

EXHIBIT 4

TOP 100 MARKETS FOR 1964
RATED BY NUMBER OF TELEVISION HOMES

	<u>TV Homes</u>		<u>TV Homes</u>
1 New York	5,620,800	26 Buffalo	589,700
2 Los Angeles	2,829,600	27 Johnstown-Altoona	582,200
3 Chicago	2,342,300	28 Lancaster	
4 Philadelphia	2,125,800	Harrisburg-	
5 Boston-Manchester	1,831,700	York-Lebanon	577,500
6 Detroit	1,634,500	29 Grand Rapids-	
7 San Francisco-		Kalamazoo	564,900
Oakland	1,448,900	30 Houston	530,800
8 Cleveland	1,324,200	31 Dayton	513,600
9 Pittsburgh	1,257,600	32 Tampa-	
10 Washington	934,000	St. Petersburg	506,300
11 St. Louis	867,700	33 Memphis	501,400
12 Providence	867,300	34 Columbus, Ohio	492,900
13 Baltimore	806,900	35 Portland, Ore.	481,600
14 Dallas-Ft. Worth	783,600	36 Syracuse-Elmira	470,300
15 Cincinnati	765,900	37 Steubenville, Ohio-	
16 Minneapolis-		Wheeling, W. Va.	453,200
St. Paul	764,700	38 Greenville-Spartan-	
17 New Haven-		burg-Asheville	451,600
Hartford-New		39 Nashville	450,700
Britain	740,400	40 Birmingham	447,200
18 Indianapolis-		41 New Orleans	446,400
Bloomington	701,000	42 Albany-Schenectady-	
19 Miami	689,800	Troy	430,200
20 Milwaukee	658,700	43 Charleston-	
21 Kansas City	621,500	Huntington	430,100
22 Charlotte, N. C.	618,700	44 Louisville	427,000
23 Sacramento-		45 Flint-Saginaw-	
Stockton	616,000	Bay City	402,000
24 Atlanta	605,100	46 Greensboro-	
25 Seattle-Tacoma	604,700	Winston-Salem-	
		High Point	400,900
		47 Toledo	397,200
		48 Denver	388,700
		49 Portland-	
		Poland Spring	378,600