

# Television

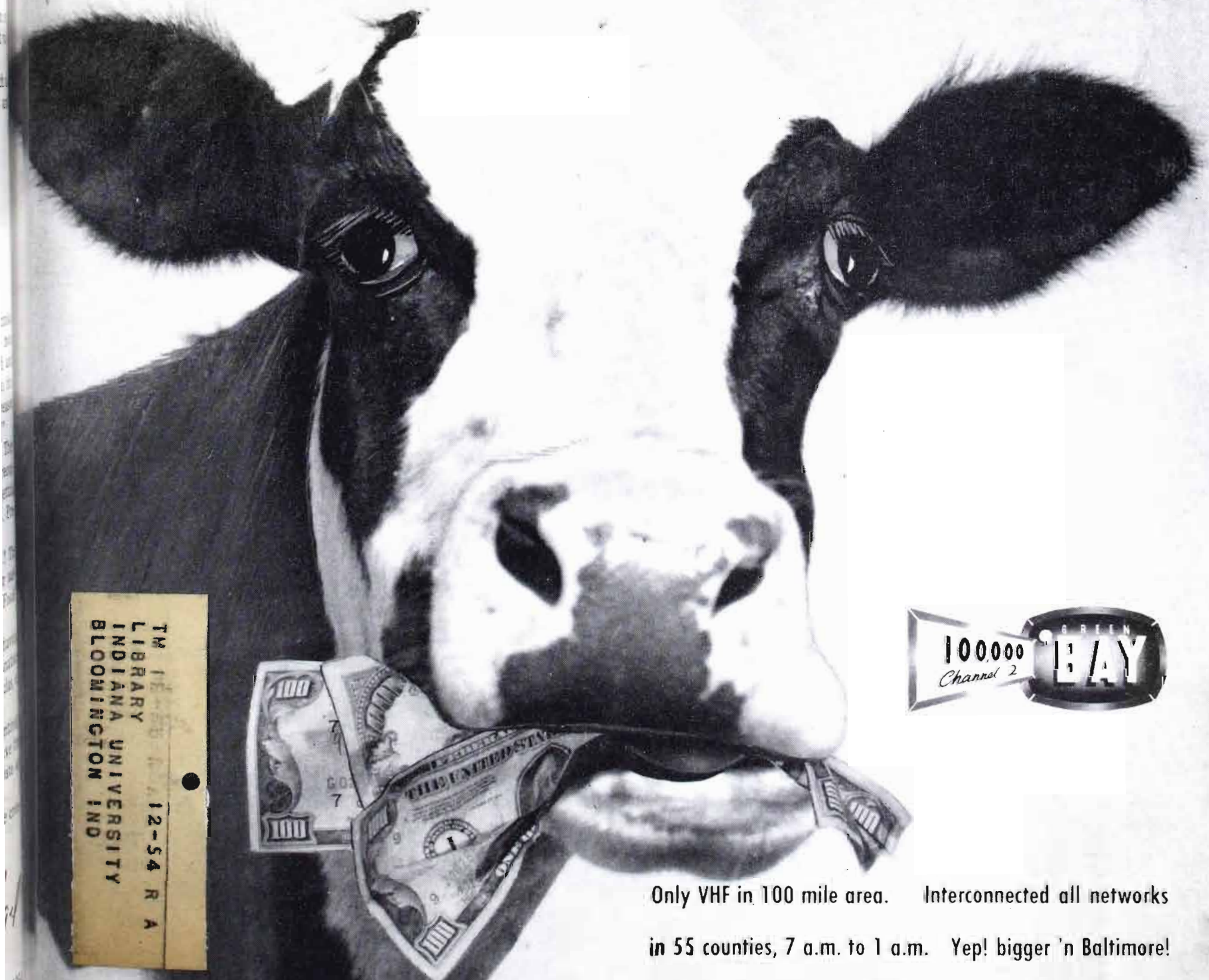
THE BUSINESS MAGAZINE OF THE INDUSTRY  
SEVENTH YEAR OF PUBLICATION AUGUST, 1954 \$3.00 A COPY



## TILLIE VISION

*in the Land of Milk and <sup>M</sup>oney!*

*Bus*



TM 15-50 12-54 R A  
LIBRARY  
INDIANA UNIVERSITY  
BLOOMINGTON IND



Only VHF in 100 mile area. Interconnected all networks  
in 55 counties, 7 a.m. to 1 a.m. Yep! bigger 'n Baltimore!

**THIS**



**IS THE**

*Only*

**LICENSE YOU NEED**

*to sell 65,091 TV homes*

KARK-TV is all you need to drive home your sales story to the 65,091 television families in Central Arkansas — a 24 county market of 699,700 people who earned \$796,132,000 in spendable income and spent \$547,024,000 on retail goods last year.\*

You reach this vast audience via KARK-TV's powerful 58,000-watt E.R.P. video signal over a 70-mile 0.1 mv/m radius on Arkansas' lowest band, VHF channel four.

\*Source: SRDS 1954 Consumer Markets

In the driver's seat for KARK-TV is the same skilled management that has steered KARK radio to the Number One position among all Little Rock stations in sponsor acceptance and audience ratings.

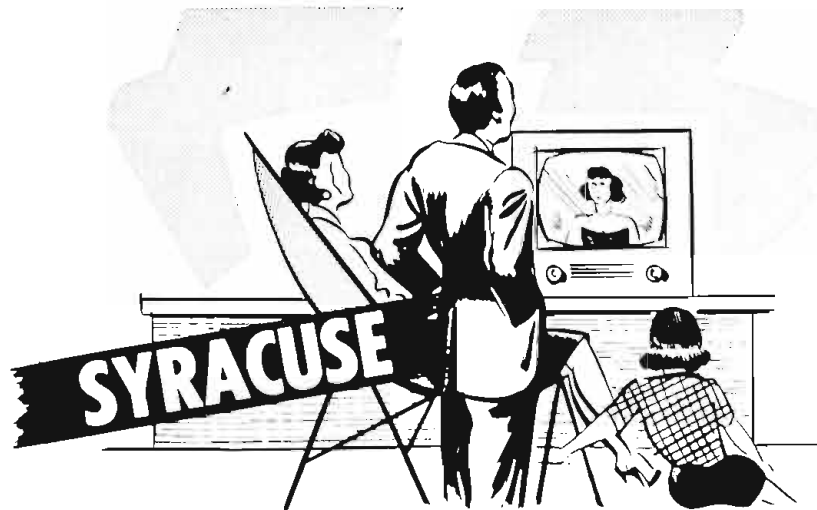
And you won't find a better sales vehicle than KARK-TV's exceptional programming, featuring the greatest attractions in show business as NBC's exclusive television affiliate in Central Arkansas, with local personalities of proven popularity.

*Your License to Succeed in the Land of Opportunity*



**LITTLE ROCK, ARKANSAS**

# what do **FAMILIES** in...



## have in **COMMON?** **THEY ALL WATCH A MEREDITH\* TV STATION!**

Yes, Meredith\* Stations in these four important markets provide television service for hundreds of thousands of set owners. You can reach each of these large markets most effectively, most economically on a Meredith\* TV Station.

### **Meredith\*** *Television Stations*

**KCMO-TV • KPHO-TV • WHEN-TV • WOW-TV**

KANSAS CITY, MO.

PHOENIX, ARIZ.

SYRACUSE, N.Y.

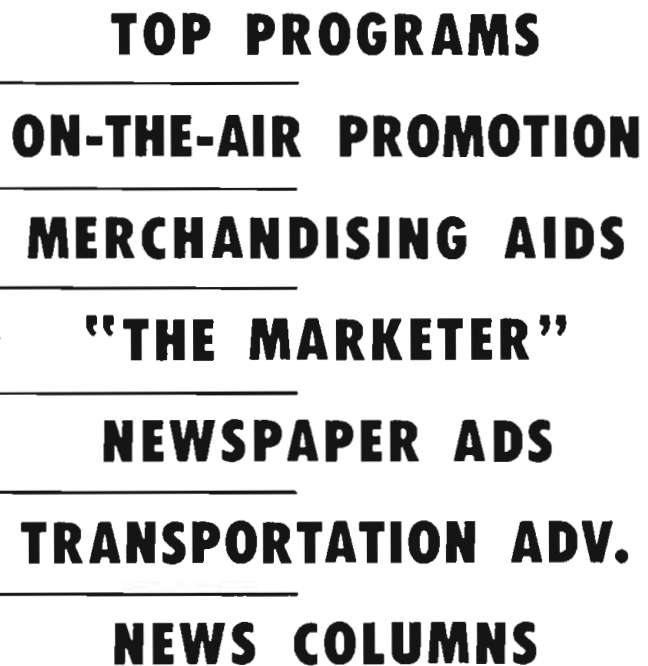
OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency. WOW-TV represented by Blair-TV, Inc.

\* Meredith Television Stations are Affiliated with **Better Homes and Gardens** and **Successful Farming**

**WWJ/WWJ-TV**, together with  
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Atlanta  
Los Angeles  
San Francisco*

**Clients and agencies all across the country** are familiar with the hard-working staff of the George P. Hollingbery Company, and with the plus services offered by WWJ and WWJ-TV . . . with the carefully supervised quality of WWJ and WWJ-TV programs—the heavy schedule of on-the-air announcements that backs every show—the publicity resources of the WWJ stations—and such thorough merchandising aids as "The Marketer" which goes monthly to 3100 food and drug retailers.

**This combination of foresighted planning,** comprehensive promotion and friendly client contacts has made the WWJ stations leaders in the Detroit market. *Together, the George P. Hollingbery Company and the WWJ stations pledge themselves anew to give advertisers a full measure of support in every selling effort.*

**WWJ**  $\frac{\text{AM}}{\text{FM}}$  and **WWJ-TV**

**NBC AFFILIATES**

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

# TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume XI, Number 8, August 1954

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**WILLIAM CRUMLEY**  
Market Book Editor

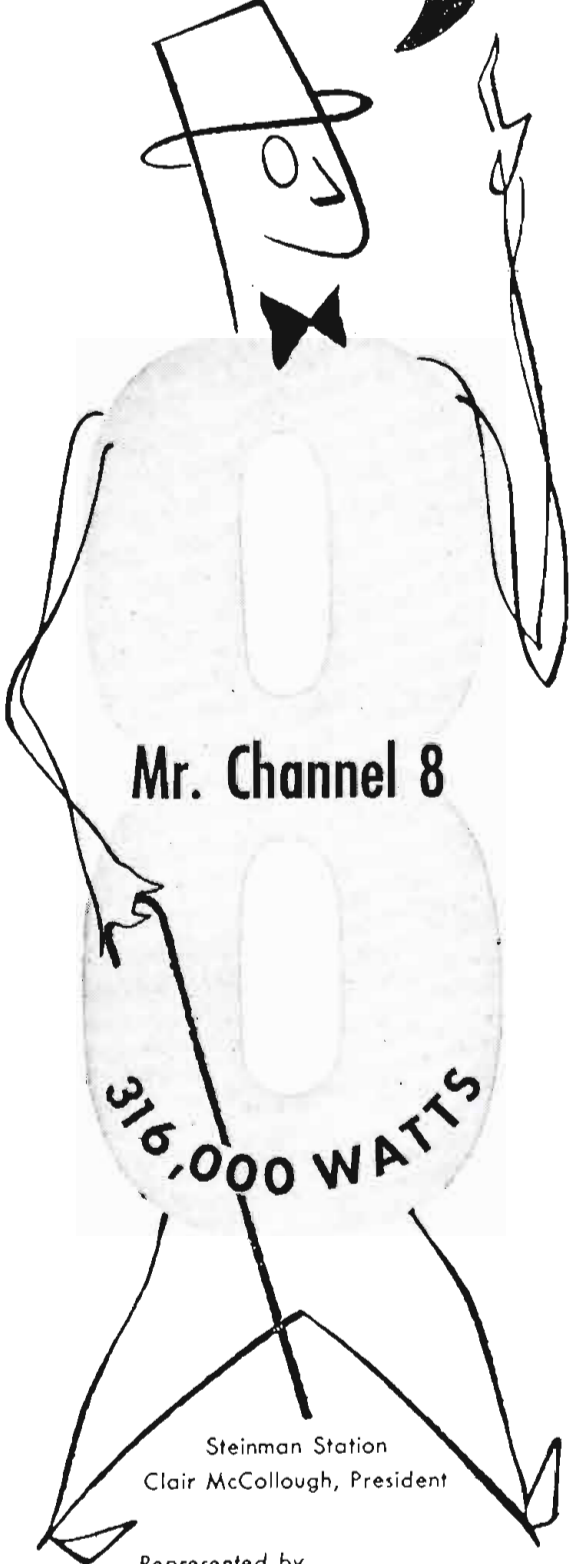
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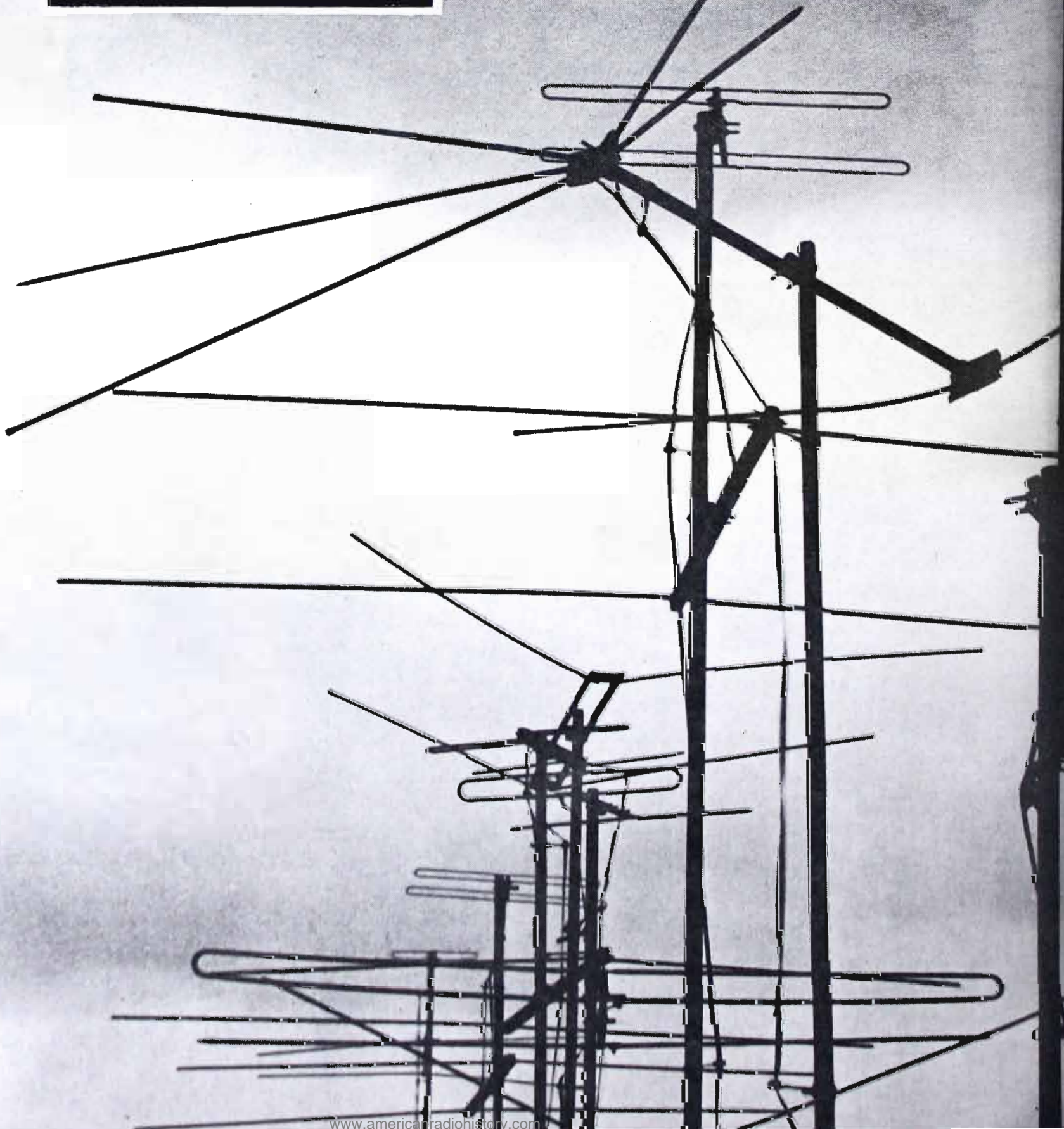
Published monthly by the Frederick Kugel Company, Inc. Publication office, 90 West Central Street, Manchester, New Hampshire. Editorial, advertising and circulation offices, 600 Madison Ave., New York 22, N. Y. Plaza 3-3671. Single copy 50 cents. Yearly subscriptions in the United States, its possessions and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Entered as second class matter April 22, 1952, at the postoffice at Manchester, N. H., under the Act of March 3, 1879. All rights reserved. Editorial content may not be reproduced in any form without permission.



**MEEKER TV, Inc.**  
New York Chicago  
Los Angeles San Francisco



**television**



*Now for the first time . . .  
here are the vital facts on*

# daytime profile

It's the first nationwide survey of Daytime TV audiences . . .  
and it's ready for you now.

## **IF YOU SELL . . .**

soaps, soups, cereals, cars, cigarettes, appliances, packaged desserts,  
home permanents, home repairs or almost any other product . . .

## **YOU'LL FIND DAYTIME TV VIEWERS ARE YOUR BEST CUSTOMERS!**

Here are the highlights of some of the findings:

*Two out of every three TV homes are daytime homes.*

*Daytime viewers are younger.*

*Daytime families are larger.*

*More daytime families have children.*

*Daytime families have larger incomes.*

*Daytime families spend more for almost all products.*

For example, compared to non-daytime viewers, they buy 17% more  
laundry soaps and detergents . . . 30% more shampoos . . . 37% more packaged  
desserts . . . 68% more new automobiles!

You just tell us what you want to sell, and we can show you  
the facts on the best customers for your products and the most effective  
programs to reach the greatest number of active buyers. Your local  
NBC representative has the complete story. Call him today.



*a service of Radio Corporation of America*



*this is TV's Jack Pyle*



*... the fellow who peddles  
plastic toaster covers for  
people with square heads  
to use as shower caps*

Two days later he was swamped with 1,072 requests in answer to this single announcement on his eleven o'clock show. There aren't that many squareheads in WPTZ's audience. But people just can't help responding to Jack Pyle, Philadelphia's newest television star. No wonder his nighttime show is scheduled out through next year.

So we opened up two new slots for Jack Pyle during Monday through Friday at 12 to 12:15 and 12:45 to 1:00 P.M. The only way we can describe these shows is that they hold your attention like overhearing a conversation at the next table. Maybe Pyle will talk about a fellow he knows who's a lighthouse keeper. Maybe he'll interview somebody, talk about radio or TV, or call his wife. He's built such a tremendous following among women that he's a natural for household products. And the way he handles a commercial . . . well, you know what happened with the shower caps for square heads. It should happen to you. Better call or write WPTZ for details, or get in touch with your Free & Peters "Colonel."

# WPTZ

*Philadelphia* CHANNEL 3

AFFILIATED WITH NBC TELEVISION NETWORK

**WESTINGHOUSE BROADCASTING COMPANY, INC.**  
WPTZ • KYW, Philadelphia; WBZ-WBZA • WBZ-TV, Boston  
KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland

Represented by: FREE & PETERS, INC.





# KEDD

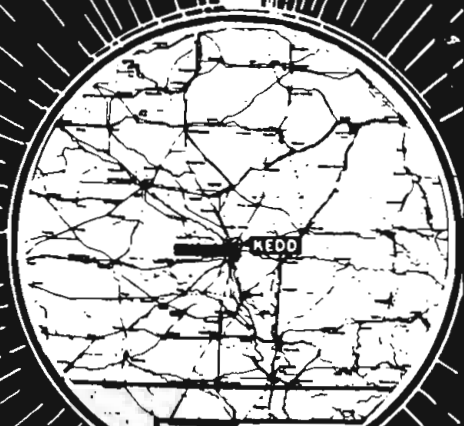
WICHITA, KANSAS

## 101,292 SETS

Are Receiving KEDD's  
Increased Signal  
Strength of

# ONE- QUARTER MILLION WATTS

Now  
Saturating  
Wichita's  
Billion-  
Dollar  
Market  
With  
Kansas'  
Highest  
Power!



Represented by  
Edward Petry & Co., Inc.

NBC • ABC NETWORKS

### SPECIAL SURVEY

## Ten New Sets Equals Nine New Homes In New York

THE history of TV set ownership of 1,000 TV homes in New York foreshadows what the industry may expect for the entire country. The latest TELEVISION Magazine study, based on 1,000 interviews conducted by The Pulse, indicates that approximately 88 per cent of the receivers sold in the nation's oldest TV market, New York, still find their way into new homes.

Equally significant—and bearing out other research findings—the survey showed that 10.8 per cent of all TV homes in the metropolitan area have more than one set in working condition.

The 1,000 homes in the present sample account for 1,256 receivers. This is the number of TV sets they own or have owned. Of the receivers discarded, 27 were scrapped and 119 were resold.

Other highlights in this special survey:—

- 93.6 per cent of the last-purchased sets were new.
- The average New York set is three years old.
- For 76.5 per cent the set they now have is the only one they've purchased. The remaining 23.5 per cent own or have owned more than the first set.

#### TV OWNERSHIP

Own one set	89.2%
First set owned	76.5
Second set owned	10.8
Third set owned	1.9
Own two or more sets	10.8

#### PURCHASE DATE OF NEWEST SET

1954	7.7%
1953	16.2
1952	19.9
1951	22.0
1950	19.1
1949 or earlier	15.1
Total	100.0%

#### NUMBER OF TV HOMES TOTAL SETS

108 own one or more sets	218
765 own first set	765
127 own one set but owned 146 sets previously	273

1,000 homes in sample 1,256

Maryland's Most Honored  
Television Station

# WAAM 13

CHANNEL



## NOW! maximum power

# 316,000 WATTS



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and Production Facilities  
in Baltimore



Have You Seen  
the WAAM Story

represented nationally by  
HARRINGTON, RIGHTER  
& PARSONS, INC.

# WAAM 13

CHANNEL

TELEVISION HILL  
BALTIMORE, MD.

you can see the difference

ON

**WBNS-TV**

COLUMBUS, OHIO  
CHANNEL 10



You can readily **SEE** the difference in sales growth when you take advantage of WBNS-TV's profitable and powerful station coverage.

In the past four years, WBNS-TV has had a penetration increase of from 33.4% to 87.1%.. This depth is matched by only 12 other markets in the country.\*

WBNS-TV's power during these same 4 years has grown from 24,000 to 220,000! And coverage has increased to include 33 counties.

- Set circulation now numbers 423,000
- Coverage area now 14,441 sq. miles
- Effective buying income now over 2 1/2 billion dollars.

Write or phone for rates and availabilities on WBNS-TV, located in America's fastest growing market, recognized as the nation's leading test market station.

\*Source . . . Television Magazine . . . July '50 and June '54



**WBNS-TV**

COLUMBUS, OHIO • CHANNEL 10

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

## DEFINING COVERAGE

THERE is a good deal of confusion and misunderstanding about coverage—its terminology, definition and meaning. The following are explanations of the terms in common use.

**mv/m:**

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

**dbu:**

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

**Grade A and B Service:**

These are estimates of signal coverage required by the FCC from television station applicants. The only signal, however, that must be achieved by the station is, according to the FCC, "a specified minimum signal over the entire principal community to be served." All measurements of signal strength are considered in terms of the strength of the signal at the location of a receiver.

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

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

Grade B service is exactly what it sounds like. Required strength for Channels 2-6 is .22 mv/m; for Channels 7-13, .63 mv/m; and for Channels 14-83, 1.6 mv/m.

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



*nothing Works Like **Wantmanship***

Create the want that's the source of the sale. The Crosley Group does it with **Wantmanship**, the dynamic new dimension in selling.

Typical of the Group, WLW-radio, is raising the standards of living in 1/10 of America, want by want. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

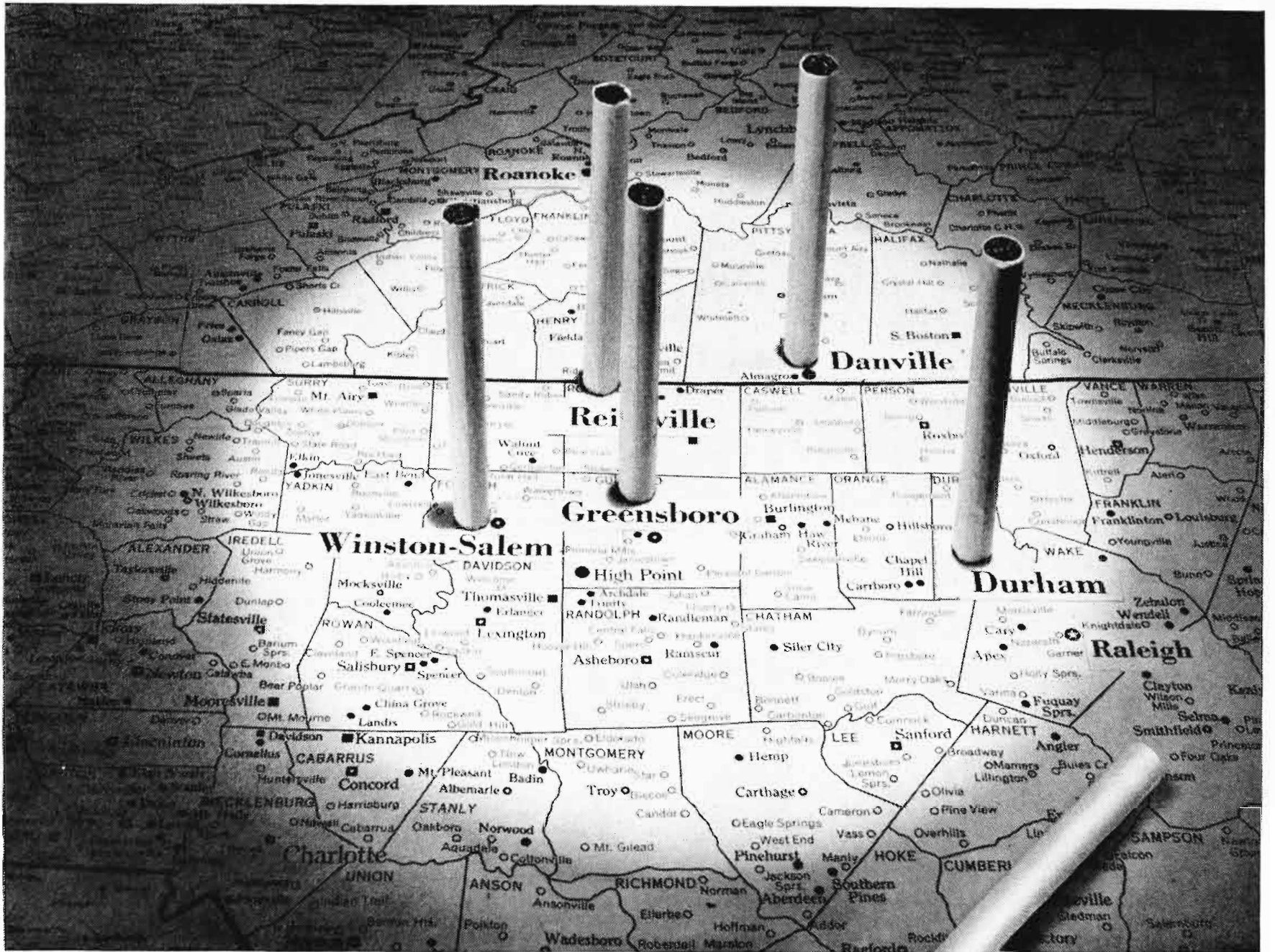


<b>WLW</b>	Radio
<b>WLW-A</b>	Atlanta
<b>WLW-C</b>	Columbus
<b>WLW-D</b>	Dayton
<b>WLW-T</b>	Cincinnati

*the **CROSLEY GROUP***

*C-HARPER*

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago



## here's a king size market

The tobacco industry is 'king size' in the Prosperous Piedmont. Planter and producer combine to make the Piedmont section of North Carolina and Virginia the world's largest producer of tobacco and tobacco products.

Payrolls are 'king size' too. The 1,700,000 people reached by WFMY-TV spend two billion dollars each year. They make up a lucrative agricultural-industrial region that is one of the top television markets in the nation. *Only* WFMY-TV reaches this entire Prosperous Piedmont.

To get 'king size' sales in this 'king size' market, call your H-R-P man today.

# wfmy-tv

## Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco



Basic Affiliate



factory picture in rural or less urbanized localities.

TELEVISION Magazine uses an extended Grade B contour in defining the television markets. There are sound reasons for going beyond the Grade B contour in a number of markets.

Predicted engineering contours are simply estimates of how far a signal *should* reach. Theory and reality are sometimes poles apart when it comes to the performance of a television signal.

To cite a specific example: Hamilton County, Tenn., is over a hundred air miles from Atlanta. The most powerful station in Atlanta has a theoretical Grade B radius of some 70 miles. Yet during the years, more than 10,000 families in Hamilton County bought television sets and viewed Atlanta. It is obvious that these sets should be credited to Atlanta, even though by engineering standards there was no acceptable signal for them to have been watching.

The FCC recognized the fact that similar unusual situations will arise, and accordingly requires a greater separation of identical channel grants in areas where signal performance has exceeded earlier expectations.

#### Antenna Height and Power Increases

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

Increased antenna height more directly increases coverage. For example, a low VHF channel with an effective radiated power of 100 kilowatts can extend its Grade B contour from 50 to 70 miles by increasing antenna height from 300 to 1,000 feet.

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

#### Effective Radiated Power (ERP)

This is the end result of the combination of power and antenna gain. For example, a 5 kilowatt transmitter may produce an ERP of 20 kilowatts because the antenna con-

(Continued on page 15)



## like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" every day.

*Buy Only* **WTAR-TV** *to Sell America's Miracle Market*  
channel 3  
NORFOLK

REPRESENTED BY EDWARD PETRY & CO. INC.

# NATION

## MOST HIGH-POWER TV STATIONS

**Over 100 RCA High-Power TV Transmitter Equipments Already Delivered**

Not by towns—not by cities—not by states—but across the entire country as a whole—most high-power TV stations are using RCA equipment. Today, more than 70 are "on-air" and operating at the maximum power permitted by the FCC. Almost every week more Television stations are going to high power—with RCA equipment.



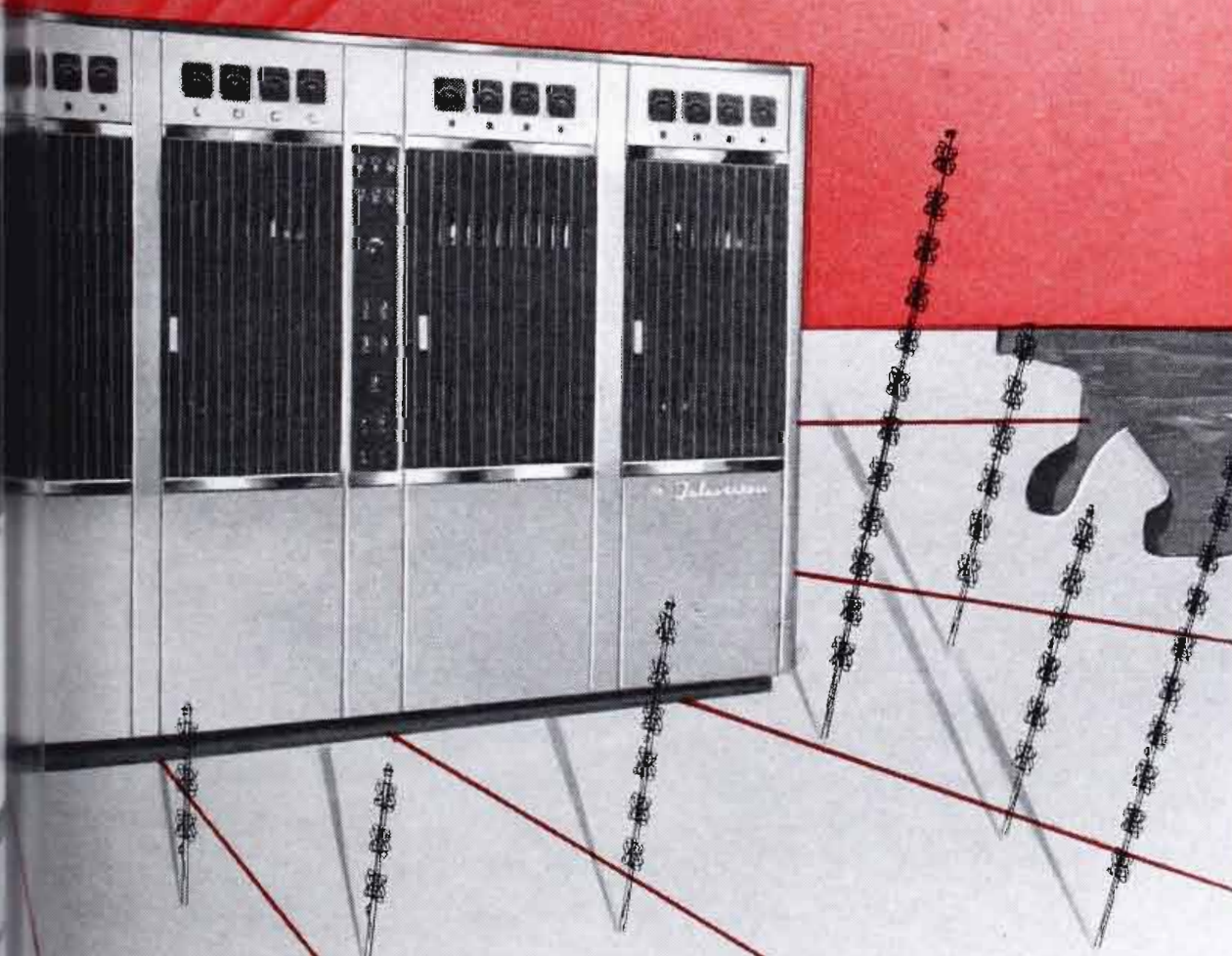
**RCA'S 50-KW VHF TRANSMITTER**  
RCA High-Power transmitter-and-antenna combinations can literally "flood" TV service areas with strong signals—close in AND far out!

# ALLY...

## ARE RCA-EQUIPPED!

Your investment in high-power equipment is going to be a major step. Make sure you make the **RIGHT** decision. Specify RCA—the most high-power stations are doing across the country, and deal with just **ONE** responsible equipment manufacturer. *It's important!*

For technical planning help on the system best suited for your specific requirements, call in the man who has already helped many of the high-power TV stations get started—**YOUR RCA BROADCAST SALES REPRESENTATIVE**. In Canada, write RCA Victor, Ltd., Montreal.



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.

### Why this sweeping acceptance across the nation?

**"SATURATION" COVERAGE.** RCA High-Power TV transmitters—operated in combination with RCA antennas—deliver high ERP at low operating cost.

**SUPERIOR PERFORMANCE.** RCA High-Power TV transmitters deliver superior picture quality—have plenty of reserve power for color operation. They are conservatively rated—operate with remarkable stability day in and day out.

**ALL AIR-COOLED.** ALL VHF High-Power TV transmitters currently being delivered are air-cooled—a feature that saves substantially on equipment installation and maintenance. RCA TV transmitters use conventional, inexpensive tubes that every station man is familiar with.

**RCA SERVICE.** RCA High-Power TV transmitters are backed by a nationally-famous broadcast engineering service organization—plus 'round-the-clock service on all replacement parts for RCA equipment.

**COMPLETE MATCHED SYSTEMS.** RCA supplies High-Power TV transmitters—and everything else needed by a high-power plant; antennas, towers, dummy loads, monitors, measurement equipment. *And note this fact:* RCA TV systems are matched throughout. No time wasted on critical adjustments of mismatched components. Peak performance is assured now and in the future.

**RCA Pioneered and Developed Compatible Color Television**

**Tricks like this...** are sure-fire. They lift TV audiences right out of their seats—especially when spotted in "live" shows. Easy to produce, too—entertainment or commercial—when you **USE EASTMAN FILM.**

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.



East Coast Division  
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New York 17, N. Y.

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

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

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

**W. J. GERMAN, INC.**

Fort Lee, N. J., Chicago, Ill., Hollywood, California

HERE'S A TIP. Do it in **COLOR.**  
Chances are, you'll be needing it.



**DEFINING COVERAGE**  
(Continued from page 11)

centrates the power in a horizontal direction.

**Audience Coverage**

The engineering specifications described here obviously can be used only in terms of signal strength and probable coverage.

But coverage cannot be defined in terms of engineering specifica-

tions alone. The incidence of viewing must also be taken into account. The rating services give some indication of coverage in terms of viewing.

Coverage is defined by evaluating *all* these factors. Market definition must continually be reviewed because of constant changes in power and antenna height plus new station service in the fringe areas of established television markets.

**ENGINEERING PROJECTION OF COVERAGE PREPARED BY CBS-TV ENGINEERING**

**GRADE A COVERAGE**  
**VHF CHANNELS 2-6**

**Grade A Service Contours (68db 2.5 MV/M)**

Antenna Height-Ft	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300	7	12	18	21
500	9	16	23	27
700	11	19	27	31
1000	13	23	32	37
2000	19	34	46	50
5000	32	55	70	77

**VHF CHANNELS 7-13**

**Grade A Service Contours (71db 3.55 MV/M)**

Antenna Height-Ft	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	7	12.5	18.5	21	25	28
500	9	16.5	24	28	32	35
700	11	20	29	34	37	40
1000	13.5	25	36	40	43	46
2000	21	40	50	54	59	61
5000	32	62	76	82	88	91

**UHF CHANNELS 14-83**

**Grade A Service Contours (74db 5 MV/M)**

Antenna Height-Ft	Distance (Miles) for Effective Radiated Power						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	5	9	13	15	18	20	26
500	6.5	11.5	17	20	23	25	32
700	8	13.5	20	23	27	30	37
1000	9	16.5	24	28	32	35	43
2000	13	24	35	41	46	49	57
5000	21	41	57	64	70	75	85

**GRADE B COVERAGE**

**VHF CHANNELS 2-6**

**Grade B Service Contours (47db 0.22 MV/M)**

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

**VHF CHANNELS 7-13**

**Grade B Service Contours (56db 0.63 MV/M)**

Antenna Height-Ft	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	17	28	37	40	43	45
500	22	35	43	46	49	52
700	27	40	48	50	54	57
1000	33	46	54	57	61	63
2000	47	61	70	74	77	80
5000	73	91	102	106	110	113

**UHF CHANNELS 14-83**

**Grade B Service Contours (64db 1.58 MV/M)**

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

**IF YOU  
MUST HAVE  
QUALITY**

**IN COMMERCIALS  
INDUSTRIAL  
EDUCATIONAL  
FILMS**

**FAST!  
SENSITIVE!  
MADE FOR ACTION!**

Weston tungsten rating—225  
ASA tungsten rating—300



**ORIGINALLY  
DESIGNED  
FOR TV**

New faster processing  
8 and 16MM and sound

**GOLD SEAL SPECIAL**



**KIN-O-LUX Inc.**  
105 WEST 40TH ST., NEW YORK, N. Y.

# A NEW PHILCO TV RELAY

# WITH **4000 WATTS ERP!**\*

FOR REMOTE PICKUP AND S-T-L



Transmitter and  
2' Parabola

■ Monochrome and full NTSC color

■ Multi-band service . . .  
5925-7425 mc

■ Sound channel meets  
FCC specifications

■ Built-in frequency monitors

■ Completely weather-proofed  
RF heads

■ Protective voltage interlocks

■ Relay rack and suitcase mounting



Transmitter Control and  
Power Supply



Receiver and  
2' Parabola

Broadcasters! Here is the latest in TV remote pickup and S-T-L equipment . . . a Philco TV relay unit which gives you an ERP\* of 4000 watts (using 4' parabola) . . . noise-free transmission and reception . . . and occupies no more space than present monochrome units supplying only one-tenth the power!

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides a full watt of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. TV today.



Receiver Control Unit



Receiver Power Supply Unit

\* EFFECTIVE RADIATED POWER



PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

we're shooting  
you the  
**FACTS**  
(on WMCT, Memphis,  
that is)

**Fact no. 1**

WMCT carries 13 out of 16  
most popular shows in  
Memphis and the Mid-South  
(June Pulse Survey—1954)

**Fact no. 2**

WMCT carries 9 out of 10  
top national film shows  
(ARB, April, 1954)

**Fact no. 3**

90% of television spot food  
advertising in Memphis  
is on WMCT

**Fact no. 4**

TV sets in WMCT's coverage  
area—285,737  
(as of July 1, 1954).

**WMCT**

Memphis'

First TV Station

NOW 100,000 WATTS

WMC — WMCF — WMCT

Channel 5 • Memphis

Affiliated with NBC

Also affiliated with ABC and DUMONT

Owned and operated by  
The Commercial Appeal

National Representatives The Branham Co.

**TOP 20  
MARKETS**

**Top 20 by Circulation**

RANK	MARKET	SET CIRCULATION
1.	New York	4,218,670
2.	Chicago	1,921,540
3.	Los Angeles	1,764,380
4.	Philadelphia	1,664,450
5.	Detroit	1,328,790
6.	Boston	1,205,540
7.	Cleveland	1,046,920
8.	San Francisco	934,300
9.	Pittsburgh	925,760
10.	Providence	706,380
11.	Baltimore	681,280
12.	New Haven	671,370
13.	St. Louis	614,810
14.	Milwaukee	586,830
15.	Washington	556,350
16.	Indianapolis	492,080
17.	Minneapolis-St. Paul	484,930
18.	Atlanta	450,720
19.	Cincinnati	441,590
20.	Buffalo	419,840

**Top 20 by Population**

RANK	MARKET	POPULATION
1.	New York	15,834,300
2.	Chicago	7,570,400
3.	Philadelphia	6,432,000
4.	Los Angeles	6,050,500
5.	Detroit	5,316,900
6.	Boston	4,836,800
7.	San Francisco	4,111,800
8.	Cleveland	3,996,900
9.	Pittsburgh	3,992,600
10.	St. Louis	3,083,800
11.	Atlanta	2,899,500
12.	New Haven	2,805,200
13.	Baltimore	2,794,700
14.	Charlotte	2,777,100
15.	Providence	2,725,300
16.	Milwaukee	2,575,700
17.	Minneapolis-St. Paul	2,478,900
18.	Louisville	2,366,700
19.	Washington	2,321,200
20.	Huntington	2,233,900

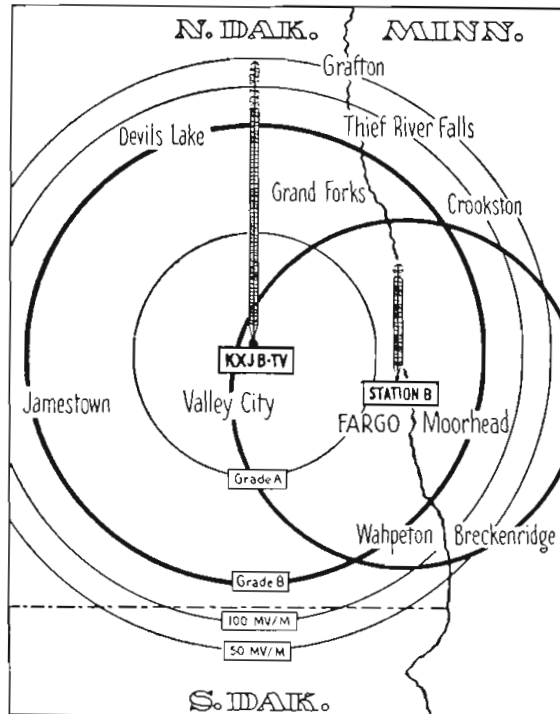
**Top 20 by Families**

RANK	MARKET	FAMILIES
1.	New York	4,894,600
2.	Chicago	2,352,700
3.	Los Angeles	2,083,400
4.	Philadelphia	1,884,100
5.	Detroit	1,558,100
6.	Boston	1,431,200
7.	San Francisco	1,348,100
8.	Cleveland	1,204,000
9.	Pittsburgh	1,154,200
10.	St. Louis	967,900
11.	New Haven	825,200
12.	Providence	812,500
13.	Baltimore	798,400
14.	Atlanta	781,000
15.	Milwaukee	764,100
16.	Minneapolis-St. Paul	731,500
17.	Charlotte	712,500
18.	Indianapolis	695,900
19.	Louisville	694,600
20.	Dallas-Ft. Worth	652,000

**Top 20 by EBI**

RANK	MARKET	EFFECTIVE BUYING INCOME
1.	New York	\$30,618,098,000
2.	Chicago	14,908,025,000
3.	Los Angeles	11,279,536,000
4.	Philadelphia	11,092,942,000
5.	Detroit	9,589,623,000
6.	San Francisco	7,985,275,000
7.	Boston	7,754,080,000
8.	Cleveland	7,202,653,000
9.	Pittsburgh	6,201,862,000
10.	New Haven	5,317,186,000
11.	St. Louis	4,748,721,000
12.	Milwaukee	4,565,826,000
13.	Baltimore	4,307,759,000
14.	Providence	4,302,894,000
15.	Washington	4,209,859,000
16.	Minneapolis-St. Paul	3,753,759,000
17.	Indianapolis	3,521,922,000
18.	Atlanta	3,401,727,000
19.	Dallas-Ft. Worth	3,334,828,000
20.	Houston-Galveston	3,076,812,000

Want to reach  
the "people" in  
the Dakota area?



**Buy KXJB-TV**

FARGO—VALLEY CITY, N. DAK.

Compare!	KXJB-TV	Station B (Fargo)
Sea level	1410 ft.	950 ft.
Antenna	1085 ft.	433 ft.
Above sea level	2495 ft.	1383 ft.
Power	100 KW	65 KW
Sig. "B" area	App. 75 mi	App. 52 mi
Base "A" rate	\$200-hr.	\$200-hr.
Channel	4	6

Channel 4, the state's choicest channel, was allocated to Valley City making it possible for KXJB-TV with maximum power and 1085-ft. tower to cover Fargo-Moorhead, Grand Forks, Devils Lake, Jamestown, Valley City, Wahpeton, Breckenridge and Crookston with a good solid 100 microvolt signal. 7 markets for the price of one. (See map).

**MARKET DATA:** Over 135,000 urban and rural families within 50 M V M line. Average retail sales per household \$4272 per yr. (urban and rural). Average retail sales per household \$6794 (Fargo trade area) — better average than such cities as Boston, Los Angeles, Detroit, Minneapolis.

**PROGRAM POLICY:** Serving the predominant Dakota agricultural area with true "Farm Programming", KXJB-TV is ably assisted by a program advisory board of the North Dakota State Agricultural College.

REPRESENTED BY WEED TELEVISION  
SALES OFFICE: BOX 626, FARGO, N. D.  
PHONE 446-1

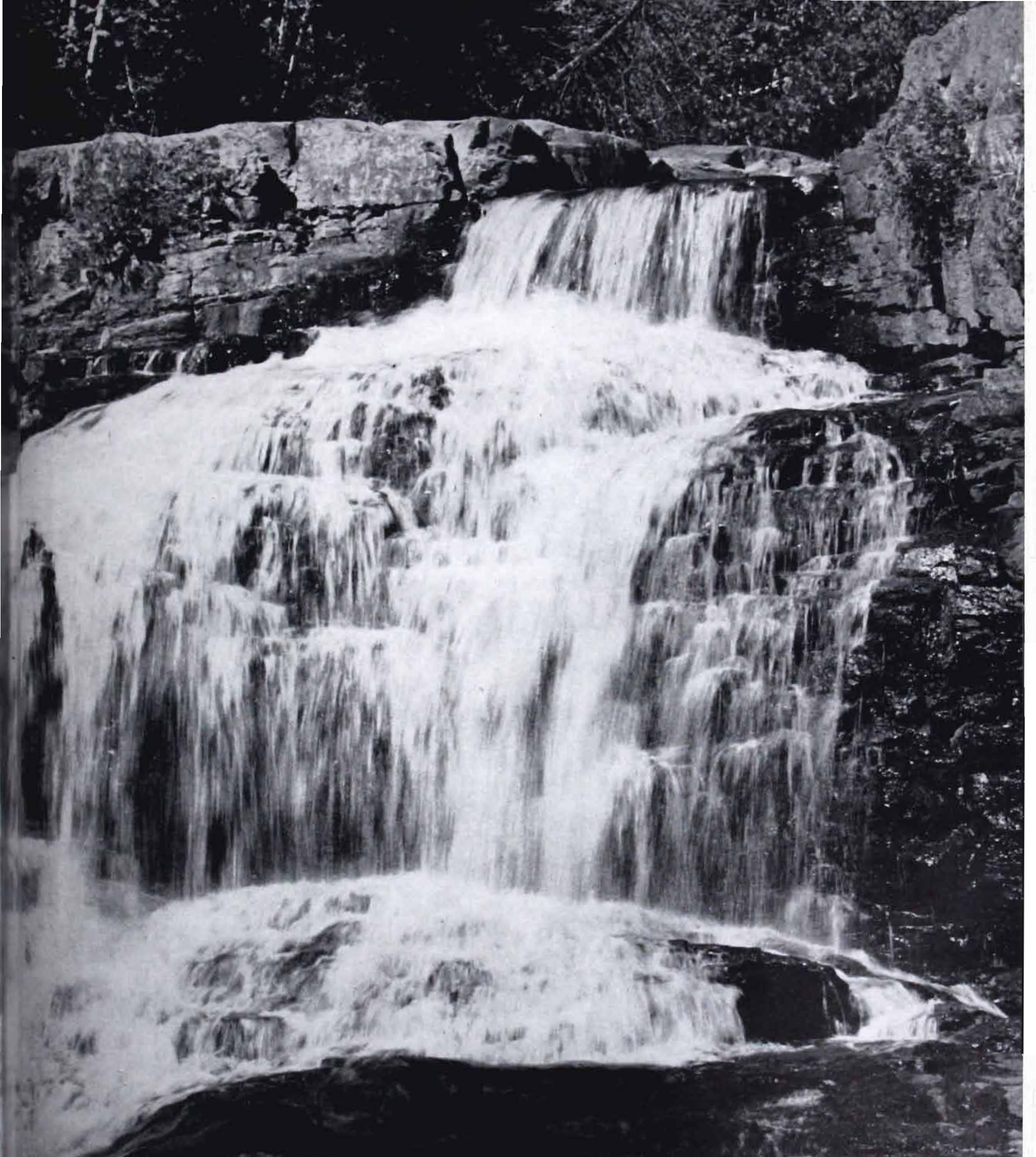
**NORTH DAKOTA BDCST. CO., INC.**  
KSJB-600 K.C. JAMESTOWN, N. DAK.  
KCJB-910 K.C. MINOT, N. DAK.  
KCJB-TV CH. 13 MINOT, N. DAK.



A black and white photograph of a mountain stream. The water flows over a series of large, flat, layered rock formations, creating a series of small waterfalls and rapids. The background is filled with dense, dark foliage, suggesting a forested mountain area. The overall scene is serene and refreshing.

# Cooling

The stimulating coolness of a mountain  
brook and the vigorous summer selling of  
Storer stations have much in common...  
they both supply a refreshing pick-up  
during the hot, weary season.



# STORER BROADCASTING COMPANY

**WSPD • WSPD-TV**  
Toledo, Ohio

**WJBK • WJBK-TV**  
Detroit, Mich.

**WAGA • WAGA-TV**  
Atlanta, Ga.

**KGBS • KGBS-TV**  
San Antonio, Texas

**WBRC • WBRC-TV**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

## NATIONAL SALES HEADQUARTERS:

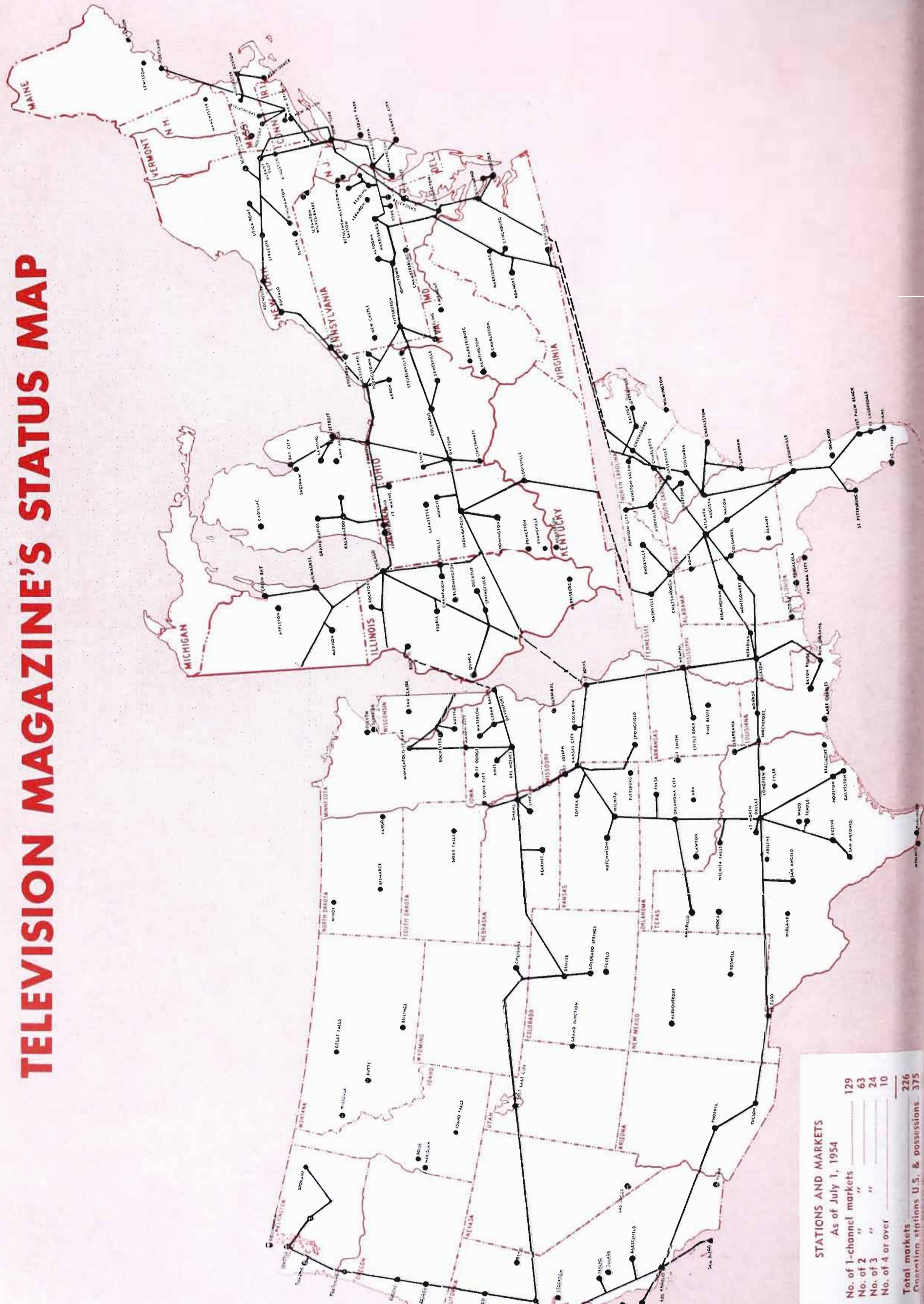
**TOM HARKER**, V. P., National Sales Director

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

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



# TELEVISION MAGAZINE'S STATUS MAP



## STATIONS AND MARKETS

As of July 1, 1954

No. of 1-channel markets	129
No. of 2 " "	63
No. of 3 " "	24
No. of 4 or over	10

Total markets 226  
 Operating stations U.S. & possessions 375



# Good Programs Grow at **WHAS-TV**



### The Happiest



### The Biggest

21,800 laughing, happy viewers have attended "Waltan Calling" in its first 4 years. (7:30 p.m., Mon.)

The "Haylaff Hoedown" with its regular cast of 18 is the market's biggest talent show. (8:00 p.m., Friday)



### The Exclusive



### The Favorite

"WHAS-TV News", with Kentuckiana's exclusive daily newsreel, sets an unmatched pace in local news coverage. (6:30, 10:30 p.m., daily)

"Small Talk" hostess Mary Snow Ethridge, chosen by TV PRESS readers as their Favorite Female Personality. (6:15 p.m., daily)



### The Winner



### The Onlyest

"Good Living" with McCall's "Mike Award" winner Marian Gifford, is the market's outstanding homemaker program. (10:00 a.m., daily)

"Sportraits" with Phil Sutterfield, is Louisville's only daily sports program. (6:00 p.m., daily)

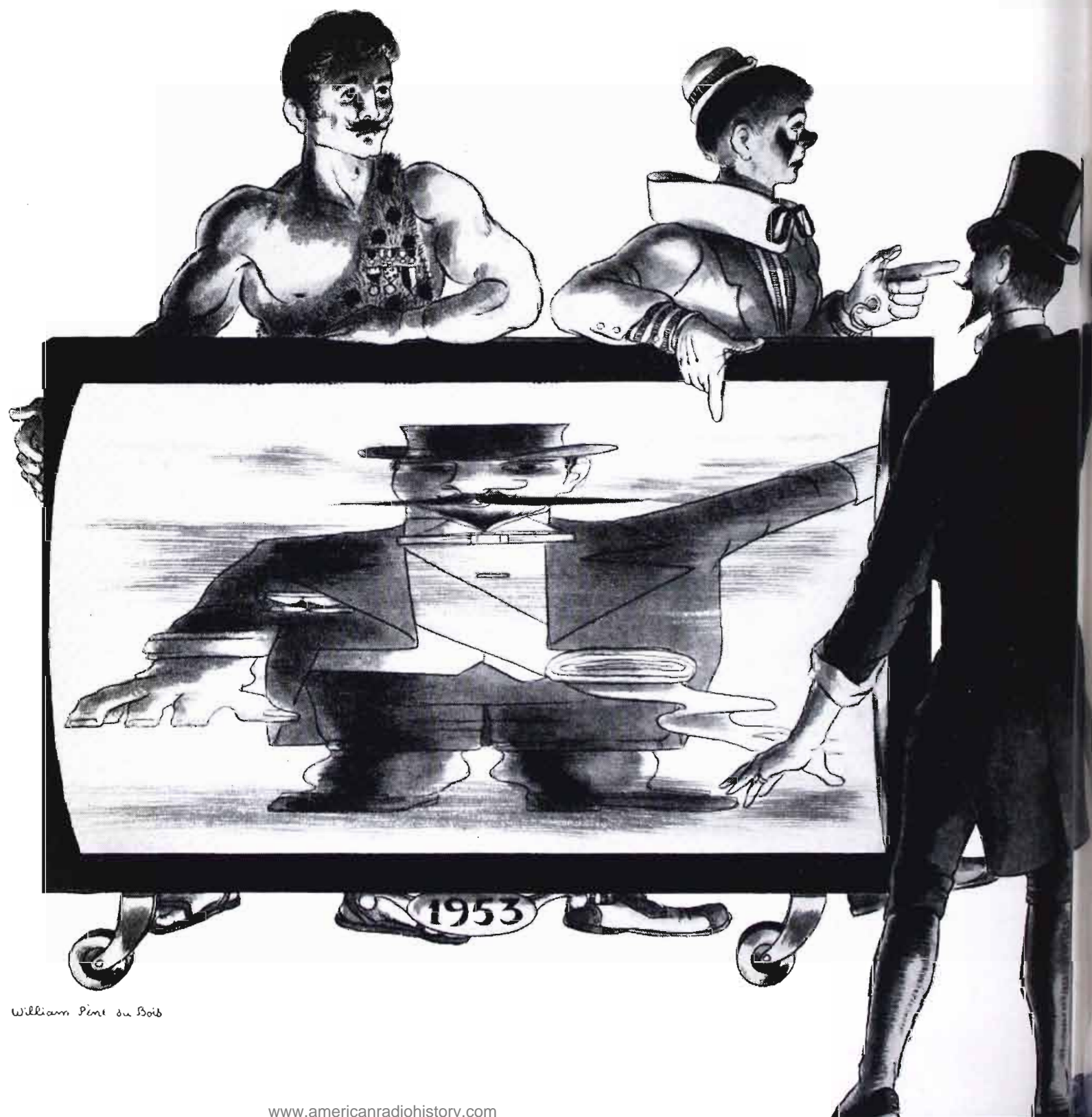
Go where there's growth  
Go **WHAS-TV**



VICTOR A. SHOLIS, Director—NEIL CLINE, Station Mgr.  
Represented Nationally by Harrington, Righter & Parsons,  
New York, Chicago, San Francisco

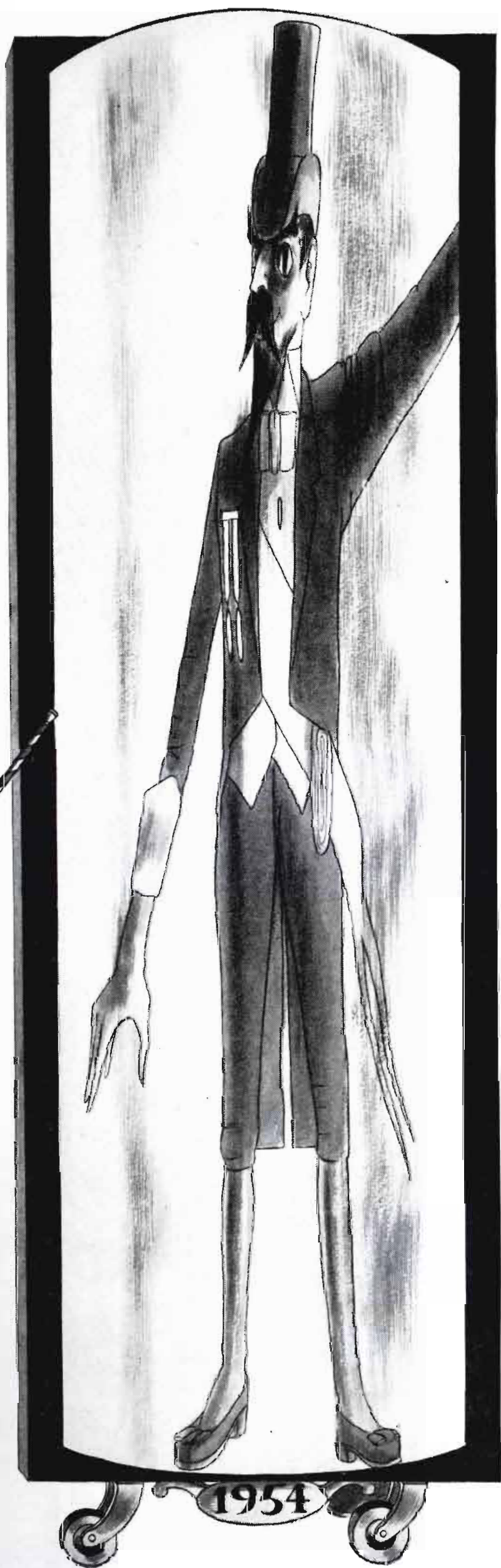
Associated with The Courier-Journal & The Louisville Times

# It's no trick...



William Pint du Bois





Since it started 18 months ago WBBM-TV has grown so fast it may seem as though we're playing tricks with figures.

