plug-in vidicon assemblies.

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The Most Trusted Name in Television

THE MONTH IN FOCUS

Program source puzzle;
New season penciled in;
A great man's funeral;
British TV kicks habit

It's one sort of miracle to command the waters to stand still. It's something else to ask them to turn back the other way. That's about what would be involved if the limitations on network program control, now being debated in private and in earnest by the Federal Communications Commission, were to move from argument to actuality. As summed up by Ashbrook Bryant, the special FCC attorney who's conducted an investigation into network practices for over three years, the limitations under consideration would lead directly to one result: a vast increase in the number of prime time TV programs selected by advertisers. In a sense, it would mean a return to the conditions that governed television programming in its earliest days.

For years, direct control of programs has been slipping from the hands of advertisers and into the hands of the networks. Whether this has been the result solely of rising costs forcing all but the giant advertiser out of the running, or whether it has been caused by the conscious efforts of the networks themselves, or both, is a matter for debate. Whatever its dynamics, the trend has been so irrepressible that this year only 9% of prime time television fare is sponsor-owned—the rest is produced by or licensed to the three networks. The number of advertiser-controlled shows has tumbled from 48 in 1957 to nine this year. In fact, the word sponsor, itself, is becoming anachronistic, and the motion picture stereotype of the breed, played over the years in broad middle-westernese by every character actor in the Hollywood hills or passing through, is as nearly extinct as the amorous ice-man.

Of course, money still talks, and whatever shows grace the air still have to please a large enough audience to justify the advertiser's outlay. But the sort of intimate, day-to-day concern for a

series exhibited by an advertiser who owns it outright is absent when he merely buys a participation.

However, it doesn't seem to be nostalgia for the golden days of sponsor supremacy that is prompting the FCC to look into the possibility of wresting a good portion of program control away from the networks. The trouble, according to advocates of the network decontrol proposals, is that there are only three shops on the street—ABC, CBS and NBC—and that gives the networks too much power over the program producers who must approach them hat in hand as sellers. Ultimately, say proponents of change, this means broadcast licensees are denied an opportunity to choose programming from a sufficiently wide range of sources.

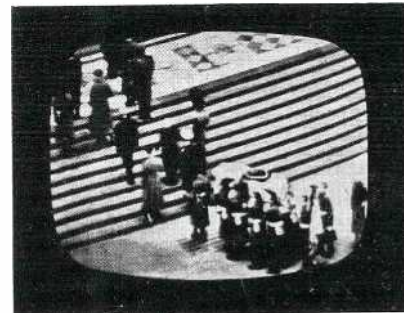
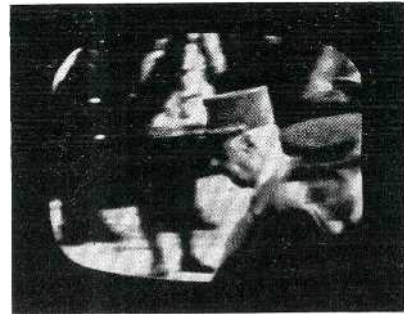
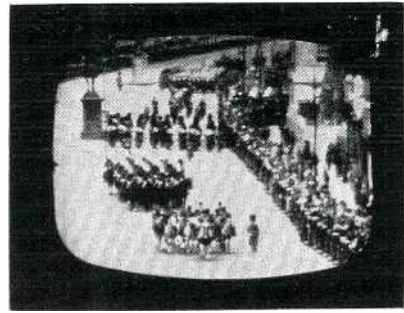
The recommendations, prepared by the FCC staff, are nothing if not sweeping. They would bar networks from owning or controlling more than 50% of the non-news programs they carry in prime time, eliminate them from domestic syndication business and prohibit them from acquiring distribution or profit-sharing rights in the syndication and foreign sales of independently produced programs.

The loss by the networks of most of their syndication business, which brings in about \$25 million a year, obviously would mean a substantial set-back. But the real dynamite is in the proposal that would require networks to get 50% of their prime time non-news programming elsewhere—and that elsewhere is the advertiser.

One question is whether the advertiser would be willing to increase his programming stake in the medium by that much. Not all programs are winners. The FCC, for example, reports that the networks took a \$141 million loss on programs in 1963. Would such a risky proposition attract advertisers who have other things to worry about besides show business?

And what increased burdens or prospects would be in store for the advertising agencies? Not all broadcast executives at the agencies share the fervor of a Lee Rich (whose move from Benton & Bowles to the Mirisch Co. was announced during the month) for a massive advertiser re-entry into the programming arena.

Economics would be very much in the picture. Only a few huge advertisers, often with a variety of packaged goods to promote, are able to and see the need for owning a program outright. It costs. If the advertisers must fill a programming hole of some 60 to 80 half-hours a week on the three networks, as the proposal indicates, then the occasional case today where an advertiser will buy a show and then sell portions of it to others probably would become general.



A burden of history was carried by television to the American people—the funeral of Sir Winston Churchill. Starting from the top: the procession moving toward St. Paul's, Gen. DeGaulle's arrival, the coffin approaching the cathedral entrance.

CBS NEWS PHOTOS

And what if the advertiser doesn't step forth eagerly to fill the role outlined for him? What if only 35% of network prime time programs can be mustered by sponsors? Then, it would appear, the networks would have to cut back to a like number of hours and go dark for the rest of the time. This, of course, seems unlikely.

Greeting the proposals with unalloyed enthusiasm were the independent program producers who feel the 50% rule would give them a break. The independents are also optimistic about the willingness of enough advertisers to invest in the half of the schedule not filled by network-produced or network-licensed shows. These program producers say an indication that the advertiser has sufficient programming know-how can be found in the rating success this season

THE MONTH *continued*

of two advertiser-supplied programs: *Bewitched* on ABC-TV, licensed by Quaker Oats, and *Gomer Pyle* on CBS-TV, a General Foods show. The seven other advertiser-supplied programs currently are *Lassie* (Campbell Soup Co.) and *Many Happy Returns* (General Foods), both on CBS-TV, and *Branded* (Procter & Gamble), *Bell Telephone Hour* (Bell System), *Hazel* (Ford Motor Co.), *Como-Kraft Suspense Theater* (Kraft Foods) and *Bob Hope Presents—Chrysler Theater*, all on NBC-TV.

Network sources contend that the FCC staff proposals are both unwise and unworkable. They say cost of program development has risen to the point where only the networks have been willing to put up the money needed to build a well-rounded and winning schedule. And, they ask, what of the programs that are now high-rated but could find no strong advertising backing until the Nielsens started soaring? These were presented by the networks with little or no sponsorship, with heavy initial losses.

And further, the network sources argue, if the networks risk their money on a program they ought to reap the benefits that part ownership gives if the show proves a hit.

All things considered, it's a many-horned dilemma. And it may be around for some time to come.

■ Of more immediate moment than the FCC staff proposals was the final wheeling and dealing that will result in the prime time program checkerboard for the 1965-66 season. Buyers flew west and sellers flew east to push or probe the latest product. Toward the end of the month tentative schedules were released and revised with impressive regularity. Many of the penciled-in programs seemed to have been decoys to confuse competitors rather than genuine new-season aspirants. There were plenty of cliff-hangers. Would Lucille Ball re-up with CBS? The answer proved to be yes for an estimated \$3 million and a series-pilot film development fund. Would General Foods' *Sally & Sam* find a home with CBS on Monday nights? The answer at this writing seems to be no. Which woman detective will make it, *Honey West* or *Selena Mead*? Miss Mead, played by Polly Bergen, looks like a shoo-in, while West went thataway.

As a whole, there were no surprises—and a surprising number of echoes. The restless pattern of *The Fugitive* could be discerned again and again. Take CBS-TV's *Coronet Blue*, a young man searching for his identity, or ABC's *Shenandoah Man*, who is hunting in an earlier era for the same thing, or Ben Gazzara, who has 18 months to live in NBC-TV's

forthcoming *Run for Your Life*, or NBC's proposed carryover from this season, *Branded*, which tells of a footloose man falsely accused of cowardice.

Also in the wash are soaps or semi-soaps in the wake of *Peyton Place*. Amoeba-like, *Dr. Kildare* is expected to split in two for half-hours on Mondays and Tuesdays. *Peyton Place* itself has a spin-off, *The Girl from Peyton Place*, which, together with its twice-a-week forebear, will mean three visits a week to the folks from that frustrated New England milltown. A new teenager will be with us, *Gidget*, while this season's teenage entry, *Karen*, although strong enough to survive the *Bristol Court* debacle, has not, apparently, made it into next fall. *Patty Duke*, however, will continue for her third year and doubtless will continue to be mistaken for her cousin.

Speaking of familial relationships: NBC will have *Kissin' Cousins* next season while CBS is coming up with *Country Cousins*. There also is the *King Family*, sketched in for Saturday nights on ABC, and the *Smothers Brothers*, a likely CBS entry for Friday nights, plus *My Mother the Car*, an NBC Friday night prospect, as well as the return of *My Three Sons*, which has switched its family ties from ABC to CBS. Also in the family category, if it follows the book, will be *Please Don't Eat the Daisies*, tentatively slotted by NBC for Saturday at 8.

If this season brought us *Bewitched* with its supernatural heroine, the next will bring us *I Dream of Jeannie* on NBC, about a beautiful wish-granting genie uncorked by an astronaut. Also in orbit is *Lost in Space*, which CBS has on the pad for Tuesdays at 7:30. And this season's unsuccessful *Tycoon* was apparently not the last of the irascible rich. *Crackabee* with Burl Ives, an ABC Thursday night probability, also seems to be long on money if not short on temper.

It looks like NBC will have a corner on espionage with *I Spy* joining this season's debuting *Man from U.N.C.L.E.* That network also will be a heavy military spender, with its new entries including a *Convoy* appropriately preceding *Mr. Roberts* on Fridays, while the *Wackiest Ship* hoists sail after *Bonanza* on Sundays.

■ The late Sir Winston Churchill had a sense of history and the grateful British people gave him a funeral that had the weight of the ages behind it. This dignified feeling for the ultimate fitness of things was captured splendidly for the American audience by all three networks in both live and tape transmissions. Cost to the networks in pre-emptions and production was estimated at \$850,000. Production costs included jet shipments of video tapes and films from London to

augment the brief Telstar transmissions carried by each network.

■ Cigarettes cost more in Britain than they do in the United States and the average wage is considerably lower over there than here. Yet cigarettes are almost as ubiquitous among lorry drivers, shop assistants, curates, MPs and even charwomen as those milky, sugary cups of tea that cut the penetrating damp of that seagirt island. All this means the British government has its work cut out for it if it hopes to get the Queen's subjects to kick the habit. As a step in that direction, the Labor government announced it will ban all cigarette advertising on TV, representing an estimated \$16.8 million loss to the commercial medium. Bans on print and outdoor cigarette advertising, which would take parliamentary approval, are expected to follow. The TV ban will go into effect on an as-yet-unspecified date. Consensus of American advertising executives: it's not likely to happen here.

■ February seems to be the month for top level television executives to change jobs, as a glance at FOCUS ON PEOPLE will indicate. Among the more interesting changes were the departure of Lee Rich after many years at Benton & Bowles, where he was perhaps the major agency proponent of greater advertiser control of programming, and the from-within-the-staff appointment of Vincent Wasilewski as president of the National Association of Broadcasters, with the concomitant broadening of the board chairman's role. The current board chairman, Willard Schroeder, has arrived in Washington to take up the full-time duties of the office. He made it clear that Wasilewski is president in fact and title, while Schroeder sees his job as providing guidance which will reflect the view of a practical broadcaster.

■ Also in the month that was:

ABC agreed to grant the American Academy of Dramatic Arts, New York, \$50,000 a year to help finance classes in acting and directing. The network also will donate \$12,000 a year to underwrite scholarships for 16 Academy students.

The Association of Maximum Service Telecasters committed itself to a campaign to confine CATV to serving areas unreachable by broadcast signals.

International Telemeter Corp., pay TV subsidiary of Paramount, has joined Subscription TV Inc. in a court effort to have the California anti-pay-TV amendment declared unconstitutional.

In a brief filed in district court in New York, Teleprompter Corp. denied charges by CBS that its CATV systems have violated copyright law and accused the network of antitrust violations through its contracts with program producers and sponsors. END

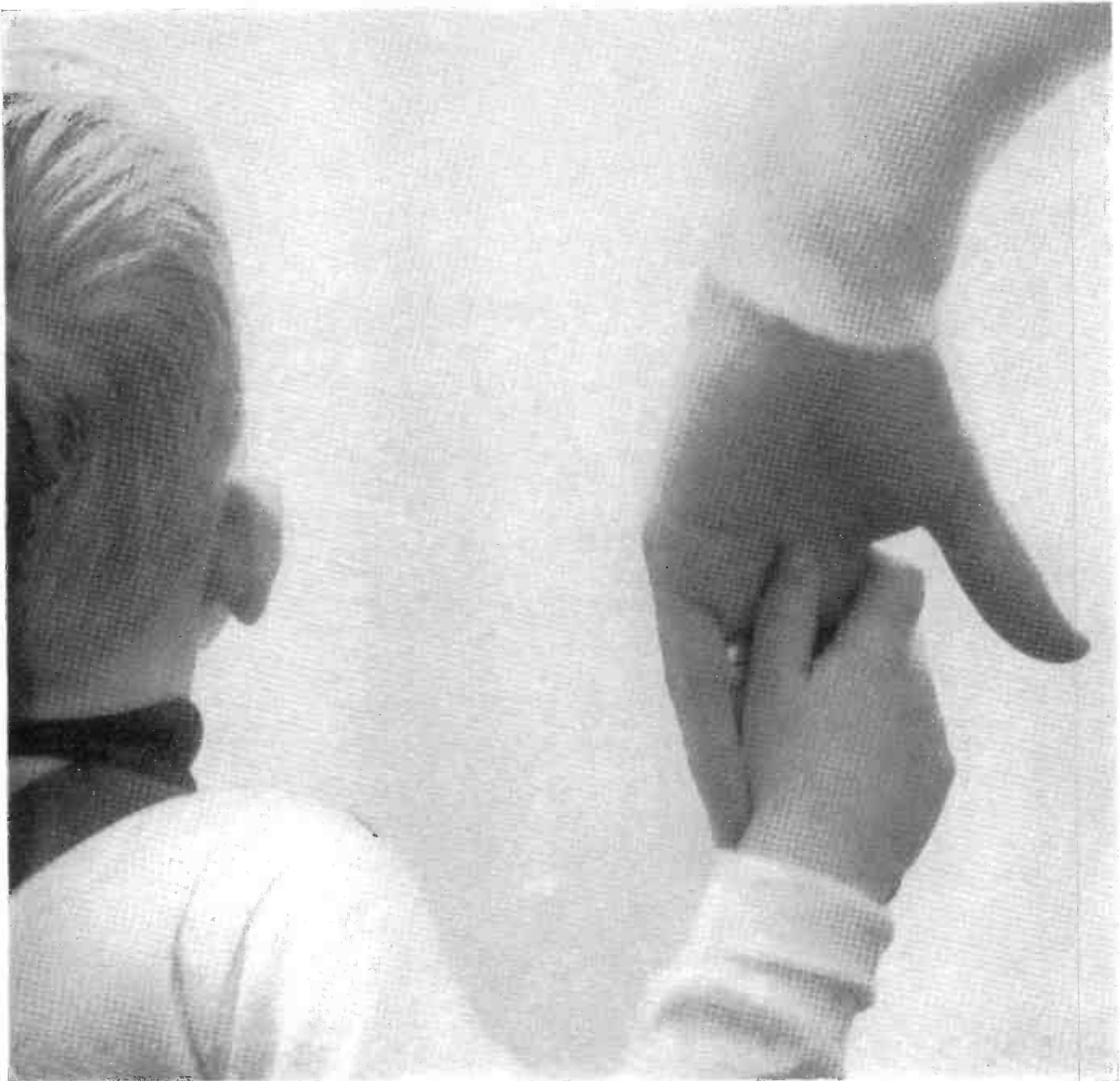
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- "A most valuable publication." *Mgr., Radio & TV, metals company*
"Very complete and useful reference book." *Adv. Mgr., tobacco company*
"An excellent planning tool." *A & SP Mgr., automotive company*
"Best data & reference ever published on spot planning." *Mgr. Adv. & Pub. Rel., chemical company*
"Find it quite useful." *Adv. Mgr., cosmetics company*
"Promises to be of real service to me." *Prod. Adv. Mgr., food company*
"I have found your 'Spot Television Planning Guide' helpful." *Adv. Mgr., meat packing company*
"Very orderly presentation of a multitude of facts." *Adv. Dir., brewing company*
"Very complete and has already been quite helpful." *Mgr. Broadcast Creative Services, soft drink company*
"It will serve a useful function in the industry." *Mgr. Media Analysis, food company*
"Very ingenious and helpful." *Dir. Marketing, food company*
"Very helpful to us in our planning." *Dir. Nat. Adv., soft drink company*
"Congratulations on performing a service that will save a lot of time." *Mgr. Adv. Services, food company*
"We would appreciate having two more copies." *Adv. Mgr., cosmetics company*
"You... are to be congratulated for so valuable a reference piece." *Asst. Adv. Mgr., razor company*
"An excellent job... I know it will be useful." *Adv. Mgr., tobacco company*
"I will need four more, please." *VP Adv., frozen juices company*
"It will help us a great deal in planning our spot television campaigns." *VP, Dir. Marketing, food company*
"I would like very much to have three more copies." *VP Marketing, toiletries company*
"An excellent piece." *Dir. Adv., rubber company*
"I would like to receive three additional copies." *VP, Dir. Marketing, food company*
"Most helpful to us in planning for television." *Mgr. Media Section, rubber company*
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You're welcome

to send for the 1965 revised edition of our "Spot Television Planning Guide," which, as you can see from the above, makes short work of estimating costs and coverage for a multimarket campaign. For a copy, contact your CTS National Sales representative.

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You meet people face to face and heart to heart here—the growing-up and grown-up people of 565,000 TV homes. These are flourishing and happy homes, in the thriving 33 counties of the WHIO-TV market. Our loyalty is expressed in our programming and in public service. We learn about the loyalty of our audience through the mail counts and ratings.

■ These people comprise one of the most rewarding areas you can reach—both in quality and size. Let National Representative George P. Hollingbery tell you all about them.

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO

WHIO-TV



COX BROADCASTING CORPORATION stations:

WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh.

FOCUS ON FINANCE

Sales records set,
profits at peak,
but prices lag

RECORD corporate revenues and profits were bursting out all over among television-associated stocks last month. At least 13 of the issues reported that they had reached new peak quarterly or annual levels of financial productivity. They were Taft Broadcasting Co., Screen Gems Inc., Walt Disney Productions, CBS Inc., Wometco Enterprises Inc., Storer Broadcasting Co., Metromedia Inc., Capital Cities Broadcasting, The Outlet Co., Time Inc., Gross Telecasting Inc., Ampex Corp. and MPO Videotronics Inc. Things went thusly:

Taft Broadcasting Co.: Thanks to the addition of seven new broadcasting properties purchased in 1964 from Transcontinent Television Corp., revenue and profits for the third fiscal quarter and for the fiscal nine months, both ending Dec. 31, 1964, were both more than double those of the previous year. The company applied to the Securities & Exchange Commission for registration of a secondary offering of 176,000 outstanding common shares to be offered for public sale by such of its present stockholders as Hubert Taft Jr., chairman (47,500 shares offered of 105,456 shares held), and Lloyd B. Taft (25,000 shares offered of 81,955 shares held).

On the TELEVISION index Taft dropped 3% last month.

Screen Gems Inc.: Net profits after taxes for the first half of fiscal 1965, ended Dec. 26, 1964, registered \$1.9 million, equal to 61 cents per common share. Up almost \$200,000, or 6 cents more per common share over last year's figures, it turned out to be the biggest six months in the company's 15-year history.

Screen Gems also announced that it had agreed to buy WVUE-TV New Orleans for about \$8 million. Rust Craft Broadcasting owns 40% of the station and reportedly had tried in vain to purchase the remaining 60%. Screen Gems, 89% controlled by Columbia Pictures, already owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan, P.R. The latter station, in turn, owns 33 1/3% of WOLE-TV Aguadilla, P.R. The purchase of WVUE-TV is subject to FCC approval.

On the TELEVISION index Screen Gems rose 1% last month.

Walt Disney Productions: Net income after taxes in the 13 weeks ended Jan. 2 set a record mark, totaling \$1.7 million, or 94 cents a share, up from \$1.5 million, or 85 cents a share, on about 3% fewer

THE TELEVISION MAGAZINE INDEX

to 67 television-associated stocks

| | Closing Feb. 15 | Change From Jan. 15 Points | % | Approx. Shares Outstanding | Market Capitalization |
|-----------------------------------|-----------------------|----------------------------------|------|-------------------------------|--------------------------|
| TELEVISION | | | | | |
| American Broadcasting-Paramount | 57 1/4 | + 4 3/4 | + 8 | 4,586,000 | \$ 262,549,000 |
| CBS Inc. | 44 3/4 | + 1 3/4 | + 4 | 19,860,000 | 888,735,000 |
| Capital Cities Broadcasting Corp. | 34 3/4 | + 2 1/4 | + 7 | 1,425,000 | 49,341,000 |
| Cox Broadcasting Corp. | 26 3/4 | — | — | 2,650,000 | 69,894,000 |
| Gross Telecasting Inc. | 28 | + 1 1/4 | + 6 | 400,000 | 11,200,000 |
| H&B American Corp. | 4 1/4 | + 3/4 | + 18 | 2,577,000 | 10,630,000 |
| Metromedia Inc. | 40 | + 1 1/2 | + 3 | 1,855,000 | 74,200,000 |
| Reeves Broadcasting Corp. | 37 3/4 | — | — | 1,400,000 | 5,460,000 |
| Scripps-Howard Broadcasting Co. | 21 3/4 | + 3/4 | + 4 | 2,589,000 | 56,311,000 |
| Storer Broadcasting Co. | 48 3/4 | + 3/4 | + 1 | 2,013,000 | 98,134,000 |
| Subscription TV Inc. | 2 1/4 | — | — | 3,029,000 | 6,815,000 |
| Taft Broadcasting Co. | 41 3/4 | — | — | 1,636,000 | 68,303,000 |
| Wometco Enterprises Inc. | 30 1/2 | — | — | 2,221,000 | 67,741,000 |
| TOTAL | | | | 46,250,000 | \$ 1,669,313,000 |

TELEVISION WITH OTHER MAJOR INTERESTS

| | | | | | |
|---------------------------------|--------|----------|------|-------------------|-------------------------|
| Avco Corp. | 23 3/4 | + 1 1/4 | + 6 | 11,257,000 | \$ 267,354,000 |
| Boston Herald-Traveler Corp. | 42 | + 4 | + 10 | 528,000 | 22,176,000 |
| Chris-Craft Industries Inc. | 15 3/4 | + 1 1/2 | + 3 | 1,518,000 | 23,339,000 |
| Cowles Magazines & Broadcasting | 13 3/4 | + 1 1/2 | + 12 | 2,951,000 | 40,945,000 |
| General Tire & Rubber | 20 3/4 | + 3/4 | + 3 | 16,719,000 | 340,650,000 |
| Macfadden-Bartell Corp. | 6 3/4 | + 1 1/2 | + 2 | 1,762,000 | 11,013,000 |
| Meredith Publishing Co. | 40 1/4 | + 2 1/4 | + 6 | 1,431,000 | 53,573,000 |
| The Outlet Co. | 27 | + 1 3/4 | + 5 | 499,000 | 13,473,000 |
| Rollins Broadcasting Inc. | 98 3/4 | + 12 3/4 | + 15 | 958,000 | 94,243,000 |
| Rust Craft Greeting Cards Inc. | 13 3/4 | + 1 1/4 | + 1 | 727,000 | 9,274,000 |
| Time Inc. | 69 1/4 | + 4 | + 6 | 6,560,000 | 454,280,000 |
| TOTAL | | | | 44,810,000 | \$ 1,330,770,000 |

PROGRAMING

| | | | | | |
|-------------------------------|--------|---------|------|-------------------|-----------------------|
| Allied Artists Pictures Corp. | 2 3/4 | + 1 1/2 | + 22 | 932,000 | \$ 2,563,000 |
| Columbia Pictures Corp. | 22 3/4 | + 1 3/4 | + 7 | 1,802,000 | 40,770,000 |
| Desilu Productions Inc. | 9 3/4 | + 3/4 | + 4 | 1,196,000 | 11,661,000 |
| Disney (Walt) Prod. | 52 | + 4 1/4 | + 9 | 1,835,000 | 95,420,000 |
| Filmways Inc. | 12 3/4 | + 1 1/2 | + 4 | 619,000 | 7,852,000 |
| Four Star Television | 5 3/4 | + 1 1/4 | + 2 | 666,000 | 3,913,000 |
| MCA Inc. | 45 3/4 | + 7 1/4 | + 2 | 4,566,000 | 208,324,000 |
| MGM Inc. | 39 | + 1 1/2 | + 1 | 2,609,000 | 101,751,000 |
| Medallion Pictures Corp. | 8 1/2 | + 2 3/4 | + 24 | 632,000 | 5,372,000 |
| National Telefilm Associates | 15 1/8 | + 5 1/8 | + 50 | 1,670,000 | 313,000 |
| Official Films Inc. | 15 1/8 | + 5 1/8 | + 50 | 2,629,000 | 2,465,000 |
| Paramount Pictures Corp. | 50 3/4 | + 1 3/4 | + 3 | 1,608,000 | 81,605,000 |
| Republic Corp. | 7 3/4 | + 1 1/4 | + 2 | 2,454,000 | 19,325,000 |
| Screen Gems Inc. | 20 1/2 | + 1 1/4 | + 1 | 3,173,000 | 65,047,000 |
| Seven Arts Productions Ltd. | 14 1/2 | + 1 1/4 | + 8 | 2,271,000 | 32,930,000 |
| Trans-Lux Corp. | 10 3/4 | + 1 1/4 | + 10 | 718,000 | 7,719,000 |
| 20th Century-Fox Film Corp. | 27 1/4 | + 7 1/4 | + 3 | 2,755,000 | 75,074,000 |
| United Artists Corp. | 39 1/4 | + 5 1/4 | + 2 | 1,962,000 | 77,009,000 |
| Walter Reade-Sterling Inc. | 13 1/4 | + 1 1/4 | + 1 | 1,545,000 | 2,704,000 |
| Warner Bros. Pictures Inc. | 18 1/4 | + 1 1/4 | + 6 | 4,850,000 | 91,544,000 |
| Wrather Corp. | 4 3/4 | + 1 1/2 | + 48 | 1,753,000 | 8,108,000 |
| TOTAL | | | | 42,245,000 | \$ 941,510,000 |

MANUFACTURING

| | | | | | |
|----------------------------------|---------|---------|------|--------------------|-------------------------|
| Admiral Corp. | 23 | + 5 1/4 | + 30 | 2,454,000 | \$ 56,442,000 |
| Ampex Corp. | 18 1/2 | + 1 3/4 | + 8 | 9,201,000 | 170,219,000 |
| Emerson Radio & Phonograph Corp. | 11 | + 3/4 | + 1 | 2,254,000 | 24,794,000 |
| General Electric Co. | 96 1/4 | + 1 1/2 | + 2 | 90,564,000 | 8,765,465,000 |
| Jerrold Corp. | 6 3/4 | + 1 3/4 | + 38 | 2,046,000 | 13,043,000 |
| Magnavox Co. | 36 | + 1 1/4 | + 3 | 7,379,000 | 265,640,000 |
| Minnesota Mining & Manufacturing | 60 3/4 | + 1 3/4 | + 3 | 53,321,000 | 3,245,916,000 |
| Motorola Inc. | 105 1/2 | + 2 1/4 | + 2 | 4,033,000 | 425,482,000 |
| RCA | 31 1/4 | + 1 3/4 | + 5 | 57,756,000 | 1,797,656,000 |
| Reeves Industries Inc. | 2 3/4 | — | — | 3,237,000 | 8,902,000 |
| TelePrompTer Corp. | 10 | + 2 1/4 | + 33 | 762,000 | 7,620,000 |
| Westinghouse Electric Corp. | 45 3/4 | + 2 1/4 | + 5 | 36,494,000 | 1,669,601,000 |
| Zenith Radio Corp. | 68 1/4 | + 2 3/4 | + 4 | 9,289,000 | 834,687,000 |
| TOTAL | | | | 278,800,000 | \$17,025,441,000 |

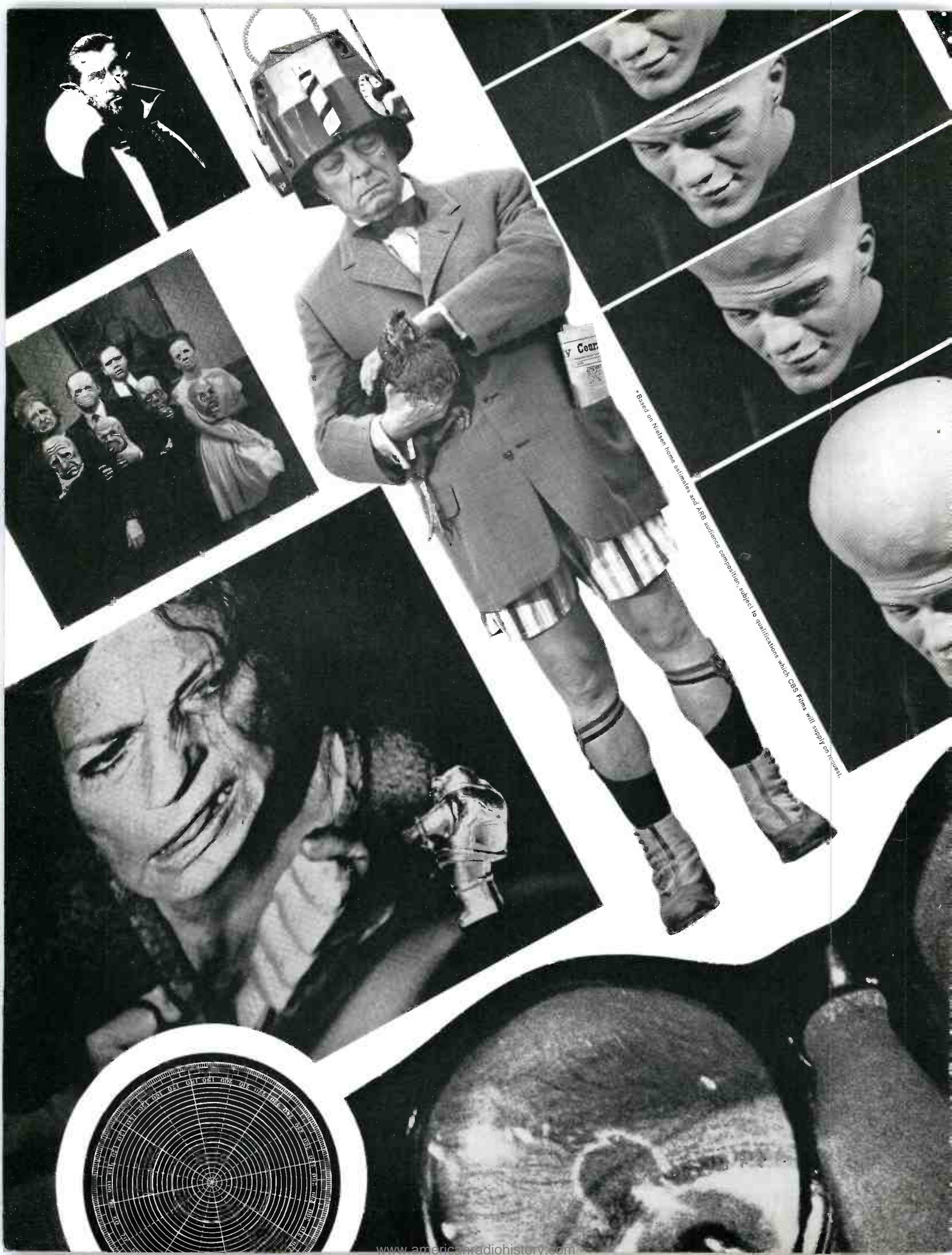
SERVICE

| | | | | | |
|---------------------------|--------|---------|------|-------------------|-----------------------|
| C-E-I-R Inc. | 9 | + 1 | + 13 | 1,555,000 | \$ 13,995,000 |
| Comsat | 61 1/2 | + 4 1/4 | + 7 | 10,000,000 | 615,000,000 |
| Doyle Dane Bernbach | 35 | + 3 3/4 | + 12 | 997,000 | 34,895,000 |
| Foot, Cone & Belding | 18 | + 3/4 | + 2 | 2,126,000 | 38,268,000 |
| General Artists Corp. | 5 3/4 | — | — | 600,000 | 3,450,000 |
| MPO Videotronics Inc. | 7 1/4 | + 3/4 | + 5 | 469,000 | 3,400,000 |
| Movielab Inc. | 15 3/4 | + 3 3/4 | + 5 | 368,000 | 5,566,000 |
| Nielsen (A. C.) Co. | 68 | + 5 | + 8 | 1,710,000 | 116,280,000 |
| Papert, Koenig, Lois Inc. | 9 1/4 | + 3/4 | + 4 | 768,000 | 7,104,000 |
| TOTAL | | | | 18,593,000 | \$ 837,958,000 |

GRAND TOTAL FOR LIST

430,698,000 \$21,804,992,000

Market data prepared by Roth, Gerard & Co.



*Based on Nielsen home estimates and AFB audience composition, subject to qualifications which CBS Films will supply on request.



The Twilight Zone is one of the greatest hits in all television, created by the medium's leading playwright, Rod Serling ("Requiem for a Heavyweight," "Patterns").

The Twilight Zone was enjoyed by an average 18,000,000 viewers weekly during its five seasons on the CBS Television Network.*

The Twilight Zone presents stellar performers—Carol Burnett, Cliff Robertson, Agnes Moorehead, Rod Taylor, Buster Keaton, and others—in suspense-filled programs that spell "quality" drama... guarantee big audiences.

The Twilight Zone winner of three "Emmy" awards, has been called "marvelously ingenious" (*New York Herald Tribune*) and "a fresh idea presented with respect for the medium and the audience" (*Time*).

The Twilight Zone is now available for first-run regional and local sales from CBS Films. For details, call us.

**Rod Serling's
The Twilight Zone
CBS Films**

FINANCE *continued*

shares in the 14 weeks ended Jan. 4, 1964. Film rentals, it was reported, were down about \$1.4 million, but television revenue—which accounted for \$8.4 million in fiscal '64—was roughly unchanged, while Disneyland Park revenue and those from publications, records, merchandising and other activities rose substantially. The company estimated that fiscal '65 earnings would rise to at least \$7.5 million, or more than \$4.07 a share on gross revenue exceeding \$91 million.

On the TELEVISION index Disney Productions rose a solid 9%.

CBS Inc.: Earnings and sales in 1964 reached new highs. Net income for the year (53 weeks) was \$49.7 million on sales of \$638.1 million. Comparable results for 1963 (52 weeks) were \$41.8 million and \$564.8 million, respectively. The difference of the extra week in the statement was due to the peculiarities of the CBS fiscal year, which runs to the closest Saturday to Jan. 1 of each year. In a separate action, the CBS board of directors voted to continue the quarterly dividend rate at 30 cents per share.

On the TELEVISION Index CBS Inc. rose a modest 4%.

Wometco Enterprises Inc.: Earnings per share climbed to a record \$1.37 for the year ended Jan. 2, 1965, up 37% from the previous year's \$1 a share earnings. The record earnings marked the sixth successive yearly increase since Wometco first became a publicly owned corporation in 1959. Net income after taxes for fiscal 1964 rose 39.8% to \$3.1 million. Gross income jumped 41.1% to \$32 million. All figures were adjusted to reflect the 25% stock dividend paid in December 1964.

Wometco also announced acquisition of two automatic vending operations in Florida and South Carolina. Besides its group radio-TV operations, Wometco owns a motion picture theater chain, bottling plants and the Miami Seaquarium.

On the TELEVISION index Wometco Enterprises dropped 4% last month.

RECORD FOR STORER

Storer Broadcasting Co.: Last year's earnings and gross revenues were the highest in the company's 37-year history. Net profit for 1964 was \$7.3 million, an increase of 21% over 1963. Net profit per share was \$3.60, and gross revenues \$43.8 million, representing increases of 29% and 9%, respectively over comparable 1963 results.

On the TELEVISION index Storer Broadcasting rose 1% last month.

Metromedia Inc.: For the fourth consecutive year earnings and sales established records. Net income for the 53-week period ended Jan. 2, 1965, amounted to \$4.9 million, equal to \$2.55 per

common share, an increase of 24% over the 52-week period ended Dec. 28, 1963. Gross revenue for the 53 weeks climbed to \$91.9 million, an increase of 30.4% over fiscal '63.

On the TELEVISION index Metromedia Inc. rose 3% last month.

Capital Cities Broadcasting Corp.: Record earnings were achieved for the ninth consecutive year (see story, page 42). Net income after taxes was up 36% to \$2.7 million.

On the TELEVISION index Capital Cities rose a husky 7%.

The Outlet Co.: The year ended Jan. 31 brought record sales and earnings. The company estimated the profit at more than \$1 million, or \$2 per share, up from \$842,445, or \$1.69 per share, in fiscal 1964. The previous profit high was \$979,532 in fiscal 1954. Sales were estimated at more than \$28 million, up from fiscal '64's high of \$24.4 million.

Earlier, The Outlet Co. declared a 45 cent dividend on common stock.

On the TELEVISION index The Outlet Co. dropped 5% last month.

Time Inc.: Record earnings of \$28.5 million for 1964 were reported. This represented a gain of 87% over the \$14.2 million earned in 1963. Gross revenues rose 16% to \$412.5 million from \$357 million for the previous year. Directors of the company also voted the regular quarterly dividend of 35 cents a share, payable March 12 to stock of record March 1.

On the TELEVISION index Time Inc. rose 6% last month.

Gross Telecasting Inc.: New all-time highs in both sales volume and net income were recorded for 1964. Revenues of \$3.1 million were the highest achieved by the company since its founding 10 years ago. The previous high of \$2.9 million was established in 1958. Higher local and national TV sales were credited with the majority of the increase. Net income after taxes was \$788,127, up 15.3% over the previous year. This amounted to \$1.97 per share, an increase of 26 cents per share over 1963's earnings.

For the 10th consecutive year, the company continued its payments of cash dividends on both classes of stock, common and common B. Gross Telecasting officials estimated that stockholders who purchased the company's stock when it was first offered publicly in 1955, will have received their entire original investment in dividends alone with the payment of the 41st consecutive dividend due to be paid this coming May.

On the TELEVISION index Gross Telecasting rose 6% last month.

Ampex Corp.: Record sales and net earnings after taxes for any third quarter and nine months were achieved in the periods ended Jan. 30. Sales for the third quarter of fiscal 1965 totaled \$38.4 million, up 8% from the comparable period

last year. Net earnings were \$2 million, or 22 cents per share, up 10% from the third quarter of fiscal 1964. Nine month total sales were up 6% and net earnings up 7% from comparable totals for last year.

Previously, Ampex demonstrated a TV tape recorder for the home, priced from \$8,000 less than any it had shown before. The company said the machine, going for \$3,950, would be available for delivery within two months. The new VR 303, as it's designated, is somewhat similar in design to recorders other firms are trying to develop for home use.

On the TELEVISION index Ampex Corp. rose 8% last month.

MPO Videotronics Inc.: New peak revenues of 12.3 million were registered for fiscal 1964. The total is 21.7% higher than aggregate sales for 1963. Net earnings, after taxes, helped greatly by the sale of a company property, were \$252,297, a 22% increase over that achieved last year.

On the TELEVISION index MPO Videotronics dropped 5% last month.

Overall, television-associated stocks lagged somewhat last month. Of the 67 issues evaluated (a new company, H&B American Corp.—see story that follows—was added to the list) 43 advanced, compared to 51 the period previous, while 20 fell off and four remained unchanged. In the last survey only 12 issues showed declines, while 3 held steady.

WRATHER BIG GAINER

In realistic terms the biggest gain for the month was made by the Wrather Corp. which advanced 1½ points, or 48% (both Official Films and National Telefilm Assoc. had 50% increases, but because they are selling at under \$1 per share, the changes cannot be considered significant). During the month it was revealed that Jack Wrather, president of Wrather Corp., had purchased privately 91,026 shares of Teleprompter previously held by Western Union Telegraph Co. The purchase, at \$10.125 a share, gives Wrather a 12½% interest in the company, and makes him its biggest single shareholder.

Teleprompter, also on the TELEVISION index, gained 2½ points, or 33%, last month.

Other issues that showed price increases of 10% or more included: Jerrold Corp., 38%; Admiral Corp., 30%; Allied Artists Pictures Corp., 22%; H&B American Corp., 18%; Rollins Broadcasting, 15%; C-E-I-R Inc., 13%; Doyle Dane Bernbach and Cowles Magazines & Broadcasting, both 12%, and Boston Herald-Traveler Corp., 10%.

Issues that showed price declines of 10% or more included: Subscription TV Inc., 25%; Medallion Pictures Corp., 24%; Reeves Broadcasting, 11%, and Trans-Lux Corp., 10%. END

the Meredith bunch.



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

FOCUS ON H&B AMERICAN CORP.

A TELEVISION ANALYSIS

LITTLE more than four years ago, H&B American Corp., then a highly diversified holding company, was an absolute unknown to the television industry. Today, with all its chips in the burgeoning community antenna TV business, it's a growing factor, a frequent newsmaker, a company not yet stage center but definitely out of the wings and into the act. It has even acquired a sure-fire emblem of big-league status: involvement in a negotiation that has not met with Federal Communications Commission approval.

H&B's sharp surge to the broadcasting fore is not a complete surprise. Some four years ago, the community antenna television industry itself was just a tiny tributary to the big splash that is television. There were only about 900 CATV systems, serving barely 800,000 subscribers. Since then CATV has come on like rushing waters, cascading into a \$700 million industry with more than 1,400 separate systems reaching 1.6 million homes in 49 states. H&B American is riding the crest of that sweeping industry movement for all its worth and for as far as it will carry.

CATV is now the only business of H&B American Corp., the newest addition to TELEVISION MAGAZINE's index of TV-associated stocks. As of last month the company operated 29 systems serving 86,000 subscribers in 44 communities in 12 states and Canada. This represents a gain of six systems and an increase of about 14,000 (almost 20%) in subscribers, both from totals achieved a year ago. It's also estimated that there now are more than 103,000 individual TV sets actually connected to H&B owned and operated CATV systems.

These systems are controlled by H&B Communications Corp., a wholly owned subsidiary of H&B American Corp. In addition, H&B Microwave Corp., another wholly owned subsidiary, furnishes service to the company's CATV systems in five locations, to non-affiliated CATV organizations in four different states and to wowl-tv, a UHF station in Florence, Ala. (Although CATV is not a regulated industry—so far—the microwave phase of H&B's operations comes under FCC jurisdiction.)

The scope of its holdings and the rate of their business gives H&B American legitimate claim to being the nation's largest CATV company. In terms of systems controlled and total numbers of subscribers served this seems unquestioned. (Among those next in line: Television Communications Corp., Teleprompter Corp., National Trans-Video Inc., Vumore Inc. and National General Corp.) Unlike most of its competitors,

H&B has no radio or TV station interests, does not make or sell electronic equipment and is not a subsidiary of a bigger, diversified company. Instead, H&B is a company that recognized the growth and profit potential of what was still an infant industry and decided to concentrate fully on it, not just as another easy source of income or as a hedge against the possibility of pay TV or because everyone else was doing it, but as the be all and end all of its business.

Its revenues in CATV, the company claims, are greater than those produced by any other CATV operation. (But since the financial records of many major CATV operators are submerged in



DAVID E. BRIGHT

Playing all the chips on CATV

the larger doings of their parent companies, this is not a claim that can easily be substantiated.) Whether first or not H&B is decidedly among CATV's heftiest revenue producers. The company grossed \$4.8 million in the fiscal year ended July 1, 1964, up 8% from the previous year. Since H&B first became involved in CATV its total revenues have jumped some 155%. First half revenues for the current fiscal year rose to about \$2.7 million from some \$2.3 million a year ago.

The company's net earnings record, however, is considerably more modest. In fiscal 1961 it had a deficit of about \$250,000 on total revenues of almost \$2 million. A year later H&B American moved into the black, but just barely, with net earnings under \$100,000. Since then earnings have picked up some, coming in about \$70,000 over that mark in fiscal '63 and showing a solid net

earnings increase of 90% in the last full fiscal year.

But profits in the first half ending Jan. 31, 1965, were expected to be off slightly from the year earlier level. According to most recent company estimates, earnings will be about \$140,000, down some 14% from \$162,590 (6 cents a share) registered in the first half of fiscal '64. The expected decline in earnings is probably attendant to a sharp rise in depreciation and amortization charges. Depreciation is now running at about \$1.5 million annually, more than 50% higher than fiscal 1964's rate. The increase in depreciation reflects the six new CATV systems added to H&B's operations in the last year. And the company has made still more heavy capital expenditures recently. For fiscal 1965, for example, H&B has allocated \$2.5 million to completely renovate five established but somewhat obsolete CATV properties, partially modernizing another and for installation of an entirely new system. The systems to be modernized, now capable of providing only three or so channels of service to subscribers, will be dosed with the necessary technology to increase their capacity up to 12 channels.

This kind of investment can be depreciated over a five-year period. It's one of CATV's big inducements (because it generates generous cash flow and offers fat tax benefits) for profit-heavy broadcasters. H&B American management believes that cash flow—which it defines as net income plus depreciation and amortization—and not net income is the true way to measure operating results in the CATV business. The thrust of this contention: "Large depreciation and amortization charges reduce substantially the taxable and reportable earnings of the company without causing a corresponding reduction in the cash generated by the company's business." Thus, H&B officials point out, at the end of fiscal '64 the company had "successfully serviced a substantial amount of debt [incurred principally before its entry into CATV] and at the same time increased its aggregate CATV investment to more than \$14,650,000 despite reporting only a four-year cumulative net income of only \$557,000 on cumulative operating income of \$6,436,000. (H&B's aggregate CATV investment has now risen to \$15.4 million, or about \$180 per subscriber.)

But, although the ability to generate lots of cash flow and only nominal net earnings is the fundamental technique of the business and despite the fact that most sophisticated analysts accept the argument that cash earnings generated from depreciation represent true earn-

1



1ST VOICE: What goes great with a spot of TAE?

2



Coffee, for one thing

2ND VOICE: (INCREDULOUS) Coffee?

3



1ST VOICE: Sure. Coffee and candy...shampoo and shaving cream... cookies and ketchup...

4



(SPEEDS UP) detergent and dog food...toys and tobacco and beer and bananas (DEEP BREATH) ...they all go better with TAE...

5



why in hell can't our artist spell!!

...because TAE reaches the young families who spend...and reaches them with local color film, too!

6

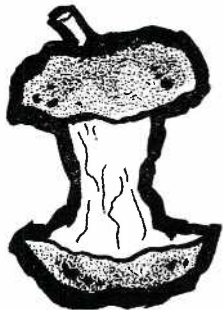


In Pittsburgh, take TAE and see.

(MAJESTIC CHORD)

See Katz first.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



...and, IN PENNSYLVANIA, IT'S
WJAC-TV

This Hard-Core Study Shows
You Why . . . To Reach Amer-
ica's 43rd Ranked TV Market
You Must Advertise IN Johns-
town-Altoona.

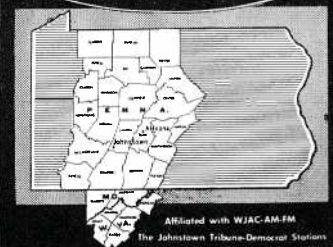
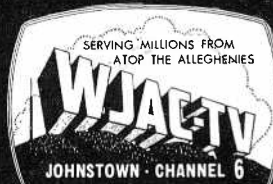
JOHNSTOWN/ALTOONA STATIONS VERSUS
PITTSBURGH IN THE JOHNSTOWN "HARD CORE"
SHARE OF HOMES

| TIME | *2 JOHNSTOWN/ ALTOONA STATIONS | 3 PITTSBURGH STATIONS |
|------------------------|-----------------------------------|--------------------------|
| Monday-Friday | | |
| 9:00 A. M.-12 Noon | 82 | 18 |
| 12 Noon-5:00 P. M. | 79 | 21 |
| 5:00-7:30 P. M. | 76 | 24 |
| Monday-Sunday | | |
| 7:30-11:00 P. M. | 78 | 22 |
| 11:00 P. M.-1:00 A. M. | 77 | 23 |
| 9:00 A. M.-12 Mid. | 78 | 22 |

*Source: J/A Hard Core Study
ARB March, 1964

WJAC-TV delivers 415,100 TV
homes in Pennsylvania's million
dollar Market in the Middle!

CALL HARRINGTON, RIGHTER & PARSONS, Inc. FOR
A SPECIAL **HARD CORE STUDY** PRESENTATION.



H&B AMERICAN *continued*

ings, vast numbers of investors apparent-ly remain unconvinced. To the average shareholder, net earnings per share traditionally has been the popular measure of a company's vitality. And though H&B's net per share has more than quadrupled since 1962, the company still registered only a nominal 13 cents per share in fiscal '64.

H&B's failure to trade at anything but depressed levels probably is a direct reflection of its characteristically low net income results. The stock did reach a high of 6¾ points in 1961, just before the entire market broke. Since that time, however, it has had a difficult time selling for more than \$4 per share. (It's traded on the American Stock Exchange.)

COMPANY VALUE IS IN ITS EQUITY

To remedy that condition and to further understanding of its conviction that the value of the company is in its equity rather than in its net earnings, H&B American held a special meeting in New York in January for a large number of security analysts. A point stressed during the meeting was that though H&B stock was trading for less than \$4 in the open market its "underlying" values are about \$6 per share. The logic to this estimate: the total value of all properties—based on prices of \$300 to \$500 a subscriber other systems are commanding—is about \$25-\$27 million, or about \$8 per share after the conversion of all debentures. Subtracting a long term debt equaling about \$2 per share leaves a net value of \$6 per share.

The corporate history of H&B American long predates its involvement with the CATV business. It's studded with mergers and changes of business directions. Susquehanna Mills, a company incorporated in New York in 1941, is H&B's true antecedent. The company in those days was in textile mills and also produced aircraft frames. Its fortunes were good at first, particularly during World War II, but subsequently ran into rough times. In 1954 it merged with H&B American Machine Co., assumed that name (it adopted its present title five years later) and became involved in a variety of diversified enterprises.

What H&B really had become by this time was a holding company with interests in different properties. David E. Bright, an aggressive West Coast financier, had taken control of the company in the late 1940's. Bright already had made his mark with Pioneer Gen-E Motors Corp., a company which manufactured electrical generators for automobiles, founding and building it into a multi-million dollar business. Under Bright's direction, H&B acquired inter-

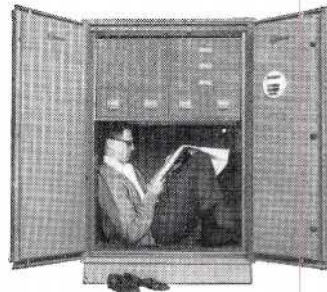
ests in such diverse properties as a steel rolling mill, an earth moving equipment company and a barbecue products maker.

But when CATV loomed large, bright and mostly unappreciated on the scene in 1960, H&B American was quick to shift its directions drastically. In what was then the largest single group of CATV properties under common ownership to be sold in a single transaction, H&B American bought nine CATV systems and two microwave relay companies from the Jerrold Corp. for more than \$5 million. Altogether that year and the next H&B acquired 12 CATV and four microwave relay systems for total expenditures of about \$7.6 million. And in fiscal 1962, with its new direction firmly plotted, 10 more CATV operations and one more microwave relay system were acquired or constructed for an aggregate outlay of about \$2.8 million.

Thus totally committed to the CATV business, H&B American sold off its outside interests. Through the years the company continued to carry on an active growth program, both by obtaining established franchises and building new systems.

By the fall of 1963 H&B was ready to pull off its most ambitious deal, one which would have added 27 cable sys-

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for your old age
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tems and at least 30,000 more subscribers to its operations. The transaction involved RKO General Inc. It proposed to turn over to H&B the RKO General CATV subsidiary, Vumore Inc., and a microwave relay subsidiary, Mesa Microwave Inc. In return, RKO General, which then owned about 20% of H&B American, would increase its holdings in the company, through a stock transfer, to about 56% through another wholly-owned subsidiary, Video Independent Theaters Inc. But because the transfer of microwave relay licenses comes under its jurisdiction, FCC approval of the transaction was required. The commission, still unresolved as to what possible impact CATV interests might have on broadcasting ownership and public interest policies, delayed action on the approval. Discouraged, H&B and RKO General terminated the proposed transaction last September.

Some similar deal could still take place. Even if it doesn't H&B American is still 23.8% owned by RKO General, which also holds debentures convertible into an additional 8% of the company's common stock.

As of last December, David Bright beneficially controlled about 9% of H&B's common stock and also owned 6% convertible subordinated debentures worth \$483,206 and 6% convertible subordinated notes worth \$175,000. As chairman of the board and president of the company he's paid \$60,000 a year.

Next highest paid company official is Leon N. Papernow, vice president, operations, who earns \$40,000 a year. Papernow, a particularly articulate and knowledgeable CATV veteran, used to manage Jerrold's network of systems and came to H&B when it took over those operations in the big 1960 acquisition.

H&B PREDICTIONS

H&B, in its special January meeting for security analysts, came out with a flock of long-range estimates about its future. Among them:

- That its subscription list would be increased by 34%, up to 112,000 subscribers, by the end of fiscal 1966.

- That by 1970 the company will have 150,000 subscribers, have gross revenues of \$6,235,000, a cash flow of \$3,887,000, or \$1.57 a share, and earnings should slightly exceed \$1 million, or 40 cents per share.

- That tax liabilities will not commence before 1967-1968.

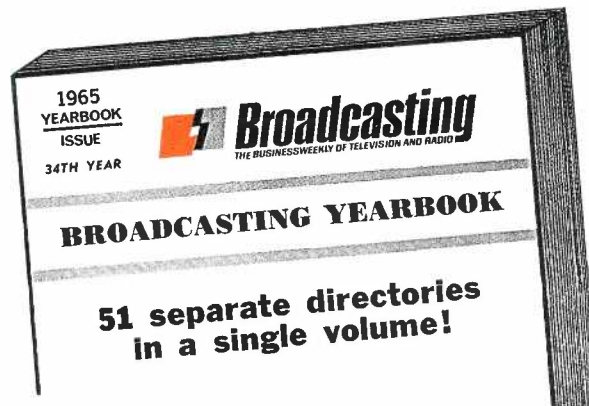
Obviously, H&B American does not look ahead with trepidation. Says company vice president Papernow: "We are confident of the future. We expect to retain our leadership position. We are not planning to diversify into unrelated fields. We had our fling before we got into CATV. We are delighted with CATV."

END

On the Subject of Market Data . . .

1965 BROADCASTING YEARBOOK

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| 12. NAB Radio Code | 31. Canadian AM by Frequency | 45. Negro Programming |
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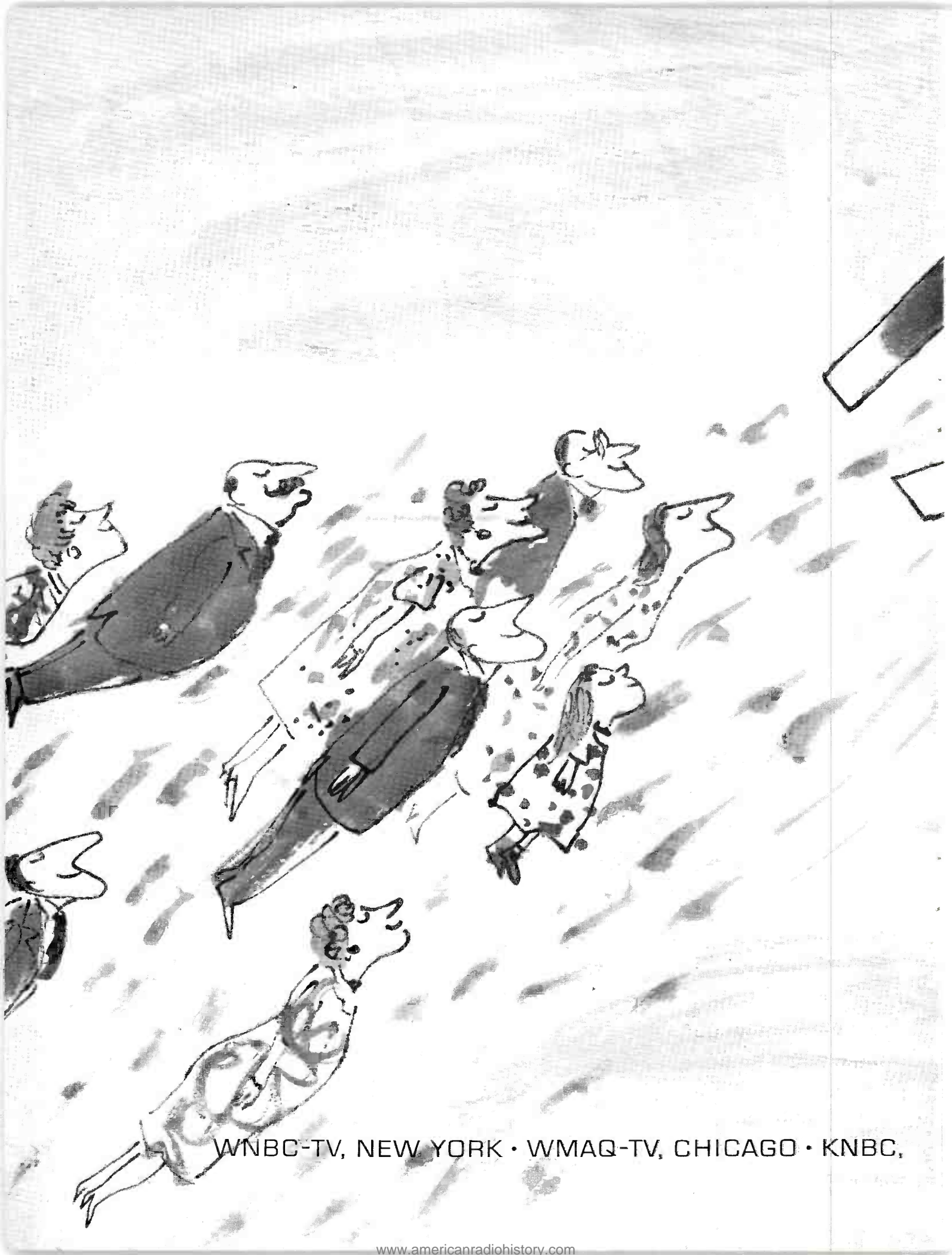
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The National Association of Broadcasters found within its own organization the man to replace LeRoy Collins, who resigned as president of NAB last Aug. 1 to accept a civil rights position with the Johnson administration. His successor is Vincent T. Wasilewski, a 15-year veteran of the staff who had been serving as NAB's executive V.P. since August 1961, and as chief executive officer since Collins' resignation. In a coordinate move, the duties of the chairman of the board, a post now held by Willard Schroeder, general manager of WOOD-AM-FM-TV Grand Rapids, Mich., were broadened.

Two top level executives have been promoted at Marschalk Co., newly-shortened name of the McCann-Marschalk agency. F. William Free, who was an executive V.P. and chairman of the plans board, was named president, and Bill M. Sansing, former V.P. and general manager of the agency's Cleveland office, was appointed executive vice president and general manager of the agency's over-all operations. Stuart D. Watson continues as the agency's chairman and chief operating officer.

