

ELEVISION

MAGAZINE

MARCH, 1958

14th year of publication

DATA BOOK

1958 MARCH

THE TELEVISION MARKETS, county-by-county definitions . . . TV MARKETS VS. STANDARD MARKETS, comparison of coverage areas . . . ADVERTISER EXPENDITURES, network and spot.



MANEUVERABILITY

SPOT-TV

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

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

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

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



*I used to shoot in the high 90's
Then I bought **KPRC-TV, Houston**. I still shoot in the
high 90's, but boy, is my sales graph nice and cool!*

JACK HARRIS
Vice President and General Manager

JACK MCGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

IN DES MOINES, IOWA

KRNT-TV

NEWS

RATINGS

PEAK AT

50.8
Channel

AUDIENCE PERCENTAGE - 81%!

(THIS GREAT MARKET HAS THREE STATIONS)

IT FOLLOWS...

THE NEWS LEADER IS THE

STATION WITH THE MUST INGREDIENT

BELIEVABILITY

KATZ REPRESENTS THIS COWLES OPERATION



Only a ZIV

FABULOUS

"SEA HUNTERS"

STARRING

LLOYD BRIDGE



James W. SEILER, Director of ARB. Supervised the compilation of the ARB rating facts shown in this ad. This data again proves that ZIV SHOWS RATE GREAT time after time in city after city.

ZIV'S NEXT BIG RATING WINNER

now shooting at ZIV Studios!

ries could win such

FIRST RATINGS!

NEW YORK
WCBS-TV 10:30 P.M.

25.3

#1 AMONG ALL SYNDICATED SHOWS
outrating Wagon Train, \$64,000
Question, Maverick, Lawrence Welk,
Twenty One and others.

ARB Jan. '58

FLASH!

NEW YORK
2nd RATING!

25.8

AGAIN #1 AMONG ALL
SYNDICATED SHOWS

ARB Feb. '58

BOSTON
WBZ-TV 10:30 pm

25.0

Outrating Studio One,
Steve Allen,
\$64,000
and others.

ARB Feb. '58

DENVER

KLZ-TV 9:00 pm

22.5

Outrating Groucho Marx,
To Tell The Truth, G. E.
Theatre, Price Is Right,
Wagon Train and others.

ARB
Jan. '58

BIRMINGHAM

WBRC-TV 6:30 pm

31.3

Outrating Groucho Marx,
Steve Allen, Twenty One,
Disneyland, Wagon
Train and others.

PULSE Feb. '58

MIAMI

WTVJ-TV 7:00 pm

33.7

Outrating Wyatt Earp,
Twenty One, Steve Allen,
Phil Silvers, Ed Sullivan
and others.

ARB Feb. '58

PITTSBURGH

KDKA-TV 6:30 pm

28.8

Outrating Wagon Train,
Kraft Theatre, This Is
Your Life, Twenty One,
\$64,000 Challenge
and others.

ARB Feb. '58

SAN FRANCISCO
KRON-TV 7:00 pm

23.0

Outrating competing
programs: State Trooper,
and Andy Hardy Theatre
SPECIAL ARB RATING
Feb. '58

HOW GREAT CAN A SHOW RATE THE FIRST TIME ON TV?

Your answer is right here... in these
SEA HUNT first ratings... proof from an
impartial source that ZIV delivers high

ratings fast! Make your next TV show
a ZIV show and enjoy that happy spon-
sor feeling.

IT'S THE HOT, HOT, HOT NEW SHOW OF '58!

Pat O'Brien, Cesar Romero, Howard Duff, Bonita
Granville, Steve McNally, John Ireland, Lola
Albright, David Brian, Kent Taylor, Gene Barry,
Hans Conried and many more stars on exciting
ACTION impact shows on Target!

WITH **ADOLPHE MENJOU** HOST



14th year of publication

TELEVISION

MAGAZINE

DATA BOOK, 1958 • VOLUME XV, NO. 3 • MARCH

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NEXT MONTH: In a provocative interview, Robert Sarnoff sums up his experience as NBC president and issues a strong challenge to advertisers, agencies and the industry . . . Other highlights: A comprehensive review of the important question of station editorializing . . . A probing look at the question "How Fractionalized is the TV Audience?" . . . The media thinking of the man who guided the spot TV success of Anahist, J. S. Hewitt.

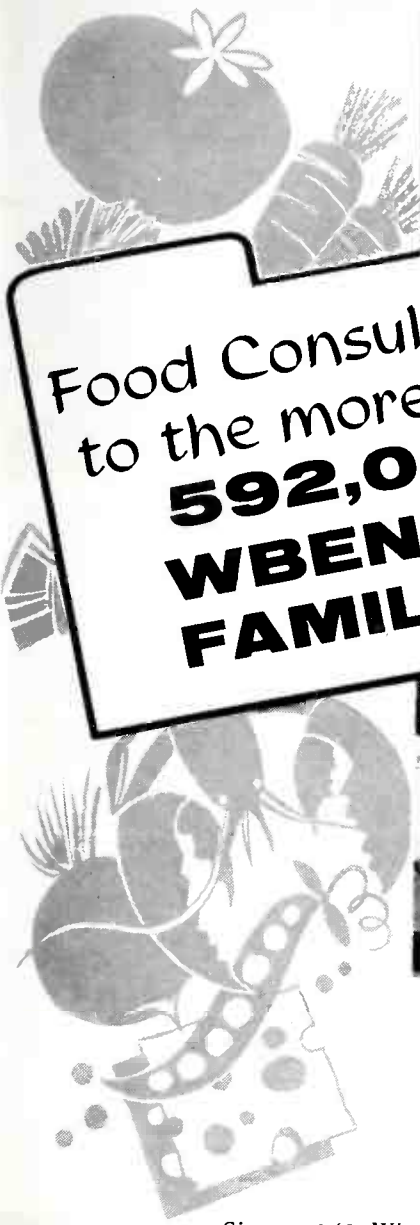
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Member of Business Publications
 Audit of Circulation, Inc.





Food Consultants
to the more than
592,000
WBEN-TV
FAMILIES



MEET THE MILLERS...
most popular exponents of the
Culinary Arts in Western New York

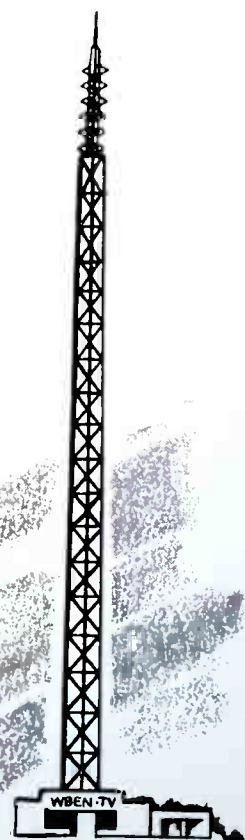
Since 1948 Western New York Homemakers have received most of their happiest recipes and helpful kitchen hints from Bill and Mildred Miller on their popular WBEN-TV "Meet the Millers" Show.

And too, on their show they've met practically every celebrity who has visited the Buffalo area. Bill and Mildred have that kind of program — service and celebrities for their viewers to enjoy. This adds up to sales and profits for their sponsors.

Consistently the most popular food merchandising show in Buffalo, "Meet the Millers" sells everything from copperware to biscuits to a predominantly female audience every week day afternoon.

If you have a product for home, family or kitchen it would be wise to investigate the Millers and the selling impact they have among the 2,419,000 consumers in the WBEN-TV coverage zone. Our Sales Department or *national representatives*: HARRINGTON, RIGHTER & PARSONS, INC. will be happy to fill you in on details.

WBEN-TV BUFFALO • CH. **4**
CBS BASIC



A black and white photograph of a man in a herringbone suit jacket, holding a hat and standing next to a leather briefcase. The man is shown from the chest up, looking slightly to the right. He is wearing a dark hat and holding it with his left hand. A leather briefcase with a metal clasp is in the foreground. The background is a plain, light-colored wall.

THE MAN
FROM
VICTORY
PROGRAM
SALES
IS HERE

VICTORY PROGRAM SALES – that's CNP's brand-new sales division, *exclusive* distributor of the CNP syndication re-runs and first-run-off-the-network shows, including "It's a Great Life" and "Medic."

While our NBC TELEVISION FILMS Division distributes only new CNP products like "The Silent Service," "Boots and Saddles—The Story of the Fifth Cavalry," and "Union Pacific," VICTORY PROGRAM SALES will serve the non-network program needs of stations and advertisers with the extensive range of properties listed below.

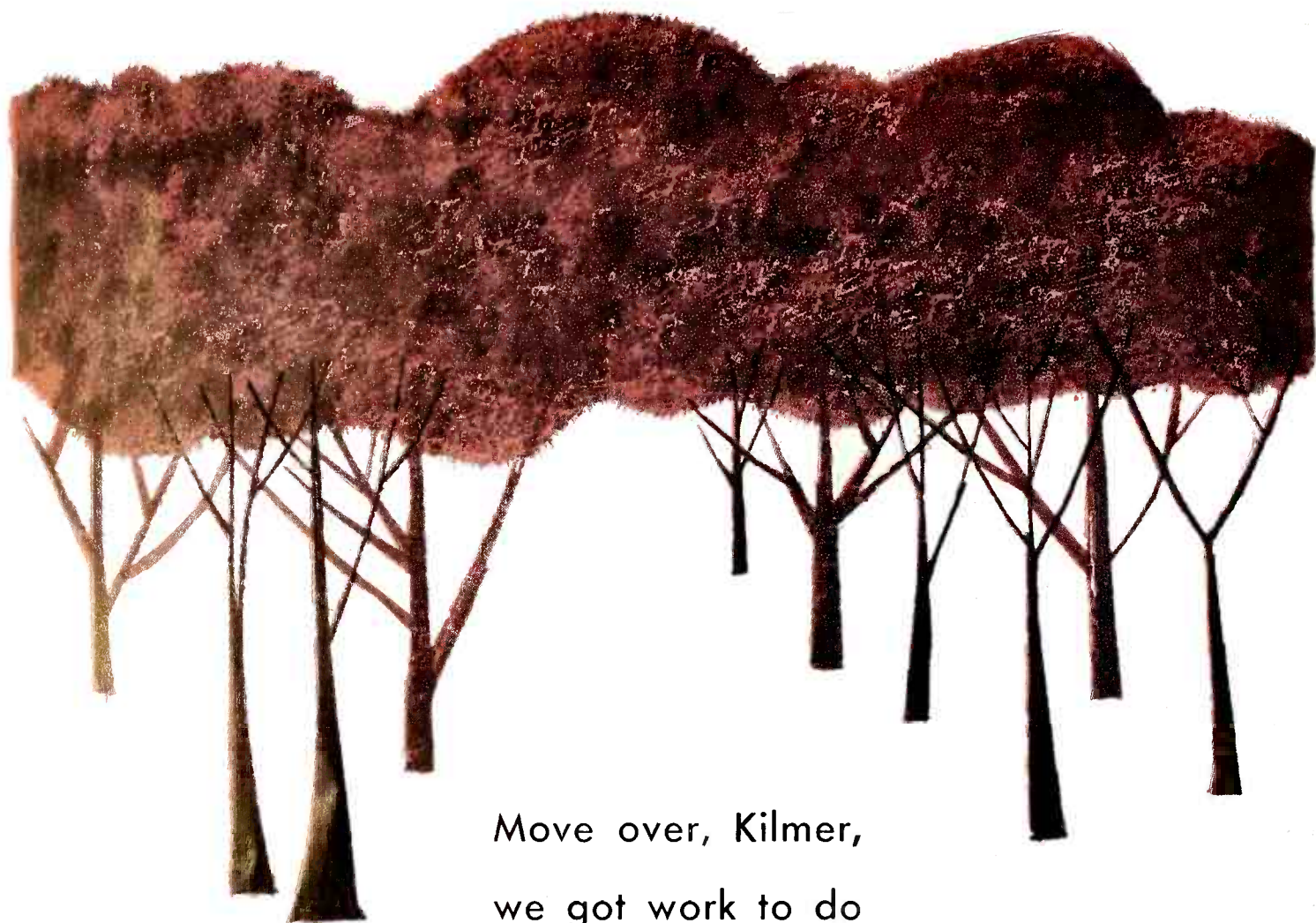
The man from VICTORY PROGRAM SALES is a highly-experienced specialist who knows the broadcasting business. Program schedules, programming problems, rates and comparative ratings—they're at his fingertips. He knows current sponsor commitments and he knows where potential income lies. Most of all, you'll discover, he knows how to be useful to *you*.

VICTORY PROGRAM SALES – A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

IT'S A GREAT LIFE • MEDIC • ADVENTURES OF THE FALCON • CAPTURED • CRUNCH AND DES
• DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY • INNER
SANCTUM • PARAGON PLAYHOUSE • STEVE DONOVAN, WESTERN MARSHAL • THE GREAT GILDER-
SLEEVE • THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD



Move over, Kilmer,
we got work to do

After all the poems are recited about individual trees (like cost-per-M's and top-shows-in-market and quarter-hour-wins and sets-in-use and coverage-area and merchandising-aids and total-homes-in-area and height-of-antenna and network-affiliation and mail-pull), you have to take a look at the forest.

In Eastern Iowa, WMT-TV is the fore-est[®] station.

WMT-TV • Channel 2 • Maximum Power
CBS Television for Eastern Iowa
National Representatives: The Katz Agency, Inc.

*This contracted figure comes to you through the courtesy of WMT-TV, whose national representatives will be delighted to show you oak trees, mahogany trees, strip trees and shoe trees, as well as the forest.

focus on BUSINESS

March, 1958

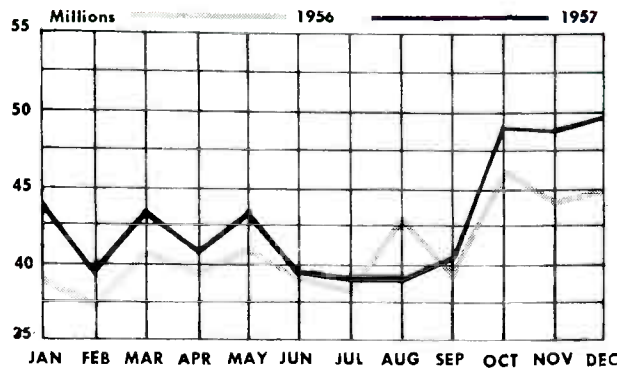
Gross TV network billings broke the half-billion mark in 1957. December billings of \$49.7 million raised the year's total to a record \$516,202,000, a rise of 5.7% over 1956.

As indicated in the table on this page, the bulk of the increase came in nighttime, which rose 7.8% over last year. The largest gains in nighttime dollar volume were registered by CBS; the largest percentage increase by ABC.

Daytime billings rose by 1.4%. Where NBC led in both dollar and percentage increase. CBS, still the front-runner in total sales, remained at its 1956 levels, while ABC billings fell 23.4%.

Audience levels continue to rise. AVB, citing Nielsen figures, shows that the average evening program in the first two weeks of January, 1958, reached a total audience of 9,665,000 homes. This is an increase of 9% over 1956. The average weekday daytime audience rose to 4,930,000 homes, up 12.5%; and the average weekend daytime audience reached 5,734,000, up 13.2%.

TV NETWORK BILLINGS



	December '57	December '56
ABC	\$ 8,614,646	\$ 6,699,450
CBS	21,980,607	20,395,400
NBC	19,146,483	17,666,721
Total	\$49,741,736	\$44,761,571

Source: PIB

TV NETWORK BILLINGS 1957 VS. 1956, TOTAL, DAYTIME & NIGHTTIME

	Total (000)			Nighttime (000)			Daytime (000)		
	1957	1956	% Change	1957	1956	% Change	1957	1956	% Change
ABC	\$ 83,071	\$ 76,726	+8.3	\$ 70,010	\$ 59,677	+17.3	\$ 13,061	\$ 17,049	-23.4
CBS	239,285	223,520	+7.1	154,452	139,250	+10.9	84,833	84,270	+0.7
NBC	193,846	187,921	+3.2	134,769	134,446	+0.2	59,077	53,475	+10.5
Total	\$516,202	\$488,167	+5.7	\$359,231	\$333,373	+7.8	\$156,971	\$154,794	+1.4

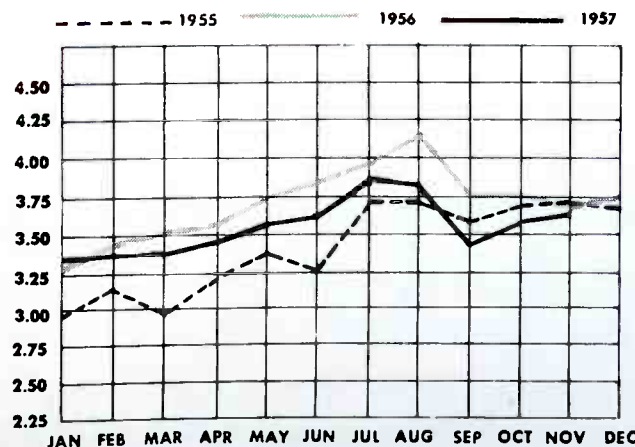
Source: PIB

TV VIEWING JANUARY TOTAL AUDIENCES, 1958-1955

	1958	1957	1956	1955
Evening Programs (000)	9,665	9,123	6,976	6,420
Weekday Daytime (000)	4,930	4,383	4,189	2,829
Weekend Daytime (000)	5,734	5,066	4,891	4,473

Source: A. C. Nielsen, First January Reports

TV NETWORK COST PER THOUSAND



November 1957 index: \$3.66
This graph traces the trend in c-p-m per commercial minute of a representative network half-hour. Based on all sponsored shows telecast 9:30-10 p.m., N.Y.T., during the ARB rating week, it provides a continuing yardstick of the performance of nighttime TV. This index is obtained by dividing the total costs of the programs by the total number of homes reached by these shows, then dividing this by the number of commercial minutes.

Sources: ARB, PIB, TELEVISION MAGAZINE

MARKETS

FEB. 1, 1958

Channel markets	143
Channel markets	68
Channel markets	39
(or more)- channel markets	20

Total Markets	269
Commercial stations U.S. & possessions	495

Number of U.S. TV homes	42,001,213
Number of U.S. homes owning TV sets	84.9

Source: TELEVISION MAGAZINE

RECEIVERS

	December '57	December '56
Production	573,541	626,984
Retail Sales	923,339	957,193

Source: EIA



THIS IS THE HOUSE THAT BUYS MORE TIME, SPENDS MORE TV DOLLARS, USES MORE BIG-NAME HOLLYWOOD TALENT, AND PROVIDES AMERICA WITH MORE HOURS OF SOLID ENTERTAINMENT THAN ANY OTHER HOUSE IN THE WORLD!

INSIDE THE HOUSE: Frank Sinatra, Eddie Fisher, George Gobel, Van Johnson, Jack Benny, Bob Cummings, Dean Martin, Jimmy Durante, Tyrone Power, Bert Lahr, Jane Powell, Marge & Gower Champion, Kay Thompson, Donald O'Connor, Ed Wynn, Jo Stafford, Kay Starr, Terry Moore, Mickey Rooney, Bill Lundigan, Walt Disney, Ward Bond, Bob Horton, John Daly—some of the talented people selected for and presented by our clients.

House Ad

RUN FOR THE TELEVISION DEPARTMENT OF

McCANN-ERICKSON, INC., ADVERTISING

New York · Boston · Cleveland · Atlanta · Houston · Dallas · Chicago · Detroit · Louisville · San Francisco · Los Angeles · Portland (Ore.)

in these 24 major markets

WABC-TV—New York
 WBKB—Chicago
 KTTV—Los Angeles
 WFIL-TV—Philadelphia
 WXYZ-TV—Detroit
 WHDH-TV—Boston
 KGO-TV—San Francisco
 WIIC—Pittsburgh

KTVI—St. Louis
 WEWS—Cleveland
 WJZ-TV—Baltimore
 KFJZ-TV—Dallas-Ft. Worth
 KING-TV—Seattle-Tacoma
 WPRO-TV—Providence
 WCPO-TV—Cincinnati
 KGW-TV—Portland

WDSU-TV—New Orleans
 WFLA-TV—Tampa
 WBNS-TV—Columbus
 WMCT—Memphis
 KFRE-TV—Fresno
 WOW-TV—Omaha
 WNBC-TV—Binghamton
 WFBG-TV—Altoona

Purse-suasion delivers 20 spots a week

for little more than the average time-and-talent cost of a daytime network quarter-hour

Let's play-back that headline, with amplification:

In the 24 key markets listed above, covering 60% of America's consumer buying-power, PURSE-SUASION delivers twenty sales messages every week, for little more than the average time-and-talent cost of one daytime network quarter-hour.

With so many "commercials" rotated week after week to cover a station's complete daytime audience, PURSE-SUASION combines the persistence of Saturation with the impact of Television. It reaches Mrs. America at home—during her business hours—when you can most easily focus her thoughts on the health and comfort of her family.

PURSE-SUASION rates mean low-cost selling for mass-market advertisers. Completely flexible—schedule a few markets, or coast-to-coast. Get the special presentation outlining the tremendous merchandising power of PURSE-SUASION. Phone your nearest Blair-TV office . . . or use the handy coupon now.



Sell
 Mrs. America
 with

PURSE SUASION

Penetrating Saturation
 with Daytime Spot-TV

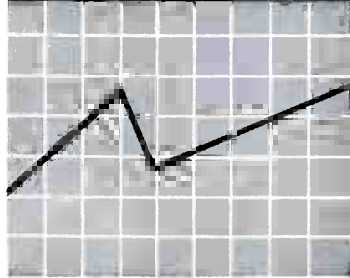
BLAIR-TV, DEPT. L
 415 Madison Avenue, New York 17, N. Y.
 I'd like complete information about PURSE-SUASION
 —and how to use it most effectively. Please phone
 me for an appointment.

Name _____
 Position _____
 Company _____
 Street Address _____
 City & State _____ Phone _____



OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
 Templeton 8-5800 Superior 7-5580 Kenmore 6-1472 Wood'd 1-6030 Chestnut 1-5686
 JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
 FLgin 6-5770 Riverside 1-4228 DUnkirk 1-3811 YUkon 2-7068 ELliott 6270

report on spot



How baked goods and food snack advertisers use spot TV in 16 major markets

Listed below are baked goods and food snack advertisers who used spot TV during a representative week in the third quarter of 1957 in 16 major markets, as reported by

Broadcast Advertisers Reports Inc. BAR tape-records all telecasts on a regular basis for seven-day periods. The schedules shown represent the TV activity of the brands in the

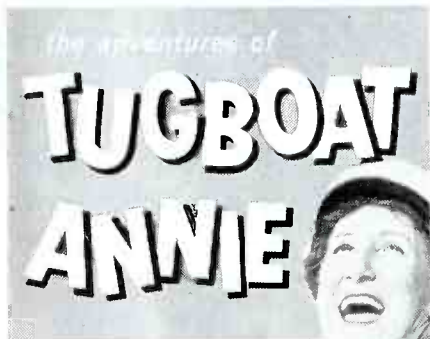
markets during the recording week. They are taken from the recent BAR report, "A National Guide to Non-Network Television Advertisers by Product Categories."

BAKED GOODS

ANN DALE BAKERY PRODUCTS					
Hartford	2 spots	COOK BOOK BREAD	Washington	1 program	MARBIS BAKERY PRODUCTS
ARCHWAY COOKIES		Dallas-Ft. Worth	37 spots	Baltimore	1 spot
Denver	1 spot	Houston	3 spots	St. Louis	6 spots
ARNOLD BAKERY PRODUCTS		COUNTRY CUPBOARD BREAD		MAURICE LENELL COOKIES	
New York	5 spots	Milwaukee	6 spots	Chicago	7 spots
AWREY BAKERY		COUNTY FAIR BAKED GOODS		MOTHERS CAKES & COOKIES	
Detroit	6 spots	Washington	1 program	Los Angeles	1 program
BARBARA ANN BAKERY PRODUCTS			19 spots	MRS. BAIRDS BREAD	
Los Angeles	9 spots	CUSHMAN BAKERY PRODUCTS		Dallas-Ft. Worth	43 spots
BENDER BAKERY PRODUCTS		Boston	1 program	Houston	56 spots
Denver	1 spot	C-W BAKERY PRODUCTS		MRS. KARLS BAKERY PRODUCTS	
BUE RIBBON BAKERY PRODUCTS		St. Louis	1 spot	Milwaukee	2 programs
Philadelphia	9 spots	DRESSEL BAKERY PRODUCTS		OLD HOME BAKERY PRODUCTS	
BOND BAKED GOODS		Chicago	2 spots	Boston	3 spots
Baltimore	2 spots	EDUCATOR COOKIES & CRACKERS		RAINBO BAKERY PRODUCTS	
Detroit	3 spots	Boston	1 spot	Denver	14 spots
New York	9 spots	GILBERT BAKERY PRODUCTS		Houston	46 spots
BUCHAN BAKERY PRODUCTS		Hartford	2 spots	SALERNO-MEGOWEN BISCUIT COMPANY	
Seattle	2 spots	GLADIOLA BISCUITS		Chicago	10 spots
BUTTER-NUT BREAD		Houston	1 spot	Detroit	1 spot
Chicago	1 program	St. Louis	2 spots	SCHAEFER BAKERY PRODUCTS	
COLONIAL BAKERY PRODUCTS		GRANDMA BAKERY PRODUCTS		Detroit	4 spots
St. Louis	17 spots	Seattle	1 spot	SILVER CUP BREAD	
CONTINENTAL BAKERY PRODUCTS		GRENNAN CAKES		Detroit	11 spots
Boston	1 program	Dallas-Ft. Worth	18 spots	STAR BAKERY PRODUCTS	
Chicago	23 spots	GUS BAKERY PRODUCTS		Denver	1 program
Dallas-Ft. Worth	2 programs	Denver	5 spots		1 spot
Denver	22 spots	HELMS BAKERY PRODUCTS		SUNBEAM BREAD	
Detroit	2 spots	Los Angeles	2 spots	Boston	6 spots
Hartford	3 programs	HI-Q PIES		Dallas-Ft. Worth	19 spots
Houston	33 spots	Denver	1 spot	Houston	20 spots
Los Angeles	1 program	HOLSUM BREAD & PASTRY		Washington	2 spots
Milwaukee	23 spots	Milwaukee	1 spot	SUNRICH BREAD	
Minneapolis	1 spot	Minneapolis	1 spot	St. Louis	9 spots
New York	35 spots	HOMETOWN BREAD		SUNRISE BAKERY PRODUCTS	
Philadelphia	2 programs	Hartford	13 spots	Minneapolis	3 spots
Seattle	35 spots	KEEBLER BAKERY PRODUCTS		SUNSHINE BAKERY PRODUCTS	
St. Louis	2 programs	Hartford	3 spots	Los Angeles	11 spots
	31 spots	KOESTER BAKERY PRODUCTS		New York	12 spots
	3 programs	Baltimore	38 spots	SUPREME BAKERY PRODUCTS	
	15 spots	LANGENDORF BAKERY PRODUCTS		Dallas-Ft. Worth	1 program
	3 spots	Los Angeles	1 program	Denver	2 spots
	14 spots	Seattle	27 spots		1 program
	3 programs		3 spots	TABLE TALK BAKERY PRODUCTS	
	32 spots	LAZARRA BAKERY PRODUCTS		Boston	1 program
	1 spot	New York	1 spot	Hartford	1 spot
	2 programs	MAMAS COOKIES		TASTY BAKERY PRODUCTS	
	45 spots	Dallas-Ft. Worth	3 spots	Baltimore	13 spots
	2 programs	MANOR BAKERY PRODUCTS		Philadelphia	1 program
	22 spots	Dallas-Ft. Worth	8 spots	TAYSTEE BAKERY PRODUCTS	
				Detroit	2 spots

/To next page

PRE-TESTED



**BRAND-NEW!
FIRST-RUN!**

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.



TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

REPORT ON SPOT *Continued*

Minneapolis	3 programs 6 spots
New York	5 programs 5 spots
St. Louis	4 spots
THOMAS BAKERY PRODUCTS	
New York	1 spot
TIP TOP BAKED GOODS	
Baltimore	5 spots
Chicago	1 spot
New York	1 spot
St. Louis	15 spots
TOWN TALK BAKERY PRODUCTS	
Denver	1 spot
TRIM DIET BREAD	
Los Angeles	26 spots
WEBER BAKERY PRODUCTS	
Los Angeles	5 spots
WESTERN BAKERY PRODUCTS	
Dallas-Ft. Worth	10 spots
WESTERN COOKIES & CRACKERS	
Baltimore	1 spot
New York	2 spots
Philadelphia	1 spot
ZINSMASER BAKERY PRODUCTS	
Minneapolis	1 spot

FOOD SNACKS

BON TON POTATO CHIPS	
Washington	1 spot
CAPITOL FRITO COMPANY	
Washington	1 program
CORONATION FOOD PRODUCTS	
Detroit	1 spot
DENTLER MAID POTATO CHIPS	
Houston	1 spot
EL CHICO ENCHILADAS	
Dallas-Ft. Worth	2 spots
EVERKRISP FOOD PRODUCTS	
Detroit	8 spots
FRITOS FOOD SNACKS	
Dallas-Ft. Worth	6 programs 5 spots
Houston	3 spots
Los Angeles	1 program 13 spots
Washington	1 spot
KAS FOOD SNACKS	
St. Louis	11 spots
LAYS POTATO CHIPS	
Washington	3 spots
MAJESTIC PICKLES	
Baltimore	1 spot
MANN FOOD PRODUCTS	
Washington	12 spots
M-F INSTANT DIP MIX FOOD SNACK	
Los Angeles	3 spots
MRS. DRENKS FOOD PRODUCTS	
Milwaukee	1 program
MRS. GRUBBS POTATO CHIPS	
Dallas-Ft. Worth	1 spot
MRS. HOWE FOOD PRODUCTS	
Milwaukee	3 spots
OLD VIENNA POTATO CHIPS	
St. Louis	1 program
PARAMOUNT FOOD PRODUCTS	
St. Louis	1 spot
RED DOT POTATO CHIPS	
Chicago	1 spot
SILVER BUCKLE FOOD PRODUCTS	
Milwaukee	7 spots
STATE LINE FOOD PRODUCTS	
Hartford	14 spots
TEMPTEE FOOD PRODUCTS	
St. Louis	1 spot
TOM SAWYER POTATO CHIPS	
Los Angeles	1 spot
TONERS FOOD PRODUCTS	
Denver	12 spots
TRITZELS PRETZELS	
Philadelphia	1 spot
TUOEY OLIVES	
Houston	1 spot
TV TIME POPCORN	
Dallas-Ft. Worth	1 spot

Ad libs are fine but...

It's a fact—quick quips, spontaneous gestures, are best caught on film. Then you are in control. A quick snip here . . . a laugh highlighted there—and you have a better show . . . one you can be proud of. That's because you see it before you show it on film. What's more, a very important "more," you're in control, too, of time and station! Use black-and-white—or color . . . there's an Eastman Film for every purpose.

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

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

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

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

or

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

**Be sure to shoot
in COLOR . . .
You'll be glad you did.**





Wanna start

Program series
now available:

Amos 'n' Andy

Annie Oakley

Assignment Foreign Legion

Brave Eagle

Buffalo Bill Jr.

Cases of Eddie Drake

Champion

Colonel Flack

Fabian of Scotland Yard

Files of Jeffrey Jones

Fire Fighters

Gene Autry

The Gray Ghost

The Honeymooners

Life With Father

Mama

Navy Log

Our Miss Brooks

San Francisco Beat

Terrytoons

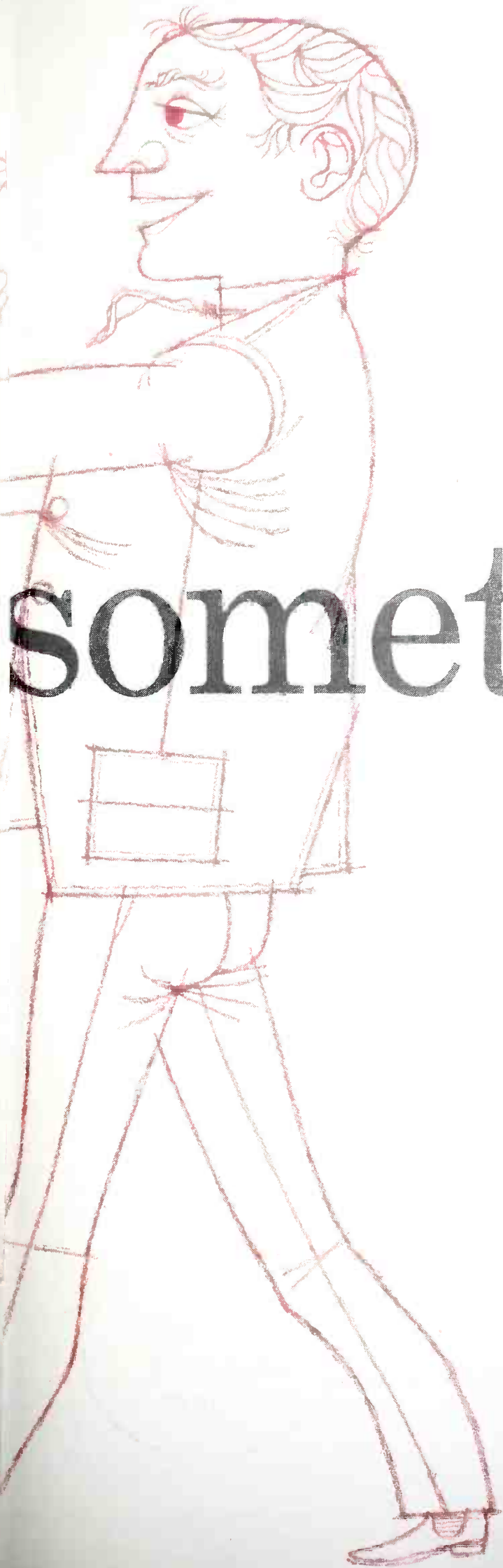
Whirlybirds

The Whistler

and Newsfilm,

a product of

CBS News



something?

We'll help you.

If the time's ripe for aggressive action...if you want to start a sales campaign that'll wallop your competition, contact us pronto. We are uniquely equipped to custom-produce a hard-hitting sales campaign for you.

Fact is, we've been starting new television *trends* for years. We originated the first Western series made for television (Gene Autry); the first and only Western with a female star (Annie Oakley); the first "documentary" service show (Navy Log); the first air-age series (Whirlybirds); the first Civil War series (The Gray Ghost). And there are more pace-setters in production right now.

Maybe one of our current or upcoming program series will fit your aggressive sales plans. If not, we'll produce one *that will*. The point is, when you want to start something, start with a call to...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"



EXTRA RIDES FREE
ON THE BIG K*



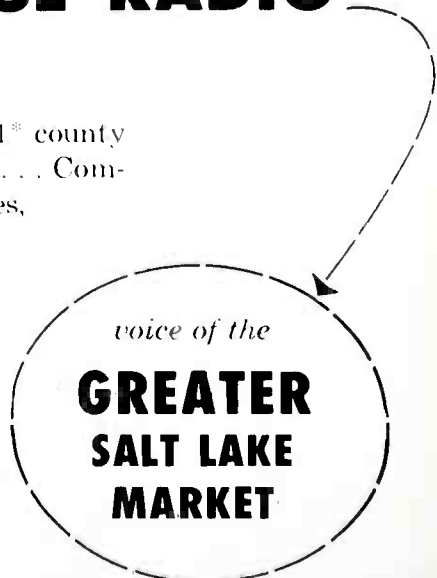
Powerful 50,000 watt * **KSL RADIO**

Now this is the kind of ride that advertisers really enjoy:
Coverage that reaches and sells 1,113,000 people in the 111* county
Greater Salt Lake Market. And these extra rides are free . . . Complete
merchandising programs guided by our expert on sales,
Harry Fletcher, to include: surveys, in-store displays,
contests, mailings and on-air promotions.
Take advantage of the plus selling that you get only
on the Big "K," and get your share of free rides
today!

CBS For the Mountain West.

Represented by CBS Radio Spot Sales

*NCS basic service area.





A MONTHLY FEATURE

BY KEVIN B. SWEENEY

President, Radio Advertising Bureau

TODAY'S TEENS, TARGET FOR TOMORROW

Dominating today's teenage market, radio can influence tomorrow's homemakers

Radio's hold on the teenager is about the tightest that any medium has on its audience. Substantially over two hours every day of the week is spent with radio stations by the average teenager.

Paradoxically, this is an embarrassment to us sometimes. Other media are fond of charging that the radio audience is large only because of the teenager (meanwhile they are peering at research straws, as the newspapers are, to prove they have not lost the teenage audience).

This charge—that radio's audience remains firm only because teenagers are its backbone—is ridiculous. A few pages with a slide rule will show you that less than a quarter of U.S. families have teenagers and a peek at any qualitative research on radio's audience will show you that at no time during the day does the teenager represent any more than 10% of radio's audience.

Radio stations create confusion with claims

Radio stations are responsible for some of the confusion in their claims and counter-claims about each other's programming practices. "Who listens to rock 'n roll except teenagers?", cries one. "It's music to steal hub caps by." Perhaps, but there are a few aging adults who like its insistent beat and, again, the one-man survey: Check the music being played on television programs being tailored to the widest ages. R & R comprises at least half of that music.

But there's much more to the teen-age "problem" than extending the claims that (1) the only people who listen to radio are teenagers and (2) radio is programmed exclusively for grown-up children.

Even if our audience were heavily loaded with teenagers, what's wrong with that? The status of the 17,630,000 teenagers in the American home and the American marketplace

has changed radically. In many homes, the teenager is making important contributions to family incomes. I'm not talking about kids of 13, 14 or 15 years of age but of the ones 16, 17 and 18 who are beginning to earn some real money of their own. Literally millions of teenagers—our estimate is that there are over 8,000,000—have a cash income of over \$1000 annually.

Teenagers' dollars are even more important than adults'

That amount of cash is going to revolutionize the marketplace itself, and every purchase made with it is proportionately more important than the same dollars spent by an adult purchaser.

To every advertiser, the teenager, whether spending his or her own money or the family money, is especially important because teenagers are crystallizing their brand preferences. And the teenager is—and must be—belligerently partisan with brands as in everything. This is the period of their lives when they are defending their attitudes on life, love, education, automobile operation and everything they buy. Convince them at that period and you've got them for years.

Here is a time when, by giving them reasons they can use when their peers or parents probe about why they are buying a brand, you can "own" them permanently. Check yourself. The brand preferences I formed between 16 and 19—where I bought my clothes, the shirt I bought, the brand of shoes—remained with me for 15 to 17 years.

Teenage girls are the real market to concentrate on. The census explains why—since 1947, the median age of the first marriages for females has never been above 20 years and 6 months and for the last six years it has hovered at just a few days above 20 years. (Male—22.7 years, in case you're interested.)

/To page 23

NO-CAL IS SOLD ON SPOT



ADVERTISER: How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.

No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate that campaign on our prime sales target—the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities

the clock campaign with a complete merchandising and program—the headline-making *Miss No-Cal Contest*."

Does Spot Television on WRCA-TV deliver? "Actual sales are confidential," says Mr. Kirsch, "but No-Cal is devoting share of a larger advertising budget to Spot TV. Not only signed for an increased Spot schedule on WRCA-TV, and our sponsorship of the *Miss No-Cal Contest* for 1958, but expanded our Spot TV campaign into the Philadelphia market."

Seated, left to right: No-Cal Corporation officials: Lee Kirscher; Hyman Kirsch, Chairman of the Board; Morris Kirsch, Standing, left to right: Donald C. Porteous, TV-Radio Director; Max Buck, Director of Sales, WRCA-TV; Ed Ke

RIGHT DOWN THE LINE!



PHOTOS BY MORRIS H. JAFFE

RETAILER: Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."

Retailers and advertisers alike are convinced that No-Cal's use of Television pays off *right down the line*. They know first-hand the advantages to the great NBC entertainment lineup and the top programs and personalities can do for advertisers who buy spots on the television stations represented by NBC Spot Sales.

To right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.

SPOT SALES

REPRESENTING TELEVISION STATIONS:

- | | |
|------------------------------|------------------------|
| HARTFORD-NEW BRITAIN-WNBC | LOUISVILLE-WAVE-TV |
| NEW YORK-WRCA-TV | CHICAGO-WNBQ |
| SCHENECTADY-ALBANY-TROY-WRGB | ST. LOUIS-KSD-TV |
| PHILADELPHIA-WRCV-TV | DENVER-KOA-TV |
| WASHINGTON-WRC-TV | SEATTLE-TACOMA-KOMO-TV |
| MIAMI-WCKT | LOS ANGELES-KRCA |
| BUFFALO-WBUF | HONOLULU-KONA-TV |

Time buying

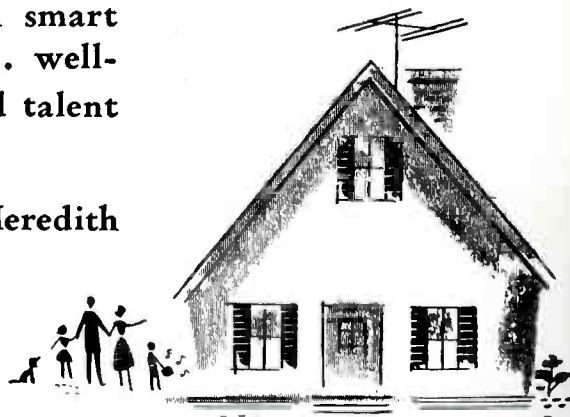
**made easy in
5 key markets . . .**

**KANSAS CITY, SYRACUSE,
OMAHA, PHOENIX, AND TULSA**

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

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

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

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

MONEY From page 19

...better than half of teenage girls
...only a few months from marriage
...a they are 19. And 12% of the
...ren are born to mothers under 19.
...not only are they homemakers
...er—making judgments on 200
...ifications of household products—
...they are mothers within a few years
...wards—43% of the children born
...o mothers under 24.

...B your own study of what shapes
...attitudes of the teenager in the cru-
...l years before homemaking. You'll
...the major attitude-maker might be
...personality on a radio station.

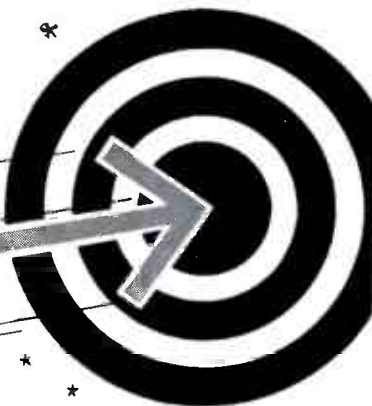
...Maybe it's about time we recognized
...obvious: That teenagers, dominated
...radio, although they are but a small
...ic of radio's whole pie, are a market
...dy and the market next year. If you
...in a little attitude shaping, I'm sure
...onfreres can arrange to send you
...re card. END

Aimed to hit your
market with

IMPACT!

TV'S PROPELLING

NEW FORCE...



"TARGET"

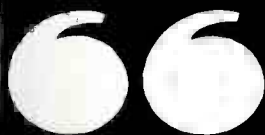
Ziv's dynamic new impact
series with Adolphe Menjou, host.



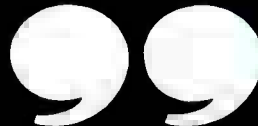
Additional copies of the

DATA BOOK

are available at \$2.50



Radio keeps me company. I'm not lonesome when the radio is on.



...istener's quote, from a study by Motivation Analysis, Inc. of C-O and
...dependent listening attitudes. C-O fans regard radio as a friend, and con-
...equently pay more attention to their station than do Independent listeners.



WEEI, Boston
WBBM, Chicago
KNX, Los Angeles
WCBS, New York
KMOX, St. Louis
KCBS, San Francisco

CBS-OWNED RADIO STATIONS



A MONTHLY FEATURE

BY GEORGE G. HUNTINGTON

Assistant to President, TvB

HERE TODAY – GONE TOMORROW

Today's brand king may be dethroned by an alert newcomer who uses TV aggressively

I am proud to see television fighting complacency—in people and in products.

Take TV itself. Few people are apathetic about television programming. Nielsen shows the continual climb in the public's endorsement despite the esoteric clamour of the competitive press. Take television commercials or stars or ratings: Everyone has an opinion, few are complacent.

But equally important is the effect television is having on the customers' complacency. It's impossible for me to be content with last year's or even *yesterday's* model after I've seen the wonders of the newest one. As Sindlinger reports, more time is spent with television than with all other media combined. Thus, this learning about new products and this demand for constant improvement must receive its major stimulus from television.

There is no security at the top today

With the accelerated pace television has created, it's hard to remember the time when a product that finally made the top of its field could afford complacency, could sit back confident that it couldn't easily be overthrown. Once a product had finally reached the number one position, it was secure. But today, television has created a way for the alert to overthrow the king—overnight.

Most top products have taken years to obtain distribution and win the public's confidence. From the vantage point of their success, they once could watch each new competitor and take time to make whatever moves were required to protect their position. Today, these products may not be able to make these moves unless they too employ the speed of television.

First step to overtake the leader is distribution. Before television this took time, time that allowed the leader to shift to meet you head-on. Today, something we once thought impossible is happening: Manufacturers are obtaining distribu-

tion without ever leaving home. Using television as their *marketing* medium, advertisers are getting distribution before their product is even ready for the dealers' shelves. Their television commercials create consumer demand to create dealer demand. Lestoil entered the highly competitive detergent field this way. Its television commercials preceded and created its distribution. Maypo is doing the same thing.

So you can't be complacent about the excellence of your distribution. You may be moved back or off the shelf by a product not even there for sale. As the Red Queen once said, "You've got to keep running just to stand still." I could add that if you want to move ahead, you've got to move still faster—which means television.

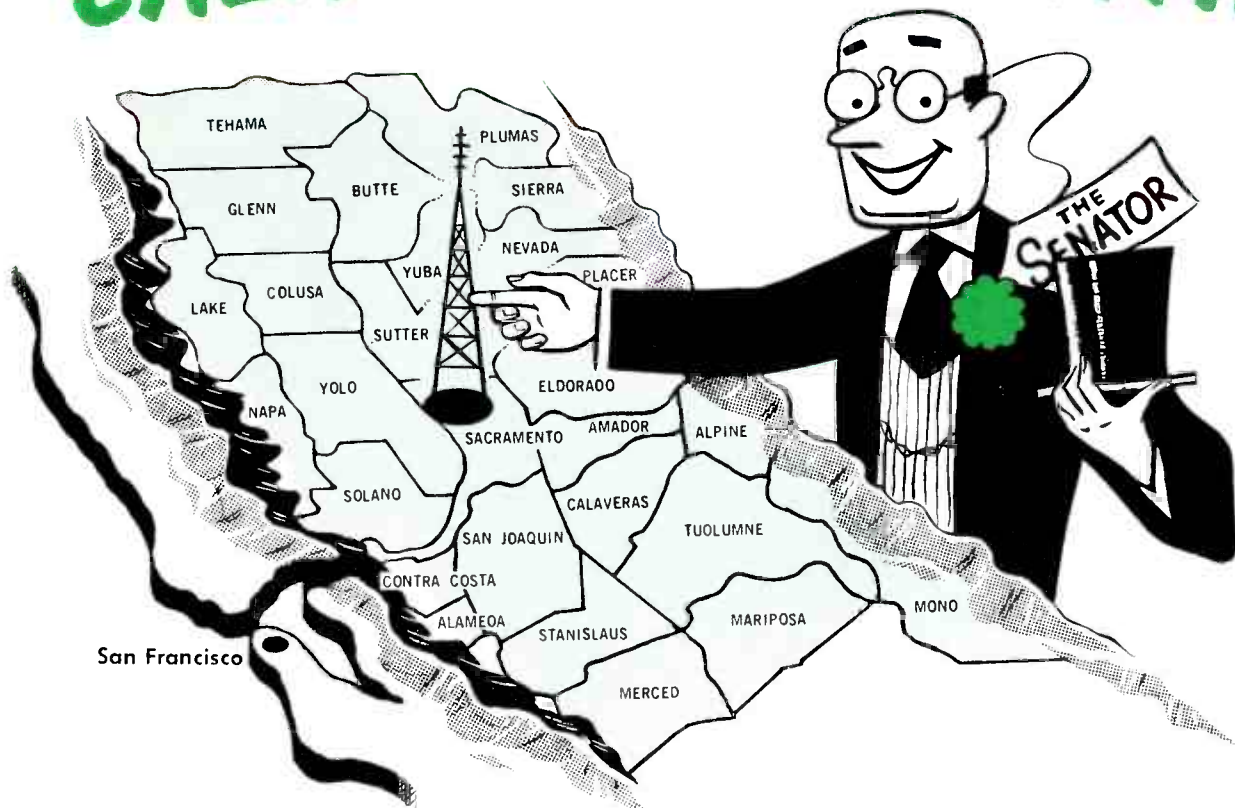
Tomorrow morning you may climb out of bed to find a full-grown giant as your competitor. While you slept, a new or an improved product may have reached 100,000,000 people through television, implanted its name, proven its merits through the actual demonstration television alone provides. You cannot be complacent just because you know your product is good; a competitor could have made improvements you might have made and, through television, let your customers know about them overnight.

The low-budget advertiser can make a large dent in TV

Remember the advantage you once had just because you had an advertising budget that was large, one that had taken years to accumulate? You've lost some of this advantage today. Now a small manufacturer with almost no budget can invest what little he has in television, which costs less per million advertising exposures than any major, measured medium. His audience today will lead to sales tomorrow, profits tomorrow. From these profits comes the money for more advertising. With his huge audience and the impact of television, he'll sell faster for faster profits for more advertising.

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1ST IN 27 NORTHERN CALIFORNIA COUNTIES



ARB'S NEW TOTAL TV AREA REPORT PROVES KCRA-TV FIRST IN 27 NORTHERN CALIFORNIA COUNTIES

KCRA-TV has been the unchallenged leader in every Metropolitan Sacramento ARB report since November, 1955...now the first ARB *Total TV Area Report* offers proof positive that this viewer preference for KCRA-TV extends over the full 27-county area served by the Sacramento stations.

ARB's new rating technique provides three important features:

- ① Measures the entire Sacramento television market area... not just one station's coverage... providing an accurate yardstick for all competitive stations.
- ② Reports total homes reached for each program instead of an area rating.
- ③ Provides program ratings for the Sacramento metropolitan area based on a simultaneously conducted survey.

Your Edward Petry and Co. representative will be pleased to show you ARB's new *Total TV Area Report**, giving the first complete picture of the total Sacramento television market. See this report and place your client's message on KCRA-TV, first in metropolitan Sacramento and first in the total 27-county Sacramento television market.

CALL PETRY FOR LOW COST-PER-THOUSAND AVAILABILITIES

*ARB, Total Television Area Report, December 1-7, 1957

KCRA-TV

Howard J. Smiley, Assistant General Manager
Robert E. Kelly, Station Manager

SACRAMENTO, CALIFORNIA

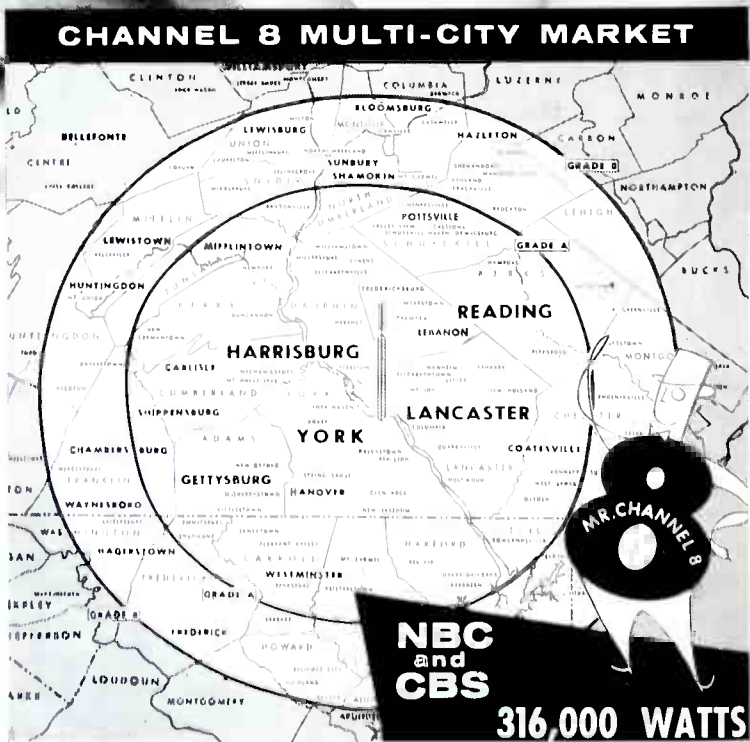
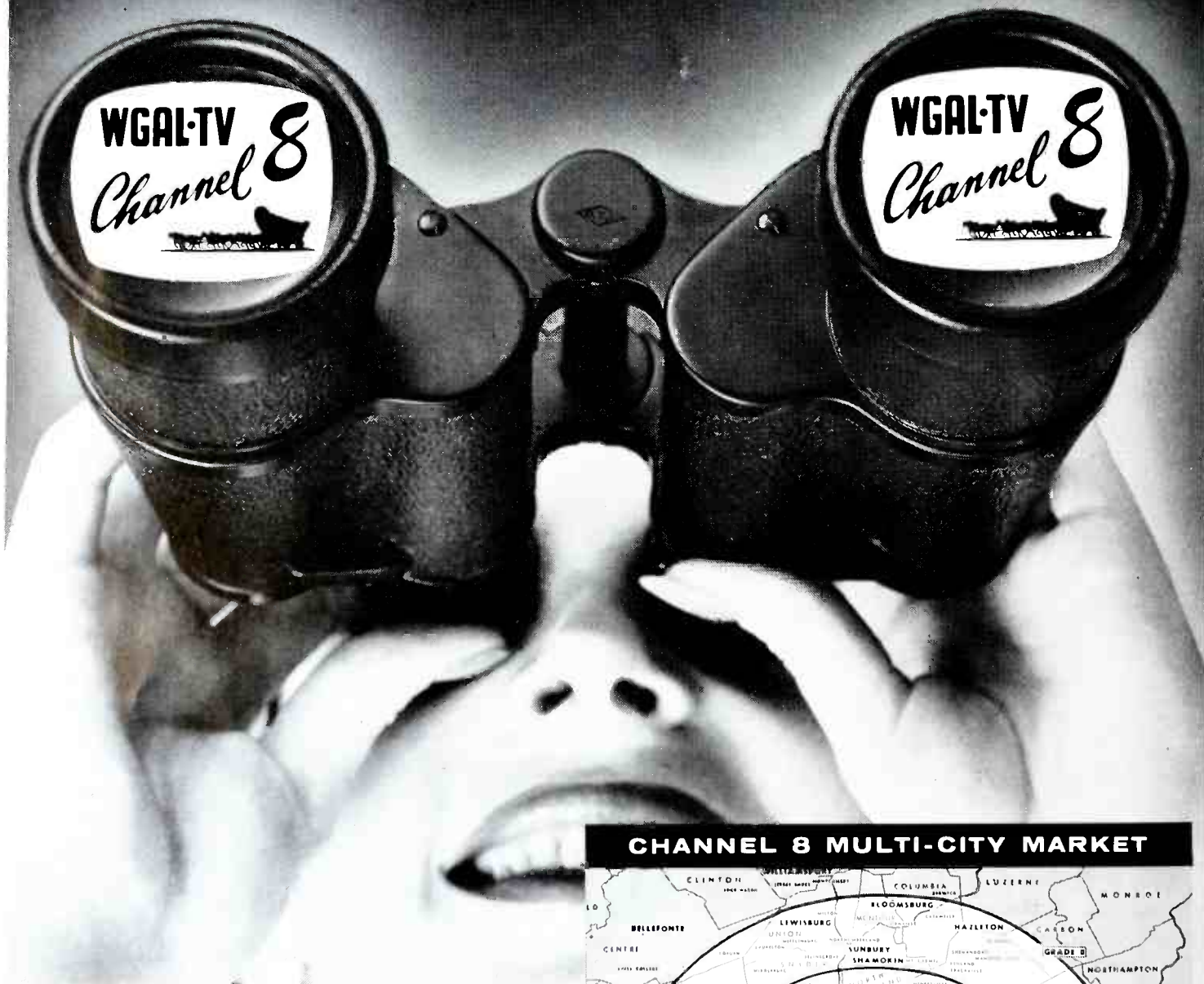
BASIC AFFILIATE

CLEAR

3

CHANNEL

a profitable way of looking at it



**purchase this TV market
instead of a single city**

WGAL-TV is dominant in the three standard metropolitan markets in the Channel 8 primary coverage area—Lancaster, Harrisburg, York—as well as in numerous other cities—Lewistown, Lebanon, Gettysburg, Chambersburg, etc. When developing marketing plans for your product, look beyond the usual single-city concept. Profit from WGAL-TV's multi-city dominance.

STEINMAN STATION • Clair McCollough, Pres.

WGAL-TV

**LANCASTER, PA.
NBC and CBS**

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

WHEELING 37* TV MARKET

*Television Magazine 8/1/57

One Station Sells Big
Booming Ohio Valley

#2 OF A SERIES
CHEMICALS



Chlorine Operator Don Neumann, one of 80 employed 12 miles from Wheeling at OLVAY PROCESS DIV.—ALLIED CHEMICAL Perkins Plant—Moundsville, W. Va.

Solvay manufactures Chlorine, Caustic Soda, Chloromethanes, Vinyl Chloride and many industrial chemicals needed in plastics, soaps, textiles, paper, gasoline and petroleum products. Natural salt deposits, proximity to consuming markets, excellent rail and Ohio River facilities motivated completion of this multi-million dollar operation in this area. Solvay—another BIG in this GROWING BIGGER market where nearly two million people spend over two-and-a-half billion dollars annually . . . where 425,196 TV homes react to the influence of WTRF-TV.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company

HUNTINGTON From page 24

Again, look at Lestoil. In 1954, Lestoil had only \$45,000 for advertising. It went into television. By 1955, Lestoil's sales had created an advertising budget of \$210,000. Again and again it was invested in television to grow to \$4,000,000 in 1957 and to about \$6,000,000 in 1958. Revlon did the same thing.

Compound interest on TV advertising

This compound interest earned from high speed television advertising now enables a small-budget advertiser to overtake his competition, unless that competition sells fast enough with enough television.

So you can't be complacent about these important marketing factors: your distribution and your budget. Both may be quickly and unhappily overtaken by a faster-selling, television-advertising competitor.

There's another area to watch as well: the back door of your factory, the end of your production line. You do your best to guarantee a steady stream of raw materials coming in the front door, raw materials purchased at a known price, bought on the competitive market.

How about the other end of your factory? What guarantee have you that your assembly line won't just end in a warehouse?

What way have you of insuring that your product can be sold as fast as you can produce it? If you can make a thousand units of your product an hour, people must consume them at least at the same rate if you're going to stay in business. What is the rate of your advertising? How fast is it creating public demand for the product that you manufacture?

Insure production by insuring demand

I believe that both television programs and television spot schedules represent important ways for you to insure this production rate. They are valuable franchises which give you entrée to millions of homes an hour so that you can quickly offset competitive inroads.

New and improved products, new and improved distribution and public demand, new and improved television: This television advertising is your best protection against the complacency that invites competition. **END**

Wisconsin's
2nd
largest
market
... any way you figure it.

POPULATION

1,643,400

393,095

TV Homes*

The 45th Market

TELEVISION MAGAZINE MARCH, 1958*

EFFECTIVE
BUYING
INCOME

\$1,928,627,260.

The Wisconsin Market
YOU MUST BUY

If you buy outside of
Milwaukee

ABC
and
CBS

TOWER 1165 FT. ABOVE
AVERAGE TERRAIN

WFRV TV

GREEN BAY
Wisconsin

Soren H. Munkhof,
Exec. V.P. - Gen. Mgr.
WFRV-TV Building, Green Bay, Wis.

HEADLEY-REED TV Reps

RCA Vidico

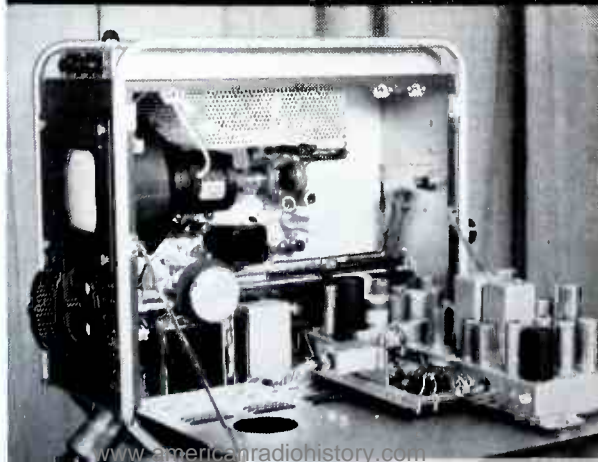
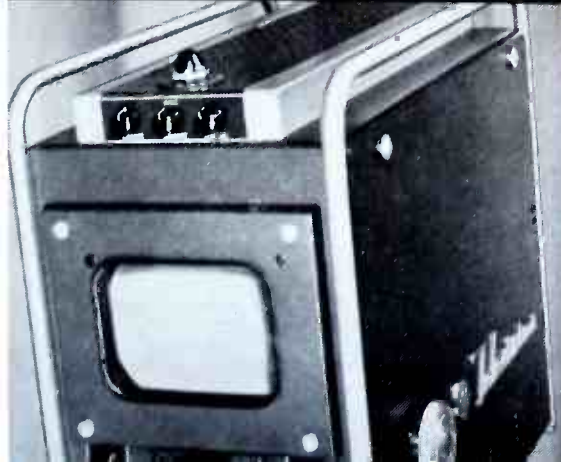


TYPE TK-15 VIDICO
CAMERA

7-INCH BUILT-IN VIEWFINDER

VERTICAL CHASSIS CONSTRUCTION

CAM OPERATED FOCUS MECHANISM



Studio Camera for Live Broadcast Use

Camera Design Combines Broadcast Equipment Standards with Operating Economy of the Vidicon Tube

For the first time the economy of vidicon operation is available in a live studio camera designed to Broadcast standards. RCA Broadcast engineers have incorporated the latest in techniques and circuitry into the TK-15 Vidicon Camera for TV studio use. The result is a camera which offers the same kind of operating convenience as other RCA Broadcast cameras. It provides high-quality pictures for flip card commercials, live news programs and other scenes on which the light level is adequate for vidicons.

*See your RCA Broadcast Sales Representative for additional information; or write for illustrated brochure containing complete particulars.
In Canada: write RCA VICTOR Company Limited, Montreal.*



Trmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

Camden, N. J.

These Advanced Features:

- SIMPLIFIED SET-UP AND OPERATION PROVIDED BY FEEDBACK STABILIZED CIRCUITRY
- BUILT-IN 7" VIEWFINDER, 4 LENS TURRET FOR BROADCAST TYPE OPERATION
- QUICK AND PRECISE OPTICAL FOCUS ASSURED BY NON-LINEAR FOCUS MECHANISM
- EXCELLENT PICTURE QUALITY WITH PROPER LIGHTING
- 14-INCH RACK-MOUNTED OUTPUT AMPLIFIER MAY ALSO BE HOUSED IN FIELD CASE FOR REMOTES
- COMPLETE ACCESSIBILITY OFFERED BY ITS VERTICAL CHASSIS DESIGN, WITH HINGED SUB CHASSIS



A MONTHLY FEATURE
ON THE TV COMMERCIAL
BY HARRY McMAHAN,
V.P., Leo Burnett Company

McMAHAN'S LAW AND SUBLIMINAL BONUS

TV may provide an unmeasurable dividend on the subconscious level

Writers bothered with Schwerinitis or research-says-it-stinks sickness may take heart at a new law proposed by Cook County delegate McMahan: *Television commercial recognition may be 50% higher than research methods now have the tools to prove.*

Nice bonus? It's possible!

Here's something Norm Cash and the industry in general might profitably pursue: For a long time, I've had a theory that TV might be giving a subconscious exposure that cannot be accurately measured. The so-called CEBU (Continuously Exposed, But Unverified) segment of the viewership may not respond to research questions and give adequate recall, but there is reason to believe that a tangible subconscious impression has been made on this bonus group.

In other words: there is a marked subconscious impression made by the commercial even though it is only vaguely seen or listened to—even if the viewer can't answer pointed questions about it.

Subconscious impressions are similar to subliminals

Now, we've recently been through a great deal of discussion about subliminal projection on TV (and readers of this column know my views *against* it). But this is not too far removed from the phenomenon I'm talking about: The effectiveness of the TV commercial on the viewer in spite of the fact that he may be unaware of it consciously.

I've tried the theory out on a few social scientists (Jim Witherell and friends at Social Research, Inc., in particular) and they see merit in McMahan's Law.

Writers, unite! End Schwerinitis forever! Support McMahan's Law!

And now some footnotes on videotape. Last month's column on the videotape recording of commercials might well have added these two interesting footnotes:

1. Those Easy Washer commercials on Bing Crosby's Pebble Beach tournament were videotape. And a total of 3½ minutes cost only \$13,000, it's reported—produced in ten hours shooting time! The program itself left much to be

desired, but *Variety* thought enough of the pictures-on-magnetic-tape commercials to believe they came directly from the golf course. Actually, they had been done in CBS studios, Hollywood. Outsmarting the whole industry on this one was Hooper White of Earle Ludgin and Company, the agency.

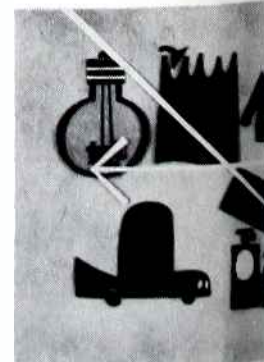
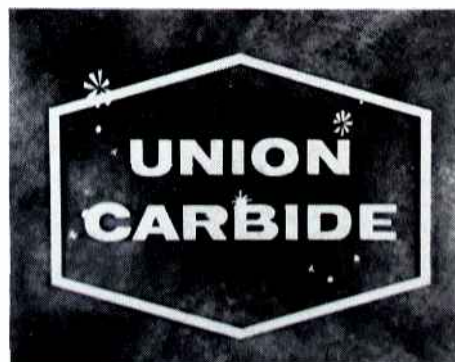
2. George Gould's Tele-Studios in New York will be under way most any day now with videotaping equipment, concentrating on commercials. Coupled with George's electronic matting know-how, this development could mean a big forward step in providing fast, film-like optical and special effects in completed commercials. Comes the revolution!

Mr. Kim and Union Carbide

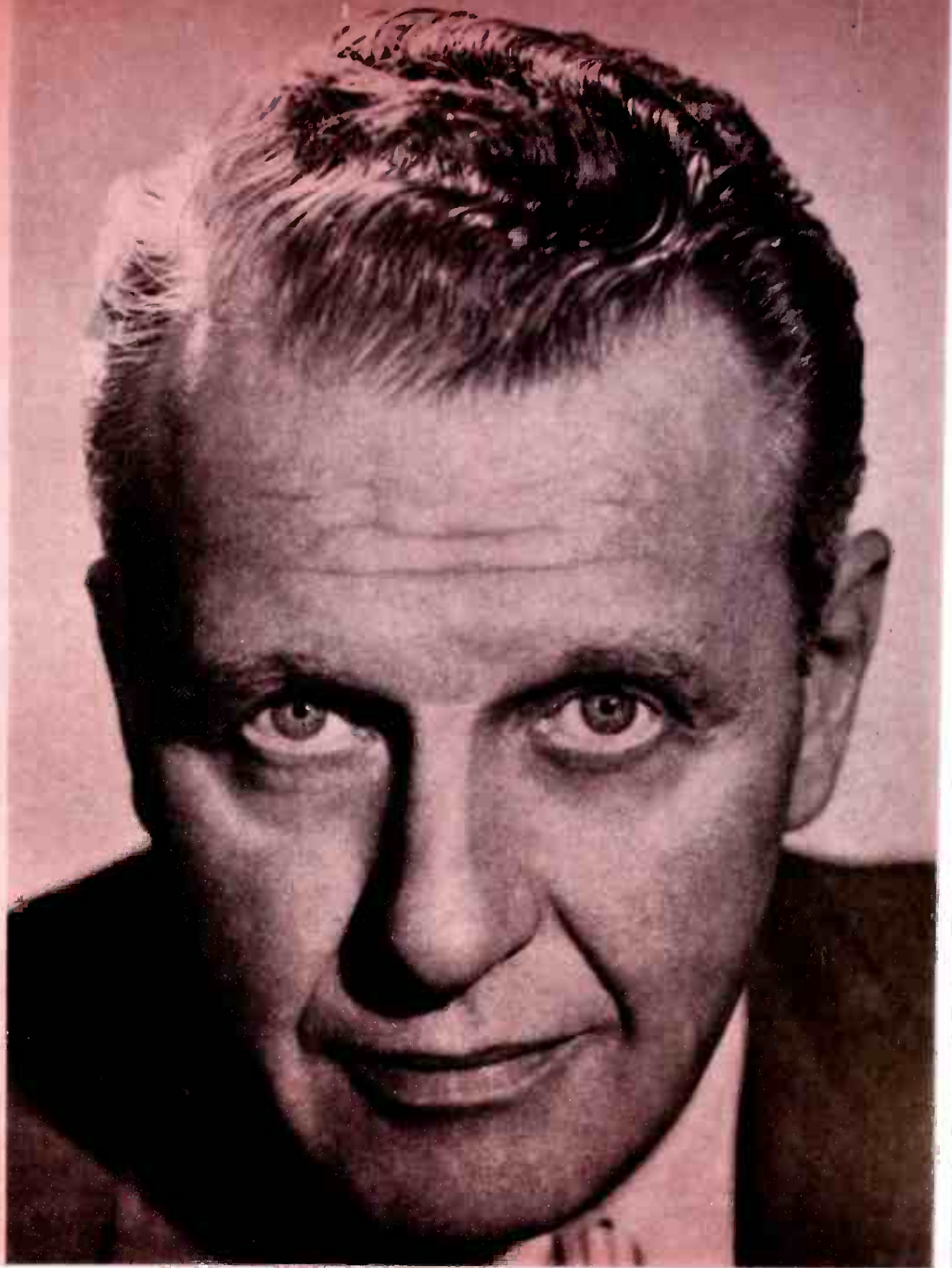
There may be a lot of Kims in Korea, but there's only one in the U.S.A., as far as I'm concerned. This is Paul Kim of Academy Pictures who designed the ingenious Timken commercials mentioned in this column some months ago. Now Kim has outdone himself in the new Union Carbide commercial premiered on the *Omnibus* show earlier this year. Here is a fine use of functional abstract art in an institutional commercial—a tremendously fine job both from an artistic and an advertising standpoint.

Gene Reichert and others at J. M. Mathes, Union Carbide's
/To page 32

Union Carbide commercial: Paul Kim, Academy Pictures



immediately
available...
82 half-hour
suspense
dramas



starring

RALPH BELLAMY

FOLLOW THAT MAN

FOLLOW THAT MAN on the CBS TV Network scored a smash 32.2 average Nielsen and a 53% share of audience for a full year. Audience composition: 46% women, 36% men, 18% children. Network-sponsored by CAMEL 3 straight years. 82 half hours on film are immediately available to regional and local advertisers.

ALREADY SOLD TO WCBS-TV AND TO STORER STATIONS — BOTH ACROSS THE BOARD FOR DAYTIME STRIPPING!

BE GREAT IN '58 WITH... **mca tv** FILM SYNDICATION

598 Madison Avenue,
New York 22, N. Y., PLaza 9-7500
and principal cities everywhere

the fabulous

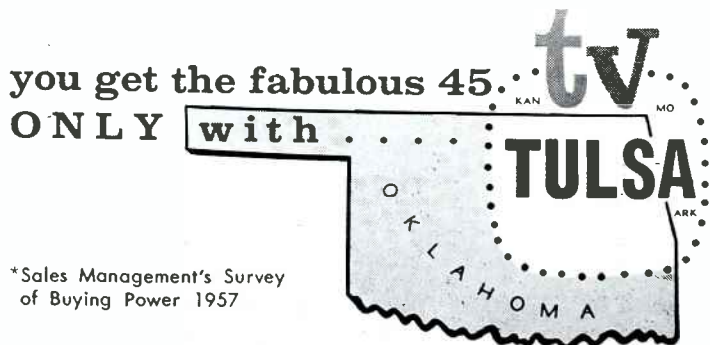


TV-TULSA covers 45 counties where . . .

RETAIL SALES TOTAL
\$1,405,638,000.00*

Food Sales total
\$306,757,000.00*

Drug Sales total
\$49,078,000.00*



*Sales Management's Survey of Buying Power 1957

McMAHAN From page 30

agency, also deserve credit in this excellent commercial.

One of the most interesting "stand-up pitch" commercials we've seen lately is the one with Anita Ekberg. Of course she stands up well, regardless, but we especially liked her in the Lustre Cream commercial.

Lennen & Newell, the agency; Metro Goldwyn-Mayer, the producer.

Funny weather ahead

I suppose most commercial producers, disgusted with the kind of scripts they get out of agencies, eventually decide they want to do a series of commercials "their own way"—without any sort of dictate or supervision.

Quartet, that wonderfully oddball Hollywood cartoon outfit, has done just that with a series of weather spots.

Speedway Gasoline, in Michigan, is the first sponsor to latch onto this series, devised and developed by Stan Walsh and Les Goldman (half of Quartet's four principals). Syndication for other areas is being handled by Dick Lewis, 360 North Michigan, Chicago.

Thank goodness someone has finally done something—something funny, that is!—about the weather! **END**

TERRE HAUTE,
Indiana's 2nd Largest
TV Market



251,970
TV Homes



BOLLING CO.
NEW YORK
CHICAGO

Put your products
where the people are!

SEA HUNT HIGHWAY PATROL
FRONTIER SAN FRANCISCO BEAT
BIG STORY BOOTS AND SADDLES
SUSIE CHARLIE CHAN MAMA
AMOS 'N' ANDY HAWKEYE TRACERS

Top-rated half-hours are available to program and participating advertisers on WJW-TV in the vital Cleveland market

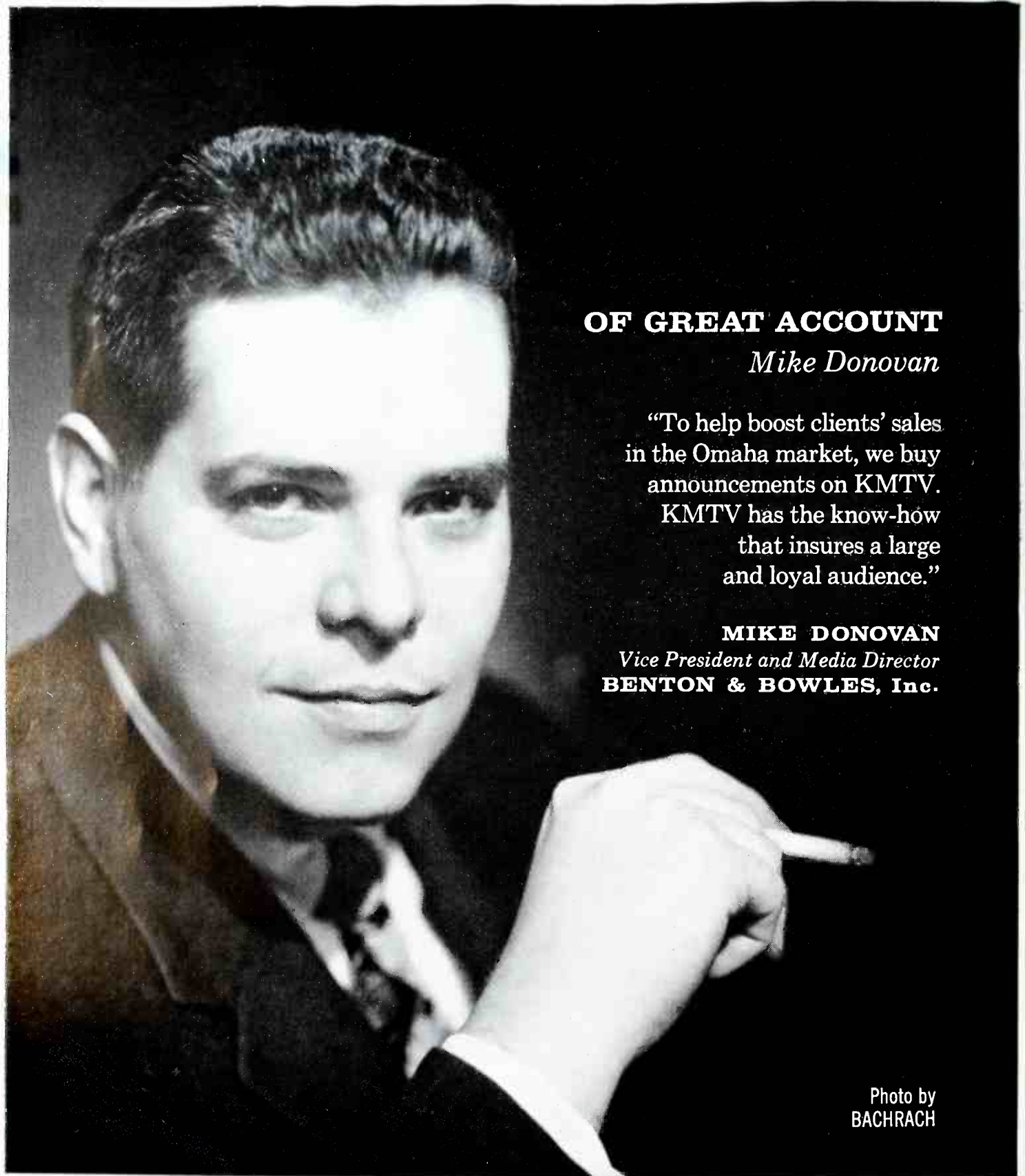


WJW-TV

CLEVELAND, OHIO

1630 EUCLID AVE. TOWER 1-6080

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



OF GREAT ACCOUNT

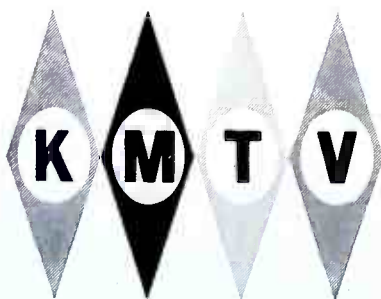
Mike Donovan

“To help boost clients’ sales in the Omaha market, we buy announcements on KMTV. KMTV has the know-how that insures a large and loyal audience.”

MIKE DONOVAN
Vice President and Media Director
BENTON & BOWLES, Inc.

Photo by
BACHRACH

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS! N.C.S.-2

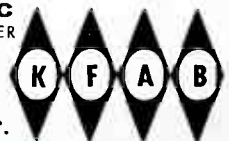


3 OMAHA

BASIC NBC-TV
MAXIMUM POWER

BASIC NBC
MAXIMUM POWER

Affiliated with NBC Radio in Omaha



Represented by Edw. Petry & Co., Inc.



COLOR LETTER



A MONTHLY FEATURE

BY HOWARD KETCHAM

A quiz show should receive the same careful color planning as a dramatic presentation

Is there any reason why a quiz show should not also be colorful? Even though it is a casual performance and the participants, quite rightly, appear in whatever unstudied attire seems best to them, the surrounding color could be made much more interesting. Certainly the pale blue draperies could be given a long deserved rest.

Featured inanimate objects, as well as the cast of a recent telecast of *The Price Is Right* appeared in surroundings so nondescript that I can't even remember what they were. Far from making the several automobiles, kitchen cabinets, motor boat and clothing stand out by contrast, this unimaginative background made them look all equally commonplace. Settings for programs of this sort need not, and should not, be elaborate or expensive, but a choice of back curtains in six or seven different colors, ranging from bright to black, could be easily provided to best dramatize the person or object on the screen.

Color in the commercial gave startling contrast

Conversely, the one brilliant color setting on this program occurred in a commercial showing jewelry in bright but fairly light-blue lined cases against a brilliant deep vermilion background. The color was startlingly interesting; in fact, so much so that I quite failed to notice the jewelry. A clear instance of too much color versus too little.

After this complaint it is a pleasure to observe that some of the dramatic shows are giving increasing evidence of color consciousness in their productions. An unpretentious play on NBC's *Maine Theater* called "The Man With the Pointed

Toes" showed a fine regard for appropriate settings and costumes. They were designed to display the actors to their best advantage. Most of the scenes took place against simple wood cabinets and paneling or against the slightly varied but neutral grays of a stone fireplace. These stayed in the background where they belonged and the actors' faces stood out warmly and vividly.

Costume colors enhanced mood of scenes

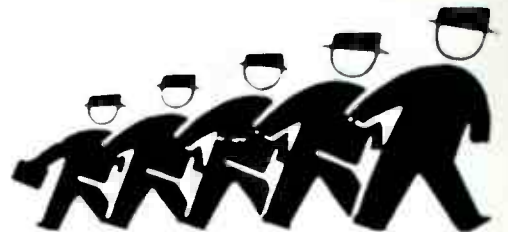
Costumes showed interesting variation. Some scenes were played down, with the participants dressed in inconspicuous grays and dark blues. But the more dramatic sequences were emphasized by the heroine's brilliant blue blouse or the hero's vermilion shirt. Such touches were especially effective because of the restrained handling of the surrounding color and sequences.

An excellent pace-changing contrast occurred in the dinner scenes. The first of these was an informal setting in which the ranch hands, wearing colorful shirts, sat around a red-checked table cloth in the foreground with the unobtrusive paneled cabinet in the background. The effect was that of a richly painted canvas. Later a more formal dinner party consisted of actors in dark blue and vermilion. The background cabinet, embellished with chinaware in more subdued shades of the same two colors, gave both consistency and a suggestion of luxury to the scene.

Throughout there was apparent a nice feeling of balance between warm and cool colors combined with effective use of simple ingredients.

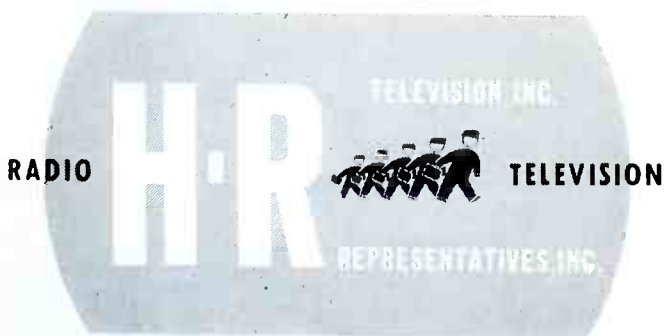
END

WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President

We've been moving steadily forward, since the day H-R was started by a group of Working Partners. Our list of stations has had a healthy growth; our staff has steadily increased; we've added offices from coast-to-coast. Yet while we have been moving forward, the basic character of H-R has never changed. The H-R Partners are still Working Partners and today, as when we started, "we always send a man to do a man's job."



380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 Financial 6-6440

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 Hollywood 2-6453

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5837

416 Rio Grande Bldg.
 Dallas, Texas
 Riverside 2-5148

1065 Penobscot Bldg.
 Detroit 26, Michigan
 Woodward 1-4148

1182 W Peachtree St.
 Atlanta, Georgia
 JACKson 3-7797

De George Bldg.
 3520 Montrose Blvd.
 Houston, Texas
 JACKson 8-1601

910 Royal Street
 Canal 3917
 New Orleans, La.

RADIO WRAP-UP

A monthly review of events in network and national spot radio

GENERAL STATISTICS

More than double the number of transistors were sold in 1957 than during the previous year, the Electronic Industries Association reports: 28,738,000 compared to 12,840,000 in 1956; Dollar value—\$69,739,000 vs. \$37,352,000. Radio sales in December totaled 2,031,444, excluding auto sets, compared to 1,651,950 for the same month in 1956 and 924,620 in November 1957. Cumulative radio sales in 1957 came to 9,721,285 compared to 8,332,077 in 1956. Auto sets are not included.

THE RADIO AUDIENCE

A radio study for the Christal Stations, conducted by Alfred Blitiz Research Inc., indicates that the kitchen is the main listening place, especially between 5 a.m. to 7 p.m. After 7 p.m., more listening takes place in the living room and bedroom.

A tabulation of program preferences by sex showed wide variations for men and women. Twice as many males as females preferred news summaries and play-by-play of sports—while women showed a stronger preference for dramatic shows and music.

According to the survey, nearly 67 million adults listen to radio on an average day, with peak listening points between 7 a.m.-10 a.m. and 4 p.m.-7 p.m. Females comprise the greatest listening group in most time segments, but males form the majority of the in-car audience.

LARGEST WEEKEND ADVERTISER

The largest weekend advertising campaign in radio network history, according to NBC Radio, gets under way this month with a *Monitor* for Universal C.I.T. Credit Corp., independent auto financing company. Purpose of the four-weekend promotion will be to stimulate spring auto sales.

Universal C.I.T. has bought 69 announcements on the weekends of March 21, April 25, May 23 and June 27 for an anticipated total of 314,425,000 commercial listener impressions. Announcements are scheduled to reach listeners at the rate of one every 15 minutes at peak radio hours.

The campaign marks the initial use of network radio broadcasting by the company.

NEW NATIONAL SPOT BUSINESS

Bond Stores Inc. will launch its annual spring radio drive on March 3 in about 45 markets . . . Realemon-Puritan Co.

/To page 39

RADIO SETS-IN-USE (IN HOME ONLY)

NIELSEN, NOVEMBER 1957

Hour*	Number of Homes	% Radio Homes Using Radio
6 a.m.- 7 a.m.	2,466,000	5.1
7 a.m.- 8 a.m.	5,705,000	11.8
8 a.m.- 9 a.m.	7,398,000	15.3
9 a.m.-10 a.m.	6,382,000	13.2
10 a.m.-11 a.m.	6,431,000	13.3
11 a.m.-12 noon	5,850,000	12.1
12 noon- 1 p.m.	6,237,000	12.9
1 p.m.- 2 p.m.	6,044,000	12.5
2 p.m.- 3 p.m.	4,932,000	10.2
3 p.m.- 4 p.m.	4,448,000	9.2
4 p.m.- 5 p.m.	4,013,000	8.3
5 p.m.- 6 p.m.	4,448,000	9.2
6 p.m.- 7 p.m.	4,738,000	9.8
7 p.m.- 8 p.m.	3,820,000	7.9
8 p.m.- 9 p.m.	3,094,000	6.4
9 p.m.-10 p.m.	2,853,000	5.9
10 p.m.-11 p.m.	2,514,000	5.2
11 p.m.-12 mid.	2,079,000	4.3

* Mon.-Fri. average before 6 p.m.; Sun.-Sat., 6 p.m. and after.

AVERAGE HOURS RADIO USAGE PER HOME PER DAY

Month	Hours
September, 1956	2.17
October	2.01
November	2.17
December	2.22
January, 1957	2.20
February	2.17
March	2.08
April	2.14
May	2.10
June	2.00
July	1.81
August	1.85
September	1.95
October	1.90
November	1.79

Source: A. C. Nielsen

Interview: *Armella Selsor*

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



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

Now! EVEN-WAVING LOTION!



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



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

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



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

Chicago will use an unspecified number of markets for a limited spot radio drive in combination with print media . . .

Encoc Oil Co. of California started a 52-week radio campaign sponsoring three five-minute newscasts weekday afternoons on 15 California stations.

Welch Grape Juice has bought campaigns in about 125 markets . . . United Fruit has bought the top 60 markets for 1 to 12 weeks . . . American Home Foods kicked off a radio spot schedule on February 27 for 13 weeks with 10-second spots . . . American Tobacco Co. started a campaign February 24 for Hit Parade. The schedule, placed in major markets, runs for 26 weeks . . . Boyle-Midway, makers of Cifin shoe polish, is using 10-second spots in a 13-week campaign in top markets. Twelve to 14 spots per week will be scheduled in each market.

Chesebrough-Pond's and Crown-Zellerbach have been buying schedules on West Coast stations. Sales were also made for Alka Seltzer, Chevrolet, Royal Crown Cola, and American Sugar.

NEW BUSINESS ON THE NETWORKS

Leggett & Myers, for L&M Filters, placed orders last month on MBS, CBS Radio, ABN, and NBC Radio. At least three contracts were 52-week orders. Included in the purchases were two weekly "Impact" segments on CBS, three-days-weekly participations in MBS' week-night mystery-adventure-dramatic series and two five-minute newscasts Thursdays and Fridays. On ABN, the purchase involved seven weekly participations on *Herb Oscar Anderson* and the *Jim Backus* shows.

NBC added Libby-McNeill-Libby to its advertiser list; got orders from Bufferin and Quaker State Oil. Quaker State Oil has signed for sponsorship of *Game of the Day* as well as six five-minute week-end sports programs in cities where MBS will not permit affiliates' broadcasts of the program. The 26-week order was placed by Kenyon & Eckhardt.

CBS received business from Barbasol and the *Saturday Evening Post*, which bought a one-day schedule on the network to plug an article.

Pepsodent has scheduled a two-week campaign on ABN for Dove with participations on the *Herb Oscar Anderson*, *Jim Reeves*, *Jim Backus* and *Merv Griffin* shows . . . R. J. Reynolds renewed 23 weekly newscasts on ABN for Camel and Winston. CBS Radio's "Impact" picked up Grove Labs, which added 60 segments through Cohen & Aleshire. Chrysler took four weekly segments for February and General Mills also ordered four segments weekly for ten weeks starting in March, and six segments for 13 weeks starting May 31.

Milner Products plans to spend half of its 1958 budget—or roughly \$1 million—in radio. Expanded schedule calls for participations on a series of network daytime programs. Milner has purchased *The Robert Q. Lewis Show*, *Nora Drake* and *Ma Perkins*, all on CBS; *Breakfast Club* on ABN; and *Kate Smith* on MBS. North American Van Lines, Ft.

Wayne, renewed sponsorship of news segments on NBC's *Monitor* on Sundays.

B. T. Babbitt went into 20 weekly participations for 13 weeks on NBC Radio in February and was expected to make spot buys in various large markets in a switch from print to air media for Bab-O. The company will augment its radio campaign in late March with a purchase of TV spots in 20 top markets. Broadcasting allocations are estimated at about \$1.6 million up to and inclusive of June.

Westelox will return to network radio with two schedules of minute and 30-second announcements on NBC's *Monitor* during the April-May-June graduation gift season and November-December Christmas season.

MORE ON SUBLIMINALS

Experiments continue on subliminal advertising. KOL, Seattle independent, injected several messages at three sound levels on three music tapes. The audience was told beforehand to listen and phone in what they'd heard. Most persons who called heard the message given at the higher, and fairly audible, sound level. A much smaller number heard the other messages. Over 100 calls were received. The station, however, refused to fill a request for advertising on a sub-audible level.

SALUTE TO RADIO

May has been designated as National Radio Month. The organizations sponsoring this event include Radio Advertising Bureau, the National Association of Broadcasters, Electronics Industries Association and the National Appliance and Radio-TV Dealers Association. RAB proposed the change from a week's salute to the medium to the designation of a whole month.

NETWORK VS. INDEPENDENT

In an updated version of a previous study on "The Dynamic Change in Radio," Adam Young continues an analysis of audience trends in the top 25 markets through late 1957. The major findings are contained in the following figures:

TOP-RATED STATIONS, TOP 25 MARKETS
(Including Ties)

	Network Affiliates	Independent Stations
1952	26	0
1956	15	13
1957	4	21

RADIO NEWS

Enthusiastic response of Mutual's affiliates to its "Operation Newsbeat" has resulted in the formation of a Mutual Network News Correspondents' Association. The newly-formed group has initiated a drive to gain for radio journalists proper press recognition and the same privileges accorded print media.

END

GALAXY 20

ODD MAN OUT
THE LAVENDER HILL MOB
THE RED SHOES
IN WHICH WE SERVE • CAESAR AND CLEOPATRA
THE PROMOTER
ADAM AND EVALYN
ISLAND RESCUE
THE MIKADO
THE MAN IN GRAY
THE BLUE LAGOON
IVORY HUNTER
TIGHT LITTLE ISLAND
WHITE CORRIDORS
CLOUDED YELLOW
THE NOTORIOUS GENTLEMAN
THE MADONNA OF THE SEVEN MOONS
STAIRWAY TO HEAVEN
THE IMPORTANCE OF BEING EARNEST
THE WOMAN IN QUESTION

Brightest Stars

including Alec Guinness, called by the Saturday Evening Post, "odds-on candidate for this year's Oscar"... Rex Harrison and Stanley Holloway all America wanted to see in "My Fair Lady"... Vivien Leigh, Stewart Granger, Kim Hunter, David Niven, James Mason, and others in the same orbit.

Most Brilliant Features Package

20 great pictures — every one an outstanding production which has won out-of-this-world critical raves. Drama... Comedy... Mystery... Romance... Suspense... Musical... Adventure.

This One is a Buy

from Bangor to Butte, and across the nation. "Has what it takes for local box-office" is the way Variety put it.

This package is going to move with the speed of light... Don't delay your reservation. Call or wire immediately.

..Alec Guinness.....Vivien Leigh.....Rex Harrison.....Lilli Palmer.....Claude Rains.....Moira Shearer.....James Mason.....



ABC FILM SYNDICATION, Inc. / 1501 Broadway, N.Y. 36 / LACKAWANNA 4-5050

County-by-county coverage . . .

Market data correlated to TV areas . . .

Advertiser investments in network and spot TV

TELEVISION MAGAZINE

DATA BOOK 1958

In 1957, network TV time costs broke the five hundred million dollar mark for the first time in the medium's history. Advertisers spent \$516,201,566 for time, and over \$90,000,000 for programming.

According to TvB, spot billings rose approximately fifty-one million dollars from the 1956 figure of \$397,498,000 to \$448,734,000 in 1957. Analysis of the quarterly breakdowns shows the expected summer slump in the third quarter giving to a fourth-quarter figure of \$119,835,000, highest for the year.

Combined network and national spot billings went well above the billion-dollar level, continuing the billion-plus trend for the third consecutive year.

P&G remained the number one advertiser in both spot and network television. Gross network time and production costs for P&G amounted to an estimated \$432,544,646 for the year. Assuming frequency and other discounts, which might reduce this amount by about 25%, P&G's net expenditure for network TV was approximately \$325,000,000. In spot, the soap company laid out \$25,916,800 in gross time charges. Total gross TV expenditures for P&G are estimated at over \$90 million for 1957.

Chrysler placed next behind P&G, with \$28,458,276 in gross network time and production costs. All three major automotive producers were included among the top ten network spenders.

Although rankings within the top network group were shuffled around, there were no new additions to the list. Ever Brothers—not listed in 1955 and tenth in 1956—moved to sixth place in 1957 with gross expenditures of \$4,160,409.

GROSS NETWORK TIME SALES

1957	—	\$516,201,566
1956	—	488,167,634
1955	—	406,899,059
1954	—	320,154,274
1953	—	227,585,656
1952	—	180,794,780
1951	—	127,989,713

Source: Publishers Information Bureau

A complete breakdown, by company and product, of the way advertisers spent their money in network television during 1957 is given in the Advertiser Expenditures section beginning on page 49.

This listing gives the parent company, its program(s), product(s), agency, network, number of stations used during the final month of the year, gross time and production costs, and total number of telecasts for the year.

The details of how 4,154 spot advertisers invested a total of \$448,734,000 are shown in the section beginning on page 75.

Food and grocery products remained in first place as the biggest-spending category for 1957. Cosmetics and toiletries were next, followed by beer, ales and wine. Continental Baking and General Foods were the leading advertisers in the top spot category.

Network production costs continued their slow general rise, although regularly sponsored programs seemed to be approaching a plateau. It was in the one-shot "special," which doubled in number over 1956, that production costs

/To next page

went up considerably. Most expensive show of the past year was General Motors' 50th Anniversary show, with an advertiser tab of \$705,800. Other "specials" with high production costs were "Pied Piper" and "Annie Get Your Gun," which cost \$588,200 each.

Re-runs continued to be the best buy for low-budget advertisers, with such shows as "The Buccaneers" selling for considerably less than their original first run prices.

The number of TV homes, TV stations, and markets all continued to rise, but at a slower rate than in past years. As of March 1, 1958, the figures were: number of TV homes, 42,001, 213; percentage of U.S. homes having TV, 84.9%; total number of TV markets, 269; commercial TV stations in the U.S. and possessions, 495.

Exclusive TV markets report

TELEVISION MAGAZINE's exclusive Television Markets report (see page 89), defines the coverage area of each TV market and lists each county reached by that market. Vital market data—Population, Families, and Retail Sales—are correlated for each of these TV markets. These totals are correlated for TV coverage by TELEVISION MAGAZINE's Research Department. They are based on data from Sales Management's 1957 "Survey of Buying Power."

Because many television stations cover a much wider area than the standard metropolitan county area, it is essential for most advertisers to consider both TV-markets and standard-metropolitan-county definitions in a comparison of Families, Population and Retail Sales for each market.

Just how drastically these markets can vary is shown in the case of the

TOP TEN SPOT ADVERTISERS		SPOT TV EXPENDITURES BY QUARTERS (1957)	
Estimated gross time expenditures in 1957			
Rank	Company	Expenditures	
1.	Procter & Gamble	\$25,916,800	
2.	Brown & Williamson	12,988,900	
3.	Continental Baking	10,190,100	
4.	Sterling Drug	8,635,900	
5.	General Foods	8,447,900	
6.	Colgate-Palmolive	7,739,100	
7.	Lever Brothers	7,643,000	
8.	Carter Products	6,995,300	
9.	Miles Laboratories	6,392,600	
10.	National Biscuit	5,822,300	

SPOT TV EXPENDITURES BY TYPE OF SPOT (1957)	
Announcements	\$199,879,000 (44.5%)
ID's	48,856,000 (10.9%)
Participations	112,549,000 (25.1%)
Shows	87,450,000 (19.5%)

SPOT TV EXPENDITURES BY TIME OF DAY (1957)	
Day	\$145,038,000 (32.3%)
Night	259,320,000 (57.8%)
Late Night	44,376,000 (9.9%)

TV market of Albany-Schenectady-Troy, N.Y., whose three TV stations cover three times the number of homes included in the standard market definition. Retail Sales for the TV market is \$1.4 billion larger than that of the standard market area.

Who rates which market?

A calendar of rating services for 250 TV markets indicates which areas are surveyed, how often and by which services. The five rating services which issue local reports—American Research Bureau, Nielsen, Pulse, Trendex, Videodex—are described, and their techniques, samples, and costs are summarized.

The month-by-month calendar of TV markets can be used to determine which will be given local ratings at any particular time, when the last survey was made, and when the next one will be undertaken.

Directory section

A compact directory section contains several lists often used by advertising people. Included are: stations, with call letters, and personnel; networks, with names of key executives; station reps, with offices and stations represented; syndicated film distributors; feature film distributors.