But really the only magic is showmanship—WBBM-TV's *Showmanship*—the kind that's mirrored in:

HIGH RATINGS... a weeklong average rating 19% higher today than its nearest competitor's ... 12% higher than in February '53.

QUARTER HOUR WINS... 166 top-rated quarter-hours ... 54 more than the next station today ... 73 more than February '53.

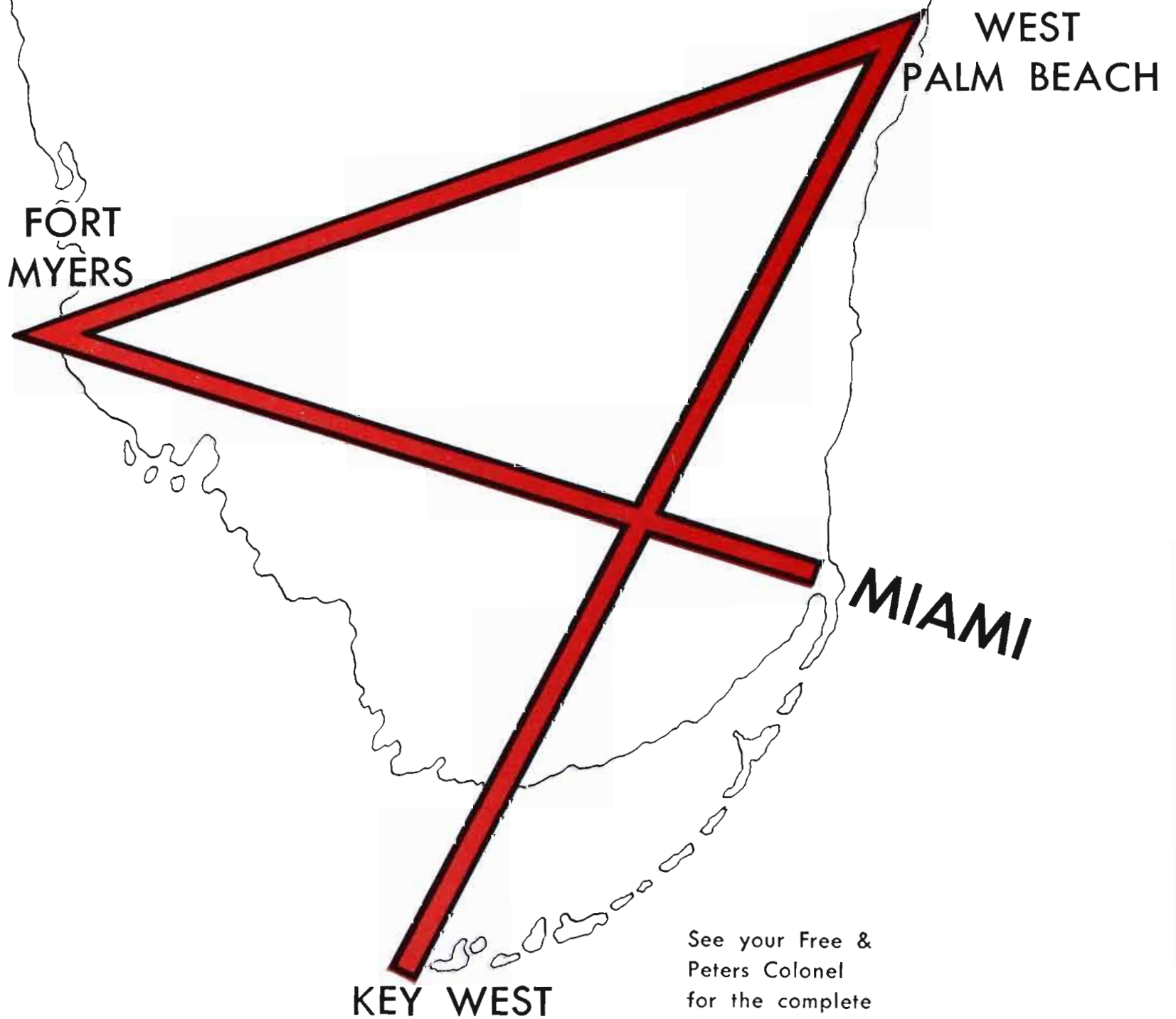
TOP PROGRAMS... 7 out of the top 10 shows nighttime, 5 out of 10 daytime. (Eighteen months ago it was 5 nighttime and none in the daytime.)

Do you, too, want to look BIG in Chicago? Then, no fooling, the place for you is ... Chicago's Showmanship Television Station

# WBBM-TV

*CBS Television's Key Station in Chicago*

Channel **4** in MIAMI is the only  
Television Station covering **ALL**  
South Florida.



WTVJ at full 100,000 watts power from a tower height of 1,000 ft. gives you unduplicated coverage of the Billion \$ South Florida Market.

**WTVJ · Channel 4 · MIAMI**

# August Circulation Report

## HOW TELEVISION MAGAZINE COMPILES RECEIVER CIRCULATION

The circulation estimates below have been adjusted for most markets according to the recent Nielsen study released by CBS.

These are SPOT circulation figures—the total number of TV homes that can be reached in each market. If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it.

These figures are the result of long-term, continuing study by TELEVISION Magazine's Research Department. They are neither network nor station estimates.

The circulation given for each market is that of the station with the most powerful range. Figures for individual stations will vary depending on channel, antenna location and height, power, etc.

The percentage of families owning television sets in each area (penetration) is listed directly after each market. Network affiliations are listed after each station. Where one network is listed twice for a specific market, in most cases this covers the situation where stations have a "spill over" affiliation only.

### DEFINING MARKET COVERAGE

Using all available data—the research services, engineering contours, RETMA shipments, rating reports in overlapping areas as evidence of cross-viewing—TELEVISION Magazine has defined the Total Coverage Area for each TV market, taking into account evidence of viewing as well as signal contour. (For the names of the counties included in each market area see market listings in this issue.) There is a continuous re-examination of market definition in view

of power and antenna height increases and the introduction of new stations.

These statistics may not be reproduced in any form whatsoever without written permission.

### METHOD

TELEVISION Magazine first began reporting circulation back in 1950. There were no Nielsen studies then and therefore estimates were based largely on RETMA (Radio-Electronics-Television Manufacturers Association) shipments. When the Nielsen data and CBS projection became available last year, a new system of computation was worked out, which enabled estimates to be made for all pre-freeze markets. With the release of the November Nielsen estimates, projections are now based on the following points:

1. Start of station operation
2. U. S. Census, April 1950
3. Nielsen, May 23, 1952
4. CBS-Nielsen Study, November 1953.

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

### UHF

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

### CIRCULATION AS OF AUGUST 1ST

Total U. S.: 30,920,000  
 Stations which signed on after July 1st  
 are not listed below.

BILENE, Texas—47.3	36,340	AUSTIN, Texas—47.3	78,730	CEDAR RAPIDS, Iowa—58.8	154,740	DANVILLE, III.—27.8	†23,010
KRBC-TV (A,D,N)		KTBC-TV (A,C,D,N)		KCRI-TV (A); WMT-TV (C,D)		WDAN-TV† (A)	
DA, Okla.—38.5	55,530	BAKERSFIELD, Cal.	92,500	CHAMBERSBURG, Pa.	†21,000	DANVILLE, Va.—12.1	†11,290
KTEN (A)		KBAK-TV† (A,D);	†44,750	WCHA-TV† (D)		WBTM-TV† (A)	
DAMS, Mass.	††	KERO-TV (C,N)		CHAMPAIGN, Ill.—56.8	199,280	DAVENPORT, Ia.—ROCK ISLAND,	
VMGT†		BALTIMORE, Md.—85.3	681,280	WCIA (C,D,N)		Ill.—66.1	262,520
KRON, Ohio—17.1	†46,920	WAAM (A,D); WBAL-TV (N);		CHARLESTON, S.C.—44.5	77,290	WOC-TV (N); WHBF-TV (A,C,D)	
WAKR-TV† (A)		WMAR-TV (C)		WCSC-TV (A,C,D,N)		DAYTON, Ohio—78.7	364,980
ALBANY, Georgia—22.5	28,860	BANGOR, Maine—56.3	58,960	CHARLESTON, W. Va.—42.9	†45,260	WHIO-TV (A,C,D); WLW-D (N)	
WALB-TV (A,D,N)		WABI-TV (A,C,D,N)		WKNA-TV† (A,D)		DECATUR, Ill.—44.5	†78,540
ALBANY-SCHENECTADY- TROY, N.Y.	390,230	BATON ROUGE, La.—36.0	†32,710	CHARLOTTE, N.C.	409,960	WTVP† (A,C,D)	
WROW-TV† (A,D);	†70,050	WAFB-TV† (A,C,D,N)		WAYS-TV (A,C,D,N);	†23,610	DENVER, Colo.—65.4	221,580
WRGB (A,C,D,N); WTRI† (C)		BAY CITY-SAGINAW, Mich.	173,380	WBTW (C,D,N)		KBTW (A); KFEL-TV (D);	
ALBUQUERQUE, N.M.—37.0	41,090	WNEM-TV (D,N);	†82,400	CHATTANOOGA, Tenn.	97,770	KLZ-TV (C); KOA-TV (N)	
KGGM-TV (C); KOAT-TV (A,D);		WKNX-TV† (A,C,D)		WDEF-TV (A,C,D,N)		DES MOINES, Iowa	155,830
COB-TV (D,N)		BEAUMONT, Texas	††	CHEYENNE, Wyo.—43.9	15,180	KGTV† (A,D); WHO-TV (N)	†29,840
ALTOONA, Pa.—65.9	270,980	KBMT† (A,D,N)		KFBC-TV (A,C,D,N)		DETROIT, Mich.—85.3	1,328,790
WFBG-TV (A,N)		BELLINGHAM, Wash.—49.4	21,110	CHICAGO, Ill.—81.7	1,921,540	WJBK-TV (C,D); WWJ-TV (N);	
AMARILLO, Texas—54.7	54,520	KVOS-TV (D)		WBBM-TV (C); WBKB (A);		WXYZ-TV (A)	
WFDA-TV (A,C); KGNC-TV (D,N)		BETHLEHEM-ALLENTOWN- EASTON, Pa.—16.8	†42,270	WGN-TV (D); WNBQ (N)		DULUTH, Minn.—SUPERIOR,	
WOB-TV (C,N)		EASTON, Pa.—16.8		CHICO, Cal.—35.5	29,570	Wis.—36.4	47,200
ALTOONA, Pa.—65.9	270,980	WLEV-TV† (N); WGLV† (A,D)	†42,270	KHSL-TV (A,C,D,N)		KDAL-TV (N); WDSM-TV (C)	
WFBG-TV (A,N)		BILLINGS, Mont.—31.5	10,290	CINCINNATI, Ohio—82.1	439,590	EASTON-BETHLEHEM- ALLENTOWN, Pa.—16.8	†42,270
AMARILLO, Texas—54.7	54,520	KOOK-TV (A,C,D)		WCPO-TV (A,D); WKRC-TV (C);		WGLV† (A,D); WLEV-TV† (N)	
WFDA-TV (A,C); KGNC-TV (D,N)		BINGHAMTON, N.Y.—62.6	292,220	WLW-TV (N)		EAU CLAIRE, Wis.—32.8	43,455
WOB-TV (C,N)		WNBF-TV (A,C,D,N)		CLEVELAND, Ohio—87.0	1,046,920	WEAU-TV (A,D,N)	
ALTOONA, Pa.—65.9	270,980	BIRMINGHAM, Ala.—48.6	286,830	WEWS (C); WNBK (N);		ELKHART-SOUTH BEND,	
WFBG-TV (A,N)		WABT (A,D,N); WBRC-TV (C)		WXEL (A,D)		Ind.—53.2	†108,390
AMARILLO, Texas—54.7	54,520	BISMARCK, N.D.—28.0	8,620	COLORADO SPRINGS- PUEBLO, Colo.—37.4	36,330	WSJV-TV† (A,C,D,N);	
WFDA-TV (A,C); KGNC-TV (D,N)		KFYR-TV (C,D,N)		KTTV (A,C,D); KRDO-TV (N);		WSBT-TV† (A,C,D,N);	
WOB-TV (C,N)		BLOOMINGTON, Ill.—39.4	†33,280	KCSJ-TV (N)		ELMIRA, N.Y.—26.1	†32,970
ALTOONA, Pa.—65.9	270,980	WBLN-TV†		COLUMBIA, Mo.—37.0	49,460	WTVE† (A,C,D)	
WFBG-TV (A,N)		BLOOMINGTON, Ind.—70.9	442,410	KOMU-TV (A,C,D,N)		EL PASO, Texas-JUAREZ,	
AMARILLO, Texas—54.7	54,520	WTTV (A,C,D,N)		COLUMBIA, S.C.	82,160	Mexico—66.5	56,330
WFDA-TV (A,C); KGNC-TV (D,N)		BOISE-MERIDIAN, Ida.—33.6	28,910	WCOL-TV (A,D);	†59,970	KROD-TV (A,C,D); KTSM-TV (N);	
WOB-TV (C,N)		KIDO-TV (A,D,N); KBOI (C)		WIS-TV (N); WNOK-TV† (C,D)		XEJ-TV	
ALTOONA, Pa.—65.9	270,980	BOSTON, Mass.	1,208,540	COLUMBUS, Ga.	63,020	ERIE, Pa.	165,420
WFBG-TV (A,N)		WBZ-TV (D,N)	†87,680	WDAK-TV (A,D,N);	†39,280	WICU (A,D,N);	†25,600
AMARILLO, Texas—54.7	54,520	WNAC-TV (A,C); WTAO-TV† (A,D)		WRBL-TV (C)		WSEE-TV† (C)	
WFDA-TV (A,C); KGNC-TV (D,N)		BRIDGEPORT, Conn.—9.8	†42,020	COLUMBUS, Ohio—80.0	350,490	EUGENE, Ore.—19.8	21,010
WOB-TV (C,N)		WICC-TV† (A,D)		WBNS-TV (C); WLW-C (N);		KVAL-TV (N)	
ALTOONA, Pa.—65.9	270,980	BUFFALO, N.Y.	419,840	WTVN (A,D)		EUREKA, Cal.—46.5	16,590
WFBG-TV (A,N)		WBEN-TV (A,C,D);	†139,970	CORPUS CHRISTI, Texas—22.6	†17,990	KIEM-TV (C,D,N)	
AMARILLO, Texas—54.7	54,520	WBUF-TV† (A,C,D,N)		KVDO-TV†		EVANSVILLE, Ind.—HENDERSON,	
WFDA-TV (A,C); KGNC-TV (D,N)		BUTTE, Mont.—48.6	11,380	DALLAS-FT. WORTH,		Ky.—23.6	†54,430
WOB-TV (C,N)		KOPR-TV (A,C); KXLF-TV (N)		Texas—61.2	399,340	WFIE-TV† (A,D,N);	
ALTOONA, Pa.—65.9	270,980	CADILLAC, Mich.—40.4	46,320	KRLD-TV (C); WFAA-TV (A,D,N);		WEHT† (C)	
WFBG-TV (A,N)		WWTW (A,C,D)		WBAP-TV (A,N)			

(Continued on page 29)

**THEY SEE EYE TO EYE!** Every day three and a quarter million New York families spend over seven and a half million hours, watching WCBS-TV. That's an average viewing time of two hours and twenty minutes per family.



**AND LIKE WHAT THEY SEE!** In fact,  
New Yorkers spend one fourth more time watching  
WCBS-TV than any other television station.  
Picture your product where most people will see it  
most—on channel 2, New York: **WCBS-TV**

CBS Owned. Represented by CBS Television Spot Sales





**How many blocks? 6 or 7?** *Appearances can be deceiving, but the good appearance of a Precision print is not an optical illusion. Immediately apparent are the results of Precision-quality processing.*

*The individual attention given to each original through the entire operation has earned Precision its top spot in the film processing field. Leaders in the photographic profession know they can depend on Precision for accurate, intelligent handling of their material. And constant research continues for even better ways to serve your requirements.*

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



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# August Circulation Report—continued

FAIRMONT, W. Va. WJBP-TV† (A,D,N)	41,810	FARGO, N.D.—23.5 WDAY-TV (A,C,D,N)	19,960	†T. DODGE, Iowa—19.3 KQTV†	7,990	†T. MYERS, Fla.—24.4 WINK-TV (A)	16,350	†T. SMITH, Ark.—29.1 KFSM-TV† (A,D,N)	63,410	†T. WAYNE, Ind.—28.1 WKJG-TV† (A,C,D,N)	399,340	†T. WORTH-DALLAS, Texas—61.2 WBAP-TV (A,N); KRLD-TV (C); VFAA-TV (A,D,N)	1107,320	RESNO-TULARE, Cal.—51.0 (BID-TV†; KJEO-TV† (A); MJ-TV† (C,N); KVVG† (D))	346,250	ALVESTON-HOUSTON, Texas—63.6 (GUL-TV (A,C,D); PRC-TV (A,N))	356,330	GRAND JUNCTION, Colo. (FXJ-TV (A,C,D,N))	4,740	GRAND RAPIDS, Mich.—72.2 WOOD-TV (A,C,D,N)	138,160	REAT FALLS, Mont.—19.1 (FBB-TV (A,C,D,N))	236,230	REEN BAY, Wis.—52.9 (VBAY-TV (A,C,D))	80,800	RENSBORO, N.C.—54.7 (VFMY-TV (A,C,D))	221,180	REENVILLE, N.C.—36.1 (VNCT (A,C,D,N))	134,290	REENVILLE, S.C. (VFBC-TV (N); WGVLT (A,D))	96,870	ANNIBAL, Mo.—QUINCY, Ill.—55.4 (HQA-TV (C,D); WGEM-TV (A,N))	32,660	ARLINGTON-WESLACO, Texas—34.5 (GBT-TV (A,C); KRGV-TV (N))	115,630	ARRISBURG, Ill.—23.2 (SIL-TV†)	131,080	ARRISBURG, Pa.—49.8 (HP-TV† (C); WTPA† (N))	79,870	ARRISONBURG, Va.—42.4 (SVA-TV (A,C,D,N))	154,430	ENDERSON, Ky.—EVANSVILLE, Ind.—23.6 (EH† (C); WFIE-TV† (A,D,N))	121,010	OLYOKE-SPRINGFIELD, Mass.—57.0 (HYN-TV† (C,D); WWLP† (A,N))	52,680	ONOLULU, T.H.—47.2 (GMB-TV (A,C); KONA (D,N); ULA-TV (A))	346,250	OSTON-GALVESTON, Texas—63.6 (PRC-TV (A,N); GUL-TV (A,C,D))	319,130	UNTINGTON, W.Va.—55.0 (SAZ-TV (A,C,D,N))	130,310	UTCHINSON, Kansas—43.8 (TVH (C,D))	15,970	DAHO FALLS, Ida.—40.4 (ID-TV (A,C,D,N))	492,080	NDIANAPOLIS, Ind.—70.7 (VFBM-TV (C,D); VISH-TV (A,C,D,N))	93,470	ACKSON, Miss. (VJTV† (A,C,D); WLBT (N); VSLI-TV (A))	134,400	ACKSONVILLE, Fla. (VJHP-TV† (A,D,N); VMBR-TV (A,C,D,N))	187,430	OHNSON CITY, Tenn.—38.6 (VJHL-TV (A,C,D,N))	133,620	OHNSTOWN Pa. (VARD-TV† (A,C,D); VJAC-TV (A,C,D,N))	67,030	ALAMAZOO, Mich.—69.4 (VKZO-TV (A,C,D,N))	376,920	ANSAS CITY, Mo.—70.5 (CMO-TV (A,D); KMBC-TV (C); VDAF-TV (N))	129,550	EARNEY, Neb.—23.6 (HOL-TV (C,D))	29,490	INGSTON, N.Y. (VKNY-TV† (A,C,D,N))	29,490	NOXVILLE, Tenn. (VATE-TV (A,N); VTSK-TV† (C,D))	47,400	AFAYETTE, Ind.—53.9 (VFAM-TV† (D))	140,560	AKE CHARLES, La. 27.2 (TAG-TV† (A,C,D))	119,180	ANCASTER, Pa.—71.4 (WGAL-TV (A,C,D,N))	290,320	ANSING, Mich. (WLS-TV† (A,D); WJIM-TV (A,C,D,N))	292,260	AS VEGAS, Nev.—51.9 (KLAS-TV (A,C,D,N))	139,860	LAWTON, Okla.—56.6 (KSWO-TV (D))	12,200	LEBANON, Pa.—37.4 (WLBR-TV†)	54,540	LEWISTON-PORTLAND, Me. (WLAN-TV† (A,C,D); WSSH-TV (N); WPMT† (C,D))	135,900	WGAN-TV (A,C)	128,970	WCSH-TV (N); WPMT† (C,D)	156,660	WGAN-TV (A,C)	128,970	PORTLAND-LEWISTON, Me. (WCSH-TV (N); WGAN-TV (A,C); WPM† (C,D); WLAM-TV† (A,C,D))	156,660	PORTLAND, Ore.—44.4 (KOIN-TV (A,C); KPTV† (A,D,N))	186,300	PRINCETON, Ind.—27.8 (WRAY-TV†)	44,350	PROVIDENCE, R.I. (WJAR-TV (A,D,N))	706,380	WNET† (A,D)	706,380	QUINCY, Ill. HANNIBAL, Mo.—55.4 (WGEM-TV (A,N); KHQA-TV (C,D))	96,870	RALEIGH, N.C.—38.9 (WNAO-TV† (A,C,D,N))	45,930	READING, Pa.—28.6 (WEEU-TV† (A,N); WHUM-TV† (C))	135,980	RENO, Nev.—56.5 (KZTV (A,C,D,N))	14,640	RICHMOND, Va.—66.5 (WTVR (C,N))	171,780	ROANOKE, Va.—46.6 (WSLS-TV (A,N))	201,510	ROCHESTER, Minn.—42.1 (KROC-TV (D,N))	65,760	ROCHESTER, N.Y.—81.4 (WHAM-TV (A,D,N); WHEC-TV (A,C); WVET-TV (A,C))	265,520	ROCKFORD, Ill. (WREX-TV (A,C); WTVQ† (D,N))	205,960	ROCK IS., Ill.—DAVENPORT, Ia.—66.1 (WHBF-TV (A,C,D); WOC-TV (N))	165,180	ROME, Ga.—50.1 (WROM-TV)	262,520	ROSWELL, N.M.—33.2 (KSWV-TV (A,D,N))	134,290	SACRAMENTO, Cal.—27.8 (KCCC-TV† (A,C,D,N))	15,690	SAGINAW-BAY CITY, Mich. (WKNX-TV† (A,C,D); WNNM-TV (D,N))	173,380	ST. JOSEPH, Mo.—62.6 (KFEQ-TV (C,D))	82,400	ST. LOUIS, Mo. (KSD-TV (C,N); KSTM-TV† (A); WTVI† (C,D))	90,350	ST. PETERSBURG, Fla.—37.2 (WSUN-TV† (A,C,D,N))	614,810	SALINAS-MONTEREY, Cal.—58.2 (KMBY-TV (A,C,D,N); KSBW-TV (A,C,D,N))	205,920	SALT LAKE CITY, Utah—64.2 (KSL-TV (A,C,D); KTVT (N))	86,190	SAN ANGELO, Texas—34.9 (KTXL-TV (C,D,N))	83,860	SAN ANTONIO, Texas—55.4 (KGBS-TV (A,C,D); WOAI-TV (N))	139,610	SAN DIEGO, Cal. TIJUANA, Mexico—79.0 (KFMB-TV (A,C,D); KFSD-TV (N); XETV)	12,420	SAN FRANCISCO, Cal. (KGO-TV (A); KPIX (C,D); KRON-TV (N); KSNV-TV†)	210,750	SAN JUAN, P. R. (WAPA-TV (A,D,N); WKAQ-TV (C))	239,890	SAN LUIS OBISPO, Cal.—54.6 (KVEC-TV (D))	934,300	SANTA BARBARA, Cal.—55.9 (KEY-TV (A,C,D,N))	167,040	SAVANNAH, Ga.—31.0 (WTOC-TV (A,C,D,N))	79,820	SCHENECTADY-ALBANY-TROY, N.Y. (WRGB (A,C,D,N); WROW-TV† (A,D); WTRI† (C))	96,650	SCRANTON-WILKES-BARRE, Pa.—53.6 (WARM-TV† (A); WGBI-TV† (C); WTVU†; WBRE-TV† (N); WILK-TV† (A,D))	27,620	SEATTLE-TACOMA, Wash.—63.9 (KING-TV (A); KOMO-TV (N); KMO-TV; KTNT-TV (C,D))	44,430	SHREVEPORT, La.—34.4 (KSLA (A,C,D,N))	106,980	SIoux CITY, Iowa—62.8 (KVTV (A,C,D,N))	77,580	SIoux FALLS, S.D.—43.5 (KELO-TV (A,D,N))	108,390	SOUTH BEND-ELKHART, Ind.—53.2 (WSBT-TV† (A,C,D,N); WSJV-TV† (A,C,D,N))	81,090	SPOKANE, Wash.—48.0 (KHQ-TV (A,N); KXLY-TV (C,D))	141,950	SPRINGFIELD, Ill.—37.1 (WICS† (A,D,N))	121,010	SPRINGFIELD-HOLYOKE, Mass.—57.0 (WWLP† (A,N); WHYN-TV† (C,D))	55,020	SPRINGFIELD, Mo.—38.7 (KTTT-TV (C,D); KYTV (A,N))	354,160	ST. EUBENVILLE, Ohio—73.1 (WSTV-TV (C))	148,230	STOCKTON, Cal.—14.0 (KTVU† (N))	47,200	SUPERIOR, Wis.—DULUTH, Minn. (WDSM-TV (C); KDAL-TV (N))	345,460	SYRACUSE, N.Y.—82.7 (WHEN-TV (A,C,D); WSyr-TV (N))	343,750	TACOMA-SEATTLE, Wash.—63.9 (KMO-TV; KTNT-TV (C,D); KING-TV (A); KOMO-TV (N))	65,630	TEMPLE-WACO, Texas (KCEN-TV (N); KANG-TV† (A,D))	70,390	TEXARKANA, Texas—31.4 (KCMC-TV (A,C,D))	295,270	TOLEDO, Ohio—78.8 (WSPD-TV (A,C,D,N))	46,780	TOPEKA, Kansas—46.5 (WIBW-TV (A,C,D))	27,460	TUCSON, Ariz.—38.6 (KOPO-TV (C,D); KVOA-TV (A,N))	1107,320	TULARE-FRESNO, Cal.—51.0 (KJEO-TV† (A); KMJ-TV† (C,N); KVVG† (D); KBID-TV†)	179,180	TULSA, Okla. (KCEB-TV† (A,D,N); KOTV (A,C,D,N))	129,430	TYLER, Texas—20.4 (KEIX-TV† (D,N))	173,130	UTICA-ROME, N.Y.—72.9 (WKTU (A,C,D,N))	65,630	VALLEY CITY, N.D. (KXJB-TV (C,D))	125,300	WACO-TEMPLE, Texas (KANG-TV† (A,D); KCEN-TV (N))	548,350	WASHINGTON, D.C.—84.6 (WMAL-TV (A); WNBW (N); WTOP-TV (C); WTTG (D))	179,830	WATERBURY, Conn.—38.3 (WATR-TV† (A,D))	106,380	WATERLOO, Iowa—60.6 (KWVL-TV (D,N))	32,660	WESLACO-HARLINGEN, Texas—34.5 (KRGV-TV (N); KGBT-TV (A,C))	16,720	WEST PALM BEACH, Fla.—30.6 (WIRK-TV† (A,D,N))	248,760	WHEELING, W. Va.—64.3 (WTRF-TV (A,N))	76,230	WICHITA, Kansas—51.6 (KEDD† (A,N))	71,100	WICHITA FALLS, Texas—49.9 (KFDX-TV (A,N); KWFT-TV (C,D))	145,070	WILKES-BARRE-SCRANTON, Pa.—53.6 (WBRE-TV† (N); WILK-TV† (A,D); WARM-TV† (A); WGBI-TV† (C); WTVU†)	163,510	WILMINGTON, Del.—88.1 (WDEL-TV (D,N))	34,580	WILMINGTON, N.C.—20.4 (WMFD-TV (N))	195,010	WINSTON-SALEM, N.C. (WSJS-TV (N); WTOB-TV† (A,D))	142,030	WORCESTER, Mass.—14.3 (WWOR-TV† (A,D))	21,540	YAKIMA, Wash.—29.4 (KIMA-TV† (A,C,D,N))	74,360	YORK, Pa.—58.6 (WNOW-TV† (D); WSBA-TV† (A))	127,300	YOUNGSTOWN, Ohio—36.6 (WFMJ-TV† (N); WKBN-TV† (A,C,D))	12,480	YUMA, Ariz.—47.1 (KIVA-TV (D))	37,300	ZANESVILLE, Ohio—48.7 (WHIZ-TV† (A,C,D,N))	
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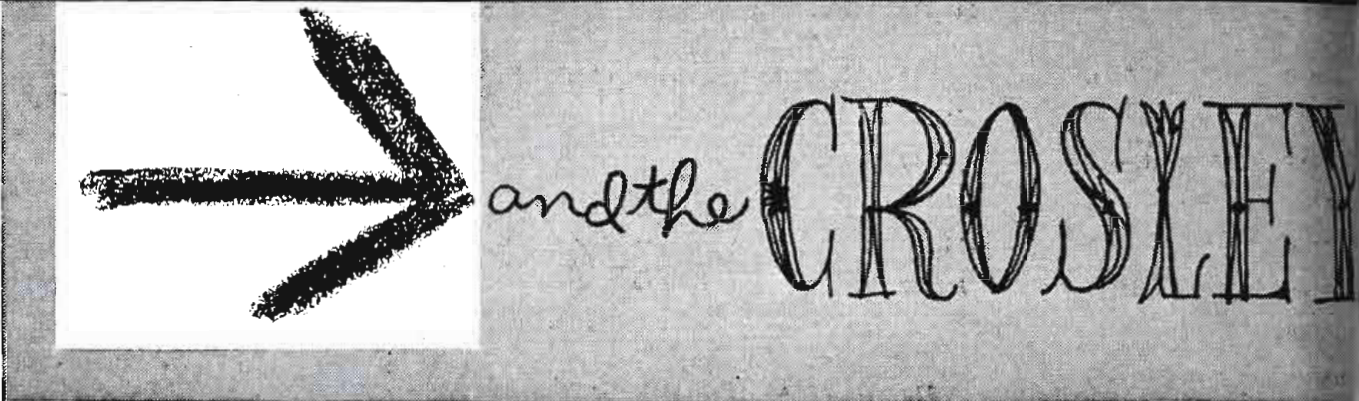
† UHF circulation.  
 †† Incomplete data.  
 ††† VHF-UHF.  
 \* Johnstown area only. Does not include Pittsburgh, where station has sizable share of audience.

JULY OPENINGS: 9		
Market	Station	Channel
Decatur, Ala.	WMSL-TV	(23)
Enid, Okla.	KGEO-TV	(5)
Indianapolis, Ind.	WISH-TV	(8)
Missoula, Mont.	KGVO-TV	(13)
Orlando, Fla.	WDBO-TV	(6)
Salisbury, Md.	WBOC-TV	(16)
Sedalia, Mo.	KDRO-TV	(6)
St. Louis, Mo.	KWK-TV	(4)
Terre Haute, Ind.	WTHI-TV	(10)

AUGUST TARGETS: 8		
Market	Station	Channel
Buffalo, N. Y.	WGR-TV	(2)
Charleston, W. Va.	WCHS-TV	(8)
Hartford, Conn.	WGTH-TV	(18)
La Crosse, Wis.	WKBT	(8)
Newport News, Va.	WACH-TV	(33)
Nashville, Tenn.	WLAC-TV	(5)
Valley City, N. D.	KXJB-TV	(4)
W. Palm Beach, Fla.	WJNO-TV	(5)

# NBC SPOT SALES



## SPOT SALES

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

\*Bomar Lowrance

### representing TV STATIONS:

<b>WNBT</b> New York	<b>WNBK</b> Cleveland
<b>WNBQ</b> Chicago	<b>KPTV</b> Portland, Oro.
<b>KNBH</b> Los Angeles	<b>WAVE-TV</b> Louisville
<b>KSD-TV</b> St. Louis	<b>WRGB</b> Schenectady-Albany-Troy
<b>WNBW</b> Washington	<b>KONA-TV</b> Honolulu, Hawaii

### representing RADIO STATIONS:

<b>WNBC</b> New York	<b>WRC</b> Washington
<b>WMAQ</b> Chicago	<b>WTAM</b> Cleveland
<b>KNBC</b> San Francisco	<b>WAVE</b> Louisville
<b>KSD</b> St. Louis	<b>KGU</b> Honolulu



# BROADCASTING CORP.

are pleased to announce a reciprocal representation arrangement effective September 1, 1954. NBC Spot Sales will represent Radio station WLW, Cincinnati, and TV stations WLW-T, Cincinnati, WLW-D, Dayton, WLW-C Columbus, WLW-A, Atlanta, on the Pacific Coast and in Detroit. The Crosley Group Sales Offices will represent all the NBC Spot Sales Radio and Television stations in Cincinnati, Dayton and Columbus.

*The Crosley Group Sales Offices will continue to represent The Crosley Group Stations in New York, Chicago, Cincinnati, Dayton, Columbus, Atlanta*

## CROSLEY BROADCASTING CORPORATION

*Crosley Square, Cincinnati, Ohio  
New York Chicago Dayton Columbus Atlanta*

## THE CROSLEY GROUP

WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati

# Harrington, Righter and Parsons, Inc.

*National Representatives for*

*WAAM — Baltimore*

*WBEN-TV — Buffalo*

*WFMY-TV — Greensboro*

*WDAF-TV — Kansas City*

*WHAS-TV — Louisville*

*WTMJ-TV — Milwaukee*

*WMTW — Mt. Washington*





**County by County Circulation • Market Data • 226 Markets**

**E**SSENTIAL to the advertiser are the statistical tools which enable him to evaluate his television advertising in terms of specific market coverage for spot buying purposes.

The concept of television markets in terms of "cream markets" or rankings by population within retail trading zones is no longer realistic. In many cases TV markets cover more than one "cream market" area. The county by county breakdowns for each TV market that are presented on the following pages are therefore most significant to the advertiser, who must correlate his distribution and sales patterns with his television advertising.

TELEVISION Magazine's annual Market Book is the only source for circulation, population, sales and income data correlated to the full coverage area of each TV market, county by county.

The data presented here represents the total number of television homes which can be reached in every television market in the country. If a given county is covered from more than one market, the sets in that county are credited to each market that reaches it (as are population, sales and income figures).

These estimates cannot be compared to network circulation, which is based on unduplicated coverage. Because the networks have different line-ups of stations, they must be checked for their own coverage patterns and circulation estimates.

Every available source of information on circulation and coverage has been carefully checked and rechecked by TELEVISION Magazine's Research Depart-

ment. Because uniform data is not always available, however, discrepancies may occur.

The problem of defining market coverage is a most difficult one. It cannot be done on the basis of engineering specifications alone. The incidence of viewing must be taken into account, as must the presence of sets in isolated areas beyond the engineering contours. The rating services give some indication of coverage in terms of viewing.

Market definition is an evaluation of all these factors and must be continually reviewed in light of changes in station service.

While the statistics on the following pages are for full market coverage, there have been instances where we have not completely applied this principle. For example: Providence and Boston both are within the signal range of each other and there is definite evidence of cross-viewing. In spite of this, we have not included either city in the coverage of the other city. This was decided by our Circulation Committee, based on the fact that an advertiser would not buy Boston with the objective of covering Providence, or vice versa.

On the other hand, Kalamazoo and Grand Rapids are two metropolitan areas, each with only one station and sufficiently close to receive excellent reception. Under these circumstances, the incidence of cross-viewing is considerable and an advertiser might buy only one city and still be able to reach a substantial part of the other city's television audience. Therefore, our coverage for these markets includes both cities.

*The Best Sales  
Are Made  
In Person*



*KTLA is the personal station*  
to the viewers in Southern California

KTLA programming reflects the tastes and ideas of Los Angeles people.

KTLA has built live talent and personalities who are local celebrities to Los Angeles viewers.

KTLA does the outstanding job in covering local news events and affairs of public interest.

KTLA covers Southern California, the nation's second largest television market, with 1,950,000 television homes.

Exclusive live programs and personalities on KTLA mean more sales power for our advertisers.

**KTLA**

5451 Marathon St., Hollywood 38, California • HO 9-3181

Represented nationally by Paul H. Raymer Co.

# THE TELEVISION MARKETS

ABILENE, Tex.						ALBANY-SCHENECTADY-TROY, N. Y.											
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>ABILENE, Tex.</b>						<b>ALBANY-SCHENECTADY-TROY, N. Y.</b>						<b>ALBUQUERQUE, N. M.</b>					
<b>Texas</b>						<b>New York</b>						<b>New Mexico</b>					
Brown	1,860	29.4	9.4	\$38,198	\$27,441	Albany	63,370	248.9	80.1	\$437,408	\$385,628	Bernalillo	28,600	181.8	51.7	\$304,269	\$196,900
Callahan	1,210	8.7	2.7	9,508	5,062	Columbia	11,400	44.7	14.1	60,936	42,781	Catron	120	3.3	.7	2,918	1,298
Coke (50%)	120	2.1	.6	3,368	1,500	Delaware	6,760	45.8	14.0	56,721	53,201	Guadalupe	800	6.6	1.5	5,317	4,705
Coleman	2,220	14.2	4.5	15,966	14,899	Dutchess	27,410	144.3	38.7	221,754	192,192	Lincoln	540	7.2	1.8	8,034	5,331
Eastland	1,910	22.7	7.6	29,211	28,917	Fulton	11,660	52.5	17.6	76,655	58,171	Los Alamos	1,120	13.0	3.6	29,629	6,442
Fisher	1,140	10.3	2.9	12,718	7,867	Greene	6,000	29.2	9.2	32,653	39,097	McKinley	240	28.6	6.1	23,818	21,546
Haskell	1,400	13.6	3.9	17,212	10,245	Hamilton	990	4.1	1.3	4,786	4,154	Mora	60	8.1	2.1	4,909	2,012
Jones	3,660	22.0	6.8	29,927	25,532	Herkimer	14,990	62.6	19.6	84,067	64,707	Rio Arriba	810	25.2	6.0	16,446	9,130
Nolan	3,260	20.8	6.3	34,084	25,702	Montgomery	12,900	60.8	19.3	101,059	73,948	Sandoval	680	12.4	2.5	6,634	2,661
Runnels	1,540	16.5	4.9	22,430	15,114	Otsego	12,260	52.6	16.7	69,377	61,779	San Juan	130	19.0	4.5	14,254	11,196
Shackelford	370	4.6	1.3	6,518	4,886	Rensselaer	35,660	136.6	42.1	219,604	146,729	San Miguel	480	26.6	6.2	20,507	15,081
Stephens	750	10.5	3.4	16,344	13,848	Saratoga	18,040	79.4	24.2	115,569	78,099	Santa Fe	3,200	41.3	10.8	59,142	41,728
Stonewall	400	3.6	.9	6,004	2,013	Schenectady	38,710	151.9	48.9	285,253	187,203	Socorro	480	9.9	2.6	8,625	4,811
Taylor	16,320	71.4	21.1	118,593	91,359	Schoharie	5,040	23.7	7.2	30,120	26,609	Taos	340	17.3	3.8	10,703	6,911
Throckmorton (50%)	180	1.8	.5	2,388	1,494	Ulster	19,280	95.8	30.5	132,375	114,442	Torrance	590	7.7	1.8	6,630	4,310
<b>Total</b>	<b>36,340</b>	<b>252.2</b>	<b>76.8</b>	<b>\$362,469</b>	<b>\$275,929</b>	Washington	9,050	47.6	14.1	55,701	40,838	Valencia	2,900	24.3	5.4	18,926	13,343
<b>ADA, Okla.</b>						<b>Massachusetts</b>						<b>Vermont</b>					
<b>Oklahoma</b>						<b>New York</b>						<b>New Hampshire</b>					
Atoka	650	13.4	3.6	\$9,241	\$6,483	Berkshire	34,600	135.4	41.2	206,109	151,547	Cheshire	6,360	38.4	11.7	48,869	34,684
Bryan	1,420	27.3	8.1	22,705	20,262	Franklin	8,370	54.2	17.1	76,353	58,805	Sullivan	6,240	26.1	8.1	33,771	32,319
Carter	3,150	39.5	12.5	49,937	38,340	Hampshire	13,730	91.1	24.4	132,169	71,133	<b>Vermont</b>					
Cleveland	7,340	44.7	11.4	57,651	32,767	<b>Connecticut</b>						<b>Bennington</b>					
Coal	320	7.3	1.8	4,768	2,737	Litchfield (50%)	52.1	15.9	90,492	67,052	<b>Rutland</b>						
Creek (50%)	3,810	20.7	6.4	23,549	16,006	<b>New York</b>						<b>Windham</b>					
Garvin	4,410	29.9	8.8	31,884	28,089	Albany	248.9	80.1	437,408	385,628	<b>Total</b>						
Hughes	1,460	19.3	5.7	17,045	13,225	Columbia	44.7	14.1	60,936	42,781	1,362.8	418.3	\$2,158,453	\$1,616,368			
Johnston	500	10.1	2.8	6,950	3,166	Greene	29.2	9.2	32,653	39,097	<b>AKRON, Ohio</b>						
Lincoln	2,780	21.1	6.5	19,947	17,527	Rensselaer	136.6	42.1	219,604	146,729	<b>Ohio</b>						
McClain	2,030	14.0	4.1	12,971	8,718	Saratoga	79.4	24.2	115,569	78,099	Medina	UHF	43.3	13.4	\$67,430	\$46,482	
McIntosh	1,020	16.8	4.4	10,477	7,915	Schenectady	151.9	48.9	285,253	187,203	Portage	circulation	69.6	19.7	106,894	64,848	
Morshall	460	7.5	2.3	8,066	4,238	Washington	47.6	14.1	55,701	40,838	Stark	NA on a	302.3	90.0	501,339	359,085	
Murray	2,140	10.5	3.3	11,588	7,627	<b>Massachusetts</b>						<b>Summit</b>					
Okfuskee	1,870	15.8	4.4	12,274	8,017	Berkshire	34,600	135.4	41.2	206,109	151,547	Wayne	county basis	437.1	132.9	788,611	534,490
Okmulgee	5,140	43.9	13.3	48,550	34,662	Franklin	8,370	54.2	17.1	76,353	58,805	<b>Total</b>	<b>914.3</b>	<b>273.6</b>	<b>\$1,552,571</b>	<b>\$1,078,715</b>	
Pittsburg	3,410	40.0	11.6	36,329	35,805	Hampshire	13,730	91.1	24.4	132,169	71,133	<b>ALBANY, Ga.</b>					
Pontotoc	5,100	29.5	9.0	35,231	31,518	<b>New Hampshire</b>						<b>Georgia</b>					
Pottawatomie	4,110	43.4	13.3	47,803	38,832	Cheshire	6,360	38.4	11.7	48,869	34,684	Baker	40	5.7	1.1	\$2,891	\$822
Seminole	4,410	37.8	10.8	42,709	35,168	Sullivan	6,240	26.1	8.1	33,771	32,319	Ben Hill	900	14.9	4.1	12,213	13,274
<b>Total</b>	<b>55,530</b>	<b>492.5</b>	<b>144.1</b>	<b>\$509,675</b>	<b>\$391,102</b>	<b>Vermont</b>						<b>Berrien</b>					
<b>ADAMS-PITTSFIELD, Mass.</b>						<b>Massachusetts</b>						<b>Bennington</b>					
<b>Massachusetts</b>						<b>New York</b>						<b>Rutland</b>					
Berkshire	UHF	135.4	41.2	\$206,109	\$151,547	Albany	248.9	80.1	437,408	385,628	<b>Windham</b>						
Franklin	circulation	54.2	17.1	76,353	58,805	Columbia	44.7	14.1	60,936	42,781	<b>Total</b>						
Hampden (50%)	NA on a	192.4	57.4	316,662	235,240	Greene	29.2	9.2	32,653	39,097	1,362.8	418.3	\$2,158,453	\$1,616,368			
Hampshire	county basis	91.1	24.4	132,169	71,133	Rensselaer	136.6	42.1	219,604	146,729	<b>AKRON, Ohio</b>						
<b>Connecticut</b>						<b>Massachusetts</b>						<b>Ohio</b>					
Litchfield (50%)		52.1	15.9	90,492	67,052	Berkshire	34,600	135.4	41.2	206,109	151,547	Medina	UHF	43.3	13.4	\$67,430	\$46,482
<b>New York</b>						<b>New Hampshire</b>						<b>Summit</b>					
Albany		248.9	80.1	437,408	385,628	Cheshire	6,360	38.4	11.7	48,869	34,684	Wayne	county basis	437.1	132.9	788,611	534,490
Columbia		44.7	14.1	60,936	42,781	Sullivan	6,240	26.1	8.1	33,771	32,319	<b>Total</b>	<b>914.3</b>	<b>273.6</b>	<b>\$1,552,571</b>	<b>\$1,078,715</b>	
Greene		29.2	9.2	32,653	39,097	<b>Vermont</b>						<b>ALBANY, Ga.</b>					
Rensselaer		136.6	42.1	219,604	146,729	Bennington	1,380	19.9	5.2	22,430	16,162	<b>Georgia</b>					
Saratoga		79.4	24.2	115,569	78,099	Bennington	4,530	24.4	7.5	33,620	25,878	Baker	40	5.7	1.1	\$2,891	\$822
Schenectady		151.9	48.9	285,253	187,203	Rutland	7,230	46.0	13.5	57,206	54,252	Ben Hill	900	14.9	4.1	12,213	13,274
Washington		47.6	14.1	55,701	40,838	Windham	1,350	28.9	8.6	38,718	32,086	Berrien	700	13.7	3.3	9,989	5,891
<b>Vermont</b>						<b>Albuquerque, N. M.</b>						<b>Bennington</b>					
Bennington		24.4	7.5	33,620	25,878	<b>New Mexico</b>						<b>Rutland</b>					
Rutland		46.0	13.5	57,206	54,252	Bernalillo	28,600	181.8	51.7	\$304,269	\$196,900	<b>Windham</b>					
Windham		28.9	8.6	38,718	32,086	Catron	120	3.3	.7	2,918	1,298	<b>Total</b>					
<b>Total</b>	<b>55,530</b>	<b>492.5</b>	<b>144.1</b>	<b>\$509,675</b>	<b>\$391,102</b>	Guadalupe	800	6.6	1.5	5,317	4,705	1,362.8	418.3	\$2,158,453	\$1,616,368		

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>ATLANTA, Ga.</b>						<b>North Carolina</b>					
<b>Georgia</b>						Cherokee	610	18.6	4.4	11,971	8,916
Baldwin	1,760	31.8	5.1	\$18,894	\$11,387	Cloy	150	6.1	1.3	3,454	856
Banks	630	6.4	1.6	3,364	598	Macon	920	16.6	4.0	10,818	6,513
Barrow	1,680	13.3	3.7	11,068	8,746	<b>Tennessee</b>					
Bartow	5,080	28.1	7.3	26,091	19,990	Bradley	1,660	33.3	8.9	31,872	26,547
Bibb	19,360	122.2	35.7	162,620	108,453	Hamilton	22,990	214.1	62.8	283,620	261,256
Bleckley	800	8.9	2.3	5,935	4,552	McMinn	1,450	32.0	8.6	27,429	21,706
Butts	1,720	9.1	2.3	6,933	3,825	Meigs	320	6.1	1.3	3,702	1,475
Carroll	5,670	33.9	9.3	28,204	19,193	Monroe	2,580	23.9	5.8	15,498	14,392
Catoosa	3,460	16.3	4.3	16,836	4,824	Polk	610	13.3	3.3	9,921	7,282
Chattahoochee	1,140	13.3	1.6	22,130	220	Rhea	1,210	15.6	4.1	12,345	8,691
Chattooga	2,900	22.0	5.7	22,490	11,562	<b>Total</b>	<b>450,720</b>	<b>2,899.5</b>	<b>781.0</b>	<b>\$3,401,727</b>	<b>\$2,350,154</b>
Cherokee	2,360	21.2	5.5	17,699	14,944	<b>AUGUSTA, Ga.</b>					
Clarke	4,380	39.5	10.7	50,544	40,591	<b>Georgia</b>					
Clayton	5,680	28.1	7.5	36,682	7,248	Bulloch	1,080	24.2	6.2	\$17,555	\$14,466
Cobb	14,960	70.9	19.6	90,602	51,744	Burke	1,130	22.9	6.0	13,644	7,314
Coweta	6,040	27.8	7.6	22,990	17,533	Columbia	990	9.5	2.3	7,647	1,906
Crawford	410	5.8	1.2	3,849	1,773	Elbert	2,250	18.1	4.8	15,106	10,335
Dade	1,330	8.0	1.7	5,522	2,417	Emanuel	860	18.7	4.8	12,917	9,808
Dawson	250	3.4	.7	1,757	807	Glascock	140	3.3	.7	1,594	568
De Kalb	37,260	156.9	46.5	310,698	79,073	Greene	1,380	12.5	3.2	8,416	6,861
Dooly	1,450	13.6	3.4	8,095	5,461	Hancock	890	10.4	2.4	4,954	5,100
Douglas	1,890	12.7	3.2	9,717	6,458	Jefferson	2,180	18.3	4.6	11,604	7,780
Elbert	2,250	18.1	4.8	15,106	10,335	Jenkins	740	9.9	2.5	6,515	4,826
Fannin	1,560	15.2	3.8	12,599	8,776	Johnson	510	9.3	2.6	5,520	2,734
Fayette	1,430	8.0	1.9	6,606	3,557	Lincoln	810	6.1	1.3	4,198	3,735
Floyd	10,050	65.2	17.6	77,743	53,628	McDuffie	1,830	11.8	3.1	9,947	5,682
Forsyth	1,250	11.1	2.9	5,751	9,771	Ogiethorpe	1,050	9.3	2.3	5,952	1,809
Franklin	1,580	13.8	3.6	8,903	7,739	Richmond	18,420	150.6	40.8	200,625	132,403
Fulton	116,340	500.6	146.0	835,962	762,676	Screven	570	16.8	4.2	8,940	5,514
Gilmer	1,140	9.9	2.5	5,327	5,242	Taliaferro	450	4.3	.9	2,588	1,093
Gordon	3,950	19.0	5.0	13,569	8,890	Warren	640	8.6	2.1	5,425	3,190
Greene	1,380	12.5	3.2	8,416	6,861	Washington	1,300	20.1	5.1	12,017	8,284
Gwinnett	4,040	33.3	8.9	29,876	17,964	Wilkes	1,580	11.9	3.1	8,026	7,167
Habersham	1,640	17.1	4.4	13,927	10,037	<b>South Carolina</b>					
Hall	7,550	41.8	11.3	42,198	48,486	Abbeville	3,220	22.4	5.7	21,695	12,325
Hancock	890	10.4	2.4	4,954	5,100	Aiken	4,840	71.1	19.3	71,483	35,090
Haralson	2,710	15.0	3.9	12,920	8,157	Allendale	870	17.8	4.1	10,747	5,376
Harris	1,460	11.3	2.8	7,856	3,104	Bamberg	770	17.2	4.1	11,896	9,721
Hart	1,580	14.1	3.6	9,919	5,362	Barnwell	1,390	27.6	6.8	16,136	8,624
Heard	760	6.6	1.5	3,870	1,432	Edgefield	2,230	16.2	3.8	11,844	8,127
Henry	2,920	16.1	3.9	10,635	5,727	Greenwood	4,690	41.6	11.3	56,035	40,513
Houston	3,400	27.0	7.1	29,504	10,262	Hampton	1,520	18.4	4.5	10,639	8,399
Jackson	2,150	18.6	4.8	14,148	9,751	Laurens (25%)	945	12.0	3.0	13,006	6,876
Jasper	680	7.2	1.7	4,950	3,399	Lexington (25%)	1,835	11.7	3.1	11,439	6,018
Jones	470	7.2	1.7	5,147	1,214	McCormick	1,090	9.4	2.1	6,182	3,514
Lamar	1,930	9.7	2.5	9,965	4,438	Newberry	3,220	32.4	8.5	32,184	23,629
Lumpkin	630	6.9	1.5	4,980	2,581	Orangeburg	5,210	70.2	16.5	51,555	39,616
Macon	1,310	13.8	3.4	8,708	6,816	Saluda	1,610	15.6	3.8	10,231	5,862
Madison	1,190	11.7	3.0	7,825	2,299	<b>Total</b>	<b>72,240</b>	<b>780.2</b>	<b>199.6</b>	<b>\$698,262</b>	<b>\$454,265</b>
Marion	360	6.5	1.4	3,283	1,727	<b>AUSTIN, Minn.</b>					
Meriwether	4,230	20.2	5.2	16,109	8,266	<b>Minnesota</b>					
Monroe	2,000	10.5	2.6	9,458	5,356	Blue Earth	7,150	39.3	11.5	\$56,893	\$57,928
Morgan	1,190	11.2	2.9	7,102	6,166	Dodge	1,310	12.7	3.6	13,397	10,234
Murray	2,190	10.8	2.6	7,501	2,896	Faribault	1,590	23.9	7.0	29,920	26,395
Muscogee	18,100	130.0	35.2	193,067	124,450	Fillmore	2,380	24.4	7.3	25,711	25,200
Newton	3,950	20.5	5.3	20,419	13,755	Freeborn	4,680	35.5	10.5	48,292	38,957
Oconee	660	7.0	1.6	4,410	1,171	Goodhue (50%)	3,120	16.4	4.9	20,878	13,928
Oglethorpe	1,050	9.3	2.3	5,952	1,809	Mower	5,210	44.6	12.7	68,229	30,045
Paulding	2,040	11.4	3.0	7,428	3,171	Olmsted	8,820	50.5	14.3	77,464	66,534
Peach	1,160	12.0	3.1	11,088	8,346	Rice (50%)	2,970	19.0	4.7	22,574	16,327
Pickens	1,140	8.8	2.3	6,590	6,233	Steele	4,380	21.9	6.5	27,973	26,743
Pike	1,350	8.2	1.9	5,357	1,441	Waseca	1,780	15.0	4.5	18,253	17,035
Polk	6,020	31.3	8.2	28,484	19,445	<b>Iowa</b>					
Pulaski	820	8.4	2.2	6,427	5,931	Cerro Gordo	8,060	46.0	14.7	77,164	64,965
Putnam	500	7.4	1.7	5,646	4,150	Chickasaw	1,110	15.1	4.5	18,835	18,037
Rabun	700	7.4	1.7	4,816	3,758	Floyd	1,320	22.3	6.9	34,031	21,560
Rockdale	1,680	8.8	2.2	7,220	4,295	Hancock	2,180	15.0	4.5	23,683	13,114
Schley	160	3.7	.8	2,418	1,188	Howard	830	13.4	3.9	15,318	14,469
Spaulding	6,540	32.0	8.9	39,173	25,597	Mitchell	840	13.9	4.2	16,940	17,540
Stephens	1,970	17.8	4.7	17,667	12,710	Winnebago	2,080	13.4	4.0	18,288	15,811
Talbot	870	7.6	1.8	4,428	1,738	Worth	1,560	11.0	3.3	15,178	8,878
Taliaferro	450	4.3	.9	2,588	1,093	<b>Total</b>	<b>61,170</b>	<b>453.3</b>	<b>133.5</b>	<b>\$629,021</b>	<b>\$528,720</b>
Taylor	900	8.8	2.3	5,493	3,644	<b>AUSTIN, Tex.</b>					
Towns	430	4.6	1.0	2,472	1,481	<b>Texas</b>					
Troup	8,690	51.4	14.2	60,287	45,770	Bastrop	2,040	19.2	5.5	\$17,463	\$12,941
Twiggs	270	8.0	1.8	5,085	1,194	Bell	12,400	90.7	23.3	135,304	64,318
Union	690	7.3	1.7	3,850	2,929	Blanco	440	3.9	1.3	3,994	3,771
Upton	3,490	24.8	6.6	25,917	17,497	Burleson	1,220	12.0	3.5	10,299	8,217
Walker	7,070	40.9	11.3	47,193	21,754	Burnet	1,070	10.5	3.1	11,800	6,731
Walton	3,970	20.1	5.2	15,648	12,247	Caldwell	1,600	18.3	5.1	18,428	18,085
White	500	5.9	1.4	3,065	2,041	Comal	1,880	18.1	5.2	23,606	20,875
Whitfield	7,320	37.9	10.2	40,900	26,314	Coryell	1,550	15.6	4.8	16,680	9,703
Wilkes	1,580	11.9	3.1	8,026	7,167	Fayette	2,900	23.3	7.0	21,799	22,816
Wilkinson	510	9.4	2.4	7,737	3,150	Gillespie	900	10.5	3.3	11,883	12,249
<b>Alabama</b>											
Calhoun	12,580	84.9	22.5	93,983	67,728						
Chambers	4,480	38.3	10.2	39,381	11,660						
Cherokee	2,060	16.5	4.1	11,057	4,927						
Cleburne	1,180	11.5	2.9	7,090	3,317						
Lee	1,880	45.5	11.0	48,608	29,048						
Randolph	2,270	21.4	5.4	14,467	10,586						
Russell	2,770	41.3	10.5	34,103	10,371						

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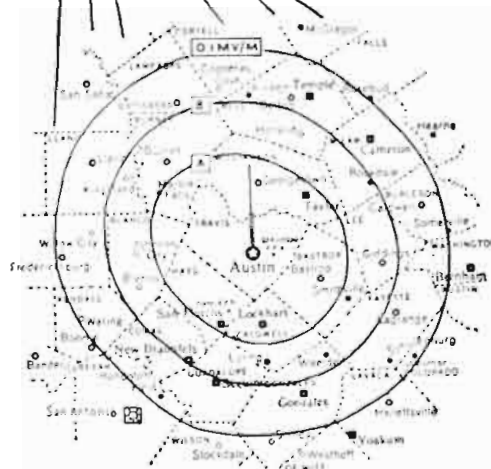


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**KTBC-TV**  
**Channel 7**

Represented Nationally  
by  
Paul H. Raymer Co., Inc.