Lee Rich, one of the few agency executives with dual responsibility for media and programming, is leaving Benton & Bowles for the Mirisch Brothers, where he will head the movie makers' new television operation. Rich joined Benton & Bowles as a media supervisor in 1952, got his V.P. stripes in 1955, was made director of media for the entire agency two years later, and named V.P. in charge of media in 1958. He took over responsibility for programming in April 1960 when Tom McDermott went over to Four Star Television. He was on the agency's board of directors, and added senior to his vice presidential title in 1961. William F. Craig, who was in charge of B&B's Hollywood office, succeeds Rich as V.P. in charge of media management, and Irwin Segelstein, director of programming, has been promoted V.P. in charge of programming. Bern Kanner, director of media, was promoted to V.P. in charge of media. Craig, who has been with B&B for nearly two years, came from Young & Rubicam where he was V.P. and associate director of TV.

William Esty Co. has made three appointments of note. Charles G. Mortimer Jr. was elected V.P. in charge of television, replacing Mitchell Johnson, who left for a post with MCA-TV (reported elsewhere in this section). During his eight years with Esty, Mortimer served as manager of the TV department and was elected a V.P. in 1963. Earlier, he held a variety of posts at ABC-TV, including director of program sales and supervisor of on-the-air programs, and before that he was a producer and director at CBS-TV. George Abrams has moved over to Esty as senior V.P. He formerly was president of Maradel Products, New York, which he formed in 1962. William S. Muyskens has been named V.P. in charge of TV commercial production. He previously served with McCann-Erickson, Y&R and JWT.

Ketchum, MacLeod & Grove Inc. has combined its media and programing departments with **Peter Triolo** as vice president in charge of the new unit. Triolo, who left a vice presidency at Ogilvy, Benson & Mather late last year to join KM&G, has organized his staff into all-media groups, each responsible for all planning and buying for the accounts assigned to it. In the realignment, **David R. Williams** will continue as the agency's associate media director.



PETER TRIOLO
Media & Programing
Department V.P.
Ketchum, MacLeod & Grove Inc.

DAVID R. WILLIAMS
Associate Media Director
Ketchum, MacLeod & Grove Inc.

Frank Martin has been appointed president of Blair Television, a division of John Blair & Co., while **David Lundy**, who was brought east in 1961 to head up the TV division, is returning to San Francisco to take charge of Blair TV's western operations. Martin came to Blair 14 years ago from an account executive post with Dumont Television Network. He has been executive V.P. of the division for the last three years. **Arthur H. McCoy**, corporate president of John Blair & Co. for more than a year, has resigned to become president of Communications Honolulu, Ltd.



FRANK MARTIN
President
Blair Television

Edmund C. Bunker is leaving the presidency of the Radio Advertising Bureau to replace **Samuel Northcross** as broadcast vice president of Foote, Cone & Belding. (See Northcross appointment this page.) Bunker was executive V.P. of Froedtert Malt Corp., Milwaukee, when he went over to RAB in August 1962 to take the place of resigning president **Kevin B. Sweeney**. Earlier, he was Washington vice president of CBS Inc. Other assignments at CBS included general manager of wxix Milwaukee, V.P. and affiliate relations director and later general sales manager of the CBS-TV network. He served with ABC briefly after World War II.



EDMUND C. BUNKER
Broadcast V.P.
Foote, Cone & Belding

Joining MCA-TV as part of its expansion of East Coast production and program development are **Samuel H. Northcross**, named V.P. and director of eastern network operations, and **Mitchell Johnson**, named V.P., New York. Northcross comes from Foote, Cone & Belding, where he had been national director of broadcast. Johnson had been in charge of television for William Esty Co. They had worked together for 12 years at Esty, where Northcross served from 1948 to April 1963.



SAMUEL H. NORTHROSS
V.P. & Eastern Network
Operations Manager
MCA-TV

MITCHELL JOHNSON
V.P., New York
MCA-TV

A. L. (Fred) Plant, vice president in charge of advertising for the Block Drug Co., has succeeded **John W. Burgard**, V.P. and director of advertising for Brown & Williamson Tobacco Corp., as chairman of the Broadcast Advertising Committee of the Association of National Advertisers. Burgard remains on the committee as a member. Plant, a former account supervisor with Grey Advertising and Warwick & Legler, joined Block Drug in 1955 as advertising manager.



A. L. (FRED) PLANT
Chairman
Broadcast Advertising
Committee, Association of
National Advertisers

There's a new daytime team at ABC-TV with the appointment of **Len Goldberg** as V.P. in charge of daytime programs and **Edward Bleier** as V.P. in charge of daytime sales and planning. Goldberg, who had been director of program development, eastern division, will report to **Edgar J. Scherick**, TV programing V.P. Bleier, who had been V.P. and national sales manager, reports to **James E. Duffy**, vice president in charge of TV network sales. Goldberg joined ABC-TV in 1963 from BBDO.

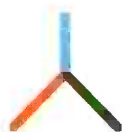


LEN GOLDBERG
Daytime Programs V.P.
ABC-TV

EDWARD BLEIER
Daytime Sales & Planning V.P.
ABC-TV



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In today's computer-oriented communications world few readers will have trouble recognizing the object pictured above. It's a "printout" from an electronic data processing system. More specifically, it's a part of the printout from TELEVISION MAGAZINE's subscriber list, which has now been turned over to the tender mercies of an IBM computer.

No flares went up at the time, but it was a signal event just the same. It may not be news when one of the major consumer books goes to computerized fulfillment, but it is when a business publication of our size does it. We may not be the first (although that's a distinct possibility) but we're certainly in the vanguard.

What does all this mean to the reader? More than you'd think. In time, when the post office's zip code operation is in full effect, it will mean a saving of several days in arrival time of your monthly issue. Even now it is speeding up delivery in large metropolitan areas already using zip-directed distribution. It also will speed up the process of getting a new subscriber his first copy, as well as keeping tabs on his movements thereafter.

(As an aside, we confess that all this propaganda about zip codes over the past several years has bored us as much as it has most people. We're believers now, however. That 5-digit number at the end of each subscriber's entry is what makes computerization work.)

The computer is most important in our internal operations, primarily in the area of "IR"—information retrieval, to the uninitiated. It can tell us in rapid sequence, for example, just how many advertising agency subscriptions we have in force at any given moment, how many advertiser subs we have in Cincinnati, how many among production companies in Hollywood, and whether the chairman of the FCC has renewed his copy (he has). All this is of vital interest to our editorial department in keeping abreast of reader enthusiasm, to our circulation department in determining where new effort is needed and—not the least—to our advertising department in evaluating what they have to sell. All three, we might add, think it's sensational. A fourth department—accounting—thinks it's expensive.



We wanted our 5 hardworking
news directors to keep things in
the proper perspective. So...





First gathering of the travelers took place in Washington, D.C., where European experts from the Department of State briefed them. Left to right, Ken Brown, KERO-TV, Bakersfield; Jim Bennett, KLZ-TV-AM, Denver; Pat Higgins, KOGO-TV-AM, San Diego; Dick Cheverton, WOOD-TV-AM, Grand Rapids; Richard Krolik, Time-Life, New York; Bob Gamble, WFBM-TV-AM, Indianapolis; Bill Roberts, Time-Life, Washington.



U.S. Minister John A. Calhoun and Maj. Gen. John M. Franklin are interviewed at U.S. Army HQ. in Berlin, following a briefing on the situation there.



At a luncheon in the Time & Life Building in London, Mrs. G. Wyndham Goldie, Director of Talks of BBC, makes a point about British television.

These pictures illustrate the kind of specialized service that Time-Life Broadcast performs as a group, as well as the high priority that the individual stations give to journalistic enterprise.



The Time-Life Broadcast group visits a Berlin TV studio, once the famous UFA film production center, to learn the complexities of German television.



5 Uncommonly Good Stations

- WOOD-TV-Radio, Grand Rapids
- KOGO-TV-Radio, San Diego
- WFBM-TV-Radio, Indianapolis
- KLZ-TV-Radio, Denver
- KERO-TV, Bakersfield

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the proper perspective. So...



Paul-Henri Spaak, Deputy Prime Minister of Belgium and one of the Common Market's architects, meets with Bill Roberts, chief of the Time-Life Broadcast Washington news bureau (l.) and the news directors.



Black cats, grey days and the dismal Wall cast a pall over the news directors' visit to West and East Berlin.



At the Grand Plaza in Brussels, Ernie Crisp of WFBM-TV sets up his sound camera for a report by news director Bob Gamble to their Indiana audiences.



The news directors wound up their tour in London at the time of Winston Churchill's funeral, and relayed radio and television reports to their stations.

we sent th

em to Paris. And to Stockholm, Copenhagen, Berlin, Cologne, Bonn, Brussels and London.

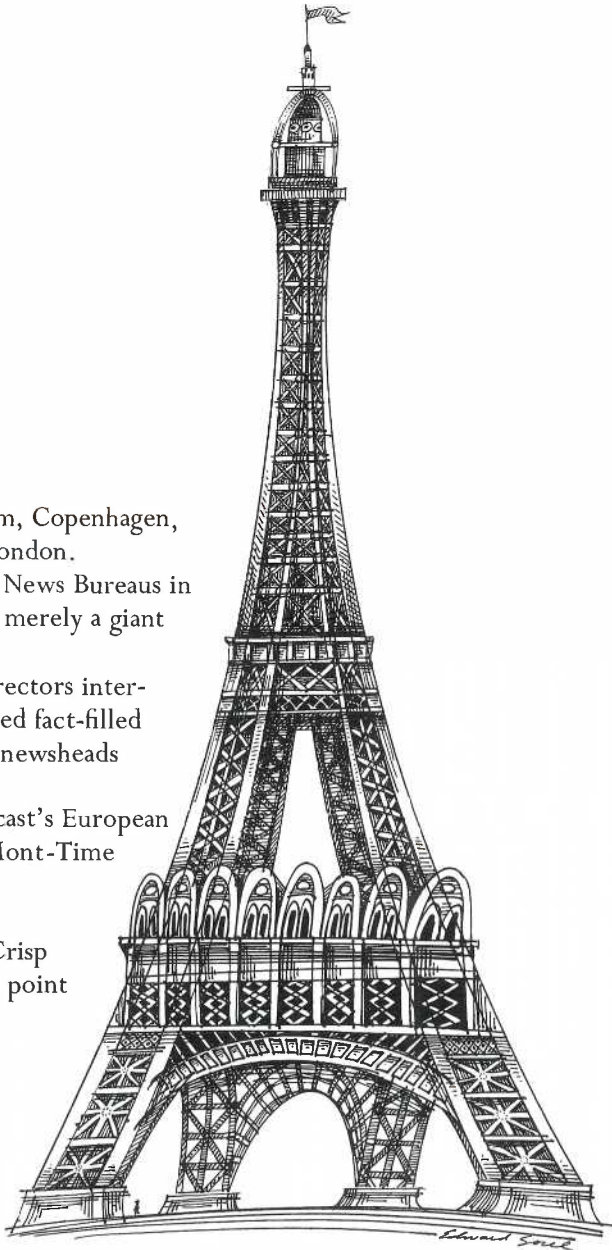
Without the help of the Time-Life News Bureaus in these cities, the trip would have been merely a giant fringe benefit.

With their expert aid, our news directors interviewed top figures in the news, received fact-filled U.S. Embassy briefings, and met with newsheads of TV networks.

They checked out Time-Life Broadcast's European partners—STV in Stockholm and DuMont-Time in Cologne.

And they were in London to cover Churchill's funeral. (WFBM's Ernie Crisp shot color from an official observation point and serviced his film to all the Time-Life Broadcast stations for local telecast.)

A great trip. And the results are already showing up on our channels in San Diego, Bakersfield, Denver, Grand Rapids and Indianapolis.





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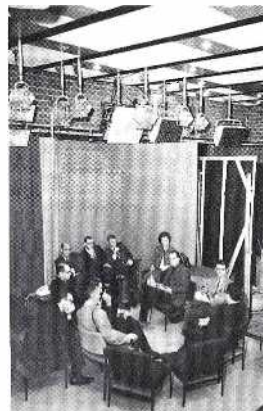


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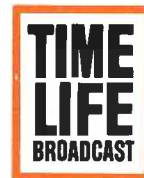


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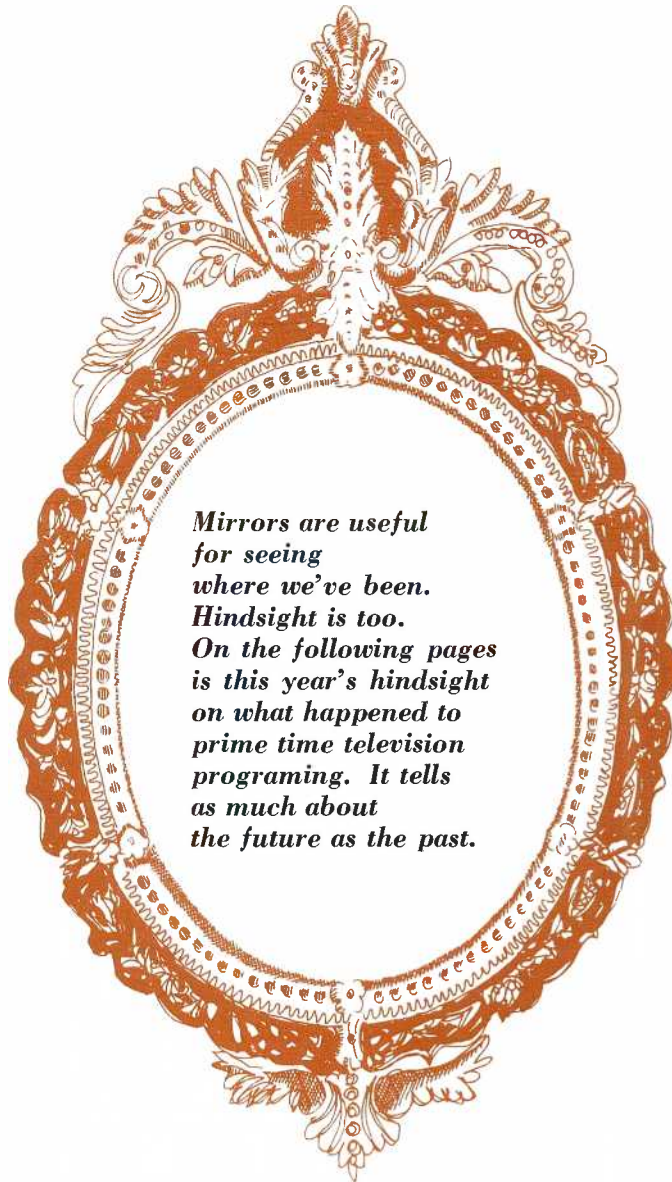
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TELEVISION



*Mirrors are useful
for seeing
where we've been.
Hindsight is too.
On the following pages
is this year's hindsight
on what happened to
prime time television
programing. It tells
as much about
the future as the past.*

HINDSIGHT 64/65

This is how the 1964-1965 prime time network schedule worked out in terms of the biggest audience winners per half-hour, based on the national November-December ratings. Winners of each time period are shown in black panels.

NOTE: Hindsight is based on nights when special program interruptions did not distort viewing patterns

| SUNDAY | | | |
|--------|---------------------|-----------------------|--|
| | ABC | CBS | NBC |
| 6:30 | LOCAL | MR. ED * | PROFILES IN COURAGE |
| 7:00 | LOCAL | LASSIE * | |
| 7:30 | | MY FAVORITE MARTIAN * | WALT DISNEY'S WONDERFUL WORLD OF COLOR |
| 8:00 | WAGON TRAIN | ED SULLIVAN SHOW | WALT DISNEY'S WONDERFUL WORLD OF COLOR * |
| 8:30 | BROADSIDE | ED SULLIVAN SHOW * | BILL DANA SHOW |
| 9:00 | | MY LIVING DOLL | BONANZA * |
| 9:30 | | JOEY BISHOP SHOW | |
| 10:00 | SUNDAY NIGHT MOVIES | CANDID CAMERA * | THE ROGUES |
| 10:30 | | WHAT'S MY LINE? | THE ROGUES |
| | AVERAGE 16.0 25 | AVERAGE 20.5 33 | AVERAGE 21.2 34 |

| WEDNESDAY | | | |
|-----------|-------------------------------|-----------------------|--------------------------------|
| | ABC | CBS | NBC |
| 7:30 | ADVENTURES OF OZZIE & HARRIET | CBS REPORTS | THE VIRGINIAN * |
| 8:00 | PATTY DUKE SHOW | | |
| 8:30 | SHINDIG | BEVERLY HILLBILLIES * | THE VIRGINIAN |
| 9:00 | MICKEY | DICK VAN DYKE SHOW * | WEDNESDAY NIGHT AT THE MOVIES |
| 9:30 | BURKE'S LAW | CARA WILLIAMS SHOW* | WEDNESDAY NIGHT AT THE MOVIES |
| 10:00 | | DANNY KAYE SHOW | WEDNESDAY NIGHT AT THE MOVIES* |
| 10:30 | LOCAL | | |
| | AVERAGE 17.3 28 | AVERAGE 18.0 30 | AVERAGE 22.9 38 |

Where averages are shown, dark type indicates rating, light type indicates share of audience

| THURSDAY | | | |
|----------|--------------------|--------------------|------------------------|
| | ABC | CBS | NBC |
| | THE FLINTSTONES * | THE MUNSTERS | DANIEL BOONE |
| | DONNA REED SHOW | PERRY MASON * | DANIEL BOONE |
| | MY THREE SONS | PERRY MASON | DR. KILDARE * |
| | BEWITCHED | PASSWORD | |
| | PEYTON PLACE | BAILEYS OF BALBOA | HAZEL * |
| | JIMMY DEAN SHOW | THE DEFENDERS * | KRAFT SUSPENSE THEATER |
| | | | PERRY COMO |
| | AVERAGE 21.4 35 | AVERAGE 17.4 29 | AVERAGE 18.8 31 |

LAST September, making his annual "Forecast" of national ratings and shares of audience for all nighttime network programs for the 1964-65 season, program analyst James H. Cornell of N. W. Ayer & Son said that network competition was likely to be closer than ever before. "Hindsight" has no argument with that prediction.

The September forecast estimated there would be a spread of less than two rating points between the top and bottom networks in weekly average ratings. The result turned out even closer than that. The rating differences among the networks were so small as to be negligible; Cornell's pre-season estimate proved a little high on CBS and NBC and a little low on ABC.

The underestimate was at the root of the overestimates.

Lightning struck the prime time network schedule this season and it struck only in one place: ABC. Both in the numbers of programs it registered among the highest rated ones on the air and in the types of programs it was successful with, ABC-TV was unique.

For example, in the 1962-63 season, ABC had only one of its shows finish among the top 20 on the prime time schedule. It had none in 1963-64. This season it had six.

A further example comes in the average minute rating for new and old network programs. ABC, which had been below the other two networks in the average rating received per program in the last two seasons, took a sudden leap upward. At CBS there was a decline, while NBC went both up and down. To wit:

| MONDAY | | | |
|--------|---------------------------------|----------------------|-----------------------------------|
| | ABC | CBS | NBC |
| 7:30 | VOYAGE TO THE BOTTOM OF THE SEA | TO TELL THE TRUTH * | KAREN |
| 8:00 | | I'VE GOT A SECRET * | HARRIS AGAINST THE WORLD |
| 8:30 | NO TIME FOR SERGEANTS | ANDY GRIFFITH SHOW * | TOM, DICK & MARY |
| 9:00 | WENDY & ME | THE LUCY SHOW * | ANDY WILLIAMS JONATHAN WINTERS |
| 9:30 | BING CROSBY SHOW | MANY HAPPY RETURNS* | ANDY WILLIAMS JONATHAN WINTERS |
| 10:00 | BEN CASEY * | SLATTERY'S PEOPLE | ALFRED HITCHCOCK HOUR |
| 10:30 | | | |
| | AVERAGE 20.1 34 | AVERAGE 19.3 32 | AVERAGE 14.4 24 |

| TUESDAY | | | |
|---------|--------------------|----------------------|----------------------------|
| | ABC | CBS | NBC |
| 7:30 | COMBAT! * | LOCAL | MR. NOVAK |
| 8:00 | | WORLD WAR I | |
| 8:30 | McHALE'S NAVY | RED SKELTON HOUR * | THE MAN FROM U.N.C.L.E. |
| 9:00 | THE TYCOON | | |
| 9:30 | PEYTON PLACE | PETTICOAT JUNCTION * | THAT WAS THE WEEK THAT WAS |
| 10:00 | THE FUGITIVE * | THE NURSES | BELL TELEPHONE HOUR |
| 10:30 | | | ACTUALITY SPECIALS |
| | AVERAGE 23.7 39 | AVERAGE 19.8 33 | AVERAGE 13.9 23 |

| FRIDAY | | | |
|--------|----------------------|--------------------|------------------------|
| | ABC | CBS | NBC |
| 7:30 | JONNY QUEST-FILE 037 | RAWHIDE * | INTERNATIONAL SHOWTIME |
| 8:00 | FARMER'S DAUGHTER | | |
| 8:30 | ADDAMS FAMILY | THE ENTERTAINERS* | BOB HOPE SHOW |
| 9:00 | VALENTINE'S DAY | THE ENTERTAINERS | BOB HOPE SHOW * |
| 9:30 | 12 O'CLOCK HIGH * | GOMER PYLE-USMC | JACK BENNY SHOW * |
| 10:00 | LOCAL | THE REPORTER | JACK PAAR PROGRAM * |
| 10:30 | | | |
| | AVERAGE 17.3 28 | AVERAGE 18.5 31 | AVERAGE 17.7 30 |

| SATURDAY | | | |
|----------|----------------------|--|--------------------------------|
| | ABC | CBS | NBC |
| 7:30 | OUTER LIMITS | JACKIE GLEASON'S AMERICAN SCENE MAGAZINE * | FLIPPER |
| 8:00 | | | MR. MAGOO |
| 8:30 | LAWRENCE WELK SHOW * | GILLIGAN'S ISLAND | KENTUCKY JONES |
| 9:00 | LAWRENCE WELK SHOW * | MR. BROADWAY | SATURDAY NIGHT AT THE MOVIES |
| 9:30 | HOLLYWOOD PALACE | GUNSMOKE * | SATURDAY NIGHT AT THE MOVIES * |
| 10:00 | LOCAL | GUNSMOKE * | SATURDAY NIGHT AT THE MOVIES |
| 10:30 | | | |
| | AVERAGE 17.7 28 | AVERAGE 21.0 34 | AVERAGE 19.9 32 |

| | | | | | | |
|--------------------------|-----|------------|-----|--------------|-----|--------------|
| AVERAGE Monday to Sunday | ABC | 19.2 31 | CBS | 19.2 31.5 | NBC | 18.5 30.5 |
|--------------------------|-----|------------|-----|--------------|-----|--------------|

Reverse Panel indicates show with largest share of audience in time period, or shows tied for largest share.

Indicates show alternating. * Indicates show predicted to win time period

Nov.-Dec. Average Minute Ratings—
Old vs. New Programs.

New Programs:

| | ABC | CBS | NBC |
|---------|------|------|------|
| 1962-63 | 14.3 | 17.7 | 15.1 |
| 1963-64 | 15.3 | 18.1 | 16.2 |
| 1964-65 | 19.0 | 16.4 | 16.7 |

Old Programs:

| | ABC | CBS | NBC |
|---------|------|------|------|
| 1962-63 | 15.3 | 22.0 | 19.0 |
| 1963-64 | 18.3 | 22.2 | 20.6 |
| 1964-65 | 19.3 | 20.6 | 19.7 |

Another way to look at what happened to the network

schedule this season is to determine how many programs finished in the upper half of the schedule, above the median point rating. (The median ratings: 17 in 1962-63, 19 in 1963-64, 18.1 in 1964-65.)

The track record in this area shows that old programs in the same time periods, for the networks as a group, have the greatest success rate. They're always up above 70%. Contrarily, only about one-third of new programs manage to rise above the median level. In 1962-63, 21% of new programs were in the top half of the network schedule. The next season this rate fell off to 20%, but rose dramatically to 35% in the current campaign.

Breaking down that pattern by individual networks presents a picture of considerable impact. CBS had 3 of 8 new

HINDSIGHT *continued*

shows in the upper half of the network schedule in the previous two seasons, 3 of 12 currently. NBC, moving up and down, had 3 of 14 shows come in above the median in '62-'63, 2 of 13 in '63-'64 and 4 of 12 in '64-'65. ABC was low both previous seasons, with a record of only 1 out of 12 new program successes and 2 out of 14. But in 1964-65, 7 out of 16 new programs on ABC finished in the upper half of the schedule. That's the real essence of what happened to the network schedule this season—for the first time in history one network had almost half of its new programs get a better than median rating.

Examination of the annual Ayer program forecasts, on both a program-by-program and half-hour by half-hour basis, reveals these highlights:

- Last season, of the 51 evening, half-hour time periods, Cornell picked the winner in 37 and the loser (the network coming in third) in 37. This season he picked the winner in 34 and the loser in 35.
- His percentage of accuracy in determining time period

winner was a little above 70% in 1963-64. It was a trifle below 70% in 1964-65.

- A few more half-hours came within one rating point of prediction this season, but a few more were missed by a greater margin than ever before.
- As predicted, set usage was up a little and the new crop of television series were greeted with a better audience response than ever before.
- The September estimates divided this season's 96 individual programs into three groups, with Cornell predicting that 7% of new shows would finish in the top third, 49% would fall in the bottom third, while the middle third would claim 44%. The results: 24% in the top third, 47% in the bottom third and 29% in the middle third. Among old shows, Cornell said that 48% would make the top third, 22% would make the bottom third and 30% the middle third. The results: 40% in the top, 22% in the bottom, 38% in the middle.
- Cornell said that only three new programs—all on CBS

HOW CORNELL CALLED THEM VS. HOW THEY CAME OUT

| PROGRAM | EST. RANK | ACTUAL RANK | PROGRAM | EST. RANK | ACTUAL RANK | PROGRAM | EST. RANK | ACTUAL RANK |
|-----------------------|-----------|-------------|----------------------|-----------|-------------|-----------------------|-----------|-------------|
| 0 OFF | | | Sunday Movies | 66 | 60 | A. Williams/Spls. ... | 65 | 47 |
| Bonanza | 1 | 1 | Burke's Law | 69 | 62 | Mr. Broadway | 60 | 80 |
| Mr. Magoo | 76 | 76 | Lawrence Welk | 20 | 27 | 21-30 OFF | | |
| Bell Tel./Spls. | 95 | 95 | Hollywood Palace .. | 58 | 51 | No Time for Sgts. ... | 55 | 33 |
| 1 OFF | | | Wed. Movies | 39 | 32 | Jonny Quest | 92 | 69 |
| Red Skelton | 5 | 4 | Chrysler/Hope | 28 | 36 | To Tell the Truth .. | 21 | 45 |
| Profiles | 93 | 94 | Tycoon | 36 | 44 | Kraft/Como | 80 | 55 |
| Andy Griffith | 4 | 5 | Rawhide | 34 | 42 | I've Got A Secret ... | 8 | 34 |
| 2 OFF | | | Mr. Ed | 51 | 59 | Jimmy Dean | 91 | 61 |
| Tom, Dick & Mary .. | 84 | 86 | Donna Reed | 45 | 37 | Man From | | |
| Virginian | 14 | 16 | Mickey | 81 | 90 | U.N.C.L.E. | 38 | 68 |
| Danny Kaye | 54 | 56 | Peyton Place I..... | 33 | 23 | Drs. & Nurses | 41 | 70 |
| Ozzie & Harriet ... | 37 | 39 | Broadside | 43 | 52 | Dr. Kildare | 9 | 41 |
| 3 OFF | | | Combat | 22 | 13 | 31-40 OFF | | |
| Harry vs. World ... | 88 | 91 | World War I..... | 86 | 96 | Joey Bishop | 48 | 92 |
| Dick Van Dyke | 3 | 6 | Jackie Gleason ... | 19 | 9 | TW-3 | 52 | 88 |
| CBS Reports | 96 | 93 | Valentine's Day ... | 75 | 65 | Kentucky Jones ... | 42 | 78 |
| Candid Camera ... | 23 | 26 | 11-20 OFF | | | Cara Williams | 13 | 50 |
| Perry Mason | 32 | 35 | Lassie | 7 | 19 | Shindig | 94 | 57 |
| 4 OFF | | | Wendy & Me | 70 | 58 | Entertainers | 30 | 66 |
| Slattery's People .. | 85 | 89 | McHale's Navy | 18 | 30 | Peyton Place II..... | 44 | 7 |
| Lucy | 6 | 10 | Jack Benny | 62 | 74 | Baileys of Balboa .. | 46 | 84 |
| Defenders | 77 | 81 | 12 O'Clock High ... | 61 | 73 | Living Doll | 40 | 79 |
| Favorite Martian ... | 17 | 21 | Patty Duke | 15 | 28 | 41-75 OFF | | |
| Mr. Novak | 50 | 54 | Outer Limits | 72 | 85 | Farmer's Daughter .. | 89 | 48 |
| Ed Sullivan | 12 | 8 | Gunsmoke | 11 | 25 | Daniel Boone | 83 | 46 |
| Jack Paar | 49 | 53 | Rogues | 53 | 67 | Bill Dana | 27 | 71 |
| Saturday Movies ... | 35 | 31 | Ben Casey | 24 | 38 | Gilligan's Island ... | 74 | 29 |
| 5 OFF | | | Wagon Train | 67 | 82 | My Three Sons | 63 | 17 |
| Petticoat Junction .. | 10 | 15 | Hitchcock | 68 | 83 | Password | 26 | 75 |
| Karen | 82 | 87 | What's My Line? ... | 56 | 40 | Voyage to Bottom ... | 79 | 24 |
| Disney | 16 | 11 | Intl. Showtime | 47 | 64 | Addams Family ... | 73 | 18 |
| 6-10 OFF | | | Fugitive | 29 | 12 | Munsters | 71 | 14 |
| Bing Crosby | 57 | 63 | Happy Returns | 31 | 49 | Bewitched | 64 | 2 |
| | | | Bev. Hillbillies ... | 2 | 20 | Flipper | 87 | 22 |
| | | | Reporter | 90 | 72 | Gomer Pyle | 78 | 3 |
| | | | Hazel | 25 | 43 | | | |
| | | | Flintstones | 59 | 77 | | | |

TWO TESTS OF ACCURACY

| Estimate Correct Within: | 1963 | | 1964 | |
|--------------------------|------------|---------------|------------|---------------|
| | ½ hrs. | (%) | ½ hrs. | (%) |
| 1 point | 31 | (21%) | 35 | (24%) |
| 2 points | 63 | (43%) | 63 | (43%) |
| 3 points | 87 | (59%) | 87 | (59%) |
| 5 points | 126 | (86%) | 120 | (82%) |
| 7 points | 142 | (97%) | 142 | (97%) |
| 9 points | 145 | (99%) | 145 | (99%) |
| Over 9 points | 147 | (100%) | 147 | (100%) |

| | | | | |
|-----------------|------------|---------------|------------|---------------|
| 5% | 30 | (20%) | 35 | (24%) |
| 10% | 54 | (37%) | 61 | (41%) |
| 20% | 107 | (73%) | 100 | (68%) |
| 30% | 135 | (92%) | 132 | (90%) |
| 40% | 140 | (95%) | 138 | (94%) |
| Over 40% | 147 | (100%) | 147 | (100%) |

—had a chance for top-third inclusion. They were the *Cara Williams Shows*, *The Entertainers* and *Many Happy Returns*. All missed.

- Cornell said the top programs would be *Bonanza* and *Beverly Hillbillies*. *Bonanza* came in No. 1, *Beverly Hillbillies* came in No. 20.

- Weekly network averages turned out as follows:

| | Predictions | | Results | |
|-----|-------------|-------|---------|-------|
| | Rating | Share | Rating | Share |
| ABC | 18.4 | 29.8% | 19.2 | 31.2% |
| CBS | 20.3 | 33.3% | 19.2 | 31.6% |
| NBC | 19.2 | 31.5% | 18.5 | 30.4% |

According to Cornell, what appears to be a tie between ABC and CBS in the ratings competition becomes a thin-edged win for the latter network when the fine points of set tuning results—median levels achieved, top and bottom program rankings and shares of viewing attained—are examined. The reasoning behind this conclusion: both networks got a 19.2 weekly average in the November-December ratings but ABC had a 31.2% weekly average share of audience and CBS had a 31.6% share. ABC had a little higher rating than it would have got otherwise because it relinquished 10:30-11:00 p.m. time periods on Wednesday, Friday and Saturday evenings to local stations. Set usage potential is low in those periods. But CBS was on the air during those times. The average weekly set usage on CBS was 60.8 for the average of the 50 half-hours on the air. On ABC it was 61.5 for 46 half-hours. That's almost a rating point difference.

It appears to be a minor difference, but, according to Cornell, it most certainly isn't. CBS, he believes, had a better share of viewing. It had to wrestle for audience at an hour when set usage was low and "ABC was walking away from it." The only half-hour that CBS left out of its schedule was 7:30-8:00 p.m. on Tuesday, a relatively dense audience time when set usage is up about 60.

"This was no tie," says Cornell. "CBS was under the handicap of programing every 10:30 time period during the week. Set usage is below 50 points in most of those periods. The ABC average didn't reflect those slack times."

Still, Cornell adds, ABC had "a big bulge" in the kind of audience that is more desirable to the average advertiser. It reached more younger households. But even that may be a mirage, he indicates. ABC had far more appeal to children—the ones that live in the young housewives' households—and those children bring with them many captive young

adults. Captive audiences aren't always either receptive or responsive to advertising.

Moving away from what happened to television viewing this season in general and focusing more on what happened specifically, it is evident that the extent of the predictions for this season was wider than last season's record. In 1963-64, the greatest error in estimating audience shares was 13 points. But there wasn't a *Bewitched* then; Cornell's estimate on that show was off 19 share points.

Many of the big misses tended to come from the higher rated shows, where most of the public attention is focused. In checking the November-December '64 rating period results, it's quite clear that the estimating on the old shows, especially the 34 series that stayed in their old time periods, was more accurate than in the past. The bulk of the really bad misses came among the new programs and tended to congregate at the two extremes of the 40 new programs, the high-rated and the poor-rated. Analysis of the high-rated new shows, for instance, reveals that the first six were all bad misses. In each the percentage of error in estimating the number of homes they would reach was off by more than 20%. On the other end of the rating scale the September forecast showed a rash of overestimates. *World War I*, for instance, was projected to get a 15.1 rating and it got an 8.7. That means the projection was 73% wrong in estimating the number of homes this show would reach.

True, it was estimated that *World War I* would wind up in the bottom 20 among all new programs and it did. It was predicted to be a horrible loser in its time period and it was. But it came in with a rock-bottom rating, thus percentage-wise making the show a big estimating error.

In past forecasts, there have always been a spread of misses. The key to what happened this year was the wide difference in results between the predictions made for new and old programs. This was the season when the freak show—the off-beat, fantasy series or programs that seemed to have suspect credentials for success—swam against the tide of logic, precedent and subjective thinking to a surprising degree. One thing, however, did not change this season from prior ones: one severe miss created several others.

Following is a day-by-day analysis of what happened to the network season according to the November-December '64 rating period:

SUNDAY

The events of the night were dominated by the sizeable failures of four shows, *Wagon Train*, *My Living Doll*, *Joey Bishop Show* and *The Rogues*.

At 6:30, *Mr. Ed* on CBS was predicted to get a 36% share and a 19 rating. It got a 32% share and a 17 rating. The feeling about this show is that it might be suffering from attrition. It's the type of specialized comedy that after so long begins to wear thin.

Pitted against *Mr. Ed* on NBC was *Profiles in Courage* (the 6:30-7:30 period on ABC was given over to local stations). It also was overestimated somewhat; predicted for a 24% share of audience, it came in with 19%.

At 7 CBS changed to *Lassie*, which turned out to be one of the better predictions made. Calculated for a 24.5 rating and a 42% share, it got a 24 rating and 40% share.

At 7:30, with three-network competition in force, there was a distinct error in the estimates. *My Favorite Martian* on CBS came in as anticipated, but *Wagon Train* was a big loser, primarily to NBC's *Walt Disney*.

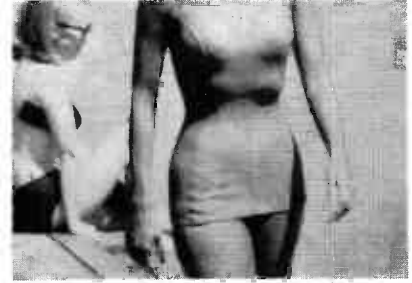
At 8, the same basic forces were at work. The *Ed Sullivan Show* got more of an audience than expected, benefiting

To page 50

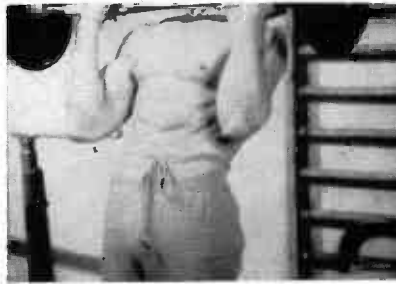
3RD IN A SERIES
ABOUT THE
CREATION OF
TV COMMERCIALS

NEW PITCH FOR OLD PRODUCT: ALKA-SELTZER

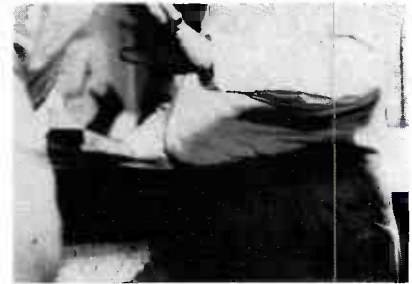
The tall fellow of average build on the right is making his point by beating a tattoo on his corpulent friend's stomach. The point that Jack Tinker & Partners is making is that Alka-Seltzer is good for you "no matter what shape your stomach's in." In a quick switch from ridiculous to sublime, there's a shot to the finely formed abdomen of a bathing beauty.



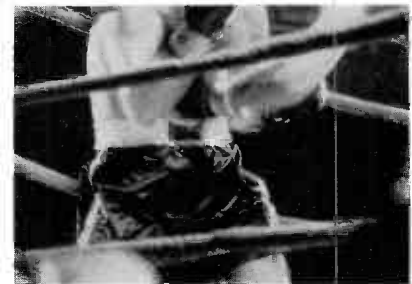
Continuing the montage of the stomachs that make up America, the camera shows a weight lifter, the idol of every skinny man who ever got sand kicked in his face. The chubby lady in the next frame is bouncing up and down as she rides horseback through the park.



Now, as a gentleman finds room to rest his bedtime snack on his ample middle, the copy repeats "no matter what shape your stomach's in, when it gets out of shape" (a shot of an enormous abdomen) "take Alka-Seltzer."



"Alka-Seltzer relieves the flutters," says the voice-over. What better way to illustrate this than a young stomach doing the watusi. A prize-fighter recoiling from a body blow shows that A-S "relieves the stuffy feeling and relieves a headache."



THESSE stomachs are currently shaking up the commercial world. They're part of the approach of Jack Tinker & Partners (division of the Interpublic Group of Companies) to telling the story of Alka-Seltzer.

The sell is soft and humorous. The aim is to get a viewer's attention to a greater extent than staged dramatizations had done. The hope is to educate a new generation of users to the benefits derived from Alka-Seltzer and to show the old users that they don't know

all there is to know about the product.

Gone is Speedy, the man made of Alka-Seltzer tablets, pointing to gluttons in distress. In his place is a sophisticated and different approach to the medical sell.

The stomach commercial was the fourth in Jack Tinker & Partners' "first flight" of five commercials. (At this date Tinker's completed over 15.) The ad is the handiwork of account executive Barrett Welch, copy chief Mary Wells, writer Dick Rich, art director Stewart Greene

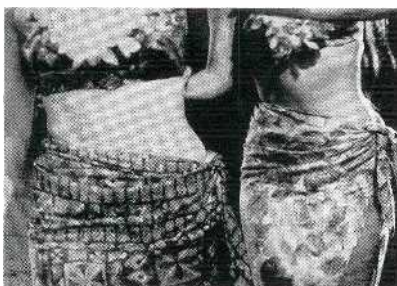
and producer John Capsis. "Professional" stomachs were used. They ranged from a belly dancer in the best of shape to a pot-bellied fellow in the worst of shape. The point is that it takes all kinds of stomachs to make up the world and Alka-Seltzer's good for all of them. Making the point is the humor that comes from the juxtaposition of the different kinds of stomachs.

While the copy lines taken out of context are as hard sell as any commercial featuring cast iron stomachs, the

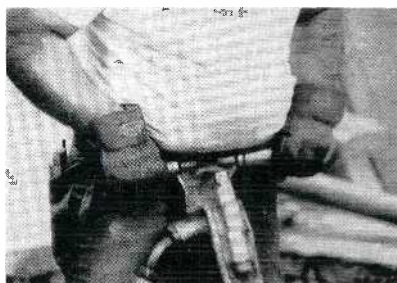
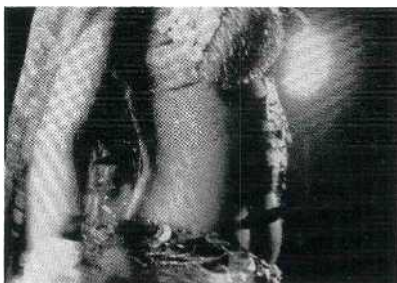
COMES UP TO DATE WITH AN ESSAY ON TUMMIES



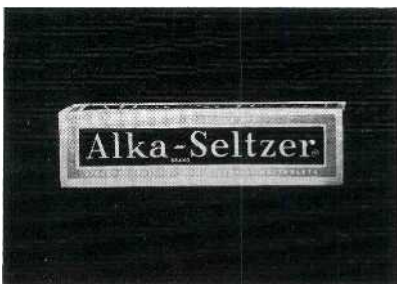
As Sascha Burland's light and lilting music continues, television pictures do the talking. Here's a plump executive trying to melt his all-too-solid flesh with an Exercycle, then on to a girl on a busy street with an average stomach.



Through frames seven and eight the only message continues to be stomachs. There are the exotic middles of hula dancers swaying away to joyous music. Next a man having a bit of difficulty getting his stomach under the car he's working on.



The belly-dancer's actions apparently speak louder than words. The saggy-tummied gent on the jack-hammer also gets musical accompaniment.



Now for a shot of the product hero that the voice-over says takes care of all the ailments pictorially described. "Better than anything you can get without a prescription. Anything. Alka-Seltzer, it's the best." The finale: the man is still being prodded, and so is the audience, with the message that A-S is the best "on any stomach."

humor of the visual and the light music make for the over-all soft sell effect.

Backgrounding the commercial is lilting music specially composed by Sascha Burland. The agency feels this background music makes all the difference in the commercial. It helps to bring off a warm and friendly story where another sort of music could project a feeling of questionable taste. The agency gets requests from viewers for records of the tune, often hears of viewers who've left the room only to return when they hear

the tempo of the background beat.

The fast moving spot, produced by Tele-Video Productions, is filled with different situations which the agency hopes keep the viewer finding something fresh and different at each seeing.

All the situations involving the professional stomachs were specifically staged. The final effect is a realism that might have taken years to get without staging. After 10 days of cutting from over 9,000 feet of film, the final 90 feet that make up the 60 seconds of the

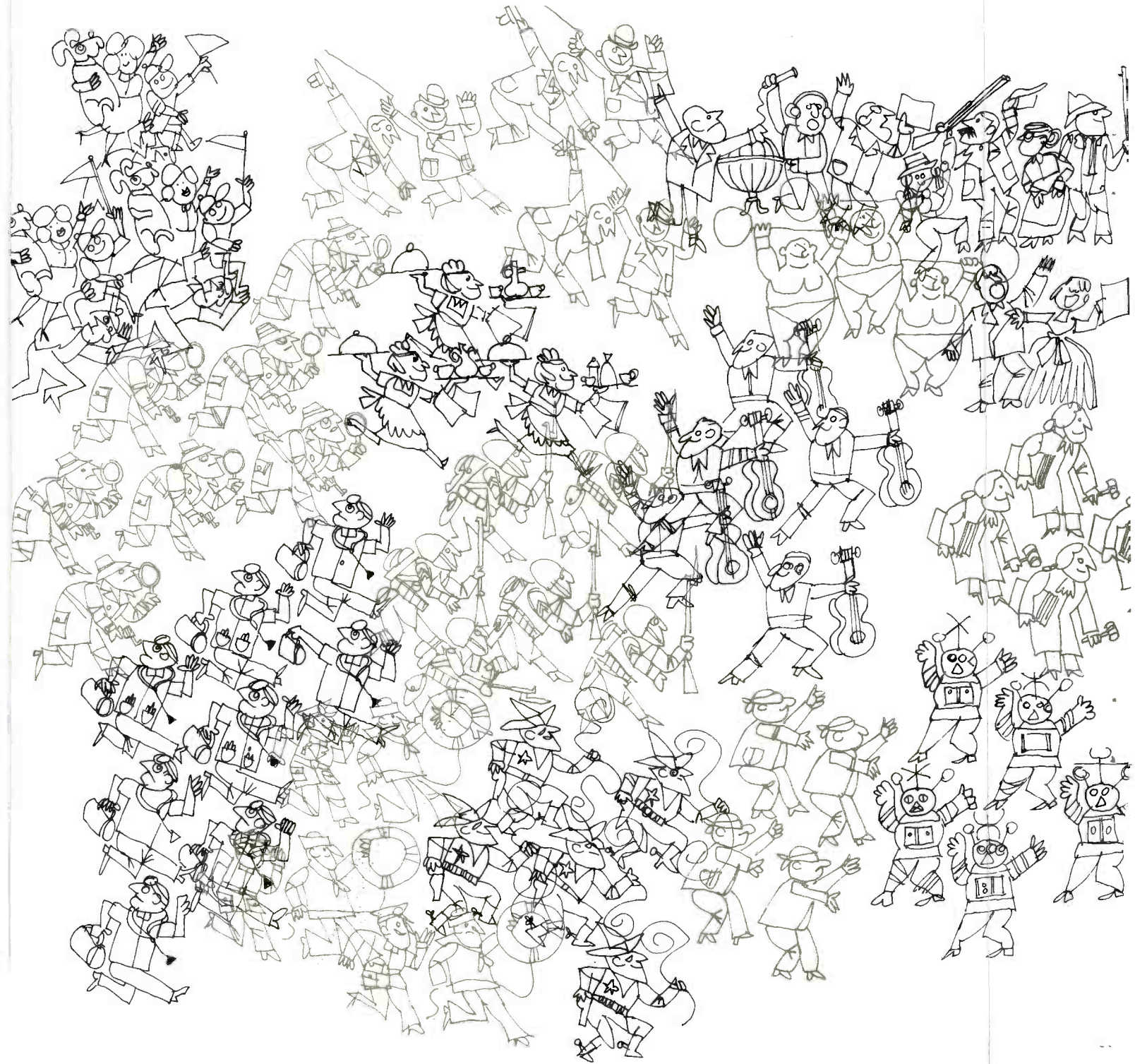
new Alka-Seltzer spot were edited out.

Thus far the agency reports complimentary letters in the hundreds, which, as account executive Barrett Welch points out, is unusual. "People usually write letters to complain. We've gotten very few of those."

One housewife wrote what seems to be the majority feeling:

"I must say I always find your commercial most entertaining and, in fact, better than some programs—no matter what shape they're in." END

THE INS AND OUTS



OF TV'S TRENDS

BY DEBORAH HABER

FIRST there's the original; the public loves it. Then the imitations begin; the critics groan. In most businesses it's called a fad. In television it's called a trend.

Television 1964-65 has added at least two more program trends to the mix: the fantasy show and the nighttime soap opera. The supernatural has laid siege to the networks, led by Frankenstein, Count Dracula and a witch—albeit that Frank's now a gullible husband, Drac's a pudgy grandpa and the witch the curvy bride of an advertising executive. And the broadcast media's oldest art form, led by *Peyton Place's* twice-weekly expose of sin and torment, has come to its most luxuriant flowering. Transylvania has moved to suburbia, and suburbia has gone to the dogs.

Generating the spark in America's imagination that becomes a television trend is uncommonly difficult. Sustaining it is just short of a miracle. Forecasting it is close to impossible.

As vice president in charge of programs for CBS-TV, Michael H. Dann is both a seasoned observer and precipitator of programing trends. He calls forecasting them "the most complicated, the most difficult assignment any program executive can have." Dann says that it is far easier to predict an artistic success. "The challenge of predicting mass phenomena—what becomes popular for 30, 40 or 50 million people—is impossible. We've gone through 10 or 12 major program cycles of one kind or another in the last 15 years. None of them was predictable."

The cycles Dann, his fellow programers and television audiences have passed through thus far are difficult to pin down to specific categories. Roughly, however, it can be argued that there have been 27 program types on the air since 1947. Assigning any one program as the progenitor of each type is a hazardous job—but the box on page 41 attempts it.

Currently, fantasy is riding high on the nation's Niensens. Three new program entries have ridden their time periods into the upper rating register: *Bewitched*, the tale of a modern-day witch married to an ad man, on ABC-TV Thursdays 9-9:30; *The Munsters*, a family of updated Frankensteins cavorting in suburbia, CBS-TV Thursdays 7:30-8, and *The Addams Family*, another situation comedy based on Charles Addams ghoulish cartoons, ABC-TV Fridays 8:30-9. *Bewitched* has made the programing scene as the season's number one new show (second only to *Bonanza* and sharing new show honors occasionally with CBS's service-hillbilly entry *Gomer Pyle*). *The Munsters* is doing nicely too, hovering around No. 18 in the rankings, while *The Addams Family* has been around No. 20.

While it's unusual for new shows to make instant ratings, especially three of the same type at one time, the trend toward the fantastic is not without television precedent. *Addams Family* executive producer David Levy points out that "All the show business rules are set up in a vague fashion. The television programers limited and excluded a

lot of fantasy programing because they said the public wouldn't find it appealing. But I felt this was wrong. The public has always given evidence of being attracted to this type of fare, from *Peter Pan* on. *Topper* [an early TV comedy based on two ghosts who return to earth invisible to all save the series' bewildered hero, and which is still making the rounds in syndication] was a smash. *Mr. Ed* and *My Favorite Martian* were hits too. So I wasn't surprised when the fantasy entries made it this year.

"What was unusual," says Levy, "was that so many people took so long to recognize what was right before their eyes. Fantasy has been a part of man's diet for a long time. It begins with the fairy tales that we're all raised on as children. Walt Disney has always had success with it, in movies and on television. So the clues were there for the picking up. It just took television some time to come to grips with something that's always been there."

Harry Ackerman, executive producer for *Bewitched*, echoes his colleague's theme, that getting the new program type a television airing was no easy feat. "Getting *Bewitched* on the air we had to fight an uphill battle all the way. Fantasies hadn't been welcome at the networks before last season. No one had the courage to try them. The fact that *Martian* did well encouraged us to go."

The reason for *Bewitched* and the *Addams Family's* initial rough going was explained by one producer this way. "There's too much imitation on television. Everybody is guilty of it. The independent producer imitates a successful program type because he wants to make a quick sale. The networks and the advertisers encourage the imitations because they are afraid to take a chance on something that hasn't been done before."

For their part network programers deny that their search for new shows to make new trends is less than adventure-some. At ABC-TV, Douglas Cramer, vice president and director of program development, says "The real success comes when you're first out with something . . . the first serial, the first real fantasy, etc. In any business you live by the support of the people. The greatest success comes from being first with something different. This," Cramer continues, "is particularly true with television that's free in your home. You strive to find pilots that are different from what other people are doing." Programers across the network board concur with Cramer's view. Mort Werner, vice president programs, NBC-TV, says "We deliberately decide to look for something different."

Getting that something different has decided network advantages. In addition to the instant popularity that accompanies a TV trend setter, Mike Dann points out a long-term advantage. "The originals don't die . . . the *Candid Cameras*, the *Defenders*, the *Gunsmokes* . . . they go on. The imitations usually die. The ones that got there first and established the form have a very long run."

Most of the creative hands who shaped the shows that

got "there" this season agree that being first and being different helps the cause for success. As it turned out none had previous knowledge of others making entries into the TV scene. The exact timing of which of the three fantasy shows came to network berths first is sketchy. The best estimates have *Bewitched* firmed up first, next the *Munsters* and third the *Addams Family*. They hit American television audiences almost in a dead heat and with the impact that soon had all making top ratings box office.

In each of these cases there was no deliberate attempt to start a trend. The rule seems to be "Make a show, make a sale and the trends will take care of themselves."

Of this season's three fantasy trend setters, two creators claim their shows originated less from design than lucky accident. Producer Joe Connelly says the *Munsters* came about because "Universal Pictures owned the rights to Frankenstein, the Dracula monster and Daughter of Dracula. Two outside writers, Al Burns and Chris Hayward, brought the idea of the *Munsters* to Universal where it was refined and sold from there." Harry Ackerman says *Bewitched* was born of a meeting last year with Bill Dozier (then vice president in charge of Screen Gems' West Coast television operation) when the two kicked around program ideas until they came on a witch in modern dress married to a New York ad man. Only Levy's *Addams Family* seems to have resulted from a long-range grand design. He states he's been a fan of playwright James Barrie since his college days, says there is a strong element of fantasy running through Barrie's works. Additionally, the *Addams Family* is based on the cartoon characters of Charles Addams, already tested in some degree on American audiences via the *New Yorker* and other magazines.

Most industry hands agree that bringing a new theme to the TV scene doesn't hurt a programmer's cause. *The Munsters'* Joe Connelly says that "What makes these shows a hit is that the idea is fresh. People have seen so much television that they want to see something new. You take *The Beverly Hillbillies* as an example. Last year they were number one in the country and now they're having troubles with the ratings. The plots become too familiar. With the fantasy shows there is a new type of joke and something new to laugh at. The difference between the *Munsters* and the standard situation comedy is that in the *Munsters* you have the joke going for you all the time. That's the big plus."

Connelly adds a point that CBS-TV programmer Mike Dann also finds important. "Children control the set until 9 o'clock and they love monsters. They've always been enchanted by ghosts and spooks."

Audience enchantments, child-wise and otherwise, are studied daily at the Institute for Motivational Research. IMR program director Paul Fox agrees that children have always been attracted to the "goriness and scariness" of the standard Frankenstein movies. But at the same time that they are attracted, says Fox, there is also a fear that manifests itself in nightmares. With the *Munsters* and the *Addams Family* the weird aspect remains but the fear is left behind. It's "the shakes but not the shivers" school of audience reaction.

When a trend hits, many people get into the act of explaining why. No less a personage than George Horsley Smith, Ph.D., chairman of the Department of Psychology, Rutgers University, and author of *Motivation Research in Advertising and Marketing*, recently prepared an article for CBS entitled "A Psychological Discussion of *The*

Munsters' Audience Appeal." In his brief, Smith agrees that playing spooks for laughs is the reason not only for children appeal but that it broadens the premise to apply to grown-up viewers.

"In a sense," says Smith, "watching *The Munsters* offers 'instant reassurance.' Werewolves and bats turn out to be puppy dogs and whippoorwills. And the fiends through whom we express our aggressions are really only clowns, so what's the harm.

"A wild comic camouflage covers the release of the viewers' fears and aggressions. As he comes away refreshed, he may think it is due to the laughter generated by the incongruities of the situation—but it goes far deeper.

"In psychological terms, turning the TV dial to *The Munsters* is a defensive reaction against the insecurities and threats of the real world. The viewer escapes into a fantasy where the traditional symbols of his fears are converted into nice-as-pie-neighbors. It's like falling into the clutches of supposed cannibals who turn out to be friendly natives."

IT ISN'T THE PRESTO-CHANGO

Producers and programmers may not delve into viewer psyches that deeply but they have their own ideas about what appeals to television audiences. In addition to having that certain something that whets a viewer's interest, a new series needs the mechanics of strong casting, tightly-written scripts, an interesting premise. For executive producer Harry Ackerman, the essence of *Bewitched* has little to do with the fact that the heroine can perform feats of magic by wrinkling her pretty nose. "Presto-chango photography is nothing very new for television audiences who've been watching stunts via commercials for a long time. People are drawn to *Bewitched* because of the attractive people in it and their relationships rather than any special effects. Its strength is in the portrayal of the struggles of a newly married couple with an extraordinary circumstance—she's a non-mortal and he's mortal. We strive never to use gimmicks for gimmicks' sake. We're talking about a girl who's striving to be like all other women without magic. She uses magic only when she's forced to resort to it—when her husband needs help or when she's confronted with a problem that she hasn't yet learned to cope with as a human being."

To Ackerman, the gimmick and the switch are more necessary to sell the show to the network and advertiser than the viewer. "If somebody started *Father Knows Best* again today I still think it would go over big with audiences. It's the networks and the advertisers who'd be afraid to put it on."

Special effects have a tendency to become less special with each outing. The too-frequently-done trick becomes tiresome—and costly. As David Levy puts it, "Trick photography involves a great deal of time to come off properly. In television time really represents money."

Many variations of the fantasy programming theme are on the way for next fall's TV. A few will make prime time debuts. Fewer still will survive to become staples. Programmers are well aware that too much of even a good programming thing becomes more than enough for today's television audiences. The day of the happy viewer, content with nothing more than a test pattern and the wonder of the medium, has disappeared. Today's audience has seen it all as far as programming goes. They are sophisticated, slightly jaded and very greedy where TV shows are concerned.

Programmer Mort Werner likens the more knowing viewer to the patron of French restaurants. "If you eat at a French

restaurant every night, you know more about French food. Audiences become more selective as they watch more programming. The kinds of stories being done today couldn't have been done 10 years ago. As people watch programs they become more knowledgeable and selective in their tastes."

Mike Dann says that, "We're veering further and further away from the *Father Knows Best* form of situation comedy. Comedies are being given consistently wilder premises. You've got to keep stimulating the audiences. You've got to keep coming up with new ideas. On television today it's difficult to find a comedy series that stresses the traditional American family. They've done all of those plots. The audience knows all of those situations."

Today's viewer catches on quickly. No sooner does he start getting acquainted with this season's hit than the copies start coming out. The situations begin to wear thin, the writers start spreading themselves out, and what was new and different becomes "another one of those old things."

But even as programmers try to find that something fresh and different, there's something to be said for the imitations. Sometimes a show can make it better the second time around, or the third or even the twelfth. *Bonanza* didn't come along until many years and many westerns had broken the television trail behind *Gunsmoke*. Still, it's a smash. *Casey and Kildare* chased ambulances long after *Medic* first tried it in 1954, and with better ratings results. Any number of service comedies have made the grade since Phil Silvers set the style as Sgt. Bilko. Not being first hasn't hurt *McHale's Navy* or *Gomer Pyle*, the new military hit.

Programs often survive the passing of their trends and frequently even trends survive. The latest in programming is often a revival of the fittest. Currently there is a strong indication that the live variety form, considered one of television's deadest ducks, is back for another prime time cycle. The season's entries list *Ed Sullivan*, *Danny Kaye*, *On Broadway Tonight* and *The Entertainers* on CBS; *Shindig*, *Lawrence Welk Show*, *Jimmy Dean* and *Hollywood Palace* on ABC; *Hullabaloo*, *Andy Williams*, *Jack Paar Program* and *International Showtime* on NBC.

The western, considered a glut on the TV market, is making a tentative bid for a return to power. NBC's newest show of that type, *Branded*, debuted last month. ABC's interested in four western pilots for '65-'66: *The Big Valley*, *F Troop*, *The Legend of Jesse James* and *The Shendoah Man*. CBS is looking at *The Wild West* as a series possibility.

Mike Dann explains the rebirth phenomenon this way. "No form is permanently dead. Anything well done can come back but it depends on time. A western may have a chance today but a few years ago it didn't because there were too many of them."

ABC's Doug Cramer agrees. "If five ghost comedies came on the air next season, *Bewitched*, though it may be just as good a show as it was this year, won't seem as good. There are just so many ghost bits you can do. It would diminish *Peyton Place* if there were too many serials on the air at the same time. But there are only so many basic forms of entertainment. As one form comes in and is successful others come in to imitate it and then they go on their way out. But they return. Right now there are no police shows on the air. A few years ago the air was filled with them--*Naked City*, *Brenner*, *87th Precinct*, etc. But we'll return to that form again, and others."