Sources of data

Production costs, circulation figures, market definition and market data correlated for TV coverage are prepared by TELEVISION MAGAZINE's Research Department. They are copyrighted. All population and sales figures are based on Sales Management's 1957 "Survey of Buying Power" and have been used with special permission. Further reproduction is forbidden. Advertisers' time costs are from Publishers Information Bureau, Inc. END

THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and production expenditures

Company	1957		1956		1955		1954		1953		1952		1951	
	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)	Rank	Expenditure (000)
Procter & Gamble	1	\$66,325	1	\$62,045	1	\$46,949	1	\$31,025	1	\$21,300	1	\$20,574	1	\$12,205
Chrysler	2	28,458	4	27,609	2	27,615	9	12,730						
General Foods	3	25,576	3	29,126	6	21,651	6	16,450	6	11,432	3	11,871	2	12,111
Colgate-Palmolive	4	25,278	5	26,224	4	25,559	2	19,485	2	16,260	2	12,464	4	6,831
Gillette	5	24,709	6	23,210	5	22,684	5	17,190	7	11,000	9	7,286		
Lever Brothers	6	24,160	10	16,512					9	10,763	5	11,131	8	4,974
General Motors	7	23,776	2	36,221	3	26,340	3	18,480	4	12,880	7	9,044		
American Home Prod.	8	23,094	8	19,793										
Ford Motors	9	22,081	7	20,228	9	16,389							5	6,752
R. J. Reynolds	10	21,037	9	17,769	8	17,615	4	17,810	3	13,276	4	11,131	3	7,586
General Electric							8	13,800	10	8,958				
General Mills					10	15,030	10	12,545					10	4,087
American Tobacco					7	17,786	7	15,700	5	12,247	6	10,693	6	6,371
Liggett & Myers									8	10,777	8	7,403	7	5,942
P. Lorillard													9	4,784

BELIEVABILITY

precludes distortion of the facts

here are the **Flint** facts
as authenticated by ARB

The Flint Television Audience

January, 1958

Station Share of Sets-in-Use Summary:

	WWJ-TV (NBC)	Station B Detroit (CBS)	Station C Bay City (NBC)	Station D Lansing (All)	Station E Detroit (ABC)	Other
Sign-On to Sign-Off	34.9	31.8	19.1	6.3	5.9	2.9

Two Detroit stations run one-two in Flint in survey after survey after survey.

People are not misled by such a weird claim as "First in Flint in Signal Strength," or by such a blatant statement as "Favorite in Flint," with no facts to support the claim. Here are a few examples to prove the fact:

The Flint Television Audience -- ARB

January, 1958

Program Carried By All Three Stations	WWJ-TV Detroit	Station B Bay City	Station C Lansing
Wide Wide World January 5, 1958	40.2	19.9	6.0
Tales of Wells Fargo January 6, 1958	35.5	15.3	3.3
Father Knows Best January 7, 1958	30.6	14.9	2.0
"M" Squad January 10, 1958	23.9	10.0	4.3
Perry Como January 11, 1958	29.6	14.3	3.0

FIRST IN DETROIT!

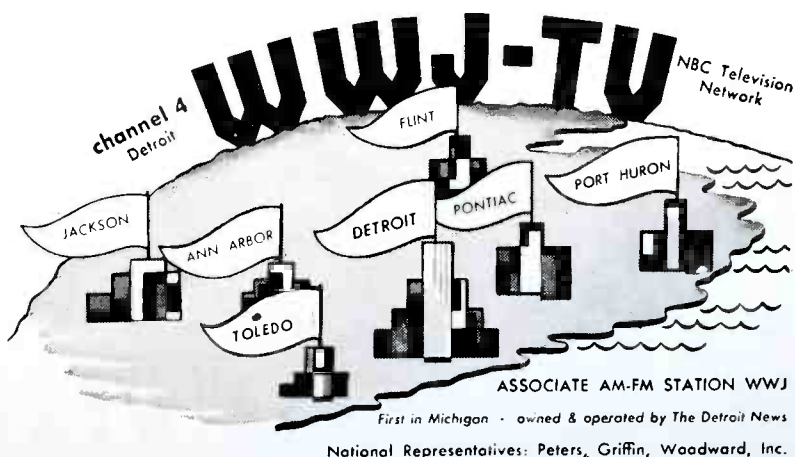
(January 1958 ARB)

FIRST IN FLINT!

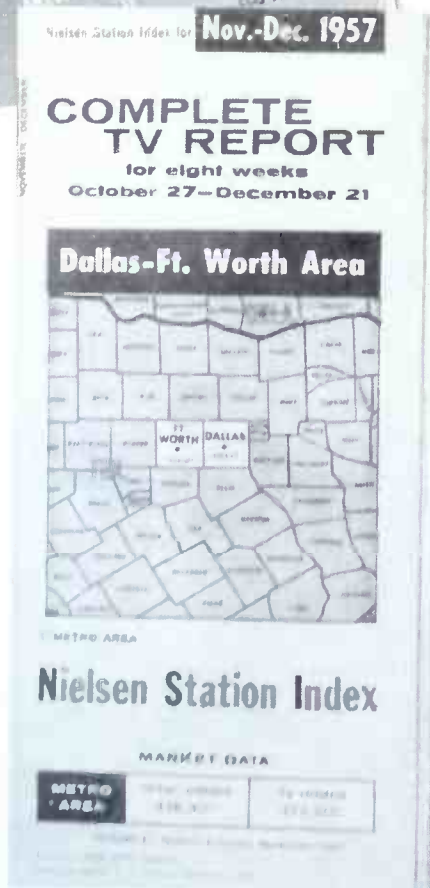
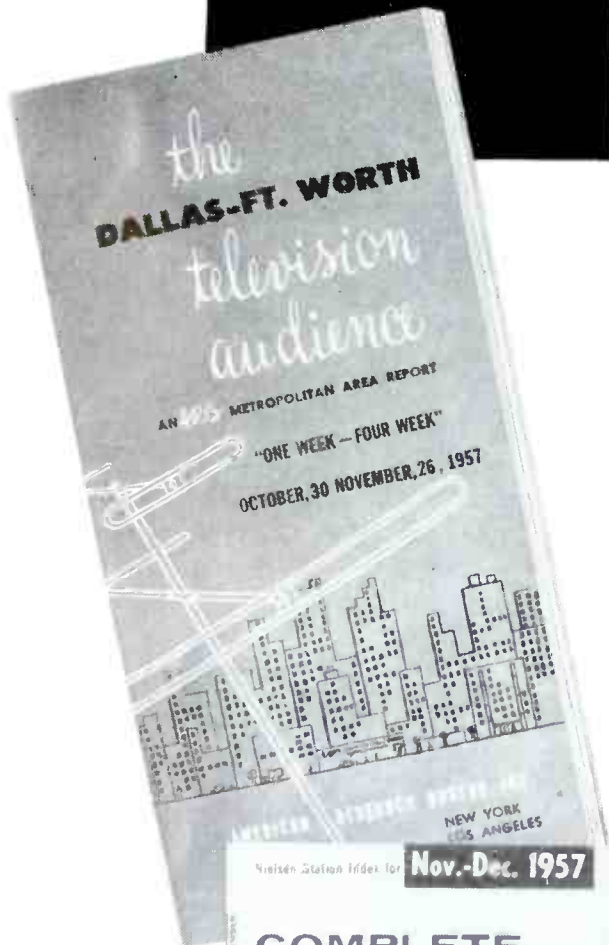
(January 1958 ARB)

FIRST IN BELIEVABILITY!

(Month after Month)



**TAKE
YOUR
PICK-**



both of these
fine rating services
now substantiate it...

WFAA-TV DALLAS

blanketing the greater Dallas-Fort Worth Market

is *definitely* the
NEW LEADER!

Monday through Friday when all
4 stations are on the air:

WFAA-TV delivers *more total quarter hour
leads* than any other station!

WFAA-TV is *undisputed leader* by a big mar-
gin from 3 P.M. until 10 P.M.!

WFAA-TV is *viewed by more* people from
noon until sign-off than any other station.

*Call your Petryman for
the complete story!*

WFAA-TV
DALLAS



Channel **8**

*Per-telecast estimates for network
television programs broadcast during 1957*

PRODUCTION COSTS

though television production costs again rose slightly in 1957, two trends became apparent: regularly sponsored network programs seemed to have hit a "plateau" not far from the 1956 level; on the other hand, one-shots, or "one-offs," nearly doubled in number and went up in price. General Motors' "Fiftieth Anniversary Show" topped the list of one-shots with a \$705,800 production tab. "Pied Piper," sponsored by Liggett & Myers, cost \$588,200, as did "Annie Get Your Gun," whose costs were shared by Pepsi-Cola and General Motors.

Reruns continued to be the low-budget advertiser's best bet. "Buccaneers," costing \$30,000 in its first run on the network the previous year, was priced in 1957 at \$2,900, and

Sir Lancelot, at \$32,500 in 1956, cost its two rerun sponsors \$1,450 each in 1957.

Listed below are TELEVISION MAGAZINE's exclusive estimates of what the advertiser paid for his program per telecast. Agency commissions are included; commercial production costs are not.

The shows listed are those that began before or during the calendar year of 1957 and include all sponsored programs except those which were dropped at the end of the year. In the case of a shift in advertisers or network, the last association in 1957 is the one listed.

Key—F: film; A: alternating; S: shares sponsorship with other advertisers; R: regional sponsor only.

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
A & T. Science Series (F)	CBS	American Telephone & Telegraph	\$230,000
A & T. Science Series (F)	NBC	American Telephone & Telegraph	230,000
Academy of Motion Pictures Arts & Science Awards	NBC	General Motors	250,000
Adventures of Jim Bowie	ABC	American Chicle	33,500
Adventures of Ozzie & Harriet (F)	ABC	Eastman Kodak	45,000
Adventures of Rin-Tin-Tin	ABC	National Biscuit Co.	30,000
Adventures of Robin Hood	CBS	Johnson & Johnson (A) Wildroot(A)	35,000
Alcoa Goodyear Theatre (F)	NBC	Alcoa Co. of America (A) Goodyear (A)	40,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Alfred Hitchcock Presents (F)	CBS	Bristol-Myers	\$ 42,500
All Star Baseball Game	NBC	Gillette	125,000
All-Star Golf (F)	ABC	Miller Brewing (A) Wildroot (A)	20,500
All-Star Jazz Show	NBC	Timex	130,000
American Bandstand (1/4 hour segments)	ABC	General Mills	1,700
(1 minute participations)	ABC	7-Up	700
Andy's Gang (F)	NBC	Minnesota Mining & Mfg.	7,000
Annie Get Your Gun	NBC	Pepsi-Cola (S) General Motors (Pontiac) (S)	294,100
Arlene Francis Show (1/4 hour segments)	NBC	Sterling	2,300
Armstrong Circle Theatre (A)	CBS	Armstrong Cork	51,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Gas Special	CBS	Campbell Soup	\$34,000
ere Welk Show	NBC	Exquisite Form	205,800
ere Welk's Top	ABC	Chrysler (Dodge)	22,500
ams & New Talent	ABC	Chrysler (Dodge & Plymouth)	22,500
et to Beaver (F)	CBS	Remington Rand	37,500
al Riley (F)	NBC	Lever Bros.	39,000
h Le-Up (F)	CBS	Brown & Williamson (A)	35,000
		Procter & Gamble (A)	35,000
h Lie Ranger (F)	ABC	General Mills	25,000
h Lie Ranger (F)	CBS	General Mills (A)	18,000
		Nestle (A)	18,000
th Young Show (F)	NBC	Procter & Gamble	38,500
Life	CBS	Multi-sponsored	2,800
uffe Bail-Desi Arnaz			
ta (F)	CBS	Ford Motor (Ford)	350,000
Sw Starring Rose-			
ari Clooney	NBC	Lever Bros.	42,000
and (F)	NBC	American Tobacco (A)	37,000
		Hazel Bishop (A)	37,000
ure Chevalier's Paris			
F)	NBC	Breast-O'-Chicken Tuna	90,000
veck (F)	ABC	Kaiser Industries	75,000
et McGraw (F)	NBC	Procter & Gamble	37,500
ke Mouse Club (F)			
1/2 hour segments)	ABC	Multi-sponsored	6,000
igh Mouse Playhouse			
F)	CBS	Colgate-Palmolive (A)	7,750
		General Foods (A)	7,750
Wallace Interviews	ABC	Philip Morris	11,700
illionaire (F)	CBS	Colgate-Palmolive	34,000
ss America Pageant of			
197	CBS	Philco Corp.	150,000
adin Romances			
1/2 hour segments)	NBC	Multi-sponsored	2,700
ams & Eve (F)	CBS	Colgate-Palmolive (A)	40,000
		R. J. Reynolds (A)	40,000
Pro Basketball Games			
(p 1/4 game)	NBC	Bristol-Myers	†25,000
		Brown & Williamson	†25,000
		Carter Products	†25,000
Major League Base-			
bl Telecasts			
(p 1/4 game)	NBC	R. J. Reynolds	†25,000
Matinee Theatre	NBC	Participating	* 10,650 to 20,310
News			
1 hour segments)	NBC	Multi-sponsored	7,500
That Tune	CBS	Kellogg (A)	25,000
		Whitehall (A)	25,000
atnal Invitation			
asketball Game	CBS	Carter Products	8,750
		Kemper Insurance	8,750
Log (F)	ABC	U. S. Rubber	38,000
mbus (A)			
2 hour segments)	NBC	Aluminium Ltd. (S)	35,000
		Union Carbide (S)	35,000
uge Bowl Football Game	CBS	General Motors (Buick)	275,000
trinal Amateur Hour	NBC	Hazel Bishop	20,000
Boone Chevy Show-			
om	ABC	General Motors (Chevrolet)	40,000
rice Munsel Show	ABC	General Motors (Buick) (A)	45,000
		General Motors (Frigidaire) (A)	45,000
Paul Winchell Show	ABC	Hartz Mountain Products	14,800
ople are Funny (F)	NBC	Gillette (Toni) (A)	27,500
		R. J. Reynolds (A)	27,500
ople's Choice (F)	NBC	American Home Products (A)	35,000
		Borden (A)	35,000
rry Como Show			
(20 Minute segments)	NBC	Multi-sponsored	46,000
rry Mason (F)	CBS	Purex (S)	40,000
(1/2 hour segments)		Libbey-Owens-Ford Glass (S)	40,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Person to Person	CBS	Hamm Brewing (A,R)	\$25,000
		American Oil Co. (A,R)	25,000
		Time, Inc. (A)	35,000
Phil Silvers Show (F)	CBS	Procter & Gamble (A)	42,500
		R. J. Reynolds (A)	42,500
Pied Piper (F)	NBC	Liggett & Myers	588,200
Pinocchio (F)	NBC	Rexall Drug	147,000
Playhouse 90 (L,F)			
(1/2 hour segments)	CBS	Multi-sponsored	45,000
The Polly Bergen Show (A)	NBC	Max Factor	45,000
Preakness	CBS	Gillette	**
Presidential Inaugural Ball	CBS	Maybelline	20,000
The Price Is Right (Night)	NBC	RCA (A)	27,500
		Speidel (A)	27,500
The Price Is Right (Day)	NBC	Multi-sponsored	3,000
Pro Football Games	CBS	Multi-sponsored	*4,500,000
Pro Football Kickoff	CBS	Carter Products (A)	5,000
		National Carbon (A)	5,000
		American Home Products (A)	5,000
Professional Hockey	CBS	Canadian Brewing	12,500
		Carter Products	12,500
Project 20 (F)	NBC	Timken	70,000 to 147,000
Queen for a Day			
(1/4 hour segments)	NBC	Multi-sponsored	3,900
The Real McCoys (F)	ABC	Sylvania Electric	44,000
Red Barber's Corner	NBC	State Farm Insurance	4,000
Red Skelton Show	CBS	S. C. Johnson (A)	40,000
		Pet Milk (A)	40,000
Restless Gun (F)	NBC	Warner-Lambert	37,500
Rose Bowl Football Game	NBC	Gillette	500,000
Royal Commonwealth Ball	CBS	Maybelline	15,000
Saber of London (F)	NBC	Sterling Drug	25,000
The Sally Show (F)	NBC	Chemstrand Corp. (A)	38,000
		Royal McBee (A)	38,000
Schlitz Playhouse (F)	CBS	Schlitz Brewing	37,000
Scotland Yard (F)	ABC	General Foods	8,800
Search for Tomorrow	CBS	Procter & Gamble	2,800
The Secret Storm	CBS	American Home Products	2,800
See It Now (F)	CBS	Pan American World Airways	125,000
Sergeant Preston of the			
Yukon (F)	CBS	Quaker Oats	33,000
75th Anniversary Program	NBC	Standard Oil of New Jersey	470,500
Shower of Stars	CBS	Chrysler	150,000
Sir Lancelot (F)			
(1/4 hour segments)	ABC	Kellogg (S)	1,450
		Wander Co. (S)	1,450
The \$64,000 Challenge	CBS	P. Lorillard (A)	33,000
		Revlon (A)	33,000
The \$64,000 Question	CBS	Revlon	35,000
Steve Allen Show			
(1/2 hour segments)	NBC	S. C. Johnson (A) (full hour)	110,000
		Pharmacraft (A,S)	55,000
		Greyhound (A,S)	55,000
Strike It Rich	CBS	Colgate-Palmolive	4,000
Studio One	CBS	Westinghouse	50,000
Sugar Bowl Football Game	ABC	General Motors	125,000
Sugar Bowl Football Game			
Pre Game Highlights	ABC	General Motors (AC Sparkplug)	4,200
Sugarfoot (A,F)			
(1/2 hour segments)	ABC	American Chicle	35,000
(1 minute participations)	ABC	Seven-Up	†28,100
Sunday News Special	CBS	Whitehall (A)	5,000
		Carter Products (A)	5,000
Superman (F)			
(1/4 hour segments)	ABC	Kellogg (S)	2,600
		Sweets Co. of America (S)	2,600
Suspicion (L,F)			
(1/2 hour segments)	NBC	Ford Motor (A) (full hour)	80,000
		Philip Morris (A,S)	40,000
Tales of the Texas Rangers			
(F)	ABC	Sweets Co. of America	9,250
Tales of Wells Fargo (F)	NBC	American Tobacco (A)	38,000
		General Motors (Buick) (A)	38,000
Telephone Time (F)	ABC	American Telephone & Telegraph	35,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
The Thin Man (F)	NBC	Colgate-Palmolive	\$38,000
This Is Your Life	NBC	Procter & Gamble	52,000
Tic-Tac-Dough (Night)	NBC	RCA (A)	25,000
		Warner-Lambert (A)	25,000
Tic-Tac-Dough (Day)	NBC	Multi-sponsored	2,500
(1/4 hour segments)			
Today	NBC	Participating	1,700
(1 minute participations)			
Tombstone Territory (F)	ABC	Bristol-Myers	37,500
Tonight	NBC	Participating	1,788
(1 minute participations)			
To Tell the Truth	CBS	Pharmaceuticals	22,000
Tournament of Roses	CBS	Quaker Oats	30,000
Parade			
Tournament of Roses	NBC	Minute Maid	20,000
Parade		Florists' Telegraph Delivery	20,000
Trackdown (F)	CBS	American Tobacco (A)	36,000
		Socony Mobil Oil (A)	36,000
Treasure Hunt	NBC	Sterling Drug (A,S)	25,000
True Story	NBC	Sterling Drug	5,000
(1/4 hour segments)			
Truth or Consequences	NBC	Multi-sponsored	3,450
(1/4 hour segments)			
Twentieth Century (F)	CBS	Prudential Insurance	45,000
Twenty-One	NBC	Pharmaceuticals	35,000
United States Steel Hour	CBS	U.S. Steel Corp.	60,000
(A)			
The Verdict Is Yours	CBS	Multi-sponsored	3,200
(1/4 hour segments)			
Voice of Firestone	ABC	Firestone Tire & Rubber Co.	20,000
Wagon Train (F)	NBC	Ford Motor (Edsel) (A)	50,000
(1/2 hour segments)			
		Drackett (A,S)	25,000
		Lewis-Howe (A,S)	25,000

PROGRAM	NETWORK	ADVERTISER	PER TEL
The Walter Winchell File	ABC	Revlon	\$4
(F)			
Wednesday Night Fights	ABC	Mennen (S)	2
(1/2 sponsorship)		Miles Labs (S)	2
West Point (F)	ABC	Carter Products (A)	1
		Phillips-Van Heusen (A)	1
What's It For?	NBC	Pharmaceuticals	1
What's My Line?	CBS	Helene Curtis (A)	3
		Remington Rand (A)	3
Wide Wide World (A)	NBC	General Motors	1
Wild Bill Hickok (F)	ABC	Kellogg (A)	1
(re-runs)		Sweets Co. of America (A)	1
Wild Bill Hickok (F)	CBS	Kellogg	2
Woody Woodpecker (F)	ABC	Kellogg	1
World Series Games, 1957	NBC	Gillette	†††3,00
Wyatt Earp (F)	ABC	General Mills (A)	3
		Procter & Gamble (A)	3
You Asked for It (F)	ABC	Skippy Peanut Butter	1
You Bet Your Life (F)	NBC	Chrysler (De Soto) (A)	5
		Gillette (Toni) (A)	5
Your Hit Parade	NBC	American Tobacco (A)	4
		Gillette (Toni) (A)	4
Zorro (F)	ABC	General Motors (AC Sparkplug)	4
		(A)	4
		Seven-Up (A)	4

† AM & TV
 †† Time & talent
 ††† Time & talent, total package
 * Time & talent, total package. Breakdown for individual advertiser not available
 ** Belmont Stakes, Kentucky Derby & Preakness package price \$500,000, including time and talent, AM & TV
 *** Of 10 Dupont Shows of the Month scheduled for this season, cost \$250,000 and 4 \$100,000 to produce
 • Single position, equivalent to half of 1/4 hour, at \$10,650; 1/4 position, equivalent to full 1/4 hour, at \$20,310. Prices to individual advertisers vary depending upon volume & contiguous disc earned.

How many
families
do you
reach?

	Television Market	Standard Met. Area
Wilmington, Del.	1,969,100	1,210,300
Wilmington, N.C.	267,800	20,800
Winston-Salem, N.C.	376,600	48,000
Yakima, Wash.	162,300	47,200
York, Pa.	266,500	64,400
Youngstown, Ohio	245,400	163,400
Yuma, Ariz.	31,100	*
Zanesville, Ohio	84,800	24,400

* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 88% of the television market's families live outside the metropolitan area.

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

network time and program estimates for 1957 by company,

product, show—a *Television Magazine* exclusive

NETWORK ADVERTISER EXPENDITURES

In 1957, advertisers invested \$516,201,566 in gross network time against a 1956 figure of \$488,167,634. Program costs are estimated at a total of about \$300 million, the same level as 1956 estimates. How this money was spent is detailed below.

For each company that used network TV during 1957, *TELEVISION MAGAZINE* has compiled, by product and program, the total gross time charges, as reported by Publishers Information Bureau, Inc., as well as our own estimated actual program budget for all telecasts during the year. These program estimates include everything the advertiser paid for production and talent except the costs of the commercials. They are gross figures, including agency commissions.

Wherever film shows have used reruns during the year, the lower price for each repeat showing is reflected in the total. For the basic price for such series—and for all other 1957 programs still on the air—see the estimated weekly budgets in the Production Cost section of this Data Book.

Also listed for each program is the agency placing the business (if agencies changed during the year, the most recent 1957 agency is named); the number of stations carrying each program, as of the last month it was telecast; and the number of telecasts during the year.

It should be remembered that actual expenditures for time might be as much as 25% less than the gross costs quoted here, because of volume, frequency, and special discounts to advertisers.

Company & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
S. R. PRODUCTS CORP. Gem Razor & Other Products	Baseball Game of the Week	McCann-Erickson	CBS	164	\$ 376,124	*	26
ADMIRAL CORP. Admiral Radio & TV Sets, Record Players, Electric Ranges, Freezers, Refrigerators	Today	Henri, Hurst & McDonald	NBC	76	219,058	\$ 59,500	35
Admiral Radio & TV Sets, Record Players, Room Air Conditioners, Dehumidifiers, Electric Ranges, Freezers, Refrigerators	Tonight	Henri, Hurst & McDonald	NBC	58	82,828	28,608	16
ALADDIN INDUSTRIES INC. Aladdin Vacuum Bottles & Kits	Arlene Francis Show Home	Wm. Hart Adler Wm. Hart Adler	NBC	58	29,790	4,600	2
			NBC	57	33,942	16,200	6
ALBERTO-CULVER CO. Alberto V05 Hairdressing & Conditioner, Other Products	It Could Be You	Wade	NBC	59	254,290	84,000	24

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Years
ALBERTO-CULVER CO. (cont'd) Alberto V05 Hairdressing, Rinse Away	Modern Romances	Wade	NBC	58	\$ 252,826	\$ 64,800	
	Queen for a Day	Wade	NBC	61	62,178	23,400	
	The Price Is Right	Wade	NBC	56	56,298	18,000	
ALUMINIUM, LTD. Aluminum Aluminum	Omnibus	JWT	ABC	74	284,650	266,500	
	Omnibus	JWT	NBC	89	178,659	175,000	
ALUMINIUM CO. OF AMERICA Alcoa Aluminum-Institutional Alcoa Aluminum Products	Alcoa Hour	F&S&R	NBC	107	1,643,400	765,000	
	Turn of Fate	F&S&R	NBC	105	427,323	269,500	
AMERICAN BAKERIES CO. Merita Bread & Cake	Lone Ranger Anniversary Show	Tucker Wayne	CBS	26	6,025	18,000	
AMERICAN BROADCASTING— PARAMOUNT THEATRES, INC. AM-PAR Records AMERICAN CAN CO. American Can Co., Containers	Mickey Mouse Club	Buchanan	ABC	96	254,697	96,000	
	Douglas Edwards with the News	Compton	CBS	150	277,456	35,350	
Paper Cups & Paper Plates	NBC News	Compton	NBC	81	633,262	135,000	
	Queen for a Day	Compton	NBC	72	165,043	42,900	
	Tennessee Ernie Ford Show	Compton	NBC	70	74,738	21,000	
	Ozark Jubilee	Bates	ABC	116	487,443	71,500	
AMERICAN CHICLE CO. Beeman's Pepsin Gum, Raloids, Clarets, Dentyne, Adams Clove Gum & Chiclets Dentyne, Clarets, Beeman's Clave, Chiclets Chewing Gum & Raloids	Country Music Jubilee	Bates	ABC	116	191,926	62,500	
	Adventures of Jim Bowie Sugarfoot	Bates	ABC	113	1,485,200	1,105,500	
Raloids	Jahn Daly & the News	Bates	ABC	113	395,934	280,000	
AMERICAN CYANAMID CO. Formica Surfacing Material	Home Today	Perry Brown	NBC	76	51,558	21,600	
	Disneyland	Perry Brown	NBC	81	10,982	3,400	
AMERICAN DAIRY ASS'N. American Dairy Ass'n.	Perry Como Show	Campbell-Mithun	ABC	6	1,011,894	927,200	
	Today	Campbell-Mithun	NBC	152	264,241	322,000	
AMERICAN EXPORT LINES, INC. Travel Tour	Today	C&W	NBC	20	2,458	1,700	
	Playhouse 90	L&N	CBS	138	1,462,692	1,125,000	
AMERICAN GAS ASS'N. American Gas Ass'n.	Name That Tune	Bates	CBS	159	1,558,185	675,000	
	Pro Football Kickoff	Bates	CBS	122	54,560	30,000	
	Country Music Jubilee	Bates	ABC	98	57,900	75,000††	
	John Daly & the News	Bates	ABC	43	63,972	38,500	
	Navy Log	Bates	ABC	113	70,520	87,000††	
	Sugarfoot	Bates	ABC	111	47,974	84,300††	
	NBC News	Bates	NBC	72	84,046	36,000	
	Douglas Edwards with the News	Bates	CBS	155	4,201,298	585,800	
	SRO Playhouse	Bates	CBS	123	553,053	103,500	
	Have Gun-Will Travel	Bates	CBS	134	501,762	288,000	
	Love of Life	Bates	CBS	166	3,918,331	691,600	2
	The Secret Storm	Bates	CBS	163	3,989,280	725,200	2
Anacin & Heet Anacin & Aero Shave	Sir Lancelot	Bates	NBC	119	523,134	292,500	
	Charlie Farrell Show	Bates	NBC	120	362,007	66,000	
	Arthur Godfrey Show	Y&R	CBS	162	779,619	390,000	
	The People's Choice	Y&R	NBC	96	331,344	210,000	
Anacin, Bisodol Mints, Freezone & Infra-Rub	Arthur Godfrey Time	Y&R	CBS	65	10,615	4,600†	
	Today	Geyer	NBC	61	98,104	30,600	
Anacin, Bisodol, Heet, Kriptin & Other Products	Queen for a Day	Geyer	NBC	67	622,240	198,900	
	It Could Be You	Geyer	NBC	60	405,433	129,500	
	Tic Tac Dough	Geyer	NBC	58	55,123	12,500	
	Truth or Consequences	Geyer	NBC	59	93,705	27,600	
	Analgesic Tablets, Liniments, Dentifrices & Other Products						
Chef Boy-Ar-Dee Products	Big Ten Regional NCAA Football Games	Fletcher D. Richards	NBC	39	40,507	NA	
	Eastern Regional NCAA Football Games	Fletcher D. Richards	NBC	26	43,420	NA	
	Pacific Coast Regional NCAA Football Games	Fletcher D. Richards	NBC	18	18,143	NA	
	Easy-Off Oven Cleaner						
Waxes, Polishes, Analgesics, Wizard & Easy-Off Waxes, Polishes, Analgesics							
AMERICAN MACHINE AND FOUNDRY CO. Bowling Pin Spotters							

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Bowling Pin Spotters, Voit Athletic Equipment & Other Products	Bowling Stars	Fletcher D. Richards	ABC	77	\$ 274,588	\$ 94,000	8
AMERICAN MOTORS CORP. Ford & Hudson Passenger Cars, Kelvinator Appliances	Disneyland	Geyer	ABC	170	1,008,588	778,400	18
AMERICAN PETROFINA INC. Petro Gasoline	Pro Football Games	Taylor-Norsworthy	CBS	11	15,400	*	14
AMERICAN RADIATOR & STANDARD PLUMBING CORP. American Standard Plumbing Equipment—Home Kitchens	Home	BBDO	NBC	60	154,430	70,200	26
AMERICAN STA-DRI CO. Ceramic Sta-Dri and Decorating Paints	Salute to Kate Smith	Grey	ABC	166	89,314	NA	1
AMERICAN TELEPHONE & TELEGRAPH CO. Bell Telephone System—Institutional Bell Telephone System	Tonight	J. Gordon Manchester	NBC	58	50,071	16,092	9
	Telephone Time	Ayer	ABC	165	2,135,157	1,190,000	34
	Hemo the Magnificent	Ayer	CBS	190	117,055	100,000	1
	Telephone Time with John Nesbitt	Ayer	CBS	194	815,154	403,000	13
	The Strange Case of the Cosmic Rays	Ayer	NBC	157	210,563	200,000	2
AMERICAN TOBACCO CO. Lucky Strike Cigarettes	Show for a Summer Evening	SSC&B	NBC	93	277,890	NA	5
Lucky Strike Cigarettes, Hit Parade Cigarettes	Trackdown	BBDO	CBS	156	403,110	216,000	6
Lucky Strike Cigarettes, Pall Mall, Herbert Tareyton & Hit Parade Cigarettes	Jack Benny	BBDO	CBS	178	1,319,514	1,100,000	20
	Private Secretary	BBDO	CBS	178	381,246	216,000	6
	Marge & Gower Champion	BBDO	CBS	177	462,244	280,000	7
	My Favorite Husband	BBDO	CBS	177	691,911	115,500	11
	Bachelor Father	BBDO	CBS	178	650,816	308,000	8
	Your Hit Parade	BBDO	NBC	173	1,284,432	874,000	19
	Adventure Theatre	BBDO	NBC	172	419,887	90,000	6
	Navy Log	SSC&B	ABC	108	833,197	760,000	20
	Stanley	SSC&B	NBC	120	223,361	160,000	4
	Tales of Wells Fargo	SSC&B	NBC	139	922,462	570,000	15
	Action Tonight	SSC&B	NBC	126	246,498	60,000	4
	The Big Story	SSC&B	NBC	95	534,255	335,000	10
	Big Moment	SSC&B	NBC	95	333,501	66,500	7
	M-Squad	SSC&B	NBC	97	462,303	296,000	8
	Today	Best	NBC	68	68,412	91,000	13
	Today	Bryan Houston	NBC	39	19,191	20,400	12
	Arthur Godfrey Time	Ayer	CBS	102	207,809	64,400†	14
	It Could Be You	Ayer	NBC	68	391,153	91,000	26
	NBC Matinee Theatre	Ayer	NBC	71	236,390	318,700††	19
	Arthur Godfrey Time	Ayer	CBS	101	194,294	59,800†	13
	The Big Record	FC&B	CBS	122	444,810	350,000	7
	Danny Thomas Show	FC&B	ABC	74	523,623	498,400	14
	Theatre Time	FC&B	ABC	71	187,508	55,000	5
	George Gobel Show	FC&B	NBC	175	275,778	450,000	10
	Encore Theatre	FC&B	NBC	174	665,877	44,000	4
Pet Food Products, Sausage Products & Canned Meats	Mickey Mouse Club	Tatham-Laird	ABC	93	726,400	276,000	46
ARMSTRONG CORK CO. All Products	Armstrong Circle Theatre	BBDO	NBC	97	1,072,250	516,000	12
	Summer Playhouse	BBDO	NBC	96	332,052	63,000	6
	Jimmy Dean Show	BBDO	CBS	89	73,092	72,000	6
	Armstrong Circle Theatre	BBDO	CBS	115	717,595	357,000	7
Armstrong Floor & Wall Coverings Armstrong Linoleum & Tile	Hollywood Film Theatre	Grey	ABC	63	85,500	67,500††	9
	Today	Grey	NBC	55	10,782	3,400	2
5-Day Deodorant Pads & Rival Dog Food	Masquerade Party	Grey	NBC	101	685,221	286,000	13
5-Day Deodorant Pads, Stick & Roll-On Deodorants	Broken Arrow	Grey	ABC	118	435,360	324,000	9
ATLANTIS SALES CORP. Mustard, Cooking Sauces & Bird Seed	Beat the Clock	JWT	CBS	60	56,243	15,000	5
	The Verdict Is Yours	JWT	CBS	75	71,404	16,000	5
Mustard, Cooking Sauces, Bird Seed & Other Products	Edge of Night	JWT	CBS	68	66,739	17,400	6
Mustard & Other Products	Hotel Cosmopolitan	JWT	CBS	59	19,132	5,400	2
	As the World Turns	JWT	CBS	68	52,204	11,600	4

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total
B. C. REMEDY CO. B. C. Tablets	Today	Ayer	NBC	20	\$ 197,214	\$ 102,000
B. T. BABBITT INC. Bab-O Cleanser, AM-O Cleanser, Cameo Copper Cleanser Glim Liquid Detergent	Caesar's Hour Today	D-F-S Harry B. Cohen	NBC NBC	128 19	268,446 59,052	320,000 30,600
P. BALLANTINE & SONS Ballantine Beer	Pro Football Games	Esty	CBS	14	46,245	.
BAYUK CIGARS, INC. Phillies Cigars, Webster Cigars	Meet the Champions	Feigenbaum & Wermen	NBC	17	18,200	NA
THE BEACON CO. Beacon Floor Wax	Masquerade Party	Mina Lee Simon	NBC	82	95,466	44,000
BELTONE HEARING AID CO. Beltone Hearing Aid	Today	Olian & Bronner	NBC	80	56,250	18,700
BENRUS WATCH CO., INC. Benrus Watches and Clocks	Caesar's Hour	L&N	NBC	129	243,285	280,000
BEST FOODS, INC. Hellmann's Mayonnaise, Nucoa Margarine, Other Products Skippy Peanut Butter	Our Miss Brooks You Asked for It	D-F-S Guild, Bascom & Bonfigli	CBS ABC	75 62	223,698 1,624,958	80,600 832,000
Skippy Peanut Butter, Nucoa Margarine	This Is Galen Drake	Guild, Bascom & Bonfigli	ABC	12	188,706	NA
Shinola Shoe Polish, Rit Tints & Dyes, Hellmann's Mayonnaise	Garry Moore Show	D-F-S; Ludgin	CBS	100	312,157	93,600
Shinola Shoe Polish, Rit Tints & Dyes, Nucoa Margarine, Other Products	Bob Crosby Show	D-F-S; Ludgin	CBS	101	292,446	92,500
BIRD & SON, INC. Floor Covering & Roofing Materials	Garry Moore Show	Humphrey, Alley & Richards	CBS	76	212,095	46,800
HAZEL BISHOP, INC. Hazel Bishop Cosmetics	You're On Your Own Jane Wyman Show M-Squad Original Amateur Hour Douglas Edwards with the News Beat the Clock	Raymond Spector Raymond Spector Raymond Spector Raymond Spector Raymond Spector Raymond Spector	CBS NBC NBC NBC CBS CBS	96 139 97 97 153 66	398,637 372,479 347,136 1,192,689 782,400 1,475,757	253,000 239,000 222,000 460,000 101,000 540,000
Hazel Bishop Lipstick & Other Products	Jimmy Dean Show	Raymond Spector	CBS	77	623,100	156,000
Hazel Bishop Nail Polish, Lipstick & Hair Spray	NBC Matinee Theatre	Ayer	NBC	61	59,749	106,500ff
BISSELL CARPET SWEEPER CO. Bisseil Carpet Sweepers	Tonight	SSC&B	NBC	86	11,090	3,576
BLOCK DRUG CO. Nytol Sleeping Tablets	Circus Time	R&R	ABC	73	40,000	30,000
BON AMI CO. Bon Ami	John Daly & the News Today	NC&K R&R	ABC NBC	51 109	10,330 47,554	7,000 11,900
Jet Bon Ami	West Point NBC Matinee Theatre	R&R R&R	CBS NBC	107 154	54,396 15,980	37,500 21,300ff
THE BORDEN CO. Borden's Dairy Products, Milk, Milk Products, Instant Coffee, Baked Goods Borden's Instant Coffee & Other Products Borden's Milk Products, Ice Cream, Frozen Deserts, Fresh Fruit Drinks	Queen for a Day	Y&R	NBC	57	650,600	179,400
BOURJOIS, INC. Evening In Paris Deodorant Stick Evening In Paris Colognes, Perfumes & Toilet Water	People's Choice	Y&R	NBC	96	1,350,030	910,000
BREAST-O'-CHICKEN TUNA, INC. Breast-O'-Chicken Tuna	Fury	Y&R	NBC	146	810,109	650,000
JOHN H. BRECK, INC. Breck Hair Products	Home	Gumbinner	NBC	61	35,628	20,200
BRIDGEPORT BRASS CO. Copperware Pats & Pans	Arlene Francis Shaw	Gumbinner	NBC	82	67,349	9,200
BRILLO MANUFACTURING CO., INC. Brilla Saap Pads, Brilla Cleanser	Maurice Chevalier's Paris RCA Victor Galaxy of Stars	FC&B FC&B	NBC NBC	122 113	101,640 98,335	90,000 NA
BRISTOL-MYERS CO. Ban Deodorant, Vitalis Hair Tonic, Ipana Taath Paste, Bufferin Antacid Analgesic Bufferin Antacid Analgesic	NBC Matinee Theatre	Humphrey, Alley & Richards	NBC	152	346,390	468,600ff
	Today	Mathes	NBC	59	73,520	27,200
	It Could Be You	JWT	NBC	62	548,343	136,500
	Modern Romances	JWT	NBC	64	164,917	37,800
	NBC Matinee Theatre	JWT	NBC	65	420,275	525,000 ff
	Bride & Groom	JWT	NBC	65	52,626	12,500
	Treasure Hunt	JWT	NBC	60	41,034	50,000
	Arthur Godfrey Show Tonight	Y&R Y&R	CBS CBS	161 86	771,135 144,767	390,000 48,276
	The Verdict Is Yours	Y&R	CBS	106	75,719	16,000

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
Merin Antacid Analgesic, Ipana Deodorant Merin Antacid Analgesic, Ipana Deodorant, Ipana Tooth Paste, Mum & Mum Mist Merin Antacid Analgesic, Vitalis Hair Tonic	Arthur Godfrey Time	Y&R	CBS	113	\$2,730,829	\$855,600†	93
	Arthur Murray Dance Party	Y&R	NBC	116	735,789	204,000	12
	Cotton Bowl Football Game NBA Pro Basketball Games NCAA Football Games	DCS&S DCS&S DCS&S	NBC NBC NBC	150 159 182	73,095 178,802 251,674	125,000 175,000†† NA	1 7 5
Headache Remedies, Deodorants, Toothbrushes, Dentifrices & Tooth Paste	Tombstone Territory	Y&R	ABC	133	552,021	412,500	11
	Mickey Mouse Club	DCS&S	ABC	96	1,034,948	468,000	78
	Tonight	Y&R	NBC	85	150,604	50,064	28
	Today	DCS&S	NBC	81	20,400	6,800	4
Ipana Tooth Paste, Bufferin, Vitalis, Ban Vitalis	Alfred Hitchcock Presents	Y&R	CBS	145	3,089,982	2,167,500	51
	USGA National Open Golf Championship	DCS&S	NBC	70	19,246	NA	1
	NBA Pro Basketball Game	DCS&S	NBC	161	61,638	50,000††	2
Vitalis Hair Tonic, Ipana Tooth Paste, Bufferin Antacid Analgesic, Brushay	Playhouse 90	BBDO	CBS	139	2,599,305	1,236,600	27
	Captain Kangaroo	Burnett	CBS	51	201,029	41,600	16
WYN SHOE CO., INC. Water Brown Shoes—Children Shoes	Captain Kangaroo	Burnett	CBS	57	9,766	1,800	2
WYN & WILLIAMSON TOBACCO CORP. Wyn Cigarettes & Other Products	It Could Be You	Keyes, Madden & Jones	NBC	74	308,228	87,500	25
	Queen for a Day	Keyes, Madden & Jones	NBC	75	353,162	97,500	25
	Tennessee Ernie Ford Show	Bates	NBC	71	299,648	87,500	25
	Bob Crosby Show	Bates	CBS	81	98,470	22,200	6
	Douglas Edwards with the News	Bates	CBS	153	3,855,972	494,900	98
	The Line-Up	Bates	CBS	185	1,376,131	735,000	21
	Undercurrent	Bates	CBS	187	333,992	80,500	7
	NBA Pro Basketball Games	Bates	NBC	70	77,332	100,000††	4
	Steve Allen Show	Bates	NBC	130	360,945	440,000	11
	USGA National Open Golf Championship	Bates	NBC	73	29,582	NA	1
	WYVA WATCH CO. Wyva Watches & Electric Shavers Wyva Watches	Five Stars for Springtime	McCann-Erickson	NBC	138	107,460	NA
Jackie Gleason Show		McCann-Erickson	CBS	173	744,732	600,000	12
Sugarfoot		McCann-Erickson	ABC	108	16,222	28,000††	1
John Daly & the News		McCann-Erickson	ABC	41	14,216	14,000	2
Navy Log		McCann-Erickson	ABC	109	14,104	17,400††	1
Steve Allen Show		McCann-Erickson	NBC	149	36,562	40,000	1
Frank Sinatra Show		McCann-Erickson	ABC	123	262,095	375,000	5
O. S. S.	O. S. S.	McCann-Erickson	ABC	42	38,532	32,000	1
	Home	Ben Sackheim	NBC	62	17,500	8,100	3
WYRLINGTON INDUSTRIES, INC. Wyrllington Curtains Wyrllington Gift Wrap Ribbons	Arlene Francis Show	Ben Sackheim	NBC	46	13,600	2,300	1
	Tonight	Product Services, Inc.	NBC	45	9,198	3,576	2
WYART-TINTAIR, INC. Wartair Hair Coloring & Curl Creme	Tonight	Product Services, Inc.	NBC	45	9,198	3,576	2
	Home	McCann-Erickson	NBC	88	118,240	48,600	18
	Garry Moore Show	McCann-Erickson	CBS	66	243,360	54,000	15
CALIFORNIA PACKING CORP. California Mante Canned Vegetables, Fruits & Other Products	Today	McCann-Erickson	NBC	65	17,476	5,100	3
	Today	Batsford, Constantine & Gardner	NBC	62	29,460	10,200	6
	Colt .45	BBDO	ABC	91	258,678	225,000	6
CAMPBELL SOUP CO. Campbell Soups & Other Products Campbell Soups	Lassie	BBDO	CBS	89	2,596,125	1,846,000	52
	On Trial	BBDO	NBC	91	105,042	74,000	2
	The Joseph Cotton Show— On Trial	BBDO	NBC	92	724,893	494,000	13
	Art Linkletter's House Party	Burnett	CBS	97	705,835	173,400	51
Campbell Soups, Frozen Foods	Garry Moore Show	Burnett	CBS	73	574,809	169,200	47
	Professional Hockey	Long, Fisher & Stashower	CBS	4	18,560	250,000	10
Franco-American Spaghetti & Other Products	National League Hockey	Long, Fisher & Stashower	CBS	15	35,754	NA	9
	Today	Hubbell	NBC	73	85,631	25,500	15
CANVAS AWNING INSTITUTE Canvas Awnings	Today	Hubbell	NBC	73	85,631	25,500	15

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Tel. cast
CARNATION CO. Carnation Brand Milk Products Carnation Evaporated Milk	Mickey Mouse Club	Erwin, Wasey	ABC	93	\$417,227	\$156,000	
	Burns & Allen	Erwin, Wasey	CBS	169	1,636,893	1,040,000	
CARRIER CORP. Carrier Air Conditioning Units	Today	Ayer	NBC	73	191,560	56,100	
	National Invitation Tournament Basketball Games	SSC&B	CBS	73	29,832	17,500	
CARTER PRODUCTS, INC. Arrid, Rise Shave Cream	East/West Basketball Game	SSC&B	CBS	73	14,915	17,500	
	Caesar's Hour	SSC&B	NBC	127	34,080	40,000	
Arrid, Rise Shave Cream, Carter's Little Liver Pills	West Point	SSC&B	ABC	81	257,133	140,400	
	Sunday News Special	Bates	CBS	64	140,187	65,000	
Rise Shave Cream	NBC News	Bates	NBC	73	84,896	22,500	
	Pro Football Kickoff	SSC&B	CBS	134	99,076	40,000	
Rise Shave Cream, Arrid Spray Deodorant	Cotton Bowl Football Game	SSC&B	NBC	149	72,905	125,000	
	USGA National Open Golf Championship	SSC&B	NBC	75	68,075	NA	
	Gator Bowl	SSC&B	CBS	155	20,912	NA	
	Professional Hockey	SSC&B	CBS	107	69,937	100,000	
	Hialeah Races	SSC&B	NBC	52	42,630	10,000	
	NBA Pro Basketball	SSC&B	NBC	156	148,575	150,000†	
	Not King Cole Show	SSC&B	NBC	67	179,312	84,000	
CHEMSTRAND CORP. Acrlan & Nylon Fibers in Apparel & Other Products	The Sally Show	DD&B	NBC	97	396,816	266,000	
CHESEBROUGH-POND'S, INC. Cosmetic Products, Vaseline Petroleum Jelly, Vaseline Lip Ice, Pertussin & Other Vaseline Products Facial Make-Up, Creams & Lotions	Conflict	JWT	ABC	100	1,270,060	1,260,000	
	Comedy Time	JWT	NBC	47	137,235	56,000	
Men's Hair Care and Grooming Products, Petroleum Jelly, Facial Make-Up, Creams & Lotions	It Could Be You	JWT	NBC	57	170,927	63,000	
	NBC Matinee Theatre	JWT	NBC	60	184,864	261,000†	
Vaseline Hair Tonic & Other Vaseline Products	The Price Is Right	JWT	NBC	56	163,439	48,000	
	Queen for a Day	JWT	NBC	60	20,932	7,800	
	Bob Cummings Show	McCann-Erickson	NBC	122	434,466	280,000	
	Adventures of Jim Bowie	McCann-Erickson	ABC	104	782,916	268,000	
CHICAGO SHOW PRINTING CO. Mystic Adhesive Products	Today	Geo. H. Hartman	NBC	65	15,302	5,100	
CHRYSLER CORP. Chrysler Passenger Cars	Tonight	Geo. H. Hartman	NBC	44	13,325	5,364	
	J. L. Hudson Thanksgiving Day Parade	McCann-Erickson	ABC	110	33,850	NA	
De Soto Passenger Cars, Parts & Service	You Bet Your Life	BBDO	NBC	159	1,188,159	936,000	
	Best of Groucho	BBDO	NBC	157	404,877	156,000	
Dodge Passenger Cars	Lawrence Welk Show	Grant	ABC	203	4,803,460	1,170,000	
Dodge Passenger Cars, Plymouth Passenger Cars	Lawrence Welk's Top Tunes & New Talent	Grant	ABC	175	4,091,757	1,147,500	
Passenger Cars	Climax	McCann-Erickson	CBS	74	5,113,385	3,600,000	
	Shower of Stars	McCann-Erickson	CBS	74	426,115	600,000	
Plymouth Passenger Cars	Ray Anthony Show	Grant	ABC	154	1,136,514	475,000	
	A Date with the Angels	Grant	ABC	150	1,603,906	1,155,000	
	Bob Hope Show	Ayer	NBC	150	114,753	275,000	
CHURCH & DWIGHT CO., INC. Arm & Hammer or Cow Brand Baking Soda	Tic Tac Dough	JWT	NBC	59	285,335	47,500	
CIBA CO., INC. Pharmaceuticals	Medical Horizons	JWT	ABC	55	509,110	264,000	
CLAIROL, INC. Clairol Hair Preparations	Guy Lombardo New Year's Eve Program	FC&B	CBS	10	13,875	NA	
CLUETT, PEABODY & CO., INC. All Products	Home	Y&R	NBC	60	29,203	13,500	
THE COCA-COLA CO. Coca-Cola	Mickey Mouse Club	McCann-Erickson	ABC	93	595,506	228,000	
COLGATE-PALMOLIVE CO. Brisk Tooth Paste, Ad Detergent, Palmolive Soap	Coke Time	McCann-Erickson	NBC	91	445,784	208,000	
	Bob Cummings Show	Carl Brown	CBS	123	710,820	487,500	
Colgate Dental Creams & Other Products	Mighty Mouse Playhouse	Bates	CBS	114	648,000	124,000	
	The Thin Man	Bates	NBC	117	874,482	532,000	
Colgate Dental Cream, Palmolive Soap, Ajax, Veto	My Friend Flicka	L&N	CBS	145	290,544	125,000	
Colgate Dental Cream, Vol, Fab, Ajax, Palmolive Soap & Other Products	Strike It Rich	Bates	CBS	135	7,015,640	1,076,000	

Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
Palmolive Rapid-Shave Cream, Gillette Barber Shave, After Shave Lotion, Dental Cream, Velvee	The Millionaire	L&N	CBS	156	\$3,230,067	\$1,734,000	51
Palmolive Rapid Shave, Vel, Suds, Gillo Shampoo, Lustre-Creme Shampoo, Lustre Hair Spray, Ajax Cleanser	Mr. Adams & Eve	L&N	CBS	132	1,568,604	1,040,000	26
Ajax Detergent, Ajax Cleanser, Cashmere Bouquet Soap, Lustre-Creme Shampoo & Other Products	The Big Payoff	Bryan Houston	CBS	131	5,037,556	784,000	196
DOMINION DAMES, INC. Cargic Oil, Royal Bee Multi-Purpose Cream	Afternoon Film Festival	Glasser-Gailey	ABC	9	2,520	10,000	4
COLUMBIA BROADCASTING SYSTEM, INC. Columbia Hytron Picture Tubes	Garry Moore Show	Bennett & Northrop	CBS	98	17,080	3,600	1
CONOLEUM-NAIRN, INC. Some-Delaware Floor Products	Home	E. T. Howard	NBC	74	49,728	21,600	8
CONTINENTAL BAKING CO. Yacder Bread, Hostess Cake	Howdy Doody	Bates	NBC	55	677,549	156,000	52
COPYERS, INC. Children's Undergarments	Arlene Francis Show	Henri-Hurst & McDonald	NBC	87	34,012	4,600	2
Key Boxer Shorts & Jockey Junior Underwear	Home	Henri-Hurst & McDonald	NBC	91	46,881	18,900	7
COFFEE PRODUCTS REFINING CO. Kola Oil, Karo Syrup & Other Products	Press Conference	Miller	ABC	68	207,452	154,000	11
	Martha Rountree's Press Conference	Miller	ABC	54	171,200	NA	7
	It Could Be You	Miller	NBC	119	635,038	175,000	50
Kola Oil, Karo Syrup, Bosco Other Products	NBC Matinee Theatre	Miller	NBC	128	704,719	725,000†	50
Dry Starch, Mazola Oil, Karo Syrup	Queen for a Day	Miller	NBC	129	716,941	202,800	52
Soft Fabric Softener, Mazola Oil, Karo Syrup & Other Products	Modern Romances	McCann-Erickson	NBC	126	495,501	102,600	38
HELEN CURTIS INDUSTRIES, INC. Deodorants, Men's Toiletries, Hair Preparations, Deodorants, Fragrances	Oh! Susanna	Weiss	CBS	171	1,525,410	1,066,500	27
Helen Curtis Hair Preparations, Cosmetics	SRO Playhouse	Ludgin	CBS	123	459,306	103,500	9
Bette Spray Deodorant, Soft Body Powder & Other Products	Dick & the Duchess Washington Square	Best Ludgin	CBS NBC	126 158	343,693 905,033	234,500 1,500,000	7 12
DEKALB SALES CORP. Packaged Talon Slide Fasteners	What's My Line?	McCann-Erickson	CBS	106	1,434,540	780,000	26
DEKALB CHEMICAL CO. Wh-Mont Gift Wrappings, Man-Wrap	Home Today	McCann-Erickson McCann-Erickson	NBC NBC	62 63	53,772 12,670	24,300 3,400	9 2
DEKALB DRACKETT CO. Index, Drano	Today	William B. Remington	NBC	66	15,333	5,100	3
Index, Drano & Twinkle Copper Cleaner	Garry Moore Show	MacManus, John & Adams	CBS	86	246,995	46,800	13
Index, Drano & Other Products	Queen for a Day	MacManus, John & Adams	NBC	123	137,154	27,300	7
DEKALB FURNITURE CO. Index Furniture	Bride & Groom	Y&R	NBC	56	153,132	30,000	12
DU PONT DE NEMOURS & CO., INC. Institutional	It Could Be You	Y&R	NBC	101	76,512	21,000	6
Du Pont Paints, Varnishes & Other Products	The Price Is Right	Y&R	NBC	96	74,316	18,000	6
DUESNE BREWING CO. OF PITTSBURGH Beer	Tic Tac Dough	Y&R	NBC	56	80,685	17,500	7
	Queen for a Day	Y&R	NBC	57	23,370	7,800	2
	Steve Allen Show	Y&R	NBC	137	214,938	240,000	6
	Tennessee Ernie Ford Show	Y&R	NBC	57	23,370	7,000	2
	Today	Y&R	NBC	65	131,578	44,200	26
	Wagon Train	Y&R	NBC	122	359,229	150,000	6
	Home	Arndt, Preston, Chopin, Lomb & Keen	NBC	60	30,438	13,500	5
	Du Pont Show of the Month	BBDO	CBS	135	663,204	700,000	4
	Du Pont Theatre	BBDO	ABC	71	719,604	805,000	23
	John Daly & the News	BBDO	ABC	48	356,152	182,000	26
	Pro Football Games	Maitland	CBS	5	15,903	*	†1
	Thanksgiving Day Football Game	Maitland	CBS	5	1,613	NA	1

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total
EASTMAN KODAK CO. Eastman Kodak Cameras & Film	Adventures of Ozzie & Harriet	JWT	ABC	105	\$2,264,195	\$2,340,000
	Beat the Clock	JWT	CBS	102	101,390	18,000
Eastman Kodak Photographic & Projection Equipment	Ed Sullivan Show	JWT	CBS	177	829,130	556,500
	Home	F&S&R	NBC	112	94,968	35,100
EDISON ELECTRIC INSTITUTE Edison Electric Institute—Home	Suspicion	JWT	NBC	129	64,434	40,000
ELGIN NATIONAL WATCH CO. Elgin Watches	Perry Como Show	JWT	NBC	154	114,490	46,000
	Tonight	JWT	NBC	87	11,258	3,576
EXQUISITE FORM BRASSIERE, INC. Exquisite Form Bras	Holiday in Las Vegas	Grey	NBC	166	177,005	205,800
MAX FACTOR & CO. Max Factor Hair Preparations & Other Products	The Guy Mitchell Show	Anderson-McConnell	ABC	76	483,180	454,000
	Masquerade Party	Anderson-McConnell	NBC	101	286,593	110,000
Max Factor Make-Up & Hair Preparations	Polly Bergen Show	BBDO	NBC	109	486,564	360,000
	Thase Whiting Girls	Anderson-McConnell	CBS	160	482,730	105,000
Max Factor Make-Up, Lipstick, Hair Spray, Shampoo	Noah's Ark	DD&B	NBC	112	294,765	200,000
	Panic	DD&B	NBC	117	852,432	518,000
FALSTAFF BREWING CORP. Falstaff Beer	Baseball Game of the Week	D-F-S	CBS	99	440,001	*
	Pro Football Games	D-F-S	CBS	80	170,413	*
	Thanksgiving Day Football Game	D-F-S	CBS	75	13,384	NA
FIRESTONE TIRE & RUBBER CO. Firestone Foamex	Do You Trust Your Wife?	Grey	ABC	60	24,947	12,000
	Home	Grey	NBC	115	56,805	21,600
	Home	Grey	NBC	69	18,387	8,100
Firestone Velon	Voice of Firestone	Sweeney & James	ABC	74	1,448,934	800,000
	Tales of the Texas Rangers	Erwin, Wasey	ABC	56	94,065	46,250
Firestone Tires, Tubes, Foamex, Velon & Other Products	Arthur Godfrey Time	B&B	CBS	98	246,475	59,800
FLAV-R-STRAWS, INC. Flav-R-Straws	Edge of Night	B&B	CBS	99	278,026	58,000
	Garry Moore Show	B&B	CBS	105	299,582	72,000
	What's My Line?	B&B	CBS	104	60,345	30,000
	Today	B&B	NBC	59	214,620	71,400
	Tournament of Roses Parade	Grant	NBC	117	51,720	20,000
FLORIDA CITRUS COMMISSION Florida Citrus Products	East West Football Game	Harrington, Richards & Morgan	NBC	28	5,340	8,750
Florida Citrus Fruits	The Edsel Show	FC&B	CBS	177	119,700	300,000
	Wagon Train	FC&B	NBC	131	514,550	125,000
Florida Grapefruit	The Brothers	JWT	CBS	103	147,771	120,000
FLORISTS' TELEGRAPH DELIVERY ASS'N., INC. Florists' Telegraph Delivery Ass'n.	Dick Powell's Zane Grey Theatre	JWT	CBS	144	1,216,989	900,000
	Destiny	JWT	CBS	141	308,508	75,000
J. A. FOLGER & CO. Folger's Ground Coffee & Instant Coffe	Ford Theatre	JWT	ABC	117	1,090,074	1,040,000
	Moment of Decision	JWT	ABC	117	574,911	NA
FORD MOTOR CO. Edsel Passenger Cars Edsel Passenger Cars, Other Products & Services of Ford Motor Co. Ford Passenger Cars, Trucks	I Love Lucy	JWT	CBS	162	125,340	60,000
	Lucille Ball/Desi Arnaz Show	JWT	CBS	188	270,194	700,000
Ford Passenger Cars, Trucks, Parts & Services	The Ford Show	JWT	NBC	179	2,576,886	1,710,000
	High Low	JWT	NBC	173	826,716	216,000
L. C. FORMAN & SONS, INC. Forman's Piccolilli	Suspicion	JWT	NBC	133	637,640	480,000
	Ed Sullivan Show	K&E	CBS	175	4,613,925	3,318,500
MIRIAM GATES, INC. Miriam Gates Bras	Today	C. Wendel Muench	NBC	66	10,156	3,400
GENERAL CIGAR CO., INC. White Owl Cigars & Robert Burns Cigars	Today	Storm	NBC	43	3,648	1,700
	John Daly & the News	Y&R	ABC	48	1,023,828	518,000

Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
GENERAL ELECTRIC CO.							
Products of GE Housewares and Radio Div.	Bamberger's Thanksgiving Day Parade	Y&R	ABC	74	\$31,080	\$22,800	1
Institutional	General Electric Theatre	BBDO	CBS	153	3,069,777	2,250,000	50
Electrical Appliances	20th Century Fox Hour	Y&R	CBS	131	187,010	160,000	2
Electrical Appliances, GE TV & Radios	Broken Arrow	Y&R	ABC	121	493,275	396,000	11
Lamps, Photo Flash Bulbs, Automobile Lamps	Warner Brothers Presents	Y&R	ABC	99	660,430	NA	19
TV Sets, Radios & Small Appliances	Warner Brothers Presents	Y&R	ABC	117	1,273,283	NA	27
GENERAL FOODS CORP.							
Baker's Coconut & Other Products	Arthur Godfrey Time	Y&R	CBS	89	789,362	239,200†	52
Baker's Instant Chocolate Mix, Jello Puddings, Pie Fillings & Other Products	Disneyland	Y&R	ABC	172	557,605	634,400	13
Baker's Instant Chocolate Mix	Arthur Godfrey Time	Y&R	CBS	99	74,660	18,400†	4
Eye Frozen Foods	Arthur Godfrey Time	Y&R	CBS	88	188,691	59,800†	13
Coffee, Cereal & Desserts	Tales of Wells Fargo	Y&R	NBC	125	414,654	266,000	7
Instant Puddings, Gaines Dog Food, Maxwell House Instant Coffee	Roy Rogers Show	B&B	NBC	126	1,214,566	750,000	25
10 Gelatin Dessert	Bengal Lancers	Y&R	NBC	122	1,081,945	902,000	22
10 Puddings, Pie Fillings, Minute Ice & Other Products	Comedy Time	Y&R	NBC	79	163,549	45,500	13
	It Could Be You	Y&R	NBC	105	184,935	45,500	13
	The Price Is Right	Y&R	NBC	100	179,075	39,000	13
	Truth or Consequences	Y&R	NBC	103	184,585	44,850	13
De-Aid, Baker's Chocolate Products, Cocoa	Mickey Mouse Club	Y&R	ABC	93	304,683	114,000	19
Shake Beverages	Captain Kangaroo	FC&B	CBS	97	111,754	20,700	23
Cabin Syrup, Baker's Coconut, Minute Rice & Dream Whip	Garry Moore Show	B&B	CBS	85	235,364	61,200	17
Maxwell House Instant Coffee, Gaines Dog Food, Minute Rice	December Bride	B&B	CBS	181	2,178,849	1,000,000	38
	Richard Diamond, Private Detective	B&B	CBS	183	845,168	490,000	14
Maxwell House Instant Coffee	Dick Powell's Zane Grey Theatre	B&B	CBS	143	1,024,564	855,000	19
	Destiny	B&B	CBS	141	354,761	105,000	7
	I Love Lucy	Y&R	CBS	161	570,824	330,000	11
	Those Whiting Girls	Y&R	CBS	159	378,795	105,000	7
	Danny Thomas Show	Y&R	CBS	174	746,086	520,000	13
	West Point	B&B	CBS	105	1,893,496	1,425,000	38
	Arthur Godfrey Time	Y&R	CBS	82	213,134	78,200†	17
	Mighty Mouse Playhouse	B&B	CBS	130	668,186	201,500	26
	Fury	B&B	NBC	147	807,242	650,000	26
	Scotland Yard	Y&R	ABC	41	116,940	35,200	4
	Adventures of Hiram Holliday	Y&R	NBC	87	473,337	337,500	9
	Arthur Godfrey Time	Y&R	CBS	94	186,582	59,800†	13
	Mickey Mouse Club	Knox-Reeves	ABC	96	2,148,053	1,014,000	169
	Tales of the Texas Rangers	D-F-S	CBS	60	186,364	220,000	10
	Disneyland	Tatham-Laird	ABC	171	472,911	390,400	8
	Lone Ranger	D-F-S	ABC	74	817,660	650,000	26
	World Championship Rodeo	Tatham-Laird	CBS	132	108,850	NA	1
	American Bandstand	D-F-S	ABC	72	20,203	6,800	4
	Lone Ranger	D-F-S	CBS	62	458,034	432,000	24
	Lone Ranger Anniversary Show	D-F-S	CBS	61	40,921	NA	1
	Bob Crosby Show	D-F-S	CBS	99	85,344	22,200	6
	The Verdict Is Yours	D-F-S	CBS	104	114,474	28,800	9
	Burns & Allen	BBDO	CBS	136	462,825	280,000	7
	Giant Step	BBDO	CBS	76	906,186	550,000	22
	Our Miss Brooks	D-F-S	CBS	90	77,381	27,900	9
	Beat the Clock	D-F-S	CBS	92	86,648	24,000	8
	Garry Moore Show	D-F-S	CBS	103	279,699	61,200	17
	Bob Crosby Show	D-F-S	CBS	90	502,144	148,000	40
	Valiant Lady	D-F-S	CBS	96	585,911	132,000	44
	Wyatt Earp	D-F-S	ABC	129	1,252,264	837,000	27
	Sugar Bowl Football Game Pre-Game Highlights	D. P. Brother	ABC	83	4,358	4,200	1
GENERAL MILLS, INC.							
Cereals, Baking Mixes, Cereal Products & Other Products							
Cereal, Baking & Frosting Mixes, Dog Food							
Cereals, Flour, Cake Mixes, Dog Food							
Cherrios							
Cherrios, Wheaties, Kix							
Flour, Baking Mixes & Cereals							
Flour, Frosting & Baking Mixes							
Flour, Baking & Frosting Mixes, Cereals & Other Products							
Flour, Cake Mixes and Cereals							
Flour, Cake Mixes, Cereals & Other Products							
Flour, Cereals & Other Products							
Gold Medal Flour, Bisquick, Crustquick, Cake Mixes							
Gold Medal Flour, Cereals & Cake Mixes							
GENERAL MOTORS CORP.							
AC Spark Plugs							

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Client & Product	Program	Agency	Net-work	# of Stations	Total Gross Time Cost	Estimated Program Total	% of Total Cost
General Motors Corp. (cont'd)	Wide Wide World	MacManus, John & Adams	NBC	150	\$ 563,353	\$ 636,000	1
AC Spark Plugs, AC Oil Filters & Other Products	Zorro	D. P. Brother	ABC	131	303,250	267,000	
Buick Passenger Cars	Heavyweight Championship Fight	Kudner	NBC	176	111,210	90,000	
Buick Passenger Cars, Parts & Services	Orange Bowl Football Game	Kudner	CBS	158	98,170	275,000	
Buick Passenger Cars & Trucks	Tales of Wells Fargo	Kudner	NBC	151	595,593	342,000	
Chevrolet Passenger Cars	Patrice Munsel Show	Kudner	ABC	128	238,978	225,000	
Chevrolet Passenger Cars & Trucks	Garry Moore Show	Campbell-Ewald	CBS	99	369,000	75,600	
	Crossroads	Campbell-Ewald	ABC	133	1,613,229	1,014,000	
	Pat Boone Chevy Showroom	Campbell-Ewald	ABC	174	684,444	520,000	
	Chevy Show	Campbell-Ewald	NBC	168	2,236,195	2,940,000	
Chevrolet Passenger Cars, Trucks, Parts & Services	Dinah Shore Show	Campbell-Ewald	NBC	79	949,376	493,000	
General Motors-United Motors Automotive & Electronic Products	High Adventure with Lowell Thomas	Campbell-Ewald	CBS	148	223,255	450,000	
	Wide Wide World	MacManus, John & Adams	NBC	149	2,012,514	1,060,000	
Oldsmobile Passenger Cars	Academy of Motion Picture Arts & Science Awards	D. P. Brother	NBC	165	157,915	250,000	
	Color Carnival	D. P. Brother	NBC	129	401,948	NA	
	Jerry Lewis Show	D. P. Brother	NBC	143	222,985	460,000	
	Sugar Bowl Football Game	D. P. Brother	ABC	87	67,321	125,000	
	Vic Damone Show	D. P. Brother	CBS	199	346,492	125,000	
	Big Record	D. P. Brother	CBS	197	645,941	400,000	
	Morning News	Campbell-Ewald	CBS	67	92,000	16,100	
Passenger Cars, Parts & Services	General Motors 50th Anniversary Program	Kudner	NBC	162	232,180	705,800	
Pontiac Passenger Cars	Today	MacManus, John & Adams	NBC	125	19,287	5,100	
	World Championship Pro Football Game	MacManus, John & Adams	NBC	183	138,937	NA	
Pontiac Passenger Cars, Parts and Services	Annie Get Your Gun	MacManus, John & Adams	NBC	169	119,180	294,100	
Frigidaire Air Conditioners & Refrigerators—Home	Patrice Munsel Show	Kudner	ABC	128	286,326	270,000	
GENERAL TIME CORP.	Today	BBDO	NBC	71	114,972	39,100	
Westclock Clocks, Watches, Timers & Seth Thomas Clocks	Tonight	BBDO	NBC	69	24,121	8,940	
GERBER PRODUCTS CO.	Beat the Clock	D'Arcy	CBS	96	187,378	45,000	
Gerber's Baby Foods	Bob Crosby Show	D'Arcy	CBS	107	547,043	129,500	
	Garry Moore Show	D'Arcy	CBS	114	369,705	61,200	
	Captain Kangaroo	D'Arcy	CBS	95	447,260	35,100	
	Our Miss Brooks	D'Arcy	CBS	104	223,975	55,800	
GILLETTE CO.	Cavalcade of Sports	Maxon	NBC	180	4,758,250	1,716,000	
Gillette Safety Razors, Blades, Shaving Cream, Pens, Pencils, Home Permanents, Shampoos, Rinses, Curlers	Sixteenth Annual Palm Beach Golf Championship	Maxon	NBC	166	130,101	NA	
Gillette Safety Razors, Blades, Shaving Cream, Writing Equipment, Hair Preparations & Other Products	Kentucky Derby, Preakness, Belmont Stakes	Maxon	CBS	182	139,745	500,000††	
Gillette Razors, Blades, Writing Equipment, Hair Grooming Products & Shaving Cream	Rose Bowl Football Game	Maxon	NBC	181	259,409	500,000	
Gillette Safety Razors, Blades, Shaving Cream & Other Products	World Series Games	Maxon	NBC	200	1,306,067	3,000,000**	
	Blue-Grey Football Game	Maxon	NBC	174	149,850	NA	
Gillette Shaving Equipment, Writing Equipment, Hair Preparations & Other Products	All Star Baseball Games	North	NBC	181	183,465	115,000	
GILLETTE CO. (Toni Co.)	Queen for a Day	North	NBC	66	311,347	101,400	
Hair Preparations	Tennessee Ernie Ford Show	North	NBC	63	34,032	7,000	
	Bride & Groom	North	NBC	60	55,764	12,500	
Hair Preparations, Deep Magic Cleansing Lotion	Tic Tac Dough	North	NBC	64	266,591	625,000	
Home Permanents, Hair Preparations, Creams	Art Linkletter's House Party	North	CBS	89	165,222	44,200	
Home Permanents, Hair Preparations, Creams, Pens, Pencils & Accessories	Your Hit Parade	North	NBC	173	487,542	322,000	
Home Permanents & Other Products	Arthur Godfrey's Talent Scouts	North	CBS	150	1,626,360	780,000	

Company & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
Permanents, Hair Preparations, Cleansing Creams	Blondie	Tatham-Laird	NBC	156	\$ 1,279,654	\$ 700,000	20
Permanents, Hair Preparations, Deodorants, Pens, Pencils & Accessories	Garry Moore Show	North	CBS	88	206,428	61,200	17
Permanents, Hair Preparations, Cleansing Lotions, Creams, Hair Spray	Dollar a Second	North	NBC	54	132,435	45,000	3
Permanents, Hair Preparations, Pens, Pencils & Accessories	Bob Crosby Show	North	CBS	91	198,337	66,600	18
Permanents, Hair Preparations, Other Products	The Verdict Is Yours	North	CBS	89	116,632	28,800	9
Permanent Wave, White Rain Motion Shampoo	Action Tonight	North	NBC	59	143,820	45,000	3
Home Permanents, Hair Preparations, Cleansing Creams, Lipstick	Stanley	North	NBC	132	178,182	20,000	3
Per-Mate Pens	You Bet Your Life	North	NBC	179	1,824,105	988,000	19
	Best Of Groucho	North	NBC	178	501,114	182,000	7
	Valiant Lady	Tatham-Laird	CBS	89	245,919	51,000	17
	Hotel Cosmopolitan	Tatham-Laird	CBS	86	42,091	16,200	6
	People Are Funny	North	NBC	129	1,556,187	687,500	25
	Today	North	NBC	82	9,912	3,400	2
	Tonight	North	NBC	69	9,654	3,576	2
GREEL BREWING CO.	Pro Football Games	Campbell-Ewald	CBS	6	16,049	*	13
	I Love Lucy	Campbell-Mithun	CBS	90	416,010	240,000	8
	Perry Como Show	North	NBC	103	381,188	506,000	11
	Julius La Rosa Show	North	NBC	103	197,756	210,000	7
	Mickey Mouse Club	Campbell-Mithun	ABC	95	85,088	30,000	5
	Captain Kangaroo	Campbell-Mithun	CBS	56	9,172	1,800	2
	Howdy Doody	Campbell-Mithun	NBC	64	16,265	3,000	1
	Burns & Allen	BBDO	CBS	117	1,048,497	720,000	19
	Captain Kangaroo	McCann-Erickson	CBS	55	47,660	18,000	10
	Mickey Mouse Club	McCann-Erickson	ABC	92	203,783	78,000	13
	Goodyear Playhouse	Y&R	NBC	117	1,620,760	880,000	16
	Turn of Fate	Y&R	NBC	117	440,028	269,500	7
	Kukla, Fran & Ollie	Ayer	ABC	3	503,840	428,800	134
	Queen for a Day	E. H. Weiss	NBC	59	96,980	23,400	6
	Billy Graham New York Crusade	Walter Bennett	ABC	75	774,605	NA	14
	Steve Allen Show	Grey	NBC	147	1,113,933	1,375,000	25
	Today	Cohen & Aleshire	NBC	59	258,931	79,900	47
	Today	Cohen & Aleshire	NBC	59	141,588	45,900	27
	Life of Riley	Y&R	NBC	125	1,100,304	897,000	23
	Hallmark Hall of Fame	FC&B	NBC	142	884,754	1,200,000	6
	Person to Person	Campbell-Mithun	CBS	33	319,440	525,000	21
	Pantomime Quiz	Campbell-Mithun	CBS	34	75,123	56,000	7
	Producer's Showcase	McCann-Erickson	NBC	107	401,700	800,000	5
	Today	Ayer	NBC	67	118,154	39,100	23
	Captain Kangaroo	SSC&B	CBS	27	68,016	27,900	31
	Circus Time	George Hartman	ABC	67	260,000	572,000	26
	Captain Kangaroo	George Hartman	CBS	52	99,740	21,600	24
	Paul Winchell Show	George Hartman	ABC	62	121,238	103,600	7
	Captain Gallant of the Foreign Legion	Y&R	NBC	57	1,350,073	1,225,000	49
	Garry Moore Show	Burnett	CBS	104	607,752	115,200	32

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total
HOUSE OF WESTMORE, INC. Westmore Facial Make-Up	Arlene Francis Show	Ehrlich, Neuwirth & Sobo	NBC	53	\$ 43,025	\$ 6,900
HYGRADE FOOD PRODUCTS CORP. Hygrade Meat Products	World Championship Pro Football Game	Doner	NBC	183	69,468	NA
IDEAL TOY CORP. Toys	Macy's Thanksgiving Day Parade	Grey	NBC	81	54,783	NA
INSURANCE CO. OF NORTH AMERICA Insurance Co. of North America	Today	Ayer	NBC	102	166,345	45,900
INTERNATIONAL PARTS CORP. Midas Mufflers	Today	Bozell & Jacobs	NBC	63	33,727	20,400
	Today	Bozell & Jacobs	NBC	24	18,426	15,300
INTERNATIONAL SHOE CO. Weather-Bird Shoes	Mickey Mouse Club	Henri-Hurst & McDonold	ABC	94	158,261	60,000
Velvet Step Shoes	Today	Storm	NBC	79	29,656	8,500
INTERNATIONAL SWIMMING POOL CORP. Esther Williams Home Swimming Pools	Home	Wilson, Haight, Welch & Grover	NBC	58	11,307	5,400
INTERNATIONAL TELEPHONE & TELEGRAPH CORP. International Telephone & Telegraph	See It Now	Mathes	CBS	96	96,875	125,000
THE ANDREW JERGENS CO. Jergen's Lotion & Other Products	Steve Allen Show	Orr	NBC	128	498,318	600,000
JOHNS-MANVILLE CORP. Johns-Manville Products	Meet the Press	JWT	NBC	43	433,443	97,500
HOWARD D. JOHNSON CO. Howard Johnson Restaurants	Today	Ayer	NBC	47	111,427	51,000
JOHNSON & JOHNSON Band-Aid	Heckle & Jeckle Cartoon	Y&R	CBS	79	149,716	36,000
Johnson's Baby Products, Johnson & Johnson Surgical Dressings	Adventures of Robin Hood	Y&R	CBS	163	1,594,368	910,000
	Garry Moore Show	Y&R	CBS	121	378,787	93,600
	Our Miss Brooks	Y&R	CBS	109	248,699	55,800
	Beat the Clock	Y&R	CBS	107	80,278	18,000
	Today	Ayer	NBC	60	75,107	91,000
Johnsons's Back Plaster	Robert Montgomery Presents	Needham, Louis & Brorby	NBC	115	1,244,065	676,000
S. C. JOHNSON & SON, INC. Johnson's Wax Products & Insecticides	Red Skelton Show	FC&B	CBS	99	999,930	760,000
Johnson's Waxes & Polishes	Spotlight Playhouse	FC&B	CBS	98	370,800	84,000
Johnson's Waxes, Polishes, Insecticides & Room Deodorants	Steve Allen Show	Needham, Louis & Brorby	NBC	142	1,274,983	1,430,000
JUVENILE SHOE CORP. OF AMERICA Lazy Bone Shoes	Today	Storm	NBC	100	5,830	1,700
KAISER ALUMINUM & CHEMICAL CORP. Kaiser Aluminum & Aluminum Products	Kaiser Aluminum Hour	Y&R	NBC	105	1,210,015	728,000
KAISER INDUSTRIES CORP. Kaiser Aluminum, Steel, Gypsum, Cement & Other Products	Maverick	Y&R	ABC	66	886,656	1,125,000
KAISER INDUSTRIES CORP. (Willy's Motors, Inc.) Willys Jeep (FC 170, Universal Jeep, Utility Wagons, Jeep 4-Wheel Drive Trucks)	Gold Cup Regatta	Y&R	ABC	11	10,325	NA
KELLOGG CO Kellogg's Cereals & Gro-Pup Dog Food	Arthur Godfrey Show	Burnett	CBS	122	726,390	390,000
	Vic Damone Show	Burnett	CBS	132	417,045	175,000
	The Big Record	Burnett	CBS	137	389,946	300,000
	Art Linkletter's House Party	Burnett	CBS	94	1,608,324	350,200
	Wild Bill Hickok	Burnett	CBS	124	1,423,592	1,404,000
	Arthur Godfrey Time	Burnett	CBS	78	493,786	193,200
	Circus Boy	Burnett	ABC	95	351,421	176,000
	Superman	Burnett	ABC	116	174,625	72,800
	Sir Lancelot	Burnett	ABC	116	174,625	40,600
	Wild Bill Hickok	Burnett	ABC	116	162,151	61,100
	Buccaneers	Burnett	ABC	116	162,151	37,700
	Woody Woodpecker	Burnett	ABC	160	383,541	97,500
Kellogg's Cereals	Name That Tune	Burnett	CBS	159	1,510,188	650,000
Kellogg's Cereals, Dog Food & Other Products	Kemper Football Scoreboard	John S. Shaw	NBC	125	188,437	52,500
KEMPER INSURANCE CO. Casualty Insurance	National Invitation Tournament Basketball Games	Lumberman Mutual Casualty Co.	CBS	76	60,938	17,500
Lumberman Mutual Casualty & American Motorist Casualty Insurance	East/West Basketball Game	Lumberman Mutual Casualty Co.	CBS	76	30,469	17,500

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
THE ENDALL CO. E-Jay Corn Plasters Good Plastic Bandages & Other Products	Afternoon Film Festival Circus Time Arthur Godfrey Time Captain Kangaroo	Burnett Burnett Burnett Burnett	ABC ABC CBS CBS	49 71 77 56	\$ 42,900 100,000 156,330 67,564	\$ 32,500 75,000 41,400† 13,500	13 10 9 15
HEARST-CLARK CORP. Kleenex Tissues & Other Products	Danny Thomas Show Theatre Time Playhouse 90 It Could Be You	FC&B FC&B FC&B FC&B	ABC ABC CBS NBC	73 70 140 65	522,432 185,955 453,750 16,110	498,400 55,000 320,600 3,500	14 5 7 1
Kleenex Tissues & Other Products, Table Napkins	Perry Como Show Julius La Rosa Show	FC&B FC&B	NBC NBC	145 106	901,531 267,139	1,242,000 720,000	27 8
KNOW-MONARCH CO. Whitener and Redi-Baker	Today	Frank Block	NBC	67	20,712	6,800	4
KNOW-MARK MANUFACTURING CO. Squire Shoe Polish	Caesar's Hour Perry Como Show Masquerade Party	Mogul Mogul Mogul	NBC NBC NBC	142 165 85	275,692 223,886 156,879	320,000 276,000 66,000	8 6 3
Know-Mark Shoe Polishes	Bride & Groom Tic Tac Dough The Price Is Right Queen for a Day	KFC&C KFC&C KFC&C KFC&C	NBC NBC NBC NBC	62 63 61 66	12,326 60,423 153,191 76,926	2,500 10,000 39,000 23,400	1 4 13 6
COLIN-PLUS, INC. Colin-Plus Liquid Make-Up & Other Products	Break the \$250,000 Bank Hold That Note	Russell M. Seeds Russell M. Seeds	NBC NBC	100 70	121,581 404,205	90,000 253,000	3 11
LEWIS PERRINS, INC. Perrins Sauce	Home	Humphrey, Alley & Richards	NBC	60	53,012	24,300	9
LIPTON & FINK PRODUCTS CORP. Lipton's Disinfectant & Deodorizers, Household Use	It Could Be You Queen for a Day Truth or Consequences Bride & Groom	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson	NBC NBC NBC NBC	74 97 90 77	111,922 139,793 99,468 13,237	31,500 35,100 20,700 2,500	9 9 6 1
LIPTON BROTHERS CO. Lipton's Liquid Detergents & Bar Soaps Lipton's Liquid Detergents, Bar Soaps, Margarine & Dentifrices	Comedy Time Truth or Consequences	BBDO BBDO	NBC NBC	66 98	284,472 931,743	91,000 241,500	26 70
Lipton's Liquid Detergents & Margarine, Wisk Liquid Detergent, Dove Bar Soap Lipton's Liquid Detergent	The Price Is Right Sir Lancelot Charles Farrell Show	BBDO SSC&B JWT	NBC NBC NBC	97 118 119	577,014 571,446 357,762	132,000 325,000 66,000	44 10 6
Rinso Soap Powder, Lux Toilet Soap	On Trial Joseph Cotton Show—On Trial	BBDO BBDO	NBC NBC	89 90	53,436 763,368	3,7000 570,000	1 15
Rinso Soap Powder, Lux Liquid Detergent, Good Luck Margarine	Art Linkletter's House Party Garry Moore Show Have Gun—Will Travel Father Knows Best Private Secretary	BBDO JWT JWT JWT Ogilvy, Benson & Mather	CBS CBS CBS NBC CBS	85 74 135 103 101 102	1,389,066 474,880 508,899 363,198 679,491 286,860	353,600 140,400 288,000 228,000 420,000 255,500	104 39 8 6 12 7
Lux Toilet Soap, Lux Flakes, Lux Liquid & Other Products	Eve Arden Show Lux Video Theatre Lux Show Starring Rosemary Clooney Life of Riley	JWT JWT JWT BBDO	NBC NBC NBC NBC	150 160 130	3,837,490 839,984 1,567,214	1,920,000 504,000 1,092,000	40 12 28
Lipton's Toilet Soaps, Detergents & Margarine Lipton's Tea, Lipton's Soups, Frozen Desserts	Arthur Godfrey's Talent Scout	BBDO	CBS	163	1,619,343	780,000	26
Good Luck Margarine, Rinso Soap Powder, Lux Liquid Detergent Imperial Margarine	Garry Moore Show The Brothers	JWT JWT	CBS CBS	74 86	985,454 188,169	259,200 160,000	72 4
WIS-HOWE CO. Wis-Howe Tablets	Jonathan Winters Show Today Wagon Train Gator Bowl	D-F-S D-F-S McCann-Erickson McCann-Erickson	NBC NBC NBC CBS	96 61 137 104	456,314 27,850 487,677 16,804	162,500 8,500 200,000 NA	13 5 8 1
LIBBY-OWENS-FORD GLASS CO. Libbey-Owens-Ford Auto Safety Glass & Other Products Libbey-Owens-Ford Safety Plate Glass	Perry Mason NCAA Football Games	F&S&R F&S&R	CBS NBC	113 183	423,690 448,350	280,000 NA	7 9
LIBBY, McNEIL & LIBBY Libby's Canned Fruits & Vegetables	The Verdict Is Yours Arthur Godfrey Time Beat the Clock Garry Moore Show	JWT JWT JWT JWT	CBS CBS CBS CBS	59 88 48 61	60,095 70,263 37,802 49,184	16,000 23,000† 12,000 14,400	5 5 4 4
SMITH & MYERS TOBACCO CO. Chesterfield Cigarettes	Hey! Jeannie Noah's Ark Panic	McCann-Erickson D-F-S McCann-Erickson	CBS NBC NBC	126 110 114	284,058 231,492 840,327	231,000 160,000 518,000	6 4 14

Client & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	
Liggett & Myers Tobacco Co. (cont'd) Chesterfield Cigarettes & L&M Filter Cigarettes Chesterfield Cigarettes, L&M Filter Tip Cigarettes & Other Tobacco Products L&M Filter Tip Cigarettes Liggett & Myers Tobacco Products Tobacco Products	Gunsmoke	D-F-S	CBS	161	\$ 1,862,937	\$ 1,178,000	
	Dragnet	D-F-S	NBC	165	1,711,556	1,520,000	
	Do You Trust Your Wife?	D-F-S	CBS	128	595,422	487,500	
	Spike Jones Show	D-F-S	CBS	132	1,747,092	770,000	
	Frank Sinatra Show	McCann-Erickson	ABC	127	341,940	450,000	
	Club Oasis	McCann-Erickson	NBC	109	365,058	464,000	
	Eddie Fisher Show	McCann-Erickson	NBC	130	633,690	690,000	
	Pied Piper	McCann-Erickson	NBC	133	163,223	588,200	
	P. LORILLARD CO. Kent Cigarettes Old Gold Cigarettes Tobacco Products	Assignment Foreign Legion	L&N	CBS	79	529,224	240,500
		\$64,000 Challenge	Y&R	CBS	119	1,479,831	858,000
Jackie Gleason Show		L&N	CBS	170	1,550,421	1,250,000	
Jimmy Durante Show		L&N	CBS	172	833,166	247,000	
Court of Last Resort		L&N	NBC	147	801,480	420,000	
LOS ANGELES SOAP CO. Soaps, Detergents & Water Softeners	East/West Football Game	Wasey	NBC	31	11,763	8,750	
	Joe Lowe Corp.						
JOE LOWE CORP. Popsicles & Other Frozen Confections	Popsicle Five Star Comedy	Paris & Peart	ABC	111	285,959	54,000	
	LUDEN'S INC.						
LUDEN'S INC. Luden's Cough Drops & Candy	Captain Kangaroo	Mathes	CBS	74	461,135	67,600	
	MARS, INC. Mars Candy Bars Mars Candies	Circus Boy	Knox-Reeves	ABC	93	305,813	154,000
Mickey Mouse Club		Knox-Reeves	ABC	94	118,323	42,000	
MASONITE CORP. Masonite Siding	Home	Buchen	NBC	113	43,599	16,200	
	MATTEL, INC. Toys	Mickey Mouse Club	Carson-Roberts	ABC	93	445,719	168,000
MAYBELLINE CO. Maybelline Beauty Aids Maybelline Eye Make-Up		Royal Commonwealth Ball	Best	CBS	84	42,360	15,000
	Presidential Inaugural Ball	Best	CBS	137	43,916	20,000	
McKESSON & ROBBINS, INC. Kessamin	Home	D-F-S	NBC	58	75,624	35,100	
	THE MENNEN CO. Mennen Products Mennen's Baby Products & Toiletries for Men & Women Mennen Shave Cream, After Shave Lotion & Other Products Mennen Skin Magic Mennen Spray Deodorant	Robert Montgomery Presents	Grey	NBC	113	979,700	520,000
O. S. S.		McCann-Erickson	ABC	75	379,305	352,000	
MENTHOLATUM CO. Mentholatum Mentholatum & Deep Heat Rub	Wednesday Night Fights	McCann-Erickson	ABC	102	1,358,440	1,071,000	
	Colt .45	McCann-Erickson	ABC	90	89,334	75,000	
	Queen for a Day	McCann-Erickson	NBC	83	104,652	23,400	
	Today	Grey	NBC	63	86,117	25,500	
	Bob Crosby Show	JWT	CBS	76	97,490	22,200	
	Tic Tac Dough	JWT	NBC	63	141,190	25,000	
	Bride & Groom	JWT	NBC	78	35,469	7,500	
	It Could Be You	JWT	NBC	76	37,816	10,500	
	Comedy Time	JWT	NBC	61	64,996	21,000	
	The Price Is Right	JWT	NBC	91	155,022	36,000	
G. & C. MERRIAM COMPANY Webster International Dictionary	Queen for a Day	JWT	NBC	92	82,845	23,400	
	Today	Anderson & Cairns	NBC	70	15,912	5,100	
	MENTHOLATUM CO. Mentholatum Mentholatum & Deep Heat Rub	Comedy Time	G. Wade	NBC	52	108,051	42,000
		It Could Be You	G. Wade	NBC	63	128,544	45,500
	MILES LABS., INC. Alka-Seltzer & One-A-Day Vitamins Alka-Seltzer, One-A-Day Vitamin Tablets, Bactine Alka-Seltzer, One-A-Day Vitamins, Bactine, Nervine, Tabcin	Queen for a Day	G. Wade	NBC	66	530,387	175,500
		Truth or Consequences	G. Wade	NBC	62	118,263	41,400
	MINNESOTA MINING & MANUFACTURING CO. Scotch Brand Cellophane Tapes & Other Products Scotch Brand Cellophane Tape & Sasheen Package Ribbon	Wednesday Night Fights	G. Wade	ABC	101	806,848	609,000
		Broken Arrow	G. Wade	ABC	125	1,199,526	936,000
		NBC News	G. Wade	NBC	75	1,248,974	277,500
		Tennessee Ernie Ford Show	G. Wade	NBC	64	307,697	91,000
Bride & Groom		G. Wade	NBC	62	143,458	32,500	
The Price Is Right		G. Wade	NBC	63	58,162	18,000	
Mickey Mouse Club		G. Wade	ABC	96	398,391	150,000	
All-Star Golf		Wire Service	Mathisson	ABC	110	421,543	696,800
		Mickey Mouse Club	BBDO	ABC	94	298,479	114,000
MILLER BREWING CO. Miller High Life Beer Miller High Life Beer & Ale		Bride & Groom	McManus, John & Adams	NBC	58	84,597	22,500
	The Price Is Right	BBDO	NBC	56	64,802	21,000	
	Queen for a Day	BBDO	NBC	60	234,687	81,900	
	Tic Tac Dough	BBDO	NBC	59	215,320	52,500	
	Truth or Consequences	McManus, John & Adams	NBC	57	30,093	10,350	
	NBC Matinee Theatre	McManus, John & Adams	NBC	60	31,182	45,000	

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Lotch Brand Cellophane Tape MINUTE MAID CORP. Minute Maid Frozen Fruit Juice ROSEN DAVID WINE CORP. Rosen David Wine	Arlene Francis Show	McManus, John & Adams	NBC	48	\$ 25,894	\$ 6,900	3
	Andy's Gang	BBDO	NBC	58	70,425	21,000	3
	Tournament of Roses Parade	Bates	NBC	118	51,920	20,000	1
	Treasure Hunt	Weiss & Geller	ABC	72	623,992	378,000	21
	Key Club Playhouse	E. H. Weiss	ABC	74	376,536	123,500	13
	Beat the Clock	E. H. Weiss	CBS	88	118,828	24,000	8
	Dick & the Duchess	E. H. Weiss	CBS	147	426,234	234,500	7
	Conquest	Gardner	CBS	98	73,969	100,000	1
	Baseball Game of the Week	Burnett	CBS	166	375,415	*	26
	Pro Football Games	Burnett	CBS	88	339,433	*	122
MASANTO CHEMICAL CO. Masanto Chemicals PHILIP MORRIS, INC. Parloro Cigarettes	Playhouse 90	Burnett	CBS	141	1,523,301	1,190,000	26
	Thanksgiving Day Football Game	Burnett	CBS	16	2,902	NA	1
	Thanksgiving Day Football Game	Burnett	CBS	5	1,613	NA	1
	Big Ten Regional NCAA Football Games	Burnett	NBC	39	40,507	NA	4
	Mike Wallace Interviews	Ayer	ABC	54	1,162,954	421,200	36
	Suspicion	Ayer	NBC	121	438,318	280,000	7
	Tonight	Burnett	NBC	43	40,459	16,092	9
	Home	Arndt, Preston, Chapin, Lamb & Keen	NBC	116	73,910	27,000	10
	Arthur Godfrey Time	Bozell & Jacobs	CBS	105	937,535	216,200†	47
	NATIONAL BISCUIT CO. All Products NATIONAL BREWING CO. National Bohemian Beer	Adventures of Rin-Tin-Tin	K&E	ABC	110	2,247,934	1,560,000
Pro Football Games		Doner	CBS	3	8,976	*	12
Thanksgiving Day Football Game		Doner	CBS	26	5,951	NA	1
Kraft Television Theatre		JWT	NBC	117	4,641,160	2,100,000	50
Comedy Time		JWT	NBC	47	424,720	178,500	51
Modern Romances		JWT	NBC	57	504,815	137,700	51
NBC Matinee Theatre		JWT	NBC	58	543,881	714,000†	51
Tic Tac Dough		JWT	NBC	51	458,526	130,000	52
The Big Top		Ayer	CBS	82	71,545	16,000	2
NATIONAL DAIRY PRODUCTS CORP. All Products Kraft Cheese & Other Products		Comedy Time	Manoff	NBC	77	347,364	91,000
	It Could Be You	Manoff	NBC	68	140,006	42,000	12
	Queen for a Day	Manoff	NBC	82	53,730	15,600	4
	Today	Applegate	NBC	101	7,121	1,700	1
	Beat the Clock	Bryan Houston	CBS	48	106,390	24,000	8
	Oh! Susana	Bryan Houston	CBS	177	1,563,981	987,500	25
	Our Miss Brooks	McCann-Erickson	CBS	62	168,647	55,800	18
	Beat the Clock	Bryan Houston	CBS	61	80,134	24,000	8
	Garry Moore Show	McCann-Erickson	CBS	73	148,720	46,800	13
	Blondie	Bryan Houston	NBC	113	1,087,803	665,000	19
NATIONAL GRAPE CO-OPERATIVE ASS'N., INC. Welch's Grape Juice, Jellies, Marmalades Welch's Grape Juice, Jellies, Marmalades Wine Welch's Grape Juice, Grape Drinks, Jams and Jellies NATIONAL HOMES CORP. National Homes Prefabricated THE NESTLE CO., INC. Nescafe Instant Coffee	Valiant Lady	McCann-Erickson	CBS	73	134,793	39,000	13
	Garry Moore Show	McCann-Erickson	CBS	74	282,327	93,600	26
	Lone Ranger	McCann-Erickson	CBS	62	557,306	486,000	27
	Home	W. S. Walker	NBC	73	43,410	18,900	7
	The Walter Winchell File	LaRoche	ABC	104	136,575	120,000	3
	\$64,000 Question	LaRoche	CBS	175	142,434	70,000	2
	Arthur Godfrey Time	B&B	CBS	101	452,935	119,600†	26
	Perry Como Show	SSC&B	NBC	107	591,992	920,000	20
	Julius La Rosa Show	SSC&B	NBC	106	202,222	180,000	6
	Today	Vansant, Dugdale	NBC	72	29,472	10,200	6
NATIONAL BOHEMIAN BEER Sealtest Dairy Products NATIONAL DAIRY PRODUCTS CORP. All Products Kraft Cheese & Other Products NATIONAL GRAPE CO-OPERATIVE ASS'N., INC. Welch's Grape Juice, Jellies, Marmalades Welch's Grape Juice, Jellies, Marmalades Wine Welch's Grape Juice, Grape Drinks, Jams and Jellies NATIONAL HOMES CORP. National Homes Prefabricated THE NESTLE CO., INC. Nescafe Instant Coffee Nestle's Chocolate Products Nestle's Chocolate Products, Tea, Coffee Nestle's Coffee, Chocolate, Tea & Milk Products Nestle's Eveready Cocoa, Nestle's Quik Nestle's Quik, Chocolate Morsels Nestle's Quik, Chocolate Bars, Chocolate Morsels NIAGARA THERAPY MANUFACTURING CORP. Cyclo Thermopad NORTH AMERICAN PHILIPS CO. Norelco Electric Shavers NORWICH PHARMACAL CO. Pepto-Bismol, Ungentine NOXZEMA CHEMICAL CO. Noxzema Medicated Cream, Shave Cream, Sun Tan Cream & Lotion OLIN MATHIESON CHEMICAL CORP. Permanent Pyro & Super Pyro Anti-Freeze							