## TV MARKETS

### AUSTIN, Tex. (Continued from page 39)

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
Gonzales	2,340	20.1	5.4	17,675	33,899	Somerset	1,660	21.4	6.2	19,306	22,798
Guadalupe	4,950	25.5	7.1	26,281	23,274	Talbot	4,810	20.5	6.4	22,342	31,244
Hays	1,500	18.9	4.7	19,549	13,590	Washington	17,650	85.0	24.6	113,621	80,987
Kendall	1,200	5.6	1.7	7,110	5,894	Wicomico	6,400	43.1	13.1	54,915	52,682
Lampasas	1,090	10.0	3.1	10,900	10,338	Worcester	2,100	25.0	7.8	23,269	42,228
Lavaca	2,660	21.1	6.2	20,410	12,269	<b>Delaware</b>					
Lee	940	9.7	2.8	7,746	8,840	Kent	10,990	42.6	12.9	51,501	64,313
Llano	610	5.4	1.8	7,214	6,191	Sussex	14,560	66.4	20.6	72,185	131,139
Milam	880	21.6	6.4	18,138	21,015	<b>Pennsylvania</b>					
Robertson	860					Adams	6,460	45.7	12.9	55,044	47,859
Travis	26,880	179.6	48.2	273,127	190,216	York	50,150	211.3	64.2	331,828	251,024
Washington	2,830	19.5	5.8	17,009	16,579	<b>Total</b>	<b>681,280</b>	<b>2,794.7</b>	<b>798.4</b>	<b>\$4,307,759</b>	<b>\$2,846,359</b>
Williamson	5,990	38.2	11.2	40,442	35,476						
<b>Total</b>	<b>78,730</b>	<b>597.3</b>	<b>166.5</b>	<b>\$737,357</b>	<b>\$557,337</b>						

### BAKERSFIELD, Cal.

<b>California</b>					
Fresno (25%)	17,640	75.5	23.3	\$115,209	\$94,108
Kern	42,820	267.3	80.8	456,988	298,239
Kings	10,700	50.7	15.1	74,921	62,740
Tulare	21,340	152.3	46.3	202,874	170,795
<b>Total</b>	<b>92,500</b>	<b>545.8</b>	<b>165.5</b>	<b>\$849,992</b>	<b>\$625,882</b>

### BALTIMORE, Md.

<b>Maryland</b>					
Anne Arundel	30,490	139.3	35.6	\$189,575	\$84,564
Baltimore (& Balto. City)	351,540	1316.1	381.1	2,089,264	1,459,120
Coroline	4,500	19.2	5.8	18,858	25,125
Carroll	9,110	47.9	12.4	49,186	39,006
Cecil	7,590	37.9	9.8	41,897	28,928
Dorchester	5,850	28.9	8.5	28,524	22,364
Frederick	13,200	69.4	18.8	79,114	56,965
Harford	15,640	62.4	16.6	82,000	50,283
Howard	4,830	26.9	6.9	31,492	11,984
Kent	3,260	14.4	4.3	15,100	14,784
Montgomery	53,890	203.4	57.6	474,046	194,147
Prince Georges	66,600	252.7	67.8	451,725	122,407
Queen Annes	3,260	15.2	4.5	12,967	12,408

### BANGOR, Maine

<b>Maine</b>					
Hancock	3,640	34.0	10.1	\$40,089	\$25,120
Kennebec	15,490	82.9	23.6	114,301	86,096
Knox	5,610	27.3	8.9	34,173	28,011
Lincoln	3,160	17.7	5.5	19,238	20,023
Penobscot	22,010	106.0	28.9	137,542	120,439
Piscataquis	1,730	17.4	5.4	20,839	15,619
Somerset (50%)	1,860	19.4	5.8	22,701	14,301
Waldo	3,750	20.9	6.4	20,993	15,447
Washington	1,710	33.4	10.2	33,522	23,148
<b>Total</b>	<b>58,960</b>	<b>359.0</b>	<b>104.8</b>	<b>\$443,398</b>	<b>\$348,204</b>

### BATON ROUGE, La.

<b>Louisiana</b>					
Ascension	UHF	22.9	6.1	\$18,880	\$12,601
E. Baton Rouge	circulation	197.0	55.6	332,237	184,356
E. Feliciana	NA on a	19.6	3.5	9,550	5,908
Iberville	county basis	26.3	7.3	22,569	14,265
Livingston		21.0	5.6	19,868	11,968
Pointe Coupee		21.5	5.5	16,240	9,194
St. Helena		9.2	2.3	6,308	1,817
W. Baton Rouge		11.9	3.3	10,662	5,210
W. Feliciana		9.7	1.6	5,321	2,071
<b>Total</b>		<b>339.1</b>	<b>90.8</b>	<b>\$441,635</b>	<b>\$247,390</b>

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In every industry, there's ONE basic reference source—in television, it's

**TELEVISION Magazine**

## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>BAY CITY-SAGINAW, Mich.</b>					
<b>Michigan</b>					
Arenac	1,310	9.8	2.9	\$9,278	\$10,417
Bay	20,240	95.0	27.6	137,796	110,990
Clare	2,130	11.1	3.3	11,818	9,478
Clinton	6,830	33.4	9.5	38,298	20,540
Genesee	56,180	292.4	87.4	524,659	396,744
Gladwin	2,530	9.3	2.6	8,103	6,974
Gratiot	7,370	34.5	10.2	37,474	34,404
Huron	4,150	33.9	9.6	33,513	39,550
Iosco	1,150	11.6	3.6	11,869	13,356
Isabella	4,320	29.8	8.2	35,580	25,029
Lapeer	5,990	37.8	9.7	38,904	39,406
Midland	6,800	39.8	11.3	58,333	34,833
Ogemaw	1,130	9.5	2.8	7,896	10,760
Roscommon	680	7.3	2.4	8,184	10,592
Saginaw	33,140	164.6	48.1	248,284	196,620
Sanilac	2,780	31.5	9.5	32,803	28,464
Shiawassee	11,110	48.5	14.9	67,292	44,695
Tuscola	5,540	40.0	11.4	43,057	34,432
<b>Total</b>	<b>173,380</b>	<b>939.8</b>	<b>275.0</b>	<b>\$1,353,141</b>	<b>\$1,067,284</b>
<b>BEAUMONT, Tex.</b>					
<b>Texas</b>					
Chambers	UHF	8.1	2.3	\$11,306	\$6,271
Hardin	circulation	21.2	6.0	22,770	13,444
Jasper	NA on a	21.1	5.5	19,109	20,689
Jefferson	county basis	217.3	64.5	383,295	265,843
Liberty		27.9	8.0	32,245	30,365
Newton		10.3	2.7	7,498	3,946
Orange		51.8	14.6	74,413	43,862
Tyler		11.5	3.1	10,937	9,110
<b>Louisiana</b>					
Beauregard		19.3	5.3	17,672	13,722
Calcasieu		108.0	30.9	165,875	104,309
Cameron		5.7	1.3	5,966	2,140
<b>Total</b>		<b>502.2</b>	<b>144.2</b>	<b>\$751,086</b>	<b>\$513,701</b>
<b>BELLINGHAM, Wash.</b>					
<b>Washington</b>					
Island	3,420	13.0	4.1	\$17,675	\$7,707
San Juan	540	3.2	1.2	4,530	2,404
Skagit (50%)	3,180	21.8	7.0	29,706	29,966
Snohomish (20%)	6,210	23.4	7.9	36,200	25,250
Whotcom	7,760	66.5	22.5	95,496	82,497
<b>Total</b>	<b>21,110</b>	<b>127.9</b>	<b>42.7</b>	<b>\$183,607</b>	<b>\$147,824</b>
<b>BETHLEHEM, Pa.—See ALLENTOWN-BETHLEHEM-EASTON</b>					
<b>BILLINGS, Mont.</b>					
<b>Montana</b>					
Big Horn	240	9.5	2.6	\$11,276	\$8,920
Carbon	400	9.9	3.4	11,304	7,793
Golden Valley	50	1.4	.4	2,024	558
Musselshell	190	5.4	1.9	8,955	5,345
Stillwater	390	5.0	1.6	6,795	4,909
Treasure	60	1.4	.4	2,341	1,491
Wheatland	50	3.3	1.1	5,413	3,819
Yellowstone	8,910	63.4	21.3	113,180	85,890
<b>Total</b>	<b>10,290</b>	<b>99.3</b>	<b>32.7</b>	<b>\$161,288</b>	<b>\$118,725</b>
<b>BINGHAMTON, N. Y.</b>					
<b>New York</b>					
Broome	44,600	193.8	58.7	\$324,061	\$219,989
Chemung	13,650	92.7	29.0	140,421	119,241
Chenango	8,350	40.6	12.4	53,381	39,596
Cortland	7,930	38.7	11.8	51,678	48,074
Delaware	6,760	45.8	14.0	56,721	53,201
Otsego	12,260	52.6	16.7	69,377	61,779
Schuyler	4,140	14.9	4.6	15,546	15,803
Sullivan	10,550	42.2	13.4	54,436	79,590
Tioga	6,590	31.4	9.8	38,786	31,391
Tompkins	13,490	64.9	18.0	102,564	66,927
<b>Pennsylvania</b>					
Bradford	9,210	51.9	15.6	62,755	46,295
Columbia	6,740	54.1	16.3	69,036	53,913
Lackawanna	58,800	247.1	72.3	337,067	239,168
Luzerne	64,280	378.7	107.7	510,463	371,389
Lycoming	7,210	103.9	31.8	148,469	108,718
Sullivan	570	6.4	1.7	6,158	5,148
Susquehanna	5,810	31.1	9.0	34,556	24,711
Tioga	4,670	35.9	10.8	41,500	32,241
Wayne	3,150	28.1	8.1	30,517	27,928
Wyoming	3,460	16.7	4.9	18,534	16,799
<b>Total</b>	<b>292,220</b>	<b>1,571.5</b>	<b>466.6</b>	<b>\$2,166,026</b>	<b>\$1,661,901</b>

## TELEVISION HOMES

in the

# WNBF-TV MARKET

March

**269,880**

April

**274,238**

May

**278,733**

June

**283,229**

July

**287,725**

August

**292,220**

Today...

Call us or The Bolling Company for the up-to-date measure of this expanding market in 22 counties of Southern New York and Northern Pennsylvania.

## WNBF-TV

### CHANNEL 12

### Binghamton, N. Y.

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**A new SPOT for sales**

**ON THE AIR  
AUGUST 14**

A new "sales force"  
for advertisers

**WGR-TV  
BUFFALO**

Covering all of  
Western New York

**CHANNEL 2**

A station that serves its  
audience and its advertisers

**REACHING OVER  
410,000  
TV HOMES**

Sales effective coverage plus a  
bonus of 315,000 Canadian homes

**NATION'S  
14<sup>TH</sup>  
LARGEST MARKET**

A market with an annual buying  
income of over \$2,655,000,000

**NBC  
BASIC AFFILIATE**

Owned and operated by  
WGR Corporation

Representatives: U.S. — Headley-Reed • Canada — Andy McDermott, Toronto

# TV MARKETS

BIRMINGHAM, Ala.					BOISE-MERIDIAN, Idaho						
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		
<b>Alabama</b>					<b>Idaho</b>						
Bibb	3,200	16.9	4.2	\$11,478	\$8,094	Ada	15,520	78.3	24.9	\$124,230	\$92,616
Blount	3,670	28.8	7.4	19,652	11,014	Adams	160	3.3	.9	4,730	2,558
Calhoun	12,580	84.9	22.5	93,983	67,728	Boise	110	1.8	.6	2,192	1,065
Chambers	4,480	38.3	10.2	39,381	11,660	Camas	60	1.2	.3	1,975	871
Cherokee	2,060	16.5	4.1	11,057	4,927	Canyon	4,760	57.6	17.2	72,489	65,328
Chilton	3,170	26.1	6.9	18,053	11,621	Elmore	1,160	7.8	2.3	10,817	7,268
Clay	1,230	13.0	3.3	8,744	5,308	Gem	600	8.4	2.5	9,681	7,130
Cleburne	1,180	11.5	2.9	7,090	3,317	Gooding	310	11.7	3.4	13,667	15,497
Colbert	1,800	40.8	11.0	44,584	32,130	Owyhee	500	6.6	1.7	6,871	5,605
Coasa	1,070	11.1	2.8	7,858	4,149	Payette	660	12.8	3.9	13,712	10,949
Cullman	6,490	48.9	12.4	32,646	20,777	Twin Falls	1,960	43.4	13.6	65,433	58,508
Dallas	5,120	55.5	14.6	49,030	37,880	Washington	600	8.5	2.7	10,128	13,803
De Kalb	3,420	45.2	11.9	28,365	19,005	<b>Oregon</b>					
Etowah	16,410	101.1	28.1	119,982	81,906	Baker	150	15.1	5.1	21,410	16,950
Fayette	990	18.6	4.8	12,229	8,354	Malheur	2,360	23.9	6.9	29,733	32,686
Franklin	1,990	25.0	6.5	18,579	14,024	<b>Total</b>	<b>28,910</b>	<b>280.4</b>	<b>86.0</b>	<b>\$387,068</b>	<b>\$330,834</b>
Greene	970	15.8	3.9	8,533	7,759	<b>BOSTON, Mass.</b>					
Hale	1,080	19.1	4.7	10,098	7,277	<b>Massachusetts</b>					
Jackson	1,470	37.5	9.3	23,634	14,837	Barnstable	13,380	50.3	16.5	\$69,382	\$77,647
Jefferson	120,030	597.5	171.3	840,552	621,372	Bristol	100,930	391.5	120.2	543,687	390,443
Lamar	930	15.3	3.9	8,466	4,853	Dukes	1,230	5.7	1.8	6,640	7,503
Lauderdale	2,480	56.3	15.4	59,896	41,330	Essex	150,610	535.9	165.5	845,714	535,074
Lawrence	2,430	26.6	6.5	16,194	7,374	Middlesex	262,560	1,103.6	315.5	1,908,992	1,080,465
Lee	1,880	45.5	11.0	48,608	29,048	Nantucket	1,260	3.5	1.1	3,966	7,532
Limestone	3,890	35.3	8.9	25,384	17,857	Norfolk	106,220	420.9	121.6	818,083	376,830
Madison	6,590	76.9	20.0	69,700	60,049	Plymouth	52,580	199.3	62.0	293,188	198,801
Marion	2,230	26.8	6.9	16,386	12,229	Suffolk	240,230	908.3	265.4	1,488,653	1,400,520
Marshall	3,440	45.1	12.1	33,100	35,706	Warcester	145,940	563.4	165.9	852,765	596,004
Montgomery	14,350	149.0	42.4	197,946	143,788	<b>Maine</b>					
Morgan	7,120	53.9	15.2	50,729	46,958	Cumberland	31,690	169.8	50.8	251,021	211,904
Perry	830	18.4	4.3	10,979	8,462	York	19,250	93.2	27.7	130,529	75,951
Pickens	1,210	23.1	5.5	13,674	10,246	<b>New Hampshire</b>					
Randolph	2,270	21.4	5.4	14,467	10,586	Cheshire	6,360	38.4	11.7	48,869	34,684
Saint Clair	2,970	26.4	6.7	22,284	10,532	Hillsborough	34,880	162.0	49.1	240,111	177,888
Shelby	5,360	30.5	7.7	25,198	12,332	Merrimack	12,760	64.2	18.4	83,341	62,856
Talladega	12,250	67.6	16.7	63,671	43,235	Rockingham	20,160	73.2	22.6	97,050	71,321
Tallapoosa	2,660	34.0	9.0	33,155	21,479	Strafford	8,500	53.6	15.4	72,089	51,765
Tuscaloosa	8,660	99.7	24.2	101,169	63,036	<b>Total</b>	<b>1,208,540</b>	<b>4,836.8</b>	<b>1,431.2</b>	<b>\$7,754,080</b>	<b>\$5,357,188</b>
Walker	9,620	62.3	16.2	50,199	38,859	<b>BRIDGEPORT, Conn.</b>					
Winston	2,340	18.1	4.5	13,499	7,951	<b>Connecticut</b>					
<b>Mississippi</b>					<b>New York</b>						
Itawamba	910	16.7	4.4	10,772	3,106	Suffolk	339.2	94.3	506,485	332,311	
<b>Total</b>	<b>286,830</b>	<b>2,201.0</b>	<b>589.7</b>	<b>\$2,291,004</b>	<b>\$1,622,155</b>	<b>Total</b>	<b>1,458.4</b>	<b>427.6</b>	<b>\$2,801,512</b>	<b>\$1,858,657</b>	
<b>BISMARCK, N. D.</b>					<b>BUFFALO, N. Y.</b>						
<b>North Dakota</b>					<b>New York</b>						
Burleigh	3,770	27.1	7.8	\$42,132	\$44,044	Allegany	9,810	45.3	13.6	\$57,216	\$39,574
Emmons	340	9.0	2.1	9,386	8,830	Cattaraugus	19,610	80.2	24.3	109,563	89,254
Grant	200	6.7	1.6	7,205	5,440	Chautauqua	33,370	141.5	46.7	205,763	174,401
Kidder	290	6.1	1.5	6,500	4,479	Erie	261,120	951.3	283.9	1,593,907	1,207,950
Logan	150	5.9	1.3	4,777	5,321	Genesee	12,240	49.3	14.7	72,151	57,290
Mc Intosh	220	7.0	1.7	6,478	9,859	Livingston	7,710	41.3	11.4	48,592	39,565
Mc Lean	750	19.3	5.2	29,258	19,548	Niagara	55,700	203.9	60.9	335,953	226,256
Mercer	180	8.0	2.1	10,572	7,642	Orleans	8,780	30.7	9.6	38,247	33,091
Marton	2,560	20.2	5.2	26,824	20,599	Wyoming	6,640	33.8	9.7	36,793	34,293
Oliver	110	2.8	.5	3,935	981	<b>Pennsylvania</b>					
Sheridan	160	4.9	1.2	5,809	3,524	McKean (50%)	4,860	28.1	8.7	42,220	29,492
Sioux	50	3.1	.6	2,628	1,241	<b>Total</b>	<b>419,840</b>	<b>1,605.4</b>	<b>483.5</b>	<b>\$2,540,405</b>	<b>\$1,931,166</b>
<b>Total</b>	<b>8,620</b>	<b>120.1</b>	<b>30.8</b>	<b>\$155,504</b>	<b>\$131,508</b>						
<b>BLOOMINGTON, Ill.</b>					<b>BLOOMINGTON, Ind.</b>						
<b>Illinois</b>					<b>Indiana</b>						
De Witt	UHF	16.5	5.6	\$27,038	\$19,883	Bartholomew	11,490	45.6	14.3	\$62,730	\$35,498
Livingston	circulation	37.5	11.4	56,512	38,590	Boone	6,300	25.2	8.3	39,697	32,602
Logan	NA on a	31.2	8.6	41,280	30,033	Brown	880	5.9	1.6	5,206	2,612
McLean	county basis	77.7	24.6	129,799	111,384	Carroll	3,340	16.8	5.4	23,515	14,482
Piatt (25%)		3.4	1.1	4,981	3,071	Clay	2,970	23.8	8.1	32,510	18,394
Tazewell		83.8	26.3	141,864	64,408	Clinton	7,370	30.7	10.1	46,626	32,390
Woodford		22.2	6.8	31,626	22,751	Daviess	5,530	27.4	8.3	31,280	26,318
<b>Total</b>		<b>272.3</b>	<b>84.4</b>	<b>\$433,100</b>	<b>\$290,120</b>	Decatur	3,680	18.8	5.7	24,850	18,511
<b>BLOOMINGTON, Ind.</b>					<b>BUFFALO, N. Y.</b>						
<b>Indiana</b>					<b>New York</b>						
Bartholomew	11,490	45.6	14.3	\$62,730	\$35,498	Allegany	9,810	45.3	13.6	\$57,216	\$39,574
Boone	6,300	25.2	8.3	39,697	32,602	Cattaraugus	19,610	80.2	24.3	109,563	89,254
Brown	880	5.9	1.6	5,206	2,612	Chautauqua	33,370	141.5	46.7	205,763	174,401
Carroll	3,340	16.8	5.4	23,515	14,482	Erie	261,120	951.3	283.9	1,593,907	1,207,950
Clay	2,970	23.8	8.1	32,510	18,394	Genesee	12,240	49.3	14.7	72,151	57,290
Clinton	7,370	30.7	10.1	46,626	32,390	Livingston	7,710	41.3	11.4	48,592	39,565
Daviess	5,530	27.4	8.3	31,280	26,318	Niagara	55,700	203.9	60.9	335,953	226,256
Decatur	3,680	18.8	5.7	24,850	18,511	Orleans	8,780	30.7	9.6	38,247	33,091
DuBois	3,180	24.8	6.9	30,197	24,706	Wyoming	6,640	33.8	9.7	36,793	34,293
Fountain	2,960	18.2	6.1	23,706	17,609	<b>Pennsylvania</b>					
Greene	5,090	27.4	9.3	31,305	22,275	McKean (50%)	4,860	28.1	8.7	42,220	29,492
Hamilton	7,360	30.3	9.7	46,163	28,664	<b>Total</b>	<b>419,840</b>	<b>1,605.4</b>	<b>483.5</b>	<b>\$2,540,405</b>	<b>\$1,931,166</b>
Hancock	5,340	21.7	7.1	30,100	19,243						
Hendricks	7,080	26.8	8.3	42,675	16,539						
Howard	13,010	58.2	18.4	95,465	61,614						
Jackson	5,710	29.2	9.0	32,831	30,901						
Jennings	2,690	16.0	4.1	13,089	10,791						
Johnson	7,280	28.2	8.8	42,610	25,605						
Knox	10,320	44.1	14.2	59,782	51,145						
Lawrence	6,770	35.0	10.8	44,207	33,218						

## Electronic Buttonhook



There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D. C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearl. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse.

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation.

For more light thereon, please ask the Katz man.

## WMT-TV

Channel 2 • 100,000 watts  
CBS for Eastern Iowa

Mail Address: Cedar Rapids  
National Reps: The Katz Agency

## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>BUTTE, Mont.</b>					
Montana					
Deer Lodge	770	17.5	4.9	\$27,548	\$12,018
Silver Bow	10,610	50.8	18.5	88,596	58,479
<b>Total</b>	<b>11,380</b>	<b>68.3</b>	<b>23.4</b>	<b>\$116,144</b>	<b>\$70,497</b>

## CADILLAC, Mich.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Michigan</b>					
Antrim	1,580	10.9	3.5	\$8,935	\$9,704
Arenac	1,310	9.8	2.9	9,278	10,417
Benzie	600	8.2	2.6	7,497	8,204
Charlevoix	510	14.1	4.1	12,406	11,379
Clare	2,130	11.1	3.3	11,818	9,478
Crawford	490	4.2	1.3	3,688	3,752
Gladwin	2,530	9.3	2.6	8,103	6,974
Grand Traverse	1,670	30.6	8.4	34,642	39,650
Gratiot (50%)	3,690	17.2	5.1	18,737	17,202
Isabella	4,320	29.8	8.2	35,580	25,029
Kalkaska	430	4.4	1.4	3,387	2,998
Lake	330	5.3	1.8	3,962	3,956
Leelanau	370	8.8	2.6	9,241	5,136
Manistee	920	20.6	6.4	21,891	16,028
Mason	1,810	20.8	6.6	23,896	25,722
Mecosta	3,470	18.7	5.8	18,505	17,136
Midland	6,800	39.8	16.2	58,333	34,833
Missaukee	520	7.6	2.1	6,677	5,306
Newaygo	4,000	22.6	6.9	23,447	18,560
Oceana	1,110	17.1	5.1	15,228	13,725
Ogemaw	1,130	9.5	2.8	7,896	10,760
Osceola	3,090	14.5	4.1	12,317	12,586
Oscoda	170	3.5	1.0	2,630	2,368
Otsego	1,580	6.5	1.7	5,588	6,930
Roscommon	680	7.3	2.4	8,184	10,592
Wexford	1,080	19.3	5.8	21,481	19,960
<b>Total</b>	<b>46,320</b>	<b>371.5</b>	<b>114.7</b>	<b>\$393,347</b>	<b>\$348,385</b>

## CEDAR RAPIDS, Iowa

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Iowa</b>					
Benton	5,040	22.5	7.2	\$30,760	\$21,278
Black Hawk	22,470	107.6	33.3	191,762	129,907
Bremer	2,670	19.0	5.8	24,412	22,075
Buchanan	4,980	22.0	6.1	24,356	17,637
Butler	2,190	17.4	5.5	21,877	20,552
Cedar	4,800	18.0	5.4	26,784	18,063
Clayton	2,080	21.8	6.8	27,503	21,348
Davis	1,620	9.5	3.1	10,611	5,126
Delaware	4,240	17.6	5.2	23,445	13,495
Dubuque	12,410	74.2	20.2	117,472	92,268
Fayette	2,740	27.9	8.5	38,434	24,183
Grundy	2,540	13.6	4.4	20,177	12,883
Iowa	2,870	15.5	4.9	22,191	16,691
Jackson	5,220	18.6	5.7	22,641	17,762
Jefferson	2,480	15.5	5.1	19,279	14,419
Johnson	6,940	47.9	13.0	77,766	49,545
Jones	3,840	19.3	5.8	24,673	21,992
Keokuk	2,700	16.8	5.6	19,538	16,873
Linn	29,430	109.5	35.6	195,106	158,436
Mahaska	3,230	24.3	8.1	33,331	27,195
Monroe	1,240	11.1	3.4	11,942	8,400
Muscatine	9,080	33.6	10.7	48,126	41,078
Poweshiek	2,380	19.5	5.8	26,393	19,521
Tama	4,610	21.5	7.0	29,009	25,158
Wapello	4,070	47.5	15.5	71,446	47,035
Washington	2,610	19.5	6.4	28,659	25,569
<b>Illinois</b>					
Jo Daviess	3,250	22.0	6.8	27,538	21,227
<b>Wisconsin</b>					
Grant	3,010	42.5	12.4	52,260	48,231
<b>Total</b>	<b>154,740</b>	<b>855.7</b>	<b>263.3</b>	<b>\$1,267,491</b>	<b>\$957,967</b>

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In every industry, there's ONE basic reference source—  
in television, it's  
**TELEVISION Magazine**

**MARKETS**

VHF Sets    Population (thousands)    Families (thousands)    EBI (add 000)    Retail Sales (add 000)

**CHAMPAIGN, III.**

City	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Champaign	16,740	117.5	31.5	\$208,396	\$128,154
Albion	2,670	16.9	5.7	20,951	17,946
Alton	6,140	41.5	13.6	61,214	53,636
Carbondale	2,970	21.2	7.4	28,136	21,006
Eastland	2,380	10.2	3.3	10,447	5,909
De Witt	2,870	16.5	5.6	27,038	19,883
Decatur	3,610	16.5	5.4	21,109	18,329
Edgar	2,840	23.7	8.0	30,951	25,234
Effingham	4,460	21.7	6.7	26,206	29,960
Farmer	2,920	16.2	5.2	22,190	19,521
Greenville	4,120	32.3	10.5	45,100	38,008
Lawrence	2,310	12.0	3.9	11,664	9,256
Liveston	3,240	37.5	11.4	56,512	38,590
Macomb	4,720	31.2	8.6	41,280	30,033
Marion	7,650	77.7	24.6	129,799	111,384
Mattoon	19,340	106.4	34.5	179,599	136,728
Monticello	1,690	13.2	4.2	18,365	12,212
Pike	1,620	13.6	4.4	19,923	12,285
Shelby	1,970	24.1	8.0	29,290	20,684
Union	11,400	86.9	28.2	137,817	105,181

**Illinois**

Beard	2,890	11.6	3.5	17,212	13,190
Clark	2,970	23.8	8.1	32,510	18,394
Forbin	2,960	18.2	6.1	23,706	17,609
Montgomery	7,950	30.0	9.8	46,131	33,382
Newton	2,920	11.3	3.6	16,398	13,015
Palmer	2,200	15.4	4.9	17,833	12,050
Pulaski	2,490	23.7	6.9	28,204	24,976
Sullivan	4,790	23.3	7.9	26,874	20,378
Tipton	10,310	81.4	23.2	139,733	87,010
Union	3,300	21.0	7.2	23,334	18,711
Viola	29,280	108.8	36.0	175,770	127,662
Wentz	1,560	8.7	2.8	12,184	4,571
<b>Total</b>	<b>199,280</b>	<b>1,114.0</b>	<b>350.7</b>	<b>\$1,685,876</b>	<b>\$1,244,887</b>

**CHARLESTON, S. C.**

City	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Boiling	770	17.2	4.1	\$11,896	\$9,721
Beaufort	2,210	28.6	6.7	27,918	13,545
Bellevue	4,000	31.4	6.9	19,034	9,244
Charleston	31,490	173.0	48.0	213,924	147,084
Clendenen	1,680	32.4	6.7	17,165	11,107
Conway	2,660	28.6	7.3	18,904	15,535
Daniels	2,030	23.3	5.7	17,668	11,656
Georgetown	4,430	33.4	7.9	28,139	20,291
Horton	1,520	18.4	4.5	10,639	8,399
Jarvis	940	11.0	2.7	6,863	5,942
Orangeburg	5,210	70.2	16.5	51,555	39,616
Wattsburg	2,110	44.8	9.3	22,980	20,468

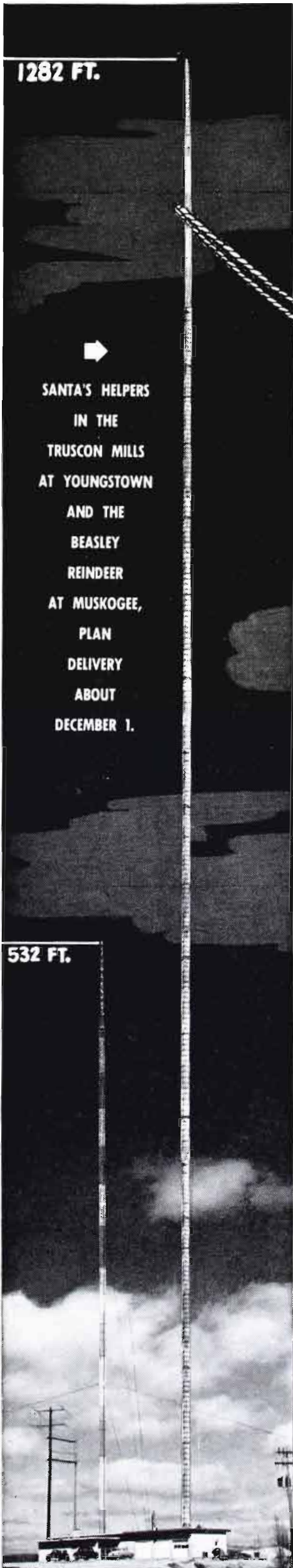
**Georgia**

Chatham	18,240	159.1	47.4	211,441	168,652
<b>Total</b>	<b>77,290</b>	<b>671.4</b>	<b>173.7</b>	<b>\$658,126</b>	<b>\$481,260</b>

**CHARLESTON, W. Va.**

City	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Beckley	UHF	34.3	8.0	\$34,809	\$20,206
Clarksburg	circulation	14.7	3.5	11,648	3,858
Putnam (50%)	NA on a	40.7	10.2	46,761	29,703
Putnam	county basis	14.8	3.9	11,609	7,546
Waynesburg		245.6	68.6	378,784	240,481
Lincoln		22.0	5.0	16,022	6,789
Polk		28.4	6.8	26,197	15,138
Putnam		21.2	5.3	19,721	4,533
Roane		17.5	4.2	13,653	6,408
<b>Total</b>		<b>439.2</b>	<b>105.5</b>	<b>\$559,204</b>	<b>\$334,662</b>

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→  
**SANTA'S HELPERS  
 IN THE  
 TRUSCON MILLS  
 AT YOUNGSTOWN  
 AND THE  
 BEASLEY  
 REINDEER  
 AT MUSKOGEE,  
 PLAN  
 DELIVERY  
 ABOUT  
 DECEMBER 1.**

**WWTV**  
*has done its*  
**CHRISTMAS SHOPPING!**



A 90 Mile signal radius from a quarter mile of steel on the peak of Michigan, a half mile above Lakes Michigan and Huron!

The HOME TOWN STATION of

237 Michigan Communities

now will give you

FOUR MAJOR MARKETS:

MUSKEGON

GRAND RAPIDS

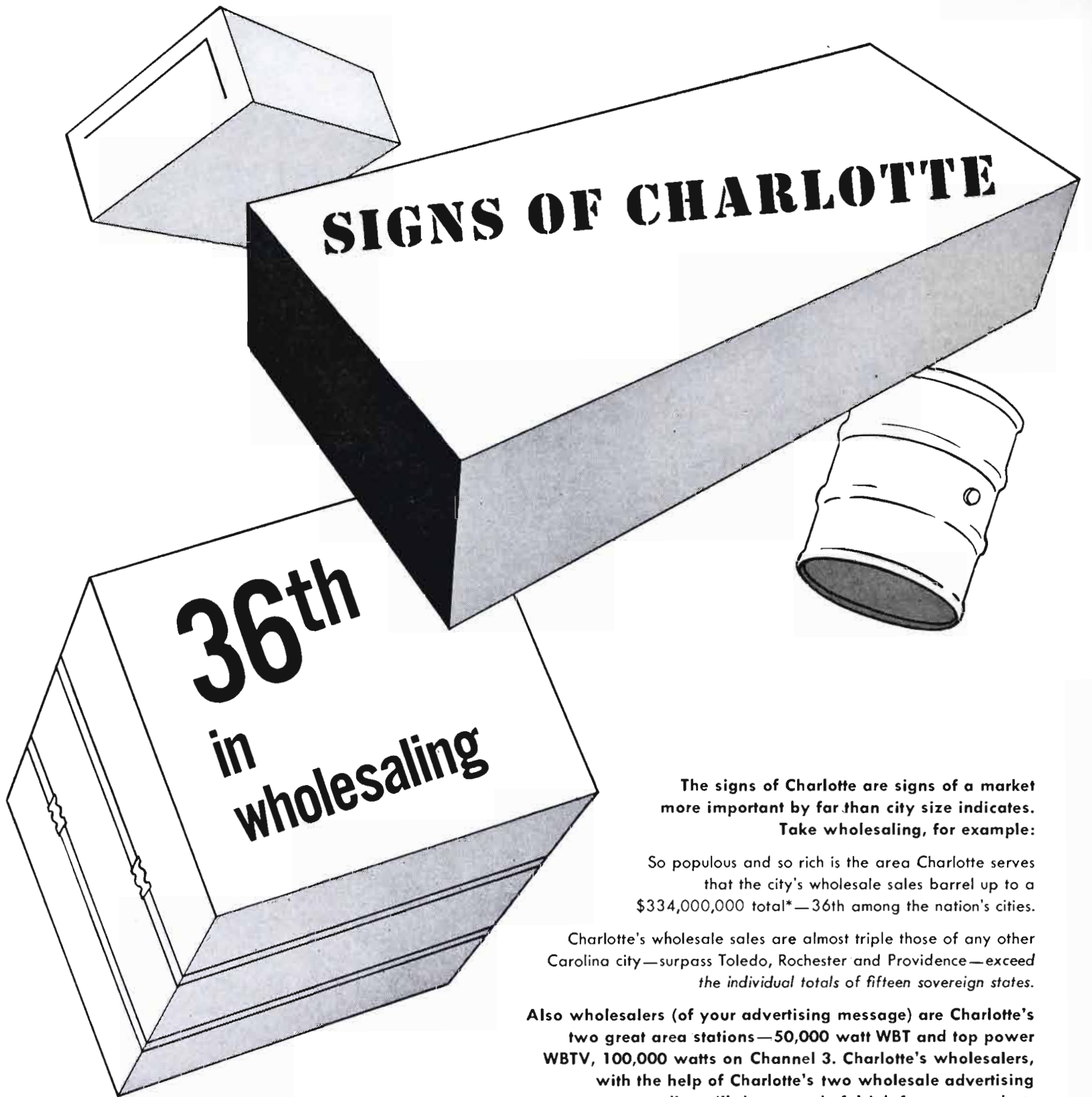
SAGINAW

BAY CITY



CBS — DUMONT — ABC

WEED TELEVISION — W. L. SALES, GRAND RAPIDS  
 SPARTON BROADCASTING COMPANY



The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a \$334,000,000 total\*—36th among the nation's cities.

Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—exceed the individual totals of fifteen sovereign states.

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTB, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

\*"Merchant Wholesalers" only—Sales Management, 1953

*Coverage to Match the Market*

Represented Nationally by CBS Radio and Television Spot Sales

**WBT-WBTB**

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company



# TV MARKETS

CHARLOTTE, N. C.						CHATTANOOGA, Tenn.					
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>North Carolina</b>						<b>Tennessee</b>					
Alexander	2,190	15.0	3.6	\$11,112	\$6,375	Bledsoe	850	8.5	1.7	\$4,853	\$3,289
Anson	3,810	26.6	6.3	18,424	14,275	Bradley	1,660	33.3	8.9	31,872	26,547
Ashe	3,160	22.1	5.2	12,298	7,042	Coffee	4,180	26.4	7.3	22,249	19,295
Avery	1,170	13.4	3.2	8,307	3,796	Franklin	1,130	25.5	6.4	20,200	16,328
Buncombe	14,840	128.7	35.0	163,626	116,440	Grundy	1,390	12.5	3.0	7,065	4,557
Burke	9,120	48.6	11.5	44,279	21,094	Hamilton	22,990	214.1	62.8	283,620	261,256
Cabarrus	12,870	66.2	17.5	84,087	60,390	Lincoln	1,030	24.9	6.8	20,729	16,394
Caldwell	5,990	46.4	11.2	43,159	25,442	McMinn	1,450	32.0	8.6	27,429	21,706
Catawba	12,280	66.2	17.5	77,919	54,120	Marion	3,760	20.9	5.1	15,767	11,429
Cleveland	10,360	67.0	16.5	67,548	44,064	Meigs	320	6.1	1.3	3,702	1,475
Davidson	11,290	66.2	17.5	74,328	47,736	Moore	170	4.0	1.2	2,733	1,250
Davie	2,660	15.8	4.0	15,917	6,880	Polk	610	13.3	3.3	9,921	7,282
Forsyth	28,760	158.8	44.0	231,746	128,940	Rhea	1,210	15.6	4.1	12,345	8,691
Gaston	22,840	121.3	31.2	150,856	87,298	Sequatchie	410	6.0	1.3	3,792	2,551
Haywood	3,540	39.0	10.1	40,917	23,229	Van Buren	180	4.0	.8	1,972	924
Henderson	2,350	32.9	9.3	33,311	25,670	Warren	2,990	22.6	6.5	18,970	17,928
Iredell	7,910	58.5	15.4	60,249	43,497	White	1,840	16.1	4.2	11,427	9,549
Lincoln	4,270	28.4	7.0	24,125	17,027	<b>Alabama</b>					
McDowell	4,900	27.2	6.7	26,276	15,403	Cherokee	2,060	16.5	4.1	11,057	4,927
Mecklenberg	43,660	216.4	59.0	364,307	261,722	De Kalb	3,420	45.2	11.9	28,365	19,005
Mitchell	1,460	15.0	3.6	9,737	6,243	Jackson	1,470	37.5	9.3	23,634	14,837
Montgomery	2,560	17.8	4.4	14,647	10,979	<b>Georgia</b>					
Moore	3,540	33.8	8.6	33,296	25,822	Catoosa	3,460	16.3	4.3	16,836	4,824
Polk	2,240	11.8	3.2	11,222	5,508	Chattooga	2,900	22.0	5.7	22,490	11,562
Randolph	7,120	53.4	14.2	57,544	36,380	Dade	1,330	8.0	1.7	5,522	2,417
Richmond	6,090	40.8	10.4	46,644	35,099	Dawson	250	3.4	.7	1,757	807
Robeson	6,210	92.6	20.3	68,607	58,357	Fannin	1,560	15.2	3.8	12,599	8,776
Rowan	12,760	78.2	21.3	101,271	57,240	Floyd	10,050	65.2	17.6	77,743	53,628
Rutherford	8,530	46.7	12.0	41,133	30,629	Gilmer	1,140	9.9	2.5	5,327	5,242
Scotland	1,800	27.5	6.3	19,817	17,848	Gordon	3,950	19.0	5.0	13,569	8,890
Stanly	9,170	39.3	10.8	43,459	27,178	Lumpkin	630	6.9	1.5	4,980	2,581
Transylvania	1,330	16.3	3.9	14,738	9,991	Murray	2,190	10.8	2.6	7,501	2,896
Union	6,170	43.7	10.7	36,744	33,103	Pickens	1,140	8.8	2.3	6,590	6,233
Watauga	1,520	18.5	4.3	11,602	7,522	Union	690	7.3	1.7	3,850	2,929
Wilkes	4,970	46.6	11.2	32,669	23,297	Walker	7,070	40.9	11.3	47,193	21,754
Yadkin	4,650	23.0	5.7	18,639	7,360	Whitfield	7,320	37.9	10.2	40,900	26,314
Yancey	820	16.2	3.7	9,335	5,834	<b>North Carolina</b>					
<b>South Carolina</b>						Cherokee	610	18.6	4.4	11,971	8,916
Cherokee	6,280	35.3	8.7	32,655	19,051	Clay	150	6.1	1.3	3,454	856
Chester	5,130	32.5	8.2	32,281	21,529	Graham	210	7.2	1.7	5,044	2,776
Chesterfield	3,840	36.2	8.3	24,303	20,937	<b>Total</b>	<b>97,770</b>	<b>888.5</b>	<b>236.9</b>	<b>\$849,028</b>	<b>\$640,621</b>
Darlington	4,530	51.5	12.4	43,174	33,955						
Dillon	2,710	31.1	6.8	21,452	17,070						
Fairfield	3,190	21.2	4.9	16,085	9,202						
Greenville	26,530	178.0	49.6	258,496	176,384						
Kershaw	4,490	32.0	7.7	25,595	18,061						
Lancaster	5,840	38.1	9.2	40,486	27,787						
Laurens	3,780	47.9	11.9	52,025	27,502						
Lee	2,920	22.7	4.8	11,230	7,527						
Marlboro	3,210	30.9	7.5	19,669	17,432						
Newberry	3,220	32.4	8.5	32,184	23,629						

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## The company you keep in CHATTANOOGA

(79th MARKET ... ON WDEF-TV)

Your Play Time ... Comedy Hour ... TV Playhouse ... Liberace ...  
 GE Theatre ... Tony Martin Show ... Camel News Caravan ... Burns  
 and Allen ... My Friend Irma\* ... Viceroy Theatre ... Dennis Day  
 Show ... Robert Montgomery Presents ... Place the Face ... Studio  
 One ... Midwestern Hayride ... Arthur Murray Party ... Milton Berle  
 Show ... I Love Lucy ... Masquerade Party ... Red Buttons ...  
 Truth or Consequences ... You Bet Your Life ... Red Skelton Revue  
 ... Arthur Godfrey and His Friends ... Coke Time ... I Married Joan  
 ... Cavalcade of America ... Strike It Rich ... I've Got a Secret ...  
 I Led Three Lives ... This Is Your Life ... Dragnet ... Ford Theatre  
 ... Mr. District Attorney ... Favorite Story ... Pantomime Quiz ...  
 Mama\* ... Life of Riley ... Best in Mystery ... Big Story\* ... Caval-  
 cade of Sports ... Game of the Week ... Jackie Gleason Show ...

Amateur Hour ... Saturday Nite Revue ... Your Hit Parade\* ...  
 Private Secretary ... On Your Account ... Lux Theatre\* ... Disney-  
 land\* ... Kollege of Musical Knowledge ... Welcome Travelers ...  
 Guiding Light ... Hawkins Falls ... Chrysler Show\* ... Dollar a  
 Second ... Sports Revue

Carter Parham, President

Harold (Hap) Anderson, Manager

105,200 Watts VHF



**WDEF-TV**

CHATTANOOGA

channel



\* Scheduled for Fall '54

Contact THE BRANHAM COMPANY

INTERCONNECTED ... NBC • CBS • ABC • DUMONT



# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>CLEVELAND, Ohio</b>					
<b>Ohio</b>					
Ashland	9,020	34.1	10.8	\$51,587	\$37,496
Ashtabula	21,970	81.5	25.5	127,327	96,615
Carroll	4,390	19.7	5.7	23,277	13,182
Columbiana	21,400	101.8	31.2	149,958	110,495
Coshocton	3,370	31.6	10.1	44,709	30,135
Crawford	8,330	39.8	12.7	58,943	50,050
Cuyahoga	426,130	1,446.0	441.8	2,998,757	1,976,290
Erie	14,850	55.9	17.3	91,419	67,760
Geauga	7,130	29.8	8.2	47,523	21,773
Harrison	2,630	18.8	5.7	23,486	14,462
Holmes	3,840	19.2	5.2	19,159	10,857
Huron	9,010	41.1	12.6	59,178	48,108
Jefferson (33%)	7,130	32.1	9.3	52,039	32,280
Lake	23,720	88.2	26.5	159,775	92,796
Lorain	44,150	161.7	47.5	282,841	185,808
Mahoning	54,100	264.3	75.2	479,844	319,680
Medina	11,950	43.3	13.4	67,430	46,482
Ottawa	6,450	31.3	9.6	53,323	31,696
Portage	17,170	69.6	19.7	106,894	64,848
Richland	23,580	97.8	29.5	173,283	116,368
Sandusky	10,210	44.6	14.8	68,245	60,388
Seneca	13,610	54.8	16.3	79,162	56,782
Stark	77,840	302.3	90.0	501,339	359,085
Summit	124,580	437.1	132.9	788,611	534,490
Trumbull	42,820	169.3	49.3	279,889	180,047
Tuscarawas	17,580	71.2	22.1	97,572	75,036
Wayne	11,180	62.0	17.6	88,297	73,810
Wyandot	5,230	20.3	6.2	27,162	17,585
<b>Pennsylvania</b>					
Crawford (20%)	1,680	16.2	4.9	22,785	18,291
Lawrence (50%)	11,200	53.9	15.8	85,605	54,756
Mercer (50%)	10,270	57.6	16.6	92,964	70,896
<b>Total</b>	<b>1,046,920</b>	<b>3,996.9</b>	<b>1,204.0</b>	<b>\$1,202,653</b>	<b>\$4,878,347</b>

## COLORADO SPRINGS-PUEBLO, Colo.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Colorado</b>					
Bent	280	9.0	2.3	\$9,453	\$6,591
Cheyenne	40	3.5	1.1	4,984	4,178

Crowley	480	5.5	1.4	5,430	4,287
Custer	120	1.6	.6	1,683	762
Douglas (50%)	90	1.8	.6	2,142	1,081
Elbert	180	4.4	1.1	4,402	2,937
El Paso	13,140	91.2	30.3	144,986	98,898
Fremont	1,050	18.5	5.7	18,788	14,529
Huerfano	310	10.0	3.1	9,679	7,045
Kiowa	200	3.1	.9	4,950	3,282
Kit Carson	140	9.4	2.8	12,646	13,969
Las Animas	460	25.1	7.1	25,514	17,466
Lincoln	290	6.2	1.9	8,613	9,458
Otero	2,610	26.9	8.1	33,252	24,776
Pueblo	16,770	101.9	29.4	137,794	106,057
Teller	170	2.3	.7	2,922	2,021
<b>Total</b>	<b>36,330</b>	<b>320.4</b>	<b>97.1</b>	<b>\$427,238</b>	<b>\$317,337</b>

## COLUMBIA, Mo.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Missouri</b>					
Audrain	3,960	25.1	8.4	\$35,119	\$24,881
Boone	3,710	50.1	14.3	71,150	42,288
Callaway	3,260	24.1	6.5	24,480	12,928
Chariton	1,610	14.8	4.9	15,872	11,776
Cole	4,220	36.5	10.2	49,534	37,369
Cooper	2,220	16.6	5.3	20,769	14,053
Franklin (25%)	1,190	9.5	3.0	10,989	8,439
Gasconade	1,340	12.6	4.1	13,050	11,787
Howard	640	11.7	3.7	14,253	8,229
Macon	2,280	18.1	6.4	18,721	11,857
Maries	790	7.2	2.1	5,704	3,435
Miller	1,650	13.7	4.3	11,369	9,662
Moniteau	720	10.7	3.6	9,965	8,812
Monroe	1,490	11.4	3.9	12,535	10,931
Montgomery	2,880	11.6	4.0	11,693	9,368
Morgan	1,060	10.0	3.2	8,161	6,867
Osage	1,610	11.3	3.1	9,083	7,498
Pettis	5,550	32.0	11.1	41,689	31,315
Pike (25%)	1,320	4.3	1.5	5,142	4,083
Ralls (50%)	750	4.4	1.4	4,786	2,267
Randolph	3,040	23.2	8.3	32,563	19,416
Saline	2,320	26.7	8.5	31,587	23,939
Shelby (50%)	1,200	4.8	1.9	4,875	3,924
Warren (50%)	650	3.9	1.3	3,816	3,767
<b>Total</b>	<b>49,460</b>	<b>422.7</b>	<b>133.8</b>	<b>\$499,870</b>	<b>\$354,209</b>

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COVER ALL OF SOUTHERN COLORADO  
WITH ONE STATION

COLORADO SPRINGS **KKTV** PUEBLO

channel 11

CBS, ABC and DuMont  
for

PUEBLO - COLORADO SPRINGS and SOUTHERN COLORADO

Represented by George P. Hollingbery Company

## TV MARKETS

COLUMBIA, S. C.						COLUMBUS, Ohio					
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>South Carolina</b>						<b>Alabama</b>					
Aiken (50%)	2,420	35.6	9.7	\$35,742	\$17,545	Troup	8,690	51.4	14.2	60,287	45,770
Bamberg	770	17.2	4.1	11,896	9,721	Upson (50%)	1,750	12.4	3.3	12,959	8,749
Barnwell	1,390	27.6	6.8	16,136	8,624	Webster	200	4.2	.8	1,910	325
Calhoun	1,130	14.5	3.4	8,428	4,720	<b>Total</b>					
Chester	5,130	32.5	8.2	32,281	21,529	Barbour	610	27.5	6.9	17,267	13,646
Clarendon	1,680	32.4	6.7	17,165	11,107	Bullock	810	14.7	3.6	8,600	4,983
Edgefield	2,230	16.2	3.8	11,844	8,127	Chambers	4,480	38.3	10.2	39,381	11,660
Fairfield	3,190	21.2	4.9	16,085	9,202	Elmore (33%)	1,110	10.2	2.5	8,356	4,792
Kershaw	4,490	32.0	7.7	25,595	18,061	Lee	1,880	45.5	11.0	48,608	29,048
Lancaster	5,840	38.1	9.2	40,486	27,787	Macon	1,740	31.2	6.9	22,920	10,826
Lee	2,920	22.7	4.8	11,230	7,527	Russell	4,770	41.3	10.5	34,103	10,371
Lexington	7,340	46.9	12.3	45,754	24,072	Tallapoosa (50%)	1,330	34.0	9.0	33,155	21,479
Newberry	3,220	32.4	8.5	32,184	23,629	<b>Total</b>	<b>63,020</b>	<b>603.6</b>	<b>153.5</b>	<b>\$606,765</b>	<b>\$355,384</b>
Orangeburg	5,210	70.2	16.5	51,555	39,616	<b>COLUMBUS, Ohio</b>					
Richland	22,760	163.0	42.0	225,612	179,064	<b>Ohio</b>					
Saluda	1,610	15.6	3.8	10,231	5,862	Champaign	6,340	27.3	8.5	\$35,648	\$27,442
Sumter	5,060	61.0	14.4	51,400	38,316	Clark	31,070	117.3	36.1	197,394	131,606
Union	5,770	31.2	7.7	31,352	18,147	Clinton	5,110	26.7	8.4	35,291	36,850
<b>Total</b>	<b>82,160</b>	<b>710.3</b>	<b>174.5</b>	<b>\$674,976</b>	<b>\$472,656</b>	Crawford	8,330	39.8	12.7	58,943	50,050
<b>COLUMBUS, Ga.</b>						Delaware	6,880	31.0	8.9	43,605	33,152
<b>Georgia</b>						Fairfield	12,040	53.7	16.5	76,820	44,902
Calhoun (50%)	210	4.2	1.1	\$2,758	1,013	Fayette	4,670	23.2	7.3	29,195	25,355
Chattahoochee	1,140	13.3	1.6	22,130	220	Franklin	149,710	544.5	163.9	1,055,436	658,130
Clay	460	5.5	1.4	3,511	2,693	Greene	13,030	67.9	19.8	119,109	59,829
Early (33%)	80	5.7	1.4	3,768	2,648	Hardin	6,670	29.2	9.0	35,675	26,221
Harris	1,460	11.3	2.8	7,856	3,104	Hocking	4,210	19.1	5.6	20,331	15,522
Macon	1,310	13.8	3.4	8,708	6,816	Knox	7,560	36.5	11.3	52,827	44,044
Marion	360	6.5	1.4	3,283	1,727	Licking	20,110	73.9	23.4	111,224	76,646
Meriwether	4,230	20.2	5.2	16,109	8,266	Logan	7,140	31.6	10.3	41,858	42,028
Muscogee	18,100	130.0	35.2	193,067	124,450	Madison	3,880	22.8	6.2	28,359	34,884
Quitman	200	3.0	.8	1,655	475	Marion	12,780	53.7	16.8	80,764	66,450
Randolph	1,040	12.9	3.3	8,940	6,599	Marrow	4,170	17.8	5.2	19,459	12,088
Schley	160	3.7	.8	2,418	1,188	Muskingum	11,500	76.1	23.5	106,778	72,581
Stewart	550	8.9	2.2	5,173	3,398	Perry	6,560	28.7	8.5	30,770	20,207
Sumter	2,830	23.8	6.5	20,579	18,205	Pickaway	6,240	29.8	7.8	33,402	27,958
Talbot	870	7.6	1.8	4,428	1,738	Pike	4,650	20.5	5.7	15,640	13,209
Taylor	900	8.8	2.3	5,493	3,644	Ross	12,600	57.1	16.1	69,353	53,334
Terrell	1,750	13.7	3.4	9,343	7,551	Union	5,120	20.9	6.4	25,877	17,407
						<b>Total</b>	<b>350,490</b>	<b>1,449.1</b>	<b>437.9</b>	<b>\$2,323,758</b>	<b>\$1,589,895</b>

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# exclusive VHF in central South Carolina

Your message on WIS-TV is backed by a sure-fire combination of VHF power, fine programs, and long experience with the central South Carolina market. Nationwide, WIS-TV is 7th among NBC optional stations in total hours of scheduled NBC network commercial programs. Outstanding local programs include the only newsreel coverage of state capital events. All of this goes into a rich market with no substantial penetration from other stations . . . no wonder WIS-TV sells the central South Carolina market!

N B C N E T W O R K



Check these figures on the WIS-TV market area:

*1954 population	1,161,918
*1954 families	289,104
TV sets (Apr. 30, 1954)	117,036
*E.B.I.	\$1,222,985,000
*Retail sales	\$ 795,650,000
Area served, sq. mi.	15,840

\*Sales Management, "Survey of Buying Power" 1954.

President, G. Richard Shafto

Managing Director, Charles A. Batson

Represented nationally by Free & Peters



## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>CORPUS CHRISTI, Tex.</b>					
<b>Texas</b>					
Jim Wells	NA on	31.5	7.8	\$37,954	\$29,812
Kleberg	a county	28.0	7.1	39,486	22,383
Nueces	basis	203.8	55.1	323,044	213,304
San Patricio		38.8	9.6	38,454	26,100
<b>Total</b>		<b>302.1</b>	<b>79.6</b>	<b>\$438,938</b>	<b>\$291,599</b>
<b>DALLAS-FT. WORTH, Tex.</b>					
<b>Texas</b>					
Anderson	1,790	30.8	9.1	\$34,546	\$23,049
Bosque	960	10.8	3.5	11,431	9,674
Collin	5,850	40.9	12.6	44,951	32,146
Cooke	4,060	21.5	6.5	26,483	23,937
Dallas	176,060	724.9	225.3	1,457,801	1,057,736
Delta	390	8.1	2.3	8,123	6,338
Denton	6,660	42.6	12.0	57,841	39,959
Eastland	1,860	22.7	7.6	29,211	28,917
Ellis	7,310	45.5	13.5	54,436	39,736
Erath	1,490	17.9	5.8	19,501	17,911
Fannin	2,110	29.1	9.2	26,223	19,312
Freestone	1,460	14.4	4.2	12,846	9,519
Grayson	7,650	71.2	22.5	93,862	70,283
Hamilton	1,120	10.1	3.3	10,255	10,476
Henderson	1,180	21.5	6.3	20,020	17,397
Hill	5,910	29.8	9.3	34,993	25,291
Hood	760	5.0	1.5	5,855	4,848
Hopkins	1,520	22.2	6.8	23,110	14,599
Hunt	9,980	41.4	12.8	46,922	37,900
Jack	1,670	7.1	2.3	9,666	6,507
Johnson	5,820	31.9	10.2	40,219	27,590
Kaufman	4,050	29.3	8.0	27,103	24,901
Lamar	1,340	41.8	12.8	40,835	37,762
Limestone	2,060	23.3	6.8	20,353	15,704
Mc Lennan	17,480	139.3	41.4	194,940	160,545
Montague	4,300	16.2	5.1	19,611	16,846
Navarro	5,080	37.4	11.5	41,769	33,865
Palo Pinto	3,520	17.9	6.0	21,856	16,606
Parker	4,360	22.8	7.3	29,300	20,039
Rains	170	3.5	1.0	2,972	1,709
Rockwall	720	5.8	1.6	5,331	4,492
Somervell	180	2.5	.8	2,995	1,922
Tarrant	102,270	458.3	141.5	791,119	585,990
Van Zandt	3,680	20.8	6.4	21,077	13,797
Wise	2,640	15.6	4.8	16,501	12,256
<b>Oklahoma</b>					
Bryan	1,420	27.3	8.1	22,705	20,262
Marshall	460	7.5	2.3	8,066	4,238
<b>Total</b>	<b>399,340</b>	<b>2,118.7</b>	<b>652.0</b>	<b>\$3,334,828</b>	<b>\$2,494,059</b>
<b>DANVILLE, Ill.</b>					
<b>Illinois</b>					
Champaign (75%) UHF		88.1	23.6	\$156,297	\$96,116
Douglas (25%) circulation		4.1	1.4	5,277	4,582
Edgar (50%) NA on a		11.9	4.0	15,476	12,617
Iroquois (50%) county basis		16.2	5.3	22,550	19,004
Vermilion		86.9	28.2	137,817	105,181
<b>Indiana</b>					
Benton (50%)		5.8	1.8	8,606	6,595
Fountain		18.2	6.1	23,706	17,609
Parke (50%)		7.7	2.5	8,917	6,025
Vermillion		21.0	7.2	23,334	18,711
Warren		8.7	2.8	12,184	4,571
<b>Total</b>		<b>268.6</b>	<b>82.9</b>	<b>\$414,164</b>	<b>\$291,011</b>
<b>DANVILLE, Va.</b>					
<b>Virginia</b>					
Bedford (10%) UHF		2.9	.7	\$2,454	\$1,297
Campbell (10%) circulation		7.9	2.1	10,438	9,031
Franklin (25%) NA on a		6.0	1.4	4,040	3,045
Halifax county basis		41.5	9.6	30,991	22,959
Henry		53.5	13.0	61,352	43,021
Pittsylvania		106.7	26.8	116,985	93,086
<b>North Carolina</b>					
Alamance (50%)		38.4	10.1	51,772	32,082
Caswell		21.1	4.5	13,942	3,688
Orange (25%)		9.5	2.2	12,360	5,079
Person		24.1	5.5	18,588	14,693
Rockingham		68.0	17.7	76,508	42,012
<b>Total</b>		<b>379.6</b>	<b>93.6</b>	<b>\$399,330</b>	<b>\$269,993</b>
<b>DAVENPORT, Iowa-ROCK ISLAND, Ill.</b>					
<b>Iowa</b>					
Cedar	4,550	18.0	5.4	\$26,784	\$18,063
Clinton	12,710	51.1	16.0	81,700	63,036
Des Moines	11,200	44.2	14.4	74,136	58,195
Dubuque	10,410	74.2	20.2	117,472	92,288

**IN COLUMBUS, GA.  
YOU GET MORE  
ON Channel 4** 

**MORE Area Served**  
WRBL-TV 28 Counties  
Station B 8 Counties  
VIDEODEX and TELEVISION MAGAZINE

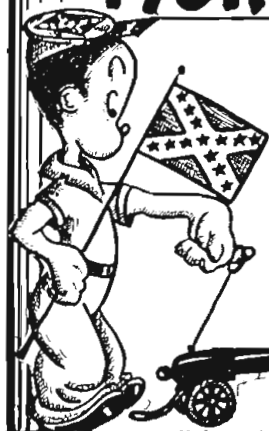
**MORE Families Served**  
WRBL-TV 147,290 Families  
Station B 64,870 Families  
SALES MANAGEMENT, VIDEODEX

**MORE TV Homes**  
WRBL-TV leads in TV set  
count by more than 3 to 1  
VIDEODEX, TV MAGAZINE, NIELSEN

**MORE Viewers**  
WRBL-TV viewed most in ratio of more than 3  
to 1. Earned top ratings in 84% of 240 quarter  
hours operating  
ARB, VIDEODEX, TELEPULSE

**MORE Results**

With more of everything WRBL-TV is your sure  
way to get more results in this market of 600,000  
people with \$670 million to spend

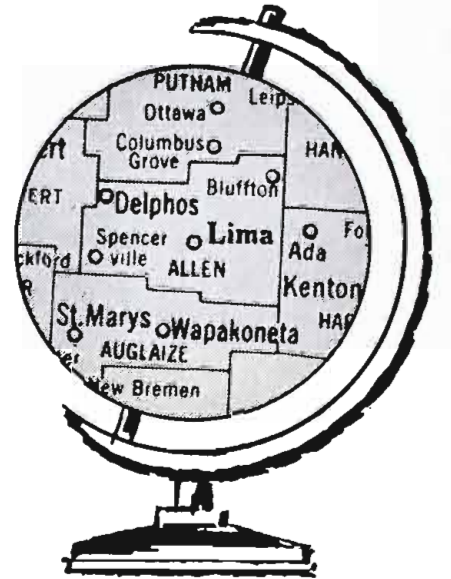


**"WEE REBEL" SAYS:  
CALL HOLLINGBERRY  
FOR FULL DETAILS**

**WRBL Channel 4**  
**COLUMBUS, GEORGIA**

# THIS WORLD'S YOUR APPLE!

Just one from the *bushel* of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower—1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.



SHARE OF LIMA AUDIENCE—  
EVENINGS—SUNDAY THROUGH SATURDAY, FEB. 14-27, 1954.

Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3

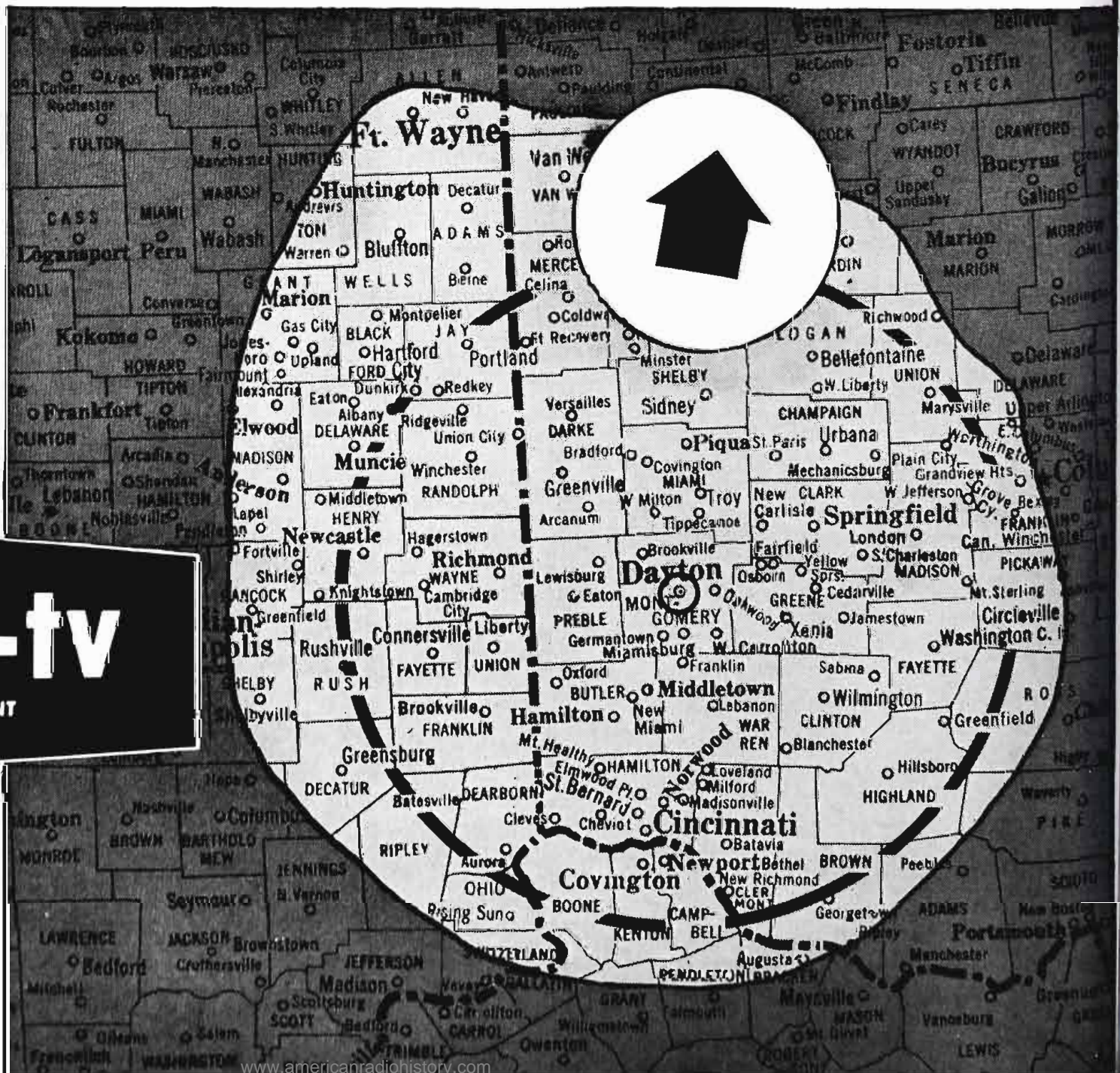
This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor "discovered the new world" the easy way . . . opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets *plus* WHIO-TV's big, regular service area add up to *plus* reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.