The death of a trend is a combination of public attrition,

To page 57

Comedy

| | |
|------------------------------|----------|
| FAMILY SITUATION: | |
| The Goldbergs | 1949 CBS |
| Life of Riley | 1949 NBC |
| FEATURED COMIC: | |
| Morey Amsterdam Show | 1948 ABC |
| FANTASY-SUPERNATURAL: | |
| Topper | 1953 CBS |
| HILLBILLY: | |
| The Real McCoys | 1957 ABC |
| ANIMATED: | |
| The Flintstones | 1960 ABC |
| MONSTER: | |
| The Munsters | 1964 CBS |
| Addams Family | 1964 ABC |
| MILITARY: | |
| The Phil Silvers Show | 1955 CBS |

Children-oriented

| | |
|-------------------|----------|
| Disneyland | 1954 ABC |
| Lassie | 1954 CBS |
| Rin Tin Tin | 1954 ABC |

Music

| | |
|--------------------------|----------|
| Voice of Firestone | 1949 NBC |
|--------------------------|----------|

Drama

| | |
|-----------------------------|----------|
| HALF-HOUR ANTHOLOGY: | |
| Ford Theater | 1948 CBS |
| HOOR ANTHOLOGY: | |
| Kraft TV Theater | 1948 NBC |
| Philco Playhouse | 1948 NBC |
| 90-MINUTE ANTHOLOGY: | |
| Playhouse 90 | 1956 CBS |

Game Show

| | |
|------------------------|----------|
| Twenty Questions | 1950 ABC |
| Beat the Clock | 1950 CBS |

Quiz Show

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|-------------------------|----------|
| PANEL: | |
| What's My Line? | 1950 CBS |
| Pantomime Quiz | 1950 CBS |
| BIG MONEY: | |
| \$64,000 Question | 1955 CBS |

Feature Movie

| | |
|----------------------------|----------|
| Famous Film Festival | 1956 ABC |
|----------------------------|----------|

Sports

| | |
|---------------------------|----------|
| Cavalcade of Sports | 1947 NBC |
|---------------------------|----------|

Variety

| | |
|------------------------------------|----------|
| Ed Sullivan | 1948 CBS |
| Arthur Godfrey's Talent Scouts ... | 1948 CBS |
| Texaco Star Theater | 1948 NBC |
| Admiral Radio Review | 1948 NBC |

Public Affairs

| | |
|----------------------|----------|
| PANEL: | |
| Meet the Press | 1949 NBC |
| DOCUMENTARY: | |
| See It Now | 1955 CBS |

Western

| | |
|------------------|----------|
| Gunsmoke | 1955 CBS |
| Cheyenne | 1955 ABC |
| Wyatt Earp | 1955 ABC |

Action-Adventure

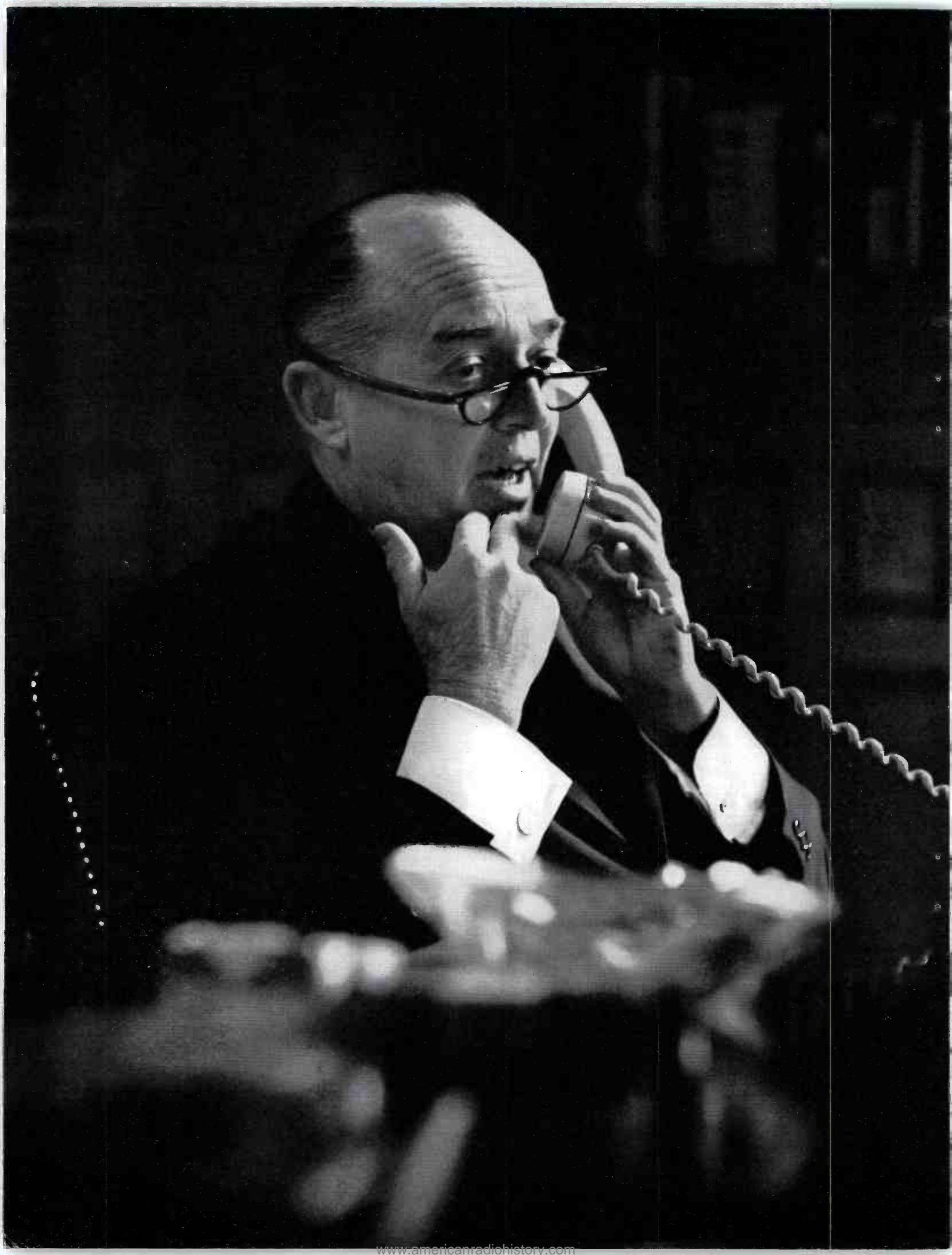
| | |
|-----------------------|----------|
| 77 Sunset Strip | 1958 ABC |
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Nighttime Serial

| | |
|------------------------|----------|
| One Man's Family | 1949 NBC |
|------------------------|----------|

Series Hero Types

| | |
|----------------------------------|----------|
| DETECTIVE: | |
| Man Against Crime | 1949 CBS |
| LAWYER: | |
| Perry Mason | 1957 CBS |
| DOCTOR: | |
| Medic | 1954 NBC |
| JAMES BONDIAN ADVENTURER: | |
| Man From U.N.C.L.E. | 1954 NBC |



FRANK SMITH

THE CAPITAL MAN OF CAPITAL CITIES

BY MORRIS J. GELMAN

NEITHER end of the scale measuring human accomplishment can claim him. He's not notorious and he's not celebrated. He falls in that great, gaping void in between, peopled usually by the unremarkable.

He's a man named Smith and the chances are that the rank and file of the broadcasting industry either never heard of him, or, if they did, know little about him. He's wanted it that way. It's all part of a carefully thought out business plan. Just about everything this unheralded Smith does is thoroughly planned and part of a bigger plan.

He's a conservative, is Mr. Smith—conservative in a manner laced heavily with pragmatism, going forward, not backward. Advance, regenerate and entrench is his ideology. He's used this approach to mold one of the most vital station groups in the business.

Like its creator, the organization is compact, tough, aggressive, shrewd and efficient. There's little wasted motion with either. Flamboyance is not their way.

Yet the gambling instinct is strong in Smith. "I invited a few friends to a crap shoot." That's the way he refers to a \$6.5 million station purchase he engineered some years back. And that's the way he tends to think of high finance. Yet he handles such negotiations with a Wall Street banker's finesse. His trading touch is all velvet on top and sinew beneath.

He knows people, can read them like a hand of cards. He also knows how to play them, how to make the most of every deal. It's all done with an impassive face and a seemingly effortless manner that reveals practically nothing of himself.

Yet that's not the whole of it. He's no con man. The people he plays with are not easily bluffed. They've sat down with the sharpest of operators and can read through the best of poker faces. There's a sympathy for people in the man, an interested regard for their problems, a genuine concern for their well-being. Most of all, his relationships with people build from a base of trust.

"From the very first he impressed me as a man of absolutely 100% integrity," says his long-time associate Lowell Thomas. "I had a feeling that anything he said, that was it, anything he could do for you, he'd do it."

What he's most intrigued by are situations of power and people vying for it. He doesn't necessarily want to dangle in that arena himself, but he would seem to be happiest when he's pulling the strings.

This uncommon Smith is Frank Milton Smith and he's chairman of the board and chief executive officer of Capital Cities Broadcasting Corp. Like the man himself, mention of the company doesn't always elicit a spontaneous, sharp response from people in the business. It was a late starter in the station ownership race, and its basic strength is not in the top 10 markets from which the better-known images are cast. Some industry people think of Capital Cities as an aggressive yet relatively small outfit trying to muscle into the big time. Others, more knowing perhaps, but no more astute, think of it solely as a money-making machine.

On Wall Street, among the more alert analysts, no station group comes away with better grades.

"We consider Capital Cities to be the most attractive group broadcasting stock," comments an analyst for an old-line Wall Street house. "It has a superior earnings growth record, most of its properties do extremely well. We think it has young, smart, capable management and its line-up of stations is comparatively well-balanced."

"They like us on the Street," says Donald A. Pels, Capital Cities' treasurer, "because they like our management. They think we know how to run broadcasting properties in the public interest and for profit, both."

Essentially, what the financial community sees when it looks at Capital Cities Broadcasting is a major investment vehicle in what, belatedly, has come to be recognized as a big business. The company owns and operates five VHF television stations, all but one—in Raleigh-Durham—in a top 50 market. They are WTEN Albany, N. Y.; WKBW-TV Buffalo, N. Y.; WSAB-TV Charleston-Huntington, W. Va.; WPRO-TV Providence, R. I., and WTVB Raleigh-Durham, N. C. In addition, it owns and operates a UHF station—WCDC Adams, Mass.—which is a satellite to its Albany station. The company also owns and operates six AM and three FM radio stations. They are WPRO-AM-FM Providence, R. I.; WROW-AM Albany, N. Y.; WKBW-AM Buffalo, N. Y.;

CLOSEUP: FRANK SMITH *continued*

WSAZ-AM Charleston-Huntington, W. Va.; WJR-AM-FM Detroit, and WPAT-AM-FM Paterson, N. J. With the exception of a 40% stock interest in New York Subways Advertising Co., a firm selling advertising space in the New York City subway system, that's the sum of Capital Cities' operations.

Out of this tight-knit, well-placed spread of broadcasting outlets (according to TELEVISION MAGAZINE's most recent ranking—beginning page 58—Capital Cities' VHF stations are situated in markets ranking from the 11th to 56th largest in the nation) comes a steady, ever-increasing flow of revenues and profits. In 1964, for the ninth consecutive year—or every year of its existence—the company reported record broadcasting income (after agency commissions) and pre-tax profits. Full-year revenues were \$20.4 million, a 20.3% gain over the previous year. Pre-tax profits, now nearing the \$6 million mark, showed a 39% gain over the 1963 calendar year.

Focusing in on the profit line of Capital Cities' past performances shows the solid vitality of the company (see chart, page 45). Since 1958, when the corner on such earnings was first turned, pre-tax profits have increased an impressive 180% overall. Profits increased by 33.3% in 1959, 300% in 1960, 50% in 1961 and 41.7% in 1962.

When the net profits per share lines on Capital Cities' financial reports are examined for the 1958 through 1964 period, they show, in aggregate, a lavish 650% increase, from 27 cents per share to \$2.02 per share. Not surprisingly, as a direct correlation to these signs of well-being, the company's stock has prospered over the years. Traded over-the-counter at a low of 4½ in 1958, it sold last year on the American Stock Exchange for a high of 36⅞. At last look—as of the middle of February—it was hovering around \$34 a share.

1964'S TOP PERFORMER

Just in the 12 months from Dec. 16, 1963, to Dec. 15, 1964, the price of the stock increased 15¾ points, or 81% (see "Focus on Finance," TELEVISION MAGAZINE, January 1965). That was the biggest percentage of gain registered by any station group operator getting most of its revenues from a broadcasting source.

Even to the financially uninitiated, statistics such as these suggest progressive development of a most emphatic nature. Admittedly, because the company started in an embryo state, some of that growth came as natural as high-pitched voices to adolescent boys, still much of it was beyond the logic of even indulgent expectations. To those financial and broadcasting observers who know the company best, Capital Cities is identified most singularly with its consistent and attractive growth pattern.

The how of that growth—in its generalities at least—is no great secret. Every station group organization in the business is aware of its techniques—indeed, has probably applied them to its own situation. Acquisition of a property that is not realizing its potential is the key, going in and achieving that potential is the unlocking of the door.

Today, perhaps better than most groups, Capital Cities knows the equations that make this formula work. All of its properties have been bought rather than constructed. All, basically—in varying degrees—were suffering from under-developed sales or other operational syndromes. And all, today, are functioning more efficiently than they were before or are definitely astride the road to greater fulfillment.

These properties have not come cheaply or easily. They've been bought for what seemed like high prices at the time. On more than one occasion there have been industry feelings that maybe Capital Cities was being taken in a deal.

Whenever Capital Cities is involved in a transaction one thing is sure: Frank Smith is at the controls. After 10 years of trading in the pressure-filled station marketplace and with at least a half dozen big buys notched to his credit, he finds no cause for regret.

"We've never looked for bargains," he points out. "We just looked for anything for sale for a price that was fair. But every buy we've made has turned out to be a bargain."

What happened in the fall of 1961 is indicative of how Capital Cities has been able to bid high—even for a property apparently fully matured—and still turn the situation to advantage. For by every possible criterion, WPAT, a standard AM radio station with an FM affiliate, both in Paterson, N. J., already had reached a stage of extravagant attainment by the time Smith and Capital Cities came calling. Thanks to enlightened programing and sales policies, WPAT had developed from a hapless money-loser to one of the more profitable radio stations in the country. Reaching into the jammed New York market it had made a place of considerable popularity for itself.

Capital Cities bought WPAT-AM-FM for \$5,467,871. Granted the station's highly enviable attainments and position, that was a great deal of money to pay for it, especially since it was only a small, out-of-market, 5 kw facility with limited coverage in New York. Some seven years before it had sold for a mere \$300,000. In addition, there was a serious question in some minds as to how much more business could be squeezed out of a station which already had attracted enough national advertising to account for 95% of gross billings and whose new advertising was rising at a 25% clip annually.

It was a precarious time for Capital Cities. The WPAT deal was closed in October and an even bigger buy, the purchase of WKBW-AM-TV Buffalo for \$14 million, was consummated in November. The acquisition money had been borrowed and one of the banks involved was not entirely enthusiastic about the amount of money paid for WPAT. But soon afterwards that same bank became a believer.

Frank Smith remembers the episode in some detail. "Here was a station," he recounted for TELEVISION last month, "that had a unique image, comparable let's say to the *New Yorker* magazine. Now it was never going to be as big as a 50,000 watt station like WNEW or WOR or WINS, because its coverage was limited. But it could perform a function—and was doing so then—that was very important and enormously valuable."

The logic in the situation, according to Smith, was clear-cut. "The station was sitting with about 6% of the audience in the market and only about 4% of the dollars. Obviously the people who ran the station knew what to do in programing, in audience promotion, and equally obviously, they didn't know how to sell it. With the kind of quality product such as they had to sell, they should have been getting 7% of the dollars.

"We didn't change a thing at WPAT, never have, except the sales force," Smith explained. "It looked like a foolish purchase because in 1961 the station made \$280,000 before taxes. It makes several times that now." (Independent estimates indicate that Capital Cities now is clearing more than \$800,000 a year in pre-tax profits from the station.)

The experience with WPAT makes a particularly impor-

CAPITAL CITIES' FINANCIAL TRACK RECORD Gross and profit figures in millions

| | 1955 | 1956 | Change | 1957 | Change | 1958 | Change | 1959 | Change | 1960 | Change | 1961 | Change | 1962 | Change | 1963 | Change | 1964 | Change |
|-----------------|------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| GROSS | \$4 | \$1.0 | 150% | \$1.9 | 90% | \$2.6 | 36.8% | \$5.4 | 107.7% | \$7.5 | 38.9% | \$10.5 | 40% | \$15.7 | 49.5% | \$17.0 | 8.3% | \$20.4 | 20.3% |
| PROFIT | (.4) | (.1) | 75% | (.1) | — | .3 | 400% | 0.4 | 33.3% | 1.6 | 300% | 2.4 | 50% | 3.4 | 41.7% | 4.1 | 20.6% | 5.7 | 39% |
| EARNINGS | — | — | — | — | — | .27 | — | 0.16 | 68.8% | 0.65 | 306.3% | 0.93 | 43.1% | 1.32 | 41.9% | 1.49 | 12.9% | 2.02 | 35.6% |
| DIVIDEND | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — |
| RANGE | | | | | | 7-4% | | 10-7 | | 11-8 | | 24-10 | | 21-10 | | 25-17 | | 36%-20 | |

tant point about Capital Cities. Radio is not the hub of its operations, but neither is it some mere decorative or barely supporting spoke. It has become a rapidly growing part of the company's business. Between 25% and 30% of all operating profits before depreciation comes from the sale of radio time. That probably makes Capital Cities bigger in radio than most other station groups.

Realistically, though, the primary thrust of the business, obviously, is toward television. And it's in television that Smith and Capital Cities have made the deepest impressions.

When Frank Smith was mentioned to an exceptionally knowledgeable television time salesman for another major station organization last month, his reaction was spontaneous: "I'm not going to question a thing he's done. Any guy that can start out with one crummy UHF station and 10 years later own five really solid VHF's, he's got to have written the book. He must be quite a dealer."

It's as a dealer or trader or, in even more gentle terms, as a negotiator, that Smith derives his most satisfaction, enjoyment, kicks out of business. Question him about his personal life and the answers are monosyllabic, wary, sometimes abrupt. But there's no necessity to bear down for details about acquisitions. All that's needed is an encouraging inquiry and the words come tumbling out, fleshed in colorful terms, spoken with absolute self-confidence and authority and with genuine enjoyment, the way a gourmet reminisces about the seven-course meal he savored in the south of France.

Here is Frank Smith speaking generally about what has come to be broadcasting's biggest game of all: the fine art of station trading. "We got into this business late, but we've gone pretty far in 10 years," he begins. "It looked like we had missed the boat, that there weren't many more opportunities left when we got into business—but there were. We did miss a lot of opportunities, but we've had some pretty good breaks, too. The missed opportunities happened because in some cases we were out-manuevered by our colleagues.

"For instance," he continues, "I was quite sure I had made a deal for channel 6 [WITI-TV] in Milwaukee in 1958. At 11:30 in the morning my lawyers were ready to draw up the papers. At four o'clock in the afternoon George Storer made the deal [the station was sold to Storer by Independent Television Inc. for \$4,336,250].

"On the other hand," Smith goes on, "there have been times when we've been first. On balance these things even out. It takes a long, long while and a great deal of patience to make a deal in our business, a good one, a large one, that is."

Some four years ago Smith threw his trading line out, almost landed a whopper, settled instead for a smaller but still substantial catch. Transcontinent Television Corp. had its five TV stations and six radio stations on the block.

"We thought that in the spring of '61 we had reached an agreement with the principal owners of Transcontinent to buy their properties at 15½ for their stock," recalls Smith. "Taft Broadcasting subsequently paid about \$22 a share for the stations. Ed Petry, Ed Voynow and Jack Wrather, all of whom had a substantial piece of the company, were very much in favor of the proposal we were making. They lined up a great deal of support for it. We talked at first to one group of stockholders and then to the other. We could get an agreement from one and then the other, but could never get it from both at the same time.

"Meanwhile," Smith adds, "Hub Taft had reached an agreement with Dr. Churchill [Dr. Clinton H. Churchill, pioneer broadcaster and principal owner of the Buffalo stations] and bought WKBW [AM and TV]. They shook hands on it, but fell out over the details. Lew Avery [of the station representative firm of Avery-Knodel] came to me and said 'I think you can make this deal with Dr. Churchill if you try.' 'Well,' I said, 'I have never been in an auction and I'm not going into one now. If he's going to use me to boost the price up to Taft or vice versa, well I just won't play.'

"'No,' he said, 'He doesn't want to make a deal with Hub; they're not good friends anymore.' Then Churchill came to New York," Smith picks up the thread of the incident again. "I went over to the Hotel Plaza to see him two or three times. We finally made a deal subject to his getting a favorable tax ruling, which took five or six months to conclude. And all during that time he had the right to back out, but happily for us he didn't. We consider that a wonderful acquisition."

The purchase of WKBW-AM-TV Buffalo by Capital Cities Broadcasting for \$14 million cash was consummated on May 25, 1961, and approved by the FCC later that year. Like all but the most recent of the company's acquisitions (the former Goodwill group properties which have not been owned long enough to be counted in such an estimate) the Buffalo stations have come up roses. Their profits have increased more than 45% since the takeover.

Yet as big a catch as the Buffalo stations have proved to be, Frank Smith has a still bigger one to his credit. A year ago he bought three radio and two TV properties from Goodwill Stations for an aggregate price of almost \$22 million. The buys brought Smith and Capital Cities to a long-awaited goal: under the multiple ownership rules they had reached their full numerical strength—ownership of five VHF stations. (Actually, the addition of the two Goodwill V's put Capital Cities one over the FCC limit of five and WJRT Flint, Mich., had to be spun off to John B. Poole, an officer and stockholder in the purchasing company.)

Smith negotiated the deal with John F. Patt, chairman of Goodwill, and Worth H. Kramer, its president. But the

CLOSEUP: FRANK SMITH *continued*

majority of the stock in the company—almost 31%—was owned by the estate of the late G. A. Richards and the executors proved to be somewhat contrary.

Smith tells what happened: "I think," he says, "we talked to the people at Goodwill for more than two years before we made that deal. It was even in all the newspapers for seven months before we concluded it. The trustees of the Dick Richards trust agreed with John Patt and Worth Kramer on a price and we then agreed on it too. We sent them a written formal offer and they were to present it to all their stockholders, but the trustees of the Richards' estate decided they didn't want to do it. But when we made the final deal, seven months later, it was at the same price. The conditions were not changed materially as far as we were concerned. As far as they were concerned," he points out, "little things that they wanted were added. They had never before told us about them, but we could readily agree and we did.

"That's the history of this type of negotiation," Smith adds as an afterthought. "It's just endless. It takes forever."

Yet it's almost certain that Smith enjoys every second of it. When the fun and excitement of playing big business is over, however, there's still the question of how to make the business pay off. More specifically, how is Capital Cities able to go into a given market situation with a newly purchased station and get more dollars than the former owners? Comments Thomas S. Murphy, president of Capital Cities Broadcasting: "We try harder with better people; that's the philosophy of the company. We eliminate all kinds of red tape. Our people don't get any kind of interference from Smitty or me. They get some help if they need it. The system works if you get the right people and the climate of our company attracts them."

"We believe in getting the best guys and letting them work against their own abilities," adds company treasurer Don Pels. "The people we get want to find how far they can go, want to run their own show. We probably have about 600 people working for us and about 150 of them actually make a difference in our profits through management decisions. That includes all the station general managers, all their department heads, all the sales guys and a lot of other people. We encourage that. Smitty does. It all really comes down from Smitty."

The importance of this philosophy to the company's well-being cannot be overstressed. It's the principal reason Capital Cities has been so lean and hungry a pursuer of new sales opportunities. It may also have spurred some of the stations into providing a better service to viewers, a change that often occurs when Capital Cities takes over a property but one that tends to be obscured by the station's earnings growth.

Frank Smith spelled out three key tenets of the approach recently: "We don't believe in a very large, active or dominant central office. We always have had young men run the operations. Our main stock in trade is autonomy for the stations."

Each phase of Smith's management plan has been put into effect. The company really does practice decentralization. Its headquarters office in New York has a total executive staff of three people in addition to Smith. They are Tom Murphy, Don Pels and controller Robert Gelles.

Youth is inordinately served. The average age of the company's 16 vice presidents and its most important department heads is 38.

And a "very special type young executive" is attracted to the company. Tom Murphy, 39, is a good example. Last October, 10 years to the day after he took his first job with the company, he was elected president and chief operating officer of Capital Cities Broadcasting. A measure of his special capabilities is his position as the chairman of the important CBS-TV Affiliates Advisory Board.

Joseph P. Dougherty, vice president and general manager of WPRO-TV Providence, is another of the special breed of aggressive, progressive, young fire-eaters that have been drawn into the company's fold by way of Smith's personal appeal and the incentive of his *laissez faire* management attitudes. Dougherty, who joined the company in April 1959 when the WPRO properties were purchased, formerly had been with Westinghouse Broadcasting Corp. Tall, rugged-looking, Dougherty exudes a strength and firmness of purpose—he leaves the impression that he would not be out of place on the bridge of a Navy destroyer. In a market the size of Providence he has to be a figure of commanding force.

Harry Bernstein, executive vice president of Bo Bernstein & Co., a major New England advertising agency, has been first-hand witness to what Frank Smith has wrought in the Providence market.

"I saw WPRO before Capital Cities and after," he comments. "What makes Capital Cities tick is Joe Dougherty and others like him. They get their people big and weighty. If you don't come and join them, you better leave town. Since they took over, the market picture here has changed considerably. Up to that point it was bush league. Capital Cities went forward. They know their business, are willing to take risks and willing to scrap anything if it doesn't work. The whole market has benefited and TV viewing has improved for the viewer. It's strictly management here that makes the difference."

THE WPRO CASE HISTORY

WPRO gives striking illustration of what makes the Capital Cities mechanism different. The station was purchased six years ago for \$6,505,808 from Cherry & Webb Broadcasting Co.—the owner of, among other things, a large local department store. According to what seem to be impartial sources, the station had a sales problem under its former ownership. Almost total reliance was placed on the national station rep. Local sales lagged, amounting to a bare 8% or 9% of total billings. The sales staff consisted of a general sales manager, a local sales manager and clerical help. The station apparently was top-heavy, from the new owner's viewpoint, in technical people. A strategic revamping took place. Some of the technicians made way for a growing sales force.

Tremendous emphasis was put on local business. For the business gospel at Capital Cities has it that newspapers are getting too many local dollars and television too few. The fault, it's emphasized, is the lack of effort on the part of most TV stations to sell the medium locally. There's as much as \$1 billion in added revenues waiting for television in the local market, Smith is convinced, and salesmen are urged to go after it with vigor, determination and a sense of creativity.

Currently, at WPRO, there's a sales staff of seven, comparable in size to many bigger market stations in the country. Included, along with general and local sales managers, is a national sales coordinator, a man assigned to act as a liaison between management reps, food brokers and all the people important to local retailing in the market.

"The point is," explains John McCrory, WPRO-TV's new general sales manager, "we're trying to convert dollars from other media into television. We're looking to find a creative approach to spark the imagination, to show how the local account relates to television. This is television talking right to them."

WPRO also employs a commercial production manager who's assigned to help local advertisers with their television campaigns. A studio at the station was converted expressly to facilitate the making of local commercials. As a result of this concentrated effort local sales are now up to about 20% of total sales, a 250% improvement.

Capital Cities also made a decided push on sports and public service programming when it took control of WPRO. Informational and community service programming were carefully planned and projected over the broadcast year. Now at least a half-hour of public service programming is shown every month. Last February the station presented three such programs in prime time.

Capital Cities, too, covered the 1961 Eichmann trial in its entirety. Catching other stations and the three national TV networks flat-footed, the station group grabbed off sole filming and taping rights to the courtroom proceedings and then made the coverage available to all communications media throughout the world at cost. This news coverage coup didn't make money (it was a non-profit venture), didn't make many industry friends (the networks especially displayed ire over having to bargain for news footage), but was of enormous prestige value.

But if WPRO's inner workings have been dazzling, its outer shell could hardly be more pedestrian. Don't expect to see a brick and mortar palace where a Capital Cities' station stands. Cost consciousness is stamped on every stick of furniture. It is in every office at the station level. For that's another crucial element in Smith's scheme of things.

In WPRO's hulking factory of a building, the walls of individual offices (Dougherty's is only a slight improvement) are so close together a visitor drawing a deep breath is subject to claustrophobia. The station's TV studios—there are two—have the bedraggled, ancient look of leftovers from "Birth of a Nation" days.

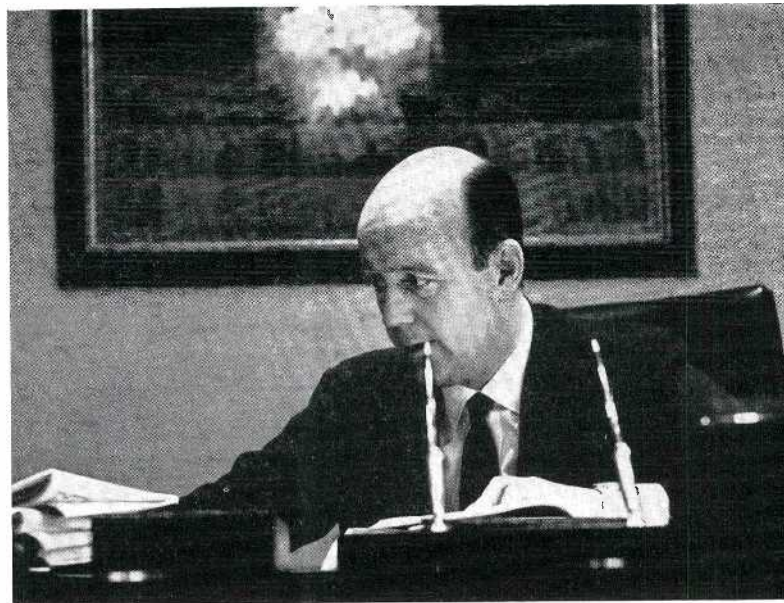
"We're not interested in building monuments to anyone," explains Joe Dougherty. "We're more interested in improving our audience and sales positions. We try to utilize every inch of space we have, remodel for immediate needs and upgrade our equipment when necessary."

It all stems from Smith. For these are the cards he's learned were best to play from more than 30 years of being a businessman—a special kind of businessman—whose whole career has been devoted to the business of communications.

It's been a career that has crossed the paths and traveled down the road with many prominent industry figures—Milton H. Biow, Arde Bulova, Bernice Judis, John L. Clark, Hazard E. Reeves, Niles Trammell, Mike Todd and, of course, Lowell Thomas—but always as a background participant, never as the center of attention. For the capital cog in Capital Cities has always preferred to carry on in anonymity.

Frank Milton Smith certainly started life anonymously enough, born in an obscure northeast corner of Tennessee, on the Kentucky border, in the coal mining town of Jellico (current population: 2,212) on January 26, 1910. His father, who also sold mining supplies, was a prominent and relatively affluent country banker.

At 17, young Smith journeyed into Virginia, enrolled at Washington & Lee University in Lexington. His record of



Tom Murphy is president and chief operating officer of Capital Cities. He epitomizes the young, "take charge-type" executives who occupy the company's key posts. Autonomy is their byword.

accomplishment as an undergraduate strongly suggests that here was someone very likely to succeed: two years on student newspaper, member of college board, treasurer and secretary of Fancy Dress Ball, on executive committee of Final Dance Ball, assistant manager of football team, on Christian Council, member of social fraternity Alpha Tau Omega and science fraternity Sigma Xi. He topped that off by graduating with a business administration degree and a Phi Beta Kappa key in 1931.

Next stop on Smith's road to Madison Avenue was Cambridge, Mass., where he attended Harvard University's Graduate School of Business Administration for two years, getting his master's degree in 1933. There seemed no doubt where Smith was headed. He was going to be a businessman, probably a stockbroker, and soon was ensconced at Wall Street's Lehman Brothers, investment brokers, where he started at a salary of \$100 a month.

Enter here that wispy force called chance, responsible for more changes of direction than a back-seat driver. Smith was going with a girl who wanted to be a professional singer. Hoping to meet talent agents, she dragged him to a cocktail party. It was a real chic affair. Leo Reisman's orchestra was entertaining and the conversation was scintillating. But Smith was not having a good time; he felt out of place.

A man of noticeable poise spotted him, asked questions, seemed interested in his background. He was the party's host, Milton H. Biow, the owner of a small but growing and aggressive advertising agency.

"How would you like to work for me?" Biow asked. "Come see me at my office tomorrow at 5." It was perfect wish fulfillment and, of course, Smith kept the appointment, was hired for \$45 a month more than he had been earning.

"That was the crossroad of my life," remarks Smith today. "It changed everything for me."

The Biow Advertising Agency, which before it closed in 1953 was the largest agency in the country owned by one

CLOSEUP: FRANK SMITH *continued*

man, gave Smith his fundamental grounding in broadcasting and media. He was witness to the masterful buildup of Philip Morris cigarettes from a little-known brand to a leader in the field. He also was privy to the birth of WNEW, one of the nation's great radio stations.

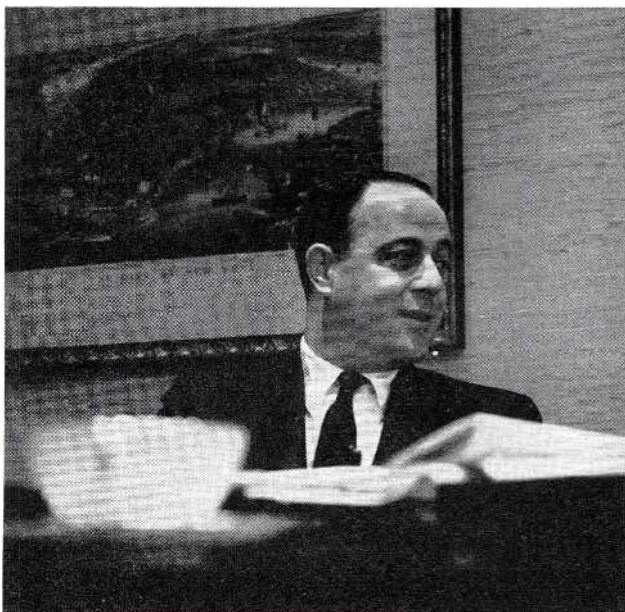
Arde Bulova, chairman of the Bulova Watch Co. and along with Dick O'Day and Milton Biow an owner of WNEW, was a determined man of awesome drive. And Bernice Judis, the immensely creative and enterprising manager of WNEW, was prominent in Smith's life in those days. There's little doubt that she, Bulova and Biow made their mark on young Mr. Smith.

There's even less reason to wonder about the next person of influence in Frank Smith's life. John Lindsay Clark, director of the entire operation of Crosley's WLW, then a 500,000-watt station in Cincinnati and the world's most powerful commercial broadcasting station, probably did more than any one person or any thing to focus Smith's business outlook, mold his techniques, cast his style. It's from Clark, for example, that he acquired his passion for anonymity.

When Frank Smith went to work for John L. Clark and WLW, in 1935, he was joining the top act in broadcasting, learning from the best man in the country about how to run a station operation.

Smith was made sales and commercial manager of the station but soon had another job—peacemaker.

"Powell Crosley was an unbelievable personality," Smith says with a smile. "He really wasn't a great businessman, but he made a terrible lot of money. He was a fine gambler, a shrewd and able speculator, with an overriding personality. He and Clark were never friends. Clark didn't want to talk to him and shortly after I was at WLW all the relationships between the station and the Crosley Corporation were handled by me. It was quite an experience to talk to Mr.



Donald Pels, another of Smith's cadre of young executives, is treasurer of Capital Cities and one of the four men who make up the tight-knit headquarters delegation of the company.

Crosley," Smith recalls. "His ideas were positive, to say the least."

The lessons learned at WLW were, of course, another turning point in Smith's career. He stayed for two years. In 1937, the Gruen Watch Co. in Cincinnati, after offering him a job for more than a year, got the ante up so high he couldn't turn it down. Smith joined the company as advertising manager and stayed for 18 months.

Niles Trammell, then vice president of NBC's central division and soon to become the network's president, observed Smith in action back in those days.

"I could see," he said last month, "that Frank Smith knew people and knew how to handle them. It was obvious that he was very smart."

BACK WITH CLARK

But Smith was bored at Gruen Watch. He wanted to get back into radio advertising. Meanwhile, John Clark had started Trans-American Broadcasting & Television Corp. as an entirely new entity in the broadcasting field devoted to commercial program development and sales. In 1939 Smith left Gruen Watch and went to work for Trans-American as a vice president.

"We were pioneers in the independent production of radio programs," Smith explains, "and at the same time we were sales reps for WLW. I was involved in the production of all kinds of programs. From the earliest days of television we did specials, some with Mike Todd, and then everything from the *Texaco Star Theater* to *Life Can Be Beautiful* to transcribed shows called *Uncle Natural* for the Chilean Nitrate Co."

When World War II came along, Smith served under Paul V. McNutt, chairman of the War Manpower Commission, and also worked with the War Production Board, both with the production of special broadcasting shows. One of the radio programs he handled during the war was *Victory is Our Business*, sponsored by General Motors and starring Lowell Thomas. It was the beginning of the proverbial beautiful friendship.

But before that relationship really had an opportunity to blossom, one already in flower just faded away. Frank Smith tells what happened: "Trans-American was thriving," he recounts. "We were the largest thing in town in our field and then, just out of the blue, for no reason I'll ever know, John Clark changed the direction of the company and most of us resigned to go elsewhere." Clark eventually gave up the business and never returned. But Lowell Thomas was to be an even closer friend to Smith.

Reporter, author, newscaster, world traveler, high-adventurer, Lowell Thomas had been all of these things in his life before he met Frank Smith, but he had never been truly rich. Being a generous man, he had given away too much. Being an independent man, he didn't believe in managers, preferred to handle his own business affairs.

"As a result," Thomas confirms, "since 1915, when my career began, I had my shirt and pants taken off of me."

By 1946, the change in the personal tax structure, brought on by the war, created new financial worries for Thomas. For 16 years the Sun Oil Co. of Philadelphia had sponsored his Blue Network radio program. Now the company, getting paternalistic, wanted to tie him up to what amounted to a lifetime contract. The taxation changes made such a contract unattractive. Thomas didn't know what to do, didn't know where to turn. But he remembered Frank Smith from the time they did the General Motors' radio show together.

"He was one of the most impressive men I had ever met in all my years of being involved with the public," Thomas says. He found that Smith had gone to Florida for vacation, rounded him up, told him his problem and got him to come north and handle his business affairs.

"He took on the whole Sun Oil empire and switched my show to Procter & Gamble," Thomas remembers. "He can handle any problem in the business world."

Smith and Thomas have been good for each other, there's no doubt about that. Comments a broadcasting veteran who knows and is fond of both: "It's been a marvelous relationship. Lowell opened the doors for Frank, helped him to meet all the right people and Frank, in turn, made a great deal of money for Lowell."

Smith became business manager for another client in 1948, but one who was of an entirely different sort than Lowell Thomas. They worked together in the production of Broadway musicals, television shows and outdoor pageants at the Jones Beach Marine Stadium in New York. Frank Smith tells about this colorful man best: "I was in business with Mike Todd for pretty close to four years and I only lost \$26,000. I know nobody else who can make that statement. I had a remarkable time with Mike and a very educational, very exciting time. He was an incredible fellow, one who deserves to be a legend and he will be and will be more so as time goes on.

"He was as fine a promoter as the entertainment industry ever saw," Smith feels. "If he had any talent as a producer or if he could have associated himself with people of talent, he would have been a giant in the business. But his judgment," Smith adds, "was very bad as to what was good theater and what was not. Yet his ability to sell bad theater was astonishing and his ability to keep on selling himself, with the kind of record he had, was unheard of."

Smith and Todd parted after both got involved in a new variation to an old movie theme, the attempt to give added dimension to the motion picture screen by a process called Cinerama.

Smith came into the venture by way of his association with Lowell Thomas, but, still, as he says, "through the sheerest possible accident." The Cinerama process was invented by a former Paramount Pictures' employe named Fred Waller and was resuscitated at its low ebb by a sound engineer named Hazard E. Reeves (now chairman of Reeves Broadcasting Corp.). Thomas knew both men and became enthusiastic about Cinerama's future. A closed corporation (first called Thomas-Todd Productions Inc., then Cinerama Productions Corp.) was formed to produce and promote Cinerama films, with Thomas and Smith, who was managing director and executive vice president of the company, putting up the initial money. Todd had no financial investment, but was invited along because it was felt his talents as a showman would be useful.

They were. But Todd also became a serious embarrassment. His creditors were jamming Cinerama's waiting room and he was finally told to look for another address and another enterprise.

Cinerama started out as a great success (its first presentation, "This Is Cinerama," got critical raves and grossed \$17 million in its first two years), but only to bring on disension within the company. Because of disagreements among themselves the original investors—there were 26—eventually sold out for much less than the favorable terms Smith had all but negotiated for them some months earlier.

Says Smith about the experience: "It was exciting and fun, but so frustrating."

Still, Smith made valuable contacts. Such Cinerama people as Roger Strauss, head of American Smelting & Refining Co., impressed with the Smith manner and mode of operation, were prepared to back him in any new venture.

Happy to be rid of his motion picture entanglements, Smith decided to do what friends—principally Dr. Frank Stanton at CBS—had urged him to do as far back as 1950: buy into television.

In 1954, he gathered together 22 investors, almost all of them Cinerama associates, added some local people from the market involved, and took over a bankrupt UHF station—WROW-TV, channel 41—in Albany, N. Y. The initial investment was \$850,000. Later another \$450,000 was thrown into the pot. It seemed like a hopeless situation because Smith's station was competing against a V in the market, but the idea from the start was that maybe the FCC would come and convert the whole market to VHF coverage.

Smith told everyone that \$1.25 million would have to be sunk into the operation because that was the only sensible way to project the losses and because he had no idea how long it would take the FCC to act (it took longer than he thought). The station had a long and difficult time, losing a great deal of money. But it was wisely budgeted for just such a contingency. Before the profit corner was turned, Capital Cities ended up with \$1 million tax loss carry forward. Because of the Albany losses, the company didn't start paying full taxes until 1960.

Tom Murphy was general manager of the Albany station in those early and precarious days. He's not likely to forget soon what happened and who was instrumental in making it come out right in the end.

GUTS AND MONEY

"Anyone with less guts would have folded his tent and quietly stolen away," he remarks. "What Smitty did was to compete with a V, the way nobody else ever tried before, by putting up a series of satellite UHF stations. We bought channel 41 and then we applied and put channel 29 on the air, which was to try to cover the western flank of our coverage area. Then we went and bought channel 19 out, which was in Massachusetts, to try and cover the eastern area. That was done at great expense. That was pouring more hard cash into what could have been a whirlpool. In effect we were running our own little UHF network. It was a very, very tough job, but we eventually got 90% conversion in metropolitan market of Albany, Schenectady and Troy."

On Dec. 1, 1957, the FCC dropped channel 10 into the Albany market and Capital Cities, changing the call letters from WCDA to WTEN, finally had its long-awaited Albany VHF station. But two months earlier, the company, taking the initiative, acquired all of the outstanding stock of Durham Broadcasting Enterprises Inc. for \$1,680,600 and in return picked up its second TV station, WTVB Durham-Raleigh. Capital Cities had become a group owner and Frank Smith's crap shoot was turning into a series of straight passes.

Now, at 55, still a brisk, dynamic man, Smith is reaping the benefits of winning the gamble. He spends February through March of every year in Florida, at the Surf Club in North Miami Beach. While there he swims, plays golf (usually at the Indian Creek Country Club) and goes to the track (he and his wife own two thoroughbred horses). But he's never far from the telephone or business. One anecdote has it that he got into swim trunks for a dip in the ocean at 8 one morning, took time out to make a long

CLOSEUP: FRANK SMITH *continued*

distance call and nine hours later, at cocktail time, was in the same attire, still on the phone.

His routine in New York is more predictable. He commutes to the city via his chauffeur-driven car from his finely appointed home on the Choate estate in Pleasantville, New York, about an hour travel-time away. Fairly often he will be in his office by 8, shave and have a light breakfast before the rest of the staff arrives. He likes this time, too, for catching up on his reading—newspapers or any written material that is likely to cross his desk.

Smith and the telephone are almost inseparable. He does little dictation; most of his responses to important written inquiries are passed on through telephone conversations. He believes this gives him a better insight into people, that inflections detected over the phone can indicate how a man might feel about a business or policy matter.

He almost never goes out to lunch. He much prefers to eat at his desk, reading, dictating, working right through the lunch period. The formal working day ends at 5:30, but in actuality it lasts until at least 7. There are always people in—bankers, attorneys, station operators—having

cocktails and partaking in business conversations. Smith, who's often not home until 8:30, will have a quiet dinner and then get busy on the phone again.

Hardly what could be classified as a joiner (just too busy, is the explanation), he is a member of the Chemical Bank-New York Trust Co. Mid-Town Advisory Board. He's also chairman of the admissions committee and vice president of the Sleepy Hollow Country Club in Scarborough, N. Y.

Smith is married to the former Helen Conrath. They've been married for 30 years and have two children, Helen Smith Biser, 27, of Briar Cliff, L.I., and Frank Randell Smith, 25, a stockbroker with the Wall Street firm of Shearson Hammill & Co. Smith is a grandfather, by his daughter, of a boy and a girl.

In addition to Lowell Thomas, other close friends of Smith are Neil Lundburg, president of the Sleepy Hollow Country Club, and a wealthy Canadian financier named Bradley Streit.

As of last year, Frank Smith was the only stockholder in Capital Cities to own more than 10% of the company. His 126,347 shares owned beneficially constituted 10.6% of the then outstanding common stock. As chairman of the board

HINDSIGHT *from page 35*

from a greater lead-in than projected and managing to top that by two points. This rise, too, was a reflection of the *Wagon Train* failure.

At 8:30 Cornell expected *Sullivan* to get a 3.3 rating increase. It actually enjoyed a 4.6 rise. ABC, bringing in *Broadside* at that time, was also expected to increase its audience, and it did, but by a bigger than estimated margin. Both differences are pinned on the disappointing performance of NBC's *Bill Dana Show*.

A remarkable switch of viewing patterns took place at 9. It was believed that *My Living Doll* would wind up a half point ahead of ABC's *Sunday Night Movies*. It came in two points behind, but that's not really surprising. The drastic switch involved CBS, with its audience going over to NBC and *Bonanza*. The forecast underestimated that transference by more than six points.

The extreme miss, of course, was due to *My Living Doll*. Even though a pilot of the show hadn't been seen, it was felt that the show would be above average due in large part to its engaging premise and strong lead-in. The premise was thought to be good enough to attract a large number of younger adults. It not only didn't do that, it lost about half of its preassembled audience.

The *Joey Bishop Show*, CBS's 9 o'clock entry, proved an even greater failure than *My Living Doll*. It came in at the mid-point of two continuity shows—ABC's *Sunday Night Movies* and NBC's *Bonanza*—and failed to hold even *Living Doll's* audience. Since there was no major set usage change at the time to provide extenuating circumstances, its 11

rating and 16% share probably gave *Joey Bishop* the blackest performance marks of any prime time show this season. Its problems undoubtedly started with the audience loss suffered by its lead-in program, *My Living Doll*. The extent of this striking dissipation of audience certainly was not anticipated and consequently the *Joey Bishop Show* turned into the biggest percentage error of the September forecast.

Another baffling development was in evidence at 10. NBC's *The Rogues* suffered more of a percentage loss of audience than *My Living Doll*. It had the season's biggest preassembled audience, thanks to *Bonanza*, and still failed badly. Its competitive situation wasn't critical though *Candid Camera* on CBS admittedly is an attractive and popular program. The 10 o'clock audience had missed an hour of the other competing program, the movies, and at that point it was not easy for them to switch to it. Then, too, that they hadn't watched the movies before was good indication that they were rejecting the program for something else.

The failure of *The Rogues* was possibly the most shocking flop of the season. Most critics and creative people felt that it had brilliant casting, writing, production and performances and yet there must have been something terribly wrong with the series. Not since Milton Berle and his *Texaco Star Theater* were completely overwhelming the prime time schedule did any network lose so much audience after a given hour. *Bonanza* averaged a 52% share of audience and *The Rogues* only 28%. *Rogues* came in with a lead-in three times as great as

the one *Candid Camera* got on CBS and still was third in the time period.

Why and where did the show fail? Jim Cornell thinks it is restricted by its communicative form. "Obviously," he says, "the technical aspects of the program are not at fault. But it's difficult for the average viewer to identify with the situations as they are presented. Quite a few of these shows are set in foreign surroundings. The people in the cast are always unusual people. They are highly articulate; their manners are different. These are essentially foreign situations and people can't get involved. That's why the show doesn't have strong, broad appeal."

The net result of this was that even though the *Joey Bishop Show* drove almost all the viewers off CBS, the failure of *The Rogues* drove them right back again. *Candid Camera* got a point more rating than expected, though it didn't get nearly as much lead-in. Normally the 11 point lead-in inherited from *Joey Bishop* would have been of severe harm, but *The Rogues* couldn't capitalize on it.

The only programming change that took place at 10:30 was *What's My Line?* on CBS. It got pretty much of a ride-through audience from *Candid Camera*.

Overall, it was estimated that CBS would carry the night by half a rating point. Actually NBC won by .7 of a rating point. It was figured that both networks would be far ahead of ABC and in a broad way this is exactly the way it worked out.

MONDAY

The pivotal program in this evening's lineup was *Voyage to the Bottom of the*

and chief executive officer his salary is \$60,000 a year.

Smith concerns himself most these days with the long term planning and growth ideas for Capital Cities. The day-to-day operations of the company are handled by Tom Murphy. But the FCC's recent action which calls for an almost automatic hearing every time the owner of a VHF outlet in one of the top 50 cities tries to buy another V in another of the top 50 threatens to stymie Smith's field of operations for a time.

But Capital Cities' head man is too battle-scarred to press any panic button. "I think the commission will reverse its position promptly," he asserts. "This is a clear-cut error. It is founded on no fact whatsoever. I'm sure that the industry will make itself heard here in pretty vocal fashion.

"Why it's just as simple as pie," he continues in tones that carry traces both of the South and the Midwest. "There isn't a competitor in one of our towns who would suggest in the dark of night that they do a better public service job than we do. This ruling condemns us all. How would you like to be in a business where you're told you can never grow?"

Will Capital Cities grow if the multiple ownership ruling is upheld? Company treasurer Don Pels thinks that "just

possibly, 20 years down the road, we'll be running a company which has a small division in the broadcasting business." He points out that the group still has the opportunity, even under FCC restrictions, to add another radio station to its holdings.

Comments Frank Smith: "We're committed to a program to grow completely outside of broadcasting. The things we're looking at are consumer products or services that can be promoted with the kind of selling we understand."

Capital Cities has a heavy debt burden ("We owe a lot of money [some \$32 million], but we never owed more than we could comfortably foresee paying back," is Smith's explanation) and the company doesn't pay dividends. Conservative investors tend to shy away from the stock. Some industry observers point out that other than its minority interest in transit advertising, the company is not diversified. There are others in the business who feel that Capital Cities will "pull a Transcontinent someday, dump all its stations in a few prominent laps and come away with the biggest killing in broadcasting history."

But Frank Smith is still rolling sevens for Capital Cities. He's had a remarkable run and he's not the type to cash in his chips. The smart money is betting with him. END

Sea. Figured to be an also-ran, it showed up amazingly strong. The ABC network's audience ratings were up quite a bit during the 7:30-8:30 time periods, while CBS and NBC ratings were down. Credit *Voyage to the Bottom* as the causative factor. True, the *Bristol Court* trilogy was not figured to do very well, but it got even less audience than anticipated because *Voyage to the Bottom* did so very well.

To Tell The Truth and *I've Got a Secret* on CBS both also got less audience than was estimated, but again because so many viewers unexpectedly were tied up with ABC. The underestimate of *Voyage* stemmed, the feeling is strong, from a misleading pilot. "After seeing the pilot of this show," explains analyst Cornell, "I thought this was going to be kid's stuff, pure and simple. It was full of corny dialogue. That posed a serious flaw for potential adult viewers. But they got rid of that Saturday morning, Superman approach pretty much in succeeding programs. As a result the show now does have a lot of adults watching it."

No Time For Sergeants, ABC's 8:30 entry, also came in higher than expected, not so much because it was misjudged, but more because it benefited from such a healthy lead-in. It was felt that there'd be an increase in the CBS audience of better than two rating points when the *Andy Griffith Show* came on at 8:30. It turned out to be more than that because *Voyage to the Bottom of the Sea*, the big audience attraction of the previous time periods, was no longer on the air and things began to move back to normal.

The *Bristol Court* half-hours at NBC,

for the most part, were tabbed correctly. Thus the 8:30-9:00 slot was really an equalizing period for the evening. The forecast correctly estimated that *Griffith*, *Sergeants* and the *Bristol Court* half-hour would finish in one, two, three order.

It was projected that there would be a slight loss of ABC audience going into *Wendy & Me* at 9 and that the show would get a 27% share, down 2 share points from the previous half-hour. Actually the show lost more audience than that, mostly due to the shift back to CBS. *Lucy*, the CBS program, had a little better lead-in than anticipated and consequently came up with a little better audience share and rating. NBC's *Andy Williams Show*, which during the November-December '64 survey period included two *Jonathan Winters Specials*, came in fairly well as expected. The Winters specials actually did better than the Williams shows.

At 9:30 the projection was that there would be a four point rating loss on CBS with the presentation of *Many Happy Returns*. It turned out to be a six point rating drop and can only be interpreted as a rejection of the program by viewers. The *Bing Crosby Show* on ABC was expected to experience a three point rise in share. It didn't materialize because the older adults in the audience—particularly the older women—who were expected to move from CBS's *Lucy* at 9 to ABC at 9:30, switched instead to *Andy Williams*.

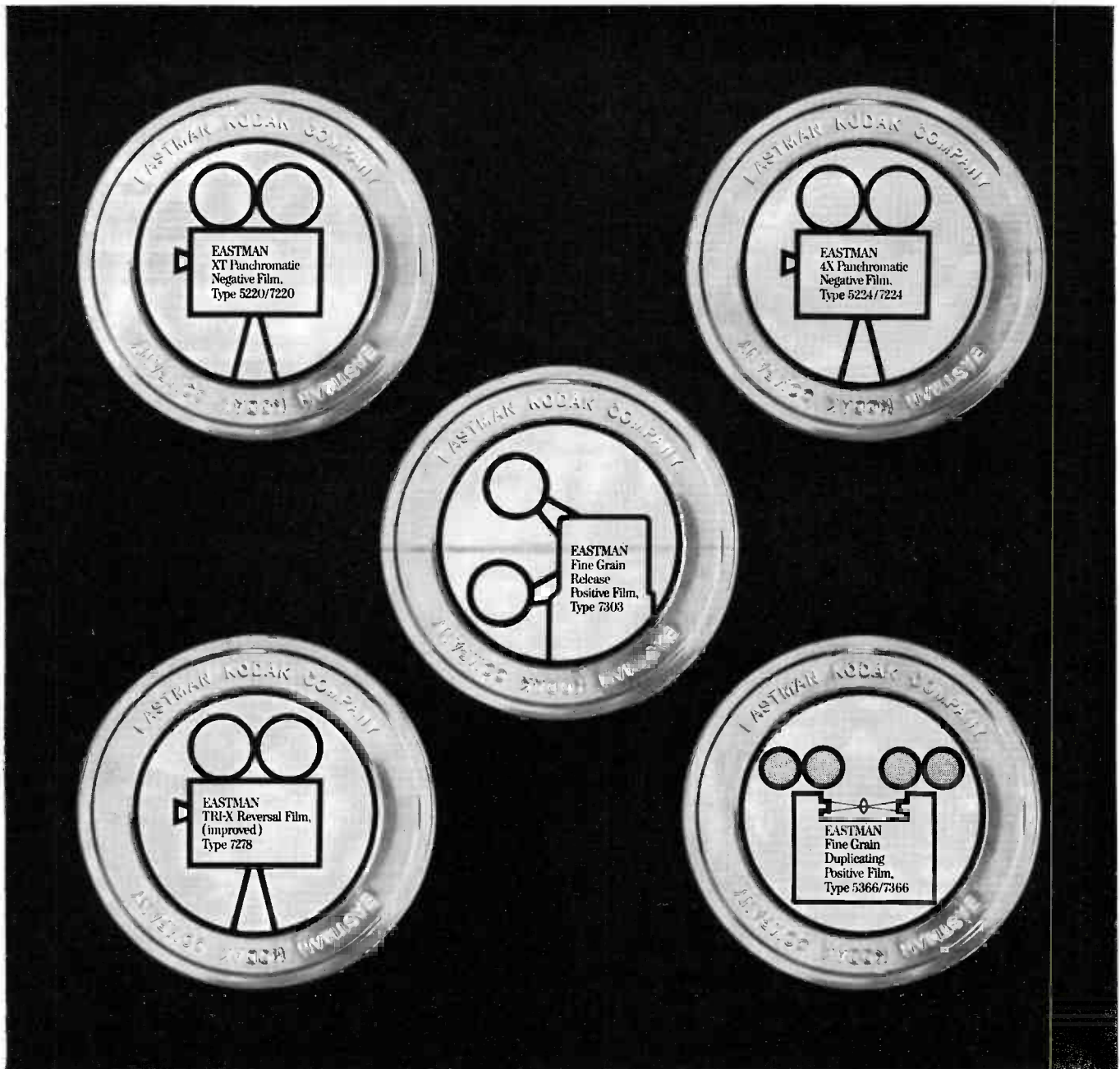
The biggest baffler of the night, and perhaps of the whole week, was the considerable drop in set usage that occurred at 10. Possibly the biggest increase in

set usage ever to hit the networks came several seasons back when *Ben Casey* took over the Monday at 10 time slot for ABC. Set usage went up about seven points at that time. When *Casey* moved out of the time period last season (only to face the onslaught of the *Beverly Hillsbillies* at 9 on Wednesdays) set usage dropped about seven points. Now that *Casey* moved back and the *Alfred Hitchcock Hour* shifted over to NBC to enhance the time period still further, the assumption was that set usage would rise once more.

It didn't happen, and probably for at least two reasons. For one, *Slattery's People* on CBS turned out to be less of an audience draw than anybody had supposed—and nobody had thought of it as a blockbuster. Then, too, *Hitchcock*, for some reason, was not nearly as appealing as in the past. It was estimated that the program would lose no more than a point for NBC at 10. It lost almost six points. What's more, there was a distinct audience loss evidenced during the course of the show.

There was a pre-season feeling in the industry that once a show had been killed in the ratings race the way *Hillsbillies* murdered *Casey* last season, it could never recover. The September forecast differed, saying that *Casey* would ride high again. It won its time period handily, getting a better share of audience than anticipated.

In the aggregate, CBS was expected to be a comfortable winner on Monday evening and NBC to be a lagging third. The estimate was correct on NBC, but ABC edged up over CBS. The difference in the network averages on Monday can



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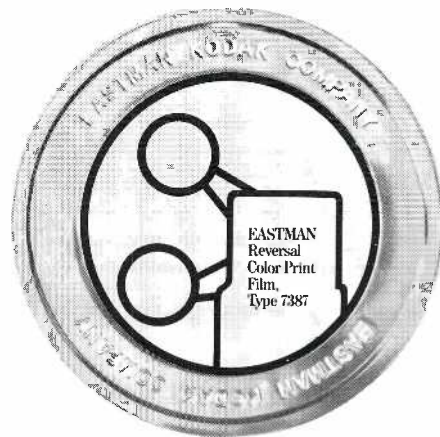
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'The Man From U.N.C.L.E.' has a split personality on TV; it plays to two audiences

be attributed almost entirely to one program with a very misleading pilot—*Voyage to the Bottom of the Sea*.