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Company & Product	Program	Agency	Network	# of Stations	Total Gross Time Cost	Estimated Program Total	# of Telecasts
FORWARD MARINE CORP. Outboard Motors	Hollywood Film Theatre	Cramer-Krasselt	ABC	67	\$ 76,000	\$ 60,000†	8
	Today	Cramer-Krasselt	NBC	110	149,758	42,500	25
	Tonight	Cramer-Krasselt	NBC	78	80,903	26,820	15
	John Daly & the News	Cramer-Krasselt	ABC	45	35,540	35,000	5
CORNING FIBERGLAS CORP. Fiberglass Curtains	Arlene Francis Show	McCann-Erickson	NBC	72	31,980	4,600	2
	Home	McCann-Erickson	NBC	60	71,296	32,400	12
LAGER BREWING CO. Blue Ribbon Beer & Ale Ale & Soft Drinks	Pro Football Games	Burnett	CBS	10	13,771	*	13
	Wednesday Night Football	Burnett	ABC	111	580,832	567,000	27
	College All-Star Football Game	NC & K	ABC	28	86,007	NA	1
	George Sanders Mystery Theater	Burnett	NBC	144	840,543	195,000	13
PARSONS PRODUCTS, INC. Typewriters Cameras	Today	F&S&R	NBC	67	45,652	15,300	9
	Today	F&S&R	NBC	104	57,424	15,300	9
AMERICAN WORLD AIRWAYS, INC. American World Airways—Passenger	See It Now	JWT	CBS	93	634,521	1,125,000	9
	Queen for a Day	Grant	NBC	62	116,620	27,300	7
PARSONS & TILFORD Perfume, Cologne, Toilet Water & Linen Tints & Dyes	Masquerade Party	Mogul	NBC	84	154,776	66,000	3
	Today	D'Arcy	NBC	77	82,903	25,500	15
PERSON-SARGENT CO. Paints & Varnishes	Home	D. J. Mendelson	NBC	109	55,985	21,600	8
	Cinderella	K&E	CBS	211	92,374	100,000	1
COLA CO. Pepsi-Cola	Annie Get Your Gun	K&E	NBC	169	119,180	294,100	1
	The Edge of Night	Gardner	CBS	134	269,435	37,700	13
TAILK CO. Evaporated Milk	Red Skelton Show	Gardner	CBS	169	1,227,075	840,000	21
	Spotlight Playhouse	Gardner	CBS	168	310,830	60,000	5
	George Gabel Show	Gardner	NBC	169	515,541	360,000	8
TR PAUL, INC. Her Paul Mounds & Almond Joy	Arthur Godfrey Time	D-F-S	CBS	123	148,605	32,200†	7
	Steve Allen Show	JWT	NBC	156	775,090	825,000	15
ARMA-CRAFT CORP. Deodorants, Cold Remedies & Antiseptics Skin Cream Cold Cough and Cold Medicine & Other Products	Arthur Godfrey Time	JWT	CBS	137	151,670	32,200†	7
	Sunday News Special	Kletter	CBS	51	254,498	130,000	26
PHARMACEUTICALS, INC. Geritol, Niron, Zarumin, RDX Reducing Aid & Other Products Geritol, RDX Reducing Tablets & Other Products Geritol, Serutan, Sominex, Hair Tonic & Shampoo Geritol, Sominex & Other Products Serutan, Geritol, RDX Reducing Aid	To Tell the Truth	Kletter	CBS	154	3,001,581	1,144,000	52
	What's It For?	Parkson	NBC	149	707,934	275,000	11
	Twenty-One	Parkson	NBC	161	2,994,492	1,680,000	48
ILCO CORP. Milco Electrical Appliances & Electronic Products	Ted Mack Amateur Hour	Kletter	ABC	94	1,444,349	480,000	24
	Miss America Pageant of 1957	BBDO	CBS	131	114,223	150,000	1
LLIPS-VAN HEUSEN CORP. Van Heusen Shirts & Sportswear—Men	West Point	Grey	ABC	81	254,013	75,600	7
	Suspicion	Grey	NBC	129	64,554	40,000	1
LSBURY MILLS, INC. Pillsbury's Best Flour & Mixes	Art Linkletter's House Party	Burnett	CBS	107	988,309	244,800	72
	Arthur Godfrey Show	Burnett	CBS	111	591,345	330,000	11
	As the World Turns	Campbell-Mithun	CBS	114	276,997	60,900	21
	Big Record	Burnett	CBS	115	494,310	400,000	8
	Edge of Night	Campbell-Mithun	CBS	134	297,305	63,800	22
	Mickey Mouse Club	Burnett	ABC	93	409,652	156,000	26
ILLSBURY'S BEST FLOUR, BAKING MIXES, & FROSTING MIXES	Arthur Godfrey Time	Burnett	CBS	101	577,802	202,400†	44
	Dollar a Second	Campbell-Mithun	NBC	118	169,926	45,000	3
	Garry Moore Show	Maxon	CBS	78	312,560	68,400	19
PITTSBURGH PLATE GLASS CO. Pittsburgh Paints	Planters Peanut Time	Goodkind, Joice & Morgan	NBC	91	139,672	64,000	4
	Steve Allen Show	D-D-B	NBC	151	429,806	360,000	9
PLANTERS NUT & CHOCOLATE CO. Planters Peanuts & Chocolates	Tonight	D-D-B	NBC	72	97,080	35,760	20
	Perry Como	D-D-B	NBC	163	115,038	138,000	3
	Today	Ayer	NBC	64	100,012	34,000	20
POLAROID CORP. Polaroid Land Cameras	NBC Matinee Theatre	B&B	NBC	116	4,500,213	4,236,000†	251

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tel-cast
THE PROCTER & GAMBLE CO. (cont'd)							
Cheer Detergent	The Line-Up	Y&R	CBS	137	\$ 1,296,247	\$ 735,000	
	Undercurrent	Y&R	CBS	150	308,684	57,500	
Cheer Detergent, Gleem Dentifrice, Spic & Spon	The People's Choice	Y&R	NBC	92	941,379	665,000	
Dash Detergent, Drene Shompoo, Crest Tooth Paste	Hey! Jeannie!	Compton	CBS	124	671,067	462,000	
Detergents & Bar Soap	It Could Be You	D-F-S	NBC	86	777,842	241,500	
Detergents, Bar Soap & Other Products	Tic Tac Dough	D-F-S	NBC	103	2,127,498	445,000	
Detergents, Dentifrices, Peanut Products, Cleansers & Bar Soap	Queen for a Day	D-F-S	NBC	114	3,294,661	1,002,300	
Dreft Detergent & Other Products	Tennessee Ernie Ford Show	D-F-S	NBC	54	71,158	129,500	
Ivory Bar Soap, Duz	The Guiding Light	Compton	CBS	114	3,255,550	693,900	
Blue Cheer, Crisco & Gleem	The Brighter Day	Y&R	CBS	127	3,390,000	647,500	
Ivory Flokes, Spic & Spon	Bob Crosby Show	Compton	CBS	81	212,265	96,200	
Ivory, Crisco, Crest Tooth Paste	Jane Wyman Show	Compton	NBC	121	1,479,513	962,500	
Joy Liquid Detergent	The Brothers	Burnett	CBS	89	141,108	120,000	
Joy Liquid Detergent & Other Products	Phil Silvers Show	Burnett	CBS	153	1,485,576	977,500	
Oxydol, Ivory Snow, Camay & Comet Cleanser	As the World Turns	B&B	CBS	116	3,795,023	970,900	
Spic & Span, Joy Liquid Sudsmaker, Gleem Tooth Paste	Search for Tomorrow	Burnett	CBS	127	3,370,514	719,600	
Tide, Lilt Home Permanent, Gleem Tooth Paste, Camay	Loretta Young Show	B&B	NBC	149	2,370,009	1,386,000	
	The Web	B&B	NBC	150	871,011	195,000	
Tide, Lilt Home Permanent, Gleem Tooth Paste	Meet McGraw	B&B	NBC	137	1,662,045	937,500	
Tide & Other Products	Edge of Night	B&B	CBS	127	4,693,096	1,508,000	
	Tennessee Ernie Ford Show	B&B	NBC	113	760,370	217,000	
Fluffo Shortening	Love of Life	Tatham-Laird	CBS	162	160,752	30,800	
	The Price Is Right	Tatham-Laird	NBC	70	54,375	15,000	
Peanut Butter	Comedy Time	Compton	NBC	83	133,653	45,500	
Gleem Dentifrices, Drene Shampoo, Lilt Home Permanent, Detergents	This Is Your Life	Compton	NBC	138	3,254,106	2,652,000	
Lilt Home Permanent, Fluffo Shortening	I Love Lucy	Grey	CBS	160	739,032	360,000	
PRUDENTIAL INSURANCE CO. OF AMERICA							
Life Insurance	Air Power	Calkins & Holden	CBS	143	3,201,984	1,456,000	
PURE OIL CO.							
Pure-Premium Gasoline, Oil, Tires, Batteries & Other Products	College All-Star Football Game	Burnett	ABC	19	11,456	NA	
PUREX CORP. LTD.							
Detergents, Soaps & Cleansers	Big Surprise	Weiss & Geller	NBC	143	489,948	330,000	
	Arthur Murray Party	E. H. Weiss	NBC	134	362,358	102,000	
Purex Bleach & Soap	Festival of Stars	E. H. Weiss	NBC	132	298,683	66,000	
Purex Liquid & Dry Bleach, Detergents, Soaps & Cleansers	Beat the Clock	E. H. Weiss	CBS	78	105,690	21,000	
QUAKER OATS CO.	Perry Mason	E. H. Weiss	CBS	111	805,825	640,000	
Ken-L Dog Products, Puss'N Boots Cat Food, Aunt Jemima Pancake Mixes, Corn Bread Mix	Caesar's Hour	NL&B	NBC	128	536,120	640,000	
	George Gobel Show	NL&B	NBC	176	136,404	90,000	
Ken-L Dog Food, Puss'N Boots Cat Food, Quaker Oats Cereals & Other Products	Encore Theatre	NL&B	NBC	175	479,934	77,000	
Quaker Oats Cereals	Jane Wyman Show	NL&B	NBC	139	373,977	225,000	
	Tournament of Roses Parade	Lynn Baker	CBS	108	86,995	30,000	
Cereals & Other Products	Sergeant Preston of the Yukon	Wherry, Baker & Tilden	CBS	103	2,688,777	1,716,000	
QUALITY COURTS UNITED, INC.	NBC News	NL&B	NBC	90	404,294	82,500	
Quality Courts—Motel Information	Today	Larrabee	NBC	19	15,496	13,600	
RADIO CORP. OF AMERICA	Tonight	K&E	NBC	43	34,550	14,304	
RCA Victor TV Sets, Radios, Phonographs	Color Carnival	K&E	NBC	135	243,434	NA	
RCA Victor TV Sets, Radios, Phonographs & Phonograph Records	Perry Como Show	K&E	NBC	135	258,069	506,000	
	Julius La Rosa Show	K&E	NBC	135	124,631	210,000	
RCA Industrial Electronic Products	Producer's Showcase	K&E	NBC	106	311,740	960,000	
	Perry Como	K&E	NBC	139	126,699	322,000	
	The Price Is Right	K&E	NBC	83	387,771	21,000	
	Tic Tac Dough	K&E	NBC	95	435,957	200,000	
RCA-WHIRLPOOL	George Gobel Show	K&E	NBC	132	421,185	1,929,000	
Whirlpool Kitchen Appliances, Air Conditioners, Vacuum Cleaners, RCA Victor TV Sets, Radios, Recording Equipment & Other Products	Bold Journey	Guild, Bascom & Bonfigli	ABC	67	1,723,069	510,000	
RALSTON PURINA CO.							
Wheat Chex, Instant & Regular Ralston, Ry-Krisp & Other Products							

Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Pedigree Dog Chow	Broken Arrow	Gardner	ABC	122	\$ 336,213	\$ 252,000	7
Pedigree Dog Food & Cereals	Big Story	Gardner	NBC	95	441,438	268,000	8
	Big Moment	Gardner	NBC	95	222,969	38,000	4
RED WIP, INC.							
Red-Wip Cream	Queen for a Day	R&R	NBC	64	78,425	19,500	5
RYAN, INC.							
Ryan Preparations	Walter Winchell File	BBDO	ABC	105	443,220	400,000	10
	\$64,000 Challenge	BBDO	CBS	118	1,479,531	858,000	26
	\$64,000 Question	BBDO	CBS	177	3,362,631	1,785,000	51
	20th Century-Fox Hour	LaRoche	CBS	132	1,623,640	1,360,000	17
	Steve Allen Show	BBDO	NBC	148	110,020	120,000	3
SEXAL DRUG CO.							
Sexal Products	Pinocchio	BBDO	NBC	181	115,606	147,000	1
Sexal	Tonight	BBDO	NBC	56	27,024	8,940	5
Sexal, Rybutol	Steve Allen Show	BBDO	NBC	146	178,215	200,000	5
Sexal	Today	BBDO	NBC	61	41,600	11,900	7
REYNOLDS METALS CO.							
Reynolds Aluminum, Reynolds Wrap, Institutional	Circus Boy	Clinton E. Frank	NBC	97	1,852,977	119,000	34
Reynolds Aluminum Foil, Aluminum Wrap & Other Products	Disneyland	Clinton E. Frank	ABC	171	471,744	390,400	8
REYNOLDS TOBACCO CO.							
Reynolds Cigarettes	Mr. Adams & Eve	Esty	CBS	138	1,550,991	1,040,000	26
	Phil Silvers Show	Esty	CBS	185	1,816,590	1,147,500	27
	Gator Bowl	Esty	CBS	155	20,192	NA	1
Reynolds, Salem, Cavalier & Winston Cigarettes	Wire Service	Esty	ABC	112	1,289,093	1,054,200	39
Reynolds Co. Tobacco Products	Bob Cummings Show	Esty	NBC	132	443,661	280,000	7
	NBC Major League Baseball Telecasts	Esty	NBC	126	483,712	625,000†	25
	NCAA Football Games	Esty	NBC	181	197,451	NA	4
	People Are Funny	Esty	NBC	158	1,589,546	687,500	25
	Sports Highlights	Esty	NBC	148	19,904	NA	1
	World Championship Pro-Football Game	Esty	NBC	183	138,937	NA	1
	East/West Football Game	Esty	NBC	31	11,763	NA	1
	Bob Cummings Show	Esty	CBS	141	1,387,437	937,500	25
	Harbourmaster	Esty	CBS	134	797,379	481,000	13
	I've Got a Secret	Esty	CBS	193	3,478,134	1,560,000	52
	Today	Harold Cabot	NBC	90	33,456	10,200	6
	Playhouse 90	NC&K	CBS	128	221,640	180,000	4
	NBC News	NC&K	NBC	70	860,396	240,000	32
	Home	George Gero	NBC	60	5,876	2,700	1
	The Sally Show	Y&R	NBC	98	398,181	266,000	7
	Washington Square	Y&R	NBC	129	187,032	375,000	3
	Playhouse 90	Y&R	CBS	129	169,155	137,400	3
	Bob Crosby Show	McCann-Erickson	CBS	77	206,450	48,100	13
	Garry Moore Show	McCann-Erickson	CBS	77	206,140	46,800	13
	Comedy Time	McCann-Erickson	NBC	69	135,725	42,000	12
	The Price Is Right	McCann-Erickson	NBC	88	154,031	36,000	12
	Queen for a Day	McCann-Erickson	NBC	92	180,661	50,700	13
	Tic Tac Dough	McCann-Erickson	NBC	87	172,349	32,500	13
	Mickey Mouse Club	McCann-Erickson	ABC	93	312,793	120,000	20
	Queen for a Day	Hicks & Greist	NBC	83	411,845	93,600	24
	Captain Kangaroo	Carvel, Nelson & Powell	CBS	107	65,274	9,900	11
	Comedy Time	DCS&S	NBC	48	114,145	42,000	12
	It Could Be You	DCS&S	NBC	57	150,196	45,500	13
	Gisele MacKenzie Show	B&B	NBC	106	428,106	315,000	7
	Dragnet	B&B	NBC	165	1,669,071	1,000,000	25
	Robert Montgomery Presents	B&B	NBC	100	90,555	52,000	1
JOSEPH SCHLITZ BREWING CO.							
Schlitz Beer	Schlitz Playhouse	JWT	CBS	144	3,005,514	1,924,000	52

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	
SCOTT PAPER CO. Scott Paper Products Scott Towels, Cut-Rite Wax Paper, Scotties, Scotkins Scott Towels, Cut-Rite Waxpaper, Scotties, Scotkins, Toilet Tissues	Arthur Godfrey Time	JWT	CBS	85	\$ 539,000	\$ 147,200	
	Father Knows Best	JWT	NBC	104	2,437,569	1,634,000	
	Gisele MacKenzie Show	JWT	NBC	106	365,688	270,000	
SEARS, ROEBUCK & CO. All State Insurance Co., Products & Services Home Modernization Booklets— Interiors Home Appliances & Equipment Home Appliances & Furniture	Playhouse 90	Burnett	CBS	140	389,280	274,800	
	NBC Matinee Theatre	Henry Mayer	NBC	56	5,753	10,000	††
	Today	Henry Mayer	NBC	61	30,095	8,500	
	Home	Henry Mayer	NBC	60	11,722	5,400	
	Zorro	JWT	ABC	150	304,793	267,000	
SEVEN-UP CO. 7-Up	Sugarfoot	JWT	ABC	108	15,506	28,100	††
	American Bandstand	JWT	ABC	73	93,020	20,400	
	Wagon Train	JWT	NBC	121	63,684	25,000	
	Tonight	JWT	NBC	48	37,080	14,304	
	I Love Lucy	Russel M. Seeds	CBS	79	355,500	210,000	
	The Brothers	Russel M. Seeds	CBS	99	147,435	120,000	
	Private Secretary	Russel M. Seeds	CBS	88	471,750	350,000	
W. A. SHEAFFER PEN CO. Sheaffer Pens Sheaffer Pens, Pencils, Ink	Arthur Godfrey Time	F&S&R	CBS	79	629,135	179,400	
	Cinderella	Wesley	CBS	211	92,374	200,000	
THE SHERWIN-WILLIAMS CO. Super Kemtone, Kem-Glo & Other Products	Private Secretary	Wesley	CBS	100	54,426	35,000	
	Eve Arden Show	Wesley	CBS	104	456,999	292,000	
	Art Linkletter's House Party	Y&R	CBS	101	706,801	176,800	
SHULTON, INC. Shulton Old Spice Toiletries Shulton Toiletries	Arthur Godfrey Time	Y&R	CBS	96	702,845	239,200	
	Home	Grey	NBC	114	85,991	32,400	
SIMONIZ CO. Simoniz Household Polishes Simoniz Household Polishes, Simoniz Bodysheen	Today	Grey	NBC	62	64,146	27,200	
	Playhouse 90	Y&R	CBS	128	331,320	225,000	
SIMPLICITY PATTERN CO., INC. Simplicity Sewing Patterns & Books	The Californians	Y&R	NBC	135	890,196	539,000	
	Arthur Godfrey Time	Y&R	CBS	108	260,350	59,800	
	Queen for a Day	Managements Associates of Conn., Inc.	NBC	61	83,200	19,500	
SINGER MANUFACTURING CO. Singer Sewing Machines, Sewing Aids, Vacuum Cleaners	March of Medicine	Doremus-Eshleman	NBC	95	89,220	NA	
	Trackdown	Compton	CBS	137	375,750	216,000	
SLENDERELLA INTERNATIONAL SALONS Slenderella Salons	Today	Olion & Branner	NBC	114	7,400	1,700	
	Pro Football Games	Doner	CBS	6	14,461		
SMITH, KLINE & FRENCH LABS. Institutional	Big Surprise	NC&K	NBC	142	425,532	231,000	
	Arthur Murray Party	NC&K	NBC	133	360,963	102,000	
	Festival of Stars	NC&K	NBC	130	358,119	66,000	
	The Price Is Right	K&E	NBC	84	442,404	168,000	
	Home	SSC&B	NBC	94	113,368	45,900	
SOCONY MOBIL OIL CO., INC. Mobilgas, Mobiloil & Other Mobil Products	Perry Como Show	SSC&B	NBC	142	414,833	552,000	
	Julius La Rosa Show	SSC&B	NBC	142	215,744	180,000	
	Guns smoke	Y&R	CBS	157	1,307,841	798,000	
SONOTONE CORP. Sonotone Hearing Aids	Leave It To Beaver	Compton	CBS	96	634,650	450,000	
	What's My Line?	Y&R	CBS	105	1,384,335	750,000	
	NBC News	Y&R	NBC	88	930,316	195,000	
SPEEDWAY PETROLEUM CORP. Speedway Gasoline Products & Services	Art Linkletter's House Party	R&R	CBS	95	223,824	40,800	
	Garry Moore Show	R&R	CBS	92	245,244	54,000	
SPEIDEL CORP. Speidel Watch Bands & Men's Jewelry	Tennessee Ernie Ford Show	Bates	NBC	91	642,854	133,000	
	Queen for a Day	Bates	NBC	104	523,485	148,200	
SPERRY & HUTCHINSON CO. S. & H. Trading Stamps	Art Linkletter's House Party	JWT	CBS	112	600,876	173,400	
	Remington Rand Electric Shavers, Men's Toiletries, Remington Rand Business Machines						
SPERRY RAND CORP. Remington Rand Electric Shavers & Remington Rand Business Machines							
A. E. STALEY MANUFACTURING CO. Sta-Flo Starch, Sta-Puf Rinse Sta-Flo Starch, Sta-Puf & Sweetose Syrup							
STANDARD BRANDS, INC. Blue Bonnet Margarine, Royal Gelatin Puddings & Desserts, Chase & Sanborn Coffee, Tender Leaf Tea, Hunt Club Dog Food							
Chase & Sanborn Coffee, Tender Leaf Tea, Royal Gelatin Desserts, Puddings & Other Products							

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total	# of Tele-casts
Coffee, Desserts, Tea & Other Products	Queen for a Day	Bates	NBC	104	\$ 481,167	\$ 144,300	37
Coffee, Tea, Margarine	The Edge of Night	JWT	CBS	133	350,809	78,300	27
Margarine, Royal Desserts, Dog Food, Coffee & Tea	Tic Tac Dough	Bates	NBC	97	382,389	80,000	32
Real Gelatin Dessert, Blue Bonnet Margarine	Arthur Godfrey Time	Bates	CBS	119	631,000	239,200†	52
Real Gelatin Dessert, Blue Bonnet Margarine, Other Products	Arthur Godfrey Time	Bates	CBS	119	627,249	239,200†	52
Federleaf Tea, Coffee, Margarine & Other Products	Valiant Lady	JWT	CBS	95	272,513	75,000	25
STANDARD OIL CO. OF INDIANA							
Amoco Gasoline, Motor Products & Services	Pro Football Games	D'Arcy	CBS	27	64,796	*	12
Amoco Gasoline & Oil	Person to Person	D'Arcy	CBS	66	542,394	525,000	21
	Pantomime Quiz	Kotz	CBS	67	129,651	40,000	5
	Pro Football Games	D'Arcy	CBS	35	62,219	*	13
Gasoline & Motor Oil	College All Star						
Petroleum Products	Football Game	D'Arcy	ABC	50	1,313	NA	1
Products & Services	Thanksgiving Day						
	Football Game	D'Arcy	CBS	40	7,054	NA	2
STANDARD OIL CO. OF NEW JERSEY							
Petroleum-Institutional	75th Anniversary Program	McCann-Erickson	NBC	160	173,460	470,500	1
Esso Standard Oil Co.	East/West Football Game	McCann-Erickson	NBC	52	53,880	NA	1
WALKER-KIST FOODS, INC.							
Walker-Kist Tuna	Tic Tac Dough	Honig-Cooper	NBC	63	115,015	17,500	7
WALKER FARM MUTUAL AUTOMOBILE INSURANCE CO.							
Walker & Life Insurance	Red Barber's Corner	NL&B	NBC	131	1,543,358	196,000	49
WALKER DRUG, INC.							
Walker Aspirin Tablets, Bayer Nasal Spray	Arlene Francis Show	D-F-S	NBC	93	182,441	36,800	16
Walker Aspirin Tablets, Phillips' Milk of Magnesia & Other Products	Modern Romances	D-F-S	NBC	104	1,706,718	280,800	104
	Detective's Diary	D-F-S	NBC	51	391,571	168,000	42
	Saber of London	D-F-S	NBC	47	637,481	375,000	15
	True Story	D-F-S	NBC	50	421,479	210,000	42
	Truth or Consequences	D-F-S	NBC	63	139,758	23,700	3
	The Vise	D-F-S	ABC	72	838,129	598,000	26
	The Price Is Right	D-F-S	NBC	96	204,855	48,000	16
	Treasure Hunt	D-F-S	NBC	87	88,562	87,500	7
	Truth or Consequences	D-F-S	NBC	99	100,356	27,600	8
WALKER'S NURSERIES, INC.							
Walker's Nurseries	Home Today	Fairfax	NBC	58	5,766	2,700	1
		Fairfax	NBC	19	44,737	28,900	17
WALKER STEVENS & CO., INC.							
Walker Berglas Draperies & Curtains	Home	Bryan Houston	NBC	60	17,691	8,100	3
WALKER BROTHERS BOHEMIAN BEER CO.							
Walker's Bohemian Beer	National League Hockey	Zimmer, Keller & Calvet	CBS	10	22,217	NA	9
WALKER PRODUCTS MANUFACTURING CO.							
Walker Products Toys	Today	C. Wendell Muench	NBC	62	6,069	1,700	1
WALKER DEBAKER-PACKARD CORP.							
Walker Passenger Cars	NBC News	Adams, Burke & Dowling	NBC	84	103,062	22,500	3
WALKER BEAM CORP.							
Walker Beam Electrical Appliances	Perry Como Show	Perrin-Paus	NBC	166	469,862	598,000	13
	Julius La Rosa Show	Perrin-Paus	NBC	151	109,600	90,000	3
	Big Ten Regional NCAA Football Games	Perrin-Paus	NBC	39	40,507	NA	4
	Eastern Regional NCAA Football Games	Perrin-Paus	NBC	26	43,420	NA	4
	Pacific Coast Regional NCAA Football Games	Perrin-Paus	NBC	18	18,143	NA	4
	NCAA Football Games	Perrin-Paus	NBC	183	448,350	NA	9
WALKER SUNKIST GROWERS, INC.							
Walker Sunkist Citrus Fruits	Queen for a Day	FC&B	NBC	69	316,665	74,100	19
WALKER SUNSHINE BISCUITS, INC.							
Walker Sunshine Biscuits & Crackers	Beat the Clock	C&W	CBS	113	108,005	18,000	6
	Garry Moore Show	C&W	CBS	127	130,155	43,200	6
WALKER Tootsie Candy Products CO. OF AMERICA, INC.							
Walker Tootsie Candy Products	Heckle & Jeckle Cartoon Show	George Eisen	CBS	52	200,859	66,000	11
	Superman	Henry Eisen	ABC	103	169,665	72,800	14
	Wild Bill Hickok	Henry Eisen	ABC	103	157,545	61,100	13
	The Buccaneers	Henry Eisen	ABC	103	157,545	37,700	13
	Tales of the Texas Rangers	Henry Eisen	ABC	55	146,523	74,000	8
	Tales of the Texas Rangers	George Eisen	CBS	61	248,801	101,750	11
	Cowboy Theatre	Henry Eisen	NBC	47	41,870	12,500	5

Client & Product	Program	Agency	Net-work	# of Sta-tions	Total Gross Time Cost	Estimated Program Total
SWEETS COMPANY OF AMERICA, INC. (cont'd)	The Gumby Show	Henry Eisen	NBC	66	\$ 333,382	\$ 105,000
	Howdy Doody	Henry Eisen	NBC	67	414,269	105,000
	Macy's Thanksgiving Day Parade	Henry Eisen	NBC	60	49,650	NA
	Modern Romances	Henry Eisen	NBC	66	128,776	29,700
	Tic Tac Dough	Henry Eisen	NBC	51	112,051	27,500
SWIFT & CO. Peter Pan Peanut Butter, Derby Canned Meats, Swift's Meat & Poultry Swift's Meat & Poultry Products Swift's Meats, Poultry Products & Other Products	Disneyland	McCann-Erickson	ABC	148	1,123,905	1,024,800
	Disneyland	McCann-Erickson	ABC	128	1,071,312	1,122,400
	Lone Ranger	McCann-Erickson	ABC	76	663,813	450,000
	Art Linkletter's House Party	McCann-Erickson	CBS	89	649,250	176,800
	Bob Crosby Show	McCann-Erickson	CBS	98	211,827	66,600
	The Verdict Is Yours	McCann-Erickson	CBS	84	124,009	28,800
	Garry Moore Show	McCann-Erickson	CBS	99	492,185	140,400
	As the World Turns	McCann-Erickson	CBS	81	180,063	40,600
	Bob Crosby Show	McCann-Erickson	CBS	93	127,425	37,000
	Hotel Cosmopolitan	McCann-Erickson	CBS	76	87,583	21,000
	Mr. Broadway	McCann-Erickson	NBC	150	167,505	NA
	Ruggles of Red Gap	McCann-Erickson	NBC	140	159,540	NA
	Tennessee Ernie Ford Show	McCann-Erickson	NBC	91	139,008	28,000
SYLVANIA ELECTRIC PRODUCTS, INC. Sylvania Electrical Products Sylvania TV Sets, Radios, Tubes & Other Electrical Products	The Buccaneers	JWT	CBS	100	1,915,110	1,110,000
	The Real McCoys	JWT	ABC	102	586,659	572,000
TECHNICAL TAPE CORP. Ten Day Press-On Nail Color Tuck Cellophane Tape	Tonight	Product Services	NBC	44	108,335	42,912
	Tonight	Product Services	NBC	45	50,820	19,668
TELEWEATHER, INC. Ski Resort Promotion	Today	Birmingham, Castleman & Pierce	NBC	38	3,005	1,700
THE TEXAS CO. Petroleum Products	Command Appearance	C&W	NBC	177	233,140	352,800
	Person to Person	Y&R	CBS	102	1,022,373	735,000
TIME, INC. Life Magazine Magazines	Pantomime Quiz	Y&R	CBS	101	234,072	40,000
	Today	Maxwell, Sackheim	NBC	37	370,302	78,200
	Tonight	Maxwell, Sackheim	NBC	59	43,022	14,304
	NBC News	Y&R	NBC	75	443,222	97,500
	Project 20	BBDO	NBC	159	222,400	250,000
U.S. RUBBER CO. U.S. Royal Tires, Footwear, Textiles & Other Products	Navy Log	Fletcher D. Richards	ABC	104	1,085,449	988,000
U.S. STEEL CORP. Institutional	United States Steel Hour	BBDO	CBS	129	2,514,090	1,560,000
U.S. TIME CORP. Timex Watches & Clocks Timex Watches, Clocks & Cigarette Lighters	Steve Allen Show	Peck	NBC	159	346,299	360,000
	All Star Jazz	Peck	NBC	130	107,415	130,000
UNION CARBIDE CORP. Prestone Anti-Freeze & Eveready Products Prestone Anti-Freeze, Eveready Batteries, Flashlights & Other Products Prestone Anti-Freeze, Eveready Batteries & Flashlights	Bob Hope Show	Peck	NBC	137	106,865	275,000
UNION PACIFIC RAILROAD CO. Union Pacific Railroad—Passenger	John Daly & the News	Esty	ABC	45	135,095	84,000
	Navy Log	Esty	ABC	106	42,684	38,000
	Sugarfoot	Esty	ABC	104	136,088	105,000
	World Series Fever	Esty	ABC	64	30,780	NA
	Perry Mason	Esty	CBS	106	178,845	120,000
	Pro Football Kickoff	Esty	CBS	28	12,353	15,000
	Omnibus	Mathes	NBC	77	157,170	175,000
VAN CAMP SEAFOOD CO., INC. Chicken of the Sea Tuna	Dean Martin Show	Esty	NBC	170	115,405	235,000
	Today	Esty	NBC	65	50,534	17,000
	Tonight	Esty	NBC	42	41,180	17,880
VICK CHEMICAL CO. Vick Cold Remedies	Omnibus	Mathes	ABC	77	291,730	266,500
VICKS VAPORUB, VICKS VA-TRO-NOL, VICKS VAPORUB, VA-TRO-NOL, MEDI-MIST, COUGH DROPS & COUGH SYRUP	Home	Caples	NBC	61	5,888	2,700
THE WANDER CO. Ovaltine	Queen for a Day	R&R	NBC	62	109,120	27,300
THE WANDER CO. Ovaltine	As the World Turns	Morse	CBS	104	102,370	23,200
	Beat the Clock	Morse	CBS	93	75,119	21,000
	Edge of Night	Morse	CBS	106	184,818	43,500
	Garry Moore Show	Morse	CBS	109	211,261	54,000
	Big Story	BBDO	NBC	93	157,923	100,500
THE WANDER CO. Ovaltine	Jonathan Winters Show	BBDO	NBC	105	252,754	87,500
THE WANDER CO. Ovaltine	Sir Lancelot	Tatham-Laird	ABC	104	174,839	20,300

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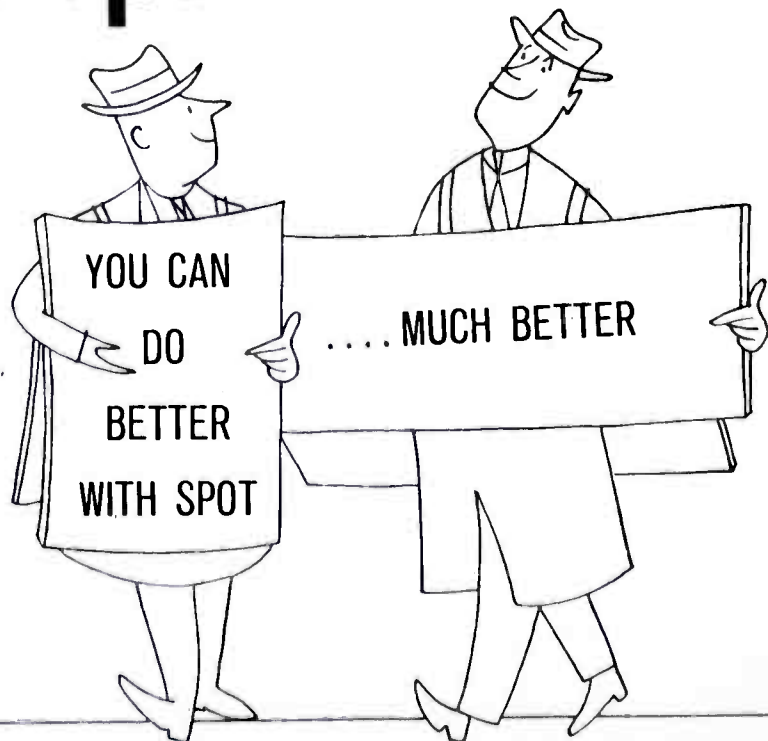
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100 spenders in '57; breakdown of expenditures by product category

SPOT ADVERTISER EXPENDITURES

In 1957, 4,154 national spot advertisers spent \$448,734,000 for gross time. Of these, 1,287 spent over \$20,000 each on national spot TV. Daytime TV absorbed 32.3% and late night 9.9%, somewhat lower than their shares the previous year. Minute announcements accounted for the major portion of 1957 spending—44.5%. Participations took 25.1% of the total expenditures, and ID's, 10.9%. The balance, 11.4%, went for program time.

Wm. L. Foyt & Gamble again leads the top ten spot advertiser list with an expenditure of over \$8 million more than the

1956 total. Still in second place is Brown & Williamson, whose 1957 spot budget remained close to the previous years' level.

Food and grocery products remained in first place as the biggest-spending category in 1957. Second were cosmetics and toiletries, followed by ale, beer and wine.

Reported below are the annual and quarterly expenditures of each product group and an alphabetical list of the 100 largest users of spot TV with their estimated annual outlays. All data from TvB—Rorabaugh.

HOW THEY RANK BY PRODUCT GROUPS

	TOTAL '57		1ST QUARTER '57		2ND QUARTER '57		3RD QUARTER '57		4TH QUARTER '57	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Culture	25	\$ 1,333,000	25	\$ 410,000	23	\$ 342,000	23	\$ 261,000	25	\$ 320,000
Foods, Meals		855,000		280,000		217,000		182,000		176,000
Miscellaneous		478,000		130,000		125,000		79,000		144,000
Beer & Wine	3	38,483,000	5	8,514,000	3	10,086,000	3	10,211,000	4	9,672,000
Beer & Ale		35,290,000		7,548,000		9,284,000		9,833,000		8,625,000
Wine		3,193,000		966,000		802,000		378,000		1,047,000
Amusements, Entertainment	27	660,000	28	119,000	24	339,000	26	136,000	28	74,000
Automotive	11	9,745,000	11	2,293,000	12	1,926,000	10	2,501,000	11	3,025,000
Anti-Freeze		174,000		13,000		20,000		31,000		110,000
Batteries		87,000		39,000		16,000		15,000		17,000
Cars		5,878,000		1,212,000		1,055,000		1,492,000		2,119,000
Tires & Tubes		1,364,000		237,000		400,000		511,000		216,000
Trucks & Trailers		762,000		502,000		33,000		30,000		197,000
Miscellaneous Accessories & Supplies		1,480,000		290,000		402,000		422,000		366,000

TvB FIGURES—HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '57		1ST QUARTER '57		2ND QUARTER '57		3RD QUARTER '57		4TH QUARTER	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Building Material, Equipment, Fixtures, Paints	21	\$2,857,000	23	\$450,000	19	\$1,207,000	20	\$620,000	23	\$580,000
Fixtures, Plumbing, Supplies		417,000		69,000		172,000		78,000		98,000
Materials		660,000		129,000		172,000		173,000		186,000
Paints		1,137,000		96,000		645,000		246,000		150,000
Power Tools		123,000		26,000		21,000		30,000		46,000
Miscellaneous		520,000		130,000		197,000		93,000		100,000
Clothing, Furnishings, Accessories	10	11,295,000	12	2,170,000	9	3,421,000	11	2,034,000	9	3,670,000
Clothing		10,133,000		2,000,000		2,838,000		1,844,000		3,451,000
Footwear		965,000		157,000		536,000		137,000		135,000
Hosiery		69,000		8,000		11,000		13,000		37,000
Miscellaneous		128,000		5,000		36,000		40,000		47,000
Confections & Soft Drinks	6	26,668,000	6	7,234,000	6	7,553,000	6	5,496,000	7	6,385,000
Confections		11,458,000		3,563,000		3,207,000		1,610,000		3,078,000
Soft Drinks		15,210,000		3,671,000		4,346,000		3,886,000		3,307,000
Consumer Services	9	12,640,000	9	3,177,000	10	3,328,000	9	2,902,000	10	3,233,000
Dry Cleaning & Laundries		100,000		42,000		24,000		15,000		19,000
Financial		1,933,000		550,000		376,000		560,000		447,000
Insurance		2,218,000		509,000		689,000		457,000		563,000
Medical & Dental		254,000		53,000		87,000		67,000		47,000
Moving, Hauling, Storage		399,000		115,000		107,000		73,000		104,000
Public Utilities		5,960,000		1,523,000		1,546,000		1,305,000		1,586,000
Religious, Political, Unions		1,005,000		265,000		226,000		224,000		290,000
Schools & Colleges		174,000		21,000		71,000		29,000		53,000
Miscellaneous Services		597,000		99,000		202,000		172,000		124,000
Cosmetics & Toiletries	2	48,500,000	3	10,660,000	2	12,644,000	2	13,367,000	2	11,829,000
Cosmetics		9,449,000		2,703,000		2,203,000		1,809,000		2,734,000
Deodorants		4,824,000		1,222,000		969,000		1,685,000		948,000
Depilatories		902,000		313,000		342,000		201,000		464,000
Hair Tonics & Shampoos		9,190,000		2,070,000		2,168,000		2,766,000		2,186,000
Hand & Face Creams, Lotions		739,000		128,000		106,000		68,000		437,000
Home Permanents & Coloring		7,075,000		812,000		2,210,000		2,361,000		1,692,000
Perfumes, Toilet Waters, etc.		1,025,000		189,000		260,000		141,000		435,000
Razors, Blades		591,000		6,000		171,000		183,000		231,000
Shaving Creams, Lotions, etc.		2,769,000		891,000		581,000		696,000		601,000
Toilet Soaps		9,591,000		1,491,000		2,900,000		3,054,000		2,146,000
Miscellaneous		2,345,000		835,000		734,000		403,000		373,000
Dental Products	13	7,446,000	16	1,536,000	15	1,806,000	12	1,813,000	13	2,291,000
Dentifrices		5,909,000		1,191,000		1,349,000		1,430,000		1,939,000
Mouthwashes		298,000		41,000		125,000		65,000		67,000
Miscellaneous		1,239,000		304,000		332,000		318,000		285,000
Drug Products	4	38,195,000	2	12,981,000	5	8,047,000	5	5,943,000	3	11,224,000
Cold Remedies		6,888,000		3,330,000		234,000		284,000		3,040,000
Headache Remedies		6,595,000		1,896,000		1,472,000		1,055,000		2,172,000
Indigestion Remedies		9,320,000		2,448,000		2,514,000		1,830,000		2,528,000
Laxatives		5,152,000		1,808,000		1,428,000		841,000		1,075,000
Vitamins		1,409,000		565,000		255,000		197,000		392,000
Weight Aids		472,000		130,000		89,000		85,000		168,000
Miscellaneous Drug Products		7,489,000		2,531,000		1,827,000		1,472,000		1,659,000
Drug Stores		870,000		273,000		228,000		179,000		190,000
Food & Grocery Products	1	119,683,000	1	32,860,000	1	32,036,000	1	21,973,000	1	32,814,000
Baked Goods		27,136,000		7,371,000		7,097,000		5,498,000		7,170,000
Cereals		9,007,000		2,408,000		2,618,000		1,611,000		2,370,000
Coffee, Tea & Food Drinks		25,740,000		6,904,000		6,088,000		4,860,000		7,888,000
Condiments, Sauces, Appetizers		5,949,000		1,316,000		1,833,000		977,000		1,823,000
Dairy Products		6,709,000		1,697,000		1,840,000		1,441,000		1,731,000
Desserts		1,520,000		146,000		585,000		178,000		611,000
Dry Foods (Flour, Mixes, Rice, etc.)		5,178,000		1,701,000		1,012,000		675,000		1,790,000
Fruits & Vegetables, Juices		6,663,000		2,381,000		2,494,000		666,000		1,122,000
Macaroni, Noodles, Chili, etc.		1,986,000		721,000		484,000		281,000		500,000
Margarine, Shortenings		5,770,000		1,498,000		1,325,000		832,000		2,115,000
Meat, Poultry & Fish		6,427,000		1,637,000		1,960,000		1,440,000		1,390,000
Soups		288,000		100,000		31,000		59,000		98,000
Miscellaneous Foods		7,649,000		2,072,000		2,174,000		1,479,000		1,924,000
Miscellaneous Frozen Foods		2,387,000		1,156,000		710,000		266,000		255,000
Food Stores		7,274,000		1,752,000		1,785,000		1,710,000		2,027,000
Garden, Supplies & Equipment	28	606,000	26	190,000	26	285,000	30	65,000	30	66,000

	TOTAL '57		1ST QUARTER '57		2ND QUARTER '57		3RD QUARTER '57		4TH QUARTER '57	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Automotive & Lubricants	8	\$22,259,000	7	\$5,422,000	7	\$6,413,000	8	\$5,070,000	8	\$5,354,000
Gasoline & Oil		21,426,000		5,249,000		6,167,000		4,861,000		5,149,000
Additives		661,000		137,000		210,000		155,000		159,000
Miscellaneous		172,000		36,000		36,000		54,000		46,000
Travel, Resorts, Restaurants	31	357,000	30	87,000	31	87,000	27	110,000	29	73,000
Household Cleaners, Cleansers, Polishes, Waxes	12	9,376,000	10	2,808,000	11	3,051,000	15	1,099,000	12	2,418,000
Cleaners, Cleansers		4,993,000		1,258,000		1,447,000		750,000		1,538,000
Auto & Furniture Polishes, Waxes		712,000		79,000		330,000		147,000		156,000
Auto Cleaners		850,000		278,000		360,000		25,000		187,000
Home Dry Cleaners		2,135,000		907,000		667,000		133,000		428,000
Auto Polishes		73,000		18,000		48,000		2,000		5,000
Miscellaneous Cleaners		613,000		268,000		199,000		42,000		104,000
Household Equipment—Appliances	16	5,610,000	17	1,472,000	13	1,881,000	17	914,000	17	1,343,000
Household Furnishings	19	3,865,000	18	1,380,000	20	1,162,000	18	714,000	22	609,000
Bed Mattresses, Springs		3,157,000		1,167,000		945,000		591,000		454,000
Furniture & Other Furnishings		708,000		213,000		217,000		123,000		155,000
Household Laundry Products	7	22,347,000	8	3,732,000	8	5,608,000	7	5,321,000	6	7,686,000
Detergents, Starches		3,451,000		596,000		986,000		874,000		995,000
Prepackaged Soaps, Detergents		17,688,000		2,823,000		4,277,000		4,242,000		6,346,000
Miscellaneous		1,208,000		313,000		345,000		205,000		345,000
Household Paper Products	17	4,968,000	15	1,618,000	14	1,858,000	19	697,000	20	795,000
Toilet Tissues		1,413,000		480,000		412,000		222,000		299,000
Auto Wraps		449,000		125,000		131,000		104,000		89,000
Facials		559,000		262,000		195,000		48,000		54,000
Wet Tissue		577,000		167,000		324,000		40,000		46,000
Miscellaneous		1,970,000		584,000		796,000		283,000		307,000
Household, General	22	2,793,000	21	592,000	21	839,000	21	559,000	19	803,000
Combs, Brushes, Mops, etc.		246,000		3,000		111,000		22,000		110,000
China, Glassware, Crockery, Containers		100,000		3,000		7,000		5,000		85,000
Deodorants, Deodorizers		1,038,000		285,000		324,000		180,000		249,000
Heating (etc.)		315,000		41,000		57,000		55,000		162,000
Insecticides, Rodenticides		359,000		35,000		100,000		164,000		60,000
Linens, Utensils		74,000		5,000		19,000		5,000		45,000
Miscellaneous		661,000		220,000		221,000		128,000		92,000
Novelty	29	461,000	31	30,000	30	97,000	29	73,000	26	261,000
Personal Products	18	4,744,000	14	1,679,000	18	1,300,000	16	918,000	18	847,000
Refrigerators	26	1,148,000	22	553,000	28	149,000	24	254,000	27	192,000
Spring Goods, Bicycles, Toys	23	1,915,000	29	115,000	29	113,000	28	110,000	15	1,577,000
Bicycles & Supplies		99,000		—		2,000		13,000		84,000
General Sporting Goods		75,000		1,000		2,000		32,000		40,000
Toys & Games		1,668,000		107,000		68,000		56,000		1,438,000
Miscellaneous		72,000		7,000		41,000		9,000		15,000
Stationery, Office Equipment	30	378,000	27	131,000	27	178,000	31	48,000	31	21,000
Television, Radio, Phonograph, Musical Instruments	24	1,482,000	24	423,000	25	328,000	25	211,000	24	520,000
Gramophones		258,000		83,000		27,000		22,000		126,000
Radio & Television Sets		352,000		97,000		135,000		29,000		91,000
Records		461,000		150,000		80,000		57,000		174,000
Miscellaneous		411,000		93,000		86,000		103,000		129,000
Tobacco Products & Supplies	5	33,387,000	4	10,331,000	4	8,694,000	4	6,636,000	5	7,726,000
Cigarettes		30,986,000		9,847,000		8,035,000		6,160,000		6,944,000
Cigars, Pipe Tobacco		2,098,000		442,000		499,000		430,000		727,000
Miscellaneous				42,000		160,000		46,000		55,000

TVB FIGURES—HOW THEY RANK BY PRODUCT GROUPS *Continued*

	TOTAL '57		1ST QUARTER '57		2ND QUARTER '57		3RD QUARTER '57		4TH QUARTER	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Transportation & Travel	20	\$2,890,000	20	\$884,000	22	\$806,000	22	\$486,000	21	\$710,000
Air		1,473,000		475,000		376,000		302,000		320,000
Bus		628,000		174,000		195,000		76,000		183,000
Rail		732,000		213,000		228,000		98,000		198,000
Miscellaneous		57,000		22,000		7,000		10,000		16,000
Watches, Jewelry, Cameras	14	6,334,000	19	1,249,000	17	1,510,000	13	1,438,000	14	2,137,000
Cameras, Accessories, Supplies		535,000		136,000		131,000		133,000		135,000
Clocks & Watches		4,012,000		1,008,000		986,000		973,000		1,045,000
Jewelry		149,000		58,000		41,000		16,000		34,000
Pens & Pencils		1,615,000		47,000		347,000		314,000		907,000
Miscellaneous		23,000		—		5,000		2,000		16,000
Miscellaneous	15	6,301,000	13	1,835,000	16	1,776,000	14	1,114,000	16	1,576,000
Trading Stamps		945,000		369,000		202,000		122,000		252,000
Miscellaneous Products		2,253,000		773,000		681,000		382,000		417,000
Miscellaneous Stores		3,103,000		693,000		893,000		610,000		907,000
TOTAL		448,734,000		116,935,000		118,870,000		93,094,000		119,835,000

TOP 100 SPOT ADVERTISERS

Advertiser	Rank	Total 1957 Expenditure	Advertiser	Rank	Total 1957 Expenditure	Advertiser	Rank	Total Expenditure
Adell Chemical Co.	16	\$4,109,800	General Motors Corp.	57	\$1,552,630	Pharmaceuticals, Inc.	92	\$940,000
American Bakeries	73	1,232,170	Gillette Co.	44	1,888,790	Phillips Petroleum Co.	67	1,387,000
American Chicle Co.	19	3,726,800	Glamorene, Inc.	71	1,280,540	Piel Bros., Inc.	56	1,594,000
American Home Products	20	3,589,680	Gold Seal Co.	99	868,240	Plough, Inc.	82	1,059,000
American Tobacco Co.	22	3,145,930	Great A & P Tea Co.	81	1,066,120	Procter & Gamble	1	25,916,000
Anheuser-Busch, Inc.	30	2,792,410	Grove Laboratories, Inc.	51	1,688,460	Procter Electric Co.	96	902,000
Charles Antell, Inc.	23	3,066,630	Robert Hall Clothes	13	4,928,930	Quaker Oats Co.	79	1,123,000
Associated Products, Inc.	94	919,230	Theo. Hamm Brewing Co.	61	1,453,340	Ralston-Purina Co.	83	1,059,000
Avon Products, Inc.	36	2,287,750	H. J. Heinz Co.	53	1,621,790	Rayco Mfg. Co.	86	1,037,000
P. Ballantine & Sons	46	1,814,930	Hills Bros. Coffee, Inc.	66	1,404,070	Wm. B. Reily & Co., Inc.	88	1,025,000
Beech-Nut Life Savers, Inc.	39	2,180,520	International Latex Corp.	14	4,722,660	R. J. Reynolds Tob. Co.	28	2,887,000
Best Foods, Inc.	78	1,124,940	Interstate Bakeries Corp.	62	1,452,080	Harold F. Ritchie, Inc.	45	1,885,000
Block Drug Co.	34	2,347,400	Kellogg Company	29	2,829,510	Safeway Stores, Inc.	91	990,000
Borden Co.	85	1,049,160	Kroger Co.	95	905,290	Sardeau, Inc.	89	1,023,000
Bristol-Myers Co.	41	2,131,010	Langendorf United Bakeries	98	891,260	Jos. E. Schlitz Brew. Co.	47	1,752,000
Brown & Williamson Tob. Co.	2	12,988,920	Lever Brothers Co.	7	7,642,980	Helaine Seager, Co.	63	1,427,000
Bulova Watch Co.	17	4,050,400	Liggett & Myers Tob. Co.	18	4,001,840	Seven-Up Co./Bottlers	50	1,712,000
Burgermeister Brew Corp.	64	1,421,040	P. Lorillard & Co.	25	3,018,660	Shell Oil Co.	26	2,993,000
Carling Brewing Co., Inc.	74	1,231,440	M. J. B. Co.	59	1,473,340	Simmons Co./Dealers	100	864,000
Carter Products, Inc.	8	6,995,260	Marathon Corp.	48	1,749,690	Socony Mobil Oil Co., Inc.	77	1,139,000
Coca-Cola Co./Bottlers	15	4,207,890	Maybelline Co.	75	1,168,860	Standard Brands, Inc.	68	1,308,000
Colgate-Palmolive Co.	6	7,739,080	Miles Laboratories, Inc.	9	6,392,640	Standard Oil Co. of Ind.	55	1,597,000
Continental Baking Co.	3	10,190,060	Milner Products Co.	70	1,296,950	Sterling Drug, Inc.	4	8,635,000
Corn Products Refining Co.	33	2,477,860	Minute Maid Corp.	65	1,414,570	Sunshine Biscuit Co.	90	991,000
Robert Curley, Ltd.	69	1,304,080	Philip Morris & Co.	12	4,941,470	The Tea Council of U.S.A.	72	1,280,000
Esso Standard Oil Co.	27	2,933,060	National Biscuit Co.	10	5,822,320	The Texas Co.	42	1,992,000
Max Factor & Co.	35	2,290,850	National Dairy Products	49	1,743,450	U. S. Borax & Chem. Corp.	52	1,653,000
Folstaff Brewing Corp.	37	2,196,180	Nehi Corp./Bottlers	40	2,154,430	United Vintners, Inc.	80	1,113,000
J. A. Folger & Co.	38	2,194,020	Nestle Co., Inc.	32	2,530,320	Ward Baking Co.	93	939,000
Food Mfgs., Inc.	31	2,781,640	Palst Brewing Co.	58	1,480,060	Warner-Lambert Pharma. Co.	11	5,690,000
Ford Motor Co.	21	3,436,050	Pacific Tel. & Tel. Co.	76	1,158,090	Wesson Oil & Snow Drift	54	1,618,000
General Cigar Co.	84	1,056,760	Dr. Pepper Co./Bottlers	87	1,031,720	William Wrigley, Jr., Co.	43	1,968,000
General Foods Corp.	5	8,447,900	Pepsi Cola Co./Bottlers	24	3,038,650			
General Mills, Inc.	97	901,190	Peter Paul, Inc.	60	1,458,710			

Source: TVB-Rorabaugh

A breakdown of the U.S. television audience by regions

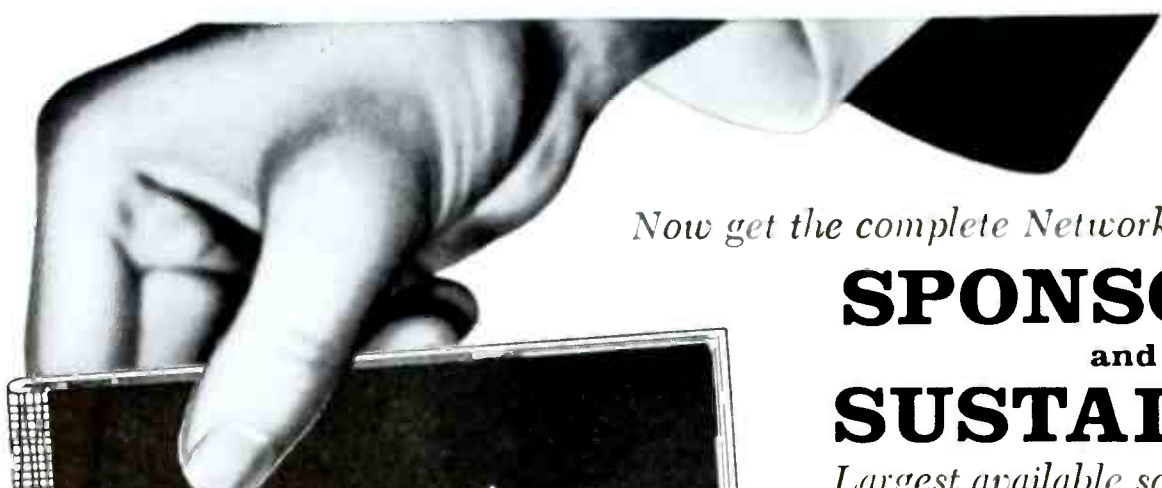
and family characteristics

THE TELEVISION AUDIENCE

	% of Families In Each Group Owning TV Set				% of Total U.S. TV Families Found In Each Group				% of Total U.S. Non-TV Families Found In Each Group			
	1957**	1956	1955	1954	1957	1956	1955	1954	1957	1956	1955	1954
REGIONS												
Northwest	89%	83%	83%	77%	28%	29%	31%	33%	16%	19%	15%	16%
East Central	87	82	79	71	18	18	19	19	12	13	12	13
West Central	81	77	67	60	19	20	19	19	21	19	21	21
South	71	65	50	43	21	20	17	17	39	34	39	36
Pacific	84	74	71	60	14	13	14	13	12	15	13	14
COUNTY SIZE												
A	90	85	84	82	40	41	44	47	20	23	19	17
B	86	82	74	67	29	29	28	28	22	20	22	23
C	75	69	53*	40*	18	18	28*	25*	27	26	59*	60*
D	66	57			13	12			31	31		
AGE OF HOUSEWIFE												
18-34 Years	82	74	68	58	18	17	16	15	19	20	17	18
35-49 Years	93	86	82	75	24	24	28	29	9	12	15	16
50-64 Years	86	82	77	69	32	33	31	32	23	23	22	23
65 Years & Over	71	65	56	49	26	26	25	24	49	45	46	42
FAMILY SIZE												
2 Members	70	64	59	50	34	33	34	32	68	61	54	54
3 Members	90	85	79	71	42	43	43	44	20	24	27	30
4 Members & Over	90	84	74	71	24	24	23	24	12	15	19	16
TOTAL U.S. FAMILIES	82%	76%	70%	62%	100%	100%	100%	100%	100%	100%	100%	100%

Information on C & D counties available combined only prior to 1956. Figures for 1957, 1956, 1955 are for September through December. Figures for 1954 are for November through December. Total U.S. Family Base: 1957—50,200,000; 1956—49,432,000; 1955—48,021,000; 1954—47,100,000.

Source: A. C. Nielsen Company
Prepared for TELEVISION MAGAZINE by TvB



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VOL. 2 NO. 3
MARCH
1, 2, 3, 4, 5, 6, 7, 8, 1958

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Techniques, sample sizes, costs,

12-month listing of television markets surveyed

THE RATING SERVICES

AMERICAN RESEARCH BUREAU, INC.

30 Ammendale Road, Beltsville, Md. (Webster 5-2600): James W. Seiler, director. New York office: 400 Park Avenue (Plaza 1-5577). West Coast office: 234 S. Garfield, Monterey Park, Cal. Chicago office: 435 N. Michigan. Publishes a monthly TV-NATIONAL REPORT and one hundred and fifty METROPOLITAN AREA REPORTS.

Sample Size: National—2,200; covers all counties in the U.S. Results projectable to total TV homes. City Reports—20-500; cover metropolitan areas as defined by census.

Technique: Diary measurement; covers entire telecast day, during the first normal seven days of each month. Service published 3-4 weeks after last date of survey. Audience composition reported by individual program.

Cost: Prices for agencies are based on a sliding scale for the entire 100-city package—from \$297 to \$807 per month, depending on agency TV billing. Syndicated-film companies pay \$425 monthly for yearly reports on the 100-city package. Costs to TV networks and stations will be provided upon request.

ARB also handles special assignments and telephone incidentals.

A. C. NIELSEN CO.

101 Howard St., Chicago 45. (Hollycourt 5-4400): A. C.

Nielsen, Jr., president. New York office: 500 Fifth Ave. (Pennsylvania 6-2848). West Coast office: 70 Willow Rd., Menlo Park (San Francisco). Publishes the national NIELSEN TELEVISION INDEX bi-weekly, a growing number of NIELSEN STATION INDEX REPORTS for local areas each month and periodic NIELSEN COVERAGE SERVICE studies. (National coverage surveys conducted Spring, 1952, 1956, 1958.)

Sample Size: 1,000-plus nationally (grows with set ownership) all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U.S. television viewing audience.

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

Cost: Varies.

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

Services include audience-analysis data; audience composition; separate-week ratings; simultaneous ratings; cost-per-thousand; cumulative audiences; market divisions; minute-by-minute audiences; number of telecasts received; frequency and duration of viewing; fourteen-city multi-network area ratings, etc.

/To next page

THE RATING SERVICES *Continued*

Nielsen also publishes, as its local area measurement service, the NIELSEN STATION INDEX. Frequency of reports varies from four to 12 times yearly. Reports are currently in 31 markets with new markets added periodically.

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

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

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

Cost: Varies.

Special analyses also available.

THE PULSE, INC.

730 Fifth Ave., New York 19 (Judson 6-3316); Dr. Sydney Roslow, director. West Coast office: 6399 Wilshire Blvd., Los Angeles 48; Ed Cahn, director. Chicago office: 435 N. Michigan Ave., Chicago; George Herro, director. Publishes a U.S. TELEPULSE and a varying number of METROPOLITAN-AREA TELEPULSES monthly.

Sample Size: (1) In one-station markets, minimum is 100 per quarter hour daily; (2) in multi-station markets, minimum of 250 up to 1,000 per quarter hour daily. More than 200 markets surveyed annually. U.S. Tele-Pulse projectable to total U.S. television. Sample minimum: 125,000 personal interviews monthly; includes urban and rural. Export Division includes surveys in Canada, Hawaii, Alaska, Puerto Rico and England.

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

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

Costs: Varying.

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

TRENDEX, INC.

535 Fifth Ave., New York 17 (Murray Hill 2-1182); Edward G. Hynes, Jr., president. Publishes TV PROGRAM POPULARITY REPORT monthly.

Sample Size: Approximately 1,000 homes per half-hour to one-hour program. Twenty cities with three or more stations are covered in this popularity report, using random telephone calls within non-toll areas of each city. Results are projectable to all TV telephone homes in the 20 cities.

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

Publish bi-monthly TELEVISION ADVERTISERS REPORT containing special breakdowns on audience composition, sponsor identification, program selectivity by program type and by time period averages.

Thru Qualitive Research, Inc. conduct surveys on commercial effectiveness, effect of format, stars and program appeal.

Cost: Varies.

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

VIDEODEX, INC.

342 Madison Ave., New York 17, (Murray Hill 7-8837); Allan Jay,

manager. Publishes a NATIONAL VISION RATING REPORT, INDIVIDUAL VIDEODEXES, and a MULTI-CITY VIDEODEX monthly.

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

Technique: Diary measurements covers entire telecasting day, the first seven days of each month measured. Earliest first seven day month not subject to holiday when necessary.

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

Cost: Varies.

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

Additional services include: Individual City Videodex (29 cities), published monthly; Multi-City Videodex covering individual network programs in 29 cities. Quarterly ratings are issued for 130 cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as a whole, plus special tabulations including cumulative audience, turnover, duplication, audience flow and socio-economic characteristics derived from IBM cards.

A time-period audience composition, time-zone sets-in-use and audience composition, and a station line report are also produced.

A quarterly service is available for UHF conversion and penetration in VHF-UHF markets.

A semi-annual service on VHF station penetration is available in secondary VHF originating counties well as non-TV originating counties having \$1 million or more in annual retail sales volume.

CALENDAR OF RATING SERVICES (Continued)

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.
El Paso			P,V		A	V		A	V		P
Erie			P,V						V		P
Evansville		A	V			A,Aa,V			V		A,P
Fairbanks			P								
Fargo—Moorehead		Aa			Aa						A
Fargo—Moorehead—Valley City Area		Aa			Aa						
Fargo—Valley City			V			V			V		
Flint											A
Florence		P			P			P			P
Fort Smith											A
Fort Wayne		A,Aa	V	P		V			V		A,Aa
Fort Worth	V	P,V	A,V	P,V	V	P,V	V	P,V	V	P,V	A,V
Fresno	P	A	P,V		A,P	Aa,V	P		P,V		A,P
Galveston—Houston	P	P		P	P		P	P		P	P
Grand Island—Hastings—Kearney											
Grand Rapids	V	V	V	V	V	A,V	V	V	V	V	A,V
Grand Rapids—Kalamazoo			A			A			P		A,Aa
Green Bay			Aa,P,V			V			V		P
Greensboro			V	P		V			V		
Greensboro—Winston Salem								A			
Greenville, N. C.			V			V			V		
Greenville—Washington, N. C.				P							
Greenville, S. C.			V			V			V		
Greenville—Spartanburg, S. C.				P							
Greenville—Spartanburg—Anderson, S. C.	A						A				
Hannibal—Quincy											A
Harrisburg, Pa.		A	V			A,V			V		P,V
Hartford*		A	P			A				P	A
Hartford—New Haven Area						Aa					Aa
Honolulu		A				A					A
Honolulu—Oahu					P						P
Houston ⁴	A,N,P	A,N,P	V	P	A,A4,N,P	N,V	A,P	P	V	P	A4,Aa,N,P
Huntington		A				A	A				A
Huntington—Charleston			V			V			V		V
Hutchinson		A									
Hutchinson—Wichita			V			V			V		V
Indianapolis ³	A,N	N	N,V	A,N,P		V	A,N	N	V		A,Aa,N,P
Jackson, Miss.		P	A,V			P,V			V		A,Aa,P
Jacksonville			A,V	P		V			V	P	A,Aa
Jefferson City—Columbia			V			V			V		V
Johnstown		A	V			V			V	P	A
Johnstown—Altoona Area											Aa
Joplin—Pittsburg		P			A			P			A
Kalamazoo	V	V	V	V	V	A,V	V	V	V	V	V
Kansas City ³	A,N,P	N,P	A,N,P,V	N,P		A,A4,V	N,P	N,P	V		A,A4,N,P
Kearney								A			
Knoxville			A,V			A,P,V			V		A,Aa,P
Lake Charles			P								P
Lancaster			V			V			V		V
Lancaster—Harrisburg Area											Aa
Lansing	P		V			V			V		V
Las Vegas		P									P
Lexington									P		A
Lincoln	V	V	V	V	V	V	V	V	V	V	V

KEY: A, American Research Bureau, Inc. (1957 schedule shown—it will be followed closely in 1958. Aa—area reports; A4—1 week/4 week metro reports). N, Nielsen Co. (Schedule not set beyond September at presstime; 1957 schedule used for October through November. Following are the number and type of reports which may be expected markets surveyed: 1. 6 bi-monthly—8 week—12 monthly; 2. 5 bi-monthly, 10 monthly; 3. 4 bi-monthly, 8 monthly; 4. 3 bi-monthly, 6 monthly; 5. 4 bi-monthly, 4 monthly; 6. 3 monthly, 3 monthly; 7. 2 bi-monthly, 2 monthly. Markets marked * will be surveyed in 1958—dates to be announced). P, The Pulse, Inc. (1957 schedule shown—it will be followed closely in 1958). V, Videodex.

CALENDAR OF RATING SERVICES (Concluded)

Market	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.
Saginaw—Bay City			V			V					
Saginaw—Bay City—Midland							P		V		
St. Joseph Area	Aa										A
St. Louis ⁵	A,N,P,V	P,V	N,P,V	A,P,V	P,V	P,V	A,N,P,V	P,V	P,V	P,V	A,N,P,V
St. Petersburg—Tampa			V			V					
Salinas			V			V					
Salinas—Monterey											
Salinas—Monterey—Santa Cruz		A								P	
Salt Lake City			P,V			P,V			V		A
Salt Lake City—Ogden—Provo		A				A			A		
San Antonio	P,V	A,V	P,V	V	P,V	A,V	P,V	V	P,V	V	A ⁴
San Diego ⁴	A,N,P	N,P	A,N,V	N,P	A,P	A,V	P	P	A,V	A,N,P	A,P,V
San Francisco	A,V	A,V	A,V	A,V	A,V	A,V	A,V	A,V	A,V	A,V	A ⁴ ,N,P
San Francisco—Oakland ¹	N,P	N,P	N,P	N,P	N,P	N,P	N,P	N,P	N,P	N,P	A,V
San Jose											N,P
San Juan			P								A
San Luis Obispo		A								P	
Santa Barbara		P	V			A,V				A,Aa	A
Savannah			P,V			V					P
Schenectady Area					Aa						
Schenectady—Albany			V			V					
Scranton—Wilkes-Barre			A	P	A						A,P
Seattle ³	N,P	N,P	N,P	N,P	N,P	N,P	P	P	P	N,P	N,P
Seattle—Tacoma	A,P	A,P	A,P,V	A,P	A,P	A,P,V	A,P	A,P	A,P,V	A,P	A,P
Shreveport	P		A,V			P,V					A,Aa
Sioux City		P	V			V					
Sioux Falls								P	V		
South Bend—Elkhart		A,P	V	A		V					P
Southeast Florida	A		A		A	A		P	V		A
Spokane	P	A	V	A,P		V					
Springfield, Ill.									V	P	A ⁴
Springfield, Mass.	P			P			P			P	
Springfield—Holyoke			V		A	V			V		
Springfield, Mo.					A						
Steubenville—Wheeling			V			V	P				A
Stockton		A	V		A	V			V		
Syracuse	P	A	V	P		A,V	P		V	A,P	A
Tacoma	P	P	P	P	P	P	P	P	P	P	P
Tampa—St. Petersburg		A	V			P,V			V		A,P
Temple			P								
Terre Haute			V	P		V				P	
Toledo	P,V	A,V	V	P,V		V			P,V		P
Toronto		P			V	V	V	V	V	P,V	A,V
Tucson			P,V			P				P	
Tulsa		A,P			A	V			V	P	A
Tulsa—Muskogee			V			P					A,Aa,P
Utica			V			V			V		
Waco		P									
Waco—Temple									P		
Washington, D. C. ³	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,N,P,V	A,P,V	A,P,V	A,N,P,V	A,N
Washington, N. C. Area	Aa										
Waterloo		A									
Wausau											P
West Palm Beach	A	P						A			
Wheeling—Steubenville		P	A		A				A		
Wichita		A	P						P		A,Aa
Wichita Falls			V			A,Aa			V		
Wilkes-Barre—Scranton			V		P	V			V		A,A ⁴
Wilmington, Del.			V			V			V		
Wilmington, N. C.			V		P	V			V		
Winston-Salem		A	V						V		
Winston-Salem—Greensboro—High Point	P			P		V			V		
Yakima	P										
York			V		P	V					V
Youngstown		A	P,V		A	V			V		V
Yuma—El Centro						V			P,V		A
Zanesville											P

KEY: A, American Research Bureau, Inc. (1957 schedule shown—it will be followed closely in 1958. Aa—area reports; A4—1week/4week memo reports). N, Nielsen Co. markets surveyed: 1, 6 bi-monthly—8 week—19 monthly; 2, 5 bi-monthly, 10 monthly; 3, 4 bi-monthly, 8 monthly; 4, 3 bi-monthly, 6 monthly; 5, 4 bi-monthly, 4 monthly; 6, monthly, 3 monthly; 7, 2 bi-monthly, 2 monthly. Markets marked * will be surveyed in 1958—dates to be announced). P, The Pulse, Inc. (1957 schedule shown—it will be followed closely in 1958). V, Videodex.

This recent letter to WROC-TV speaks for itself.

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

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

here's how to sell in Rochester!

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

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

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

J. M. Delmar
NANCE DELMAR CO.

*So say dozens of other advertisers, too.

MORE SPONSORS CHOOSE WROC-TV BECAUSE

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

Represented by Peters, Griffin, Woodward, Inc.



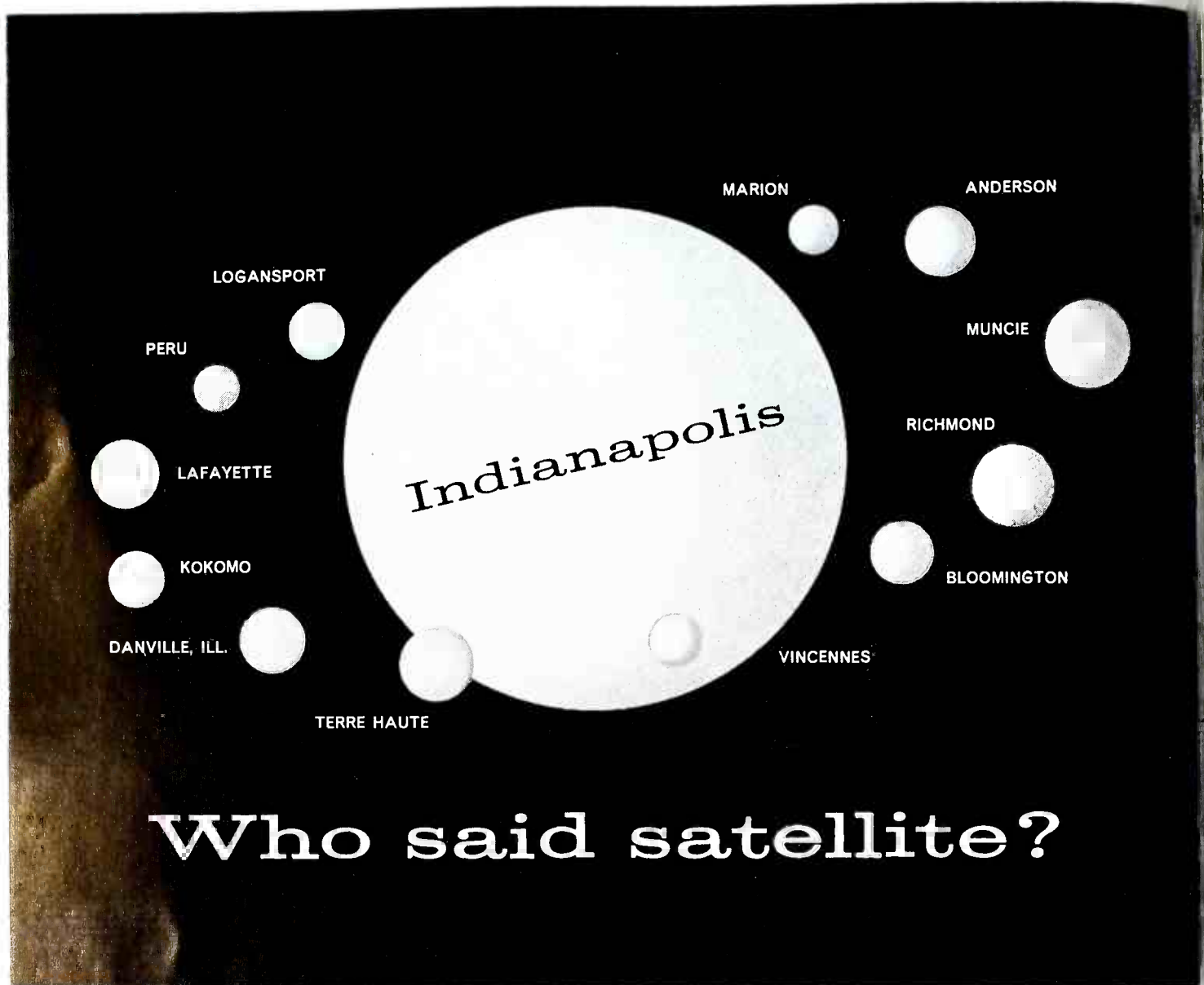
WROC-TV

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



A TRANSCONTINENT STATION

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



Who said satellite?

Where else in this whole country can you find a *universe* like this—a big, rich central market with such important satellites?

where else . . .

- does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?
- will you find satellite markets that total 33% richer and 50% bigger than the metropolitan trading zone itself?
- do you find such a widespread marketing area covered from *one* central point . . . and *only* by television?
- can you buy just one station with no overlapping penetration by basic affiliates of the same network?

Only here— in Indianapolis on WFBM-TV— can you buy more honest market penetration, consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you *well* to take another, longer, better look!

The Nation's 14th Television Market

... with the *only* basic NBC coverage of 1/40,000 TV set owning families.

● Indianapolis— Major retail area for 17 richer than average counties. A million population— 339,100 families *with* 90% television ownership!

○ 12 Satellites— Each a recognized marketing area— *with* audited WFBM-TV audience of 412,800 *more* television sets!

Represented Nationally by the **KATZ** Agency



Defining each TV market in terms of counties covered;

1957 market data correlated to these TV areas

TELEVISION MARKETS

The backbone of TELEVISION MAGAZINE's comprehensive evaluation of all television markets has been provided by the Nielsen Coverage Service Number 2, where it has been made available. In working with the Nielsen data, it became apparent that any cut-off plan rigidly applied could not provide an accurate picture of station coverage.

The method adopted by TELEVISION MAGAZINE utilizes a fixed cut-off point of 25% based on Nielsen's weekly-viewing factor. Normally a county will be credited to a market if one quarter of the TV homes in that county claim to view the station at least once a week. This plan was arrived at after a careful study and testing of various formulae and in contact with a number of the country's major advertising agencies. A complete explanation of the plan appeared in a special report in the January 1957 issue of TELEVISION MAGAZINE. (Copies of the report are available on request at nominal cost.)

The coverage picture is constantly shifting. Emergence of new stations or changes in power, antenna, channel and affiliation by older stations alter conditions almost daily. For this reason, the TELEVISION MAGAZINE Research Department is continuously re-examining markets and revising its market data accordingly.

In addition to the Nielsen Coverage Service, the ARB Metropolitan Area Coverage Study, ARB and Pulse ratings, as well as local studies, were used.

There are certain UHF markets where it has been impossible to correlate the available data. These markets are being studied and new figures will be reported only when TELE-

The counties listed for each market on the following pages are those covered by the station with the maximum coverage in that market. It must be emphasized that the statistics for each market are based on the coverage of one station only. Figures for each station will vary according to channel, power, affiliation, antenna height, etc.

TELEVISION MAGAZINE's Research Department is convinced that a sound estimate can be made.

Since a television station usually covers a much greater area than the standard metropolitan county area (see market comparison, p. 181) it is essential for the advertiser to have market data specifically correlated to TV coverage.

Listed on the following pages, for each TV market, are:

- 1) Population
- 2) Families
- 3) Retail Sales
- 4) Counties covered

The market statistics are based on estimates from *Sales Management's* 1957 "Survey of Buying Power" (copyright, *Sales Management*; reproduction not licensed.)

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



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's Number ONE network program from 4-5 PM, Monday-Friday. Call Blair-TV today for rates and availabilities.

Sources: Trendex, February 1958/15-County Central Pennsylvania Trendex, November 1957

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, Pa.

Channel 10

ABC-TV • CBS-TV

Represented by **BLAIR-TV**

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

THE TELEVISION MARKETS

LEWIS, Tex.

Population 346,900
Families 103,000
Retail Sales \$366,250,000

AS: Brown, Callahan, Coke, Coleman, Concho, Eastland, Fisher, Haskell, Culloch, Menard, Mitchell, Nolan, Curry, Shackelford, Stephens, Taylor, Throckmorton, Young

Ala.

Population 443,000
Families 127,100
Retail Sales \$361,269,000

LA: Atoka, Bryan, Carter, Choctaw, Edwin, Haskell, Hughes, Johnston, Love, McClain, McIntosh, Marshall, Wilkufuskee, Okmulgee, Pittsburg, Pottawatomie, Pushmataha, Seminole

OHio

Population 667,600
Families 197,600
Retail Sales \$890,881,000

IO: Medina, Portage, Summit, Wayne

Due to conflicting research data, this market has been reevaluated pending further study.

ALBANY, Ga.

Population 478,100
Families 112,300
Retail Sales \$319,404,000

GEORGIA: Baker, Brooks, Calhoun, Chattahoochee, Clay, Colquitt, Cook, Crisp, Decatur, Dooly, Dougherty, Early, Grady, Lee, Marion, Miller, Mitchell, Quitman, Randolph, Schley, Seminole, Stewart, Sumter, Terrell, Thomas, Tift, Turner, Webster, Worth

ALBANY-SCHENECTADY-TROY, N.Y.

Population 1,818,900
Families 550,500
Retail Sales \$2,155,419,000

MASSACHUSETTS: Berkshire, Franklin;
NEW HAMPSHIRE: Sullivan;
NEW YORK: Albany, Columbia, Delaware, Dutchess, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington;
VERMONT: Addison, Bennington, Chittenden, Rutland, Washington, Windsor

ALBUQUERQUE, N.M.

Population 503,500
Families 128,900
Retail Sales \$565,563,000

COLORADO: Dolores, La Plata, Montezuma, San Juan;
NEW MEXICO: Bernalillo, Catron, Guadalupe, Los Alamos, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Socorro, Taos, Torrance, Valencia

ALEXANDRIA, La.

Population 509,600
Families 133,800
Retail Sales \$376,174,000

LOUISIANA: Allen, Avoyelles, Beauregard, Caldwell, Catahoula, Concordia, Evangeline, Grant, Jackson, La Salle, Natchitoches, Rapides, Sabine, St. Landry, Vernon, Winn;
MISSISSIPPI: Adams

ALTOONA, Pa.

Population 1,479,200
Families 412,800
Retail Sales \$1,237,386,000

MARYLAND: Allegany (20%);
PENNSYLVANIA: Bedford, Blair, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Cumberland (20%), Elk, Forest (20%), Franklin, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, Mifflin, Montour (20%), Perry, Potter, Snyder, Somerset, Union, Westmoreland (50%);
WEST VIRGINIA: Hampshire, Mineral, Morgan

AMARILLO, Tex.

Population 467,800
Families 136,800
Retail Sales \$566,667,000

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

COMMAND OF THE AIR
IN THE
"GOLDEN SPREAD"
ABC IN AMARILLO
KVII
TELEVISION **Channel 7**

YOU CAN'T BUY LAST YEAR'S TV AUDIENCE TODAY

Since December 22nd, 1957, nothing has been the same! With KVII-TV, Channel 7, now on the air with the force and power of ABC programming, the Amarillo Market has been jarred into a new realization: "You can't buy Yesterday's audience Today!" In figuring a coverage of the vast "Golden Spread", new, dynamic K-7 is a Must in any budget.

abc ABC SHOWS MAKE K-7 A "NATURAL" FOR THE AMARILLO MARKET

Venard Rintoul
And McConnell, Inc.
Clarke Brown Co.

Abilene's only TV Station

Only TV Station delivering official Class "A" signal to Abilene.

KRBC-TV

Channel 9 • NBC

Nearest competing station 35 miles west. Over 2/3 of market population concentration in Abilene and eastern 1/2 of Abilene trade territory.

MAY 1957 SHOWS:
Market share of sets-in-use:
KRBC-TV 75.0
STATION B 26.8

Represented By
AUL. H. RAYMER CO.

AMARILLO, Tex.—Continued

KANSAS: Grant, Hamilton, Haskell, Kearny, Marton, Seward, Stanton, Stevens;
NEW MEXICO: Colfax, Curry, Harding, Quay, Union;

OKLAHOMA: Beaver, Cimarron, Texas
TEXAS: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Dallas, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochilree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler

AMES, Iowa

Population	1,235,100
Families	385,400
Retail Sales	\$1,496,657,000

IOWA: Adair, Adams, Appanoose, Audubon, Boone, Bremer, Buena Vista, Butler, Calhoun, Carroll, Cass, Cerro Gordo, Chickasaw, Clarke, Clay, Crawford, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Grundy, Guthrie, Hamilton, Hancock, Hardin, Humboldt, Jasper, Kosuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Ringold, Sac, Shelby, Story, Tama, Taylor, Union, Warren, Wayne, Webster, Winnebago, Wright

ANDERSON, S. C.†

Population	463,700
Families	118,100
Retail Sales	\$322,018,000

GEORGIA: Elbert, Franklin, Hart, Lincoln, Madison, Oglethorpe (50%), Stephens, Wilkes (50%);
SOUTH CAROLINA: Abbeville, Anderson, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg (50%)

† Due to conflicting research data, this market has not been reevaluated pending further information.

ARDMORE, Okla.

Population	34,000
Families	11,000
Retail Sales	\$348,700

OKLAHOMA: Atoka, Bryan, Carter, Cantelero, Garvin, Jefferson, Johnston, Love, Marshall, Murray, Pontotoc, Stephens;
TEXAS: Cooke, Grayson, Montague

ASHEVILLE, N.C.

Population	204,000
Families	52,000
Retail Sales	\$1,633,190

GEORGIA: Banks, Clarke, Elbert, Franklin, Habersham, Hart, Madison, Rabun, Stephens;
KENTUCKY: Bell;
NORTH CAROLINA: Alexander, Buncombe, Burke, Caldwell, Catawba, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Transylvania, Yancey;
SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Spartanburg, Union, York;
TENNESSEE: Green, Hawkins, Jefferson, Sevier, Sullivan

ATLANTA, Ga.

Population	3,130,000
Families	820,000
Retail Sales	\$2,899,900

ALABAMA: Chambers, Cherokee, Clay, Cleburne, Coosa, DeKalb, Randolph;
GEORGIA: Atkinson, Baker, Baldwin, Banks, Barrow, Bartow, Ben Hill, Berrien, Bibb, Bleckley, Butts, Calhoun, Carroll, Catoosa, Chattahoochee, Chattooga, Cherokee, Clark, Clay, Clayton, Cobb, Coffee, Coweta, Cravens, Crisp, Dade, Dawson, DeKalb, Dodge, Dooly, Douglas, Elbert, Fannin, Fayette, Floyd, Franklin, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Hancock, Haralson, Harris, Hart, Heard, Henry, Houston, Irwin, Jackson, Jasper, Jeff Davis, Johnson, Jones, Lamar, Laurens, Lee, Lincoln, Lumpkin, Macon, Madison, Marion, Meriwether, Monroe, Morgan, Murray, Newton, Oconee, Oglethorpe, Paulding, Peach, Pickens, Pike, Polk, Pulaski, Putnam, Quitman, Rabun, Randolph, Rockdale, Schley, Spalding, Stewart, Sumter, Talbot, Taliaferro, Taylor, Telfair, Terrell, Tift, Towns, Troup, Turner, Twiggs, Union, Upson, Walker, Walton, Washington, Webster, Wheeler, White, Whitfield, Wilcox, Wilkes, Wilkinson, Worth;
NORTH CAROLINA: Cherokee, Clay, Graham, Jackson, Macon, Swain, Transylvania;
TENNESSEE: Bradley, Hamilton, Monroe, Pickett

AUGUSTA, Ga.

Population	1,020,000
Families	260,000
Retail Sales	\$758,020

GEORGIA: Baldwin, Bulloch, Burke, Candler, Columbia, Effingham, Elbert, Emanuel, Evans, Glascock, Greene, Hancock, Hart, Jefferson, Jenkins, Johnson, Laurens, Lincoln, McDuff

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The Panhandle's

TOWER*

OF POWER!

(HIGHEST POWER—250,000 WATTS)

SPREADING
FULL-TIME CBS ACTIVITY
Plus
MGM and 20th CENTURY FOX
and the MIGHTY POPEYE
INTO

26 TEXAS COUNTIES
8 KANSAS COUNTIES
5 NEW MEXICO COUNTIES
3 OKLAHOMA COUNTIES
1 COLORADO COUNTY

* NO HIGHER STRUCTURE
IN THE PANHANDLE
(4,298 Feet Above Sea-Level)
NOW UNDER CONSTRUCTION
TO BE COMPLETED THIS SPRING

Ask Any "Activated" Blair Man
(Blair TV Associates)
ABOUT

KFDA-TV AMARILLO, TEXAS

FIRST

-in audience *In the 3-station Atlanta market WSB-TV has a 42.7% share of the total tune-in, sign-on to sign-off Sunday through Saturday—(ARB 9 months average, May, 1957, through January, 1958.*

-in coverage *In the 50% or better penetration areas WSB-TV covers 100 counties; 25% more than station B; 72% more than station C. (NCS No. 2.)*

-in retail sales *In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of \$2,209,524,000. This is \$135,277,000 more than station B and \$456,271,000 more than station C. (SRDS Consumer Markets.)*

-in facilities *Full power on low Channel 2, local programming of nationally recognized professional caliber, Southern leader in telecasting in the public interest. Affiliated with The Atlanta Journal and Constitution, South's largest newspapers. NBC affiliate. Represented by Petry.*



your FIRST buy

WSB-TV

Atlanta's first station

"White Columns" is the home of WSB-TV and WSB Radio

KTBC-TV

CHANNEL 7

AUSTIN, TEXAS

**Most EFFICIENT
TV BUY
IN TEXAS**



KTBC-TV

... with **3**
ALL NETWORKS

delivers...

843,500 people and 170,467 TV

Sets* . . . Effective Buying

Income of \$1,083,964,000!

KTBC-TV



Represented Nationally by Paul H. Raymer Company
(*Source—TELEVISION MAGAZINE)

AUGUSTA, Ga.—Continued

Montgomery, Oglethorpe, Richmond, Screven,
Taliaferro, Tattnall, Toombs, Treutlen, Twiggs,
Warren, Washington, Wilkes, Wilkinson;
SOUTH CAROLINA: Abbeville, Aiken, Allendale,
Bamberg, Barnwell, Beaufort, Edgefield,
Greenwood, Hampton, Jasper, Lexington,
McCormick, Newberry, Orangeburg, Saluda

AUSTIN, Minn.

Population	599,000
Families	173,100
Retail Sales	\$697,320,000

IOWA: Cerro Gordo, Chickasaw, Emmet, Floyd,
Franklin, Hancock, Howard, Kossuth, Mitchell,

Palo Alto, Winnebago, Winneshiek, Wright;

MINNESOTA: Dodge, Faribault, Fillmore,
Freeborn, Houston, Le Sueur, Martin, Rice,
Olmsted, Rice, Steele, Waseca

AUSTIN, Tex.

Population	
Families	
Retail Sales	\$741,000,000

TEXAS: Austin, Bastrop, Bell, Blanco, Bre,
Burleson, Burnet, Caldwell, Colorado, Co
Concho, Coryell, DeWitt, Fayette, Gonzales,
Guadalupe, Hays, Lampasas, Lavaca, Lee

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying
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GETTING IN TO SEE THE CLIENT

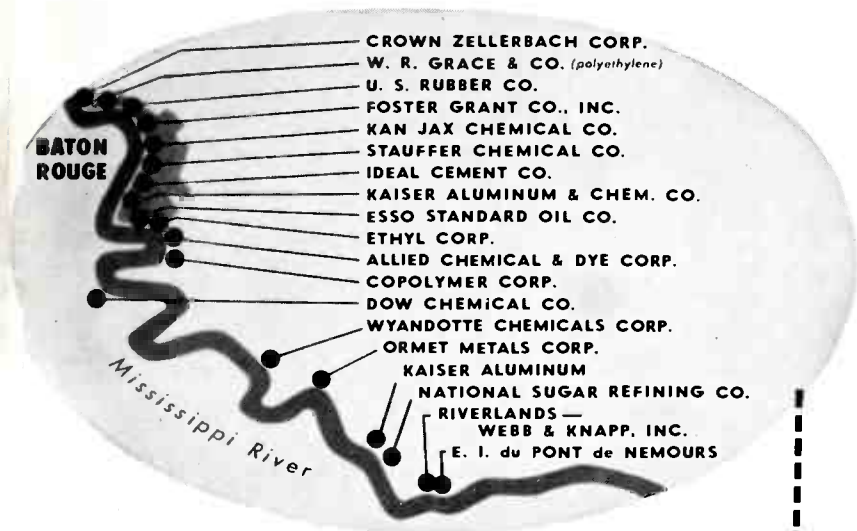
Telling your story directly to the advertising and sales manager—i
a tough job, but an important one.

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

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

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

BATON ROUGE..America's great new industrial empire!



for example . . .

Esso Standard Oil's Baton Rouge Refinery is America's Largest

7000 employes share a \$45,000,000 payroll at Esso's gigantic refinery in Baton Rouge. The plant site, including 2 tank farms, covers 2300 acres!

Many of the greatest names in American industry have invested hundreds of millions for plants in this "empire area" and others are moving in . . . with \$254,800,000 for additional plants already scheduled.

Effective Buying Income per family in Baton Rouge is \$6,303—far above the national average.

Payrolls are at an all time high!

Only  Sunshine reaches more homes in this BILLION DOLLAR MARKET!"



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingbery

California: McCulloch, Mason, Menard, Milam, Robertson, San Saba, Travis, Washington, Wilson

CALIFORNIA: EUREKA, Cal.

Population 637,100
Families 191,500
Retail Sales \$820,714,000

CALIFORNIA: Fresno (50%), Inyo, Kern, Kings, Tulare

CALIFORNIA: SACRAMENTO, Md.

Population 2,752,000
Families 771,300
Retail Sales \$3,092,631,000

DELAWARE: Sussex;
MARYLAND: Anne Arundel, Baltimore, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Prince George, Queen Annes, Somerset, Talbot, Wicomico, Worcester;

PENNSYLVANIA: Adams, Franklin, York;
VIRGINIA: Clarke, Fauquier, Warren

MAINE: BANGOR, Me.

Population 477,500
Families 131,600
Retail Sales \$515,813,000

MAINE: Aroostook, Franklin, Hancock, Kennebec, Knox, Penobscot, Piscataquis, Somerset, Waldo, Washington

LOUISIANA: BATON ROUGE, La.

Population 1,448,000
Families 378,100
Retail Sales \$1,171,792,000

LOUISIANA: Acadia, Allen, Ascension, Assumption, Avoyelles, Beauregard, Cameron, Catahoula, Concordia, E. Baton Rouge, E. Feliciana, Evangeline, Iberia, Iberville, Jeff Davis, Lafayette, Lafourche, Livingston, Pointe Coupee, Rapides, St. Charles, St. Helena, St. James, St. John the Baptist, St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Vermilion, Washington, W. Baton Rouge, W. Feliciana;
MISSISSIPPI: Adams, Amite, Claiborne, Franklin, Jefferson, Lamar, Marion, Pike, Walthal, Wilkinson

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FOR CURRENT SET ESTIMATES SEE

THE CIRCULATION REPORT

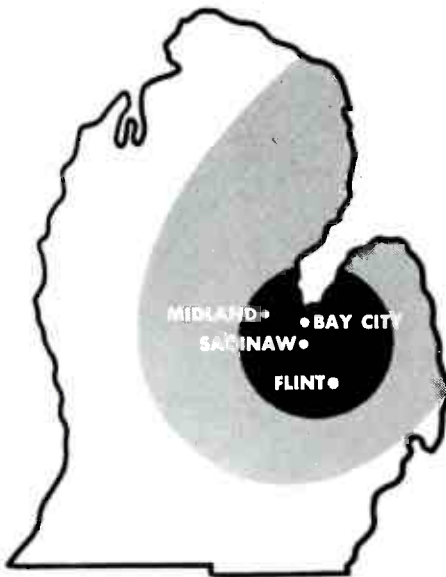
IN EACH ISSUE

WNEM-TV



DOMINATES MICHIGAN'S RICH and VITAL 2nd Market

- FLINT
- SAGINAW
- BAY CITY
- MIDLAND



AND ALL OF EASTERN MICHIGAN

WNEM-TV and WNEM-TV alone . . . delivers all of Michigan's 2nd Market, (19th Market in the U.S.), vital industrially, rich agriculturally and progressive commercially . . . with a population of 2½ million! A four billion dollar market that no other one station can cover.

IT'S NO WONDER . . . local and national sponsors agree

"THE PRICE IS RIGHT"

WNEM-TV

National Representatives, the Edward Patry Company, New York, N. Y.



NATIONAL SALES OFFICES
FLINT STUDIOS
FLINT AIRPORT—FLINT, MICHIGAN

OPERATIONS OFFICES
BAY CITY-SAGINAW STUDIOS
5700 BECKER ROAD—SAGINAW, MICHIGAN

BAY CITY-SAGINAW, Mich.

Population	9
Families	4
Retail Sales	\$1,382,5

MICHIGAN: Alcona, Alpena, Arenac, B. Clare, Clinton, Crawford, Genesee, Glad Gratiot, Huron, Iosco, Isabella, Lapeer, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Sagin, St. Clair, Sanilac, Shiawassee, Tuscola

BEAUMONT, Tex.

Population	6
Families	6
Retail Sales	\$700,7

LOUISIANA: Allen, Beauregard, Calcasie Cameron, Jeff Davis, Sabine, Vernon; TEXAS: Angelina, Chambers, Hardin, Jas. Jefferson, Liberty, Newton, Orange, Polk Sabine, San Jacinto, Trinity, Tyler

BELLINGHAM, Wash.

Population	3
Families	1
Retail Sales	\$312,5

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

BIG SPRING, Tex.

Population	11
Families	7
Retail Sales	\$152,5

TEXAS: Andrews, Borden, Dawson, Gaines, Howard, Martin, Mitchell, Scurry

BILLINGS, Mont.

Population	23
Families	7
Retail Sales	\$317,4

MONTANA: Big Horn, Carbon, Custer, Fern, Garfield, Golden Valley, Musselshell, Park, Petroleum, Powder River, Rosebud, Stillwa Sweet Grass, Treasure, Wheatland, Yellowstone; WYOMING: Big Horn, Campbell, Crook, Hot Springs, Johnson, Park, Sheridan, Teta Washakie, Weston, Yellowstone Park

BINGHAMTON, N.Y.

Population	1,30
Families	38
Retail Sales	\$1,418,99

NEW YORK: Broome, Cayuga (50%), Chemt Chenango, Cortland, Delaware, Madison (50 Otsago, Schuyler, Seneca (50%), Steuben (5 Sullivan, Tioga, Tompkins, Yates (50%); PENNSYLVANIA: Bradford, Lackawanna, Lycoming, Pike, Sullivan, Susquehanna, Tlog Wayne, Wyoming

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THE FASTEST DRAW

in Billings, Montana

KGHL-TV

N. B. C.'s brand new affiliate covering one of the West's truly fabulous markets. Only KGHL-TV can offer maximum coverage of this rich area with its new RCA traveling-wave antenna (first in the country). Prime availabilities are open now! Broadcasting begins March 15th.



NEW YORK

SAN FRANCISCO

LOS ANGELES CHICAGO

BOSTON ATLANTA ST. LOUIS

YOUNG TELEVISION CORP.

WHAT THIS PICTURE DOESN'T TELL YOU ...



ABOUT BIRMINGHAM BETWEEN 6:00 P.M. and MIDNIGHT!

You can see for yourself that Birmingham is big, bright and busy!

Your ARB (November, 1957) can show you how WBRC-TV dominates the market in the prime night-time viewing hours. From 6:00 pm to Midnight WBRC-TV's share is 56.3 compared to 43.3 on our competition.

The overall picture is bright, too. Station share of sets-in-use summary (ARB, November, 1957) shows WBRC-TV with 53.7% from sign-on to sign-

off, as compared to station B with 46.1%. This plus in listener interest will definitely show up in any selling program beamed to this buy-minded audience!

ARB and all other area surveys show that WBRC-TV reaches 25,000 more TV homes than any other station in the rich and bustling 50-County area of the greater Birmingham marketing region.

Complete merchandising, promotion and publicity services, matched to the size and needs of each campaign.



100,000 Watts — Birmingham, Alabama

WBRC-TV

ANOTHER T AFT STATION

Represented Nationally by the Katz Agency, Inc.
Affiliated with : WBRC-Radio, Birmingham; WTVN-TV and WTVN-Radio, Columbus; WKRC-TV and WKRC-Radio, Cincinnati; WBIR-TV and WBIR-Radio, Knoxville, Tennessee

MOBILE, Ala.

Population 2,242,600
 Families 584,800
 Retail Sales \$1,645,741,000

ALABAMA: Autauga, Bibb, Blount, Calhoun, Chilton, Clay, Cleburne, Colbert, Cullman, Dallas, DeKalb, Elmore, Fayette, Franklin, Greene, Hale, Jefferson, Lamar, Lauderdale, Limestone, Lowndes, Madison, Marion, Marshall, Monroe, Morgan, Pickens, Saint Clair, Shelby, Sumter, Tallapoosa, Tuscaloosa, Walker, Winston;
 MISSISSIPPI: Choctaw, Clay, Itawamba, Monroe, Oktibbeha, Prentiss

BISMARCK, N.D.

Population 311,300
 Families 96,500
 Retail Sales \$368,563,000

MINNESOTA: Richland, Roosevelt, Sheridan;
 NORTH DAKOTA: Adams, Billings, Bowman, Dickey, Divide, Dunn, Emmons, Grand Valley, Grant, Hettinger, Kidder, Lake, Logan, McIntosh, McKenzie, McLean, Mercer, Morton, Mountrail, Oliver, Pierce, Sheridan, Sisseton, Stark, Stutsman, Towner, Williams;
 SOUTH DAKOTA: Butte, Campbell, Corson, DeWitt, Edmunds, Harding, McPherson, Perkins, Spink, Ziebach

BLOOMINGTON, Ill.—Data incomplete

BLOOMINGTON, Ind.

Population 2,676,600
 Families 831,100
 Retail Sales \$3,038,972,000

ILLINOIS: Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Edwards, Effingham, Fayette, Jasper, Lawrence, Richland, Vermilion, Wabash, Wayne;
 INDIANA: Bartholomew, Boone, Brown, Carroll, Cass, Clay, Clinton, Crawford, Daviess, Decatur, Delaware, Dubois, Fountain, Gibson, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Martin, Miami, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Perry, Pike, Putnam, Ripley, Rush, Shelby, Spencer, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Wabash, Warren, Warrick, White

BLUEFIELD, W. Va.

Population 1,003,600
 Families 236,400
 Retail Sales \$615,326,000

KENTUCKY: Pike;
 VIRGINIA: Bland, Buchanan, Carroll, Dickenson, Floyd, Giles, Grayson, Montgomery, Patrick, Pulaski, Russell, Smyth, Tazewell, Wise, Wythe;
 WEST VIRGINIA: Fayette, Greenbrier, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, Wyoming

BOISE, Ida.

Population 342,800
 Families 96,200
 Retail Sales \$370,617,000

IDAHO: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Twin Falls, Valley, Washington;
 OREGON: Baker, Grant, Malheur, Union, Wallowa, Wheeler

BOSTON, Mass.