ONE OF  
AMERICA'S  
GREATEST  
AREA  
STATIONS

**whio-tv**

CBS • DUMONT

Channel **7**  
DAYTON, OHIO



## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Henry	2,260	18.9	5.6	24,892	18,894
Jackson	5,020	18.6	5.7	22,641	17,762
Johnson	6,390	47.9	13.0	77,766	49,545
Jones	3,570	19.3	5.8	24,673	21,992
Lee	4,390	43.8	13.7	63,591	47,632
Louisa	2,850	10.9	3.4	13,840	14,477
Muscatine	8,640	33.6	10.7	48,126	41,078
Scott	28,900	105.9	32.9	190,280	144,330
Washington	2,370	19.5	6.4	28,659	25,569
<b>Illinois</b>					
Bureau	5,760	37.7	12.3	56,107	36,902
Carroll	5,240	19.3	6.4	27,749	23,836
Fulton	9,960	43.7	15.0	64,840	41,799
Hancock	5,880	25.7	8.7	31,829	24,095
Henderson	1,790	8.4	2.7	11,087	8,202
Henry	12,330	47.1	15.7	70,459	60,632
Jo Daviess	3,250	22.0	6.8	27,538	21,227
Knox	13,300	55.2	18.3	89,682	78,732
Lee	5,600	36.8	10.2	55,745	39,270
McDonough	4,460	28.6	9.4	38,571	40,932
Mercer	3,670	17.3	5.5	23,258	17,088
Peoria	31,760	182.0	57.1	338,930	235,638
Rock Island	36,990	140.9	44.0	253,695	172,056
Stark	1,230	8.7	2.8	12,630	7,209
Warren	4,800	22.2	7.2	31,086	26,915
Whiteside	13,240	51.4	16.4	77,470	60,241
<b>Total</b>	<b>262,520</b>	<b>1,269.7</b>	<b>397.3</b>	<b>\$2,024,774</b>	<b>\$1,524,508</b>
<b>DAYTON, Ohio</b>					
<b>Ohio</b>					
Allen	15,460	93.6	28.7	\$149,708	\$112,464
Auglaize	7,300	31.9	9.8	42,293	39,189
Brown	4,650	22.6	7.0	21,245	14,509
Butler	43,040	160.2	46.5	275,380	193,682
Champaign	6,340	27.3	8.5	35,648	27,442
Clark	31,070	117.3	36.1	197,394	131,606
Clinton	5,110	26.7	8.4	35,291	36,850
Darke	11,370	42.9	13.3	53,162	56,055
Fayette	4,670	23.2	7.3	29,195	25,355
Greene	13,030	67.9	19.8	119,109	59,829
Highland	6,190	29.8	9.5	31,685	27,035
Logan	7,140	31.6	10.3	41,858	42,028
Madison	3,880	22.8	6.2	28,359	34,884
Mercer	3,140	29.1	8.4	39,630	40,182
Miami	18,920	64.6	20.5	103,183	74,806
Montgomery	126,720	437.7	131.6	842,964	573,093
Preble	7,130	28.8	8.6	38,861	21,198
Shelby	6,010	29.3	8.6	36,269	29,919
Vanwert	4,440	27.5	8.9	42,066	31,052
Warren	8,560	42.1	12.2	57,549	40,020
<b>Indiana</b>					
Fayette	4,140	25.6	7.7	40,111	29,126
Franklin	2,450	16.8	4.5	16,219	10,226
Jay	2,160	23.6	7.7	32,249	21,589
Randolph	6,480	27.8	9.2	38,483	35,843
Union	1,040	6.9	1.9	9,445	6,303
Wayne	15,540	73.0	22.4	116,703	90,181
<b>Total</b>	<b>364,980</b>	<b>1,530.6</b>	<b>463.6</b>	<b>\$2,474,059</b>	<b>\$1,804,466</b>
<b>DECATUR, Ill.</b>					
<b>Illinois</b>					
Champaign	UHF	117.5	31.5	\$208,396	\$128,154
Christian	circulation	39.1	12.9	60,143	38,494
Coles	NA on a	41.5	13.6	61,214	53,636
Cumberland	county basis	10.2	3.3	10,447	5,909
DeWitt		16.5	5.6	27,038	19,883
Douglas		16.5	5.4	21,109	18,329
Lagan		31.2	8.6	41,280	30,033
Macon		106.4	34.5	179,599	136,728
Moultrie		13.2	4.2	18,365	12,212
Piatt		13.6	4.4	19,923	12,285
Sangamon		135.3	44.6	229,543	185,818
Shelby		24.1	8.0	29,290	20,684
<b>Total</b>		<b>565.1</b>	<b>176.6</b>	<b>\$906,347</b>	<b>\$662,165</b>
<b>DENVER, Colo.</b>					
<b>Colorado</b>					
Adams	13,210	52.3	14.1	\$76,604	\$26,584
Arapahoe	12,920	64.2	19.6	96,841	62,988
Boulder	8,640	54.9	16.8	85,117	60,390
Clear Creek	430	3.6	1.2	4,992	3,485
Denver	115,560	481.1	159.9	921,841	696,492
Dauglas	170	3.6	1.2	4,284	2,162
Elbert	180	4.4	1.1	4,402	2,937
El Paso	13,140	91.2	30.3	144,986	98,898
Gilpin	10	.8	.2	1,025	351
Grand	300	3.8	1.1	5,665	5,643
Jefferson	17,590	72.1	22.3	107,563	52,299
Lake	280	6.1	1.9	9,982	6,064
Larimer	9,410	47.7	15.2	69,444	53,424
Logan	1,700	17.4	5.1	24,743	23,834
Morgan	1,770	18.9	5.4	24,294	23,727
Phillips	420	5.1	1.5	6,519	7,792
Washington	820	7.6	2.4	9,296	8,420
Weld	14,840	70.0	20.4	91,138	75,192
Yuma	990	11.1	3.5	15,881	12,652
<b>Wyoming</b>					
Laramie	9,200	54.6	15.7	106,911	65,915
<b>Total</b>	<b>221,580</b>	<b>1,070.5</b>	<b>338.9</b>	<b>\$1,811,528</b>	<b>\$1,289,249</b>

**Boot home  
a winner  
on KOA-TV**



In Denver Television, your best bet is KOA-TV. Study the ARB dope sheet to see why!

In the June, 1954 ARB, KOA-TV placed first in quarter hour wins - Sunday thru Saturday, 6 p.m. to sign off - going away! KOA-TV topped the field by a full 19% more than the second place station.

### QUARTER HOUR WINS

Monday thru Saturday - 6 p.m. to sign off

	Wins	Pct.
<b>WIN KOA-TV</b>	<b>81.5</b>	<b>47</b>
<b>Place Station B</b>	<b>47.5</b>	<b>28</b>
<b>Show Station C</b>	<b>26.0</b>	<b>15</b>
<b>Also ran Station D</b>	<b>18.0</b>	<b>10</b>

And KOA-TV's pure bred ACADEMY THEATRE, by far Denver Television's surest thing, is a typical example of KOA-TV's thoroughbred programming. ACADEMY THEATRE'S average quarter-hour rating of 17 really pays off on each 1-minute ticket. Savemore Drugs of Denver cashed in over \$2000.00 in merchandise sales on ONE \$79.50 ACADEMY THEATRE spot.

To boot home a winner in Denver, place your money on the nose of the West's best bet... KOA-TV.

*Call Petry*



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**TOUCHED**

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**FUNNY, SUNNY FAMILY SITUATION COMEDY**

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SCRIPTS!**

**LAVISHLY  
STAGED!**

**SKILLFULLY DIRECTED!**

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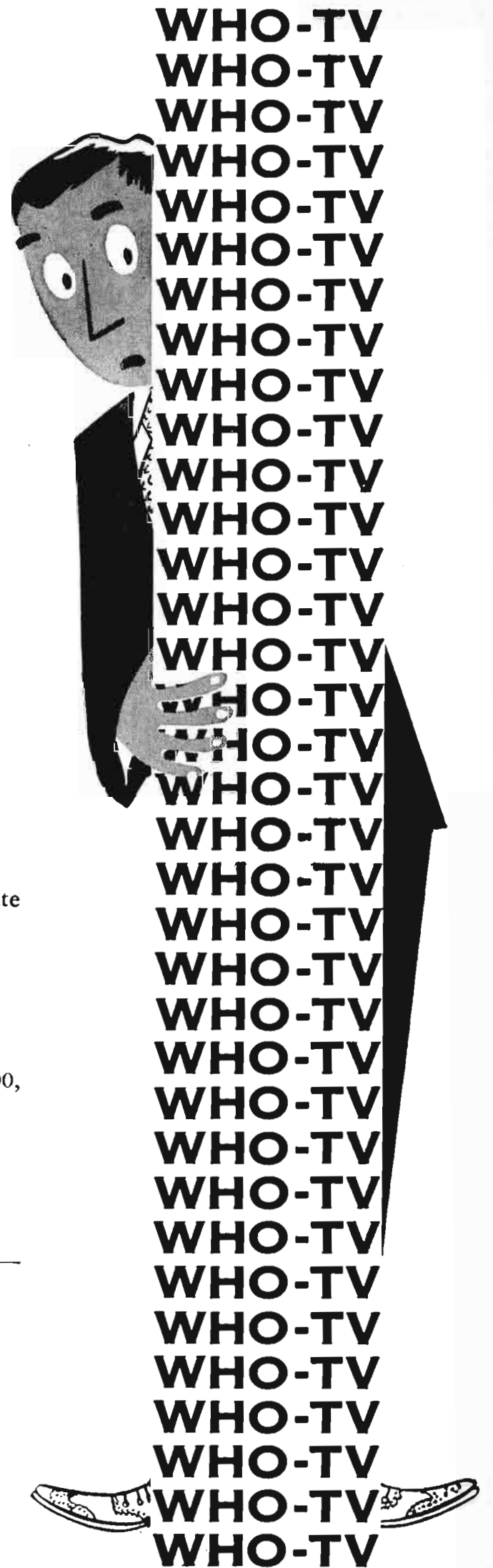
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# You must face the FACTS!

**T**hanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa — an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 *billion* dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight — with the finest NBC-TV network programs . . . the best local programs, *plus* one of the Nation's largest local-talent staffs. Ask Free & Peters!



## WHO-TV

Channel 13 • Des Moines • NBC



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

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>DES MOINES, Iowa</b>					
<b>Iowa</b>					
Adair	2,280	11.9	4.0	\$14,633	\$9,286
Boone	5,560	27.5	8.6	41,393	24,155
Clarke	790	9.2	3.1	12,483	9,341
Dallas	5,440	23.4	7.8	36,542	25,887
Decatur	1,330	12.2	3.8	12,860	9,151
Greene	3,170	15.3	4.9	20,672	16,914
Grundy (50%)	1,270	6.8	2.2	10,089	6,442
Guthrie	3,280	14.6	4.6	16,573	13,190
Hamilton	5,000	19.7	6.4	31,599	20,698
Hardin	5,630	22.2	7.5	35,255	30,165
Jasper	6,560	32.4	10.3	50,400	33,899
Lucas	950	11.5	3.9	13,298	13,392
Madison	2,740	12.8	4.3	15,767	12,551
Mahaska	3,230	24.3	8.1	33,331	27,195
Marion	5,490	25.5	7.7	30,399	17,869
Marshall	6,770	35.8	11.3	58,435	45,670
Monroe	1,240	11.1	3.4	11,942	8,400
Polk	68,330	236.1	77.5	445,915	341,880
Poweshiek	2,380	19.5	5.8	26,393	19,521
Story	9,300	45.3	13.2	71,831	46,363
Tama (50%)	2,310	10.8	3.5	14,505	12,579
Union	3,100	15.1	5.1	19,632	16,203
Warren	3,500	17.6	5.5	22,007	11,999
Wayne	1,060	11.4	3.9	11,883	9,295
Webster (50%)	5,160	22.6	7.1	34,768	29,453
<b>Total</b>	<b>155,830</b>	<b>694.6</b>	<b>223.5</b>	<b>\$1,092,605</b>	<b>\$811,498</b>

## DETROIT, Mich.

<b>Michigan</b>					
Bay	20,240	95.0	27.6	\$137,796	\$110,990
Genesee	56,180	292.4	87.4	524,659	396,744
Hillsdale	6,140	38.6	12.1	42,031	31,087
Huron	4,150	33.9	9.6	33,513	39,550
Ingham	46,350	190.1	56.7	349,139	275,964
Jackson	27,580	115.2	34.2	173,986	152,320
Lapeer	5,990	37.8	9.7	38,904	39,406
Lenawee	14,480	70.3	21.2	101,200	85,880
Livingston	7,130	29.4	8.9	41,381	33,111
Macomb	61,500	233.1	65.1	375,201	225,480
Monroe	20,580	83.7	24.2	119,909	86,576
Oakland	130,050	474.3	136.9	861,449	513,723
Saginaw	33,140	164.6	48.1	248,284	196,620
St. Clair	26,960	99.1	30.0	142,488	111,150
Sanilac	2,780	31.5	9.5	32,803	28,464
Tuscola	5,540	40.0	11.4	43,057	34,432
Washtenaw	27,900	150.6	40.7	244,845	161,000
Wayne	688,900	2,628.7	767.7	5,087,678	3,646,974
<b>Ohio</b>					
Henry (50%)	2,400	11.2	3.5	14,944	13,166
Lucas	114,700	413.0	127.6	841,297	570,096
Ottawa	6,450	31.3	9.6	53,323	31,696
Sandusky (50%)	5,080	22.3	7.4	34,123	30,194
Wood (50%)	8,330	30.8	9.0	47,613	29,792
<b>Total</b>	<b>1,328,790</b>	<b>5,316.9</b>	<b>1,558.1</b>	<b>\$9,589,623</b>	<b>\$6,844,415</b>

## DULUTH, Minn.-SUPERIOR, Wis.

<b>Minnesota</b>					
Aitkin	1,780	13.5	4.1	\$12,077	\$9,422
Carlton	1,850	25.0	6.8	29,484	19,353
Itasca	750	38.6	11.3	46,236	32,080
Lake	580	8.1	2.7	12,185	6,479
Pine	1,070	17.5	5.1	16,201	14,151
St. Louis	30,710	212.7	66.6	322,791	235,620
<b>Wisconsin</b>					
Ashland	860	18.9	5.5	20,722	22,930
Bayfield	260	13.2	3.9	12,284	7,523
Burnett	1,060	9.9	3.0	8,737	7,826
Douglas	5,910	46.9	14.4	69,976	51,187
Sawyer	1,090	10.1	3.0	9,754	9,892
Washburn	1,270	11.4	3.3	11,359	11,958
<b>Total</b>	<b>47,200</b>	<b>425.8</b>	<b>129.7</b>	<b>\$571,806</b>	<b>\$428,421</b>

## EASTON, Pa.—See ALLENTOWN-BETHLEHEM-EASTON

## EAU CLAIRE, Wis.

<b>Wisconsin</b>					
Barron	4,150	35.2	10.5	\$38,370	\$47,874
Buffalo	2,270	14.9	4.4	14,203	10,524
Chippewa	4,430	44.1	11.8	50,447	47,296
Clark	1,640	32.3	9.2	32,502	33,638
Dunn	3,490	27.5	7.9	30,069	27,118
Eau Claire	7,010	57.1	17.0	90,824	67,471

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	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Jackson	430	16.2	4.9	15,295	15,162
LaCrosse	4,180	71.1	20.8	111,615	92,352
Monroe	1,400	32.5	8.7	33,658	25,519
Pepin	980	7.5	2.1	7,775	7,878
Pierce (25%)	1,125	5.4	1.6	6,435	5,394
Rusk	1,450	16.6	4.6	18,096	16,333
St. Croix (25%)	1,440	6.7	2.0	8,219	7,034
Taylor	790	18.2	4.9	17,199	14,723
Trempealeau	4,610	24.1	6.9	22,739	22,389
Wood	4,060	53.3	15.0	74,181	59,732
<b>Total</b>	<b>43,455</b>	<b>462.7</b>	<b>132.3</b>	<b>\$571,627</b>	<b>\$500,438</b>

## ELKHART-SOUTH BEND, Ind.

<b>Indiana</b>					
Elkhart	UHF	90.0	28.7	\$157,400	\$115,445
Fulton	circulation	17.3	5.5	23,607	21,751
Kosciusko	NA on a	34.6	11.2	47,870	38,955
LaPorte	county basis	83.3	25.2	128,790	90,549
Marshall		31.5	9.8	51,482	37,941
St. Joseph		226.1	68.2	451,436	304,668
Starke		16.9	5.1	20,576	18,620

## Michigan

Berrien		128.0	40.1	184,173	166,722
Cass		31.1	10.0	37,007	24,030
<b>Total</b>		<b>658.8</b>	<b>203.8</b>	<b>\$1,102,341</b>	<b>\$818,681</b>

## ELMIRA, N. Y.

<b>New York</b>					
Chemung	UHF	92.7	29.0	\$140,421	\$119,241
Schuyler	circulation	14.9	4.6	15,546	15,803
Seneca (50%)	NA on a	15.5	4.1	17,833	12,285
Steuben	county basis	94.7	28.5	128,974	97,834
Tioga		31.4	9.8	38,786	31,391
Tompkins		64.9	18.0	102,564	66,927
Yates		18.3	5.8	24,492	26,749

## Pennsylvania

Bradford		51.9	15.6	62,755	46,295
Tioga		35.9	10.8	41,500	32,241
<b>Total</b>		<b>420.2</b>	<b>126.2</b>	<b>\$572,871</b>	<b>\$448,766</b>

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>EL PASO, Tex.</b>					
Texas					
El Paso	50,550	230.2	56.6	351,803	244,866
Hudspeth	230	4.9	1.1	4,283	2,325
New Mexico					
Dona Ana	3,160	43.2	10.9	\$52,580	\$33,681
Grant	400	22.6	6.2	30,205	20,369
Luna	810	10.0	2.8	11,337	9,097
Otero	1,060	17.2	4.5	23,146	10,649
Sierra	120	7.3	2.6	7,671	7,681
<b>Total</b>	<b>56,330</b>	<b>335.4</b>	<b>84.7</b>	<b>\$481,025</b>	<b>\$328,668</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>ERIE, Pa.</b>					
Pennsylvania					
Clarion	7,570	38.2	10.8	\$41,048	\$38,630
Crawford	8,370	81.1	24.3	113,927	91,454
Elk	2,590	34.2	9.6	44,810	24,850
Erie	65,740	232.7	68.6	380,357	303,452
Forest	280	4.7	1.3	4,529	2,792
McKean	9,720	56.1	17.3	84,440	58,983
Venango	8,530	65.5	18.9	77,862	59,705
Warren	7,280	42.3	12.3	55,492	54,046
Ohio					
Ashtabula	21,970	81.5	25.5	127,327	96,615
New York					
Chautauqua	33,370	141.5	46.7	205,763	174,401
<b>Total</b>	<b>165,420</b>	<b>777.8</b>	<b>235.3</b>	<b>\$1,135,555</b>	<b>\$904,928</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>EUGENE, Ore.</b>					
Oregon					
Benton	1,770	37.9	11.1	\$62,207	\$29,879
Douglas (50%)	290	34.2	10.6	51,671	36,601
Lane	9,060	147.1	46.8	245,843	152,421
Lincoln (50%)	240	11.8	4.7	16,480	12,580
Linn	4,550	65.4	20.6	93,634	79,951
Marion (25%)	4,000	27.1	8.3	38,430	32,887
Polk (50%)	1,100	14.1	4.5	19,392	9,562
<b>Total</b>	<b>21,010</b>	<b>337.6</b>	<b>106.0</b>	<b>\$527,657</b>	<b>\$353,881</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>EUREKA, Cal.</b>					
California					
Del Norte	450	9.4	3.1	\$14,066	\$11,491
Humboldt	15,400	84.8	28.0	157,350	106,391
Siskiyou (25%)	220	7.8	2.7	13,784	9,023
Trinity	520	5.2	1.9	7,101	3,500
<b>Total</b>	<b>16,590</b>	<b>107.2</b>	<b>35.7</b>	<b>\$192,301</b>	<b>\$130,405</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>EVANSVILLE, Ind.-HENDERSON, Ky.</b>					
Indiana					
Daviess (25%)	UHF circulation	6.9	2.1	\$7,820	\$6,580
Dubois	NA on a county basis	24.8	6.9	30,197	24,706
Gibson		31.1	10.0	38,839	35,844
Knox (25%)		11.0	3.6	14,946	12,786
Perry		17.8	5.2	18,051	14,661
Pike		14.6	4.6	16,008	12,181
Posey		20.1	6.2	23,091	17,270
Spencer		16.1	4.6	16,603	12,721
Vanderburgh		175.3	55.3	292,948	202,575
Warrick		22.8	7.0	26,337	18,997
Kentucky					
Caldwell		12.7	4.0	12,851	8,602
Crittenden (50%)		5.2	1.6	3,802	2,736
Daviess		59.1	16.8	75,455	57,463
Hancock		5.5	1.6	3,984	2,079
Henderson		33.1	10.2	37,918	28,352
Hopkins		38.3	11.6	42,339	32,934
McLean		9.6	2.8	7,095	3,543
Muhlenberg		30.7	8.5	22,672	18,319
Ohio		19.6	5.7	14,551	7,237
Union		14.3	4.1	14,721	14,353
Webster		14.5	4.7	12,510	8,379
Illinois					
Edwards		9.0	3.0	9,541	9,679
Gallatin		9.5	2.9	9,009	8,423
Hamilton (50%)		6.0	2.0	5,439	3,758
Lawrence (50%)		10.3	3.4	12,932	8,488
Wabash		15.0	4.8	21,994	16,235
Wayne (50%)		10.3	3.4	11,483	9,505
White		20.9	6.9	26,031	19,551
<b>Total</b>		<b>749.3</b>	<b>230.4</b>	<b>\$931,115</b>	<b>\$700,539</b>

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>FAIRMONT, W. Va.</b>											
<b>West Virginia</b>											
Barbour	UHF	19.4	5.1	\$17,325	\$6,813	Kossuth (50%)	13.1	3.8	20,861	12,985	
Harrison	circulation	84.0	24.2	118,564	79,705	Pocahontas	15.2	4.6	23,545	14,459	
Marion	NA on a	71.3	20.8	97,403	55,319	Webster	45.2	14.1	69,535	58,906	
Monongalia	county basis	61.6	16.7	85,788	51,183	Wright	19.9	6.4	30,822	22,021	
Preston (50%)		15.8	4.0	14,201	7,803	<b>Total</b>	<b>164.4</b>	<b>51.6</b>	<b>\$251,462</b>	<b>\$178,611</b>	
Taylor		17.7	4.9	18,705	8,600	<b>FT. LAUDERDALE, Fla.—See MIAMI-FT. LAUDERDALE</b>					
Wetzel (50%)		9.6	2.6	9,736	5,453	<b>FT. MYERS, Fla.</b>					
<b>Pennsylvania</b>						<b>Florida</b>					
Greene (50%)		22.7	6.3	27,179	14,979	Charlotte	440	4.6	1.5	\$4,728	\$3,922
<b>Total</b>		<b>302.1</b>	<b>84.6</b>	<b>\$388,901</b>	<b>\$229,855</b>	Collier	540	7.6	2.3	9,121	2,876
<b>FARGO, N. D.</b>											
<b>North Dakota</b>											
Barnes	2,570	15.9	4.5	\$19,226	\$17,841	De Soto	200	10.2	2.7	9,177	7,693
Cass	9,480	61.7	17.7	112,492	91,596	Glades	70	2.3	.6	2,199	1,676
Dickey	320	8.9	2.6	9,938	10,495	Hendry	290	6.5	1.7	8,286	7,888
Eddy	30	5.0	1.2	5,818	5,586	Highlands (50%)	360	8.2	2.5	9,242	6,279
Foster	170	5.2	1.5	5,577	7,111	Lee	3,170	28.6	8.9	36,202	32,606
Grand Forks	1,950	38.8	10.8	65,795	56,607	Sarasota	2,920	37.5	12.5	55,432	52,401
Griggs	630	5.0	1.3	6,266	5,563	<b>Total</b>	<b>7,990</b>	<b>105.5</b>	<b>32.7</b>	<b>\$134,387</b>	<b>\$115,341</b>
La Moure	430	8.7	2.4	7,856	10,336	<b>FT. SMITH, Ark.</b>					
Nelson	140	7.3	1.8	9,391	9,696	<b>Arkansas</b>					
Pembina	130	13.0	3.5	20,079	13,581	Crawford	UHF	22.1	6.5	\$18,059	\$9,192
Ramsey	150	13.4	3.6	20,613	19,042	Franklin (50%)	circulation	5.7	1.6	4,235	2,913
Ransom	650	8.1	2.3	9,462	8,706	Logan	NA on a	18.1	5.0	13,958	10,664
Richland	1,650	18.9	5.3	28,802	23,336	Scott	county basis	9.2	2.6	6,785	3,999
Sargent	290	7.2	1.8	7,561	4,344	Sebastian		63.8	20.1	88,661	84,538
Steele	610	4.7	1.2	7,828	4,053	Washington (25%)		13.2	3.9	14,869	14,568
Trail	1,110	10.8	3.0	16,196	12,251	<b>Oklahoma</b>					
Walsh	470	19.5	4.6	27,242	20,172	Adair (25%)		3.7	1.0	2,132	1,223
<b>Minnesota</b>						Cherokee					
Becker	1,050	24.5	6.8	24,628	18,884	Haskell		18.6	4.9	12,657	7,831
Beltrami	430	24.9	7.1	23,941	22,675	Le Flore (50%)		12.9	3.3	9,356	5,119
Clay	5,400	34.8	9.3	50,037	45,996	Sequoyah (50%)		16.8	4.8	12,461	7,727
Clearwater	190	10.0	2.8	7,829	8,699	<b>Total</b>	<b>193.7</b>	<b>56.2</b>	<b>\$189,323</b>	<b>\$150,592</b>	
Douglas	1,250	21.6	6.4	23,201	25,732	<b>FT. WAYNE, Ind.</b>					
Grant	480	9.5	2.8	10,201	10,225	<b>Indiana</b>					
Hubbard	490	11.2	3.3	10,125	8,944	Adams	UHF	23.2	6.8	\$31,666	\$24,087
Mahnoman	170	6.8	1.5	5,341	4,847	Allen	circulation	197.1	61.9	371,904	266,640
Marshall	320	15.7	4.3	14,461	12,546	Blackford	NA on a	14.4	4.5	20,121	16,706
Norman	2,330	12.7	3.6	13,252	10,851	Dekalb	county basis	27.0	8.6	38,409	25,200
Otter Tail	2,920	51.1	14.0	52,195	43,766	Grant		65.5	20.3	91,961	65,537
Pennington	620	13.1	3.7	15,337	18,427	Huntington		32.4	10.5	45,982	37,099
Polk	1,470	35.9	10.2	44,201	35,469	Jay		23.6	7.7	32,249	21,589
Red Lake	190	6.8	1.6	5,735	6,089	Kosciusko		34.6	11.2	47,870	38,955
Stevens	570	11.1	3.0	14,402	12,432	Lagrange		15.8	4.5	17,555	11,478
Traverse	560	8.2	2.3	9,021	9,985	Miami		28.8	9.4	43,631	28,803
Wadena	480	12.8	3.5	12,528	17,270	Noble		26.4	8.2	35,151	32,901
Wilkin	640	10.5	2.8	13,033	11,210	Steuben		18.4	5.7	24,794	23,531
<b>South Dakota</b>						Wabash					
Brown	540	32.8	10.1	52,470	49,153	Wells		30.3	9.6	42,062	30,953
Day	90	11.8	3.4	13,845	12,526	Whitley		20.4	6.5	28,597	20,102
Marshall	360	7.4	2.1	9,393	6,898	<b>Ohio</b>					
Roberts	480	14.3	3.9	15,704	10,803	Defiance		26.7	8.2	40,056	35,256
<b>Total</b>	<b>41,810</b>	<b>639.6</b>	<b>177.6</b>	<b>\$821,022</b>	<b>\$723,743</b>	Mercer		29.1	8.4	39,630	40,182
<b>FT. DODGE, Iowa</b>						Paulding					
<b>Iowa</b>						Vanwert					
Boone (50%)	UHF	13.8	4.3	\$20,697	\$12,078	Williams		26.4	8.6	37,286	32,480
Calhoun	circulation	16.8	5.4	23,365	15,349	<b>Michigan</b>					
Greene (50%)	NA on a	7.7	2.5	10,336	8,457	Branch (25%)		8.1	2.4	9,383	7,876
Hamilton	county basis	19.7	6.4	31,599	20,698	St. Joseph (25%)		9.2	3.0	12,334	10,113
Humboldt		13.0	4.1	20,702	13,658	<b>Total</b>	<b>720.0</b>	<b>226.0</b>	<b>\$1,098,101</b>	<b>\$832,254</b>	

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>FT. WORTH-DALLAS, Tex.</b>					
<b>Texas</b>					
Anderson	1,790	30.8	9.1	\$34,546	\$23,049
Bosque	960	10.8	3.5	11,431	9,674
Collin	5,850	40.9	12.6	44,951	32,146
Cooke	4,060	21.5	6.5	26,483	23,937
Dallas	176,060	724.9	225.3	1,457,801	1,057,736
Delta	390	8.1	2.3	8,123	6,338
Denton	6,660	42.6	12.0	57,841	39,959
Eastland	1,860	22.7	7.6	29,211	28,917
Ellis	7,310	45.5	13.5	54,436	39,736
Erath	1,490	17.9	5.8	19,501	17,911
Fannin	2,110	29.1	9.2	26,223	19,312
Freestone	1,460	14.4	4.2	12,846	9,519
Grayson	7,650	71.2	22.5	93,862	70,283
Hamilton	1,120	10.1	3.3	10,255	10,476
Henderson	1,180	21.5	6.3	20,020	17,397
Hill	5,910	29.8	9.3	34,993	25,291
Hood	760	5.0	1.5	5,855	4,848
Hopkins	1,520	22.2	6.8	23,110	14,599
Hunt	9,980	41.4	12.8	46,922	37,900
Jack	1,670	7.1	2.3	9,666	6,507
Johnson	5,820	31.9	10.2	40,219	27,590
Kaufman	4,050	29.3	8.0	27,103	24,901
Lamar	1,340	41.8	12.8	40,835	37,762
Limestone	2,060	23.3	6.8	20,353	15,704
Mc Lennan	17,480	139.3	41.4	194,940	160,545
Montague	4,300	16.2	5.1	19,611	16,846
Navarro	5,080	37.4	11.5	41,769	33,865
Palo Pinto	3,520	17.9	6.0	21,856	16,606
Parker	4,360	22.8	7.3	29,300	20,039
Rains	170	3.5	1.0	2,972	1,709
Rockwall	720	5.8	1.6	5,331	4,492
Somervell	180	2.5	.8	2,995	1,922
Tarrant	102,270	458.3	141.5	791,119	585,990
Van Zandt	3,680	20.8	6.4	21,077	13,797
Wise	2,640	15.6	4.8	16,501	12,256
<b>Oklahoma</b>					
Bryan	1,420	27.3	8.1	22,705	20,262
Marshall	460	7.5	2.3	8,066	4,238
<b>Total</b>	<b>399,340</b>	<b>2,118.7</b>	<b>652.0</b>	<b>\$3,334,828</b>	<b>\$2,494,059</b>

## FRESNO-TULARE, Cal.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>California</b>					
Fresno	UHF	301.9	93.3	\$460,835	\$376,431
Kern (25%)	circulation	66.8	20.2	114,247	74,560
Kings	NA on a	50.7	15.1	74,921	62,740
Madera	county basis	40.8	11.8	51,371	43,469
Mariposa		4.9	1.5	8,081	3,476
Merced		74.9	22.4	110,445	94,351
Tulare		152.3	46.3	202,874	170,795
<b>Total</b>		<b>692.3</b>	<b>210.6</b>	<b>\$1,022,774</b>	<b>\$825,822</b>

## GALVESTON, Tex.—See HOUSTON-GALVESTON

## GRAND JUNCTION, Colo.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Colorado</b>					
Delta	NA on	18.3	5.8	\$18,708	\$14,389
Garfield	a county	12.4	4.0	17,495	13,776
Mesa	basis	43.4	13.5	56,945	45,475
<b>Total</b>		<b>74.1</b>	<b>23.3</b>	<b>\$93,148</b>	<b>\$73,640</b>

## GRAND RAPIDS, Mich.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>Michigan</b>						
Allegan		10,280	50.3	15.4	\$58,037	\$45,459
Barry		5,770	27.9	8.8	34,383	24,507
Berrien (10%)		3,460	12.8	4.0	18,417	16,672
Branch (10%)		690	3.2	1.0	3,753	3,150
Calhoun		31,910	133.8	39.8	209,398	168,434
Cass (10%)		840	3.1	1.0	3,701	2,403
Clare		2,130	11.1	3.3	11,818	9,478
Clinton		6,830	33.4	9.5	38,298	20,540
Eaton		7,680	42.7	13.3	52,610	43,435
Gratiot		7,370	34.5	10.2	37,474	34,404
Ingham		46,350	190.1	56.7	349,139	275,964
Ionia		5,960	39.6	11.4	41,394	34,305
Isabella		4,320	29.8	8.2	35,580	25,029
Jackson (25%)		6,890	28.8	8.6	43,497	38,080
Kalamazoo		33,030	139.4	42.3	228,335	171,160
Kent		76,740	309.3	95.7	513,464	408,760

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Lake	330	5.3	1.8	3,962	3,956
Mason	1,810	20.8	6.6	23,896	25,722
Mecosta	3,470	18.7	5.8	18,505	17,136
Midland	6,800	39.8	11.3	58,333	34,833
Montcalm	6,240	32.4	10.4	38,167	44,286
Muskegon	27,560	134.3	40.5	192,557	165,319
Newaygo	4,000	22.6	6.9	23,447	18,560
Oceana	1,110	17.1	5.1	15,228	13,725
Osceola	3,090	14.5	4.1	12,317	12,586
Ottawa	15,930	80.4	24.1	108,527	90,243
Saginaw (33%)	11,050	54.9	16.0	82,761	65,540
St. Joseph (25%)	2,140	9.2	3.0	12,334	10,113
Shiawassee	11,110	48.5	14.9	67,292	44,695
Van Buren	11,440	40.8	13.5	49,838	39,923
<b>Total</b>	<b>356,330</b>	<b>1,629.1</b>	<b>493.2</b>	<b>\$2,026,462</b>	<b>\$1,908,417</b>

## GREAT FALLS, Mont.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Montana</b>					
Cascade	4,230	57.3	19.1	\$110,781	\$75,807
Chouteau	170	6.9	2.4	15,627	9,549
Judith Basin	50	3.3	.9	6,588	3,106
Teton	290	7.1	2.4	11,064	10,012
<b>Total</b>	<b>4,740</b>	<b>74.6</b>	<b>24.8</b>	<b>\$144,060</b>	<b>\$98,474</b>

## GREEN BAY, Wis.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Wisconsin</b>					
Brown	26,750	104.4	29.0	\$163,435	\$123,444
Calumet	3,690	19.5	5.4	23,346	22,276
Door	3,550	21.4	6.6	24,830	24,055
Fond Du Lac	13,190	70.3	20.4	105,562	86,074
Forest	540	8.9	2.3	8,535	6,864
Green Lake	1,670	15.2	4.7	18,610	21,164
Kewaunee	1,720	17.7	4.8	18,469	16,279
Langlade	3,290	21.9	6.1	25,432	25,972
Manitowoc	11,670	69.2	20.5	103,945	80,676
Marathon	5,510	82.8	22.9	108,536	89,878
Marinette	4,560	35.9	10.6	42,551	34,868
Oconto	3,580	26.1	7.4	25,956	23,717
Outagamie	8,980	86.7	24.5	131,039	100,757
Partage	3,670	35.1	9.4	46,281	32,108
Shawano	3,980	35.5	9.8	39,584	29,849
Sheboygan	22,490	82.9	25.4	134,242	96,728
Waupaca	4,660	35.6	10.7	41,952	49,019
Waushara	970	13.9	4.3	12,227	14,761
Winnebago	10,620	95.8	28.8	151,725	116,160

## Michigan

Menominee	3,070	25.9	7.6	27,484	21,297
<b>Total</b>	<b>138,160</b>	<b>904.7</b>	<b>261.2</b>	<b>\$1,253,741</b>	<b>\$1,015,946</b>

## GREENSBORO, N. C.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>North Carolina</b>					
Alamance	13,620	76.8	20.2	\$103,543	\$64,163
Alleghany	1,140	8.1	2.1	5,577	2,921
Cabarrus	12,870	66.2	17.5	84,087	60,390
Caswell	2,250	21.1	4.5	13,942	3,688
Chatham	3,140	25.6	6.3	20,376	15,321
Davidson	11,290	66.2	17.5	74,328	47,736
Davie	2,660	15.8	4.0	15,917	6,880
Durham	16,400	108.4	28.6	158,448	117,968
Forsyth	28,760	158.8	44.0	231,746	128,940
Granville	3,290	32.9	7.0	25,600	14,735
Guilford	30,850	208.1	55.5	317,666	263,304
Harnett	1,560	49.7	11.8	44,929	28,969
Hoke	1,020	16.1	3.4	9,028	6,030
Lee	1,930	25.6	6.2	27,262	18,786
Montgomery	2,560	17.8	4.4	14,647	10,979
Moore	3,540	33.8	8.6	33,296	25,822
Orange	4,350	37.9	8.7	49,440	20,314
Person	2,560	24.1	5.5	18,588	14,693
Randolph	7,120	53.4	14.2	57,544	36,380
Rockingham	8,780	68.0	17.7	76,508	42,012
Rowan	12,760	78.2	21.3	101,271	57,240
Stanly	9,170	39.3	10.8	43,459	27,178
Stokes	2,710	21.2	5.1	17,893	5,080
Surry	6,470	47.6	12.0	48,510	37,224
Wake	14,580	145.9	36.3	205,046	144,820
Yadkin	4,650	23.0	5.7	18,639	7,360

## Virginia

Halifax	6,020	41.5	9.6	30,991	22,959
Henry	6,870	53.5	13.0	61,352	43,021
Patrick	730	15.1	3.6	10,523	5,084
Pittsylvania	12,580	106.7	26.8	116,985	93,086
<b>Total</b>	<b>236,230</b>	<b>1,686.4</b>	<b>431.9</b>	<b>\$2,037,141</b>	<b>\$1,373,083</b>

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>GREENVILLE, N. C.</b>						White 500 5.9 1.4 3,065 2,041					
North Carolina						Wilkes (50%) 790 6.0 1.6 4,013 3,584					
Beaufort	6,190	37.4	9.3	\$27,747	\$29,245	<b>North Carolina</b>					
Bertie	2,740	27.0	6.1	18,366	15,737	Buncombe	14,840	128.7	35.0	163,626	116,440
Carteret	1,140	25.4	6.5	26,067	13,271	Burke	9,120	48.6	11.5	44,279	21,094
Chowan	980	12.9	4.7	10,604	7,309	Clay	150	6.1	1.3	3,454	856
Craven	8,490	55.1	13.2	61,792	35,416	Cleveland	10,360	67.0	16.5	67,548	44,064
Duplin	1,720	41.9	10.0	25,772	16,949	Gaston	22,840	121.3	31.2	150,856	87,298
Edgecombe	3,720	52.7	12.1	50,071	35,608	Haywood	3,540	39.0	10.1	40,917	23,229
Franklin (50%)	1,100	15.8	3.7	11,409	5,638	Henderson	2,350	32.9	9.3	33,311	25,670
Greene	1,030	18.2	3.8	13,214	5,020	Jackson	2,160	19.4	4.5	12,733	7,085
Halifax	2,280	59.7	13.3	49,983	42,907	Lincoln	4,270	28.4	7.0	24,125	17,027
Hertford	3,170	22.2	4.9	15,519	15,413	McDowell	4,900	27.2	6.7	26,276	15,403
Hyde	430	6.3	1.4	3,752	1,422	Macon	920	16.6	4.0	10,818	6,513
Johnston	3,810	67.1	16.2	50,779	37,209	Madison	1,210	20.3	4.6	12,758	5,468
Jones	450	11.0	2.5	7,074	2,119	Polk	2,240	11.8	3.2	11,222	5,508
Lenoir	4,320	48.2	11.5	44,454	43,495	Rutherford	8,530	46.7	12.0	41,133	30,629
Martin	5,040	28.9	6.2	19,289	16,250	Swain	340	9.6	2.3	6,268	4,492
Nash	4,060	62.0	14.4	56,780	49,403	Transylvania	1,330	16.3	3.9	14,738	9,991
Narthampton	2,850	28.9	6.2	17,945	10,511	Yancey	820	16.2	3.7	9,335	5,834
Onslow	2,430	55.3	10.9	68,962	22,748	<b>Total</b>	<b>221,180</b>	<b>1,671.2</b>	<b>430.2</b>	<b>\$1,785,671</b>	<b>\$1,168,434</b>
Pamlico	300	10.4	2.6	7,454	2,013	<b>HANNIBAL, Mo.—See QUINCY-HANNIBAL</b>					
Pitt	10,020	65.3	15.0	57,598	48,798	<b>HARLINGEN, Tex.—See WESLACO-HARLINGEN</b>					
Sampson	1,710	51.3	11.9	31,665	20,204	<b>HARRISBURG, Ill.</b>					
Warren	1,270	24.1	5.1	14,455	9,851	Illinois					
Washington	1,130	13.6	3.1	11,876	7,421	Franklin	UHF	47.3	16.5	\$55,399	\$35,112
Wayne	5,330	67.1	15.9	54,492	54,104	Gallatin	circulation	9.5	2.9	9,009	8,423
Wilson	5,090	55.5	13.4	57,946	43,082	Hamilton	NA on a	11.9	3.9	10,877	7,516
<b>Total</b>	<b>80,800</b>	<b>963.3</b>	<b>223.9</b>	<b>\$815,065</b>	<b>\$591,143</b>	Hardin	county basis	7.6	2.2	6,944	4,285
<b>GREENVILLE, S. C.</b>						Johnson		8.1	2.6	6,031	4,248
South Carolina						Pope		5.2	1.6	4,032	1,893
Abbeville	3,220	22.4	5.7	\$21,695	\$12,325	Saline		32.2	11.0	38,621	33,384
Anderson	8,100	90.8	24.3	101,593	69,655	White		20.9	6.9	26,031	19,551
Cherokee	6,280	35.3	8.7	32,655	19,051	Williamson		47.7	16.4	54,675	39,050
Chester	5,130	32.5	8.2	32,281	21,529	<b>Kentucky</b>					
Edgefield	2,230	16.2	3.8	11,844	8,127	Crittenden (25%)		2.6	.8	1,901	1,368
Fairfield	3,190	21.2	4.9	16,085	9,202	Livingston (50%)		3.9	1.2	2,538	1,213
Greenville	26,530	178.0	49.6	258,496	176,384	Union (33%)		4.8	1.4	4,907	4,784
Greenwood	4,690	41.6	11.3	56,035	40,513	<b>Total</b>	<b>201.7</b>	<b>67.4</b>	<b>\$220,965</b>	<b>\$160,827</b>	
Laurens	3,780	47.9	11.9	52,025	27,502	<b>HARRISBURG, Pa.</b>					
McCormick	1,090	9.4	2.1	6,182	3,514	Pennsylvania					
Newberry	3,220	32.4	8.5	32,184	23,629	Adams (50%)	UHF	22.9	6.5	\$27,522	\$23,930
Oconee	2,610	39.7	9.6	34,703	21,675	Berks (10%)	circulation	25.9	7.8	44,571	30,261
Pickens	2,390	40.0	10.4	41,832	22,372	Cumberland	NA on a	101.8	30.2	160,573	97,435
Saluda	1,610	15.6	3.8	10,231	5,862	Dauphin	county basis	204.3	61.7	334,323	252,831
Spartanburg	25,540	154.2	40.9	186,463	137,663	Juniata		15.1	4.4	15,124	13,441
Union	5,770	31.2	7.7	31,352	18,147	Lancaster (75%)		181.3	52.7	322,037	202,925
York	11,680	76.0	18.7	90,466	62,820	Lebanon		90.5	26.5	133,972	90,612
<b>Georgia</b>						Mifflin		43.8	12.8	54,654	41,354
Banks	630	6.4	1.6	3,364	598	Northumberland					
Elbert	2,250	18.1	4.8	15,106	10,335	(50%)		57.3	16.9	70,124	55,283
Franklin	1,580	13.8	3.6	8,903	7,739	Perry		25.3	7.3	29,445	19,771
Habersham	1,640	17.1	4.4	13,927	10,037	Schuykill (25%)		49.3	14.1	61,418	40,856
Hart	1,580	14.1	3.6	9,919	5,362	Snyder		23.6	6.4	23,621	16,257
Lincoln (50%)	410	3.1	.7	2,099	1,868	York (25%)		52.8	16.1	82,957	62,756
Madison	1,190	11.7	3.0	7,825	2,299	<b>Total</b>	<b>893.9</b>	<b>263.4</b>	<b>\$1,360,341</b>	<b>\$947,712</b>	
Oglethorpe (50%)	530	4.7	1.2	2,976	905						
Rabun	700	7.4	1.7	4,816	3,758						
Stephens	1,970	17.8	4.7	17,667	12,710						
Tawns	430	4.6	1.0	2,472	1,481						



94% UHF\* — 131,080 SETS\*\*

During prime evening time, 6:00-11:15, Sunday thru Saturday:

WHP-TV LEADS \_\_\_\_\_

in twice as many quarter hours as the second station.

WHP-TV LEADS \_\_\_\_\_

in more than five times as many quarter hours as the principle VHF station in this area.

To reach the Harrisburg market you must use

**WHP-TV**

Nationally represented by BOLLING

\*ARB, June 12-18, 1954 \*\*TV Magazine, Aug., 1954

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>HARRISONBURG, Va.</b>					
<b>Virginia</b>					
Albemarle	4,690	53.5	13.7	\$70,180	\$60,280
Amherst (50%)	1,120	9.7	2.1	7,446	2,410
Augusta	6,440	70.0	17.6	84,144	57,369
Bath	590	6.1	1.5	5,326	3,303
Clarke	900	7.3	1.8	7,363	4,213
Culpeper	2,310	13.3	3.3	11,571	14,102
Fauquier	3,570	21.5	5.4	19,942	18,868
Fluvanna	850	6.9	1.8	5,434	2,765
Frederick	4,700	33.2	9.4	38,544	42,315
Greene	350	4.8	1.1	3,298	1,219
Highland	530	3.9	.8	2,294	1,021
Loudoun	3,460	21.3	5.2	20,847	17,112
Louisa	1,460	12.5	3.1	8,431	6,606
Madison	840	8.5	2.1	5,255	2,441
Nelson	2,020	13.2	3.2	8,546	4,244
Orange	1,040	12.7	3.2	12,546	11,757
Page	1,330	15.5	4.0	13,080	9,529
Rappahannock	820	6.0	1.4	3,264	1,450
Rockbridge	2,160	29.4	7.2	32,372	20,132
Rockingham	4,740	48.1	12.6	53,417	45,817
Shenandoah	1,900	21.2	5.7	18,298	16,572
Spotsylvania	4,260	24.9	6.4	32,494	33,768
Warren	2,310	16.4	4.4	20,380	15,840
<b>Maryland</b>					
Allegany (50%)	5,890	46.8	13.7	54,819	40,144
Garrett	2,660	22.0	5.5	17,384	14,440
<b>West Virginia</b>					
Barbour	3,290	19.4	5.1	17,325	6,813
Berkeley	5,220	30.1	8.7	38,372	22,489
Grant	430	8.5	2.3	6,059	7,486
Hampshire	670	12.4	3.2	9,654	5,123
Hardy	770	9.5	2.4	7,333	5,045
Jefferson	2,860	17.1	4.6	17,543	11,980
Mineral	1,760	21.8	6.2	22,554	9,372
Morgan	520	8.1	2.4	7,237	3,090
Pendleton	440	8.9	2.1	5,573	2,630
Pocahontas	710	12.0	3.0	9,562	4,079
Randolph	1,520	30.3	7.5	28,494	16,296
Tucker	740	9.9	2.6	8,356	5,138
<b>Total</b>	<b>79,870</b>	<b>726.5</b>	<b>188.5</b>	<b>\$742,184</b>	<b>\$549,668</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>HARTFORD, Conn.—See NEW BRITAIN-HARTFORD</b>						
<b>HENDERSON, Ky.—See EVANSVILLE-HENDERSON</b>						
<b>HOLYOKE-SPRINGFIELD, Mass.</b>						
<b>Massachusetts</b>						
Franklin	UHF	54.2	17.1	\$76,353	\$58,805	
Hampden	circulation	384.8	114.7	633,323	470,479	
Hampshire	NA on a county basis	91.1	24.4	132,169	71,133	
<b>Connecticut</b>						
Hartford (25%)		145.4	42.8	309,294	196,922	
Tolland		49.0	13.3	82,302	40,048	
<b>Total</b>		<b>724.5</b>	<b>212.3</b>	<b>\$1,233,441</b>	<b>\$837,387</b>	
<b>HONOLULU, Hawaii</b>						
<b>Hawaii</b>						
Honolulu	NA on a county basis	351.2	90.2	\$608,231	\$364,472	
Kauai		29.0	8.5	38,614	23,272	
Maui		45.3	12.9	59,099	37,122	
<b>Total</b>		<b>425.5</b>	<b>111.6</b>	<b>\$705,944</b>	<b>\$424,866</b>	
<b>HOUSTON-GALVESTON, Tex.</b>						
<b>Texas</b>						
Austin		1,760	14.3	4.5	\$17,097	\$14,594
Brazoria		11,320	57.8	15.9	84,549	56,877
Brazos		3,160	41.5	11.3	55,829	39,053
Burleson		1,220	12.0	3.5	10,299	8,217
Chambers		1,590	8.1	2.3	11,306	6,271
Colorado		2,180	17.7	5.3	21,192	24,724
Fort Bend		2,890	30.2	7.8	33,648	31,401
Galveston		18,750	127.4	38.3	219,248	151,803
Grimes		1,880	13.7	4.1	11,443	10,899
Hardin		1,400	21.2	6.0	22,770	13,444
Harris		223,770	972.5	294.7	1,856,123	1,195,425
Jackson		1,800	13.5	3.8	16,537	10,423
Jasper		1,300	21.1	5.5	19,109	20,689
Jefferson		34,290	217.3	64.5	383,295	265,843
Liberty		5,210	27.9	8.0	32,245	30,365
Madison		1,070	7.1	2.1	5,977	6,919
Matagorda		2,820	22.4	6.5	30,697	26,716
Montgomery		4,570	25.5	7.5	26,306	19,813

## To Cover the Rich Shenandoah Valley Area

CBS  
NBC

# WSVA-TV

ABC  
DuMont

HARRISONBURG, VA.

CHANNEL **3** maximum power  
antenna 2130 feet  
above average terrain  
highest in Virginia

A Mountain-Shielded Area

The Blue Ridge Range to the East — The Alleghenies to the West

A Diversified Market

Population:  
629,600—Rural\*  
173,300—Urban\*\*  
226,291—Industrial Employees\*\*

\*Farm Income \$195,601,000  
\*\*Tourist Income \$180,000,000  
\*\*\*Industrial Sales \$171,356,000

Source: \*1954 SM Survey of Buying Power  
\*\*Virginia Travel Council for 1953  
\*\*\*U. S. Census of Manufacturers for 1947

Frederick L. Altman, Pres. & Gen. Mgr.  
Howard C. Exon, Sales Manager

Representative  
Devney and Company

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Newton	790	10.3	2.7	7,498	3,946
Orange	7,400	51.8	14.6	74,413	43,862
Polk	2,110	15.3	4.3	15,308	11,088
San Jacinto	840	6.9	1.7	5,071	1,902
Trinity	1,720	9.2	2.8	7,844	8,937
Tyler	740	11.5	3.1	10,937	9,110
Walker	2,470	20.9	4.9	19,221	14,508
Waller	2,100	12.3	3.2	15,343	10,208
Washington	2,830	19.5	5.8	17,009	16,579
Wharton	4,270	36.4	10.1	46,498	37,537
<b>Total</b>	<b>346,250</b>	<b>1,845.3</b>	<b>544.8</b>	<b>\$3,076,812</b>	<b>\$2,091,153</b>

## HUNTINGTON, W. Va.

### West Virginia

Barbour	3,290	19.4	5.1	\$17,325	\$6,813
Boone	3,150	34.3	8.0	34,809	20,206
Braxton	990	16.8	4.2	12,291	6,298
Cabell	29,140	112.5	34.6	168,277	115,583
Calhoun	980	9.4	2.3	6,195	1,891
Clay	1,770	14.7	3.5	11,648	3,858
Fayette	7,040	81.4	20.3	93,522	59,406
Greenbrier	3,840	38.8	10.0	41,747	28,270
Jackson	1,220	14.8	3.9	11,609	7,546
Kanawha	54,810	245.6	68.6	378,784	240,481
Lincoln	3,240	22.0	5.0	16,022	6,789
Logan	9,010	79.4	18.6	95,119	59,259
McDowell	14,900	98.2	22.9	112,252	66,096
Mason	4,150	23.7	6.3	21,569	10,343
Mercer	10,430	75.9	19.6	90,056	59,697
Mingo	7,300	48.7	11.5	46,151	41,753
Nicholas	2,900	28.4	6.8	26,197	15,138
Pocahontas	710	12.0	3.0	9,562	4,079
Putnam	3,440	21.2	5.3	19,721	4,533
Roanoke	7,360	97.5	24.3	108,422	66,177
Randolph	1,520	30.3	7.5	28,494	16,296
Roane	1,390	17.5	4.2	13,653	6,408
Upshur	830	19.2	5.1	18,577	9,601
Wayne	5,200	40.7	8.6	36,565	8,168
Webster	1,730	17.5	4.2	15,090	7,869
Wirt	430	4.8	1.3	3,474	973
Wood	7,870	66.5	20.2	88,677	56,742
Wyoming	3,890	40.1	9.2	40,746	19,026

### Kentucky

Bath	330	9.9	2.8	7,050	2,801
Boyd	10,590	51.5	14.5	70,485	47,260
Breathitt	260	18.9	3.9	8,670	3,932
Carter	2,940	21.7	5.3	14,918	7,470
Elliott	900	6.7	1.4	3,593	580
Fleming	1,050	11.6	3.5	8,382	5,523
Floyd	6,670	53.7	12.0	39,598	25,268
Greenup	3,320	25.0	6.4	24,435	7,799
Johnson	2,610	23.3	5.8	15,224	12,726
Knott	580	20.4	4.1	9,897	3,387
Lowrence	1,850	13.6	3.5	8,435	5,345
Letcher	1,040	39.2	9.0	28,340	20,956
Lewis	1,060	12.8	3.2	9,100	4,338
Magoffin	1,470	12.8	2.7	6,180	2,185
Martin	1,160	11.9	2.5	5,871	2,287
Morgan	600	12.9	3.2	7,292	2,204
Perry	1,320	45.4	10.1	33,814	26,749
Pike	9,820	82.3	18.9	64,628	44,153
Rowan	1,010	12.6	3.1	9,846	6,064

### Ohio

Adams	4,360	21.2	6.5	18,811	13,285
Athens	6,280	44.6	12.3	49,735	37,968
Gollia	3,500	25.0	6.7	20,716	16,002
Jackson	5,340	29.2	8.4	29,708	22,695
Lawrence	10,410	50.1	14.3	57,421	36,908
Meigs	3,580	23.4	7.0	23,750	17,222
Pike	4,650	20.5	5.7	15,640	13,209
Ross	12,600	57.1	16.1	69,353	53,334
Scioto	20,700	90.9	27.0	109,982	86,640
Vinton	2,180	10.5	2.8	7,952	4,219
Washington	4,420	43.9	13.8	50,314	36,413
<b>Total</b>	<b>319,130</b>	<b>2,233.9</b>	<b>580.6</b>	<b>\$2,395,694</b>	<b>\$1,518,221</b>

## HUTCHINSON, Kans.

### Kansas

Barber	1,010	8.5	2.8	\$12,665	\$9,901
Barton	5,590	32.4	10.2	60,487	51,474
Butler	6,670	35.4	11.7	51,632	37,856
Chase	760	4.6	1.5	6,262	3,439
Chautauqua	480	7.1	2.4	7,366	5,779
Clark	190	4.0	1.2	7,666	4,573
Clay	840	11.6	4.0	14,652	12,226
Cloud	690	16.3	5.4	20,377	18,972
Comanche	760	4.0	1.3	6,094	3,882
Cowley	4,290	37.4	12.4	50,803	41,797
Dickinson	1,430	21.3	7.1	27,900	21,535
Edwards	920	6.2	2.1	9,017	6,993
Elk	540	6.2	2.1	6,788	3,884
Ellis	1,080	20.2	5.3	28,455	25,379

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Ellsworth	890	8.0	2.6	10,451	9,310
Ford	1,090	21.1	6.9	36,142	36,965
Geary	1,080	22.0	7.2	36,220	18,902
Greenwood	990	13.2	4.5	16,933	14,808
Harper	980	9.6	3.3	11,320	11,042
Harvey	3,630	22.2	7.0	34,519	23,109
Kingman	1,070	10.5	3.3	10,970	9,432
Kiowa	670	5.0	1.5	9,254	6,729
Lincoln	540	6.5	1.9	8,528	5,820
Lyon	2,220	26.7	8.8	39,086	28,262
McPherson	2,690	24.1	7.9	35,452	25,907
Marion	1,360	16.1	5.2	18,074	17,157
Mitchell	670	10.5	3.4	12,200	16,460
Morris	480	8.3	2.6	10,748	6,544
Osborne	400	8.5	2.8	10,288	9,970
Ottawa	560	6.8	2.4	6,646	6,255
Pawnee	1,290	11.6	3.0	15,996	14,054
Pratt	1,470	12.6	4.1	20,602	16,335
Reno	12,140	56.3	18.7	88,925	75,296
Rice	2,420	15.9	5.3	25,398	14,323
Rush	530	7.2	2.3	10,439	10,287
Russell	1,070	13.9	4.4	24,461	15,639
Saline	2,960	35.5	11.7	58,502	58,629
Sedgwick	60,800	286.4	95.4	508,536	350,480
Stafford	870	8.6	2.8	10,266	7,892
Sumner	2,190	25.6	8.7	34,698	19,655
<b>Total</b>	<b>130,310</b>	<b>907.9</b>	<b>297.2</b>	<b>\$1,414,818</b>	<b>\$1,076,952</b>

## IDAHO FALLS, Idaho

### Idaho

Bannock	4,460	45.1	12.8	\$70,921	\$48,723
Bingham	2,650	29.0	7.3	36,559	22,030
Bonneville	4,800	34.2	10.0	51,086	52,673
Butte	190	3.5	.9	3,959	2,002
Clark	80	.9	.2	1,161	794
Fremont	1,300	8.9	2.4	10,695	9,531
Jefferson	640	10.5	2.7	9,266	7,921
Madison	1,440	8.9	2.3	9,273	12,423
Power	410	3.8	.9	5,837	4,922
<b>Total</b>	<b>15,970</b>	<b>144.8</b>	<b>39.5</b>	<b>\$198,757</b>	<b>\$161,019</b>

## INDIANAPOLIS, Ind.

### Indiana

Bartholomew	11,490	45.6	14.3	\$62,730	\$35,498
Benton	2,890	11.6	3.5	17,212	13,190
Blackford	1,250	14.4	4.5	20,121	16,706
Boone	6,300	25.2	8.3	39,697	32,602
Brown	880	5.9	1.6	5,206	2,612
Carroll	3,340	16.8	5.4	23,515	14,482
Cass	6,710	40.3	12.2	57,655	50,254
Clay	2,970	23.8	8.1	32,510	18,394
Clinton	7,370	30.7	10.1	46,626	32,390
Decatur	3,680	18.8	5.7	24,850	18,511
Delaware	23,290	97.4	30.9	159,531	98,226
Fayette	4,140	25.6	7.7	40,111	29,126
Fountain	2,960	18.2	6.1	23,706	17,609
Franklin	2,450	16.8	4.5	16,219	10,226
Grant	13,920	65.5	20.3	91,961	65,537
Greene	5,090	27.4	9.3	31,305	22,275
Hamilton	7,360	30.3	9.7	46,163	28,664
Hancock	5,340	21.7	7.1	30,100	19,243
Hendricks	7,080	26.8	8.3	42,675	16,539
Henry	9,430	48.1	14.6	74,299	46,635
Howard	13,010	58.2	18.4	95,465	61,614
Huntington	2,050	32.4	10.5	45,982	37,099
Jackson	5,710	29.2	9.0	32,831	30,901
Jay	2,160	23.6	7.7	32,249	21,589
Jennings	2,690	16.0	4.1	13,089	10,791
Johnson	7,280	28.2	8.8	42,610	25,605
Lawrence	6,770	35.0	10.8	44,207	33,218
Madison	31,020	111.3	35.5	184,091	116,028
Marion	166,530	593.4	190.1	1,166,775	841,320
Miami	3,220	28.8	9.4	43,631	28,803
Monroe	9,120	53.3	14.4	78,330	43,021
Montgomery	7,950	30.0	9.8	46,131	33,382
Morgan	6,660	25.6	8.0	29,308	22,202
Owen	2,060	12.1	3.8	11,974	7,439
Parke	2,200	15.4	4.9	17,833	12,050
Putnam	2,490	23.7	6.9	28,204	24,976
Randolph	6,480	27.8	9.2	38,483	35,843
Ripley	3,870	19.3	6.0	20,007	20,592
Rush	4,050	20.3	6.2	28,315	20,989
Shelby	6,960	29.4	9.6	42,567	30,003
Tippecanoe	10,310	81.4	23.2	139,733	87,010
Tipton	3,620	16.0	4.9	20,646	11,935
Union	1,040	6.9	1.9	9,445	6,303
Vermillion	3,300	21.0	7.2	23,334	18,711
Vigo	27,280	108.8	36.0	175,770	127,662
Wabash	3,840	30.3	9.6	42,062	30,953
Warren	1,560	8.7	2.8	12,184	4,571
Wayne	15,540	73.0	22.4	116,703	90,181
Wells	1,430	20.4	6.5	28,597	20,102
White	3,940	18.5	6.1	25,174	17,545
<b>Total</b>	<b>492,080</b>	<b>2,208.9</b>	<b>695.9</b>	<b>\$3,521,922</b>	<b>\$2,461,157</b>

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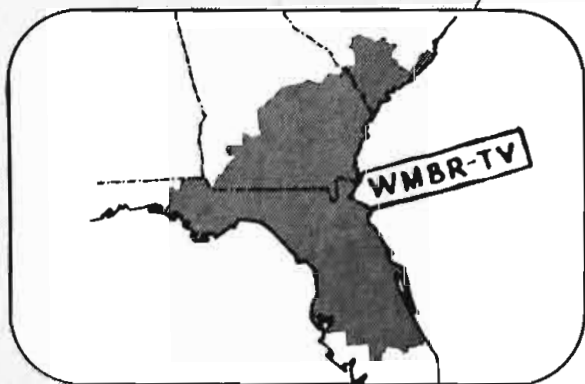
# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>JACKSON, Miss.</b>					
<b>Mississippi</b>					
Amite	1,480	18.6	4.6	\$11,805	\$9,123
Attala	1,650	25.8	6.6	17,356	15,552
Carroll	570	14.4	3.5	7,750	2,748
Claiborne	1,090	11.7	3.0	9,083	5,691
Copiah	3,000	29.8	7.9	21,442	13,592
Covington	970	15.8	3.8	8,941	6,444
Forrest	5,500	48.7	14.2	54,436	47,965
Franklin	400	10.6	2.9	8,614	5,290
Hinds	21,860	156.0	43.4	222,485	156,492
Holmes	1,610	31.8	8.1	18,713	14,621
Humphreys	2,000	22.3	5.5	12,650	12,252
Issaquena	250	4.8	1.2	2,532	691
Jasper	400	19.0	4.5	10,463	4,798
Jefferson	590	10.7	2.9	5,843	3,707
Jeff Davis	770	15.6	3.8	8,207	6,387
Jones	4,140	61.8	16.9	60,033	44,070
Lamar	1,300	13.6	3.6	9,960	5,180
Lauderdale	5,650	66.1	19.8	72,271	50,668
Lawrence	640	12.2	3.1	7,659	5,490
Leake	1,180	21.0	5.3	11,651	5,987
Leflore	4,420	51.4	13.7	48,174	44,091
Lincoln	1,940	28.1	7.7	25,978	20,965
Madison	1,630	32.8	8.1	20,544	15,551
Marion	1,290	23.9	6.4	18,292	12,220
Neshoba	1,030	24.9	6.6	15,131	11,428
Newton	1,280	22.3	5.8	14,519	11,143
Pike	1,980	35.1	9.6	30,885	24,850
Rankin	1,110	29.3	6.2	19,628	7,570
Scott	1,180	21.3	5.5	13,613	15,599
Sharkey	1,440	12.4	3.1	7,806	7,253
Simpson	1,400	21.7	5.5	13,383	8,578
Smith	600	15.9	3.9	8,043	3,386
Walthall	630	14.9	3.6	8,329	4,340
Warren	5,170	39.0	12.5	46,802	34,917
Washington	4,370	73.8	21.2	66,869	57,081
Winston	760	22.1	5.5	14,481	10,959
Yazoo	2,570	34.6	8.9	23,919	18,812
<b>Louisiana</b>					
East Carroll	2,370	15.8	4.2	11,706	8,591
Madison	2,300	17.2	4.7	13,281	10,248
Tensas	950	12.9	3.5	9,023	6,514
<b>Total</b>	<b>93,470</b>	<b>1,159.7</b>	<b>310.8</b>	<b>\$1,012,300</b>	<b>\$750,844</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>JACKSONVILLE, Fla.</b>					
<b>Florida</b>					
Alachua	4,470	64.1	16.3	\$71,916	\$61,186
Baker	1,070	6.5	1.4	4,183	3,551
Bradford	2,230	13.1	3.3	9,656	8,670
Brevard	1,700	26.1	8.6	30,595	23,361
Citrus	300	6.1	1.7	5,593	5,366
Clay	2,280	18.2	4.4	18,251	10,317
Columbia	1,250	19.2	5.0	17,703	16,781
Dixie	210	3.4	.8	2,399	2,367
Duval	67,350	350.1	100.2	498,960	388,945
Flagler	140	3.6	1.0	3,346	2,268
Gadsden	660	39.5	8.1	24,058	24,450
Gilchrist	190	3.4	.7	2,002	2,360
Hamilton	620	8.9	2.2	5,443	4,537
Hernando	440	7.0	1.9	6,766	6,317
Jefferson	730	10.4	2.6	6,251	5,270
Lafayette	150	3.2	.7	1,959	1,878
Lake	5,030	41.4	12.4	45,194	33,519
Leon	1,830	61.5	15.2	77,021	51,895
Levy	620	10.7	2.9	8,037	6,209
Madison	1,110	13.8	3.4	7,915	6,028
Marion	3,430	42.1	12.1	40,970	46,546
Nassau	2,370	14.2	3.6	12,532	10,722
Orange	6,860	143.0	44.2	201,685	161,102
Osceola	910	12.3	4.2	12,352	11,736
Pasco	1,470	24.2	7.4	23,928	16,378
Polk	4,670	144.2	41.7	174,221	115,664
Putnam	3,520	26.6	7.6	26,302	24,877
St. Johns	3,900	27.6	8.1	32,309	23,912
Seminole	1,760	28.9	8.5	27,784	25,436
Sumter	530	11.7	3.2	10,196	7,636
Suwannee	1,150	17.4	4.4	12,568	12,595
Taylor	890	10.5	2.9	8,657	9,391
Union	920	10.0	1.1	3,565	2,528
Volusia	4,010	84.0	27.9	113,362	92,938
Wakulla	80	5.6	1.4	3,514	1,234
<b>Georgia</b>					
Appling	610	13.9	3.3	8,281	4,676
Atkinson	360	7.4	1.7	4,603	2,010
Bacon	1,250	9.0	2.2	6,131	4,650
Berrien	700	13.7	3.3	9,989	5,891
Brantley	250	6.5	1.5	3,754	1,446
Brooks	1,110	17.4	4.1	11,278	7,294
Bryan	120	6.1	1.4	4,388	2,965

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# Area = WMBR-TV



AREA and WMBR-TV are synonymous!

