

Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

As of January 1, 1948

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CALIFORNIA					
HOLLYWOOD 38	KLAC-TV	Channel 13; 210-216 mc 16 kw vis., 6 kw aur.	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Dorothy S. Thackrey, Pres. Don. J. Fedderson, General Manager David E. Lundy, Commercial Manager Fred Henry, Program Director Paul Schulz, Chief Engineer	KLAC RCA Summer 1948
HOLLYWOOD	KNBH	Channel 4; 66-72 mc 8 kw aur.; 15 kw vis.	National Broadcasting Co. Sunset and Vine Hollywood 6161	Harold J. Bock, Western Tele. Manager	RCA July 1, 1948
HOLLYWOOD 38	KTLA	Channel 5; 76-82 mc 14.95 kw aur.; 29.9 kw vis.	Television Productions Inc. 5451 Marathon St. Hollywood 6363	Paul Raibourn, Pres. Klaus Landsberg, General Mgr. Raymond Moore, Engineering Supvr. Sept. 1942
HOLLYWOOD 28	W6XAO (KTSL)	Channel 2; 2.5 kw aur.; 4 kw vis.	Don Lee Broadcasting System 3800 Mt. Lee Drive Hollywood 8255	Thomas S. Lee, Pres. Lewis Allen Weiss, Vice Pres. & Gen. Mgr. Willett H. Brown, Vice Pres. Harry R. Lubcke, Dir. of Tele. Jack Stewart, Program Director Harold W. Jury, Chief Engineer	KHJ RCA, GE, Don Lee Dec. 23, 1931
LOS ANGELES	KECA-TV	Channel 7; 174-180 mc 2.7 kw aur.; 4.5 kw vis.	American Broadcasting Co.		
LOS ANGELES 54	KFI-TV	Channel 9; 186-192 mc 17.0 kw aur.; 32.2 kw vis.	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Earle C. Anthony, Owner and Pres. Wm. B. Ryan, Gen. Mgr. Haan Tyler, Coml. Mgr. Charles Brown, Prog. Dir. Curtis W. Mason } Co-Chief Engr. H. L. Blatterman }	KFI RCA 1948
LOS ANGELES 53	KTTV	Channel 11; 198-204 mc 19.15 kw aur.; 19.15 kw vis.	The Times-Mirror Co. 202 West First St. Madison 2345	Norman Chandler, Pres.-Publisher David M. Grandell, Prog. Dir. R. A. Monford, Chief Engr. J. W. Conn, Studio Operations Supvr. RCA 1948
RIVERSIDE	KARO	Channel 1 or 6; 5 kw aur.; 2.5 kw vis.	Broadcasting Corp of America Riverside 6290	W. L. Gleeson, Pres. and Owner Frank Bishop, Coml. Mgr. Don Copeland, Prog. Dir. Stan Reynolds, Chief Engr.	KPRO DuMont July 1948
SAN FRANCISCO	KCPR	Channel 4; 8.75 kw aur.; 17.5 kw vis.	The Chronicle Publishing Co. 901 Mission St. Garfield 1-1112	George T. Cameron, Pres. & Publisher	KRON (FM)
SAN FRANCISCO	KGO-TV	Channel 7; 174-180 mc 2.7 kw aur.; 5.4 kw vis.	American Broadcasting Co. Taylor & O'Farrell Exbrook 6544		KGO
SAN FRANCISCO	KWIS	Channel 5; 76-82 mc 12.6 kw aur.; 23.6 kw vis.	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 2-4567	Wesley I. Dumm, Pres. Phillip G. Lasky, Vice Pres. & Gen. Mgr. Alfred E. Towne, Chief Engr.	KSFO and KSFO-FM
STOCKTON	KGDM-TV	Channel 8; 180-186 mc 1.80 kw aur.; 1.93 kw vis.	E. F. Pepper	
CONNECTICUT					
NEW HAVEN	WNHC-TV	Channel 6; 82-88 mc 1.82 kw aur.; 5 kw vis., 957 kw erp.	Elm City Broadcasting Corp. 1110 Chapel Street 8-0196	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vince Callahan, Coml. Mgr. David K. Harris, Prog. Dir. Vinnie DeLaurentis, Chief Engr.	DuMont April 1948
DELAWARE					
WILMINGTON	WDEL-TV	Channel 7; .5 kw aur.; 1 kw vis.	WDEL Inc. 10th and King Sts. 7268	Clair R. McCollough, Station Executive J. Norman Walsh, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr. Harvey C. Smith, Coml. Mgr. J. E. Mathiot, Chief Engr.	WDEL and WDEL-FM June 1948
DISTRICT OF COLUMBIA					
WASHINGTON 5	WMAL-TV	Channel 7; 174-180 mc 13.9 kw aur.; 27.7 kw vis.	The Evening Star Broadcasting Co. Inc. 724 14th Street N.W. National 5400	S. J. Kauffman, Pres. K. H. Berkeley, Gen. Mgr. Ben. B. Taylor Jr., Coml. Mgr. Burke Crotty, Dir. of Tel. Dan Hunter, Chief Engr.	WMAL RCA October 1947
WASHINGTON 5	WNBW	Channel 4; 66-72 mc 17 kw aur.; 20.7 kw vis.	National Broadcasting Co. 724 14th St., N.W. Republic 4000	Frank M. Russell, Vice Pres., NBC Carleton D. Smith, Gen. Mgr. Mahlon Glascock, Coml. Mgr. John Gaunt, Prog. Dir.	WRC and WRC-FM RCA June 1947
WASHINGTON	WOIC	Channel 9; 186-192 mc 24.5 kw aur.; 30.25 kw vis.	Bamberger Broadcasting Service Inc. 1440 Broadway New York Pennsylvania 6-8600	Theodore C. Streibert, Pres. R. C. Maddux, Vice Pres. Eugene S. Thomas, Coml. Mgr. J. R. Poppele, Chief Engr. and Vice Pres.	WOR (New York) RCA 1948
WASHINGTON	WTTG	Channel 5; 77.25-81.75mc 3 kw aur.; 5 kw vis.	Allen B. DuMont Labs. Inc. 12th and E Sts., N.W. Republic 7816	Leslie G. Arries, Gen. Mgr. Harold E. Sheffers, Coml. Mgr. Walter Compton, Prog. Dir. and Asst. Gen. Mgr. Malcolm Burleson, Chief Engr. DuMont May 1945
FLORIDA					
MIAMI	WTVJ	Channel 4; 66-72 mc 0.786 kw aur.; 1.57 kw vis.	Southern Radio & Tele. Equipment Co.	I. E. Showerman, Mgr., Central Div.	WMAQ RCA 1948
ILLINOIS					
CHICAGO	WBKB	Channel 4; 66-72 mc 7 kw aur.; 13.7 kw vis.	Balaban & Katz Corp. 190 N. State Franklin 6446	John Balaban, President W. C. Eddy, Gen. Mgr. Elmer C. Upton, Coml. Mgr. Reinald Werrenrath Jr., Prog. Dir. A. H. Brolly, Chief Engr. October 1942
CHICAGO 6	WENR-TV	Channel 7; 174-180 mc 15 kw aur.; 30 kw vis.	The American Broadcasting Co. Inc. 20 N. Wacker Drive Delaware 1900	E. R. Borroff, Gen. Mgr. Roy McLaughlin, Coml. Mgr. Harold Stokes, Prog. Dir. E. C. Horstman, Chief Engr.	WENR 1948