Population 5,112,900
 Families 1,498,400
 Retail Sales \$6,284,668,000

CONNECTICUT: Windham;
 MAINE: York;
 MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Franklin, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;
 NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Hillsboro, Merrimack, Rockingham, Strafford, Sullivan;
 RHODE ISLAND: Bristol, Kent;
 VERMONT: Windham, Windsor

BRIDGEPORT, Conn.

Population 1,691,500
 Families 487,500
 Retail Sales \$2,228,177,000

CONNECTICUT: Fairfield, New Haven;
 NEW YORK: Suffolk

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.



WTTV
channel 4

Indiana's No. 1
 Independent Station

Affiliated with NTA FILM NETWORK Offering "Double Impact" starting March 30th — plus — Warner, RKO, Columbia, NTA Famous Films, Leon Errol Comedies etc.

Popeye, Little Rascals, & Warner Cartoons 5:00-6:30 PM daily—strongest Kid strip in Indianapolis market.

Class B, A, AA participating minutes—great impact—low cost.

WTTV channel 4

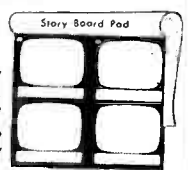
Owned and operated by Sarkes Tarzian. Sold in combination with the newest Tarzian station WPTA — Channel 21 — Ft. Wayne.

Represented by
MEEKER TV, INC.
 NEW YORK • CHICAGO • SAN FRANCISCO
 LOS ANGELES

NATIONAL SALES OFFICE
 3490 Bluff Rd., Indianapolis, Indiana
 FRANK B. WILLIS, National Sales Mgr.

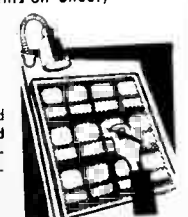
ART BROWN PRODUCTS FOR YOUR TV AND ART DEPT.

"STORYBOARD" PAD
 This pad that has big 5 x 7 video panels that enable you to make man-sized TV visuals. Perforated video and audio segments on gray background.



N 72C—Pad Size 14 x 17" 2.50
 (50 Sheets—4 Segments on Sheet)

Tomkins TELEPAD
 Most popular TV visual pad with 2 1/2 x 4" video and audio panels on gray background. Each panel perforated.



S. 72A—19 x 24" 3.50
 (50 Sheets—12 panels on Sheet)
 S. 72B—Pocket Size 8 x 18" 2.00
 (75 Sheets—4 panels on Sheet)

FREE SAMPLES FOR THE ASKING!

Write on your letterhead for 200-page catalog of art supplies. "An Encyclopedia of Artists' Materials"



ARTHUR BROWN & BRO.
 2 West 46th St., New York 36.

BRISTOL, Va-Tenn.

Population 1,713,600
 Families 403,800
 Retail Sales \$1,035,072,000

KENTUCKY: Bell, Floyd, Knott, Leslie, Letcher, Perry, Pike;

NORTH CAROLINA: Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, McDowell, Madison, Mitchell, Surry, Watauga, Wilkes, Yancey;

TENNESSEE: Carter, Claiborne, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Johnson, Sullivan, Unicoi, Washington;

VIRGINIA: Bland, Buchanan, Carroll, Dickenson, Giles, Grayson, Lee, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise;
 WEST VIRGINIA: Logan, McDowell, Mingo, Wyoming

BRYAN, Tex.

Population 166,700
 Families 45,700
 Retail Sales \$151,574,000

TEXAS: Brazos, Bureson, Grimes, Lee, Leon, Madison, Milam, Robertson, Walker, Washington

BUFFALO, N.Y.

Population 2,301,500
 Families 619,200
 Retail Sales \$2,454,002,000

NEW YORK: Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagara, Orleans, Steuben, Wyoming;

PENNSYLVANIA: Cameron, Crawford, Elk, Erie (25%), Forest, McKean, Potter, Tioga (25%), Warren

BURLINGTON, Vt.

Population 661
 Families 185
 Retail Sales \$740,209

NEW HAMPSHIRE: Coos, Grafton, Sullivan;
 NEW YORK: Clinton, Essex, Franklin, Warren, Washington;

VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor

BUTTE, Mont.

Population 168
 Families 55
 Retail Sales \$196,851


MONTANA: Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Lewis & Clark, Madison, Park, Powell, Silver Bow

CADILLAC, Mich.

Population 762,3
 Families 220,2
 Retail Sales \$860,171,0

Market definition, Television Magazine. Mark data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data is licensed.

YOU KNOW IT'S BIG.....
 Michigan's famous new, 5 mile long Straits Bridge . . .
 and the land it serves



WWTV-land

- ★ Population 762,300
- ★ Families 220,200
- ★ TV Homes 193,074
- ★ Retail Sales \$860,171,000

YOU CAN'T SELL MICHIGAN WITHOUT WWTV

NO OTHER MEDIA OR COMBINATIONS
 CAN GIVE YOU EFFECTIVE, ECONOMICAL
 COVERAGE OF BUSY, GROWING, CENTRAL
 AND NORTHERN LOWER MICHIGAN

ASK HOLLINGBERRY!

WWTV
 TELEVISION on Central and Channel 13 SPOTLIGHT North Michigan
 FROM CBS ABC CADILLAC



WGR-TV

NOW TOP BANANA in BUFFALO

14th U.S. MARKET

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
 ABC CHANNEL 2
BUFFALO

SYMBOL OF SERVICE
 A TRANSCONTINENT STATION
 WRQC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSAV Radio, WSAV-TV, Harrisonburg

WCYB-TV BRISTOL, VIRGINIA-TENNESSEE

METRO AREA VS TOTAL TV AREA

As a metropolitan area, the Tri-Cities of Bristol, Johnson City and Kingsport rank 101st in the nation. WCYB-TV, however, serves 50 counties in the states of Virginia, Tennessee, North Carolina, West Virginia and Kentucky—86.5% of the population in this television market lies outside of the Tri-Cities metropolitan area.

AS A TELEVISION MARKET

It is only in comparison with other television markets that the true scope of the WCYB-TV area is evident. Of the 70 television markets in the South, the market served by WCYB-TV outranks 55 of them!

WCYB-TV, BRISTOL, VIRGINIA-TENNESSEE
 Represented nationally by **THE WEED TELEVISION CORPORATION**

MARKET SIZE?

LET'S CHART IT OUT

POPULATION COMPARISON

TOTAL TV AREA 1,713,600

METRO 230,800

POPULATION COMPARISON

BRISTOL, VA.-TENN. 1,713,600

NORFOLK, VA. 1,514,900

JACKSONVILLE, FLA. 1,511,300

WINSTON-SALEM, N. C. 1,467,400

RICHMOND, VA. 1,362,000

MIAMI-FT. LAUDERDALE, FLA. 1,329,000

Sources: Metropolitan area rankings, Sales Management
 Television market rankings, Television Magazine

MICHIGAN: Alcona, Alpena, Antrim, Arenac, Benzie, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Gladwin, Grand Traverse, Hart, Iosco, Isabella, Kalkasko, Lake, Leelanau, Manistee, Mason, Mecosta, Midland, Muskegon, Montcalm, Montmorency, Muskegon, Oshtemo, Ogemaw, Osceola, Oscoda, Presque Isle, Roscommon, Wexford

CAPE GIRARDEAU, Mo.

Population 1,068,100
 Families 318,200
 Retail Sales \$863,794,000

ILLINOIS: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson,

Johnson, Massac, Perry, Pope, Pulaski, Randolph, Saline, Union, Washington, White, Williamson;

KENTUCKY: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall, Trigg;

MISSOURI: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi,

TELEVISION

MAKES

MARKETS

WCAX-TV *Made This One*

Where in the U.S. area alone* . . .
 650,000 people live, who spend
 \$575,000,000 annually in retail sales,
 more for groceries than in Minneapolis,
 more for drug products than in Omaha.
 They listen to 22 radio stations,
 Read 19 daily newspapers,
 BUT view WCAX-TV twice as much
 as any other station.

*WCAX-TV is also the leading U.S. TV
 station in southern Quebec and Montreal

WCAX-TV BURLINGTON, VERMONT

Represented by WEED TELEVISION

channel 3



CBS



Is your client getting his share?

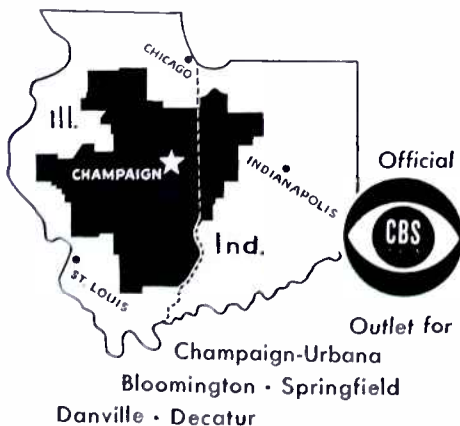
WCIA covers 6 Standard Metropolitan Markets plus 52 surrounding counties.

45th U. S. Television Market

Centered between Chicago, Indianapolis and St. Louis

Ill. 2nd TV Mkt.	Population	1,912,320
	Families	598,000
	TV Homes (NCS No. 2)	403,370

*Consumer Markets SRDS & NCS No. 2



GEO. P. HOLLINGBERY, Rep.

WCIA Channel 3
CHAMPAIGN, ILLINOIS

CAPE GIRARDEAU, Mo.—Continued

New Madrid, Pemiscot, Perry, Reynolds, Ripley, Ste. Genevieve, Scott, Stoddard, Wayne;
TENNESSEE: Lake, Obion, Weakley

CARLSBAD, N.M.

Population	177,100
Families	49,700
Retail Sales	\$220,760,000

NEW MEXICO: Chaves, Eddy, Lea;
TEXAS: Loving, Reeves

CARTHAGE-WATERTOWN, N.Y.

Population	348,200
Families	99,800
Retail Sales	\$356,972,000

NEW YORK: Franklin, Jefferson, Lewis, Oswego, St. Lawrence

CASPER, Wyo.

Population	64,000
Families	20,400
Retail Sales	\$97,383,000

WYOMING: Carbon, Converse, Natrona

CEDAR RAPIDS-WATERLOO, Iowa

Population	1,312,100
Families	398,000
Retail Sales	\$1,543,829,000

ILLINOIS: Carroll, Jo Daviess;
IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Davis, Delaware, Des Moines, Dubuque, Fayette, Floyd, Franklin, Grundy, Hamilton, Hancock, Hardin, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Mitchell, Muscatine, Poweshiek, Tama, Van Buren, Wapello, Washington, Winnebago, Winneshiek, Worth, Wright;
WISCONSIN: Crawford, Grant, Vernon

CHAMPAIGN, Ill.

Population	1,551,500
Families	480,100
Retail Sales	\$1,799,616,000

ILLINOIS: Bureau, Champaign, Christian, Clark, Clay, Coles, Crawford, Cumberland, DeWitt, Douglas, Edgar, Edwards, Effingham, Fayette, Ford, Iroquois, Jasper, LaSalle, Lawrence, Livingston, Logan, McLean, Macon, Marshall, Mason, Menard, Montgomery, Morgan, Moultrie, Piatt, Putnam, Richland, Sangamon, Shelby, Stark, Vermilion, Wabash, Wayne, Woodford;
INDIANA: Benton, Fountain, Jasper, Montgomery, Newton, Parke, Tippecanoe, Vermillion, Warren

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

332,963* TV HOMES

THE BIG HALF OF IOWA

WATERLOO AND CEDAR RAPIDS

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

*TV Magazine, July, 1957

EASTERN IOWA'S

TOWER FARM

Located midway
between Waterloo and
Cedar Rapids



KWWL-TV WATERLOO, IOWA

NBC — 316,000 watts — Ch. 7

AVERY-KNODEL
National Representative

KWWL-TV
 NBC
 1130 FEET
 WMT-TV
 CBS
 1450 FEET

KFVS TELEVISION

MAXIMUM POWER 316,000 W. E.R.P.

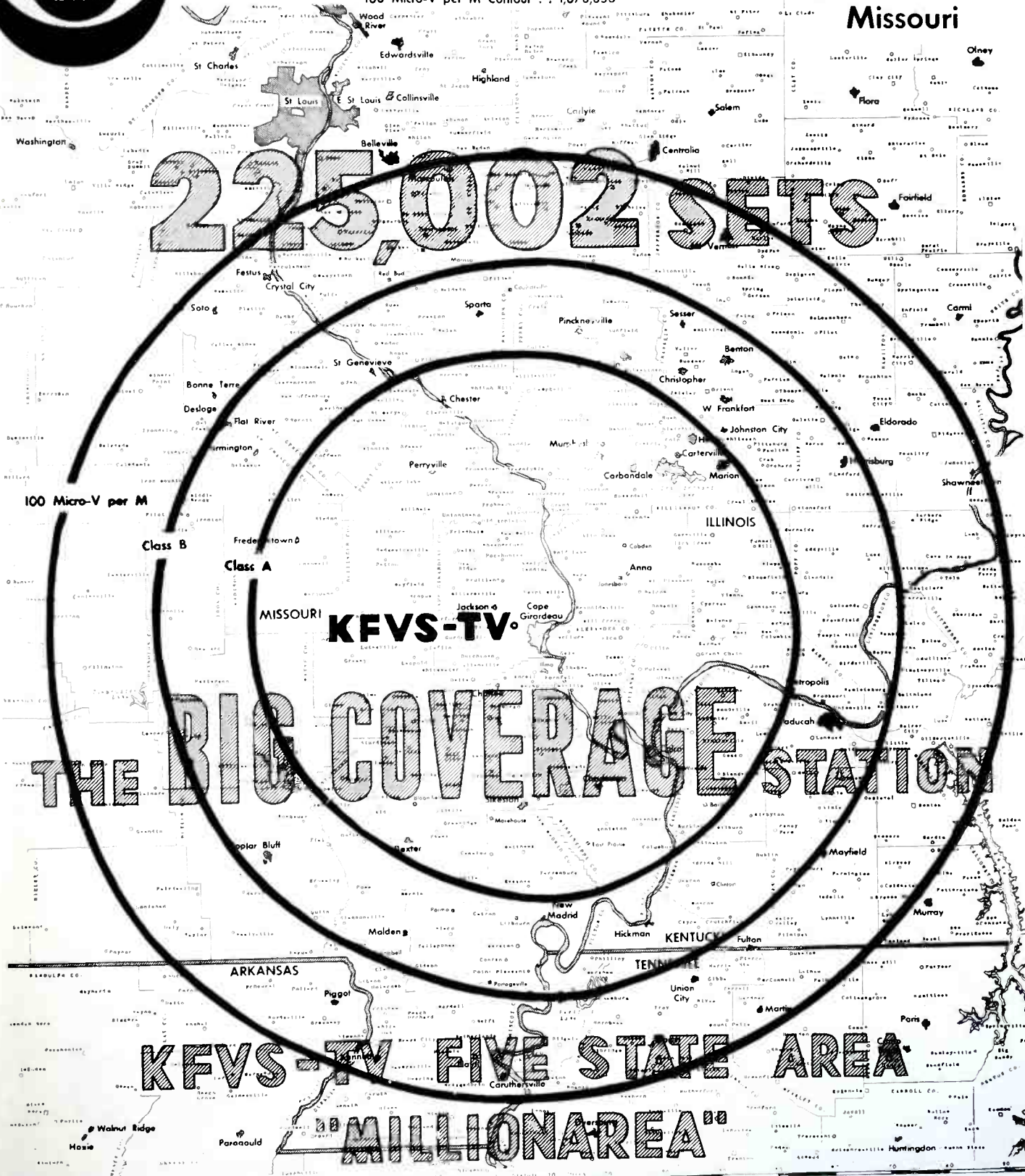
Antenna Height: 990 Ft. Above Average Terrain

POPULATION:

Class A Contour 331,587
Class B Contour 676,095
100 Micro-V per M Contour . . 1,078,856



Cape Girardeau,
Missouri



225,002 SETS

100 Micro-V per M

Class B

Class A

MISSOURI **KFVS-TV**

THE BIG COVERAGE STATION

KFVS-TV FIVE STATE AREA

"MILLIONAREA"

Represented By HEADLEY-REED



REPUTATION IS WHAT YOUR NEIGHBORS SAY ABOUT YOU

In a town like Cincinnati, a television station's neighbors wear two hats: they're Clients as well as Audience. We've been with WKRC-TV ever since they started nine years ago. Back in 1949 we had six Big Boy Drive-In Restaurants and spent about \$90 a week. Today, we're spending many times that much on WKRC-TV and we've grown to 30 restaurants in their viewing area. We've both been pretty good neighbors.

Dave Frisch

PRESIDENT

Frisch's Big Boy Restaurants, Inc.

WKRC-TV

Cincinnati 2, Ohio • 550 Fifth Avenue, New York

Represented by the Katz Agency

Ken W. Church, National Sales Manager



STON, S.C.

Population 1,250,300
 Families 294,200
 Retail Sales \$877,497,000

AL: Appling, Bryan, Bulloch, Candler, Evans, Liberty, Long, McIntosh, Toombs, Wayne;
 NC: Bladen, Brunswick, Pender, Robeson;
 SC: Allendale, Bamberg, Beaufort, Berkeley, Calhoun, Clarendon, Colleton, Dillon, Florence, Georgetown, Hampton, Jasper, Lee, Marion, Orangeburg, Williamsburg

WILMINGTON-HUNTINGTON, W. Va.

Population 2,274,300
 Families 575,900
 Retail Sales \$1,644,278,000

DE: Boyd, Breathitt, Carter, Elliott, Fleming, Floyd, Greenup, Johnson, Lawrence, Lee, Letcher, Lewis, Magoffin, Menifee, Morgan, Perry, Pike, Powell, Wolfe;
 GA: Athens, Gallia, Hocking, Jackson, Meigs, Pike, Scioto, Vinton, Wirt;
 IA: Buchanan, Dickenson, Russell, Wise;
 VA: Barbour, Boone, Braxton, Calhoun, Clay, Doddridge, Fayette, Greenbrier, Jackson, Kanawha, Lewis, Logan, McDowell, Mason, Mingo, Nicholas, Pocahontas, Putnam, Ritchie, Roane, Summers, Upshur, Webster, Wirt, Wood, Wyoming

ROTTLE, N.C.

Population 3,430,700
 Families 855,700
 Retail Sales \$2,939,154,000

NC: Alexander, Alleghany, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Currituck, Davidson, Davie, Forsyth, Gaston, Hoke, Henderson, Hoke, Iredell, Jackson, Lenoir, McDowell, Macon, Madison, Martin, Mitchell, Montgomery, Moore, Pamlico, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanley, Surry, Transylvania, Union, Wayne, Wilkes, Yadkin, Yancey;
 SC: Cherokee, Chester, Chesterfield, Darlington, Dillon, Edgefield, Florence, Greenville, Greenwood, Lancaster, Laurens, Lee, Lexington, Marion, Marlboro, Newberry, Saluda, Spartanburg, Sumter, Union, York;
 TN: Johnson (33%), Sullivan (33%), Washington (33%)

STANOOGA, Tenn.

Population 873,900
 Families 245,200
 Retail Sales \$719,187,000

ALABAMA: Cherokee, DeKalb, Jackson;
 GEORGIA: Cartoosa, Chattooga, Dade, Fannin, Floyd, Gilmer, Gordon, Murray, Walker, Whitfield;
 NORTH CAROLINA: Cherokee, Clay, Graham, Swain;
 TENNESSEE: Bledsoe, Bradley, Coffee, Franklin, Grundy, Hamilton, Loudon, McMinn, Marion, Meigs, Monroe, Moore, Polk, Rhea, Roane, Sequatchie, Van Buren, Warren

CHEYENNE, Wyo.

Population 392,500
 Families 109,800
 Retail Sales \$447,801,000

COLORADO: Eagle, Grand, Jackson, Larimer, Logan, Summit, Washington;
 NEBRASKA: Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan, Sioux;
 WYOMING: Albany, Carbon, Converse, Goshen, Laramie, Natrona, Niobrara, Platte

CHICAGO, Ill.

Population 7,583,300
 Families 2,318,100
 Retail Sales \$10,194,760,000

ILLINOIS: Boone, Bureau, Cook, DeKalb, DuPage, Ford, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, Livingston, McHenry, Will;
 INDIANA: Benton, Carroll, Fulton, Jasper, Lake, LaPorte, Marshall, Newton, Porter, Pulaski, St. Joseph, Starke, White;
 MICHIGAN: Berrien;
 WISCONSIN: Kenosha, Racine, Walworth

CHICO, Cal.

Population 396,800
 Families 127,000
 Retail Sales \$546,841,000

CALIFORNIA: Butte, Colusa, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Sutter, Tehama, Trinity, Yolo, Yuba

CINCINNATI, Ohio

Population 2,369,500
 Families 715,500
 Retail Sales \$2,645,831,000

INDIANA: Dearborn, Decatur, Fayette, Franklin, Jefferson, Jennings, Ohio, Ripley, Rush, Scott, Switzerland, Union, Wayne;
 KENTUCKY: Bath, Boone, Bourbon, Boyle, Bracken, Campbell, Carroll, Clark, Estill, Fayette, Fleming, Franklin, Gallatin, Garrard, Grant, Harrison, Henry, Jessamine, Kenton, Lewis, Madison, Mason, Menifee, Mercer, Montgomery, Nicholas, Oldham, Owen, Pendleton, Powell, Robertson, Rowan, Scott,

Shelby, Trimble, Woodford;
 OHIO: Adams, Brown, Butler, Clermont, Clinton, Darke, Greene, Hamilton, Highland, Preble, Warren

CLARKSBURG, W. Va.

Population 425,100
 Families 113,700
 Retail Sales \$340,715,000

WEST VIRGINIA: Barbour, Braxton, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Pleasants, Preston, Randolph, Ritchie, Taylor, Tucker, Tyler, Upshur, Wetzel

CLEVELAND, Ohio

Population 4,344,900
 Families 1,290,500
 Retail Sales \$5,812,258,000

OHIO: Ashland, Ashtabula, Carroll, Columbiana, Coshocton, Crawford, Cuyahoga, Erie, Geauga, Harrison, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Ottawa, Portage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot
 PENNSYLVANIA: Crawford, Mercer

CLOVIS, N.M.

Population 108,600
 Families 30,800
 Retail Sales \$139,135,000

NEW MEXICO: Curry, Quay, Roosevelt;
 TEXAS: Bailey, Castro, Deaf Smith, Lamb, Pomer

COLORADO SPRINGS-PUEBLO, Colo.

Population 382,700
 Families 113,900
 Retail Sales \$403,757,000

COLORADO: Baca, Bent, Cheyenne, Costilla, Crowley, Custer, Douglas, Elbert, El Paso, Fremont, Huerfano, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo

COLUMBIA-JEFFERSON CITY, Mo.

Population 566,800
 Families 178,000
 Retail Sales \$513,716,000

MISSOURI: Audrain, Benton, Boone, Callaway, Camden, Carroll, Chariton, Cole, Cooper, Crawford, Dent, Gasconade, Howard, Laclede, Lincoln, Linn, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pike, Pulaski, Ralls, Randolph, Saline, Shelby, Warren

You should know...

THE MARKET

53 County Coverage Area (NCS #2)

TV HOMES	187,663
POPULATION	1,195,100
FAMILIES	295,600
EBI	\$1,288,883,000
RETAIL SALES	\$828,816,000

THE METRO AREA

COLUMBUS, GEORGIA
in the
TOP 50
OF ALL 262 METRO
AREAS IN PERCENT-
AGE OF GROWTH IN

- POPULATION
- E.B.I.
- RETAIL SALES

Source: Sales Management Marketing on the Move, Nov. 10, 1957

THE STATION

Channel 4 WRBL-TV

CALL HOLLINGBERRY COMPANY

COLUMBUS, GEORGIA

FIRST IN 97.3% OF ALL QUARTER HOURS

Source: Area Pulse, May, 1957

COLUMBIA, S.C.

Population	1,175,600
Families	284,500
Retail Sales	\$826,193,000

SOUTH CAROLINA: Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Chesterfield, Clarendon, Colleton, Darlington, Dorchester, Edgefield, Fairfield, Florence, Greenwood, Kershaw, Lancaster, Laurens, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter, Union, Williamsburg

COLUMBUS, Ga.

Population	1,119,600
Families	276,100
Retail Sales	\$784,830,000

ALABAMA: Barbour, Bullock, Chambers, Dale, Elmore, Geneva, Henry, Houston, Lee, Macon, Pike, Randolph, Russell, Tallapoosa;
GEORGIA: Baker, Calhoun, Chattahoochee, Clay, Colquitt, Crawford, Decatur, Dougherty, Early, Grady, Harris, Lee, Macon, Marion, Miller, Mitchell, Muscogee, Peach, Quitman, Randolph, Schley, Seminole, Stewart, Sumter, Talbot, Taylor, Terrell, Thomas, Tift, Troup, Turner, Upson, Webster, Worth

COLUMBUS, Miss.

Population	496,600
Families	124,600
Retail Sales	\$290,104,000

ALABAMA: Fayette, Greene, Lamar, Pickens, Sumter, Tuscaloosa, Winston;
MISSISSIPPI: Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Kemper, Lee, Lowndes, Monroe, Neshoba, Noxubee, Oktibbeha, Pontotoc, Webster

COLUMBUS, Ohio

Population	1,623,000
Families	481,000
Retail Sales	\$1,992,403,000

OHIO: Athens, Champaign, Clark, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Highland, Hocking, Jackson, Knox, Licking,

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.



AIMED TO HOLD AUDIENCES WEEK AFTER WEEK!

"TARGET"

ZIV'S DYNAMIC NEW IMPACT SERIES



with
ADOLPHE MENJOU
host!

SIX
APPEAL.

throughout COLUMBUS



IN COLUMBUS...WTVN-TV MERCHANDISES YOUR SCHEDULE

WTVN-TV has established an enviable reputation with leading national advertisers, based on the outstanding merchandising assistance that they consistently provide. WTVN-TV's aggressive and creative merchandising staff re-

cently won Grand Prize in Lever Brother's nation-wide merchandising contest. Another important testimonial that more and more, national advertisers are finding that Six Appeal is Sell Appeal.

A Taft Station Represented Nationally by The Katz Agency

WTVN-TV Channel 6
Columbus, Ohio

Affiliated with WTVN Radio, Columbus, Ohio; WKRC Radio and WKRC-TV, Cincinnati, Ohio; WBRC Radio and WBRC-TV, Birmingham, Ala.

Survey of buying and selling power in Central Ohio

How big is Central Ohio?

33 counties—2,167,875 people.

Is it growing?

Fast! 600,000 new faces since 1948.

Are Central Ohioans making and spending big money?

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

What are they buying?

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

What's the best way to sell Central Ohioans?

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

Is there a favorite station?

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

How about WBNS-TV's cost per thousand?

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

Anything else?

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

IF YOU WANT TO BE SEEN IN CENTRAL OHIO

WBNS-TV

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



WYOMING, Ohio—Continued

Madison, Marian, Marrow,
Perry, Pickaway, Pike, Ross,
Wyandot

WYOMING, Tex.

Population 526,400
Families 137,900
Retail Sales \$527,342,000

Andrews, Bee, Brooks, Calhoun,
Dyke, Duval, Goliad, Jackson, Jim Wells,
Kenedy, Kleberg, Live Oak,
Muehlebach, Nueces, Refugio, San Patricio,
Tom Green

WYOMING, Tex.

Population 2,533,600
Families 764,600
Retail Sales \$3,006,926,000

Alabama: Bryan, Carter, Choctaw, Love,
Pushmataha;
Arkansas: Anderson, Bosque, Brown, Callahan,
Cherokee, Clay, Collin, Comanche,
Dallas, Delta, Denton, Eastland, Ellis,
Falls, Fannin, Franklin, Freestone,
Hamilton, Henderson, Hill, Hood,
Houston, Hunt, Jack, Johnson,
Lamar, Leon, Limestone, Madison,
Navarro, Palo Pinto, Parker, Rains,
Rockwall, Shackelford, Smith,
Stephens, Tarrant, Titus, Upshur,
Wade, Wise, Wood

DANVILLE, Ill.

Population 298,400
Families 88,500
Retail Sales \$334,398,000

ILLINOIS: Champaign, Douglas, Edgar, Ford,
Vermilion;
INDIANA: Fountain, Warren

DAVENPORT, Iowa-ROCK ISLAND, Ill.

Population 1,441,900
Families 444,900
Retail Sales \$1,730,661,000

ILLINOIS: Bureau, Carroll, Fulton, Hancock,
Henderson, Henry, Jo Daviess, Knox, Lee,
McDonough, Marshall, Mercer, Ogle, Putnam,
Rock Island, Stark, Stephenson, Warren,
Whiteside, Woodford;
IOWA: Cedar, Clinton, Davis, Des Moines,
Dubuque, Henry, Iowa, Jackson, Jefferson,
Johnson, Jones, Keokuk, Linn, Louisa,
Muscatine, Scott, Van Buren, Washington;
WISCONSIN: Grant, Green, Lafayette

DAYTON, Ohio

Population 1,636,900
Families 487,900
Retail Sales \$2,059,619,000

INDIANA: Blackford, Fayette, Franklin, Jay,
Randolph, Union, Wayne;
OHIO: Allen, Auglaize, Butler, Champaign,
Clark, Clermont, Clinton, Darke, Fayette,
Greene, Highland, Logan, Mercer, Miami,
Montgomery, Preble, Shelby, Van Wert, Warren

DAYTONA BEACH, Fla.

Population 786,600
Families 232,900
Retail Sales \$941,170,000

FLORIDA: Alachua, Brevard, Citrus, Flagler,
Lake, Marion, Orange, Osceola, Polk, Putnam,
St. Johns, Seminole, Sumter, Volusia

DECATUR, Ala.

Population 158,900
Families 39,900
Retail Sales \$109,174,000

ALABAMA: Cullman, Lawrence, Limestone,
Morgan, Winston

† Due to conflicting research data, this market
has not been reevaluated pending further study.

DECATUR, Ill.

Population 647,400
Families 199,800
Retail Sales \$776,554,000

ILLINOIS: Brown, Cass, Champaign, Christian,
Coles, DeWitt, Douglas, Edgar, Logan, Macon,
Mason, Menard, Moultrie, Piatt, Sangamon,
Schuyler, Shelby

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**How many
families
do you
reach?**

	Television Market	Standard Met. Area
Wilmington, Del.	1,969,100	1,210,300
Wilmington, N.C.	267,800	20,800
Winston-Salem, N.C.	376,600	48,000
Yakima, Wash.	162,300	47,200
York, Pa.	266,500	64,400
Youngstown, Ohio	245,400	163,400
Yuma, Ariz.	31,100	*
Zanesville, Ohio	84,800	24,400

* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 88% of the television market's families live outside the metropolitan area.

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

DENVER, Colo.

Population	1,220,100
Families	377,800
Retail Sales	\$1,583,195,000

COLORADO: Adams, Arapahoe, Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Denver, Douglas, Eagle, Elbert, Gilpin, Grand, Jackson, Jefferson, Kiowa, Kit Carson, Lake, Larimer, Lincoln, Logan, Moffat, Morgan, Park, Sedgwick, Summit, Teller, Washington, Weld;

NEBRASKA: Cheyenne, Deuel, Garden;

WYOMING: Albany, Carbon, Laramie, Natrona

DES MOINES, Iowa

Population	1,028,600
Families	322,800
Retail Sales	\$1,230,549,000

IOWA: Adair, Adams, Appanoose, Boone, Buena Vista, Calhoun, Carroll, Clarke, Crawford, Dallas, Davis, Decatur, Emmet, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Wapello, Warren, Wayne, Webster, Wright

DETROIT, Mich.-WINDSOR, Can.

Population	5,394,000
Families	1,589,200
Retail Sales	\$6,899,035,000

MICHIGAN: Genesee, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne;
OHIO: Fulton, Lucas, Ottawa, Sandusky, Wood

DICKINSON, N.D.

Population	198,200
Families	53,500
Retail Sales	\$192,263,000

MONTANA: Carter, Dawson, Fallon, Prairie, Richland, Wibaux;
NORTH DAKOTA: Adams, Billings, Bowman, Dunn, Golden Valley, Grant, Hettinger, McHenry, McLean, Mercer, Morton, Mountrail, Oliver, Sioux, Slope, Stark, Williams;
SOUTH DAKOTA: Corson, Harding, Perkins

DOTHAN, Ala.

Population	507,200
Families	125,600
Retail Sales	\$343,446,000

ALABAMA: Barbour, Coffee, Covington, Crenshaw, Dale, Geneva, Henry, Houston, Pike;
FLORIDA: Calhoun, Gadsden, Gulf, Holmes, Jackson, Walton, Washington;
GEORGIA: Baker, Calhoun, Clay, Decatur, Early, Grady, Miller, Mitchel, Quitman, Randolph, Seminole

DULUTH, Minn.-SUPERIOR, Wis.

Population	708,500
Families	209,700
Retail Sales	\$727,683,000

MICHIGAN: Gogebic, Houghton, Ontonagon;
MINNESOTA: Aitkin, Beltrami, Carlton, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Kanabec, Koochiching, Lake, Lake of the Woods, Pine, St. Louis, Wadena;
WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, Washburn

DURHAM-RALEIGH, N.C.

Population	2,054,100
Families	486,400
Retail Sales	\$1,866,454,000

NORTH CAROLINA: Alamance, Bladen, Caswell, Chatham, Cumberland, Duplin, Durham, Franklin, Granville, Greene, Guilford, Halifax, Harnett, Hoke, Johnston, Lee, Lenoir, Montgomery, Moore, Nash, Northampton, Orange, Person, Randolph, Robeson, Rockingham, Sampson, Vance, Wake, Warren, Wayne, Wilson;
VIRGINIA: Brunswick, Charlotte, Halifax, Mecklenburg, Pittsylvania

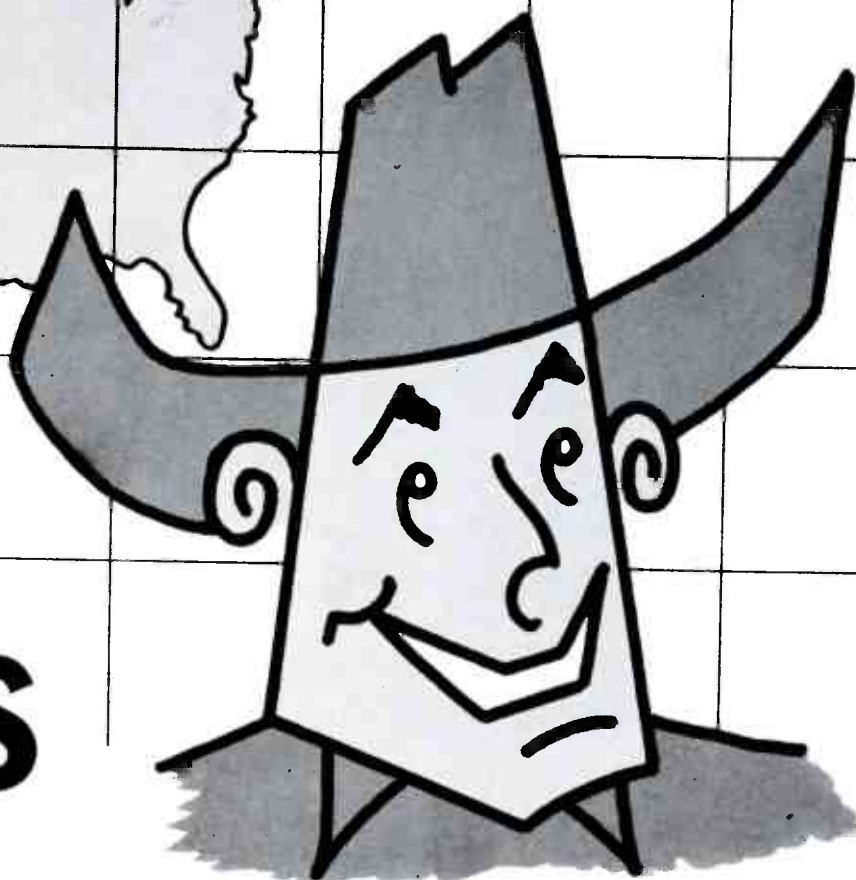
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In
every
field,
there's one
basic
reference source—
in television,
it's
**TELEVISION
MAGAZINE**

Now in its 14th year of publication



DENVER



NO TEARS IN DENVER

In Denver stability is the *rule*—not the exception! Unemployment is only slightly more than half of the national average. Bank clearances are up 9.7%—postal receipts plus 3.3%—auto sales up 3.5%. Department store sales are up 5% for January while the nation's average shows a minus for the same period. Bank deposits are up—8%. Earnings are up, too. Today Denver has more spendable dollars than ever before! And Denver expects 1958 to be 12 percent *above* a record 1957!

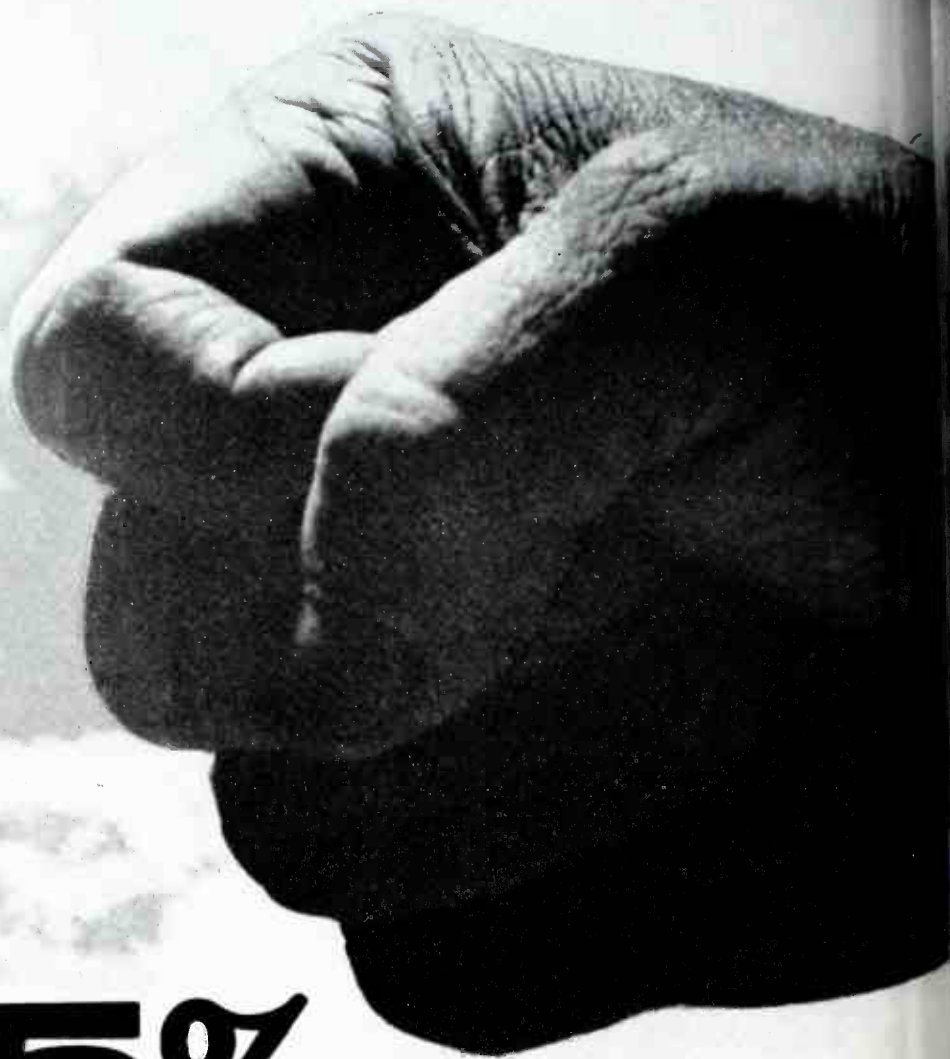
NOW—94% of Metropolitan Denver's 798,000 population live in homes with television—served only by Denver TV stations. As a result of strong network shows *and* wide awake, competitive local programming, TV viewing is up! Denver buying power is up! Denverites have more money for staples—for luxuries—anything from "Work Shirts" to "Space Pants". And they buy what they see advertised on television—wide awake, hard selling *Denver* television!

MAKE DENVER TV YOUR NUMBER ONE "MUST" BUY!

Cooperatively Sponsored by the Network Affiliated TV Stations of Denver



IMPACT



62.5%

BIGGEST SHARE IN MARKETS OF

FIRST *in the nation in share of audience*

FIRST *in 407 of 469 rated quarter-hours*

FIRST *with 15 of the top 15 shows*

FIRST *with 5 of the top 5 syndicated shows*

The December Pulse confirms the ARB dominance story for KROD-TV. Pulse gives KROD-TV 404 of 453 rated quarter-hours . . . 25 of the top 25 shows . . . and 10 of the top 10 syndicated shows.



OF AUDIENCE IN AMERICA OR MORE STATIONS*

From sign-on 'til sign-off, KROD-TV makes its *impact* on the Southwest by garnering **62.5% share of audience in a competitive, 3-station, 3-network, all-VHF market.** And this is done without contests, without give-aways, without gimmicks.

KROD-TV's viewer-loyalty is built on good, solid, day-and-night programming, the only razor-sharp, regional signal and the area's most consistent, year-round promotion. ***The buy in El Paso is KROD-TV!*** See your Branham man for full details.

*ARB, December 1957



KROD-TV



CBS Television Network • Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
Dorrance D. Röderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.



**YOU
CAN'T
MISS!**

with

WEAU-TV

Eau Claire . . . the

BIG CHEESE

IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving a giant land of $\frac{3}{4}$ million people and two million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

See your Hollingbery man
in Minneapolis, see BILL HURLEY

LAUREL, Wis.

Population	521,500
Families	148,000
Retail Sales	\$527,818,000

WISCONSIN: Wabasha, Winona;
 WISCONSIN: Barron, Buffalo, Chippewa, Clark,
 Eau Claire, Jackson, Pepin, Pierce, Polk,
 Port Washington, St. Croix, Sawyer, Taylor,
 Waubesa, Washburn, Wood

EL DORADO, Ark.

Population	230,100
Families	62,700
Retail Sales	\$166,796,000

ARKANSAS: Bradley, Calhoun, Cleveland,
 Columbia, Ouachita, Union;
 LOUISIANA: Bienville, Claiborne, Lincoln, Union

ELKHART, Ind.—See South Bend-Elkhart

EL PASO, Tex.-JUAREZ, Mex.

Population	440,000
Families	108,700
Retail Sales	\$419,153,000

NEW MEXICO: Dona Ana, Grant, Hidalgo,
 Lincoln, Luna, Otero, Sierra;
 TEXAS: Brewster, Culberson, El Paso, Hudspeth,
 Jeff Davis, Presidio

ENID, Okla.—See Oklahoma City

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WHAT'S IN IT FOR YOU?

The kind of facts-and-figures you find in the Data Book are only part of what you get in TELEVISION MAGAZINE.

In each issue you'll also find provocative, thorough appraisals of the long-range developments that will affect what you do next month, next year.

In this fast-moving business, the daily headlines are like pieces of a huge jigsaw puzzle. TELEVISION MAGAZINE puts these pieces together for you, giving you a complete picture instead of a puzzle.

What are the policy-makers thinking about, planning to do? Who are the men who guide the top agencies and advertiser operations?

What about your own role as an advertising executive—how will you be affected by shifts in salary levels, pension and bonus plans?

You'll find interesting answers to these important questions in every issue of TELEVISION MAGAZINE.

Get your own copy sent to your home or office. Fill in one of the coupons you'll find scattered through the Data Book. Or just send your name, address and check for \$5.00 to:

TELEVISION MAGAZINE
 422 MADISON AVENUE
 NEW YORK 17, N. Y.

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"



WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for—*aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!*

To sell more goods in this high-income market, smart advertisers use **WDAY-TV**. No other Red River Valley media can even *touch* it—for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got **STACKS** of surveys to prove **WDAY-TV's** dominance. *And we mean to prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

ERIE, Pa.

Population	56
Families	17
Retail Sales	\$707,72

NEW YORK: Chautauqua;
OHIO: Ashtabula;
PENNSYLVANIA: Crawford, Erie, Warren

EUGENE, Ore.

Population	46
Families	14
Retail Sales	\$507,25

OREGON: Benton, Coos, Crook, Deschutes, Douglas, Lane, Lincoln, Linn, Polk

EUREKA, Cal.

Population	186
Families	60
Retail Sales	\$266,397

CALIFORNIA: Del Norte, Humboldt, Mendocino
OREGON: Curry

EVANSVILLE, Ind.-HENDERSON, Ky.

Population	969
Families	288
Retail Sales	\$862,465

ILLINOIS: Edwards, Gallatin, Hamilton, Hancock, Lawrence, Massac, Pope, Richland, Saline, Wabash, Wayne, White;

INDIANA: Crawford, Daviess, DuBois, Gibson, Knox, Martin, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Breckinridge, Caldwell, Christian, Crittenden, Daviess, Hancock, Henderson, Hopkins, Livingston, Lyon, McLean, Marshall, Muhlenberg, Ohio, Trigg, Union, Webster

FARGO, N.D.

Population	757
Families	205
Retail Sales	\$783,469

MINNESOTA: Becker, Beltrami, Big Stone, Clay, Clearwater, Douglas, Grant, Hubbard, Kittson, Mahanomen, Marshall, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin;

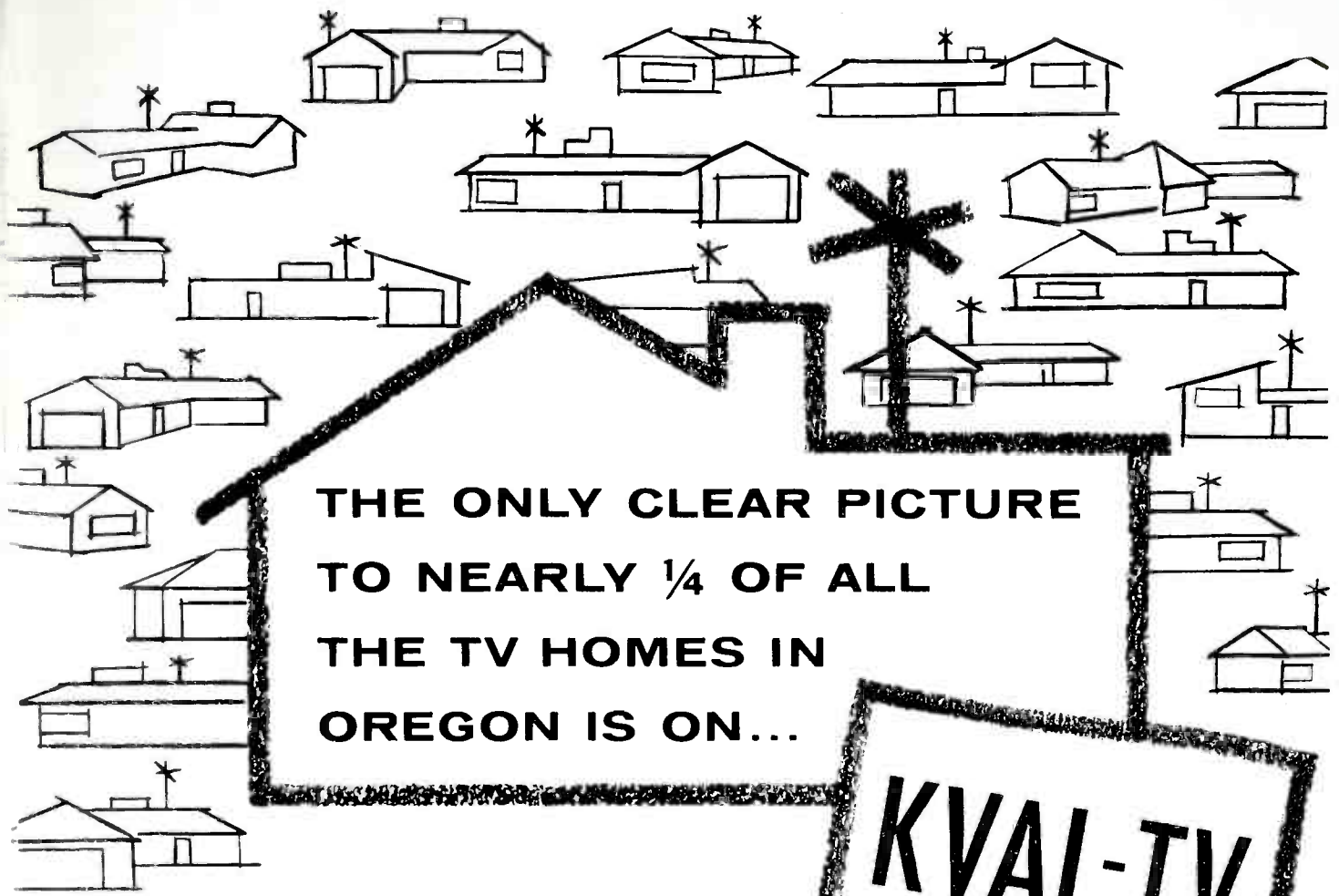
NORTH DAKOTA: Barnes, Benson, Cass, Dickinson, Eddy, Foster, Grand Forks, Griggs, LaMoure, Logan, McIntosh, Nelson, Pembina, Ransom

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data licensed.

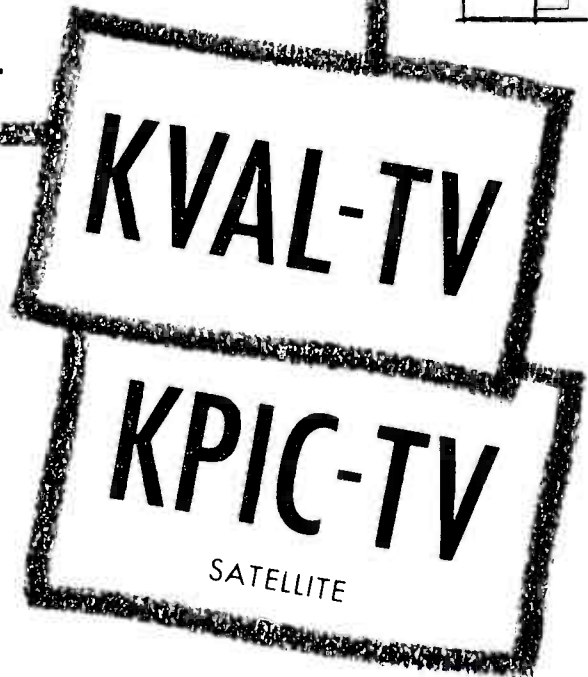
Additional copies of the

DATA BOOK

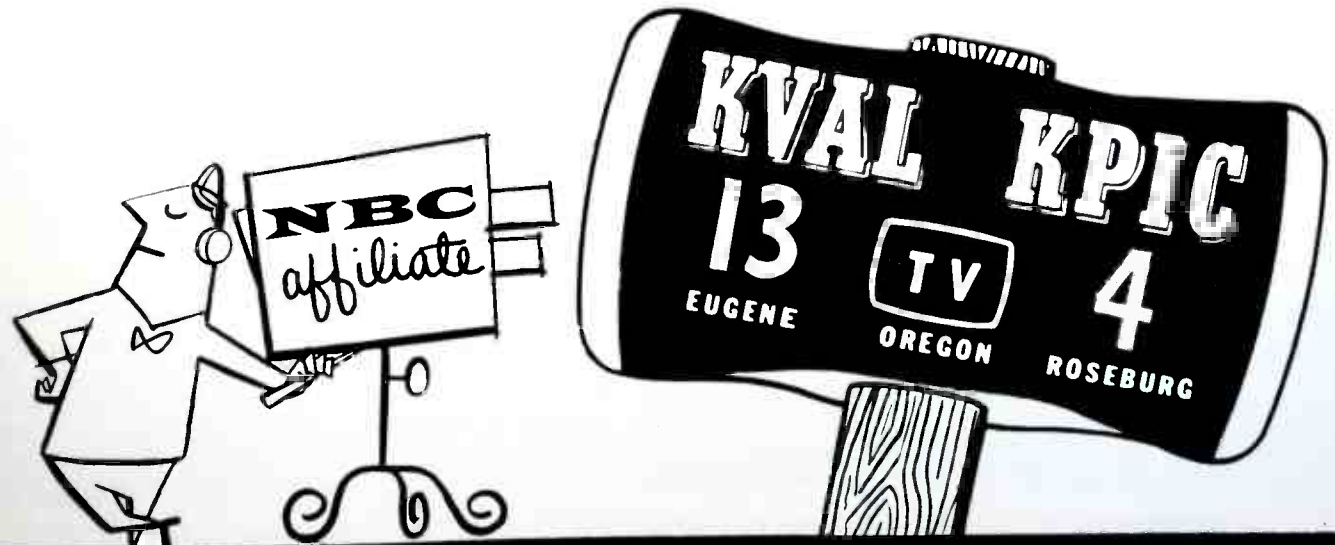
are available at \$2.50



**THE ONLY CLEAR PICTURE
TO NEARLY 1/4 OF ALL
THE TV HOMES IN
OREGON IS ON...**



- 1** KVAL-KPIC is the only clear picture in the Eugene-Springfield-Roseburg market which has nearly one-fourth of all the television sets in Oregon.
- 2** One order covers both stations.
- 3** Your Hollingberry man or Art Moore and Associates (Portland-Seattle) can tell you the facts.



LUMBER CENTER OF THE WORLD

Warmer
 F.M. Area Forecast—Partly cloudy today, Thursday warmer, high today near 15. (Details on Page 8)

THE FARGO FORUM

AND DAILY INSURER

Moorhead Daily News

Morning
Edition

VOL. 55, NO. 155

FARGO, N. D., WEDNESDAY MORNING, JANUARY 1, 1958

Price Seven Cents

N. D. Cash Assets Hit New High

NORTH DAKOTA HAS MONEY AND TV HOMES!

It takes the first 13 cities in the state to account for 50% of its well-spread retail sales.

THE MARKET MAKER STATIONS COVER ALL BUT ONE OF THESE CITIES—OVER 90% OF THE STATE.

Retail Sales in North Dakota* 1st 13 Cities

Fargo	\$ 85,585,700
Minot	58,029,900
Grand Forks	50,459,400
Bismorck	45,705,600
Williston	37,411,800
Jamestown	23,558,600
Devils Lake	18,143,100
Dickinson	17,499,600
Valley City	13,373,400
Mandan	11,791,600
Grafton	9,787,400
Wohpeton	8,211,700
Rugby	6,531,700
Total 13 Cities	\$386,090,000
State Total	\$723,000,000

* 1957 Retail Sales Tax Figures

TV Homes Market Maker Stations

KXJB-TV	166,509
KBMB-TV	58,555
KCJB-TV	35,564
KDIX-TV	27,936
Total	288,564*

* March 1958 Television Magazine

KCJB-TV NOW HAS A 1,072 FOOT TOWER TOO!

1957 Total Is At Least \$1 1/4 Billion

Bank deposits and other cash assets of North Dakota residents have reached another all-time high.

A year-end survey by The Fargo Forum-Moorhead Daily News shows that bank deposit savings and loan accounts, government bond holdings and other liquid assets total at least 1 1/4 billion dollars.

As of Dec. 14, deposits in North Dakota's 153 banks totaled more than \$699,446,000, an all-time high.

This is almost 57 millions, or nearly 9 per cent more than the figure of \$642 million a year earlier.

At the year's end, government savings bonds held by individuals in the state totaled over \$425 million. This is \$5 million more than a year ago, represented largely by accrued interest.

Deposits of the 14 savings and loan associations in the state are estimated conservatively at 10 million dollars. Total assets of the associations at their last report were approximately 123 million dollars.

Postal savings accounts in the state are estimated at over 1 million.

To these assets are added accounts in credit unions and other forms of savings.

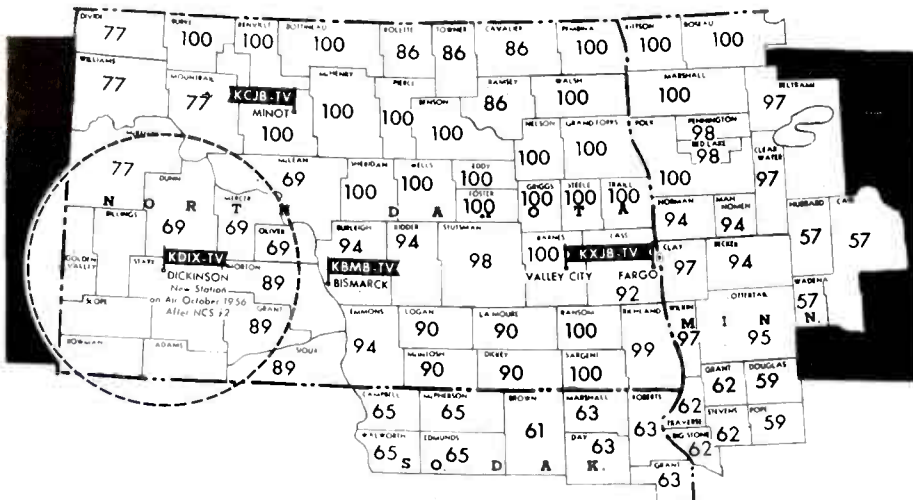
Bankers estimated that corporate stock holdings by individuals increased materially during 1957 as residents sought investment for their savings.

Deposits of Fargo - Moorhead banks increased substantially during the past year.

Fargo's four banks reported deposits totaling more than \$7 million as of Dec. 14. That is an increase of nearly 12 million from the \$6 million reported in the 60 million...

THIS MAP SHOWS PERCENTAGE OF HOMES IN EVERY COUNTY VIEWING THE MARKET MAKER STATIONS WEEKLY.

NIelsen's NCS STUDY #2, Summer 1956



KCJB-TV	KXJB-TV	KBMB-TV	KDIX-TV
CHANNEL 13 247,000 WATTS MINOT	CHANNEL 4 100,000 WATTS VALLEY CITY	CHANNEL 12 100,000 WATTS BISMARCK	CHANNEL 2 26,000 WATTS DICKINSON

MINNEAPOLIS: Bill Hurley, 300 Roanoke Bldg., Federal 5-1341

STATION REPRESENTATIVES: KCJB-TV - KBMB-TV - KXJB-TV - Weed Television Co.
 KDIX-TV - Hal Holman Co.



Yes! I had cancer

"ANY PEOPLE think cancer is curable. They're wrong and I can prove it! So can 800,000 other Americans like me.

On a gray morning in November, 1942, a specialist confirmed the diagnosis of cancer made by my family doctor. What he said to say reassured me.

He explained that, thanks to my habit of having yearly check-ups, my doctor had caught the cancer in its early stage. It was localized and it could be completely removed by surgery. So, here I am as hale and hearty as if I'd never had cancer!"

That was 15 years ago, when only 1 out of 4 persons with cancer was being cured. Today, thanks to improved methods of treatment, and earlier diagnosis, 1 person in 3 is being saved.

And with present knowledge, it can be 1 in 2, if everyone observes two simple precautions: Have a health checkup annually. Keep alert for cancer's seven danger signals.

Progress in the American Cancer Society's fight against cancer depends on the dollars donated for its broad, nation-wide program of research, education and service to the stricken.

Help to swell the ranks of people saved from cancer. Fight Cancer with a Checkup and a Check. Send a check now to "Cancer," care of your local post office.

**AMERICAN
CANCER
SOCIETY**



FARGO, N.D.—Continued

Richland, Sargent, Steele, Stutsman, Trail, Walsh, Wells;
SOUTH DAKOTA: Codrington, Day, Grant, Marshall, Roberts

FAYETTEVILLE, N.C.†

Population	134,600
Families	27,600
Retail Sales	\$126,130,000

NORTH CAROLINA: Cumberland

† Due to conflicting research data, this market has not been reevaluated pending further study.

FLORENCE, Ala.—Data incomplete

FLORENCE, S.C.

Population	1,284,400
Families	293,100
Retail Sales	\$931,474,000

NORTH CAROLINA: Anson, Bladen, Brunswick, Columbus, Cumberland, Hoke, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, Scotland, Union;
SOUTH CAROLINA: Calhoun, Chesterfield, Clarendon, Darlington, Dillon, Florence, Georgetown, Horry, Kershaw, Lancaster, Lee, Marion, Marlboro, Sumter, Williamsburg

FORT DODGE, Iowa

Population	151,200
Families	46,000
Retail Sales	\$182,526,000

IOWA: Calhoun, Franklin, Humboldt, Kossuth, Pocahontas, Webster, Wright

FORT LAUDERDALE, Fla.—See Miami

FORT MYERS, Fla.

Population	97,200
Families	28,500
Retail Sales	\$140,774,000

FLORIDA: Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Lee

FORT SMITH, Ark.

Population	345,500
Families	99,700
Retail Sales	\$269,772,000

ARKANSAS: Benton, Boone, Carroll, Crawford, Franklin, Johnson, Logan, Madison, Montgomery, Newton, Polk, Scott, Sebastian, Washington;
OKLAHOMA: Adair, Haskell, LeFlore, Sequoyah

FORT WAYNE, Ind.

Population	770,700
Families	236,000
Retail Sales	\$937,571,000

INDIANA: Adams, Allen, DeKalb, Huntington, Kosciusko, Lagrange, Miami, Noble, Steuben, Wabash, Wells, Whitley;
OHIO: Allen, Defiance, Henry, Mercer, Paulding, Putnam, Van Wert, Williams

FORT WORTH-DALLAS, Tex.

Population	2,533,600
Families	764,600
Retail Sales	\$3,006,926,000

OKLAHOMA: Bryan, Carter, Choctaw, Love, Marshall, Pushmataha;

TEXAS: Anderson, Bosque, Brown, Callahan, Camp, Cherokee, Clay, Collin, Comanche, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Falls, Fannin, Franklin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Houston, Hunt, Jack, Johnson, Kaufman, Lamar, Leon, Limestone, Madison, Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Shackelford, Smith, Somervell, Stephens, Tarrant, Titus, Upshur, Van Zandt, Wise, Wood

FRESNO-TULARE, Cal.

Population	858,400
Families	259,100
Retail Sales	\$1,106,227,000

CALIFORNIA: Fresno, Kern (25%), Kings, Madera, Mariposa, Merced, Stanislaus, Tulare

GALVESTON-HOUSTON, Tex.

Population	2,335,300
Families	675,900
Retail Sales	\$2,654,697,000

Texas: Angelina, Aransas, Austin, Bastrop, Bee, Brazoria, Brazos, Burleson, Calhoun, Chambers, Colorado, DeWitt, Fayette, Fort Bend,

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

SERVING

FT. WAYNE

and other Northern Indiana areas



television network



m/c "JINGLES" combines Popeye & the Little Rascals & delivers the most sensational Kid strip in Fort Wayne—5:00-7:00 PM daily.

Lucky 7—adventure strip—7:00-7:30 PM daily —featuring Foreign Legionaire, Ramar, Brave Eagle, Rocky Jones, and Texas Rangers.

#2 Station—ARB Feb. 1958 6:00-10:00 PM. Air Date September 28, 1957

WPTA Represented Nationally by MEEKER TV, Inc.

NATIONAL SALES OFFICE
3490 Bluff Rd., Indianapolis, Indiana
FRANK B. WILLIS, National Sales Mgr.

GALVESTON-HOUSTON, Tex.—Continued

Freestone, Galveston, Goliad, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Jefferson, Karnes, Lavaca, Lee, Leon, Liberty, Madison, Matagorda, Montgomery, Nacogdoches, Newton, Orange, Polk, Refugio, Sabine, San Augustine, San Jacinto, Trinity, Tyler, Victoria, Walker, Waller, Washington, Wharton

GLENDIVE, Mont.—Data incomplete**GRAND FORKS, N.D.**

Population 175,300
Families 46,700
Retail Sales \$189,614,000

MINNESOTA: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau;
NORTH DAKOTA: Grand Forks, Pembina, Walsh

GRAND JUNCTION, Colo.

Population 116,300
Families 34,700
Retail Sales \$152,063,000

COLORADO: Delta, Dolores, LaPlata, Mesa, Montezuma, Montrose, Ouray, San Juan, San Miguel

GRAND RAPIDS, Mich.

Population 1,717,900
Families 513,400
Retail Sales \$1,991,532,000

MICHIGAN: Allegan, Barry, Branch, Calhoun, Cass, Clare, Clinton, Eaton, Gladwin, Gratiot, Ingham, Ionia, Isabella, Kalamazoo, Kent, Lake, Manistee, Mason, Mecosta, Midland, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, St. Joseph, Van Buren, Wexford

GREAT BEND, Kan.

Population 506,600
Families 156,100
Retail Sales \$592,463,000

KANSAS: Barber, Barton, Clark, Cloud, Comanche, Decatur, Edwards, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Haskell, Hodgeman, Jewell, Kearny, Kiowa, Lane, Lincoln, Logan, McPherson, Meade, Mitchell, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott, Seward, Sheridan, Smith, Stafford, Thomas, Trego, Wichita

GREAT FALLS, Mont.

Population 230,100
Families 70,600
Retail Sales \$310,863,000

MONTANA: Blaine, Broadwater, Cascade, Chouteau, Fergus, Gallatin, Glacier, Hill, Jefferson, Judith Basin, Lewis & Clark, Liberty, Madison, Meagher, Park, Pondera, Teton, Toole, Wheatland

GREEN BAY, Wis.

Population 1,643,400
Families 470,100
Retail Sales \$1,792,707,000

MICHIGAN: Alger, Baraga, Benzie, Charlevoix, Cheboygan, Delta, Dickinson, Emmet, Grand Traverse, Houghton, Iron, Keweenaw, Leelanau, Luce, Manistee, Marquette, Mason, Menominee, Oceana, Schoolcraft, Wexford;
WISCONSIN: Adams, Brown, Calumet, Clark, Columbia, Dodge, Door, Florence, Fond Du Lac, Forest, Green Lake, Juneau, Kewaunee, Langlade, Lincoln, Manitowoc, Marathon, Marinette, Marquette, Oconto, Oneida, Outagamie, Ozaukee, Portage, Shawano, Sheboygan, Vilas, Washington, Waupaca, Waushara, Winnebago, Wood

GREENSBORO, N.C.

Population 2,268,800
Families 560,700
Retail Sales \$2,160,975,000

NORTH CAROLINA: Alamance, Cabarrus, Caswell, Chatham, Cumberland, Davidson, Davie, Durham, Forsyth, Franklin, Granville, Guilford, Harnett, Hoke, Iredell, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Scotland, Stanly, Stokes, Surry, Vance, Wake, Warren, Yadkin;
VIRGINIA: Bedford, Bland, Carroll, Floyd, Franklin, Grayson, Halifax, Henry, Mecklenburg, Patrick, Pittsylvania, Smyth, Wythe

GREENVILLE-SPARTANBURG, S.C.

Population 1,851,600
Families 469,500
Retail Sales \$1,436,632,000

GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln, Madison, Oglethorpe, Rabun, Stephens, Taliaferro, Towns, White, Wilkes;
NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey;

SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York

GREENVILLE-WASHINGTON, N.C.

Population 1,526,800
Families 350,700
Retail Sales \$1,262,157,000

NORTH CAROLINA: Beaufort, Bertie, Brunswick, Carteret, Chowan, Craven, Cumberland, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Harnett, Johnston, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pender, Pitt, Sampson, Tyrrell, Vance, Warren, Washington, Wayne, Wilson

HANNIBAL, Mo.-QUINCY, Ill.

Population 694,000
Families 212,000
Retail Sales \$640,600,000

ILLINOIS: Adams, Brown, Calhoun, Cass, Fulton, Greene, Hancock, Jersey, McDonough, Morgan, Pike, Schuyler, Scott;
IOWA: Davis, Lee, Van Buren;
MISSOURI: Adair, Audrain, Callaway, Clark, Howard, Knox, Lewis, Lincoln, Macon, Monroe, Montgomery, Pike, Putnam, Randolph, Schuyler, Scotland, Shelby, Warren

HARLINGEN-WESLACO, Tex.

Population 561,000
Families 132,000
Retail Sales \$371,784,000

TEXAS: Brooks, Cameron, Hidalgo, Jim Hogg, Jim Wells, Kenedy, Kleberg, Starr, Webb, Willacy, Zapata

HARRISBURG, Ill.

Population 282,000
Families 92,000
Retail Sales \$256,155,000

ILLINOIS: Clay, Franklin, Gallatin, Hamilton, Jackson, Jefferson, Saline, Wayne, White, Williamson

HARRISBURG, Pa.†

Population 660,000
Families 195,000
Retail Sales \$776,006,000

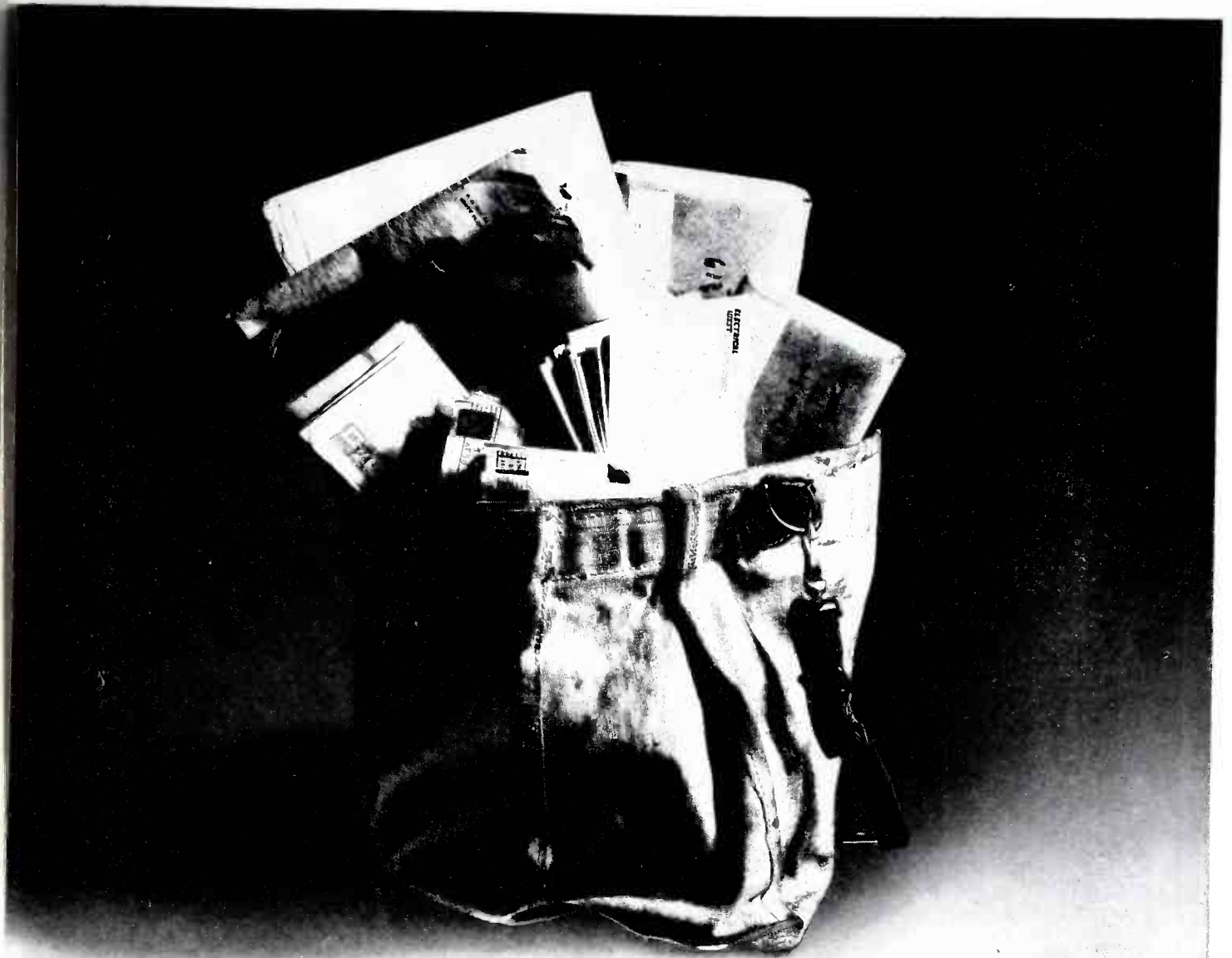
PENNSYLVANIA: Cumberland, Dauphin, Juniata, Lebanon, Perry, York

† Due to conflicting research data, this market has not been reevaluated pending further study.

HARRISONBURG, Va.

Population 488,700
Families 124,000
Retail Sales \$455,866,000

VIRGINIA: Albemarle, Augusta, Bath, Clarke, Culpeper, Fauquier, Frederick, Greene, Highland, Louisa, Madison, Nelson, Orange, Page, Rappahannock, Rockbridge, Rockingham, Shenandoah, Warren;
WEST VIRGINIA: Grant, Hampshire, Hardy, Jefferson, Mineral, Pendleton, Tucker



Symbol of service

WSVA-TV, Channel 3, Harrisonburg, Virginia, is the major source of TV programming for 200,000 families in the important Shenandoah Valley market. As such, it must serve the "old timers" plus the thousands of "newcomers" who are streaming in to work in the new plants of ASR Products, Westinghouse, General Electric, Du Pont and Reynolds Metal.

The residents of Staunton, Waynesboro, Charlottesville and Harrisonburg receive on Channel 3 a well-diversified selection of local programs, both live and film—as well as top network shows from the CBS, ABC and NBC networks.

WSVA-TV's rapidly growing list of sponsors is proof of the vital service it is providing advertisers in covering this vital portion of the Greater Virginia Area.

If you buy Richmond, Washington and Roanoke, then WSVA-TV, symbol of service in the Shenandoah Valley, is a "must" buy. Ask for details from Peters, Griffin and Woodward.

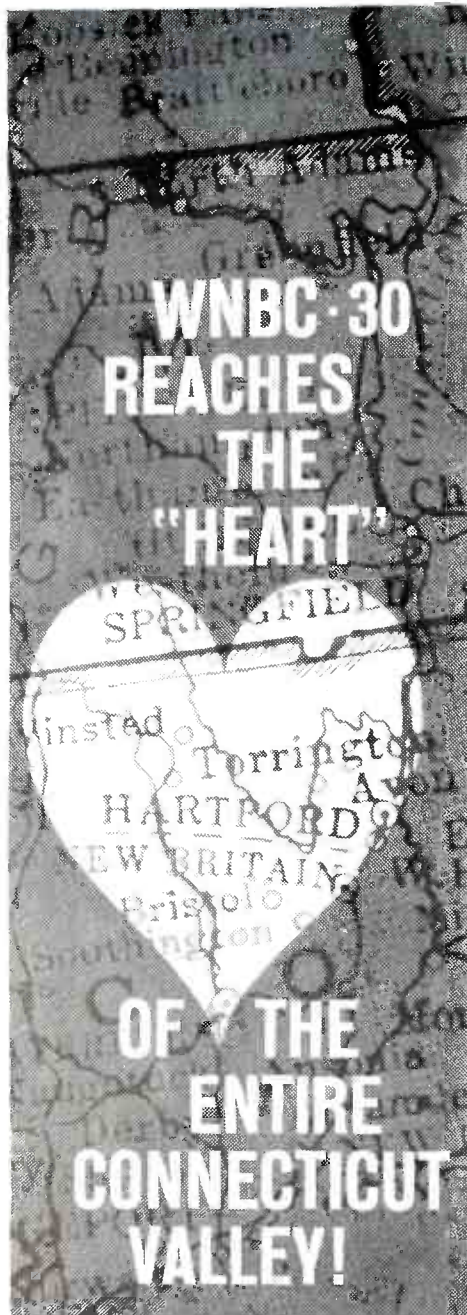


A TRANSCONTINENT STATION

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

WSVA-TV

CBS-NBC-ABC Channel 3
Harrisonburg, Va.



On January 18-19 of this year, WNBC-30 again proved its ability to reach the people of the Greater Connecticut Valley. A WNBC-30 Telethon for the Hartford County Chapter of the March of Dimes brought 8,728 pledges—

- from 72 Connecticut towns; 7 of Connecticut's 8 counties,
- from yet another 29 towns in 4 Massachusetts counties!

Before the Telethon was over, the entire Connecticut Valley had joined in oversubscribing the target goal by a thumping 22%. Positive evidence of WNBC-30's effective range and power . . . heartwarming evidence of the vital part the station plays in the life of the great community it serves!

WNBC  **30**
NBC IN HARTFORD-NEW BRITAIN
SOLD BY  SPOT SALES

HARTFORD-NEW BRITAIN, Conn.

Population 2,607,000
Families 759,100
Retail Sales \$3,395,426,000

CONNECTICUT: Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;
MASSACHUSETTS: Berkshire, Franklin, Hampden, Hampshire;
NEW YORK: Columbia, Dutchess, Putnam

HASTINGS, Neb.

Population 511,100
Families 160,800
Retail Sales \$550,552,000

KANSAS: Clay, Cloud, Decatur, Graham, Jewell, Mitchell, Morton, Osborne, Phillips, Republic, Rooks, Sheridan, Smith, Washington;
NEBRASKA: Adams, Blaine, Boone, Boyd, Brown, Buffalo, Cherry, Clay, Custer, Dawson, Fillmore, Franklin, Furnas, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Holt, Howard, Jefferson, Kearney, Keya Paha, Loup, Merrick, Nance, Nuckolls, Phelps, Polk, Rock, Saline, Seward, Sherman, Thayer, Valley, Webster, Wheeler, York

HATTIESBURG, Miss.

Population 538,800
Families 199,100
Retail Sales \$386,102,000

ALABAMA: Washington;
LOUISIANA: Washington;
MISSISSIPPI: Covington, Forrest, George, Greene, Hancock, Harrison, Jackson, Jasper, Jeff Davis, Jones, Lamar, Lawrence, Marion, Pearl River, Perry, Simpson, Smith, Walthall, Wayne

HENDERSON, Ky.-EVANSVILLE, Ind.

Population 969,200
Families 288,600
Retail Sales \$862,465,000

ILLINOIS: Edwards, Gallatin, Hamiton, Hardin, Lawrence, Massac, Pope, Richland, Saline, Wabash, Wayne, White;
INDIANA: Crawford, Daviess, DuBois, Gibson, Knox, Martin, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick;
KENTUCKY: Breckinridge, Caldwell, Christian, Crittenden, Daviess, Hancock, Henderson, Hopkins, Livingston, Lyon, McLean, Marshall, Muhlenberg, Ohio, Trigg, Union, Webster

HENDERSON-LAS VEGAS, Nev.

Population 118,200
Families 37,400
Retail Sales \$166,467,000

NEVADA: Clark

HOUSTON-GALVESTON, Tex.

Population 2,335,300
Families 675,900
Retail Sales \$2,654,697,000

TEXAS: Angelina, Aransas, Austin, Bastrop, Bee, Brazoria, Brazos, Burlison, Calhoun, Chambers, Colorado, DeWitt, Fayette, Fort Bend, Freestone, Galveston, Goliad, Grimes, Hardin,

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

How much sales power do you reach?

	Standard Metro. Area	Television Market
Beaumont	\$ 277,746,000	\$ 700,587,000
Bellingham	55,418,000	312,535,000
Birmingham	596,345,000	1,645,741,000
Boston	3,864,632,000	6,284,668,000
Champaign	131,806,000	1,799,616,000
Charlotte	338,652,000	2,939,154,000
Chattanooga	308,499,000	719,187,000
Chicago	8,524,669,000	10,194,760,000
Cincinnati	1,331,119,000	2,645,831,000

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 90 per cent of the television market's spending money is outside the metropolitan area.

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

TELEVISION MAGAZINE

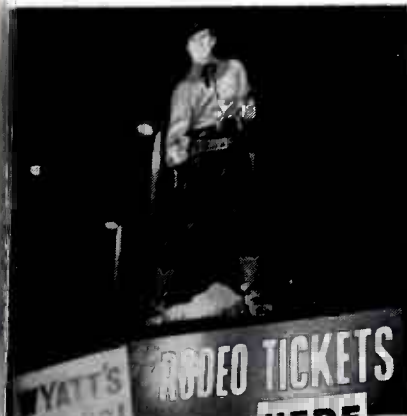
14th year of publication

*When you buy
KTRK-TV
you buy*

PLUS *personality*



**TOP SHOWS PLUS TOP SHOWMANSHIP... HOUSTON TOWN'S TOP LOCAL PLUS
TOP NETWORK PERSONALITIES... PLUS TOP RATINGS AT LOWEST RATES MAKE KTRK-TV HOUSTON'S BEST
BUY... THE STATION WITH PERSONALITY PLUS!**



ABC's Hugh O'Brian, famed Marshal Wyatt
Earp, takes over the town in person dur-
ing Houston Fat Stock Show Days. Wyatt
Earp — another KTRK-TV PLUS person-
ality — is the top rated program in town!



During the Houston Fat Stock Show &
Rodeo KTRK's Coliseum Booth will feature
a replica of the daring Dodge City Mar-
shal's office. The show has an attendance
of over 400,000 during its 12-day run.

KTRK-TV

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

The Chronicle Station, Channel 13 • P. O. Box 12, Houston 1, Texas • ABC Basic
National Representatives: Geo. P. Hollingbery Company, 500 Fifth Avenue, New York 36, New York

HUNTINGTON CHARLESTON

is the

32nd*

TV MARKET

and only

WSAZ-TV

COVERS IT . . . and


You Get **HIGHEST RATINGS**
at **LOWEST COST**

	Share of Audience**	Quarter Hour Win**	CPM Home Nighttime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)

**SOURCE: COMPUTED FROM ARB. Nov. 1957

***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY



WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency

TEXAS-GALVESTON, Tex.—Continued

Boston, Jackson, Jasper, Jefferson, Lavaca, Lee, Lean, Liberty, Madison, Montgomery, Nacogdoches, Newton, Refugio, Sabine, San Augustine, Trinity, Tyler, Victoria, Walker, Washington, Wharton

WEST VIRGINIA-HUNTINGTON-CHARLESTON, W. Va.

Population	2,274,300
Families	575,900
Retail Sales	\$1,644,278,000

Adams, Breathitt, Carter, Elliott, Flaming, Flayd, Greenup, Johnson, Lawrence, Lee, Letcher, Lewis, Magoffin, Meigs, Morgan, Perry, Pike, Powell, Boone, Gollia, Hocking, Jackson, Meigs, Pike, Scioto, Vinton, Buchanan, Dickenson, Russell, Wise; Virginia: Barbour, Boone, Braxton, Calhoun, Clay, Doddridge, Fayette, Greenbrier, Jackson, Kanawaha, Lewis, Logan, McDowell, Mason, Mingo, Nicholas, Pocahontas, Putnam, Ritchie, Raane, Summers, Upshur, Webster, Wirt, Wood, Wyoming

KANSAS-HUTCHINSON-WICHITA, Kan.

Population	1,181,800
Families	376,100
Retail Sales	\$1,389,784,000

KANSAS: Barber, Barton, Butler, Chase, Chatauqua, Clark, Clay, Cloud, Comanche, Cowley, Decatur, Dickinson, Edwards, Elk, Ellis, Ellsworth, Finney, Ford, Geary, Gove, Graham, Grant, Gray, Greenwood, Harper, Harvey, Haskell, Hodgeman, Jewell, Kearny, Kingman, Kiowa, Lane, Lincoln, Lyon, McPherson, Marion, Meade, Mitchell, Morris, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Platt, Reno, Republic, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Smith, Stafford, Sumner, Trego, Washington; OKLAHOMA: Alfalfa, Grant, Kay, Woods

IDAHO FALLS, Ida.

Population	257,100
Families	69,000
Retail Sales	\$290,351,000

IDAHO: Bannock, Bear Lake, Bingham, Blaine, Bonneville, Butte, Camas, Caribou, Cassia, Clark, Custer, Franklin, Fremont, Gooding, Jefferson, Jerome, Lemhi, Lincoln, Madison, Minidoka, Oneida, Power, Teton; WYOMING: Lincoln, Uinto

INDIANAPOLIS, Ind.

Population	2,757,500
Families	856,400
Retail Sales	\$3,137,891,000

ILLINOIS: Clark, Clay, Crawford, Cumberland, Douglas, Edgar, Edwards, Jasper, Lawrence, Richland, Vermillion, Wabash, Wayne; INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Daviess, Decatur, Delaware, Fayette, Fountain, Franklin, Fulton, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Huntington, Jackson, Jasper, Jay, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Marshall, Martin, Miami, Monroe, Montgomery, Morgan, Newton, Owen, Parke, Putnam, Randolph, Ripley, Rush, Shelby, Sullivan, Tippecanoe, Tipton, Union, Vermillion, Vigo, Wabash, Warren, Wayne, White

JACKSON, Miss.

Population	1,452,800
Families	379,300
Retail Sales	\$1,040,097,000

LOUISIANA: Catahoula, Concordia, East Carroll, Madison, Richland, Tensas, West Carroll; MISSISSIPPI: Adams, Amite, Attala, Bolivar, Carroll, Choctaw, Claiborne, Clay, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jeff Davis, Jones, Kemper, Lamar, Lauderdale, Lawrence, Leake, Leflore, Lincoln, Madison, Marion, Montgomery, Neshoba, Newton, Noxubee, Oktibbeha, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Sunflower, Walthall, Warren, Washington, Webster, Wilkinson, Winston, Yazoo

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WHTN-TV

Huntington-Charleston, W. Va.

CBS BASIC as of JULY 1958

reaches • 5 key cities • 83 counties • 3 states
in the **Golden (Central Ohio) Valley**

Backed by 316,000 watts of power pouring from an antenna 1000 feet above average terrain, WHTN-TV puts city grade service over a huge market jackpot . . . power-packed with factories, fuel, farms and fast-growing shopping centers, supermarkets, chain and retail stores that have profited from \$3,502,737,000 buying income.

CBS top-rated shows guarantee substantial audiences . . . one of the lowest cost-per-thousand rates available anywhere guarantee a good "buy."

WHTN-TV The **SELL**ibrated station of the Golden Valley
Huntington-Charleston, W. Va.

Channel 13 A Cowles Operation

Nationally represented by Edward Petry & Co., Inc.

**"JAXIE" SAYS,
"THE SAILOR
SENDS SALES
SOARING"**



A half-a-million youngsters in 64 counties in North Florida-South Georgia drop whatever they're doing to join Skipper Al and the Popeye Playhouse every Monday thru Friday from 5:00 to 5:45 P.M. This great participation show is reaching into the \$1 1/2 billion market with greater strength every day with Skipper Al, live studio audience, Popeye and Warner Bros. cartoons. "Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

**FLORIDA'S
COLORFUL STATION**

JACKSON, Tenn.

Population	503,400
Families	139,400
Retail Sales	\$334,297,000

KENTUCKY: Ballard, Carlisle, Fulton, Hickman;
MISSISSIPPI: Alcorn, Tishomingo;
TENNESSEE: Benton, Carroll, Chester, Crockett,
Decatur, Dyer, Gibsan, Hardeman, Hardin,
Haywood, Henderson, Henry, Lake, Lauderdale,
McNairy, Madisan, Obion, Weakley

JACKSONVILLE, Fla.

Population	1,511,300
Families	402,800
Retail Sales	\$1,562,278,000

FLORIDA: Alachua, Baker, Bradford, Citrus,
Clay, Columbia, Dixie, Duval, Flagler, Franklin,
Gadsden, Gilchrist, Hamilton, Hernando,
Jefferson, Lafayette, Lake, Lean, Levy, Liberty,
Madison, Marion, Nassau, Putnam, St. Johns,
Seminole, Suwannee, Taylor, Union, Volusia,
Wakulla;
GEORGIA: Appling, Atkinson, Bacon, Ben Hill,
Berrien, Brantley, Brooks, Bryan, Camden,
Candler, Charlton, Clinch, Coffee, Calquitt,
Cook, Echals, Evans, Glynn, Irwin, Jeff Davis,
Lanier, Liberty, Long, Lowndes, McIntosh,
Pierce, Tattnall, Telfair, Thomas, Toombs,
Ware, Wayne, Wheeler

JEFFERSON CITY-COLUMBIA, Mo.

Population	566,800
Families	178,000
Retail Sales	\$513,716,000

MISSOURI: Audrain, Benton, Boone, Callaway,
Camden, Carroll, Charitan, Cole, Cooper,
Crawford, Dent, Gasconade, Howard, Laclede,
Lincoln, Linn, Macon, Maries, Miller,
Moniteau, Monroe, Montgomery, Morgan, Osage,
Pettis, Phelps, Pike, Pulaski, Ralls,
Randolph, Saline, Shelby, Warren

JOHNSON CITY, Tenn.

Population	931,400
Families	223,200
Retail Sales	\$540,926,000

KENTUCKY: Harlan, Knatt, Letcher, Perry;
TENNESSEE: Carter, Claiborne, Cacke, Grainger,
Greene, Hamblen, Hancack, Hawkins, Jeffersan,
Johnsan, Sevier, Sullivan, Unicai, Union,
Washington;
VIRGINIA: Buchanan, Dickinson, Grayson, Lee,
Russell, Scott, Smyth, Washington, Wise

JOHNSTOWN, Pa.

Population	214,600
Families	603,900
Retail Sales	\$2,128,366,000

MARYLAND: Allegany, Garrett;
PENNSYLVANIA: Armstrong, Bedford, Blair,
Butler, Cambria, Cameron, Centre, Clarian,
Clearfield, Clinton, Crawford, Elk, Fayette,
Forest, Fulton, Greene, Huntingdon, Indiana,
Jefferson, McKean, Mifflin, Potter, Somerset,
Venanga, Warren, Westmareland;
WEST VIRGINIA: Hampshire, Mineral,
Manongalia, Margan

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Is

this

your

DATA

BOOK?

If you're relying on route-list or departmental copies of TELEVISION MAGAZINE, now is the time to enter a subscription of your own and get *your personal copy* of the Data Book—FREE. Send us your order—start 12 full months of TELEVISION MAGAZINE for \$5.00.

Extra copies of the Data Book are available—now.

Price: \$2.50 each.

In the JOHNSTOWN ALTOONA

Total Coverage Area



YOU name the day and time ... WJAC-TV delivers the audience!

STATION SHARE OF AUDIENCE

	<u>WJAC-TV</u>	<u>WFBG-TV</u>
<u>Monday thru Friday</u>		
Sign-on to Noon	78.9	21.1
Noon to 6:00 P.M.	66.7	33.2
6:00 P.M. to Midnight	67.7	31.9
<u>Saturday</u>		
Sign-on to 6:00 P.M.	69.5	30.7
6:00 P.M. to 10:00 P.M.	71.7	28.1
10:00 P.M. to Midnight	63.7	36.1
<u>Sunday</u>		
Sign-on to 6:00 P.M.	61.8	37.2
6:00 P.M. to 10:00 P.M.	61.3	38.4
10:00 P.M. to Midnight	73.4	26.6
<u>Sunday thru Saturday</u>		
6:00 P.M. to 10:00 P.M.	67.8	31.9
10:00 P.M. to Midnight	66.9	32.6
6:00 P.M. to Midnight	67.6	32.1
<u>Sign-on to Sign-off</u>	68.2	31.9
From: ARB Study—Nov. 6-12, 1957		

Here are the hard, cold facts about station dominance in the Johnstown-Altoona area. The latest A.R.B. study (November, 1957) shows WJAC-TV ahead of the next station, WFBG-TV, by 2 to 1 . . . even 4 to 1 in some time segments. It's this viewer preference that makes your dollars really pay off in sales when you choose WJAC-TV. Get all the facts and figures about WJAC-TV and this latest ARB study from your KATZ Man.



Johnstown, Pennsylvania

JOPLIN, Mo.-PITTSBURG, Kan.

Population	661,800
Families	213,000
Retail Sales	\$622,129,000

ARKANSAS: Benton, Carroll, Washington;
 KANSAS: Allen, Anderson, Bourbon, Cherokee,
 Coffey, Crawford, Labette, Montgomery,
 Neosho, Wilson, Woodson;
 MISSOURI: Barry, Barton, Bates, Cedar, Dade,
 Jasper, Lawrence, McDonald, Newton, Vernon;
 OKLAHOMA: Craig, Delaware, Mayes, Nowata,
 Oltowa

KALAMAZOO, Mich.

Population	2,436,100
Families	731,300
Retail Sales	\$2,829,395,000

INDIANA: DeKalb, Elkhart, Lagrange, Noble,
 St. Joseph, Steuben, Whitley;
 MICHIGAN: Allegan, Barry, Berrien, Branch,
 Calhoun, Cass, Clare, Clinton, Eaton, Gladwin,
 Gratiot, Hillsdale, Ingham, Ionia, Isabella,
 Jackson, Kalamazoo, Kent, Lake, Mason,
 Mecosta, Montcalm, Muskegon, Newaygo,
 Oceana, Osceola, Ottawa, St. Joseph, Shiawassee,
 Van Buren

KALISPELL, Mont.

Population	45,500
Families	14,600
Retail Sales	\$53,550,000

MONTANA Flathead, Lake

KANSAS CITY, Mo.

Population	2,057,800
Families	667,100
Retail Sales	\$2,473,581,000

KANSAS: Allen, Anderson, Atchison, Bourbon,
 Brown, Coffey, Doniphan, Douglas, Franklin,
 Jackson, Jefferson, Johnson, Leavenworth, Linn,
 Lyon, Marshall, Miami, Nemaha, Osage,
 Pottawatomie, Riley, Shownee, Wabaunsee,
 Wooson, Wyandotte;
 MISSOURI: Andrew, Atchison, Bates, Benton,
 Buchanan, Caldwell, Carroll, Cass, Chariton,
 Clay, Clinton, Daviess, DeKalb, Gentry, Grundy,
 Harrison, Henry, Hickory, Holt, Jackson,
 Johnson, Lafayette, Linn, Livingston, Mercer,
 Nodaway, Pettis, Platte, Ray, St. Clair, Saline,
 Vernon, Worth;
 NEBRASKA: Nemaho, Pawnee, Richardson

KEARNEY, Neb.

Population	564,000
Families	174,400
Retail Sales	\$629,136,000

COLORADO: Phillips, Sedgwick, Yuma;
 KANSAS: Cheyenne, Cloud, Decatur, Gove,
 Graham, Greeley, Jewell, Logan, Mitchell,
 Norton, Osborne, Phillips, Rawlins, Rooks,
 Sheridan, Sherman, Smith, Thomas, Trego,
 Wallace, Wichita;
 NEBRASKA: Adams, Arthur, Blaine, Buffalo,
 Chase, Cherry, Cheyenne, Clay, Custer,
 Dawson, Deuel, Dundy, Fillmore, Franklin,
 Frontier, Furnas, Garden, Garfield, Gosper, Grant,
 Greeley, Holl, Homilton, Harlan, Hayes,
 Hitchcock, Hooker, Howard, Kearney, Keith,
 Lincoln, Logan, Loup, McPherson, Nuckolls,
 Perkins, Phelps, Polk, Redwillow, Sherman,
 Thayer, Thomas, Volley, Webster, Wheeler

KLAMATH FALLS, Ore.

Population	97,800
Families	31,200
Retail Sales	\$132,947,000

CALIFORNIA: Modoc, Siskiyou;
 OREGON: Harney, Klamath, Lake

KNOXVILLE, Tenn.

Population	1,480,100
Families	373,000
Retail Sales	\$1,036,708,000

KENTUCKY: Bell, Clay, Clinton, Harlan,
 Jackson, Knox, Laurel, Leslie, McCreary,
 Owsley, Pulaski, Rockcastle, Wayne, Whitley;
 NORTH CAROLINA: Cherokee, Clay, Graham,
 Swain;
 TENNESSEE: Anderson, Blount, Brodley,
 Campbell, Claiborne, Cocke, Cumberland,
 Fentress, Grainger, Greene, Hamblen, Hancock,
 Hawkins, Jefferson, Knox, Loudon, McMinn,
 Meigs, Monroe, Morgan, Pickett, Polk, Rhea,
 Roane, Scott, Sevier, Sullivan, Unicoi, Union,
 Washington, White;
 VIRGINIA: Lee, Scott

LA CROSSE, Wis.

Population	624,600
Families	178,100
Retail Sales	\$680,753,000

IOWA: Allamakee, Clayton, Fayette, Howard,
 Winneshiek;
 MINNESOTA: Fillmore, Houston, Winona;
 WISCONSIN: Adams, Buffalo, Clark, Crawford,
 Grant, Iowa, Jackson, Juneau, La Crosse,
 Monroe, Richland, Sauk, Trempealeau, Vernon,
 Wood

LAFAYETTE, Ind.†

Population	244,900
Families	75,000
Retail Sales	\$276,710,000

INDIANA: Benton, Boone, Carroll, Clinton,
 Fountain, Montgomery, Tippecanoe, Warren,
 White

† Due to conflicting research data, this market has not been reevaluated pending further study

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a great new Joplin



created for you by
KODE-TV

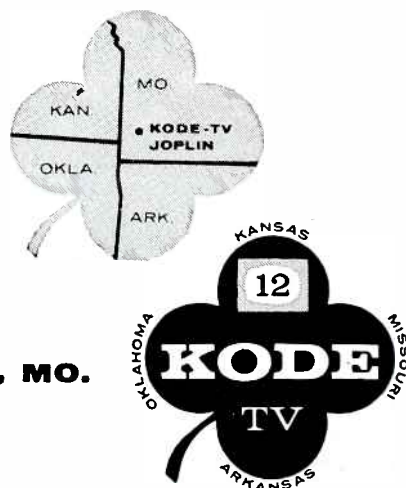
152,734 TV HOMES* IN THE JOPLIN MARKET
 Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

***NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA**

***NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA**


***NOW COVERS 152,734 TV HOMES IN JOPLIN MARKET — AN ALL-TIME HIGH**

*Television Magazine Set Count, March, 1958



Harry D. Burke, V. P. & Gen'l Mgr.
 Represented by AVERY-KNODEL

You'll have more luck with **KODE-TV-JOPLIN, MO.**

316,000 WATTS Designed Power 
 101 miles Northeast of Tulsa • 150 miles South of Kansas City
 203 miles East of Wichita • 250 miles Southwest of St. Louis



A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville
 WPAR, Parkersburg • WBOY, WBOY-TV, Clarksburg • WPIT, Pittsburgh

the *SWING* is to ABC and KMBC-TV

*Kansas City's
Most Powerful
TV Station*

serving

31,943 more families

in its class A area than any other
Kansas City TV station . . . with
the Heart of America's best-loved
programming.

**CHECK THESE 4-WEEK ARB RATINGS:
(January 4-31, 1958)**

TOP MULTI WEEKLY SHOWS (Mon.-Fri.)

1. Mickey Mouse Club, KMBC-TV.....19.5
2. 10 o'Clock News, KMBC-TV.....14.6
3. Art Linkletter.....13.0
4. News, Sports.....12.0
5. Whizzo's Wonderland, KMBC-TV.....11.4

TOP SYNDICATED SHOWS

1. Annie Oakley, KMBC-TV.....28.1
2. Cisco Kid, KMBC-TV.....26.4
3. State Trooper.....22.4
4. Highway Patrol, KMBC-TV.....21.1
5. Sky King, KMBC-TV.....20.6

TOP ONCE-WEEKLY FEATURE

1. 9:30 Theatre, Sun.....12.7
2. Children's Theatre,
KMBC-TV, Sat.....8.8
3. 6-Gun Playhouse,
KMBC-TV, Sat.....8.4
4. Mystery Theatre,
KMBC-TV, Sat.....8.0
5. Premiere Playhouse,
KMBC-TV, Fri.....5.8

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

KMBC-TV

11th and Central, Kansas City 5, Mo.
Telephone HARRISON 1-2650

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice President and Sales Manager
MORI GREINER, Manager, KMBC-TV

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

10 in Heart of America

KMBC of Kansas City

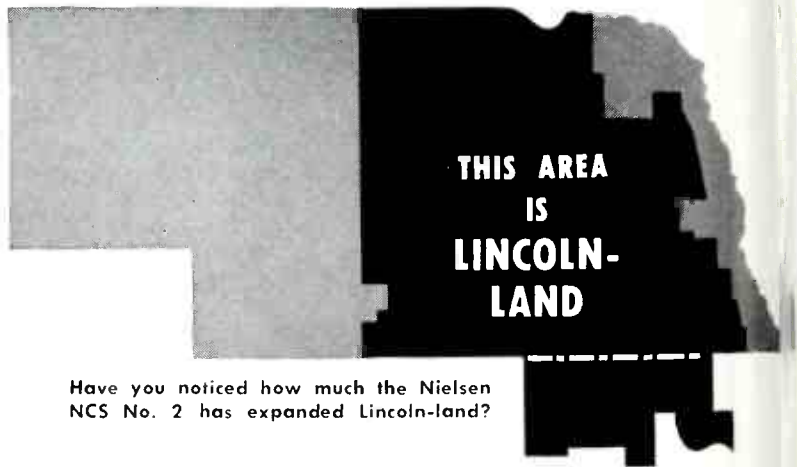
KFRM for the State of Kansas



**PETERS, GRIFFIN,
WOODWARD, INC.**
Exclusive National Representatives



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE KOLN-TV!**



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

**ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.**

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than twice as many viewers as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4



The Fetzer Stations

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

Associated with
WMBD RADIO — PEORIA, ILLINOIS

There are only two big markets in Nebraska, and you can't get them both with any *one* TV station.