WMBR-TV's coverage area is comprised of 112 counties in Florida, Georgia, and South Carolina . . . a total of 66,406 square miles, 261,000 TV families, and 939,600

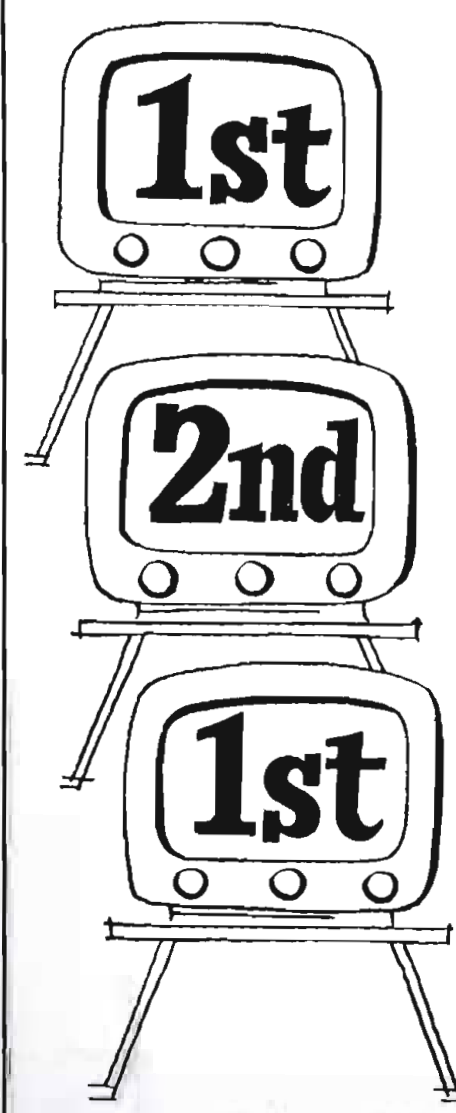
TV viewers! This is the coverage area of WMBR-TV . . . Florida's most powerful television station!

## WMBR-TV

Channel 4, Jacksonville, Florida  
Represented by CBS-TV Spot Sales

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Bulloch	1,080	24.2	6.2	17,555	14,466	Hawkins	1,540	31.0	7.6	23,170	11,121
Camden	1,000	7.9	2.1	7,334	5,105	Jefferson (50%)	1,190	9.7	2.6	7,966	5,124
Candler	400	7.7	1.9	5,497	4,955	Johnson	1,050	11.8	2.8	7,181	4,765
Charlton	550	4.7	1.1	4,080	2,960	Sullivan	12,680	102.9	27.7	138,056	90,687
Chatham	18,240	159.1	47.4	211,441	168,652	Unicoi	1,080	16.1	4.0	15,267	9,584
Clinch	650	6.0	1.5	5,476	2,176	Washington	3,460	61.6	15.9	66,407	60,298
Colfee	1,410	24.6	5.8	18,193	17,151	<b>North Carolina</b>					
Colquitt	1,230	35.9	9.3	31,468	25,519	Ashe	3,160	22.1	5.2	12,298	7,042
Cook	360	12.1	3.2	8,607	5,313	Avery	1,170	13.4	3.2	8,307	3,796
Decatur	480	23.9	6.5	19,885	11,670	Burke	9,120	48.6	11.5	44,279	21,094
Echols	290	2.4	.5	1,606	278	Caldwell	5,990	46.4	11.2	43,159	25,442
Effingham	160	9.1	2.3	6,382	3,258	McDowell	4,900	27.2	6.7	26,276	15,403
Emanuel	860	18.7	4.8	12,917	9,808	Madison	1,210	20.3	4.6	12,758	5,468
Evans	560	6.4	1.5	3,773	4,822	Mitchell	1,460	15.0	3.6	9,737	6,243
Glynn	4,530	32.2	9.0	38,588	26,846	Watauga	1,520	18.5	4.3	11,602	7,522
Grady	180	18.9	4.9	13,721	8,625	Yancey	820	16.2	3.7	9,335	5,834
Irwin	540	11.5	2.6	7,720	3,521	<b>Virginia</b>					
Jeff Davis	700	9.6	2.4	6,237	3,721	Lee	1,980	35.3	8.0	21,105	12,939
Lanier	340	5.1	1.3	3,372	2,107	Russell	2,480	26.8	6.1	17,578	13,208
Liberty	480	9.3	2.3	5,480	5,010	Washington (50%)	1,080	27.8	6.7	24,678	24,013
Long	220	3.7	.9	2,373	1,288	<b>Total</b>	<b>67,030</b>	<b>698.4</b>	<b>173.5</b>	<b>\$623,511</b>	<b>\$430,260</b>
Lowndes	2,910	43.0	11.8	42,484	40,624	<b>JOHNSTOWN, Pa.</b>					
McIntosh	290	6.3	1.6	4,034	1,995	<b>Pennsylvania</b>					
Mitchell	630	21.7	5.3	15,125	11,794	Armstrong	18,430	80.7	23.3	\$106,282	\$70,688
Montgomery	70	7.6	1.7	4,303	1,620	Bedford	10,050	40.5	11.4	38,342	30,577
Pierce	420	10.8	2.6	7,112	4,287	Blair	35,560	138.6	41.3	183,753	134,278
Screven	570	16.8	4.2	8,940	5,514	Butler	23,010	100.7	28.7	137,007	102,190
Tattall	620	15.9	3.8	9,325	6,007	Cambria	49,410	207.9	56.3	269,158	183,090
Thomas	960	34.5	9.5	31,273	23,594	Cameron	820	7.0	1.9	10,897	7,936
Tift	1,940	24.1	6.3	21,516	19,618	Centre	12,810	67.8	17.2	88,860	56,946
Toombs	910	17.7	4.4	12,984	18,106	Clarion	7,570	38.2	10.8	41,048	38,630
Treutlen	240	6.2	1.4	3,829	2,044	Clearfield	18,950	83.9	24.0	97,377	79,291
Ware	3,680	30.9	8.3	33,655	27,138	Clinton	5,210	37.1	10.8	48,322	33,260
Wayne	610	14.6	3.6	10,993	8,979	Elk	2,590	34.2	9.6	44,810	24,850
Wheeler	300	6.4	1.4	3,873	1,731	Fayette	42,110	186.4	52.3	231,562	176,208
Worth	1,100	18.9	4.5	11,885	5,596	Franklin	12,970	78.1	22.5	99,192	82,798
<b>South Carolina</b>						Fulton	1,550	10.4	2.9	8,286	5,620
Beaufort	2,210	28.6	6.7	27,918	13,545	Huntingdon	7,240	40.3	11.4	43,117	29,834
Hampton	1,520	18.4	4.5	10,639	8,399	Indiana	10,820	76.1	21.3	87,706	69,415
Jasper	940	11.0	2.7	6,863	5,942	Jefferson	9,750	47.6	14.2	56,887	43,176
<b>Total</b>	<b>187,430</b>	<b>2,152.9</b>	<b>590.4</b>	<b>\$2,298,073</b>	<b>\$1,790,686</b>	Juniata	1,040	15.1	4.4	15,124	13,441
<b>JOHNSON CITY, Tenn.</b>						Mifflin	6,790	43.8	12.8	54,654	41,354
<b>Tennessee</b>						Somerset	12,560	80.8	22.6	86,055	69,681
Carter	5,780	44.2	11.2	\$43,815	\$29,942	Westmoreland	73,240	317.2	90.5	444,962	323,451
Cocke	800	22.2	5.5	13,609	12,833	<b>Maryland</b>					
Grainger (50%)	290	6.4	1.5	3,447	1,275	Allegany	11,780	93.6	27.3	109,638	80,288
Greene	1,990	40.9	10.9	33,609	28,054	Garrett	2,660	22.0	5.5	17,384	14,440
Hamblen	1,810	25.7	6.9	25,877	26,868	<b>Total</b>	<b>376,920</b>	<b>1,848.0</b>	<b>523.0</b>	<b>\$2,320,423</b>	<b>\$1,711,462</b>
Honcock	470	8.3	2.1	3,975	1,705						



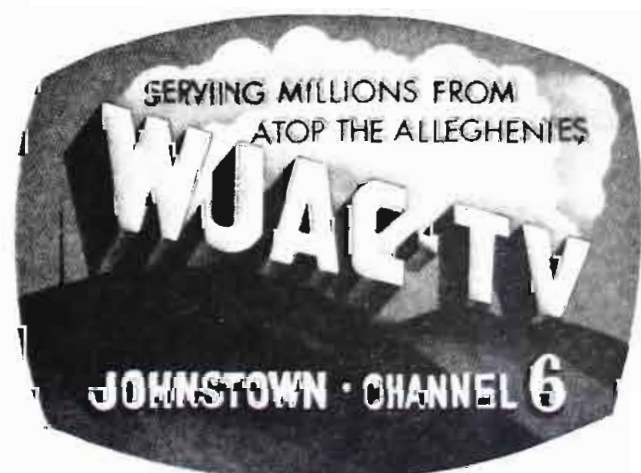
**in Johnstown**  
(a 2-Station Market)

**in Pittsburgh**  
(a 3-Station Market)

**in Altoona**  
(a 2-Station Market)

**BUY THE ONE**  
that  
**COVERS THREE!**

Take a look at the WJAC-TV picture—where your TV dollar buys not only the rich Johnstown market, but stretches into the Altoona AND Pittsburgh markets, too. You get extra coverage, and extra salespower at no extra cost!



Call your KATZ man for full information



*You Might Clear 15' 7<sup>3</sup>/<sub>4</sub>"\* —*

**BUT ... YOU NEED WKZO-TV  
TO GO OVER IN  
WESTERN MICHIGAN!**

**GRAND RAPIDS-KALAMAZOO HOOPERS  
January, 1954  
Share-Of-Television-Audience**

	MON.-FRI. 7 a.m.- 12 noon	MON.-FRI. 12 noon- 5 p.m.	SUN.-SAT. 6 p.m.- 12 midnight
<b>WKZO-TV</b>	80%†	85%	62%
<b>Station "B"</b>	31%†	15%	38%

†Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves more than 504,123 television homes in 29 Western Michigan and Northern Indiana counties. This is a far larger television market than you'll find in and around many cities two and three times as big!

January '54 Hoopers, left, credit WKZO-TV with 63.2% more *evening* viewers than the next Western Michigan station — 158.1% more *morning* viewers — 466.6% more *afternoon* viewers!

100,000 WATTS — CHANNEL 3

# WKZO-TV

**OFFICIAL BASIC CBS FOR WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



*The Feltzer Stations*

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

\*Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>KALAMAZOO, Mich.</b>											
<b>Michigan</b>											
Allegan	10,280	50.3	15.4	\$58,037	\$45,459	Kearney	670	6.6	2.1	8,034	10,096
Barry	5,770	27.9	8.8	34,383	24,507	Lincoln	730	29.0	9.1	44,496	38,874
Berrien	34,550	128.0	40.1	184,173	166,722	Merrick	510	9.0	3.0	11,654	11,115
Branch	6,910	32.4	9.7	37,530	31,502	Nance	340	6.5	1.9	6,039	5,746
Calhoun	31,910	133.8	39.8	209,398	168,434	Nuckolls	370	9.4	2.9	10,981	10,811
Cass	8,380	31.1	10.0	37,007	24,030	Phelps	2,230	9.5	3.1	13,462	14,899
Eaton	7,680	42.7	13.3	52,610	43,435	Redwillow	610	13.4	4.3	20,131	22,138
Hillsdale	6,140	38.6	12.1	42,031	31,087	Sherman	160	6.2	1.8	6,579	4,290
Ionia	5,960	39.6	11.4	41,394	34,305	Valley	170	7.2	2.3	7,443	7,093
Jackson	27,570	115.2	34.2	173,986	152,320	Webster	650	7.2	2.4	7,009	6,827
Kalamazoo	33,030	139.4	42.3	228,335	171,160	<b>Kansas</b>					
Kent	66,740	309.3	95.7	513,464	408,760	Decatur	320	6.0	2.2	9,019	7,826
Montcalm	6,240	32.4	10.4	38,167	44,286	Jewell	240	9.4	3.1	10,492	5,829
Muskegon	27,560	134.3	40.5	192,557	165,319	Norton	600	8.8	2.8	9,507	12,878
Ottawa	15,930	80.4	24.1	108,527	90,243	Osborne	360	8.5	2.8	10,288	9,970
St. Joseph	8,550	36.7	12.0	49,336	40,453	Phillips	670	9.3	3.2	11,803	9,192
Van Buren	11,440	40.8	13.5	49,838	39,923	Republic	350	11.2	3.9	13,771	8,446
<b>Indiana</b>						<b>Total</b>					
Dekalb	3,650	27.0	8.6	38,409	25,200	<b>Total</b>	<b>27,940</b>	<b>367.9</b>	<b>118.5</b>	<b>\$479,495</b>	<b>\$448,891</b>
Elkhart	15,940	90.0	28.7	157,400	115,445	<b>KINGSTON, N. Y.</b>					
Kosciusko	7,070	34.6	11.2	47,870	38,955	<b>New York</b>					
Lagrange	2,360	15.8	4.5	17,555	11,478	Columbia	UHF	44.7	14.1	60,936	42,781
Noble	4,760	26.4	8.2	35,151	32,901	Dutchess	circulation	144.3	38.7	221,754	192,192
St. Joseph	43,890	226.1	68.2	451,436	304,668	Greene	NA on a	29.2	9.2	32,653	39,097
Steuben	2,180	18.4	5.7	24,794	23,531	Orange (50%)	county basis	78.0	23.7	117,915	100,208
<b>Total</b>	<b>394,490</b>	<b>1,851.2</b>	<b>568.4</b>	<b>\$2,823,388</b>	<b>\$2,234,123</b>	Putnam		20.6	6.8	29,907	29,904
<b>KANSAS CITY, Mo.</b>						<b>Sullivan (50%)</b>					
<b>Missouri</b>						<b>Ulster</b>					
Andrew	2,900	11.6	4.0	\$12,591	\$5,553			95.8	30.5	132,375	114,442
Bates	3,870	17.2	6.2	19,164	12,967	<b>Connecticut</b>					
Benton	920	8.8	2.7	7,343	7,126	Litchfield (50%)		52.1	15.9	90,492	67,052
Buchanan	22,480	99.4	31.9	151,879	95,619	<b>Total</b>	<b>485.8</b>	<b>145.6</b>	<b>\$713,250</b>	<b>\$625,471</b>	
Caldwell	2,280	9.8	3.6	10,097	9,491	<b>KNOXVILLE, Tenn.</b>					
Carroll	3,120	15.1	5.1	15,476	12,667	<b>Tennessee</b>					
Cass	3,980	19.8	6.7	22,661	18,024	Anderson	10,140	61.1	16.1	\$84,006	\$42,237
Clay	16,610	56.0	18.6	95,777	52,537	Blount	9,470	59.3	15.3	59,011	39,911
Clinton	2,570	11.6	4.0	14,070	16,234	Campbell	2,410	34.9	8.4	24,482	21,186
Daviess	2,450	10.8	3.7	10,833	9,072	Clairborne	1,440	24.2	5.7	13,835	9,008
De Kalb	1,900	7.9	3.0	7,818	5,572	Cocke	800	22.2	5.5	13,609	12,833
Gentry	1,410	10.7	3.6	11,870	10,673	Cumberland	880	19.7	4.7	12,859	12,394
Henry	4,650	19.9	6.9	21,308	18,380	Grainger	580	12.7	3.0	6,893	2,550
Holt	1,320	9.5	3.1	10,980	10,356	Greene	1,990	40.9	10.9	33,609	28,054
Jackson	150,720	569.8	194.9	1,083,603	1,010,568	Hamblen	1,810	25.7	6.9	25,877	26,868
Johnson	4,610	21.1	6.9	24,106	13,186	Hancock	470	8.3	2.1	3,975	1,705
Lafayette	5,130	25.1	8.2	30,590	27,984	Hawkins	1,540	31.0	7.6	23,170	11,121
Livingston	2,850	16.7	5.5	20,363	18,530	Jefferson	1,190	19.4	5.1	15,931	10,247
Pettis	5,550	32.0	11.1	41,689	31,315	Knox	29,190	235.7	66.0	314,171	248,292
Platte	2,860	15.6	4.9	18,727	8,108	Loudon	2,570	24.1	6.3	19,803	16,889
Ray	3,210	15.7	5.5	18,277	12,462	Mc Minn	1,450	32.0	8.6	27,429	21,706
St. Clair	1,260	10.2	3.5	8,590	6,138	Meigs	320	6.1	1.3	3,702	1,475
Saline	2,320	26.7	8.5	31,587	23,939	Monroe	2,580	23.9	5.8	15,498	14,392
<b>Kansas</b>						<b>Morgan</b>					
Anderson	790	10.4	3.4	11,660	8,100	Rhea	1,210	15.6	4.1	12,345	8,691
Atchison	3,920	21.9	6.8	30,779	17,611	Roane	3,370	32.5	8.5	29,536	22,548
Brown	3,100	15.3	5.3	19,369	16,064	Scott	910	17.9	4.1	9,732	6,836
Doniphan	1,880	10.2	3.2	11,486	5,697	Sevier	970	22.8	5.7	16,286	15,449
Douglas	5,500	37.6	11.0	58,070	34,424	Union	420	8.6	1.9	4,594	1,277
Franklin	3,120	20.3	6.7	25,403	19,283	<b>Kentucky</b>					
Jackson	2,100	10.9	3.7	11,582	9,781	Bell	2,630	48.3	11.5	37,004	36,588
Jefferson	1,770	11.0	3.6	12,125	9,249	Whitley	470	31.0	7.9	23,335	19,651
Johnson	26,490	90.0	28.9	194,291	51,076	<b>North Carolina</b>					
Leavenworth	9,230	42.9	12.0	61,766	29,744	Graham	210	7.2	1.7	5,044	2,776
Linn	2,060	10.1	3.6	10,245	6,234	Haywood	3,540	39.0	10.1	40,917	23,229
Miami	3,620	20.4	6.3	23,028	14,160	Madison	1,210	20.3	4.6	12,758	5,468
Osage	1,980	12.4	4.2	14,633	8,377	Swain	340	9.6	2.3	6,268	4,492
Shawnee	23,640	120.0	39.7	207,236	120,505	<b>Virginia</b>					
Wyandotte	46,810	176.1	55.7	279,360	151,095	Lee	1,980	35.3	8.0	21,105	12,939
<b>Total</b>	<b>384,980</b>	<b>1,650.5</b>	<b>546.2</b>	<b>\$2,660,432</b>	<b>\$1,937,901</b>	<b>Total</b>	<b>86,980</b>	<b>984.9</b>	<b>253.0</b>	<b>\$926,115</b>	<b>\$666,674</b>
<b>KEARNEY, Neb.</b>						<b>LAFAYETTE, Ind.</b>					
<b>Nebraska</b>						<b>Indiana</b>					
Adams	2,370	31.9	9.5	\$42,648	\$47,170	Benton	UHF	11.6	3.5	\$17,212	\$13,190
Buffalo	2,570	26.3	8.5	35,388	35,401	Boone	circulation	25.2	8.3	39,697	32,602
Clay	750	8.6	3.0	9,663	6,496	Carroll	NA on a	16.8	5.4	23,515	14,482
Custer	770	18.7	6.0	22,714	18,650	Clinton	county basis	30.7	10.1	46,626	32,390
Dawson	2,220	20.4	6.6	29,865	35,661	Fountain		18.2	6.1	23,706	17,609
Franklin	590	7.0	2.4	7,566	8,428	Montgomery		30.0	9.8	46,131	33,382
Frontier	130	4.9	1.4	5,993	3,302	Tippecanoe		81.4	23.2	139,733	87,010
Furnas	1,020	9.2	3.3	11,047	11,446	Warren		8.7	2.8	12,184	4,571
Gosper	200	2.4	.7	3,182	2,110	White		18.5	6.1	25,174	17,545
Greeley	400	5.5	1.5	5,655	5,414	<b>Total</b>	<b>241.1</b>	<b>75.3</b>	<b>\$373,978</b>	<b>\$252,781</b>	
Hall	4,280	34.6	11.0	52,992	46,796						
Hamilton	1,530	8.7	3.0	11,470	7,782						
Harlan	600	7.3	2.3	10,865	7,450						
Howard	550	7.0	2.3	8,248	6,155						

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# KOLN-TV GIVES YOU LINCOLN-LAND-

## Nebraska's Other Big Market!

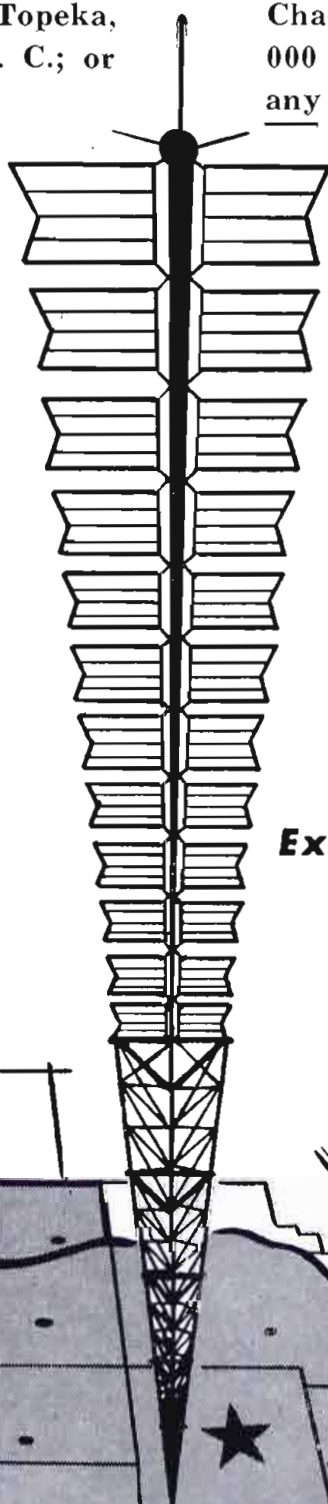
The map below shows Lincoln-Land—27 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people—in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by any other station.



### *The Felzer Stations*

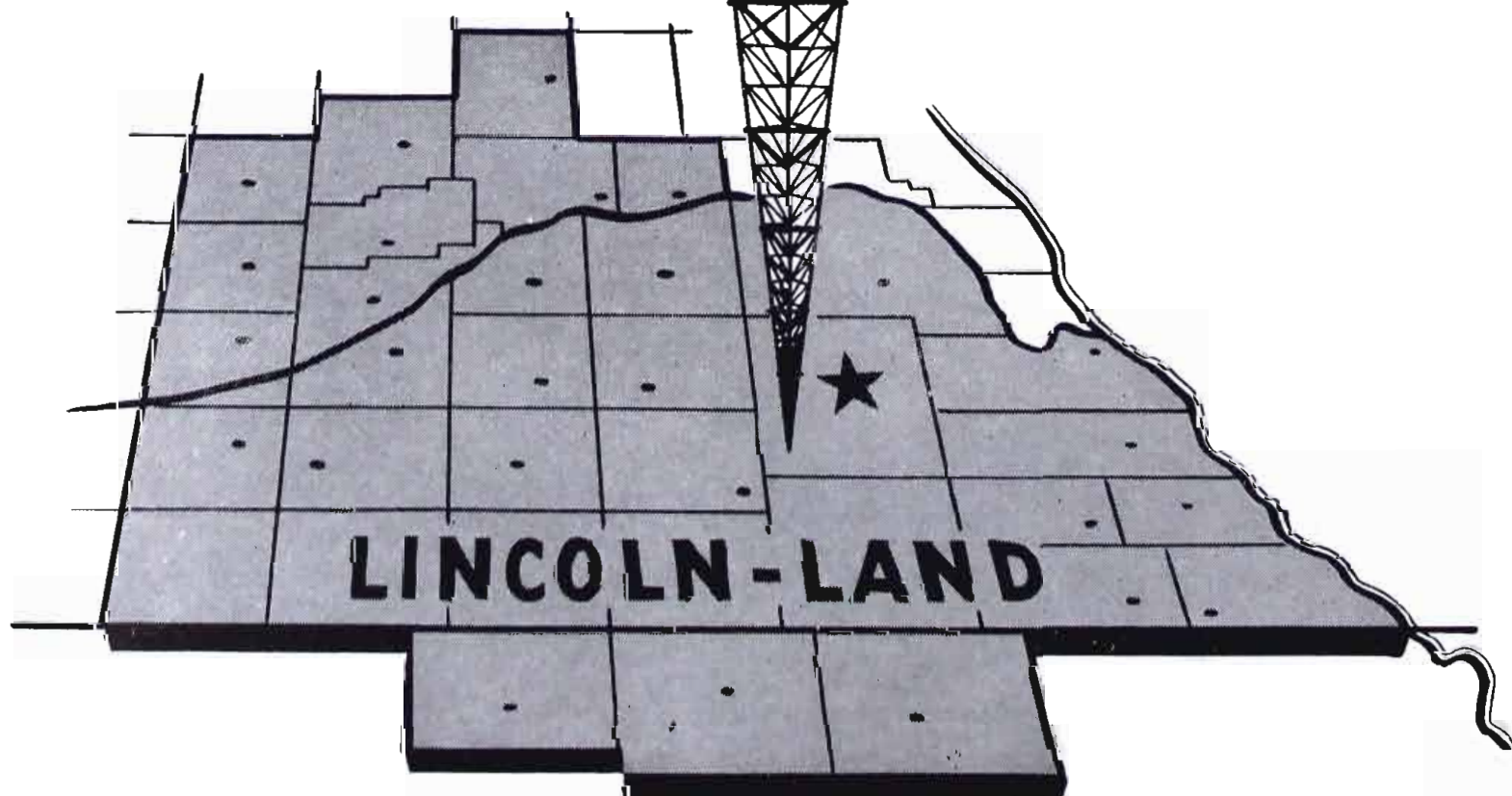
WKZO — KALAMAZOO  
 WKZO-TV — GRAND RAPIDS-KALAMAZOO  
 WJEF — GRAND RAPIDS  
 WJEF-FM — GRAND RAPIDS-KALAMAZOO  
 KOLN — LINCOLN, NEBRASKA  
 KOLN-TV — LINCOLN, NEBRASKA  
 Associated with  
 WMBD — PEORIA, ILLINOIS



**CHANNEL 10**  
**316,000 WATTS**



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





# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>LAKE CHARLES, La.</b>					
<b>Louisiana</b>					
Acadia	UHF	48.2	13.0	\$45,444	\$31,460
Allen	circulation	19.5	5.4	18,310	11,143
Beauregard	NA on a	19.3	5.3	17,672	13,722
Calcasieu	county basis	108.0	30.9	165,875	104,309
Cameron		5.7	1.3	5,966	2,140
Jeff Davis		27.4	7.4	30,835	25,566
<b>Texas</b>					
Orange (50%)		25.9	7.3	37,207	21,931
<b>Total</b>		<b>254.0</b>	<b>70.6</b>	<b>\$321,309</b>	<b>\$210,271</b>

## LANCASTER, Pa.

<b>Pennsylvania</b>					
Adams	6,460	45.7	12.9	\$55,044	\$47,859
Berks	61,290	259.3	77.9	445,705	302,610
Chester (15%)	6,550	25.1	6.7	41,314	23,911
Cumberland	13,320	101.8	30.2	160,573	97,435
Dauphin	38,520	204.3	61.7	334,323	252,831
Lancaster	53,880	241.7	70.2	429,382	270,566
Lebanon	19,290	90.5	26.5	133,972	90,612
Schuylkill	40,860	197.0	56.5	245,673	163,423
York	50,150	211.3	64.2	331,828	251,024
<b>Total</b>	<b>290,320</b>	<b>1,376.7</b>	<b>406.8</b>	<b>\$2,177,814</b>	<b>\$1,500,271</b>

## LANSING, Mich.

<b>Michigan</b>					
Barry	5,770	27.9	8.8	\$34,383	\$24,507
Calhoun	31,910	133.8	39.8	209,398	168,434
Clinton	6,830	33.4	9.5	38,298	20,540
Eaton	7,680	42.7	13.3	52,610	43,435
Genesee	56,180	292.4	87.4	524,659	369,744
Gratiot	7,370	34.5	10.2	37,474	34,404
Ingham	46,350	190.1	56.7	349,139	275,964
Ionia	5,960	39.6	11.4	41,394	34,305
Isabella	4,320	29.8	8.2	35,580	25,029
Jackson	27,570	115.2	34.2	173,986	152,320
Livingston	7,130	29.4	8.9	41,381	33,111
Midland	6,800	39.8	11.3	58,333	34,833
Montcalm	6,240	32.4	10.4	38,167	44,286
Saginaw	33,140	164.6	48.1	248,284	196,620
Shiawassee	11,110	48.5	14.9	67,292	44,695
Washtenaw	27,900	150.6	40.7	244,845	161,000
<b>Total</b>	<b>292,260</b>	<b>1,404.7</b>	<b>413.8</b>	<b>\$2,195,223</b>	<b>\$1,690,227</b>

## LAS VEGAS, Nev.

<b>Nevada</b>					
Clark	12,200	73.2	23.5	\$145,464	\$84,308
<b>Total</b>	<b>12,200</b>	<b>73.2</b>	<b>23.5</b>	<b>\$145,464</b>	<b>\$84,308</b>

## LAWTON, Okla.

<b>Oklahoma</b>					
Caddo (75%)	3,900	25.8	7.7	\$26,368	\$20,395
Comanche	12,150	63.9	18.0	87,323	62,490
Cotton	1,150	9.8	2.9	9,845	7,535
Grady	6,160	34.1	10.6	38,961	28,973
Jackson	1,040	19.7	6.3	23,633	22,218
Jefferson	1,310	10.4	3.1	10,859	7,647
Kiowa	2,640	18.6	5.7	21,753	19,700
Stephens	5,170	37.9	11.7	50,705	41,192
Tillman	2,160	16.8	5.1	18,927	19,598
<b>Texas</b>					
Clay (33%)	840	3.1	1.0	3,873	2,119
Wichita (75%)	18,020	89.9	24.3	154,746	97,588
<b>Total</b>	<b>54,540</b>	<b>330.0</b>	<b>96.4</b>	<b>\$446,993</b>	<b>\$329,455</b>

## LEBANON, Pa.

<b>Pennsylvania</b>					
Berks	UHF	259.3	77.9	\$445,705	\$302,610
Cumberland (50%)	circulation	50.9	15.6	80,287	48,718
Dauphin	NA on a	204.3	61.7	334,323	252,831
Lancaster	county basis	241.7	70.2	429,382	270,566
Lebanon		90.5	26.5	133,972	90,612
Northumberland (50%)		57.3	16.9	70,124	55,283
Perry (25%)		6.3	1.8	7,361	4,973
Schuylkill (75%)		148.0	42.4	184,255	122,567
Snyder (25%)		5.9	1.6	5,905	4,064
York (75%)		158.5	48.2	248,871	188,268
<b>Total</b>		<b>1,222.7</b>	<b>362.3</b>	<b>\$1,940,185</b>	<b>\$1,340,492</b>

## LEWISTON-PORTLAND, Me.

<b>Maine</b>						
Androscoggin		10,130	83.5	24.5	\$123,235	\$99,449
Cumberland		31,690	169.8	50.8	251,021	211,904
Franklin		2,010	20.5	5.8	25,525	18,100
Kennebec		15,490	82.9	23.6	114,301	86,096
Knox		5,610	27.3	8.9	34,173	28,011
Lincoln		3,160	17.7	5.5	19,238	20,023
Oxford		6,320	43.1	12.3	55,087	35,689
Sagadahoc		4,720	20.6	6.4	24,536	16,171
York		19,250	93.2	27.7	130,529	75,951
<b>New Hampshire</b>						
Belknap		4,370	27.5	8.4	35,899	34,864
Carroll		3,620	16.2	5.0	17,501	17,019
Coos		4,020	38.1	10.9	45,395	32,284
Rockingham (50%)		10,080	36.6	11.3	48,525	35,661
Strafford		8,500	53.6	15.4	72,089	51,765
<b>Total</b>		<b>128,970</b>	<b>730.6</b>	<b>216.5</b>	<b>\$997,054</b>	<b>\$762,987</b>

## LIMA, Ohio

<b>Ohio</b>					
Allen	UHF	93.6	28.7	\$149,708	\$112,464
Auglaize	circulation	31.9	9.8	42,293	39,189
Hancock	NA on a	45.8	15.1	70,081	53,351
Hardin	county basis	29.2	9.0	35,675	26,221
Logan		31.6	10.3	41,858	42,028
Mercer		29.1	8.4	39,630	40,182
Putnam		25.4	7.2	31,972	24,977
Shelby (50%)		14.7	4.3	18,135	14,960
Vanwert		27.5	8.9	42,066	31,052
<b>Total</b>		<b>328.8</b>	<b>101.7</b>	<b>\$471,418</b>	<b>\$384,424</b>

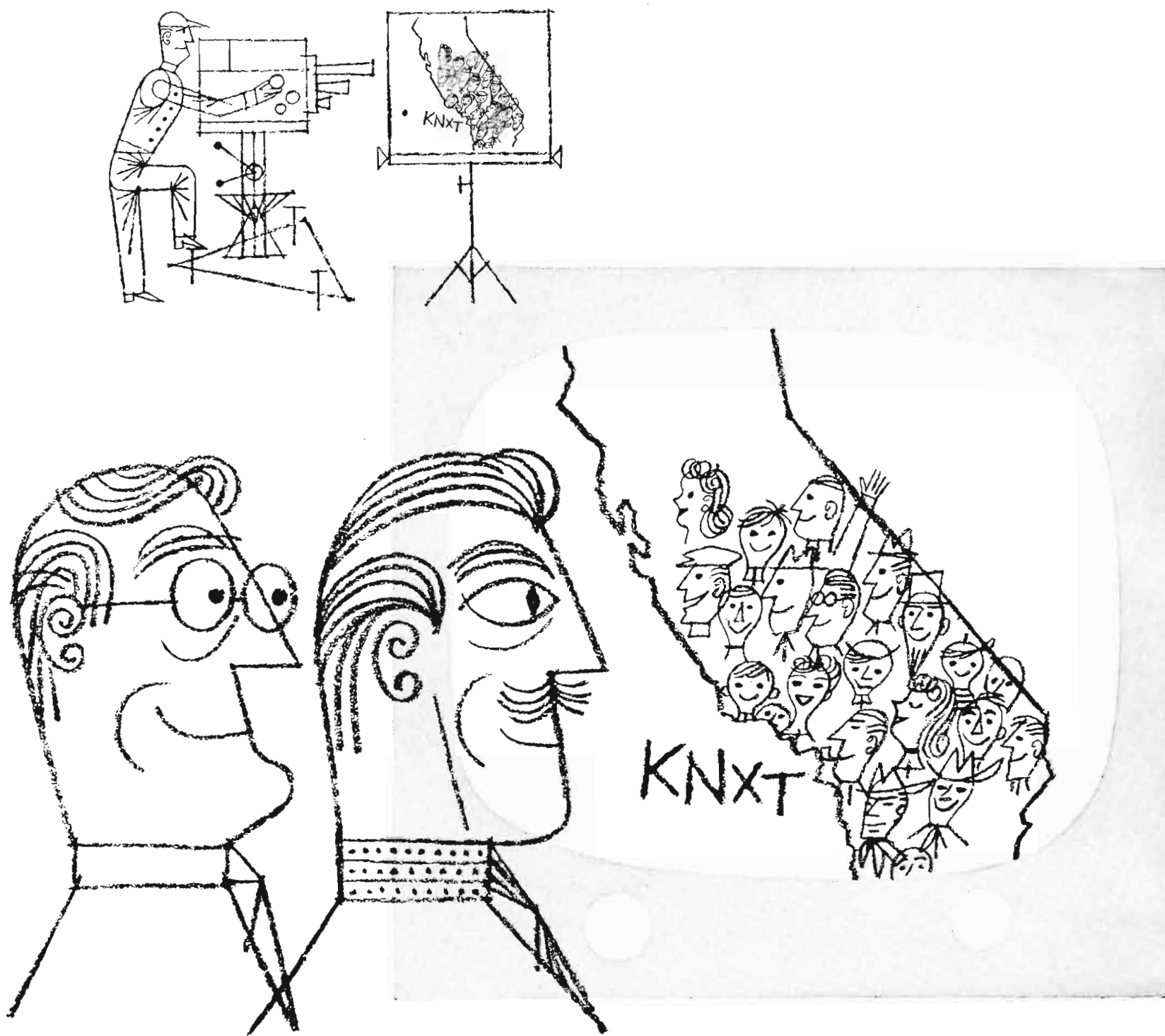
## LINCOLN, Neb.

<b>Nebraska</b>					
Adams	2,370	31.9	9.5	\$42,648	\$47,170
Boone	620	10.7	3.3	10,918	10,197
Butler	1,580	11.3	3.8	11,293	9,511
Cass	4,580	16.8	5.4	21,640	13,741
Clay	750	8.6	3.0	9,663	6,496
Colfax	1,790	10.4	3.4	14,644	16,959
Fillmore	930	9.5	3.2	10,701	7,001
Gage	5,320	28.6	8.9	37,027	28,751
Greeley	400	5.5	1.5	5,655	5,414
Hall	3,280	34.6	11.0	52,992	46,796
Hamilton	1,530	8.7	3.0	11,470	7,782
Howard	550	7.0	2.3	8,248	6,155
Jefferson	1,080	13.3	4.4	16,566	14,995
Johnson	1,430	7.2	2.4	8,406	7,855
Lancaster	28,290	127.3	41.1	226,790	154,770
Madison	4,120	25.8	7.8	33,035	41,304
Merrick	510	9.0	3.0	11,654	11,115
Nance	340	6.5	1.9	6,039	5,746
Nemaha	1,380	10.5	3.4	13,686	8,771
Otoe	4,680	16.8	5.5	22,128	18,206
Pawnee	940	6.5	2.2	7,203	4,406
Platte	2,870	20.4	6.1	25,155	27,133
Polk	1,040	7.9	2.5	11,251	9,308
Richardson	2,530	17.1	5.6	23,953	20,581
Saline	1,300	14.1	4.9	18,600	13,988
Saunders	5,000	16.9	5.6	23,924	16,412
Seward	1,770	13.1	4.2	16,395	12,503
Thayer	700	10.6	3.5	12,045	10,274
Webster	650	7.2	2.4	7,009	6,827
<b>Kansas</b>					
Marshall	1,250	17.6	6.0	22,106	16,488
Republic	350	11.2	3.9	13,771	8,446
Washington	830	12.6	4.2	14,495	7,791
<b>Total</b>	<b>84,760</b>	<b>555.2</b>	<b>178.9</b>	<b>\$771,820</b>	<b>\$622,892</b>

## LITTLE ROCK, Ark.

<b>Arkansas</b>					
Arkansas	2,620	23.0	6.8	\$25,308	\$31,076
Clark	1,130	22.5	6.2	19,957	15,472
Cleburne	270	11.0	3.1	6,769	3,781
Cleveland	280	8.4	2.3	5,836	1,797
Conway	1,480	17.1	4.5	12,015	9,371
Dallas	620	11.8	3.2	9,244	5,888
Faulkner	1,770	25.0	6.7	22,095	15,518
Garland	3,950	48.7	15.6	63,919	55,755
Grant	740	8.6	2.4	6,378	3,273
Hat Spring	1,210	23.1	6.6	22,103	13,546
Independence	2,690	22.6	6.4	18,122	16,232
Jefferson	6,010	79.3	22.9	79,289	58,448

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## Take a closer look at California

You'll see the big advertising buy is KNXT...the Number One station in the nation's Number Two television market. Day and night, throughout the week, KNXT covers ninety-nine per cent of the entire viewing audience, delivers twice the audience of the average Los Angeles station... twenty-four per cent more audience than its nearest competitor.

And when it comes to a matter of

money, KNXT's low cost will open your eyes to a real bargain. For, the average spot on KNXT now costs seventy-eight cents per thousand.

To get your share of the twelve and a half billion-dollar Southern California television market... to sell to the most customers most efficiently...take a closer look at KNXT. You'll find you can't spend a dollar better.

### KNXT COVERAGE DATA:

*Population, 6,770,600*  
*Families, 2,323,500*  
*TV Families, 1,993,200\**  
*TV Saturation, 85.8%*  
*Retail Sales ('53),*  
*\$8,650,283,000*  
*Effective Buying*  
*Income ('53),*  
*\$12,595,547,000*  
*Effective Buying*  
*Income per Family,*  
*\$5,421*

Source: May 1954, Sales Management's "Survey of Buying Power"

\*CBS Television estimate

Channel 2 **KNXT**

*CBS Television's key station in Hollywood*

*Represented by CBS Television Spot Sales*

## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Lincoln	530	16.5	4.2	9,441	4,148	Garrard	1,430	10.6	3.1	10,325	5,484
Lonoke	2,650	26.2	7.2	22,641	18,799	Grayson	1,490	16.9	4.7	10,914	6,554
Monroe	1,380	19.0	5.1	14,986	12,387	Green	1,640	10.8	3.3	7,542	5,155
Montgomery	100	6.2	1.7	4,347	1,643	Hancock	540	5.5	1.6	3,984	2,079
Perry	150	5.3	1.4	3,542	1,580	Hardin	5,810	60.7	11.4	84,795	25,487
Pope	660	22.2	6.2	19,119	12,699	Hart	2,040	15.0	4.4	10,549	8,702
Prairie	1,250	13.4	3.6	9,439	5,789	Henderson	2,810	33.1	10.2	37,918	28,352
Pulaski	22,560	209.9	64.0	316,837	229,850	Henry	1,450	11.0	3.4	10,016	6,418
Saline	1,580	25.4	6.2	22,899	15,086	Hopkins	1,870	38.3	11.6	42,339	32,934
Searcy	220	10.4	2.8	6,364	3,224	Jefferson	130,430	505.5	154.0	856,978	601,440
Stone	100	7.2	1.9	4,388	1,893	Jessamine	1,510	12.2	3.6	13,518	6,421
Van Buren	570	9.1	2.6	5,958	2,576	Larue	1,490	4.8	2.7	8,499	6,361
White	1,910	37.8	10.9	31,055	22,116	Lincoln	3,240	18.3	4.9	13,211	7,921
Woodruff (50%)	580	9.0	2.3	5,729	4,738	Madison	1,190	32.0	9.0	35,139	19,901
Yell	440	12.3	3.6	8,675	7,166	Marion	2,460	17.3	4.2	14,759	12,974
<b>Total</b>	<b>56,240</b>	<b>730.9</b>	<b>210.3</b>	<b>\$776,455</b>	<b>\$573,851</b>	McLean	1,130	9.6	2.8	7,095	3,543
						Meade	1,430	14.7	2.8	13,189	4,924
						Mercer	1,990	14.4	4.5	13,176	10,699
						Metcalfe	1,120	9.5	2.7	5,817	2,851
						Muhlenberg	2,690	30.7	8.5	22,672	18,319
						Nelson	4,000	20.0	5.0	18,376	13,666
						Ohio	2,030	14.6	5.7	14,551	3,400
						Oldham	1,380	11.2	2.7	10,605	5,659
						Owen	2,150	9.4	3.0	8,840	4,357
						Pulaski	900	38.0	10.2	27,635	21,725
						Rock Castle	140	12.8	3.1	7,624	4,138
						Russell	920	13.6	3.6	7,726	3,864
						Scott	2,300	15.3	4.5	16,788	10,408
						Shelby	2,340	17.4	5.1	19,077	14,941
						Spencer	1,160	5.8	1.5	5,393	3,975
						Taylor	1,850	14.6	4.1	11,944	10,907
						Trigg	780	9.0	2.3	6,349	4,481
						Trimble	740	5.1	1.5	4,672	1,242
						Union	1,090	14.3	4.1	14,721	14,353
						Warren	5,310	42.3	12.8	44,142	42,002
						Washington	1,660	12.6	3.3	9,411	6,695
						Webster	1,350	14.5	4.7	12,510	8,379
						Woodford	1,740	11.4	3.4	13,190	6,869

### LONGVIEW, Tex.

Texas					
Camp	UHF	8.5	2.6	\$7,209	\$5,194
Gregg	circulation	62.7	19.2	98,827	95,275
Harrison	NA on a	47.5	13.0	47,032	37,762
Marion	county basis	9.8	2.6	7,863	5,292
Panola		18.4	4.8	19,163	14,725
Rusk		40.4	11.6	45,672	30,078
Smith		77.3	22.7	103,299	85,648
Upshur		19.8	5.5	17,285	12,720
Wood		20.5	6.1	21,185	19,556
<b>Total</b>		<b>304.9</b>	<b>88.1</b>	<b>\$367,535</b>	<b>\$306,250</b>

### LOS ANGELES, Cal.

California					
Kern	42,820	267.3	80.8	\$456,988	\$298,239
Los Angeles	1,477,670	4,722.1	1,654.9	9,164,154	6,365,632
Orange	76,080	268.7	92.1	447,104	318,652
Riverside	42,460	207.9	69.5	289,992	238,095
San Bernardino	80,240	338.2	109.2	494,760	361,713
Santa Barbara	19,190	109.4	36.1	200,417	149,808
Ventura	33,910	136.9	40.8	226,121	143,136
<b>Total</b>	<b>1,764,380</b>	<b>6,050.5</b>	<b>2,083.4</b>	<b>\$11,279,536</b>	<b>\$7,875,275</b>

### LOUISVILLE, Ky.

Kentucky					
Adair	2,150	17.2	4.5	\$10,448	\$6,183
Anderson	1,370	9.0	2.6	8,656	7,639
Barren	3,220	28.9	8.5	26,314	22,535
Boyle	2,450	21.7	5.7	22,815	23,164
Breckenridge	2,340	14.7	4.2	11,403	5,410
Bullitt	2,760	11.8	3.4	11,605	4,445
Butler	880	10.5	2.7	6,391	2,121
Carroll	1,820	8.5	2.6	9,284	9,530
Casey	1,930	16.8	4.1	9,496	4,598
Christian	5,240	45.1	11.6	51,203	39,442
Daviess	11,710	59.1	16.8	75,455	57,463
Edmonson	750	9.4	2.3	5,386	1,920
Estill	970	14.1	3.6	10,609	4,611
Fayette	7,530	103.2	30.0	154,619	139,496
Franklin	3,750	25.9	7.9	37,075	22,662

### Indiana

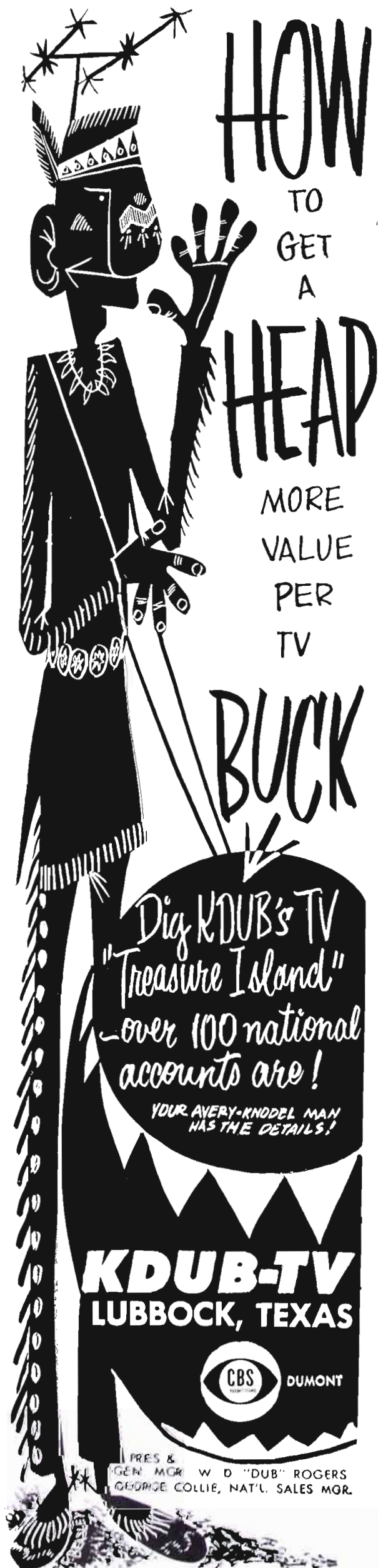
Bartholomew	11,490	45.6	14.3	62,730	35,498
Brown	880	5.9	1.6	5,206	2,612
Clark	14,020	58.1	17.2	75,062	37,440
Crawford	1,320	9.3	2.8	7,500	5,120
Daviess	5,530	27.4	11.7	31,280	26,318
Decatur	3,680	18.8	5.7	24,850	18,511
Dubois	3,180	24.8	6.9	30,197	24,706
Floyd	13,470	48.0	15.1	71,277	48,612
Gibson	3,800	31.1	10.0	38,839	35,844
Harrison	2,410	18.6	5.3	19,684	11,683
Jackson	5,710	29.2	9.0	32,831	30,901
Jefferson	4,250	22.8	6.4	24,723	20,379
Jennings	2,690	16.0	4.1	13,089	10,791
Knox	10,320	44.1	14.2	59,782	51,145
Lawrence	6,770	35.0	10.8	44,207	33,218
Martin	1,830	11.2	3.3	11,274	6,295
Monroe	9,120	53.3	14.4	78,330	43,021
Orange	2,440	17.0	5.2	16,477	11,937
Perry	2,560	17.8	5.2	18,051	14,661
Pike	2,850	14.6	4.6	16,008	12,181
Posey	3,730	20.1	6.2	23,091	17,270
Scott	2,540	13.1	4.0	13,769	13,147
Spencer	1,920	16.1	4.6	16,603	12,721
Vanderburgh	23,910	175.3	55.3	292,948	202,575
Warwick	3,900	22.8	7.0	26,337	18,997
Washington	3,210	17.0	5.2	16,579	20,214
<b>Total</b>	<b>395,280</b>	<b>2,366.7</b>	<b>694.6</b>	<b>\$2,997,472</b>	<b>\$2,114,756</b>

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## Announcing a New Service

The Research Department of TELEVISION Magazine is now able to fill requests for individual breakdowns of coverage and circulation. All the circulation data in the Market Book is on IBM cards. Special runs will be made on order.