where are you going

—in TELEVISION?

How Can You Be *SURE* . . . ?

. . . ABOUT CAPITAL REQUIREMENTS . . . OPERATING COSTS . . .
STUDIO DESIGN . . . ADVANCING TECHNOLOGY . . . PROGRAM SERVICE ?

● These, and other questions vital to success, are being answered on the basis of years of practical television experience and painstaking research for America's leading broadcasters by RICHARD W. HUBBELL & ASSOCIATES—rendering a *complete* service to Applicant, Broadcaster, Advertiser, and Producer.

● Established in New York, Washington, Cincinnati, and Hollywood RICHARD W. HUBBELL & ASSOCIATES includes:

DR. ALFRED N. GOLDSMITH
ROBERT JEROME SMITH

THOMAS H. HUTCHINSON
RICHARD W. HUBBELL

and other consultants.

● The partners and staff consultants of RICHARD W. HUBBELL & ASSOCIATES have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the fields of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems.

RICHARD W. HUBBELL & ASSOCIATES

2101 International Building – Rockefeller Center

New York 20, N. Y.

Circle 6-1750

Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1948)

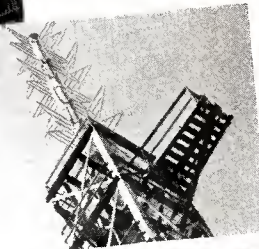
ILLINOIS (Continued)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CHICAGO	WGNA	Channel 9; 186-192 mc 11.4 kw aur.; 18.4 kw vis.	WGN Inc. 441 N. Michigan Ave. Superior 0100	Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. William A. McGuineas, Coml. Mgr. Carl J. Meyers, Chief Engr.	WGN and WGNE (FM) GE Jan. 1948
CHICAGO	WNBY	Channel 5; 76-82 mc 21.8 kw aur.; 21.8 kw vis.	National Broadcasting Co Merchandise Mart	I. E. Showerman, Mgr., Central Div.	WMAQ RCA 1948
INDIANA					
BLOOMINGTON	WTTV	Channel 10; 192-198 mc 6.38 kw vis.	Sarkes and Mary Tarzian 537 S. Walnut 4119	Sarkes and Mary Tarzian, Licensee Dale S. Phares, Gen. and Coml. Mgr. Glenn Van Horn, Prog. Dir.
INDIANAPOLIS	WWHB	Channel 3; 60-66 mc 5 kw aur.; 25 kw vis.	The William H. Block Co. 50 N. Illinois St. Riley 8421	Merrill Lindley, Radio Dir.	WMHC (FM) RCA Middle of 1948
IOWA					
AMES	WOI-TV	Channel 4; 66-72 mc 10.4 kw aur.; 13.0 kw vis.	Iowa State College c/o Radio Station WOI 2500-Ext. 281	Richard B. Hull, Dir. of Radio Edward Wegener, Prog. Dir. L. L. Lewis, Chief Engr.	WOI Indefinite
KENTUCKY					
LOUISVILLE	WHAS-TV	Channel 9; 186-192 mc 7.2 kw aur.; 9.6 kw vis.	WHAS Inc. 300 W. Liberty Wabash 2211	Barry Bingham, Pres. Victor A. Sholis, Gen. Mgr. J. M. Wynn, Coml. Mgr. Peter R. Disney, Prog. Dir. Orrin W. Towner, Chief Engr.	WHAS and WCJT (FM)
LOUISIANA					
NEW ORLEANS	WRTV	Channel 4; 66-72 mc 7.2 kw aur.; 13.6 kw vis.	Maison Blanche Co.		
MARYLAND					
