



# 3 YEARS OF AUDIENCE LEADERSHIP

For more than three continuous years... covering sixteen consecutive ARB Rating Periods...

KCRA-TV has enjoyed audience leadership in the prosperous, growing SACRAMENTO, CALIFORNIA TELEVISION MARKET.

This KCRA-TV audience leadership means more viewers... more sales impressions... greater results for your advertising dollar.

ARB RATING PERIODS	KCRA-TV	STATION "B"	STATION "C"
Nov. 7 — Nov. 13, 1955	32.3	30.3	31.1*
Feb. 8 — Feb. 14, 1956	34.2	29.7	29.7*
June 2 — June 8, 1956	35.7	35.6	25.2*
Nov. 15 — Nov. 21, 1956	43.8	36.1	22.1*
Feb. 8 — Feb. 14, 1957	49.1	32.4	21.7*
• March 18 — April 14, 1957	46.5	31.0	24.7*
May 8 — May 14, 1957	49.7	34.5	19.5*
Oct. 14 — Oct. 20, 1957	58.7	35.3	6.2
Oct. 29 — Nov. 4, 1957	48.8	40.4	11.4
Dec. 1 — Dec. 7, 1957	49.0	39.8	13.8
Feb. 8 — Feb. 14, 1958	49.2	40.9	11.0
May 12 — May 18, 1958	48.0	42.3	16.1
Sept. 9 — Sept. 15, 1958	53.5	35.8	14.1
• Oct. 4 — Oct. 31, 1958	50.7	37.6	12.2
• Nov. 8 — Dec. 5, 1958	50.6	35.6	15.2
• Jan. 5 — Feb. 1, 1959	44.8	30.2	14.9

(\*) Denotes total audience share of stations "C & D". Station "D" went off the air after May 8 thru 14, 1957 rating period.  
• Denotes four week rating periods.

**KCRA-TV**

**SACRAMENTO**

**3**

CALL YOUR PETRY MAN for availabilities on KCRA-TV, the flourishing Sacramento Audience Leadership Station.

Represented by Edward Petry & Co.

eration of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

## MAY

May 1—National Radio Month opens.

May 1—National Law Day.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

\* May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

\* May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

May 6-9—Ohio State U. Institute for Education by Radio-TV, Deshler-Hilton Hotel, Columbus, Ohio.

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Virginia AP Broadcasters, spring meeting, National Press Club, Washington, D.C.

\* May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago, James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

\* May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

\* May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—Second Annual Radio Programming Seminar and Pop Music Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storj stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator.

## JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.