All surveys prove that KOLN-TV is your **ONLY** satisfactory outlet for Lincoln-Land — 69 counties . . . 296,200 families . . . 191,710 TV sets.

KOLN-TV is the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

LOUISIANA

MONROE, La.
 Population 685,700
 Families 179,500
 Retail Sales \$528,553,000

LOUISIANA: Acadia, Allen, Assumption, Beauregard, Cameron, Evangeline, Iberville, Jeff Davis, Lafayette, Pointe à la Pêche, Rapides, St. Landry, St. Martin, St. Mary, Vermilion, West Baton Rouge, West Feliciana

LOUISIANA

MONROE, La.
 Population 683,300
 Families 190,800
 Retail Sales \$656,342,000

LOUISIANA: Acadia, Allen, Beauregard, Iberville, Cameron, Evangeline, Jeff Davis, St. Martin, Vermilion, Vernon; Louisiana: Casper, Jefferson, Newton, Orange, St. Landry

PENNSYLVANIA

PENNSYLVANIA: Population 2,206,300
 Families 631,700
 Retail Sales \$2,432,294,000

PENNSYLVANIA: Carroll, Frederick, Harford (20%), York; Pennsylvania: Adams, Berks, Centre (20%), Lancaster, Cumberland, Dauphin, Franklin, Fulton, York; Lancaster, Lebanon, Lycoming, Mifflin, Schuylkill, Perry, Schuylkill, Snyder, York

MICHIGAN

MICHIGAN: Population 1,684,000
 Families 493,600
 Retail Sales \$1,967,402,000

MICHIGAN: Alcona, Barry, Bay, Branch, Cheboygan, Clare, Clinton, Eaton, Genesee, Gladwin, Gratiot, Hillsdale, Ingham, Ionia, Isabella, Jackson, Lake, Livingston, Mecosta, Midland, Montcalm, Newaygo, Ogemaw, Osceola, Oscoda, Saginaw, St. Joseph, Shiawassee

KENTUCKY

KENTUCKY: Population 379,700
 Families 108,200
 Retail Sales \$320,900,000

KENTUCKY: Bath, Bourbon, Boyle, Casey, Clark, Estill, Fayette, Garrard, Harrison, Jessamine, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Powell, Russell, Scott, Woodford

† Due to conflicting research data, this market has not been reevaluated pending further study.

TEXAS

TEXAS: Population 66,500
 Families 14,900
 Retail Sales \$50,371,000

TEXAS: Webb

ILLINOIS

ILLINOIS: Population 130,300
 Families 32,200
 Retail Sales \$135,164,000

ILLINOIS: La Salle

OHIO

OHIO: Population 236,800
 Families 70,500
 Retail Sales \$286,722,000

OHIO: Allen, Auglaize, Mercer, Paulding, Putnam, Van Wert

† Due to conflicting research data, this market has not been reevaluated pending further study.

NEVADA

NEVADA: Population 118,200
 Families 37,400
 Retail Sales \$166,467,000

NEVADA: Clark

NEBRASKA

NEBRASKA: Population 766,400
 Families 240,600
 Retail Sales \$860,343,000

NEBRASKA: Adams, Blaine, Boone, Boyd, Brown, Buffalo, Butler, Cass, Clay, Colfax, Custer, Dawson, Fillmore, Gage, Garfield, Greeley, Hall, Hamilton, Holt, Howard, Jefferson, Johnson, Keya Paha, Lancaster, Loup, Madison, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Platte, Polk, Richardson, Rock, Saline, Saunders, Seward, Sherman, Stanton, Thayer, Valley, Webster, Wheeler, York

OKLAHOMA

OKLAHOMA: Population 275,800
 Families 80,900
 Retail Sales \$267,290,000

OKLAHOMA: Caddo, Comanche, Cotton, Grady, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

LEBANON, Pa.—Data incomplete

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AIMED TO HOLD AUDIENCES WEEK AFTER WEEK!

"TARGET"

ZIV'S DYNAMIC NEW IMPACT SERIES



with
ADOLPHE MENJOU
 host!

“He must know a good spot”



do the timebuyers at Benton & Bowles. These specialists schedule spot television campaigns for some of the nation's top advertisers. Their know-how enables them to make shrewd station appraisals, based on information gathered by Benton & Bowles research people, as well as market and station data from CBS Television Spot Sales.

In the past year Benton & Bowles secured KGUL-TV (serving Galveston and Houston) for such important clients as General Foods, Norwich Pharmacal, S. C. Johnson & Son, Focter & Gamble, Philip Morris and the Florida Citrus Commission.

Benton & Bowles' verdict: "Good spot to be in!" Good for *you*, too... when you join the 374 different national spot advertisers currently placing spot campaigns on the fourteen stations and the regional network represented by...

CBS TELEVISION SPOT SALES

CBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WXIX Milwaukee, KMOX-TV St. Louis, WMBR-TV Jacksonville, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles. and THE CBS TELEVISION PACIFIC NETWORK



LITTLE ROCK-PINE BLUFF, Ark.

Population	1,438,800
Families	399,600
Retail Sales	\$1,110,455,000

ARKANSAS: Arkansas, Ashley, Baxter, Bradley, Calhoun, Chicot, Clark, Cleburne, Cleveland, Conway, Craighead, Cross, Dallas, Desha, Drew,

Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lawrence, Lee, Lincoln, Lagan, Lonoke, Marion, Monroe, Montgomery, Nevada, Ouachita, Perry, Phillips, Pike, Poinsett, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Union, Van Buren, White, Woodruff, Yell;
MISSISSIPPI: Bolivar, Washington

LOS ANGELES, Cal.

Population	8
Families	2
Retail Sales	\$11,047

CALIFORNIA: Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, Ventura

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Have you seen these **RADIO STUDIES** In Television Magazine?

1. THE INTER-RELATIONSHIP OF RADIO AND TV

How they are used as two facets of one medium by major advertisers today

2. THE BBDO REPORT

A condensation of this leading agency's analysis of the new status of radio

3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

9. THE CUMULATIVE AUDIENCE CONCEPT

How Leo Burnett applies its new approach to radio

10. NIGHTTIME RADIO

Its new programming, audience composition, advertiser use

12. BELIEVABILITY: NETWORK VS. INDEPENDENT

How the "station image" influences commercial believability

13. THE WESTINGHOUSE RADIO STUDY

A profile of WBC and analysis of its programming attitudes

EXTRA COPIES ARE AVAILABLE—25¢

KTHV

*"It really
coured the dollars"*

...BENNY CRAIG
Colonial Bread Sportscaster



Benny Craig is on KTHV five times weekly with a 5-minute sportscast for Colonial Bread.

Each December he uses a 1-minute "Bundle of Bucks" appeal on his program as a means of raising funds to provide Christmas cheer for underprivileged boys.

Reporting on his 1957 Christmas appeal, Benny says: "KTHV really brought in the money. More twns heard from than ever before . . . more new twns . . . big increase in mail from all areas . . . ad all through KTHV only."

HERE'S THE SCORE: 554 donations from 36 counties throughout Arkansas—a 66% increase over the previous year—and remember that Benny was asking—not giving. Your Branham man has all the details.

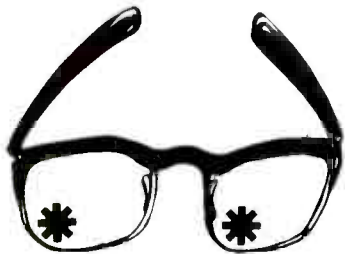
Maximum power from the highest antenna in the Central South—1756' above average terrain.

KTHV **11** CHANNEL **LITTLE ROCK**



HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

When you look at
Madison



consider these
FACTS

° The November, 1957 ARB report shows WKOW-TV leading the market from 5 P.M., to 6:30 P.M., Monday thru Friday. From 6:30 to 10:00 it shows WKOW-TV delivers more rating points per dollar of cost than any other Madison station.

° At a cost of just \$56 per "AA" minute WKOW-TV delivers 31.0% of sets in use 6 to 10 P.M. The most expensive station in the market adds only 13.1% to the share of audience, yet it costs 96.4% more.

° WKOW-TV delivers what it claims. No duplication. No double talk. No doubt. In Madison, Wis. your TV dollar buys more on WKOW-TV; and it sells more, too.

Get the "Let's Be Realistic about TV Coverage of the Madison Market" story from your Headley-Reed TV Representative. Ask to see the latest ARB, too.

WKOW-TV
Madison, Wisconsin

LOUISVILLE, Ky.

Population	2,154,600
Families	616,100
Retail Sales	\$1,981,311,000

ILLINOIS: Clay, Edwards, Lawrence, Richland, Wabash, Wayne;

INDIANA: Bartholomew, Brown, Clark, Crawford, Daviess, Dubois, Floyd, Gibson, Harrison, Jackson, Jefferson, Jennings, Lawrence, Martin, Orange, Perry, Pike, Ripley, Scott, Spencer, Warrick, Washington;

KENTUCKY: Adair, Anderson, Boyle, Breckinridge, Bullitt, Butler, Casey, Clinton, Daviess, Edmonson, Estill, Fayette, Franklin, Garrard, Grayson, Green, Hancock, Hardin, Harrison, Hart, Henry, Hopkins, Jefferson, Jessamine, Larue, Lincoln, McLean, Madison, Marion, Meade, Menifee, Mercer, Muhlenberg, Nelson, Ohio, Oldham, Owen, Powell, Pulaski, Russell, Scott, Shelby, Spencer, Taylor, Trimble, Warren, Washington, Wayne, Woodford

LUBBOCK, Tex.

Population	609,700
Families	170,400
Retail Sales	\$719,720,000

NEW MEXICO: Curry, De Baca, Lea, Quay, Roosevelt;

TEXAS: Andrews, Bailey, Borden, Briscoe, Castro, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hall, Hockley, Howard, Kent, King, Lamb, Lubbock, Lynn, Martin, Mitchell, Motley, Scurry, Swisher, Terry, Yookum

LUFKIN, Tex.

Population	361,600
Families	99,700
Retail Sales	\$303,724,000

TEXAS: Anderson, Angelina, Cherokee, Hardin, Henderson, Houston, Jasper, Madison, Nacogdoches, Newton, Panola, Polk, Rusk, Sabine, San Augustine, San Jacinto, Shelby, Trinity, Tyler

LYNCHBURG, Va.

Population	999,400
Families	243,200
Retail Sales	\$828,055,000

NORTH CAROLINA: Caswell, Franklin, Granville, Person, Vance, Warren;

VIRGINIA: Albemarle, Amelia, Amherst,

Appomattox, Augusta, Bath, Bedford, Brunswick, Buckingham, Campbell, Chester, Cumberland, Fluvanna, Franklin, Halifax, Highland, Lunenburg, Mecklenburg, Montgomery, Nelson, Nottoway, Pittsylvania, Prince Edward, Roanoke, Rockbridge

MACON, Ga.

Population	640,000
Families	162,000
Retail Sales	\$467,314,000

GEORGIA: Baldwin, Ben Hill, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Emanuel, Hancock, Harris, Houston, Jeff Davis, Jones, Lamar, Laurens, Lee, Macon, Milledgeville, Montgomery, Peach, Pulaski, Putnam, Spalding, Talbot, Taylor, Telfair, Terrell, Tift, Treutlen, Turner, Twiggs, Upson, Washington, Wheeler, Wilcox, Wilkinson, Worth

MADISON, Wis.

Population	940,000
Families	274,000
Retail Sales	\$983,336,000

ILLINOIS: Boone, Jo Daviess, McHenry, Stephenson;

WISCONSIN: Adams, Columbia, Crawford, Dodge, Grant, Green, Green Lake, Iowa, Jefferson, Juneau, Lafayette, Morquette, Richland, Rock, Sauk, Vernon, Walworth, Washington, Waushara

MANCHESTER, N.H.

Population	3,632,900
Families	1,057,600
Retail Sales	\$4,015,897,000

MAINE: York;

MASSACHUSETTS: Essex, Middlesex, Norfolk, Plymouth, Worcester;

NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Grafton, Hillsboro, Merrimock, Rockingham, Strafford, Sullivan;

VERMONT: Windham, Windsor

MARINETTE, Wis.

Population	843,800
Families	240,000
Retail Sales	\$917,967,000

MICHIGAN: Alger, Baraga, Delta, Dickinson, Iron, Keweenaw, Luce, Marquette, Menominee, Schoolcraft;

WISCONSIN: Brown, Calumet, Door, Florence,

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

Please send me TELEVISION MAGAZINE every month

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PUBLISHED BY FREDERICK KUGEL COMPANY • 422 MADISON AVE., NEW YORK 17, N.Y.

Louisville's *FOREMOST* and
BEST KNOWN FIGURE

Fisbie



WHAS-TV

Viewers recognize FISBIE as the symbol of WHAS-TV . . . Foremost in Service, Best in Entertainment. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

Just as FISBIE symbolizes excellence to the viewer, he should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

*Foremost In Service—
Best In Entertainment!*

WHAS-TV CHANNEL 11 LOUISVILLE, KY.
316,000 WATTS—BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

NOW proof from Nielsen that...

WMCT Memphis impressions th



Now, for the first time, the Nielsen Station Service* includes the great Memphis market comprehensive, detailed, and validated also revealed by NSI in this study prove — homes and people make up the only true station's audience. AND . . . THAT WMCT ONE MEMPHIS TELEVISION STATION ING MORE TOTAL AREA HOME IMPRESSIONS

TOTAL AREA TV HOME IMPRESSIONS 6:00 AM — MIDNIGHT

WMCT	25,000,000
Station "A"	24,000,000
Station "B"***	16,000,000

and in the WMCT area there are **2,709,500** people who spend **\$2,180,014,000.00** annually

Yes, the facts prove that WMCT—the first television station—wins hands down in a comparison of TV home impressions out the rich, multi-state Memphis area. Or, stated another way: to reach more of these people more of the time, at a lower cost per thousand, your best buy is V

Delivers more total area TV home impressions than any other Memphis TV station



LEADS DURING BOTH DAY AND EVENING TIME PERIODS

How that from 6:00 AM until Midnight (except Sat.), WMCT produces more total TV home impressions than any other Memphis station.

Station	6:00 AM - 6:00 PM	6:00 PM - Midnight
WMCT	12,549,100	12,465,600
Station "A"	12,192,600	12,003,600
Station "B"***	7,909,900	8,341,200

WHAT HOME IMPRESSIONS ... MEAN IN RATINGS ... FOR TOTAL AUDIENCE

For example is 9:00 PM Fridays: WMCT, with a 21% metro rating, delivers 99,200 homes in the area. Station "B", with the same metro rating, delivers less than half the number of homes in total area. And, "A", with a 31.6 metro rating, still delivers less than WMCT in total area.

Station	Time	Metro Rating	Total Homes Delivered
WMCT	9:00 PM, Fri.	21	99,200
Station "A"	9:00 PM, Fri.	31.6	97,100
Station "B"	9:00 PM, Fri.	21	44,400

What's more ...
 The know-how stands behind your program when you choose WMCT. The blend of personalities — attractive programming — a thorough production staff — a wide-awake merchandising approach — all help you deliver your message with skill and follow-through.

* Memphis Area NSI. Nov. 10 - Dec. 7, 1957. A. C. Nielsen Co., 1958
 ** Figures are results of adding the total homes reached of each telecast quarter hour during the time period(s).
 *** Station "B" signs on later in the day.

WMCT MEMPHIS

WMC—WMCF—WMCT—Memphis' first TV station

100,000 WATTS — NBC BASIC

National Representatives
Blair-TV

Owned and operated by
THE COMMERCIAL APPEAL

The AREA station for greater audience at lowest cost per thousand

WE'VE HAD OUR "PULSE"* TAKEN

... and just look at our progress



THE PULSE, INC.—SHARE OF AUDIENCE REPORT

THIS STUDY COVERS THE FOLLOWING COUNTIES:

WISCONSIN: BROWN	36%	MICHIGAN: DELTA	11%
OUTAGAMIE	31%	DICKINSON	9%
MARINETTE	13%		

	7 AM-12 N	12 N-6 PM	6 PM-MID
MONDAY TO FRIDAY	64%	47%	44%
STATION "A"	33%	28%	30%
WMBV-TV	2a%	23%	24%
STATION "C"	1%	2%	2% ..
MISCELLANEOUS			
	1:45 PM-6 PM	6 PM-12 MID	
SATURDAY	47%	44%	
STATION "A"	42%	34a%	
WMBV-TV	9a%	18%	
STATION "C"	2%	4%	
MISCELLANEOUS			
	12:30 PM-6 PM	6 PM-11 PM	
SUNDAY	62%	51%	
STATION "A"	24%	31%	
WMBV-TV	7a%	14%	
STATION "C"	7%	4%	
MISCELLANEOUS			

a—Does not broadcast for complete period and share of audience is unadjusted for this situation.

WE SALUTE GREEN BAY'S ORIGINAL STATION FOR MAINTAINING PULSE LEADERSHIP . . . BUT . . .

WMBV-TV IS A MORE SOLID SECOND THAN EVER!

A person to person survey in which 67 per cent of the interviews was taken in Brown and Outagamie Counties shows:

- WMBV-TV Programming now commands up to 50 per cent of the week-day audience.
- WMBV-TV Programming now commands up to 42 per cent of the week-end audience.
- WMBV-TV Programming has resulted in a 50 per cent gain in audience in the past 2 years

NBC is currently the NUMBER ONE television network! In ALL phases of the programming area . . . country-wide, it leads the other networks in average rating on evening shows, morning and afternoon shows. NBC averages 12 out of the top 25 programs!



WMBV-TV

CHANNEL 11

PACKERLAND'S GROWTH STATION

CONTACT J. D. MACKIN, GEN. MGR., OR SEE YOUR HOLLINGBERY MAN

Join the CALIF.-ORE. TV TRIO

& sell one of the top 70 markets with exclusive VHF coverage.

Market Area:	Population:	U.S. Rank:
Richmond, Va.	370,100	60
Memphis, Tenn.	363,700	61
Knoxville, Tenn.	362,900	62
Springfield, W. Va.	358,700	63

California-Oregon Trio 356,330

San Francisco, Calif.	342,500	64
San Diego, Calif.	330,300	65
Portland, Ore.	329,800	66
San Jose, Calif.	326,700	67
San Francisco, Calif.	326,500	68
San Francisco, Calif.	325,500	69
San Francisco, Calif.	323,500	70
San Francisco, Pa.	323,000	71
Cincinnati, Ohio	316,800	72
Wichita, Kan.	313,700	73

THREE MARKETS—ONE BILLING

KESL-TV Channel 11 - 3-Calif. Eureka
KBES-TV Channel 11 - TV 5-Oregon Medford
KOTI-TV Channel 11 - TV 2-Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
TV Families	94,898
Retail Sales	\$485,803,000
Consumer Spendable Income	\$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
 call Don Telford, Mgr.

Phone Eureka, Hillside 3-3123
 TWX EK16

ask **BLAIR Television ASSOCIATES INC.** national representatives
 New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

MARINETTE, Wis.—Continued

Forest, Kewaunee, Langlade, Lincoln, Manitowoc, Marinette, Oconto, Oneida, Outagamie, Shawano, Vilas, Waupaca, Winnebago

MARQUETTE, Mich.

Population	175,700
Families	50,600
Retail Sales	\$174,940,000

MICHIGAN: Alger, Baraga, Delta, Houghton, Iron, Keweenaw, Luce, Marquette, Schaalscraft

MASON CITY, Iowa

Population	792,800
Families	232,200
Retail Sales	\$964,873,000

IOWA: Bremer, Butler, Cerro Gordo, Chickasaw, Clay, Dickinson, Emmet, Fayette, Floyd, Franklin, Hancock, Howard, Humboldt, Kossuth, Mitchell, Palo Alto, Pocahontas, Winnebago, Winneshiek, Worth, Wright;
 MINNESOTA: Blue Earth, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Houston, Jackson, Le Sueur, Martin, Mower, Nobles, Olmsted, Steele, Waseca, Watonwan

MEDFORD, Ore.

Population	173,500
Families	56,600
Retail Sales	\$228,466,000

CALIFORNIA: Siskiyou;
 OREGON: Jackson, Josephine, Klamath

MEMPHIS, Tenn.

Population	2,709,500
Families	730,600
Retail Sales	\$2,094,014,000

ARKANSAS: Arkansas, Clay, Cleburne, Craighead, Crittenden, Cross, Fulton, Greene, Independence, Izard, Jackson, Lawrence, Lee, Mississippi, Monroe, Phillips, Poinsett, Prairie, Randolph, St. Francis, Sharp, Stone, White, Woodruff;

KENTUCKY: Ballard, Carlisle, Fulton, Hickman;
 MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun, Carroll, Chickasaw, Choctaw, Clay, Coahoma, De Soto, Grenada, Itawamba, Lafayette, Lee, Leflore, Marshall, Monroe, Montgomery, Oktibbeha, Panola, Pontotoc, Prentiss, Quitman, Sunflower, Tallahatchie, Tate, Tippah, Tishomingo, Tunica, Union, Washington, Webster, Yalobusha;
 MISSOURI: Butler, Carter, Dunklin, New Madrid, Oregon, Pemiscot, Reynolds, Ripley, Shannon, Stoddard;
 TENNESSEE: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Lake, Lauderdale, McNairy, Madison, Obion, Shelby, Tipton, Weakley

MERIDIAN, Miss.

Population	620,700
Families	157,400
Retail Sales	\$392,138,000

ALABAMA: Bibb, Choctaw, Clarke, Greene, Hale, Marengo, Perry (20%), Pickens, Sumter, Washington;

MISSISSIPPI: Attala, Choctaw, Clarke, Clay, Forrest, Jasper, Jones, Kemper, Lauderdale, Leake, Neshoba, Newton, Noxubee, Oktibbeha, Scott, Smith, Wayne, Winston

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

PRIMARY SERVICE

to over 104,000
 Television Homes

One Of The Lowest
 Costs-per-Thousand
 In The United States.

316,000 Watts



On the Air Since 1953

Maximum Power

WTOK-TV

Channel 11

MERIDIAN, MISS.

Represented by
HEADLEY-REED

MIAMI-FORT LAUDERDALE, Fla.

Population 1,329,000
 Families 407,700
 Retail Sales \$2,214,814,000

FLORIDA: Broward, Charlotte, Collier, Dade, Glades, Hendry, Highlands, Indian River, Lee, Martin, Monroe, Palm Beach, St. Lucie

MIDLAND-ODESSA, Tex.

Population 370,400
 Families 105,000
 Retail Sales \$488,523,000

NEW MEXICO: Lea;

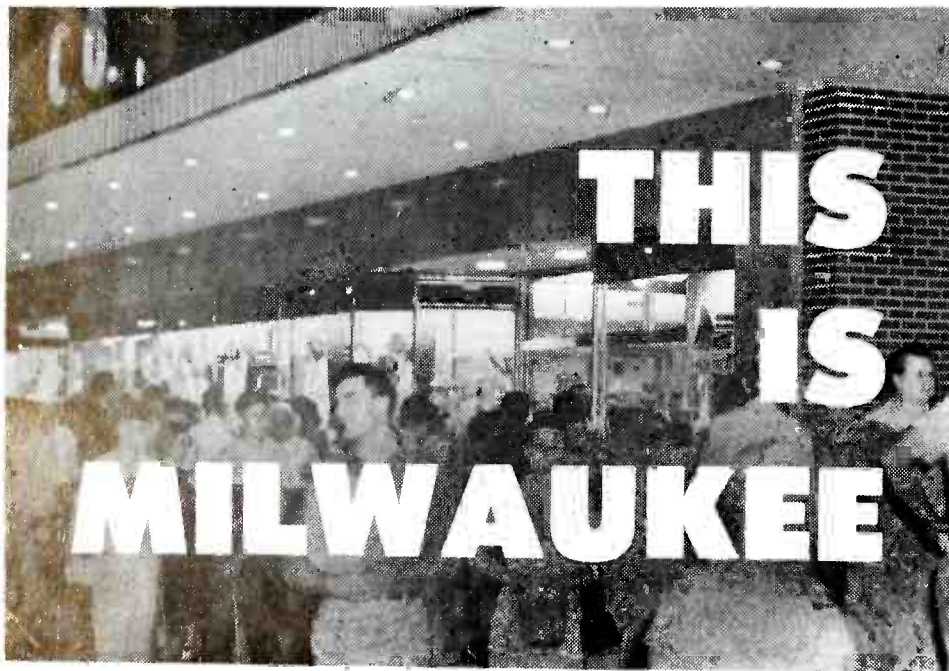
TEXAS: Andrews, Borden, Brewster, Crane, Dawson, Ector, Gaines, Glasscock, Howard, Irion, Loving, Martin, Midland, Mitchell, Pecos, Presidio, Reagan, Reeves, Sterling, Terrell, Upton, Ward, Winkler

MILWAUKEE, Wis.

Population 2,090,600
 Families 619,500
 Retail Sales \$2,611,464,000

MICHIGAN: Mason, Oceana;

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.



AMERICA'S 14th MARKET

- **THIS IS MILWAUKEE** Population of 1,100,300*
- **THIS IS MILWAUKEE** With an effective buying income of \$2,248,671,000
- **THIS IS MILWAUKEE** With a tally of \$1,451,481,000 in total retail sales
- **THIS IS MILWAUKEE** THAT'S SOLD ON WISN-TV with a plus population coverage of 1,337,000 beyond the metropolitan area

*metropolitan county area



John B. Soell, Vice President and Station Manager
 Represented by Edward Petry & Co., Inc.
 Basic ABC Affiliate
 Badger Television Network Affiliate



3 IN 1 in "OIL RICH" WEST TEXAS

1 MARKET

378,000 people in 112,550 homes with 89,274 TV sets (as of July 1, 1957) look to CHANNEL 2 for NBC-ABC and the best of local television programming in the Permian Basin of "Oil Rich" West Texas.

2 BUYING POWER

CSI PER HOUSEHOLD*

Midland	\$7,428
Odessa	\$7,045
Big Spring	\$5,931
National Average	\$5,931

*SRDS January 10, 1951

3 COVERAGE

KMID-TV is the only NBC-ABC affiliate that COMPLETELY covers the 27 county Permian Basin of "Oil Rich" West Texas—Midland, Odessa, and Big Spring have approximately 50% of the total area population and receives a Grade A signal. 40% of the total population receives a "city-grade signal."



Only **WTVJ** gives you **TOTAL COVERAGE***

**...of the
gigantic
South Florida
market!**

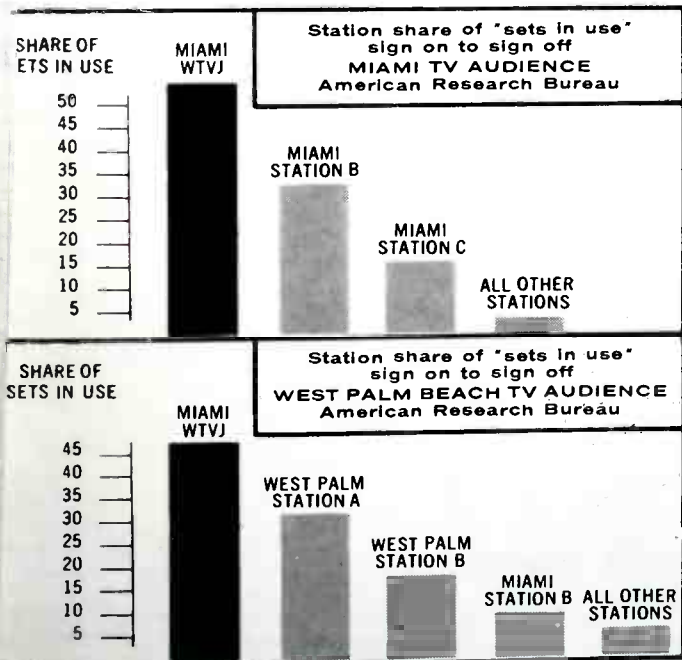
Population.....1,429,300
 TV Families.....359,799**
 Total Retail Sales.....\$2,466,271,000
 Food Store Sales.....\$ 564,819,000
 Drug Store Sales.....\$ 91,292,000
 Automotive Sales.....\$ 490,955,000

***Television Magazine, February 1958*

***Only WTVJ gives you
unduplicated coverage!**

WTVJ presents the only unduplicated
network shows in South Florida...deliver
greatest share of audience in both
Miami and Palm Beach!

WTVJ does not rest on its network
dominance, but commands top ratings with
local shows, too. Ask your PGW colonel!



Key West

WTVJ • 4



MIAMI

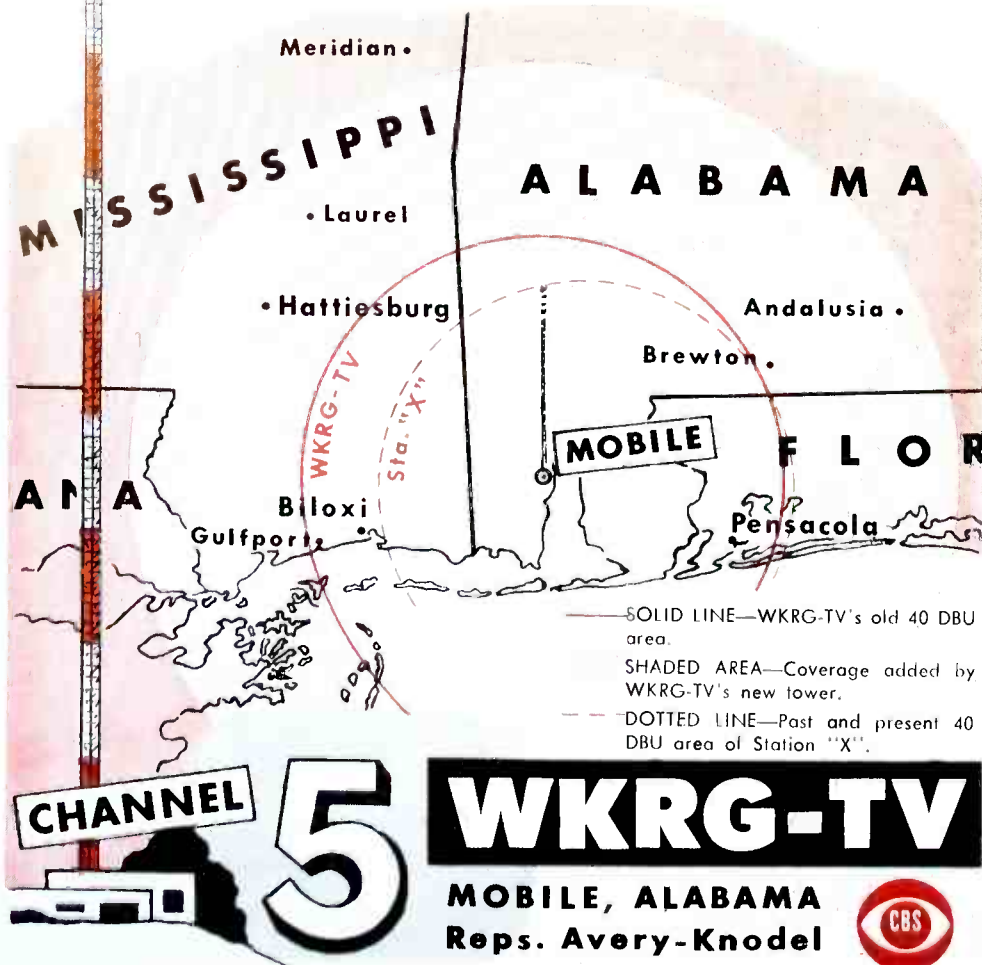
Represented by Peters,
Griffin, Woodward, Inc.

Now it just takes one **BIG** one to cover the Mid-Gulf!

For two years, WKRG-TV has been pulling further and further ahead in the BILLION-DOLLAR-PLUS Mobile Market. Also Nielsen (No. 2) gives WKRG-TV 46,000 extra families in seven extra counties over Station "X".

NOW TALLER TOWER ADDS NEW POWER

Now the tallest tower in the Mid-Gulf Coast area . . . 1199 feet above sea level, 1057 feet above average terrain . . . adds still more to WKRG-TV's basic coverage. The map below shows this greater power. For the full story of the No. 1 Station in the Mid-Gulf area, call your Avery-Knodel man or . . . C. P. Persons, Jr., V. P. and Gen. Mgr.



MILWAUKEE, Wis.—Continued

WISCONSIN: Calumet, Columbia, Dodge, Fond Du Lac, Green Lake, Jefferson, Kenosha, Manitowish, Marquette, Milwaukee, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waushara, Winnebago.

MINNEAPOLIS-ST. PAUL, Minn.

Population	3,100,000
Families	1,200,000
Retail Sales	\$3,546,000,000

IOWA: Emmet, Kossuth, Palo Alto;
 MINNESOTA: Aitkin, Anoka, Benton, Big Lake, Blue Earth, Brown, Carlton, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Dodge, Douglas, Faribault, Fillmore, Goodhue, Grant, Hennepin, Houston, Hubbard, Isanti, Jackson, Kanabec, Kandiyohi, Lac Qui Parle, Le Sueur, Lincoln, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Nobles, Olmsted, Pine, Pope, Renville, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Traverse, Wabasha, Wadena, Waseca, Washington, Watonwan, Winona, Wright, Yellow Medicine;
 WISCONSIN: Barron, Bayfield, Buffalo, Chippewa, Dunn, Eau Claire, Jackson, Pepin, Pierce, Polk, Price, Rusk, St. Croix, Sawyer, Traverse, Wabasha, Wadena, Waseca.

MINOT, N.D.

Population	20,000
Families	8,000
Retail Sales	\$211,800,000

NORTH DAKOTA: Benson, Bottineau, Burdick, Divide, Dunn, McHenry, McKenzie, McLean, Mercer, Mountrail, Oliver, Pierce, Renville, Rolette, Sheridan, Towner, Ward, Wells, Williams.

MISSOULA, Mont.

Population	22,000
Families	7,000
Retail Sales	\$266,530,000

MONTANA: Beaverhead, Broadwater, Deer Lodge, Flathead, Granite, Jefferson, Lewis & Clark, Meagher, Missoula, Powell, Ravalli, Silver Bow.

MOBILE, Ala.

Population	1,220,000
Families	320,000
Retail Sales	\$1,062,920,000

ALABAMA: Baldwin, Choctaw, Clarke, Conecuh, Covington, Escambia, Mobile, Monroe, Washington, Wilcox;
 FLORIDA: Bay, Calhoun, Escambia, Gulf, Holmes, Okaloosa, Santa Rosa, Walton, Washington;
 MISSISSIPPI: Forrest, George, Greene, Hancock, Harrison, Jackson, Jones, Lamar, Marion, Pearl River, Perry, Stone, Walthall.

MONTGOMERY, Ala.

Population	915,000
Families	240,000
Retail Sales	\$640,603,000

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Broadcasting Power. Reproduction of any of above data licensed.

**Mark
this
market
on your list!**



CENTRAL AND SOUTHERN ALABAMA is the home of 10,000,000 people in 35 counties — *one-third* of Alabama's population, area, retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

*WSFA-TV's 35 Alabama counties**

Population	1,089,100
Retail Sales	\$ 741,637,000
Food Store Sales	\$ 184,927,000
Drug Store Sales	\$ 21,832,000
Effective Buying Income	\$1,128,933,000

*WSFA-TV's 35 Alabama counties, including 29-county market area defined by Television Magazine 1958 Data Book, plus 6 counties which have proved regular reception. Does not include 3 Georgia and 3 Florida bonus counties.



The WKY Television System, Inc. WKY-TV and WKY Oklahoma City • WTVT Tampa-St. Petersburg

Represented by the Katz Agency

FROM NEW YORK TO NASHVILLE IN 50 EASY STEPS

Now—Television Magazine has verified the fact that Nashville, Tennessee is the nation's 50th largest market by television set count . . .

When people think of Nashville, they automatically think of WSM-TV as the best buy. This was verified by ARB's November 1957 Metropolitan Survey. For instance—WSM-TV has:

- 14 of the top 25 shows.
- The highest rated nighttime show (Ernie Ford Show)
- The highest rated daytime show (5 O'Clock Hop)
- The 3 top rated syndicated film shows.
- The highest rated news programs.

Higher ratings in more quarter hours than the other two Nashville TV stations, COMBINED!



Hi Bramham or any Petry man can give you all the facts and figures.

WSM-TV
Nashville, Tennessee

ALABAMA—Continued
 Autauga, Barbour, Bibb, Bullock,
 Chambers, Chilton, Clarke, Clay, Coffee,
 Crenshaw, Covington, Dale,
 Geneva, Henry, Houston, Lee,
 Macon, Monroe, Montgomery,
 Tallapoosa, Wilcox;
 Holmes, Walton, Washington

Catahoula, Claiborne, Concordia, East Carroll,
 Franklin, Grant, Jackson, La Salle, Lincoln,
 Madison, Morehouse, Natchitoches, Ouachita,
 Richland, Tensas, Union, Webster, West Carroll,
 Winn;
 MISSISSIPPI: Adams, Bolivar, Claiborne,
 Franklin, Humphreys, Issaquena, Jefferson,
 Sharkey, Warren, Washington

NASHVILLE, Tenn.
 Population 2,058,900
 Families 561,500
 Retail Sales \$1,528,865,000

ALABAMA: Lauderdale;
 ILLINOIS: Hardin, Johnson, Massac, Pope;
 KENTUCKY: Adair, Allen, Barren, Butler,
 Caldwell, Calloway, Casey, Christian, Clinton,
 Crittenden, Cumberland, Edmonson, Graves,
 Grayson, Green, Hart, Hopkins, Larue, Lincoln,
 Livingston, Logan, Lyon, McCracken, McLean,
 Marshall, Metcalfe, Monroe, Muhlenberg,
 Ohio, Pulaski, Russell, Simpson, Taylor, Todd,
 Trigg, Union, Warren, Wayne, Webster;
 TENNESSEE: Bedford, Benton, Cannon, Carroll,
 Cheatham, Clay, Coffee, Cumberland,
 Davidson, Decatur, DeKalb, Dickson, Fentress,
 Franklin, Giles, Grundy, Henderson, Henry,

INDIANA
 Population 892,700
 Families 240,600
 Retail Sales \$683,303,000
 Ashley, Chicot, Union;
 Avoyelles, Bienville, Caldwell,

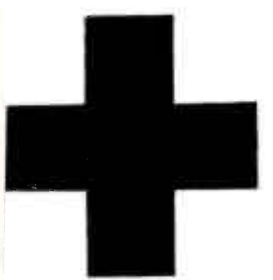
MUNCIE, Ind.
 Population 358,000
 Families 112,100
 Retail Sales \$386,282,000
 INDIANA: Blackford, Delaware, Grant, Jay,
 Madison, Randolph

Continuation, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

FOR CURRENT SET ESTIMATES SEE

THE CIRCULATION REPORT

IN EACH ISSUE



ON
 THE
 JOB

...for you

STORIES only fate could write!

"TARGET"

ZIV'S
 DYNAMIC
 NEW
IMPACT!
 SERIES!



AIMED TO HIT
 RATINGS FAST!



NASHVILLE, Tenn.—Continued

Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Marshall, Maury, Montgomery, Moore, Morgan, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Scott, Smith, (5%), Stewart, Sumner, Trousdale, Warren, Wayne, Weakley, White, Williamson, Wilson

NEW BRITAIN, Conn.—See Hartford-New Britain

NEW HAVEN, Conn.

Population	3,337,100
Families	966,100
Retail Sales	\$4,406,335,000

CONNECTICUT: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham;
 MASSACHUSETTS: Franklin, Hampden, Hampshire;
 NEW YORK: Suffolk

NEW ORLEANS, La.

Population	2,086,700
Families	570,700
Retail Sales	\$1,929,833,000

LOUISIANA: Ascension, Assumption, East Baton Rouge, East Feliciana, Iberia, Iberville, Jefferson, LaFourches, Livingston, Orleans, Plaquemines, Pointe Coupee,

St. Bernard, St. Charles, St. Helena, St. John Baptist, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge, West Feliciana;
 MISSISSIPPI: Adams, Amite, Forrest, Greene, Hancock, Harrison, Jackson, Jones, Lamar, Lawrence, Marion, Per Perry, Pike, Stone, Walthall, Wilkinse

NEW YORK, N.Y.

Population	
Families	
Retail Sales	\$21,2

CONNECTICUT: Fairfield, Litchfield, New Haven;

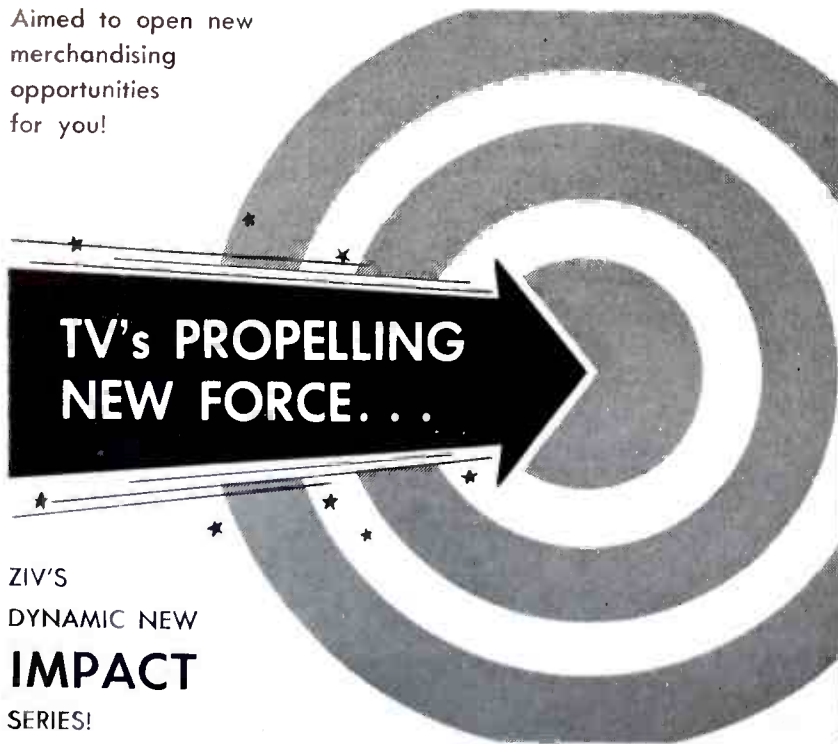
Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not lic

Additional copies of the

DATA BOOK

are available at \$2.50

Aimed to open new merchandising opportunities for you!



ZIV'S
 DYNAMIC NEW
IMPACT
 SERIES!

The tensest thirty minutes on television!

'TARGET'

with ADOLPHE MENJOU, host!



NASHVILLE

calling . . .

Have you looked at my availabilities lately?



They're on Nashville's #1 Audience Station—

41.0%* of the total audience, sign-on to sign-off, 7 days a week.

* A.R.B. says it;
Telepulse says it.

The South's Great Multi-Market



Sales Station

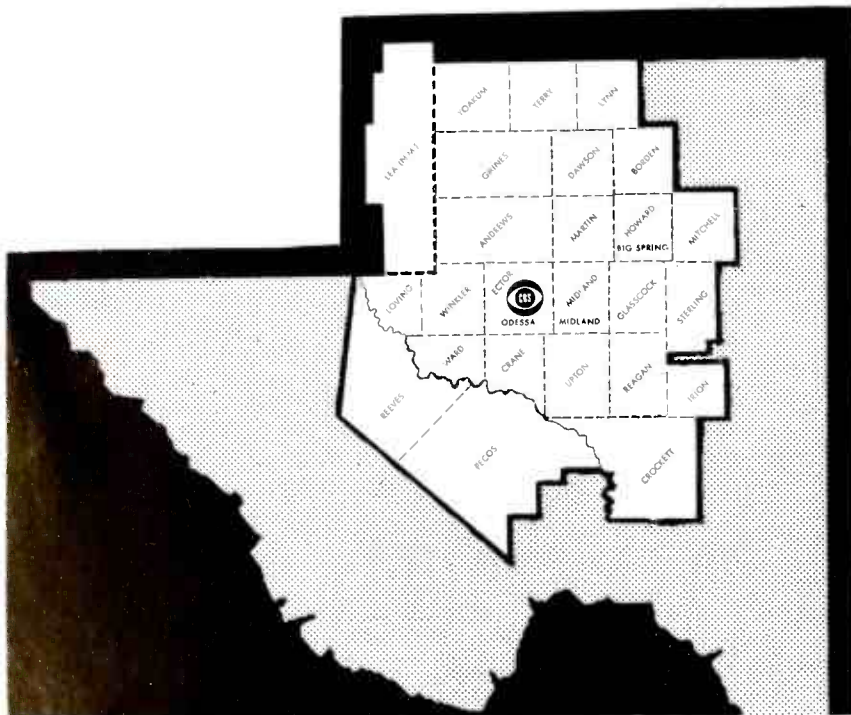
**5
WLAC-TV**

T. B. BAKER, JR.
Executive Vice-President and General Manager

ROBERT M. REUSCHLE
General Sales Manager

THE KATZ AGENCY
National Representatives

DOMINANCE

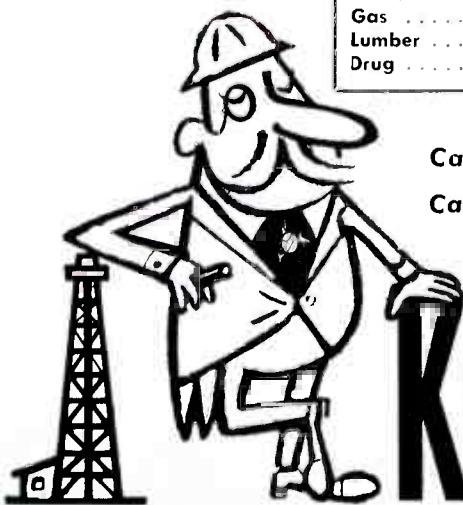


ARB Total Area survey shows KOSA-TV dominates 151 out of 168 night-time quarter hours per week (6 PM to midnight).

In service to the richest oil-producing region of the US, KOSA-TV is where the money is.

25-County KOSA-TV Market

Population	402,421
Families	113,712
Retail Sales	532,760,000
Food	117,654,000
Eating and Drinking	29,145,000
General Merchandise	38,472,000
Apparel	29,405,000
Furniture	23,012,000
Autos	131,847,000
Gas	48,659,000
Lumber	47,291,000
Drug	19,249,000



Cash in on this market!
Call your Bolling man—today!

KOSA TV

channel **7** 316,000 watts **ODESSA, Texas**

NEW YORK, N.Y.—Continued

NEW JERSEY: Bergen, Essex, Hudson, Mercer, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex, Union, Warren
NEW YORK: Bronx, Dutchess, Kings, New York, Orange, Putnam, Queens, Rockland, Suffolk, Sullivan, Ulster, Westchester
PENNSYLVANIA: Monroe, Pike, Wayne

NORFOLK, Va.

Population	577,000
Families	300,000
Retail Sales	\$1,316,000,000

MARYLAND: Somerset, Worcester
NORTH CAROLINA: Beaufort, Bertie, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrell, Washington
VIRGINIA: Accomack, Brunswick, Charles City, Dinwiddie, Essex, Gloucester, Greenville, Isle of Wight, James City, King & Queen, King George, King William, Lancaster, Lunenburg, Mathews, Middleburg, Nansemond, New Kent, Newport News, Norfolk, Northampton, Northumberland, Prince George, Princess Anne, Richmond, Southampton, Surry, Sussex, Westmoreland, York

OAK HILL, W. Va.

Population	177,000
Families	80,000
Retail Sales	\$447,000,000

WEST VIRGINIA: Braxton, Calhoun, Cabell, Doddridge, Fayette, Gilmer, Greenbrier, Jackson, Lewis, McDowell, Mercer, Mineral, Monroe, Nicholas, Pocahontas, Raleigh, Ritchie, Roane, Summers, Webster, Wayne, Wyoming

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OKLAHOMA, Tex.

Population 370,400
 Families 105,000
 Retail Sales \$488,523,000

KOCO: Lea;

St. Andrews, Borden, Brewster, Crane,
 Egan, Eor, Gaines, Glasscock, Howard,
 L. J. King, Martin, Midland, Mitchell,
 Radio, Reagan, Reeves, Sterling,
 Spivey, Ward, Winkler

OKLAHOMA CITY, Okla.

Population 1,603,300
 Families 484,400
 Retail Sales \$1,706,194,000

Adair, Barber, Comanche, Cowley, Harper,
 Lincoln, Iowa, Pratt, Sumner;
 Adams: Alfalfa, Atoka, Beckham, Blaine,
 Boone, Canadian, Carter, Cleveland, Coal,
 Comanche, Custer, Dewey, Ellis, Garfield,
 Grant, Greer, Harmon, Harper,
 Hughes, Jackson, Johnston, Kay,
 Fisher, Kiowa, Latimer, Lincoln, Logan,
 McIntosh, Major, Murray, Noble,
 Oklahoma, Osage, Pawnee, Payne,
 Pottawatomie, Pottawatomie, Roger Mills,
 Stephens, Washita, Woods.
 Ward
 AS: Hmphill, Lipscomb, Ochiltree, Roberts

Okla. City.

Population 1,447,300
 Families 448,000
 Retail Sales \$1,646,042,000

Adair, Adams, Audubon, Buena Vista,
 Cherokee, Cherokee, Crawford, Fremont,
 Gibson, Mills, Monona, Montgomery,
 Pottawatomie, Ringgold, Sac, Shelby,
 for Union;
 AS: Clay, Cloud, Jewell, Mitchell,
 Washington;
 SC: Atchison, Holt, Nodaway;
 PR: Antelope, Boone, Burt, Butler,
 Cooper, Clay, Colfax, Cuming, Dakota,
 Doniphan, Douglas, Fillmore, Gage,
 Hill, Jefferson, Johnson, Knox, Lancaster,
 Dishman, Merrick, Nance, Nemaha, Nuckolls,
 Osage, Osage, Pierce, Platte, Polk, Richardson,
 Ross, Saunders, Seward, Stanton,
 Wayne, Thurston, Washington, Wayne, York

OKLAHOMA, Fla.

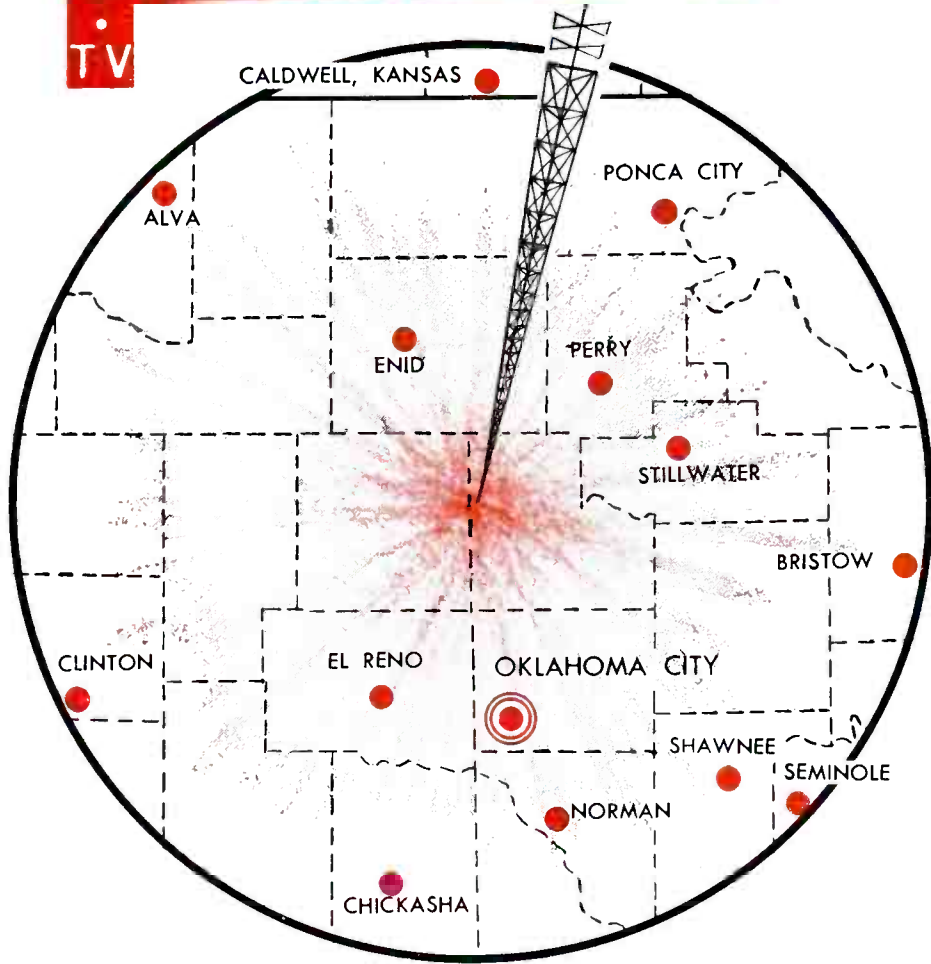
Population 853,800
 Families 252,600
 Retail Sales \$1,044,028,000

OR: Brevard, Citrus, De Soto, Dixie,
 Gilchrist, Glades, Hardee, Hendry,
 Highlands, Indian River, Lafayette,
 Levy, Marion, Martin, Okeechobee,
 Osceola, Pasco, Polk, Putnam,
 Seminole, Sumter, Volusia

OKLAHOMA, Iowa

Population 651,000
 Families 210,300
 Retail Sales \$659,852,000

Reproduction of any of above data not



10 reasons why 5 is the buy

- FULL POWER** 100,000 watts
- Mr. Hightower** 1,386 Ft. Above average terrain
- High Ratings**
- ABC Programming**
- Low Cost Per Thousand**
- Merchandising and Promotion**
- Captain KOCO Pop-Eye Cartoons**
- Full Length Movies — Warner Brothers**
- LIVE studios in Oklahoma City**
- Greatest UNduplicated Coverage in Oklahoma**

KOCO-TV channel 5 *Exclusive ABC* *For Oklahoma City*

Cimarron Volley Television Corporation
 Trinity 8-2113 920 Britton Ave. Oklahoma City

REPRESENTED BY BLAIR Television ASSOCIATES INC.

The weather hasn't changed

But NO LONGER DO
THE PEOPLE IN

- WESTERN KENTUCKY
- SOUTHERN ILLINOIS
- SOUTHEAST MISSOURI
- NORTHWEST TENNESSEE

*have to look through snow to
see NBC television programs.*

And more and more time-buyers are becoming fully aware of the new Paducah television station, and are using the Channel Six-Gun to shoot their messages directly into the quarter of million homes served by WPSD-TV.



BEFORE MAY 28, 1957



AFTER MAY 28, 1957



WPSD-TV

NBC

PADUCAH, KY.

How much sales power do you reach?

	Standard Metro. Area	Television Market
Bloomington	\$ 277,746,000	\$ 700,587,000
Birmingham	55,418,000	312,535,000
Boston	596,345,000	1,645,741,000
Butte	3,864,632,000	6,284,668,000
Champaign	131,806,000	1,799,616,000
Charlotte	338,652,000	2,939,154,000
Chattanooga	308,499,000	719,187,000
Cincinnati	8,524,669,000	10,194,760,000
Cleveland	1,331,119,000	2,645,831,000

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. In many instances, the remainder of the coverage area outranks the home county. In Champaign, for example, 90 percent of the television market's spending money is outside the metropolitan area.

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

TELEVISION MAGAZINE

14th year of publication

OTTUMWA, Iowa— Continued

ILLINOIS: Hancock, McDonough;
IOWA: Appanoose, Clarke, Davis, Decatur, Des Moines, Henry, Iowa, Jefferson, Keokuk, Lee, Louisa, Lucas, Mahaska, Marion, Monroe, Poweshiek, Van Buren, Wapello, Washington, Wayne;
MISSOURI: Adair, Chariton, Clark, Gentry, Grundy, Harrison, Knox, Lewis, Linn, Livingston, Macon, Mercer, Putnam, Schuyler, Scotland, Shelby, Sullivan, Worth

PADUCAH, Ky.

Population	712,000
Families	212,700
Retail Sales	\$575,143,000

ILLINOIS: Alexander, Gallatin, Hardin, Johnson, Massac, Pope, Pulaski, Saline, Union, Williamson;
KENTUCKY: Ballard, Caldwell, Calloway, Carlisle, Christian, Crittenden, Fulton, Graves, Hickman, Hopkins, Livingston, Lyon, McCracken, Marshall, Trigg, Union, Webster;
MISSOURI: Cape Girardeau, Mississippi, Scott;
TENNESSEE: Henry, Obion, Weakley

PANAMA CITY, Fla.

Population	162,100
Families	41,800
Retail Sales	\$136,048,000

FLORIDA: Bay, Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Wakulla, Walton, Washington

PARKERSBURG, W. Va.†

Population	117,900
Families	35,600
Retail Sales	\$127,055,000

OHIO: Washington;
WEST VIRGINIA: Wood

† Due to conflicting research data, this market has not been reevaluated pending further study.

PENSACOLA, Fla.

Population	1,106,200
Families	281,400
Retail Sales	\$918,207,000

ALABAMA: Baldwin, Butler, Choctaw, Clarke, Coffee, Conecuh, Covington, Crenshaw, Escambia, Geneva, Houston, Mobile (33%), Monroe, Washington, Wilcox;
FLORIDA: Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington;
MISSISSIPPI: George, Greene, Harrison, Jackson, Pearl River, Perry, Stone

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

KTVO Ch.3 MONOPOLYVILLE, U.S.A.

(Ottumwa, Iowa-Kirksville, Mo.)

A Single Station Market Plus

A single station market of 257,000 people (Residents of Monopolyville, U.S.A.) in that area unserved by the Grade "B" or better signal of ANY OTHER television station.

PLUS . . . 750,000 more residents in 57 counties of Iowa, Missouri and Illinois.

KTVO Channel 3

Maximum Power

1101 Foot Tower

CBS and NBC

Offices: Ottumwa, Iowa

Represented by:
George P. Hollingbery Co.

PEORIA, Ill.†

Population 533,100
 Families 165,900
 Retail Sales \$639,317,000

ILLINOIS: Brown, Cass, Fulton, Logan, McLean, Marshall, Mason, Menard, Peoria, Putnam, Schuyler, Stark, Tazewell, Woodford

† Due to conflicting research data, this market has not been reevaluated pending further study.

PETERSBURG, Va.—See Richmond-Petersburg

PHILADELPHIA, Pa.—WILMINGTON, Del.

Population 6,822,800
 Families 1,969,100
 Retail Sales \$8,129,150,000

DELAWARE: Kent, New Castle, Sussex;

MARYLAND: Cecil;

NEW JERSEY: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Ocean, Salem, Warren;

PENNSYLVANIA: Berks, Bucks, Carbon, Chester, Delaware, Lancaster, Lebanon, Lehigh, Monroe, Montgomery, Montaur, Northampton, Northumberland, Philadelphia, Schuylkill

PHOENIX-MESA, Ariz.

Population 771,200
 Families 212,900
 Retail Sales \$841,659,000

ARIZONA: Apache, Coconino, Gila, Graham, Greenlee, Maricopa, Navajo, Pinal, Santa Cruz, Yavapai

PINE BLUFF-LITTLE ROCK, Ark.

Population 1,438,800
 Families 399,600
 Retail Sales \$1,110,455,000

ARKANSAS: Arkansas, Ashley, Baxter, Bradley, Calhoun, Chicot, Clark, Cleburne, Cleveland, Conway, Craighead, Cross, Dallas, Desha, Drew, Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lawrence, Lee, Lincoln, Logan, Lonoke, Marion, Monroe, Montgomery, Nevada, Ouachita, Perry, Phillips, Pike, Poinsett, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Union, Von Buren, White, Woodruff, Yell;
 MISSISSIPPI: Bolivar, Washington

PITTSBURG, Kan.—JOPLIN, Mo.

Population 661,800
 Families 213,000
 Retail Sales \$622,129,000

ARKANSAS: Benton, Carrall, Washington;
 KANSAS: Allen, Anderson, Bourbon, Cherokee, Coffey, Crawford, Labette, Montgomery,

Neosho, Wilson, Woodson;
 MISSOURI: Barry, Barton, Bates, Cedar, Da Jasper, Lawrence, McDonald, Newton, Warren
 OKLAHOMA: Craig, Delaware, Mayes, Now
 Ottawa

PITTSBURGH, Pa.

Population 4,821
 Families 1,361
 Retail Sales \$5,074,407

MARYLAND: Garrett;
 OHIO: Belmont, Carroll, Columbiana, Harrison, Jefferson, Mahoning, Monroe, Morgan, Noble
 PENNSYLVANIA: Allegheny, Armstrong, Beaver, Butler, Cambria, Clarion, Crawford, Fayette, Forest, Greene, Indiana, Jefferson, Lawrence, Mercer, Somerset, Venango, Washington, Westmoreland;
 WEST VIRGINIA: Barbour, Brooke, Grant, Hancock, Hardy, Harrison, Marlon, Marshall, Monongalia, Ohio, Pendleton, Pleasants, Preston, Randolph, Taylor, Tucker, Tyler, Upshur, Wetzel

PLATTSBURG, N.Y.

Population 492
 Families 133
 Retail Sales \$513,356

NEW YORK: Clinton, Essex, Franklin, St. Lawrence;
 VERMONT: Addison, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orleans, Rutledge, Washington

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WMBD-TV PEORIA AREA MARKET FACTS*

Population 712,503
 Families 223,706
 TV Homes 185,597
 Retail Sales \$865,965,020

*Grade B Coverage area

WMBD-TV Peoria, Serves & Sells the HEART OF ILLINOIS

No. 1 Market in Illinois (except Chicago)

In the 262 Metropolitan areas . . .
 Peoria is in the TOP THIRD
 . . . in Retail Sales
 . . . in Spendable Income

PEORIA Area is a billion dollar, self-contained market . . . isolated from other major markets. WMBD-TV, CBS in Peoria, serves and sells this rich Illinois heartland . . . one of the nation's BEST TEST markets.

WMBD-TV

National Sales Manager Robert M. Riley
 EXCLUSIVE NATIONAL REPRESENTATIVES:
 Peters, Griffin, Woodward, Inc.



IN THE PHILADELPHIA MARKET...

WHICH GOES TO WORK *FASTER?*

Most advertisers agree...WCAU-TV is the fastest way to better sales! They choose the station that offers a combination of priceless ingredients...deeper penetration...greater acceptance...effective merchandising effort...and low cost per thousand. **Right now 4 prime nighttime spots net you 2 out of 3 Philadelphia TV homes a week. The cost per 1,000 families is less than a couple of bottles of your favorite headache tablet.**

Sales are better, faster, when you buy

WCAU-TV

...the station that means business in Philadelphia

Represented Nationally by CBS-TV Spot Sales



as impossible as trying to sell Portland without

KPTV *channel* **12** **NBC**

Shaggy apes aside, the one *sure* way to sell the big-buying Oregon and Southwestern Washington market is with KPTV—your lowest cost-per-thousand buy with top audience and coverage.

Oregon's *FIRST* Television Station • Represented Nationally by the Katz Agency, Inc. • Schedule **KPTV** Portland, Oregon

PORTLAND, Me.

Population 1,257,600
 Families 358,500
 Retail Sales \$1,429,936,000

PORTLAND, Me.

Population 831,500
 Families 241,100
 Retail Sales \$976,261,000

PORTLAND, Ore.

Population 1,696,000
 Families 552,400
 Retail Sales \$1,982,662,000

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Waldo, York;
 NEW HAMPSHIRE: Belknap, Carroll, Coos, Merrimack, Strafford, Sullivan;
 VERMONT: Clinton, Essex;
 RHODE ISLAND: Addison, Caledonia, Chittenden, Franklin, Grand Isle, Lamoille, Orange, Washington, Windsor

MAINE: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, Somerset, Waldo, York;
 NEW HAMPSHIRE: Belknap, Carroll, Coos, Grafton, Strafford;
 VERMONT: Caledonia, Orange

OREGON: Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Deschutes, Douglas, Gilliam, Hood River, Jefferson, Lane, Lincoln, Linn, Marion, Morrow, Multnomah, Polk, Sherman, Tillamook, Wasco, Washington, Yamhill;
 WASHINGTON: Clark, Cowlitz, Klickitat, Lewis, Pacific, Skamania, Wahkiakum

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In every field,

there's one

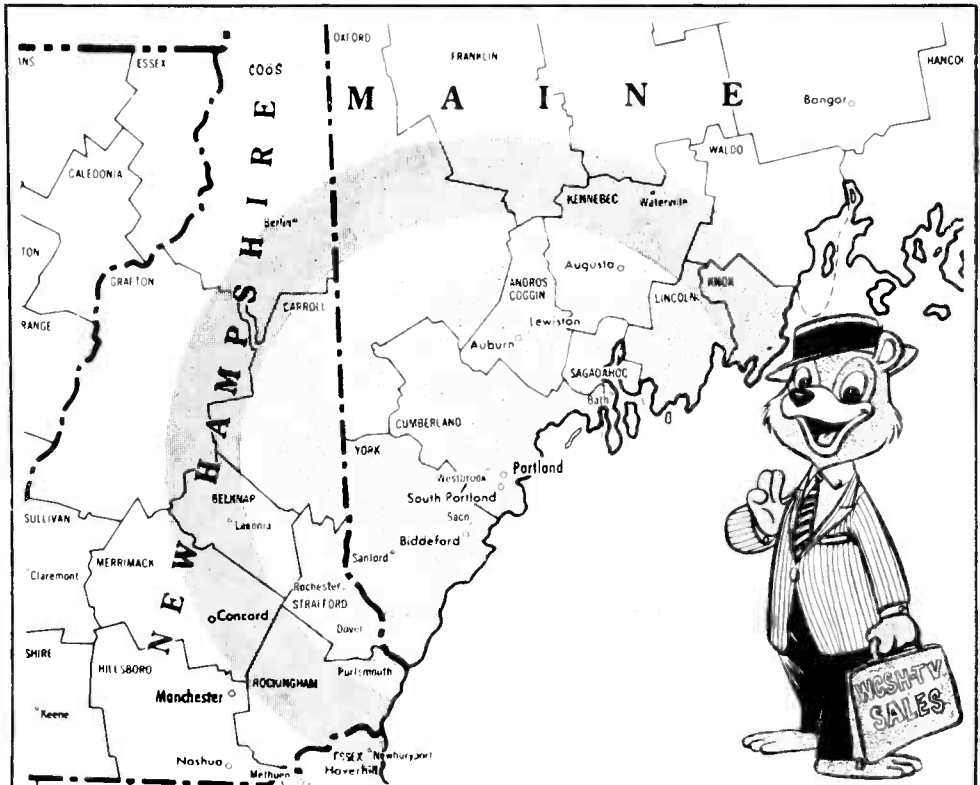
basic reference

source—

in television,

**TELEVISION
 MAGAZINE**

now in its 14th year
 publication



SELL this \$BILLION-PLUS Northeastern Market
 through its top salesman

WCSH-TV

13 counties in 2 states. 238,000 television homes.
 \$1,079,009,900 cons. spend. income. \$867,602,630
 retail sales (SRDS 7/1/57 estimates).

WCSH-TV consistently leads all area polls

WCSH-TV

PORTLAND, MAINE
 Weed-Television

Northern
 New England
 is sold on



PRESQUE ISLE, Me.

Population 152,700
Families 39,700
Retail Sales \$138,702,000

MAINE: Aroostook, Piscataquis, Somerset

PROVIDENCE, R.I.

Population 2,773,900
Families 817,100
Retail Sales \$3,107,350,000

CONNECTICUT: New London, Windham;
MASSACHUSETTS: Barnstable, Bristol, Dukes,
Nantucket, Norfolk, Plymouth, Worcester;
RHODE ISLAND: Bristol, Kent, Newport,
Providence, Washington

QUINCY, III.-HANNIBAL, Mo.

Population 655,200
Families 212,200
Retail Sales \$640,659,000

ILLINOIS: Adams, Brown, Calhoun, Cass,
Fulton, Greene, Hancock, Jersey, McDonough,
Morgan, Pike, Schuyler, Scott;
IOWA: Davis, Lee, Van Buren;
MISSOURI: Adair, Audrain, Callaway, Clark,
Howard, Knox, Lewis, Lincoln, Macon, Marion,
Monroe, Montgomery, Pike, Putnam, Ralls,
Randolph, Schuyler, Scotland, Shelby, Sullivan,
Warren

RALEIGH-DURHAM, N.C.

Population 2,054,100
Families 486,400
Retail Sales \$1,866,454,000

NORTH CAROLINA: Alamance, Bladen,
Caswell, Chatham, Cumberland, Duplin, Durham,
Franklin, Granville, Greene, Guilford, Halifax,
Harnett, Hoke, Johnston, Lee, Lenoir,

Montgomery, Moore, Nash, Northampton,
Orange, Person, Randolph, Robeson, Rockingham,
Sampson, Vance, Wake, Warren, Wayne, Wilson;
VIRGINIA: Brunswick, Charlotte, Halifax,
Mecklenburg, Pittsylvania

RAPID CITY, S.D.

Population 147,800
Families 43,200
Retail Sales \$158,854,000

SOUTH DAKOTA: Bennett, Butte, Custer,
Fall River, Haakon, Harding, Jackson, Jones,
Lawrence, Meade, Mellette, Pennington,
Perkins, Shannon, Stanley, Todd, Washabaugh

REDDING, Cal.

Population 229,200
Families 74,500
Retail Sales \$326,181,000

CALIFORNIA: Butte, Glenn, Lassen, Modoc,
Shasta, Siskiyou, Tehama, Trinity;
OREGON: Klamath (25%), Lake (25%)

RENO, Nev.

Population 220,000
Families 70,000
Retail Sales \$345,256,000

CALIFORNIA: Alpine, Eldorado, Lassen, Mono,
Nevada, Placer, Plumas, Sierra;
NEVADA: Churchill, Douglas, Humboldt, Lyon,
Mineral, Nye, Ormsby, Storey, Washoe

RICHMOND-PETERSBURG, Va.

Population 1,360,200
Families 337,400
Retail Sales \$1,289,155,000

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Extra copies of the Data Book are available—now.

Price: \$2.50 each.

Ziv's dynamic New IMPACT Series!

'TARGET'

Everything viewers look for
in engrossing TV fare . . .

**ACTION-ADVENTURE!
WESTERN!
MYSTERY!
LAW ENFORCEMENT!**



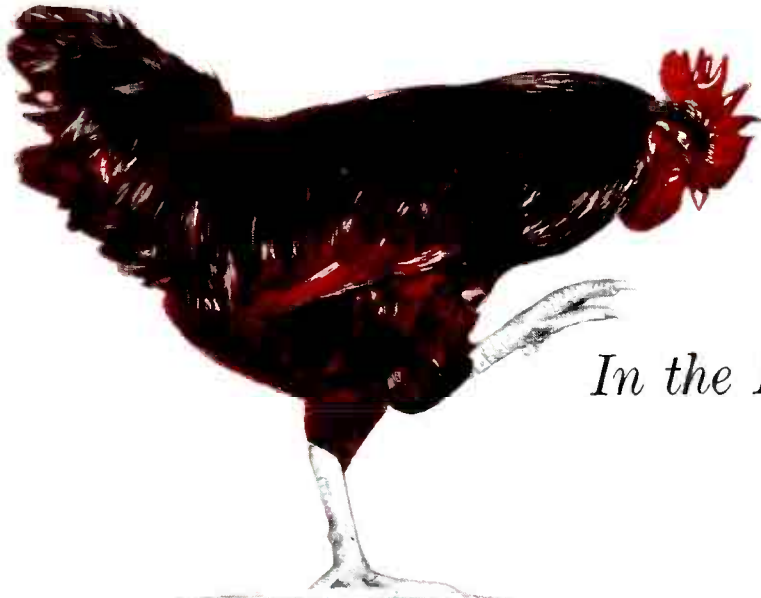
**TV'S PROPELLING
NEW FORCE...**

with
ADOLPHE MENJOU
host!

Henrietta sees **Red**

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

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



In the PROVIDENCE MARKET

WJAR-TV

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



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

MERCHANDISING MUSCLE

**makes us your strong right arm
in the rich Richmond area**

- | | |
|---------------------------------------------------------------|----------------------------------------------------------------|
| 1 IN-STORE FOOD DISPLAYS | 6 COMMUNITY CLUB AWARDS |
| 2 IN-STORE DRUG DISPLAYS | 7 MAILINGS TO RETAILERS |
| 3 IN-STORE FOOD DEMONSTRATIONS,
SAMPLING, COUPONING | 8 PERSONAL CALLS ON JOBBERS,
WHOLESALEERS, RETAILERS |
| 4 STORE WINDOW DISPLAYS | 9 REPORTS TO FOOD ADVERTISERS |
| 5 BARGAIN BAR PROMOTIONS | 10 PROMOTIONAL SPOTS |
| 11 NEWSPAPER ADS | |

WXEX-TV

Tom Tinsley, President

NBC BASIC - CHANNEL 8

Irvin G. Abeloff, Vice-President

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.

RO-PETERSBURG, Va.—Continued

CAROLINA: Gates, Halifax, Hertford, Johnston;

Accomack, Albemarle, Amelia, Appomattox, Augusta, Brunswick, Currituck, Curritow, Dare, Franklin, Giles, Halifax, Hertford, Johnston, King & Queen, King George, Lancaster, Louisa, Lunenburg, Mathews, Mecklenburg, Middlesex, Northampton, Orange, Pamlico, Pasquotank, Perquimans, Rappahannock, Southampton, Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

ROANOKE, Va.

Population	1,759,200
Families	436,700
Retail Sales	\$1,554,643,000

NORTH CAROLINA: Alamance, Caswell, Guilford, Person, Rockingham, Stokes, Vance;

VIRGINIA: Alleghany, Amelia, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Brunswick, Buckingham, Campbell, Carroll, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Grayson, Halifax, Henry, Highland, Lunenburg, Mecklenburg,

Montgomery, Nelson, Nottoway, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe;
WEST VIRGINIA: Greenbrier, Mercer, Monroe, Pocahontas, Summers, Webster

ROCHESTER, Minn.

Population	442,900
Families	126,700
Retail Sales	\$529,810,000

IOWA: Howard, Mitchell, Winneshiek, Worth;
MINNESOTA: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Steele, Wabasha, Winona;
WISCONSIN: Buffalo, Jackson, Pepin, Pierce, Trempealeau

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GETTING IN TO SEE THE CLIENT

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

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

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

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



ZIV'S DYNAMIC NEW IMPACT SERIES!

"TARGET"

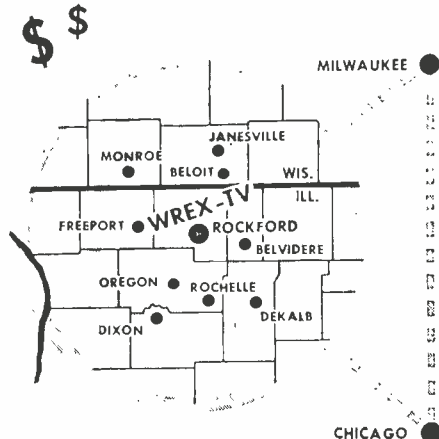
with
ADOLPHE MENJOU
host!



AIMED TO BUILD PRESTIGE FOR YOU!

Add this \$\$\$
BILLION DOLLAR
 \$\$\$ Sales Market \$

at the Western Corner
 of the Midwest's
GOLDEN TRIANGLE



WREX-TV

WREX-TV alone gives positive coverage of this Northern Illinois - Southern Wisconsin market.

- OVER 1,000,000 POPULATION
- OVER A BILLION DOLLARS INCOME
- OVER A BILLION DOLLARS RETAIL SALES
- OVER 260,000 TELEVISION SETS

WREX-TV (only VHF station) programs only the finest CBS and ABC network shows balanced with outstanding local programming.

ARB and TELEPULSE surveys prove viewing audience for:

- All 15 of TOP 15 SHOWS
- 23 of TOP 25 SHOWS
- 32 of TOP 40 SHOWS
- 48 of TOP 62 SHOWS
- 77% of TOP 62 SHOWS

Based on Amer. Research Bureau Survey conducted Dec. 1 thru Dec. 7, 1957

J. M. BAISCH, General Manager
 REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
 ROCKFORD ILLINOIS

ROCHESTER, N.Y.

Population	1,097,300
Families	329,900
Retail Sales	\$1,347,095,000

NEW YORK: Allegany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates

ROCKFORD, III.

Population	806,800
Families	245,000
Retail Sales	\$1,030,963,000

ILLINOIS: Boone, Carroll, DeKalb, Jo Daviess, Lee, McHenry, Ogle, Stephenson, Whiteside (20%), Winnebago;
 IOWA: Dubuque;
 WISCONSIN: Green, Jefferson, Lafayette, Rock, Walworth

ROCK ISLAND, III.-DAVENPORT, Iowa

Population	1,441,900
Families	440,900
Retail Sales	\$1,730,661,000

ILLINOIS: Bureau, Carroll, Fulton, Hancock, Henderson, Henry, Jo Daviess, Knox, Lee, McDonough, Marshall, Mercer, Ogle, Putnam, Rock Island, Stark, Stephenson, Warren, Whiteside, Woodford;
 IOWA: Cedar, Clinton, Davis, Des Moines, Dubuque, Henry, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Muscatine, Scott, Van Buren, Washington;
 WISCONSIN: Grant, Green, Lafayette

ROME, Ga.

Population	
Families	
Retail Sales	

ALABAMA: Cherokee, Cleburne, DeKalb, Etowah, Jackson, Marshall;
 GEORGIA: Bartow, Carroll, Cattoosa, Catoosa, Dade, Douglas, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Polk, Walker, Whitfield

ROSWELL, N.M.

Population	
Families	
Retail Sales	

NEW MEXICO: Chaves, Curry, De Baca, Guadalupe, Lea, Lincoln, Otero, Quay, Roosevelt;
 TEXAS: Bailey, Cochran, Yoakum

SACRAMENTO, Cal.

Population	
Families	
Retail Sales	\$1,812,000,000

CALIFORNIA: Alpine, Amador, Butte, Colusa, Contra Costa (15%), Eldorado, Lake, Lassen, Mariposa, Modoc, Mono, Placer, Plumas, Sacramento, San Joaquin, Sierra, Solano, Stanislaus, Sutter, Tuolumne, Yolo, Yuba;
 NEVADA: Douglas, Lyon, Ormsby, Storey

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STORIES only fate could write!

"TARGET"

ZIV'S
 DYNAMIC
 NEW
IMPACT!
 SERIES!

TV's PROPELLING
 NEW FORCE...

AIMED TO HIT
 RATINGS FAST!



SAGINAW CITY, Mich.

Population 1,191,600
 Families 342,900
 Retail Sales \$1,382,368,000

Alcona, Alpena, Arenac, Bay,
 Benoni, Crawford, Genesee, Gladwin,
 Houghton, Iosco, Isabella, Lapeer,
 Leelanau, Montmorency, Ogemaw, Oscoda,
 Presque Isle, Roscommon, Saginaw,
 Tuscola, Van Dyke, Shiawassee, Tuscola

ST. LOUIS, Mo.

Population 762,200
 Families 244,000
 Retail Sales \$774,410,000

Adair, Atchison, Buchanan,
 Buchanan, Harrison, Holt,
 Holt, Livingston, Mercer, Nodaway,
 Reynolds, Saline, Worth;
 Retail: Nemaha, Pawnee, Richardson

ST. LOUIS, Mo.

Population 2,929,100
 Families 904,300
 Retail Sales \$3,214,067,000

Adair, Bond, Calhoun, Clay, Clinton,
 Franklin, Fayette, Franklin, Greene, Jackson,
 Jefferson, Jersey, Macoupin, Madison, Marion,
 Montgomery, Morgan, Perry, Pike,
 St. Clair, Scott, Washington, Wayne,
 Wayne;
 Retail: Bollinger, Cape Girardeau, Crawford,
 Franklin, Gasconade, Iron, Jefferson,
 Madison, Marion, Miller, Monroe,
 Osage, Perry, Phelps, Pike, Ralls,
 St. Francois, St. Louis,
 Warren, Washington, Wayne

PENSACOLA-TAMPA, Fla.

Population 1,311,300
 Families 398,300
 Retail Sales \$1,687,508,000

Alachua, Brevard, Charlotte, Citrus,
 Duval, Duval, Dixie, Franklin, Gilchrist,
 Hardee, Hendry, Hernando, Highlands,
 Lake, Lafayette, Lake, Lee, Levy,
 Manatee, Marion, Okeechobee,
 Pasco (33%), Osceola, Pasco, Pinellas, Polk,
 Santa Rosa, Sumter, Wakulla

SAN FRANCISCO-MONTEREY, Cal.

Population 584,800
 Families 185,500
 Retail Sales \$754,789,000

Alameda, Contra Costa, Merced (20%), Monterey,
 San Benito, San Luis Obispo, Santa
 Clara (50%), Santa Clara (6%), Santa Cruz,
 Stanislaus, Tuolumne

For definition, Television Magazine. Market
 Sales Management '57 Survey of Buying
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 permitted.

THE BIG Link

between San Francisco and Los Angeles

The ONLY Advertising Buy Covering California's 3rd TV Market Territory

KSBW-TV

KSBY-TV

CBS-NBC-ABC

San Francisco
 San Jose
 Hollister
 SALINAS
 Monterey
 King City
 Coalinga
 MICROWAVE RELAY
 PASO ROBLES
 SAN LUIS OBISPO
 KSBW-TV
 KSBY-TV
 SANTA BARBARA
 LOS ANGELES
 Madera
 Fresno
 Hanford
 Tulare
 Bakersfield

You can now bridge the gap between San Francisco and Los Angeles with the unduplicated coverage and simultaneous programming of the Gold Coast Stations—KSBW-TV and KSBY-TV.

CBS-NBC-ABC

Mail Address, KSBW-TV
 P.O. Box 1651, Salinas, Calif.

Represented by—
 H-R TELEVISION, INC.

ON SUNDAY, MARCH
Channel 4 in St. Louis
CBS Owned KMOX-TV
bringing new viewing
to more than 775,000
families in Mid-America
CBS Television Network
of entertainment, new
information programs
the great feature film
Warner Brothers, Columbia
and 20th Century-Fox
local shows patterned to
tastes and designed to
KMOX-TV to play an essential
role in the public affairs
the St. Louis community

KMOX-TV

Without the "TV," the
letters have meant fine
for the past 33 years.
with "TV" added, the
the beginning of a new
exciting era of great
service for Mid-America

**Formerly KWK-TV.*

KTV

The new
KMOX-TV
Channel 4
St. Louis
CBS Owned
Represented by
CBS Television
Spot Sales

penetrating the charcoal gray curtain

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

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

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

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

TELEVISION **MAGAZINE**
422 MADISON AVE., N.Y.

atched
a child die
fcancer



was too weak to speak . . .
the child of eight. But the
were plain to see in her eyes:
"and you make me well
Doctor?"
terribly hard . . . even for a
who sees tragedy enough
to watch a child fade from the
of life—a victim of cancer.
had succeeded in prolong-
her life by many months—
in so recent advances in the
treatment of leukemia.

But that's not enough! Cancer
is a disease that ranks today as the
number 1 disease-killer of child-
ren. We can . . . we must . . . find
a way to battle it, and win over it.
Research, supported by the
American Cancer Society, is striv-
ing towards that goal.

Be active . . . boldly, generous-
ly. Join the American Cancer Society
today . . . and help eliminate
this mortal enemy which will take
the lives of more than 250,000
Americans this year alone.
Send your gift to CANCER in
care of your local post office.

**AMERICAN
CANCER
SOCIETY**

SALISBURY, Md.†

Population	199,600
Families	59,500
Retail Sales	\$260,349,000

DELAWARE: Sussex;
MARYLAND: Somerset, Wicomico, Worcester;
VIRGINIA: Accomack

† Due to conflicting research data, this market
has not been reevaluated pending further study.

SALT LAKE CITY, Utah

Population	909,800
Families	251,300
Retail Sales	\$994,285,000

IDAHO: Bannock, Bear Lake, Caribou, Cassia,
Franklin, Oneida, Power;
NEVADA: Elko, White Pine;
UTAH: Box Elder, Cache, Carbon, Daggett,
Davis, Duchesne, Emery, Grand, Juab, Millard,
Morgan, Rich, Salt Lake, Sanpete, Sevier,
Summit, Tooele, Uintah, Utah, Wasatch,
Weber;
WYOMING: Lincoln, Uinta

SAN ANGELO, Tex.

Population	132,200
Families	38,200
Retail Sales	\$153,061,000

TEXAS: Coleman, Concho, Crockett, McCulloch,
Menard, Runnels, Schleicher, Sutton, Tom Green

SAN ANTONIO, Tex.

Population	1,363,000
Families	355,500
Retail Sales	\$1,325,218,000

TEXAS: Aransas, Atascosa, Bandera, Bee, Bexar,
Blanco, Caldwell, Calhoun, Colorado, Comal,
Concha, Crockett, De Witt, Dimmit, Duval,
Edwards, Fayette, Frio, Gillespie, Goliad,
Gonzales, Guadalupe, Hays, Jackson, Jim Hogg,

Jim Wells, Karnes, Kendall, Kerr, Kimble,
Kinney, Kleberg, La Salle, Lavaca, Live Oak,
Llano, McCulloch, McMullen, Mason, Matagorda,
Maverick, Medina, Menard, Real, Refugio,
San Patricio, San Saba, Schleicher, Starr, Sutton,
Uvalde, Victoria, Webb, Wilson, Zapata, Zavala

SAN DIEGO, Cal.-TIJUANA, Mex.

Population	944,700
Families	306,600
Retail Sales	\$1,104,090,000

CALIFORNIA: Imperial, San Diego

SAN FRANCISCO, Cal.

Population	4,398,200
Families	1,423,900
Retail Sales	\$5,777,829,000

CALIFORNIA: Alameda, Alpine, Amador, Butte,
Calaveras, Colusa, Contracosta, Eldorado, Glenn,
Lake, Marin, Mariposa, Mendocino, Mono,
Monterey, Napa, Placer, Plumas, San Benito,
San Francisco, San Joaquin, San Mateo,
Santa Clara, Santa Cruz, Sierra, Solano, Sonoma,
Stanislaus, Sutter, Tuolumne, Yolo, Yuba

SAN JOSE, Cal.

Population	750,500
Families	233,400
Retail Sales	\$945,435,000

CALIFORNIA: Monterey, San Benito, Santa
Clara, Santa Cruz

SAN LUIS OBISPO, Cal.—See Salinas-Monterey

SANTA BARBARA, Cal.

Population	336,100
Families	104,700
Retail Sales	\$412,952,000

CALIFORNIA: San Luis Obispo, Santa Barbara,
Ventura

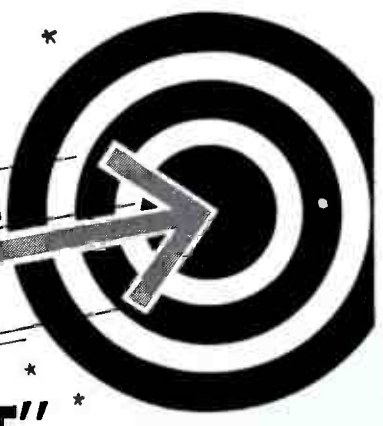
Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power.
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Aimed to hit your
market with
IMPACT!

**TV'S PROPELLING
NEW FORCE . . .**

"TARGET"

Ziv's dynamic new impact
series with Adolphe Menjou, host.



Dominating
**A BILLION
 DOLLAR
 3 STATE
 MARKET AREA**
CHANNEL 3 KTBS-TV
 ARB Nov. '57 Metro Shreveport
 Survey proves it

DOMINATING
 Morning, Afternoon
 and Night time
 in quarter-hours rated

DOMINATING
 7 days a week . . .
 leading in 54% of all
 quarter hours rated



The Biggest Show on Earth

SHREVEPORT, LOUISIANA
 KTBS - dominates a 3 state
 Billion Dollar Market - East
 Texas, North Louisiana and
 South Arkansas - Heart of
 the Industrial Gulf South.

E. NEWTON WRAY,
 President and Gen'l Mgr.



Ask your PTRY man

SAVANNAH, Ga.

Population	577,800
Families	151,400
Retail Sales	\$495,182,000

GEORGIA: Appling, Bacon, Ben Hill, Brantley, Bryan, Bulloch, Burke, Camden, Candler, Charlton, Chatham, Effingham, Emanuel, Evans, Glynn, Jeff Davis, Jenkins, Liberty, Long, McIntosh, Montgomery, Pierce, Screven, Tattnall, Telfair, Toombs, Treutlen, Ware, Wayne, Wheeler;
 SOUTH CAROLINA: Beaufort, Hampton, Jasper

SCHENECTADY-ALBANY-TROY, N.Y.

Population	1,818,900
Families	550,500
Retail Sales	\$2,155,419,000

MASSACHUSETTS: Berkshire, Franklin;
 NEW HAMPSHIRE: Sullivan;
 NEW YORK: Albany, Columbia, Delaware, Dutchess, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington;
 VERMONT: Addison, Bennington, Chittenden, Rutland, Washington, Windsor

SCRANTON-WILKES-BARRE, Pa.

Population	1,050,800
Families	299,200
Retail Sales	\$974,552,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Sullivan, Susquehanna, Union, Wyoming

SEATTLE-TACOMA, Wash.

Population	1,730,800
Families	568,100
Retail Sales	\$2,125,707,000

OREGON: Clatsop;
 WASHINGTON: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

SEDALIA, Mo.

Population	114,400
Families	38,100
Retail Sales	\$104,847,000

MISSOURI: Benton, Cooper, Henry, Hickory, Moniteau, Morgan, Pettis, St. Clair

**Is this
 your
 Data Book?**

If you're relying on route-list or departmental copies of TELEVISION MAGAZINE, now is the time to get a subscription of your own and your personal copy of the Data Book FREE. Send us your order—12 full months of TELEVISION MAGAZINE for \$5.00.

Extra copies of the Data Book available—now.

Price: \$2.50 each.

SHREVEPORT, La.

Population	1,018,400
Families	300,000
Retail Sales	\$1,018,400,000

ARKANSAS: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Sevier,
 LOUISIANA: Bienville, Bossier, Caddo, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Union, Vernon, Webster
 OKLAHOMA: McCurtain;
 TEXAS: Angelina, Bowie, Camp, Cass, Harrison, Marion, Morris, Nacogdoches, Red River, Rusk, San Augustine, Shelby, Upshur, Wood

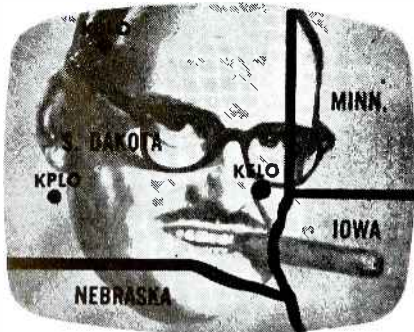
SIoux CITY, Iowa

Population	1,030,000
Families	300,000
Retail Sales	\$1,150,500,000

IOWA: Buena Vista, Carroll, Cherokee, Crawford, Dickinson, Emmet, Harrison, Humboldt, Ida, Lyon, Monona, O'Brien, Palo Alto, Plymouth, Pocahontas, Sac, Woodbury;

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HOW TO GET FROM MINNEAPOLIS TO OMAHA!



There's a billion-dollar market in-between, not reached by either Minneapolis or Omaha. It's **KEL-O-LAND**—over a million people, all dialed exclusively to **KELO** and its boosters, **KDLO** and **KPLO**. And Joe Floyd delivers it all to you for one single-station buy!

CBS
ABC
NBC

KEL-O-LAND

KELO TV SIOUX FALLS **11**

KDLO TV ABERDEEN HURON WATERTOWN **3**

KPLO TV PIERRE WINNER CHAMBERLAIN **6**

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.
REPRESENTED BY H-R
In Minneapolis: Bulmer & Johnson, Inc.

SIOUX CITY, Iowa—Continued

MINNESOTA: Cottonwood, Jackson, Murray, Nobles, Pipestone, Rock, Watonwan;
NEBRASKA: Antelope, Blaine, Boyd, Brown, Burt, Cedar, Cuming, Dakota, Dixon, Garfield, Holt, Keya Paha, Knox, Loup, Madison, Pierce, Platte, Rock, Thurston, Wayne, Wheeler;
SOUTH DAKOTA: Aurora, Bon Homme, Brule, Charles Mix, Clay, Davison, Douglas, Gregory, Hanson, Hutchinson, Lake, Lincoln, Lyman, McCook, Miner, Minnehaha, Moody, Sanborn, Tripp, Turner, Union, Yankton

SIOUX FALLS, S. D.

Population	966,100
Families	279,400
Retail Sales	\$1,013,122,000

IOWA: Clay, Dickinson,, Lyon, O'Brien, Osceola, Plymouth, Sioux;
MINNESOTA: Big Stone, Chippewa, Cottonwood, Grant, Jackson, Lac Qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Rock, Stevens, Swift, Traverse, Watonwan, Yellow Medicine;
NEBRASKA: Antelope, Boyd, Brown (25%), Holt, Keya Paha (25%), Knox, Pierce, Rock (25%);
SOUTH DAKOTA: Aurora, Beadle, Bennet, Bon Homme, Brookings, Brown, Brule, Buffalo, Campbell, Charles Mix, Clark, Clay, Codington, Davison, Day, Deuel, Douglas, Edmunds, Faulk, Grant, Gregory, Haakon, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jackson, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Mellette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Union, Walworth, Washabaugh, Yankton

SOUTH BEND-ELKHART, Ind.

Population	705,500
Families	216,300
Retail Sales	\$819,041,000

INDIANA: Elkhart, Fulton, Kosciusko, Marshall, Pulaski, St. Joseph, Starke, Steuben, Whitley;
MICHIGAN: Berrien, Cass, St. Joseph

SPARTANBURG-GREENVILLE, S.C.

Population	1,851,600
Families	469,500
Retail Sales	\$1,436,632,000

GEORGIA: Banks, Elbert, Franklin, Habersham, Hart, Lincoln, Madison, Oglethorpe, Rabun, Stephens, Taliaferro, Towns, White, Wilkes;
NORTH CAROLINA: Buncombe, Burke, Caldwell, Catawba, Clay, Cleveland, Gaston, Haywood, Henderson, Jackson, Lincoln, McDowell, Macon, Madison, Polk, Rutherford, Swain, Transylvania, Yancey;
SOUTH CAROLINA: Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not licensed.

W S j
SOUTH BEND ELKHART



now
telecasting
from
our new

SOUTH BEND



tower...
highest
in
Northern
Indiana!



BUY BOTH—SAVE

W S j v **2**
SOUTH BEND ELKHART

w k j g **3**
FORT WAYNE

see **H-R** today!



Overnight to the client's emergency conference . . . one night to schedule the best media for "shock treatment" in a sick market . . . working it out in a Pullman room cluttered with sad-sounding sales reports . . . finding their answers in their up-to-date, portable "media files" . . . their copies of SRDS . . .

and if you have a Service-Ad in SRDS

you are there

selling by helping people buy

Note: Ask your SRDS service salesman to show you the surveys that report the frequency of use of SRDS by advertisers and agency men.

N. Y. C. - Murray Hill 9-6620

CHI. - Hollycourt 5-2400 • L. A. - Dunkirk 2-8576

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

Walter E. Botthol, *Publisher*

1740 Ridge Avenue, Evanston, Ill. Davis 8-5600
Sales Offices - Evanston, New York, Los Angeles





**SPOKANE, Washington
and the INLAND EMPIRE'S
"MISSING
CITY"**

FOUND! . . . A MISSING CITY OF 20,000

television sets . . . completely bound, wrapped and covered by KXLY-TV only! When you buy any other station, you are completely missing 20,000 fringe area TV sets. KXLY-TV gives you all of the BILLION DOLLAR Spokane and Inland Empire market, including the MISSING CITY!

HIGHEST TOWER IN THE NORTHWEST!

FROM HIGH ATOP 6,000 FOOT MOUNT SPOKANE, KXLY-TV BLANKETS THE INLAND EMPIRE WITH A COVERAGE PATTERN 240 MILES IN DIAMETER.

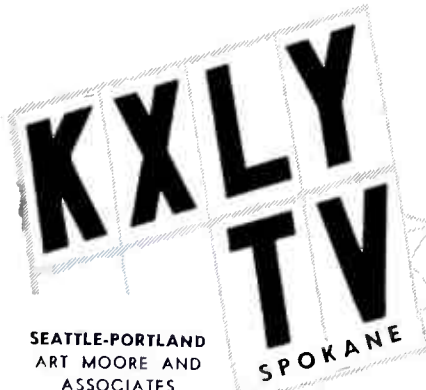
NOTHING HAS BEEN LEFT UNCOVERED!

From the snowy slopes of the Canadian Rockies, to the rich interior of Eastern Oregon . . . from the vital mining areas of Western Montana, to the lush wheat lands of Central Washington . . . KXLY-TV covers the Northwest's vast Inland Empire—over a million people — over 250,000 sets!

LOCAL ADVERTISERS FAVOR KXLY-TV

For 3 years running, KXLY-TV has consistently been the local advertiser's favorite — up to 50% more than nearest station.

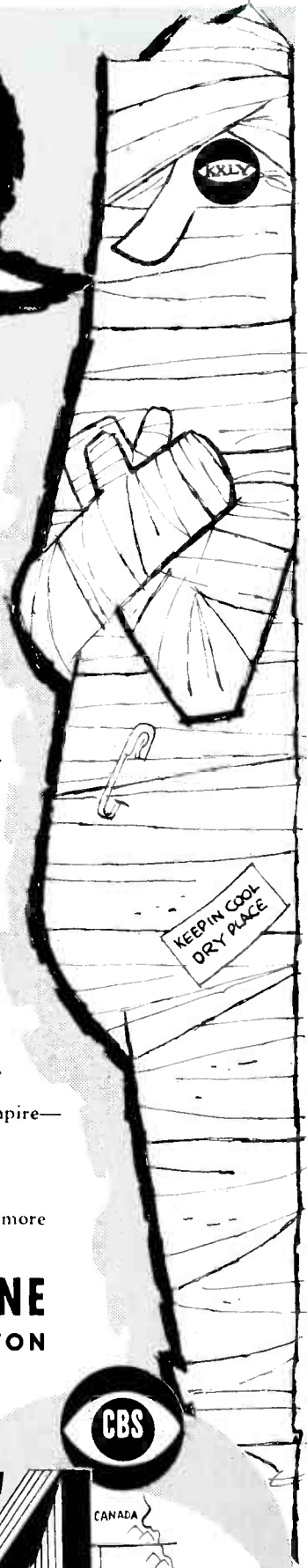
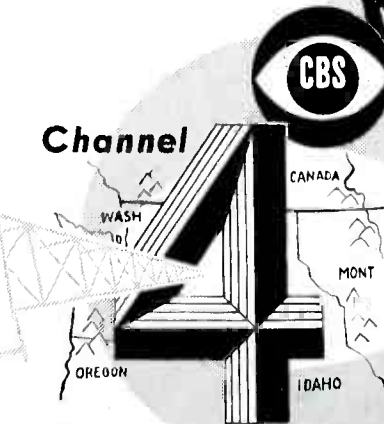
**SPOKANE
WASHINGTON**



SEATTLE-PORTLAND
ART MOORE AND
ASSOCIATES

REPRESENTATIVES: AVERY-KNODEL
DETROIT • SAN FRANCISCO • LOS ANGELES •
DALLAS • ATLANTA • NEW YORK • CHICAGO

Channel



SPOKANE, Wash.