BALTIMORE	WAAM	Channel 13; 210-16 mc 13.8 kw aur.; 26.1 kw vis.	Radio-Television of Baltimore Inc. 217 E. Baltimore St. Saratoga 4586	Ben Cohen, Pres. Norman Kal, Gen. Mgr. RCA June 1948
BALTIMORE	WBAL-TV	Channel 11; 16 kw aur.; 32.6 kw vis.	Hearst Radio Inc. 2610 North Charles Hopkins 3000	Harold P. See, Gen. Mgr. Harold W. Batchelder, Sales Mgr. James McMurry, Prog. Dir.	WBAL RCA Jan. 1948
BALTIMORE 3	WMAR-TV	Channel 2; 54-60 mc 17-1 kw aur. & vis.	The A. S. Abell Co. Baltimore and Charles Sts. Lexington 7700	Paul Patterson, Pres. E. K. Jett, vice-pres., chg. of radio Ernest A. Lang, Coml. Mgr. Robert B. Cochrane, Prog. Dir. C. G. Nopper, Chief Engr.	WASA (FM) RCA Oct. 1947
MASSACHUSETTS					
BOSTON 16	WBZ-TV	Channel 4; 66-72 mc 7.13 kw aur.; 14.3 kw vis.	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 6-4262 (After June, 1948: 1170 Soldiers Field Road, Allston 34)	Walter Evans, Pres. Walter E. Benoit, V. Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. Wendell A. Davis, Pub. Rep. C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr. Stephen Burke, Prod. Mgr.	WBZ and WBZ-FM RCA March 1948
BOSTON	WNAC-TV	Channel 7; 174-180 mc 32.7 kw aur.; 32.7 kw vis.	Yankee Network		
WALTHAM	WRTB	Channel 2; 54-60 mc 30.7 kw aur.; 50 kw vis.	Raytheon Manufacturing Co. Foundry Ave. Waltham 5860	Laurence K. Marshall, Pres. Charles P. Adams Jr., Executive Vice Pres. Composite Indefinite
MICHIGAN					
DETROIT	WDLT	Channel 7; 174-180 mc 16.7 kw aur.; 32.1 kw vis.	King-Trendle Broadcasting Corp.		
DETROIT	WTVO	Channel 2; 54-60 mc 7.51 aur.; 14.26 vis.	Fort Industry Co.	George Storer, Pres. Ralph G. Elvin, Gen. Mgr.	WJBK GE
DETROIT	WWJ-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	Evening News Association 630 W. Lafayette Ave. Randolph 2000	W. J. Scripps, Dir. of Radio Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sales Mgr. Melvin C. Wissman, Gen. Prog. Mgr. E. L. Love, Gen. Engr. Mgr. Edwin K. Wheeler, Asst. Gen. Mgr.	WWJ and WWJ-FM DuMont and RCA March 1947
MINNESOTA					
MINNEAPOLIS-ST. PAUL	KSTP-TV	Channel 5; 76-82 mc 6.48 kw aur.; 13.68 kw vis.	KSTP Inc. Radio City Bridgeport 3222-Minneapolis Cedar 5511-St. Paul	Stanley E. Hubbard, Pres. and Gen. Mgr. Miller C. Robertson, Coml. Mgr. Brooks Henderson, Prod. Supvr. John N. Fricker, Chief Engr. Kenneth M. Hance, Station Mgr.	KSTP and KSTP-FM Composite April 1948
MINNEAPOLIS-ST. PAUL	WTCN-TV	Channel 4; 66-72 mc 9.2 kw aur.; 17.9 kw vis.	Minnesota Broadcasting 115 E. Grant St. Main 6562	William J. McNally, Pres. F. Van Konyenburg, Vice Pres. and Gen. Mgr. Robert Eckstrom, Coml. Mgr. Judy Bryson, Program Dir. John M. Sherman, Tech. Dir. Cliff Rian, Promotion Dir. Max Karl, Prod. Dir.	WTCN and WTCN-FM RCA Late 1948