TUESDAY

This evening starts off with a real surprise. The 7:30 time period is identical to last season's lineup with CBS out of the competitive fray via an open half-hour, and NBC's *Mr. Novak* pitted against ABC's *Combat*. These shows competed with one another week after week and there didn't seem to be any reason for audience patterns to change. There wasn't anything different about these shows this year to warrant a change in audience. Yet *Combat* got a lot more viewers this time out. It was projected to get a 34% share of audience and it got a 40% share. It's puzzling, to say the least.

At 8 the assumption was that both *Novak* and *Combat* would increase their audiences some, but they got more viewers than expected. This was due to the slump of *World War I*. Despite this, the *Red Skelton Hour*—which followed *World War I* at 8:30 on CBS—was right up there again with a sizeable audience. There's a compensating factor here. *Skelton's* lead-in was a distinct disappointment, but neither did it have as strong a competitor as anticipated. This reference is to the failure of *The Man From U.N.C.L.E.* on NBC. The belief here is that the program was definitely in the wrong time period (it has since been switched to Monday evening, still with indifferent success). Its 19 point rating lead-in from *Novak* was deceptive. *Novak* delivered the very people who were bound to be the least interested in *U.N.C.L.E.*, namely older women, and a certain number of older men. It might as well have had a 10% share as the 29% share it got from *Novak* for all the good that it did the series. They were probably the wrong people.

Although the pilot of the series was generally acknowledged, along with the one for *The Rogues*, to be the best of the season, *U.N.C.L.E.* tends to play to a selective audience. Explains Jim Cornell: "We strongly suspect that there are two different audiences for this program. There's one audience, the upper-socio-educational intellect who views this as one of the really great comedies on the air. They laugh heartily all the way through it. The program really titillates their sense of humor. Then there's another group, I'm sure, that takes it as it's played. To them it's another mystery show. It's one of the few programs I know that has two separate and distinct audiences."

Audience flow charts would seem to indicate that there was a big movement

of older women away from the end of *Novak* to the beginning of *Skelton*. The estimates on *McHale's Navy*, ABC's 8:30 competitor, were extremely close to actual performance. Still, given its unexpectedly high lead-in from the end of *Combat*, it would not have been surprising to see *McHale* do better. But that would be overlooking the consistent pull of the *Skelton* show. Once again it proved a strong performer.

ABC suffered a loss of viewers at 9 with the kids in its *McHale's* audience—those that are allowed to stay up—swinging away from *The Tycoon* and into the second half of *Skelton*. *Tycoon* does not have any great appeal to children. On NBC *The Man From U.N.C.L.E.* audience rode through the second half of the show.

Examination of performances at 9:30 reveals two significant things which took place. One was the unquestioned failure of *That Was The Week That Was*. The other was the movement of audience away from NBC, due to *TW3's* lack of pull, to the other two networks. Actually, *Peyton Place* on ABC probably benefited more from this audience shift than CBS's *Petticoat Junction*. Still, the September forecast had *Petticoat Junction* beating its ABC competition by three rating points and it won by two.

Another surprising failure was apparent at 10. It's difficult to know how much of that failure to ascribe to the change in format that was instituted, but the ratings show that *The Doctors and the Nurses* (nee *The Nurses*) did not appeal to audiences this season. As a result, *The Fugitive*, always a strong show, got five ratings points more than expected and came in stronger still with a 40% share of audience. For its media values, Cornell thinks this to be the best show on the air. *The Bell Telephone Hour* on NBC has an iron-clad record of performance over a number of years on the prime time schedule. The estimates made for it were essentially correct.

Tuesday evening in general was predicted to be CBS's by 4 of a rating point over ABC. But CBS was hurt badly by the failure of *The Doctors and the Nurses* and its average rating for the evening slumped considerably. ABC came on to capture the evening, with NBC finishing a far-off third as expected.

WEDNESDAY

Everything worked out basically the way it was supposed to the first hour of this night. That's not surprising. It was the only consecutive hour in the schedule where the same shows were back on each network from the previous season. Rating estimates for the *Adventures of Ozzie & Harriet* and the *Patty Duke Show* on

ABC, the first hour of the 90-minute long *The Virginian* on NBC and *CBS Reports* all came within roughly two points of results. Again, here, there was a rise—perhaps a seasonal thing—in set usage, most of which went to NBC.

When the 1964-65 network schedule forecast was formulated there was a big question of how much audience the *Beverly Hillbillies* could pull away from an established continuity show such as *The Virginian*. The *Hillbillies* were estimated to be strong enough to draw off a little more than a rating point of audience from the NBC series. The program turned out to have a trifle stronger pull than that. *The Virginian* dropped almost two points. The difference here, however, is that it was expected that a sizeable percentage of children from *Patty Duke* would move over into the *Hillbillies*, but they didn't. They stayed with *Shindig*. That's what was in back of the disappointing showing turned in by the *Hillbillies*. Still, the CBS audience went from a 10.6 rating with *CBS Reports* to a 24.0 rating with the *Hillbillies*, and that's a tremendous jump.

An offsetting thing happened at 9. The *Hillbillies* got a lower audience than expected but there was a swing of audience from the end of *Virginian* to the *Dick Van Dyke Show*. This was the audience that watched *Hillbillies*, *Van Dyke* and *Virginian* last season when they were also shown on Wednesday nights but in non-competitive time periods. This season *Hillbillies* got thrown in against *Virginian* and the surprising *Shindig* with the result that the *Van Dyke Show* came away with the better rating.

But the real loser in the 9 o'clock slot was ABC's *Mickey*. Great shakes were not expected of *Mickey*, but the series got less audience than was imagined. *Wednesday Night at the Movies* on NBC did pretty much as was thought. It lost a little of the *Virginian's* audience and that was no surprise.

At 9:30, the *Cara Williams Show* shook the CBS schedule for the night. Because it was figured to be one of the top new shows of the season, this miss is one of the more puzzling ones. Projections for the show were made without the benefit of a pilot. The viewpoint was taken that there was a probability that because Miss Williams is a good performer, the program would attract a decent audience. If it did, with the favorable time period it had, it was bound to get really big ratings. Instead it came in with an 18.1 rating, second to the movies on NBC. Out of 40 new programs, it ranked 16, at the median point and not necessarily failing.

The *Cara Williams* lead-in did hurt

the *Danny Kaye Show*, the series that followed at 10, but only a trifle. Cornell predicted that *Kaye* would attract a 33% share at first, building into a 37% share in the second half-hour. It got 31% and 36% shares.

Burke's Law went along as anticipated. The forecast said it would get a 28% share and a 29% share and it got a 27% share and a 29% share. That's as good an estimate as was made for the entire schedule.

In general it was expected that NBC would be the winner on this night and ABC the loser and it worked out that way. NBC got a little bit more audience than was anticipated, due largely to the unexplained increase in set usage from 7:30 to 8:30. Its victory was achieved on the strength of only a two-program schedule for the night. CBS's strength was sapped somewhat by the drop of the *Hillbillies* and the inability of *Cara Williams* to live up to expectations.

It also was projected that moving the *Beverly Hillbillies* into the 8:30 slot would increase set usage at that time and so it did. But set usage was definitely off at 9 and even more sets were turned off at 9:30. That diminishing audience probably hurt *Cara Williams'* rating more than it did *Burke's Law* or the movies on NBC.

THURSDAY

This evening began with great numbers of children in the audience and they took to CBS's *The Munsters* by storm. In the last three seasons, research would seem to bear out, *The Flintstones*, *The Munsters'* 7:30 ABC competition, was the number one show for children in prime time. But this season they apparently became disenchanted with animated cavemen and turned instead to slapstick ghouls who spelled doom for *The Flintstones*.

Daniel Boone, on NBC, did poorly

with teenagers, but did considerably better with younger children and relatively well with older adults. That's what the forecast said it would do, although it probably drew an even bigger older adult audience than expected. *The Munsters*, too, attracted a surprisingly large older adult audience.

A remarkable thing happened at 8:00. *Daniel Boone* being hour-long, the first half-hour should have some effect on the second half-hour. Yet *Boone's* audience went up more than two rating points from 8:00-8:30. What happened is that millions of children moved over into *Boone* at the conclusion of *The Munsters*. For the 8:00 entry on CBS is *Perry Mason* and, past history indicates, if there's anything kids have rated rock-bottom all along it's this show.

But even more millions moved over to ABC and the *Donna Reed Show*. This series has always been big with children, both teenagers and the group from 6 to 12. Due greatly to this generous flow of children, *Donna Reed* was able to overcome its disappointing lead-in from *The Flintstones* and wind up in a tie for leadership of the time period. *Daniel Boone*, one of the few dark horse new series to pay off handsomely, was the co-leader with a 20.2 rating. *Perry Mason*, holding on to its sizeable force of older adult viewers, finished just .6 of a rating point behind *Reed* and *Boone*. Thus, Thursday at 8, unlike any other time period during the week, legitimately did not belong to any network.

All three network shows presented at 8:30 competed against one another two seasons back. The past record on them seemed certain, with most of the guesswork eliminated. Yet *My Three Sons* turned in one of the most puzzling performances of the season. It got a resounding 24.8 rating and a 38% share of audience to soundly beat *Perry Mason* and completely trounce the once most popular *Dr. Kildare*.

Why this sudden spurt after going along for years at a much more modest pace? The theory here is that all those extra kids that moved into the second half of *Daniel Boone* so unexpectedly, switched over to *My Three Sons* rather than stay with *Dr. Kildare*. Actually *Kildare* got a bigger lead-in than was thought possible, but it didn't do the series any good because they weren't people who were interested. So, avoiding *Perry Mason*, they flocked to *My Three Sons*, giving it a really big rating and one of the September forecast's big misses.

Bewitched, the glamour show of the season, came into ABC's 9 o'clock time slot benefiting greatly from its lead-in, but it attracted an audience far beyond what it received. So strong was its pull that it created a unique situation. *Password* on CBS lost enormous numbers of the viewers it inherited from *Perry Mason*. Exclaims Jim Cornell: "*Password*, in daytime, in Sundays, Thursdays and wherever it has been, has shown a tremendous strength of appeal to older women, women over 50, even over 65 and little else. You show me anywhere on past schedules where it follows a program that has appeal to the old, like *Perry Mason*, and I'll show you where it keeps that audience, no matter what it competes against. This season it didn't hold that audience. This is the first time in audience data that I have ever seen a program that is highly selective to a group of people, having that kind of audience preassembled for it in huge numbers, and not holding that segment."

Unquestionably this development has to be a direct reflection of the strength of appeal of *Bewitched*. It came in more than 12 rating points higher than estimated.

And because *Bewitched* did so good, *Peyton Place*, which followed at 9:30 on ABC, also came up a winner, a substantially bigger one than its Tuesday night

RATINGS ARE THE LEAST OF IT, SAYS N. W. AYER'S JIM CORNELL

THERE'S a strong belief on the part of program analyst Cornell and the N. W. Ayer agency that program estimates should be turned out on the basis of a range. The only reason they use exact numbers, they point out, is that it makes it easier for checking purposes. But the numbers used in the forecast, they stress, don't have the meaning usually expressed by a finite number.

For example, Cornell and Ayer don't believe that a program estimated with a 17.9 rating is going to get more audience than a competing program with a 17.5 rating. "We don't think," says Cornell, "that there's any significance or meaning to picking a winner between programs that have a rating differential of less than a rating point. What we're saying," he emphasizes, "is that there are two programs that are going to be about the same and way ahead of the third one. It shouldn't be taken any finer than that."

Going a step further, N. W. Ayer's program analyst does not

feel that set tuning is a measure of advertising exposure. "When you're advertising," he says, "you're trying to impress exclusively. What you're trying to get is not only the incidence of purchase but the volume of purchase. You're trying to reach the right kind of home. If there are six people in the family, that household buys three times as much soap as the one with two people. The incidence of purchase is almost unanimous in all homes but there's a big, big difference of purchase between old and young households. First, you've got to sell the purchasing agent—the mother. Then you want to reach the younger housewife. On that basis, *The Fugitive* is the number one show on the air. It reaches more women under the age of 50."

TELEVISION MAGAZINE's September 1964 forecast story focused strongly on estimates of viewer breakdowns by program. Viewer data for the November-December '64 rating period, however, is not yet available for checking estimating accuracy.

HINDSIGHT *continued*

counterpart. Obviously, because it's a continuing series, there was no difference in the strength of appeal of the two segments. But Thursday's version got a 26.8 rating and a 43% share, while Tuesday's episode got only a 23.1 rating and a 36% share. The difference was in lead-ins. Tuesday's predecessor program was *The Tycoon* with a 30 share, while Thursday's lead-in was a fat 45% share courtesy of *Bewitched*. *Peyton Place* wasn't able to retain all of that *Bewitched* audience but it held enough to capture the time period handily from CBS's *The Baileys of Balboa* and NBC's *Hazel*. *Baileys* was all but snowed under. Its lead-in was down six rating points from what had been anticipated. It got sandwiched between the failure of *Password* and the huge success of *Bewitched*. Oddly enough, *Hazel* didn't have the size of lead-in it had come to expect from *Kildare*, but the series still attracted a respectable number of viewers. A lot of the older women viewers swung over from the end of *Perry Mason* to *Hazel* to compensate for the loss of lead-in.

There were three hour-long shows filling the network time from 10:00-11:00. The *Jimmy Dean Show*, cashing in on ABC's large *Peyton Place* audience, got a slightly higher rating than anticipated. *The Defenders*, bearing the weight of the crushing defeats suffered by two preceding programs, *Password* and *Baileys of Balboa*, failed to rise to the occasion. Pegged as the slight time period winner in the pre-season forecast, it staggered in with a 13.8 rating. Admittedly it was hurt by poor lead-in, but when the ratings get down that low, there's strong suspicion that there could be something more drastically wrong with the series. As a result of *The Defenders'* problem in attracting audience, NBC's *Kraft Suspense Theater* romped away with the time period.

Thursday turned out to be the most undisciplined night of the week. It was a night when the chalk players missed out, past performance took a beating, the long-shots came in, and generally strange things happened. CBS began the evening with a roar called *The Munsters*, maintained its shout somewhat with *Perry Mason* and then just faded away to a whisper. On the other hand, ABC, expected to be a woeful third in the evening's competition, stormed into command behind the three-pronged assault of *My Three Sons*, *Bewitched* and *Peyton Place*.

FRIDAY

On this evening at 7:30, *Jonny Quest* on ABC got about a point more in rating than was expected, but still came in with only a 15.4 rating which, in most instances, spells failure. It was clearly

labelled as such in the forecast. There was the belief, however, that NBC's *International Showtime* would be in the runner-up position, pressing CBS's *Rawhide*. The series didn't come that close. Here, too, attrition might have taken its toll. *Rawhide* held up much better with audiences. CBS changed the creative direction of the show and apparently it helped *Rawhide* breeze in as an easy winner of the time period.

At 8 *Farmer's Daughter* took over on ABC, swept past *International Showtime's* second half-hour and offered a serious challenge to the second half of *Rawhide*. What was surprising about the series was that it not only held on to a lot of the children viewers who were watching *Jonny Quest*, but it also seemed to pull back a large segment of the television audience that was watching non-network stations at 7:30.

The *Addams Family*, the ABC presentation at 8:30, came off big in the ratings and was one of the solid hits of the season. Forecaster Cornell believed, and still does, that this series "is far superior" to the somewhat similarly-formatted *Munsters* series on CBS. He regarded it as a reasonably strong show, but like others in the television industry, misjudged its overall strength.

The *Bob Hope/Chrysler Show* came in about as expected and was not seriously hurt by the *Addams Family*, which really took audience away from *The Entertainers*, its CBS competition. *The Entertainers*, along with the *Cara Williams Show* and *Many Happy Returns*, was thought to have the best chance of success, among all new shows, in the pre-season forecast. Like the other two, *The Entertainers* didn't come near to living up to expectations.

Above everything else the *Addams Family* damaged *The Entertainers*. When the *Addams Family* finished its half-hour run on ABC, *The Entertainers'* share of viewing rose 4% in its second half-hour.

But if *Addams Family* adversely affected the fortunes of *The Entertainers*, it did little to help the fortunes of its ABC compatriot, *Valentine's Day*. Despite a whopping 24.1 rating lead-in, the series trailed in its time period with a 16.0 rating, a drop of more than eight rating points.

At 9:30, *Gomer Pyle* dominated the network air time. It was another of the real surprises of the season, a great big hit and a serious miss in the September forecast. "The writing on this show," comments Jim Cornell, "really capitalizes on the capabilities of the star. This is a case of taking a given talent and milking everything out of it that's possible. They're writing to a specific and executing it very well."

The *Jack Benny Show*, a tried and true program if there ever was one, was another of the season's keen disappointments. Like *Password* on Thursday

night, but not to such a degree, it failed to hold on to older adult viewers who always responded to it with alacrity in the past. ABC's *12 O'clock High* also got swamped by the deluge of viewers flowing to *Gomer Pyle*.

12 O'clock High was able to pick up some audience during its second half-hour at 10, but not enough to recover from that poor start against *Gomer Pyle*. CBS's *The Reporter*, aided considerably by its hefty lead-in, did better than expected, but still wound-up a probable failure. The *Jack Paar Program*, as anticipated, captured the 10-11:00 time period without any trouble. Yet one thing, expected to happen, didn't quite come off. There was a feeling that in its second half-hour the *Paar Program* (with ABC's time given over to local affiliates) would have a dramatic rise in share of audience. It was projected to increase from a 32% share to a 43% share. Instead it went up only 4%, from 32% to 36%.

On the overall view, CBS, almost by default, finished in first place for the evening. The network couldn't make it with *The Entertainers* and *The Reporter*, two of its prize newcomers, but *Gomer Pyle*, in one half-hour, gave CBS enough audience to edge in a winner. NBC, the projected winner, was the runner-up, due mostly to the weak *International Showtime* performance and the less-than-anticipated *Jack Paar* showing. ABC, as expected, trailed the field.

SATURDAY

The surprise of this evening was NBC's 7:30 program, *Flipper*. It did considerably better than expected, some 8 rating and 12 share points better. It came amazingly close to beating out *Jackie Gleason* for time period dominance. *Outer Limits*, on ABC, was out of the race completely. *Flipper* got more children viewers than pre-season estimates thought it would—most of them the disenchanting from *Outer Limits*—and, more amazingly, it got a sizeable audience of adult viewers.

But *Mr. Magoo*, which followed *Flipper* on NBC at 8, was not capable of maintaining the pace. It showed a disastrous drop in audience, getting almost exactly the rating and share that had been predicted for *Flipper*. The gainer from this turnabout in NBC's fortunes was *Gleason*. In its second half-hour, the variety series picked up 7 share points over its opening segment.

Gilligan's Island took over from *Gleason* at 8:30 and continued CBS's grip on the Saturday night schedule. A review of the rating data that's available indicates that *Gilligan* benefited from being in a extremely favorable time slot. It got a big pre-assembled audience from *Gleason* of people who had demonstrated their interest is in laughter as it generates from broad humor. Then, too,

many of the viewers coming out of the other two network shows at 8:30 tended to go to *Gilligan's Island*.

The logic here is that a large proportion of the *Magoo* audience were kids. At the conclusion of *Magoo* what were these children going to watch? They wouldn't stay with NBC because *Kentucky Jones* seemed too quiet and dull for their lively tastes. They certainly wouldn't switch to the *Lawrence Welk Show*. Instead they preferred to go for the broad, slapstick format of *Gilligan's Island*.

Similarly, what happened to the *Outer Limits* audience? The older adults in the audience stayed with ABC and watched *Welk*. But the younger element moved over to *Gilligan*.

The result of all these moves and counter-moves was that *Welk* did about as expected. It got a big feed of older adults from the end of the *Gleason* show. *Kentucky Jones*, with a 14.4 rating, obviously had only limited appeal. *Gilligan's Island*, for the most part, reaped the benefit of being the program viewers settled for after rejecting the other two. It was not as strong, the feeling persists, as it looked. Indeed, it lost nearly seven rating points of its lead-in. Still, it got enough audience from other sources to stay in front.

Saturday Night at the Movies filled out the NBC schedule from 9-11 and offered few surprises. In general it did a bit better than the forecast suggested.

CBS's *Mr. Broadway* was a distinct failure at 9. The series was marked as a very probable loser in the September forecast, yet was still over-rated. It lagged far, far behind its ABC and NBC competition.

ABC's *Hollywood Palace* was expected to lose some audience from the finish of *Lawrence Welk* at 9:30. It lost a few more viewers than projected, mostly because *Welk* wound-up with a little higher rating than estimated.

Despite many contrary opinions, the Cornell-N. W. Ayer forecast said that large numbers of *Hollywood Palace* viewers would swing over to CBS at 10 when *Gunsmoke* came on the air. It was estimated that 3.7 rating points would make the move and it turned out to be slightly less than three points. CBS, as a result, moved up strongly in the ratings at that point and increased its standing still more at 10:30 when many older adults switched over from the end of *Hollywood Palace* and picked up *Gunsmoke* at its mid-point.

The pattern on Saturday night followed the predicted course, with CBS starting big and ending big and NBC a reasonably close second. ABC, however, didn't show up as strong as expected for this evening. *Outer Limits* was the culprit there. Its complete failure weakened ABC's entire Saturday night schedule. END

TRENDS from page 41

shoddy material and economics. The good television writer's services are in demand almost constantly. The shows all are written at the same time of year, all stop at the same time. The specialists in a certain program type are far rarer than the people who need them. When you run out of talent, the result is poor shows whose sole claim to fame is that they're one of a group considered "hot." Given saturation and less-than-interesting imitations and the trend wanes.

David Levy ties it into the law of supply and demand. "If a creative man has an idea for a doctor show today, he'd best put it away for awhile. The doctor shows are on the way out. Why try to sell it now when the odds are against its getting on the air? Put the idea away for awhile. The trend will come back."

SEX BOFFO ON TV, TOO

While the fantasy shows are television's hottest rage, other program types are setting paces, too. *Peyton Place*, ABC's twice-weekly soap box excursion into the agonies of a New England town, is a solid television success this year. The network is so pleased with *Peyton Place*'s results that it's paid the show the supreme compliment: in the works for '65-'66 is the television version of *The Long Hot Summer*, called "the first contiguous hour serial that continues to grow upon itself." It probably won't be the last. Despite the frantic production problems that accompany a show that has to film two episodes a week, continues to introduce new characters at a rate that is almost as fantastic as the salaries that have to be paid, the *Peyton Place* school of TV realism has a lot going for it. First, there's the previous track record of the properties that were successful as movies. Second, once an audience gets hooked on what's going on, it sticks around to see what happens next. Daytime soap operas have proved that. Third and by no means least, it appears that a liberal sprinkling of sex never hurt any medium.

Prophecies are being bandied about the industry that *The Man From U.N.C.L.E.* could be the start of something big. The NBC show may have started a new style of escapist melodrama. The larger-than-life adventure series that is a combination of action and humor already has spawned several pilot imitations. The premise seems to be that Ian Fleming's James Bond has done so well in books and movies, why not in TV?

There are almost as many guesses as to what will happen to television styles as there are shows on the air. The next trend can come from anywhere. At the Institute for Motivational Research, program director Paul Fox hazards the guess

that all the humility that's pouring out of the White House these days may rub off on television. "The Johnsons in the White House and the pattern for the Great Society may be the start of a trend toward 'sincerity.' We think it will evidence itself in advertising that says things like, 'We may not be the greatest but we try.' This may also follow into television programing."

Whether or not it's *James Bond*, *Soap and Sex* or *Ah, Shucks, We're Just Folks*, the search goes on for something different. If network programmers think they're having a hard time satiating viewers now, Paul Fox reminds them they could be worse off: "Now viewers can only give an after-the-fact reaction to a program idea. If they were able to know in advance what things people were going to be attracted to it would be an economic catastrophe for the programmers. Because if the audiences had a choice they'd change program loyalties every year or two. This is because they constantly need new adventures. There's a tremendous pressure on the networks to keep things going and to bring things in all the time that will generate audience reaction." Fox concludes that "It would be impossible if they had to do it even more frequently."

Suppliers often don't make life any easier for their network customers. One complained that his biggest programing headache is the supplier who brings in what's this year's programing enthusiasm. "We don't want what's working now. We want something original. It's easier to sell an hour of Hercules than an hour western. It's the big gamble, the different show that we're looking for."

GOODNESS TRIUMPHS

While this man searches for the big gamble, others often take what's closer to a sure thing. Imitations of hit show types are standard operating procedure. It really doesn't have to be first to be best. As NBC's Mort Werner puts it, "Shows that aren't good are never a success. Good shows never fail."

A creator of one of this season's big programing moments, Harry Ackerman, stands with Werner four square against programing a show for a trend's sake. "TV will always have a mixture of shows and it should have. Right now I deplore the lack of anthology drama, but it will come back. No program type has to be wiped out. There's room on television for every kind of show. No type of show need die out. New audiences are coming forward all the time. Shows can be rewarding no matter what kind they are, if they're sufficiently well done."

Television has run through lawyers, doctors, detectives, cowboys, policemen, hillbillies, servicemen and ghosts. Is anything new left under the sun? You bet. END

| | | | |
|--|-----------|---|---------|
| 1 New York | 5,533,300 | 52 Wichita-Hutchinson | 365,200 |
| 2 Los Angeles | 2,835,700 | 53 San Antonio | 363,300 |
| 3 Chicago | 2,366,200 | 54 Oklahoma City | 356,700 |
| 4 Philadelphia | 2,132,300 | *55 San Jose-Salinas-Monterey .. | 355,600 |
| *5 Boston-Manchester | 1,848,100 | 56 Durham-Raleigh | 354,000 |
| 6 Detroit | 1,629,100 | 57 Tulsa | 346,800 |
| 7 Cleveland | 1,364,400 | *58 Champaign-Springfield- Decatur | 341,500 |
| 8 San Francisco-Oakland..... | 1,355,700 | 59 Rochester | 337,800 |
| 9 Pittsburgh | 1,261,700 | 60 Norfolk | 337,700 |
| 10 Washington | 945,400 | 61 Green Bay | 333,500 |
| 11 Providence | 880,600 | 62 Omaha | 333,000 |
| 12 St. Louis | 846,000 | *63 Roanoke-Lynchburg | 330,300 |
| 13 Dallas-Ft. Worth | 804,300 | 64 Orlando-Daytona Beach | 323,500 |
| 14 Cincinnati | 804,000 | 65 Davenport-Rock Island-Moline | 321,000 |
| 15 Baltimore | 779,500 | 66 Cedar Rapids-Waterloo | 318,300 |
| 16 Minneapolis-St. Paul | 778,000 | 67 Shreveport-Texarkana | 298,700 |
| 17 New Haven-Hartford-New Britain | 746,900 | 68 Richmond | 295,400 |
| *18 Indianapolis-Bloomington | 738,800 | 69 Des Moines-Ames | 295,200 |
| 19 Milwaukee | 673,900 | 70 Salt Lake City | 294,400 |
| 20 Kansas City | 637,800 | 71 Scranton-Wilkes-Barre | 288,000 |
| 21 Charlotte, N. C. | 630,000 | 72 Spokane | 276,700 |
| 22 Miami | 625,700 | 73 Mobile-Pensacola | 276,600 |
| 23 Atlanta | 622,700 | 74 Jacksonville | 272,700 |
| 24 Seattle-Tacoma | 611,000 | 75 Phoenix | 270,600 |
| 25 Sacramento-Stockton | 609,300 | 76 Madison | 265,100 |
| 26 Buffalo | 604,400 | 77 Knoxville | 252,600 |
| *27 Lancaster-Harrisburg-York- Lebanon | 592,100 | 78 Baton Rouge | 252,300 |
| *28 Johnstown-Altoona | 591,000 | 79 Little Rock | 252,100 |
| 29 Grand Rapids-Kalamazoo | 585,600 | *80 Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. | 247,900 |
| 30 Houston | 553,000 | 81 Binghamton | 244,900 |
| 31 Dayton | 533,900 | 82 Jackson, Miss. | 242,500 |
| 32 Columbus, Ohio | 513,800 | 83 Columbus, Ga. | 233,700 |
| 33 Portland, Ore. | 501,100 | 84 Sioux Falls, S. D. | 233,200 |
| 34 Memphis | 497,400 | 85 Columbia, S. C. | 229,600 |
| 35 Tampa-St. Petersburg | 484,000 | 86 Evansville, Ind.-Henderson, Ky. | 225,000 |
| 36 Birmingham | 481,900 | 87 Rockford, Ill. | 224,300 |
| 37 Syracuse-Elmira | 480,400 | *88 Lincoln-Kearney-Hastings- North Platte | 223,200 |
| 38 Nashville | 474,200 | 89 Chattanooga | 220,600 |
| 39 Louisville | 457,200 | 90 Greenville-Washington-New Bern, N. C. | 220,100 |
| 40 Greenville-Spartanburg- Asheville | 454,200 | 91 Fresno | 200,200 |
| 41 New Orleans | 453,800 | 92 Augusta, Ga. | 196,600 |
| 42 Albany-Schenectady-Troy | 437,400 | 93 Terre Haute | 192,400 |
| 43 Charleston-Huntington | 429,000 | *94 Austin-Rochester, Minn.- Mason City, Iowa | 189,300 |
| 44 Flint-Saginaw-Bay City | 420,500 | 95 Bristol, Va.-Johnson City- Kingsport, Tenn. | 189,000 |
| 45 Toledo | 414,000 | 96 Fort Wayne, Ind. | 184,700 |
| 46 Greensboro-Winston-Salem- High Point | 405,400 | 97 Springfield-Holyoke | 184,500 |
| 47 Denver | 403,300 | 98 Erie, Pa. | 182,100 |
| *48 Portland-Poland Spring | 393,800 | 99 Youngstown | 181,700 |
| 49 Lansing-Onondaga | 389,500 | 100 Peoria, Ill. | 176,100 |
| 50 Steubenville, Ohio-Wheeling, W. Va. | 378,100 | | |
| 51 San Diego | 368,100 | | |

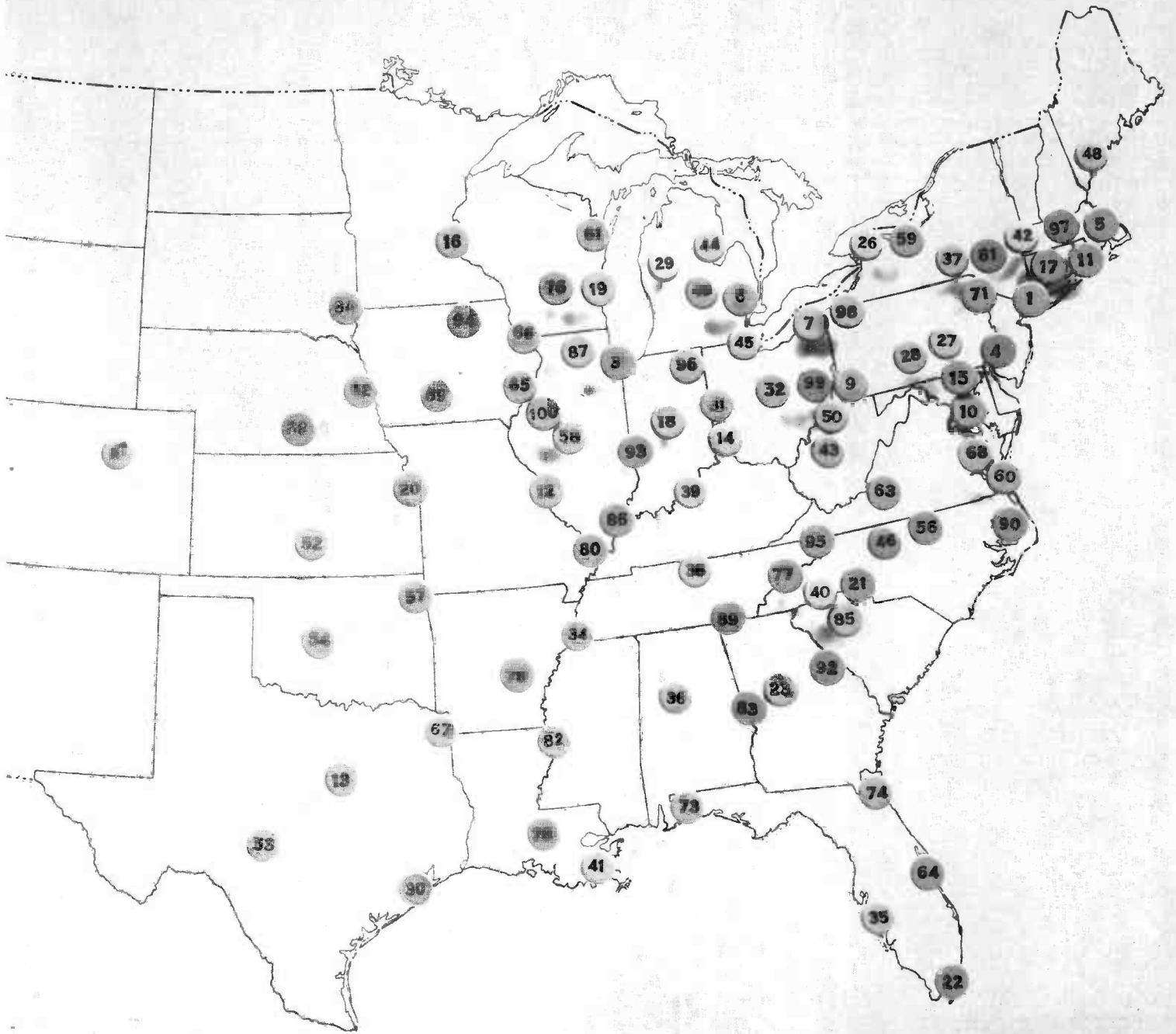
*Market combination differs from that in television markets listing, page 109.



Exclusive ranking of the **Top** 100 markets for 1965

THIS IS TELEVISION MAGAZINE's exclusive ranking of the Top 100 TV markets for 1965. Each of the markets is listed at the left with the number of TV homes it now commands under the magazine's criteria. Each is pinpointed by number on the map above. Each is broken down, state-by-state and county-by-county, in the pages which follow.

The markets are ranked in descending order of TV homes credited to each market in the magazine's continuing "Telestatus" report (see page 109) of TV home distribution. The figures reported in this issue are as of March 1965. All markets are constantly changing in number of TV homes; hence a similar study done a month from now



would yield a different—although basically similar—set of information.

“Telestatus” credits TV homes to a particular market on the basis of a 25% net nighttime weekly viewing level for the dominant station in a market. In other words, if station xxxx-TV, the station with the largest reach in Fictional, Ariz., reaches 25% of the TV homes in county ABC at least one night a week, the entire TV homes count of the county is credited to Fictional.

There are 11 market combinations in this issue’s special Top 100 report (indicated by asterisks throughout the report) which differ from the market combinations appear-

ing in the complete “Telestatus” section. This is because the Top 100 ranking takes into account additional criteria based on conventional marketing practices in determining its market combinations. Boston, for example, is linked with Manchester, N.H., in the Top 100 but not in the complete “Telestatus” 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., Paducah, Ky., and Harrisburg, Ill., are combined in the Top 100 as they are in common marketing practice, yet the county coverage areas for each are

TOP 100 TELEVISION MARKETS *continued*

sufficiently different to warrant listing them individually in the complete "Telestatus" section.

In all such market combinations the set count used is that of the dominant station in the dominant market of the combination.

In addition to a ranking of the Top 100 markets, this report contributes other information of importance to the reader:

1. A state-by-state, county-by-county breakdown of each

of the Top 100 markets television homes circulation.

2. A rate estimator for each of the markets plus cumulative rate information as one progresses down the Top 100. The rates given are one-time rates only; frequency discounts will reduce the per-announcement rates presented here. Also, the rates are for the highest-priced station in the market for the particular time classification given: one station's rates may be quoted for Daytime 60's, for example, while another's are used for Prime 20's.

END

Exclusive ranking of the Top 100 markets for 1965

Including:

- County-by-county TV homes
- Cumulative rate estimator

1: New York

Total TV Homes 5,533,300

| COUNTIES | TV HOMES |
|-------------------|----------|
| Connecticut | |
| Fairfield | 207,550 |
| Litchfield | 36,402 |
| New Haven | 205,190 |
| New Jersey | |
| Bergen | 258,680 |
| Essex | 277,880 |
| Hudson | 184,960 |
| Hunterdon | 16,650 |
| Mercer | 77,760 |
| Middlesex | 137,624 |
| Monmouth | 104,910 |
| Morris | 83,302 |
| Ocean | 39,267 |
| Passaic | 130,136 |
| Somerset | 44,697 |
| Sussex | 15,575 |
| Union | 160,390 |
| Warren | 19,455 |
| New York | |
| Bronx | 433,884 |
| Dutchess | 48,087 |
| Kings | 779,522 |
| Nassau | 422,722 |
| New York | 537,655 |
| Orange | 54,530 |
| Putnam | 10,385 |
| Queens | 598,200 |
| Richmond | 63,503 |
| Rockland | 39,150 |
| Suffolk | 216,885 |
| Sullivan | 13,173 |
| Ulster | 35,570 |
| Westchester | 257,556 |
| Pennsylvania | |
| Monroe | 12,313 |
| Pike | 2,804 |
| Wayne | 6,890 |

Rates:

| | MARKET 1 | MARKETS 1-1 |
|----------------------|----------|-------------|
| Daytime 60s | \$1,100 | \$1,100 |
| Prime 20s | \$2,600 | \$2,600 |
| Late-Night 60s | \$1,835 | \$1,835 |

2: Los Angeles

Total TV Homes 2,835,700

| COUNTIES | TV HOMES |
|----------------------|-----------|
| California | |
| Inyo | 3,013 |
| Los Angeles | 2,120,632 |
| Orange | 294,744 |
| Riverside | 111,508 |
| San Bernardino | 171,072 |
| Santa Barbara | 66,826 |
| Ventura | 67,862 |

Rates:

| | MARKET 2 | MARKETS 1-2 |
|----------------------|----------|-------------|
| Daytime 60s | \$ 600 | \$1,700 |
| Prime 20s | \$1,500 | \$4,100 |
| Late-Night 60s | \$ 450 | \$2,285 |

3: Chicago

Total TV Homes 2,366,200

| COUNTIES | TV HOMES |
|----------------|-----------|
| Illinois | |
| Boone | 6,030 |
| Cook | 1,577,780 |
| De Kalb | 15,095 |
| Du Page | 102,409 |
| Grundy | 6,724 |
| Iroquois | 9,575 |
| Kane | 62,130 |
| Kankakee | 24,686 |
| Kendall | 5,466 |
| Lake | 88,724 |
| La Salle | 32,492 |
| McHenry | 28,151 |
| Will | 57,755 |
| Indiana | |
| Jasper | 5,025 |
| Lake | 151,640 |
| La Porte | 28,000 |
| Newton | 3,414 |
| Porter | 18,334 |
| Pulaski | 3,155 |
| Starke | 4,720 |

| | |
|----------------|--------|
| Michigan | |
| Berrien | 44,822 |
| Wisconsin | |
| Kenosha | 31,335 |
| Racine | 43,270 |
| Walworth | 15,492 |

Rates:

| | MARKET 3 | MARKETS 1-3 |
|----------------------|----------|-------------|
| Daytime 60s | \$ 615 | \$2,315 |
| Prime 20s | \$1,600 | \$5,700 |
| Late-Night 60s | \$1,430 | \$3,715 |

4: Philadelphia

Total TV Homes 2,132,300

| COUNTIES | TV HOMES |
|------------------|----------|
| Delaware | |
| Kent | 19,438 |
| New Castle | 96,155 |
| Sussex | 20,400 |
| Maryland | |
| Cecil | 12,910 |
| New Jersey | |
| Atlantic | 52,408 |
| Burlington | 63,790 |
| Camden | 121,933 |
| Cape May | 16,626 |
| Cumberland | 32,440 |
| Gloucester | 42,908 |
| Hunterdon | 16,650 |
| Mercer | 77,760 |
| Ocean | 39,267 |
| Salem | 17,525 |
| Warren | 19,455 |
| Pennsylvania | |
| Berks | 84,776 |
| Bucks | 101,284 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television market listing, Telestatus, this issue.

the LOCAL ANGLE

All business is local. That is why we at WBEN-TV make it our business to localize the focus of our own local programs. They are created to appeal to local tastes . . . stimulate local interest in area events, projects and institutions . . . and to inform and enlighten on local issues. This is the LOCAL ANGLE . . . predominant in Buffalo on Channel 4.



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Jack Ogilvie



Chuck Healy



Dick Rifenburg



Van Miller

the LOCAL ANGLE News — the local news and sports scene — is reported three times daily—more than other area TV stations. Backed by a 16-man staff of reporters, photographers and motion picture cameramen, WBEN-TV news reports are consistently the most dependable and authoritative.

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CH.

4

WBEN-TV

The Buffalo Evening News Station

TOP 100 TELEVISION MARKETS *continued*

PHILADELPHIA *continued*

| | |
|----------------------|---------|
| Carbon | 14,528 |
| Chester | 59,700 |
| Delaware | 169,383 |
| Lancaster | 76,784 |
| Lebanon | 25,225 |
| Lehigh | 70,320 |
| Monroe | 12,313 |
| Montgomery | 163,580 |
| Northampton | 59,542 |
| Northumberland | 27,900 |
| Philadelphia | 570,839 |
| Schuylkill | 46,460 |

Rates:

| | | |
|----------------------|----------|-------------|
| | MARKET 4 | MARKETS 1-4 |
| Daytime 60s | \$ 910 | \$3,225 |
| Prime 20s | \$1,250 | \$6,950 |
| Late-Night 60s | \$ 690 | \$4,405 |

5: Boston*
Manchester, N. H.

Total TV Homes 1,848,100

COUNTIES TV HOMES

| | |
|------------------|--------|
| Connecticut | |
| New London | 50,952 |
| Windham | 20,414 |

| | |
|------------|--------|
| Maine | |
| York | 29,020 |

| | |
|------------------|---------|
| Massachusetts | |
| Barnstable | 23,667 |
| Bristol | 122,782 |
| Dukes | 1,690 |
| Essex | 172,690 |
| Franklin | 15,279 |
| Middlesex | 358,760 |
| Nantucket | 1,056 |
| Norfolk | 154,617 |
| Plymouth | 77,704 |
| Suffolk | 219,721 |
| Worcester | 169,230 |

| | |
|--------------------|--------|
| New Hampshire | |
| Belknap | 8,390 |
| Carroll | 4,753 |
| Cheshire | 12,283 |
| Hillsborough | 54,550 |
| Merrimack | 18,684 |
| Rockingham | 30,205 |
| Strafford | 16,601 |
| Sullivan | 7,686 |

| | |
|------------------|---------|
| Rhode Island | |
| Bristol | 11,489 |
| Kent | 35,366 |
| Newport | 23,694 |
| Providence | 171,516 |
| Washington | 16,472 |

| | |
|---------------|--------|
| Vermont | |
| Windham | 7,391 |
| Windsor | 11,402 |

Rates:

| | | |
|----------------------|----------|-------------|
| | MARKET 5 | MARKETS 1-5 |
| Daytime 60s | \$ 375 | \$3,600 |
| Prime 20s | \$1,000 | \$7,950 |
| Late-Night 60s | \$ 375 | \$4,780 |

6: Detroit

Total TV Homes 1,629,100

COUNTIES TV HOMES

| | |
|---------------|---------|
| Michigan | |
| Genesee | 110,448 |

| | |
|------------------|---------|
| Jackson | 37,515 |
| Lapeer | 10,740 |
| Lenawee | 21,226 |
| Livingston | 11,316 |
| Macomb | 126,846 |
| Monroe | 29,094 |
| Oakland | 216,258 |
| St. Clair | 30,766 |
| Sanilac | 8,756 |
| Shiawassee | 15,610 |
| Tuscola | 11,685 |
| Washtenaw | 46,680 |
| Wayne | 765,160 |

| | |
|----------------|---------|
| Ohio | |
| Lucas | 138,560 |
| Ottawa | 10,635 |
| Sandusky | 16,844 |
| Wood | 20,985 |

Rates:

| | | |
|----------------------|----------|-------------|
| | MARKET 6 | MARKETS 1-6 |
| Daytime 60s | \$300 | \$3,900 |
| Prime 20s | \$900 | \$8,850 |
| Late-Night 60s | \$400 | \$5,180 |

7: Cleveland

Total TV Homes 1,364,400

COUNTIES TV HOMES

| | |
|------------------|---------|
| Ohio | |
| Ashland | 12,050 |
| Ashtabula | 27,150 |
| Carroll | 5,566 |
| Coshocton | 8,981 |
| Crawford | 14,545 |
| Cuyahoga | 502,915 |
| Erie | 20,960 |
| Geauga | 14,228 |
| Holmes | 4,100 |
| Huron | 13,678 |
| Lake | 47,690 |
| Lorain | 66,354 |
| Mahoning | 86,825 |
| Medina | 20,265 |
| Portage | 26,714 |
| Richland | 35,438 |
| Sandusky | 16,844 |
| Seneca | 16,416 |
| Stark | 101,140 |
| Summit | 160,452 |
| Trumbull | 62,800 |
| Tuscarawas | 22,152 |
| Wayne | 20,354 |

| | |
|----------------|--------|
| Pennsylvania | |
| Crawford | 35,899 |
| Mercer | 20,859 |

Rates:

| | | |
|----------------------|----------|-------------|
| | MARKET 7 | MARKETS 1-7 |
| Daytime 60s | \$400 | \$4,300 |
| Prime 20s | \$825 | \$9,675 |
| Late-Night 60s | \$450 | \$5,630 |

**8: San Francisco
Oakland**

Total TV Homes 1,355,700

COUNTIES TV HOMES

| | |
|--------------------|---------|
| California | |
| Alameda | 296,680 |
| Contra Costa | 129,595 |

| | |
|---------------------|---------|
| Lake | 4,780 |
| Marin | 51,936 |
| Mendocino | 12,715 |
| Monterey | 54,350 |
| Napa | 19,712 |
| San Benito | 4,332 |
| San Francisco | 251,220 |
| San Mateo | 161,120 |
| Santa Clara | 239,010 |
| Santa Cruz | 32,370 |
| Solano | 41,215 |
| Sonoma | 49,340 |
| Tuolumne | 4,684 |

| | |
|---------------|-------|
| Nevada | |
| Mineral | 1,625 |
| Nye | 1,057 |

Rates:

| | | |
|----------------------|----------|-------------|
| | MARKET 8 | MARKETS 1-8 |
| Daytime 60s | \$250 | \$ 4,550 |
| Prime 20s | \$900 | \$10,575 |
| Late-Night 60s | \$250 | \$ 5,880 |

9: Pittsburgh

Total TV Homes 1,261,700

COUNTIES TV HOMES

| | |
|------------------|--------|
| Maryland | |
| Garrett | 4,355 |
| Ohio | |
| Belmont | 23,539 |
| Columbiana | 31,358 |
| Harrison | 4,732 |
| Jefferson | 27,745 |
| Monroe | 4,002 |

| | |
|--------------------|---------|
| Pennsylvania | |
| Allegheny | 474,235 |
| Armstrong | 21,915 |
| Beaver | 60,726 |
| Butler | 32,790 |
| Cambria | 54,005 |
| Clarion | 9,864 |
| Crawford | 20,859 |
| Fayette | 43,225 |
| Forest | 1,330 |
| Greene | 9,919 |
| Indiana | 19,534 |
| Jefferson | 13,040 |
| Lawrence | 32,036 |
| Mercer | 35,899 |
| Somerset | 20,168 |
| Venango | 16,772 |
| Washington | 61,766 |
| Westmoreland | 103,620 |

| | |
|----------------|--------|
| West Virginia | |
| Barbour | 3,120 |
| Brooke | 7,842 |
| Grant | 1,628 |
| Hancock | 10,720 |
| Harrison | 21,068 |
| Lewis | 4,150 |
| Marion | 16,910 |
| Marshall | 9,874 |

* Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television market listing, Telestatus, this issue.

| | |
|------------------|--------|
| Mineral | 5,249 |
| Monongalia | 12,862 |
| Ohio | 20,136 |
| Preston | 5,520 |
| Randolph | 5,440 |
| Taylor | 3,321 |
| Tucker | 1,463 |
| Wetzel | 4,928 |

| | | |
|----------------------|-----------------|--------------------|
| Rates: | MARKET 9 | MARKETS 1-9 |
| Daytime 60s | \$350 | \$ 4,900 |
| Prime 20s | \$775 | \$11,350 |
| Late-Night 60s | \$490 | \$ 6,370 |

10: Washington, D. C.
Total TV Homes 945,400

| COUNTIES | TV HOMES |
|----------------------------|----------|
| District of Columbia | 232,058 |
| District of Columbia | 232,058 |
| Maryland | |
| Allegany | 22,700 |
| Anne Arundel | 57,920 |
| Calvert | 3,662 |
| Caroline | 5,205 |
| Charles | 7,708 |
| Dorchester | 7,785 |
| Frederick | 19,573 |
| Howard | 10,221 |
| Montgomery | 110,720 |
| Prince Georges | 111,770 |
| Queen Annes | 4,502 |
| St. Marys | 8,990 |
| Talbot | 6,440 |
| Washington | 26,296 |
| Pennsylvania | |
| Franklin | 24,379 |
| Fulton | 2,470 |
| Virginia | |
| Arlington | 86,611 |
| Clarke | 2,090 |
| Culpeper | 3,770 |
| Fairfax | 89,456 |
| Fauquier | 5,670 |
| Frederick | 10,358 |
| King George | 1,710 |
| Loudoun | 6,166 |
| Madison | 1,616 |
| Page | 3,755 |
| Prince William | 13,926 |
| Rappahannock | 948 |
| Rockingham | 12,663 |
| Shenandoah | 5,750 |
| Spotsylvania | 6,870 |
| Stafford | 4,500 |
| Warren | 3,503 |
| Westmoreland | 2,345 |
| West Virginia | |
| Berkeley | 9,240 |
| Jefferson | 4,694 |
| Mineral | 5,249 |
| Morgan | 2,110 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 10 | MARKETS 1-10 |
| Daytime 60s | \$225 | \$ 5,125 |
| Prime 20s | \$500 | \$11,850 |
| Late-Night 60s | \$425 | \$ 6,795 |

11: Providence, R. I.
Total TV Homes 880,600

| COUNTIES | TV HOMES |
|------------------|----------|
| Connecticut | |
| New London | 50,952 |
| Windham | 20,414 |

| | |
|----------------------|---------|
| Massachusetts | |
| Barnstable | 23,667 |
| Bristol | 122,782 |
| Dukes | 1,690 |
| Nantucket | 1,056 |
| Norfolk | 154,617 |
| Plymouth | 77,704 |
| Worcester | 169,230 |

| | |
|---------------------|---------|
| Rhode Island | |
| Bristol | 11,489 |
| Kent | 35,366 |
| Newport | 23,694 |
| Providence | 171,516 |
| Washington | 16,472 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 11 | MARKETS 1-11 |
| Daytime 60s | \$150 | \$ 5,275 |
| Prime 20s | \$408 | \$12,258 |
| Late-Night 60s | \$150 | \$ 6,945 |

12: St. Louis
Total TV Homes 846,000

| COUNTIES | TV HOMES |
|----------------------|----------|
| Illinois | |
| Bond | 3,825 |
| Calhoun | 1,602 |
| Clay | 4,263 |
| Clinton | 6,368 |
| Effingham | 5,816 |
| Fayette | 5,655 |
| Franklin | 11,088 |
| Greene | 4,968 |
| Jackson | 11,544 |
| Jefferson | 8,787 |
| Jersey | 4,620 |
| Macoupin | 12,972 |
| Madison | 68,276 |
| Marion | 11,610 |
| Monroe | 4,489 |
| Montgomery | 9,090 |
| Morgan | 9,474 |
| Perry | 5,280 |
| Pike | 5,940 |
| Randolph | 7,553 |
| St. Clair | 79,283 |
| Scott | 1,786 |
| Washington | 3,784 |
| Missouri | |
| Carter | 780 |
| Crawford | 3,298 |
| Dent | 2,495 |
| Franklin | 13,635 |
| Gasconade | 3,330 |
| Iron | 1,680 |
| Jefferson | 20,968 |
| Lincoln | 4,559 |
| Madison | 2,407 |
| Montgomery | 3,344 |
| Perry | 3,580 |
| Pike | 4,872 |
| Reynolds | 910 |
| St. Charles | 16,460 |
| St. Francois | 10,050 |
| St. Louis | 455,500 |
| Ste. Genevieve | 2,990 |
| Shannon | 1,140 |
| Warren | 2,514 |
| Washington | 3,400 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 12 | MARKETS 1-12 |
| Daytime 60s | \$290 | \$ 5,565 |
| Prime 20s | \$425 | \$12,683 |
| Late-Night 60s | \$308 | \$ 7,253 |

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 * Market combination differs from that in television markets listing, Telestatus, this issue.



is



**FOR THE
 NATION'S
 11th MARKET!**

**PROVIDENCE
 !**

**WTEV
 is the ONLY
 TV station
 with a transmitter
 in Rhode Island.**

For the complete Providence story, check your H-R man!



TELEVISION CENTER, NEW BEDFORD
 SHERATON-BILTMORE HOTEL, PROVIDENCE



Television, Inc.

13: Dallas Fort Worth

Total TV Homes 804,300

| COUNTIES | TV HOMES |
|-----------|----------|
| Oklahoma | |
| Bryan | 5,840 |
| Choctaw | 2,970 |
| Love | 1,344 |
| Marshall | 1,909 |
| Texas | |
| Anderson | 6,889 |
| Bosque | 3,060 |
| Brown | 6,400 |
| Cherokee | 7,189 |
| Collin | 11,412 |
| Comanche | 2,886 |
| Cooke | 6,250 |
| Dallas | 320,006 |
| Delta | 1,248 |
| Denton | 13,881 |
| Eastland | 5,248 |
| Ellis | 11,570 |
| Erath | 4,806 |
| Fannin | 5,760 |
| Freestone | 2,849 |
| Grayson | 21,361 |
| Hamilton | 2,268 |

| | |
|------------|---------|
| Henderson | 5,494 |
| Hill | 6,106 |
| Hood | 1,701 |
| Hopkins | 4,980 |
| Hunt | 10,962 |
| Jack | 2,350 |
| Johnson | 10,525 |
| Kaufman | 7,140 |
| Lamar | 7,490 |
| Leon | 2,001 |
| Limestone | 4,503 |
| McLennan | 43,918 |
| Mills | 1,001 |
| Montague | 4,450 |
| Navarro | 8,881 |
| Palo Pinto | 6,180 |
| Parker | 6,600 |
| Rains | 581 |
| Rockwall | 1,530 |
| Smith | 24,802 |
| Somervell | 801 |
| Stephens | 2,407 |
| Tarrant | 180,264 |
| Van Zandt | 4,880 |
| Wise | 5,060 |
| Wood | 4,536 |

Rates:

| | MARKET 13 | MARKETS 1-13 |
|----------------|-----------|--------------|
| Daytime 60s | \$165 | \$ 5,730 |
| Prime 20s | \$450 | \$13,133 |
| Late-Night 60s | \$165 | \$ 7,418 |

14: Cincinnati

Total TV Homes 804,000

| COUNTIES | TV HOMES |
|-------------|----------|
| Indiana | |
| Dearborn | 8,337 |
| Fayette | 6,902 |
| Franklin | 4,109 |
| Jefferson | 5,900 |
| Jennings | 4,250 |
| Ohio | 1,235 |
| Ripley | 5,538 |
| Switzerland | 1,870 |
| Union | 1,672 |
| Wayne | 21,444 |
| Kentucky | |
| Bath | 1,632 |
| Boone | 6,725 |
| Bourbon | 4,556 |
| Bracken | 1,827 |
| Campbell | 25,525 |
| Carroll | 2,040 |
| Clark | 5,386 |
| Fleming | 2,387 |

■ Major facility change in market subsequent to latest county survey measurement date.
 ° Market combination differs from that in television market listing, *Teletatus*, this issue.



| | |
|------------------|---------|
| Franklin | 7,987 |
| Gallatin | 1,032 |
| Grant | 2,550 |
| Harrison | 3,655 |
| Henry | 2,822 |
| Kenton | 36,160 |
| Lewis | 2,590 |
| Mason | 4,630 |
| Montgomery | 2,780 |
| Nicholas | 1,425 |
| Owen | 1,817 |
| Pendleton | 2,730 |
| Robertson | 680 |
| Scott | 3,782 |
| Trimble | 1,218 |
| Ohio | |
| Adams | 4,880 |
| Brown | 6,739 |
| Butler | 58,775 |
| Clermont | 24,870 |
| Clinton | 8,896 |
| Darke | 13,359 |
| Greene | 28,305 |
| Hamilton | 267,364 |
| Highland | 8,488 |
| Montgomery | 165,342 |
| Preble | 9,570 |
| Warren | 20,250 |

| | | |
|-------------------|------------------|---------------------|
| Rates: | MARKET 14 | MARKETS 1-14 |
| Daytime 60s | \$110 | \$ 5,840 |
| Prime 20s | \$380 | \$13,531 |

Late-Night 60s\$160 \$ 7,578

■ 15: Baltimore

Total TV Homes 779,500

| COUNTIES | TV HOMES |
|--------------------|----------|
| Delaware | |
| Sussex | 20,400 |
| Maryland | |
| Anne Arundel | 57,920 |
| Baltimore | 427,635 |
| Calvert | 3,662 |
| Caroline | 5,205 |
| Carroll | 14,260 |
| Cecil | 12,910 |
| Dorchester | 7,785 |
| Frederick | 19,573 |
| Harford | 21,767 |
| Howard | 10,221 |
| Kent | 4,350 |
| Queen Annes | 4,502 |
| Somerset | 4,503 |
| Talbot | 6,440 |
| Washington | 26,296 |
| Wicomico | 14,123 |
| Worcester | 5,787 |

| | |
|---------------------|--------|
| Pennsylvania | |
| Adams | 14,400 |
| Franklin | 24,379 |
| York | 73,350 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 15 | MARKETS 1-15 |
| Daytime 60s | \$250 | \$ 6,090 |
| Prime 20s | \$512 | \$14,025 |
| Late-Night 60s | \$300 | \$ 7,878 |

16: Minneapolis St. Paul

Total TV Homes 778,000

| COUNTIES | TV HOMES |
|------------------|----------|
| Minnesota | |
| Anoka | 26,750 |
| Benton | 4,297 |
| Blue Earth | 11,880 |
| Brown | 7,158 |
| Carver | 5,992 |
| Cass | 3,640 |
| Chisago | 3,741 |
| Cottonwood | 3,620 |
| Crow Wing | 8,520 |

■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.



If you had the Quality touch

You'd find five VideoTape machines mighty handy to have on a tight production schedule. Though it is unlikely the following situations would occur simultaneously, we'd be ready if they did...

- No. 1 VTR — Editing special commercial tape.
- No. 2 VTR — Feeding program into conference room for client.
- No. 3 VTR — Playing back interview on "Julie Benell Show."
- No. 4 VTR — Recording "Hootenanny" program for ABC-TV.
- No. 5 VTR — Taping commercial in one of station's three studios.

The flexibility which five VideoTape recorders provides is not confined to mobility alone. It permits us to handle the most complex technical requirements, including the use of three machines at once for A-B Roll or other special effects. It's a good feeling to have that versatile — that Quality Touch — in production. You'll like it! For details, call Petry... or contact our Operations Manager, Jim Pratt.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
 ABC, Channel 8, Communications Center /
 Broadcast Services of The Dallas Morning
 News/Represented by Edward Petry & Co., Inc.