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



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## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>LUBBOCK, Tex.</b>					
<b>Texas</b>					
Bailey	1,600	8.2	2.2	\$12,822	\$9,697
Borden	120	1.1	.2	1,471	37
Briscoe	280	3.7	.9	7,316	3,226
Castro	420	5.7	1.6	12,626	5,239
Cochran	1,050	7.0	1.7	11,735	7,798
Crosby	1,380	9.6	2.7	13,227	10,466
Dawson	1,430	20.8	5.6	34,662	26,847
Dickens	480	6.8	1.9	11,701	7,521
Floyd	1,820	10.6	3.2	16,835	11,904
Gaines	1,270	9.2	2.5	14,308	12,376
Garza	420	6.9	1.8	10,545	6,101
Hale	4,960	32.6	9.4	56,250	52,738
Hockley	4,220	24.9	6.8	44,532	28,894
Kent	120	1.8	.5	3,086	1,170
Lamb	3,760	21.1	6.0	31,085	25,292
Lubbock	24,910	133.4	38.0	242,534	179,881
Lynn	670	10.9	3.0	18,244	9,057
Motley	300	3.8	1.1	5,769	4,517
Scurry	2,250	30.7	8.9	56,949	35,357
Swisher	600	8.8	2.5	17,501	11,397
Terry	2,650	14.2	3.9	21,159	19,394
Yoakum	490	3.9	1.0	5,992	2,816
<b>Total</b>	<b>55,200</b>	<b>375.7</b>	<b>105.4</b>	<b>\$650,349</b>	<b>\$471,725</b>

## LYNCHBURG, Va.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Virginia</b>					
Albemarle	4,690	53.5	13.7	\$70,180	\$60,280
Alleghany	4,200	29.7	7.7	37,220	27,182
Amelia	690	7.8	1.6	5,167	3,226
Amherst	2,240	19.5	4.3	14,893	4,820
Appomattox	870	8.9	1.9	7,043	4,075
Augusta	6,440	70.0	17.6	84,144	57,369
Bath	590	6.1	1.5	5,326	3,303
Bedford	3,400	29.1	7.3	24,537	12,967
Buckingham	1,310	12.0	2.7	7,901	4,641
Campbell	14,630	79.4	21.2	104,379	90,308
Charlotte	1,520	13.7	3.2	8,120	4,779
Craig	510	3.2	.8	2,062	1,303
Cumberland	800	7.1	1.6	4,231	1,510
Floyd	780	11.2	2.7	6,919	4,827
Fluvanna	850	6.9	1.8	5,434	2,765
Franklin	2,130	24.0	5.6	16,158	12,180
Goochland	790	9.1	1.7	5,748	2,342
Greene	350	4.8	1.1	3,298	1,219
Halifax	5,020	41.5	9.6	30,991	22,959
Henry	6,870	53.5	13.0	61,352	43,021
Highland	530	3.9	.8	2,294	1,021
Lunenburg	1,340	14.2	3.5	12,430	9,271
Mecklenburg	4,340	34.3	8.1	29,415	25,905
Nelson	2,020	13.2	3.2	8,546	4,244
Nottoway	2,530	17.6	4.4	18,258	15,004
Pittsylvania	12,580	106.7	26.8	116,985	93,086
Powhatan	530	5.7	1.2	4,469	2,661
Prince Edward	2,160	15.8	3.9	14,756	12,998
Rockbridge	2,160	29.4	7.2	32,372	20,132
Rockingham	4,740	48.1	12.6	53,417	45,817
<b>West Virginia</b>					
Greenbrier (50%)	1,920	19.4	5.0	20,874	14,135
Monroe (50%)	540	6.5	1.6	5,124	2,300
Pocahontas	710	12.0	3.0	9,562	4,079
<b>Total</b>	<b>94,780</b>	<b>817.8</b>	<b>201.9</b>	<b>\$833,605</b>	<b>\$615,729</b>

## MACON, Ga.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Georgia</b>					
Baldwin	1,760	31.8	5.1	\$18,894	\$11,387
Bibb	19,360	122.2	35.7	162,620	108,453
Bleckley	800	8.9	2.3	5,935	4,552
Butts	1,720	9.1	2.3	6,933	3,825
Crawford	410	5.8	1.2	3,849	1,773
Crisp	2,080	17.6	4.9	14,329	14,677
Dodge	2,300	17.0	4.3	11,791	7,297
Dooly	1,450	13.6	3.4	8,095	5,461
Greene	1,380	12.5	3.2	8,416	6,861
Hancock	890	10.4	2.4	4,954	5,100
Henry	2,920	16.1	3.9	10,635	5,727
Houston	3,400	27.0	7.1	29,504	10,262
Jasper	680	7.2	1.7	4,950	3,399
Johnson	510	9.3	2.6	5,520	2,734
Jones	470	7.2	1.7	5,147	1,214
Lamar	1,930	9.7	2.5	9,965	4,438
Laurens	3,830	30.2	7.7	21,295	19,967
Macon	1,310	13.8	3.4	8,708	6,816
Marion	360	6.5	1.4	3,283	1,727
Monroe	2,000	10.5	2.6	9,458	5,356
Morgan	1,190	11.2	2.9	7,102	6,166
Newton	3,950	20.5	5.3	20,419	13,755
Peach	1,160	12.0	3.1	11,088	8,346
Pike	1,350	8.2	1.9	5,357	1,441
Pulaski	820	8.4	2.2	6,427	5,931
Putnam	500	7.4	1.7	5,646	4,150
Schley	160	3.7	.8	2,418	1,188

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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Spaulding	6,540	32.0	8.9	39,173	25,597
Sumter	2,830	23.8	6.5	20,579	18,205
Talbot	870	7.6	1.8	4,428	1,738
Taylor	900	8.8	2.3	5,493	3,644
Telfair	620	12.3	3.1	8,760	6,408
Twiggs	270	8.0	1.8	5,085	1,194
Upton	3,490	24.8	6.6	25,917	17,497
Washington	1,300	20.1	5.1	12,017	8,284
Wilcox	1,520	9.5	2.5	6,080	2,505
Wilkinson	510	9.4	2.4	7,737	3,150
<b>Total</b>	<b>77,540</b>	<b>614.1</b>	<b>158.3</b>	<b>\$548,007</b>	<b>\$360,225</b>

## MADISON, Wis.

Wisconsin					
Columbia	UHF	34.8	10.7	\$49,526	\$45,918
Dane	circulation	179.6	51.4	335,747	214,616
Dodge (50%)	NA on a	29.8	8.6	40,756	27,534
Green	county basis	24.5	7.6	41,963	39,752
Iowa (50%)		9.9	2.9	10,783	8,067
Jefferson		44.9	13.5	63,453	55,573
Lafayette (25%)		4.6	1.3	4,911	4,839
Rock (75%)		73.6	22.7	128,637	94,374
Sauk (75%)		29.9	9.0	39,440	33,877
<b>Total</b>		<b>431.6</b>	<b>127.7</b>	<b>\$715,216</b>	<b>\$524,550</b>

## MANCHESTER, N. H.

New Hampshire						
Belknap		4,370	27.5	8.4	\$35,899	\$34,864
Carroll		3,620	16.2	5.0	17,501	17,019
Cheshire		6,360	38.4	11.7	48,869	34,684
Grafton		4,250	48.6	14.0	64,836	50,819
Hillsborough		34,880	162.0	49.1	240,111	177,888
Merrimack		12,760	64.2	18.4	83,341	62,856
Rockingham		20,160	73.2	22.6	97,050	71,321
Strafford		8,500	53.6	15.4	72,089	51,765
Sullivan		7,240	26.1	8.1	33,771	32,319

Massachusetts						
Essex (25%)		37,650	134.0	41.4	211,429	138,769
Middlesex (10%)		26,260	110.4	31.6	190,899	108,047
Worcester (15%)		21,890	84.5	24.9	127,915	89,401
<b>Total</b>		<b>187,940</b>	<b>838.7</b>	<b>250.6</b>	<b>\$1,223,710</b>	<b>\$869,752</b>

## MASON CITY, Iowa

Iowa						
Bremer		2,670	19.0	5.8	\$24,412	\$22,075
Butler		2,190	17.4	5.5	21,877	20,552
Cerro Gordo		8,060	46.0	14.7	77,164	64,965
Chickasaw		1,110	15.1	4.5	18,835	18,037
Floyd		1,320	22.3	6.9	34,031	21,560
Franklin		3,550	16.3	5.2	26,383	15,610
Grundy		2,540	13.6	4.4	20,177	12,883
Hamilton		5,000	19.7	6.4	31,599	20,698
Hancock		2,180	15.0	4.5	23,683	13,114
Hardin		5,630	22.2	7.5	35,255	30,165
Howard		830	13.4	3.9	15,318	14,469
Humboldt		1,140	13.0	4.1	20,702	13,658
Kossuth		2,000	26.1	7.5	41,721	25,969
Mitchell		840	13.9	4.2	16,940	17,540
Winnebago		2,080	13.4	4.0	18,288	15,811
Winneshiek		1,530	21.5	6.3	25,958	18,068
Worth		1,560	11.0	3.3	15,178	8,878
Wright		4,000	19.9	6.4	30,822	22,021

Minnesota						
Dodge		1,310	12.7	3.6	13,397	10,234
Faribault		1,590	23.9	7.0	29,920	26,395
Freeborn		4,680	35.5	10.5	48,292	38,957
Mower		5,210	44.6	12.7	68,229	50,045
Steele		4,380	21.9	6.5	27,973	26,743
Waseca		1,780	15.0	4.5	18,253	17,035
<b>Total</b>		<b>67,180</b>	<b>492.4</b>	<b>149.9</b>	<b>\$704,407</b>	<b>\$545,482</b>

## MEDFORD, Ore.

Oregon						
Douglas		580	68.4	21.2	\$103,342	\$73,201
Jackson		10,290	68.9	22.8	104,799	84,416
Josephine		2,440	30.8	10.6	42,124	39,911
Klamath		1,220	41.5	13.4	73,062	60,078

California						
Del Norte		450	9.4	3.1	14,066	11,491
Siskiyou		860	31.3	10.6	55,136	36,110
<b>Total</b>		<b>15,840</b>	<b>250.3</b>	<b>81.7</b>	<b>\$392,529</b>	<b>\$305,207</b>

## MEMPHIS, Tenn.

Tennessee						
Carroll		1,290	26.6	7.7	\$21,414	\$17,642
Chester		1,050	11.2	2.9	7,489	6,437

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Crockett	1,900	15.9	4.4	14,078	10,181
Dyer	4,420	32.5	9.4	30,725	33,911
Fayette	2,430	26.3	6.1	13,095	10,934
Gibson	3,430	48.5	14.5	45,878	39,511
Hardeman	3,010	22.9	5.2	12,985	9,701
Hardin	1,580	16.5	4.3	10,474	9,263
Haywood	3,510	25.3	6.3	16,443	15,767
Henderson	720	16.5	4.5	11,537	10,486
Lake	910	11.2	3.0	8,522	8,865
Lauderdale	3,980	25.1	6.7	18,904	16,354
McNairy	2,390	19.8	5.3	12,991	11,594
Madison	6,560	61.3	17.6	67,939	51,714
Obion	2,660	28.1	8.6	29,470	23,045
Shelby	124,400	515.5	148.8	784,496	619,545
Tipton	2,830	30.1	7.7	24,494	20,766
Weakley	2,430	27.1	8.2	23,986	15,115

Arkansas						
Clay		2,460	26.1	7.4	19,706	13,620
Craighead		9,700	51.3	14.0	52,440	42,952
Crittenden		8,090	48.8	12.8	34,149	35,548
Cross		2,670	24.1	6.3	18,672	16,544
Greene		2,340	28.6	8.0	23,938	20,030
Independence		2,590	22.6	6.4	18,122	16,232
Jackson		2,380	25.7	7.0	21,498	18,303
Lawrence		2,650	20.3	5.7	14,403	9,791
Lee		2,300	23.7	6.2	16,485	11,440
Mississippi		15,930	82.2	21.5	72,177	61,748
Monroe		1,380	19.0	5.1	14,986	12,387
Phillips		5,630	46.0	12.9	39,706	30,251
Poinsett		4,090	39.3	10.0	29,613	30,915
Randolph		2,320	17.1	4.3	12,624	7,563
St. Francis		3,560	36.7	9.5	27,683	21,708
Woodruff		1,160	17.9	4.5	11,458	9,476

Mississippi						
Alcorn		2,050	26.9	7.8	23,212	19,862
Benton		710	8.5	2.1	4,720	1,521
Bolivar		3,620	61.6	16.4	43,756	32,070
Calhoun		810	17.7	4.6	12,277	6,236
Coahoma		1,880	52.6	14.7	46,207	34,581
De Soto		2,350	23.8	6.0	13,934	7,299
Grenada		1,020	18.8	5.0	15,471	12,108
Lafayette		930	22.6	5.5	20,668	11,999
Lee		5,060	38.2	11.0	34,836	30,520
Leflore		4,420	51.4	13.7	48,174	44,091
Marshall		2,090	25.0	5.8	13,321	7,868
Panele		4,950	30.2	7.8	19,240	16,181
Pontotoc		960	19.4	5.3	12,576	8,438
Prentiss		1,110	19.5	5.2	14,290	8,710
Quitman		1,340	25.3	6.5	14,163	11,107
Tallahatchie		1,750	29.6	7.6	17,566	10,784
Tate		2,490	17.5	4.5	10,972	8,669
Tippah		1,160	17.0	4.4	10,766	6,226
Tishomingo		830	15.3	4.2	9,866	3,954
Tunica		3,430	21.3	5.6	13,941	8,310
Union		1,780	20.0	5.7	14,292	9,340
Yalobusha		660	14.7	3.9	9,673	7,384

Missouri						
Dunklin		4,650	46.4	13.1	36,189	35,256
New Madrid		2,640	40.4	10.4	27,903	22,354
Pemiscot		6,710	46.4	12.6	34,889	24,324
<b>Total</b>		<b>298,190</b>	<b>2,199.9</b>	<b>602.2</b>	<b>\$2,105,482</b>	<b>\$1,678,531</b>

## MERIDIAN, Idaho—See BOISE-MERIDIAN

MERIDIAN, Miss.						
Mississippi						
Clarke		500	19.0	4.9	\$11,266	\$6,302
Covington		970	15.8	3.8	8,941	6,444
Forrest (50%)		2,750	24.4	7.1	27,218	23,983
Jasper		400	19.0	4.5	10,463	4,798
Jones		4,140	61.8	16.9	60,033	44,070
Kemper		290	14.8	3.4	7,388	4,314
Lauderdale		5,650	66.1	19.8	72,271	50,668
Leake		1,180	21.0	5.3	11,651	5,987
Neshoba		1,030	24.9	6.6	15,131	11,428
Newton		1,280	22.3	5.8	14,519	11,143
Noxubee		500	18.8	4.5	10,637	8,118
Scott		1,180	21.3	5.5	13,613	15,599
Smith		600	15.9	3.9	8,043	3,386
Wayne		390	16.8	4.0	9,668	6,253
Winston		760	22.1	5.5	14,481	10,959

Alabama						
Choctaw		720	18.6	4.4	10,647	6,719
Clarke		1,150	25.9	6.7	18,080	20,899
Greene		970	15.8	3.9	8,533	7,759
Marengo		1,260	27.5	7.0	17,611	14,855
Pickens		1,210	23.1	5.5	13,674	10,246
Sumter		1,190	22.1	5.3	14,104	9,177
<b>Total</b>		<b>28,120</b>	<b>517.0</b>	<b>134.3</b>	<b>\$377,972</b>	<b>\$283,107</b>

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# a spot in the family circle

To the most important member of the household council—the homemaker—WCCO-TV is a trusted advisor. In her important decisions on shopping, buying home appliances and services, even in family relations, the Northwest homemaker has a habit of turning to that other member of the family . . . WCCO-TV.

What they see on Channel Four, they *believe*.

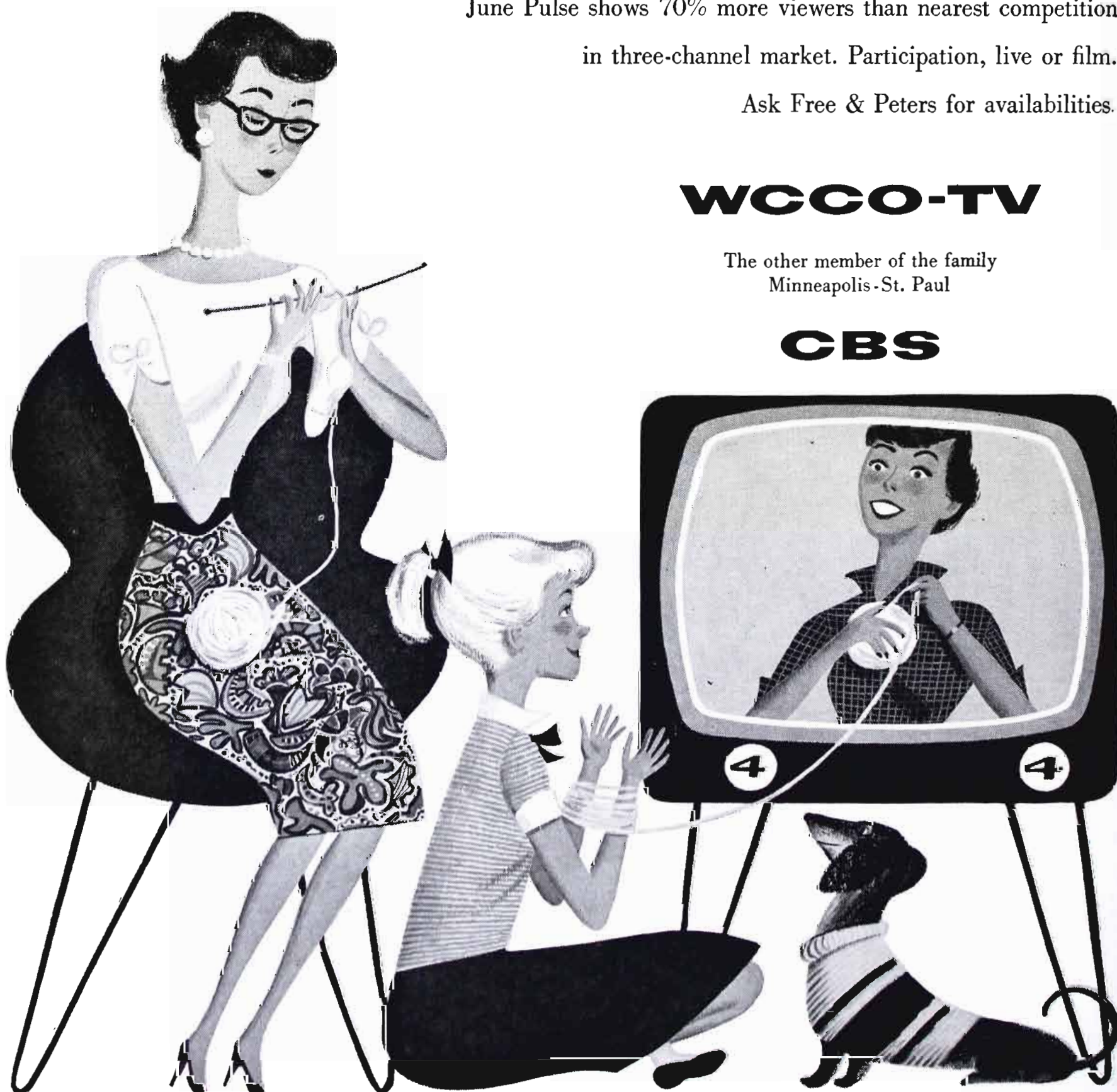
Take, for example: "AROUND THE TOWN" with Arle Haeberle, 3-3:30 p.m. weekdays. Top women's show in Northwest TV: June Pulse shows 70% more viewers than nearest competition in three-channel market. Participation, live or film.

Ask Free & Peters for availabilities.

## WCCO-TV

The other member of the family  
Minneapolis-St. Paul

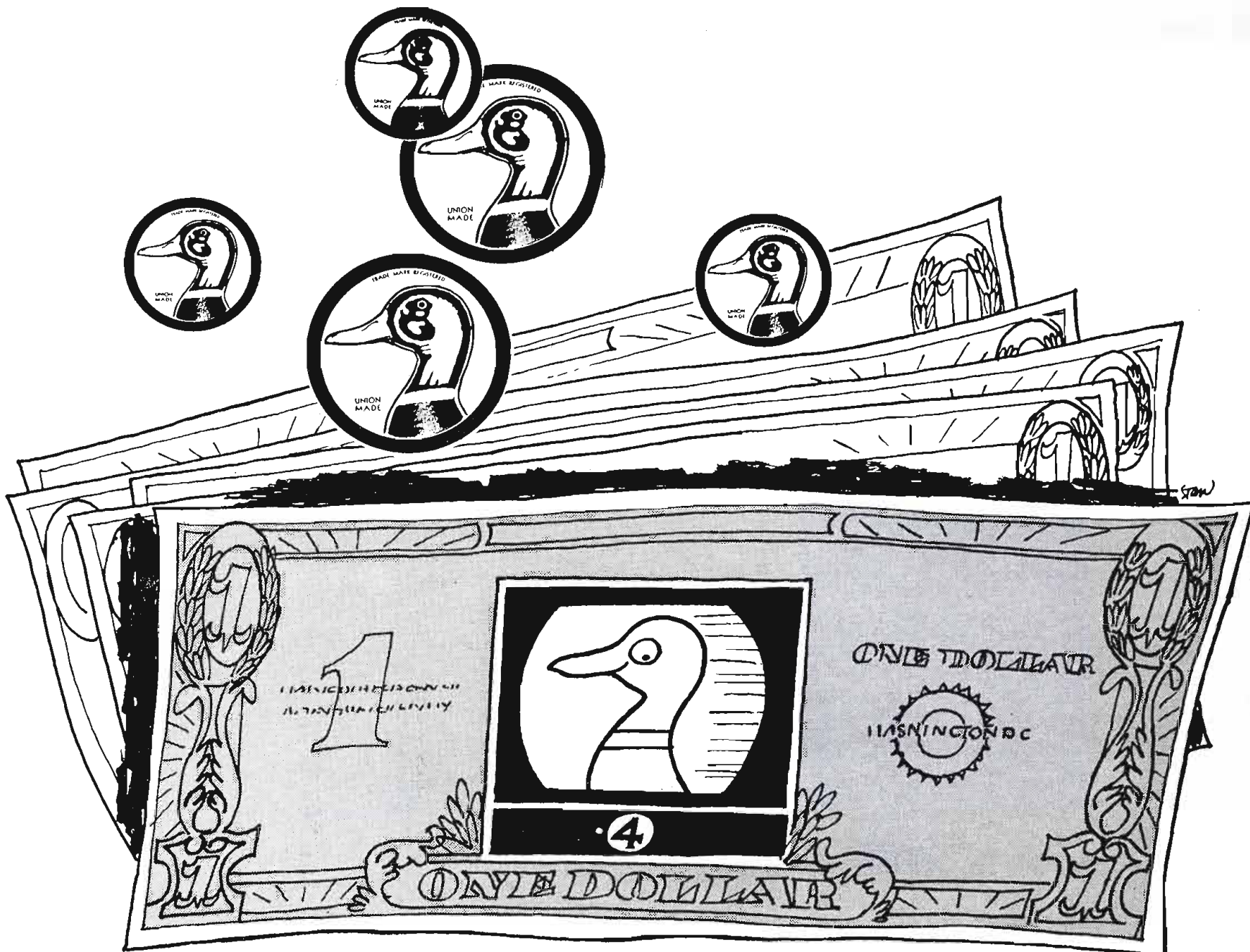
## CBS



# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>MIAMI, Fla.</b>											
<b>Florida</b>											
Broward	31,150	118.7	37.2	\$179,921	\$153,366	Sibley	2,660	16.0	4.4	18,747	13,034
Collier	540	7.6	2.3	9,121	2,876	Stearns	8,440	72.0	17.2	82,393	73,769
Dade	154,950	652.3	203.6	1,191,757	880,496	Steele	4,380	21.9	6.5	27,973	26,743
Hendry	290	6.5	1.7	8,286	7,888	Swift	800	16.3	4.6	18,813	23,705
Martin	620	8.5	2.8	8,831	7,750	Wabasha	3,220	17.0	4.9	17,970	17,520
Monroe	1,690	36.4	10.2	55,802	26,496	Waseca	1,780	15.0	4.5	18,253	17,035
Palm Beach	14,180	134.5	43.1	190,341	186,994	Washington	7,530	38.0	10.8	49,898	29,316
<b>Total</b>	<b>203,420</b>	<b>964.5</b>	<b>300.9</b>	<b>\$1,644,059</b>	<b>\$1,265,866</b>	Watonwan	920	14.0	4.1	17,219	15,075
<b>MIDLAND, Tex.</b>											
<b>Texas</b>											
Andrews	800	8.9	2.6	\$16,314	\$5,202	Wright	3,850	28.2	8.0	27,831	31,780
Borden (50%)	60	.6	.1	732	119	<b>Iowa</b>					
Crane	540	4.8	1.3	9,297	3,908	Kossuth	2,000	26.1	7.5	41,721	25,969
Dawson	1,430	20.8	5.6	34,662	26,847	Winnebago	2,080	13.4	4.0	18,288	15,811
Ector	6,630	56.7	16.8	116,446	65,204	Worth	1,560	11.0	3.3	15,178	8,878
Gaines	1,270	9.2	2.5	14,308	12,376	<b>Wisconsin</b>					
Glasscock	100	.9	.2	1,627	374	Barron	4,150	35.2	10.5	38,370	47,874
Howard	5,400	29.2	8.3	50,123	35,442	Buffalo	2,270	14.9	4.4	14,203	10,524
Martin	430	5.8	1.4	9,501	2,685	Burnett	1,060	9.9	3.0	8,737	7,826
Midland	4,710	36.6	11.3	87,074	37,748	Chippewa	4,430	44.1	11.8	50,447	47,296
Reagan	220	3.5	.9	7,087	5,892	Dunn	3,490	27.5	7.9	30,069	27,118
Upton	320	5.5	1.7	9,553	5,200	Eau Claire	7,010	57.1	17.0	90,824	67,471
Ward	650	15.5	4.3	24,167	14,822	Pepin	980	7.5	2.1	7,775	7,878
Winkler	620	12.4	3.7	23,566	11,519	Pierce	4,500	21.6	6.3	25,738	21,575
<b>Total</b>	<b>23,180</b>	<b>210.4</b>	<b>60.7</b>	<b>\$404,464</b>	<b>\$227,237</b>	Rock	11,130	98.1	30.2	171,516	125,832
<b>MILWAUKEE, Wis.</b>											
<b>Wisconsin</b>											
Brown	26,750	104.4	29.0	\$163,435	\$123,444	St. Croix	5,760	26.8	7.8	32,877	28,134
Calumet	3,690	19.5	5.4	23,346	22,276	Sawyer	1,090	10.1	3.0	9,754	9,892
Columbia	2,880	34.8	10.7	49,526	45,918	Trempealeau	4,610	24.1	6.9	22,739	22,389
Dane	28,020	179.6	51.4	335,747	214,616	<b>Total</b>	<b>484,930</b>	<b>2,478.9</b>	<b>731.5</b>	<b>\$3,753,759</b>	<b>\$2,903,824</b>
Dodge	11,900	59.5	17.2	81,512	55,067	<b>MINOT, N. D.</b>					
Fond Du Lac	13,190	70.3	20.4	105,562	86,074	<b>North Dakota</b>					
Green Lake	1,670	15.2	4.7	18,610	21,164	Bottineau	840	11.2	3.2	\$14,317	\$10,125
Jefferson	8,200	44.9	13.5	63,453	55,573	Burke	420	6.2	1.8	8,610	5,368
Kenosha	20,430	80.4	24.6	142,380	103,152	McHenry	710	11.7	3.2	14,016	10,766
Kewaunee	1,720	17.7	4.8	18,469	16,279	McLean	750	19.3	5.2	29,258	19,548
Manitowoc	11,760	69.2	20.5	103,945	80,676	Mountrail	410	8.9	2.6	12,888	9,782
Marquette	880	9.0	2.8	9,378	8,075	Pierce	420	7.9	2.1	8,544	7,676
Milwaukee	260,000	908.3	274.6	1,765,777	1,211,156	Renville	610	5.3	1.5	7,566	5,696
Outagamie	8,980	86.7	24.5	131,039	100,757	Rolette	170	10.3	2.3	8,238	6,353
Ozaukee	6,920	25.2	7.4	43,115	28,320	Sheridan	160	4.9	1.2	5,809	3,524
Racine	27,260	116.1	35.1	218,224	150,646	Ward	3,270	35.5	10.3	62,678	55,272
Rock	11,130	98.1	30.2	171,516	125,832	<b>Total</b>	<b>7,760</b>	<b>121.2</b>	<b>33.4</b>	<b>\$171,924</b>	<b>\$134,110</b>
Sheboygan	22,490	82.9	25.4	134,242	96,728	<b>MOBILE, Ala.</b>					
Walworth	9,620	45.0	14.1	65,103	58,406	<b>Alabama</b>					
Washington	10,040	36.2	10.5	54,687	43,930	Baldwin	4,260	43.7	11.8	\$38,065	\$28,228
Waukesha	21,910	96.6	27.7	165,396	88,138	Clarke (50%)	580	13.0	3.4	9,040	10,450
Winnebago	10,620	95.8	28.8	151,725	116,160	Escambia	2,350	31.1	7.7	24,540	23,941
<b>Illinois</b>											
Boone	2,670	17.6	5.4	27,864	19,474	Mobile	32,910	259.6	72.9	331,130	223,288
Lake	51,800	206.4	57.8	423,655	198,322	Monroe	710	24.3	5.8	15,796	11,329
McHenry	12,300	56.3	17.6	98,120	78,068	Washington	490	15.5	3.6	8,932	4,499
<b>Total</b>	<b>586,830</b>	<b>2,575.7</b>	<b>764.1</b>	<b>\$4,565,826</b>	<b>\$3,148,251</b>	<b>Florida</b>					
<b>MINNEAPOLIS-ST. PAUL, Minn.</b>											
<b>Minnesota</b>											
Aitkin	1,780	13.5	4.1	\$12,077	\$9,422	Escambia	16,580	133.8	36.1	164,851	115,551
Anoka	9,160	40.3	11.1	52,375	16,392	<b>Mississippi</b>					
Benton	1,280	16.0	4.1	15,214	15,601	Forrest	5,500	48.7	14.2	54,436	47,965
Blue Earth	7,150	39.3	11.5	56,893	57,928	George	1,010	10.7	2.7	6,377	5,068
Brown	2,720	26.4	7.6	30,803	30,847	Greene	270	7.9	1.9	4,536	2,508
Carver	2,450	18.6	5.2	22,666	16,127	Harrison	12,130	115.2	30.6	157,247	76,214
Chisago	2,770	12.7	3.9	14,332	10,078	Jackson	4,000	36.2	10.1	34,803	24,251
Dakota	11,960	53.5	14.6	72,777	39,329	Perry	180	9.1	2.3	5,220	4,022
Dodge	1,310	12.7	3.6	13,397	10,234	Stone	490	6.3	1.5	5,677	4,992
Faribault	1,590	23.9	7.0	29,920	26,395	<b>Total</b>	<b>79,110</b>	<b>755.1</b>	<b>204.6</b>	<b>\$860,650</b>	<b>\$582,305</b>
Freeborn	4,680	35.5	10.5	48,292	38,957	<b>MONROE, La.</b>					
Goodhue	6,240	32.7	9.8	41,756	37,856	<b>Louisiana</b>					
Hennepin	196,540	713.9	222.1	1,335,240	951,102	Bienville	1,020	18.1	4.8	\$13,646	\$8,226
Isanti	2,360	11.9	3.2	11,073	9,470	Caldwell	740	10.1	2.8	8,492	5,540
Kanabec	860	9.4	2.8	9,172	7,553	Catahoula	670	11.4	3.0	8,269	5,802
Kandiyohi	3,680	29.6	8.1	33,732	33,770	Claborne	1,590	24.3	6.5	23,354	14,515
Le Sueur	3,390	19.2	5.8	21,740	20,149	Concordia	1,140	14.3	4.0	11,203	6,094
McLeod	3,290	22.6	6.6	27,085	27,579	East Carroll	2,370	15.8	4.2	11,706	8,591
Martin	2,010	26.0	7.6	35,932	28,502	Franklin	2,980	29.2	7.3	21,670	13,998
Meeker	2,020	19.1	5.4	20,540	19,120	Grant	1,260	14.0	3.7	9,937	4,899
Mille Lacs	1,520	15.2	4.4	14,814	15,151	Jackson	1,770	15.2	3.9	14,104	9,634
Mower	5,210	44.6	12.7	68,229	50,045	La Salle	1,290	13.3	3.8	12,983	8,340
Nicollet	1,750	22.3	5.3	26,223	13,214	Lincoln	1,920	25.4	6.5	28,084	16,406
Olmsted	8,820	50.5	14.3	77,464	66,554	Madison	2,300	17.2	4.7	13,281	10,248
Pine	1,070	17.5	5.1	16,201	14,151	Morehouse	2,330	34.1	9.0	34,131	24,429
Ramsey	94,710	374.3	114.6	656,335	514,800	Natchitoches	2,590	37.5	9.7	27,653	14,730
Redwood	2,670	22.3	6.4	27,776	24,488	Ouachita	12,410	81.4	23.9	110,695	102,827
Renville	2,530	24.1	6.8	29,605	23,453	Red River	690	11.2	3.0	7,591	5,206
Rice	5,930	37.9	9.3	45,148	32,653	Richland	4,250	26.1	6.7	19,625	18,787
Scott	2,480	16.9	4.5	18,460	14,262	Tensas	1,050	12.9	3.5	9,023	6,514
Sherburne	1,300	10.7	2.8	10,455	6,198	Union	1,570	19.0	5.0	15,534	11,056
						<b>Arkansas</b>					
						Ashley 2,160 25.0 6.7 21,026 13,393					
						Chicot 1,820 20.8 6.1 14,547 12,658					
						Union 3,460 49.0 14.7 61,305 45,966					
						<b>Total</b> 58,940 595.1 162.3 \$560,917 \$412,950					

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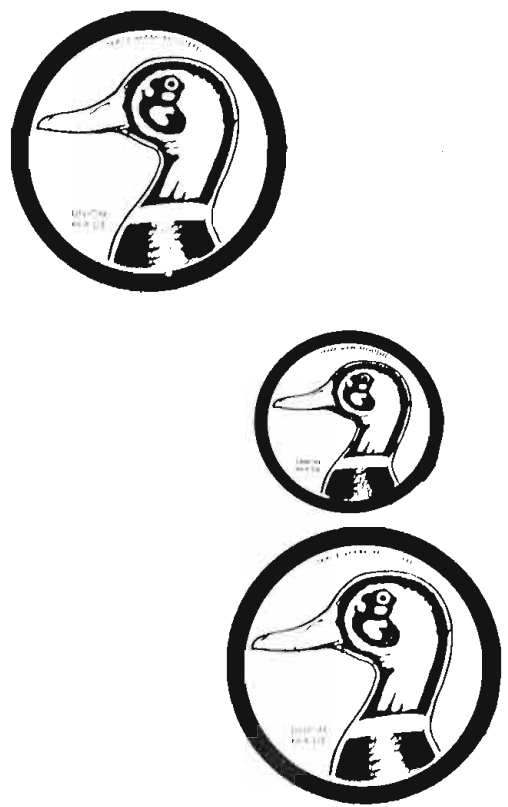


**"Best advertising dollar in 23 years..."**

"Without doubt the best advertising dollar spent in the 23 years I've been with this company has been on television, and more particularly on WSM-TV's 'Western Corral' show, starring Ruffin Reddy."

—R. M. Kennedy, Vice-president  
 O'Bryan Brothers, Inc., Nashville, Tennessee  
 Makers of famous Duckhead overalls and work clothes.

Chances are *your* best advertising dollar will be the one sent WSM-TV's way. For shows especially tailored to sell this rich market, see WSM-TV's Irving Waugh or any Petry Man.



**Clearly Nashville's  
 No. 1 TV Station**



## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>MONTEREY, Cal.—See SALINAS-MONTEREY</b>					
<b>MONTGOMERY, Ala.</b>					
<b>Alabama</b>					
Autauga	UHF	17.4	4.3	\$11,890	\$6,255
Bullock	circulation	14.7	3.6	8,600	4,983
Chilton (50%)	NA on a	13.1	3.5	9,027	5,811
Coosa (50%)	county basis	5.6	1.4	3,929	2,075
Crenshaw		17.6	4.5	11,242	8,146
Dallas		55.5	14.6	49,030	37,880
Elmore		30.5	7.6	25,067	14,376
Lowndes		16.7	3.9	9,214	5,199
Macon		31.2	6.9	22,920	10,826
Montgomery		149.0	42.4	177,946	143,788
Pike		29.6	7.7	22,732	15,553
Tallapoosa (50%)		17.0	4.5	16,578	10,740
<b>Total</b>		<b>397.9</b>	<b>104.9</b>	<b>\$388,175</b>	<b>\$265,632</b>
<b>MUNCIE, Ind.</b>					
<b>Indiana</b>					
Blackford	UHF	14.4	4.5	\$20,121	\$16,706
Delaware	circulation	97.4	30.9	159,531	98,226
Grant	NA on a	65.5	20.3	91,961	65,537
Hamilton (50%)	county basis	15.2	4.9	23,087	14,332
Hancock (50%)		10.9	3.6	15,050	9,622
Henry		48.1	14.6	74,299	46,635
Jay		23.6	7.7	32,249	21,589
Madison		111.3	35.5	184,091	116,029
Randolph		27.8	9.2	38,483	35,843
Tipton (50%)		8.0	2.5	10,323	5,968
Wayne		73.0	22.4	116,703	90,181
<b>Total</b>		<b>495.2</b>	<b>156.1</b>	<b>\$765,893</b>	<b>\$520,667</b>
<b>NASHVILLE, Tenn.</b>					
<b>Tennessee</b>					
Bedford	3,590	23.7	6.9	\$21,931	\$18,501
Benton	540	11.1	3.2	8,640	4,801
Bledsoe	850	8.5	1.7	4,853	3,289
Cannon	1,260	8.5	2.3	5,679	3,991
Carroll	1,290	26.6	7.7	21,414	17,642
Cheatham	1,370	8.5	2.2	6,407	4,508
Clay	1,040	8.0	2.1	4,289	2,114
Coffee	4,180	26.4	7.3	22,249	19,295
Davidson	83,270	342.9	98.4	514,247	374,430
De Kalb	1,160	10.6	2.7	6,550	3,889
Dickson	3,370	18.4	5.3	14,216	11,219
Giles	1,180	25.8	7.1	21,863	17,745
Grundy	1,390	12.5	3.0	7,065	4,557
Hardin	1,580	16.5	4.3	10,474	9,263
Henderson	720	16.5	4.5	11,537	10,486
Henry	1,760	22.7	7.0	22,554	16,967
Hickman	1,600	13.0	3.3	9,795	5,932
Houston	580	4.7	1.2	2,938	1,478
Humphreys	1,580	10.6	3.0	9,563	6,488
Jackson	1,450	11.6	2.8	6,574	2,230
Lawrence	1,220	28.3	7.4	19,771	18,171
Lewis	830	6.1	1.5	4,453	4,542
Lincoln	1,030	24.9	6.8	20,729	16,394
Macon	1,570	13.3	3.7	7,742	2,807
Marion	3,760	20.9	5.1	15,767	11,429
Marshall	3,160	17.9	5.2	17,633	14,671
Maury	5,900	39.7	11.5	39,136	34,982
Montgomery	6,250	48.6	11.8	64,031	33,152
Moore	170	4.0	1.2	2,733	1,250
Overton	720	17.0	4.2	9,355	6,458
Putnam	3,400	31.0	8.2	26,367	18,478
Robertson	4,670	26.3	7.3	22,989	16,008
Rutherford	9,050	42.3	11.4	45,673	33,390
Sequatchie	410	6.0	1.3	3,792	2,551
Smith	1,630	13.0	3.7	10,219	6,304
Stewart	1,250	8.3	2.1	5,568	3,008
Sumner	6,330	33.2	9.3	27,702	16,960
Trousdale	760	5.6	1.6	3,249	3,002
Van Buren	180	4.0	.8	1,972	924
Warren	2,990	22.6	6.5	18,970	17,928
Weakley	2,430	27.1	8.2	23,986	15,115
White	1,840	16.1	4.2	11,427	9,549
Williamson	3,700	23.4	6.2	19,351	13,393
Wilson	5,310	26.4	7.6	23,862	20,518
<b>Kentucky</b>					
Allen	1,690	13.2	4.0	9,233	6,934
Barren	3,220	28.9	8.5	26,314	22,535
Callaway	2,100	20.1	6.1	19,409	15,333
Christian	5,240	45.1	11.6	51,203	39,442
Logan	2,710	21.8	6.4	16,147	15,860
Metcalfe	1,120	9.5	2.7	5,817	2,851
Monroe	1,460	13.5	3.6	7,911	6,134
Muhlenberg	2,690	30.7	8.5	22,672	18,319
Simpson	1,440	11.6	3.5	10,163	11,348
Todd	1,580	12.5	3.7	9,372	5,960
Warren	5,310	42.3	12.8	44,142	42,002
<b>Total</b>	<b>211,380</b>	<b>1,382.3</b>	<b>384.2</b>	<b>\$1,401,698</b>	<b>\$1,046,527</b>

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AN  
**open door**  
to the Nation's  
Test Market!

# WLBC-TV

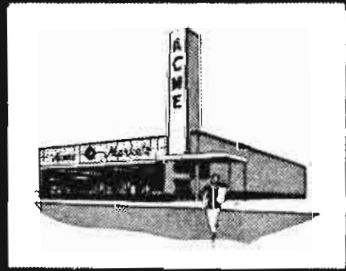
Muncie . . . sometimes called Middletown, U.S.A. . . . has been the nation's recognized test market for years. Reach this rich Muncie area market via WLBC-TV.

- ★ 70,000 UHF sets
- ★ 65% tuned to Channel 49
- ★ \$200 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

# The Acme Story and WATV



The American Stores Company, one of the largest food chains in the nation, operate the Acme Super Markets—with 132 outlets in northern New Jersey and Staten Island.

13



FOUR YEARS AGO Acme started on WATV sponsoring "Junior Frolics", with "Uncle" Fred Sayles—one half hour, once a week.

13



TWELVE WEEKS AGO Acme added the Look Photoquiz, with Paul Brenner—five quarter hours per week.

13



This 150% increase in time and 500% increase in frequency, by a sponsor in the highly competitive food chain field, indicates a satisfied WATV client.

13

**Do YOU have a sales problem?**

channel

**13**

watv

covering metropolitan new york-new jersey  
TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>NEW BRITAIN-HARTFORD, Conn.</b>						<b>NEW YORK, N. Y.</b>						
<b>Connecticut</b>						<b>New York</b>						
Hartford	UHF	581.7	171.2	\$1,237,176	\$787,686	Bronx	370,780	1,479.5	460.6	\$2,670,546	\$1,176,513	
Litchfield (50% circulation)		52.1	15.9	90,492	67,052	Dutchess	27,410	144.3	38.7	221,754	192,192	
Middlesex	NA on a	72.1	20.7	122,467	90,496	Kings	777,190	2,756.6	855.6	4,738,398	2,496,526	
New Haven (50% county basis)		287.4	85.8	546,708	370,755	Nassau	240,900	899.1	269.9	2,046,485	1,003,784	
New London (25%)		38.8	11.5	64,856	46,602	New York Co.	441,790	1,976.6	675.9	4,267,219	4,390,729	
Tolland		49.0	13.3	82,302	40,048	Orange	45,380	156.0	47.4	235,830	200,416	
Windham (25%)		16.3	5.0	25,929	25,116	Putnam	4,320	20.6	6.8	29,907	29,904	
<b>Massachusetts</b>						<b>Queens</b>						
Hampden (25%)		96.2	28.7	158,331	117,620	492,780	1,659.8	525.8	3,400,902	1,621,880		
<b>Total</b>		<b>1,193.6</b>	<b>351.1</b>	<b>\$2,328,261</b>	<b>\$1,545,425</b>	Richmond	53,170	199.3	56.7	351,525	171,881	
<b>NEW CASTLE, Pa.</b>						<b>Connecticut</b>						
<b>Pennsylvania</b>						<b>Fairfield</b>						
Beaver	UHF	181.2	51.5	\$301,565	\$183,427	130,080	544.4	161.7	1,201,611	784,836		
Butler	circulation	100.7	28.7	137,007	102,190	New Haven	157,070	574.8	171.6	1,093,416	741,510	
Lawrence	NA on a	107.7	31.5	171,210	109,512	<b>New Jersey</b>						
Mercer	county basis	115.1	33.2	185,927	141,792	Bergen	180,740	624.0	193.6	1,328,207	601,806	
<b>Ohio</b>						<b>Essex</b>						
Columbiana (25%)		25.5	7.8	37,490	27,624	256,150	952.2	287.3	1,927,040	1,318,020		
Mahoning		264.3	75.2	479,844	319,680	Hudson	198,860	661.6	203.5	1,142,055	652,212	
Trumbull (15%)		25.4	7.4	41,983	27,007	Hunterdon	13,320	46.0	14.3	65,223	52,342	
<b>Total</b>		<b>819.9</b>	<b>235.3</b>	<b>\$1,355,026</b>	<b>\$911,232</b>	Mercer	64,990	250.2	68.5	452,693	342,164	
<b>NEW HAVEN, Conn.</b>						<b>Middlesex</b>						
<b>Connecticut</b>						<b>Monmouth</b>						
Fairfield		130,080	544.4	161.7	\$1,201,611	75,090	257.2	78.0	433,792	318,906		
Hartford		138,090	581.7	171.2	1,237,176	Morris	45,230	185.5	52.7	338,218	183,668	
Litchfield		24,840	104.2	31.8	180,983	Ocean	19,050	66.4	22.2	87,711	110,286	
Middlesex		18,440	72.1	20.7	122,467	Passaic	103,490	356.1	112.3	647,049	486,358	
New Haven		157,070	574.8	171.6	1,093,416	Somerset	27,830	112.0	31.6	191,570	104,703	
New London		29,580	155.0	45.9	259,423	Sussex	9,520	36.9	11.3	47,564	38,630	
Tolland		9,670	49.0	13.3	82,302	Union	124,590	434.9	130.1	916,361	475,152	
<b>Massachusetts</b>						<b>Warren</b>						
Hampden		80,190	384.8	114.7	633,323	13,400	57.5	17.7	85,821	55,559		
<b>New York</b>						<b>Total</b>						
Suffolk		83,410	339.2	94.3	506,485	4,218,670	15,834.3	4,894.6	\$30,618,098	\$19,199,413		
<b>Total</b>		<b>671,370</b>	<b>2,805.2</b>	<b>825.2</b>	<b>\$5,317,186</b>							
<b>NEW ORLEANS, La.</b>						<b>NORFOLK, Va.</b>						
<b>Louisiana</b>						<b>Virginia</b>						
Ascension		2,120	22.9	6.1	\$18,880	\$12,601	Accomac	4,020	34.3	10.2	\$32,349	\$28,913
Assumption		1,640	17.0	4.3	10,962	5,321	Brunswick	2,290	20.6	4.4	13,876	11,777
E. Baton Rouge		24,320	197.0	55.6	332,237	184,356	Charles City	640	4.8	.9	2,853	726
Iberia		3,000	42.0	11.2	44,055	37,440	Dinwiddie	8,380	54.6	13.7	58,809	52,548
Iberville		1,010	26.3	7.3	22,569	14,265	Essex	880	6.4	1.4	4,581	5,569
Jefferson		33,300	140.6	40.0	205,945	81,774	Gloucester	2,100	10.5	3.1	8,362	7,450
LaFourche		6,060	43.4	10.9	41,268	38,396	Greensville	1,730	16.6	3.9	12,906	13,381
Livingston		1,900	21.0	5.6	19,868	11,968	Isle of Wight	1,810	15.5	3.7	14,477	9,762
Orleans		130,210	606.4	181.9	947,491	700,652	James City	1,870	14.8	2.8	15,404	12,868
Plaquemines		2,510	14.8	3.7	16,502	5,786	King and Queen	920	6.5	1.4	4,753	1,946
St. Bernard		2,360	13.3	3.4	14,698	4,979	King William	1,170	7.8	1.9	6,901	7,760
St. Charles		1,860	13.6	3.6	13,382	6,086	Lancaster	830	8.5	2.3	7,460	7,771
St. James		2,130	15.2	3.7	8,981	7,208	Mathews	1,160	6.9	1.8	5,818	4,498
St. John		1,850	14.9	3.6	11,745	5,914	Middlesex	1,340	6.9	1.9	5,465	4,601
St. Mary		3,950	38.0	10.2	39,330	28,219	Nansemond	5,140	39.0	10.1	38,447	33,212
St. Tammany		5,840	28.1	8.0	25,459	18,152	New Kent	590	4.1	1.0	3,335	2,145
Tangipahoa		11,490	56.6	15.5	49,522	40,474	Newport News	34,780	172.6	45.8	262,546	160,242
Terrebonne		8,280	46.3	11.5	45,333	35,860	Norfolk	108,630	464.5	131.3	745,850	456,330
Washington		9,880	40.2	10.9	40,383	25,748	Northampton	1,690	17.1	4.7	14,158	12,680
<b>Mississippi</b>						<b>North Carolina</b>						
Hancock		2,210	11.9	3.3	10,591	6,928	Bertie	2,740	27.0	6.1	18,366	15,737
Harrison		12,130	115.2	30.6	157,247	76,214	Brunswick	180	20.3	4.6	12,905	3,963
Lamar		1,300	13.6	3.6	9,960	5,180	Camden	1,060	5.3	1.4	4,079	1,023
Marion		1,290	23.9	6.4	18,292	12,220	Chowan	980	12.9	3.0	10,604	7,309
Pearl River		4,490	21.3	5.8	18,536	12,908	Currituck	1,020	6.3	1.8	5,599	2,196
Walthall		630	14.9	3.6	8,329	4,340	Dare	400	5.5	1.3	5,006	3,351
<b>Total</b>		<b>275,760</b>	<b>1,598.4</b>	<b>450.3</b>	<b>\$2,131,565</b>	<b>\$1,382,989</b>	Gates	1,310	9.7	2.3	5,468	2,398
						<b>Total</b>						
						<b>231,560</b>						
						<b>1,353.4</b>						
						<b>349.1</b>						
						<b>\$1,656,081</b>						
						<b>\$1,087,054</b>						

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# AIR-BORNE!

## WORLD'S TALLEST MAN-MADE STRUCTURE NEARS COMPLETION . . .

That's KWTV's new tower you see in the picture — soon to reach its 1572-foot height . . . soon to radiate 316,000 watts-video and 158,000 watts-audio. By October 1 you'll be able to sell (via KWTV) Oklahoma areas never before reached by television.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Fringe Area)*
Population	666,200	913,500	1,401,400
Families	206,700	281,900	428,800
Area (in sq. miles)	9,503	17,203	27,172
Retail Sales	\$683,328,000	\$909,135,000	\$1,326,048,000

\*100 MICROVOLT AREA PER ENGINEERING COMPUTATIONS.  
POPULATION AND SALES FIGURES — 1954 SALES MANAGEMENT SURVEY OF  
BUYING POWER

Oklahoma's Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE  
Sales Manager

EDGAR T. BELL  
Executive Vice-President



## KWTV • CHANNEL 9

OKLAHOMA CITY

REPRESENTED BY AVERY-KNODEL, INC.

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>OKLAHOMA CITY, Okla.</b>					
<b>Oklahoma</b>					
Alfalfa	1,380	10.0	3.3	\$12,542	\$9,913
Blaine	2,970	14.5	4.4	15,192	13,640
Bryan	1,420	27.3	8.1	22,705	20,262
Caddo	5,200	34.4	10.2	35,157	27,193
Canadian	4,830	25.8	7.7	33,672	21,906
Carter	3,150	39.5	12.5	49,937	38,340
Cleveland	7,340	44.7	11.4	57,651	32,767
Coal	320	7.3	1.8	4,768	2,737
Comanche	12,150	63.9	18.0	87,323	62,490
Cotton	1,150	9.8	2.9	9,845	7,535
Creek	7,620	41.4	12.8	47,098	32,012
Custer	2,630	20.7	6.5	26,382	24,707
Dewey	1,040	8.4	2.5	7,679	5,912
Garfield	10,860	56.8	17.7	87,463	65,875
Garvin	4,410	29.9	8.8	31,884	28,089
Grady	6,160	34.1	10.6	38,961	28,973
Grant	1,210	10.2	3.1	15,336	7,725
Hughes	1,460	19.3	5.7	17,045	13,225
Jackson	1,040	19.7	6.3	23,633	22,218
Johnston	500	10.1	2.8	6,950	3,166
Kay	7,800	51.0	16.5	77,299	49,504
Kingfisher	2,590	12.6	4.0	14,787	16,000
Kiowa	2,640	18.6	5.7	21,753	19,700
Lincoln	2,780	21.1	6.5	19,947	17,527
Logan	3,180	21.6	6.8	25,585	16,099
Mc Clain	2,030	14.0	4.1	12,971	8,718
Major	1,060	10.4	3.2	12,428	8,005
Murray	2,140	10.5	3.3	11,588	7,627
Noble	2,150	11.9	3.8	14,206	11,248
Okfuskee	1,870	15.8	4.4	12,274	8,017
Oklahoma	96,330	362.3	117.4	607,644	427,648
Pawnee	2,650	13.1	4.1	13,406	8,215
Payne	6,340	48.8	14.1	65,002	39,690
Pontotoc	5,100	29.5	9.0	35,231	31,518
Pottawatomie	4,110	43.4	13.3	47,803	38,832
Seminole	4,410	37.8	10.8	42,709	35,168
Stephens	5,170	37.9	11.7	50,705	41,192
Tillman	2,160	16.8	5.1	18,927	19,598
Washita	2,580	16.9	5.0	18,764	11,972
<b>Total</b>	<b>233,930</b>	<b>1,321.8</b>	<b>405.9</b>	<b>\$1,754,252</b>	<b>\$1,284,963</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Saunders	5,000	16.9	5.6	23,924	16,412
Seward	1,770	13.1	4.2	16,395	12,503
Stanton	1,010	6.5	1.9	8,074	4,356
Thurston	1,260	8.5	2.5	10,098	7,407
Washington	2,990	11.7	3.7	15,946	11,113
<b>Iowa</b>					
Adams	1,530	8.4	2.8	9,413	6,740
Audubon	2,310	11.7	3.5	14,049	15,475
Carroll	3,770	22.9	6.6	36,257	31,570
Cass	4,340	18.5	6.3	27,091	24,350
Crawford	3,690	19.4	5.7	26,635	19,215
Fremont	2,780	11.7	3.7	13,982	11,516
Harrison	3,920	18.6	5.8	23,266	18,071
Mills	2,830	13.6	3.7	14,152	12,299
Monona	3,890	16.0	5.0	20,774	14,664
Montgomery	4,060	15.6	5.3	22,926	19,081
Page	5,650	23.6	7.3	30,939	36,942
Pottawattamie	15,320	70.5	22.0	107,218	69,887
Shelby	3,090	15.6	4.6	18,702	17,294
Taylor	2,690	12.1	4.0	14,907	8,653
Woodbury (50%)	14,400	54.7	17.4	93,951	75,140
<b>Missouri</b>					
Atchison	1,330	11.2	3.5	14,815	11,399
Nodaway (50%)	1,290	12.2	3.9	15,865	10,116
<b>Total</b>	<b>244,100</b>	<b>1,048.8</b>	<b>329.3</b>	<b>\$1,616,943</b>	<b>\$1,220,413</b>

## PANAMA CITY, Fla.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Florida</b>					
Bay	5,610	59.8	16.2	\$73,231	\$51,517
Calhoun	230	8.4	2.1	5,169	4,797
Franklin	140	6.1	1.7	5,074	2,661
Gulf	230	7.9	2.1	7,357	5,604
Holmes	210	13.9	3.3	8,056	4,898
Jackson	900	36.1	8.8	23,706	21,930
Liberty	10	3.5	1.0	2,353	1,524
Walton	950	15.2	4.0	10,653	10,429
Washington	210	12.4	3.2	7,916	4,377
<b>Total</b>	<b>8,490</b>	<b>163.3</b>	<b>42.4</b>	<b>\$143,515</b>	<b>\$107,737</b>

## PARKERSBURG, W. Va.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>West Virginia</b>					
Calhoun (50%)	UHF circulation	4.7	1.2	\$3,098	\$946
Jackson	NA on a county basis	14.8	3.9	11,609	7,546
Mason (25%)		5.9	1.6	5,392	2,586
Pleasants		6.1	1.7	5,466	3,319
Ritchie		11.7	3.3	11,185	4,528
Roane (50%)		8.8	2.1	6,827	3,204
Tyler (50%)		4.9	1.5	4,769	1,888
Wirt		4.8	1.3	3,474	973
Wood		66.5	20.2	88,677	56,742
<b>Ohio</b>					
Athens		44.6	12.3	49,735	37,968
Meigs		23.4	7.0	23,750	17,222
Monroe (50%)		7.3	2.2	6,200	2,697
Morgan		12.6	4.0	12,413	9,284
Noble (75%)		8.4	2.6	8,190	4,454
Washington		43.9	13.8	50,314	36,413
<b>Total</b>		<b>264.8</b>	<b>78.7</b>	<b>\$291,099</b>	<b>\$189,770</b>

## OMAHA, Neb.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Nebraska</b>					
Burt	3,080	11.6	3.6	\$15,517	\$13,102
Butler	1,580	11.3	3.8	11,293	9,511
Cass	4,580	16.8	5.4	21,640	13,741
Colfax	1,790	10.4	3.4	14,644	16,959
Cuming	2,090	13.4	3.9	15,795	16,691
Dodge	7,880	29.7	9.7	47,093	42,521
Douglas	84,140	300.2	93.3	532,186	391,007
Gage	5,320	28.6	8.9	37,027	28,751
Johnson	1,430	7.2	2.4	8,406	7,855
Lancaster	28,290	127.3	41.1	226,790	154,770
Nemaha	1,380	10.5	3.4	13,686	8,771
Otoe	4,680	16.8	5.5	22,828	18,206
Pawnee	940	6.5	2.2	7,203	4,406
Platte (50%)	1,440	10.2	3.1	12,578	13,567
Richardson	2,530	17.1	5.6	23,963	20,581
Sarpy	4,030	18.2	5.0	26,915	5,771

# Survey After Survey Proves...KMTV Is Omaha's Favorite 100,000 Watt TV Station



## It's No Draw . . . In Omaha

No matter which audience survey you prefer—ARB, Hooper, or Pulse—they *all* show that KMTV is the overwhelming favorite in the Omaha area . . . with 11 of the top 15 weekly shows . . . 7 of the top 10 multi-weekly shows . . . Omaha's favorite locally produced show . . . and a commanding lead in all time classes.

To reach this BIG MARKET of over 1 1/4 million people . . . with more than 250,000 TV sets . . . and an effective buying income of nearly two billion dollars . . . be sure to specify KMTV—Omaha's most looked-at, most-listened-to TV station!

CBS-TV ABC-TV DUMONT  
 Represented by  
 Edward Petry & Company, Inc.

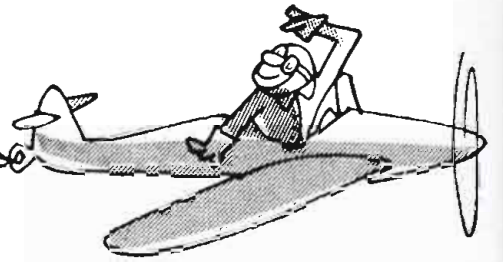
TELEVISION  
 CENTER

# KMTV

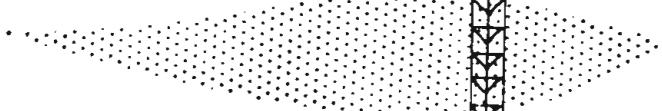
CHANNEL 3  
 Omaha, Nebraska

MAY BROADCASTING CO.

Some people are born leaders



...like **WCAU-TV** —tops in Philadelphia!



WCAU-TV is now transmitting to the booming Philadelphia area from its new maximum-height, maximum-power SKY TOWER—1000 feet tall with 316,000 watts! Reaching out into a 35-county, 4-state area, WCAU-TV is now the only Philadelphia station operating with both maximum height and maximum power. With the tenfold increase in power doubling its coverage area—WCAU-TV now reaches over 6,360,000 people—2,000,000 more than before!

Ten big markets are available to buyers from this one station: Philadelphia, Chester, Allentown, Bethlehem, Levittown, Reading, Camden, Trenton, Atlantic City and Wilmington—an unparalleled opportunity for advertisers.

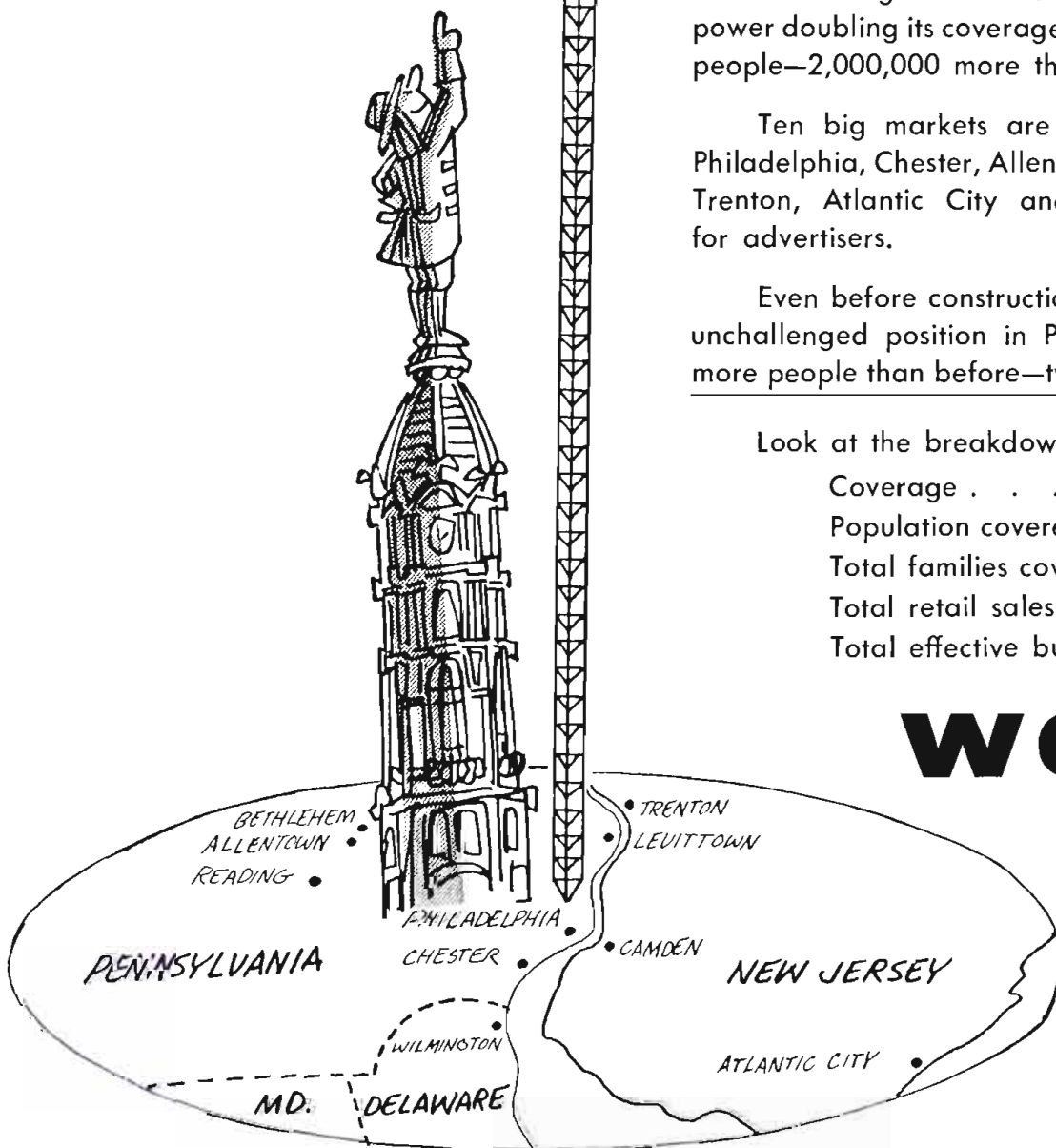
Even before construction of the SKY TOWER, WCAU-TV enjoyed an unchallenged position in Philadelphia. Now—WCAU-TV reaches 45% more people than before—twice as many square miles—10 major markets!