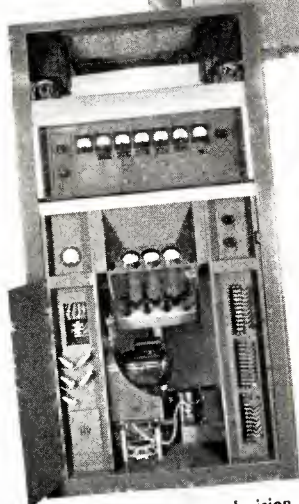
Typical Du Mont Control Console—the Film Iconoscope Chain Console.



Below: High-gain Bat Wing Turnstile Antenna of Du Mont Station WABD.



Typical Du Mont television transmitter with power supply, visual power amplifier, visual exciter, aural exciter, and aural power amplifier sections.

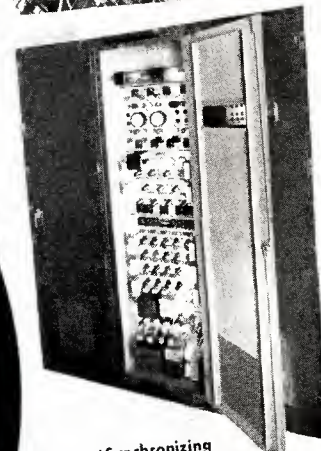


One of the Du Mont television transmitter units—5 KW Visual Amplifier, with three built-in cathode-ray indicators.

For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM A to Z

START AS SMALL AS YOU WISH WITH THE DU MONT Acorn Package



Du Mont Synchronizing Signal Generator for that steady pulse of dependable day-in and day-out telecasting service.



Du Mont Portable Synchronizing Generator—typical unit of the Du Mont Image Orthicon Chain for field or studio use.