Population
Families
Retail Sales

IDAHO: Benewah, Bonner, Bounding
Clearwater, Idaho, Kootenai, Latah
Nez Perce, Shoshone;
MONTANA: Flathead, Lincoln, Missoula
OREGON: Baker, Umatilla, Union,
WASHINGTON: Adams, Asotin, Clallam,
Columbia, Douglas, Ferry, Franklin,
Grant, Kittitas, Lincoln, Okanogan,
Spokane, Stevens, Walla Walla, Y

SPRINGFIELD, Ill.†

Population
Families
Retail Sales

ILLINOIS: Brown, Cass, Christian,
Macoupin, Mason, Menard, Morgan,
Schuyler

† Due to conflicting research data
has not been reevaluated pending

SPRINGFIELD-HOLYOKE, Mass.

Population
Families
Retail Sales

CONNECTICUT: Hartford, Tolland,
MASSACHUSETTS: Franklin, Hampshire,
Hampshire

† Due to conflicting research data,
has not been reevaluated pending

SPRINGFIELD, Mo.

Population
Families
Retail Sales

ARKANSAS: Boone, Carroll, Madison,
MISSOURI: Barry, Barton, Camden,
Christian, Dade, Dallas, Douglas,
Howell, Laclede, Lawrence, Ozark,
Pulaski, Stone, Taney, Texas, Webster

STEUBENVILLE, Ohio

Population
Families
Retail Sales

OHIO: Belmont, Carroll, Columbiana,
Guernsey, Harrison, Jefferson, Monroe,
Noble, Tuscarawas;
PENNSYLVANIA: Beaver, Butler, Fayette,
Greene, Lawrence, Mercer, Washington,
WEST VIRGINIA: Barbour, Braxton,
Hancock, Harrison, Lewis, Marion,
Monongalia, Ohio, Pleasants, Prestonsburg,
Taylor, Tyler, Upshur, Wetzel

SUPERIOR, Wis.—See Duluth

Market definition, Television Magazine
data, Sales Management '57 Survey
Power. Reproduction of any of above
licensed.

WAB, Tex.
 Population 267,000
 Families 77,300
 Retail Sales \$304,478,000

Beaman, Coke, Fisher, Haskell, Howard,
 McMill, Nolan, Runnels, Scurry,
 Sewall, Taylor, Throckmorton,

WABY, N.Y.
 Population 1,761,700
 Families 519,400
 Retail Sales \$2,057,982,000

Albany, Cayuga, Chemung, Chenango,
 Hamilton, Herkimer, Jefferson, Lewis,
 Madison, Onondaga, Ontario, Oswego,
 Seneca, Schuyler, Seneca, Steuben,
 Sullivan, Wayne, Yates;
 NYLA: Tioga

WABT, Wash.
 Population 1,730,800
 Families 568,100
 Retail Sales \$2,125,707,000

Asotin, Clatsop;
 WA-TV: Clallam, Grays Harbor, Island,
 Jefferson, Kitsap, Kittitas, Lewis, Mason,
 Okanogan, San Juan, Skagit, Snohomish,
 Thurston, Wahkiakum, Whatcom

WABW, Fla.-THOMASVILLE, Ga.
 Population 748,700
 Families 190,900
 Retail Sales \$620,112,000

Alachua, Houston;
 FL-TV: Bay, Calhoun, Columbia, Dixie,
 Duval, Gadsden, Gilchrist, Gulf, Hamilton,
 Jefferson, Lafayette, Leon, Liberty,
 Madison, Manatee, Taylor, Wakulla;
 GA-TV: Atkinson, Baker, Ben Hill, Berrien,
 Clinch, Clinch, Coffee, Colquitt, Cook,
 DeKalb, Echols, Grady, Irwin, Lanier,
 Mitchell, Seminole, Thomas,
 Turner, Worth

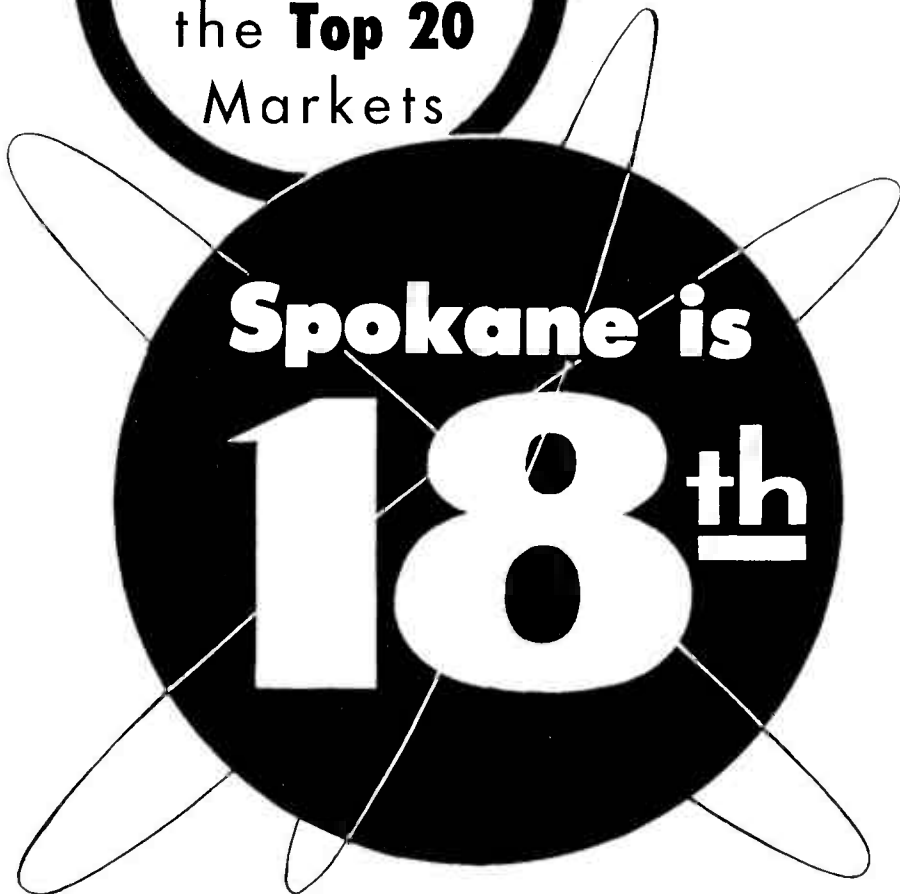
WABP, PETERSBURG, Fla.
 Population 1,311,300
 Families 398,300
 Retail Sales \$1,687,508,000

Alachua, Brevard, Charlotte, Citrus,
 Duval, Gadsden, Gilchrist, Hamilton,
 Hendry, Hernando, Highlands,
 Jefferson, Lafayette, Lake, Lee, Levy,
 Manatee, Marion, Okeechobee,
 Osceola, Pasco, Pinellas, Polk,
 Sumter, Wakulla

Market Definition, Television Magazine. Market
 Size Management '57 Survey of Buying
 Power. Production of any of above data not
 guaranteed.

SPOKANE is a must

If your
Campaign
is aimed at
the **Top 20**
Markets



A vast region isolated by the two greatest mountain ranges in the U. S., the Spokane market has over 1,000,000 population, income over \$2,000,000,000 . . . annual retail sales over \$1,000,000,000. With 305,000 homes in the Television market, TV is the ONE and ONLY media that delivers complete coverage of this rich Inland Empire, over 300 miles from the nearest metropolitan area.

get complete coverage

KREM-TV

channel



Represented by
Edward Petry & Co. inc.

A CROWN Station

TEMPLE-WACO, Tex.

Population	702,700
Families	202,000
Retail Sales	\$671,492,000

TEXAS: Bastrop, Bell, Bosque, Brazos, Brown, Burleson, Burnet, Comanche, Concho, Coryell, Erath, Falls, Freestone, Hamilton, Hill, Houston, Lampasas, Lee, Leon, Limestone, Llano, McCulloch, McLennan, Madison, Mason, Menard, Milam, Mills, Navarro, Robertson, San Saba, Somervell, Williamson

TERRE HAUTE, Ind.

Population	885,600
Families	278,500
Retail Sales	\$917,879,000

ILLINOIS: Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Edwards, Effingham, Fayette, Jasper, Lawrence, Richland, Vermillion, Wabash, Wayne;
INDIANA: Clay, Daviess, Fountain, Gibson, Greene, Knox, Martin, Monroe, Montgomery, Owen, Parke, Pike, Putnam, Sullivan, Vermillion, Vigo, Warren, Warrick

TEXARKANA, Tex.

Population	619,900
Families	173,600
Retail Sales	\$459,529,000

ARKANSAS: Clark, Columbia, Dallas, Hempstead, Howard, Lafayette, Little River, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Sevier;
LOUISIANA: Claiborne, Webster;
OKLAHOMA: Choctaw, McCurtain, Pushmataha;
TEXAS: Bowie, Camp, Cass, Franklin, Harrison, Lamar, Marion, Morris, Red River, Titus, Upshur, Wood

THOMASVILLE, Ga.-TALLAHASSEE, Fla.

Population	748,700
Families	190,900
Retail Sales	\$620,112,000

ALABAMA: Houston,

FLORIDA: Bay, Calhoun, Columbia, Dixie, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwannee, Taylor, Wakulla,
GEORGIA: Atkinson, Baker, Ben Hill, Berrien, Brooks, Calhoun, Clinch, Coffee, Colquitt, Cook, Decatur, Early, Echols, Grady, Irwin, Lanier, Lowndes, Miller, Mitchell, Seminole, Thomas, Tift, Turner, Worth

TOLEDO, Ohio

Population	1,376,900
Families	416,700
Retail Sales	\$1,680,482,000

MICHIGAN: Hillsdale, Lenawee, Monroe;
OHIO: Allen, Crawford, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Huron, Lucas, Ottawa, Pouding, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot

TOPEKA, Kan.

Population	714,800
Families	225,200
Retail Sales	\$719,277,000

KANSAS: Allen, Anderson, Atchison, Bourbon, Brown, Chase, Clay, Coffey, Dickinson, Doniphan, Douglas, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marion, Marshall, Miami, Morris, Nemaha, Osage, Pottawatomie, Republic, Riley, Shawnee, Wabaunsee, Washington, Woodson

TRAVERSE CITY, Mich.

Population	241,500
Families	68,500
Retail Sales	\$281,391,000

MICHIGAN: Alger, Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Leelanau, Luce, Mackinac, Manistee, Missaukee, Otsego, Roscommon, Schoolcraft, Wexford

TUCSON, Ariz.

Population	
Families	
Retail Sales	

ARIZONA: Cochise, Pima, Pinal, Santa

TULARE, Cal.—See Fresno-Tulare**TULSA, Okla.**

Population	
Families	
Retail Sales	

ARKANSAS: Benton, Sebastian, Van Buren
KANSAS: Chautauqua, Cowley, Ellsworth, Labette, Montgomery, Nowata, Winfield
MISSOURI: McDonald, Newton
OKLAHOMA: Adair, Cherokee, Craig, Delaware, Haskell, Hughes, Kay, LeFlore, Lincoln, McIntosh, Mayes, Nowata, Nowata, Okfuskee, Okmulgee, Ottawa, Pawnee, Payne, Pittsburg, Seminole, Sequoyah, Tulsa, Wagoner, Washington

TUPELO, Miss.

Population	
Families	
Retail Sales	

ALABAMA: Franklin, Monroe;
MISSISSIPPI: Calhoun, Chickasaw, Hinds, Lee, Monroe, Pontotoc, Prentiss, Tippah, Tishomingo, Union

TWIN FALLS, Ida.

Population	
Families	
Retail Sales	

IDAHO: Bingham, Blaine, Butte, Camas, Elmore, Gooding, Jerome, Lincoln, Oneida, Owyhee, Power, Twin Falls

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data not to be used without permission.

40% penetration
in its 94 Kansas
county coverage area

TOPEKA—
Single station market with
100,000 unduplicated families

TAKE A GOOD LOOK

AT THE CHOICE OF KANSANS

2 to 1 listenership over its nearest competitor in 11 county Topeka trade area
Nielsen Coverage Study

2 to 1 lead over all out-of-state competitors in "station viewed most" both day & night
ARB 1957

CBS - RADIO

WIBW

TOPEKA, KANSAS

TV · CBS · ABC

COVERAGE • PROMOTION • MERCHANDISING • RESULTS

Population 577,000
 Families 163,800
 Retail Sales \$544,111,000

Advisors: Anderson, Camp, Cass, Cherokee, Delta, Ferguson, Harrison, Henderson, Hopkins, Jones, Nacogdoches, Panola, Rains, Sisk, San Augustine, Shelby, Smith, Van Zandt, Wood

NEW YORK

Population 529,200
 Families 158,100
 Retail Sales \$593,293,000

Advisors: Chenango, Herkimer, Lewis, Montgomery, Oneida, Otsego

INDIANA

Population 845,200
 Families 228,700
 Retail Sales \$869,642,000

Advisors: Becker, Beltrami, Big Stone, Cass, Clinton, Douglas, Grant, Hubbard, Johnson, Anomen, Marshall, Norman, Tipton, Jennings, Polk, Pope, Red Lake, Whites, Traverse, Wadena, Wilkin; HIAOTA: Barnes, Benson, Cass, Dickey, Eddy, Foster, Grand Forks, Moore, Logan, McIntosh, Nelson, Pierce, Ramsey, Ransom, Richland, Shafer, Sheridan, Steele, Stutsman, Thrift, Walsh, Wells; HIAOTA: Brown, Campbell, Day, Hancock, McPherson, Marshall, Roberts,

OKLAHOMA, Tex.

Population 702,700
 Families 202,000
 Retail Sales \$671,492,000

Advisors: Bitrop, Bell, Bosque, Brazos, Brown, Burnett, Comanche, Concho, Coryell, Freestone, Hamilton, Hill, Houston, LeFlore, Leon, Limestone, Llano, McClennan, Madison, Mason, McClain, Mills, Navarro, Robertson, Scott, Somervell, Williamson

MARYLAND

Population 3,246,900
 Families 895,000
 Retail Sales \$3,730,519,000

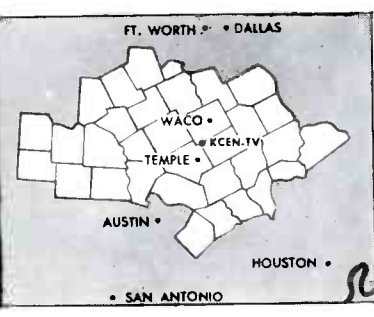
Advisors: DISTRICT OF COLUMBIA: District of Columbia; MARYLAND: Allegheny, Anne Arundel, Calvert, Carroll, Charles, Dorchester, Frederick, Garrett, Kent, Montgomery, Prince George's, St. Marys, Somerset, Talbot, Wicomico, Worcester; VIRGINIA: Adams, Franklin, Fulton; WEST VIRGINIA: Accomack, Arlington, Caroline, Culpeper, Essex, Fairfax, Fauquier, Greene, King & Queen, King George, Loudoun, Lancaster, Loudoun, Madison, Stafford, Orange, Page, Prince William, Loudoun, Richmond, Shenandoah, Stafford, Warren, Westmoreland; VIRGINIA: Berkeley, Hampshire, Mineral, Morgan

Market definition, Television Magazine. Market Sales Management '57 Survey of Buying and Selling. No reproduction of any of above data not permitted.

TO GET YOUR SHARE OF TEXAS BUSINESS

have at least 5 markets on your list . . .

... AND BE SURE ONE OF THEM IS THE **WACO-TEMPLE CENTRAL TEXAS MARKET**



BEST SERVED BY **KCEN-TV**

5th Television Market in Texas

ARB WACO-TEMPLE TOTAL TELEVISION AREA STATION SHARE OF AUDIENCE SUMMARY
 December, 1957

MONDAY THRU FRIDAY	54.8	SATURDAY	53.8
Sign-on to 9:00 A.M.	81.6	Sign-on to 6:00 P.M.	45.8
9:00 A.M. to 12:00 Noon		6:00 P.M. to 10:00 P.M.	42.9
Sign-on to Noon	73.3	10:00 P.M. to Midnight	
Noon to 3:00 P.M.	56.8	SUNDAY	45.6
3:00 P.M. to 6:00 P.M.	58.3	Sign-on to 6:00 P.M.	51.2
Noon to 6:00 P.M.	57.8	6:00 P.M. to 10:00 P.M.	49.4
6:00 P.M. to 10:00 P.M.	59.6	10:00 P.M. to Midnight	
10:00 P.M. to Midnight	43.9	SUNDAY THRU SATURDAY	56.5
6:00 P.M. to Midnight	57.9	6:00 P.M. to 10:00 P.M.	44.7
		10:00 P.M. to Midnight	
		6:00 P.M. to Midnight	55.1

SIGN-ON TO SIGN-OFF — 57.4

Serving the Waco-Temple Market and all Central Texas

KCEN-TV



INTERCONNECTED AFFILIATE
 Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building. Ph. Plaza 6-0332. TWX: Eddy, Texas, 8486.

National Representatives:
BLAIR TELEVISION ASSOCIATES, INC.

POPULATION **702,700**
 FAMILIES **202,000**
 SET COUNT **156,570**

KAKE-TV INCREASES LEAD IN WICHITA KANSAS

Sign-On To Sign-Off	"B"	KAKE-TV	"C"
	26.8	40.3	36.5

NOVEMBER 1956 ARB

SIGN-ON TO SIGN-OFF	"B"	KAKE-TV	"C"
	25.8	41.5	35.4

FEBRUARY 1957 ARB

SIGN-ON TO SIGN-OFF	"B"	KAKE-TV	"C"
	25.9	48.1	29.5

JUNE 1957 ARB

SIGN-ON TO SIGN-OFF	"B"	KAKE-TV	"C"
	27.8	45.8	29.0

NOVEMBER 1957 ARB

	STATION "B"	KAKE-TV (ABC)	STATION "C"
SIGN-ON TO SIGN-OFF	28.0	50.9	28.0

*FEBRUARY 1958 ARB

6 of the Top 10 Network Shows

8 of the Top 10 Syndicated Film Shows

9 of the Top 10 Multiweekly Shows

KAKE TV

Channel 10



1500 N. West St.
Wichita 3-4221

Represented By
The Katz Agency

Wichita, Kansas

WICHITA FALLS, Tex.—Continued

OKLAHOMA: Beckham, Carter, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita;
TEXAS: Archer, Baylor, Briscoe, Callahan, Childress, Clay, Collingsworth, Cooke, Cottle, Eastland, Foard, Hall, Hardeman, Haskell, Jack, King, Knox, Montague, Motley, Shackelford, Stephens, Throckmorton, Wheeler, Wichita, Wilbarger, Wise, Young

WILKES-BARRE-SCRANTON, Pa.

Population 1,050,800
Families 299,200
Retail Sales \$974,552,000

PENNSYLVANIA: Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Snyder, Sullivan, Susquehanna, Union, Wyoming

WILMINGTON, Del.—See Philadelphia

WILMINGTON, N.C.

Population 1,178,500
Families 267,800
Retail Sales \$883,501,000

NORTH CAROLINA: Bladen, Brunswick, Carteret, Columbus, Craven, Cumberland, Duplin, Greene, Harnett, Hoke, Johnston, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender,

Robeson, Sampson, Scotland, Wayne;
SOUTH CAROLINA: Dillon, Georgetown, Horry, Marion, Marlboro

WINSTON-SALEM, N.C.

Population 1,467,400
Families 376,600
Retail Sales \$1,453,013,000

NORTH CAROLINA: Alamance, Alexander, Alleghany, Ashe, Cabarrus, Caswell, Catawba, Davidson, Davie, Forsyth, Guilford, Iredell, Lincoln, Montgomery, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wilkes, Yadkin;
VIRGINIA: Carroll, Floyd, Henry, Patrick, Pittsylvania

YAKIMA, Wash.

Population 530,200
Families 162,300
Retail Sales \$618,459,000

IDAHO: Benewah, Clearwater, Idaho, Latah, Lewis, Nez Perce;
OREGON: Gilliam, Morrow, Sherman, Umatilla, Union;
WASHINGTON: Adams, Asotin, Benton, Columbia, Franklin, Garfield, Grant, Kittitas, Walla Walla, Yakima

YORK, Pa.

Population 910,000
Families 266,500
Retail Sales 1,089,526,000

PENNSYLVANIA: Adams, Cumberland, Dauphin, Lancaster, Lebanon, York

† Due to conflicting research data has not been reevaluated pending

YOUNGSTOWN, Ohio

Population
Families
Retail Sales

OHIO: Columbiana, Mahoning, Trumbull
PENNSYLVANIA: Lawrence, Mercer

YUMA, Ariz.

Population
Families
Retail Sales

ARIZONA: Yuma;
CALIFORNIA: Imperial

ZANESVILLE, Ohio

Population
Families
Retail Sales

NORTH CAROLINA: Person;
OHIO: Coshacton, Fairfield (25%), Hocking (25%), Licking (50%), Muskingum, Noble (50%), Perry

† Due to conflicting research data, has not been reevaluated pending

Market definition, Television Magazine. Market data, Sales Management '57 Survey of Buying Power. Reproduction of any of above data

**HIT YOUR TARGET WITH ZIV'S
DYNAMIC NEW IMPACT SERIES!**

"TARGET"



FOR
CURRENT
SET ESTIMATES
SEE
THE
CIRCULATION
REPORT
IN EACH

Look Here, Smidley...

No wonder things look black for us. Ya skipped this Cascade buy again. Look! This KIMA-TV, with its satellites, is a time buyer's dream. In a single purchase, we wrap up a billion dollar market - - - more than half a million people. Ye gods, Smidley, it's the "biggest single TV buy in the West."



KIMA-TV YAKIMA, WASHINGTON

with its satellites
KEPR-TV, Pasco, Wash.
KLEW-TV, Lewiston, Idaho
and KBAS-TV
Ephrata, Moses Lake, Wash.

CASCADE BROADCASTING COMPANY

TOM BOSTIC, General Manager

NATIONAL REP: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES



FLORENCE

the milky way

"When a man assumes a public trust, he should consider himself public property."—**Thomas Jefferson**

For thirty-six years this Jeffersonian axiom has guided Jefferson Standard Stations, winning broadcasting leadership and public trust.

Jeffersonian standards for personnel and facilities have culminated in the operation of WBTW. Top rated programs from all three networks, plus influential local personalities have won the respect of more-than-a-million Carolinians. In turn, viewer loyalty has produced a record of success for WBTW's 121 national advertisers.

Look to broadcast leadership to insure sales leadership. Call WBTW or CBS Television Spot Sales.

WBTW
FLORENCE, S.C.



verage goes far beyond the limits of standard metropolitan areas;

Television Magazine study stresses the need for revising marketing concepts

STANDARD MARKETS VS. TELEVISION MARKETS

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

The extent of the difference between TV markets and standard metropolitan county areas is illustrated in the following comparisons, worked out by TELEVISION MAGAZINE's Research Department from the 1957 "Survey of Buying Habits" through the cooperation of *Sales Management*.

These differences occur in major as well as minor markets. For example, the San Francisco TV market includes over 600,000 families, representing over two billion dollars in retail sales, outside the standard market area.

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

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Alaska	DI	DI	DI	DI	DI	DI
Ala.	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
Ariz.	112,300	—	478,100	—	319,404,000	—
Ark.	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
Cal.	127,100	—	443,000	—	361,269,000	—
Col.	DI	DI	DI	DI	DI	DI
Conn.	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
Del.	112,300	—	478,100	—	319,404,000	—
D.C.	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
Fla.	127,100	—	443,000	—	361,269,000	—
Ga.	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
Idaho	DI	DI	DI	DI	DI	DI
Ill.	112,300	—	478,100	—	319,404,000	—
Ind.	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
Iowa	127,100	—	443,000	—	361,269,000	—
Kan.	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
Kent.	112,300	—	478,100	—	319,404,000	—
La.	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Baton Rouge)	127,100	—	443,000	—	361,269,000	—
La. (New Orleans)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Shreveport)	112,300	—	478,100	—	319,404,000	—
La. (Tulsa)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Wichita)	127,100	—	443,000	—	361,269,000	—
La. (Little Rock)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (St. Louis)	112,300	—	478,100	—	319,404,000	—
La. (St. Paul)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Minneapolis)	127,100	—	443,000	—	361,269,000	—
La. (Portland)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Seattle)	112,300	—	478,100	—	319,404,000	—
La. (Denver)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Phoenix)	127,100	—	443,000	—	361,269,000	—
La. (San Antonio)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Dallas)	112,300	—	478,100	—	319,404,000	—
La. (Houston)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (San Diego)	127,100	—	443,000	—	361,269,000	—
La. (San Jose)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (San Francisco)	112,300	—	478,100	—	319,404,000	—
La. (Los Angeles)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Portland)	127,100	—	443,000	—	361,269,000	—
La. (Seattle)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Denver)	112,300	—	478,100	—	319,404,000	—
La. (Phoenix)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
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La. (Los Angeles)	112,300	—	478,100	—	319,404,000	—
La. (Portland)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Seattle)	127,100	—	443,000	—	361,269,000	—
La. (Denver)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Phoenix)	112,300	—	478,100	—	319,404,000	—
La. (San Antonio)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Dallas)	127,100	—	443,000	—	361,269,000	—
La. (Houston)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
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La. (San Francisco)	127,100	—	443,000	—	361,269,000	—
La. (Los Angeles)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Portland)	112,300	—	478,100	—	319,404,000	—
La. (Seattle)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Denver)	127,100	—	443,000	—	361,269,000	—
La. (Phoenix)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (San Antonio)	112,300	—	478,100	—	319,404,000	—
La. (Dallas)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Houston)	127,100	—	443,000	—	361,269,000	—
La. (San Diego)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
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La. (Los Angeles)	127,100	—	443,000	—	361,269,000	—
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La. (Dallas)	112,300	—	478,100	—	319,404,000	—
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La. (Portland)	127,100	—	443,000	—	361,269,000	—
La. (Seattle)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Denver)	112,300	—	478,100	—	319,404,000	—
La. (Phoenix)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (San Antonio)	127,100	—	443,000	—	361,269,000	—
La. (Dallas)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Houston)	112,300	—	478,100	—	319,404,000	—
La. (San Diego)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (San Jose)	127,100	—	443,000	—	361,269,000	—
La. (San Francisco)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Los Angeles)	112,300	—	478,100	—	319,404,000	—
La. (Portland)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Seattle)	127,100	—	443,000	—	361,269,000	—
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La. (Phoenix)	112,300	—	478,100	—	319,404,000	—
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La. (San Diego)	112,300	—	478,100	—	319,404,000	—
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La. (Portland)	112,300	—	478,100	—	319,404,000	—
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La. (Denver)	127,100	—	443,000	—	361,269,000	—
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La. (San Antonio)	112,300	—	478,100	—	319,404,000	—
La. (Dallas)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Houston)	127,100	—	443,000	—	361,269,000	—
La. (San Diego)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (San Jose)	112,300	—	478,100	—	319,404,000	—
La. (San Francisco)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Los Angeles)	127,100	—	443,000	—	361,269,000	—
La. (Portland)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Seattle)	112,300	—	478,100	—	319,404,000	—
La. (Denver)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (Phoenix)	127,100	—	443,000	—	361,269,000	—
La. (San Antonio)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (Dallas)	112,300	—	478,100	—	319,404,000	—
La. (Houston)	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
La. (San Diego)	127,100	—	443,000	—	361,269,000	—
La. (San Jose)	197,600 †	145,200	667,600 †	484,000	890,881,000 †	657,394,000
La. (San Francisco)	112,300	—	478,100	—	319,404,000	—
La. (Los Angeles)	550,500	176,400	1,8			

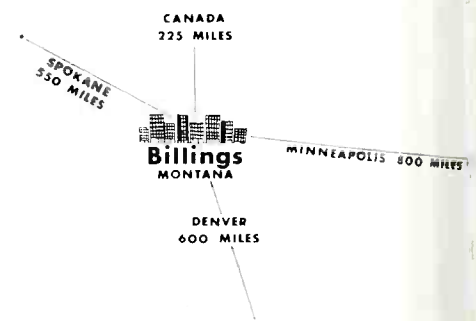
	FAMILIES		POPULATION		RETAIL SALES
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market
Baltimore, Md.	771,300	432,900	2,752,000	1,533,900	\$3,092,631,000
Bangor, Me.	131,600	29,700	477,500	110,700	515,813,000
Baton Rouge, La.	378,100	61,400	1,448,000	220,500	1,171,792,000
Bay City-Saginaw, Mich.	342,900	28,700 ¹	1,191,600	100,300 ¹	1,382,368,000
		52,000 ²		180,300 ²	
Beaumont, Tex.	196,700	67,200 ³	699,500	229,500 ³	700,587,000
Bellingham, Wash.	102,500	24,100	312,600	72,200	312,535,000
Big Spring, Tex.	35,600	—	128,100	—	152,547,000
Billings, Mont.	78,500	23,200	231,800	70,700	317,464,000
Binghamton, N. Y.	386,700	60,400	1,304,900	201,800	1,418,991,000
Birmingham, Ala.	584,800	174,200	2,242,600	615,600	1,645,741,000
Bismarck, N. D.	96,500	—	311,300	—	368,563,000
Bloomington, Ill.	DI	DI	DI	DI	DI
Bloomington, Ind.	831,100	—	2,676,600	—	3,038,972,000
Bluefield, W. Va.	236,400	—	1,003,600	—	615,326,000
Boise, Ida.	96,200	42,800	342,800	140,300	370,617,000
Boston, Mass.	1,498,400	863,200	5,112,900	2,991,600	6,284,668,000
Bridgeport, Conn.	487,500	174,600 ⁴	1,691,500	595,900 ⁴	2,228,177,000
Bristol Va.-Tenn.	403,800	58,900 ⁵	1,713,600	230,800 ⁵	1,035,072,000
Bryan, Tex.	45,700	—	166,700	—	151,574,000
Buffalo, N. Y.	619,200	372,500	2,301,500	1,264,300	2,454,002,000
Burlington, Vt.	185,400	17,800	661,100	67,000	740,209,000
Butte, Mont.	55,800	25,700 ⁶	168,300	75,900 ⁶	196,851,000
Cadillac, Mich.	220,200	—	762,300	—	860,171,000
Cape Girardeau, Mo.	318,200	—	1,068,100	—	863,794,000
Carlsbad, N. M.	49,700	—	177,100	—	220,760,000
Carthage-Watertown, N. Y.	99,800	26,600 ⁷	348,200	87,000 ⁷	356,972,000
Casper, Wyo.	20,400	—	64,000	—	97,383,000

1. Bay City only
2. Saginaw only
3. Standard Metropolitan County Area listed as Beaumont-Port Arthur
4. Standard Metropolitan County Area listed as Bridgeport-Stamford-Norwalk

5. Standard Metropolitan County Area listed as Bristol-Johnson City, Va., Tenn.
6. Standard Metropolitan County Area listed as Butte-Anaconda
7. Watertown only

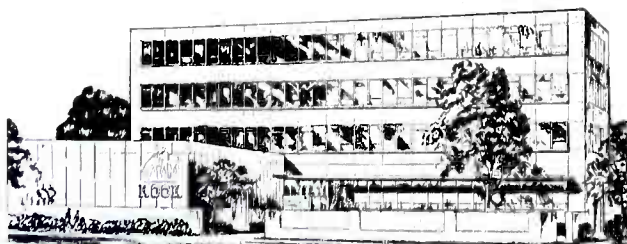
A BILLION DOLLAR MARKET . . . Waiting for YOU!

BILLINGS, MONTANA—Key distribution center of the Northern Rockies! A BILLION DOLLAR MARKET . . . largest in the oil-rich Montana-Wyoming-Dakota area. Population increase over 100% since 1945—and still growing! Diversified income in Agriculture, Petroleum, Manufacturing . . . truly a market with a tremendous future!



Get Your Share Through **KOOK-TV** . . .

Let KOOK TV prove to you what top programming and aggressive merchandising can do to establish your product as the leader in this key area. A powerful signal, modern facilities, alert management—ALL READY TO WORK FOR YOU! When do we start?



KOOK-TV  

CHANNEL 2
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National Representatives:
HEADLEY-REED COMPANY
ART MOORE & ASSOCIATES—Portland, Seattle

*the
ark
its
re gray...*

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

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

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

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

TELEVISION MAGAZINE
422 MADISON AVE., N.Y.



100,000

CAROLINIANS

come to town DAILY

To Shop In

CHARLOTTE

**1/3* of all sales come from
OUTSIDE Mecklenburg County**

WSOC-TV SERVES THE COMPLETE AREA

and LEADS in METRO ARB 6 PM to Mid. SUN-FRI

- HIGHEST TOWER—FULL POWER OFFERS MOST EFFECTIVE COVERAGE
- STRONGEST PROGRAM SCHEDULE NBC/ABC CHOICE SHOWS
- EXCLUSIVE IN-STORE AND BUS MERCHANDISING
- EFFECTIVE BUYING INCOME \$3,930,498,000

**CAROLINAS FASTEST GROWING
TELEVISION STATION
IN THE SOUTH'S FASTEST GROWING MARKET**

* N.C. (Gaston & Cabarrus Counties) S.C. (York & Union Counties)
Source—City Engineer's Office

WSOC *Television*
Charlotte, N.C.

H-R Representatives, Inc. • Nationally — F-J Representatives, Inc. • Atlanta

Larry Walker, Pres. & Gen. Manager

C. George Henderson, Exec. V-P and General Sales Mgr.



	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area

arlds-Waterloo, Iowa	398,000	37,400 ⁸	1,312,100	116,900 ⁸	\$1,543,829,000	\$173,611,000 ⁸
mp., Ill.	480,100	34,800 ⁹	1,551,500	114,400 ⁹	1,799,616,000	144,618,000 ⁹
rier S. C.	294,200	33,200 ¹⁰	1,250,300	125,400 ¹⁰	877,497,000	131,806,000 ¹⁰
rier Huntington, W. Va.	575,900	53,000	2,274,300	194,000	1,644,278,000	182,974,000
		87,600 ¹¹		326,700 ¹¹		330,900,000 ¹¹
		73,000 ¹²		262,900 ¹²		262,376,000 ¹²
rio N. C.	855,700	63,300	3,430,700	235,900	2,939,154,000	338,652,000
rtia io, Tenn.	245,200	80,200	873,900	279,300	719,187,000	308,499,000
yer Wyo.	109,800	17,000	392,500	59,800	447,801,000	68,004,000
cas l.	2,318,100	1,897,800	1,583,300	6,183,000	10,194,760,000	8,524,669,000
co,	127,000	—	396,800	—	546,841,000	—
cin Ohio	715,500	328,500	2,369,500	1,036,700	2,645,831,000	1,331,119,000
rkst W. Va.	113,700	22,700	425,100	80,300	340,715,000	122,149,000
vel Ohio	1,290,500	501,700	4,344,900	1,666,000	5,812,258,000	2,388,956,000
vis M.	30,800	—	108,600	—	139,135,000	—
loro Springs-Pueblo, Colo.	113,900	37,100 ¹³	382,700	113,300 ¹³	403,757,000	172,443,000 ¹³
		30,500 ¹⁴		107,400 ¹⁴		114,425,000 ¹⁴
lum Jefferson City, Mo.	178,000	—	566,800	—	513,716,000	—
lum S. C.	284,500	44,100	1,175,600	173,600	826,193,000	186,322,000
lum Ga.	276,100	51,700	1,119,600	234,100	784,830,000	177,481,000
lum Miss.	124,600	—	496,600	—	290,104,000	—
lum Ohio	481,800	184,700	1,623,900	621,900	1,992,403,000	865,049,000
rpusti, Tex.	137,900	66,600	526,400	249,700	527,342,000	253,228,000
illar Worth, Tex.	764,600	252,800 ¹⁵	2,533,600	823,900 ¹⁵	3,006,926,000	1,243,122,000 ¹⁵
		162,900 ¹⁶		535,000 ¹⁶		643,138,000 ¹⁶
nvil.	88,500	29,200	298,400	91,500	334,398,000	113,141,000
vero, Iowa-Rock Island, Ill.	444,900	80,500 ¹⁷	1,441,900	262,200 ¹⁷	1,730,661,000	331,491,000 ¹⁷
ytic Ohio	487,900	158,800	1,636,900	537,600	2,059,619,000	741,111,000
ytic Beach, Fla.	232,900	31,400	786,600	96,300	941,170,000	134,831,000
ecat Ala.	39,900†	—	158,900†	—	109,174,000†	—
ecat l.	199,800	36,000	647,400	112,600	776,554,000	155,957,000
envio.	377,800	239,000	1,220,100	756,400	1,583,195,000	1,042,393,000
es nes, Iowa	322,800	82,200	1,028,600	253,700	1,230,549,000	349,756,000

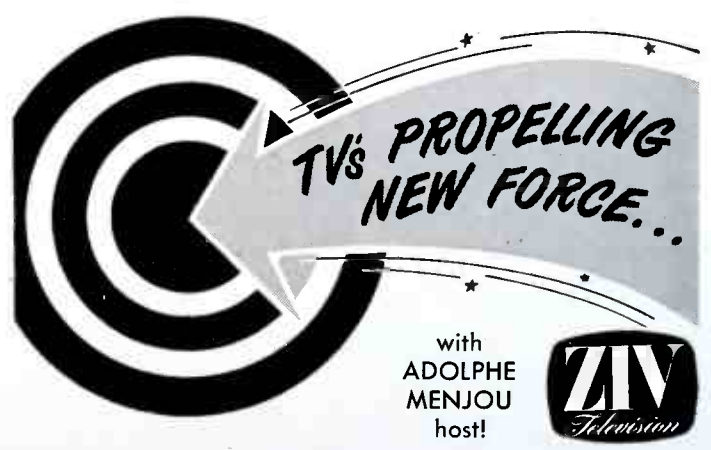
† Near Rapids only
 † Waterloo only
 † Standard Metropolitan County Area listed as Champaign-Urbana
 † Irlestone only
 † Huntington only. Standard Metropolitan County Area listed as Huntington-Ashland
 13. Colorado Springs only
 14. Pueblo only
 15. Dallas only
 16. Fort Worth only
 17. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

Due to conflicting research data, this market has not been reevaluated pending further study.

Additional
 copies
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**DATA
 BOOK**
 are available
 at \$2.50

Get Ziv's Dynamic New IMPACT Series . . .

"TARGET"



DETROIT BANDSTAND



brand new and
PLENTY HO

"Detroit Bandstand" Makes TV History!

Look what happened when we started to turn our cameras on the teen-agers with Detroit Bandstand, presided over by Dale Young, 5:00-5:30 P.M., Monday through Friday.

ZOOM! Right up to an afternoon rating of 14.8 in just six days, and still climbing! 4,000 pieces of mail the first week!

Some mighty good availabilities still open on this No. 1 afternoon show on the station that's No. 1 in Detroit and all southeastern Michigan. How about seeing your Katz man soon?

**NO. 1 IN DETROIT
5-5:30 P. M.**

According to special Detroit ARB survey, Monday, Feb. 10, the 6th day the program was on the air!

WJBK-TV	Detroit Bandstand	14.8
Station B	Comedy Time . . .	9.2
Station C	Superman	7.4
Station D	Looney Tunes . . .	10.3

WJBK-TV

CHANNEL  DETROIT

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities



Represented by
THE KATZ AGENCY, INC.

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Windsor, Can.	1,559,200	1,039,700 ¹⁸	5,394,600	3,625,900 ¹⁸	\$6,899,035,000	\$4,758,632,000 ¹⁸
D.	53,500	—	198,200	—	192,263,000	—
Superior, Wis.	125,600	—	507,200	—	343,446,000	—
aleigh, N. C.	209,700	82,100	708,500	267,200	727,683,000	307,128,000
	486,400	29,500 ¹⁹	2,054,100	113,800 ¹⁹	1,866,454,000	125,429,000 ¹⁹
		39,300 ²⁰		159,900 ²⁰		202,399,000 ²⁰
Vis.	148,000	29,300	521,500	104,300	527,818,000	115,644,000
ark.	62,700	—	230,100	—	166,796,000	—
South Bend, Ind.	216,300	29,900 ²¹	705,500	95,500 ²¹	819,041,000	125,362,000 ²¹
		72,900 ²²		245,100 ²²		273,087,000 ²²
El Paso, Tex.	108,700	70,900 ²³	440,000	292,800 ²³	419,153,000	284,996,000 ²³
(See Oklahoma City)						
	178,200	68,700	590,600	236,100	707,720,000	277,821,000
	146,600	49,400	468,700	157,400	507,259,000	182,523,000
	60,200	—	186,600	—	266,397,000	—
Henderson, Ky.	288,600	66,900 ²⁴	969,200	215,900 ²⁴	862,465,000	230,181,000 ²⁴
Alaska	DI	DI	DI	DI	DI	DI
	205,200	19,200	757,300	68,000	783,469,000	103,933,000
Charlotte, N. C.	27,600 †	27,600	134,600 †	134,600	126,130,000	126,130,000
Ala.	DI	DI	DI	DI	DI	DI
SC.	293,100	—	1,284,400	—	931,474,000	—
Evansville, Ind.	46,000	—	151,200	—	182,526,000	—
Miami, Fla. (See Miami)						
la.	28,500	—	97,200	—	140,774,000	—
ark.	99,700	21,000	345,500	67,700	269,772,000	95,214,000

22. South Bend only
 23. El Paso only
 24. Evansville only

Conflicting research data, this market has not been reevaluated pending further study.

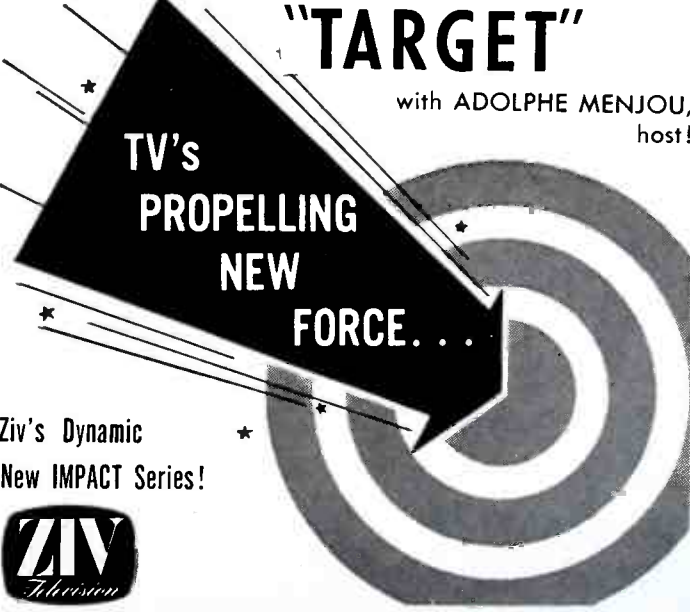
In every field,
here's one
basic reference
source—
in television,
it's
TELEVISION
MAGAZINE

For Top Ratings! For Top Results!

"TARGET"
 with ADOLPHE MENJOU,
 host!

TV's PROPELLING NEW FORCE...

Ziv's Dynamic
 New IMPACT Series!

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Ft. Wayne, Ind.	236,000	65,200	770,700	210,100	\$ 937,571,000	\$ 276,199
Ft. Worth-Dallas, Tex.	764,600	162,900 ²⁵	2,533,600	535,000 ²⁵	3,006,926,000	643,131
		252,800 ²⁶		823,900 ²⁶		1,243,125
Fresno-Tulare, Cal.	259,100	99,300 ²⁷	858,400	325,500 ²⁷	1,106,227,000	438,651
Galveston-Houston, Tex.	675,900	36,500 ²⁸	2,335,300	123,300 ²⁸	2,654,697,000	138,091
		339,100 ²⁹		1,134,100 ²⁹		1,409,541
Glendive, Mont.	DI	DI	DI	DI	DI	DI
Grand Forks, N. D.	46,700	—	175,300	—	189,614,000	—
Grand Junction, Colo.	34,700	—	116,300	—	152,063,000	—
Grand Rapids, Mich.	513,400	100,900	1,717,900	330,300	1,991,532,000	444,979
Great Bend, Kan.	156,100	—	506,600	—	592,463,000	—
Great Falls, Mont.	70,600	21,100	230,100	64,000	310,863,000	92,481
Green Bay, Wis.	470,100	29,900	1,643,400	109,300	1,792,707,000	145,128
Greensboro, N. C.	560,700	58,000 ³⁰	2,268,800	220,400 ³⁰	2,160,975,000	327,763
Greenville-Spartanburg, S. C.	469,500	54,500 ³¹	1,851,600	198,100 ³¹	1,436,632,000	202,751
		41,900 ³²		160,400 ³²		121,375
Greenville-Washington, N. C.	350,700	—	1,526,800	—	1,262,157,000	—
Hannibal, Mo.-Quincy, Ill.	212,200	21,800 ³³	656,200	68,200 ³³	640,659,000	71,874
Harlingen-Weslaco, Tex.	132,400	88,200 ³⁴	561,800	372,200 ³⁴	371,784,000	232,970
Harrisburg, Ill.	92,300	—	282,000	—	256,155,000	—
Harrisburg, Pa.	195,300 †	95,700	660,600 †	323,000	776,006,000 †	388,508
Harrisonburg, Va.	124,000	—	488,700	—	455,866,000	—
Hartford-New Britain, Conn.	759,100	181,800	2,607,000	625,600	3,395,426,000	877,258
Hastings, Neb.	160,800	—	511,100	—	550,552,000	—
Hattiesburg, Miss.	199,100	—	538,800	—	386,102,000	—
Henderson, Ky.-Evansville, Ind.	288,600	66,900 ³⁵	969,200	215,900 ³⁵	862,465,000	230,181
Henderson-Las Vegas, Nev.	37,400	37,400 ³⁶	118,200	118,200 ³⁶	166,467,000	166,467
Honolulu, T. H.	DI	DI	DI	DI	DI	DI

25. Ft. Worth only

26. Dallas only

27. Fresno only

28. Galveston only

29. Houston only

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

31. Greenville only

32. Spartanburg only

33. Quincy only

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

35. Evansville only

36. Las Vegas only

† Due to conflicting research data, this market has not been reevaluated pending further study.

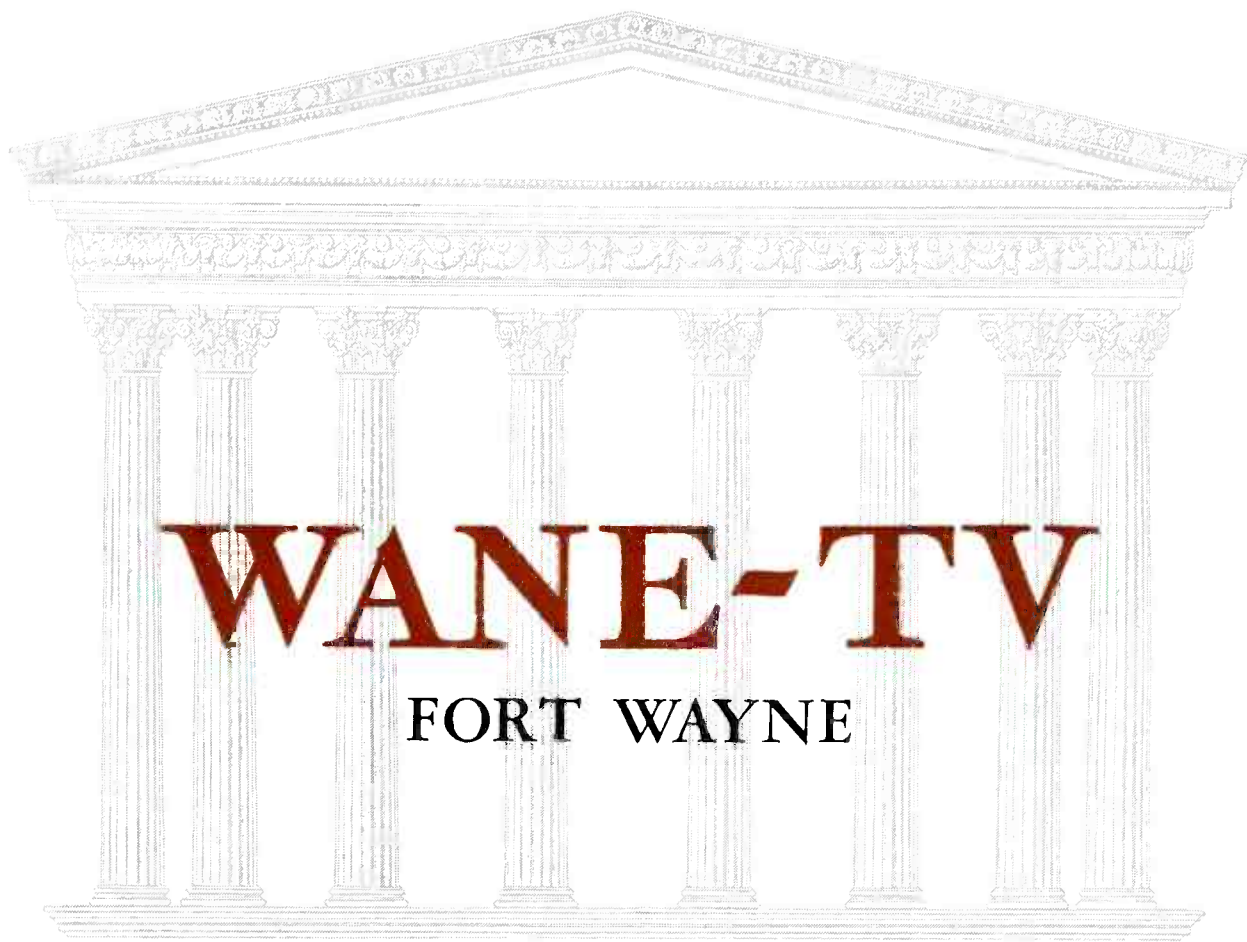
How many families do you reach?

	Television Market	Standard Met. Area
Wilmington, Del.	1,969,100	1,210,300
Wilmington, N.C.	267,800	20,800
Winston-Salem, N.C.	376,600	48,000
Yakima, Wash.	162,300	47,200
York, Pa.	266,500	64,400
Youngstown, Ohio	245,400	163,400
Yuma, Ariz.	31,100	*
Zanesville, Ohio	84,800	24,400


* Does not rank as Standard Metropolitan Area

The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Winston-Salem, for example, 88% of the television market's families live outside the metropolitan area.


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



A television market is more than a city

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

- Total Retail Sales are greater than those of Metropolitan Nashville and Syracuse combined
 - Effective Buying Income is over \$1,250,000,000
 - Automobile Sales are equal to those of Metropolitan San Diego

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

Sources: Area ARB 11/57; TV Mag. 3/57; Copyrighted . . . Sales Management 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

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

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Houston-Galveston, Tex.	675,900	339,100 ³⁷ 36,500 ³⁸	2,335,300	1,134,100 ³⁷ 123,300 ³⁸	\$2,654,697,000	\$1,409,543,000 ³⁷ 138,096,000 ³⁸
Huntington-Charleston, W. Va.	575,900	73,000 ³⁹ 87,600 ⁴⁰	2,274,300	262,900 ³⁹ 326,700 ⁴⁰	1,644,278,000	262,376,000 ³⁹ 330,900,000 ⁴⁰
Hutchinson-Wichita, Kan.	376,100	19,300 ⁴¹ 103,100 ⁴²	1,181,800	59,200 ⁴¹ 313,700 ⁴²	1,389,784,000	72,936,000 ⁴¹ 406,760,000 ⁴²
Idaho Falls, Ida.	69,000	—	257,100	—	290,351,000	—

37. Houston only

38. Galveston only

39. Huntington only. Standard Metropolitan County Area listed as Huntington-Ashland

40. Charleston only

41. Hutchinson only

42. Wichita only

Be a **PILLAR** of the R.T.E.S. **LISTENING POST**

and

WIN A PRIZE!

enter the listening post *Job Lead Contest*:

Phone Contest Headquarters WI 7-6910

the Listening Post is the *free* job placement and guidance service of the industry

**SALES • PRODUCTION • MEDIA
PUBLICITY • RESEARCH
MANAGEMENT • WRITING**


Contest ends May 2, 1958, prizes awarded to persons furnishing most verified leads

- 2 "My Fair Lady" tickets
- Westinghouse portable radio
- RCA transistor radio
- Phonograph and top 21 records
- Royal portable typewriter
- \$25 Masters gift certificate
- Subscription to Ross Reports TV Index


THE RADIO AND TELEVISION EXECUTIVES SOCIETY INC., HOTEL BILTMORE, N. Y. 17, N. Y.



A television market is more than two cities

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

- Total Retail Sales are greater than Metropolitan Pittsburgh.
 - Effective Buying Income is \$3,750,000,000.
- Food Sales are greater than Metropolitan Cleveland.

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

Sources: TV Mag. 3/57; Copyrighted . . . Sales Management 1957

CORINTHIAN STATION *Responsibility in Broadcasting*
KOTV Tulsa KGUL-TV Galveston, serving Houston WANE & WANE-TV Fort Wayne WISH & WISH-TV Indianapolis

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Indianapolis, Ind.	856,400	197,500	2,757,500	624,900	\$3,137,891,000	\$ 911,459,000
Jackson, Miss.	379,300	44,900	1,452,800	163,700	1,040,097,000	183,056,000
Jackson, Tenn.	139,400	—	503,400	—	334,297,000	—
Jacksonville, Fla.	402,800	115,500	1,511,300	409,400	1,562,278,000	533,422,000
Jefferson City-Columbia, Mo.	178,000	—	566,800	—	513,716,000	—
Johnson City, Tenn.	223,200	58,900 ⁴³	931,400	230,800 ⁴³	540,926,000	207,162,000
Johnstown, Pa.	603,900	79,000	214,600	293,400	2,128,366,000	250,168,000
Joplin, Mo.-Pittsburg, Kan.	213,000	37,700 ⁴⁴	661,800	112,500 ⁴⁴	622,129,000	127,968,000
Juneau, Alaska	DI	DI	DI	DI	DI	DI
Kalamazoo, Mich.	731,300	45,800	2,436,100	152,900	2,829,395,000	193,103,000
Kalispell, Mont.	14,600	—	45,500	—	53,550,000	—
Kansas City, Mo.	667,100	319,900	2,057,800	972,400	2,473,581,000	1,370,978,000
Kearney, Neb.	174,400	—	564,000	—	629,136,000	—
Klamath Falls, Ore.	31,200	—	97,800	—	132,947,000	—
Knoxville, Tenn.	373,000	98,200	1,480,100	363,700	1,036,708,000	376,362,000
La Crosse, Wis.	178,100	21,300	624,600	73,900	680,753,000	96,063,000
Lafayette, Ind.	75,000 [†]	23,900	244,900 [†]	85,000	276,710,000 [†]	91,858,000
Lafayette, La.	178,500	—	685,700	—	528,553,000	—
Lake Charles, La.	190,800	34,900	683,300	123,600	656,342,000	131,840,000
Lancaster, Pa.	631,700	69,500	2,206,300	242,500	2,432,294,000	298,780,000
Lansing, Mich.	493,600	61,400	1,684,000	208,400	1,967,402,000	286,163,000
Laredo, Tex.	14,900	14,900	66,500	66,500	50,371,000	50,371,000
La Salle, Ill.	32,200	—	130,300	—	135,164,000	—
Las Vegas-Henderson, Nev.	37,400	37,400 ⁴⁵	118,200	118,200 ⁴⁵	166,467,000	166,467,000
Lawton, Okla.	80,900	20,500	275,800	74,000	267,290,000	72,863,000

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

44. Joplin only
45. Las Vegas only

† Due to conflicting research data, this market has not been reevaluated pending further study.

Please send me

TELEVISION MAGAZINE

every month

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

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

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

Name

Company

Address

City

Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO.
422 MADISON AVE., NEW YORK 17, N.Y.

PROFIT FROM A WHIRLWIND OF TALK ABOUT
"TARGET"

with ADOLPHE MENJOU
as your host!

TV's PROPELLING
NEW FORCE . . .




. . . ZIV's
DYNAMIC
NEW
IMPACT
SERIES!






A television market is more than a city

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

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined
 - Effective Buying Income is over \$4,500,000,000
 - Food Sales are twice those of Metropolitan Milwaukee

Smart advertisers want to tap this market. They do it over WISH-TV  the station that consistently wins more quarter hours than the next two Indianapolis stations *combined* and averages 39% more viewing families than the next Indianapolis station. Represented by Bolling.

Sources: Metropolitan ARB 1/58; TV Mag. 3/57; Copyrighted . . . Sales Management, 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

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

Announcing . . .

A M E R I C A N R E S E A R C H B U R E A U

1958 METROPOLITAN AREA COVERAGE STUDY

*Field surveying completed in mid-February . . .
reports issued mid-March . . . presents latest
data on station coverage and tune-in
preference in some 200 key television markets
. . . outdates any existing coverage studies . . .*

Numerous significant television station changes have taken place during the past year: changes in network affiliation, power and tower increases, new stations added. Each of these can affect your own TV operation—hence your need for the latest possible information about changes in facilities and resulting audience reaction.

This newest ARB "A to Z" is the only industry-wide source of data on current TV problems caused by station overlap, network duplication, weak signal areas and other complex factors. As in the "Abilene to Zanesville" studies of 1955, 1956 and 1957, known throughout the industry, ARB has carefully selected the markets to be surveyed with the counsel of leading agencies, advertisers and the networks.

Interviewing for the 1958 Metropolitan Area Coverage Study has been conducted using systematic directory sampling with over 500 separate telephone interviews completed in each of the metropolitan markets covered and 200 interviews where the complete county is covered.

For each market, the following are reported:

- Percent of homes having TV, including UHF saturation if any.
- Stations received in the market, with percent of TV homes able to receive each station and an indication of viewing frequency.
- Stations viewed most (1st and 2nd preference) for both daytime and evening.

NEW this year . . .

- ✓ Coverage of the entire state of CALIFORNIA — county-by-county
- ✓ Complete data on COMMUNITY ANTENNA reception

Contact any ARB office now to place your order for the 1958 Metropolitan Area Coverage Study.

Markets reported in the ARB 1958 Metropolitan Area Coverage Study:

AMA
 atur

NSAS
 onson County
 ott County
 Washington County

ORNIA
 lmeda County
 line-Mono Counties
 adador County
 ue County
 averas County
 asa County
 atra Costa County
 e Norte County
 Dorado County
 rno County
 ilhn County
 mboldt County
 merial County
 no County
 en County
 igs County
 ae County
 sen County
 o Angeles County
 adera County
 rin County
 riposa County
 andocino County
 rced County
 adoc County
 anterey County
 oa County
 vada County
 ange County
 lcer County
 lmas County
 erside County—East
 erside County—West
 acramento County
 a Benito County
 a Bernardino County
 n Diego County
 n Francisco County
 n Joaquin County
 n Luis Obispo County
 n Mateo County
 nta Barbara County
 nta Clara County
 nta Cruz County
 asta County
 rra County
 kiyou County
 lano County
 noma County
 anislaus County
 itter County
 hama County
 nity County
 lare County
 olumne County
 ntura County
 lo County
 ba County

CONNECTICUT
 Meriden
 Middletown
 Putnam
 Torrington
 Waterbury

FLORIDA
 Daytona Beach
 Fort Pierce
 Live Oak
 Orlando

GEORGIA
 Americus
 Columbus
 Emanuel-Bulloch Counties
 Valdosta
 Washington County
 Waycross

ILLINOIS
 Bloomington
 Danville
 Freeport
 Galesburg
 La Salle-Peru
 Mattoon
 Springfield
 Streator

INDIANA
 Bloomington
 Lafayette
 Muncie
 Noble County
 Terre Haute
 Vincennes

IOWA
 Burlington
 Cass County
 Dubuque
 Onawa
 Page County
 Tipton

KANSAS
 Atchison
 Ft. Scott
 Great Bend
 Salina
 Shawnee County
 Topeka

KENTUCKY
 Lexington
 Madisonville
 Paducah

LOUISIANA
 Lake Charles
 Natchitoches

MAINE
 Auburn-Lewiston
 Kennebec County

MASSACHUSETTS
 Pittsfield
 Worcester

MICHIGAN
 Berrien County
 Cass County
 Houghton
 Jackson
 Monroe
 St. Joseph County
 Traverse City

MISSISSIPPI
 Gulfport-Biloxi
 Tupelo

MISSOURI
 Buchanan County
 Cape Girardeau
 Lawrence County
 St. Joseph
 Sedalia

MONTANA
 Glendive
 Miles City
 Missoula

NEBRASKA
 Lincoln

NEW MEXICO
 Otero County

NEW HAMPSHIRE
 Keene
 Manchester

NEW YORK
 Binghamton
 Elmira
 Jamestown
 Kingston
 Massena
 Niagara County
 Ogdensburg
 Oneida
 Ufica
 Watertown

NORTH CAROLINA
 Bertie County
 Davidson County
 Davie County
 Elizabeth City
 Hickory
 Jacksonville
 Moore County
 Rutherford County
 Salisbury
 Scotland County
 Watauga County

NORTH DAKOTA
 Bismarck
 Dickinson

OHIO
 Allen County
 Harrison County
 Mahoning County
 Middletown

Portsmouth
 Summit County
 Trumbull County
 Van Wert County

OKLAHOMA
 Ardmore
 Guymon
 Sequoyah County

OREGON
 Eugene
 Jackson County
 Klamath County
 The Dalles

PENNSYLVANIA
 Chambersburg
 Lancaster
 Lebanon County
 Lewistown
 Mercer County
 New Castle
 Oil City
 Washington
 Williamsport

SOUTH CAROLINA
 Chesterfield County
 Fairfield County
 Orangeburg County
 Union County

SOUTH DAKOTA
 Haakon-Jackson Counties
 Yankton

TENNESSEE
 Jackson

TEXAS
 Hillsboro
 Laredo
 Lufkin
 Mount Pleasant
 Waller County

VIRGINIA
 Accomack County
 Albemarle County
 Danville
 Essex County
 Greensville County
 Mecklenburg County
 Prince Edward County
 Surry County

WASHINGTON
 Ephrata
 Longview

WEST VIRGINIA
 Clarksburg
 Mercer County
 Morgantown
 Parkersburg
 Williamson

WYOMING
 Casper

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- WASHINGTON • 4320 Ammendale Road, Beltsville, Md. WEbster 5-2600
- NEW YORK • 400 Park Avenue, New York 22, N. Y. PLaza 1-5577
- CHICAGO • 2105 Tribune Tower, Chicago 11, Ill. SUPerior 7-3388
- LOS ANGELES • 6223 Selma St., Hollywood, Calif. HOLlywood 9-1683
- ADVERTISER • 341 Madison Avenue, New York 17, N. Y. MURray Hill 4-5990



	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Lebanon, Pa.	DI	24,100	DI	83,600	DI	\$ 98,544,000
Lexington, Ky.	108,200†	34,500	379,700†	120,100	\$ 320,900,000†	138,586,000
Lima, Ohio	70,500†	29,900	236,800†	99,300	286,722,000†	133,040,000
Lincoln, Neb.	240,600	44,900	766,400	141,100	860,343,000	167,323,000
Little Rock-Pine Bluff, Ark.	399,600	72,800 ⁴⁶	1,438,800	242,300 ⁴⁶	1,110,455,000	259,490,000 ⁴⁶
Los Angeles, Cal.	2,710,800	2,019,700 ⁴⁷	8,021,700	5,850,200 ⁴⁷	11,047,771,000	8,485,175,000 ⁴⁷
Louisville, Ky.	616,100	207,800	2,154,600	690,600	1,981,311,000	802,712,000
Lubbock, Tex.	170,400	45,600	609,700	162,300	719,720,000	186,159,000
Lufkin, Tex.	99,700	—	361,600	—	303,724,000	—
Lynchburg, Va.	243,200	21,600	999,400	81,900	828,055,000	97,568,000
Macon, Ga.	162,700	46,200	640,500	163,400	467,516,000	173,901,000
Madison, Wis.	276,400	53,600	940,300	189,600	983,336,000	250,680,000
Manchester, N. H.	1,057,600	48,500	3,632,900	162,200	4,015,897,000	206,702,000
Marinette, Wis.	240,400	—	843,800	—	917,967,000	—
Marquette, Mich.	50,600	—	175,700	—	174,940,000	—
Mason City, Iowa	232,200	15,500	792,800	49,600	964,873,000	73,072,000
Mavaguez, P. R.	DI	DI	DI	DI	DI	DI
Medford, Ore.	56,600	—	173,500	—	228,466,000	—
Memphis, Tenn.	730,600	156,000	2,709,500	547,400	2,094,014,000	692,889,000
Meridian, Miss.	157,400	—	620,700	—	392,138,000	—

46. Little Rock-North Little Rock only

47. Standard Metropolitan County Area listed as Los Angeles-Long Beach

† Due to conflicting research data, this market has not been reevaluated pending further study.

WHAT'S IN IT FOR YOU?

The kind of facts-and-figures you find in the Data Book are only part of what you get in TELEVISION MAGAZINE.

In each issue you'll also find provocative, thorough appraisals of the long-range developments that will affect what you do next month, next year.

In this fast-moving business, the daily headlines are like pieces of a huge jigsaw puzzle. TELEVISION MAGAZINE puts these pieces together for you, giving you a complete picture instead of a puzzle.

What are the policy-makers thinking about, planning to do? Who are the men who guide the top agencies and advertiser operations?

What about your own role as an advertising executive—how will you be affected by shifts in salary levels, pension and bonus plans?

You'll find interesting answers to these important questions in every issue of TELEVISION MAGAZINE.

Get your own copy sent to your home or office. Fill in one of the coupons you'll find scattered through the Data Book. Or just send your name, address and check for \$5.00 to:

TELEVISION MAGAZINE

422 MADISON AVENUE

NEW YORK 17, N. Y.

Schnitz un gnepp*

(*Dried apples with dumpling and ham slice)



Pennsylvania Dutch Favorites

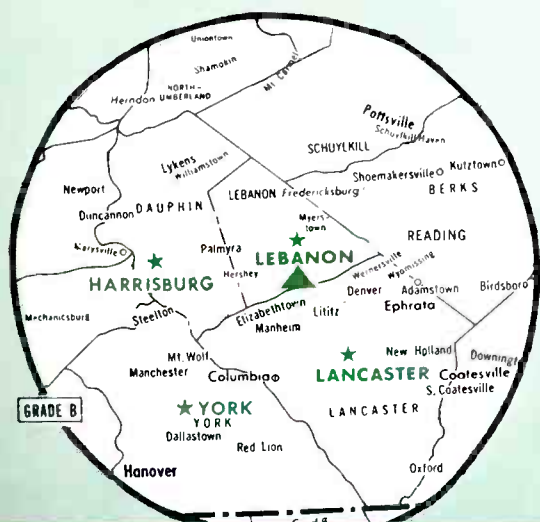
'WONDERFUL GOOD' ALL DAY

Latest area survey proves WLBR-TV delivers more audience at lower cost than competition. "Popeye" . . . 2.5% more audience than Lancaster station; nearly 3 times combined audience of both Harrisburg stations. "American Bandstand" . . . for 2½ hours daily, 2½ times combined audience of Harrisburg stations.

'WONDERFUL GOOD' ALL NIGHT

"World's Best Movies" . . . 16.3% more audience than Harrisburg stations combined. WLBR-TV delivers America's Number ONE UHF Market at a fraction of the cost of nearest competitor. Blair-TV Associates has the amazing, dollar-saving facts.

Source: Trendex, Lebanon County, Feb. 3-7, 1958



**LEBANON-LANCASTER-HARRISBURG-YORK
... AMERICA'S NUMBER 1 UHF MARKET**

A TRIANGLE STATION

WLBR-TV
LEBANON-LANCASTER, PA.

abc Channel 15

Blair Television Associates, Inc.

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

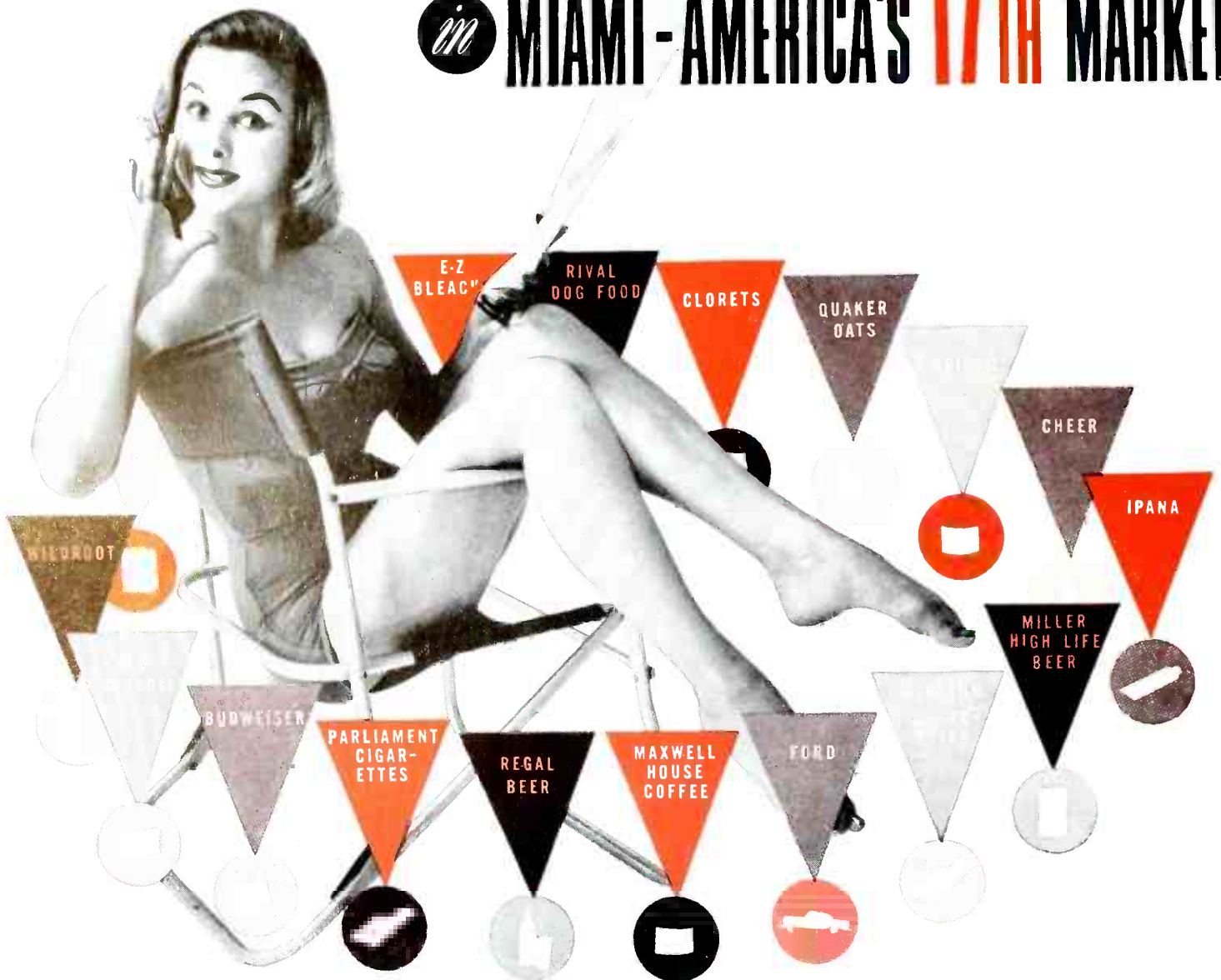
WPST



look at who's keeping us company



MIAMI-AMERICA'S 17TH MARKET*



... BECAUSE THEY KNOW *channel 10's on top!*

TEN'S ON TOP — Right! On top of **1,329,000** people, representing **407,700** families and **361,559** TV homes.*

TEN'S ON TOP — Right! On top of more than **3½ million** tourists who visit South Florida and Miami every year. So when you show it on **WPST-TV** you show it to the World!

*Source—Television Magazine



ABC NETWORK

Public Service Television, Miami, Fla.
Represented Nationally by Edward Petry & Co.

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Miami-Ft. Lauderdale, Fla.	407,700	235,900 ⁴⁸ 63,800 ⁴⁹	1,329,000	765,600 ⁴⁸ 206,300 ⁴⁹	\$ 2,214,814,000	\$ 1,376,960,000 ⁴⁸ 336,481,000 ⁴⁹
Midland-Odessa, Tex.	105,000	14,100 ⁵⁰ 22,700 ⁵¹	370,400	46,500 ⁵⁰ 77,300 ⁵¹	488,523,000	82,311,000 ⁵⁰ 104,954,000 ⁵¹
Milwaukee, Wis.	619,500	326,400	2,090,600	1,100,300	2,611,464,000	1,451,481,000
Minneapolis-St. Paul, Minn.	866,400	391,400	3,000,200	1,295,900	3,546,362,000	1,672,761,000
Minot, N. D.	56,200	—	205,100	—	211,804,000	—
Missoula, Mont.	74,500	—	225,100	—	266,536,000	—
Mobile, Ala.	321,400	75,400	1,229,400	272,400	1,062,923,000	271,029,000
Monroe, La.	240,600	25,200 ⁵²	892,700	87,300 ⁵²	683,303,000	102,222,000 ⁵²
Montgomery, Ala.	240,800	44,600	915,100	159,000	640,603,000	176,821,000
Muncie, Ind.	112,100	33,800	358,000	108,100	386,282,000	115,162,000
Nashville, Tenn.	561,500	102,800	2,058,900	362,900	1,528,865,000	447,177,000
New Britain-Hartford, Conn.	759,100	181,800	2,607,000	625,600	3,395,426,000	877,258,000
New Haven, Conn.	966,100	180,300 ⁵³	3,337,100	611,900 ⁵³	4,406,335,000	842,299,000 ⁵³
New Orleans, La.	570,700	237,700	2,086,700	813,700	1,929,833,000	885,619,000
New York, N. Y.	5,202,500	4,408,900 ⁵⁴	17,110,100	14,406,100 ⁵⁴	21,207,749,000	17,498,328,000 ⁵⁴
Norfolk, Va.	386,400	148,300 ⁵⁵	1,514,900	540,400 ⁵⁵	1,399,667,000	560,312,000 ⁵⁵
Oak Hill, W. Va.	162,600	—	672,400	—	444,999,000	—
Odessa-Midland, Tex.	105,000	22,700 ⁵⁶ 14,100 ⁵⁷	370,400	77,300 ⁵⁶ 46,500 ⁵⁷	488,523,000	104,954,000 ⁵⁶ 82,311,000 ⁵⁷
Oklahoma City, Okla.	484,400	127,900 ⁵⁸ 15,800 ⁵⁹	1,603,300	400,000 ⁵⁸ 50,900 ⁵⁹	1,706,194,000	531,761,000 ⁵⁸ 78,846,000 ⁵⁹
Omaha, Neb.	448,000	125,400	1,447,300	411,800	1,646,042,000	511,693,000
Orlando, Fla.	252,600	59,900	853,800	196,100	1,044,028,000	265,293,000
Ottumwa, Iowa	210,300	—	651,000	—	659,852,000	—
Paducah, Ky.	212,700	24,700	712,000	77,700	575,143,000	68,138,000
Panama City, Fla.	41,800	—	162,100	—	136,048,000	—
Parkersburg, W. Va.	35,600†	—	117,900†	—	127,055,000†	—
Pensacola, Fla.	281,400	41,600	1,106,200	156,100	918,207,000	168,712,000
Peoria, Ill.	165,900†	85,100	533,100†	274,500	639,317,000†	355,701,000
Petersburg-Richmond, Va.	337,400	23,100 ⁶⁰ 101,800 ⁶¹	1,360,200	98,000 ⁶⁰ 370,100 ⁶¹	1,289,155,000	102,913,000 ⁶⁰ 446,262,000 ⁶¹
Philadelphia, Pa.-Wilmington, Del.	1,969,100	1,210,300 ⁶²	6,822,800	4,211,100 ⁶²	8,129,150,000	4,839,015,000 ⁶²
Phoenix-Mesa, Ariz.	212,900	151,100 ⁶³	771,200	520,900 ⁶³	841,659,000	583,344,000 ⁶³
Pine Bluff-Little Rock, Ark.	399,600	72,800 ⁶⁴	1,438,800	242,300 ⁶⁴	1,110,455,000	259,490,000 ⁶⁴
Pittsburg, Kan.-Joplin, Mo.	213,000	37,700 ⁶⁵	661,800	112,500 ⁶⁵	622,129,000	127,968,000 ⁶⁵
Pittsburgh, Pa.	1,369,800	676,300	4,828,100	2,355,600	5,074,407,000	2,617,236,000
Plattsburgh, N. Y.	133,900	—	492,700	—	513,356,000	—
Poland Spring, Me.	358,500	—	1,257,600	—	1,429,936,000	—
Portland, Me.	241,100	50,500	831,500	171,300	976,261,000	232,559,000
Portland, Ore.	552,400	273,900	1,696,000	811,900	1,982,662,000	1,013,646,000
Presque Isle, Me.	39,700	—	152,700	—	138,702,000	—
Providence, R. I.	817,100	207,900 ⁶⁶	2,773,900	696,700 ⁶⁶	3,107,350,000	809,162,000 ⁶⁶
Pueblo-Colorado Springs, Colo.	113,900	30,500 ⁶⁷ 37,100 ⁶⁸	382,700	107,400 ⁶⁷ 113,300 ⁶⁸	403,757,000	114,425,000 ⁶⁷ 172,443,000 ⁶⁸
Quincy, Ill.-Hannibal, Mo.	212,200	21,800 ⁶⁹	656,200	68,200 ⁶⁹	640,659,000	71,874,000 ⁶⁹
Raleigh-Durham, N. C.	486,400	39,300 ⁷⁰ 29,500 ⁷¹	2,054,100	159,900 ⁷⁰ 113,800 ⁷¹	1,866,454,000	202,399,000 ⁷⁰ 125,429,000 ⁷¹
Rapid City, S. D.	43,200	18,300	147,800	58,500	158,854,000	74,856,000
Redding, Cal.	74,500	—	229,200	—	326,181,000	—
Reno, Nev.	70,000	23,800	220,000	72,200	345,256,000	136,083,000
Richmond-Petersburg, Va.	337,400	101,800 ⁷² 23,100 ⁷³	1,360,200	370,100 ⁷² 98,000 ⁷³	1,289,155,000	446,262,000 ⁷² 102,913,000 ⁷³
Roanoke, Va.	436,700	39,700	1,759,200	144,900	1,554,643,000	176,439,000
Rochester, Minn.	126,700	—	442,900	—	529,810,000	—
Rochester, N. Y.	329,900	169,100	1,097,300	545,900	1,347,095,000	680,497,000
Rockford, Ill.	245,000	57,300	806,800	181,100	1,030,963,000	255,494,000
Rock Island, Ill.-Davenport, Iowa	444,900	80,500 ⁷⁴	1,441,900	262,200 ⁷⁴	1,730,661,000	331,491,000 ⁷⁴
Rome, Ga.	159,500	—	614,200	—	422,876,000	—
Roswell, N. M.	78,000	—	218,000	—	332,614,000	—
Sacramento, Cal.	475,900	128,200	1,369,000	409,500	1,819,231,000	586,330,000

48. Miami only

49. Ft. Lauderdale only

50. Midland only

51. Odessa only

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

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

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

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

56. Odessa only

57. Midland only

58. Oklahoma City only

59. Enid only

60. Standard Metropolitan County Area listed as Petersburg-Hopewell

61. Richmond only

62. Includes Camden, N. J.

63. Phoenix only

64. Little Rock-North Little Rock only

65. Joplin only

66. Standard Metropolitan County Area listed as Providence-Pawtucket

67. Pueblo only

68. Colorado Springs only

69. Quincy only

70. Raleigh only

71. Durham only

72. Richmond only

73. Standard Metropolitan County Area listed as Petersburg-Hopewell

74. Standard Metropolitan County Area listed as Davenport-Rock Island-Moline

† Due to conflicting research data, this market has not been reevaluated pending further study.



The calling card that is always welcome

Behind the ready acceptance of WNDU-TV by both viewer and advertiser is...
An outstanding record of integrity built-up in a short period of time.

The believability and quality of sound programming. The responsible
people who guide and form policy. The attention
to detail so important to success of every campaign.

Let Petry & Co. tell you how it all came about!

w n d u - t v

THE NOTRE DAME NBC STATION — SERVING SOUTH BEND - ELKHART
Bernard C. Barth, Vice Pres. and General Manager; Wm. Thomas Hamilton, Sales Manager

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Saginaw-Bay City, Mich.	342,900	52,000 ⁷⁵ 28,700 ⁷⁶	1,191,600	180,300 ⁷⁵ 100,300 ⁷⁶	\$1,382,368,000	\$ 206,497,000 ⁷⁵ 113,223,000 ⁷⁶
St. Joseph, Mo.	244,000	32,500	762,200	102,700	774,410,000	114,492,000
St. Louis, Mo.	904,300	595,300	2,929,100	1,932,800	3,214,067,000	2,288,574,000
St. Petersburg-Tampa, Fla.	398,300	186,400	1,311,300	586,700	1,687,508,000	786,145,000
Salinas-Monterey, Cal.	185,500	—	584,800	—	754,789,000	—
Salisbury, Md.	59,500 †	—	119,600 †	—	260,349,000 †	—
Salt Lake City, Utah	251,300	95,800	909,800	329,800	994,285,000	442,765,000
San Angelo, Tex.	38,200	21,600	132,200	74,600	153,061,000	89,066,000
San Antonio, Tex.	355,500	156,500	1,363,000	594,200	1,325,218,000	612,352,000
San Diego, Cal.-Tijuana, Mex.	306,600	288,100 ⁷⁷	944,700	875,700 ⁷⁷	1,104,090,000	1,002,462,000 ⁷⁷
San Francisco, Cal.	1,423,900	885,400 ⁷⁸	4,398,200	2,671,600 ⁷⁸	5,777,829,000	3,536,965,000 ⁷⁸
San Jose, Cal.	233,400	150,800	750,500	490,100	945,435,000	634,808,000
San Juan, P. R.	DI	DI	DI	DI	DI	DI
San Luis Obispo, Cal. (See Salinas-Monterey)						
Santa Barbara, Cal.	104,700	36,200	336,100	111,400	412,952,000	157,866,000
Savannah, Ga.	151,400	48,500	577,800	165,000	495,182,000	178,611,000
Schenectady-Albany-Troy, N. Y.	550,500	176,400	1,818,900	561,900	2,155,419,000	703,729,000
Scranton-Wilkes-Barre, Pa.	299,200	73,200 ⁷⁹ 105,200 ⁸⁰	1,050,800	253,600 ⁷⁹ 374,900 ⁸⁰	974,552,000	241,179,000 ⁷⁹ 332,242,000 ⁸⁰
Seattle-Tacoma, Wash.	568,100	265,700 ⁸¹ 92,000 ⁸²	1,730,800	782,100 ⁸¹ 308,300 ⁸²	2,125,707,000	1,129,831,000 ⁸¹ 321,283,000 ⁸²
Shelby, Mo.	38,100	—	114,400	—	104,847,000	—
Shreveport, La.	322,400	73,900	1,150,800	256,000	1,018,449,000	288,809,000
Sioux City, Iowa	303,000	36,300	1,023,400	115,300	1,150,571,000	154,502,000
Sioux Falls, S. D.	279,400	26,000	966,100	84,000	1,013,122,000	106,490,000
South Bend-Elkhart, Ind.	216,300	72,900 ⁸³ 29,900 ⁸⁴	705,500	245,100 ⁸³ 95,500 ⁸⁴	819,041,000	273,087,000 ⁸³ 125,362,000 ⁸⁴
Spartanburg-Greenville, S. C.	469,500	41,900 ⁸⁵ 54,500 ⁸⁶	1,851,600	160,400 ⁸⁵ 198,100 ⁸⁶	1,436,632,000	121,375,000 ⁸⁵ 202,751,000 ⁸⁶
Spokane, Wash.	312,500	87,500	1,001,800	267,800	1,170,846,000	338,221,000
Springfield, Ill.	107,100 †	45,400	339,500 †	140,000	410,802,000 †	195,726,000
Springfield-Holyoke, Mass.	218,100 †	140,200 ⁸⁷	754,500 †	486,000 ⁸⁷	920,755,000 †	602,034,000 ⁸⁷
Springfield, Mo.	127,100	39,600	404,200	119,500	377,748,000	133,351,000
Steuerville, Ohio	583,700	103,300 ⁸⁸	2,057,100	358,700 ⁸⁸	2,007,656,000	405,298,000 ⁸⁸
Superior, Wis.-Duluth, Minn.	209,700	82,100	708,500	267,200	727,683,000	307,128,000
Sweetwater, Tex.	77,300	—	267,000	—	304,478,000	—
Syracuse, N. Y.	519,400	114,300	1,761,700	384,100	2,057,982,000	490,057,000
Tacoma-Seattle, Wash.	568,100	92,000 ⁸⁹ 265,700 ⁹⁰	1,730,800	308,300 ⁸⁹ 782,100 ⁹⁰	2,125,707,000	321,283,000 ⁸⁹ 1,129,831,000 ⁹⁰
Tallahassee, Fla. (See Thomasville)						
Tampa-St. Petersburg, Fla.	398,300	186,400	1,311,300	586,700	1,687,508,000	786,145,000
Temple-Waco, Tex.	202,000	25,200 ⁹¹ 41,500 ⁹²	702,700	99,700 ⁹¹ 141,900 ⁹²	671,492,000	82,696,000 ⁹¹ 160,836,000 ⁹²
Terre Haute, Ind.	278,500	34,900	885,600	107,000	917,879,000	124,490,000
Texarkana, Tex.	173,600	31,000	619,900	106,000	459,529,000	81,970,000
Thomasville, Ga.-Tallahassee, Fla.	190,900	—	748,700	—	620,112,000	—
Toledo, Ohio	416,700	142,100	1,376,900	466,100	1,680,482,000	610,891,000
Topeka, Kan.	225,200	41,900	714,800	128,500	719,277,000	165,385,000
Traverse City, Mich.	68,500	—	241,500	—	281,391,000	—
Tucson, Ariz.	96,300	65,300	343,000	227,500	385,482,000	253,940,000

75. Saginaw only
76. Bay City only
77. San Diego only
78. Standard Metropolitan County Area listed as San Francisco-Oakland
79. Scranton only
80. Wilkes-Barre only; listed as Wilkes-Barre-Hazleton
81. Seattle only
82. Tacoma only
83. South Bend only

84. Elkhart only
85. Spartanburg only
86. Greenville only
87. Includes Hampshire County, Mass.
88. Standard Metropolitan County Area listed as Wheeling-Steubenville
89. Tacoma only
90. Seattle only
91. Temple only
92. Waco only

Due to conflicting research data, this market has not been reevaluated pending further study.

Additional copies of the

DATA BOOK

are available at \$2.50

	FAMILIES		POPULATION		RETAIL SALES	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Tulare-Fresno, Cal.	259,100	99,300 ⁹³	858,400	325,500 ⁹³	\$1,106,227,000	\$ 483,658,000 ⁹³
Tulsa, Okla.	414,300	102,700	1,362,400	323,500	1,379,961,000	416,524,000
Tupelo, Miss.	65,200	—	248,300	—	148,502,000	—
Twin Falls, Ida.	43,400	—	157,500	—	170,705,000	—
Tyler, Tex.	163,800	24,100	577,000	83,200	544,111,000	91,233,000
Utica-Rome, N. Y.	158,100	88,500	529,200	299,200	593,293,000	337,347,000
Valley City, N. D.	228,700	—	845,200	—	869,642,000	—
Waco-Temple, Tex.	202,000	41,500 ⁹⁴	702,700	141,900 ⁹⁴	671,492,000	160,836,000 ⁹⁴
		25,200 ⁹⁵		99,700 ⁹⁵		82,696,000 ⁹⁵
Washington, D. C.	895,000	541,800	3,246,900	1,917,700	3,730,519,000	2,366,032,000
Washington-Greenville, N. C.	350,700	—	1,526,800	—	1,262,157,000	—
Waterbury, Conn.	181,800	180,300 ⁹⁶	625,600	611,900 ⁹⁶	877,258,000	842,299,000 ⁹⁶
Waterloo-Cedar Rapids, Iowa	398,000	34,800 ⁹⁷	1,312,100	114,400 ⁹⁷	1,543,829,000	144,618,000 ⁹⁷
		37,400 ⁹⁸		116,900 ⁹⁸		173,611,000 ⁹⁸
Wausau, Wis.	124,000	—	444,600	—	434,124,000	—
Weslaco-Harlingen, Tex.	132,400	88,200 ⁹⁹	561,800	372,200 ⁹⁹	371,784,000	232,970,000 ⁹⁹
West Palm Beach, Fla.	117,500	56,100	385,100	177,400	519,215,000	259,077,000
Wheeling, W. Va.	514,200	103,300 ¹⁰⁰	1,811,800	358,700 ¹⁰⁰	1,725,286,000	405,298,000 ¹⁰⁰
Wichita-Hutchinson, Kan.	376,100	103,100 ¹⁰¹	1,181,800	313,700 ¹⁰¹	1,389,784,000	406,760,000 ¹⁰¹
		19,300 ¹⁰²		59,200 ¹⁰²		72,936,000 ¹⁰²
Wichita Falls, Tex.	190,400	34,000	656,800	127,600	694,727,000	142,926,000
Wilkes Barre-Scranton, Pa.	299,200	105,200 ¹⁰³	1,050,800	374,900 ¹⁰³	974,552,000	332,242,000 ¹⁰³
		73,200 ¹⁰⁴		253,600 ¹⁰⁴		241,179,000 ¹⁰⁴
Wilmington, Del. (See Philadelphia)						
Wilmington, N. C.	267,800	20,800	1,178,500	74,600	883,501,000	92,005,000
Winston-Salem, N. C.	376,600	48,000	1,467,400	176,100	1,453,013,000	199,685,000
Yakima, Wash.	162,300	47,200	530,200	153,100	618,459,000	164,300,000
York, Pa.	266,500 †	64,400	910,000 †	215,000	1,089,526,000 †	258,228,000
Youngstown, Ohio	245,400	163,400	856,400	576,600	1,048,382,000	754,242,000
Yuma, Ariz.	31,100	—	114,200	—	155,463,000	—
Zanesville, Ohio	84,800 †	24,400	286,000 †	80,300	289,796,000 †	89,063,000

93. Fresno only

94. Waco only

95. Temple only

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

97. Waterloo only

98. Cedar Rapids only

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

100. Standard Metropolitan County Area listed as Wheeling-Steubenville

101. Wichita only

102. Hutchinson only

103. Wilkes-Barre only; listed as Wilkes-Barre-Hazleton

104. Scranton only

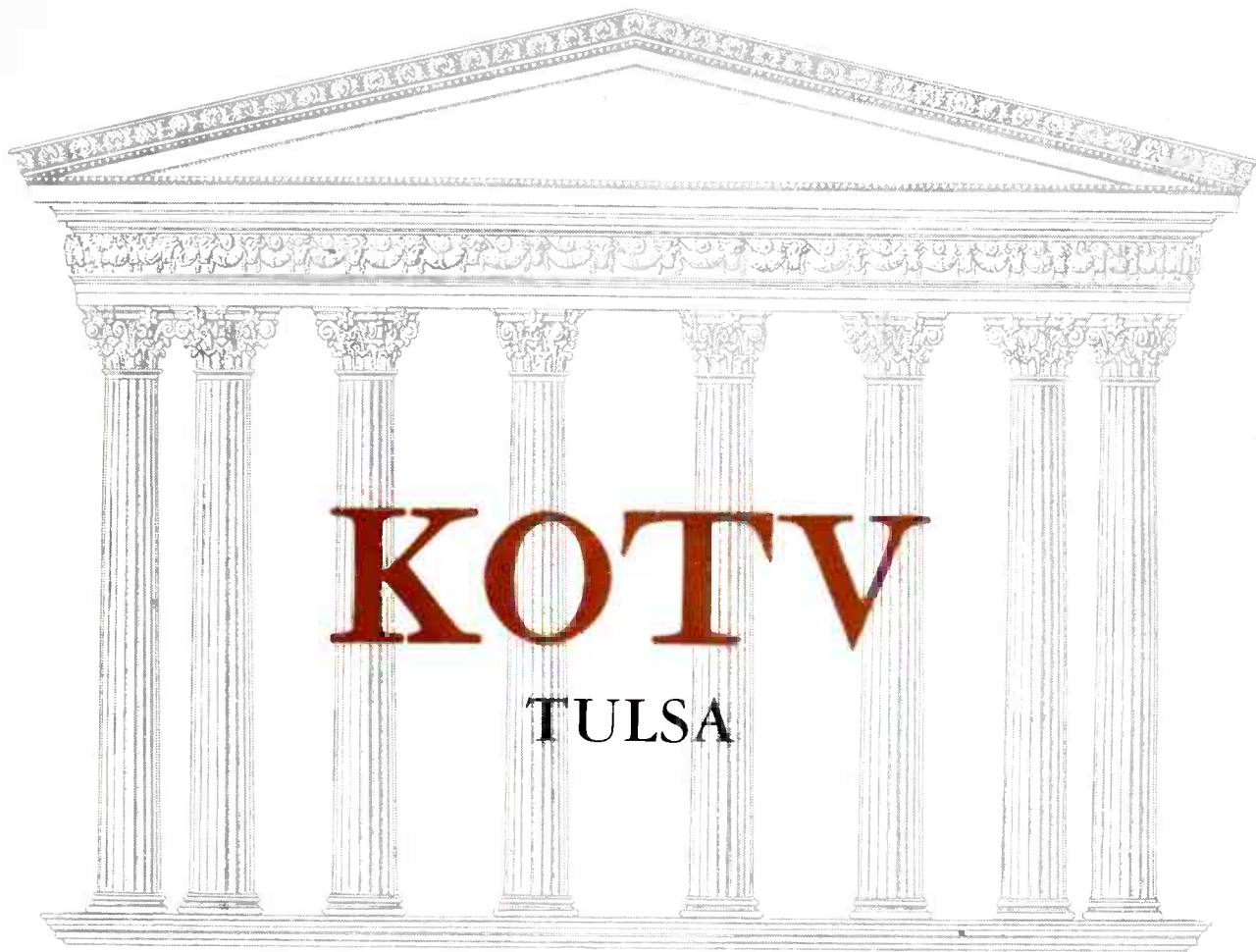
† Due to conflicting research data, this market has not been reevaluated pending further study.

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Extra copies of the Data Book are available—now.


Price: \$2.50 each.



A television market is more than a city

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

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

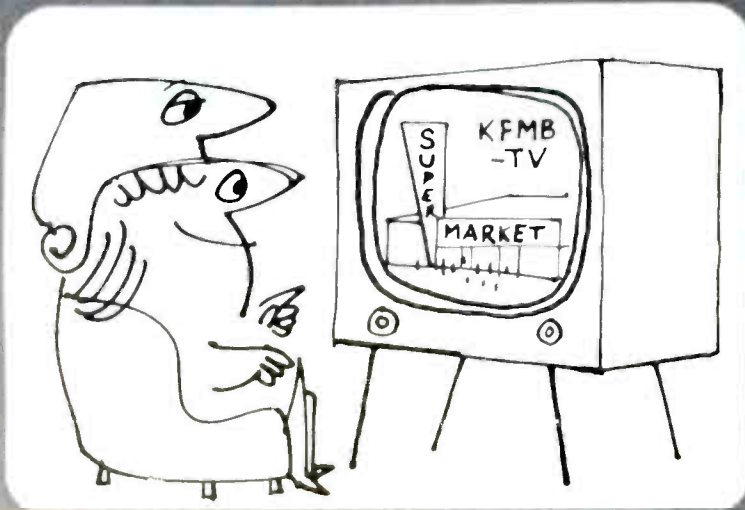
Smart advertisers want to tap this market. They do it over KOTV  the station that dominates the rich Tulsa market, consistently wins more quarter hours than all other stations *combined* and averages 37% more viewing families than the next Tulsa station. Represented by Petry.

Sources: Metropolitan & Area ARB 11/57; TV Mag. 3/57; Copyrighted . . . Sales Management 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis.

We're Selling More of Everything in Booming San Diego



\$1,002,462,000 total retail sales. More than Indianapolis, New Orleans or Columbus, Ohio.* (Total Moose Head sales not available)

In San Diego there are MORE people... buying MORE and watching Channel 8 MORE... than ever before!

* Sales Management Survey of Buying Power

KFMB 8 TV
 WRATHER-ALVAREZ BROADCASTING, INC.
 Represented by **Edward Petry & Co.**
SAN DIEGO
 America's more market

RECEIVER CIRCULATION REPORT FOR MARCH

Independent estimates of television set count for all

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

Set count estimates which appear in this section are based on TELEVISION MAGAZINE's projections of the "National Survey of Television Sets in U.S. Households" for June 1955 and March 1956, two reports made by the U.S. Bureau of Census for the Advertising Research Foundation. In addition, figures for the four census regions were adjusted by the April 1957 ARF report.

TELEVISION MAGAZINE has reevaluated the coverage definition of each television market in the country. The backbone of these coverage estimates is TELEVISION MAGAZINE's interpretation of the Nielsen Coverage Service No. 2, where it has been made available. TELEVISION MAGAZINE utilizes a flexible cutoff point of 25% based on a weekly viewing factor. (A special report with a full explanation of this plan is available upon request.)

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

A comparison of the ARF county figures of March 1, 1956, with those of TELEVISION MAGAZINE of the same date, shows a difference of less than 1%. TELEVISION MAGAZINE's March estimates were based on projections of the previous ARF study of June 1955. This study correlated NBC's and TELEVISION MAGAZINE's estimates with census data to arrive at nationwide county-by-county figures. In order to enable its Research Department to arrive at updated figures for TV markets, TELEVISION MAGAZINE will continue to project the ARF figures on a county-by-county basis every month.

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

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

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

A 92.5% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., 93.5% in Providence) but the available evidence shows that penetration drops off outside the metropolitan area itself and that 92.5% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF outlets refer to VHF only. ►

WALB-TV

**TOPS IN
SOUTHWEST GEORGIA
22 COUNTY AREA EXTENDING TO WITHIN 20 MILES OF
THE FLORIDA STATE LINE
OVERALL SHARE OF
AUDIENCE**

57.6%

HIGHEST NIGHTTIME
RATING 44.8*
TOP 15 ONCE A WEEK
WALB-TV*

HIGHEST DAYTIME RATING
27.4*

TOP 10 MULTI-WEEKLY
WALB-TV*

WALB-TV

**TOPS IN
SOUTHWEST GEORGIA'S
ONLY**

**METROPOLITAN MARKET
*MAXIMUM SHARE OF
AUDIENCE**

99%

HIGHEST NIGHTTIME
RATING 75.0†

HIGHEST DAYTIME RATING
46.0†

YOUR ONLY BUY IS



RAYMOND E. CAROW
General Manager

Represented by Venard, Rintoul &
McConnell, Inc.