MINNEAPOLIS-ST. PAUL *continued*

| | |
|------------------|---------|
| Dakota | 24,060 |
| Dodge | 3,580 |
| Goodhue | 9,506 |
| Hennepin | 260,648 |
| Hubbard | 2,010 |
| Isanti | 3,350 |
| Jackson | 3,915 |
| Kanabec | 2,262 |
| Kandiyohi | 7,435 |
| Le Sueur | 5,571 |
| Lyon | 5,535 |
| McLeod | 7,015 |
| Martin | 7,600 |
| Meeke | 4,994 |
| Mille Lacs | 3,916 |
| Morrison | 6,068 |
| Nicollet | 5,217 |
| Olmsted | 18,962 |
| Pine | 4,300 |
| Ramsey | 123,340 |
| Redwood | 5,176 |
| Renville | 5,790 |
| Rice | 9,260 |
| Scott | 6,118 |
| Sherburne | 3,250 |
| Sibley | 4,115 |
| Stearns | 18,230 |
| Steele | 7,045 |
| Todd | 5,346 |
| Wabasha | 4,600 |
| Wadena | 2,700 |
| Waseca | 4,804 |
| Washington | 15,352 |
| Watonwan | 3,838 |
| Winona | 10,789 |
| Wright | 7,947 |
| Yellow Med | 3,375 |

| | |
|------------------|--------|
| Wisconsin | |
| Barron | 8,821 |
| Buffalo | 3,690 |
| Burnett | 2,349 |
| Chippewa | 11,414 |
| Dunn | 6,552 |
| Eau Claire | 16,355 |
| Pepin | 1,760 |
| Pierce | 5,972 |
| Polk | 6,976 |
| Rusk | 3,432 |
| St. Croix | 8,040 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 16 | MARKETS 1-16 |
| Daytime 60s | \$180 | \$ 6,270 |
| Prime 20s | \$500 | \$14,525 |
| Late-Night 60s | \$150 | \$ 8,028 |

**17: New Haven
Hartford
New Britain**

Total TV Homes 746,900

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| Connecticut | |
| Hartford | 215,670 |
| Litchfield | 36,402 |
| Middlesex | 26,005 |
| New Haven | 205,190 |
| New London | 50,952 |
| Tolland | 19,198 |
| Windham | 20,414 |

| | |
|----------------------|---------|
| Massachusetts | |
| Franklin | 15,279 |
| Hampden | 130,705 |
| Hampshire | 27,082 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 17 | MARKETS 1-17 |
| Daytime 60s | \$275 | \$ 6,545 |
| Prime 20s | \$475 | \$15,000 |
| Late-Night 60s | \$360 | \$ 8,388 |

**18: Indianapolis*
Bloomington**

Total TV Homes 738,800

| | |
|-----------------|-----------------|
| COUNTIES | TV HOMES |
| Illinois | |
| Clark | 4,895 |
| Crawford | 6,450 |
| Edgar | 6,825 |

| | |
|-------------------|---------|
| Indiana | |
| Bartholomew | 14,904 |
| Benton | 3,104 |
| Blackford | 4,298 |
| Boone | 8,416 |
| Brown | 2,066 |
| Carroll | 5,032 |
| Cass | 11,516 |
| Clay | 7,553 |
| Clinton | 9,514 |
| Decatur | 5,753 |
| Delaware | 33,398 |
| Fayette | 6,902 |
| Fountain | 5,540 |
| Grant | 21,858 |
| Greene | 8,010 |
| Hamilton | 12,730 |
| Hancock | 8,840 |
| Hendricks | 13,355 |
| Henry | 14,196 |
| Howard | 21,588 |
| Jackson | 8,688 |
| Jay | 6,424 |
| Jennings | 4,250 |
| Johnson | 13,952 |
| Lawrence | 10,640 |
| Madison | 38,635 |
| Marion | 216,162 |
| Martin | 2,464 |
| Miami | 12,405 |
| Monroe | 16,334 |
| Montgomery | 10,202 |
| Morgan | 10,312 |
| Owen | 3,367 |
| Parke | 4,650 |
| Putnam | 6,460 |
| Randolph | 8,668 |
| Rush | 5,900 |
| Shelby | 10,608 |
| Sullivan | 6,552 |
| Tippecanoe | 24,132 |
| Tipton | 4,855 |
| Vermillion | 5,208 |
| Vigo | 32,056 |
| Wabash | 9,300 |
| Warren | 2,520 |
| Wayne | 21,444 |
| White | 5,844 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 18 | MARKETS 1-18 |
| Daytime 60s | \$150 | \$ 6,695 |
| Prime 20s | \$525 | \$15,525 |
| Late-Night 60s | \$175 | \$ 8,563 |

19: Milwaukee

Total TV Homes 673,900

| | |
|-------------------|-----------------|
| COUNTIES | TV HOMES |
| Wisconsin | |
| Calumet | 5,962 |
| Columbia | 10,354 |
| Dodge | 17,110 |
| Fond Du Lac | 20,374 |
| Green Lake | 4,570 |
| Jefferson | 14,680 |
| Kenosha | 31,335 |
| Manitowoc | 21,610 |
| Marquette | 2,322 |
| Milwaukee | 320,155 |
| Ozaukee | 11,550 |
| Racine | 43,270 |
| Rock | 35,025 |
| Sheboygan | 25,875 |
| Walworth | 15,492 |
| Washington | 13,480 |
| Waukesha | 48,984 |
| Winnebago | 31,715 |

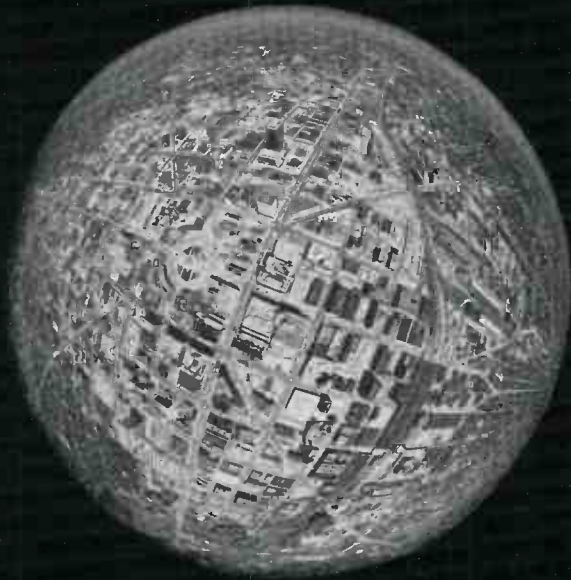
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|----------------------|------------------|---------------------|
| Rates: | MARKET 19 | MARKETS 1-19 |
| Daytime 60s | \$130 | \$ 6,825 |
| Prime 20s | \$400 | \$15,925 |
| Late-Night 60s | \$225 | \$ 8,788 |

20: Kansas City

Total TV Homes 637,800

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| Kansas | |
| Allen | 4,930 |
| Anderson | 2,640 |
| Atchison | 5,952 |
| Bourbon | 4,895 |
| Brown | 4,272 |
| Coffey | 2,320 |
| Doniphan | 2,848 |
| Douglas | 12,195 |
| Franklin | 6,220 |
| Jackson | 2,992 |
| Jefferson | 3,115 |
| Johnson | 49,797 |
| Leavenworth | 11,695 |
| Linn | 2,552 |
| Miami | 5,754 |
| Nemaha | 3,510 |
| Osage | 3,916 |
| Pottawatomie | 3,293 |
| Riley | 9,459 |
| Shawnee | 43,988 |
| Wabaunsee | 1,848 |
| Woodson | 1,458 |
| Wyandotte | 55,954 |
| Missouri | |
| Andrew | 3,276 |
| Bates | 4,590 |
| Benton | 2,490 |
| Buchanan | 26,541 |
| Caldwell | 2,730 |
| Carroll | 3,872 |
| Cass | 9,656 |
| Chariton | 3,280 |
| Clay | 30,725 |
| Clinton | 3,600 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.



This is Indianapolis . . .

America's "most frequently used" test market*

And why not? Indianapolis meets every requirement as the *ideal* test market.

It is centrally located. Its economy is singularly diversified and balanced. Its population, ethnically, is closely representative of the nation's.

And, of particular significance to advertisers, it offers an uncommonly broad choice of media, with no infiltration by media from surrounding areas.

Also of particular significance to advertisers, our WFBM Stations cover this market best. In fact, we cover the entire Mid-Indiana market best, with, among

other things, the only basic NBC-TV coverage available here.

All of which leads to a suggestion: If you'd like your share of the three billion dollars spent annually in this rich market . . . put *us* to the test!

the WFBM
STATIONS **TIME**
REPRESENTED NATIONALLY BY THE KATZ AGENCY **LIFE**
BROADCAST

*It's a fact, reported editorially in the November 10th issue of *Sales Management* magazine: Selling Research Incorporated rates Indianapolis in a tie with Syracuse as America's "most frequently used" test market.

TOP 100 TELEVISION MARKETS *continued*

KANSAS CITY *continued*

| | |
|------------------|---------|
| Daviess | 2,759 |
| De Kalb | 2,175 |
| Gentry | 2,494 |
| Grundy | 3,655 |
| Harrison | 3,306 |
| Henry | 5,578 |
| Holt | 2,050 |
| Jackson | 203,524 |
| Johnson | 8,573 |
| Lafayette | 7,472 |
| Linn | 4,902 |
| Livingston | 4,568 |
| Mercer | 1,411 |
| Modaway | 5,963 |
| Pettis | 11,070 |
| Platte | 7,492 |
| Ray | 4,914 |
| St. Clair | 2,240 |
| Saline | 6,942 |
| Vernon | 5,440 |
| Worth | 1,023 |
| Nebraska | |
| Richardson | 3,870 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 20 | MARKETS 1-20 |
| Daytime 60s | \$165 | \$ 6,990 |
| Prime 20s | \$400 | \$16,325 |
| Late-Night 6Cs | \$200 | \$ 8,988 |

21: Charlotte, N. C.

Total TV Homes 630,000

| | |
|-----------------------|-----------------|
| COUNTIES | TV HOMES |
| North Carolina | |
| Alexander | 3,814 |
| Alleghany | 1,694 |
| Anson | 4,602 |

**POPEYE RENEWALS
STILL RUNNING
AT 92%**



© K.F.S.


KING FEATURES SYNDICATE
235 E. 45th St., New York, N.Y. MU 2-5600

| | |
|--------------------|--------|
| Ashe | 3,626 |
| Avery | 2,072 |
| Buncombe | 34,346 |
| Burke | 12,887 |
| Cabarrus | 18,540 |
| Caldwell | 12,155 |
| Catawba | 23,480 |
| Cleveland | 15,490 |
| Davidson | 21,730 |
| Davie | 3,880 |
| Forsyth | 54,853 |
| Gaston | 33,686 |
| Haywood | 9,520 |
| Henderson | 9,612 |
| Iredell | 16,176 |
| Lincoln | 6,846 |
| Mc Dowell | 6,266 |
| Madison | 2,747 |
| Mecklenburg | 78,499 |
| Mitchell | 2,652 |
| Montgomery | 4,416 |
| Polk | 2,638 |
| Richmond | 8,870 |
| Rowan | 22,510 |
| Rutherford | 11,175 |
| Scotland | 4,800 |
| Stanly | 10,748 |
| Surry | 11,978 |
| Transylvania | 3,685 |
| Union | 10,390 |
| Watauga | 3,565 |
| Wilkes | 9,644 |
| Yadkin | 5,248 |
| Yancey | 2,210 |

| | |
|-----------------------|--------|
| South Carolina | |
| Cherokee | 8,131 |
| Chester | 6,630 |
| Chesterfield | 6,170 |
| Darlington | 10,720 |
| Fairfield | 3,504 |
| Kershaw | 6,760 |
| Lancaster | 9,036 |
| Laurens | 10,505 |
| Marlboro | 5,082 |
| Newberry | 6,557 |
| Spartanburg | 38,902 |
| Union | 6,719 |
| York | 17,866 |
| Tennessee | |
| Johnson | 2,028 |
| Unicoi | 3,331 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 21 | MARKETS 1-21 |
| Daytime 60s | \$150 | \$ 7,140 |
| Prime 20s | \$300 | \$16,625 |
| Late-Night 60s | \$ 90 | \$ 9,078 |

22: Miami

Total TV Homes 625,700

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| Florida | |
| Broward | 142,598 |
| Collier | 5,244 |
| Dade | 348,870 |
| Glades | 486 |
| Hendry | 2,210 |
| Indian River | 8,580 |
| Martin | 6,365 |
| Monroe | 12,718 |
| Okeechobee | 2,015 |
| Palm Beach | 83,646 |
| St. Lucie | 12,918 |

Rates:

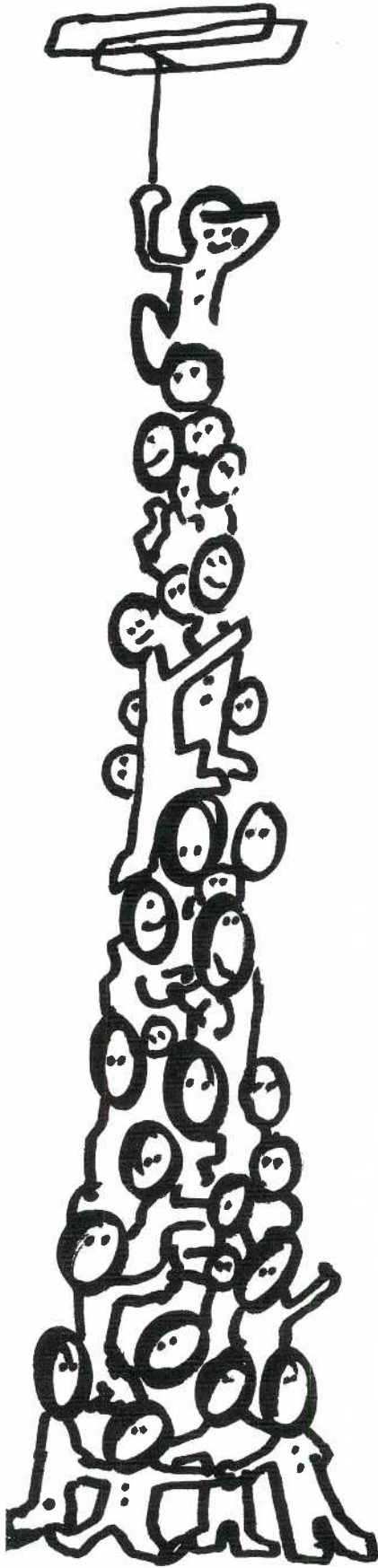
| | | |
|----------------------|-----------|--------------|
| | MARKET 22 | MARKETS 1-22 |
| Daytime 60s | \$185 | \$ 7,325 |
| Prime 20s | \$375 | \$17,000 |
| Late-Night 60s | \$185 | \$ 9,263 |

23: Atlanta

Total TV Homes 622,700

| | |
|-------------------|-----------------|
| COUNTIES | TV HOMES |
| Alabama | |
| Chambers | 8,340 |
| Cherokee | 3,362 |
| Clay | 2,560 |
| Cleburne | 2,262 |
| Randolph | 3,975 |
| Georgia | |
| Baldwin | 5,380 |
| Banks | 1,309 |
| Barrow | 3,642 |
| Bartow | 7,516 |
| Bibb | 40,764 |
| Butts | 1,909 |
| Carroll | 9,583 |
| Chattanooga | 4,515 |
| Cherokee | 5,910 |
| Clarke | 12,601 |
| Clayton | 14,512 |
| Cobb | 36,305 |
| Coweta | 6,744 |
| Crawford | 868 |
| Dawson | 760 |
| De Kalb | 86,640 |
| Douglas | 4,500 |
| Elbert | 4,310 |
| Fannin | 2,618 |
| Fayette | 1,795 |
| Floyd | 17,858 |
| Forsyth | 3,205 |
| Franklin | 3,045 |
| Fulton | 162,452 |
| Gilmer | 1,596 |
| Gordon | 4,870 |
| Greene | 1,898 |
| Gwinnett | 12,050 |
| Habersham | 4,161 |
| Hall | 13,566 |
| Hancock | 1,320 |
| Haralson | 3,590 |
| Harris | 2,184 |
| Heard | 880 |
| Henry | 3,838 |
| Jackson | 4,304 |
| Jasper | 910 |
| Jones | 1,736 |
| Lamar | 2,306 |
| Lumpkin | 1,568 |
| Madison | 2,480 |
| Meriwether | 3,619 |
| Monroe | 2,080 |
| Morgan | 1,800 |
| Murray | 2,250 |
| Newton | 4,892 |
| Oconee | 1,513 |
| Oglethorpe | 1,275 |
| Paulding | 3,374 |
| Peach | 3,098 |
| Pickens | 2,110 |
| Pike | 1,184 |
| Polk | 7,057 |
| Putnam | 1,560 |
| Rabun | 1,550 |
| Rockdale | 2,610 |
| Spaulding | 9,312 |
| Stephens | 4,408 |
| Talbot | 1,190 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.



In Kansas City

(nation's new 20th television market)

people in the *know* depend on KCMO-TV

for local and CBS news,

weather,

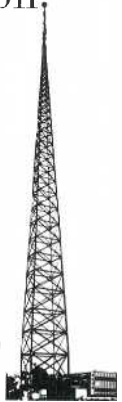
sports,

movies – and

for information on things to rush out

and spend their 3 billion dollars on.


KCMO-TV **5**
BROADCASTING HOUSE



A Meredith station, affiliated with
Better Homes & Gardens and Successful Farming
Kansas City, Missouri

P.S.

When you phone JEfferson 1-6789, be sure to ask about our exclusive Point-of-Purchase Merchandising Service in 200 high-volume supermarkets in metro Kansas City.



Joe Floyd's
DICTIONARY
OF
MARKET
COVERAGE

MOST IMPORTANT WORD IN HIS BOOK*

*syn'chro-lized

DEFINITION: An adjective describing a hook-up of television stations, by which programs and commercials can be beamed from one camera to an entire market, simultaneously.

PRIME EXAMPLE: KELO-LAND-TV, the 3-station hook-up which made synchro-lized market coverage a reality. KELO-LAND-TV enables an advertiser to cover the entire Sioux Falls-98 County Market—all at the same split second of confirmed time, with just one film or tape or live commercial originating on KELO-TV Sioux Falls.

YOU COVER IT ALL FROM KELO-TV SIOUX FALLS

KELO-LAND TV gives you twice as much Metro Area audience . . . and more audience in the total 98-county market . . . than all other stations combined!



KELOLAND
CBS • ABC
KELO-TV • KOLO-TV • KPLO-TV
(interconnected)
JOE FLOYD, President
Evans Nord, Executive Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by H-R
In Minneapolis by Wayne Evans

ARB estimates. Nov. '64,
9 a.m.-Midnight 7 days a week

TOP 100 TELEVISION MARKETS *continued*

ATLANTA *continued*

| | |
|------------------|--------|
| Taliaferro | 476 |
| Taylor | 1,554 |
| Towns | 902 |
| Troup | 10,570 |
| Union | 1,280 |
| Upson | 5,554 |
| Walton | 4,585 |
| White | 1,424 |
| Whitfield | 11,668 |
| Wilkes | 1,876 |
| Wilkinson | 1,848 |

| | |
|----------------|-------|
| North Carolina | |
| Clay | 1,050 |
| Macon | 2,545 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 23 | MARKETS 1-23 |
| Daytime 60s | \$180 | \$ 7,505 |
| Prime 20s | \$400 | \$17,400 |
| Late-Night 60s | \$ 90 | \$ 9,353 |

24: Seattle Tacoma

Total TV Homes 611,000

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| Oregon | |
| Clatsop | 7,654 |
| Washington | |
| Clallam | 8,870 |
| Grays Harbor | 15,150 |
| Island | 6,176 |
| Jefferson | 2,340 |
| King | 307,974 |
| Kitsap | 28,152 |
| Kittitas | 5,270 |
| Lewis | 11,880 |
| Mason | 5,042 |
| Pacific | 4,032 |
| Pierce | 96,440 |
| San Juan | 990 |
| Skagit | 15,509 |
| Snohomish | 56,332 |
| Thurston | 17,644 |
| Wahkiakum | 946 |
| Whatcom | 20,580 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 24 | MARKETS 1-24 |
| Daytime 60s | \$150 | \$ 7,655 |
| Prime 20s | \$375 | \$17,775 |
| Late-Night 60s | \$200 | \$ 9,553 |

25: Sacramento Stockton

Total TV Homes 609,300

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| California | |
| Amador | 2,924 |
| Butte | 29,364 |
| Calaveras | 3,354 |
| Colusa | 3,540 |
| Contra Costa | 129,595 |
| El Dorado | 12,126 |
| Lake | 4,780 |
| Lassen | 3,612 |
| Mariposa | 1,458 |
| Nevada | 7,080 |
| Placer | 18,722 |
| Plumas | 3,108 |
| Sacramento | 177,478 |
| San Joaquin | 73,860 |
| Sierra | 648 |

| | |
|------------------|--------|
| Solano | 41,215 |
| Stanislaus | 46,870 |
| Sutter | 10,536 |
| Tuolumne | 4,684 |
| Yolo | 22,521 |
| Yuba | 11,854 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 25 | MARKETS 1-25 |
| Daytime 60s | \$120 | \$ 7,775 |
| Prime 20s | \$360 | \$18,135 |
| Late-Night 60s | \$ 80 | \$ 9,633 |

26: Buffalo

Total TV Homes 604,400

| | |
|-------------------|-----------------|
| COUNTIES | TV HOMES |
| New York | |
| Alleghany | 11,250 |
| Cattaraugus | 22,287 |
| Chautauqua | 44,578 |
| Erie | 327,014 |
| Genesee | 15,775 |
| Livingston | 11,602 |
| Niagara | 74,016 |
| Orleans | 9,825 |
| Steuben | 26,882 |
| Wyoming | 9,428 |
| Pennsylvania | |
| Elk | 10,088 |
| Forest | 1,330 |
| McKean | 14,950 |
| Potter | 4,400 |
| Tioga | 9,348 |
| Warren | 11,631 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 26 | MARKETS 1-26 |
| Daytime 60s | \$150 | \$ 7,925 |
| Prime 20s | \$525 | \$18,660 |
| Late-Night 60s | \$150 | \$ 9,783 |

27: Lancaster* Harrisburg York Lebanon

Total TV Homes 592,100

| | |
|----------------------|-----------------|
| COUNTIES | TV HOMES |
| Missouri | |
| Carroll | 14,260 |
| Washington | 26,296 |
| Pennsylvania | |
| Adams | 14,400 |
| Berks | 84,776 |
| Clinton | 10,456 |
| Cumberland | 38,089 |
| Dauphin | 68,480 |
| Franklin | 24,379 |
| Juniaata | 3,884 |
| Lancaster | 76,784 |
| Lebanon | 25,225 |
| Lycoming | 30,638 |
| Mifflin | 11,986 |
| Northumberland | 27,900 |
| Perry | 7,060 |
| Schuylkill | 46,460 |

* Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.



**SACRAMENTO
STOCKTON
TV MARKET**

**4 OUT OF 5
RESPONSIBLE
AD MEN DON'T
KNOW...***



... that our new tower — the world's highest television candelabra — has changed the SACRAMENTO - STOCKTON TELEVISION MARKET RANKING so that it is now included on everybody's TOP 25! TELEVISION MAGAZINE has recognized this higher ranking for the past three years.

For the second successive year, SALES MANAGEMENT shows even more impressive and important category rankings.

WE TRUST YOUR MEDIA EVALUATION DEPARTMENT IS ON TOP OF THESE NEW FIGURES AND YOUR PROJECTED SACRAMENTO-STOCKTON BUDGET HAS BEEN INCREASED TO REALIZE THESE NEW SALES POTENTIALS.

| SM | Population Estimates | | Effective Buying Income | RETAIL SALES ESTIMATES | | | |
|--------|----------------------|------------------|-------------------------|------------------------|------------|------------------------|-------------|
| | TV Homes (000) | Households (000) | Net (000) Dollars | Total (000) | Food (000) | Furn House Appl. (000) | Drugs (000) |
| TOTALS | 591.1 | 639.7 | 4,770,134 | 3,094,949 | 804,846 | 156,863 | 105,688 |
| RANK | 19 | 20 | 17 | 17 | 14 | 13 | 19 |

KCRA-TV
SACRAMENTO • STOCKTON
CALIFORNIA'S 3rd
LARGEST TV MARKET

STOP PRESS!

Effective next month, Madison, Wisconsin climbs to new, higher listing in Top 100 Markets—for WKOW-TV advertisers. Dateline April — New WAOW-TV, on Rib Mountain, Wausau, goes on the air, micro-relay interconnected with WKOW-TV MADISON for simultaneous ABC programming. This exclusive MADISON/MIDWISCONSIN microwave hookup enables advertisers, for the first time, to get simultaneous, unduplicated coverage of all ARB Madison-Wausau market area counties.



The MIDWIS COMBO is represented nationally by Adam Young in Minneapolis by Wayne Evans

TOP 100 MARKETS *continued*

LANCASTER-HARRISBURG *continued*

| | |
|----------------|--------|
| Snyder | 6,182 |
| Sullivan | 1,530 |
| York | 73,350 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 27 | MARKETS 1-27 |
| Daytime 60s | \$135 | \$ 8,060 |
| Prime 20s | \$240 | \$18,900 |
| Late-Night 60s | \$135 | \$ 9,918 |

28: Johnstown, Pa.* Altoona, Pa.

Total TV Homes 591,000

| COUNTIES | TV HOMES |
|----------------------|----------|
| Maryland | |
| Allegany | 22,700 |
| Garrett | 4,355 |
| Pennsylvania | |
| Armstrong | 21,915 |
| Bedford | 11,096 |
| Blair | 38,808 |
| Butler | 32,790 |
| Cambria | 54,005 |
| Cameron | 2,195 |
| Centre | 19,670 |
| Clarion | 9,864 |
| Clearfield | 22,061 |
| Clinton | 10,456 |
| Elk | 10,088 |
| Fayette | 43,225 |
| Forest | 1,330 |
| Fulton | 2,470 |
| Huntingdon | 10,100 |
| Indiana | 19,534 |
| Jefferson | 13,040 |
| McKean | 14,950 |
| Mifflin | 11,986 |
| Potter | 4,400 |
| Somerset | 20,168 |
| Venango | 16,772 |
| Washington | 61,766 |
| Westmoreland | 103,620 |
| West Virginia | |
| Hampshire | 2,409 |
| Mineral | 5,249 |

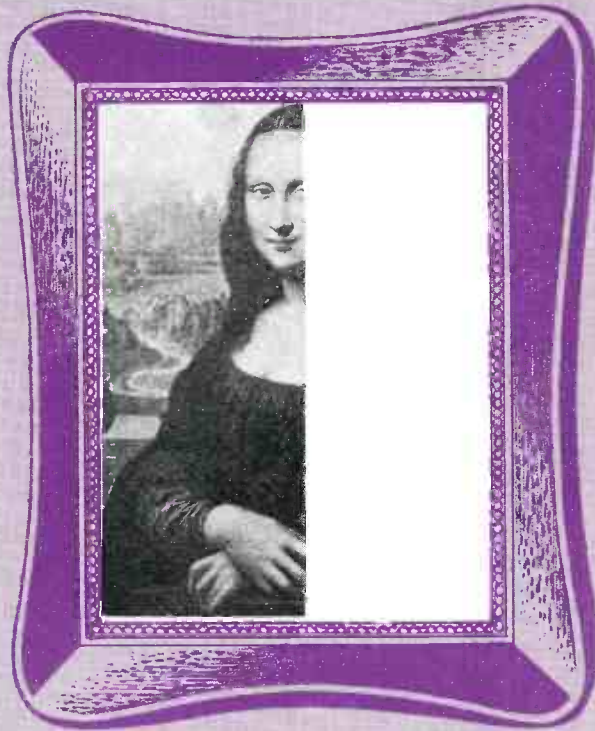
| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 28 | MARKETS 1-28 |
| Daytime 60s | \$110 | \$ 8,170 |
| Prime 20s | \$250 | \$19,150 |
| Late-Night 60s | \$130 | \$10,048 |

■ 29: Grand Rapids Kalamazoo

Total TV Homes 585,600

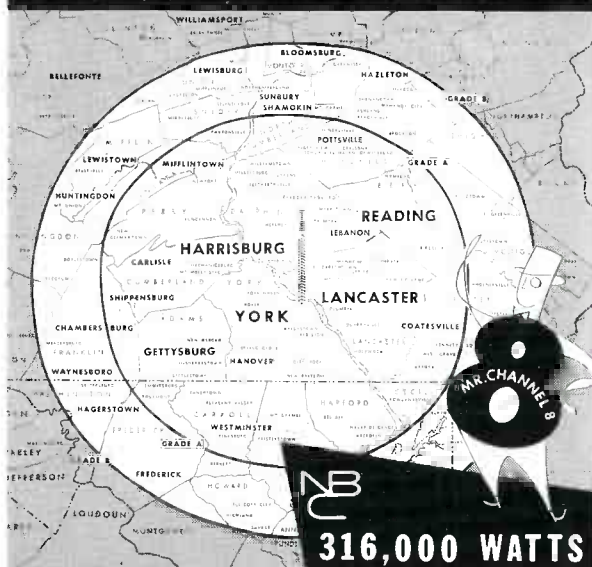
| COUNTIES | TV HOMES |
|----------------|----------|
| Indiana | |
| Lagrange | 4,020 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.



have you only half the picture?

MULTI-CITY TV MARKET

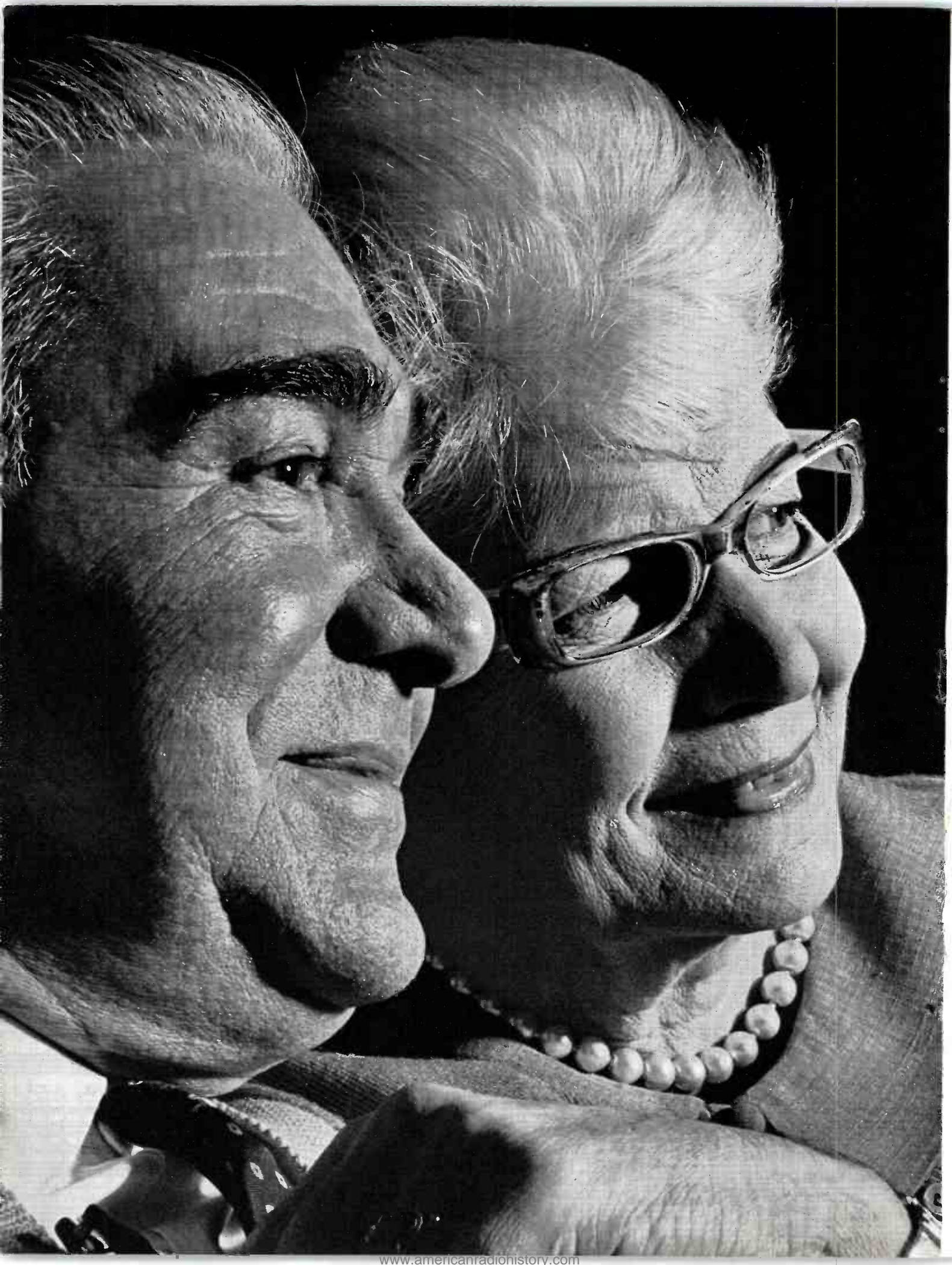


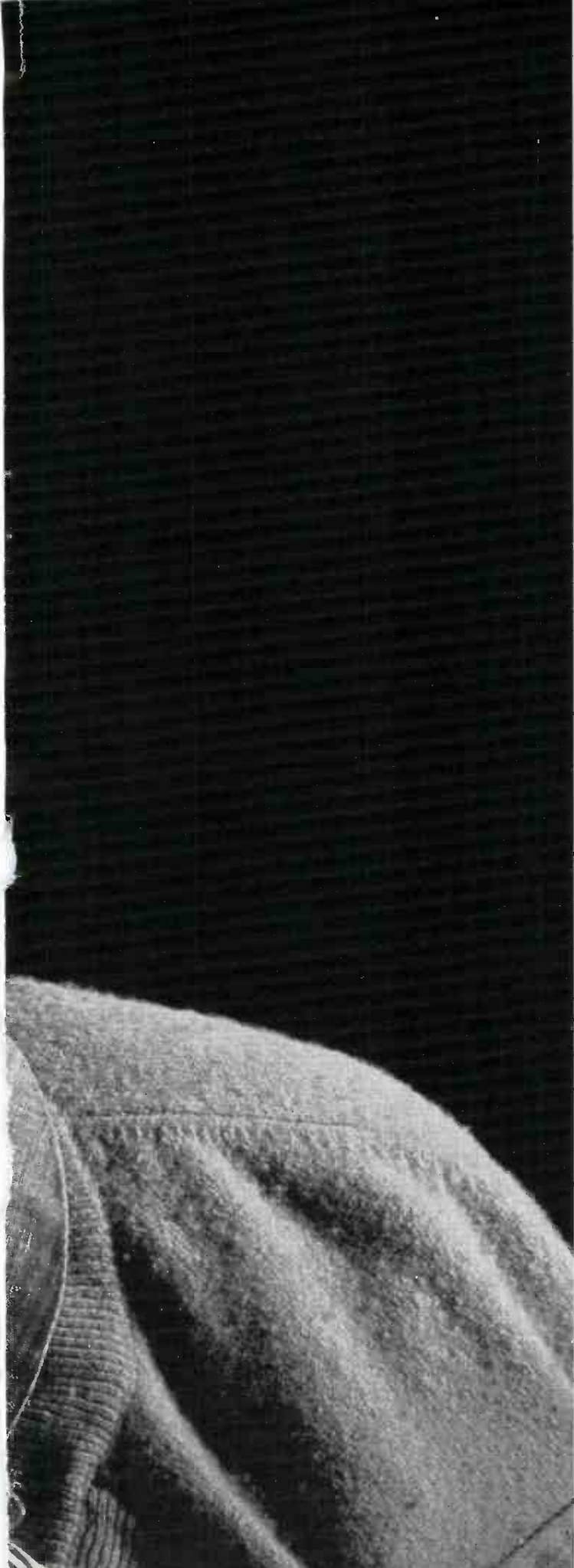
Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

WGAL-TV
Channel 8
Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.





“The best is yet to be”

No quiet seat on the sidelines for this forward-looking couple. They're vitally concerned with their families, their community, and the world around them, and they count on their favorite television station to keep them involved with the future.

You don't have to live in Columbus to recognize the remarkable rapport that exists between this station and its viewers, but it helps. The tough-minded businessmen who watch local television every day know just how their commercials are handled and can keep a close check on their effectiveness. It isn't surprising, therefore, that Central Ohio's largest department store, bank, automobile dealer, dairy, and six other leading firms have been continuous advertisers on WBNS-TV for 15 years.

It takes a lot of hard work and professional know-how to build and maintain this kind of reputation, but we wouldn't have it any other way. We were born and raised in Central Ohio, we have no other irons in the fire, and there's nothing more important to us than earning the continued respect and confidence of our neighbors.

Only then can we be sure that WBNS-TV is the station where seeing is believing.

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO
Market center of more than two million people

*Winner of the Grand Award and Silver Award
for Public Service in the New York International
Film Festival, 1963 and 1964.*

TOP 100 TELEVISION MARKETS *continued*

GRAND RAPIDS-KALAMAZOO *continued*

| | |
|------------------|---------|
| Noble | 8,048 |
| Steuben | 4,929 |
| Michigan | |
| Allegan | 16,486 |
| Barry | 8,634 |
| Berrien | 44,822 |
| Branch | 9,526 |
| Calhoun | 41,580 |
| Cass | 10,629 |
| Clinton | 10,842 |
| Eaton | 14,465 |
| Gratiot | 9,802 |
| Hillsdale | 9,480 |
| Ingham | 60,488 |
| Ionia | 12,040 |
| Jackson | 37,515 |
| Kalamazoo | 49,174 |
| Kent | 108,163 |
| Mecosta | 5,298 |
| Montcalm | 10,858 |
| Muskegon | 42,230 |
| Newaygo | 6,774 |
| Oceana | 4,138 |
| Ottawa | 27,808 |
| St. Joseph | 12,894 |
| Van Buren | 14,962 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 29 | MARKETS 1-29 |
| Daytime 60s | \$135 | \$ 8,305 |
| Prime 20s | \$400 | \$19,550 |
| Late-Night 60s | \$110 | \$10,158 |

30: Houston

Total TV Homes 553,000

| COUNTIES | TV HOMES |
|-------------------|----------|
| Texas | |
| Austin | 3,225 |
| Brazoria | 22,814 |
| Brazos | 11,280 |
| Burleson | 2,304 |
| Calhoun | 4,200 |
| Chambers | 3,053 |
| Colorado | 4,409 |
| Fort Bend | 10,058 |
| Galveston | 41,830 |
| Grimes | 2,664 |
| Harris | 396,230 |
| Jackson | 3,259 |
| Liberty | 8,224 |
| Madison | 1,296 |
| Matagorda | 6,617 |
| Montgomery | 6,866 |
| Polk | 2,812 |
| San Jacinto | 1,008 |
| Trinity | 1,474 |
| Walker | 3,682 |
| Waller | 2,490 |
| Washington | 4,071 |
| Wharton | 9,102 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 30 | MARKETS 1-30 |
| Daytime 60s | \$150 | \$ 8,455 |
| Prime 20s | \$500 | \$20,050 |
| Late-Night 60s | \$200 | \$10,358 |

31: Dayton, Ohio

Total TV Homes 533,900

| COUNTIES | TV HOMES |
|---------------|----------|
| Indiana | |
| Fayette | 6,902 |

| | |
|------------------|---------|
| Jay | 6,424 |
| Randolph | 8,668 |
| Union | 1,672 |
| Wayne | 21,444 |
| Ohio | |
| Adams | 4,830 |
| Allen | 29,578 |
| Auglaize | 10,272 |
| Butler | 58,775 |
| Champaign | 8,678 |
| Clark | 38,795 |
| Clermont | 24,870 |
| Clinton | 8,896 |
| Darke | 13,359 |
| Fayette | 7,318 |
| Greene | 28,305 |
| Highland | 8,488 |
| Logan | 10,559 |
| Mercer | 8,606 |
| Miami | 22,715 |
| Montgomery | 165,342 |
| Preble | 9,570 |
| Shelby | 9,550 |
| Warren | 20,250 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 31 | MARKETS 1-31 |
| Daytime 60s | \$125 | \$ 8,580 |
| Prime 20s | \$285 | \$20,335 |
| Late-Night 60s | \$125 | \$10,483 |

32: Columbus, Ohio

Total TV Homes 513,800

| COUNTIES | TV HOMES |
|-----------------|----------|
| Ohio | |
| Athens | 10,942 |
| Champaign | 8,678 |
| Clark | 38,795 |
| Coshocton | 8,981 |
| Crawford | 14,545 |
| Delaware | 10,458 |
| Fairfield | 19,774 |
| Fayette | 7,318 |
| Franklin | 214,540 |
| Hardin | 8,200 |
| Highland | 8,488 |
| Hocking | 5,510 |
| Knox | 11,528 |
| Licking | 28,430 |
| Logan | 10,559 |
| Madison | 6,900 |
| Marion | 18,105 |
| Morgan | 3,268 |
| Morrow | 5,472 |
| Muskingum | 22,998 |
| Perry | 7,360 |
| Pickaway | 9,505 |
| Pike | 4,895 |
| Ross | 15,950 |
| Union | 6,633 |
| Wyandot | 5,935 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 32 | MARKETS 1-32 |
| Daytime 60s | \$100 | \$ 8,680 |
| Prime 20s | \$300 | \$20,635 |
| Late-Night 60s | \$100 | \$10,583 |

33: Portland, Ore.

Total TV Homes 501,100

| COUNTIES | TV HOMES |
|--------------|----------|
| Oregon | |
| Benton | 11,030 |

| | |
|-------------------|---------|
| Clackamas | 35,946 |
| Clatsop | 7,654 |
| Columbia | 6,390 |
| Coos | 15,060 |
| Crook | 2,514 |
| Deschutes | 6,905 |
| Gilliam | 840 |
| Hood River | 3,506 |
| Jefferson | 1,934 |
| Lane | 52,480 |
| Lincoln | 6,775 |
| Linn | 16,440 |
| Marion | 36,356 |
| Multnomah | 168,722 |
| Polk | 8,291 |
| Sherman | 736 |
| Tillamook | 4,698 |
| Wasco | 5,850 |
| Washington | 36,824 |
| Wheeler | 680 |
| Yamhill | 8,712 |
| Washington | |
| Clark | 28,058 |
| Cowlitz | 16,926 |
| Klickitat | 3,540 |
| Lewis | 11,880 |
| Skamania | 1,386 |
| Wahkiakum | 946 |

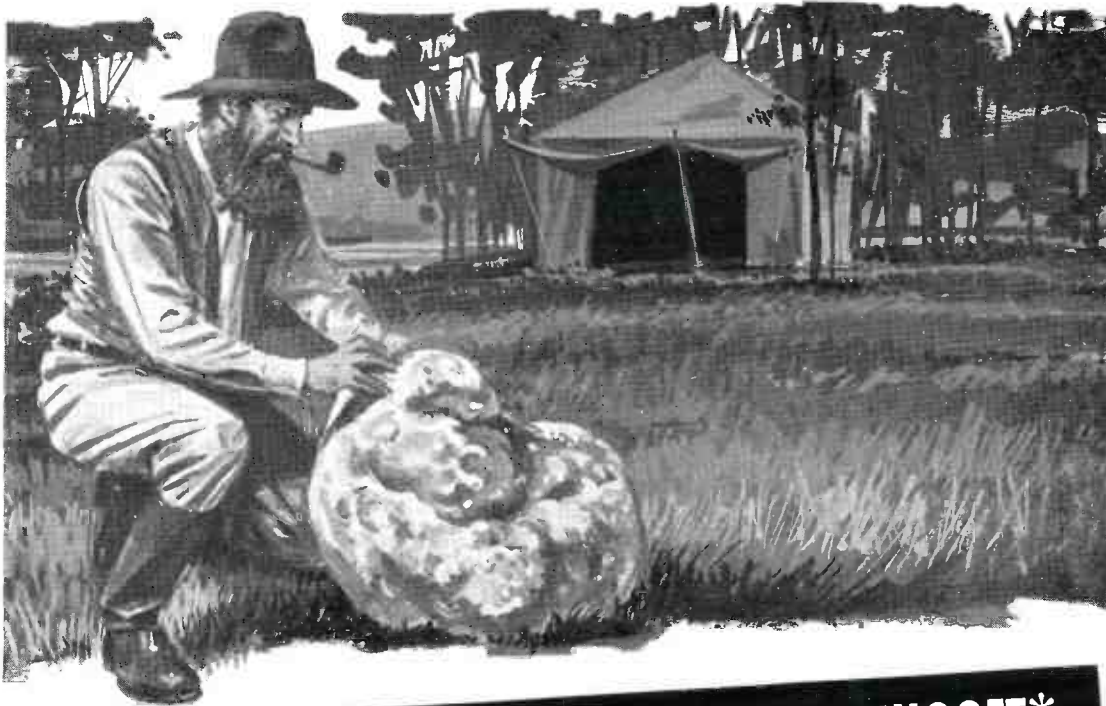
| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 33 | MARKETS 1-33 |
| Daytime 60s | \$100 | \$ 8,780 |
| Prime 20s | \$285 | \$20,920 |
| Late-Night 60s | \$100 | \$10,683 |

34: Memphis

Total TV Homes 497,400

| COUNTIES | TV HOMES |
|--------------------|----------|
| Arkansas | |
| Clay | 5,084 |
| Craighead | 13,070 |
| Crittenden | 10,160 |
| Cross | 3,840 |
| Fulton | 1,080 |
| Greene | 6,205 |
| Independence | 5,002 |
| Jackson | 4,941 |
| Lawrence | 3,927 |
| Lee | 3,640 |
| Mississippi | 16,490 |
| Monroe | 3,312 |
| Phillips | 8,880 |
| Poinsett | 6,536 |
| Randolph | 2,625 |
| St. Francis | 6,314 |
| Sharp | 976 |
| Woodruff | 2,700 |
| Mississippi | |
| Alcorn | 5,395 |
| Benton | 1,224 |
| Bolivar | 7,056 |
| Calhoun | 2,920 |
| Chicksaw | 3,024 |
| Coahoma | 7,552 |
| De Soto | 3,920 |
| Grenada | 3,360 |
| Itawamba | 3,003 |
| Lafayette | 3,675 |
| Lee | 9,740 |

Major facility change in market subsequent to latest county survey measurement date.
Market combination differs from that in television markets listing, *Telestatus*, this issue.



YOU MAY NEVER FIND A 460-LB. GOLD NUGGET* —

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.


**BUT... You'll Strike It Rich On WKZO-TV
in Greater Western Michigan!**

A schedule on WKZO-TV is no fool's gold; we're the most-watched Michigan station outside Detroit. Assay this "dust" from NSI (Nov., '64):

- 9 a.m. to midnight, Sunday through Saturday, WKZO-TV is 8% richer in viewers than station "B."
- Along that same vein, WKZO-TV unearths 6% more homes than station "B" from 6:30 p.m. to midnight.
- If you want the mother lode, our weekday mornings (9 a.m.-noon) average 40% more viewers than station "B"—13% more than "B" and "C" combined.

Let your Avery-Knodel man show you how a WKZO-TV schedule can pan out for you! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

**The 7,560-oz. Holtermann Nugget was taken in Australia in 1872.*



The Feltzer Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

TOP 100 TELEVISION MARKETS *continued*

MEMPHIS *continued*

| | |
|--------------------|-------|
| Leflore | 7,906 |
| Marshall | 3,640 |
| Montgomery | 2,142 |
| Panola | 5,236 |
| Pontotoc | 3,572 |
| Prentiss | 3,792 |
| Quitman | 2,970 |
| Tallahatchie | 2,958 |
| Tate | 3,182 |
| Tippah | 3,040 |
| Tishomingo | 2,660 |
| Tunica | 2,304 |
| Union | 4,437 |
| Webster | 1,904 |
| Yalobusha | 1,984 |

| | |
|------------------|-------|
| Missouri | |
| Dunklin | 9,605 |
| Howell | 4,920 |
| New Madrid | 6,300 |
| Oregon | 1,740 |
| Pemiscot | 7,885 |
| Ripley | 1,701 |

| | |
|------------------|--------|
| Tennessee | |
| Chester | 1,944 |
| Crockett | 3,320 |
| Dyer | 7,224 |
| Fayette | 3,417 |
| Gibson | 11,215 |
| Hardeman | 3,675 |
| Hardin | 3,450 |
| Haywood | 3,922 |
| Henderson | 3,465 |
| Lake | 1,848 |
| Lauderdale | 4,592 |

| | |
|---------------|---------|
| McNairy | 3,724 |
| Madison | 15,249 |
| Obion | 7,055 |
| Shelby | 172,242 |
| Tipton | 5,680 |
| Weakley | 5,840 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 34 | MARKETS 1-34 |
| Daytime 60s | \$ 95 | \$ 8,875 |
| Prime 20s | \$235 | \$21,155 |
| Late-Night 60s | \$145 | \$10,828 |

**35: Tampa
St. Petersburg**

Total TV Homes 484,000

| | |
|--------------------|-----------------|
| COUNTIES | TV HOMES |
| Florida | |
| Charlotte | 6,061 |
| Citrus | 2,949 |
| De Soto | 2,716 |
| Hardee | 3,355 |
| Hernando | 3,360 |
| Highlands | 6,852 |
| Hillsborough | 129,209 |
| Lee | 20,940 |
| Manatee | 27,388 |
| Osceola | 6,435 |
| Pasco | 12,430 |
| Pinellas | 168,904 |
| Polk | 58,468 |

| | |
|----------------|--------|
| Sarasota | 31,970 |
| Sumter | 2,906 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 35 | MARKETS 1-35 |
| Daytime 60s | \$115 | \$ 8,990 |
| Prime 20s | \$290 | \$21,445 |
| Late-Night 60s | \$105 | \$10,933 |

36: Birmingham

Total TV Homes 481,900

| | |
|-------------------|-----------------|
| COUNTIES | TV HOMES |
| Alabama | |
| Bibb | 2,618 |
| Blount | 5,561 |
| Calhoun | 24,754 |
| Cherokee | 3,362 |
| Chilton | 5,402 |
| Clay | 2,560 |
| Cleburne | 2,262 |
| Colbert | 11,100 |
| Coosa | 1,925 |
| Cullman | 11,000 |
| Dallas | 11,116 |
| Etowah | 27,166 |
| Fayette | 3,476 |
| Franklin | 4,543 |
| Greene | 1,530 |
| Hale | 2,760 |
| Jefferson | 173,130 |
| Lamar | 2,774 |
| Lauderdale | 14,346 |
| Lawrence | 4,380 |
| Limestone | 7,684 |
| Madison | 31,919 |
| Marion | 4,592 |
| Marshall | 11,915 |
| Morgan | 15,897 |
| Perry | 2,166 |
| Pickens | 3,710 |
| Saint Clair | 5,340 |
| Shelby | 7,446 |
| Talladega | 14,283 |
| Tallapoosa | 7,860 |
| Tuscaloosa | 24,463 |
| Walker | 12,690 |
| Wilcox | 2,106 |
| Winston | 3,154 |

| | |
|--------------------|--------|
| Mississippi | |
| Lowndes | 10,930 |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 36 | MARKETS 1-36 |
| Daytime 60s | \$100 | \$ 9,090 |
| Prime 20s | \$325 | \$21,770 |
| Late-Night 60s | \$ 60 | \$10,993 |

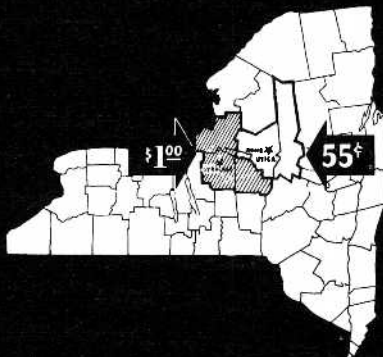
**37: Syracuse
Elmira**

Total TV Homes 480,400

| | |
|-----------------|-----------------|
| COUNTIES | TV HOMES |
| New York | |
| Cayuga | 20,024 |
| Chemung | 28,148 |
| Chenango | 11,918 |
| Cortland | 11,592 |
| Delaware | 11,176 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.

To COMPLETELY COVER the
SYRACUSE - UTICA - ROME MARKET,
you must include **WKTV UTICA-ROME**



THE FACT IS . . . For every food \$1.00 spent in Metro Syracuse, 55¢ is spent in Metro UTICA-ROME . . . and 70% of UTICA-ROME'S food is shipped in from Syracuse by the chains. Advertise your products where they are **CONSUMED**, not where they are warehoused.

National Representative - H. R. Television, Inc.

| | |
|-----------------|---------|
| Hamilton | 1,246 |
| Herkimer | 19,558 |
| Jefferson | 24,772 |
| Lewis | 5,714 |
| Madison | 15,338 |
| Oneida | 77,710 |
| Onondaga | 128,922 |
| Ontario | 19,628 |
| Oswego | 24,060 |
| Schuyler | 4,060 |
| Seneca | 8,508 |
| Steuben | 26,882 |
| Tompkins | 16,160 |
| Wayne | 19,786 |
| Yates | 5,207 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 37 | MARKETS 1-37 |
| Daytime 60s | \$125 | \$ 9,215 |
| Prime 20s | \$300 | \$22,070 |
| Late-Night 60s | \$125 | \$11,118 |

38: Nashville

Total TV Homes 474,200

| | |
|------------------|-----------------|
| COUNTIES | TV HOMES |
| Alabama | |
| Colbert | 11,100 |
| Lauderdale | 14,346 |
| Madison | 31,919 |

| | |
|------------------|--------|
| Kentucky | |
| Adair | 2,457 |
| Allen | 2,835 |
| Barren | 6,919 |
| Butler | 1,896 |
| Caldwell | 3,118 |
| Calloway | 5,810 |
| Casey | 2,275 |
| Christian | 13,530 |
| Clinton | 1,518 |
| Cumberland | 1,254 |
| Edmonson | 1,380 |
| Green | 2,560 |
| Hart | 3,198 |
| Hopkins | 10,226 |
| Logan | 5,050 |
| Lyon | 1,170 |
| McLean | 2,352 |
| Metcalfe | 1,694 |
| Monroe | 2,573 |
| Muhlenberg | 6,468 |
| Ohio | 4,000 |
| Pulaski | 6,080 |
| Russell | 1,960 |
| Simpson | 2,950 |
| Todd | 2,573 |
| Trigg | 2,075 |
| Warren | 11,705 |
| Wayne | 1,750 |

| | |
|------------------|---------|
| Tennessee | |
| Bedford | 6,040 |
| Benton | 2,650 |
| Cannon | 2,060 |
| Carroll | 5,313 |
| Cheatham | 2,369 |
| Clay | 1,207 |
| Coffee | 7,864 |
| Davidson | 116,592 |
| Decatur | 1,776 |
| De Kalb | 2,560 |
| Dickson | 4,772 |
| Fentress | 2,070 |
| Franklin | 5,816 |
| Giles | 4,712 |
| Grundy | 2,044 |
| Hardin | 3,450 |
| Henderson | 3,465 |
| Henry | 5,313 |
| Hickman | 2,573 |
| Houston | 1,064 |
| Humphreys | 3,100 |
| Jackson | 1,606 |

| | |
|------------------|--------|
| Lawrence | 6,100 |
| Lewis | 1,432 |
| Lincoln | 5,226 |
| Macon | 2,739 |
| Marshall | 4,263 |
| Maury | 10,654 |
| Montgomery | 13,990 |
| Moore | 770 |
| Overton | 2,628 |
| Perry | 1,040 |
| Pickett | 840 |
| Putnam | 6,500 |
| Robertson | 6,796 |
| Rutherford | 13,880 |
| Smith | 2,890 |
| Stewart | 1,596 |
| Sumner | 9,750 |
| Trousdale | 1,162 |
| Van Buren | 621 |
| Warren | 5,412 |
| Wayne | 1,943 |
| White | 3,575 |
| Williamson | 5,885 |
| Wilson | 7,348 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 38 | MARKETS 1-38 |
| Daytime 60s | \$115 | \$ 9,330 |
| Prime 20s | \$260 | \$22,330 |
| Late-Night 60s | \$115 | \$11,233 |

39: Louisville, Ky.

Total TV Homes 457,200

| | |
|-------------------|-----------------|
| COUNTIES | TV HOMES |
| Indiana | |
| Brown | 2,066 |
| Clark | 18,003 |
| Crawford | 2,025 |
| Daviess | 6,718 |
| Dubois | 6,923 |
| Floyd | 15,338 |
| Harrison | 5,240 |
| Jackson | 8,688 |
| Jefferson | 5,900 |
| Jennings | 4,250 |
| Lawrence | 10,640 |
| Martin | 2,464 |
| Orange | 4,534 |
| Perry | 4,472 |
| Pike | 3,440 |
| Scott | 3,920 |
| Spencer | 4,048 |
| Switzerland | 1,870 |
| Washington | 4,922 |

| | |
|--------------------|---------|
| Kentucky | |
| Adair | 2,457 |
| Anderson | 2,349 |
| Boyle | 4,950 |
| Breckinridge | 3,360 |
| Bullitt | 4,253 |
| Carroll | 2,040 |
| Casey | 2,275 |
| Fayette | 36,760 |
| Franklin | 7,987 |
| Garrard | 2,156 |
| Grayson | 3,150 |
| Green | 2,560 |
| Hancock | 1,248 |
| Hardin | 13,590 |
| Hart | 3,198 |
| Henry | 2,822 |
| Jefferson | 182,195 |
| Jessamine | 2,906 |
| Larue | 2,530 |
| Lincoln | 3,853 |
| Marion | 3,567 |
| Meade | 5,464 |
| Mercer | 3,736 |

| | |
|------------------|-------|
| Nelson | 4,728 |
| Ohio | 4,000 |
| Oldham | 2,730 |
| Owen | 1,817 |
| Pulaski | 6,080 |
| Rockcastle | 1,650 |
| Russell | 1,960 |
| Scott | 3,782 |
| Shelby | 4,772 |
| Spencer | 1,408 |
| Taylor | 3,813 |
| Trimble | 1,218 |
| Washington | 2,295 |
| Woodford | 2,855 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 39 | MARKETS 1-39 |
| Daytime 60s | \$125 | \$ 9,455 |
| Prime 20s | \$275 | \$22,605 |
| Late-Night 60s | \$125 | \$11,358 |

40: Greenville, S. C. Spartanburg, S. C. Asheville, N. C.

Total TV Homes 454,200

| | |
|------------------|-----------------|
| COUNTIES | TV HOMES |
| Georgia | |
| Banks | 1,309 |
| Elbert | 4,310 |
| Franklin | 3,045 |
| Hart | 3,718 |
| Jackson | 4,304 |
| Madison | 2,480 |
| Oglethorpe | 1,275 |
| Stephens | 4,408 |
| Wilkes | 1,876 |

| | |
|-----------------|-------|
| Kentucky | |
| Harlan | 8,175 |
| Leslie | 860 |

| | |
|-----------------------|--------|
| North Carolina | |
| Buncombe | 34,346 |
| Burke | 12,887 |
| Caldwell | 12,155 |
| Cleveland | 15,490 |
| Gaston | 33,686 |
| Haywood | 9,520 |
| Henderson | 9,612 |
| Jackson | 3,150 |
| Lincoln | 6,846 |
| McDowell | 6,266 |
| Madison | 2,747 |
| Mitchell | 2,652 |
| Polk | 2,638 |
| Rutherford | 11,175 |
| Swain | 1,140 |
| Transylvania | 3,685 |
| Yancey | 2,210 |

| | |
|-----------------------|--------|
| South Carolina | |
| Abbeville | 4,480 |
| Anderson | 25,366 |
| Cherokee | 8,131 |
| Chester | 6,630 |
| Greenville | 56,070 |
| Greenwood | 11,520 |
| Laurens | 10,505 |
| Newberry | 6,557 |
| Oconee | 9,300 |
| Pickens | 11,500 |

■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Telestatus, this issue.