Du Mont film projector for superlative film telecasts. Available in 16 and 35 mm. sizes.



Du Mont Image Orthicon Camera with many refinements for the best in telecast camera work.

From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

© ALLEN B. DU MONT LABORATORIES, INC.

DU MONT First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, NEW YORK, N. Y. • STATION WTTG, WASHINGTON, D. C. • MAIN OFFICES AND PLANTS, PASSAIC, N. J.

Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1948)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
MISSOURI					
ST. LOUIS	KSD-TV	Channel 5; 76-82 mc 10 kw aur.; 20 kw vis.	The Pulitzer Publishing Co. 1111 Olive St. Main 1111	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	KSD RCA
NEW JERSEY					
NEWARK	WATV	Channel 13; 210-216 mc 8.3 kw aur.; 17 kw vis.	Bremer Broadcasting Corp. 11 Hill St. Mitchell 2-6400 Rector 2-5878	Irving R. Rosenhaus, Pres. and Gen. Mgr. Paul Belanger, Prog. Dir. Roland Trenchard, Dir. of Public Rel.	WAAT and WAAT FM RCA Feb. 1948
TRENTON		Channel 1; 44-50 mc 1.0 kw aur.; 1.0 kw vis.	Trent Broadcast Corp. 35 W. State St. Trenton 2-7127	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. James P. O'Brien, Asst. Gen. Mgr. Dean Andrews, Prog. Dir. Theodore Kilmier, Chief Engr.
NEW MEXICO					
ALBUQUERQUE	KOB-TV	Channel 4; 66-72 mc 5 kw aur.; 5 kw vis.	Albuquerque Broadcasting Co. Inc. 5th at W. Silver 4411	T. M. Pepperday, Owner and Gen. Mgr. George S. Johnson, Chief Engr.	KOB RCA March 1948
NEW YORK					
BUFFALO ?	WBEN-TV	Channel 4; 66-72 mc 8 kw aur.; 15 kw vis.	WBEN Inc. Hotel Statler Cleveland 6400	Edward H. Butler, Pres. Alfred H. Kirchhofer, Vice-Pres. C. Robert Thompson, Station Mgr. Frank W. Kelly, Coml. Mgr. J. Woodrow Magnuson, Tele. Dir. Ralph J. Kingsley, Chief Engr. Howard Bergmann, Technical Supvr.	WBEN and WBEN FM RCA Feb. 1948
NEW YORK	WABD	Channel 5; 76-82 mc 9.45 kw aur.; 14.25 kw vis.	Allen B. DuMont Labs. Inc. 515 Madison Ave. Plaza 3-9800	Allen B. DuMont, Pres. Lawrence Phillips, Gen. Mgr. John H. McNeil, Coml. Mgr. James L. Caddigan, Prog. Dir. S. R. Patremio, Chief Engr. DuMont Experimental Coml. Operations 1941
NEW YORK	WCBS-TV	Channel 2; 54-60 mc	Columbia Broadcasting System 15 Vanderbilt Ave. Murray Hill 6-6340	Lawrence W. Lowman, Vice Pres. Worthington C. Miner, Dir. of Tele. George L. Moskovics, Coml. Mgr. July 1931
NEW YORK	WJZ-TV	Channel 7; 174-180 mc 8.25 kw aur.; 16.25 kw vis.	American Broadcasting Co.		
NEW YORK	WOR-TV	Channel 9; 186-192 mc 24.5 kw aur.; 30.25 kw vis.	Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-8600	Theodore C. Streibert, Pres. R. C. Maddux, Vice Pres. Eugene S. Thomas, Coml. Mgr. J. R. Poppele, Chief Engr. and Vice Pres.	WOR and WBAM (FM) GE 1948
NEW YORK	WNBT	Channel 4; 66-72 mc 5.75 kw aur.; 7 kw vis.	National Broadcasting Co. 30 Rockefeller Plaza Circle 7-8300	Frank E. Mullen, NBC exec. Vice-Pres. Chg. Tele. John F. Royal, Vice-Pres. O. B. Hanson, NBC Vice-Pres. and Chief Engr. Noran E. Kersta, Dir. of Tele. Ops. Robert E. Shelby, Dir. of Tele. Eng. Ops. Reynold R. Kraft, Sales Mgr., NBC Tele. Dept. Warren Wade, Exec. Producer, NBC Tele. Dept. William E. Webb, Dir. Sales Prom. John T. Williams, Bus. Mgr. Allan H. Kalmus, Tele. Press Editor	WNBC July 1941