JAMES S. AYRES, Co., Southeast

HUGH BARCLAY
Sales Manager

* (WALB ALBANY, GA. 22
COUNTY AREA
TELEPULSE, DEC. 1-16, 1957)
† (ALBANY, GEORGIA TELE-
PULSE, DEC. 1-8, 1957)

CIRCULATION AS OF MARCH 1, 1958 TOTAL U.S. TV HOMES 42,001,213

Unlike other published set counts, these are neither station nor network estimates. They are copyrighted and may not be reproduced without permission. Listed below are all stations on air February 1, 1958.

Market & Stations—% Penetration TV Homes

ABILENE, Tex.—74.1 KRBC-TV (N)	76,327
ADA, Okla.—70.8 KTEN (A,C,N)	89,987
AGANA, Guam KUAM-TV (C,N)	††
AKRON, Ohio—40.6 WAKR-TV† (A)	•180,380
ALBANY, Ga.—65.2 WALB-TV (A,N)	73,188
ALBANY-SCHENECTADY-TROY, N.Y.—87.7 WTEN (C); WTRI† (A); WRGB (N)	482,885 †160,318
ALBUQUERQUE, N.M.—68.9 KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	88,833
ALEXANDRIA, La.—61.7 KALB-TV (A,C,N)	76,671
ALTOONA, Pa.—92.0 WFBG-TV (A,C,N)	379,836
AMARILLO, Tex.—75.0 KFDA-TV (A,C); KGNC-TV (N); KVII-TV (A)	102,630
AMES, Iowa—85.9 WOI-TV (A)	330,940
ANCHORAGE, Alaska—87.6 KENI-TV (A,N); KTVA (C)	30,668
ANDERSON, S.C.—75.2 WAIM-TV† (A,C)	•188,870
ARDMORE, Okla.—82.0 KVSO-TV (N)	83,087
ASHEVILLE, N.C.—68.6 WISE-TV† (C,N); WLOS-TV (A)	360,477 †37,021
ATLANTA, Ga.—76.9 WAGA-TV (C); WLW-A (A); WSB-TV (N)	630,835
AUGUSTA, Ga.—69.4 WJBF-TV (A,N); WRDW-TV (C)	182,267
AUSTIN, Minn.—83.2 KMMT (A)	144,032
AUSTIN, Tex.—82.4 KTBC-TV (A,C,N)	170,467
BAKERSFIELD, Cal.—90.4 KBAK-TV† (A,C); KERO-TV (N)	173,208 †76,402
BALTIMORE, Md.—87.3 WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	673,179
BANGOR, Me.—90.5 WABI-TV (A,N); W-TWO (C)	119,125
BATON ROUGE, La.—68.5 WAFB-TV† (C); WBRZ (A,N)	258,908 •†87,314

Market & Stations—% Penetration TV Homes

BAY CITY-SAGINAW, Mich.—90.5 WNEM-TV (A,N); WKNX-TV† (A,C) (Includes Flint)	310,371 †84,366
BEAUMONT, Tex.—80.5 KFDM-TV (C); KPAC-TV (A,N)	158,251
BELLINGHAM, Wash.—83.8 KVOS-TV (C) (This does not include "A" contour in Vancouver & Victoria, British Columbia)	*85,891
BIG SPRING, Tex.—87.0 KEDY-TV (C)	30,980
BILLINGS, Mont.—53.3 KOOK-TV (A,C)	40,831
BINGHAMTON, N.Y.—92.1 WNBF-TV (C,N); WINR-TV† (A,N)	356,166 ††
BIRMINGHAM, Ala.—75.2 WABT (A,N); WBRC-TV (C)	439,905
BISMARCK, N.D.—60.7 KBMB-TV (C); KFYZ-TV** (A,N) (KFYZ-TV operates satellite KUMV-TV, Williston, N.D.)	58,555
BLOOMINGTON, Ill. WBLN-TV†	†††
BLOOMINGTON, Ind.—86.2 WTTV (N) (Includes Indianapolis, Ind.) (For ranking purposes, consider this market Bloomington-Indianapolis)	716,807
BLUEFIELD, W. Va.—62.8 WHIS-TV (N)	148,512
BOISE, Ida.—69.9 KBOI (C); KIDO-TV (A,N)	67,234
BOSTON, Mass.—88.0 WBZ-TV (N); WNAC-TV (C); WHDH-TV (A)	1,318,856
BRIDGEPORT, Conn.—14.8 WICC-TV† (A)	†71,066
BRISTOL, Va.-Tenn.—61.8 WCYB-TV (A,N)	249,540
BRYAN, Tex.—72.1 KBTX-TV (A,C)	32,966
BUFFALO, N.Y.—92.1 WBEN-TV (C); WBUF-TV† (N); WGR-TV (A)	569,920 †217,840
BURLINGTON, Vt.—84.1 WCAX-TV (C)	*155,850
BUTTE, Mont.—59.1 KXLF-TV (A,N)	32,953
CADILLAC, Mich.—87.7 WWTW (A,C)	193,074
CAPE GIRARDEAU, Mo.—70.7 KFVS-TV (C)	225,001
CARLSBAD, N.M.—65.8 KAVE-TV (A,C)	32,679
CARTHAGE-WATERTOWN, N.Y.—83.9 WCNY-TV (A,C)	*83,705
CASPER, Wyo.—61.3 KTWO (A,N); KSPR-TV (C)	12,513

Market & Stations—% Penetration TV Homes

PAR RAPIDS-WATERLOO, Iowa—86.4	343,881
CRG-TV (A); WMT-TV (C); KWWL-TV (N)	
AMPAIGN, Ill.—81.3	390,382
VCIA (C,N)	
CHARLESTON, S.C.—69.1	203,366
VCSC-TV (C); WUSN-TV (A,N)	
CHARLESTON-HUNTINGTON, Va.—75.0	431,764
VCHS-TV (C); WHTN-TV (A,C); VSAZ-TV (N)	
CHARLOTTE, N.C.—74.1	634,266
VBTB (C); WSOC-TV (A,N)	
CATTANOOGA, Tenn.—69.5	169,780
VDEF-TV (A,C); WRGP-TV (N)	
CHEYENNE, Wyo.—65.3	**70,562
CFBC-TV (A,C,N)	
Operates satellite KSTF Scottsbluff, Neb.)	
CHICAGO, Ill.—91.7	2,126,753
WBBM-TV (C); WBKB (A); WGN-TV; WTNBQ (N)	
CHICO, Cal.—65.5	83,164
CHSL-TV (A,C)	
Does not include Sacramento County where station has considerable coverage.)	
CINCINNATI, Ohio—88.4	632,806
WCPO-TV (A); WKRC-TV (C); WLW-TV (N)	
CHARLESTON, W. Va.—62.4	74,438
WBOY-TV (A,C,N)	
CLEVELAND, Ohio—91.8	1,184,592
WUAB-TV (A); KYW-TV (N); WJW-TV (C)	
COVINGTON, N.M.—61.2	18,862
KICA-TV (C)	
COLORADO SPRINGS-PUEBLO, Colo.—65.9	75,116
KTSP-TV (A,C); KRDO-TV (N); KCSJ-TV (N)	
COLUMBIA-JEFFERSON CITY, Mo.—72.0	126,061
WOMU-TV (A,N); KRCG-TV (A,C)	
COLUMBIA, S.C.—73.1	208,045
WIS-TV (A,N); WNOK-TV† (C)	146,768
COLUMBUS, Ga.—68.0	187,663
WTVM† (A,N); WRBL-TV (A,C)	169,354
COLUMBUS, Miss.—70.3	87,544
WCBI-TV (C,N)	
COLUMBUS, Ohio—91.5	440,894
WBNS-TV (C); WLW-TV (N); WTVN (A)	
CRISTO RE, Tex.—72.5	100,035
KRIS-TV (A,N); KZTV (C)	
DALLAS-FT. WORTH, Tex.—82.2	628,759
WRLD-TV (C); WFAA-TV (A); WFFZ-TV; WBAP-TV (N)	
EVANVILLE, Ill.—78.1	69,113
WDAN-TV† (A)	
EVANSPORT, Iowa-ROCK ISLAND, Mo.—88.4	393,261
WOC-TV (N); WHBF-TV (A,C)	
DAYTON, Ohio—91.1	444,635
WHIO-TV (C); WLW-D (A,N)	

by fall A NEW MARKET

Tall* tower going up—
will almost double
WIS-TV market (shown in
adjacent Columbia, S. C. listing.)

GRADE B POPULATION
WILL INCREASE

97.1 %

GRADE B AREA
WILL INCREASE

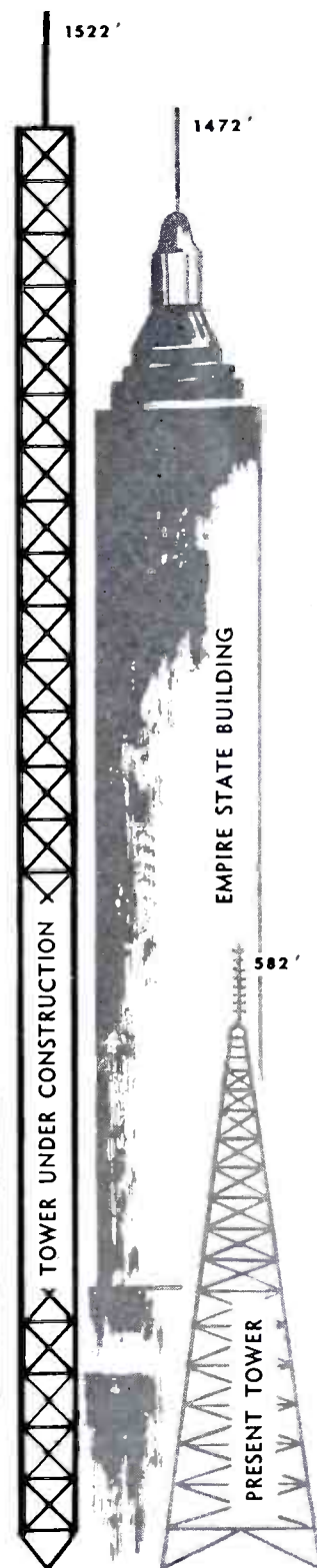
84.7 %

* 1522 feet, tallest east of the Mississippi



G. Richard Shafto, Executive Vice Pres.
Charles A. Batson, Managing Director

Represented nationally by
Peters, Griffith and Woodward, Inc.



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 Bill Me

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Company

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Address

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I'm Joe Floyd
**THEY
 SAY
 I'M A HELLUVA
 SALESMAN!**

That's because I like to give the advertiser a run for his money—always have! Like creating a whole new empire of customers—KEL-O-LAND—more than a million strong, with over \$1,220,150,000 in annual retail sales. Read that number again, please. It's not a misprint. It's the actual proved buying power of a market reached completely by just one selling force . . . KELO-TV and its boosters KDLO-TV and KPLO-TV.

CBS
 ABC
 NBC

KEL-O-LAND

KELO TV SIOUX FALLS **11**

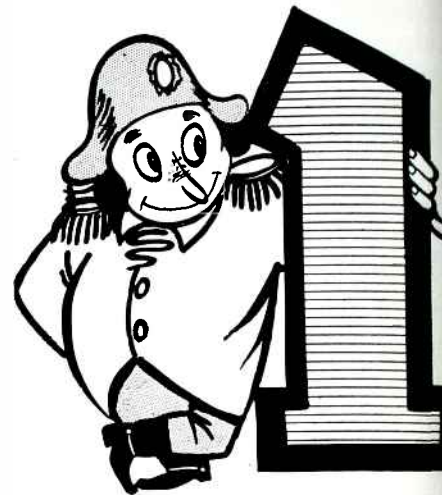
KDLO TV ABERDEEN HURON WATERTOWN **3**

KPLO TV PIERRE WINNER CHAMBERLAIN **6**

General Offices, Sioux Falls, S. D.
 JOE FLOYD, President
 Evans Nord, General Manager
 Larry Bentson, Vice President
REPRESENTED BY H-R
 In Minneapolis: Bulmer & Johnson, Inc.

Market & Stations—% Penetration TV Homes

DAYTONA BEACH, Fla.—74.0 WESH-TV (N)	170,284
DECATUR, Ala.—77.4 WMSL-TV† (C,N)	+130,906
DECATUR, III.—82.9 WTVP† (A)	†165,700
DENVER, Colo.—84.7 KBTV (A); KLZ-TV (C); KOA-TV (N); KTVR	319,909
DES MOINES, Iowa—86.1 KRNT-TV (C); WHO-TV (N)	277,931
DETROIT, Mich.-WINDSOR, Can.—91.9 WJBK-TV (C); WWJ-TV (N); WXYZ A); CKLW-TV	1,433,186
DICKINSON, N.D.—52.2 KDIX-TV (C)	27,936
DOTHAN, Ala.—55.9 WTVY (A,C)	70,207
DULUTH, Minn.-SUPERIOR, Wis.—75.4 KDAL-TV (A,C); WDSM-TV (A,N)	158,015
DURHAM-RALEIGH, N.C.—71.8 WTVD (A,C); WRAL-TV (N)	349,090
EAU CLAIRE, Wis.—77.6 WEAU-TV (A,N)	114,906
EL DORADO, Ark.—61.1 KRBB (A,N)	38,289
ELKHART, Ind. (See South Bend)	
EL PASO, Tex.-JUAREZ, Mex.—82.4 KELP-TV (A); KROD-TV (C); KTSM-TV (N); XEJ-TV	89,609
ENID, Okla. (See Oklahoma City)	
ERIE, Pa.—92.5 WICU (A,N); WSEE-TV† (A,C)	164,834 +169,707
EUGENE, Ore.—71.7 KVAL-TV (N) (Operates satellite KPIC-TV, Roseburg, Ore.)	**104,194
EUREKA, Cal.—70.2 KIEM-TV (A,C,N)	42,259
EVANSVILLE, Ind.-HENDERSON, Ky.—70.8 WFIE-TV† (N); WTVW (A); WEHT-TV† (C)	204,206 †112,484
FAIRBANKS, Alaska KFAR-TV (A,N); KTVF (C)	††
FARGO, N.D.—73.8 WDAY-TV (A,N) (See also Valley City, N.D.)	151,432
FAYETTEVILLE, N.C.—79.0 WFLB-TV† (A,C,N)	+121,830
FLORENCE, Ala. WOWL-TV† (C,N)	†††
FLORENCE, S.C.—62.2 WBTW (A,C,N)	182,271
FT. DODGE, Iowa—51.6 KQTV† (N)	†24,071
FT. LAUDERDALE, Fla. (See Miami)	
FT. MYERS, Fla.—68.5 WINK-TV (A,C)	19,515
FT. SMITH, Ark.—60.9 KFSA-TV† (A,N); KNAC-TV (C)	60,732 †35,789
FT. WAYNE, Ind.—89.6 WANE-TV† (C); WKJG-TV† (N); WPTA-TV† (A)	†211,421



WKJG-TV

Fort Wayne's FIRST STATION

Proves Its Dominance
 Once Again!

Shows WKJG-TV
 Now Leads in 47%
 Of Quarter Hours!

WKJG-TV 47%*
 Station B 37%*
 Station C 14%*

The important Fort Wayne Market of 211,421 TV Homes† is served best by WKJG-TV.

Check Adjacencies now!

*ARB—Feb. 8-14, 1958

Percentages figured during times when at least two Fort Wayne stations were telecasting.

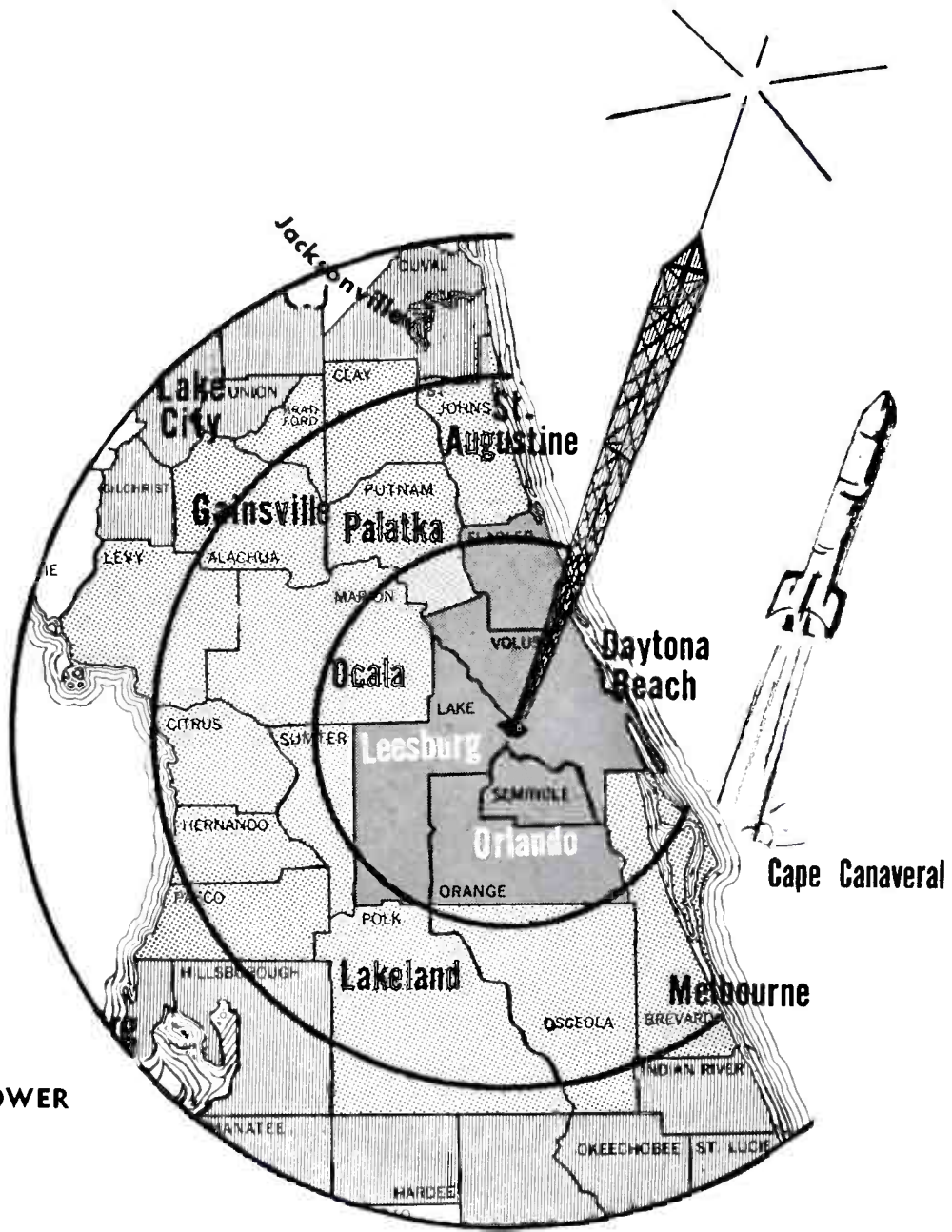
†Television Mag. March 1958

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Channel 2, Florida

- DOMINATES AMERICA'S 4th FASTEST GROWING MARKET!
- COVERS MORE OF FLORIDA THAN ANY OTHER TELEVISION STATION!



NBC

100,000 WATTS

1,000 FOOT TOWER

MARKET DATA

- 2,117 new residents move in weekly!
- 710 new homes built monthly!
- 727 new industrial jobs monthly!
- \$1.8 billion retail market!
- 17,793 college students—43,878 military personnel!
- 54.6% of Florida's gross farm income!
- 181,588 television homes!

WESH-TV

General Offices: Daytona Beach, Florida

AVERY-KNODEL, INC., National Representatives

famous on the local scene.

Spanning the Harbor at San Francisco, the Oakland Bay Bridge is an inspiring symbol of achievement. Storer, too, is recognized for achievement . . . in the world of broadcasting. This recognition has been earned through consistent sales results on Storer stations in the communities they serve. These individual achievements prove that a Storer station is a local station.



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WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WVUE-TV
Wilmington-Philadelphia

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

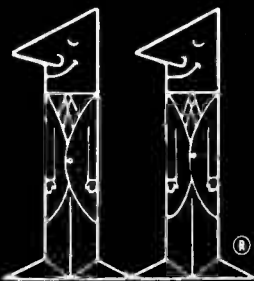
WAGA
Atlanta, Ga.

WGBS
Miami, Fla.

We're first, but...

WHO
WANTS
TO
ARGUE
ABOUT
~~4 1/2~~ 3 1/2
PER
CENT
?

Channel



KFJZ-TV

It seems there's a new champ born with almost every rating book in Dallas/Fort Worth. Only one fact is **constant** . . . It's the **tightest** four-station market in America! Right now **we're first** with 27.7 per cent* share of audience. (Sign on to sign off Sunday through Saturday.) The fourth station trails by a mere 3.4 per cent . . . So who wants to argue?

High-rated nighttime minutes now available delivering a top family audience of 2.84 (average) viewers per set — 12 per cent more than nearest competitor!

**Dallas/Fort Worth combined ARB, January, 1958.*

Ask **BLAIR-TV**



or Joe Evans, National Sales Manager

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
DWORTH-DALLAS, Tex.—82.2 KJZ-TV; WBAP-TV (N); KPRD-TV (C); WFAA-TV (A)	628,759	HARLINGEN-WESLACO, Tex.—61.1 KGBT-TV (A,C); KRGV-TV (A,N)	80,848	HUNTINGTON-CHARLESTON, W. Va.—75.0 WHTN-TV (A,C); WSAZ-TV (N); WCHS-TV (C)	431,764
FRESNO-TULARE, Cal.—88.7 KERE-TV (C); KJEO-TV† (A); KJMJ-TV† (N)	229,738 †195,574	HARRISBURG, Ill.—47.0 WSIL-TV† (A,N)	†43,401	HUTCHINSON-WICHITA, Kan.—78.6 KTVH (C); KAKE-TV (A); KARD-TV (N)	295,689
HOUSTON-HOUSTON, Tex.—85.2 KHOU-TV (C); KPRC-TV*** (N); KTRK-TV (A) KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	575,696	HARRISBURG, Pa.—89.1 WHP-TV† (C); WTPA† (A)	•†174,136	IDAHO FALLS, Ida.—68.4 KID-TV (A,C,N)	47,185
HELENA, Mont. KAGN-TV (C)	†††	HARRISONBURG, Va.—68.6 WSVA-TV (A,C,N)	85,041	INDIANAPOLIS, Ind.—87.1 WFBN-TV (N); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind.) (For ranking purposes, consider this market Indianapolis-Bloomington.)	745,583
MINND FOLKS, N.D.—75.1 KMOX-TV (N)	35,086	HARTFORD-NEW BRITAIN, Conn.—90.6 WHCT† (C); WNBC† (N); WTIC-TV	687,398 †336,708	JACKSON, Miss.—85.1 WJTV (C); WLBT (A,N)	247,044
FRUITLAND JUNCTION, Colo.—49.2 KREX-TV (A,C,N)	17,085	HASTINGS, Neb.—72.1 KHAS-TV (N)	115,955	JACKSON, Tenn.—59.1 WDXI-TV (A,C)	82,390
FRUITLAND RAPIDS, Mich.—90.9 KWOOD-TV (A,N) For ranking purposes, consider this market Fruitland Rapids-Kalamazoo)	466,798	HATTIESBURG, Miss.—46.3 WDAM-TV (A,N)	92,175	JACKSONVILLE, Fla.—67.5 WMBR-TV (A,C); WFGA-TV (N)	272,007
GEARHART BEND, Kan.—71.4 KCKT (N)	111,415	HENDERSON, Ky.-EVANSVILLE, Ind.—70.8 WEHT-TV† (C); WFIE-TV† (N); WTWV (A)	204,206 †113,608	JEFFERSON CITY-COLUMBIA, Mo.—72.0 KRCG-TV (A,C); KOMU-TV (A,N)	126,061
GEARHART FALLS, Mont.—55.4 KBB-TV (A,C,N)	39,143	HENDERSON-LAS VEGAS, Nev.—70.7 KLRJ-TV (A,N); KLAS-TV (C); KSHO-TV (A)	26,434	JOHNSON CITY, Tenn.—58.4 WJHL-TV (A,C)	130,434
GREEN BAY, Wis.—83.6 KWBAY-TV (C); WFRV-TV (A,C); (See Marinette)	393,095	HONOLULU, T.H.—84.4 KGMB-TV (C); KHVH-TV; KONA-TV (N); KULA-TV (A) (KGMB-TV operates satellites KHBC-TV, Hilo, and KMAU-TV, Wailuku. KONA-TV operates satellite KMVI-TV, Wailuku.)	114,002	JOHNSTOWN, Pa.—91.4 WARD-TV† (A,C); WJAC-TV (N)	546,500 ††
GREENSBORO, N.C.—77.4 KFMY-TV (A,C)	433,818	HOUSTON-GALVESTON, Tex.—85.2 KPRC-TV*** (N); KTRK-TV (A); KGUL-TV (C) (KTRE, Lufkin, Tex., optional satellite of KPRC-TV, Houston, Tex.)	575,696	JOPLIN, Mo.-PITTSBURG, Kan.—71.7 KODE-TV (A,C); KOAM-TV (A,N)	152,734
GREENSBORO-SPARTANBURG, N.C.—69.6 KFBC-TV (N); WSPA-TV (C)	326,832	JUNEAU, Alaska KINY-TV (C)	††		
GREENSBORO-WASHINGTON, N.C.—66.3 KNCT-TV (A,C); WITH (N)	232,521				
GRAND RIVER, Mo.-QUINCY, Ill.—78.9 KQA-TV (C); WGEM-TV (A,N)	167,371				

in every
field,
here's one
basic reference
source—
in television,
it's
**TELEVISION
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Now in its 14th year
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Get Ziv's Dynamic New IMPACT Series . . .

"TARGET"

TV's PROPELLING
NEW FORCE...

with
ADOLPHE
MENJOU
host!

Market & Stations—% Penetration	TV Homes
KALAMAZOO, Mich.—90.2 WKZO-TV (A,C) (For ranking purposes, consider this market Kalamazoo-Grand Rapids.)	659,470
KALISPELL, Mont.—46.9 KGEZ-TV (C)	9,205
KANSAS CITY, Mo.—85.2 KCMO TV (C); KMBC TV (A); WDAF TV (N)	568,460
KEARNEY, Neb.—69.9 KHOL TV (A,C) (Operates satellite KHPL TV, Hoyes Center, Neb.)	121,912
KLAMATH FALLS, Ore.—49.7 KOTI (A,C,N) (Optional satellite of KBES-TV, Medford, Ore.)	15,498
KNOXVILLE, Tenn.—66.6 WATE-TV (N); WBIR-TV (C); WTVKJ (A)	248,589 †85,006
LA CROSSE, Wis.—73.9 WKBT (A,C,N)	131,541
LAFAYETTE, Ind.—87.4 WFAM-TV (C)	•†56,771
LAFAYETTE, La.—63.0 KLFY-TV (C)	112,477
LAKE CHARLES, La.—76.1 KPLC-TV (A,N); KTAG-TV (C)	145,185 †53,357

Market & Stations—% Penetration	TV Homes
LANCASTER, Pa.—90.6 WGAL-TV (C,N)	571,141
LANSING, Mich.—90.1 WJIM-TV (A,C,N) (Includes Flint)	444,860
LAREDO, Tex.—61.1 KHAD-TV (A,C,N)	9,107
LA SALLE, Ill.—34.6 WEEQ-TV (C) (See Peoria)	11,140
LAS VEGAS-HENDERSON, Nev.—70.7 KLAS-TV (C); KSHO-TV; KLRJ-TV (A,N)	26,434
LAWTON, Okla.—80.1 KSWO-TV (A)	64,832
LEBANON, Pa. WLBR-TV (A) (Market under evaluation pending further data)	††
LEXINGTON, Ky.—37.0 WLEX-TV (A,C,N); WKXP-TV (C)	•†38,856
LIMA, Ohio—73.5 WIMA-TV (A,C,N)	•†68,692
LINCOLN, Neb.—80.3 KOLN-TV (A,C)	193,279
LITTLE ROCK-PINE BLUFF, Ark.—69.7 KARK-TV (N); KTHV (C); KATV (A)	278,719
LOS ANGELES, Cal.—91.4 KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV	2,478,318
LOUISVILLE, Ky.—78.6 WAVE-TV (A,N); WHAS-TV (C)	484,104
LUBBOCK, Tex.—79.1 KCBD-TV (A,N); KDUB-TV (C)	134,821
LUFKIN, Tex.—68.4 KTRE-TV (N) (Optional satellite of KPRC-TV, Houston, Tex.)	68,165
LYNCHBURG, Va.—69.6 WLVA-TV (A)	169,247
MACON, Ga.—60.7 WMAZ-TV (A,C)	98,705
MADISON, Wis.—86.5 WISC-TV (C); WKOW-TV (A); WMTV (N)	238,965 †113,835
MANCHESTER, N.H.—88.8 WMUR-TV (A) (Circulation shown does not include Boston, Mass., where station has sizable share of audience.)	939,001
MARINETTE, Wis.—83.6 WMBV-TV (N) (Covers Green Bay)	200,941

Market & Stations—% Penetration	TV Homes
MARQUETTE, Mich.—87.8 WDMJ TV (C)	44,422
MASON CITY, Iowa—81.3 KGLO-TV (C)	188,822
MAYAGUEZ, P.R. WORA-TV (C)	1
MEDFORD, Ore.—59.7 KBES-TV (A,C,N)	33,222
MEMPHIS, Tenn.—65.5 WHBQ-TV (A); WMCT (N); WREC-TV (C)	478,822
MERIDIAN, Miss.—66.5 WTOK-TV (A,C,N)	104,644
MIAMI-FT. LAUDERDALE, Fla.—88.7 WCKT (N); WITV (C); WPST-TV (A); WTVJ (C)	361,533 †190,500
MIDLAND-ODESSA, Tex.—76.5 KMID-TV (A,N); KOSA-TV (C)	80,311
MILWAUKEE, Wis.—92.5 WISN-TV (A); WITI-TV; WTMJ-TV (N); WXIX (C)	572,482 1267,111
MINNEAPOLIS-ST. PAUL, Minn.—83.9 KMGM-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	727,164
MINOT, N.D.—61.0 KCBJ-TV (A,C); KMOT-TV (A,N)	35,564
MISSOULA, Mont.—61.0 KMSS-TV (A,C)	45,482
MOBILE, Ala.—69.1 WALA-TV (A,N); WKRG-TV (C)	222,126
MONROE, La.—66.2 KNOE-TV (A,C,N)	159,257
MONTGOMERY, Ala.—62.1 WCOV-TV (C); WSFA-TV (N)	149,556 †78,295
MUNCIE, Ind.—85.5 WLBC-TV (A,C,N)	†96,792
NASHVILLE, Tenn.—67.9 WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	381,149
NEW BRITAIN-HARTFORD, Conn.—90.6 WNBC (N); WHCT (C); WTIC-TV	687,398 †336,708
NEW HAVEN, Conn.—89.9 WNHC-TV (A)	868,475
NEW ORLEANS, La.—79.4 WDSU-TV (A,N); WJMR-TV (A); WWL-TV (C)	452,955 †138,325
NEW YORK, N.Y.—88.5 WABC-TV (A); WABD; WATV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	4,605,729

The Largest Market
In Captivity—
43,000 TV Homes—
35,000 Unduplicated

Carrying 18 Of The Top 20
Network Shows

A Quality Market
Delivered At Less Than
\$1.00 Per M. Homes

KMSO Channel 13
Missoula, Montana



YOU MIGHT TRACK DOWN THE ABOMINABLE SNOWMAN* —

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%)

BUT...You'll Find WKZO-TV Leads To Sales Records In Kalamazoo-Grand Rapids!

When you're on the track of greater sales in Kalamazoo-Grand Rapids, you need the market dominance of WKZO-TV. Want proof? Look at this! ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station — 327 for WKZO-TV, 89 for Station B!

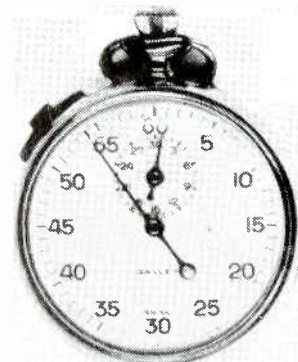
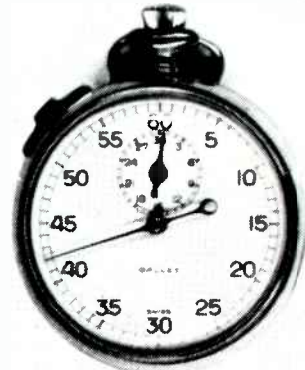
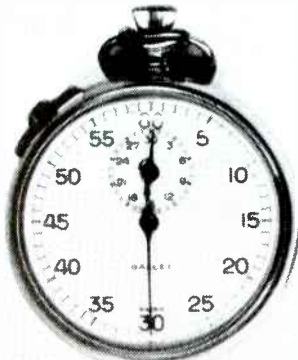
WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

**No one has yet captured or photographed this creature, reputed to live in the eternal snows of the Himalayas.*

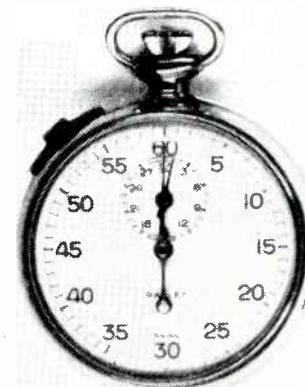


The Fetzer Stations
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBD RADIO — PEORIA, ILLINOIS
 WMBD-TV — PEORIA, ILLINOIS

WKZO-TV
 100,000 WATTS • CHANNEL 3 • 1000' TOWER
 Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives



every
minute
counts



Every announcement,

every element of programming that you donate
counts in the 1958 Cancer Crusade.

Our Crusade messages could help those
stricken by cancer seek treatment before it is too late.

Time is vital in the saving of human lives.

Your cooperation also helps raise funds which will
bring the ultimate conquest of cancer that much closer.

Here's how we can help you help us.

RADIO: Free transcribed spot announcements; spot announcement copy; transcribed shows. We provide full programming, plus inserts for already established programs.

TELEVISION: Free 20-second and 1-minute film spots, including stars, news, weather and sports spots; flip board slides and telops; copy for live announcements. *For further information, consult the American Cancer Society Unit in your community or write to:*

AMERICAN CANCER SOCIETY / Radio and Television Section

521 West 57 Street, New York 19, New York

ROFOLK, Va.—84.1	325,051
NAVY (A); WTAR-TV (C); VTOV-TV†; WVEC-TV† (N)	+163,602
ROCK HILL, W. Va.—62.8	102,137
WOAY-TV (A)	
ROSSA-MIDLAND, Tex.—76.5	80,319
ROSA-TV (C); KMID-TV (A,N)	
ROSAHOMA CITY, Okla.—81.5	394,710
ROTV (C); WKY-TV (N); ROCO-TV (Enid) (A)	
ROSAHA, Neb.—87.1	389,998
ROMTV (N); WOW-TV (C); ROETV (A)	
ROSLAND, Fla.—70.2	177,308
ROVBDO-TV (C,N); WLOF-TV (A)	
ROSUMWA, Iowa—76.0	159,921
ROTVO (C,N)	
ROEDUCAH, Ky.—66.9	142,358
ROVPSD-TV (N)	
ROPHAMA CITY, Fla.—52.2	21,813
ROVJDM-TV (A,C,N)	
ROPKERSBURG, W. Va.—41.9	+137,582
ROVTAP-TV† (A,C,N)	
ROPSACOLA, Fla.—66.4	186,929
ROVEAR-TV (A,C)	
ROSPRIA, Ill.—83.8	+185,390
ROVEEK-TV† (N); WMBD† (C); ROTVH-TV† (A) ROVEEK-TV operates WEEQ-TV, La Salle, Ill.)	
ROPKERSBURG, Va.—77.9	262,999
ROVXEX-TV (N) Includes Richmond, Va.) For ranking purposes, consider this market Richmond-Petersburg-Richmond)	
ROPLADELPHIA, Pa.-WILMINGTON, D.—89.0	1,752,682
ROVCAU-TV (C); WFIL-TV (A); ROVRCV-TV (N); WVUE (Wilmington)	
ROPHENIX-MESA, Ariz.—81.8	174,104
ROVPOOL-TV (C); KPHO-TV; KTVK (A); ROVVAR (N)	
ROTHE BLUFF-LITTLE ROCK, Ark.—69.7	278,719
ROVATV (A); KARK-TV (N); KTHV (C)	
ROPKANSASBURG, Kan.-JOPLIN, Mo.—71.7	152,734
ROVADAM-TV (A,N); KODE-TV (A,C)	
ROPKANSASBURGH, Pa.—90.2	1,235,318
ROVOKA-TV (A,C); WIIC (N)	
ROPKANSASBURGH, N.Y.—83.2	111,451
ROVPTZ (A,N)	
ROSPRING SPRING, Me.—88.5	*317,378
ROVMTW (A,C) (Mt. Washington, N.H.)	
ROSPRINGFIELD, Me.—88.4	213,110
ROVCSH-TV (N); WGAN-TV (C)	
ROSPRINGFIELD, Ore.—79.3	437,840
ROVSW-TV (A); KOIN-TV (C); KPTV (N)	
ROSPRING ISLE, Me.—90.6	35,970
ROVAGM-TV (A,C)	

Have you seen these

RADIO STUDIES

in TELEVISION MAGAZINE?

1. THE INTER-RELATIONSHIP OF RADIO AND TV

How they are used as two facets of one medium by major advertisers today

2. THE BBDO REPORT

A condensation of this leading agency's analysis of the new status of radio

3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

9. THE CUMULATIVE AUDIENCE CONCEPT

How Leo Burnett applies its new approach to radio

10. NIGHTTIME RADIO

Its new programming, audience composition, advertiser use

12. BELIEVABILITY: NETWORK VS. INDEPENDENT

How the "station image" influences commercial believability

13. THE WESTINGHOUSE RADIO STUDY

A profile of WBC and analysis of its programming attitudes

EXTRA COPIES ARE AVAILABLE—25¢

**NOW! FROM WHBF-TV
IN THE QUAD-CITIES . . .**

**NEW 1000 FT.
TOWER**

**BIG 100 KW
POWER**

**EXPANDED REGIONAL
COVERAGE**

NEVER BEFORE have advertisers had the opportunity to tell their sales message to the 1¼ million people living in the Western Illinois and Eastern Iowa area with the clarity of sound and picture now offered by WHBF-TV's new maximum tower—maximum power facilities.

Now, WHBF-TV's new Grade "B" signal sends favored CBS and local programs to 31 high income, populous counties in Western Illinois and Eastern Iowa.

These new WHBF-TV facilities make all previous coverage data on the Quad-City area obsolete. So before you buy, get the new WHBF-TV coverage story.



WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL



Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
PROVIDENCE, R.I.—90.4 WJAR-TV (A,N); WPRO-TV (C)	738,533	SAN ANGELO, Tex.—67.4 KCTV (A,C,N)	25,733
PUEBLO-COLORADO SPRINGS, Colo.—65.9 KCSJ-TV (N); KKTV (A,C); KRDO-TV (N)	75,116	SAN ANTONIO, Tex.—72.9 KCOR-TV†; KENS-TV (C); KONO (A); WOAI-TV (N)	272,699
QUINCY, Ill.-HANNIBAL, Mo.—78.9 WGEM-TV (A,N); KHQA-TV (C)	167,371	SAN DIEGO, Cal.-TIJUANA, Mex.—90.6 KFMB-TV (C); KFSD-TV (N); XETV (A)	277,811
RALEIGH-DURHAM, N.C.—71.8 WRAL-TV (N); WTVD (A)	349,090	SAN FRANCISCO, Cal.—88.5 KGO-TV (A); KPIX (C); KRON-TV (N); KSAN-TV†	1,259,702 †217,111
RAPID CITY, S.D.—63.2 KOTA-TV (A,C,N)	27,315	SAN JOSE, Cal.—91.2 KNTV	212,841
REDDING, Cal.—58.7 KVIP (A,N)	43,736	SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	†
RENO, Nev.—68.1 KOLO-TV (A,C,N)	47,642	SAN LUIS OBISPO, Cal. (See Salinas-Monterey)	
RICHMOND, Va.—77.9 WRVA-TV (C); WTVR (A); WXEX-TV (N) (Petersburg, Va.) (For ranking purposes, consider this market Richmond-Petersburg.)	262,999	SANTA BARBARA, Cal.—88.3 KEY-TV (A,C,N) (Does not include Los Angeles, where station claims additional coverage.)	92,401
ROANOKE, Va.—74.5 WDBJ-TV (C); WSLs-TV (A,N)	325,282	SAVANNAH, Ga.—69.6 WSAV-TV (N); WTOG-TV (A,C)	105,327
ROCHESTER, Minn.—84.5 KROC-TV (N)	107,088	SCHENECTADY-ALBANY-TROY, N.Y.—87.7 WRGB (N); WTEN (C); WTRI† (A)	482,885 †160,318
ROCHESTER, N.Y.—91.9 WROC-TV (A,N); WHEC-TV (A,C); WVET-TV (A,C)	303,133		
ROCKFORD, Ill.—87.8 WREX-TV (A,C); WTVO† (N)	205,895 †130,517		
ROCK ISLAND, Ill.-DAVENPORT, Iowa—88.4 WHBF-TV (A,C); WOC-TV (N)	393,261		
ROSWELL, N.M.—62.9 KSWs-TV (A,C,N)	49,043		
SACRAMENTO, Cal.—73.5 KBET-TV (C); KCRA-TV (N) KQVR (A)	349,831		
SAGINAW-BAY CITY, Mich.—90.5 WKNX-TV† (A,C); WNEM-TV (A,N) (Includes Flint)	310,376 †84,361		
ST. JOSEPH, Mo.—82.1 KFEQ-TV (C)	200,278		
ST. LOUIS, Mo.—87.1 KSD-TV (N); KTVI (A); KWK-TV (C)	787,310		
ST. PETERSBURG-TAMPA, Fla.—81.0 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	322,657 †177,034		
SALINAS-MONTEREY, Cal.—87.1 KSBW-TV (A,C,N) (Includes circulation of optional satellite, KSBY, San Luis Obispo.)	160,292		
SALISBURY, Md.—71.3 WBOC-TV† (A,C)	•†57,603		
SALT LAKE CITY, Utah—82.9 KSL-TV (C); KTVT (N); KUTV (A)	208,342		

**GET BEST
COVERAGE IN
BOTH
COLORADO SPRINGS
AND PUEBLO . . .**

**KKTV
CHANNEL 11**

Mile-high station—
Mile-high results.
**LOWEST COST-PER-
THOUSAND FOR
BOTH MARKETS
CBS and ABC**
for
Pueblo, Colorado Springs
and Southern Colorado
THE BOLLING CO., INC.
Southern: Clarke Brown Co.

SAN FRANCISCO BEY*



* Client with heavy announcement schedule in KPIX's

"Big Movie". Ten PM first runs rated top

feature film strip in Bay Area, according to ARB.

Ask Lou Simon or your Katz man for upcoming availabilities.

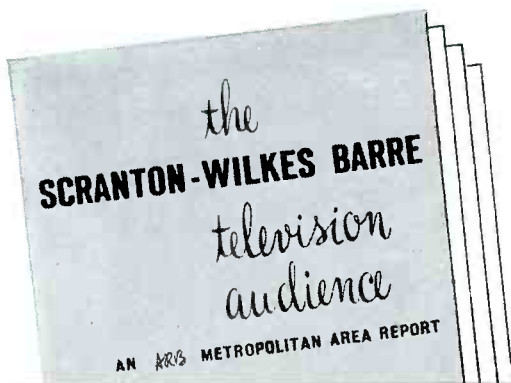
no selling campaign is complete without **KPIX**

© CBS in SAN FRANCISCO

WESTINGHOUSE BROADCASTING CO., INC. RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW;

EVOWO; CHICAGO, WIND; PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; BALTIMORE, WJZ-TV; SAN FRANCISCO, KPIX

www.americanradiohistory.com



AGAIN AND AGAIN, ARB REPORTS:

... significant figures ... in Pennsylvania's third market

WDAU-TV dominates!

QUARTER HOURS . . . LEADERSHIP BY STATIONS

WDAU-TV . . . 318

station B 123
 station C 83
 station D 2

AUDIENCE SHARE

WDAU-TV . . 39.3

station B 28.9
 station C 22.8
 station D 8.8

Here . . . in the Scranton-Wilkes Barre market . . . **THIRD LARGEST IN THE THIRD LARGEST STATE . . .** from the area's highest tower, WDAU-TV's dominant position is established beyond all doubt. November, 1957, ARB again proves by a substantial margin that WDAU-TV is your best buy.*

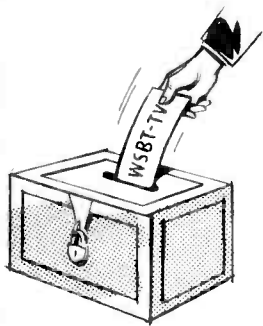
The big station with the big programs serves Scranton-Wilkes Barre and 52 communities, each with a population of 5000 or more. WDAU-TV covers 19 counties in Northeastern Pennsylvania . . . sells 1,500,000 people.

WDAU-TV channel 22 in Scranton-Wilkes Barre
 CBS Television for Northeastern Pennsylvania

*Call your H-R Television Representative

SOUTH BEND, INDIANA'S
DOMINANT STATION

WSBT-TV
PRIMARY COVERAGE—
650,000 TV VIEWERS IN
PROSPEROUS MICHIANA*



WSBT-TV Wins by a Landslide!

You can reach only one conclusion when you study A.R.B., Pulse, Hooper and other rating reports: People here have a big preference for WSBT-TV! No other area station comes close to WSBT-TV in the number of top-rated shows carried. Chicago and Michigan stations aren't even in the running.

There's more to this market than meets the eye. The 14 counties in WSBT-TV's primary coverage area have annual sales of \$974,611,000—5.063% of the Nation's total!

Ask your Raymer man for the details or write to us.

*14 counties in No. Ind. and So. Mich. Set count, 180,570—3.6 persons per family

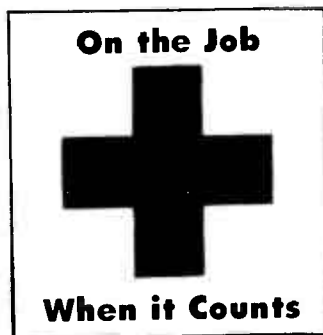
WSBT-TV
SOUTH BEND,
IND.

85... A CBS BASIC OPTIONAL STATION CHANNEL 22

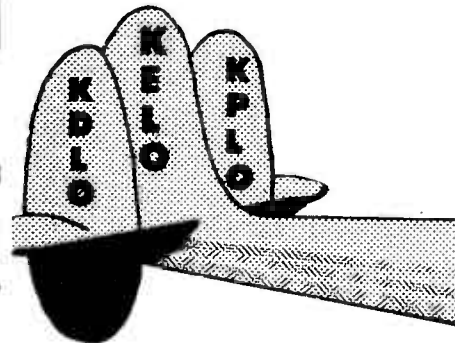
ASK PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVE

Market & Stations—% Penetration TV Homes

SCRANTON-WILKES-BARRE, Pa. —91.0	†278,280
WNEP-TV† (A); WDAU† (C); WBRE-TV†(N); WILK-TV† (A)	
(Includes community antennas in counties not credited)	
SEATTLE-TACOMA, Wash. —85.2	484,005
KING-TV (A); KOMO-TV (N); KTNT-TV; KTVW	
SEDALIA, Mo. —79.3	30,211
KDRO-TV	
SHREVEPORT, La. —72.8	234,604
KSLA (A,C); KTBS-TV (A,N)	
SIoux CITY, Iowa —81.9	248,240
KTIV (N); KVTV (A,C)	
SIoux FALLS, S.D. —75.0	***208,453
KELO-TV (A,N)	
(Operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	
SOUTH BEND-ELKHART, Ind. —86.0	†186,011
WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	
SPARTANBURG-GREENVILLE, S.C. —69.6	326,832
WSPA-TV (C); WFBC-TV (N)	
SPOKANE, Wash. —75.9	237,287
KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	
SPRINGFIELD, Ill. —72.1	+107,429
WICST (A,N)	
SPRINGFIELD-HOLYOKE, Mass. —90.7	+197,820
WHYN-TV† (C); WWLP† (A,N)	
SPRINGFIELD, Mo. —75.7	96,167
KTTS-TV (C); KYTV (A,N)	

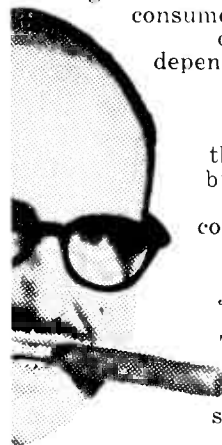


IT TAKES 3 MAJOR AIRLINES TO COVER KEL-O-LAND



JOE FLOYD DOES IT IN 20 SECONDS!

What's more, it takes five major railroads to keep the huge, hustling KEL-O-LAND market stocked in retail goods. There's over a million consumers in 89 counties of four states who depend upon KELO-TV and its boosters KDLO-TV and KPLO-TV to tell them what's best to buy. A good reason to get your commercial into the hands of that helluva salesman, Joe Floyd, and his 105-man crew. They'll get you all of KEL-O-LAND in one wonderful single-station buy!



CBS
ABC
NBC

KEL-O-LAND

KELO TV SIOUX FALLS	11
KDLO TV	ABERDEEN HURON WATERTOWN 3
KPLO TV	PIERRE WINNER CHAMBERLAIN 6

General Offices, Sioux Falls, S. D.

JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, V.P.

REPRESENTED BY H-R
In Minneapolis: Bulmer & Johnson, Inc.

For Top Ratings! For Top Results!

"TARGET"

with ADOLPHE MENJOU,
host!



Ziv's Dynamic
New IMPACT Series!



GETTING IN TO SEE THE CLIENT

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

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

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

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

Market & Stations—% Penetration	TV Hrs
STEUBENVILLE, Ohio—87.7 WSTV-TV (A,C)	508,8
SUPERIOR, Wis.-DULUTH, Minn.—75.4 WDSM-TV (N); KDAL-TV (A,C)	158,0
SWEETWATER, Tex.—84.1 KPAR-TV (C)	60,9
SYRACUSE, N.Y.—90.8 WHEN-TV (A,C); WSYR-TV***(N) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	471,9
TACOMA-SEATTLE, Wash.—85.2 KTNT-TV (C); KTVW; KING-TV (A); KOMA-TV (N)	484,0
TALLAHASSEE, Fla. (See Thomasville)	
TAMPA-ST PETERSBURG, Fla.—81.0 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	322,6 †177,0
TEMPLE-WACO, Tex.—77.1 KCEN-TV (N); KWTX-TV (A,C)	156,87
TERRE HAUTE, Ind.—80.9 WTHI-TV (A,C)	225,35
TEXARKANA, Tex.—59.8 KCMC-TV (A,C)	103,83
THOMASVILLE, Ga.-TALLAHASSEE, Fla.—62.0 WCTV (A,C,N)	118,32
TOLEDO, Ohio—90.5 WSPD-TV (A,C,N)	376,67
TOPEKA, Kan.—80.5 WIBW-TV (A,C)	181,18
TRAVERSE CITY, Mich.—76.9 WPBN-TV (N)	52,67
TUCSON, Ariz.—85.4 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	82,21
TULARE-FRESNO, Cal.—88.7 KFRE-TV (C); KJEO-TV (A); KMJ-TV† (N)	229,73 †195,57
TULSA, Okla.—80.8 KOTV (C); KVOO-TV (N); KTUL-TV (A)	334,77
TUPELO, Miss.—56.4 WTWV (N)	36,75
TWIN FALLS, Ida.—69.6 KLIX-TV (A,C,N)	30,21
TYLER, Tex.—67.0 KLTV (A,C,N)	109,82
UTICA-ROME, N.Y.—91.0 WKTV (A,C,N)	143,84
VALLEY CITY, N.D.—72.8 KXJB-TV (C) (See also Fargo, N.D.)	166,50
WACO-TEMPLE, Tex.—77.1 KWTX-TV (A,C); KCEN-TV (N)	156,87
WASHINGTON, D.C.—86.1 WMAL-TV (A); WRC-TV (N); WTOP-TV (C) WTTG	770,72
WASHINGTON-GREENVILLE, N.C.—66.3 WITN (N); WNCT (A,C)	232,52
WATERBURY, Conn.—92.5 WATR-TV† (A)	†169,86

IN KANSAS
YOUR
HIGH
CARD
IS
CHANNEL

3

KARD TV
Your Color Station
for the Center of the Nation's

BIG 3 • Industry • Oil
• Agriculture

SELL WITH 3 BIG POWERS!

1. POWER WITH NBC
2. POWER WITH 1,070' TOWER
3. POWER WITH CHANNEL 3 ON FULL POWER

KARD-TV
WICHITA, KANSAS

Edward Petry Co., Nat'l Representative

AVAILABLE:
RADIO and TV
TIME BUYER

heavy media background with several major agencies on varied and numerous accounts. Experienced in analysis, planning, recommendation, research, supervision and department organization.

Write TELEVISION MAGAZINE
Box 872

Market & Stations—% Penetration TV Homes

WATERLOO-CEDAR RAPIDS, Iowa—86.4	343,881
KWVL-TV (N); KCRG-TV (A); WMT-TV (C)	
WAUSAU, Wis.—75.5	93,581
WSAU-TV (A,C,N)	
WESLACO-HARLINGEN, Tex.—61.1	80,848
KRGV-TV (N); KGBT-TV (A,C)	
WEST PALM BEACH, Fla.—82.6	97,102
WEAT-TV (A); WPTV (C,N)	
WHEELING, W.Va.—85.8	441,069
WTRF-TV (A,N)	
WICHITA-HUTCHINSON, Kan.—78.6	295,689
KAKE-TV (A);*** KARD-TV (N); KTVH (C)	
WICHITA FALLS, Tex.—74.0	140,814
KFDX-TV (A,N); KSYD-TV (C)	
WILKES-BARRE-SCRANTON, Pa.—91.0	†278,280
WBRE-TV† (N); WILK-TV† (A); WNEP-TV† (A); WDAU-TV† (C) (Includes community antennae in counties not credited)	
WILMINGTON, Del. (See Philadelphia)	
WILMINGTON, N.C.—57.3	153,461
WECT-TV (A,N)	
WINSTON-SALEM, N.C.—85.9	323,598
WSJS-TV (N); WTOB-TV† (A)	
YAKIMA, Wash.—72.6	†117,516
KIMA-TV† (A,C,N) Operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV, Ephrata, Wash., KEPR-TV, Pasco, Wash.)	
YORK, Pa.—38.6	†102,842
WNOW-TV†; WSBA-TV† (A)	
YOUNGSTOWN, Ohio—91.6	†224,689
WFMJ-TV† (N); WKBN-TV† (C); WKST-TV† (A)	
YUMA, Ariz.—73.9	22,977
KIVA-TV (C,N)	
ZANESVILLE, Ohio—60.9	†51,682
WHIZ-TV† (A,C,N)	

• Due to conflicting research data, this market has not been reevaluated pending further study.
† U.H.F.
†† Incomplete data.
††† New station—coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite.
*** Does not include circulation of satellite.

OPENED IN FEBRUARY: 3		
Market	Station	Channel
Hay Springs, Neb.	KDUH-TV	(4)
Seattle, Wash.	KIRO-TV	(7)
Chattanooga, Tenn.	WTVC	(9)
DUE TO OPEN IN MARCH: 2		
Market	Station	Channel
Billings, Mont.	KGHL-TV	(8)
Oakland-San Francisco, Cal.	KTVU	(2)

**"SET COUNT
... IN A MARKET IS BASED
ON THE COVERAGE OF
THE
STRONGEST
STATION"**
—Television Magazine

in

Tucson
Arizona

K-GUN-TV
Channel 9 abc

is the

STRONGEST

★ **STATION** ★

Only **k-GUN-TV**
reaches the entire
Tucson Market of
82,217 sets

... PLUS A BONUS AUDIENCE IN SOUTHERN AND EASTERN ARIZONA ... AND MEXICO.

k-GUN-TV's
Antenna atop
Mt. Bigelow rises
6,337 ft. over the
Tucson Valley
STA. A-30 ft. STA. B-99 ft. AAT

The Tucson Market



INDUSTRY ACCLAIM

- **N. W. AYER**

"The soundest available figures. Your new approach makes sense."

- **PHILLIP MORRIS**

"Your TV set count is one of the standards."

- **MC CANN ERICKSON**

". . . TELEVISION Magazine's circulation data extremely useful . . ."

- **ANAHIST**

"TELEVISION Magazine's research provides essential service."

- **FOOTE, CONE & BELDING**

"We use your circulation figures and TV market data extensively."

- **PETERS, GRIFFIN & WOODWARD**

"Congratulations, your new evaluations are a sound approach to a difficult problem."

- **LEO BURNETT**

"TELEVISION Magazine's TV set ownership estimates have become one of our tools."

- **BLAIR TV**

"Your TV set count is a great contribution."

- **PABST**

"Your figures are used to correlate TV coverage in distribution areas."

This industry-wide acceptance is TELEVISION Magazine's guarantee of maximum readership of the magazine and its advertising. In every industry there is one authority for the facts and figures . . . in television it's TELEVISION Magazine.

TV stations, station representatives, networks;

distributors of feature and syndicated film

DIRECTORIES

STATIONS

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
LW-TV	Detroit, Mich.	3300 Guardian Bldg., Woodward 1-7200	J. E. Campeau	E. Wilson Wardell	Young
BC-TV	Hollywood, Cal.	Prospect & Talmadge Aves., Normandy 3-3311	Selig J. Seligman	Elton Rule	Katz, A
KE-TV	Wichita, Kan.	1500 N. West St., Whitehall 3-4221	Martin Umansky	Don Waldron	Katz, A
LB-TV	Alexandria, La.	6th & Washington Sts., 3-2543	Williard L. Cobb	Williard L. Cobb	Weed, A, C, N
RD-TV	Wichita, Kan.	833 N. Main, Amhurst 5-5633	William J. Moyer	Don Sbarra	Petry, N
RK-TV	Little Rock, Ark.	10th & Spring Sts., Franklin 6-2481	Douglas J. Romine	Lee Bryant	Petry, N
TV	Pine Bluff, Ark.	100 Williams Rd., Jefferson 4-2051	John H. Fugate	Oscar Alagood	Avery-Knodel, A
VE-TV	Carlsbad, N. M.	P.O. Box 631, Tuxedo 5-4101	John H. Battison	John H. Battison	Branham, A, C
AS-TV	Ephrata, Wash.	P.O. Box 702, Glencourt 29-111	Tom Bostic	Herchel Cary	Weed, A, C, N
AK-TV	Bakersfield, Cal.	29 Woody Rd., Export 9-1761	Al Constant	Al Constant	Weed, A, C,
ES-TV	Medford, Ore.	2000 Crater Lake Hwy., Spring 3-4581	Jerold R. Poulos		Blair TV Assoc., A, C, N
ET-TV	Sacramento, Cal.	601 7th Ave., Gilbert 1-4041	John H. Schacht	George J. Kapel	H-R, C
MB-TV	Bismarck, N. D.	300 Roanoke Bldg., Minneapolis, Minn.	John W. Boloer	F. E. Fitzsimonds	Weed, C
DI-TV	Boise, Ida.	1007 W. Jefferson St., 3-2511	Westerman Willock	Earl Glade, Jr.	P G W, C
TV	Denver, Colo.	1089 Bannock St., Tabor 5-6386	John C. Mullins	Gil Lee	P G W, A
TX-TV	Bryan, Tex.	P.O. Box 3237, Victor 6-6766	M. N. Bostiek	Chas. H. Boland	Raymer, A, C
BD-TV	Lubbock, Tex.	5600 Ave. "A", Sherwood 4-1414	Joe H. Bryant	Ray Poincexter	Raymer, A, N
EN-TV	Temple, Tex.	Box 188, Prospect 3-6868	Burton Bishop	Burton Bishop	Blair TV Assoc., N
JB-TV	Minot, N. D.	Highway 83 S, 51-161	John W. Boler	Chester Reiten	Weed, A, C
KT-TV	Great Bend, Kan.	Box 182, Gladstone 3-7868	E. C. Wedell	Elton Kuhlman	Bolling, N
MC-TV	Texarkana, Tex.	Box 1290, 33-1133	Walter M. Windsor	Richard M. Peters	V R & M, A, C
MO-TV	Kansas City, Mo.	125 E. 31st St., Jefferson 1-6789	E. K. Hartenbower	S. B. Tremble	Katz, C
OP	Los Angeles, Cal.	1000 Cahuenga Blvd., Hollywood 2-7311	Alvin G. Flanagan	Amos T. Baron	Petry
OR-TV	San Antonio, Tex.	111 Martinez St., CA 5-2751	Nathan Safir	Ben Tamborello	R. O'Connell
RA-TV	Sacramento, Cal.	310 10th St., Gilbert 1-4631	Ewing C. Kelly	Robert E. Kelly	Petry, N
RG-TV	Cedar Rapids, Iowa	1st Ave. & 1st St. SW, Empire 4-4194	Frank T. Nye	Richard J. Butterfield	Weed, A
SJ-TV	Pueblo, Colo.	2226 Television Lane, Lincoln 4-5782	Cliff Hendrix	Jim Croll	Pearson, N
TV	San Angelo, Tex.	P.O. Box 1941, 7183	J. Harley Hubbard	J. Harley Hubbard	V R & M, A, C, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW.
KDAL-TV KDIX-TV KDKA-TV KDLO-TV KDRO-TV KDUB-TV	Duluth, Minn. Dickinson, N. D. Pittsburgh, Pa. Florence, S. D. Sedalia, Mo. Lubbock, Tex.	10 E. Superior, Randolph 2-2628 Box 1152, 5133 One Gateway Center, Express 1-3000 P.O. Box 1752, Filmore 2-2000 2100 W. Broadway, Taylor 6-1651 7400 College Ave., Sherwood 4-2345	Odin S. Ramsland Orville F. Burda Jerome R. Reeves Evans A. Nord Miss Le Chapman W. D. Rogers	John Grandy James O'Leary John Stilli, Jr. Tom Sheeley Harry Trotman E. A. Hassett	Avery-Knodel, A, C Holman, C P G W, A, C Headly-Reed, A, C Pearson Branham, C
KEDY-TV KELO-TV KELP-TV KENI-TV KENS-TV KEPR-TV KERO-TV KETV KEY-T	Big Spring, Tex. Sioux Falls, S. D. El Paso, Tex. Anchorage, Alaska San Antonio, Tex. Pasco, Wash. Bakersfield, Cal. Omaha, Neb. Santa Barbara, Cal.	7400 College Ave., Sherwood 4-2345 Phillips Ave. & 8th St., 4-5841 4530 Delta St., Ke 3-3658 Box 1160 Box 2171, Capitol 5-7411 Box 702, Yakima, Glencourt-29-111 1420 Truxton Ave., Fairview 7-1441 27th & Douglas Sts., Harvey 4848 730 Miramonte Dr., Woodland 5-8533	W. D. Rogers Evans A. Nord Herbert Golomeck Alvin O. Bramstedt Albert D. Johnson Tom Bostic A. M. Mortensen Eugene S. Thomas Richard C. D. Bell	E. A. Hassett Evans A. Nord Irv Prell Bill Stewart Wayne Kearl Herchel Cary Roland T. Kay Robt. O. Paxson Robert C. Burris	Branham, C H-R, A, C, N Young, A James Fletcher, A, P G W, C Weed, A, C, N Petry, N H-R, A Headley-Reed, A, C
KFAR-TV KFBB-TV	Fairbanks, Alaska Great Falls, Mont.	Box 910, 2125 Box 1139, Glendale 3-4377	Alvin O. Bramstedt J. P. Wilkins	Jack Barrhart W. C. Blanchette	James Fletcher, A, Blair TV Assoc., A, C, N Hollingbery, A, C, Blair TV Assoc., A, P G W, A, C Raymer, A, N Blair TV Assoc., C Blair Petry, C Blair, C V R & M, A, N Katz, N Headley-Reed, C Blair TV Assoc., A, C
KFBC-TV KFDA-TV KFDM-TV KFDX-TV KFEQ-TV KFJZ-TV KFMB-TV KFRE-TV KFSA-TV KFSD-TV KFVS-TV KFYR-TV	Cheyenne, Wyo. Amarillo, Tex. Beaumont, Tex. Wichita Falls, Tex. St. Joseph, Mo. Ft. Worth, Tex. San Diego, Cal. Fresno, Cal. Fort Smith, Ark. San Diego, Cal. Cape Girardeau, Mo. Bismarck, N. D.	2923 E. Lincolnway Box 1400, Dr 4-5343 1425 Calder Ave., Te 8-4731 P.O. Box 2040, 2-8668 40th & Faraon Sts., 3-2528 P.O. Box 1317, Pershing 7-6631 1405 Fifth Ave., Belmont 2-2114 733 "L" St., Amhurst 8-6444 P.O. Box 569, Sunset 2-9126 P.O. Box 628, Congress 2-2421 P.O. Box 422, 5-5511 P.O. Box 720, Capitol 3-0900	William C. Grove Ed Moore C. B. Locke Howard H. Fry Ted Nelson Stan Wilson George Whitney Ed. J. Frech J. W. Slates William E. Goetze Oscar C. Hirsch William A. Ekberg	C. P. Cahill Ed Moore Mott M. Johnson Bob H. Walker A. Wayne Beavers Joe Evans Bill Fox John Barrett Roland Hundley Jay Grill Oscar C. Hirsch A. L. Anderson	Hollingbery, A, C, Blair TV Assoc., A, P G W, A, C Raymer, A, N Blair TV Assoc., C Blair Petry, C Blair, C V R & M, A, N Katz, N Headley-Reed, C Blair TV Assoc., A, C
KGBT-TV KGEO-TV KGEZ-TV KGGM-TV KGLD-TV KGLO-TV KGMB-TV KGNC-TV KGO-TV KGUL-TV KGUN-TV KGW-TV	Harlingen, Tex. Enid, Okla. Kalispell, Mont. Albuquerque, N. M. Garden City, Kan. Mason City, Iowa Honolulu, T. H. Amarillo, Tex. San Francisco, Cal. Galveston, Tex. Tucson, Ariz. Portland, Ore.	P.O. Box 711, Ga 3-4880 P.O. Box 1589, Adams 4-5000 P.O. Box 439 1414 Coal Ave., SW, Chapel 3-2285 Box 182, Great Bend, Kan 2nd & Pennsylvania, 2800 1534 Kapiolani Blvd., 9-2011 P.O. Box 751, Drake 4-4601 277 Golden Gate Ave., Un 3-0077 11 Video Lane, 3-1607 2175 N. 6th Ave., Main 3-3633 1139 SW 13th Ave., Ca 3-6364	Troy McDaniel George Streets Richard V. Vick A. R. Hebenstreit E. C. Wedell Herbert H. Ohrt J. Howard Worrall Wesley S. Izzard John H. Mitchell Paul E. Taft Tolbert Foster Walter E. Wagstaff	Harry Mooradian Charlie Keys Richard V. Vick Vergie Abeyta Elton Kuhlman W. J. Rothschild Charles C. Crockett Aubrey Jackson David Sacks Robert S. Wilson Ben L. Slack John Slocum	H-R, A, C Blair TV Assoc., A Cooke, C, N Branham, C Bolling, N Weed, C P G W, C Katz, N Blair, A CBS TV Spot, C Headley-Reed, A Blair, A
KHAD-TV KHAS-TV KHBC-TV KHJ-TV KHOL-TV KHPL-TV KHQ-TV KHQA-TV KHSL-TV KHHV-TV	Laredo, Tex. Hastings, Neb. Hilo, T. H. Los Angeles, Cal. Kearney, Neb. Hayes Center, Neb. Spokane, Wash. Hannibal, Mo. Chico, Cal. Honolulu, T. H.	P.O. Box 1378, 3-3674 P.O. Box 476, 3-1321 1534 Kapiolani Blvd., Honolulu, 9-2011 1313 N. Vine St., Hollywood 2-2133 Holdrege, Neb., Wyman 5-5952 Holdrege, Neb., Wyman 5-5952 700 Radio Central Bldg., Madison 4-5131 510 Maine St., Quincy, Ill., Baldwin 2-6200 P.O. Box 1041, Fireside 2-0141 2005 Kalia Road, 991041	Mrs. Amalia Samuels Duane L. Watts J. Howard Worrall John T. Reynolds Harold J. Hamilton Harold J. Hamilton R. O. Dunning Walter Rothschild Mrs. Hugh McClung Hal Lewis	Mrs. Amalia Samuels Melvin B. Wright Howard L. Wheeler Jack Gilbert Jack Gilbert J. Birney Blair Walter Rothschild George Ross Lambreth Hancock	Pearson, A, C, N Weed, N P G W, C H-R Meeker, A, C Meeker, A, C Katz, N Weed, C Avery-Knodel, A, C Scatt, Smith
KICA-TV KID-TV KIDO-TV KIEM-TV	Clavis, N. M. Idaho Falls, Ida. Boise, Ida. Eureka, Cal.	P.O. Box 111, Porter 3-5511 P.O. Box 701, Jackson 2-5100 Chamber of Commerce Bldg., 2-4611 P.O. Box 1021, Hillside 3-3123	Gene P. Loffler C. N. Layne Georgia M. Davidson Donald H. Telford	Jim Richardson Claude Cain George Ganz Donald H. Telford	Pearson, C Gill-Perna, A, C, N Blair TV Assoc., A, Blair TV Assoc., A, C, N Weed, A, C, N Alaska Radio-TV, C Blair, A PGW, C Hollingbery, C, N
KIMA-TV KINY-TV KING-TV KIRO-TV KIVA	Yakima, Wash. Juneau, Alaska Seattle, Wash. Seattle, Wash. Yuma, Ariz.	Box 702, Glencourt 29-111 830 Securities Bldg., Seattle, Seneca 6333 320 Aurora Ave., Mutual 3555 1530 Queen Anne Ave., Alder 9-800 P.O. Box 1671, State 6-8311	Tom Bostic William J. Wagner Otto P. Brandt Sol Haas Ray C. Smucker	Herchel Cary Jerry McKinley Al Hunter Tom Sheehan E. J. Morsett	Weed, A, C, N Alaska Radio-TV, C Blair, A PGW, C Hollingbery, C, N
KJEO-TV	Fresno, Cal.	P.O. Box 1708, BA 2-2411	Joe C. Drilling	W. O. Edholm	Branham, A
KKTV	Colorado Spgs., Colo.	P.O. Box 1078, Melrose 4-2844	James D. Russell	Robert D. Ellis	Bolling, A, C
KLAS-TV KLEW-TV KLFY-TV KLIX-TV KLRJ-TV	Las Vegas, Nev. Lewiston, Ida. Lafayette, La. Twin Falls, Ida. Henderson, Nev.	250 E. Desert Inn Rd., Du 2-6138 Box 702, Yakima, Wash., Glencourt 29-111 P.O. Box 398, Center 5-9494 Elizabeth at Eastland, Redwood 3-5840 P.O. Box 550, Dudley 2-1760	Marian Y. Komar Tom Bostic Dierrell Hamm Cecil L. Heffel William D. Stiles	Marian Y. Komar Herchel Cary Sterling Zimmerman Joe Gibney Allen W. Dunn	Weed, C Weed, A, C, N Young, C Gill-Perna, A, C, N Avery-Knodel, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
KDVR-TV	Tyler, Tex. Denver, Colo.	P.O. Box 957, 2-3873 131 Speer Blvd., Main 3-4271	Marshall H. Pengra Hugh B. Terry	John Lennox Jack Tipton	H-R, A, C, N Katz, C
KULU-TV	Wailuku, T. H.	1534 Kapiolani Blvd., Honolulu, T.H., 9-2011	J. Howard Worrall	Melvin B. Wright	P G W, C
KSTP-TV	Kansas City, Mo.	11th & Central, Harrison 2650	John T. Schilling	George Higgins	P G W, A
KATV-TV	Minneapolis, Minn.	Foshay Tower, Fe 9-8811	Don Swartz	Milt Westerman	Branham
KMTV-TV	Midland, Tex.	P.O. Box 2758, 2-7321	Ray Herndon	George Collie	V R & M, A, N
KFTV-TV	Fresno, Cal.	1117 "N" St., Amhurst 8-6666	John I. Edwards	Wilson Lefler	Raymer, N
KATV-TV	Austin, Minn.	KMMT, Hemlock 3-8836	Don E. Inman	Don Jones	Avery-Knodel, A
KMTV-TV	Missoula, Mont.	P.O. Box 1470, 9-4169	S. John Schile	S. John Schile	Gill-Perna, A, C, N
KMTV-TV	Omaha, Neb.	2615 Farnam St., Harvey 3333	Owen Saddler	Arden E. Swisher	Petry, N
KMTV-TV	Wailuku, T. H.	Box 374, Wailuku, Maui, T. H.	Ezra J. Crane	Frank R. Kovacic	N
KMTV-TV	Ft. Smith, Ark.	2117 Rogers Ave., Sunset 3-3131	Glenn W. White	Glenn W. White	H-R, C
KMTV-TV	Monroe, La.	P.O. Box 1713, 8155	Paul H. Goldman	Jack Ansell, Jr.	H-R, A, C, N
KMTV-TV	Grand Forks, N. D.	State Mill Road, 4-4611	Elroy H. Schroeder	Robert C. Lukkason	Rambeau, N
KMTV-TV	San Jose, Cal.	P.O. Box 1188, Cypress 7-5577	Roger Van Duzer	Fran Conrad	Weed, A, N
KMTV-TV	Los Angeles, Cal.	1313 N. Vine St., Webster 8-3000	Clark B. George	Robert D. Wood	CBS TV Spot, C
KMTV-TV	Denver, Colo.	1625 California St., Main 3-6211	William Grant	Dick Harris	NBC Spot, N
KMTV-TV	Pittsburg, Kan.	P.O. Box 603, 2508	R. E. Wade	R. E. Wade	Katz, A, N
KMTV-TV	Albuquerque, N. M.	122 Tulane Dr., SE, Alpine 5-8716	Clinton D. McKinnin	Wm. F. McCrystall	Bolling, A
KMTV-TV	Albuquerque, N. M.	P.O. Box 1351, Chapel 3-4411	Stanley E. Hubbard	Rolf S. Neilsen	Petry, N
KMTV-TV	Joplin, Mo.	1928 W. 13th St., Mayfair 3-7260	Harry D. Burke	D. T. Knight	Avery-Knodel, A, C
KMTV-TV	Portland, Ore.	140 SW Columbia St., Capitol 8-3333	C. Howard Lane	John Palmer	CBS TV Spot, C
KMTV-TV	Tucson, Ariz.	115 W. Drachman St., Main 4-2511	E. S. Mittendorf	Fred L. Edwards	Hollingbery, C
KMTV-TV	Lincoln, Neb.	40th & W Sts., 6-2367	A. James Ebel	Lester C. Rau	Avery-Knodel, A, C
KMTV-TV	Reno, Nev.	P.O. Box 2448, Fairview 3-0721	Harry Huey	Lee D. Hirshland	Pearson, A, C, N
KMTV-TV	Seattle, Wash.	100 4th Ave., N., Seneca 6000	W. W. Warren	Bill Hubback	NBC Spot, N
KMTV-TV	Columbia, Mo.	Highway 63, South, Gibson 2-1122	Edward C. Lambert	John O. Conwell	H-R, A, N
KMTV-TV	Honolulu, T. H.	1170 Auahi St., 6-2366	John D. Keating	Jim Spencer	NBC Spot, N
KMTV-TV	San Antonio, Tex.	P.O. Box 2777, Ca 6-7611	James M. Brown	Bob Roth	H-R, A
KMTV-TV	Billings, Mont.	P.O. Box 2557	V. V. Clark	John Conner	Headley-Reed, A, C
KMTV-TV	Phoenix, Ariz.	511 W. Adams St., Alpine 3-3121	Tom Chauncey	Fred L. Edwards	Hollingbery, C
KMTV-TV	Odessa, Tex.	P.O. Box 4186, Federal 7-8301	Cecil L. Trigg	Ross Newby	Bolling, C
KMTV-TV	Rapid City, S. D.	P.O. Box 1752, Fillmore 2-2000	Helen S. Duhamel	W. F. Turner	Headley-Reed, A, C, N
KMTV-TV	Klamath Falls, Ore.	P.O. Box 732, Tuxedo 4-8131	Walter Richartz	Walter Richartz	Blair TV Assoc., A, C
KMTV-TV	Tulsa, Okla.	302 S. Frankfort, Cherry 2-9233	J. C. Richdale, Jr.	George Stevens	Petry, N
KMTV-TV	Stockton, Cal.	225 E. Miner Ave., Howard 6-6981	Terry Hamilton Lee	Ned Smith	Hollingbery
KMTV-TV	Port Arthur, Tex.	Box 1059	Julius M. Gordon	Mack Newberry	Raymer, A, N
KMTV-TV	Sweetwater, Tex.	Box 1475, Lubbock, Sherwood 4-2345	W. D. Rogers	E. A. Hassett	Branham, C
KMTV-TV	Phoenix, Ariz.	631 N. 1st Ave., Alpine 8-4511	Richard B. Rawls	Howard Stalnaker	Katz
KMTV-TV	Roseburg, Ore.	P.O. Box 548, Eugene, Diamond 3-2551	S. W. McCready	Aaron Boe	Hollingbery, N
KMTV-TV	San Francisco, Cal.	2655 Van Ness Ave., Prospect 6-5100	Philip G. Lasky	Lou Simon	Katz, C
KMTV-TV	Lake Charles, La.	P.O. Box 1521, Hemlock 6-3631	Pelham Mills, Jr.	Art Reuben	Weed, A, N
KMTV-TV	Reliance, S. D.	KELO Bldg., Sioux Falls, S. D.	Evans A. Lord	Tom Sheeley	H-R, A, C, N
KMTV-TV	Houston, Tex.	P.O. Box 1234, Madison 3-9271	Jack Harris	Jack McGrew	Petry, N
KMTV-TV	Portland, Ore.	735 SW 20th Pl., Capitol 2-9921	Frank J. Riordan	Donald E. Tykeson	Katz, N
KMTV-TV	Ft. Dodge, Iowa	Warden Bldg., 4-0351	Ed Breen	Ed Breen	Pearson, N
KMTV-TV	El Dorado, Ark.	P.O. Box 791, 2-3488	Bill Bigley	Bill Bigley	O'Connell, A, C, N
KMTV-TV	Abilene, Tex.	4510 S. 14th St., Orchard 2-8491	Dale Ackers	George Breeding, Jr.	Raymer, N
KMTV-TV	Los Angeles, Cal.	Sunset & Vine, Hollywood 9-6161	Thomas C. McCray	James Parks	NBC Spot, N
KMTV-TV	Jefferson City, Mo.	Callaway Hills Farm, 6-6188	Robert Blosser	R. E. Maxwell	Blair TV Assoc., A, C
KMTV-TV	Colorado Spgs., Colo.	P.O. Box 1457, Melrose 2-1515	Harry Hoth	Harry Hoth	Pearson, N
KMTV-TV	Spokane, Wash.	4103 S. Regal St., Keystone 4-0466	Robert H. Temple	Robert H. Temple	Petry, A
KMTV-TV	Grand Junction, Colo.	P.O. Box 30, Chapel 2-5000	Rex Howell	J. L. Robinson	Holman, A, C, N
KMTV-TV	Weslaco, Tex.	311 Missouri St., 516	O. L. Taylor	O. L. Taylor	Raymer, A, N
KMTV-TV	Corpus Christi, Tex.	P.O. Box 840, Tulip 4-6354	T. Frank Smith	W. M. Eikner	P G W, A, N
KMTV-TV	Dallas, Tex.	Herald Square, Ri 2-6811	Roy M. Flynn	Gene Cuny	Branham, C
KMTV-TV	Des Moines, Iowa	9th & Pleasant Sts., Cherry 3-4141	Bob Dillon	Paul Elliott	Katz, C
KMTV-TV	Rochester, Minn.	100 1st Ave. Bldg., 3924	G. David Gentling	Will Jackson	Meeker, N
KMTV-TV	El Paso, Tex.	P.O. Box 1799, Keystone 2-6551	Val Lawrence	Dick Watts	Branham, C
KMTV-TV	San Francisco, Cal.	929 Mission St., Ga 1-1100	H. P. See	Norman Louvau	P G W, N
KMTV-TV	San Francisco, Cal.	1111 Market St., Market 1-8171	Richard P. Bott	Richard P. Bott	Stars National
KMTV-TV	Salinas, Cal.	P.O. Box 1651, Harrison 2-6422	John Cohan	Graham Moore	H-R, A, C, N
KMTV-TV	San Luis Obispo, Cal.	P.O. Box 286, Liberty 3-0920	John Cohan	Graham Moore	H-R, A, C, N
KMTV-TV	St. Louis, Mo.	1111 Olive St., Main 1111	Harold Grams	Guy E. Yeldell	NBC Spot, N
KMTV-TV	Las Vegas, Nev.	El Rancho Vegas	Mike Schulman	Jay Cowan	McGravren-Quinn
KMTV-TV	Corpus Christi, Tex.	Show Room Bldg., Tulip 4-1616	Vann Kennedy	Raymond Dorsey	H-R, C
KMTV-TV	Shreveport, La.	P.O. Box 92, 3-6151	Ben Beckham, Jr.	Deane R. Flett	Raymer, A, C
KMTV-TV	Salt Lake City, Utah	145 Social Hall Ave., Elgin 5-4647	D. Lennox Murdoch	E. B. Kimball	CBS TV Spot, C
KMTV-TV	Casper, Wyo.	P.O. Box 930	Donald L. Hathaway	Richard B. Frech	Walker, C
KMTV-TV	Scottsbluff, Neb.	2923 E. Lincolnway, Cheyenne, Wyo.	William C. Grove	C. P. Cahill	Hollingbery, A, C, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW.
KSTP-TV KSWO-TV KSW5-TV KSYD-TV	St. Paul, Minn. Lawton, Okla. Roswell, N. M. Wichita Falls, Tex.	3415 University Ave., Midway 5-2724 P.O. Box 699, Elgin 5-1380 P.O. Box 670, Main 2-6450 P.O. Box 2130, 2-6957	Stanley E. Hubbard E. L. Keough John A. Barnett Syd Grayson	Martin L. Rosene E. L. Keough Paul B. McEvoy Bob Cain	Petry, N Pearson, A Meeker, A, C, N Blair TV Assoc., C
KTAG-TV KTBC-TV KTBS-TV KTEN KTHV KTIV KTLA KTNT-TV KTRE-TV KTRK-TV KTSM-TV KTTS-TV KTTV KTUL-TV KTVA KTVF KTVH KTVI KTVK KTVO KTVR KTVT KTVW KTWO-TV	Lake Charles, La. Austin, Tex. Shreveport, La. Ada, Okla. Little Rock, Ark. Siaux City, Iowa Los Angeles, Cal. Tacoma, Wash. Lufkin, Tex. Houston, Tex. El Paso, Tex. Springfield, Mo. Los Angeles, Cal. Tulsa, Okla. Anchorage, Alaska Fairbanks, Alaska Hutchinson, Kan. St. Louis, Mo. Phoenix, Ariz. Ottumwa, Iowa Denver, Colo. Salt Lake City, Utah Tacoma, Wash. Casper, Wyo.	P.O. Box 173, He 9-9413 P.O. Box 1155, Greenwood 2-2424 312 E. Kings Highway, 7-3644 P.O. Box 10, Federal 2-2211 P.O. Box 269, Franklin 4-3764 10th & Grandview, 8-0545 5800 Sunset Blvd., Hollywood 9-3181 S. 11th & Grant Sts., Fulton 2561 P.O. Box 701, Ne 4-7771 Box 12, Jackson 6-1313 801 N. Oregon St., Keystone 2-5423 P.O. Box 1716, 2-7474 5746 Sunset Blvd., Hollywood 2-7111 Lookout Mt., Hickory 6-6184 4th & Denali Sts., 5-4321 P.O. Box 590 1800 N. Plum St., Mohawk 5-5503 5915 Berthold Ave., Mission 7-3600 P.O. Box 5068, Amhurst 6-5691 209 E. 2nd St., Murray 2-4535 550 Lincoln St., Keystone 4-8281 130 Social Hall Ave., Davis 2-5681 230 8th Ave., N. Seattle, Seneca 3113 145 N. Durbin, 3-3711	Harper Clark J. C. Kellam E. Newton Wray Bill Hoover B. G. Robertson Dietrich Dirks Lewis E. Arnold Larry Carino Richman Lewin Willard E. Walbridge Karl O. Wyler G. Pearson Ward Richard A. Moore Mike Shapiro A. G. Hiebert A. G. Hiebert Howard O. Peterson Joseph J. Bernard Leon Nowell James J. Conroy Hugh B. LaRue G. Bennett Larson James J. Hawkins Lawrence S. Berger	Harper Clark O. P. Bobbitt Joe B. Foster Brown Morris W. V. Hutt L. L. McCurnin Larry Carino Murphy Martin Bill Bennett Roy T. Chapman G. Pearson Ward John R. Vrba Bill Swanson John M. Griffin E. W. Dallier Shaun Murphy Burton B. LaDow Berg Allison Harold Woolley Wm. E. Green	Raymer, C Raymer, A, C, N Petry, A, N V R & M, A, C, N Branham, C Hollingbery, N P G W Weed V R & M, A, N Hollingbery, A Hollingbery, N Weed, C Blair Avery-Knodel, A Alaska Radio-TV Alaska Radio-TV H-R, C Blair, A Weed, A Hollingbery, C, N Blair TV Assoc. Katz, N Hollingbery Meeker, A, N
KUAM-TV	Agana, Guam	P.O. Box 68, 72365	Harry Engel, Jr.	Mary C. Chappelle	Intercontinental Services, Ltd, N
KULA-TV KUMV-TV KUTV	Honolulu, T. H. Williston, N. D. Salt Lake City, Utah	1290 Ala Moana Blvd., 6-3666 P.O. Box 720, Bismarck, N. D. 179 Social Hall Ave., Da 2-2505	Jack Burnett Wm. A. Ekberg Brent Kirk	Arthur P. Sprinkle A. L. Anderson Robert Smith	Young, A Blair TV Assoc., A Avery-Knodel, A
KVAL-TV KVAR KVII-TV KVIP-TV KVOA-TV KVOO-TV KVOS-TV KVSO-TV KVTV	Eugene, Ore. Phoenix, Ariz. Amarillo, Tex. Redding, Cal. Tucson, Ariz. Tulsa, Okla. Bellingham, Wash. Ardmore, Okla. Sioux City, Iowa	P.O. Box 548, Diamond 3-2551 1101 N. Central Ave., Alprint 4-4161 Box 8066, Fleetwood 6-5241 2770 Pioneer Dr., Chestnut 1-1414 P.O. Box 5188, Ma 3-2555 P.O. Box 1349, Ri 2-5561 1151 Ellis St., 790 P.O. Box 1246, 3030 7th & Douglas Sts., 2-2711	S. W. McCready R. O. Lewis Murry Woroner George C. Fleharty Clinton McKinnon C. B. Akers David Mintz John E. Riesen Donald D. Sullivan	Phil George Bill Harvey Murry Woroner John Dadiw W. R. DuBois John Devine Fred Elsethagen Gordon Lack Robert B. Donovan	Hollingbery, N Avery-Knodel, N V R & M, A Hollingbery, N Branham, N Blair TV Assoc., N Forjoe, C Pearson, N Katz, A, C
KWK-TV KWTY	St. Louis, Mo. Oklahoma City, Okla.	1215 Cole St., Main 1-9100 P.O. Box 8788, Victor 3-6641	Robert T. Convey Edgar T. Bell	James Goldsmith Jack DeLier	Katz, C Avery-Knodel, C
KWTX-TV KWVL-TV	Waco, Tex. Waterloo, Iowa	P.O. Box 3128, Westview Sta., 3-7331 Insurance Bldg., E. 4th & Franklin, Adams 4-4404	M. N. Bostic Ralph J. McElroy	Charles Boland James S. Dugan	Raymer, A, C Avery-Knodel, N
KXGN-TV KXJB-TV KXLF-TV KXLY-TV	Glendive, Mont. Valley City, N. D. Butte, Mont. Spokane, Wash.	P.O. Box 200, Em 5-3377 4000 W. Main St., Fargo, 5-4461 P.O. Box 1988, 2-9111 315 W. Sprague, Madison 9-4291	Daniel Paler John W. Boler Jim Manning Richard E. Jones	Carleton Johnson W. L. Hurley Jim Manning James P. Agostino	Webber, C Weed, C Walker, A, N Avery-Knodel, C
KYTV KYW-TV	Springfield, Mo. Cleveland, Ohio	P.O. Box 2266, 6-2766 815 Superior St. NE, Cherry 1-0942	R. L. Stufflebam Rolland V. Tooke	R. L. Stufflebam Albert P. Kriven	Hollingbery, A, N P G W, N
WABC-TV WABD WABI-TV WABT WAFB-TV WAGA-TV WAGM-TV WAIM-TV WAKR-TV WALA-TV WALB-TV WANE-TV WAPA-TV	New York, N. Y. New York, N. Y. Bangor, Me. Birmingham, Ala. Baton Rouge, La. Atlanta, Ga. Presque Isle, Me. Anderson, S. C. Akron, Ohio Mobile, Ala. Albany, Ga. Fort Wayne, Ind. San Juan, P. R.	7 W. 66th St., Susquehanna 7-5000 205 E. 67th St., Lehigh 5-1000 55 State St., 6446 P.O. Box 2553, Fairfax 2-3506 P.O. Box 2671 1018 W. Peachtree St. NW Presque Isle, Me., 9-2461 321 Kingsley Road, Canal 6-1511 853 Copley, Partage 2-8811 Government at Jaachim Sts., Hemlock 3-3756 Stuart Ave. at Greenwood Dr., Hemlock 5-8386 2915 W. State Bldg., Anthony 9411 357 Ponce de Leon Ave., 3-3006	Robert L. Stone Bennett H. Corn Leon P. Gorman, Jr. Thomas M. Percer Tom E. Gibbens Glenn C. Jackson Leon D. Gorman, Jr. Glenn P. Warnock Roger G. Berk W. B. Pape Raymond E. Carow R. Morris Pierce Carlos Rivera Gonzalez	Joseph Stamler Bernard Zeidman Rbt. C. McCausland Charles Grisham John W. Collins, Jr. Forest Craig John McCallum Kenneth M. Keegan Jim McNamara Raymond E. Carow John J. Keenan Helena Martinez	Blair, A Weed Hollingbery, A, N H R & P, A, N Blair TV Assoc., A Katz, C Hollingbery, A, C Headley-Reed, A Burke-Stuart, A H-R, N V R & M, A, N Petry, C Caribbean Netwo A, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
ARD-TV	Johnstown, Pa.	Porch Building, 8-1216	Richard Butterfield	Richard Butterfield	Weed, A, C,
ARM-TV	Scranton, Pa.	333 Madison Ave., Diamond 3-1245	William M. Dawson	Sam Feigenbaum	Balling, A
ATE-TV	Knoxville, Tenn.	612 Goy St. SW, 2-7111	W. H. Linebough	J. T. McCloud	Avery-Knodel, N
ATR-TV	Waterbury, Conn.	440 Meadow St., Plaza 5-1121	Sam Elman		Burke-Stuart, A
ATV	Newark, N. J.	1020 Broad St., Mitchell 2-6400	Irving Rosenhaus	Edward Cosman	Forjoe
WE-TV	Louisville, Ky.	334 E. Broadway, Juniper 5-2201	Nathon Lord	Ralph Jackson	NBC Spot, N
WY-TV	Portsmouth, Va.	709 Boush St., Norfolk	Carl Burkland	Gene Goudette	H-R, A
BAL-TV	Baltimore, Md.	2610 N. Charles St., Hopkins 7-3000	D. L. Provost	Willis K. Freiert	Petry, N
BAP-TV	Ft. Worth, Tex.	3900 Barnett St., Jefferson 6-1981	George Cronston	Roy Bacus	P G W, N
BAY-TV	Green Bay, Wis.	115 S. Jefferson, Hemlock 2-3333	Hoydn R. Evans	Robert C. Nelson	Weed, C
BDM-TV	Chicago, Ill.	630 N. McClurg Ct., Whitehall 4-6000	H. Leslie Atloss	George J. Arkedis	CBS TV Spot, C
BEN-TV	Buffalo, N. Y.	Statler Hotel, Mohawk 0930	C. Robert Thompson	N. J. Malter	H R & P, C
BFR-TV	Knoxville, Tenn.	1513 Hutchinson St., 5-8101	John P. Hart	John P. Hart	Kotz, C
BKB	Chicago, Ill.	190 N. State St., Andover 3-0800	Mathew Vieracker	Clor Heider	Blair
BKN-TV	Bloomington, Ill.	P.O. Box 646, 4-3031	Worth S. Rough	Worth S. Rough	Maslo
BNS-TV	Columbus, Ohio	33 N. High St., Capital 8-3538	Richard A. Borel	Robert D. Thomas	Blair, C
BPC-TV	Salisbury, Md.	Radio Park, 6131	Charles J. Truitt	Charles J. Truitt	Headley-Reed, A, C
BOY-TV	Clarksburg, W. Va.	Robinson-Grand Treatre Bldg., Mo 4-7571	Geo. H. Clinton	Rod Gibson	Avery-Knodel, A, N
BRC-TV	Birmingham, Ala.	Atop Red Mountain, Fairfax 2-4701	Robert T. Schlinkert	Oliver Naylor	Katz, C
BRE-TV	Wilkes-Barre, Pa.	P.O. Box 230, Valley 3-3101	David Baltimore	Ernest Lewis	Headley-Reed, N
BRZ	Baton Rouge, La.	P.O. Box 2906, Dickens 8-1491	John H. Bone	Guy Corley	Hollingbery, A, N
BTW	Charlotte, N. C.	1 Jefferson Pl., Edison 3-8833	Charles H. Crutchfield	Thomas B. Cookerly	CBS TV Spot, A, C
BTW	Florence, S. C.	P.O. Box 630, 2-1566	Charles H. Crutchfield	John H. Brock	CBS TV Spot, A, C, N
BUF	Buffalo, N. Y.	2077 Elmwood Ave., Victoria 8300	Charles C. Bevis, Jr.	William B. Decker	NBC Spot, N
BZ-TV	Boston, Mass.	1170 Soldiers Field Rd., Algonquin 4-5670	F. A. Tooke	James E. Allen	P G W
BWAU-TV	Philadelphia, Pa.	City & Monument Aves., Greenwood 7-8300	D. W. Thornburgh	Marvin L. Shapiro	CBS TV Spot, C
BWAX-TV	Burlington, Vt.	135 Main St., 2-5761	Stuart T. Martin	John A. Dobson	Weed, C
BWBC-TV	Anderson, Ind.	Box 350	Gordon Beck	Raymond Pettit	
BWBI-TV	Columbus, Miss.	Highway 12 North	Robert McCraney	Bill Whitfield	McKinney, C, N
BWBS-TV	New York, N. Y.	485 Madison Ave., Plaza 1-2345	Sam Cook Digges	Norman Walt	CBS TV Spot, C
BWCO-TV	Minneapolis, Minn.	Radio City, Fe 8-0552	F. Van Konyenburg	Robert N. Ekstrum	P G W, C
BWHS-TV	Charleston, W. Va.	1111 Virginia St., Dickens 6-5358	John T. Gelder, Jr.	John L. Sinclair, Jr.	Branham, C
BWMA	Champaign, Ill.	509 S. Neil St., Fleetwood 6-8333	August C. Meyer	Len Davis	Hollingbery, C, N
BWKT	Miami, Fla.	P.O. Box M, Little River Station	Niles Trammell	Robert L. Fidler	NBC Spot, N
BWNY-TV	Carthage, N. Y.	P.O. Box 211, Watertown, 410	Louis Saiff, Jr.	Alfred M. Tauroney	Weed, A, C
BWOV-TV	Montgomery, Ala.	P.O. Box 2505, 5-3561	Hugh M. Smith	Morris South	Young, C
BWPO-TV	Cincinnati, Ohio	2345 Symmes St., Capitol 1-0777	M. C. Watters	Patrick H. Crafton	Blair, A
BWSC-TV	Charleston, S. C.	485 E. Bay St., 3-8371	Roland Weeks	Roland Weeks	P G W, A, C
BWSH-TV	Portland, Me.	157 High St., Spruce 2-0181	W. H. Rines	Bruce McGorill	Weed, N
BWTV	Thomasville, Ga.	P.O. Box 3166, Tallahassee, Fla., 3-3666	L. Herschel Graves	W. L. Woods	Blair TV Assoc., A, C, N
BWYB-TV	Bristol, Va.-Tenn.	P.O. Box 1009, North 3560	Robert H. Smith	Fey Rogers	Weed, A, N
BWAF-TV	Kansas City, Mo.	3030 Summit St., Harrison 1-1200	W. A. Bates	Manne Russo	H R & P, N
BWAM-TV	Hattiesburg, Miss.	P.O. Box 1649, Ju 4-8441	Marvin Reuben	Jerry Keith	Pearson, A, N
BWAN-TV	Danville, Ill.	1500 N. Washington Ave.	Max Schaffer	Max Schaffer	McKinney, A
BWAU-TV	Scranton, Pa.	1000 Wyoming Ave., Diamond 2-7634	Vance L. Eckersley	Anton J. Moe	H-R, C
BWAY-TV	Fargo, N. D.	207 N. 5th St., 2-3371	Tom Barnes	Tom Barnes	P G W, A, N
BWBJ-TV	Raanoke, Va.	P.O. Box 150, Diamond 3-8031	Ray P. Jordan	Blake Brawn	P G W, C
BWBO-TV	Orlando, Fla.	P.O. Box 1833, Cherry 1-1491	Harald P. Danfarth	Harald P. Danfarth	Blair TV Assoc., A, C
BWBF-TV	Chattanooga, Tenn.	Volunteer Bldg., Amherst 7-3393	Otis H. Segler	Otis H. Segler	Branham, A, C
BWBJ-TV	Marquette, Mich.	249 W. Washington St., Canal 6-3524	W. H. Trelaar	Robert J. Luke	Weed, C
BWBSM-TV	Superior, Wis.	230 E. Superior St., Duluth, Minn., Randolph 7-6875	Clarence D. Tully	Carla Anneke	P G W, N
BWSU-TV	New Orleans, La.	520 Royal St., Tulane 4371	Robert D. Swezey	A. Luis Read	Blair, A, N
BWXI-TV	Jackson, Tenn.	Williams Bldg., 7-9611	John E. North	John E. North	V R & M, A, C
BWEAR-TV	Pensacola, Fla.	P.O. Box 431, GI 5-7311	Mel Wheeler	Milton deReyna, Jr.	Hollingbery, A, C
BWEAT-TV	W. Palm Beach, Fla.	P.O. Box 70, Temple 3-9668	Bertram Lebhar, Jr.	Edward J. Hennessy	V R & M, A
BWEAU-TV	Eau Claire, Wis.	2415 S. Hastings Way, 2-3474	Leo Howard	Leo Howard	Hollingbery, A, N
BWEEK-TV	Peoria, Ill.	2907 Springfield Rd., 9-3961	Fred C. Mueller	William J. Flynn	Headley-Reed, N
BWENT-TV	Henderson, Ky.	P.O. Box 395, Evansville, Ind.	Edwin G. Richter, Jr.	Howard Duncan	Young, C
BWESH-TV	Daytona Beach, Fla.	6th & Center Sts., Clinton 3-6591	T. S. Gilchrist, Jr.	Thomas B. Newsom	Avery-Knodel, A, N
BWEWS	Cleveland, Ohio	Euclid at 30th, Henderson 2-1500	James C. Hanrahan		Blair, A
BWFAA-TV	Dallas, Tex.	3000 Harry Hines Blvd., Riverside 1-3316	Alex Keese	Dick Drummy, Jr.	Petry, A
BWFAM-TV	Lafayette, Ind.	McCarty Lane, 2-4300	Henry Rosenthal	Richard Pittenger	Rambeau
BWFBC-TV	Greenville, S. C.	P.O. Box 1140, Ce 9-1321	Ken Beachboard	Robert Q. Glass, Jr.	Weed, N
BWFBG-TV	Altoona, Pa.	1320 11th Ave., Windsor 4-2031	Frank Palmer	Robt. Miller	Blair, A, C, N
BWFBM-TV	Indianapolis, Ind.	1330 N. Meridian St., Melrose 4-8521	Eldon Campbell	Don Menke	Katz, N
BWFGA-TV	Jacksonville, Fla.	1070 E. Adams St., Elgin 9-3381	George H. Hodges	Ralph W. Nimmons	P G W, N
BWFIE-TV	Evansville, Ind.	1115 Mt. Auburn Rd., Harrison 5-6201	E. Berry Smith	Lee Browning	Raymer, N
BWFIL-TV	Philadelphia, Pa.	46th & Market Sts., Evergreen 2-4700	Roger W. Clipp	Kenneth W. Stowman	Blair, A
BWFLA-TV	Tampa, Fla.	P.O. Box 1410, 2-0131	George W. Harvey	William B. Faber	Blair, N
BWFLB-TV	Fayetteville, N. C.	P.O. Box 512, Hemlock 2-7136	Marvin Rosenberg	Fred Nave	Burn-Smith, A, C, N
BWFMJ-TV	Youngstown, Ohio	101 W. Boardman St., Riverside 4-8611	Mitchell F. Stanley	Mitchell F. Stanley	Headley-Reed, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW
WFMY-TV WFRV-TV	Greensboro, N. C. Green Bay, Wis.	Drawer A, Phillips Ave., Br 4-0114 Mason & Roosevelt Sts., Hemlock 7-5411	Gaines Kelley Soren H. Munkhof	Joseph E. Lake Ward O. Gage	H R & P, C Headley-Reed, A, C
WGAL-TV WGAN-TV	Lancaster, Pa. Portland, Me.	Lincoln Hwy. W, Express 3-5851 390 Congress St., Spruce 2-4661	Clair R. McCollough Creighton E. Gatchell	J. Robert Gulick Richard E. Bates	Meeker, C, N Avery-Knodel, C
WGEM-TV WGN-TV WGR-TV	Quincy, Ill. Chicago, Ill. Buffalo, N. Y.	Hotel Quincy, Baldwin 2-6840 441 N. Michigan Ave., Michigan 2-7600 184 Barton St., Summer 7115	Joe Banansinga Ward L. Quaal David C. Moore	Bradley Eidmann G. P. Swift	Young, A, N Petry P G W, A
WHAS-TV WHBF-TV WHBQ-TV WHCT	Louisville, Ky. Rock Island, Ill. Memphis, Tenn. Hartford, Conn.	525 W. Broadway, Juniper 5-2211 Telco Bldg., 6-5441 P.O. Box 176, Broadway 2-3441 555 Asylum St., Jackson 5-2611	Victor A. Sholis Leslie C. Johnson Wm. Grumbles Harvey Struthers	George Johnson Maurice J. Corken Boone F. Nevin Lamont L. Thompson David Abbott LeMoine C. Wheeler	H R & P, C Avery-Knodel, A, C H-R, A CBS Spot, C
WHDH-TV WHEC-TV	Boston, Mass. Rochester, N. Y.	6 St. James Ave., Hancock 6-5500 40 Franklin St., Baker 5-3050	Wm. B. McGrath C. Glover DeLaney	David Abbott LeMoine C. Wheeler	Blair, A Bolling; McKinney A, C
WHEN-TV WHIO-TV WHIS-TV WHIZ-TV	Syracuse, N. Y. Dayton, Ohio Bluefield, W. Va. Zanesville, Ohio	101 Court St., Granite 4-8511 1414 Wilmington Ave., Clearwater 4-5311 Municipal Bldg., Davenport 77115 Lind Arcade Bldg., N. 5th St., Gladstone 2-5431	Paul Adanti Robert H. Moody Hugh Shott, Jr. Allan Land	Fred Menzies Stan Mouse John Shott Nate Milder	Katz, A, C Hollingbery, C Katz, N Pearson, A, C, N
WHO-TV WHP-TV WHTN-TV WHYN-TV	Des Moines, Iowa Harrisburg, Pa. Huntington, W. Va. Springfield, Mass.	1100 Walnut St., Atlantic 8-6511 216 Locust St., Ce 4-3211 625 4th Ave., Jackson 5-7661 1300 Liberty St., Re 4-1126	P. A. Loyet Mrs. A. K. Redmond Robert R. Tischer Charles N. DeRose	Robert H. Harter Mrs. A. K. Redmond O. W. Myers Patrick J. Montague	P G W, N Bolling, C. Petry, A, C Branham, C
WIBW-TV WICC-TV WICS WICU WIIC WILK-TV WIMA-TV WINK-TV WINR-TV	Topeka, Kan. Bridgeport, Conn. Springfield, Ill. Erie, Pa. Pittsburgh, Pa. Wilkes-Barre, Pa. Lima, Ohio Ft. Myers, Fla. Binghamton, N. Y.	P.O. Box 119, 3-2377 P.O. Box 9140, 8-1601 523 E. Capitol Ave., 8-0465 35th & State St., 4-5201 700 Ivory Ave., Wellington 1-6900 88 N. Franklin St. 1424 Rice Ave., Ca 5-3010 P.O. Box 1072 70 Henry St., 4-4318	Thad M. Sandstrom Philip Merryman Milton D. Friedland Ben McLughlin Robert A. Mortensen Roy E. Morgan Robert W. Mack A. J. Bauer Dale L. Taylor	Roy C. Senate Warren King Bob Lunquist Roger D. Rice Malcolm Dale J. L. Spring A. J. Bauer A. Victor Ludington, Jr.	Avery-Knodel, A, C Young, A Young, A, N Petry, A, N Blair, N Avery-Knodel, A H-R, A, C, N McGillvra, A, C Hollingbery, A, N
WIS-TV WISC-TV WISE-TV WISH-TV	Columbia, S. C. Madison, Wis. Asheville, N. C. Indianapolis, Ind.	1111 Bull St., Alpine 3-6431 Communication Center, Cedar 3-9791 92 Haywood St., 3-5381 1440 N. Meridian St., Melrose 4-6411	Charles A. Batson Ralph O'Connor Geo. I. Norman, Jr. Robert B. McConnell	Law Epps Richard Nickeson Geo. I. Norman, Jr. George Diefenderfer, Jr.	P G W, N P G W, C Bolling, C, N Bolling, C
WISN-TV WITI-TV WITN WITV	Milwaukee, Wis. Whitefish Bay, Wis. Washington, N. C. Ft. Lauderdale, Fla.	759 N. 19th St., Division 2-3000 212 W. Wisconsin Ave., Flagstone 2-6600 North Carolina TV, Inc., Wh-6-3131 228 N. E. 3rd St., Miami, Franklin 4-3108	John B. Soell Sol J. Kahn W. R. Roberson, Jr. Mortimer W. Loewi	Richard Shireman J. G. Sandison T. H. Patterson Lee Phillips	Petry, A Branham Headley-Reed, N Forjoe, A
WJAC-TV WJAR-TV WJBF WJBK-TV WJDM-TV WJHL-TV	Johnstown, Pa. Providence, R. I. Augusta, Ga. Detroit, Mich. Panama City, Fla. Johnson City, Tenn.	P.O. Box 309, 5-1261 176 Weybossett St., Gaspee 1-8255 P.O. Box 490, 2-6666 7441 2nd Blvd., Trinity 3-7400 P.O. Box 428, Adams 4-2251 P.O. Box 1080, 2780	Alvin D. Schrott Joseph S. Sinclair J. B. Fuqua Bill Michaels Mel Wheeler W. Hanes Lancaster, Jr.	John H. Hepburn David J. Shurtleff Thomas J. Hennesy Keith T. McKenney Milt de Reyna J. Will Hall	Katz, N Petry, A, N Hollingbery, A, N Katz, C Hollingbery, A, N Pearson, A, C
WJIM-TV WJMR-TV WJPB-TV WJTV WJW-TV WJZ-TV	Lansing, Mich. New Orleans, La. Fairmont, W. Va. Jackson, Miss. Cleveland, Ohio Baltimore, Md.	WJIM Country House, Ivanhoe 2-1333 Jung Hotel, Express 3131 400 Quincy St., 8000 P.O. Box 8187, 4-2512 1630 Euclid Ave., Tower 1-6080 Television Hill, Mohawk 4-7600	Harold F. Gross George A. Mayoral J. Patrick Beacom L. M. Sepaugh Ben Wickham Larry Israel	Paul Beville H. W. Critchlow Owens Alexander Peter Storer Joseph P. Dougherty	P G W, A, C, N Weed, A Gill-Perna, A, N Katz, A, C Katz, C Blair, A
WKAQ-TV WKBN-TV	San Juan, P. R. Youngstown, Ohio	Box 5096, Stop 8, Puerto de Tierra, 3-3800 3930 Sunset Blvd., Sterling 2-1146	Jose Oviedo W. P. Williamson, Jr.	Oscar Reinoso J. L. Bowden	Inter-Amer. Publ. Raymer, C
WKBT	La Crosse, Wis.	141 S. 6th St., 2-4678	Howard Dahl	Robert Z. Morrison, Jr.	H-R, A, C, N
WKJG-TV WKNX-TV WKOW-TV WKRC-TV WKRG-TV WKST-TV WKTV WKXP-TV WKY-TV	Ft. Wayne, Ind. Saginaw, Mich. Madison, Wis. Cincinnati, Ohio Mobile, Ala. New Castle, Pa. Utica, N. Y. Lexington, Ky. Oklahoma City, Okla.	220 E. Jefferson St., Anthony 2295 221 S. Washington Ave., Pleasant 3-4471 215 W. Washington Ave., Alpine 7-2261 Times Star Bldg., Garfield 1-1331 162 St. Louis St., Hemlock 2-5505 209 Wick Bldg., Youngstown, Ohio P.O. Box 386, 3-0404 Broadcast Central, 3-2727 Box 8668, Tr 8-2161	Edward G. Thoms William J. Edwards Ben F. Hovel David G. Taft C. P. Persens, Jr. Sam W. Townsend Michael C. Fusco Frederic Gregg, Jr. R. W. Welpott	Carleton B. Evans Robert M. Chandler Ben F. Hovel Kenneth W. Church	H-R, N Gill-Perna, A, C Headley-Reed, A Katz, C Avery-Knodel, C McKinney, A Cooke, A, C, N Pearson Katz, N
WKZO-TV	Kalamazoo, Mich.	124 W. Michigan Ave., Fi 5-2101	Carl E. Lee	Donald W. DeSmit, Jr.	Avery-Knodel, A, C
WLAC-TV WLBC-TV	Nashville, Tenn. Muncie, Ind.	159 4th Ave., Ch 2-4331 P.O. Box 271, Atlas 8-4403	T. B. Baker, Jr. D. A. Burton	Robert M. Reuschle W. F. Craig	Katz, C Holman, A, C, N