GREENVILLE-SPARTANBURG-ASHEVILLE *continued*

| | |
|-------------------|--------|
| Spartanburg | 38,902 |
| Union | 6,719 |
| York | 17,866 |
| Tennessee | |
| Greene | 10,056 |
| Jefferson | 5,090 |
| Unicoi | 3,331 |
| Washington | 16,240 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 40 | MARKETS 1-40 |
| Daytime 60s | \$ 60 | \$ 9,515 |
| Prime 20s | \$200 | \$22,805 |
| Late-Night 60s | \$ 55 | \$11,413 |

| | |
|-------------------|--------|
| Greene | 9,546 |
| Hamilton | 1,246 |
| Herkimer | 19,558 |
| Montgomery | 16,853 |
| Otsego | 14,060 |
| Rensselaer | 41,439 |
| Saratoga | 26,630 |
| Schenectady | 47,885 |
| Schoharie | 5,915 |
| Ulster | 35,570 |
| Warren | 13,246 |
| Washington | 13,180 |

| | |
|------------------|--------|
| Vermont | |
| Addison | 4,690 |
| Bennington | 6,845 |
| Rutland | 12,406 |

| | |
|----------------|--------|
| Lincoln | 3,948 |
| Logan | 11,880 |
| McDowell | 12,728 |
| Mason | 6,036 |
| Mingo | 7,120 |
| Nicholas | 5,229 |
| Putnam | 6,000 |
| Raleigh | 16,896 |
| Ritchie | 2,250 |
| Roane | 3,081 |
| Wayne | 9,185 |
| Webster | 2,294 |
| Wirt | 1,040 |
| Wood | 23,970 |
| Wyoming | 6,720 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 43 | MARKETS 1-43 |
| Daytime 60s | \$ 80 | \$ 9,835 |
| Prime 20s | \$275 | \$23,725 |
| Late-Night 60s | \$ 75 | \$11,728 |

41: New Orleans

Total TV Homes 453,800

COUNTIES TV HOMES

| | |
|------------------------|---------|
| Louisiana | |
| Ascension | 6,307 |
| Assumption | 3,610 |
| E. Feliciana | 2,566 |
| Iberville | 6,660 |
| Jefferson | 64,930 |
| Lafourche | 14,350 |
| Livingston | 6,516 |
| Orleans | 179,080 |
| Plaquemines | 5,836 |
| St. Bernard | 9,906 |
| St. Charles | 5,530 |
| St. Helena | 1,540 |
| St. James | 3,716 |
| St. John Baptist | 3,988 |
| St. Mary | 12,729 |
| St. Tammany | 10,692 |
| Tangipahoa | 13,702 |
| Terrebonne | 15,034 |
| Washington | 10,630 |

| | |
|--------------------|--------|
| Mississippi | |
| Hancock | 3,400 |
| Harrison | 32,166 |
| Jackson | 16,150 |
| Lamar | 2,906 |
| Marion | 4,340 |
| Pearl River | 4,990 |
| Pike | 7,101 |
| Stone | 1,492 |
| Walthall | 2,077 |
| Wilkinson | 1,824 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 41 | MARKETS 1-41 |
| Daytime 60s | \$130 | \$ 9,645 |
| Prime 20s | \$360 | \$23,165 |
| Late-Night 60s | \$130 | \$11,543 |

**42: Albany
Schenectady
Troy**

Total TV Homes 437,400

COUNTIES TV HOMES

| | |
|----------------------|--------|
| Massachusetts | |
| Berkshire | 42,184 |
| New York | |
| Albany | 85,325 |
| Columbia | 13,927 |
| Delaware | 11,176 |
| Fulton | 15,718 |

Rates:

| | | |
|----------------------|------------------|---------------------|
| | MARKET 42 | MARKETS 1-42 |
| Daytime 60s | \$110 | \$ 9,755 |
| Prime 20s | \$285 | \$23,450 |
| Late-Night 60s | \$110 | \$11,653 |

**43: Charleston
Huntington**

Total TV Homes 429,000

COUNTIES TV HOMES

| | |
|-----------------|--------|
| Kentucky | |
| Bath | 1,632 |
| Boyd | 14,402 |
| Breathitt | 1,395 |
| Carter | 4,090 |
| Elliott | 1,245 |
| Floyd | 6,864 |
| Greenup | 7,388 |
| Johnson | 3,744 |
| Knott | 1,925 |
| Lawrence | 2,378 |
| Lee | 768 |
| Letcher | 4,224 |
| Lewis | 2,590 |
| Magoffin | 1,518 |
| Martin | 1,428 |
| Menifee | 737 |
| Morgan | 1,768 |
| Perry | 4,473 |
| Pike | 11,700 |
| Rowan | 2,485 |
| Wolfe | 825 |

| | |
|------------------|--------|
| Ohio | |
| Athens | 10,942 |
| Gallia | 6,120 |
| Jackson | 7,773 |
| Lawrence | 15,236 |
| Meigs | 5,632 |
| Morgan | 3,268 |
| Pike | 4,896 |
| Scioto | 23,558 |
| Vinton | 2,552 |
| Washington | 14,268 |

| | |
|-----------------|-------|
| Virginia | |
| Buchanan | 6,026 |
| Dickenson | 3,526 |

| | |
|----------------------|--------|
| West Virginia | |
| Boone | 6,003 |
| Braxton | 2,590 |
| Cabell | 30,368 |
| Calhoun | 1,444 |
| Clay | 2,028 |
| Fayette | 12,528 |
| Gilmer | 1,520 |
| Jackson | 5,010 |
| Kanawha | 67,760 |

**44: Flint
Saginaw
Bay City**

Total TV Homes 420,500

COUNTIES TV HOMES

| | |
|------------------|---------|
| Michigan | |
| Alpena | 6,988 |
| Arenac | 2,649 |
| Bay | 30,500 |
| Clare | 3,590 |
| Clinton | 10,842 |
| Eaton | 14,465 |
| Genesee | 110,448 |
| Gladwin | 3,080 |
| Gratiot | 9,802 |
| Huron | 8,756 |
| Ingham | 60,488 |
| Ionia | 12,040 |
| Iosco | 6,680 |
| Isabella | 8,514 |
| Lapeer | 10,740 |
| Midland | 14,690 |
| Montcalm | 10,858 |
| Ogemaw | 2,620 |
| Roscommon | 2,585 |
| Saginaw | 54,035 |
| Sanilac | 8,756 |
| Shiawassee | 15,610 |
| Tuscola | 11,685 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 44 | MARKETS 1-44 |
| Daytime 60s | \$100 | \$ 9,935 |
| Prime 20s | \$260 | \$23,985 |
| Late-Night 60s | \$ 86 | \$11,814 |

45: Toledo

Total TV Homes 414,000

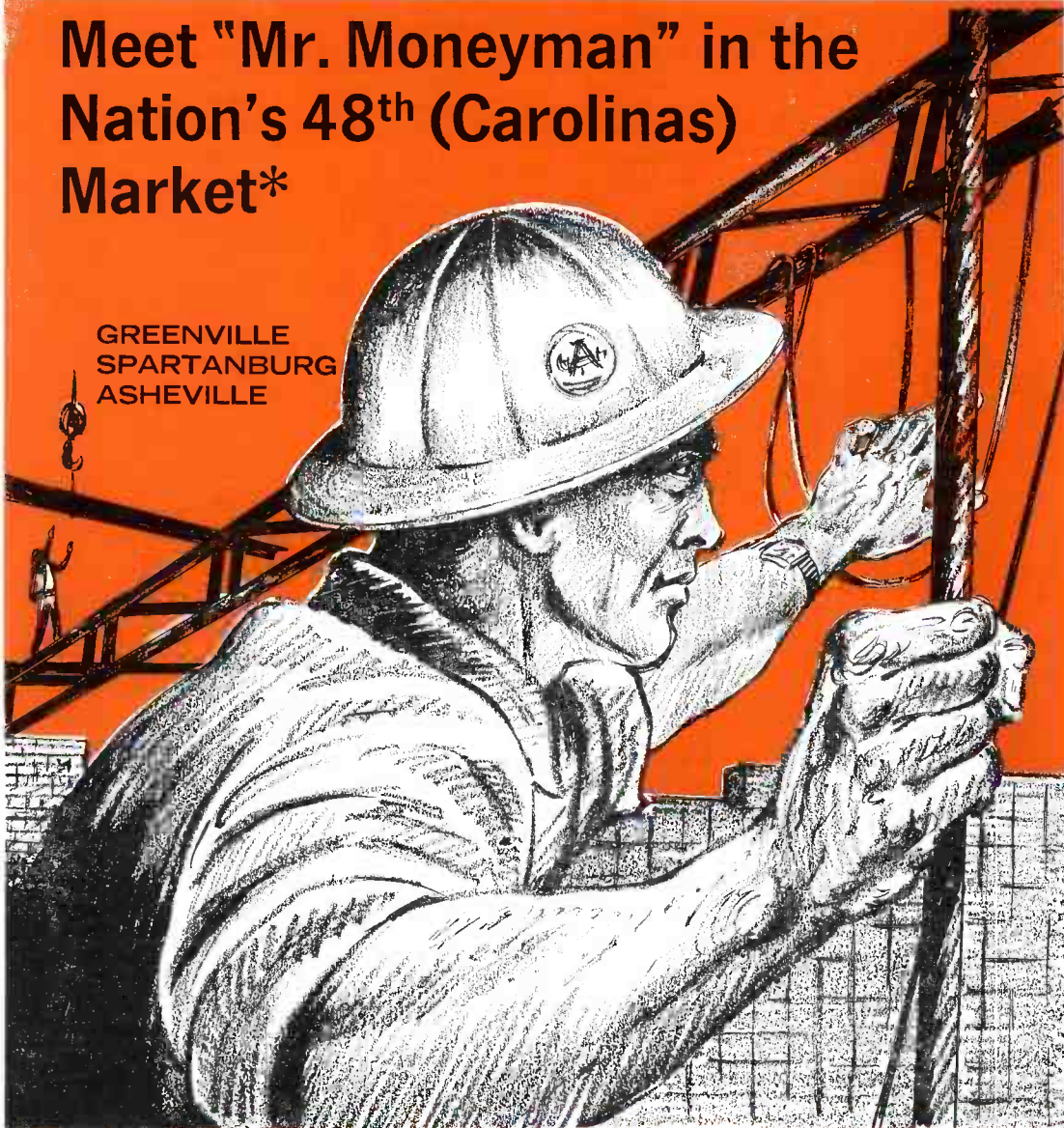
COUNTIES TV HOMES

| | |
|-----------------|--------|
| Michigan | |
| Hillsdale | 9,480 |
| Lenawee | 21,226 |
| Monroe | 29,094 |
| Ohio | |
| Allen | 29,578 |
| Crawford | 14,545 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

Meet "Mr. Moneyman" in the Nation's 48th (Carolinas) Market*

GREENVILLE
SPARTANBURG
ASHEVILLE



His Annual Payroll Check is 2 3/4 BILLION DOLLARS!



Broadcasting from Hogback Mountain

Yes, his and 1,999,999 more like him, here in the 50 plus counties sold by WSPA-TV's powerful antenna 3,648' atop Hogback Mountain, Industry is what is making this one of the important markets in the U.S. Each day sees an increase in our industrial payroll, as more and more companies recognize the potentials of this growing region. Industry, Agriculture and Business combine to create a fertile atmosphere for sales of more goods and services.

* FCC Rank

WSPA-TV

Owned and operated by SPARTAN RADIOCASTING COMPANY, Walter J. Brown, President
SPARTANBURG, SOUTH CAROLINA



in the nation's 48th market

GEORGE P. HOLLINGBERY—National Representatives

TOLEDO continued

| | |
|----------------|---------|
| Defiance | 8,895 |
| Erie | 20,960 |
| Fulton | 8,149 |
| Hancock | 17,240 |
| Hardin | 8,200 |
| Henry | 7,528 |
| Huron | 13,678 |
| Lucas | 138,560 |
| Ottawa | 10,635 |
| Putnam | 7,288 |
| Sandusky | 16,844 |
| Seneca | 16,416 |
| Williams | 8,786 |
| Wood | 20,985 |
| Wyandot | 5,935 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 45 | MARKETS 1-45 |
| Daytime 60s | \$100 | \$10,035 |
| Prime 20s | \$320 | \$24,305 |
| Late-Night 60s | \$100 | \$11,914 |

■ **46: Greensboro
Winston-Salem
High Point**
Total TV Homes 405,400

COUNTIES **TV HOMES**

| | |
|-----------------------|--------|
| North Carolina | |
| Alamance | 23,070 |
| Alleghany | 1,694 |
| Caswell | 3,608 |
| Chatham | 6,075 |
| Davidson | 21,730 |
| Davie | 3,880 |
| Durham | 28,023 |
| Forsyth | 54,853 |
| Granville | 6,120 |
| Guilford | 69,750 |
| Lee | 6,370 |
| Montgomery | 4,416 |
| Moore | 8,320 |
| Orange | 9,657 |
| Person | 5,678 |
| Randolph | 16,872 |
| Rockingham | 17,960 |
| Rowan | 22,510 |
| Stokes | 5,018 |
| Surry | 11,978 |
| Vance | 7,340 |
| Yadkin | 5,248 |
| Virginia | |
| Carroll | 6,080 |
| Franklin | 5,626 |
| Grayson | 3,600 |
| Halifax | 7,760 |
| Henry | 14,712 |
| Patrick | 3,136 |
| Pittsylvania | 24,310 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 46 | MARKETS 1-46 |
| Daytime 60s | \$110 | \$10,145 |
| Prime 20s | \$200 | \$24,505 |
| Late-Night 60s | \$ 90 | \$12,004 |

47: Denver
Total TV Homes 403,300

COUNTIES **TV HOMES**

| | |
|-------------------|---------|
| Colorado | |
| Adams | 39,432 |
| Arapahoe | 36,605 |
| Boulder | 23,810 |
| Chaffee | 2,288 |
| Clear Creek | 860 |
| Denver | 158,267 |
| Douglas | 1,556 |
| Eagle | 975 |
| Elbert | 996 |
| Gilpin | 264 |
| Grand | 803 |
| Jefferson | 56,122 |
| Lake | 1,610 |
| Larimer | 16,479 |
| Logan | 5,415 |
| Morgan | 6,198 |
| Park | 492 |
| Summit | 512 |
| Teller | 810 |
| Washington | 1,600 |
| Weid | 20,404 |
| Nebraska | |
| Cheyenne | 4,098 |
| Wyoming | |
| Albany | 5,170 |
| Laramie | 18,485 |

Well, Sir...



...So, now we're Denver's
number one prime time
television station.*



**A MULLINS BROADCASTING
COMPANY STATION**

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

* November-December 1964 Nielsen Station Index (SUN-SAT 6:30 PM to 10:00 PM)

■ Major facility change in market subsequent to latest county survey measurement date
* Market combination differs from that in television markets listing, Teletatus, this issue.

| Rates: | MARKET 47 | MARKETS 1-47 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 90 | \$10,235 |
| Prime 20s | \$300 | \$24,805 |
| Late-Night 60s | \$180 | \$12,184 |

48: Portland, Me.* Poland Spring, Me.

Total TV Homes 393,800

| COUNTIES | TV HOMES |
|--------------|----------|
| Maine | |
| Androscoggin | 25,495 |
| Cumberland | 53,900 |
| Franklin | 4,872 |
| Kennebec | 23,958 |
| Knox | 8,109 |
| Lincoln | 5,356 |
| Oxford | 12,062 |
| Sagadahoc | 6,491 |

| | |
|----------------------|--------|
| Somerset | 10,590 |
| Waldo | 6,050 |
| York | 29,020 |
| New Hampshire | |
| Belknap | 8,390 |
| Carroll | 4,753 |
| Coos | 10,474 |
| Grafton | 12,438 |
| Merrimack | 18,684 |
| Rockingham | 30,205 |
| Strafford | 16,601 |
| Sullivan | 7,686 |

| | |
|------------|--------|
| Orleans | 5,170 |
| Washington | 11,376 |
| Windham | 7,391 |
| Windsor | 11,402 |

| Rates: | MARKET 48 | MARKETS 1-48 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 80 | \$10,315 |
| Prime 20s | \$160 | \$24,965 |
| Late-Night 60s | \$ 60 | \$12,244 |

49: Lansing, Mich. Onondaga, Mich.

Total TV Homes 389,500

| COUNTIES | TV HOMES |
|-----------------|----------|
| Michigan | |
| Barry | 8,634 |
| Branch | 9,526 |

WILX-TV is the Mid-Michigan Market

(smack dab in the middle of the mitten)

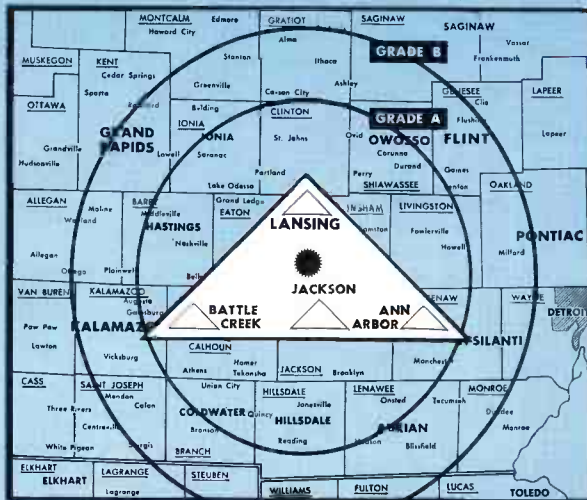
WILX-TV is your Mid-Michigan TV buy for four good reasons:

1. More efficient distribution of circulation.
2. Dominates the southern half circulation (Lansing and south).
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

Add it all up and you have MAXIMUM homes with MINIMUM duplication.

If you have clients that like extra merchandising, ask about our spectacular 40,000 circulation billboard in downtown Lansing.

Call Young Television Corp., or, write to Lansing 23, Michigan.



WILX-TV • WJCO-AM

LANSING 23

JACKSON 1510

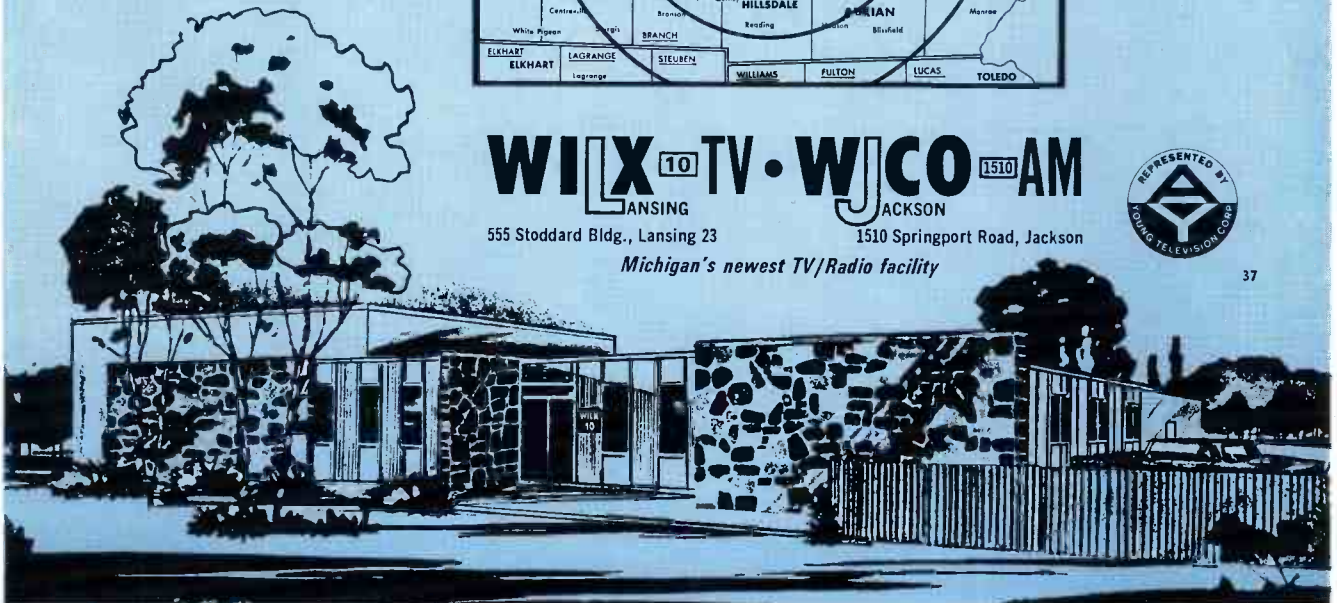
555 Stoddard Bldg., Lansing 23

1510 Springport Road, Jackson

Michigan's newest TV/Radio facility



37



| | | |
|-----------------|-------|--|
| Nebraska | | |
| Chase | 1,274 | |
| Dundy | 870 | |
| Frontier | 1,183 | |
| Furnas | 1,955 | |
| Gosper | 752 | |
| Hayes | 534 | |
| Hitchcock | 1,302 | |
| Redwillow | 4,014 | |

| | | |
|--------------|-------|--|
| Oklahoma | | |
| Beaver | 1,892 | |
| Grant | 2,250 | |
| Harper | 1,663 | |
| Texas | 3,835 | |
| Woods | 3,276 | |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 52 | MARKETS 1-52 |
| Daytime 60s | \$ 68 | \$10,681 |
| Prime 20s | \$260 | \$25,895 |
| Late-Night 60s | \$ 50 | \$12,551 |

■ 53: San Antonio

Total TV Homes 363,300

| | | | |
|-----------------|--|---------|----------|
| COUNTIES | | | TV HOMES |
| Texas | | | |
| Atascosa | | 3,726 | |
| Bandera | | 1,232 | |
| Bastrop | | 3,900 | |
| Bee | | 5,340 | |
| Bexar | | 191,178 | |
| Blanco | | 996 | |
| Caldwell | | 3,936 | |
| Calhoun | | 4,200 | |
| Comal | | 5,367 | |
| De Witt | | 4,650 | |
| Dimmit | | 1,380 | |
| Duval | | 2,139 | |
| Edwards | | 442 | |
| Fayette | | 3,840 | |
| Frio | | 1,800 | |
| Gillespie | | 2,287 | |
| Goliad | | 1,184 | |
| Gonzales | | 4,050 | |
| Guadalupe | | 7,198 | |
| Hays | | 4,535 | |
| Karnes | | 2,844 | |
| Kendall | | 1,492 | |
| Kerr | | 4,632 | |
| Kimble | | 756 | |
| Kinney | | 378 | |
| La Salle | | 816 | |
| Lavaca | | 3,843 | |
| Live Oak | | 1,476 | |
| McMullen | | 324 | |
| Mason | | 650 | |
| Maverick | | 2,082 | |
| Medina | | 4,202 | |
| Menard | | 350 | |
| Real | | 406 | |
| Sutton | | 703 | |
| Travis | | 59,325 | |
| Uvalde | | 3,793 | |
| Val Verde | | 5,029 | |
| Victoria | | 12,554 | |
| Wilson | | 2,541 | |
| Zavala | | 1,760 | |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 53 | MARKETS 1-53 |
| Daytime 60s | \$ 70 | \$10,751 |
| Prime 20s | \$260 | \$26,155 |
| Late-Night 60s | \$ 70 | \$12,621 |

54: Oklahoma City

Total TV Homes 356,700

| | | | |
|--------------------|--|---------|----------|
| COUNTIES | | | TV HOMES |
| Oklahoma | | | |
| Alfalfa | | 2,268 | |
| Beckham | | 4,617 | |
| Blaine | | 3,168 | |
| Caddo | | 7,304 | |
| Canadian | | 6,975 | |
| Cleveland | | 12,210 | |
| Creek | | 11,136 | |
| Custer | | 5,849 | |
| Dewey | | 1,377 | |
| Ellis | | 1,120 | |
| Garfield | | 16,058 | |
| Garvin | | 8,119 | |
| Grady | | 8,010 | |
| Grant | | 2,250 | |
| Greer | | 1,975 | |
| Harper | | 1,663 | |
| Hughes | | 3,608 | |
| Kay | | 15,720 | |
| Kingfisher | | 2,944 | |
| Kiowa | | 3,960 | |
| Lincoln | | 5,336 | |
| Logan | | 4,928 | |
| McCain | | 3,441 | |
| Major | | 1,725 | |
| Murray | | 3,070 | |
| Noble | | 2,944 | |
| Okfuskee | | 2,480 | |
| Oklahoma | | 146,779 | |
| Pawnee | | 2,970 | |
| Payne | | 11,724 | |
| Pontotoc | | 8,099 | |
| Pottawatomie | | 11,857 | |
| Roger Mills | | 1,001 | |
| Seminole | | 6,794 | |
| Stephens | | 11,475 | |
| Washita | | 4,823 | |
| Woods | | 3,276 | |
| Woodward | | 3,666 | |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 54 | MARKETS 1-54 |
| Daytime 60s | \$ 86 | \$10,837 |
| Prime 20s | \$326 | \$26,481 |
| Late-Night 60s | \$ 70 | \$12,691 |

55: San Jose* Salinas Monterey

Total TV Homes 355,600

| | | | |
|-------------------|--|---------|----------|
| COUNTIES | | | TV HOMES |
| California | | | |
| Merced | | 25,550 | |
| Monterey | | 54,350 | |
| San Benito | | 4,332 | |
| Santa Clara | | 239,010 | |
| Santa Cruz | | 32,370 | |

| | | |
|----------------------|-----------|--------------|
| Rates: | MARKET 55 | MARKETS 1-55 |
| Daytime 60s | \$ 66 | \$10,903 |
| Prime 20s | \$132 | \$26,613 |
| Late-Night 60s | \$ 66 | \$12,757 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

VISIT US WHILE
AT THE N.A.B.
CONVENTION

THE
MAYFLOWER
HOTEL

R. C. CRISLER
AND CO., INC.

Business Brokers for
TV & Radio Properties

Licensed Securities
Dealers

Underwriting—
Financing

CINCINNATI

Richard C. Crisler,
Paul E. Wagner,
Alex Howard
5th/3rd Bank Building.
phone 381-7775

NEW YORK

733 Third Avenue,
Suite 2105,
phone
MUrray Hill 7-8436

56: Durham, N.C. Raleigh, N. C.

Total TV Homes 354,000

| COUNTIES | TV HOMES |
|-----------------------|----------|
| North Carolina | |
| Alamance | 23,070 |
| Bladen | 4,767 |
| Chatham | 6,075 |
| Cumberland | 35,456 |
| Duplin | 7,999 |
| Durham | 28,023 |
| Edgecombe | 11,365 |
| Franklin | 5,168 |
| Granville | 6,120 |
| Greene | 2,952 |
| Halifax | 10,475 |
| Harnett | 10,560 |
| Hoke | 2,635 |
| Johnston | 13,579 |
| Lee | 6,370 |
| Lenoir | 12,835 |
| Martin | 5,480 |
| Montgomery | 4,416 |
| Moore | 8,320 |
| Nash | 12,696 |
| Orange | 9,657 |
| Pender | 3,332 |
| Person | 5,678 |
| Robeson | 15,796 |
| Sampson | 9,380 |
| Vance | 7,340 |
| Wake | 43,826 |
| Warren | 2,952 |
| Wayne | 18,840 |
| Wilson | 12,868 |
| Virginia | |
| Mecklenburg | 6,014 |

| Rates: | MARKET 56 | MARKETS 1-56 |
|----------------------|-----------|--------------|
| Daytime 60s | \$115 | \$11,018 |
| Prime 20s | \$185 | \$26,798 |
| Late-Night 60s | \$ 60 | \$12,817 |

57: Tulsa

Total TV Homes 346,800

| COUNTIES | TV HOMES |
|------------------|----------|
| Arkansas | |
| Benton | 10,226 |
| Washington | 15,600 |
| Kansas | |
| Chautauqua | 1,780 |
| Cowley | 11,270 |
| Eik | 1,394 |
| Labette | 7,743 |
| Montgomery | 13,552 |
| Wilson | 3,984 |
| Oklahoma | |
| Adair | 2,520 |
| Cherokee | 4,077 |
| Craig | 3,741 |
| Creek | 11,136 |
| Delaware | 2,888 |
| Haskell | 1,992 |
| Hughes | 3,608 |
| Kay | 15,720 |
| Latimer | 1,449 |
| Lincoln | 5,336 |
| McIntosh | 2,688 |
| Mays | 5,511 |
| Muskogee | 17,236 |

| | |
|------------------|---------|
| Nowata | 2,880 |
| Okfuskee | 2,480 |
| Okmulgee | 9,810 |
| Osage | 9,599 |
| Ottawa | 8,099 |
| Pawnee | 2,970 |
| Payne | 11,724 |
| Pittsburg | 8,500 |
| Rogers | 5,946 |
| Sequoyah | 3,960 |
| Tulsa | 119,230 |
| Wagoner | 4,146 |
| Washington | 13,998 |

| Rates: | MARKET 57 | MARKETS 1-57 |
|----------------------|-----------|--------------|
| Daytime 60s | \$100 | \$11,118 |
| Prime 20s | \$250 | \$27,048 |
| Late-Night 60s | \$100 | \$12,917 |

58: Champaign* Springfield Decatur

Total TV Homes 341,500

| COUNTIES | TV HOMES |
|------------------|----------|
| Illinois | |
| Champaign | 36,624 |
| Christian | 10,672 |
| Clark | 4,895 |
| Coles | 12,828 |
| Cumberland | 2,784 |
| De Witt | 5,254 |
| Douglas | 5,918 |
| Edgar | 6,825 |
| Effingham | 5,816 |
| Fayette | 5,655 |
| Ford | 4,794 |
| Iroquois | 9,575 |
| Jasper | 2,924 |
| Lasalle | 32,492 |
| Livingston | 10,930 |
| Logan | 8,708 |
| McLean | 24,180 |
| Macon | 36,414 |
| Menard | 2,640 |
| Moultrie | 3,664 |
| Platt | 4,580 |
| Sangamon | 44,540 |
| Shelby | 6,438 |
| Vermilion | 29,068 |
| Woodford | 6,880 |
| Indiana | |
| Benton | 3,104 |
| Fountain | 5,540 |
| Vermillion | 5,208 |
| Warren | 2,520 |

| Rates: | MARKET 58 | MARKETS 1-58 |
|----------------------|-----------|--------------|
| Daytime 60s | \$118 | \$11,236 |
| Prime 20s | \$270 | \$27,318 |
| Late-Night 60s | \$ 80 | \$12,997 |

59: Rochester, N. Y.

Total TV Homes 337,800

| COUNTIES | TV HOMES |
|-----------------|----------|
| New York | |
| Allegany | 11,250 |
| Cayuga | 20,024 |

| | |
|------------------|---------|
| Genesee | 15,775 |
| Livingston | 11,602 |
| Monroe | 179,920 |
| Ontario | 19,628 |
| Orleans | 9,825 |
| Seneca | 8,508 |
| Steuben | 26,882 |
| Wayne | 19,786 |
| Wyoming | 9,428 |
| Yater | 5,207 |

| Rates: | MARKET 59 | MARKETS 1-59 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 90 | \$11,326 |
| Prime 20s | \$208 | \$27,526 |
| Late-Night 60s | \$ 70 | \$13,067 |

60: Norfolk, Va.

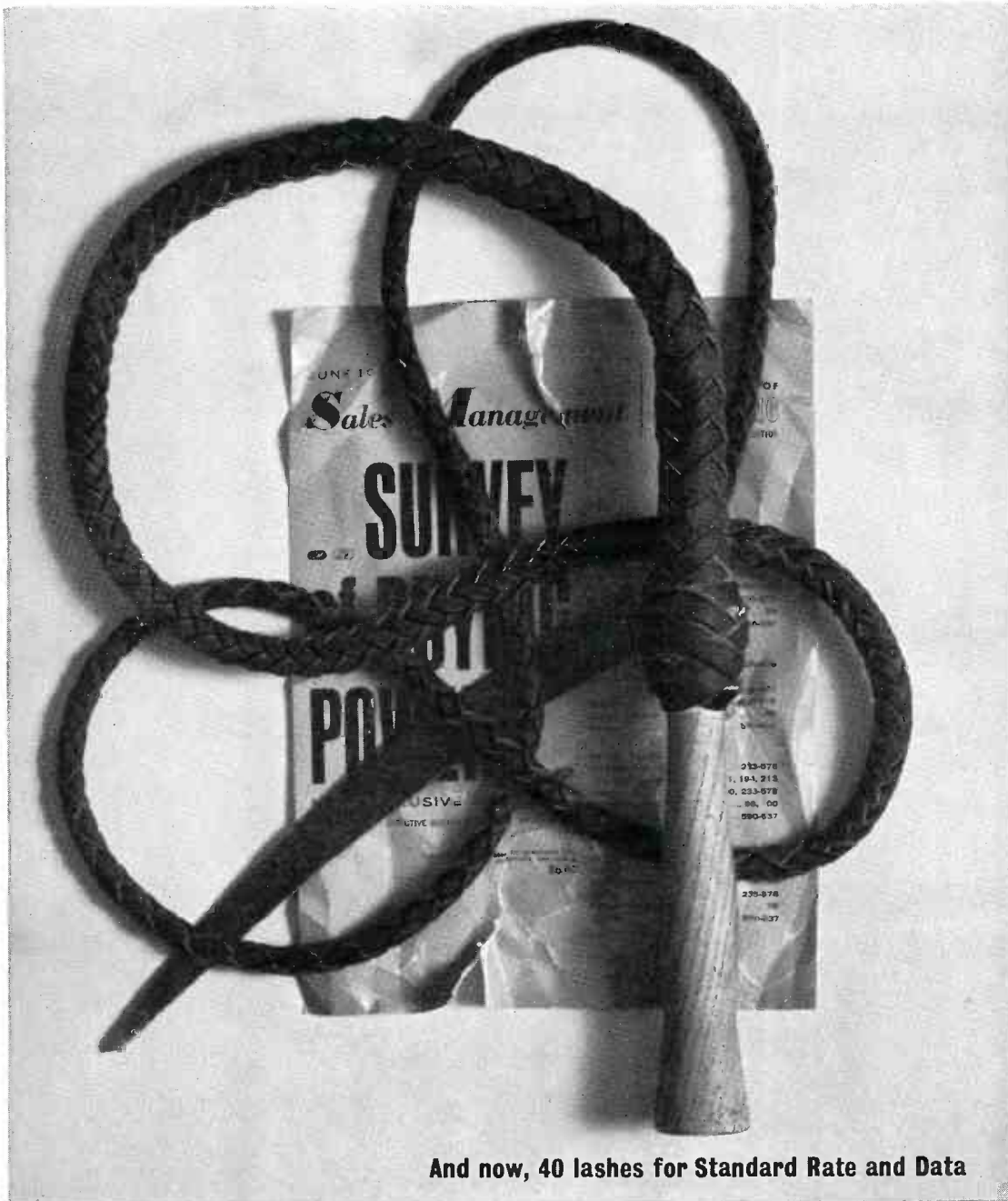
Total TV Homes 337,700

| COUNTIES | TV HOMES |
|-----------------------|----------|
| Maryland | |
| Somerset | 4,503 |
| North Carolina | |
| Bertie | 4,144 |
| Camden | 1,315 |
| Chowan | 2,500 |
| Currituck | 1,435 |
| Dare | 1,407 |
| Gates | 1,712 |
| Halifax | 10,475 |
| Hertford | 4,458 |
| Martin | 5,480 |
| Northampton | 4,484 |
| Pasquotank | 5,800 |
| Perquimans | 2,016 |
| Tyrrell | 876 |
| Washington | 2,683 |

| | |
|----------------------|---------|
| Virginia | |
| Accomack | 6,900 |
| Brunswick | 3,000 |
| Charles City | 879 |
| Gloucester | 3,249 |
| Greensville | 3,170 |
| Isle Of Wight | 3,940 |
| James City | 4,165 |
| King & Queen | 1,110 |
| Lancaster | 2,207 |
| Mathews | 1,792 |
| Middlesex | 1,520 |
| Nansemond | 10,618 |
| New Kent | 923 |
| Newport News | 53,872 |
| Norfolk | 133,224 |
| Northampton | 3,832 |
| Northumberland | 2,446 |
| Princess Anne | 31,312 |
| Richmond | 1,450 |
| Southampton | 5,300 |
| Surry | 1,280 |
| Sussex | 2,030 |
| York | 6,170 |

| Rates: | MARKET 60 | MARKETS 1-60 |
|----------------------|-----------|--------------|
| Daytime 60s | \$108 | \$11,434 |
| Prime 20s | \$326 | \$27,852 |
| Late-Night 60s | \$ 68 | \$13,135 |

* Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.



And now, 40 lashes for Standard Rate and Data

Imagine! Two important publications like these leaving out essential information.

They know that media buyers depend on them for market facts when they're placing advertising.

Yet both of these publications leave out the retail spending of military personnel at on-base post exchanges and commissaries.

Now three large military installations —Fort Bragg, Pope Air Force Base, and Seymour Johnson Air Force Base—are right in the heart of our coverage area.

The combined income of the military personnel at these bases is more than \$127,000,000 annually.

According to conservative estimates, about half of this money is spent at PXs and commissaries. Yet it's not

shown in any data reporting source.

So you can understand why we feel like lashing someone.

We asked the guys at Sales Management and Standard Rate and Data why they didn't include these vital figures.

"Impossible," they said. "The figures just aren't available."

Excuses, excuses. **WRAL-TV**

WRAL-TV, Raleigh, N.C. ABC Television. Represented nationally by H-R.

61: Green Bay, Wis.

Total TV Homes 333,500

| COUNTIES | TV HOMES |
|-----------|----------|
| Michigan | |
| Benzie | 2,112 |
| Delta | 9,187 |
| Dickinson | 7,144 |
| Iron | 4,914 |
| Manistee | 5,470 |
| Mason | 5,885 |
| Menominee | 6,613 |

| COUNTIES | TV HOMES |
|-------------|----------|
| Wisconsin | |
| Brown | 35,354 |
| Calumet | 5,962 |
| Door | 5,744 |
| Florence | 910 |
| Fond Du Lac | 20,374 |
| Forest | 1,558 |
| Green Lake | 4,570 |
| Kewaunee | 4,960 |
| Langlade | 4,968 |
| Manitowoc | 21,610 |
| Marathon | 24,684 |
| Marinette | 9,605 |
| Marquette | 2,322 |
| Oconto | 6,256 |
| Oneida | 5,894 |
| Outagamie | 28,312 |
| Portage | 9,722 |
| Shawano | 8,845 |
| Sheboygan | 25,875 |
| Vilas | 2,650 |
| Waupaca | 9,984 |
| Waushara | 3,870 |
| Winnebago | 31,715 |
| Wood | 16,402 |

Rates:

| | MARKET 61 | MARKETS 1-61 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 70 | \$11,504 |
| Prime 20s | \$140 | \$27,992 |
| Late-Night 60s | \$ 65 | \$13,200 |

62: Omaha

Total TV Homes 333,000

| COUNTIES | TV HOMES |
|---------------|----------|
| Iowa | |
| Adams | 1,806 |
| Audubon | 3,008 |
| Cass | 5,428 |
| Crawford | 5,022 |
| Fremont | 2,945 |
| Harrison | 4,876 |
| Mills | 3,255 |
| Monona | 3,731 |
| Montgomery | 4,324 |
| Page | 5,850 |
| Pottawattamie | 25,422 |
| Shelby | 4,230 |
| Taylor | 2,720 |
| Missouri | |
| Atchison | 2,520 |
| Nodaway | 5,963 |
| Nebraska | |
| Antelope | 2,407 |
| Burt | 2,820 |
| Butler | 2,610 |
| Cass | 5,284 |
| Colfax | 2,784 |
| Cuming | 3,330 |
| Dodge | 11,130 |
| Douglas | 109,796 |
| Gage | 7,371 |

| | |
|------------|--------|
| Johnson | 1,710 |
| Lancaster | 49,560 |
| Madison | 6,913 |
| Nebraska | 2,314 |
| Otoe | 4,784 |
| Platte | 6,859 |
| Polk | 2,185 |
| Richardson | 3,870 |
| Saline | 3,600 |
| Sarpy | 9,162 |
| Saunders | 4,939 |
| Seward | 3,567 |
| Stanton | 1,462 |
| Washington | 3,466 |

Rates:

| | MARKET 62 | MARKETS 1-62 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 70 | \$11,574 |
| Prime 20s | \$260 | \$28,252 |
| Late-Night 60s | \$ 70 | \$13,270 |

63: Roanoke* Lynchburg

Total TV Homes 330,300

| COUNTIES | TV HOMES |
|----------------|----------|
| North Carolina | |
| Alamance | 23,070 |
| Alleghany | 1,694 |
| Caswell | 3,608 |
| Person | 5,678 |
| Rockingham | 17,960 |
| Virginia | |
| Alleghany | 7,047 |
| Amherst | 4,290 |
| Appomattox | 2,036 |
| Augusta | 14,274 |
| Bath | 1,215 |
| Bedford | 7,032 |
| Bland | 1,200 |
| Botetourt | 4,032 |
| Buckingham | 1,800 |
| Campbell | 23,141 |
| Carroll | 6,080 |
| Charlotte | 2,696 |
| Craig | 760 |
| Floyd | 2,240 |
| Franklin | 5,626 |
| Giles | 3,784 |
| Grayson | 3,600 |
| Halifax | 7,760 |
| Henry | 14,712 |
| Highland | 738 |
| Linenburg | 2,480 |
| Mecklenburg | 6,014 |
| Montgomery | 10,192 |
| Nelson | 2,263 |
| Patrick | 3,136 |
| Pittsylvania | 24,310 |
| Pulaski | 6,212 |
| Roanoke | 51,016 |
| Rockbridge | 6,682 |
| Smyth | 6,680 |
| Tazewell | 9,566 |
| Wythe | 4,513 |

Rates:

| | MARKET 63 | MARKETS 1-63 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 75 | \$11,649 |
| Prime 20s | \$200 | \$28,452 |
| Late-Night 60s | \$ 75 | \$13,345 |

64: Orlando Daytona Beach

Total TV Homes 323,500

| COUNTIES | TV HOMES |
|----------|----------|
| Florida | |
| Brevard | 45,275 |
| Citrus | 2,949 |
| Flagler | 1,060 |
| Hernando | 3,360 |
| Lake | 19,081 |
| Marion | 13,668 |
| Orange | 91,464 |
| Osceola | 6,435 |
| Pasco | 12,430 |
| Polk | 58,468 |
| Seminole | 18,105 |
| Sumter | 2,906 |
| Volusia | 48,292 |

Rates:

| | MARKET 64 | MARKETS 1-64 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 86 | \$11,735 |
| Prime 20s | \$208 | \$28,660 |
| Late-Night 60s | \$ 50 | \$13,395 |

65: Davenport, Iowa Rock Island, Ill. Moline, Ill.

Total TV Homes 321,000

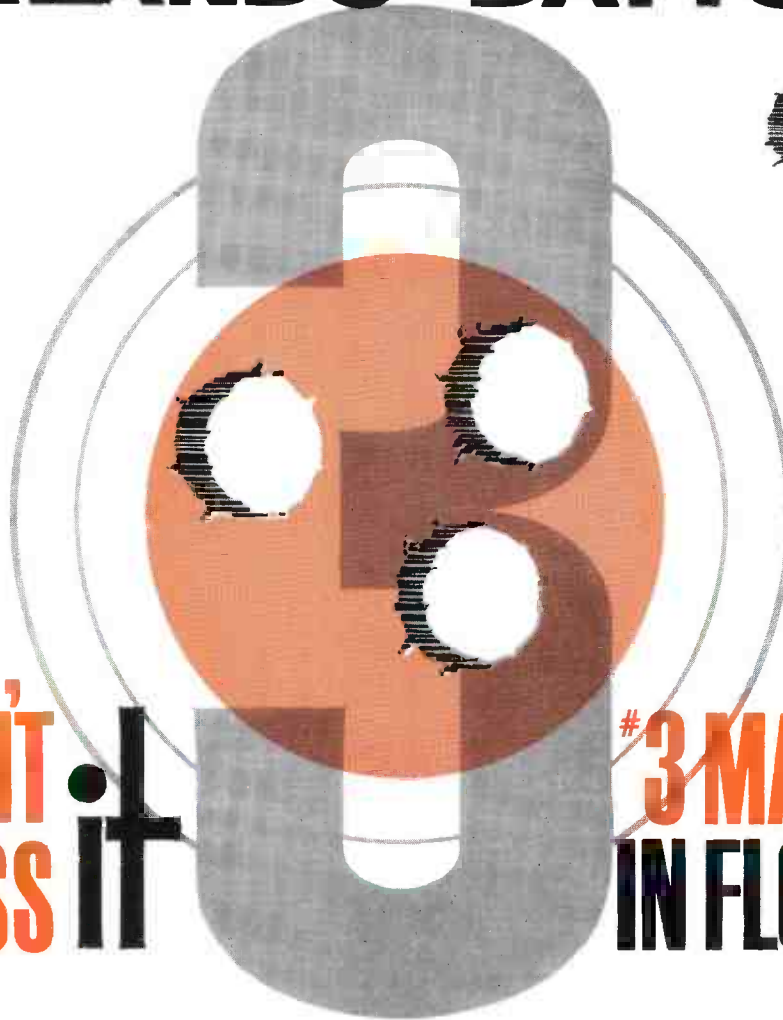
| COUNTIES | TV HOMES |
|-------------|----------|
| Illinois | |
| Bureau | 11,060 |
| Carroll | 5,683 |
| Henderson | 2,314 |
| Henry | 15,278 |
| Jo Daviess | 5,578 |
| Knox | 18,995 |
| Lasalle | 32,492 |
| Lee | 10,014 |
| Marshall | 3,790 |
| Mercer | 5,035 |
| Ogle | 11,519 |
| Putnam | 1,275 |
| Rock Island | 46,910 |
| Stark | 2,232 |
| Warren | 6,334 |
| Whiteside | 17,820 |
| Iowa | |
| Cedar | 5,472 |
| Clinton | 16,515 |
| Des Moines | 13,638 |
| Henry | 4,654 |
| Iowa | 4,934 |
| Jackson | 5,945 |
| Jefferson | 4,410 |
| Johnson | 14,509 |
| Louisia | 2,912 |
| Muscatine | 10,474 |
| Scott | 35,955 |
| Washington | 5,280 |

Rates:

| | MARKET 65 | MARKETS 1-65 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 80 | \$11,815 |
| Prime 20s | \$250 | \$28,910 |
| Late-Night 60s | \$ 75 | \$13,470 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

ORLANDO-DAYTONA



DON'T MISS it

#3 MARKET IN FLORIDA

LARGER THAN JACKSONVILLE

When you set your sights on the expanding Florida market you'll find that the ORLANDO-DAYTONA TV market now exceeds Jacksonville in number of households, buying income, total retail sales and retail sales of food, general merchandise, furniture, household appliances, automotive and drugs. And exceeds Jacksonville in TV HOMES (according to Sales Management's Feb. 7, 1964 survey of Television markets).

ORLANDO-DAYTONA . . . the only PRIMARY Television reaching the Space Age Markets surrounding the John F. Kennedy Space Center

WESH-TV
CH. 2 NBC
Katz

WFTV
CH. 9 ABC
Blair Television Associates

WDBO-TV
CH. 6 CBS
Edward Petry & Co., Inc.



66: Cedar Rapids Waterloo

Total TV Homes 318,300

| COUNTIES | TV HOMES |
|------------|----------|
| Iowa | |
| Allamakee | 4,095 |
| Benton | 6,765 |
| Black Hawk | 36,820 |
| Bremer | 5,918 |
| Buchanan | 5,540 |
| Butler | 4,780 |
| Cedar | 5,472 |
| Chickasaw | 3,913 |
| Clayton | 5,963 |
| Delaware | 5,070 |
| Oubuque | 20,059 |
| Fayette | 7,738 |
| Floyd | 5,898 |
| Franklin | 4,512 |
| Grundy | 4,285 |
| Hardin | 7,274 |
| Henry | 4,654 |
| Howard | 3,108 |
| Iowa | 4,934 |
| Jackson | 5,945 |
| Jefferson | 4,410 |
| Johnson | 14,509 |
| Jones | 5,660 |
| Keokuk | 4,136 |
| Linn | 45,155 |
| Louisa | 2,912 |
| Mahaska | 6,660 |
| Marshall | 11,772 |
| Mitchell | 3,864 |
| Muscatine | 10,474 |
| Poweshiek | 5,254 |
| Tama | 6,072 |
| Wapello | 13,495 |
| Washington | 5,280 |
| Winneshiek | 5,251 |
| Wright | 5,580 |

| | |
|-----------|--------|
| Wisconsin | |
| Crawford | 3,822 |
| Grant | 11,206 |

| Rates: | MARKET 66 | MARKETS 1-66 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 75 | \$11,890 |
| Prime 20s | \$180 | \$29,090 |
| Late-Night 60s | \$100 | \$13,570 |

67: Shreveport Texarkana

Total TV Homes 298,700

| COUNTIES | TV HOMES |
|--------------|----------|
| Arkansas | |
| Columbia | 6,160 |
| Hempstead | 4,503 |
| Howard | 2,788 |
| Lafayette | 2,407 |
| Little River | 1,800 |
| Miller | 8,190 |
| Nevada | 2,250 |
| Sevier | 2,856 |
| Louisiana | |
| Bienville | 3,476 |
| Bossier | 15,560 |
| Caddo | 64,660 |
| Claiborne | 3,927 |
| De Soto | 5,102 |

| | |
|--------------|--------|
| Jackson | 3,921 |
| Lincoln | 6,626 |
| Natchitoches | 6,300 |
| Red River | 1,800 |
| Sabine | 3,332 |
| Webster | 10,395 |

| | |
|-----------|-------|
| Oklahoma | |
| McCurtain | 5,390 |

| | |
|---------------|--------|
| Texas | |
| Bowie | 16,218 |
| Camp | 1,900 |
| Cass | 5,610 |
| Cherokee | 7,189 |
| Franklin | 1,170 |
| Gregg | 20,719 |
| Harrison | 10,762 |
| Marion | 1,638 |
| Morris | 3,500 |
| Nacogdoches | 6,478 |
| Panola | 3,901 |
| Red River | 3,066 |
| Rusk | 9,095 |
| Sabine | 1,273 |
| San Augustine | 1,400 |
| Shelby | 4,560 |
| Smith | 24,802 |
| Titus | 4,448 |
| Upshur | 5,040 |
| Wood | 4,536 |

| Rates: | MARKET 67 | MARKETS 1-67 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 80 | \$11,970 |
| Prime 20s | \$170 | \$29,260 |
| Late-Night 60s | \$ 66 | \$13,636 |

68: Richmond

Total TV Homes 295,400

| COUNTIES | TV HOMES |
|----------------|----------|
| Virginia | |
| Albemarle | 14,708 |
| Amelia | 1,311 |
| Appomattox | 2,036 |
| Augusta | 14,274 |
| Brunswick | 3,000 |
| Buckingham | 1,800 |
| Caroline | 2,570 |
| Charlotte | 2,696 |
| Charles City | 879 |
| Chesterfield | 21,230 |
| Cumberland | 1,120 |
| Dinwiddie | 13,452 |
| Essex | 1,268 |
| Fluvanna | 1,368 |
| Gloucester | 3,249 |
| Goochland | 1,679 |
| Greene | 648 |
| Greensville | 3,170 |
| Hanover | 6,332 |
| Henrico | 100,110 |
| Isle Of Wight | 3,940 |
| James City | 4,165 |
| King & Queen | 1,110 |
| King William | 1,720 |
| Lancaster | 2,207 |
| Louisa | 2,492 |
| Lunenburg | 2,480 |
| Madison | 1,616 |
| Mathews | 1,792 |
| Mecklenburg | 6,014 |
| Middlesex | 1,520 |
| Nelson | 2,263 |
| New Kent | 923 |
| Northumberland | 2,446 |
| Nottoway | 3,413 |
| Orange | 2,795 |
| Page | 3,755 |

| | |
|---------------|--------|
| Powhatan | 1,158 |
| Prince Edward | 2,765 |
| Prince George | 11,828 |
| Richmond | 1,450 |
| Rockingham | 12,663 |
| Southampton | 5,300 |
| Spotsylvania | 6,870 |
| Surry | 1,280 |
| Sussex | 2,030 |
| Westmoreland | 2,345 |
| York | 6,170 |

| Rates: | MARKET 68 | MARKETS 1-68 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 95 | \$12,065 |
| Prime 20s | \$190 | \$29,450 |
| Late-Night 60s | \$ 60 | \$13,696 |

69: Des Moines, Iowa Ames, Iowa

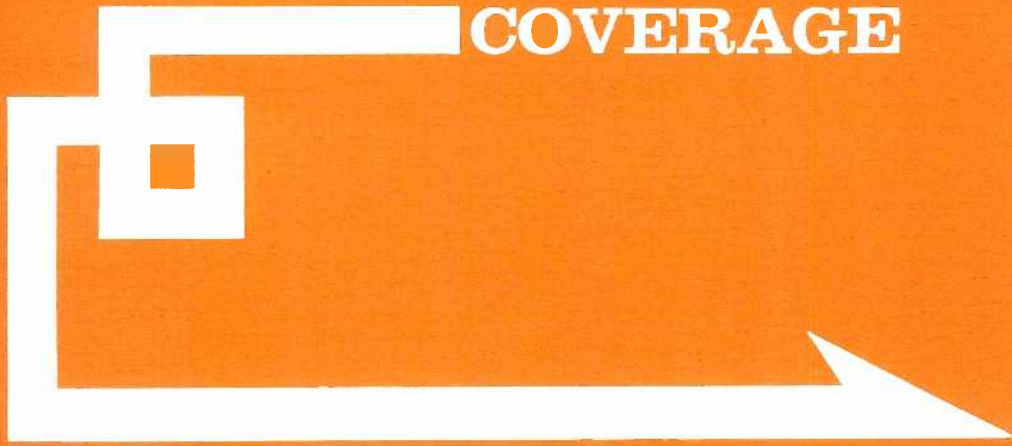
Total TV Homes 295,200

| COUNTIES | TV HOMES |
|------------|----------|
| Iowa | |
| Adair | 3,102 |
| Appanoose | 4,576 |
| Audubon | 3,008 |
| Boone | 7,802 |
| Butler | 4,780 |
| Calhoun | 4,692 |
| Carroll | 6,290 |
| Clarke | 2,340 |
| Dallas | 7,248 |
| Decatur | 2,490 |
| Emmet | 3,838 |
| Franklin | 4,512 |
| Greene | 4,180 |
| Grundy | 4,285 |
| Guthrie | 3,956 |
| Hamilton | 5,879 |
| Hancock | 4,048 |
| Hardin | 7,274 |
| Humboldt | 3,650 |
| Jasper | 10,870 |
| Kossuth | 6,580 |
| Lucas | 2,924 |
| Madison | 3,705 |
| Mahaska | 6,660 |
| Marion | 7,094 |
| Marshall | 11,772 |
| Monroe | 2,730 |
| Palo Alto | 3,485 |
| Pocahontas | 3,731 |
| Polk | 84,796 |
| Poweshiek | 5,254 |
| Sac | 4,732 |
| Story | 13,864 |
| Tama | 6,072 |
| Union | 3,870 |
| Warren | 6,442 |
| Wayne | 2,752 |
| Webster | 14,329 |
| Wright | 5,580 |

| Rates: | MARKET 69 | MARKETS 1-69 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 75 | \$12,140 |
| Prime 20s | \$180 | \$29,630 |
| Late-Night 60s | \$ 75 | \$13,771 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.

**TO GIVE YOU
BROADER
COVERAGE**



**NORFOLK/HAMPTON MAXIMUM POWER WVEC-TV ADDS
200,000 VIEWERS TO ITS MILLION-PLUS MARKET!**

Now! Isn't it high time you took
a big new look at WVEC-TV? Norfolk/Hampton
has ... with the new tower that delivers
60,000 more homes ... 1,200,000 viewers
in one of your most vital markets!

34th TV Market in the U.S.*
* D.C.S.S. advanced market rank

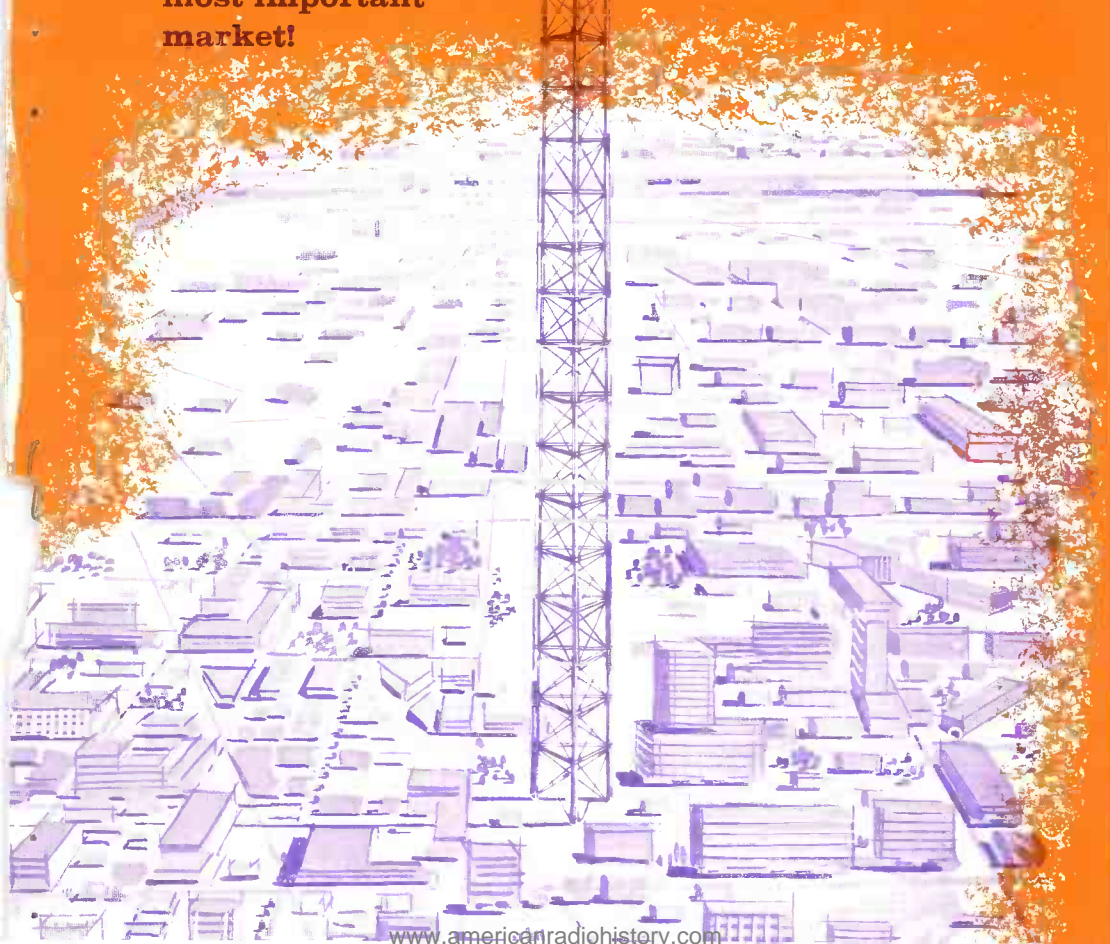
WVEC TELEVISION
Norfolk/Hampton, Virginia



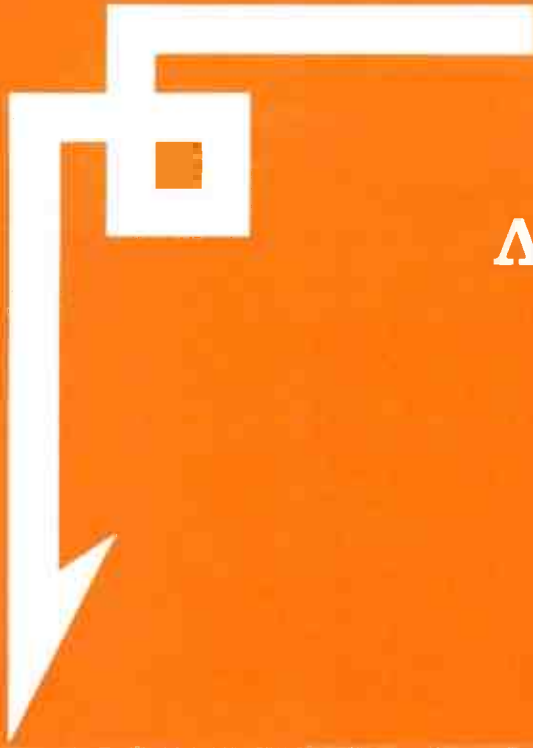
THE KATZ AGENCY, INC.
National Representatives



WVEC • TV
Norfolk/Hampton
now goes
1,045 feet
into the air
to capture
an additional
3000 square
miles of
the South's
most important
market!