Look at the breakdown:

Coverage . . . . .	35 counties
Population covered . . . . .	6,360,178
Total families covered . . . . .	2,292,300
Total retail sales . . . . .	\$8,935,730,000
Total effective buying income . . . . .	\$13,418,528,000

# WCAU-TV

blanketing America's greatest industrial expansion area



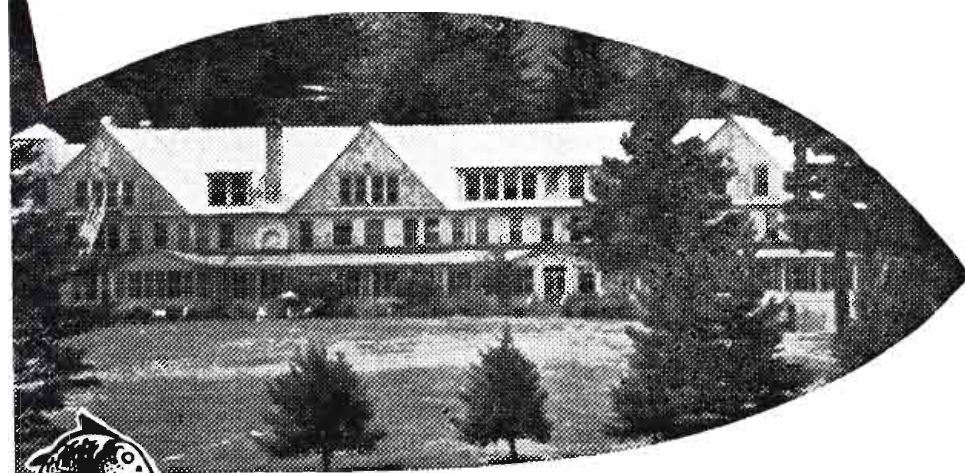
## TV MARKETS

PENSACOLA, Fla.						PHILADELPHIA, Pa.					
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>Florida</b>						<b>Pennsylvania</b>					
Escambia	16,580	133.8	36.1	\$164,851	\$115,551	Berks	61,290	259.3	77.9	\$445,705	\$302,610
Okaloosa	2,260	35.9	8.2	40,053	17,463	Bucks	45,660	197.5	59.2	330,623	195,648
Santa Rosa	1,250	19.9	5.0	16,254	8,934	Chester	43,660	167.3	44.5	275,427	159,408
Walton	950	15.2	4.0	10,653	10,429	Delaware	117,870	456.3	131.4	926,456	412,170
<b>Alabama</b>						<b>Delaware</b>					
Baldwin	4,260	43.7	11.8	38,065	28,228	Lancaster	53,880	241.7	70.2	429,382	270,566
Covington	800	39.0	10.7	32,477	23,423	Lehigh	50,870	203.5	59.8	343,370	242,175
Escambia	2,350	31.1	7.7	24,540	23,941	Montgomery	96,070	376.3	105.4	771,286	402,732
Mobile	32,910	259.6	72.9	331,130	223,288	Northampton	40,920	188.8	54.7	306,783	233,805
<b>Total</b>	<b>61,360</b>	<b>578.2</b>	<b>156.4</b>	<b>\$658,023</b>	<b>\$451,257</b>	Philadelphia	573,570	2,127.7	630.8	3,645,174	2,711,124
<b>PEORIA, Ill.</b>						<b>Maryland</b>					
<b>Illinois</b>						<b>New Jersey</b>					
Bureau (50%)	UHF	18.9	6.2	\$28,054	\$18,451	Atlantic	34,600	139.6	44.5	204,156	213,854
De Witt (50%)	circulation	8.3	2.8	13,519	9,942	Burlington	36,560	157.2	40.2	238,479	120,710
Fulton	NA on a	43.7	15.0	64,840	41,799	Camden	86,570	324.5	97.2	541,895	356,421
Henry (50%)	county basis	23.6	7.9	35,230	30,366	Cape May	12,620	41.2	13.7	53,944	62,246
Knox		55.2	18.3	89,682	78,732	Cumberland	26,960	97.1	29.5	131,250	108,594
La Salle (25%)		25.4	8.0	43,367	42,849	Gloucester	28,300	102.2	31.0	160,249	76,580
Livingston (50%)		18.8	5.7	26,256	19,295	Hunterdon	13,320	46.0	14.3	65,223	52,342
Logan		31.2	8.6	41,280	30,033	Mercer	64,990	250.2	68.5	452,693	342,164
Mc Lean (75%)		58.3	18.5	97,349	83,538	Middlesex	75,280	290.3	84.6	505,632	299,434
Marshall		13.0	4.2	18,576	13,169	Monmouth	75,090	257.2	78.0	433,792	318,906
Mason		15.3	5.2	22,092	19,476	Ocean	19,050	66.4	22.2	87,711	110,286
Menard		9.3	3.1	12,628	7,733	Salem	15,710	53.7	16.3	84,041	49,115
Peoria		182.0	57.1	338,930	235,638	Somerset	27,830	112.0	31.6	191,570	104,703
Putnam		4.3	1.4	5,206	3,848	<b>Total</b>	<b>1,664,450</b>	<b>6,432.0</b>	<b>1,884.1</b>	<b>\$11,092,942</b>	<b>\$7,497,656</b>
Stark		8.7	2.8	12,630	7,209	<b>PHOENIX, Ariz.</b>					
Tazewell		83.8	26.3	141,864	64,408	<b>Arizona</b>					
Warren (50%)		11.1	3.6	15,543	13,458	Gila	1,290	25.3	7.2	\$35,324	\$22,013
Woodford		22.2	6.8	31,626	22,751	Maricopa	92,820	412.2	121.2	616,518	483,516
<b>Total</b>	<b>633.1</b>	<b>201.5</b>	<b>\$1,038,672</b>	<b>\$742,645</b>		Pinal (75%)	7,230	39.4	10.1	44,226	31,793
						Yavapai	600	25.5	7.8	39,056	26,892
						<b>Total</b>	<b>101,940</b>	<b>502.4</b>	<b>146.3</b>	<b>\$735,144</b>	<b>\$564,214</b>

# Lake FAIRFIELD

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# INN



Beautiful 300-acre private lake stocked for sporty game fishing—especially 15-inch or larger rainbow trout! Boats, tackle—fishing guide available. Hotel situated in center of scenic mountain estate at elevation of 3500 feet. You'll experience hospitality and gracious living. Zestful appetites created in this mountain atmosphere amply satisfied with a superb cuisine. PLUS all resort activities—golf, horseback riding, swimming, tennis, evening entertainment—sand beach and heated swimming pool. Churches of all faiths nearby.

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**AMERICAN  
PLAN  
\$12 daily  
\$72 weekly**

OPEN TO OCT. 20

**CASHIERS** NORTH  
CAROLINA

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>PINE BLUFF, Ark.</b>					
<b>Arkansas</b>					
Arkansas	2,620	23.0	6.8	\$25,308	\$31,076
Bradley	670	15.5	4.2	12,726	11,185
Calhoun	180	6.4	1.6	4,438	2,015
Clark	1,130	22.5	6.2	19,957	15,472
Cleveland	280	8.4	2.3	5,836	1,797
Conway	1,480	17.1	4.5	12,015	9,371
Dallas	620	11.8	3.2	9,244	5,888
Desha	850	24.2	6.4	17,878	14,751
Drew	470	17.5	4.8	13,318	8,231
Faulkner	1,770	25.0	6.7	22,095	15,518
Garland	3,950	48.7	15.6	63,919	55,755
Grant	740	8.6	2.4	6,378	3,273
Hot Spring	1,210	23.1	6.6	22,103	13,546
Jefferson	6,010	79.3	22.9	79,289	58,448
Lincoln	530	16.5	4.2	9,441	4,148
Lonoke	2,650	26.2	7.2	22,641	18,799
Monroe	1,380	19.0	5.1	14,986	12,387
Ouachita (50%)	570	17.1	4.9	17,454	12,922
Perry	150	5.3	1.4	3,542	1,580
Prairie	1,250	13.4	3.6	9,439	5,789
Pulaski	22,560	209.9	64.0	316,837	229,850
Saline	1,580	25.4	6.2	22,899	15,086
White	1,910	37.8	10.9	31,055	22,116
<b>Total</b>	<b>54,560</b>	<b>701.7</b>	<b>201.7</b>	<b>\$762,798</b>	<b>\$569,003</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>PITTSBURG, Kans.</b>					
<b>Kansas</b>					
Allen	1,930	18.2	6.3	\$20,816	\$17,399
Bourbon	1,950	19.3	6.8	23,289	15,922
Cherokee	2,190	26.5	8.9	30,734	15,115
Crawford	4,390	44.2	15.6	56,548	37,939
Labette	1,480	31.3	10.5	37,716	30,888
Linn	2,060	10.1	3.6	10,245	6,234
Montgomery	3,490	48.9	17.1	68,855	52,221
Neosho	2,210	20.6	6.8	24,804	18,671
Wilson	1,120	14.5	5.0	15,669	11,357
Woodson	420	6.6	2.2	7,717	5,154
<b>Missouri</b>					
Barry	1,900	21.5	6.7	17,658	19,712
Barton	1,140	12.5	4.4	12,190	9,602
Cedar	860	10.6	3.8	8,413	7,617
Dade	830	8.9	3.0	7,250	7,557
Jasper	7,590	81.1	28.4	104,376	86,651
Lawrence	2,470	23.7	8.0	23,480	14,780
McDonald	1,020	14.0	4.3	10,303	12,670
Newton	2,220	28.9	9.1	28,235	16,877
Vernon	2,110	22.5	7.0	23,529	19,487
<b>Oklahoma</b>					
Craig	3,420	18.2	4.8	13,994	9,804
Delaware	1,480	14.3	4.1	10,136	3,250
Mayer	3,500	19.3	5.6	15,716	10,237
Nowata	2,530	12.5	3.9	12,672	6,880
Ottawa	5,090	31.6	10.0	37,507	26,821
<b>Total</b>	<b>57,400</b>	<b>559.8</b>	<b>185.9</b>	<b>\$621,852</b>	<b>\$462,845</b>

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You Win on All "THREE"

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Full Network Service

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Bruce B. Compton — Natl. Sales Mgr.  
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12th Ranking City in the South—158,600  
Little Rock ranks 68th in U.S. cities  
Little Rock ranks 74th in Eff. Buying Income

Little Rock is BIG . . . . but  
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## 2. Tri-City Market

THREE RICH COUNTIES  
Pulaski (Little Rock) Jefferson (Pine Bluff) Garland (Hot Springs)  
Pop.—337,400—ranks 62nd in Nation!  
Retail Sales \$344,053,000—ranks 71st in Nation!

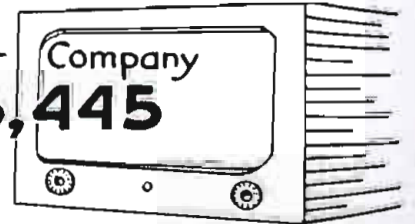
The Tri-City Market is BIG . . . . but  
KATV's Market is BIGGER!

## 3. Heart of Arkansas

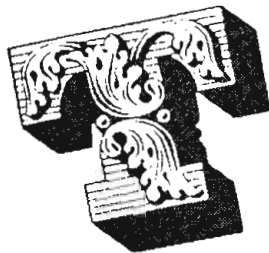
23 Rich Counties accredited by CBS  
Population 701,700  
Families 201,700  
Eff. Buy. Inc. \$762,798,000  
Retail Sales \$569,003,000

KATV's Market is One of  
the Country's LARGEST —  
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Arkansas Power & Light  
T-V Set Count **66,445**  
May 31, 1954







# Right Sales Twist in PITTSBURGH

**Channel 2**

Every day, every night, in more than 1,000,000 Pittsburgh District homes your customers are tuning to Channel 2—Du Mont's WDTV!

Why is Pittsburgh's first television station so popular? Because WDTV programs are geared to Pittsburgh people, Pittsburgh habits, Pittsburgh tastes. And why is WDTV the choice of local and national advertisers? Because Pittsburgh buys, when you tell them and sell them on Channel 2.

So, to capture the nation's sixth largest metropolitan market, with a retail buying power of 6¼ million people, place your sales message where Pittsburgh sees and hears it! Use WDTV—Channel 2—first and salesmost in Pittsburgh!

## First with the Finest in Television

GATEWAY CENTER, PITTSBURGH 22, PA., EXpress 1-3000  
Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC. • HAROLD C. LUND, General Manager

### TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>PITTSBURGH, Pa.</b>						<b>Marshall</b>					
<b>Pennsylvania</b>						<b>Monongalia</b>					
Allegheny	419,970	1,542.5	452.1	\$2,661,612	\$1,904,829	Ohio	15,490	69.7	21.3	119,188	95,370
Armstrong	17,430	80.7	23.3	106,282	70,688	Preston	2,330	31.6	8.0	28,402	15,606
Beaver	45,630	181.2	51.5	301,565	183,427	<b>Total</b>	<b>925,760</b>	<b>3,992.6</b>	<b>1,154.2</b>	<b>\$6,201,862</b>	<b>\$4,312,664</b>
Butler	23,010	100.7	28.7	137,007	102,190	<b>PORTLAND-LEWISTON, Maine</b>					
Clarion	7,570	38.2	10.8	41,048	38,630	<b>Maine</b>					
Fayette	42,110	186.4	52.3	231,562	176,208	Androscoggin	10,130	83.5	24.5	\$123,235	\$99,449
Greene	5,810	45.4	12.6	54,357	29,958	Cumberland	31,690	169.8	50.8	251,021	211,904
Indiana	10,820	76.1	21.3	87,706	69,415	Franklin	2,010	20.5	5.8	25,525	18,100
Lawrence	22,400	107.7	31.5	171,210	109,512	Kennebec	15,490	82.9	23.6	114,301	86,096
Mercer	20,550	115.1	33.2	185,927	141,792	Knox	5,610	27.3	8.9	34,173	28,011
Somerset	12,560	80.8	22.6	86,055	69,681	Lincoln	3,160	17.7	5.5	19,238	20,023
Venango	8,530	65.5	18.9	77,862	59,705	Oxford	6,320	43.1	12.3	55,087	35,689
Washington	51,760	208.6	60.6	298,705	201,306	Sagadahoc	4,720	20.6	6.4	24,536	16,171
Westmoreland	73,240	317.2	90.5	444,962	323,451	York	19,250	93.2	27.7	130,529	75,951
<b>Ohio</b>						<b>New Hampshire</b>					
Belmont	16,040	85.8	26.1	108,451	64,602	Belknap	4,370	27.5	8.4	35,899	34,864
Carroll	4,390	19.7	5.7	23,277	13,182	Carroll	3,620	16.2	5.0	17,501	17,019
Columbiana	21,400	101.8	31.2	149,958	110,495	Coos	4,020	38.1	10.9	45,395	32,284
Harrison	2,630	18.8	5.7	23,486	14,462	Rockingham (50%)	10,080	36.6	11.3	48,525	35,661
Jefferson	21,380	96.2	27.8	156,118	96,841	Strafford	8,500	53.6	15.4	72,089	51,765
Mahoning	54,100	264.3	75.2	479,844	319,680	<b>Total</b>	<b>128,970</b>	<b>730.6</b>	<b>216.5</b>	<b>\$997,054</b>	<b>\$762,987</b>
<b>West Virginia</b>											
Brooke	6,270	26.7	7.4	40,380	14,776						
Hancock	7,430	35.0	9.4	57,620	20,077						

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**TELEVISION Magazine**



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look like a midget . . .**

**alongside KOIN-TV's gigantic  
new tower . . .**

**ANTENNA IS  
1530 FEET  
ABOVE AVERAGE  
TERRAIN**

Now, more than ever, KOIN-TV is your best buy in the rich, productive Oregon and Southern Washington area. Towering 1530 feet above average terrain, KOIN-TV's antenna is the highest west of the Cascade range from Alaska to Southern California! This ultramodern antenna incorporates the latest possible advancements to assure advertisers the finest picture quality possible.

**Maximum power too — 100,000 watts**

This big, new antenna combined with KOIN-TV's increase in power to the maximum 100,000 watts will deliver a consistent picture as far as 150 miles from Portland—completely blanketing 28 counties in this responsive, able-to-buy market. More than 185,000 sets are in use right now—and set sales are still booming.

To reach the people with money to spend—to completely cover this rich, responsive Oregon and Southern Washington market—schedule KOIN-TV, Oregon's DOMINANT television station. Write, wire, or phone for complete availabilities or contact our national representatives, AVERY-KNODEL, INC.



**Oregon's DOMINANT Station**  
Portland, Oregon

# TV MARKETS

Portland, Ore.					Portland, Ore.						
VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		
<b>Oregon</b>					Scotland	1,230	7.1	2.5	6,727	6,427	
Benton	1,770	37.9	11.1	\$62,207	\$29,879	Shelby	2,390	9.6	3.7	9,749	7,847
Clackamas	10,250	93.8	30.7	136,748	66,303	<b>Illinois</b>					
Clatsop	2,300	34.1	11.6	59,587	39,225	Adams	13,740	68.6	22.3	\$92,517	\$72,345
Columbia	1,320	23.1	7.5	30,899	19,071	Brown	1,570	6.8	2.3	8,459	9,573
Hood River	880	13.1	4.1	18,039	14,526	Calhoun	1,370	6.5	1.8	6,010	4,675
Jefferson	150	7.5	2.3	11,243	6,731	Cass	3,070	14.5	4.7	19,633	15,831
Lincoln	470	23.5	8.2	32,959	25,160	Fulton (25%)	2,490	10.9	3.8	16,210	10,450
Linn	4,550	65.4	20.6	93,634	79,951	Greene	4,090	18.5	6.2	20,580	17,057
Marion	16,010	108.5	33.2	153,720	131,546	Hancock	5,880	25.7	8.7	31,829	24,095
Multnomah	103,240	503.7	176.8	931,399	765,479	Henderson	1,790	8.4	2.7	11,087	8,202
Polk	2,190	28.2	8.9	38,784	19,123	Mc Donough	4,460	28.6	9.4	38,571	40,932
Tillamook	1,790	20.7	6.7	31,923	22,680	Morgan	5,980	35.5	10.2	46,550	46,480
Wasco	410	17.0	5.8	27,059	24,949	Pike	3,980	21.3	7.3	23,828	17,055
Washington	11,480	70.8	22.9	110,893	54,704	Schuyler	1,640	9.3	3.3	9,804	7,272
Yamhill	2,560	35.3	11.3	46,484	37,854	Scott	1,450	7.0	2.4	9,298	7,038
<b>Washington</b>					<b>Iowa</b>						
Clark	18,330	98.6	31.8	150,308	78,370	Des Moines (25%)	2,800	11.1	3.6	18,534	14,549
Cowlitz	6,890	56.9	18.1	98,737	63,364	Lee	4,390	43.8	13.7	63,591	47,632
Pacific	1,180	16.2	5.7	23,177	16,673	Van Buren (50%)	860	5.4	1.9	6,005	3,804
Skamania	260	4.8	1.6	6,608	1,921	<b>Total</b>	<b>96,870</b>	<b>525.9</b>	<b>174.8</b>	<b>\$658,494</b>	<b>\$532,629</b>
Wahkiakum	270	3.6	1.0	4,736	1,740	<b>RALEIGH, N. C.</b>					
<b>Total</b>	<b>186,300</b>	<b>1,262.7</b>	<b>419.9</b>	<b>\$2,069,144</b>	<b>\$1,499,249</b>	<b>North Carolina</b>					
<b>PRINCETON, Ind.</b>					<b>Chatham (50%) UHF</b>						
<b>Indiana</b>					Durham						
Daviess	UHF	27.4	8.3	\$31,280	\$26,318	Franklin	NA on a	31.6	7.3	22,818	11,275
Dubois (50%)	circulation	12.4	3.5	15,099	12,353	Granville (50%)	county basis	16.5	3.5	12,800	7,368
Gibson	NA on a	31.1	10.0	38,839	35,844	Harnett		49.7	11.8	44,929	28,969
Knox	county basis	44.1	14.2	59,782	51,145	Johnston		67.1	16.2	50,779	37,209
Pike		14.6	4.6	16,008	12,181	Lee (50%)		12.8	3.1	13,631	9,393
Posey		20.1	6.2	23,091	17,270	Nash (25%)		15.5	3.6	14,195	12,351
Spencer (50%)		8.1	2.3	8,302	6,361	Orange (50%)		19.0	4.4	24,720	10,157
Vanderburgh		175.3	55.3	292,948	202,575	Wake		145.9	36.3	205,046	144,820
Warrick		22.8	7.0	26,337	18,997	<b>Total</b>	<b>479.3</b>	<b>118.0</b>	<b>\$557,554</b>	<b>\$387,171</b>	
<b>Illinois</b>					<b>READING, Pa.</b>						
Crawford		21.2	7.4	28,136	21,006	<b>Pennsylvania</b>					
Edwards		9.0	3.0	9,541	9,679	Berks	UHF	259.3	77.9	\$445,705	\$302,610
Lawrence		20.5	6.7	25,863	16,976	Dauphin	circulation	204.3	61.7	334,323	252,831
Richland		16.8	5.8	21,808	18,222	Lancaster	NA on a	241.7	70.2	429,382	270,566
Wabash		15.0	4.8	21,994	16,235	Lebanon	county basis	90.5	26.5	133,972	90,612
Wayne (50%)		10.3	3.4	11,483	9,505	Lehigh		203.5	59.8	343,370	242,175
White		20.9	6.9	26,031	19,551	Luzerne		378.7	107.7	510,463	371,389
<b>Kentucky</b>					Montgomery (25%)						
Henderson		33.1	10.2	37,918	28,352	Northumberland (50%)		57.3	16.9	70,124	55,283
<b>Total</b>	<b>502.7</b>	<b>159.6</b>	<b>\$694,460</b>	<b>\$565,936</b>	Schuylkill (50%)		98.5	28.3	122,837	81,712	
<b>PROVIDENCE, R. I.</b>					<b>Total</b>						
<b>Rhode Island</b>					<b>1,627.9</b>						
Bristol	8,620	30.6	8.8	\$47,243	\$22,356	<b>475.4</b>					
Kent	23,290	86.9	26.2	135,322	72,411	<b>\$2,582,998</b>					
Newport	15,130	67.4	17.4	106,131	60,480	<b>\$1,767,861</b>					
Providence	172,560	587.0	178.2	905,729	654,330	<b>RENO, Nev.</b>					
Washington	11,730	53.2	14.8	79,283	48,708	<b>Nevada</b>					
<b>Connecticut</b>					Douglas						
New London	29,580	155.0	45.9	259,423	186,408	Lyon	50	2.1	.5	\$3,409	\$2,225
Tolland	9,670	49.0	13.3	82,302	40,048	Ormsby	50	3.3	.9	3,942	3,218
Windham	14,520	65.1	19.9	103,716	100,663	Storey	20	.7	.3	866	420
<b>Massachusetts</b>					Washoe						
Barnstable	13,380	50.3	16.5	69,382	77,647		13,010	59.1	19.8	131,053	92,804
Bristol	100,930	391.5	120.2	543,687	390,443	<b>California</b>					
Dukes	1,230	5.7	1.8	6,640	7,503	Nevada (25%)	720	4.9	1.8	7,121	5,421
Norfolk	100,220	420.9	121.6	818,083	376,830	Placer (10%)	750	4.7	1.5	6,733	5,035
Plymouth	52,580	199.3	62.0	293,188	198,801	<b>Total</b>	<b>14,640</b>	<b>78.9</b>	<b>25.9</b>	<b>\$160,124</b>	<b>\$114,284</b>
Worcester	145,940	563.4	165.9	852,765	596,004	<b>RICHMOND, Va.</b>					
<b>Total</b>	<b>706,380</b>	<b>2,725.3</b>	<b>812.5</b>	<b>\$4,302,894</b>	<b>\$2,832,632</b>	<b>Virginia</b>					
<b>PUEBLO, Colo.—See COLORADO SPRINGS-PUEBLO</b>					Albemarle						
<b>QUINCY, Ill.-HANNIBAL, Mo.</b>					Amelia						
<b>Missouri</b>					Appomattox						
Adair	1,710	19.3	6.5	\$19,701	\$19,937	Brunswick	1,860	20.6	4.4	13,876	11,777
Audrain	3,960	25.1	8.4	35,119	24,881	Buckingham	1,310	12.0	2.7	7,901	4,641
Clark	1,670	9.0	3.0	8,439	8,505	Caroline	1,620	12.0	2.7	9,178	6,440
Knox	1,380	7.4	2.7	7,980	3,896	Charles City	640	4.8	.9	2,853	726
Lewis	1,730	10.7	3.6	11,920	9,828	Charlotte	1,520	13.7	3.2	8,120	4,779
Lincoln	3,260	12.9	4.7	14,223	13,722	Chesterfield	10,990	53.1	13.7	78,182	11,439
Macon	2,280	18.1	6.4	18,721	11,857	Culpeper	2,310	13.3	3.3	11,571	14,102
Marion	6,820	30.3	10.3	40,902	32,723	Cumberland	800	7.1	1.6	4,231	1,510
Monroe	1,490	11.4	3.9	12,535	10,931	Dinwiddie	8,380	54.6	13.7	58,809	52,548
Montgomery	2,880	11.6	4.0	11,693	9,368	Essex	880	6.4	1.4	4,581	5,569
Pike	4,260	17.0	6.0	20,566	16,330	Fluvanna	850	6.9	1.8	5,434	2,765
Rolls	1,490	8.7	2.7	9,572	4,533	Gloucester	2,100	10.5	3.1	8,362	7,450
Randolph (25%)	760	5.8	2.1	8,141	4,854	Goochland	790	9.1	1.7	5,748	2,342
						Greene	350	4.8	1.1	3,298	1,219
						Greensville	1,730	16.6	3.9	12,906	13,381
						Hanover	3,280	23.3	5.7	22,958	9,820
						Henrico	76,020	308.6	87.6	532,855	403,312
						Isle of Wight	1,810	15.5	3.7	14,477	9,762
						James City	1,870	14.8	2.8	15,404	12,868
						King and Queen	920	6.5	1.4	4,753	1,946

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Things have sure happened since we opened up WROM-TV on Horseleg Mountain. Our primary Coverage Signal shows 109,000 television homes according to Television Magazine (as of July 1). This covers the folks in Georgia, Tennessee and Alabama — all within hawg-callin' distance\* of Horseleg.

Here are some of the big manufacturing plants in our back yard —

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Goodyear	Pepperell Mills	Bowaters Paper
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—there's a carloadful of payroll money moving around here all the time. These folks are paid well, they live well, and are very loyal to the advertisers of WROM-TV.

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Chattanooga, Tenn. . . . .	Times, Free Press
Atlanta, Ga. . . . .	Journal, Constitution
Rome, Ga. . . . .	News-Tribune
Gadsden, Ala. . . . .	Times

**WROM-TV**

**Channel 9**

Video 32,000 watts  
Radio 16,000 watts

Serving Birmingham  
North Central Georgia  
Eastern Alabama  
Rome, Georgia  
from atop Horseleg Mountain  
1090 feet above sea level

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New York Chicago Detroit Boston  
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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
King George	1,160	7.1	1.8	8,036	2,251	Wabasha	3,220	17.0	4.9	17,970	17,520
King William	1,170	7.8	1.9	6,901	7,760	Waseca	1,780	15.0	4.5	18,253	17,035
Lancaster	830	8.5	2.3	7,460	7,771	Winona	2,100	41.0	12.0	52,432	43,146
Louisa	1,460	12.5	3.1	8,431	6,606	<b>Iowa</b>					
Lunenburg	1,340	14.2	3.5	12,430	9,271	Allamakee	1,340	16.1	4.7	16,924	17,703
Madison	840	8.5	2.1	5,255	2,441	Howard	830	13.4	3.9	15,318	14,469
Mathews	1,160	6.9	1.8	5,818	4,498	Mitchell	840	13.9	4.2	16,940	17,540
Mecklenburg	4,340	34.3	8.1	29,415	25,905	Winneshiek	1,530	21.5	6.3	25,958	18,068
Middlesex	1,340	6.9	1.9	5,465	4,601	Worth	1,560	11.0	3.3	15,178	8,878
Nelson	2,020	13.2	3.2	8,546	4,244	<b>Wisconsin</b>					
New Kent	590	4.1	1.0	3,335	2,145	Buffalo	2,270	14.9	4.4	14,203	10,524
Northumberland	940	9.9	2.6	8,284	5,043	La Crosse	4,180	71.1	20.8	111,615	92,352
Nottoway	2,530	17.6	4.4	18,258	15,004	Pepin	980	7.5	2.1	7,775	7,878
Orange	1,040	12.7	3.2	12,546	11,757	Trempealeau	4,610	24.1	6.9	22,739	22,389
Powhatan	530	5.7	1.2	4,469	2,661	<b>Total</b>	<b>65,760</b>	<b>541.2</b>	<b>156.2</b>	<b>\$699,525</b>	<b>\$587,966</b>
Prince Edward	2,160	15.8	3.9	14,756	12,998	<b>ROCHESTER, N. Y.</b>					
Prince George	4,590	33.8	7.1	46,364	17,018	<b>New York</b>					
Richmond	870	6.0	1.4	4,879	4,510	Alleghany	9,810	45.3	13.6	\$57,216	\$39,574
Southampton	3,360	26.6	6.3	20,030	16,188	Cayuga	19,210	72.2	21.7	100,874	78,038
Spotsylvania	4,260	24.9	6.4	32,494	33,768	Genesee	12,240	49.3	14.7	72,151	57,290
Stafford	2,060	12.8	3.2	12,602	3,679	Livingston	7,710	41.3	11.4	48,592	39,565
Surry	970	6.5	1.5	4,825	2,181	Monroe	141,330	515.3	161.8	950,810	659,341
Sussex	2,010	12.7	2.8	8,961	9,139	Ontario	14,750	62.3	18.2	87,535	70,481
Westmoreland	1,900	10.7	2.8	8,576	8,254	Orleans	8,780	30.7	9.6	38,247	33,091
York	2,030	12.8	3.3	15,111	3,699	Schuyler	4,140	14.9	4.6	15,546	15,803
<b>Total</b>	<b>171,780</b>	<b>1,016.9</b>	<b>258.4</b>	<b>\$1,221,134</b>	<b>\$869,369</b>	Seneca	7,120	31.0	8.2	35,665	24,569
						Steuben	13,830	94.7	28.5	128,974	97,834
						Wayne	15,570	59.3	18.5	75,152	61,824
						Wyoming	6,640	33.8	9.7	36,793	34,293
						Yates	4,390	18.3	5.8	24,492	26,749
						<b>Total</b>	<b>265,520</b>	<b>1,068.4</b>	<b>326.3</b>	<b>\$1,672,047</b>	<b>\$1,238,452</b>
<b>ROANOKE, Va.</b>						<b>ROCKFORD, Ill.</b>					
<b>Virginia</b>						<b>Illinois</b>					
Albemarle	4,690	53.5	13.7	\$70,180	\$60,280	Boone	2,670	17.6	5.4	\$27,864	\$19,474
Alleghany	4,200	29.7	7.7	37,220	27,182	Corroll	5,240	19.3	6.4	27,749	23,836
Amherst	2,240	19.5	4.3	14,893	4,820	De Kalb	8,380	42.7	13.1	70,152	54,432
Appomattox	870	8.9	1.9	7,043	4,075	Jo Daviess	3,250	22.0	6.8	27,538	21,227
Augusta	6,440	70.0	17.6	84,144	57,369	Kane	39,280	157.6	47.3	296,403	232,624
Bath	590	6.1	1.5	5,326	3,303	La Salle	10,500	101.6	32.1	173,469	131,396
Bedford	3,400	29.1	7.3	24,537	12,967	Lee	5,600	36.8	10.2	55,745	39,270
Bland	550	6.5	1.4	4,175	2,075	McHenry	12,300	56.3	17.6	98,120	78,068
Botetourt	1,860	15.5	3.9	13,507	5,137	Ogle	5,130	34.2	11.1	50,989	41,302
Buckingham	1,310	12.0	2.7	7,901	4,641	Stephenson	8,060	41.9	13.7	65,233	52,615
Campbell	12,630	79.4	21.2	104,379	90,308	Whiteside	13,240	51.4	16.4	77,470	60,241
Carroll	1,520	27.5	6.8	18,429	7,338	Winnebago	36,530	164.6	52.7	300,078	233,928
Charlotte	1,520	13.7	3.2	8,120	4,779	<b>Wisconsin</b>					
Craig	400	3.2	.8	2,062	1,303	Dane	28,020	179.6	51.4	335,747	214,616
Floyd	640	11.2	2.7	6,919	4,827	Green	1,650	24.5	7.6	41,963	39,752
Franklin	1,880	24.0	5.6	16,158	12,180	Jefferson (50%)	4,100	22.5	6.8	31,727	27,787
Giles	3,480	20.9	5.0	22,238	17,829	Lafayette	1,260	18.2	5.3	19,645	19,356
Grayson	1,950	21.2	5.5	16,691	16,768	Rock	11,130	98.1	30.2	171,516	125,832
Halifax	5,020	41.5	9.6	30,991	22,959	Walworth	9,620	45.0	14.1	65,103	58,406
Henry	6,870	53.5	13.0	61,352	43,021	<b>Total</b>	<b>205,960</b>	<b>1,133.9</b>	<b>348.2</b>	<b>\$1,936,511</b>	<b>\$1,474,162</b>
Highland	530	3.9	.8	2,294	1,021	<b>ROCK ISLAND, Ill.—See DAVENPORT-ROCK ISLAND</b>					
Montgomery	6,590	42.3	10.5	48,453	36,628	<b>ROME, Ga.</b>					
Nelson	2,020	13.2	3.2	8,546	4,244	<b>Georgia</b>					
Patrick	730	15.1	3.6	10,523	5,084	Bartow	5,080	28.1	7.3	\$26,091	\$19,990
Pittsylvania	12,580	106.7	26.8	116,985	93,086	Carroll (50%)	2,840	17.0	4.7	14,102	9,597
Prince Edward	2,160	15.8	3.9	14,756	12,998	Catoosa	3,460	16.3	4.3	16,836	4,824
Pulaski	4,430	29.4	7.6	30,459	19,179	Chattooga	2,900	22.0	5.7	22,490	11,562
Roanoke	24,220	141.0	39.2	222,896	167,374	Cherokee	2,360	21.2	5.5	17,699	14,944
Rockbridge	2,160	29.4	7.2	32,372	20,132	Cobb (50%)	7,480	35.5	9.8	45,301	25,872
Smyth	1,810	30.8	7.1	24,653	19,666	Dade	1,330	8.0	1.7	5,522	2,417
Tazewell	2,880	49.7	11.5	45,029	36,920	Floyd	10,050	65.2	17.6	77,743	53,628
Wythe	1,860	23.5	5.7	19,268	20,769	Gilmer	1,140	9.9	2.5	5,327	5,242
<b>North Carolina</b>						Gordon	3,950	19.0	5.0	13,569	8,890
Alleghany	1,140	8.1	2.1	5,577	2,921	Haralson	2,710	15.0	3.9	12,920	8,157
Caswell	2,250	21.1	4.5	13,942	3,688	Murray	2,190	10.8	2.6	7,501	2,896
Rockingham	8,780	68.0	17.7	76,508	42,012	Paulding	2,040	11.4	3.0	7,428	3,171
Stokes	2,710	21.2	5.1	17,893	5,080	Pickens	1,140	8.8	2.3	6,590	6,233
Surry	6,470	47.6	12.0	48,510	37,224	Polk	6,020	31.3	8.2	28,484	19,445
<b>West Virginia</b>						Walker	7,070	40.9	11.3	47,193	21,754
Fayette	7,040	81.4	20.3	93,522	59,406	Whitfield	7,320	37.9	10.2	40,900	26,314
Greenbrier	3,840	38.8	10.0	41,747	28,270	<b>Alabama</b>					
McDowell	14,900	98.2	22.9	112,252	66,096	Calhoun	12,580	84.9	22.5	93,983	67,728
Mercer	10,430	75.9	19.6	90,056	59,697	Cherokee	2,060	16.5	4.1	11,057	4,927
Monroe	1,080	12.9	3.2	10,247	4,600	Cleburne	1,180	11.5	2.9	7,090	3,317
Nicholas	2,900	28.4	6.8	26,197	15,138	De Kalb	3,420	45.2	11.9	28,365	19,005
Pocahontas	710	12.0	3.0	9,562	4,079	Etowah	16,410	101.1	28.1	119,982	81,906
Raleigh	7,360	97.5	24.3	108,422	66,177	Jackson	1,470	37.5	9.3	23,634	14,837
Summers	2,250	18.5	4.8	16,378	9,362	Marshall	3,440	45.1	12.1	33,100	35,706
Webster	1,730	17.5	4.2	15,090	7,869	<b>Tennessee</b>					
Wyoming	3,890	40.1	9.2	40,746	19,026	Bradley	1,660	33.3	8.9	31,872	26,547
<b>Total</b>	<b>201,510</b>	<b>1,734.9</b>	<b>432.2</b>	<b>\$1,859,148</b>	<b>\$1,270,907</b>	Hamilton	22,990	214.1	62.8	283,620	261,256
						<b>Total</b>	<b>134,290</b>	<b>987.5</b>	<b>268.2</b>	<b>\$1,028,399</b>	<b>\$760,165</b>
<b>ROCHESTER, Minn.</b>											
<b>Minnesota</b>											
Dodge	1,310	12.7	3.6	\$13,397	\$10,234						
Fillmore	2,380	24.4	7.3	25,711	25,200						
Freeborn	4,680	35.5	10.5	48,292	38,957						
Goodhue	6,240	32.7	9.8	41,756	37,856						
Houston	1,570	14.5	4.2	16,250	12,222						
Mower	5,210	44.6	12.7	68,229	50,045						
Olmsted	8,820	50.5	14.3	77,464	66,554						
Rice	5,930	37.9	9.3	45,148	32,653						
Steele	4,380	21.9	6.5	27,973	26,743						

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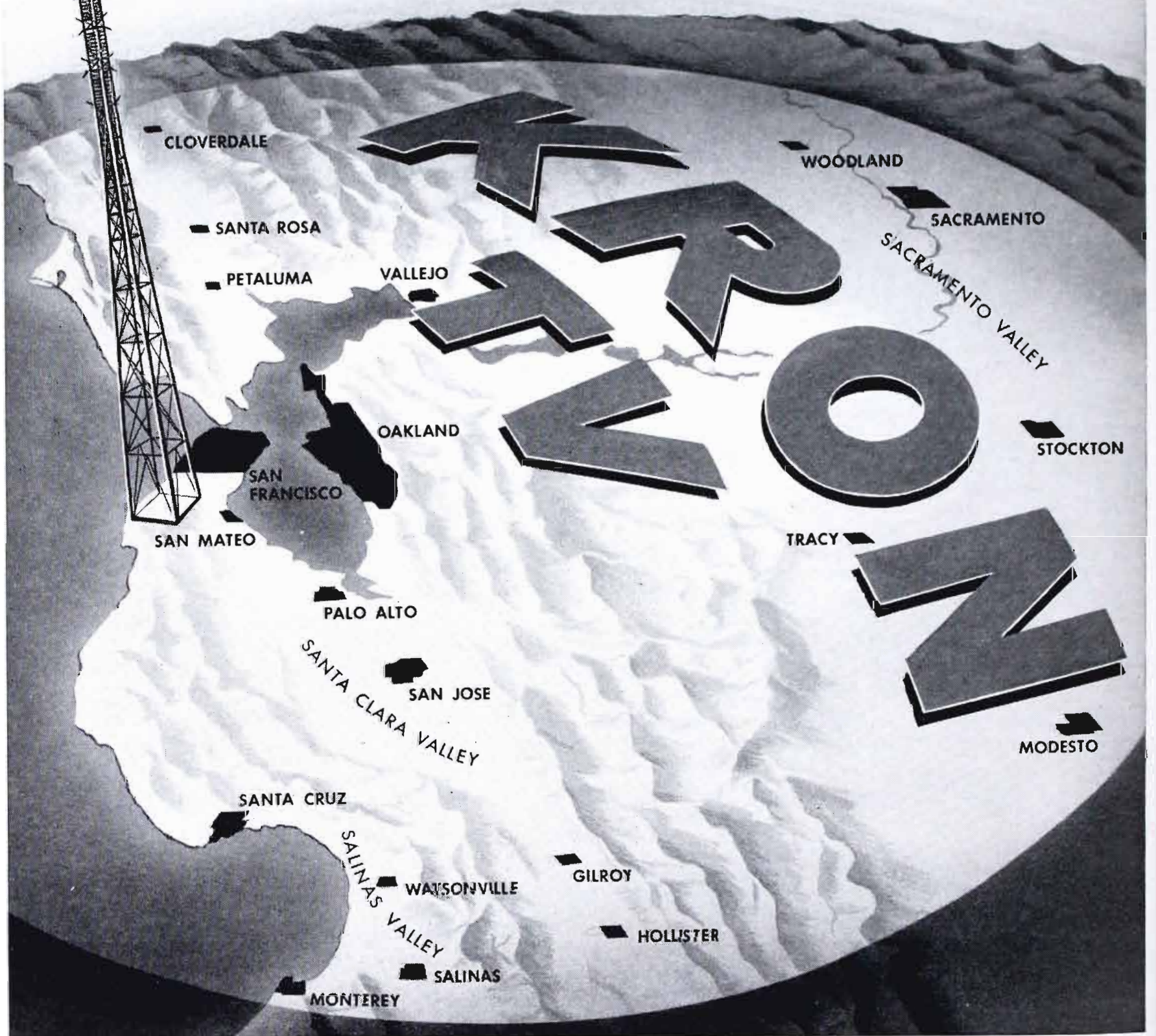
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# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>ROSWELL, N. M.</b>						<b>Illinois</b>					
<b>New Mexico</b>						Bond	2,710	14.2	4.7	15,823	13,697
Chaves	6,050	49.9	14.1	\$81,499	\$55,110	Calhoun	1,370	6.5	1.8	6,010	4,675
De Baca	480	3.6	1.0	4,439	4,490	Cass	3,070	14.5	4.7	19,633	15,831
Eddy	6,690	51.9	14.6	86,682	51,749	Christian	6,340	39.1	12.9	60,143	38,494
Lea	1,220	37.0	11.0	68,990	51,850	Clinton	4,110	22.9	6.9	25,907	18,837
Lincoln	540	7.2	1.8	8,034	5,331	Effingham	4,460	21.7	6.7	26,206	29,960
Otero (50%)	530	8.6	2.3	11,573	5,325	Fayette	3,440	23.4	7.4	25,834	18,566
Roosevelt (50%)	180	8.7	2.5	11,250	8,441	Franklin	4,450	47.3	16.5	55,399	35,112
<b>Total</b>	<b>15,690</b>	<b>166.9</b>	<b>47.3</b>	<b>\$272,467</b>	<b>\$182,296</b>	Greene	4,090	18.5	6.2	20,580	17,057
<b>SACRAMENTO, Cal.</b>						Jackson	2,560	37.8	12.1	48,361	37,948
<b>California</b>						Jefferson	4,570	36.4	12.1	44,961	35,233
Amador	UHF	9.1	3.0	\$13,061	\$9,164	Jersey	2,760	15.9	4.8	16,037	12,413
Eldorado	circulation	16.9	6.2	23,489	16,782	Macoupin	7,380	43.2	14.8	57,640	40,114
Placer (50%)	NA on a	23.7	7.3	33,665	25,173	Madison	48,000	194.3	61.4	321,248	195,915
Sacramento	county basis	336.2	106.7	636,511	390,016	Marion	6,530	40.2	13.3	57,645	42,868
San Joaquin		227.5	69.6	371,129	262,839	Monroe	2,780	13.5	4.2	18,349	12,089
Solano		130.4	40.7	236,852	131,221	Montgomery	4,200	31.8	11.0	39,594	32,880
Sutter		29.2	9.2	43,367	20,748	Morgan	5,980	35.5	10.2	46,550	46,480
Yolo		46.9	14.4	79,815	50,624	Perry	2,790	21.3	7.0	23,358	18,228
<b>Total</b>		<b>819.9</b>	<b>257.1</b>	<b>\$1,437,889</b>	<b>\$906,567</b>	Pike	3,980	21.3	7.3	23,828	17,055
<b>SAGINAW, Mich.—See BAY CITY-SAGINAW</b>						Randolph	5,860	31.0	8.8	37,219	30,952
<b>ST. JOSEPH, Mo.</b>						St. Clair	53,930	220.9	67.7	326,587	215,784
<b>Missouri</b>						Sangamon	14,170	135.3	44.6	229,543	185,818
Andrew	2,900	11.6	4.0	\$12,591	\$5,553	Scott	1,450	7.0	2.4	9,298	7,038
Atchison	1,330	11.2	3.5	14,815	11,399	Shelby	1,970	24.1	8.0	29,290	20,684
Buchanan	22,480	99.4	31.9	151,879	95,619	Union	1,190	20.1	5.6	17,125	14,423
Caldwell	2,280	9.8	3.6	10,097	9,491	Washington	2,830	14.2	4.7	15,554	11,933
Clay	16,610	56.0	18.6	95,777	52,537	Williamson	4,680	47.7	16.4	54,675	39,050
Clinton	2,570	11.6	4.0	14,070	16,234	<b>Total</b>	<b>614,810</b>	<b>3,083.8</b>	<b>967.9</b>	<b>\$4,748,721</b>	<b>\$3,230,357</b>
Daviess	2,450	10.8	3.7	10,833	9,072	<b>ST. PETERSBURG, Fla.</b>					
De Kalb	1,900	7.9	3.0	7,818	5,572	<b>Florida</b>					
Gentry	1,410	10.7	3.6	11,870	10,673	Hillsborough	UHF	288.9	86.0	\$363,760	\$309,540
Grundy	2,460	12.9	4.5	14,996	14,458	Manatee	circulation	39.6	12.6	44,672	38,477
Harrison	1,700	13.9	4.6	14,353	10,720	Pasco	NA on a	24.2	7.4	23,928	16,378
Holt	1,320	9.5	3.1	10,980	10,356	Pinellas	county basis	202.2	71.8	312,058	237,112
Livingston (50%)	1,430	8.4	2.8	10,182	9,265	Polk		144.2	41.7	174,221	115,664
Nodaway	2,580	24.4	7.8	31,729	20,232	Sarasota		37.5	12.5	55,432	52,401
Platte (50%)	1,430	7.8	2.5	9,364	4,054	<b>Total</b>		<b>736.6</b>	<b>232.0</b>	<b>\$974,071</b>	<b>\$769,572</b>
Worth	710	4.6	1.5	4,356	4,195	<b>SALINAS-MONTEREY, Calif.</b>					
<b>Iowa</b>						<b>California</b>					
Page (50%)	2,830	11.8	3.7	15,470	18,471	Merced (50%)	6,210	37.5	11.2	\$55,223	\$47,176
Taylor (50%)	1,350	6.1	2.0	7,454	4,327	Monterey	28,070	167.3	50.2	303,303	173,066
<b>Kansas</b>						San Benito	2,280	15.5	4.8	22,521	14,935
Atchison	3,920	21.9	6.8	30,779	17,611	Santa Clara					
Brown	3,100	15.3	5.3	19,369	16,064	(33%)	28,830	115.9	36.2	205,299	142,046
Doniphan	1,880	10.2	3.2	11,486	5,697	Santa Cruz	11,870	70.4	26.6	117,456	86,600
Jackson	2,100	10.9	3.7	11,582	9,781	Stanislaus (33%)	6,600	48.1	15.0	69,323	63,391
Jefferson	1,770	11.0	3.6	12,125	9,249	<b>Total</b>	<b>83,860</b>	<b>454.7</b>	<b>144.0</b>	<b>\$773,125</b>	<b>\$527,214</b>
Leavenworth (50%)	4,620	21.5	6.0	30,883	14,872	<b>SALT LAKE CITY, Utah</b>					
<b>Nebraska</b>						<b>Utah</b>					
Nemaha (50%)	690	5.3	1.7	6,843	4,386	Box Elder	4,400	20.3	5.4	\$23,553	\$23,426
Richardson	2,530	17.1	5.6	23,963	20,581	Cache	4,200	34.0	9.3	40,025	36,816
<b>Total</b>	<b>90,350</b>	<b>441.6</b>	<b>144.3</b>	<b>\$595,664</b>	<b>\$410,469</b>	Carbon	450	27.7	7.4	37,793	28,012
<b>ST. LOUIS, Mo.</b>						Davis	7,260	40.5	10.7	53,239	27,873
<b>Missouri</b>						Duchesne	90	7.9	1.9	6,542	8,230
Audrain	3,960	25.1	8.4	\$35,119	\$24,881	Emery	90	6.1	1.4	5,757	2,630
Bollinger	1,320	10.6	3.1	6,670	3,420	Juab	430	5.8	1.5	6,927	6,272
Boone	3,710	50.1	14.3	71,150	42,288	Millard	920	9.3	2.4	9,411	10,151
Callaway	3,260	24.1	6.5	24,480	12,928	Morgan	310	2.5	.6	2,567	2,655
Cape Girardeau	1,440	39.9	12.1	49,870	40,221	Rich	200	1.7	.5	1,956	990
Cole	4,220	36.5	10.2	49,534	37,369	Salt Lake	73,840	300.4	88.4	482,614	359,046
Crawford	1,490	11.7	3.6	10,360	6,044	Sanpete	1,160	13.2	3.8	11,823	11,062
Dent	1,390	10.8	3.4	8,528	8,211	Sevier	1,370	12.0	3.3	11,903	15,373
Franklin	4,740	37.9	11.8	43,954	33,757	Summit	590	6.6	1.7	6,436	4,772
Gasconade	1,340	12.6	4.1	13,050	11,787	Tooele	3,480	20.7	5.5	31,092	14,319
Iron	950	9.3	2.6	6,768	5,259	Utah	17,170	90.6	23.7	107,333	82,767
Jefferson	8,450	41.2	12.6	53,117	32,821	Wasatch	520	5.4	1.3	5,454	6,205
Lincoln	3,260	12.9	4.7	14,223	13,722	Weber	20,490	95.6	27.9	139,936	104,440
Madison	910	11.0	3.2	10,847	7,874	<b>Idaho</b>					
Miller	1,650	13.7	4.3	11,369	9,662	Bear Lake	360	6.6	1.8	7,193	7,359
Montgomery	2,880	11.6	4.0	11,693	9,368	Cassia	910	14.4	4.0	17,118	19,850
Perry	1,310	15.3	4.3	15,077	11,588	Franklin	370	9.7	2.6	9,751	9,860
Phelps	2,770	27.9	8.2	28,873	16,865	Oneida	140	4.2	1.1	4,831	4,764
Pike	4,260	17.0	6.0	20,566	16,330	<b>Nevada</b>					
Ralls	1,490	8.7	2.7	9,572	4,533	Elko	80	12.0	3.6	25,981	14,841
Reynolds	320	6.5	1.6	4,037	2,675	White Pine	100	11.3	3.4	19,958	9,797
St. Charles	6,400	32.5	9.5	42,620	28,248	<b>Wyoming</b>					
St. Francois	6,970	36.1	10.8	41,991	27,499	Lincoln	320	8.5	2.5	11,266	10,041
St. Louis	329,620	1,347.6	421.8	2,463,988	1,591,980	Uinta	360	7.1	1.8	11,047	10,061
Ste. Genevieve	2,210	11.4	3.2	11,442	8,033	<b>Total</b>	<b>139,610</b>	<b>774.1</b>	<b>217.5</b>	<b>\$1,091,506</b>	<b>\$831,612</b>
Warren	1,300	7.8	2.6	7,632	7,534	<b>SAN DIEGO, Calif.-TIJUANA, Mex.</b>					
Washington	1,540	14.4	4.1	9,794	6,326	<b>California</b>					
<b>Circulation, copyright 1954, TELEVISION Magazine. Market data, Sales Management Survey of Buying Power, copyright 1954; further reproduction not licensed.</b>						Imperial	7,100	63.5	17.4	\$93,767	\$89,317
						Orange (50%)	38,040	134.4	46.1	223,552	159,326
						San Diego	194,750	720.1	240.1	1,316,011	775,008
						<b>Total</b>	<b>239,890</b>	<b>918.0</b>	<b>303.6</b>	<b>\$1,633,330</b>	<b>\$1,023,651</b>

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# IN THE GREATER SAN FRANCISCO MARKET ...you cover more on CHANNEL 4



## KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4 ½ billion dollars annually on retail purchases
- The eighth largest in set ownership

## ...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

## BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs





# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SAN ANGELO, Tex.</b>					
Texas					
Coke	240	4.2	1.2	\$6,735	\$3,100
Concho	350	4.9	1.5	6,151	4,438
Irion	50	1.6	.5	1,748	1,077
McCulloch	590	11.5	3.4	14,228	12,119
Mason	340	4.8	1.6	5,948	3,865
Menard	180	4.1	1.1	5,272	4,919
Runnels	1,540	16.5	4.9	22,430	15,114
Schleicher	90	2.7	.7	3,951	2,944
Sterling	160	1.3	.4	1,646	1,351
Tom Green	8,880	69.1	20.3	113,626	77,432
<b>Total</b>	<b>12,420</b>	<b>120.7</b>	<b>35.6</b>	<b>\$181,735</b>	<b>\$126,359</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SAN ANTONIO, Tex.</b>					
Texas					
Atascosa	2,810	20.5	4.9	\$19,311	\$12,958
Bandera	710	4.3	1.2	4,548	4,487
Bastrop	2,040	19.2	5.5	17,463	12,941
Bee	2,380	18.9	5.0	22,112	16,478
Bexar	118,860	536.4	143.2	772,357	548,268
Blanco	440	3.9	1.3	3,994	3,771
Caldwell	1,600	18.3	5.1	18,428	18,085
Comal	1,880	18.1	5.2	23,606	20,875
De Witt	2,470	22.7	6.7	24,454	27,219
Duval	1,120	14.3	3.4	13,457	7,769
Fayette	2,900	23.3	7.0	21,799	22,816
Frio	1,570	10.8	2.7	8,680	7,643
Gillespie	900	10.5	3.3	11,883	12,249
Goliad	340	5.8	1.4	5,317	4,395
Gonzales	2,340	20.1	5.4	17,675	33,899
Guadalupe	4,950	25.5	7.1	26,281	23,274
Hays	1,500	18.9	4.7	19,549	13,590
Jim Wells	1,790	31.5	7.8	37,954	29,812
Karnes	1,800	16.7	4.1	16,859	16,555
Kendall	1,200	5.6	1.7	7,110	5,894
Kerr	930	15.1	4.5	20,735	18,824
LaSalle	790	7.9	1.9	6,261	5,372
Lavaca	2,660	21.7	6.2	20,410	12,269
Live Oak	890	8.7	2.1	8,914	6,829
McMullen	160	1.4	.5	1,677	287
Medina	3,200	17.8	4.7	16,349	12,110
Nueces	11,740	203.8	55.1	323,044	213,304
Refugio	680	10.1	2.8	15,424	8,380
San Patricio	4,500	38.8	9.6	38,454	26,100
Travis	26,880	179.6	48.2	273,127	190,216
Uvalde	1,070	17.7	4.7	20,533	18,439
Victoria	2,210	34.5	9.7	51,101	37,194
Wilson	1,440	14.3	3.6	11,019	8,951
<b>Total</b>	<b>210,750</b>	<b>1,416.1</b>	<b>380.3</b>	<b>\$1,899,879</b>	<b>\$1,401,253</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SAN FRANCISCO, Calif.</b>					
California					
Alameda	216,770	815.6	279.6	\$1,635,900	\$1,009,435
Contra Costa	68,740	352.1	104.3	629,235	310,068
Lake	1,340	13.0	4.7	16,719	13,679
Marin	24,770	102.2	31.8	210,292	97,882
Merced	12,420	74.9	22.4	110,445	94,351
Monterey	28,070	167.3	50.2	303,303	173,066
Napa	1,960	55.8	15.9	76,725	49,983
Sacramento	63,990	336.2	106.7	636,511	390,016
San Benito	2,280	15.5	4.8	22,521	14,935
San Francisco	209,240	803.7	289.3	1,861,393	1,258,567
San Joaquin	45,490	227.5	69.6	371,129	262,839
San Mateo	82,720	289.0	93.2	671,351	283,121
Santa Clara	86,490	347.7	108.5	615,898	426,139
Santa Cruz	11,870	70.4	26.6	117,456	86,600
Solano	30,630	130.4	40.7	236,852	131,221
Sonoma	20,510	119.3	40.3	181,760	163,252
Stanislaus	19,810	144.3	45.1	207,970	190,174
Yolo	7,200	46.9	14.4	79,815	50,624
<b>Total</b>	<b>934,300</b>	<b>4,111.8</b>	<b>1,348.1</b>	<b>\$7,985,275</b>	<b>\$5,003,952</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SAN LUIS OBISPO, Calif.</b>					
California					
Fresno (15%)	10,580	45.3	14.0	\$69,125	\$56,466
Kern (60%)	25,690	160.4	48.5	274,193	178,943
Kings	10,700	50.7	15.1	74,921	62,740
Monterey (50%)	14,040	83.7	25.1	151,652	86,533
San Luis Obispo	9,210	74.9	25.4	124,138	73,903
Santa Barbara (50%)	9,600	54.7	18.1	100,209	74,904
<b>Total</b>	<b>79,820</b>	<b>469.7</b>	<b>146.2</b>	<b>\$794,238</b>	<b>\$533,489</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SANTA BARBARA, Cal.</b>					
California					
Kern	42,820	267.3	80.8	\$456,988	\$298,239
San Luis Obispo	9,210	74.9	25.4	124,138	73,903
Santa Barbara	19,190	109.4	36.1	200,417	149,808
Ventura (75%)	25,430	102.7	30.6	169,591	107,352
<b>Total</b>	<b>96,650</b>	<b>554.3</b>	<b>172.9</b>	<b>\$951,134</b>	<b>\$629,302</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SAVANNAH, Ga.</b>					
Georgia					
Bryan	120	6.1	1.4	\$4,388	\$2,965
Bulloch	1,080	24.2	6.2	17,555	14,466
Chatham	18,240	159.1	47.4	211,441	168,652
Effingham	160	9.1	2.3	6,382	3,258
Evans	560	6.4	1.5	3,773	4,822
Liberty	480	9.3	2.3	5,480	5,010
Long	220	3.7	.9	2,373	1,288
McIntosh	290	6.3	1.6	4,034	1,995
Screven	570	16.8	4.2	8,940	5,514
Tattnall	620	15.9	3.8	9,325	6,007
Wayne	610	14.6	3.6	10,993	8,979
South Carolina					
Beaufort	2,210	28.6	6.7	27,918	13,545
Hampton	1,520	18.4	4.5	10,639	8,399
Jasper	940	11.0	2.7	6,863	5,942
<b>Total</b>	<b>27,620</b>	<b>329.5</b>	<b>89.1</b>	<b>\$330,104</b>	<b>\$250,842</b>

**SCHENECTADY, N. Y.—See ALBANY-SCHENECTADY-TROY**

**SCRANTON, Pa.—See WILKES-BARRE-SCRANTON**

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SEATTLE-TACOMA, Wash.</b>					
Washington					
Cialliam	5,110	26.9	8.9	\$44,923	\$34,560
Greys Harbor	3,890	51.5	17.5	87,898	68,337
Island	3,420	13.0	4.1	17,675	7,707
Jefferson	2,030	12.1	3.7	19,009	8,880
King	179,500	781.2	268.8	1,577,840	950,768
Kitsap	22,680	86.7	28.9	139,613	80,789
Lewis	7,610	43.1	14.4	60,078	54,075
Mason	3,380	15.9	5.2	24,666	13,961
Pierce	60,010	307.7	93.1	520,509	284,336
San Juan	540	3.2	1.2	4,530	2,404
Skagit	6,360	43.5	14.0	59,411	59,931
Snohomish	31,040	116.8	39.5	181,002	126,252
Thurston	10,420	46.3	15.8	78,049	48,391
Whatcom	7,740	66.5	22.5	95,496	82,497
<b>Total</b>	<b>343,750</b>	<b>1,614.4</b>	<b>537.6</b>	<b>\$2,910,699</b>	<b>\$1,822,888</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SHREVEPORT, La.</b>					
Louisiana					
Bienville	1,020	18.1	4.8	\$13,646	\$8,226
Bossier	4,140	42.9	12.1	55,764	23,400
Cade	25,500	185.7	54.8	277,335	229,072
Claborn	1,590	24.3	6.5	23,354	14,515
De Soto	1,230	23.4	6.1	18,303	14,406
Red River	690	11.2	3.0	7,591	5,206
Webster	3,080	37.1	10.2	37,966	28,916

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Arkansas</b>					
Columbia (20%)	310	5.6	1.8	5,457	3,500
Lafayette (20%)	150	2.4	3.2	1,871	1,244
Miller (20%)	1,370	7.1	2.1	7,297	6,686
<b>Texas</b>					
Cass (20%)	690	25.2	6.9	20,280	18,666
Harrison	2,980	47.5	13.0	47,032	37,762
Marion	1,060	9.8	2.6	7,863	5,292
Panola	620	18.4	4.8	19,163	14,725
<b>Total</b>	<b>44,430</b>	<b>458.7</b>	<b>129.1</b>	<b>\$542,922</b>	<b>\$411,616</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SIoux CITY, Iowa</b>					
Iowa					
Buena Vista	2,490	21.9	7.1	\$36,808	\$26,546
Cherokee	2,320	19.1	5.3	29,934	20,492
Clay	2,150	18.4	5.7	29,846	29,256
Crawford	3,690	19.4	5.7	26,635	19,215
Harrison	3,920	18.6	5.8	23,286	18,071
Jeda	1,780	10.6	3.3	17,590	15,426
Manning	3,890	16.0	5.0	20,774	14,664
O'Brien	2,720	18.9	6.1	30,048	24,132
Plymouth	3,780	23.3	6.8	33,756	26,161
Sac	2,190	17.3	5.5	26,766	18,993
Sioux	3,940	25.7	7.5	32,022	25,848
Woodbury	28,790	109.3	34.8	187,902	150,280

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Nebraska</b>					
Burt	3,080	11.6	3.6	15,517	13,102
Castor	2,380	13.9	3.9	15,469	12,793
Culfax	1,790	10.4	3.4	14,344	16,959
Cuming	2,090	13.4	3.9	15,795	16,691
Dakota	2,160	10.9	3.2	13,481	12,157
Dixon	2,080	9.1	2.9	9,860	8,584
Dodge	7,880	29.7	9.7	47,093	42,521
Knock	2,360	14.9	4.5	19,454	17,162
Madison	4,120	25.8	7.8	33,035	41,304
Pierce	890	9.4	3.0	10,493	10,029
Stanton	1,010	6.5	1.9	8,074	4,356

## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Thurston	1,260	8.5	2.5	10,098	7,407	Turner	2,610	11.4	3.7	13,353	11,078
Wayne	1,910	10.4	3.0	14,721	10,791	Union	2,440	10.4	3.3	12,526	9,012
Washington	2,990	11.7	3.7	15,946	11,113	Yankton	2,310	16.5	4.3	21,894	19,734
<b>South Dakota</b>						<b>Iowa</b>					
Clay	2,180	11.2	3.3	16,098	7,542	Cherokee (75%)	1,740	16.3	4.0	22,451	15,369
Lincoln	2,390	12.5	3.8	15,627	12,391	Clay	2,150	18.4	5.7	29,846	29,256
Union	2,440	10.4	3.3	12,526	9,012	Dickinson	1,000	12.9	4.0	19,344	15,181
Yankton	2,310	16.5	4.3	21,894	19,734	Lyon	2,090	14.7	4.3	20,904	14,391
<b>Total</b>	<b>106,980</b>	<b>555.3</b>	<b>170.3</b>	<b>\$804,972</b>	<b>\$662,732</b>	O'Brien	2,720	18.9	6.1	30,048	24,132
<b>SIoux FALLS, S. D.</b>						<b>Minnesota</b>					
<b>South Dakota</b>						<b>Nebraska</b>					
Bon Homme	730	8.6	2.8	\$11,417	\$9,831	Cedar	2,380	13.9	3.9	15,469	12,793
Brookings	1,270	17.7	5.2	26,357	17,024	Dakota	2,160	10.9	3.2	13,481	12,157
Clay	2,180	11.2	3.3	16,098	7,542	Dixon	2,080	9.1	2.9	9,660	8,584
Davison	790	16.4	5.1	28,272	29,397	<b>Total</b>	<b>77,580</b>	<b>603.7</b>	<b>178.2</b>	<b>\$841,652</b>	<b>\$676,517</b>
Deuel	100	6.9	1.9	8,447	4,314						
Douglas	90	5.1	1.2	6,472	3,506						
Hamlin	310	6.7	2.1	8,029	5,904						
Hanson	200	5.0	1.3	5,758	1,830						
Hutchinson	980	10.9	3.3	11,772	11,392						
Kingsbury	900	9.6	2.9	12,235	10,575						
Lake	1,330	10.9	3.3	15,084	11,334						
Lincoln	2,390	12.5	3.8	15,627	12,391						
McCook	850	8.4	2.5	10,039	7,169						
Miner	590	6.0	1.7	6,919	5,671						
Minnehaha	14,160	73.7	23.2	135,631	93,394						
Moody	660	9.1	2.6	11,044	6,384						
Sanborn	60	4.8	1.4	5,640	4,192						

# 71.5

Dear Mr. Editor,

Will you please explain to the reader that the above number is not merely the total sets in use . . . nor our share of the audience . . . nor anything like that. IT'S THE ACTUAL AVERAGE RATING ON KELO-TV . . . 9-9:30 PM (based upon the most recent audience survey in the KELO-TV area).