ION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
-TV	Lebanon, Pa.	R. D. No. 5, Lebanon 3-1601	Joe Zimmerman	Ed H. Benedict	Blair TV Assoc.
	Jackson, Miss.	715 S. Jefferson St., 2-2691	Fred Beard	Frank Gentry	Hollingbery, A, N
W-TV	Lexington, Ky.	134 N. Limestone St., 4-8747	Earl L. Boyles	J. M. Pennock	Bolling, A, C, N
W-TV	Asheville, N. C.	P.O. Box 2150, Alpine 2-2431	Charles Britt	Charles Britt	V R & M, A
W-TV	Lynchburg, Va.	P.O. Box 238, 2-1242	Philip P. Allen	Tom Turner	Hollingbery, A
W-TV	Atlanta, Ga.	1611 W. Peachtree St., NE, Trinity 2-1141	Harry LeBrun	James H. Burgess	Crosley, A
W-TV	Columbus, Ohio	3165 Olentangy River Rd., Amherst 3-5441	James Leonard	Gregory T. Lincoln	Crosley, N
W-TV	Dayton, Ohio	4595 S. Dixie Hwy., Axminster 3-2101	George Gray	Dale A. Smith	Crosley, A, N
W-TV	Indianapolis, Ind.	714 Merchants Bank Bldg., Me 4-5402	John Babcock	Bob Lamb	Crosley, A
W-TV	Cincinnati, Ohio	140 W. 9th St., Cherry 1-1822	John T. Murphy	H. P. Lasker	Crosley, N
W-TV	Washington, D. C.	4461 Conn. Ave. NW, Kellogg 7-1100	Frederick S. Houwink	Neal J. Edwards	H-R, A
W-TV	Baltimore, Md.	Baltimore & Charles Sts., Mulberry 5-5670	E. K. Jett	Ernest A. Lang	Katz, C
W-TV	Macon, Ga.	Bankers Ins. Bldg., 2-7373	Wilton E. Cobb	Frank Crowther	Avery-Knodel, A, C
W-TV	Peoria, Ill.	212 S. W. Jefferson Ave., 6-0711	Robert O. Runnerstrom	Robert M. Riley	P G W, C
W-TV	Jacksonville, Fla.	605 S. Main St., Exbrook 8-0501	Charles M. Stone	David Booher	CBS TV Spot, A, C
W-TV	Marinette, Wis.	Radio TV Park, 5-6631	Joseph D. Mackin	Joseph D. Mackin	V R & M, N
W-TV	Memphis, Tenn.	P.O. Box 311, Jackson 6-7464	H. W. Slavick	Earl Moreland	Blair, N
W-TV	Wilmington, N. C.	225 Princess St., Roger 3-4666	Hartwell Campbell	Claud O'Shields	Smith, A, C, N
W-TV	Decatur, Ala.	Box 411, 802	Frank Whisenant	Louis C. Blizzard	Masla, C, N
W-TV	Cedar Rapids, Iowa	P.O. Box 1111, Empire 4-0171	W. B. Quarton	Lew Van Nostrand	Katz, C
W-TV	Madison, Wis.	P.O. Box 168, Cedar 3-5381	Peter Theg		Young, N
W-TV	Poland Spring, Me.	Poland Spring, Me., 51	John H. Norton, Jr.	Robert L. Maynard	H R & P, A, C
W-TV	Manchester, N. H.	1819 Elm St., National 3-8061	Norman A. Gittleson	Gordon Moore	Forjoe, A
W-TV	Boston, Mass.	21 Brookline Ave., Commonwealth 6-0800	Norman Knight	Proctor Jones	H-R, C
W-TV	Raleigh, N. C.	2128 Western Blvd., Temple 4-8282	Roger Bower		Forjoe, A, C
W-TV	New Britain, Conn.	1422 New Britain Ave., W. Hartford, Ad 3-8551	Peter B. Kenney	Robert J. Reardon	NBC Spot, N
W-TV	Binghamton, N. Y.	1 Henry St., 3-7311	George R. Dunham	Edward H. Benedict	Blair, A, C, N
W-TV	Chicago, Ill.	Merchandise Mart., Superior 7-8300	Jules Herbuveaux	Richard Ricker	NBC Spot, N
W-TV	Greenville, N. C.	P.O. Box 898, 6181	A. Hartwell Campbell	John G. Clark, Jr.	Hollingbery, A, C
W-TV	South Bend, Ind.	P.O. Box 989, Central 3-7111	Bernard C. Barth	William T. Hamilton	Petry, N
W-TV	Bay City, Mich.	Bishop Airport, Flint, Mich., Cedar 5-3555	James Gerity, Jr.		Petry, A, N
W-TV	New Haven, Conn.	P.O. Box 1859, Sp 7-3611	Edward D. Taddei	John F. Cundiff	Katz, A
W-TV	Columbia, S. C.	P.O. Box 5307, 2-7737	H. Moody McElveen, Jr.	David C. Phillips	Raymer, C
W-TV	York, Pa.	WNOV-TV, 2-7821	Ralph Gottlieb	Richard Rudolph	Young
W-TV	San Antonio, Tex.	P.O. Box 2641, Capitol 7-4221	James M. Gaines	Edward V. Cheviot	Petry, N
W-TV	Oak Hill, W. Va.	P.O. Box 251, 651	Robert R. Thomas, Jr.	Robert R. Thomas, Jr.	Pearson, A
W-TV	Davenport, Iowa	805 Brady St., 3-3661	B. J. Palmer	Mark Wodlinger	P G W, N
W-TV	Ames, Iowa	Service Bldg., Cedar 2-3400	Robert C. Mulhall	Dan Norton	Weed, A
W-TV	Grand Rapids, Mich.	120 College St. SE, Glendale 9-4125	Willard Schroeder	Arthur Swift	Katz, A, N
W-TV	New York, N. Y.	1440 Broadway, Longacre 4-8000	Gordon Gray	Bill M. Dix	H-R
W-TV	Mayaguez, P. R.	Darlington Bldg., 1151	Alfredo R. de Arellano	Reinaldo DuPont	Inter-Amer. Publ., A, C
W-TV	Omaha, Neb.	Insurance Bldg., Webster 3400	Frank P. Fogarty	Fred Ebener	Blair, C
W-TV	Florence, Ala.	840 Cypress Mill Road	Richard Biddle	Bill Mapes	Forjoe, C, N
W-TV	Traverse City, Mich.	Paul Bunyan Bldg., Windsor 7-7675	Les Biederman	R. E. Detwiler	Holman, N
W-TV	New York, N. Y.	220 E. 42nd St., Murray Hill 2-6500	Fred M. Thrower	John A. Patterson	P G W
W-TV	Providence, R. I.	24 Mason St., Plantations 1-9776	Arnold F. Schoen, Jr.	Eugene W. Wilkin	Blair, C
W-TV	Paducah, Ky.	100 Television Lane, 2-8214	Sam Livingston	Charles M. Neel	Pearson, N
W-TV	Miami, Fla.	Biscayne Blvd. & 21st St., Franklin 1-6501	Walter Koessler	Robert Hanna	Petry
W-TV	Ft. Wayne, Ind.	Butler Road, Anthony 7125	Ronald R. Ross	Frank B. Willis	Meeker, A
W-TV	W. Palm Beach, Fla.	5 Cocoonut Row, Temple 3-2471	Stephen P. Willis	W. L. Woods	Blair TV Assoc., C, N
W-TV	Plattsburg, N. Y.	357-361 Cornelia St., 3070	George BarenBregge	George BarenBregge	Blair TV Assoc., A, N
W-TV	Raleigh, N. C.	P.O. Box 9583, Temple 3-5553	Fred Fletcher	Fletcher Turner	H-R, N
W-TV	Columbus, Ga.	1350 13th Ave., Fairfax 2-0601	J. W. Woodruff, Jr.	George Jenkins	Hollingbery, A, C
W-TV	Washington, D. C.	Sheraton Park Hotel, Adams 4-5400	Carleton D. Smith	William E. Coyle	NBC Spot, N
W-TV	New York, N. Y.	30 Rockefeller Plaza, Circle 7-8300	William N. Davidson	Jay J. Heitin	NBC Spot, N
W-TV	Philadelphia, Pa.	1619 Walnut St., Locust 4-3700	Lloyd E. Yoder	T. H. Walworth, Jr.	NBC Spot, N
W-TV	Augusta, Ga.	Georgia & Observatory Ave., 7-5432	James W. Hicks	Lou Stratton	Branham, C
W-TV	Memphis, Tenn.	Hotel Peabody Bldg., Jackson 5-1313	Hoyt B. Wooten	Charles Brakefield	Katz, C
W-TV	Rockford, Ill.	Auburn & Winnebago Rds., 8-1813	J. M. Baisch	Al Bilardello	H-R, A, C
W-TV	Schenectady, N. Y.	1 River Rd., 7-2261	J. Milton Lang	George Spring	NBC Spot, N
W-TV	Chattanooga, Tenn.	1214 McCallie Ave., Ox 8-1505	R. G. Patterson	George P. Moore	H-R, A, N
W-TV	Greenfield, Mass.	P.O. Box 32, Northfield 336	Wm. L. Putnam	Horace Nichols	Hollingbery
W-TV	Rochester, N. Y.	201 Humboldt St., Butler 8-8400	Gunnar O. Wiig	Armin N. Bender	P G W, A, N
W-TV	Richmond, Va.	P.O. Box 2370, Belmont 3-5461	Barron Heward	James D. Clark, Jr.	H R & P, C
W-TV	Wausau, Wis.	P.O. Box 29, 2-1021	Richard D. Dudley	Richard D. Dudley	Meeker, A, C, N
W-TV	Savannah, Ga.	Liberty Nat'l Bank Bldg., Adams 6-0303	Harben Daniel	Mack Humpidge	Blair TV Assoc., N
W-TV	Huntington, W. Va.	P.O. Box 2115, Ja 9-4126	L. H. Rogers, II	C. T. Garten	Katz, N

STATION	CITY	ADDRESS & PHONE NUMBER	GEN. MGR.	NAT'L SALES MGR.	REP. & NETWORK
WSB-TV	Atlanta, Ga.	1601 W. Peachtree St., Trinity 5-7221	Marcus Bartlett	Don Elliot Heald	Petry, N
WSBA-TV	York, Pa.	S. Queen St., Extended 2-5531	Louis J. Appell, Jr.	Robert M. Stough	Masla, A
WSBT-TV	South Bend, Ind.	300 W. Jefferson Blvd., Central 3-3141	Neal B. Welch	Wilbur R. Darch	Raymer, C
WSEE-TV	Erie, Pa.	1220 Peach St., 5-7575	Cecil M. Sansbury	Roger Garrett	Young, A, C
WSFA-TV	Montgomery, Ala.	P.O. Box 2566, Amherst 5-1251	E. B. Dodson	Carter C. Hoelwick	Katz, A, N
WSIL-TV	Harrisburg, Ill.	21 W. Poplar St.	Oscar L. Turner	Oscar L. Turner	Walker, A, N
WSIX-TV	Nashville, Tenn.	Nashville Trust Bldg., Alpine 5-5431	E. S. Tanner	George H. Morris	H-R, A
WSJS-TV	Winston-Salem, N. C.	419-21 N. Spruce St., Park 5-2311	Harold Essex	Harry B. Shaw	Headley-Reed, N
WSJV-TV	Elkhart, Ind.	WSJV-TV, Elkhart 2-1518	Paul C. Brines	Vincent Doyle	H-R, A
WSLS-TV	Roanoke, Va.	Church Ave. & 3rd St. SW, Diamond 4-9227	James H. Moore	Horace Fitzpatrick	Avery-Knodel, A, N
WSM-TV	Nashville, Tenn.	301 7th Ave. N., Alpine 4-5656	Irving Waugh	Hi Bramham	Petry, N
WSOC-TV	Charlotte, N. C.	2221 N. Tryon St., Franklin 6-8401	Larry Walker	C. George Henderson	H-R, A, N
WSPA-TV	Spartanburg, S. C.	224 E. Main St. 3-3621	Walter J. Brown	Charles E. Bell	Hollingbery, C
WSPD-TV	Toledo, Ohio	136 Huron St., Cherry 8-6201	Allen L. Haid	William Ashworth	Katz, A, C, N
WSTV-TV	Steubenville, Ohio	Exchange Realty Bldg., Atlantic 2-6265	John J. Laux	Rod Gibson	Avery-Knodel, A, C
WSUN-TV	St. Petersburg, Fla.	Million Dollar Pier 5-4121	Fred P. Shawn	Barney Kobres	V R & M, A
WSUR-TV	Ponce, Puerto Rico	1000 Ponce de Leon Ave., San Juan, P. R.	M. A. Escudero	J. L. Cebollero	Amer. Colonial
WSVA-TV	Harrisonburg, Va.	Rawlev Pike, 4-4431	Hamilton Shea	R. H. Johnson	P G W, A, C, N
WSYE-TV	Elmira, N. Y.	224 Harrison St., Syracuse, GR 1-7111	E. R. Vadeboncoeur	William R. Alford, Jr.	H R & P, N
WSYR-TV	Syracuse, N. Y.	224 Harrison St., GR 1-7111	E. R. Vadeboncoeur	William R. Alford, Jr.	H R & P, N
WTAP	Parkersburg, W. Va.	121 W. 7th St., Hudson 5-4589	Milton Komito	Milton Komito	Pearson, A, C, N
WTAR-TV	Norfolk, Va.	720 Boush St., Madison 5-6711	Campbell Arnoux	Robert M. Lambe	Petry, C
WTNC-TV	Minneapolis, Minn.	2925 Dean Blvd., Walnut 7-8881	Phil Hoffman	James R. Hoel	Katz, A
W-TEN	Albany, N. Y.	P.O. Box 10	Thomas S. Murphy	William J. Lewis	H R & P, C
WTHI-TV	Terre Haute, Ind.	918 Ohio St., Crawford 9481	J. M. Higgins	George Foulkes	Bolling, A, C, N
WTIC-TV	Hartford, Conn.	26 Grove St., Ja 5-0801	Walter C. Johnson	Irwin C. Cowper	H R & P
WTMJ-TV	Milwaukee, Wis.	720 E. Capitol Dr., Broadway 1-6000	W. J. Damm	N. V. Bakke	H R & P, N
WTOC-TV	Savannah, Ga.	P.O. Box 858, Adams 2-0127	F. Schley Knight	Ben Williams	Avery-Knodel, A, C
WTOK-TV	Meridian, Miss.	Southern Bldg., 3-1441	Robert F. Wright	W. B. Crooks, Jr.	Headley-Reed, A, N
WTOP-TV	Washington, D. C.	40th & Brandywine Sts. N. W., Emerson 2-9300	George F. Hartford	Robert A. J. Bordley	CBS TV Spot, C
WTOV-TV	Portsmouth, Va.	1305 Granby St., Norfolk	Everett Peace, Jr.	Winston Bright	McGillvra
WTPA	Harrisburg, Pa.	3235 Hoffman St., Cedar 8-7171	Donald D. Wear	Allen P. Solada	H R & P, A
WTRF-TV	Wheeling, W. Va.	1329 Market St., Cedar 2-7777	Robert W. Ferguson	H. Needham Smith	Hollingbery, A, N
WTRI	Albany, N. Y.	P.O. Box 4035, 5-5291	William A. Ripley	D. Tovino	V R & M, A
WTTG	Washington, D. C.	Raleigh Hotel, Sterling 3-5300	Bernard Goodwin	Albert S. Goustin	Weed
WTTV	Bloomington, Ind.	3490 Bluff Rd., State 7-2211	Sarkes Tarzian	Frank Willis	Meeker
WTVC	Chattanooga, Tenn.	P.O. Box 1026, Amherst 6-4151	R. R. Owen	Joseph V. Windsor	Meeker, A
WTVD	Durham, N. C.	P.O. Box 2009, 2-2111	Harmon L. Duncan	Mike Thompson	Petry, A, C
WTVH	Peoria, Ill.	234 N. Madison St., 6-5561	Harold V. Phillips	William P. Pipher	Petry, A
WTVK	Knoxville, Tenn.	P.O. Box 1388, 5-2113	John A. Engelbrecht	Bill Eckstein	Pearson, A
WTVJ	Miami, Fla.	P.O. Box 2770, Fr 4-6262	Lee Ruwitch	Bill Brazzil	P G W, C
WTVM	Columbus, Ga.	Box 1640, Fairfax 2-8828	Guy Tiller	Guy Tiller	Headley-Reed, N
WTVN-TV	Columbus, Ohio	P.O. Box 718, Capitol 8-5801	J. W. McGough	Bob Weigand	Katz, A
WTVQ	Rockford, Ill.	Box 470, 3-5413	Harold Froelich	Harold Froelich	Headley-Reed, N
WTVP	Decatur, Ill.	P.O. Box 108, 8-4304	Ben K. West	L. O. Wiedenkiller	Gill-Perna, A
WTVR	Richmond, Va.	P.O. Box 5229, El 5-8611	Wilbur M. Havens	Wilbur M. Havens	Blair, A
WTVT	Tampa, Fla.	P.O. Box 1198, Redwood 6-1313	P. A. Sugg	John Haberman	Katz, C
WTVW	Evansville, Ind.	405 Carpenter St., Ha 2-1121	Dick Shively	Bill Spillman	Hollingbery, A
WTVY	Dothan, Ala.	Cottonwood Road, 5-2810	F. E. Busby	Arthur Creamer	Young, A, C
W-TWO	Bangor, Me.	P.O. Box 732, 2-4822	Murray Carpenter	Rudy Marcoux	V R & M, C
WTWV	Tupelo, Miss.	P.O. Box 163, Vinewood 2-7620	Frank K. Spain	Charles H. Hicks	Masla, N
WUSN-TV	Charleston, S. C.	P.O. Box 879, Mt. Pleasant 4141	J. Drayton Hastie	J. Drayton Hastie	Weed, A, N
WVEC-TV	Hampton, Va.	812 W. 21st St., Norfolk, Madison 7-7774	Thomas P. Chisman	Harrol A. Brauer, Jr.	Avery-Knodel, N
WVET-TV	Rochester, N. Y.	17 Clinton Ave., Hamilton 6-4820	Ervin F. Lyke	Arthur Murrellwright	Bolling; McKinney, A, C
WVUE-TV	Wilmington, Del.	Suburban Station Bldg., Phil.; Locust 8-2262	James S. McMurray	Lewis P. Johnson	Katz
WWJ-TV	Detroit, Mich.	622 W. Lafayette Ave., Wo 2-2000	Edwin K. Wheeler	Ray W. Colie	P G W, N
WWL-TV	New Orleans, La.	1024 N. Rampart St., Express 4444	Howard Summer-ville	Harry Stone	Katz, C
WWLP	Springfield, Mass.	P.O. Box 2210, State 8-0971	William L. Putnam	James H. Ferguson Jr.	Hollingbery, A, N
WWTV	Cadillac, Mich.	417 N. Mitchell St., Prospect 5-3478	Gene Ellerman	Daryl Sebastian	Hollingbery, A, C
WXEX-TV	Petersburg, Va.	124 W. Tabb St., Regent 3-7876	Thomas G. Tinsley, Jr.	Irvin G. Abeloff	Select, N
WXIX	Milwaukee, Wis.	5445 N. 27th St., Uptown 3-1919	Frank Shakespeare	Richard B. Hogue	CBS TV Spot, C
WXYZ-TV	Detroit, Mich.	1700 Mutual Bldg., Woodward 3-8321	James G. Riddell	Ralph Dawson	Blair, A
XEJ-TV	Ciudad Juarez, Mex.	P.O. Box 442, El Paso, Tex., 3-7240	P. Meneses	Ralph Fitzmaurice	Nat'l Time Sales
XEM-TV	Mexicali, Mex.	Hotel Barbara Worth, El Centro, Calif., Elgin 2-7321	Bob Kelley		Nat'l Time Sales
XETV	Tijuana, Mex.	4229 Park Blvd., San Diego, Cypress 8-7191	Julian H. Kaufman	Julian H. Kaufman	Weed, A

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Director of Promotion:
John W. Owen
Director of Research:
John F. Wade

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Atlanta 3: 41 Marietta St., N.W. (Jackson 3-2545).
Mgr.: Charles C. Coleman
Chicago 1: 3125 Prudential Plaza (Whitehall 4-6869).
Mgr.: Raymond M. Neihengen
Dallas 1: Suite 320, Fidelity Union Life Bldg. (Riverside 7-7330). Mgr.: Wallis S. Ivy
Detroit 26: 1446 National Bank Bldg. (Woodward 1-9607).
Mgr.: Glenn W. Gilbert
Los Angeles 5: 3325 Wilshire Blvd. (Dunkirk 5-6394).
Mgr.: Douglas McLatchie
San Francisco 4: 235 Montgomery St. (Yukon 2-2853).
Pacific Coast Mgr.: David Meblin
Seattle 1: 424 Vance Bldg.
Mgr.: Hugh Feltis

Stations: KMMT, Austin, Minn.; KHSL-TV, Chico;
WBOY-TV, Clarksburg; WESH-TV, Joplin;
KDAL-TV, Duluth; KODE-TV, Joplin;
WKZO-TV, Kalamazoo; WATE-TV, Knoxville;
KLRJ-TV, Las Vegas-Henderson; KOLN-TV, Lincoln;
WMAZ-TV, Macon; WKRG-TV, Mobile;
WVEC-TV, Norfolk; KWTW, Oklahoma City;
KVAR, Phoenix; KATV, Pine Bluff;
WGAN-TV, Portland, Me.; WSLS-TV, Roanoke;
WHBF-TV, Rock Island; KUTV, Salt Lake City;
WTOC-TV, Savannah; KXLY-TV, Spokane;
WSTV-TV, Steubenville; WIBW-TV, Topeka;
KTUL-TV, Tulsa; KWVL-TV, Waterloo;
WILK-TV, Wilkes-Barre.

BLAIR-TV

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John P. Denninger
Vice President & Research Director:
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Director of Sales Development:
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New York 17: 415 Madison Ave. (Templeton 8-5800).
Boston 16: 118 Newberry St. (Kenmore 6-1472).
Mgr.: Bruce Pattyson
Chicago 11: 520 N. Michigan Ave. (Superior 7-5580).
Mgr.: Jack Davis
Dallas 2: Rio Grande National Bldg. (Riverside 1-4228).
Mgr.: Steve Beard

Detroit 26: 617 Brook Bldg. (Woodward 1-6030).
Mgr.: Gabriel Dype
Jacksonville 2: 1402 Barnett Bank Bldg. (Elgin 6-5770).
Mgr.: Harry Cummings
Los Angeles 5: 3460 Wilshire Blvd. (Dunkirk 1-3811).
Mgr.: Frank Moreland
St. Louis 1: 937 Paul Brown Bldg. (Chestnut 1-5688).
Mgr.: Richard Quigley, Jr.
San Francisco 4: 2502 Russ Bldg. (Yukon 2-7068).
Mgr.: Lindsey Spight
Seattle: White-Henry-Stuart Bldg. (Elliott 6270-1).
Mgr.: John Burr

Stations: WFBC-TV, Altoona; WJZ-TV, Baltimore;
WNBF-TV, Binghamton; WHDH-TV, Boston;
WBKB, Chicago; WCPO-TV, Cincinnati;
WEWS, Cleveland; WBNS-TV, Columbus, Ohio;
WXYZ-TV, Detroit; KFJZ-TV, Fort Worth;
KFRE-TV, Fresno; KTTV, Los Angeles;
WMCT, Memphis; WDSU-TV, New Orleans;
WABC-TV, New York; WOW-TV, Omaha;
WFIL-TV, Philadelphia; WIIC, Pittsburgh;
KGW-TV, Portland, Ore.; WPRO-TV, Providence;
KTVI, St. Louis; KCO-TV, San Francisco;
KING-TV, Seattle; WFLA-TV, Tampa.

BLAIR TELEVISION ASSOCIATES, INC.

Executive Vice President & General Manager:
Richard L. Foote
New York 17: 415 Madison Ave. (Plaza 1-1922).
Boston 16: 118 Newberry St. (Kenmore 6-1472).
Mgr.: Bruce Pattyson
Chicago 11: 333 N. Michigan Blvd. (Franklin 2-3819).
Mgr.: Arthur C. Stringer
Dallas 2: Rio Grande National Bldg. (Riverside 1-4228).
Mgr.: Steve Beard
Detroit 26: 617 Book Bldg. (Woodward 1-6030).
Mgr.: Gabriel Dype
Jacksonville 2: 1402 Barnett Bank Bldg. (Elgin 6-5770).
Mgr.: Harry Cummings
Los Angeles 5: 3460 Wilshire Blvd. (Dunkirk 1-3811).
Mgr.: Frank Moreland
St. Louis 1: 937 Paul Brown Bldg. (Chestnut 1-5686).
Mgr.: Richard Quigley
San Francisco 4: 2502 Russ Bldg. (Yukon 2-7068).
Mgr.: Lindsey Spight
Seattle: White-Henry-Stuart Bldg. (Elliott: 6270-1).
Mgr.: John Burr
Stations: KFDA-TV, Amarillo; WAFB-TV, Baton Rouge;
KFYR-TV, Bismarck; KIDO-TV, Boise;
KTVR, Denver; KIEM-TV, Eureka;
KFBB-TV, Great Falls; KRCC-TV, Jefferson City;
KOTI-TV, Klamath Falls; WLBR-TV, Lebanon;
KBES-TV, Medford; KCEO-TV, Oklahoma City;
WDBO-TV, Orlando; WPTZ-TV, Plattsburg;
WTVR, Richmond; KFEQ-TV, St. Joseph;
WSAV-TV, Savannah; WCTV, Thomasville;
KCEN-TV, Temple; KVOO-TV, Tulsa;
WPTV, West Palm Beach; KSYD-TV, Wichita Falls. ▶

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Eugene F. Corcoran

Executive Vice President:

Joseph F. Timlin

Promotion & Research:

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Mgr.: James A. McManus

Atlanta 3: Rhodes-Haverty Bldg. (Jackson 2-3025).

Mgr.: H. L. Ralls

Charlotte 2: 2001 Liberty Life Bldg. (Edison 2-8839).

Mgr.: Bertram C. Finch

Chicago 1: 360 N. Michigan Ave. (Central 6-5726).

Mgr.: Dudley D. Brewer

Dallas 3: 1005 Fidelity Union Life Bldg. (Riverside 8-5831). Mgr.: George Harding**Detroit 2:** 6-235 General Motors Bldg. (Trinity 1-0440).

Mgr.: Fred A. Weber

Los Angeles 48: 6399 Wilshire Blvd. (Webster 1-1551).

Mgr.: Norman E. Noyes

Memphis 3: 1028 Sterick Bldg. (Jackson 6-2344).

Mgr.: Sidney L. Nichols

Miami: 496 N.E. 29th Terrace. (Franklin 9-4635).

Mgr.: Dan Gattoni

St. Louis 1: Title Guaranty Bldg., 706 Chestnut St. (Chestnut 1-6192). Mgr.: John J. Schwarz**San Francisco 3:** 703 Market St. (Yukon 2-1582).

Mgr.: James M. Lowman

Stations: KCGM-TV, Albuquerque; WRDW-TV, Augusta; WCHS-TV, Charleston, W. Va.; WDEF-TV, Chattanooga; KRLD-TV, Dallas; KROD-TV, El Paso; KJEO-TV, Fresno; KTHV, Little Rock; WITI-TV, Milwaukee; KMGM-TV, Minneapolis; WHYN-TV, Springfield, Mass.; KVOA-TV, Tucson. West Texas Network: KDUB-TV, Lubbock; KPAR-TV, Sweetwater; KEDY-TV, Big Spring.

THE BOLLING COMPANY**President:**

George W. Bolling

Vice President in Charge of TV:

G. Richard Swift

Research Director:

John McDonald

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Mgr.: G. W. Bolling, III

Boston 16: 80 Boylston St. (Hubbard 2-0346).

Mgr.: Richard Keating

Chicago 11: 435 N. Michigan Ave. (Whitehall 3-2040).

Mgr.: John D. Stebbins

Dallas 1: Gulf States Bldg. (Riverside 8-2172).

Mgr.: Thomas Murphy

San Francisco 3: 5 Third St. (Garfield 1-6740).

Mgr.: John T. Coy

Stations: KOAT-TV, Albuquerque; KKTU, Colorado Springs; KCKT-TV, Great Bend; WHIP-TV, Harrisburg, Pa.; WISU-TV, Indianapolis; WLEX-TV, Lexington;

KOSA-TV, Odessa; WHEC-TV & WVET-TV, Rochester, N. Y.; WARM-TV, Scranton; WTHI-TV, Terre Haute.

CBS TELEVISION SPOT SALES**General Sales Manager:**

John A. Schneider

Director of Sales Development:

Frank Elliott, Jr.

Director of Sales Promotion:

W. Thomas Dawson

Research Manager:

Robert F. Davis

New York 22: 435 Madison Ave. (Plaza 1-2345).

Eastern Sales Mgr.: Bruce R. Bryant

Atlanta 8: 805 Peachtree Bldg., N.E. (Trinity 5-6677).

Mgr.: H. H. Holtshouser

Chicago 11: 630 N. McClurg Ct. (Whitehall 4-6000).

Midwestern Sales Mgr.: Arthur C. Elliot

Detroit 2: 932 Fisher Bldg. (Trinity 2-5500).

Mgr.: Richard R. Loftus

Los Angeles 28: 1313 N. Vine St. (Webster 8-3011).

Mgr.: Edward A. Larkin

San Francisco 5: Palace Hotel (Yukon 2-7000).

Mgr.: John H. White

Stations: WBTV, Charlotte; WBBM-TV, Chicago; WBTW, Florence; KGUL-TV, Galveston-Houston; WHCT, Hartford; WMBR-TV, Jacksonville; KNXT, Los Angeles; WXIX, Milwaukee; WCBS-TV, New York; WCAU-TV, Philadelphia; KOIN-TV, Portland; KSL-TV, Salt Lake City; WTOP-TV, Washington, D. C.

CROSLEY BROADCASTING CORPORATION**President & General Manager:**

R. E. Dunville

Vice President in Charge of TV:

John T. Murphy

New York 22: 3 E. 54th St. (Plaza 1-5353).

V. P. in Charge of Sales: H. P. Lasker

Atlanta: (Bomar Lowrance & Assoc.) 770 Spring St., N.W. (Trinity 6-3726). Mgr.: Freeman Jones**Charlotte:** (Bomar Lowrance & Assoc.) 1026 South Blvd. (Charlotte 6-6581). Mgr.: Bomar Lowrance**Chicago 1:** 360 N. Michigan Ave. (State 2-6693).

Vice President: Harry Albrecht

Cleveland 14: Suite 727, National City East Sixth Bldg. (Main 1-7756). Mgr.: James Sefert**Dallas:** (Bomar Lowrance & Assoc.) 1102 Fidelity Union Bldg. (Randolph 8206). Mgr.: Bob Keefe**Detroit 26:** (NBC Spot Sales) 1165 Penobscot Bldg. (Woodward 1-1610). Mgr.: Jack Treacy**Hollywood 28:** (NBC Spot Sales) Sunset & Vine Sts. (Hollywood 9-6161). Mgr.: Walter Davison**San Francisco 2:** (NBC Spot Sales) NBC Building (Greystone 4-8700). Mgr.: George Fuerst

Stations: WLW-A, Atlanta; WLW-T, Cincinnati; WLW-C, Columbus, O.; WLW-D, Dayton; WLW-I, Indianapolis.

ERETT-McKINNEY, INC.**President:**

Max M. Everett

Regional Sales Manager:

Powell H. Ensign

New York 17: 40 E. 49th St. (Plaza 3-9332).**Everly Hills:** 111 N. LaCienega Blvd. (Olympia 2-1313).

Mgr.: Lee F. O'Connell

Chicago 11: 410 N. Michigan Ave. (Superior 7-9052).

Mgr.: John B. Shelton

San Francisco 4: 110 Sutter St. (Garfield 1-6936).

Mgr.: John Palmer

Stations: WPAG-TV, Ann Arbor; WCBI-TV, Columbus, Miss.;
WDAN-TV, Danville; WHEC-TV & WVET-TV, Rochester,
N. Y.; WKST-TV, Youngstown.**JOE-TV, INC.****President:**

Joseph Bloom

Executive Vice President:

Carlos Franco

New York 36: 580 Fifth Ave. (Judson 6-3100).**Atlanta 3:** 120 Marietta St. (Jackson 3-0518).

Mgr.: Bernard I. Ochs

Chicago 11: 435 N. Michigan Ave. (Delaware 7-1874).

Mgr.: Thomas Cinquina

Los Angeles 48: 451 N. LaCienega Blvd. (Oleander

5-7755). Mgr.: Lawrence Krasner

Philadelphia 19: 310 W. Glen Echo Rd. (Chestnut Hill

7-4510). Mgr.: Morton Lowenstein

San Francisco 5: 593 Market St. (Sutter 1-7569).

Mgr.: Charles Haddix

Seattle: Times Square Bldg. (Seneca 2377).

Mgr.: Don McBride

Stations: KVOS-TV, Bellingham; WOWL-TV, Florence;
KTRX-TV, Kennewick, Wash.; WMUR-TV, Manchester;
WITV, Miami; WATV, Newark.**PERNA, INC.****President:**

Helen Gill

Executive Vice President:

John J. Perna, Jr.

Promotion & Research Manager:

Carole Barry

New York 21: 654 Madison Ave. (Templeton 8-4740).**Boston 16:** 80 Boylston St. (Liberty 2-6481).

Mgr.: Harry Wheeler

Chicago 1: 75 E. Wacker Dr. (Franklin 2-8665).

Mgr.: Walter Beadell

Los Angeles: 730 S. Western Ave. (Dunkirk 7-4388).

Mgr.: Robert W. Walker

San Francisco: 57 Post St. (Sutter 1-5568).

Mgr.: Rogers Parratt

Stations: WTVP, Decatur, Ill; WJPB-TV, Fairmont;
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KMSO-TV, Missoula; WKNX-TV, Saginaw;
KLIX-TV, Twin Falls.**HARRINGTON, RIGHTER & PARSONS, INC.****President:**

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Vice President:

Volney Righter

Vice President:

James O. Parsons, Jr.

Promotion Manager:

Helen Harney

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Mgr.: Frank B. Rice

Boston 16: 80 Boylston St. (Liberty 2-7537).

Mgr.: Carter Knight

Chicago 11: Tribune Tower (Whitehall 4-0510).

V.P. & Western Sales Mgr.: Carroll Layman

San Francisco 4: 235 Montgomery St. (Sutter 1-4125).

Mgr.: Frank Dougherty

Stations: W-TEN, Albany; WABT, Birmingham;
WBEN-TV, Buffalo; *WJR-TV, Flint;
WFMV-TV, Greensboro; WTPA, Harrisburg, Pa.;
WTIC-TV, Hartford; WDAF-TV, Kansas City;
WHAS-TV, Louisville; WTMJ-TV, Milwaukee;
WMTW, Poland Spring; WRVA-TV, Richmond;
WSYR-TV, Syracuse.**HEADLEY-REED TV****Chairman of the Board:**

Frank W. Miller, Sr.

Director:

Frank W. Miller, Jr.

President:

Sterling B. Beeson

Executive Vice President:

John H. Wrath

Vice President & Sales Manager:

I. N. Hardingham

Promotion & Research Managers:

Howard L. Selger

Melvin Trauner

New York 17: 420 Lexington Ave. (Murray Hill 5-8700).**Atlanta 8:** Peachtree St. Bldg. (Trinity 4-2736).

Mgr.: George P. Crumbley, Jr.

Chicago 1: 230 N. Michigan Ave. (Franklin 2-4686).

Mgr.: John H. Wrath

Hollywood 28: Taft Bldg. (Hollywood 4-8248).

Mgr.: Clark Barnes

Philadelphia 7: Philadelphia National Bank Bldg. (Locust

4-6027). Mgr.: Robert S. Dome

St. Louis 1: 915 Olive St., Room 1005 (Central 1-9151).

Mgr.: William Shaw

San Francisco 4: 110 Sutter St. (Yukon 2-4912).

Mgr.: Fred B. Adair, Jr.

Stations: WAIM-TV, Anderson, S. C.; KOOK-TV, Billings;
KFVS-TV, Cape Girardeau; WTVM-TV, Columbus, Ga.;
WFRV-TV, Green Bay; WKOW-TV, Madison;
WTOK-TV, Meridian; WEEK-TV, Peoria;
KOTA-TV, Rapid City; WTVO, Rockford;
WBOC-TV, Salisbury; KEY-TV, Santa Barbara;
KGUN-TV, Tucson; WITN, Washington, N. C.;
WBRE-TV, Wilkes-Barre; WSJS-TV, Winston-Salem;
WFMJ-TV, Youngstown.

GEORGE P. HOLLINGBERY COMPANY**Chairman of the Board:**

George P. Hollingbery

Vice Chairman:

F. E. Spencer, Jr.

President of the TV Division:

H. H. Wise, Jr.

Sales Development Director:

C. A. Snyder

New York 36: 500 Fifth Ave. (Oxford 5-5560).

Mgr.: F. E. Spencer, Jr.

Atlanta 3: 134 Peachtree St. (Jackson 4-5710).

Mgr.: Richard N. Hunter

Chicago 1: 307 N. Michigan Ave. (Dearborn 2-6060).

Mgr.: George P. Hollingbery

Detroit 26: Guardian Bldg. (Woodward 1-3555).

Mgr.: Joseph D. Payne

Los Angeles 13: 3325 Wilshire Blvd. (Dunkirk 5-2071).

Mgr.: Roy E. Edwards, Jr.

San Francisco 4: 417 Montgomery St. (Douglas 2-2541).

Mgr.: George E. Lindman

Seattle 1: Tower Bldg. (Elliot 1868).

Mgr.: Hugh Feltis

Stations: WJBF, Augusta; WABI-TV, Bangor;

WBRZ-TV, Baton Rouge; WINR-TV, Binghamton;

WWTW, Cadillac; WCIA, Champaign;

KFBC-TV, Cheyenne (and satellite KSTF, Scottsbluff);

WRBL-TV, Columbus, Ga.; WHIO-TV, Dayton;

WEAU-TV, Eau Claire; KTSM-TV, El Paso;

KVAL-TV, Eugene (and satellite KPIC-TV, Roseburg, Ore.); WTVW, Evansville;

WNCT, Greenville, N.C.; KTRK-TV, Houston;

WLBT, Jackson, Miss.; KTVO, Ottumwa;

WJDM-TV, Panama City; WEAR-TV, Pensacola;

KOOL-TV, Phoenix; WAGM-TV, Presque Isle;

KVIP-TV, Redding; KTVW, Seattle-Tacoma;

KTIV, Sioux City; WSPA-TV, Spartanburg;

WWLP, Springfield-Holyoke (and satellite WRLP,

Greenfield); KYTV, Springfield, Mo.;

KQVR-TV, Stockton; KOLD-TV, Tuscon;

WTRF-TV, Wheeling; KIVA, Yuma.

HAL HOLMAN COMPANY**President:**

Hal Holman

New York 17: 366 Madison Ave. (Murray Hill 7-5365).

Mgr.: Ed Devney

Chicago 1: 64 E. Lake St. (Franklin 2-0016).

Mgr.: Hal Holman

Los Angeles 28: 6381 Hollywood Blvd. (Hollywood 2-2351). Mgr.: Tracy Moore**San Francisco 8:** 260 Kearney St. (Exbrook 2-6444).

Mgr.: John Funk

Stations: KDIX-TV, Dickinson; KREX-TV, Grand Junction;

WLBC-TV, Muncie; WPBN-TV, Traverse City.

H-R TELEVISION, INC.**President:**

Frank M. Headley

Vice President (Chicago):

Dwight S. Reed

Vice President:

Frank E. Pellegrin

Director of Research:

Avery Gibson

Director of Promotion:

Donald G. Softness

New York 17: 380 Madison Ave. (Oxford 7-3120).**Atlanta 3:** 101 Marietta St. Bldg. (Jackson 3-7797).

Mgr.: William McRae

Chicago 1: 35 E. Wacker Dr. (Randolph 6-6431).

Mgr.: Dwight S. Reed

Dallas 2: 416 Rio Grande National Bldg. (Rivers 2-5148). Mgr. Clarke R. Brown**Detroit 26:** 1065 Penobscot Bldg. (Woodward 1-414).

Mgr.: Andrew M. Gent

Hollywood 28: Equitable Bldg. (Hollywood 2-6453).

Mgr.: Harold Lindley

Houston 6: 520 Lovett Blvd. (Jackson 3-1601).

Mgr.: Jack Eisele

New Orleans: 910 Royal St. (Canal 3917).

Mgr.: Thomas J. Craig

San Francisco: 155 Montgomery St. (Yukon 2-5837).

Mgr.: James M. Alspaugh

Stations: WNAC-TV, Boston; WSOC-TV, Charlotte;

WRGP-TV, Chattanooga; KOMU-TV, Columbia, Mo.;

KSIX-TV, Corpus Christi; KNAC-TV, Fort Smith;

KGBT-TV, Harlingen; WKBT, LaCrosse;

KHJ-TV, Los Angeles; WHBQ-TV, Memphis;

WALA-TV, Mobile; KNOE-TV, Monroe;

WOR-TV, New York (West Coast representation only);

KETV, Omaha; WAVY-TV, Portsmouth;

WRAL-TV, Raleigh; WREX-TV, Rockford;

KBET-TV, Sacramento; KSBW-TV, Salinas-Monterey

(and satellite KSBY-TV, San Luis Obispo);

KONO-TV, San Antonio; KTVU, San Francisco;

WGBI-TV, Scranton; KELO-TV, Sioux Falls (and

satellites KDLO-TV, Florence, and KPLO-TV, Reliance

WSJV-TV, South Bend; KLTW, Tyler;

WMAL-TV, Washington, D.C.;

KTVH, Wichita-Hutchinson.

THE KATZ AGENCY, INC.**President:**

Eugene Katz

Vice President, Client Relations:

Edward Codel

Vice President, TV Sales:

Scott Donahue, Jr.

TV Sales Manager:

Walter Nilson

Chicago TV Sales Manager:

William Joyce

Vice President, Director of Research & Promotion:

Daniel Denenholz

Assistant Director, Research & Promotion:

Kenneth Mills

New York 22: 477 Madison Ave. (Plaza 9-4460).**Atlanta 3:** 1321 Fulton Bank Bldg. (Jackson 5-1637).

Mgr.: Keith Byerly

Chicago 1: Prudential Plaza (Mohawk 4-7150).

Mgr.: Gerald H. Gunst

as 1: 2006 Bryan St. (Riverside 1-4036).
 Mgr.: David Rutledge
roit 26: Penobscot Bldg. (Woodward 3-8420).
 Mgr.: Arthur J. Underwood, Jr.
Angeles 5: 3325 Wilshire Blvd. (Dunkirk 5-6284).
 Mgr.: Richard Hasbrook
ouis 1: 915 Olive St. (Central 1-1868).
 Mgr.: Alan T. Axtell
Francisco 4: Russ Bldg. (Douglas 2-7628).
 Mgr.: Stanley J. Reulman

Stations: KCNC-TV, Amarillo; WAGA-TV, Atlanta;
 WMAR-TV, Baltimore; WBRC-TV, Birmingham;
 WHIS-TV, Bluefield; WMT-TV, Cedar Rapids;
 WKRC-TV, Cincinnati; WJW-TV, Cleveland;
 WTVN-TV, Columbus, O.; KLZ-TV, Denver;
 KRNT-TV, Des Moines; WJBK-TV, Detroit;
 WOOD-TV, Grand Rapids; WSAZ-TV, Huntington;
 WFBM-TV, Indianapolis; WJTV, Jackson, Miss.;
 WJAC-TV, Johnstown; KCMO-TV, Kansas City;
 WBIR-TV, Knoxville; KABC-TV, Los Angeles;
 WREC-TV, Memphis; WGBS-TV, Miami;
 WTCN-TV, Minneapolis-St. Paul;
 WSFA-TV, Montgomery; WLAC-TV, Nashville;
 WNHC-TV, New Haven; WKY-TV, Oklahoma City;
 KPHO-TV, Phoenix; KOAM-TV, Pittsburg, Kan.;
 KWK-TV, St. Louis; KTVT, Salt Lake City;
 KFSD-TV, San Diego; KPIX, San Francisco;
 KVTU, Sioux City; KHQ-TV, Spokane;
 WHEN-TV, Syracuse; WTVT, Tampa;
 WSPD-TV, Toledo; KAKE-TV, Wichita.

MEER TV, INC.

President & General Manager:
 Robert D. C. Meeker
President of Television Division:
 Edgar B. Filion
Promotion Director:
 Vic Piano
Research Director:
 Mimi von Zelowitz

York 17: 521 Fifth Ave. (Murray Hill 2-2170).
 Eastern Sales Mgr.: Charles Standard
icago 1: 333 N. Michigan Ave. (Central 6-1742).
 V. P. of Midwest Operations: Carl F. J. Jewett
Lancaster 8: W. King St. (Express 7-5251).
 Mgr.: Dick Sheetz
Angeles 28: 6381 Hollywood Blvd. (Hollywood
 2-2351). Mgr.: Tracy Moore
Francisco 4: 928 Russ Bldg. (Yukon 6-4940).
 West Coast Mgr.: Don Pontius

Stations: WTTV, Bloomington, Ind.; Ktwo, Casper;
 WTVC-TV, Chattanooga; WPTA-TV, Fort Wayne;
 KHOL-TV, Kearney (and satellite
 KHPL-TV, Hayes Center);
 WGAL-TV, Lancaster; KROC-TV, Rochester, Minn.;
 KSWs-TV, Roswell; WSAU-TV, Wausau.

PH HERSHEY MCGILLVRA, INC.

President:
 Joseph H. McGillvra
York 7: 366 Madison Ave. (Murray Hill 2-8755).

Bedford: Heltonville Rd. (Bedford 9194).
 Mgr.: Joseph H. McGillvra
Boston 16: 419 Boylston St. (Commonwealth 6-0718).
 Mgr.: Louis J. Borgatti
Chicago 1: 185 N. Wabash Ave. (State 2-5282).
 Mgr.: Gerard J. Kelly
Los Angeles 5: 612 S. Serrano Ave. (Dunkirk 4-7352).
 Mgr.: Fred Crawford, Jr.
San Francisco 5: 605 Market St. (Yukon 2-3954).
 Mgr.: A. S. Babcock

Stations: WINK-TV, Ft. Myers; WTOV-TV, Portsmouth;
 WROM-TV, Rome, Ga.

NBC SPOT SALES

Director:
 Thomas B. McFadden
Director of Television Sales:
 Edwin T. Jameson
Director of New Business & Promotion:
 Mort Gaffin
Advertising & Promotion Manager:
 Wilbur Fromm
Sales Development & Research Manager:
 Daniel Lissance

New York 20: 30 Rockefeller Plaza (Circle 7-8300).
 Eastern Division Manager: John J. Ryan
Atlanta: (Bomar Lowrance & Assoc.) 710 Peachtree St. N.E.
 (Trinity 6-3726). Mgr.: Bomar Lowrance
Chicago: Merchandise Mart (Superior 7-8300).
 Central Division Mgr.: John Mulholland
Dallas: (Bomar Lowrance & Assoc.) Fidelity Union Life
 Bldg. (Riverside 2-8206). Mgr.: Robert Keefe
Detroit: 1165 Penobscot Bldg. (Woodward 1-1610).
 Mgr.: John C. Treacy
Hollywood: Sunset & Vine (Hollywood 9-6161).
 Western Division Mgr.: Walter Davison
San Francisco: Taylor & O'Farrell Sts. (Graystone 4-8700).

Stations: WBUF, Buffalo; WNBQ, Chicago;
 KOA-TV, Denver; KONA-TV, Honolulu (and
 satellite KMVI-TV, Wailuku); KRCA, Los Angeles;
 WAVE-TV, Louisville; WCKT, Miami;
 WNBC, New Britain; WRCA-TV, New York;
 WRCV-TV, Philadelphia; KSD-TV, St. Louis;
 WRGB, Schenectady; KOMO-TV, Seattle;
 WRC-TV, Washington, D.C.

PETERS, GRIFFIN, WOODWARD, INC.

President:
 H. Preston Peters
Executive Vice President:
 Russel Woodward
Vice President, Director of TV:
 Lloyd Griffin
Vice President, Mgr. TV New Business Development:
 George Castleman
TV Promotion & Research Manager:
 Lon A. King

New York 17: 250 Park Ave. (Yukon 6-7900).
Atlanta 3: Glenn Bldg. (Murray 8-5667).
 Mgr.: William J. Stubbs

Chicago 1: Prudential Plaza (Franklin 2-6373).
 Vice President: John A. Cory
 Midwest TV Sales Mgr.: William J. Tynan
Dallas: 335 Merchandise Mart (Riverside 7-2398).
 Mgr.: Charles F. Payne
Detroit 26: Penobscot Bldg. (Woodward 1-4255).
 Mgr.: Louis J. Hummel, Jr.
Fort Worth 2: 406 W. Seventh St. (Edison 6-3349).
 Mgr.: W. Hal Thompson
Hollywood 28: 1750 N. Vine St. (Hollywood 9-1688).
 Vice President: Hal W. Hoag
 Mgr.: John A. Serrao
San Francisco 4: Russ Bldg. (Sutter 1-3793).
 Mgr.: William A. Exline
Stations: KFDM-TV, Beaumont; KBOI-TV, Boise;
 WBZ-TV, Boston; WGR-TV, Buffalo;
 WCSC-TV, Charleston, S.C.; KYW-TV, Cleveland;
 WIS-TV, Columbia, S.C.; KRIS-TV, Corpus Christi;
 WOC-TV, Davenport; KBTU, Denver;
 WHO-TV, Des Moines; WWJ-TV, Detroit;
 WDSM-TV, Duluth-Superior; WDAY-TV, Fargo;
 WBAP-TV, Fort Worth; WSVA-TV, Harrisonburg;
 KGMB-TV, Honolulu (and satellites KHBC-TV, Hilo, and
 KMAU, Wailuku); WFGA-TV, Jacksonville;
 KMBC-TV, Kansas City; WJIM-TV, Lansing;
 KTLA, Los Angeles; WISC-TV, Madison;
 WTVJ, Miami; WCCO-TV, Minneapolis-St. Paul;
 WPIX, New York; WMBD-TV, Peoria;
 KDKA-TV, Pittsburgh, Pa.; WDBJ-TV, Roanoke;
 WROC-TV, Rochester, N. Y.; KENS-TV, San Antonio;
 KRON-TV, San Francisco; KIRO-TV, Seattle.

JOHN E. PEARSON TELEVISION INC.

President:

John E. Pearson

Vice President:

Russel Walker

Promotion & Research Manager:

Jerome Smilo

New York 22: 444 Madison Ave. (Plaza 1-3366).
Atlanta: 508 Glenn Bldg. (Jackson 5-2912).
 Vice President & Mgr.: Robert M. Baird
Chicago 1: 333 N. Michigan Ave. (State 2-7494).
 Vice President & Mgr.: Jim Bowden
Dallas 1: Room 506, Fidelity Union Life Bldg. (Riverside
 7-3723). Mgr.: Ralph Widman
Los Angeles 5: 3242 W. Eight St. (Dunkirk 5-5084).
 Mgr.: David Cassidy
Des Moines 9: 432 Des Moines Bldg. (Cherry 4-7143).
 Mgr.: Frank Frost
San Francisco 4: 58 Sutter St. (Douglas 2-7159).
 Mgr.: F. A. (Mike) Wurster

Stations: KVSQ-TV, Ardmore; KICA-TV, Clovis;
 KRDO-TV, Colorado Springs; KQTV, Fort Dodge;
 WDAM-TV, Hattiesburg; WJHL-TV, Johnson City;
 WTVK, Knoxville; KSWO-TV, Lawton;
 WKXP-TV, Lexington; WOAY-TV, Oak Hill;
 KOSA-TV, Odessa; WPSD-TV, Paducah;
 WTAP, Parkersburg; KCSJ-TV, Pueblo;
 KOLO-TV, Reno; KDRO-TV, Sedalia;
 WHIZ-TV, Zanesville.

EDWARD PETRY & CO., INC.

President:

Edward Petry

Executive Vice President (Chicago):

Edward E. Voynow

Vice President in Charge of TV:

Martin L. Nierman

Manager of Sales Development:

Ernest Lee Jahncke

Promotion Manager:

Robert L. Hutton, Jr.

Research Director:

George Johannessen

New York 22: 3 E. 54th St. (Murray Hill 8-0200).
 Eastern Sales Mgr.: Martin L. Nierman
Atlanta 3: 101 Marietta St. Bldg. (Jackson 4-8861).
 Mgr.: Richard Hughes
Boston 16: 801 Statler Bldg. (Hubbard 2-6440).
 Mgr.: William D. Walsh
Chicago 11: 400 N. Michigan Ave. (Whitehall 4-0011).
 Mgr.: Louis A. Smith
Detroit 26: 645 Griswold St. (Woodward 3-0125).
 Mgr.: Franklin M. Walker
Los Angeles 14: 530 W. Sixth St. (Tucker 3171).
 Mgr.: Bill Larimer
St. Louis: 915 Olive St. (Chestnut 1-7191).
 Mgr.: Hugh O. Kerwin
San Francisco 4: Russ Bldg. (Yukon 2-3631).
 Mgr.: George Ledell

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

PAUL H. RAYMER COMPANY, INC.

President:

Paul H. Raymer

Executive Vice President & Director of TV Sales:

Fred C. Brokaw

Supervisor Promotion & Research:

Mitchell B. DeGroot

New York 22: 444 Madison Ave. (Plaza 9-5570).
Atlanta 3: Glenn Bldg. (Jackson 5-6508).
 Mgr.: Edward D. Brandt
Chicago 11: 435 N. Michigan Ave. (Superior 7-4473).
 Vice President & Mgr.: Clay E. Forker
Dallas 1: 1006 Mercantile Securities Bldg. (Riverside
 1-5663). Mgr.: John H. Hicks, Jr.
Detroit 26: 2949 Penobscot Bldg. (Woodward 3-0764).
 Mgr.: Robert B. Rains

Hollywood 28: 1680 Vine St. (Hollywood 2-2376).
Mgr.: John D. Gale
San Francisco 4: 2613 Russ Bldg. (Douglas 2-8909).
Vice President & Mgr.: L. Ray Rhodes

Stations: KRBC-TV, Abilene; KTBC-TV, Austin, Tex.;
KPAC-TV, Beaumont; KBTX-TV, Bryan, Tex.;
WNOK-TV, Columbia, S.C.; WFIE-TV, Evansville;
WKJG-TV, Ft. Wayne; KMJ-TV, Fresno;
KCBD-TV, Lubbock; KSLA-TV, Shreveport;
WSBT-TV, South Bend; KWTX-TV, Waco;
KRGV-TV, Weslaco; KFDX-TV, Wichita Falls;
WKBN-TV, Youngstown.

WILLIAM G. RAMBEAU COMPANY, INC.

President:
William G. Rambeau

New York 17: 347 Madison Ave. (Murray Hill 6-5940).
Chicago 1: 185 N. Wabash Ave. (Andover 3-5566).
Mgr.: Mary Rudd

Los Angeles 28: 1350 N. Highland Ave. (Hollywood
4-6017). Mgr.: James C. Gates
San Francisco 4: 511 Merchants Exchange Bldg. (Exbrook
2-4073). Mgr.: Evelyn Wiggins

Stations: KNOX-TV, Grand Forks; WFAM-TV, Lafayette, Ind.

LEONARD, RINTOUL & McCONNELL, INC.

President:
Lloyd George Venard
Vice President:
Stephen R. Rintoul
Vice President:
James V. McConnell

New York 17: 579 Fifth Ave. (Murray Hill 3-1088).
Chicago 1: 35 E. Wacker Dr. (State 2-5260).
Midwest V.P.: Howard B. Meyers
Los Angeles 57: 1901 W. Eighth St. (Dunkirk 3-4151).
Mgr.: Wilt Gunzendorfer
San Francisco 4: 85 Post St. (Garfield 1-7950).
Mgr.: Duncan A. Scott

Stations: KTEN-TV, Ada; WALB-TV, Albany, Ga.;
WTRI, Albany, N. Y.; KVII-TV, Amarillo;
WLOS-TV, Asheville; W-TWO, Bangor;
KFSA-TV, Ft. Smith; WDXI-TV, Jackson, Tenn.;
KTRE-TV, Lufkin; WMBV-TV, Marinette;
KMID-TV, Midland; WSUN-TV, St. Petersburg;
KCTV, San Angelo; KCMC-TV, Texarkana;
WEAT-TV, West Palm Beach.

WILLIAM WALKER REPRESENTATION CO., INC.

President:
J. Wythe Walker
Vice President:
C. Otis Rawalt

New York: 347 Madison Ave. (Murray Hill 3-5830).
Atlanta: Mortgage Guarantee Bldg. (Jackson 5-7841).
Mgr.: Clayton Cosse
Boston: 100 Boylston St. (Hubbard 2-4370).
Mgr.: George Bingham
Chicago 1: 350 N. Michigan Ave. (Andover 3-5771).
Mgr.: N. J. Cavanagh

Los Angeles 5: 672 S. Lafayette Park Pl. (Dunkirk
2-3200). Mgr.: Harlan Oakes
San Francisco: 110 Sutter St. (Yukon 6-5820).
Mgr.: William Gillmore

Stations: KXLF-TV, Butte; KSPR-TV, Casper;
WSIL-TV, Harrisburg, Ill.

WEED TELEVISION CORPORATION

President:
Joseph J. Weed
Vice President & General Sales Manager:
Edwin J. Fitzsimmons
Eastern Division Sales Manager:
Bates Halsey
Sales Promotion Manager:
Winifred Schaefer
Research Manager:
Edward R. Eadeh

New York 17: 579 Fifth Ave. (Plaza 9-4700).
Atlanta 3: 501 Glenn Bldg. (Jackson 3-4081).
Mgr.: George Griesbauer
Boston 16: Statler Bldg. (Hubbard 2-5677).
Mgr.: Robert R. Reardon
Chicago 1: Prudential Bldg. (Whitehall 4-3430).
Mgr.: Cornelius C. Weed
Des Moines 9: Insurance Exchange Bldg., 505 Fifth Ave.
Mgr.: Donald Peterson
Detroit 26: 1707 Book Bldg. (Woodward 1-2685).
Mgr.: Bernard P. Pearse
Hollywood 28: 6331 Hollywood Blvd. (Hollywood 4-2066).
Mgr.: Edward Metcalf
San Francisco: 625 Market St. (Douglas 2-1451).
Mgr.: Boyd Rippey

Stations: KALB-TV, Alexandria; KCGM-TV, Albuquerque;
WOI-TV, Ames; KBAK-TV, Bakersfield;
KBMB-TV, Bismarck; WCYB-TV, Bristol;
WCAX-TV, Burlington; WWTW, Cadillac;
WCNY-TV, Carthage; KCRG-TV, Cedar Rapids;
WUSN-TV, Charleston, S.C.; WBAY-TV, Green Bay;
WFBC-TV, Greenville, S.C.; KHQA-TV, Hannibal;
KHAS-TV, Hastings; WARD-TV, Johnstown;
KPLC-TV, Lake Charles; KLAS-TV, Las Vegas;
WDMJ-TV, Marquette; KGLO-TV, Mason City;
KCJB-TV, Minot; WJMR-TV, New Orleans;
WABD, New York; KTVK, Phoenix;
WCSH-TV, Portland, Me.; KTTS-TV, Springfield, Mo.;
KTNT-TV, Tacoma; XETV, Tijuana, Mexico-
San Diego, Cal.; KXJB-TV, Valley City;
WTTG, Washington, D.C.; KIMA-TV, Yakima
(and satellites KLEW-TV, Lewiston, Ida., and
KPR-TV, Pasco, Wash.).

YOUNG TELEVISION CORPORATION

President:
Adam Young
Assistant to the President:
William B. Crumley
Vice President, Promotion & Sales Services:
Frank G. Boehm

New York 22: 3 E. 54th St. (Plaza 1-4848).

Eastern Sales Mgr.: Peter F. Yaman

Atlanta: 1430 W. Peachtree St. (Trinity 3-2564).

Mgr.: Harold M. Parks

Chicago 1: Prudential Plaza (Michigan 2-6190).

Midwestern Sales Mgr.: James F. O'Grady, Jr.

Los Angeles 28: 6331 Hollywood Blvd. (Hollywood 2-2289). Western Sales Mgr.: William L. Wallace

St. Louis 23: 317 N. Eleventh (Main 1-5020).

Mgr.: John B. Hetherington

San Francisco 4: Russ Bldg., Room 1207 (Yukon 6-67

Mgr.: Richard J. Kelliher

Stations: KGHL-TV, Billings; WICC-TV, Bridgeport;

CKLW-TV, Detroit; WTVY, Dothan;

KILT-TV, El Paso; WSEE-TV, Erie;

WEHT-TV, Henderson; KULA-TV, Honolulu;

WMTV, Madison; WCOV-TV, Montgomery;

WLOF-TV, Orlando; WCEM-TV, Quincy;

WICS, Springfield, Ill.; WNOW-TV, York.

*C.P.—Station not on air as of February 1, 1958

NETWORKS

AMERICAN BROADCASTING COMPANY

Division of American Broadcasting-
Paramount Theatres, Inc.

7 West 66 Street, New York 23, N.Y.,
Susquehanna 7-5000

PRESIDENT OF AB-PT:

Leonard H. Goldenson

EXECUTIVE V.P. OF ABC:

James G. Riddell

ABC TELEVISION NETWORK

PRESIDENT:

Oliver Treyz

James T. Aubrey, Jr., Executive V.P.

ENGINEERING

Frank Marx, V.P.

FINANCE, PERSONNEL & GENERAL SERVICES

Simon B. Siegel, Financial V.P. of

AB-PT & O & O Station Coordinator
Stephen Riddleberger, Assistant

Treasurer of AB-PT & V.P. &
Comptroller of ABC

LEGAL

Mortimer Weinbach, V.P. & General
Counsel

Omar Elder, Secretary & Assistant
General Counsel

Richard L. Freund, Director of Labor
Relations

CONTINUITY ACCEPTANCE

Grace Johnsen, Director

NEWS, SPECIAL EVENTS, PUBLIC AFFAIRS

John Daly, V.P. in Charge

Francis L. Littlejohn, Director of News
& Public Affairs

Donald G. Coe, Director of Special
Events & Operations

William A. Whitehouse, Director of
Sports

ADVERTISING

Dean Linger, Director

PRESS INFORMATION

Michael J. Foster, V.P.

Hank Warner, Director of Press
Information

PROGRAMMING

Thomas DeVito, Program Service
Manager

Theodore H. Fetter, Program Director
Armand Grant, Executive Producer for
Daytime Programs

John B. Green, Manager of Program
Department

Frederick P. Laffey, Business Manager
& Budget Officer

Daniel Melnick, Program Development
Manager

William Seaman, Manager of Program
Production

RESEARCH & SALES DEVELOPMENT

Donald Coyle, V.P. in Charge of
Research & Sales Development

Eugene Accas, V.P. in Charge of Sales
Development

Julius Barnathan, Manager of Research

Bert Briller, Manager of Sales
Development

SALES

Thomas W. Moore, V.P. in Charge of
TV Network Sales

Slocum Chapin, V.P. in Charge of
Client Relations

Henry T. Hede, Administrative
Manager

William Mullen, Sales Manager,
Detroit Division

Eugene Wyatt, Eastern Sales Manager

PRODUCTION SERVICES

James McNaughton, Executive Art
Director

Leonard Maskin, Business Manager

Bernard Paulson, Manager of
Production Services

STATION CLEARANCE

Donald S. Shaw, Director

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Alfred Beckman, V.P. in Charge

Ralph Hatcher, Manager of Station
Relations

ABC OFFICES

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Charge of Western Division

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WASHINGTON: Robert H. Hinckley,
V.P. in Charge

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Seligman, V.P.

KGO-TV, San Francisco: John H.
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WABC-TV, New York: Robert L.
Stone, V.P.

WBKB, Chicago: Sterling C. Quinlan,
V.P.; James Beach, V.P.; Mathew
Vieracker, General Manager

WXYZ-TV, Detroit: James G. Riddel,
President; John Pival, V.P.

Leslie Harris, Coordinator of National
Spot Sales for O & O TV Stations

ABC FILM SYNDICATION, INC.

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Operations

Philip Williams, V.P. in Charge of
Syndicated Sales
John B. Burns, V.P. & Director of
National Sales
William L. Clark, V.P. & Director of
Western Division
Francis. Advertising &
Promotion Manager

COLUMBIA BROADCASTING SYSTEM, INC.

350 Madison Avenue, New York 22,
N.Y., Plaza 1-2345

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Irving Gitlin, Public Affairs Director

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Executive V.P.

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Alfred Scalpone, V.P. (Hollywood)

Oscar Katz, V.P., Daytime Programs

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Charles J. Oppenheim, Director of
Information Services

RESEARCH

Jay Eliasberg, Director

STATION RELATIONS

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WBBM-TV, Chicago: H. Leslie
Atlass, V.P.

WCBS-TV, New York: Sam Cook Digges,
General Manager

WHCT, Hartford: Harvey Struthers,
General Manager

WXIX, Milwaukee: Frank Shakespeare,
Jr., General Manager

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John A. Schneider, General Sales
Manager

Bruce R. Bryant, Eastern
Sales Manager

W. Thomas Dawson, Director of
Sales Promotion

Robert F. Davis, Research Manager

CBS TELEVISION FILM SALES, INC.

Leslie Harris, V.P. & General Manager

Fred Mahlstedt, Director of Operations

John Howell, General Sales Manager

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20,
N.Y., Circle 7-8300

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David C. Adams, Corporate Relations

Kenneth W. Bilby, Public Relations

J. M. Clifford, Administration

Robert E. Kintner, TV Network

STAFF VICE-PRESIDENT:

Joseph V. Heffernan

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J. M. Clifford, Executive V.P.

CONTROLLER

Aaron Rubin, Controller

ENGINEERING & FACILITIES ADMINISTRATION

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Thomas E. Ervin, V.P. & General
Attorney

PERSONNEL

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TALENT

James E. Denning, V.P., Talent and
Program Contract Administration

TREASURER

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Alfred Stern, Director of International
Operations

Romney Wheeler, Director of
European Operations

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David C. Adams, Executive V.P.

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Hugh M. Beville, V.P., Planning &
Research

Thomas Coffin, Director of Research

Robert D. Daubenspeck, Mgr. of
Research Service

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Harry Bannister, V.P.

Thomas E. Knode, V.P.

PUBLIC RELATIONS

Kenneth W. Bilby, Executive V.P.

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J. Donald Foley, Manager of Trade &
NBC Owned Stations Advertising

John Graham, Art Director

Edwin Vane, Manager of Audience
Advertising and Promotion

EXPLOITATION

Alexander Rylander, Director

Murray Heilweil, Manager of
Merchandising

Peter M. Tintle, Manager of Guest
Relations

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Mike Horton, Director of Information

Ellis Moore, Director of Press
Department

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Donald E. Bishop, Director of
Community Services

George A. Heinemann, Director of
Program Planning and Development

Thomas S. O'Brien, Director of
Business Affairs

NBC SPOT SALES

Thomas B. McFadden, V.P.

Edwin T. Jameson, Director of TV
Spot Sales

George Dietrich, Director of
Radio Spot Sales

Richard H. Close, Director of
Represented Stations

Morton Gaffin, Director of
New Business & Promotion

Wilbur M. Fromm, Manager of
Advertising & Promotion

KRCA, Hollywood: Thomas C.

McCray, V.P. & General Manager

WBUF-TV, Buffalo: Charles C. Bevis, Jr.,
General Manager

WKNB, New Britain: Peter B. Kenney,
V.P. & General Manager

WNBQ, Chicago: Jules Herbeveux,
V.P. & General Manager

WRCA-TV, New York: William N.
Davidson, General Manager

WRC-TV, Washington: Carleton D.
Smith, V.P. & General Manager

WRCV-TV, Philadelphia: Lloyd E.
Yoder, V.P. & General Manager

TELEVISION NETWORK

Robert E. Kintner, Executive V.P.

TV NETWORK BUSINESS AFFAIRS

Howard L. Letts, V.P.

PUBLIC AFFAIRS

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NEWS

William McAndrew, V.P.

Joseph O. Meyers, Director of
NBC News

SPORTS

Thomas S. Gallery, Manager

TV NETWORK PROGRAMS

Robert F. Lewine, V.P.

Alan Courtney, Director of Nighttime
Programs

Carl Lindemann, Director of Daytime
Programs

SPECIAL PROJECTS

Donald B. Hyatt, Acting Director

MUSIC

Samuel Chotzinoff, General Music
Director

THEATRICAL

Louis B. Ames, Director

TELEVISION NETWORK SALES

Walter D. Scott, V.P.

Don Durgin, V.P., National Sales
Manager

Edward R. Hitz, V.P., TV Sales,
Central Division

Stephen Flynn, Director of Television
Sales Traffic Operations

Robert McFadyen, Director of TV
Sales Development

Dean Shaffner, Director of Sales
Planning

Gerald A. Vernon, Director of Sales
Services

Richard L. Linkroum, Director of
Special Program Sales

FACILITIES OPERATIONS

Charles H. Colledge, V.P.

DESIGN, ART AND SCENIC PRODUCTION

Walter E. Giebelhaus, Director

FILM OPERATIONS

James A. Glenn, Director

LIVE OPERATIONS

Anthony Hennig, Director

OPERATIONS CONTROL AND PLANNING

Norman H. Grant, Director

GENERAL SERVICES

William S. Hedges, V.P.

PACIFIC DIVISION

John K. West, V.P.

Richard H. Graham, V.P., Law

Alan W. Livingston, V.P., TV Netw
Programs

Thomas W. Sarnoff, V.P., Produc
and Business Affairs

Frank Cleaver, Director of
Film Programs

Fenton Coe, Director of Film
Production

Sheldon B. Hickox, Director of Stat
Relations

Harold Kemp, Director of
Nighttime Programs

John W. Nelson, Director of
Daytime Programs

Ralph F. Shawhan, Director of P
and Publicity

Richard C. Welsch, Director of
Production

WASHINGTON OFFICE

Frank M. Russell, V.P.

CALIFORNIA NATIONAL PRODUCTIONS, INC.

EXECUTIVES AND SERVICES

Earl Rettig, President

H. Weller Keever,

V.P. & General Manager

John J. Brennan, Director of
Business Affairs

PROGRAMS

Robert A. Cinader, V.P., Program

Gerald Adler, Director of
European Programs

Robert A. Forrest, Director of
Program Plans & Development,
West Coast

PROMOTION

Arthur Perles, Director of Promot

MERCHANDISING

Robert R. Max, Manager of
Merchandising

FEATURE FILM DISTRIBUTORS

AMERICAN FILM SYNDICATION, INC.

See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Anniversary Package (J. Arthur
Rank), 16 (3 color)

AMERICA ALEXANDER PRODUCTIONS, INC.

See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Features, 198
Westerns, 46

ASSOCIATED ARTISTS PRODUCTIONS, INC.

See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Abraham Lincoln
A Christmas Carol
Emerald's Nightingale
Waner Brothers features, 754
Waner Brothers cartoons, 337
(11 color)
Popeye cartoons, 234 (114 color)
Moiland features, 82
Sherlock Holmes features, 12
Classics features, 11
Western features, 52
Seals, 3
Dramas, 52
Comedies, 39
Musicals, 13
Mystery Horror, 82
Adventure Films, 18

ATLANTIC TELEVISION CORPORATION

HOME OFFICE: 130 West 46 Street,
N.Y.C., Judson 2-1287

PRESIDENT: Fred Bellin

EXECUTIVE VICE PRESIDENT:

Anthony Tarell

IN CHARGE OF SALES:

David A. Bader

PROPERTIES:

Champion package, 26
Million Dollar package, 75
1st Birthday package, 14
Common Valor, 26
Western package, 30

ATLANTIC TELEVISION CORPORATION

HOME OFFICE: 400 Park Avenue
N.Y.C., Plaza 1-6800

PRESIDENT: Matty Fox

V.P. AND GENERAL SALES MANAGER:

E. H. Ezzes

PROPERTIES:

Movietime U.S.A. (RKO library), 742
Movietime U.S.A. short-subject library

FLAMINGO TELEFILM SALES, INC.

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Western features, 97
Princess package, 26
British features, 100
Critics Award package, 34

HOLLYWOOD TELEVISION SERVICE, INC.

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

277 Features: Deluxe 3; Diamond, 26;
Emblem, 26; Emerald, 13; Family,
13; Gold Medal, 26; Golden, 26;
Jubilee, 26; Mystery, 26; Preferred,
13; Premiere, 27; Prize, 26; Select,
26; Specialty, 1; Trophy, 26
168 Westerns: Frontier, 13; John
Wayne, 15; Lone Star, 13; Nugget,
51; Pioneer, 26; The Plainsmen, 26;
Silver, 24

INTERSTATE TELEVISION CORPORATION

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Features, 63
Westerns, 123

MGM-TV

A Service of Loew's Incorporated
HOME OFFICE: 701 Seventh Avenue,
N.Y.C., Judson 2-2000

V.P. IN CHARGE OF TV:

Charles C. Barry

NATIONAL SALES MANAGER:

Richard Harper

WESTERN SALES MANAGER:

Maurie Gresham

PROPERTIES:

MGM's pre-1949 library, over 700
features

NATIONAL TELEFILM ASSOCIATES, INC.

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Champagne package (20th Century-
Fox, Stanley Kramer, Selznick), 58
Big Fifty package (20th Century-Fox),
50
Rocket 86 (20th Century-Fox), 86
Fox 52 (20th Century-Fox), 52
TNT (Selznick, Universal, Ind.), 35
PC (Bank of America, UA), 21
Cardinal (UA, Ind., some post-48), 7
Fabulous Forty (Korda, Rank, Ind.),
46
Enterprise (Bank of America), 30
Beverly (Ind.), 8
Impact (Ind.), 13
GSG (British), 3
Westerns, 31
Great Crusade, 8
Comet, 2

RKO TELEVISION

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Million Dollar Movie Package #1, 26
Million Dollar Movie Package #2, 17

SCREEN GEMS, INC.

(See "Syndicated-Film Distributors"
directory for address and officers)

PROPERTIES:

Hollywood Movie Parade, 104
Hollywood Premiere Parade, 39
Hollywood Mystery Parade, 52
Hollywood Value Parade, 52
Shock, 52
Westerns, 135
Cowboy Theatre, 13
Additional Features, 309

TELE-PICTURES, INC.

HOME OFFICE: 10125 W. Washington
Blvd., Culver City, Cal., Vermont
9-2293

PRESIDENT: Edmund J. Baumgarten

SALES MANAGER: John A. Byers

PROPERTIES:

Cowboy Cavalcade, 39
Million Viewer Mysteries, 39
Variety Theater, 60

SYNDICATED FILM DISTRIBUTORS

ABC FILM SYNDICATION, INC.

Wholly Owned Subsidiary of American
Broadcasting-Paramount Theaters

HOME OFFICE: 1501 Broadway, N.Y.
36, Lackawanna 4-5050

PRESIDENT: George T. Shupert

V.P. IN CHARGE OF SYNDICATED SALES:
Phil Williams

V.P. IN CHARGE OF OPERATIONS:
Richard P. Morgan

V.P. IN CHARGE OF NATIONAL SALES:
John B. Burns

PROPERTIES IN SYNDICATION:

Code Three, 30, 39

Douglas Fairbanks Presents, 30, 117

Herald Playhouse (rerun of Schlitz
Playhouse of Stars), 30, 52

John Kiernan's Kaleidoscope, 15, 104

Passport to Danger, 30, 39

The Playhouse (rerun of Schlitz
Playhouse of Stars), 30, 52

Racket Squad, 30, 98

Sheena, Queen of the Jungle, 30, 26

The Three Musketeers, 30, 26

26 Men, 30, 39

M & A ALEXANDER PRODUCTIONS, INC.

HOME OFFICE: 6040 Sunset Blvd.,

Hollywood 28, Hollywood 4-3414

PRESIDENT: Arthur Alexander

VICE PRESIDENT: Max Alexander

PROPERTIES IN SYNDICATION:

Boss Lady, 30, 13

Byline Steve Wilson, 30, 39

Renfrews, 30, 13

So This Is Hollywood, 30, 24

ASSOCIATED ARTISTS PRODUCTIONS, INC.

HOME OFFICE: 345 Madison Avenue,

N.Y.C., Murray Hill 6-2323

PRESIDENT: Eliot Hyman

VICE PRESIDENT: Kenneth Hyman

GENERAL SALES MANAGER:

W. Robert Rich

MANAGER OF NATIONAL SALES:

Donald Klauber

PROPERTIES IN SYNDICATION:

Candid Camera, 15, 10

Gabby Hayes Show, 30, 22

Johnny Jupiter, 30, 18

Name Band Musicals, 15, 11

Silent Night, 30, 1

Star in the Night, 30, 1

CBS TELEVISION FILM SALES, INC.

Affiliate of Columbia Broadcasting
System

HOME OFFICE: 485 Madison Avenue,
N.Y. 22, Plaza 1-2345

V.P., GENERAL MANAGER: Leslie Harris

DIRECTOR OF OPERATIONS:

Fred Mahlstedt

GENERAL SALES MANAGER:

John F. Howell

PROPERTIES IN SYNDICATION:

Amos 'n' Andy, 30, 77

Annie Oakley, 30, 81

Adventures of Champion, 30, 26

Brave Eagle, 30, 26

Buffalo Bill, Jr., 30, 42

Cases of Eddie Drake, 30, 13

Fabian of Scotland Yard, 30, 39

Files of Jeffrey Jones, 30, 39

Gene Autry Show, 30, 91

Gray Ghost, 30, 39

Honeymooners, 30, 39

Life With Father, 30, 26

Mama, 30, 26

Newsfilm, 15, Cont.

Our Miss Brooks, 30, 128

San Francisco Beat, 30, 113

Terrytoons, 6, 156

Under the Sun, 30, 26

Whirlybirds, 30, 78

The Whistler, 30, 39

FLAMINGO TELEFILM SALES, INC.

HOME OFFICE: 509 Madison Avenue,
N.Y. 22, Murray Hill 8-4800

PRESIDENT: Herman Rush

EXECUTIVE V.P.: Ira Gottlieb

PROPERTIES IN SYNDICATION:

Aggie, 30, 26

Animated Fairy Tales, 13

Baseball Hall of Fame, 15, 77

Beulah, 30, 78

Big Idea, 15, 30

Citizen Soldier, 30, 39

Cowboy G-Men, 30, 39

Grand Ole Opry, 30, 95

Sailor of Fortune, 30, 26

Screen Directors Playhouse, 30, 35

Superman Cartoons, 16

Telecomics, 15, 165

Top Secret, 15, 26

GUILD FILMS COMPANY, INC.

HOME OFFICE: 460 Park Avenue, N.Y.
22, Murray Hill 8-5365

PRESIDENT: R. R. Kaufman

V.P. IN CHARGE OF SALES: John

NATIONAL SALES MANAGER:

Stretch Adler

PROPERTIES IN SYNDICATION:

Captain David Grief, 30, 39

Colonel Tim McCoy, 30, 39

Confidential File, 30, 39

Conrad Nagel Theater, 30, 26

Duffy's Tavern, 30, 39

Flash Gordon, 30, 39

Florian ZaBach, 30, 39

Frankie Laine Show, 15, 78; 30, 39

The Goldbergs, 30, 39

Here Comes Tobor, 30, 39

I Spy, 30, 39

It's Fun to Reduce, 15, 65

Janet Dean, 30, 39

Joe Palooka, 30, 26

Junior Science, 15, 39

Kingdom of the Sea, 30, 39

Leon Errol Comedy Package, 10-20
133

Liberace, 30, 113

Life with Elizabeth, 30, 65

Light of the World, 30, 39

Looney Tunes, 10, 191

The Michaels in Africa, 30, 39

Paris Precinct, 30, 26

RKO Film Library, 10-20, 1200

KEY: First number following the name of each program refers to show's length in minutes; second number refers to the number of episodes now in the

Dick Holmes, 30, 39
Lanz Cartoons, 10, 179

HOOLYWOOD TELEVISION SERVICE, INC.

Home Office of Republic Pictures
HOME OFFICE: 4020 Carpenter Street,
Hollywood, Cal., Sunset 3-8807
PRESIDENT: Earl R. Collins
EASTERN SALES MANAGER:
Richard G. Yates, Judson 6-1700
PROPERTIES IN SYNDICATION:
Adventures of Fu Manchu, 30, 13
Demando Cody, 30, 12
Frontier Doctor, 30, 39
Stars of the Century, 30, 39
Saber of Scotland Yard, 30, 13

INTERSTATE TELEVISION CORPORATION

Home Office of Allied Artists Pictures Corp.
HOME OFFICE: 445 Park Avenue,
N.Y.C., Murray Hill 8-2545
GENERAL SALES MANAGER:
Clyde L. Lind
PROPERTIES IN SYNDICATION:
Adventure Album, 15, 26
Adventures of Blinkey, 15, 26
The Barrymore TV Theater, 30, 13
The Christian Andersen Tales, 30, 26
The Married Joan, 30, 98
The Little Rascals, 15, 22; 30, 68
The Pioneer Science, 15, 78
The Lone Defender, 30, 69

KING FILM PRODUCTIONS

HOME OFFICE: 1058 W. Washington
Bld., Chicago 7, Ill., Seeley 8-4181
PRESIDENT: Robert Eirinberg
DIRECTOR OF SYNDICATION:
Fred D. LeVine
PROPERTIES IN SYNDICATION:
American Wrestling, 60, 26
Bang from Rainbo, 30, 26
The Honeymoon Girls, 15, 44
The American Barn Dance, 30, 26
The Ploxx, 3:30, 26

AMERICAN RADIO, LTD., FILM SYNDICATION

Division of Music Corporation of
America

HOME OFFICE: 598 Madison Avenue,
N.Y.C., Plaza 9-7500
V.P. IN CHARGE: David V. Sutton
VICE PRESIDENT: Wynn Nathan
V.P., STATION PROGRAM SALES:
Lou Friedland

PROPERTIES IN SYNDICATION:

Adventures of Kit Carson, 30, 104
Biff Baker, 30, 26
City Detective, 30, 65
Crusader, 30, 52
Dr. Hudson's Secret Journal, 30, 78
Federal Men, 30, 39
Gene Autry Features, 60, 56
Guy Lombardo, 30, 78
Headline, 30, 39
Heart of the City, 30, 91
Hollywood Star Playhouse, 30, 400
If You Had a Million, 30, 39
Man Behind the Badge, 30, 39
Mayor of the Town, 30, 39
Mickey Spillane's Mike Hammer, 30, 39
Playhouse "15," 15, 78
Ray Milland Show, 30, 76
Rosemary Clooney, 30, 39
Roy Rogers Features, 60, 67
Soldiers of Fortune, 30, 52
State Trooper, 30, 39
Waterfront, 30, 78

NATIONAL TELEFILM ASSOC., INC.

HOME OFFICE: 10 Columbus Circle,
N.Y. 19, Judson 2-7300
CHAIRMAN OF THE BOARD:
Ely A. Landau
PRESIDENT: Oliver A. Unger
EXECUTIVE V.P. & SALES MANAGER:
Harold Goldman

PROPERTIES IN SYNDICATION:

The Bill Corum Sports Show, 15, 26
China Smith, 30, 52
Christmas Carol, 30, 1
Combat Sergeant, 30, 13
Dennis Day Show, 30, 36
Find a Hobby, 15, 26
Hal Roach Laff Time, 30, 7
Health & Happiness, 5, 105
Holiday, 30, 13
International Playhouse, 30, 26
Lamb in the Manger, 20, 1
M.D.'s, 5, 39
Man's Heritage, 60, 1
Man's Heritage, 10, 13
Music of the Masters, 15, 13
Official Detective, 30, 39

Orient Express, 30, 26
Pantomime Quiz, 30, 13
The Passerby, 15, 26
Play of the Week, 30, 26
Police Call, 30, 26
Quality Theatre, 30, 36
Sheriff of Cochise, 30, 78
TV Playhouse, 60, 13

NBC TELEVISION FILMS

Division of California National
Productions, Inc. (A subsidiary
of NBC)
HOME OFFICE: 663 Fifth Avenue,
N.Y.C., Circle 7-8300
PRESIDENT: Earl Rettig
V.P. IN CHARGE OF SALES:
H. Weller Keever
PROPERTIES IN SYNDICATION:
Adventures of the Falcon, 30, 39
Boots and Saddles, 30, 39
Badge 714 (rerun of Dragnet), 30, 204
Captured, 30, 26
Crunch and Des, 30, 39
Dangerous Assignment, 30, 39
Frontier, 30, 30
Great Gildersleeve, 30, 39
His Honor, Homer Bell, 30, 39
Hopalong Cassidy, 30, 52; 60, 52
Inner Sanctum, 30, 39
Lilli Palmer Show, 15, 26
Medic, 30, 59
Paragon Playhouse, 30, 39
Silent Service, 30, 78
Steve Donovan, Western Marshal,
30, 39
Union Pacific, 30, 39
Victory at Sea, 30, 26
Visitor (rerun of The Doctor), 30, 44
Watch the World, 15, 26

OFFICIAL FILMS, INC.

HOME OFFICE: 25 West 45 Street, N.Y.
36, Plaza 7-0100
PRESIDENT: Harold Hackett
V.P. & DIRECTOR OF SALES:
Ray Junkin
SALES MANAGER: Stan Smith
PROPERTIES IN SYNDICATION:
Adventures of the Scarlet Pimpernel,
30, 18
American Legend (rerun of Cavalcade
of America), 30, 80
The Big Story, 30, 39

First number following the name of each program refers to show's length in minutes; second number refers to the number of episodes now in the con

Colonel March of Scotland Yard, 30, 26
 Cross Current (rerun of Foreign
 Intrigue), 30, 39
 Dateline Europe (rerun of Foreign
 Intrigue), 30, 78
 Decoy, 30, 39
 Errol Flynn Theatre, 30, 26
 The Hunter, 30, 26
 My Hero, 30, 33
 My Little Margie, 30, 126
 Overseas Adventure (rerun of Foreign
 Intrigue), 30, 39
 Rocky Jones, Space Ranger, 30, 39
 The Star and the Story, 30, 39
 Star Performance (rerun of Four Star
 Playhouse), 30, 153
 Sword of Freedom, 30, 39
 Trouble with Father, 30, 130
 Vagabond, 30, 39
 Willy, 30, 39

RCA RECORDED PROGRAM SERVICES

Department of RCA Victor Record
 Division
 HOME OFFICE: 155 East 24 Street,
 N.Y.C., Murray Hill 9-7200
 MANAGER: Alfred B. Sambrook
 ADVERTISING MANAGER:
 Edward H. Kelly
 PROPERTIES IN SYNDICATION:
 Foy Willing and the Riders of the
 Purple Sage, 15, 250
 The Sam Snead Show, 5, 39
 Town and Country Time, 15 & 30, 52
 The World Around Us, 15, 26

RKO TELEVISION

Division of RKO Teleradio Pictures,
 Inc.
 HOME OFFICE: 1270 Avenue of the
 Americas, N.Y.C., Judson 6-5050
 VICE PRESIDENT: Robert Manby
 GENERAL SALES MANAGER:
 Peter Robeck
 SYNDICATED SALES MANAGER:
 William Finkeldey
 PROPERTIES IN SYNDICATION:
 Gangbusters, 30, 28
 Greatest Drama, 15, 39

WALTER SCHWIMMER, INC.

HOME OFFICE: 75 E. Wacker Drive,
 Chicago 1, Ill., Franklin 2-4392

PRESIDENT: Walter Schwimmer
 SALES MANAGER: Bernard Crost
 PROPERTIES IN SYNDICATION:
 All-Star Golf, 60, 26
 Championship Bowling, 60, 120
 Eddy Arnold Time, 30, 26

SCREEN GEMS, INC.

Television Subsidiary of Columbia
 Pictures Corp.
 HOME OFFICE: 711 Fifth Avenue,
 N.Y.C., Plaza 1-4432
 V.P., GENERAL MANAGER:
 Ralph M. Cohn
 V.P. IN CHARGE OF SALES:
 John H. Mitchell
 V.P. IN CHARGE OF BUSINESS AFFAIRS:
 Burton Hanft
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 PROCUREMENT: Henry S. White
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