WVEC • TV
GOES TO
NEW
HEIGHTS



70: Salt Lake City

Total TV Homes 294,400

| COUNTIES | TV HOMES |
|------------------|----------|
| Colorado | |
| Rio Blanco | 1,338 |
| Idaho | |
| Bear Lake | 1,740 |
| Caribou | 1,370 |
| Franklin | 1,780 |
| Oneida | 810 |
| Montana | |
| Beaverhead | 1,666 |
| Custer | 3,202 |
| Fergus | 3,420 |
| Gallatin | 6,793 |
| Park | 3,755 |
| Sweetgrass | 759 |
| Valley | 4,726 |
| Nevada | |
| Elko | 2,633 |
| Eureka | 159 |
| White Pine | 2,583 |
| Utah | |
| Beaver | 1,056 |
| Box Elder | 6,754 |
| Cache | 8,918 |
| Carbon | 4,840 |
| Daggett | 219 |
| Davis | 18,435 |
| Duchesne | 1,360 |
| Emery | 1,335 |
| Garfield | 620 |
| Grand | 1,608 |
| Iron | 2,283 |
| Juab | 990 |
| Millard | 1,584 |
| Morgan | 672 |
| Piute | 332 |
| Rich | 415 |
| Salt Lake | 115,580 |
| San Juan | 1,655 |
| Sanpete | 2,700 |
| Sevier | 2,484 |
| Summit | 1,395 |
| Tooele | 4,730 |
| Uintah | 2,480 |
| Utah | 28,564 |
| Wasatch | 1,290 |
| Wayne | 455 |
| Weber | 32,474 |
| Wyoming | |
| Lincoln | 1,950 |
| Sheridan | 4,484 |
| Sweetwater | 4,316 |
| Winta | 1,680 |

Rates:

| | MARKET 70 | MARKETS 1-70 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 70 | \$12,210 |
| Prime 20s | \$208 | \$29,838 |
| Late-Night 60s | \$ 70 | \$13,841 |

71: Scranton Wilkes-Barre

Total TV Homes 288,000

| COUNTIES | TV HOMES |
|---------------------|----------|
| Pennsylvania | |
| Bradford | 5,500 |

| | |
|----------------------|--------|
| Clinton | 5,853 |
| Columbia | 12,774 |
| Lackawanna | 62,843 |
| Luzerne | 89,925 |
| Lycoming | 30,638 |
| Montour | 3,349 |
| Northumberland | 24,273 |
| Susquehanna | 6,823 |
| Union | 5,330 |
| Wayne | 3,165 |
| Wyoming | 3,443 |
| CATV | 34,100 |

Rates:

| | MARKET 71 | MARKETS 1-71 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 70 | \$12,280 |
| Prime 20s | \$175 | \$30,013 |
| Late-Night 60s | \$ 75 | \$13,916 |

72: Spokane

Total TV Homes 276,700

| COUNTIES | TV HOMES |
|------------------|----------|
| Idaho | |
| Benewah | 1,691 |
| Bonner | 4,283 |
| Boundary | 1,360 |
| Clearwater | 2,145 |
| Idaho | 3,306 |
| Kootenai | 9,277 |
| Latah | 5,205 |
| Lewis | 1,270 |
| Nez Perce | 8,090 |
| Shoshone | 5,340 |
| Montana | |
| Flathead | 8,792 |
| Glacier | 2,660 |
| Hill | 4,962 |
| Lincoln | 3,258 |
| Mineral | 880 |
| Missoula | 12,505 |
| Sanders | 1,610 |
| Oregon | |
| Baker | 4,865 |
| Umatilla | 11,590 |
| Union | 4,674 |
| Wallowa | 1,782 |

Washington

| | |
|--------------------|--------|
| Adams | 3,086 |
| Asotin | 4,122 |
| Chelan | 11,920 |
| Columbia | 1,230 |
| Douglas | 4,476 |
| Ferry | 932 |
| Franklin | 7,187 |
| Garfield | 792 |
| Grant | 14,413 |
| Kittitas | 5,270 |
| Lincoln | 3,265 |
| Okanogan | 6,216 |
| Pend Oreille | 1,958 |
| Spokane | 88,862 |
| Stevens | 4,505 |
| Walla Walla | 11,260 |
| Whitman | 7,740 |

Rates:

| | MARKET 72 | MARKETS 1-72 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 65 | \$12,345 |
| Prime 20s | \$240 | \$30,253 |
| Late-Night 60s | \$ 65 | \$13,981 |

73: Mobile, Ala. Pensacola, Fla.

Total TV Homes 276,600

| COUNTIES | TV HOMES |
|------------------|----------|
| Alabama | |
| Baldwin | 12,450 |
| Clarke | 4,620 |
| Conecuh | 2,772 |
| Covington | 7,742 |
| Escambia | 7,080 |
| Mobile | 84,160 |
| Monroe | 3,276 |
| Washington | 2,520 |
| Wilcox | 2,106 |
| Florida | |
| Escambia | 49,329 |
| Okaloosa | 17,545 |
| Santa Rosa | 8,052 |
| Walton | 3,395 |

Mississippi

| | |
|----------------|--------|
| Forrest | 13,380 |
| George | 2,514 |
| Greene | 1,310 |
| Harrison | 32,166 |
| Jackson | 16,150 |
| Perry | 1,702 |
| Stone | 1,492 |
| Wayne | 2,800 |

Rates:

| | MARKET 73 | MARKETS 1-73 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 70 | \$12,415 |
| Prime 20s | \$150 | \$30,403 |
| Late-Night 60s | \$ 50 | \$14,031 |

74: Jacksonville

Total TV Homes 272,700

| COUNTIES | TV HOMES |
|-----------------|----------|
| Florida | |
| Alachua | 17,595 |
| Baker | 1,504 |
| Bradford | 3,054 |
| Clay | 4,956 |
| Columbia | 4,710 |
| Dixie | 764 |
| Duval | 134,899 |
| Flagler | 1,060 |
| Gilchrist | 616 |
| Hamilton | 1,340 |
| Lafayette | 567 |
| Levy | 2,176 |
| Madison | 2,410 |
| Marion | 13,668 |
| Nassau | 4,517 |
| Putnam | 8,634 |
| St. Johns | 8,442 |
| Suwannee | 3,060 |
| Taylor | 2,840 |
| Union | 847 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, *Teletatus*, this issue.

TOP 100 TELEVISION MARKETS *continued*

JACKSONVILLE *continued*

| | |
|------------------|--------|
| Georgia | |
| Appling | 2,240 |
| Atkinson | 715 |
| Bacon | 1,533 |
| Brantley | 1,170 |
| Camden | 2,420 |
| Charlton | 1,011 |
| Clinch | 1,217 |
| Coffee | 3,942 |
| Echols | 315 |
| Glynn | 11,592 |
| Jeff Davis | 1,606 |
| Lanier | 910 |
| Lowndes | 11,102 |
| McIntosh | 1,241 |
| Pierce | 1,650 |
| Ware | 8,290 |
| Wayne | 4,110 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 74 | MARKETS 1-74 |
| Daytime 60s | \$180 | \$12,595 |
| Prime 20s | \$235 | \$30,638 |
| Late-Night 60s | \$110 | \$14,141 |

75: Phoenix

Total TV Homes 270,600

COUNTIES **TV HOMES**

| | |
|----------------|---------|
| Arizona | |
| Coconino | 9,006 |
| Gila | 6,095 |
| Graham | 2,945 |
| Greenlee | 2,380 |
| Maricopa | 218,848 |
| Mohave | 1,925 |
| Navajo | 5,668 |
| Pinal | 15,704 |
| Yavapai | 8,004 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 75 | MARKETS 1-75 |
| Daytime 60s | \$ 90 | \$12,685 |
| Prime 20s | \$140 | \$30,778 |
| Late-Night 60s | \$105 | \$14,246 |

76: Madison, Wis.

Total TV Homes 265,100

COUNTIES **TV HOMES**

| | |
|------------------|--------|
| Illinois | |
| Jo Daviess | 5,578 |
| Stephenson | 13,880 |

| | |
|---------------|--------|
| Iowa | |
| Dubuque | 20,059 |

| | |
|------------------|--------|
| Wisconsin | |
| Adams | 2,040 |
| Columbia | 10,354 |
| Crawford | 3,822 |
| Dane | 64,376 |
| Dodge | 17,110 |
| Grant | 11,206 |
| Green | 7,288 |
| Green Lake | 4,570 |
| Iowa | 4,717 |
| Jefferson | 14,680 |
| Juneau | 4,200 |
| Lafayette | 4,550 |
| Marquette | 2,322 |
| Richland | 4,272 |
| Rock | 35,025 |
| Sauk | 9,270 |
| Vernon | 6,408 |
| Walworth | 15,492 |

| | |
|----------------|-------|
| Waushara | 3,870 |
|----------------|-------|

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 76 | MARKETS 1-76 |
| Daytime 60s | \$ 75 | \$12,760 |
| Prime 20s | \$175 | \$30,953 |
| Late-Night 60s | \$ 50 | \$14,296 |

77: Knoxville, Tenn.

Total TV Homes 252,600

COUNTIES **TV HOMES**

| | |
|------------------|-------|
| Kentucky | |
| Bell | 6,004 |
| Clay | 2,494 |
| Harlan | 8,175 |
| Jackson | 1,104 |
| Knox | 3,828 |
| Laurel | 4,500 |
| Lee | 768 |
| Leslie | 860 |
| McCreary | 1,525 |
| Owsley | 418 |
| Pulaski | 6,080 |
| Rockcastle | 1,650 |
| Wayne | 1,750 |
| Whitley | 4,875 |

| | |
|----------------|-------|
| North Carolina | |
| Graham | 1,200 |
| Jackson | 3,150 |
| Swain | 1,140 |

| | |
|------------------|--------|
| Tennessee | |
| Anderson | 14,567 |
| Bledsoe | 1,387 |
| Blount | 14,268 |
| Campbell | 4,875 |
| Claiborne | 2,967 |
| Cocke | 4,666 |
| Cumberland | 3,597 |
| Fentress | 2,070 |
| Grainger | 2,353 |
| Greene | 10,056 |
| Hamblen | 9,164 |
| Hancock | 1,260 |
| Hawkins | 6,358 |
| Jefferson | 5,090 |
| Knox | 71,420 |
| Loudon | 6,003 |
| McMinn | 8,220 |
| Meigs | 1,020 |
| Monroe | 4,570 |
| Morgan | 2,541 |
| Roane | 10,136 |
| Scott | 2,345 |
| Sevier | 5,132 |
| Unicoi | 3,331 |
| Union | 1,550 |

| | |
|-----------|-------|
| Virginia | |
| Lee | 4,088 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 77 | MARKETS 1-77 |
| Daytime 60s | \$ 80 | \$12,840 |
| Prime 20s | \$170 | \$31,123 |
| Late-Night 60s | \$ 50 | \$14,346 |

78: Baton Rouge, La.

Total TV Homes 252,300

COUNTIES **TV HOMES**

| | |
|-----------------|--------|
| Louisiana | |
| Acadia | 11,780 |
| Ascension | 6,307 |

| | |
|------------------------|--------|
| Assumption | 3,610 |
| Avoyelles | 8,548 |
| Catahoula | 2,108 |
| Concordia | 4,482 |
| E. Baton Rouge | 62,959 |
| E. Feliciana | 2,566 |
| Evangeline | 6,535 |
| Iberia | 13,194 |
| Iberville | 6,660 |
| Lafayette | 23,620 |
| Livingston | 6,516 |
| Pointe Coupee | 4,345 |
| St. Helena | 1,540 |
| St. James | 3,716 |
| St. John Baptist | 3,988 |
| St. Landry | 16,216 |
| St. Martin | 6,404 |
| St. Mary | 12,729 |
| Vermilion | 10,072 |
| W. Baton Rouge | 3,390 |
| W. Feliciana | 1,722 |

| | |
|-----------------|-------|
| Mississippi | |
| Adams | 7,904 |
| Amite | 2,275 |
| Franklin | 1,472 |
| Jefferson | 1,250 |
| Lincoln | 5,410 |
| Pike | 7,101 |
| Walthall | 2,077 |
| Wilkinson | 1,824 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 78 | MARKETS 1-78 |
| Daytime 60s | \$ 50 | \$12,890 |
| Prime 20s | \$150 | \$31,273 |
| Late-Night 60s | \$ 50 | \$14,395 |

79: Little Rock

Total TV Homes 252,100

COUNTIES **TV HOMES**

| | |
|--------------------|--------|
| Arkansas | |
| Arkansas | 6,100 |
| Baxter | 2,325 |
| Boone | 4,180 |
| Bradley | 3,081 |
| Calhoun | 1,264 |
| Chicot | 3,500 |
| Clark | 4,838 |
| Cleburne | 2,240 |
| Cleveland | 1,224 |
| Conway | 3,483 |
| Dallas | 2,160 |
| Desha | 4,134 |
| Drew | 3,150 |
| Faulkner | 6,478 |
| Franklin | 2,686 |
| Fulton | 1,080 |
| Garland | 15,050 |
| Grant | 2,075 |
| Hot Spring | 5,332 |
| Independence | 5,002 |
| Izard | 1,302 |
| Jackson | 4,941 |
| Jefferson | 21,075 |
| Johnson | 2,964 |
| Lincoln | 2,625 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

| | |
|------------------|--------|
| Logan | 3,440 |
| Lonoke | 5,632 |
| Marion | 1,440 |
| Monroe | 3,312 |
| Montgomery | 1,050 |
| Nevada | 2,250 |
| Newton | 840 |
| Ouachita | 7,290 |
| Perry | 1,204 |
| Pike | 1,738 |
| Polk | 2,625 |
| Pope | 5,395 |
| Prairie | 2,240 |
| Pulaski | 73,205 |
| Saline | 7,370 |
| Scott | 1,425 |
| Searcy | 1,562 |
| Sharp | 976 |
| Stone | 1,120 |
| Van Buren | 1,701 |
| White | 8,330 |
| Woodruff | 2,700 |
| Yell | 2,916 |

| | | |
|----------------------|-----------|--------------|
| Rates: | | |
| | MARKET 79 | MARKETS 1-79 |
| Daytime 60s | \$ 55 | \$12,945 |
| Prime 20s | \$125 | \$31,398 |
| Late-Night 60s | \$ 55 | \$14,451 |

80: Cape Girardeau, Mo.* Paducah, Ky. Harrisburg, Ill.

Total TV Homes 247,900

| | | |
|----------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| Arkansas | | |
| Clay | | 5,084 |
| Illinois | | |
| Alexander | | 3,936 |
| Clay | | 4,263 |
| Franklin | | 11,088 |
| Gallatin | | 1,782 |
| Hamilton | | 2,387 |
| Hardin | | 1,408 |
| Jackson | | 11,544 |
| Jefferson | | 8,787 |
| Johnson | | 1,700 |
| Massac | | 4,062 |
| Perry | | 5,280 |
| Pope | | 869 |
| Pulaski | | 2,430 |
| Randolph | | 7,553 |
| Saline | | 7,392 |
| Union | | 4,410 |
| Wayne | | 4,880 |
| White | | 4,800 |
| Williamson | | 13,770 |
| Kentucky | | |
| Ballard | | 2,376 |
| Calloway | | 5,810 |
| Carlisle | | 1,710 |
| Crittenden | | 1,950 |
| Fulton | | 2,573 |
| Graves | | 8,468 |
| Hickman | | 1,548 |
| Livingston | | 1,836 |
| Lyon | | 1,170 |
| McCracken | | 17,540 |
| Marshall | | 4,955 |
| Missouri | | |
| Bollinger | | 2,025 |
| Butler | | 8,849 |
| Cape Girardeau | | 12,240 |
| Carter | | 780 |

| | |
|----------------------|-------|
| Dunklin | 9,605 |
| Iron | 1,680 |
| Madison | 2,407 |
| Mississippi | 4,698 |
| New Madrid | 6,300 |
| Perry | 3,580 |
| Reynolds | 910 |
| Ripley | 1,701 |
| Ste. Genevieve | 2,990 |
| Scott | 8,665 |
| Stoddard | 7,392 |
| Wayne | 1,975 |
| Tennessee | |
| Lake | 1,848 |
| Obion | 7,055 |
| Weakley | 5,840 |

| | | |
|----------------------|-----------|--------------|
| Rates: | | |
| | MARKET 80 | MARKETS 1-80 |
| Daytime 60s | \$ 50 | \$12,995 |
| Prime 20s | \$120 | \$31,518 |
| Late-Night 60s | \$ 50 | \$14,501 |

81: Binghamton, N. Y.

Total TV Homes 244,900

| | | |
|---------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| New York | | |
| Broome | | 63,915 |
| Chemung | | 28,148 |
| Chenango | | 11,918 |
| Cortland | | 11,592 |
| Delaware | | 11,176 |
| Otsego | | 14,060 |
| Schuyler | | 4,060 |
| Steuben | | 26,882 |
| Tioga | | 10,994 |
| Tompkins | | 16,160 |
| Pennsylvania | | |
| Bradford | | 14,862 |
| Sullivan | | 1,530 |
| Susquehanna | | 8,855 |
| Tioga | | 9,348 |
| Wayne | | 6,890 |
| Wyoming | | 4,469 |

| | | |
|----------------------|-----------|--------------|
| Rates: | | |
| | MARKET 81 | MARKETS 1-81 |
| Daytime 60s | \$100 | \$13,095 |
| Prime 20s | \$225 | \$31,743 |
| Late-Night 60s | \$ 50 | \$14,551 |

82: Jackson, Miss.

Total TV Homes 242,500

| | | |
|--------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| Louisiana | | |
| East Carroll | | 2,380 |
| Madison | | 2,982 |
| Tensas | | 1,960 |
| Mississippi | | |
| Adams | | 7,904 |
| Amite | | 2,275 |
| Attala | | 3,484 |
| Bolivar | | 7,056 |
| Carroll | | 1,173 |
| Choctaw | | 1,280 |
| Claiborne | | 1,500 |
| Copiah | | 5,025 |
| Covington | | 2,304 |
| Forrest | | 13,380 |
| Franklin | | 1,472 |
| Hinds | | 51,174 |
| Holmes | | 3,965 |
| Humphreys | | 2,665 |
| Issaquena | | 385 |
| Jasper | | 3,040 |
| Jefferson | | 1,250 |
| Jeff Davis | | 1,984 |
| Jones | | 13,982 |
| Lamar | | 2,906 |
| Lawrence | | 1,656 |
| Leake | | 3,465 |
| Leflore | | 7,906 |
| Lincoln | | 5,410 |
| Madison | | 5,250 |
| Marion | | 4,340 |
| Montgomery | | 2,142 |
| Neshoba | | 4,081 |
| Newton | | 3,822 |
| Pike | | 7,101 |
| Rankin | | 6,500 |
| Scott | | 4,245 |
| Sharkey | | 1,449 |
| Simpson | | 3,950 |
| Smith | | 2,482 |
| Sunflower | | 5,415 |
| Walthall | | 2,077 |
| Warren | | 9,799 |
| Washington | | 15,254 |
| Webster | | 1,904 |
| Winston | | 3,220 |
| Yazoo | | 5,538 |

| | | |
|-----------------------|-----------|--------------|
| Rates: | | |
| | MARKET 82 | MARKETS 1-82 |
| Daytime 60s | \$ 50 | \$13,145 |
| Prime 20s | \$120 | \$31,863 |
| Late-Night 60's | \$ 45 | 14,596 |

■ Major facility change in market subsequent to latest county survey measurement date.
 * Market combination differs from that in television markets listing, Teletatus, this issue.

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Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

83: Columbus, Ga.

Total TV Homes 233,700

| COUNTIES | TV HOMES |
|----------------|----------|
| Alabama | |
| Barbour | 4,392 |
| Bullock | 2,015 |
| Chambers | 8,340 |
| Elmore | 6,409 |
| Henry | 2,664 |

| | |
|---------------------|--------|
| Lee | 10,500 |
| Macon | 4,234 |
| Pike | 4,818 |
| Randolph | 3,975 |
| Russell | 10,020 |
| Georgia | |
| Baker | 576 |
| Bibb | 40,764 |
| Calhoun | 864 |
| Chattahoochee | 1,196 |
| Clay | 670 |

| | |
|------------------|--------|
| Crawford | 868 |
| Crisp | 3,670 |
| Dooley | 1,998 |
| Dougherty | 20,170 |
| Early | 2,201 |
| Harris | 2,184 |
| Houston | 11,330 |
| Lee | 1,036 |
| Macon | 2,208 |
| Marion | 780 |
| Meriwether | 3,619 |
| Miller | 1,120 |
| Mitchell | 3,404 |
| Muscogee | 43,070 |
| Peach | 3,098 |
| Quitman | 408 |
| Randolph | 1,742 |
| Schley | 616 |
| Stewart | 1,020 |
| Sumter | 4,700 |
| Talbot | 1,190 |
| Taylor | 1,554 |
| Terrell | 2,190 |
| Troup | 10,570 |
| Turner | 1,520 |
| Upson | 5,554 |
| Webster | 440 |

Rates:

| | MARKET 83 | MARKETS 1-83 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 50 | \$13,195 |
| Prime 20s | \$115 | \$31,978 |
| Late-Night 60s | \$ 50 | \$14,646 |

84: Sioux Falls, S. D.

Total TV Homes 233,200

| COUNTIES | TV HOMES |
|---------------------|----------|
| Iowa | |
| Clay | 5,172 |
| Dickinson | 3,432 |
| Emmet | 3,838 |
| Lyon | 3,790 |
| O'Brien | 5,462 |
| Osceola | 2,700 |
| Sioux | 6,374 |
| Minnesota | |
| Big Stone | 2,340 |
| Chippewa | 4,175 |
| Cottwood | 3,620 |
| Jackson | 3,915 |
| Lac Qui Parle | 3,520 |
| Lincoln | 2,464 |
| Lyon | 5,535 |
| Murray | 3,549 |
| Nobles | 6,130 |
| Pipestone | 3,650 |
| Rock | 3,050 |
| Stevens | 2,947 |
| Traverse | 2,070 |
| Yellow Med | 3,375 |
| Nebraska | |
| Boyd | 1,162 |
| Brown | 1,078 |
| Cherry | 2,160 |
| Holt | 2,812 |
| Keya Paha | 435 |
| Knox | 2,960 |
| Rock | 672 |
| South Dakota | |
| Aurora | 1,148 |
| Beadle | 5,675 |
| Bon Homme | 2,324 |
| Brookings | 5,350 |
| Brown | 9,625 |
| Brule | 1,701 |
| Buffalo | 260 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

THE
LARGEST
TV
MARKET
BETWEEN
ATLANTA
AND
JACKSONVILLE

GEORGIA'S
SECOND
LARGEST
TV MARKET

LARGER
THAN
AUGUSTA,
MACON,
CHARLESTON,
SAVANNAH,
ALBANY,
THOMASVILLE

COLUMBUS

83RD
IN THE
NATION
WRBL-TV



CALL HOLLINGBERY

| | |
|-------------------|--------|
| Charles Mix | 2,240 |
| Clark | 1,729 |
| Clay | 2,760 |
| Codington | 5,660 |
| Davison | 4,260 |
| Day | 2,548 |
| Deuel | 1,780 |
| Dewey | 976 |
| Douglas | 1,230 |
| Edmunds | 1,162 |
| Faulk | 1,118 |
| Grant | 2,464 |
| Gregory | 1,653 |
| Haakon | 783 |
| Hamlin | 1,710 |
| Hand | 1,710 |
| Hanson | 1,144 |
| Hughes | 3,964 |
| Hutchinson | 2,838 |
| Hyde | 744 |
| Jackson | 462 |
| Jerauld | 1,044 |
| Jones | 516 |
| Kingsbury | 2,366 |
| Lake | 3,079 |
| Lincoln | 3,441 |
| Lyman | 1,104 |
| McCook | 2,280 |
| McPherson | 1,148 |
| Marshall | 1,394 |
| Mellette | 525 |
| Miner | 1,246 |
| Minnehaha | 25,862 |
| Moody | 2,184 |
| Potter | 1,213 |
| Roberts | 2,890 |
| Sanborn | 1,176 |
| Spink | 2,944 |
| Stanley | 1,129 |
| Sully | 637 |
| Todd | 726 |
| Tripp | 2,225 |
| Turner | 3,094 |


| | |
|----------------|-------|
| Union | 2,976 |
| Walworth | 1,940 |
| Yankton | 4,340 |
| Ziebach | 348 |

| | | |
|----------------------|------------------|---------------------|
| Rates: | MARKET 84 | MARKETS 1-84 |
| Daytime 60s | \$ 70 | \$13,265 |
| Prime 20s | \$200 | \$32,178 |
| Late-Night 60s | \$ 45 | \$14,691 |


■ **85: Columbia, S. C.**
Total TV Homes 229,600

| | |
|-----------------------|-----------------|
| COUNTIES | TV HOMES |
| South Carolina | |
| Aikeo | 23,040 |
| Allendale | 1,885 |
| Bamberg | 2,808 |
| Barnwell | 3,440 |
| Calhoun | 1,768 |
| Chester | 6,630 |
| Chesterfield | 6,170 |
| Clarendon | 3,540 |
| Darlington | 10,720 |
| Dillon | 5,236 |
| Edgefield | 3,002 |
| Fairfield | 3,504 |
| Florence | 18,762 |
| Kershaw | 6,760 |
| Lancaster | 9,036 |
| Lee | 3,220 |
| Lexington | 15,356 |
| Marion | 5,550 |
| Marlboro | 5,082 |
| Newberry | 6,557 |
| Orangeburg | 11,766 |
| Richland | 44,242 |
| Saluda | 2,720 |
| Sumter | 16,270 |

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hauls off with
striking power!"
—Life Magazine



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241 E. 34TH STREET, N.Y.C. 10016

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telesratus, this issue.

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World' vis-ion. (wûrld 'vîzh 'ûn) *n.*
1. ABC International Television's world-wide network. **2.** 53 television stations in 23 countries. **3.** An international television network that reaches more than 17,000,000 responsive homes. **4.** A new kind of network specially designed for today's new breed of internationally minded businessman. **5.** Opportunity.

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How Is Your Computer Programmed?

TV HOMES

Dominant Station
Columbia

229,600 TV Homes

85th*

*1964 TV Magazine

AVERAGE AUDIENCE

7:30 - 11:00 P. M.

Dominant Station
Columbia

41,100 Homes

94th*

*ARB Nov. 63-Mar. 64

AVERAGE AUDIENCE

5:00 - 7:30 P. M.

Dominant Station
Columbia

33,250 Homes

62nd*

*ARB Nov. 63-Mar. 64

AVERAGE AUDIENCE

NBC Stations

WIS-TV, Night

72nd*

WIS-TV, Total

71st*

*ARB TV Market Analysis 1964

If you buy the **DOMINANT** station in a market, these are the meaningful rankings for the **CAROLINA COMPLEX.**

WIS

TELEVISION

CHANNEL 10

NBC/Columbia, South Carolina

Charles A. Batson

Vice President and Managing Director

a station of
**THE BROADCASTING COMPANY
OF THE SOUTH**

G. RICHARD SHAFTO, PRESIDENT

Represented by
Peters, Griffin, Woodward, Inc.



TOP 100 TELEVISION MARKETS *continued*

COLUMBIA, S. C. *continued*

| | |
|--------------------|-------|
| Union | 6,719 |
| Williamsburg | 5,810 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 85 | MARKETS 1-85 |
| Daytime 60s | \$ 60 | \$13,325 |
| Prime 20s | \$150 | \$32,328 |
| Late-Night 60s | \$ 40 | \$14,731 |

| | |
|------------------|--------|
| Carroll | 5,683 |
| De Kalb | 15,096 |
| Jo Daviess | 5,578 |
| Lee | 10,014 |
| McHenry | 28,151 |
| Ogle | 11,519 |
| Stephenson | 13,880 |
| Winnebago | 65,994 |

Wisconsin

| | |
|-----------------|--------|
| Green | 7,288 |
| Lafayette | 4,550 |
| Rock | 35,025 |
| Walworth | 15,492 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 87 | MARKETS 1-87 |
| Daytime 60s | \$ 62 | \$13,437 |
| Prime 20s | \$120 | \$32,608 |
| Late-Night 60s | \$ 62 | \$14,843 |

86: Evansville, Ind. Henderson, Ky.

Total TV Homes 225,000

COUNTIES TV HOMES

| | |
|----------------|-------|
| Illinois | |
| Clay | 4,263 |
| Crawford | 6,450 |
| Edwards | 1,968 |
| Gallatin | 1,782 |
| Hamilton | 2,387 |
| Hardin | 1,408 |
| Jasper | 2,924 |
| Lawrence | 5,162 |
| Richland | 4,386 |
| Wabash | 3,654 |
| Wayne | 4,880 |
| White | 4,800 |

Total TV Homes 223,200

COUNTIES TV HOMES

| | |
|-------------------|--------|
| Indiana | |
| Crawford | 2,025 |
| Daviess | 6,718 |
| Dubois | 6,923 |
| Gibson | 8,380 |
| Knox | 12,477 |
| Martin | 2,464 |
| Orange | 4,534 |
| Perry | 4,472 |
| Pike | 3,440 |
| Posey | 4,930 |
| Spencer | 4,048 |
| Vanderburgh | 46,277 |
| Warrick | 6,339 |

| | |
|--------------------|--------|
| Kentucky | |
| Breckinridge | 3,360 |
| Crittenden | 1,950 |
| Daviess | 19,258 |
| Grayson | 3,150 |
| Hancock | 1,248 |
| Henderson | 9,090 |
| Hopkins | 10,226 |
| McLean | 2,352 |
| Muhlenberg | 6,468 |
| Ohio | 4,000 |
| Union | 3,486 |
| Webster | 3,344 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 86 | MARKETS 1-86 |
| Daytime 60s | \$ 50 | \$13,375 |
| Prime 20s | \$160 | \$32,488 |
| Late-Night 60s | \$ 50 | \$14,781 |

88: Lincoln* Kearney Hastings North Platte

Total TV Homes 223,200

COUNTIES TV HOMES

| | |
|------------------|-------|
| Kansas | |
| Cloud | 3,854 |
| Decatur | 1,760 |
| Jewell | 1,824 |
| Marshall | 4,505 |
| Norton | 2,349 |
| Phillips | 2,560 |
| Republic | 2,720 |
| Smith | 2,349 |
| Washington | 2,952 |

| | |
|----------------|-------|
| Nebraska | |
| Adams | 8,503 |
| Antelope | 2,407 |
| Blaine | 195 |
| Boone | 2,136 |
| Boyd | 1,162 |
| Buffalo | 7,564 |
| Butler | 2,610 |
| Cass | 5,284 |
| Clay | 2,784 |
| Colfax | 2,784 |
| Custer | 4,116 |
| Dawson | 5,379 |
| Fillmore | 2,852 |
| Franklin | 1,456 |
| Furnas | 1,955 |
| Gage | 7,371 |
| Garfield | 672 |
| Gosper | 752 |
| Greeley | 880 |

87: Rockford, Ill.

Total TV Homes 224,300

COUNTIES TV HOMES

| | |
|-------------|-------|
| Illinois | |
| Boone | 6,030 |

* Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Telestatus, this issue.

Considering CATV? Then Consider Ameco's "Six Steps" to Cable Television Success.

STEP 1 COMPANY

Choose a "full service" company . . . a company that will provide doorstep delivery and valuable technical advice long after the system is completed. Choose a company that "those in the know" . . . those already in CATV choose. Choose a recognized leader . . . the company that sets the pace while others follow two or three years behind. Choose Ameco . . . the *proven* standard of the cable television industry.

STEP 4 EQUIPMENT

While other companies contentedly concentrated on vacuum tube equipment, Ameco's Research and Development Department pioneered and *perfected* the solid-state, cable-powered, all-band concept. Others strive desperately to close the gap, but Ameco is far in front. That's why you should go Ameco solid-state . . . that's why Ameco solid-state is now in over 80% of the cable systems in the nation.

STEP 2 CONSTRUCTION

Have Ameco's Contracting and Construction Department lay out a dependable *all* solid-state system from your pole maps. Turnkey or rebuild, if it is Ameco built, it is the finest that money can buy. Solid-state from head-end through active taps . . . Ameco is the *only* equipment manufacturer who can offer a 100% solid-state system. Ameco originates while others attempt to imitate.

STEP 5 SERVICE

Ameco is the only major manufacturer in CATV operating a fleet of "Salesmobiles" . . . a mobile warehouse on wheels manned by a skilled solid-state technician. Every 30 days an Ameco "Roadrunner" calls on your cable system to provide doorstep delivery of parts and technical assistance. Some "sell and forget" . . . Ameco "sells and services." Another excellent reason for considering Ameco when you consider CATV.

STEP 3 FINANCING

If you need financial advice . . . or if you just plain need financing . . . Ameco can and will help you. Headed by George Green, formerly with Boothe Leasing Corporation and widely known as the financial expert in CATV, Ameco's Financial Department provides a service unparalleled by any other cable equipment manufacturer. Large system or small, Ameco can tailor a financial package expressly for you.

STEP 6 ASSISTANCE

A final but important reason for "going Ameco" are three extras. Each month you receive two publications: the "Business Booster" giving tips on how to get more hookups and "Technically Speaking" with important technical information. Or feel free to send your technician to the Ameco Solid-State School . . . there is no tuition fee. Ameco is the company that cares about you and your cable system.

Denver, Colo. — Gary Langseth
2572 Leyden — AC 303 355 0400
Portland, Ore. — Bill Dieterich
3443 S.E. 31st — AC 503 232 7051

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6111 Harry Hines Blvd. — AC 214 FL 1 1567

Decatur, Ala. — William Bryant
1622 5th Ave. SE — AC 205 353 1185
New York, N.Y. — Wm. Asip
342 Madison Ave. — AC 212 682 2848

Technical Sales Representatives

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6111 Harry Hines Blvd.
AC 214 FL 1-1567
Zip: 75235

CINCINNATI, OHIO

Clifford Beyersdoerfer
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AC 513 321-8060
Zip: 45201

LUBBOCK, TEXAS

William Jones
Whiteside Bldg., Rm. 201
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AC 806 762-3847
Zip: 79401

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Phil Colone, Jr.
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AC 518 434-9758
Zip: 12201

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Bruce Frazier
6324 Maple
AC 402 558-0323
Zip: 68104

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1622 5th Ave. SE
AC 205 353-1185
Zip: 35602

HARRISBURG, PENNSYLVANIA

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Lloyd Tate
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AC 503 232-7051
Zip: 97215

SAN FRANCISCO, CALIFORNIA

John Bryant
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AC 415 PR 5-4566
Zip: 94134

TOP 100 TELEVISION MARKETS *continued*

LINCOLN-KEARNEY *continued*

| | |
|-----------------|--------|
| Hall | 10,961 |
| Hamilton | 2,511 |
| Harlan | 1,274 |
| Holt | 2,812 |
| Howard | 1,780 |
| Jefferson | 3,115 |
| Johnson | 1,710 |
| Kearney | 2,037 |
| Lancaster | 49,560 |
| Loup | 264 |
| Madison | 6,913 |
| Merrick | 2,403 |
| Nance | 1,462 |
| Nemaha | 2,314 |
| Nuckolls | 2,088 |
| Otoe | 4,784 |
| Pawnee | 1,245 |
| Phelps | 3,145 |
| Platte | 6,859 |
| Polk | 2,185 |
| Redwillow | 4,014 |
| Rock | 672 |
| Saline | 3,600 |
| Saunders | 4,939 |
| Seward | 3,567 |
| Sherman | 1,305 |
| Thayer | 2,430 |
| Valley | 1,558 |
| Webster | 1,674 |
| Wheeler | 320 |
| York | 4,002 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 88 | MARKETS 1-88 |
| Daytime 60s | \$ 65 | \$13,502 |
| Prime 20s | \$162 | \$32,770 |
| Late-Night 60s | \$ 54 | \$14,897 |

89: Chattanooga

Total TV Homes 220,600

| | | |
|-------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| Alabama | | |
| De Kalb | | 9,565 |
| Jackson | | 7,620 |
| Georgia | | |
| Catoosa | | 6,072 |
| Chattanooga | | 4,515 |
| Dade | | 2,108 |
| Fannin | | 2,618 |
| Floyd | | 17,858 |
| Gilmer | | 1,596 |
| Gordon | | 4,870 |
| Murray | | 2,250 |
| Townes | | 902 |
| Union | | 1,280 |
| Walker | | 12,971 |
| Whitfield | | 11,668 |

| | | |
|-----------------------|--|-------|
| North Carolina | | |
| Cherokee | | 3,075 |
| Clay | | 1,050 |
| Graham | | 1,200 |

| | | |
|------------------|--|--------|
| Tennessee | | |
| Bladesoe | | 1,387 |
| Bradley | | 10,286 |
| Cumberland | | 3,597 |
| Franklin | | 5,816 |
| Grundy | | 2,044 |
| Hamilton | | 67,394 |
| McMinn | | 8,220 |
| Marion | | 4,772 |

| | | |
|------------------|--|--------|
| Meigs | | 1,020 |
| Monroe | | 4,570 |
| Morgan | | 2,541 |
| Polk | | 2,320 |
| Rhea | | 3,407 |
| Roane | | 10,136 |
| Sequatchie | | 1,240 |
| Van Buren | | 621 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 89 | MARKETS 1-89 |
| Daytime 60s | \$ 60 | \$13,562 |
| Prime 20s | \$130 | \$32,900 |
| Late-Night 60s | \$ 45 | \$14,942 |

**90: Greenville
Washington
New Bern, N. C.**

Total TV Homes 220,100

| | | |
|-----------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| North Carolina | | |
| Beaufort | | 8,095 |
| Bertie | | 4,144 |
| Carteret | | 7,576 |
| Chowan | | 2,500 |
| Craven | | 14,600 |
| Dare | | 1,407 |
| Duplin | | 7,999 |
| Edgecombe | | 11,365 |
| Franklin | | 5,168 |
| Greene | | 2,952 |
| Halifax | | 10,475 |
| Hertford | | 4,458 |
| Hyde | | 960 |
| Johnston | | 13,579 |
| Jones | | 2,085 |
| Lenoir | | 12,835 |
| Martin | | 5,480 |
| Nash | | 12,696 |
| Northampton | | 4,484 |
| Onslow | | 18,454 |
| Pamlico | | 2,150 |
| Pender | | 3,332 |
| Pitt | | 15,706 |
| Sampson | | 9,380 |
| Tyrrell | | 876 |
| Warren | | 2,952 |
| Washington | | 2,683 |
| Wayne | | 18,840 |
| Wilson | | 12,868 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 90 | MARKETS 1-90 |
| Daytime 60s | \$110 | \$13,672 |
| Prime 20s | \$150 | \$33,050 |
| Late-Night 60s | \$ 50 | \$14,992 |

91: Fresno, Calif.

Total TV Homes 200,200

| | | |
|-------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| California | | |
| Fresno | | 107,139 |
| Kings | | 11,875 |
| Madera | | 10,861 |
| Mariposa | | 758 |

| | | |
|--------------|--|--------|
| Merced | | 25,298 |
| Tulare | | 44,282 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 91 | MARKETS 1-91 |
| Daytime 60s | \$ 70 | \$13,742 |
| Prime 20s | \$180 | \$33,230 |
| Late-Night 60s | \$ 70 | \$15,062 |

92: Augusta, Ga.

Total TV Homes 196,600

| | | |
|------------------|--|-----------------|
| COUNTIES | | TV HOMES |
| Georgia | | |
| Appling | | 2,240 |
| Bulloch | | 5,032 |
| Burke | | 3,430 |
| Candler | | 1,110 |
| Columbia | | 3,262 |
| Elbert | | 4,310 |
| Emanuel | | 3,404 |
| Evans | | 1,568 |
| Glascock | | 468 |
| Greene | | 1,898 |
| Hancock | | 1,320 |
| Jeff Davis | | 1,606 |
| Jefferson | | 3,075 |
| Jenkins | | 1,596 |
| Johnson | | 1,463 |
| Laurens | | 6,770 |
| Lincoln | | 1,092 |
| McDuffie | | 2,900 |
| Montgomery | | 780 |
| Ogelthorpe | | 1,275 |
| Richmond | | 33,389 |
| Screven | | 2,414 |
| Taliaferro | | 476 |
| Tattnall | | 2,808 |
| Telfair | | 1,798 |
| Toombs | | 3,070 |
| Treutlen | | 1,072 |
| Warren | | 1,120 |
| Washington | | 2,944 |
| Wheeler | | 704 |
| Wilkes | | 1,876 |

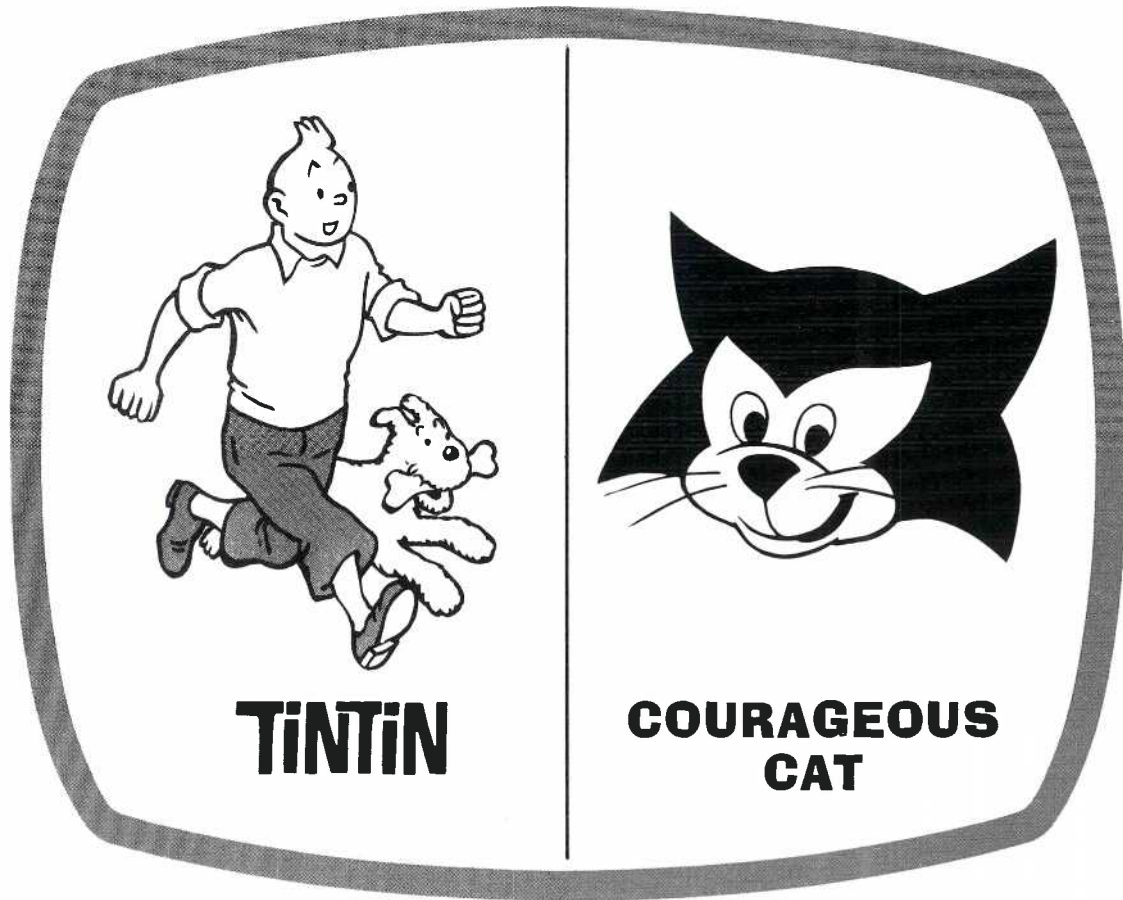
| | | |
|-----------------------|--|--------|
| South Carolina | | |
| Abbeville | | 4,480 |
| Aiken | | 23,040 |
| Allendale | | 1,885 |
| Bamberg | | 2,808 |
| Barnwell | | 3,440 |
| Calhoun | | 1,768 |
| Edgefield | | 3,002 |
| Fairfield | | 3,504 |
| Greenwood | | 11,520 |
| Hampton | | 3,010 |
| Lexington | | 15,356 |
| McCormick | | 1,425 |
| Newberry | | 6,557 |
| Orangeburg | | 11,766 |
| Saluda | | 2,720 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 92 | MARKETS 1-92 |
| Daytime 60s | \$ 40 | \$13,782 |
| Prime 20s | \$100 | \$33,330 |
| Late-Night 60s | \$ 32 | \$15,094 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.

A SMART PROGRAMMING SELECTION!



**BOTH GIVE YOU
100% AUDIENCE APPEAL!**

**FOR THE CARTOONS THAT CAPTURE AUDIENCES
CALL AL ODEAL TODAY!**

ASSOCIATE MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS



**TELE FEATURES
INCORPORATED**

516-5th Avenue, N.Y. 36, N.Y.
YU 6-4979



TOP 100 TELEVISION MARKETS *continued*

93: Terre Haute, Ind.
Total TV Homes 192,400

| COUNTIES | TV HOMES |
|------------|----------|
| Illinois | |
| Clark | 4,895 |
| Clay | 4,263 |
| Coles | 12,828 |
| Crawford | 6,450 |
| Cumberland | 2,784 |
| Edgar | 6,825 |
| Effingham | 5,816 |

| | |
|-----------|--------|
| Jasper | 2,924 |
| Lawrence | 5,152 |
| Richland | 4,386 |
| Vermilion | 29,068 |
| Indiana | |
| Clay | 7,553 |
| Daviess | 6,718 |
| Fountain | 5,540 |
| Greene | 8,010 |
| Knox | 12,477 |
| Martin | 2,464 |
| Owen | 3,367 |
| Owen | 4,650 |
| Parke | 3,440 |
| Pike | 3,440 |

| | |
|-----------|--------|
| Putnam | 6,460 |
| Sullivan | 6,552 |
| Vermilion | 5,208 |
| Vigo | 32,056 |
| Warren | 2,520 |

Rates:

| | MARKET 93 | MARKETS 1-93 |
|----------------|-----------|--------------|
| Daytime 60s | \$ 80 | \$13,862 |
| Prime 20s | \$150 | \$33,480 |
| Late-Night 60s | \$ 48 | \$15,142 |

94: Austin, Minn.*
Rochester, Minn.
Mason City, Iowa

Total TV Homes 189,300

| COUNTIES | TV HOMES |
|-------------|----------|
| Iowa | |
| Butler | 4,780 |
| Cerro Gordo | 14,838 |
| Chickasaw | 3,913 |
| Emmet | 3,838 |
| Floyd | 5,898 |
| Franklin | 4,512 |
| Hancock | 4,048 |
| Howard | 3,108 |
| Humboldt | 3,650 |
| Kossuth | 6,580 |
| Mitchell | 3,864 |
| Palo Alto | 3,485 |
| Pocahontas | 3,731 |
| Winneshiek | 3,690 |
| Winneshiek | 5,251 |
| Worth | 2,852 |
| Wright | 5,580 |
| Minnesota | |
| Blue Earth | 11,880 |
| Dodge | 3,580 |
| Faribault | 6,481 |
| Fillmore | 6,188 |
| Freeborn | 10,951 |
| Jackson | 3,915 |
| Martin | 7,600 |
| Mower | 13,458 |
| Olmsted | 18,962 |
| Steele | 7,045 |
| Waseca | 4,804 |
| Winona | 10,789 |

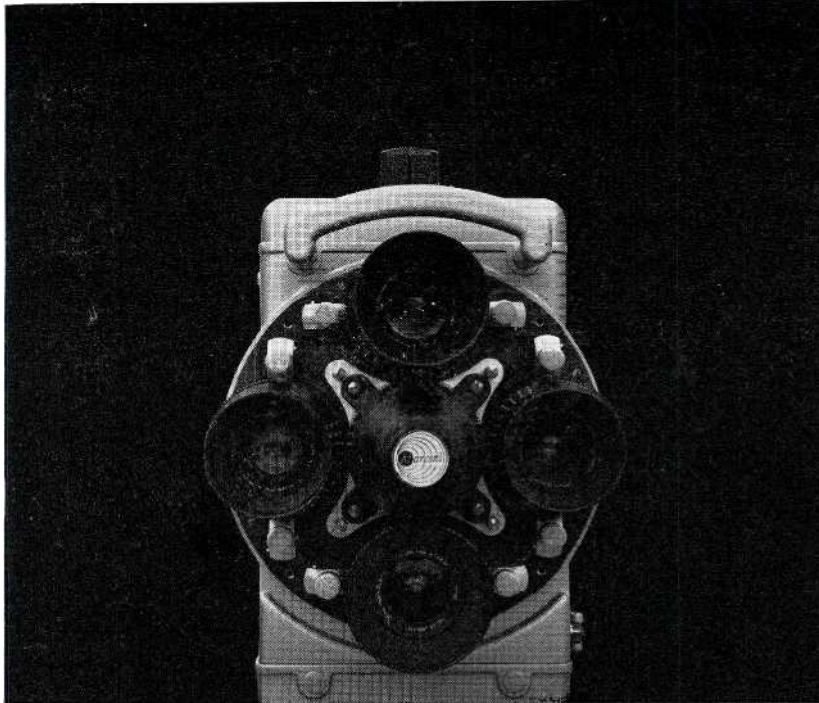
Rates:

| | MARKET 94 | MARKETS 1-94 |
|----------------|-----------|--------------|
| Daytime 60s | \$60 | \$13,922 |
| Prime 20s | \$75 | \$33,555 |
| Late-Night 60s | \$40 | \$15,182 |

95: Bristol, Va.
Johnson City, Tenn.
Kingsport, Tenn.

Total TV Homes 189,000

| COUNTIES | TV HOMES |
|----------|----------|
| Kentucky | |
| Harlan | 8,175 |



NO ONE HAS EQUALLED THIS CAMERA

It's certainly not for want of trying. Since Marconi introduced the first 4½ inch Image Orthicon camera, everybody and his brother have been trying to catch up. A thousand Marconi 4½" cameras have gone into service in 38 countries. The Mark IV has literally become the world's standard television camera. And for good reason. It's the camera that improved picture quality 50%. It was the first camera to make it possible for the cameraman to concentrate entirely on composition and focus—and leave all other functions to the control room. Another first: once you set it up it stays set up. Little wonder that a lot of people have been trying to duplicate it. But there's one hitch. While the others have been trying to build a camera

as good as the Mark IV, Marconi has been radically improving it. Long-lived silicon rectifiers have replaced selenium units in the power supply. A shielded yoke keeps the camera in focus even if there's magnetic interference. A solid-state head amplifier has been added. And the Mark IV is now instantly switchable from one world standard to another. In short: by the time somebody makes a camera as good as the 1959 model Mark IV, they'll have the 1964 model to contend with. And that goes for the whole line of Marconi specialties: vidicon telecine equipment, switchers, color cameras, closed circuit vidicon cameras and accessories. Distributed by Ampex Corp., Redwood City, California. Term leasing and financing is available.



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AMPEX

* Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.

TWO WAY S-T-R-E-T-C-H

WTHI-TV CHANNEL 10

TERRE HAUTE, INDIANA

REPRESENTED BY

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

UP AND OUT

WTHI's NEW TV TOWER is double the height of the old tower . . . a total height of 993 feet.

THE RADIUS of the new signal stretches OUT to approximately 65 miles—(radius of old tower 50 miles).

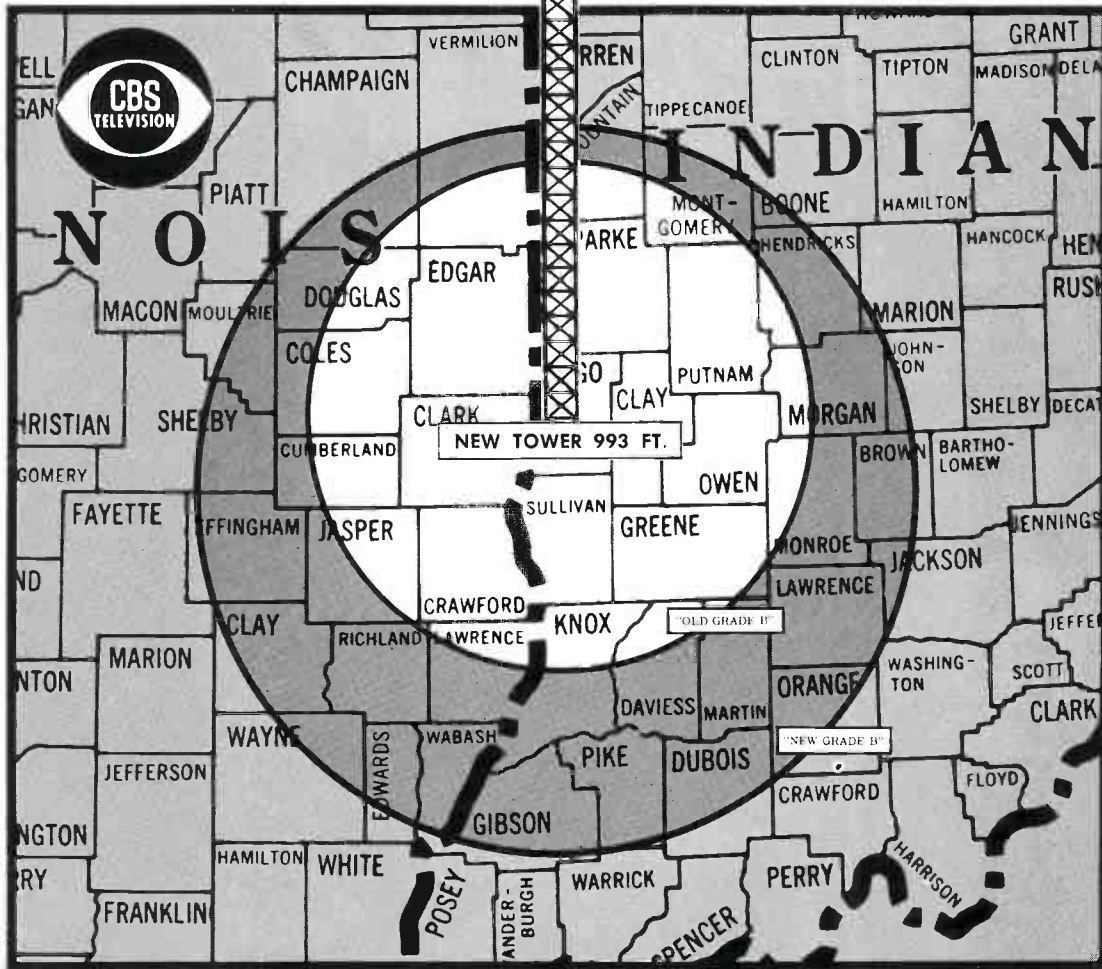
THE AREA covered stretches OUT approximately 65%, from 7850 square miles to 13,300 square miles.

THE POPULATION reached in Indiana and Illinois will show an increase of approximately 48%.

WTHI TV reaches more homes per average quarter hour, from sign-on to sign-off, than any other Indiana station*.

(*except Indianapolis)

(November 1964 ARB)



TOP 100 TELEVISION MARKETS *continued*

BRISTOL-JOHNSON CITY-KINGSPORT
continued

| | |
|------------------|--------|
| Knott | 1,925 |
| Leslie | 860 |
| Letcher | 4,224 |
| Perry | 4,473 |
| Pike | 11,700 |
| North Carolina | |
| Ashe | 3,626 |
| Avery | 2,072 |
| Watauga | 3,565 |
| Yancey | 2,210 |
| Tennessee | |
| Carter | 9,682 |
| Cocke | 4,666 |
| Greene | 10,056 |
| Hambien | 9,164 |
| Hancock | 1,260 |
| Hawkins | 6,358 |
| Johnson | 2,028 |
| Sullivan | 31,461 |
| Unicoi | 3,331 |
| Washington | 16,240 |
| Virginia | |
| Buchanan | 6,026 |
| Dickenson | 3,526 |
| Lee | 4,088 |
| Russell | 4,948 |
| Scott | 4,682 |
| Smyth | 6,680 |
| Washington | 13,086 |
| Wise | 8,892 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 95 | MARKETS 1-95 |
| Daytime 60s | \$ 46 | \$13,968 |
| Prime 20s | \$100 | \$33,655 |
| Late-Night 60s | \$ 30 | \$15,212 |

96: Fort Wayne, Ind.

Total TV Homes 184,700

COUNTIES TV HOMES

| | |
|------------------|--------|
| Indiana | |
| Adams | 6,582 |
| Allen | 70,716 |
| Blackford | 2,919 |
| Dekalb | 8,190 |
| Huntington | 13,268 |
| Jay | 4,368 |
| Kosciusko | 12,395 |
| Lagrange | 3,820 |
| Noble | 8,048 |
| Steuben | 3,647 |
| Wabash | 3,346 |
| Wells | 6,208 |
| Whitley | 6,036 |
| Ohio | |
| Defiance | 8,718 |
| Mercer | 951 |
| Paulding | 4,149 |
| Putnam | 6,416 |
| Van Wert | 8,403 |
| Williams | 6,505 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 96 | MARKETS 1-96 |
| Daytime 60s | \$ 70 | \$14,038 |
| Prime 20s | \$130 | \$33,785 |
| Late-Night 60s | \$ 50 | \$15,262 |

97: Springfield, Mass.
Holyoke, Mass.

Total TV Homes 184,500

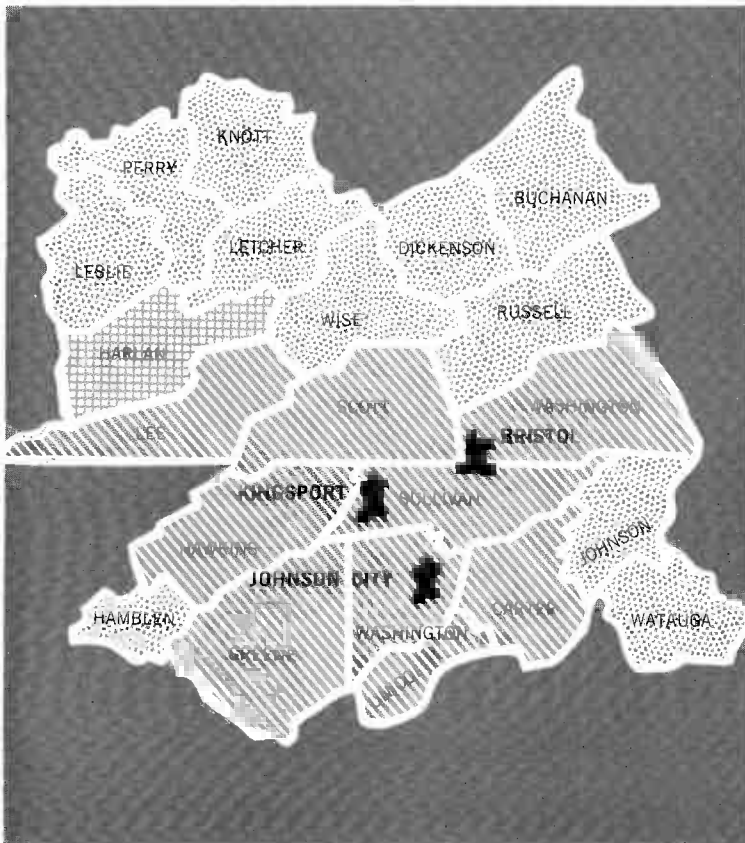
COUNTIES TV HOMES

| | |
|-----------------|---------|
| Connecticut | |
| Tolland | 17,281 |
| Massachusetts | |
| Franklin | 13,899 |
| Hampden | 126,786 |
| Hampshire | 26,537 |

Rates:

| | | |
|----------------------|-----------|--------------|
| | MARKET 97 | MARKETS 1-97 |
| Daytime 60s | \$ 60 | \$14,098 |
| Prime 20s | \$140 | \$33,925 |
| Late-Night 60s | \$ 90 | \$15,352 |

■ Major facility change in market subsequent to latest county survey measurement date.
* Market combination differs from that in television markets listing, Teletatus, this issue.