We could cite even more imposing nighttime ratings, but the fellow who writes our ads and who once studied psychology cautions us that such fantastic ratings, no matter how honestly reported, might cause even the best read time buyer to raise an eyebrow. I do believe, however, that the boys who like to sell merchandise by daylight will be interested in KELO's amazing afternoon ratings, liberally sprinkled with 25's and 30's. Once again, that's not total sets in use . . . it's KELO's own loyal viewers' sets in use.

By the way, you might check my arithmetic on this one . . . this report, set alongside our rate card, would show KELO-TV to be just about the best "per thousand homes" buy in the nation.



**Joe Floyd, President  
KELO-TV and Radio**

P.S., see what we mean when we say we can sell the daylights out of your product.

# KELO TV

and Radio  
Channel 11—Sioux Falls, S. D.  
**JOE FLOYD, President**  
**NBC (TV) PRIMARY**  
**ABC • CBS • DUMONT**  
**NBC (Radio) Affiliate**

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>SOUTH BEND-ELKHART, Ind.</b>					
<b>Indiana</b>					
Elkhart	UHF	90.0	28.7	\$157,400	\$115,445
Fulton	circulation	17.3	5.5	23,607	21,751
Koskiusko	NA on a	34.6	11.2	47,870	38,955
La Porte	county basis	83.3	25.2	128,790	90,549
Marshall		31.5	9.8	57,482	37,941
St. Joseph		226.1	68.2	451,436	304,668
Starke		16.9	5.1	20,576	18,620
<b>Michigan</b>					
Berrien		128.0	40.1	184,173	166,722
Cass		31.1	10.0	37,007	24,030
<b>Total</b>		<b>658.8</b>	<b>203.8</b>	<b>\$1,102,341</b>	<b>\$818,591</b>

## SPOKANE, Wash.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Washington</b>					
Adams	610	6.8	2.3	\$16,139	\$11,663
Douglas	520	11.2	3.5	17,619	6,374
Ferry	520	3.7	1.0	4,646	1,245
Franklin	1,040	16.6	5.4	31,693	27,569
Garfield	370	3.2	.9	5,931	3,859
Grant	2,000	28.7	8.5	56,046	19,171
Lincoln	2,310	10.3	3.3	24,428	15,795
Okanogan	390	30.0	9.3	40,077	21,904
Pend Oreille	1,240	7.1	2.3	9,159	4,533
Spokane	53,840	237.3	78.6	427,143	287,576
Stevens	2,610	17.7	5.5	19,672	13,874
Whitman	2,720	31.7	9.4	62,483	37,878
<b>Idaho</b>					
Benewah	480	5.8	1.7	7,818	5,835
Bonner	3,810	14.3	4.5	15,412	13,098
Boundary	940	5.9	1.6	6,640	6,705
Clearwater	640	7.8	2.2	11,887	5,798
Kootenai	4,360	25.7	8.2	35,984	26,695
Latah	1,750	20.8	6.1	32,691	18,626
Nez Perce	1,000	23.9	7.7	40,593	41,528
Shoshone	1,940	23.6	7.1	40,539	22,509
<b>Total</b>	<b>81,090</b>	<b>532.1</b>	<b>169.1</b>	<b>\$906,600</b>	<b>\$592,235</b>

## SPRINGFIELD, Ill.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Illinois</b>					
Cass	UHF	14.5	4.7	\$19,633	\$15,831
Christian	circulation	39.1	12.9	60,143	38,494
Logan	NA on a	31.2	8.6	41,280	30,033
Macon (50%)	county basis	53.2	17.3	89,800	68,364
Macoupin (25%)		10.8	3.7	14,410	10,029
Mason		15.3	5.2	22,092	19,476
Menard		9.3	3.1	12,628	7,733
Montgomery (25%)		8.0	2.8	9,899	8,220
Morgan		35.5	10.2	46,550	46,480
Sangamon		135.3	44.6	229,543	185,818
<b>Total</b>		<b>353.0</b>	<b>113.1</b>	<b>\$545,978</b>	<b>\$430,478</b>

## SPRINGFIELD-HOLYOKE, Mass.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Massachusetts</b>					
Franklin	UHF	54.2	17.1	\$76,353	\$58,805
Hampden	circulation	384.8	114.7	633,323	470,479
Hampshire	NA on a	91.1	24.4	132,169	71,133
	county basis				
<b>Connecticut</b>					
Hartford		145.4	42.8	309,294	196,922
Tolland		49.0	13.3	82,302	40,048
<b>Total</b>		<b>724.5</b>	<b>212.3</b>	<b>\$1,233,441</b>	<b>\$837,387</b>

## SPRINGFIELD, Mo.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Missouri</b>					
Barry	1,900	21.5	6.7	\$17,658	\$19,712
Cedar	860	10.6	3.8	8,413	7,617
Christian	1,420	12.2	3.9	9,837	7,219
Dade	830	8.9	3.0	7,250	7,557
Dallas	730	10.4	3.3	7,497	9,540

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Douglas	1,270	12.4	3.6	8,270	5,141
Greene	24,620	110.4	37.1	150,994	114,375
Hickory	440	5.3	1.8	3,635	3,122
Jasper	7,590	81.1	28.4	104,376	86,651
LaCleda	2,020	19.9	6.1	17,750	19,854
Lawrence	2,470	23.7	8.0	23,480	14,780
McDonald	1,020	14.0	4.3	10,303	12,670
Newton	2,220	28.9	9.1	28,235	16,877
Ozark	1,040	8.8	2.4	5,379	2,826
Polk	1,220	15.8	5.2	13,899	14,988
Stone	1,130	9.7	2.9	6,762	4,372
Taney	1,320	10.3	3.1	8,333	6,133
Webster	980	14.8	4.6	11,212	10,569
Wright	1,940	15.9	5.0	11,668	13,593
<b>Total</b>	<b>55,020</b>	<b>434.6</b>	<b>142.3</b>	<b>\$454,951</b>	<b>\$377,596</b>

## STEUBENVILLE, Ohio

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Ohio</b>					
Belmont	16,040	85.8	26.1	\$108,451	\$64,602
Carroll	4,390	19.7	5.7	23,277	13,182
Columbiano	21,400	101.8	31.2	149,958	110,495
Coshocton (50%)	1,440	15.8	5.1	22,355	15,067
Guernsey	5,610	38.3	11.6	41,907	34,716
Harrison	2,630	18.8	5.7	23,486	14,462
Jefferson	21,380	96.2	27.8	156,118	96,841
Monroe	1,900	14.5	4.3	12,399	7,394
Noble	1,520	11.2	3.4	10,853	5,938
Stark	77,840	302.3	90.0	501,339	359,085
Tuscarawas	17,580	71.2	22.1	97,572	75,036
Washington (50%)	2,210	22.0	6.9	25,157	18,207
<b>Pennsylvania</b>					
Beaver	45,630	181.2	51.5	301,565	183,427
Foyette (50%)	21,050	93.2	26.2	115,781	88,104
Greene	5,810	45.4	12.6	54,357	29,958
Washington	51,760	208.6	60.6	298,705	201,306
<b>West Virginia</b>					
Brooke	6,270	26.7	7.4	40,380	14,776
Hancock	7,430	35.0	9.4	57,620	20,077
Marion	11,320	71.3	20.8	97,403	55,319
Marshall	4,400	35.3	9.8	43,490	15,598
Monongalia	8,510	61.6	16.7	85,788	51,183
Ohio	15,490	69.7	21.3	119,188	95,370
Tyler	920	9.7	2.9	9,537	3,775
Wetzel	1,360	19.1	5.2	19,471	10,905
<b>Total</b>	<b>354,160</b>	<b>1,619.1</b>	<b>484.3</b>	<b>\$2,416,157</b>	<b>\$1,584,823</b>

## STOCKTON, Calif.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>California</b>					
Amador	UHF	9.1	3.0	\$13,061	\$9,164
Calaveras	circulation	10.2	3.5	14,884	6,789
Contra Costa	NA on a				
(25%)	county basis	88.0	26.1	157,309	77,517
Eldorado		16.9	6.2	23,489	16,782
Merced (50%)		37.5	11.2	55,223	47,176
Placer		47.3	14.6	67,330	50,346
Sacramento		336.2	106.7	636,511	390,016
San Joaquin		227.5	69.6	371,129	262,839
Solano		130.4	40.7	236,852	131,221
Stanislaus		144.3	45.1	207,970	190,174
Sutter (25%)		7.3	2.3	13,342	5,187
Yolo		46.9	14.4	79,815	50,624
<b>Total</b>		<b>1,101.6</b>	<b>343.4</b>	<b>\$1,876,915</b>	<b>\$1,237,835</b>

## SUPERIOR, Wis.-DULUTH, Minn.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Minnesota</b>					
Aitkin	1,780	13.5	4.1	\$12,077	\$9,422
Carlton	1,850	25.0	6.8	29,484	19,353
Itasca	750	38.6	11.3	46,236	32,080
Lake	580	8.1	2.7	12,185	6,479
Pine	1,070	17.5	5.1	16,201	14,151
St. Louis	30,710	212.7	66.6	322,791	235,620
<b>Wisconsin</b>					
Ashland	860	18.9	5.5	20,722	22,930
Bayfield	260	13.2	3.9	12,284	7,523
Burnett	1,060	9.9	3.0	8,737	7,826
Douglas	5,910	46.9	14.4	69,976	57,187
Sawyer	1,090	10.1	3.0	9,754	9,892
Washburn	1,270	11.4	3.3	11,359	11,958
<b>Total</b>	<b>47,200</b>	<b>425.8</b>	<b>129.7</b>	<b>\$571,806</b>	<b>\$428,421</b>

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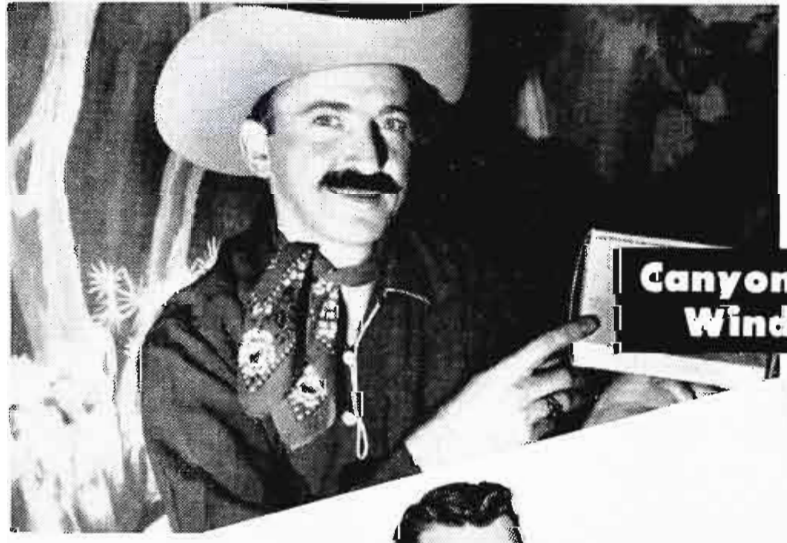
# Local Personalities



**Jim Deline  
and the Gang**



**Kay Russell  
Ladies Day**



**Canyon Jack with  
Windy Willie**



**Dick Workman  
Six Thirty Club**



**Bill Martin  
Sports Page**

Popular local personalities — top local programming — top national shows — unequalled coverage. These are some of the reasons why WSYR-TV's advertisers are getting results in rich Central New York.



# WSYR-TV

**NBC Affiliate**

*The Only Low-Band V.H.F. Station in Central New York*

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>SYRACUSE, N. Y.</b>					
<b>New York</b>					
Cayuga	19,210	72.2	21.7	\$100,874	\$78,038
Chenango	8,350	40.6	12.4	53,381	39,596
Cortland	7,930	38.7	11.8	51,678	48,074
Herkimer	14,990	62.6	19.6	84,067	64,707
Jefferson	11,600	87.1	27.0	119,865	106,701
Lewis	4,370	22.6	6.6	24,774	21,875
Madison	9,610	49.4	14.5	69,860	54,783
Oneida	66,670	234.6	69.5	348,452	263,088
Onondaga	105,080	367.3	110.8	621,643	432,072
Ontario	14,750	62.3	18.2	87,535	70,481
Oswego	19,340	80.3	23.9	99,923	75,765
Otsego	12,260	52.6	16.7	69,377	61,779
Schuyler	4,140	14.9	4.6	15,546	15,803
Seneca	7,120	31.0	8.2	35,665	24,569
Tioga	6,590	31.4	9.8	38,786	31,391
Tompkins	13,490	64.9	18.0	102,564	66,927
Wayne	15,570	59.3	18.5	75,152	61,824
Yates	4,390	18.3	5.8	24,492	26,749
<b>Total</b>	<b>345,460</b>	<b>1,390.1</b>	<b>417.6</b>	<b>\$2,023,634</b>	<b>\$1,544,222</b>

## TACOMA-SEATTLE, Wash.

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>Washington</b>					
Clallam	5,110	26.9	8.9	\$44,923	\$34,560
Groys Harbor	3,890	51.5	17.5	87,898	68,337
Island	3,420	13.0	4.1	17,675	7,707
Jefferson	2,030	12.1	3.7	19,009	8,880
King	179,500	781.2	268.8	1,577,840	950,768
Kitsap	22,680	86.7	28.9	139,613	80,789
Lewis	7,610	43.1	14.4	60,078	54,075
Mason	3,380	15.9	5.2	24,666	13,961
Pierce	60,010	307.7	93.1	520,509	284,336
San Juan	540	3.2	1.2	4,530	2,404
Skagit	6,360	43.5	14.0	59,411	59,931
Snohomish	31,040	116.8	39.5	181,002	126,252
Thurston	10,420	46.3	15.8	78,049	48,391
Whatcom	7,760	66.5	22.5	95,496	82,497
<b>Total</b>	<b>343,750</b>	<b>1,614.4</b>	<b>537.6</b>	<b>\$2,910,699</b>	<b>\$1,822,888</b>

## TEMPLE-WACO, Tex.

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>Texas</b>					
Bell	12,400	90.7	23.3	\$135,804	\$64,318
Bosque	960	10.8	3.5	11,431	9,674
Brazos	3,160	41.5	11.3	55,829	39,053
Burleson	1,220	12.0	3.5	10,299	8,217
Burnet (50%)	540	5.3	1.6	5,900	3,391
Coryell	1,550	15.6	4.8	16,680	9,703
Falls	2,690	25.0	7.2	22,642	23,608

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
Freestone	1,460	14.4	4.2	12,846	9,519
Hamilton	1,120	10.1	3.3	10,255	10,476
Hill	5,910	29.8	9.3	34,993	25,291
Lampasas	1,090	10.0	3.1	10,900	10,338
Lee	940	9.7	2.8	7,746	8,840
Leon	240	10.9	3.2	8,797	5,453
Limestone	2,060	23.3	6.8	20,353	15,704
McLennan	17,480	139.3	41.4	194,940	160,545
Milam	880	21.6	6.4	18,138	21,015
Navarro	5,080	37.4	11.5	41,769	33,865
Robertson	860	18.8	5.2	16,032	14,662
Williamson	5,990	38.2	11.2	40,442	35,476
<b>Total</b>	<b>65,630</b>	<b>564.4</b>	<b>163.6</b>	<b>\$675,796</b>	<b>\$509,148</b>

## TEXARKANA, Tex.

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>Texas</b>					
Bowie	3,260	67.5	20.1	\$75,034	\$51,925
Camp	910	8.5	2.6	7,209	5,194
Cass	3,430	25.2	6.9	20,280	18,666
Franklin	270	5.5	1.7	4,532	3,625
Harrison	2,980	47.5	13.0	47,032	37,762
Marion	1,060	9.8	2.6	7,863	5,292
Morris	1,100	9.4	2.7	8,008	5,583
Red River	1,320	20.3	6.0	15,707	11,935
Titus	1,060	17.2	5.1	17,819	14,403
Upshur	1,860	19.8	5.5	17,285	12,720

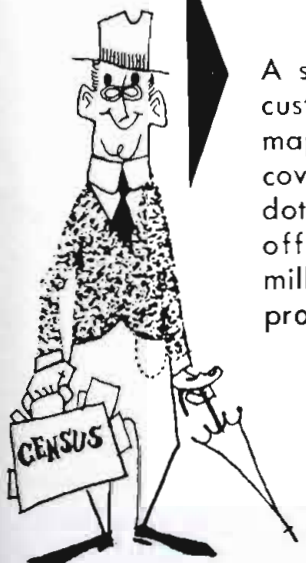
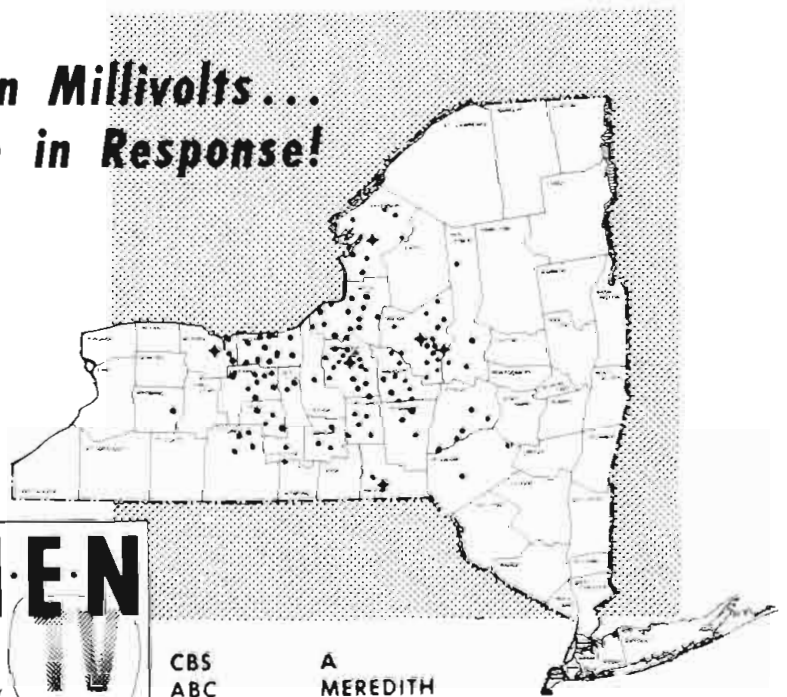
	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>Arkansas</b>					
Clark	1,130	22.5	6.2	19,957	15,472
Columbia	1,550	28.1	7.8	27,285	17,502
Hempstead	1,110	23.3	6.8	19,597	16,039
Howard	1,130	12.3	3.5	8,656	7,588
Lafayette	760	12.1	3.2	9,357	6,220
Little River	1,540	10.1	2.8	8,188	4,655
Miller	6,850	35.5	10.4	36,483	33,432
Montgomery	100	6.2	1.7	4,347	1,643
Nevada	730	13.7	3.8	10,535	6,890
Ouachita	1,130	34.2	9.7	34,907	25,843
Pike	390	9.6	2.8	7,793	4,243
Polk	410	13.7	4.1	9,868	9,220
Sevier	500	11.5	3.4	9,577	7,635

	VHF Sets	Population (thousands)	Families (thousands)	EI (add 000)	Retail Sales (add 000)
<b>Louisiana</b>					
Bossier	4,140	42.9	12.1	55,764	23,400
Caddo	25,500	185.7	54.8	277,335	229,072
Claiborne	1,590	24.3	6.5	23,354	14,515
Webster	3,080	37.1	10.2	37,966	28,916
<b>Oklahoma</b>					
McCurtain	1,500	30.0	8.2	19,013	14,707
<b>Total</b>	<b>70,390</b>	<b>783.5</b>	<b>224.2</b>	<b>\$840,751</b>	<b>\$634,097</b>

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**Engineers measure coverage in Millivolts...  
Advertisers measure coverage in Response!**

A sure measure of effective coverage is customer response and one look at this map gives a convincing story of WHEN's coverage. Viewers from all these polka-dots were write-ins on a recent WHEN offer — people representing over 2¼ million prospective customers of your product. Reach them ALL over WHEN!

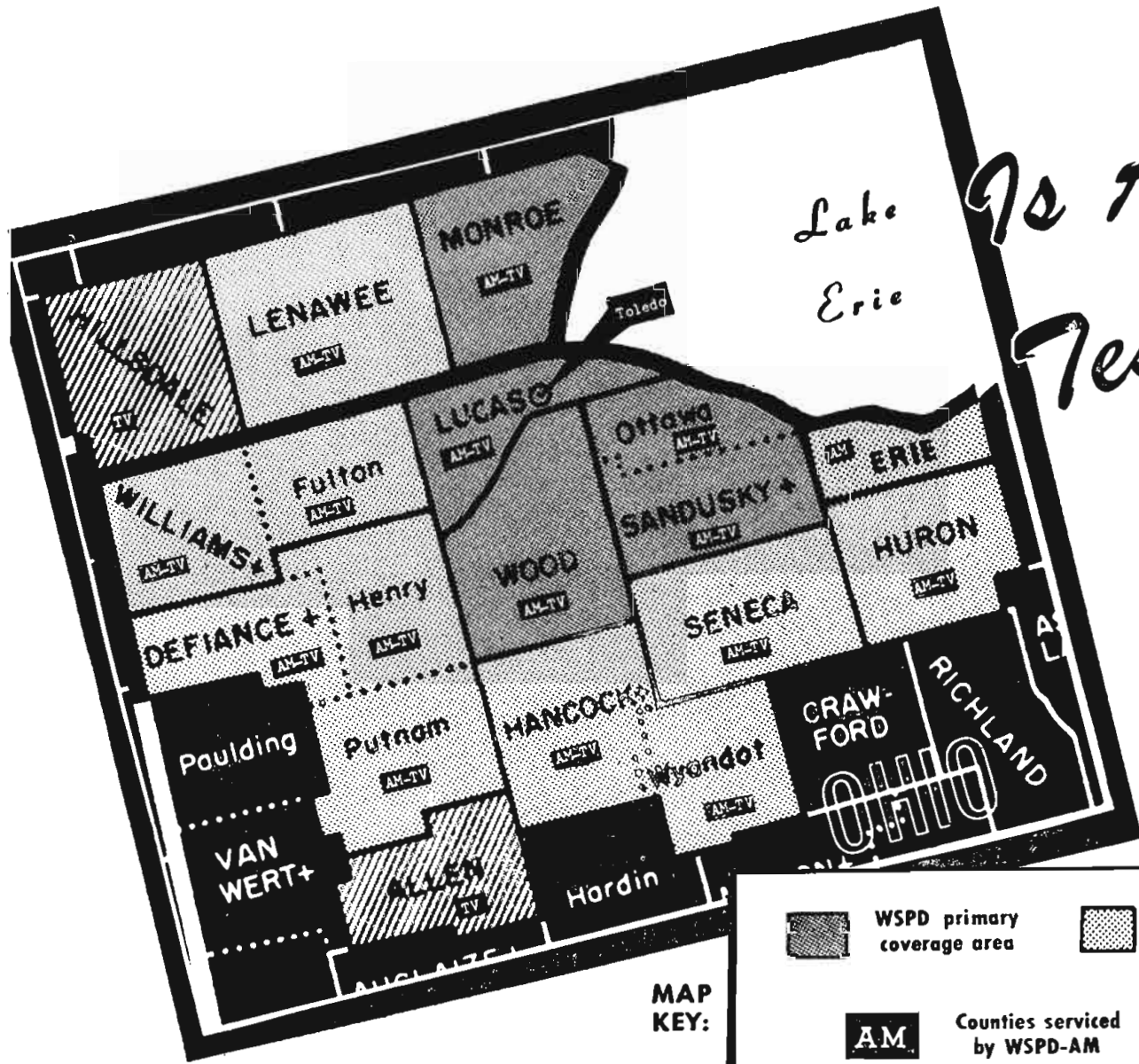


**Everybody  
WATCHES**



CBS  
ABC  
DUMONT  
A  
MEREDITH  
STATION

# WSPD's "Billion Dollar Market"



*90 America's  
Testground*



**MAP KEY:**

	WSPD primary coverage area		WSPD secondary coverage area		Fringe area
	Counties serviced by WSPD-AM		Counties serviced by WSPD-TV		

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800  
 Families 359,150  
 Radio Homes 355,050  
 Percent tuned to WSPD-AM  
 Daytime 56.8%  
 Nighttime 48.6%  
 \*Television Homes 295,270  
 Percent tuned to WSPD-TV  
 Daytime 78%  
 Nighttime 91.5%

**EFFECTIVE BUYING POWER**  
 Total—\$1,917,277,000  
 Per Capita \$1,622  
 Per Family \$5,338

**RETAIL SALES**  
 Total \$1,409,122,532  
 Per Family \$3,923  
 Spent For:  
 Food \$332,271,000  
 Gen. Mdse. \$137,070,000  
 Furniture & Household—\$72,696,000  
 Automotive \$311,027,000  
 Drug \$36,600,000

Toledo's Metropolitan Area ranks high in the nation's 200 leading areas—

Toledo ranks 41st in total retail sales  
 Toledo ranks 39th in food store sales  
 Toledo ranks 42nd in gen. mdse. store sales  
 Toledo ranks 49th in apparel store sales  
 Toledo ranks 44th in home furnishing sales  
 Toledo ranks 34th in automotive store sales  
 Toledo ranks 38th in filling station sales  
 Toledo ranks 57th in building material and hardware store sales.  
 Toledo ranks 44th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

\*August 1, 1954

Authority for above listening and market information:

Standard Rate & Data Consumer Markets  
 Nielsen Coverage Service  
 Television Magazine

**WSPD** **AM-TV**  
 TOLEDO, OHIO

Represented Nationally  
 by KATZ

Storer Broadcasting Company  
 TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>TOLEDO, Ohio</b>					
<b>Ohio</b>					
Crawford	8,330	39.8	12.7	\$58,943	\$50,050
Defiance	6,190	26.7	8.2	40,056	35,256
Erie	14,850	55.9	17.3	91,419	67,760
Fulton	6,240	26.3	8.0	34,326	35,030
Hancock	11,480	45.8	15.1	70,081	53,351
Hardin	6,670	29.2	9.0	35,675	26,221
Henry	4,800	22.3	6.9	29,887	26,331
Huron	9,010	41.1	12.6	59,178	48,108
Lucas	114,700	413.0	127.6	841,297	570,096
Ottawa	6,450	31.3	9.6	53,323	31,696
Paulding	1,670	15.2	4.7	18,134	10,323
Putnam	5,130	25.4	7.2	31,972	24,977
Sandusky	10,210	44.6	14.8	68,245	60,388
Seneca	13,610	54.8	16.3	79,162	56,782
Williams	7,030	26.4	8.6	37,286	32,480
Wood	16,650	61.6	18.0	95,225	59,584
Wyandot	5,230	20.3	6.2	27,162	17,585
<b>Indiana</b>					
DeKalb	3,650	27.0	8.6	38,409	25,200
Steuben	2,180	18.4	5.7	24,794	23,531
Hillsdale	6,140	38.6	12.1	42,031	31,087
<b>Michigan</b>					
Lenawee	14,470	70.3	21.2	101,200	85,880
Monroe	20,580	83.7	24.2	119,909	86,576
<b>Total</b>	<b>295,270</b>	<b>1,217.7</b>	<b>374.6</b>	<b>\$1,997,714</b>	<b>\$1,458,292</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>TOPEKA, Kans.</b>					
<b>Kansas</b>					
Atchison	3,920	21.9	6.8	\$30,779	\$17,611
Douglas	5,500	37.6	11.0	58,070	34,424
Franklin	3,120	20.3	6.7	25,403	19,283
Jackson	2,100	10.9	3.7	11,582	9,781
Jefferson	1,770	11.0	3.6	12,125	9,249
Lyan	2,220	26.7	8.8	39,086	28,262
Osage	1,980	12.4	4.2	14,633	8,377
Pottawatomie	710	12.2	3.8	14,746	11,872
Riley	1,230	40.6	10.2	64,462	31,395
Shawnee	23,640	120.0	39.7	207,236	120,505
Wabaunsee	590	6.8	2.2	7,542	4,724
<b>Total</b>	<b>46,780</b>	<b>320.4</b>	<b>100.7</b>	<b>\$485,664</b>	<b>\$295,483</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>TROY-ALBANY-SCHENECTADY, N. Y.</b>					
<b>New York</b>					
Albany	63,370	248.9	80.1	\$437,408	\$385,628
Columbia	11,400	44.7	14.1	60,936	42,781
Delaware	6,760	45.8	14.0	56,721	53,201
Dutchess	27,410	144.3	38.7	221,754	192,192
Fulton	11,660	52.5	17.6	76,655	58,171
Greene	6,000	29.2	9.2	32,653	39,097
Hamilton	990	4.1	1.3	4,786	4,154
Herkimer	14,990	62.6	19.6	84,067	64,707
Montgomery	12,900	60.8	19.3	101,059	73,948
Otsego	12,260	52.6	16.7	69,377	61,779
Rensselaer	35,660	136.6	42.1	219,604	146,729
Saratoga	18,040	79.4	24.2	115,569	78,099
Schenectady	38,710	151.9	48.9	285,253	187,203
Schoharie	5,040	23.7	7.2	30,120	26,609
Ulster	19,280	95.8	30.5	132,375	114,442
Warren	10,060	40.6	12.8	56,172	68,913
Washington	9,050	47.6	14.1	55,701	40,838
<b>Massachusetts</b>					
Berkshire	34,600	135.4	41.2	206,109	151,547
Franklin	8,370	54.2	17.1	76,353	58,805
Hampshire	13,730	91.1	24.4	132,169	71,133
<b>New Hampshire</b>					
Cheshire	6,360	38.4	11.7	48,869	34,684
Sullivan	6,240	26.1	8.1	33,771	32,319
<b>Vermont</b>					
Addison	1,380	19.9	5.2	22,430	16,162
Bennington	4,530	24.4	7.5	33,620	25,878
Rutland	7,230	46.0	13.5	57,206	54,252
Windham	1,350	28.9	8.6	38,718	32,086
Windsor	2,860	41.7	12.5	57,371	42,226
<b>Total</b>	<b>390,230</b>	<b>1,827.2</b>	<b>560.2</b>	<b>\$2,746,826</b>	<b>\$2,157,583</b>

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>TUCSON, Ariz.</b>					
<b>Arizona</b>					
Cochise	330	31.8	9.5	\$45,536	\$35,672
Pima	24,340	190.8	55.6	298,605	212,080
Pinal (25%)	2,410	13.1	3.4	14,742	10,598
Santa Cruz	380	9.8	2.6	13,248	14,383
<b>Total</b>	<b>27,460</b>	<b>245.5</b>	<b>71.1</b>	<b>\$372,131</b>	<b>\$272,733</b>

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# TOPEKA IS AMERICA'S TOP "SLEEPER MARKET"

Here's a market that's just waiting to be exploited. Topeka ranks 14th in the nation in Consumer Spendable Income\* with \$6,804 per household. That's 29.7% above the national average!

Topeka has only one television station—WIBW-TV. We blanket America's No. 14

market and give you a good solid "plus" outside. By the time you read this, our new 1010 foot tower and full 87.1 KW power should be delivering over 110,000 homes . . . without counting a single home in either Kansas City or St. Joseph.

\* Consumer Markets—1954



CBS-ABC-DUMONT, INTERCONNECTED

Topeka, Kansas

Ben Ludy, General Manager  
WIBW & WIBW-TV in Topeka  
KCKN in Kansas City

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)		VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)	
<b>TULARE-FRESNO, Cal.</b>						<b>TYLER, Tex.</b>						
<b>California</b>						<b>Texas</b>						
Fresno	UHF	301.9	93.3	\$460,835	\$376,431	Anderson	UHF	30.8	9.1	\$34,546	\$23,049	
Kern (25%)	circulation	66.8	20.2	114,247	74,560	Camp	circulation	8.5	2.6	7,209	5,194	
Kings	NA on a	50.7	15.1	74,921	62,740	Cherokee	NA on a	37.5	10.2	34,609	27,861	
Madera	county basis	40.8	11.8	51,371	43,469	Franklin	county basis	5.5	1.7	4,532	3,625	
Mariposa		4.9	1.5	8,081	3,476	Freestone (50%)		7.2	2.1	6,423	4,760	
Merced		74.9	22.4	110,445	94,351	Gregg		62.7	19.2	98,827	95,275	
Tulare		152.3	46.3	202,874	170,795	Harrison (50%)		23.8	6.5	23,516	18,881	
<b>Total</b>		<b>692.3</b>	<b>210.6</b>	<b>\$1,022,744</b>	<b>\$825,822</b>	Henderson		21.5	6.3	20,020	17,397	
<b>TULSA, Okla.</b>						<b>UTICA, N. Y.</b>						
<b>Oklahoma</b>						<b>New York</b>						
Craig		3,420	18.2	4.8	\$13,994	\$9,804	Chenango	8,350	40.6	12.4	\$53,381	\$39,596
Creek		7,620	41.4	12.8	47,098	32,012	Cortland	7,930	38.7	11.8	51,678	48,074
Delaware		1,480	14.3	4.1	10,136	3,250	Delaware	6,760	45.8	14.0	56,721	53,201
Haskell		500	12.9	3.3	9,356	5,119	Fulton	11,660	52.5	17.6	76,655	58,171
Kay		7,800	51.0	16.5	77,299	49,504	Hamilton	990	4.1	1.3	4,786	4,154
Lincoln		2,780	21.1	6.5	19,947	17,527	Herkimer	14,990	62.6	19.6	84,067	64,707
McIntosh		1,020	16.8	4.4	10,477	7,915	Jefferson	11,600	87.1	27.0	119,865	106,701
Mayes		3,600	19.3	5.6	15,716	10,237	Lewis	4,370	22.6	6.6	24,774	21,875
Muskogee		12,270	67.0	20.1	77,606	48,402	Madison	9,610	49.4	14.5	69,860	54,783
Noble		2,150	11.9	3.8	14,206	11,248	Montgomery	12,900	60.8	19.3	101,059	73,948
Nowata		2,530	12.5	3.9	12,672	6,880	Oneida	66,670	234.6	69.5	348,452	263,088
Okfuskee		1,870	15.8	4.4	12,274	8,017	Otsego	12,260	52.6	16.7	69,377	61,779
Okmulgee		5,140	43.9	13.3	48,550	34,662	Schoharie	5,040	23.7	7.2	30,120	26,609
Osage		6,170	32.3	10.0	38,377	17,134	<b>Total</b>	<b>173,130</b>	<b>775.1</b>	<b>237.5</b>	<b>\$1,090,795</b>	<b>\$876,686</b>
Ottawa		5,090	31.6	10.0	37,507	26,821						
Pawnee		2,650	13.1	4.1	13,406	8,215						
Payne		6,340	48.8	14.1	65,002	39,690						
Pittsburg		3,410	40.0	11.6	36,329	35,805						
Rogers		3,970	19.8	5.8	20,206	11,339						
Tulsa		75,830	275.6	88.7	502,135	349,020						
Wagoner		2,640	16.0	4.4	12,122	7,912						
Washington		6,730	34.5	11.1	67,144	38,796						
<b>Kansas</b>						<b>Missouri</b>						
Chautauqua		480	7.1	2.4	7,366	5,779	Newton	2,220	28.9	9.1	28,235	16,877
Cowley		4,290	37.4	12.4	50,803	41,797	<b>Total</b>	<b>179,180</b>	<b>1,032.0</b>	<b>321.6</b>	<b>\$1,379,338</b>	<b>\$945,542</b>
Labette		1,480	31.3	10.5	37,716	30,888						
Montgomery		3,490	48.9	17.1	68,855	52,221						
Neosho		2,210	20.6	6.8	24,804	18,671						

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# 6 Times the Power on Channel 6

... Adds 14,354 Square Miles to KOTV Coverage!

KOTV's higher tower ... up from 490 to 1,328 feet above average terrain.

KOTV's increased power ... up from 17 to 100 KW ... after October 31, bring you a 23,902 square mile 0.1MV/M coverage area.



Within this area of eastern Oklahoma, and substantial portions of Kansas, Missouri, and Arkansas, are 1,116,790 people and 345,014 families\* ... A RICH QUALITY MARKET.

Of the 57 major television cities which have at least one TV station with a CBS or NBC affiliation, Tulsa ranks 45th among these cities in population ... but 7th in consumer spendable income per household; 7th in consumer units with incomes over \$6,000 per year; 11th in 1950-1954 population growth, and 6th in percentage increase in retail sales from 1948-1953.

KOTV ... the only VHF station serving this area for the past five years has developed established viewing habits among set owners for network and local programs.

For more of the KOTV-Tulsa Story, write or wire KOTV or your nearest Edward Petry & Co. Office.

\* Excluding Oklahoma County

# KOTV, inc.

CHANNEL 6  
TULSA, OKLAHOMA



# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>VALLEY CITY, N. D.</b>					
<b>North Dakota</b>					
Barnes	New	15.9	4.5	\$19,226	\$17,841
Cass	station;	61.7	17.7	112,492	91,596
Dickey	data not	8.9	2.6	9,938	10,495
Eddy	complete	5.0	1.2	5,818	5,586
Foster		5.2	1.5	5,577	7,111
Grand Forks		38.8	10.8	65,795	56,607
Griggs		5.0	1.3	6,266	5,563
La Moure		8.7	2.4	7,856	10,336
Logan		5.9	1.3	4,777	5,321
McIntosh		7.0	1.7	6,478	9,859
Nelson		7.3	1.8	9,391	9,696
Pembina		13.0	3.5	20,079	13,581
Ramsey		13.4	3.6	20,613	19,042
Ransom		8.1	2.3	9,462	8,706
Richland		18.9	5.3	28,802	23,336
Sargent		7.2	1.8	7,561	4,344
Steele		4.7	1.2	7,828	4,053
Stutsman		25.5	6.4	33,969	29,149
Traill		10.8	3.0	16,196	12,251
Walsh		19.5	4.6	27,242	20,172
<b>Minnesota</b>					
Clay		34.8	9.3	50,037	45,996
Norman		12.7	3.6	13,252	10,851
Polk (20%)		7.2	2.0	8,850	7,095
Wilkin (20%)		2.1	.6	2,607	2,225
<b>Total</b>		<b>347.3</b>	<b>94.0</b>	<b>\$510,112</b>	<b>\$430,812</b>

## WACO-TEMPLE, Tex.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Texas</b>					
Bell	12,400	90.7	23.3	\$135,804	\$64,318
Bosque	960	10.8	3.5	11,431	9,674
Brazos	3,160	41.5	11.3	55,829	39,053
Burleson	1,220	12.0	3.5	10,299	8,217
Burnet (50%)	540	5.3	1.6	5,900	3,391
Coryell	1,550	15.6	4.8	16,680	9,703
Falls	2,690	25.0	7.2	22,642	23,608
Freestone	1,460	14.4	4.2	12,846	9,519
Hamilton	1,120	10.1	3.3	10,255	10,476
Hill	5,910	29.8	9.3	34,993	25,291
Lampasas	1,090	10.0	3.1	10,900	10,338
Lee	940	9.7	2.8	7,746	8,840
Leon	240	10.9	3.2	8,797	5,453

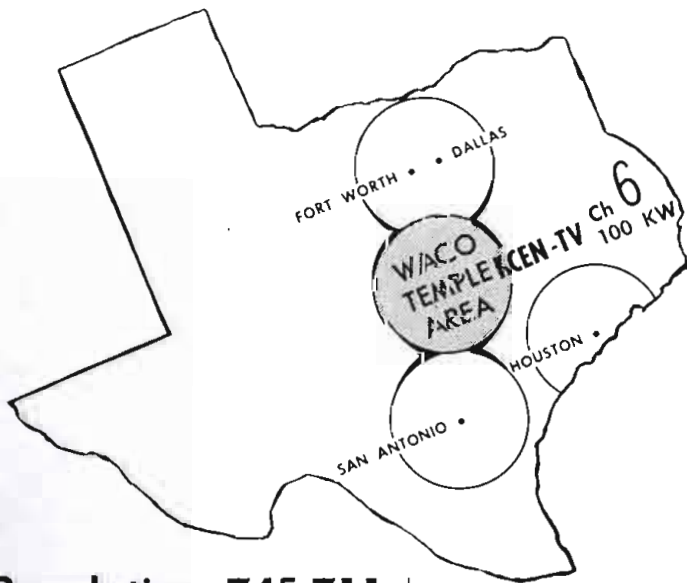
	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Limestone	2,060	23.3	6.8	20,353	15,704
McLennan	17,480	139.3	41.4	194,940	160,545
Milam	880	21.6	6.4	18,138	21,015
Navarro	5,080	37.4	11.5	41,769	33,865
Robertson	860	18.8	5.2	16,032	14,662
Williamson	5,990	38.2	11.2	40,442	35,476
<b>Total</b>	<b>65,630</b>	<b>564.4</b>	<b>163.6</b>	<b>\$675,796</b>	<b>\$509,148</b>

## WASHINGTON, D. C.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>District of Columbia</b>					
Dist. of Columbia	210,430	836.0	248.5	\$1,626,179	\$1,388,592
<b>Maryland</b>					
Anne Arundel	30,490	139.3	35.6	189,575	84,564
Calvert	2,300	13.3	3.3	10,874	9,137
Charles	4,050	26.4	6.2	25,876	20,389
Dorchester	5,850	28.9	8.5	28,524	22,364
Frederick	13,200	69.4	18.8	79,114	56,965
Howard	4,830	26.9	6.9	31,492	11,984
Montgomery	53,890	203.4	57.6	474,046	194,147
Prince Georges	66,600	252.7	67.8	451,725	122,407
St. Marys	5,970	38.3	8.4	44,126	23,084
Talbot	4,810	20.5	6.4	22,342	31,244
<b>Virginia</b>					
Arlington	70,110	234.0	70.2	658,152	276,183
Caroline	1,620	12.0	2.7	9,178	6,440
Clarke	900	7.3	1.8	7,363	4,213
Culpeper	2,310	13.3	3.3	11,571	14,102
Fairfax	39,150	129.5	32.6	250,025	45,708
Fauquier	3,570	21.5	5.4	19,942	18,868
Frederick	4,700	33.2	9.4	38,544	42,315
King George	1,160	7.1	1.8	8,036	2,251
Loudoun	3,460	21.3	5.2	20,847	17,112
Madison	840	8.5	2.1	5,255	2,441
Page	1,330	15.5	4.0	13,080	9,529
Prince William	3,450	23.7	5.3	32,464	18,037
Rappahannock	820	6.0	1.4	3,264	1,450
Shenandoah	1,900	21.2	5.7	18,298	16,572
Spotsylvania	4,260	24.9	6.4	32,494	33,768
Stafford	2,060	12.8	3.2	12,602	3,679
Warren	2,310	16.4	4.4	20,380	15,840
Westmoreland	1,900	10.7	2.8	8,576	8,254
<b>West Virginia</b>					
Berkeley	5,220	30.1	8.7	38,372	22,489
Jefferson	2,860	17.1	4.6	17,543	11,980
<b>Total</b>	<b>556,350</b>	<b>2,321.2</b>	<b>649.0</b>	<b>\$4,209,859</b>	<b>\$2,536,108</b>

# Only **KCEN-TV** Gives You...

100 KW — 833' Tower — Channel 6 **MAXIMUM POWER and**



Complete Coverage of the  
**TEMPLE—WACO**  
CENTRAL TEXAS MARKET

*Not Just Two Cities... But An Area!*

Buy KCEN-TV and you get coverage of Waco and Temple, plus many smaller cities, important military installations, huge manufacturing plants and a rich agricultural area. No other station duplicates most of KCEN-TV's coverage of 32 Central Texas counties in the vast area between Texas' four principal cities. Get the facts and you'll get on KCEN-TV.

★ Population 745,711+

★ Retail Sales \$712,883,000+

★ Source — Sales Management

National Representative — George P. Hollingbery Co.  
Texas Representative — Clyde Melville Co. — Dallas

Owned and operated by Bell Publishing Company  
Publishers of Temple Daily Telegram

**KCEN-TV** **NBC** Interconnected  
P. O. Box 188, Temple, Texas

one would think  
we have no  
competition



Latest TELEPULSE survey made in 6 counties adjoining Wheeling, W. Va. gives WTRF-TV 25 of the top 25 most popular once a week programs and 15 of the 15 most popular multi-weekly shows. You might expect such ratings in a market where the local TV station has no competition—but that's not the case in Wheeling. We have a competitor not far from Wheeling, operating at less power than our 316,000 watts, and making far distant coverage claims.

TELEPULSE proves that we are supplying the television entertainment for the majority of homes in the greater Wheeling and Eastern Ohio market—truly our market.

so, remember,

when making up Summer and Fall schedules, there's only one station necessary to reach and penetrate the rich, important Wheeling and Eastern Ohio market—that's WTRF-TV, Channel 7, Wheeling, W. Va.

**WTRF TV**  
WHEELING, W. VA.  
Radio Affiliates WTRF • WTRF-FM

NBC Primary

ABC  
Supplementary

REPRESENTED BY HOLLINGBERY

Robt. Ferguson, V. P. and Gen. Mgr.

telephone  
WHeeling 1177

## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>WATERBURY, Conn.</b>					
<b>Connecticut</b>					
Hartford (50%)	UHF circulation	290.9	85.6	\$618,588	\$393,843
Litchfield		104.2	31.8	180,983	134,104
Middlesex (25%)	NA on a	18.0	5.2	30,617	22,624
New Haven (50%)	county basis	287.4	85.8	546,708	370,755
<b>Total</b>		<b>700.4</b>	<b>208.4</b>	<b>\$1,376,896</b>	<b>\$921,326</b>

## WATERLOO, Iowa

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Iowa</b>					
Benton	5,040	22.5	7.2	\$30,760	\$21,278
Black Hawk	22,470	107.6	33.3	191,762	129,907
Bremer	2,670	19.0	5.8	24,412	22,075
Buchanan	4,980	22.0	6.1	24,356	17,637
Butler	2,190	17.4	5.5	21,877	20,552
Cerro Gordo	8,060	46.0	14.7	77,164	64,965
Chickasaw	1,110	15.1	4.5	18,835	18,037
Clayton	2,080	21.8	6.8	27,503	21,348
Delaware	4,240	17.6	5.2	23,445	13,495
Fayette	2,740	27.9	8.5	38,434	24,183
Floyd	1,320	22.3	6.9	34,031	21,560
Franklin (50%)	1,780	8.2	2.6	13,192	7,805
Grundy	2,540	13.6	4.4	20,177	12,883
Hardin (50%)	2,820	11.1	3.8	17,628	15,083
Linn	29,430	109.5	35.6	195,106	158,436
Marshall	6,770	35.8	11.3	58,435	45,670
Tama	4,610	21.5	7.0	29,009	25,158
Winneshiek	1,530	21.5	6.3	25,958	18,068
<b>Total</b>	<b>106,380</b>	<b>560.4</b>	<b>175.5</b>	<b>\$872,048</b>	<b>\$658,140</b>

## WESLACO—HARLINGEN, Tex.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Texas</b>					
Brooks	810	10.4	2.7	\$11,544	\$11,163
Cameron	12,000	146.7	36.4	156,474	122,877
Hidalgo	17,020	188.4	44.2	159,430	131,395
Jim Hogg	140	5.3	1.3	4,975	3,475
Kenedy	30	.6	.1	340	81
Starr	430	14.2	3.0	9,420	6,690
Willacy	2,110	25.3	6.0	22,872	23,044
Zapata	120	4.8	1.0	3,092	1,354
<b>Total</b>	<b>32,660</b>	<b>395.7</b>	<b>94.7</b>	<b>\$368,147</b>	<b>\$300,079</b>

## WEST PALM BEACH, Fla.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Florida</b>					
Glades	UHF	2.3	.6	\$2,199	\$1,676
Martin	circulation	8.5	2.8	8,831	7,750
Okeechobee	NA on a	3.6	.9	3,150	3,224
Palm Beach	county basis	134.5	43.1	190,341	186,994
St. Lucie		25.5	7.2	31,288	28,837
<b>Total</b>		<b>174.4</b>	<b>54.6</b>	<b>\$235,809</b>	<b>\$228,481</b>

## WHEELING, W. Va.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>West Virginia</b>					
Brooke	6,270	26.7	7.4	\$40,380	\$14,776
Doddridge	560	8.6	2.2	7,175	3,251
Hancock	7,430	35.0	9.4	57,620	20,077
Harrison	4,900	84.0	24.2	118,564	79,705
Marion	11,320	71.3	20.8	97,403	55,319
Marshall	4,400	35.3	9.8	43,490	15,598
Monongalia	8,510	61.6	16.7	85,788	51,183
Ohio	15,490	69.7	21.3	119,188	95,370
Pleasants	590	6.1	1.7	5,466	3,319
Ritchie	880	11.7	3.3	11,185	4,528
Tyler	920	9.7	2.9	9,537	3,775
Wetzel	1,360	19.1	5.2	19,471	10,905
<b>Ohio</b>					
Belmont	16,040	85.8	26.1	108,451	64,602
Carroll	4,390	19.7	5.7	23,277	13,182
Columbiana	21,400	101.8	31.2	149,958	110,495
Coshocton (50%)	1,440	15.8	5.1	22,355	15,067
Guernsey	5,610	38.3	11.6	41,907	34,716
Harrison	2,330	18.8	5.7	23,486	14,462
Jefferson	21,380	96.2	27.8	156,118	96,841
Monroe	1,900	14.5	4.3	12,399	7,394
Noble	1,520	11.2	3.4	10,853	5,938
Tuscarawas	17,580	71.2	22.1	97,572	75,036
Washington (50%)	2,210	22.0	6.9	25,157	18,207
<b>Pennsylvania</b>					
Beaver (25%)	11,140	45.3	12.9	75,391	45,857
Fayette (50%)	21,050	93.2	26.2	115,781	88,104
Greene	5,810	45.4	12.6	54,357	29,958
Washington	51,760	208.6	60.6	298,705	201,306
<b>Total</b>	<b>248,760</b>	<b>1,326.6</b>	<b>387.1</b>	<b>\$1,831,034</b>	<b>\$1,178,971</b>

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## TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>WICHITA, Kans.</b>					
<b>Kansas</b>					
Butler	UHF	35.4	11.7	\$51,632	\$37,856
Cowley	circulation	37.4	12.4	50,803	41,797
Harvey	NA on a	22.2	7.0	34,519	23,109
Kingman (50%)	county basis	5.3	1.7	5,485	4,716
Marion (25%)		4.0	1.3	4,519	4,289
Reno (50%)		28.2	9.4	44,463	37,648
Sedgwick		286.4	95.4	508,536	350,480
Sumner		25.6	8.7	34,698	19,655
<b>Total</b>		<b>444.5</b>	<b>147.6</b>	<b>\$734,655</b>	<b>\$519,550</b>

## WICHITA FALLS, Tex.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Texas</b>					
Archer	700	6.8	1.9	\$9,152	\$3,509
Baylor	900	6.8	2.2	7,990	7,965
Childress	1,150	12.3	3.7	18,005	16,092
Clay	2,530	9.4	3.0	11,620	6,357
Cottle	450	5.8	1.6	9,347	6,692
Foard	270	4.1	1.1	5,392	4,023
Hardeman	1,310	10.1	3.2	14,006	9,057
Haskell	1,400	13.6	3.9	17,212	10,245
Jack	1,670	7.1	2.3	9,666	6,507
Knox	1,070	10.1	2.8	14,046	8,681
Montague	4,300	16.2	5.1	19,611	16,846
Stephens	750	10.5	3.4	16,344	13,848
Throckmorton	360	3.5	.9	4,775	2,988
Wichita	24,030	119.8	32.4	206,328	130,117
Wilbarger	2,030	20.7	6.1	30,364	24,294
Young	1,190	16.2	5.1	25,227	19,722

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Oklahoma</b>					
Carter	3,150	39.5	12.5	49,937	38,340
Comanche	12,150	63.9	18.0	87,323	62,490
Cotton	1,150	9.8	2.9	9,845	7,535
Harmon	480	7.7	2.3	11,494	8,398
Jackson	1,040	19.7	6.3	23,633	22,218
Jefferson	1,310	10.4	3.1	10,859	7,647
Love	380	7.4	1.8	5,114	3,391
Stephens	5,170	37.9	11.7	50,705	41,192
Tillman	2,160	16.8	5.1	18,927	19,598
<b>Total</b>	<b>71,100</b>	<b>486.1</b>	<b>142.4</b>	<b>\$686,922</b>	<b>\$497,752</b>

## WILKES-BARRE—SCRANTON, Pa.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Pennsylvania</b>					
Bradford (67%)	UHF	34.6	10.4	\$41,837	\$30,863
Carbon	circulation	56.4	16.2	73,282	47,157
Columbia	NA on a	54.1	16.3	69,036	53,913
Lackawanna	county basis	247.1	72.3	337,067	239,168
Luzerne		378.7	107.7	510,463	371,389
Monroe		35.0	10.5	51,830	42,099
Montour		16.3	3.7	14,991	8,952
Pike (50%)		4.4	1.6	5,429	3,773
Sullivan		6.4	1.7	6,158	5,148
Susquehanna		31.1	9.0	34,556	24,711
Wayne		28.1	8.1	30,517	27,928
Wyoming		16.7	4.9	18,534	16,799
<b>New York</b>					
Broome (10%)		19.4	5.9	32,406	21,999
Tioga (25%)		7.9	2.5	9,697	7,848
<b>Total</b>		<b>936.2</b>	<b>270.8</b>	<b>\$1,235,803</b>	<b>\$901,747</b>

## WILMINGTON, Del.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>Delaware</b>					
Kent	10,990	42.6	12.9	\$51,501	\$64,313
New Castle	58,190	238.1	68.8	426,204	323,135
<b>Maryland</b>					
Cecil	7,590	37.9	9.8	41,897	28,928
<b>New Jersey</b>					
Gloucester (33%)	9,430	34.1	10.3	53,416	25,527
Salem	15,710	53.7	16.3	84,041	49,115
<b>Pennsylvania</b>					
Chester (33%)	14,450	55.8	14.8	91,809	53,136
Delaware (40%)	47,150	182.5	52.6	370,582	164,868
<b>Total</b>	<b>163,510</b>	<b>644.7</b>	<b>185.5</b>	<b>\$1,119,450</b>	<b>\$709,022</b>

## WILMINGTON, N. C.

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
<b>North Carolina</b>					
Bladen	510	30.6	6.8	\$19,811	\$14,463
Brunswick	180	20.3	4.6	12,905	3,963
Carteret	1,140	25.4	6.5	26,067	13,271
Columbus	1,220	52.7	12.2	39,858	33,598
Craven (50%)	4,250	27.6	6.6	30,896	17,708
Cumberland	3,700	115.9	24.1	158,747	87,399
Duplin	1,720	41.9	10.0	25,772	16,949
Jones	450	11.0	2.5	7,074	2,119
New Hanover	3,800	70.6	20.0	84,382	77,172
Onslow	2,430	55.3	10.9	68,962	22,748

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# FIRST IN WICHITA FALLS TEXAS

## FIRST IN COVERAGE

Covering 24 Texas and Oklahoma counties with more power (60,000 watts), tallest antennae (514 feet), choice channel (3).

## FIRST IN AUDIENCE

Far more people watch KFDX-TV more hours every day than any other TV station in this market (Telepulse Survey, June, 1954).

## FIRST IN ADVERTISING

First in volume of local, regional, national, and network advertising.



NBC-ABC

Represented by  
Paul H. Raymer Co., Inc.

WRITE FOR NEW STATISTICAL ANALYSIS OF THE WICHITA FALLS MARKET

# TV MARKETS

	VHF Sets	Population (thousands)	Families (thousands)	EBI (add 000)	Retail Sales (add 000)
Pender	350	18.9	4.4	11,511	4,057
Robeson	6,210	92.6	20.3	68,607	58,357
Sampson	1,710	51.3	11.9	31,665	20,204
<b>South Carolina</b>					
Dillon	2,710	31.1	6.8	21,452	17,070
Horry	1,270	62.3	14.1	49,516	39,134
Marion	2,930	34.2	7.9	24,348	21,486
<b>Total</b>	<b>34,580</b>	<b>741.7</b>	<b>169.6</b>	<b>\$681,573</b>	<b>\$449,698</b>

## WINSTON-SALEM, N. C.

<b>North Carolina</b>					
Alamance	15,820	76.8	20.2	\$103,543	\$64,163
Alexander	2,190	15.0	3.6	11,112	6,375
Alleghany	1,140	8.1	2.1	5,577	2,921
Cabarrus	12,870	66.2	17.5	84,087	60,390
Caswell (50%)	1,130	10.6	2.3	6,971	1,844
Davidson	11,290	66.2	17.5	74,328	47,736
Davie	2,660	15.8	4.0	15,917	6,880
Forsyth	28,760	158.8	44.0	231,746	128,940
Guilford	30,850	208.1	55.5	317,666	263,304
Iredell	7,910	58.5	15.4	60,249	43,497
Montgomery	2,560	17.8	4.4	14,647	10,979
Randolph	7,120	53.4	14.2	57,544	36,380
Rockingham	8,780	68.0	17.7	76,508	42,012
Rowan	12,760	78.2	21.3	101,271	57,240
Stanly	9,170	39.3	10.8	43,459	27,178
Stokes	2,710	21.2	5.1	17,893	5,080
Surry	6,470	47.6	12.0	48,510	37,224
Wilkes	4,470	46.6	11.2	32,669	23,297
Yadkin	4,650	23.0	5.7	18,639	7,360
<b>Virginia</b>					
Carroll	1,520	27.5	6.8	18,429	7,338
Henry	6,870	53.5	13.0	61,352	43,021
Patrick	730	15.1	3.6	10,523	5,084
Pittsylvania	12,580	106.7	26.8	116,985	93,086
<b>Total</b>	<b>195,010</b>	<b>1,282.0</b>	<b>334.7</b>	<b>\$1,529,625</b>	<b>\$1,021,329</b>

## WORCESTER, Mass.

<b>Massachusetts</b>					
Bristol (10%)	UHF	39.2	12.0	\$54,369	\$39,044
Franklin (25%)	circulation	13.6	4.3	19,088	14,701
Hampden (25%)	NA on a	96.2	28.7	158,331	117,620
Hampshire (33%)	county basis	30.4	8.1	44,056	23,711
Middlesex (20%)		220.7	63.1	381,798	216,093
Norfolk (25%)		130.2	30.4	204,521	94,208
Worcester		563.4	165.9	852,765	596,004
<b>Connecticut</b>					
Windham		65.1	19.9	103,716	100,663
<b>New Hampshire</b>					
Hillsborough (25%)		40.5	12.3	60,053	44,472
<b>Rhode Island</b>					
Providence (10%)		58.7	17.8	90,573	65,433
<b>Total</b>		<b>1,258.0</b>	<b>362.5</b>	<b>\$1,969,270</b>	<b>\$1,311,949</b>

## YAKIMA, Wash.

<b>Washington</b>					
Benton	UHF	67.6	21.0	\$117,033	\$67,689
Kittitas	circulation	22.1	6.8	33,854	28,664
Yakima	NA on a	145.1	45.4	197,686	158,469
	county basis				
<b>Total</b>		<b>234.8</b>	<b>73.2</b>	<b>\$348,573</b>	<b>\$254,822</b>

## YORK, Pa.

<b>Pennsylvania</b>					
Adams (50%)	UHF	22.9	6.5	\$27,522	\$23,930
Cumberland (10%)	circulation	10.2	3.0	16,057	9,744
Dauphin (25%)	NA on a	51.1	15.4	83,581	63,208
Lancaster (50%)	county basis	120.9	35.1	214,691	135,283
Lebanon (10%)		9.1	2.7	13,397	9,061
York		211.3	64.2	331,828	251,024
<b>Total</b>		<b>425.5</b>	<b>126.9</b>	<b>\$687,076</b>	<b>\$492,250</b>

## YOUNGSTOWN, Ohio

<b>Ohio</b>					
Carroll	UHF	19.7	5.7	\$23,277	\$13,182
Columbiana	circulation	101.8	31.2	149,958	110,495
Mahoning	NA on a	264.3	75.2	479,844	319,680
Portage	county basis	69.6	19.7	106,894	64,848
Stark		302.3	90.0	501,339	359,085
Trumbull		169.3	49.3	279,889	180,047
<b>Pennsylvania</b>					
Crawford (50%)		40.5	12.2	56,964	45,727
Lawrence		107.7	31.5	171,210	109,512
Mercer		115.1	33.2	185,927	141,792
<b>Total</b>		<b>1,190.3</b>	<b>348.0</b>	<b>\$1,955,302</b>	<b>\$1,344,368</b>

## YUMA, Ariz.

<b>Arizona</b>						
Yuma		5,380	32.0	9.1	\$48,191	\$46,842
<b>California</b>						
Imperial		7,100	63.5	17.4	93,767	89,317
<b>Total</b>		<b>12,480</b>	<b>95.5</b>	<b>26.5</b>	<b>\$141,958</b>	<b>\$136,159</b>

## ZANESVILLE, Ohio

<b>Ohio</b>					
Coshocton	UHF	31.6	10.1	\$44,709	\$30,135
Fairfield (25%)	circulation	13.4	4.1	19,205	11,226
Guernsey	NA on a	38.3	11.6	41,907	34,716
Hocking (25%)	county basis	4.8	1.4	5,083	3,881
Licking (50%)		37.0	11.7	55,612	38,323
Morgan		12.6	4.0	12,413	9,284
Muskingum		76.1	23.5	106,778	72,581
Noble (50%)		5.6	1.7	5,427	2,969
Perry		28.7	8.5	30,770	20,207
<b>Total</b>		<b>248.1</b>	<b>76.6</b>	<b>\$321,904</b>	<b>\$223,322</b>

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**YOU COVER**

**THE TAR HEEL GOLDEN TRIANGLE\***

\*WINSTON-SALEM—GREENSBORO—HIGH POINT... one of the richest, fastest growing markets in the entire Southeast.

\*\*218,599 sets as of August 1, 1954—an increase of over 45,259 sets in 7 months.

**WSJS-TV**

WINSTON-SALEM, N. C.

**NBC** Interconnected Television Affiliate

Represented By: **HEADLEY-REED COMPANY**

**WITH**  
**WSJS-TV**  
**CHANNEL 12**