NEW YORK	WPIX	Channel 11; 198-204 mc 8.17 kw aur.; 16.3 kw vis.	News Syndicate Co., Inc. 220 E. 42nd St. Murray Hill 2-1234	Robert Coe, Station Mgr. Clifford E. Denton, Mgr. of Ops. B. C. Sullivan, Coml. Mgr. RCA and GE Summer 1948
SCHENECTADY	WRGB	Channel 4; 66-77 mc 9.125 kw aur.; 18.25 kw vis.	General Electric Co. 60 Washington Ave. 4-2211, Ext. 4926	R. S. Peare, Vice Pres. and Mgr. B. J. Rowan, Asst. Mgr. G. Emerson Markham, Station Mgr. A. G. MacDonald, Supr. of Sales and Prom. Al Zink, Supr. of Prog. W. J. Purcell, Chief Engr.	WGY and WGFM GE 1938
OHIO					
CINCINNATI	WLWT	Channel 4; 66-72 mc 25 kw aur.; 50 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St. Cherry 1822	James D. Shouse, Pres. J. R. Duncan, Acting Dir. R. J. Rockwell, Vice Pres. in Charge of Engr. Red Thornburgh, Dir. of Sports	WLW and WLWA (FM) RCA
CLEVELAND	WEWS	Channel 5; 76-82 mc 8.15 kw aur.; 16.3 kw vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Superior 6111	Jack R. Howard, Pres. James C. Hanrahan, Vice Pres. and Gen. Mgr. J. Harrison Hartley, Tele. Dir. Patrick M. Crafton, Prog. Dir. Joseph B. Epperson, Chief Engr.	WEWS-FM DuMont, RCA Dec. 1947
CLEVELAND	WNBK	Channel 4; 66-72 mc 20 kw aur.; 40 kw vis.	National Broadcasting Co. Inc. NBC Bldg. Cherry 0942	Vernon H. Pribble, Gen. Mgr.	WTAM and WTAM-FM
CLEVELAND	WXEL	Channel 9; 186-192 mc 13 kw aur.; 21 kw vis.	Empire Coil Co.		
COLUMBUS	WLWC	Channel 3; 60-66 mc 5.25 kw aur.; 15.5 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cincinnati Cherry 1822	James D. Shouse, Pres. J. R. Duncan, Acting Dir. R. J. Rockwell, Vice Pres. in Charge of Engr. Red Thornburgh, Dir. of Sports	WLW and WLWA-FM (FM) RCA
DAYTON	WLWD	Channel 5; 76-82 mc 25 kw aur.; 30 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cincinnati Cherry 1822	James D. Shouse, Pres. J. R. Duncan, Acting Dir. R. J. Rockwell, Vice Pres. in Charge of Engr. Red Thornburgh, Dir. of Sports
TOLEDO 4	WTVT	Channel 13; 210-216 mc. 14.4 kw aur.; 27.4 vis.	The Fort Industry Co. 136 Huron St. Adams 3175	George B. Storer, Pres. E. Y. Flanigan, Managing Dir. Glenn C. Jackson, Prog. Dir. William M. Stringfellow, Chief Engr.	WSPD and WSPD-FM RCA April 1948

WDSU-TV

Application Pending

Channel 6

- WDSU was first in the South to demonstrate television of actual events.
- WDSU's facilities were the first to be used in televising a Major Bowl event—Sugar Bowl.
- WDSU's facilities were the first used in making television films of a Bowl event.



WDSU

- 5000 watts.
- Delivering 20,000 watt signal toward the populated areas of South Louisiana and the Gulf Coast.
- Affiliated with ABC.
- Occupies the central dialing position—1280 kc.
- 24 hour operation.
- FM construction permit-channel 287.
- Thorough news coverage with AP and UP service.
- John Blair and Co., national representative.

Hotel Monteleone

Royal Street in French Quarter
New Orleans, La.