IN TRI-CITIES
(BRISTOL, JOHNSON CITY, KINGSPORT)

Using conservative 50%
net weekly cut-off figures*

WCYB-TV



| TV HOMES | Sta. "B" | WCYB-TV |
|-------------------------|----------|---------|
| Common Area | 96,200 | 96,200 |
| WCYB-TV Exclusive Area | 0 | 48,000 |
| Sta. "B" Exclusive Area | 8,300 | 0 |
| | 104,500 | 144,200 |

*1960 ARB Coverage Study updated according to ARB TV Homes Estimates for period September 1964 thru August 1965

98: Erie, Pa.

Total TV Homes 182,100

| COUNTIES | TV HOMES |
|---------------------|----------|
| New York | |
| Chautauqua | 44,578 |
| Ohio | |
| Ashtabula | 27,150 |
| Pennsylvania | |
| Crawford | 20,859 |
| Erie | 73,730 |
| Warren | 11,631 |
| CATV | 4,200 |

Rates:

| | MARKET 98 | MARKETS 1-98 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 65 | \$14,163 |
| Prime 20s | \$160 | \$34,085 |
| Late-Night 60s | \$ 40 | \$15,392 |

99: Youngstown, Ohio

Total TV Homes 181,700

| COUNTIES | TV HOMES |
|------------------|----------|
| Ohio | |
| Columbiana | 1,570 |
| Mahoning | 85,955 |
| Trumbull | 43,335 |

Pennsylvania

| | |
|----------------|--------|
| Lawrence | 22,108 |
| Mercer | 24,767 |
| CATV | 4,000 |

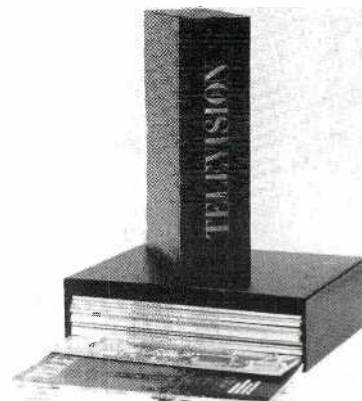
Rates:

| | MARKET 99 | MARKETS 1-99 |
|----------------------|-----------|--------------|
| Daytime 60s | \$ 55 | \$14,218 |
| Prime 20s | \$100 | \$34,185 |
| Late-Night 60s | \$ 55 | \$15,447 |

100: Peoria, Ill.

Total TV Homes 176,100

| COUNTIES | TV HOMES |
|-----------------|----------|
| Illinois | |
| Bureau | 4,095 |
| Cass | 812 |
| Dewitt | 4,153 |
| Fulton | 12,093 |
| La Salle | 19,172 |
| Logan | 8,708 |
| McLean | 20,065 |
| Marshall | 3,714 |
| Mason | 4,610 |
| Menard | 2,640 |
| Peoria | 55,489 |
| Putnam | 1,250 |
| Stark | 1,384 |
| Tazewell | 31,064 |
| Woodford | 6,880 |



Want your own library case to keep TELEVISION close at hand? An order blank is on page 84.

Rates:

| | MARKET 100 | MARKETS 1-100 |
|----------------------|------------|---------------|
| Daytime 60s | \$ 54 | \$14,272 |
| Prime 20s | \$100 | \$34,285 |
| Late-Night 60s | \$ 45 | \$15,492 |

IN TRI-CITIES (BRISTOL, JOHNSON CITY, KINGSPORT)

only WCYB-TV helps
you sell more with
these 7 SALES
DEVELOPMENT
SERVICES



WCYB-TV
NBC / ABC
primary affiliate

Reps: The Meeker Co.
In Atlanta: James S. Ayers Co.



1 Personal calls on retailers and wholesalers.



2 Weekly bulletins mailed to wholesale jobbers, chain buyers and store managers.



3 Assistance in securing and building point-of-purchase displays.



4 In-store surveys available giving you comprehensive, comparative shopping data by product category.



5 Distribution checks available by personal calls and telephone audit.



6 Station personnel available to work with manufacturers' representatives or brokers in detailing the trade.



7 Assistance in re-working and improving shelf facings. Setting up stock in new and remodeled stores, and promotions during "open houses."

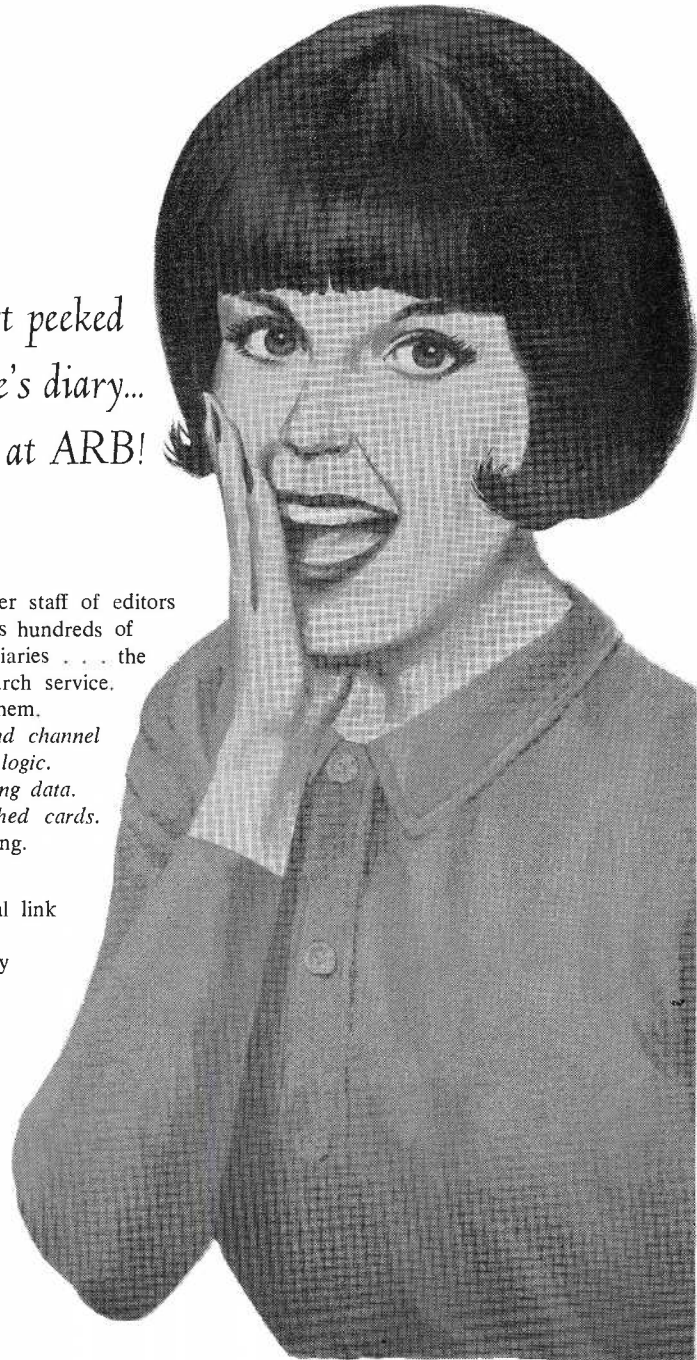


*She just peeked
into someone's diary...
it's her job at ARB!*

During a year, Mrs. Morningstar and her staff of editors at the American Research Bureau process hundreds of thousands of family television viewing diaries . . . the basis of ARB's television audience research service. And they do much more than 'peek' at them.
Verifying program names, call letters and channel numbers. Checking entries for sequence logic. Confirming the proper recording of viewing data. Marking diaries for recording on punched cards.
Verifying. Checking. Confirming. Marking.

In every case, ARB editors are a critical link between the invaluable family viewing records and the computers which finally analyze and print local market and national audience reports. As wonderful as today's machines are (and we have the greatest), their accuracy still depends on *people*.

We depend on the capabilities of Mrs. Morningstar and her staff. Their skills are essential to us . . . *and to you.*



**AMERICAN
RESEARCH
BUREAU**

WASHINGTON NEW YORK CHICAGO LOS ANGELES

TELEVISION MAGAZINE'S TELESTATUS



U.S. households now number **56,950,000** U.S. TV households now number **52,140,000** U.S. TV penetration is **92%**

*How things stand
in television markets
and coverage
as of
March 1965*

THE three statements above constitute the first set of facts about U. S. television presented each month in "Telestatus." There are 266 other sets, all having to do with the 266 television markets into which TELEVISION MAGAZINE has divided the commercial TV universe. The most important fact about each market: the number of television households credited to it. The second ranking fact: the percentage of penetration credited to the market. Both facts have been arrived at by the magazine's research department using a rigid set of criteria. It is important to the use of this data that the reader understand, at least generally, the criteria used.

First: TV households are credited to each market on a county-by-county basis. All the TV households in a county are credited to a market if one-quarter of those households view the dominant station in that market at least one night a week. This is referred to as a "25% cutoff." If less than 25% view the dominant station, no homes in the county are credited to the market.

Second: This total of television households changes each month, based on the magazine's continuing projections of TV penetration and household growth.

Third: Many individual markets have been combined into dual- or multi-market listings. This has been done wherever there is almost complete duplication of the TV coverage area and no major difference in TV households.

There are a number of symbols used throughout "Telestatus" (they are listed on each page). Each has an important meaning. For example, a square (■) beside the TV households total for a market indicates there has been a major facilities change in that market which might have significantly changed coverage areas since the latest available survey. A double asterisk (**) in a market listing means that the circulation of a satellite has been included in the market total, whereas a triple asterisk (***) means satellite circulation is not included. The important point for readers is to be aware of the symbols where they occur and to take into account the effect they have on the particular market totals involved.

The preparation of TV coverage totals and market patterns is a complex task. It is complicated by the fact that coverage patterns are constantly shifting as the industry grows. TELEVISION MAGAZINE's formula for market evaluation has been reached after years of careful study and research. The criteria it uses, while in some cases arbitrary—using a 25% cutoff rather than a 5% cutoff or a 50% cutoff, for example—are accepted and, most importantly, are constant. They have been applied carefully and rigorously to each market in the country, assuring the reader a standard guide to an ever-increasing industry.

| Market & Stations % Penetration | TV Households |
|---|------------------|
| A | |
| Aberdeen, S. D.—89 KXAB-TV (N,A) | ■26,900 |
| Abilene, Tex.—88 KRBC-TV (N,A) (KRBC-TV operates satellite KACB-TV San Angelo, Tex.) | ***81,600 |
| Ada, Okla.—85 KTEN (A,N,C) | 81,000 |
| Agana, Guam KUAM-TV (N,C,A) | * |
| Aguadilla, P. R. WOLE | ‡ |
| Akron, Ohio—45 WAKR-TV† (A) | †75,400 |
| Albany, Ga.—76 WALB-TV (N,A,C) | 155,100 |
| Albany-Schenectady-Troy, N.Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.) | **437,400 |
| Albuquerque, N. M.—82 KGGM-TV (C) KOAT-TV (A) KOB-TV (N) | 170,200 |
| Alexandria, La.—80 KALB-TV (N,A,C) | 108,500 |
| Alexandria, Minn.—85 KCMT (N,A) (Operates satellite KNMT Walker, Minn.) | ***111,700 |
| Alpine, Tex. KVLV-TV (A) | ‡ |
| Altoona, Pa.—91 WFBG-TV (C,A) | 317,600 |
| Amarillo, Tex.—89 KFDA-TV (C) KGNC-TV (N) KVII-TV (A) (KFDA-TV operates satellite KFDW-TV Clovis, N. M.) | **137,200 |
| Ames-Des Moines, Iowa—93 WOI-TV (A) KRNT-TV (C) WHO-TV (N) | 295,200 |
| Anchorage, Alaska—69 KENI-TV (N,A) KTVA (C) | 24,300 |
| Anderson, S. C. WAIM-TV (A,C) | * |
| Ardmore, Okla.—83 KXII (N,A,C) | 68,600 |
| Asheville, N. C.-Greenville-Spartanburg, S. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (A) WSPA-TV (C) | 454,200 †* |
| Atlanta, Ga.—88 WAGA-TV (C) WATL-TV (A) WSB-TV (N) | 622,700 |

| Market & Stations % Penetration | TV Households |
|--|--------------------|
| B | |
| Augusta, Ga.—80 WJBF (N,A) WRDW-TV (C,A,N) | ■196,600 |
| Austin, Minn.—91 KMMT (A) | 189,300 |
| Austin, Tex.—84 KHFI-TV† KTBC-TV (C,N,A) | 149,300 †‡ |
| B | |
| Bakersfield, Calif.—78 KBAK-TV† (C) KERO-TV† (N) KLYD-TV† (A) | ■124,700 |
| Baltimore, Md.—93 WBAL-TV (N) WJZ-TV (A) WMAR-TV (C) | ■779,500 |
| Bangor, Me.—92 WABI-TV (C,A) WLBZ-TV (N,A) (Includes CATV homes) | 107,300 |
| Baton Rouge, La.—84 WAFB-TV (C,A) WBRZ (N,A) | 252,300 |
| Bay City-Saginaw-Flint, Mich.—94 WJRT (A) WKNX-TV† (C) WNEM-TV (N) | 420,500 †64,600 |
| Beaumont-Port Arthur, Tex.—89 KBMT-TV (A) KFDM-TV (C) KPAC-TV (N) | 175,500 |
| Bellingham, Wash.—91 KVOS-TV (C) | *52,100 |
| Big Spring, Tex.—91 KWAB-TV (C,A) | 21,700 |
| Billings, Mont.—83 KOOK-TV (C,A) KULR-TV (N) | 62,600 |
| Biloxi, Miss.—89 WLOX-TV (A) | 48,300 |
| Binghamton, N. Y.—91 WBJA-TV† (A) WINR-TV† (N) WNBF-TV (C) | 244,900 †50,700 |
| Birmingham, Ala.—85 WAPI-TV (N) WBRC-TV (A) | 481,900 |

■ Major facility change in market subsequent to latest county survey measurement date.
† U.H.F.
• Incomplete data.
† U.H.F. incomplete data.
‡ New station; coverage study not completed.
†† U.H.F. new station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

| Market & Stations % Penetration | TV Households |
|---|------------------|
| Bismarck, N. D.—87 KFYR-TV (N) KXMB-TV (A,C) (KFYR-TV operates satellites KUMV-TV Williston, N. D., and KMOT Minot, N. D.) | ***49,100 |
| Bloomington, Ind.—93 WTTV (See also Indianapolis, Ind.) | 714,600 |
| Bluefield, W. Va.—84 WHIS-TV (N,A) | 133,600 |
| Boise, Idaho—89 KBOI-TV (C,A) KTVB (N,A) (KTVB operates satellite KTVR-TV La Grande, Ore.) | ***85,900 |
| Boston, Mass.—95 WBZ-TV (N) WHDH-TV (C) WIHS-TV† WNAC-TV (A) | 1,848,100 ‡‡ |
| Bowling Green, Ky. WLTW | ‡ |
| Bristol, Va.-Johnson City-Kingsport, Tenn.—80 WCYB-TV (N,A) WJHL-TV (C,A) | 189,000 |
| Bryan, Tex.—77 KBTX-TV (A,C) (KBTX-TV is a satellite of KWTX-TV Waco, Tex.) | 42,000 |
| Buffalo, N. Y.—95 WBEN-TV (C) WGR-TV (N) WKBW-TV (A) | *604,400 |
| Burlington, Vt.—92 WCAX-TV (C) | *172,100 |

| Market & Stations % Penetration | TV Households |
|---|------------------|
| Butte, Mont.—85 KXLF-TV (C,N,A) | 58,500 |
| C | |
| Cadillac-Traverse City, Mich.—89 WPBN-TV (N,A) WWTW (C,A) (WWTW operates satellite WWUP-TV Sault Ste. Marie, Mich.; WPBN-TV op- erates satellite WTOM-TV Cheboygan, Mich.) | **147,600 |
| Caguas, P. R. WKBM-TV | • |
| Cape Girardeau, Mo.—86 KFVS-TV (C) | 247,900 |
| Carlsbad, N. M.—90 KAVE-TV (C,A) | 14,000 |
| Carthage-Watertown, N. Y.—93 WCNY-TV (C,A) (Includes CATV homes) | *71,200 |
| Casper, Wyo.—84 KTWO-TV (N,C,A) | 45,800 |
| Cedar Rapids-Waterloo, Iowa—92 KCRG-TV (A) KWWL-TV (N) WMT-TV (C) | 318,300 |
| Champaign, Ill.—91 WCHU† (N) WCIA (C) (WCHU† is a satellite to WICS† Spring- field, Ill.) | 341,500 |
| Charleston, S. C.—79 WCIV (N) WCSC-TV (C,N) WUSN-TV (A,C) | 141,800 |
| Charleston-Huntington, W. Va.—85 WCHS-TV (C); WHTN-TV (A) WSAZ-TV (N) | 429,000 |
| Charlotte, N. C.—87 WBTV (C,A) WCCB-TV† WSOC-TV (N,A) | 630,000 ‡‡ |
| Chattanooga, Tenn.—86 WDEF-TV (C) WRCB-TV (N) WTVC (A) | 220,600 |
| Cheyenne, Wyo.—87 KFBC-TV (C,N,A) (Operates satellites KSTF Scottsbluff, Neb., and KTVS Sterling, Colo.) | **93,800 |
| Chicago, Ill.—94 WBBM-TV (C) WBKB (A) WCIU† WGN-TV WMAQ-TV (N) | 2,366,200 ‡‡ |
| Chico-Redding, Calif.—90 KHSL-TV (C) KRCR-TV (A,N) | 135,000 |
| Cincinnati, Ohio—93 WCPO-TV (C) WKRC-TV (A) WLWT (N) | 804,000 |
| Clarksburg, W. Va.—85 WBOY-TV (N,C) | 90,600 |
| Cleveland, Ohio—95 KYW-TV (N) WEWS (A) WJW-TV (C) | 1,364,400 |
| Colorado Springs-Pueblo, Colo.—90 KKTV (C) KOAA-TV (N) KRDO-TV (A) | 109,500 |
| Columbia-Jefferson City, Mo.—87 KRCG-TV (C,A) KOMU-TV (N,A) (KRCG-TV operates satellite KMOS-TV Sedalia, Mo.) | **135,700 |

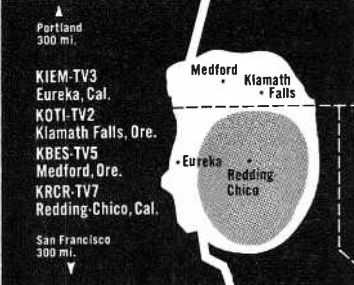
| Market & Stations % Penetration | TV Households |
|--|--------------------|
| Columbia, S. C.—81 WOLO-TV† (A) WIS-TV (N) WNOK-TV† (C) | 229,600 †40,500 |
| Columbus, Ga.—81 WRBL-TV (C,N) WTVM (A,N) | 233,700 |
| Columbus, Miss.—75 WCBI-TV (C,A,N) | 70,100 |
| Columbus, Ohio—94 WBNS-TV (C) WLWC (N) WTVN-TV (A) | 513,800 |
| Coos Bay, Ore.—80 KCBY (N) | 15,100 |
| Corpus Christi, Tex.—86 KRIS-TV (N) KZTV (C) KIII (A) | 116,700 |
| D | |
| Dallas-Ft. Worth, Tex.—90 KRLD-TV (C) KTVT WBAP-TV (N) WFAA-TV (A) | 804,300 |
| Davenport, Iowa-Rock Island-Moline, Ill.—93 WOC-TV (N) WHBF-TV (C) WQAD-TV (A) | 321,000 |
| Dayton, Ohio—94 WHIO-TV (C,N) WKEF-TV† (N,A,C) WLWD (N,A) | 533,900 ‡‡ |
| Daytona Beach-Orlando, Fla.—88 WDBO-TV (C) WESH-TV (N) WFTV (A) | 323,500 |
| Decatur, Ala.—51 WMSL-TV† (N,C) | †46,600 |
| Decatur, Ill.—83 WTVP† (A) | †129,700 |
| Denver, Colo.—92 KBTV (A) KCTO KLZ-TV (C) KOA-TV (N) | 403,300 |
| Des Moines-Ames, Iowa—93 KRNT (C) WHO-TV (N) WOI-TV (A) | 295,200 |
| Detroit, Mich.—95 WJBK-TV (C) WKBD-TV† WWJ-TV (N) †† WXYZ-TV (A) CKLW-TV (Windsor, Ont.) | *1,629,100 ‡‡ |
| Dickinson, N. D.—84 KDIX-TV (C,A) | 19,800 |
| Dothan, Ala.—78 WTVY (C,A) | 111,100 |
| Duluth, Minn.-Superior, Wis.—89 KDAL-TV (C,A) WDSM-TV (N,A) | 166,700 |
| Durham-Raleigh, N. C.—84 WRAL-TV (A,N,C) WTVD (C,N) | 354,000 |
| E | |
| Eau Claire, Wis.—91 WEAU-TV (N,C,A) | 94,200 |
| El Dorado, Ark.-Monroe, La.—78 KNOE-TV (C,A) KTVE (N,A) | 161,900 |
| Elk City, Okla. KSWB | ‡ |
| Elkhart-South Bend, Ind.—70 WNDU-TV† (N) WSBT-TV† (C) WSJV-TV† (A) | †168,600 |

| Market & Stations % Penetration | TV Households |
|--|---------------------|
| El Paso, Tex.—90 KELP-TV (A) KRDD-TV (C) KTSM-TV (N) | *115,400 |
| Ensign, Kan.—87 KTVC (C) | 41,600 |
| Erie, Pa.—93 WICU-TV (N,A) WSEE-TV† (C,A) (Includes CATV homes) | 182,100 †63,300 |
| Eugene, Ore.—87 KEZI-TV (A) KVAL-TV (N) | 101,800 |
| Eureka, Calif.—86 KIEM-TV (C,N) KVIQ-TV (A,N) | 56,000 |
| Evansville, Ind.-Henderson, Ky.—86 WEHT-TV† (C) WFIE-TV† (N) WTWV (A) | 225,000 †177,900 |
| F | |
| Fairbanks, Alaska—72 KFBK-TV (N,A) KTVF (C) | 11,400 |
| Fargo-Valley City, N. D.—87 KTHI-TV (A) KXJB-TV (C) WDAY-TV (N) | 159,900 |
| Flint-Bay City-Saginaw, Mich.—94 WJRT (A) WKNX-TV† (C) WNEM (N) | 420,500 164,600 |
| Florence, Ala.—72 WOWL-TV† (N,C,A) | †22,900 |
| Florence, S. C.—78 WBTW (C,A,N) | 153,600 |
| Ft. Dodge, Iowa—67 KQTV† (N) | †30,500 |
| Ft. Myers, Fla.—83 WINK-TV (A,C) | 35,400 |
| Ft. Smith, Ark.—82 KFSA-TV (C,N,A) | 76,100 |
| Ft. Wayne, Ind.—82 WANE-TV† (C) WKJG-TV† (N) WPTA-TV† (A) | †184,700 |
| Ft. Worth-Dallas, Tex.—90 KRLD-TV (C) KTVT WBAP-TV (N) WFAA-TV (A) | 804,300 |
| Fresno, Calif.—87 KAIL-TV† KDAS† (Hanford) KFRE-TV† (C) KICU-TV† (Visalia) KJEO-TV† (A) KMJ-TV† (N) | †200,200 |
| G | |
| Glendive, Mont.—80 KXGN-TV (C) | 4,000 |

Major facility change in market subse-
quent to latest county survey measure-
ment date.
† U.H.F.
• Incomplete data.
‡ U.H.F. incomplete data.
† New station; coverage study not com-
pleted.
‡† U.H.F. new station, coverage study
not completed
• U.S. Coverage only.
** Includes circulation of satellite (or
booster).
*** Does not include circulation of satellite

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Detroit, Los Angeles, St. Louis, San Francisco

| Market & Stations % Penetration | TV Households |
|---|---------------------|
| Grand Junction, Colo.—84 KREX-TV (C,N,A) (Operates satellite KREY-TV Montrose, Colo.) | **30,300 |
| Grand Rapids-Kalamazoo, Mich.—93 WKZO-TV (C) WOOD-TV (N) WZZM-TV (A) | #585,600 |
| Great Falls, Mont.—86 KFBB-TV (C,A) KRTV (N) (Includes CATV homes) | 61,500 |
| Green Bay, Wis.—94 WBAY-TV (C) WFRV (N) WLUK-TV (A) | 333,500 |
| Greensboro-High Point-Winston-Salem, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N) | #405,400 |
| Greenville-Spartanburg, S. C.—Asheville, N. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (C) WSPA-TV (C) | 454,200 †* |
| Greenville-Washington-New Bern, N. C.—83 WITN (N) WNBE-TV (A) WNCT (C) | #220,100 |
| Greenwood, Miss.—65 WABG-TV (C,A,N) | 61,700 |
| H | |
| Hannibal, Mo.—Quincy, Ill.—91 KHQA (C,A) WGEM-TV (N,A) | 167,200 |
| Harlingen-Weslaco, Tex.—78 KGBT-TV (C,A) KRGV-TV (N,A) | *70,300 |
| Harrisburg, Ill.—87 WSIL-TV (A) (WSIL-TV operates satellite KPOB-TV† Poplar Bluff, Mo.) | ***200,300 |
| Harrisburg, Pa.—84 WHP-TV† (C) WTPA† (A) | †136,300 |
| Harrisonburg, Va.—81 WSVA-TV (C,N,A) | 68,500 |
| Hartford-New Haven-New Britain, Conn.—94 WHCT† WHNB-TV† WNHC-TV (A) WTIC-TV (C) | 746,900 †346,200 |
| Hastings, Neb.—89 KHAS-TV (N) | 100,900 |
| Hattiesburg, Miss.—79 WDAM-TV (N,A) | #51,700 |
| Hays, Kan.—87 KAYS-TV (C) (Operates satellite KLOE-TV Goodland, Kan.) | **65,100 |
| Helena, Mont.—84 KBLL-TV (C,A,N) | 8,000 |

■ Major facility change in market subsequent to latest county survey measurement date.
† U.H.F.
• Incomplete data.
† U.H.F. incomplete data.
‡ New station; coverage study not completed.
†† U.H.F. new station; coverage study not completed.
• U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite

| Market & Stations % Penetration | TV Households |
|---|---------------------|
| Henderson, Ky.—Evansville, Ind.—86 WEHT-TV† (C) WFIE-TV† (N) WTVW (A) | 225,000 †117,900 |
| Henderson-Las Vegas, Nev.—91 KLAS-TV (C) KORK-TV (N) KSHO-TV (A) | 59,400 |
| High Point-Greensboro-Winston Salem, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N) | #405,400 |
| Holyoke-Springfield, Mass.—90 WHYN-TV† (A) WWLP† (N) (WWLP† operates satellite WRLP† Greenfield, Mass.) | **†184,500 |
| Honolulu, Hawaii—87 KGMB-TV (C) KHVH-TV (A) KONA-TV (N) KTRG-TV (Satellites: KHBC-TV Hilo and KMAU-TV Wailuku to KGMB-TV. KMVI-TV Wailuku and KHVO-TV Hilo to KHVH; KALU-TV Hilo and KALA-TV Wailuku to KONA-TV.) | **148,100 |
| Houston, Tex.—90 KHOU-TV (C) KPRC-TV (N) KTRK-TV (A) | 553,000 |
| Huntington-Charleston, W. Va.—85 WCHS-TV (C) WHTN-TV (A) WSAZ-TV (N) | 429,000 |
| Huntsville, Ala.—45 WAAY-TV† (A) WHNT-TV† (C) | #†21,700 |
| Hutchinson-Wichita, Kan.—90 KAKE-TV (A) KARD-TV (N) KTVH (C) (KGLD-TV Garden City, KCKT-TV Great Bend, and KOMC-TV Oberlin-McCook, satellites to KARD-TV; KUPK-TV Garden City is satellite to KAKE-TV) | ***365,200 |
| I | |
| Idaho Falls, Idaho—89 KID-TV (C,A) KIFI-TV (N) | 69,300 |
| Indianapolis, Ind.—93 WFBM-TV (N) WISH-TV (C) WLWI (A) (See also Bloomington, Ind.) | 738,800 |
| J | |
| Jackson, Miss.—75 WJTV (C,A) WLBT (N,A) | #242,500 |
| Jackson, Tenn.—80 WDXI-TV (C,A) | 66,000 |
| Jacksonville, Fla.—84 WFGA-TV (N,A) WJXT (C,A) | 272,700 |
| Jefferson City-Columbia, Mo.—87 KRCG-TV (C,A) KOMU-TV (N,A) (KRCG-TV operates satellite KMOS-TV Sedalia, Mo.) | **135,700 |
| Johnson City-Kingsport, Tenn.— Bristol, Va.—80 WCYB-TV (N,A) WJHL-TV (C,A) | 189,000 |
| Johnstown, Pa.—93 WARD-TV† (C,A) WJAC-TV (N,A) | 591,000 †* |
| Jonesboro, Ark. KAIT-TV | ‡ |
| Joplin, Mo.—Pittsburg, Kan.—88 KOAM-TV (N,A) KODE-TV (C,A) | 153,100 |
| Juneau, Alaska—69 KINY-TV (C,A,N) | 2,700 |

| Market & Stations % Penetration | TV Households |
|---|---------------------|
| K | |
| Kalamazoo-Grand Rapids, Mich.—93 WKZO-TV (C) WOOD-TV (N) WZZM-TV (A) | #585,600 |
| Kansas City, Mo.—91 KCMO-TV (C) KMBC-TV (A) WDAF-TV (N) | 637,800 |
| Kearney, Neb.—89 KHOL-TV (A) (Operates satellite KHPL-TV** Hayes Center, Neb., and KHQL-TV*** Albion, Neb.) | #100,400 |
| Klamath Falls, Ore.—87 KOTI (A,C) | 27,200 |
| Knoxville, Tenn.—80 WATE-TV (N) WBIR-TV (C) WTVK† (A) | 252,600 †48,800 |
| L | |
| La Crosse, Wis.—90 WKBT (C,A,N) | #114,400 |
| Lafayette, Ind. WFAM-TV† (C) | †* |
| Lafayette, La.—86 KATC (A) KLFY-TV (C,N) (Includes CATV homes) | 172,300 |
| Lake Charles, La.—84 KPLC-TV (N) | 109,900 |
| Lancaster-Lebanon, Pa.—91 WGAL-TV (N) WLYH-TV† (C) | 592,100 †123,000 |
| Lansing, Mich.—95 WILX-TV (N) (Onondaga) WJIM-TV (C,N) | 389,500 |
| Laredo, Tex.—79 KGN5-TV (C,N,A) | 14,700 |
| La Salle, Ill. (See Peoria, Ill.) | |
| Las Vegas-Henderson, Nev.—91 KLAS-TV (C) KORK-TV (N) KSHO-TV (A) | 59,400 |
| Lawton, Okla. (See Wichita Falls, Tex.) | |
| Lebanon, Pa. (See Lancaster, Pa.) | |
| Lexington, Ky.—80 WKYT† (A,C) WLEX-TV† (N,C) | †76,400 |
| Lima, Ohio—70 WIMA-TV† (A,N) | †48,500 |
| Lincoln, Neb.—90 KOLN-TV (C) (Operates satellite KGIN-TV Grand Is- land, Neb.) | **223,200 |
| Little Rock, Ark.—83 KARK-TV (N) KATV (A) KTHV (C) | 252,100 |
| Los Angeles, Calif.—93 KABC-TV (A) KCOP KHJ-TV KTLA-TV †† KMEX-TV† KNBC (N) KNXT (C) KTLA KTTV | 2,835,700 |
| Louisville, Ky.—88 WAVE-TV (N) WHAS-TV (C) WLKY-TV† (A) | 457,200 †† |
| Lubbock, Tex.—90 KCBD-TV (N) KLBK-TV (C,A) | #133,400 |
| Lufkin, Tex.—80 KTRE-TV (N,C,A) | 55,700 |

| Market & Stations % Penetration | TV Households |
|--|---------------------|
| Lynchburg, Va.—85 WLVA-TV (A) | 180,800 |
| M | |
| Macon, Ga.—80 WMAZ-TV (C,N,A) | 119,300 |
| Madison, Wis.—92 WISC-TV (C) WKOW-TV† (A) WMTV† (N) | 265,100 †119,100 |
| Manchester, N. H.—93 WMUR-TV (A) | 160,500 |
| Mankato, Minn.—89 KEYC-TV (C) | 116,800 |
| Marion, Ind. WTAF-TV† | †‡ |
| Marquette, Mich.—89 WLUC-TV (C,N,A) | 62,100 |
| Mason City, Iowa—92 KGLO-TV (C) | 173,200 |
| Mayaguez, P. R. WORA-TV | * |
| Medford, Ore.—90 KMED-TV (N,A) KTMV (C,A) | 47,400 |
| Memphis, Tenn.—80 WHBQ-TV (A) WMCT (N) WREC-TV (C) | 497,400 |
| Meridian, Miss.—76 WTOK-TV (C,A,N) | 119,600 |
| Mesa-Phoenix, Ariz.—88 KOOL-TV (C) KPHO-TV KTAR-TV (N) KTVK (A) | 270,600 |
| Miami, Fla.—89 WCKT (N) WLBW-TV (A) WTVJ (C) | 625,700 |
| Midland-Odessa, Tex.—89 KMID-TV (N) KOSA-TV (C) KVKM-TV (A) (Monahans) | #107,200 |
| Milwaukee, Wis.—95 WISN-TV (C) WITI-TV (A) WTMJ-TV (N) WUHF-TV† | 673,900 †192,100 |
| Minneapolis-St. Paul, Minn.—92 KMSP-TV (A) KSTP-TV (N) WCCO-TV (C) WTCN-TV | 778,000 |
| Minot, N. D.—89 KMOT-TV (N) KXMC-TV (C,A) (KMOT-TV is satellite to KFYR-TV Bismarck, N. D.) | *41,200 |
| Missoula, Mont.—86 KGVO-TV (C,A,N) | 60,900 |
| Mitchell, S. D.—86 KORN-TV (N) | 31,800 |
| Mobile, Ala.—86 WALA-TV (N) WEAR-TV (A) (Pensacola) WKRQ-TV (C) | 276,600 |
| Moline-Rock Island, Ill.—Davenport, Iowa—93 WQAD-TV (A) WOC-TV (N) WHBF-TV (C) | 321,000 |
| Monroe, La.—El Dorado, Ark.—78 KNOE-TV (C,A) KTVE (N,A) | 161,900 |
| Monterey-Salinas, Calif. (See Salinas) | |

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| Market & Stations % Penetration | TV Households |
|------------------------------------|------------------|
| Montgomery, Ala.—78 | 152,200 |
| WCOV-TV† (C) WKAB-TV† (A) | †55,300 |
| WSFA-TV (N) | |

| | |
|------------------|---------|
| Muncie, Ind.—60 | †24,000 |
| WLBC-TV† (N,A,C) | |

N

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|------------------------------------|---------|
| Nashville, Tenn.—84 | 474,200 |
| WLAC-TV (C) WSIX-TV (A) WSM-TV (N) | |

| | |
|--|----------|
| New Bern-Greenville-Washington, N. C.—83 | †220,100 |
| WITN (N) WNBE-TV (A) WNCT (C) | |

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|--|----------|
| New Haven-New Britain-Hartford, Conn.—94 | 746,900 |
| | †346,200 |

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|-------------------------|--|
| WHCT† WHNB-TV† (N) | |
| WNHC-TV (A) WTIC-TV (C) | |

| | |
|---------------------------------|---------|
| New Orleans, La.—88 | 453,800 |
| WDSU-TV (N) WVUE (A) WWL-TV (C) | |

| | |
|-------------------------------------|-----------|
| New York, N. Y.—94 | 5,533,300 |
| WABC-TV (A) WCBS-TV (C) WNBC-TV (N) | |
| WNEW-TV WOR-TV WPIX | |

| | |
|-------------------------------------|---------|
| Norfolk, Va.—87 | 337,700 |
| WAVY-TV (N) WTAR-TV (C) WVEC-TV (A) | |

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|-----------------------|--------|
| North Platte, Neb.—88 | 26,800 |
| KNOP-TV (N) | |

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|---------------------|--------|
| Oak Hill, W. Va.—83 | 83,800 |
| WOAY-TV (C) | |

| | |
|--------------------------------------|-----------|
| Oakland-San Francisco, Calif.—91 | 1,355,700 |
| KGO-TV (A) KPIX (C) KRON-TV (N) KTVU | |

| | |
|-------------------------|----------|
| Odessa-Midland, Tex.—89 | †107,200 |
| KMID-TV (N) KOSA-TV (C) | |
| KVKM-TV (A) (Monahans) | |

| | |
|---------------------------------|---------|
| Oklahoma City, Okla.—90 | 356,700 |
| KOCO-TV (A) KWTV (C) WKY-TV (N) | |

| | |
|------------------------------|---------|
| Omaha, Neb.—93 | 333,000 |
| KETV (A) KMTV (N) WOW-TV (C) | |

| | |
|----------------------------------|---------|
| Orlando-Daytona Beach, Fla.—88 | 323,500 |
| WDBO-TV (C) WESH-TV (N) WFTV (A) | |

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|------------------|---------|
| Ottumwa, Iowa—89 | 102,300 |
| KTVO (C,N,A) | |

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|-----------------|----------|
| Paducah, Ky.—85 | †202,200 |
| WPSD-TV (N) | |

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|----------------------|---------|
| Panama City, Fla.—81 | †94,400 |
| WJHG-TV (N,A) | |

| | |
|------------------------|---------|
| Parkersburg, W. Va.—54 | †24,600 |
| WTAP-TV† (N,C,A) | |

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|-------------------|---------|
| Pembina, N. D.—79 | †13,900 |
| KCND-TV (A,N) | |

| | |
|---|-----------|
| Peoria, Ill.—78 | ††176,100 |
| WEEK-TV† (N) WMBD-TV† (C) | |
| WTVH† (A) | |
| (WEEK-TV† operates WEEQ-TV† La Salle, Ill.) | |

| | |
|-------------------------------------|-----------|
| Philadelphia, Pa.—94 | 2,132,300 |
| WCAU-TV (C) WFIL-TV (A) WRCV-TV (N) | |

| Market & Stations % Penetration | TV Households |
|------------------------------------|------------------|
| Phoenix-Mesa, Ariz.—88 | 270,600 |
| KOOL-TV (C) KPHO-TV KTAR-TV (N) | |
| KTVK (A) | |

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|--------------------------------|---------|
| Pittsburg, Kan.-Joplin, Mo.—88 | 153,100 |
| KOAM-TV (N,A) KOKE-TV (C,A) | |

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|-------------------------------|-----------|
| Pittsburgh, Pa.—94 | 1,261,700 |
| KDKA-TV (C) WHIC (N) WTAE (A) | |

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|----------------------|-----------|
| Plattsburg, N. Y.—93 | †*133,700 |
| WPTZ (N,A) | |

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|-------------------------------------|----------|
| Poland Spring, Me.—93 | *393,800 |
| WMTW-TV (A) (Mt. Washington, N. H.) | |

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|-----------------|--|
| Ponce, P. R. | |
| WRIK-TV WSUR-TV | |

| | |
|-------------------------------------|---------|
| Port Arthur-Beaumont, Tex.—89 | 175,500 |
| KBMT-TV (A) KFDM-TV (C) KPAC-TV (N) | |

| | |
|-------------------------|---------|
| Portland, Me.—93 | 238,700 |
| WCSH-TV (N) WGAN-TV (C) | |

| | |
|--------------------------------------|---------|
| Portland, Ore.—90 | 501,100 |
| KATU (A) KGW-TV (N) KOIN-TV (C) KPTV | |

| | |
|----------------------|--------|
| Presque Isle, Me.—90 | 23,900 |
| WAGM-TV (C,A,N) | |

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|----------------------------------|---------|
| Providence, R. I.—86 | 880,600 |
| WJAR-TV (N) WPRO-TV (C) WTEV (A) | |
| (New Bedford, Mass.) | |

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|-----------------------------------|---------|
| Pueblo-Colorado Springs, Colo.—90 | 109,500 |
| KKTU (C) KOAA-TV (N) KRDO-TV (A) | |

Q

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|-------------------------------|---------|
| Quincy, Ill.-Hannibal, Mo.—91 | 167,200 |
| KHQA-TV (C,A) WGEM-TV (N,A) | |

R

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|----------------------------|---------|
| Raleigh-Durham, N. C.—84 | 354,000 |
| WRAL-TV (A,N,C) WTVD (C,N) | |

| | |
|-------------------------------------|----------|
| Rapid City, S. D.—86 | **59,900 |
| KOTA-TV (C,A) KRSD-TV (N,A) | |
| (KOTA-TV operates satellite KDUH-TV | |
| Hay Springs, Neb.; KRSD-TV operates | |
| satellite KDSJ-TV Deadwood, S. D.) | |

| | |
|---------------------------|---------|
| Redding-Chico, Calif.—90 | 135,000 |
| KHSL-TV (C) KRCR-TV (A,N) | |

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|------------------------|--------|
| Reno, Nev.—86 | 52,400 |
| KCRL (N) KOLQ-TV (A,C) | |

| | |
|----------------------------------|---------|
| Richmond, Va.—85 | 295,400 |
| WRVA-TV (A) WTVR (C) WXEX-TV (N) | |
| (Petersburg, Va.) | |

| | |
|-------------------|--------|
| Riverton, Wyo.—84 | 13,500 |
| KWRB-TV (C,A,N) | |

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|-------------------------|---------|
| Roanoke, Va.—86 | 330,300 |
| WDBJ-TV (C) WSLS-TV (N) | |

| | |
|---------------------|---------|
| Rochester, Minn.—82 | 152,500 |
| KROC-TV (N) | |

| | |
|----------------------------------|---------|
| Rochester, N. Y.—94 | 337,800 |
| WHCC-TV (C) WOKR (A) WROC-TV (N) | |

| | |
|-------------------------|----------|
| Rockford, Ill.—94 | 224,300 |
| WREX-TV (A,C) WTVO† (N) | †112,100 |

| Market & Stations % Penetration | TV Households |
|---|------------------|
| Rock Island-Moline, Ill.-Davenport, Iowa—93 | 321,000 |
| WHBF-TV (C) WOC-TV (N) WQAD-TV (A) | |

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|-------------------------------|--|
| Rome-Utica, N. Y. (See Utica) | |
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|-------------------|--------|
| Roseburg, Ore.—88 | 19,600 |
| KPIC (N) | |

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|-------------------|---------|
| Roswell, N. M.—91 | †19,500 |
| KWSW-TV (N,C,A) | |

S

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|--------------------------------|---------|
| Sacramento-Stockton, Calif.—92 | 609,300 |
| KCRA-TV (N) KOVR (A) KXTV (C) | |

| | |
|----------------------------------|---------|
| Saginaw-Bay City-Flint, Mich.—94 | 420,500 |
| WJRT (A) WKNX-TV† (C) | †64,600 |
| WNEM-TV (N) | |

| | |
|--------------------|---------|
| St. Joseph, Mo.—89 | 147,200 |
| KFEQ-TV (C) | |

| | |
|--------------------------------|---------|
| St. Louis, Mo.—92 | 846,000 |
| KMOX-TV (C) KPLR-TV KSD-TV (N) | |
| KTVI (A) | |

| | |
|----------------------------------|---------|
| St. Paul-Minneapolis, Minn.—92 | 778,000 |
| KMSP-TV (A) KSTP (N) WCCO-TV (C) | |
| WTCN-TV | |

| | |
|-------------------------------|----------|
| St. Petersburg-Tampa, Fla.—88 | 484,000 |
| WFLA-TV (N) WSUN-TV† (A) | †300,000 |
| WTVT (C) | |

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|-------------------|--|
| St. Thomas, V. I. | |
| WBNB-TV (C,N,A) | |

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|--------------|----|
| Salina, Kan. | †* |
| KSLN-TV† (A) | |

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|-------------------------------------|-----------|
| Salinas-Monterey, Calif.—90 | **263,100 |
| KSBW-TV (C,N) | |
| (See also San Jose, Calif.) | |
| (Includes circulation of optional | |
| satellite, KSBY-TV San Luis Obispo) | |

| | |
|-------------------|---------|
| Salisbury, Md.—66 | †34,900 |
| WBCC-TV† (A,C,N) | |

| | |
|------------------------------|---------|
| Salt Lake City, Utah—89 | 294,400 |
| KCPX (A) KSL-TV (C) KUTV (N) | |

| | |
|----------------------------------|--------|
| San Angelo, Tex.—85 | 29,700 |
| KACB-TV (N,A) KCTV (C,A) | |
| (KACB-TV is satellite to KRBC-TV | |
| Abilene, Tex.) | |

| | |
|----------------------|----------|
| San Antonio, Tex.—84 | †363,300 |
| KENS-TV (C) KONO (A) | †* |
| KWEX-TV† WQAI-TV (N) | |

| | |
|-------------------------|----------|
| San Diego, Calif.—94 | *368,100 |
| KFMB-TV (C) KOGO-TV (N) | |
| XETV (A) (Tijuana) | |

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| ■ Major facility change in market subsequent to latest county survey measurement date. | |
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| † U.H.F. | |
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| * Incomplete data. | |
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| † U.H.F. incomplete data. | |
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| ‡ New station; coverage study not completed. | |
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| †† U.H.F. new station; coverage study not completed. | |
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| * U.S. Coverage only. | |
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| ** Includes circulation of satellite (or booster). | |
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|---|--|
| *** Does not include circulation of satellite | |
|---|--|

| Market & Stations % Penetration | TV Households |
|--|------------------|
| San Francisco-Oakland, Calif.—91 KGO-TV (A) KPIX (C) KRON-TV (N) KTVU | 1,355,700 |
| San Jose, Calif.—93 KNTV (A,N) (See also Salinas-Monterey, Calif.) | 355,600 |
| San Juan, P. R. WAPA-TV (N,A) WKAQ-TV (C) WTSJ | |
| San Luis Obispo, Calif. (See Salinas-Monterey) | |
| Santa Barbara, Calif.—91 KEYT (A,N) | 94,900 |
| Santa Maria, Calif. KCOY-TV (N,C) | ‡ |
| Savannah, Ga.—81 WSAV-TV (N,A) WTOG-TV (C,A) | 117,600 |
| Schenectady-Albany-Troy, N. Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.) | **437,400 |
| Scranton-Wilkes-Barre, Pa.—82 WBRE-TV† (N) WDAU-TV† (C) WNEP-TV† (A) (Includes CATV homes) | ‡288,000 |
| Seattle-Tacoma, Wash.—92 KING-TV (N) KIRO-TV (C) KOMO-TV (A) KTNT-TV KTVW-TV | *611,000 |
| Selma, Ala.—76 WSLA-TV (A) | 11,200 |
| Shreveport, La.—84 KSLA (C) KTAL-TV (N) (Texarkana, Tex.) KTBS-TV (A) | ‡298,700 |
| Sioux City, Iowa—90 KTIV (N,A) KVTV (C,A) | 168,000 |
| Sioux Falls, S. D.—88 KELO-TV (C,A) KSOO-TV (N,A) (KELO-TV operates boosters Florence, S. D., and KPLO-TV Reliance, S. D.) | **233,200 |
| South Bend-Elkhart, Ind.—70 WNDU-TV† (N) WSBT-TV† (C) WSJV-TV† (A) | ‡168,600 |
| Spartanburg-Greenville, S. C.— Asheville, N. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (A) WSPA-TV (C) | 454,200 †* |
| Spokane, Wash.—89 KHQ-TV (N) KREM-TV (A) KXLY-TV (C) | 276,700 |
| Springfield, Ill.—77 WICS† (N) (Operates satellites WCHU† Champaign and WICD-TV† Danville, Ill.) | **175,400 |
| Springfield-Holyoke, Mass.—90 WHYN-TV† (A) WWLP† (N) **184,500 (WWLP† operates satellite WRLP† Greenfield, Mass.) | |
| Springfield, Mo.—84 KTTS-TV (C,A) KYTV (N,A) | 155,200 |
| Steubenville, Ohio-Wheeling, W. Va.—92 WSTV-TV (C,A) WTRF-TV (N,A) | 378,100 |
| Stockton-Sacramento, Calif.—92 KCRA (N) KOVR (A) KXTV (C) | 609,300 |
| Superior, Wis.-Duluth, Minn.—89 KDAL-TV (C,A) WDSM-TV (N,A) | 166,700 |

| Market & Stations % Penetration | TV Households |
|--|---------------------|
| Sweetwater, Tex.—91 KPAR-TV (C,A) | 58,800 |
| Syracuse, N. Y.—94 WHEN-TV (C) WNYS-TV (A) WSYR-TV (N) (WSYR-TV operates satellite WSYE-TV Elmira, N. Y.) | *480,400 |
| T | |
| Tacoma-Seattle, Wash.—92 KING-TV (N) KIRO-TV (C) KOMO-TV (A) KTNT-TV KTVW-TV | *611,000 |
| Tallahassee, Fla.-Thomasville, Ga.—77 WCTV (C,A) | 164,900 |
| Tampa-St. Petersburg, Fla.—88 WFLA-TV (N) WSUN-TV† (A) WTVT (C) | 484,000 ‡300,000 |
| Temple-Waco, Tex.—87 KCEN-TV (N) KWTX-TV (C,A) (KWTX-TV operates satellite KBTX-TV Bryan, Tex.) | **142,600 |
| Terre Haute, Ind.—91 WTHI-TV (C,A,N) | 192,400 |
| Texarkana, Tex. (See Shreveport) | |
| Thomasville, Ga.-Tallahassee, Fla. (See Tallahassee) | |
| Toledo, Ohio—94 WSPD-TV (A,N) WTOL-TV (C,N) | 414,000 |
| Topeka, Kan.—89 WIBW-TV (C,A,N) | 135,800 |
| Traverse City-Cadillac, Mich.—89 WPBN-TV (N,A) WWTW (C,A) (WPBN-TV operates satellite WTOM-TV Cheboygan; WWTW operates satellite WWUP-TV Sault Ste. Marie, Mich.) | **147,600 |
| Troy-Albany-Schenectady, N. Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.) | **437,400 |
| Tucson, Ariz.—87 KGUN-TV (A) KOLD-TV (C) KVOA-TV (N) | 118,300 |
| Tulsa, Okla.—89 KOTV (C) KTUL-TV (A) KVOO-TV (N) | 346,800 |
| Tupelo, Miss.—77 WTWV | 58,400 |
| Twin Falls, Idaho—92 KMVT (C,A,N) | 33,000 |
| Tyler, Tex.—83 KLTV (N,A,C) | 134,800 |
| U | |
| Utica-Rome, N. Y.—93 WKTV (N,A) | 162,000 |
| V | |
| Valley City-Fargo, N. D.—87 KTHI-TV (A) KXJB-TV (C) WDAY-TV (N) | 159,900 |
| W | |
| Waco-Temple, Tex.—87 KCEN-TV (N) KWTX (C,A) (KWTX-TV operates satellite KBTX-TV Bryan, Tex.) | **142,600 |

| Market & Stations % Penetration | TV Households |
|--|------------------|
| Washington, D. C.—91 WMAL-TV (A) WOOL-TV† WRC-TV (N) WTOP-TV (C) WTTG | 945,400 †† |
| Washington-Greenville-New Bern, N. C.—83 WITN (N) WNBE-TV (A) WNCN (C) | ‡220,100 |
| Waterbury, Conn. WATR-TV† (A) | †* |
| Waterloo-Cedar Rapids, Iowa—92 KCRG-TV (A) KWWL-TV (N) WMT-TV (C) | 318,300 |
| Watertown-Carthage, N. Y. (See Carthage) | |
| Wausau, Wis.—91 WSAU-TV (C,N,A) | 141,300 |
| Weslaco-Harlingen, Tex.—78 KGBT-TV (C,A) KRGV-TV (N,A) | *70,300 |
| West Palm Beach, Fla.—86 WEAT-TV (A) WPTV (N) | 116,200 |
| Weston, W. Va.—84 WDTV (A) | 93,800 |
| Wheeling, W. Va.-Steubenville, Ohio—92 WSTV-TV (C,A) WTRF-TV (N,A) | 378,100 |
| Wichita-Hutchinson, Kan.—90 KAKE-TV (A) KARD-TV (N) KTVH (C) (KGLD-TV Garden City, KCKT-TV Great Bend and KOMC-TV Oberlin-McCook are satellites to KARD-TV; KUPK-TV Garden City is satellite to KAKE-TV) | **365,200 |
| Wichita Falls, Tex.—90 KAUZ-TV (C) KFDX-TV (N) KSWO-TV (A) (Lawton) | 148,200 |
| Wilkes-Barre-Scranton, Pa.—82 WBRE-TV† (N) WDAU-TV† (C) WNEP-TV† (A) (Includes CATV homes) | ‡288,000 |
| Williston, N. D.—84 KUMV-TV (N) (KUMV-TV is a satellite of KFVR-TV Bismarck, N. D.) | 34,200 |
| Wilmington, N. C.—80 WECT (N,A,C) WWAY-TV (A) | 124,600 |
| Winston-Salem-Greensboro-High Point, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N) | *405,400 |
| Worcester, Mass. WJZB† (N) | †* |
| Y | |
| Yakima, Wash.—73 KIMA-TV† (C,N) KNDO-TV† (A,N) (KIMA-TV† operates satellites KLEW-TV Lewiston, Idaho, KEPR-TV† Pasco, Wash.; KNDO-TV† operates satellite KNDU-TV† Richland, Wash.) | **100,900 |
| York, Pa.—58 WSBA-TV† (C,A) | ‡45,500 |
| Youngstown, Ohio—68 WFMJ-TV† (N) WKBN-TV† (C) WYTV† (A) (Includes CATV homes) | ‡181,700 |
| Yuma, Ariz.—84 KBLU-TV (C) KIVA (N,A) | ‡30,400 |

| Market & Stations % Penetration | TV Households |
|--|------------------|
| Z | |
| Zanesville, Ohio—53 WHIZ-TV† (N,A,C) (Includes CATV homes) | ‡26,000 |
| TV MARKETS | |
| 1-channel markets | 107 |
| 2-channel markets | 58 |
| 3-channel markets | 72 |
| 4-channel markets | 19 |
| 5-channel markets | 5 |
| 6-channel markets | 2 |
| 7-channel markets | 1 |
| 9-channel markets | 1 |
| 10-channel markets | 1 |
| | |
| Total Markets | 266 |
| Total Stations | 578 |
| | |
| Total U. S. Stations | 566 |
| (Includes 42 satellites) | |
| Non-U.S. Stations | 2 |
| Stations in U.S. possessions | 10 |

■ Major facility change in market subsequent to latest county survey measurement date.
† U.H.F.
* Incomplete data.
†* U.H.F. incomplete data.
‡ New station; coverage study not completed.
†† U.H.F. new station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

WTRF-TV STORY BOARD

7

WHO?*

LET'S PITY the girl who wore a topless bathing suit last summer and was called "Sir"! **wtrf-tv Wheeling**

PSYCHIATRIST to patient, "You'll feel a lot better when you're used to feeling nervous about everything!" **Wheeling wtrf-tv**

ELEPHANT JOKES continue to survive! "How can you tell when an elephant is about to charge?" "When he takes out his Diner's Club card!" **wtrf-tv Wheeling**

A TREE is something that stands still for 100 years, then suddenly jumps out in front of a woman driver! **Wheeling wtrf-tv**

A GENTLEMAN is simply a patient wolf! **wtrf-tv Wheeling**

FEW THINGS are more expensive than that girl who says she's free for the evening! **Wheeling wtrf-tv**

COIN SHORTAGE? Money talks but it's not making cents. **wtrf-tv Wheeling**

PRACTICING MEDICINE! Doctor to patient, "Let me know if these pills work, I'm having the same trouble myself!" **Wheeling wtrf-tv**

IS IT WORTHWHILE trying to memorize the names of the new Russian leaders? **wtrf-tv Wheeling**

MIDDLE AGE! When narrow waists and broad-minds swap places! **Wheeling wtrf-tv**

*BOB FERGUSON says WTRF-TV is one of the best TV Homes buys in the nation. Bob Ferguson is WTRF-TV's Exec VP. National Rep. Petry sells softer, tells you that over a half million non-Pittsburgh homes are reached in the rich Wheeling/Steubenville Market by WTRF-TV from Wheeling . . . GOOD BUY!

CHANNEL
SEVEN

WHEELING,
WEST VIRGINIA

EDITORIAL

A RIDE TO NOWHERE WITH THE JOY BOYS

ALL the worst traits of federal bureaucracy are exemplified in the FCC's continuing attempts to disengage the television networks from the influence they have come to exert over the television system of this country. A utopian desire to create better programming by government fiat, a naive misunderstanding of the economic facts of television operation, an inability to foresee the secondary consequences that will inevitably follow the imposition of government restraints—all these characteristics have been present in the actions that the FCC in recent years has taken in the illusion of cutting back networks' powers. They are present in the commission's current consideration of a rule to restrict network program ownership and syndication.

In October 1959 the FCC issued an order prohibiting networks from acting as national non-network sales representatives of stations that they do not own. A trend that was already discernible at that time has been accentuated since then: more group-station owners have established their own station representation firms. The independent reps who urged the FCC to its October 1959 action have benefited little if at all from it.

In September 1963 the FCC made it illegal for stations to sign affiliation contracts giving networks options on certain blocks of time. The FCC's announced purpose was to assure stations more latitude in choosing whether to broadcast a program from a network or some other source. Networks today are clearing more time on more stations than they were able to clear under the option system.

In December 1958, in response to the threat of FCC action, CBS and NBC voluntarily gave up a former practice of requiring advertisers to buy a minimum list of affiliated stations in major markets and substituted a policy that ABC already had in effect: the imposition of a minimum dollar buy that could be placed on any collection of affiliates.

Behind all these FCC alarms over must-buys, option time, network representation in spot selling was the belief that a diversification of program and advertising sources would ensue and thus the air would suddenly be filled with independent creativity bursting from every transmitter. It is perhaps understandable that an agency whose hopes have so often

been frustrated by encounters with reality would now be contemplating a direct attack on the center of network influence. Under the rule the FCC is now considering (see "The Month in Focus" this issue) networks would be prohibited from participating in the ownership or profits of more than 50% of the programming in their evening schedules and from engaging in all domestic and most foreign syndication. The purpose is, again, to encourage a proliferation of program sources which presumably will enormously widen the variety of programs on the air. The FCC in this case is acting with no more sophistication than it has displayed on earlier occasions.

If the FCC were to adopt the rule it is now studying, advertisers would have to furnish the networks with at least half the shows in evening time. Would this system encourage diversity in programming? The answer to that is available in the FCC's own files. Here are excerpts of testimony from large television advertisers who appeared at an FCC hearing in the fall of 1961:

From Gail Smith of General Motors: "We endeavor to see that the programs with which we are associated do not become involved with controversial matters . . . We are interested in maintaining the good will of all groups."

From Richard Forbes of Chrysler Corp.: "On certain shows certain presentations may so excite the viewer and the listener that he is completely removed from any normal approach with what an advertiser is trying to do, and this is to register a sales message."

From Albert Halverstadt of Procter & Gamble: "We don't want to give offense to groups that are in good standing in their community, and that's exactly what we mean, no matter how many groups there are of that sort."

From Marshall Souers of General Mills: "We would not want a program to contain scenes that might in any way be unappetizing and provide therefore an unfavorable climate for a food commercial."

It is General Motors, Chrysler, P&G, General Mills and others like them to which the FCC is now thinking of assigning the responsibility of discovering and producing at least half of the evening programming on U. S. television. If the FCC goes through with this, euphoria will rule the airwaves.



The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO



UP **ROARIO** US

... that's the word for "The Mouse That Roared" starring the one and only Peter Sellers playing three of his wildest roles. It's just one of the 60 great films in the newly released Columbia Post-'50 Group II already sold to more than 70 stations. For complete details contact **SCREEN GEMS**